

THE POINT

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August 2017

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Plans for Convention Center Headquarters Hotel Proceed



Omni Hotels and Resorts will develop a headquarters hotel, pictured above in a conceptual rendering, to support the future MAPS 3 Convention Center.

Oklahoma City is on track to increase its share of the convention market as it moves forward with plans to build a downtown headquarters hotel. On Tuesday, July 18, City Council approved a deal with Omni Hotels to develop a headquarters hotel that will support the MAPS 3 Convention Center.

“Having Omni as our headquarters hotel for the new convention center is an exciting game changer for Oklahoma City in the meetings industry,” said Michael J. Carrier, president of the Oklahoma City Convention and Visitors Bureau. “The ability to promote a package that includes Omni and SMG as our partners in this new complex will make a strong statement to planners that they should be coming to OKC instead of going elsewhere to hold their meetings and events.”

Oklahoma City’s current convention center, the Cox Convention Center, is only able to compete for 50 percent of meetings due to the lack of a headquarters hotel. With the new convention center and the approved headquarters hotel, both scheduled to be complete in 2020, Oklahoma City will be able to compete for 80 percent or more of those meetings.

Continued on page 2

Campaign for Passage of Bond and Sales Tax Proposals Launched

A coalition of Oklahoma City civic organizations announced the formation of a campaign to promote the passage of the City’s general obligation bond and sales tax proposals being considered by voters on Sept. 12. Organized as the “Citizens for a Better OKC,” the group plans to share the benefits of the proposals with voters. The effort is being co-chaired by current Mayor Mick Cornett and former Mayor Ron Norick.

“When I travel around the country and talk about our city’s success, I most frequently point to two things – our willingness to invest in our infrastructure and build the city we want, and to our willingness to work together to do just that,” Cornett said. “This campaign represents both of those vital components.”

The Sept. 12 election will allow Oklahoma City’s residents to invest in a safer, better Oklahoma City by approving a general bond program and two sales tax issues. By voting yes, residents will:

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On Sept. 12, yes all 15 ballot items to invest in a better, safer Oklahoma City.

Omni to Manage Headquarters Hotel (cont'd from page 1)

“We can’t underestimate the importance of our growing hospitality industry to the Oklahoma City economy, which currently has an economic impact of \$2 billion,” said Roy H. Williams, president and CEO of the Greater Oklahoma City Chamber. “We can expect the development of our new convention center and headquarters hotel to multiply that impact.”

The hotel project alone is expected to create more than 3,000 jobs and more than \$370 million in economic activity, and according to Omni’s estimates, the hotel will generate \$51 million in nightly stays and food and beverage revenues each year. HVS, a global hospitality industry consultant group, estimates in a study commissioned by the Alliance for Economic Development of Oklahoma City that the hotel will help the new convention center draw more events and out-of-town attendees than it would without the hotel, more than doubling spending from \$62 million per year to \$137 million per year.

About the agreement

The City of Oklahoma City and Omni have been in negotiations since Sept. 27, 2016, when Omni’s proposal was chosen because of the greater developer contribution and lower public participation costs than other groups offered. The agreement calls for a \$150.1 million commitment from Omni and an \$85.4 million commitment from the City. The agreement does not raise taxes.

The City’s 36 percent share of the development cost is one of the lowest in the country for recent convention center hotel deals. It compares favorably to five deals in similar cities, which have public participation ranging from 32 percent to 61 percent.

The Council’s approved funding plan uses 10 sources and a revenue stabilization fund to spread out and minimize financial risk. The City will sell municipal bonds to fund its share of the hotel construction costs and use the 10 funding sources to pay off the bonds over 25 years.

More than half of the City funding comes from four revenue sources generated by the hotel itself, including hotel property taxes, sales taxes from hotel operations, hotel occupancy taxes and state matching funds from the sales and hotel occupancy taxes.

