



# Horizon Jenks

## Comprehensive Plan

### **Business Workshop Summary**

Wednesday, May 15, 2019

On May 15, 2019, the City of Jenks hosted a Business Workshop at The Hive, a local arts facility and event space, and home to the Jenks Chamber of Commerce. The workshop, which took place as part of the Jenks Chamber's regularly scheduled luncheon held on the third Wednesday of each month, was the first part of the public outreach process for the creation of the new Comprehensive Plan. Attended by 85 individuals, this workshop was an opportunity for business owners and community stakeholders to offer their input and feedback regarding the City and the plan. The workshop included a review of the planning process to be undertaken as well as a polling exercise designed to gather input regarding issues, opportunities, and key strengths and assets of the City. Input from this workshop will be directly reflected in the vision, goals, recommendations, and policies of the final Jenks Comprehensive Plan.

#### *Note on Summary Context*

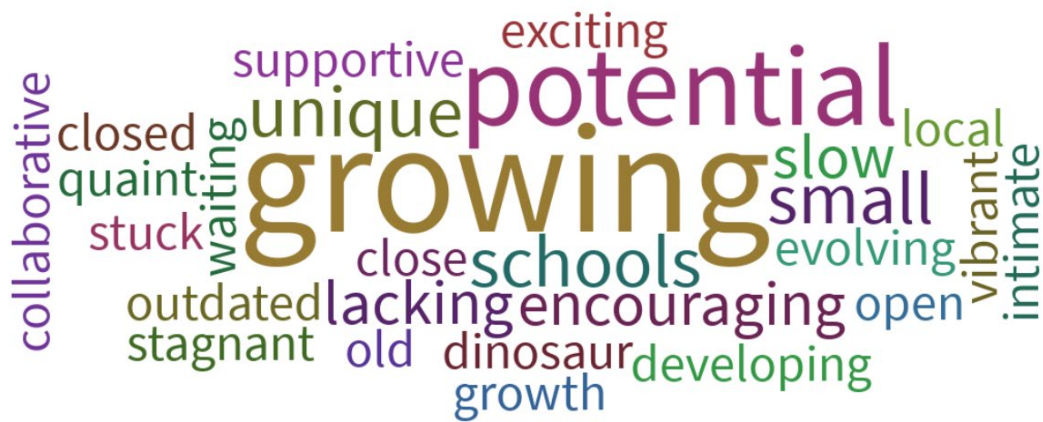
*The items identified in this summary are not recommendations or observations of the consultant, but rather represent feedback and comments received from those who participated in the workshop. Every workshop participant did not answer every poll question; percentages reflect respondents for each individual question. Additionally, some question formats allowed participants to choose more than one answer.*

#### Interactive Poll Summary

The workshop presented live survey questions to the participants who were able to share their responses with the group and/or submit their responses in real time using the mobile application, Poll Everywhere. As the responses came in for each question, discussion was facilitated with the group around the answers on the screen. A summary of the responses to each survey question and the ensuing discussion is provided on the following pages.

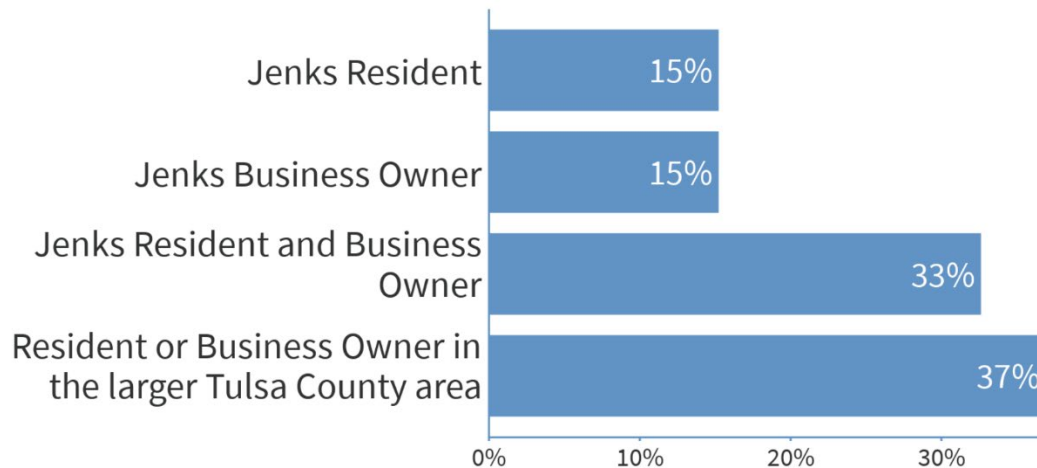
What single word describes the business environment in Jenks?

