



Economic
Development
Corporation

Fall 2025 Biannual Report

BROKEN ARROW

ECONOMIC DEVELOPMENT CORPORATION

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April 2025 – September 2025

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Business Retention and Expansion

Summary

- **Business Retention & Expansion**
 - The BAEDC team continued consistent outreach and engagement with Broken Arrow companies, maintaining strong communication and support for local business growth. Several key visits were conducted, including one with a company planning a major expansion that could add up to 60 full-time employees. Staff also met with several emerging and expanding businesses, strengthening relationships and ensuring employers remain connected to local and regional resources.
- **Major Projects & Development Activity**
 - Progress continued across several significant projects. Staff facilitated the groundbreaking ceremony for Zeeco's 200,000 SF expansion at the Global Technology Center and continued coordination on Project Fight, which is entering the site planning and development phase. The CSI Aerospace Economic Development Agreement was approved by City Council, supporting relocation and expansion to Arrow Forge, creating 50 new jobs and retaining 108 existing positions.
- **Project Coordination & Incentive Support**
 - Staff advanced work on Project Sapling, collaborating with company leadership, the Oklahoma Department of Commerce, and consultants from EY on a site visit for a proposed three-phase expansion that could potentially add 185 jobs, over three years. Consultants presented the project to City and EDC leadership for consideration of a potential incentive and the Incentive Review Committee convened to evaluate the related incentive application. Staff also met with representatives from Project Sandberg to discuss project needs, resources, and retention strategies.
- **Community Engagement & Professional Development**
 - Additional efforts included coordinating a site tour of RL Hudson with City Council and leadership and facilitating a site visit with the Oklahoma Department of Commerce for an active expansion project. Staff participated in the Heartland Economic Development Course in Blue Springs, MO, to enhance professional skills and attended the Tulsa's Future Aerospace Council to align local efforts with regional aerospace priorities. Nine Broken Arrow companies were awarded more than \$1.12 million through the Oklahoma Innovation and Expansion Program (OIEP) and Business Expansion Incentive Program (BEIP), reinforcing the city's strength as a hub for business growth and innovation.
- **BRE Meetings: 46**
- **Drop-ins: 8**

New Business Attraction

Summary

- **Major Projects & Development Activity**
 - Significant progress was made across several active projects. The team hosted a site visit for Project Astro, welcoming six consultants and City leadership to evaluate potential sites and coordinate next steps. Project Sam, a \$61 million distribution and logistics development, advanced through the pre-development phase with a target construction start date of November 3rd. Engagement also continued with consultants for Project Astro, a \$1 billion project that could bring 45 high-wage jobs to Broken Arrow. Staff facilitated a site visit to review two potential sites along the Highway 51 corridor and discuss infrastructure needs to support the project.
- **Business Attraction & Marketing**
 - The Vice President of Economic Development participated in the Tulsa's Future Northern California Marketing Trip, meeting with four companies and a site location consultant in the aerospace and technology sectors. These meetings promoted the Tulsa region's competitive strengths and showcased Broken Arrow's workforce, infrastructure, and available development opportunities.
- **Global & Regional Engagement**
 - The President & CEO and Vice President of Economic Development represented Broken Arrow at the International Paris Air Show, joining more than 80 Oklahoma delegates in over 90 meetings to promote the city as a destination for aerospace investment. The delegation emphasized the region's advanced manufacturing capacity and aviation expertise.
- **Industry Collaboration & Community Partnerships**
 - Staff continued relationship-building efforts to support long-term growth and collaboration. The team attended the Hackberry Market groundbreaking to celebrate new investment in the community, participated in the Tulsa's Future Consultant Reception to strengthen national site selector relationships, and attended the Southern Economic Development Council's American South Site Selection Summit. Staff also met with a Senior Mechanical Engineer from American Airlines to discuss aerospace supply chain trends and opportunities in the Tulsa region.

