

## Economic Development - Factors Influencing Decisions

*A Message from City Manager Michael Spurgeon*

Since joining the ranks of the public administration profession, one of the top three questions I always get asked by residents relates to economic development and how it actually works. I often hear questions like, "when are we getting this store or that store in our city" or "why can't we get this or that business like So-in-So City?" Since joining the City of Broken Arrow in September 2015, people in the community often ask me about retail development in the south part of Broken Arrow and when it is coming. The issue has come to the forefront recently after the Hobby Lobby on South Elm closed and opened a new location at 751 E. Hillside Drive off the BA Expressway, near the busy Bass Pro Shops retail corridor. Many are now wondering why south Broken Arrow isn't developing the same way as north Broken Arrow.

First, I'd like to share with you what I've learned in my nearly 30 years of direct economic development activities, which is this: the recruitment of businesses to a community is an extremely fluid and dynamic process. I'd compare it to sausage-making in the sense that there's a lot that goes into it in order for a business to come out at the other end. More specifically, there are certain aspects of what I'll call the "process" that a City can influence, and then, there are others that are simply out of our control. For example, the two main tools in our proverbial economic development toolbox are: (1) the installation of infrastructure (e.g. road/streets, utilities and stormwater controls), and (2) the offering of financial incentives for attraction and retention. However, there's a trade-off that has to be considered, as any stimulus offered will come from anticipated sales or property taxes generated by the project. On the private sector side, please keep in mind that a company's ultimate decision on store placement/relocation is ultimately something we have limited influence over. Moreover, the business decision they make (on where to locate a new store) has both external and internal considerations. For example, three of the top external factors include: traffic counts in the area where they want to locate, household incomes in the target/market area, and the distance to any existing stores or competition.

### TRAFFIC COUNTS MATTER

At this time, the current traffic counts in the south part of our city, and specifically on the Creek Turnpike and surrounding areas, are nowhere near those on the Broken Arrow Expressway (Highway 51). Conversely, the development of the north end of town can truly be traced back to the City reaching an agreement with Bass Pro to bring a new store to town, which opened in 2005. Since then, this regional attraction, coupled with improvements made by the City, and increased traffic counts, have resulted in the continued growth in north Broken Arrow. However, it's taken over a decade to see the area reach its full potential. Other external factors companies take into consideration include sustainability, public safety, parks, and quality of the school system. We are recognized as one of the safest cities in Oklahoma, and our school systems are top-notch.

### SOUTH BROKEN ARROW IS GROWING

With regard to the south part of BA, we expect great things in the next few years. Currently, there are over 1,800 housing units that have been approved within two miles of the Warren Theater/Aspen Creek development. To date, just over 500 of those homes have been built. When the additional homes are completed, traffic counts in the area will increase and average household incomes will rise. Improvement in these two factors will hopefully help businesses justify making investments in this part of town. We have also had preliminary discussions with BA School officials about the placement of a new elementary center in the area. We have such great schools that such a decision will definitely

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## The Way We Worked - A Smithsonian Exhibit

*The Way We Worked*, an exhibit from the Smithsonian Institution, opens at The Museum Broken Arrow May 19 and continues through July 7. The exhibit uses videos, photos, interactive materials and artifacts to tell the story of the impact of work on American culture. *The Way We Worked* showcases how work became such a central element in American culture by tracing the many changes that affected the workforce and work environments over the past 150 years, exploring diversity in the professional world, and how we as individuals and communities identify with work through the experiences of multiple generations of families involved in the same industry.

The Museum Broken Arrow will host several special events and offerings in conjunction with the exhibit, with details available soon. For more information on The Museum Broken Arrow and *The Way We Worked*, visit [BrokenArrowMuseum.org](http://BrokenArrowMuseum.org) or call (918) 258-2616.



**Stay in touch!**

[www.brokenarrowok.gov](http://www.brokenarrowok.gov)

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help expedite growth in the area. Likewise, the City has positioned itself to reap the benefits of growth by widening Tucson and Aspen Streets and partnering with the developer to put in the infrastructure near the Warren Theatre. We also paid 80% of the costs to add exits onto Aspen from the Creek Turnpike. Finally, we have an incentive agreement with the developer to help him with recruitment. Quick note: at the City Council meeting on February 21, Development Services Director, Michael Skates, gave an awesome presentation on the current status of development in our City. You can view his presentation by going to [YouTube.com/CityofBrokenArrow](http://YouTube.com/CityofBrokenArrow).

### SUPPORT LOCAL BUSINESSES

Please note that under our current State of Oklahoma revenue model, the City's primary source of funding for services is sales tax dollars. Accordingly, when BA folks shop (everyday conveniences - e.g. gas, groceries, food, etc.) in other communities, you're actually helping pay for their city services (police, fire, parks, & roads) because the sales tax collected goes to them and not us. We hope you'd support our businesses when possible to help retain/create jobs and provide critical funding for Broken Arrow's services.

In closing, I can assure you that our Mayor, City Councilors, City Administration, and the Chamber's Economic Development Corporation absolutely agree we need more development in the south part of our City, and we are working aggressively every day to bring more shopping options to the southern part of town. On a personal note, my wife and I live in south BA and absolutely love it, and want nothing more than to see additional retail in south BA!

