Oklahoma City CVB Achieves Destination Marketing Accreditation

The Oklahoma City Convention & Visitors Bureau (CVB), a division of the Chamber, recently announced it was awarded accreditation from the Destination Marketing Accreditation Program (DMAP). DMAP is an internationally recognized accreditation program developed by the Washington, DC based Destination Marketing Association International (DMAI). In earning the DMAP accreditation, destination marketing organizations (DMOs) communicate to their community, buyers and potential visitors that their DMO has attained a significant measure of excellence.

“DMAI is the official global trade organization for our industry, and their DMAP accreditation is the highest standard of excellence in our industry,” said Mike Carrier, president of the Oklahoma City CVB. “We are very pleased to be recognized for providing outstanding services in accordance with international standards and benchmarks in this field.”

TRDC Campaign Set to Kick Off in May

The Chamber’s Total Resource Development Campaign, an annual membership engagement effort, will officially launch in May, but early sales begin April 18. At that time, TRDC volunteers will be available to help connect Chamber members with opportunities to deepen their involvement in the work of the Chamber. Brian Alford, Enable Midstream Partners, and Teresa Rose Crook, Oklahoma City Community Foundation, will lead the effort as co-chairs of the campaign.

More than 150 volunteers from approximately 30 companies will offer sponsorship and advertising opportunities for the Chamber’s events, programs and publications. Sales will begin on Monday, April 18 and last until July 27. Members who purchased advertising and sponsorship opportunities in 2015 will have special opportunities to renew until May 27. To connect with a volunteer or to learn more about marketing your business through Chamber opportunities, visit www.okcchamber.com/TRDC.

For more information on TRDC marketing opportunities for your company, turn to page 5 of this issue of the POINT!
CVB Demonstrates Excellence in its Field (cont’d from page 1)

DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing. DMAP accreditation standards cover a wide variety of topics including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships.

“Receiving this accreditation means Oklahoma City is well-represented as a leisure and meetings destination by the CVB,” said Natalie Shirley, Vice-Chair of Convention & Visitor Development for the Greater Oklahoma City Chamber. “As citizens, we can all be very proud of our CVB and the hard work this accomplishment represents.”

“By applying for and receiving DMAP accreditation, the Oklahoma City Convention & Visitors Bureau has demonstrated a commitment to quality programs and services,” said Jack Wert, DMAP Board Chair. “DMAP accreditation communicates to the Oklahoma City community stakeholders and potential visitors that Oklahoma City Convention & Visitors Bureau has attained a measure of excellence assuring that their trust is well placed and their business is in good hands.”

The Oklahoma City CVB recently received its accreditation from Destination Marketing Association International, showing its commitment to excellence in the field of destination marketing.
Statewide support for an important issue

When we announced the creation of a task force to study the current criminal justice system in Oklahoma County and its needed reforms, we knew that significant reform must be pursued on multiple levels. Since that time, we have seen a growing swell of support statewide.

In her February State of the State address, Gov. Mary Fallin called for significant reforms to the state’s criminal justice system, and in late February, Gov. Fallin signed an executive order that eliminates questions about prior felony convictions from job applications at state agencies. Reform measures are also being pursued with current legislation. Four Chamber-supported bills, each authored by Rep. Pam Peterson, R-Tulsa, were approved by the House on March 7:

- HB 2479 would reduce the mandatory punishment for certain drug offenses (only simple possession of controlled dangerous substances).
- HB 2751 would raise the threshold for property crimes to be charged as a felony from $500 to $1,000.
- HB 2753 would allow broader use of drug courts and community service instead of jail.
- HB 2472 would provide prosecutors discretion to file charges as misdemeanor instead of felony.

These bills, which are also supported by the Oklahoma District Attorneys Association, are successfully making their way through the legislature, and we are grateful for support from our legislative leaders on this issue. Meanwhile, we continue our work here in Oklahoma County to develop recommendations that will reduce incarceration in our community. The changes we make today will have a positive impact on generations to come – not only in Oklahoma County, but also statewide.

Sincerely,

Roy H. Williams, CCE
Chamber CEO & President
WANT TO CRUSH YOUR FOMO?

For local business intel, Americans trust newspapers more than any other source.

– Pew Research

Vilona traded her Fear of Missing Out for absolute confidence when she discovered a competitive edge. By using The Oklahoman’s business section, she can identify new clients and strengthen relationships with current customers. “It’s a great way to understand all the facets and find all the key players,” she says.

