



City of Broken Arrow

Request for Action

File #: 17-2510, Version: 1

Broken Arrow Downtown Advisory Board

Meeting of: 09-12-2017

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

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

Chamber Staff is continuing to meet with prospective businesses interested in the Rose District. Recently, businesses have been in direct contact with property owners to discuss potential lease opportunities as a result of Chamber staff staying aware of interested parties and pending available real estate. It is expected that an announcement will be made in August concerning a new business locating along Main Street.

Chamber Staff continues to work with existing businesses on a monthly basis for promotion of the Rose District. Along with regularly scheduled monthly meetings, separate groups meet throughout the month to plan events and brainstorm ways to draw attention to the Rose District.

Chamber Staff also introduced the first “Retail Bootcamp” series to provide educational opportunities to existing Rose District businesses through a partnership with Oral Roberts University.

On August 1st, City Council entered into an agreement with Milestone Capital LLC for the city-owned property on the north side of the Rose District. The project will feature four stories of a mixed-use development featuring residential and commercial space.

ROSE DISTRICT PROMOTION

Thursday Night Live series has continued throughout July. These live-music events are held every Thursday night at Rose District Plaza. Due to excessive heat, the events were pushed back to start at 7:30, the events will continue to run through the end of August.

The Rose District boasts a total reach of 21,554 on social media. Year to Date, social media platforms have reached over 1,500,000 potential customers.

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:
Presentation only, no action required.