

To:

Honorable Mayor and City Councilors

From:

Michael Spurgeon, City Manager

Date:

February 26, 2016

Re:

Notes to Council

1. STAFF REPORTS / ITEMS REQUIRING IMMEDIATE ATTENTION

- BAPD Calls for Service Report January 2016
- Utilities Department Report February 2016

2. GENERAL CORRESPONDENCE / NOTIFICATION

- News Article Rose District Developments a Major Boon to Economy
- Oklahoma State Bill 1206 Introduced Tourism Improvement District

3. SPECIAL EVENTS / ACTIVITIES

Ruts and Guts Article – Road Magazine - March 2016

Respectfully submitted,

Michael L. Spurgeon

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Attachments

1. STAFF R	EPORTS / ITEM	S REQUIRIN	G IMMEDIATE	ATTENTION
			BROKEN A Where opportun	



INTEROFFICE MEMO

To: Michael Spurgeon, City Manager

From: David N. Boggs, Chief of Police

Date: February 23, 2016

Re: Calls for Service

Attached please find:

• BAPD Calls for Service Report – January 2016

DNB:trl

Attachment



Broken Arrow Police Department January 2016 Calls For Service



Calls for Service	Priority 1	Priority 2	Priority 3	Priority 4	Priority 5	Animal Control
1st Shift (10pm - 8am)*						
Beat 1	14	7	176	29	71	0
Beat 2	11	5	222	62	235	0
Beat 3	9	2	71	24	50	22
Beat 4	18	2	130	32	101	0
Beat 5	2	2	52	8	16	0
Beat 6	2	1	37	4	35	0
Beat 7	19	8	105	27	57	3
Beat 8	5	3	36	8	29	0
Other	3	0	4	9	24	0
	83	30	833	203	618	25
1st Shift average response	time per pr	iority				
	Priority 1	Priority 2	Priority 3	Priority 4	Priority 5	Animal Control
Call Received to Dispatch	0:01:00	0:01:34	0:01:52	0:03:32	0:03:30	0:02:59
Dispatch to Arrival	0:04:51	0:04:34	0:05:34	0:07:45	0:07:07	0:09:07
Call Start to Arrival (1/2016)	0:05:51	0:06:11	0:07:33	0:11:21	0:10:43	0:12:07
Call Start to Arrival (1/2015)	0:05:48	0:05:37	0:09:11	0:11:02	0:11:18	0:22:37
1st Shift April Total Calls		1824	(1055 were self-initiated calls)		0.22.01	
Calls for Service	Priority 1	Priority 2	Priority 3	Priority 4	Priority 5	Animal Control
2nd Shift (7am - 5pm)*	Priority 1	r Hority Z	Priority 3	Priority 4	Priority 5	Annia Control
Beat 1	14	0	316	115	119	20
Beat 2	21	9 5	364	211	514	20 14
Beat 3	11	7	87		73	
Beat 4	14	11	213	45 97	212	107
Beat 5	7	1	70	37	33	42
Beat 6	3	3	59	24	118	13
Beat 7	22	5	158	108	112	32
Beat 8	9	1	60	25	44	8
Other	2	0	8	6	68	0
Other	103	42	1335	668	1293	239
2nd Shift average response					3	72.7
	Priority 1	Priority 2	Priority 3	Priority 4	Priority 5	Animal Control
Call Received to Dispatch	0:01:03	0:01:03	0:03:11	0:07:30	0:08:45	0:15:49
Dispatch to Arrival	0:04:55	0:04:39	0:07:36	0:08:21	0:07:02	0:15:49
Call Start to Arrival (1/2016)	0:05:59	0:05:43	0:11:06	0:15:54	0:15:40	0:33:27
Call Start to Arrival (1/2015)	0:06:34	0:06:19	0:13:35	0:16:39	0:19:39	0:33:50



Broken Arrow Police Department January 2016 Calls For Service



Calls for Service	Priority 1	Priority 2	Priority 3	Priority 4	Priority 5	Animal Control
3rd Shift (3pm - 1am)*	-					
Beat 1	24	11	307	94	125	4
Beat 2	32	9	330	146	468	7
Beat 3	10	3	129	32	60	16
Beat 4	32	9	230	96	144	9
Beat 5	9	2	63	22	39	2
Beat 6	7	2	43	15	62	0
Beat 7	33	14	161	100	91	10
Beat 8	7	4	65	24	31	1
Other	2	0	9	6	36	0
	156	54	1337	535	1056	49
3rd Shift average response	time per pr	riority				
	Priority 1	Priority 2	Priority 3	Priority 4	Priority 5	Animal Control
Call Received to Dispatch	0:01:11	0:01:16	0:04:52	0:08:52	0:10:52	0:08:34
Dispatch to Arrival	0:05:07	0:05:15	0:06:29	0:07:20	0:06:14	0:15:06
Call Start to Arrival (1/2016)	0:06:18	0:06:34	0:11:49	0:16:13	0:17:34	0:25:20
Call Start to Arrival (1/2015)	0:06:17	0:07:25	0:13:42	0:17:59	0:15:08	0:29:17
3rd Shift April Total Calls		3239	(1653 we	ere self-initia	ted calls)	