Incoming Projects Details

- **Number of Incoming Projects: 13**
- **Number of Projects Responded To: 11**
- **Number of Site Visits: 3**
- **Project Sam** – Letter of Intent on College and County Line
 - Confidential company that is seeking to build 250,000 SF distribution/logistics facility
 - Project Scope

- ♣ \$61 million capital investment
- ♣ TBD jobs
- **Project Astro** – Submitted Jackson Mills site
 - Consultant driven, large-user data center project very interested in Broken Arrow, seeking 40 to 50 acres.
 - Project Scope
 - ♣ \$800 Million to \$1 Billion capital investment
 - ♣ 45 jobs
- **Project Artifact** – Submitted Creek 51 Lot 5 build to suit
 - Leading innovator in jobsite technology and national equipment rental provider evaluating potential expansion locations in Oklahoma. Seeking build-to-suit and existing options.
 - Project Scope
 - ♣ \$27 Million capital investment
 - ♣ 20 jobs
- **Project Pumpkin** – Submitted Creek 51 Lot 5
 - Consultant driven, large-user data center project very interested in Broken Arrow, seeking 40 to 50 acres.
 - Project Scope
 - ♣ \$50 Million capital investment
 - ♣ 126 jobs

Innovation, Entrepreneurship, and Small Business Development

Entrepreneurship Ecosystem Assessment

- **Entrepreneurship Ecosystem Development**
 - The last six months marked steady progress in cultivating Broken Arrow's entrepreneurial ecosystem. Following the successful launch of 1 Million Cups Broken Arrow in September, the program has hosted six local business presenters and welcomed 57 attendees, showcasing strong community engagement and early momentum. Staff also discovered and began engaging with a new coworking space in South Broken Arrow that will serve as a key partner in supporting entrepreneurs and advancing innovation district efforts.
- **Program Expansion & Strategic Partnerships**
 - The team continued expanding the city's entrepreneurial support framework by exploring opportunities to create a cohort-style support program and additional offerings for small businesses. Staff met with PartnerTulsa to learn about their microgrant program and identify best practices for small business support. Ongoing collaboration with Entrepreneurial Support Organizations (ESOs) and ecosystem partners is helping align resources and strengthen the foundation for future programming.
- **Innovation & Industry Alignment**
 - BAEDC leadership toured LIFT, a manufacturing innovation institute in Detroit, to explore advanced manufacturing technologies, workforce development

initiatives, and industry partnerships that could inform future strategies for Broken Arrow's manufacturing sector. These insights will support long-term efforts to integrate innovation and entrepreneurship into local economic development priorities.

- **Community Engagement & Ecosystem Connectivity**
 - Staff continued outreach to local entrepreneurs, small business owners, and stakeholders to build awareness and participation in 1 Million Cups Broken Arrow and related initiatives. The team participated in the Startup World Cup regional event at Gradient, gaining insights into regional innovation trends and strengthening relationships with startup ecosystem partners. These efforts reinforce BAEDC's role as a connector and advocate for small business growth and innovation in Broken Arrow.
- **Entrepreneurship Support Meetings: 15**

Workforce Development

Summary

- **Strategic Talent Attraction Initiatives**
 - BAEDC continued to advance Broken Arrow's workforce development and talent attraction strategy through proactive outreach and programming. Staff represented the community at the Texas A&M Engineering Career Fair, engaging directly with engineering students to promote career opportunities in Broken Arrow.
 - ♣ 126 students requested additional information about local opportunities
 - ♣ Close to 500 student resumes were collected
 - ♣ More than 10 students have since applied for Broken Arrow-based positions
 - Following the event, staff reviewed outcomes with the Workforce & Talent Attraction Committee and identified opportunities for employer collaboration at future fairs.
 - Staff attended the Tulsa Regional Chamber's State of Talent Luncheon to gain insights into statewide workforce trends influenced by technology and AI advancements.
- **Workforce Programming & Community Engagement**
 - The BAEDC facilitated multiple HR Roundtable events in partnership with Oklahoma CareerTech and the Oklahoma Employment Security Commission. These sessions focused on registered apprenticeship programs and Workforce Innovation and Opportunity Act (WIOA) funding, helping local employers access training and upskilling resources.
 - Staff attended the Be Pro Be Proud Workshop hosted by The State Chamber, joining statewide efforts to bring the program to Oklahoma to expand career awareness in key industries such as manufacturing, technology, and

construction. Additionally, staff participated in a Lightcast talent webinar to gain best practices from national peers in workforce recruitment and retention.

