

imagine your business

Downtown Enid



where the *Arts* are celebrated



History is embraced



Shopping & Dining are delightful



Entertainment is abundant



and *Memories* are made

where **MILLIONS** of **PRIVATE** dollars have been reinvested into historic buildings

and where **Main Street Enid** utilizes hundreds of volunteer hours

and thousands of dollars revitalizing, preserving and **PROMOTING** our

historic district as the economic and cultural heart of our city

Downtown Enid is where...

- public art represents our history, connects people to our community, and promotes tourism
- you enjoy big-name entertainment up CLOSE, from the WORST seat in the house
- you can enjoy a ballpark modeled after the 1920s
- you'll find the legend of John Wilkes Booth
- all ages can take art classes of all kinds
- you'll find a makerspace in a colorful library
- millions of longhorn cattle were led up the Chisholm Trail from 1867 to 1884
- the Cherokee Strip Land Run took place, the largest land run in US history
- a truck-eating bridge posts photos on facebook bragging about its dinners
- you can get a classic straight razor shave from a young old-fashioned barber
- Enid's only walk-in humidior resides inside Enid's tallest building
- you can get a tour by real cowboys and take pictures in 1880s movie sets
- you can play in the world's largest community-built playground
- you'll find the only (previous) bank to be closed by the military in US history
- you can be part of Oklahoma's most active community theater
- you can play outdoor musical instruments any time
- your eyes will water enjoying the longest-running symphony in Oklahoma
- **\$43 million** PRIVATE dollars have been reinvested into historic buildings since 1994





Downtown Enid is a Certified Cultural District with:

- Approx. 1,500 employees
- 75+ financial, insurance, law & other
- 38+ places to shop
- 15 health & beauty
- 13 places to eat - 7 with outdoor patio seating
- 12 arts & entertainment venues
- 5 owner-occupied upper floor lofts
- 3 renowned artist studios

Event Attendance:

A multitude of events downtown such as community events, run/walks, concerts, plays, performances, festivals, parades and baseball games bring a total of approximately **444,000 attendees downtown each year!**

Downtown Business Incentives:

- Facade Renovation Grants
- Downtown Sprinkler Tap and Riser Grant Program
- Oklahoma Main Street Center staff available for no-cost services and consultations: State Architect, Economic Developer, Interior Designer and Marketing Consultant

District Marketing:

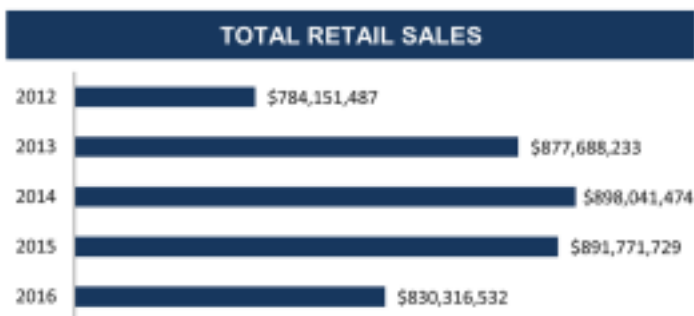
- Main Street Enid website with businesses listed
- Downtown Enid mobile app with businesses mapped and listed
- 3 Facebook pages: Main Street Enid, Downtown Enid and First Friday Enid
- Market segment maps
- Walking tours for newcomers
- Twitter, Instagram and Pinterest
- CNB Center ticket envelopes
- Downtown Enid History website
- Enid News
- Enid Buzz
- E-Town Magazine
- Visitors Guide
- Newcomers Guide
- Various other advertising media



TRADE AREA*



POPULATION	TRADE AREA	EDUCATION	TRADE AREA	HOUSING	TRADE AREA	INCOME	TRADE AREA
Est. 2017 Population	103,596	High School Graduate	36.02%	Median Housing Value	\$96,436	Average Household	\$67,971
Projected 2022 Population	107,145	Some Post-Secondary	22.86%	Owner Occupied Housing	29,053	Median Household	\$50,888
Population 2010 Census	99,734	College Degree	27.05%	Homes Built 2010 or Later	2,401		



RETAIL CATEGORY ANNUAL LEAKAGE	TRADE AREA
Non-Store Retailers	\$151,369,718
Department Stores, Excluding Leased Departments	\$50,028,404
Foodservice & Drinking Places	\$47,284,815
Clothing & Clothing Accessories Stores	\$33,988,508
Supermarkets, Grocery (Except Convenience) Stores	\$28,903,804
Automotive Dealers	\$19,436,958
Home Centers	\$13,348,559
Sporting Goods, Hobby, Book, Music Stores	\$10,212,869
TOTAL LEAKAGE	\$354,573,635



*Trade area information from Retail Attractions, LLC, at www.RetailAttractions.com

DOWNTOWN CONSUMER SURVEY RESULTS 2013

When do you usually go non-grocery shopping?

