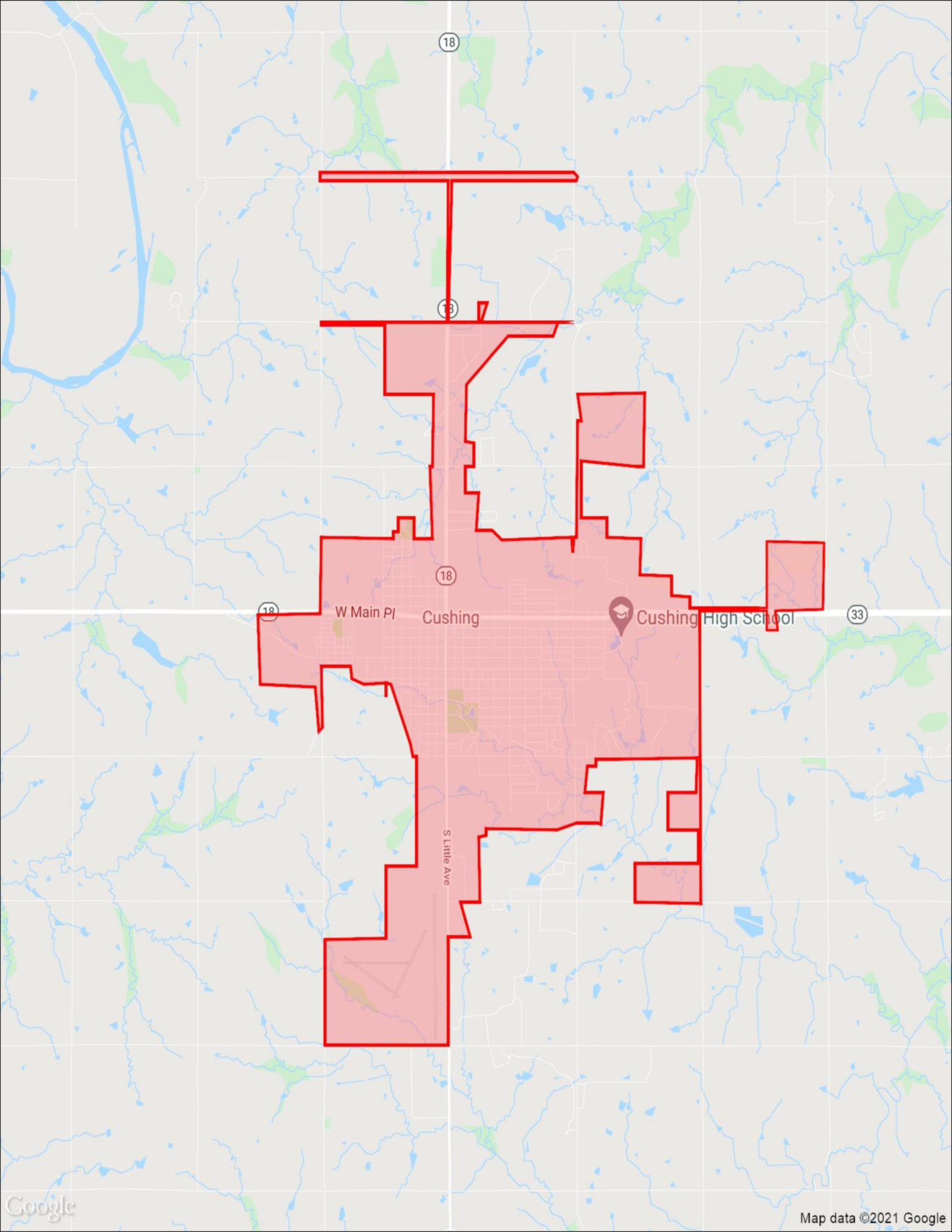


RETAIL ATTRACTIONS, LLC

Economic Development Consulting

**Cushing, Oklahoma
City Limits**



18

18

18

18

33

W Main Pl

Cushing

S Little Ave



Cushing High School

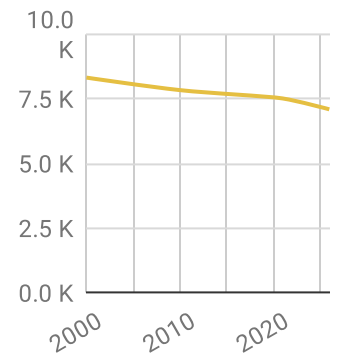
Demographics

Cushing, Oklahoma

City Limits

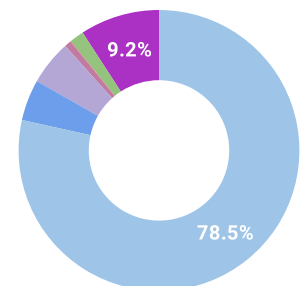
Population

Estimated Population (2021)	7,512
Projected Population (2026)	7,091
Census Population (2010)	7,834
Census Population (2000)	8,318
Projected Annual Growth (2021-2026)	-421 -1.1%
Historical Annual Growth (2010-2021)	-322 -0.4%
Historical Annual Growth (2000-2010)	-484 -0.6%
Estimated Population Density (2021)	963 psm
Trade Area Size	7.8 sq mi



Race and Ethnicity (2021)

Not Hispanic or Latino Population	7,075	94.2%
White	5,702	80.6%
Black or African American	352	5.0%
American Indian or Alaska Native	361	5.1%
Asian	57	0.8%
Hawaiian or Pacific Islander	3	-
Other Race	4	-
Two or More Races	596	8.4%
Hispanic or Latino Population	437	5.8%
White	193	44.2%
Black or African American	3	0.7%
American Indian or Alaska Native	26	5.9%
Asian	2	0.5%
Hispanic Hawaiian or Pacific Islander	1	0.2%
Other Race	120	27.5%
Two or More Races	92	21.1%



White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

Cushing, Oklahoma

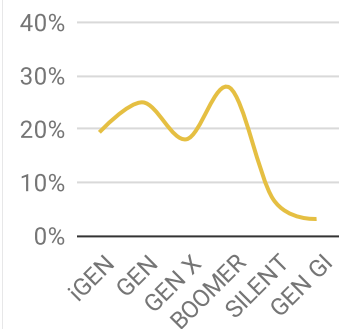
City Limits

Age Distribution (2021)

Age Under 5 Years	438	5.8%
Age 5 to 9 Years	478	6.4%
Age 10 to 14 Years	537	7.1%
Age 15 to 19 Years	423	5.6%
Age 20 to 24 Years	340	4.5%
Age 25 to 29 Years	590	7.9%
Age 30 to 34 Years	522	6.9%
Age 35 to 39 Years	469	6.2%
Age 40 to 44 Years	476	6.3%
Age 45 to 49 Years	410	5.5%
Age 50 to 54 Years	387	5.2%
Age 55 to 59 Years	435	5.8%
Age 60 to 64 Years	440	5.9%
Age 65 to 69 Years	418	5.6%
Age 70 to 74 Years	401	5.3%
Age 75 to 79 Years	290	3.9%
Age 80 to 84 Years	222	3.0%
Age 85 Years or Over	234	3.1%
Median Age	38.5	

Generation (2021)

iGeneration (Age Under 15 Years)	1,453	19.3%
Generation 9/11 Millennials (Age 15 to 34 Years)	1,875	25.0%
Gen Xers (Age 35 to 49 Years)	1,355	18.0%
Baby Boomers (Age 50 to 74 Years)	2,081	27.7%
Silent Generation (Age 75 to 84 Years)	512	6.8%
G.I. Generation (Age 85 Years or Over)	234	3.1%



Cushing, Oklahoma

City Limits

Household Type (2021)

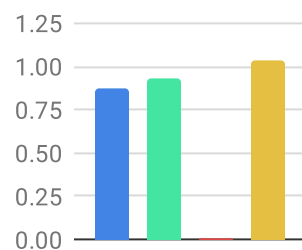
Total Households	2,852
Family Households	1,803 63.2%
Family Households with Children	874 48.5%
Family Households No Children	929 51.5%
Non-Family Households	1,049 36.8%
Non-Family Households with Children	10 1.0%
Non-Family Households No Children	1,039 99.0%

