

THE COLLECTIVE VOICE

2016-17 Young Professionals Strategic Plan



MISSION

The mission of Claremore Collective is to attract and retain young professionals in Claremore while also fostering the next generation of leaders.

PURPOSE

Claremore Collective is a group of diverse young professionals working together to showcase Claremore as a desirable place to live, work and play. Claremore Collective provides young professionals with opportunities to get in front of and build relationships with local community and business leaders. Not only does Claremore Collective give young professionals a voice, it also gives them an outlet for affecting change throughout the community. Claremore Collective seeks to work hand-in-hand with current community and business leaders to learn from their experiences and to create a young professional-friendly atmosphere.

HISTORY

Claremore Collective assembled as a young professionals association in January 2016 as a workforce development initiative of the Claremore Industrial and Economic Development Authority. The association focuses on representing the interests of young professionals in five key areas: Attraction, Arts and Entertainment, Development, Government Relations, and Next Gen Leadership.

		THE COLLECTIVE VOICE
Launch - January, 2016	Public Interest Campaign - April, 2016	Strategic Plan - August, 2016

The organization adheres to a calendar year with leadership advancing annually. The inaugural year focused on a phased approach consisting of:

PHASE I - Attraction / Assembly / Awareness

Attracting young professionals through “Spring Sessions” series and Monthly Mixers.

PHASE II - “Make Your Mark” and “Collective Voice”

Identifying the needs and desires of young professions and issues opposing the future growth of the community. Results compiled into a strategic plan that focuses the efforts of the organization for 2016-17 as new leadership is appointed.

PHASE III - Transition and Celebration

Developing and executing the Collective Voice (strategic plan), endorsing and backing initiatives, recruiting next layer of leadership.



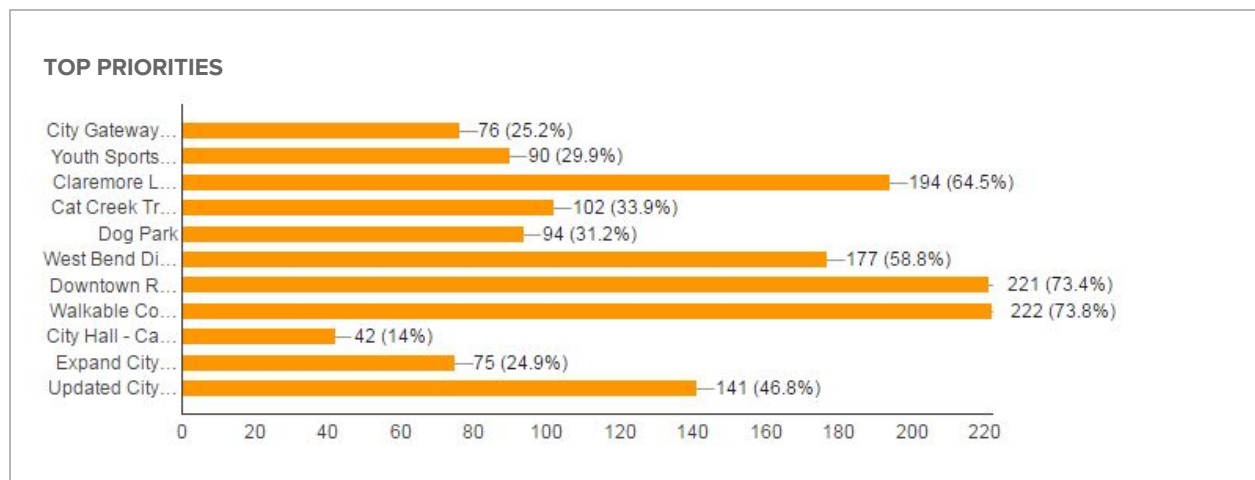
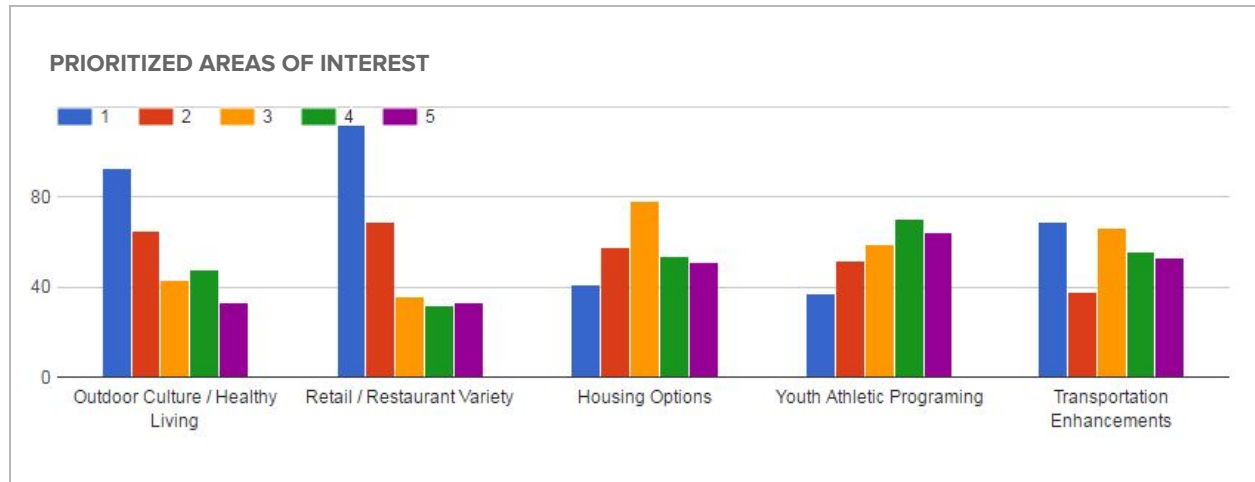
The *Make Your Mark!* survey was launched on May 5, 2016 as a public interest campaign to bring about awareness of the association and to solicit direct feedback from the public regarding their interest in the future of Claremore. The basis of the survey was established upon the outcomes of two focus groups held on May 3, 2016.