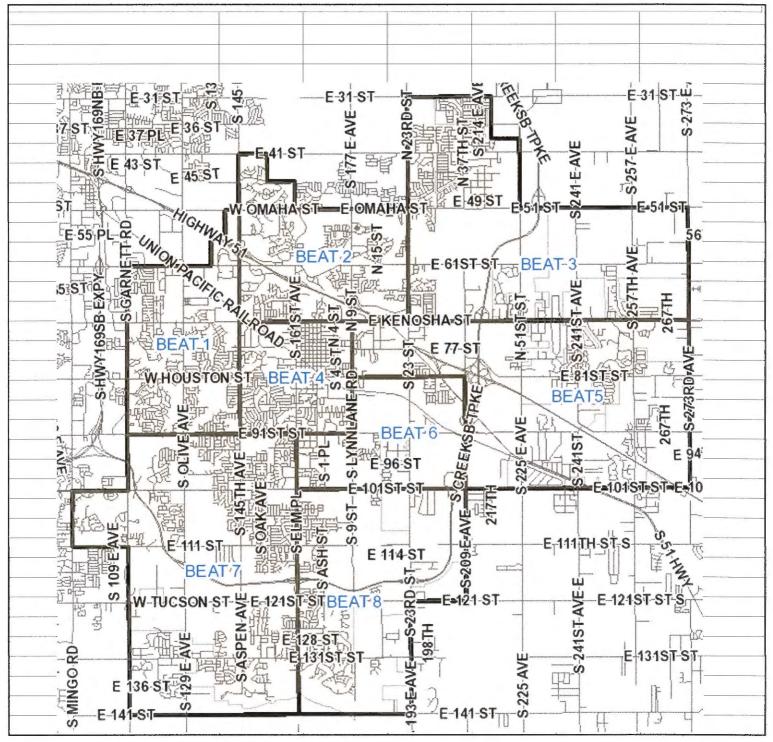
Definitions

- **Priority 1 =** Crimes in progress involving life threatening circumstances and situations that produce or are likely to produce serious bodily injury or death to any person.
- Priority 2 = Crimes in progress or that have just occurred, incidents in progress that present the potential for injury or property damage/loss, situations where the suspect is still at the scene or in the area and will elude apprehension or create the potential for injury or property damage if the police do not arrive rapidly, incidents where an officer is needed to secure a scene or witnesses, and incidents where there is a need for crowd control or traffic control which, if not done immediately, would create the imminent potential for injury or property damage/loss.
- **Priority 3 =**Crimes against people that are misdemeanors in progress or that have just occurred, reports of recent felony crimes, suspicious circumstances with no threat of injury, and incidents that do not require an officer immediately, but need investigation, mediation, or intervention.
- **Priority 4 =** Property or service related calls for an officer to respond that cannot be handled by telephone, misdemeanor reports when caller demands officer or when an officer needs to investigate the scene or interview witnesses, and requests for officers that do not require a quick response.
- **Priority 5 =** Primarily Officer initiated calls or ten codes used for in-house purposes.



Broken Arrow Police Department January 2016 Calls For Service







INTEROFFICE MEMO

To:

Michael Spurgeon, City Manager

From:

Anthony Daniel, Utilities Director 4D

Date:

February 26, 2016

Re:

Utilities Department Monthly Report - January 2016

	January 2016	January 2015
Water Treated, Purchased and Distributed		
Water Purchased from Tulsa	0 MG	0 MG
Water – Produced at Verdigris WTP	267.6 MG	260.3 MG
Wastewater Treated		
Lynn Lane Plant	143.5 MG	127.2 MG
Haikey Creek Plant flow from BA	174.6 MG	125.9 MG
Haikey Creek Plant flow from Tulsa	216.7 MG	167.5 MG

Sewer Lift and Water Booster Station Equipment Maintenance Summary-David Handy

1. Dresser Rand Lift Station:

a. Investigate report of bad seal on Pump #2. Pump seal ok.

2. Greens Lift Station:

- a. Installed new pump on Pump #1 pad. Salvaged rotating assembly.
- b. Added oil to bearing and seal cavity on pump #3.
- c. Greased motor bearings on Pump #1 & #3.

3. Gray Oaks Lift Station:

- a. Replaced Pump #1 control vacuum pump.
- b. Pump #2 seal failed. Discharge valves frozen and rusted. Will have to replace. Ordered seal kits. Will shut down pumps to replace seal.

4. Oneta Road/71st. Lift Station:

a. Investigated report of high hour meter reading. Determined it was due to rain event.

5. Old Adams Creek:

a. Pump #2A motor starter tripped. High temperature switch tripped. Reset and run 3 cycles.

6. Windsor Lift Station:

a. Seal failed on Pump #1. Ordered seal kits.

LLWWTP Maintenance Summary-David Handy

1. South Digester:

- a. Use Belt Press Feed Pumps to pump down level to floor. Blew out trash in suction line with portable air compressor on as needed.
- b. Use Green Country temp Staffing to help clean out rags and trash. Two to three feet of mud still left at the bottom. Cleaning of the two digesters to be made part of the CIP.

2. Clarifier #1 (West):

- a. Repaired waste sludge Pump #1.
- b. Cleaned out suction lines and valves to waste sludge pumps.
- c. Repaired air compressor for waste sludge pumps.

3. Flow Equalization Basin:

- a. Installed new pump variable frequency drive and programmed unit.
- b. New pump ran for 10hrs. before seal failed. Called DXP and start warranty work.
- c. Pulled pump and sent to DXP. Repaired pump and installed but seal installed incorrectly. New rotating assembly on its way.

4. Sodium Bisulfite Tank:

a. Wind knocked sightglass off tank. Tank was completely drained into sump. Cleaned and ordered all new pipe fittings and sightglass.

5. Chlorine Building:

a. Regulators sent off for repair.

6. Secondary Lift Station:

a. Repaired wireless radio.

Lynn Lane and Haikey Creek WWTP Industrial Pretreatment Program Summary-Lauren Wilson

1. City pretreatment staff inspected the following food preparation facilities:

Inspected manifests for grease interceptor (GI) maintenance, looked at GI, and discussed best management practices. Food handling establishments (FHE) that have full interceptors have been asked to have their grease interceptor pumped immediately. Re-checks are done for FHEs with non-compliance issues.

Bento Asian Diner

Sinbad's Rotisserie Chicken

Pot Belly's

Harvard Meats

Taco Bueno 61st

Panda Fast Food

Billy Ray's BBO

Applebee's- GI needs to be pumped

Walmart Hillside Dr.

El Sombrero

Uncle Buck's-GI needs to be pumped

Target

Lenny's Sub Shop

Not Your Grandma's Cupcakes – no

interceptor, asked to get one

Arby's Elm & Kenosha

Arby's County Line & Kenosha

Oklahoma Joe's

Subway 121st and Elm

Taco Bell 101st

Timber Brook Donuts-GI needs to be

pumped

Three Tequilas—GI needs to be pumped

Stone Mill BBQ- GI needs to be

Pumped

Carl's Jr.

McDonald's 101st

Christy's Chicken-GI needs

to be pumped

Charlie's Chicken- GI needs

to be pumped

Braum's Aspen- GI needs

to be pumped China 1

Dairy Oueen

Dairy Queen

KFC Garnett- GI needs

to be pumped

Panda Chinese Fast Food Papa Murphy's Houston

Reasor's Kenosha- GI needs

to be pumped

Papa John's 71st

Cookies By Design Apple Barrel Café

Taco Bell 71st

Domino's Pizza-inside trap, asked to keep maintenance

100

Subway 71st-inside trap,

asked to keep maintenance

Taco Bueno 101st – GI needs to be Pumped Subway 101st-inside trap, asked to keep maintenance log McDonald's 71st - GI pumped that day, still full, notified manager

log
Back Street BBQ & Burgers
no interceptor
Toast
McDonald's Aspen-GI
pumped that week, still full,
notified manager

2. City staff sampled the following facilities:

- Blue Bell Creameries (Biochemical Oxygen Demand, Total Suspended Solids, and Oil & Grease)
- 3. The following reports/certifications were received and reviewed in the month of January:
 - Blue Bell compliance monitoring report and laboratory analysis
 - Gruv-N-Gasket no-discharge certification
 - Russelectric compliance monitoring report and laboratory analysis
 - Unifirst compliance monitoring report and laboratory analysis
 - Quik Trip#50 monitoring report for underground storage tank disposal
 - Murphy's Hillside Dr./Seneca monitoring report for underground storage tank disposal
 - Republic Services/Broken Arrow Landfill compliance monitoring report and laboratory analysis

Surcharges for Bio-chemical Oxygen Demand (BOD), Total Suspended Solids (TSS), and Oil & Grease above residential thresholds were issued to Unifirst as a result of this analysis for \$1,780.34. Blue Bell surcharges were calculated but not issued. Utilities staff met with Blue Bell to discuss treatment options. Surcharges have been postponed until an agreement is made.

