RETAIL ATTRACTIONS, LLC

Economic Development Consulting

**Wagoner, Oklahoma
City Limits**

Demographics

Wagoner, Oklahoma

City Limits

Population

Estimated Population (2020)	9,258	
Projected Population (2025)	10,275	
Census Population (2010)	8,323	
Census Population (2000)	7,713	
Projected Annual Growth (2020-2025)	1,017	2.2%
Historical Annual Growth (2010-2020)	935	1.0%
Historical Annual Growth (2000-2010)	610	0.8%
Estimated Population Density (2020)	911	psm
Trade Area Size	10.2	sq mi
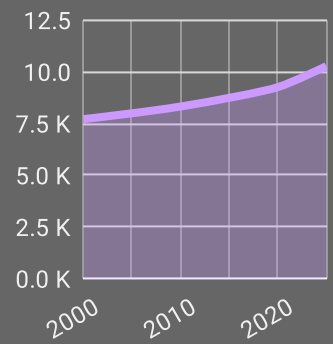
Race and Ethnicity (2020)

Not Hispanic or Latino Population	8,841	95.5%
White	5,739	64.9%
Black or African American	802	9.1%
American Indian or Alaska Native	853	9.6%
Asian	50	0.6%
Hawaiian or Pacific Islander	1	-
Other Race	5	-
Two or More Races	1,391	15.7%
Hispanic or Latino Population	417	4.5%
White	207	49.6%
Black or African American	6	1.4%
American Indian or Alaska Native	20	4.8%
Asian	1	0.2%
Hispanic Hawaiian or Pacific Islander	-	-
Other Race	103	24.7%
Two or More Races	80	19.2%
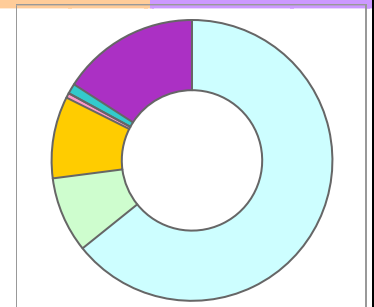
Legend: White · Black or African American · American Indian or Alaska Native · Asian · Hawaiian or Pacific Islander · Other Race · 2+ Races
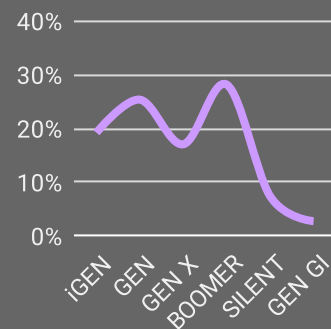
Wagoner, Oklahoma

City Limits

Age Distribution (2020)

Age Under 5 Years	573	*6.2%*
Age 5 to 9 Years	588	*6.4%*
Age 10 to 14 Years	620	*6.7%*
Age 15 to 19 Years	597	*6.4%*
Age 20 to 24 Years	601	*6.5%*
Age 25 to 29 Years	594	*6.4%*
Age 30 to 34 Years	558	*6.0%*
Age 35 to 39 Years	551	*6.0%*
Age 40 to 44 Years	507	*5.5%*
Age 45 to 49 Years	523	*5.6%*
Age 50 to 54 Years	471	*5.1%*
Age 55 to 59 Years	532	*5.7%*
Age 60 to 64 Years	580	*6.3%*
Age 65 to 69 Years	516	*5.6%*
Age 70 to 74 Years	510	*5.5%*
Age 75 to 79 Years	390	*4.2%*
Age 80 to 84 Years	296	*3.2%*
Age 85 Years or Over	256	*2.8%*
Median Age	38.5	

Generation (2020)

|		
iGeneration (Age Under 15 Years)	1,781	*19.2%*
Generation 9/11 Millennials (Age 15 to 34 Years)	2,350	*25.4%*
Gen Xers (Age 35 to 49 Years)	1,581	*17.1%*
Baby Boomers (Age 50 to 74 Years)	2,609	*28.2%*
Silent Generation (Age 75 to 84 Years)	686	*7.4%*
G.I. Generation (Age 85 Years or Over)	256	*2.8%*

Demographic Source: Applied Geographic Solutions 11/2020, TIGER Geography

Wagoner, Oklahoma

City Limits

Household Type (2020)

Total Households	3,562	
Family Households	2,489	69.9%
Family Households with Children	1,181	47.4%
Family Households No Children	1,308	52.6%
Non-Family Households	1,073	30.1%
Non-Family Households with Children	12	1.1%
Non-Family Households No Children	1,061	98.9%

Family Households with Children

Family Households No Children

Non-Family Households with Children

Non-Family Households No Children
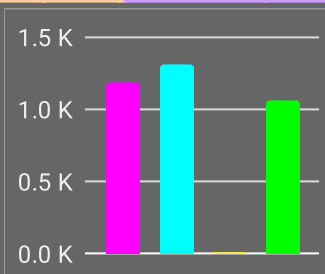
Education Attainment (2020)

Elementary or Some High School	892	14.2%
High School Graduate	2,325	37.0%
Some College or Associate Degree	1,902	30.3%
Bachelor or Graduate Degree	1,164	18.5%

Elementary or Some High School

High School Graduate

Some College or Associate Degree

Bachelor or Graduate Degree
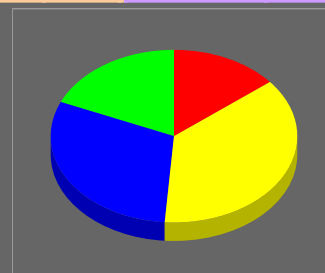
Household Income (2020)

Estimated Average Household Income	$54,275	
Estimated Median Household Income	$43,076	
HH Income Under $10,000	439	12.3%
HH Income $10,000 to $34,999	1,009	28.3%
HH Income $35,000 to $49,999	559	15.7%
HH Income $50,000 to $74,999	723	20.3%
HH Income $75,000 to $99,999	431	12.1%
HH Income $100,000 to $149,999	269	7.6%
HH Income $150,000 or More	134	3.8%
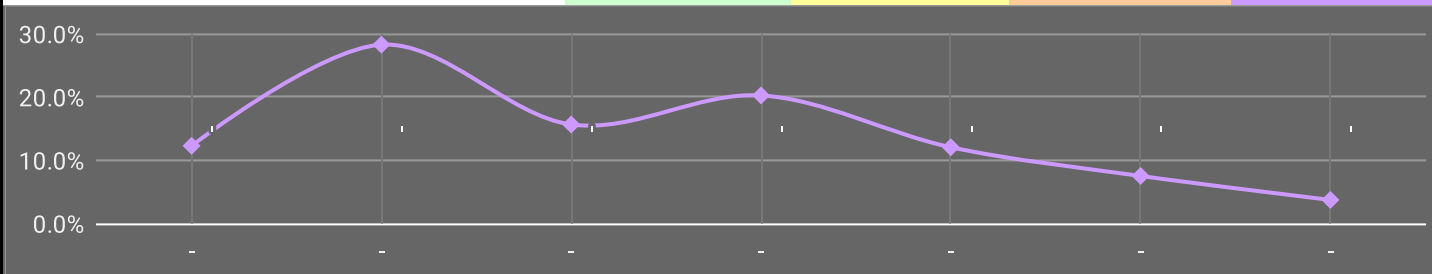
Wagoner, Oklahoma

City Limits

Population

Estimated Population (2020)	9,258	
Projected Population (2025)	10,275	
Census Population (2010)	8,323	
Census Population (2000)	7,713	
Projected Annual Growth (2020-2025)	1,017	*2.2%*
Historical Annual Growth (2010-2020)	935	*1.1%*
Historical Annual Growth (2000-2010)	610	*0.8%*
Estimated Population Density (2020)	911	*psm*
Trade Area Size	10.2	*sq mi*

Households

Estimated Households (2020)	3,562	
Projected Households (2025)	3,928	
Census Households (2010)	3,114	
Census Households (2000)	2,922	
Projected Annual Growth (2020-2025)	366	*2.1%*
Historical Annual Change (2000-2020)	640	*1.1%*

Average Household Income

Estimated Average Household Income (2020)	$54,275	
Projected Average Household Income (2025)	$57,533	
Census Average Household Income (2010)	$45,895	
Census Average Household Income (2000)	$38,115	
Projected Annual Change (2020-2025)	$3,258	*1.2%*
Historical Annual Change (2000-2020)	$16,160	*2.1%*

