

# VELOCITY

SEPTEMBER 2025 • OKCCHAMBER.COM



**KEEP OKC MOVING: THE PATH  
FORWARD THROUGH BOND 25**

[CLICK FOR FULL STORY](#)

## IN THIS ISSUE:

- 6** Business leaders to gather for October Chamber Forum
- 8** Visit OKC reports record visitor impact
- 10** Chamber-led task force targets air service expansion in OKC
- 12** OKC tourism surges in FY25 with record growth, strategic gains



**KEEP OKC  
MOVING:  
THE PATH  
FORWARD  
THROUGH  
BOND 25**

# **KEEP OKC MOVING!**

Oklahoma City voters are set to make a monumental decision on Tuesday, Oct. 14, when they head to the polls to vote on OKC Bond 25. This \$2.7 billion bond issue, the largest in the city's history, is a comprehensive proposal aimed at addressing critical infrastructure needs across OKC, without raising the tax rate.

The Greater Oklahoma City Chamber has launched the "Keep OKC Moving" campaign to encourage voter support for the bond. Chamber Chair Teresa Rose will lead the effort, rallying businesses, residents and community organizations to back this important investment in the city's future.

"We're at a pivotal moment," Rose said. "Continuing to invest in our city and maintain our infrastructure is absolutely vital. This bond issue will bring investment to every part of our city and impact every aspect of our quality of life, including safe and well-maintained roadways, public safety, parks and libraries, transit and adequate drainage."

OKC Bond 25 includes a variety of essential projects, with an emphasis on improving the city's infrastructure. Some of the key initiatives include upgrading streets and bridges, enhancing public safety facilities, expanding parks and recreational spaces, modernizing libraries and transit systems, and investing in flood management efforts to safeguard neighborhoods. These improvements are crucial for sustaining OKC's growth while ensuring that it remains a great place to live, work and raise a family.

One of the most significant aspects of this bond is that it will not raise property tax rates. Despite the scale of the investment, the city is committed to keeping the current



property tax rate unchanged. Rose emphasized that this commitment reflects the city’s desire to make impactful changes without imposing additional financial burdens on residents.

“The commitment to transparency and engaging the public in this process has been a hallmark of this bond issue,” Rose said. “We’re pleased that the process for developing the priorities has been open and inclusive. The city’s leadership has worked closely with the community to ensure these projects will have a real impact and address the needs of all Oklahomans.”

The Chamber anticipates a broad coalition of community organizations, business leaders and local residents joining the Keep OKC Moving campaign. With support from these groups, the Chamber aims to build momentum for the bond’s passage, making the case to voters that OKC Bond 25 is a necessary investment in the future of OKC.

The Chamber’s campaign seeks to engage residents across the city and ensure that everyone has access to the information they need to make an informed vote. By encouraging civic participation, the Chamber hopes to inspire a collective effort to maintain OKC’s progress while ensuring the city’s infrastructure keeps up with its growth.

Rose stressed the importance of getting involved in the campaign, saying that the support of OKC residents will be crucial in securing the bond’s passage. “This is a citywide effort, and we need the support of everyone who cares about Oklahoma City’s future,” she said. “We want to ensure that Oklahoma City remains a city where

people want to live and work for generations to come.”

The October vote will be a crucial step in the continued growth of OKC, and the outcome will impact the city’s infrastructure and quality of life for years to come. Voters who want to ensure a vibrant, sustainable future for OKC are encouraged to take an active role in supporting this bond package and its long-term benefits.

To remain informed and involved, explore the interactive project map at [okc.gov/bond25](http://okc.gov/bond25) to see specific projects by location, type, funding source or address.

Only registered voters who live in Oklahoma City are eligible to cast a ballot in the Oct. 14 election. Residency is based on city limits, not mailing address. A quick way to confirm is whether you pay the City of Oklahoma City for trash and refuse service. Voters must be registered by Friday, Sept. 19, to participate.

For more information on the proposed projects and to learn how to get involved in the Keep OKC Moving campaign, visit the official website at [keepokcmoving.com](http://keepokcmoving.com) or call 405-297-8942.

Residents can also support the bond election by requesting a yard sign, talking with friends and neighbors and sharing information online. The Greater Oklahoma City Chamber will provide updates by email and social media that can be shared to help spread the word and encourage voter participation on Oct. 14.



GREATER  
OKLAHOMA CITY  
CHAMBER

# STATE <sup>OF</sup> THE REGION

SEPTEMBER 25

11:30 a.m. to 1:00 p.m.

Embassy Suites by Hilton Oklahoma City  
Downtown Medical Center

The Chamber's State of the Region event will highlight the progress and development happening across the central Oklahoma 10-county region. The event will include a discussion of projects that are connecting cities within and outside the area, help draw attention to issues of importance and encourage collaboration between communities.

**SIGN UP TODAY**



**CHRISTY GILLENWATER**  
President & CEO

## READ CHRISTY'S VELOCITYOKC ONLINE STORY OF THE MONTH



Oklahoma tops  
list for purchasing  
power on \$100K  
salary

[VELOCITYOKC.COM/  
CHRISTYSPICK](https://velocityokc.com/christyspick)

# LEADERSHIP NOTES

## VISITOR ECONOMY: BUILDING OKC'S FUTURE ONE VISIT AT A TIME

When people visit Oklahoma City, they experience a clean, vibrant and welcoming community that exceeds expectations. That's why the visitor economy is vital: It fuels our reputation, drives investment and creates lasting impressions that strengthen our city's momentum.

