

THE POINT

March 2019

www.okcchamber.com

GREATER
OKLAHOMA CITY
CHAMBER



CVB working to recruit high-profile sporting events

For more than 60 years, the Oklahoma City All Sports Association, originally created to support and maintain the All-College Classic Basketball Tournament, helped to bring more than 250 events to Oklahoma City. Working hand-in-hand with the Greater Oklahoma City Chamber, the Convention and Visitor's Bureau, the city of Oklahoma City, the OKC Dodgers and various sports management groups, 30-plus NCAA championships since 1983, the Women's College World Series in the newly renovated ASA Stadium, and

NCAA wrestling championships are just a few of the major events that have been held here.

But now that the All Sports Association is gone, who will fill that void, bringing major college sporting events to OKC along with the positive publicity, visitors from out-of-town and the accompanying positive impact on the local economy?

The Oklahoma City Convention and Visitors Bureau and community partners are working to ensure that

Continued on page 2

Promote OKC and win with OKC Social Squad

Do you enjoy telling people about all of the great things that happen daily in Oklahoma City? Are you active on social media? If so, the OKC Social Squad is made for you.

"OKC Social Squad members are people who share the latest news and information like blog posts, events, contests, and more using social networks like Facebook, LinkedIn and Twitter," said Cynthia Reid, vice president, marketing and communications for the Greater OKC Chamber. "Members help to spread all of the great news about OKC to far more people than we could do by ourselves. That really helps when it comes to marketing Oklahoma City, attracting potential business and supporting our visitor economy."

Becoming an OKC Social squad member is easy. Connect at least one of your networks using the buttons on the sign-up page at www.velocityokc.com/socialsquad. You earn points and put yourself in the running for monthly prizes by sharing content and generating traffic. The more people take action (click, like, retweet) on links and content shared through the system on approved social networks, the

more points you rack up. Additionally, you earn points for recruiting your friends to join the program.

You can share posts from "Posts to Share" item in the top menu bar or the "Share Now" area of the portal homepage once you are logged in. You can also share and retweet the Chamber's social posts from the Social Feed box of the portal homepage.

"In our first month of the program, we had 189 members helping to spread the word about all of the great things going on in our city," said Reid. "The competition for the highest point total proved to be spirited and we anticipate the excitement about OKC will spread world-wide, thanks to the reach of the Social Squad's connections."



CVB recruiting high-profile sporting events (cont'd from page 1)

OKC continues to host high-profile sporting events and have hired the Arizona-based Huddle Up Group to evaluate how the city will move forward with recruiting future events. The group will visit the city this month, with a report expected in early summer.

“Our ability to attract events depends on our venues and host partners,” said Mike Carrier, CVB president. “It also requires a strong base of energetic sports fans and a dedicated marketing team to keep Oklahoma City top-of-mind with event owners and maintain relationships with key decision-makers.”

Carrier is confident there will be no drop-off in the number of events here.

“We have a great relationship with the NCAA, the Big 12 and many other sports organizations,” he said. “I don’t foresee any difficulty in submitting bids for events. We can carry right on with that.”

Oklahoma City is one of only three cities who are permanent hosts of major NCAA events. The others are Omaha, Neb. (Men’s College World Series) and Eugene, Ore. (Track & Field), with the Women’s College World Series quite possibly being the highest profile of those championship events. Hosting the event, and others like it, is a boost to the local economy and provides invaluable positive exposure for OKC, even when one of the local universities isn’t in the field.

“Teams and fans flood local hotels, restaurants and shops during each tournament with a direct economic impact of more than \$15 million,” said Carrier. “The local economic impact for all of the sports events held in OKC over the past couple of years is estimated at more than \$55 million.”

During the Women’s College World Series, every game is broadcast on ESPN and, as a result, Oklahoma City is mentioned multiple times during each game.

According to Carrier, “You can’t buy that kind of positive exposure.”

Other sports events that have been recently held in OKC include rowing championships, whitewater/rafting national competitions, softball youth showcase championships, men’s slow pitch softball championships, fast pitch softball championships, college tennis championships, national softball umpire clinics, NAIA cheer and dance national championships, college wrestling championships, 3v3 regional soccer championships, and Big 12 women’s basketball championships.

