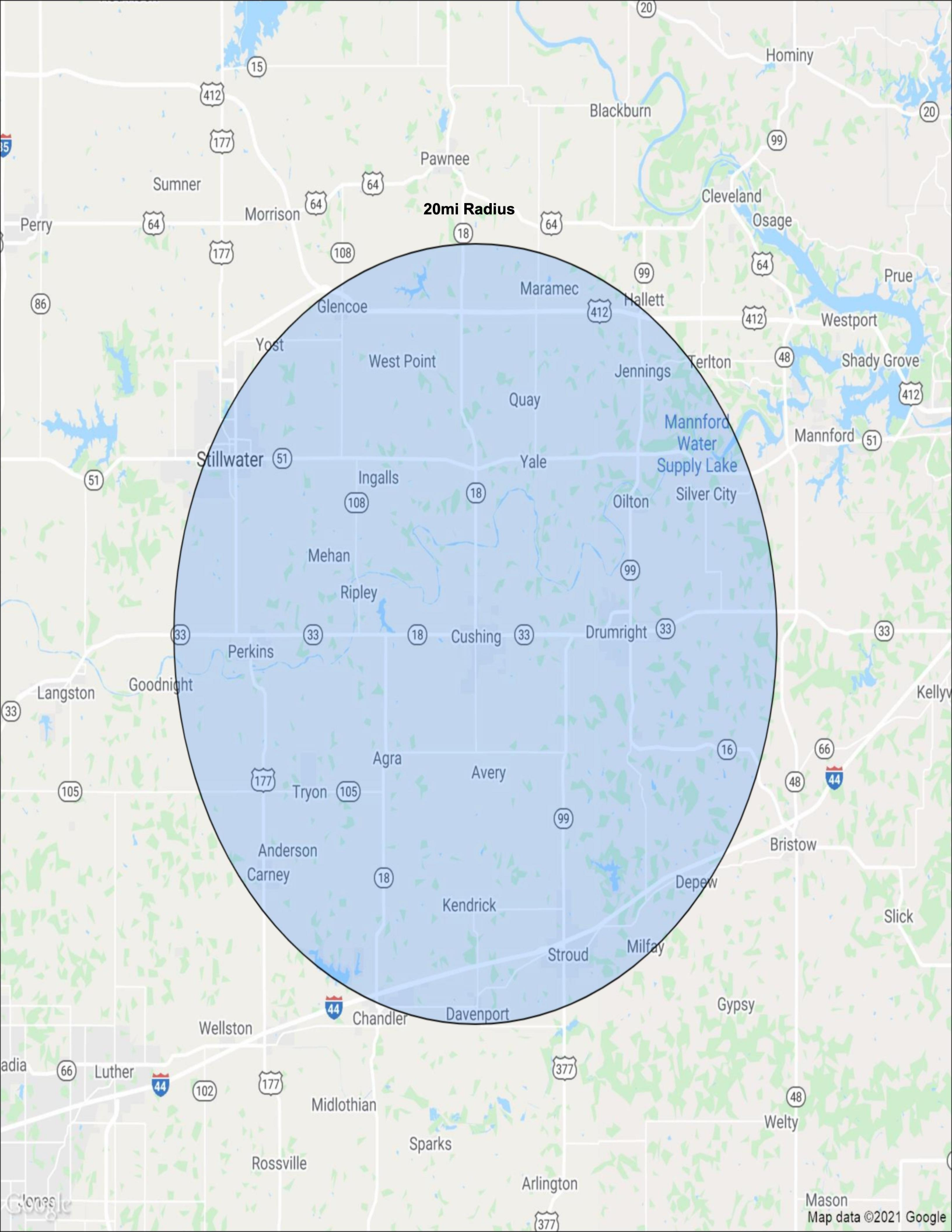


RETAIL ATTRACTIONS, LLC

Economic Development Consulting

Cushing, Oklahoma
20mi Radius



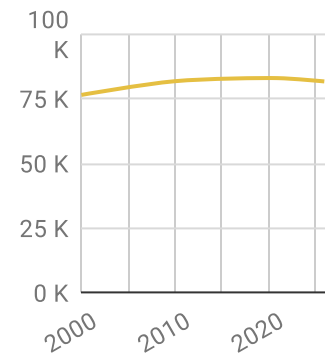
Demographics

Cushing, Oklahoma

20mi Radius

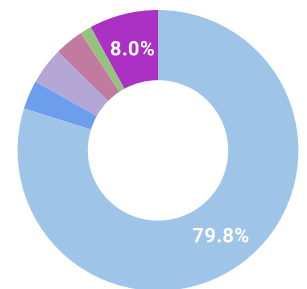
Population

Estimated Population (2021)	82,977
Projected Population (2026)	81,692
Census Population (2010)	81,783
Census Population (2000)	76,481
Projected Annual Growth (2021-2026)	-1,285 -0.3%
Historical Annual Growth (2010-2021)	1,194 0.1%
Historical Annual Growth (2000-2010)	5,302 0.7%
Estimated Population Density (2021)	66 psm
Trade Area Size	1,256.5 sq mi



Race and Ethnicity (2021)

Not Hispanic or Latino Population	79,217	95.5%
White	64,284	81.1%
Black or African American	2,698	3.4%
American Indian or Alaska Native	3,390	4.3%
Asian	2,752	3.5%
Hawaiian or Pacific Islander	26	-
Other Race	60	-
Two or More Races	6,007	7.6%
Hispanic or Latino Population	3,760	4.5%
White	1,940	51.6%
Black or African American	60	1.6%
American Indian or Alaska Native	137	3.6%
Asian	27	0.7%
Hispanic Hawaiian or Pacific Islander	3	-
Other Race	999	26.6%
Two or More Races	595	15.8%



White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

Cushing, Oklahoma

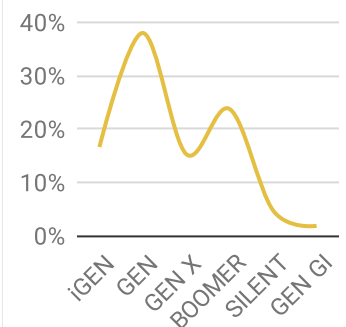
20mi Radius

Age Distribution (2021)

