

# 2025 ANNUAL PRESENTATION

PRESENTED BY

**BROKEN ARROW**  
ECONOMIC DEVELOPMENT CORPORATION



# 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.



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# MIDYEAR SNAPSHOT

## Business Retention & Expansion

**10**  
OPEN PROJECTS

**\$60 MILLION**  
CAPITAL INVESTMENT

**365**  
JOBS

## New Business Attraction\*

**15**  
OPEN PROJECTS

**\$155.1 MILLION**  
POTENTIAL CAPITAL INVESTMENT

**1,246**  
POTENTIAL JOBS

## Workforce & Talent Attraction

**388** → **12**  
JOB SEEKERS ENGAGED      DIRECT JOB PLACEMENTS

**1,465**  
BE IN BA PAGE VISITS

**2,954**  
STUDENTS ENGAGED THROUGH  
CAREER AWARENESS EFFORTS

## Project Responses

**16** → **7**  
RESPONSES      SITE VISITS

# BUSINESS RETENTION & EXPANSION



- **Business Expansion & Retention Highlights**

- **Project Lamp:** Facility expansion of 22K sq. ft indoor & additional 38K sq. ft outdoors; \$15.5M investment; 29 new jobs; EDA approved by City Council.
- **Project Burner:** 200K sq. ft manufacturing expansion. Collaborative planning underway with Community Development and Engineering for long-term growth.
- **Project Flight:** Negotiations are underway for an EDA that would include 10 acres at Arrow Forge. This relocation and expansion would include a new 40K sq. ft facility and 50 new jobs.



- **Ongoing Business Support**

- Engaged 140+ businesses through BRE meetings and drop-ins.
- Identified 32K sq. ft. of available office/warehouse space to support local growth.



- **Strategic Engagement & Recognition**

- Hosted Manufacturing Innovation and Heavy Haul roundtables with state partners.
- Recognized Paragon Films for \$300K expansion award.
- Attended PSO Business Rebate Kick-Off to explore 2025 cost-saving programs.

# NEW BUSINESS ATTRACTION



- **Strong Site Activity & Recognition**
  - Broken Arrow named finalist for **Project Frost**; hosted multiple site visits for prospects including **Projects Trailer** and **Project Friends**.
  - **4 of 5 sites** advanced in **OKSITES Ready Program** (top 15 of 108 statewide).
  - Hosted site consultants, utility partners, and state officials for tours of priority sites.
- **Active Engagement & Marketing**
  - Ongoing collaboration with developers, landowners, and city leaders.
  - Participated in national recruitment trips (Dallas, Chicago, SoCal, NYC), promoting Broken Arrow as a prime location for business investment.
- **High-Value Project Pipeline**
  - **51 incoming projects | 16 proposals submitted | 7 site visits completed.**
  - Examples:
    - **Project Boulder:** \$75M biotech investment, up to **160 jobs**.
    - **Project Cypress:** \$12.6M auto component facility, **203 jobs**.
    - **Project Maero:** \$8M aerospace expansion, **23 jobs**.





# WORKFORCE & TALENT DEVELOPMENT

- Major Career Awareness Events

- Manufacturing Career Day: Reached **2,954 students** with 22 companies and 50 volunteers; 60% of students newly exposed to STEM/manufacturing.
- Career fair drew **32 employers** and **125+ job seekers**.
- Upcoming: **Healthcare Career Day** and **Spring Career Fair** (both hosted in April).



- Talent Pipeline Initiatives

- Completed **Workforce Needs Survey** to guide community engagement and internship development.
- Collaborating with **NSU Broken Arrow** on engineering pathway events.
- Produced career awareness video for middle schoolers and launching **VR storytelling project**.

- Talent Attraction & Employer Support

- Promoted local jobs at **Texas A&M Engineering Fair** (70 follow-ups, 2 internship applicants).
- Participated in **Young, Smart & Local** conference to boost young talent recruitment.
- Hosted **HR Roundtables** on apprenticeships and workplace mental health.
- Ongoing coordination through **Workforce Development Committee**.



