



TRANSMITTAL

TO: City Council & BAEDA Members

COPY: City Manager
BAEDC Board
Chamber Board

SUBJECT: Economic Development Services Monthly Invoice

FROM: Jennifer Conway

DATE: June 13, 2022

Attached you will find the monthly invoice for May 2022.

A decorative graphic in the bottom right corner consisting of two parallel diagonal lines, one red and one dark blue, extending from the bottom left towards the top right.



INVOICE

City of Broken Arrow

Attn: Michael Spurgeon, City Manager

P. O. Box 610

Broken Arrow, OK 74013

Broken Arrow Economic Development Corporation

May 2022 Economic Development Service	\$ 32,292.00
TOTAL	\$ 32,292.00

Please make check payable to BAEDC.

A decorative graphic in the bottom right corner consisting of a diagonal line separating a dark teal area from a red area.



**BROKEN
ARROW**

ECONOMIC
DEVELOPMENT
CORPORATION

Monthly Report

May 2022

brokenarrowedc.com

Talent Recruitment

- Develop and implement a talent recruitment plan/strategy steeped in employer engagement and research focused on the needs of Broken Arrow businesses.
- Launch targeted talent retention and repatriation effort based on high wage, in-demand positions in Broken Arrow. Recapture lost talent. Recruit and retain missing workforce demographics ie: millennials and gen z to fill workforce gaps.
- Facilitate the develop quality of life assets to attract younger residents over the next five years and expose the next generation to assets of the community.

Business Attraction, Retention, & Expansion

- Conduct existing business visits to identify Broken Arrow business's needs, concerns, and opportunities in order to Advocate for businesses in Broken Arrow to increase investment and job growth.
- Increase business attraction efforts in targeted industry clusters (based on forecasting, supply-chain study and trend analysis) including Advanced Manufacturing, A-I, Software Creation, Information Technology, and Scientific Research.
- Generate new project opportunities by visiting site selection consultants and out-of-market headquarters of existing local companies.

Entrepreneurship

- Create awareness around start-up and small business ownership in local schools.
- Develop a program to connect Broken Arrow entrepreneurs with access to capital investment for startups and founders, fueling their growth.
- Create a business resource center which connects entrepreneurs with mentors, subject matter experts and coaching.
- Enhance business to business opportunities by instituting a local sourcing program.

Workforce Development

- Continue support of the Broken Arrow STEM Workforce Center for Excellence.
 - Provide soft skills training opportunities to fill workforce gaps
 - Address barriers to work for area employees, including transportation, child care, and housing
 - Support career exploration and awareness in STEAM-related fields.
- Identify and support upskilling and greater education attainment pathways for students and job seekers across all sectors.

Innovation District

- Develop a targeted strategy to address commercial and industrial offerings in and around Broken Arrow. Craft market and planning strategies to recruit new development.
- Facilitate engagement between higher education institutions, the business community, and development organizations to meet the needs of the workforce, planning, and sustainability within the Innovation District.
- Encourage enhanced district planning, including the Innovation District, Rose District, and New Orleans Square, and identify additional opportunities.

Investor Relations

- Create an investor advisory council whose mission is to oversee program development and engage new investors to support the BAEDC.
- Produce regular investor communications and reporting including conducting investor satisfaction surveys.
- Hold investor-only events to report on progress and achievements.

May 2022 Highlights



Staff wrote and submitted the BAEDC for 3 awards for the International Economic Development Council



BAEDC participated in Economic Development Week May 9th - 13th, showcasing Economic Development in Broken Arrow



BAEDC executed Work In BA Career Fair held at NSU BA in partnership with Supply Chain & Logistics Conference



President and CEO, Jennifer Conway, graduated from Ascend Leadership Program



9 Broken Arrow companies applied for the Oklahoma Innovation and Expansion grant and are set to participate in the program