Age Under 5 Years	4,391	5.3%
Age 5 to 9 Years	4,577	5.5%
Age 10 to 14 Years	4,796	5.8%
Age 15 to 19 Years	7,392	8.9%
Age 20 to 24 Years	11,490	13.8%
Age 25 to 29 Years	7,572	9.1%
Age 30 to 34 Years	5,045	6.1%
Age 35 to 39 Years	4,626	5.6%
Age 40 to 44 Years	4,185	5.0%
Age 45 to 49 Years	3,845	4.6%
Age 50 to 54 Years	3,749	4.5%
Age 55 to 59 Years	4,217	5.1%
Age 60 to 64 Years	4,338	5.2%
Age 65 to 69 Years	3,954	4.8%
Age 70 to 74 Years	3,409	4.1%
Age 75 to 79 Years	2,326	2.8%
Age 80 to 84 Years	1,563	1.9%
Age 85 Years or Over	1,502	1.8%
Median Age	33.6	

Generation (2021)

iGeneration (Age Under 15 Years)	13,764	16.6%
Generation 9/11 Millennials (Age 15 to 34 Years)	31,498	38.0%
Gen Xers (Age 35 to 49 Years)	12,657	15.3%
Baby Boomers (Age 50 to 74 Years)	19,667	23.7%
Silent Generation (Age 75 to 84 Years)	3,889	4.7%
G.I. Generation (Age 85 Years or Over)	1,502	1.8%



Cushing, Oklahoma

20mi Radius

Household Type (2021)

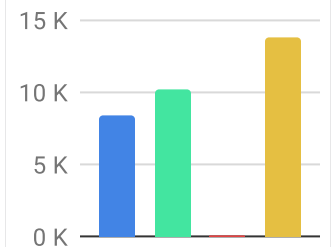
Total Households	32,645
Family Households	18,697 57.3%
Family Households with Children	8,468 45.3%
Family Households No Children	10,228 54.7%
Non-Family Households	13,948 42.7%
Non-Family Households with Children	86 0.6%
Non-Family Households No Children	13,862 99.4%

Family Households
w/ Children

Family Households
No Children

Non-Family Households
w/ Children

Non-Family Households
No Children



Education Attainment (2021)

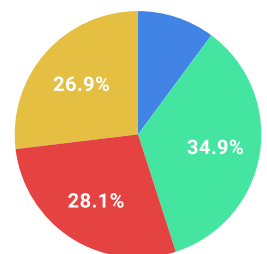
Elementary or Some High School	5,106 10.1%
High School Graduate	17,563 34.9%
Some College or Associate Degree	14,120 28.1%
Bachelor or Graduate Degree	13,543 26.9%

Elementary or
Some High School

High School
Graduate

Some College or
Associate Degree

Bachelor or
Graduate Degree



Household Income (2021)

Estimated Average Household Income	\$57,418
Estimated Median Household Income	\$44,523
HH Income Under \$10,000	4,634 14.2%
HH Income \$10,000 to \$34,999	9,668 29.6%
HH Income \$35,000 to \$49,999	4,246 13.0%
HH Income \$50,000 to \$74,999	5,788 17.7%
HH Income \$75,000 to \$99,999	3,497 10.7%
HH Income \$100,000 to \$149,999	3,096 9.5%
HH Income \$150,000 or More	1,714 5.3%

Cushing, Oklahoma

20mi Radius

Population

Estimated Population (2021)	82,977	
Projected Population (2026)	81,692	
Census Population (2010)	81,783	
Census Population (2000)	76,481	
Projected Annual Growth (2021-2026)	-1,285	-0.3%
Historical Annual Growth (2010-2021)	1,194	0.1%
Historical Annual Growth (2000-2010)	5,302	0.7%
Estimated Population Density (2021)	66	psm
Trade Area Size	1,256.5	sq mi

Households

Estimated Households (2021)	32,645	
Projected Households (2026)	32,758	
Census Households (2010)	31,702	
Census Households (2000)	30,037	
Projected Annual Growth (2021-2026)	113	-
Historical Annual Change (2000-2021)	2,608	0.4%

Average Household Income

Estimated Average Household Income (2021)	\$57,418	
Projected Average Household Income (2026)	\$67,904	
Census Average Household Income (2010)	\$45,571	
Census Average Household Income (2000)	\$35,320	
Projected Annual Change (2021-2026)	\$10,486	3.7%
Historical Annual Change (2000-2021)	\$22,098	3.0%

Median Household Income

Estimated Median Household Income (2021)	\$44,523	
Projected Median Household Income (2026)	\$50,928	
Census Median Household Income (2010)	\$35,652	
Census Median Household Income (2000)	\$28,167	
Projected Annual Change (2021-2026)	\$6,405	2.9%
Historical Annual Change (2000-2021)	\$16,356	2.8%

Per Capita Income

Estimated Per Capita Income (2021)	\$23,137	
Projected Per Capita Income (2026)	\$27,786	
Census Per Capita Income (2010)	\$17,665	
Census Per Capita Income (2000)	\$13,872	
Projected Annual Change (2021-2026)	\$4,648	4.0%
Historical Annual Change (2000-2021)	\$9,266	3.2%
Estimated Average Household Net Worth (2021)	\$315,954	

