

# Economic Development

---

Travis Stephens  
Economic Development Director



**BROKEN ARROW**

*Where opportunity lives*

# TEAM



**Travis Stephens**  
Economic Development  
Director



**Kristi McClain**  
Economic  
Development  
Manager



**Brent Brassfield**  
Business Retention,  
Development &  
Expansion



**Makala Barton**  
Tourism  
Manager

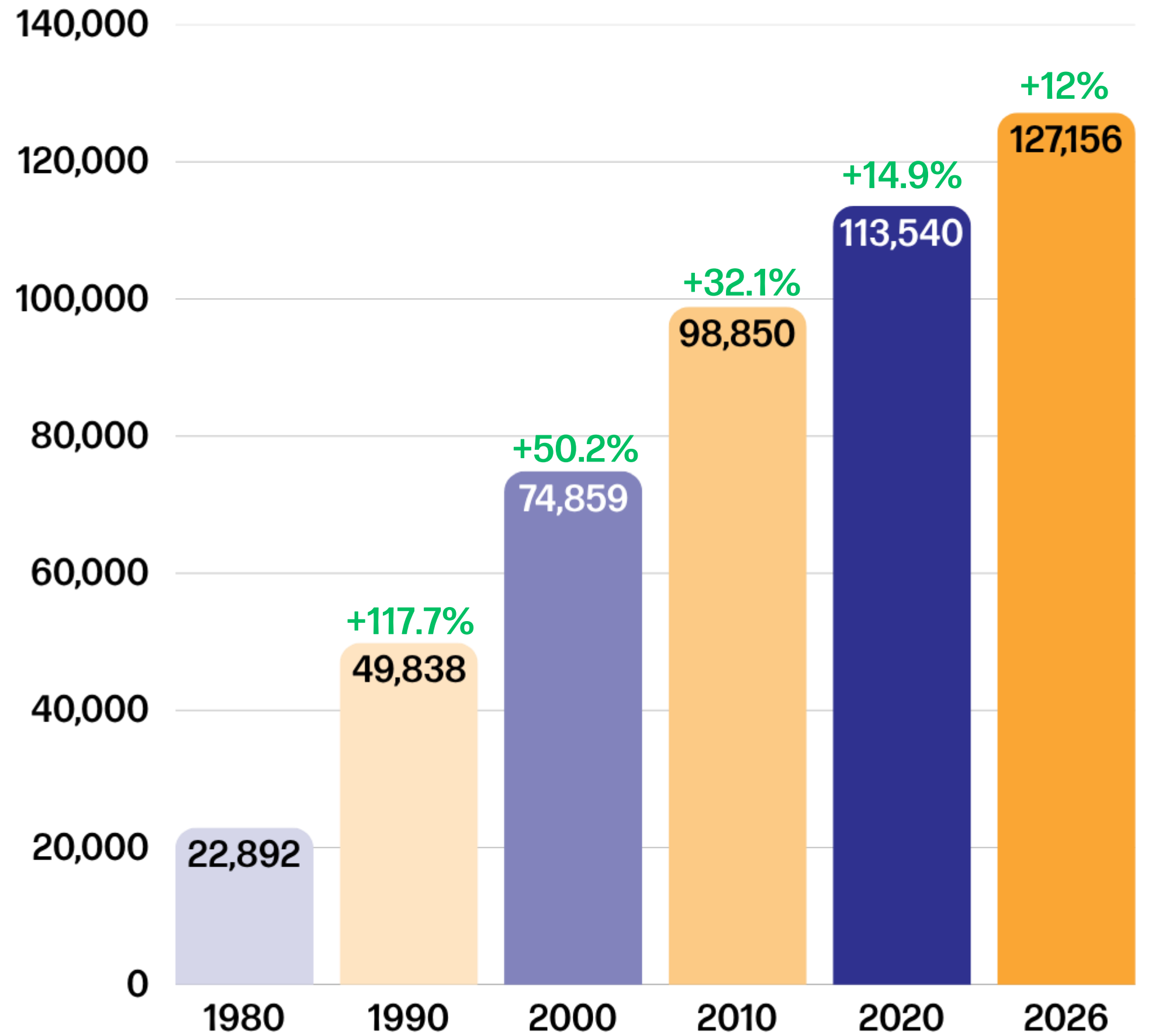


**Erin Hofener**  
Marketing &  
Communications  
Coordinator



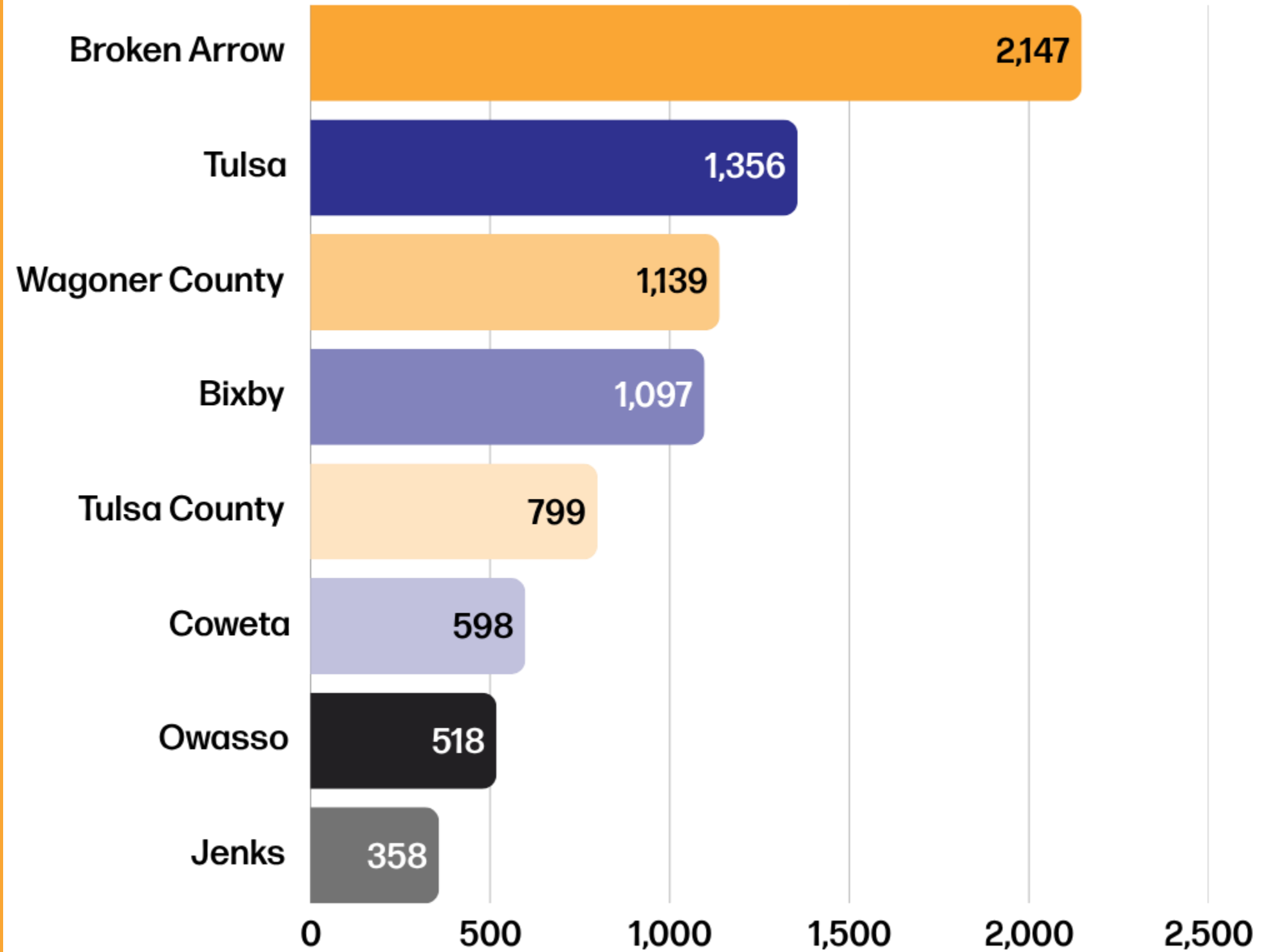
**Lisa Smith**  
Administrative  
Assistant

