

INITIATIVE I: TALENT ATTRACTION

To ensure we have the necessary talent for the continued growth of our community, we must develop and implement a talent recruitment effort that is focused on the needs of Broken Arrow businesses. Success in talent recruitment can only be achieved through focused and intentional efforts to both expand and enhance our workforce.


 **Goal: Lead talent attraction efforts to meet the demand for higher-wage jobs and cultivate a diverse workforce.**

Key Metrics:

- Develop out-of-state recruitment programs for key industry sectors of healthcare and manufacturing.
- Develop and launch a website focused on attracting talent to the community.
- Engage 1,000 young professionals over the next five years.

INITIATIVE II: WORKFORCE DEVELOPMENT

It is essential for Broken Arrow citizens to have the skills necessary to excel in the jobs of today and tomorrow. The BAEDC is committed to working with our partners in developing a talent pipeline to support area businesses. Through focused alignment of key workforce needs and partners appropriately positioned to train and up-skill today's work force and that of the future, we can ensure the diverse 21st century workforce businesses are looking for.

 **Goal: Lead efforts to develop and retain a skilled workforce for Broken Arrow employers.**

Key Metrics:

- Facilitate 150 direct job placements with Broken Arrow employers.
- Assist 500 companies with workforce resources and support.
- Engage and assist 3000 job seekers.

INITIATIVE III: BUSINESS ATTRACTION, RETENTION AND EXPANSION

In spite of the change in the landscape resulting from the pandemic, the value of core, traditional economic development activities is no less critical to ensuring economic vibrancy. Continuing to partner with existing business and industry partners to address needs and support their growth in Broken Arrow will continue to be a primary driver for economic growth. Additionally, the BAEDC will engage the competitive marketplace and leverage Broken Arrow's assets to attract new jobs and investment.

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

Key Metrics:

- Conduct 2,500 business visits and conduct customer satisfaction surveys.
- Assist 600 companies in expansion, workforce training, attraction, and data support services.
- Attract five primary job employers to Broken Arrow.
- Hold at least five meetings with site selection consultants and five headquarter visits annually.

INITIATIVE IV: INNOVATION DISTRICT AND DEVELOPMENT

Development is vital for continued success and growth of the Broken Arrow business community. The next five years will be crucial in developing the strategy and laying the foundation for the Innovation District. The BAEDC will lead in ensuring the 90-acre site is thoughtfully planned with community and developer engagement focused on primary, higher wage jobs as well as leading the path for a strategic and thoughtful process for all developments in Broken Arrow.



Goal: Ensure the Innovation District is shovel-ready by 2026.

Key Metrics:

- Create a comprehensive growth and maintenance plan for new and existing development districts.
- Develop strategic, targeted planning for commercial and industrial offerings.
- Enhance district planning, including completing preparations for the Innovation District.
- Create and deliver an assessment tool for new and current developers.

INITIATIVE V: ENTREPRENEURSHIP ECOSYSTEM

Given the unique opportunity created by the Innovation District, establishing Broken Arrow as an entrepreneur friendly community is vital to maximizing future success. The BAEDC will promote the growth and development of an intentional entrepreneurial ecosystem over the next five years.



Goal: Develop a thriving entrepreneurial ecosystem.

Key Metrics:

- Create three entrepreneurship programs for area students.
- Develop an early-stage funding source program for Broken Arrow small businesses.
- Increase servicing of small firms by 20%.
- Launch five entrepreneur-focused programs.

INITIATIVE VI: INVESTOR RELATIONS

Success in these areas of work will require collaboration and engagement across the community. The BAEDC will maintain close relationships with our stakeholders to ensure they understand our goals, are educated on tactics and strategies, and are familiar with progress along the way. We will do this by transparently sharing developments on our five-year plan, strategic progress, and financial results.



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

Key Metrics:

- Host two investor-only events per year.
- Maintain a 95% net retention rate of Amplify BA investors.
- Report progress to investors through all communications channels quarterly.
- Post-performance metrics on the BAEDC website.