Cushing, Oklahoma

20mi Radius

Race and Ethnicity

Total Population (2021)	82,977	
White (2021)	66,224	79.8%
Black or African American (2021)	2,758	3.3%
American Indian or Alaska Native (2021)	3,526	4.2%
Asian (2021)	2,779	3.3%
Hawaiian or Pacific Islander (2021)	29	-
Other Race (2021)	1,059	1.3%
Two or More Races (2021)	6,601	8.0%
Population < 18 (2021)	15,687	18.9%
White Not Hispanic	10,892	69.4%
Black or African American	436	2.8%
Asian	324	2.1%
Other Race Not Hispanic	2,925	18.6%
Hispanic	1,110	7.1%
Not Hispanic or Latino Population (2021)	79,217	95.5%
Not Hispanic White	64,284	81.1%
Not Hispanic Black or African American	2,698	3.4%
Not Hispanic American Indian or Alaska Native	3,390	4.3%
Not Hispanic Asian	2,752	3.5%
Not Hispanic Hawaiian or Pacific Islander	26	-
Not Hispanic Other Race	60	-
Not Hispanic Two or More Races	6,007	7.6%
Hispanic or Latino Population (2021)	3,760	4.5%
Hispanic White	1,940	51.6%
Hispanic Black or African American	60	1.6%
Hispanic American Indian or Alaska Native	137	3.6%
Hispanic Asian	27	0.7%
Hispanic Hawaiian or Pacific Islander	3	-
Hispanic Other Race	999	26.6%
Hispanic Two or More Races	595	15.8%
Not Hispanic or Latino Population (2010)	78,913	96.5%
Hispanic or Latino Population (2010)	2,870	3.5%
Not Hispanic or Latino Population (2000)	74,974	98.0%
Hispanic or Latino Population (2000)	1,506	2.0%
Not Hispanic or Latino Population (2026)	78,028	95.5%
Hispanic or Latino Population (2026)	3,664	4.5%
Projected Annual Growth (2021-2026)	-96	-
Historical Annual Growth (2000-2010)	1,364	9.1%

Cushing, Oklahoma

20mi Radius

Total Age Distribution (2021)

Total Population	82,977	
Age Under 5 Years	4,391	5.3%
Age 5 to 9 Years	4,577	5.5%
Age 10 to 14 Years	4,796	5.8%
Age 15 to 19 Years	7,392	8.9%
Age 20 to 24 Years	11,490	13.8%
Age 25 to 29 Years	7,572	9.1%
Age 30 to 34 Years	5,045	6.1%
Age 35 to 39 Years	4,626	5.6%
Age 40 to 44 Years	4,185	5.0%
Age 45 to 49 Years	3,845	4.6%
Age 50 to 54 Years	3,749	4.5%
Age 55 to 59 Years	4,217	5.1%
Age 60 to 64 Years	4,338	5.2%
Age 65 to 69 Years	3,954	4.8%
Age 70 to 74 Years	3,409	4.1%
Age 75 to 79 Years	2,326	2.8%
Age 80 to 84 Years	1,563	1.9%
Age 85 Years or Over	1,502	1.8%
Median Age	33.6	
Age 19 Years or Less	21,155	25.5%
Age 20 to 64 Years	49,067	59.1%
Age 65 Years or Over	12,755	15.4%

Female Age Distribution (2021)

Female Population	40,792	49.2%
Age Under 5 Years	2,175	5.3%
Age 5 to 9 Years	2,171	5.3%
Age 10 to 14 Years	2,240	5.5%
Age 15 to 19 Years	3,756	9.2%
Age 20 to 24 Years	5,328	13.1%
Age 25 to 29 Years	3,513	8.6%
Age 30 to 34 Years	2,305	5.7%
Age 35 to 39 Years	2,253	5.5%
Age 40 to 44 Years	1,989	4.9%
Age 45 to 49 Years	1,877	4.6%
Age 50 to 54 Years	1,822	4.5%
Age 55 to 59 Years	2,147	5.3%
Age 60 to 64 Years	2,257	5.5%
Age 65 to 69 Years	2,025	5.0%
Age 70 to 74 Years	1,791	4.4%
Age 75 to 79 Years	1,271	3.1%
Age 80 to 84 Years	904	2.2%
Age 85 Years or Over	968	2.4%
Female Median Age	34.6	
Age 19 Years or Less	10,341	25.3%
Age 20 to 64 Years	23,493	57.6%
Age 65 Years or Over	6,959	17.1%

Cushing, Oklahoma

20mi Radius

Male Age Distribution (2021)

Male Population	42,185	50.8%
Age Under 5 Years	2,216	5.3%
Age 5 to 9 Years	2,407	5.7%
Age 10 to 14 Years	2,556	6.1%
Age 15 to 19 Years	3,636	8.6%
Age 20 to 24 Years	6,162	14.6%
Age 25 to 29 Years	4,059	9.6%
Age 30 to 34 Years	2,740	6.5%
Age 35 to 39 Years	2,373	5.6%
Age 40 to 44 Years	2,196	5.2%
Age 45 to 49 Years	1,968	4.7%
Age 50 to 54 Years	1,927	4.6%
Age 55 to 59 Years	2,070	4.9%
Age 60 to 64 Years	2,081	4.9%
Age 65 to 69 Years	1,929	4.6%
Age 70 to 74 Years	1,618	3.8%
Age 75 to 79 Years	1,055	2.5%
Age 80 to 84 Years	658	1.6%
Age 85 Years or Over	535	1.3%
Male Median Age	32.6	
Age 19 Years or Less	10,815	25.6%
Age 20 to 64 Years	25,575	60.6%
Age 65 Years or Over	5,796	13.7%

Males per 100 Females (2021)

Overall Comparison	103	
Age Under 5 Years	102	50.5%
Age 5 to 9 Years	111	52.6%
Age 10 to 14 Years	114	-
Age 15 to 19 Years	97	49.2%
Age 20 to 24 Years	116	53.6%
Age 25 to 29 Years	116	53.6%
Age 30 to 34 Years	119	54.3%
Age 35 to 39 Years	105	51.3%
Age 40 to 44 Years	110	52.5%
Age 45 to 49 Years	105	51.2%
Age 50 to 54 Years	106	51.4%
Age 55 to 59 Years	96	49.1%
Age 60 to 64 Years	92	48.0%
Age 65 to 69 Years	95	48.8%
Age 70 to 74 Years	90	47.5%
Age 75 to 79 Years	83	45.4%
Age 80 to 84 Years	73	42.1%
Age 85 Years or Over	55	35.6%
Age 19 Years or Less	105	51.1%
Age 20 to 39 Years	114	53.4%
Age 40 to 64 Years	101	50.4%
Age 65 Years or Over	83	45.4%

Cushing, Oklahoma

20mi Radius

Household Type (2021)

