

THE POINT

GREATER
OKLAHOMA CITY
CHAMBER



May 2012

www.okcchamber.com

Oklahoma City's Success Attracting Retail

The retail scene in Greater Oklahoma City has changed dynamically in the last few years. The region has seen the addition of a number of local and national retailers. This upswing has also led to the creation of jobs in the region, as well as increased sales tax collections. In 2011, there were approximately 62,000 retail jobs in Oklahoma City alone – a 3.68 percent increase from 2010.

“The growth of Greater Oklahoma City’s retail market says great things about how our city is progressing,” said Roy H. Williams, president and CEO of the Greater Oklahoma City Chamber. “National retailers have confidence in our market, and the recent boom of the “shop local” movement is helping many of our local retailers see incredible success. The addition and growth of retailers not only positively impacts the sales tax



Retail sales in 2011 equaled \$5.9 billion for Oklahoma City.

collections of our cities, but also improves the quality of life of our citizens by giving them more options.”

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Interns Key to OKC's Workforce, Economy

The volume of college students in Greater Oklahoma City rivals that of other major metropolitan areas and college towns. This large volume of students provides

Greater Oklahoma City companies with a pipeline for talent. In 2006, the Chamber set out to bridge the gap between students and their professional futures with the Greater Grads initiative.

The InternOKC program, a key component of the Greater Grads initiative, kicks off next month. This intern leadership program includes a series of luncheons highlighting the benefits of living and working in Greater Oklahoma City. The program also fosters peer networking and provides resources to help students transition from college to career. Last year more than 80 local companies and their nearly 300 interns participated in the program.



InternOKC gives local interns the opportunity to hear the benefits of living and working in Greater Oklahoma City after graduation.

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Leadership Notes

Preparing for the next generation of visionaries

A modern day renaissance – if you’ve been in Oklahoma City for long, you’ve likely heard those words used to describe our city. For nearly 20 years now, that is exactly what has happened – Oklahoma City has been transformed for the better. We’ve seen our downtown revitalized; Bricktown is a bustling entertainment district; the Oklahoma River is an Olympic and Paralympic training site. From the expanding Chesapeake Energy campus and the new AAA and Paycom buildings along the Memorial Corridor to the incredible success of The Outlet Shoppes at Oklahoma City, there are countless success stories across the metro.

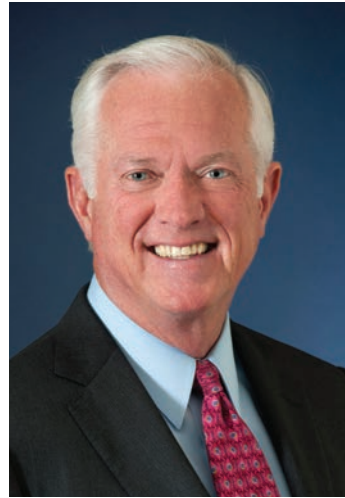
We did not get where we are today by chance. It took a great deal of hard work and planning, and the commitment of our citizens. But most importantly, it took vision. Visionaries are vital to the growth and success of a city and region. Oklahoma City has had the good fortune to have a long run of visionaries who have shaped the city we live in today.

The Chamber’s member companies are key to much of the success our city has seen. Corporate and civic leaders have worked to create quality places, spaces and jobs. But we must keep looking toward the future. Working with our Board of Directors, Board of Advisors and our more than 5,000 member companies, the Chamber has instituted a variety of projects in an effort to help support Oklahoma City’s next generation of visionaries. Through programs such as OKConnect, InternOKC and others, we are looking toward the future and working to motivate and prepare individuals to be the future of our city. It is up to us to keep our forward momentum going. Together, we can ensure that Greater Oklahoma City remains a great place to live, work, play and visit for generations to come.

