

# ***Greater Enid Chamber of Commerce Three-Year Strategic Plan (July 2009)***

**Mission Statement:** *To serve the community through the enhancement of the economic climate and quality of life in Enid and the surrounding area.*

## **Economic Development / Community Development Strategy for the Enid Region**

**A three-year plan for improving economic prosperity and quality of life in Enid, Oklahoma and the surrounding area**

### **EDUCATION / COMMUNITY DEVELOPMENT COUNCIL (Dr. Cheryl Evans, Chair)**

#### **WORKFORCE DEVELOPMENT COMMITTEE (Dr. Marcie Mack, Chair)**

##### **Develop and implement a regional workforce development plan**

- Enhance career exploration opportunities (include early childhood, elementary school, middle school, and high school levels)
- Expand business as mentors program to all 5th grade classes
- Help people transition to higher paying jobs (provide information about available jobs and training opportunities, utilize social service agencies)
- Increase traditional enrollment and local internship programs at NOC and NWOSU
- Support Leadership Greater Enid (LGE) program. Utilize LGE graduates for community leadership positions.
- Support Greater Enid Young Professionals (GEYP) organization

#### **EDUCATION COMMITTEE (Todd Earl, Chair)**

##### **Strive for Enid to have the best public school system in the state**

- Work with Enid Public Schools to develop a new facility improvement plan
- Support EPS and community efforts to fund facility improvements (school bond)
- Increase student performance ratings in the district (English, Math, Science)
- Increase percentage of students taking ACT and increase ACT average score
- Increase high school enrollment at Autry Technology Center
- Increase concurrent enrollment at NOC-Enid
- Help develop a coordinated plan between local governmental entities to maximize the efficient use of public resources (coordinated planning between City of Enid, Garfield County, Enid Public Schools, rural school districts).

### **LOCAL ECONOMIC DEVELOPMENT / GOV'T. AFFAIRS COUNCIL (Shaun Cummings, Chair)**

#### **RETAIL TASKFORCE (Bob Berry, Chair)**

##### **Increase Enid's retail market share, drawing power, and sales tax base**

- Complete retail trade area study and identify gaps in Enid's retail market
- Encourage expansion of local retailers and support the recruitment of retail chains that complement existing retail and fill a "gap"
- Develop sound retail incentive guidelines that promote a net increase in retail sales, fill a "gap", and encourage the utilization of infill sites (big box vacancies)
- Identify and address business climate issues to improve Enid's retail growth opportunities (signage, appearance/clean-up, community branding, downtown development, etc.)
- Build a retail website that is competitive with other leading cities (link to Chamber, Alliance and City websites)
- Accumulate economic data and establish a process to keep it updated
- Assist in organizing a U.S. Census "Complete Count" committee for Enid and all cities in Enid's trade area

## **DOWNTOWN DEVELOPMENT COMMITTEE**

**Partner with the City of Enid and other organizations to enhance Enid's downtown development (Focus on capital improvements that are economic development and quality of life assets)**

- Recruit people to champion key project areas for downtown development
- Improve gateway entries to downtown (land acquisition and clean-up) – *Hayden Groendyke, Project Chair*
- Help facilitate a downtown hotel (establish hotel site and pre-approved incentive package) – *Shaun Cummings, Project Chair*
- Increase downtown housing development – *Cheri Ezzell, Project Chair*
- Establish and promote a downtown arts district – *Julie Baird, Project Chair*
- Support and enhance Farmers Market project – *Corey Groendyke, Project Chair*
- Promote renovation / expansion of Convention Hall to provide improved sports and community recreation facilities – *Todd Humphrey, Project Chair*
- Build pedestrian trails and add green space downtown – *Matt Davis, Project Chair*
- Explore feasibility of establishing wireless internet downtown
- Pursue grants and various state funding opportunities for downtown capital improvements
- Foster and develop public / private partnerships to increase capital investment in downtown Enid

