

OKLAHOMA

Stronger Economies Together

Strategies for Building New Economic Opportunities

Western Oklahoma I-40 Corridor Region

[PLACE REGIONAL PHOTO HERE]

Economic Development Plan

[DRAFT – 6/11/13]

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Stronger Economies Together Initiative

Launched in 2009 by USDA Rural Development in collaboration with the nation’s Regional Rural Development Centers (RRDC) and their land-grant university partners. The purpose of Stronger Economies Together (SET) is to strengthen the capacity of communities in rural America to work together in developing and implementing an economic development blueprint that strategically builds on the current and emerging economic strengths of their region. Important elements of the Stronger Economies Together program will build collaboration between communities in a region, provides economic analyses that is tailored to help capture the region’s current or emerging clusters and comparative economic advantages and is supported by technical assistance provided by land-grant university extension systems to the regions over a period of several months including the SET training.

Western OK I-40 Corridor Executive Summary

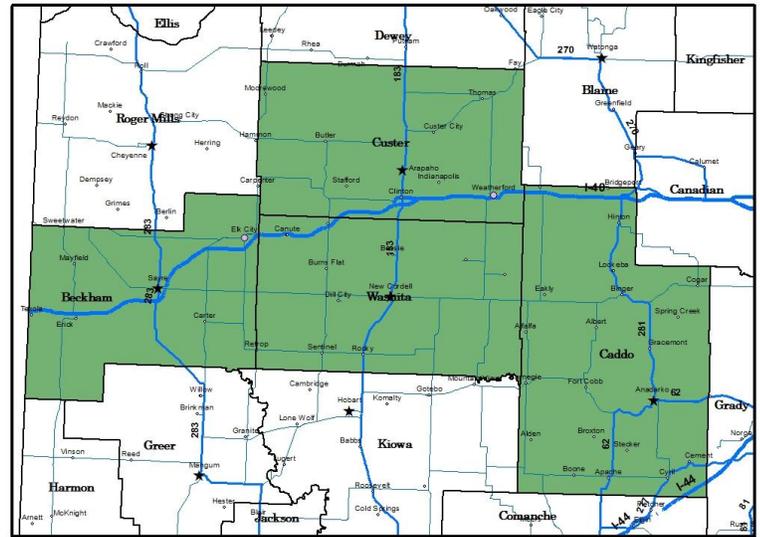
This Regional Economic Development Plan will serve as the roadmap for the future economic development efforts of the Western Oklahoma I-40 Corridor team. Key regional stakeholders embrace a spirit of regionalism to support this initiative. Implementing the action items described within this document will strengthen the ability of the Western Oklahoma I-40 Corridor team to secure its economic future and position it as a competitive region. This plan reflects a nine module planning process with active participation from business, civic, and community leaders. Significant research and discussions have led to the development of this plan.

Western Oklahoma I-40 Corridor Regional Description

[INSERT A BRIEF DESCRIPTION OF THE REGION, INCLUDING GEOGRAPHICAL SPAN, HISTORY OF WORKING TOGETHER, WHY THIS GEOGRAPHY IS A LOGICAL ECONOMIC REGION]

The Western Oklahoma I-40 Corridor economic development region is 108 miles of Interstate Highway 40 that parallels historic Route 66 through Caddo, Custer, Washita, and Beckham Counties. The history of Route 66 is the thread that ties this region together. The interstate highway is an asset that identifies the region and has the potential to promote sustainable economic development. Studies have shown that the corridor along the interstate highway have shown some economic stability while the rural areas further from the interstate highway experience population decline and lower economic activity. Agriculture and energy production continue to be key sectors of the economy. Historically, the healths of agriculture and oil and gas have been opposite. When one was strong the other was weak. New technological innovations are indicating that the key sectors in this region will be strong. The recent increase in drilling activity has brought in various service companies and the accompanying workforce. Agriculture is showing an improved conservation cropping system adoption along with using new crop rotations creating diversity in the markets. This may provide a window of opportunity for economic development and building a strong region.

Western OK I-40 Corridor SET Region



Western Oklahoma I-40 Corridor Regional Vision

[MODULE 4: PLACE REGIONAL VISION STATEMENT HERE]

The Western Oklahoma I-40 Corridor SET Region consists of a group of community leaders that are working together to improve the economy of the region. Their vision is to develop an area where there will be strong communities that people will be attracted to within these four western Oklahoma counties which share Interstate-40. With these communities working cohesively they can build diversified economies focused on re-establishing and expanding the aerospace industry, along with developing and growing value-added agriculture products, which will complement the entrenched energy sector within the region.

