

Where the **COLLEGE**
atmosphere and **COWBOY** spirit
make everything come **ALIVE**.

GROW STILLWATER

A Business Development Packet

The City of
Stillwater
OKLAHOMA



STILLWATER CITY LIMITS

& Tax Increment
Finance Districts

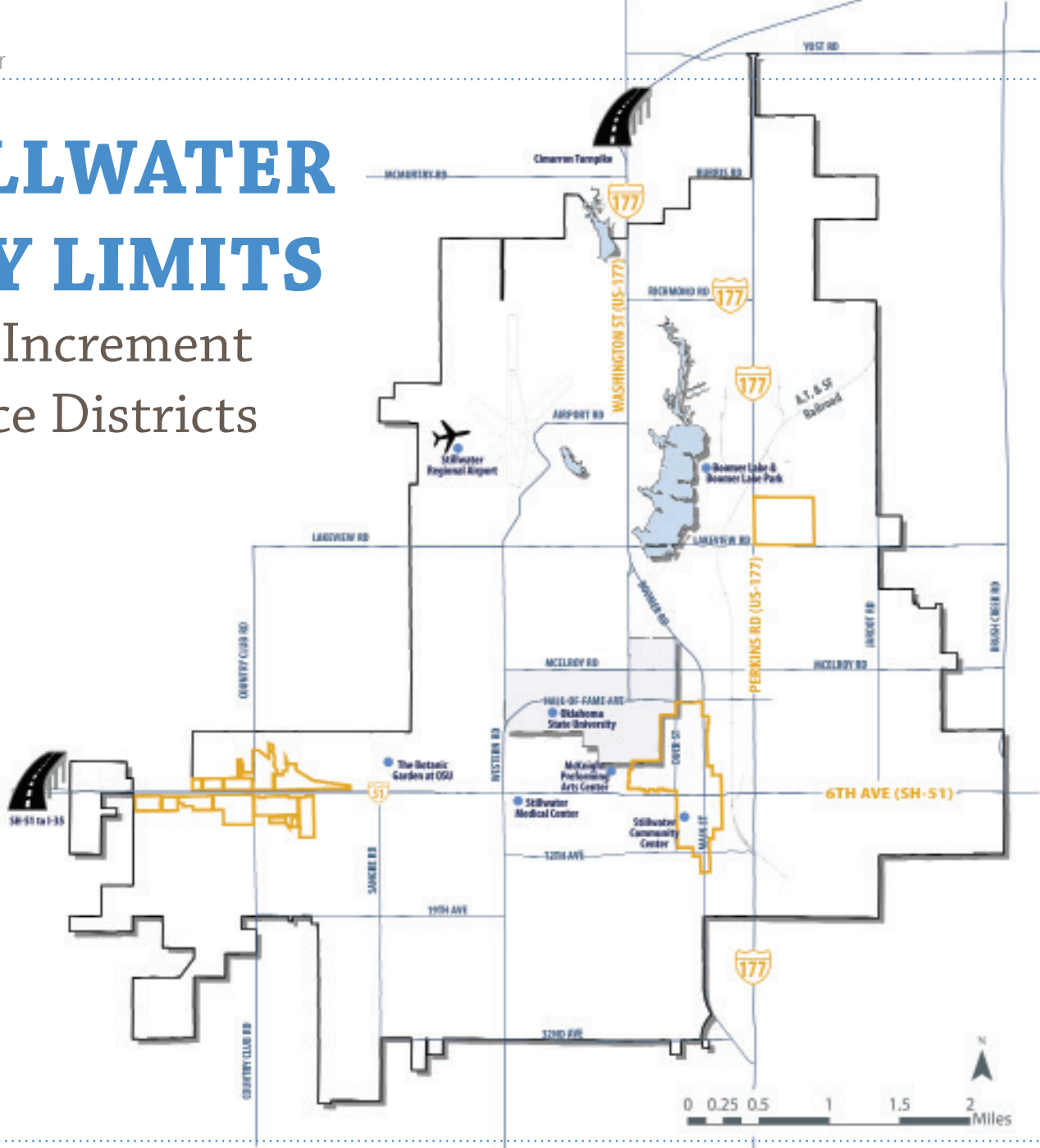


TABLE OF CONTENTS

Why Stillwater, Oklahoma	3
Location & Proximity	5
Quick Facts	7
City Infrastructure	8
Weather & Geography	9
Local Incentives.....	10
TIF #2: West 51 Development District Project Plan	11
TIF #3: Stillwater (Re)Investment Plan (A Stillwater Downtown/Campus Link Project Plan)	12
Opportunity & Enterprise Zones	13
State & Federal Incentives	15
Labor Data & Workforce Development	16
Planning, Zoning & Building	20
Stillwater's Leadership & Contact Information	21



Why Stillwater

Stillwater is a forward-thinking community for people seeking the influence of a major university but also desiring the intimacy of a smaller town. It's alive with a youthful spirit, new thinking and smiling faces.

