

The background of the entire page is a photograph of a cityscape at dusk or dawn. On the right side, a tall, ornate building with a clock tower is visible. In the foreground, there are several brick buildings with many windows. The sky is a mix of blue and orange. Overlaid on the image are several colored shapes: a purple rectangle in the top left, a green rectangle below it, a large purple rectangle in the center, and an orange L-shaped shape on the right side.

tulsa
remote

Cultivating Community, Driving Innovation

Discover how Tulsa Remote continues to spark change, attracting remote workers to Tulsa and boosting the city's growth and diversity — showing the profound connection between our work, our lives, and the communities we choose to call home.

Introduction

In 2023, Tulsa Remote celebrated a significant milestone: five years of pioneering change in the way we approach work and community. With the ambitious goal of creating a thriving, diverse remote work community, our program has grown to include 2,819 Remoters, as of December 2023, who contribute to Tulsa's economic and cultural vibrancy.



A Remoter is any participant, active member or alumni, of the Tulsa Remote program.

Our journey so far has shown steady economic growth, meeting our projections and reinforcing the value remote workers can have on a local economy. This report shares the continued impact of Tulsa Remote, as we attract and retain remote workers who use their skills and passions to make Tulsa even more dynamic - creating new opportunities for everyone who calls Tulsa home.



Executive Summary



Our latest survey of Remoters as of December 2023, illuminates the program's transformative impact on the Tulsa landscape. Among our findings:



2,819 Remoters

Since the program launch in 2018, Tulsa Remote has grown from 70 participants to 2,819 in 2023.¹



\$563.6 Million

As of December 2023, 2,819 Remoters have collectively generated \$563.6 million in direct employment income, significantly contributing to Tulsa's economic vitality.²



\$330 Million

The program's influence continued to grow in 2023, with the 2,252 participants who are currently in Tulsa contributing over \$330 million in new labor income to the city.



18% Own Businesses

More than 18% of program alumni who plan to stay in Tulsa have ignited the local economy by starting their own businesses. More than 11% of alumni joined local nonprofit boards and over 4% have founded nonprofit organizations.



53% More Diverse

Tulsa Remote members have grown more diverse with each year of the program, with members who identify as part of an underrepresented racial and ethnic group accounting for 53% of movers in 2023.



45 States

New Remoters in 2023 hailed from 45 states and eight countries, emphasizing Tulsa Remote's global appeal and the program's ability to attract a diverse and dynamic workforce to Tulsa.



2X Work Satisfaction

Alumni intending to make Tulsa their home beyond their program commitment have more than twice the likelihood of reporting increased work satisfaction than those who are planning to leave, underscoring the positive impact of Tulsa Remote on individuals' professional and personal lives.

¹ Retention rates from each cohort were calculated based on survey responses.

² Incomes were prorated for members who moved in 2023, with members who moved on June 30 contributing only half of their annual household income to the total 2023 figure.

