



**BROKEN
ARROW**

ECONOMIC
DEVELOPMENT
CORPORATION

Monthly Report

August 2023

brokenarrowedc.com

Amplify BA: Strategies

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Talent Attraction

- Develop and implement a talent recruitment plan/strategy steeped in employer engagement and research focused on the needs of Broken Arrow businesses.
- Launch targeted talent retention and repatriation effort based on high wage, in-demand positions in Broken Arrow. Recapture lost talent. Recruit and retain missing workforce demographics ie: millennials and gen z to fill workforce gaps.
- Facilitate the develop quality of life assets to attract younger residents over the next five years and expose the next generation to assets of the community.

Business Attraction, Retention, & Expansion

- Conduct existing business visits to identify Broken Arrow business's needs, concerns, and opportunities in order to Advocate for businesses in Broken Arrow to increase investment and job growth.
- Increase business attraction efforts in targeted industry clusters (based on forecasting, supply-chain study and trend analysis) including Advanced Manufacturing, A-I, Software Creation, Information Technology, and Scientific Research.
- Generate new project opportunities by visiting site selection consultants and out-of-market headquarters of existing local companies.

Entrepreneurship

- Create awareness around start-up and small business ownership in local schools.
- Develop a program to connect Broken Arrow entrepreneurs with access to capital investment for startups and founders, fueling their growth.
- Create a business resource center which connects entrepreneurs with mentors, subject matter experts and coaching.
- Enhance business to business opportunities by instituting a local sourcing program.

Workforce Development

- Continue support of the Broken Arrow STEM Workforce Center for Excellence.
 - Provide soft skills training opportunities to fill workforce gaps
 - Address barriers to work for area employees, including transportation, child care, and housing
 - Support career exploration and awareness in STEAM-related fields.
- Identify and support upskilling and greater education attainment pathways for students and job seekers across all sectors.

Innovation District

- Develop a targeted strategy to address commercial and industrial offerings in and around Broken Arrow. Craft market and planning strategies to recruit new development.
- Facilitate engagement between higher education institutions, the business community, and development organizations to meet the needs of the workforce, planning, and sustainability within the Innovation District.
- Encourage enhanced district planning, including the Innovation District, Rose District, and New Orleans Square, and identify additional opportunities.

Investor Relations

- Create an investor advisory council whose mission is to oversee program development and engage new investors to support the BAEDC.
- Produce regular investor communications and reporting including conducting investor satisfaction surveys.
- Hold investor-only events to report on progress and achievements.

August 2023 Highlights



President & CEO Jennifer Conway presented BAEDC mid-year report to City Council, highlighting January-July progress



Economic Development Council attended Select Oklahoma Economic Development Summit in Oklahoma City attending break out sessions and networking events



Staff attended Tulsa's Future Roundtable engaging in small group discussion on region economic development



President presented update to Council on progress of Innovation District, highlighting high volume of work happening behind the scenes



Staff and City leadership finalized Innovation District master plan to be presented to City Council on September 5th



Staff received over 80 responses on Why Broken Arrow Survey to aid in the Talent Attraction Campaign



Talent Attraction

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Total Company Engagements

YTD	210
2022	280
2021	338
2020	153
2019	103

Company Engagements: 26

Alfa Laval	Communication Federal Credit	D&L Oil Tools	St. Francis
Air Hygiene	Cohesion Coworking	CEO	Swift Recon
Archon Resources	Gatesway Foundation	Tulsa Tech	
Arrowhead Consulting	Green Country Workforce	Volunteers of America	
AVB Bank	Hubbell	Tulsa Higher Ed Consortium	
BAPS	NSU BA	Chart Consulting	
Brookdale	PACCAR Winch	Union Public Schools	
City of BA	RL Hudson	Zeeco	

