

Economic Development & Tourism

Norman Stephens
Assistant City Manager - Administration

Jennifer Rush
Economic Development Manager



Brio in the Rose District



GET TO YES!

YES! To more proactiveness

YES! To better customer service

YES! To solving our community's problems

YES! To helping private sector make smart and sustainable investments in our community



Philosophy:

Create an environment that encourages private investment and Public Private Partnerships. HOW?

- Governing body and leadership willing to take risks.
- Always working to get to YES!



BROKEN ARROW

**STRUCTURE
THE RIGHT TEAM**

Organizational Chart



City Team



Norman Stephens
Assistant City Manager



Jennifer Rush
Economic Development Manager



Brent Brassfield
Business Retention &
Development Coordinator



Steve Yoder
Business Retention &
Development Coordinator



Erin Hofener
Marketing & Communications
Coordinator



Leann Jester
Administrative Assistant

EDC Team



Jennifer Conway
President and CEO



Nik Duffle
VP of Economic Development



Amber Miller
Senior Director of
Economic Development



De'Andre Fahie
Director of Talent Attraction
& Workforce



Megan Parris
Marketing & Research
Manager



Scott Tomlinson
Office Manager



BROKEN ARROW

ALIGN ROLES & RESPONSIBILITIES

BAEDC Functions:

ECONOMIC DEVELOPMENT ADMINISTRATION IN BROKEN ARROW

City Functions:

Recruitment:

Economic Development professionals at the BAEDC work as liaisons between companies and government officials, education providers, and private sector resources. We have the answers to the businesses' relocation or expansion needs and look forward to building a lasting relationship with companies seeking new opportunities. We assist with the State incentive process.

Business Retention & Expansion/ Business Advocacy:

BAEDC is completely responsible for reaching out and providing services to help BA's largest employers and manufacturing needs are being met and new expansions are being identified. The BAEDC advocates for the Broken Arrow business community.

Workforce & Talent Development:

The BAEDC acts as the convener of Broken Arrow's Center for Workforce Excellence by connecting businesses with resources they need to recruit and retain skilled talent. BAEDC staff maintains the Work In BA Career Center, a physical and virtual space dedicated to ensuring greater connection to talent and training for Broken Arrow Businesses.

Small Business & Entrepreneurship:

Our staff provides educational services and networking opportunities to a wide range of local innovators and entrepreneurs. We lead and participate in several initiatives aimed at developing Broken Arrow's entrepreneurial ecosystem.

Research:

BAEDC shall continually monitor trends and metrics within the economy as well as external economic trends. BAEDC will provide the municipality with research on labor, cost of living, and economic impact for the continued growth of the community.

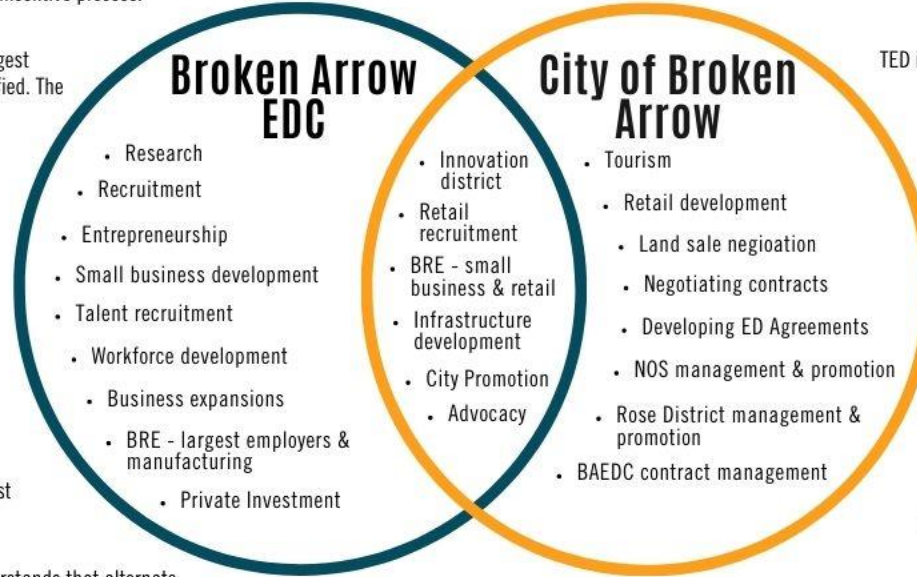
Private Investment:

