

VELOCITY

AUGUST 2024 • OKCCHAMBER.COM

OKC SET TO VOTE ON HOTEL TAX TO LEVEL THE PLAYING FIELD

The Chamber is supporting an effort to increase the City's hotel tax to provide more funds for the promotion of Oklahoma City as a visitor destination. The Oklahoma City Council set the vote for August 27.

"The improvements made in this community over the past 30 years have created a dynamic destination for meetings and tourism," said Christy Gillenwater, president & CEO of the Chamber. "Unfortunately, the money available to really share that story with the world has not grown, and that hampers our ability to tell the story and sell what we have to offer."

The tax is only charged to people who stay overnight in a hotel or rent a home-sharing property in the City of Oklahoma City. The current tax is 5.5%, and the increase would take the total tax to 9.25%. The increase would bring in an additional \$11.6 million annually, with 75%

CONTINUED ON PAGE 6



CHAMBER EDUCATION INITIATIVE UNDERWAY WITH DIRECTOR OF EDUCATION RHONDA BAKER

eagerness for this the education initiative, stating, "There is so much energy and excitement on the education side, and there's a real belief and desire to collaborate, work together and tackle this to the best of Oklahoma City's ability."

While there is much excitement, Gillenwater also acknowledged the challenges set forth when approaching education. At the recent forum, panelist Bob Funk, Jr. emphasized Gillenwater's comment, stating, "We know there's no silver bullet to solving educational challenges, but we are committed to making a difference."

Making a difference in education is exactly what Baker is committed to doing in her new role at the Chamber. With 20 years' experience as a teacher for middle school, high school and college, and experience in the Oklahoma House of Representatives, Baker is the perfect candidate to lead the education initiative.

CONTINUED ON PAGE 5



RHONDA BAKER
Director of Education

The Greater Oklahoma City Chamber has prioritized education as a focus in its 2024 Strategic Plan, with Rhonda Baker stepping in as the new Director of Education. This initiative aims to tackle the complexities of the education initiative.

At the July Chamber Forum, focusing on the chamber's strategic plan, Chamber president & CEO Christy Gillenwater expressed the



A New Noninvasive Treatment for Essential Tremor

OU Health is the first and only health system in Oklahoma to offer an incisionless treatment for patients with medical refractory essential tremor that can result in improvement in hand, head and body shaking as well as increased mobility through a same-day treatment. Called “Focused Ultrasound,” the new technology is for essential tremor patients who have not responded to medication, or who cannot take it.

Focused ultrasound for essential tremor is an FDA-approved, non-invasive procedure that’s transforming patient care. The procedure uses ultrasound waves to target the specific areas of the brain responsible for tremors. Guided by MRI, the soundwaves pass safely through the skull and soft tissues to focus heat on only the targeted area, providing relief from symptoms. With no surgical cuts or permanent implants necessary, there is minimal to no risk of infection, and the treatment is often performed on an outpatient basis. Many patients can expect to resume normal activities within days.

OU Health is proud to be the first in Oklahoma to offer this revolutionary treatment.

To make an appointment or for more information, visit us at OUHealth.com/EssentialTremor

OU Health Physicians — Neurosurgery Clinic
1000 N Lincoln Blvd, Suite 4000
Oklahoma City, OK 73104
(405) 271-4912



LEADERSHIP NOTES



CHRISTY GILLENWATER
President & CEO

Oklahoma City is clearly on a roll. Or to paraphrase the Mayor from his recent State of the City speech, Oklahoma City is always winning. We are competing at a high level, and we are successfully creating an ever more dynamic city to operate a business and raise a family. We all know that story, but it is time we amp up our efforts to tell the world, and we can make that happen by voting YES on August 27 to increase our hotel motel tax.

The key to improving our image is to grow our outreach to visitors. Not only do we share the story of what a fantastic city this is, but we also reap the benefits of job growth and bringing billions of dollars into our economy. When a visitor comes to Oklahoma City, they leave as an ambassador of this place, telling friends, family and co-workers of their experiences here. The visitor today is tomorrow's resident, business owner or investor.

