

# Sustainable Growth & Economic Impact

2024

From rapid transformation to long-term sustainability, Tulsa Remote continues to boost Tulsa's economy, support local businesses, and contribute to building a more diverse and vibrant city for all.

# Introduction

## Building a Thriving Tulsa Together: Sustainable Growth, Inclusive Community, and Economic Impact



Tulsa Remote has always been about more than just bringing new faces to town—it's about creating an environment where both remote workers and longtime residents can connect and thrive. By fostering organic connections and shared experiences, the program contributes to the social fabric that makes Tulsa an appealing place to call home. The goal is to support a collaborative community—one where new opportunities emerge, local businesses benefit, and a spirit of inclusivity continues to grow.

In 2024, the focus remained on ensuring that the program's positive impact is deeply rooted in both the success of Remoters and the vitality of the local Tulsa community. Even as return-to-office culture has lost momentum nationwide, Tulsa Remote continued to steadily welcome new members, reinforcing long-term, sustainable progress. The numbers speak for themselves — members are contributing to economic growth, supporting local businesses, and helping position Tulsa as a city engaged in emerging industries.



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



# Executive Summary



As of December 2024, our latest survey of Remoters, combined with access to public data, underscores the program's profound, lasting, and transformative impact on the Tulsa community. Among our findings:



**3,475 Remoters**

Since the launch of the program in 2018, Tulsa Remote has grown from 70 participants to 3,475 in 2024.



**\$622 Million**

As of December 2024, 3,475 Remoters have collectively generated \$622 million in direct employment income, significantly contributing to Tulsa's economic vitality.<sup>1</sup>



**Focus on Diversity**

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 56% of movers in 2024.



**2X Work Satisfaction**

Alumni intending to make Tulsa their home beyond their program commitment have 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.



**96% Completion Rate**

Completion Rate: 95% of Remoters successfully completed their program year in Tulsa.



**70% Retention Rate**

Retention Rate: 70% of Remoters who have completed their program year since 2019 are still in Tulsa.<sup>2</sup>

<sup>1</sup> Income was prorated for members moving or leaving mid-year.

<sup>2</sup> Retention rates were calculated from responses to post-program surveys.



# Economic Impact



## Job Growth: More Opportunity for All

With every new Remoter who arrived in 2024, the city gained more than just another talented professional—it gained economic momentum. The program sustained an estimated **304 jobs** and added **\$18 million in labor income** to Tulsa's local economy in 2024 alone. But the impact doesn't stop there. Thanks to our growing community of remote workers who have chosen to stay, an estimated **1,468 jobs** and **\$88 million in new and induced income** has been added to the local economy.<sup>3,4</sup> With an impressive **12X return on our relocation investment**, Tulsa Remote is proving to be a powerhouse of sustainable economic development.

**\$88 million in new and induced income**



<sup>3</sup> 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.



Timothy Bartik, Senior Economist at the W.E. Upjohn Institute for Employment Research, collaborated with Tulsa Remote to analyze the program's effectiveness in encouraging migration to Tulsa. His research revealed that the vast majority of participants relocated to Tulsa specifically because of the program. As a result, Bartik concluded that talent attraction initiatives like Tulsa Remote are effective policies for promoting economic growth:

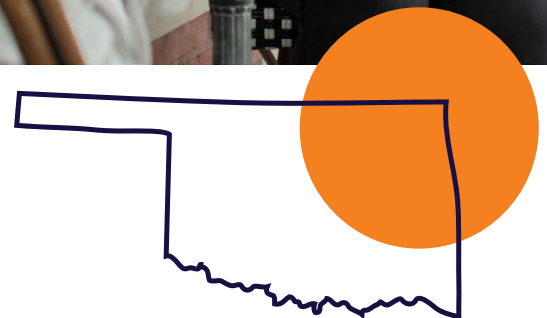
“Unlike business attraction programs, which often involve large financial incentives and infrastructure investments, talent attraction programs like Tulsa Remote bring new income and economic activity into the community with relatively lower costs. State and local policymakers should be willing to broaden their economic development policies to consider alternative policies, which may be more cost-effective. Based on this report, this broadening to alternative policies should include well-run remote worker attraction programs, as exemplified by Tulsa Remote.”

## Boosting Tulsa's Tax Revenue

The benefits of Tulsa Remote extend far beyond individual paychecks. The jobs created and sustained by our members have contributed an estimated **\$30.5 million** in county and state taxes—funding essential public services, schools, and infrastructure. Breaking it down further, **\$18 million** has gone to state taxes, while **\$12.5 million** has strengthened Tulsa County's tax base. The ongoing annual tax contributions from Tulsa Remote members' job creation is projected at **\$5.6 million for Tulsa County** and **\$8.0 million for the State of Oklahoma**—a lasting return that benefits everyone who calls Tulsa home.<sup>3</sup>



**Collectively, new jobs created by Remoter spending has contributed \$30.5 Million in County and State Taxes<sup>3</sup>**



<sup>3</sup> Estimated based on retention rates from post-program surveys extrapolated to the whole member pool.



# A Growing Tech Hub: Building Tulsa's Future Together

Tulsa is on the rise as a national leader in technology and innovation. In 2024, the **U.S. Economic Development Administration (EDA) awarded \$51 million** to the Tulsa's Tech Hub, cementing the city's role in the advancement of autonomous systems, cybersecurity, and defense technologies. This growing industry offers vast potential, and Tulsa Remote is playing a key role in ensuring local talent is ready to step in.

