



## LETTER FROM THE CEO

As the President & CEO of the Broken Arrow Economic Development Corporation (BAEDC), I want to stress the vital role economic development plays in our community. It's not just a corporate effort; it impacts every aspect of our community life, shaping our prosperity and quality of life.

In 2023, Broken Arrow has experienced significant growth, and as community leaders, our duty is to sustain this progress. Economic development is key to creating jobs, attracting businesses, and reinforcing our community's foundation. By investing in local businesses, fostering innovation, and supporting education, we can ensure Broken Arrow remains a vibrant hub for residents and businesses.

At the BAEDC, we're dedicated to actively participating in economic development, collaborating with local organizations, and using our resources to contribute to our community's growth. Together, we can ensure Broken Arrow thrives economically, providing a flourishing environment for generations to come.

Thanks to the City of Broken Arrow, our community partners, and our Board of Directors for your commitment to our city's prosperity. Let's continue building a stronger, more vibrant community for all.

Jennifer Conway  
President & CEO, Broken Arrow Economic Development Corporation



**NIK DUFFLE**  
VP of Economic  
Development & Innovation

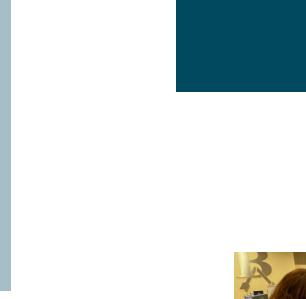
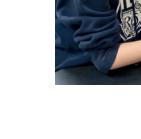


**AMBER MILLER**  
Senior Director of  
Economic Development

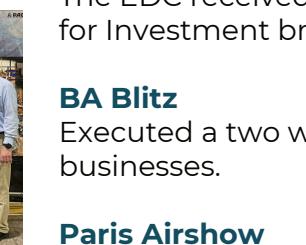


**MEGAN PARRIS**  
Marketing & Research  
Manager

Scan here to view  
the BAEDC Board  
of Directors



**DE'ANDRE FAHIE**  
Director of Workforce  
Development & Talent Attraction



## 2023 HIGHLIGHTS

### Alfa Laval Announcement

Alfa Laval announced the relocation of manufacturing from New York to Oklahoma with the creation of 30 new jobs.

### Blue Bell Creameries

Blue Bell announced a \$78M cold storage expansion creating 15 new jobs.

### Career Fairs

BAEDC hosted two career fairs with more than 40 employers and impacting more than 225 individuals.

### Career Days

Facilitated the Healthcare & Manufacturing Career Day at local high schools impacting more than 6,000 students.

### Incentive Policy

EDC in partnership with the City of BA launched a new incentive tool for new economic development projects.

### IEDC Silver Award

The EDC received a Bronze award from the IEDC for its Amplify BA Case for Investment brochure.

### BA Blitz

Executed a two week campaign to meet with and thank over 100 BA businesses.

### Paris Airshow

The EDC attended the international airshow to recruit and attract new businesses to BA.

## 2023 ANNUAL REPORT



**BROKENARROW**  
ECONOMIC DEVELOPMENT CORPORATION



## AMPLIFY STRATEGIC PLAN

### AMPLIFY BROKEN ARROW

#### Talent Attraction

Lead talent attraction efforts to meet the demand for higher wage jobs that enhances and cultivates a diverse workforce.

#### Workforce Development

Lead efforts to develop a cohesive ecosystem that trains, upskills, and retain a skilled workforce for Broken Arrow employers.

#### Business Retention, Expansion & Attraction

Spur economic prosperity and growth through the creation of new jobs and capital investment in Broken Arrow.

#### Innovation District

Facilitate the development of advanced manufacturing district with the objective to have it shovel ready by 2026.

#### Entrepreneurship

Develop a thriving entrepreneurial ecosystem with robust support networks that creates conducive environments to sustain the growth of diverse businesses.

#### Investor Relations

Deliver a comprehensive Amplify BA investor relations program for investors and stakeholders.

**AMPLIFY  
FUNDRAISING  
GOAL**

**\$2.53M**



## STATS AT A GLANCE



**427**

Business Retention Visits

**58**

COMMERCIAL

**652**

RESIDENTIAL

New Building Permits

**894**

New Jobs Announced

**\$121.3M**

Total Capital Investment in 2023

**835**

Potential New Jobs

**\$158.5M**

Potential Capital Investment By Existing Companies

**1,120**

Potential New Jobs

**\$240M**

Potential Capital Investment By Attraction Projects

**\$762.7M**

Manufacturing

**\$487.2M**

Retail

**\$460.9M**

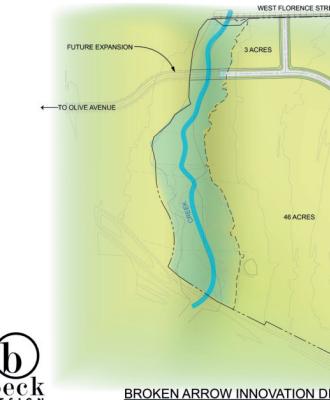
Construction

**\$4.9B**

Approx. Gross Regional Product 2023

**\$70.8M**

Sales Tax Generated in 2023



## INNOVATION DISTRICT

Situated on 90+ acres in South Broken Arrow, the City of Broken Arrow in partnership with the Broken Arrow EDC have laid the groundwork for an advanced manufacturing district to build upon the manufacturing foundation that has shaped Broken Arrow for decades. The district is designed to foster collaboration among cutting-edge industries, create an ecosystem for entrepreneurs, and train and develop our local workforce. With modern infrastructure and an industry-specific focus, the park is poised to become a hub for advancement in manufacturing, driving economic investment and high-wage job growth in Broken Arrow.

#### KEY 2023 DELIVERABLES

- Design Charrette**
  - Facilitated a collaborative workshop of community stakeholders to gather feedback on the design and amenities for the district.
- Hunden Feasibility Study**
  - Hunden presented a market and financial feasibility study on the viability of the Innovation District.
- Chattanooga Best Practices Trip**
  - Participated in the Broken Arrow Chamber Best Practices Trip where community leaders visited Chattanooga, TN to learn about their initiatives in workforce development, entrepreneurial programs, and public/private partnerships to facilitate development & innovation.

#### 2024 INITIATIVES

- Infrastructure Groundbreaking
- Branding & Marketing Plan
- Business Attraction Strategy

**BROKEN ARROW**

ECONOMIC DEVELOPMENT CORPORATION



**BROKEN ARROW**

Where opportunity lives