Monthly Activity

- Results from "Why Broken Arrow" Quality of Life survey were received and are being examined to see how to best incorporate the information into the new talent attraction website.
- Collaborated with a representative from Topeka Kansas Economic Development organization on best practices around talent attraction including:
 - Marketing your city to outsiders
 - Getting buy in from your community
 - Collaboration with employers and other community partners

2023 Talent Attraction Goals

- Engage 200 young professionals
- Launch Talent Attraction website
- Complete Impact Partnership Grant objectives
- Develop and implement Engineering Talent Recruitment plan



Workforce Development

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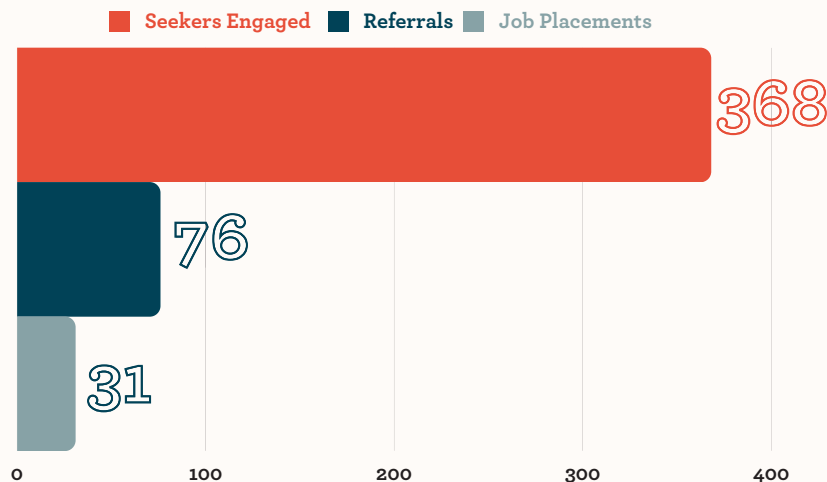
Monthly Talent Recruitment Snapshot



Monthly Activity

- Reviewed Tulsa Tech and NSU Broken Arrow's training opportunities they have the capacity to collaborate with employers on for upskilling.
- Created draft marketing materials for Impact Partnership Grant & compiled list of initial employers to participate in school collaborations targeted at students.

YTD Talent Recruitment Snapshot



2023 Workforce Development Goals

1. Facilitate 30 direct job placements
2. Hold grand opening for Work In BA Center and Co-working space
3. Create Summer Career Exploration program
4. Execute two career fairs: 1 has been completed YTD
5. Execute Manufacturing and Healthcare Career Days

Workforce Development

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WorkinBA.com Analytics

	Total Visits	Geo: BA	Geo: Tulsa	Geo: Other	Assessments Started	Assessments Completed	Resumes Started	Resumes Completed	Unique Job Postings
August	45	11	12	18	8	6	7	7	9
YTD	423	133	98	196	38	36	46	37	87

Work in BA Career Center Metrics

	Total Visits	Total Referrals	Placements	Unemployment Rate	Job Seekers Engaged
August	1	3	0	2.7%	12
YTD	33	76	31	3.0%	368

Work in BA Facebook Analytics

	Total Page Reached	Post Engagements	Page Visits	New Page Likes
August	322	13	24	0
YTD	96,023	11,284	868	55

Business Retention & Expansion

07

Expansion Projects Snapshot

Projects Open	Potential Jobs	Potential Capex
23	770	\$150M

Total Company Engagements

YTD	175
2022	698
2021	432
2020	153
2019	103

Total includes workforce visits with duplicate companies removed.

