

BROKEN ARROW

ECONOMIC DEVELOPMENT CORPORATION

November Board Report



AMPLIFY BA STRATEGIES

01

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.

02

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.

03

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.

04

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.

05

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.

06

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.

Team Broken Arrow

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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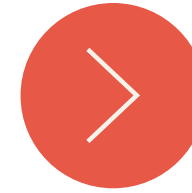
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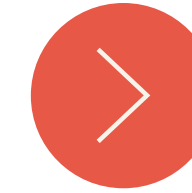


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NOVEMBER HIGHLIGHTS



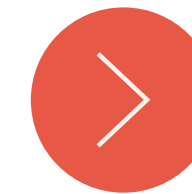
BAEDC attended the Chamber of Commerce Best Practices Trip in Chattanooga, TN. They learned about best practices in workforce development, career education, downtown development, and economic development.



BAEDC announced Blue Bell's 100,000 square foot expansion which included the creation of 10 new jobs following their acceptance of the BEIP Award.



BAEDC announced Molded Products Expansion of 10,000 square feet and the creation of 10 new jobs. Their capital investment for the project was \$1M.



Amber Miller, Senior Director of Economic Development, graduated from OU Economic Development Institute, an executive development certificate program designed for economic development professionals to network and grow in their industry.



BAEDC hosted the 2023 Economic Outlook and Amplify BA Economic Development Awards. The award winners included, Access Optics, Crunch Fitness, Born Again Restored, Zach Pfaff & Jared Auld, and Alfa Laval.



BAEDC board was presented a new investor dashboard on the EDC website and an update on the Impact Partnership Grant that the BAEDC team has been working on.

01 Talent Attraction

2023 Talent Attraction Goals

1. Engage 200 young professionals
2. Launch Talent Attraction website
3. Complete Impact Partnership Grant objectives
4. Develop and implement Engineering Talent Recruitment plan



Monthly Activity

Total Company Engagements

YTD	311
2022	280
2021	338
2020	153
2019	103

Monthly Engagements: 36

AAON	Chart Consulting	Hibu	Paccar Winch
Alfa Laval	City of BA	Holberton School	Patriot Counseling
Archon Resources	Coffee Bunker	Hubbell	RL Hudson
AVB Bank	Country Financial	Manpower	St. John
BAPD	Emerson	Muncie	Swift Recon
BAPS	Express Employment	NSU BA	Tulsa Chamber
Bearwood Concepts	Flight Safety	OCAST	TCC
Best Buddies	GDH Consulting	OESC	Tulsa Tech
Champion X	Hadco	OKDOL	Union Public Schools

EDC team participated in a soft launch viewing of the **Talent Attraction Website**.

Modifications and feedback will be delivered with an overall projected launch date for website will occur in Q1 2024.

Establishing an employer led push in 2024 for **Apprenticeships** in the area to highlight training opportunities available in our region.

These ideally will be in the following sectors:

- Manufacturing
- Healthcare
- Aerospace

02 Workforce Development

2023 Workforce 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



VANGUARD ACADEMY

Monthly Talent Recruitment Snapshot



7

JOB SEEKERS
ENGAGED

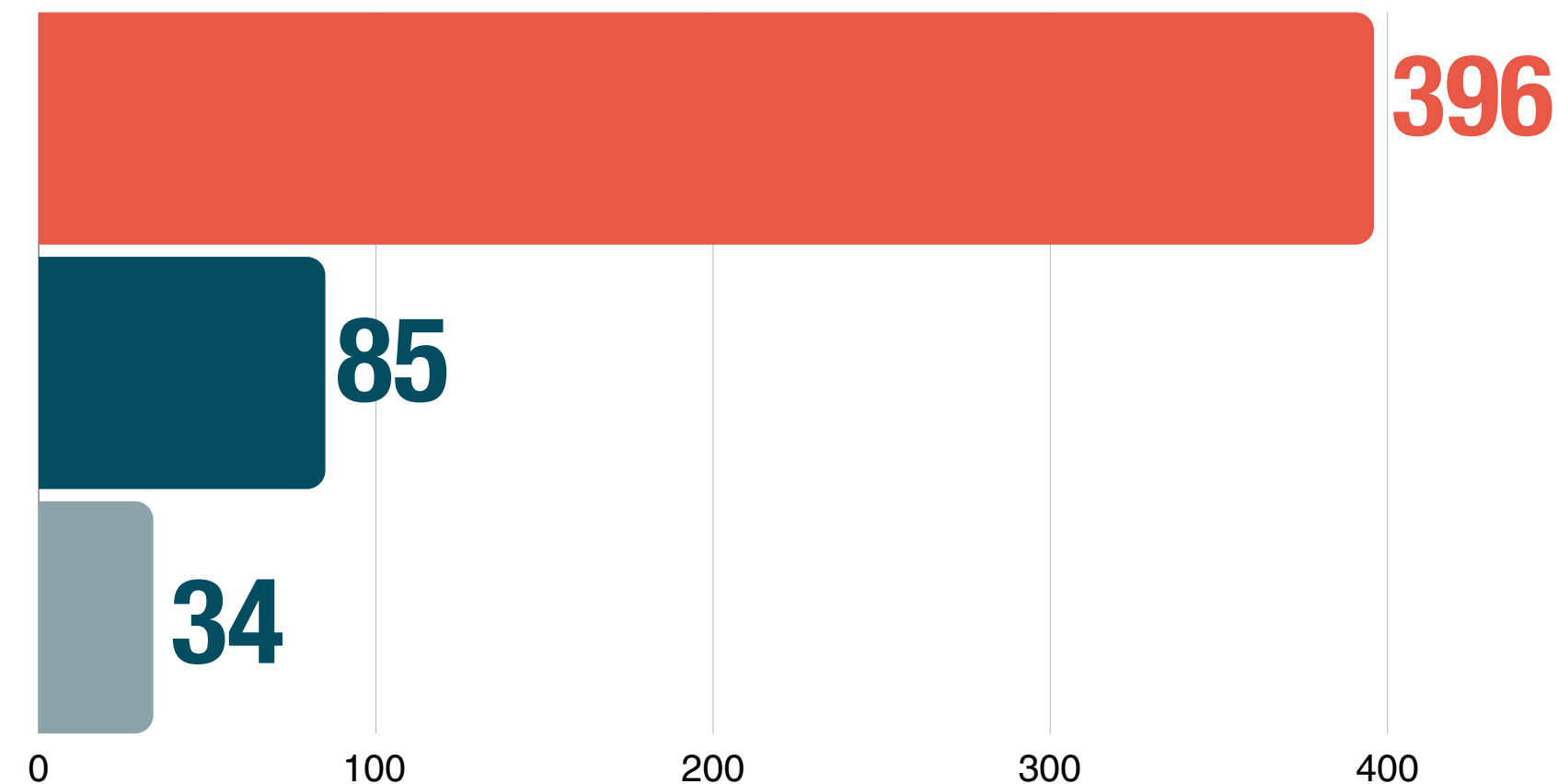


2

JOB SEEKERS
REFERRALS

YTD Talent Recruitment Snapshot

Seekers Engaged Referrals Job Placements



Monthly Activity

- Successful tour of **Vanguard Academy**: Broken Arrow's project based learning campus. Potential collaborations to come between the school and local employers for career awareness programming.
- Crafted the outline for 2024 programming for **Workforce Career Center**. Preliminarily looking at launching:
 - Professional development workshops,
 - Financial literacy sessions
 - Workforce re-engagement sessions and support

02

Workforce Development Cont.

2023 Workforce Goals

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4.Execute two career fairs: 2 have been completed YTD

5.Execute Manufacturing and Healthcare Career Days

WorkinBA.com Analytics

	Total Visits	Geo: BA	Geo: Tulsa	Geo: Other	Assesements Started	Assessments Completed	Resumes Started	Resumes Completed	Unique Job Postings
Nov	37	4	15	5	2	2	2	3	105
YTD	585	178	143	242	50	46	53	44	98

Work in BA Career Center Metrics

	Total Visits	Total Referrals	Placements	Unemployment Rate	Job Seekers Engaged
Nov	1*	2	0	3.1%	7
YTD	33	84	34	3.0%	436

Work in BA Facebook Analytics

	Total Page Reached	Post Engagements	Page Visits	New Page Likes
Nov	129	0	5	0
YTD	714	178	148	242

03 Business Retention & Expansion

2023 BR&E Goals

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



Expansion Projects Snapshot



25

PROJECTS
OPEN



835

POTENTIAL
JOBS



\$158.5M

POTENTIAL
CAPEX

Monthly Activity

Met with Broken Arrow manufacturer to discuss new expansion project

- Project will add 65 new jobs over 3 years
- BAEDC provided letter of support for Oklahoma Quality Jobs application

Facilitated expansion announcement for Molded Products and Bluebell Creameries

Senior Director of Economic Development, Amber Miller graduated from University of Oklahoma Economic Development Institute, successfully completing 117 hours of required coursework

Monthly Engagements: 19

Access Optics	Chart Consulting	McGraw Realtors	Zeeco
Addco	Cox	Molded Products	
Air Hygiene	CymSTAR	OCAST	
Alfa Laval	DH Elliott	OMA	
bdtronic	Eads	ONG	
Blue Bell	Holberton	Solar Turbines	

03

Business Retention & Expansion Cont.