Family Households
w/ Children

Family Households
No Children

Non-Family Households
w/ Children

Non-Family Households
No Children



Education Attainment (2021)

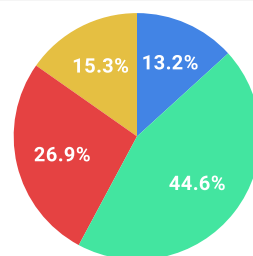
Elementary or Some High School	701 13.2%
High School Graduate	2,361 44.6%
Some College or Associate Degree	1,425 26.9%
Bachelor or Graduate Degree	808 15.3%

Elementary or
Some High School

High School
Graduate

Some College or
Associate Degree

Bachelor or
Graduate Degree



Household Income (2021)

Estimated Average Household Income	\$59,489
Estimated Median Household Income	\$46,344
HH Income Under \$10,000	239 8.4%
HH Income \$10,000 to \$34,999	836 29.3%
HH Income \$35,000 to \$49,999	476 16.7%
HH Income \$50,000 to \$74,999	572 20.1%
HH Income \$75,000 to \$99,999	322 11.3%
HH Income \$100,000 to \$149,999	310 10.9%
HH Income \$150,000 or More	97 3.4%

Cushing, Oklahoma

City Limits

Population

Estimated Population (2021)	7,512	
Projected Population (2026)	7,091	
Census Population (2010)	7,834	
Census Population (2000)	8,318	
Projected Annual Growth (2021-2026)	-421	-1.1%
Historical Annual Growth (2010-2021)	-322	-0.4%
Historical Annual Growth (2000-2010)	-484	-0.6%
Estimated Population Density (2021)	963	psm
Trade Area Size	7.8	sq mi

Households

Estimated Households (2021)	2,852	
Projected Households (2026)	2,726	
Census Households (2010)	2,960	
Census Households (2000)	3,073	
Projected Annual Growth (2021-2026)	-126	-0.9%
Historical Annual Change (2000-2021)	-221	-0.3%

Average Household Income

Estimated Average Household Income (2021)	\$59,489	
Projected Average Household Income (2026)	\$73,587	
Census Average Household Income (2010)	\$39,481	
Census Average Household Income (2000)	\$32,500	
Projected Annual Change (2021-2026)	\$14,098	4.7%
Historical Annual Change (2000-2021)	\$26,989	4.0%

Median Household Income

Estimated Median Household Income (2021)	\$46,344	
Projected Median Household Income (2026)	\$52,917	
Census Median Household Income (2010)	\$33,308	
Census Median Household Income (2000)	\$26,850	
Projected Annual Change (2021-2026)	\$6,573	2.8%
Historical Annual Change (2000-2021)	\$19,494	3.5%

Per Capita Income

Estimated Per Capita Income (2021)	\$24,162	
Projected Per Capita Income (2026)	\$29,959	
Census Per Capita Income (2010)	\$14,922	
Census Per Capita Income (2000)	\$12,007	
Projected Annual Change (2021-2026)	\$5,797	4.8%
Historical Annual Change (2000-2021)	\$12,155	4.8%
Estimated Average Household Net Worth (2021)	\$286,652	

Cushing, Oklahoma

City Limits

Race and Ethnicity

Total Population (2021)	7,512	
White (2021)	5,895	78.5%
Black or African American (2021)	355	4.7%
American Indian or Alaska Native (2021)	387	5.2%
Asian (2021)	59	0.8%
Hawaiian or Pacific Islander (2021)	4	-
Other Race (2021)	124	1.7%
Two or More Races (2021)	688	9.2%
Population < 18 (2021)	1,600	21.3%
White Not Hispanic	1,109	69.3%
Black or African American	31	1.9%
Asian	11	0.7%
Other Race Not Hispanic	310	19.4%
Hispanic	139	8.7%
Not Hispanic or Latino Population (2021)	7,075	94.2%
Not Hispanic White	5,702	80.6%
Not Hispanic Black or African American	352	5.0%
Not Hispanic American Indian or Alaska Native	361	5.1%
Not Hispanic Asian	57	0.8%
Not Hispanic Hawaiian or Pacific Islander	3	-
Not Hispanic Other Race	4	-
Not Hispanic Two or More Races	596	8.4%
Hispanic or Latino Population (2021)	437	5.8%
Hispanic White	193	44.2%
Hispanic Black or African American	3	0.7%
Hispanic American Indian or Alaska Native	26	5.9%
Hispanic Asian	2	0.5%
Hispanic Hawaiian or Pacific Islander	1	0.2%
Hispanic Other Race	120	27.5%
Hispanic Two or More Races	92	21.1%
Not Hispanic or Latino Population (2010)	7,459	95.2%
Hispanic or Latino Population (2010)	375	4.8%
Not Hispanic or Latino Population (2000)	8,101	97.4%
Hispanic or Latino Population (2000)	217	2.6%
Not Hispanic or Latino Population (2026)	6,686	94.3%
Hispanic or Latino Population (2026)	405	5.7%
Projected Annual Growth (2021-2026)	-32	-
Historical Annual Growth (2000-2010)	158	7.3%

Cushing, Oklahoma

City Limits

Total Age Distribution (2021)

Total Population	7,512	
Age Under 5 Years	438	5.8%
Age 5 to 9 Years	478	6.4%
Age 10 to 14 Years	537	7.1%
Age 15 to 19 Years	423	5.6%
Age 20 to 24 Years	340	4.5%
Age 25 to 29 Years	590	7.9%
Age 30 to 34 Years	522	6.9%
Age 35 to 39 Years	469	6.2%
Age 40 to 44 Years	476	6.3%
Age 45 to 49 Years	410	5.5%
Age 50 to 54 Years	387	5.2%
Age 55 to 59 Years	435	5.8%
Age 60 to 64 Years	440	5.9%
Age 65 to 69 Years	418	5.6%
Age 70 to 74 Years	401	5.3%
Age 75 to 79 Years	290	3.9%
Age 80 to 84 Years	222	3.0%
Age 85 Years or Over	234	3.1%
Median Age	38.5	
Age 19 Years or Less	1,876	25.0%
Age 20 to 64 Years	4,069	54.2%
Age 65 Years or Over	1,565	20.8%

Female Age Distribution (2021)

Female Population	3,599	47.9%
Age Under 5 Years	235	6.5%
Age 5 to 9 Years	225	6.3%
Age 10 to 14 Years	246	6.8%
Age 15 to 19 Years	212	5.9%
Age 20 to 24 Years	117	3.3%
Age 25 to 29 Years	259	7.2%
Age 30 to 34 Years	207	5.8%
Age 35 to 39 Years	196	5.4%
Age 40 to 44 Years	222	6.2%
Age 45 to 49 Years	173	4.8%
Age 50 to 54 Years	183	5.1%
Age 55 to 59 Years	213	5.9%
Age 60 to 64 Years	231	6.4%
Age 65 to 69 Years	218	6.1%
Age 70 to 74 Years	224	6.2%
Age 75 to 79 Years	165	4.6%
Age 80 to 84 Years	141	3.9%
Age 85 Years or Over	130	3.6%
Female Median Age	41.3	
Age 19 Years or Less	918	25.5%
Age 20 to 64 Years	1,801	50.0%
Age 65 Years or Over	878	24.4%

Cushing, Oklahoma

City Limits

Male Age Distribution (2021)