Reporter James Fallows detailed in *The Atlantic* some markers that can indicate if a city will be or is already successful. Using this scoresheet, it's easy to see that Stillwater is heading in the right direction.

FIRST, residents know who their local patriots are. In a successful city, residents know who to call, who to go to, who leaves things in better shape than they were before. We are a community that likes to say: "How can we make this better? What can we do by being creative, by being innovative, and by being collaborative?"

Economic growth is a primary responsibility for city leaders, and within city government that falls to the Stillwater Economic Development Authority, which provides direction, guidance and leadership.

SECOND, successful cities have real downtowns. We've seen tremendous progress throughout our downtown over the past decade.

There's been an increase in the diversity of development: more apartments, more beautification and more pedestrian traffic. A downtown with lights on after dark means it has crossed a decisive threshold and should continue to thrive.

THIRD, public-private partnerships are real. We are also a community that knows and understands Stillwater's natural, human and financial resources. We like to come together to achieve something important.

FOURTH, successful cities are near a research university. Research universities have become the modern counterparts to a natural harbor or a river confluence.

Universities lift the economy by bringing in a student population. Universities transform a town through the researchers and professors they attract. Research universities have become powerful start-up incubators. A good example of this in Stillwater is the research for unmanned aerial systems and bioengineering and their impact on

area businesses.

It is impossible to tell the story of Stillwater and not include Oklahoma State University. As OSU President Burns Hargis likes to say, "What is good for Stillwater is good for the University; and what is good for the University is good for Stillwater."

FIFTH, successful cities have big plans. Big plans come to life only with the foresight and sheer willpower of city leaders and support from our community partners.

Water 2040 is a multi-year, \$93M project to upgrade Stillwater's water distribution system. So far, the City has added two water towers, two booster stations and seven miles of water line. Construction for a third booster station will start in 2020.

The Stillwater Energy Center provides a reliable infrastructure, grid independence and competitive electric rates that help promote Stillwater's economic growth. With this \$70M facility, the City took proactive steps to provide

clean energy to its customers and continues to support the national effort to reduce harmful greenhouse gas emissions from the burning of coal and fuel oil for energy production.

Commercial air flight from Stillwater Regional Airport was made possible because of the unwavering commitment from our biggest and closest partner, OSU. Commercial air flight improves the quality of life for Stillwater residents and has a powerful impact on our economic development activities.

SIXTH, the last marker for successful cities and, perhaps the most reliable, is that they have a craft brewery. What a craft brewery means is that a city can attract a certain kind of entrepreneur and the critical mass of mainly young customers. Thank you, Iron Monk!

It takes thoughtful planning and an ambitious agenda to make a city attractive to investors and to recruit and keep a talented workforce. Stillwater is up for the challenge.



Location & Market Proximity

Home to Oklahoma State University, Stillwater is located in north-central Oklahoma centered between Wichita, Oklahoma City and Tulsa. It is equal distance for east and west coast deliveries and for Gulf Coast to Canada deliveries.

Air Service

The Stillwater Regional Airport (SWO) offers regional jet service with multiple daily arrivals and departures to Dallas-Fort Worth International Airport (DFW). It features a 7,400-foot long runway that can service most commercial aircraft. Tulsa International Airport (TUL) and Will Rogers World Airport (OKC) are each approximately 70 miles from Stillwater via interstate.



Interstates & Highways

Stillwater has easy access to divided four-lane interstates and state highways, including the north-south I-35 route that runs from Canada to Mexico, passing through Oklahoma. I-35 also connects Stillwater to the east-west I-40 route that runs across the south-central portion of the US. Additionally, Stillwater has accessibility to the southwest-northeast I-44 route that runs from Texas through Oklahoma to St. Louis.