We saw this firsthand when OKC hosted the Southern Economic Development Council (SEDC) conference this summer. Hundreds of economic developers came to our city. Many were impressed with how well-maintained the city looked, how much there was to do, and how OKC felt dynamic. That shift in perception matters. When decision-makers experience our community in person, they return home having experienced OKC as a driven city.

That is why the Visitor Development Plan is central to the work of the Greater OKC Chamber and Visit OKC. Visitor development is more than attracting tourists; it's about creating opportunities for business recruitment, talent attraction and long-term economic growth. From cultural events to major conventions, every visitor fuels our economy while helping us tell OKC's story.

Visitor development also plays a key role in improving air service. A stronger demand supports more nonstop connections and the pursuit of international flights, something our business community has long prioritized. Through the Chamber's Air Service Task Force, which brings together business leaders and members of the airport trust, we are working to expand options at OKC Will Rogers International Airport. Better air service strengthens our ability to compete globally, attract investment and welcome new opportunities to our city.

OKC's visitor economy is pivotal to building a community where others want to invest, experience and live. By continuing to elevate our visitor experience, we strengthen the foundation built through MAPS and public investments, as well as the private sector development.

Let's keep up the great work welcoming visitors to OKC, because every visit moves us forward.

## CONTENTS

- 2** | **Keep OKC Moving: The path forward through Bond 25**
- 7** | **State of the Region to highlight growth across central Oklahoma**
- 14** | **Myriad Gardens and Scissortail Park name new president and CEO**
- 17** | **Greater Oklahoma City Region Property Tax**

# UPCOMING EVENTS

## CALENDAR

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

### SEPTEMBER 25

#### State of the Region

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

Embassy Suites by Hilton Oklahoma

City Downtown Medical Center

741 N. Phillips Ave.

Oklahoma City, OK 73104

[OKCChamber.com/Region](http://OKCChamber.com/Region)

### OCTOBER 8

#### Chamber Forum

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

The Petroleum Club

100 N Broadway Ave., 34th Floor

Oklahoma City, OK 73102

[OKCChamber.com/OctoberForum](http://OKCChamber.com/OctoberForum)

### NOVEMBER 19

#### State of the Economy

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

National Cowboy & Western

Heritage Museum

1700 NE 63rd St.

Oklahoma City, OK 73111

[OKCChamber.com/Economy](http://OKCChamber.com/Economy)

### DECEMBER 17

#### Annual Meeting

11 a.m. - 1 p.m.

National Cowboy & Western

Heritage Museum

1700 NE 63rd St.

Oklahoma City, OK 73111

[OKCChamber.com/Annual](http://OKCChamber.com/Annual)



## *Business leaders to gather for October Chamber Forum*

The Greater Oklahoma City Chamber will host its next Chamber Forum on Tuesday, Oct. 8, from 11:30 a.m. to 1 p.m. at the Petroleum Club in downtown OKC. The discussion will focus on OKC Bond 25, a \$2.7 billion general obligation bond proposal that OKC voters will consider on Tuesday, Oct. 14. The bond would fund a wide range of infrastructure projects and is the largest in the city's history. The Chamber has launched the Keep OKC Moving campaign to build support for the initiative, which it describes as a long-term investment in the city's roads, parks, public safety and other essential services.

Two speakers with deep experience in government, finance and public infrastructure will provide insight into the proposal: Rick J. Moore, executive director of the Oklahoma Municipal Contractors Association, and Gary Jones, government affairs director at OKC Metropolitan Association of Realtors (OKCMAR).

Moore has served as executive director of the Oklahoma Municipal Contractors Association since 1999, representing companies that build and maintain infrastructure across the state.

Jones has served as government affairs director for the OKCMAR for 11 years, representing the interests of real estate professionals on issues tied to growth, housing and development.

Moore and Jones will outline how the bond package would keep pace with OKC's rapid growth, address aging infrastructure and maintain past investments without raising property tax rates. The conversation will focus on why streets, bridges, drainage and public safety facilities are at the center of the bond and how these projects impact residents' daily lives.

The Chamber Forum series brings together business leaders, public officials and residents to explore policy issues that affect Oklahoma City's growth.

Doors open at 11 a.m. for networking, and the program will begin at 11:30 a.m.

Tickets are \$55 for Chamber members and \$65 for nonmembers. The deadline to register is Oct. 3. For more information or to register, email [register@okcchamber.com](mailto:register@okcchamber.com).

Thank you to Presenting Sponsor Cox Communications and Silver Sponsor ADG Blatt.



## STATE OF THE REGION TO HIGHLIGHT GROWTH ACROSS CENTRAL OKLAHOMA

Oklahoma City has grown into the nation's 20th largest city, but as a region, central Oklahoma is positioned at 41st. That gap tells a bigger story—our future depends on how well central Oklahoma works together. Closing that gap requires collaboration across communities and counties, and the State of the Region event is where leaders take on that challenge, looking past city limits to build a stronger, more connected economy.

Hosted by the Greater Oklahoma City Chamber on Sept. 25 at the Embassy Suites Downtown Medical Center, State of the Region will spotlight growth across the 10-county area. The program is built to help attendees understand how population shifts, business investment and regional partnerships are shaping the future—and why working together is key to moving forward.

The event will begin with “Region at a Glance,” a data-focused look at central Oklahoma’s current position. From demographic trends to sector growth, this snapshot will set the stage for conversations about where the region stands and where it’s headed.

Two panels will follow. “Success Beyond OKC” will share how suburban and rural communities are revitalizing their economies through downtown

reinvestment, local leadership and niche industries, creating new opportunities for residents.

