

# ECONOMIC IMPACT & CAPITAL INVESTMENT OVERVIEW TULSA CITY COUNCIL

## SPECIAL MEETING | JANUARY 20, 2026

### PRESENTED BY: KELLER TAYLOR, VICE PRESIDENT – OVG TULSA

#### WHY THIS MATTERS

The BOK Center and Arvest Convention Center are cornerstone assets in Tulsa's tourism economy, generating significant visitor spending, hotel demand, and direct local sales tax revenue. Strategic capital investment is required to protect this impact, enhance the guest experience, address aging infrastructure, maintain / generate additional revenue, and maintain competitiveness for future events.

#### FY25 ECONOMIC IMPACT (JULY 2024 - JUNE 2025)

Economic impact is derived using the Destinations International Event Impact Calculator through Tulsa Regional Tourism. The calculator draws on 10 different data sources and is widely regarded as the industry-wide standard to determine event impact. The EIC measures the economic value of an event and calculates its return on investment in terms of total impact as well as local and state taxes generated as of result of projected overnight visitors and hotel room nights.

1. Total Economic Impact: \$142,994,904
2. Overnight Visitors: 183,301
3. Hotel Room Nights: 153,911
4. Local Sales Tax Generated: \$4,815,219

#### PROCESS TO DATE

Upon starting its tenure in Tulsa, OVG spent the first 24 months assessing the venues and many other data points to determine the opportunities that exist within the venues. The process started by evaluating the already in place Improve Our Tulsa 3 package and existing funding. Subsequently followed by selecting an Architect partner – GH2 and preconstruction manager – Tulsa Vision Builders to support the process. Then there were multiple stakeholder meetings that took place both internally with existing staff, OVG staff that have previously been in the market, and City staff. As well as externally with meeting planners, concert promoters, and premium seating holders. Additionally, we have garnered the input from third party providers on vertical transportation (elevator and escalators) regarding modernization, both roofs, and recently received a full Mechanical / Electrical / and Plumbing Assessment. All of these lead us to the phased approach included herein to transform the guest experience, reinvest in the City assets, and maximize revenue opportunities for these already net positive cash flow venues.

## CAPITAL FUNDING GAP SUMMARY

### PROJECT PHASE SUMMARY (EXCLUDES PHASE 4)

PHASE 1 - BOK CENTER RENOVATION	\$57,913,529
PHASE 2 - FY28 - ACC ROOF/SECURITY	\$16,862,386
PHASE 3 - FY30 - VERTICAL TRANSPORTATION/ ACC EXHIBIT HALL AIRWALLS/ACC DOORS	\$17,936,176
ESTIMATED ADDITIONAL CAPITAL NEEDS - THRU FY30	\$24,598,218
<b>TOTAL PROJECTS &amp; CAPITAL:</b>	<b>\$117,310,309</b>

### FUNDING GAP - PHASES 1-3

TOTAL PROJECTS & CAPITAL NEED	\$117,310,309
TOTAL AVAILABLE FUNDS	\$37,574,352
<b>TOTAL GAP:</b>	<b>\$79,735,957*</b>

\*WITHOUT ALLOCATION OF HOTEL TAX FUND OR  
VENUE OPERATING PROFITS ESTIMATE

### PHASE 4 - TBD TIMING HQ HOTEL RELATED (NET OF IOT3 FUNDS)

COMBINE WITH HOTEL FUNDING & PLAZA	\$24,399,051
------------------------------------	--------------

## IMPACT OF HEADQUARTERS HOTEL PROJECT

In 2025, Tulsa lost more than 200 events, including 105 events directly tied to hotel and facility limitations – representing \$104.9M in unrealized economic impact. Without reinvestment, the destination will continue to lose business that could have potentially booked its event in Tulsa. Example market / convention center data suggests that not only will the secondary impact to the community likely be tens of millions of dollars in economic impact, the operating performance of the Arvest Convention Center is expected to grow considerably allowing enhanced future ability to fund further capital investments into the venues.

## FUNDING ASK: WHAT INVESTMENT ENABLES

1. Close the Phase 1-3 capital funding gap of \$79.7M to address critical infrastructure needs.
2. Position Phase 4 hotel-related investments to be leveraged with private hotel and plaza funding.
3. Protect \$143M+ in annual economic impact generated by the venues.
4. Stabilize core infrastructure and reduce long-term maintenance risk.
5. Restore competitiveness to recapture lost conventions, concerts and major events.