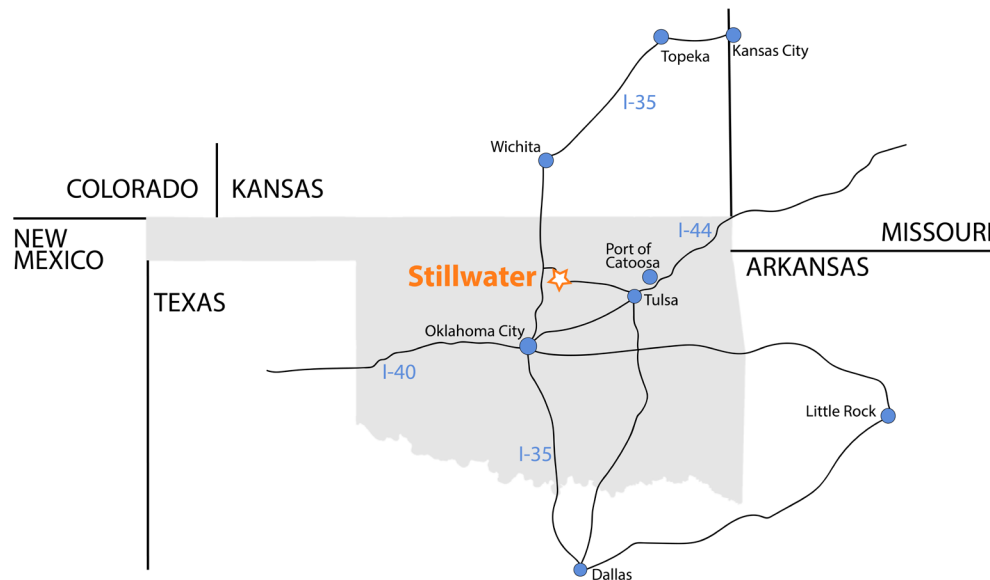
Ports

Many may not realize that Oklahoma has access to the McClellon-Kerr Arkansas River Navigation System. The system extends for 445 miles and connects with the Mississippi River in southeastern Arkansas. It transports more than 13-million tons of cargo by barge each year. The closest of the system's ports is the Tulsa Port of Catoosa, which is one of the largest inland river ports in the U.S. It is approximately 80 miles from Stillwater via interstate.



Railroad/Railway

Stillwater is served by Stillwater Central Railroad (SLWC), a Watco Companies, LLC subsidiary, which connects with BNSF Railway. The railroad operates more than 275 miles of track in Oklahoma and transports commodities and raw materials such as fuel, minerals and industrial products.



Quick Facts...

As many are finding out, Stillwater is a great place to live.



Stillwater's population grew **23.9%** since **2000**.

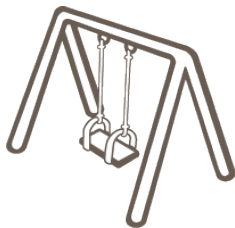
Stillwater's population is estimated to exceed **50,000** in **2020**.

Stillwater's **30-minute** drive-time population is **80,000**.



Stillwater Medical Center is designated as a Top **100** Rural & Community Hospital in the United States by The Chartis Center for Rural Health.

48% of the adult population has a bachelor's degree or higher.



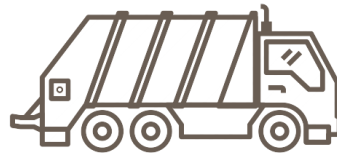
Stillwater has **5,000** acres of park land.



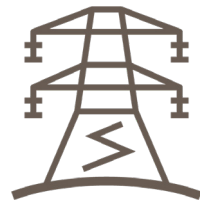
Stillwater's household count is **18,567**; up from **15,752** in **2000**.

City Infrastructure

Trash & Recycling



The City of Stillwater provides regular, ongoing trash collection for all types of businesses and single and multi-family residences, including dumpsters, within Stillwater and for three miles outside of city limits. We also offer commercial recycling service for cardboard with customizable pick-up times.



Electric Utility

Since the City owns a 69,000-volt transmission system and has access to GRDA's 138,000-volt transmission system, there is an abundant supply of electricity to meet any future customer's needs from single residential to the largest commercial or industrial customer.



Water & Wastewater

The City's water and wastewater infrastructure is professionally managed and operated.

Our water and wastewater utilities are master planned, computer modeled and employ modern GIS mapping systems.