Total Households	32,645	
Households with Children	8,554	26.2%
Average Household Size	2.3	
Household Density per Square Mile	26	
Population Family	56,774	68.4%
Population Non-Family	19,625	23.7%
Population Group Quarters	6,578	7.9%
Family Households	18,697	57.3%
Married Couple Households	13,930	74.5%
Other Family Households with Children	4,766	25.5%
Family Households with Children	8,468	45.3%
Married Couple with Children	5,513	65.1%
Other Family Households with Children	2,955	34.9%
Family Households No Children	10,228	54.7%
Married Couple No Children	8,417	82.3%
Other Family Households No Children	1,811	17.7%
Non-Family Households	13,948	42.7%
Non-Family Households with Children	86	0.6%
Non-Family Households No Children	13,862	99.4%
Average Family Household Size	3.0	
Average Family Income	\$75,513	
Median Family Income	\$63,142	
Average Non-Family Household Size	1.4	

Marital Status (2021)

Population Age 15 Years or Over	69,213	
Never Married	26,974	39.0%
Currently Married	28,830	41.7%
Previously Married	13,410	19.4%
Separated	2,332	17.4%
Widowed	4,670	34.8%
Divorced	6,408	47.8%

Educational Attainment (2021)

Adult Population Age 25 Years or Over	50,332	
Elementary (Grade Level 0 to 8)	1,343	2.7%
Some High School (Grade Level 9 to 11)	3,763	7.5%
High School Graduate	17,563	34.9%
Some College	10,724	21.3%
Associate Degree Only	3,397	6.7%
Bachelor Degree Only	8,359	16.6%
Graduate Degree	5,183	10.3%
Any College (Some College or Higher)	27,663	55.0%
College Degree + (Bachelor Degree or Higher)	13,543	26.9%

Cushing, Oklahoma

20mi Radius

Housing

Total Housing Units (2021)	38,099	
Total Housing Units (2010)	36,375	
Historical Annual Growth (2010-2021)	1,724	0.4%
Housing Units Occupied (2021)	32,645	85.7%
Housing Units Owner-Occupied	18,832	57.7%
Housing Units Renter-Occupied	13,812	42.3%
Housing Units Vacant (2021)	5,455	14.3%

Household Size (2021)

Total Households	32,645	
1 Person Households	10,083	30.9%
2 Person Households	11,518	35.3%
3 Person Households	5,019	15.4%
4 Person Households	3,563	10.9%
5 Person Households	1,530	4.7%
6 Person Households	591	1.8%
7 or More Person Households	340	1.0%

Household Income Distribution (2021)

HH Income \$200,000 or More	804	2.5%
HH Income \$150,000 to \$199,999	911	2.8%
HH Income \$125,000 to \$149,999	1,202	3.7%
HH Income \$100,000 to \$124,999	1,895	5.8%
HH Income \$75,000 to \$99,999	3,497	10.7%
HH Income \$50,000 to \$74,999	5,788	17.7%
HH Income \$35,000 to \$49,999	4,246	13.0%
HH Income \$25,000 to \$34,999	3,438	10.5%
HH Income \$15,000 to \$24,999	3,872	11.9%
HH Income \$10,000 to \$14,999	2,358	7.2%
HH Income Under \$10,000	4,634	14.2%

Household Vehicles (2021)

Households 0 Vehicles Available	1,766	5.4%
Households 1 Vehicle Available	10,686	32.7%
Households 2 Vehicles Available	11,751	36.0%
Households 3 or More Vehicles Available	8,441	25.9%
Total Vehicles Available	63,369	
Average Vehicles per Household	1.9	
Owner-Occupied Household Vehicles	41,005	64.7%
Average Vehicles per Owner-Occupied Household	2.2	
Renter-Occupied Household Vehicles	22,364	35.3%
Average Vehicles per Renter-Occupied Household	1.6	

Travel Time (2021)

Worker Base Age 16 years or Over	36,994	
Travel to Work in 14 Minutes or Less	16,123	43.6%
Travel to Work in 15 to 29 Minutes	9,657	26.1%
Travel to Work in 30 to 59 Minutes	5,951	16.1%
Travel to Work in 60 Minutes or More	2,848	7.7%
Work at Home	1,471	4.0%
Average Minutes Travel to Work	16.8	

Cushing, Oklahoma

20mi Radius

Transportation To Work (2021)

Worker Base Age 16 years or Over	36,994	
Drive to Work Alone	29,910	80.8%
Drive to Work in Carpool	3,335	9.0%
Travel to Work by Public Transportation	218	0.6%
Drive to Work on Motorcycle	72	0.2%
Bicycle to Work	393	1.1%
Walk to Work	1,386	3.7%
Other Means	210	0.6%
Work at Home	1,471	4.0%

Daytime Demographics (2021)

Total Businesses	2,807	
Total Employees	31,937	
Company Headquarter Businesses	95	3.4%
Company Headquarter Employees	3,406	10.7%
Employee Population per Business	11.4	to 1
Residential Population per Business	29.6	to 1
Adj. Daytime Demographics Age 16 Years or Over	64,361	

Labor Force

Labor Population Age 16 Years or Over (2021)	68,582	
Labor Force Total Males (2021)	34,677	50.6%
Male Civilian Employed	19,488	56.2%
Male Civilian Unemployed	922	2.7%
Males in Armed Forces	126	0.4%
Males Not in Labor Force	14,141	40.8%
Labor Force Total Females (2021)	33,905	49.4%
Female Civilian Employed	16,544	48.8%
Female Civilian Unemployed	853	2.5%
Females in Armed Forces	-	-
Females Not in Labor Force	16,507	48.7%
Unemployment Rate	1,776	2.6%

Occupation (2021)

Occupation Population Age 16 Years or Over	36,032	
Occupation Total Males	19,488	54.1%
Occupation Total Females	16,544	45.9%
Management, Business, Financial Operations	4,818	13.4%
Professional, Related	8,928	24.8%
Service	6,804	18.9%
Sales, Office	7,818	21.7%
Farming, Fishing, Forestry	254	0.7%
Construction, Extraction, Maintenance	3,375	9.4%
Production, Transport, Material Moving	4,035	11.2%
White Collar Workers	21,564	59.8%
Blue Collar Workers	14,468	40.2%



Cushing, Oklahoma

20mi Radius

Units In Structure (2021)

