

Greater Enid Chamber of Commerce

Three-Year Strategic Plan (July 2010)

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. Marcie Mack, Chair)

Support efforts to improve education and workforce development

- Enhance career exploration opportunities (early childhood, elementary school, middle school, and high school levels)
- Encourage businesses to provide resources for early childhood development
- Expand business as mentors program
- Provide advocacy for family-friendly employer practices
- Increase high school enrollment at Autry Technology Center (oppose legislation that hinders high school enrollment in the Oklahoma Career Tech System)
- Develop local funding support to pay fees for concurrent enrollment at NOC-Enid (for high school students with financial need)
- Increase traditional enrollment and local internship programs at NOC and NWOSU
- Oppose legislation that allows guns on the campuses of Oklahoma's educational institutions
- Support Leadership Greater Enid (LGE) program. Utilize LGE graduates for community leadership positions.
- Support Greater Enid Young Professionals (GEYP) organization

LOCAL ECONOMIC DEVELOPMENT / GOV'T. AFFAIRS COUNCIL (Jimmy Stallings, Chair)

Support the "Gateway Enid" campaign to enhance downtown development

(Expanded/renovated public facilities, green space, increased parking, infrastructure for the arts, enhanced gateways, and other improvements)

- Investing in downtown development is crucial for retaining families, business attraction and retention, and growth of Enid's tourism industry and retail sector.

Support the enhancement of Enid tourism development, marketing, and staffing

Partner with other organizations to support continued development of affordable quality housing in Enid

RETAIL TASKFORCE (Bob Berry, Chair)

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

- Encourage retention/expansion of local retailers and support the recruitment of retail chains that complement existing retail and fill a "gap" in Enid's retail market share
- 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.)
- Partner with OSU Extension, Alliance, and Main Street to deliver Enid PRIDE customer service training for employees who interact with the public regularly (retailers, hospitality industry, public sector, other businesses)
- Disseminate "Enid Communication Book" electronic newsletter (retail emphasis)
- Continue to update and upgrade economic development websites (Chamber, Alliance and City websites)

STATE ECONOMIC DEVELOPMENT / GOV'T. AFFAIRS COUNCIL (Ernie Currier, 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
- Pursue funding for local infrastructure (water, sewer, roads, airport)
- Pursue Vance infrastructure assistance (Oklahoma Strategic Military Planning Commission)
- Protect state business incentives that have proven to attract capital investment and create new jobs in Oklahoma
- Support legislation to fund Physician's Loan Assistance Program (supports primary care physicians locating in underserved areas)
- Oppose legislation that allows guns on the campuses of Oklahoma's educational institutions
- 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 for regional transportation and infrastructure needs
- Work with Oklahoma's congressional delegation to capitalize on alternative energy opportunities for Enid and northwest Oklahoma
- Oppose Cap and Trade legislation
- Support education funding initiatives that benefit Enid's higher education institutions (Autry Tech, NOC, NWOSU)

AIRPORT SUPPORT (Dan Ohnesorge, Chair)

Support efforts to increase business activity and overall utilization of the airport for regional economic development

- Establish a Foreign Trade Zone at the airport (business cost savings and recruitment)
- Support airport business expansion and recruitment efforts
- Support airport infrastructure funding

MEMBERSHIP DEVELOPMENT COUNCIL (Cori Abel, Chair)

BRANDING / MARKETING COMMITTEE (April Danahy, Chair)

Brand and market Enid for economic development, entrepreneurship, workforce attraction, and tourism

- Promote "Come Home to Excellence, Come Home to Enid" theme in community marketing efforts
- Provide marketing assistance for "Gateway Enid" campaign
- Assist in providing community branding on City, Chamber, Alliance, and ECVB 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
- Upgrade Chamber membership packets
- Pursue live broadcast-quality television capabilities that can feed into statewide, national and international media markets

Annual Events & Programs

These Chamber sponsored events and programs occur annually. The Chamber Board of Directors views all of these events and programs as critical to the mission of the Greater Enid Chamber of Commerce.

Academic Achievement Awards

Presented to area high school seniors each Spring
Purpose: Recognition for area seniors who have excelled academically.

Annual Meeting and Banquet

Held each year in June
Purpose: Year end meeting held to review annual highlights, outline future objectives, recognize volunteers, and present annual awards.

Business After Hours

Held quarterly on the third Thursday of February, May, August, and November
Purpose: Provides a marketing and public relations opportunity for the sponsor and a networking opportunity for Chamber members.

Camp Tomahawk

Held each year the first two weeks of June
Purpose: A summer camp for underprivileged children offered through a partnership program between Vance Air Force Base and the Greater Enid Chamber of Commerce.

