

Greater Enid Chamber of Commerce

Three-Year Strategic Plan (July 2017)

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

- Partner with local businesses to offer ENID 4 TEACHERS, a teacher discount program
- Expand mentoring programs in elementary and middle schools (support Coach a Kid program)
- Encourage businesses to provide resources for early childhood development
- Support Enid Public Schools efforts to implement capital improvements from 2016 school bond
- Support a sound plan to address the local and statewide teacher shortage
- Work with legislators to ensure that funding for K-12, Career Tech, and Higher Ed is a priority
- Support efficient use of public resources for common education (encourage sensible administrative consolidation to maximize funding in the classroom)
- Encourage increased high school and adult enrollment at Autry Technology Center
- Encourage expanded advance placement and concurrent enrollment
- Support efforts to increase enrollment at NOC and NWOSU (emphasis on expanding traditional enrollment)
- Support Leadership Greater Enid (LGE) program. Encourage organizations to utilize LGE graduates for community leadership positions

LOCAL ECONOMIC DEVELOPMENT / GOV'T. AFFAIRS COUNCIL

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

- Encourage continued downtown development including the completion of downtown hotel (maximize the economic impact of CNB Center)
- Support a sustainable city budget allocation for neighborhood parks, community parks, and the trail system
- Support the completion of housing projects in progress
- Support efforts to implement the Kaw Lake pipeline project to provide a sustainable water supply
- Work with City of Enid to implement community wayfinding signage plan
- Support Enid's brand identity and help deliver Enid's "*boundless, vibrant, original*" message through Chamber events, publications, and website

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

- Encourage expansion of local retailers and support the recruitment of national retailers that complement existing businesses and fill a "gap" in Enid's market
- Support efforts to upgrade Oakwood Mall and improve the quality of Enid's movie theatre
- Promote holiday shopping in Enid through Candy Cane Cash event
- Help market Enid for visitor industry growth and enhanced entertainment opportunities



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 legislative efforts to address Oklahoma's structural budget deficiency (develop sound revenue sources)
- Support efforts to upgrade the Greer Center facilities in Enid (for dually diagnosed clients)
- Pursue infrastructure assistance for Vance AFB through Oklahoma Strategic Military Planning Commission (airport improvements)
- Support the thorough review of business incentives and tax credits through the Oklahoma Incentive Evaluation Commission (eliminate those that are not effective or cost efficient)
- Protect state business incentives that have proven to attract capital investment and create new jobs in Oklahoma (Quality Jobs program, manufacturing ad valorem exemption, tax increment financing- TIF's)
- Work with mid-size cities group to: 1) protect and enhance rural health care; 2) support regional colleges and universities; 3) support local control for municipalities
- Promote legislation to support key sectors in Enid's regional economy (oil & gas, agriculture, medical, etc.)
- Protect Enid's regional higher education institutions
- Support regional highway improvements and continued funding for ODOT's 8-year plan
- Participate in state legislative forums
- 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 AFB
- Support state legislative efforts to protect air space for Oklahoma military installations (protect training routes and runway approaches)
- Help develop new partnerships that are good for Enid, enhance Vance AFB, and save military dollars
- Capitalize on federal funding for regional transportation and infrastructure needs
- Oppose EPA 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 airport improvements that help Vance AFB and increase overall utilization at the airport
- Support federal e-fairness legislation that allows all states to collect sales tax for online retail sales (level playing field for local retailers and national online retailers)
- Support education initiatives that benefit Enid's higher education institutions (Autry Tech, NOC, NWOSU) and students
- Support congressional action to reduce the national debt

MEMBERSHIP DEVELOPMENT COUNCIL

Enhance Chamber membership benefits and services

- Utilize committees and volunteers to deliver successful Chamber and community events
- Provide networking opportunities for members (Business Spotlight @ Lunch and Business After Hours)
- Encourage members to utilize the Chamber's marketing services (e-mail marketing, advertising & sponsorship opportunities, membership information)
- Expand company website links for Enid job listings on enidchamber.com
- Expand Chamber Community Development Partners program
- Retain and increase Chamber membership base (deliver value to members)
- Promote Ambassador Membership Recruitment Incentive program
- Work with Ambassadors to welcome new and expanding businesses and increase Chamber membership