



CREATE BRIDGES Forum

Thank you to our refreshment sponsor

Cleveland Area
Hospital

Agenda



Welcome & Introductions

Background

- Regional
- Retail
- Process

Asset Mapping Presentation

Round Table Discussions

- Round 1: Strengths
- Round 2: Challenges
- Round 3: Opportunities

Next Steps & Concluding Remarks



Ingredients for a Successful Forum



1. Share your honest views.
2. Listen carefully and respectfully to the views of others.
3. Only one person speaks at a time.
4. Speak from your own personal perspectives or experiences rather than on behalf of others.
5. Be sure everyone at the table shares talking time equally.
6. Turn off or silence your cell phones.



What is CREATE BRIDGES?

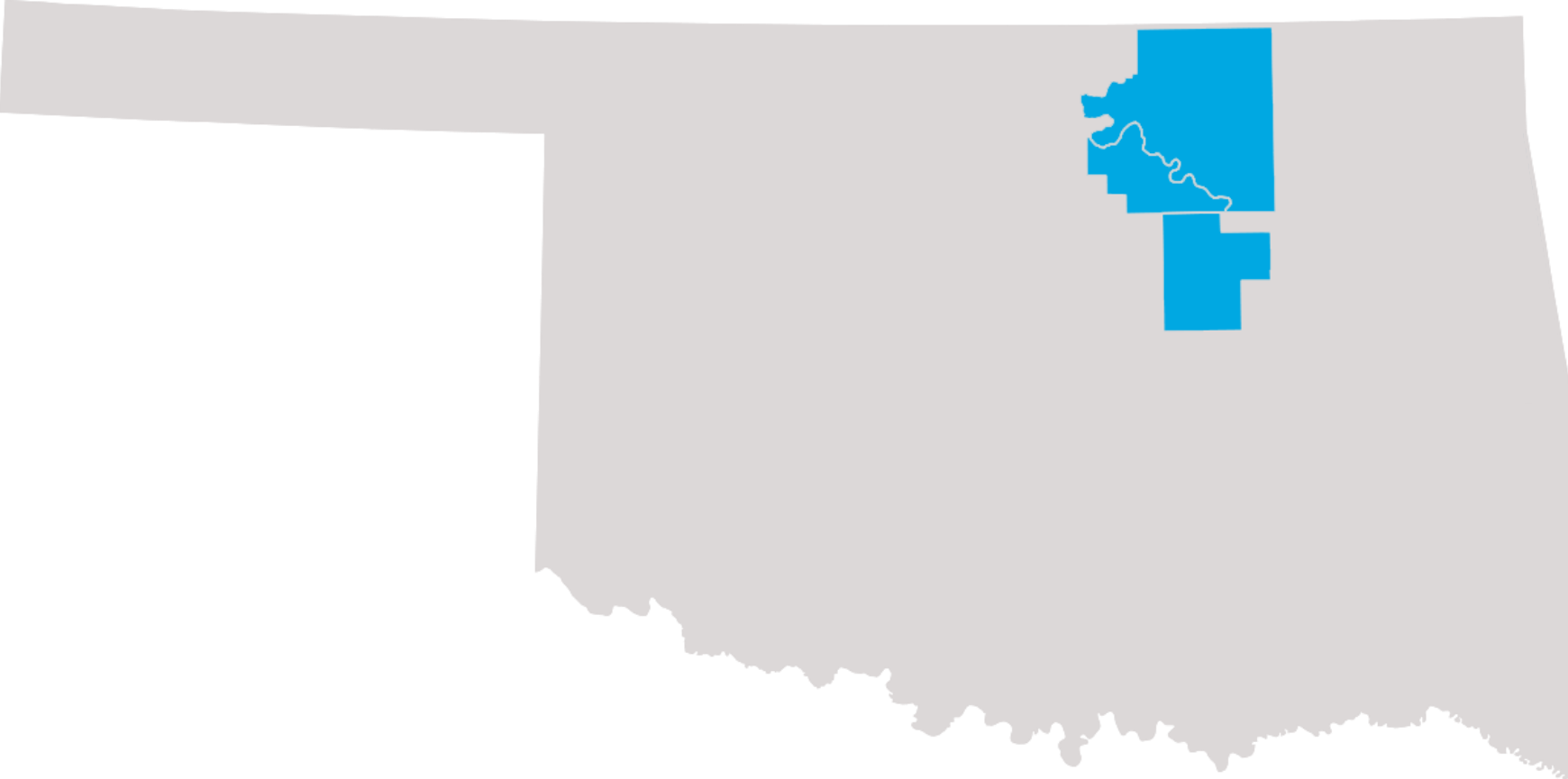


Stands for:

Celebrating **R**etail, **A**ccommodations,
Tourism, and **E**ntertainment by
Building **R**ural **I**nnovations and **D**eveloping
Growth **E**conomies



Sandstone Hills Region



Regional Approach



Ideal number of participants

Shared resources and partnerships

Increased likelihood of economic development progress



Why do CREATE sector businesses matter?

