Recruiting Young Professionals to Stillwater, Oklahoma

Presented by
City Manager Norman McNickle
nmcnickle@stillwater.org

Stillwater Chamber of Commerce CEO Ted Allisson
ted@stillwaterchamber.org
Our Partners

City of Stillwater
Stillwater Chamber of Commerce
Visit Stillwater
Oklahoma State University
NOC-Stillwater
Stillwater Medical Center
CareerTech
Meridian Technology
The City of Stillwater, Oklahoma

Still Pioneering

Commercial Projects
2014/2015

Dining
Retail
Housing
Misc.
Commercial Projects
2014/2015
Oklahoma Housing Data
http://okrealtors.com/housingdata/
New House Construction
2014/2015
224 Total

1 inch = 2,188 feet

1/25/20
Stillwater Housing Data

Single-family Permits
Stillwater Housing Data

Commercial Permit Valuation

Millions


Commercial Permit Valuation
Stillwater Cost of Living

http://www.areavibes.com/stillwater-ok/cost-of-living/

Did You Know?
- The cost of living in Stillwater is 5% higher than the Oklahoma average.
- The cost of living in Stillwater is 9% lower than the national average.
- The cost of housing in Stillwater is 18% lower than the national average.
- Oklahoma general sales tax is 12% lower than the national average.
- Oklahoma state income tax is 78% lower than the national average.
### Elementary School Enrollment, 2015-16

<table>
<thead>
<tr>
<th>School</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highland Park</td>
<td>617</td>
</tr>
<tr>
<td>Richmond</td>
<td>447</td>
</tr>
<tr>
<td>Sangre Ridge</td>
<td>635</td>
</tr>
<tr>
<td>Skyline</td>
<td>511</td>
</tr>
<tr>
<td>Westwood</td>
<td>572</td>
</tr>
<tr>
<td>Will Rogers</td>
<td>540</td>
</tr>
<tr>
<td>Collaboration Sites*</td>
<td>96</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>3,418</strong></td>
</tr>
</tbody>
</table>

*Head Start, OSU Child Development Lab, two pre-K sites

### State Assessment Scores

<table>
<thead>
<tr>
<th>Grade</th>
<th>Math</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>3rd</td>
<td>83%</td>
<td>84%</td>
</tr>
<tr>
<td>4th</td>
<td>85%</td>
<td>84%</td>
</tr>
<tr>
<td>5th</td>
<td>83%</td>
<td>78%</td>
</tr>
<tr>
<td>6th</td>
<td>85%</td>
<td>79%</td>
</tr>
<tr>
<td>7th</td>
<td>82%</td>
<td>87%</td>
</tr>
<tr>
<td>8th</td>
<td>60%</td>
<td>82%</td>
</tr>
<tr>
<td>Algebra I</td>
<td>88%</td>
<td>English II</td>
</tr>
<tr>
<td>Geometry</td>
<td>94%</td>
<td>English III</td>
</tr>
<tr>
<td>Algebra II</td>
<td>96%</td>
<td></td>
</tr>
</tbody>
</table>

### Secondary School Enrollment, 2015-16

<table>
<thead>
<tr>
<th>School</th>
<th>Enrollment</th>
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</thead>
<tbody>
<tr>
<td>Stillwater Middle School</td>
<td>896</td>
</tr>
<tr>
<td>Stillwater Junior High School</td>
<td>825</td>
</tr>
<tr>
<td>Stillwater High School</td>
<td>1,065</td>
</tr>
<tr>
<td>Stillwater Lincoln Academy</td>
<td>77</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2,863</strong></td>
</tr>
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</table>

### National Board Certified Teachers, 2015

<table>
<thead>
<tr>
<th>School</th>
<th>Number of Certified Teachers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highland Park</td>
<td>7</td>
</tr>
<tr>
<td>Richmond</td>
<td>2</td>
</tr>
<tr>
<td>Sangre Ridge</td>
<td>10</td>
</tr>
<tr>
<td>Skyline</td>
<td>9</td>
</tr>
<tr>
<td>Westwood</td>
<td>2</td>
</tr>
<tr>
<td>Will Rogers</td>
<td>7</td>
</tr>
<tr>
<td>Stillwater Middle School</td>
<td>4</td>
</tr>
<tr>
<td>Stillwater Junior High School</td>
<td>1</td>
</tr>
<tr>
<td>Stillwater High School</td>
<td>8</td>
</tr>
<tr>
<td>Lincoln Academy</td>
<td>0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>50</strong></td>
</tr>
</tbody>
</table>
376
Total Class Size