The other six funding sources are tax increment financing (TIF) districts and revenue from leases and the hotel land sale. Two existing TIF implementation plans (the Downtown/MAPS TIF district and the Devon World Headquarters TIF district) will be amended to use currently uncommitted funds for the hotel project.

The agreement also allows the City to participate in revenue sharing after the fifth year of occupancy, with Omni required to pay 10 percent of any net operating income over \$20 million, with a \$15 million cap. The hotel will also pay a yearly rent of \$200,000 for 25 years, along with tax payments of \$1.4 million minimum per year for 30 years.

About the hotel

Early plans for the Omni hotel call for a mid-rise tower to be designed by architect HKS. The design includes 570,000 square feet of space with six restaurants and bars totaling 16,500 square feet of that space and ballrooms/meeting rooms occupying 50,000 square feet. The hotel will be built just north of the MAPS 3 Convention Center near the MAPS 3 Scissortail Park and Chesapeake Energy Arena.



The convention center headquarters hotel will serve the future MAPS 3 Convention Center, pictured in a rendering to the left. The addition of a headquarters hotel will help the convention center draw more events and out-of-town attendees.

Leadership Notes

Investing in economic development, strategically

In 2007, residents of Oklahoma City voted to create an economic development program that would allow Oklahoma City to add more jobs and diversify its economy. That program, which is modeled after the state’s successful Quality Jobs Program, is called the Strategic Investment Program, and it has been bringing more companies, more investment, and more jobs to Oklahoma City for almost a decade.

The Strategic Investment Program was created with accountability and transparency in mind. Only companies who meet certain payroll and employment thresholds can apply, and they only receive incentive funds after they have met their employment goals.

Consider its success since that time: since its founding, the Strategic Investment Program has created more than 4,200 jobs that would not have located in Oklahoma City otherwise. These companies have invested an estimated \$929 million in capital improvements across the Oklahoma City region. These are jobs that would not exist without our investment. Many times it is the funds from the Strategic Investment Program that make a difference between a company investing here or elsewhere.

Next month, we have an opportunity to continue our strategic investments in Oklahoma City’s economy. Funding economic and community development programs are just one of the ways that we can invest in Oklahoma City, create jobs and diversify its economy through the 2017 general obligation bond and sales tax proposals. As we look back on the success of the Strategic Investment Program, voting yes on all 15 measures will allow us to continue our investment in a better Oklahoma City, strategically.



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President & CEO

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Construction on MAPS 3's Scissortail Park Underway

Oklahoma City leaders gathered to break ground on one of the most transformative MAPS 3 projects – Scissortail Park – in late June. Construction on the 40-acre upper section is underway and is scheduled to be complete in spring 2019. Residents of Oklahoma City chose the name Scissortail Park after Mayor Mick Cornett and the City Council invited residents to help name the park in the spring.

The north section of the park extends from the Oklahoma City Boulevard to Interstate 40, and from South Hudson Avenue to South Robinson Avenue. The 30-acre lower section of the park will extend south to the Oklahoma River, and the Skydance Bridge will connect the two. Design work on the lower section is ongoing, and construction is scheduled to be finished in 2021.

The upper section of the park will include a great lawn, covered stage and space for 15,000 visitors. This area will serve as a centerpiece for events at the park. Other amenities include a lake, picnic spaces, a playground and a fountain.

A long, tree-lined promenade along the park's eastern edge will pass in front of the future MAPS 3 Convention Center, leading to the Skydance Bridge and easy access to the south section of the park. A MAPS 3 OKC Streetcar stop will serve the park at the northeastern corner near Chesapeake Energy Arena.



Oklahoma City children revealed the name of the MAPS 3 park at its groundbreaking ceremony in June. Residents chose the name in an online vote.

Frontier Airlines Launches Service to Three Cities from OKC

Will Rogers World Airport welcomed the return of an air service provider last month when Frontier Airlines announced that it would launch low-fare service between Oklahoma City and three cities starting this fall.