Why is that important? Well, Vilona considers networking essential and The Oklahoman an inexpensive and practical tool to drive her success. To her friends she often says, “The Oklahoman is affordable, and such a wonderful resource, why wouldn’t you get the paper?”

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To unfold more stories and subscribe, visit OklahomaUnfolded.com or call 855-958-0386

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WE ARE OKLAHOMANS. OUR GOAL IS TO HELP MAKE OUR STATE A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.

Meet Vilona
Owner, Vilona Michael Marketing, LLC

“For business, I definitely recommend subscribing to The Oklahoman. I use it to find out who all the key players are in the city.”
Reach an Engaged Audience Through TRDC Opportunities

With a membership of nearly 4,000 companies and the engagement of Oklahoma City’s top business and civic leaders, the Greater Oklahoma City Chamber offers an ideal audience for marketing the products and services of your business. During its annual Total Resource Development Campaign (TRDC), Chamber members will have the opportunity to access marketing solutions in Chamber programs, at its events and in its portfolio of publications and websites.

During the campaign, a network of volunteers will help you discover the advertising or sponsorship options that will maximize your marketing plan and reach your ideal audience. Visit www.okcchamber.com/TRDC to view a list of volunteers who can help you multiply your marketing reach with the Chamber.

Chamber events

Each year, the Chamber hosts more than 70 events for the business community and the public. From the Chamber’s signature events that reach thousands of attendees to networking-focused events like the monthly Sunset Receptions and the SchmoozaPalooza Trade Shows, you can choose to sponsor events that reach a specific audience type. All combined, Chamber events reach more than 20,000 people each year.

Chamber event attendees include leaders from all aspects of the Oklahoma City community. Companies that purchase event sponsorship get recognized on event signage, invitations, websites and more – all while gaining exposure in front of elected officials, business leaders, decision makers and the public throughout the year.

Print and digital advertising

Chamber newsletters and publications are frequently accessed by businesses and individuals looking to learn more about Oklahoma City and its business community. These advertising opportunities allow businesses to promote themselves to thousands of people each month.

TRDC is a perfect time to talk to a volunteer about purchasing an ad in The POINT! monthly newsletter or sponsoring content in the digital ePOINT newsletter. Companies that want to market their services to new residents of Oklahoma City would benefit from an ad in the annual Oklahoma City Welcome Guide. By advertising in Chamber publications, you can double your impact with ads in both print and digital versions.

Chamber websites

Chamber websites are a go-to source of information on the Oklahoma City economy and its current events. Advertise with a member spotlight or premium homepage ad on www.okcchamber.com to reach Chamber members and community leaders. The Chamber’s relocation website, www.abetterlifeokc.com, and its weekly blog offer ads to promote your company to new residents. Ads on the Chamber’s websites can be linked directly to your website, allowing you a direct connection to your audience.

TRDC sales start on April 18. Get in front of our engaged audience by contacting a TRDC volunteer today.

Visit www.okcchamber.com/TRDC for more information.
Call for Entries: 2016 Metro 50 Awards

Is your company one of the fastest growing in the metro? The Metro 50 committee will begin accepting applications for the 2016 Metro 50 awards on April 15, giving Oklahoma City businesses the chance to be recognized for their growth and success.

Qualified companies must have been in business for at least three years; be for-profit, privately-held companies; be headquartered and operated in the Greater Oklahoma City Metropolitan Statistical Area; have total operating revenues or sales in 2015 of at least $1 million; and not be a holding company, regulated bank or utility. Companies will be ranked based on percentage of revenue growth during 2013-2015.

To apply or see winners from 2015, visit www.okcchamber.com/metro50 or email Meredith Manley at mmanley@okcchamber.com for more information. The deadline for applications is Wednesday, June 1, 2016.


Small Business Day at the Capitol Set for April 27

Small businesses in Oklahoma City play an important role in Oklahoma's economy. Join Lt. Gov. Todd Lamb as he celebrates the state’s small businesses and their contributions to Oklahoma alongside business leaders and elected officials at the 18th annual Lt. Governor's Small Business Day at the state Capitol. This free event will be held at the Capitol’s second floor rotunda on Wednesday, April 27, from 9:30 a.m. to 1 p.m., and will provide attendees with high-level networking and the opportunity to discuss issues impacting small businesses with state leaders.

