

tulsa
remote

Transforming & Strengthening Together

2025

By bringing together remote professionals and local residents, Tulsa Remote strengthens community bonds that drive economic and cultural vitality. This network of connections creates a thriving ecosystem where everyone benefits.



Introduction

We celebrate the achievements and contributions that fuel Tulsa's growth and vitality.

As we reflect on another transformative year for our program, we are proud to showcase the meaningful impact our talented community of remote workers has had on Tulsa.

Our mission remains clear: to foster a thriving ecosystem that promotes professional development, enhances community connection, and strengthens the local economy. Join us as we share the accomplishments that have made this year remarkable!



A Note from Justin

2025 marked Tulsa Remote's seventh year. In many ways, this year validated the success of our remote worker experiment and helped us discover new ways to make an impact on Tulsa and beyond.

We welcomed 504 new members and continued to expand our program with new offerings like a remote worker certification course in partnership with NYU for our members and professionals around the world.

The prestigious Upjohn Institute **released a study** finding that for every dollar spent on attracting remote workers, Tulsa Remote has returned \$4 to Tulsans, with the majority of benefits going to the lowest 60% of earners. This study, which showed that our model outperformed traditional economic development incentives, helped attract media attention from outlets ranging from the *Wall Street Journal* to the *LA Times*.

Taking our learnings from Tulsa Remote's success in helping newcomers integrate with the community, we launched a new organization called **Experience Tulsa**. This organization is designed to help new and longtime Tulsans connect with their city, and each other, through a portfolio of programs, strategic initiatives, city visits, and community-driven experiences.

Beyond our program, 2025 brought national recognition to Tulsa thanks to *The TODAY Show* episode hosted in the city, the launch of *The Outsiders tour*, and the premiere of *The Lowdown*, an FX series, in which **Tulsa serves as the backdrop and plays a supporting character**. This momentum for our city is important to us as it ultimately helps achieve Tulsa Remote's goal: to create new opportunities for Tulsans. As we continue to work toward this goal, we invite you to read the following Economic Impact Report, which outlines the progress we've made in delivering for our city. As always, we are grateful for your engagement, partnership, and support in building a more vibrant and inclusive Tulsa.

Justin Harlan

Managing Director,
Tulsa Remote
Experience Tulsa



Executive Summary



In 2025, Tulsa Remote surpassed expectations and demonstrated significant contributions to our city. Notable metrics from our research include:



3,972 Remoters

Since the launch of the program in 2018, Tulsa Remote grew from 70 participants to 3,972 in 2025.



\$878 Million

As of December 2025, 3,972 Remoters collectively generated \$878 million in direct employment income, significantly contributing to Tulsa's economic vitality.¹



57% Diverse

Tulsa Remote members grew more diverse with each year of the program, with members who identify as part of an underrepresented racial and ethnic group accounting for 57% of movers in 2025.



4.5x Work Satisfaction

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



98% Completion Rate

98% of Remoters successfully completed their program year in Tulsa.



80% Retention Rate

2-Year Actual Retention Rate (for 2025 Survey Responses).²

¹ Income was prorated for members moving or leaving mid-year.

² Retention rates were calculated from responses to post-program surveys.

Economic Impact



Job Growth: More Opportunity for All

Does giving remote workers \$10,000 really benefit current residents? Yes, according to **a landmark study** conducted by leading economist Dr. Tim Bartik and the W.E. Upjohn Institute for Employment Research. The study, which looked at the program's impact on Tulsa's economy and residents, found that:

- For every \$1 spent, the program returns more than \$4 to Tulsans, with most going to the city's bottom 60% of earners.
- For every 100 new residents, about 60 local jobs are created.
- Each member contributes an estimated \$86K in net local economic impact over 10 years.

Of course, by attracting more people to Tulsa, the city gains new customers at local restaurants, businesses, and cultural institutions. But the program has a deeper impact than increased local spending. Tulsa Remote members also create jobs by starting their own companies and hiring locally, and by helping existing businesses expand due to an increased demand for goods and services. The program also grew Tulsa's tax base, resulting in more revenue to fund local schools, social services, and infrastructure projects.

