



# NOTES TO COUNCIL

**To:** Honorable Mayor and City Councilors  
**From:** Michael Spurgeon, City Manager  
**Date:** April 1, 2021  
**Re:** Notes to Council

## 1. STAFF REPORTS / ITEMS REQUIRING IMMEDIATE ATTENTION

- N/A

## 2. GENERAL CORRESPONDENCE / NOTIFICATION

- Press Release – Broken Arrow Announces New Development in South BA
- Press Release – Broken Arrow takes next step to foster innovation in the southern part of the City
- Press Release - Community event offers homeowner association tips and information
- Press Release - Rose District Farmers Market opens Saturday, April 3
- Recent Media Coverage

## 3. SPECIAL EVENTS / ACTIVITIES

- N/A

Respectfully submitted

Michael Spurgeon

clm

Attachments



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# SECTION 1 - STAFF REPORTS



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## **SECTION 2 - GENERAL**

**For Immediate Release**

**Updated: March 29, 2021**

**Contact: Jennifer Swezey, City of Broken Arrow**

**918-607-8921 | [jswezey@brokenarrowok.gov](mailto:jswezey@brokenarrowok.gov)**

**CBA Release 21-15A**

## **Broken Arrow Announces New Development in South BA**

*City leaders and partners held back-to-back press events March 29*

### **Corrected March 31, 2021**

The other action taken by the Council was giving support for the formation of a future new Tax Increment Financing (TIF) District to fund the public improvements needed for the project. The City will follow the State statutes on the formation of a TIF Review Committee. Once formed, the committee should have a recommendation ready in late summer.

### **Updated March 29, 2021**

The City of Broken Arrow, along with OakTrust Development, Associated Wholesale Grocers (Reasor's), and the Broken Arrow Chamber of Commerce/Economic Development Corporation held a joint press conference on March 29, 2021, revealing details of the future mixed used development near Aspen (145 E. Ave.) and the Creek Turnpike in Broken Arrow.

Speakers included Broken Arrow Mayor Craig Thurmond, Vice Mayor Scott Eudey, City Councilor at Large Johnnie Parks, Ward 1 City Councilor Debra Wimpee, Ward 3 City Councilor Christi Gillespie, City Manager Michael Spurgeon, Assistant City Manager of Administration and Acting Economic Development Manager Norman Stephens, Chamber of Commerce President & CEO Jennifer Conway, OakTrust representative Steve Easley, and Jeff Reasor.

Mayor Thurmond shared, "the magnitude of this project will be as far-reaching for South BA as Bass Pro Shops was for north BA. It will be another amazing catalyst for even further growth in this part of town."

City and Chamber officials shared the history of the economic development project, details of the proposed TIF (Tax Increment Financing) District, and future plans for the site. Next, Mr. Easley shared details of the project which will include anchor business Reasor's Food Store, along with multiple retail and commercial businesses. The event also included an update from representatives from Reasor's on their soon to be new store in south BA. The development will also feature a 168-unit apartment complex on the north end, wrapping around the east side of Core Church. Mr.

Easley said he would like the Reasor's store to be complete in 12 months, employing about 125 workers.

At the conclusion of the announcement of the partnership with OakTrust, City Manager Michael Spurgeon turned the floor back to Mayor Thurmond and Chamber President Jennifer Conway, who kicked off a surprise subsequent announcement regarding a land purchase for the city's future innovation district. The long-awaited innovation district is tentatively planned on 90 acres of property located between Aspen and Olive south of Florence (111<sup>th</sup>). The proposed Innovation District property is tentatively planned to be located in the TIF District the City will look to form as part of the project for OakTrust.

This announcement is detailed in the attached press release from the Broken Arrow Economic Development Corporation (EDC), the City's economic development partner operated by the Chamber of Commerce.

### **Original Release (March 25, 2021)**

The City of Broken Arrow is excited to announce plans for a new mixed-use development on city-owned property in south Broken Arrow, located near 5601 S. Aspen (145<sup>th</sup> E. Avenue) just north of the Creek Turnpike.

After many months of intense negotiations, the City has reached an agreement with OakTrust Development to bring a 60,000 square-foot store Class-A grocery chain to south Broken Arrow. In addition, the developer is expected to build another 200,000 square feet of retail and commercial space over a four-year period, as well as a 168-unit apartment complex. At total build out, the development will result in over \$40 million of new private investment in the City.

A special Broken Arrow City Council meeting and Broken Arrow Economic Development Authority (BAEDA) meeting were held on March 25th to approve a resolution which recommends the project's approval. The City Council, acting as the Economic Development Authority, signed a Memo of Understanding with the developer, OakTrust Development LLC, to purchase the City's 39.96 acres as part of the business agreement.