“The local economic impact for all of the sports events held in OKC over the past couple of years is estimated at more than \$55 million.”

-Mike Carrier, president, Oklahoma City Convention and Visitors Bureau

Chesapeake Energy Arena will host the 2019 Phillips 66 Big 12 Women’s Basketball Championship starting Friday, March 8, running through Monday, March 11. The winner earns an automatic bid to the NCAA Division I Women’s Basketball Championship.

The tournament, which has been held in Oklahoma City for the last four years and five of the last six, will move to Kansas City next year. Single-session tickets are \$12, \$20 or \$25 before fees.

All active-duty military, veterans and teachers with a valid military or school ID can purchase \$5 general admission tickets at the arena box office.

There will be several theme nights during the tournament — International Women’s Day on March 8, Education Day and 90s Night for March 9’s two sessions and Native American Heritage Recognition on March 10.

Tickets are available at Big12sports.com/BuyTickets and at the arena box office.

“When we fill arenas and stadiums, it signals to organizations like the NCAA and the Big 12 that Oklahoma City is a great host for these events,” Carrier said.” Carrier said. “We have the facilities and we have the fans. It’s a natural fit, because Oklahomans are sports fans.”

Leadership Notes

OKC-based biotech makes its way to Israel

I recently had the opportunity to join 13 fellow chamber executives from across the country in Israel for a four-day trip, sponsored by the U.S. Chamber of Commerce. Under the aegis of the U.S.-Israel Business Initiative, the visit provided the opportunity to learn about Israel's economy, history and politics; and to meet with top government officials and business leaders. We also met with venture capitalists and scientists, visited American R&D centers, toured Tel Aviv's unique start-up scene, and saw many of Israel's historic and religious sites.

What I discovered was a surprising similarity between Israel and Oklahoma City. At first glance that would seem very unlikely, until you remember that both have had to overcome substantial challenges – economic, social and environmental – to even exist. Both have reinvented themselves several times. We share economic sectors such as energy, aviation and technology.

Perhaps the most striking similarity is in the spirit of both populations. Fiercely competitive, resilient, innovative, always willing to go the extra mile to help their neighbors.

We also share a bio-tech offshoot company. XoNovo, one of two new companies to come out of an Israeli biotech incubator, is an Oklahoma Medical Research Foundation spinoff. When an international group takes an Oklahoma project to heart, providing valuable funding and resources, it sends a clear signal that real science is being performed in OKC. When people have good ideas and are determined to succeed, the entire world benefits. And that's true from Oklahoma City to Israel and back.

Sincerely,



Roy H. Williams, CCE
Chamber President & CEO



Roy H. Williams, CCE
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THE POINT!

ISSUE #3529 - March 2019

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The Point (ISSN 1075-6264) is

published monthly by the

Greater Oklahoma City Chamber,

123 Park Avenue, Oklahoma City, OK 73102.

POSTMASTER:

Send address changes to The Point!,

Greater Oklahoma City Chamber

123 Park Avenue, Oklahoma City, OK 73102

or e-mail thepoint@okcchamber.com.

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.

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MAPS 3 convention center & park, Omni hotel making construction progress

With construction of three major MAPS 3 projects underway, the downtown skyline is dotted with steel, cranes, concrete piers and new structures.

Steel beams are going up for the new convention center, work is on schedule, and the facility is expected to open in 2020.

After months doing the underground work (building the pad, doing the plumbing and electrical) the structure is now rising out of the ground.

Besides the exhibit hall — bigger than three football fields and covering close to 5 acres — the convention center will have 45,000 square feet of meeting rooms.

Ground has also been broken and construction started on the Omni Oklahoma City Hotel, a 605-guest room convention center hotel set to open in early 2021.

The hotel will feature luxurious guest rooms, with dramatic views of the 70-acre Scissortail Park and the downtown skyline. A true outdoor recreation,



The upper portion of Scissortail Park includes a lake, boathouse, stage and more.

entertainment and culinary destination, Omni Oklahoma City Hotel will offer seven dining outlets, an expansive pool deck with event space, retail, 78,000 square feet of indoor and outdoor meeting space and a Mokara Spa.

The hotel is a \$241 million investment and part of a public-private partnership with the city. Construction broke ground in October, and is scheduled to open in 2021.

