



# Oklahoma Main Street News

## MEASURING MAIN STREET PROGRESS

By Les Hall & Jim Watters

The incremental process of Main Street downtown revitalization teaches to measure progress one brick at a time. Plan small victories to build the base for larger ones. Along the way, we hope the progress made is documented, measured and well communicated throughout the community. Documenting Main Street progress certainly comes in handy when the city reaches their budgeting phase. Articulating the changes (with specific examples of progress) to the broader community stimulates more interest and makes it easier to attract new volunteers.



In the December issue of the Virginia Main Street Monitor, the front-page

article by state coordinator Louellen Brumgard addresses the importance of "measuring program success."

Brumgard said, "With all that downtown managers have on their to-do list, taking the time to document program achievements ... is often a low priority. This is a mistake ..."

We completely agree with Ms. Brumgard. The Oklahoma Main Street Program adopted the categories suggested by the National Main Street Center when the state program was established. The reinvestment report addresses investment spending in four major areas.

**First**, buildings. We track the number and dollar amount of façade renovations and the number and dollars spent on other building investments. Recognizing that it can be an indicator of renewed confidence in receiving a return on investment, we also track the number and dollar amount of buildings sold in the program area. **Second**, businesses. This area measures the number of private business openings, relocations, expansions and closings.

**Third**, jobs. We count the number of jobs held in the Main Street program area and the monthly changes in employment. Like the business category, this is a net figure.

**Finally**, public works. We count the number and dollars spent on new public projects within the Main Street area.

Over the years we have found it helpful to track other activities such as the time donated by volunteers. Ms. Brumgard's article continues with suggestions about various other ways to track the many achievements of your downtown revitalization program.

"Whether you are speaking with your biggest fan or your loudest detractor, being able to share quantifiable, documented measures of success gives your program credibility," Brumgard said.

A key in measuring success lies in who the audience is. Different performance indicators will have different value for community stakeholders. Brumgard's article suggests measurements be tracked by the 4 Points. We think this is a great idea, and it encourages each committee chairperson to participate in the process.

As you can imagine, there are many other measurements you could track. We are not suggesting that every program needs to track each of these categories. There is only so much time to spend on documenting information that may be useful "one of these days."

Three types of program measurements received special attention in the article.

✓ "Volunteers: Time is Money" - You're familiar with this one. The measurement applies a dollar amount to the volunteer hours tracked. National volunteer organizations use a figure of \$14.30 as an average value for each hour contributed. The dollar value of volunteer time needs to be announced annually.



✓ "Press Coverage" (Free publicity) - Think about how many times your program receives coverage by newspaper, radio and television. Many of our programs keep a scrapbook and send clippings to our office. Get some help from the local media and calculate the dollar value the space and time would have cost in paid advertising. There are few Main Street programs or other nonprofit organizations that can afford that kind of exposure.

✓ "What Do I Get for My Money?" - What's the return on your city's investment in Main Street? Do city officials ever ask? Divide the dollar amount of city funding into the amount of private investment each year and show that for every dollar invested by the city, X dollars of private investment were generated. What has been the trend? Does the city earn that high of a return on their other investments?

You know when you really think about it, our little monthly reinvestment report misses a lot of information.

## THINGS TO MEASURE . . .

Here are some suggestions of items your committees could choose to track and use to demonstrate the impact of Main Street to various community stakeholders.

### ORGANIZATION

- # of new volunteers
- # of active volunteers
- # of volunteer hours
- \$ value of volunteer hours
- % change in funding dollars
- % change in funding contributors
- # of partners
- # of grants for special projects
- \$ of grants for special projects
- \$ return on investment of public support

### DESIGN

- # of design projects (by type)
- \$ value of design projects (by type)
- % increase in property assessments
- # of volunteer hours
- \$ value of volunteer hours
- # of attendees at design workshops
- # of design grant applications
- # of low interest loans for facade improvements
- \$ of low interest loans for facade improvements
- # of storefront renderings

