



March 2024



210 N. Main, Broken Arrow, OK 74012



March Report 2024

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Business Retention and Expansion

Summary

- BAEDC met with Project Tinkerbell about their expansion
- BAEDC partnered with VentureFilm Studio to choose five local manufacturers to do a business retention marketing campaign video series
 - Filming dates have been set with bdtronic, Paragon Films, and R.L Hudson
- BAEDC and City of Broken Arrow met with a local Broken Arrow Manufacturer to discuss incentives for Project Lamp
- BAEDC facilitated a site drive by for Project EADS
- BAEDC met with a local manufacturer to discuss expansion project which will be potentially adding 10 jobs in 2024 and 40-50 jobs over the next 5 years (Project Mercury)

New Business Attraction

Summary

- BAEDC hosted a site visit with Project Robinson
 - They preferred an existing building but are considering a build to suit option
- BAEDC met with the City of Broken Arrow and Wagoner County to discuss the SITES Grant and which sites to submit to the Department of Commerce
 - BAEDC reached out to utility partners to get a full scope of each site to be able to submit
 - Four sites were submitted
 - 80 acres at Houston and County Line
 - 500 acres Robson Land
 - 90 acres at 111th and Olive (Advanced Manufacturing District)
 - 50 acres at Highway 51 and the Creek Turnpike

Incoming March Projects

- **Project Grid**- Could not submit due to requirement of rail on site
 - a new advanced manufacturing operation to solve civil and geotechnical engineering applications needing 70,000-200,000 square feet
 - Project Scope
 - 50 to 80 jobs
 - Capital investment in building improvement and equipment: \$30 million
- **Project Civil**- Could not submit due to lack of land available
 - This global manufacturing company in the energy storage space is seeking to locate two manufacturing functions that can be co-located or separated into two facilities on 350,000-450,000 square feet
 - Project Scope

- 700 jobs
 - \$300 million investment
- **Project MESC**- Could not submit due to Broken Arrow not being on the eligible census tracts highlighted on the Department of Energy's Coal Communities Directly Impacted by Coal Closures 2000/2010 or Later
 - This electric motor design and manufacturing company is performing a nationwide site search for a site to locate a manufacturing facility of 10 acres
 - Project Scope
 - 680 employees
 - \$75,000 average wage
 - \$333 million in capital investment

Innovation, Entrepreneurship, and Small Business Development

Entrepreneurship Ecosystem Assessment

- Entrepreneurship consultant visited Broken Arrow to hold meetings
 - The consultant conducted interviews with several dozen leaders, programs, and entrepreneurs since January across Tulsa and Broken Arrow
 - The ecosystem assessment is expected to be complete and ready for review by June or July and the consultant will include next steps for how the Committee should proceed

Workforce Development

Summary

- **Healthcare Career Day (April 18):**
 - Workforce development event focused on career awareness for the healthcare industry. Employers from the healthcare industry will volunteer their time to engage in hands on activities with students.
 - Students will get the opportunity to collaborate with each other using a preassembled STEM kit. The activity will be a slime kit that is used to replicate the various elements of blood within the human body. Students will discuss these different elements with the adult volunteers and then learn about career paths in healthcare.
 - Training and scheduling of volunteers is currently in progress. Additionally, training of participating teachers is in progress at the 4 school sites.
- **BA Summer STEM Camp (June 10-14):**

- This event is a week-long career awareness event for students within the Broken Arrow school systems. It is a collaboration with Tulsa Tech and local area employers from both the manufacturing and healthcare space.
- Students will choose which career path they would like to follow that week and then proceed to visit different employers within that industry. There will be opportunities for tours, Q&As, hands-on activities, and possible opportunities for continued career exposure (internships, job shadows, etc).
- Student application and flyer have been created to promote to students and community.
- Scheduling coordination with participating employers (10) in progress.