Sincerely,



Roy H. Williams
Chamber CEO & President



Roy H. Williams
President & CEO

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Editorial staff

Cynthia Reid, Jennifer Seaton,

Stefanie Appleton, Jill Harrison

Designer

Kathryn Bolay-Staude

297-8900

thepoint@okcchamber.com

www.okcchamber.com

www.twitter.com/okcchamber

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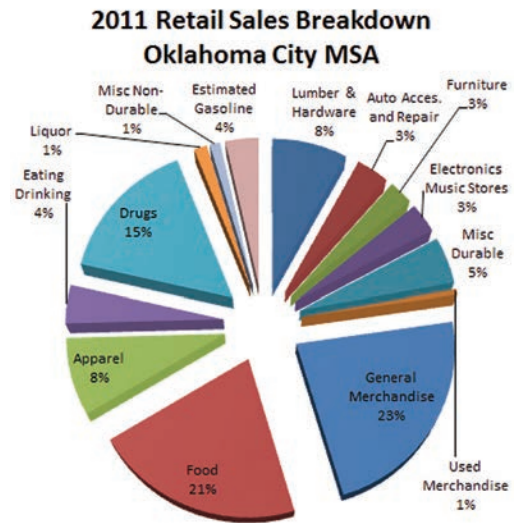
Oklahoma City's Success Attracting Retail

(Continued from page 1)

The Outlet Shoppes at Oklahoma City is just one example of the incredible success retailers can have in Greater Oklahoma City. In operation for less than a year, the 330,000-square-foot outdoor shopping mall saw sales of \$66.4 million through the end of 2011 – more than \$20 million above projections. Its success is already spurring further development of the nearby area.

According to a study done by August Partners, Oklahoma City shoppers spend, on average, 21 percent more per person on apparel, shoes and accessories than the national average. The Chamber uses this data, along with other research, to help recruit retailers at RECon, the International Council of Shopping Centers' (ICSC) Global Retail Real Estate Convention each year in Las Vegas. The three-day conference, which takes place later this month, represents the world's largest gathering of retail real estate professionals and features educational sessions on retail and economic development issues, 800,000-square-foot of exhibiting space and a Leasing

Mall showcasing leading retailers, developers, leasing agents, brokers and public sector professionals. It is estimated that approximately 25 percent of all shopping center development projects are the result of this annual conference.



Source: OU Center for Economic and Management Research

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from left –
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Randy Nail,
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UPCOMING EVENTS

golfapalooza

Golf-a-Palooza: May 14

Don't miss the first-ever Golf-a-Palooza and Palooza After Party, brought to you by Verizon Wireless. Quickly becoming the can't-miss event of the spring, Golf-a-Palooza and the Palooza After Party takes place Monday, May 14 at the Greens Country Club, 13100 Green Valley Drive. From 4 to 6 p.m., 36 teams of golf enthusiasts and beginners alike, will hit the course for a nine-hole scramble of non-competitive golf and networking. Teams for the event are nearly sold out, but the fun continues at the Palooza After Party, from 6 to 8 p.m. This event is a great place to make new business connections in a fun and creative way while enjoying food, drinks, live music and prizes.

Individual Palooza After Party tickets cost \$10. A two-person team costs \$150 and includes two tickets to the After Party. Special thanks to Signature Sponsor, Verizon Wireless, and Host Sponsor, The Greens Country Club. To register or find out about sponsorship opportunities, visit www.okcchamber.com/golfapalooza.

Sunset Reception: May 22



Sunset Receptions are a great way to make business connections during casual networking.

Head over to the Greens Country Club, 13100 Green Valley Drive, on Tuesday, May 22, for some after-hours networking at the Chamber's Sunset Reception. This event gives you optimum opportunities to meet other members and the business community and promote your company's products and services – all while enjoying food and drinks at the Greens' scenic golf facilities. RSVP is not required and admission is free. For more information, contact register@okcchamber.com.

CALENDAR OF EVENTS

May 14

Golf-a-Palooza & Palooza After Party

Time: 4 - 6 p.m. Golf;

6 - 8 p.m. Palooza After Party

Location: Greens Country Club, 13100 Green Valley Drive

Cost: \$150 for a two-person team; \$10 for individual Palooza After Party ticket

May 16

Mayor's Development Roundtable

Time: 8 a.m. - 1 p.m.

Location: Cox Convention Center, Great Hall C, 1 Myriad Gardens

Cost: \$75 per person. To register for this event, visit www.okc.gov/planning/roundtable.

May 22

Sunset Reception

Time: 4 - 6 p.m.

Location: The Greens Country Club, 13100 Green Valley Drive

Cost: Admission is free. No need to RSVP.