Male Population	3,913	52.1%
Age Under 5 Years	203	5.2%
Age 5 to 9 Years	253	6.5%
Age 10 to 14 Years	291	7.4%
Age 15 to 19 Years	211	5.4%
Age 20 to 24 Years	223	5.7%
Age 25 to 29 Years	331	8.5%
Age 30 to 34 Years	315	8.1%
Age 35 to 39 Years	273	7.0%
Age 40 to 44 Years	254	6.5%
Age 45 to 49 Years	237	6.1%
Age 50 to 54 Years	204	5.2%
Age 55 to 59 Years	222	5.7%
Age 60 to 64 Years	209	5.3%
Age 65 to 69 Years	200	5.1%
Age 70 to 74 Years	177	4.5%
Age 75 to 79 Years	125	3.2%
Age 80 to 84 Years	81	2.1%
Age 85 Years or Over	104	2.7%
Male Median Age	36.4	
Age 19 Years or Less	958	24.5%
Age 20 to 64 Years	2,268	58.0%
Age 65 Years or Over	687	17.6%

Males per 100 Females (2021)

Overall Comparison	109	
Age Under 5 Years	86	46.3%
Age 5 to 9 Years	112	52.9%
Age 10 to 14 Years	118	-
Age 15 to 19 Years	100	49.9%
Age 20 to 24 Years	191	65.6%
Age 25 to 29 Years	128	56.1%
Age 30 to 34 Years	152	60.3%
Age 35 to 39 Years	139	58.2%
Age 40 to 44 Years	114	53.4%
Age 45 to 49 Years	137	57.8%
Age 50 to 54 Years	111	52.7%
Age 55 to 59 Years	104	51.0%
Age 60 to 64 Years	90	47.5%
Age 65 to 69 Years	92	47.8%
Age 70 to 74 Years	79	44.1%
Age 75 to 79 Years	76	43.1%
Age 80 to 84 Years	57	36.5%
Age 85 Years or Over	80	44.4%
Age 19 Years or Less	104	51.1%
Age 20 to 39 Years	147	59.4%
Age 40 to 64 Years	110	52.4%
Age 65 Years or Over	78	43.9%

Cushing, Oklahoma

City Limits

Household Type (2021)

Total Households	2,852	
Households with Children	884	31.0%
Average Household Size	2.4	
Household Density per Square Mile	366	
Population Family	5,610	74.7%
Population Non-Family	1,191	15.9%
Population Group Quarters	711	9.5%
Family Households	1,803	63.2%
Married Couple Households	1,286	71.3%
Other Family Households with Children	517	28.7%
Family Households with Children	874	48.5%
Married Couple with Children	521	59.6%
Other Family Households with Children	353	40.4%
Family Households No Children	929	51.5%
Married Couple No Children	765	82.3%
Other Family Households No Children	164	17.7%
Non-Family Households	1,049	36.8%
Non-Family Households with Children	10	1.0%
Non-Family Households No Children	1,039	99.0%
Average Family Household Size	3.1	
Average Family Income	\$73,728	
Median Family Income	\$59,192	
Average Non-Family Household Size	1.1	

Marital Status (2021)

Population Age 15 Years or Over	6,058	
Never Married	1,662	27.4%
Currently Married	2,823	46.6%
Previously Married	1,573	26.0%
Separated	299	19.0%
Widowed	513	32.6%
Divorced	761	48.4%

Educational Attainment (2021)

Adult Population Age 25 Years or Over	5,295	
Elementary (Grade Level 0 to 8)	253	4.8%
Some High School (Grade Level 9 to 11)	448	8.5%
High School Graduate	2,361	44.6%
Some College	1,111	21.0%
Associate Degree Only	314	5.9%
Bachelor Degree Only	534	10.1%
Graduate Degree	274	5.2%
Any College (Some College or Higher)	2,233	42.2%
College Degree + (Bachelor Degree or Higher)	808	15.3%

Cushing, Oklahoma

City Limits

Housing

Total Housing Units (2021)	3,605	
Total Housing Units (2010)	3,588	
Historical Annual Growth (2010-2021)	17	-
Housing Units Occupied (2021)	2,852	79.1%
Housing Units Owner-Occupied	1,845	64.7%
Housing Units Renter-Occupied	1,007	35.3%
Housing Units Vacant (2021)	753	20.9%

Household Size (2021)

Total Households	2,852	
1 Person Households	939	32.9%
2 Person Households	908	31.8%
3 Person Households	433	15.2%
4 Person Households	323	11.3%
5 Person Households	134	4.7%
6 Person Households	78	2.7%
7 or More Person Households	37	1.3%

Household Income Distribution (2021)

HH Income \$200,000 or More	64	2.2%
HH Income \$150,000 to \$199,999	33	1.2%
HH Income \$125,000 to \$149,999	109	3.8%
HH Income \$100,000 to \$124,999	201	7.0%
HH Income \$75,000 to \$99,999	322	11.3%
HH Income \$50,000 to \$74,999	572	20.1%
HH Income \$35,000 to \$49,999	476	16.7%
HH Income \$25,000 to \$34,999	328	11.5%
HH Income \$15,000 to \$24,999	293	10.3%
HH Income \$10,000 to \$14,999	215	7.5%
HH Income Under \$10,000	239	8.4%

Household Vehicles (2021)

Households 0 Vehicles Available	145	5.1%
Households 1 Vehicle Available	919	32.2%
Households 2 Vehicles Available	1,200	42.1%
Households 3 or More Vehicles Available	589	20.7%
Total Vehicles Available	5,289	
Average Vehicles per Household	1.9	
Owner-Occupied Household Vehicles	3,756	71.0%
Average Vehicles per Owner-Occupied Household	2.0	
Renter-Occupied Household Vehicles	1,533	29.0%
Average Vehicles per Renter-Occupied Household	1.5	

Travel Time (2021)

Worker Base Age 16 years or Over	3,321	
Travel to Work in 14 Minutes or Less	1,448	43.6%
Travel to Work in 15 to 29 Minutes	567	17.1%
Travel to Work in 30 to 59 Minutes	542	16.3%
Travel to Work in 60 Minutes or More	210	6.3%
Work at Home	47	1.4%
Average Minutes Travel to Work	13.4	

Cushing, Oklahoma

City Limits

Transportation To Work (2021)

Worker Base Age 16 years or Over	3,321	
Drive to Work Alone	2,902	87.4%
Drive to Work in Carpool	343	10.3%
Travel to Work by Public Transportation	1	-
Drive to Work on Motorcycle	-	-
Bicycle to Work	8	0.2%
Walk to Work	18	0.5%
Other Means	2	-
Work at Home	47	1.4%

Daytime Demographics (2021)

Total Businesses	328	
Total Employees	3,307	
Company Headquarter Businesses	19	5.8%
Company Headquarter Employees	623	18.8%
Employee Population per Business	10.1	to 1
Residential Population per Business	22.9	to 1
Adj. Daytime Demographics Age 16 Years or Over	6,518	

Labor Force

Labor Population Age 16 Years or Over (2021)	6,008	
Labor Force Total Males (2021)	3,140	52.3%
Male Civilian Employed	1,530	48.7%
Male Civilian Unemployed	53	1.7%
Males in Armed Forces	-	-
Males Not in Labor Force	1,557	49.6%
Labor Force Total Females (2021)	2,868	47.7%
Female Civilian Employed	1,267	44.2%
Female Civilian Unemployed	66	2.3%
Females in Armed Forces	-	-
Females Not in Labor Force	1,535	53.5%
Unemployment Rate	119	2.0%

Occupation (2021)

Occupation Population Age 16 Years or Over	2,794	
Occupation Total Males	1,528	54.7%
Occupation Total Females	1,266	45.3%
Management, Business, Financial Operations	421	15.1%
Professional, Related	464	16.6%
Service	583	20.9%
Sales, Office	609	21.8%
Farming, Fishing, Forestry	2	-
Construction, Extraction, Maintenance	328	11.7%
Production, Transport, Material Moving	387	13.9%
White Collar Workers	1,494	53.5%
Blue Collar Workers	1,300	46.5%

Cushing, Oklahoma

City Limits

Units In Structure (2021)