Higher Traffic - Cities (globally)	
City	Total users
1. Los Angeles	392
2. Chicago	336
3. Houston	291
4. Dallas	228
5. Oklahoma City	150
6. Kansas City	90
7. Fort Worth	79
8. Broken Arrow	69
9. St. Louis	59
10. Loveland	55



# BE IN BA WEBSITE

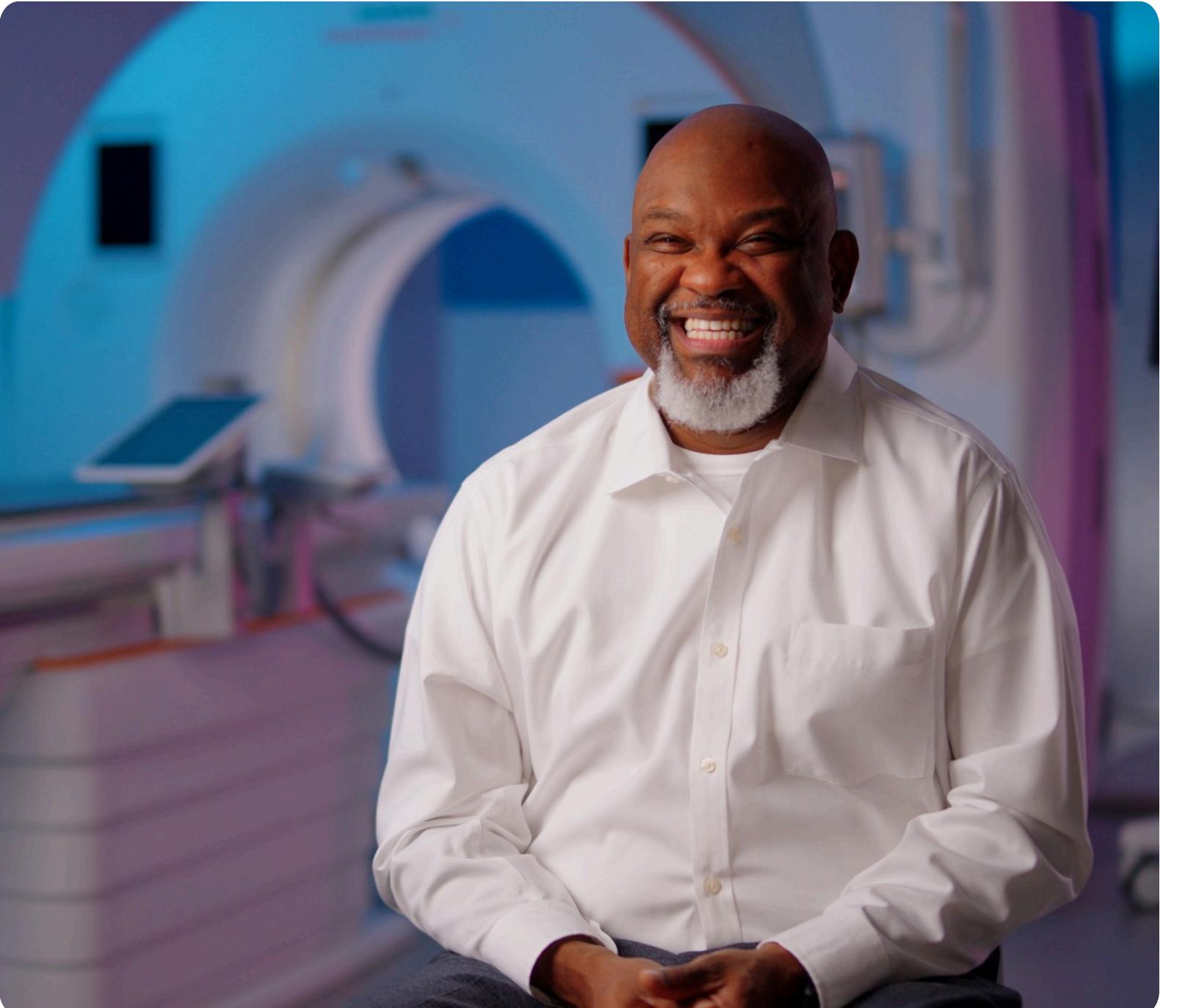
- **Campaign & Brand Development**
  - Refined **BeInBA.com** campaign with Golden Shovel to boost engagement in 2025.
  - Showcasing **relocation success stories** to highlight Broken Arrow as a top career destination.
- **New Job Board Launch**
  - Centralized platform for local job listings and employer visibility.
  - **Job Board Metrics (YTD):**
    - 1,465 page visits | 458 job clicks | 107 application engagements | 6 job alert subscribers
- **Job Seeker Impact (Aug 2024-Mar 2025)**
  - **388 total engagements | 223 job board applications | 12 confirmed placements**
  - Conducted **54 employer partner meetings** to align on hiring and visibility goals.