There is no cost to register and lunch is provided. The event will also include a presentation of the 2016 winners of the Small Business Award of Excellence. To nominate a company or to register for an event, visit www.okstatechamber.com/events.
MegaLunch: April 21

Make new connections at the fun and fast-paced MegaLunch, where a computerized rotation schedule allows participants to maximize the number of people they meet. This members-only event will take place at Coles Garden, 1415 NE 63rd St., on Thursday, April 21, from 11 a.m. to 2 p.m.

To maximize networking opportunities, only one person per member company may attend. Special thanks to Host Sponsor Coles Garden.

Get to know the Chamber at Member Orientation

Are you new to the Chamber or do you want to deepen your engagement? Attend the Chamber’s monthly Member Orientation to hear senior-level staff discuss the overall mission of the Chamber and how you can get involved in ways that will benefit your company.

Member Orientation meetings allow attendees to network with other new members, Chamber ambassadors and Chamber staff. Upcoming Member Orientations will be held on April 12, from 4 to 5:30 p.m., and on May 10, from 8:30 to 10 a.m. Both events will be held at the Chamber’s offices at 123 Park Ave. Visit www.okcchamber.com/events for more information.

Could this mean an end to diabetes?

It is not enough to administer medicine. We discover better treatments and uncover new cures, helping to change the face of healing and save lives in our community, our nation and our world.

This isn’t just medicine. It’s the invention of medicine.
Metal Container Corp. Celebrates 30 Years in OKC

In 1986, Metal Container Corp., a subsidiary of the Anheuser-Busch corporation, began manufacturing aluminum beverage can lids on seven acres in the World Airport Industrial Park in Oklahoma City. In May, the plant will celebrate its 30th anniversary of being located in Oklahoma City. The plant produces lids for beer and beverage cans in the 12- or 16-ounce size, and if you drink beer produced by Anheuser-Busch in the United States, you have certainly used their product. The Oklahoma City plant also supplies lids to PepsiCo, Monster Energy Drink and Modelo, better known to consumers in the U.S. as Corona.

While the primary product of Metal Container Corp. has remained the same for the past 30 years, its size and responsibility have grown. Due to multiple expansions, the plant’s physical size has grown from 80,000 square feet to 135,000 square feet. This increase in facility space allows Metal Container Corp. to produce five times the product amount as they did in 1986. The plant currently produces 475 aluminum can lids a second, totaling 41 million lids in a day. The plant has also grown from 40 employees in 1985 to 175 today. Of the original 40 employees, 13 of them still worked at the plant at the beginning of 2016.
Maximize Your Membership with the Chamber

As a member of the Greater Oklahoma City Chamber, you have the opportunity to connect with an engaged audience of nearly 4,000 businesses in the Greater Oklahoma City area. Take advantage of your membership by marketing your business through the Chamber’s digital portfolio and networking with like-minded business leaders.

**Become a Chamber ambassador**

By getting involved, you are not only expanding your circle of business contacts, but you are also becoming more familiar with the work of the Chamber. The Chamber’s ambassadors work to educate, enlist and involve Chamber members in committees and activities. They focus on welcoming new members, member retention and grand openings. Another important role of a Chamber ambassador is helping at Chamber events throughout the year.

**Update your directory information**

The Chamber’s online membership directory is a resource for community members looking for goods and services. Make sure that your information is always kept updated so you never miss out on a sales lead. Main representatives for each company can update the corresponding business profile, while any registered user can update his/her personal profile and email preferences from the member log in page.

**Build your customer base**

Help your company stand out from the competition by posting discounts with your directory listing on the Chamber’s website. Your company’s main representative can post discounts alongside your company listing on www.okcchamber.com. To post, log in and click “Add/Edit a Discount.”

**Share your news**

Is your company expanding its operations? Hosting a grand opening? Did your company just receive an award? Share your company’s news with the business community on www.okcchamber.com. To add a new story, log in to the Chamber website and click “Add a News Article.”

**Support Chamber programming**

Through the Total Resource Development Campaign (TRDC), the Chamber receives support for its programs, events and publications. As a TRDC volunteer, you can help the Chamber produce its program of work by connecting the business community with sponsorship and advertising opportunities.

**Welcome new businesses**

Each year, dozens of Chamber members host grand openings and ribbon cuttings to celebrate their new businesses. The Grand Opening Committee members attend these events to offer congratulations on behalf of the Chamber. Committee members are notified of upcoming grand openings via email, and there are no monthly meetings to attend.