Total Units	2,960	
1 Detached Unit	2,372	80.1%
1 Attached Unit	31	1.0%
2 Units	55	1.9%
3 to 4 Units	105	3.5%
5 to 9 Units	55	1.9%
10 to 19 Units	12	0.4%
20 to 49 Units	23	0.8%
50 or More Units	1	-
Mobile Home or Trailer	187	6.3%
Other Structure	11	0.4%

Homes Built By Year (2021)

Homes Built 2014 or later	71	2.0%
Homes Built 2010 to 2013	12	0.3%
Homes Built 2000 to 2009	179	5.0%
Homes Built 1990 to 1999	209	5.8%
Homes Built 1980 to 1989	323	9.0%
Homes Built 1970 to 1979	657	18.2%
Homes Built 1960 to 1969	239	6.6%
Homes Built 1950 to 1959	487	13.5%
Homes Built 1940 to 1949	196	5.4%
Homes Built Before 1939	479	13.3%
Median Age of Homes	47.7	yrs

Home Values (2021)

Owner Specified Housing Units	1,845	
Home Values \$1,000,000 or More	2	0.1%
Home Values \$750,000 to \$999,999	30	1.6%
Home Values \$500,000 to \$749,999	14	0.8%
Home Values \$400,000 to \$499,999	36	2.0%
Home Values \$300,000 to \$399,999	34	1.8%
Home Values \$250,000 to \$299,999	138	7.5%
Home Values \$200,000 to \$249,999	126	6.8%
Home Values \$175,000 to \$199,999	88	4.8%
Home Values \$150,000 to \$174,999	196	10.6%
Home Values \$125,000 to \$149,999	68	3.7%
Home Values \$100,000 to \$124,999	261	14.1%
Home Values \$90,000 to \$99,999	68	3.7%
Home Values \$80,000 to \$89,999	127	6.9%
Home Values \$70,000 to \$79,999	53	2.9%
Home Values \$60,000 to \$69,999	244	13.2%
Home Values \$50,000 to \$59,999	42	2.3%
Home Values \$35,000 to \$49,999	89	4.8%
Home Values \$25,000 to \$34,999	24	1.3%
Home Values \$10,000 to \$24,999	127	6.9%
Home Values Under \$10,000	76	4.1%
Owner-Occupied Median Home Value	\$106,848	
Renter-Occupied Median Rent	\$482	

Cushing, Oklahoma

City Limits

Total Annual Consumer Expenditure (2021)

Total Household Expenditure	\$140.28 M
Total Non-Retail Expenditure	\$73.94 M
Total Retail Expenditure	\$66.35 M
Apparel	\$4.82 M
Contributions	\$4.35 M
Education	\$3.69 M
Entertainment	\$7.69 M
Food and Beverages	\$20.95 M
Furnishings and Equipment	\$4.79 M
Gifts	\$3.23 M
Health Care	\$12.31 M
Household Operations	\$5.42 M
Miscellaneous Expenses	\$2.63 M
Personal Care	\$1.88 M
Personal Insurance	\$918.57 K
Reading	\$304.74 K
Shelter	\$29.79 M
Tobacco	\$974.07 K
Transportation	\$25.57 M
Utilities	\$10.97 M

Monthly Household Consumer Expenditure (2021)

Total Household Expenditure	\$4,099	
Total Non-Retail Expenditure	\$2,160	52.7%
Total Retail Expenditures	\$1,939	47.3%
Apparel	\$141	3.4%
Contributions	\$127	3.1%
Education	\$108	2.6%
Entertainment	\$225	5.5%
Food and Beverages	\$612	14.9%
Furnishings and Equipment	\$140	3.4%
Gifts	\$94	2.3%
Health Care	\$360	8.8%
Household Operations	\$158	3.9%
Miscellaneous Expenses	\$77	1.9%
Personal Care	\$55	1.3%
Personal Insurance	\$27	0.7%
Reading	\$9	0.2%
Shelter	\$870	21.2%
Tobacco	\$28	0.7%
Transportation	\$747	18.2%
Utilities	\$321	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

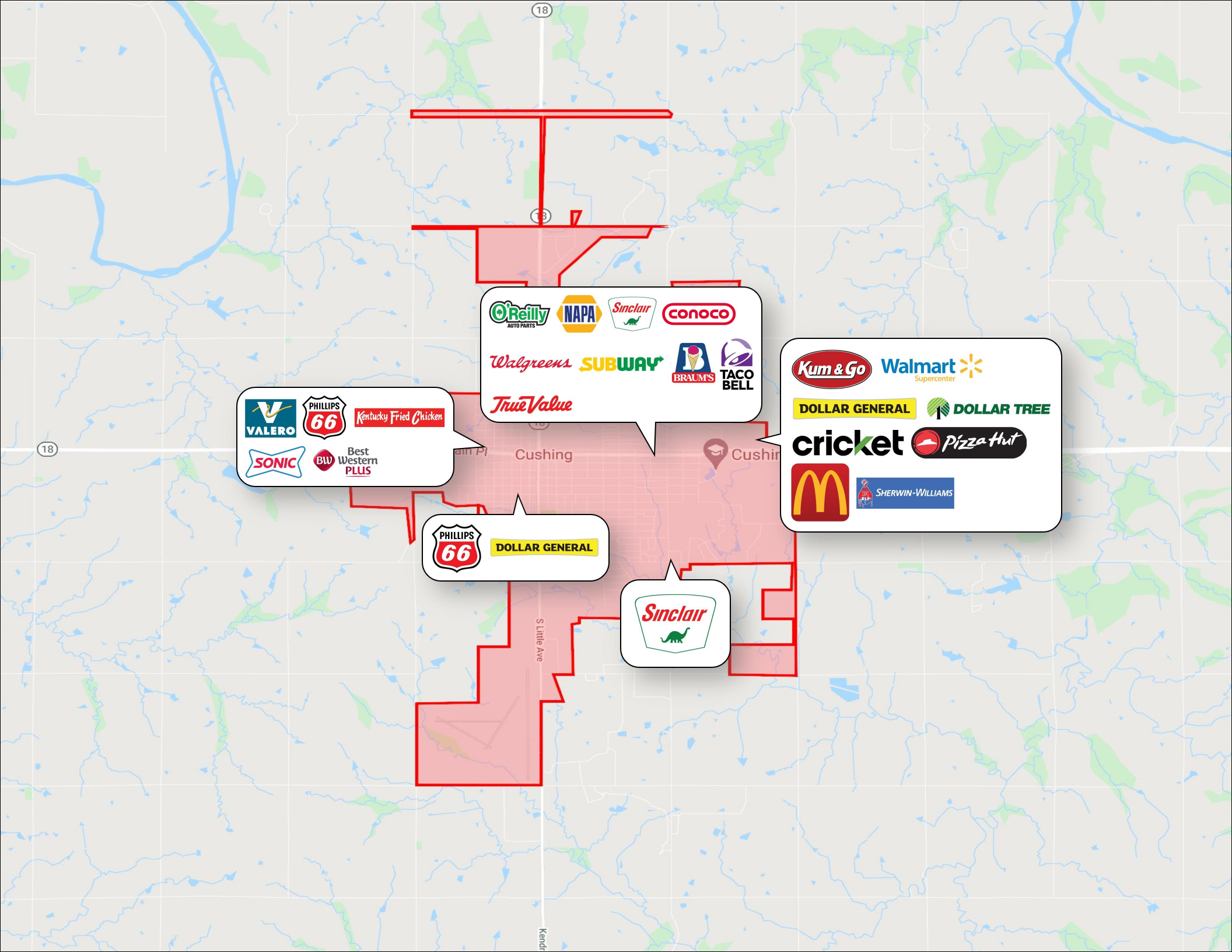
Department stores and other general merchandise stores

