

Oklahoma City Media Kit 2025

Fast facts, proof points and story hooks for reporters, investors and travel writers.

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Quick facts

- Land area: more than 620 square miles (one of the nation's largest cities by area).
 - Cost of Living Index: 81.0 (U.S. average = 100), Q1 2025.
 - 2024 passenger record: 4.6 million travelers at Will Rogers World Airport.
 - Nonstop reach: 30+ destinations across the U.S.; first international nonstop launches Nov. 8, 2025 (OKC-Cancún).
 - 2028 Olympics: Oklahoma City will host Canoe Slalom at RIVERSPORT Rapids and Softball at Devon Park during LA28.
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Climate

- Average high: 72°F · Average low: 50°F
 - Average annual precipitation: ~36 inches
 - Four distinct seasons; generally mild winters and long summers.
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Top employers (Oklahoma City MSA)

As of April 2024

| Employer | Employees (approx.) |
|--|---------------------|
| Tinker Air Force Base | 26,000+ |
| University of Oklahoma (Norman campus) | 12,000+ |
| OU Health | 12,000+ |
| Hobby Lobby Stores, Inc. | 12,000+ |
| Integrus Health | 10,000+ |
| Paycom | 7,000+ |
| Mercy | 6,000+ |
| Accenture | 4,000+ |
| Dell Technologies | 2,200+ |
| Deaconess/Century | 2,000+ |

MAPS 4 (transformational public investment)

Approved in 2019, MAPS 4 directs nearly \$1.1 billion (via a temporary penny sales tax, 2020–2028). Over 70% supports neighborhood and human needs.

The 16 MAPS 4 projects include:

- Parks (\$154M) · Youth Centers (\$118M) · Senior Wellness Centers (\$31.7M) · Mental Health & Addiction (\$44.6M) · Family Justice Center (\$42M) · Transit (\$97M) · Sidewalks/Bike/Trails/Streetlights (\$96.5M) · Homelessness (\$55.7M)
 - Paycom Center/related facilities (\$116M) · Animal Shelter (\$42M) · Fairgrounds Coliseum (\$82M) · Diversion Hub (\$18.9M) · Innovation District (\$76.7M) · Clara Luper Civil Rights Center (\$17.1M) · Beautification (\$32.8M) · Multipurpose Stadium (\$41M)
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New downtown arena (Thunder's future home)

Voters approved a six-year, one-cent sales tax in Dec. 2023 to fund a new downtown arena. Designs by MANICA/TVS were revealed in July 2025. Target opening: 2028–29 NBA season.

GO Bond 2025

Oklahoma City voters will consider the GO Bond 2025 package on Oct. 14, 2025. If approved, the initiative will fund major infrastructure improvements, continuing the city's tradition of long-term investment.

Transportation & connectivity

- Will Rogers World Airport (OKC) handled 4.6M passengers in 2024; first international nonstop launches Nov. 8, 2025.
 - More than 30 nonstop U.S. destinations served.
 - Amtrak Heartland Flyer connects OKC to Fort Worth daily.
 - EMBARK provides bus and streetcar service across the metro.
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Key industry sectors

- Bioscience & Healthcare: Anchored by OU Health, OMRF, and a growing cluster of life sciences companies.
 - Aviation & Aerospace: More than 300 firms including Boeing, Tinker AFB, and maintenance operations.
 - Energy: Traditional oil & gas plus rapidly growing renewables sector.
 - Film & Creative Industries: OKC Film & Creative Industries Office supports production across the metro.
 - Technology & Innovation: Paycom, Innovation District, and growing startups.
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Trivia & Fun Facts

- OKC is the horse show capital of the world.
- Home to the National Cowboy & Western Heritage Museum.
- Bricktown Canal offers water taxi rides through downtown.

What's next downtown

The Boardwalk at Bricktown mixed-use plan includes the proposed Legends Tower, a 1,907-ft supertall concept. The site has been rezoned; early phases are advancing while approvals and timelines for the tower evolve.

Accolades & rankings (highlights)

- One of the most affordable large metros (C2ER Cost of Living Index, 2025).
- Growing reputation in tech, bioscience and entrepreneurship (Innovation District).
- Nationally recognized for MAPS quality-of-life investments.
- LA28: Selected as official venue city for Canoe Slalom and Softball events.

More available on okcchamber.com/accolades

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Sources: City of Oklahoma City, Greater OKC Chamber, Visit OKC, OKC Airports, LA28

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