

ANNUAL

..... 2019

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CHAMBER



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LETTER FROM THE CHAIR



Without question, 2019 was another landmark year for Oklahoma City's growth and development. We witnessed our dreams become a reality with the opening of Scissortail Park and then followed that up with the passage of MAPS 4 -- setting the course for a new era of projects that will improve the quality of life for our residents.

The Chamber continues to be a leading voice for the growth of business and the development of our community. Our work this year was important to creating the collaboration that is so vital to continuing our city's momentum and spreading it to affect every member of our community. From advocacy at the capitol, to our criminal justice reform efforts, to our intensive work helping companies grow, and more, we are committed to this place and these people.

This report highlights our efforts this year, but is by no means an exhaustive list of the work we have accomplished together. Our membership can be proud of what we have done and enthusiastic and hopeful about the future we are creating. I am humbled to represent your efforts and thank you for your commitment.

Sincerely,

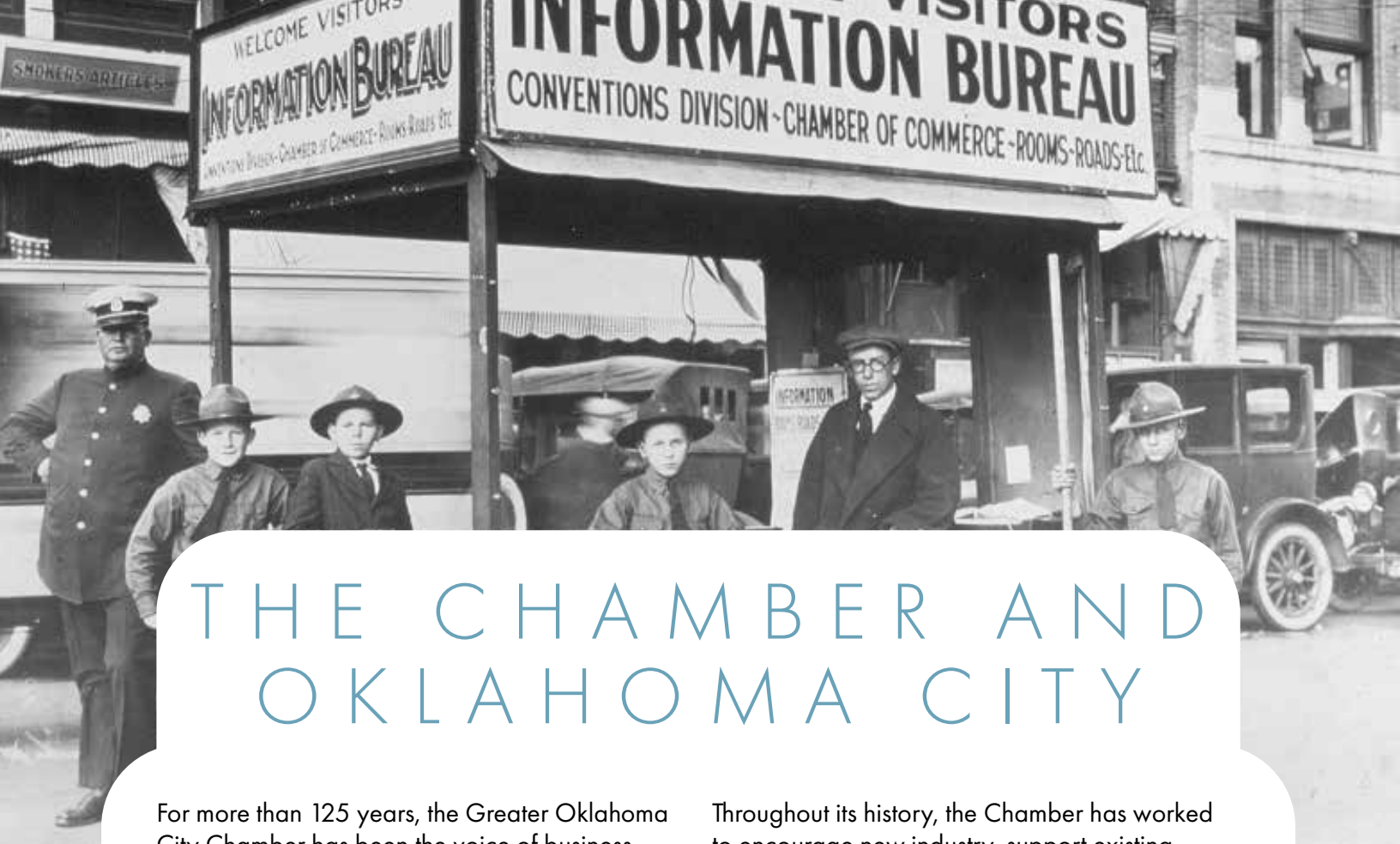
PERCY KIRK, CHAMBER CHAIR
SENIOR VICE PRESIDENT AND REGION MANAGER
FOR COX COMMUNICATIONS CENTRAL REGION

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THE CHAMBER AND OKLAHOMA CITY

For more than 125 years, the Greater Oklahoma City Chamber has been the voice of business and the visionary organization in Oklahoma City. Whether it's securing utilities to a young city, recruiting an air depot that became Tinker Air Force Base, running campaigns and rallying community support for MAPS programs or being a change leader in local and state justice reform, the Chamber has been the driving force behind progress and positive growth in Oklahoma City.

