



Attracting Retail

How GIS is Used to Recruit New Retail to Oklahoma City

Eric Long

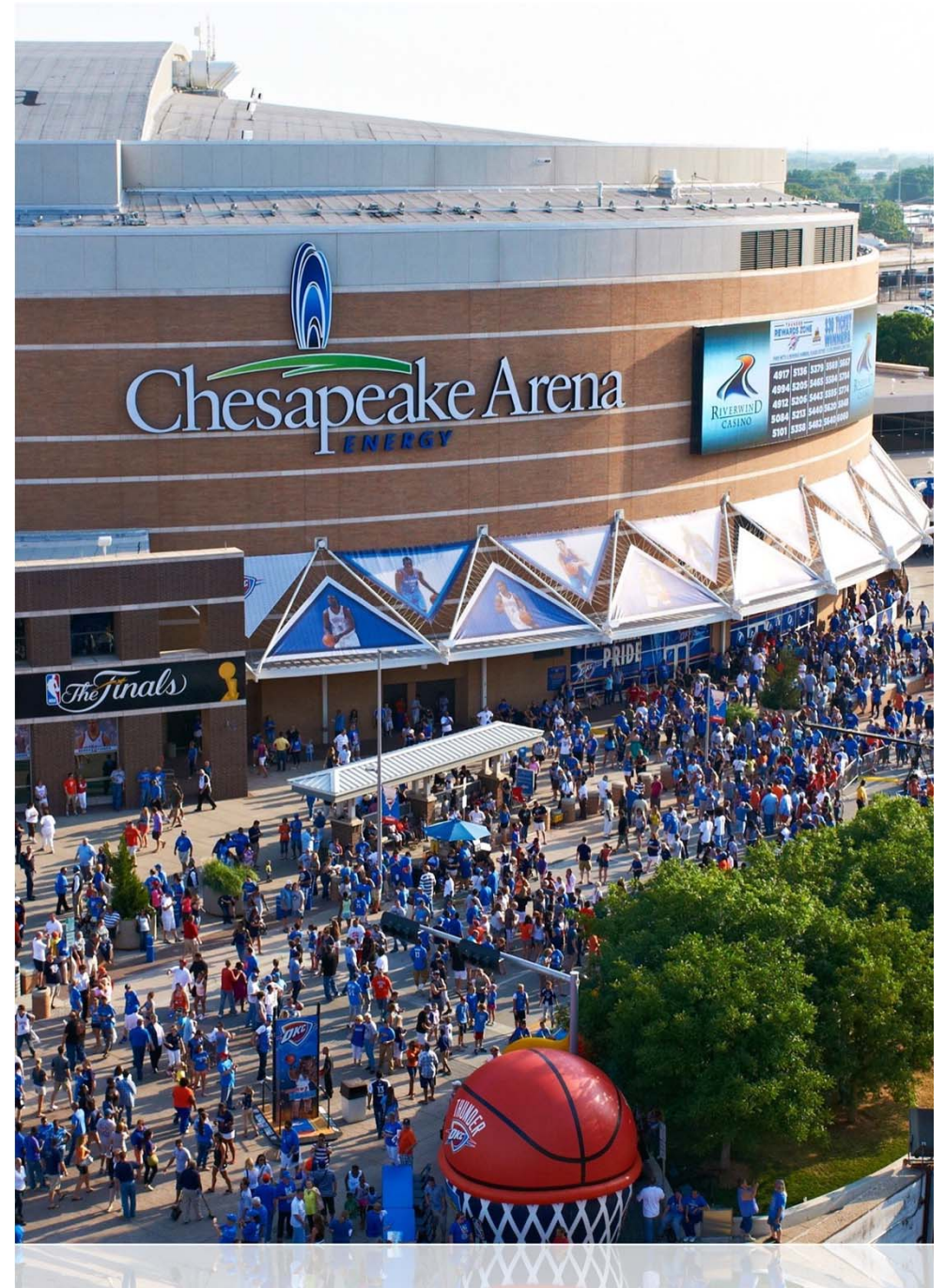
Research Economist

Taylor Hatchett

GIS Research Analyst

Overview

- Overview of The Greater Oklahoma City Chamber and the Economic Development division
- Tools Used For Retail Recruitment
- Examples of new/upcoming retail (TopGolf, Whole Foods, Cabela's)
- Wrap-up / Q&A



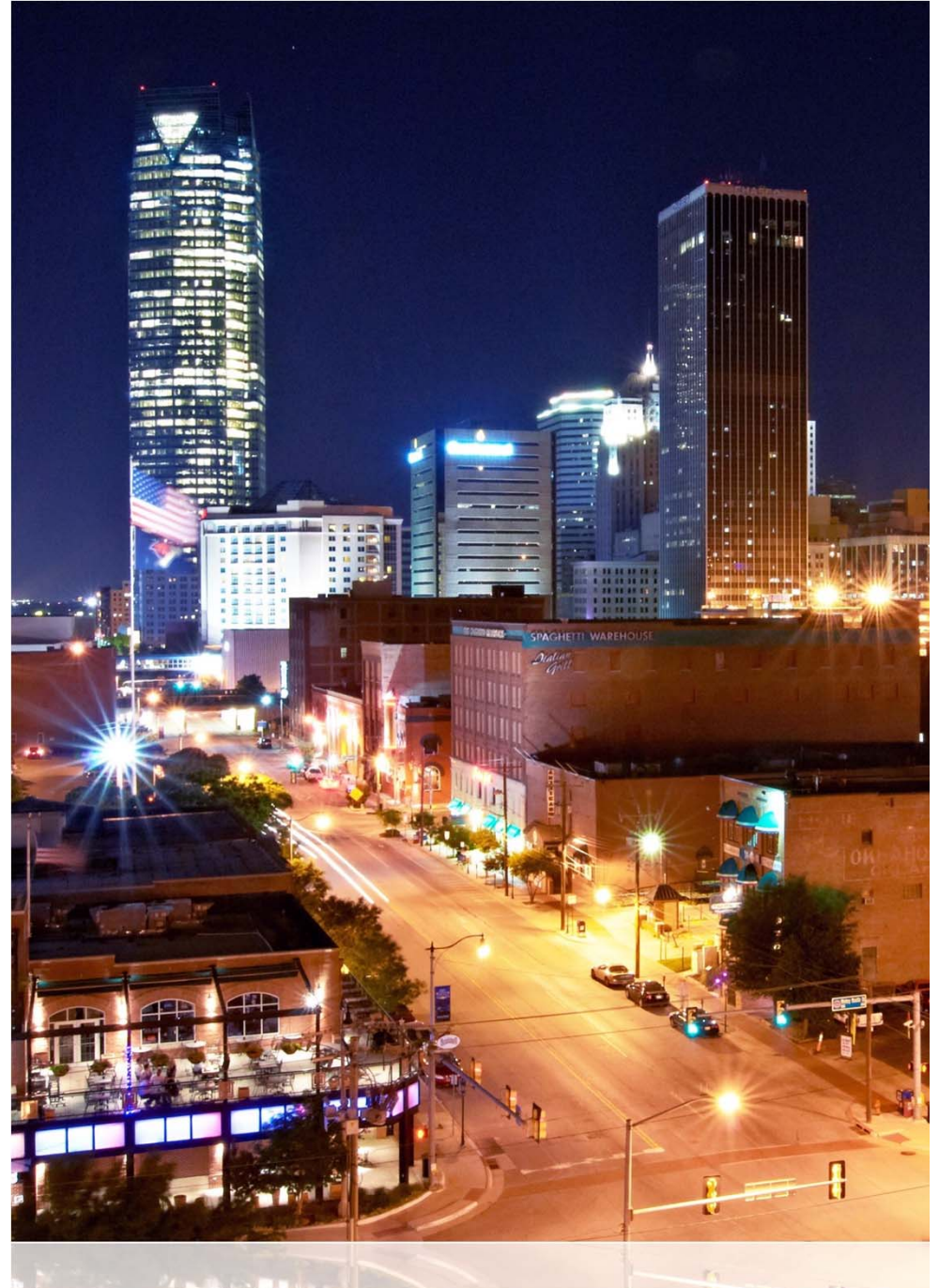
What We Do

- Economic Development
- Education and Workforce Development
- Government Relations
- Marketing
- Membership
- Tourism



Economic Development

- Business Retention and Expansion
- Business Recruitment
- Business Research
- Retail Recruitment



Tools Used For Retail Recruitment

Public-Facing Tools

Intelligence Components

GREATER OKLAHOMA CITY
A BETTER LIVING. A BETTER LIFE.