- **Career Awareness & Talent Pipeline Development**

- The BAEDC continued its commitment to developing the next generation of local talent through hands-on programming. The BA Summer STEM Camp engaged nearly 20 high school students and 10 employers, connecting youth to careers in healthcare and STEM through tours and interactive activities. The Healthcare Career Day reached nearly 3,000 students across Union and Broken Arrow schools with participation from over 50 employer volunteers. Post-event surveys revealed that 35% of students had not previously considered a career in healthcare, while nearly 50% expressed an interest in further engagement.
- BAEDC facilitated the Spring Career Fair, the community's premier hiring event. The fair brought together over 25 employers across multiple industries, connecting them with nearly 150 job seekers, resulting in 32 interviews and over 300 follow-up contacts.

- **Marketing, Partnerships & Storytelling**

- Workforce and talent attraction messaging continued to expand through strategic storytelling and marketing initiatives. Staff collaborated with Golden Shovel Agency to produce new Be In BA success stories, including one featuring a staff member's personal relocation experience and another in partnership with Saint Francis Health System. Two new stories were published this quarter, with three more in production.
- Additional outreach included the Oklahoma Business Expo, where staff showcased the Be In BA brand and connected with more than 50 individuals interested in local employment or business expansion opportunities.
- Launched a virtual reality video project highlighting Broken Arrow's manufacturing and healthcare employers, an innovative tool that will enhance both talent attraction and workforce awareness efforts.

- **Employer Partner Meetings = 45**

- **Broken Arrow Job Board Year-to-Date Metrics:**

- **10,451** page visits; **2,720** clicks on jobs; **34** job alert subscribers
- **335** application engagements

- **Job Seeker April 2025 – September 2025 Metrics:**

- Job seeker engagements = **329**
- **335** application engagements (job board)
- Job seeker placements = **3**

Arrow Forge

Summary

- **Strategic Planning & Vision Alignment**

- Progress continued advancing the Amplify 2.0 Strategic Plan, refining the long-term vision for the district. Discussion centered on incorporating incubator space to support startup and supplier growth, defining industry-focused districts, and aligning infrastructure with economic development objectives. The committee also reviewed rezoning strategies for district, recommending conversion to light industrial zoning to attract aerospace and advanced manufacturing companies while balancing community and policy considerations.
- Marketing strategies were explored, including leveraging the Arrow Forge brand and website, organizing familiarization tours, and launching targeted national campaigns to attract investment and position the district as a premier hub for innovation and industry in Broken Arrow.
- **Infrastructure & Site Development Progress**
 - Significant progress continued on the district’s infrastructure. The revised plat, which includes the addition of a roundabout to improve access and circulation, was approved by both the Planning Commission and City Council, marking an important milestone for the project. The lift station remains on track for completion in the fall, with roadwork expected by year-end.
- **Project Recruitment & Tenant Activation**
 - Momentum continued with CSI Aerospace announced as the first official tenant of Arrow Forge, a major milestone in activating the district and solidifying its role as a center for aerospace and advanced manufacturing. Staff also facilitated multiple site visits and virtual meetings with Project Rocko, a prospective aerospace company evaluating Broken Arrow as a top contender for future expansion.
- **Branding, Design & Committee Collaboration**
 - The committee continues to meet monthly, receiving updates from the City of Broken Arrow’s Engineering and Planning teams on platting, infrastructure timelines, and development readiness. These coordinated efforts demonstrate strong progress in transforming Arrow Forge from a concept into a cornerstone of Broken Arrow’s economic future.
 - Collaboration with Beck Design advanced the visual identity of Arrow Forge, with two entry signage design concepts presented to the Arrow Forge committee. After review, a preferred design was selected to move forward for feedback. Discussions also continued on the monument design at the district’s entrance, with Beck Design incorporating committee input to develop final options for approval.

