



2012

# CITY OF COLLINSVILLE, OKLAHOMA

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## MARKET ASSESSMENT

Prepared and presented to  
City of Collinsville  
Pam Polk, City Manager  
106 N 12th St  
Collinsville, OK 74021  
Tel: (918) 371-1010  
Fax: (918) 371-1019



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

Prepared and presented by  
Retail Attractions, LLC  
12150 East 96th St North, Suite 202  
Owasso, Oklahoma 74055  
Tel: (918) 376-6707  
Fax: (918) 272-5376  
[www.retailattractions.com](http://www.retailattractions.com)

# TABLE OF CONTENTS

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ABOUT THE CITY OF COLLINSVILLE	
Location and Accessibility	3
Development Assets and Concerns	3
Business Environment	3
Population Growth	4
Retail Environment	5
Action Items	7
Sales Tax Revenue	8
Building Permits	9

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DEFINING TRADE AREA	10
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DEMOGRAPHIC PROFILE - PRIMARY TRADE AREA	
Area Map	12
Population by Age	13
Population by Race	14
Population by Income	15
Population by Education	16
Population by Occupation	17
Housing Value Distribution	18

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DEMOGRAPHIC PROFILE - CITY LIMITS	
Area Map	19
Population by Age	20
Population by Race	21
Population by Income	22
Population by Education	23
Population by Occupation	24
Housing Value Distribution	25

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OPPORTUNITY GAP	
Nielsen Claritas Retail Market Power	26
Retail Categories	27
Opportunity Gap - Primary Trade Area	28
Opportunity Gap - City Limits	30

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RETAIL ATTRACTIONS	
About Us	32
Our Staff	33
Our Methodology	34
Our Data	35

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ACKNOWLEDGEMENTS AND DISCLAIMER	36
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# ABOUT THE CITY OF COLLINSVILLE

## LOCATION AND ACCESSIBILITY

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Collinsville, Oklahoma is an outer ring Tulsa suburb, located just north of Owasso on the US 169 corridor. The community has experienced dynamic residential growth with several new subdivisions and other new subdivisions in various stages of development. State Highway 20, the link between Highway 169 and Highway 75, serves as the city's main arterial, connecting the Collinsville community with US 75 to the west and US 169 to the east. Retail customers funnel into Collinsville from the north, east, and west.

## DEVELOPMENT ASSETS AND CONCERNS

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The City of Collinsville has created an environment in the community that is pro-growth and pro-business. Although growth has been slow, Collinsville did show positive growth over the last decade unlike countless other rural Oklahoma communities. Residential construction totals show an increase of 326 new residential permits in the city limits over the past five years totaling nearly \$40 million in value. Collinsville benefits from its location on Highway 169 with average daily traffic counts of more than 15,000 vehicles per day travel to and through Collinsville making the area a regional collection point for retail shopping opportunities. The City administration understands the necessity for public-private partnerships to facilitate retail development and works to make the development process as streamlined as possible.

## BUSINESS ENVIRONMENT

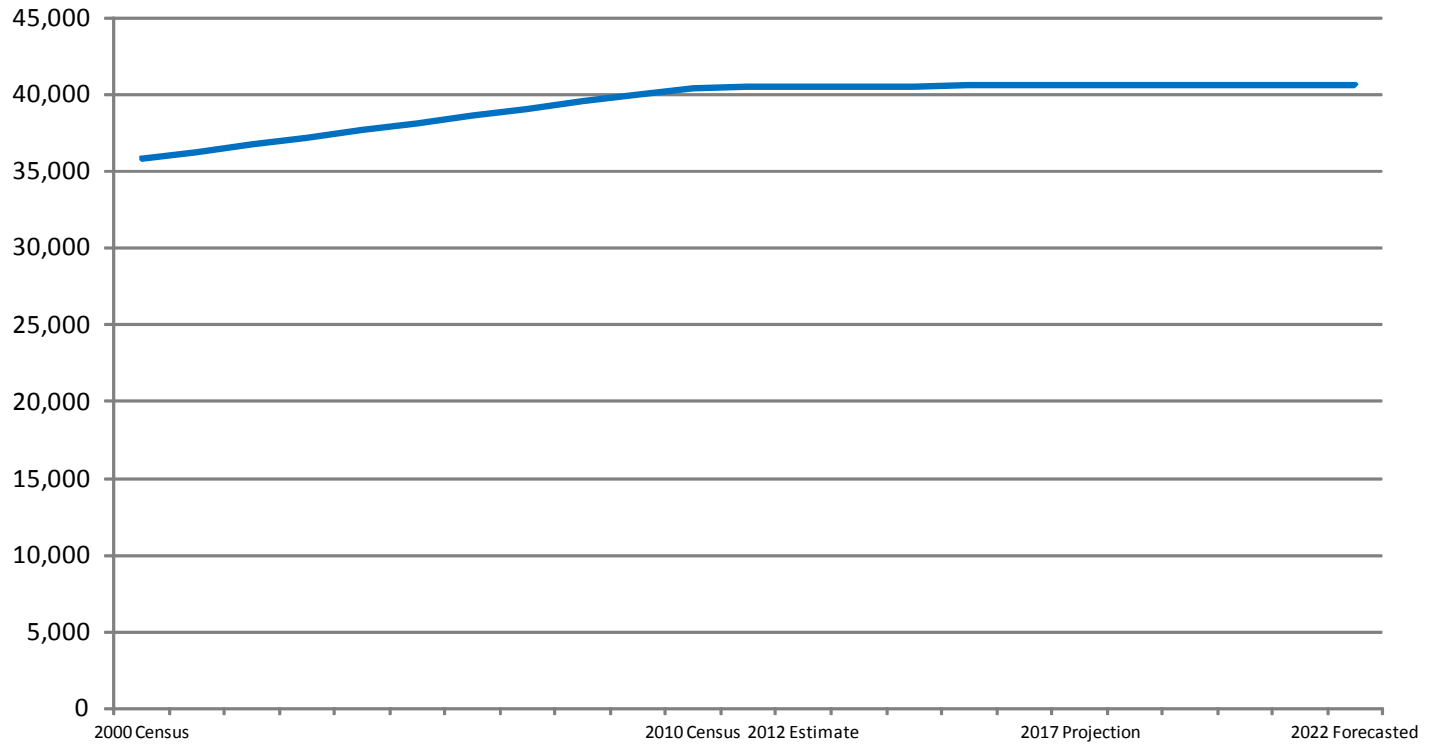
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Collinsville's city administrators and Board of Trustees have invested in major transportation, sewer, water, and recreational infrastructure to improve the overall quality of life for its citizens. Incentives are available for retailers and retail development projects fitting the city's timeline and identified needs. With significant public infrastructure improvements recently completed and a US HWY 169 location, the city is poised for further growth. The extension of water and sewer lines to Highway 75 has extended Collinsville's retail corridor and provided development opportunities with exceptional highway frontage and traffic counts to support the growing residential population.

POPULATION GROWTH

Population Growth / 2012 / Collinsville

Population Growth



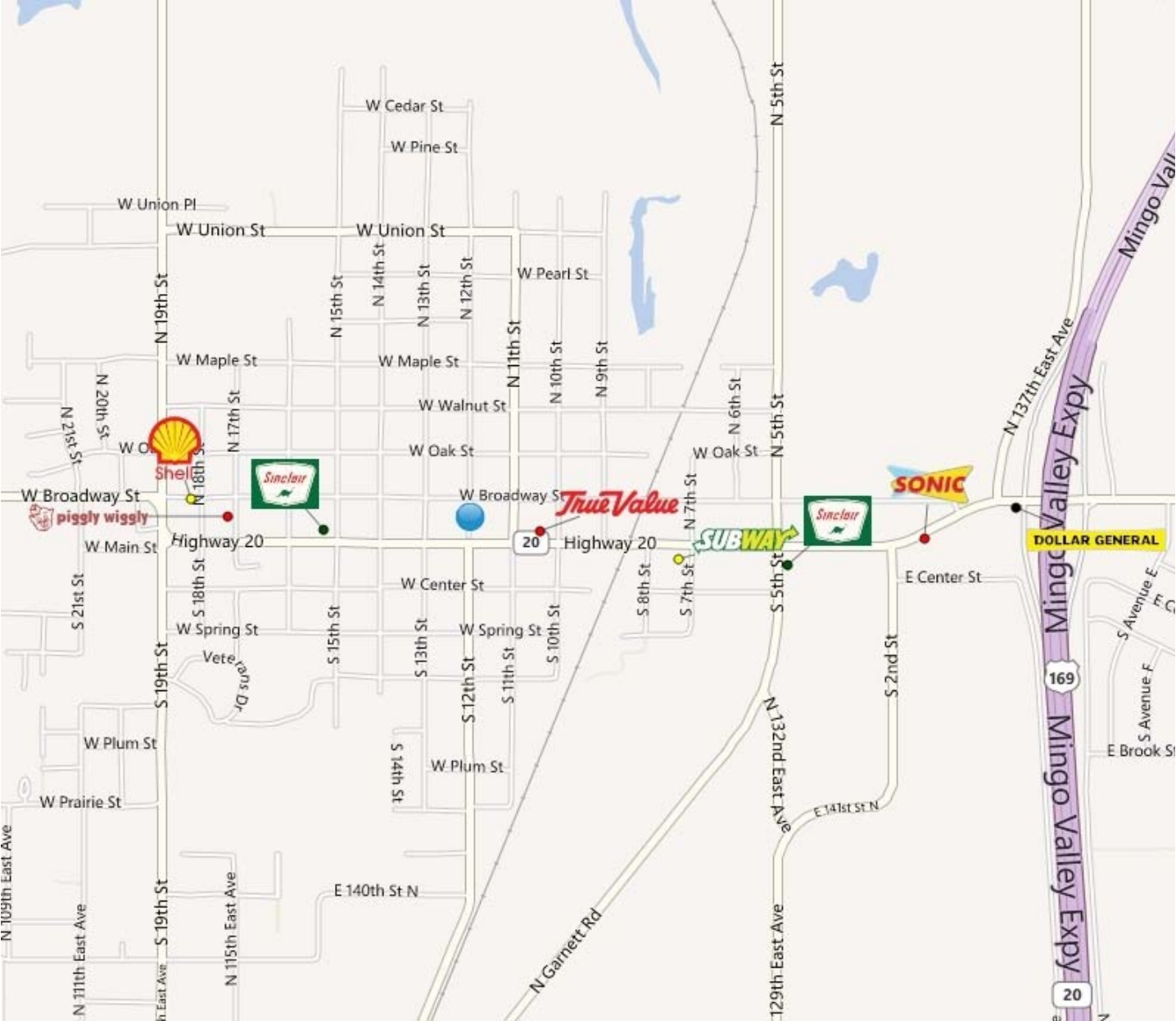
Growth in the trade area for Collinsville is dynamic, with a 1.08% annual increase in population since 2000 to 40,464 residents and an additional 0.10% of annual growth and a population of 40,597 projected by 2017. The Collinsville city limits population has grown 1.83% annually since 2000 and is projected to grow another 1.30% annually through 2017.

	Estimated 2012 Population	Annual Growth 2000-12	Estimated Annual Growth 2012-17
CITY LIMITS	5,769	1.83%	1.30%
PRIMARY TRADE	40,464	1.08%	0.10%

# ABOUT THE CITY OF COLLINSVILLE

## RETAIL ENVIRONMENT

There are a limited number of national retailers located in Collinsville, and the opportunity gap shows that there are significant leakages in the grocery and health and personal care sectors.



Collinsville serves as the retail source for the city as well as for the nearby towns of Oologah, Nowata, and Vera. Residential construction totals show an increase of 326 new residential homes in the past five years. Benefiting from its location at the intersection of US Highway 169 and Highway 20, average daily traffic counts of more than 16,200 vehicles per day travel to and through Collinsville making the Collinsville area a regional collection point for retail shopping opportunities.

RETAIL ENVIRONMENT

A category with retail leakage indicates revenue leaving a market and an unmet demand in that category. When consumers from an area are spending more for goods than the businesses in that area are providing, that area has retail leakage. Categories with retail leakage suggest that the area can support additional retailers in those categories. Several categories in the Collinsville primary trade area show significant leakages as shown below.

