

# City of Broken Arrow

## Initial Priorities and the Road Ahead

February 16, 2016



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*“Local Government is where  
Leadership and Public  
Services Matter the Most!”*



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# State of The City

I. BA's Local Government

II. 120-Day Initial Observations

III. Priorities for the Road Ahead

IV. Questions



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# I. Broken Arrow's Local Government



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# City Operational Income Sources

***City Sales Tax:*** 3 cent city tax on each dollar spent for goods in the city limits

- 1 ½ cents to the unrestricted general fund
- ½ cent to the Sales Tax Capital Improvement (STCI) fund
- 1 cent to guarantee the payment of BAMA loans

## ***General Fund Income:***

- Sales Tax (63%) (Includes 1 cent BAMA
- Loan Guarantee)
- Misc. Charges, Fees, Licenses,
- F.I.A (34%)
- BAMA PILOT

## ***BAMA Fund Income***

- Charges for Services (97%)
- Miscellaneous Charges and Interest (3%)



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# Excellent Financial Condition

## General Fund as of January 31, 2016

- Income 102.1% of budgeted
- Expenses 97.4% of budgeted
- Emergency Reserve Fund Balance - \$5,086,912

## BAMA Fund as of January 31, 2016

- Income 102.45% of budgeted
- Expenses 91.22% of budgeted

## Financial Ratings affirmed in Nov. 2015:

- Moody's: Aa3 – Stable
- Standard & Poor's: AA – Stable (Nov. 2014)



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# II. 120-Day Initial Observations



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# Relationship Building in the Community



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# Understand How the City Operates Day-to-Day (Orientation)



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# General Government and Utility Financials



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# Current Condition of the City's Infrastructure



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# III. Priorities for the Road Ahead 2016 and Beyond...



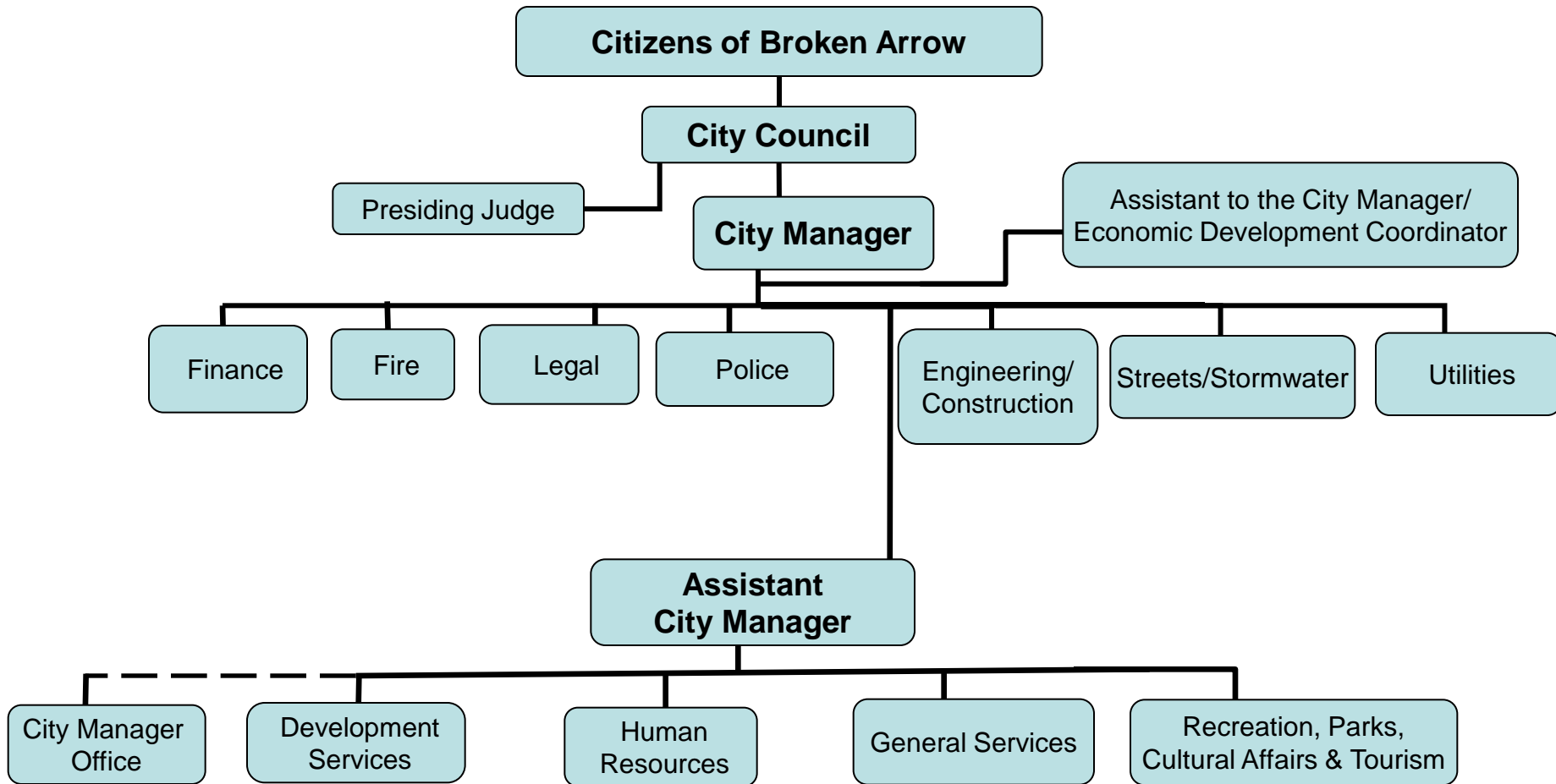
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# 1. City Organizational Chart