### PROMOTION

- # of attendees at special/retail events/% change from last year
- # of vendors at special/retail events/% change from last year
- # of participating merchants/% change from last year
- \$ spent in participating merchants' stores
- # of volunteer hours
- \$ value of volunteer hours
- \$ value of cooperative advertising
- Impact on tourism -
  - # of visitors at welcome centers
  - # of visitors on B&B/hotel registers
  - # of visitor information packets sent

### ECONOMIC RESTRUCTURING

- # of business expansions (net)
- # of new business locations (net)
- # of new full time jobs (net)
- # of business workshops held
- # of businesses attending workshops
- # of volunteer hours
- \$ value of volunteer hours
- # of prospect calls - business expansions
- # of prospect calls - new locations
- # of business incentives available
- \$ value of business incentives
- % change in retail sales
- % change in rents/square foot
- % change in vacancy rate (sq. ft.)

## AROUND OKLAHOMA

A listing of statewide Main Street Events

### MARCH

- 3 Quilter's Tea & Storefront Quilt Show  
*Newkirk*
- 3-31 "My Mother's Apron Strings" Exhibit  
*Newkirk*
- 23-24 Forever Plaid  
*Shawnee*
- 24 Celebrate the Wind  
*Shattuck*

### APRIL

- 6 Style Show & Luncheon  
*Broken Bow*
- 7 Ardmoredillo Cook Off  
*Ardmore*
- 7 Spring Open House for Downtown Businesses  
*Sapulpa*
- 8 Spring Stroll  
*Duncan*
- 20 Downtown Shawnee Golf Tournament  
*Shawnee*
- 21 Downtown Heritage Arts Festival  
*Stillwater*

### MAY

- 4 Main Street Tailgate Party in the Park  
*Sapulpa*
- 4-6 Rock-N-Rumble Car Show & Cruise  
*Altus*
- 4-6 Iris Festival  
*Ponca City*
- 5 Fried Onion Burger Day Festival  
*El Reno*
- 5 Valley BrickFest  
*Pauls Valley*
- 12 Cool Cars and Crazy Cones  
*Broken Bow*
- 12 Landmark Bank Bass Tournament  
*Durant*
- 12-13 Main Street Home Tour  
*Sapulpa*
- 17-19 Statewide Preservation Conference  
*Enid*
- 18-19 Stockyards Stampede Festival  
*Stockyards City, OKC*
- 19 AdaFest  
*Ada*
- 19 PrimaveraFest  
*Capitol Hill, OKC*

### JUNE

- 1 Draggin' Grand Classic Car Show  
*Ponca City*
- 1 Rt. 66 Evening Restaurant Cruise & Poker Run  
*Sapulpa*
- 2 Rt. 66 Blowout Auto, Truck & Motorcycle Show  
*Sapulpa*
- 1-2 Magnolia Festival  
*Durant*
- 7-12 Chautauqua in the Park  
*Enid*
- 14 Flag Day Lunch Concert  
*Ardmore*
- 14-16 Owa-Chito Festival of the Forest  
*Broken Bow*
- 15 Juneteenth  
*Ardmore*
- 23 Heritage Day  
*Duncan*

### JULY

- 20-28 Birthday Activities  
*Ardmore*
- 28 Crazy Days Citywide Retail Promotion  
*Enid*
- 28 Summer Sidewalk Sale  
*Ada*

### AUGUST

- 18 Main Street Golf Tournament  
*Watonga*

## MAIN STREET BEAT

By Les Hall

This will be my last Main Street Beat article before I retire. It has been my true pleasure to work with, and for, some of the best people in Oklahoma since coming to the Oklahoma Main Street Program. I have formed many a bond and some lasting friendships in each of the communities we have served.

The program I inherited was the result of the efforts and genius of the brightest and best: Susie Clinard, Ron Frantz, and (still my best buddy) Melody Kellogg. I am still in awe of the foresight and skills they each possess. Needless to say they are all still my dearest friends along with Jim Watters and Shelly Tipton, who both brought to our team a special expertise that allowed us to better serve your communities. Special thanks to Jim for always being there to lean on.