Median Household Income

Estimated Median Household Income (2020)	$43,076	
Projected Median Household Income (2025)	$50,246	
Census Median Household Income (2010)	$39,197	
Census Median Household Income (2000)	$31,886	
Projected Annual Change (2020-2025)	$7,170	*3.3%*
Historical Annual Change (2000-2020)	$11,190	*1.8%*

Per Capita Income

Estimated Per Capita Income (2020)	$21,081	
Projected Per Capita Income (2025)	$22,174	
Census Per Capita Income (2010)	$17,171	
Census Per Capita Income (2000)	$14,400	
Projected Annual Change (2020-2025)	$1,093	*1.0%*
Historical Annual Change (2000-2020)	$6,681	*2.3%*
Estimated Average Household Net Worth (2020)	$282,504	

Wagoner, Oklahoma

City Limits

Race and Ethnicity

Total Population (2020)	9,258	
White (2020)	5,946	64.2%
Black or African American (2020)	808	8.7%
American Indian or Alaska Native (2020)	873	9.4%
Asian (2020)	51	0.6%
Hawaiian or Pacific Islander (2020)	1	-
Other Race (2020)	108	1.2%
Two or More Races (2020)	1,471	15.9%
Population < 18 (2020)	2,141	23.1%
White Not Hispanic	945	44.1%
Black or African American	217	10.1%
Asian	8	0.4%
Other Race Not Hispanic	840	39.2%
Hispanic	131	6.1%
Not Hispanic or Latino Population (2020)	8,841	95.5%
Not Hispanic White	5,739	64.9%
Not Hispanic Black or African American	802	9.1%
Not Hispanic American Indian or Alaska Native	853	9.6%
Not Hispanic Asian	50	0.6%
Not Hispanic Hawaiian or Pacific Islander	1	-
Not Hispanic Other Race	5	-
Not Hispanic Two or More Races	1,391	15.7%
Hispanic or Latino Population (2020)	417	4.5%
Hispanic White	207	49.6%
Hispanic Black or African American	6	1.4%
Hispanic American Indian or Alaska Native	20	4.8%
Hispanic Asian	1	0.2%
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	103	24.7%
Hispanic Two or More Races	80	19.2%
Not Hispanic or Latino Population (2010)	8,067	96.9%
Hispanic or Latino Population (2010)	256	3.1%
Not Hispanic or Latino Population (2000)	7,547	97.8%
Hispanic or Latino Population (2000)	166	2.2%
Not Hispanic or Latino Population (2025)	9,803	95.4%
Hispanic or Latino Population (2025)	472	4.6%
Projected Annual Growth (2020-2025)	55	-
Historical Annual Growth (2000-2010)	90	5.4%

Demographic Source: Applied Geographic Solutions 11/2020, TIGER Geography

Wagoner, Oklahoma

City Limits

Total Age Distribution (2020)

Total Population	9,258	
Age Under 5 Years	573	6.2%
Age 5 to 9 Years	588	6.4%
Age 10 to 14 Years	620	6.7%
Age 15 to 19 Years	597	6.4%
Age 20 to 24 Years	601	6.5%
Age 25 to 29 Years	594	6.4%
Age 30 to 34 Years	558	6.0%
Age 35 to 39 Years	551	6.0%
Age 40 to 44 Years	507	5.5%
Age 45 to 49 Years	523	5.6%
Age 50 to 54 Years	471	5.1%
Age 55 to 59 Years	532	5.7%
Age 60 to 64 Years	580	6.3%
Age 65 to 69 Years	516	5.6%
Age 70 to 74 Years	510	5.5%
Age 75 to 79 Years	390	4.2%
Age 80 to 84 Years	296	3.2%
Age 85 Years or Over	256	2.8%
Median Age	38.5	
Age 19 Years or Less	2,378	25.7%
Age 20 to 64 Years	4,917	53.1%
Age 65 Years or Over	1,968	21.3%

Female Age Distribution (2020)

Female Population	4,785	51.7%
Age Under 5 Years	271	5.7%
Age 5 to 9 Years	260	5.4%
Age 10 to 14 Years	300	6.3%
Age 15 to 19 Years	278	5.8%
Age 20 to 24 Years	309	6.5%
Age 25 to 29 Years	312	6.5%
Age 30 to 34 Years	286	6.0%
Age 35 to 39 Years	280	5.9%
Age 40 to 44 Years	261	5.5%
Age 45 to 49 Years	270	5.6%
Age 50 to 54 Years	251	5.2%
Age 55 to 59 Years	284	5.9%
Age 60 to 64 Years	309	6.5%
Age 65 to 69 Years	265	5.5%
Age 70 to 74 Years	254	5.3%
Age 75 to 79 Years	239	5.0%
Age 80 to 84 Years	176	3.7%
Age 85 Years or Over	181	3.8%
Female Median Age	40.9	
Age 19 Years or Less	1,109	23.2%
Age 20 to 64 Years	2,562	53.5%
Age 65 Years or Over	1,115	23.3%

Wagoner, Oklahoma

City Limits

Male Age Distribution (2020)

Male Population	4,473	*48.3%*
Age Under 5 Years	302	*6.8%*
Age 5 to 9 Years	328	*7.3%*
Age 10 to 14 Years	320	*7.2%*
Age 15 to 19 Years	319	*7.1%*
Age 20 to 24 Years	292	*6.5%*
Age 25 to 29 Years	282	*6.3%*
Age 30 to 34 Years	272	*6.1%*
Age 35 to 39 Years	271	*6.1%*
Age 40 to 44 Years	246	*5.5%*
Age 45 to 49 Years	253	*5.7%*
Age 50 to 54 Years	220	*4.9%*
Age 55 to 59 Years	248	*5.5%*
Age 60 to 64 Years	271	*6.1%*
Age 65 to 69 Years	251	*5.6%*
Age 70 to 74 Years	256	*5.7%*
Age 75 to 79 Years	151	*3.4%*
Age 80 to 84 Years	120	*2.7%*
Age 85 Years or Over	75	*1.7%*
Male Median Age	36.3	
Age 19 Years or Less	1,269	*28.4%*
Age 20 to 64 Years	2,355	*52.6%*
Age 65 Years or Over	853	*19.1%*

Males per 100 Females (2020)

Overall Comparison

Age Under 5 Years	111	*52.7%*
Age 5 to 9 Years	126	*55.8%*
Age 10 to 14 Years	107	*-*
Age 15 to 19 Years	115	*53.4%*
Age 20 to 24 Years	94	*48.6%*
Age 25 to 29 Years	90	*47.5%*
Age 30 to 34 Years	95	*48.7%*
Age 35 to 39 Years	97	*49.2%*
Age 40 to 44 Years	94	*48.5%*
Age 45 to 49 Years	94	*48.4%*
Age 50 to 54 Years	88	*46.7%*
Age 55 to 59 Years	87	*46.6%*
Age 60 to 64 Years	88	*46.7%*
Age 65 to 69 Years	95	*48.6%*
Age 70 to 74 Years	101	*50.2%*
Age 75 to 79 Years	63	*38.7%*
Age 80 to 84 Years	68	*40.5%*
Age 85 Years or Over	41	*29.3%*
Age 19 Years or Less	114	*53.4%*
Age 20 to 39 Years	94	*48.5%*
Age 40 to 64 Years	90	*47.4%*
Age 65 Years or Over	77	*43.3%*

Wagoner, Oklahoma

City Limits

Household Type (2020)

Total Households	3,562	
Households with Children	1,193	*33.5%*
Average Household Size	2.6	
Household Density per Square Mile	351	
Population Family	7,819	*84.5%*
Population Non-Family	1,283	*13.9%*
Population Group Quarters	156	*1.7%*
Family Households	2,489	*69.9%*
Married Couple Households	1,750	*70.3%*
Other Family Households with Children	739	*29.7%*
Family Households with Children	1,181	*47.4%*
Married Couple with Children	695	*58.8%*
Other Family Households with Children	486	*41.2%*
Family Households No Children	1,308	*52.6%*
Married Couple No Children	1,055	*80.7%*
Other Family Households No Children	253	*19.3%*
Non-Family Households	1,073	*30.1%*
Non-Family Households with Children	12	*1.1%*
Non-Family Households No Children	1,061	*98.9%*
Average Family Household Size	3.1	
Average Family Income	$63,526	
Median Family Income	$53,325	
Average Non-Family Household Size	1.2	

Marital Status (2020)

