

Economic Development Activity Update March 2021

BAEDC, under the direction of the Broken Arrow City Council, has been laying the foundation for an employment, housing and education initiative called **the Innovation District**. Voters approved infrastructure improvements in the 2018 general obligation bond for this project.

The Innovation District is envisioned as a campus environment that will be in southern Broken Arrow with easy access to the Creek Turnpike. Officials have reached an agreement and are currently finalizing details for land acquisition. In addition to land identification, BAEDC has been working to include education partners, existing industries, and developers.

By tying our education and workforce needs to growing companies that will be located in the same campus, the Innovation District will create the environment to develop a cluster of high-tech businesses,” said Jennifer Conway, President & CEO of the BAEDC and Chamber. “With the collaboration between government, the business community and our education partners at all levels, the workforce pipeline developed will be cutting edge, and will no doubt attract innovative companies with high paying jobs and talent to Broken Arrow.”

Conway went on to explain that more details are forthcoming. “We wanted to share the next vital step to making the vision of the innovation district a reality. We are very grateful to all our partners and the Broken Arrow voters for making this happen.”



Staff

Jennifer Conway
President & CEO

Darla Heller
Sr. Vice President ED

Michelle Ondak
Marketing Director

Amber Smith
Workforce Manager

Scott Tomlinson
Intake Specialist

BAEDC 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.



**Are you
interning in
Broken Arrow
this summer?**

Sign up today for

**Route
21
BA**
Connecting Leaders to Broken Arrow

Business Retention and Expansion

Committee Members:

Chair: Jennifer York Jezek
Greg Graham
Norm Stephens
Aaron Morris
Councilor, Scott Eudey

Companies Visited this Month

Zeeco
Regal Cinemas
Molded Products
FlightSafety
Oseco
Alfa Laval
Paccar Winch
Windstream
Pattison Metal Fab
American Wheatley
Life at the Ridge
Scott Rice
Nabholz
Paragon Films

**14 Visits
This Month**

(Workforce visits not included in this total)

Our **business retention and expansion program** focuses on identifying needs and possible incentives for established businesses to encourage continual growth and improved productivity. Our economic development team specializes in services to help you expand or retain your business. Broken Arrow EDC staff coordinates with the City of Broken Arrow to ensure business needs are being met, challenges are being managed, and new expansions are identified.

Goal: Success is that Broken Arrow experience a net positive growth rate through job creation and increased tax collection.

Total Company Visit Metrics:

2021 YTD	59
2020	153
2019	103

(Above total includes Workforce Visits with duplicate companies removed.)

Expansion Projects - Open

Project	Source	Target Industry	Jobs	Capex	Bldg./Land Expansions	Notes
Referee	Direct	Manufacturing	73	\$7M	20K SF addition	City economic development agreement being developed
Gemini	Consultant 2020 & Direct 2021	Manufacturing	15	\$3M	TBA	Covid slowing down - New leadership hired locally, still working out the details of expansion. Staff working to provide assistance with property.

Activities this month:

- Staff sent a newsletter to the business community identifying multiple available workforce programs and grant programs to help with international trade and workforce development.
- Staff is evaluating different CRM software to provide better tracking.

New Business Attraction

Committee Members:

Chair: Jennifer York Jezek

Members:

Greg Graham

Scott Wise

Norm Stephens

Aaron Morris

Councilor, Scott Eudey

The Broken Arrow EDC offers free, comprehensive assistance to site selection consultants and corporate location professionals seeking site locations in Broken Arrow, OK. Economic Development professionals at the BAEDC work as liaisons between companies and government officials, education providers and private sector resources. We have the answers to the business's relocation or expansion needs and look forward to building a lasting relationship with companies seeking new opportunities. Our services are free of charge and information is kept strictly confidential.

We conduct building and site searches, identifying possible incentives, zoning/permitting and regulatory matters, identifying local resources and partnerships.

