

Table 1 Strategies Developed to Support Plans for Development and Growth

Strategies developed to revitalize the downtown area	
1. Formalize tools for promoting revitalization.	
2. Support the establishment of “anchors.”	
3. Use residential development as a primary catalyst.	
4. Develop a retail strategy emphasizing “destination” retail.	
5. Target professional services, company headquarters, and entrepreneurship to alleviate the surplus of office space downtown and surplus of office workers in Wichita Falls.	
Strategies developed to attract talent	
1. Re-establish ties to former residents.	
2. Initiate and maintain a Sheppard Air Force Base veterans’ inventory.	
3. Continue supporting educational excellence.	
4. Align economic development and education programs—K-12, vocational, 2-year, 4-year.	
5. Develop new generations of leaders.	
6. Continue efforts of Workforce Development Task Force.	
Strategies developed to support business development	
1. Expand healthcare cluster.	
2. Enhance professional services cluster.	
3. Continue the development of industry clusters in the region.	
4. Continue business retention and expansion activities.	
5. Promote entrepreneurship in the region.	
6. Foster regionalism.	
7. Continue to pursue new missions for Sheppard Air Force Base.	
8. Encourage growth in the tourism sector.	
Strategies developed to support image and marketing	
1. Commission a community-wide marketing and image plan.	
2. Designate an individual to manage the city-wide marketing campaign.	
3. Initiate a local positive image campaign.	
4. Continue to build awareness of the region among decision makers in target industries and site selectors.	
5. Maximize the impression of Wichita Falls to visitors.	
6. Continue city-wide beautification initiatives.	

Table 2 Yearly Events

Red River Wine Festival	Rodeo
Western Swing Music Festival	Ballet Theater
Texas-Oklahoma Oil Bowl	Downtown Strolls
Texas Ranch Roundup and Festival	Wichita Falls Symphony
Hotter 'N Hell Hundred Bike Race	Kemp Center for the Arts
Downtown City Lights Festival	Cajun Fest
Midwest State Univ.—Burns Lights Display	Cinco de Mayo Celebration
St. Patrick's Day Celebration	Texoma Golf Tournament
Zombie Crawl	Falls Fest
Red Dirt Fest	Tornado Alley Racquetball Tournament