

May 2024

BROKEN ARROW

ECONOMIC DEVELOPMENT CORPORATION

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May Report 2024

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Business Retention and Expansion

Summary

- Eight Broken Arrow companies awarded nearly \$900,000 through OIEP program
- BAEDC staff attended PACCAR Winch's 100 years in business celebration
- Staff facilitated meetings with VentureFilm Studio and Paragon Films for filming footage for business retention marketing campaign
- Facilitated incentive design meeting for Project Lamp
 - Staff met with COBA Economic Development team to discuss recommendations for EDA
 - Staff assisted in EDA draft for Project Lamp

New Business Attraction

Summary

- BAEDC staff met with Charlotte Howe with ODOC to discuss OK SITES Ready Program and to discuss strategic areas of development
- Staff met with Tulsa's Future team for update on project pipeline and active projects
- Staff met with company looking to expand into Broken Arrow

Incoming May Projects

- **Project Clippers-** Could not submit due to lack of available inventory meeting requirements
 - A start-up company searching for a location for their first manufacturing location to manufacture an innovative whole-home safety system that will completely lower a house underground when wildfires or severe weather are imminent threat. Seeking an existing building, at least 393,000 SF with a 35 ft ceiling clearance and a minimum of 37 acres.
 - Project Scope
 - 1624 jobs
 - \$40 million in capital investment
- **Project William-** Could not submit due to lack of land availability meeting requirements
 - A manufacturer of high-performance conductors for power grids seeking a location to expand operations. Seeking 100-150 acres in a location qualified for 48C tax credit.
 - Project Scope
 - 570 full time jobs
 - \$150 million in capital investment
- **Project Hail II-** Could not submit due to lack of land availability meeting requirements
 - International battery company looking for a location for their first US manufacturing facility. Seeking a minimum of 12 acres but would prefer 40 acres of brownfield (required).
 - Project Scope

- 250 jobs
 - \$400 million in capital investment
- **Project Atlas-** Could not submit due to lack of available inventory meeting requirements
 - Aerospace company looking for potential site that is focused on military aftermarket/MRO business. Seeking an existing building of at least 80,000 SF with ability to expand to 110,000 SF
 - Project Scope
 - 180 jobs
 - Not specified

Innovation, Entrepreneurship, and Small Business Development

Entrepreneurship Ecosystem Assessment

- Staff met with consultant for update on assessment
 - Data delivery is delayed but still on track for report delivery in June

Workforce Development

Summary

- **Spring Work in BA Career Fair (May 2)**
 - 31 employers registered for event
 - 100+ job seekers in attendance
 - 1/3 of employers immediately planned to interview or extend an offer
 - Resume workshop facilitated by Goodwill for participants
- **Facilitated Workforce Development committee meeting**
 - Recap of Spring Career Fair (May 2)
 - BA Summer STEM Camp (June 10-14)
 - Recap of Healthcare Career Day (Apr 18)
 - State of Workforce Survey
- **Planning for BA Summer STEMP Camp (June 10-14):**
- **Partner Meetings:**
 - Meeting with Department of Rehabilitation Services for collaborative group discussion on workforce issues and resources within the area
 - Presentation from Workforce Health Solutions on employee injury clinic and innovative drug screening technology
 - Meeting with Malachi Automotive to discuss recruitment challenges and review open job postings
 - Meeting with Tulsa Chamber for Manufacturing Council Meeting to discuss recent challenges that manufacturers are facing and to hear best practices from Webco on how to attract today's workforce
 - Meeting with Werco to discuss recruitment needs, opportunities for engagement with the community and schools, and review open job postings

- Meeting w/ Department of Defense to receive update on status of enrollment into Military Spouse Employer Partnership [MSEP] program with the goal of being able to attract military talent and their families
- Meeting with Chart Industries to discuss recruitment needs, opportunities for engagement with the community and schools, and review open job postings

May:

- ★ Total Employer Job Post Supports = 16
- ★ Job seeker engagements = 85
- ★ Job seeker placements = 0

Year to Date:

- ★ Total Employer Job Post Supports = 86
- ★ Job seeker engagements = 103
- ★ Job seeker placements = 2

Arrow Forge

Summary

- BAEDC presented additional color options to City Council for Arrow Forge
 - City Council voted and approved Arrow Forge color options to align with city branding
- AcrobatAnt began working on microsite, and marketing materials with approved logo and color

Talent Attraction:

Summary

- **Talent Attraction Website**
 - Received preliminary traffic numbers for the launch of the talent attraction campaign.
 - Website Views for May: 3,751
 - Top 10 high Traffic States for May: OK, TX, CA, IA, VA, KS, OR, WA, WY, IL
 - Top Website Page Stats for May:
 - 1. Skilled Tradesperson in BA [267 Views]
 - 2.Engineering Talent in BA [111]
 - 3. Technology Talent in BA [110]
 - 4.Healthcare Talent in BA [90]
 - 5. Employer Cluster Map tools [57]
 - A process is being created to allow stakeholders to submit their suggestions for the enhancement of the website efficiently.



- Cluster Map added to website. This provides an overview of the different sectors and companies present in our region and will link directly to the hiring page of the company.
- **Facilitated Talent Attraction committee meeting**
 - **Talent Attraction Website Updates**
 - Currently marketing across various metro areas to promote employment opportunities and quality of life in Broken Arrow.
 - Finalizing implementation of employer cluster map on website (see attached)
 - A new, neutral logo was created to create distinction between the BAEDC and the [BeInBA](#) website and the talent attraction efforts we are driving. You can view that new logo on the website now.
 - **State of Workforce Survey**

Research Analysis, Strategic Planning, & Advocacy

Summary

- Welcomed new Marketing and Research Manager, Mindy Lyons to the team
- BAEDC staff met with Darla Heller to discuss how BAEDC can assist Wagoner County
- Staff attended Select Oklahoma monthly meeting