

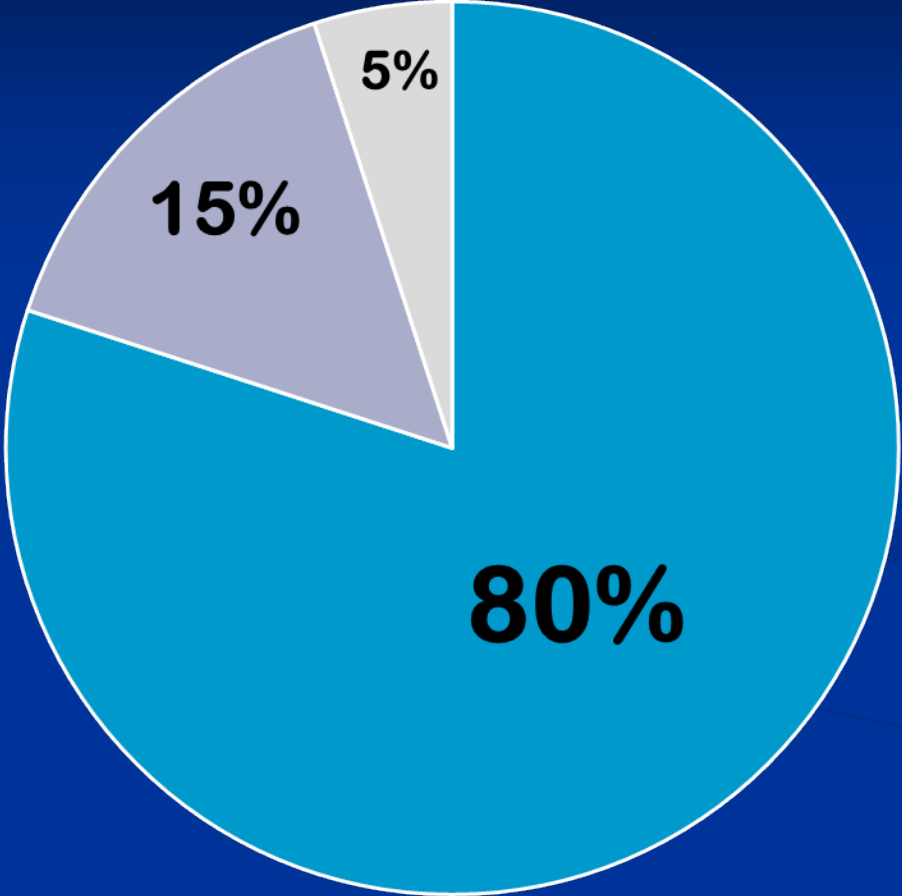
**HELLO**

**my name is**

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# Where Do New Jobs Come From?



Existing Companies Start-Ups Attraction

# Strategic Plan Values

Build and Maintain effective partnerships.

Primary job growth anywhere in the region benefits Ponca City.

Recognize the Comparable Value of Existing and New Primary Jobs.

Incentives, if used, should be influential not enabling.

Promote jobs with pay scales above the county average.

Implement programs with tangible and relevant outcomes.



# ponca city development authority

## Fiscal 2015 - 2016 Report Card to the Community

### ECONOMIC BENCHMARKS

- Unemployment Rate (Kay County): <sup>(1)</sup>
- Sales Tax Annual Change: <sup>(2)</sup>
- Annual Building Permits, in millions: <sup>(3)</sup>
- 2016 School Enrollment: <sup>(4)</sup>

15-16

6.3%

-4%

\$19.8

5,060

14-15

5.5%

+1%

\$42.8

5,096

13-14

5.4%

+4.3%

\$32.1

5,050

12-13

6.6%

-2.5%

\$26.0

5,097

### PCDA BENCHMARKS

- New Companies Contacted:
- Visits to Existing Companies:
- Number of Projects Added:
- Number of Projects Closed:
- Number of Wins (Agreements):

15-16

285

1,043

8

6

4

14-15

286

1,168

11

18

2

13-14

283

979

14

12

7

12-13

258

1,347

15

9

4

### PCDA JOB IMPACT COUNT

- Attraction:
- Expansion:
- Retention:
- **Total Jobs:**

15-16

0

144

7

**151**

14-15

20

141

7

**168**

13-14

78

128

46

**252**

12-13

75

162

25

**262**

# **PONCA CITY DEVELOPMENT AUTHORITY**

**“The mission of the Ponca City Development Authority is to facilitate job growth in wealth producing industries in Ponca City, Oklahoma.”**