Our water rates are sustainable and based on cost of service.



Average July
high and low:

93° | 69°



Annual average
precipitation:

37.29"



Stillwater, OK
Median Home Price

\$162,300



Average January
high and low:

49° | 23°

Annual average
snowfall: **8"**

Community geography

- Stillwater is located 60 miles north-northeast of Oklahoma City and 63 miles directly west of Tulsa by road.
- Stillwater has a total area of 28.3 square miles, of which 27.9 square miles is land and 0.5 square miles (1.62%) is water.

Incentives: Stillwater

Tax Increment Financing

Local governments can use tax increment financing (TIF) to publicly finance needed structural improvements and enhanced infrastructure within a defined area to promote the viability of existing businesses and to attract new commercial enterprises to the area.

The idea of growth encouraged by tax increment financing is not a new concept. In Stillwater's 2005 Core Commercial Districts Master Plan, it states: "Incentives and development policies are proposed . . . Potential incentives include enhanced streetscape and signage ... and financial incentives including revolving loan funds and tax increment financing."



Scan to learn about
Stillwater's TIFs

The City of Stillwater currently has three TIF districts, one of which is currently full (TIF #1). Both TIF #2 and #3 have development availability (see pages 12 – 13).

Utility Incentives Assistance



The City is ready and willing to work with your business to find a utility solution that works for both entities.

First-Time Homebuyers Assistance

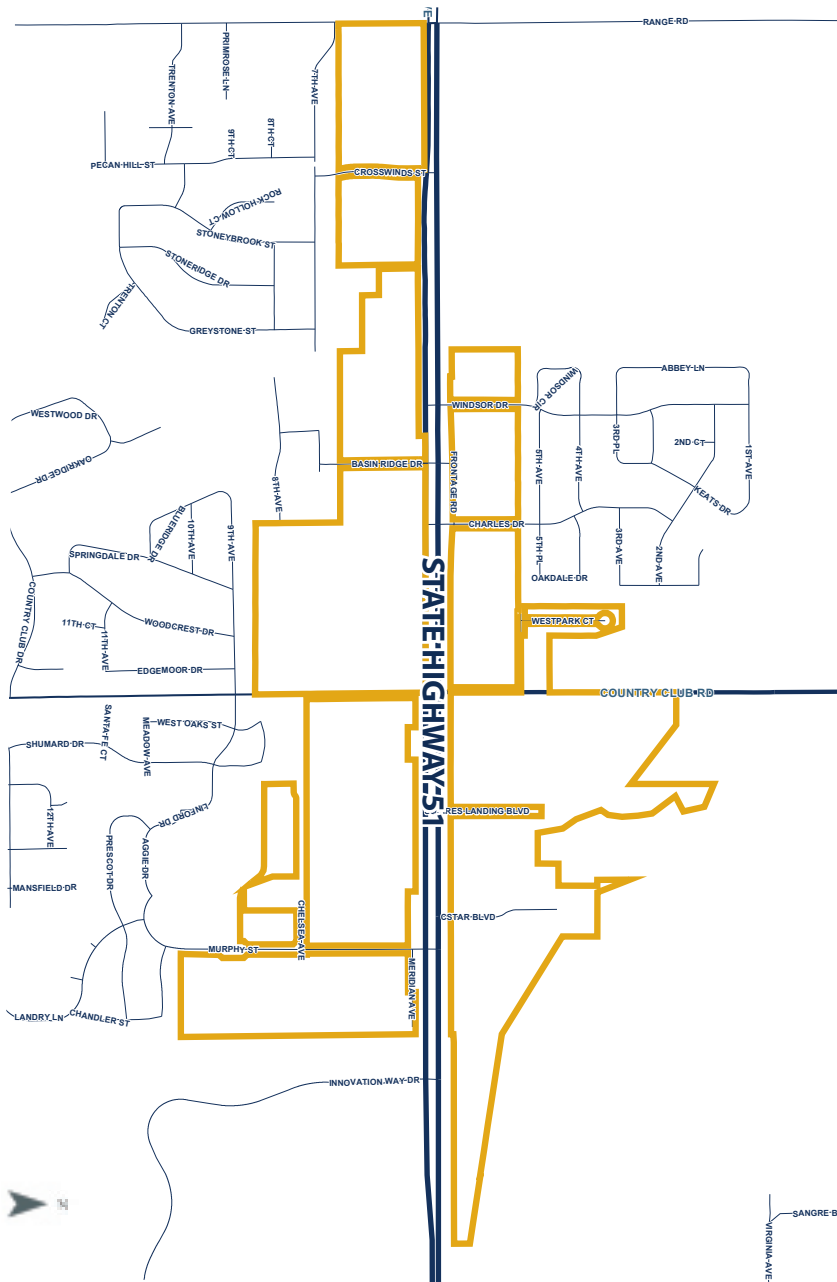


The City has funds available to assist qualified first-time homebuyers.

