



**BROKEN  
ARROW**

CHAMBER of  
COMMERCE

**2023** | **IMPACT  
DASHBOARD**



## A letter from the President

Chamber Members,

2023 was another momentous year for Broken Arrow and the BA Chamber. As you'll find in this Annual Impact Report, we've been hard at work fulfilling our mission, representing you and providing you all the resources you need to be successful.

The staff, board of directors and I are all grateful for your investment in Broken Arrow's business voice and business resource. This year, we've advocated on your behalf, hosted programs to provide you knowledge and insight, hosted events to bring people to our community, and put together programs to bring businesses together.

As we head into 2024, know the chamber staff and board of directors is dedicated to a clear mission: ensure every business succeeds.



Scan here to view  
the BAC Board  
of Directors



**Jennifer Conway**  
President & CEO

## Meet the Staff



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Cover photo created by: Christopher Westfall

Over **2,566**  
volunteer hours  
completed.

Our Ambassadors logged thousands of hours assisting at events, meeting with members, and promoting our local businesses with passion and dedication. We couldn't do it without them.

Scan here to meet our  
Ambassadors.





## Building Business Connections

**88** networking opportunities  
**\$13.9M** in dollars generated by leads groups  
**Over 5,220** business event attendees



## Investing in Broken Arrow

**184** new members  
**853 total** Chamber members  
**566** sponsorships sold to **186** different companies  
**Over 37,784** community event attendees  
**47,000+ followers** on social media



## Expanding your Knowledge & Skills

**204** events in 2023  
**33** Leadership Broken Arrow graduates



## Advocating for your Business

**Over 2,660** hours of advocacy  
**13** advocacy events



## Growing the Local Economy

**3** groundbreakings  
**50** ribbon cuttings  
**894** new jobs  
**3,751** total businesses

# Major Events



Taste of Summer, our all-you-can-eat ice cream festival, presented by Blue Bell and Kinetic by Windstream is an annual summer tradition in Broken Arrow. The 2023 event greeted **over 5,400 attendees** despite a reschedule and a rainy day! Attendees consumed 489 gallons of ice cream, which is about 12,225 scoops of ice cream in addition to more than 10,000 snack items! This event also featured food trucks and local vendors. This event provided activities ranging from our vendor marketplace, to our get active zone, and water activity areas to keep cool!



The Annual Gala is a black tie event where the **Arrowhead Business Award winners are announced** and several community leaders are **celebrated for their contributions to Broken Arrow**. This year's event boasted a Winter Wonderland theme and a rocking after party with entertainment provided by The Get Down Band. **98 different businesses were represented** at the 2023 event where **sixteen major awards were given**.



Rooster Days is a proud Broken Arrow tradition and in 2023, it celebrated its 92nd Anniversary, making it the **longest running festival in Oklahoma**. The festival takes place at Central Park on Main Street each year. There is something for everyone at Rooster Days, including live entertainment, a parade on Main Street, Miss Rooster Days Pageant, carnival food, carnival rides, cornhole tournament, Rooster Days Run and our ever-expanding marketplace. This year we hosted over **31,000 attendees**.



Buy Broken Arrow is our shop local campaign that encourages shopping in Broken arrow during the holiday season. The campaign gives away a total of **\$16,000 in cash and prizes**, which includes a \$10,000, \$3,000, and \$2,000 in cash awards. This year's program had **over 90 participants** and featured Buy BA Benjamins- where we surprised one lucky shopper twice a week at a participating merchant with \$100 cash!

Scan here for a full events calendar.



# Thank you to our major investors!

## The Chairman's Guild



## The President's Circle

Arvest Bank • ChampionX • Chart, Inc. • Cyntergy • Jim Norton Chevrolet  
Oklahoma Natural Gas (ONG), a division of ONE Gas • River Spirit Casino  
Swift Recon • The Arrow Group • Vast Bank

## The Executive Club

1-800 Water Damage of SE Tulsa • Air Comfort Solutions • American Waste Control • Ascension St. John Broken Arrow  
Broken Arrow Public Schools • CommunityCare • CrossFirst Bank • DixieLou LLC doing business as Scooter's Coffee  
Drilling Equipment Resources • Equity Bank • Farrah Fulps Investments • FC Tulsa • Harmon Insurance  
High Tower Accounting & Tax • Jmark • Littleton Legal PLLC • Manpower • Mattress Firm- Lynn Lane • McGraw Realtors  
Nelson Nissan • Northeastern State University • Phoenix Restoration • Royal Printing & Copy Centers • Security Bank  
Spectacular Homes • Stand-By-Personnel • The Persimmon Group • The Robson Companies • Tinker Federal Credit Union  
Tulsa Community College • Tulsa Drillers • Tulsa Zoo Management Inc. • Two Men And A Truck®  
Western Sun Federal Credit Union • WeStreet Credit Union

## US Chamber Awards Broken Arrow Chamber 5-Star Accreditation Status

The U.S. Chamber of Commerce awarded the Broken Arrow Chamber of Commerce with its designation of Accredited with 5 Stars for its sound policies, effective organizational procedures, and positive impact on the community.

The purpose of the U.S. Chamber's Accreditation Program is to facilitate continuing excellence in the chamber industry and to foster a pro-business environment across America. To receive Accreditation, a chamber must meet minimum standards in their operations and programs, including areas of governance, government affairs, communications, and technology. This extensive self-review can take 6-9 months to complete.

Local chambers are rated Accredited, 3-Stars, 4-Stars, or 5-Stars. State chambers are recognized as either Accredited State Chamber or Accredited State Chamber with Distinction. The final determination is made by the Accrediting Board, a committee of U.S. Chamber board members.

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