\$65.8 million in new and induced income ³

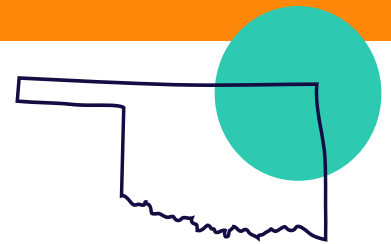


Boosting Tulsa's Tax Revenue

By returning \$4 for every \$1 spent attracting remote workers, Tulsa Remote offers a better return on investment than most traditional economic development incentives. And the program delivers its return at no cost to Tulsans. Unlike business incentive packages, Tulsa taxpayers don't need to make an upfront contribution for the promise of an opportunity down the road. Thanks to our philanthropic funding, Tulsans are already seeing the benefits of this program.



Collectively, the jobs created and sustained by Tulsa Remote members have contributed \$38.2 million in county, city and state taxes.³



Transforming Tulsa: The Economic Impact of Attracting Remote Workers

Dr. Bartik's research validated what we have been feeling on the ground. Our own economic research shows that as of 2025, Tulsa Remote members and alumni have contributed over \$878 million to the local Tulsa economy. They have also added an estimated 1,025 jobs to the local economy, which has generated more than \$65 million in new income for Tulsans.



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.

Each member contributes an estimated \$86K in net local economic impact over 10 years ⁴

The jobs created and sustained by our members have contributed an estimated \$38.2 million in county, city, and state taxes - funding essential public services, schools, and infrastructure. Breaking it down further, \$21.2 million has gone to state taxes, while \$17 million has strengthened Tulsa County's tax base. The ongoing annual tax contributions from Tulsa Remote members' job creation are projected at \$4.1 million for Tulsa County and \$5.2 million for the State of Oklahoma - a lasting return that benefits everyone who calls Tulsa home.³

With Tulsa Remote's 2 year retention rate for program participants reported at 80%, we anticipate that this economic momentum will only continue to build.



For every 100 new residents, about 60 local jobs are created ⁴

For every \$1 spent, the program returns more than \$4 to Tulsans ⁴

⁴ This information is credited to the W.E. Upjohn Institute for Employment Research study completed in 2025 by Dr. Timothy Bartik.

TULSA REMOTE IN THE MEDIA

Spreading the Word

Throughout the year, Tulsa Remote has made waves in media outlets across the nation, with rich stories about the program's benefits to the local economy and how members' lives have changed since moving to Tulsa.

Bloomberg

Bloomberg highlighted a groundbreaking study from the W.E. Upjohn Institute for Employment Research. The article features Kagan Conaway, who moved from Indiana after first seeing Tulsa Remote online and assuming the \$10,000 offer was too good to be true. After visiting Tulsa firsthand, she decided to take the leap and has since convinced her mom to move to the city as well.

[Read the full story](#)

// I fell in love with the city after just a few days."

Kagan Conaway

Tulsa Remoter



The Los Angeles Times

The Los Angeles Times explored what has drawn more than 7,800 California remote workers to apply to Tulsa Remote, with more than 500 ultimately making the move. The story followed Cynthia Rollins, a tech worker from San Diego, who was looking for more space and a stronger sense of community, and Zach Meincke, who left Los Angeles after realizing that owning a home in California was out of reach, especially with a growing family.

[Read the full story](#)

// There's so much more space to think creatively about your life."

Cynthia Rollins

Tulsa Remoter

SFGATE

SFGATE reported on the trend of Californians relocating to Tulsa, with the state making up about 15% of applicants. The story followed former Los Angeles resident Laura Landers, who traded a cramped, expensive apartment for an affordable home and the time to launch new creative ventures, as well as tech recruiter Randon Young, who left Long Beach in search of homeownership and a deeper connection to community.

[Read the full story](#)

// I loved California, but in Tulsa, you can find the quality of life you didn't know you needed."

Laura Landers
Tulsa Remoter



The Wall Street Journal

The Wall Street Journal examined the growing number of U.S. cities offering financial incentives to attract remote workers. The story highlighted programs across the country, from Indiana to Kentucky, and noted Tulsa Remote's leadership in the space as the first and largest in the U.S.

[Read the full story](#)

Realtor.com

Realtor.com spotlighted how Tulsa has become a national model for attracting remote talent and the economic benefits that have followed. The story followed the journeys of Faith Langevin and Matt Costanza, a couple who discovered Tulsa Remote through a Reddit post while living in Atlanta and initially assumed the city would be "tumbleweeds." After visiting and making the move, the pair purchased a home and built a life in Tulsa filled with friends and hobbies such as running clubs and officiating at local hockey games.

[Read the full story](#)

// We found our community. I think we became better people."