REGIONAL DATA

INTERESTS: Expansion & Relocation Properties Data Center Maps Industries Quality of Life

ROLES: Site Selector International Business Existing Business Partners Media

Intelligence Components

Select City, County, or Metro

< Demographic Data Consumer Expenses Labor Force >

Greater Oklahoma City

- Population
- Age Distribution
- Race Distribution
- Households
- Household Income Distribution
- Labor Force Status
- Total Number of Housing
- Education Attainment
- Size of Household

Data Source: Applied Geographic Solutions, 2014

Powered by GISPlanning

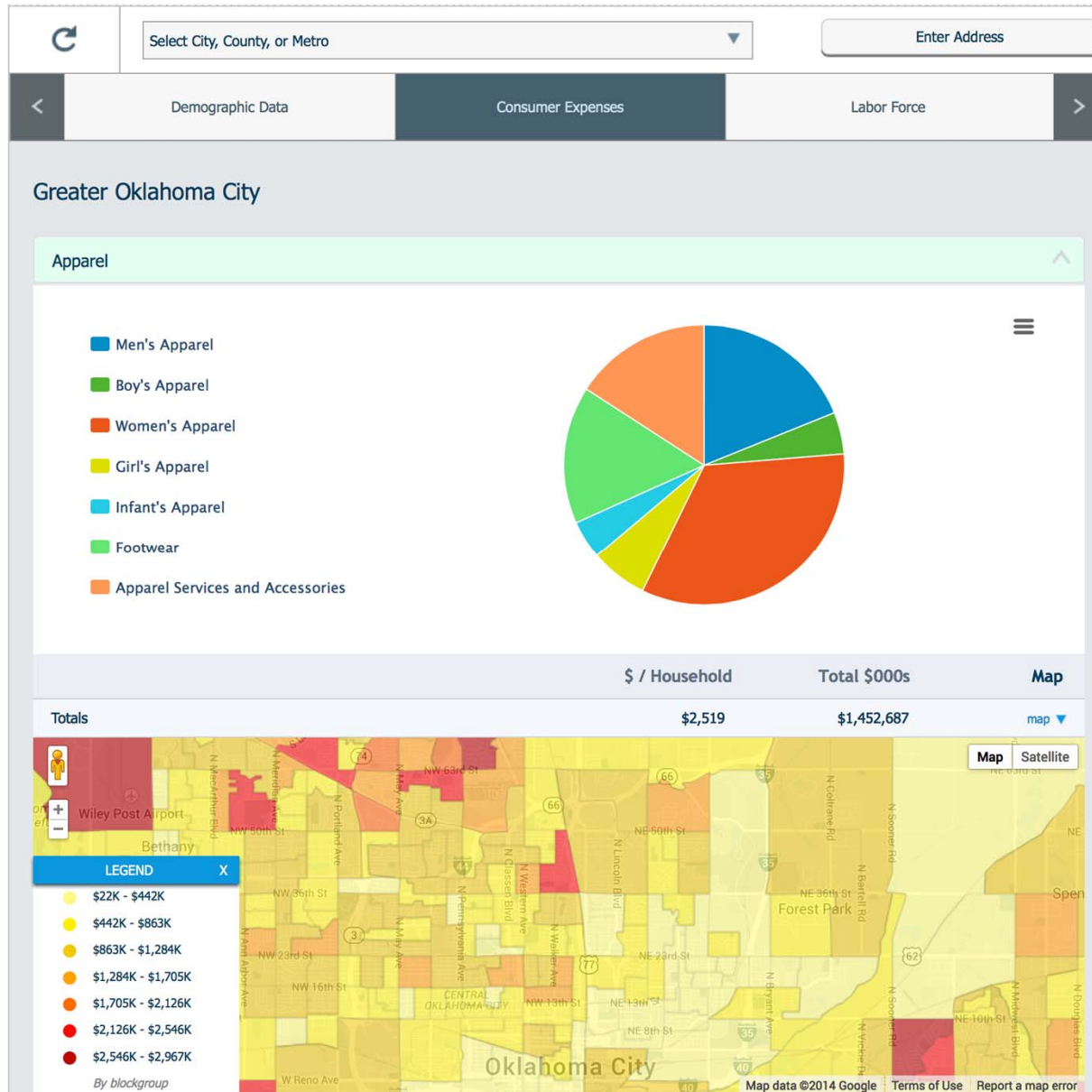
Public-Facing Tools

Intelligence Components Demographics



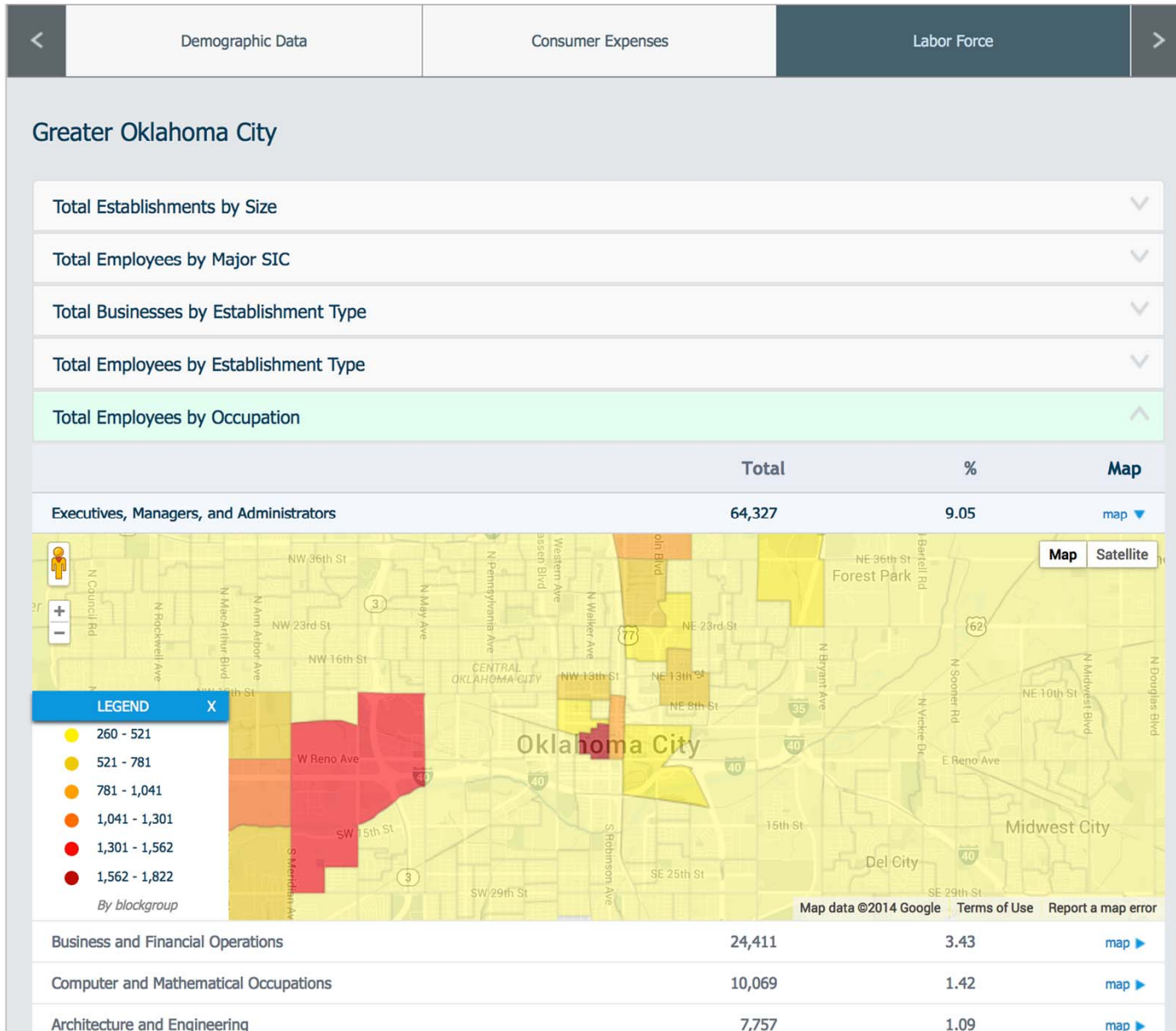
Public-Facing Tools

Intelligence Components Consumer Expenses



Public-Facing Tools

Intelligence Components Labor Force



Public-Facing Tools

OKCEDIS

RESULTS [Refine Search](#) Viewing 1-9 of 1702 Pages 1 | 2 | 3 | 4 of 190

[Print](#) [Sort by](#) [Export](#) [Advanced](#)

<p>401 S EAGLE LN Address: 401 S Eagle Ln City: Oklahoma City County: Oklahoma County Zip Code: 73127 Type: Industrial Min Size: 9,100 sqft Max Size: 9,100 sqft For Sale: yes</p>	<p>2709 BART CONNER CT Address: 2709 Bart Conner... City: Norman County: Cleveland County Zip Code: 73072 Type: Industrial Min Size: 1,375 sqft Max Size: 1,375 sqft</p>	<p>1804 LINWOOD BLVD Address: 1804 Linwood Blvd City: Oklahoma City County: Oklahoma County Zip Code: 73106 Type: Retail Min Size: 4,674 sqft Max Size: 4,674 sqft For Lease: yes</p>	<p>3810 N TULSA AVE Address: 3810 N Tulsa Ave City: Oklahoma City County: Oklahoma County Zip Code: 73112 Type: Industrial Min Size: 54,080 sqft Max Size: 54,080 sqft For Sale: yes</p>	<p>116 E 5TH ST Address: 116 E 5th St City: Edmond County: Oklahoma Count Zip Code: 73034 Type: Office Min Size: 0 sqft Max Size: 0 sqft For Lease: yes</p>

Public-Facing Tools

OKCLBI Oklahoma City Local Business Intelligence

Select one of the options below to start your analysis.



Business & Industry Analysis

Compare your business to your industry competitors.

Select



Advertising Analysis

Find best places to target your next adve campaign.

Select



Competitive Intelligence

Map your competitors, customers, and suppliers.

Select



Demographic Analysis

Get information about who lives and wo your area.