Candy Cane Cash

Held in December
Purpose: The Greater Enid Chamber of Commerce and Enid News & Eagle/Eagle Marketing partner to promote Enid holiday shopping.

Cherokee Strip Days Celebration

Held each year in September
Purpose: Historical event that commemorates the greatest of all land runs (parade, arts & crafts, entertainment, food booths, Great Land Run, etc.).

Committee of 100

Designation of these funds occurs in the Fall
Purpose: Membership wide fundraising request earmarked for a specific project, usually education related.

Enid Day at the Capitol

Held annually in February
Purpose: Provides an opportunity to highlight state issues, funding priorities, and projects that impact Enid and NW Oklahoma.

Enlisted Appreciation Night

Held each year in the Spring
Purpose: Demonstrates Enid's strong support for Vance Air Force Base and for the contribution that the enlisted personnel make to the mission at Vance.

Federal Legislative Trip

Occurs annually (usually scheduled in March)
Purpose: Provides a great opportunity to demonstrate Enid's strong support for Vance Air Force and to promote federal legislative initiatives and funding opportunities that impact our region.

Leadership Greater Enid

Selections are made in August for September-May classes
Purpose: Designed to help participants develop and enhance their leadership skills in serving the Enid community and their individual organizations.

New Teacher Reception

Held each year in the Fall
Purpose: Welcome new teachers in the Enid Public Schools.

Noon Network

Held Sept.-May on the second Tuesday of each month
Purpose: Provides a marketing and public relations opportunity for the sponsor and a networking opportunity for Chamber members.

Northwest District Jr. Livestock Show

Held each year in March
Purpose: Promotes agricultural education and youth leadership through 4-H and FFA programs in Northwest Oklahoma.

Ribbon Cuttings/Groundbreakings

Scheduled as needed
Purpose: A service offered to new businesses and existing businesses that are relocating or expanding.

State Legislative Forums

Held annually in January prior to the Oklahoma Legislative session and in June after the session.
Purpose: Provides an opportunity for local legislators and citizens to discuss state issues, initiatives, and funding opportunities prior to session and to review results and progress after the session.

Special Recognition of Teachers

Presented each Spring
Purpose: Honor retiring teachers and Teacher of the Year nominees.

Additional Chamber Affiliations:

The Enid Chamber interfaces with several local organizations that are involved in various areas relating to the Chamber's mission. Enid Chamber officers or staff serve on the following outside boards:

Enid/Garfield County Development Alliance
Enid Convention and Visitors Bureau
Garfield County Fairgrounds Trust Authority
Greater Enid Young Professionals
Leadership Greater Enid
Main Street Enid, Inc.
Enid Higher Education Council
Vance Development Authority

2010-2011 Board of Directors

Executive Committee

Dr. Cheryl Evans, NWOSU-Enid, Chairman of the Board
Jimmy Stallings, Envirotech Engineering, Past-Chair, Local Econ. Dev./Gov't Affairs
Ernie Currier, Security National Bank, Chairman – Elect/ State Econ. Dev./Gov't Affairs
Dan Ohnesorge, Enid Woodring Regional Airport, Federal Econ. Dev./Gov't Affairs
Dr. Marcie Mack, Autry Technology Center, Education/Community Development
Cori Abel, Williams Broadcasting, Membership Development
Frank Baker, Eagle Marketing, Membership Development
Crystal Harmon, Wymer Brownlee Tax & Financial Mgmt., Treasurer
Jon Blankenship, Enid Chamber President & CEO

Directors

	<u>Retiring:</u>
Gerald Blevins , Jumbo Foods	2011
Brian Hacker , Wings to Go	2011
Joey Meibergen , Johnston Enterprises	2011
Rob Miller , Integris Bass Baptist Health Center	2011
Dan Ohnesorge , Enid Woodring Regional Airport	2011
Cori Abel , Williams Broadcasting	2012
Jay Bowers , Messer-Bowers Company	2012
Brian Engel , Continental Resources, Inc.	2012
James W. Shepherd , Elliott, Enabnit, Ezzell, Anderson & Shepherd	2012
Mitch Zaloudek , Pope Distributing Co.	2012
Ernie Currier , Security National Bank	2013
Jeff Funk , Enid News & Eagle/Eagle Marketing	2013
Andi Holland , Cherokee Strip Regional Heritage Center	2013
Dan Smith , KOFM/KGWA Williams Broadcasting	2013
Connie-Sturgeon Hart , Chick-fil-A	2013

Ex-Officio Board Members

Lindy Chambers, Main Street Enid
David Harmon, ONG
Shawn Hime, Enid Public Schools
Marcy Jarrett, Enid Convention & Visitors Bureau
Brent Kisling, Enid Regional Development Alliance
John Little, OG&E
Dr. Earl Mabry, Enid Chamber Ambassadors
Dr. Marcie Mack, Autry Technology Center
Col. Russell Mack, Vance AFB
Sandra Robinett, AT&T
Dr. Ed Vineyard, NOC-Enid
Andrie Winters, City of Enid