Introduction

Acknowledgements

The Western Oklahoma I-40 Corridor Region would like to thank the staff from the United States Department of Agriculture Rural Development, Regional Rural Development Centers, and Oklahoma State University Extension for support throughout the course of this project. We would also like to show our appreciation to [List local sponsors

and/or organizations here], the distinguished individuals that took part in the training sessions, and numerous other individuals, for their invaluable insight and ideas that led to the creation of this plan.

Regional Collaboration

The plan has buy-in from several key decision makers in the region including many of the prominent cities: Cordell, Elk City, Hinton, Weatherford, Sayre, Clinton, and Burns Flat. Each of the four counties included in the region were represented at every meeting associated with this program. Other participating entities included the U.S. Fish and Wildlife Service, Great Plains RC&D, the Caddo-Kiowa Technology Center, Southwestern Oklahoma Development Authority, Kiwash Electric Coop, Southwestern Oklahoma State University, Southwest Workforce Investment Board, OSU Extension, Entral Okahoma Regional Development (CORD), Delaware Nation Economic Development, Caddo Electric, Western Technology Center, the OK Department of Transportation, Public Service Company of Oklahoma (PSO), Southwest Oklahoma Impact Coalition, Pioneer Telephone, KECO Radio, and several banks local to the region.



Key decision makers' explicitly expressed commitment to support the plan's implementation by [INSERT EVIDENCE FOR SUPPORT, I.E. PROCLAMATION, LETTER, PARTICIPATION]

Additionally, public input and support was garnered through [DESCRIBE HOW THE PLAN WAS VETTED WITH THE LARGER REGION.]

Regional Economic Goals

Based on this input from the region coupled with the resources explored throughout the Stronger Economies Together process, we recommend the following goals for the Western Oklahoma I-40 Corridor Region:

[Add or remove boxes to reflect the number of goals for your region]

Goal 1: [Write shortened goal]	Goal 2: [Write shortened goal]	Goal 3: [Write shortened goal]	Goal 4: [Write shortened goal]	Goal 5: [Write shortened goal]	Goal 6: [Write shortened goal]
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Regional Economic Development Plan

Goal 1:

[MODULE 8: INSERT GOAL 1 – IN SMART FORMAT]

Regional Economic Benefits

[MODULE 8: Describe how this goal will benefit the regional economy]

Strategies:

[MODULE 8: List key strategies designed to reach the goal]

Target Outcomes:

[MODULE 8: Handout 2, Regional Economic Development Planning Chart]

Short Term:

Intermediate:

Long Term:

[REPEAT THE GOAL SECTION ABOVE FOR EACH GOAL YOUR REGION HAS IDENTIFIED]

Evidence Basis for Plan

Regional Demographic Data

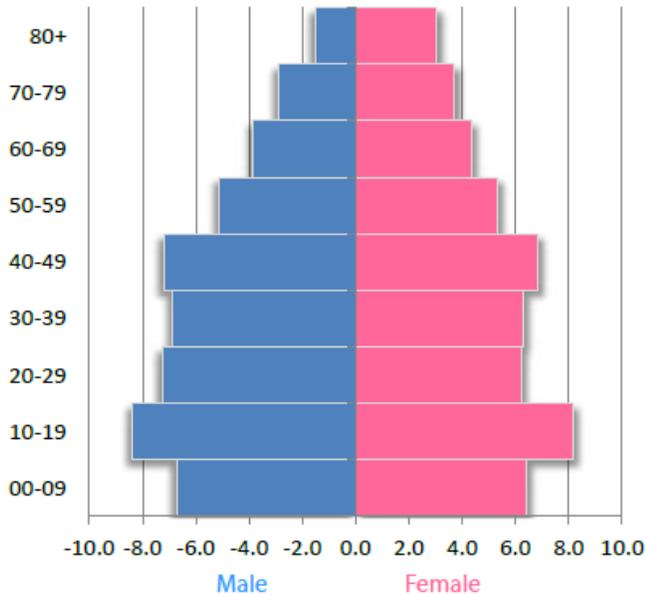
[MODULE 2: Insert demographic data that supports or shows evidence of need for the plan.]