Select

Start Over

Business

Advertising

Competition

Demographics

YOUR DATA

Oklahoma City, OK
Coffee Shops

Modify

HELP

How it works?



Competition

Map your competitors, customers, and suppliers.

Map your competitors, customers and suppliers in the Coffee Shops industry around Oklahoma City, OK



Competitors

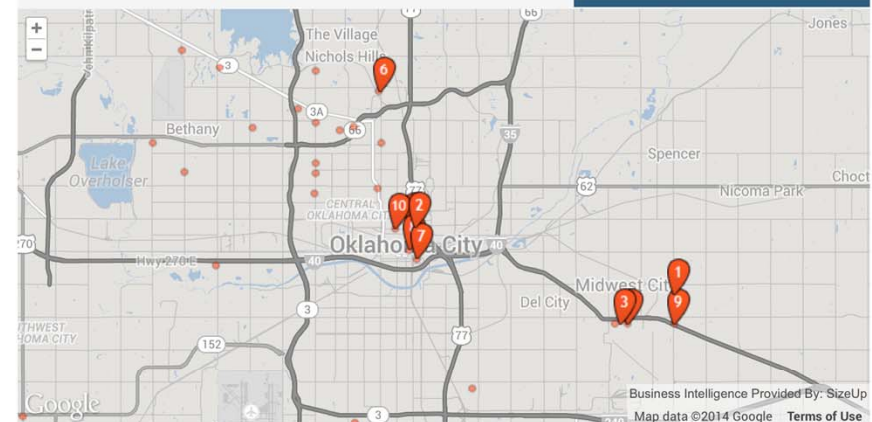
Sell to other businesses?

Buy from other businesses?

Add additional categories of businesses that compete with you:

Add customers and suppliers using the tabs above.

Consumer Expenditures



- 1 **Underground Coffee**
1621 S Douglas Blvd # C, Oklahoma City, OK, 73130
- 2 **Java Dave's Downtown**
10 Ne 10Th St, Oklahoma City, OK, 73104
- 3 **Starbucks**
7203 Se 29Th St, Oklahoma City, OK, 73110
- 4 **Starbucks**
7305 Se 29Th St, Oklahoma City, OK, 73110
- 5 **Coffee Singers Roasters**

Tools Used Internally

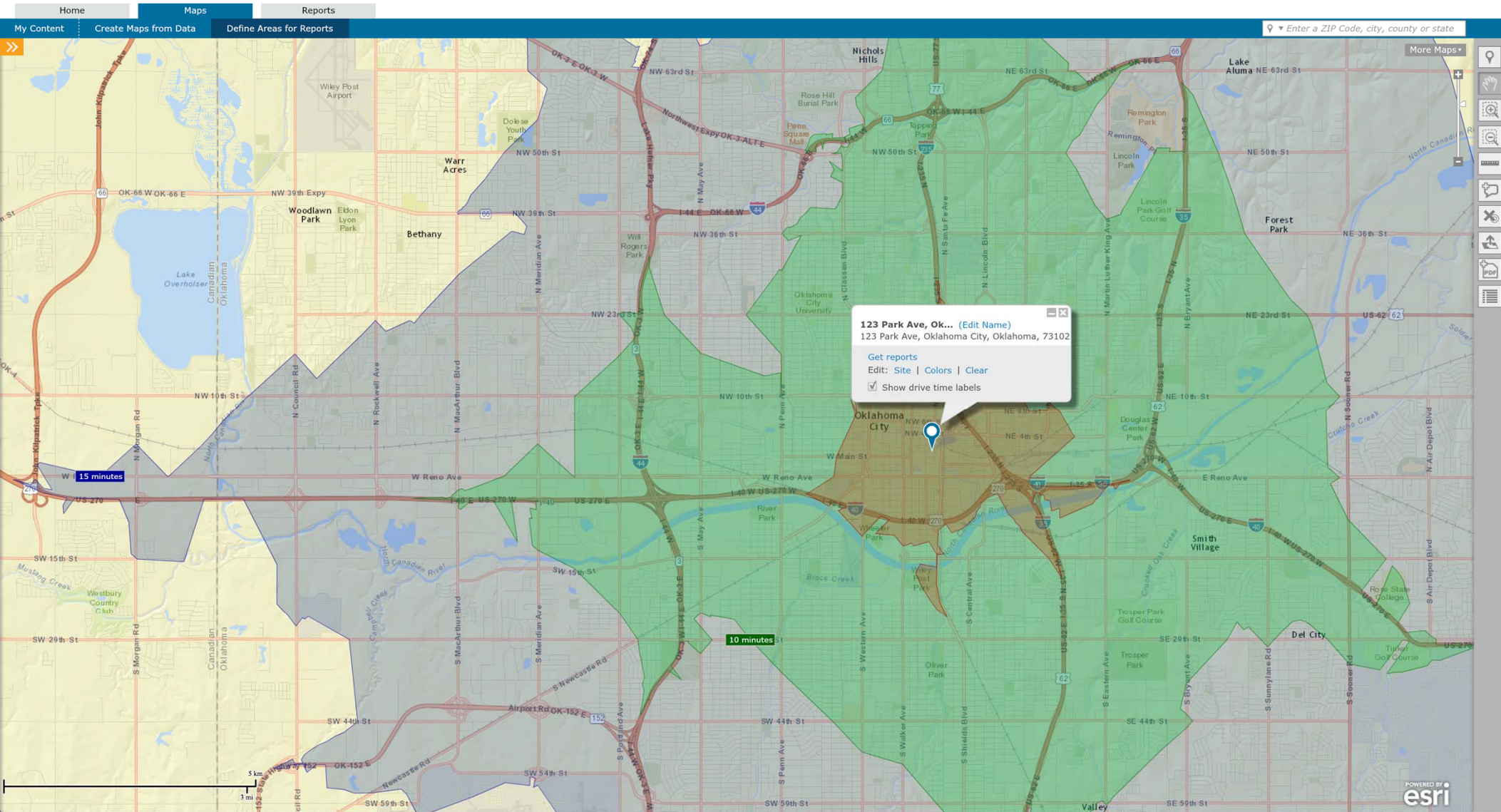
ESRI BAO Business Analyst Online

Esri Business Analyst Online

The screenshot displays the Esri Business Analyst Online interface. At the top, there are navigation tabs for 'Home', 'Maps', and 'Reports'. Below these are options for 'My Content', 'Create Maps from Data', and 'Define Areas for Reports'. A search bar at the top right prompts the user to 'Enter a ZIP Code, city, county or state'. The main area is a detailed map of Oklahoma City, showing a grid of streets, major highways (I-40, I-240, I-35, I-75), and landmarks like the Oklahoma River and various hospitals. A vertical toolbar on the right side contains icons for map navigation and analysis. The interface is clean and professional, typical of a business analytics tool.