Goal: Success is a net positive annual job growth from retail, suppliers or related businesses and targeted diverse businesses locating in Broken Arrow over the next 3 years.

On Going Attraction Projects – Open

Project	Source	Target Industry	Jobs	Capex	Bldg./Land Requirements	Notes
Pokemon	Direct	Hospitality	10	\$50M	20 Acres	EDC considered the proposal in Feb. Proposal on hold until staff obtains feasibility study.
Square	Direct	Manufacturing	30	\$7 M	20 Acres	On hold due to Covid
Wink	Direct	Manufacturing	25	\$3M	20-50 SF	Still evaluating property
Perennial	Broker	Recycling/MFG	15	Unk	30K-50K SF	Staff has continued to follow up with no response
Homestead	Direct	Retail	<10	Unk	Retail Space	Owner has opened the business in March 2021!
Ultra	ODOC	Manufacturing	400	\$5M	100K SF	Raising capital
RipTide	ODOC	Manufacturing	60	\$5M	100K SF	Still in consideration
Subaru	Broker	Manufacturing	500	\$50M	100K SF	Raising capital

On Going Attraction/ Expansion Projects – Closed

Project	Source	Target Industry	Jobs	Capex	Bldg./Land Requirements	Notes
Homestead	Direct	Retail	<10	Unk	Retail Space	Owner has opened the business in March 2021!
Shock	Direct	Utility Transmission	30	TBA	TBA	Company focusing on KY operations.

RFP Responses

Month	Project	Source	Target Industry	Jobs	Capex	Bldg./Land Requirements	Notes
Mar	Blackbox	ODOC	Manufacturing	150	\$45M	150,000 - 200,000 SF	Looking for two sites - Phase 1 building and phase 2 permanent site.
Mar	Summer	Tulsa Chamber	Retail/Service	Ukn	Ukn	2-8 Acres	Equipment Rental Company - Submitted Commercial Lot at Creek51
Mar	NWGP	ODOC	Manufacturing	20	Ukn	20,000SF Building or 5 Acres	
Mar	Golden	Tulsa Chamber	Manufacturing	23	Ukn	20,000- 50,000 SF	
Feb	Sequel	ODOC	Manufacturing	700	\$150M	40-50 Acres Greenfield	USDA - Food Processing
Feb	Riptide	ODOC	Manufacturing	60	\$6M	85K-170K SF Existing	FDI - Supplier to Navistar - Site Visit: Feb 2021
Jan	Ultra	ODOC	Aerospace	400	\$5M	50K Existing	Site allows for future expansion. - Site Visit: Feb 2021

RFPs - Passed/Not Responded To

Month	Project	Source	Target Industry	Jobs	Capex	Bldg./Land Requirements	Reason
March	Nautilus	ODOC	Manufacturing	7500	\$2B	250-600 Acres	Required more land than available
March	Grip	ODOC	Manufacturing	2001	\$1.2B	300 Acres	Required more land than available
March	9652	ODOC	Manufacturing	500	\$400M	100-200 Acres	Completed and not submitted after new adjacent land use requirements added
March	Darwin	ODOC	Manufacturing	5200	\$3.5B	400 Acres	Required more land than available
March	Titan	ODOC	Manufacturing	115	\$120M	150 Acres	Required I-35 proximity and Rail Access
March	Icarus	Tulsa Chamber	Manufacturing	Ukn	Ukn	35,000 SF	Required Airport Land
Feb	Esprit	ODOC	Manufacturing	1,500	\$400M	250 Acres	Rail Adjacent to Site Required
Feb	XLRB	ODOC	Manufacturing	150-200	\$150M	150 Acres	Rail Required
Feb	Ice Age	ODOC	Call Center	800	\$15M	Existing 40K-80K SF	Plug & Play - no old box store locations accepted

Total	Proposals Submitted	Site Visits
2021 YTD	7	2
2020	23; (21 actual & 2 mock)	2
2019	19	3

