

# OAKES ENHANCEMENT, INC.

## *STRATEGIC PLAN*



### Progression of Planning

Note: The goals, objectives and strategies are all of equal importance and are designed to be proactive, progressive and aggressive in nature.

# OAKES ENHANCEMENT, INC.

## MISSION STATEMENT

Oakes Enhancement, Inc. shall create an environment that stimulates commercial, industrial and residential growth and development while enhancing the quality of life in the greater Oakes (ND) trade area.

## VISION STATEMENT

Our vision is to be the economic and cultural hub for Southeast North Dakota.



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### **GOALS**

#### **ENHANCE COMMUNITY ALLEGIANCE AND EXCITEMENT**

##### **Objective**

##### **EDUCATE THE PUBLIC**

##### **Strategies**

- Hold and attend Annual meetings
- Make the vision visible through updates on projects via the news media
- Support the creation and maintenance of an Oakes Web page
- Personal Contacts
  - Promote Public Awareness of available funding

##### **FOSTER COMMUNITY PRIDE**

- Promote community attractiveness

##### **INVOLVE COMMUNITY ORGANIZATIONS AND INDIVIDUALS OF ALL AGES**

- Meet with key governmental and educational bodies
- Award scholarship to OHS Junior and invite them to attend OEI meetings and become involved in the community
  - Funding assistance for DECCA and SKILLS USA students



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#### **MAINTAIN COMMUNICATION WITH REGIONAL, STATE, AND FEDERAL LEGISLATORS AND AGENCIES**

##### **INVOLVE POLITICAL ENTITIES IN THE COMMUNITY**

- Invite political entities to hold current topic informational forums in the community.
- Invite political entities to attend OEI meetings.
- Dialogue with political entities via e-mail throughout the year
- Utilize the "One Stop Capitol Shop"



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### **SUPPORT THE EXPANSION, RETENTION, AND DIVERSIFICATION OF EXISTING BUSINESSES**

#### **EDUCATE BUSINESS**

- Promote business awareness of available funding.
- Network concerning available programs outside OEI jurisdiction
- Meet to determine help and resources required for project
- Encourage participation and support of professional growth seminars and training

#### **PROMOTE A BROAD BASE OF BUSINESS OPPORTUNITIES**

- Actively seek available funding for projects and ways to leverage money for maximum potential



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### **IDENTIFY AND ATTRACT NEW BUSINESS OPPORTUNITIES**

#### **PROMOTE A BROAD BASE OF BUSINESS OPPORTUNITIES**

- Community Development Director
- Network Locally, regionally, and statewide
- Perform a Community NEEDS ASSESSMENT
- Actively seek and communicate with additional business opportunities.
- Actively seek available funding for projects and ways to leverage money for maximum potential.
- Seek Hi-tech business



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### **PROMOTE A FULL SERVICE/SELF SUFFICIENT COMMUNITY**

#### **CONTINUE FULL LINE OF HEALTH CARE**

- Identify and retain available health care services
- Seek out services not currently provided or easily accessible
- Promote public awareness of health care community
- Periodic report on status of Health Care (Hospital & Medical Center)
- Assist as needed to search out and find funding for training of health care professionals.

#### **SUPPORT THE MAINTENANCE AND EXPANSION OF INFRA-STRUCTURE (INCLUDES AIRPORT, UTILITIES, ROADS, etc.)**

#### **SUPPORT THE MAINTENANCE AND EXPANSION OF EMERGENCY AND DISASTER CARE: (FIRE, AMBULANCE, DISASTER)**

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## **ENHANCE AND CREATE RECREATIONAL AND TOURISM OPPORTUNITIES**

### **DRAW VISITORS TO THE AREA**

- Maintain and create parks with activities (e-theme parks)
- Fishing: stock area canal and sloughs
- Meet with area guides and hunting lodges to create hunting packages/game cleaning stations, and coordinate web sites
- Expand camping, boating
- Explore inner tubing
- Promote birding
- Promote kayaking
- Research and develop opportunities for an Air & Auto Museum
- Develop a tourism based marketing program
- Promote awareness of available funding
- Promote Phil Hansen “hometown”
- New Billboard and Oakes signage
- City Beautification
- Pursue motel with pool/extended stay

### **EDUCATE RESIDENTS ABOUT AREA’S RECREATIONAL AND TOURISM OPPORTUNITIES**

- Encourage historical and cultural awareness
- Encourage activities and programs for all ages
- Support Chamber activities

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## **ENHANCE REGIONAL ALLEGIANCE**

### **BUILD A STRONG SOUTHEAST AREA**

- Sustain a regional alliance
- Be aware of and support activities in surrounding communities via a regional calendar
- Share information

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## **EXPAND EDUCATIONAL OPPORTUNITIES**

### **TRAIN AVAILABLE WORK FORCE**

- Identify and pursue post secondary training opportunities such as off-site Community College classes, ITV training, and web-based training
- Continue working alliance with Southeast Area Technical and Career Center, and with area colleges
- Develop job training service center
- Promote public awareness of educational needs and opportunities

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## **Increase Housing opportunity in the region**

Help Promote the building of needed housing units in the community

- Identify areas of possible residential expansion
- Participate in helping develop Housing Authority

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## **Contribute to city image beautification**

Support Projects that improve beautification

- Identify areas of need
- Establish Renaissance Zone