

THE POINT

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OKLAHOMA CITY
CHAMBER



March 2020

www.okcchamber.com

CVB launches new brand for OKC



“The Modern Frontier” concept was developed from key values identified through extensive qualitative research.

The Oklahoma City Convention & Visitors Bureau (OKC CVB), a division of the Chamber, launched an all-new branding campaign to help evolve the current perception of Oklahoma City. “The Modern Frontier” is a citywide campaign that meshes Oklahoma City’s rich history and innovative future.

The OKC CVB engaged in a 10-month-long branding project that included more than 75 one-on-one interviews, extensive research, news media and competitor city analysis, as well as input from civic, business, tourism and a wide variety of industry partners. With research showing only one in three people are familiar with OKC, the branding exercise was conducted to cultivate a distinguishable identity for Oklahoma City.

“The Modern Frontier” phrasing was developed from the key values that were identified during the interview

Continued on page 4

Chamber tells story of OKC’s aerospace industry

Multi-part, multimedia feature details history of one of OKC’s largest, most iconic industries

Since the early days of flight, aviation has been a big part of Oklahoma City’s focus, industry and history. For example, it was Chamber Chairman Stanley Draper who signed a check made out to Wiley Post in 1933 to help finance an around-the-world flight, the result of fundraising and awareness efforts aimed at building OKC’s presence in the then-fledgling industry. These early efforts eventually became the foundation of Oklahoma City’s aerospace industry, which now consists of more than 230 companies, 36,600 employees, \$5 billion in goods and services and more.



The Chamber’s new multi-part, multimedia feature on aerospace tells the industry’s story through the eyes of Oklahoma City aerospace leaders.

Continued on page 1

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Leadership Notes

Economic growth, cooperation are key to OKC's future

In the pages of last month's Point, you read the article about the release of our 2020 Economic Forecast, which predicted a gain of 2,900 jobs to our local metro economy over the next year. While that is a large number (and indeed any gain is a positive), this figure represents a relative slowdown compared to 2019, when 7,900 jobs were added, and as such, one could term our outlook on the next year as "cautiously optimistic."

We at the Chamber, alongside our many partners involved in the economic development process and profession, remain focused on the type of economic diversification that can help improve our metro's relative exposure to cyclical downturns inherent in many industries, particularly energy. By working together, OKC has made significant strides. In fact, it's this togetherness that made cutting-edge and difficult projects work, like the transformations of the former GM plant and BNSF railyard to job-producing programs at Tinker AFB, bringing the Skirvin back to life, and renewing a former brownfield site along the Oklahoma River to create the home of the DellEMC facility.

It takes all of us working together to grow our economy and continue to diversify our industry base. Since 1996, our partners, leveraging the power of the Chamber's Forward Oklahoma City economic development program have helped to do just that. My hope is that we will continue this spirit of cooperation every time we have the opportunity to attract a new manufacturing plant, back-office facility, research and development lab and beyond. After all, our future economic prosperity depends on it.

Sincerely,

Roy H. Williams, CCE
Chamber President & CEO



Roy H. Williams, CCE
President & CEO

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"Trail loop to be completed in 2021"

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“The Modern Frontier” (cont'd)

process: collaborative, diverse, honest, resilient, authentic, kind and daring. The campaign is a nod to Oklahoma City's Western heritage while recognizing of the city's enterprising nature and ability to determine its own future.

“The interview process helped us establish the key character qualities of Oklahoma City as a destination,” said Lindsay Vidrine, Vice President of Destination Marketing for the OKC CVB. “We are excited about this campaign and the unity it brings to our city.”

The citywide branding elements will be introduced through advertising and promotional efforts by local industry partners, in addition to the OKC CVB's national print and digital advertising, website content, video elements and social media channels. The OKC CVB also worked with two local agencies—Nominee for the branding exercise and Jordan Advertising for the creative execution.

“It takes more than the CVB to tell the story of OKC's aerospace story (cont'd)”

To help tell that story, the Chamber recently debuted a new online storytelling module, the latest in a running series, entitled “Aerospace: Soaring to Ever-Higher Heights.” This new multimedia feature walks readers through Oklahoma City's aviation and aerospace industry story, told from the eyes of the pillars of aviation in Oklahoma City: Tinker Air Force Base, the FAA, the airports and private industry. Readers get a glimpse of what makes aviation thrive here, the synergy that makes it successful and how the community has rallied around and nurtured the industry.