We have invested in world-class visitor amenities and assets, and to reach their full potential requires a steady influx of visitors, which will only materialize if we adequately tell our story.

The cycle of development we have created with public investment in facilities and subsequent private investment has resulted in a dynamic restaurant and retail scene in our city. Visitors are a big part of their success and one we don't want to take for granted. A growing visitor economy keeps these important quality of life amenities vibrant.

Perhaps the most important aspect of this proposed tax increase is that others pay the bill. Visitors pay a total of more than \$350 million a year in local taxes – well beyond what they pay on their hotel or lodging. These taxes provide vital city services.

Please join me in voting YES on August 27. Visit the campaign website at www.promoteokc.com/support, where you will find tools to share this information with co-workers and friends. Help us spread the word about the election and our city's next big opportunity. Onward!

»» **READ CHRISTY'S VELOCITYOKC ONLINE STORY OF THE MONTH**

'Twisters' Filming Map Highlights Oklahoma's Cinematic Landscapes

VELOCITYOKC.COM/CHRISTYSPICK



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CHRISTY GILLENWATER
Greater Oklahoma City Chamber
President & CEO

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UPCOMING EVENTS



CALENDAR

(Events are subject to change.
Consult okcchamber.com/events
for the most recent updates.)

AUGUST 21

Chamber Forum

11:30 a.m. to 1 p.m.

The Petroleum Club

100 N Broadway, 34th Floor

OKCChamber.com/AugustForum

SEPTEMBER 18

Chamber Forum

11:30 a.m. to 1 p.m.

The Petroleum Club

100 N Broadway, 34th Floor

OKCChamber.com/SeptemberForum

SEPTEMBER 25

State of the Region

11:30 a.m. to 1:30 p.m.

National Cowboy & Western

Heritage Museum

1700 NE 63rd St.

OKCChamber.com/Region

August Chamber Forum: The Impact of Health and Wellbeing on Business

The Greater Oklahoma City Chamber will host its August Chamber Forum, The Impact of Health and Wellbeing on Business, on August 21 from 11:30 a.m. to 1 p.m.

The health industry is pivotal to Oklahoma City, and the discussion surrounding health and wellbeing is prominent.

According to Gallup, 75% of medical costs accrued are mostly due to preventable conditions, and \$332 billion of turnover and lost productivity costs globally is due to employee burnout.

At the August Chamber Forum, hear from a panel of experts from Oklahoma City's health systems who will share how businesses can partner together to get crucial resources in the hands of their employees.

The cost to attend the Chamber Forum is \$45 for Chamber members and \$55 for nonmembers. To register, visit okcchamber.com/augustforum.

Special thanks to Presenting Sponsor Cox Communications and Corporate Sponsor ADG | Blatt.

State of the Region 2024

The Greater Oklahoma City Chamber will host its second State of the Region event on September 25 from 11:30 a.m. to 1:30 p.m. at the National Cowboy and Western Heritage Museum.

This event was established to bring attention to issues that impact our region's growth and development. This year's event will explore two engaging panel discussions focused on the challenges of growth in the region, and the Regional Transportation Authority of Central Oklahoma's (RTA) work and future plans.

The first panel will feature thought leaders from throughout the region who will discuss politics, education and economic development in the region, with a particular focus on the challenges of rapid growth and the continued need for a focus on creating sites for economic development.

The second panel will feature leaders with the RTA who will discuss the progress on a regional transportation plan and what decisions lie ahead for funding, constructing, implementing, operating and maintaining transportation projects in the region.

Tickets for the event are \$60 for members and \$75 for nonmembers. To register or learn more, visit okcchamber.com/region. Sponsors tables are also available, contact Suzette Ellison, sellison@okcchamber.com.