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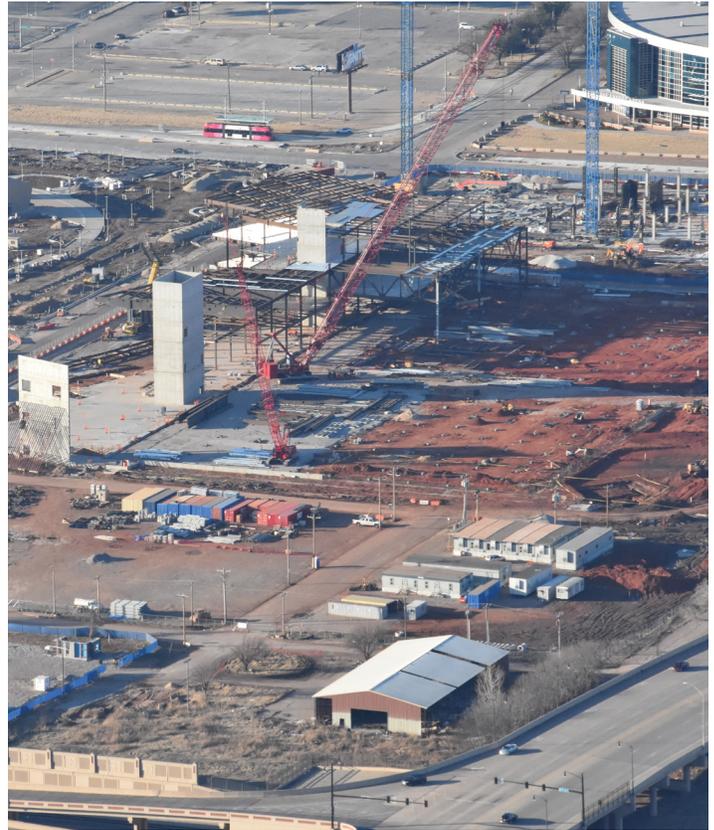
Construction of the future Scissortail Park is coming along nicely.

Scissortail Park consists of two sections, the 40-acre upper park between Interstate 40 and Oklahoma City Boulevard and the 30-acre lower park, south of the highway and north of the Oklahoma River. The land for the lower park has all been acquired and cleared.

The combined 70 acres, connected with the Skydance bridge over I-40, will be the largest park in the city when completed. The \$139 million park will be across the street from the MAPS 3-funded convention center and a 17-story, 605-room Omni Oklahoma City Hotel.

The lake has been completed and filled, many of the structures built in the upper park are complete or nearing completion and include an amphitheater stage, boathouse, cafe, a block-long fountain and a 240-foot-long pedestrian bridge spanning the lake.

Landscaping also is well underway with 300 of the more than 900 trees already planted. The north section of Scissortail Park will be open by the fall of 2019, with the south section scheduled for completion in 2021.



The convention center and Omni are being constructed next to Chesapeake Energy Arena and Scissortail Park.