Faith Langevin
Tulsa Remoter

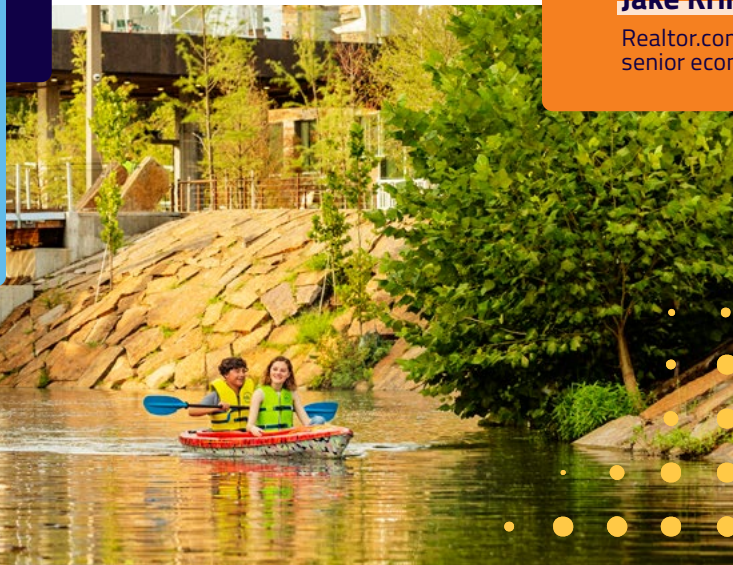
Yahoo Finance

Yahoo Finance reported on cities offering incentives to attract remote workers, highlighting Tulsa Remote as one of the most successful examples. The story features Theresa Kaiser, who said the move to Tulsa offered more than financial incentives and gave her a better sense of balance, connection, and a new vision for what work and life can look like outside of larger cities.

[Read the full story](#)

// I like to find balance in what goes on outside of my work and how I work. All those things become a lot more important than what's my salary and what's the next step up for me and what's the next title."

Theresa Kaiser
Tulsa Remoter

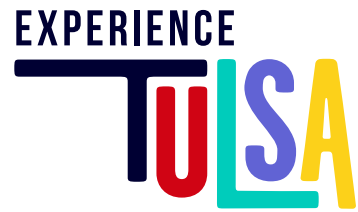


// For cities with some tech momentum, this can create a virtuous cycle: startups attract more talent, which leads to more startups. This phenomenon is exactly what made Silicon Valley into what it is today."

Jake Krimmel
Realtor.com
senior economist

A New Era of Togetherness: Launching Experience Tulsa in 2025

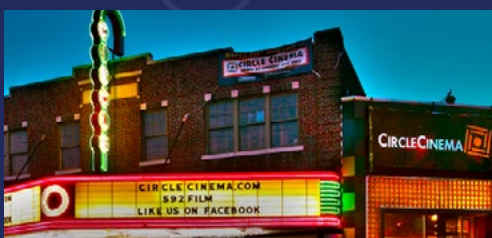
Over the last seven years, one thing has become clear: how people are welcomed, introduced to resources, and connected to others directly impacts whether they put down roots. We also know that an integral part of Tulsa Remote's success is the ability for newcomers to connect with the local Tulsa community and experiences that highlight the culture and history of the city.



Events That Strengthened The Community



With these learnings in mind, **Experience Tulsa** was officially launched in 2025 with the aim to bring Tulsans together through events and initiatives that help people feel connected and invested in Tulsa for the long term. Experience Tulsa serves both newcomers and longtime Tulsans, while Tulsa Remote members and alumni especially benefit as their connection to the city is deepened through core offerings including:



Tulsey Town Two Step

A monthly music and dance series blending live bands, record-spinning classics, two-step lessons, cold beer and plenty of Tulsa charm.

Sunset Social Hour

An event to enjoy sets from local DJs, sip on drinks with a gorgeous view, and meet the people shaping Tulsa's creative community. It's networking and community building that feels like hanging out with friends.

Okie Film Night

A chance to celebrate Oklahoma's film legacy at Circle Cinema, a true Tulsa staple. Each month, explore movies featuring Oklahoma actors, filmmakers, and locations - from classics like Twister to hidden local gems.

SAMPLE

A relaxed, art-forward social mixer designed as an easy on-ramp to First Friday. First Friday happens in the Tulsa Arts District and is an evening where many art galleries and restaurants offer free or discounted experiences.