EDUCATION (CONT'D FROM PAGE 1)

As Director of Education, Baker aims to increase outcomes and opportunities for students, including graduation rates, career and college preparation, engagement in apprenticeships and more. She knew the position would allow her to continue to be highly engaged in education, ensuring promotion, good policy and positive influence for the schools of Oklahoma City.

“I’ve enjoyed learning the ropes and educating myself on the issues at-hand and how I can best support in Oklahoma City and the region,” said Baker.

Currently, Baker is assessing the unique needs and challenges of Oklahoma City’s schools, such as the importance of literacy rates, STEM statistics and COVID-19 education recovery within the region’s schools.

Funk Jr. believes another critical role in education is workforce development, with a long-term investment integrating K-12, career technical education and higher education to meet the demands of the workforce market.

With each goal presenting a new challenge, the light at the end of the tunnel is not always in clear view. However, the Chamber and its partners are confident the education initiative will achieve many successes toward the overall enhancement of Oklahoma City.

Baker explained her end goal is to configure a plan to increase educational outcomes to attract more families and businesses to the city.

“Ultimately, we want to bring favor to Oklahoma City, and when we’re trying to promote economic

development and promote our state, the education component is very important,” Baker said.

Baker indicated it is time for education to be more proactive by focusing on successes, so the community hears more positive aspects. “Oklahoma City must become more aware of the incredible things educators do for the students and schools,” said Baker.

“I am excited and inspired to wrap our arms around Oklahoma City Public Schools and schools in the area to help and support them in a meaningful way,” Baker said.

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of the increase going toward direct funding to promote and/or foster convention and tourism development. The remainder of the increase would go toward event sponsorship (13.3%), a vital tool for attracting events, OKC Fairgrounds improvements (6.7%) and OKC Convention Center improvements (5%).

“Our competitive cities' budgets are more than double what we have to spend, so for us to really be able to compete for business and sell this city the way it deserves to be sold, this increase is vital.” - Zac Craig

“The amount provided for promotional purposes hasn't been increased since the tax was instituted in 1972,” explained Zac Craig, president of Visit OKC. “This destination has changed so dramatically. Our competitive cities' budgets are more than double what we have to spend, so for us to really be able to compete for business and sell this city the way it deserves to be sold, this increase is vital.”

Competitive cities' budgets are significantly higher, but so are their hotel tax rates. Oklahoma City, at 14.13% currently, is significantly lower now than competitive and surrounding cities such as Tulsa (16.52%), Austin (17%), Kansas City (18.35%) and Fort Worth (19%). At the new rate of 17.88%, Oklahoma City will still be competitive for meetings and events.

The additional funding for tourism and meetings promotion and development would attract more visitors by scaling marketing efforts to attract meetings and conventions, large events and leisure travelers. “We know that today's tourist is potentially tomorrow's resident or business owner,” said Gillenwater. “It is so important for our community's growth to create a stronger tourism brand – it grows our hospitality industry and employment, and it also importantly has a positive impact on our business development efforts and goals of attracting critical workforce.”

The vote will be held on August 27 and registered voters within the City of Oklahoma City are eligible to vote.

The vision behind the proposed tax increase is to assist in the growth and development of Oklahoma City, ensuring the momentum built over the past three decades continues. By leveraging tax from tourism, the city aims to boost its economy and enhance its appeal as a premier destination. Visitors will contribute to building a better city, as funds generated from the tax will be reinvested into critical infrastructure and promotional efforts – all without burdening local residents.



The new OKC Convention Center enhances the city's quality of life, attracts tourism and boosts the local economy with its modern, versatile event space.



RIVERSPORT OKC has been a key location in OKC, drawing visitors from far and wide, forging nationwide connections and fueling local economic growth with its vibrant energy.