The word most submitted by participants was *growing* (23 percent), followed by *potential* (13 percent). The following word cloud was generated in real time by Poll Everywhere, and features the words submitted by participants. The larger the word appears in the image, the more it was submitted by participants. This exercise was designed to open the conversation and to get the workshop participants thinking about the business environment in the City.



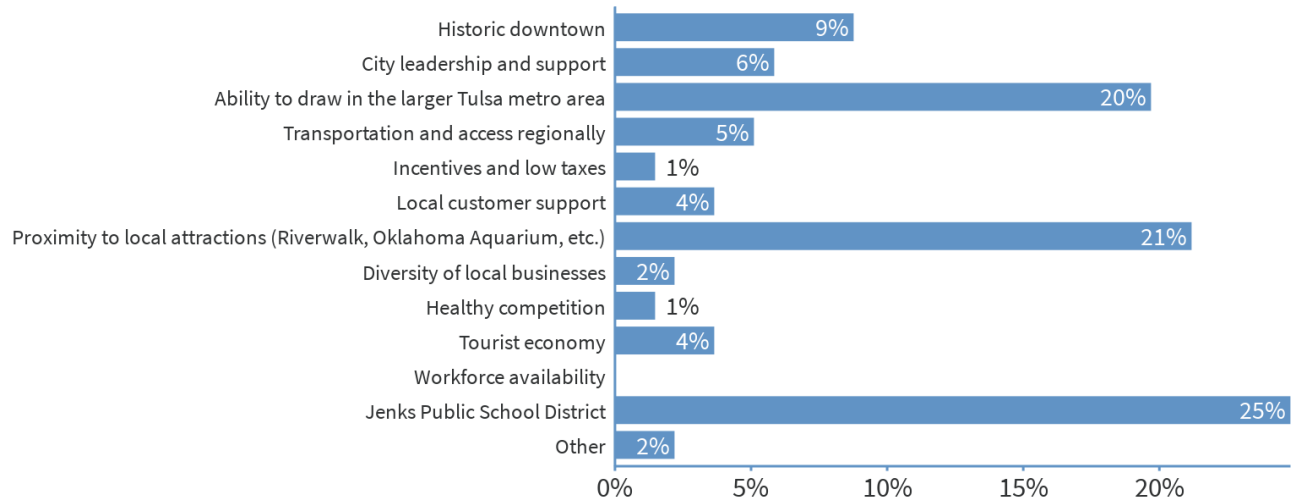
I am a...

The largest group at the workshop identified as a “resident or business owner in the larger Tulsa County area” at 37 percent, followed by “Jenks resident and business owners” at 33 percent.



### Pick three strengths or assets to owning or operating a business in Jenks.

The Jenks Public School District was the highest-ranked asset with 25 percent of participant responses, followed by Jenks' proximity to local attractions (21 percent) and its ability to draw in the larger Tulsa metro area (20 percent).



### Would you recommend Jenks as a location for a future business?

Most participants (80 percent) indicated they would recommend Jenks to a friend or future entrepreneur as a location for a future business, noting its low cost of living, good attractions, low crime rate, and business-friendly government structure. Eighteen percent of participants were not sure. Some of those who were not sure felt their recommendation would depend on the type of business in hopes of having more variety in future Jenks businesses.