94%
Graduation Rate

266
Students Who Took ACT

22.2
SHS ACT Composite Score Avg.

20.7
Oklahoma ACT Composite Avg.

21
National ACT Composite Avg.

41
Oklahoma Academic Scholars

1
Oklahoma Academic All-State

3
National Merit Scholars

3 Finalists

3 Semi-Finalists

140
National Honor Society

**ACT SCORE AVERAGES: FIVE-YEAR TREND**

<table>
<thead>
<tr>
<th>Grad Year</th>
<th>English</th>
<th>Mathematics</th>
<th>Reading</th>
<th>Science</th>
<th>Composite</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>SHS</td>
<td>Okla</td>
<td>SHS</td>
<td>Okla</td>
<td>SHS</td>
</tr>
<tr>
<td>2015</td>
<td>22.1</td>
<td>20.1</td>
<td>21.4</td>
<td>19.8</td>
<td>22.9</td>
</tr>
<tr>
<td>2014</td>
<td>23.3</td>
<td>20.3</td>
<td>22.7</td>
<td>19.9</td>
<td>23.9</td>
</tr>
<tr>
<td>2013</td>
<td>22.7</td>
<td>20.4</td>
<td>22.3</td>
<td>20.1</td>
<td>23.1</td>
</tr>
<tr>
<td>2012</td>
<td>22.6</td>
<td>20.4</td>
<td>22.5</td>
<td>20.1</td>
<td>23.1</td>
</tr>
<tr>
<td>2011</td>
<td>22.7</td>
<td>20.5</td>
<td>22.9</td>
<td>19.9</td>
<td>22.8</td>
</tr>
</tbody>
</table>
### AP Testing 2015

<table>
<thead>
<tr>
<th>Percentage of Student Scores of 3 or Better</th>
<th>Number of Students Taking AP Tests, Five-Year Trend</th>
<th>Concurrent Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>73%</td>
<td>146</td>
<td>92</td>
</tr>
<tr>
<td>3 Students</td>
<td>2013: 150</td>
<td>2012 - 2013: 249</td>
</tr>
<tr>
<td></td>
<td>2012: 139</td>
<td>2011 - 2012: 235</td>
</tr>
<tr>
<td></td>
<td>2011: 130</td>
<td>2010 - 2011: 230</td>
</tr>
</tbody>
</table>

### Concurrent Enrollment

- SHS Students Enrolled in a College Class:
  - 2014 - 2015: 92
  - 2013 - 2014: 151
  - 2012 - 2013: 249
  - 2011 - 2012: 235
  - 2010 - 2011: 230
Stillwater Branding Project

Presentation of Research Findings and Recommendations
<table>
<thead>
<tr>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mayor</td>
</tr>
<tr>
<td>City Manager</td>
</tr>
<tr>
<td>Stillwater Multi-Media Technician</td>
</tr>
<tr>
<td>Stillwater Economic Development</td>
</tr>
<tr>
<td>Stillwater Chamber of Commerce</td>
</tr>
<tr>
<td>Stillwater CVB</td>
</tr>
<tr>
<td>OSU Library</td>
</tr>
<tr>
<td>OSU Regent/Tiger Drug Store BankFirst Stillwater News Press</td>
</tr>
<tr>
<td>RCB Bank</td>
</tr>
<tr>
<td>Entrepreneurs/Downtown Business OSU Athletics</td>
</tr>
<tr>
<td>Lambert Construction OSU Finance OSU Communications</td>
</tr>
<tr>
<td>OSU Administration Stillwater Fire Chief</td>
</tr>
<tr>
<td>Chamber Board Members Eskimo Joe’s Promotional Products Group Zannoti’s Wine Bar</td>
</tr>
<tr>
<td>Small Business Accountant OSU Ombudsman</td>
</tr>
<tr>
<td>Stillwater Senior Co-Housing Stillwater Medical Center Avest Bank Stillwater External Services Flourishes Floral Shop</td>
</tr>
<tr>
<td>Adult Programs; Stillwater Public Library Stillwater Sister Cities/Stillwater Community Center</td>
</tr>
<tr>
<td>Meridian Technology Payne County Extension Officer (and bike enthusiasts) United Way</td>
</tr>
<tr>
<td>Town &amp; Gown Theater Big Brothers &amp; Big Sisters Multi Arts Cancer Relay for Life Hampton Inn</td>
</tr>
<tr>
<td>Jimmy’s Egg GM Body Works Stillwater Radio Lee Company McCollum’s Interiors Stillwater Furniture Showcase</td>
</tr>
<tr>
<td>Native American Student Coordinator, Stillwater Public Schools OSU Postal Plaza Gallery Philanthropist, Property Owner Stillwater Design ASCO Armstrong Flooring Hideaway Pizza Fuzzy Taco Finnegan’s</td>
</tr>
</tbody>
</table>
Assets

