



City of Broken Arrow

Request for Action

File #: 17-2760, Version: 1

**Downtown Advisory Board
Meeting of: 10-10-17**

To: Chairman and Board Members
From: City Manager's Office
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 pleased to announce Rocket Fizz, Turquoise Hanger and Alli Balli Boutique have joined the Rose District. Rocket Fizz and Turquoise Hanger will be located in the Main Street Square shopping center and Alli Balli has opened at 118 W. Dallas. Rocket Fizz and Turquoise Hanger plan to open Fall of 2017.

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 is planning the second "Retail Bootcamp" series in early November. This boot-camp will help new and established retailers with target marketing, finances including cash flow and more.

ROSE DISTRICT PROMOTION

Chamber Staff is preparing for the holiday season with programming in partnership with the Rose District Ice Skating Rink. Planning for decorations along Main Street is well underway.

The Rose District boasts a total reach of 23,203 on social media. Year-to-Date, social media platforms have reached over 1,700,000 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: Informational only, no action required.