The second panel, “Economic Development & Incentives,” will examine the tools available for driving growth, from business expansion strategies to competitive incentive models. Together, these discussions will highlight how communities across the region are shaping their own futures while contributing to shared success.

At its core, State of the Region is about connection and perspective. Growth in OKC is only part of the story. To compete nationally and internationally, leaders across central Oklahoma must think and act regionally.

For business leaders in OKC, this event is a chance to step into that larger conversation. The city’s future strength depends on the region’s strength. Attending State of the Region is a way to understand the broader dynamics, build relationships and help shape how central Oklahoma grows together.

Tickets for the event are \$75 for Chamber members and \$100 for nonmembers. To register visit, [okcchamber.com/region](https://okcchamber.com/region) or email [register@okcchamber.com](mailto:register@okcchamber.com) by Sept. 19. Table sponsorship opportunities are available for \$1,800.

Thank you to our Presenting Sponsor, Simmons Bank, and our Platinum Sponsor, Post Oak Toyota.



*Business and civic leaders from across central Oklahoma will gather Sept. 25 at the Embassy Suites Downtown Medical Center for the Chamber’s State of the Region event.*

# VISIT OKC REPORTS RECORD VISITOR IMPACT

## Tourism generates \$4.6 billion annually, supports more than 35,000 local jobs

Oklahoma City's tourism economy reached record levels in 2024, according to a new report by the Tourism Economics group within Oxford Economics. The study found that 24.5 million visitors came to OKC last year, driving \$2.8 billion in direct spending and fueling a total economic impact of \$4.6 billion.

That activity supported 35,303 local jobs and produced millions in state and local tax revenue, helping reduce the tax burden on residents. The report also noted that tourism-related business generates \$1.8 billion through supply chain and income effects, benefiting sectors such as banking, real estate, insurance and professional services.

"Tourism continues to be one of Oklahoma City's most powerful economic engines," said Zac Craig, president of Visit OKC. "This year's Tourism Economics data reflects record-setting performance, and we continue building national and international awareness of our city as a dynamic, welcoming destination. From global sports events to major tourism developments, we're positioned to expand our visitor economy in the years to come."

In 2024, OKC hosted a wide range of groups and events that underscored its growing role as a meeting and sports destination. Major conventions included Sam's Club, LegalShield, GalaxyCon and the National Sheriffs' Association. On the sports side, USRowing's RowFest 2024 marked the largest event in RIVERSPORT history. The city also welcomed the USA Gymnastics Regional 3 Championships, U.S. Olympic Trials for Canoe Slalom and Kayak Cross, the WBSC Men's Softball World Cup group stage and more.

Greater OKC Chamber President and CEO Christy Gillenwater shared, "Tourism touches nearly every part of Oklahoma City's economy. It fuels 1 in 20 local jobs, enhances quality of life and builds awareness that attracts future residents, businesses and investments. This report reaffirms that tourism is not just a revenue stream—it's an investment in our future."

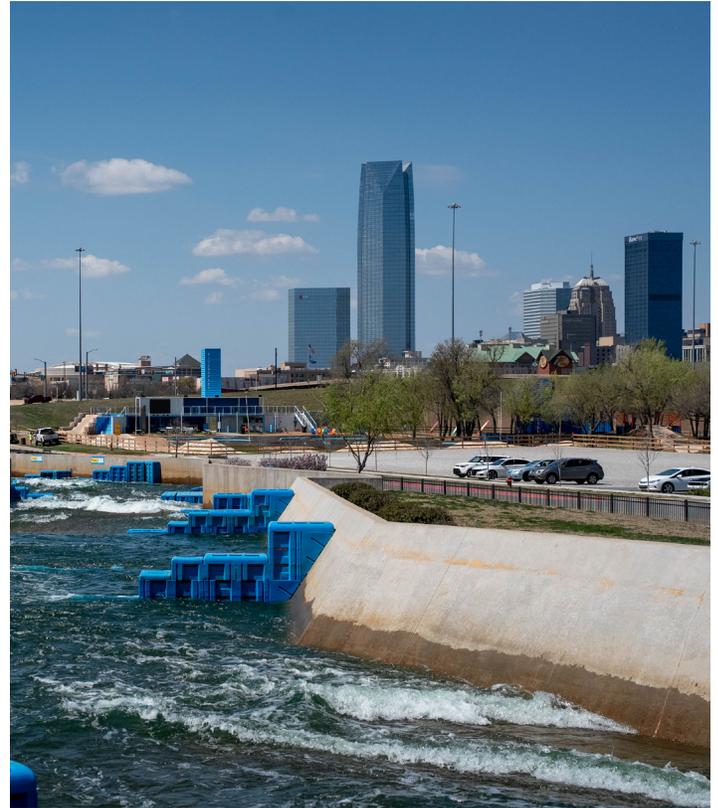
Looking ahead, Visit OKC plans to pursue new markets, secure high-impact events and focus on

areas that match the city's strengths. Its convention sales team is targeting industry-specific meetings and has introduced a proposal tool highlighting local experiences. A Customer Advisory Board will also increase stakeholder input.

OKC's sports strategy continues to position the city as a hub for major events. Visit OKC is working with partners to create a framework for large-scale hosting—covering volunteer coordination, citywide signage, transportation planning and event activations. Upcoming venues will expand possibilities for future bids and bring new conversations to the table, supporting local jobs and strengthening ties between the visitor economy and hospitality industry.

Infrastructure and amenities remain central to sustaining this growth. Visitors increasingly seek meaningful experiences, and continued investment in dining, attractions and walkable districts will help OKC stay competitive in meetings and travel trade sectors. OKC offers this with venues like the Convention Center, Scissortail Park, Bricktown Ballpark, RIVERSPORT, a new arena and multipurpose stadium—all within walking distance or connected via Streetcar.