Population Age 15 Years or Over	7,480	
Never Married	1,976	*26.4%*
Currently Married	3,505	*46.9%*
Previously Married	1,999	*26.7%*
Separated	191	*9.6%*
Widowed	735	*36.8%*
Divorced	1,073	*53.7%*

Educational Attainment (2020)

Adult Population Age 25 Years or Over	6,283	
Elementary (Grade Level 0 to 8)	242	*3.9%*
Some High School (Grade Level 9 to 11)	650	*10.3%*
High School Graduate	2,325	*37.0%*
Some College	1,364	*21.7%*
Associate Degree Only	538	*8.6%*
Bachelor Degree Only	801	*12.7%*
Graduate Degree	363	*5.8%*
Any College (Some College or Higher)	3,066	*48.8%*
College Degree + (Bachelor Degree or Higher)	1,164	*18.5%*

Wagoner, Oklahoma

City Limits

Housing

Total Housing Units (2020)	4,000	
Total Housing Units (2010)	3,532	
Historical Annual Growth (2010-2020)	468	*1.3%*
Housing Units Occupied (2020)	3,562	*89.1%*
Housing Units Owner-Occupied	2,251	*63.2%*
Housing Units Renter-Occupied	1,311	*36.8%*
Housing Units Vacant (2020)	438	*11.0%*

Household Size (2020)

Total Households	3,562	
1 Person Households	924	*25.9%*
2 Person Households	1,224	*34.4%*
3 Person Households	582	*16.3%*
4 Person Households	447	*12.5%*
5 Person Households	223	*6.3%*
6 Person Households	107	*3.0%*
7 or More Person Households	55	*1.5%*

Household Income Distribution (2020)

HH Income $200,000 or More	79	*2.2%*
HH Income $150,000 to $199,999	55	*1.5%*
HH Income $125,000 to $149,999	84	*2.4%*
HH Income $100,000 to $124,999	185	*5.2%*
HH Income $75,000 to $99,999	431	*12.1%*
HH Income $50,000 to $74,999	723	*20.3%*
HH Income $35,000 to $49,999	559	*15.7%*
HH Income $25,000 to $34,999	531	*14.9%*
HH Income $15,000 to $24,999	313	*8.8%*
HH Income $10,000 to $14,999	165	*4.6%*
HH Income Under $10,000	439	*12.3%*

Household Vehicles (2020)

Households 0 Vehicles Available	260	*7.3%*
Households 1 Vehicle Available	1,174	*33.0%*
Households 2 Vehicles Available	1,359	*38.2%*
Households 3 or More Vehicles Available	769	*21.6%*
Total Vehicles Available	6,519	
Average Vehicles per Household	1.8	
Owner-Occupied Household Vehicles	4,755	*72.9%*
Average Vehicles per Owner-Occupied Household	2.1	
Renter-Occupied Household Vehicles	1,764	*27.1%*
Average Vehicles per Renter-Occupied Household	1.3	

Travel Time (2020)

Worker Base Age 16 years or Over	4,398	
Travel to Work in 14 Minutes or Less	1,274	*29.0%*
Travel to Work in 15 to 29 Minutes	898	*20.4%*
Travel to Work in 30 to 59 Minutes	1,331	*30.3%*
Travel to Work in 60 Minutes or More	137	*3.1%*
Work at Home	85	*1.9%*
Average Minutes Travel to Work	23.6	

Wagoner, Oklahoma

City Limits

Transportation To Work (2020)

Worker Base Age 16 years or Over	4,398	
Drive to Work Alone	3,609	82.1%
Drive to Work in Carpool	537	12.2%
Travel to Work by Public Transportation	58	1.3%
Drive to Work on Motorcycle	1	-
Bicycle to Work	1	-
Walk to Work	60	1.4%
Other Means	47	1.1%
Work at Home	85	1.9%

Daytime Demographics (2020)

Total Businesses	342	
Total Employees	3,006	
Company Headquarter Businesses	9	2.6%
Company Headquarter Employees	301	10.0%
Employee Population per Business	8.8	to 1
Residential Population per Business	27.1	to 1
Adj. Daytime Demographics Age 16 Years or Over	6,656	

Labor Force

Labor Population Age 16 Years or Over (2020)	7,360	
Labor Force Total Males (2020)	3,464	47.1%
Male Civilian Employed	1,893	54.6%
Male Civilian Unemployed	136	3.9%
Males in Armed Forces	-	-
Males Not in Labor Force	1,435	41.4%
Labor Force Total Females (2020)	3,896	52.9%
Female Civilian Employed	1,817	46.6%
Female Civilian Unemployed	91	2.3%
Females in Armed Forces	-	-
Females Not in Labor Force	1,988	51.0%
Unemployment Rate	227	3.1%

Occupation (2020)

Occupation Population Age 16 Years or Over	3,709	
Occupation Total Males	1,891	51.0%
Occupation Total Females	1,818	49.0%
Management, Business, Financial Operations	337	9.1%
Professional, Related	852	23.0%
Service	751	20.2%
Sales, Office	801	21.6%
Farming, Fishing, Forestry	44	1.2%
Construction, Extraction, Maintenance	321	8.7%
Production, Transport, Material Moving	603	16.3%
White Collar Workers	1,990	53.7%
Blue Collar Workers	1,719	46.3%

Wagoner, Oklahoma

City Limits

Units In Structure (2020)

Total Units	3,114	
1 Detached Unit	2,755	88.5%
1 Attached Unit	71	2.3%
2 Units	37	1.2%
3 to 4 Units	171	5.5%
5 to 9 Units	124	4.0%
10 to 19 Units	46	1.5%
20 to 49 Units	27	0.9%
50 or More Units	49	1.6%
Mobile Home or Trailer	282	9.1%
Other Structure	1	-

Homes Built By Year (2020)

Homes Built 2014 or later	8	0.2%
Homes Built 2010 to 2013	169	4.2%
Homes Built 2000 to 2009	500	12.5%
Homes Built 1990 to 1999	339	8.5%
Homes Built 1980 to 1989	589	14.7%
Homes Built 1970 to 1979	895	22.4%
Homes Built 1960 to 1969	446	11.2%
Homes Built 1950 to 1959	237	5.9%
Homes Built 1940 to 1949	50	1.3%
Homes Built Before 1939	327	8.2%
Median Age of Homes	38.8	yrs

Home Values (2020)

Owner Specified Housing Units	2,251	
Home Values $1,000,000 or More	-	-
Home Values $750,000 to $999,999	5	0.2%
Home Values $500,000 to $749,999	23	1.0%
Home Values $400,000 to $499,999	43	1.9%
Home Values $300,000 to $399,999	81	3.6%
Home Values $250,000 to $299,999	62	2.8%
Home Values $200,000 to $249,999	207	9.2%
Home Values $175,000 to $199,999	222	9.9%
Home Values $150,000 to $174,999	227	10.1%
Home Values $125,000 to $149,999	206	9.2%
Home Values $100,000 to $124,999	165	7.3%
Home Values $90,000 to $99,999	265	11.8%
Home Values $80,000 to $89,999	157	7.0%
Home Values $70,000 to $79,999	117	5.2%
Home Values $60,000 to $69,999	167	7.4%
Home Values $50,000 to $59,999	99	4.4%
Home Values $35,000 to $49,999	81	3.6%
Home Values $25,000 to $34,999	46	2.0%
Home Values $10,000 to $24,999	25	1.1%
Home Values Under $10,000	52	2.3%
Owner-Occupied Median Home Value	$117,575	
Renter-Occupied Median Rent	$511	

Demographic Source: Applied Geographic Solutions 11/2020, TIGER Geography

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Wagoner, Oklahoma

City Limits

Total Annual Consumer Expenditure (2020)

Total Household Expenditure	$164.44 M
Total Non-Retail Expenditure	$86.68 M
Total Retail Expenditure	$77.76 M
Apparel	$5.67 M
Contributions	$5.08 M
Education	$4.37 M
Entertainment	$9.01 M
Food and Beverages	$24.6 M
Furnishings and Equipment	$5.6 M
Gifts	$3.76 M
Health Care	$14.43 M
Household Operations	$6.35 M
Miscellaneous Expenses	$3.08 M
Personal Care	$2.2 M
Personal Insurance	$1.08 M
Reading	$356.81 K
Shelter	$34.89 M
Tobacco	$1.15 M
Transportation	$29.91 M
Utilities	$12.9 M

Monthly Household Consumer Expenditure (2020)