- OSU (mentioned 31 times)
- Eskimo Joe’s (9)
- Stillwater Medical Center (9)
- Education (7)
- Proximity to Tulsa and Oklahoma City (7)
- Parks and Lakes (6)
- VO-TECH/Meridian Technology Center (6)
- Downtown (5)
- Karsten Creek Golf Course (5)
- Athletics (4)
- Boomer Lake (4)

Adjectives

- Friendly/welcoming (mentioned 12 times)
- Educated/smart (8)
- Progressive (8)
- Lively/vibrant/dynamic/energetic (7)
- Safe (7)
- Comfortable (6)
- Youthful/young (6)
- Growing (5)
- College town (4)
- Family-oriented (3)
- Peaceful/quiet (3)
- Small (3)
- Active/engaged (2)
- Changing (2)
- Clean (2)
- Diverse (2)
- Home (2)
Overall observations

Community really struggled with talking about Stillwater beyond OSU.
Perception > “Nothing to do around here,” and “Nothing for young people to do socially,” and “Not many jobs after college.”
Red Dirt Music does not appear to be leveraged as much as it could outside of tourism. It’s a nice unique product.
Digital Audit
Websites

See
- Orange
- Blue
- OSU
- Eskimo Joe’s
- Red Dirt Music
- Music Culture
- Sports
- Friendly
- Safe
- Family
- Growing

Speak
- Sometimes Vibrant
- Sometimes Emotionless

Feel

Taste
- Cheese fries
- Tumbleweed Calf Fry

Smell
---

Hear
- Red Dirt Music

Observation
Most sites lack a strong Stillwater story and emotion. References to OSU and partners are surprisingly quiet. Tourism and downtown are vibrant and storytellers. Economic development is under emphasized.

Websites reviewed:
stillwater.org | stillwaterchamber.org | visitstillwater.org | cied.okstate.edu | retirestillwater.com | downtowntsw.com
wikipedia.com | tripadvisor.com | yelp.com | city-data.com | travelok.com | oedc.net
Social Media

See
- OSU
- Game Day
- Football
- Eskimo Joe's
- Downtown
- Boone Pickens
- Boomer Lake
- SFO Fire Trucks
- Restaurants

Speak
- Service
- Recycling
- Help
- OSU
- Eskimo Joe's
- 12th and Main
- Available Jobs
- Weather/Tornadoes
- The Homestead
- High School Athletics
- Wrestling Hall of Fame

Feel
- ---

Taste
- ---

Smell
- ---

Hear
- Bands
- Red Dirt Music
- All American Rejects

Themes:
- OSU
- Game Day
- Sports
- Students
- alumni
- bands
- MUSIC
- Eskimo Joe's
- Weather

Observations:
- Economic Development noticeably quiet.
- City of Stillwater very active and informative.
- Young professionals are very active.
- Tourism is active.
Community Survey
Stillwater Community Survey

Most Famous Thing That Makes Residents Proud

Oklahoma College Music
Dirt Land State Brooks
Education OSU Community
Sports Cowboys
University Home
Proud Athletics Eskimo Joe’s

Attracts Business

39% OSU
10% Proximity to OKC and Tulsa

Show Off to Guests?

Downtown Campus
Boomer Lake Eskimo Joe’s

Best Described

Stillwater, Oklahoma is best described as...