Monthly Engagements: 11

Access Optics	Molded Products
Air Hygiene	OMA
Zeeco	Penelope and Lu
CymSTAR	PSO
DA/Pro Rubber	Swift Recon
Gavco	

Monthly Activity

- Assisted Broken Arrow manufacturer with resources for their expansion
 - Connected with Community Development for permitting and pre-development
 - Connected with utility and education partners
- Staff met with TED team to discuss plans for 2023 Broken Arrow Business Blitz
 - Annual event will be held October 9-20
 - Goal to create awareness of resources, identify collaboration efforts, and build stronger relationships with business community

2023 Business Retention & Expansion Goals

- Conduct 500 business visits & surveys
 - Assist 120 companies in expansion
 - Conduct 1 HQ Visit out of state
- Create & Implement marketing plan to promote major employers
- Develop Expansion Toolkit
- Develop roundtables by industry/topic that provide value to BA businesses



BA Blitz Save the Date

August 2023 Board Report

Business Retention & Expansion

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Existing Expansion Projects

Project	Source	Industry	Jobs	Capex	Bldg./Land	Notes
Raise	Direct	MFG	N/A	\$2 M	Existing	Company was awarded OIEP from Commerce; working to secure meeting with client
EES81	Direct	MFG	87	NA	Workforce Expansion	Sent client additional information on BIEP program and other incentives from commerce; client finalized merger in November; working to secure meeting with client
Shock	Direct	Utility	50	N/A	28 acres	Client has decided on land to purchase in BA
REC	Direct	MFG	109	\$1.5M	Existing Building	Met with client, discussed expansion plans, incentive options, and workforce training options. Will encourage to apply for OIEP in April
PAFI	Direct	MFG	50	\$31M	Expansion to Co. owned land	Company was awarded BIEP incentive from Commerce. Recently met with client to discuss expansion plans as they progress; process of scheduling pre-development meeting with COBA
Pathway Services	Direct	MFG	30	\$7 M	Land purchased	Met with client, discussed expansion plans, provided information from COBA regarding utilities in vicinity of new property
Tinker Bell	Direct	MFG	20	\$75 M	Existing Building	Met with client, along with OK Dept of Commerce, OMA, and OK Finance Authority- discussed current expansion plans, and meeting with COBA in April to continue discussion
Access Optics	Direct	MFG	60	\$4.5 M	Expanding in current facility	Company was awarded OIEP from Commerce
Gemini	Consultant	MFG	15	\$3 M	TBA	Working with employer to determine status of project
Rubber	Direct	MFG	4	\$1 M	Existing Property	Awarded OIEP from Commerce, expanding on their current property, adding a new structure and additional jobs- waiting on cost of construction to decrease before beginning expansion.
Inferno	Direct	MFG	200	\$10M	Expanding on adjacent land	Building new plant on purchased land adjacent to existing plant. Will add 200 new jobs with expansion with 85% of jobs being manufacturing jobs.
PLU	Direct	Retail	N/A	N/A	Acquired new building	Signed lease on new building in Rose District. Undergoing remodeling now.
Levy	Direct	Finance	10	\$500K	Existing building	Company expanding at existing office. Will add 10 FTE positions

August 2023 Board Report

Business Retention & Expansion Continued — 09

Existing Expansion Projects

Project	Source	Industry	Jobs	Capex	Bldg./Land	Notes
Float	Direct	MFG	N/A	\$3.25 M	Purchased adjacent properties	Company awarded quality jobs incentive
Money Bags	Direct	Financial	N/A	N/A	N/A	Client is expanding to Broken Arrow; location is undecided. EDC team has made contact to offer assistance, and provided client with updated Grounds for Development
Tacoma	Direct	MFG	5	\$7M	Expanding at current location	Client is interested in building a 35k sq ft building on adjoining property to lease
Fort Worth	Direct	MFG	1-2	N/A	Expanding at current location	Working to secure meeting with business
Flight	Direct	MFG	N/A	N/A	Looking for place to expand in BA	Have continued to work with commercial real estate agents to search for facilities that may become available that will fit client's needs. There is 1 potential facility we are watching in BA
Service	Direct	Automotive Services	20	\$3M	Existing Building/ Land	Client is expanding their service department to double their capacity
Peds	Direct	Medical	N/A	N/A	Expanding to new facility	Client is building 7k sq ft facility for expansion- needing assistance with zoning and expedited lot split
Plastic	Direct	MFG	20	N/A	Looking at property to purchase	Client is expanding locally, considering purchasing property close to current facility to build and expand on. BAEDC provided letter of support for BEIP application, and application was approved.
Eighteen	Direct	Automotive	N/A	N/A	Expanding at current location	Client is looking to expand on property adjacent to current facility
Launch	Direct	MFG	100	N/A	Expanding at current location	Company is expanding at current facility with addition of 100 new jobs

