



Economic  
Development  
Corporation

# August 2024 - March 2025 Biannual Report



ECONOMIC DEVELOPMENT CORPORATION

# BROKEN ARROW

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Business Retention and Expansion .....	3
Summary .....	3
New Business Attraction .....	3
Summary .....	3
Incoming Projects Details .....	4
Innovation, Entrepreneurship, and Small Business Development .....	6
Entrepreneurship Ecosystem Assessment .....	6
Workforce Development .....	6
Summary .....	6
Arrow Forge .....	7
Summary .....	7
Research Analysis, Strategic Planning, & Advocacy .....	8
Summary .....	8

## Business Retention and Expansion

### Summary

- **Major Business Expansion Projects Underway**
  - **Project Lamp** - A company with an existing location in Broken Arrow is planning a significant facility expansion from 40K to 80K sq. ft., creating 50 new jobs and investing \$12 million in capital improvements. EDA was presented to and approved by City Council.
  - **Project Burner** - Staff held multiple meetings with Community Development and Engineering to align on project scope and a long-term master plan. A pre-pre-development meeting was facilitated to ensure the company had all necessary information and support.
- **Ongoing Support for Business Growth and Retention**
  - BRE efforts focused on visiting and engaging local businesses, exploring potential expansions, relocations, or retention strategies.
  - Identified 32K sq. ft. of available office/warehouse space through two existing businesses and continued to support a company deciding between building new or relocating into existing space.
  - **Project Flight** - Continued site search and feasibility conversations, including landowner meetings to assess fit and support business relocation or expansion needs.
- **Leadership and Strategic Roundtable Events**
  - BAEDC hosted two key roundtables:
    - ♣ Manufacturing Innovation & Expansion Roundtable on March 5, in partnership with the Oklahoma Department of Commerce, Oklahoma Finance Authority, and Oklahoma Manufacturing Alliance. The event introduced local businesses to the Oklahoma Innovation & Expansion Program (OIEP).
    - ♣ Heavy Haul Roundtable brought together manufacturers to discuss heavy haul route challenges and infrastructure needs in Oklahoma.
- **Recognition and Collaboration with Key Industry Partners**
  - BAEDC, along with Commerce leaders and elected officials, recognized Paragon Films for their \$300K award through the Business Expansion Incentive Program.
  - Staff attended the PSO Business Rebate Kick-Off, learning about 2025 industrial and commercial rebate opportunities to further assist local businesses in accessing cost-saving programs.
- **BRE Employer Meetings: 44**
- **BRE Drop-ins: 96**

## New Business Attraction

### Summary

- **Broken Arrow Gains Momentum with Major Projects and Site Development**
  - Broken Arrow was named a finalist for Project Frost, hosting a site visit that included five stakeholder meetings with utility partners, brokers, and city officials.
  - Additional visits included Project Trailer (California company), Project Friends (food manufacturing), and several business prospects seeking office, industrial, or co-working space in Broken Arrow.

- **Strong Performance in OKSITES Ready Program**
  - 4 of 5 submitted sites (Arrow Forge, Creek 51, Robson, and College & County Line) were approved to advance in the OKSITES Ready Program. Out of 108 total sites submitted across Oklahoma, only 15 were selected to move forward.
  - BAEDC hosted site consultants and state officials for on-site tours of Arrow Forge, Robson, and Houston & College sites, involving utility partners, landowners, and city leaders in November 2024 and January 2025
- **Active Developer and Landowner Engagement**
  - Staff met with multiple developers and landowners, including those tied to a 40-acre site at Houston and County Line, discussing plans for the remaining acreage and development timelines.
  - Toured an under-construction 20K SF industrial facility, exploring its potential to house a single tenant or be subdivided.
  - Engaged local developers on additional site development opportunities throughout Broken Arrow.
- **Proactive National Business Recruitment and Marketing**
  - Participated in national marketing trips in Dallas, Chicago, Southern California, and New York City, holding over 20 meetings with site consultants and target industries, including aerospace and defense.
  - Promoted Broken Arrow's assets and available sites, resulting in multiple new leads and consultant engagement on pending projects.
- **New Business Prospects and Expansions**
  - Multiple companies are actively exploring relocation or expansion into Broken Arrow, including:
    - A manufacturing company seeking to expand operations locally.
    - **Project Friends** - A food manufacturer planning to invest \$500K–\$1M and create 15–35 new jobs using space on the Gatesway campus.

