

# Greater Enid Chamber of Commerce

## Three-Year Strategic Plan (July 2022)

*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)
- 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)
- Utilize increased funding for the classroom to help reduce class sizes
- Support equitable, family-friendly open transfer guidelines for public schools (public to public)
- Support efficient use of public resources for common education (advocate 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 improved walkability and expanded 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 quality healthcare for Enid, Vance AFB and Northwest Oklahoma residents (re-establish a primary care residency program in Enid).
- Support an updated Enid housing study to help address housing needs
- Complete Advance Soccer Complex (expand athletics tourism in Enid)
- Support completion of the Kaw Lake pipeline project to provide a sustainable water supply for Enid
- Support efforts to reduce the inmate population at the Garfield County Detention Center (advocate swift adjudication and increased mental health & substance abuse services)
- Encourage coordination between city and county taxing jurisdictions to capitalize on opportunities
- 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)
- Help promote and market "The One" event throughout the Christmas season
- Encourage expansion of local retailers and support the recruitment of national retailers that fill a "gap" in Enid's market (increase shopping, dining, and entertainment venues)
- Support the recruitment and development of a new, quality movie theatre in Enid
- Advocate the use of incentives to promote community infill and re-development
- Revitalize and/or repurpose the Oakwood Mall property
- 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
- Protect the authority of cities to levy municipal sales taxes (local control)
- Advocate increased state investment in mental health and substance abuse services (hold the state accountable for utilizing the savings from criminal justice reform)
- Support sound state funding sources for Medicaid expansion and encourage state provider entities to expand their accountable care organizations to improve health outcomes
- 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 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.)
- 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 completion of the new Greer Center Campus 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 Oklahoma Delegation to fund the Squadron Ops facility and new dormitory project at Vance AFB
- Utilize Defense Communities Infrastructure Program for Kaw Lake pipeline project funding
- Pursue federal funding for military quality of life initiatives to help establish a residency program in Enid (help address physician deficiencies for Vance AFB, Enid and NW Oklahoma)
- 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 Woodring airport improvements that benefit VAFB and increase overall utilization at the airport (apron, joint-use hangar and radar upgrade)
- 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**

- Realize a net gain in membership
- Expand membership benefits and marketing services
- Deliver value for membership investment (business climate efforts and direct benefits)
- 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
- Enhance Chamber networking events for members
- Expand Chamber Community Development Partners program
- Utilize Ambassadors to welcome new and expanding businesses (ribbon cuttings and follow-up)