June 12

Member Orientation

Time: 8:30 - 10:30 a.m.

Location: Chamber offices, 123 Park Ave.

Cost: This event is free to attend. Register by contacting Christine Soileau at 297-8961 or csoileau@okcchamber.com.

June 19

Sunset Reception

Time: 4 - 6 p.m.

Location: Oklahoma History Center, 800 Nazih Zuhdi Drive

Cost: Admission is free. No need to RSVP.

June 27-28

DC Visit

Location: Washington, D.C.

Cost: \$750 per person, includes one night's lodging at The Liaison Capitol Hill and all affiliated events. Air travel to and from Washington, D.C. is not included.

Register securely online for Chamber events at www.okcchamber.com/events or e-mail register@okcchamber.com with questions.

Metro 50 Call for Entries: Deadline June 1

The Metro 50 committee is accepting applications for the 17th annual Metro 50, a ranking of the Oklahoma City metropolitan area's fastest growing local and private businesses. A complete list of 2011 recipients, along with the 2012 application and eligibility criteria, are available at www.okcchamber.com/metro50.

Qualified companies should have been in business for at least three years; be for-profit, privately owned companies; be headquartered and operated in the Greater Oklahoma City MSA; have total operating revenues or sales in 2011 of at least \$1 million; and not be a holding company, regulated bank or utility. Applicants will be ranked based on percentage of revenue growth over the past two years (2009 base year). For more information, contact Jennifer Seaton at jseaton@okcchamber.com 405-297-8941, or visit www.okcchamber.com/metro50.

Metro 50 sponsors include Bank of Oklahoma, Cox Business, Ernst & Young LLP, Express Employment Professionals, Hartzog Conger Cason & Neville, The Journal Record Publishing Company, OGE Energy Corp., and the Greater Oklahoma City Chamber.

DC Visit: June 27-28

Next month, Oklahoma City civic and business leaders will travel to Washington, D.C. to meet with Oklahoma's congressional delegation as well as Pentagon officials. The visit, June 27-28, gives Chamber members an opportunity to discuss pressing issues such as military, transportation, education, funding for bioscience research and more.

While visiting the nation's Capital, delegates will meet with a number of legislators including Senators Jim Inhofe and Tom Coburn and Representatives Dan Boren, James Lankford, Frank Lucas and Tom Cole. The cost for the visit is \$750 per person and includes one night's lodging at The Liaison Capitol Hill and all affiliated events. Air travel to and from Washington, D.C. is not included, giving participants options for extending their stay for additional business in the area. The room block is limited. Secure your place and view the agenda at www.okcchamber.com/dc.



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OKC to Host National Association of Sports Commision Annual Convention

Oklahoma City has been selected to host the National Association of Sports Commissions (NASC) Sports Event Symposium in 2014. The announcement was made this past month at NASC's 2012 Sports Event Symposium in Hartford, Conn. As the association's annual conference of sports professionals, the conference will bring more than 650 sports professionals for four days of educational programming and the NASC Sports Marketplace where host cities meet one-on-one with sports event planners.

"We couldn't be more excited to be chosen for the NASC Symposium in 2014," said Mike Carrier, president of the Oklahoma City Convention & Visitors Bureau (CVB). "So much hard work, time and dedication was put in to secure this conference and we can't wait to show off our Big League City to our colleagues, sports professionals and event organizers from around the country."

The CVB submitted a formal bid for the conference in July 2011. Included in the bid package was a video featuring Rumble the Bison, Mayor Cornett and various other sports figures from the Oklahoma City sports community conveying their support and personally welcoming NASC to Oklahoma City. Weeks later, the CVB was notified that Oklahoma City had made the short list.

"After NASC narrowed down the field to five potential host cities, Oklahoma City conducted a 3-day site visit in November 2011 with members of the NASC staff to highlight our hotels, convention center and sports event venues," said Holly Shelton, manager of sports business development for the CVB. "On site visits, we help paint a picture of what a conference can be like in Oklahoma City and I'm thrilled that NASC saw our vision."