Direct Business Requests

Name/Business	Source	Industry	Jobs	Capex	Bldg./Land Requirements	Notes
Eppler	Called	Unk	1	N/A	Single office, locking door.	Started reaching out in 2020, staff has provided multiple searches. Hoping to find shared office amenities
Drum World	Referral	Retail	8	TBA	9-20K SF	Project on hold due to current building damage.
Ah-sigh-e	Referral	Retail	Unk	Unk	1,000Sq Ft - must have drive through, must be inexpensive	First touch: July 2020. Feb 2021: Connected owner with broker for newly available space.
NexGen Fitness	City of BA	Retail	Unk	Unk	2,000 sq. ft, high density, high income	Continued follow up with owner. No response since Dec 2020.
Dougherty	Called	Retail	Unk	Ukn	1,600 sq ft on Kenosha	Marijana retail location.
Aire Internet	Called	Telecom	Unk	Unk	Ukn	Reached out to BAEDC and Tulsa Regional Chamber. Staff has returned call without success - interest in bringing new fiber offerings.
Misek	website	Retail/service	Ukn	Ukn	Ukn	Interest in opening a laundrymat in New Orleans Square. Staff has emailed without response.
Harrison	Called	Construction	2	Ukn	Ukn	Interested in starting a business flipping houses in Broken Arrow - needed resources for starting a LLC.
Hawks	Emailed	Recreation	Ukn	Ukn	Ukn	Interested in large warehouse space for sports league.

Total	Direct Requests
YTD 2021	9

Strategy	Monthly Activity
Pursue diverse industry clusters that align with Broken Arrow's strengths and resources while promoting existing properties in Broken Arrow for business location.	<ul style="list-style-type: none"> Meeting with sports league and city of Broken Arrow TED team to discuss the possibility of using space at the community center for basketball courts. Participated with ODOC's Virtual IMPACT MFG Trade Show (direct meetings with companies) <ul style="list-style-type: none"> Relion Manufacturing Maytronics US INX Alba-Americas Rand Whitney Leonardo DRS Participated in Tulsa Chamber's Target Tulsa virtual meetings with site consultants <ul style="list-style-type: none"> McGuireWoods Consulting Strategic Development Group Atas Insight
Work in association with City of BA ED staff to identify and target retail and attractions that are suitable for South BA, 101st St, Rose District, and North BA.	<ul style="list-style-type: none"> Assisted City of Broken Arrow with research used determining funding stream for South Broken Arrow announcement of mixed use development.
Target diverse industries and investors to build spec buildings or invest in business parks. In 2021 encourage either building a spec building or have a development for building ready or site certification for a Broken Arrow park.	<ul style="list-style-type: none"> Staff reached out to two developers to discuss building spec due to the uptick in economic activity.

BrokenArrowEDC.com Analytics

	Users	Sessions	Pageviews	Avg. Session Duration	Total Cities*	Top Outside Cities*	Total Countries*	Top International Countries*
2021 YTD	5,429	6,622	13,045	1:34	398	Tulsa, Dallas, OKC	39	Brazil, India, Finland
March	2,461	3,023	7,633	2:25	217	Tulsa, Dallas, OKC	23	Brazil, Finland, India
Feb	1,405	1,660	2,579	0:55	173	Tulsa, Dallas, Jenks	26	Brazil, India, Finland
Jan	1,668	1,939	2,833	0:48	187	Tulsa, Dallas, Wichita	21	India, Philippines, China

2020 <i>Jul - Dec</i>	2,265	3,020	6,122	1:54	253	Tulsa, Dallas, OKC	26	Canada, Taiwan, UAE
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**Duplicates will be removed from YTD Totals. EX: if a country visits in Jan and Feb, it will only count once.*

Activities This Month:

- Staff was notified at the end of 2020, abruptly that the property data provider for the website would be closing its doors. Staff continued discussion with the Oklahoma Department of Commerce and data providers on an alternative for site data feed.
- Staff met with the Chamber team to discuss the roll-out of Livability Magazine to promote Broken Arrow.
- Staff met with LeadForensic, a company focused on lead generation from website hits, to discuss possible future use and how their service could benefit an EDO.
- Staff met with Wagoner County Assessor to plan for faster RFP responses.
- Staff worked with Tanner Consulting on site certification for Creek51.
- Staff has joined the newly founded Select Oklahoma's Marketing Committee appointed as the Chair. Staff spent over 10 hours in March working to set marketing goals for the statewide organization for 2021.