2023 BR&E Goals

1. Conduct 500 business visits & surveys

a. Assist 120 companies in expansion

b. Conduct 1 HQ Visit out of state

2. Create & Implement marketing plan to promote major employers

3. Develop Expansion Toolkit

4. Develop rountables by industry/topic that provide value to BA businesses

Open Projects	Source	Industry	Jobs	CapEx	Building/Land	Notes
Raise	Direct	MFG	N/A	\$2M	Existing	Company was awarded OIEP from Commerce; building out robotics hub at current facility
EES81	Direct	MFG	87	N/A	Workforce Expansion	Working to secure meeting with client
Shock I	Direct	Utility	50	N/A	28 acres	Client has LOA on land in BA. Phase 1 and 2 environmental done and clear. Met with client to discuss state incentives.
REC	Direct	MFG	109	\$1.5M	Existing Building	Met with client, discussed expansion plans, incentive options, and workforce training options.
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
Survey	Direct	MFG	30	\$7M	Land Purchased	Project broke ground
Tinker Bell	Direct	MFG	20	\$75M	Existing Building	Client awarded BEIP and met with CoBA for pre-development. Project requires relocation of utilities and will have plans finalized by end of Q4 2023. Broken ground on new employee parking lot
Light	Direct	MFG	60	\$4.5M	Expanding in Current Facility	Company was awarded OIEP from Commerce
Gemini	Consultant	MFG	15	\$3M	TBA	Working with employer to determine status of project
Friday	Direct	MFG	65	N/A	Workforce Expansion	Adding 65 new jobs over 3 years. Applied for Oklahoma Quality Jobs
Inferno I	Direct	MFG	200	\$10M	Expanding on Adjacent Land	Building new plant. Will add 200 new jobs with expansion with 85% of jobs being manufacturing jobs.

03

Business Retention & Expansion Cont.

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4. Develop rountables by industry/topic that provide value to BA businesses

Open Projects	Source	Industry	Jobs	CapEx	Building/Land	Notes
Levy	Direct	Finance	10	\$500k	Existing Building	Company expanding at existing office. Will add 10 FTE positions
Float	Direct	MFG	N/A	\$3.25M	Purchased Adjacent Property	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 avaiable that will fit client's needs. There is 1 potential facility the team us watching in BA
Service	Direct	Automotive	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.

03

Business Retention & Expansion Cont.

2023 BR&E Goals

1. Conduct 500 business visits & surveys

a. Assist 120 companies in expansion

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4. Develop rountables by industry/topic that provide value to BA businesses

Open Projects	Source	Industry	Jobs	CapEx	Building/Land	Notes
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
Sub	Direct	MFG	100	N/A	Workforce Expansion	Expansion of workforce to include 100 additional employees as a result of adding engineering firm and substation.
Inferno II	Direct	MFG	N/A	N/A	Expanding at Current Location	Will build 12k SF R&D facility on the north side of existing building. Expansion is facility only and no jobs
View	Direct	MFG	N/A	N/A	Expanding at Current Location	Considering expansion of footprint of facility on vacant land to the north of existing building
Completed Projects	Source	Industry	Jobs	CapEx	Building/Land	Notes
Alfredo	Direct	MFG	30	\$2.4M	Relocated from NY to BA	Project Closed June 2023
Rubber	Direct	MFG	4	\$1M	Existing Property	Site plans approved and received permits for expansion.
Blaze	Direct	MFG	275	N/A	N/A	Awarded Oklahoma Quality Jobs for Workforce Expansion
PLU	Direct	Retail	N/A	N/A	Acquired New Building	Opened new location in Rose District

Total Company Engagements

YTD	427
2022	698
2021	432
2020	153
2019	103

Total includes workforce visits with duplicate companies removed.