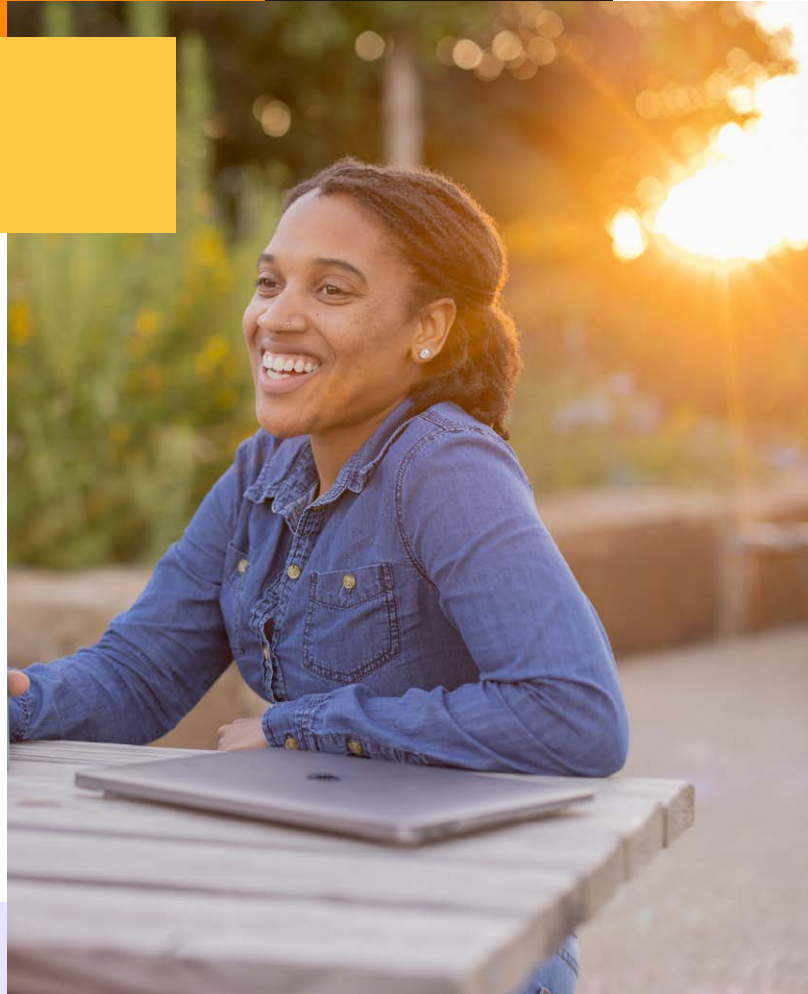
Economic Impact



Remote Workers Contribute \$563.6 Million to the City

As the most successful relocation incentive program in the world, Tulsa Remote has redefined how remote work can make an impact on local economies. By the close of 2023, an impressive roster of 2,819 remote workers have chosen Tulsa as their home, bringing a cumulative \$563.6 million in direct employment income into the city. 2023 alone was a remarkable year that showcased the collective power of 2,252 participants who are currently in Tulsa, are responsible for an impressive \$330 million in labor income into Tulsa's economy, illustrating the transformative power remote workers can have on a city in the heartland.

In 2023, we estimate that Tulsa Remote was responsible for the presence of an estimated 3,554 full-time equivalent jobs in Tulsa County, with 2,252 held by new and retained program members and an additional 1,302 local jobs created or supported by their household spending, with the most significant gains centered in healthcare, restaurants, retail, and real estate.³



³ IMPLAN economic modeling software was used to estimate the impact of retained Tulsa Remote members' household spending on Tulsa County using the latest available regional multiplier data.



The ripple effect of this economic infusion was significant, with Tulsa County and the state of Oklahoma reaping substantial tax benefits of \$4.4 million and \$6.8 million, respectively. Moreover, on average the program resulted in roughly \$181,213 in new labor income per member present in Tulsa through the end of 2023, a return of more than 13 times over the relocation stipends paid by Tulsa Remote, stands as a testament to the program's efficiency in leveraging remote work as a catalyst for profound economic growth.⁴

The program continues to diversify the local economy by attracting knowledge-sector workers in a wide range of sectors, including tech, professional services, finance, IT, media, and entertainment, laying a foundation for a strong tech and innovation economy in the heartland, which is now recognized on a national scale. In 2023, Tulsa was named one of **31 Tech Hubs** selected by the U.S. Department of Commerce's Economic Development Administration as part of a \$500 million investment in strengthening the country's economic and national security, affirming Tulsa's position as a nationwide leader in uncrewed aerial systems, cybersecurity, advanced manufacturing, and other complementary industries.

Marvina first visited Tulsa to learn more about the 1921 Tulsa Massacre. While on her visit, she learned about the Tulsa Remote program and applied. After moving to the city in 2022, Marvina was soon inspired by her fellow Remoters to enroll in an accelerated data analytics and technology training course through Tulsa's Cyber Skills Center. With a background in the finance industry, Marvina would never have considered starting a career in tech without the encouragement from her supportive community in Tulsa, coupled with the accessibility of the course. She is now looking forward to utilizing her new skill set to give back to Tulsa's growing tech sector. Throughout her two years in Tulsa, Marvina has reconnected with herself, invested in her own future, and regards making the move to Tulsa as the best decision of her adult life!