- **Partner Meetings:**
 - Meeting w/ Hillcrest to discuss BA Summer STEM Camp + Healthcare Career Day + potential for internships
 - Meeting w/ St. Francis to discuss BA Summer STEM Camp + Healthcare Career Day
 - Meeting w/ PSO to discuss BA Summer STEM Camp
 - Meeting w/ Oklahoma Employment Security Commission [OESC] to discuss changes in the organization's structure and potential opportunities for partnership
 - Meeting w/ CSI Aerospace to discuss workforce issues, desire to expand, and talent attraction website
 - Meeting w/ Joy Avenue to discuss potential for support on career awareness programming that EDC hosts
 - Meeting w/ Royal Blue Hill Heat & Hair to discuss open positions, support on apprenticeship launch, and engagement with local schools for career paths
 - Meeting w/ Green Country Workforce Development Board to discuss changes with the organization, overview of current programs, and possibilities for collaboration for BA employers
 - Meeting w/ Archon Resources to discuss their ability to obtain key information on hiring trends that candidates are focused on + how they can better connect with businesses
 - Call w/ Broken Arrow Options to discuss supporting upcoming job fair they have for graduating seniors
 - Meeting w/ Department of Defense to discuss MSEP program next steps
 - Meeting w/ Goodwill to discuss participation in Career Fair + employer presentations to Goodwill clients for employment opportunities

- Meeting w/ OU Polytechnic Institute to sit in on a panel discussion on trends on women in leadership with the goal being to bring some information back for employers.
- Meeting w/ Tulsa Futures to participate in Regional Partner meeting in Claremore
- Meeting w/ Oklahoma Veteran Alliance to learn more about resources and supports for Veterans in our community that our employers can benefit from.
- Meeting w/ Hubbel to discuss forming an apprenticeship program for their organization + connecting them to a career fair at Broken Arrow Options Academy
- Meeting w/ Tulsa Community College to discuss possible post BA STEM camp activities for students interested in Healthcare.
- Meeting w/ Supermercados to discuss Career Fair catering + potential launch of stand alone catering business.

March:

- ★ Total Employer Job Post Supports = 30
- ★ Job seeker engagements = 3
- ★ Job seeker placements = 0

Year to Date:

- ★ Total Employer Job Post Supports = 65
- ★ Job seeker engagements = 15
- ★ Job seeker placements = 2

Advanced Manufacturing District

Summary

- The Innovation District branding continued with AcrobatAnt
 - The Committee was presented with name options and narrowed the options down to three top contenders
 - Next Steps:
 - Logo options will be presented to the Committee for discussion
 - Final name and logo options will be presented to City Council for final vote and approval
- The BAEDC attended the Innovation District pre-development meeting
 - Zoning and Platting options were discussed
 - It was determined that in order to proceed with permitting and planning a name and logo need to be approved before City Council

Talent Attraction:

Summary

- **Talent Attraction Website**
 - Execution of logo redesign on the website in order to help create a more distinct and appealing look for users.
 - Final approval of ad campaign to be used beginning with immediate implementation in April
 - Golden Shovel continues the buildout for an industry employer cluster map visible on website. Goal being a quick overview of the different sectors and companies present in our region.
- **Work In BA Career Fair (May 2)**
 - The organization will be hosting its biannual career fair on the above day to the benefit of job seekers and employers in the area.
 - Marketing ads will be created and launched in April to attract job seekers to the event; signs and flyers will be distributed around the community as well to promote.
 - Open registration is live for employers to register for the event currently.
 - 20 employers have signed up at the moment
- **Military Spouse Employer Partnership [\[MSEP\]](#) Application**
 - This is a program created through the Department of Defense which is ultimately a targeted recruitment and employment solution for military spouses
 - MSEP creates employment connections that provide companies with direct access to military spouses seeking career opportunities and spouses with direct access to employers who are actively recruiting.
 - Met w/ representative from organization to discuss in greater detail about the program and how the EDC/ Chamber will conversely support the target population.
 - BAEDC / Chamber applied to be an ambassador for the program. Next steps will be an internal review by DoD to determine acceptance or not.



Research Analysis, Strategic Planning, & Advocacy

Summary

- BAEDC staff attended the Chamber of Commerce BA Day at the Capital
- A strategic marketing plan for 2024 was written and is in review

- BAEDC attended Tulsa's Future's Partner EDO Small Roundtable Meeting
- BAEDC met with legislators to discuss public infrastructure and expansion of NAICS code for state incentives