Workforce Development Director graduated from Leadership Broken Arrow



Talent Recruitment

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Total Company Meetings

2022 YTD	107
2021	432
2020	153
2019	103



Breakout session from Supply Chain & Logistics Conference

Monthly Activity

- Staff attended Oklahoma Veteran Alliance Employer Champion quarterly meeting
- Workforce Development Director participated in Supply Chain & Logistics Conference
 - Panelist for Workforce Solutions: Talent Attraction and Retention Strategies breakout sessions
- Presented to EDC Board of Directors and solicited feedback on suggestions from Talent Attraction committee
- Provided cost of living data for Access Optics to assist with recruiting candidate from out of state

Company Meetings: 40

Access Optics	Bearwood Construction	Expeditors Int'l	Manpower	PACCAR Winch	Trinity Employment Specialists
Andy B's Bowl Social	Brookdale	Fastenal	McLaren Strategic Ventures	Premier Logistics	TSA
Automotive Industries	Cedarhurst Senior Living	Flippo Insurance	Miller Truck Lines	Purse Power	TTCU
Avantive Solutions	Chick fil-A	Gatesway Foundation	Milo's Tea	Saint Francis	Tulsa Tech
AVB Bank	City National Bank	Goodwill Industries	NSU BA	Southeastern Freight Lines	Zeeco
BA Police Dept.	DA/Pro Rubber	Integrity Staffing Solutions	OK Dept Rehab Services	Stand-By-Personnel	
BA Public Schools	Economy Pharmacy	LABR	OU Innovation Hub	The Highlands at Owasso	



Workforce Development

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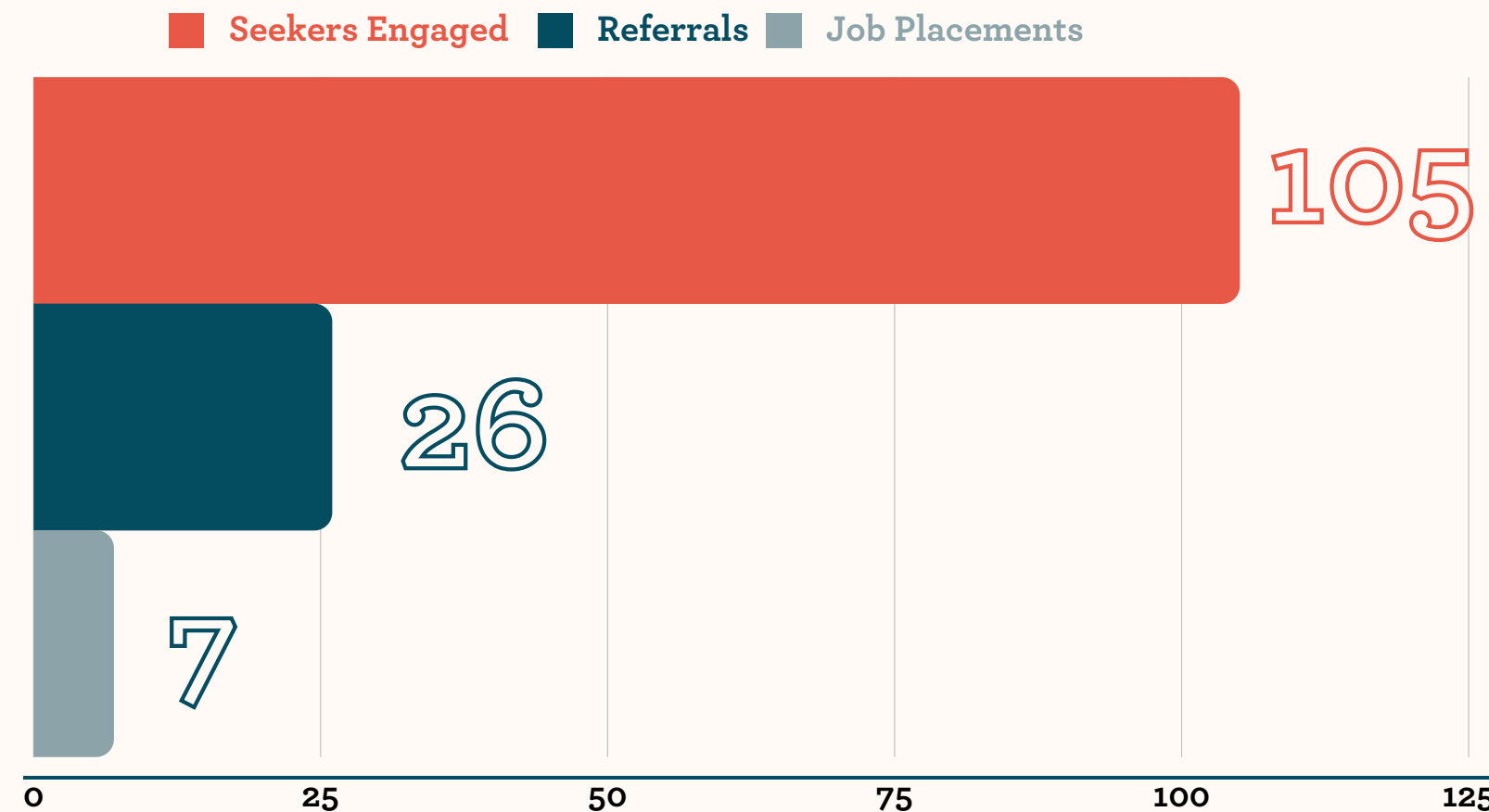
Monthly Talent Recruitment Snapshot