Throughout its history, the Chamber has worked to encourage new industry, support existing businesses and drive the momentum of the region.

We represent thousands of businesses of all sizes and all industries in Oklahoma City's 10-county region. The Chamber's activities are overseen by our executive committee and board of directors, which are made up of Oklahoma City's top business leaders.

MAJOR HIGHLIGHTS OF 2019

- Chamber-assisted companies announced 4,658 jobs with an annual average salary of \$69,561, and more than \$963 million in capital investment.
- Job and expansion announcements included companies like Tailwind, Pratt & Whitney, Cobham Mission Systems, Burris Logistics, Aevus Precision Diagnostics, TTEC, Bakery Bling, Anixter International, Western Industries, Caliber Completion Services, Scott Manufacturing, Franklin Electric, Drov Technologies, Corken Inc., Embark and more.
- A Chamber-led campaign and coalition passed MAPS 4 by the widest margin ever for a MAPS-related election, ~72%-28%.
- Local criminal justice reform efforts also resulted in a one-year average of 1,663 inmates in the Oklahoma County Jail (Oct. 2018 – Oct. 2019), down from a recent high of nearly 2,600 in 2015.
- With talent being a major driver of economic expansion in mind, Chamber-led efforts resulted in a new tax credit program for software and



OUR GOALS

To increase Greater Oklahoma City's ability to rapidly seize new and expanding economic opportunities by:

- Creating a business climate and positive image that is a strong foundation for economic development
- Attracting new businesses, supporting the growth of existing businesses, and fostering entrepreneurship
- Enhancing the region's attractiveness for visitors and events
- Ensuring the region's talent base for the future through improvements in education and attraction/retention of talent
- Providing value-added opportunities and benefits to our membership
- Supporting community efforts that enhance opportunities and amenities for residents

cybersecurity engineers to incentivize them to work for local employers.

- Chamber efforts at the capitol also resulted in amended "constitutional carry" legislation to strengthen the rights of business/property owners and event hosts, and legislation to reclassify certain drug possession and property crimes as misdemeanors as part of the Chamber's criminal justice reform efforts. The Chamber also successfully supported key teacher pay raise legislation and higher ed funding.

- For the second year in a row, Oklahoma City exceeded \$15 million in total hotel room tax receipts in the 2019 fiscal year, with a 3.5% increase over 2018. The CVB team concluded FY 2019 with 372,116 definite room nights in the convention, sports, group tours and equine markets, and counted more than \$171 million in economic impact for conventions and sports sales.

- As part of its ongoing talent development plan, the Chamber launched the professional development event called Elevate. More than 50 speakers and 500 people attended.



ECONOMIC DEVELOPMENT

The Chamber leads business efforts to grow existing industries, recruit new companies and develop an active entrepreneurial environment, resulting in quality job creation and a diverse economy.

DIVERSIFYING THE LOCAL ECONOMY

The Greater Oklahoma City region continued to see steady economic growth as companies the Chamber worked with announced 4,658 jobs new in 2019. However, total jobs added does not tell the whole story. These jobs average a projected wage of \$69,561, well above the region's average, and just under \$1 billion in investment. This is double 2018's estimated investment of \$495 million. The list of growing companies is a good mix of local growth and new-to-market entries across a wide variety of sectors, further improving the diversity of our local economy.

The metro is an ideal location for back office/shared service relocations and expansions due to the right balance of quality of life amenities, quality workforce and competitive business costs. TTEC is the latest national company to take advantage of what the Greater Oklahoma City market has to offer. In July, TTEC, a leading digital global customer experience technology and service company, announced they were opening offices in Oklahoma City. By the end of the year, they opened their new facility at the 7725 CONNECT complex. TTEC is bringing 350 new jobs to the region.

The bioscience sector continues to be a vital driver of our local economy. Traditionally, the vast majority

of that growth comes from companies founded in Oklahoma City growing. However, 2019 saw an exciting locate as Aevus Precision Diagnostics announced Oklahoma City would be their home to build a team and develop their machine learning platform. Aevus is developing a prescription management tool to make treatment of Type 2 diabetes easier. They have entered into a partnership with the Harold Hamm Diabetes Center.

Late in the year, food manufacturer Bakery Bling announced they would be relocating their headquarters to Oklahoma City. After an exhaustive search of other markets, Bakery Bling decided to move their headquarters from California to Oklahoma City because of available real estate and competitive businesses costs. The company will hire 300 people over the next five years at an average wage of \$52,750.

