

To: Honorable Mayor and City Councilors
From: Michael Spurgeon, City Manager
Date: February 19, 2016
Re: Notes to Council

1. STAFF REPORTS / ITEMS REQUIRING IMMEDIATE ATTENTION

- Parks & Recreation Department Monthly Report – January 2016
- Tulsa's Future – Regional Economic Development Activity Report – January 2016

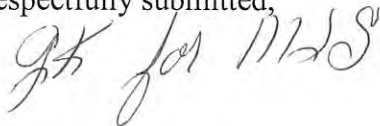
2. GENERAL CORRESPONDENCE / NOTIFICATION

- Press Release – Firefighter of the Year to be Recognized at Awards Ceremony February 27
- Press Release – Homeowners Association Workshop Scheduled for February 27
- Press Release – Governor Fallin Announces Economic Impact of Oklahoma Tourism at All Time High

3. SPECIAL EVENTS / ACTIVITIES

- N/A

Respectfully submitted,




Michael L. Spurgeon

jmh
Attachments

1. STAFF REPORTS / ITEMS REQUIRING IMMEDIATE ATTENTION



To: Russell Gale, Acting Assistant City Manager
From:  Scott Esmond, Director Parks and Recreation

CC: Jennifer Hooks

Date: February 19th, 2016

Re: January 2016 Monthly Report

Please find enclosed the January 2016 Monthly Report for the Parks and Recreation Department.

Please contact Scott Esmond if you have any questions.

Encl: January 2016 Monthly Report



Parks & Recreation Department

January 2016 Monthly Report

DIRECTOR-SCOTT ESMOND

- Met with the Legal Department over a pending tort claim.
- Attended City Council meetings.
- Attended the City Manager's weekly Leadership Team meetings.
- Attended the Bass Pro area Traffic Impact Analysis meeting.
- Met with City staff and consultant for the purpose of discussing the scope of work for the Main Street Bikeway.
- Held weekly staff meetings with direct reports in department.
- Met with sports groups' leadership to discuss organizations programs, updates, and changes.
- Met with senior staff to discuss prioritizing of the remaining 2014 General Obligation Bond Issue projects.
- Presented a tour of the City's facilities to the Assistant City Manager candidates.
- Met with Engineering and Construction staff, project consultant, and contractor for the Central Park electrical upgrade project.
- Met with a department manager regarding budget instructions for the FY '17 budget preparation.
- Met with event organizers for Wine, Eats & Easels for the purpose of discussing alternative locations for the event during the construction of the Interactive Water Feature at The Rose District Farmers Market.
- Met with the City attorney to discuss a future project.
- Conducted one department manager's annual performance review.
- Met with department managers to discuss the organizational structure of the department.
- Attended the Assistant City Manager candidates' reception at Battle Creek Golf Club.

- Met with Engineering and Construction staff and consultant regarding the 3rd floor terrace canopy design for The Museum Broken Arrow.

BATTLE CREEK GOLF CLUB



GENERAL

- January presented cooler temperatures with 15 days of play and 20 or fewer rounds.
- Battle Creek Golf Club (BCGC) attained budgeted revenues due to the warmer weather during the last 4 days of January.
- Total revenues for the month (\$56,850) were \$403 more than budgeted revenues and \$2,383 less than last year for January.
- Main focus for January was contacting prior outside events and booking events for 2016.
- Began working with BCGC managers on upcoming 2016-17 budget projections.

GOLF OPERATIONS

- Golf operations budget and rounds forecast were developed for the next golf season.
- BCGC goals are to increase merchandise sales through increased rounds as well as monthly sales promotions, employee sales incentives and to increase tournament rounds by offering customized tournament packages with competitive and affordable pricing.
- The Friday Night Couples event in 2015 was such a hit that BCGC will be hosting themed events during the 2016 season. Themes so far, are "Bad Pants", "College Day", "Red White and Blue" and "Halloween Costumes". Each event will consist of nine holes of golf in which couples play a scramble format, followed by a short awards ceremony and dining at Los Cabos. BCGC goal for 2016 is to grow the events to the point where couples will fill the entire front nine. The largest event in 2015 hosted 16 couples and was widely praised as the most fun couples ever had playing together.
- During January many tournaments were booked for the upcoming 2016 season. A customer database from existing tournaments was developed to assist in reaching out to tournament coordinators about hosting an event at BCGC.
- Events hosted in 2015, over 85% are returning to BCGC to host an event in 2016. This statistic is a testament that BCGC is providing needs that meet or exceeds client's expectations and continues to provide exceptional playing conditions and service to the Tulsa market.

