

Greater Enid Chamber of Commerce

Three-Year Strategic Plan (July 2011)

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

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 businesses as mentors program
- Provide advocacy for family-friendly employer practices
- Support efforts to increase high school enrollment at Autry Technology Center (oppose legislation that hinders high school enrollment in the Oklahoma Career Tech System)
- Encourage expanded concurrent enrollment at NOC-Enid
- Support increased enrollment and expanded 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

Support community efforts to enhance downtown development

- Support expanded/renovated public facilities, green space, increased parking, arts infrastructure, enhanced gateways, and other improvements

Help brand and market Enid for economic development, workforce attraction, and tourism

- Support projects that enhance quality of life and help attract capital investment, businesses, families, and workers to the region
- Improve community appearance and signage

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

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

- Encourage retention/expansion of local retailers and support the recruitment of national retailers that complement existing businesses and fill a "gap" in Enid's market
- Help deliver Enid PRIDE, a customer service and Enid familiarization program, for employees who interact with the public regularly
- Continue to update and upgrade community websites (Chamber, Alliance, City, ECVB and Main Street)

STATE ECONOMIC DEVELOPMENT / GOV'T. AFFAIRS COUNCIL

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

- Organize Enid Day at the Capitol
- Sponsor state legislative forums (before and after Oklahoma Legislative Session)
- Support Oklahoma Mid-Size Cities Coalition efforts 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)
- Retain state jobs in the region and help facilitate expanded employment opportunities
- 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

Promote federal legislative initiatives, projects and 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
- Oppose Cap and Trade legislation/EPA's proposed carbon regulations
- Oppose regulations or tax changes that hinder expanded oil and gas exploration
- Work with Oklahoma's congressional delegation to capitalize on alternative energy opportunities
- Support legislation/regulations that help strengthen Enid's medical sector
- Support airport infrastructure improvements to increase business activity and overall utilization at the airport
- Support education initiatives that benefit Enid's higher education institutions (Autry Tech, NOC, NWOSU) and students
- Support congressional action to address national debt and federal deficit

MEMBERSHIP DEVELOPMENT COUNCIL

- Utilize committees and volunteers to deliver successful community events
- Continue to offer networking opportunities for members (Noon Network and Business After Hours)
- Market Chamber membership services
- 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

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 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 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 organization.

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 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 Regional Development Alliance
Garfield County Fairgrounds Trust Authority
Greater Enid Young Professionals
Leadership Greater Enid
Main Street Enid, Inc.
Enid Higher Education Council
Vance Development Authority

**Greater Enid Chamber of Commerce
2011 – 2012**

Executive Committee

Ernie Currier, Chairman of the Board
Dr. Cheryl Evans, Immediate Past Chair
Andi Holland, Chairman-Elect & Local Economic Development / Gov't. Affairs Council Chair
James Shepherd, State Economic Development / Gov't. Affairs Council Chair
Stan Tatum, Federal Economic Development / Gov't. Affairs Council Chair
Dr. Marcie Mack, Education / Community Development Council Chair
TBA, Membership Development Council Chair
Crystal Harmon, Treasurer
Jon Blankenship, President & CEO

Board of Directors

Cori Abel, Williams Broadcasting	2012
Jay Bowers, Messer-Bowers Company	2012
Brian Engel, Continental Resources, Inc.	2012
James W. Shepherd, Ezzell & Shepherd , P.L.L.C.	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
Jonathan Bartley, Oxbow Calcining, LLC	2014
Janet Byrum, AdvancePierre Foods	2014
Buddy Nicholas, Nicholas Investment Company	2014
Steve Pryor, Scheffe Prescription Shops	2014
Stan Tatum, St. Mary's Regional Medical Center	2014

Ex Officio Board Members

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