Fast-Track Permitting Assistance



City staff are prepared to help your business move at an advanced pace when time is limited.



Tax Increment District #2

West 51 Development District
Project Plan

268

Approximate Acres

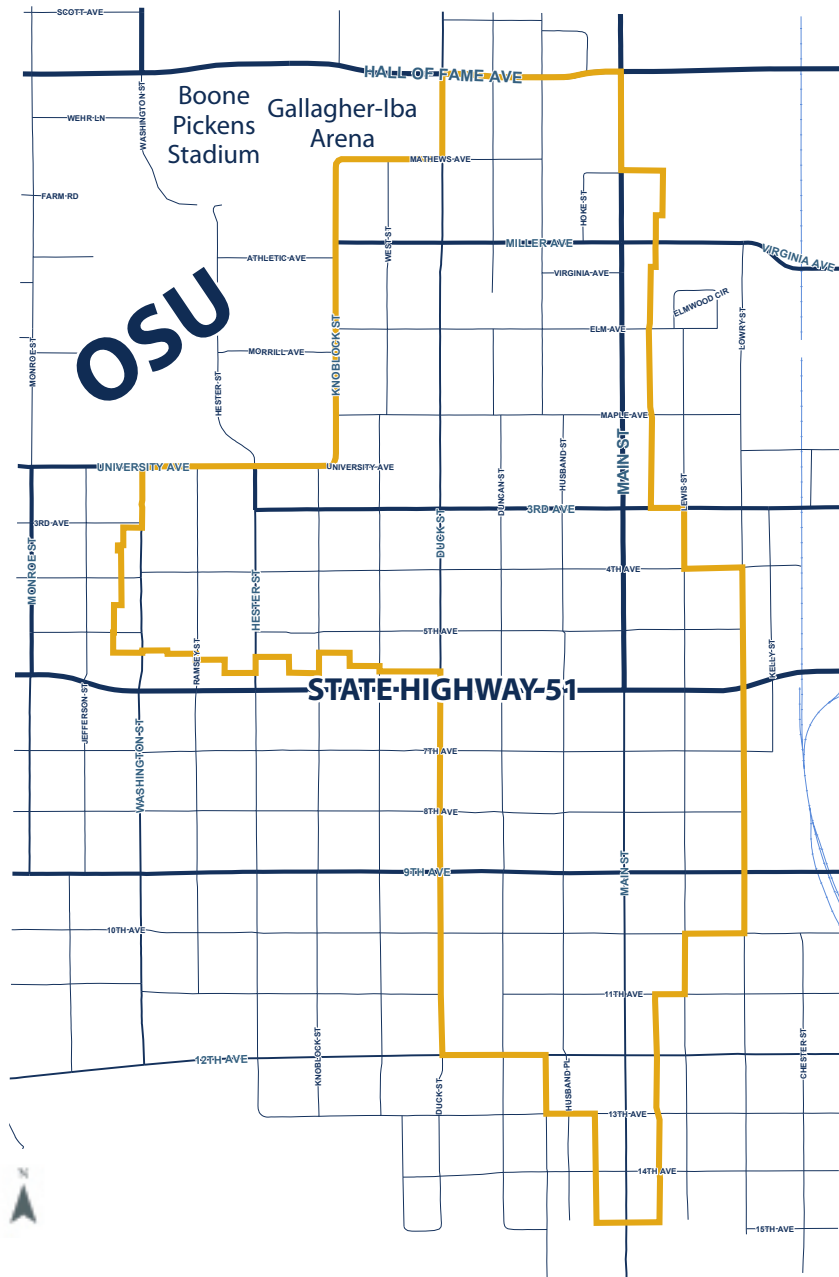
About the District

Sales Tax Funded

255 Acres Zoned CG

**New 24" Water
Transmission Line**

**New Booster Pump
Station feeds the Area**



Tax Incremental District #3

Stillwater (Re)Investment Plan
(Downtown/Campus Link Project Plan)

347

Approximate Acres

About the District

Ad Valorem and Sales Tax Funded

Three Types of Assistance*

24" and 12" Water Transmission Lines

Wastewater Collection is Available to the Area

*Development in TIF district #3 qualifies for small business enhancements assistance, development project assistance and employment generation assistance.