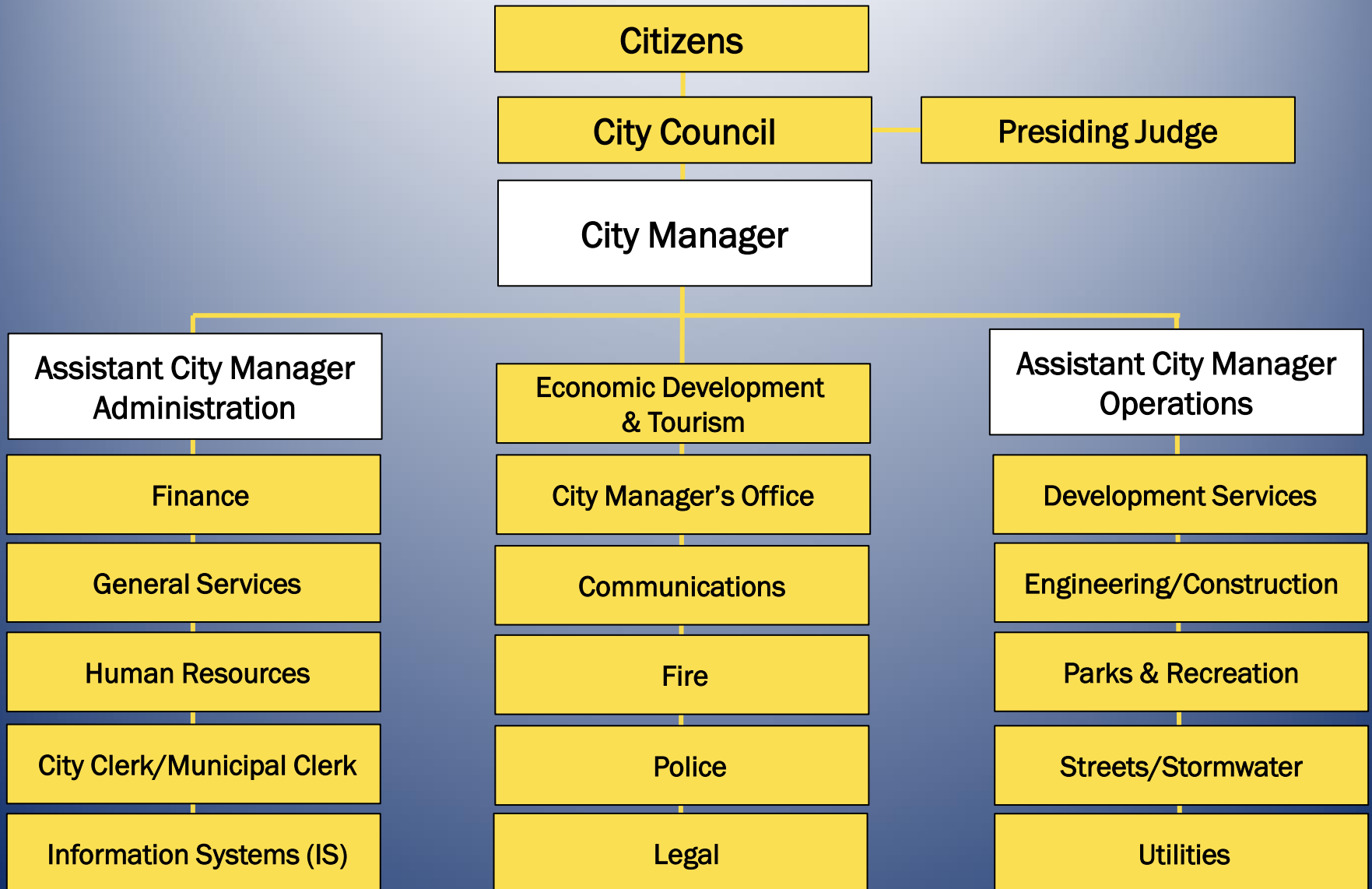
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# City of Broken Arrow Organization Chart FY 2015-16