Right now, Tulsa's concentration of software developers, computer engineers, and other tech professionals is **60% lower than the national average**, creating a major opportunity for growth.<sup>5</sup> Tulsa Remote is helping bridge that gap—**26% of our 2024 members work in software development, general engineering, computer engineering, or IT fields**, directly contributing to the city's future as a tech and innovation hub. By bringing in skilled professionals, we're not just helping fill a gap—we're building an ecosystem where both new and existing Tulsans can thrive in high-demand, high-paying industries.

**Building An Ecosystem  
Both New And Existing Tulsans  
Can Thrive In High-demand,  
High-paying Industries**



<sup>5</sup> Numbers based on the relative concentration of workers in Tulsa compared to national averages. Data was pulled from Lightcast.io using Standard Occupational Codes from the Tulsa MSA. Within the Tulsa MSA, Computer and Math Occupations (SOC 15-0000) has an employment concentration of .621.

# Plugged In: Inaugural Remote Work Summit



The inaugural Plugged In Remote Work Summit in October 2024 was a defining moment, propelling Tulsa further onto the national stage as the premier destination for remote professionals seeking a place to grow, thrive, and call home. Born from groundbreaking research by Harvard Business School professor Raj Chowdhury—who surveyed Tulsa Remote members earlier that year—Plugged In was designed to fulfill a crucial need: to empower employees and employers with meaningful connections, professional development, and career growth opportunities.

With remoters at its core, the summit also extended a strategic invitation to industry leaders beyond Tulsa Remote, fostering collaboration on the best remote and hybrid work practices.

For two transformative days, renowned experts, specialists, and remote work pioneers from across the country gathered in Tulsa, sharing invaluable insights with both Tulsa Remote members and the broader community. Through dynamic keynote presentations, interactive sessions, and high-impact networking, attendees gained powerful tools to elevate workplace efficiency and enrich their work-life balance.





# Events That Strengthened The Community



## Attendee Testimonials

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This conference was so thoughtfully designed and executed, and I gained practical tools that will help me improve my remote work skills."

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As a local remote worker outside of the Tulsa Remote community, I truly appreciated the opportunity to attend and connect with its members. Plugged in was a fantastic professional development experience!"

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Plugged In offered incredible content and networking opportunities — plus, it was free! It was the perfect introduction to Tulsa Remote and the remote work community in Tulsa."

For both Tulsa Remote members and non-members, Plugged In was a game-changer—enhancing productivity, sharpening communication skills, and providing clarity on navigating the remote job market. This was made possible through:

- **Workshops & interactive sessions** covering essential topics such as The Four Phases of Finding/Landing Remote Jobs, How to Retain and Maximize Gen Z Talent in a Remote World, and How to Improve Collaboration and Connection and Tame the Meetings Monster.
- **Keynote presentations** from top thought leaders, offering forward-thinking insights on the future of work, best practices for distributed teams, and strategies for local businesses to adapt and thrive.
- **Networking opportunities** that sparked lasting professional relationships, opening doors to new job prospects and higher earning potential.
- **A pop-up coworking space**, designed to support productivity between events and foster collaboration in real time.

Plugged In was more than just a summit—it was a catalyst for growth, learning, and connection in the remote and hybrid work community. By bringing together diverse voices and valuable expertise, the event empowered attendees with the tools and relationships needed to navigate the future of work with confidence.

As remote work continues to evolve, conversations sparked at Plugged In will help shape stronger, more inclusive professional communities. With a focus on accessibility and collaboration, the event set the stage for lasting impact—proving that when people come together to share knowledge and support one another, everyone benefits.

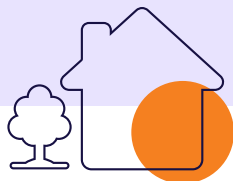


# The Plugged In Experience



“ After attending Tulsa Remote’s Plugged In conference, I’m more convinced than ever that remote work is the future. This experience reignited my appreciation for meaningful discussion and the profound importance of community and connection in remote work.”

**Edward Schaefer,**  
Executive Leadership Coach



# Tulsa Remote Alumni Thrive in The City's Culture

Tulsa Remote alumni share how they are thriving in their new city through connection, purpose and newfound opportunities:

## Life/Work Satisfaction



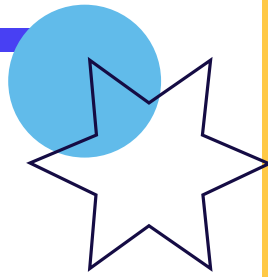
“ Before moving to Tulsa, I spent two hours a day commuting, feeling drained and disconnected from life outside work. Since relocating, I’ve reclaimed my time, prioritized my mental health, and found true balance. Now, I’m investing the energy I used to spend on logistics into more meaningful things.”

**Tanisha Williams,**  
Instructional Design & Technology Consultant





# Opportunities in Tulsa



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After 30+ years in Chicagoland, my husband Jimmy and I have found more opportunities in one year in Tulsa than ever before. Jimmy expanded his business, bought a company, and joined a local band, while I rediscovered my love for horses, started a garden, and pursued my passion for jazz.”

**Amanda Hanus,**  
National Sales Manager

“

Moving to Tulsa was about more than just a new location—it was about being part of Black Wall Street’s legacy and supporting Black businesses in tech. After researching Tulsa’s growing tech economy, I knew this was where I wanted to be. Outside of work, life here is incredible—coming home to a yard and hearing birds chirp is something I never experienced in Los Angeles.”

**Randon Young,**  
Senior Talent Acquisition Consultant





# Conclusion



## Looking Ahead

The future of Tulsa is bright, and Tulsa Remote is proud to be part of the city's journey. With continued focus on sustainable economic impact, job growth, and innovation, we are excited to see what's next—for our members, for Tulsa, and for the community we are building together.