Marvina Larry, Moved from Tampa, FL

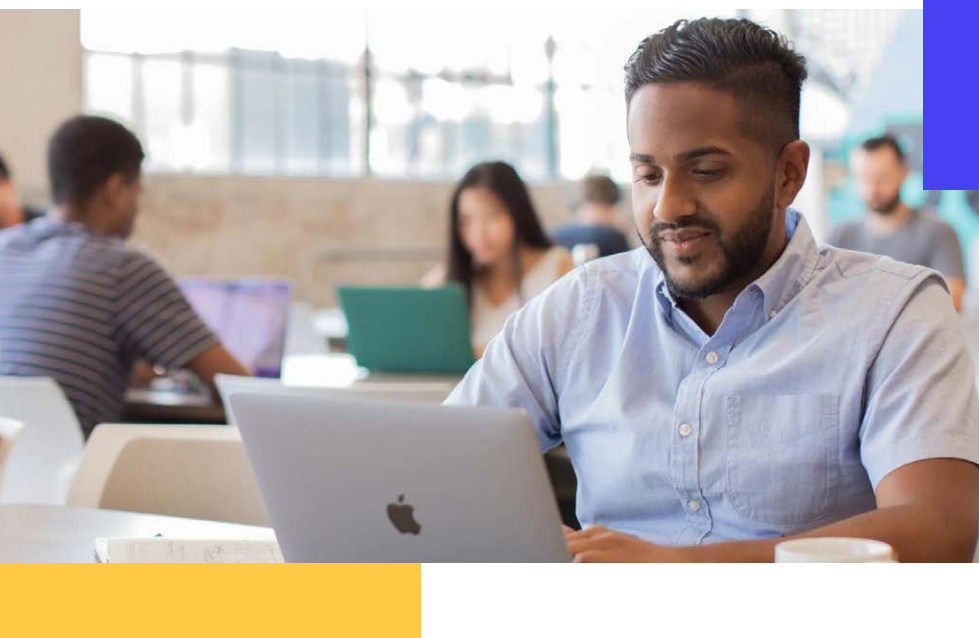


⁴ This excludes the 639 members who moved during the 2023 calendar year as they have not been present for the entirety of their program year, removing their prorated incomes (\$28.83M) and corresponding impact (\$8.98M), as well as the cost of their relocation (\$6.39M). This finding is consistent with EIG's finding of \$157,300 in new local labor income per Remoter, with the current estimate additionally including the labor income of additional household members where disclosed.

Tulsa's Transformation Through Remote Innovation and Civic Leadership

Tulsa Remote's influence extends beyond economic figures, seeding a fertile ecosystem for entrepreneurship and civic engagement. More than 18% of program alumni, inspired by their experiences and the opportunities in Tulsa, have embarked on entrepreneurial ventures, further contributing to a diversification of the local economy traditionally dominated by oil and gas.

Equally noteworthy is Remoters' strong commitment to the community, with over 11% of program alumni taking leadership roles on local nonprofit boards and an additional 4% founding nonprofit organizations. One common reason Remoters cite for getting involved is having more time to do so, having moved to a relaxed midsize city without long commutes.



Tulsa Remote Continues to make Tulsa a More Diverse & Inclusive Community



Remoters moving to Tulsa through Tulsa Remote have made up a population that is more diverse than the Tulsa County population since 2020 and more diverse than the city of Tulsa's population since 2023. As of 2023, the program welcomed a significant increase in members of people from historically underrepresented racial and ethnic groups, who now represented 53% of the newcomers, reflecting Tulsa Remote's success in attracting individuals from a wide array of cultures and backgrounds.

Tulsa Remote provided the infrastructure Josiah Robinson needed to quickly join the community of change makers committed to making Tulsa an inclusive city for everyone. Within a year of moving, he started leading work at the Prism Project, an organization committed to informing the Tulsans of the needs of the LGBTQ+ community and was appointed to serve as the LGBTQIA+ Advocate on the City of Tulsa's Human Rights Commission. Josiah's experiences exemplify Tulsa Remote's role in bringing together individuals from across the country with diverse backgrounds, who each bring unique perspectives and a shared commitment to investing in Tulsa's future.

Josiah Robinson, Moved from Menlo Park, CA

Equally impressive is the geographic diversity of Tulsa Remote members, who hail from 350 cities across 45 states, including Washington, D.C., and Puerto Rico as well as eight different countries. The program also resonates with so-called boomerang members, Tulsans who ventured elsewhere but have since returned, drawn back to their hometown by Tulsa Remote, and made up 10% of new Remoters in 2023.