Total Units	31,702	
1 Detached Unit	21,471	67.7%
1 Attached Unit	733	2.3%
2 Units	802	2.5%
3 to 4 Units	1,066	3.4%
5 to 9 Units	1,687	5.3%
10 to 19 Units	1,083	3.4%
20 to 49 Units	573	1.8%
50 or More Units	945	3.0%
Mobile Home or Trailer	4,159	13.1%
Other Structure	126	0.4%

Homes Built By Year (2021)

Homes Built 2014 or later	2,596	6.8%
Homes Built 2010 to 2013	772	2.0%
Homes Built 2000 to 2009	3,959	10.4%
Homes Built 1990 to 1999	4,043	10.6%
Homes Built 1980 to 1989	5,024	13.2%
Homes Built 1970 to 1979	6,751	17.7%
Homes Built 1960 to 1969	2,710	7.1%
Homes Built 1950 to 1959	2,783	7.3%
Homes Built 1940 to 1949	1,351	3.5%
Homes Built Before 1939	2,655	7.0%
Median Age of Homes	36.5	yrs

Home Values (2021)

Owner Specified Housing Units	18,832	
Home Values \$1,000,000 or More	87	0.5%
Home Values \$750,000 to \$999,999	153	0.8%
Home Values \$500,000 to \$749,999	302	1.6%
Home Values \$400,000 to \$499,999	460	2.4%
Home Values \$300,000 to \$399,999	854	4.5%
Home Values \$250,000 to \$299,999	1,507	8.0%
Home Values \$200,000 to \$249,999	2,155	11.4%
Home Values \$175,000 to \$199,999	956	5.1%
Home Values \$150,000 to \$174,999	2,184	11.6%
Home Values \$125,000 to \$149,999	1,076	5.7%
Home Values \$100,000 to \$124,999	2,271	12.1%
Home Values \$90,000 to \$99,999	630	3.3%
Home Values \$80,000 to \$89,999	1,104	5.9%
Home Values \$70,000 to \$79,999	514	2.7%
Home Values \$60,000 to \$69,999	1,117	5.9%
Home Values \$50,000 to \$59,999	579	3.1%
Home Values \$35,000 to \$49,999	719	3.8%
Home Values \$25,000 to \$34,999	568	3.0%
Home Values \$10,000 to \$24,999	1,140	6.1%
Home Values Under \$10,000	456	2.4%
Owner-Occupied Median Home Value	\$138,767	
Renter-Occupied Median Rent	\$594	

Cushing, Oklahoma

20mi Radius

Total Annual Consumer Expenditure (2021)

Total Household Expenditure	\$1.56 B
Total Non-Retail Expenditure	\$822.05 M
Total Retail Expenditure	\$735.59 M
Apparel	\$53.98 M
Contributions	\$48.2 M
Education	\$43.46 M
Entertainment	\$85.7 M
Food and Beverages	\$232.57 M
Furnishings and Equipment	\$53.3 M
Gifts	\$36.05 M
Health Care	\$134.42 M
Household Operations	\$60.05 M
Miscellaneous Expenses	\$29.09 M
Personal Care	\$20.82 M
Personal Insurance	\$10.22 M
Reading	\$3.36 M
Shelter	\$332.28 M
Tobacco	\$10.7 M
Transportation	\$283.02 M
Utilities	\$120.42 M

Monthly Household Consumer Expenditure (2021)

Total Household Expenditure	\$3,976	
Total Non-Retail Expenditure	\$2,098	52.8%
Total Retail Expenditures	\$1,878	47.2%
Apparel	\$138	3.5%
Contributions	\$123	3.1%
Education	\$111	2.8%
Entertainment	\$219	5.5%
Food and Beverages	\$594	14.9%
Furnishings and Equipment	\$136	3.4%
Gifts	\$92	2.3%
Health Care	\$343	8.6%
Household Operations	\$153	3.9%
Miscellaneous Expenses	\$74	1.9%
Personal Care	\$53	1.3%
Personal Insurance	\$26	0.7%
Reading	\$9	0.2%
Shelter	\$848	21.3%
Tobacco	\$27	0.7%
Transportation	\$722	18.2%
Utilities	\$307	7.7%

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



Cushing, Oklahoma

20mi Radius

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$32.75 M / \$38.96 M	-16
Men's Clothing Stores	\$1.15 M / \$214.28 K	81
Women's Clothing Stores	\$5.03 M / \$7.19 M	-30
Children's, Infants' Clothing Stores	\$2.17 M / -	100
Family Clothing Stores	\$13.41 M / \$18.22 M	-26
Clothing Accessory Stores	\$1.07 M / \$1.86 M	-42
Other Apparel Stores	\$1.64 M / \$4.43 M	-63
Shoe Stores	\$5.54 M / \$6.39 M	-13
Jewelry Stores	\$2.54 M / \$648.35 K	74
Luggage Stores	\$206.74 K / -	100
Furniture, Home Furnishings Stores	\$15.77 M / \$19.4 M	-19
Furniture Stores	\$9.68 M / \$3.84 M	60
Floor Covering Stores	\$1.64 M / \$6.62 M	-75
Other Home Furnishing Stores	\$4.45 M / \$8.94 M	-50
Electronics, Appliance Stores	\$12.16 M / \$59.3 M	-79
Building Material, Garden Equipment, Supplies Dealers	\$39.19 M / \$105.06 M	-63
Home Centers	\$18.43 M / \$23.46 M	-21
Paint, Wallpaper Stores	\$1.33 M / \$605.11 K	55
Hardware Stores	\$1.69 M / \$170.99 K	90
Other Building Materials Stores	\$13.06 M / \$64.71 M	-80
Outdoor Power Equipment Stores	\$619.34 K / \$450.04 K	27
Nursery, Garden Stores	\$4.04 M / \$15.67 M	-74
Food, Beverage Stores	\$110.18 M / \$81.92 M	26
Grocery Stores	\$98.54 M / \$69.31 M	30
Convenience Stores	\$3.84 M / \$6.43 M	-40
Meat Markets	\$1.13 M / \$140.8 K	88
Fish, Seafood Markets	\$414.22 K / -	100
Fruit, Vegetable Markets	\$689.18 K / -	100
Other Specialty Food Markets	\$1.19 M / \$747.15 K	37
Liquor Stores	\$4.37 M / \$5.3 M	-18

