

SHOP
SUPPORT LOCAL

PLAY
ARTS & ENTERTAINMENT

STOP
DRINK & DINE

STAY
RELAX & UNWIND



Main Street Enid

Designated: 1994



OKLAHOMA
MAIN STREET

51,308
2020 Census
Population



2022 Private
Reinvestment
\$889,390

Program to date:
\$68,777,183



22
Building
Rehabilitations
Program to date: 368

16
New Businesses
Openings, expansions
and relocations
Program to date: 259



1,560
Volunteer Hours
Program to date: 27,136

COMMUNITY Profile



51,308
POPULATION



1229
BUSINESSES



35
MEDIAN AGE



\$57,772
MEDIAN HOUSEHOLD INCOME



\$123,500
HOME VALUE



14,224

@DOWNTOWNMAINSTREETENID
(ALL PAGES COMBINED)

SOCIAL MEDIA Statistics



2,557

@MAINSTREETENID

BOARD OF DIRECTORS

TRENT MISAK
PRESIDENT

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VICE PRESIDENT

MARISA MOLINA
SECRETARY

LAURA BURDICK
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MEGHAN HAUN

MARCUS STEPHENS

TIM SZEWCZAK

BRITTANY CONNER

EXECUTIVE DIRECTOR SPOTLIGHT

Natalie is the main component behind the program, which is becoming one of Enid's premier organizations. She leads with great creative ideas and follows through with them. She keeps the committee members motivated, has a great attitude, and is one of the hardest and most efficient workers.



CONTACT INFORMATION

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TRANSFORMATION Strategies



Guided by **Main Street America (MSA)** and the **Oklahoma Main Street Center (OMSC)**, **Main Street Enid (MSE)** uses its mission and vision to guide the actions of the program. With further guidance from MSA, in September 2023, MSE adopted Transformation Strategies. **Transformation Strategies** provide clear guidance for how communities will fulfill their vision, advance their mission, strategically focus their tactics, and achieve their goals. Ultimately, the strategies help ensure activities in each of the 4 points (**Organization, Promotion, Economic Vitality, and Design**) are focused on the same outcomes.

BUSINESS RECRUITMENT

- Attract more retail and incentivize businesses that serve the community
- Activate vacant store fronts and create multi-tenant options for start-ups

DOWNTOWN RESIDENTIAL HOUSING

- Create ordinances to use historic preservation and underutilized upper floors
- Educate community on value of historic preservation and incentive best practices

“CREATE A VIBRANT AND VITAL DOWNTOWN ENID THAT SERVES THE NEEDS OF DOWNTOWN RESIDENTS AND DAYTIME WORKERS, MAINTAINS HISTORIC CHARACTER, AND CREATES AN ENVIRONMENT FOR SMALL BUSINESSES TO THRIVE.”

VISION STATEMENT

DOWNTOWN ENID

Making a Difference

PERMANENT BUILDING LIGHTING

Thanks to Park Avenue Thrift Enid & Junior Welfare League of Enid we are excited to add to our Downtown District with customizable color changing LED technology lighting that adds vibrancy and illuminates every occasion, event, or holiday from anywhere at any time. They also have timer options, are weatherproof, provide low energy consumption, and allows for a safer community environment through brighter illumination. Phase one included the 100 Block of Independence, Randolph, and Grand around the inner square. As more funds come available we will continue adding more permanent lights to the downtown district.



HOLIDAYS ON ICE DOWNTOWN ICE RINK

Holidays On Ice is back for a 4th season and is an addition to holiday festivities in Downtown Enid. This seasonal ice rink brought **over 10,000 skaters to the Downtown District**. With events, private parties, kids skate free days, and more the rink provides a fun activity for visitors and community members. During Enid Lights Up the Plains, the Park Avenue Thrift Grand Fireworks Finale can be seen from the ice.