RETAIL CATEGORY	PRIMARY TRADE ANNUAL LEAKAGE
Grocery Stores	\$33,931,132
Health and Personal Care	\$21,092,777
General Merchandise	\$19,115,912
Clothing and Clothing Accessories	\$17,527,258
Home Centers	\$16,380,863
Full Service Restaurants	\$15,486,791
Sporting Goods, Hobby, Books and Music	\$9,671,804
Electronics and Appliances	\$8,354,523
Limited Service Restaurants	\$7,059,781
Furniture and Home Furnishings	\$6,374,835
Lawn and Garden Supplies	\$3,929,747
Beer, Wine and Liquor Stores	\$3,750,623
<b>TOTAL RETAIL LEAKAGE</b>	<b>\$279,215,137</b>

### ACTION ITEMS

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For Collinsville to maximize its retail potential moving forward Retail Attractions would recommend the following considerations:

Engage the entire community to establish ownership, support, and participation from a broad cross-section of the stakeholders.

Develop a cooperative effort from local governing bodies including city, county, state, school and other community organizations.

Develop and enhance the depth and consistency of the pool of individuals for local leadership and develop a shared vision for leadership of the community.

Improve the image of the community in terms of aesthetics. Cleanup, beautify, and do whatever is feasible to present the best "look" for the city.

Develop short and long-range plans to deal with new growth and the maintenance of infrastructure systems including transportation, water, sanitary sewer, and storm sewer. This will allow the community to be able to accommodate potential development investments in an efficient and timely manner.

Develop and modernize IT infrastructure including an up to date city and ED website, staying active in social media, and providing adequate internet speeds to businesses and residents.

Develop modern, up-to-date, accurate and informative marketing material.

Develop a strategy for incentives and public-private partnerships that are effective and make sense for the community. Evaluate opportunities to pursue Tax Increment Financing (TIF) Districts and Tax Increment Reinvestment Zones.

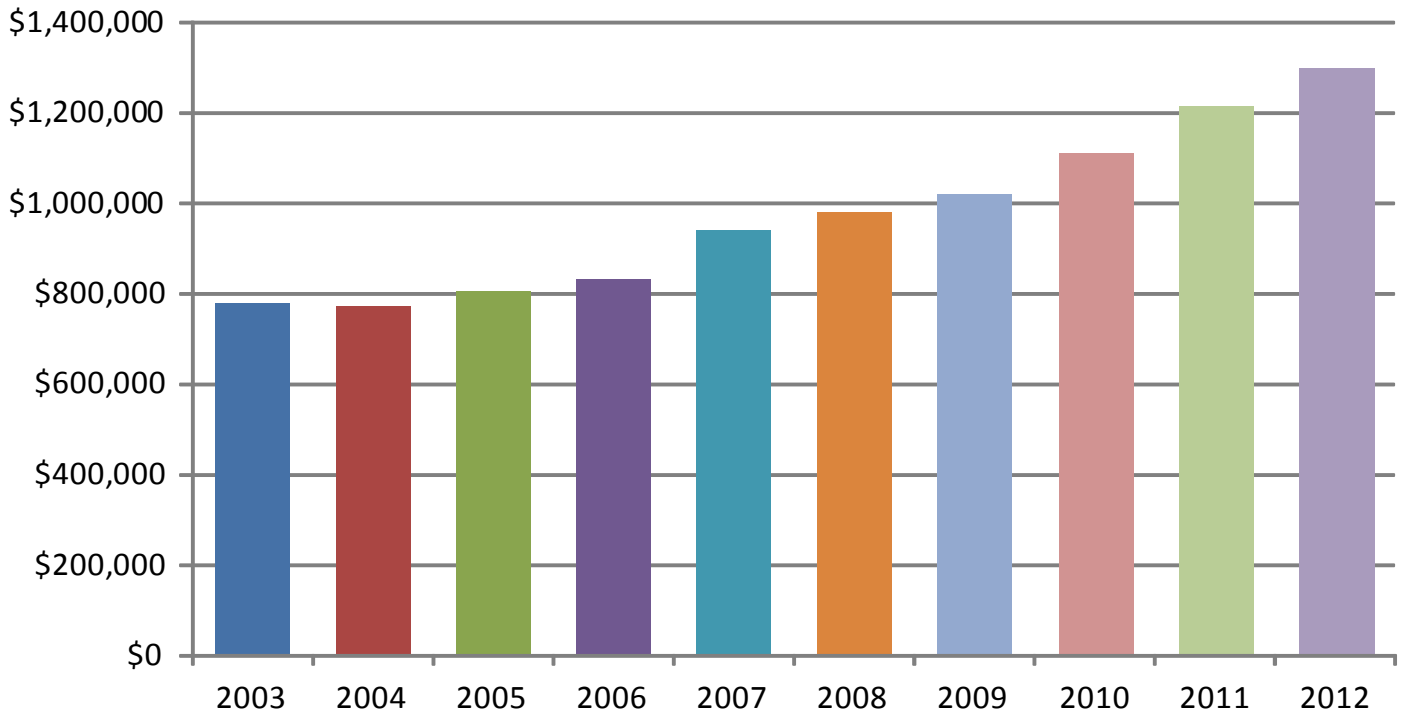
Identify and pursue grant funding opportunities when available.

Assess city's development protocol with the goal of making the process as efficient as possible. Identify and train key personnel so that when opportunity knocks, the community responds immediately.

SALES TAX REVENUE

*Sales Tax Revenue / 2012 / Collinsville*

**City Sales Tax Revenue**



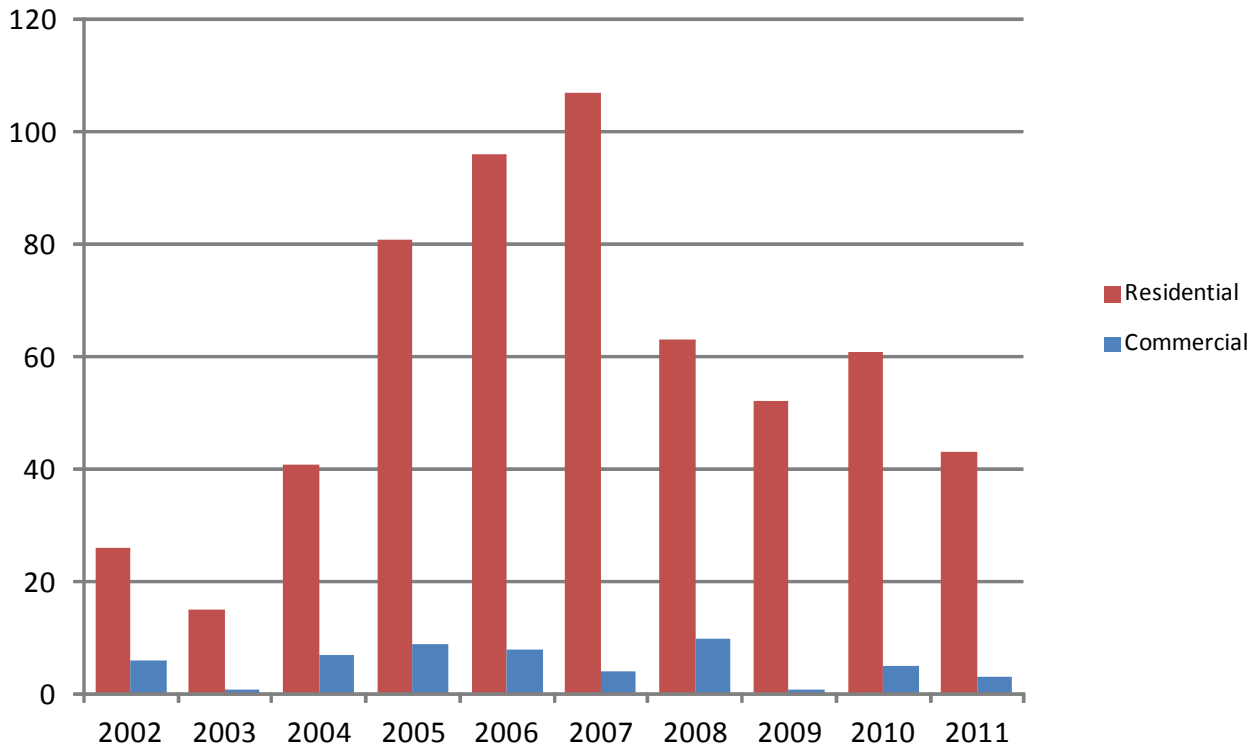
Sales tax revenue is an indicator of the health of the existing retailers and in turn the city government. As shown in the above chart, the sales tax revenue has shown a steady increase in retail sales in the community over the last 10 years indicating fiscal health.



BUILDING PERMIT INFORMATION

*Building Permits / 2012 / Collinsville*

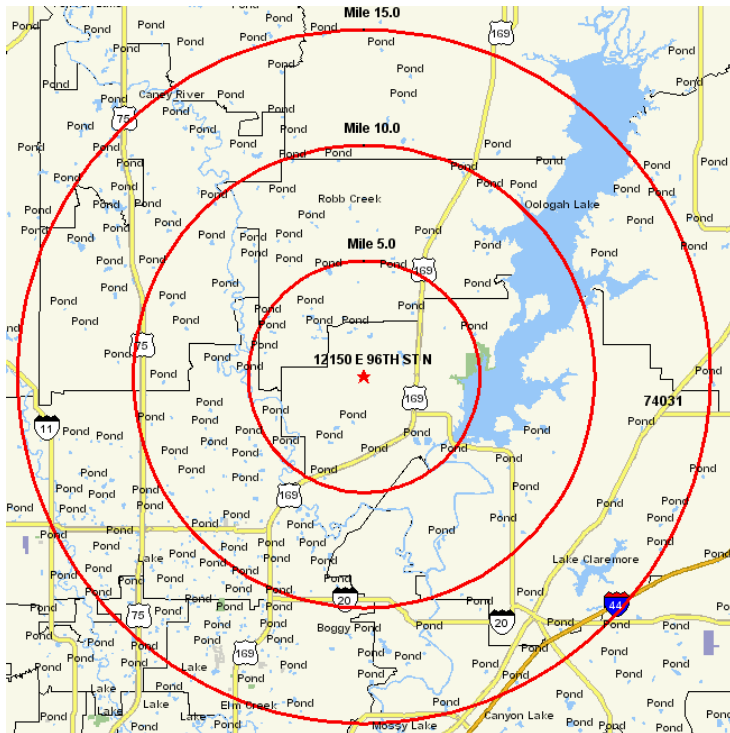
**Building Permits**



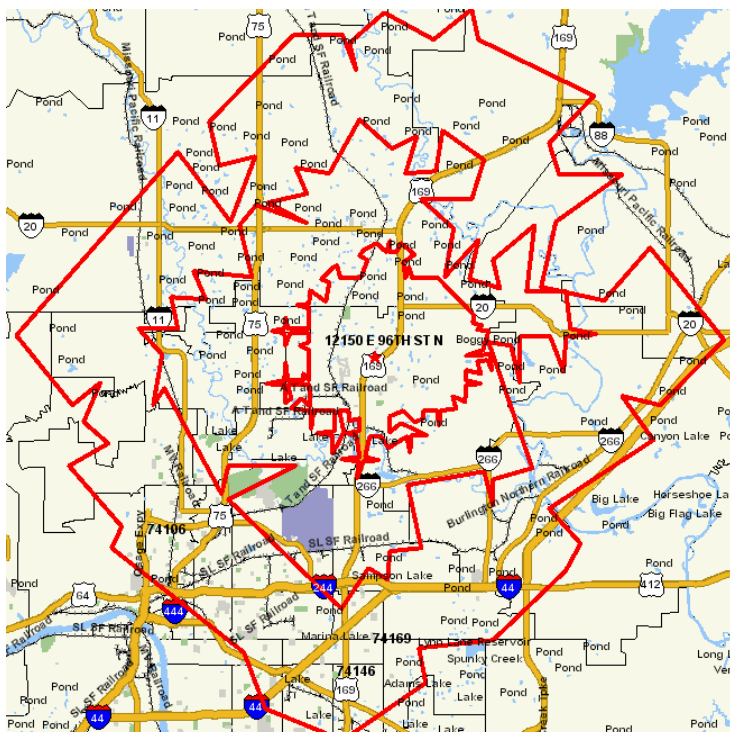
Building permits reflect the residential and commercial growth of a community. The data indicates strong residential growth which increases the customer base and the amount of disposable income available to new and existing retailers.