Frontier will operate new routes to Denver, Orlando and San Diego with the Airbus A320 aircraft. The announcement is part of a national campaign where Frontier is bringing low fares to 21 new cities and 85 new routes, which will include 90 percent of the U.S. population.

“With today’s announcement, Frontier now offers our Low Fares Done Right service in Oklahoma City,” said Sean Morahan, director-stations, Frontier Airlines. “Customers traveling from Oklahoma City now have a new significantly lower-cost option to reach these great destinations.”

“We are very pleased to welcome Frontier Airlines back to Oklahoma City,” says Mark Kranenburg, director of airports. “Known for their low fares to more than 60 destinations, Frontier will be a great addition

to our market. The nonstop cities announced today are some of the area’s favorites. I know our customers will appreciate the service and the prices.”

Frontier Airlines is committed to offering ‘Low Fares Done Right’ to more than 80 destinations in the United States, Canada, Dominican Republic and Mexico on nearly 300 daily flights. Headquartered in Denver, Frontier’s hard-working aviation professionals pride themselves in delivering the company’s signature Rocky Mountain hospitality to customers. Frontier Airlines is the proud recipient of the Federal Aviation Administration’s 2016 Diamond Award for maintenance excellence and was recently named the industry’s most fuel-efficient airline by The International Council on Clean Transportation (ICCT) as a result of superior technology and operational efficiencies.

For additional information about Frontier’s service and low-cost fare promotion, visit www.flyfrontier.com/about-us/low-fares-nationwide/.

UPCOMING EVENTS

CALENDAR OF EVENTS

Aug. 8
Member Orientation
 Time: 4 to 5:30 p.m.
 Location: Dell USA, LP,
 3501 SW 15th St.

Aug. 17
Chairman's Breakfast with U.S. Rep. Tom Cole
 Time: 8 to 9:30 a.m.
 Location: Oklahoma Christian University, 2501 E Memorial Road

Aug. 23
State of the Schools
 Time: 11:30 a.m. to 1:30 p.m.
 Location: National Cowboy & Western Heritage Museum, 1700 NE 63rd St.

Aug. 28
Chamber Forum on Upcoming Election
 Time: 11:30 a.m. to 1 p.m.
 Location: The Skirvin Hilton, 1 Park Ave.

Aug. 29
Sunset Reception
 Time: 4 to 6 p.m.
 Location: Bravo Cucina Italiana, 13810 N Penn. Ave.

Sept. 6
Oklahoma Health Center Breakfast
 Time: 7:30 to 9 a.m.
 Location: Embassy Suites Oklahoma City Downtown/Medical Center, 741 N Phillips Ave.

Register for events online and view a complete event calendar at www.okcchamber.com/events.

Learn More About the Growth of the Oklahoma Health Center



On Sept. 6, the Chamber and the Oklahoma Health Center Foundation will showcase the growth of the Oklahoma Health Center at their Oklahoma Health Center Breakfast from 7:30 to 9 a.m. at Embassy Suites Oklahoma City Downtown/Medical Center, 741 N Phillips Ave.

Guests will hear from a panel of experts on how the Oklahoma Health Center Foundation's member organizations are making a positive impact on Oklahoma's future through research, health care, social services and education.

Individual tickets are \$40, or tables of ten are available for \$600. For more information on individual tickets or purchasing a table, visit www.okcchamber.com/events. Special thanks to Signature Sponsor Embassy Suites and Host Sponsor Presbyterian Health Foundation.

Save the Date for the Metro 50 Awards

Celebrate the fastest-growing privately held companies in the Oklahoma City metro area at the Metro 50 Awards on Sept. 25 from 5:30 to 8:30 p.m. at the National Cowboy & Western Heritage Museum, 1700 NE 63rd Street.

At this event, Oklahoma City Mayor Mick Cornett will reveal the rankings of the 50 companies who are making significant contributions to the central Oklahoma City economy. Tickets are \$100, and tables of eight are \$1,500. For more, visit www.okcchamber.com/metro50.