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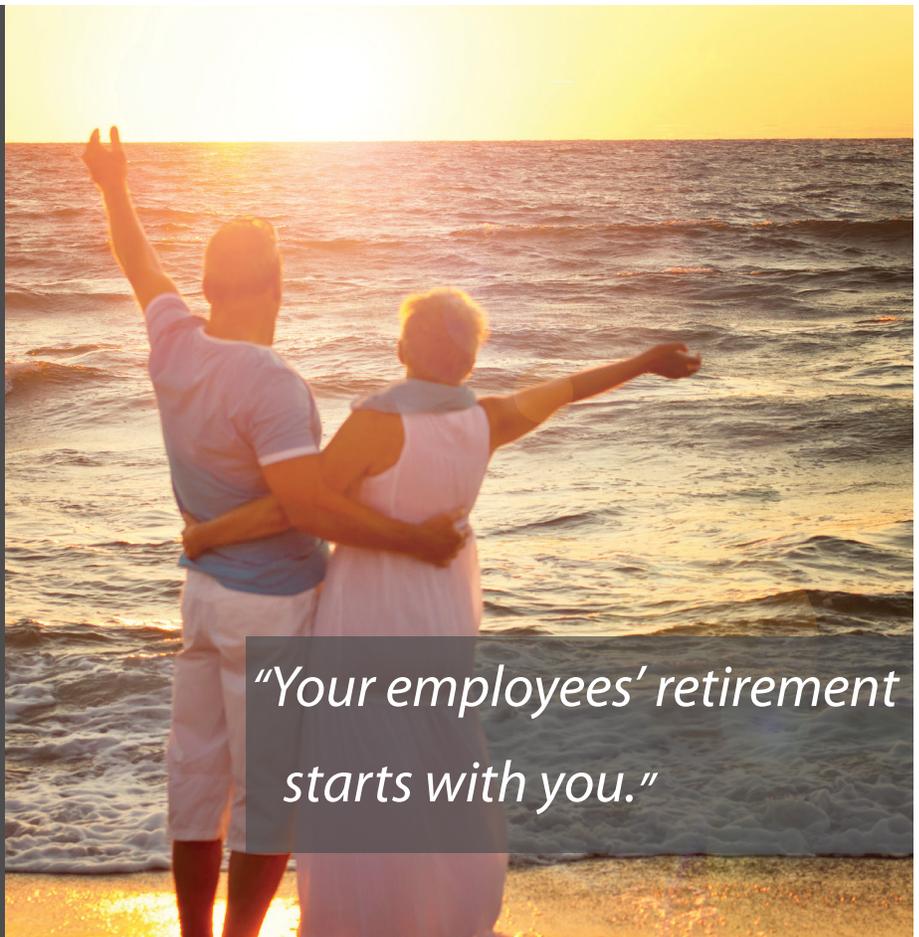


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UPCOMING EVENTS

CALENDAR

March 12

Member Orientation

Time: 3:30 to 5 p.m.
Location: Chamber offices,
123 Park Ave.
[www.okcchamber.com/
orientation](http://www.okcchamber.com/orientation)

March 20

Chamber Forum

Time: 11:30 a.m. to 1 p.m.
Location: Vast,
333 W Sheridan Ave.
[www.okcchamber.com/
council](http://www.okcchamber.com/council)

April 1

Golf Tournament

Time: 10 a.m.
Location: Gaillardia Country
Club,
5300 Gaillardia Blvd.
[www.okcchamber.com/
golf](http://www.okcchamber.com/golf)

April 5

Enlighten

Time: 12 to 1 p.m.
Location: Walker Terrace,
1300 N Walker Ave.
[www.okcchamber.com/
enlighten](http://www.okcchamber.com/enlighten)

April 9

Member Orientation

Time: 8:30 to 10 a.m.
Location: Chamber offices,
123 Park Ave.
[www.okcchamber.com/
orientation2](http://www.okcchamber.com/orientation2)

April 17

Chamber Forum

Time: 11:30 a.m. to 1 p.m.
Location: Vast,
333 W Sheridan Ave.
[www.okcchamber.com/
forum](http://www.okcchamber.com/forum)

April 25

Rise & Shine

Time: 8 to 9:30 a.m.
Location: Hilton Garden Inn
Oklahoma City Bricktown,
328 E Sheridan Ave.
[www.okcchamber.com/
riseshine](http://www.okcchamber.com/riseshine)

April 29

Golf Tournament

Time: 9 a.m.
Location: Twin Hills Golf &
Country Club, 3401 NE 36 St.
[www.okcchamber.com/
golf](http://www.okcchamber.com/golf)

Get informed at March and April Chamber Forums

At the March Chamber Forum on Wednesday, March 20, hear from the soon-to-be newest members of the Oklahoma City Council. Councilman-elect James Cooper, Ward 2, and Councilwoman-elect JoBeth Hamon, Ward 6, will be on hand to discuss their priorities and their vision for the future of Oklahoma City. At the April Chamber Forum on Wednesday, April 17, attendees will gain insight into the state's approach to economic development and learn more about the strategies that will help Oklahoma strengthen its industries and attract new investment. Learn more at www.okcchamber.com/council.



Let Enlighten light your way to business intelligence

Enlighten, a lunch-and-learn event part of the Chamber's Business University suite of programming, provides small business networking and education resources exclusively to Chamber member businesses. Event topics offer easily applicable and timely tips for small business owners and managers. April's topic will be "Things to Know Before You Finance a Business Expansion" and will be held at Walker Terrace, 1300 N Walker Ave., on April 5 from noon to 1 p.m. The cost to attend is \$25, which includes a boxed lunch.