## WHY WE USE THE CUSTOM POLYGON METHOD

Of critical importance to any community trade area research is accurately defining the trade area, the geographic area from which the majority of consumers are drawn. Estimating trade areas requires skilled judgment and experience. Simply using concentric rings or drive times is not an accurate method of determining trade area.



This map shows 5-, 10- and 15-mile concentric rings around the Retail Attractions office in Owasso, Oklahoma. A 15-mile ring is a conservative trade area, but because Owasso is located 10 miles from the Tulsa metro, this is not an accurate depiction of the trade area. Owasso cannot include the Tulsa metro as part of their trade area, but they can include the area 15-miles to their north. Concentric rings do not give an accurate depiction of trade area.



This map shows 5-, 10- and 15-minute drive times from the Retail Attractions office in Owasso, Oklahoma. Consumers will travel 15-minutes to shop or dine especially if they are used to commuting, but as with the radius map shown above a portion the Tulsa metro is included in the trade area. However, there is little retail to the north and west of Owasso, and a 25-minute drive time could be justified for these directions. Drive times do not give an accurate depiction of trade area.

## WHY WE USE THE CUSTOM POLYGON METHOD (cont)

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There are many factors that affect the trade area. Retail Attractions uses real world experience and research to analyze the factors affecting trade area and define accurate trade areas. The most accurate estimated trade areas take into account factors such as population densities, competitive locations, natural barriers, traffic flow, accessibility and convenience. Other less accurate methods are radii, drive-time, or county based trade area definitions.

The effect of competition is best defined by Reilly's Law of Retail Gravitation which is based on the premise that people want to shop in larger towns, but their desire declines in direct relation to the distance and time they must travel to reach those places. At Retail Attractions, our preliminary trade area is defined using Reilly's Law. We assess the population and offerings of the surrounding communities to get a starting point for the trade area. Reilly's Law defines the maximum distance consumers will travel to a market as:

$$\text{Distance consumers will travel to } Y = \frac{\text{Distance between } X \text{ and } Y}{1 + \sqrt{\frac{\text{Population of Larger Town } X}{\text{Population of Smaller Town } Y}}}$$

From there, the area is adjusted to account for natural barriers. For example, the nearest major shopping district could be 2 miles from a potential site, but if a river or body of water forces a consumer to drive 15 miles out of the way to access the nearest bridge, the trade area for that potential site has just grown exponentially. There is no way to account for natural barriers when using a trade area defined by a radius.

Traffic flow also plays a role in the trade area definition. For example, a community located to the east of a metropolitan area where there are affluent residential developments to the east, north or south will be able to head off consumers before they reach the metropolitan area. Likewise, sites located where people live or work will benefit from the consumer's natural traffic patterns.

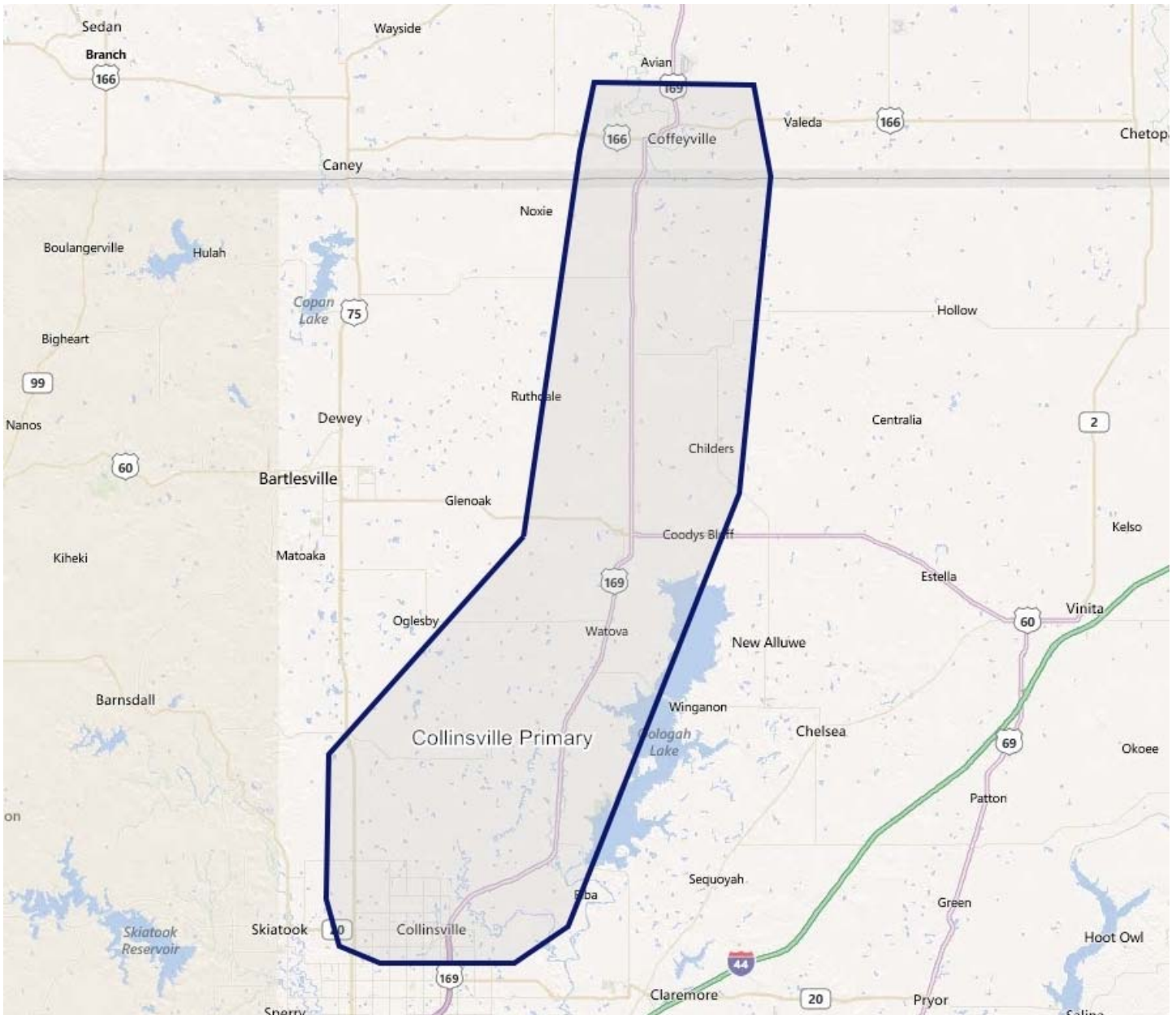
Accessibility is another key to defining trade area. Communities situated along highways and interstates have a natural advantage of accessibility. Intersections of major thoroughfares are even more appealing to retailers. It is much easier to justify a 10 mile drive if they are highway miles with limited delays. Along with traffic flow and accessibility is convenience. Convenient retail is successful retail.

Once we have analyzed all of these factors, we adjust our preliminary trade area to account for our findings. The result is a custom polygon that represents a true consumer base. This methodology has been perfected through years of experience and diligent research. This approach provides a result far superior to concentric rings or drive times which are obsolete when considering natural barriers, competition and traffic flow. The results of our method are justifiable and proven to be effective marketing information.

Please keep in mind the trade area will vary for different types of retail; convenience locations will have a smaller trade area than destination locations. For example, the trade area for a grocery store will be tighter than the primary trade area, and the trade area for electronics or other specialty items will be wider than the primary area. If a specific retailer has shown interest in a location and the trade area is different due to the type of retail, custom demographics reports can be prepared to provide the pertinent information.

## AREA MAP

This trade area should be used for the vast majority of retailers including shopping and dining establishments.

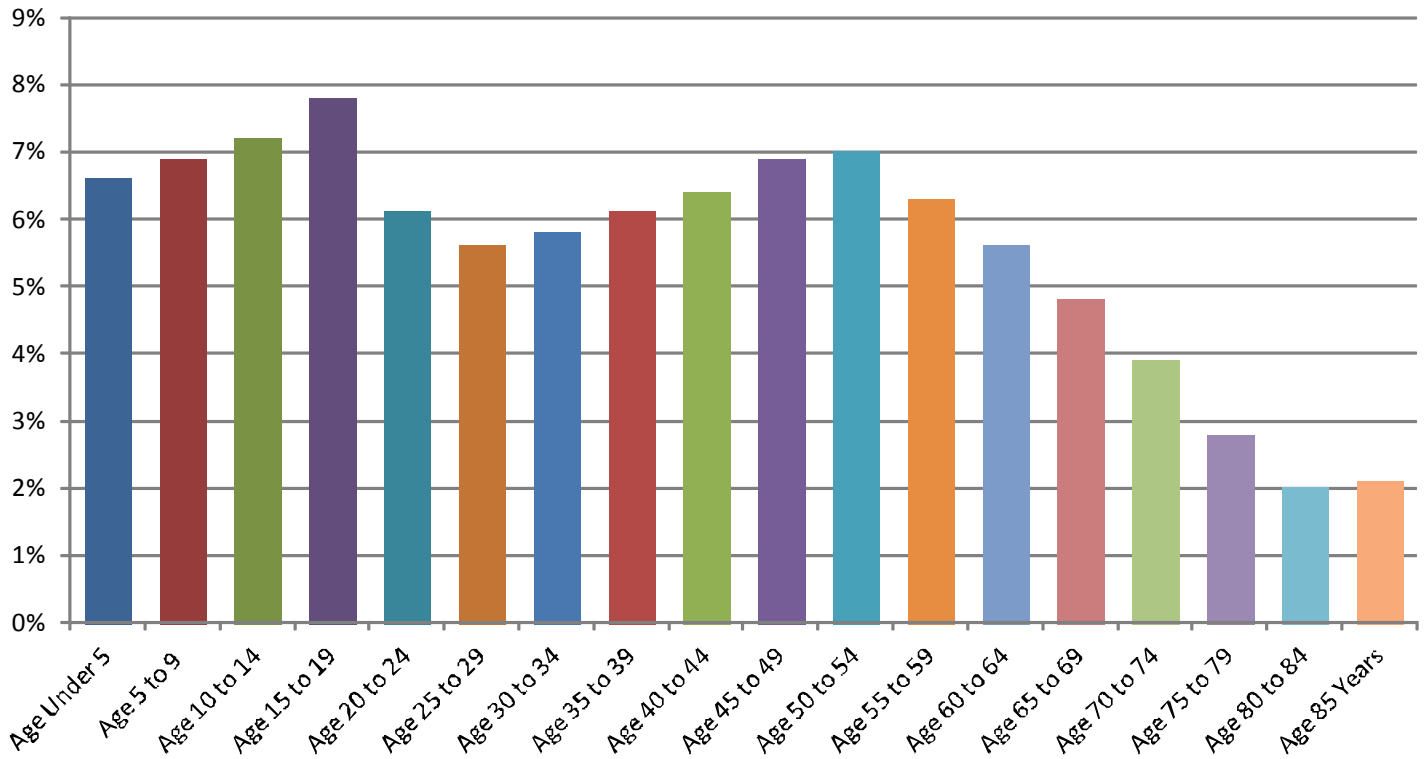


The City of Collinsville is actively seeking new retail development projects to fill defined product and service gaps for businesses and residents through local shopping and dining. As Collinsville continues to grow, many retailers are seeing a strong retail market develop in the Collinsville area with clearly defined traffic patterns through the city and large numbers of consumers funneling through the Collinsville community from the north to Owasso and Tulsa.