Demographic data relevant to the Western OK I-40 Corridor Region was compiled at the individual county level as well as the 4-county regional level. The data below is for the entire region, however, some individual county statistics are also used in the synopsis that follows to demonstrate the wide degree of variation within the region.

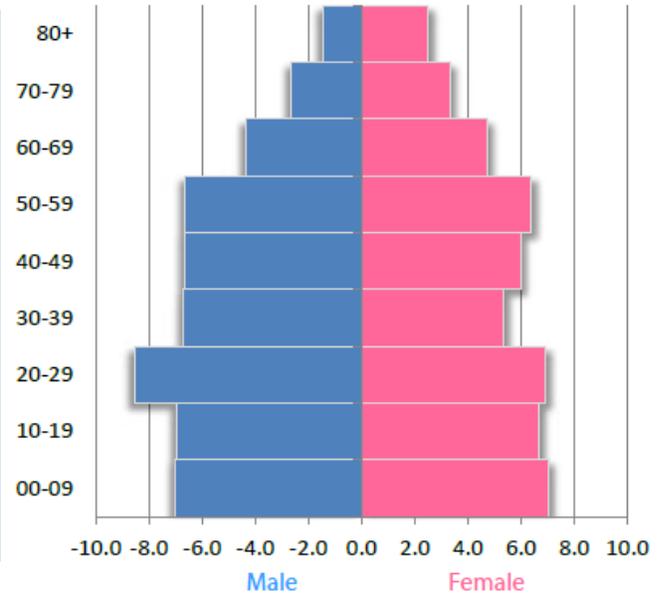
PROFILE

Total Population	2000	2010	2020
<i>Source: U.S. Census Bureau</i>	87,599	90,817	92,834

2000 POPULATION PYRAMID



2010 POPULATION PYRAMID



Source: U.S. Census Bureau

Income & Poverty	2000	2010
Median Household Income	\$29,190	\$39,323
Poverty Rate (Individuals)	16.6	17.4

Source: Small Area Income and Poverty Estimates

Components of Population Change 2000-2009	
TOTAL Change	2,440
Natural Increase	2,335
International	637
Domestic	-137

Source: U.S. Census Bureau, Population Estimates; Pop. Change includes residual

Race/Ethnicity	2000	2010
White, Non-Hispanic	76.7	71.8
Black, Non-Hispanic	3.1	2.8
Other	13.5	14.0
Hispanic	6.7	11.4

Source: U.S. Census Bureau

Educational Attainment	2000	2010
Less than high school	22.1	17.8
High school	36.4	37.5
Some college	24.4	28.6
Bachelor's or more	17.0	16.1

Source: EMSI 2011.1

The Western OK I-40 Corridor region is very diverse in many aspects, particularly when dealing with strict demographic data. If the area is looked at as a whole, there has been a significant increase in the median household income BUT an increase in the overall individual poverty rate as well.

Population gains vary across the area from 1% in Washita County to 11% in Beckham, with an average area gain of 3.6%. However, Caddo County suffered a loss in population, and the average gain is not consistent with an overall state gain of 9%.