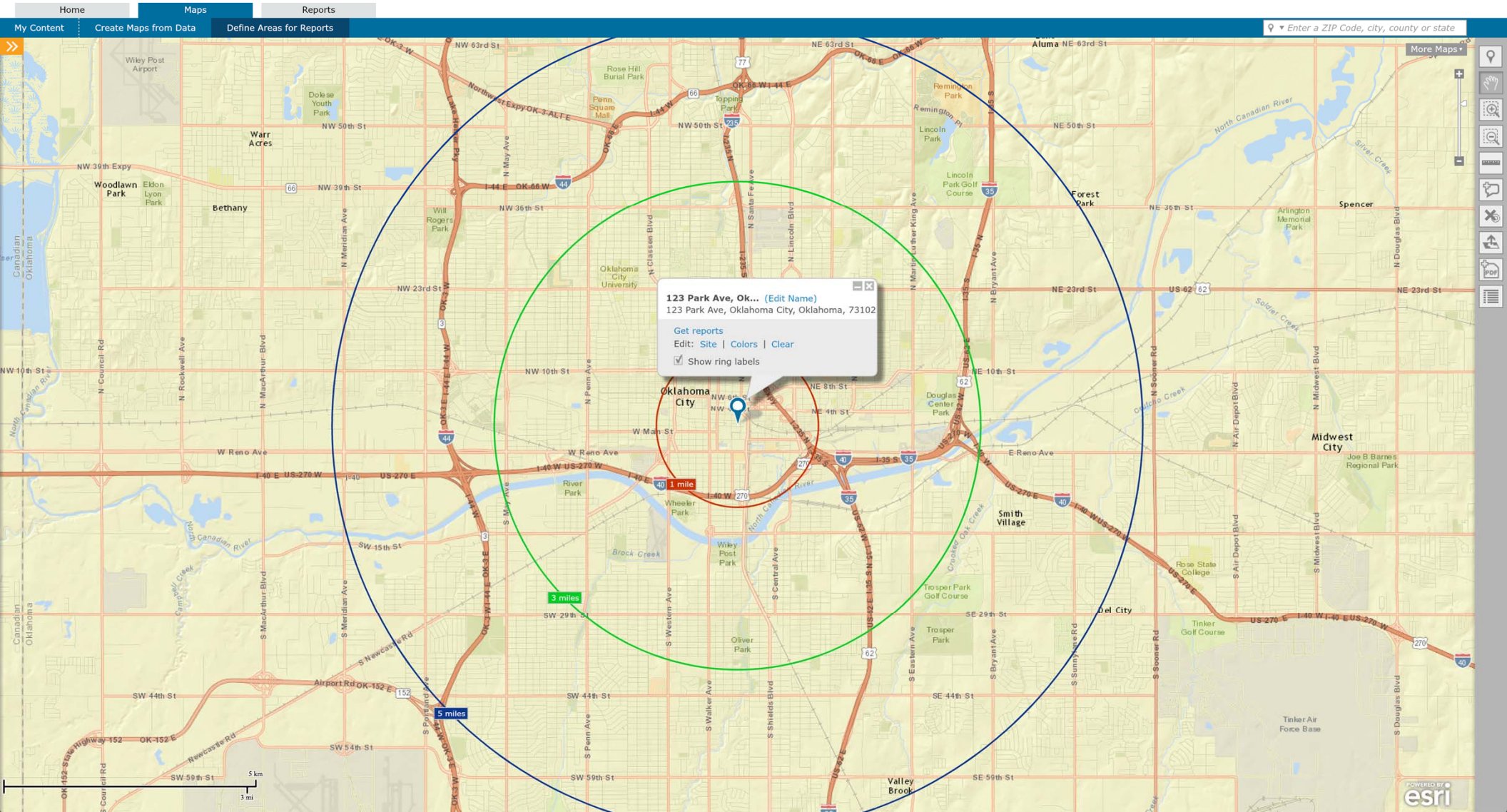
Tools Used Internally

ESRI BAO Drive Time Analysis



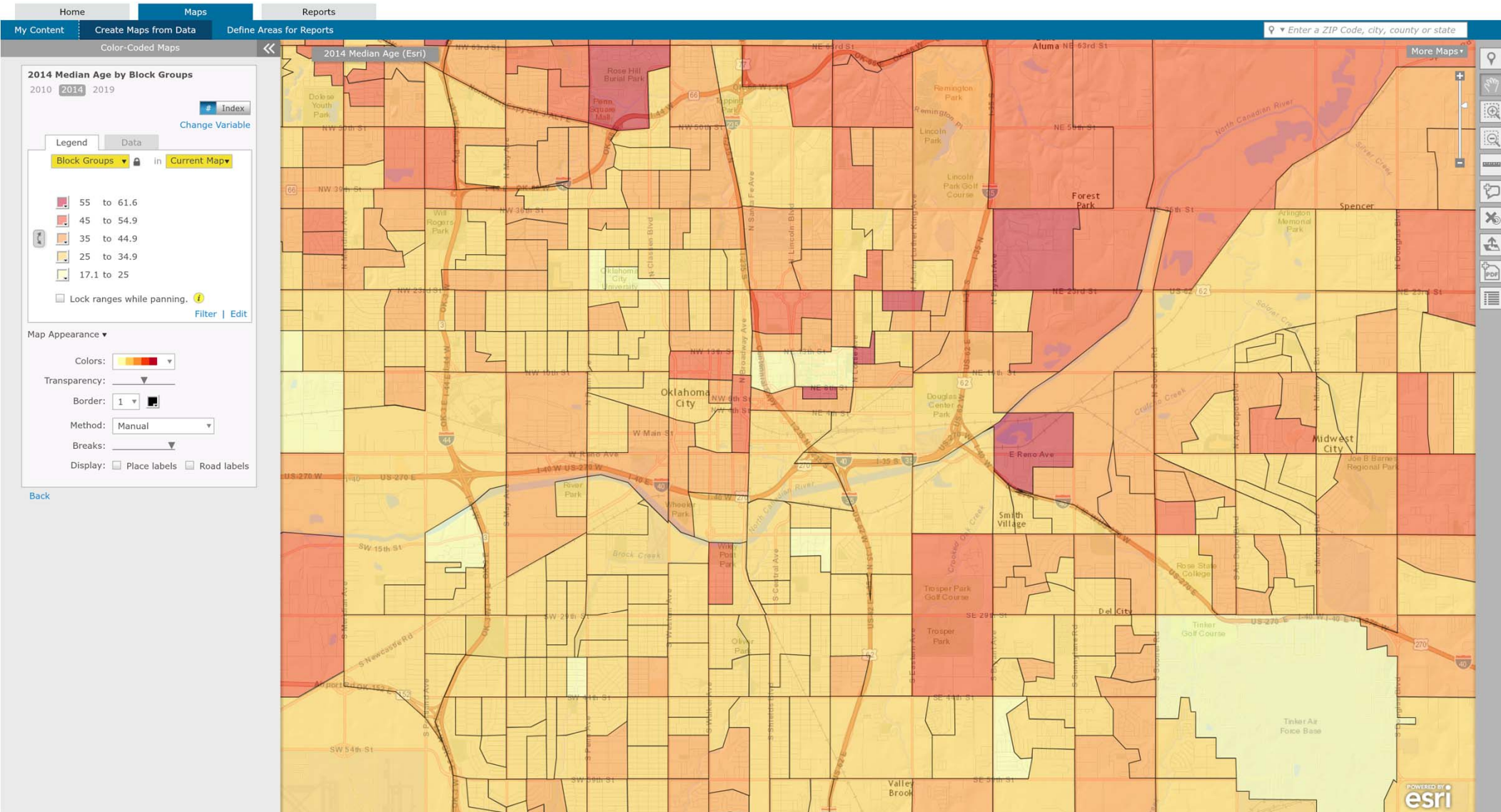
Tools Used Internally

ESRI BAO Ring Analysis



Tools Used Internally

ESRI BAO Color-Coded Maps



Tools Used Internally

ESRI BAO Custom Polygons

Home Maps Reports

My Content Create Maps from Data Define Areas for Reports

Draw Polygon

1 Click on a button to begin drawing.

Polygon Freehand

Fill: Border:

Edit Clear Last

2 Your site has been saved. What do you want to do next?

Get Reports Organize Sites

Freehand Polygon (Edit Name)
Area: 6.22 square miles
Get reports
Edit: Site | Colors | Clear

Oklahoma City

esri

Tools Used Internally

ESRI BAO Business and Facilities Search

The screenshot displays the ESRI Business and Facilities Search interface. The main map shows Oklahoma City with a red-shaded search area and several blue location pins. The left sidebar contains the following filters:

- Search results for "" (55 of 55)**
 - Refine your results
 - By keywords: Search within results
 - Search Extent: Freehand Polygon
- Business Name**
 - Family Dollar Stores (3)
 - Duncan Textile Inc (1)
 - A Date With Iris (1)
 - The Brew Shop (1)
 - more...
- ZIP Code**
 - 73106 (16)
 - 73112 (10)
 - 73118 (10)
 - 73103 (9)
 - more...
- City**
 - Oklahoma City (55)
- State**
 - Oklahoma (55)
- NAICS Code**
 - ALL OTHER MISCELLANE... (14)
 - USED MERCHANDISE ST... (7)
 - ALL OTHER GENERAL ME... (6)
 - OTHER DIRECT SELLING... (6)
 - more...
- SIC Code**
 - MISCELLANEOUS RETAI... (7)
 - VARIETY STORES (5)
 - ANTIQUES (4)
 - FLOWERS FRESH (4)
 - more...
- Number of Employees**

At the bottom of the sidebar are buttons for "Export to Excel", "Back", and "Next". The top navigation bar includes "Home", "Maps", and "Reports". The top right of the map interface has a search bar with the text "Enter a ZIP Code, city, county or state" and a "More Maps" button. The bottom right corner features the ESRI logo.

Tools Used Internally

ESRI BAO Custom Reports



Retail Market Potential

Freehand Polygon
Area: 6.22 square miles

Prepared by the Greater OKC Chamber
Latitude: 35.49819829
Longitude: -97.5338343

Demographic Summary	2014	2019
Population	27,689	29,243
Population 18+	22,150	23,423
Households	12,521	13,248
Median Household Income	\$36,123	\$42,669

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	10,707	48.3%	100
Bought any women's clothing in last 12 months	9,946	44.9%	100
Bought clothing for child <13 years in last 6 months	5,205	23.5%	84
Bought any shoes in last 12 months	12,194	55.1%	101
Bought costume jewelry in last 12 months	4,493	20.3%	101
Bought any fine jewelry in last 12 months	3,956	17.9%	92
Bought a watch in last 12 months	2,299	10.4%	90
Automobiles (Households)			
HH owns/leases any vehicle	10,392	83.0%	98
HH bought/leased new vehicle last 12 mo	942	7.5%	87
Automotive Aftermarket (Adults)			
Bought gas/oil in last 6 months	18,359	82.9%	97
Bought/changed motor oil in last 12 months	10,630	48.0%	97
Had tune-up in last 12 months	6,994	31.6%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	13,907	62.8%	96
Drank regular cola in last 6 months	10,237	46.2%	101
Drank beer/ale in last 6 months	10,162	45.9%	108
Cameras (Adults)			
Own digital point & shoot camera	6,504	29.4%	91
Own digital single-lens reflex (SLR) camera	2,345	10.6%	123
Bought any camera in last 12 months	1,501	6.8%	94
Bought memory card for camera in last 12 months	1,232	5.6%	97
Printed digital photos in last 12 months	513	2.3%	69
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	8,432	38.1%	104
Have a smartphone	11,803	53.3%	109
Have an iPhone	4,446	20.1%	108
Number of cell phones in household: 1	4,950	39.5%	123
Number of cell phones in household: 2	4,699	37.5%	102
Number of cell phones in household: 3+	2,133	17.0%	68
HH has cell phone only (no landline telephone)	6,783	54.2%	143
Computers (Households)			
HH owns a computer	9,442	75.4%	99
HH owns desktop computer	5,332	42.6%	88
HH owns laptop/notebook	6,499	51.9%	102
Spent <\$500 on most recent home computer	1,838	14.7%	104
Spent \$500-\$999 on most recent home computer	2,527	20.2%	100
Spent \$1,000-\$1,499 on most recent home computer	1,444	11.5%	115
Spent \$1,500-\$1,999 on most recent home computer	675	5.4%	117
Spent \$2,000+ on most recent home computer	624	5.0%	129

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensity to use various products and services, applied to local demographic composition. Usage data were collected by GFK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2014 and 2019.