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



Cushing, Oklahoma

City Limits

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$2.93 M / \$592.41 K	80
Men's Clothing Stores	\$102.79 K / \$-11	100
Women's Clothing Stores	\$449.99 K / \$316.19 K	30
Children's, Infants' Clothing Stores	\$195.51 K / \$-6	100
Family Clothing Stores	\$1.2 M / \$1	100
Clothing Accessory Stores	\$95.71 K / \$1	100
Other Apparel Stores	\$146.28 K / \$276.24 K	-47
Shoe Stores	\$496.31 K / \$-7	100
Jewelry Stores	\$223.88 K / \$-9	100
Luggage Stores	\$18.17 K / \$11	100
Furniture, Home Furnishings Stores	\$1.41 M / \$1.21 M	15
Furniture Stores	\$862.7 K / \$1.21 M	-28
Floor Covering Stores	\$148.36 K / \$-7	100
Other Home Furnishing Stores	\$400.82 K / \$9	100
Electronics, Appliance Stores	\$1.1 M / \$7.05 M	-84
Building Material, Garden Equipment, Supplies Dealers	\$3.55 M / \$2.43 M	31
Home Centers	\$1.67 M / \$1.43 M	15
Paint, Wallpaper Stores	\$121.64 K / \$-14	100
Hardware Stores	\$152.87 K / -	100
Other Building Materials Stores	\$1.19 M / \$14	100
Outdoor Power Equipment Stores	\$55.1 K / \$4	100
Nursery, Garden Stores	\$363.94 K / \$1 M	-64
Food, Beverage Stores	\$9.96 M / \$13.86 M	-28
Grocery Stores	\$8.91 M / \$11.76 M	-24
Convenience Stores	\$347.32 K / \$1 M	-65
Meat Markets	\$102.3 K / \$-2	100
Fish, Seafood Markets	\$37.62 K / \$8	100
Fruit, Vegetable Markets	\$62.54 K / \$12	100
Other Specialty Food Markets	\$107.44 K / \$473.62 K	-77
Liquor Stores	\$390.01 K / \$619.97 K	-37

Retail Gap Report



Cushing, Oklahoma

City Limits

	Potential / Sales	Index
Health, Personal Care Stores	\$2.43 M / \$3.11 M	-22
Pharmacy, Drug Stores	\$2.03 M / \$3.01 M	-33
Cosmetics, Beauty Stores	\$119.07 K / \$14	100
Optical Goods Stores	\$135.44 K / \$4	100
Other Health, Personal Care Stores	\$138.69 K / \$98.52 K	29
Sporting Goods, Hobby, Book, Music Stores	\$1.07 M / \$90.82 K	92
Sporting Goods Stores	\$578.04 K / \$20.65 K	96
Hobby, Toy, Game Stores	\$176.37 K / \$70.16 K	60
Sewing, Needlecraft Stores	\$53.42 K / \$10	100
Musical Instrument Stores	\$51.19 K / \$5	100
Book Stores	\$213.07 K / \$-2	100
General Merchandise Stores	\$9.59 M / \$443.27 K	95
Department Stores	\$2.43 M / \$4.69 K	100
Warehouse Superstores	\$6.22 M / \$-7	100
Other General Merchandise Stores	\$933.72 K / \$438.59 K	53
Miscellaneous Store Retailers	\$1.29 M / \$611.14 K	53
Florists	\$45.09 K / \$15.17 K	66
Office, Stationary Stores	\$126.2 K / \$9	100
Gift, Souvenir Stores	\$154.01 K / \$1	100
Used Merchandise Stores	\$87.84 K / \$49.74 K	43
Pet, Pet Supply Stores	\$518.75 K / \$-12	100
Art Dealers	\$41.67 K / \$-4	100
Mobile Home Dealers	\$77 K / \$-11	100
Other Miscellaneous Retail Stores	\$240.88 K / \$546.25 K	-56
Non-Store Retailers	\$4.34 M / \$1.5 M	66
Mail Order, Catalog Stores	\$3.59 M / \$5	100
Vending Machines	\$102.33 K / \$9	100
Fuel Dealers	\$368.08 K / \$1.5 M	-75
Other Direct Selling Establishments	\$279.84 K / \$12	100

Retail Gap Report



Cushing, Oklahoma

City Limits

	Potential / Sales	Index
Accommodation, Food Services	\$8.27 M / \$9.13 M	-9
Hotels, Other Travel Accommodations	\$454.64 K / \$134.82 K	70
RV Parks	\$4.16 K / \$3.74 K	10
Rooming, Boarding Houses	\$2.85 K / \$-5	100
Full Service Restaurants	\$4.84 M / \$6.25 M	-23
Limited Service Restaurants	\$2.25 M / \$2.95 M	-24
Special Food Services, Catering	\$719.13 K / \$2	100
Drinking Places	\$202.66 K / \$-1	100
Gasoline Stations	\$7.35 M / \$29.9 M	-75
Motor Vehicle, Parts Dealers	\$12.86 M / \$7.63 M	41
New Car Dealers	\$9.87 M / \$4.05 M	59
Used Car Dealers	\$1.02 M / \$343.77 K	66
Recreational Vehicle Dealers	\$194.05 K / \$853.23 K	-77
Motorcycle, Boat Dealers	\$432.05 K / \$1.15 M	-63
Auto Parts, Accessories	\$807.43 K / \$1.23 M	-34
Tire Dealers	\$539.37 K / \$1	100
2021 Population	7,512	
2026 Population	7,091	
% Population Change 2021-2026	-5.6%	
2021 Adult Population Age 18+	5,911	
2021 Population Male	3,913	
2021 Population Female	3,599	
2021 Households	2,852	
2021 Median Household Income	46,344	
2021 Average Household Income	59,489	

Retail Potential

Retail Potential Profile



Cushing, Oklahoma	
City Limits	
2021 Population	7,512
2026 Population	7,091
% Population Change 2010-2021	-4.1%
2021 Adult Population Age 18+	\$5,911
2021 Population Male	\$3,913
2021 Population Female	\$3,599
2021 Households	\$2,852
2021 Median Household Income	\$46,344
2021 Average Household Income	\$59,489
Clothing, Clothing Accessories Stores	\$2.93 M
Men's Clothing Stores	\$102.79 K
Women's Clothing Stores	\$449.99 K
Children's, Infants' Clothing Stores	\$195.51 K
Family Clothing Stores	\$1.2 M
Clothing Accessory Stores	\$95.71 K
Other Apparel Stores	\$146.28 K
Shoe Stores	\$496.31 K
Jewelry Stores	\$223.88 K
Luggage Stores	\$18.17 K
Furniture, Home Furnishings Stores	\$1.41 M
Furniture Stores	\$862.7 K
Floor Covering Stores	\$148.36 K
Other Home Furnishing Stores	\$400.82 K
Electronics, Appliance Stores	\$1.1 M
Gasoline Stations	\$7.35 M
Building Material, Garden Equipment, Supplies Dealers	\$3.55 M
Home Centers	\$1.67 M
Paint, Wallpaper Stores	\$121.64 K
Hardware Stores	\$152.87 K
Other Building Materials Stores	\$1.19 M
Outdoor Power Equipment Stores	\$55.1 K
Nursery, Garden Stores	\$363.94 K
Food, Beverage Stores	\$9.96 M
Grocery Stores	\$8.91 M
Convenience Stores	\$347.32 K
Meat Markets	\$102.3 K
Fish, Seafood Markets	\$37.62 K
Fruit, Vegetable Markets	\$62.54 K
Other Specialty Food Markets	\$107.44 K
Liquor Stores	\$390.01 K