	Morning	Afternoon	Evening
Monday - Friday	26.7%	36.0%	43.2%
Saturday	23.0%	62.0%	15.0%
Sunday	7.1%	72.9%	20.0%

How often do you shop at the following locations for non-groceries?

	Daily 2-4 times per week	Once per week	Once per month	Few times per year	Never	
Downtown Enid	1.4%	2.7%	22.6%	28.8%	27.4%	17.1%
Sunset Plaza (where Ross is)	0.0%	10.7%	26.8%	37.6%	21.5%	3.4%
Willow Plaza (where Jumbo Foods is)	1.3%	6.0%	18.7%	18.7%	28.7%	24.7%
Heritage Hills (where Katy's Pantry is)	0.0%	1.4%	5.5%	19.2%	29.8%	46.2%
Oakwood Mall	0.0%	3.2%	12.0%	34.9%	42.0%	8.7%
Other	8.0%	18.0%	29.0%	20.0%	29.0%	5.0%

Why do you shop at these locations?

	Selection	Prices	Location	Parking	Customer Service	Atmosphere	Identi
Downtown Enid	22.8%	1.4%	17.9%	0.6%	8.3%	30.2%	19.3%
Sunset Plaza (where Ross is)	42.3%	29.5%	14.1%	5.8%	2.6%	6.0%	5.8%
Willow Plaza (where Jumbo Foods is)	37.8%	4.2%	21.6%	2.6%	4.7%	2.0%	27.3%
Heritage Hills (where Katy's Pantry is)	26.8%	2.8%	11.3%	0.7%	4.9%	2.9%	50.6%
Oakwood Mall	53.7%	6.8%	16.3%	4.1%	2.7%	2.0%	14.3%
Other	33.3%	29.9%	5.7%	3.4%	8.8%	9.0%	19.6%

How often do you dine out anywhere in Enid in these price ranges?

	Daily	Few times/week	Once/week	Once/month	Almost never
Less than \$5 per person	9.1%	31.9%	25.6%	9.9%	21.5%
\$5-10 per person	6.9%	25.7%	42.4%	20.1%	4.9%
\$10-15 per person	1.4%	14.1%	31.7%	46.1%	12.7%
\$15+ per person	0.7%	7.5%	11.2%	33.8%	47.0%

How often do you visit Downtown Enid?

	Daily	2-4 times per week	Once per week	Once per month	Few times per year	Never
Shopping	3.4%	8.1%	19.5%	26.8%	27.5%	14.8%
Dining	3.8%	10.5%	21.2%	26.3%	28.8%	9.0%
Errands	9.3%	12.2%	19.9%	26.5%	15.2%	21.9%
Professional Services	6.7%	6.0%	8.0%	26.0%	28.7%	30.7%
Entertainment	2.0%	4.0%	13.2%	38.5%	33.1%	17.2%
Special Events	1.3%	3.9%	11.2%	28.9%	48.0%	6.6%
Work	27.8%	4.7%	4.1%	4.1%	4.7%	55.4%

When do you usually go Downtown Enid?

	Morning	Afternoon	Evening
Monday - Friday	32.9%	35.0%	32.1%
Saturday	15.4%	39.4%	45.2%
Sunday	16.4%	63.6%	20.0%

Where do you find out what is going on in the Enid community?

	Always	Usually	Sometimes	Rarely	Never
Paper Newspaper	17.0%	17.7%	24.2%	32.8%	28.4%
Online Newspaper	15.4%	17.8%	29.4%	16.2%	21.3%
Radio	9.0%	9.0%	27.1%	20.3%	34.6%
Facebook	59.5%	25.6%	9.8%	2.0%	3.3%
Other Social Media	14.0%	13.2%	20.7%	14.0%	38.0%
E-mail Updates	16.8%	13.7%	18.3%	11.6%	39.7%
Word of Mouth	22.4%	23.1%	42.2%	6.8%	5.4%

What is the highest level of education you've completed?