Retail MarketPlace Profile

Freehand Polygon
Area: 6.22 square miles

Prepared by the Greater OKC Chamber
Latitude: 35.49819829
Longitude: -97.5338343

Summary Demographics	2014 Population	2014 Households	2014 Median Disposable Income	2014 Per Capita Income
	27,689	12,521	\$31,239	\$24,908

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade	44-45	\$281,198,057	\$239,602,785	\$41,595,272	8.0	218
Total Retail Trade	44-45	\$250,874,475	\$201,265,419	\$49,609,056	11.0	162
Total Food & Drink	722	\$30,323,582	\$38,337,366	-\$8,013,784	-11.7	55

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$52,100,768	\$61,028,031	-\$8,927,263	-7.9	13
Automobile Dealers	4411	\$46,161,196	\$37,368,117	\$8,793,079	10.5	4
Other Motor Vehicle Dealers	4412	\$2,557,329	\$199,955	\$2,357,374	85.5	1
Auto Parts, Accessories & Tire Stores	4413	\$3,382,242	\$23,599,959	-\$20,077,717	-74.8	9
Furniture & Home Furnishings Stores	442	\$5,416,190	\$4,376,696	\$1,039,494	10.6	6
Furniture Stores	4421	\$3,373,561	\$2,015,927	\$1,357,634	25.2	2
Home Furnishings Stores	4422	\$2,042,629	\$2,360,769	-\$318,140	-7.2	5
Electronics & Appliance Stores	443	\$7,677,917	\$4,256,004	\$3,421,913	28.7	6
Big Box Materials, Garden Equip. & Supply Stores	444	\$8,359,697	\$12,506,117	-\$4,246,420	-20.3	9
Big Material & Supplies Dealers	4441	\$6,929,570	\$12,421,176	-\$5,491,606	-28.4	8
Lawn & Garden Equip & Supply Stores	4442	\$1,430,127	\$184,941	\$1,245,186	77.1	1
Food & Beverage Stores	445	\$29,490,126	\$70,587,583	-\$41,097,457	-41.1	38
Grocery Stores	4451	\$25,835,127	\$65,083,906	-\$39,248,779	-43.2	26
Specialty Food Stores	4452	\$841,923	\$489,759	\$352,164	26.4	6
Beer, Wine & Liquor Stores	4453	\$2,813,075	\$5,013,918	-\$2,200,843	-28.1	6
Health & Personal Care Stores	446,4461	\$21,175,825	\$29,407,655	-\$8,231,830	-16.3	3
Gasoline Stations	447,4471	\$27,504,615	\$1,900,246	\$25,604,369	87.1	12
Clothing & Clothing Accessories Stores	448	\$15,045,929	\$8,461,857	\$6,584,072	28.0	20
Clothing Stores	4481	\$10,824,633	\$5,387,930	\$5,436,703	33.5	12
Shoe Stores	4482	\$1,991,700	\$987,460	\$1,004,240	33.7	3
Jewelry, Luggage & Leather Goods Stores	4483	\$2,229,597	\$2,086,468	\$143,129	3.3	5
Sporting Goods, Hobby, Book & Music Stores	451	\$5,613,424	\$2,130,701	\$3,482,723	45.0	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,297,298	\$2,004,284	\$2,293,014	36.4	6
Book, Periodical & Music Stores	4512	\$1,316,126	\$126,417	\$1,189,709	82.5	2
General Merchandise Stores	452	\$63,834,375	\$3,155,254	\$60,679,121	90.6	5
Department Stores Excluding Leased Depts.	4521	\$17,632,616	\$2,976,404	\$14,656,212	71.1	3
Other General Merchandise Stores	4529	\$46,201,759	\$1,178,850	\$45,022,909	99.2	2
Miscellaneous Store Retailers	453	\$8,256,468	\$2,788,444	\$5,468,024	49.5	32
Florists	4531	\$244,039	\$588,641	-\$344,602	-41.4	7
Office Supplies, Stationery & Gift Stores	4532	\$2,931,131	\$241,207	\$2,689,924	84.8	4
Used Merchandise Stores	4533	\$571,833	\$945,451	-\$373,618	-24.6	6
Other Miscellaneous Store Retailers	4539	\$4,509,466	\$1,013,145	\$3,496,321	63.3	7
Nonstore Retailers	454	\$6,399,142	\$566,830	\$5,832,312	83.7	8
Electronic Shopping & Mail-Order Houses	4541	\$3,825,585	\$0	\$3,825,585	100.0	0
Vending Machine Operators	4542	\$712,801	\$257,823	\$454,978	46.9	2
Direct Selling Establishments	4543	\$1,860,756	\$302,000	\$1,558,756	72.1	6
Food Services & Drinking Places	722	\$30,323,582	\$38,337,366	-\$8,013,784	-11.7	55
Full-Service Restaurants	7221	\$11,514,672	\$5,955,854	\$5,558,818	31.8	21
Limited-Service Eating Places	7222	\$16,626,950	\$30,081,047	-\$13,454,097	-28.8	24
Special Food Services	7223	\$1,018,183	\$998,100	\$80,083	4.1	3
Drinking Places - Alcoholic Beverages	7224	\$1,163,777	\$1,362,365	-\$198,588	-7.9	7

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from -100 (total leakage) to +100 (total surplus). A positive value represents "leakage" of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/dnary/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Dun & Bradstreet. Copyright 2014 Dun & Bradstreet, Inc. All rights reserved.