To the current staff who I hold in the same high esteem, and who were each picked for their individual, unique attributes, I owe a special measure of gratitude. Todd Scott brings a professional, practiced eye to the physical attributes of each of your towns and approaches each project with the same attention to detail regardless of the scope of work required. Todd is passionate about historic preservation and the mainstay for the continuing education of the communities and staff on this subject. Matthew Weaver brought a fresh measure of enthusiasm and good humor to us as well as the ability to grasp the big picture and to motivate any group of volunteers. Talk about energy...whew!

Alice Johnson has approached her new responsibilities with all the wonder of a kid and with the dedication to serve that is characteristic of the rest of the team. Jenean Arnold was hired because she brings an attention to detail that balanced my lack of that attribute. Talk about your questions! And, last but not least, the person who always, always took care of the little things and the big, the person who made my work experience better, Carol Pruitt. Carol is competent, dedicated, loyal, and the best right hand anyone could ever have.

Thanks to all of them, and thanks to all of the staff at the National Main Street Center from whom I have learned so much. A special thanks to my other buddy, Stephanie Redman, who was always a delight to work alongside. While I'm at it, thanks to my wife Dorothy who had to listen to all of it...the good and the bad.

I have been privileged to see phenomenal change in the physical appearance in your towns but more importantly I have seen a change in the attitude of many of you that you can make a difference in the way your communities develop. You are the ones who can determine a vision for the future of your towns and determine how to achieve that vision. And so it goes. It has been a great ride.

## NEWKIRK'S KAREN DYE INVITED TO SPEAK IN ILLINOIS



Karen Dye, program manager for the Newkirk Main Street Authority, was invited to speak at the Illinois Main Street Program's November 2000 statewide training session.

Newkirk Main Street was one of five programs in the nation to be designated a 2000 Great American Main Street Award winner. Each year, Illinois Main Street invites all of the national award winners to make a presentation in Illinois for the benefit of local Illinois Main Street programs and other Illinois communities.

Karen told the story of Newkirk's struggles and accomplishments. Since Newkirk Main Street began in 1992, 100% of the 70 downtown buildings have undergone rehabilitation and 70% have had facade restorations.

"We do practical down-to-earth projects to revitalize our community," said Karen. "If Newkirk can do this, anybody can. It takes dedicated volunteers and lots of creativity. We have truly dedicated people."

Despite a small population (2068), Newkirk's volunteers have accomplished projects that have attracted national attention and acclaim like the Junior Main Street Program and a polished, professional CD-ROM.

"Harnessing the power of youth is one of the most distinguishing aspects of the Newkirk, Oklahoma, program," said Mike Jackson, FAIA, chief architect for the Illinois Main Street Program. "Other communities would be well-served to follow their model."

"I think it's a combination of the leadership that Karen brings to the process and the willingness of the volunteers to reach for their vision of a better Newkirk that makes their program so successful," said Les Hall, state coordinator of the Oklahoma Main Street Program.

Congratulations, Karen and Newkirk!

## DONOVAN RYPKEMA TO SPEAK IN ENID AT STATEWIDE PRESERVATION CONFERENCE

Donovan Rypkema, nationally known authority on the economics of preservation, will speak at the 13th Annual Statewide Preservation Conference, May 17-19, in Enid, Oklahoma. The theme for the conference is "Preservation: Whose Job Is It?"

Ron Frantz, nationally known preservationist, Oklahoma City architect, and former architect for the Oklahoma Main Street Program, will make a featured presentation on Friday.

Three concurrent tracks will be offered on Thursday and Friday, including Track A - The Future of Your Community's Past: Working with the SHPO, Track B - Preservation: Whose Job Is It?, and Track C - Foundations of Community Character.

On Saturday, conference attendees will enjoy a preservation resource fair, roundtable discussions, and the featured presentation by Donovan Rypkema.

"Mr. Rypkema is back by popular demand of Oklahoma preservationists," said Melvena Heisch, Deputy State Historic Preservation Officer. "He was the keynote speaker for Oklahoma's 4th Annual Statewide Preservation Conference in Tulsa in 1992."