Value	Percent %
12th grade or less	2.6%
Graduated high school or equivalent	8.3%
Some college, no degree	30.6%
Associate degree	9.6%
Bachelor's degree	24.4%
Post-graduate degree	14.7%

What is your household income level?

Value	Percent %
Less than \$25,000	6.0%
\$25,000 to \$34,999	10.1%
\$35,000 to \$49,999	11.4%
\$50,000 to \$74,999	32.2%
\$75,000 to \$99,999	15.4%
\$100,000 to \$124,999	10.7%
\$125,000 to \$149,999	8.1%
\$150,000 or more	6.0%

What is your Zip Code?

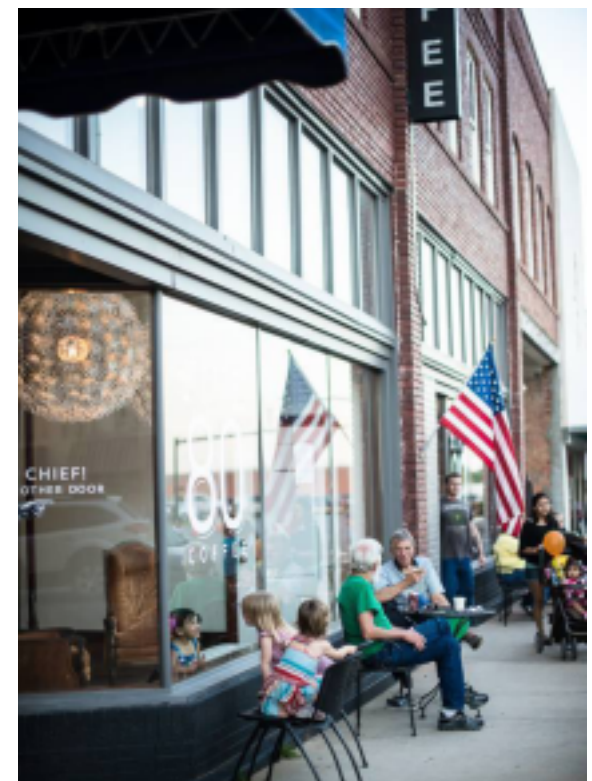
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1	73730
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1	73737
1	73749
1	73753
3	73754
1	73766
1	73773
1	73858
1	74640

What is your age range?

Value	Percent %
under 18	0.0%
18-24	5.7%
25-34	23.6%
35-44	19.1%
45-54	26.8%
55-64	18.5%
65+	6.4%

How far do you live from downtown Enid?

Value	Percent %
Live downtown	2.6%
Under 5 minutes	31.9%
5-10 minutes	42.7%
11-15 minutes	15.3%
16+ minutes	7.6%



Main Street Enid

2016
HIGHLIGHTS



Organization

Creating a sense of **OWNERSHIP** by communicating our mission, recruiting volunteers, developing leaders and promoting investment in revitalization through fundraising and partnerships



Design

Creating a sense of **PLACE** by instigating physical improvements and preservation of our district's historic buildings and public space, shaping a healthy, safe and pleasant atmosphere



MAIN STREET ENID MISSION

Revitalizing downtown Enid by preserving and promoting our historic district as the economic and cultural heart of our city.



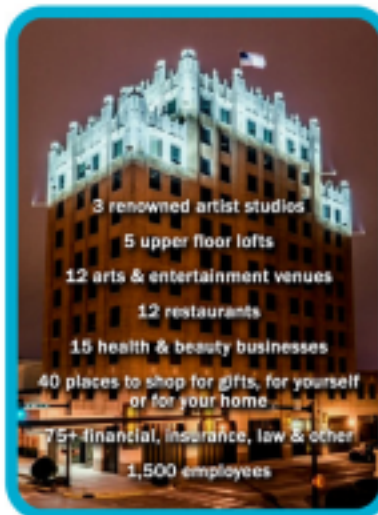
Promotion

Creating a sense of **COMMUNITY** by positioning downtown as the center of art, entertainment, commerce and community life through events, retail promotions and marketing our uniqueness



Economic Vitality

Creating a sense of **PROSPERITY** by strengthening and diversifying downtown's economic base, working with businesses, gathering market information and showing results of reinvestment





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