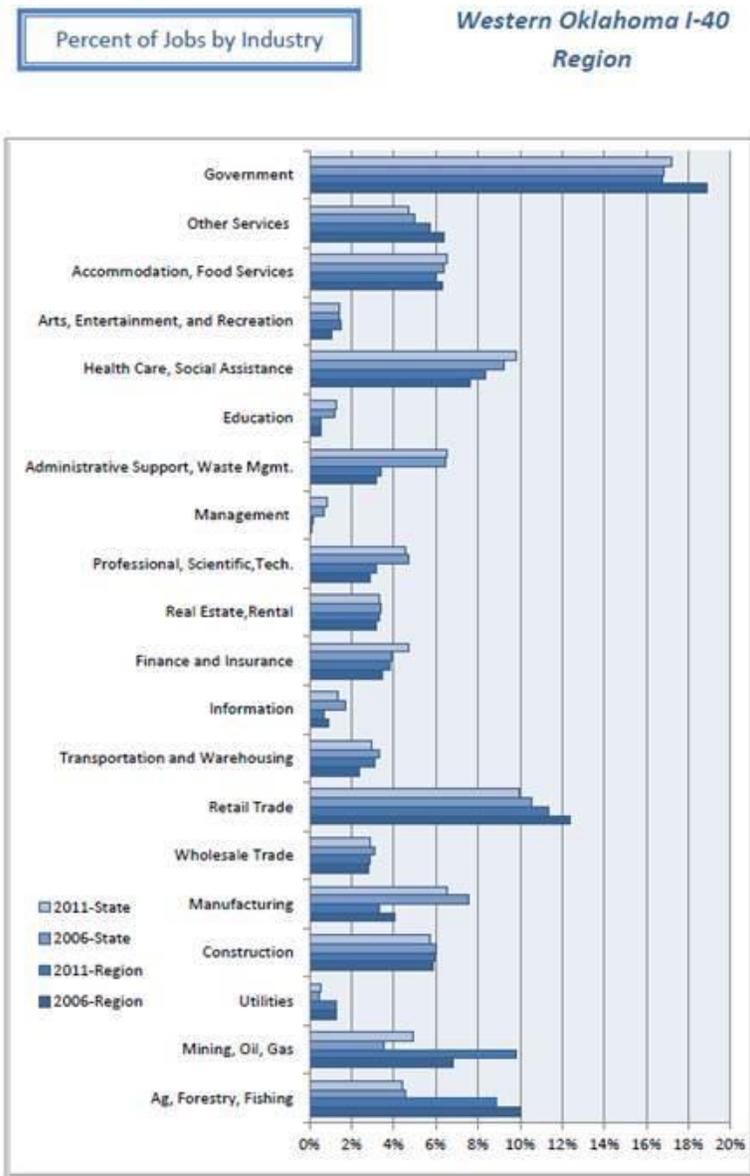
The demographics show an aging workforce in all counties except Beckham, and the gain there is primarily in young males of an age just entering the workforce. This small gain does not offset the overall "graying" of the workforce in the area.

More people with college degrees are leaving the area than are being replaced with college graduates.

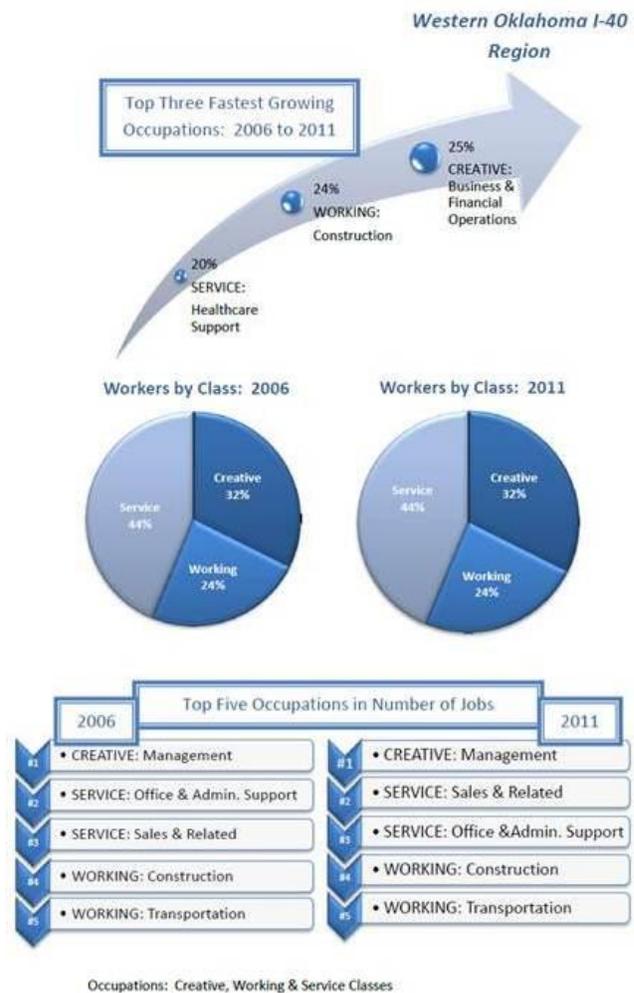
Overall, the diversity of the region speaks more to a need for regional planning and economic development than to attempting to correct demographic problems on a county or city by city basis.

Regional Economic Data

[MODULE 5: Add workforce or cluster that supports or shows evidence for the need the plan.]

