

REVITALIZATION OF THE CITY

Soon after the bombing, the city began to survey the destruction caused by the bombing and initiate plans to restore the damaged area. Within three months of the bombing, Congress appropriated \$39 million in supplemental Community Development Block Grant (CDBG) funds to assist in the rebuilding and revitalization of the area surrounding the blast site. These grants helped business owners who sustained losses, but were unable to obtain funding from other sources. Although the money was appropriated in July 27, 1995, the funds were not available until January 10, 1996.

In the interim, by using some of the city's existing CDBG funds, grants up to \$10,000 could be obtained through the Small Business Grant Assistance Program. By February 20, 1996, a total of \$381,263 was disbursed through this program.⁽¹⁾

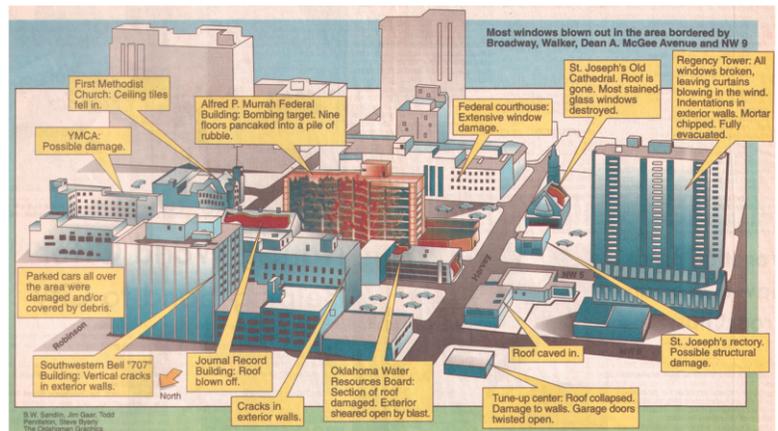
City planners realized that the initial \$39 million would not be enough for restoration efforts; therefore, additional money was requested. Congress provided an additional \$12 million and subsequently received an Economic Development Initiative Grant for \$1,387,500 and an EDI Grant for \$997,800. Approximately \$10 million of the original \$53,385,300 package was placed in a revolving loan fund for the revitalization of the Murrah District.⁽²⁾ The program allowed individuals to contribute 10% equity, with the city loaning 30% at 0.375% and the bank providing the other 70% at normal lending rates. When the loan is paid in full, the money is available for another investor.⁽³⁾ So far, about 50 loans have been issued through this program and it is credited in helping in the rapid growth and revitalization of the Murrah District and Oklahoma City and still remains an appealing loan option for investors to this day.

One of the heavily damaged areas near the bombing site was Automobile Alley. More than 50 car dealerships encompassed this area at one time, but over the years there had been a steady economic decline. Encouraged by Oklahoma City's Mayor, Ron Norick, property owners, urban planners, and architects came together after the bombing to revitalize this area and make it prosperous once more. With the help of the low interest Murrah District Revitalization loans, this area has had a private investment of over \$30 million since 1996 and has once again become a much visited area.⁽⁴⁾

The Oklahoma City National Memorial & Museum



Within months of the bombing, Mayor Ron Norick established a Task Force to explore ways to remember those lost in the bombing and to educate individuals about the impact of violence. The Task Force was comprised of 350 people and included many survivors, rescuers and family members of those that were killed. The Task Force recommended the creation of a memorial and museum. In July 1997, a design was announced for the Outdoor Symbolic Memorial and funds began to be raised.⁽⁵⁾



©DailyOklahoman

The budget to build the Memorial and Museum was \$29.1 million. The federal government provided \$5 million dollars, while the state donated more than \$7 million, with the last \$17 million coming from private funds.⁽⁶⁾ The Outdoor Symbolic Memorial opened just five years after the bombing on April 19, 2000, with the Memorial Museum opening almost a year later on February 19, 2001.

The Outdoor Symbolic Memorial is open 24 hours a day, seven days a week and is free to all visitors. The Oklahoma City National Memorial & Museum is a private non-profit organization and does not receive any funding from federal, state, or local government. All operating expenses are paid with revenue from Museum admission, store sales, private donors, earnings from an endowment and the Oklahoma City Memorial Marathon.