For more information on ways to engage through your Chamber membership, contact a member of the membership division at info@okcchamber.com.
TIF Projects Vital to OKC Economic Development

In Oklahoma City, tax increment financing, or TIF, is one important component of the city’s economic development portfolio. The TIF tool is used in areas where investment, development and economic growth are difficult, but possible with TIF assistance. Many formerly-blighted areas were redeveloped because of TIF investment, including the renovated Skirvin Hilton Hotel and the Oklahoma Health Center.

While TIF programs exist in cities across the nation, rules for tax increment financing vary by state and municipality. Here is a primer on how the funding mechanism works in Oklahoma City.

**Why TIFs are used**

In Oklahoma City, TIFs are used to generate new employment opportunities (through the creation of new enterprises, new economic activity and new investment); attract investment to areas of need throughout Oklahoma City, particularly areas that are distressed or blighted; and generate new residential and commercial investment that enhances quality of life, education and economic stability. By using TIF monies to fund projects, the City is able to invest in community improvements without raising taxes.

**How TIFs are formed**

First, the City of Oklahoma City identifies a project or area that needs reinvestment, urban renewal or historic preservation. The City Council then establishes a TIF review committee made up of key representatives from the school district, county, vocational technical institutes, city/county health entities, city council and planning commission representatives, and three at-large public members, one of which must represent the business community within the proposed TIF district.

This review committee considers and recommends the development of a project plan for the TIF district, including the district area, its basis for TIF eligibility and a budget for TIF expenditures. This project plan allows the committee to determine whether or not the area meets eligibility standards. Finally, the TIF district project plan must be approved by three groups: the review committee, the planning commission and the Oklahoma City Council. This process is designed to be transparent and open to the public since the meeting of the TIF review committee, the city council and the Oklahoma City Economic Development Trust are subject to open meeting laws. Once approved, the projects are carried out under the direction of the city manager.

**How TIFs work**

When private investments within a TIF district lead to higher property values, the resulting increase in property tax revenue is reinvested within the district. The TIF process splits tax revenue generated from properties within the TIF district into two components: Base revenues, or the amount available before the TIF district is established, and incremental revenues, or revenues in excess of the base revenues of the area that are generated by development projects.

These incremental revenue dollars are allocated to the city and are used to underwrite projects within the district for 25 years or less. Projects can include public improvements, parks and school projects, blight redevelopment or private developments within the district.

After the statutory life of the district expires, the taxing entities of the district will receive the full value of its assessment, but before the life of the TIF expires, the

### Indirect Revenue Sharing in TIF 2

**Chart 1**

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<th>Public Schools</th>
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Through 2015, $25.4 million in indirect revenues were distributed to OTJs in TIF 2.
original taxing jurisdictions (OTJ) may receive a portion of the revenue generated by the TIF. In Oklahoma City, the City Council established a method to share the revenues. Indirect revenues are the result of the growth in property tax revenues from projects where the city did not provide assistance.

As an example, by establishing revenue sharing through indirect projects in TIF 2, the Oklahoma City Public School District receives more revenue than if the TIF was not established, even under the most aggressive revenue growth projections. Through 2015, other taxing jurisdictions in TIF 2 received $25.4 million in indirect revenues, with the school district receiving the largest percentage of those funds (see Chart 1).

Recently, the Oklahoma City Council approved an amendment to TIF 2 that removed the First National Center and the Core to Shore area from its boundaries. The Core to Shore reinvestment area was created as a result. The area consists of six new TIF districts under one project plan. The area is currently generating $1.2 million in ad valorem taxes, and the TIF agreements will allow revenue sharing to benefit the original tax jurisdiction. These six TIFs will extend Oklahoma City’s central business district to the south to include Myriad Gardens and help connect it to the future MAPS 3 Park and the Oklahoma River. Overall objectives of the area include upgrading the aging water, sewer and storm water infrastructure and transitioning the site of the current Cox Convention Center into different uses after the completion of the new convention center.

A TIF district including the First National Center was also approved, with the purpose of renovating the Oklahoma City landmark building.

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Established TIF districts in Oklahoma City

Oklahoma City has nine TIF districts which cover 4,044 acres, or 1 percent of the land area of Oklahoma City. Combined, these nine districts have a budget allocation of $427.3 million.