'09 – '10 Community Development Initiatives Programs with Enid Chamber Participation and Support

- Approving the **\$99.5 million Enid Public Schools bond issue** was a huge step forward for our city. Coupled with \$3.4 million in donations from nine businesses and individuals (largest private contribution ever to an Oklahoma school district), the school bond is financing important facility needs including two new schools, increased technology, and improvements to every school in the district.
- Several Chamber and community committees helped provide public input on potential downtown improvements. Enhancing Enid's **downtown development** is crucial for business attraction and retention, growth of Enid's tourism industry, improving quality of life, and retaining families.
- Through cooperative efforts between the Retail Task Force and the City of Enid, a retail consultant is being utilized to help **retain and recruit retailers**. A trade area study was conducted to identify market characteristics and retail gaps. Enid has received interest from several national chains.
- Enid Regional Development Alliance, Enid Chamber, Main Street Enid, and OSU Extension are partnering to offer the **Enid PRIDE Program**. PRIDE (Producing, Resourceful, Informed, and Devoted Employees) is a customer service training program for employees who interact with the public regularly (retailers, hospitality industry, other businesses).
- Chamber and Enid Convention and Visitors Bureau board members encouraged the City of Enid to provide additional resources for **tourism development**.
- The Enid Chamber coordinated the **Businesses as Mentors Program** in EPS fifth grade classrooms, thus exposing more children to Enid area jobs and career paths.
- CDSA, Autry Technology Center, Enid Regional Development Alliance, and the Enid Chamber co-sponsored the **Economic Summit on Early Childhood Investment**. The summit emphasized the importance of investing in human capital in the early years.
- An ODOT grant and City of Enid and private sector funding are being used to **upgrade 66th Street** at the airport. Aircraft Structures has begun a **facility expansion** at the airport that will add jobs. An airport **Foreign Trade Zone** application has been submitted.
- With CDSA as the lead agency, the Roosevelt Park **48-unit apartment complex** opened on the east side. **28 single family units** are also scheduled to break ground on the east side.
- Coordinated **federal legislative trip** to Washington, DC (topics included Vance AFB projects, economic development, transportation, education, school bond passage).
- Organized **Enid Day at the Capitol** (topics included Oklahoma Mid-Size Cities Coalition, airport projects, alternative energy, highway funding, state incentives, budget shortfall).
- **New web sites** were developed for the Enid Chamber, ECVB, and Development Alliance. The web sites interface and utilize the "Come Home to Excellence, Come Home to Enid" theme to promote Enid's business climate, quality of life, and tourism assets.
- Coordinated **community events** (Candy Cane Cash, Cherokee Strip, NWDJLS, Camp Tomahawk, Enlisted Appreciation, Noon Network, Business After Hours, Student & Teacher awards).
- **Ambassadors** conducted numerous ribbon cuttings/groundbreakings and provided volunteer support at many Chamber and community events.

Services and Advertising

ORDER FORM

	<u>Chamber Member</u>	<u>Non Member</u>	<u>AMOUNT</u>
Affordable Health Insurance Oklahoma Chamber Blue (2-99 employees)	Call for more info	Not available	\$ _____
Job Listings Link your company's job listing's to enidchamber.com	FREE	Not available	\$ _____
Web Page Link Link to the Chamber web page	FREE	Not available	\$ _____
Newcomer Packet Advertising A great opportunity for you to attract customers. Provide 500 flyers that we insert into our relocation packets. They are distributed to realtors, businesses, and people relocating to our area. Typically, 500 flyers last 6 months.	\$100	Not available	\$ _____
<u>Update Newsletter Advertising</u>			
Business Card Ad			
1 month	\$40	Not available	\$ _____
6 months	\$200	Not available	\$ _____
1 year	\$400	Not available	\$ _____
¼ Page Ad			
1 month	\$60	Not available	\$ _____
6 months	\$300	Not available	\$ _____
1 year	\$600	Not available	\$ _____
½ Page Ad			
1 month	\$100	Not available	\$ _____
6 months	\$500	Not available	\$ _____
1 year	\$1000	Not available	\$ _____
Full Page Insert			
Per month	\$150	Not available	\$ _____
Other Advertising Discounts			
Candy Cane Cash (shop at home retail promotion)	25% discount		
Enid Newcomers Guide	10% discount		
Membership Information			
Mailing Labels, Lists, or CD			
Great way to contact Chamber members to publicize an upcoming event, promotion or other news about your business.			
Short List – about 550 members	\$35	\$100	\$ _____
Long List – about 1100 members	\$75	\$150	\$ _____
Membership Directory	FREE	\$100	\$ _____
City Maps	FREE	FREE	\$ _____
Newcomer Packets	FREE	FREE	\$ _____
“Enid” Car Tags	\$6	\$6	\$ _____
Cherokee Strip Belt Buckles	\$30	\$30	\$ _____
		TOTAL	\$ _____