COURSE MAINTENANCE

- January had high temperatures in the mid 70's and lows in the low teens. BCGC received a total of 3.5 inches of rainfall.
- The maintenance team accomplished many tasks this month to improve or continue to provide excellent playing conditions of the golf course. These tasks included:
 - Cleaned and hauled out debris from the drainage ditches on holes #5 and #7.
 - Made irrigation repairs and rewired the satellite box on hole #5.
 - Sprayed entire golf course with post emergent herbicides, and began to apply pre-emergent herbicides.
 - Sprayed the greens with a fungicide to prevent dollar spot due to the unusual warm weather and moisture.
 - New tee markers were made.
 - Continued to perform preventative maintenance and rebuild machinery in anticipation of the next mowing season.
 - Routine maintenance of course restrooms was done.

MONTHLY SUMMARY

- January rounds were 2 more total rounds to budget and 77 fewer than last year.

<u>January Rounds</u>	<u>Budgeted</u>	<u>Prior Year</u>	<u>Actual</u>
PUBLIC ROUNDS	200	202	158
TOURNAMENT	0	0	0
MEMBER	650	692	690
BATTLE CARD	125	173	115
TWILIGHT	75	77	106
MISC.	50	50	48
MEMBER GUEST	110	95	95
TOTAL ROUNDS	1,210	1,289	1,212

MONTHLY GROSS REVENUE

- January total revenue was \$56,850 for the month, which was \$403 more than budgeted revenues.

	January Budget	January Prior Year	January Actual
DUES & FEES	25,000	26,641	26,423
GREEN FEES	14,000	16,109	13,683
CART FEES	4,522	4,204	3,741
MERCHANDISE	4,235	3,594	5,358
OTHER GOLF COURSE SERVICES	2,050	3,930	3,535
FOOD & BEVERAGES	6,640	4,754	4,110
TOTAL REVENUE	56,447	59,233	56,850

BANQUET FACILITY USAGE REPORT

January	Event	\$
7th	Company Function	Trade
26th	Broken Arrow Chamber Event	0
27th	Homeowner Association Meeting	0
28th	Homeowner Association Meeting	0
	Total Banquet Revenue	\$0.00

MARKETING

- Flooring bid was approved, Purchase Order was appointed, and the flooring for the banquet room has been ordered.
- Battle Creek Golf Club had a booth at the Oklahoma Wedding Show (OWS) and had the opportunity to speak with hundreds of newly engaged couples, as well as Tulsa's top wedding vendors. BCGC received a leads list as part of the OWS participants. This was an additional marketing platform for BCGC and emails were sent to potential prospects. The banquet space was staged for an elegant wedding for a week following the wedding show. All tours that were scheduled were able to view the space at its best. The rentals and décor to create the look were borrowed at no charge; savings over \$1,000.
- Donated banquet space to 3 Homeowners Associations and the Broken Arrow Chamber of Commerce (BACC). The BACC hosted a Successful Woman's networking luncheon, which was attended.

SPECIAL EVENTS

EVENTS COORDINATOR – VAUNDA OLIVERA

- Attended weekly department staff meetings.
- Met with event organizers for Tuesdays in the Park to discuss the location of the stage at Central Park for the month of June.
- Met with City staff to discuss the Home and Garden Show scheduled for March 10th – 13th concerning promotions and details of the event being held in Tulsa.
- Met with City staff regarding the Special Events processes, ordinances, and review of 2015 challenges.
- Met with Relay for Life to discuss their events planned for February 19th and May 21st, 2016.
- Prepared Manual of Fees update.
- Continued working on estimated actuals, next fiscal year's budget and 2 year plan.
- Reviewed and completed the 2016 Farmers Market event schedule, application and guidelines.
- Updated the Resource Guide to reflect requested changes from 60 to 90 days for submittals of applications and removed references requiring signatures on applications.
- Attended a speaking event at the Community Care College to talk about the importance of professional communication within the business environment.
- Prepared and planned for the Special Events Committee meeting on January 21st. The committee reviewed 17 new applications and followed up on the Rudolph Run. "Looking Forward" we discussed final suggestions for the Resource Guide and Manual of Fees.
- Reviewed and completed the grant application for funding assistance for The Rose District Farmers Market.
- Continued working with Events Assistant to organize, set up tracking for the 2016 event season, ensure all event documents and notes are scanned and saved for future use.
- Met with event organizers regarding the Frisbee Golf Tournament to be held at the Events Park.

- Met with the Broken Arrow Chamber of Commerce (BACC) to discuss location of the stage and parade site plan for Rooster Days and discussed The Rose District events and challenges experienced during 2015.
- Met with the Parks Maintenance Manager to discuss The Rose District Farmers Market and Events Park maintenance budget.
- Worked with Broken Arrow Fire Department on draft of the Safety Appendix to the Resource Guide which will be presented to the Special Events Committee meeting on February 4th.
- Met with event organizer for Chalk It Up and talked about a proposed date and the impact of construction within The Rose District. Application should be submitted within the next 30 days.
- Conducted weekly staff meetings with the Farmers Market Coordinator and Events Assistant regarding items from department staff meetings, construction projects, scheduling of staff at the Events Park Office, projects staff is working on, and future planning.
- Attended and presented at the Broken Arrow Civitan meeting; events planned for 2016, policy and ordinance, and the growth of events over the last three years.