A select group was invited to attend one of two focus group sessions based upon their role in the community. More than 35 participants represented the City of Claremore, Rogers County, large employers, small business owners, the faith community, Rogers State University, and educated professionals from banking, finance, civil engineering, homebuilding, and commercial development. The sessions were professionally facilitated by a neutral third party who directed participants through a visioning exercise narrowing their desires into prioritized outcomes.

Feedback from both the survey and focus groups have striking similarities. A surprising outcome is the high priority placed upon a thriving outdoor culture that supports multiple trail networks, a comprehensive sidewalk for pedestrian traffic connecting neighborhoods to schools and Rogers State University to commercial districts, and further development of outdoor activities at Claremore Lake. A desire for increased variety within dining and entertainment as well as an expressed need for housing options and improved transportation constituted the priorities.

Results from the survey have informed this strategic plan.

MAKE YOUR MARK RESULTS



PRIORITIZED AREAS OF INTEREST		TOP PRIORITIES	
1	Retail / Restaurant Variety	1	Walkable Community (73.8%)
2	Outdoor Culture / Healthy Living	2	Downtown Revitalization (73.4%)
3	Housing Options	3	Claremore Lake Development (64.5%)
4	Youth Athletic Programing	4	West Bend District Master Plan (58.8%)
5	Transportation Enhancements	5	Updated City Development Standards (46.8%)

LONG-TERM STRATEGIC OBJECTIVES

Foster an inclusive, community-relevant organization
Establish the next generation of community leadership
Enhance the quality of life throughout the community
Catalyze the growth and development of the community

2016-17 INITIATIVES

West Bend District Master Plan
Downtown Business Recruitment
Claremore Lake Trails & Community Kayaks

2016-17 PROGRAMING

Total Resource Campaign
Annual Kick-off & Awards Ceremony
Next Gen Leadership Series
Zipper Q Appreciation Concert
Monthly Mixers

WEST BEND DISTRICT MASTER PLAN

An up and coming entertainment district anchored by Rogers State University, Will Rogers Memorial Museum, and the Claremore Expo. Private development is scheduled to break ground soon. Claremore Collective will work alongside the developers the City of Claremore, and the area stakeholders to ensure that this district satisfies the interests of young professionals and their families.

CREW: DEVELOPMENT CREW / ARTS & ENTERTAINMENT CREW

COORDINATOR: ALLISON DELK, SALES & EVENT SPECIALIST - VISIT CLAREMORE

MIXED USE DEVELOPMENT - Retail / Commercial / Residential

	
609 Building & Lofts	Brady Street Roadhouse

KEY PLAYERS

		
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Rogers State University	Dr. Larry Rice / Tom Volturo / Dr. Brent Marsh
Will Rogers Memorial Museum	Tad Jones / Jacob Krumweide
City of Claremore	Jim Thomas
City of Claremore Parks & Rec	Joe Kays
Claremore Expo & Tourism	Tanya Andrews
609 Building & Lofts	Jeff & Crystal Campbell
Brady Street Roadhouse	Brent Foster
West Bend Block Party	moreClaremore.com / Musician's Haven / Claremore Expo

VISIONING



Young professionals desire a walkable district that connects Rogers State University, the Will Rogers Park, and the Expo grounds into a master-planned entertainment destination.