The City's overall plan to maximize destination infrastructure, including the OKC Convention Center, RIVERSPORT, Will Rogers World Airport and more will enable Oklahoma City to attract more direct flights, high-profile events and major conventions. The city is also preparing for a range of upcoming projects, including investments from MAPS 4, the new arena, OKANA Resort and OG&E Coliseum. These projects are expected to draw significant interest and visitors, further necessitating the need for more promotional efforts.

The city aims to compete on a higher level playing field for major events like the All-Star Games, NCAA and SEC bids, festivals and more. This tax increase is a way to secure these important events and ensure Oklahoma City meets and exceeds expectations as a top-tier destination.

Ultimately, the proposed tax increase is designed to strengthen Oklahoma City's brand to tell our story, boost the local hospitality industry to a level playing field and support economic development goals. By attracting more visitors, the city can continue its positive growth cycle that benefits residents, businesses and the community.



The new Will Rogers Airport Terminal includes a security checkpoint, a public observation gallery, expanded shopping and dining options, as well as a range of high-tech upgrades that position the airport to boost OKC's economic growth.



Diversion Hub conceptual rendering by Rees Associates

OKLAHOMA COUNTY DIVERSION HUB CELEBRATES NEW BUILDING ON THE HORIZON

Oklahoma has one of the highest incarceration rates in the United States. In order to improve the criminal justice system in the state, the Oklahoma County Diversion Hub is a multi-agency network created in June 2020 to assist low-level offenders, stabilize their lives, receive life-changing services and transition back into the Oklahoma City community.

To provide services such as workshops, classes, betterment programs and additional support, the Diversion Hub needs a larger space to operate than its current building provides.

On July 16, the Oklahoma City Council approved plans for a new \$18.9 million, 35,575-square-foot Diversion Hub facility located on a 2.59-acre plot on Linwood Blvd. between N. Western Ave. and N. Klein Ave. The facility is a project incorporated in Oklahoma City's MAPS 4 Implementation Plan.

"Our goal is to divert people away from the criminal legal system with an individualized approach," said Executive Director of Diversion Hub Meagan Taylor. "Our approach supports the individual and helps ensure the best possible outcome for our community."

The new facility will relieve a large amount of pressure from the Oklahoma County Jail, further enhancing the

criminal justice system in Oklahoma City. The facility will also provide ample space for the organization and community partners to connect clients to resources and programming outside of the Diversion Hub.

"The Diversion Hub already is a key player in the improvements occurring in the Oklahoma County justice system and we applaud the MAPS 4 progress," said Timothy Tardibono, executive director of the OK County Criminal Justice Advisory Council (CJAC). "CJAC works regularly with them and is the fiscal partner for the Misdemeanor Diversion Program (MDP) as a grant recipient from the U.S. Department of Justice. We are excited they will have expanded facilities to serve more Oklahoma County residents to break the cycle of incarceration and improve community safety."

Currently, the Diversion Hub offers a Misdemeanor Diversion Program (MDP), Failure To Appear Program, Treatment Court Recovery Navigation, Court Ordered Outpatient Recovery Navigation (CO-OP), DIRECT Program and Stand-Up Program. The organization also extends on-site weekly classes from community partners, such as Drug/DUI Peer Group, Recovery Basics Group, Parenting Class, DREAMS Court Peer Group, Anger Management, Employment and Job Readiness and Positive Thinking.

The new space will allow for additional programming, such as case management, justice navigation, peer support, employment assistance, housing navigation, family services, kitchen and dining services, behavioral health and substance-use services, probationary services and education support.

"The new facility provides more space for Diversion Hub to operate and expand their services in our community," MAPS Program Manager David Todd said. "The new MAPS 4 building, alongside the nonprofit and its partners, will connect people to trained professionals, resources and support programs in a safe, welcoming environment."

Operational expenses will be supported by a \$20 million permanent endowment fund with the Oklahoma City Community Foundation. The project budget includes 1% for public art and design features, with a request for proposals already issued to establish an artist.

Rees Associates is the project architect for the new Diversion Hub, and public bids for construction contractors will begin this month.