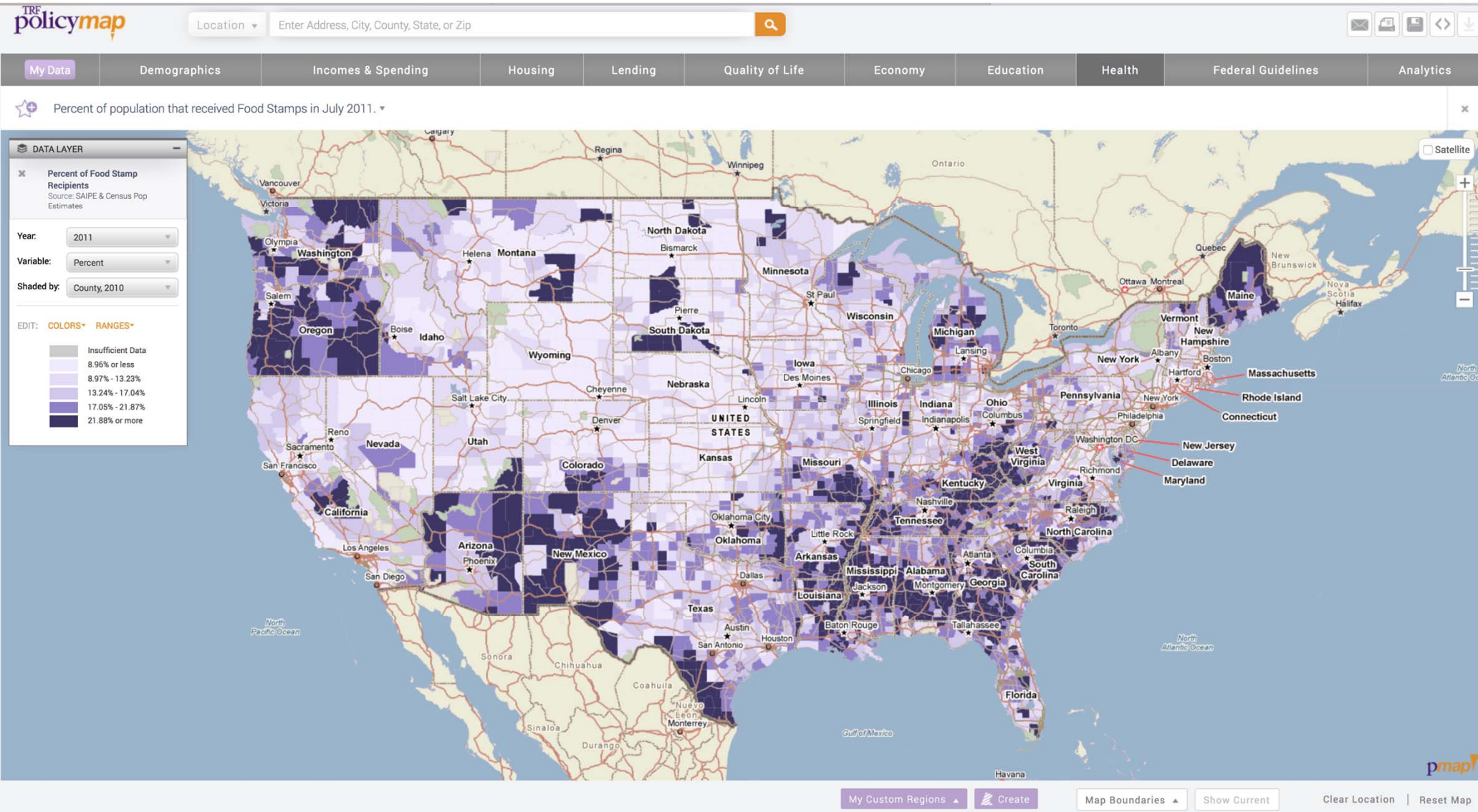
Tools Used Internally

PolicyMap

The screenshot displays the PolicyMap web application interface. At the top left is the TRF policymap logo. A search bar with a dropdown menu labeled 'Location' and a search icon is positioned next to it. To the right of the search bar are several utility icons: an envelope, a printer, a download icon, a left arrow, and a right arrow. Below the search bar is a horizontal navigation menu with tabs for 'My Data', 'Demographics', 'Incomes & Spending', 'Housing', 'Lending', 'Quality of Life', 'Economy', 'Education', 'Health', 'Federal Guidelines', and 'Analytics'. The main area of the interface is a map of the United States, showing state boundaries and major cities. A 'Satellite' button is located in the top right corner of the map area. At the bottom of the interface, there are several buttons: 'My Custom Regions' with a dropdown arrow, a 'Create' button with a pencil icon, 'Map Boundaries' with a dropdown arrow, 'Show Current', 'Clear Location', and 'Reset Map'.

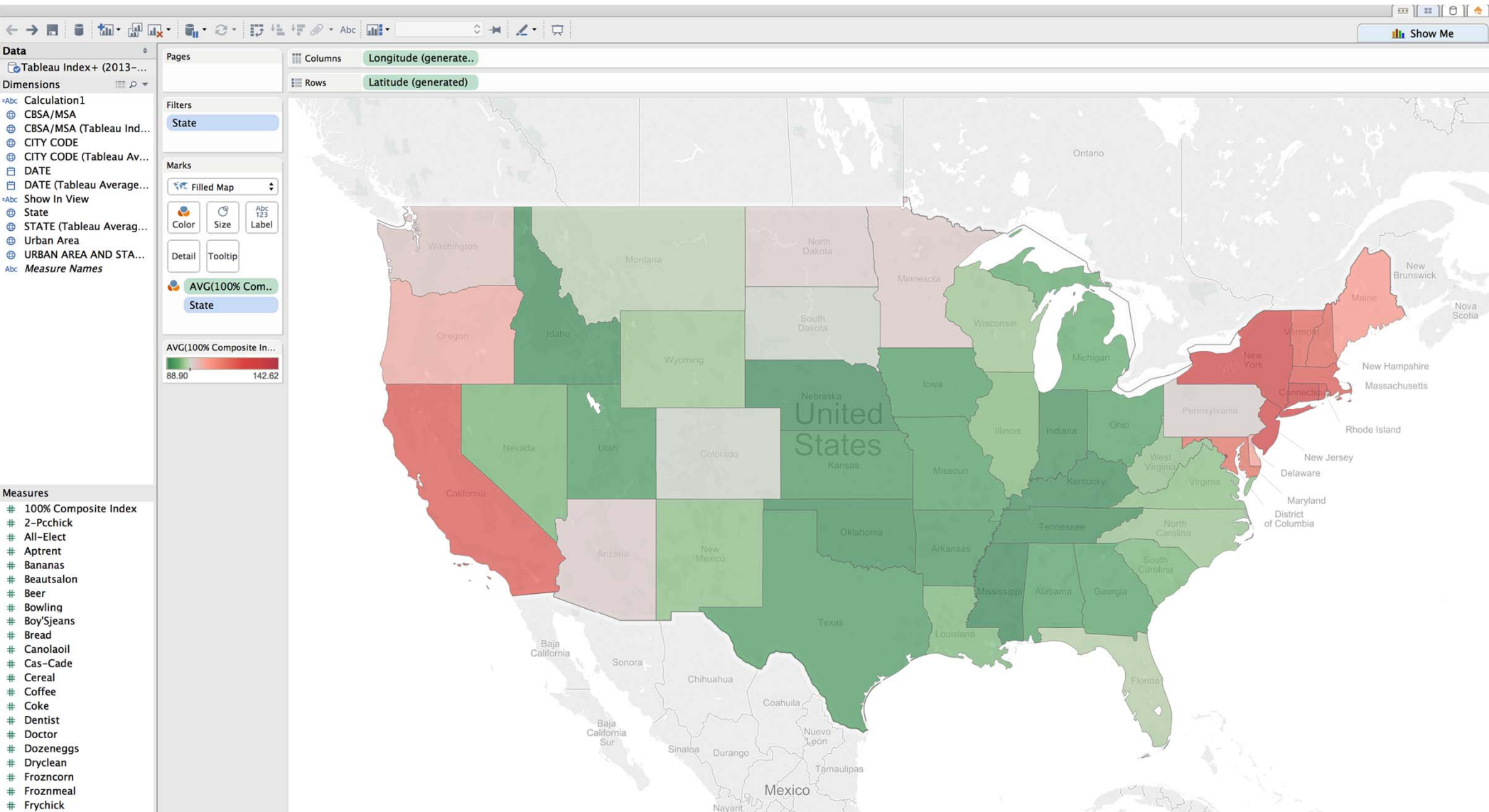
Tools Used Internally

PolicyMap Health Data



Tools Used Internally

Tableau Desktop/Public



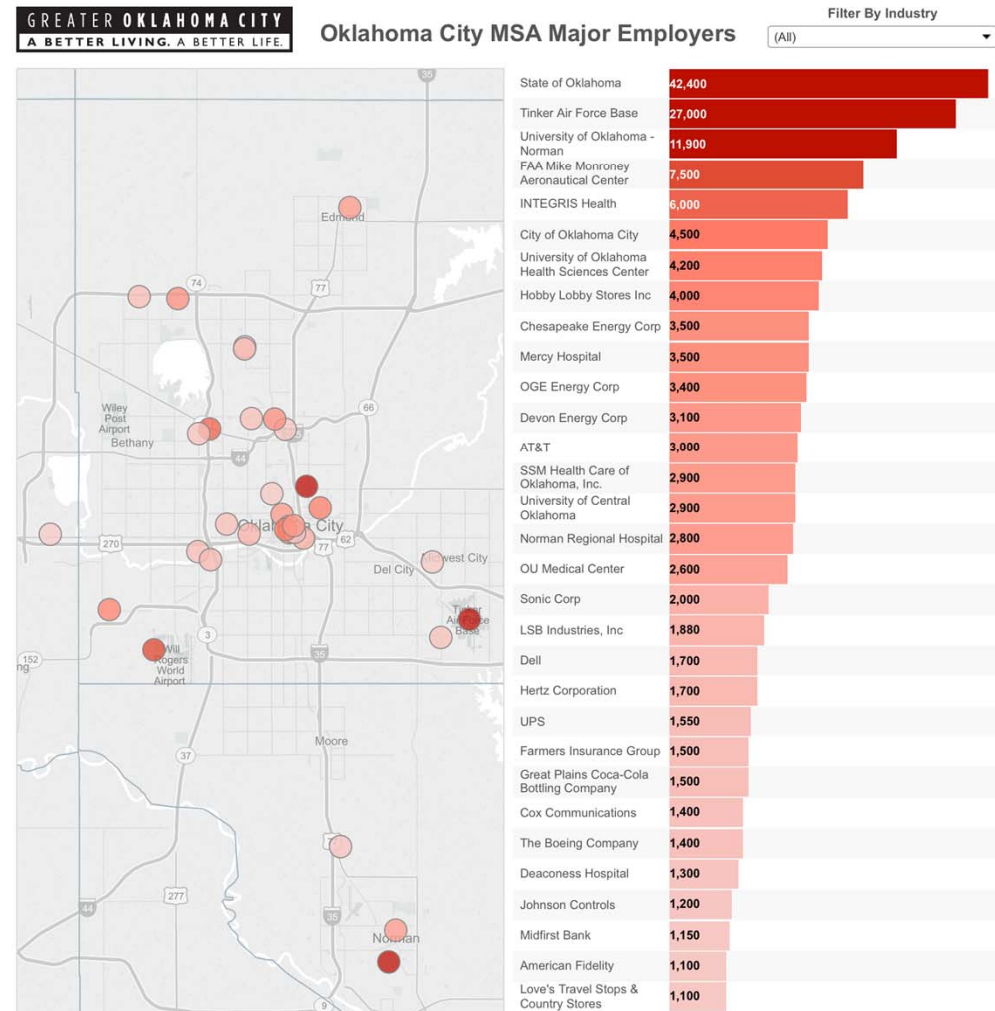
Tools Used Internally

Tableau Publish to Public

INTERESTS: Expansion & Relocation Properties Data Center Maps Industries Quality of Life