- Home to Oklahoma State University: 32%
- A college town: 25%
- A growing community: 15%
- Oklahoma’s Friendliest Town: 7%
- A diverse community: 7%
- An educated community: 6%
- An agricultural community: 1%
- Home to Red Dirt Music: 0%
- Other: 6%

What is attractive to a business

scale of 1 (least) to 10 (most)

OSU: 8.39
Higher Education Opportunities: 8.22
Proximity to OKC and Tulsa: 7.75
Quality of life: 7.63
Skilled workforce: 7.09
Diversity of economy: 6.37
Stillwater Community Survey

**Challenges**
- Things to do for: young people, young families, young professionals
- More than OSU Infrastructure for growing community

**Opportunities**
- More for young families
- Partner with OSU
- More opportunities for young professionals
- Bring more jobs by leveraging OSU Growth

**Most Proud**
- People Family
- Friendly OSU Small town

**United By**
- OSU Education
- Community Sports
- University life and atmosphere

How likely are you to recommend Stillwater, Oklahoma to a friend or colleague as a place to ...
(scale of 1 “not at all” to 10 “extremely likely”)

LIVE 7.75 START A BUSINESS 6.81 VISIT 7.31

Photo credit: Stillwater Convention and Visitors Bureau
Student Survey
**Adjectives**

**Friendly**
**Welcoming**
**College**
**Diverse**
**Boring**
**Orange**
**Quaint**
**Homey**
**Active**
**Spirited**
**Vibrant**

**Small**

**Eskimo Joe's**
**Agriculture**
**College town**
**Football**
**Hideaways**
**Red Dirt Music**

**Assets**

**OSU**
**Eskimo Joe's**
**Boone Pickens Stadium**
**Hideaway Strip**
**Boomer Lake**

**Downtown**
**Boomer Lake**
**OSU Campus**
**Eskimo Joe's**

**1st Business**

**Eskimo Joe's**
**Hideaway**
**Walmart**
**Kicker**
**OSU**
**Stillwater Milling**

**Wish List**

**Restaurant Options**
**Target**
**Entertainment Shopping**

**Beverage**

**Beer**
**Dr. Pepper**
**Sweet Tea**
**Refreshing**

---

**What makes Stillwater Unique?**

"The entire town is devoted to OSU and everything is orange and black."

"Everyone supportive of the college campus and rallying around one entity."

"It has a unique small town feel and people seem to be genuinely pleasant toward you."
Are there Adequate Job Opportunities in Stillwater?

**NO**
74%

Will you leave or stay after graduation?

**Leave**
88%

**Why leave?**
“To get a career, oddly enough, in agricultural business out of state.”

“I feel like there are more opportunities outside of Stillwater.”

**Why stay?**
Vet/animal
Family
Home
OSU
Small

**More opportunities....**
Attitudes Awareness and Perception Study
Attitudes, Awareness & Perception Study

When you think of Stillwater comes to mind?

OSU
College town
Cowboys Eskimo Joe’s

While visiting, what did you do?

ATE: 72%
SHOPPING: 44%
Eskimo Joe’s: 41%
OSU Athletics: 40%
Downtown: 31%

Stillwater’s greatest asset?

OSU: 59%
Eskimo Joe’s: 9%
Education: 7%

Adjectives That Best Describe Stillwater

College town: 71%
Friendly/welcoming: 41%
Youthful/young: 40%
Educated/smart: 35%
Lively/vibrant: 32%

Distinguishes from other OK towns

OSU
University

Distinguishable characteristics

On a scale of 1 to 10 with 1 being "least distinguishable" and 10 being "most distinguishable"

Educated: 8.25
Friendly: 7.95
Hard working: 7.62
Relaxed: 7.48
Beautiful: 7.24
Progressive: 7.19
Outdoorsy: 6.87
Rural: 6.4
Small: 6.22

Mean Score
Segmentation 101

Dividing and grouping consumer types to more accurately define customers and prospects.

Similar tastes, lifestyles and behaviors seeks others with same taste — “birds of a feather flock together.”

Data combines U.S. Census Bureau and annual surveys that project purchasing and lifestyle habits.

Profiles or classifications are broken out into 65 segments. Generally 1 is the highest income profiles and 65 is the least.