FARMERS MARKET COORDINATOR – JUDY PRIETO

- Attended a Permaculture meeting, the development of agricultural ecosystems intended to be sustainable and self-sufficient, in Tulsa.
- Updated guidelines for The Rose District Farmers Market for 2016.
- Corresponded with the United States Department of Agriculture (USDA) regarding the Supplemental Nutrition Assistance Program (SNAP) for annual updates.
- Working on a new floorplan for The Rose District Farmers Market new location for 2016.
- Completed an online catering class. It was an excellent review of important sanitary procedures and good business practices that transfer well to The Rose District Farmers Market.
- The Rose District Farmers Market has attracted new vendors for 2016; beef, bread products, microgreens (small versions of full grown vegetables) and a large produce vendor.

RECREATION DIVISION

RECREATION MANAGER – THOR ROOKS

- Broken Arrow Amateur Basketball Association (BAABA) usage for January:
 - Central Park Community Center gyms 1, 2, and 3 – 364 hours

- Nienhuis Park Community Center gyms 1 and 2 – 96 hours
- Broken Arrow Volleyball Club (BAVBC) used Nienhuis Park Community Center gyms 1 and 2 for 30.5 hours during January.
- January monthly visits:
 - Central Park Community Center 2,238
 - Nienhuis Park Community Center 2,255
- Met with Parks Maintenance Manager and Engineering Division Manager at the Family Aquatic Center to discuss shade structures.
- Organized and hosted a Broken Arrow Sports Group Meeting. Parks Director, Park Maintenance Manager, Tourism Director, representatives from Broken Arrow Girls Softball, Broken Arrow Youth Baseball, Broken Arrow Soccer Club, Broken Arrow Adult Softball Club, Broken Arrow Youth Football and Lacrosse all were in attendance.
- Attended a Special Events Committee Meeting.
- Met with the Parks and Recreation Director and Parks Maintenance Manager regarding the department's organizational chart.
- Attended the Assistant City Manager candidates' reception at Battle Creek Golf Club.
- Attended a meeting at Ray Harral Nature Center with Recreation Assistants and Center Supervisor to discuss two scheduled events.
- Met with the Young Men's Christian Association (YMCA) regarding the Use Agreement for the Country Aire Pool and swimming lessons.
- Met with Broken Arrow Girls Softball concerning a new Use Agreement.
- Held monthly Community Centers Supervisor meeting; discussed staff schedules, possible reorganization of staff, upcoming events, facility schedules, and Sale Tax Capital Improvement Projects for the Community Centers.

RAY HARRAL NATURE CENTER – JOHNNY KOESTER

- Ray Harral had a total of 1,150 visitors for the month of January; during normal working hours.
- Trees were trimmed over the Ray Harral Nature Park suspension bridge.
- Met with the Recreation Manager and two staff members concerning the up-coming scheduled events; Bark in the Park and the Mom and Me Hike.

PARKS MAINTENANCE DIVISION

PARKS MAINTENANCE MANAGER – PHIL HINK

- Attended Department staff meetings.
- Conducted Park Maintenance Division staff meetings.
- Monitored ongoing park construction projects:
 - Nienhuis Sport Courts-Plans waiting to be bid through Engineering/Construction Department.
 - Nienhuis Turf Football Fields-Construction plans waiting for funding source.
 - Tee Ball Restroom remodel-Building Maintenance at 75% complete.
 - Central Park Electrical Upgrades- Project underway. All underground conduit has been installed. All concrete pads for transformers, switch gear, and power distribution units have been poured. Contractor has started rough ground cleanup around all pad sites.
- Worked with the holiday lighting contractor to coordinate the storage requirements for holiday decorations from The Rose District.
- Attended Parks and Recreation Department meeting with current sports users groups. Discussions included current funded capital improvement, bond and future unfunded projects, additional projects that each group would like to see, submission of special events applications, park rules/regulations, and input on any areas where park maintenance could improve.
- Attended meeting with Engineering/Construction Department, American Electric Power (AEP) personnel, electrical contractor and park personnel to discuss how AEP transmission poles will be installed for the Central Park Electrical Upgrade project. Project will require AEP to install two poles for cut-in and metering.
- Submitted personnel requests for fiscal years 2017 and 2018. Met with Parks and Recreation Director and Recreation Manager to discuss an organization plan for 2017.
- Met with the Parks and Recreation Director and Events Coordinator to discuss The Rose District Farmers Market budget for 2017 and 2018, along with the upcoming Home and Garden Show plans.
- Scheduled Horticulturist and two staff members to attend the Arborist Training Workshop in Wagoner, Oklahoma. Workshop was sponsored by the Southwest Parks and Recreation Training Institute.
- Requisitioned new utility cart quoted through the Purchasing Department.
- Reviewed Purchasing Department's equipment specifications for soliciting bids on a new utility spray vehicle. Equipment is currently being bid.
- Met with Broken Arrow Girls Softball League president to discuss location of a leased dumpster and Parks Maintenance assistance in hauling infield dirt to Arrowhead Complex.