Total Household Expenditure	$3,847	
Total Non-Retail Expenditure	$2,028	52.7%
Total Retail Expenditures	$1,819	47.3%
Apparel	$133	3.4%
Contributions	$119	3.1%
Education	$102	2.7%
Entertainment	$211	5.5%
Food and Beverages	$575	15.0%
Furnishings and Equipment	$131	3.4%
Gifts	$88	2.3%
Health Care	$338	8.8%
Household Operations	$149	3.9%
Miscellaneous Expenses	$72	1.9%
Personal Care	$51	1.3%
Personal Insurance	$25	0.7%
Reading	$8	0.2%
Shelter	$816	21.2%
Tobacco	$27	0.7%
Transportation	$700	18.2%
Utilities	$302	7.8%

OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

Vehicle and Parts Dealers
New and used automobile dealers, motorcycle dealers, recreation vehicle dealers, all-terrain vehicles 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 and 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 infants 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 needlepoint stores, musical instrument and supply 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

RETAIL GAP REPORT

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Wagoner, Oklahoma

City Limits

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	$3.44 M / $169.18 K	95
Men's Clothing Stores	$120.97 K / $-9	100
Women's Clothing Stores	$527.89 K / $166.51 K	68
Children's, Infants' Clothing Stores	$229.96 K / $7	100
Family Clothing Stores	$1.41 M / -	100
Clothing Accessory Stores	$112.17 K / $-13	100
Other Apparel Stores	$172.15 K / $2.68 K	98
Shoe Stores	$583.53 K / $9	100
Jewelry Stores	$262.77 K / $15	100
Luggage Stores	$21.37 K / $-13	100
Furniture, Home Furnishings Stores	$1.65 M / $1.4 M	15
Furniture Stores	$1.01 M / $1.07 M	-5
Floor Covering Stores	$173.01 K / $145.71 K	16
Other Home Furnishing Stores	$468.76 K / $193.13 K	59
Electronics, Appliance Stores	$1.29 M / $4	100
Building Material, Garden Equipment, Supplies Dealers	$4.15 M / $5.64 M	-27
Home Centers	$1.95 M / $3.4 M	-43
Paint, Wallpaper Stores	$141.63 K / $-15	100
Hardware Stores	$179.31 K / $-10	100
Other Building Materials Stores	$1.38 M / $2.25 M	-38
Outdoor Power Equipment Stores	$64.86 K / $-16	100
Nursery, Garden Stores	$426.87 K / $4	100
Food, Beverage Stores	$11.71 M / $1.73 M	85
Grocery Stores	$10.48 M / $5.42 K	100
Convenience Stores	$408.42 K / $1.07 M	-62
Meat Markets	$120.97 K / $152.3 K	-21
Fish, Seafood Markets	$44.28 K / $11	100
Fruit, Vegetable Markets	$73.06 K / $14	100
Other Specialty Food Markets	$127.02 K / $14	100
Liquor Stores	$455.76 K / $507.52 K	-10

RETAIL GAP REPORT

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Wagoner, Oklahoma

City Limits

	Potential / Sales	Index
Health, Personal Care Stores	$2.84 M / $4.66 M	-39
Pharmacy, Drug Stores	$2.38 M / $4.4 M	-46
Cosmetics, Beauty Stores	$139.38 K / -	100
Optical Goods Stores	$158.58 K / $265.13 K	-40
Other Health, Personal Care Stores	$162.57 K / $-15	100
Sporting Goods, Hobby, Book, Music Stores	$1.26 M / $420.88 K	66
Sporting Goods Stores	$675.75 K / $344.08 K	49
Hobby, Toy, Game Stores	$206.38 K / $7	100
Sewing, Needlecraft Stores	$62.09 K / $76.8 K	-19
Musical Instrument Stores	$60.45 K / $-1	100
Book Stores	$250.77 K / $-4	100
General Merchandise Stores	$11.26 M / $21.71 M	-48
Department Stores	$2.86 M / $21.71 M	-87
Warehouse Superstores	$7.3 M / $14	100
Other General Merchandise Stores	$1.1 M / $6.01 K	99
Miscellaneous Store Retailers	$1.52 M / $734.23 K	52
Florists	$52.58 K / $133.7 K	-61
Office, Stationary Stores	$147.72 K / $-17	100
Gift, Souvenir Stores	$180.45 K / $-12	100
Used Merchandise Stores	$103.76 K / $222.94 K	-53
Pet, Pet Supply Stores	$609.1 K / $-6	100
Art Dealers	$49.01 K / $-6	100
Mobile Home Dealers	$89.8 K / $-12	100
Other Miscellaneous Retail Stores	$283.61 K / $377.65 K	-25
Non-Store Retailers	$5.09 M / $409.74 K	92
Mail Order, Catalog Stores	$4.21 M / $-16	100
Vending Machines	$120.97 K / $-16	100
Fuel Dealers	$429.54 K / $409.75 K	5
Other Direct Selling Establishments	$328.38 K / $15	100

Demographic Source: Applied Geographic Solutions 11/2020, TIGER Geography

RETAIL GAP REPORT

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Wagoner, Oklahoma

City Limits

	Potential / Sales	Index
Accommodation, Food Services	$9.68 M / $16.98 M	-43
Hotels, Other Travel Accommodations	$531.56 K / $212.99 K	60
RV Parks	$4.38 K / $6	100
Rooming, Boarding Houses	$3.56 K / $-5	100
Full Service Restaurants	$5.67 M / $6.09 M	-7
Limited Service Restaurants	$2.63 M / $8.66 M	-70
Special Food Services, Catering	$842.59 K / $1.86 M	-55
Drinking Places	$236.59 K / $393.87 K	-40
Gasoline Stations	$8.63 M / $4	100
Motor Vehicle, Parts Dealers	$15.02 M / $16.81 M	-11
New Car Dealers	$11.52 M / $13.08 M	-12
Used Car Dealers	$1.19 M / $-7	100
Recreational Vehicle Dealers	$225.94 K / $-15	100
Motorcycle, Boat Dealers	$504.63 K / $85.54 K	83
Auto Parts, Accessories	$946.42 K / $3.08 M	-69
Tire Dealers	$632.15 K / $568.07 K	10
2020 Population		9,258
2025 Population		10,275
% Population Change 2020-2025		11.0%
2020 Adult Population Age 18+		7,118
2020 Population Male		4,473
2020 Population Female		4,785
2020 Households		3,562
2020 Median Household Income		43,076
2020 Average Household Income		54,275

RETAIL POTENTIAL

RETAIL POTENTIAL PROFILE

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Wagoner, Oklahoma	
City Limits	
2020 Population	9,258
2025 Population	10,275
% Population Change 2010-2020	11.2%
2020 Adult Population Age 18+	$7,118
2020 Population Male	$4,473
2020 Population Female	$4,785
2020 Households	$3,562
2020 Median Household Income	$43,076
2020 Average Household Income	$54,275
Clothing, Clothing Accessories Stores	**$3.44 M**
Men's Clothing Stores	$120.97 K
Women's Clothing Stores	$527.89 K
Children's, Infants' Clothing Stores	$229.96 K
Family Clothing Stores	$1.41 M
Clothing Accessory Stores	$112.17 K
Other Apparel Stores	$172.15 K
Shoe Stores	$583.53 K
Jewelry Stores	$262.77 K
Luggage Stores	$21.37 K
Furniture, Home Furnishings Stores	**$1.65 M**
Furniture Stores	$1.01 M
Floor Covering Stores	$173.01 K
Other Home Furnishing Stores	$468.76 K
Electronics, Appliance Stores	**$1.29 M**
Gasoline Stations	**$8.63 M**
Building Material, Garden Equipment, Supplies Dealers	**$4.15 M**
Home Centers	$1.95 M
Paint, Wallpaper Stores	$141.63 K
Hardware Stores	$179.31 K
Other Building Materials Stores	$1.38 M
Outdoor Power Equipment Stores	$64.86 K
Nursery, Garden Stores	$426.87 K
Food, Beverage Stores	**$11.71 M**
Grocery Stores	$10.48 M
Convenience Stores	$408.42 K
Meat Markets	$120.97 K
Fish, Seafood Markets	$44.28 K
Fruit, Vegetable Markets	$73.06 K
Other Specialty Food Markets	$127.02 K
Liquor Stores	$455.76 K

