

August 2025

BROKEN ARROW

ECONOMIC DEVELOPMENT CORPORATION

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August 2025 Report

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Business Retention and Expansion

Summary

- Met with representatives from **Project Sandberg** to learn more about their project and discuss potential support from the City and EDC. The conversation focused on understanding project needs, timelines, and identifying available resources to assist with retention efforts in Broken Arrow.
- Convened the Incentive Review Committee for **Project Sapling** to evaluate an incentive application for proposed capital investment and job creation, initiating formal review and discussion of potential local incentives.
- Progress continuing with **Project Fight**, with final selection of a general contractor and design firm underway to initiate site planning and move the project into development.

BRE Meetings = 5

New Business Attraction

Summary

- Discussions continued with consultants for **Project Gamma**, a cloud region development, including discussions around identified sites in Broken Arrow and potential infrastructure alignment to support project requirements.
- Continued engagement with the **Project Sam** team, including participation in a pre-development meeting to review project details and align on project for permitting.
- Staff attended the **Hackberry Market groundbreaking** to show support for the City of Broken Arrow and celebrate continued growth and investment in the community.

Incoming August Projects

- **Project Build – Could not submit. No available office space meeting size requirements.**
 - This fintech company is looking for a central location for their shared services and tech office. Seeking 30,000 SF of existing office space
 - Project Scope
 - \$3 million capital investment
 - 50 jobs
- **Project Mars 2025 – Could not submit. No available sites meeting project requirements.**
 - A new energetics testing, manufacturing, and integration facility seeking 1000-acre, pad-ready site. This project presents a unique opportunity for a community to partner with a company building the systems America and its allies need to strengthen warfighting capabilities and enhance deterrence.
 - Project Scope
 - \$160 million capital investment
 - 310 jobs
- **Project Williams – Could not submit. No available sites with rail on-site.**
 - A family owned and run company that manufactures plastic flexible packaging who is interested in expanding operations in Oklahoma. The company is seeking

30 acres in an industrial park, situated near major interstates, have rail on-site, and to be in a pro-industry environment.

- Project Scope
 - \$60-\$70 million in capital investment
 - 100 jobs

Innovation, Entrepreneurship, and Small Business Development

Summary

- Staff engaged local entrepreneurs and community leaders to build awareness and participation for the upcoming launch of **1 Million Cups Broken Arrow**, fostering early momentum and community buy-in.
- Staff coordinated outreach and relationship-building with key stakeholders to **strengthen the entrepreneurial support network** and align resources for future programming.
- Laid groundwork for **entrepreneurial ecosystem development**, including planning next-phase initiatives and exploring best practices to ensure a sustainable, high-impact approach.

Workforce Development

Summary

- Staff attended **Be Pro Be Proud Workshop, hosted by The State Chamber**, focused on an initiative that introduces students, parents, and educators to careers in construction, manufacturing, technology, transportation, and utilities through an immersive mobile workshop featuring augmented and virtual reality simulators. The State Chamber is building a coalition that the BAEDC will support to work towards bringing this program to Oklahoma for career awareness efforts.
- Staff participated in a **talent webinar hosted by Lightcast**. Focus was on **talent attraction efforts and initiatives** taking place in Fargo, North Dakota and challenges experienced with highlighting their community to non-residents.
- Collaborating with Golden Shovel Agency to produce **3 additional success stories** to talent attraction website. Of the 3, one of them will showcase the personal story of a staff member and their own journey and experience coming to Oklahoma.
- Launched **Project Sapling's** targeted social media ad campaign to support talent recruitment efforts, focusing on attracting high-quality, hard-to-find machinist talent.

Employer Partner Meetings = 8

Broken Arrow Job Board Monthly Metrics:

- **2426** page visits; 393 clicks on jobs; 3 job alert subscribers
- **24** application engagements

Job Seeker Monthly Metrics:

- Job seeker engagements = 11
- Job seeker placements = 0

Job Seeker Year to Date Metrics:

- Job seeker engagements = **193**
- **266** application engagements (job board)
- Job seeker placements = **3**

Arrow Forge

Summary

- Convened the **Arrow Forge Committee** to advance strategic planning for the district. Discussions emphasized aligning zoning with long-term development goals. Committee recommended moving forward rezoning entire district to light industrial zoning. Marketing strategy was also explored, including leveraging existing assets like the Arrow Forge website and brand, targeting aerospace suppliers, organizing FAM tours, and launching national campaigns to attract investment.
- Revised **Arrow Forge plat** that includes roundabout was approved by Planning Commission and will go before City Council for approval in September.

Research Analysis, Strategic Planning, & Advocacy

Summary

- **BAEDC staff attended the 2025 SEDC Annual Conference in Oklahoma City**, engaging with economic development professionals from across the Southeast region to gain insight into best practices, workforce strategies, and innovative approaches to business recruitment and retention. Participation in this conference helps inform Broken Arrow's economic development efforts and strengthens our regional network.
- Staff participated in **All In For Oklahoma call** where we received updates on current economic development initiatives and upcoming statewide strategies aimed at supporting communities like Broken Arrow. This engagement helps us stay aligned with broader efforts and ensures we're leveraging all available resources for local impact.
- Coordinated and facilitated manufacturer tours for 25 members of the Oklahoma House of Representatives as part of the **Capitol to Community** event. The visits, including stops at key employers like **Arrowhead Winch, Rise Armament, and Zeeco's Global Technology Center** highlighted Broken Arrow's economic strengths, innovation, and workforce. Legislators were given the opportunity to engage directly with industry leaders, understand local challenges, and witness the impact these manufacturers have on the state's economy.
- Facilitated a **Housing Roundtable** to gather feedback from developers and housing representatives to gather feedback on housing market and opportunities in Broken Arrow.
- BAEDC received the **Excellence in Economic Development Gold Award** from IEDC for its **Grounds for Development** publication. Staff will accept the award at the Annual Conference in September.
- All staff members participated in the **OneVoice Task Forces**, ensuring Broken Arrow's priorities are represented in regional advocacy efforts.

- **Research Requests:**
 - **Business Resources – 2**
 - Researched and compiled general building specifications to support Zeeco’s masterplan development.
 - Met with VentureFilms to learn more about their new creative services niche focused on supporting economic development organizations.
 - **City of Broken Arrow – 0**
 - **Workforce - 0**