



City of Broken Arrow

Legislation Details (With Text)

File #: 16-1131 **Name:**
Type: General Business **Status:** Agenda Ready
File created: 9/7/2016 **In control:** Downtown Advisory Board
On agenda: 9/13/2016 **Final action:**
Title: Presentation and possible discussion concerning an update of activities and new business development in the Rose District, new marketing initiatives, and the new Rose District Brand Manager, by a member of the Broken Arrow Economic Development Corporation

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
9/13/2016	1	Downtown Advisory Board		

**Broken Arrow Downtown Advisory Board
Meeting of: 9-13-2016**

To: Chairperson and Board Members
From: Office of the City Manager
Title: Presentation and possible discussion concerning an update of activities and new business development in the Rose District, new marketing initiatives, and the new Rose District Brand Manager, by a member of the Broken Arrow Economic Development Corporation

Background:

Mr. Warren Unsicker, Vice President of Economic Development with the Broken Arrow Economic Development Corporation will provide an update on activities, business development and introduce the Rose District Brand Manager.

Business Development Update:

In the past few months several new business' have opened or they are set to open. Plum Wild, Roll-O's Bakery, and Six Ducklings Children's Boutique are now opened. Cheri Ann's is near completion, with a new furniture store in the process of opening.

Update on 305 N Main

Staff from the City and Broken Arrow Economic Development Corporation are in the final review process of the Request for Proposals from Developers in the Tulsa Metro area, for a mixed use project to located at 305 N. Main Street.

New Marketing Initiatives

A new Facebook Live series promoting the many businesses and happenings in the Rose District has been launched. Reviews for the series have been extremely positive.

New Hire

The BAEDC recently hired a new Rose District Brand Manager to manage the public image of the Rose District.

Cost: **None**

Prepared By: **Norman Stephens, Assistant to the City Manager / Economic Development Coordinator**

Reviewed By: **Development Services Department**
 Legal Department

Approved By: **Norman Stephens, Assistant to the City Manager / Economic Development**
 Coordinator

Attachments: **None**

Recommendation:
No action required.