



THE ROSE DISTRICT

Historic Transformation: The Rose District, Broken Arrow, Oklahoma's revitalized 100-year-old historic downtown, now a thriving hub of activity

Vibrant Destination: A pedestrian-friendly hub with unique dining, boutique shopping, and lively community spaces

Cultural & Entertainment Hub: Home to a 1,500-seat Performing Arts Center and an open plaza with an interactive fountain

Endless Opportunities: Already thriving, this retail and arts district is ready for even more growth and investment

The Rose District	2 Miles	5 Miles	10 Miles
2024 Population	29,108	151,928	441,214
2029 Projection	30,155	160,332	463,993
2024 Median HH Income	\$64,166	\$72,201	\$66,085
Consumer Spending	\$338.5M	\$1.9B	\$5.4B
Daytime Employees	20,114	65,828	214,110

Source: Esri forecasts for 2024 and 2029 Market Profile