2023 Finished Expansion Projects

Project	Source	Industry	Jobs	Capex	Bldg./Land	Notes
Alfredo	Direct	MFG	30	\$2.4 M	Relocated mfg operations from Tonawanda, NY to BA facility	Project closed June 2023
Blaze	Direct	MFG	275	N/A	N/A	Awarded Oklahoma Quality Jobs for workforce expansion

Business Attraction

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Attraction Projects Snapshot

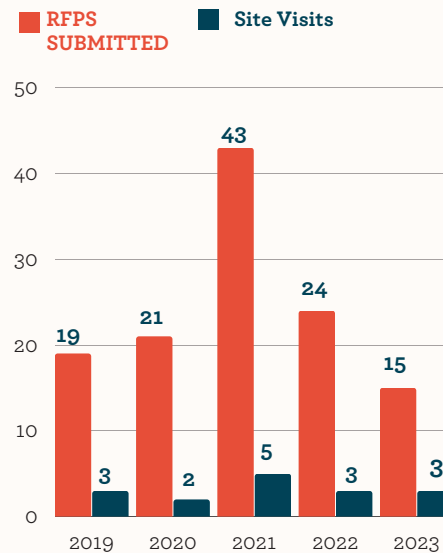


Monthly Activity

- Business Retention, Expansion, and Attraction Committee convened for bi-monthly meeting
 - Committee discussed goals for Business Resource Guide for new and existing businesses
- Staff met with new business relocating headquarters/operations to Broken Arrow at Creek 51.
 - New 16k SF facility
 - \$3.5M Capital Investment

2023 Recruitment Trips

Event	Event Dates
ZaZa	January 2023
Paris Airshow	June 15-25, 2023
Tulsa's Future Call Trip	July 24-26, 2023
Best Practices Trip	Nov 1-3, 2023
Headquarters Trip	TBA



2023 Business Attraction Goals

1. Attract 1 new primary job employer to BA
2. Hold 5 meetings with site selection consultants
3. Identify additional target area for manufacturing development
4. Develop incentive process
5. Identify developers and partners for spec development to build up attraction assets across BA

Business Attraction

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Existing Attraction Projects

Project	Source	Industry	Jobs	Capex	Bldg./Land	Notes
Grow	Direct	Agriculture	N/A	N/A	15-30 acres	Assisting with property search in Broken Arrow; sent two available properties that meet criteria
Pipe	Direct	Service	100	N/A	N/A	Sent available properties meeting criteria.
Mustang	Direct	Mixed	N/A	N/A	N/A	Sent available properties meeting criteria.
Mecca	TF	N/A	N/A	N/A	N/A	Sent available properties meeting criteria.
Swordfish	Direct	Cybersecurity	300	\$40 M	6 Acres	Expanding to BA and interested in Innovation District; Conversations with company are ongoing.
Bore	Direct	Construction	10	\$3.5 M	16 K SF	Purchased lot 4B at Creek 51. Site plans approved and permit issued by City. Finalizing financing and will begin construction soon with plan for completion Q2 2024
ScanPro	Direct	Industrial	N/A	N/A	20-80 acres	Sent available properties meeting criteria.
JS	Direct	MFG	40	N/A	5 Acres or 35K SF	Sent a follow-up to touch base- client was still working on financial due diligence
CBA	Direct	Auto	20	N/A	1-5 acres	Client chose a different piece of land in BA due to issues with neighbor. They said they may need assistance with zoning- follow up scheduled
California	Direct	Auto Services	N/A	N/A	N/A	Company is looking to relocate business out of California. Looking at Oklahoma, Tennessee, Kentucky. Referred by existing business. Sent email for introduction

Business Attraction

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Existing Attraction Projects Cont.