Demographic Source: Applied Geographic Solutions 11/2020, TIGER Geography

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Wagoner, Oklahoma

City Limits

Health, Personal Care Stores	$2.84 M
Pharmacy, Drug Stores	$2.38 M
Cosmetics, Beauty Stores	$139.38 K
Optical Goods Stores	$158.58 K
Other Health, Personal Care Stores	$162.57 K
Sporting Goods, Hobby, Book, Music Stores	$1.26 M
Sporting Goods Stores	$675.75 K
Hobby, Toy, Game Stores	$206.38 K
Sewing, Needlecraft Stores	$62.09 K
Musical Instrument Stores	$60.45 K
Book Stores	$250.77 K
General Merchandise Stores	$11.26 M
Department Stores	$2.86 M
Warehouse Superstores	$7.3 M
Other General Merchandise Stores	$1.1 M
Miscellaneous Store Retailers	$1.52 M
Florists	$52.58 K
Office, Stationary Stores	$147.72 K
Gift, Souvenir Stores	$180.45 K
Used Merchandise Stores	$103.76 K
Pet, Pet Supply Stores	$609.1 K
Art Dealers	$49.01 K
Mobile Home Dealers	$89.8 K
Other Miscellaneous Retail Stores	$283.61 K
Non-Store Retailers	$5.09 M
Mail Order, Catalog Stores	$4.21 M
Vending Machines	$120.97 K
Fuel Dealers	$429.54 K
Other Direct Selling Establishments	$328.38 K
Accommodation, Food Services	$9.92 M
Hotels, Other Travel Accommodations	$531.56 K
RV Parks	$4.38 K
Rooming, Boarding Houses	$3.56 K
Full Service Restaurants	$5.67 M
Limited Service Restaurants	$2.63 M
Special Food Services, Catering	$842.59 K
Drinking Places	$236.59 K
Motor Vehicle, Parts Dealers	$15.02 M
New Car Dealers	$11.52 M
Used Car Dealers	$1.19 M
Recreational Vehicle Dealers	$225.94 K
Motorcycle, Boat Dealers	$504.63 K
Auto Parts, Accessories	$946.42 K
Tire Dealers	$632.15 K

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

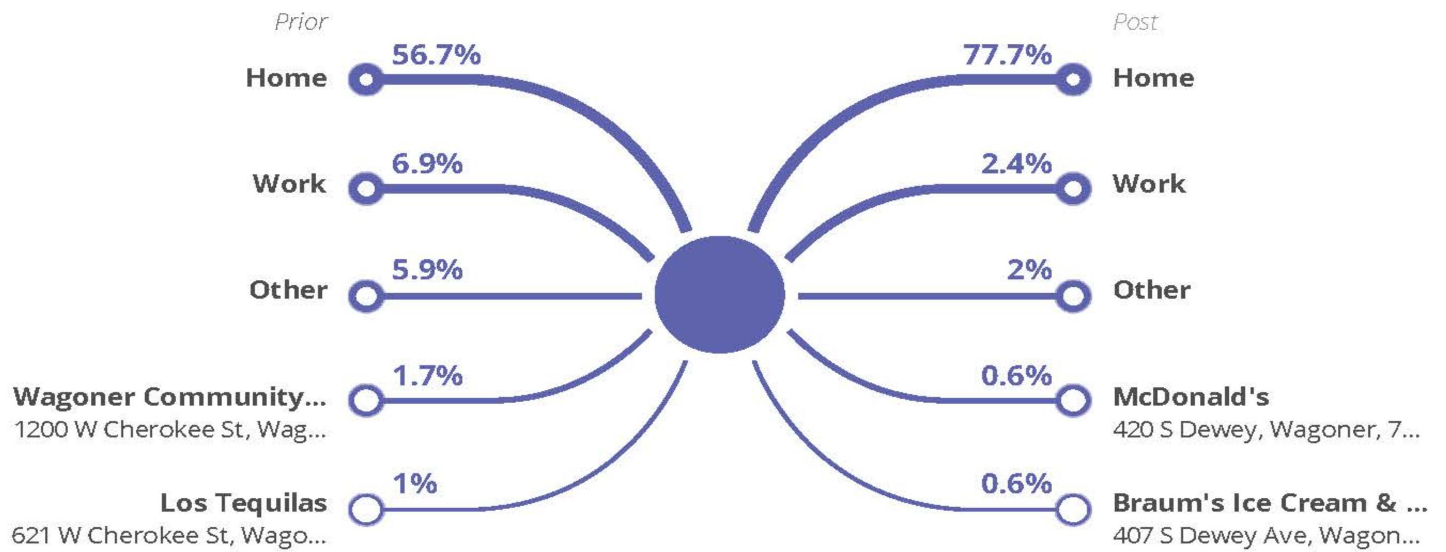# Consumer Information

Trade Area - Home Location

🔵 **Walmart / S Dewey Ave**

of Visits

🟥 1.2K - 28.7K

🟧 882 - 1.2K

🟨 595 - 881

🟩 308 - 594

🟪 < 307
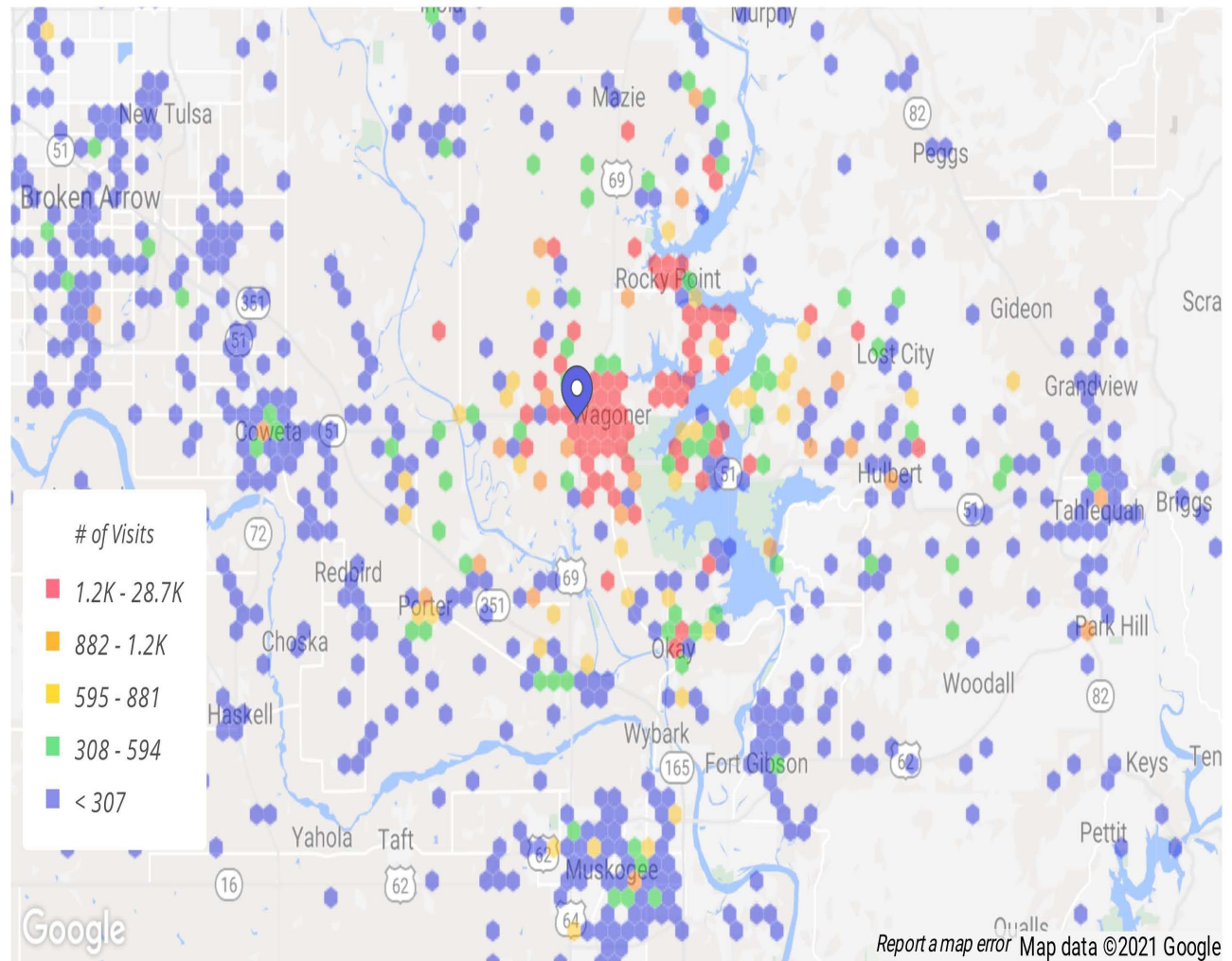
Unique # of Visits | Showing Home | At least 1 visit | Nov 1, 2020 - Apr 30, 2021

Customer Journey

Walmart / S Dewey Ave

Prior   *Post*

Home — 56.7% | 77.7% — Home

Work — 6.9% | 2.4% — Work

Other — 5.9% | 2% — Other

Wagoner Community... — 1.7% | 0.6% — McDonald's
1200 W Cherokee St, Wag... | 420 S Dewey, Wagoner, 7...