“Not many people, especially those outside the market, really understand and appreciate the depth and breadth of the aerospace industry here in OKC, and all the factors that come together here to make Greater Oklahoma City one of the premier places for aerospace companies—not to mention their employees—to thrive,” said Jeff Seymour, Chamber executive vice president, economic development. “This new online feature is a great way to help get that message out to aerospace-related entities that may be looking for favorable markets to expand or relocate.”

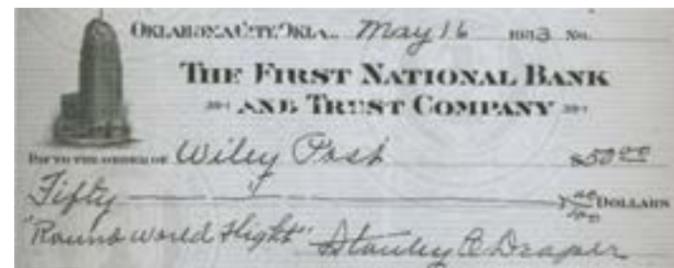
The story also features a new video highlighting top leaders at the FAA, Boeing, Northrop Grumman, and

Oklahoma City,” said Mike Carrier, President of the OKC CVB. “We hope that locals will rally behind this campaign just as much as the Chamber and the CVB and help share the message of OKC.”

The new brand identity was debuted to attractions, hoteliers and other CVB partners in Oklahoma City on February 20 at a launch event at the Will Rogers Theatre.

For general information on “The Modern Frontier” campaign, visit www.visitokc.com/modern-frontier.

To help share the message of the campaign, visit the OKC CVB's industry page for key messaging, promotional items, social graphics, videos and resources at www.visitokc.com/brand.



The Chamber was instrumental in raising money for Wiley Post's successful round-the-world flight in 1933, just one early effort aimed at building the foundation for the metro's aviation and aerospace industry.

Kratos discussing what has made Oklahoma City an aerospace and aviation hub, and how its best days are still ahead.

“The other storytelling features we've developed with our partners at Ackerman-McQueen have been well-received, and we look forward for more of the same, not to mention lots of sharing, with this latest Aerospace-focused piece as well,” said Cynthia Reid, Chamber senior vice president, marketing & communications.

Experience “Aerospace: Soaring to Ever Higher Heights” and be sure to share it with your friends and family. You can see it at www.greateroklahomacity.com/stories/aerospace.



Recent third-party OKC rankings roundup

Third-party accolades, while not definitive proof of success, are certainly at least an indication of positive attention. And Oklahoma City has seen its share of good coverage lately, with some impressive headlines and rankings from well-known sources.

In December, Oklahoma City was named among Travel + Leisure magazine's top places to travel in 2020, alongside cities such as Beijing, Kyoto, Rome, Dubai, Quito and more. As a result of that placement, which was due in part to the work of the CVB Destination Marketing team, OKC was featured on the Today show the next week during a report on the Travel + Leisure piece.

“This attention was due to our staff's fantastic PR work as well as the great progress we've all helped make happen when it comes to making OKC a great place to live as well as visit,” said Mike Carrier, president of the Oklahoma City Convention and Visitors Bureau.

That announcement came on the heels of an Arizona State University study reporting Oklahoma City was ranked No. 1 out of 115 cities on their “Ease of Doing Business” rankings. Also in late 2019, OKC's annual resident survey put resident satisfaction ratings among the best in the U.S., with nearly nine out of 10 residents rating Oklahoma City as an “excellent” or “good” place to live. The national average for large American cities (population 250,000+) is about half. Veterans United also recently ranked Oklahoma City No. 5 in its “Top 50 Cities for Veterans to Live in 2020” list.

Just last month, WalletHub named Oklahoma City among “10 best state capitals to live in,” and Reader's

Digest listed OKC among “the best American cities for live music (besides Nashville),” and careful POINT Economic Indicator watchers will recall Zillow recently listed Oklahoma City as No. 1 among its “Best Markets for Tech Expansion” rankings.