Project	Source	Industry	Jobs	Capex	Bldg./Land	Notes
Cat	Direct	MFG	150	N/A	35-40 acres	Company looking to consolidate and relocate to BA. Sent available properties
Sandbox	Direct	Recreation	N/A	N/A	3,500 SF	Client is looking to open business in BA. Obtained LLC. NOS property fell through but located second site in Rose District. Met with TEDC and working through next steps with them.
Plastic	Direct	MFG	N/A	N/A	N/A	Company looking to relocate to the region. Looking for existing building initially for office and warehouse space.
Amp	Direct	MFG	10	N/A	6,000 SF	Client is looking to open business in relocate operations to Broken Arrow from California. Sent available properties

Closed Attraction Projects

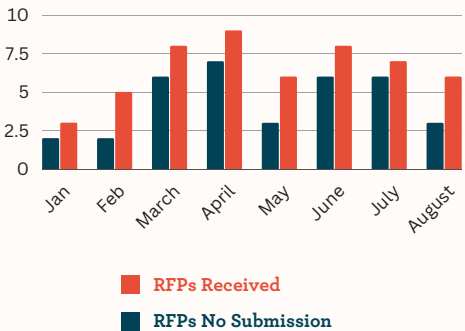
Project	Source	Industry	Jobs	Capex	Bldg./Land	Notes
BH	Direct	MFG	100-200	N/A	Baker Hughes Bldg	Purchase has been finalized, and announcement has been made for purchase of BH building by McElroy
Seaside	Direct	Recreation	N/A	N/A	120 acres	Developer no longer moving forward with project. Signed contract with realtor to list land to sell
Carolina	Direct	MFG	10	N/A	5k-10k SF	Client signed lease on building in Tulsa near airport and have begun moving in

Business Attraction

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August RFP Responses

Month	Project	Source	Industry	Jobs	Capex	Bldg/Land Req	Notes
August	Boomer	TF	MFG	150	\$38 M	20-40 acres greenfield	Submitted on available properties meeting criteria, highlighting 81st and County Line and College sites
August	Pelican	ODOC/TF	Tech	N/A	N/A	50+ acres greenfield	Submitted on available properties meeting criteria, highlighting 81st and County Line and College sites for a total of 80 acres
August	Diamond	TF	Corporate	300	\$22 M	RFI for Incentives	Submitted on Broken Arrow Jobs and Capital Investment incentives



August RFP No Submission

Month	Project	Source	Industry	Jobs	Capex	Bldg/Land Req	Notes
August	Heart	TF	MFG	1000	\$800 M	50-75 acres brownfield	Could not respond due to lack of inventory meeting needs; no available brownfield sites and rail spur on site strongly preferred
August	Alpha24	TF	MFG	150	\$32 M	15 acres brownfield	Could not respond due to lack of inventory meeting needs; no available brownfield sites
August	Wildflower	TF/ODOC	MFG	2300	N/A	300 acres	Could not respond due to lack of inventory meeting needs; no available land with acreage requirements

Did You Know?

Broken Arrow has a certified business park that is ripe for development! Creek 51 is certified Site Ready by the OK Department of Commerce. The site has 5-40 acre divisible lots in a 90-acre planned industrial park, located at the southwest corner of the Creek Turnpike and Highway 51 in Broken Arrow.