- Met with Parks Maintenance staff to discuss maintenance uniforms rented by the City and potential changes that may occur during the next bidding process.
- Submitted intradepartmental budget transfer request to the Finance Department to adjust a Parks Maintenance account that was depleted to complete repairs to the Nienhuis Football Facility that was damaged by a private vehicle.
- Worked with Purchasing Department to quote sign blanks for new rules/information signs. Blanks have been ordered and the Street Department will fabricate trail use and playground rule signs.
- Discussion with Construction Division Manager concerning current surfacing problems on the Central Park Sports Courts and warranty timeline for the project.
- Requisitioned posting for a new Park Maintenance Worker; reviewed applications and scheduled interviews.

PARKS MAINTENANCE

- Litter cleanup was performed at all park sites and park outdoor restrooms were cleaned on Mondays, Wednesdays and Fridays.
- Provided weekly custodial maintenance/monitoring to the Camino Villa Park Building.
- Monthly playground inspections were completed, and maintenance items addressed as required. Plastic slides were removed at Copper Creek and Timberbrook playgrounds. Both slides had cracks in the surface due to normal use and ultraviolet weakening. Timberbrook slide has been ordered. Copper Creek slide will not be replaced since playground is scheduled to be replaced in an upcoming bond project.
- Removed the Christmas tree from The Rose District Farmers Market. Replaced plaza pavers that were removed during installation of in-ground support sleeve.
- Performed routine daily maintenance in The Rose District; trash cleanup, blowing sidewalks, weeding, leaf removal, etc., and trimmed back all ornamental grasses within The Rose District.
- Monitored several large tree removals at Ray Herral Nature Park by an outside arborist.
- Continued with major tree pruning throughout the City's park system.
- Assisted contractor with irrigation details on the rose planter replacement in front of the First National Bank in The Rose District.
- Monitored contractor maintenance on the rose plantings at Centennial Park and The Rose District.
- Crews cleared out unwanted brush and trees around the north shelter at Ray Herral Nature Park. This area is scheduled to be turned into a wildflower plot.

- Re-sodded infield areas on Indian Springs Sports Complex (ISSC) baseball fields 1-8 that were worn out during last season's play.
- Strip sodded non-play areas on the ISSC soccer west complex. Top-dressed low areas on the soccer fields with sand. Herbicided applications to 47 acres of athletic fields at ISSC.
- Painted foul lines for adult softball fields and baseball fields 1-8 as both groups held a tournament during the month.
- Completed irrigation checks and repairs on the ISSC baseball complex. Replaced several decoders that had failed. Returned decoders to vendor for warranty.
- Tilled baseball infields and rolled at the request of Broken Arrow Youth Baseball.
- Replaced all the flooring on the City's mobile stage.
- Removed posts and ramp that were no longer needed on the Lions Park playground. New sidewalk and ADA (Americans with Disabilities Act) ground ramp has been installed.
- Repaired and installed new bollards on the Liberty Parkway trail. Installed new trail information signs at all Liberty Parkway trailheads. Inspected Liberty Parkway trail for debris, overhanging limbs, surface maintenance, etc.
- Two new picnic tables and two park benches were installed on concrete pads at the Events Park.
- Repaired tie wall at Indian Springs Mini Park. Added limestone screening material to the walking path.
- Added limestone screening to the walking path at Wolfcreek Park.
- Cut and chipped willow trees growing in drainage areas at Country Aire, Arrowhead and Wedgewood parks.
- Removed excess dirt on the east side of City Hall at the request of General Services.
- Applying pre-emergents to various park sites with hand spray unit. Both riding spray units are being used on athletic complexes. Additional spray unit is out for bid.
- Hauled 15 cubic yards of infield dirt to Arrowhead softball complex.
- Performed routine leaf removal around tennis courts, fence lines, and inside swimming pools.

End of Report

INTEROFFICE MEMO

To: Michael Spurgeon, City Manager

**From: Norman Stephens, Assistant to the City Manager / Economic Development
Coordinator**

Date: February 16, 2016

Re: Tulsa's Future Report

Sir, attached you will find the Tulsa's Future Regional Economic Development Activity Update for January 1 – January 31st, 2016.