Each year during the NASC Sports Marketplace, members of the CVB staff meet with sports event planners from across the country to showcase Oklahoma City as a world-class sports event destination. Event planners will not only hear about Oklahoma City, but they will also experience first-hand what the city has to offer. On average, the CVB



The wide range of sporting options makes Oklahoma City a premier place for sports enthusiasts and also contributes to the CVB's ability to recruit major conferences such as NASC.

connects with approximately 30 event rights holders and U.S. National Governing Bodies during the NASC Sports Event Symposium each year. The Symposium is expected to bring in 2,000 total room nights and \$648,000 in direct spending to Oklahoma City in 2014.

"This event is one of the most important sports industry meetings on an annual basis and we are extremely fortunate to have it come to our city," said ASA/USA Softball Executive Director Ron Radigonda. "To showcase OKC to event rights holders from across the country is a tremendous opportunity and we are ready to begin planning for 2014."

According to the NASC Symposium website (www.nascsymposium.com), 76 percent of Symposium attendees are decision makers at their organization with 92 percent of attendees securing business with contacts they meet at the symposium. NASC provides a communication network among sports commissions, convention and visitors bureaus, chambers of commerce and event rights holders. This network increases access to sports event information, educates members in the areas of sports marketing and fund raising, enriches the quality of member's sports events and promotes the value of sports commissions in communities and within the sports industry.

Annual Meeting • State of the City • Metro 50 • MegaLunch • SchmoosaPalooza Trade Show • Tinker Dining Out • State of the Schools • Greater Trade Career Fair • Snafman's Evening Golf • Palooza • Board Retreat • Intercity Visit • Legislative Breakfast • Luncheon Receptions • Breaking Through Luncheons • Navy Birthday Ball • Elected Officials BBQ • DC Visit • Board of Advisors Small Group Meetings • OK Connect • State of the Aerospace Defense Industry • The POINT Newsletter • A Better Life Region in Program • Annual Report • Legislative Guide • Business Retention & Expansion Report • The ePOINT! Electronic Newsletter • Leadership Guide • Annual Publication Mailing • GreaterOKC.tv • OKCChamber.com

2012 TOTAL RESOURCE DEVELOPMENT CAMPAIGN



During the Chamber's annual campaign, volunteers can show you how to promote your company to more than 5,000 other Chamber members.



By partnering your marketing efforts with the Chamber, you'll reach a unique, business-minded audience of more than 5,000 member companies. Each year, attendance at the Chamber's events exceeds 13,000. Combine that with the thousands of people who read the Chamber's many publications and you're sure to increase your company's exposure in Greater Oklahoma City.



By adding the Chamber's advertising and sponsorship opportunities to your marketing mix, you can:

- Have the chance to speak in front of business leaders
- Align your company with the Chamber and its membership
- Get your company noticed for as little as \$300
- Advertise in one – or many – of the Chamber's publications
- Sponsor events that put your company in front of Oklahoma City's business leaders
- Promote your company on Chamber websites:
 - ABetterLifeOKC.com
 - GreaterOKC.tv
 - OKCChamber.com

Act now! TRDC volunteers are ready to help you determine which opportunities are the best fit for your company. They can answer questions and provide price points on the many opportunities available. Visit www.okcchamber.com/trdc for more information.

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Maggie Wolff , INTEGRIS Health.....	949-6066
Elizabeth Young , Oklahoma Today Magazine....	615-1801
Susan Zabel , Express Employment Professionals - Northwest Office.....	717-8326
Andra Zwick , Zwick and Associates.....	945-8302

Contact a volunteer or visit www.okcchamber.com/trdc today!



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Increase Exposure with Web Marketing

Members are taking advantage of the sponsorship and advertising opportunities available through the Chamber's Total Resource Development Campaign (TRDC) to achieve their marketing objectives. This year, the Chamber added a number of web-based opportunities to expand the offerings available to companies.

A Better Life Relocation Program

The Chamber is the go-to organization for businesses and individuals moving to Greater Oklahoma City. Through A Better Life, potential and soon-to-be new residents can learn the ins and outs of life in Greater Oklahoma City – housing, industries, activities, getting around town, schools, neighborhoods and other aspects of life in a new city. Market opportunities are available through a variety of components – ABetterLifeOKC.com, printed and digital versions of the annual Relocation Guide and The Better Life weekly email newsletter and blog.