- 4. Prepare billing for Republic Services/Broken Arrow Landfill sewer charge, Porter Landfill leachate disposal charge, and QT#50 underground storage tank disposal charge.
- 5. Phone conference/meeting with the following sewer users to discuss pretreatment regulations, compliance issues and future permits:
- Goldie's Patio Grill Have been asked to install a grease interceptor at the Broken Arrow Restaurant. They are in the process of getting bids.
- Blue Bell Creameries Are having compliance issues. Discussed spills/slugs, surcharges, permit violations, flow-based sequential sampling, onsite treatment options and touring facility with similar package treatment plant.
- Paccar Winch Working to get metal finishing line permitted. Discussing plumbing designs, sampling requirements for Total Toxic Organics (TTO), and permit process.
- Claret Café City Best Management Practices for FHEs.
- Walmart/Sam's consultant FHE requirements
- Daylight Donuts Main Street Have been asked to install grease abatement equipment. In bidding process.

- Mullin Plumbing Proposed septic waste treatment site. Will install flow meter for surcharge billing purposes. Went over pretreatment regulations, future permit requirements and proposed sampling schedule.
- ACI Concrete asked about truck washing station, pretreatment equipment and maintenance records. ACl is only washing outside of vehicles. Has oil/water separator, will send maintenance records.
- 6. Amended "Septic Hauling Ordinance" to include all hauled waste and recommended fee of \$65/1000 gallons based upon the average charge per gallon for hauled waste for pretreatment cities in Oklahoma.
- 7. Created pretreatment program web content for new City of Broken Arrow website and submitted to Communication Director. Content includes industrial user survey, permit application, local limits, surcharge rates, grease trap cleaning guide, food handling establishment survey and best management practice.
- 8. Pretreatment staff have been asked to participate in the following events:
 - BA Homeowner's Association Workshop prepare presentation, design and order FOG brochure
 - Earth Day at BA Farmer's Market (Kid's Corner) planning in process.

UTILITIES DISTRIBUTION/COLLECTIONS MAINTENANCE SUMMARY WATER DISTRIBUTION – Jerry Hanewinkel

- 1. Taps and Meters set 36
- 2. Responded to 70 meter leak calls
- 3. Replaced 32 meters.
- 4. Repaired or Replaced 33 meter and valve boxes
- 5. Replaced 21 Curb Stops
- 6. Repaired 3 valves
- 7. Cleaned up 46 yards
- 8. Responded to 448 Call Okie Line Locates
- 9. Replaced 2 fire hydrants
- 10. Repaired 1 fire hydrant
- 11. Installed 1 road crossing
- 12. Responded to 88 water system service requests
- 13. Flushed 4 lines for water quality
- 14. Distribution Main Leaks repaired 24
- 15. Meter leak repairs 16
- 16. Safety training with Water & Construction staff on January 11, 2016 over Cold Weather Protection and Safe Winter Driving and on January 28, 2016 safety training over Flu Avoidance & Safety Data Sheets.

SEWER COLLECTION- Bryan Carey

- 1. Service requests calls 21
- 2. Sewer line blockages 8
- 3. Lift station repairs 3
- 4. Manholes repaired 4

- 5. Sewer line cleaned 150 ft.
- 6. Sewer line replaced 42 ft.
- 7. Line locates done 76
- 8. Stand-by and night crew 4 calls received
- 9. Clean ups 3
- 10. Camera line 300 ft.

METER READING – Derriel Bynum

- 1. Replaced Meters-120
- 2. Replaced Meter Boxes-14
- 3. Door Hangers for bad check-70
- 4. Turn Ons for non payment-270
- 5. Turn Offs for non payment-313
- 6. New /Accounts-390
- 7. Finals-397
- 8. Pulled Meters-5
- 9. Read 37,122 Meters for the month of January 2016
- 10. Construction Meters Set-8
- 11. Rebuilt large meters-4
- 12. Talked to customers about high water bills-10
- 13. Leak Tests-340
- 14. Replaced Curb Stops-2

<u>UTILITIES CONSTRUCTION – Tommy Kimbrough</u>

County Line Sewer Project – Installed 190' of 30" SDR 35 sewer pipe to temporarily repair sewer trunk line along County Line.

Project Vandever W/L 1607-Installed 23' of 6" C-900 PVC Water line to replace deteriorated 6" cast iron line.

WATER QUALITY- Diana Flora

- 1. Flushed dead end water lines (38 total)
- 2. Tested chlorine levels near auto flushers to verify all working (17 total)
- 3. 6 dirty water calls, 124,375 gallons of water flushed to improve water quality.
- 4. 100 Bac-T samples, 2 chlorine (am/pm) daily
- 5. Gathered information for Revised Total Coliform rule.
- 6. Total gallons flushed to improve water quality in January was 2,331,500 gallons.

VERDIGRIS WTP – Jimmy Helms

- 1. Replaced encoder on sludge drive in pretreatment train #1
- 2. Addressed leaks on sodium permanganate feed panel and cleaned the area
- 3. Started sodium hypochlorite generators up after completion of all repairs to brine tank
- 4. Cleaned and inspected plate settler in pretreatment train #1
- 5. Drained, cleaned and inspected pretreatment train #2 floc chambers and plate settler
- 6. Installed Stamford baffles in pretreatment train #2 plate settler area
- 7. Replaced broken roll pins on drain valves in pretreatment train #2
- 8. Replaced hose in chlorine feed pump #2
- 9. Replaced sludge drive cables in pretreatment train #1
- 10. Drained, cleaned and inspected pretreatment train #4 floc chambers and plate settler
- 11. Replaced broken roll pins on drain valves in pretreatment train #4

- 12. Installed Stamford baffles in pretreatment train #4
- 13. Drained, cleaned and inspected pretreatment train #3 floc chambers and plate settler
- 14. Replaced seals in valve 1018 on membrane rack #10
- 15. Drained, cleaned and inspected the equalization basin at the pretreatment basin
- 16. Replaced broken fittings on potable water line on pretreatment basin
- 17. Installed temporary chlorine pump for low plant flows
- 18. Safety meeting with plant staff on 1/20/16 over Accident Investigation
- 19. Repaired Smart Bob salt level output on brine tank
- 20. Installed two receptacles at chemical offloading stations on west side of building
- 21. Tightened leaking packing on valve 1001 on membrane rack #6
- 22. Installed chemical injection spear in LAS vault #2
- 23. Repaired U-clamp on clean in place drain pipe on membrane rack #2
- 24. Installed sample station at raw water pump station
- 25. Installed bracing on potable water line at raw water pump station
- 26. Repaired sump pump in pretreatment flow meter vault
- 27. Replaced leaking header on membrane rack #3
- 28. Replaced temperature sensor on chlorine generator slave #2
- 29. Greased membrane feed pumps
- 30. Calibrated all inline pH probes