Cushing, Oklahoma	
City Limits	
Health, Personal Care Stores	\$2.43 M
Pharmacy, Drug Stores	\$2.03 M
Cosmetics, Beauty Stores	\$119.07 K
Optical Goods Stores	\$135.44 K
Other Health, Personal Care Stores	\$138.69 K
Sporting Goods, Hobby, Book, Music Stores	\$1.07 M
Sporting Goods Stores	\$578.04 K
Hobby, Toy, Game Stores	\$176.37 K
Sewing, Needlecraft Stores	\$53.42 K
Musical Instrument Stores	\$51.19 K
Book Stores	\$213.07 K
General Merchandise Stores	\$9.59 M
Department Stores	\$2.43 M
Warehouse Superstores	\$6.22 M
Other General Merchandise Stores	\$933.72 K
Miscellaneous Store Retailers	\$1.29 M
Florists	\$45.09 K
Office, Stationary Stores	\$126.2 K
Gift, Souvenir Stores	\$154.01 K
Used Merchandise Stores	\$87.84 K
Pet, Pet Supply Stores	\$518.75 K
Art Dealers	\$41.67 K
Mobile Home Dealers	\$77 K
Other Miscellaneous Retail Stores	\$240.88 K
Non-Store Retailers	\$4.34 M
Mail Order, Catalog Stores	\$3.59 M
Vending Machines	\$102.33 K
Fuel Dealers	\$368.08 K
Other Direct Selling Establishments	\$279.84 K
Accommodation, Food Services	\$8.47 M
Hotels, Other Travel Accommodations	\$454.64 K
RV Parks	\$4.16 K
Rooming, Boarding Houses	\$2.85 K
Full Service Restaurants	\$4.84 M
Limited Service Restaurants	\$2.25 M
Special Food Services, Catering	\$719.13 K
Drinking Places	\$202.66 K
Motor Vehicle, Parts Dealers	\$12.86 M
New Car Dealers	\$9.87 M
Used Car Dealers	\$1.02 M
Recreational Vehicle Dealers	\$194.05 K
Motorcycle, Boat Dealers	\$432.05 K
Auto Parts, Accessories	\$807.43 K
Tire Dealers	\$539.37 K

Income Summary

Income Summary Report

Cushing, Oklahoma

City Limits

Population

Estimated Population (2021)	7,512	
Projected Population (2026)	7,091	
Census Population (2010)	7,834	
Census Population (2000)	8,318	
<i>Projected Annual Growth (2021 to 2026)</i>	-421	-1.1%
<i>Historical Annual Growth (2010 to 2021)</i>	-322	-0.4%
<i>Historical Annual Growth (2000 to 2010)</i>	-484	-0.6%

Households

Estimated Households (2021)	2,852	
Projected Households (2026)	2,726	
Census Households (2010)	2,960	
Census Households (2000)	3,073	
<i>Projected Annual Growth (2021 to 2026)</i>	-126	-0.9%
<i>Historical Annual Growth (2010 to 2021)</i>	-108	-0.3%
<i>Historical Annual Growth (2000 to 2010)</i>	-113	-0.4%

Average Household Income

Estimated Average Household Income (2021)	\$59,489	
Projected Average Household Income (2026)	\$73,587	
Census Average Household Income (2010)	\$39,481	
Census Average Household Income (2000)	\$32,500	
<i>Projected Annual Growth (2021 to 2026)</i>	\$14,098	4.7%
<i>Historical Annual Growth (2010 to 2021)</i>	\$20,008	4.6%
<i>Historical Annual Growth (2000 to 2010)</i>	\$6,981	2.1%

Median Household Income

Estimated Median Household Income (2021)	\$46,344	
Projected Median Household Income (2026)	\$52,917	
Census Median Household Income (2010)	\$33,308	
Census Median Household Income (2000)	\$26,850	
<i>Projected Annual Growth (2021 to 2026)</i>	\$6,573	2.8%
<i>Historical Annual Growth (2010 to 2021)</i>	\$13,036	3.6%
<i>Historical Annual Growth (2000 to 2010)</i>	\$6,458	2.4%

Per Capita Income

Estimated Per Capita Income (2021)	\$24,162	
Projected Per Capita Income (2026)	\$29,959	
Census Per Capita Income (2010)	\$14,922	
Census Per Capita Income (2000)	\$12,007	
<i>Projected Annual Growth (2021 to 2026)</i>	\$5,797	4.8%
<i>Historical Annual Growth (2010 to 2021)</i>	\$9,240	5.6%
<i>Historical Annual Growth (2000 to 2010)</i>	\$2,915	2.4%

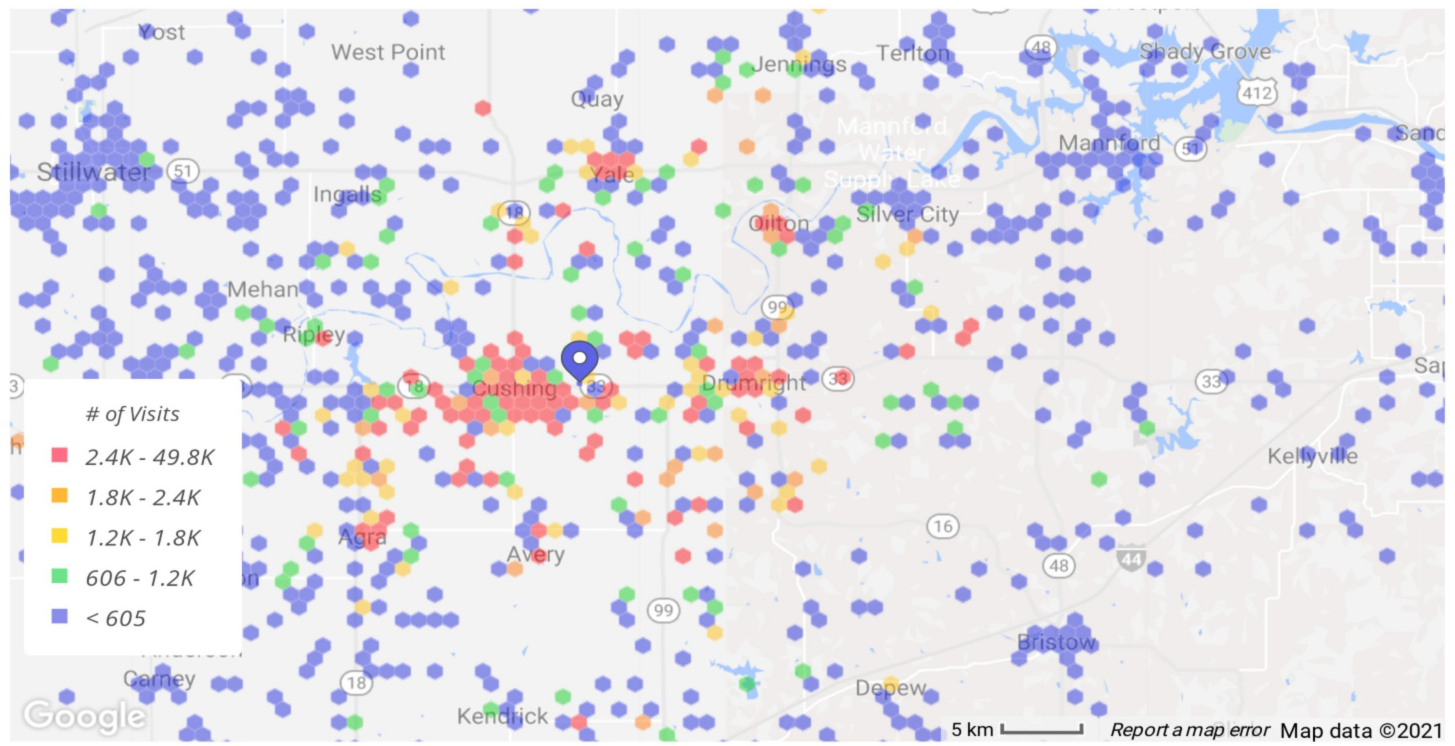
Other Income

Estimated Families (2021)	1,803	
Estimated Average Family Income (2021)	\$73,728	
Estimated Median Family Income (2021)	\$59,192	
Estimated Average Household Net Worth (2021)	\$286,652	