The collaboration that results from Visit OKC as a part of the Greater OKC Chamber, and the strong partnership between the organization and the City of Oklahoma is an essential element of our success. By



aligning goals and sharing insight, OKC can attract the right events and businesses citywide. OKC's cooperative mindset remains one of its greatest strengths. The path forward is not only about increasing visitation but creating an environment that encourages repeat visits—and ensures residents benefit from the same experiences that bring others here.

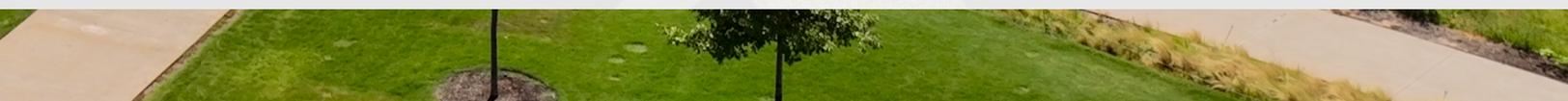
# GRAND OPENINGS

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](http://okcchamber.com/grandopenings).

**Perspire Sauna Studio - Nichols Hills** 6474 Avondale Dr., Nichols Hills OK 73116-6404

**Stand-By Personnel** 11 S. Western Ave., OKC OK 73106

**Love's Travel Stops Store 245** 3233 SW 89th Street, OKC OK 73159





## CHAMBER-LED TASK FORCE TARGETS AIR SERVICE EXPANSION IN OKC



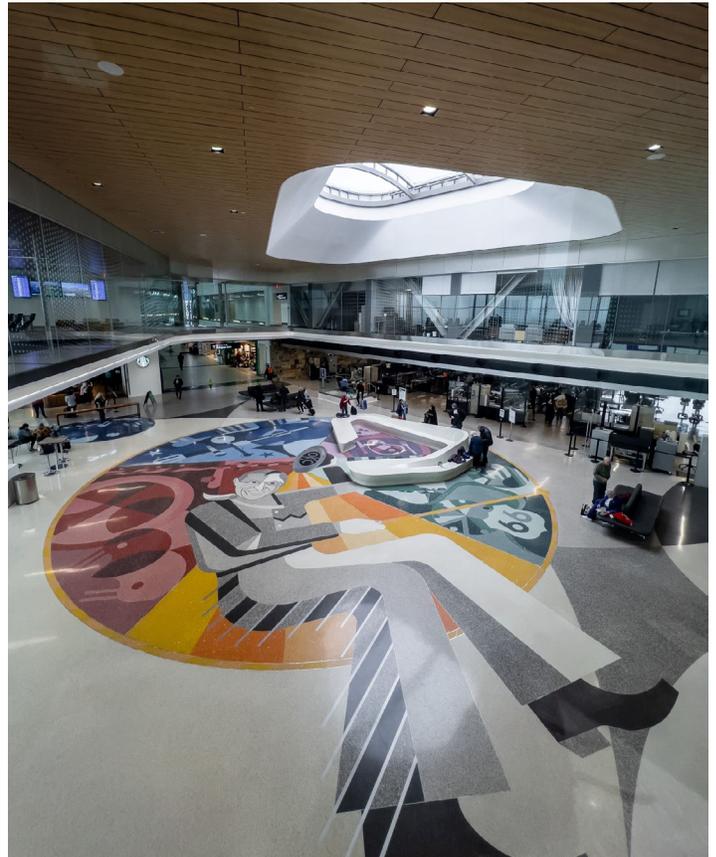
**BURNS HARGIS**

Improving Oklahoma City’s air service is the goal of a new task force formed by the Chamber. Chaired by Burns Hargis, former chair of the Chamber and former president of Oklahoma State University, the task force is comprised of airport representatives, Airport Trust members,

and business leaders interested in working together to provide valuable information to airlines as they consider expansion in the market.

OKC Will Rogers International Airport staff are dedicated to this work and routinely engage with airlines in one-on-one meetings and at air service conferences throughout the year. The goal of the Chamber effort is to enhance the information they can provide to airlines, with intelligence on business and visitor growth in the area that supports growing demand.

To assist with the effort, the Chamber has engaged an air service consultant. While the airport has a consultant working with them to provide data and support to the



*A new Chamber-led task force is working to expand air service at Will Rogers International Airport by providing airlines with key data on business growth and travel demand in OKC.*

effort, the Chamber consultant provides the community with tools and processes to aid the airport effort.

One of those activities is a survey of businesses about their air service needs. “This survey is a vital piece of our committee’s work,” explains Hargis. “We went into the field last week and every Chamber member company received an invitation to participate via email. This survey will give us vital intelligence to consolidate information about current and future demand that we can’t see in existing travel patterns. We strongly encourage every member to complete the survey.”

Air service, and particularly the number of nonstop flights, has fluctuated since the pandemic, primarily due to challenges in the airline industry and restructuring of networks due to demand. “These changes have definitely impacted Oklahoma City, even as our traffic is growing,” said Jeff Mulder, director of airports for the City of





Oklahoma City. “We have seen the majority of service we lost due to the pandemic return, and as airlines continue to rebuild traffic at key locations, we expect other service to return in the next year.”

As an example, OKC is expected to add service next year to Philadelphia, a route that was suspended due to the pandemic. Also expected next year is a return to service via Southwest to Dallas Love, along with expanded service to Chicago and Nashville. New service added in the last year includes additional frequency/ additional flights nonstop to Seattle and Atlanta, and the return of nonstop international service with a weekly flight to Cancun set to launch in November.