Find Your Tulsa

An event built for people new to Tulsa, this welcoming experience helps attendees meet locals, get connected, and learn how to start exploring the city.

Experience Tulsa events are open to anyone, including Tulsa Remote members, with a focus on helping people build real connections across the city.

Already known as "America's Most Generous City," Tulsa is on its way to becoming the "Most Welcoming City" too by offering resources to all newcomers to get connected and make Tulsa feel like home.

Alumni Triumphs: Shaping Tulsa's Future

Meet the inspiring Tulsa Remote alumni who continue to give back to our city, create opportunities for other Tulsans, and help to build a stronger community for us all.

While each of these individuals have participated in the Tulsa Remote program, each has found distinct ways to engage with the Tulsa community and contribute to our city. Here's a look at the job creators, volunteers, and community organizers who inspired us this year:



Kagan Conaway

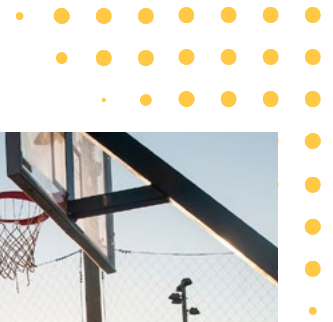
Kagan Conaway shared with **Bloomberg** that she moved to Tulsa after discovering Tulsa Remote on Instagram and taking a chance on a Hosted Visit, where she quickly fell in love with the city's art, history, and sense of connection.

A recent college graduate working remotely in direct-to-consumer business development, she was ready for a fresh start and found instant community, forming close friendships during her visit and leaning heavily on the Tulsa Remote network after a family loss.

Since settling in, she's embraced the city's accessibility, natural beauty, and volunteer opportunities, even convincing her mom to relocate to Tulsa. Now starting a new, fully remote role with stronger pay and benefits, she plans to stay long-term and hopes to give back as a future Tulsa Remote Ambassador.

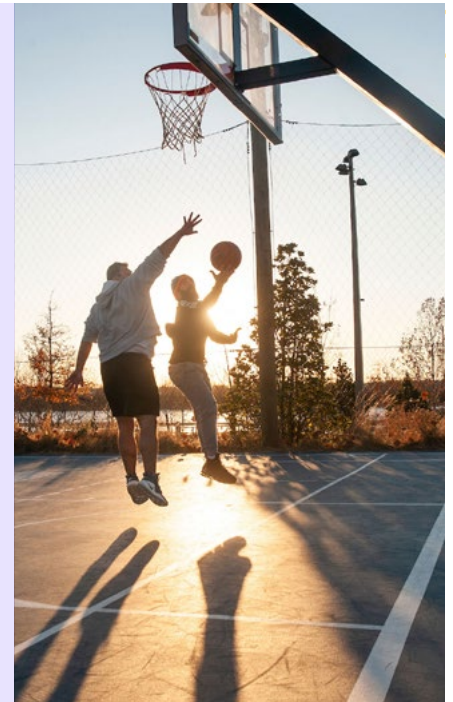


Opportunities in Tulsa



Nyla Pollard

Nyla moved to Tulsa in 2021 from Virginia with a remote role in HR. While still holding her remote role, Nyla had an idea to launch **Ballin.ai**, a sports recruitment platform for college athletes. As the idea grew, **Ballin.ai** received funding and allowed her to pursue the venture full-time. Nyla joined a local Tulsa startup accelerator, Act House, and is now seeing success through both venture funding and university partnership nationwide. Ballin.ai is a top-ranked sports tech company and employs 6 full-time employees - with three based in Tulsa: the CEO, COO, and CTO.



Conor Godfrey and Josh Hathaway

After moving to Tulsa through Tulsa Remote in 2021, Conor and Josh co-founded Dockware, a Tulsa-based, software-enabled hardware startup automating freight data collection. In June, they shared how their company has grown quickly with the **Tulsa World**, closing a \$2.5M investment round, while proudly cultivating local talent and embracing its Midwest roots. Dockware was co-founded by Conor and Josh, both Tulsa Remote alumni, and Tarek Kandalaft, who also had previous roots in Oklahoma. Dockware employs 12 team members and has hired two graduates of Atlas School, a local

software engineering training program.

Not only does their team have an impressive background, but they also include 'Boomerang Oklahomans,' bringing their talent back to the Midwest after years of experience at companies like SpaceX.

The team is looking forward to closing future investment to continue growing their team and expanding their robotic manufacturing and testing facilities in Tulsa!



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.