## Incoming Projects Details

- **Number of Incoming Projects: 51**
- **Number of Projects Responded To: 10**
- **Number of Site Visits: 6**
- **Project Splice** – Existing Broken Arrow Business looking to expand their current footprint with purchase of adjacent acre lot
  - Project Scope
    - ♣ TBD capital investment
    - ♣ 30 jobs
- **Project Boulder**- Submitted Creek 51, lot 5 greenfield and lot 6 build-to-suit.
  - Biologics company that manufactures products for therapeutics use seeking a site in the region to set up their manufacturing facility. Seeking 35,000 sq ft existing warehouse space needed initially with room to expand to 250,000 sq ft. Will consider existing, greenfield, or build-to-suit options.
    - ♣ Project Scope
      - 160 jobs (20-35 phase I; 125-160 at full scale within three years)
      - \$75 million in capital investment

- **Project Sooner** – Submitted commercial sites meeting requirements. Seeking a minimum of 2 acres of greenfield for new commercial office and co-working space.
  - Project Scope
    - ♣ Jobs TBD
    - ♣ \$3 million capital investment
- **Project Trailer** – Submitted Creek 51 Lot A. Seeking 50-100K SF facility or 5 acres minimum to build
  - This US company manufactures cattle feeding equipment and is looking for a facility to house their powder coating and final assembly operations.
    - ♣ Project Scope
      - 50 jobs
      - \$4 million in capital investment for M&E
- **Project Cypress** – Submitted Creek 51 Lot 5A. Seeking an 86,112 SF facility or 2 acres minimum to build
  - This company produces a component for the automotive industry and is looking to establish a manufacturing facility within one hour of the Tulsa, Oklahoma area.
    - ♣ Project Scope
      - 203 jobs
      - \$12,610,000 million in capital investment
- **Project Maero** – Submitted Sweet Gum property
  - Aerospace company looking to expand into the United States. Seeking existing building with a minimum of 10,000 SF.
    - ♣ Project Scope
      - \$8M in capital investment
      - 23 jobs
- **Project Innovation** – Submitted two office properties, N. Maple Ave. and N. Hemlock Cir. sites.
  - North American oil and gas producer seeking a new HQ facility to relocate corporate office from Canada to US with a minimum of 1750 SF of space and parking for 15.
    - ♣ Project Scope
      - TBD capital investment
      - 45 jobs
- **Project Restore** – Submitted two properties, 12,000 SF build-to-suit at Creek 51 and N. Birch sites.
  - OKC auto service company looking to expand in Broken Arrow. Seeking 8,000 – 10,000 SF of existing space with dock doors, 14 ft walls, good egress, and with high visibility.
    - ♣ Project Scope
      - TBD capital investment
      - TBD jobs
- **Project Fuse** – Submitted two properties, 40 acres at College and County Line and 32 acres at College and County Line
  - Company looking to build a film studio to produce live audience style shows seeking 40 to 60 acres in an area close to amenities.
    - ♣ Project Scope
      - TBD capital investment
      - TBD jobs

- **Project Dodge** – Submitted two-acre site on west Kenosha
  - Foundation repair company seeking warehouse/distribution facility in the Tulsa region
    - ♣ Project Scope
      - \$3M capital investment
      - 30 jobs
- **The overwhelming reason for being unable to respond to the remaining projects was:**
  - Lack of available inventory meeting the specific requirements. This includes:
    - ♣ No existing buildings of required square footage
    - ♣ No greenfield/brownfield sites of required acreage
    - ♣ Lack of direct rail or port access
    - ♣ Zoning issues (e.g., heavy industrial, enterprise zones)