Co-sponsors for the conference include the Oklahoma Historical Society, State Historic Preservation Office, Oklahoma Main Street Program, Oklahoma Department of Commerce, Preservation Oklahoma, Inc., Main Street Enid, Inc., and the City of Enid.

Real estate agents, architects and planners will have the opportunity to receive continuing education credits for attending the conference.

Full conference program and registration details will be mailed in early April. For more information contact Melvena Heisch at (405) 522-4484, or Anita Andrew, Main Street Enid Program Manager, at (580) 234-1052.

## SPOTLIGHT ON ASSISTANTS

By Alice Johnson

Main Street managers have a whole host of duties to handle and sometimes they are lucky enough to have convinced their boards that they need help. But for those of you who are jealous, when your board finds help for you, you may also get extra duties. Feel free to touch base with any of these managers about assistants because each working relationship is very different. The managers that have program assistants have provided these quotes.

Ada Main Street Program Manager Prissie Johnson said of assistant **Kelly Evans**, "She is more than I had hoped for in support and effort." In Ardmore, Bill Hightower said of new assistant **Amy Reding**, "Amy's bubbly personality keeps the office reeling in laughter, and Amy's computer expertise will ensure that our reinvestment report arrives in OKC on time."

**Carla Dillard** is the assistant at Durant Main Street. Donna Dow said, "I can always depend on Carla. She is extremely important to our organization." Debbie Harrison in El Reno had this to say about assistant **Anna Wahweah**: "She is available to represent El Reno when we have meetings on top of meetings."

In Enid, **Lindy Chambers** is the program assistant. "She has stepped up and taken on many tasks," said Anita Andrew. And Karen Dye in Newkirk said of new assistant **Janet Williams**, "Janet is a miracle worker. She totally keeps us organized and on track."

In Perry, Vicki Spaulding has two half-time assistants. "**Carrie Hall** was hired during a very busy time. She has jumped in with both feet and is very excited about helping our community. **Dolly Brown** has a great knowledge about the history of Perry. She keeps me on track," said Vicki.

And Stockyards City Main Street Program Director Jeri Montgomery said of program assistant **Jan Donica**, "She came in the middle of a flood of activities. She is great!"



Kelly Evans



Amy Reding



Carla Dillard



Anna Wahweah



Lindy Chambers



Janet Williams



Carrie Hall



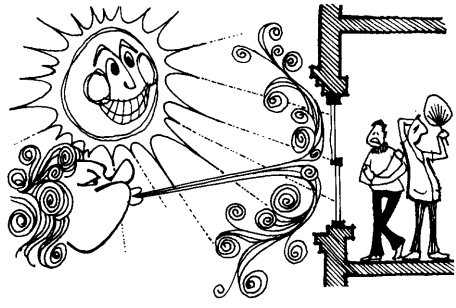
Dolly Brown



Jan Donica

## CONSERVING ENERGY IN HISTORIC BUILDINGS

By Todd Scott

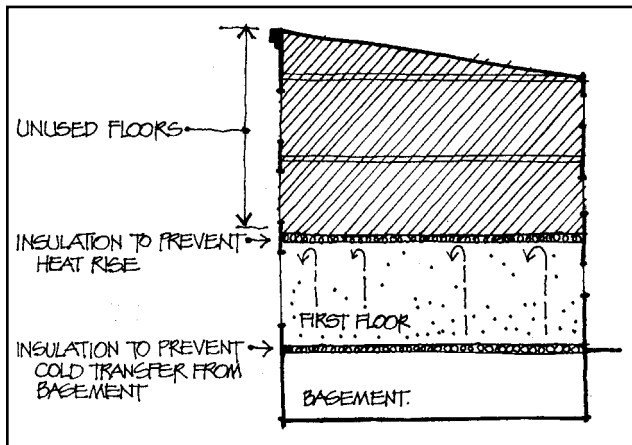


These days, more and more people are talking about energy concerns, whether it's the escalating price in gas and electricity this winter, the fear of being without energy like many of our communities during the recent holiday season, or the increasing energy efficiency requirements of national building codes. With the promise of warmer days and the coming spring and summer, now

is as good a time as any to begin plans for how to make our historic buildings more energy efficient. There are lots of ideas out there about the best ways to accomplish this task. Many of these ideas are wrong, some are right. And many of them have an impact on the appearance and the continued maintenance of our buildings. Let's assume that there are two basic goals that all of us want to achieve. First, we want to minimize the amount of energy our building needs in order for it to function as we would like. Second, we want to maximize the comfort of the occupants of our building (the domestic occupants, at least, NOT the pigeons.)