DIRECTOR'S REPORT - Anthony Daniel

- 1. Met with property owner along Jasper St to access damage to the county sewer trunk line failure.
- 2. Attended the Skaggs Tank Rehab Project monthly meeting.
- 3. Attended the AMR Phase I meter bids opening meeting. Collated all required information and submitted to OWRB for approval.
- 4. Participated in the kick off meeting for the new south side Elevated Water Storage Tank Project.
- 5. Pretreatment staff and I met with Bluebell Creamery management on the installation of a package pretreatment plant.
- 6. Met with Engineering & Construction staff and architect to review drawings and specs for the proposed maintenance building at LLWWTP.
- 7. Attended the RMUA O & M monthly meeting at the HCWWTP. Meeting ended abruptly as EPA and ODEQ reps onsite to conduct annual CEI inspection.
- 8. Utilities staff and I met with CM, ACM and E & C Director to provide an update on the repairs to the failed section of the county sewer trunk line.
- 9. Led the monthly meeting with E & C and Utilities staff to discuss the status of ongoing CIP projects.
- 10. Met with Engineer (Dewberry) to review the 75% drawings for the improvements to the Oneta Rd sewer lift station. Project is being fast tracked.
- 11. Met with City Mgr, Asst City Mgr, City Attorney and E & C Director on the Oneta Rd Consent Order received from ODEQ. Provided an update or the proposed improvements and the funding of the project.
- 12. Attended the lunch time presentation on water tank mixing apparatus by Tideflex Technologies.
- 13. Attended meeting on Skaggs tank project organized by E & C to discuss the extent of corrosion and metal loss on the roof of the tank.
- 14. Participated in the meeting called for City Attorney to discuss the provision of water and sewer service to the Whistler property.
- 15. Attended the update on the Wastewater System Master Plan study being undertaken by HDR.

- 16. Attended the rescheduled monthly RMUA O & M meeting at HCWWTP. Part of the meeting was refining the project scope with consultant for the improvements to the aeration system.
- 17. Attended the monthly RWD #4 Board meeting held at RWD #4 office.
- 18. Participated in the LLWWTP headworks improvement project Conceptual Design Review meeting led by HDR.
- 19. Barney Campbell and I met with Ms. Beverly Cole (tenant on Dr. Ritze's property) to discuss cleanup, restoration and the construction of an access road as city's response to the damage caused by the failure of the county sewer trunk line.
- 20. Met with all employees at LLWWTP to bring to a closure an ongoing personnel issue/concern at the facility.
- 21. Utilities staff met with city attorney to discuss the extent of restoration and improvements on Dr. Ritze's property that need to be made as a result of the washout from the county sewer trunk line failure.
- 22. Met with Dave Myers of Jim Myers & Sons at the Water Treatment Plant to discuss briefly the improvements being made to the plate settlers at the Water Treatment Plant.
- 23. Lauren Wilson, Dev Services staff and I met with Mullin Plumbing and their engineer on a proposed septic waste holding and discharge station.
- 24. Met with City Manager, City Attorney and E & C Director on long term water needs.

FUTURE PROJECT TO DO LIST:

-Repair water leak at the junction of Kenosha and Aspen in early June 2016.

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Outlook: Broken Arrow Rose District developments a major boon to economy

By STACY RYBURN World Staff Writer | Posted: Sunday, February 21, 2016 12:00 am

BROKEN ARROW — When retired Tulsa teachers Greg and Marilyn Bridges opened Southern Magnolia antique shop nearly three years ago, they figured Broken Arrow's Rose District would be the perfect place.

They were right.

The burgeoning center on Main Street has undergone an overhaul in recent years, paving the way for new businesses of all shapes and sizes, including the Bridges' shop.

The success largely can be attributed to a public-private partnership, Broken Arrow City Manager Michael Spurgeon said.



BA Wrap (copy)

Visitors enjoy the Rose District in Broken Arrow. JAMES GIBBARD/Tulsa World file

A \$5 million investment led to about \$25 million in private investment, making possible vast improvements to streets, sidewalks, landscaping and other beautification and infrastructure projects in the district, Spurgeon said.

The city also plans to put in another \$4 million of public money. A 1,200-square-foot interactive water fountain and four more blocks of streetscaping are in the works, Spurgeon said.

"I only see great things continuing in the Rose District," he said.

When the Bridgeses were looking for a place to start their new business, they saw the potential blossoming in the district, Greg Bridges said.

"Just knowing that the street was going to go through this total renovation, and knowing that we were able to purchase a building that was right in the thick of it, it seemed like the ideal thing to do," he said. "It just kind of lined up."

Business has boomed, by Greg's account. Aside from increased foot traffic in the couple's shop, surrounding businesses also have seen the benefits of the renovations, he said.

"You can come downtown, and it could be sometimes almost midnight and the downtown area really is still very lively as far as the restaurants and the bars that are going on," Greg Bridges said.

Down the street, another business owner, JoAn Rainwater, said in the 10 years her store, Hollow Tree Gifts, has been on Main Street, the changes at the Rose District have made the area more attractive to customers from all over.

Hailing from Okmulgee, she has seen people from her hometown routinely make their way to the district, not only to see her shop but to take in the whole scene, Rainwater said.

Rainwater didn't initially embrace news of all the changes. She wasn't sure what to expect, but after everything started rolling out, she changed her tune.

"Then I realized, well, you know, once in a while I can be wrong," Rainwater said.

Another area of potential development will be Tiger Hill. Once the estimated \$1.1 million of repairs are finished on the retaining wall in the area's north side, city officials will eyeball commercial and retail development, Spurgeon said.

"We talk to people on a weekly basis about their interest in that property, and I have no doubts in my mind that once the wall situation is resolved we will reach an agreement with someone to develop it," he said.

In the meantime, business opportunities in the city as a whole remain on the upside, Spurgeon said. The people, the location and the growth make Broken Arrow an enticing place to be, he said.

"Investing in Broken Arrow is a good investment," he said. "You have a lot of folks here, which means that you have a lot of opportunities to capture this market."



INTEROFFICE MEMO

To: Michael Spurgeon, City Manager

From: Lori Hill

CC: Norman Stephens and Russell Gale

Date: February 23, 2016

Re: Notes to Council – Senate Bill 1206 Tourism Improvement District

I wanted to pass along information from Ray Hoyt, President of VisitTulsa, Tulsa Sports Commission, Tulsa Office of Film, Music, Arts and Culture regarding Senate Bill 1206 regarding Tourism Improvement Districts. I have also provided this information to Lesa Smaligo, City of Broken Arrow Lobbyist.