GreaterOKC.tv

GreaterOKC.tv gives corporate decision makers and their employees a feel for the vibrant environment Oklahoma

City offers. With nearly 1,000 videos, the channel features interviews with Oklahoma City leaders and residents as well as video presentations on Oklahoma City attractions, neighborhoods and more. As a sponsor, your company can be a part of the website that tells Oklahoma City's story through videos, testimonials and vibrant photos.

OKCChamber.com

Increase awareness of your product or service via the Greater Oklahoma City Chamber's completely redesigned website, www.okcchamber.com. For years, members have asked to advertise on the Chamber's website. Now, members can have a presence on the site in several different ways.

To get more information on these and other marketing opportunities, contact a TRDC volunteer today. You can find a list of volunteers at www.okcchamber.com/trdc.



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U.S. News & World Report

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To find out why we're #1 in Oklahoma City, visit www.oumedicine.com/usnews

HCA Health Services of Oklahoma, Inc. (d.b.a. OU MEDICAL CENTER) is not part of, nor operated by, the University of Oklahoma.

Members Show Support for Chamber

The following member companies increased their investment between January - March 2012, demonstrating strong support of the Chamber's efforts to drive the city's economy to make this the best place to live, work, play and visit.

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Silver

BancFirst

Banks
Mr. David Harlow 270-1000
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Oklahoma City, OK 73126-0788
www.bancfirst.com

UMB Bank

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Mr. Royce M. Hammons 239-5800
204 N. Robinson Ave., Suite 100
Oklahoma City, OK 73102
www.umb.com

McAfee & Taft

Attorneys / Lawyers
Mr. Richard Nix 235-9621
Two Leadership Square, 10th Floor
211 N. Robinson Ave.
Oklahoma City, OK 73102
www.mcafeetaft.com

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Aerotek, Inc.

Employment Agencies
Ms. Kylee Glover 415-3440
909 S. Meridian Ave., Suite 425
Oklahoma City, OK 73108
www.aerotek.com

Bradley Oil Company

Oil & Gas Exploration & Production
Mr. Bradley Schwartz 823-8136
1300 NW 155th Terrace
P.O. Box 21614
Oklahoma City, OK 73156-1614

CarSafe

Automotive Warranties
Mr. Nils Flodberg 470-7075
6300 NW Expressway
Oklahoma City, OK 73132
www.CarSafe.com

Laser Spine Institute

Medical Clinics
Mr. Bert Lindvall (877) 712-6568
4727 Gaillardia Parkway, Suite 140
Oklahoma City, OK 73142-1880
www.laserspineinstitute.com

Oklahoma City - County Health Dept.

Health Services
Mr. Gary Cox, J.D. 427-8651
921 NE 23rd St.
Oklahoma City, OK 73105
www.occhd.org

Oklahoma Municipal Contractors Association

Associations / Membership Organizations
Mr. Rick J. Moore 236-2248
1684 SW 86th St., Unit D
P.O. Box 891797
Oklahoma City, OK 73189
www.omcaworks.com

Panhandle Oil and Gas, Inc.

Oil & Gas Exploration & Development
Mr. Michael C. Coffman 948-1560
5400 N. Grand Blvd., Suite 300
Oklahoma City, OK 73112-5672
www.panhandleoilandgas.com

Platt College

Schools - Adult Education
Ms. Kim Haskett 749-2433
309 S. Ann Arbor Ave.
Oklahoma City, OK 73128-1112
www.plattcolleges.edu

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Oil & Gas Exploration & Production
Mr. North Whipple 600-7704
Oklahoma Tower
210 Park Ave., Suite 2750
Oklahoma City, OK 73102
www.pstr.com

Presort First Class

Mailing Lists & Services
Mr. Joe Vanlandingham 677-9633
2621 SE 15th St.
P.O. Box 2280
Oklahoma City, OK 73101
www.presortfirstclass.com

Rose State College

Schools - Universities & Colleges
Terry Britton, Ph.D. 733-7368
6420 SE 15th St.
Midwest City, OK 73110
www.rose.edu

The Salvation Army Central Oklahoma Area Command

Social Service Organizations
Major Dan Proctor 246-1100
311 SW 5th St.
P.O. Box 2095
Oklahoma City, OK 73101
www.SalvationArmyOKCAC.org