Monthly Activity

- Held Work In BA Career Fair on May 19th in partnership with Supply Chain Logistics Conference
 - 38 employers participated
- Presented to EDC Board of Directors and solicited feedback on suggestions from Workforce Development committee
- Staff attended Oklahoma Department of Rehabilitation Services Business Advisory Council quarterly meeting, connecting with local non-profits, businesses and workforce boards

YTD Talent Recruitment Snapshot



Workforce Development

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WorkinBA.com Analytics

	Total Visits	Geo: BA	Geo: Tulsa	Geo: Other	Assessments Started	Assessments Completed	Resumes Started	Resumes Completed	Unique Job Postings
May	39	12	6	21	10	10	9	9	12
YTD	220	89	63	102	27	27	33	34	53

Work in BA Career Center Metrics

	Total Visits	Total Referrals	Placements	Jobs Posted in BA	Unemployment Rate	Job Seekers Engaged
May	10	10	2	1,730	3.1%	24
YTD	22	26	7	6,746	3.1%	105

Work in BA Facebook Analytics

	Total People Reached	Post Engagements	Page Views	New Page Likes
May	998	122	16	1
2022	1735	194	49	11

Business Retention & Expansion

Expansion Projects Snapshot

Projects Open

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Potential Jobs

674

Potential Capex

\$147.5M

Total Company Meetings

2022 YTD	165
2021	432
2020	153
2019	103

Total includes workforce visits with duplicate companies removed.

BROKEN ARROW

ECONOMIC DEVELOPMENT CORPORATION

Mission Statement

The Broken Arrow Economic Development Corporation strives to create wealth, jobs, and economic growth through the creation, attraction, and retention of business and talent in the community while facilitating innovation and creativity. BAEDC is a partnership of and governed by the business community, the municipality and education partners.

BUSINESS RETENTION & EXPANSION

The BAEDC's business retention and expansion programs focus on identifying needs and possible incentives for established businesses to encourage continual growth and improved productivity.

BUSINESS RECRUITMENT & ATTRACTION

The BAEDC offers comprehensive assistance to site selection consultants, corporate location professionals, and companies directly seeking site locations in Broken Arrow, OK.

RESEARCH, ADMINISTRATION & ADVOCACY

The BAEDC connects businesses to elected officials and legislators to address needs or challenges that affect the profitability of their companies.

TALENT & WORKFORCE DEVELOPMENT

Broken Arrow is a STEM Workforce Center for Excellence as determined by the State of Oklahoma. The BAEDC is a point of contact within the community for existing and prospective employers' workforce needs by coordinating resources and services.