# Population Growth



# Housing Growth

## Tulsa Metro Home Starts 2023 - Q2 2026



Source: New Orders Weekly, Tulsa Oklahoma

# Rose District Business Transitions

## Businesses



**111 E Commercial  
St  
Former Studio  
Records BA**



**115 N Main St  
Former Rose Rock  
Microcreamery**



**323 S Main St  
Former Sorella  
Salon**

# Rose District Business Transitions

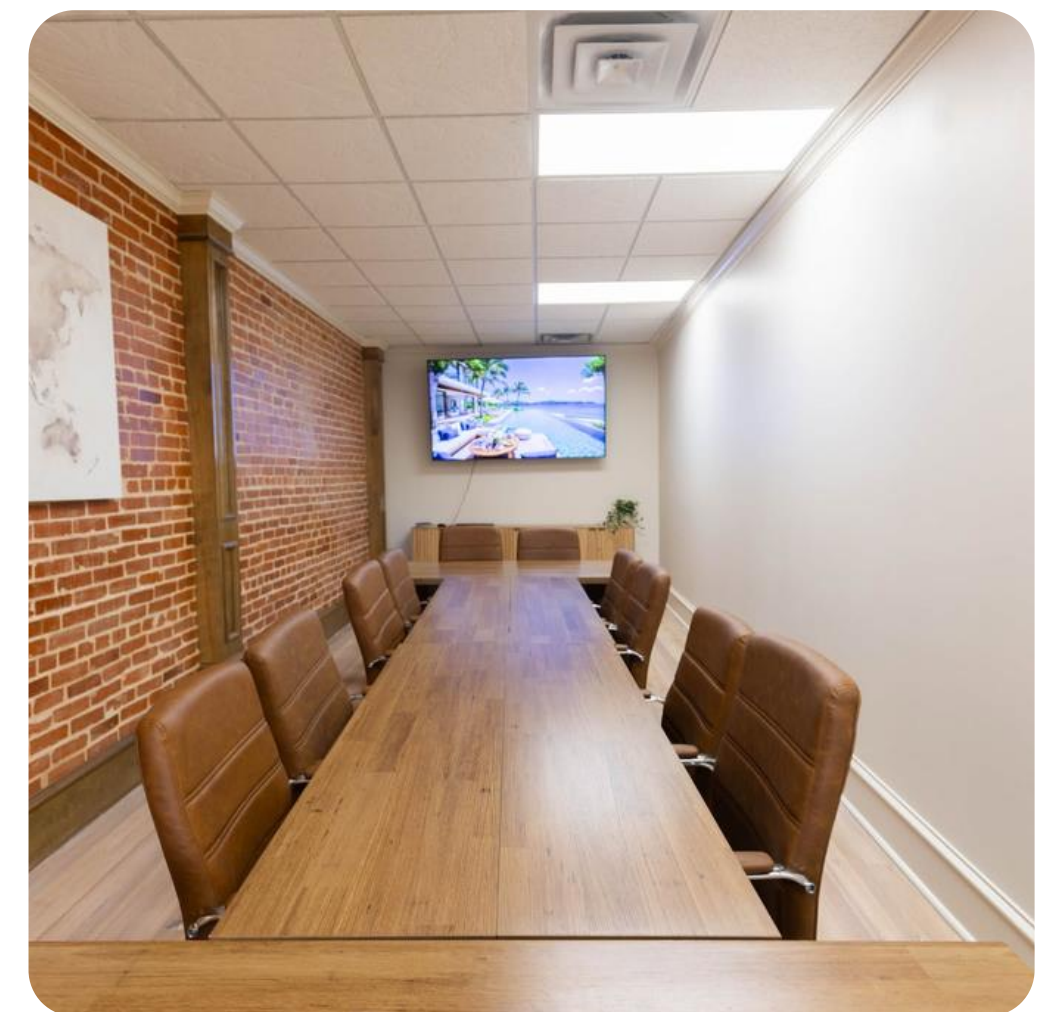
New  
D.