Special thanks to the Metro 50 sponsors: Bank of Oklahoma, Cox Business, EY, Express Employment Professionals, The Journal Record Publishing Company, OGE Energy Corp. and the Greater Oklahoma City Chamber.



At State of the Schools, OKCPS Superintendent Aurora Lora will provide an update on challenges and opportunities facing the district, and Oklahoma State University President V. Burns Hargis will detail the critical role and impact higher education institutions have on improving the future talent pipeline.

State of the Schools: Aug. 23

Learn about efforts and ideas for reform to improve education in Oklahoma at the Aug. 23 State of the Schools event from 11:30 a.m. to 1:30 p.m. at the National Cowboy & Western Heritage Museum, 1700 NE 63rd St.

Oklahoma City Public Schools Superintendent Aurora Lora will provide an update on her second year overseeing the state's largest school district and the challenges and opportunities facing the district. Oklahoma State University President V. Burns Hargis will detail the critical role and impact higher education institutions have on improving the future talent pipeline, in addition to remarking on higher education's response to state budget challenges.

A panel of state and education leaders will discuss the challenges of the state budget and how local school districts and the Oklahoma State Department of Education are reacting.

Panelists include State Superintendent Joy Hofmeister, Representative Leslie Osborn and Edmond Public Schools Superintendent Bret Towne.

Tickets are \$50 for Chamber members and \$75 for nonmembers, and tables of eight are available for \$1,250. The Greater Oklahoma City Chamber also invites attendees to bring school supplies to the event to benefit the Boys and Girls Clubs of Oklahoma County.

Special thanks to Signature Sponsor Bank of Oklahoma, School Supply Centerpiece Sponsor American Fidelity Assurance Company and Signature Event Sponsors Central Liquor Company, Devon Energy Corp., Enable Midstream Partners, Hobby Lobby, and Walmart District Office of Public Affairs.

Learn more about the proposed bond issues and sales tax initiatives

Residents of Oklahoma City will have the opportunity to vote for bond issues and sales tax initiatives that will invest in the future of Oklahoma City. Learn more about what will be on the ballot in September at the upcoming Chamber Forum on Aug. 28 from 11:30 a.m. to 1 p.m. at the Skirvin Hilton Hotel, 1 Park Ave.

Panelists at the event include Oklahoma City Mayor Mick Cornett, former Mayor Ron Norick and Boeing Oklahoma City Site Director Mikeal M. Clayton. Tickets are \$40 for members and \$60 for nonmembers. Register at www.okcchamber.com/events. Special thanks to Signature Sponsor Cox Business and Host Sponsor The Skirvin Hilton.

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Invest in a Safer, Better Oklahoma City (cont'd from page 1)

- Invest \$847 million in rebuilding and improving Oklahoma City's streets – the top concern of residents. Repairs include replacing bridges, resurfacing streets, building sidewalks, improving drainage, adding bike lanes and more.

- Hire more police officers and firefighters to keep Oklahoma City residents safe.

- Improving life in Oklahoma City by investing in parks, police and fire stations, libraries, transit systems, community and economic development, and more.

The ballot will include a 10-year, \$967 million general obligation bond package, a permanent quarter-cent sales tax proposal generating \$26 million a year for hiring more police officers and firefighters, and a temporary penny sales tax extension raising \$240 million for street improvements – 15 ballot items in all. When combined, the bond and sales tax items will direct \$1.2 billion toward Oklahoma City's most pressing needs, including road improvements and increased public safety funding. Property taxes will not increase, and when both sales tax

proposals are approved by voters, Oklahoma City's total sales tax will be at the rate of 8.625 percent, lower than the state average of 8.86 percent.

Improving Oklahoma City's streets and continuing to invest in safety are consistently among the top concerns of residents, and both are investments that will improve every corner of the community. In the City's most recent resident satisfaction survey, the top concern remained the quality of Oklahoma City's streets. Only 9 percent of residents said that they were satisfied with Oklahoma City's streets, and TRIP, a national transportation research nonprofit, ranked Oklahoma City's streets as the eighth worst in the nation among cities with more than 500,000 people. As Oklahoma City continues to grow and welcome new residents, it is important that the City continues to invest in critical infrastructure improvements.