Data sources include Census data; Enr'i’s Updated Demographics; Acxiom Corporation’s InfoBase-X® consumer database; and consumer surveys, such as the Survey of the American ConsumerTM from GfK MRI, to capture the subtlety and vibrancy of the US marketplace.
### Bowling Green, Kentucky

#### Tapestry Segmentation Area Profile

Bowling Green, KY Metropolitan Statistical Area
Bowling Green, KY Metropolitan Statistical Area (14540)
Geography: CBSA

<table>
<thead>
<tr>
<th>Rank</th>
<th>Tapestry Segment</th>
<th>Households</th>
<th></th>
<th>U.S. Households</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Percent</td>
<td>Cumulative Percent</td>
<td>Percent</td>
<td>Cumulative Percent</td>
</tr>
<tr>
<td>1</td>
<td>26. Midland Crowd</td>
<td>8.4%</td>
<td>8.4%</td>
<td>3.2%</td>
<td>3.2%</td>
</tr>
<tr>
<td>2</td>
<td>42. Southern Satellites</td>
<td>8.2%</td>
<td>16.6%</td>
<td>2.6%</td>
<td>5.8%</td>
</tr>
<tr>
<td>3</td>
<td>55. College Towns</td>
<td>7.2%</td>
<td>23.8%</td>
<td>0.9%</td>
<td>6.7%</td>
</tr>
<tr>
<td>4</td>
<td>25. Salt of the Earth</td>
<td>7.2%</td>
<td>31.0%</td>
<td>2.7%</td>
<td>9.4%</td>
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<tr>
<td>5</td>
<td>13. In Style</td>
<td>7.1%</td>
<td>38.1%</td>
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<td>11.7%</td>
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<tr>
<td></td>
<td><strong>Subtotal</strong></td>
<td><strong>38.1%</strong></td>
<td></td>
<td><strong>11.7%</strong></td>
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</tr>
<tr>
<td>6</td>
<td>17. Green Acres</td>
<td>6.3%</td>
<td>44.4%</td>
<td>3.1%</td>
<td>14.8%</td>
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<tr>
<td>7</td>
<td>28. Aspiring Young Families</td>
<td>5.8%</td>
<td>50.2%</td>
<td>2.3%</td>
<td>17.1%</td>
</tr>
<tr>
<td>8</td>
<td>52. Inner City Tenants</td>
<td>4.7%</td>
<td>54.9%</td>
<td>1.4%</td>
<td>18.5%</td>
</tr>
<tr>
<td>9</td>
<td>48. Great Expectations</td>
<td>4.5%</td>
<td>59.4%</td>
<td>1.7%</td>
<td>20.2%</td>
</tr>
<tr>
<td>10</td>
<td>60. City Dimensions</td>
<td>4.2%</td>
<td>63.6%</td>
<td>0.9%</td>
<td>21.1%</td>
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<tr>
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<td><strong>Subtotal</strong></td>
<td><strong>25.5%</strong></td>
<td></td>
<td><strong>9.4%</strong></td>
<td></td>
</tr>
</tbody>
</table>

Ten segments make up 63% of their profile.

Heavily influenced by a large university (WKU has over 23,000 students)
Stillwater Has A Dominating Profile

<table>
<thead>
<tr>
<th>Rank</th>
<th>Tapestry Segment</th>
<th>Households</th>
<th>U.S. Households</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Percent</td>
<td>Cumulative Percent</td>
</tr>
<tr>
<td>1</td>
<td>55. College Towns</td>
<td>48.2%</td>
<td>48.2%</td>
</tr>
<tr>
<td>2</td>
<td>63. Dorms to Diplomas</td>
<td>17.5%</td>
<td>65.7%</td>
</tr>
<tr>
<td>3</td>
<td>22. Metropolitans</td>
<td>7.0%</td>
<td>72.7%</td>
</tr>
<tr>
<td>4</td>
<td>07. Exurbanites</td>
<td>6.9%</td>
<td>79.6%</td>
</tr>
<tr>
<td>5</td>
<td>28. Aspiring Young Families</td>
<td>5.8%</td>
<td>85.4%</td>
</tr>
<tr>
<td></td>
<td>Subtotal</td>
<td>85.4%</td>
<td></td>
</tr>
</tbody>
</table>