ROLES: Site Selector International Business Existing Business Partners Media

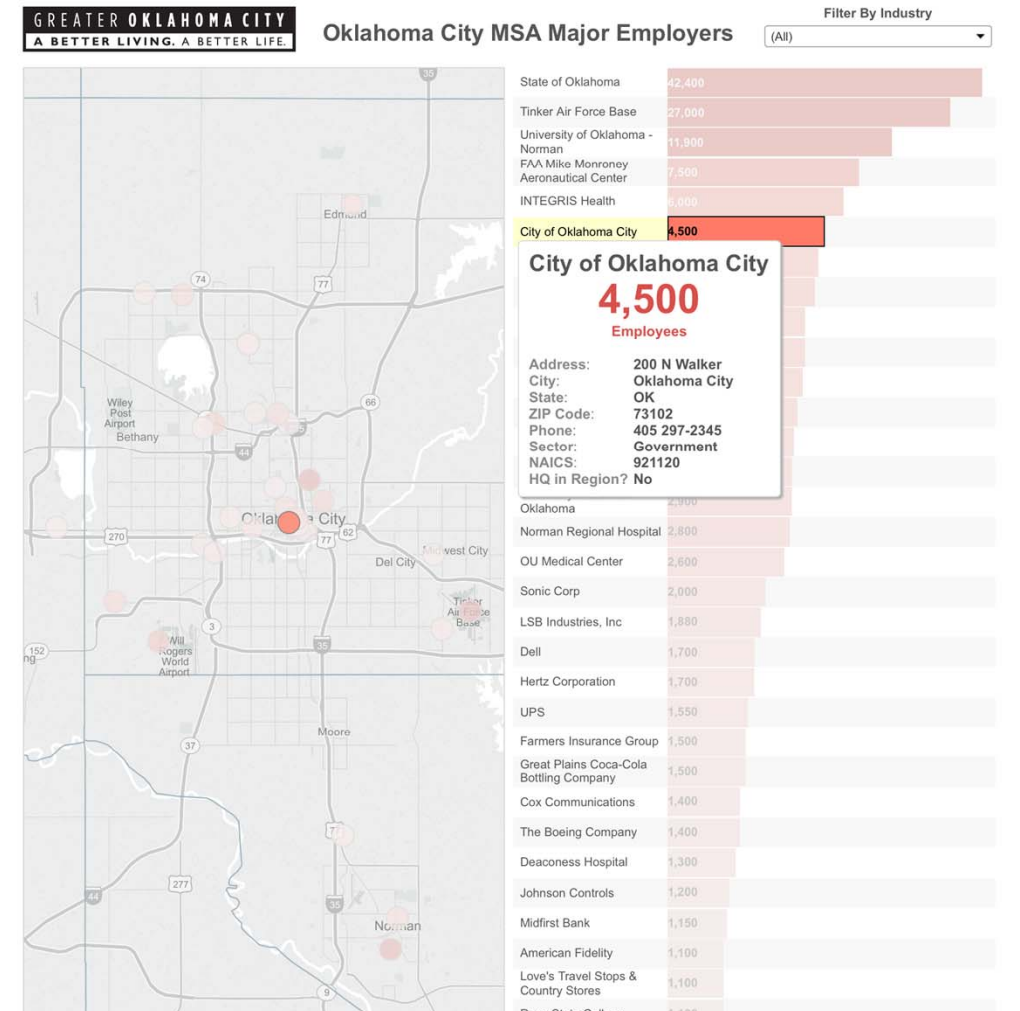
Major Employers



INTERESTS: Expansion & Relocation Properties Data Center Maps Industries Quality of Life

ROLES: Site Selector International Business Existing Business Partners Media

Major Employers



Attracting These Retailers

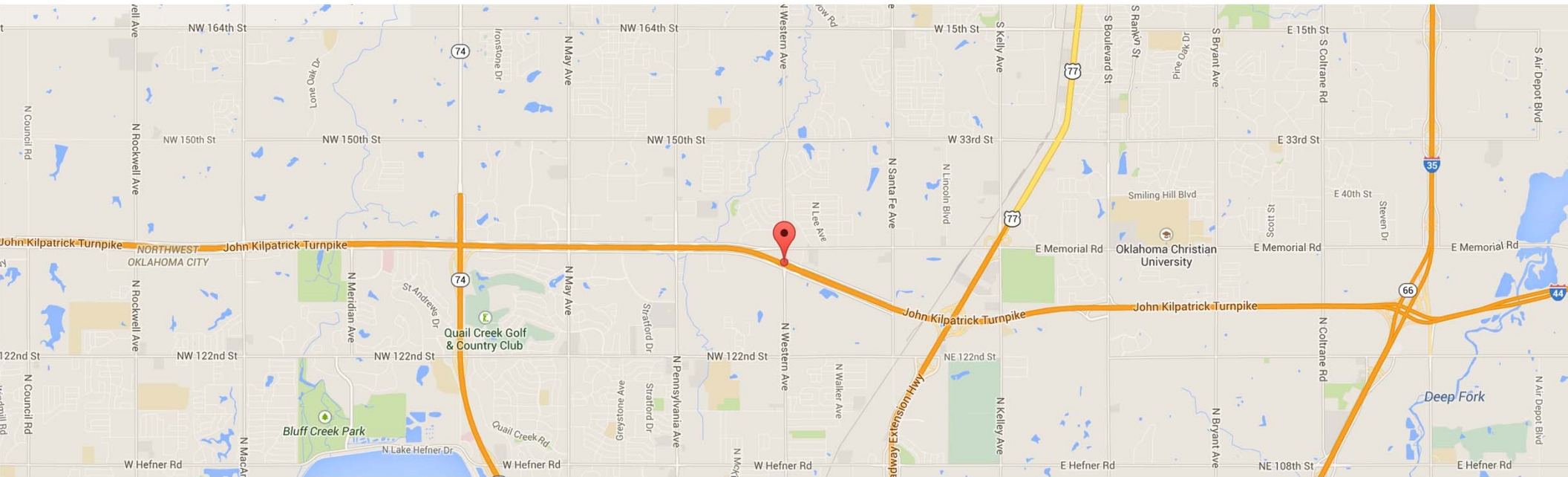


TOPGOLF



Cabela's®

OUTDOOR ADVENTURES



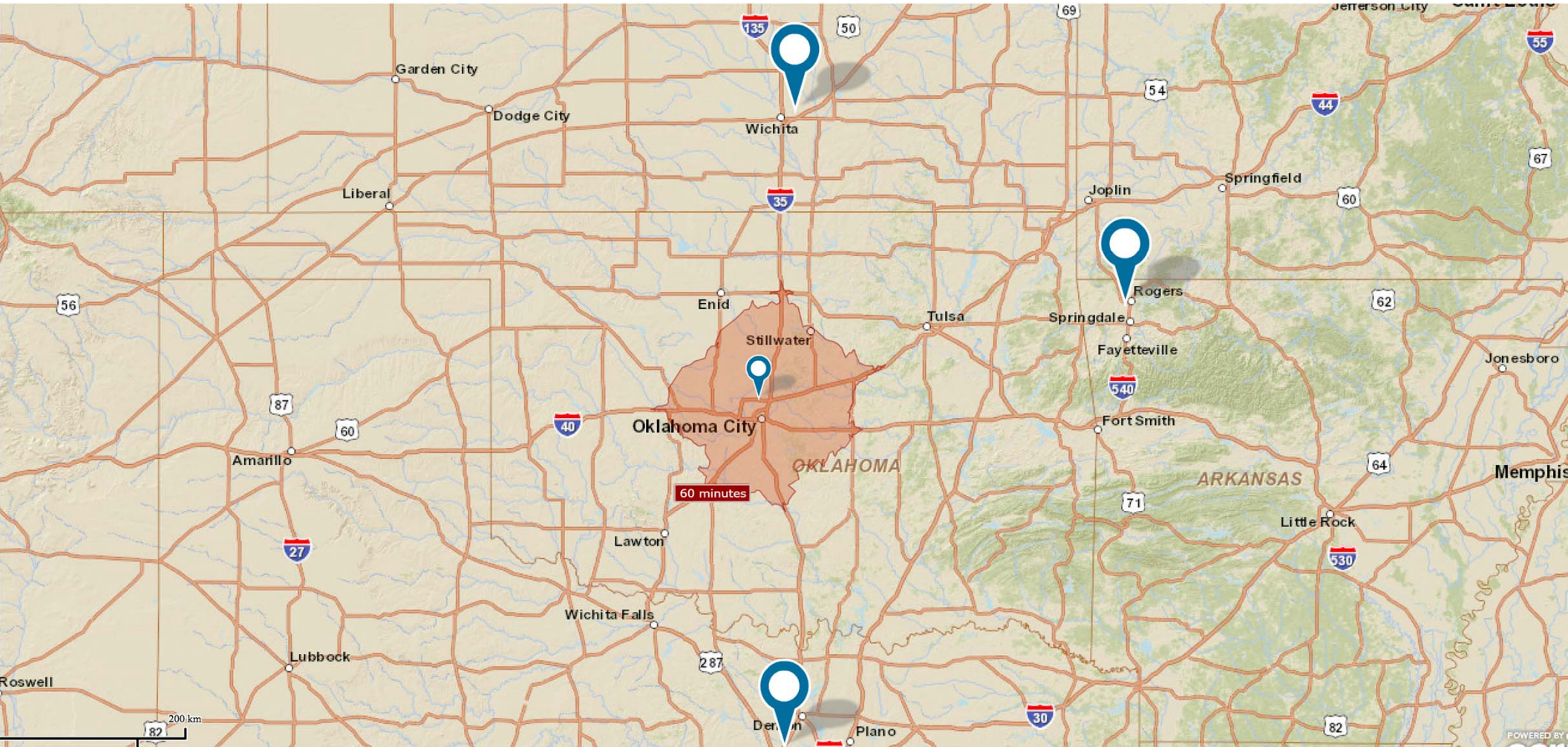
- Cabela's is a specialty retailer of hunting, fishing, camping, shooting, and related outdoor recreation merchandise
- Founded in Chappell, Nebraska in 1961
- Headquartered in Sidney, Nebraska
- Expected OKC Opening: Fall 2015

