



City of Broken Arrow

Request for Action

File #: 17-2179, Version: 1

**Downtown Advisory Board
Meeting of: 05-09-17**

To: Chairman and Board Members
From: City Manager's Office
Title:

Presentation by the Broken Arrow Chamber of Commerce concerning the Rose District

Background:

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

BUSINESS DEVELOPMENT

The Chamber hosted a Rose District Retailer meeting on May 4th at the Chamber offices. The purpose for the meeting was to get feedback from retailers regarding challenges the brick + mortar stores are facing.

ROSE DISTRICT PROMOTION

Chamber Staff are working on a new social media strategy that will better optimize the followers on social media. The new strategy will incorporate live video posts throughout the Rose District featuring events, shops, and things to do.

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 billboards on the Broken Arrow Expressway.

Live music is coming to the Rose District Plaza starting June 1st. Live music will be held on Thursday nights running from June through the end of August.

The Farmer's Market and Fountain have returned to the Rose District Plaza. The Farmer's Market is held on Saturday mornings and Tuesday evenings.

Cost: \$0

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Development Coordinator

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 Norman Stephens, Assistant to the City Manager / Economic
 Development Coordinator

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

Attachments: **None**

Recommendation:

Informational only, no action required.