ENTREPRENEURSHIP & BUSINESS RESOURCES

The BAEDC strives to support entrepreneurs focused on creating innovative, disruptive, and efficient technologies. Our staff provides educational services and networking opportunities to a wide range of local innovators and entrepreneurs.

Broken Arrow Economic Development Corporation Staff

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To learn more about Broken Arrow, visit brokenarrowchamber.com, call us at 918-893-2100, or email EDC@brokenarrowchamber.com

Monthly Activity

- Added two new business expansion projects to our open projects list
 - Met with both companies to determine the scope and need for the project
- Attended Rose District expansion meeting
- Delivered property searches and research for 3 existing businesses and 2 government agencies
- Assisted expansion project with a letter of support for their Quality Jobs application
- Executed Economic Development Week by organizing social media campaign that highlighted our team to local businesses, and provided supportive resources and content for our community

Company Meetings: 12

Spokehouse Bicycles

Nouveau

6th Day Snacks

Venture Film Studios

Rise Armament

Hill Manufacturing

Alpha Graphics

TEDC Creative Cap

Exterran

Patterns of Endeavor

Country Financial

Robson Companies

Business Retention & Expansion 08

New Expansion Projects

Project	Source	Industry	Jobs	Capex	Bldg./Land	Notes
Raise	Direct	MFG	N/A	\$2 M	Existing	Met with company leadership to discuss expansion- Company is looking to add a new tech hub to existing facility
EES81	Direct	MFG	72	NA	Workforce Expansion	Staff met with client to discuss the new expansion and needs- set follow up for our Workforce Director and we are assisting with Quality Jobs Application

Existing Expansion Projects

REC	Direct	MFG	109	NA	Existing Building	Staff working on setting a follow up meeting to revisit workforce needs and see if where we can assist.
PAFI	Direct	MFG	50	\$21 M	Expansion to Co. owned land	Followed up with the company contact- They were awarded \$1.5 M from the OK BIEP state program - We Will continue to monitor expansion.
GEMINI	Consultant	MFG	15	\$3 M	TBA	Staff is scheduling time to meet with new leadership since firm was sold
Albany	Commerce	MFG	163	\$20 M	Existing Building	Staff wrote letter of support for Quality Jobs application and sent follow up meeting request to client
TINKER BELL	Direct	MFG	125	\$90 M	Existing Building	Communication with the company has been ongoing. Company deciding between BA and 1 other city for expansion-
ACCESS OPTICS	Direct	MFG	60	\$4.5 M	Expanding in current facility	The project is ongoing- Amber has been assisting with workforce-related items
PATHWAY SERVICES	Direct	MFG	30	\$7 M	Land purchased	Staff requesting follow up to reconnect on expansion efforts
SHOCK	Direct	Utility	50	N/A	28 acres	Provided resource overview to the company and we are working on running comp data for existing property that will be sold in the expansion

2022 Finished Expansion Projects

Blue Star	Direct	MFG	55	\$2.5 M	Existing Building	Company completed expansion project
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Business Attraction