**The other action taken by the Council was the formation of a new Tax Increment Financing (TIF) District to fund the public improvements needed for the project.** BAEDA is obligated to spend \$5,530,000.00 in total infrastructure improvements on the site, including a new traffic signal at Norfolk and Aspen, a deceleration lane, water line, sanitary sewer line, one building pad site, and a new road from Norfolk east from Aspen. As a result, a review committee will be appointed for the TIF District to determine the eligibility and financial impact, if any, on the taxing jurisdictions

within the district. The Public Finance Law Group will be contracted to provide counsel on the formation of the district.

City Manager Michael Spurgeon said, “our Economic Development team has been working with the developer and grocery chain representatives since last summer on this tremendous opportunity for our community and specifically south Broken Arrow. On behalf of the Mayor and City Council, we are thrilled to make this dream a reality and provide additional grocery, shopping, and retail opportunities, and jobs for our residents and visitors in south Broken Arrow,” Spurgeon added.

The City is holding a press conference with the developer and representatives of the Class-A Grocer on-site, on Monday, March 29th to share more information about the proposed TIF District and planned development.

Date: Monday, March 29, 2021

Time: 10:00 AM

Location: 5601 S. Aspen (145<sup>th</sup> E. Ave.), Broken Arrow, OK 74011

Parking: Core Church parking lot

The future development site is located just south of Core Church, 5205 S Aspen Ave, Broken Arrow, OK 74011.

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Located in northeast Oklahoma, Broken Arrow is the fourth largest city in the State of Oklahoma, with an estimated population of over 113,000 people spread out over 61 square miles. The City of Broken Arrow operates under a Council-Manager form of government with over 800 employees. Broken Arrow is home to the third largest manufacturing hub in the state, with many employees working in the energy sector. Residents in Broken Arrow enjoy a high quality of life, characterized by low crime, high performing schools, affordable housing and easy access to many parks and recreational facilities. The City of Broken Arrow sets the standard by providing the best municipal programs and services.



Contact:

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## **Broken Arrow takes next step to foster innovation in the southern part of the city**

Broken Arrow officials are striking while the iron is hot. Representatives from the Broken Arrow Economic Development Corporation (BAEDC) will join City officials Monday, March 29, 2021 at 10 AM in a joint announcement. Officials will elaborate on plans for a mixed-use development as well as announce an agreement for land acquisition for the highly anticipated Innovation District.

BAEDC, under the direction of the Broken Arrow City Council, has been laying the foundation for an employment, housing and education initiative called the Innovation District shortly after voters approved infrastructure improvements in the 2018 general obligation bond.

“It’s going to be something that will bring, I believe, national and international corporations to Broken Arrow and spur innovation,” said Mayor Craig Thurmond. “It’s the one of biggest things we’ve ever done.”

The campus environment will be in southern Broken Arrow with easy access to the Creek Turnpike. Officials have reached an agreement and are currently finalizing details for land acquisition. In addition to land identification, BAEDC has been working to include education partners, existing industries, and developers.

“We are excited about both announcements and know that they will mutually benefit each other,” said City Manager Michael Spurgeon. “Our City staff has put many man hours into both projects along with the BAEDC. I believe the collaboration we have on economic development projects in Broken Arrow is unmatched in the state or even the nation.”

“By tying our education and workforce needs to growing companies that will be located in the same campus, the Innovation District will create the environment to develop a cluster of high-tech businesses,” said Jennifer Conway, President & CEO of the BAEDC and Chamber. “With the collaboration between government, the business community and our education partners at all levels, the workforce pipeline developed will be cutting edge, and will no doubt attract innovative companies with high paying jobs and talent to Broken Arrow.”

Conway went on to explain that more details are forthcoming. “We wanted to share the next vital to step to making the vision of the innovation district a reality. We are very grateful to all our partners and the Broken Arrow voters for making this happen.”

About the Broken Arrow EDC: The Broken Arrow Economic Development Corporation (BAEDC) connects businesses and organizations with guides and resources for success. Partnerships with local organizations and businesses have resulted in thousands of new jobs, capital investments that have expanded and improved the City of Broken Arrow.

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**For Immediate Release**

**Date: 4/01/2021**

**Contact: Lesa Jones**

**City of Broken Arrow**

**918-259-2400 Ext. 5436 | Email: [ljones@brokenarrowok.gov](mailto:ljones@brokenarrowok.gov)**

**CBA Release No. 21-17**

## **Community event offers homeowner association tips and information**

- Broken Arrow's 22<sup>nd</sup> Annual Homeowners Association Workshop is Saturday, April 24, from 10 a.m.-1 p.m., at the Stoney Creek Conference Center, 200 W Albany Street.
- Workshop provides a great opportunity for HOA members as well as current and potential homeowners to get their property and neighborhood questions answered.