BOOSTING THE RETAIL SECTOR

Retail development is also a critical aspect of the Chamber's economic development efforts. The sales tax generated by retail funds vital city services like police, fire and road repair. 2019 saw several out-of-market, destination-retail projects come to fruition including the opening of the metro's first Costco and the state's first REI Co-op. Other new-to-market concepts that announced expansions to Oklahoma City were Bar-K, Bubba's 33 and Chicken N Pickle.

One of the biggest developments came from locally-owned Homeland when the grocery chain announced they will be constructing a full-service



Homeland grocery store in Northeast Oklahoma City. This is the first new store Homeland will build from the ground up in 30 years and will provide a vital solution to the food desert problem facing that area.

HISTORIC YEAR FOR AEROSPACE

The aerospace industry has been critical to our region's economy for years and 2019 was no different. Several historic projects were announced or began that will not only add jobs and further diversify our economy but also diversify our local aerospace sector itself.

The construction of the new KC-46A Pegasus maintenance hangers is the single-largest construction project to hit Tinker Air Force Base since the 1940s and this year the first two hangers were opened. The 156-acre campus will eventually hold 14 hangers for maintenance of the Air Force's next-generation aerial refueling aircraft. The land for the facility was purchased from BNSF Railway through a partnership between the U.S. Air Force, City of Oklahoma City and Oklahoma County. The Chamber led the coalition to support the acquisition. In total, the project will bring 1,232 new jobs to Oklahoma City.

Work associated with the KC-46 program also led to Cobham Missions Systems opening a facility in Greater Oklahoma City. Cobham, a U.K.-based aerospace company, produces several components for the KC-46 Tanker.

Also this year, Boeing was awarded the contract to modify and modernize the weapons systems on B-1



and B-52 bombers. That work will be performed in Oklahoma City and further strengthens Boeing's growth in the Oklahoma City community.

At the Paris Air Show in June, with delegates from the Chamber present, Pratt & Whitney announced plans to expand in Oklahoma City. The company said it will be making a significant investment to upgrade its Military Aftermarket Services, which supports sustainment operations at Tinker. The expansion will create 100 jobs over the next several years.

2019 also marked the year Kratos Defense & Security Solutions produced their first MQM-178 Firejet drone in Oklahoma City. At the event honoring the occasion, Kratos announced Oklahoma City will also be the future home of the XQ-58A Valkyrie. Kratos' presence is an important step towards Oklahoma City being a home for more aerospace production, not just maintenance, overhaul and repair operations.



ADVOCACY

As the voice of the business community at the State Capitol, the Chamber is intensely focused on advocating for the passage of pro-business legislation that will strengthen the economic climate, making it easier to recruit companies and for existing Oklahoma companies to expand.

BOOSTING OUR ABILITY TO RECRUIT TALENT

The Chamber-initiated legislation addressing an extensive statewide shortage of qualified software and cyber-security engineers was signed into law by Gov. Stitt on May 28. HB 2759 will provide a tax credit up to \$2,200 annually for qualifying employees who have received a bachelor's degree (or higher) from an accredited institution, or \$1,800 annually for qualifying employees who have been awarded a certificate from a technology center.

The Chamber advocated for this bill after hearing from many of our region's largest employees about the need to hire more qualified software and cybersecurity engineers. This new program will benefit businesses across the state in aerospace, energy, agribusiness, banking and other industries which require an immediate and sustained effort to incentivize and grow this critical, 21st century component of Oklahoma's workforce and economy.

PROTECTING BUSINESS INTERESTS

The session began with 46 bills to expand gun rights in Oklahoma, including HB 2597, legislation to authorize carrying a firearm in Oklahoma without a permit. Realizing there was overwhelming support among the Legislature and by the governor to enact this legislation, the Chamber-led Oklahomans for Business and Property Owners Rights coalition of 60 organizations focused on amending the bill to improve and expand the protections for business and property owners, event hosts, college campuses, public parks and zoos wanting to prohibit/control firearms. The coalition's efforts were successful.

In addition to favorably amending HB 2597, the Chamber advocated for separate legislation (HB 2010) to afford increased protections for the OKC Zoo, Scissortail Park, the Tulsa Zoo and the Gathering Place as well as all other public parks and zoos that are owned, leased, managed or operated by a public trust or non-profit entity. Under that legislation, open carry of firearms is prohibited.



SUPPORTING OKLAHOMA'S SCHOOLS

For the second year in a row, the Chamber was one of the strongest voices at the Capitol for efforts to increase teacher pay. The final budget included \$58.9 million for a \$1,200 teacher pay raise. When coupled with the 2018 pay increase, Oklahoma educators will become the highest paid in the region.

The Legislature also provided increased funding for other education programs expenses: \$74.4 million in new funding for the classroom that will be added to the school funding formula, \$18.9 million for funding teacher health care and \$5.5 million to increase the focus on reading (Reading Sufficiency Act). In total, there was a \$157.9 million increase in funding for K-12 education, making the FY 2020 budget a successful one for common education.