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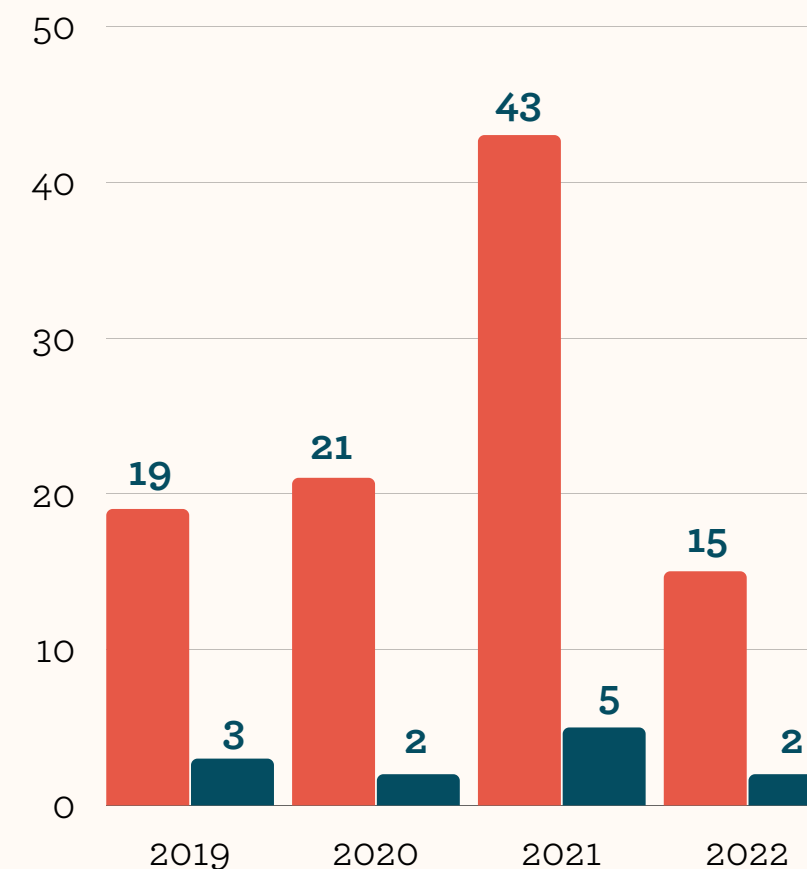
Attraction Projects Snapshot



■ RFPS ■ Site Visits

2022 Recruitment Trips

Event	Event Dates
Tulsa Futures Call Trip	TBD
Farnborough Airshow	July 2022
IEDC Annual Conf.	September 2022
NBAA Orlando	October 2022



Monthly Activity

- Attended site tour for new business opening in the Rose District-Busimobi
- Followed up and completed research for a local land owner looking to develop his land in NOS
 - Met with community planning
 - Met with the client and presented findings
- Created and submitted 2 RFPS to potential businesses for Broken Arrow
- Completed research and facilitated meetings with 5 potential new businesses or developments for BA
- Staff prepared for a local site visit from site consulting company in conjunction with the department of commerce
 - Site visit was postponed due to illness

Business Attraction

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New Attraction Projects

Project	Source	Industry	Jobs	Capex	Bldg./Land	Notes
MDI	Referral	Auto/Marine	N/A	N/A	5 Acres/50k SF building	Sent 2nd email to the client. Reached out to referral for phone #
CBA	Direct	Auto	20	NA	1-5 Acres	Client is still working with COBA on process

Existing Attraction Projects

POKEMON	Direct	Hospitality	10	\$50 M	20 acres	Project currently on hold as market conditions are assessed
SQUARE	Direct	MFG	30	\$7 M	20 acres	Follow up meeting has been scheduled.
Lewis	Direct	Retail	30	TBA	Land in negotiations	No new update on this project. Discussions with the client are ongoing with COBA- Additional research was provided from impact analysis

Closed Attraction Projects

None	None	None	None	None	None	None
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Business Attraction

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May RFP Responses

Month	Project	Source	Industry	Jobs	Capex	Bldg/Land Req	Notes
May	Benjamin	TF	Finance	190	N/A	35k-50k SF	Submitted Saint Francis building
May	Mercury	TF/ODOC	MFG	N/A	N/A	100k SF	Submitted 3 land options Creek 51

May RFPS- No Submission

Month	Project	Source	Industry	Jobs	Capex	Bldg/Land Req	Reason for not submitting
May	Pearl	TF/ODOC	MFG	2,077	\$1 B	250 Acres	Lack of available acreage with rail
May	Viking	TF/ODOC	MFG	107	\$106 M	150k-300k SF	No existing building 150k Sf with rail
May	Iron	TF/ODOC	MFG	200	\$2-3 B	100 Acres	Lack of acreage with rail service
May	Tachyon	TF/ODOC	MFG	500	\$15 M	30k-150k SF	No existing inventory with expandable acreage to 150k SF
May	Icarus	TF	MFG	121 - 1,045	\$70.25 M	150k 200K SF	Lack of existing building



CREEK 51 BUSINESS PARK

Did You Know?

