



# City of Broken Arrow

## Request for Action

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**File #:** 16-1131, **Version:** 1

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### **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.