The Chamber also supported other important education reforms, including protecting the number of instruction days, the development and implementation of a new pre-K to 20 longitudinal data system and the implementation of trauma-informed responsive instruction for Oklahoma teachers, all of which were successfully signed into law by Gov. Kevin Stitt.





COMMUNITY INITIATIVES

The Chamber engages in strategic community initiatives, most of which are funded through the Forward Oklahoma City Program, that can change the trajectory of the entire region.

COMMUNITY PASSES MAPS 4

The Chamber-led “Love Your OKC” MAPS 4 campaign was a success on many levels, besides just the record margin of victory. The campaign brought together perhaps the broadest coalition yet of community partners, businesses, nonprofits and other organizations that participated in promoting the benefits of the continuation of Oklahoma City’s signature capital investment program.

“Bringing so many different groups that might have different day-to-day priorities and views under the ‘Love Your OKC’ MAPS 4 tent was another great experience of Oklahoma City’s proclivity for coming together to get big things done. You can see the results of that spirit of cooperation at the polls, and we hope to see that continue,” said Roy Williams, CCE, Chamber president and CEO.

After more than a year of public input and a series of public presentations to the City Council on the benefits of potential items to be included in the MAPS 4 package, the “Love Your OKC” campaign kicked off on Sept. 10 with a rally on the steps of City Hall featuring Oklahoma City Mayor David Holt, Campaign Co-Chair and Chamber Chair Percy Kirk and a multitude of supporters. In fact, the organizations and civic groups voicing their support

for the coalition numbered more than 30 at launch. During the campaign, this figure would increase three-fold to more than 90.

Mayor David Holt and members of the Love Your OKC Coalition speakers bureau campaigned tirelessly over the next three months, talking about and presenting on MAPS 4 at numerous events, meetings and to myriad groups and professional, civic and social organizations. The Chamber-led campaign team also created an aggressive media campaign, with both traditional and digital media strategies to support passage of the package.

In the end, the measure passed by a record margin, and the Dec. 10 watch party, held at Yale Theater in Capitol Hill, became a victory celebration where supporters again noted the spirit of cooperation that produced a successful package and campaign. “We’ve never been this united on a sales tax vote before,” said Mayor Holt. “None of them have hit 70 percent... we have never been more united as one OKC.”

M A P S 4
P A S S E S

YES 71.7%

NO 28.3%



“We have a proven track record of dreaming big and making those dreams come true.”

*–Mayor Holt,
State of the City
2019 address*





REDUCING THE JAIL POPULATION

Since 2015, the Chamber has been deeply engaged with ongoing criminal justice reform efforts on both a county and state level. The Chamber lobbied at the State Capitol for the passage of House Bill 1269, which would make the provisions of SQ 780 (reclassification of some drug possession and property crimes as misdemeanors) retroactive. Gov. Kevin Stitt signed this bill into law, and it is estimated 500-800 low level, non-violent inmates will be released from jail/prison as a result of this legislation.

The Oklahoma County Criminal Justice Advisory Council also started to see real traction in their efforts. The Council implemented many projects during 2019 that impacted both the population of the jail and the ability for agencies to work together in the justice system.

Several partners were awarded more than \$1.5 million in grant funding to launch data and IT upgrades so that we can have a more holistic view of who is in our criminal justice system – and why.

One example of those efforts came from the Advisory Council implementing a data hub that will allow governmental agencies to share information and to enable Oklahoma County justice system partners to work better together. With the input of numerous stakeholders, the advisory council selected a pilot project centered around three key stakeholders: judges and court clerks, the sherriff's office staff, and Northcare, a local mental health and addiction service provider. The goal of this pilot project is to expedite the transmission of judicial releases and to move justice-involved individuals into services and treatment more quickly.

The combined impact of better communication and information sharing and other justice reform efforts have led to quicker releases of inmates, thereby reducing the number of people in jail. The data reveals that the one-year average for jail population is 1,663, a significant improvement over previous population numbers that peaked at more than 2,500.

You can learn more about the progress being made in Oklahoma County justice reform efforts by visiting smartsafeokco.com.

NEW PROGRAMS IMPACT OKC WORKFORCE

In 2019, the Chamber launched two new events geared toward increasing the training available to members of the business community. Enlighten, a monthly lunch-and-learn event designed to strengthen small businesses, connects business owners and managers with practical tools they can use to improve their sales prospecting, secure funding for business expansions, increase their cybersecurity and more.

The Chamber also launched Elevate, a day-long professional development event to increase the training available to our region's workforce. The event was planned after receiving feedback from companies that their employees needed more career development and soft skills training.