To ensure that the strategic plan is carried out, fundraising is required. Leadership understands that alternate sources of funding must be obtained in 2021 and beyond to ensure the organization meets the needs of the Broken Arrow business community. Generate private investment that drives economic development.



Benefits of Public-Private Partnership:

- Shared Influence
- Industry (Board) Driven
- Gives a voice to the business community
- Provides avenue for confidentiality
- Economic development removed from politics
- Encourages private investment
- Removes bureaucratic barriers



The City of Broken Arrow focuses on all aspects of retail development within the city. City staff participate in promotion and marketing, maintaining relationships with business owners, and relaying information on city programs and events. The BAEDC will assist city staff when requested.

Retail Development:

Development of Economic Development Agreements/Incentives

TED is responsible for developing all economic development agreements in which sales tax is rebated or incentives are extended. Responsible for creation of financing districts.

Business Retention & Expansion/District Management:

The TED team is responsible for efforts to build out new districts in Broken Arrow including the Rose District and NOS. Staff is responsible for promotion efforts aimed at increasing traffic and impacting retail sales tax. TED staff advocates for the Broken Arrow business community.

Tourism:

The City of BA TED staff is solely responsible for marketing and promoting Broken Arrow to outside visitors. TED takes the lead on creating programming and marketing material aimed at increasing visitors and impacting hotel/motel and sales tax generation.

Land & Contract Negotiations:

TED is responsible and represents the City of Broken Arrow in all land exchanges and contracts for the sale of property.

BAEDC Contract Management:

BAEDC answers on a monthly basis to City ED Manager in the form of a monthly report detailing deliverables outlined in the contract.

Shared Functions:

Business Retention & Expansion Small Business & Retail



Advocacy



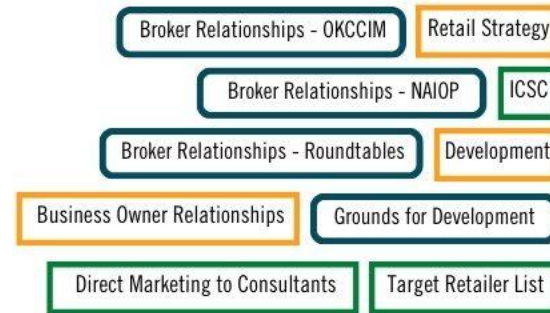
City Promotion



Innovation District:



Retail Recruitment



Infrastructure Development



Functions performed by TED — (orange)
 Functions performed by EDC — (teal)
 Functions performed by EDC and TED — (green)

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Broken Arrow EDC

- Research
- Recruitment
- Entrepreneurship
- Small business development
- Talent recruitment
- Workforce development
- Business expansions
- BRE - largest employers & manufacturing
- Private Investment
- Innovation district
- Retail recruitment
- BRE - small business & retail
- Infrastructure development
- City Promotion
- Advocacy



ECONOMIC DEVELOPMENT ADMINISTRATION IN BROKEN ARROW

City Functions:

- City of Broken Arrow**
- Innovation district
 - Retail recruitment
 - BRE - small business & retail
 - Infrastructure development
 - City Promotion
 - Advocacy
 - Tourism
 - Retail development
 - Land sale negotiation
 - Negotiating contracts
 - Developing ED Agreements
 - NOS management & promotion
 - Rose District management & promotion
 - BAEDC contract management

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Business Retention & Expansion Small Business & Retail

Visits - Retail

Resource Referrals

Advocacy

Identify Trends

Retail Recruitment

Retail Strategy

Development

Business Owner Relationships

Target Retailer List

ICSC

Direct Marketing to Consultants

Infrastructure Development

Planning

Management

Funding

City Promotion

Social media - Districts

e-newsletter - Districts

Retail Conferences

Innovation District:

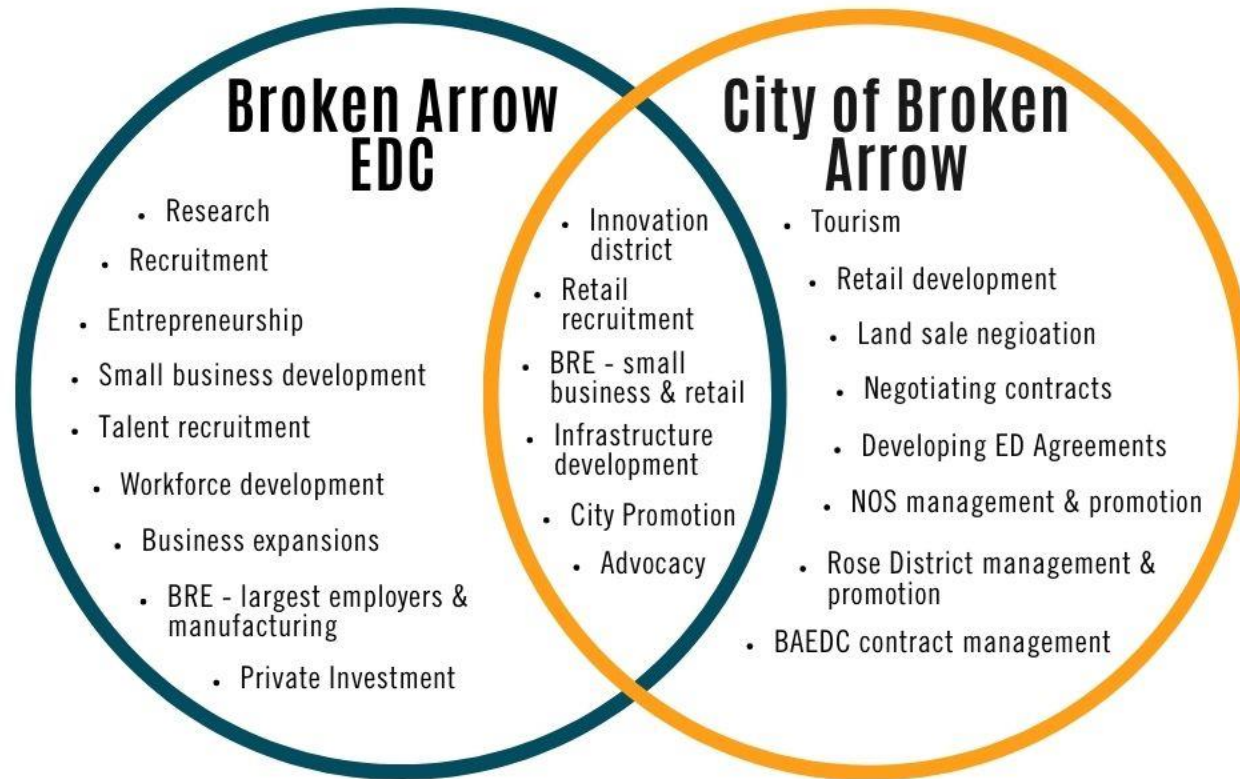
Funding

Marketing

Governing body approval

Strategic Planning

ECONOMIC DEVELOPMENT ADMINISTRATION IN BROKEN ARROW



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BROKEN ARROW

**TAKE CARE OF
CURRENT
BUSINESSES**

Business Retention



Steve Yoder awarding owner of My Grateful Heart with New Orleans Square Merchant Decorating Contest Award



Brent Brassfield with the owner of Toast/ McKinney's in their new space at The Brio.

Business Expansion



Alfa Laval is adding 30 jobs to its Broken Arrow heat-exchanger factory, the Sweden-based company is moving jobs from Buffalo, NY to Broken Arrow.

The new jobs will have an average wage of \$66,000, including benefits, and will have a potential economic impact of \$13.9 million.