Consumer Information

Trade Area - Home Location

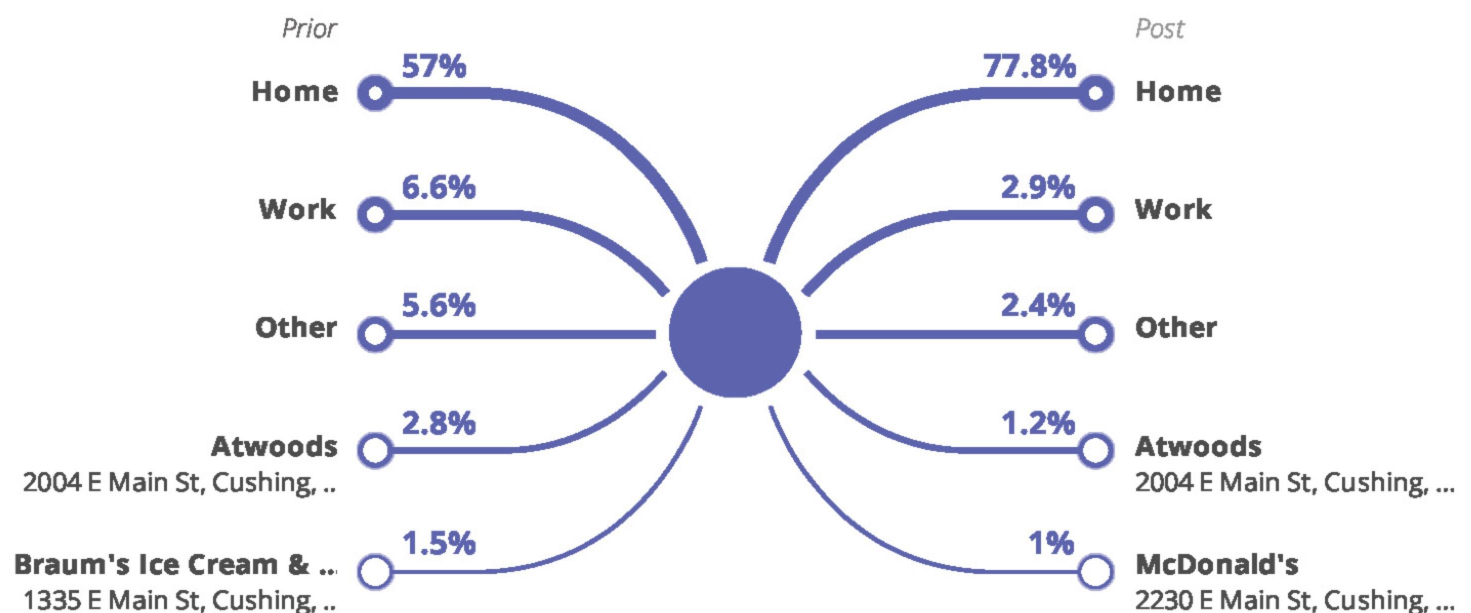
Walmart / E Main St



Unique # of Visits | Showing Home | At least 1 visit | Oct 1, 2020 - Sep 30, 2021

Customer Journey

Walmart / E Main St



Oct 1, 2020 - Sep 30, 2021

Generate From:

True Trade Area

Traffic Vol:

40 %

Traffic Vol:

60 %

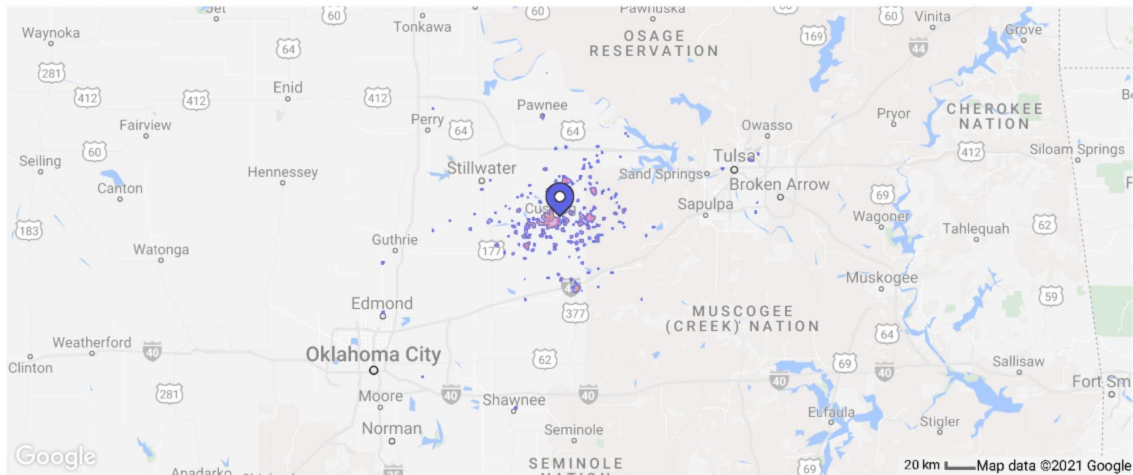
Traffic Vol:

80 %

Within:

50 mi

Allocation Type:

Weighted Centroid**Census 2017 (ACS)****40 % Traffic****60 % Traffic****80 % Traffic**

Overview									
Population	8,619			12,422			23,933		
Pop density (per sq mile)	527			520			318		
Area (based on blockgroups)	16.36...			23.87...			75.2 ...		
Households									
Households	3,247			4,751			9,085		
Family households	2,147 (66...)	100		3,094 (65...)	99		5,633 (62%)	94	
Non Family households	1,100 (33...)	99		1,657 (34...)	102		3,452 (38%)	112	
Persons per Household	2.65	98		2.61	97		2.63	97	
Gender									
Male	3,982 (46...)	94		5,815 (46...)	95		11,693 (48...)	99	
Female	4,637 (53...)	106		6,607 (53...)	105		12,240 (51...)	101	
Age									
Median Age	33.83	90		36.14	96		35.1	93	
0-18	2,364 (27...)	120		3,346 (26...)	118		5,872 (24...)	107	
18-25	689 (8%)	82		973 (7.8...)	81		2,662 (11...)	115	
25-35	1,280 (14...)	108		1,714 (13...)	101		3,403 (14...)	104	

Age									
35-45	905	(10....	83	1,404	(11....	89	2,707	(11....	89
45-55	985	(11....	85	1,420	(11....	85	2,662	(11....	83
55-65	931	(10....	85	1,364	(11%)	87	2,849	(11....	94
65+	1,465	(17%)	114	2,201	(17....	119	3,778	(15....	106
Population by Generation									
Gen Alpha & Gen Z	2,364	(27....	120	3,346	(26....	118	5,872	(24....	107
Millennials	1,969	(22....	98	2,687	(21....	92	6,065	(25....	108
Gen X	1,890	(21....	84	2,824	(22....	87	5,369	(22....	86
Baby Boomers	931	(10....	85	1,364	(11%)	87	2,849	(11....	94
Silent & Greatest	1,465	(17%)	114	2,201	(17....	119	3,778	(15....	106
Ethnicity									
White	6,864	(79....	131	9,718	(78....	129	17,022	(71....	117
Other ethnicity	1,087	(12....	379	1,719	(13....	416	3,333	(13....	419
Latino	395	(4.6....	25	541	(4.4....	24	1,577	(6.6....	36
Black	205	(2.4....	20	312	(2.5....	21	1,725	(7.2....	59
Asian	68	(0.8....	15	132	(1.1....	20	276	(1.2....	22
Household Income									
Household Average Income	\$47,6...		59	\$48,3...		60	\$53,6...		66
Average Income Per Person	\$17,9...		60	\$18,4...		62	\$20,3...		68
Household Median Income	\$39,8...		69	\$39,7...		69	\$38,9...		68
<\$10K	312	(9.6....	139	425	(8.9....	130	870	(9.6....	139
\$10K - \$15K	328	(10....	205	483	(10....	206	969	(10....	217
\$15K - \$20K	190	(5.9....	120	308	(6.5....	133	618	(6.8....	140
\$20K - \$25K	264	(8.1....	162	376	(7.9....	158	670	(7.4....	147
\$25K - \$30K	202	(6.2....	131	278	(5.9....	123	522	(5.7....	121
\$30K - \$35K	172	(5.3....	110	296	(6.2....	129	580	(6.4....	133
\$35K - \$40K	159	(4.9....	109	221	(4.7....	104	398	(4.4....	98
\$40K - \$45K	295	(9.1....	202	355	(7.5....	166	613	(6.7....	150
\$45K - \$50K	126	(3.9....	98	188	(4%)	100	370	(4.1....	103
\$50K - \$60K	274	(8.4....	110	441	(9.3....	121	779	(8.6....	111
\$60K - \$75K	289	(8.9....	90	409	(8.6....	87	823	(9.1....	92
\$75K - \$100K	340	(10....	86	509	(10....	88	760	(8.4....	68
\$100K - \$125K	184	(5.7....	66	287	(6%)	70	458	(5%)	59
\$125K - \$150K	35	(1.1....	20	66	(1.4....	26	186	(2%)	38
\$150K - \$200K	43	(1.3....	23	70	(1.5....	25	229	(2.5....	44
>\$200K	34	(1%)	17	39	(0.8....	13	240	(2.6....	42
Family Size									
2 Persons	946	(44....	102	1,390	(44....	104	2,684	(47....	110