**106 S Main St  
Funky Brims**



**217 S Main St  
Kilwins Ice Cream**



**202 S Main St  
The Collective**

# Rose District Business Transitions

## New Businesses - Coming



**211 S Main St  
Swing Golf Simulator**



**125 E Broadway Ave  
Coming Soon!**



**129 S Elgin St  
Cochran & Co Realty**



**305 N Main St  
Mon Amie Vegan  
Headspa & Wellness**



**203 S Main St  
Belle & Briar  
Boutique**

2026

# Tourism Update



PRESENTED BY  
**Makala Barton**



# Key Performance Indicators for Hotels

July 2025-April 2026

**AVERAGE  
OCCUPANCY**

57



2.9%

**REVPAR**

\$58.0

▲ 4.1%

**HOTEL/ MOTEL  
TAX YTD**

\$716,396

▲ 2.8%

**ADR**

\$101.7

▲ 1.4%

## Terms Defined:

**Occupancy Rate:** The percentage of rooms that are actually sold. Formula:  $\text{Occupancy Rate} = \text{Rooms Sold} \div \text{Total Rooms Available}$

**ADR (Average Daily Rate):** The average price paid for each occupied room. Formula:  $\text{ADR} = \text{Total Room Revenue} \div \text{Number of Rooms Sold}$

**RevPAR (Revenue Per Available Room):** How much money a hotel makes per room, whether it's occupied or not. Formula:  $\text{RevPAR} = \text{ADR} \times \text{Occupancy Rate}$

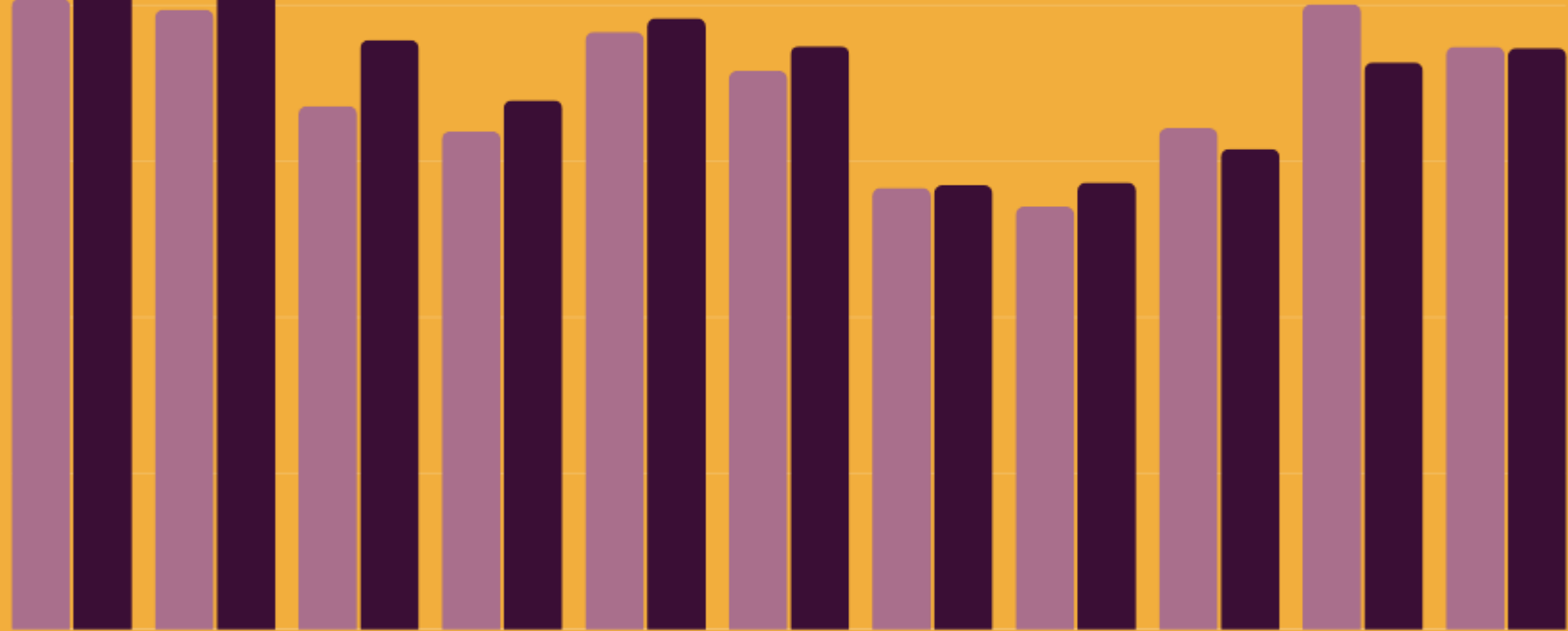
# Tourism Continues to Generate Revenue for Broken Arrow