Top 5 Industries by Employment in Rural America



73% of Rural Employment

Educational Services, Healthcare and Social Assistance

Manufacturing

Retail Trade

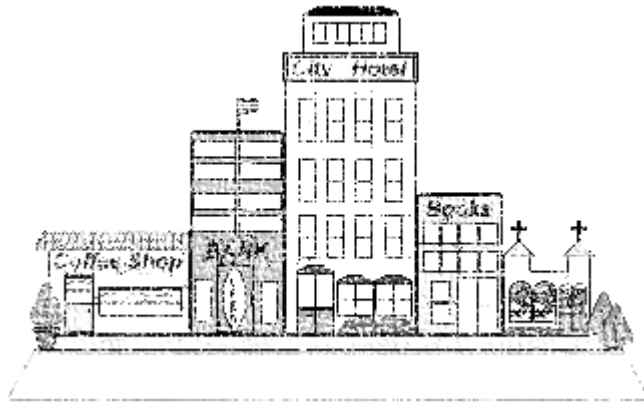
Agriculture, Forestry, Fishing, Hunting, and Mining

Construction

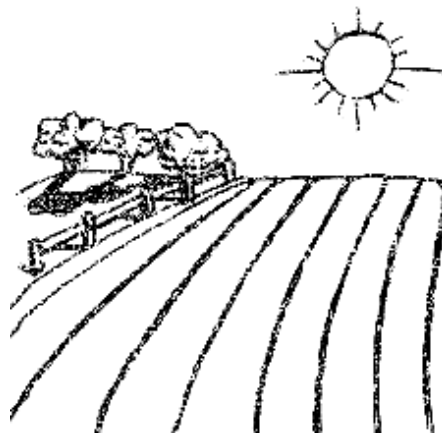
US Census Bureau ACS 2011-2015



Source of Farm Family Income



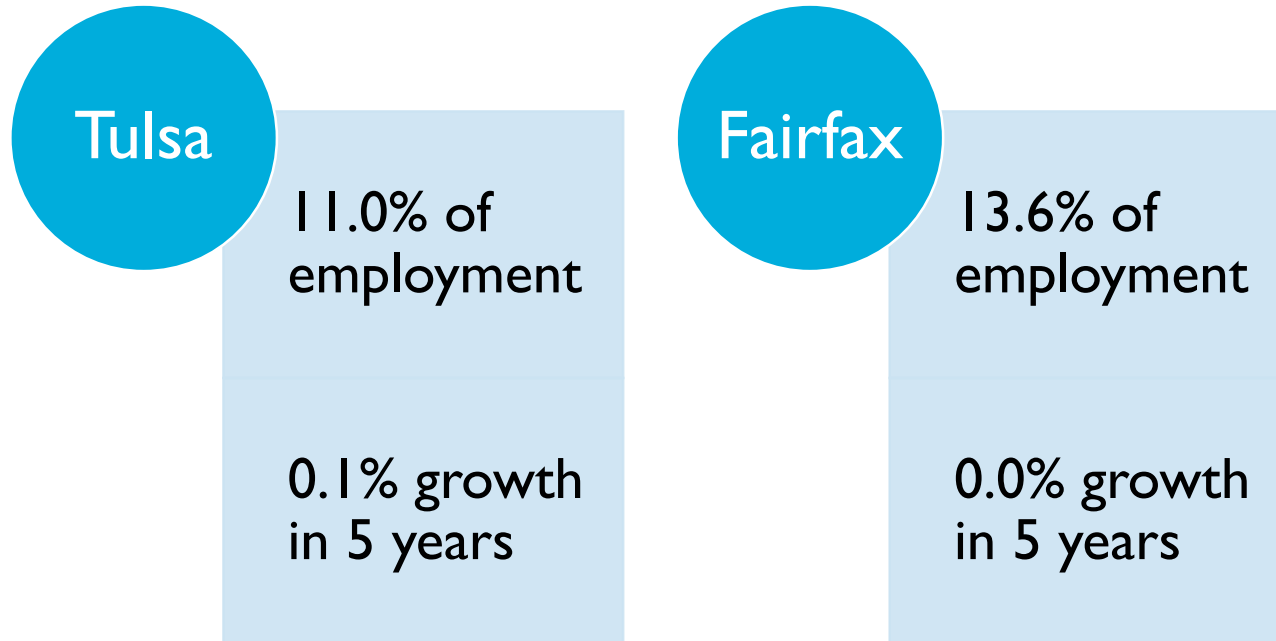
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Retail in Urban & Rural Places