03 Business Attraction

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



Attraction Projects Snapshot



13

PROJECTS
OPEN



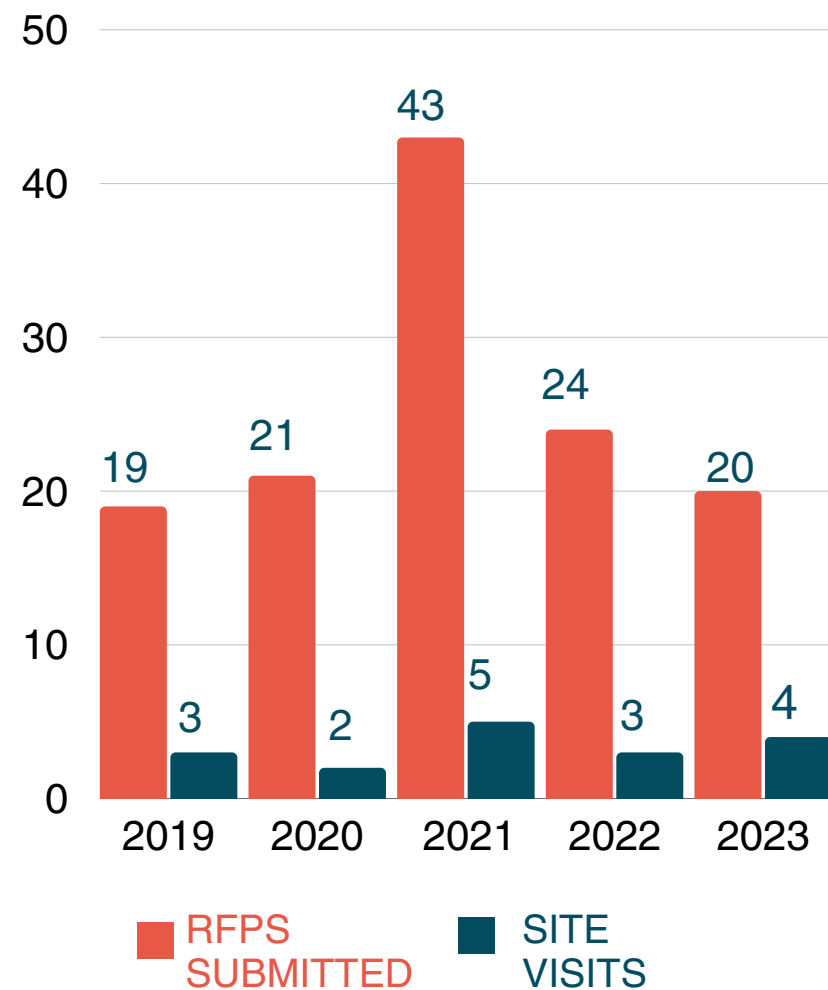
1,120

POTENTIAL
JOBS



\$240M

POTENTIAL
CAPEX



2023 Recruitment Trips

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
Area Development Consultants Forum in Detroit	June 2023

Monthly Activity

Hosted **Tulsa's Future** Economic Development team in Broken Arrow, fostering regional business development relationship

- Toured Broken Arrow and assets available to market for business attraction
- Discussed opportunities for partnership and collaboration to continue to grow the city and region

Met with **manufacturer** interested in locating in Broken Arrow to discuss site search

- Looking for 35-40 acres of greenfield for 400k SF facility
- Potential of 500 jobs

03

Business Attraction Cont.

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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

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5. Identify developers and partners for spec development to build up attraction assets across BA

Open Projects	Source	Industry	Jobs	CapEx	Building/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	Existing Building	Sent available properties meeting criteria
Bore	Direct	Construction	10	\$3.5M	16k 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	Client is 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	N/A	N/A	N/A	Company is looking to relocate business out of California. Submitted available sites to client to consider
Cat	Direct	MFG	500	N/A	35-40 Acres	Company looking to locate in BA; Needs 35 to 40 acres for 400k SF facility

03

Business Attraction Cont.

2023 Business Attraction Goals

1. Attract 1 new primary job employer to BA

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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

Open Projects	Source	Industry	Jobs	CapEx	Building/Land	Notes
Sandbox	Direct	Recreation	N/A	N/A	3,500 SF	Completed Pre-Development with COBA. Finalizing with TEDC for funding.
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 Projects	Source	Industry	Jobs	CapEx	Building/Land	Notes
BH	Direct	MFG	100-200	N/A	Baker Hughes Building	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
Swordfish	Direct	Cybersecurity	300	\$40M	6 Acres	Client purchased building in Tulsa due to timing of project