Elevate helped companies provide professional development options to its employees—without having to send people out of the market to experience a valuable conference. The conference featured 48 breakout sessions with topics geared toward new employees, new managers, small business owners, entrepreneurs and more. The three keynote session speakers, including No. 1 NYT Best-Selling Author David Epstein, and the Elevate After-Party rounded out the experience. Elevate attracted 550 attendees in its first year and is scheduled to repeat in 2020 on Sept. 10.





TALENT

In order to boost the success of the Greater Oklahoma City region's businesses, the Chamber is actively engaged in strengthening the workforce pipeline, beginning with Greater Oklahoma City's students all the way through recruiting middle skill employees.

BOOSTING STUDENT OUTCOMES

The Chamber continued to invest in the success of the Oklahoma City Public Schools District through the Oklahoma City Schools Compact, which is made up of the Chamber, the Foundation for Oklahoma City Public Schools, Oklahoma City Public Schools (OKCPS), the United Way of Central Oklahoma, and the City of Oklahoma City. Since 2015, the Compact has supported the district by tackling specific challenges through evidence-based programing.

In 2019, the Compact continued to focus on the district's overall literacy through the work of the Read OKC task force. Through its reading programs, students participated in five reading challenges during their spring, summer, fall, Thanksgiving and winter breaks, thereby preventing the brain drain that takes place when students are not in school. The 2019 Read OKC reading challenges resulted in 20,322 participants completing a total of 8 million reading minutes; 14,748 of those participants made their goal of reading at least 20 minutes daily each day of the break. In addition to the reading programs, Read OKC also coordinated

the construction and operation of 40 Little Free Libraries and had more than 500 reading buddies volunteering their time in the Oklahoma City Public School District.

The Compact also continued its important work to provide valuable mental and behavioral health resources to the Oklahoma City Public School District through the Embrace OKC initiative. In the fall of 2018, the work of Embrace OKC allowed the district to use data to create a playbook of evidence-based programs and services that the district can use to improve mental health outcomes. In 2019, the school district was able to use the Embrace OKC framework in its Pathways to Greatness initiative to make sure each school had a counselor on the premises. The Embrace OKC committee also worked diligently to raise the funds needed to fully implement the entire program in the district.

WELCOMING NEW RESIDENTS

The Greater Oklahoma City Chamber completely reevaluated its relocation resources to make sure that the program continues to meet the needs of individuals moving to Oklahoma City and companies who are relocating or recruiting employees to the region. In 2019, the Chamber relaunched ABetterLifeOKC.com, its relocation and talent-attraction website. The new look and features are aimed specifically at talent attraction and will help regional companies recruit



the workforce they need to keep Greater Oklahoma City's momentum moving forward.

The website is built on what makes Oklahoma City the ideal place for people looking for new opportunities: jobs, affordability, housing and quality of life. One of the new features of the website are aggregated job boards searchable by Oklahoma City's key industry sectors.

The new employment section also features spotlights on the high-growth companies in Oklahoma City, as well as resident spotlights so potential residents can hear first-hand from people what it's like to live in Oklahoma City. Another new feature is the employer's portal that allows HR and workforce recruitment professionals to create a login so they can have all the Chamber's recruitment and relocation tools at their fingertips.

In addition to resources dedicated to recruiting individuals to Oklahoma City, the Chamber also increased its support for those looking to find their place in a new community. The Chamber hosted three receptions throughout the year for new employees of some of the region's largest companies. The Find Your OKC receptions allowed newcomers to network with Oklahoma City's connectors – people who are deeply engaged in a variety of communities within Oklahoma City. These events highlight Oklahoma City's diversity and allow people to make contacts outside of their workplace.

A driving force throughout many updates to the Chamber's relocation resources was the Chamber's

Talent Council, a group of HR representatives from the region's largest companies. The Chamber's Talent Council met throughout the year to provide insight on the Chamber's talent initiative and feedback on the Chamber's relocation resources.

CONNECTING INTERNS AND EMPLOYEES WITH OKC'S STORY

The Chamber's Intern OKC program continued to connect Oklahoma college students and recent graduates with the benefits of beginning their career in Oklahoma City. In 2019, InternOKC hosted 347 interns from 73 employers for three educational sessions that included professional development tips, information on the region's culture and business environment and networking opportunities.

In addition to its work strengthening Greater Oklahoma City's young workforce, the Chamber's talent team hosted several events to better connect newcomers to Oklahoma City's opportunities and further strengthen key sectors. The Chamber continued to partner with Leadership Oklahoma City to host two OKConnect classes, where more than 90 new company leaders received behind-the-scenes insight into Oklahoma City's story.



HOSPITALITY

The Chamber encourages the growth of the hospitality industry of the region by promoting Oklahoma City as an ideal destination for meetings, events and conventions.

OKC GROWING AS TOURISM, MEETING DESTINATION

While public and private investment continues to flourish in Oklahoma City, the Oklahoma City Convention & Visitors Bureau, a division of the Chamber, is working to keep visitor and meeting-planner dollars coming into the city as well.