Business Attraction, Retention & Expansion

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August brokenarrowedc.com Analytics

	Sessions	Users	Pageviews	Avg. Session Duration	Total Cities	Top Outside Cities	Total Countries	Top Int'l CCountries
Aug	1,737	866	3,173	0.46	236	Tulsa, Dallas, Boardman	10	Germany, Ireland, Canada
YTD	8,032	7,467	15,449	1:06	1,507	Tulsa, Dallas, Oklahoma City	71	Ireland, India, Phillipines

Existing Business & Citizen Requests

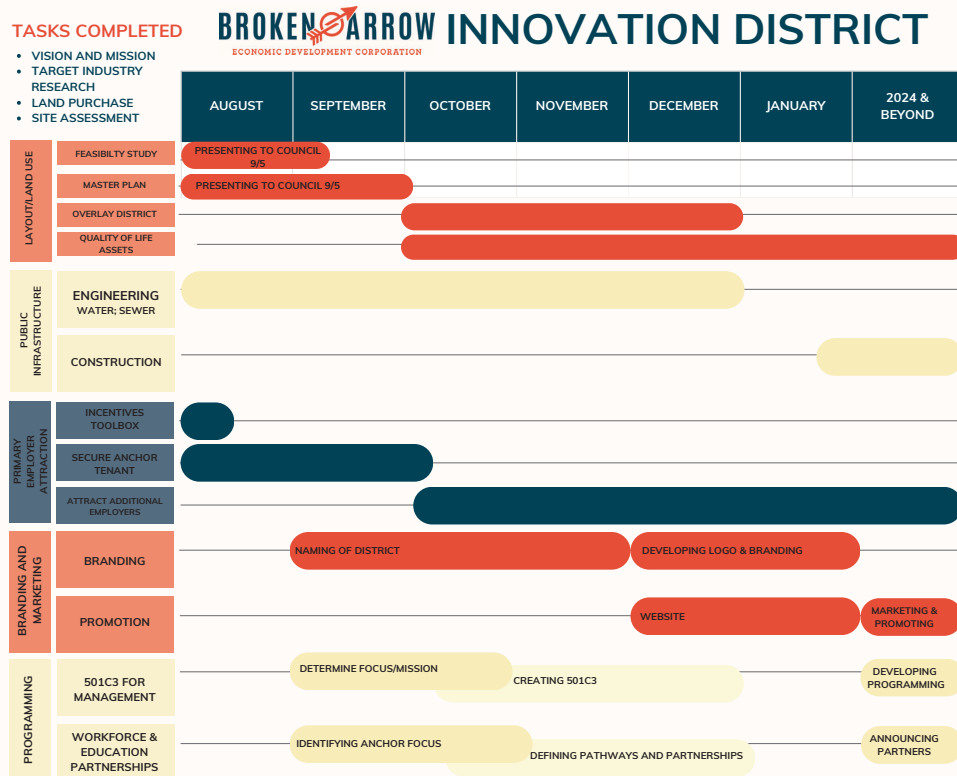
Industry	Issue or Request	Notes
GOV	Property	Properties meeting requirements delivered for review
MFG	Pre-Development	Connected business with permitting assistance at COBA
Retail	Workforce Support	Posted open positions on workinba.com
Non-profit	Workforce Support	Posted open positions on workinba.com
MFG	Workforce Support	Posted open positions at plant on workinba.com
Non-profit	Workforce Support	Posted open positions on workinba.com
MFG	Workforce Support	Posted open positions at plant on workinba.com

New Business Requests

Industry	Issue or Request	Notes
Service	New Business Support	Client requested information on LLC, licensing, and insurance
MFG	Pre-Development	Business met with community development for permitting for project
Developer	Data Request	Data on traffic counts for south BA delivered
Retail	Data Request	Client requesting information on incentives

Total Requests: 11
YTD Requests: 60

Innovation District & Development — 15



Monthly Activity

- President & CEO, Jennifer Conway, presented an update to City Council
- Hunden Partners presented the preliminary Feasibility Study to staff and the board
- The board voted on a proposed master plan layout designed by Beck Design