Broken Arrow has a certified business park that is ripe for development! Creek 51 is certified Site Ready by the OK Department of Commerce. The site has 5-40 acre divisible lots in a 90-acre planned industrial park, located at the southwest corner of the Creek Turnpike and Highway 51 in Broken Arrow.

Business Attraction, Retention & Expansion

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May brokenarrowedc.com Analytics

	Users	Sessions	Pageviews	Avg. Session Duration	Total Cities	Top Outside Cities	Total Countries	Top Int'l CCountries
May	1,060	1,179	1,678	0:51	167	Tulsa, Independence, Dallas	20	India, Ireland, Canada
YTD	3,730	4,356	7,544	1:21	479	Tulsa, Dallas, OKC	40	Ireland, India, China

Existing Business & Citizen Requests

Industry	Issue or Request	Notes
Govt	Research	Provided agency with transportation research
MFG	Property Search	Tulsa region Manufacturer looking for 10k office/industrial space
Developer	Data Research	Helped local developer with fire code assistance
Developer	Data Research	Provided demographic profiles on existing commercial land
Govt	Data Research	Provided Rose District specific data and demographics

New Business Requests

Industry	Issue or Request	Notes
Retail	Property Search	Looking for space to open retail concept in the Rose District
Finance	Property Search	Mortgage company looking for new locations for expansion
Developer	Property Use	Discussed proposed uses for existing commercial land near NOS
F&B	City Referral	New food concept- provided contact information for different city staff
Service	Property Search	Provided local office/warehouse options for pest control company

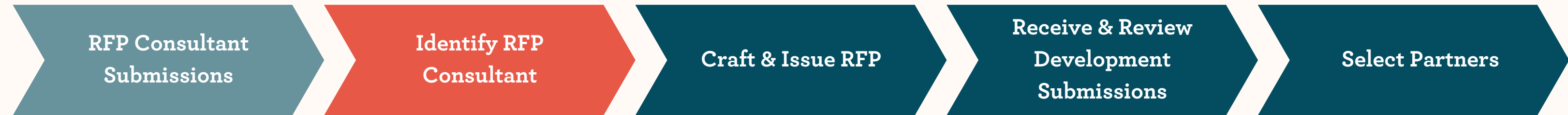
Total Requests: 10

YTD Requests: 47

Innovation District & Development

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Projected Timeline 2022



Monthly Activity

- Staff met with Site Selection Group to go over initial planning steps and scheduled community visit
- Facilitated Innovation District Incentives meeting to go have open discussion with COBA on possible economic incentives
- Created Innovation District one sheet marketing collateral

INNOVATION DISTRICT
BROKEN ARROW, OK

WHAT IS AN INNOVATION DISTRICT?
Brookings defines them as dense enclaves that merge the innovation and employment potential of research-oriented anchor institutions, high-growth firms, and tech and creative start-ups in well-designed, amenity-rich residential and commercial environments.

Broken Arrow's Innovation District boasts 90 acres of prime development with access to major highways and close proximity to a top 5 career tech system.

ABOUT BROKEN ARROW
We are one of the fastest-growing communities in the state of Oklahoma with a population of over 114,000. Part of the Tulsa MSA, Broken Arrow sits within a 45-mile radius of over 1 million residents and has a city labor force of over 61,000.

45-MIN DEMOGRAPHICS FROM SITE

• Population	1,014,442
• City Labor Force	515,907
• Med HH Income	\$57,285
• Med. Home Value	\$177,528
• Unemployment Rate	3.1%

*This rendering is for reference purposes only and does not represent the final layout or design of the development.

CONTACT US brokenarrowdc.com 210 N Main St, Ste C Broken Arrow, OK 74012 918-893-2100

MORE THAN A BUSINESS PARK
A SENSE OF PLACE

DISTRICT FEATURES

• Class A Office Space	• Collaborative Spaces	• Walkable
• Advanced Manufacturing	• Retail	• Authentic
• Advanced Engineering	• Shopping	• A Place to Gather
	• Entertainment	• Highway access
	• Educational alliances	

*These renderings are for reference purposes only and do not represent the final layout or design of the development.