Planned Trips

Destination	Staff Participating	Event Dates
Dallas Consultant Call Trip	Darla Heller	Rescheduled
IMPACT Manufacturing (Virtual)	Darla Heller	March 1-5
Dallas Call Trip	TBA	May 18-20
Fab-Tech	Darla Heller	September 13-16
Southern Automotive Conf.	TBA	October 13-15
NBAA Business Aviation (Aerospace)	Darla Heller	October 12-14

Innovation District

Committee Members:

Chair: Chris Jungers
Mayor Craig Thurmond
Ted Cundiff
Norm Stephens
Jim Beavers
Rob Whitlock
Michael Spurgeon
Scott Wise
Jennifer Conway
Darla Heller

Success is by 2024 we've built the comprehensive plan, secured funding and identified industry and educational partners to construct a collective space and develop programming foster development through an innovation model.

Activities This Month:

- Staff attended a 2 day Cyber Summit to identify any possible avenues of information that may be relevant to attracting tech businesses to the innovation district.
- Organized and facilitated Innovation District committee meeting.
- Staff led negotiations for land obtainment.
- Participated and prepared press for City of BA led announcement on land obtainment.

Fund Development

Committee Members:

Chair: Davis Robson
Steve Allen
Jennifer Conway
Scott Wise
Councilor, Scott Eudey

The Broken Arrow EDC relies primarily on funding from the City of Broken Arrow currently. To ensure that the strategic plan is carried out fundraising is required. Leadership understands that alternate sources of funding must be obtained in 2020 and beyond to ensure the organization meets the needs of the Broken Arrow business community.

Goal: The BAEDC will receive 30% of its funding from local investors by 2024.

Strategy	Monthly Activity
Increase private investment for short-term needs.	<ul style="list-style-type: none">• Staff continues to encourage investment.
To provide for long term funding, the EDC will assess the need for a capital campaign in 2021 to ensure that the organization remains fluid for the future.	<ul style="list-style-type: none">• Staff forecasting funding needs for the next 3-5 years based on strategic plan.

Private Investment:

Month	Amount	Notes
YTD	\$16,500	
Dec 2020	\$16,500	Advance BA Investment

Entrepreneurship and Business Resources

Committee Members:

Chair: Scott Wise
Councilor, Debra Wimpee
Jennifer Conway
Michelle Ondak

(Committee has been combined with Broken Arrow Chamber’s Business Resources Committee)

Goal: Success is having a fully functioning, funded program by 2023 in order to diversify and grow the business base of small businesses (fewer than 25 employees) within selected researched targets.

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. We lead and participate in several initiatives aimed at developing Broken Arrow’s entrepreneurial ecosystem, and together with the City of Broken Arrow, we are making strides on the development of a state-of-art Innovation District to promote connectivity and collaboration.

Strategy	Monthly Activity
Address needs for programming in entrepreneurship/small business development through awareness and resource brokering.	<ul style="list-style-type: none">● Prepared letter of support for Northeastern State University’s Entrepreneurship Certificate and online programming.● Met with the Business Resources Committee and evaluated feedback.● Created a survey for BA Chamber membership to gauge what resources they needed most when starting their business.
Develop mentoring programming (BACE: Broken Arrow Center for Entrepreneurship) that addresses retail and targeted industries.	<ul style="list-style-type: none">● Committee determined to combine this work with the Chamber committee to maximize resources. EDC continued work with the existing Chamber Business Resources Group.
Start the process of developing a local angel network that is focused on Broken Arrow investments.	