POPULATION BY AGE

Population by Age / 2012 / Collinsville Primary Trade

Age Classification 2012

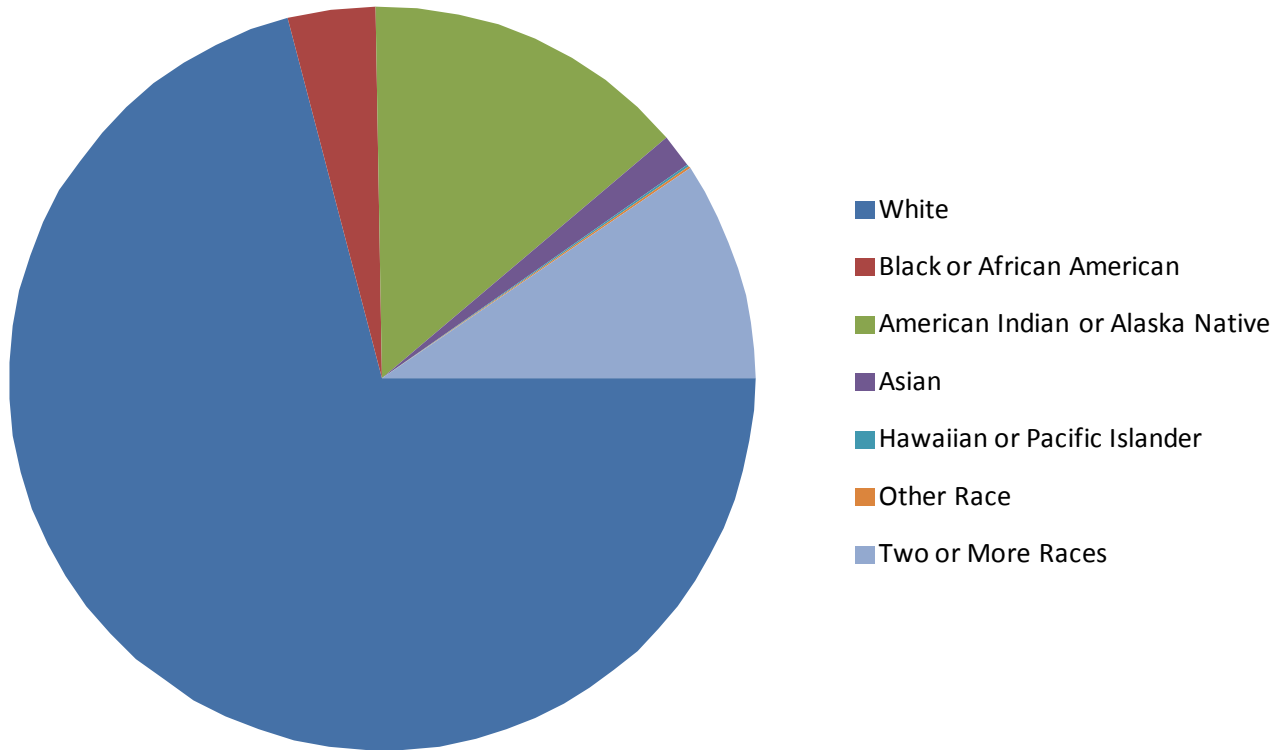


Most retailers desire a market with a heavy concentration of consumers between the ages of 25 and 44 years old. The primary trade of Collinsville has 23.90 percent of their market between the ages of 25 and 44, and the median age is 37.60 years old.

POPULATION BY RACE

Population by Race / 2012 / Collinsville Primary Trade

Single Race Classification 2012

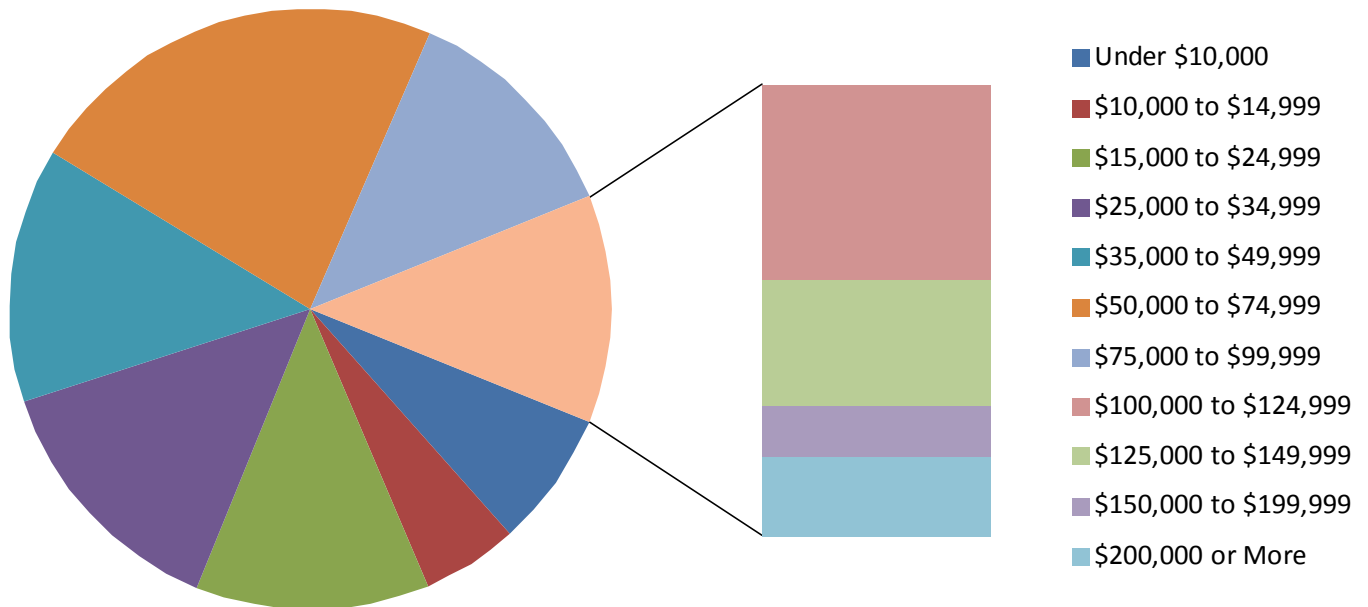


The population of the primary trade area of Collinsville has 70.90% White residents, 3.80% Black or African American residents, and 14.00% American Indian or Alaska Native residents. 4.30% of the population is Hispanic or Latino by origin.

POPULATION BY INCOME

Population by Income / 2012 / Collinsville Primary Trade

Household Income 2012



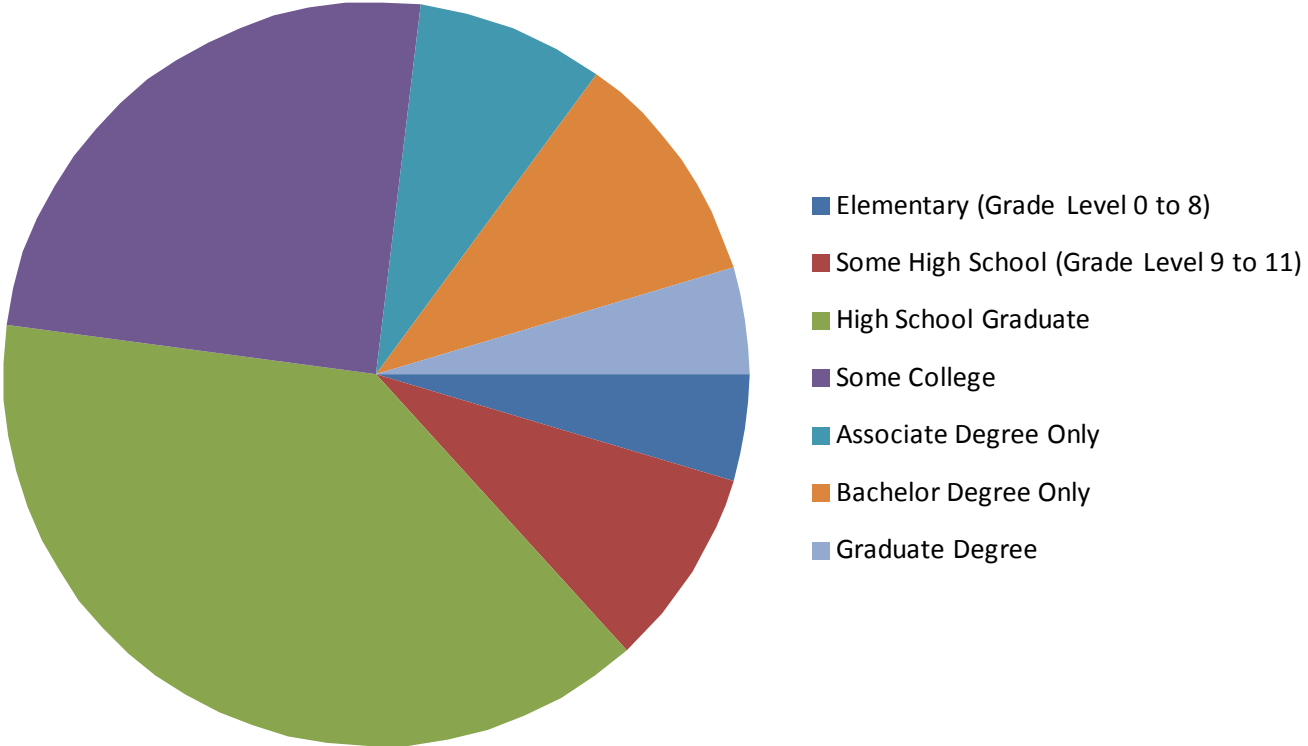
The average household income in the Collinsville primary trade is \$59,610.00. Of the households in the Collinsville primary trade, 47.40% have an average annual income at or above \$50,000, and 69.00% are family households.

2012 Household Income (Estimated)	
CITY LIMITS	\$64,084
PRIMARY TRADE	\$59,610

POPULATION BY EDUCATION

Population by Education / 2012 / Collinsville Primary Trade

Educational Attainment 2012



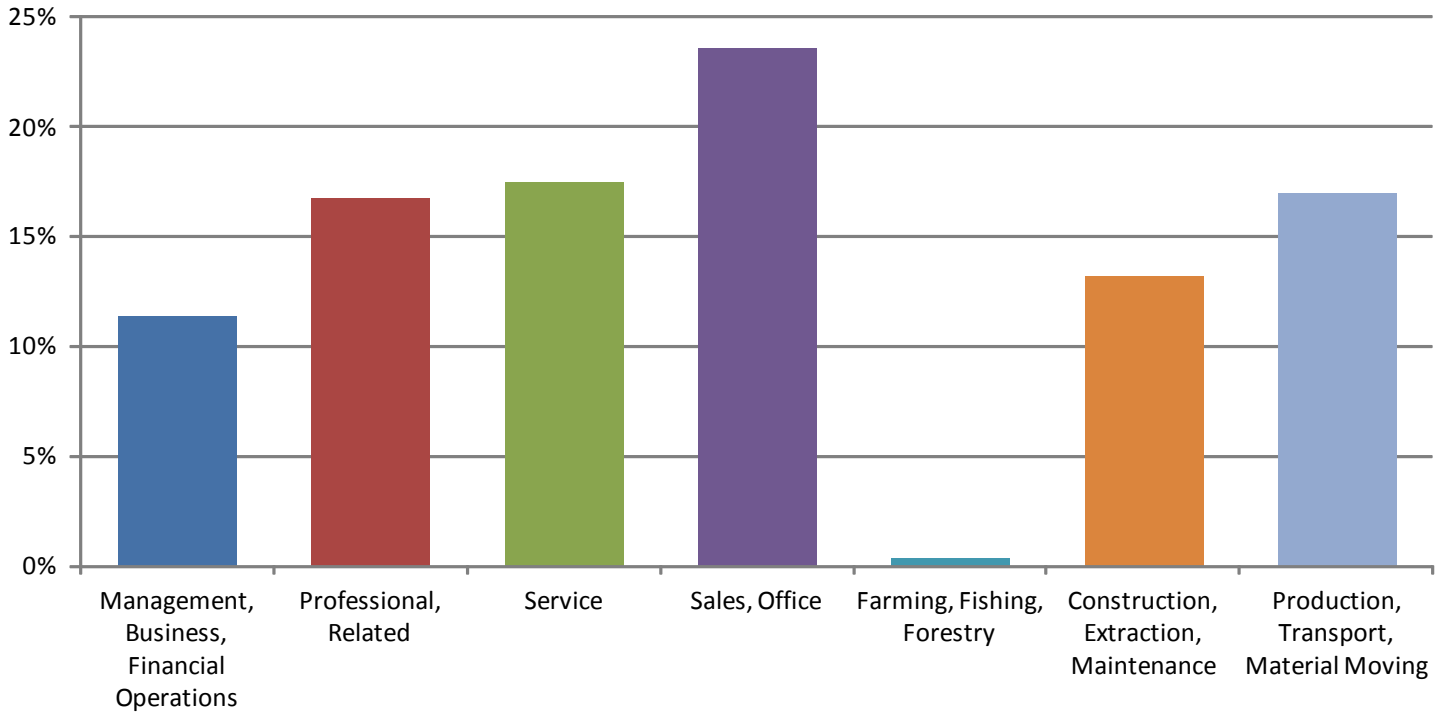
Of the population age 16 and over in the Collinsville primary trade, 47.90% have some post-secondary education, and 23.10% have a college degree.



