



Official Press Release

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City of Bixby Launches New Brand

Bixby, OK. December 10, 2018 – The City of Bixby has launched new brand. The new brand utilizes the same letter shape as the long-standing traditional “Welcome to Bixby” signs that guests and residents see upon entering the City Limits. However, additional elements show an identity that is positive, active, family-centered, portrays growth, and future river development.

Bixby Mayor John Easton revealed the brand at his State of the City address on November 14, 2018. Mayor Easton said, “The new logo shows represents how Bixby is modern and forward-thinking. It highlights all the projects we are doing on our iconic pedestrian bridge and river endeavors.”

The City also has plans to renovate and update City Hall and its Dawes office building. Many businesses in Bixby have completed or are currently undergoing expansion and renovation activities. The reinvestment in current buildings shows the Cities’ commitment to continue to cultivate commerce and quality of life in the City. Work is scheduled to begin in early 2019.

Downtown Bixby will also be undergoing a large capital improvement. Construction on the Downtown River District will begin next year. Plans include new streetscapes, gateway signage, and landscaping. Not only will Downtown receive a redevelopment, but the iconic Harmony Bridge will be receiving new paint, lighting and amenities to be utilized by pedestrians and cyclists on the trail system in 2019.

“Creating and sustaining destination attractions within our City is one of the primary focus areas in our economic development strategy.” Jared Cottle, City Manager, said.

Year over year Bixby has seen continued population growth, even while other Oklahoma cities experienced downward trends last year. Bixby is the fastest-growing city in the region and second-fastest overall in the state. On average the city has added 275 to 300 new homes per year.

Mayor Easton touched on the financial stability of Bixby in his State of the City Address. “Financially Bixby is in great shape. Commerce within the city is trending up. The future of Bixby is bright, Bixby is a good investment.”

The new brand conveys the positive message about Bixby’s future.

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