FACADE RENOVATION GRANTS

Facade Renovation Reimbursement Grants provide support to property/business owners that want to restore their buildings and keep its historical integrity. **Since 2019, \$34,181 has been granted and \$18,646 have been committed to projects** thanks to our partners Edward Jones, Enid Regional Development Alliance, and our Downtown History Makers.



"Enid's downtown is going through a revival as a result of Enid Main Street. They have focused efforts on downtown by hosting First Friday events, bringing the winter ice skating rink, implementing the 1st phase of the downtown building lighting and of course their Façade Renovation grants. It is through their dedication and support to our small wonderful city, which has allowed Settlers Brewing Company to flourish. We definitely could not have done it without them."

TOM ROWE, SETTLER'S BREWING CO.

FOUR-POINT APPROACH®

The Main Street approach is a proven framework and has guided the revitalization of thousands of downtowns across the nation for the last 40 years. *Main Street America* found the key to revitalizing downtown was to approach the district's problems and opportunities in a comprehensive manner, working simultaneously in four broad areas called the Four-Point Approach®. MSE committees represent the four points. The volunteers on these committees are responsible for much of the work of MSE.



ORGANIZATION

CREATES SENSE OF OWNERSHIP BY GAINING SUPPORT, RAISING FUNDS, AND GETTING PEOPLE INVOLVED.

- HISTORY MAKER CAMPAIGN
- ANNUAL SOCIAL/AWARDS GALA
- PARTNER DRIVE
- VOLUNTEER RECRUITMENT

PROMOTION

CREATES A SENSE OF COMMUNITY BY MARKETING OUR DISTRICT AND PLANNING EVENTS

- FIRST FRIDAYS | APRIL - OCTOBER
- FIRST FRIDAY FIESTA / OCTOBERFEST
- HOLIDAYS ON ICE
- ENID LIGHTS UP THE PLAINS
- SMALL BUSINESS SATURDAY
- SCAVENGER HUNTS
- SOCIAL MEDIA
- WALKING TOURS



ECONOMIC VITALITY

CREATES A SENSE OF PROSPERITY BY GATHERING MARKET DATA AND WORKING WITH BUSINESSES

- BUSINESS ASSISTANCE ACTIVITIES
- BUSINESS RECRUITMENT
- VACANT BUILDING INVENTORY
- BUSINESS SURVEYS

DESIGN

CREATES A SENSE OF PLACE BY CREATING AN ATTRACTIVE, SAFE, AND HEALTHY ATMOSPHERE

- FACADE RENOVATION GRANTS
- AWARENESS BANNERS
- TREE PROJECT
- KEEP ENID BEAUTIFUL



2022

STATEWIDE IMPACT

221.9 MILLION
TOTAL PRIVATE INVESTMENT

PTD | 1.699 BILLION

14.7 MILLION
TOTAL PUBLIC INVESTMENT

PTD | 475.7 MILLION

173
NEW BUSINESSES

PTD | 8824

292

FACADE IMPROVEMENTS

PTD | 15,408

55,557

VOLUNTEER HOURS

PTD | 1,685,628

Main Street promotes public and private partnerships and local leadership, commitment, and synergy while delivering tangible and intangible benefits to both communities and neighborhood districts. Training and technical assistance in Oklahoma are coordinated by the **Oklahoma Main Street Center (OMSC)**, a division within the Oklahoma Department of Commerce. The OMSC was established in 1985 and today they offer training and technical assistance to active programs. Since 2022, OMSC saw more than **\$2.17 billion** in public and private reinvestment and **15,408 building rehabilitations** in participating Main Street Programs. There has been a **net gain in businesses of 8,824** and a **net gain in jobs of 21,500**. Volunteer hours have only been tracked since 2002 and to-date are **1,685,628 million hours**.

BECOME *a Main Street*

If your community is interested in learning more about the Oklahoma Main Street program and the Main Street Approach®

Phone: 405-815-6552 | Toll Free: 800-879-6552

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