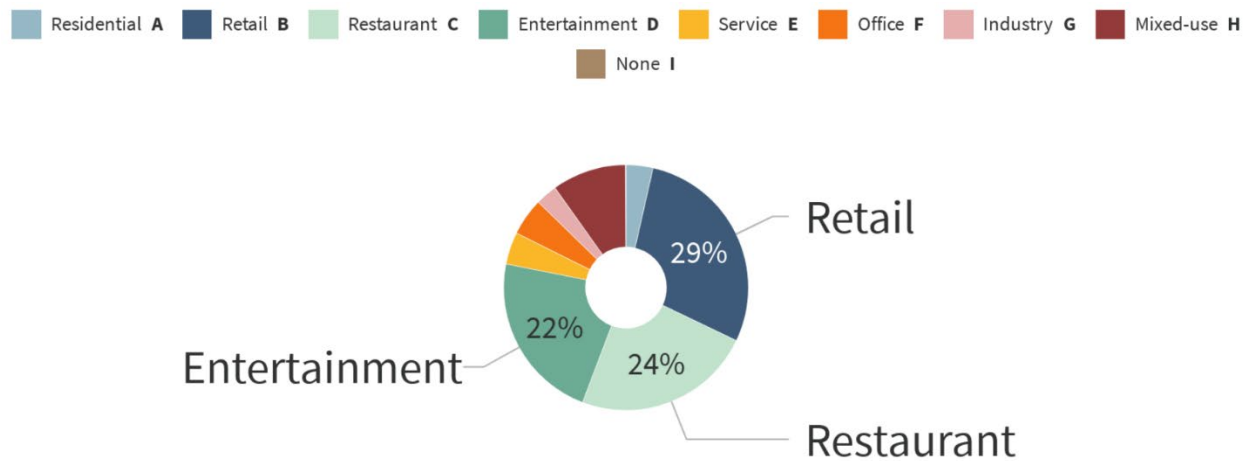
### Which area of the City is the highest priority for new investment?

Using an interactive map of the City, participants gave the highest priority for investment to Jenks' downtown with 44 percent of responses. Forty percent of participants chose the undeveloped area south of Downtown which is slated for an outlet mall development that is being advertised as opening in 2020. Some votes along the south area of the Arkansas River indicated the discussed new south side bridge near 131<sup>st</sup> Street as a priority.

### What type of new development or uses would you most like to see in Jenks in the future?

Retail, restaurant, and entertainment were the most-submitted responses at 29 percent, 24 percent, and 22 percent respectively. Participants discussed how they would like to see some specific new retail, including Costco, as well as more high-end and high-quality retail options, and retail that attracts patrons from outside Jenks. Participants would also like to see more high-end restaurants and options for entertainment. A discussion took place about how more people are spending disposable income on dining out and entertainment even as brick-and-mortar retail faces challenges, and participants largely agreed that an effort should be made to capture this type of spending.

Mixed-use development was the fourth most popular response at eight percent, and each of the additional development types (residential, service, office, and industry) gained votes. Only the “none” option received no votes; participants largely desired new development in Jenks.



### Do you think local government is effectively dealing with business related issues and concerns?

Forty-three percent of responses indicated that local government is effectively dealing with business related issues and concerns. Participants noted interactions with Jenks’ local government as better than other cities and mentioned that the City maintains beneficial partnerships with the school district and the Oklahoma Aquarium. However, 42 percent responded “Not Sure,” with one participant explaining they wanted to know how Jenks compares to other communities in terms of dealing with local government.

On a scale of 1 to 5, is it easy (1) or difficult (5) to own or operate a business in Jenks?  
Ninety-seven percent of respondents responded with a 1, 2, or 3, indicating that the difficulty of owning or operating a business in Jenks is easy to average.



What has been the most important issue discussed so far?

Participants responded to this question by submitting an issue, and then voting for issues submitted by others. Below are the submitted responses which have been categorized and include the number of votes it received.

- Economic Development
  - Need for retail, restaurants, entertainment (25)
  - Downtown and river development (20)
  - Economic development (18)
  - Attracting quality retail downtown (14)
  - Ease of development permits (6)
  - Water in river for travel to and from casino
  - Multifamily density
- Character and Identity
  - Downtown revitalization (11)
  - Businesses for families (9)
  - Moving Jenks forward (6)
  - Updating and diversifying business (6)
  - Downtown business facades (4)
  - Rebranding (2)
  - Female and minority-owned businesses
- Quality of Life
  - Youth activities (4)
  - Schools (4)
  - Communication
  - Long-term accessibility for all ages

### What is Jenks' greatest strength?

The character of commercial areas was the highest-ranked response at 49 percent, followed by visibility and access to customers at 37 percent. Another strength discussed at the workshop but not included in the list of responses was the Jenks School District and the overall level of education received in the community.