Los Tequilas — 1% | 0.6% — Braum's Ice Cream & ...
621 W Cherokee St, Wago... | 407 S Dewey Ave, Wagon...

Nov 1, 2020 - Apr 30, 2021

Customer Journey: Routes - Prior Location

● **Walmart / S Dewey Ave**

# of Visits
- 🟥 97.9K - 447.1K
- 🟧 34K - 97.9K
- 🟨 14.1K - 34K
- 🟩 7.4K - 14.1K
- 🟦 < 7.4K
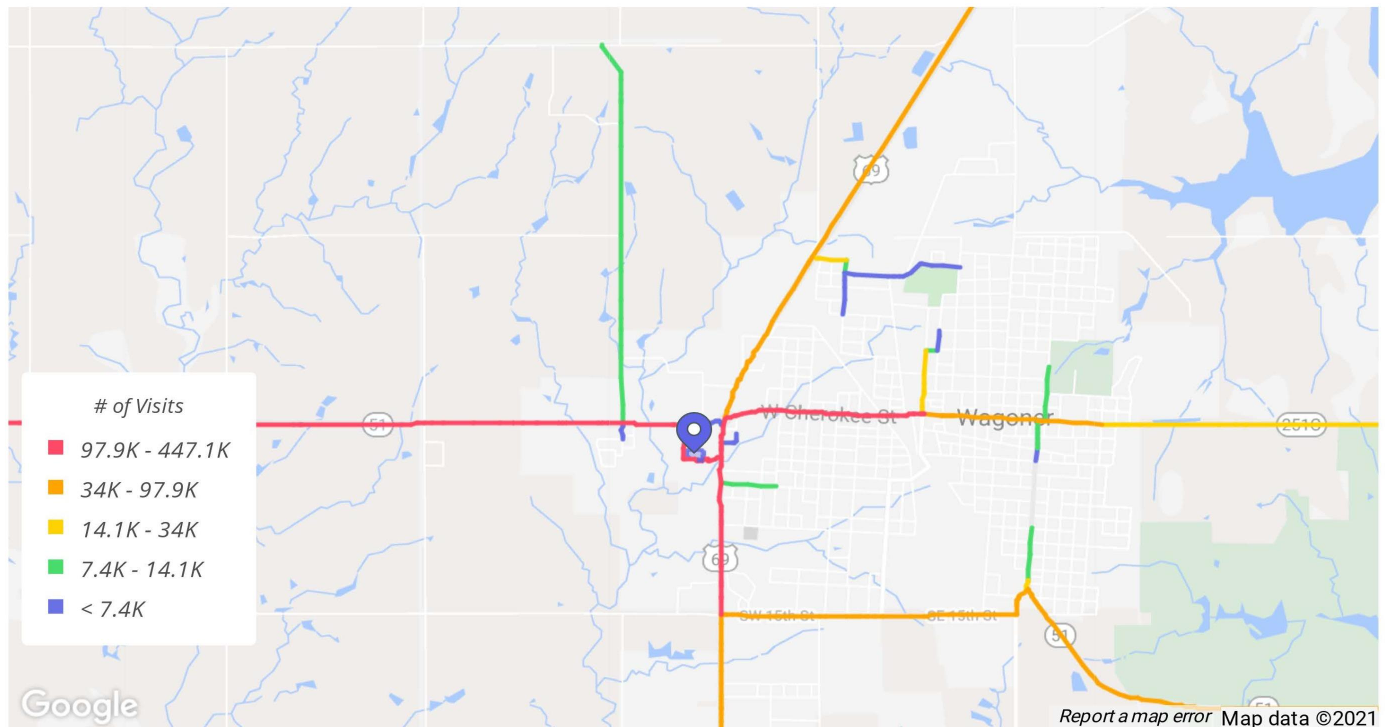
From Prior Location | Nov 1, 2020 - Apr 30, 2021

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Generate From:	Traffic Vol:	Traffic Vol:	Traffic Vol:	Within:	Allocation Type:
True Trade Area	40 %	60 %	80 %	50 mi	Weighted Centroid
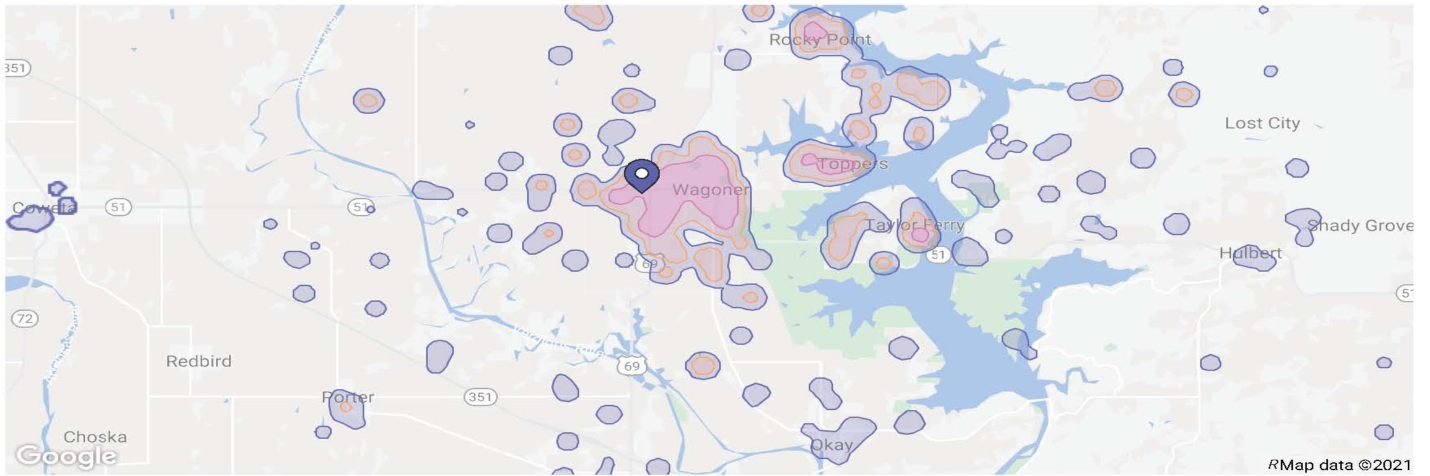
Census 2017 ⊕

Benchmark with:
Nationwide

	● 40 % Traffic		● 60 % Traffic		● 80 % Traffic	
Overview						⌃
Population	7,513		7,513		31,003	
Pop density (per sq mile)	566		566		257	
Area (based on blockgroups)	13.27...		13.27...		120.5...	
Households						⌃
Households	2,842		2,842		12,303	
Family households	1,956	(68....	1,956	(68....	7,880	(64%) 97
Non Family households	886	(31.... 92	886	(31.... 92	4,423	(36%) 106
Persons per Household	2.64	98	2.64	98	2.52	93
Gender						⌃
Male	3,539	(47.... 96	3,539	(47.... 96	14,659	(47.... 96
Female	3,974	(52.... 104	3,974	(52.... 104	16,344	(52.... 104
Age						⌃
Median Age	40	100	40	100	40	100
0-18	1,899	(25.... 110	1,899	(25.... 110	7,599	(24.... 107
18-25	771	(10.... 106	771	(10.... 106	2,996	(9.7... 100
25-35	982	(13.... 95	982	(13.... 95	4,075	(13.... 96
35-45	776	(10.... 82	776	(10.... 82	3,585	(11.... 91

Age

45-55	1,054	(14%)	105	1,054	(14%)	105	3,860	(12...	93
55-65	753	(10%)	79	753	(10%)	79	3,630	(11...	92
65+	1,278	(17%)	114	1,278	(17%)	114	5,258	(17%)	114