POPULATION BY OCCUPATION

Population by Occupation / 2012 / Collinsville Primary Trade

**Occupational Classification,  
Employed Population Aged 16+**

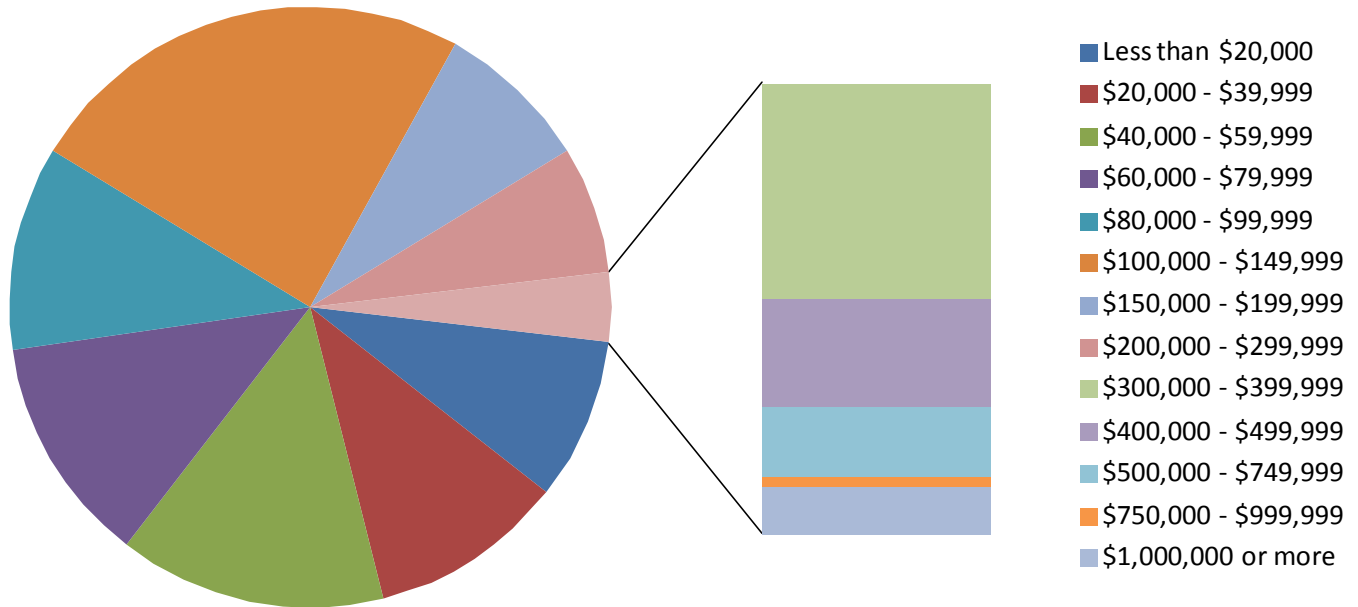


Of the population in the Collinsville primary trade, 51.90% is engaged in white collar occupations, with 16.80% in professional occupations and another 11.40% in management, business and financial operations. Of the population in the Collinsville primary trade, 48.10% is engaged in blue collar occupations with 13.20% in construction and maintenance and 17.00% in production and transport.

HOUSING VALUE DISTRIBUTION

*Housing Value Distribution / 2012 / Collinsville Primary Trade*

**Housing Value Distribution 2012**



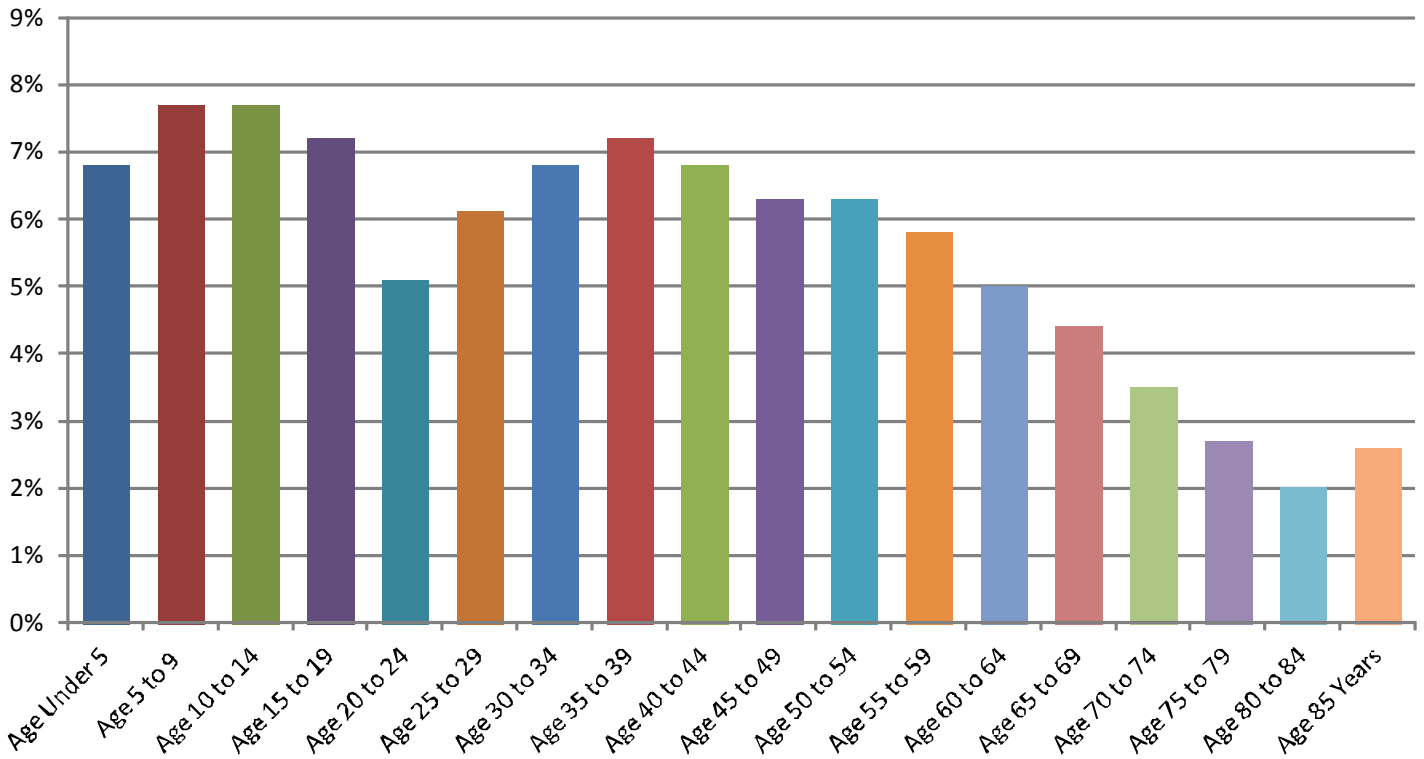
The median value of a home within the primary trade is \$87,606.00. Of these homes, 78.34% are owner occupied and 5.67% are less than 11 years old.



POPULATION BY AGE

Population by Age / 2012 / Collinsville City Limits

Age Classification 2012

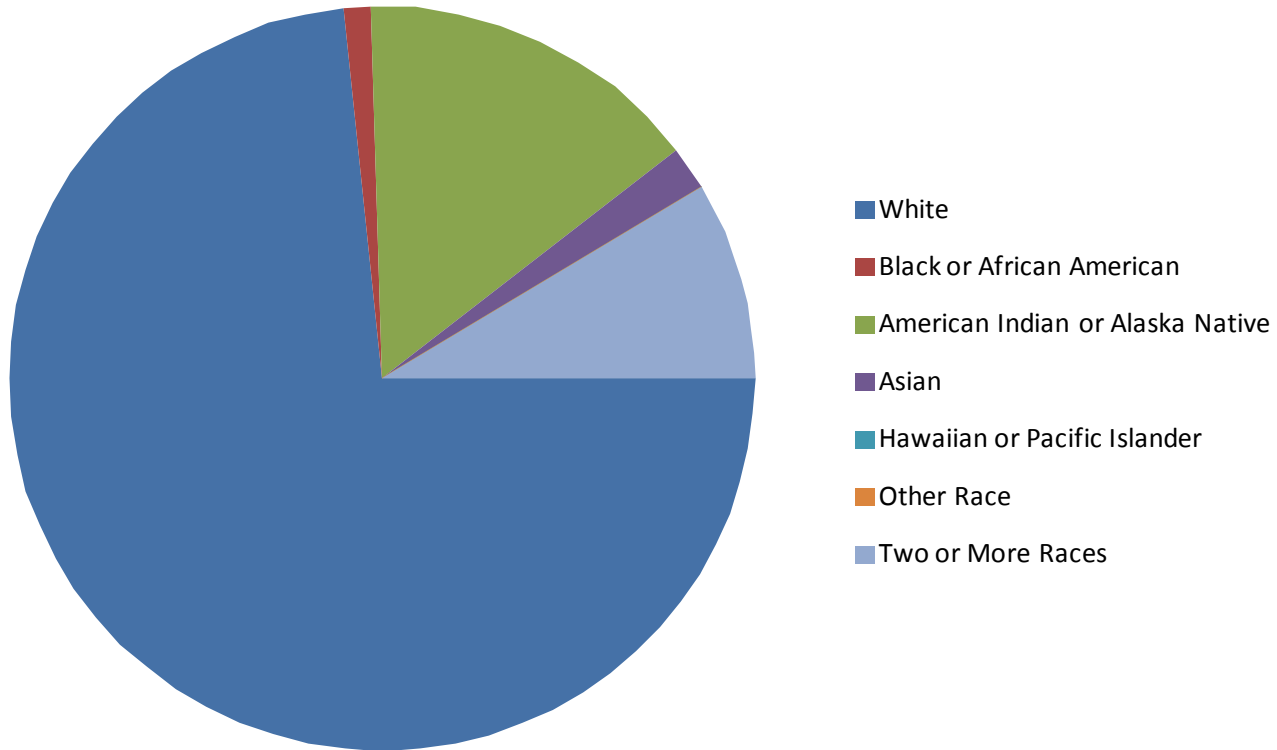


Most retailers desire a market with a heavy concentration of consumers between the ages of 25 and 44 years old. The city limits of Collinsville has 26.90 percent of their market between the ages of 25 and 44, and the median age is 35.80 years old.

