

Promoting Tourism and Travel Opportunities in Broken Arrow

A message from City Manager Michael Spurgeon

Last summer, the City of Broken Arrow commissioned what is known as a "tourism asset inventory". The purpose of the inventory is to determine why people visit Broken Arrow and how we can enhance promotions that will increase the number of visitors that come to our community. In Oklahoma, the tourism and travel industry generates \$634 million annually. Without question, tourism is a powerful economic driver, and we need to position our City to earn a larger piece of the proverbial pie, to help our hotels and businesses!

At the present time we have 782 hotel/motel rooms in BA. Additionally, there are 374 rooms currently under construction, which includes the rooms at our new conference center by the Bass Pro Shops. The new facility will open in the fall. The total investment made in 2016 by the hospitality industry, as reported by the Oklahoma Tourism and Recreation Department, well exceeds \$632 million. Bringing more visitors to town will not only benefit these individual establishments but our local economy as well. In the industry, they call it putting more "heads in beds". More visitors staying overnight means more opportunities for them to spend their money on food, shopping and services in Broken Arrow.

The overall goal is to bring more visitors into our community and share with them all the wonderful experiences we know are here, such as the Bass Pro Shops, the Rose District, Warren Theatre, youth sports facilities and more. Because tourism has the potential to bring in additional new revenue to BA, we hired Berkeley Young with Young Strategies, an experienced tourism and marketing consultant who has worked with over 100 destinations in 26 states, to formulate a data-based plan for our community. The inventory was completed earlier this year, and the results were presented to the City Council and the Convention and Visitors Bureau on January 17. The recommendations in the report will help guide us in boosting tourism and travel opportunities in Broken Arrow.

Here are some of the action items recommended by Young Strategies:

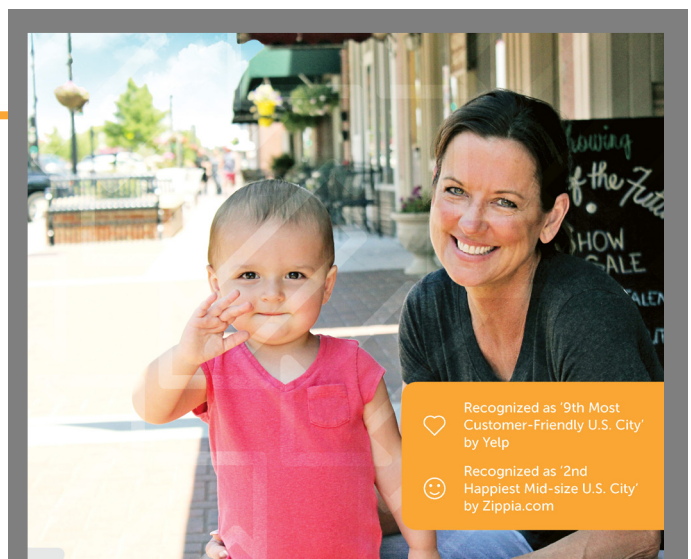
- **Restructure the Broken Arrow Convention and Visitors Bureau** – Create new structure focused on sales and marketing to drive increased room demand.
- **Drive increased demand (365 nights) for room nights in hotels** – Focus on NEED periods when occupancy is low.
- **Group sales** – Hire an experienced team sports and small meetings/conferences sales person to partner with hotels and facilities to drive increased group business.
- **Marketing** – Build a brand around the unique name "Broken Arrow". Develop aggressive strategies for website and digital, social media, and traditional marketing in partnership with regional and state tourism entities.
- **Gateway** – Develop gateways that create a sense of place and direct arriving guests to information and core gathering spots.
- **Signage and wayfinding** – Visitors can't spend money if they can't find the cash registers. A signage system throughout the city will help visitors move about efficiently and drive increased spending.

The next step is for our tourism board and administration to review these action steps and determine the best way to move forward. We'll keep you posted on what happens. This is definitely a step in the right direction that will help bring more business to our hotels, restaurants, and shops, which in turn will generate more sales tax revenue to support the great services we provide in the community.

Read the 2016 Annual Report

The 2016 Annual Report provides an excellent overview of the progress the City of Broken Arrow has made on projects and programs throughout the year, as well as provide a snapshot of what's ahead in 2017.

Read it online at www.BrokenArrowOK.gov/ANNUALREPORT, or pick up a complimentary copy at City Hall, 220 S. First Street.



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Stay in touch!

www.brokenarrowok.gov

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220 S. First Street
918-251-5311

Action Center 258-3587
One Stop Center 259-2411

www.facebook.com/CityofBA
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Free Dump Day April 22

Residents will have the opportunity to dispose of unwanted items at the City's annual Spring Clean-Up. This year, the event will be Saturday, April 22 from 7:00 a.m. – 4:00 p.m. at the Waste Management Quarry Landfill, 13720 E. 46th St. North. This is easily accessible by traveling north on U.S. Highway 169 to the eastbound exit at 46th St. North. Residents may dump free by presenting a driver's license with a Broken Arrow address or a recent utility bill. City employees will be on site to verify residency.