The announcements for next year also include the discontinuation of nonstop service to St. Louis and San Antonio by Southwest. “It is clear that Southwest is making significant changes in their overall operations with stronger focus on Chicago, Dallas, and Nashville as connecting cities,” explains Mulder. “We will continue to work with them on how these changes will impact our market.

If you would like more information about the task force or its work, reach out to Cynthia Reid at [creid@okcchamber.com](mailto:creid@okcchamber.com), 405-297-8942.

---

***“We have seen the majority of service we lost due to the pandemic return, and as airlines continue to rebuild traffic at key locations, we expect other service to return in the next year.”***

*- Jeff Mulder, director of airports for the City of Oklahoma City*

---



## OKC TOURISM SURGES IN FY25 WITH RECORD GROWTH, STRATEGIC GAINS

Visit OKC is the official destination marketing organization for the Greater OKC region, promoting the city as a top destination for conventions, sports and leisure travel. Through targeted sales and marketing, Visit OKC aims to raise the city's national profile.

The recent release of Visit OKC's fiscal year 2025 (FY25) annual report shows the organization played a key role in one of the city's strongest tourism years on record. Its efforts helped raise OKC's profile on national and international stages through major event wins, increased media visibility. And the approval of new tourism funding that will shape the next phase of growth. The FY25 annual report offers a detailed snapshot of where OKC tourism stands and where it's headed.

### Hotel tax vote fuels new investment

In August 2024, OKC voters approved the first increase to the city's hotel tax in nearly 20 years. The new rate is expected to generate about \$11.6 million annually. The funds will support Visit OKC's expanded marketing strategy, attract more high-impact events, and finance maintenance at major venues, including the OKC Convention Center and OKC Fairgrounds.

The increase marks the first significant boost to local tourism marketing funding in more than 50 years. City officials say it will help OKC compete with peer markets without adding tax burdens to residents.



### Sports fuel global attention

OKC's presence in global sports grew significantly in FY25. The city was selected to stage two LA28 Olympic events, signaling confidence in its ability to deliver high-quality sports experiences. In June, the Thunder's first NBA championship win sparked the state's largest-ever public event—a downtown parade that drew hundreds of thousands and showed the city's readiness for large-scale celebrations.

RIVERSPORT events added to the momentum. USRowing's RowFest 2024 attracted 1,600 athletes, drew 17,748 attendees and generated \$3.5 million in estimated impact. The ICF World Ranking Canoe Slalom helped position OKC for the 2026 World Championships and Olympic-related activities.

The 2025 NCAA Women's College World Series set new records with 119,778 fans in attendance and 2.4 million viewers for the finals. The OKC Memorial Marathon also hit a record, drawing more than 26,000 runners from all 50 states and 17 countries.

Equine events remained strong, with the grand opening of the OKC Fairgrounds new OG&E Coliseum in June elevating industry events, starting with the NRHA Derby.

### Convention sales see momentum

Visit OKC's destination sales and services team reported key FY25 wins. Among those wins was the 2027 Mary Kay Seminar, previously held in Dallas for more than 20 years. The event is expected to bring 16,000 room nights and generate \$11 million in economic impact.

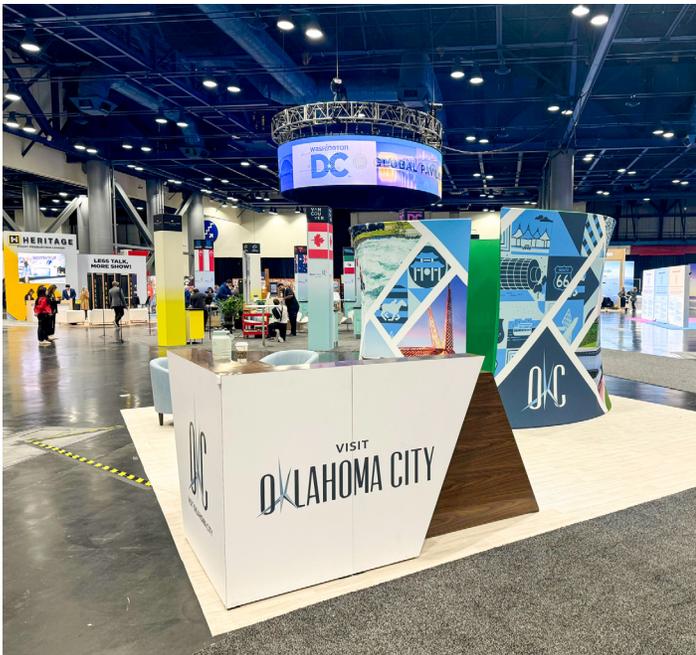


The convention sales team secured 26 future citywide events, totaling 173,027 definite room nights—a 12% increase from the previous year. Interest in OKC also rose among meeting planners, with the team hosting 138 site visits—nearly 50% above its annual goal.

### Digital and social media growth

Visit OKC’s digital platforms continued to grow. [VisitOKC.com](https://www.visitokc.com) drew nearly 1.9 million users in FY25 and drove more than 500,000 clicks to partner websites. TikTok views rose 128%, while Instagram followers increased 35%, topping 100,000.

Paid media campaigns delivered more than 60 million impressions and 5 million engagements. Visit OKC’s public relations efforts resulted in 239 pieces of earned media coverage. National outlets including CNN Travel, Travel + Leisure and Southern Living featured OKC in stories that increased visibility and positioned the city as a top travel destination.