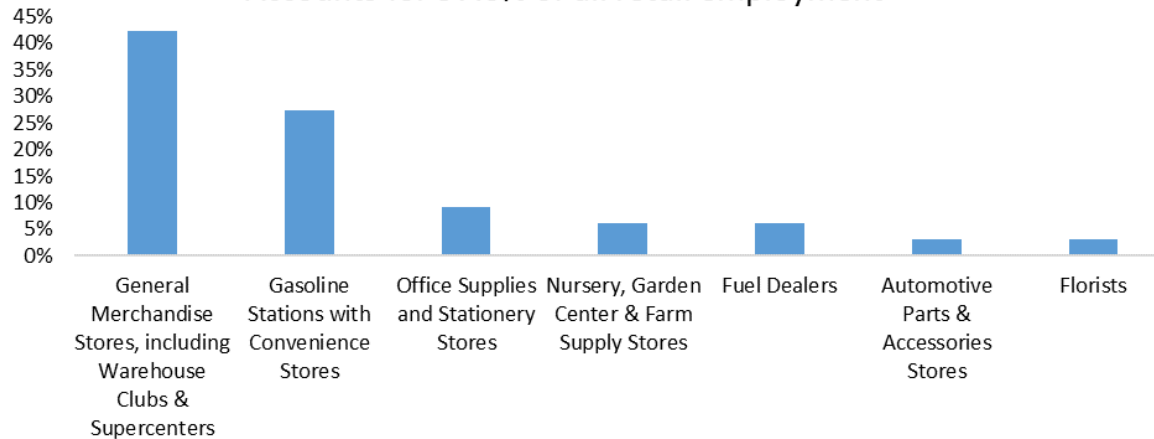


Source: JobsEQ 2017

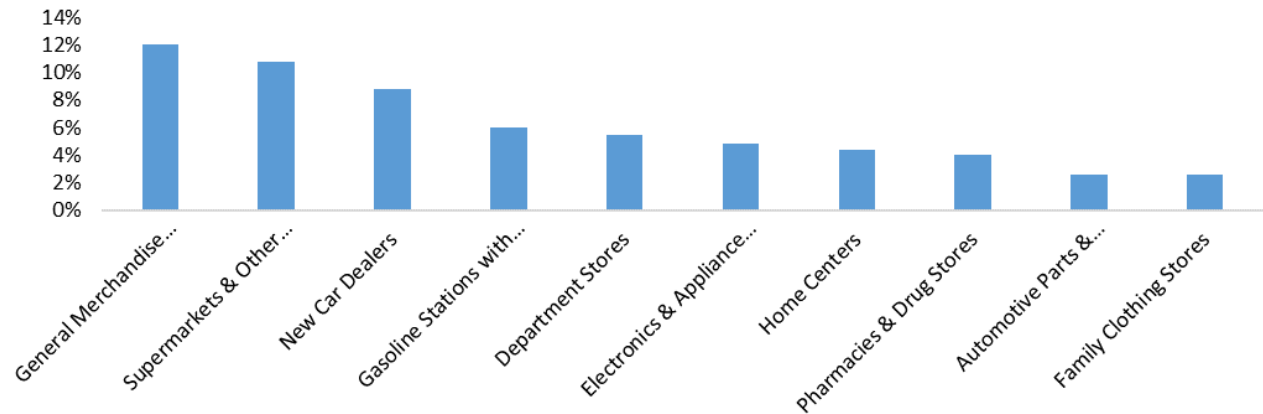
Comparing Two Places



Top Retail Employment in Fairfax, OK
Accounts for 97.0% of all retail employment



Top Retail Employment in Tulsa, OK
Accounts for 61.5% of all retail employment



Source: JobsEQ 2017



Potential Opportunities for Career Pathway



Fairfax, OK

Occupation Description	Current Employment	Average Annual Wages
Cashiers	9	\$18,100
Retail Salespersons	7	\$24,300
First-Line Supervisors of Retail Sales Workers	3	\$36,700
Stock Clerks and Order Fillers	3	\$23,000
First-Line Supervisors of Office & Admin. Support	1	\$47,800
General & Operations Managers	1	\$95,100
Laborers & Freight, Stock & Material Movers, Hand	1	\$26,100
Customer Service Representatives	1	\$28,300

Source: JobsEQ 2017



Two-pronged Approach



Businesses



Conduct the Business Retention & Expansion program

Meet with business owners/managers

Understand business roles, needs, and changes

Assess challenges, barriers, and opportunities

Develop new strategies and actions to support local businesses



Workforce



Streamline existing training opportunities

Identify and fill gaps in existing training programs

Initiate conversations with workforce personnel

Assess feedback from workforce personnel

Develop new strategies and actions to support the local workforce




Activity





Round 1: Strengths



- What do you think are the greatest strengths supporting CREATE businesses and their employees in the region?