OKLAHOMA REPRESENTS AT FARNBOROUGH INTERNATIONAL AIRSHOW

The Greater Oklahoma City Chamber recently participated in the Farnborough International Airshow in collaboration with the Oklahoma Department of Commerce's Aerospace Commerce Economic Services (ACES) program.

"We are honored to be a good partner and support our Oklahoma and Oklahoma City delegation and to show our overall support for the aerospace industry in Oklahoma." - Jeff Seymour

Held every two years, the event is a pivotal event for the aerospace, aviation and defense industries, offering a unique platform for networking and industry discussions. This year, the airshow drew over 1,500 exhibitors and 80,000 visitors to its expansive 100,000 square meters of exhibition space, showcasing more than 87 different commercial and military aircraft along with dynamic flying displays.

"Learning about industry trends and meeting with aerospace and defense companies that already have a presence in Oklahoma helps us promote our market as a place for continued investment and growth as these companies think about their global footprint and

workload," said Jeff Seymour, senior vice president of economic development. "We are honored to be a good partner and support our Oklahoma and Oklahoma City delegation and to show our overall support for the aerospace industry in Oklahoma."

The Chamber's attendance was driven by a strategic goal to understand and engage with aerospace, aviation and defense industry trends beyond Oklahoma. By connecting with global companies and sharing insights on the aerospace and aviation developments in the Greater Oklahoma City region, the Chamber aimed to enhance its industry presence and support regional growth. ACES, known for its extensive aerospace expertise and consulting services, played a key role at the event with a significant exhibition booth as well.

Additionally, the Oklahoma City Airport Trust, part of the Oklahoma delegation, showcased the Lariat Landing development at the state booth. This project, a component of the Will Rogers World Airport Strategic Development Program, is set to transform 1,000 acres east of the airport into a hub for direct aviation, aviation support, indirect aviation, retail, industrial and office space.



FIA welcomed 80,000 visitors to explore over 1,500 exhibits, including a diverse collection of more than 87 commercial and military aircraft.

WELCOME NEW MEMBERS

Businesses who join the Greater Oklahoma City Chamber are part of the largest coalition of businesses in the state and make the Chamber's work in the community possible. Each member level is identified on the listing below.

PARTNER+

Green Fields Realty

Real Estate - Commercial
Real Estate Developers
Mr. Justin Greenfield(405) 408-8296
10412 Ski Drive
P.O. BOX 1466
Oklahoma City, OK 73101-1466

ADVISOR

Oklahoma County Detention Center

Government Agencies & Services
Ms. Bailey Woolsey(405) 713-1930
201 N. Shartel Ave.
Oklahoma City, OK 73102-2227
www.okcountycdc.net

ASSOCIATE

Primary Health Partners

Health Services
Ms. Emily Wong(405) 265-2778
1820 Commons Circle, Suite B
Yukon, OK 73099-9518
www.primary-healthpartners.com

EMERGING LEADER

Willscot

Construction Companies
Storage Container Rentals
Ms. Jennifer Rosa(405) 205-8413
14120 S. Meridian Ave.
Oklahoma City, OK 73173-8806
https://www.willscot.com

CORE

BancFirst Insurance Services

Financial Services
Mr. Adam Rainbolt, MBA, CIC (405) 600-1819
13230 Pawnee Drive, Suite 205
Oklahoma City, OK 73114
www.bancfirstinsurance.com

Computer Dealers & Recyclers Global Inc.

Information Technology
Mr. Robert Brown(405) 749-7989
401 N. Portland Ave.
Oklahoma City, OK 73107-6109
https://cdrglobal.com

The Creative Agency

Advertising / Marketing
Mr. Morgan Henderson(970) 803-0190
3201 E. Mulberry St., Suite 1
Fort Collins, CO 80524-8475
www.thecreativeagencyco.com

Fairway Independent Mortgage Corp.