## Innovation, Entrepreneurship, and Small Business Development

### Entrepreneurship Ecosystem Assessment

- **Entrepreneurship Ecosystem Assessment Completed and Presented**
  - The final Entrepreneurship Ecosystem Assessment, conducted by Mo Collins, was delivered and reviewed by BAEDC leadership, with findings presented during the EDC Board Retreat. The assessment included analysis and actionable recommendations for strengthening entrepreneurial support in Broken Arrow, such as convening roundtables and establishing clear pathways for entrepreneurs to access resources.
  - The assessment was presented to the EDC Board during the Board Retreat, followed by facilitated discussions with board members to determine next steps.
- **Strategic Partnerships and Inclusive Support Initiatives Explored**
  - Discussions with TEDC focused on expanding services, funding, and collaborative efforts to support small business growth and innovation in Broken Arrow.
  - Opportunities with Tulsa Tech Broken Arrow are being explored to expand entrepreneurial education, including Spanish-language programming, in response to a need identified through the Hispanic Business Council.

## Workforce Development

### Summary

- **Major Career Awareness Events Reached Thousands of Students and Job Seekers**
  - Manufacturing Career Day was a major success, engaging 2,954 students across four school sites, with support from 50 volunteers and 22 companies. Post-event surveys showed that 60% of students had not considered STEM or manufacturing careers prior to the event, indicating strong impact.
  - A career fair component featured 32 registered employers and attracted 125+ job seekers.
  - Healthcare Career Day (April 10, 2025) and a Spring Career Fair, both expected to host significant employer and job seeker turnout.
- **Workforce & Talent Pipeline Development in Motion**
  - Launched and completed a Workforce Needs Survey to identify local employer challenges, with results informing the need for stronger community engagement efforts by employers and the development of work-based learning programs (i.e. internships).

- Continued collaboration with Northeastern State University Broken Arrow (NSUBA) to plan an engineering career awareness event, aiming to introduce high school students to mechanical engineering pathways.
- Created a video with Broken Arrow Public Schools to build early career awareness at the middle school level.
- Ongoing development of a VR video project to help students explore local career options through immersive storytelling.
- **Regional Talent Attraction & Out-of-State Recruitment Efforts**
  - Attended the Texas A&M Engineering Career Fair, promoting Broken Arrow opportunities to a younger workforce demographic. This outreach resulted in 70 student follow-ups, with two already applying for internships in the area.
  - Attended Young, Smart, & Local talent attraction conference in Philadelphia to gauge practical best practices for driving growth of young talent for the region. Takeaways from that conference have led to the implementation of success stories of recent talent relocations to Broken Arrow community.
- **Employer Engagement & HR Support Initiatives**
  - Facilitated multiple HR Roundtable events, including sessions on:
    - ♣ Registered Apprenticeships, providing insights on building workforce pipelines.
    - ♣ Mental health in the workplace (in partnership with the Department of Rehabilitation Services), attended by 12 HR and business leaders.
  - Conducted regular Talent Attraction and Workforce Development Committee meetings, aligning employers and education partners on initiatives and event planning.
- **Marketing, Storytelling, and Brand Strategy**
  - Reviewed and refined the BeInBA.com marketing campaign with Golden Shovel, exploring ways to expand reach and engagement in 2025.
  - Began collecting and showcasing "Attraction Success Stories" — testimonials from individuals who relocated to Broken Arrow — to highlight the city's appeal as a career destination (3 candidates currently pending).
  - Launched a new Broken Arrow job board to centralize local job listings and improve community access to employment opportunities.
- **Employer Partner Meetings = 54**
- **Broken Arrow Job Board Year-to-Date Metrics:**
  - **1,465** page visits; **458** clicks on jobs; **6** job alert subscribers
  - **107** application engagements
- **Job Seeker August 2024 – March 2025 Metrics:**
  - Job seeker engagements = **388**
  - **223** application engagements (job board)
  - Job seeker placements = **12**