# City of Broken Arrow Organizational Chart



## 2. Financial Stability

Ensure the City has plans and policies in place to ensure adequate and sustainable resources to meet the needs of local government and utility operations





# 3. Implementation of Vision 2025

- Police Department
- Fire Department
- Street Maintenance and Traffic Management



# 4. Economic Development

- Continue efforts to attract new businesses and retain existing ones
- Continue quality job creation efforts
- Begin discussions on creating a future technology park
- Determine where there are opportunities for future growth and/or redevelopment
- Maintain high quality of life for all!

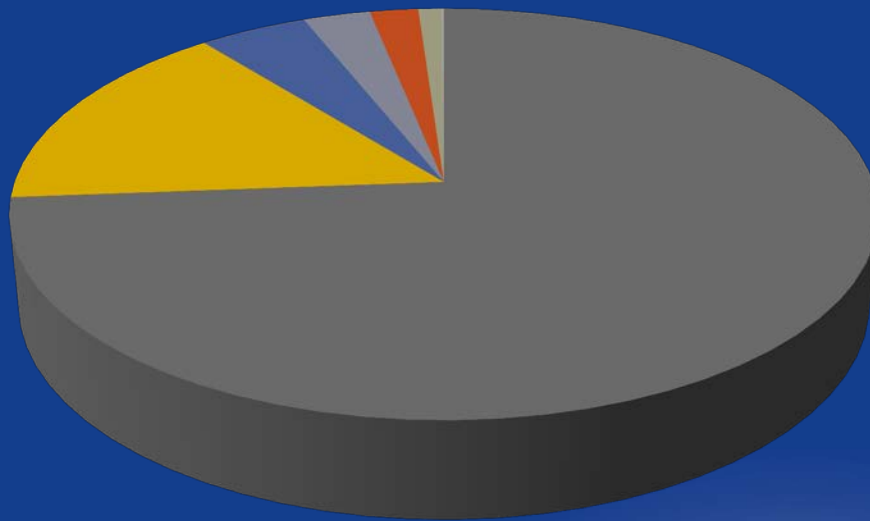


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# Shop Broken Arrow

## Percentage of Income by Source



- 75.13% Sales and Use Taxes
- 15.64% Charges and Services
- 3.40% Fines and Assessments
- 2.79% Misc.
- 2.06% Licenses & Permits
- 0.94% Intergov't
- 0.04% Interest Income