### Hazardous Household Waste Disposal Now Available Year-Round

Broken Arrow residents will now be able to dispose of their hazardous household waste any time of the year at the City of Tulsa's Household Pollutant Collection Facility. Broken Arrow residents will need to contact the M.e.t. at 918-584-0584 to schedule an appointment and receive a confirmation number. The appointment and confirmation number will allow residents to dispose of their waste at the Tulsa facility free of charge. The permanent facility is at 4502 S. Galveston Avenue in west Tulsa and is open Wednesdays and Saturdays from 8:00 a.m. to 4:30 p.m. A full list of what can and cannot be recycled at the permanent facility can be found at [www.brokenarrowok.gov/RECYCLE](http://www.brokenarrowok.gov/RECYCLE).

### Register Your Storm Shelter

The City of Broken Arrow maintains a database of storm shelters and safe rooms to assist emergency responders after a storm. If you have such a facility and have not yet registered it with the City, please take time to do so. An online form is located at [www.brokenarrowok.gov/STORMSHELTER](http://www.brokenarrowok.gov/STORMSHELTER). Or you may call 918-451-8309.

A reinforced underground storm shelter, storm cellar, enclosed basement or safe room is usually the safest place to go during a tornado. If you cannot get underground, remember the basic guidelines. Put as many walls between you and the outside as you can, and stay away from doors, windows and other openings to the outside. If you are outdoors and a tornado is heading your way, do not seek shelter under a bridge or overpass. Emergency officials say it is safer to lie flat in a low spot, as far from the road as possible.

## COMMUNITY CALENDAR

- Ongoing through October - Rose District Farmers Market** 4:00 - 7:00 p.m. on Tuesdays and 7:00 a.m. - noon on Saturdays.
- Ongoing through July - BA Recreation Youth Soccer Registration.** Boys and girls ages 4-18. Visit [www.bascok.com](http://www.bascok.com).
- May 2 — Broken Arrow City Council** 6:30 p.m., City Hall Council Chambers, 220 S. First St.
- May 5 — Community Bunco Bash** 6:00 p.m. Dinner and 7:00 p.m. Bunco. Broken Arrow Senior Center. Tickets are \$10 in advance or \$12 at the door. For details, call 918-259-8377.
- May 6 — Mom & Me Hike** Ray Herral Nature Park, 7101 S. 3rd Street. Call 918-615-6099 for details.
- May 6 — Rose Festival** 8:00 a.m. to 3:00 p.m. Rose District Farmers Market Plaza.
- May 6 — Rooster Days Run**, 8:00 a.m., Chisholm Trail South Park, 4000 E. New Orleans Street
- May 11 — Planning Commission** 5:00 p.m., City Hall Council Chambers, 220 S. First St.
- May 13 — Rooster Days Parade**, 10:00 a.m., Main Street
- May 11-14 — Rooster Days Festival** (see related story)
- May 16 — Broken Arrow City Council** 6:30 p.m., City Hall Council Chambers, 220 S. First St.
- May 20 ~~May 21~~ — Camp Bandage** 10:00 a.m. to 3:00 p.m. ~~8:00 a.m. to 3:00 p.m.~~, Chisholm Trail South Park, 4000 E. New Orleans St. Phone: 918-857-9394
- May 25 — Planning Commission** 5:00 p.m., City Hall Council Chambers, 220 S. First St.
- May 26 — Storm Shelter Prize Drawing** Broken Arrow Senior Center. For details, call 918-259-8377.
- May 29 — Memorial Day Holiday.** City Offices Closed. Monday & Tuesday trash service will be one day later.
- June 2-3 — Folks Art Festival & Woodcarving** 10:00 a.m. to 5:00 p.m. Central Park Community Center.
- June 5 (Monday) — Broken Arrow City Council** 6:30 p.m., City Hall Council Chambers, 220 S. First St.
- June 6 — Tuesdays in the Park** 7:00 p.m., Central Park, 1500 S. Main Street
- June 8 — Planning Commission** 5:00 p.m., City Hall Council Chambers, 220 S. First St.
- June 13 — Tuesdays in the Park** 7:00 p.m., Central Park, 1500 S. Main Street.

### ROOSTER DAYS FESTIVAL SET FOR MAY 11-14

Mark your calendars for Rooster Days 2017, coming to town May 11 - 14. Presented by the Broken Arrow Chamber of Commerce, the "Oldest Festival in Oklahoma" is celebrating its 86th year of bringing family fun to Broken Arrow. The festival kicks off at 4:00 p.m. Thursday, May 11 at Central Park, 1500 South Main Street. Festival goers will find food trucks, a market filled with unique clothing and gifts, carnival rides and live entertainment. Visit the event's website, [www.roosterdays.com](http://www.roosterdays.com) for carnival hours and details on ride passes. The Rooster Days Parade begins at 10:00 a.m. on Saturday.

Keep the momentum of your New Year's resolutions going! The 2017 Rooster Days Run will take place Saturday, May 6 at the Broken Arrow Chisholm Trail South Park. It features a 1 Mile Fun Run, 5K and 15K. Sign up now to get a special Early Bird rate. Visit [www.roosterdaysrun.com](http://www.roosterdaysrun.com) for all sign-up and event info.