For this reason, a majority of the bond funds, around \$607 million, are dedicated to repairing Oklahoma City's streets and bridges, building sidewalks, improving drainage and making other street enhancements. When

combined with the temporary sales tax extension, an estimated \$847 million will be invested in street improvements.

The permanent quarter-cent sales tax will also meet Oklahoma City's need for more police officers and firefighters protecting residents. The funds generated each year will hire 129 police officers and 57 firefighters.

Mayor Norick spoke to how important the campaign is to the Oklahoma City community. "We have made such progress in the last 25 years, and we need to keep that momentum to maintain and improve this city. Surveys of city residents and business owners both show the demand for better streets and infrastructure improvements. These projects are important to economic development and to citizens' quality of life."

The organizations joining the campaign coalition represent a wide variety of community interests. As of July 26, the campaign coalition includes: AAA Oklahoma, Association of Oklahoma General Contractors, Greater Oklahoma City Chamber, Neighborhood Alliance, North OKC Soccer Club, OKC Firefighters Association - IAFF Local 157, OKC Public

Tennis LLC, Oklahoma City All-Sports, Oklahoma City Fraternal Order of Police, Oklahoma Municipal Contractors Association, Oklahoma Transit Association, South Oklahoma City Chamber of Commerce and USA Softball.

The coalition welcomes other organizations who are interested in joining. For more details about the members of the coalition, the proposals or how you can be involved in the effort, visit www.betterokc.com.



The bond package and sales tax proposal is the largest investment in Oklahoma City's streets in the city's history.

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Tinker AFB Has Continued History of Success



In February 2015, the County and Air Force made a final transfer of ownership of the former General Motors facility, now known on base as Building 9001.

Editor's note: This article concludes our three-part series celebrating the 75th anniversary of Tinker Air Force Base. For the first two articles, read the June and July issues of The POINT! at www.okcchamber.com/point.

After the conclusion of World War II, the Greater Oklahoma City Chamber worked to keep the air depot that had opened in Oklahoma City a few years before. In August 1945, the Army announced that it would take over the Douglas aircraft manufacturing plant as a major aircraft maintenance depot. In 1948, Tinker Field became

Tinker Air Force Base and rising tensions in Korea caused its workload to increase. From that moment on, Tinker Air Force Base and the Oklahoma City Air Logistics Complex were on the path to becoming the largest single-site employer in the state.

Throughout the early years of post-war growth, the Chamber worked to support Tinker with land, bond issues and negotiation. In the late 1950s, the Chamber raised money and purchased an additional 12,058 acres of land around the east, south and west perimeters of Tinker to protect base flight operations. With part of that land, Lake Stanley Draper was added to the south to protect the area for Tinker and provide a water reservoir for Oklahoma City.

In 1973, Oklahoma County approved a bond issue of more than \$10 million to acquire residential property in the clear zone on the auxiliary runway, continuing to protect the security of the base and the safety of aircraft during landing and takeoff. The 1980s also provided another chance to improve the security of the base when the community assisted with encouraging a local church to not build in the clear zone.

The Chamber and the community have also been instrumental in removing Tinker Air Force Base from the Base Realignment and Closure (BRAC) list, a Department of Defense process that reorganizes missions and infrastructure to optimize military efficiency. In 1993 and 1995, Tinker was added to the list as a potential base closure, but the Chamber and a delegation of leaders and elected officials were able to get it removed. Tinker's ability to adapt and absorb Department of Defense workloads has protected it from closure and allowed it to shine as the epitome of efficiency.