Enlighten occurs on the first Friday of every month (note: no event will be held in July). Seating for Enlighten is limited, so register at okcchamber.com/enlighten today. Special thanks to Signature Sponsor MassMutual Oklahoma.

Register now for D.C. Visit, May 1 - 2

Spots are still available for the Chamber's D.C. Visit, a two-day trip to our nation's capital to advocate for pro-business legislation. Attendees are afforded briefings with Oklahoma's U.S. senators and representatives, as well as a reception on Capitol Hill with federal officials and defense leaders. On the second day, sessions will cover specific topics of interest on issues critical to our community. Cost is \$800 per person and includes one night's lodging at The Intercontinental Washington D.C. – The Wharf, 801 Wharf Street NW, and all affiliated events.

Decisions made in our nation's capital have a significant impact on our businesses and our community. From regulation and infrastructure development to investments in our nation's defense, Oklahoma City – and our companies – feel the consequences of choices made there. Visit okcchamber.com/dc to reserve your spot and view the trip agenda. Special thanks to Signature Sponsor American Fidelity Assurance Company.



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OKC Public Works working to administer Better Streets, Safer City infrastructure projects

The City of Oklahoma City maintains more than 3,500 miles of roadways within the city limits. Recently, we sat down with Shannon Cox with the City's Public Works Department to learn more about how the City invests in its infrastructure and improves the quality of its roads each year.

The Point: Last year, residents of Oklahoma City approved \$1.2 billion in community investments. What did that mean for the streets of Oklahoma City?

Cox: The 2017 Bond Program passed for \$967 million, with \$491 million allocated to street improvements. Alongside the bond program, a 27-month temporary penny sales tax was approved that will generate \$240 million of revenue for streets, sidewalks and trails.

How is that money being invested in Oklahoma City's infrastructure?

Improvements include street resurfacing, streetscapes, sidewalks, trails and bicycle infrastructure.

What progress is being made?

Each year, Public Works completes approximately \$100 million in bond projects, and over the next three years we will work to complete the \$240 million in additional sales tax projects as well.

What process is in place to insure community input and oversight on these projects?

Both the Bond and Sales Tax programs (Better Streets Safer City) have citizens advisory boards which were established to oversee the programs. The bond projects are reviewed by the Bond Advisory Committee which includes residents representing areas across the City. The sales tax projects are overseen by the Better Streets Safer City Citizens Advisory Board which also includes residents from each of the City's Council Wards and at-large members. The committee and board meet regularly to review projects including budget, scope and progress and also make recommendations on the expenditure of funds for both programs for City Council consideration and approval.

How does the City determine where to make street improvements?

The City utilizes several criteria to determine locations for improvements. Criteria includes the pavement condition index (PCI), average daily traffic (ADT) and the maintenance cost for the area. PCI is a score/rating between 0-100, and each City street is measured and a value is determined.

The scale is used to determine the type of improvements needed:

- 86-100: Good (no work needed)
- 71-85: Satisfactory (overlay)
- 51-70: Fair (mill/overlay)
- 31-50: Poor (mill/overlay, reconstruction)
- 0-30: Very Poor (reconstruction)

Beyond street improvements, what other work is being done to improve Oklahoma City's infrastructure?

Other Bond Projects include drainage, bridges, traffic control, parks, libraries, police, fire and transit-related projects. The City also has a Utilities Trust that oversees and makes improvements to the City's water and wastewater systems. The City's MAPS 3 program is also making improvements to infrastructure including additional trails and sidewalks, and also the addition of a modern streetcar to the transit system.

What do you wish more people knew about Oklahoma City's infrastructure investments?

It takes several years to complete bond projects as we expend roughly \$100 million annually. It also takes a significant amount of time for projects to go through the design process, right-of-way process, utility relocation and finally construction.

How can people find out if the City is planning on street improvements in their community?

All of the planned City projects except for those related to water and wastewater improvements have been mapped, and additional information is available on the City's website at www.okc.gov/pw. The link under "Project Updates" includes an interactive map, and there is also a list of Better Streets Safer City projects available at www.okc.gov/bettersafer.

