



# City of Broken Arrow

## Request for Action

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**File #: 17-2313, Version: 1**

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### **Broken Arrow Downtown Advisory Board**

**Meeting of: 06-13-2017**

**To: Chairperson and Board Members**

**From: Office of the City Manager**

**Title: Presentation by the Broken Arrow Chamber of Commerce concerning Rose District Business Development and Promotions and related discussion**

#### **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 Rose District. Some of the items to be discussed include the following:

#### **BUSINESS DEVELOPMENT**

Chamber Staff is meeting with retailers in an effort to increase shoppers through additional promotion and events. These meetings have allowed Rose District retailers to generate ideas by allowing Chamber Staff to engage directly with business owners.

Chamber Staff promoted opportunities in the Rose District at local events as well as the 2017 International Council of Shopping Center Recon, held in Las Vegas, Nevada

A few storefronts have undergone change in recent weeks. Chamber Staff have been working with businesses and property owners to make sure occupancy rates remain near 100%. Many property owners reported anything rumored to becoming vacant has been met with increased demand and interest from business owners looking to located in the Rose District.

#### **ROSE DISTRICT PROMOTION**

Thursday Night Live series began June 1st and continues weekly through the end of August. Mark Gibson and Travis Linville kicked off the season. June 15, 2017, Chloe Johns and Ben Neikirk are performing and Rose District retailers have teamed up with this event to start "Giveback Thursdays", with profits supporting local charities.

The Museum Broken Arrow is hosting a Smithsonian exhibit entitled "The Way We Worked". The exhibit will run through July 7, 2017.

Chamber Staff attended the planning meetings and public forums for the Rose District

overlay plan. Staff continues working with City personnel on potential challenges and elements, the community has supported.

**Cost:** \$0

**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:**  
Informational only, no action required.