



From the Desk of Mayor Jensen

In the midst of the holiday season, it's a great time to reflect on the things that truly make our community special. El Reno is a place where people know each other by name, where neighbors look out for one another, and where the bonds we form are just as important as the progress we make. One of the most impactful ways we can continue to strengthen those bonds is by supporting each other—especially through shopping locally, eating locally, and enjoying the unique activities and spaces our community has to offer.

When we shop locally, we're not just making a purchase; we're investing in the very people who make up our community. Every time you buy a gift from a local shop or eat at a local restaurant, you're helping a neighbor succeed. You're contributing to the success of your friends, your family members, and your fellow El Reno residents who rely on local businesses to thrive. These businesses, many of which are family-owned, put their heart and soul into providing the best for our community, and that effort deserves our support. By choosing to spend your money here at home, you're making sure that the dollars stay within our community, helping to create jobs, fund local schools, and improve city services that benefit us all.

This holiday season, let's also take the time to remember the importance of loving on one another. The holiday season can be difficult for some, so it's crucial to check in on your neighbors, lend a hand when needed, and spread a little extra kindness. A small act of service or a thoughtful gesture can go a long way in brightening someone's day. Together, we can create a holiday atmosphere where everyone feels seen, heard, and supported.

Each small business, local park, and community event is an opportunity to experience the true heart of El Reno.

The holidays remind us of all we have to be grateful for—our community, built on cooperation, kindness, and a shared commitment to one another's well-being. Let's embrace the spirit of giving by shopping and dining locally, exploring the wonderful activities right here in town, and spreading joy to those around us. Together, we can make the holidays brighter for everyone. When we support one another, we invest in a stronger, more vibrant community—because when we rise together, we thrive together.

This season, let's embrace the spirit of Christmas, by loving God and our neighbor as ourselves. In this, we share in the true spirit of Christmas, the gift of the birth of our Savior and Lord Jesus Christ.

Merry Christmas to you and blessings this New Year.

Mayor Steve Jensen