That work was fruitful in 2019, with increases seen in hotel room demand, tax collections, room count and revenue. And Oklahoma City isn't the only place

seeing an uptick in visitors, with the state as a whole seeing a 7.3% increase in direct travel spending in 2018, when compared to 2017 (the most recent available data).

In 2018, travelers spent an estimated \$9.6 billion in Oklahoma. The trickle-down of that is more jobs in the hospitality sector, with 104,000 jobs created by people spending money on traveling. About 30% of those jobs are in arts, entertainment and recreation, so every organization from the Oklahoma City Thunder to Shakespeare in the Park is helped when people come to see Oklahoma City.

In the CVB office, the marketing team spent 2019 working with several Chamber members, such as popular attractions and exciting hotels to host media and travel writers in the city. During fiscal year 2019 – which starts in July 2018 and runs through 2019 – there were 75 travel writers in the city, visiting destinations like the MAPS 3-backed Riversport Rapids and the Scissortail Park grand opening festivities. While it's been several years since the Chamber campaigned to get MAPS 3 approved, that work has been even more rewarding as the projects have helped the city become an even bigger tourism attraction.

Writers have also checked out the city's creative side at destinations such as Factory Obscura and a variety of incredible eateries.

Besides working to showcase the city as a great place for visitors, the CVB staff has been working for the last two years on getting more associations to bring their event to the new MAPS 3 Convention





Center and adjacent Omni Hotel. In 2019, the CVB celebrated the second year of its Washington, D.C. presence and joined with more than 20 other CVBs in a Chicago office. The presence in the markets helps the CVB staff develop relationships with potential meeting planners and association executives.

NEW CONFERENCES, EVENTS COMING IN 2020 AND BEYOND

Through the work of the CVB, Oklahoma City is known as the premier destination for two different types of competitions; softball and horse shows. Sports and horse-related travel certainly didn't slow down in 2019. When the fiscal year ended in July 2019, the convention and sports sales team had booked more than 185,000 room nights. Sports-related visitors are expected to increase with the USA Softball Hall of Fame Stadium reopening after undergoing a 4,000-seat expansion project. The city is also renovating a softball complex off Interstate 240, which will give the CVB's sports marketing team another place to host tournaments and events.

There are also 15 future horse shows on the books, representing an estimated 180,273 room nights, generating an estimated direct spending of more than \$173 million.

Whether people came to OKC to compete in a horse show, play in the Women's College World Series or attend an association's convention, the city had a 3.5 percent increase in hotel taxes. In total, visitors generated a \$2.25 billion direct-spending impact in Oklahoma County.

And all that hotel tax generation and direct spending is even before the new MAPS 3-backed Convention Center opens in Fall 2020. When the Chamber worked to pass MAPS 3 in 2009, the convention center was expected to be a game-changer for the city, and without even being open, it's already showing signs of just that.

Eight associations have announced their plans to come to Oklahoma City, between 2021 and 2024, with organizations ranging from meat processors to the sheriffs association.

“When we informed our Norick Arena tenants that we will be getting a new coliseum they were ecstatic with the news.”

*-Tim J. O'Toole,
President and CEO
Oklahoma State Fair, Inc.*



MEMBERSHIP

The Chamber's membership opportunities allow businesses to network, have a voice in issues important to them and engage in work to make Greater Oklahoma City a stronger community.

BUILDING RELATIONSHIPS WITH MEMBERS

Following implementation of a new system of membership investment levels and enhanced member benefits, 2019 marked the retirement of the Total Resource Development Campaign. Thanks to the strong foundation laid by dedicated TRDC volunteers, the Chamber transitioned to a new way for Chamber members to access sponsorships, advertising and other partnership opportunities with the Chamber, giving each member business a relationship manager that works directly with them to identify the best ways to deepen their engagement with the Chamber.

The Chamber also continued its programming designed to connect its members to the community's thought leaders. Twelve Board of Advisor small group meetings were held, where participants heard from Dr. Sean McDaniel of OKC Public Schools on the Pathway to Greatness realignment program, Col. Paul Filcek and other members of Tinker

Air Force Base's leadership team, and Chamber marketing staff on the relaunch and revamp of the ABetterLifeOKC.com online talent recruitment platform. President's Roundtable meetings for Emerging Leader-level members were popular, with topics including new development, retail recruitment and MAPS 4. Conversations with Congressman Tom Cole and with Heartland Payment System's leadership team were also held for Partner-level investors and other major Chamber contributors. An Executive Member Orientation session was held in May, detailing the Chamber's criminal justice reform efforts and development in OKC, and in August, the first ever Ambassador Leadership Retreat was held.

In all, relationship managers made more than 1,000 in-person meetings with members and membership prospects in 2019, and secured a renewal rate of 94%. Volunteer engagement was a major focus following the retirement of the TRDC program, and numerous one-on-one meetings were held with former TRDC volunteers to find other opportunities to plug them into the Chamber's work, including participating in the Board of Advisors or Ambassadors programs, signing up to be a community connector at "Find Your OKC" events for newly recruited staff of member companies, and volunteering at sports events being managed by the CVB. In 2019, Chamber staff, Ambassadors and volunteers hosted 81 Grand Openings for members, and made 277 in-person membership plaque deliveries.