Opportunity & Enterprise Zones

Opportunity zones were created by The Tax Cuts and Jobs Act in December 2017 and are intended to spur investment in impoverished and economically distressed areas.

Limited areas in 24 states have been designated as Federal Opportunity Zones due to the level of economic distress measured by incomes and poverty. Generally, it is a measure of economic health (or lack of) related to jobs, employment and pay scales in an area.

54.19%

of Stillwater is designated as a State OZ.

TIF #3, Stillwater (Re)Investment Plan

Designations label the area as a **state enterprise zone, state opportunity zone and federal opportunity zone**.

- Enterprise zones are designated by the State of Oklahoma and are located in disadvantaged counties, cities or portions of cities to provide extra incentives for business. **Double the Investment/New Jobs Tax Credit is allowed**, and low interest loans may be made available through enterprise district loan funds.

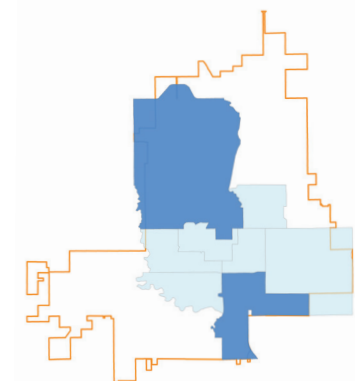
28.37%

of Stillwater is designated as a Federal OZ.

The project area for **TIF #3 also qualifies for the New Market Tax Credit Program (NMTC)**.

- The NMTC Program incentives community development and economic growth through the use of tax credits that attract private investment to distressed communities.
- The credit totals 39% of the original investment amount and is claimed over seven years.
- This program is administered through the U.S. Department of the Treasury. To learn more about the NMTC Program, go to: www.cdfifund.gov/nmtc

As part of the Oklahoma Department of Commerce Quality Jobs Program, **minimum wage requirements do not apply** to opportunity zones.



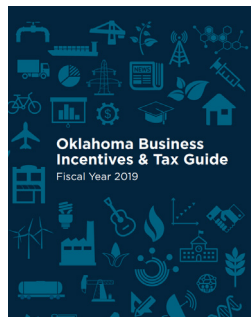
State Opportunity Zone
Federal Opportunity Zone



Incentives: Oklahoma

Oklahoma is globally recognized for its outstanding incentive programs and pro-business environment. Through the Oklahoma Department of Commerce, businesses can choose between a cash incentive or a tax credit package, and in some cases, qualifying businesses can take advantage of both programs.

- Major Financial and Property Tax Incentives (Cash Payment Rebates)
- Economic Development and Infrastructure Funding
- Tax Exemptions and Credits
- Income Tax Credits and Exemptions for Investors and Entrepreneurs
- Sales Tax Exemptions and Refunds
- Transportation and Distribution Benefits
- Major Finance Assistance Programs
- Technology Financial Assistance
- Investment Programs
- Workforce Assistance
- Employee Training Opportunities
- Business Filing Fees