Retail Gap Report



Cushing, Oklahoma

20mi Radius

	Potential / Sales	Index
Health, Personal Care Stores	\$26.74 M / \$19.33 M	28
Pharmacy, Drug Stores	\$22.41 M / \$16.44 M	27
Cosmetics, Beauty Stores	\$1.31 M / \$829.51 K	37
Optical Goods Stores	\$1.49 M / \$1.36 M	9
Other Health, Personal Care Stores	\$1.53 M / \$696.27 K	54
Sporting Goods, Hobby, Book, Music Stores	\$12.03 M / \$17.87 M	-33
Sporting Goods Stores	\$6.48 M / \$11.43 M	-43
Hobby, Toy, Game Stores	\$1.96 M / \$3.55 M	-45
Sewing, Needlecraft Stores	\$604.82 K / \$155.82 K	74
Musical Instrument Stores	\$569.83 K / -	100
Book Stores	\$2.42 M / \$2.73 M	-12
General Merchandise Stores	\$106.27 M / \$55.37 M	48
Department Stores	\$27.08 M / \$35.95 M	-25
Warehouse Superstores	\$68.83 M / -	100
Other General Merchandise Stores	\$10.35 M / \$19.43 M	-47
Miscellaneous Store Retailers	\$14.32 M / \$23.22 M	-38
Florists	\$499.03 K / \$568.6 K	-12
Office, Stationary Stores	\$1.4 M / \$452.79 K	68
Gift, Souvenir Stores	\$1.71 M / \$1.5 M	12
Used Merchandise Stores	\$976.59 K / \$909 K	7
Pet, Pet Supply Stores	\$5.76 M / \$5.21 M	10
Art Dealers	\$461.89 K / -	100
Mobile Home Dealers	\$845.29 K / \$836.93 K	1
Other Miscellaneous Retail Stores	\$2.66 M / \$13.75 M	-81
Non-Store Retailers	\$48.15 M / \$7.01 M	85
Mail Order, Catalog Stores	\$39.89 M / \$3.78 M	91
Vending Machines	\$1.14 M / \$326.24 K	71
Fuel Dealers	\$4.03 M / \$2.82 M	30
Other Direct Selling Establishments	\$3.1 M / \$81.38 K	97

Retail Gap Report



Cushing, Oklahoma

20mi Radius

	Potential / Sales	Index
Accommodation, Food Services	\$92.28 M / \$116.4 M	-21
Hotels, Other Travel Accommodations	\$5.08 M / \$1.93 M	62
RV Parks	\$50.33 K / \$24.35 K	52
Rooming, Boarding Houses	\$34.23 K / \$211.11 K	-84
Full Service Restaurants	\$54.01 M / \$70.5 M	-23
Limited Service Restaurants	\$25.09 M / \$41.95 M	-40
Special Food Services, Catering	\$8.02 M / \$2.76 M	66
Drinking Places	\$2.27 M / \$1.3 M	43
Gasoline Stations	\$80.94 M / \$346.53 M	-77
Motor Vehicle, Parts Dealers	\$142.52 M / \$94.24 M	34
New Car Dealers	\$109.36 M / \$56.06 M	49
Used Car Dealers	\$11.28 M / \$12.48 M	-10
Recreational Vehicle Dealers	\$2.17 M / \$3.08 M	-29
Motorcycle, Boat Dealers	\$4.82 M / \$5.88 M	-18
Auto Parts, Accessories	\$8.93 M / \$10.69 M	-16
Tire Dealers	\$5.96 M / \$6.06 M	-2
2021 Population	82,977	
2026 Population	81,692	
% Population Change 2021-2026	-1.5%	
2021 Adult Population Age 18+	67,290	
2021 Population Male	42,185	
2021 Population Female	40,792	
2021 Households	32,645	
2021 Median Household Income	44,523	
2021 Average Household Income	57,418	

Retail Potential

Retail Potential Profile



Cushing, Oklahoma	
20mi Radius	
2021 Population	82,977
2026 Population	81,692
% Population Change 2010-2021	1.5%
2021 Adult Population Age 18+	\$67,290
2021 Population Male	\$42,185
2021 Population Female	\$40,792
2021 Households	\$32,645
2021 Median Household Income	\$44,523
2021 Average Household Income	\$57,418
Clothing, Clothing Accessories Stores	\$32.75 M
Men's Clothing Stores	\$1.15 M
Women's Clothing Stores	\$5.03 M
Children's, Infants' Clothing Stores	\$2.17 M
Family Clothing Stores	\$13.41 M
Clothing Accessory Stores	\$1.07 M
Other Apparel Stores	\$1.64 M
Shoe Stores	\$5.54 M
Jewelry Stores	\$2.54 M
Luggage Stores	\$206.74 K
Furniture, Home Furnishings Stores	\$15.77 M
Furniture Stores	\$9.68 M
Floor Covering Stores	\$1.64 M
Other Home Furnishing Stores	\$4.45 M
Electronics, Appliance Stores	\$12.16 M
Gasoline Stations	\$80.94 M
Building Material, Garden Equipment, Supplies Dealers	\$39.19 M
Home Centers	\$18.43 M
Paint, Wallpaper Stores	\$1.33 M
Hardware Stores	\$1.69 M
Other Building Materials Stores	\$13.06 M
Outdoor Power Equipment Stores	\$619.34 K
Nursery, Garden Stores	\$4.04 M
Food, Beverage Stores	\$110.18 M
Grocery Stores	\$98.54 M
Convenience Stores	\$3.84 M
Meat Markets	\$1.13 M
Fish, Seafood Markets	\$414.22 K
Fruit, Vegetable Markets	\$689.18 K
Other Specialty Food Markets	\$1.19 M
Liquor Stores	\$4.37 M

