

#### Board of Directors:

Lee Evans, Chairman  
Dennis Ruttman, Secretary  
Jeff Meyers, Trustee  
Stan Paynter, Trustee  
Darrell Stolhand, Trustee

Thanks to our departing board members for all their time and talents while serving on the PCDA Board of Directors:

Jim Leach  
Chuck Van Cleave

#### PCDA BOARD MEETINGS

July 10  
August 14  
September 11  
October 9  
November 13  
December 11

#### Staff

David Myers, Exec. Director  
Tim Burg, Asst. Director  
Katherine Long, DataMaster  
Jeff Seymour, Reg. Project Specialist

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## OSU'S UNIVERSITY MULTISPECTRAL LAB OFFICIALLY OPENS IN PONCA CITY



**P**onca City's economy and Oklahoma's sensor industry launched a new chapter on June 3rd with the grand opening of the OSU University Multispectral Laboratories in the former Research East building of the ConocoPhillips campus.

The OSU-UML is a national center focused on the test, evaluation and implementation of defense, homeland security, energy, and intelligence systems. Wholly owned by OSU and operated by Triton Scientific, a Ponca City based business, the OSU-UML brings researchers together with government and industry to rapidly and efficiently advance new technologies and capabilities to the end user.

"The UML is a shining example of the power of partnerships," said OSU President Burns Hargis. "We greatly appreciate the support of the federal government, the State of Oklahoma, the Ponca City Development Authority and ConocoPhillips.

"OSU is creating a land-grant university model that cuts across disciplines to allow students to use their skills, imagination and creativity to enrich their lives and the lives of others. The exciting sensor research that will take place here will support that mission, helping ignite innovation and creating

solutions for our state and our world," Hargis said.

"The OSU-UML will change the landscape of the sensor industry," said Stephen McKeever, OSU Vice President for Research and Technology Transfer and Executive Director of the OSU-UML. "The UML will be a national resource for researchers, companies and the government and will facilitate the process of delivering necessary technologies to our nation's first responders."

"As a government-owned, contractor-operated facility, the OSU-UML is similar to other national labs, like Los Alamos, in both structure and operation," said Lab Director Web Keogh. "The UML's focus is not just on the individual technology that is being developed, but on the proper implementation of entire systems that enhance operational capabilities. The OSU-UML acts as a trusted agent because we have no ownership in the technologies or systems we are evaluating or helping to develop, allowing us to equally serve technology developers, government acquisition agents, and end users. For us, the key is fusing our analytical, technical and tactical expertise and solutions to meet the needs of the customer."

Although the OSU-UML staff has been working since December 2006 to establish infrastructure, build capabilities, and engage in research and assessments, the opening of the headquarter facility on June 3rd marked the completion of the first phase of renovations to Research East, the facility donated to OSU by ConocoPhillips in Ponca City. Renovations to the entire facility should be complete by 2010.

cont. on pg. 2



## MIND YOUR BUSINESS by Dave Myers

### THE VALUE OF ECONOMIC DEVELOPMENT

There's an old saying that some people know the cost of everything and the value of nothing.

With an election approaching on July 29th about whether to extend Ponca City's one half cent sales tax for another five years, it might be helpful to address both parts of this old adage as it relates to economic development in Ponca City.

The question of the cost and value of economic development was addressed in a study released in late May by Dr. Mark Snead of the Oklahoma State University Center for Applied Economic Research. That study quantified the Ponca City economic development sales tax since its inception through the end of 2007. It also quantified the value, or benefits from that tax.

Since 1995, according to the report, the Ponca City economic development sales tax spent \$24 million dollars on dedicated economic development activities. That's a lot of money in anyone's book. This, of course, was expected since the whole idea behind having an economic development revenue stream was to spend money to make money. The question before the house is did we?

The answer, according to the Snead report, is that since 1995, the economic development sales tax has produced \$530.4 million in economic benefits to Ponca City. If you do the math, you'll see that for every dollar spent on economic development, \$21

has been returned to the community.