2023 Innovation District Goals

1. Finalize Innovation District site plan
2. Develop Innovation District Attraction Target Strategy
3. Partner with Chamber for 2023 Best Practices trip - focused on Innovation District, Workforce Development and Education Partners
4. Identify and engage education partners for target pipeline development for Innovation District

Entrepreneurship

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Current Projects

TEDC

Startup fund
discussion with TEDC

Business Resources

Committee working to
finalize Small
Business Toolkit

2023 Entrepreneurship Goals

1. Develop and Promote Small Business Toolkit
2. Develop and launch one Entrepreneurship program for students
3. Develop an early-stage funding source program for Broken Arrow Startups
4. Launch one new entrepreneurs focused startup program to assist Broken Arrow entrepreneurs.

Monthly Activity

- Met with the Entrepreneurship Committee to discuss the small business toolkit and new ways to promote entrepreneurship in BA
 - Staff left with action steps to gather research and data on what resources small businesses are looking for



Research, Administration & Advocacy

- > Staff attended the Tulsa State of the State address to keep apprised of the activity and health of Oklahoma
- > Staff engaged in Tulsa Regional Chamber's OneVoice Task Force meetings
- > Chamber and EDC assisted a local manufacturer with a state incentive policy clarification
- > Organized monthly board and committee meetings, provided financial management, and organizational oversight
- > Staff attended Tulsa Chamber OneVoice Committee meetings to help guide advocacy efforts throughout the year
- > The staff attends BA City Council meetings for greater connection to development planning and to support business forward issues
- > The staff attends City of Broken Arrow pre-development meetings throughout the month, to stay up-to-date on current projects.

City Economic Indicators

	Residential COO	Commercial Starts	Comm. COO	Sales Tax Reported	Percent Change	Use Tax Reported	Percent Change
August	62	14	7	\$6,096,834.85	Increase of 4% from Aug 2022	\$1,087,367.62	Increase of 21% from Aug 2022
YTD	513	31	38	\$47,095,353.22	Increase of 41% from 2022	\$8,385,050.11	Increase of 53% from 2022

Team Broken Arrow

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Our Mission

The Broken Arrow Economic Development Corporation strives to create wealth, jobs, and economic growth through the creation, attraction, and retention of business and talent in the community while facilitating innovation and creativity. BAEDC is a partnership of and governed by the business community, the municipality and education partners.

Jennifer Conway
President and CEO



Jennifer.Conway@bachamber.com
918-893-2117

Nik Duffle
VP of Economic Development
and Innovation



Nik.Duffle@bachamber.com
918-893-2107

Amber Miller
Senior Director of Economic
Development



Amber.Miller@bachamber.com
918-893-2103

De'Andre Fahie
Director of Talent Attraction
and Workforce Development



Deandre.Fahie@bachamber.com
918-215-3859

Megan Parris
Marketing and
Research Manager

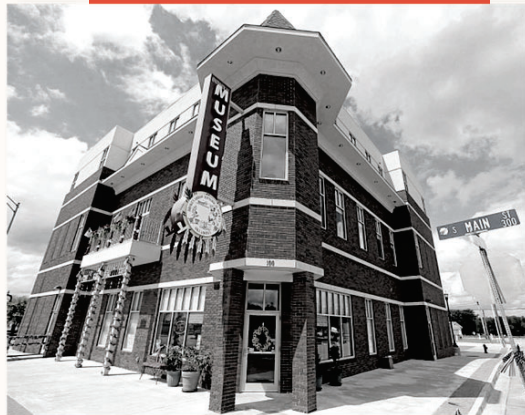


Megan.Parris@bachamber.com
918-215-3862

Scott Tomlinson
Office Manager



Scott.Tomlinson@bachamber.com
918-893-3858



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ECONOMIC DEVELOPMENT CORPORATION

Thank You