### To minimize energy needs of the building:

- 1. Utilize more efficient light bulbs.** All of us should probably be using more efficient bulbs whether we occupy new buildings or old ones.
- 2. Use less light fixtures** by opening up all of those wonderful windows our buildings have. When these buildings were built, energy was less readily available and the builders put in windows for just that purpose. Industrial buildings often had walls of windows, to allow workers to clearly see what they were doing. Most of our buildings were for retail purposes and builders would put in transom windows above the storefront windows to allow light to penetrate deep into the back of the building.
- 3. Lower the thermostat** in winter or raise it in the summer.
- 4. Control the temperature in the rooms we actually use.** For example, if the upper floor of our building is not currently being used, we could insulate the ceiling of the first floor so that we don't lose all of the heat to an unoccupied upper floor. (See figure below.)



**5. Provide better insulation** for our buildings, particularly the roofs or attic spaces. Studies show that as much as 50% of the energy of a building is lost through the roof.

- 6. Weatherstrip** existing windows and doors.
- 7. Increase heat gain** in a building during the winter by **uncovering windows** to get that radiant solar heat into the space.

- 8. Use operable windows**, particularly in upper floors to create breezes so that the air conditioning doesn't always have to be operating.
- 9. Use operable awnings** that can be raised in the winter to allow light (and heat) into the building, but can be lowered in the summer to shield the building from the sun.

### To maximize the comfort of the building's occupants, alter the space directly around the occupants:

- One way to accomplish this is to remove any suspended ceiling tiles. By **raising the height of the ceiling**, we allow the hot air to rise in the summer. Consequently, the cool air is near the bottom of the space, where the occupants are located. In the winter, ceiling fans can be utilized to help push this gathered heat back down into the space.
- Move the air around** by utilizing the same fans in the spring and fall to circulate air within the space, rather than turning on the air conditioner.
- Utilize any remaining **operable skylights** in a building by opening the vent in the skylight to create a chimney draft effect through the building. The hot air goes up and out of the building, while cooler air comes in through open windows on the lower floors.

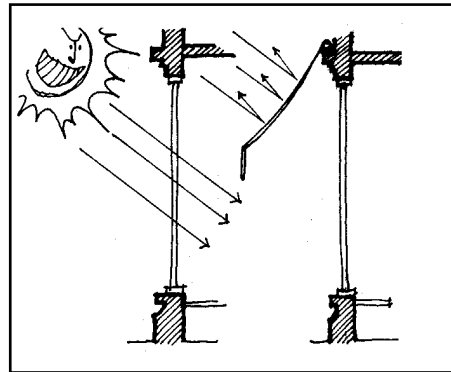
### Now let's get into the myths of energy conservation.

- 1. Lowered ceilings save energy.** Not true. In summer, these lowered ceilings actually trap the rising hot air at a level that is closer to the building's occupants, therefore causing the air conditioning to work harder to cool the space. Higher ceilings allow the hot air to rise away from the occupants. In winter the lower ceilings cover the existing transom windows, which eliminates the radiant effect of sunlight through these windows and into the occupied space.
- 2. Low-e glass or insulated glass units save energy.** Technically, this is true, especially for the short term. But the initial cost associated with them is very high. And the energy saving relative to the initial cost is relatively low. For example, a 1997 study showed that weatherstripping an existing wood window could save you approximately \$15 per year. Installing insulated glass units with a low-e coating would save approximately \$20 per year. However, over the long term these units tend to deteriorate a lot more quickly. Most of these units are only guaranteed five years. The gaskets are notorious for failing, and once they fail they often create permanent condensation between the glass.