VisitTulsa and the Oklahoma Convention and Visitors Bureau are leading the charge to garner support from neighboring communities. I wanted to provide this information, as you and/or City Council may be contacted to support this bill. I am also including a copy of Senate Bill 1206 and would like to reference that the verbiage is to be updated to have the hotel or motel having 50 or more rooms as opposed to what is currently in the language which is 100 or more rooms (Senate Bill 1206 Page 2, Line 7).

If you have any questions regarding this initiative, please let me know. If Broken Arrow would like to be included to show support for this initiative, I will contact Ray Hoyt and provide our logo for use on their white paper.

From: Ray Hoyt [mailto:rayhoyt@visittulsa.com] **Sent:** Friday, February 19, 2016 3:40 PM

Dear Regional Tourism Partner,

With budget challenges threatening basic services at all levels of government, we must empower our communities to attract out-of-state sales tax dollars through visitors, shoppers and event goers. Unfortunately, Oklahoma's cities lack a key marketing tool available in places like Texas, Kansas and more than 120 cities in eight other states.

SB 1206 would give our communities that tool by expanding their ability to create business improvement districts for marketing efforts that attract visitors. This bill allows cities the option of enacting tourism improvement districts to assess only the businesses that benefit most directly from increased visitors: hoteliers and motel properties. A long-established method of funding improvements that directly benefit a neighborhood, business improvement districts can be created only after securing buy-in from area businesses, and tourism improvement districts would be no different.

This legislation has **no cost** to the state and puts **no new tax** burden on residents. Instead, it has the potential to increase the state's sales tax revenue and national visibility significantly.

Please review the attached one-pager to find the details and organizations in favor of this important piece of legislation.

We strongly support SB 1206, and ask that Oklahoma's Legislature do the same. **SB 2016 will be heard** in the Senate Tourism Committee on <u>Tuesday</u>, <u>February 23</u>.

Thank you in advance for your valued partnership.

Sincerely, Ray Hoyt President

VisitTulsa, Tulsa Sports Commission, Tulsa Office of Film, Music, Arts and Culture

From: Ray Hoyt [mailto:rayhoyt@visittulsa.com]
Sent: Wednesday, February 03, 2016 1:38 PM

With the start of the legislative session underway, I am requesting your organization's support of the passage of **Senate Bill 1206**.

SB 1206 creates an additional use for **Improvement Districts**, allowing them to be formed only for hotel and motel properties and focused solely on tourism marketing – a service which is a direct benefit to the hotel and motel property owners. The bill ensures the existing intent and function of Improvement Districts is maintained, while creating a new tool for Oklahoma's communities to compete in tourism with their peer cities in other states.

THE NEED

Improvement Districts have been a key tool for Oklahoma's cities and neighborhoods to invest in critical improvements for their community. Instead of a broad tax impacting everyone in a city, Improvement Districts allow those who benefit the most to assess themselves to pay for improvements.

Increasingly, cities across the country are turning to Improvement Districts as a tool to boost their tourism efforts, and attract visitors and events to their community. More than **123 cities** in Texas, Montana, Kansas, Louisiana, South Dakota, California, Washington, Oregon, Iowa, and Pennsylvania have used Improvement Districts to invest in their tourism industry and strengthen their local economies, raising over \$230 million for destination marketing each year.

Without a similar tool to use improvement districts for tourism marketing, cities and towns in Oklahoma will increasingly lose out on recruiting events, conferences, and visitors. The option to create Improvement Districts for this use will promote growth in our third-largest industry: tourism.

IMPACT TO THE STATE

SB 1206 would have no negative fiscal impact to the state. By strengthening Oklahoma's tourism competitiveness with surrounding states, SB 1206 has the potential to significantly increase the state's sales tax revenue by attracting visitors and events to Oklahoma.

And just like the other Improvement Districts already established in Oklahoma, cities would still be required to go through the proper processes to create a tourism-based Improvement District and secure buy-in from Hotel businesses before being able to form the district.

Please join me in advocating for this very important piece of legislation **by responding to this e-mail** at your earliest convenience with a statement of your endorsement. Also, please **enclose your logo** for inclusion in informational materials to be distributed to legislators as a visual sign of your support.

Providing Oklahoma's communities and tourism organizations with this tool is key to our future success, and we need a team effort to ensure it passes at the State Capitol. We would greatly appreciate your support.

Thank you in advance. Please contact me if you have specific questions.

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1 W Third St, Suite 100
Tulsa OK 74103
Office: 018 560 0203

Office: 918.560.0293 RayHoyt@visittulsa.com

Improvement Districts for Tourism

THE NEED

Improvement Districts have been a key tool for Oklahoma's cities and neighborhoods to invest in critical improvements for their community. Instead of a broad tax impacting everyone in a city, Improvement Districts allow those who benefit the most to assess themselves to pay for improvements. Tulsa's most prominent example is the Downtown Stadium Improvement District, which funded ONEOK Field and continues to provide support for downtown services, maintenance, and promotions.

Increasingly, cities across the country are turning to Improvement Districts as a tool to boost their tourism efforts, and attract visitors and events to their community. More than **85 cities** in Texas, Montana, Kansas, Louisiana, South Dakota, California, Washington, Oregon, Iowa, and Pennsylvania have used Improvement Districts to invest in their tourism industry and strengthen their local economies.

Without a similar tool, Tulsa will increasingly lose out on large events, conferences, and tourists – visitors who spend their money in our city, generating sales tax dollars for both our state and local communities and creating jobs in the tourism, restaurant, hotel, and entertainment industries.

THE CHALLENGE

Current Oklahoma state law requires that Improvement Districts focus largely upon physical improvements for a specific neighborhood, and have primarily been property-based in both their assessments and improvements. Tourism-based Improvement Districts are notably different: they typically focus on the hotel industry, rather than a community or neighborhood; and the improvements they confer come in the form of marketing and advertising that drives visitors to stay in hotels, rather than physical improvements.

Because this would be a new use for Improvement Districts without precedent in Oklahoma, there is concern that structuring our ideal Improvement District could face legal challenges focused upon the benefits conferred through marketing.

NEXT STEPS

Current law requires that Improvement Districts focus largely upon physical improvements for a specific neighborhood. Senate Bill 1206 creates an additional use for Improvement Districts, allowing them to be formed only of hotel and motel properties and focused solely on tourism marketing – a service which is a direct benefit to the hotel and motel property owners.

The bill ensures the existing intent and function of Improvement Districts is maintained, while creating a new tool for Oklahoma's communities to compete in tourism with their peer cities in other states.