BROKEN ARROW

**LEVERAGE ASSETS
& BE INNOVATIVE**

Tourism

Visit
Broken Arrow
Oklahoma



REDEEM:

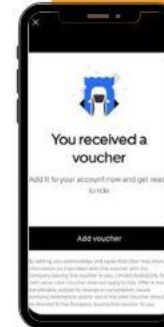


Uber

Complimentary ride to:

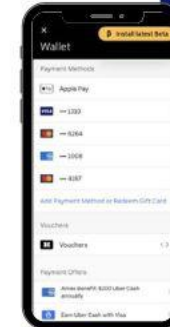
THE ROSE DISTRICT

NEW ORLEANS
• SQUARE •



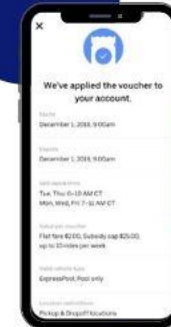
Step 1

Click on the link provided by the City of Broken Arrow and hotel.



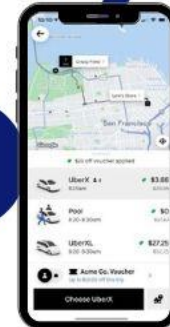
Step 2

Add voucher to your account.



Step 3

The voucher will appear in your wallet.



Step 4

Voucher will be applied when requesting a trip.

For more information visit:

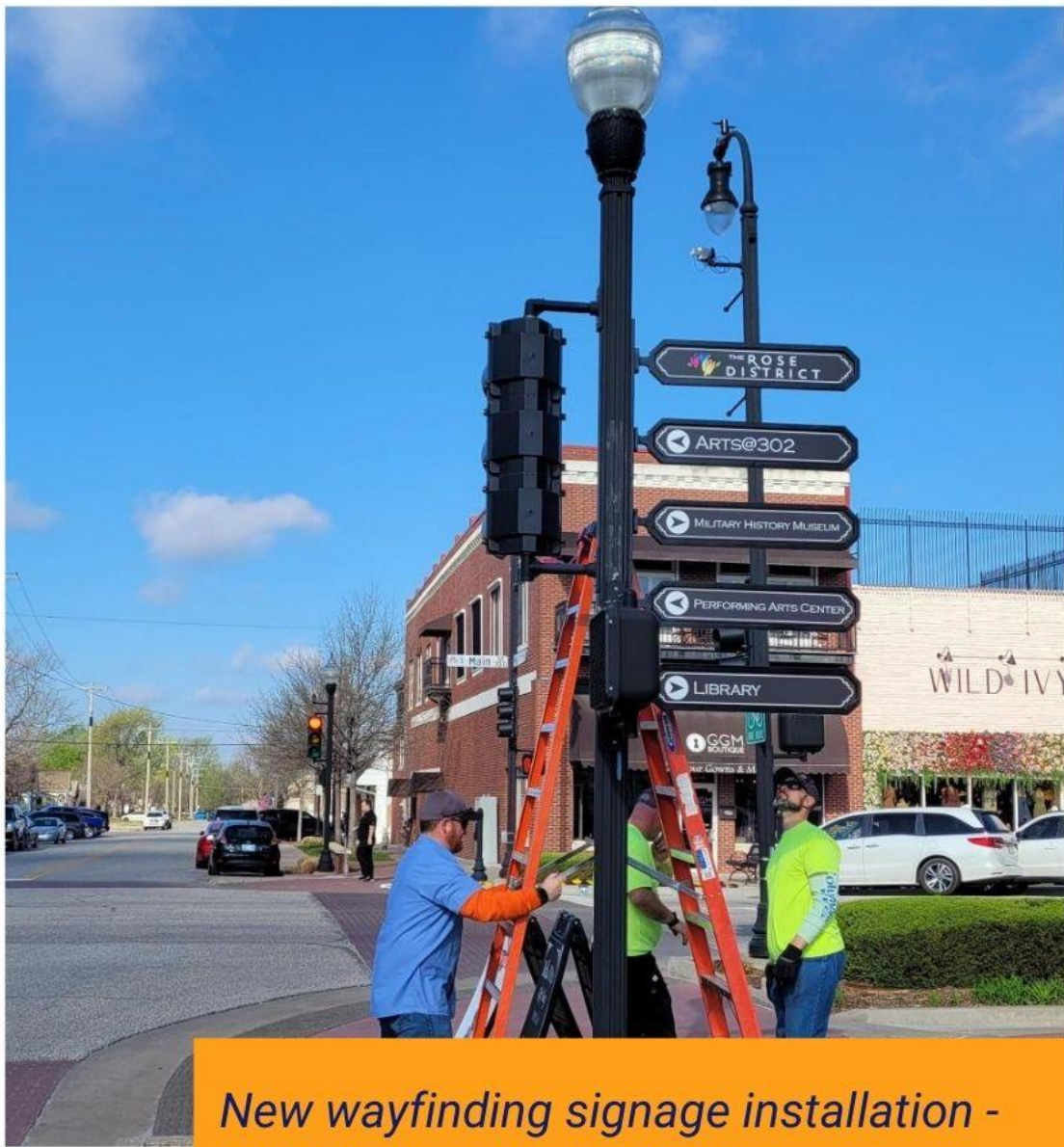
[VisitBrokenArrowOK.com/Uber](https://www.visitbrokenarrowok.com/Uber)