2019 MEMBERSHIP AT-A-GLANCE

- 81 Grand Openings hosted
- 277 in-person membership plaque deliveries
- 1,024 in-person meetings with members and prospects
- 94% membership renewal rate
- 191 new members
- 43 upgraded members
- 39 new Board of Advisors members (\$3,000 level)
- 14 new Partner members (\$5,000 level)
- 1 new Senior Partner member (\$10,000 level)
- 16 BOA Small Group meetings hosted

“A cornerstone of our mission at HoganTaylor is to elevate the communities we live and work in. Our membership in the Greater Oklahoma City Chamber supports us in that mission and allows the firm and our people to serve a greater role in Oklahoma City’s thriving business community. Whether it’s attending great Chamber events like State of the Economy, supporting economic development through Forward OKC, or participating in Board of Advisor Small Group meetings, we benefit significantly from our membership and the Chamber’s investment in Oklahoma City.”

*- Richard Wright
CPA, HoganTaylor*



MARKETING

Through strategic marketing efforts, the Chamber works to support Greater Oklahoma City's key business sectors, promote the region as a great place to live and communicate the work of the Chamber.

INCREASING VELOCITY

Launched in 2018, this online news blog site continued to gain readers and influence in the past year. With new stories posted each weekday, this site has quickly become a go-to source of information about issues that impact the growth of our city. This year's addition of the AudaCity podcast takes readers, and now listeners, on a deeper journey into some of the website's top stories and information.

→ VELOCITY ←



SPREADING OKC'S STORY

As residents, we know what a great place Oklahoma City is – and we like to brag about it as much as we can. This year, we launched a tool that doesn't just make it easier, it rewards you for the effort. Members of the OKC Social Squad receive tips and stories to share on the social media feeds and they receive points for their efforts. Top producers each month receive OKC swag to reward their work. Learn more at www.velocityokc.com/socialsquad.



MAKING HEADLINES

Telling Oklahoma City's story in the media is another effective way to share our narrative. Late this year, the Chamber expanded its efforts by engaging an international public relations firm that works with lifestyle brands and lifestyle media. The goal of this new program is to tell the story of living here – through our artists, our chefs, our influencers and more. This program is coordinated with our existing efforts to influence business and travel media to the full range of stories Oklahoma City has to offer.



MARKETING OKLAHOMA CITY

Making Oklahoma City's presence felt on the national stage is one of the Chamber's top goals. International trade shows, like the annual Bioscience International Organization's meeting or the International Council of Shopping Center's RECon event provide a real opportunity for the Chamber to present the opportunities in Oklahoma City on a world stage. Significant exhibits at both of these meetings bring together Oklahoma City companies, Chamber and elected and appointed leadership to share our story.

Identifying companies considering expansion, or individuals considering relocation, and placing Oklahoma City's information front and center is the goal of the organization's digital marketing programs. These programs use effective and efficient tools to target that information directly to our best potential customers.

2019 EXECUTIVE COMMITTEE



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Cox Communications
Chair



Rhonda Hooper
Jordan Advertising
Immediate Past Chair



John Hart
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David E. Rainbolt
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Roy H. Williams, CCE
Greater Oklahoma City
Chamber President & CEO

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National Cowboy & Western
Heritage Museum
Convention & Visitor
Development



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ONE Gas, Inc.
Community Initiatives



Sean Trauschke
OGE Energy Corp.
Economic Development

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Gunnar Hood

Summit Medical Center, LLC

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Sunbeam Family Services, Inc.

Jane Meeks

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Dennis Kaufman

TeamLogicIT

Davis Merrey

Ted Moore Auto Group

John Hunt

Terracon Consultants, Inc.

Scott Randle

Texas Life Insurance

Carroll W. Fadal

Timberlake Construction Co., Inc.

Bryan Timberlake

TrustPoint Insurance

Timothy Harlin

TTCU Federal Credit Union

Rosie Kramer

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Steve Whitcraft

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Unit Corporation

Mark E. Schell

United Mechanical, Inc.

Rod Rutherford

United Way of Central Oklahoma, Inc.

Debby Hampton

UnitedHealthcare

Jonathan Lawson

Universal Insurance Agency, A First United Company

Bruce Chadick

The University of Central Oklahoma Foundation

Anne Holzberlein

University of Phoenix

Manager

US Fleet Tracking Corp.

Jerry Hunter

US Foods

Tracy Osborne

Valliance Bank

Brad Swickey

Variety Care Foundation

Lou Carmichael

VI Marketing and Branding

Tim Berney

W & W / AFCO Steel, LLC

Rick W. Cooper

Walmart Neighborhood Market #2877

Melissa Mirza

Wal-Mart Supercenter #564

Eric Elliott

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Brenda Merchant

Waste Management of Oklahoma, Inc.