Finally, Oklahoma City was just featured in another article published on TravelandLeisure.com on February 12, “The Best Places to Travel in April.” The article mentions several OKC mainstay events, including the OKC Memorial Marathon, Redbud Classic and Oklahoma Quarter Horse Spring Show, in addition to the opening of the Oklahoma Contemporary Arts Center and the USA Softball Hall of Fame, the OKC Thunder, OKC Dodgers, OKC Energy FC, the National Cowboy and Western Heritage Museum. The article also notes the 25th anniversary of the bombing, prompting readers to visit the National Memorial.



Third-party accolades and acclaim for OKC have stacked up recently, including TravelandLeisure.com's “Best Places to Travel in April” article.

UPCOMING EVENTS

CALENDAR

Mar. 6
Enlighten
Noon to 1 p.m.
Walker Terrace
1300 N. Walker Ave., Suite 300
okcchamber.com/enlighten

Mar. 10
Member Orientation
3:30 to 5 p.m.
Greater Oklahoma City Chamber
123 Park Ave.
okcchamber.com/orientation

Mar. 18
Chamber Forum
11:30 a.m. to 1 p.m.
Vast
333 W. Sheridan Ave.
okcchamber.com/marchforum

Apr. 3
Enlighten
Noon to 1 p.m.
Walker Terrace
1300 N. Walker Ave., Suite 300
okcchamber.com/enlighten2

Apr. 14
Member Orientation
8:30 to 10 a.m.
Greater Oklahoma City Chamber
123 Park Ave.
okcchamber.com/orientation2

Apr. 15
Chamber Forum
11:30 a.m. to 1 p.m.
Vast
333 W. Sheridan Ave.
okcchamber.com/aprilforum

April 29-30
D.C. Visit
The Dupont Circle Hotel
1500 New Hampshire Ave.
NW, Washington, D.C. 20036
okcchamber.com/dc

May 18
State of Health
10:30 a.m. to 2 p.m.
Cox Convention Center
1 Myriad Gardens
okcchamber.com/statehealth



D.C. Visit April 29-30 affords opportunity to meet with federal leadership

Register for your spot now on the Chamber's annual D.C. Visit, a two-day trip to our nation's capital to advocate for pro-business legislation. Attendees receive briefings with Oklahoma's U.S. senators and congressmen, attend sessions of specific topics of interest on issues critical to our community, as well as a reception on Capitol Hill with federal officials and defense leaders.

The cost is \$800 per person and includes one night's lodging at The Dupont Circle Hotel and all affiliated events.

Last year, Chamber attendees met with members of Oklahoma's Congressional delegation, leaders from the Pentagon, and the administration. Each member of Oklahoma's delegation briefed the group on current issues on the hill. Topics will include defense issues, criminal justice reform and more.

Decisions made in our nation's capital have a significant impact on our businesses and our community. Visit okcchamber.com/dc to reserve your place in our delegation.

Special thanks to Presenting Sponsor American Fidelity Assurance Company.



Enlighten your way to business brilliance

Enlighten, a Chamber lunch-and-learn event, brings attendees information on topical business topics of interest on a monthly basis in a casual lunch-and-learn format.

At the March 6 Enlighten, attendees will hear from James Bygland, principal of Premier Integration Plus, LLC. James will teach attendees how the Entrepreneurial Operating System (EOS) method can help small business owners and managers clarify, simplify and achieve their vision. At the April 3 Enlighten, Daniel Shuart, CEO of GlobalStraticom and an experienced technology executive and consultant will share his expertise in business/digital transformation and digital

strategy. Shuart will bring his deep understanding of data analytics to your sales process, helping you identify the key analytics for your company and industry to increase your odds of success.

Enlighten is held from noon until 1 p.m. the first Friday of the month at Walker Terrace, 1300 N Walker Ave., Suite 300. Chamber member tickets are \$25 and include a boxed lunch. Space is limited, so reserve your spot today at okcchamber.com/enlighten.

Special thanks to Presenting Sponsor MassMutual Oklahoma.