# ENTREPRENEURSHIP

- **Ecosystem Assessment Completed**
  - Conducted by International Economic Development Council (IEDC); presented at EDC Board Retreat.
  - Included analysis and actionable strategies to enhance support for entrepreneurs in Broken Arrow.
  - Recommendations: roundtables, clearer resource pathways, and improved coordination.
- **Strategic Collaboration & Inclusion Efforts**
  - Partnering with **TEDC** to expand small business funding and innovation support.
  - Exploring entrepreneurship education with **Tulsa Tech**, including **Spanish-language programming** based on Hispanic Business Council input.
- **Applied & Accepted For 1MC Chapter in Broken Arrow**



# ARROW FORGE



- **Site Planning & Infrastructure**
  - Committee met regularly (Aug-Mar) to guide development.
  - **City provided infrastructure updates;** Beck Design site plan approved and showcased on-site with rendering and postcards.
- **Marketing & Strategy**
  - Developed **business model** and **unique value proposition** for recruitment
- **Community & Stakeholder Engagement**
  - **Groundbreaking ceremony** held with strong participation from local and regional leaders.
  - **Matt Litterell (Tulsa Tech)** appointed Committee Chair to align planning with workforce development.
- **Business Development Progress**
  - Engaged prospects, including **Project Flight** as potential anchor tenant.
  - Held pre-pre-development meeting with prospect and they've requested to begin process of an economic development agreement.



# RESEARCH, ADMINISTRATION, & ADVOCACY

## • State & Regional Advocacy

- Represented Broken Arrow at **Select OK**, **Tulsa Chamber** meetings, and **All In for Oklahoma**.
- Participated in **Select OK Day at the Capitol** and **Oklahoma Manufacturing Alliance Day at the Capitol** to advocate local priorities.
- Engaged with legislators and economic partners to align strategies.

**14**

RESEARCH REQUESTS



**76%**

BUSINESS  
RESOURCES



**16%**

CITY OF  
BROKEN  
ARROW



**8%**

WORKFORCE

## • Marketing & Recognition

- **BeInBA.com** earned **IEDC Bronze Award** for talent attraction.
- Co-produced promotional video with Oklahoma Department of Commerce to highlight Broken Arrow's strengths.

## • Regional & State Collaboration

- Continued work with **One Wagoner County**, **COBA**, and **Oklahoma Department of Commerce**.
- Participated in **Tulsa's Future FAM** tour and celebrated **Sunset Amphitheater** groundbreaking.

## • Planning & Publications

- Published **2024-2025 Grounds for Development** after team collaboration.
- Contributed to **Select OK marketing committee** and explored infrastructure grants to improve site readiness.



**Thank You**

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