Incentives: Federal

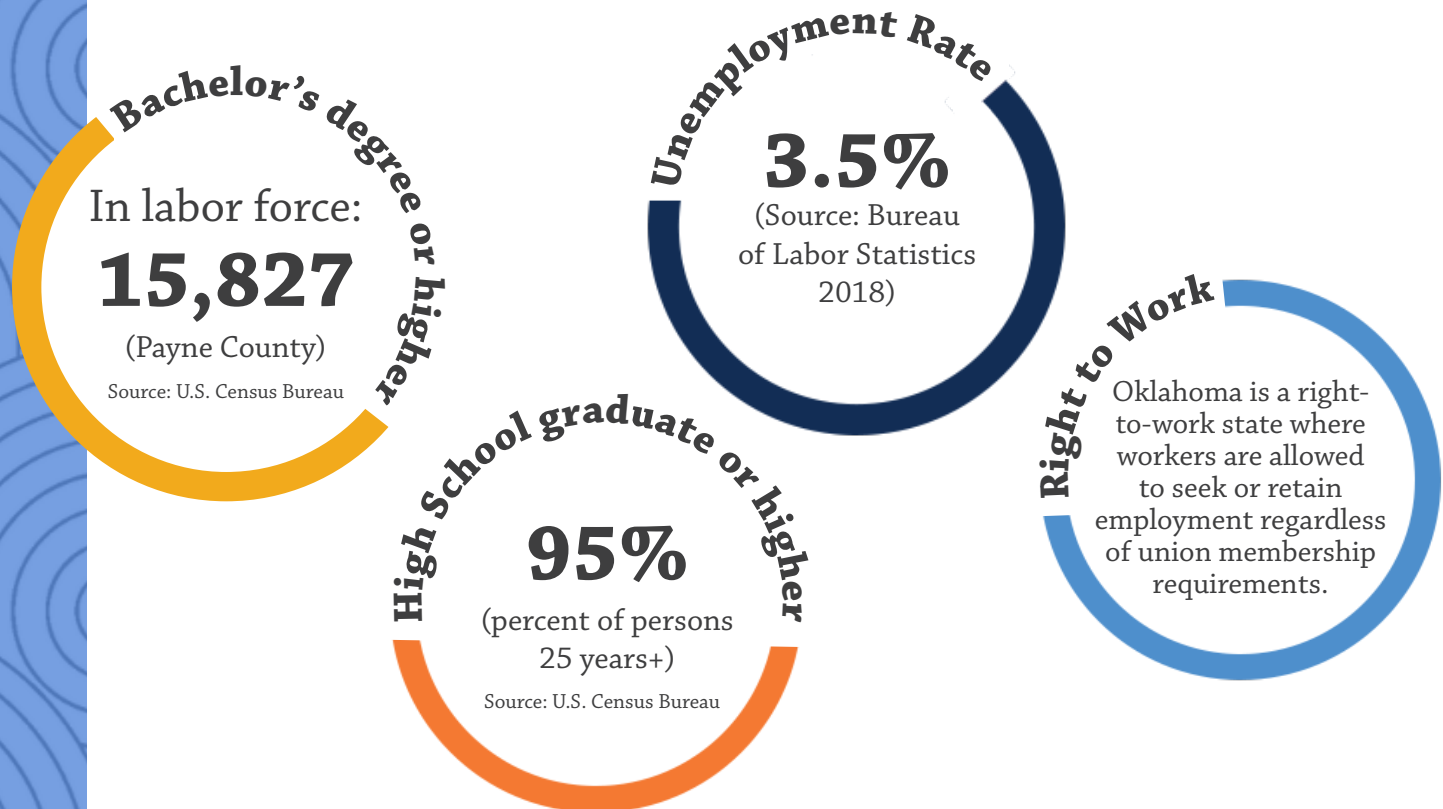
- New Market Tax Credits
- Opportunity Zone
 - Capital gain deferral and/or reduction

*www.okcommerce.gov/wp-content/uploads/2018/11/Okla-Business-Incentives-and-Tax-Guide.pdf

Labor Data & Workforce Development

Labor Data

- Oklahoma Department of Commerce: Ecosystem Profile for Central Oklahoma | <www.okcommerce.gov/assets/files/data-and-research/workforce-data/ecosystem-profiles/Ecosystem_Profile_Central.pdf>
- Oklahoma Works State Workforce Data | <www.oklahomaworks.gov/oklahoma-workforce-data>



Workforce Development

- **Center for Executive & Professional Development (OSU Spears School of Business).** For more than 60 years, the Center for Executive and Professional Development has served a vital role in the economic growth of Oklahoma by providing more than 200 executive and professional development programs to more than 14,500 individuals each year.
- **Meridian Technology Center** offers customized training services for local employers. The center provides high quality and innovative employee training, professional development, continuing education and skill development. Areas of expertise include computer training, health care training, industrial training, and leadership and staff development.
- **Oklahoma Works** facilitates quality employment for workers and the availability of highly skilled talent for business and industry. Oklahoma Works' strategic priorities are coordinated by the Governor's Council for Workforce and Economic Development.
- **Workforce Incentive Program (Stillwater Chamber of Commerce)** is designed to attract primary employment opportunities to the area by offering cash incentive payments to qualifying companies on a performance basis.