Research Analysis, Strategic Planning, & Advocacy

Summary

- **Leadership Development & Professional Excellence**
 - President & CEO James Bell earned his Professional Community & Economic Developer (PCED) certification, reinforcing the organization’s commitment to

professional excellence and advancing the practice of economic development in Broken Arrow.

- The BAEDC team actively pursued professional growth through participation in major industry conferences, including the International Economic Development Council (IEDC) Annual Conference, the Southern Economic Development Council (SEDC) Annual Conference, and the ACCE Economic & Community Development Roundtable, gaining insight into emerging trends, workforce strategies, and innovative practices to strengthen local initiatives.

- **Regional & Statewide Engagement**

- Staff maintained a strong presence in regional and statewide networks to ensure Broken Arrow's voice is represented in key economic discussions. The team participated in Select Oklahoma's membership meeting, All In for Oklahoma calls, and OneVoice Task Forces, helping shape legislative and policy priorities that support economic competitiveness. Attendance at the Oklahoma Workforce Commission Listening Session, State of the State, and State of the Tribal Nations further aligned Broken Arrow's efforts with statewide goals and regional collaboration.
- The Vice President of Economic Development also engaged with Wagoner County Economic Development and Tulsa's Future partners to strengthen regional coordination and identify shared opportunities for growth.

- **Community Outreach & Legislative Engagement**

- The EDC played an active role in fostering relationships with community and state leaders through a variety of outreach efforts. Highlights included coordinating manufacturer tours for 25 Oklahoma House Representatives as part of the Capitol to Community event, showcasing local employers such as Arrowhead Winch, Rise Armament, and Zeeco's Global Technology Center. These tours provided lawmakers with firsthand insight into Broken Arrow's manufacturing strengths and workforce impact.
- Additional engagement included hosting a Housing Roundtable with developers to discuss local market needs, attending BA Day at the Capitol, and representing the community at the Adams Creek Town Center groundbreaking, a major mixed-use development that will expand the city's commercial footprint. Staff also attended the State of Education event with NSU President Dr. Rodney Hanley and participated in NSU's SB701 celebration, emphasizing continued alignment between education, workforce, and economic priorities.

- **Recognition, Reporting & Strategic Initiatives**

- The BAEDC earned the Gold Award for Excellence in Economic Development from IEDC for its Grounds for Development publication—an achievement that highlights the team's commitment to excellence in storytelling and community promotion.
- The team introduced a new Retail Report, compiled monthly using data from CoStar, and began providing it to the City. The report highlights key market

indicators such as occupancy rates, average price per square foot, and retail trends in Broken Arrow. In addition, staff initiated the quoting process for a website refresh to enhance user experience and better showcase the community's business opportunities.

- **Research Requests:**

- **Business Resources: 6**

- ♣ Delivered information for a developer interested in putting in a daycare. This included information on new/existing housing developments and available retail space.
 - ♣ Delivered market insights on the office space leasing market to give insight on why a listing is on the market longer than expected.
 - ♣ Delivered property search for nonprofit seeking an office space of around 1,400-1,600 SF for lease.
 - ♣ Provided water & sewer capacities from RFPs to business looking to ensure their land is competitive with other plots.
 - ♣ Researched and compiled general building specifications to support Zeeco's masterplan development.

- **City of Broken Arrow: 4**

- ♣ A satisfaction survey regarding Oklahoma Natural Gas and their responsiveness to new connections and issues.
 - ♣ Collected and provided current employer data to the City of Broken Arrow's TED team to assist with a developer request.
 - ♣ Provided PlacerAi data to City's TED Team for their July Block Party Event.
 - ♣ City requested information on the top 10 largest employers for their annual report.