POPULATION BY RACE

Population by Race / 2012 / Collinsville City Limits

Single Race Classification 2012

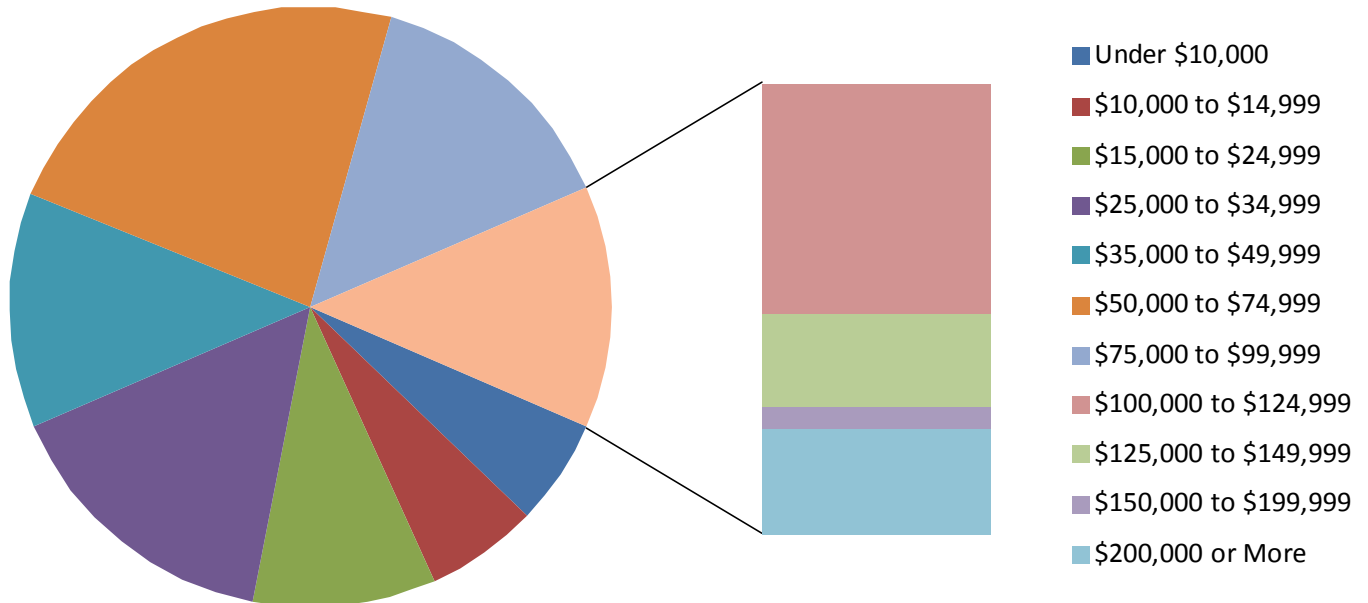


The population of the city limits area of Collinsville has 73.30% White residents, 1.20% Black or African American residents, and 15.00% American Indian or Alaska Native residents. 3.80% of the population is Hispanic or Latino by origin.

POPULATION BY INCOME

Population by Income / 2012 / Collinsville City Limits

Household Income 2012



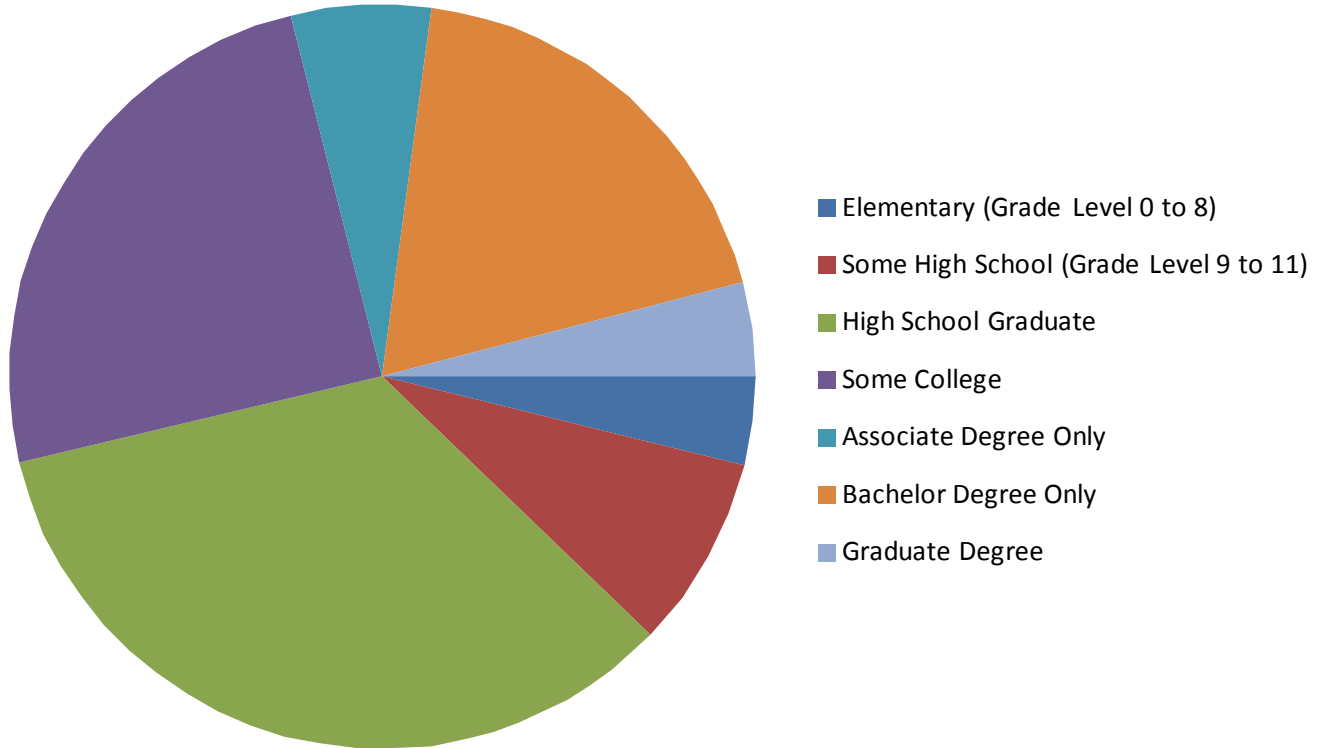
The average household income in the Collinsville city limits is \$64,084.00. Of the households in the Collinsville city limits, 50.30% have an average annual income at or above \$50,000, and 73.10% are family households.

2012 Household Income (Estimated)	
CITY LIMITS	\$64,084
PRIMARY TRADE	\$59,610

POPULATION BY EDUCATION

Population by Education / 2012 / Collinsville City Limits

**Educational Attainment 2012**

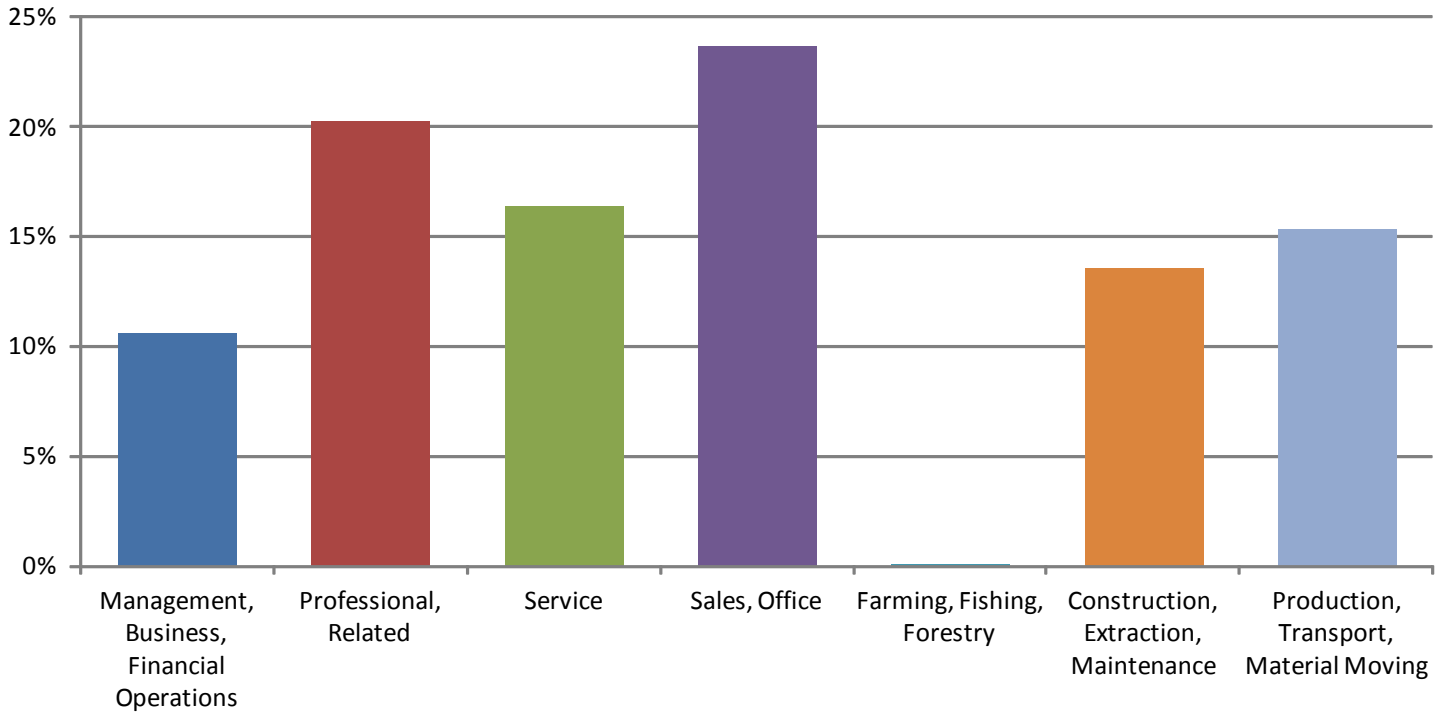


Of the population age 16 and over in the Collinsville city limits, 53.70% have some post-secondary education, and 28.90% have a college degree.

POPULATION BY OCCUPATION

Population by Occupation / 2012 / Collinsville City Limits

**Occupational Classification,  
Employed Population Aged 16+**



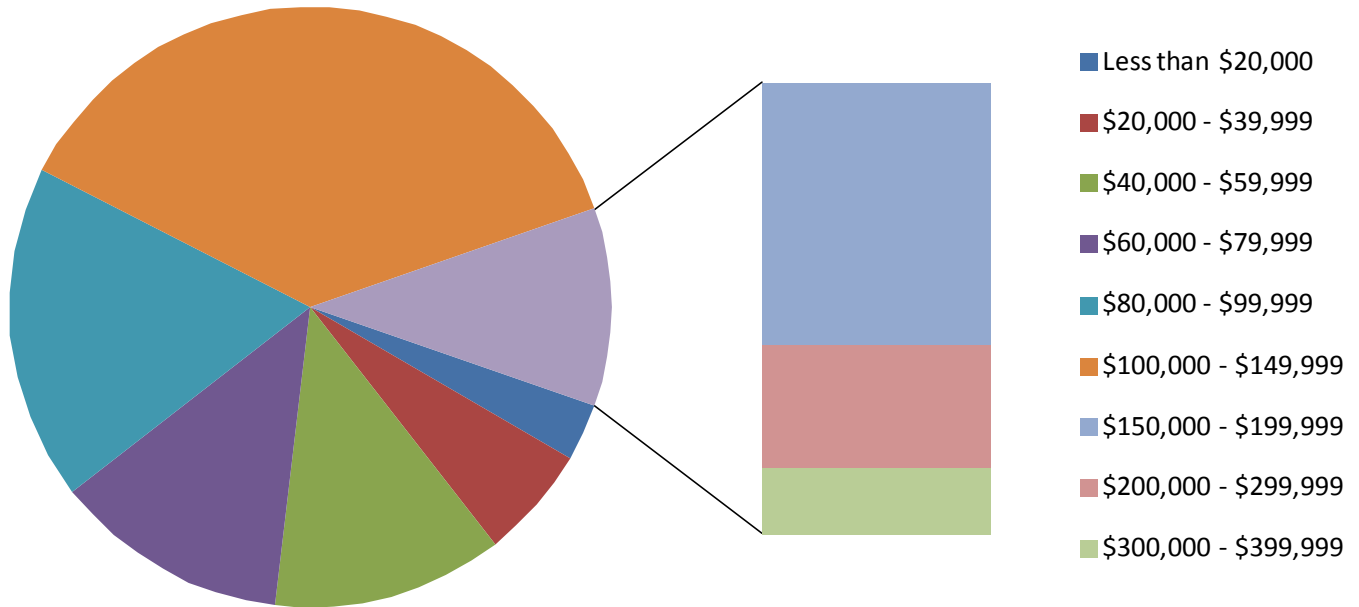
Of the population in the Collinsville city limits, 54.70% is engaged in white collar occupations, with 20.30% in professional occupations and another 10.60% in management, business and financial operations. Of the population in the Collinsville city limits, 45.30% is engaged in blue collar occupations with 13.60% in construction and maintenance and 15.30% in production and transport.



HOUSING VALUE DISTRIBUTION

*Housing Value Distribution / 2012 / Collinsville City Limits*

**Housing Value Distribution 2012**



The median value of a home within the city limits is \$97,534.00. Of these homes, 81.04% are owner occupied and 11.47% are less than 11 years old.

