

# Breathing New Life

into historic Stockyards City is occurring thanks to the commitment of its retail community and a Great Grant from the Oklahoma City Community Foundation.

Established in 1910 to serve the nation as a primary source for meat processing and packing, to this day Stockyards City retains its status as the world's largest cattle market and a source for high quality Western goods and services. To capitalize on its uniqueness, the retail and property owners are revitalizing the commercial district through participation in the Main Street program and as a designated Business Improvement District.

The Stockyards City utilized a Great Grant from the Community Foundation to implement *Experience Stockyards City*, a marketing effort to ensure Stockyards City is a "must see" visitor destination. Two annual events are increasing traffic to Stockyards City: *Stockyards Stampede* is held each May

and *A Cowboy Christmas* is held the second Saturday in December.

While more and more visitors are discovering the Stockyards City, one of the single most positive aspects has been the sense of pride that business and property owners now feel. This pride coupled with a Great Grant is serving as the foundation for the new and increased level of participation and enthusiasm by the people who market the rich Western heritage that is Stockyards City.

Enhancing our community is the purpose of Great Grants. You can help support these efforts with a contribution to the Community Foundation's Fund for Oklahoma City. Contact Jennifer Stewart at 405/255-5603 or at [j.stewart@occf.org](mailto:j.stewart@occf.org) for more information or visit [www.occf.org](http://www.occf.org).



*Stockyards Stampede* is one of several annual events marketed by Stockyards City, thanks to a *Great Grant*.

# Great Grants

## Funding Dreams for a Better Future

The Oklahoma City Community Foundation is a non-profit public charity that works with donors and non-profit organizations to attract and manage endowment funds for the community's benefit.

As part of its mission, the Community Foundation promotes community programs that address specific opportunities and issues and provides support for organizations, such as Stockyards City Main Street, that can effectively deal with community needs.

A basic goal of each community program is to develop effective solutions to improve the community, not simply to distribute funds. The Community Foundation staff takes a proactive approach to assisting organizations in identifying emerging issues and developing programs that meet those issues.

What are your dreams for a better community? Let us help them come true. For additional information, contact us at 405/235-5605, or visit our web site at [www.occf.org](http://www.occf.org).



Photo by OJCC CVA

Stockyards City's *Cowboy Christmas* features a parade the second Saturday in December.



Oklahoma City

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