The number largely represents payroll. This, of course, was the whole idea. We wanted to generate jobs for the purpose of generating payroll. In the early days of operation, most of the jobs were not high paying. Since it's renewal in 2003, Ponca City's economic development programs have made a rather dramatic shift in strategy, resulting in a rise in wages. According to the report:

*"Since 2004, PCDA has shifted its emphasis to the attraction of higher-wage technology oriented manufacturing and services firms. The new focus is having a visible impact on the labor force as the average wage for jobs created under incentive agreements has increased rapidly. Jobs created since 2004 have an average annual wage of \$41,250, more than double that of firms arriving in 1995 and 1996 and 40 percent above the wages paid by firms attracted between 1997 and 2003. It is also more than 28 percent above the average wage and salary income in the Ponca City micropolitan area."*

What is equally significant to note is that the full impact of newer companies, including the UML, Continental Technologies, Host Analytics and others has not yet been fully realized. The report took hard data, not promises and projections, to develop its summaries. As the hard numbers start to kick in from the UML, (Grand Opening last month) Continental Technologies, (began operating in Bob in May with full operation scheduled for 2009) not to mention the expansion of Encompass Tool,

Mertz, Precision Metal Fab, Quarter Turn and others, those numbers should increase exponentially.

The full report is available on the PCDA website, ([www.goponca.com](http://www.goponca.com)). For 530 million reasons, we're happy to share it. ■



cont. from pg. 1

### UML OPENS, cont.

"We're really excited about what the OSU-UML is going to do not only for the sensor industry but also for our region," said David Myers, Executive Director of the Ponca City Development Authority, which provided a \$2 million incentive to the project in 2006. An economic analysis of the OSU-UML projects a \$140 million positive economic impact on Ponca City over the next ten years.

"By attracting high-level scientists to the area and forging relationships with institutions like Johns Hopkins Applied Physics Laboratory and the Pennsylvania

State University Applied Research Laboratory, the OSU-UML ties North Central Oklahoma to a cutting-edge industry in the national and global economy," Myers continued.

The OSU-UML continues to receive significant support from local, state and federal groups. In addition to the \$2 million Ponca City investment, ConocoPhillips provided another \$2 million and donated the 70,000-square-foot laboratory to OSU. More than \$3.1 million has also been appropriated by the U.S. Congress to support sensor development and other security-related technology. The state of

Oklahoma has appropriated more than \$6.6 million to the construction and renovation of OSU-UML facilities.

The grand opening ceremony featured remarks by Hargis; Lou Watkins, Chair of the OSU/A&M Board of Regents; Joe Alexander, State Secretary of Science and Technology; Senator David Myers; Ron Armstrong of ConocoPhillips; Lee Evans, President of PCDA; and Keogh. Those in attendance toured the newly renovated facility and saw demonstrations of safety and security technologies being evaluated or developed by the OSU-UML. ■



## BIZ BITS *by Tim Burg*

### NEW YORK CITY?

I'm a Green Acres kind of guy. The Manhattan skyline is impressive and the crush of humanity was truly

a spectacle, but give me a windswept prairie over a concrete jungle any day. For me, things just make sense in Oklahoma, and I believe it is my job to tell anyone who will listen exactly what that means.

Our community or region isn't perfect for everybody or every type of business. As much as we believe we would thrive from having a space launching facility, we can neither sustain it, nor support such a facility with the required brainpower, infrastructure or amount of unoccupied land such an operation requires. So what has that got to do with economic development?

When you begin to tell the big-city folks about your way of life, you first have to get through a wave of seeming indignation and the looks that say: you are out of your mind or from another planet. The latter may be the case, for when we describe our rural setting, "the big-city folks" become

disbelieving in what we have to offer. In a recent business trip to New York and New Jersey, I had such an occasion to share the details about our fair state with several site consultants and financial gurus.

When I described the cost of operations, abundant utilities and housing costs in our area they were in shock. They immediately wanted me to tell them that there were hordes of low cost workers available for their call centers and low cost manufacturing facilities, (think \$10.00 per hour entry level). I told them we weren't interested. That caused some raised eyebrows and curiosity as to why we would be sitting across the table from them. What could we possibly offer to these sophisticated individuals of industry?

When we mentioned the fact that we graduate over 20,000 students with degrees in Oklahoma each year, we had their attention. When we suggested that we could quadruple that number by adding in what is available in the surrounding states from just the other Big 12 schools, they leaned forward in their chairs. When we discussed the one of a kind Sensor Testing facility in

our community and state of the art niche manufacturers that call this place home, they were beginning to get the picture. Low cost operations AND smart people. Who knew? Well the answer is we did.