One example of Tinker's adaptability is the partnerships formed with private companies to complete maintenance work. In 1999, the Oklahoma Air Logistics Complex joined a partnership with Lockheed Martin to manage and repair all of the aircraft engines for the United States Air Force. This move was the first of its kind for the Air Force and was successful in reducing costs while adapting modernized commercial repair techniques. This strategy was expanded when the Oklahoma Industries Authority partnered with Battelle Oklahoma to create the Oklahoma Maintenance, Repair and Overhaul Technology Center in 2003. This partnership took some of Tinker's workload and allowed it to be completed with contracts with private

companies. This move complemented Tinker's military aviation emphasis while attracting additional commercial operations.

The community continued to seize opportunities for growth in 2008 when residents of Oklahoma County voted to purchase the former General Motors plant and lease it to Tinker. This acquisition allowed Tinker to close facilities that were outdated and increase its capacity for additional Department of Defense missions. Again in 2015, Tinker was able to increase its capabilities when a joint effort between federal, state and local officials closed the purchase of 158 acres of land from BNSF. The addition of this land adjacent to the base allowed Tinker to construct a depot maintenance facility for the Air Force's next-generation aerial refueling aircraft, the KC-46A Pegasus. Construction of the facility is underway, and when completed, the KC-46A campus will support an estimated workforce of 1,321 personnel. By strengthening its security and continuing its support for military operations across the globe, Tinker Air Force Base and the community that supports it are ensuring the base's reach for decades to come.

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Robert Half Technology
Information Technology - Consulting
Mr. Rashad Johnson 236-0202
300 Johnny Bench Dr., Suite 100
Oklahoma City, OK 73104
www.rht.com

Sagac Public Affairs
Government Relations
Mr. Trey Richardson (866) 521-0900
4308 N Classen Blvd.
Oklahoma City, OK 73118-5032
www.sagac.com

Salata
Restaurants
Mr. Bryan Jones 622-9851
3000 W Memorial Road, Suite 106
Oklahoma City, OK 73120
www.salata.com

Sprint
Cellular Telephones - Equipment, Supplies & Service
Mr. Derrick Taimanglo 546-5955
2127 NW 23rd St.
Oklahoma City, OK 73107
www.sprint.com

Sprint
Retail
Mr. Timothy Fulton 546-5970
1413 W I-240 Service Road A
Oklahoma City, OK 73159
www.sprint.com

Lead Investor

Bronze

Take 5 Oil Change
Automobile Repairing & Service
Ms. Heather Hilton
9340 N May Ave.
Oklahoma City, OK 73116
www.take5oilchange.com

Take 5 Oil Change
Automobile Repairing & Service
Ms. Heather Hilton
4100 N May Ave.
Oklahoma City, OK 73112
www.take5oilchange.com

Ted's Cafe Escondido
Restaurants
Mr. Bryan Welch 607-8337
300 Outlet Shoppes Drive
Oklahoma City, OK 73128-1028
www.tedscafe.com

Members Upgrade Their Support of the Chamber

Board of Advisor and Lead Investor companies play a key role in the Chamber's work in Oklahoma City. To increase your investment, contact the membership division of the Chamber at 297-8949 or info@okcchamber.com.

Board of Advisors

Bronze

Martin Marietta
Building Materials
Mr. Fred A. Ufolla, Jr. 799-7799
1404 SW 89th St.
Oklahoma City, OK 73159
www.martinmarietta.com

Board of Advisors

Bronze

Polston Tax Resolution & Accounting
Attorneys / Lawyers
Ms. Anna Raney 801-2146
4334 Northwest Expressway, Suite 151
Oklahoma City, OK 73116-1574
www.polstontax.com

GRAND OPENINGS

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.

Ribbon-cutting ceremonies are a great member benefit. If your company wants to celebrate a new location, expansion or renovation, contact Chrystal Kramer, ckramer@okcchamber.com or 405-297-8961.