The 2021 Broken Arrow Homeowners Association Workshop is coming soon! The workshop will be held from 10 a.m.-1 p.m. on Saturday, April 24th, at the Stoney Creek Conference Center, 200 W. Albany St. This is the 22nd year the City has hosted the workshop.

This annual workshop provides a great opportunity for HOA members as well as current and potential homeowners to get their property and neighborhood questions answered. The workshop is open to all; residents do not need to be a homeowner to attend.

Participants can visit with presenters to receive advice on various topics associated with HOAs such as:

- Legal and Operational issues for Homeowners Associations
- Public Safety (Police and Fire Departments)
- Animal Control
- Building Permits
- Planning and Development
- Code Enforcement
- Neighborhood Beautification
- Stormwater Management and Low Impact Development (LID) Certification for Neighborhoods
- HOA Insurance
- Recycling



## PRESS RELEASE

This year, several speaker's sessions will be live streamed on Facebook with topics such as Homeowners Insurance, the Yard by Yard conservation program, HOAs and the Law, Conflict Resolution, and Recycling. Participants can also speak to representatives from various City departments and outside service providers.

Light refreshments will be available. Attendees will also be eligible to win door prizes, including a rain barrel from the Utilities Department, and several Broken Arrow inspired themed gift baskets. The event is free and open to the public.

**For more information contact:**

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Operations Communications Officer  
City of Broken Arrow  
918-804-0201  
[ljones@brokenarrowok.gov](mailto:ljones@brokenarrowok.gov)

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**For Immediate Release**

**Date: 03/26/2021**

**Contact: Nicole Orcutt, Farmers Market Coordinator**

**City of Broken Arrow**

**918-259-7000 ext. 7421 | Email: [aorcutt@brokenarrowok.gov](mailto:aorcutt@brokenarrowok.gov)**

**CBA Release No. 21-16**

### **Rose District Farmers Market opens Saturday, April 3rd**

*Additional booths added to accommodate increased vendor participation*

The City of Broken Arrow is excited to announce the opening of the 2021 season of the Rose District Farmers Market, starting April 3rd and continuing every Saturday through October 30th, weather permitting.

The market is located at the Rose District Plaza, 418 S. Main Street. More than 50 vendors will display their goods, ranging from home baked breads, wineries, produce, meat, chocolate, salsa, honey, and more. Many Oklahoma crafters will also be on site selling cutting boards, quilts, statuary, wood-working crafts, pottery, and body care products.

With a high level of vendor participation this year, additional booths have been added outside of the main pavilion, and the overall product selection will be incredibly diverse. Live music will continue to be offered each week, along with more events planned throughout the season.

For more details, visit the Rose District Farmers Market Facebook page or go to [Brokenarrowok.gov/farmersmarket](http://Brokenarrowok.gov/farmersmarket). We look forward to serving the residents of Broken Arrow and the surrounding areas.

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*INTEROFFICE MEMO*

**To:** Honorable Mayor and City Councilors  
**From:** Jennifer Swezey, Communications & Media Relations Manager  
**Date:** April 1, 2021  
**Re:** Recent Media Coverage

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Below are some links to news coverage in Broken Arrow this week.

<https://www.newson6.com/story/606241e5706f970dac8b8c47/city-of-broken-arrow-announces-multimillion-dollar-development>

<https://www.kjrh.com/news/local-news/broken-arrow-leaders-and-partners-announce-new-south-ba-development>

<https://www.publicradiotulsa.org/post/reasons-1st-tenant-announced-mixed-use-development-south-broken-arrow#stream/0>

<https://www.publicradiotulsa.org/post/broken-arrow-officials-announce-site-innovation-district#stream/0>

[https://tulsaworld.com/business/local/new-reasons-retail-part-of-40-million-mixed-use-development-in-broken-arrow-near-creek/article\\_e7d726a6-8e34-11eb-bf3f-cff7f38a5b4b.html](https://tulsaworld.com/business/local/new-reasons-retail-part-of-40-million-mixed-use-development-in-broken-arrow-near-creek/article_e7d726a6-8e34-11eb-bf3f-cff7f38a5b4b.html)

<https://ktul.com/news/local/broken-arrow-warren-theatre-to-reopen-next-month>

Note: The Regal website has BA listed as opening May 7.

(<https://www.regmovies.com/static/en/us/theatres-reopening>)

Respectfully submitted,

Jennifer Swezey



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## **SECTION 3 - SPECIAL EVENTS**