Ethnicity

White	4,826	(64...	106	4,826	(64...	106	18,172	(58...	96
Other ethnicity	1,818	(24...	728	1,818	(24...	728	6,334	(20...	615
Black	689	(9.2...	75	689	(9.2...	75	3,063	(9.9...	81
Latino	163	(2.2...	12	163	(2.2...	12	2,830	(9.1...	49
Asian	17	(<0...	4	17	(<0...	4	604	(1.9...	37

Household Income

Average Income	$46,1...		57	$46,1...		57	$57,9...		72
Median Income	$32,5...		59	$32,5...		59	$42,5...		77
<$10K	390	(13...	199	390	(13...	199	1,197	(9.7...	141
$10K - $15K	142	(5%)	101	142	(5%)	101	819	(6.7...	135
$15K - $20K	191	(6.7...	138	191	(6.7...	138	837	(6.8...	140
$20K - $25K	168	(5.9...	118	168	(5.9...	118	785	(6.4...	127
$25K - $30K	256	(9%)	190	256	(9%)	190	854	(6.9...	146
$30K - $35K	275	(9.7...	201	275	(9.7...	201	934	(7.6...	158
$35K - $40K	110	(3.9...	86	110	(3.9...	86	635	(5.2...	115
$40K - $45K	142	(5%)	111	142	(5%)	111	685	(5.6...	124
$45K - $50K	173	(6.1...	153	173	(6.1...	153	554	(4.5...	113
$50K - $60K	279	(9.8...	128	279	(9.8...	128	1,003	(8.2...	106
$60K - $75K	238	(8.4...	85	238	(8.4...	85	1,290	(10...	106
$75K - $100K	270	(9.5...	78	270	(9.5...	78	1,204	(9.8...	80
$100K - $125K	105	(3.7...	43	105	(3.7...	43	565	(4.6...	54
$125K - $150K	50	(1.8...	33	50	(1.8...	33	298	(2.4...	45
$150K - $200K	15	(0.5...	9	15	(0.5...	9	260	(2.1...	37
>$200K	38	(1.3...	21	38	(1.3...	21	383	(3.1...	50

Education

Elementary	1,263	(16...	127	1,263	(16...	127	4,572	(14...	111
High School Graduate	2,797	(37...	136	2,797	(37...	136	10,711	(34...	127
College / Associate Degree	2,337	(31...	107	2,337	(31...	107	9,425	(30...	105
Bachelor Degree	781	(10...	55	781	(10...	55	4,230	(13...	72
Advanced Degree	336	(4.5...	39	336	(4.5...	39	2,064	(6.7...	58

Labor Force

Unemployment	868	(11...	167	868	(11...	167	2,860	(9.2...	133

Marital Status

Marital Status

	Count	%	Index	Count	%	Index	Count	%	Index
Married	3,760	(50...	99	3,760	(50...	99	14,702	(47...	94
Never Married	2,091	(27...	84	2,091	(27...	84	8,820	(28...	86
Divorced	1,118	(14...	137	1,118	(14...	137	4,709	(15...	140
Widowed	544	(7.2...	125	544	(7.2...	125	2,772	(8.9...	155

Transport To Work ⌃

	Count	%	Index	Count	%	Index	Count	%	Index
Drove alone	2,162	(80%)	105	2,162	(80%)	105	10,574	(82...	108
Carpool	378	(14%)	153	378	(14%)	153	1,390	(10...	119
Walked	72	(2.7...	98	72	(2.7...	98	208	(1.6...	59
Worked at home	66	(2.4...	52	66	(2.4...	52	350	(2.7...	58
Other	23	(0.9...	69	23	(0.9...	69	198	(1.5...	126
Bicycle			0			0	31	(<0...	41
Public transport			0			0	54	(<0...	8

Housing Units ⌃

	Count		Count		Count	
Occupied	2,842		2,842		12,303	
Vacant	426		426		2,332	

Occupied Housing Units ⌃

	Count	%	Index	Count	%	Index	Count	%	Index
Owner occupied	1,603	(56...	88	1,603	(56...	88	6,748	(54...	86
Renter occupied	1,239	(43...	121	1,239	(43...	121	5,555	(45...	125

Value of Owner-Occupied Housing Units ⌃

	Count	%	Index	Count	%	Index	Count	%	Index
Median house value	$49,9...		33	$49,9...		33	$49,9...		33
<$100K	896	(55...	249	896	(55...	249	3,515	(52...	232
$100K - $200K	532	(33...	112	532	(33...	112	2,071	(30...	104
$200K - $300K	126	(7.9...	42	126	(7.9...	42	685	(10...	54
$300K - $400K	14	(0.9...	8	14	(0.9...	8	309	(4.6...	42
$400K - $500K	13	(0.8...	13	13	(0.8...	13	86	(1.3...	21
$500K - $1000K	22	(1.4...	14	22	(1.4...	14	66	(1%)	10
>$1000K			0			0	16	(<0...	9

Types of Housing Units Structure ⌃

	Count	%	Index	Count	%	Index	Count	%	Index
Single Unit	2,565	(78...	116	2,565	(78...	116	9,740	(66...	98
Multi-unit	514	(15...	60	514	(15...	60	3,835	(26...	101
Mobile home	189	(5.8...	93	189	(5.8...	93	1,060	(7.2...	116
Boat, RV, van, etc.			0			0			0

SNAP Housholds ⌃

	Count	%	Index	Count	%	Index	Count	%	Index
Non-snap households	2,017	(71%)	81	2,017	(71%)	81	9,916	(80...	93
Snap households	825	(29%)	225	825	(29%)	225	2,387	(19...	150

INCOME SUMMARY

INCOME SUMMARY REPORT

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Wagoner, Oklahoma		
City Limits		
Population		
Estimated Population (2020)	9,258	
Projected Population (2025)	10,275	
Census Population (2010)	8,323	
Census Population (2000)	7,713	
Projected Annual Growth (2020 to 2025)	*1,017*	*2.2%*
Historical Annual Growth (2010 to 2020)	*935*	*1.0%*
Historical Annual Growth (2000 to 2010)	*610*	*0.8%*
Households		
Estimated Households (2020)	3,562	
Projected Households (2025)	3,928	
Census Households (2010)	3,114	
Census Households (2000)	2,922	
Projected Annual Growth (2020 to 2025)	*366*	*2.1%*
Historical Annual Growth (2010 to 2020)	*448*	*1.4%*
Historical Annual Growth (2000 to 2010)	*192*	*0.7%*
Average Household Income		
Estimated Average Household Income (2020)	$54,275	
Projected Average Household Income (2025)	$57,533	
Census Average Household Income (2010)	$45,895	
Census Average Household Income (2000)	$38,115	
Projected Annual Growth (2020 to 2025)	*$3,258*	*1.2%*
Historical Annual Growth (2010 to 2020)	*$8,380*	*1.8%*
Historical Annual Growth (2000 to 2010)	*$7,780*	*2.0%*
Median Household Income		
Estimated Median Household Income (2020)	$43,076	
Projected Median Household Income (2025)	$50,246	
Census Median Household Income (2010)	$39,197	
Census Median Household Income (2000)	$31,886	
Projected Annual Growth (2020 to 2025)	*$7,170*	*3.3%*
Historical Annual Growth (2010 to 2020)	*$3,879*	*1.0%*
Historical Annual Growth (2000 to 2010)	*$7,311*	*2.3%*
Per Capita Income		
Estimated Per Capita Income (2020)	$21,081	
Projected Per Capita Income (2025)	$22,174	
Census Per Capita Income (2010)	$17,171	
Census Per Capita Income (2000)	$14,400	
Projected Annual Growth (2020 to 2025)	*$1,093*	*1.0%*
Historical Annual Growth (2010 to 2020)	*$3,910*	*2.3%*
Historical Annual Growth (2000 to 2010)	*$2,771*	*1.9%*
Other Income		
Estimated Families (2020)	2,489	
Estimated Average Family Income (2020)	$63,526	
Estimated Median Family Income (2020)	$53,325	
Estimated Average Household Net Worth (2020)	$282,504	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Crime Risk Profile

CRIME RISK PROFILE

Wagoner, Oklahoma

City Limits

Demographics

Population	9,258
Census Population	8,323
Households	3,562
Average Household Income	$54,275
Median Household Income	$43,076
Per Capita Income	$21,081