## **Standard Incentive Guidelines**

The funding for incentives provided by the Ponca City Development Authority, (PCDA) is provided by public tax dollars. These funds come from a sales tax measure approved by the voters of Ponca City specifically for purpose of stimulating the creation of economic base jobs, (jobs that export a product or service and import money in return) in industries specified in PCDA's Trust Indenture. PCDA's role as a steward of public funds requires appropriate and essential safeguards and accountabilities. Indeed, companies that value the public trust placed in organizations such as PCDA are exactly the companies desired by and for Ponca City.

## **PROHIBITIONS**

Based upon the structure of PCDA under state law, the Authority may not **legally** provide financial assistance for the following:

- GRANTS
- INCENTIVES PAID TO INDIVIDUALS
- RETAIL OPERATIONS
- CHARITABLE CONTRIBUTIONS
- EQUITY INVESTMENTS
- SEED CAPITAL FOR START-UP BUSINESSES
- LOANS
- PROJECTS THAT DO NOT BENEFIT THE PONCA CITY AREA
- NON-GOVERNMENTAL SPECULATIVE DEVELOPMENT

PCDA involvement in any of the above is limited to technical assistance.

The following information provided is intended to provide an estimate for local incentives potentially available from the Ponca City Development Authority. The actual amount or value is dependent upon a number of factors including the industry of the company, wage levels, number of jobs, location, commitment, term of the agreement, etc. and is subject to approval by the Board of Trustees of the Ponca City Development Authority, who have sole discretion over the approval of any agreement notwithstanding anything included in this summary.



You know you're good enough,  
We know your good enough...



ICAP



## Specifics

1. Identified potential companies
2. Developed guidelines
3. Went to (PCDA) board for approval
4. Approached companies
5. "Mock" audit
6. Funded 50% of audit cost up to \$5,000

## Evaluation

1. Number completed (Industry Demand)
2. Additional Audit Requests
3. Contracts based upon Certification
4. Staying power of companies



# Other People's Money

# LIGHTEN THE LOAD

Industry Lighting Energy Reduction Program



## Specifics

1. Found a consultant
2. "Audited" the company
3. Utility Rebates/Utility partner due diligence
4. Developed Pro forma
5. Found banking partner
6. Presented to the company
7. Company initiated the work

## Evaluation

- Dollars Saved per year
- Kilowatt Hours saved per year
- Length of ROI for the Company
- Staying Power

No, we don't have 1,000 skilled welders willing to work for poverty wages hour but we do have...

**PONCA**  
**WORKS**

The logo consists of two lines of text. The top line reads "PONCA" in a bold, blue, sans-serif font. The bottom line reads "WORKS" in a bold, dark red, sans-serif font. The letter "O" in "PONCA" is replaced by a dark grey gear. The letter "O" in "WORKS" is also replaced by a dark grey gear. The two gears are interlocking, with the top gear of the "O" in "PONCA" meshing with the bottom gear of the "O" in "WORKS".

## Specifics

1. Headhunter for local companies
2. Zip Recruiter, LinkedIn, etc.
3. In-state Network, Job Fairs, etc.
4. GirlPower!
5. METS

## Evaluation

1. Number of direct placements (122)
2. Economic Impact (\$10 milUS/\$281kUS)
3. Number of Assists
4. Company feedback

If *they* build it (and fund it)...





CENTRAL

DON'T WALK

COLDWELL BANKER O  
HERITAGE REALTORS  
763-8888



# The Link



Shared Work  
Center-2018









## Specifics

1. Approached by donor
2. Evaluated the finances
3. Went to the EDA
4. Went back to the donor for \$
5. Accepted donation
6. Applied to the EDA
7. Began Accepting Tenants
8. Construction
9. Shared Work Center-2018

## Evaulation

- Original Five Year Financials
- Fiscal Analysis
- Impact Model (with/without)
- Political Analysis
- Plan "B" (Bailout)

[www.goponca.com](http://www.goponca.com)