Banks
Mortgages
Ms. Suprina Looney(405) 977-2497
25669 S. Kelly Ave., Suite 100
10021 Hefner Village Terrace
Oklahoma City, OK 73162-7723
suprinalooney.com

GRAND OPENINGS

Congratulations to Chamber members on their recent Grand Openings! To see the schedule of upcoming Grand Openings or subscribe to the Grand Openings calendar, visit okcchamber.com/grandopenings.

Earlywine Golf Course Club House

11600 S. Portland Ave.
OKC, OK 73170

Bluecrest Financial Alliance

6305 Waterford Blvd. Suite 300
OKC, OK 73118

Computer Dealers & Recyclers Global, Inc.

401 N. Portland Ave.
OKC, OK 73107

Goodwill Industries

316 S. Blackwelder Ave.
OKC, OK 73105

Hope is Alive Ministries-Retread Thrift Store

9470 N. May Ave.
OKC, OK 73120



ECONOMIC INDICATORS

OKLAHOMA CITY RANKS TOP 5 AMONG BEST RUN CITIES

The Best Run Cities in America

| OVERALL RANK | CITY | TOTAL BUDGET PER CAPITA | QUALITY OF CITY SERVICES | ECONOMY RANK |
|--------------|-------------------|-------------------------|--------------------------|--------------|
| 1 | NAMPA, ID | 1 | 45 | 18 |
| 2 | LEXINGTON, KY | 2 | 41 | 81 |
| 3 | BOISE, ID | 4 | 4 | 1 |
| 4 | NASHUA, NH | 13 | 3 | 21 |
| 5 | OKLAHOMA CITY, OK | 6 | 58 | 32 |
| 6 | DURHAM, NC | 20 | 16 | 19 |
| 7 | PROVO, UT | 29 | 6 | 64 |
| 8 | FORT WAYNE, IN | 11 | 49 | 78 |
| 9 | SIOUX FALLS, SD | 16 | 29 | 36 |
| 10 | WICHITA, KS | 5 | 98 | 59 |

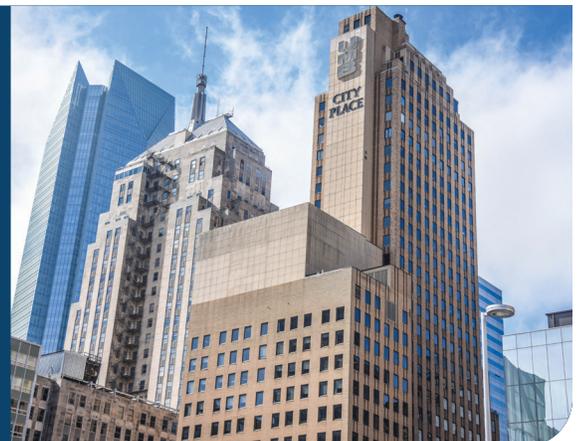
SOURCE: WALLETHUB A RANK OF 1 IS MOST FAVORABLE.

- OKC was ranked #5 Best Run City out of 150 largest cities in America by WalletHub because of how it uses its budget most effectively to provide high-quality financial security, education, health, safety & transportation to residents.
- The study indicated that OKC had the 8th lowest amount of outstanding government debt per capita which can help to prevent financial troubles in the future.
- Similarly, the most recent OKC Resident Satisfaction Survey showed that two out of three residents rated OKC as being either an “excellent” or “good” place to live (81%), work (76%) and raise children (67%). 71% of residents indicated that the City was moving in the right direction.

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

DID YOU KNOW?

Get regional demographic data, consumer expenditure information, labor force data for the Greater Oklahoma City Region and more at greateroklahomacity.com.



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STATE ^{OF} THE REGION

Focusing on Central Oklahoma Development & Collaboration

September 25

NATIONAL COWBOY & WESTERN HERITAGE MUSEUM

11:30 A.M. TO 1:30 P.M.

Members: \$65

Non-Members: \$90

REGISTER TODAY

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