

ECONOMIC DEVELOPMENT AND MARKETING

GOAL: Develop a world-class economic development program and aggressively market Broken Arrow's strengths to residents and potential businesses.

STRATEGIES:

1. Develop an organizational and funding structure for the BAEDC.
2. Develop a new BAEDC website.
3. Develop a 5-year capital campaign.
4. Develop and administer a database of prospects in target industries and communicate by monthly e-newsletter.
5. Host a Familiarization Tour ("fam tour") for 5-10 national site selectors.
6. Enhance Broken Arrow's role as a regional economic development player.
7. Communicate marketing and economic development results to constituents.
8. Continue to pursue the design of a new community brand and logo.

BUSINESS CLIMATE

GOAL: Ensure an excellent business climate for business recruitment, retention, and entrepreneurial activity

STRATEGIES:

1. Establish target industry working groups for each of the five primary target industries (Advanced Manufacturing, Distribution and Warehousing, Software and IT, Health Services, Business Services).
2. Expand programs to support, expand and retain existing businesses.
3. Pursue the development of a high-tech incubator.
4. Establish the Broken Arrow Entrepreneurs' Association (EA) to support entrepreneurial activity.
5. Customize incentive policies to attract targeted business growth.
6. Establish a Broken Arrow Angel Network.
7. Establish the Broken Arrow Technology Council (BATC), dedicated to addressing the needs of local technology companies and encouraging the adoption of high-tech initiatives throughout the community.
8. Along with the Tulsa Area Partnership and the Metro Tulsa Chamber of Commerce, lobby the State of Oklahoma to continue to lower workers' compensation rates.
9. Develop and implement a specific strategy of business development and support aimed at women and minority owned businesses.

WORKFORCE DEVELOPMENT AND EDUCATION

GOAL: Develop effective and integrated workforce development and education programs to support area businesses

STRATEGIES:

1. Establish a Workforce Development and Education Council to form strong linkages between workforce consumers with development providers in the education communities.
2. Encourage workforce skill assessments for local companies and educational institutions.
3. Establish workforce training programs in each of the five target industries.
4. Seek to attract more young professionals.
5. Support and promote programs and degrees at Northeastern State University-BA as it becomes a premiere, regional four-year university.
6. Ensure K-12 education has strong partnerships with the business community.

SITES AND INFRASTRUCTURE

GOAL: Maintain and enhance infrastructural capabilities throughout Broken Arrow

STRATEGIES:

1. Work with local developer to identify sites for class A office park and offer assistance as needed.
2. Conduct a broadband capacity study of Broken Arrow.
3. Develop master plan for vacant retail storefronts.
4. Strengthen key parts of Broken Arrow's infrastructure to make the area more attractive to target industries.
5. Develop feasibility study for additional high schools in the city.
6. Explore the possibility of constructing a "Telework" Center in Broken Arrow.

LIVABILITY

GOAL: Enhance the livability and attractiveness of Broken Arrow

STRATEGIES:

1. Improve the visual image of Broken Arrow
2. Focus on enhancing and strengthening Broken Arrow's unique downtown and Main Street corridor
3. Seek to attract high-end retail establishments
4. Expand the diversity of entertainment and cultural offerings in the area.
5. Develop a downtown WiFi coverage area



BROKEN ARROW

Where opportunity lives

*Broken Arrow Economic Development Corporation
Broken Arrow Area Chamber of Commerce*