March Chamber Forum to highlight why companies choose to grow in OKC

The Chamber continually works with existing and prospective new-to-market businesses and firms on expansion in, and relocation to, OKC. Join us for the March 18 Chamber Forum where attendees will hear representatives from area companies discuss some of the reasons why their organizations chose to locate or expand in Oklahoma City, as well as what our community can do to support a better business climate and foster more employment growth in the market. Speakers include Alexis Lusby, HR/recruiting manager with Rural Sourcing; Heather Nottingham, regional sales director and the Dell OKC site director; and Larry Sanford, executive vice president of M-D Building Products.

Tickets for the Wednesday, March 18 Chamber Forum are \$35 for Chamber members and \$55 for nonmembers. The event will be held from 11:30 a.m. to 1 p.m. at Vast atop Devon Tower, 333 W Sheridan Ave. Register online at okcchamber.com/marchforum.

Special thanks to Series Presenting Sponsor Cox Business and Series Corporate Sponsor ADG.



MAPS 4 projects in the Innovation District are slated to include an Innovation Hall (modeled after District Hall in Boston) as well as the creation of the Henrietta B. Foster center for Northeast Small Business Development and Entrepreneurship and more. Conceptual renderings: Perkins + Will

Catching up with the Innovation District: Symposium, events set stage for growth, MAPS 4 projects

While myriad new physical projects are planned for the long-term future of OKC's Innovation District with the results of December's MAPS 4 election, plans and programming for the near term look to continue the positive momentum built by area stakeholders.

The concept for the Innovation District, an area encompassing the Oklahoma Health Center campus and Automobile Alley, was first proposed as a result of a study by The Brookings Institution and the Project for Public Spaces. The purpose of the Innovation District is to capitalize on OKC's dominant industries, investing in high-quality places where research institutions, firms and talent concentrate and connect.

To that end, the 2020 Innovation District Annual Symposium will be held April 14 at the Cox Convention Center. Innovation District Symposia focus on activities and research with potentially wide application to our health/biotech, energy, aerospace industries and others and, like the innovation District concept as a whole, look to bring representatives, research and employees from seemingly disparate industries and knowledge bases together to foster collaboration, ideas and more entrepreneurship. This year's focus is on emerging autonomous systems technologies and the potential for Oklahoma to lead the nation in this area of technological growth. Themes of symposia past have included



OKC Innovation District President & CEO Katy Boren delivers an address to the "Blockchain for Business" event at the Baker Hughes Energy Innovation Center last December.

sensor technology, "big data" and more.

"This year's symposium continues moving us forward to being more competitive as a region when it comes to innovation and entrepreneurship," said Katy Boren, OKC Innovation District president and CEO. "Past symposia have borne immediate fruits when it comes to connecting researchers and innovators, and we expect even more of the same when it comes to autonomous systems."



SPARK Happy Hours and Walk Over Wednesdays are a great ways to meet fellow Innovation District denizens and create potentially entrepreneurial connections.

The District also programs less formal networking events for District employees and residents, like the "Walk Over Wednesday" series held at the Beacon of Hope at Stiles Circle Park, featuring local favorite food trucks. The first Walk Over Wednesday of the year will be March 11 from 12 to 1 p.m. The popular "Spark: Innovation District Happy Hour" monthly events have returned as well for 2020, with the next event March 17 at Iguana Mexican Grill, followed by April 21 at Vanessa House Beer Company.

In addition, in partnership with Progress OKC, the District will hold a Community Career and Resource Expo on April 4 at Douglass High School. All education and career levels are encouraged to attend.

Get information on these events and more at okcinnovation.com.

Last month, the MAPS 4 citizen oversight committee structure was announced, with six subcommittees for particular focus areas. The projects in the Innovation District will have their own dedicated subcommittee to advise the larger MAPS 4 Citizens Advisory Board on the Henrietta B. Foster Center for Northeast Small Business Development and Entrepreneurship, Innovation Hall and area connectivity projects, as well as an operating fund.

"We encourage people interested in helping transform our innovation ecosystem to apply to serve on our subcommittee at okc.gov/maps4," said Boren.



Attendees enjoy networking at a recent SPARK Happy Hour.



