

Energy Industry Task Force

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Recommendation/Action Items

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Recruitment, Retention, Relocation...



1. Coordination with Tulsa Regional Chamber in energy-related business/industry recruitment, retention, relocation.

Assuring that City of Tulsa is aware of needed support (infrastructure, incentives, etc.) for new and expanding energy related businesses in the city.

Providing opportunities for Tulsa officials, including but not limited to the Mayor, to expand the dialogue between the City of Tulsa and existing energy company owners/managers.

Expanding the reach of energy-related recruitment with face-to-face meetings with energy industry CEOs in other energy centers (Houston, Dallas, Midland, Oklahoma City, and Denver).

Branding Efforts...



https://www.youtube.com/watch?v=53_qvMQfvOE

2. Coordination and support for various stakeholders and groups who are actively working on “branding” Tulsa.

Assuring that branding/marketing efforts include appropriate focus on Tulsa’s energy industry strengths and the diversity of the Tulsa energy sector: exploration-production, utilities, transportation/pipelines, refineries, oilfield manufacturing, oilfield supplies-services, renewable energy, retail fuel, professional/consultants, etc...

Seeking specific input on how best to recruit and/or retain energy companies and energy-related workers to Tulsa through a series of sessions with various sub-groups: Young Energy Professionals, Tulsa-based company human relations executives, among others.

Establish website and implementing social media tools focusing specifically on energy-related businesses and industries in Tulsa and highlighting the people who work for these companies.

Utilize energy employment study (to be released in Jan.,2013) to leverage Tulsa’s unique standing as a multi-layered energy industry hub.

Research...



3. Promoting/marketing Tulsa as a significant support base or regional hub for emerging energy-related activities (E&P, manufacturing, services) in the central/southern/midwestern U.S.

Research and possible market survey on demand and feasibility for commercial/charter airline link between Tulsa and Midland, TX.

Fact-finding within major companies, larger independents as mergers/acquisition activities that could present opportunities for consolidation of energy companies/jobs in Tulsa.



Time and Resources...



4. Focus time and resources on assisting other stakeholders (Chamber, Convention Bureau, etc.) in making Tulsa a top-tier destination for a wide variety of energy-related conferences and conventions.

Expanding networking (political) efforts to bring the Oklahoma Governor's Energy Conference , historically held in OKC, to Tulsa in 2013, and on a rotating every other year going forward.

Leverage local expertise in convention planning to support expansion of existing Tulsa energy meetings, including (but not limited to) the Tulsa Pipeline Expo, perhaps with a longer-term goal of recreating the International Energy Exposition that was hosted by Tulsa in the mid- 20th Century.

Organize and assist Tulsa-based HR professionals with resources that help “introduce Tulsa” to corporate recruits and potential hires, perhaps utilizing digital medial resources for more dynamic, time-sensitive community information dissemination.

Organize and conduct an annual, regional energy-focused, capital formation conference, with the goal of identifying and energizing the next generation of “energy teams” who seek to step out to form and operate energy companies based in Tulsa (similar to what has occurred with Laredo, Eagle and other Tulsa-based energy startups in recent years).

Nationwide Competition...



5. Encourage coordination of efforts, particularly with the University of Tulsa, to create a nationwide competition (perhaps in conjunction with the NCAA or some other national higher education organization) to highlight Tulsa's historical leadership role in philanthropy, with the goal of providing national attention to the city and its rich energy industry heritage.

Questions & Answers