Rick Padgett

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Chris Bolding

Wells Fargo Advisors

Mason Sommer

Western Industries Corporation

Jim Robertson

Williams, Box, Forshee & Bullard, PC

John Michael Williams

World Travel

Alex Eaton

Wymer Brownlee Wealth Strategies

Christine Golden

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Tyrone Coleman

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Cattlemen's Steakhouse, Inc.

Central Oklahoma College

Chickasaw Telecom, Inc.

CLEARResult

Collins Aerospace

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Davis Supply Co.

Dean McGee Eye Institute

Digestive Disease Specialists, Inc.

Electro Enterprises

Emrick's Van & Storage Company, Agent for Allied Van Lines

EOG Resources, Inc.

Eskridge Auto Group

Everest Bros.

Floor & Decor

Frates Insurance and Risk Management

Frontier City

Gerald L. Gamble Co.

Hampton Inn Yukon

IRT Management

Kickapoo Casino

Laborers' International Union of North America

Legacy Cleaners & Laundry #4

MacArthur Associated Consultants, LLC

Medley Material Handling, Inc.

Mercer Valve Co., Inc.

Midwest Vocational Rehabilitation Services (Midwest VRS)

Midwest Wrecking Company

Moore Norman Technology Center / Franklin Road Campus

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NAPA - Oklahoma City

Oklahoma City Philharmonic Orchestra

Oklahoma Indian Gaming Association

Oklahoma Insurance Department

The Oklahoma Proton Center

Oklahoma Student Loan Authority

Oklahoma's Credit Union

Pension Solutions, Inc.

The Petroleum Alliance of Oklahoma

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Price Edwards & Company

Primary Health Partners

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Progressive Stamping & Fabrication, LLC

Quail Springs Mall

Raising Cane's Chicken Fingers

Razzoo's Inc.

The Recovery Center

Regier, Washecheck & Jones, PLLC

Republic Services - Allied Waste Central/Western OK

The Reserve Petroleum Company

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Shawver & Son Inc.

Sheraton Midwest City Hotel at The Reed Conference Center

Smith, Carney & Co., PC

Southwest Orthopaedic & Reconstructive Specialists

Southwestern Roofing & Metal Company, Inc.

Southwestern Stationery & Bank Supply, Inc.

Standard Roofing Co., Inc.

Stow's Office Furniture

Streets, LLC

Studio Flight

Triangle DJ Contractors

True Sky Credit Union

TVC Marketing

Walker Companies

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Wal-Mart Supercenter #2804

Warren CAT

Washita Valley Enterprises, Inc.

Western Concepts Restaurant Group

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The Worx Company

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A wide-angle photograph of the Oklahoma City skyline at dusk or dawn. The sky is a soft blue, and the buildings are illuminated with warm lights. The most prominent feature is the tall, blue glass skyscraper (One Oklahoma Center) on the right side of the frame. Other buildings of various heights and architectural styles are visible across the city.

WEB RESOURCES

OKCCHAMBER.COM

This site connects you with the business community. Here you can see how the Chamber is working in the community, get a guide to businesses, register for upcoming Chamber events, get the latest OKC news and more.

GREATEROKLAHOMACITY.COM

GreaterOklahomaCity.com is an important economic development resource for businesses looking to grow and expand in the region. The site features useful tools including a web-based property locator and access to the latest market data.

ABETTERLIFEOKC.COM

This all-inclusive site is the go-to resource for potential Greater OKC residents. With information on everything from schools and housing to employment and activities throughout the community, they'll find everything they need to know about their next hometown.

VELOCITYOKC.COM

With features about the Oklahoma City economy, advocacy efforts, area events, lifestyle, developments and member news, VeloCityOKC.com is a website that will drive the conversation about Oklahoma City's continued renaissance.

VISITOKC.COM

A resource for individuals, groups and meeting planners alike, VisitOKC.com showcases our region as a premiere destination. With information on hotels, restaurants, attractions, shopping and more, this site makes sure anything visitors need is just a click away.

OKCRETAIL.COM

This website offers resources for retailers in Oklahoma City, including information on Oklahoma City's retail target areas, data and demographics for Oklahoma City's districts, an integrated property search feature and success stories from Oklahoma City's healthy retail sector.

SMARTSAFEOKCO.COM

Since 2015, the Chamber has been leading holistic justice reform efforts in Oklahoma County by helping reduce incarceration, increasing efficiencies and better serving our community. Learn more about the progress made by visiting this website.

OKCBUSINESSADVOCATE.COM

The Chamber's Business Advocacy Center is the best resource for staying informed on what's happening at our state's capitol. Find contact information for elected officials and information on key business issues. You can also sign up for our Business Advocacy Center e-mails reviewing action taken by the legislature.



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