Family Size									
3 Persons	541	(25... 	111	715	(23... 	102	1,181	(21%)	92
4 Persons	342	(15... 	82	555	(17... 	93	1,006	(17... 	92
5 Persons	199	(9.3... 	103	292	(9.4... 	105	405	(7.2... 	80
6 Persons	91	(4.2... 	123	114	(3.7... 	107	250	(4.4... 	129
7+ Persons	28	(1.3... 	60	28	(0.9... 	42	107	(1.9... 	88
Education									
Elementary	1,694	(19... 	148	2,164	(17... 	131	3,945	(16... 	124
High School Graduate	3,538	(41%)	150	4,981	(40... 	147	8,762	(36... 	134
College / Associate Degree	2,257	(26... 	90	3,512	(28... 	97	7,103	(29... 	102
Bachelor Degree	739	(8.6... 	45	1,213	(9.8... 	52	2,704	(11... 	60
Advanced Degree	390	(4.5... 	39	552	(4.4... 	39	1,419	(5.9... 	51
Labor Force									
Unemployment	652	(7.6... 	109	909	(7.3... 	106	1,731	(7.2... 	105
Marital Status									
Married	4,349	(50... 	100	6,318	(50... 	101	11,083	(46... 	92
Never Married	1,993	(23... 	70	2,984	(24%)	73	7,247	(30... 	92
Divorced	1,455	(16... 	156	1,964	(15... 	146	3,642	(15... 	140
Widowed	822	(9.5... 	165	1,156	(9.3... 	161	1,961	(8.2... 	142
Transport to Work									
Drove alone	2,633	(86... 	113	4,023	(87... 	114	7,915	(85%)	111
Carpool	298	(9.8... 	107	395	(8.6... 	94	890	(9.6... 	104
Worked at home	44	(1.4... 	31	63	(1.4... 	29	196	(2.1... 	45
Walked	39	(1.3... 	47	55	(1.2... 	44	157	(1.7... 	62
Bicycle	14	(<0... 	79	19	(<0... 	71	23	(<0... 	42
Other	11	(<0... 	29	52	(1.1... 	92	71	(0.8... 	62
Public transport			0			0	60	(0.6... 	13
Housing Units									
Occupied	3,247			4,751			9,085		
Vacant	912			1,345			1,972		
Occupied Housing Units									
Owner occupied	1,963	(60... 	95	2,809	(59... 	93	4,895	(53... 	84
Renter occupied	1,284	(39... 	109	1,942	(40... 	113	4,190	(46... 	128
Value of Owner-Occupied Housing Units									
Median house value	\$77,6...		40	\$76,9...		40	\$85,3...		44
<\$100K	1,264	(64... 	287	1,825	(65%)	290	2,867	(58... 	261
\$100K - \$200K	457	(23... 	79	694	(24... 	84	1,115	(22... 	77
\$200K - \$300K	177	(9%)	48	225	(8%)	43	574	(11... 	63

Value of Owner-Occupied Housing Units

\$300K - \$400K	16	(0.8... 7	16	(0.6... 5	241	(4.9... 45
\$400K - \$500K	8	(<0... 7	8	(<0... 5	29	(0.6... 10
\$500K - \$1000K	32	(1.6... 17	32	(1.1... 12	45	(0.9... 10
>\$1000K	9	(<0... 17	9	(<0... 12	24	(<0... 18

Types of Housing Units Structure

Single Unit	3,363	(80... 	119	4,923	(80... 	119	8,073	(73%) 	108
Multi-unit	528	(12... 	49	789	(12... 	50	2,313	(20... 	80
Mobile home	268	(6.4... 	104	370	(6.1... 	98	641	(5.8... 	93
Boat, RV, van, etc.	0		14	(<0... 	274	30	(<0... 	323	

SNAP Households

Non-snap households	2,596	(80% 92	3,830	(80... 93	7,367	(81... 93
Snap households	651	(20% 155	921	(19... 150	1,718	(18... 146

Crime Risk Profile

Cushing, Oklahoma		
City Limits		
Demographics		
Population		7,512
Census Population		7,834
Households		2,852
Average Household Income		\$59,489
Median Household Income		\$46,344
Per Capita Income		\$24,162
Total Crime		
Crime Index		123
Crime Level		Above Average
Personal Crime		
Crime Index		64
Crime Level		Below Average
Murder		
Crime Index		29
Crime Level		Very Low
Rape		
Crime Index		125
Crime Level		Above Average
Robbery		
Crime Index		22
Crime Level		Very Low
Assault		
Crime Index		72
Crime Level		Below Average
Property Crime		
Crime Index		132
Crime Level		Above Average
Burglary		
Crime Index		156
Crime Level		High Risk
Larceny		
Crime Index		127
Crime Level		Above Average
Motor Vehicle Theft		
Crime Index		118
Crime Level		Average
* Crime Index: 100 = National Average Adjusted for Population		

Void Analysis

Void Analysis



Cushing, Oklahoma City Limits	Closest Location	Locations In Cushing	Locations In Cushing
Auto Parts Tires			
NAPA		1	1
O'Reilly		1	1
Banks			
Bank of the West		1	1
Banks Minor			
Bank		3	3
Convenience Stores			
Conoco		1	1
Kum & Go		1	1
Phillips 66		2	2
Sinclair		2	2
Valero		1	1
Discount Department Stores			
Wal-Mart Supercenter		1	1
Dollar Stores			
Dollar General		2	2
Dollar Tree		1	1
Drug Stores			
Walgreens		1	1
Education			
Day Care		5	5
High School		1	1
PK - 8		4	4
Health Care			
Cardiovascular Disease		1	1
Certified Registered Nurse Anesthetist		1	1
Chiropractic		2	2
Clinical Social Worker		1	1
Emergency Medicine		1	1
Family Practice		5	5
Internal Medicine		2	2
Nurse Practitioner		5	5
Ophthalmology		1	1
Optometry		1	1
Physical Therapy		1	1
Physician Assistant		1	1

Void Analysis



Cushing, Oklahoma		Closest Location	Locations In Cushing	Locations In Cushing
City Limits				
Urology			1	1
Home Improvement				
Sherwin-Williams			1	1
True Value			1	1
Hotels				
Best Western Plus			1	1
Restaurants Fast Food Major				
KFC			1	1
McDonald's			1	1
Sonic			1	1
Taco Bell			1	1
Restaurants Ice Cream Smoothie				
Braum's			1	1
Restaurants Pizza				
Pizza Hut			1	1
Restaurants Sandwich				
Subway			1	1
Wireless Stores				
Cricket			1	1
Worship				
Baptist			2	2



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:

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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.