## **AFFORDABLE QUALITY HOUSING COMMITTEE (*Cheri Ezzell, Chair*)**

**Increase the availability of affordable quality housing in Enid**

- Support continued community clean-up and effective code enforcement
- Provide database of certified rental properties through CDSA and Chamber
- Utilize existing funding programs to help upgrade rental properties that do not meet certification standards
- Focus on infill and redevelopment on Enid's eastside
- Work with CDSA and developers to promote new affordable housing (diverse mix)
- Complete Roosevelt Park 48-unit apartment complex
- Help facilitate Carland Group 30-unit, single family tax credit development project
- Pursue single family, energy efficient home opportunities (Range to Ridge homebuilders)
- Establish baseline indicators that can be used to assess Enid housing needs

## **STATE ECONOMIC DEVELOPMENT / GOV'T. AFFAIRS COUNCIL (*Jennifer Kisling, Chair*)**

**Promote state legislative initiatives, projects and funding opportunities that benefit Enid and northwest Oklahoma**

- Organize Enid Day at the Capitol
- Sponsor state legislative forums (before and after Oklahoma Legislative Session)
- Expand the Oklahoma Mid-Size Cities Coalition to pursue state funding for capital improvements in mid-size cities (Convention Hall renovation / expansion project)
- Pursue funding for local infrastructure (water, sewer, roads, airport)
- Pursue Vance infrastructure assistance (state matching funds and bond money)
- Increase Oklahoma Historical Society base operating budget for Cherokee Strip Regional Heritage Center
- Identify and promote local citizens to serve on state boards

## **FEDERAL ECONOMIC DEVELOPMENT / GOV'T. AFFAIRS COUNCIL (Dan Ohnesorge, Chair)**

### **Promote federal legislative initiatives, projects and funding opportunities that benefit Enid and northwest Oklahoma**

- Organize federal legislative trip to advocate Vance AFB mission growth opportunities and military construction projects
- Interface with Vance Development Authority to support Vance AFB
- Support federal funding in other key areas (infrastructure, alternative energy, etc.)

## **AIRPORT SUPPORT (Dan Ohnesorge, Chair)**

### **Support Airport Board efforts to increase business activity and overall utilization of the airport as a regional economic development asset**

- Secure state funding to upgrade 66<sup>th</sup> Street access to the airport
- Establish a Foreign Trade Zone at the airport (business cost savings and recruitment)
- Support airport business expansion and recruitment efforts

## **MEMBERSHIP DEVELOPMENT COUNCIL (Frank Baker, Chair)**

## **BRANDING / MARKETING COMMITTEE (April Danahy, Chair)**

### **Brand and market Enid for economic development, workforce attraction, and tourism**

- Promote "Come Home to Excellence, Come Home to Enid" theme in community marketing efforts
- Help establish new entry signs for Enid at four gateway locations
- Provide marketing assistance for school bond campaign(s)
- Update and redesign Enid Chamber and Enid Convention and Visitors Bureau web sites
- Assist in providing continuity and community branding on City, Chamber, Alliance, ECVB, and Retail web sites
- Expand company web site links for Enid job listings on enidchamber.com
- Expand Chamber Community Development Partners program
- Retain and increase Chamber membership base
- Pursue live broadcast-quality television capabilities that can feed into statewide, national and international media markets

## **Greater Enid Chamber of Commerce '09 – '10 Executive Committee**

Jimmy Stallings, Chairman of the Board

Dr. Marcie Mack, Immediate Past Chair

Dr. Cheryl Evans, Chair-elect & Community Development / Education Council Chair

Shaun Cummings, Local Economic Development / Gov't. Affairs Council Chair

Jennifer Kisling, State Economic Development / Gov't. Affairs Council Chair

Dan Ohnesorge, Federal Economic Development / Gov't. Affairs Council Chair

Frank Baker, Membership Development Council Chair

Lindsay Hay, Treasurer

Jon Blankenship, President & CEO