IMPACT TO THE STATE

SB 1206 would have no negative fiscal impact to the state. By strengthening Oklahoma's tourism competitiveness with surrounding states, SB 1206 has the potential to significantly increase the state's sales tax revenue by attracting visitors and events to Oklahoma.

TOURISM-BASED IMPROVEMENT DISTRICTS

Vote YES on SB 1206

THE NEED

Improvement Districts have been a key tool for Oklahoma's cities and neighborhoods to invest in critical improvements for their community. Instead of a broad tax impacting everyone in a city, Improvement Districts allow those who benefit the most to assess themselves to pay for improvements.

Increasingly, cities across the country are turning to Improvement Districts as a tool to boost their tourism efforts, and attract visitors and events to their community. More than **123 cities** in Texas, Montana, Kansas, Louisiana, South Dakota, California, Washington, Oregon, Iowa, and Pennsylvania have used Improvement Districts to invest in their tourism industry and strengthen their local economies, **raising over \$230 million for destination marketing each year.**

Without a similar tool to use improvement districts for tourism marketing, cities and towns in Oklahoma will increasingly lose out on large events, conferences, and tourists—in other words, visitors who spend their money in Oklahoma, generating sales tax dollars for both our state and local communities and creating jobs in the tourism, restaurant, hotel, and entertainment industries. The option to create Improvement Districts for this use will promote growth in our third-largest industry: tourism.

PROPOSED CHANGES

Current law requires that Improvement Districts focus largely upon physical improvements for a specific neighborhood. SB 1206 creates an additional use for Improvement Districts, allowing them to be formed only of hotel and motel properties and focused solely on tourism marketing – a service which is a direct benefit to the hotel and motel property owners.

The bill ensures the existing intent and function of Improvement Districts is maintained, while creating a new tool for Oklahoma's communities to compete in tourism with their peer cities in other states.

IMPACT TO THE STATE

SB 1206 would have no negative fiscal impact to the state. By strengthening Oklahoma's tourism competitiveness with surrounding states, SB 1206 has the potential to significantly increase the state's sales tax revenue by attracting visitors and events to Oklahoma.

And just like the other Improvement Districts already established in Oklahoma, cities would still be required to go through the proper processes to create a tourism-based Improvement District and secure buy-in from businesses before being able to form the district.

Endorsed by:























1	STATE OF OKLAHOMA
2	2nd Session of the 55th Legislature (2016)
3	SENATE BILL 1206 By: Fields
4	
5	
6	AS INTRODUCED
7	An Act relating to tourism improvement districts;
8	amending 11 O.S. 2011, Section 39-103.1, which relates to additional improvement districts;
9	providing for an additional class of improvement districts for tourism purposes; and providing an
10	effective date.
11	
12	BE IT ENACTED BY THE PEOPLE OF THE STATE OF OKLAHOMA:
13	SECTION 1. AMENDATORY 11 O.S. 2011, Section 39-103.1, is
14	amended to read as follows:
15	Section 39-103.1. A. In addition to those purposes set out in
16	Section 39-103 of this title, the governing body of any municipality
17	having a population of more than one thousand five hundred (1,500)
18	may create one or more districts and levy assessments for the
19	purpose of providing or causing to be provided any maintenance,
20	cleaning, security, shuttle service, upkeep, marketing, management
21	or other services which confer special benefits upon property within
22	the district by preserving, enhancing or extending the value or
23	usefulness of any improvement described in Section 39-103 of this
24	title, whether or not the improvement was financed or constructed
18 19 20 21 22 23	may create one or more districts and levy assessments for the purpose of providing or causing to be provided any maintenance, cleaning, security, shuttle service, upkeep, marketing, management or other services which confer special benefits upon property within the district by preserving, enhancing or extending the value or usefulness of any improvement described in Section 39-103 of this

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    pursuant to this act and such governing body may exclude or modify
    such assessments according to benefits received on properties which
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    are exempt from ad valorem taxation, except those assessments
    provided for by Section 39-103 of this title. Such a district may
 4
    be comprised of a designated geographical area within the
 5
    municipality and limited to only those properties within such
 6
 7
    geographical area on which a hotel or motel having 100 or more rooms
 8
    available for occupancy is located, if the sole purpose of the
 9
    district is to provide marketing services for private or public
10
    events reasonably calculated to increase occupancy and room rates
11
    for such properties as a class. Such districts may also be used to
12
    fund maintenance, management, marketing and other services being
13
    provided through an active Main Street Program recognized as such by
    the Oklahoma Department of Commerce. In addition, such districts
14
    may be used to fund the acquisition, construction, installation or
15
    maintenance of capital improvements with an estimated useful life of
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- Parking facilities;
- 2. Benches, booths, kiosks and pedestrian shelters;

five (5) years or more, including but not limited to:

20 3. Signs;

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- 21 4. Trash receptacles;
- 22 5. Public restrooms;
- 23 6. Lighting, heating and air conditioning facilities;

7. Decorations;

- 8. Parks, fountains and planting areas; and
- 9. Ramps, sidewalks and plazas;

provided the total cost of such improvement is funded in one year's assessment.

General street repair and maintenance on any street used by vehicular traffic shall not be made a part of any assessments provided for hereunder.

B. For districts created under this section, the engineer's report may be amended by resolution of the governing body to provide new or additional services or improvements upon the petition of the record owners of not less than one-half (1/2) of the area liable for assessment under the proposal. Petitions seeking to add new or additional services or improvements to an existing district shall be filed with the city clerk not less than sixty (60) days prior to the date of the public hearing on the annual assessment roll.

The petition shall set forth:

- A general description of the new or additional services or improvements to be provided;
- 2. The estimated costs of the services and improvements proposed to be added;
- 3. The area of the district to be assessed under the proposal; and
 - 4. The proposed method of assessment.

C. For districts created under this section, property adjacent to such district may be annexed into the district upon the petition of the record owners of more than sixty percent (60%) of the area liable to be annexed. Petitions seeking to annex additional property into an existing assessment district shall be filed with the city clerk not less than sixty (60) days prior to the hearing on the annual assessment roll.

The petition shall set forth:

- 1. The area to be annexed to the district;
- 2. The nature of the services and/or improvements to be provided to the area to be annexed;
 - 3. The estimated costs of the services and/or improvements to be provided to the area to be annexed; and
 - 4. The proposed method of assessment.
 - D. If the governing body determines that it is desirable to continue to provide or cause to be provided the improvements and services, to provide new or additional services, or improvements, or to annex additional property into an existing assessment district authorized by this section, the governing body shall annually prepare and cause to be filed in the office of the municipal clerk a resolution containing, among other things:
 - 1. The assessment roll;
- 23 2. The new or additional services, or improvements proposed to 24 be provided, if any;

3. A description of the area proposed to be annexed into the district, if any;

- 4. The name and address of the last-known owner of each tract or parcel of land to be assessed, or if the name of the owner is unknown, state "unknown". The name and address of the owner of each tract of land shall be obtained from the records of the county treasurer;
- 5. A description of each tract or parcel of land to be assessed; and
- 6. The amount of the assessment against each tract or parcel of land.