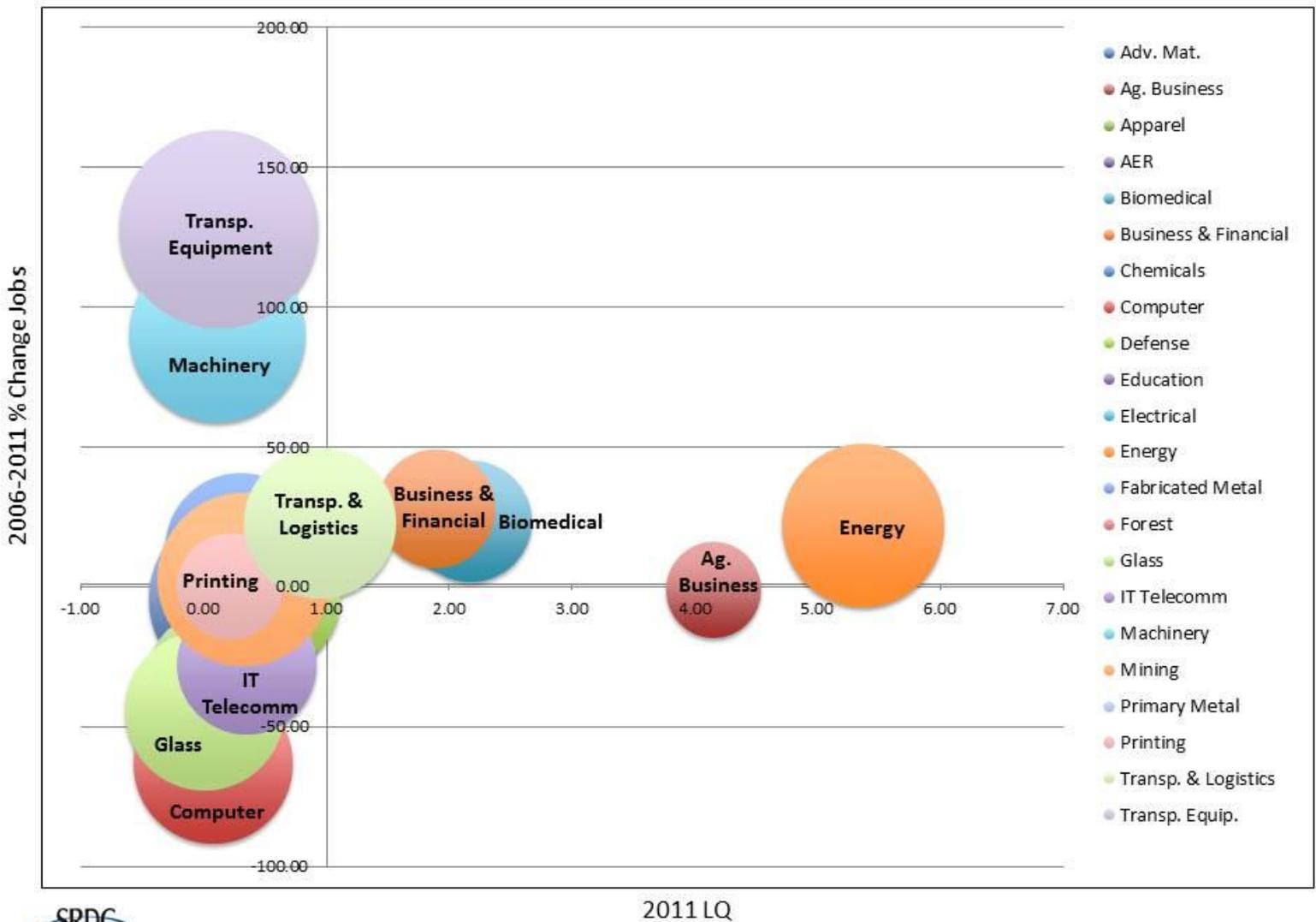


Businesses & Industries



Creative, Working & Service Classes

I-40 – Oklahoma (2006-2011)



Bubble size represents cluster's average earnings in 2011; Source: EMSI Complete Employment – 2011.4

Regional Assets

[MODULE 7: Add information on the assets available in the region committed to help support the plan]

Potential Barriers and Related Strategies

[MODULE 7: Describe any significant barriers that the region will need to overcome and strategies that will be implemented to overcome these]

Evaluation Plan

Key Measures and Strategies to Track Progress:

[MODULE 9: Handout 2, Measurement Plan

Appendix

[Add Planning Group Members and affiliations]

[Add Training Team Members– USDA-RD and LGU Extension]

[MODULE 8: Handout 2, Regional Economic Development Planning Chart]

[MODULE 8: Handout 3, Plan of Action]

[MODULE 9: Handout 2, Measurement Plan(s)]

[Other relevant information or reference documents]

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