### Visit OKC advances strategic priorities

As Visit OKC looks ahead to FY26, the organization finalized a five-year strategic plan with the Coraggio Group. The plan outlines four focus areas starting in FY26: amplifying OKC’s brand, improving destination connectivity, supporting 360-degree destination enhancement and optimizing internal operations. The plan will guide efforts to strengthen the city’s reputation, improve the visitor experience and support sustainable growth.

## VISITOR ECONOMY BY THE NUMBERS

**24.5 million**  
annual visitors

**\$4.6 billion**  
total economic impact

**\$2.8 billion**  
in visitor spending

**35,303 jobs**  
supported through tourism

**1,016,741 potential  
future room nights**  
in event pipeline

**98% customer  
satisfaction rating**  
for Visit OKC services

**40**  
travel writers and  
content creators hosted

**160 site visits**  
for meeting planners, sports officials  
and group tour operators

**266**  
groups, conventions, sports and  
equine events provided with registration  
and servicing



## MYRIAD GARDENS AND SCISSORTAIL PARK NAME NEW PRESIDENT AND CEO

The Myriad Gardens Foundation and Scissortail Park Foundation have named Michelle Furrer as the new president and CEO of both organizations, effective March 1, 2025.

Furrer joins Oklahoma City after nearly two decades at Como Park Zoo and Conservatory in St. Paul, Minnesota, where she rose from the zoo's first marketing manager to director. She led projects such as Gorilla Forest, Como Harbor and The Ordway Gardens while overseeing education programs and operations at the more than 100-year-old institution.

Her connection to OKC started with a visit in spring 2023, when she attended a zoo conference at the city's new convention center. On a break, she walked through Myriad Botanical Gardens and Scissortail Park.

"I just had this feeling about the city when I was there," Furrer said. "I couldn't have imagined the number of cultural attractions, the food scene—all of that—when I thought of Oklahoma City."

That first spark grew into a career shift. By August 2024, a recruiter reached out, and Furrer decided to pursue the opportunity here after her interest in the city during her 2023 trip. After several visits for interviews,

Furrer said each trip confirmed her sense that OKC was building momentum, stating, "There was something great happening in this community, and I really felt like I wanted to be a part of it. And now, about a year later—here I am."

Furrer said OKC held the same sense of community that the Twin Cities did around 20 years ago—something that has been quieter in the area in recent years.



“The state of Oklahoma just really felt like it’s in the middle of a renaissance,” Furrer said. “There’s a real sense that things are happening—new construction, strong support from both the business community and the city. It felt like there is a common goal.”

In her new role, Furrer oversees two of OKC’s signature public spaces: Myriad Gardens, which recently completed renovations on the Inasmuch Crystal Bridge Conservatory; and Scissortail Park, which is approaching its sixth anniversary. She sees both as essential to the city’s growth.

“In every great city, you have these public places that people need in order to be part of that vibe and thread of the community,” Furrer said. “Oklahoma City had some strong forethought to invest in Scissortail Park and make it a people’s park. Then to have that married with Myriad Gardens—an opportunity for people to engage with the natural world, with horticulture and plants, and just to have that space in place—that’s powerful. For the elements of a great city, you have those bones there.”

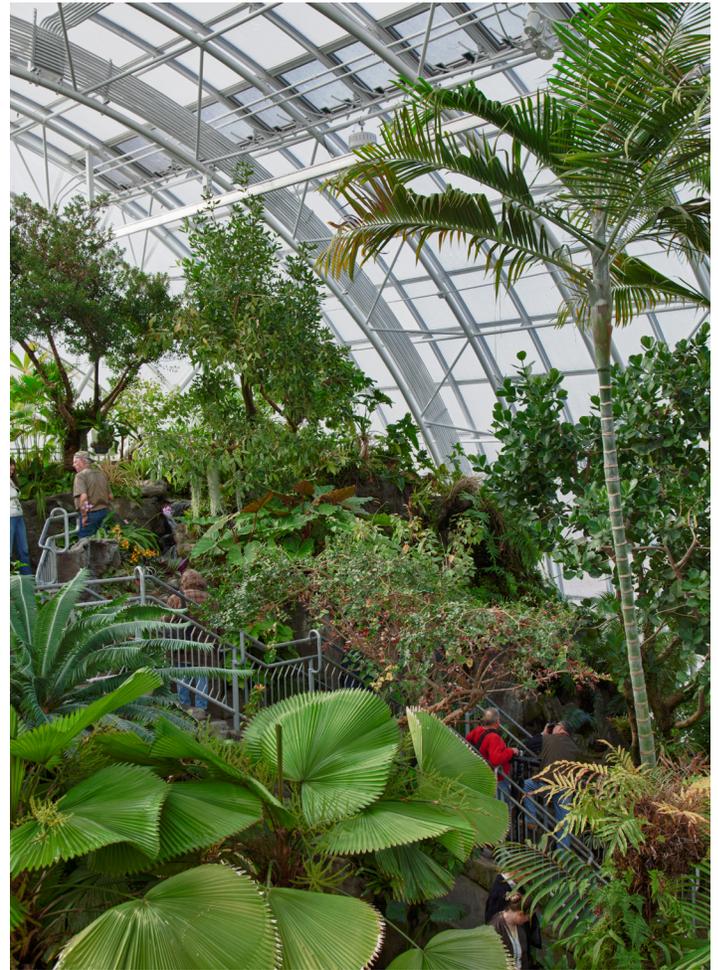
The challenge, she said, is keeping those spaces fresh. Together, the parks already draw more than 3.5 million visitors annually—2.4 million at Myriad Gardens and 1.2 million at Scissortail Park.

