



Economic
Development
Corporation

December 2024

BROKEN ARROW

ECONOMIC DEVELOPMENT CORPORATION

210 N. Main, Broken Arrow, OK 74012

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December 2024 Report

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Business Retention and Expansion

Summary

- BRE activities this month focused on engaging with local businesses to support retention, identify growth opportunities, and strengthen community partnerships
- Continued conversations for Project Flight regarding site search
 - Facilitated meeting with landowner of an available site and business to discuss the project and the site
- Identified a growth opportunity and conducted meetings with an existing business to explore potential opportunities and strategies for expansion within Broken Arrow
- **BRE Employer Meetings: 2**
- **BRE Drop-ins: 15**

New Business Attraction

Summary

- VP attended Tulsa Regional Chamber Southern California Marketing trip
 - Held meetings with eight businesses in the aerospace and defense sector to promote Broken Arrow and the surrounding region
- Participated in call with InSite Consultants and Oklahoma Department of Commerce to prepare for OKSITES Ready site visit on January 22, 2025
- Met with representatives of a company planning to establish operations in Broken Arrow to discuss the details of their project.
 - The meeting focused on understanding their business needs, addressing potential challenges, and exploring ways the BAEDC can support their successful relocation and growth

Incoming November Projects

- **Project Revolution** – No available sites meeting the needs of the project. Seeking an existing building of 20k SF in an industrial park with access to water port
 - Project Scope
 - 31 jobs
 - \$ 9,054,346 million capital investment
- **Project Jaguar** – No available sites meeting the needs of the project. Seeking existing building with 1,000,000 SF or greenfield site of minimum of 53 acres
 - Project Scope
 - 794 jobs
 - \$800 million capital investment
- **Project Render** – No available sites meeting the needs of the project. Seeking an existing building to lease with 75K SF
 - Project Scope
 - TBD
 - TBD

- **Project Ironman 2.0** – No available sites meeting the needs of the project. Seeking an existing building of 50-60k SF on 8-20 acres with access to rail preferred
 - Project Scope
 - 50 jobs
 - TBD capital investment

Innovation, Entrepreneurship, and Small Business Development

Entrepreneurship Ecosystem Assessment

- Reviewing assessment internally to determine next steps

Workforce Development

Summary

- Reviewed marketing campaign for the year for Beinba.com with Golden Shovel
 - Discussed performance and opportunities to attract a larger audience in 2025
- Initiated planning process for out of state talent recruitment trip through the utilization of Impact Partnership Grant funds with goal is to attract engineers and market the Broken Arrow community to a younger workforce demographic
- **Employer Partner Meetings = 5**
- **Talent Attraction Website:**
 - Continued development of new job board platform powered by Getro
 - Developing new metrics for job board reporting

December:

- ★ Total Employer Job Post Supports = 0 (*Pending new metrics through new job board*)
- ★ Job seeker engagements = 3
- ★ Job seeker placements = 1

Year to Date:

- ★ Total Employer Job Post Supports = 146
- ★ Job seeker engagements = 159
- ★ Job seeker placements = 12

Arrow Forge

Summary

- Began drafting the Arrow Forge Business Model to guide the development of a marketing and recruitment plan, which will be presented to the committee and board of directors

Research Analysis, Strategic Planning, & Advocacy

Summary

- Worked in collaboration with the Oklahoma Department of Commerce to create a feature video showcasing Broken Arrow and its partnership with the state commerce department
 - The video will highlight Broken Arrow's economic strengths and will emphasize key initiatives such as business recruitment, retention, and expansion efforts and will elevate Broken Arrow's visibility on a state and national level
- Staff submitted and reviewed the initial draft of the 2024-2025 *Grounds for Development* publication with the TED team for feedback and edits
- Staff participated in the Tulsa's Future quarterly partner meeting hosted at the Jenks Chamber of Commerce to discuss collaborative strategies for driving growth and innovation across the region
- Research Requests:
 - Business Resources – 0
 - City of Broken Arrow – 1
 - Workforce - 0