Recruiting Talent

- The **Stillwater Chamber of Commerce** fosters relationships between businesses and the rest of the community. The Chamber provides networking events, opportunities to promote business, referrals and other exciting programs designed to showcase companies to the rest of the city. The Chamber is also actively involved in recruiting quality jobs to Stillwater. Because of this, it created an additional Workforce Incentive Program to complement those provided by the State of Oklahoma.
- The **Oklahoma Employment Security Commission** has a Workforce Center in Stillwater.
- **Express Employment Professionals** has a location in Stillwater.
- **HireOSUgrads.com** | Approximately 22,000 students with diverse backgrounds attend OSU-Stillwater each year. They seek degrees in a wide range of fields including business, education, engineering, information technology, veterinarian medicine, agriculture and natural sciences, aviation and the arts.



Monroe St

HESTER ST



SPEED LIMIT 20

SPEED LIMIT 20

SPEED LIMIT 20





Planning, Zoning & Building

The City of Stillwater relies on its planning and engineering professionals to move the city forward. This team is responsible for building permits, building safety, floodplain management, planning and zoning, and much more.

The City's Help Center is a one-stop shop for all development and building needs.

- ✓ A streamlined commercial permitting process.
- ✓ An expedited industrial permitting, inspection and occupancy process.
- ✓ A helpful, process-oriented, professional staff with a focus on solution-based customer service.
- ✓ A 15-day target for review of initial commercial submittals.

To view current development projects, go to: stillwater.org/projects

Contact Information

Phone: 405.742.8220

Email: digitals@stillwater.org

Mailing Address: Community Development / P.O. Box 1449 / Stillwater, OK 74076-1449

Office Location: Municipal Building / 723 S. Lewis St. / Stillwater, OK



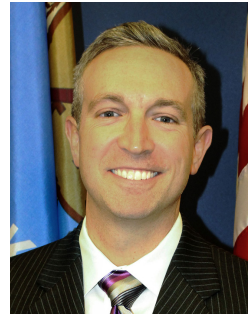
Mayor
Will Joyce



Vice Mayor
Pat Darlington



Councilor
Amy Dzialowski



Councilor
John Wedlake



Councilor
Alane Zannotti



President/CEO
Chamber of Commerce
Justin Minges



Stillwater
City Manager
Norman McNickle



CFO/Deputy
City Manager
Melissa Reames



Assistant
City Manager
Paula J. Dennison

Our all-star team is ready to meet the needs of any business and is happy to answer any question. Go to growstillwater.org for additional details and videos about Stillwater.

With Strong Leadership, Experience & Enthusiasm . . .

Vision

- We are excited about growing Stillwater and will be a strong partner with swift responses and smart solutions.
- Our reputation will be known as business-friendly because of our efforts to make it easy to establish and grow business here.

Leadership

- To grow Stillwater, the Stillwater City Council, the City of Stillwater and the Stillwater Chamber are committed to promoting our community to local, regional and national developers to encourage them to invest here.
- We understand that all of Stillwater depends on a thriving local economy, so it's our goal to generate confidence, to provide real opportunities, and to collaborate with established businesses as well as investors and developers.
- Ensuring that everyone who lives, works and plays in Stillwater enjoys a diverse shopping and dining experience is a promise we aim to deliver.

Action

- Our staff has a can-do attitude. We strive to reduce bureaucracy and to provide superior customer service.
- We are proud to provide investors and developers with quick and professional support.
- Our job is to provide the infrastructure and a foundation for growth that will promote economic development.

THE CITY OF STILLWATER

723 S. Lewis Street
Stillwater, Oklahoma
<http://stillwater.org>

**STILLWATER CHAMBER
OF COMMERCE**

<http://growstillwater.org>

Find out how your business
can grow in Stillwater, Oklahoma

GROW STILLWATER

#StwOk



@StillwaterOKgov



cityofstillwater



[www.linkedin.com/company/
city-of-stillwater-oklahoma](http://www.linkedin.com/company/city-of-stillwater-oklahoma)

GROW STILLWATER, A Business Development Packet, is published by the City of Stillwater, Oklahoma, 723 S. Lewis St., Stillwater, OK 74074. The packet is produced by the Department of Marketing and Civic Engagement. All rights reserved. Photos from the City of Stillwater Photo Collection.

Printed 2019-2020