Physical connectivity projects are also planned for the district as a result of MAPS 4. Conceptual renderings: Perkins + Will

OKC delegation examines lessons from Houston

In November 2019, the Greater Oklahoma City Chamber took a delegation of its members and other community leaders to Houston for the Chamber's 14th InterCity Visit. This benchmarking trip serves as a fact-finding and best-practice learning mission for people committed to impacting Oklahoma City's future.

Houston, the fourth-largest city in the United States, is larger in scope than most cities that the Chamber has visited in the past, but shares many similarities with Oklahoma City.

"The most obvious similarity, of course, is the impact of the energy industry on Houston's history and current economy," said Chamber Chair Percy Kirk during the trip's opening session. "But we also saw similar cultural influences and challenges between Oklahoma City and Houston, and many ways in which we can learn from Houston's development, including the growth of the Texas Medical Center, Houston's increasing diversity and its status as an international trade hub."

Attendees heard from Stephen Klineberg, Founding Director of Kinder Institute for Urban Research, and Professor Emeritus of Sociology at Rice University. For 33 years, Klineberg and his team have conducted the annual Kinder Institute Houston Area Survey, which provides a way to track the changes in demographic patterns, economic outlooks, experiences, and beliefs of Harris County residents.

Focusing on diversity, downtown growth

Klineberg's research shows that Houston has become the most diverse city in America and can be considered a picture of what the United States' demographics will look like in 50 years. According to Klineberg, the future success of Houston depends on making sure that opportunities for prosperity extend beyond white America.

"If Houston does not prepare its African American and Hispanic communities to succeed, then Houston will not be successful," Klineberg said.

Houston's development of a downtown park was another area of study for the Oklahoma City delegation. During the MAPS 3 campaign in 2009, the Chamber took Oklahoma City leaders on a site visit of Discovery Green, Houston's downtown park that opened next to their convention center in April 2008.

In the 10+ years since Discovery Green has been open, Houston's downtown development has soared. New hotels next to the park have opened, downtown housing is booming, and the downtown districts are becoming more walkable and connected by transit options.

Similar community challenges—and opportunities

Like Oklahoma City, Houston also has a close economic tie to the oil and gas industry. It wasn't until the 1990's that Houston attempted to diversify their economy. One area of focus is medical and bioscience innovation. With a natural tie to the Texas Medical Center, Houston is boosting its innovation ecosystem through programs like TMC Innovation Institute, an organization that connects entrepreneurs and innovators with the member institutions of the Texas Medical Center.

Chamber members at the Board of Advisor level and up are invited to attend the InterCity Visit each year. To learn more about membership, contact your membership manager or Sunny Cearley, Chamber vice president of membership, at scarley@okcchamber.com or 405-297-8948.



Houston's development of Discovery Green was an area of study for the Oklahoma City delegation.

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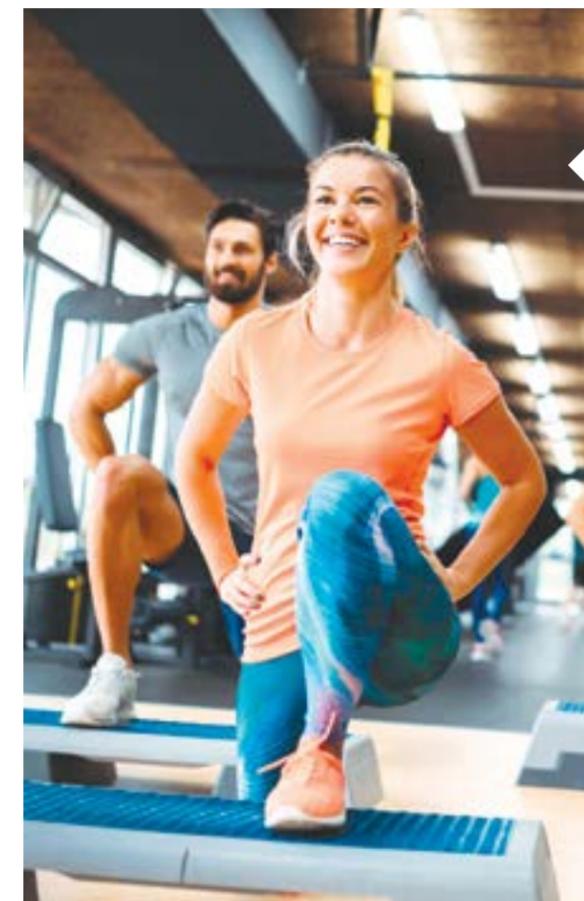
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Oklahoma City, OK 73112
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Seattle, WA 98101
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Oklahoma City, OK 73104-1402
www.oiga.org

