

# Greater Enid Chamber of Commerce

## Three-Year Strategic Plan (July 2020)

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

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

#### **EDUCATION / COMMUNITY DEVELOPMENT COUNCIL**

##### **Support Education and Workforce Development**

- Expand mentoring programs in elementary and middle schools (support Coach a Kid program)
- Support efforts to establish a Youth Center in Enid
- Encourage businesses to provide resources for early childhood development
- Partner with local businesses to offer the ENID 4 TEACHERS discount program
- Support efforts to keep Oklahoma K-12 teacher salaries among the highest in the region (retain and attract teachers)
- Support increased funding for the classroom to help reduce class sizes
- Support efficient use of public resources for common education (encourage sensible administrative consolidation to maximize funding for the classroom)
- Protect and enhance state funding for post-secondary education (Career Tech & Higher Education)
- Encourage expanded advance placement and concurrent enrollment in our schools
- Support efforts to increase enrollment at Autry Technology Center, NOC-Enid and NWOSU-Enid
- Advocate continued and expanded partnerships between Career Tech and Higher Ed institutions
- Provide marketing support for Leadership Greater Enid (LGE) program. Encourage organizations to utilize LGE graduates for boards and community leadership positions

#### **LOCAL ECONOMIC DEVELOPMENT / GOV'T. AFFAIRS COUNCIL**

##### **Support quality of life projects that help attract businesses, workers and families**

- Support continued downtown development including the completion of the downtown hotel, improving walkability, and expanding downtown residential living
- Advocate a sustainable city budget allocation for neighborhood parks, community parks and trails system
- Support efforts for physician recruitment to ensure access to high quality healthcare for Enid and Northwest Oklahoma residents
- Promote the development of Enid Soccer Complex as a major asset for Enid's quality of life and visitor industry (Capitalize on new sports facilities to expand athletics tourism in Enid)
- Support efforts to implement the Kaw Lake pipeline project to provide a sustainable water supply for Enid
- Advocate continued implementation of the community wayfinding signage plan
- Support Enid's brand identity and help deliver Enid's "*boundless, vibrant, original*" message through Chamber events, publications, social media and website

##### **Increase Enid's retail market share, drawing power and sales tax base (Billion By 2025 Plan)**

- Highlight the importance of supporting local businesses (keep retail and tax dollars at home)
- Encourage expansion of local retailers and support the recruitment of national retailers that complement existing businesses and fill a "gap" in Enid's market (increase shopping and dining venues)
- Support the new retail development in The District (movie theatre, trampoline park, restaurants, etc.)
- Advocate the use of incentives to promote community infill and re-development
- Revitalize and/or repurpose Oakwood Mall
- Promote holiday shopping in Enid through Candy Cane Cash event
- Support efforts to increase hotel room nights in Enid (conferences, conventions & sports tournaments)

## **STATE ECONOMIC DEVELOPMENT / GOV'T. AFFAIRS COUNCIL**

### **Promote state legislative initiatives that benefit Enid and NW Oklahoma**

- Organize and promote Enid Day at the Capitol
- Support sound state funding sources for Medicaid expansion which was approved by voters in June 2020 (avoid a reduction in other core services)
- Support the thorough review of business incentives and tax credits through the Oklahoma Incentive Evaluation Commission (eliminate or phase out those that are not effective or cost efficient)
- Protect effective business incentives that have proven to attract capital investment and create new jobs
- Work with other mid-size cities to protect and enhance rural healthcare, support regional colleges and universities, and support local control for municipalities
- Promote legislation to support key sectors in Enid's regional economy (oil & gas, agriculture, medical, etc.)
- Advocate increased state funding for Enid's higher education institutions (improve access to Higher Ed)
- Utilize Oklahoma Strategic Military Planning Commission funding for projects that support VAFB
- Support building the new Greer Center facility in Enid (for dually diagnosed clients)
- Support regional highway improvements and continued funding for ODOT's 8-year plan
- Identify and promote local citizens to serve on state boards

## **FEDERAL ECONOMIC DEVELOPMENT / GOV'T. AFFAIRS COUNCIL**

### **Promote federal legislative initiatives that benefit Enid and NW Oklahoma**

- Organize federal legislative trip to highlight community support for Vance AFB, promote mission growth opportunities for the base and support key sectors in Enid's regional economy
- Work with Vance Development Authority to support Vance (add Squadron Ops facility to DOD 5-year budget, pursue privatized dormitory project, utilize Defense Communities Infrastructure Program for Kaw Lake project)
- Protect air space for Oklahoma military installations (training routes, drop zones and runway approaches)
- Help develop new partnerships that are good for Enid, enhance Vance AFB and save military dollars
- Oppose federal regulations that place undue hardship on business and industry
- Oppose regulations or tax changes that hinder expanded oil and gas development (oppose federal regulation of hydraulic fracturing)
- Support immigration reform to secure the borders and provide a fair and efficient system for immigrants to enter or stay in the workforce
- Support legislation/regulations that help strengthen Enid's medical sector
- Support Woodring airport improvements that benefit VAFB and increase overall utilization at the airport
- Support education initiatives that benefit Enid and NW Oklahoma post-secondary education institutions
- Support congressional action to reduce the national debt

## **MEMBERSHIP DEVELOPMENT COUNCIL**

### **Improve Membership Retention and Recruitment**

- Expand membership benefits and marketing services
- Deliver value for membership investment (business climate efforts and direct benefits)
- Offer Small Business Chamber Alliance (complimentary State Chamber membership) to help small businesses be engaged on legislative issues
- Encourage board members and Ambassadors to be involved in membership recruitment and retention
- Offer new member orientation sessions
- Utilize committees and volunteers to implement successful Chamber and community events
- Promote Business Spotlight @ Lunch and Business After Hours networking events
- Expand Chamber Community Development Partners program
- Utilize Ambassadors to welcome new and expanding businesses