Only available at participating Broken Arrow hotels for paid overnight guests. Complimentary rides will only redeem traveling to or from Rose District and New Orleans Square areas. Only available for Uber transportation service.



BROKEN ARROW

**SEEK OUT
OPPORTUNITIES FOR
REDEVELOPMENT**



*New wayfinding signage installation -
CONTINUED INVESTMENT*



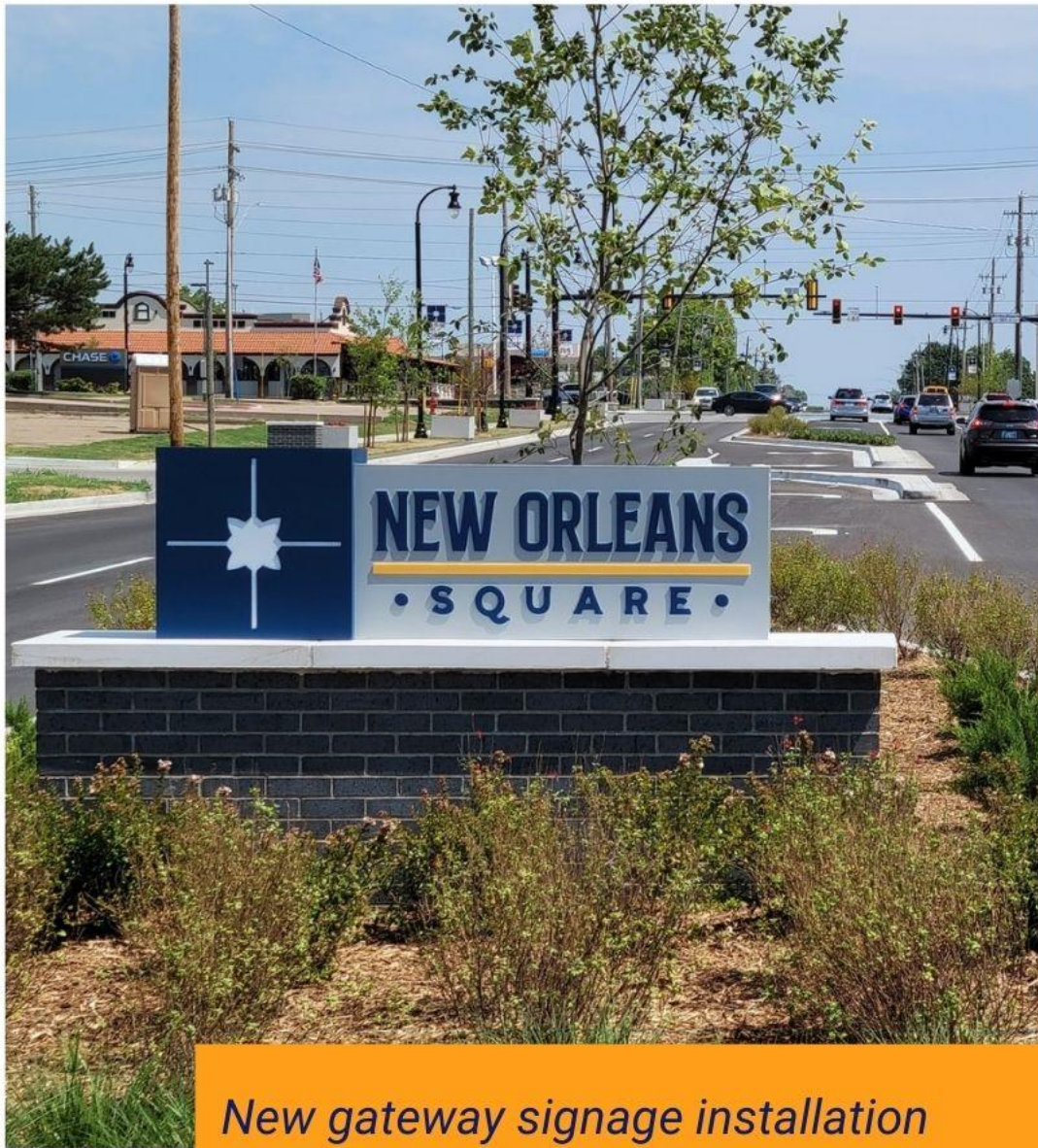
TIF #1

2010 Assessed Value - \$4,858,846

2022 Assessed Value- \$15,319,339

FY 2011 Sales Tax - \$21,816.79

FY 2023 Sales Tax - \$370,911.33



New gateway signage installation



Former center of town
Reinvestment through tactical
urbanism and beautification

2019 - Less than 50% occupied
2023 - Over 90% occupied





NEW ORLEANS

• SQUARE •





BROKEN ARROW

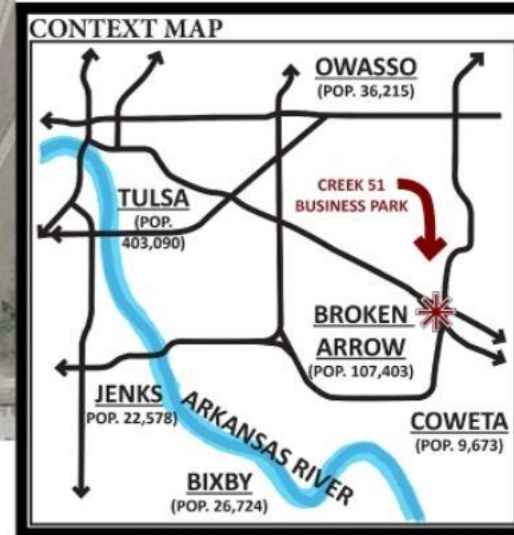
**IF YOU BUILD IT,
THEY WILL COME**

TIF DISTRICT #2



FORD
DEVELOPMENT
COMMERCIAL AND
INDUSTRIAL LOTS
AVAILABLE

REX ROBERTSON 214-850-8838



CREEK 51 BUSINESS PARK



ASPEN RIDGE



INNOVATION DISTRICT

Strategic Priorities:
I: Talent Attraction

II: Workforce Development

III: Business Attraction, Retention,
and Expansion

IV: Innovation District and
Development

V: Entrepreneurship Ecosystem



TIF DISTRICT #4 ADAM'S CREEK TOWN CENTER



City's Assessed Value

2015
\$750 M



2022
\$1.1 B

32%



@CityofBA

@RoseDistrict

@NewOrleansSquareBrokenArrow

@VisitBrokenArrow



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@RoseDistrict

@NewOrleansSquareBrokenArrow

@VisitBrokenArrow



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THANK YOU

Stay in Touch!

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