



City of Broken Arrow

Request for Action

File #: 17-1824, Version: 1

**Downtown Advisory Board
Meeting of: 03-14-17**

To: Chairman and Board Members
From: City Manager's Office
Title: Presentation by representatives of the Broken Arrow Economic Development Corporation and City Staff concerning Rose District Promotions, Business Development, Request for Proposal and the closing of the Ice Skating Rink

Background:

Mr. Cody Mosley, Executive Director, Community and Retail Development for the Broken Arrow Chamber of Commerce, will update the Downtown Advisory Board on activities in the Rose District. It is anticipated that he will review the following items:

- ICE SKATING RINK - Due to warmer temperatures, the ice skating rink officially closed on February 1, 2017. The operators are very hopeful to bring this back to the Rose District in December of 2017. Our last update indicated over 7,500 skaters enjoyed the ice rink.
- BUSINESS DEVELOPMENT - Chamber Staff continue to meet with prospects interested in additional development within the Rose District.
- ROSE DISTRICT PROMOTION - Throughout all of the Chambers social media outlets, we've developed a following of more than 20,000 people, which we share daily updates about events taking place within the Rose District. Broken Arrow Chamber Brand Manager, Lauren Meyer visits with sales tax producing businesses on a weekly basis to learn different opportunities to promote using social media, earned media and billboard on the Broken Arrow Expressway.
- REQUEST FOR PROPOSALS - Chamber staff issued a revised Request for Proposals (RFP) for the City owned property at 305 N. Main. This revised RFP includes modifications to the original RFP, for the former church property.

Cost: None
Prepared By: Norman Stephens, Assistant to the City Manager / Economic Development Coordinator
Reviewed By: Legal Department
Approved By: Norman Stephens, Assistant to the City Manager / Economic Development Coordinator
Attachments: None

Recommendation: No action required.