Advantage Battery
612 N Rockwell Ave.
Oklahoma City, OK 73127



Peter Piper Pizza, Inc.
6330 SW 3rd St.
Oklahoma City, OK 73128



Communication Federal Credit Union
3401 SW 104th St.
Oklahoma City, OK 73159



Variety Care
721 W Britton Rd
Oklahoma City, OK 73114



Levant Technologies
501 N Porter Ave., Suite 140
Norman, OK 73071



Framed In The Village
10631 N May Ave.
Oklahoma City, OK 73120



Heritage Trust Company
621 N Robinson Ave., Suite 100
Oklahoma City, OK 73102



**Advantage Bank
Midwest City Location**
10100 SE 15th St.
Midwest City, OK 73110



Residence Inn NW
3151 Northwest Expressway
Oklahoma City, OK 73132



HeyDay Entertainment
200 S Oklahoma Ave.
Oklahoma City, OK 73104



Take 5 Oil Change
9340 N May Ave.
Oklahoma City, OK 73116



Take 5 Oil Change
4100 N May Ave.
Oklahoma City, OK 73112

ECONOMIC INDICATORS

OKC Ranks No. 3 in Best Places to Live If You're Trying to Save Money

- According to GOBankingRates.com, OKC climbed in the rankings from No. 13 in 2016 to No. 3 in 2017.
- Both the median home listing price and median monthly rent dropped, while the median household income rose over the past year, giving residents more room in their budgets to save.
- Oklahoma City ranks 10th among cheapest U.S. cities to live in 2017 according to Kiplinger.
- Housing costs are 29 percent below the national average.

Rank	City	State	Population	Median Income	Unemployment Rate	Median Home Listing Price	Median Monthly Rent	Avg Gas Price	Avg Cost of Groceries
1	Virginia Beach	Virginia	452,745	\$66,634	4.50%	\$279,900	\$1,600	\$2.23	\$281
2	San Antonio	Texas	1,469,845	\$46,744	4.20%	\$232,443	\$1,200	\$2.21	\$239
3	Oklahoma City	Oklahoma	631,346	\$47,779	4.30%	\$179,990	\$995	\$2.14	\$304
4	Omaha	Nebraska	443,885	\$49,896	3.40%	\$214,000	\$1,200	\$2.36	\$308
5	Arlington	Texas	388,125	\$53,326	4.30%	\$199,000	\$1,495	\$2.30	\$273

Source: GOBankingRates.com 2017; Kiplinger 2017; C2ER Cost of Living Index

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

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Today's Surveillance Systems Offer Business Benefits That Go Beyond Security.

by Steve Westerman, Director of Product and Marketing, Cox Business

When you think of surveillance systems, what probably comes to mind is the value they bring in protecting and safeguarding your business. It's true — statistics show that cameras not only help reduce theft, they also serve as a deterrent by making sure you're not targeted in the first place.

But today's security cameras can do so much more. They can be used to analyze shopping patterns, monitor employee activities, protect your business from fraudulent injury claims — all this and more, while letting you access your cameras remotely so you can keep an eye on your business while you're away.



1. Use security cameras for customer research.

If you have a retail business, security cameras can be used to help make sure you're creating the best customer experience possible. You can study everything from how customers move through the store, to what types of product placement best influence sales. This type of insight can help you fine-tune store layout, ensuring that traffic flows in a way that's intuitive for the customer and profitable for you.

2. Use video to boost employee productivity.

Video surveillance can be used as a tool to help boost employee productivity and show your team that "you have their backs." You can document practices, procedures and customer engagements, which provide great performance coaching opportunities. While cameras can also monitor employee theft and negative behavior, the real upside comes in observing and rewarding good work, not deterring bad conduct.

3. Cameras can provide liability protection.

Liability can affect businesses in a variety of ways. A customer can have an accident and sue for damages, employees can file harassment, discrimination or other suits, and in some industries there are compliance issues to consider. So many of these instances come down to a "he said, she said" situation; having video records can be invaluable.

4. Cameras are a tool, but not a hammer.

While video monitoring and surveillance in the workplace can raise some negative "big brother" type inferences, there are legitimate justifications for video as a business consideration. Done right, cameras can protect you from theft, improve safety, enhance productivity and protect your business from liability.