## Arrow Forge

### Summary

- **Site Planning and Infrastructure Advancements**
  - The Arrow Forge Committee convened multiple times (August through March) to guide development of district

- The City of Broken Arrow provided ongoing infrastructure updates, including progress on the spine road.
- A site plan was developed by Beck Design, approved by the committee and Council, and featured at the site via an 8x16 ft rendering and distributed postcards for the groundbreaking event.
- **Marketing and Outreach Strategy Development**
  - The committee approved a microsite and began developing a 2025 marketing strategy, including a national tour to meet with site consultants in Dallas, Greenville, Chicago, and Atlanta.
  - Planning is underway for an Arrow Forge tour and relationship inventory as part of broader business attraction efforts.
  - Committee members have developed an Arrow Forge Business Model and a unique value proposition to guide marketing and recruitment strategies.
- **Groundbreaking Event & Community Engagement**
  - A highly successful groundbreaking ceremony was held in collaboration with the City of Broken Arrow, with participation from elected officials, community leaders, and regional partners, officially launching the project.
- **Leadership and Committee Growth**
  - Matt Litterell, Executive Director for Workforce and Economic Development at Tulsa Tech, was appointed as Chair of the Arrow Forge Committee, providing experienced leadership for strategic planning and workforce alignment.
- **Business Development and Anchor Tenant Progress**
  - Staff identified and engaged potential clients, including Project Flight, which has requested to relocate to Arrow Forge as the anchor tenant.
  - A pre-pre-development meeting was held with City officials to discuss zoning, permitting, and project alignment.
  - The client requested to enter into an Economic Development Agreement with the Broken Arrow Economic Development Authority. Staff presented the request during executive session for review and authorization to begin negotiations.

## Research Analysis, Strategic Planning, & Advocacy

### Summary

- **Key Team Hires Completed**
  - Successfully filled two major positions:
    - ♣ Bradley Sheofee hired as BRE Manager, starting September 16, 2024, after a five-candidate interview process.
    - ♣ Elise Goggin accepted the Marketing and Research Manager role, starting April 1, following interviews with 11 qualified candidates and a final panel review.
- **Strategic Engagement & Advocacy at the State and Regional Level**
  - Leadership actively participated in statewide and regional events, including:
  - Select OK Conference, Tulsa Regional Chamber meetings, and All In for Oklahoma State Economic Development Partner Meeting.
  - Select Oklahoma Day at the Capitol and Oklahoma Manufacturing Alliance Day, advocating for Broken Arrow's economic and manufacturing priorities.



- Meetings with state legislators, business leaders, and economic development partners to align strategies and foster collaboration.
- **Recognition & Marketing Achievements**
  - BelnBA.com talent attraction campaign earned a bronze award, accepted at the IEDC annual conference.
  - Collaborated with the Oklahoma Department of Commerce to produce a promotional video showcasing Broken Arrow’s economic strengths, business recruitment efforts, and statewide partnerships.
- **Regional Collaboration & Community Initiatives**
  - Ongoing collaboration with One Wagoner County, COBA’s TED team, and the Oklahoma Department of Aerospace and Aeronautics to explore project opportunities and infrastructure enhancements.
  - Actively participated in Tulsa’s Future partner meetings, a FAM tour for regional partners, and celebrated milestones like the Sunset Amphitheater groundbreaking.
- **Publications & Planning for 2025**
  - Finalized and published the 2024–2025 Grounds for Development, following feedback and collaboration with the TED team.
  - Engaged in strategic planning through the Select OK marketing committee, shaping 2025 economic development strategies, and exploring road funding grants to enhance industrial site competitiveness.
- **Research Requests:**
  - Business Resources: 7
  - City of Broken Arrow: 5
  - Workforce: 2