03 Business Attraction Cont.

2023 Business Attraction Goals

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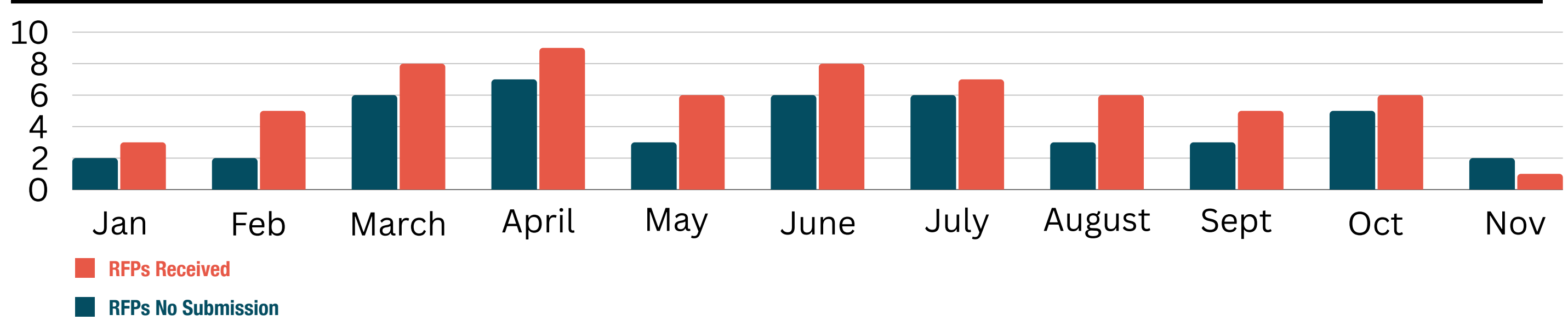


November RFP Responses

Month	Project	Source	Industry	Jobs	CapEx	Building/Land	Notes
Nov	Sonrisa	TF	Biotech	4	N/A	1,500 SF	Sent available properties meeting criteria

November RFP No Submission

Month	Project	Source	Industry	Jobs	CapEx	Building/Land	Notes
Nov	Trailer	TF	MFG	90	\$6.5M	100,000 SF	Could not respond due to lack of inventory meeting needs; no available existing facilities meeting SF needs
Nov	Bronco	TF	MFG	277	\$2M	60,000 SF	Could not respond due to lack of inventory meeting needs; no available existing facilities meeting SF needs



Did You Know?



OKLAHOMA
Commerce
Site Ready Certified

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.



04 Innovation District

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



Monthly Activity



Best Practices Trip

- Participants met with Chattanooga community leadership focusing on areas of workforce development and pipeline creation, entrepreneurial support and resources, and utilizing public and private resources to facilitate development and innovation.
- Key Take Aways from the visit
 - BA should utilize existing assets & strengths
 - Innovation doesn't have to be isolated to one part of the community
 - Collaborative efforts are essential for the success of the region

05 Entrepreneurship

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

Staff discussed a new **strategic plan** for entrepreneurship in 2023

- A consultant was hired to do an ecosystem assessment in 2024

Staff met with a local entrepreneur about investor resources



Monthly Analytics

November brokenarrowedc.com Analytics

	Sessions	Users	Pageviews	Avg. Session Duration	Total Cities	Top Outside Cities	Total Countries	Top Int'l Countries
Nov	1,437	724	2,433	1m 26s	236	Tulsa, Dallas, Boardman	10	Germany, China
YTD	14,830	10,939	24,083	1m 6s	1,507	Tulsa, Dallas, Boardman	57	Canada, Ireland

Existing Business & Citizen Requests

Industry	Issue or Request	Notes
Retail	Funding Assistance	Pointed towards resources

Total Requests: 3

YTD Requests: 69

New Business Requests

Industry	Issue or Request	Notes
Construction	Property Search	Looking for 3,000 SF to start a business in BA
Recreational	Funding Assistance	Referred to TEDC

City Economic Indicators

	Residential C00	Commercial Starts	Comm. C00	Sales Tax Reported	Percent Change	Use Tax Reported	Percent Change
Nov	48	6	2	\$5,833,630.96	Increase of 3% from Nov 2022	\$995,820.19	Increase of 24% from Nov 2022
YTD	652	40	58	\$64,905,722.04	Increase of 4% from 2022	\$11,420,716.24	Increase of 15% from 2022

- Staff created a data dashboard for investors
- Staff attended Tulsa's Future Regional Partner Meeting engaging with partners from across the region
- Staff supported a local business with grant assistance and other financial resources
- The staff attends BA City Council meetings for greater connection to development planning and to support business forward issues
- Organized monthly board and committee meetings, provided financial management, and organizational oversight
- Staff attended Tulsa Chamber Economic Development, OneVoice Committee meetings to help guide advocacy efforts throughout the year
- Staff assisted a local entrepreneur with a site seach as they looked to start a businesss in BA
- The staff attends City of Broken Arrow pre-development meetings througout the month, to assist with current projects.



Thank You