Two segments define over 60% of Stillwater.
The impact of the university dominates.
# Stillwater Segmentation

## Tapestry Segmentation Area Profile

Stillwater, OK

### Top Twenty Tapestry Segments

<table>
<thead>
<tr>
<th>Rank</th>
<th>Tapestry Segment</th>
<th>Households</th>
<th>U.S. Households</th>
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<tbody>
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<td></td>
<td></td>
<td>Percent</td>
<td>Cumulative Percent</td>
</tr>
<tr>
<td>1</td>
<td>55. College Towns</td>
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<td>2</td>
<td>63. Dorms to Diplomas</td>
<td>17.5%</td>
<td>65.7%</td>
</tr>
<tr>
<td>3</td>
<td>22. Metropolitans</td>
<td>7.0%</td>
<td>72.7%</td>
</tr>
<tr>
<td>4</td>
<td>07. Exurbanites</td>
<td>6.9%</td>
<td>79.6%</td>
</tr>
<tr>
<td>5</td>
<td>28. Aspiring Young Families</td>
<td>5.8%</td>
<td>85.4%</td>
</tr>
<tr>
<td></td>
<td><strong>Subtotal</strong></td>
<td><strong>85.4%</strong></td>
<td><strong>90.8%</strong></td>
</tr>
<tr>
<td>6</td>
<td>13. In Style</td>
<td>5.4%</td>
<td>90.8%</td>
</tr>
<tr>
<td>7</td>
<td>53. Home Town</td>
<td>2.3%</td>
<td>93.1%</td>
</tr>
<tr>
<td>8</td>
<td>33. Midlife Junction</td>
<td>2.3%</td>
<td>95.4%</td>
</tr>
<tr>
<td>9</td>
<td>41. Crossroads</td>
<td>2.0%</td>
<td>97.4%</td>
</tr>
<tr>
<td>10</td>
<td>57. Simple Living</td>
<td>1.7%</td>
<td>99.1%</td>
</tr>
<tr>
<td></td>
<td><strong>Subtotal</strong></td>
<td><strong>13.7%</strong></td>
<td><strong>99.1%</strong></td>
</tr>
<tr>
<td>11</td>
<td>26. Midland Crowd</td>
<td>0.6%</td>
<td>99.7%</td>
</tr>
<tr>
<td>12</td>
<td>17. Green Acres</td>
<td>0.2%</td>
<td>99.9%</td>
</tr>
<tr>
<td></td>
<td><strong>Subtotal</strong></td>
<td><strong>0.8%</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

Tapestry descriptions can be found [here](#).
Stillwater Segmentation

College Towns 48.2%

Demographics
Median age 24.4 years.
Third youngest of all segments.
Most residents between 18 - 34 years old and live in single-person or shared households.
25% of households are married couple families.
Approximately three-fourths are caucasian.

Socioeconomic
Focused on their education; 59% are enrolled in college or graduate school. Many stay to teach or do research.
52% work part time (service industry).

Residential
One in seven lives in a dorm. Also low income housing rentals.

Preferences
Convenience drives food choices.
Computer savvy and always connected to the internet.
Large purchasers for newly living on their own.
Very active in live music, sporting activities and fundraising.

Dorms to Diplomas 17.5%

Demographics
Median age of 21.7 years. Youngest of all segments.
Seventy-nine percent are enrolled in a college or university.
42% share housing; 38% live in single-person dwellings.
Ethnic diversity is slightly lower than the U.S.
Seventy-one percent are white; 10 percent are black.
Higher percentage of Asians. Lower percentage of Hispanics.

Socio-economic
3/4 work part-time.
Education institutions are at the center of employment.
55% of residents have a bachelors or graduate degree.

Residential
Fifty-five percent live in dorms. The remainder in apartments.

Preferences
Spending reflects carefree lifestyle and education focus.
Eat on campus or fast-food options.
Owning a PC is a necessity; And use Internet research, travel planning, keeping in touch with family and banking.
Shop at discount stores, but prefer branded clothing.

Metropolitans 7%

Older city neighborhoods.
Approximately half of households are singles.
40 percent are married-couple families.
Median age is 37.7 years.
Diversity is low; mostly white.