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www.schemmer.com

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Associations / Membership Organizations
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1600 Quarter Horse Drive
P.O. Box 200
Amarillo, TX 79168
www.aqha.com

Center For Economic Development Law

Attorneys / Lawyers
Economic Development Agencies
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301 N. Harvey Ave., Suite 200
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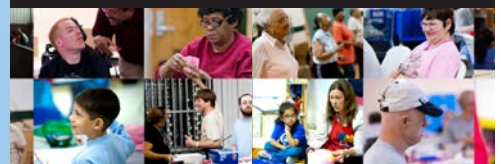
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United Way of Central Oklahoma

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2011 INTERN OKC PROGRAM

Interns Key to OKC's Workforce, Economy (Continued from page 1)

Topics discussed during the program will include:

- The Political Scene
- Pursuing Your Passion
- Sports, Recreation and Fun
- Finale and Graduation

Today's college graduates are smart and results-oriented, and bring indispensable skills to the table. Greater Oklahoma City companies can contribute to the growth and development of the city's workforce. By creating internship opportunities, companies will recruit, retain and reward young talent that is vital to the

future of Oklahoma City. More importantly, it can help individual businesses identify and hire future employees.

Kick-off for this year's InternOKC program is Wednesday, June 13. The weekly luncheons occur every Wednesday beginning June 20 and concluding July 18. The cost to register interns for the program is \$75 per intern, which includes lunch at each session. To register interns, visit www.greatergrads.com/summerintern. If you need help identifying your internship needs, contact Joyce Burch at jburch@okcchamber.com or 297-8951.

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Choctaw, OK 73020

Before College.org

Educational Services
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816 Holly Hill Road
Edmond, OK 73003
www.beforecollege.org

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Mr. Jeff Shelton 418-2083
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Air Conditioning & Heating - Commercial
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www.foundersmortgageus.com

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Piedmont, OK 73078

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www.gaylordfoundation.org

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Oklahoma City, OK 73103
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1309 S. Czech Hall Road
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www.mainstreamgs.com

Mark Muse Agency

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http://agents.allstate.com/USA/OK/mark-muse.html

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www.peregrine-development.com

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Bronze

Bronze

Silver

GRAND OPENINGS

Congratulations to the following Chamber members on their recent Grand Openings & Groundbreakings!

All Chamber members are welcome to attend Grand Openings.

To view more photos, see the schedule of upcoming Grand Openings or subscribe to the Grand Openings calendar, visit www.okcchamber.com/grandopenings.



Scott Risk Hair Studio
2751 N.W. Expressway, Suite 1
Oklahoma City, OK 73112



American Family Legacy Group
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Pictured third from the left Brian Maughan, Oklahoma County Commissioner District 2, presents awards to students: Scott Chance, Christina Franklin, Gary Hall, Steve Le and Brondalyn Coleman.

ECONOMIC INDICATORS

OKC Leads Large Cities in Gallup Job Creation Poll

- 37 percent of OKC-area workers surveyed indicated that their employers were hiring or increasing the size of their workforce.
- Only 12 percent of OKC-area workers surveyed indicated their employers were letting workers go or decreasing the size of its workforce. This was the best among all large metros.
- OKC has the highest Job Creation Index Score of +25 of any large city (37 percent hiring minus 12 percent letting go equals +25 index score).
- Nationwide, an average of 31 percent of U.S. workers said their employers are hiring, while 18 percent said their employer was letting workers go, for a U.S. Job Creation Index of +13.

Source: Gallup Job Creation Index, 2012 survey (Jan – Dec 2011)

Job Creation in the Largest 50 Cities

Rank		Hiring	Letting Go	Job Creation Index Score	MSA Size
1	Oklahoma City	37%	12%	25	44
2	Pittsburgh	37%	15%	22	22
3	Richmond	36%	14%	22	43
4	Nashville	37%	15%	22	38
5	Orlando	37%	16%	21	26
46	Buffalo	30%	22%	7	47
47	Sacramento	29%	22%	7	24
48	New York	28%	22%	6	1
49	Riverside	29%	23%	6	13
50	Providence	27%	22%	5	37

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