Total Crime

Crime Index	115
Crime Level	Average

Personal Crime

Crime Index	88
Crime Level	Below Average

Murder

Crime Index	111
Crime Level	Average

Rape

Crime Index	115
Crime Level	Average

Robbery

Crime Index	32
Crime Level	Low Risk

Assault

Crime Index	104
Crime Level	Average

Property Crime

Crime Index	119
Crime Level	Average

Burglary

Crime Index	166
Crime Level	High Risk

Larceny

Crime Index	113
Crime Level	Average

Motor Vehicle Theft

Crime Index	74
Crime Level	Below Average

* Crime Index: 100 = National Average Adjusted for Population

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Demographic Source: Applied Geographic Solutions 11/2020, TIGER Geography

Void Analysis

MERCHANT VOID ANALYSIS

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Wagoner, Oklahoma City Limits	Closest Location	Locations In Wagoner	Locations In Wagoner
Auto Parts Tires			
AutoZone		1	1
O'Reilly		1	1
Banks			
Arvest Bank		1	1
BancFirst		2	2
Banks Minor			
Bank		2	2
Convenience Stores			
Caseys General Store		1	1
Murphy USA		1	1
Phillips 66		2	2
QuikTrip		1	1
Discount Department Stores			
Wal-Mart Supercenter		1	1
Dollar Stores			
Dollar General		1	1
Drug Stores			
Walgreens		1	1
Education			
Day Care		3	3
High School		1	1
PK - 8		4	4
PK - 8 (Private)		1	1
Health Care			
Anesthesiology		1	1

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

©2021, Sites USA, Chandler, Arizona, 480-491-1112

MERCHANT VOID ANALYSIS

Wagoner, Oklahoma City Limits	Closest Location	Locations In Wagoner	Locations In Wagoner
Cardiovascular Disease		1	1
Certified Registered Nurse Anesthetist		1	1
Chiropractic		1	1
Diagnostic Radiology		1	1
Emergency Medicine		1	1
Family Practice		5	5
General Surgery		1	1
Interventional Pain Management		1	1
Nephrology		1	1
Nurse Practitioner		1	1
Optometry		2	2
Otolaryngology		1	1
Physical Therapy		1	1
Psychiatry		1	1
Home Improvement			
Do It Best		1	1
Orscheln		1	1
Hotels			
Days Inn		1	1
Restaurants Fast Food Major			
Arby's		1	1
Burger King		1	1
McDonald's		1	1
Sonic		1	1
Taco Bell		1	1
Restaurants Fast Food Minor			

MERCHANT VOID ANALYSIS

Wagoner, Oklahoma City Limits	Closest Location	Locations In Wagoner	Locations In Wagoner
Taco Bueno		1	1
Restaurants Ice Cream Smoothie			
Braum's		1	1
Restaurants Pizza			
Pizza Hut		1	1
Simple Simons Pizza		2	2
Restaurants Sandwich			
Subway		1	1
Wireless Stores			
Cricket		1	1
Worship			
Baptist		1	1

Retail Attractions, LLC is a full service economic development consulting firm with national reach, having successfully facilitated millions of square feet of retail and restaurant development, residential (single, multi-family), medical, office, and industrial and manufacturing development in over 475 cities in 39 states. Our specialties include market analysis, market research, retail recruiting, creating innovative incentive packages, and helping facilitate the interaction necessary between the public and private sectors to get these deals done. Healthy economic development is always holistic in nature, always involves a process, and involves real estate decisions at the local level. Our process has been very successful in pushing investment and retail development in rural settings, as well as in urban and suburban markets. Proving market potential and defining true trade areas is essential in creating environments where the public and private sector is confident that their investment will produce a quality return.

Retail Attractions, LLC is firmly committed to building relationships locally in each community we work in. We are also committed to introducing the locals in our communities to our established relationships, already proven in over 20 years of successfully completed projects. We are very proud of our extensive, proven network of partners, and bring those relationships to bear on the local market and the unique issues that each community presents. We leverage our relationships with the retail and restaurant industry, the developers, real estate professionals, and local land owners to grow new retail business...one relationship at a time.

Every community that has hired our company, and that has worked with us through the process and hard work that is required, has seen new retail and other development as a result of the process. We haven't missed one yet. The secret of our success is that we understand economic development from the public sector side and we also understand the interplay of political, financial, and the regulatory environments that all communities face. Retail Attractions also understands the development processes from the private sector and developer mindset and we know what the developers, the retail and restaurant industry need to see, hear, and feel from a potential location before they move forward.

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Meet the Team:

RICKEY HAYES, PRINCIPAL, OWNER, CEO

During six years of work as Economic Development Director for the City of Owasso, Oklahoma, Rickey Hayes facilitated new commercial construction totaling more than 10 million square feet with more than a half a billion dollars in total value, resulting in a city sales tax base more than triple 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 tenanting, engineering, creative financing for development projects, as well as architecture and planning. Rickey holds a Bachelor's Degree in Criminal Justice and a Master's Degree in Counseling from Great Plains Baptist College. Rickey is a member of International Council of Shopping Centers (ICSC) and is on the Board of Directors of Owasso Community Resources and Changing Lanes, a Tulsa outreach. Rickey and his wife, Wendy, have four children, and five grandchildren. Rickey is the author of "City On A Hill", _A Book About Cities And How To Make Them Better_, and "_The Devil's In the Details, Things That Challenge City Government and the Language of Development_" both available at www.retailattractions.com and at Amazon.com.

Staff:

Micah Hayes- City and Market Data / Research
Micah has been with Retail Attractions since the company's inception and is responsible for the collection of all raw and collateral data on our client markets. He resides in Tulsa, Oklahoma

Sara Stephens- Administrative Assistant / Retail and Restaurant Contacts / Office Manager

Ronald Cates- General Counsel / Contracts / Consulting Attorney

Rob Nichols- Information Techology / Website and Data Protection

Beth Nichols- Graphic Arts / Deliverables / Marketing

Ted Turner- Sales Tax Data / Forecasting

Office Location and Company contact information:

Retail Attractions, LLC   www.retailattractions.com

12150 East 96th Street North, Suite 107   email: Rickey@retailattractions.com

Owasso, Oklahoma 74055

918-376-6707 office

918-629-6066 Rickey's cell

Our Methodology:

As we mentioned, Retail Attractions, LLC has worked with over 475 communities across the country (39 states), directly or indirectly, since 2007. By directly, we mean that we have been contracted by a City, Chamber or EDC directly to determine market strengths and weaknesses and to recruit retail, restaurant, office, and mixed use (including medical, residential, and multi-family) development in their community. By indirectly, we mean that a retailer, restaurant, or developer/development company has contracted us to offer them some form of development assistance in a community including entitlement, annexation, zoning, financing, incentive negotiation, or other consultation.

We have effectively assisted cities in marketing their retail potential to national retailers and restaurants in every conceivable manner. Our efforts include, but are not limited to, direct contact with the real estate departments for retailers and restaurants, interaction with the corporate real estate professionals for these companies, tenant representatives, franchise owners, brokers, engineering firms, and developers (local, regional, or national). We have direct working relationships with over 200 development groups across the country and relationships with the entire global spectrum of the retail and restaurant industry.

Retail Attractions, LLC understands development from the government or public sector side of the equation. City administrators and elected officials are sometimes not able to comprehend or deal with the subtle nuances of retail site selection. Also cities tend to err on the side of bureaucratic and un-business friendly practices. We try to anticipate, diagnose and eradicate these issues so the development process and a return on investment for all parties can be achieved.

Our firm's intent is providing the maximum return on investment for our clients. Our strong relationships with developers and representatives from every facet of retail development ensure the community's market data and the subtle distinctions of that data get into the right person's hands, and follow-up and interaction continue until the goal of new retail investment and new sales tax revenue is realized.

Our Data:

Retail Attractions purchases data from a number of select national providers and sources including Neilson-Claritas, Environics Analytics, Applied Geographic Solutions (AGS), Sites USA (ReGis), local info derived from client communities, various state and federal agencies, the United States Census Bureau, United States Department of Labor, POP Stats, ESRI, United States Postal Data, Site Reports, REGIS Radis Sandbox, PinPoint, Placer Ai, and others. Data is compiled from census blocks, state, county, and local records and data, local postal data, water and electric and sewer meter statistics, zip codes, and other sources.

Each city, each market is unique and the consumer draw, trade area, and market potential must be defined and proven by real world data. Our deliverables are based on city limit, drive time, and radius geography, cell phone data, credit card data, and custom trade area research that validates each site.