Workforce and Talent Development

Committee Members:

Chair: Dr. Steve Tiger

Michael Spurgeon

Scott Wise

Dr. Janet Vinson

Councilor Christie Gillespie

Councilor Johnny Parks

Marlon Goodwin

Kimberly D. Green

Goal: Success means we have the skilled and educated employees we need to meet the demands for current and new businesses and a strong pipeline to ensure we have the workforce beyond today.

The BAEDC aids area businesses with workforce recruitment and training by connecting them with the resources they need to be successful. This includes partnering with area education partners, assistance applying for incentives, and adding job listings (link to Chamber website job listings) to our website. Broken Arrow has access to a wealth of educational institutions that provide our citizens and workforce pre-k through master's degree education without leaving the city. Businesses can acquire highly skilled and educated employees and the BAEDC assist with up-skilling and retooling employees to meet the needs of our ever-changing business.



Companies Visited This Month:

DA/Pro Rubber
James INC
RISE Armament
J Degarmo Consulting
Lifetime Transmissions
Paccar Winch
Advance Alarms
SpotOn
MicahTek
FlightSafety
1-800 Water Damage of SE Tulsa
Cowan Group Engineering
Muskogee (Creek) Nation
Exterran
Armstrong Relocation

15
Visits
This Month

Strategy

Collaborate with education partners as well as business to create well-defined pathways for student/job seeker recruitment, training, and education that meets the existing and future needs of industries to ensure successful, lasting implementation creating multiple skilled talent pipelines in Broken Arrow in accordance with the key objects of the Broken Arrow Center for Workforce Excellence.

Monthly Activity

- Held 1st Quarter HR Roundtable that focused on addressing COVID vaccine in the workplace and women in manufacturing and the negative impact COVID-19 has had.
- Deployed Workforce Needs Survey to capture employer's workforce needs.
- Created Career Fair Sponsorship Guide for May Career Fair.
- Attended kickoff meeting for Premier Logistics grant at NSU BA.
- Finalized details for Route2BA Internship Program.

BAEDC staff will promote and operate the physical and virtual Work In BA Career Center as well as maintain www.workinba.com by matching Broken Arrow businesses with job seekers as well as resources to ensure talent needs are met. Additionally, staff will assist job seekers with placements, resources and training opportunities.	<ul style="list-style-type: none"> Dashboard demographics for Work In BA are available below for the month. Updated Route2BA landing page for targeted paid marketing. Staff is working on state-wide marketing effort for WCE.
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Work In BA Career Center Metrics

2021	Total Visits	Total Referrals	Placements	Jobs Posted in BA	Unemployment Rate	Job Seekers Engaged
YTD	23	23	1	2,451	-	72
March	9	10	1	1,157	Not Yet Listed	27
February	7	11	0	1,011	Not Yet Listed	24
January	7	2	0	283	5.3 (P)	21

4.8 (P) (Dec 2020)

Work In BA Facebook Analytics

2021	Total People Reached	Post Engagements	Page Views	New Page Likes
YTD	93,650	5,031	690	58
March	25,415	2,100	135	12
February	25,775	1,277	208	13
January	42,460	1,654	347	33

WorkInBA.com Analytics

2021	Total Visits	Geo: Broken Arrow	Geo: Tulsa	Geo: Other	Assessments Started:	Assessments Completed:	Resumes Started:	Resumes Completed:	Unique Job Postings:
YTD	1,312	448	217	564	133	104	60	27	33
March	676	220	110	346	54	44	27	10	21
February	327	113	52	162	34	26	19	8	7
January	309	115	55	56	45	34	14	9	5