## NIELSEN CLARITAS RETAIL MARKET POWER

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The Nielsen Claritas Retail Market Power™ (RMP) database provides an actionable portrait of sales opportunity for optimal site and market analysis, allowing you to maximize your growth strategies by accurately targeting the sales gaps that exist in the marketplace. By using sales potential to depict supply and geography-based estimates of potential annual consumer expenditures to depict demand within a specific market, RMP enables an opportunity gap analysis of the retail environment. The database was developed using the Consumer Expenditure (CEX) surveys conducted by the Bureau of Labor Statistics and the Census of Retail Trade conducted by the US Census. Current-year (CY) supply and demand estimates and five-year (5Y) demand projections are available for all standard census, postal, and marketing geographies.

### Data Sources for Potential Sales:

- Census of Retail Trade (CRT) Annual Survey of Retail Trade
- Claritas Business-Facts
- Census of Employment Wages
- State Sales Tax reports
- Trade Associations
- Demand Side Estimates

### Data Sources for Potential Expenditures:

- Consumer Expenditure Survey (CEX) Global Insights
- Claritas Current Year demographics
- Trade Associations

The Nielsen Claritas Retail Market Power™ (RMP) allows you to compare supply and demand to determine potential sources of revenue growth at any standard or user defined geographic level. Such comparison can be achieved at the retail outlet level or the merchandise line level. An opportunity gap appears when household expenditure levels for a specific geography are higher than the corresponding retail sales estimates. This difference signifies that resident households are meeting the available supply and supplementing their additional demand potential by going outside of their own geography. The opposite is true in the event of an opportunity surplus which occurs when the levels of household expenditures are lower than the retail sales estimates. In this case, local retailers are attracting residents from other areas to their stores.

## RETAIL CATEGORIES

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### Vehicle and Parts Dealers

New and used automobile dealers, motorcycle dealers, recreational vehicle dealers, all terrain vehicle dealers, boat dealers, auto parts stores, auto accessories stores and tire dealers

### Furniture and Home Furnishings Stores

Furniture stores, home furnishing stores, home decorating stores and floor covering stores

### Electronics and Appliance Stores

Household appliance stores, electronics stores, computer and software stores and camera and photographic equipment stores

### Building Materials and Garden Supply Stores

Building material and supply dealers, home improvement centers, paint and wallpaper stores, hardware stores, lumberyards, lawn and garden stores, outdoor power equipment stores, nursery and garden centers

### Food and Beverage Stores

Grocery stores, supermarkets, convenience stores, specialty food stores and beer, wine and liquor stores

### Health and Personal Care Stores

Pharmacies, drug stores, cosmetic dealers, beauty supply stores, perfume stores, optical goods stores, health care stores and personal care stores

### Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

### Clothing and Clothing Accessories Stores

Men's clothing stores, women's clothing stores, children's and infant's clothing stores, family clothing stores, clothing accessories stores, shoe stores, jewelry stores, luggage stores, leather goods stores

### Sporting Goods and Hobby Stores

Sporting goods stores, hobby stores, toy stores, sewing and needlework stores, musical instrument and supplies stores, book stores, newsstands, music stores

### General Merchandise Stores

Department stores and other general merchandise stores

### Miscellaneous Store Retailers

Florists, office supply stores, stationery stores, gift and souvenir stores, used merchandise stores and other miscellaneous retailers

### Foodservice and Drinking Places

Full-service restaurants, limited-service eating places, special foodservices, taverns and bars

## OPPORTUNITY GAP - PRIMARY TRADE

RETAIL CATEGORY	POTENTIAL SALES	ACTUAL SALES	SURPLUS/LEAKAGE
Motor Vehicle and Parts Dealers	\$106,033,792	\$32,077,544	\$73,956,248
Automotive Dealers	\$87,984,537	\$20,812,955	\$67,171,582
Other Motor Vehicle Dealers	\$10,962,729	\$5,963,780	\$4,998,949
Automotive Parts and Accessories	\$7,086,525	\$5,300,809	\$1,785,716
Furniture and Home Furnishings	\$10,118,673	\$3,743,838	\$6,374,835
Furniture	\$5,281,766	\$1,693,782	\$3,587,984
Home Furnishings	\$4,836,907	\$2,050,056	\$2,786,851
Electronics and Appliances	\$11,262,267	\$2,907,744	\$8,354,523
Appliances, TVs, Electronics	\$8,374,695	\$2,514,585	\$5,860,110
Household Appliances	\$2,024,159	\$2,339,603	(\$315,444)
Radio, Television, Electronics	\$6,350,536	\$174,982	\$6,175,554
Computer and Software	\$2,386,488	\$393,159	\$1,993,329
Photographic Equipment	\$501,084	\$0	\$501,084
Building Materials and Garden Eqpt	\$50,371,665	\$40,165,956	\$10,205,709
Building Materials	\$45,004,710	\$38,728,747	\$6,275,963
Home Centers	\$17,917,195	\$1,536,332	\$16,380,863
Paint and Wallpaper	\$1,099,584	\$2,493,592	(\$1,394,008)
Hardware	\$4,556,941	\$2,574,032	\$1,982,909
Other Build Materials	\$21,430,989	\$32,124,790	(\$10,693,801)
Lumberyards	\$8,488,823	\$12,560,804	(\$4,071,981)
Lawn and Garden Supplies	\$5,366,956	\$1,437,209	\$3,929,747
Outdoor Power Equipment	\$1,252,521	\$917,699	\$334,822
Nursery and Garden Centers	\$4,114,435	\$519,510	\$3,594,925
Food and Beverage Stores	\$79,194,528	\$39,438,976	\$39,755,552
Grocery Stores	\$71,958,091	\$38,026,959	\$33,931,132
Supermarkets	\$68,171,111	\$36,754,765	\$31,416,346
Convenience Stores	\$3,786,980	\$1,272,194	\$2,514,786
Specialty Food Stores	\$2,222,622	\$148,825	\$2,073,797
Beer, Wine and Liquor Stores	\$5,013,816	\$1,263,193	\$3,750,623
Health and Personal Care	\$36,725,267	\$15,632,490	\$21,092,777
Pharmacies and Drug Stores	\$31,883,198	\$14,849,776	\$17,033,422
Cosmetics and Beauty Supplies	\$1,333,471	\$0	\$1,333,471
Optical Goods	\$1,143,428	\$89,731	\$1,053,697
Other Health and Personal Care	\$2,365,170	\$692,983	\$1,672,187
Gasoline Stations	\$59,553,204	\$64,522,391	(\$4,969,187)
Gasoline with Convenience Store	\$44,873,868	\$57,693,599	(\$12,819,731)
Other Gasoline Stations	\$14,679,337	\$6,828,792	\$7,850,545

## OPPORTUNITY GAP - PRIMARY TRADE

RETAIL CATEGORY (cont)	POTENTIAL SALES	ACTUAL SALES	SURPLUS/LEAKAGE
Clothing and Clothing Accessories	\$23,686,792	\$6,159,534	\$17,527,258
Clothing	\$17,096,776	\$4,375,942	\$12,720,834
Men's Clothing	\$1,050,607	\$0	\$1,050,607
Women's Clothing	\$4,213,688	\$925,449	\$3,288,239
Children's Clothing	\$1,106,056	\$0	\$1,106,056
Family Clothing	\$9,186,304	\$3,075,091	\$6,111,213
Clothing Accessories	\$392,266	\$318,684	\$73,582
Other Clothing	\$1,147,855	\$56,718	\$1,091,137
Shoes	\$3,562,023	\$386,377	\$3,175,646
Jewelry	\$2,749,642	\$1,397,215	\$1,352,427
Luggage and Leather Goods	\$278,352	\$0	\$278,352
Sporting Goods, Hobby, Book Music	\$10,264,033	\$592,229	\$9,671,804
Sporting Goods	\$3,672,909	\$510,312	\$3,162,597
Hobby, Toys, Games	\$2,434,594	\$55,184	\$2,379,410
Sew, Needlework, Piece Goods	\$559,039	\$26,733	\$532,306
Musical Instruments	\$649,948	\$0	\$649,948
Book Stores	\$1,850,687	\$0	\$1,850,687
News Dealers and Newsstand	\$127,453	\$0	\$127,453
Prerecorded Tapes, CDs, Record	\$969,403	\$0	\$969,403
General Merchandise	\$74,879,719	\$55,763,807	\$19,115,912
Miscellaneous Retailers	\$15,559,303	\$16,346,941	(\$787,638)
Florists	\$1,052,910	\$2,273,992	(\$1,221,082)
Office Supplies, Stationery, Gifts	\$5,566,336	\$8,378,788	(\$2,812,452)
Used Merchandise	\$1,116,749	\$1,263,498	(\$146,749)
Other Miscellaneous	\$7,823,308	\$4,430,663	\$3,392,645
Non-Store Retailers	\$42,247,248	\$11,751,382	\$30,495,866
Food and Drink	\$55,997,843	\$29,129,088	\$26,868,755
Full Service Restaurants	\$25,090,641	\$9,884,496	\$15,206,145
Limited Service Restaurants	\$23,481,578	\$16,421,797	\$7,059,781
Special Food	\$4,623,877	\$2,390,178	\$2,233,699
Drinking Places	\$2,801,747	\$432,617	\$2,369,130
TOTAL LEAKAGE			\$279,215,137
TOTAL SURPLUS			(\$21,552,723)
BALANCE			\$257,662,414

## OPPORTUNITY GAP - CITY LIMITS

RETAIL CATEGORY	POTENTIAL SALES	ACTUAL SALES	SURPLUS/LEAKAGE
Motor Vehicle and Parts Dealers	\$14,815,056	\$6,760,575	\$8,054,481
Automotive Dealers	\$12,394,577	\$6,575,976	\$5,818,601
Other Motor Vehicle Dealers	\$1,489,583	\$0	\$1,489,583
Automotive Parts and Accessories	\$930,896	\$184,599	\$746,297
Furniture and Home Furnishings	\$1,335,567	\$242,680	\$1,092,887
Furniture	\$701,272	\$0	\$701,272
Home Furnishings	\$634,295	\$242,680	\$391,615
Electronics and Appliances	\$1,467,204	\$994,786	\$472,418
Appliances, TVs, Electronics	\$1,091,067	\$694,089	\$396,978
Household Appliances	\$264,068	\$694,089	(\$430,021)
Radio, Television, Electronics	\$826,999	\$0	\$826,999
Computer and Software	\$309,638	\$300,697	\$8,941
Photographic Equipment	\$66,499	\$0	\$66,499
Building Materials and Garden Eqpt	\$6,558,474	\$2,477,322	\$4,081,152
Building Materials	\$5,867,094	\$2,074,438	\$3,792,656
Home Centers	\$2,321,765	\$0	\$2,321,765
Paint and Wallpaper	\$145,762	\$0	\$145,762
Hardware	\$586,916	\$880,354	(\$293,438)
Other Build Materials	\$2,812,651	\$1,194,084	\$1,618,567
Lumberyards	\$1,111,925	\$466,890	\$645,035
Lawn and Garden Supplies	\$691,380	\$402,884	\$288,496
Outdoor Power Equipment	\$168,871	\$91,173	\$77,698
Nursery and Garden Centers	\$522,509	\$311,711	\$210,798
Food and Beverage Stores	\$10,002,512	\$2,380,662	\$7,621,850
Grocery Stores	\$9,083,952	\$2,380,662	\$6,703,290
Supermarkets	\$8,607,284	\$2,010,738	\$6,596,546
Convenience Stores	\$476,668	\$369,924	\$106,744
Specialty Food Stores	\$281,210	\$0	\$281,210
Beer, Wine and Liquor Stores	\$637,350	\$0	\$637,350
Health and Personal Care	\$4,552,436	\$1,350,975	\$3,201,461
Pharmacies and Drug Stores	\$3,961,331	\$1,350,975	\$2,610,356
Cosmetics and Beauty Supplies	\$165,251	\$0	\$165,251
Optical Goods	\$132,087	\$0	\$132,087
Other Health and Personal Care	\$293,767	\$0	\$293,767
Gasoline Stations	\$7,690,031	\$12,463,615	(\$4,773,584)
Gasoline with Convenience Store	\$5,775,599	\$12,463,615	(\$6,688,016)
Other Gasoline Stations	\$1,914,432	\$0	\$1,914,432

