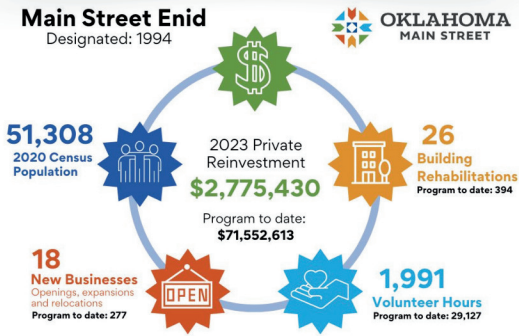
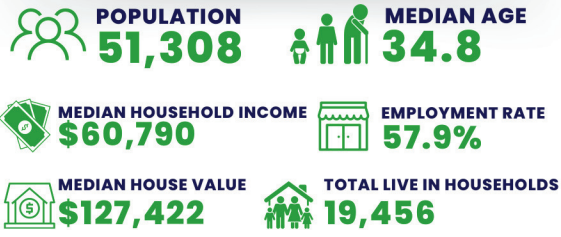


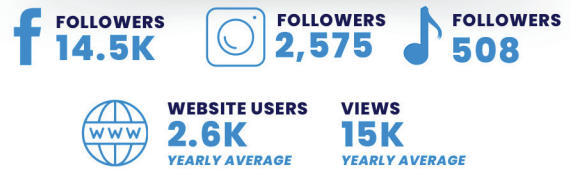
2023 DISTRICT STATS



COMMUNITY PROFILE



DIGITAL STATISTICS



2023 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.

TAYLOR BLASIER ASSISTANT DIRECTOR
MEGHAN KAISER OPERATIONS & VOLUNTEER COORDINATOR

BOARD OF DIRECTORS

- AUSTIN HAZEN** PRESIDENT
- TIM SZEWCZAK** VICE-PRESIDENT
- LAURA BURDICK** TREASURER
- JOEY ARMSTRONG**
- TORRIE VANN**
- ASHLEY HENDRICKS**
- BRITTANY CONNER**
- DONNIE HARRIS**
- MACKENZY JOHNS**

CONTACT US

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- @downtownmainstreetenid



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

2023-24 REPORT

DOWN TOWN ENID



2023-24 HIGHLIGHTS



30TH ANNUAL ENID LIGHTS UP THE PLAINS

Enid Lights Up the Plains, a cherished tradition since 1993, celebrated its 30th anniversary on November 24th. 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.



TREE PROJECT

Main Street Enid, in collaboration with Park Avenue Thrift, Whiterock Resources, and the City of Enid, successfully planted 22 Chinese Pistache trees throughout the downtown area. This initiative marked a significant step towards environmental sustainability and beautification. The planting of these trees has enhanced the beauty of downtown Enid, contributing to increased walkability and a healthier ecosystem.



DOWNTOWN SPEAKER SYSTEM

Downtown Enid now features a vibrant, state-of-the-art outdoor speaker system, funded by Leadership Greater Enid's Class 32. With 50 speakers strategically placed across key blocks, the system enhances outdoor entertainment with lively music and event announcements. Designed by Blasier.Pro Audio Engineering, the weatherproof and remotely accessible system ensures a lively atmosphere for residents and visitors, with the flexibility for future expansions.

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/AWARDS
- 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



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



INTERESTED IN MAIN STREET?

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

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MainStreet@okcommerce.gov | Okcommerce.gov | @OKMainSt