Work In BA Digital Analytics

2021	Clicks to website	Google Ad Click Goal	Google Ad Clicks Recorded	% Goal Completed	CTR	Facebook Ad Click Goal	Facebook Ad Clicks Recorded	% Goal Completed	CTR
YTD	2,950	-	1,250	-	-	-	1,569	-	-
March									
February	1,386	380	525	138%	8.12%	700	812	116%	1.16%
January	1,564	550	725	132%	8.10%	600	757	126%	1.08%

Research, Administration, Advocacy

(Research, Administration, & Advocacy not tied to Committee)

BAEDC provides research to companies growing or expanding in Broken Arrow as well as information to the City of BA. The staff also stays abreast of current legislation and governmental policy to educate businesses of changes as well as address concerns that hinder economic growth. Additionally, BAEDC staff is responsible for the day to day administration of the organization that has 5 employees.

Summary of Monthly Activity:

Research:

- Staff researched the effects of multi-family housing on crime rates for the city TED team.
- Staff provided research to Broken Arrow Chamber luncheon speakers on healthcare in Broken Arrow.
- Staff prepared HOA information by income and age group, and provided research to small business owners.
- Staff provided Tax Records to the Realty Advisor in New York interested in assets in Oklahoma.
- Staff provided a list of manufacturing companies in Broken Arrow to Chamber Staff for membership meeting.
- Staff provided research to the City of Broken Arrow TED team on stability of the office market since COVID-19 pandemic.
- Staff provided research to the City of Broken Arrow TED team on Multi-Family Occupancy rates in Broken Arrow historically and presently.
- Staff provided research to City of Broken Arrow Mayor Thurmond on business growth in Broken Arrow from 2001 to present.

Administration:

- Staff attended the monthly Covid-19 Update Call with the Oklahoma Department of Commerce to stay informed on upcoming statewide programs and current issues.
- Organized monthly board meeting and special board meeting, provided financial management, and organizational oversight.
- Staff met with Hubspot, a CRM and marketing platform, to evaluate use over current CRM.
- Staff has joined the newly founded Select Oklahoma's Governance Committee and spent over 4 hours in March working with economic developers across the state to develop a governance manual the organization will use for the foreseeable future as they work to promote Oklahoma.
- Staff attends all Broken Arrow City Council meetings for greater connection to issues and city developments.
- Staff attended IEDC "Showcasing Excellence in Your Community" webinar on annual awards program.

Advocacy:

- Staff participated in OEDC and GEDMT's passing of the gavel ceremony with the Governor's International Team and the newly founded Select Oklahoma. Staff visited with legislators at the capitol after the meeting to advocate for Broken Arrow and identify strategic meetings to promote business exposure outside of Broken Arrow.
- Staff continues to work with the Chamber Legislative advocacy group on weekly calls and monitor's economic development pending legislation.
- Provided detailed review of HB2929 to Select Oklahoma's Legislative Chair.
- EDC staff educated BA legislators on for economic development bills
 - SB387 amends manufacturing sales tax exemptions
 - HB2929 requires the Department of Commerce

City Economic Indicators:

	Residential Starts	Commercial Starts	Sales Tax Reported	Percent Change	Use Tax Reported	Percent Change
2021 Year to Date	171	6	\$14,584,315.23	7% <i>*From YTD 2020</i>	\$2,496,541.49	36% <i>*From YTD 2020</i>
March	69	3	\$4,536,289.45	-11% <i>*From February</i>	\$615,422.51	-42% <i>*From February</i>
February	61	0	\$5,072,074.45	2% <i>*From January</i>	\$1,060,057.41	29% <i>*From January</i>
January	41	3	\$4,975,951.33	9% <i>*From December</i>	\$821,061.57	1% <i>*From December</i>
2020	847	51	\$55,946,655.56	6%	\$7,799,548.05	41%
2019	571	150	\$52,825,964.40	3%	\$5,547,237.65	40%
2018	457		\$51,256,804.46	8%	\$3,967,691.22	21%
2017	508		\$47,678,600.19	17%	\$3,290,603.62	57%
2016	392		\$40,841,583.33		\$2,094,425.62	