Retail Potential Profile



Cushing, Oklahoma	
20mi Radius	
Health, Personal Care Stores	\$26.74 M
Pharmacy, Drug Stores	\$22.41 M
Cosmetics, Beauty Stores	\$1.31 M
Optical Goods Stores	\$1.49 M
Other Health, Personal Care Stores	\$1.53 M
Sporting Goods, Hobby, Book, Music Stores	\$12.03 M
Sporting Goods Stores	\$6.48 M
Hobby, Toy, Game Stores	\$1.96 M
Sewing, Needlecraft Stores	\$604.82 K
Musical Instrument Stores	\$569.83 K
Book Stores	\$2.42 M
General Merchandise Stores	\$106.27 M
Department Stores	\$27.08 M
Warehouse Superstores	\$68.83 M
Other General Merchandise Stores	\$10.35 M
Miscellaneous Store Retailers	\$14.32 M
Florists	\$499.03 K
Office, Stationary Stores	\$1.4 M
Gift, Souvenir Stores	\$1.71 M
Used Merchandise Stores	\$976.59 K
Pet, Pet Supply Stores	\$5.76 M
Art Dealers	\$461.89 K
Mobile Home Dealers	\$845.29 K
Other Miscellaneous Retail Stores	\$2.66 M
Non-Store Retailers	\$48.15 M
Mail Order, Catalog Stores	\$39.89 M
Vending Machines	\$1.14 M
Fuel Dealers	\$4.03 M
Other Direct Selling Establishments	\$3.1 M
Accommodation, Food Services	\$94.55 M
Hotels, Other Travel Accommodations	\$5.08 M
RV Parks	\$50.33 K
Rooming, Boarding Houses	\$34.23 K
Full Service Restaurants	\$54.01 M
Limited Service Restaurants	\$25.09 M
Special Food Services, Catering	\$8.02 M
Drinking Places	\$2.27 M
Motor Vehicle, Parts Dealers	\$142.52 M
New Car Dealers	\$109.36 M
Used Car Dealers	\$11.28 M
Recreational Vehicle Dealers	\$2.17 M
Motorcycle, Boat Dealers	\$4.82 M
Auto Parts, Accessories	\$8.93 M
Tire Dealers	\$5.96 M

Income Summary

Income Summary Report

Cushing, Oklahoma

20mi Radius

Population

Estimated Population (2021)	82,977	
Projected Population (2026)	81,692	
Census Population (2010)	81,783	
Census Population (2000)	76,481	
Projected Annual Growth (2021 to 2026)	-1,285	-0.3%
Historical Annual Growth (2010 to 2021)	1,194	0.1%
Historical Annual Growth (2000 to 2010)	5,302	0.7%

Households

Estimated Households (2021)	32,645	
Projected Households (2026)	32,758	
Census Households (2010)	31,702	
Census Households (2000)	30,037	
Projected Annual Growth (2021 to 2026)	113	-
Historical Annual Growth (2010 to 2021)	942	0.3%
Historical Annual Growth (2000 to 2010)	1,666	0.6%

Average Household Income

Estimated Average Household Income (2021)	\$57,418	
Projected Average Household Income (2026)	\$67,904	
Census Average Household Income (2010)	\$45,571	
Census Average Household Income (2000)	\$35,320	
Projected Annual Growth (2021 to 2026)	\$10,486	3.7%
Historical Annual Growth (2010 to 2021)	\$11,847	2.4%
Historical Annual Growth (2000 to 2010)	\$10,251	2.9%

Median Household Income

Estimated Median Household Income (2021)	\$44,523	
Projected Median Household Income (2026)	\$50,928	
Census Median Household Income (2010)	\$35,652	
Census Median Household Income (2000)	\$28,167	
Projected Annual Growth (2021 to 2026)	\$6,405	2.9%
Historical Annual Growth (2010 to 2021)	\$8,871	2.3%
Historical Annual Growth (2000 to 2010)	\$7,486	2.7%

Per Capita Income

Estimated Per Capita Income (2021)	\$23,137	
Projected Per Capita Income (2026)	\$27,786	
Census Per Capita Income (2010)	\$17,665	
Census Per Capita Income (2000)	\$13,872	
Projected Annual Growth (2021 to 2026)	\$4,648	4.0%
Historical Annual Growth (2010 to 2021)	\$5,472	2.8%
Historical Annual Growth (2000 to 2010)	\$3,794	2.7%

Other Income

Estimated Families (2021)	18,697	
Estimated Average Family Income (2021)	\$75,513	
Estimated Median Family Income (2021)	\$63,142	
Estimated Average Household Net Worth (2021)	\$315,954	

Crime Risk Profile

Cushing, Oklahoma

20mi Radius

Demographics

Population	82,977
Census Population	81,783
Households	32,645
Average Household Income	\$57,418
Median Household Income	\$44,523
Per Capita Income	\$23,137

Total Crime

Crime Index	91
Crime Level	Average

Personal Crime

Crime Index	69
Crime Level	Below Average

Murder

Crime Index	94
Crime Level	Average

Rape

Crime Index	110
Crime Level	Average

Robbery

Crime Index	24
Crime Level	Very Low

Assault

Crime Index	80
Crime Level	Below Average

Property Crime

Crime Index	94
Crime Level	Average

Burglary

Crime Index	122
Crime Level	Above Average

Larceny

Crime Index	88
Crime Level	Below Average

Motor Vehicle Theft

Crime Index	86
Crime Level	Below Average

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Void Analysis

Cushing, Oklahoma 20mi Radius	Closest Location	Locations In 20 mi radius	Locations In Cushing
Auto Parts Tires			
AutoZone		1	0
Firestone		1	0
NAPA		2	1
O'Reilly		3	1
Banks			
Arvest Bank		1	0
BancFirst		5	0
Bank of the West		1	1
Central Banco		1	0
Chase Bank		1	0
International Bank of Commerce		2	0
Simmons First National Bank		4	0
Banks Minor			
Bank		20	3
Clothing Apparel			
American Eagle Outfitters		1	0
Buckle		1	0
Cato		1	0
maurices		1	0
Old Navy		1	0
Computers Electronic			
Best Buy		1	0
Convenience Stores			
Caseys General Store		2	0
Conoco		4	1
Kum & Go		2	1
Murphy USA		1	0
Phillips 66		16	0
Shell		7	1
Sinclair		3	2
Valero		3	1
Craft Fabric Stores			
Hobby Lobby		1	0
Jo-Ann		1	0
Dental			
Aspen Dental		1	0