If after filing the assessment roll, it appears that the amount of the assessment against any tract or parcel of land shall be increased, new or additional services, or improvements are to be provided or additional property is to be annexed into the district, the governing body shall by resolution set a time and place for the hearing on the resolution at which an owner may object to the amount of the assessment, the new or additional services, or improvements to be provided or the additional property to be annexed.

E. Not more than thirty (30) days nor less than ten (10) days before the day of the hearing, the municipal clerk, the deputy municipal clerk or the engineer shall mail the notice of the hearing on the resolution to the owner of the tract or parcel of land on which the amount of assessment is increased, new or additional

services or improvements are proposed to be added or proposed to be annexed into the district. Proof of the mailing is to be made by affidavit by the municipal clerk, the deputy municipal clerk or the engineer, which shall be filed in the office of the municipal clerk. Failure of the owner to receive any notice shall not invalidate any of the proceedings authorized in the Improvement District Act.

Notice of the hearing shall also be published. The last publication shall be at least seven (7) days prior to the day of the hearing.

Such service by publication shall be verified by an affidavit of the publisher which is to be filed in the office of the municipal clerk.

- F. No district created under this section shall continue beyond the date that final payment of all principal, interest and other amounts due in connection with bonds issued by that district has been made, or if no bonds have been issued by the district, beyond the date that is thirty (30) years after the adoption of the resolution creating the district, unless re-created as provided in Section 39-101 et seq. of this title for creation of districts. Provided that, at any time after its creation, and provided further that, no bonds or other financial obligations of a district are then outstanding, the district shall cease to exist if:
 - 1. The governing body by resolution terminates the district; or
- 2. The owners of a majority in area of the tracts or parcels of land within the district and a majority of the owners of record of

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property within the district petition in writing to terminate the
 1
    district.
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        Such termination shall take effect at the end of the fiscal year
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    in which the governing body adopts such resolution or determines the
    validity of such petition. Nothing herein shall excuse a tract or
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    parcel of land from its liability for deferred payments or any
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    assessment.
        SECTION 2. This act shall become effective November 1, 2016.
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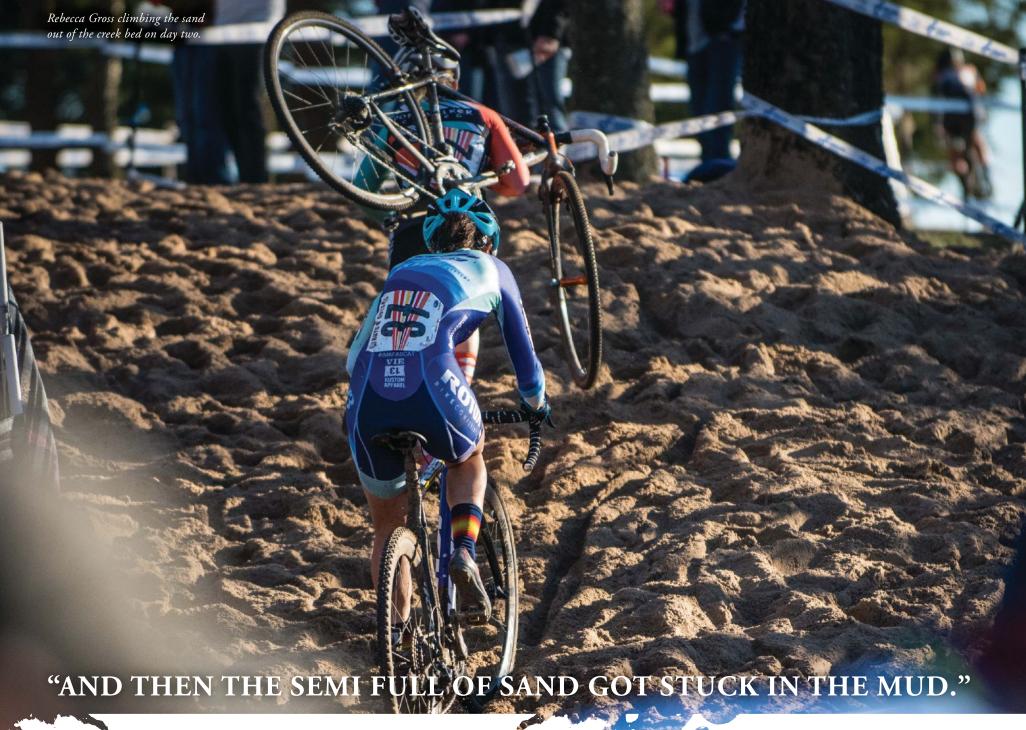
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This seemed like an appropriate climax to the saga of how 60 tons of beach wound up 600 miles from the ocean for a 'cross race. Tanner Culbreath, the 33-yearold race director for the Ruts 'N Guts cyclocross race weekend in Broken Arrow, Oklahoma, delivered this fun fact as I gnawed the last bits meat off the bone at Oklahoma Joe's barbeque joint. Though this year marked the sixth edition of the event, 2015 was the first year the race carried a UCI designation, and it was the first time the state hosted a cyclocross race of that caliber. The event was also the first time I'd ever heard of Broken Arrow. I knew it was somewhere between the Mississippi River and the Rocky Mountains, but admittedly out of my own ignorance that part of the country was just one big corn field. That view changed quickly once I arrived at the Chisholm Trail Park race venue on the outskirts of Broken Arrow.

In the northeast corner of Oklahoma, the toll roads, highways and interstates converge below the skyscrapers of downtown Tulsa. From the heart of the city, the Broken Arrow expressway speeds southeast, and

the tall buildings and bustling metropolis melt into subdivisions, open grassland, strip malls and jumbotron-flanked mega churches. Though the area seems like a suburban extension of Tulsa, Broken Arrow is its own community looking for ways make an independent name for itself.

For the past six years, the city has seen cyclocross as a way to broaden the reputation of the community. Lori Hill, the tourism director for Broken Arrow who also works for the city's visitor's bureau, explained, "An event like Ruts 'N Guts shines a spotlight on Broken Arrow and allows us to showcase our community, both during and after the event...Long after people leave, we want them to remember us." For these reasons, the city has sponsored the cyclocross race since the inaugural event in 2010.

Since that first event, Ruts 'N Guts has directly benefited from the city's desire to foster an event that is distinctly Broken Arrow. This year, the city supplied the venue at Chisholm, and chipped in a labor force to prepare the park for the race weekend. Culbreath explained, "The

whole time, they are asking, what can we do to make our park [Chisholm is run by the city] better for the event." In the weeks leading up to the event, the city provided help with tents, barricades, brush clearing and sand movement. Instead of throwing up red tape surrounding the weekend of racing, Broken Arrow and the City Visitor's Bureau facilitated the event that brought professional cyclists from across the country and regional racers from the neighboring states to this corner of Tulsa County. Culbreath noted, "They really see our event as adding to the value of the city."