To keep people coming back, Furrer said she wants to expand programming and sharpen the focus of each space. Early in her time at the organizations, she noticed Myriad Gardens and Scissortail Park were competing with one another rather than building on their strengths.

Her approach is to let each venue shine. Pumpkinville, one of the Gardens’ best-loved traditions, will expand this fall to four weekends with new evening hours. Tulip Fest, which draws crowds each spring, will stretch across two weekends instead of one. Scissortail Park will take the lead on holiday programming, while Myriad Gardens continues to host its ice rink and seasonal activities.

The goal is more than bigger events. By deepening traditions like Pumpkinville and Tulip Fest, Furrer hopes they become part of people’s annual rhythms—reasons not just to visit downtown, but to see OKC as a place to put down roots.

Furrer also emphasized that the organizations must be able to meet the ever-changing needs within cities, such as population and demographics. “What the community needed six years ago, when Scissortail was being built,



may not be what it needs today,” Furrer said. “Staying relevant in that fashion is critical.”

For Furrer, the role is about more than programming. She believes public spaces help shape community identity and make cities stronger places to live and work. She explained a great urban space as a designated area that truly has something for everyone, which Furrer said is hard to define and even harder to achieve.

“The strength of Myriad Gardens and Scissortail Park together is that, between the two, they offer something for nearly everyone,” Furrer said. “I think that’s the true definition of a great urban space—that it serves a wide variety of needs.”

Furrer emphasized that she was very excited to be in OKC, especially during a time of so much energy and development within the city.

“I still have this great sense of the spark that I felt in that original visit—that there’s just an energy and excitement around Oklahoma City in the community, as well as in the business and city side,” Furrer said. “I just see so much opportunity for growth.”

# 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.

## ADVISOR

### Pronoss

*Trailers - Truck*  
Ms. Shelley Zumwalt.....(405) 990-6611  
10220 W. Reno Ave.  
Oklahoma City, OK 73137-7155  
www.citytrailerinc.com

## EMERGING LEADER

### The Goddard School of Oklahoma

*Child Care Services*  
*Educational Services*  
Ms. Tiffany Smith.....(405) 970-8555  
14403 N. MacArthur Blvd.  
Oklahoma City, OK 73142  
www.goddardschool.com

## ASSOCIATE

### Medline Industries, LP

*Medical Equipment - Products & Supplies*  
Ms. Sherri Brown.....(816) 483-1083  
1401 N. Universal Avenue  
Kansas City, MO 64120-2139  
www.medline.com

## CORE

### DevMar Strategies

*Advertising / Marketing*  
Ms. Ashley Howard.....(405) 237-9052  
10916 SW 31st St.  
Yukon, OK 73099-3362  
www.devmarstrategies.com

### DPM Group, LLC

*Advertising - Direct Mail*  
*Printers*  
Mr. Ron Franklin.....(405) 682-3468  
1910 S. Nicklas Ave.  
Oklahoma City, OK 73128-3051  
www.dpm.group

### Egg and Ca Phe

*Restaurants*  
*Special Event Planning / Consulting*  
Ms. Chynne Le.....(405) 673-7108  
727 NW 23rd St.  
Oklahoma City, OK 73103-1417  
www.eggandcaphe.com

### Joy Rails OK, LLC

*Amusement / Entertainment / Attractions*  
Mr. Benjamin Mowatt.....(603) 312-4023  
3400 NE Grand Blvd.  
P.O. Box 427  
West Chesterfield, NH 03466-0427  
joyrails.com

### Lettering Express

*Advertising - Specialties*  
*Advertising Art & Design*  
Ms. Jillian Trujillo.....(405) 235-8999  
2130 W. Reno Ave.  
Oklahoma City, OK 73107-7028  
www.letteringexpress.com

### LOREC Ranch Home Furnishings at the OG&E Coliseum

*Furniture*  
Dr. Kari Lopez.....(405) 565-3750  
301 Gordon Cooper Blvd.  
4111 W. Reno Ave.  
Oklahoma City, OK 73107-6531  
www.lorecranch.com

### Dr. Tina Morehart, DDS

*Dentists*  
Dr. Tina Morehart.....(405) 208-8844  
500 N. Walker Ave., Suite E 500  
Oklahoma City, OK 73102-1665  
www.morehartmoresmiles.com

### Novel Optical

*Optical Goods - Retail*  
Ms. Molly Zang.....(405) 543-2282  
1006 N. Hudson Ave., Suite 101  
4 NE 10th St., PMB 219  
Oklahoma City, OK 73104-1402  
www.noveloptical.com

### Sincere Property Management

*Property Management*  
Mr. Thomas Grant Rubin.....(405) 215-9535  
15104 Traditions Blvd., Suite A  
Edmond, OK 73013-1182  
www.sincerepropertymgmt.com