The Lawn at Oneighty / Church on the Move - A proposed vision of updated infrastructure to create a focal point between the two upcoming commercial developments.

OUTCOMES / SCOPE OF WORK

Claremore Collective will work alongside private developers and the City of Claremore to ensure that this district satisfies the interests of young professionals and their families. The immediate goal is to produce a master plan that can be presented for capital investments through public / private partnerships.

PHASE I - Research & Development

Hosting professional architecture and design firms to assess the maximum potential of the current assets in the West Bend district.

PHASE II - Selecting a Reasonable and Feasible Plan

Identifying the resources necessary for the execution of a phased master plan

PHASE III - Solicit Funding

Champion capital investments from key stakeholders through public / private partnerships.

PHASE IV - Break Ground!




DOWNTOWN DEVELOPMENT

The downtown district has experienced \$10 million in private investments over the past year introducing new dining experiences and innovative community gathering spaces to our community. As a collective we will lead the way in showcasing the demand for continued dining, entertainment, and residential development in the heart of downtown Claremore.

CREW: DEVELOPMENT CREW

COORDINATOR: ZACH OLIVER, REAL ESTATE BROKER - COLDWELL BANKER SELECT

RECENT DEVELOPMENT - Retail / Commercial / Fine Dining

		
Main Street Tavern	North Block Common	The District on Main

KEY PLAYERS

		
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Claremore Main Street	Jessica Jackson
Claremore Main Street Economic Restructuring Committee	Brandon Irby / Ray Brown / Jill Ferenc
City of Claremore	Jim Thomas
Claremore Industrial & Economic Development Authority	Jeri Koehler / Brandon Irby
Property Owners & Business Owners	

VISIONING



Young professionals desire a destination district that includes retail, dining, and entertainment.

OUTCOMES / SCOPE OF WORK

Claremore Collective will work alongside key players within downtown development to ensure that this district satisfies the interests of young professionals and their families. The immediate goal is to showcase the continued demand for retail, dining, entertainment, and residential development.

PHASE I - Research & Development

Drilling deeper into the broad assertion of a “Desire for Downtown Revitalization.”

PHASE II - Scoping a Reasonable and Feasible Plan for Development

Identifying how to maximize current assets and defining a holistic matriculation plan for the district

PHASE III - Showcasing the Demand and Vision

Develop targeted marketing that speaks to key audiences presenting the demand and vision.

CLAREMORE LAKE DEVELOPMENT

The Make Your Mark! campaign revealed a tremendous interest in healthy living and outdoor culture and Claremore Lake is the perfect location to focus these efforts. Planning and development is well underway for expanded hiking trails on the east side of the lake and a new effort to secure community kayaks will have you off of the trails onto the water in no time.

In the fall of 2014 a renewed interest and grassroots initiative lead to a complete overhaul of the Claremore Mountain Bike Trails. In 2015 an additional two miles of trail was cut by a small group of volunteers. The trails see regular use from mountain bikers from the region including Collinsville, Pryor, Vinita, Broken Arrow, Tulsa, and northwest Arkansas.