**3. Insulating exposed brick walls.** While adding additional insulation to exposed brick walls may technically increase the insulating qualities, it often causes moisture or condensation problems. Brick walls have good insulating qualities already, and adding a false insulated wall on the interior or EIFS, such as Dryvit®, on the exterior only slightly raise the insulating value.

### So for Oklahoma Main Streets, the best advice is this:

- 1. Weatherstrip, caulk, and get those old windows in working order.** If there are a couple that are rotten, simply replace the wooden sash. Consider adding storm windows if the upper floors are used for residential use.
- 2. Install operable awnings.** This will allow you to control the amount of sunlight into the space. The rest of the civilized world has figured this out. They use operable awnings everywhere from Bakersfield to Boston to Berlin. They are only slightly more expensive than fixed awnings. And they'll last longer if used properly. (See figure below.)



**3. Insulate the building's roof if possible.** This may not be practical for all building owners, but if they were contemplating a new roof anyway, this would be a great way to reduce those energy demands.

**4. Remove the suspended grid acoustic tile ceilings.** Install a couple of ceiling fans and open up those transom windows. You'll be surprised how it turns out, especially if you have a nice stamped metal ceiling.

## PRIVATE PROPERTY: RIGHTS VS. RESPONSIBILITIES

By Jim Watters

I'm sure the concept of private property rights predates the Fifth Amendment of the US Constitution:

"...nor (shall any person) be deprived of life, liberty, or property, without due process of law; nor shall private property be taken for public use without just compensation."

Whoever developed the original thought of private property rights laid a major cornerstone to our economic structure. The "right" to hold real property has served our local, state and national economies well since colonial times. The opportunity for any person to buy real property and do with it as they will is the very essence of free enterprise. We're all for free enterprise. We're all for individual property rights. Let no one reading this article come away with any other conclusion.

But what happens if your property is sandwiched between other property owners and located in the middle of downtown? Let's say your property has been vacant for two years and the hail damage of last spring has never been repaired. Maybe your property is the only run-down, pest-infested and graffiti-marked building in town. Your property's physical appearance now diminishes the clean and well-maintained look of your downtown neighbors. Do your "private" rights to own property excuse all social property responsibilities?

Main Street is a strong proponent of balancing property rights and responsibilities. To quote National Main Street Center consultant Donovan Rypkema: "There is a wide spread agreement about rights being balanced with responsibilities. We have the right to chart the direction of our community's economic future and the responsibility to make it happen. No one else is going to do it. A private property owner's 'right' to own real estate should not be an exemption of property 'responsibilities' to the community."

Many communities safeguard their residential property from individual owners who fail to mow their lawns. City leaders know overgrown lawns attract all types of undesirable critters and decrease the security and aesthetics of the neighborhood. If you don't mow, the city will, and then charge you, the property owner. Isn't it just as important to have the same protection for downtown commercial property?

Property that is not maintained has the potential to be dangerous. Hopefully, Main Street communities in Oklahoma won't need a building to fall on someone before necessary codes are written and enforced.

"The attitude of 'I can do what I want and to heck with everyone else' is the ultimate gimmick to pass on bankrupt downtown districts to our children," said Rypkema.



## NOTHING'S PERMANENT . . .

By Matthew Weaver

...Except change.

As much as we want to ignore what some people call a "timeless cliché," with Main Street it's our lifeblood and must be embraced with great fortitude! And with this great fortitude comes the enviable responsibility of managing *evolution* - or revolution, for some of us. We at OMSP have changed, you've changed, and your community has changed and will continue to change everyday. If this already sounds trite then you're probably burning-out or just plain bored about your potential, so give us a minute here to look at the fundamentals of good thinking and why it's so important to the future of the board, the volunteer base and their program.

Every year - whether it's around New Year's Day or when you're working on developing workplans for the next year - many good programs make resolve to improve their vitality, effectiveness and ambitions. Too many fail to live up to their resolutions because they don't understand the fundamentals of good thinking and good thinking, here, is to embrace the Four Points, the Eight Main Street Principles, and to acknowledge that **thought** is the real causative force in your program.

