

July 2025

BROKEN ARROW

ECONOMIC DEVELOPMENT CORPORATION

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July 2025 Report

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Business Retention and Expansion

Summary

- In July, the BRE program continued active engagement with Broken Arrow's existing business community, ensuring local employers remain connected to resources, partners, and growth opportunities. Efforts focused on maintaining strong relationships, addressing emerging needs, and positioning projects for future success.
- Continued progress on **Project Sapling**, with the team advancing discussions and coordinating next steps to support the company's growth plans in Broken Arrow.
- **BRE Employer Meetings: 3**
- **BRE Drop-ins: 1**

New Business Attraction

Summary

- **Facilitated a site visit for Project Gamma**, a major cloud region development initiative seeking **40–60 acres** for potential location. The project represents a **\$4.65 billion capital investment** and is projected to create **67 high-wage jobs** with an **average annual salary of \$95,000**.
 - Two potential sites along the **Highway 51 corridor** were identified and presented during the visit.

Incoming July Projects

- **Project Hidden Springs – No available sites that meet the requirements.**
 - Large-scale critical minerals manufacturer seeking a 400-600 acre greenfield to produce its products for the U.S. market.
 - Project Scope
 - \$500 million capital investment
 - 500 jobs
- **Project Coco – No available sites that meet the requirements.**
 - Major international corporation looking for 750 continuous acres to establish an advanced manufacturing facility in the United States
 - Project Scope
 - \$800 million capital investment
 - 200 jobs

Innovation, Entrepreneurship, and Small Business Development

Summary

- Entrepreneurship efforts in July focused on building ecosystem connections, promoting small business resources, and laying the groundwork for new programming to support

early-stage ventures in Broken Arrow. Outreach to entrepreneurs, resource providers, and co-working spaces continues to expand BAEDC's role as a connector for local small business growth.

- Advanced planning for the launch of a Broken Arrow's **One Million Cups** beginning next month, including venue scouting and speaker outreach.
- Team began **compiling an inventory** of locally available co-working, maker spaces, and other additional resources in or around Broken Arrow that are available to small business owners & entrepreneurs.

Workforce Development

Summary

- BAEDC facilitated an **HR Roundtable** event in partnership with Oklahoma Employment Security Commission for the community: *Fueling Workforce Growth Through Partnership*. The event provided the opportunity for attendees to learn about the funding and training resources that are available through WIOA funding.
- Staff attended the **Tulsa Regional Chamber State of Talent and Workforce** luncheon. Information was shared on the current talent landscape trends and occupations that will be in demand and others that may decline as the result of advances in technology and AI.
- BAEDC facilitated **Workforce & Talent Attraction committee meetings** focused on talent attraction and workforce development. Some key topics of discussion for both meetings included:
 - Discussed opportunities for employers to collaborate with EDC at Texas SEC Career Fair to support regional talent recruitment.
 - Provided an update on VR video shoot along with the potential to produce additional employer-branded videos to support workforce awareness efforts
 - Discussed opportunities for employers to collaborate with EDC at Texas SEC Career Fair to support regional talent recruitment.

Employer Partner Meetings = 10

Broken Arrow Job Board Monthly Metrics:

- **615** page visits; 201 clicks on jobs; 0 job alert subscribers
- **29** application engagements

Job Seeker Monthly Metrics:

- Job seeker engagements = 7
- Job seeker placements = 0

Job Seeker Year to Date Metrics:

- Job seeker engagements = **182**
- **242** application engagements (job board)
- Job seeker placements = **3**

Arrow Forge

Summary

- Infrastructure updates are progressing, with the lift station expected to be complete in October and road work by year-end; **preliminary roundabout design should be ready within 2–3 weeks.**
- City team is developing a site plan for a client and will **provide Project Flight with a plot** once the roundabout layout is finalized.
- **Rezoning strategies for Blocks 3 and 4** were discussed, with a focus on attracting aerospace companies through light industrial zoning while balancing community and political considerations.
- Next steps include refining the Block 4 development plan, finalizing truck-friendly roundabout design, and **coordinating with community development on rezoning discussions.**

Research Analysis, Strategic Planning, & Advocacy

Summary

- Staff completed onboarding and training for **PlacerAi**, a new platform that will enhance the EDC's ability to analyze mobility, retail, and visitor **data for strategic planning.**
- Vice President of Economic Development **participated in the ACCE Economic and Community Development Roundtable**, engaging with peers from across the country to discuss emerging trends in economic development, regional competitiveness, and talent pipeline strategies.
 - The roundtable provided insight into innovative approaches being implemented by chambers and EDOs nationally, offering valuable takeaways to enhance local initiatives in Broken Arrow.
- Vice President of Economic Development attended the **Oklahoma Workforce Commission Listening Session**, engaging in dialogue with state leaders and regional stakeholders on critical workforce challenges and priorities.
 - The session focused on policy recommendations, talent pipeline development, and opportunities to better align training programs with employer needs—providing key insight to help shape future workforce strategies in Oklahoma.
- Staff participated in the **City of Broken Arrow's tourism focus groups**, providing input on future strategies to enhance visitor engagement, destination marketing, and community branding efforts.
- Vice President of Economic Development met with **Wagoner County Economic Development leadership** to discuss shared priorities and ensure both teams remain aligned on **collaboration opportunities and partnership strategies.**
 - The regular meetings reinforce a mutual commitment to regional growth and ongoing coordination between jurisdictions.
- **Research Requests:**

- **Business Resources – 2**
 - Nonprofit requesting a property search. Needing an office space of around 1,400-1,600 SF for lease.
 - Provided water & sewer capacities from RFPs to business looking to ensure their land is competitive with other plots.
- **City of Broken Arrow – 1**
 - Provided PlacerAi data to City's TED Team for their July Block Party Event.
- **Workforce - 0**