

Greater Enid Chamber of Commerce

Three-Year Strategic Plan (July 2018)

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 the ENID 4 TEACHERS 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 implementing the plan to raise Oklahoma teacher salaries by \$6,100 on average (will help retain and attract teachers and make Oklahoma teacher compensation 2nd in the region)
- 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 expanded advance placement and concurrent enrollment in our schools
- Support efforts to increase enrollment at Autry Technology Center, NOC-Enid and NWOSU-Enid
- Advocate partnerships between Career Tech and Higher Ed institutions to enhance workforce development
- 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 the 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 establishing a joint residency program to help recruit physicians to Enid
- Support developing Enid Soccer Complex as a major asset for Enid's quality of life and visitor industry
- 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 upgrading Oakwood Mall and recruiting a state of the art movie theatre (at mall or other sites)
- 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 legislative efforts to fund core services (pursue efficiencies and advocate sound revenue sources)
- 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
- Support legislation for the collection of state and local sales tax for all online retail sales (level playing field for local retailers and national online retailers)
- Work with other mid-size cities to protect and enhance rural health care, 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.)
- Increase state funding for Enid's regional higher education institutions (improve access to Higher Ed)
- Utilize Oklahoma Strategic Military Planning Commission funding for Woodring airport improvements (projects that support VAFB mission)
- Support upgrading Greer Center facilities 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 AFB
- Adhere to legislatively approved guidelines that 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
- Capitalize on federal funding for regional transportation and infrastructure needs
- 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 higher education institutions (Autry Tech, NOC, NWOSU) and students
- Support congressional action to reduce the national debt

MEMBERSHIP DEVELOPMENT COUNCIL

Improve Membership Retention and Recruitment

- Market Chamber membership services and benefits (referrals, e-blasts, advertising, sponsorship opportunities, networking, mailing lists and labels)
- Deliver value for membership investment (business climate efforts and direct benefits)
- Engage board members and Ambassadors for membership recruitment
- Implement 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 company website links for Enid job listings on enidchamber.com
- Expand Chamber Community Development Partners program
- Utilize Ambassadors to welcome new and expanding businesses