Health Science Districts: TIF 1 and TIF 7
- Created in 1993 and 2007, respectively, these TIFs promote development in and around the University of Oklahoma Health Sciences Center. From 2002-2011, this district added 2,000 jobs (an 18.7 percent growth rate).

Downtown: TIF 2
- Created to capitalize on the investments of the original MAPS projects, this district has added more than 2,000 housing units, with 1,500 additional housing units underway or planned, since its creation. Approximately $800 million in new market value has been generated in this district in the past 15 years.

Skirvin Hotel: TIF 3
- This TIF was created to renovate a landmark historic property in Oklahoma City. The renovated Skirvin Hilton Hotel is now a crown jewel in the city’s hospitality industry.

Oklahoma Riverfront Districts: TIF 4 and TIF 5
- These districts help support redevelopment along the Oklahoma River and the Dell Computers employment center. Since its creation, this district has added 2,100 jobs and $720 million in salary generation.

Las Rosas Residential: TIF 6
- This district was created to help promote infill housing development in the Las Rosas neighborhood while capitalizing on the MAPS for Kids investment in Wheeler Elementary School. Since it was created in 2005, the area has seen 30 new housing units and $4.4 million in investment.

Devon Energy Center: TIF 8
- The funds generated by TIF 8 were used to invest in $176 million in downtown streets, sidewalks, parks and plazas while helping make the towering Devon Energy Center possible.

Northeast Renaissance: TIF 9
- Funds generated in this district, which was created in 2015, will be invested in the redevelopment of the NE 23rd Street Corridor between Interstate 235 and the Oklahoma River.
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Congratulations to these Chamber members on their recent Grand Openings!
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.

Ember Modern American Tavern
6300 Waterford Blvd.
Oklahoma City, OK 73118

ResourceMFG
4334 Northwest Expressway, Suite 187
Oklahoma City, OK 73116

Cardinal Yoga
2412 N Olie Ave.
Oklahoma City, OK 73106

Zaxby’s
5859 Northwest Expressway
Oklahoma City, OK 73132

ResourceMFG
4334 Northwest Expressway, Suite 187
Oklahoma City, OK 73116

MB Business Capital
100 Park Ave., Suite 700
Oklahoma City, OK 73102

Junior Achievement
Two Leadership Square
211 N Robinson Ave., Suite 201
Oklahoma City, OK 73102

Staff One, Inc.
13825 Quail Pointe Drive
Oklahoma City, OK 73134

Sam’s Club #7189
4100 N May Ave.
Oklahoma City, OK 73116

MB Business Capital
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Oklahoma City, OK 73102

Sam’s Club #7189
4100 N May Ave.
Oklahoma City, OK 73116

GRAND OPENINGS

NEW DOWNTOWN BRANCH
Opening April 18
OKC Ranks No. 11 for “Best Cities for Women-Owned Businesses”

- WalletHub analysts compared the 100 largest metros across 10 key metrics measuring friendliness to women-owned businesses.
- Overall, Oklahoma City ranked No. 11 for new business friendliness, female entrepreneurship and business climate for women.
- Oklahoma City ranked No. 5 in female entrepreneurship.

For comprehensive Economic Indicators and Regional Data, please visit your Greater Oklahoma City Chamber Economic Development Division www.greateroklahomacity.com/economicindicators or contact Eric Long, Research Economist – (405)297-8976; elong@okcchamber.com

### Table: ECONOMIC INDICATORS

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<td>Kansas City, MO-KS</td>
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<tr>
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<td>9</td>
<td>Greensboro, NC</td>
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</table>

Source: U.S. Census Bureau, U.S. Small Business Administration and WalletHub research, 2016

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### Refined Dining

**Introducing**

**PARK AVENUE GRILL’S SOUTHERN TABLE MENU**

Park Avenue Grill’s new Southern Table menu concept was created with an emphasis on farm-to-fork fare and seasonal cuisines crafted by hand from local, sustainable, and organic sources.

Our new Grab-and-Go breakfast options and daily lunch specials were designed with your work calendar in mind. And when every minute counts, just order online to get the full Park Avenue Grill culinary experience in a fraction of the time.

**Park Avenue Grill**

405 702.8444

PARKAVEGRILL.COM

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*Short on time? Email us your order at to-gopag@skirvinhilton.com*
Between 2009 and 2014, AT&T invested more than $120 billion in our wireless and wireline networks. That’s more money spent in the United States than any other public company. Because we believe in the power of American innovation.