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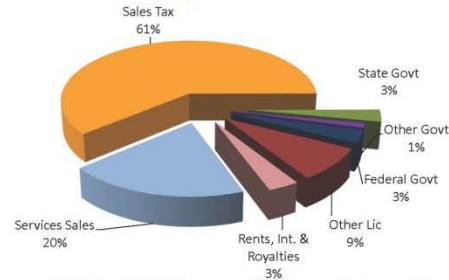
# Funding the Gap

*Strong Cities, Strong State  
A look at Municipal Revenue*



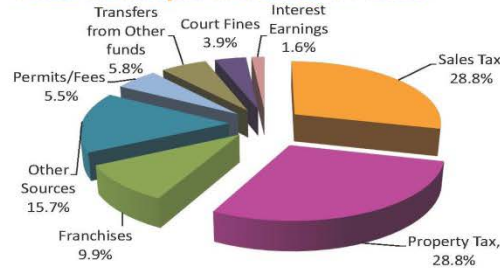
**Oklahoma is the only state in which municipalities are almost entirely dependent on sales tax for general operations**

## Oklahoma Municipal Revenues FY 2014



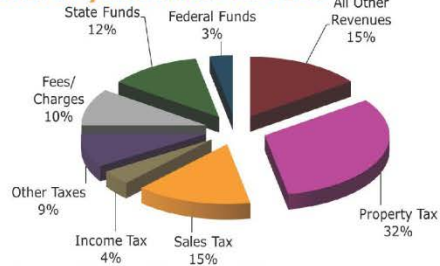
Source: FY 2014 SA&I forms, Oklahoma State Auditor

## Texas Municipal Revenues FY 2010



Source: Texas Municipal League

## U.S. City Revenues FY 2010



Source: National League of Cities

# Rose District & Downtown Revitalization



# Tourism

- Tourism operation is now back in City Manager's Office
- Important part of Economic Development
- Strategic and Marketing Plan
- Partnership for Conference Center



# Economic Impact of Oklahoma Tourism at All-Time High



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# 5. BAMA – Public Utilities

- Stable Rates (cost of service) for All Utility Services
- Strategic Plan for BAMA
  - ✓ Plan for Maintaining System and Operations
  - ✓ Comprehensive Capital Improvement Plans
- Long-Range Plan for both Water and Wastewater operations
- Future of Our Sanitation and Recycling Programs





# 6. Street Improvement Program

- ▣ Street Maintenance Program
- ▣ Long-term Capital Improvement Transportation Plan



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# 7. Public and Private Development

- Public
  - Improve Project Management
  - Long-Range Capital Plan for Future Projects
  - Improve Accountability of Projects
- Private
  - Transition current model to Partnership with those that desire to make investments in our City



# 8. Leadership and Management

- Cultural Transition (underway)
- Additional Training for Leaders
- Succession Planning
- Span of Control
  - (Need for additional personnel in upper/mid-level management)



# 9. Increase BA's Political Influence

Continue to develop relationships  
in order for Broken Arrow to  
maintain its position as a Metro,  
State and Region Partner



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# 10. Transparency of Local Government Operations

- Redesign City Website
- Implementation of OpenGov – Financial Transparency
- Create and Implement Annual Financial Newsletter.
- Create and Implement YouTube Shorts on City Operations, Public Initiatives, and BA Informationals.
- Create and Implement Council Meeting Briefings.
- Create and Implement an Internship Program for Communications and Tourism.
- Implement Citizens Mobile Application for Reporting non-emergency matters.
- Create and Implement Local TV show called something like “What’s Happening in BA”

# Thank you!



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# IV. Questions?

## CONTACT INFORMATION

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