So did we bring one home? No: We wish it was that simple and easy. A wise man once told me, "That which is easy, is seldom good." First there has to be a project that fits what we have to offer; then we have to match up with the needs of a company. Most of that courtship is done without us even knowing, (think website and behind the scenes research). But the first and foremost task is making sure these companies know we exist, and nothing does that better than being face to face with those who make such decisions. We cannot simply build it and assume they will come.

So, let us fight the airports, cabs and city crowds. Let us tell the story of what we have to offer and why it makes sense to some. Just make sure the tickets are round trip, as we like living where things just make sense. ■



**Tonkawa Business Park**

The United States Department of Agriculture, Rural Development, has awarded two grants to Tonkawa for economic development projects. The Tonkawa Development Authority is the fiscal agent for these grants. The City of Tonkawa is providing partial funding for both projects.

## TONKAWA TIMES

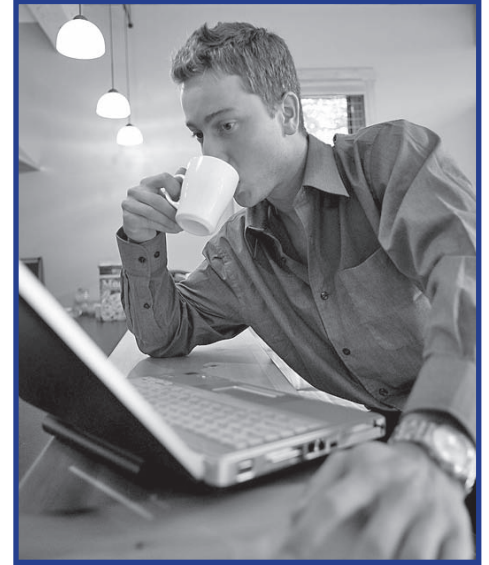
The first award is in the amount of \$97,500 to build an access road on the northwest corner of I-35 and Highway 60. The road will provide access to the north end of Holiday Lighting Specialists to allow for expansion. The Oklahoma Department of Transportation will also provide \$15,000 to assist with this project.

The second award is in the amount of \$137,500 to build an access road into the Tonkawa Business Park. The Business Park has been under development for a couple of years and with the utilities completed last year, this road will allow for new business opportunities in Tonkawa. Good Job Tonkawa!!!

# REWIND AND REVIEW

January 2008 - June 2008  
Ponca City Development Authority  
Local Headlines

- **Eighth-Grade Students Scheduled for Career Day**  
Pioneer Technology welcomed over 600 8th grade students from area schools to the PTech Campus to explore the wonderful world of technology
- **PCDA Notes Traffic Light Plan for Mertz Expansion**
- **Oklahoma Sensor Corridor Along U.S. 177 Being Sought**
- **Wide Range of Attendees at Ponca City Economic Development Conference**  
Ponca City's 2nd Annual, World Famous Economic Development Conference was well attended by over 100 people interested in Ponca City's economic growth
- **Speaker Says Baby Boomer Retirement Poses Challenge to Economy**  
Mark Lautman, featured speaker at the Ponca City Economic Development Conference warned of the shortage of workforce that is happening right now due to Boomer retirement
- **Ponca City Economy Strong in 2007; More Growth Being Projected**
- **Economic Future Tied to Regional Growth**  
Regional cooperation, such as the Oklahoma Gateway which includes Ponca City, Stillwater, Newkirk, Tonkawa and Blackwell, is the future of economic growth for our areas
- **PCDA Reaching Out for Future Residents**  
Military veteran recruitment has begun with a jobs available ad place in the G.I. Jobs magazine; Medical and manufacturing positions available
- **Precision Metal Fabrication – Expansion Agreement with PCDA**
- **FTS and PCDA Agree to Expansion**
- **Colorado Company Will Move Into Spec Building BOB**  
Continental Technologies has moved into the BOB building on Sykes; though under a temporary permit, they are already manufacturing product and shipping out to customers
- **PCDA Receives International Award**  
See David's article on page two



*More information on these events can be found on the website [www.goponca.com](http://www.goponca.com)*

- **"Quality Jobs" Grow Ponca City**  
See Tim's article on page three
- **University Multispectral Laboratories Grand Opening**  
See cover article about the UML