Exurbanites 6.9%

Prefer an affluent lifestyle in open spaces beyond the urban fringe.
Although 40% are empty nesters, another 32% are married couples with children at home.
Half are between 45 - 64 years.
Often between paying for children’s college expenses and caring for elderly parents.
There is little ethnic diversity; most residents are caucasian.

Aspiring Young Families 5.8%

Most of the residents are young, start-up families, married couples with or without children, and single parents.
Approximately two-thirds of the households are families.
Median age is 30.5 years; nearly 20 percent of the residents are in their 20s.
More ethnically diverse than the total U.S.
The impact of the university on Stillwater is profound. You can see its impact by the lifestyles of its residents. Stillwater is...

younger
active
open-minded
not afraid of risks
thrifty
practical
family-minded
outdoorsy
comfortable
clever
savvy
educated
scholarly
tech-minded
in transition
renters or first-time home buyers
not big remodelers

in 2015
open to exploration
enjoy drinking
smoke friendly
musically-minded
music diversity
enjoys entertainment
active readers-continued education
international interest
sport-minded
cable TV syndication
cat people
fast food and delivery
less casual dining
younger skewed clothing brands
mobile phones are important
Economic Development Calls

OSU is BY FAR the greatest asset Stillwater has to offer for economic development.

"Stillwater has a great image because of OSU and UML... because of this, they have a TREMENDOUS opportunity to leverage their workforce (focusing on technology). It's their competitive edge."

Outside perception is that people are envious, if not jealous of the robust work force you produce, YEAR after YEAR.

   Common themes: OSU, Meridan and other are UNDERUTILIZED.

More emphasis should be placed on leveraging top OSU programs.

   “Stillwater needs to connect the downtown to the campus”.

Separation of efforts (City and Chamber causes confusion; gives perception that Stillwater isn't "serious" about economic development and entities don't collaborate

Lack of shovel ready sites and competitive incentive programs (reality or perception?).

Overall- voices were SMILING when talking about Stillwater- leverage this! Stronger partnership between primary company recruitment would result increased credibility on a statewide and national level.

   “Stillwater is an unexpected surprise. You don’t expect what you see. They’re a metropolitan area rising out of the prairie”.

#
Economic Development Calls

“We have two major questions for Stillwater.

1. Is the local business group really focused on new business and do they really know what it takes and ready to meet expectations?

2. Do they have product available? We don’t think they do.

Also, we’re not sure Stillwater is using their OSU assets well enough. It drives the town and the leadership.”

--out-of-town (and state) Economic Development Site Selector
Stillwater SWOT Analysis
Strengths

Community common ground.

OSU impact on people, business and culture.

Exciting economic development partners:

Meridian
Oklahoma Tech Park
OSU Center for Entrepreneurship
Chamber of Commerce

Strong export marketing brands:

OSU - 200,000 alumni and 2,000-3,000 news ones each year; athletics
Eskimo Joe’s
Stillwater Design - KICKER
Red Dirt Music

Community pride

Education - K-12; One high school
Educated community
Downtown
Friendly
Strong leadership
Weaknesses

Residents lack a strong Stillwater story beyond OSU.
Businesses lack a strong Stillwater story beyond OSU.
Students lack a strong Stillwater story beyond OSU.
Outsiders lack a strong Stillwater story beyond OSU.
Civic messaging may not be leveraging OSU and other economic development assets enough.
Perceived lack of things to do for young adults.
Perceived lack of employment opportunities for graduates.
Students predisposition to leaving Stillwater.
Perceived expensive housing market.
Lack of shopping and casual dining.
Outside of tourism, there is some reluctance to embrace — Red Dirt Music.
Opportunities

A constantly refreshed market exists for new businesses to target young singles.

Downtown residential development.

Cultural transformation from campus to community.

Creating an innovative image is attractive and feasible.

Music and venues to create a culture story.

Exploit the marketing experience of the CVB.

Exploit and maximize talent from OSU and Meridian by targeting complimentary industries.

Full speed ahead with campus-to-community life. In other words, “own it.”
Threats

Lack of jobs = graduating students go elsewhere.

Historical agricultural stigma may create a false perception.

Being left out of consideration by site selectors due to perceived lack of collaboration.