**Regional Economic Development Activity Update
January 1 – January 31, 2016**

Announcements & New Jobs Created

	Capital Investment	Less than \$50,000	Greater than \$50,000	Total Jobs
For the month of January	0	0	145	145
Total for 2016	0	0	145	145

Business Attraction Activity

	Proposals Submitted	Site Visits	Phase 2 Proposals Submitted
For the month of January	4	0	2
Year-to-Date	4	0	2
Total for 2015	23	15	8

Business Retention & Expansion Activity

	BRE Visits
For the month of January	102
Year-to-Date	102
Total for 2015	756

Lead Development

	Monthly Leads
For the month of January	12
Year-to-Date	12
Total for 2015	77

Lead development companies: EDAC Technologies Corporation, Westrock Company, Wood Group Mustang, Inc., AK Steel Corporation, Team, Inc., Zodiac Seats US, LLC, Barnes Group Inc., Carbo Ceramics, Inc., Elementis Specialities, Inc., C&D Zodiac, Inc., Nustar GP Holdings, LLC, Kapstone Paper and Packaging Corporation

ID	Start Date	Number of Jobs	Status	Target Industry	Community	Source
375	1-5-2016	60-75	Active	Advanced Manufacturing/ Distribution	Claremore, Broken Arrow, MidAmerica, Okmulgee	Company Direct
376	1-15-2016	n/a	Active	Advanced Manufacturing	PSO-Inola, MidAmerica	ODOC
377	1-21-2016	100	Active	Advanced Manufacturing	MidAmerica, Muskogee, Tulsa	ODOC
378	1-25-2016	110	Active	Advanced Manufacturing	Sapulpa, Tulsa	ODOC

External Marketing

Small Business-Institute of Organization Management, January 4-8

Executive Director of Small Business attended the U.S. Chamber's Institute of Organizational Management (IOM) in January. IOM is a week-long nonprofit professional development course in which attendees from across the nation foster growth in nonprofit management through interactive learning and networking.

Hotel ZaZa Oklahoma GEDMT Reception, January 14

The SVP and VP of Economic Development attended the annual Oklahoma reception at Hotel ZaZa with Dallas-based site consultants. Representatives from Bartlesville, Broken Arrow, Claremore, Muskogee, and Okmulgee also attended the event. As a result of the reception, staff has submitted three proposals in response to RFIs.

International Economic Development Council (IEDC), January 24-26

Tulsa Regional Chamber's President and SVP of Economic Development attended the IEDC Leadership Summit. This conference was attended by senior managers of economic development organizations and Certified Economic Developers (CEcDs). The conference provides ongoing training to ensure economic development professionals are staying current with industry trends in order to increase effectiveness.

Oklahoma Venture Forum (OVF), January 13

The Director of The Forge attended the Oklahoma Venture Forum (OVF) in Oklahoma City on January 13. OVF provides a means for investors, entrepreneurs and others to exchange experiences and ideas through discussions and studies of venture investing, and the development and growth of new and existing small businesses.

Regional Partner Scheduled Appointment Opportunities

We would like to extend the opportunity for you to attend any or all of these scheduled appointment events. We will be setting up scheduled appointments with site consultants and corporate real estate executives in the targeted cities below. In order to participate, we ask that you inform us of your participation by the deadline and arrange for your individual travel expenses.

2016 Scheduled Appointments

Destination	Participation Deadline	Scheduled Appointment Dates	Communities Attending
Dallas Call Trip	February 8	March 8-10	City of Owasso, Muskogee City-County Port Authority
Minneapolis Call Trip	March 21	April 20-22	
Chicago Call Trip	May 23	June 21-23	
Dallas Call Trip	July 8	August 9-10	
Denver Call Trip	July 15	August 15-18	
Chicago Cubs Game	August 1	September 2	MidAmerica Industrial Park, CIEDA, Muskogee City-County Port Authority, City of Tulsa
Southern California Call Trip	August 12	September 12-16	
Carolinas Call Trip	September 23	October 24-28	

2016 Trade Shows & Events

In addition to call trips, TRC economic development staff will be attending the following trade shows and events; scheduled appointments will likely be made in coordination with these shows and events. Regional Partners are welcome to register to attend these events and participate in scheduled appointments alongside TRC staff.

Destination	Participation Deadline	Event Dates	Communities Attending
ZaZa Reception - Dallas, TX	Open	January 14	
MRO Americas - Dallas, TX	March 4	April 5-7	
Hannover Messe - Hannover, Germany	March 25	April 25-29	
AUVSI - New Orleans, LA	April 1	May 2-5	
Atlanta GEDMT Event	April 15	May 18-20	
Global Petroleum Show, Calgary - Alberta, Canada	May 6	June 7-9	
Farnborough Airshow	June 10	July 11-17	
21 Club Reception - NYC, NY	August TBA	September TBA	
NBAA - Orlando, FL	October 3	November 1-3	
Fabtech - Las Vegas, NV	October 14	November 16-18	
Houston GEDMT Reception	October TBA	November TBA	

Note: Any registration costs or pay-to-play fees for the above shows and events are the responsibility of individual partners.