July 2025 - May 2026

▲ 2.8%

### Hotel/ Motel Lodging Tax Collections

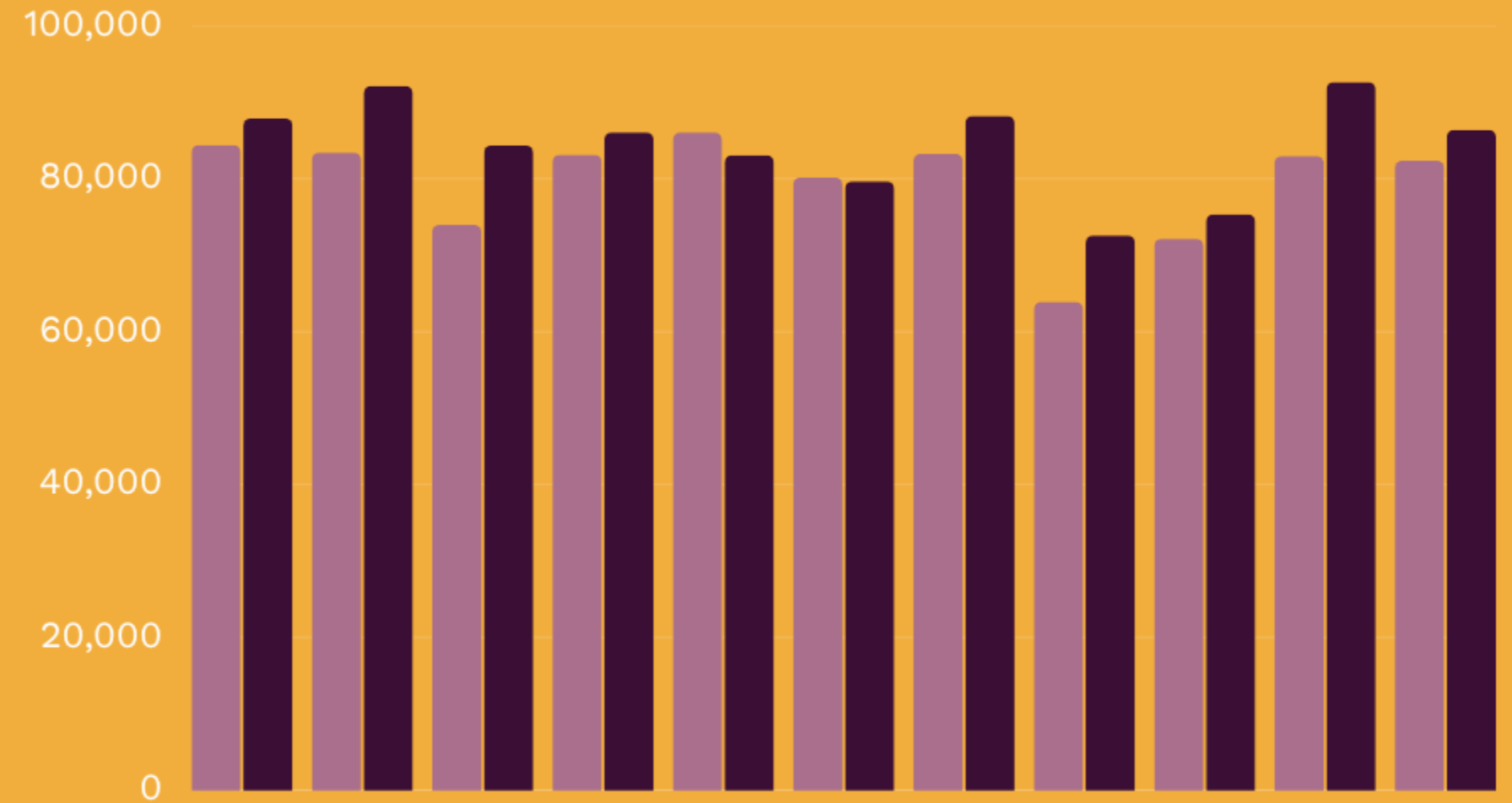
● 2024-2025 ● 2025-2026



▲ 5.1%

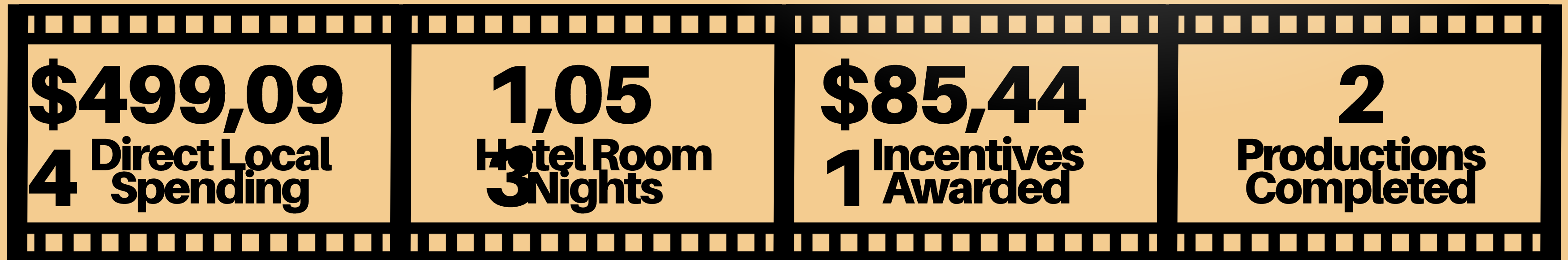
### Hotel/ Motel Sales Tax Collections

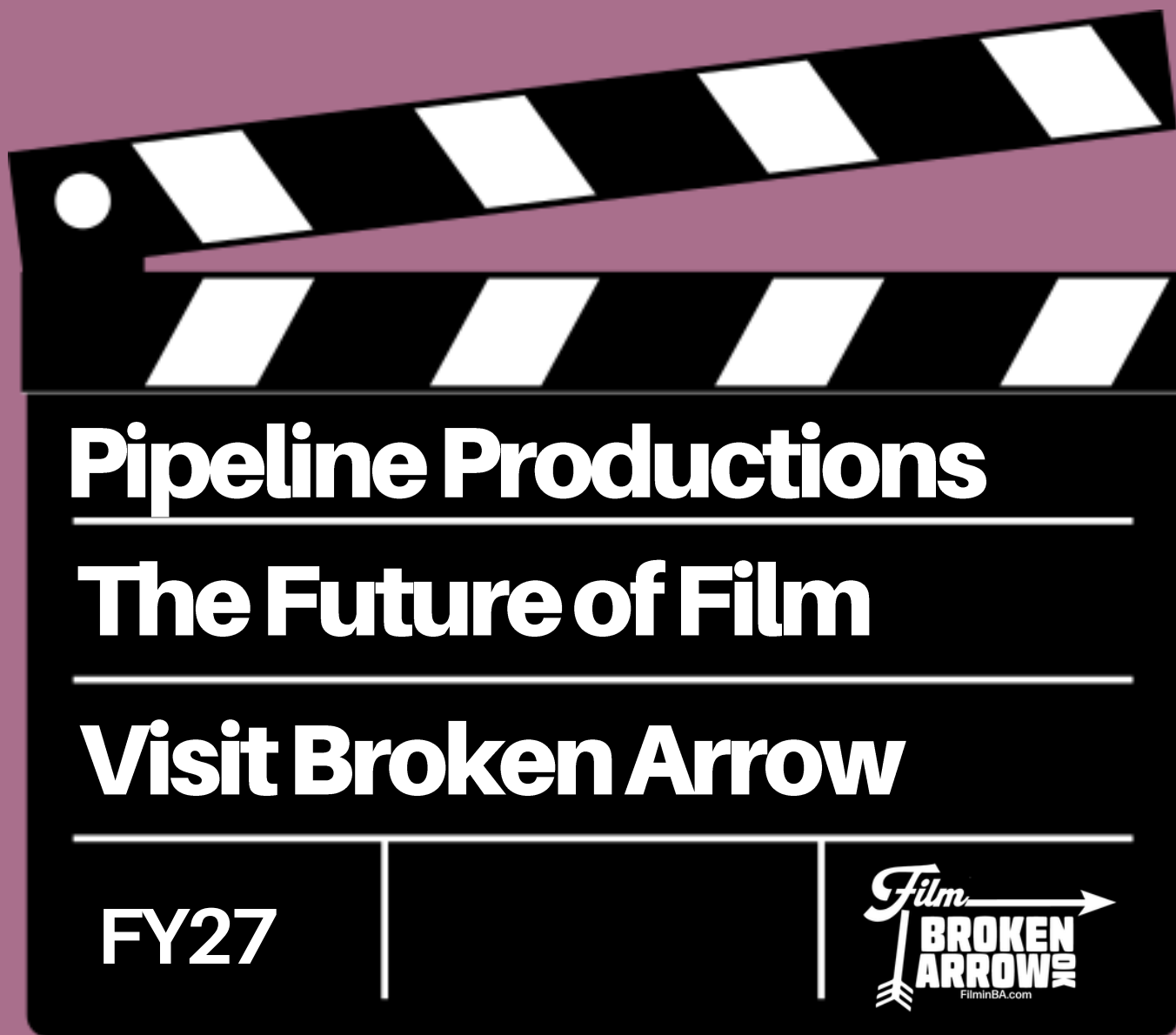
● 2024-2025 ● 2025-2026





"Every \$1 invested through the incentive program generated approximately \$5.84 in direct local spending."





**Pipeline Productions**

---


**The Future of Film**

---

**Visit Broken Arrow**

---

FY27



- Upcoming Initiatives:**
- ✓ **Incentive Renewal for FY 26**
  - ✓ **Reel-Scout Expansion**
  - ✓ **Film Festival Development**