In 2004, a study, *An Estimate of the Economic Impact of the Oklahoma City National Memorial on the State of Oklahoma*, was completed and showed the total economic impact of the creation of the Memorial and Museum on the greater Oklahoma City area (Canadian, Cleveland, Logan, Oklahoma, and Pottawatomie counties) was \$173,983,119 over the first 4.5 years. The future annual economic effects of the Memorial and Museum were projected to be \$49,737,623. These amounts were figured by considering the following factors.⁽⁷⁾

- **Direct Effect**

The direct effect measures the economic impact of the jobs that are created by the Memorial and Museum and the amount of money tourists will spend on lodging, food, and transportation during their stay.

- **Indirect Effect**

The indirect effect measures the economic impact of the increase in jobs that are needed to support the tourism industry.

- **Induced Effect**

The induced effect assumes that the employees of the Memorial and Museum and those employed in the tourism sector spend money in the area

The Oklahoma City Memorial Marathon

The Oklahoma City Memorial Marathon was created to celebrate life and honor those lost through tragedy. Since its inaugural race in 2001, the Oklahoma City Memorial Marathon has contributed million dollars to the Memorial and Museum and is its largest annual fundraiser. According to a 2007 report prepared by The Greater Oklahoma City Chamber, the Marathon not only benefits the Memorial and Museum, it provides an estimated annual economic impact of \$4.8 million to Oklahoma City. Non-local participants generate the majority of this revenue by spending money on lodging, food, and transportation. In addition, \$231,890 is generated in local sales and transient lodging tax revenues and \$200,879 is generated in state taxes.⁽⁸⁾



MAPS

December 14, 1993, about a year and a half before the Oklahoma City bombing, voters in OKC approved the MAPS initiative. MAPS, or Metro Area Projects, was a temporary one-cent sales tax to provide enhancements to the city. It was the biggest undertaking of its kind in the country.



Included in the MAPS plans were: the Bricktown Ballpark, Bricktown Canal, Cox Convention Center, Chesapeake Energy Arena, a complete interior renovation of the Civic Center Music Hall, State Fairgrounds improvements, the Ronald J. Norick Downtown Library, Oklahoma River, Oklahoma Spirit Trolleys.



The MAPS sales tax expired in 1999, and construction was finished in 2004. In 2001, MAPS for Kids was approved by voters. This time, the temporary sales tax would build new schools and remodel existing ones. In 2009, voters opted once again for the penny sales tax, creating plans for a downtown convention center, Scissortail Park, the Riversport Rapids, walking and biking trails, and an Oklahoma City Streetcar.

To many Oklahoma City residents, the bombing marked a turning point in the city. MAPS construction worked alongside efforts to rebuild after the bombing. Oklahoma City was transformed into what Mayor Mick Cornett calls “a big-league city,” a classification which was solidified in 2008 when the NBA Thunder moved to town.

Endnotes

1. The City of Oklahoma City Document Management Team. Final Report Alfred P. Murrah Federal Building. Oklahoma City: Fire Protection Publications, 1996.
2. Couch, James. “Memorandum, The City of Oklahoma City.” January 2, 2007. www.okc.gov/council/council_library/packet/070102/VIII%20E%201&2.pdf
3. The City of Oklahoma City. “Rebuilding and Reviving Bomb Area is Mission of Murrah Recovery Program.” News Release. (undated).
4. Downtown OKC website. “Automobile Alley.” www.downtownokc.com.com/Default.aspx/taid+61
5. Oklahoma City National Memorial Annual Report. The First Decade. 2005.
6. Oklahoma City National Memorial Annual Report. The First Decade. 2005.
7. Holmes, Alexander, and Osko, Zach. “An Estimate of the Economic Impact of the Oklahoma City National Memorial on the State of Oklahoma.” (October 26, 2004)
8. The Greater Oklahoma City Chamber. “Economic and Revenue Impacts of the Oklahoma City Memorial Marathon in Oklahoma City.” July, 2007.