2016 Regional Partner Meetings

- May 26, 2016 – Rogers State University and Claremore Industrial & Economic Development Authority to co-host at Rogers State University, 1701 W Will Rogers Blvd, Claremore, OK 74017
- August 25, 2016 – Host needed
- November 17, 2016 – Host needed

All meetings are 12:00 p.m. to 1:30 p.m. Please notify Angie Zaricor if you are interested in hosting a meeting.

Tulsa's Future Annual Meeting

- **Tulsa's Future Regional/Municipality Partnership Private Meeting**
Date: Tuesday, April 12, 2016
Time: 4:00 p.m. to 4:45 p.m.
Location: Southern Hills Country Club, Snug Harbor, 2636 East 61st Street, Tulsa
- **Tulsa's Future Annual Meeting**
Date: Tuesday, April 12, 2016
Time: 5:00 p.m. to 6:30 p.m.
Southern Hills Country Club, North Ballroom, 2636 East 61st Street, Tulsa

Regional Partner Educational Forums with National Site Consultants

- **Mike Bennett, Senior Vice President, Business & Economic Incentives, Jones Lang LaSalle**
Date: Tuesday, March 29, 2016
Time: 8:00 a.m. to 9:30 a.m.
Location: 36 Degrees North, 36 East Cameron Street Tulsa, OK 74103

2. GENERAL CORRESPONDENCE / NOTIFICATION



Contact: Krista Flasch
Director of Communications
City of Broken Arrow
Phone: (918) 259-2400, ext. 5309
Mobile: (918) 409-7771
Fax: (918) 259-8226

Firefighter of the Year to be recognized at Awards Ceremony

Broken Arrow, Okla. (2/18/2016) – The Broken Arrow Fire Department will hold its annual awards ceremony at Central on Main, 210 N. Main Street, on Saturday, February 27, from 2:00 p.m. to 4:00 p.m.

Awards will include Firefighter of the Year, Officer of the Year, Company of the Year, Busiest Company of the Year, Staff of Life Award, and the Distinguished Service Award.

“The awards ceremony is a great time to share the stories of how our firefighters saved people’s lives,” said Chief Jeremy Moore. “No matter what the call turns out to be, our public safety personnel display professionalism, dedication and integrity with every response; they’re ready for any emergency they face.”

WHAT: Broken Arrow Fire Department Awards Ceremony
WHEN: Saturday, February 27
2:00 p.m. – 4:00 p.m.
WHERE: Central on Main, 210 N. Main Street

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Contact: Krista Flasch
Director of Communications
City of Broken Arrow
Phone: (918) 259-2400, ext. 5309
Mobile: (918) 409-7771
Fax: (918) 259-8226

Homeowners Association Workshop Offers Free Tips and Information
Free event scheduled for February 27th

Broken Arrow, Okla. (2/17/2016) – The 2016 Broken Arrow Homeowners Association Workshop will be held from 9:00 a.m. to 12:00 p.m. on Saturday, February 27th at Central on Main, 210 N. Main Street.

This annual workshop provides a great opportunity for HOA members, current homeowners and potential homeowners to get their property and neighborhood questions answered.

Each session will present experts within their field of expertise. These topics will be offered in four concurrent sessions. Participants can attend any session at any time. Session Topics Include: Legal and Operation issues for Home Owners 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, HOA Accounting and Tax Requirements and Recycling.

Light refreshments will be available. Attendees will also be eligible to win a weather radio and other door prizes. The event is free and open to the public.

To register for the event, visit www.BrokenArrowOK.gov/HOA.

WHAT: Broken Arrow Homeowners Association Workshop
WHEN: Saturday, February 27th from 9:00 a.m. to 12:00 p.m.
WHERE: Central on Main, 210 N. Main Street

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Hooks, Jennifer

To: Flasch, Krista
Subject: RE: PRESS RELEASE: Gov. Fallin Announces Studies That Show Economic Impact of Oklahoma Tourism at All-Time High

From: Office of Governor Fallin [<mailto:OKGOV@public.govdelivery.com>]

Sent: Monday, February 15, 2016 10:54 AM

To: Flasch, Krista

Subject: PRESS RELEASE: Gov. Fallin Announces Studies That Show Economic Impact of Oklahoma Tourism at All-Time High



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OFFICE OF GOVERNOR MARY FALLIN

MEDIA CONTACTS:

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FOR IMMEDIATE RELEASE
February 15, 2016

Governor Mary Fallin Announces Studies That Show Economic Impact of Oklahoma Tourism at All-Time High

OKLAHOMA CITY – Governor Mary Fallin today announced that three major research studies on the impact of tourism in Oklahoma show direct travel spending reached an all-time high of \$8.9 billion in 2014.

That figure makes travel and tourism the third-largest industry in the state.

