



Thirty Four - 34 - Thirty-Four

Thirty-four does not seem like that big of a number but when we are talking about \$34 million, \$34,000,000 represents an enormous number. It also happens to be the amount of investment that Foundation Automotive is currently investing in our community in four of their new and expanded facilities.

I got an email from someone who apparently does not believe in our community, asking an interesting question, “why in God’s name, would anyone invest \$34,000,000 in Wichita Falls”? Well, the answer is easy, because they believe that our economy is and will continue growing and that their investment will grow right along with the community. Thank you, Foundation Automotive, for your civic leadership, generous charitable support and most importantly for believing in Wichita Falls.

Join us in celebrating this incredible investment for the Groundbreaking ceremony for Foundation KIA, 2600 Old Jacksboro Highway, Friday March 1 at noon.

Always Forward.

- Ron Kitchens

Chamber Happenings

Where the Scissors Cut the Ribbon

Come join the Chamber Team and Gold Coat Ambassadors as we break out our jumbo scissors to cut

the red ribbon in celebration as members grow their presence in our community. Mark your calendars and join us!

- [Yogi Bear's Jellystone Park Camp-Resort](#) – At 14145 US-287 North, Wichita Falls, Texas. March 8, from 2:00 p.m. to 3:00 p.m.

Jobs Team

“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure.” - Marianne Williamson

Last week Maria and Moriah attended the Women's Summit with Consultant Connect. This 3-day summit focused around economic development industry trends and best practice habits with an emphasis on developing leadership skills. Maria got to be hands on with the event, working with the Consultant Connect team to curate an unforgettable experience for the guests. Moriah got to spend time with Site Consultants and Economic Developers from all over the country discussing what Wichita Falls is seeing in trends, where we're headed, and what comes next for us. Their favorite takeaway from the week was a quote by Ginni Rometty, former CEO of IBM "Growth and comfort do not coexist.". These two are a powerhouse and they can't wait to bring major growth to Wichita Falls and the Chamber!



Featured Events

Title Sponsor



Presenting Sponsor



STATE OF THE ECONOMY



State of the Economy - March 19, 2024

The Wichita Falls Chamber's State of the Economy will be a gathering of National, State, and Local Economic Experts for the purpose of discussing the current state of affairs. The event will occur on March 19, 2024, from 10:00 a.m. to 1:00 p.m. at Sikes Lake Center. Interested in being a sponsor? Contact Jon or Sara at 940.723.2741. If you would like to purchase tickets, click the [link](#) today!

DEFINING OUR CULTURE

April 10-11, 2024



Defining Our Culture - April 10 & 11, 2024

Who are we as a community and how do we create a vibrant culture that curates the future? Join us for Defining Our Culture on April 10 and 11 from 8:00 a.m. to 5:00 p.m. and be a part of this community-changing movement.

This event is designed to create a dynamic and inclusive platform where individuals and organizations such as the Wichita Falls Chamber of Commerce, Midwestern State University, Texas Tech University System, Sheppard Air Force Base, and the City of Wichita Falls can come together to explore, articulate, and prioritize values that promote unity, growth, and prosperity in Wichita Falls. Click [here](#) to register for this event!

Military Matters

Thrive Guide: Wichita Falls & Sheppard AFB

Inspired by and modeled after the Thrive Guide from [Five & Thrive](#), the Wichita Falls Chamber of Commerce is proud to introduce the Thrive Guide for Wichita Falls and Sheppard Air Force Base. This [Thrive Guide](#) serves as a comprehensive resource specifically tailored to support military families in the local community of Wichita Falls and at Sheppard Air Force Base, providing resources in the areas of childcare, education, healthcare, housing and spouse employment, in alignment with the Five and Thrive initiative addressing key quality of life issues for military families.

Questions? Need help getting connected as a military family? Contact Kaycee Denny, partner for our Military Team, at kaycee@wichitafallschamber.com.

THRIVE
IN WICHITA FALLS &
AT SHEPPARD AIR FORCE BASE

PUBLISHED BY THE
WICHITA FALLS CHAMBER OF COMMERCE

Wichita Falls
CHAMBER OF COMMERCE

FIVE & THRIVE

Nourish the Service: Blue Star Families Event

Military Families: Join us for [coffee and conversations](#) about local resources and meal planning. Kids are welcome (we'll have coloring pages). Coffee and pastries provided by Starbucks. We encourage you to bring non-perishable food items for our food drive!

**Nourish
the Service**
Blue Star Families

Nourish the Service
with **Blue Star Families** and **Starbucks!**

Join us for an event focused on conversations around sharing local resources, meal planning, and how we can all help to Nourish the Service.
*We will be collecting non-perishable goods to donate locally as part of this event. Participants are encouraged to donate if they're able to contribute.

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Thursday, March 7th
9:00am-10:30am

Starbucks
1415 SW Parkway
Wichita Falls, TX 76302

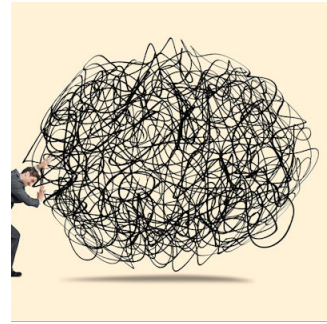
bluestarfam.org

Entrepreneur

The Top 5 Strategies for Overcoming Naysayers in Business

Here's how you can handle naysayers with resilience and poise.

[Read More](#)

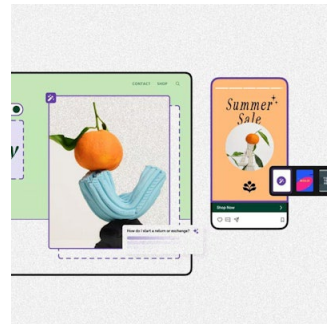


Fast Company

GoDaddy launches a suite of AI tools for small businesses

GoDaddy on Monday announced a new suite of AI-powered online marketing tools called Airo, making it the latest company to offer an all-in-one, AI-enhanced platform for busy small businesses. As soon as business owners arrive at the Airo site, they're invited to enter a description of their product and service, from which GoDaddy's AI generates a...

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Texas Monthly

Crypto Miners Sue to Keep Us in the Dark

The Texas Blockchain Council aims to stop a new federal requirement that its members disclose how much electricity they're pulling from the grid.

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