Any household waste can be dropped off except for the following items: Hazardous materials, liquids (such as paint in liquid form, gasoline, used oil, etc.), batteries, fluorescent light bulbs, untreated medical waste and compressed gas cylinders.

Refrigerators/air conditioners/freezers/or Freon containing items will be accepted with the proper documentation that the refrigerant has been properly removed by a licensed CFC technician. There will be a \$2 fee for each car tire, and \$4 fee for each truck tire.

Motor oil, batteries, antifreeze, steel cans and scrap metal are accepted year-round at the Metropolitan Environmental Trust (MET) recycling facility located at 302 North Elm Place. The facility also accepts plastic bottles, glass bottles, newspaper, office paper, aluminum cans, cardboard and paperboard.

For additional information about eligible items, please contact the landfill at 918-439-7835.

Farmers Market Starts April 1 Tuesday Hours Added!

The 2017 Rose District Farmers Market returns to its original location at the Rose District Pavilion, 418 S. Main Street. The new season kicks off on Saturday, April 1. New this year, the market will also operate on Tuesdays! Look for early crops such as spinach, kale, and leaf lettuces, along with bison, chicken, eggs, regular and gluten free Amish bread and local honey. Shoppers benefit by buying produce harvested within a few hours of purchasing and supporting the local economy. Saturday market hours are from 8:00 a.m. to 12:00 p.m. Tuesday hours are 4:00 p.m. to 7:00 p.m. Follow the Rose District Farmers Market on Facebook for the latest information.



Don't Throw Your Electronics Away - Recycle It!

Get rid of your old and unwanted electronics the environmentally responsible way by recycling it at the Metropolitan Environmental Trust (the M.e.t.). The e-waste drop-off site is located at the center's Broken Arrow location, 302 N. Elm.

Items accepted are: cameras, computer batteries, computer towers, copiers/scanners, fax machines, keyboards/mouse, laptops, microwaves, phones, printers, power cords, small appliances, UPS systems and VCR/DVD players. Unaccepted items include: air conditioners, large appliances, items over 40 pounds, light bulbs, monitors, refrigerators and televisions. For more information, call 918-584-0584.

Hiring for Seasonal Positions

Applications are being accepted for seasonal summer positions. Lead lifeguards, lifeguards, concession workers, and cashiers are needed. Great pay in a fun environment! Pools open May 29 for the season. Apply online at www.BrokenArrowOK.gov/JOBS or call the Parks & Recreation Department at 918-259-7007.

COMMUNITY CALENDAR

Ongoing each Tuesday and Saturday - Rose District Farmers Market (see related story).

April 4 — Broken Arrow City Council 6:30 p.m., City Hall Council Chambers, 220 S. First St.

April 4 — Election Day

April 6 — "Let's Talk About it, Oklahoma!" Book Discussion 6:00 p.m. to 8:00 p.m., Museum Broken Arrow. For details, call 918-258-2616.

April 8 & 22 — Motorcycle Safety Course 9:00 a.m. to 3:00 p.m., Chisholm Trail South Park. To register, call 918-451-8200, ext. 8692.

April 8 — Pickleball Tournament 9:00 a.m., Central Park Community Center. Call 918-259-7000 for details.

April 13 — Planning Commission 5:00 p.m., City Hall Council Chambers, 220 S. First St.

April 14 — City offices closed for Good Friday. No trash service that day.

April 18 — Broken Arrow City Council 6:30 p.m., City Hall Council Chambers, 220 S. First St.

April 18 — "Let's Talk About it, Oklahoma!" Book Discussion 2:30 p.m. to 4:30 p.m., NSU Broken Arrow, 3100 E. New Orleans St. For details, call 918-449-6452.

April 21 — BA Senior Center Resource & Health Fair 9:00 a.m. to 2:00 p.m. Central Park Community Center. 1500 S. Main St. Phone: 918-259-8377.

April 22 — Spring Clean Up Day (see related story)

April 27 — Planning Commission 5:00 p.m., City Hall Council Chambers, 220 S. First St.

April 29 — 8th Annual Bark Walk & Pet Fest 9:00 a.m. to 3:00 p.m., Central Park. For details, visit www.tb.org.

May 2 — Broken Arrow City Council 6:30 p.m., City Hall Council Chambers, 220 S. First St.

May 6 — Mom & Me Hike Ray Herral Nature Park, 7101 S. 3rd Street. Call 918-615-6099 for details.

May 6 — Rose Festival 8:00 a.m. to 3:00 p.m. Rose District Farmers Market Plaza.

May 11 — Planning Commission 5:00 p.m., City Hall Council Chambers, 220 S. First St.