“Oklahoma has experienced a tremendous growth in tourism and recreation businesses, destinations and sites which greatly enhance not only our ability to attract visitors and improve Oklahomans’ quality of life but also creates jobs and revenue for our state,” said Fallin. “The money spent at these scenic spots and recreation destinations is a boon for local communities and the state of Oklahoma.”

The studies commissioned by the Oklahoma Tourism and Recreation Department revealed that nearly 20.9 million travelers visited the state in 2014.

Visitor spending in Oklahoma generated \$972 million in tax revenue, including \$366 million for state government. That is a 15 percent increase over 2010.

The studies also showed that the tourism department's most recent advertising campaign, which encourages visitors to "Come See for Yourself," has had a return on investment of 7-to-1 in generating state and local taxes, said Executive Director Dick Dutton.

Dutton said the most exciting finding in the studies was the impact tourism advertising has on economic development.

"When out-of-state residents had viewed our tourism advertising and then visited the state, they were dramatically more likely to see Oklahoma as a good place to live, start a career and start a business," said Dutton. "Thus, a dual purpose of tourism marketing is realized. It has a positive impact on the state's image as a destination for leisure travel and recreation, while also enhancing Oklahoma's ability to attract business investment."

Full reports, a research summary infographic, and link to a Travel Impacts Interactive Website are available at http://www.travelok.com/industry_reports.

Highlights of the research studies findings include the following:

Economic Impact study – Dean Runyan Associates found that total direct travel spending in Oklahoma in 2014 was \$8.9 billion, making tourism the third largest industry in the state behind oil and natural gas and agriculture. More than 95,000 jobs and \$2 billion in payroll in Oklahoma are supported due to travel spending. Tourism spending generated \$972 million in local, state and federal tax revenue in 2014. State tax revenues attributable to tourism spending at \$366 million have increased 15 percent since 2010.

Visitor Volume and Profile study – TNS established that 20,866,000 travelers visited Oklahoma in 2014. This represents an increase of 2.4 million, or 12.8 percent, compared to 2010.

Advertising Accountability (ROI) and Image Awareness study – Longwoods International found that Oklahoma's tourism marketing program attracted 1.22 million new visitors to Oklahoma with its first six months of advertising in 2015. These are visitors who would not have come to the state were it not for the advertising. These visitors spent approximately \$205 million in Oklahoma, which resulted in \$15.5 million in state and local taxes or a return on investment (ROI) of 7:1. This represents a 4:1 ROI for state taxes and a 3:1 ROI for local tax revenues.

Longwoods International also established that tourism advertising not only has a positive impact on consumers' image of Oklahoma as a destination for leisure travel and recreation, but their research shows that advertising

awareness and subsequent visitation combine to provide a sizeable lift on six key economic development image ratings. This is known as the “Halo Effect.” For each of the six attributes studied, Oklahoma’s score increased with advertising awareness and visitation. When out-of-state residents had viewed OTRD’s tourism advertising and then visited the state, they were dramatically more likely to see Oklahoma as a good place to live, start a career, and start a business. Thus, the importance of tourism marketing for economic development purposes is seen. It impacts the state’s national image and enhances Oklahoma’s ability to attract business investment.

For more information about these studies, contact:

Kim Caplinger, director of public policy and research for Oklahoma Tourism and Recreation Department

(405) 522-9555 or Kim.Caplinger@TravelOK.com

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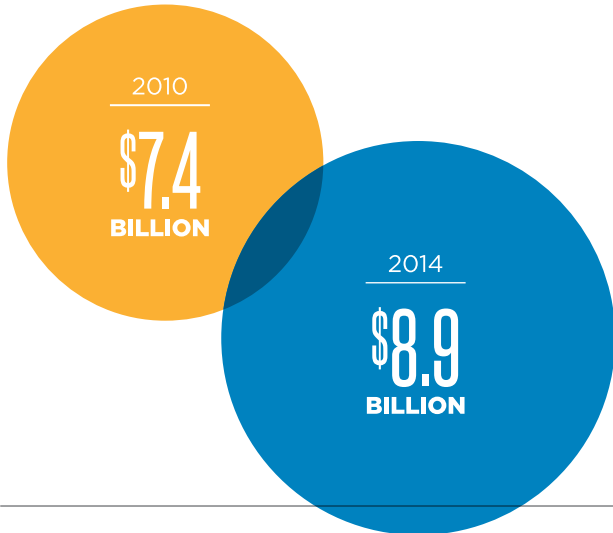
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TOURISM

