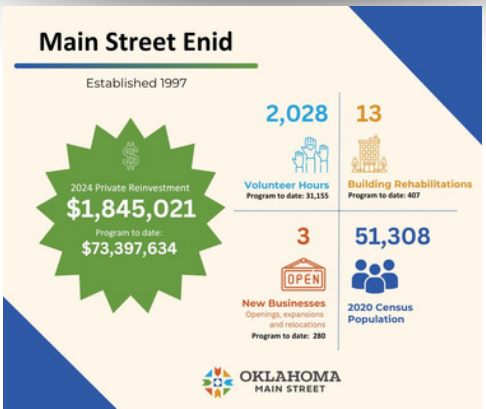
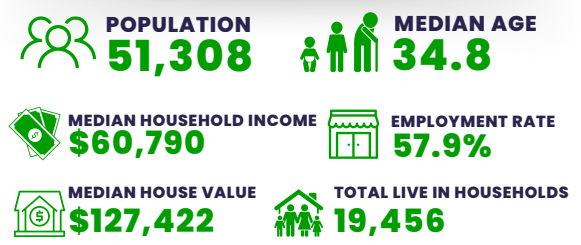


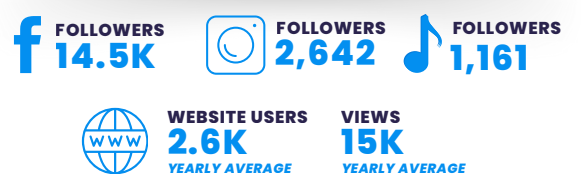
2024 DISTRICT STATS



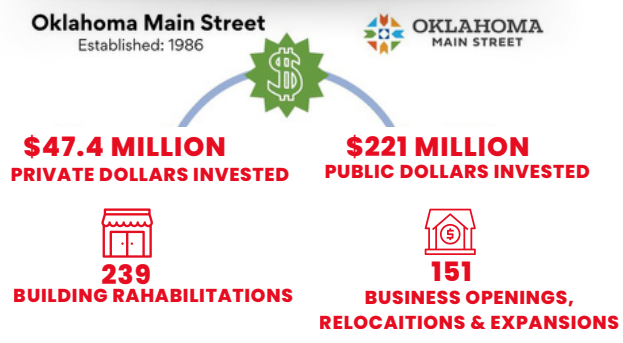
COMMUNITY PROFILE



DIGITAL STATISTICS



2024 STATEWIDE IMPACT



OUR MISSION

MISSION STATEMENT

Main Street Enid, Inc. is committed to preserving and developing our downtown district through diverse partnerships as we enhance the quality of life in our destination community.

EXECUTIVE DIRECTOR



NATALIE RAPP

Natalie has been the executive director since 2019. Thanks to her leadership, projects such as, the permanent building lighting, new trees, and the downtown speaker system have brought new life to Downtown Enid. She keeps the board and staff motivated and her guided efforts have made downtown a vibrant community hub.

COREY KELLER
PARTNER & COMMUNITY ENGAGEMENT MANAGER

BOARD OF DIRECTORS

- TIM SZEWCZAK** PRESIDENT
- AUSTIN HAZEN** PAST PRESIDENT
- TORRIE VANN** VICE PRESIDENT
- JUSTIN BLASIER** TREASURER
- COLLIN MASON**
- ZACH TAYLOR**
- LINDSAY STAERKEL**
- MARK BURROW**
- STEPHEN RICH**
- LAURA BURDICK**

CONTACT US

- 580.234.1052
- www.mainstreetenid.org
- @downtownmainstreetenid



STOP. DRINK & DINE. SHOP. SUPPORT LOCAL. PLAY. ARTS & ENTERTAINMENT. STAY. RELAX & UNWIND



2024-25 REPORT DOWNTOWN ENID



2024-25 HIGHLIGHTS



31ST ANNUAL ENID LIGHTS UP THE PLAINS

Enid Lights Up the Plains, a cherished tradition since 1993, celebrated its 31st anniversary on November 22nd. This festive event kicked off the holiday season with a celebration that united the community, attracting over 13,000 attendees. They enjoyed a variety of activities including free carriage rides sponsored by Brody Electric, live music, vendors, food trucks, Santa Claus, Holidays on Ice Downtown Ice Rink, our new OG+E Tree of Lights show engineered by Ryan Sudlow, Parade of Lights, and ended with the Park Avenue Thrift Grand Finale Firework Show, which was choreographed to music in celebration of three decades of community spirit.



PAINTED SKY ARTS & MUSIC FEST

Main Street Enid, in collaboration with Park Avenue Thrift's \$5 million giveaway celebration, had it's first annual Painted Sky Arts & Music Festival! This event showcased Art Vendors, Food Trucks, and Musicians from across Oklahoma. There were 3,500 people in attendance and spanned our downtown area. This festival will be returning annually to bring a new and exciting event to our wonderful downtown.



HOLIDAYS ON ICE

Holidays on Ice Downtown Ice Rink is a beloved community event, hosted by Main Street Enid! Each season is expected to welcome over 10,000 skaters, offering a festive experience for all. The ice rink will be a crucial part of a variety of events throughout the season, including, the Annual Enid Lights Up The Plains, Courthouse Lawn Tree of Lights Show, Holiday Shopping Nights, Weekend Events, Private/Corporate Events, School Fundraisers, The One Enid's "Bright Lights Tree", and many more exciting activities!

TRANSFORMATION STRATEGIES

Provides clear guidance for how we will fulfill our vision, advance our mission, strategically focus on tactics, and achieve goals over the next 5 years.

VISION STATEMENT

"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."

BUSINESS RECRUITMENT

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

RESIDENTIAL HOUSING

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

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.

ORGANIZATION

Creates a sense of ownership by raising funds, and embracing community.

- HISTORY MAKER CAMPAIGN
- ANNUAL SOCIAL
- VOLUNTEER PARTNER DRIVES



PROMOTION

Creates a sense of community by marketing our district and planning events.

- FIRST FRIDAYS
- ENID LIGHTS UP THE PLAINS
- HOLIDAYS ON ICE
- PAINTED SKY ARTS & MUSIC FEST



ECONOMIC VITALITY

Creates a sense of prosperity by gathering market data and working with businesses.

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



DESIGN

creates a sense of place by creating an attractive, safe, healthy atmosphere

- FACADE RENOVATION GRANTS
- WALKABILITY AUDIT
- KEEP ENID BEAUTIFUL
- DOWNTOWN STREETScape



INTERESTED IN MAIN STREET?

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

Phone: 405-815-6552 | Toll Free: 800-879-6552
MainStreet@okcommerce.gov | Okcommerce.gov | @OkMainSt