- Put a  by the **THREE** things that your group sees as the most positive features (strengths) of your community.



Groups Report Out



Table facilitator: please share one challenge per table being careful not to duplicate items.



Round 2: Challenges

A silhouette of a person pushing a large, dark sphere up a steep, black hill against a bright blue background. The person is positioned on the left side of the hill, leaning forward and pushing the sphere up the incline.

- What do you think are the greatest challenges facing CREATE businesses and their workforce in the region?
- Put a ★ by the **THREE** things that your group sees as the biggest challenges.



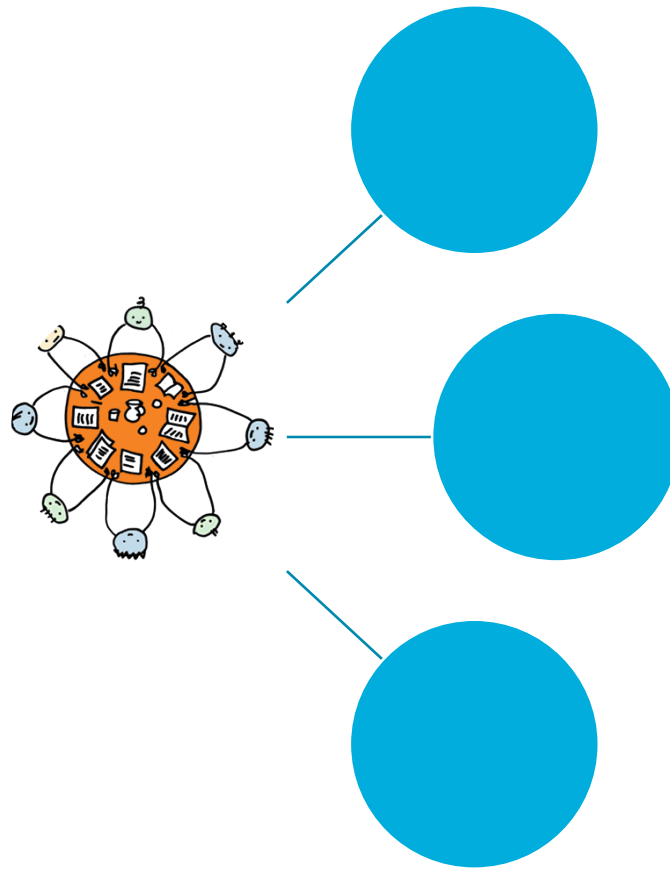
Groups Report Out



Table facilitator: please share one challenge per table being careful not to duplicate items.



Table Rotation



Walking Break



What **opportunities** might exist in the region for enhancing our strengths or addressing our challenges?



Round 3: Opportunities



What ***opportunities*** might exist for enhancing our strengths or addressing our challenges?



Round 3: Opportunities (cont.)

Given the opportunities,

- What **could** we do?
- Place a  beside these.

Given the opportunities we **could** do,

- What **should** we do?
- Place a  beside these.



Groups Report Out



Table facilitator: please share one opportunity per table that **should** be done being careful not to duplicate items.



Next Steps & Concluding Remarks







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