OKLAHOMA'S
3RD-LARGEST
INDUSTRY

TOTAL DIRECT TRAVEL SPENDING IN OKLAHOMA

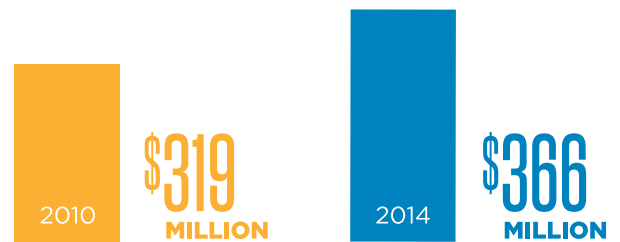


20% INCREASE

STATE AND LOCAL TAXES GENERATED BY VISITOR SPENDING



LOCAL



STATE

15% INCREASE IN TRAVEL-RELATED
STATE TAX REVENUES

ANNUAL VISITOR VOLUME



12.8% INCREASE

Average spending per visitor: \$367

JOBS CREATED OR SUSTAINED BY TRAVEL SPENDING



\$1.7 BILLION TOTAL PAYROLL

\$2.0 BILLION TOTAL PAYROLL

10.4% INCREASE IN TOTAL JOBS

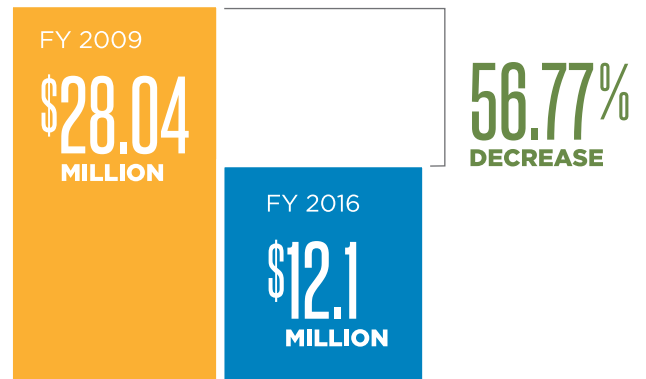
IN THE FIRST HALF OF 2015, \$2.2M INVESTED IN ADVERTISING GENERATED:

- 1.22 million** new visitors who would not otherwise have come
- \$205 million** in additional visitor spending*
- \$9.0 million** in incremental state taxes**
- \$6.5 million** in incremental local taxes**



Based on Longwoods International's methodology
 *Based on Avg. Spending estimates from 2014 TNS Travels America
 **Based on State (4.4%) + Local (3.2%) tax rates from Oklahoma (7.6% total)

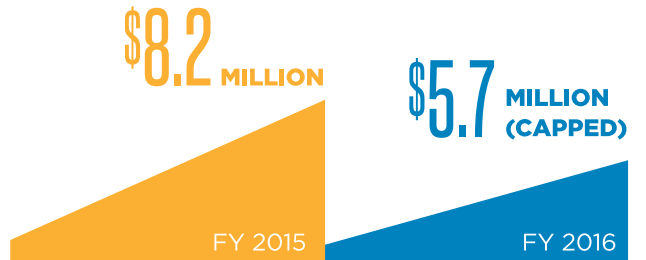
OTRD STATE APPROPRIATIONS



TOURISM ADVERTISING AND ECONOMIC DEVELOPMENT ARE LINKED

Tourism marketing impacts the state's national image, enhancing Oklahoma's ability to attract business investment.

TOURISM PROMOTION FUNDING

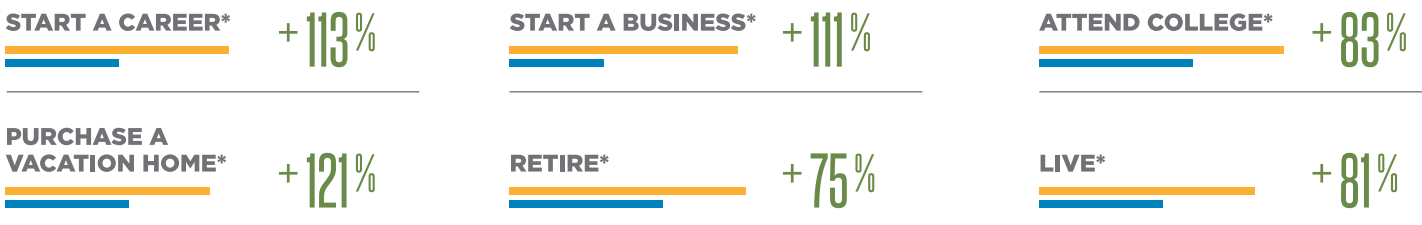


At a 4:1 ROI for State Tax Revenue, the State stands to lose **\$10 million** as a direct result of these cuts alone.

Local communities will lose **\$7.5 million.**

TOURISM ADVERTISING DRAMATICALLY IMPROVES SIX KEY ECONOMIC DEVELOPMENT IMAGE RATINGS

Compared with out-of-state residents who were unaware of Tourism advertising, those who were aware of Tourism advertising were more likely to see Oklahoma as a good place to:



Research Conducted by Three Best-in-Class Research Firms:
TNS Global Market Research / Dean Runyan Associates / Longwoods International