Name of Business _____ Contact _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Method of Payment: Check enclosed Please bill me

Please remit form and payment to: The Greater Enid Chamber of Commerce
P.O. Box 907 Enid, OK 73702 (580)237-2494 (580)237-2497 fax

Welcome

Dear Prospective Member:

The mission of the Greater Enid Chamber of Commerce is to serve the community through the enhancement of the economic climate and quality of life in Enid and the surrounding area.

The Greater Enid Chamber of Commerce strives to provide a clear and persuasive voice for the business community in governmental affairs at all levels. The Chamber works to recruit new businesses to the community and promote businesses already established in our fine city. The Chamber also promotes Enid as a visitor destination and conference site.

Volunteering your time on a committee makes the Greater Enid Chamber of Commerce a more effective and responsive organization, while providing you with valuable opportunities for professional growth and networking. We hope you will participate in committee work as your time permits. If your schedule does not permit, rest assured that your membership investment will help fund programs that will benefit Enid and your business.

Being a member of the Greater Enid Chamber of Commerce means having access to the many special events sponsored by the Chamber throughout the year. Each event provides a unique opportunity for advertising, networking and participation. Please take advantages of the opportunities and services that are available to Enid Chamber members.

Sincerely,



Jon Blankenship
Enid Chamber
President & CEO

Membership Agreement

COMPANY NAME: _____
 Physical Address: _____
 P.O. Box _____ Date Est. _____
 City _____ State _____ Zip _____
 Phone () _____ FAX () _____
 web address: www. _____

Main Contact: _____
 Title _____
 Address: _____
 City _____ State _____ Zip _____
 Phone () _____ FAX () _____
 email _____
 _____ **Yes! Send me the *Update* electronically.**

Billing Representative: _____
 Address _____
 City _____ State _____ Zip _____
 Phone () _____ FAX () _____
 email _____
 _____ **Yes! Send me the *Update* electronically.**

Additional Representative: _____
 Title: _____
 Address: _____
 City _____ State _____ Zip _____
 Phone () _____ FAX () _____
 email _____
 _____ **Yes! Send me the *Update* electronically.**

Signature _____
 Date _____
 Business Classification(s) _____
For Office use Only:
 Date Received: _____ New Member Packet Sent: _____

Greater Enid Chamber of Commerce
 210 Kenwood Blvd. • P.O. Box 907 • Enid, OK 73702 •
 (580)237-2494 • (580)237-2497 fax • enidchamber.com

MEMBERSHIP INVESTMENT SCHEDULE

1. Determine your base rate:

All businesses	\$250+employee count
Non-profit organizations (schools, local gov't entities, etc.)	\$140+employee count
Individual (retired, employee/contractor of a member)	\$115
Charitable organizations	\$140

2. Determine investment

Most businesses / Non-profit organizations

add: \$0 per the first 5 employees**

\$10 per the next 15 employees**

\$5 per the next 80 employees**

\$1 for each of the remaining employees**

**Defined as any person working over 30 hours per week, or two part-time employees.

Financial Institutions: add \$25 per \$1 million in local deposits

Medical facilities/Hospitals: add \$2 per bed

Restaurants/Clubs: add \$5 per employee over 5 employees

Utilities: add .20¢ per customer

Hotels/Motels: add \$2 per room

MEMBERSHIP INVESTMENT:

1. Base Rate \$ _____

2. Investment + \$ _____

Annual Investment = \$ _____

Payments to be paid:

___ Annually

___ Semi-annually

___ Quarterly

___ Monthly automatic bank draft

(Requires Authorization Agreement)

No. full-time employees _____
No. part-time employees _____

Portion of

Annual Investment \$ _____

Administrative Fee + \$25

One-time only

Total

Check enclosed _____ Please bill me _____

I am interested in joining the chamber for the following reasons (please check all that apply).

- | | | |
|--|--|---|
| <input type="checkbox"/> Networking Opportunities | <input type="checkbox"/> Community Support | <input type="checkbox"/> Chamber Blue Insurance |
| <input type="checkbox"/> Sponsorship/Promotional Opportunities | <input type="checkbox"/> Legislative Issues | |
| <input type="checkbox"/> Volunteer/Committee Involvement | <input type="checkbox"/> Business Education & Training | |