Very esoteric, no?

No.

Everything in your program - the volunteers, the funding, the workplans - are entirely conditioned by your program's habits of yesterday, today and tomorrow. You cannot change your environment without changing your mind. Axiomatically, you cannot expect your program to evolve if its **Vision** is not the driving force.

Programs are transformed and progress only by constructively renewing their "minds."

Here are "**5 Wambangers of Wisdom**" that have been foddered over for millennia, but ever so apropos for Main Street in 2001...

☞ **FIRST**...Do not allow your program's mind to dwell on negative thought. That means not letting the nay-sayers, slackards and the under-educated affect and undermine the personality of your program. Have fun and be happy knowing that you've got the #1 economic development vehicle in the United States, today, for the revitalization of our nation's historic downtowns.

☞ **SECOND**...Do not allow your mind to dwell upon crime news, disasters and the unpleasant facts of life. Where you can help to correct injustices and alleviate miseries of others, do so, but do not allow these conditions to master you or your program.

☞ **THIRD**...Do not advertise your "mental diet." It's a military secret between your Soul and your Personality...To brag about it reduces its effectiveness.

☞ **FOURTH**...Have faith! Have faith in your volunteers, your workplans and especially yourself.

☞ **FIFTH**...Think about doing *the right things for the right reasons*.

Main Street may not be rocket science, but it is for some. For those individuals that snub their noses at fresh ideas, active involvement and, above all - change, we can only lament their ignorance and hope that the board and the community's leadership have the courage to call'em on it and educate'em when it matters most - all the time.

Thanks be to you and to your commitment to your community, and for giving us the pleasure at OMSP of serving you and for you tuning in on the Wavelength of Success.

## NATIONAL TOWN MEETING COMING SOON!



The National Town Meeting on Main Street will be held April 1-4, 2001 in Indianapolis, Indiana. It is open to all community development professionals, business leaders, property owners and civic volunteers. Participation in a designated Main Street program is not required in order to attend the National Town Meeting.

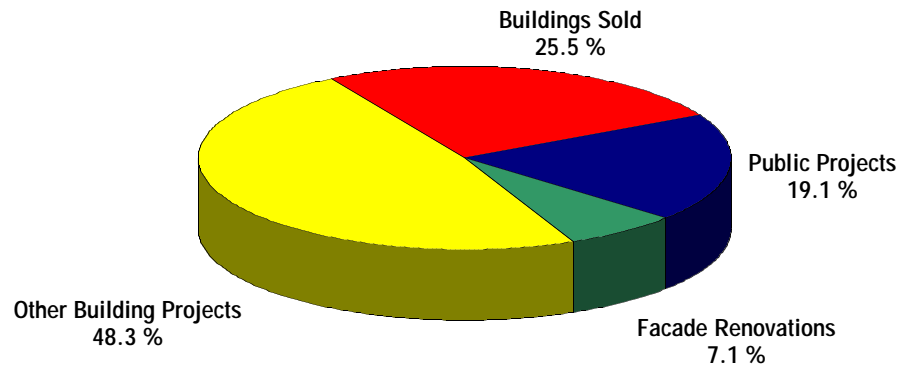
More than 75 educational and field sessions provide the chance to learn and interact with the best-informed, most experienced professionals in the field of downtown and neighborhood economic revitalization. Session leaders include Main Street directors, economic development professionals, and nationally recognized experts in a variety of fields.

Oklahoma Main Street Training and Outreach Specialist Matthew Weaver will be one of the featured presenters. He will lead a session titled "PVL - Professional Volunteer Leadership Development."

For a conference agenda see the website of the National Main Street Center at [www.mainst.org](http://www.mainst.org) or call the National Main Street Center at (202) 588-6219. For general information call the Oklahoma Main Street Program at (405) 815-5171.

## BY THE NUMBERS . . .

Oklahoma Main Street Program  
Reinvestment Spending  
1986-2000



Total Spending = \$273.8 Million

### OKLAHOMA MAIN STREET NEWS

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