In addition to the city's support, the City Visitor's Bureau, which is a separate entity from the city, put \$10,000 in direct monetary sponsorship toward Ruts 'N Guts. The support of the surrounding community is huge considering that expenses for a bare bones UCI race weekend run \$35,000 and more commonly approach \$50,000, according to Dorothy Wong, the race promoter of California's only UCI weekend.

However, it was not just the local cycling community or the surrounding municipality that facilitated the





first year UCI event—the 'cross crew from over the border in Texas also played a huge role in supporting the race. This year, Ruts N' Guts was one of three back-to-back UCI races in the Oklahoma/Northern Texas region in December of 2015. The chunk of racing resulted from collaboration between Culbreath's crew in Oklahoma and Jeff Lucido, the man behind the Texas 'Cross Syndicate. In the lead up to Austin's National Championship last season, Lucido put on Texas's first UCI 'cross race, the Resolution 'Cross Cup in Garland, Texas. In December 2015 the event returned along with the newly UCI-inscribed Highlander 'Cross Cup in Waco, Texas, to form the block of Texas/ Oklahoma UCI racing loosely dubbed Southern 'Cross. When I met Lucido, he was hunched over a laptop, for the second straight day, in the back of a cargo trailer, tallying the results of the races in Broken Arrow—it wasn't his race, and he was four hours from home, but he was holed up, battling a sore throat to make sure the logistics of his compatriot's Southern 'Cross race ran smoothly.

After meeting the 42-year-old, I thought that this sort of camaraderie must be unique to 'cross promoters. I then remembered that I needed quarters for the toll road. I set off with some dollar bills in hopes of turning a stranger into a change machine. I tracked one down easily, but he refused to take my bills. "Absolutely not!" the gentleman replied, "Just take these! They just sit in my can and I don't use them."

I stared down at the \$3.50 in change and couldn't help but think that maybe it wasn't just 'cross promoter camaraderie, but a heavy helping of Southern hospitality that's made the 'cross scene in Texas and Oklahoma grow. The collaboration between the contingents in neighboring states gave the region the momentum it needed to put the South Central region on the National cyclocross map with a block of internationally sanctioned racing.

The area surrounding Broken Arrow has a strong cycling scene, and the region is best known for The Tulsa Tough—a three-day cycling festival during early June. Within these three days of racing, the River Park Criterium features Cry Baby Hill, a climb that draws thousands of fans. The Tulsa Voice, the city's independent newspaper, pegged the CBH attendees at 3,000 last year. There's certainly fans roaming the streets of northeast Oklahoma, but the trick is consolidating them and bringing that spectatorship to the fields and woodlands on the outskirts of town. Culbreath and his co-promoter, Mike Guillen, appeared on the KTUL Channel 8 morning news, and multiple camera crews from the area converged on the event to broadcast just what the heck was going on next to the Creek Turnpike.

Aside from promoting a relatively eclectic sport to the general public, energy and funds can also go toward creating a more professional atmosphere surrounding a challenging and unique course. It is no small feat to transform a relatively flat park (25 feet of total elevation difference) in one of the flattest regions of the country (the border of pancake flat Kansas lies 65 miles miles to the north of Broken Arrow) into a national caliber track for the US Professional Cyclocross Tour. Getting a semi stuck is just one of the ways to do it. While the crowds didn't swell to the numbers that gather on Cry Baby Hill, the enthusiasm from kegs of free beer concentrated a good portion of the fan energy to the hilly sand pits at Chisholm Trail Park.

The convergence of the dual sand hills and the flyover across the creek proved prime spectating real estate during the two days of racing. Fans gravitated toward the three major course features and stood front and center waiting for great feats of power climbing through the heavy sand, as well as the inevitable chaos on the descents. Fueled by 450 dollars worth of free beer, the hecklers in the wooded grove shouted for two straight days during the elite races.

After the event, I caught up with fellow Californian, Emily Kachorek on the phone. "Those hecklers in the woods were awesome," said Kachorek, a 36-year-old professional cyclocross racer and owner of Squid Bikes. She spent the past season chasing UCI points from Lakewood, Washington

to Yanqing Station, China. "The sandpits made the racing hard and challenging, but not in a sketchy way. There [were] features that the elites could ride but other categories [couldn't]. The course changed with the caliber of racer. You would handle it differently depending on your skillset." Instead of a mistake costing a splintered carbon wheel or a trip to the ER, slipping up in the deep sand meant lost time and a huge roar from the well-lubricated peanut gallery. "The course was phenomenal."

Like Kachorek, I also thought America's heartland had produced a proper cyclocross course. Two weeks before the event, I would have never guessed the track would yield such praise. I groaned at my first glance of the course profile, which revealed just 25 feet of elevation difference for the entire course—a characteristic that seemingly doomed the race to "grass crit status." However, the first laps on the track indicated otherwise.

"It was a relatively feature heavy course," Kachorek explained. The features included steep off-camber S-turns, multiple deep sand slopes, one flat sand pit, a flyover, Belgian stairs, twisty wooded sections, sweeping turns along the shore of Anderson Lake and soggy drags up grassy false flats. "Louisville and the Cincy races are also really feature heavy. It keeps you entertained and it keeps you focused, I thought the course raced really well— it had all the little pieces of the puzzle."

That puzzle broke the fields up into small groups that kept the racers battling, and the crowd screaming for the elite races each day. The men's race turned into a battle

between British Columbia, Colorado, California and Texas, with local Texan Tristan Uhl taking the win both days. Riders from California, North Carolina and Washington fought for the top spots, and Californian Amanda Nauman took her first two career UCI victories both days.

After conquering its first year as a UCI race, Ruts N' Guts will aim for an even larger event next year. Organizers submitted their bid to upgrade from a C2 to a C1 event in 2016. The latter offers more ranking points, prize money and prestige for both racers and the host city alike. Additionally, they hope a shift in the schedule will eliminate the conflict with Jingle Cross in Iowa. The two events ran simultaneously this season, which pulled many of the region's racers away from the start line in Broken Arrow. Culbreath explained, "It's basically coming down to whether or not we can get the funding. That will determine whether or not the event is upgraded next year." To do that, he and his crew are counting on continued support from the City of Broken Arrow, as well as the surrounding Texas/Oklahoma 'cross community.

Regardless of next season's inscription, Ruts 'N Guts has shown that partnerships between race organizers and their surrounding communities are keys to success year after year. Two days of sand pits, tacky turns and bone gnawing barbeque in the vast expanses of northern Oklahoma put Broken Arrow on the cycling map and proved that the Southern region is deserving of its place on the US Professional Cyclocross Calendar.