CREW: DEVELOPMENT CREW

COORDINATOR: RORY PETERSON, SMALL BUSINESS OWNER - PROGRESSIVE PAINTING

KEY PLAYERS

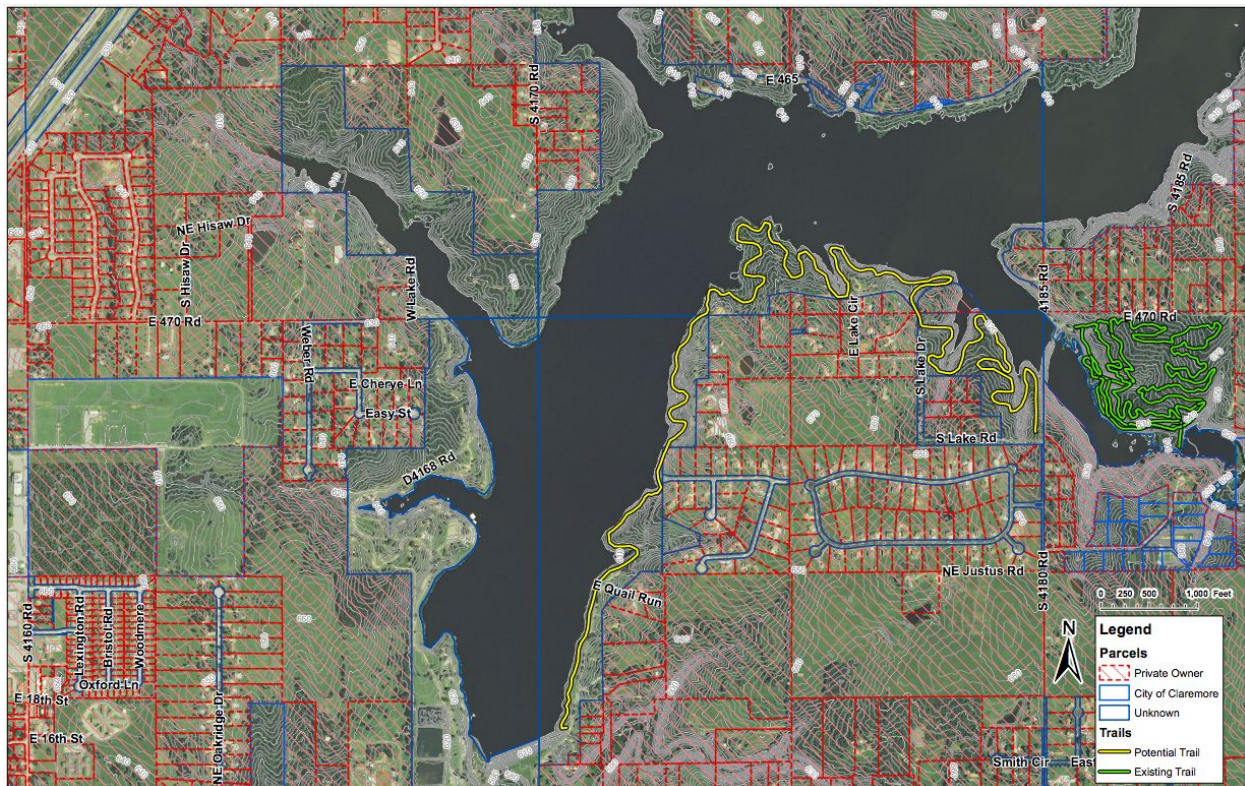
		
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City of Claremore	Jim Thomas, City Manager
Claremore Parks & Rec	Joe Kays, Director
Oklahoma Earthbike Fellowship - Claremore Chapter	Rorty Peterson, Trail Boss

TRAIL DEVELOPMENT HISTORY

		
Fall 2014	Volunteer Outcomes	2016 OEF Claremore Chapter

VISIONING



Proposed trail extension along the east side of Claremore Lake. The *Make Your Mark!* campaign revealed a large interested in healthy living and outdoor culture.

OUTCOMES / SCOPE OF WORK

Claremore Collective will work alongside key players within Claremore Lake Development to ensure that the interests of young professionals and their families are satisfied. The immediate goal is to meet the interested of healthy living and outdoor culture through the expansion of trails on the east side of Claremore Lake.

PHASE I - Trail Extension; East Side of Claremore Lake

Extending the Claremore Mountain Bike and Hiking Trail System

PHASE II - Community Kayaks

Work with City of Claremore and the Claremore Parks and Rec Department to leverage grant funding to secure community kayaks on Claremore Lake.

PHASE III - Future Visioning

Identify opportunities to maximize Claremore Lake as a community asset that attracts use from outside guests and influences revenue generating opportunities for the City of Claremore.

2016-17 LEADERSHIP TEAM

EXECUTIVE COMMITTEE

BRANDON IRBY, CHAIR *Associate Director, Claremore Industrial & Economic Development Authority*

BEN LEPAK, VICE CHAIR *Assistant District Attorney, Oklahoma District 12*

ARTS & ENTERTAINMENT

JAKE KRUMWIEDE, CREW LEADER *Assistant Director, Will Rogers Museums*

SARAH FIEGENER, CO-CREW LEADER *Founder / President, Musician's Haven, Inc*

ATTRACTION

KATELYN TITTLE, CREW LEADER *Director, RSU Alumni Association*

JOSH FROMAN, CO-CREW LEADER *Owner, Adventure Signs*

DEVELOPMENT

BRAD WARD, CREW LEADER *VP Commercial Lending, RCB Bank*

RYAN EATON, CO-CREW LEADER *VP Commercial Lending, BancFirst*

GOVERNMENT RELATIONS

MATT BALLARD, CREW LEADER *District Attorney, Oklahoma District 12*

JERI KOEHLER, CO-CREW LEADER *Executive Director, Claremore Industrial & Economic Development Authority*

NEXT GEN LEADERSHIP

CARLA BATTLE, CREW LEADER *HR Business Partner, Baker Hughes*

CHRIS WALKER, CO-CREW LEADER *Inside Sales, Pelco Structural*