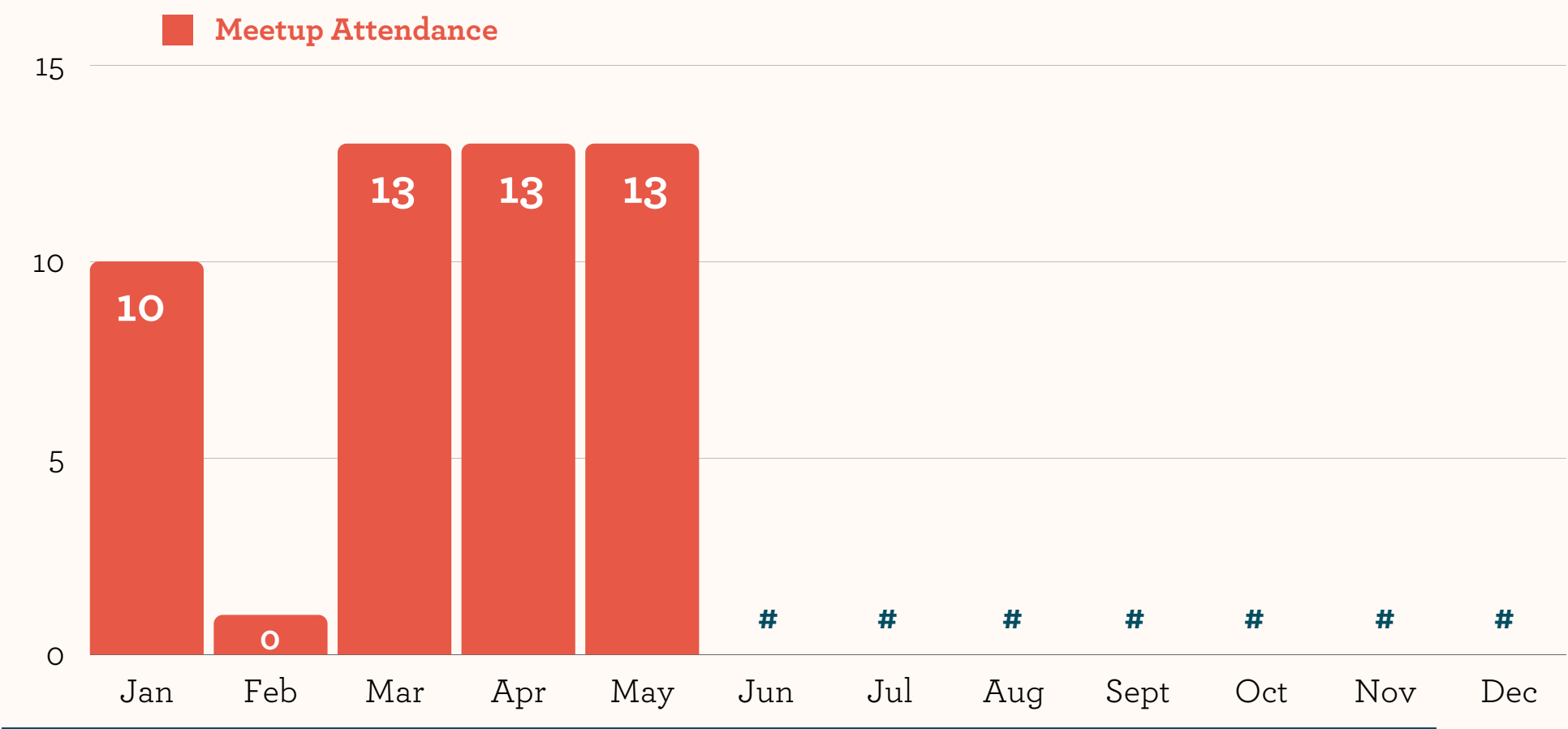
CONTACT US brokenarrowdc.com 210 N Main St, Ste C Broken Arrow, OK 74012 918-893-2100