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Registration open for Chamber golf tournaments

Swing into 2019 with the Greater Oklahoma City's Chamber golf tournaments. For the first time ever, you have the chance to play in FOUR Chamber golf tournaments—two in April and two in August.

Registration is open now for all four tournaments. Enjoy multiple days on the links, create new business connections and strengthen existing ones.

2019 Tournament Dates

- April 1 at Gaillardia Country Club
- April 29 at Twin Hills Golf & Country Club
- Aug. 12 at Twin Hills Golf & Country Club
- Aug. 26 at Quail Creek Golf & Country Club

Team Opportunities

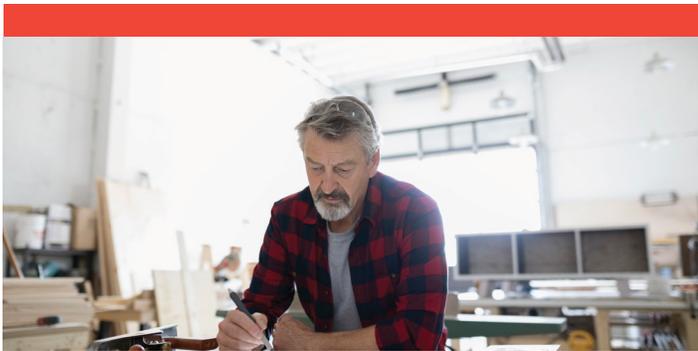
- Four-person teams are available for \$1,350 per tournament.
- \$1,750 Hole & Team sponsors receive increased recognition and the opportunity to meet, greet and network with golfers at a sponsored hole.



New golf packages are now available. Purchase more than one team and receive exclusive benefits. Purchase multiple days and receive exclusive benefits!

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- Two mulligans per tournament for all team members (\$80 value per tournament)

Purchase THREE teams or hole & team sponsorships and receive:

- All benefits listed above, plus;
- Have a golf pro hit your shot at a designated hole at each tournament
- Deluxe golfer giveaways

Purchase FOUR teams or hole & team sponsorships and receive:

- All benefits listed above, plus;
- Four gift certificates for a private lesson with club golf pro. (Sponsor may select one of the golf courses that they are playing.)

April tournaments include:

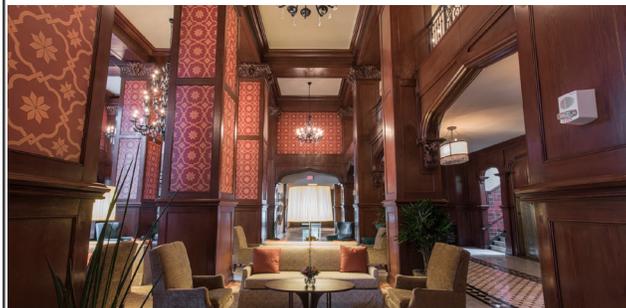
- 18 holes of golf with a 10 a.m. tee time for the Gaillardia event and 9 a.m. for the Twin Hills event in a scramble format
- Driving range and putting green privileges

- Golfer giveaways
- Hot breakfast provided by Rudy's Country Stores & BBQ
- Beverages and snacks on the course
- Lunch buffet with prizes awarded to the first-, second- and third-place teams in three flights

(August tournaments will include a similar array of benefits.)

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The following member companies increased their investment in the Chamber, demonstrating strong support of the Chamber's efforts to drive the region's economy. To increase your investment, contact the membership division of the Chamber at 405-297-8949 or info@okcchamber.com.

PARTNER+

Casady School
Schools - Private
Mr. Nathan Sheldon 749-3100
9500 N. Pennsylvania Ave.
P.O. Box 20390
Oklahoma City, OK 73156
www.casady.org

PARTNER+

Crossland Construction
Construction Companies
Mr. Ryan Rebsamen 748-5043
408 NE 145th Place
Oklahoma City, OK 73013
www.crossland.com

PARTNER+

HNTB Corporation
Engineering Services
Mr. Wayne Feuerborn 216-4761
101 N. Robinson Ave., Suite 1130
Oklahoma City, OK 73102-8803
www.hntb.com

ADVISOR

Hudiburg Chevrolet
Automobile Dealers
Mr. Mike Myers 737-6641
6000 Tinker Diagonal
Midwest City, OK 73110
www.hudiburg.com