Perceived lack of shovel ready sites and competitive incentive programs.
Stillwater Place Branding Wheel

Business
- Small business
- Ag Research Downtown 1st Sonic
- Stillwater Milling Meridian Tech
- AASCO Armstrong World Industries
- Hideaway OK Industrial Park
- Stillwater Chamber of Commerce Eskimo Joe's Innovation

Quality of Life
- Parks/Activities Boomer Lake Healthcare
- Location Close but independent to OKC and Tulsa
- Economy Growth Jobs

People
- Students Diversity Educated
- Youthful FRIENDLY
- Family Energetic

Civic Leadership
- City of Stillwater Visit Stillwater
- Downtown Stillwater Policy City Services
- Collaboration

Education
- Academics Good Schools
- Stillwater HS Meridian Technology

OSU
- OSU alumni: 200,000+
- OSU A&M Land grant
- Stillwater Milling
- "Where Oklahoma began, and the water is still."

OSU
- Football Athletics Parents Homecoming
- Basketball National Wrestling Hall of Fame

Culture
- Red Dirt Music Downtown Tumbleweeds
- Art

Tourism Events and Festivals
- OSU Cowboys Menu
- OSU Events and Festivals

Cultural Education
The Senses of Stillwater

See
- OSU
- Eskimo Joe's
- ORANGE
- Education
- Innovation
- Youth
- Diversity
- Downtown
- Meridian Tech
- Tumbleweeds

Speak
- OSU
- College Town
- Eskimo Joe's
- Friendly
- Family
- Safe
- Growing
- Small, but Lively
- Youthful
- Comfy
- Laid Back
- Educated
- Red Dirt Music
- Aerospace research
- Veterinarian excellence

Feel
- Pride
- Smart
- Alive
- Young
- Atmosphere
- Spirit
- Dancing
- KICKER Bass

Taste
- Cheese Fries
- Coney Dogs
- Calf Fry
- Hideaway Pizza
- Tailgating

Smell
- Tailgating Cooking

Hear
- Marching Bands
- Crowd Roar
- Bass (KICKER)
- Red Dirt Music
Brand Truths, Insights and Strategy

TRUTH:
Oklahoma State University dominates Stillwater in spirit, culture, visual identity, attraction and business.

TRUTH:
For Stillwater, the university adds energy, youthfulness, diversity, unity and attention.

INSIGHT:
There’s a story about Stillwater that is not being told, either because no one knows it or because no one champions it.

INSIGHT:
Stillwater is anything but still and lifeless. It’s alive and vibrant.

INSIGHT:
Telling the Stillwater story without OSU is incomplete.
Stillwater Brand Strategy

Leverage the influence of OSU to educate the community and others of the Stillwater story.
Constructing a Brand Platform Statement

Target
Who is most likely looking for what you can deliver?
Defined by those that know you best.

Landscape
Where do you compete (location and size)?

Promise
What can Stillwater promise to deliver better than anyone else?

Benefit
How does your promise make people feel?
Where the college atmosphere makes everything come alive

The university is without a doubt

Stillwater’s biggest asset for economic development:
- talent resources
- research resources

Stillwater’s biggest asset for tourism attraction

Stillwater’s most famous asset
Stillwater’s most unifying asset
Stillwater’s largest employer
Stillwater’s driving profile of its people
Stillwater’s largest export brand
Stillwater’s largest point of distinction
So you’re constantly connected to a youthful spirit, new thinking and smiling faces.

A youthful spirit that makes Stillwater very active and accepting to others.

New thinking that drives Stillwater to constantly seek and deliver higher education, advanced workforce training and more.

Smiling faces that can be found from the mutual connection made by a community united by their passion for OSU, friendly & welcoming nature and of course “the smile that is seen around the world”.
<table>
<thead>
<tr>
<th>Target</th>
<th>For people seeking the influence of a major university but also desiring the intimacy of a small town.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape</td>
<td>Stillwater, Oklahoma is a vibrant city located between Tulsa and Oklahoma City,</td>
</tr>
<tr>
<td>Promise</td>
<td>Where the college atmosphere and cowboy spirit make everything come alive.</td>
</tr>
<tr>
<td>Benefit</td>
<td>So you’re constantly connected to a youthful spirit, new thinking and smiling faces.</td>
</tr>
</tbody>
</table>
This is where we are

• How do we recruiting young professionals to Stillwater, Oklahoma?