Current Projects

Amplify BA
Identified action items and are planning implementation timeline

Business Resources
Staff began planning stages of investor resources for the edc website

TEDC
FASTTRAC is the new program we will launch in July



Monthly Activity

- Held our monthly Entrepreneurship Meetup at 6th-day snacks and the Next Step Kitchen just North of NOS down 101st
- Presented recap of entrepreneurship committee to the EDC Board
- Staff met with John Haney, local Speaker, to setup a free training on the entrepreneurial ecosystem for July
- Staff followed up with TEDC with 2 meetings and finalized the selection of programming for BA
- Solicited another business owner to serve on the entrepreneurship committee and they agreed to join

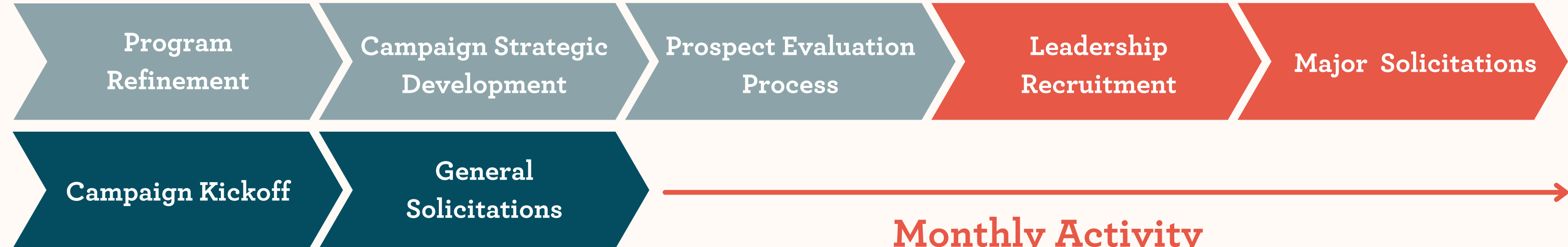


May 2022 Board Report

Investor Relations

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Amplify BA Timeline



AMPLIFY
broken arrow

Potential Investors
Engaged

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Monthly Activity

- Reconfigured leadership recruitment and have 1 more spot to secure
- 100% of the EDC board has been solicited for commitments
- One sheet by industry was completed for case for investment
- Continuing to facilitate door opener introductions through existing relationships
- A public kickoff date has been confirmed
- Staff setup Amplify BA campaign within our CRM

Research, Administration & Advocacy

- Organized CRM training session with City TED staff to determine best practices for HubSpot Data Collection
- Staff attended the Rose District Expansion meeting to participate in guiding future decisions
- Provided wage data for Broken Arrow company
- Organized monthly board and committee meetings, provided financial management, and organizational oversight
- Attended the Dept. of Commerce, Select OK, and Tulsa Futures update calls to stay apprised of current environment
- Staff attended Tulsa Regional Chamber OneVoice Washington D.C. Fly-In, representing Broken Arrow and to advocate for the region
- The staff attends BA City Council meetings for greater connection to development planning and to support business forward issues
- Chamber Lobbyist spent significant time at the Capitol representing and advocating for Broken Arrow on specific bills to ensure continued economic development

City Economic Indicators

	Residential Starts	Commercial Starts	Cert. of Occ	Sales Tax Reported	Percent Change	Use Tax Reported	Percent Change
May	47	0	16	\$5,775,360.77	8.7% from May 2021	\$947,125.17	6.3% from May 2021
YTD	246	6	50	\$27,726,493.03	14.5% from 2021	\$4,621,089.71	15.7% from 2021

Team Broken Arrow

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Our Mission

The Broken Arrow Economic Development Corporation strives to create wealth, jobs, and economic growth through the creation, attraction, and retention of business and talent in the community while facilitating innovation and creativity. BAEDC is a partnership of and governed by the business community, the municipality and education partners.

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BROKEN  ARROW

ECONOMIC DEVELOPMENT CORPORATION

Thank You