ADVISOR

LDT
Landscape - Architects / Contractors / Services
Ms. Stacy Hurst 615-0152
12425 Steve Drive
Oklahoma City, OK 73165
www.ldt-llc.com

ADVISOR

Oklahoma City Abstract & Title Co.
Title Companies
Ms. Amber Dixon 348-8605
1000 W. 15th St.
Edmond, OK 73013-5023
www.okcabstract.com

ADVISOR

Palomar: Oklahoma City Family Justice Center
Nonprofit / Service Agencies
Ms. Kimberly Garrett 552-1010
1140 N. Hudson Ave.
Oklahoma City, OK 73103-3918
www.palomarokc.org

ADVISOR

US Foods
Grocers - Wholesale
Mr. Tracy Osborne 475-4660
10211 N. I-35 Service Road
Oklahoma City, OK 73131
www.usfoods.com

EMERGING LEADER

Houston Financial/The Todd Organization
Financial Services
Mr. David L. Houston 879-8880
6301 Waterford Blvd., Suite 410
Oklahoma City, OK 73118

ASSOCIATE

Quality Buildings, Inc.
Building Construction - Buildings / Portable
Ms. Sheri Carr 364-0516
2600 Van Buren St., Suite 2626
P.O. Box 722217
Norman, OK 73070
www.qbiusa.com



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· ONSITE OR ONLINE
MASTER OF SCIENCE IN COMPUTER SCIENCE
· **CYBERSECURITY TRACK COMING THIS FALL!**

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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 www.okcchamber.com/grandopenings.



Kellogg & Sovereign Consulting, LLC
1220 N. Robinson Ave.
Oklahoma City, OK 73103



Stow's Office Furniture
1 NW 6th St.
Oklahoma City, OK 73102



Girl Scouts Western Oklahoma's Camp Trivera
East of the OKC Zoo Lake



Behavioral Innovations
14828 Serenita Ave.
Oklahoma City, OK 73134



Lago International Buffet & Bar
2001 NW 142nd St.
Oklahoma City, OK 73134



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ECONOMIC INDICATORS

OKC 2nd Lowest Cost of Living Among Large Cities

Where You Live Matters! C2ER 2018 Annual Average Price Report www.coli.org							
City	Composite Index	Coffee	Apartment Rent	Gasoline	Doctor Visit	Men's Haircut	Movie Ticket
Oklahoma City OK	84.6	\$3.96	\$828	\$2.24	\$89.82	\$14.66	\$10.04
Denver CO	113.2	\$4.88	\$1,439	\$2.53	\$120.06	\$19.48	\$12.65
Indianapolis IN	92.6	\$4.31	\$1,052	\$2.64	\$93.91	\$16.80	\$11.14
Kansas City MO-KS	91.5	\$4.19	\$1,092	\$2.50	\$94.24	\$15.90	\$9.67
Omaha NE	95.0	\$4.03	\$1,086	\$2.51	\$138.94	\$16.83	\$9.80
Nashville-Murfreesboro TN	99.2	\$4.03	\$1,029	\$2.49	\$94.52	\$16.83	\$11.67
Dallas TX	105.4	\$5.29	\$1,440	\$2.38	\$110.28	\$26.49	\$11.36
National Average	100.0	\$4.35	\$1,094	\$2.61	\$110.28	\$16.90	\$10.54

Source: C2ER Annual Cost of Living Index, 2018

Oklahoma City ranks second for lowest cost of living among all reporting large cities with more than 500,000 population. The C2ER Annual Cost of Living Index for Oklahoma City in 2018 was 84.9.

Check out the Cost of Living Calculator at www.abetterlifeokc.com/costofliving

Test Case: If you are earning \$70,000 after tax in Boston the comparable income to achieve the same standard of living in Oklahoma City is \$40,135. If you moved from Boston to Oklahoma City:

- Groceries will cost 65 percent less
- Housing will cost 142 percent less
- Utilities will cost 27 percent less
- Transportation will cost 31 percent less
- Health will cost 41 percent less

For comprehensive Economic Indicators and Regional Data, www.greateroklahomacity.com/economicindicators or contact Eric Long, Research Economist – 297-8976; elong@okcchamber.com



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