



# City of Broken Arrow

## Legislation Details (With Text)

**File #:** 19-1346 **Name:**  
**Type:** Presentations **Status:** Agenda Ready  
**File created:** 10/28/2019 **In control:** Broken Arrow City Council  
**On agenda:** 11/5/2019 **Final action:**  
**Title:** Presentation by Ghost Creative on the Shop Local messaging and visuals  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** 1. Broken Arrow Concept Messaging

Date	Ver.	Action By	Action	Result
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### Broken Arrow City Council Meeting of: 11-05-2019

**Title:**  
Presentation by Ghost Creative on the Shop Local messaging and visuals

#### Background:

In order to help local businesses stay profitable and generate much needed sales tax revenue for the City, staff has retained the services of Ghost Creative and Anglin Public Relations to develop a strategic marketing plan outlining specific activities that will engage residents to shop locally within Broken Arrow.

Ghost will present the main concept message and visuals to gather feedback from Council members.

**Cost:** \$0  
**Funding Source:** N/A  
**Requested By:** Krista Hemme, Director of Communications  
**Approved By:** City Manager's Office  
**Attachments:** Broken Arrow Concept Messaging

**Recommendation:**  
As Council directs.