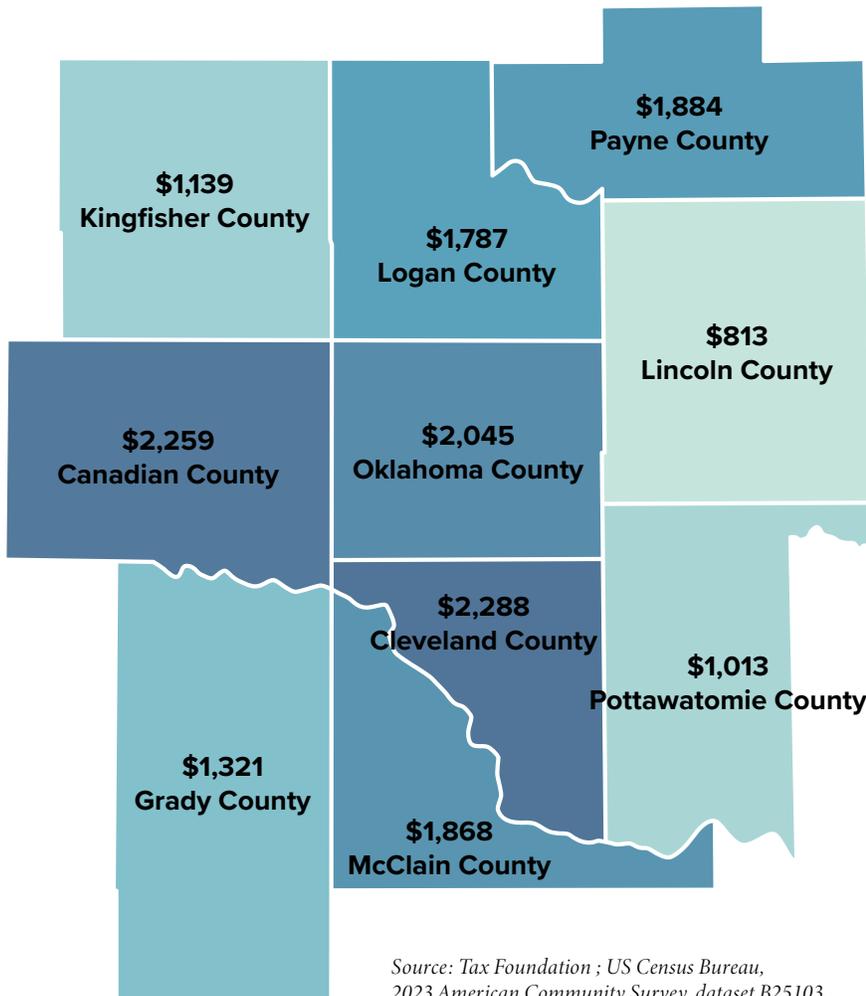
### ThrivePoint Academy of Oklahoma

*Schools - Public*  
Mr. Aaron Ritter.....(661) 917-6217  
3004 E. Broken Bow Road  
Edmond, OK 73103-7816  
www.thrivepointoklahoma.com

# ECONOMIC INDICATORS

## GREATER OKLAHOMA CITY REGION PROPERTY TAX

### Median Property Tax Paid by County, 2023



Source: Tax Foundation ; US Census Bureau, 2023 American Community Survey, dataset B25103.

- The average property tax payment in the Greater Oklahoma City region is \$1,642, which is 15% lower than the national average (\$1,923).
- Comparatively, the average property tax payment in the Dallas-Fort Worth (DFW) area is \$5,066, over three times higher than in the Greater Oklahoma City region.
- The state of Oklahoma ranks 26th lowest nationally with an effective property tax rate of 0.77% in 2023.

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



## 2025 OFFICERS

→VELOCITY←

### TERESA ROSE, JD

Communities Foundation of Oklahoma  
Board Chair

### CLAYTON I. BENNETT

Dorchester Capital  
Vice Chair, Strategic Planning

### RICK MUNCRIEF

Devon Energy Corporation  
Vice Chair, Innovation and Life Sciences

ISSUE #3606 - September 2025

Editorial staff  
Cynthia Reid  
Designer  
Billy Callan

### MICHAEL F. ROSS

INSURICA /  
American Fidelity Assurance Company Corporate  
Chair-Elect

### BOB FUNK, JR.

Express Employment Professionals  
Vice Chair, Education and Talent

### J. LARRY NICHOLS

Devon Energy Corporation  
Vice Chair, Economic Development / Forward  
Oklahoma City

405-297-8900

thepoint@okcchamber.com

okcchamber.com

twitter.com/okcchamber

facebook.com/okcchamber

VeloCity (ISSN 1075-6264) is

published monthly by the

Greater Oklahoma City Chamber,

123 Park Avenue, Oklahoma City, OK 73102.

### SEAN TRAUSCHKE

OGE Energy Corp.  
Immediate Past Chair

### JUDY J. HATFIELD, CCIM

Equity Commercial Realty Advisors, LLC  
Vice Chair, Membership

### DAVID E. RAINBOLT

BancFirst Corporation  
Vice Chair, Government Relations

### JOHN HART

Continental Resources  
Treasurer

### RHONDA HOOPER

Jordan Advertising  
Vice Chair, Business and Economic Inclusion

### W. KENT SHORTRIDGE

Oklahoma Natural Gas Company  
Vice Chair, Military and Aerospace

### TOM J. McDANIEL

American Fidelity Foundation  
Corporate Secretary

### BILL LANCE

The Chickasaw Nation  
Vice Chair, Convention and Visitors Development

### CHRISTY GILLENWATER

Greater Oklahoma City Chamber  
President & CEO

### JENNY LOVE MEYER

Love's Travel Stops  
Vice Chair, Marketing and Communications

SUBSCRIPTIONS: \$15 per year included in

Chamber membership; nonmembers,

\$25 per year within the U.S..

Periodicals Postage paid at Oklahoma City.

Advertising rates upon request.

Publisher reserves the right to refuse any  
advertising.

# CHAMBER FORUM

## KEEP OKC MOVING

Wednesday, Oct. 8 | 11:30 a.m. to 1 p.m. | Petroleum Club of Oklahoma City

Join the **Greater Oklahoma City Chamber** for an in-depth look at OKC Bond 25 — the largest bond proposal in our city's history. Hear how this \$2.7 billion investment will address critical infrastructure needs across Oklahoma City — from streets and bridges to parks, public safety, libraries, transit, and drainage — **all without raising property tax rates.**