  - ✓ **Production Recruitment**

<b>\$4.2 MIL</b> Combined Budgets	<b>594</b> Potential Hotel Room Nights	<b>40-50</b> Local Hires	<b>2</b> Productions In Process (so far)
--------------------------------------	---	-----------------------------	---

# Growing Visitor Demand (Highlights)

**CHRISTIAN  
INTERPRETERS**

**WOMEN IN MUNICIPAL  
GOVERNMENT**

**MOKA CONFERENCE  
FOR THE BLIND**

**SEVERE WEATHER  
EXPO**

**ANNIKA WOMEN'S ALL  
PRO TOUR**

**TIBETAN SPANIEL  
TOPS CONFERENCE**

**AMERICAN JUNIOR  
GOLF ASSOCIATION**

**GRANGE NATIONAL  
CONVENTION**

# Industry Engagement



**Redbud Merit Award for Best Marketing CAMPAIGN - LARGE BUDGET FOR CHRISTMAS IN BROKEN ARROW!**



**QUARTERLY HOTELIER MEETING SUCCESS**



**FILM DAY AT THE CAPITOL**

# Strategic Plan Progress and Process

04

## INCREASE OVERNIGHT VISITATION

- ✓ CONFERENCE RECRUITMENT
- ✓ HOTEL REBATE PROGRAM
- ✓ HOTELIER PARTNERSHIPS
- ✓ UBER VOUCHER PROGRAM

## DEVELOP TOURISM ASSETS

- ✓ VETERANS TOURISM DEVELOPMENT
- ✓ FILM INCENTIVE AND FESTIVAL
- ✓ REEL-SCOUT EXPANSION
- ✓ VISITOR ITINERARY DEVELOPMENT

## STRENGTHEN DESTINATION MARKETING

- ✓ AGENCY SELECTION PROCESS
- ✓ ZARTICO VISITOR ANALYTICS
- ✓ STATEWIDE PROMOTION
- ✓ INDUSTRY PARTNERSHIPS