## OPPORTUNITY GAP - CITY LIMITS

RETAIL CATEGORY (cont)	POTENTIAL SALES	ACTUAL SALES	SURPLUS/LEAKAGE
Clothing and Clothing Accessories	\$3,109,504	\$1,124,873	\$1,984,631
Clothing	\$2,244,413	\$951,541	\$1,292,872
Men's Clothing	\$138,714	\$0	\$138,714
Women's Clothing	\$548,540	\$707,804	(\$159,264)
Children's Clothing	\$148,010	\$0	\$148,010
Family Clothing	\$1,208,861	\$0	\$1,208,861
Clothing Accessories	\$51,124	\$243,737	(\$192,613)
Other Clothing	\$149,164	\$0	\$149,164
Shoes	\$471,177	\$0	\$471,177
Jewelry	\$357,422	\$173,332	\$184,090
Luggage and Leather Goods	\$36,492	\$0	\$36,492
Sporting Goods, Hobby, Book Music	\$1,334,062	\$141,698	\$1,192,364
Sporting Goods	\$484,455	\$141,698	\$342,757
Hobby, Toys, Games	\$324,014	\$0	\$324,014
Sew, Needlework, Piece Goods	\$69,534	\$0	\$69,534
Musical Instruments	\$84,529	\$0	\$84,529
Book Stores	\$229,600	\$0	\$229,600
News Dealers and Newsstand	\$16,131	\$0	\$16,131
Prerecorded Tapes, CDs, Record	\$125,799	\$0	\$125,799
General Merchandise	\$9,587,483	\$4,951,966	\$4,635,517
Miscellaneous Retailers	\$1,963,908	\$1,716,227	\$247,681
Florists	\$136,053	\$661,994	(\$525,941)
Office Supplies, Stationery, Gifts	\$724,117	\$80,881	\$643,236
Used Merchandise	\$145,300	\$378,850	(\$233,550)
Other Miscellaneous	\$958,438	\$594,502	\$363,936
Non-Store Retailers	\$5,387,360	\$788,713	\$4,598,647
Food and Drink	\$7,326,197	\$2,381,991	\$4,944,206
Full Service Restaurants	\$3,288,579	\$1,034,685	\$2,253,894
Limited Service Restaurants	\$3,073,745	\$858,952	\$2,214,793
Special Food	\$604,894	\$358,503	\$246,391
Drinking Places	\$358,979	\$129,851	\$229,128
TOTAL LEAKAGE			\$43,610,245
TOTAL SURPLUS			(\$6,256,534)
BALANCE			\$37,353,711



## ABOUT US

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Retail Attractions is an economic development consulting firm specializing in market research, creating workable incentive packages and retail recruiting. Our firm believes healthy economic development is a process. Retail Attractions partners with our clients in a coordinated and strategic course of action resulting in extraordinary results. Retail Attractions believes smart, successful retail development is a vital part of a community's economic development program. We leverage our national network of relationships and our proven expertise to bring retailers, developers, landowners and communities together to grow new retail business... one relationship at a time. We partner with our client cities to achieve their community goals through retail development. Far beyond concentric rings, drive times or just another bound report, we develop actionable information and make sure the right people have access to it. In short, we make a difference for your community.

The truth is that anyone or any competent firm can pull demographics for a location based on a radius or a drive time. What makes us different is our custom approach to developing a community's trade area. We evaluate the existing retail options nearby, physical barriers to traffic, natural existing shopping patterns, and the potential draw of new shopping opportunities to develop a custom trade area for each community we serve. Your trade area is prepared by seasoned retail recruitment professionals based on criteria we know is important to the audience who will be receiving the finished marketing materials. We integrate demographic data with data we develop from other sources to create a complete picture of a community... one that will resonate with developers, brokers and retailers. We work with a community to prepare materials and get them in the hands of interested parties rather than merely deliver data that then the community has to send out on its own. We also recognize that "one size DOESN'T fit all" when it comes to trade areas. Some sites may be perfect for a grocery store, with a more localized trade area, while others may support a more regional draw. If your community has unique opportunities that require more than one trade area, we deliver what you need rather than forcing your community into our "standard offering."

Retail Attractions sends our custom marketing material, developed for each city based on the unique characteristics and demographic indicators for that city, to our network of developers, brokers and retailers. In addition, we contact retailers through our accurate, proprietary database to make sure they are aware of opportunities in your city that match their specs.

We have an extensive knowledge of various types of incentives, and their practical application, and the experience to work with city staff to develop a framework for evaluating opportunities and providing creative incentives that result in win-win scenarios for both the public and private sector. Beyond merely a list of incentive possibilities, Retail Attractions serves as an ongoing advisor to city staff, helping to craft incentives that make sense for the city, meet developer's needs and truly encourage new business development.

Retail Attractions understands municipal government and the interplay of political, financial, and regulatory environments. We also understand how development works and what site selectors, developers and retail tenants need to see, hear, and feel from a potential location to move forward. Retail Attractions features a team of research and marketing professionals who assist retail recruiters in developing the necessary data and marketing materials to prove the case for investment in your community. Since beginning Retail Attractions, we have helped our clients launch millions of square feet of retail and reap the associated benefits of additional city revenues, plus new goods and services for citizens, and increasing the quality of life in the community.



## OUR STAFF

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### **RICKEY HAYES, PRINCIPAL**

During his six years as Economic Development Director for the City of Owasso, Rickey Hayes facilitated new commercial construction totaling more than 4.2 million square feet with more than a quarter of a billion dollars in total value, resulting in a city sales tax base more than double what it had been. Since beginning Retail Attractions, Rickey has helped cities launch millions of square feet of additional retail space and reap the associated benefits in additional revenues, goods and services for their citizens. Rickey has developed an extensive personal network of relationships in the areas of government, retail, land development, real estate and site selection, leasing and tenancing, engineering, creative financing for development projects, and architecture and planning. Rickey holds a Bachelors Degree in Criminal Justice and a Masters Degree in Counseling from Great Plains Baptist College. Rickey is a member of International Council of Shopping Centers (ICSC). Rickey and his wife, Wendy, have four children, and one grandchild.

### **KATE THORP, REGIONAL DIRECTOR**

Kate brings with her almost a decade of real estate expertise to the Retail Attractions family. She has handled numerous, multi-million dollar industrial, retail, and development transactions, representing both Buyers/Tenants and Sellers/Landlords. Her strong negotiation skills, dedication to providing excellent customer service, and determination to seek the best economic outcome for her clients has resulted in strong relationships with both local and national retailers and developers. Kate and Mr. Hayes work together with our city, retail, and development clients in research, and retail recruitment. Kate attended the University of Arkansas, is a trustee on the board of the Carver Foundation, and is a member of the International Council of Shopping Centers (ICSC). Kate lives in Owasso, Oklahoma with her two daughters.

### **BETH NICHOLS, PROJECT MANAGEMENT**

Beth has a Bachelor of Science in Electrical Engineering from Purdue University. She has been with Retail Attractions since inception and manages marketing and recruitment projects at Retail Attractions. Beth is a member of the International Council of Shopping Centers(ICSC). Beth lives with her husband and two children in Skiatook, Oklahoma.

### **ROBERT NICHOLS, INFORMATION TECHNOLOGY**

Rob has a Bachelor of Science in Electrical Engineering from Oklahoma State University. He has been with Retail Attractions since inception and manages the website, data storage and access for Retail Attractions. Rob lives with his wife and two children in Skiatook, Oklahoma.

## OUR METHODOLOGY

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### Our Approach

Just as every city has distinctive characteristics, every consulting project is unique. Retail Attractions employs proven strategies to achieve economic development and growth in your community. We offer three tiers of contract service in addition to project-based and short-term engagements, allowing us to tailor our services to each client community's individual needs. Unlike "cookie-cutter" approaches to retail development that return little more than a bound document, partnering with Retail Attractions means you gain an experienced, dedicated staff who will work diligently on your behalf to grow your city. In addition to our tiered services under contract, additional services such as municipal web site development (for the city overall or specifically for economic development), experienced city and economic development PR efforts, and public meetings/input process management are available as well. These types of services may either be included in the contract for an additional cost or may be utilized on a project / as-needed basis by a client city for an additional estimated cost.

### Market Assessment

Retail Attractions uses data from a variety of sources to accurately portray the trade area, retail potential and opportunities within a market. Sources used in this report include Nielsen-Claritas, Applied Geographic Solutions (AGS), the City, various state agencies, US Census Bureau, US Economic Survey and US Bureau of Labor information. Retail Attractions combines physical observation, data-driven research and information, retail site selection methodologies and competitive analysis with personal experience and a reputation for finding the right sites for the right retail to create our market assessment reports.

### Retail Recruitment

Our relationships with our clients do not end when we deliver our market assessment report. We promote and actively recruit for our clients throughout the term of their contracts through mail, email, web, phone and personal contacts in our comprehensive nationwide contact database. Our diligent pursuit of development for your community assures your community will be on the radar of appropriate national retailers.

### The Benefits

Employing Retail Attractions to fulfill the city's need for an economic development professional allows the city to conserve resources that would otherwise be spent for no direct gain including insurance, employment taxes and other benefits. The city can reap the benefit of utilizing an experienced, successful economic development professional without incurring the expense of a full-time exempt employee. Retail Attractions is intimately familiar with development dynamics and can bring our experience, network and concentrated approach to bear immediately on behalf of the city. No valuable time is lost through a "learning the process" or "learning the area" acclimation period. Commercial development often feels painfully slow when observing the process from the outside. From initial interest in a site to doors open for business is often an 18- to 24-month process. Retail Attractions will be with you every step of the way to help your community reach its maximum retail potential.

## OUR DATA

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Retail Attractions compiles data from a number of sources including Nielsen-Claritas, Applied Geographic Solutions (AGS), the client City, various state agencies, the US Census Bureau, the US Economic Survey and information from the US Bureau of Labor. The primary sources for the demographic information included in this report are Nielsen-Claritas SiteReports and Applied Geographic Solutions (AGS).

Both Nielsen-Claritas and AGS pull data from public and private sources and apply their proprietary algorithm to determine demographic projections and estimates. Retail Attractions has carefully analyzed the resulting statistics and determined the algorithms that best represent the client community and trade area.

Nielsen-Claritas and AGS are highly respected data providers in the retail industry, and both sources calculate estimates for the current year and projections for five years in the future. Both companies produce data at varying geographic levels including national, state, county, city/town, zip code, and block group. These estimates and projections on a defined population can be analyzed according to population characteristics such as age, sex, race, Hispanic ethnicity, income, education, occupation, housing or rate of growth.

The majority of the demographic data contained in this report comes from AGS, with the exception of the housing data. The housing data is from Nielsen-Claritas which provides data up to the year prior to the year of the report. As mentioned previously, the opportunity gap data is from Nielsen Claritas Retail Market Power™ (RMP). The RMP data allows you to compare supply and demand to determine potential sources of revenue growth at any standard or user defined geographic level.

If there are any questions about the data used in this report, please contact Retail Attractions, and we will be happy to answer your questions.

# ACKNOWLEDGEMENTS AND DISCLAIMER

## ACKNOWLEDGEMENTS

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Nielsen and Applied Geographic Solutions are both highly respected data providers. However, these companies use algorithms to make estimates and projections. While these estimates and projections are based on years of research and adjustment, they are still only estimates and projections.

## DISCLAIMER

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All information is believed to be accurate and is presented in good faith by Retail Attractions, LLC under the terms and protections of the contract between the Client and Retail Attractions, LLC.

While we do expect to successfully complete the objective of increasing commercial investment in your community, it is impossible to guarantee a level of investment or even any investment since market conditions, retailer's business plans, city policies and other market drivers are subject to change at any time and are beyond the control of Retail Attractions, LLC. You understand and agree that any advice provided under this proposal is true and correct to the best knowledge and ability of Retail Attractions, LLC and will be provided in good faith. The city accepts full responsibility for its decisions to act or not act according to said advice and agrees to indemnify and hold harmless Retail Attractions, LLC; its principals, employees, sub-contractors and associates pertaining to outcomes or situations that arise from the advice, materials or other items provided under this proposal agreement.