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Edmond, OK 73034-6589

ASSOCIATE

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Oklahoma City, OK 73106-7848
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1105 Myrtle Drive
Edmond, OK 73034
www.chrisgriswoldpc.com

ADVISOR

factor 110

Special Event Planning / Consulting
Mr. Brian Ferrell, CMP..... 604-0041
3421 N. Walnut Ave.
Oklahoma City, OK 73105-2607
www.factor110.com

ADVISOR

Mike Monroney Aeronautical Center - FAA

Schools - Industrial, Technical & Trade
Ms. Michelle Coppedge..... 954-4521
6500 S. MacArthur Blvd., Suite 341
P.O. Box 25082
Oklahoma City, OK 73125
www.faa.gov

ADVISOR

Oklahoma Electrical Supply Company

Contractors - Electrical
Mr. Stephen F. Young..... 525-9900
4901 N. Sewell Ave.
P.O. Box 349
Oklahoma City, OK 73101-0349
www.oesco.com

ADVISOR

Protech Professionals

Pest / Animal Control Services
Mr. Derek Sing..... (877) 255-2515
8701 N. Classen Blvd., Suite C
P.O. Box 21358
Oklahoma City, OK 73156
www.protechpros.com

ADVISOR

Rand Elliott Architects

Architects
Mr. Rand Elliott, FAIA..... 232-9554
35 Harrison Ave.
Oklahoma City, OK 73104

EMERGING LEADER

Naifco Realty Co. LLC

Real Estate
Mr. Blair Naifeh..... 429-4249
304 N. Meridian Ave., Suite H
Oklahoma City, OK 73107
www.randelliottarchitects.com

GRAND OPENINGS

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



Chickasaw Community Bank
909 S. Meridian Ave.
Oklahoma City, OK 73108



Trinity School at Edgemere
3200 N. Walker Ave.
Oklahoma City, OK 73118



Herbology
115 E. Reno Ave.
Oklahoma City, OK 73104



Comfort Keepers
2601 NW Expressway, Suite 107W
Oklahoma City, OK 73112



Strata Leadership
11600 Broadway Extension,
Second Floor
Oklahoma City, OK 73114



Purpose Healthcare
321 S. Blvd., Suite 117
Edmond, OK 73034



CASA of Oklahoma County
1608 NW Expressway
Oklahoma City, OK 73118



TTCU Federal Credit Union
15104 N. Pennsylvania Ave.
Edmond, OK 73013



Orthodontic Associates
5850 N. Classen Blvd., Suite B
Oklahoma City, OK 73118

ECONOMIC INDICATORS

Oklahoma City scores with Top 10 ranking among 'Best Cities for Basketball Fans'

Best Cities for Basketball Fans

Overall Rank	City	Total Score	NBA Rank
1	Boston	62.37	1
2	Los Angeles	61.81	2
3	Oakland	51.37	3
4	San Antonio	48.07	4
5	Salt Lake City	47.40	7
6	Miami	45.55	6
7	Oklahoma City	45.31	5

Source: WalletHub 2019, A rank of 1 is most favorable.

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

- WalletHub ranked Oklahoma City #7 out of 291 of the most populated cities nationwide for the best cities for basketball fans.
- In terms of the NBA, Oklahoma City was ranked #5 for best cities for basketball fans.
- WalletHub used a total of 21 metrics to help determine the best cities for basketball fans. Each metric was graded on a 100-point scale, with 100 representing the most favorable conditions for basketball fandom.
- These metrics consisted of looking at top-performing teams, revenues and traditions, fan attendance and engagement, and much more.



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