Void Analysis

Cushing, Oklahoma 20mi Radius	Closest Location	Locations In 20 mi radius	Locations In Cushing
Department Stores			
Belk		1	0
Discount Department Stores			
Ross		1	0
TJ Maxx		1	0
Wal-Mart Supercenter		3	1
Dollar Stores			
Big Lots		1	0
Dollar General		15	2
Dollar Tree		2	1
Family Dollar		1	0
Five Below		1	0
Drug Stores			
CVS		1	0
GNC		1	0
Walgreens		2	1
Education			
College		1	0
Day Care		20	5
High School		14	1
PK - 8		32	4
Trade Schools		1	0
Entertainment			
AMC		1	0
Theatres		1	0
Fitness			
Orangetheory Fitness		1	0
Planet Fitness		1	0
YMCA		1	0
Furniture Household			
Aarons		1	0
HomeGoods		1	0
Rent A Center		1	0
Grocery Stores			
ALDI		1	0
Neighborhood Market		1	0
Sprouts		1	0

Void Analysis

Cushing, Oklahoma 20mi Radius	Closest Location	Locations In 20 mi radius	Locations In Cushing
Health Beauty			
Bath & Body Works		1	0
Claire's		1	0
Great Clips		2	0
Sally Beauty Supply		1	0
Sport Clips		1	0
Supercuts		1	0
ULTA		1	0
Health Care			
Allergy and Immunology		1	0
Anesthesiology		1	0
Audiologist		1	0
Cardiac Electrophysiology		1	0
Cardiovascular Disease		2	1
Certified Nurse Midwife		1	0
Certified Registered Nurse Anesthetist		4	1
Chiropractic		8	2
Clinical Nurse Specialist		1	0
Clinical Psychologist		4	0
Clinical Social Worker		4	1
Dermatology		1	0
Diagnostic Radiology		1	0
Dialysis Centers		2	0
Emergency Medicine		4	1
Endocrinology		1	0
Family Practice		18	5
Gastroenterology		2	0
General Practice		2	0
General Surgery		5	0
Geriatric Medicine		1	0
Gynecological Oncology		1	0
Hematology and Oncology		2	0
Hospitalist		1	0
Internal Medicine		10	2
Interventional Cardiology		1	0
Medical Oncology		2	0
Neurology		1	0

Void Analysis

Cushing, Oklahoma 20mi Radius	Closest Location	Locations In 20 mi radius	Locations In Cushing
Nurse Practitioner		18	5
Obstetrics and Gynecology		3	0
Occupational Therapy		1	0
Ophthalmology		5	1
Optometry		7	1
Orthopedic Surgery		1	0
Otolaryngology		1	0
Pain Management		1	0
Pediatric Medicine		1	0
Physical Medicine and Rehabilitation		1	0
Physical Therapy		4	1
Physician Assistant		13	1
Podiatry		1	0
Psychiatry		2	0
Radiation Oncology		1	0
Registered Dietitian or Nutrition Professional		2	0
Rheumatology		1	0
Speech Language Pathologist		2	0
Thoracic Surgery		1	0
Urgent Care		2	0
Urology		2	1
Home Improvement			
Do It Best		1	0
Lowe's		1	0
Sherwin-Williams		2	1
Tractor Supply Company		1	0
True Value		2	1
Hotels			
Best Western Plus		2	1
Fairfield Inn and Suites		1	0
Hampton Inn		2	0
Holiday Inn Express		1	0
Home2		1	0
Microtel Inn & Suites		1	0
Wyndham Garden		1	0
Mattress			
Mattress Firm		1	0

Void Analysis

Cushing, Oklahoma 20mi Radius	Closest Location	Locations In 20 mi radius	Locations In Cushing
Office Supply			
Staples		1	0
Pet Stores			
Petco		1	0
Restaurants Bakery Bagels			
Panera Bread		1	0
Restaurants Casual			
Buffalo Wild Wings		1	0
Chili's		1	0
Chipotle		1	0
Five Guys		1	0
Fuzzys Taco Shop		1	0
IHOP		1	0
Johnny Rockets		1	0
Olive Garden		1	0
Qdoba		1	0
Red Lobster		1	0
Texas Roadhouse		1	0
Restaurants Coffee Donuts			
Caribou Coffee		1	0
Starbucks		1	0
Restaurants Fast Food Major			
Arby's		1	0
Burger King		1	0
Chick-fil-A		2	0
KFC		2	1
McDonald's		9	1
Sonic		7	1
Taco Bell		2	1
Wendy's		2	0
Restaurants Fast Food Minor			
Del Taco		1	0
Freddys		1	0
Golden Chick		1	0
Panda Express		1	0
Raising Canes		1	0
Slim Chickens		1	0

Void Analysis

Cushing, Oklahoma 20mi Radius	Closest Location	Locations In 20 mi radius	Locations In Cushing
Taco Bueno		1	0
Whataburger		1	0
Restaurants Ice Cream Smoothie			
Braum's		2	1
Marble Slab Creamery		1	0
Tropical Smoothie Cafe		1	0
Restaurants Pizza			
Domino's Pizza		1	0
Little Caesars		1	0
Papa John's		1	0
Pizza Hut		2	1
Pizza Inn		1	0
Simple Simons Pizza		5	0
Restaurants Sandwich			
Firehouse Subs		1	0
Jersey Mike's		1	0
Jimmy John's		2	0
McAlister's Deli		1	0
Schlotzsky's Deli		1	0
Subway		7	1
Which Wich		1	0
Self Storage			
Simply Self Storage		1	0
Shoes Footwear			
Browns Shoe Fit		1	0
Rack Room Shoes		1	0
Sporting Goods			
Academy Sports		1	0
Hibbett Sports		1	0
Wireless Stores			
AT&T		1	0
Cricket		2	1
MetroPCS		1	0
T-Mobile		2	0
Verizon Wireless		1	0
Worship			
Baptist		9	2

Void Analysis



Cushing, Oklahoma	Closest Location	Locations In 20 mi radius	Locations In Cushing
20mi Radius			
Buddhist		1	0
Christian		1	0
Muslim		1	0
Presbyterian		1	0



About Retail Attractions



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.



About Retail Attractions



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 tenancing, 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 Technology / 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



About Retail Attractions



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.