

CRAFTING A Tourism Strategic Plan

November 17, 2025



Goals and Objectives

Develop a Tourism Strategic Plan to optimize the city's visitor economy and generate activity for local visitor-facing businesses.

- Data to drive future policy decisions to support tourism
- Strategies to connect Broken Arrow's hospitality infrastructure and attractions



Leveraging Place for Tourism Impact



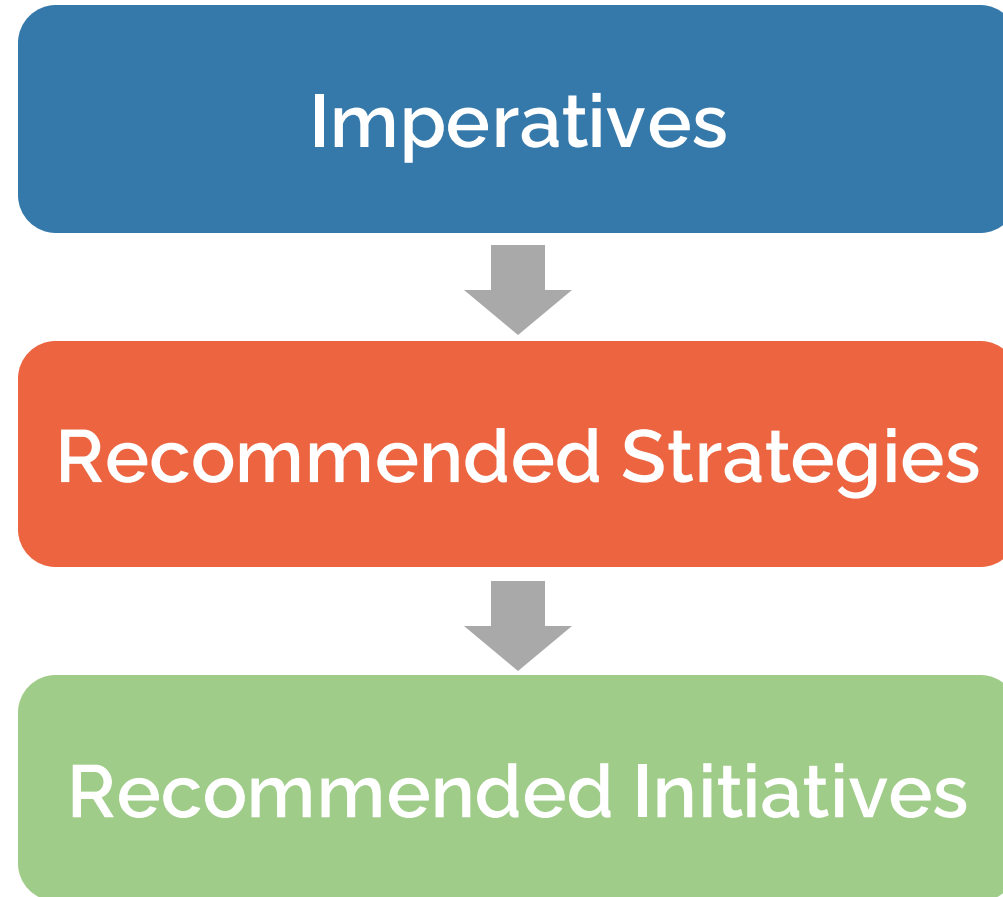
Project Phases



Opportunity Identification

Strengths	Weaknesses
• Unique mix of community character and modern amenities • Successful Rose District model; upcoming Sunset Amphitheater • Robust family-friendly and veterans-focused experiences	• Limited hotel proximity to attractions; conference space constraints • Hotel tax revenue per room trailing some peers • Rapid growth pressures on small-town feel
Opportunities	Threats
• Leverage rising sports/heritage/film tourism markets • Create integrated visitor experiences and diversify lodging • Partnerships with local businesses	• Increasing competition from peer cities • Development threatening authentic character • Funding and capacity limitations for destination management

Imperatives and Direction



Imperatives



Leverage Strategic Infrastructure

Maximize economic and tourism activity from investments like the Sunset Amphitheater and Rose District.

- Connect major assets into unified visitor journeys.
- Align promotions with citywide infrastructure investments.
- Foster partnerships for seamless multi-site experiences.
- Focus on year-round activation.



Develop Authentic Experiences

Craft visitor experiences that are true to Broken Arrow's identity—veteran-friendly, family-focused, and locally rooted.

- Curate experiences that differentiate from generic destinations.
- Grow profile in veterans tourism markets.
- Center experiences around genuine local stories and culture.
- Engage partners to bundle experiences for longer stays.
- Elevate Broken Arrow's appeal for meetings and group visits.



Strengthen Visitor Ecosystem

Foster collaboration among hospitality stakeholders, promote small-town character, and help local businesses become more visitor-ready.

- Equip businesses with tools and training for visitor readiness.
- Champion the value of tourism citywide.
- Enhance information-sharing with hospitality businesses and collaborate to drive visitors throughout the city.
- Deepen ties with the Muscogee Creek Nation and regional partners.



Optimize Veterans Heritage Tourism

Build on existing marketing efforts to make and target veteran travelers to visit Broken Arrow by offering curated experiences and multi-day events.

- Position Broken Arrow as a leading veterans tourism destination.
- Strengthen partnerships for heritage programming.
- Integrate veterans' themes across citywide promotion.
- Highlight Broken Arrow's authentic respect and legacy.



Expand Creative and Cultural Offerings

Build on the city's growing arts scene, launch film tourism, and deepen partnerships with cultural organizations.

- Invest in film tourism and creative sector growth.
- Champion the arts and public placemaking.
- Strengthen alliances with makers, artists, and producers.
- Elevate community assets as unique visitor draws.



Thank you!



LEGACY & OPPORTUNITY: BROKEN ARROW'S TOURISM ROADMAP



OCTOBER 2025
DRAFT FOR BOARD REVIEW