Tulsa Remoters Find Belonging and Stay Connected

Tulsa Remote has not only attracted a wealth of talent to our city but has also fostered a deep sense of community and belonging among its members. With a retention rate of 74% among those who have completed their program year since 2019, this staying power speaks volumes, emphasizing not just the initial appeal of Tulsa but its enduring allure.

A testament to the magnetic appeal of Tulsa through the eyes of Tulsa Remote participants is the multiplier effect, where for every four program participants, the city gains three additional residents. These magnet movers, often friends and family of Tulsa Remote members, further add to the city's population and contribute to a thriving, dynamic community, showcasing the program's impact far beyond individual participants.



One of the key factors that drew Lawrence MacAlpine and his wife Breanna to Tulsa from the East Coast of Maine in 2021 was the opportunity to establish an authentic community. Shortly after moving, Lawrence and Breanna found the community they craved by establishing relationships with their neighbors and for Lawrence, his new coworkers at 36 Degrees North.

In addition to their newfound community in Tulsa, Lawrence and Breanna also found their overall cost of living decreased, giving them more flexibility in their monthly budget to not only keep the lights on but also pay off their debt. Three years later, the couple is officially debt-free, and with their financial freedom, they've purchased their first home and welcomed their first child, Aurora, into their lives. For Lawrence, the opportunity to pursue his professional goals and personal dreams while being surrounded by an incredible community is what truly makes Tulsa feel like home.

Lawrence MacAlpine, Moved from Wells, MA

Members' reflections on their Tulsa Remote experience underscore the pivotal role of lifestyle convenience and community integration in their decision to make Tulsa their home.

Tulsa Remote's success in nurturing a meaningful community alongside many community partners is palpable, with 72% of members agreeing by their 11th month in Tulsa that they have found a sense of belonging.

This sense of community is so profound that even those who decide to leave Tulsa express a strong desire to maintain their connections with the program and its members, highlighting the lasting impact of their experiences and the deep ties they've forged within this vibrant community.

Tulsa Remote Alumni Thrive in The City's Culture

The satisfaction levels among Tulsa Remote members and alumni with the city's creative scene, cultural vibrancy, and outdoor amenities are particularly noteworthy. These elements have garnered the highest praise, illustrating a deep-seated appreciation for the lifestyle Tulsa offers.

This satisfaction is not superficial but is rooted in genuine engagement with the city as a whole, not just opportunities curated by Tulsa Remote. Notably, alumni planning to stay are more than twice as likely to report an increase in work satisfaction, underscoring the positive impact Tulsa has on both their personal and professional lives. Their stories are a powerful reminder of the impact of Tulsa Remote, not just in numbers but in the lived experiences of its participants.





"Tulsa is really unique in that it has an intersection of big city activities and appeal with affordability and a lower cost of living."

Michael Boyink, Moved from Ava, MO



Moreover, integration into Tulsa's lifestyle and its convenience are key factors that distinguish members planning to stay from those considering leaving. These lifestyle elements are the primary non-family considerations that significantly impact decisions about establishing long-term residency in Tulsa.

"Logistics used to be a big part of my life. Now, I can stop worrying about how I'm getting somewhere and how much it will cost and focus on what I'm getting to do and who I'm doing it with. Oh, and I know it will only take me about 15 minutes to get to my destination!"

Cynthia Rollins, Moved from San Francisco, CA



Conclusion



The economic impacts of Tulsa Remote on the greater Tulsa community are tangible and profound. Since its inception, the Tulsa Remote program has not only attracted diverse talent but has also contributed to Tulsa’s vitality and economic vigor.

The financial and economic impacts on the greater Tulsa community stand as a testament to the program’s influence. By fostering a community where remote workers can thrive, Tulsa Remote has opened doors to a myriad of opportunities, breathing new life into Tulsa’s economy.

However, the true measure of Tulsa Remote’s success lies in the lives it’s touched – the individuals who, drawn by the promise of a better quality of life and a healthier life-work balance, found their home in Tulsa. Here, in the nation’s heartland, amidst warm-hearted and welcoming people, Remoters have discovered a sense of belonging and fulfillment that goes beyond the confines of a nine-to-five role. In Tulsa, work isn’t just about making a living; it’s about making a life worth living.