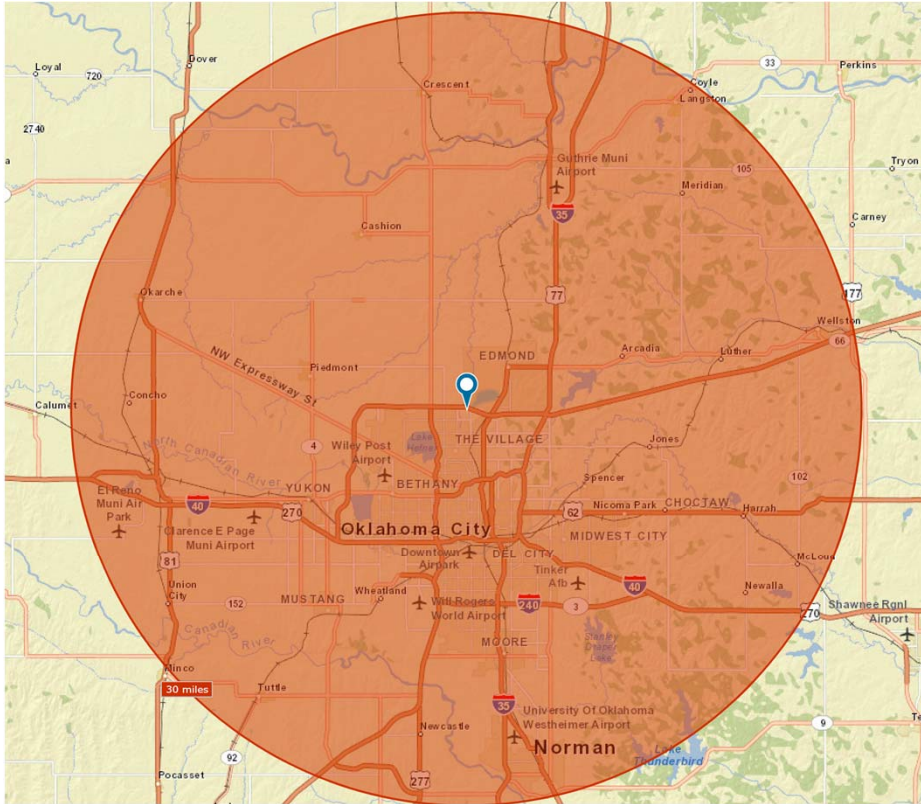


General Market/Site Selection Criteria

- At least 1-hour drive time from nearest Cabela's store
- At least 250,000 population within a 30-mile radius
- At least 75,000 cars per day traffic count

*Only publicly available site selection criteria provided; some information may have been altered for confidentiality purposes.





Executive Summary

Cabela's Site
Ring: 30 mile radius

Prepared by the Greater OKC Chamber

Latitude: 35.60447

Longitude: -97.5361

30 mile

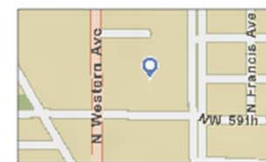
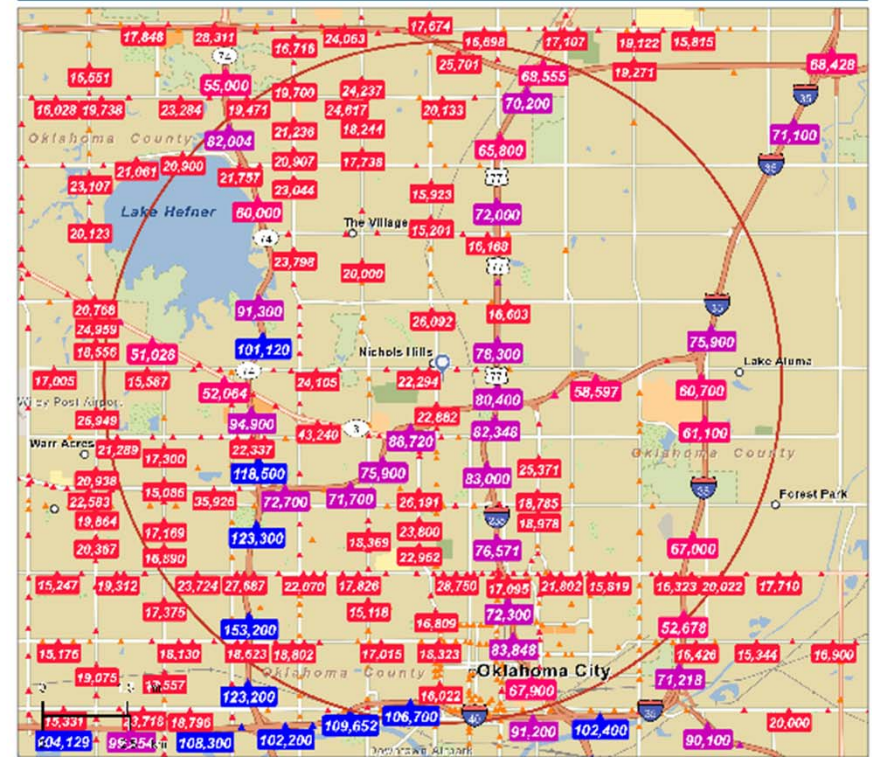
Population

2000 Population	997,687
2010 Population	1,144,531
2014 Population	1,205,678
2019 Population	1,302,924

Traffic Count Map

Whole Foods Location
6015 N Classen Blvd, Oklahoma City, Oklahoma, 73118
Ring: 5 Miles

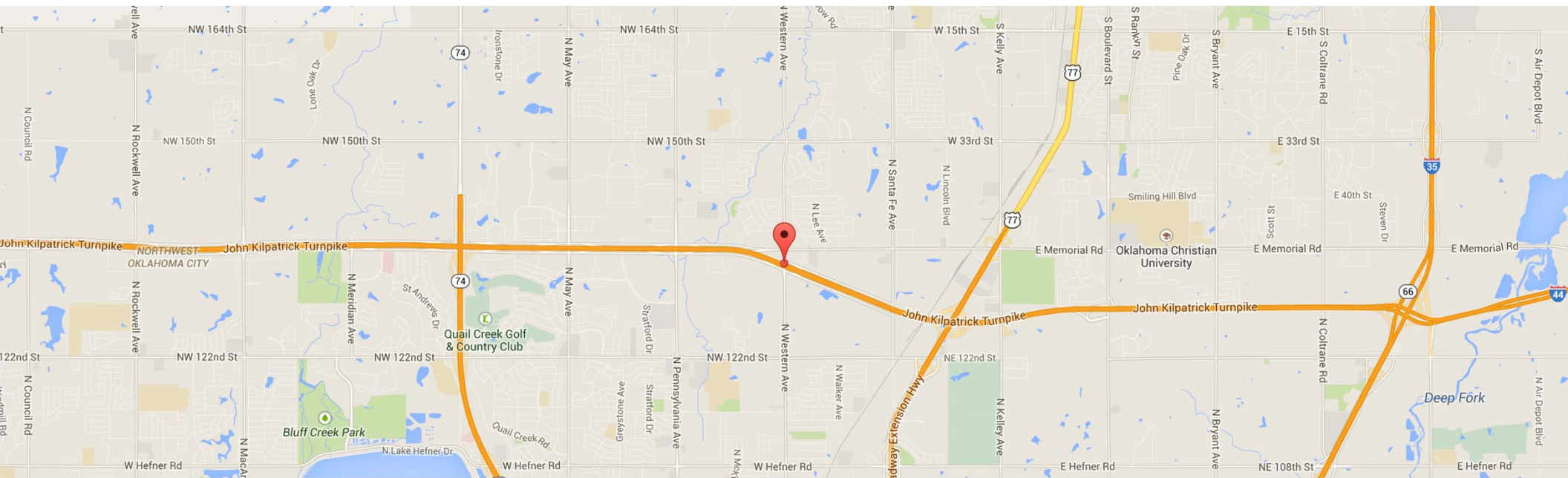
Prepared by the Greater OKC Chamber
Latitude: 35.533813
Longitude: -97.528243



Average Daily Traffic Volume
 Up to 6,000 vehicles per day
 6,001 - 15,000
 15,001 - 30,000
 30,001 - 50,000
 50,001 - 100,000
 More than 100,000 per day



Sources: ©2012 Market Planning Solutions, Inc.



- TopGolf is a sports entertainment facility that features a driving range that uses microchip technology inside golf balls that are shot into several targets to score points
- Founded in Watford, England in 2000
- Headquartered in Dallas, TX
- Expected OKC Opening: 2015



General Market/Site Selection Criteria

- Core demographic includes 18- to 44-year-old males with a household income of at least \$45,000
- Proximity to “gravity” retail
- Strong highway visibility

*Only publicly available site selection criteria provided; some information may have been altered for confidentiality purposes.

Smart Map Search


More Maps

242 out of 508 Block Groups match your criteria.

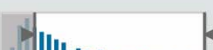
2 Set your ranges.

Block Groups in Current Map

2014 Median Male Age # Index

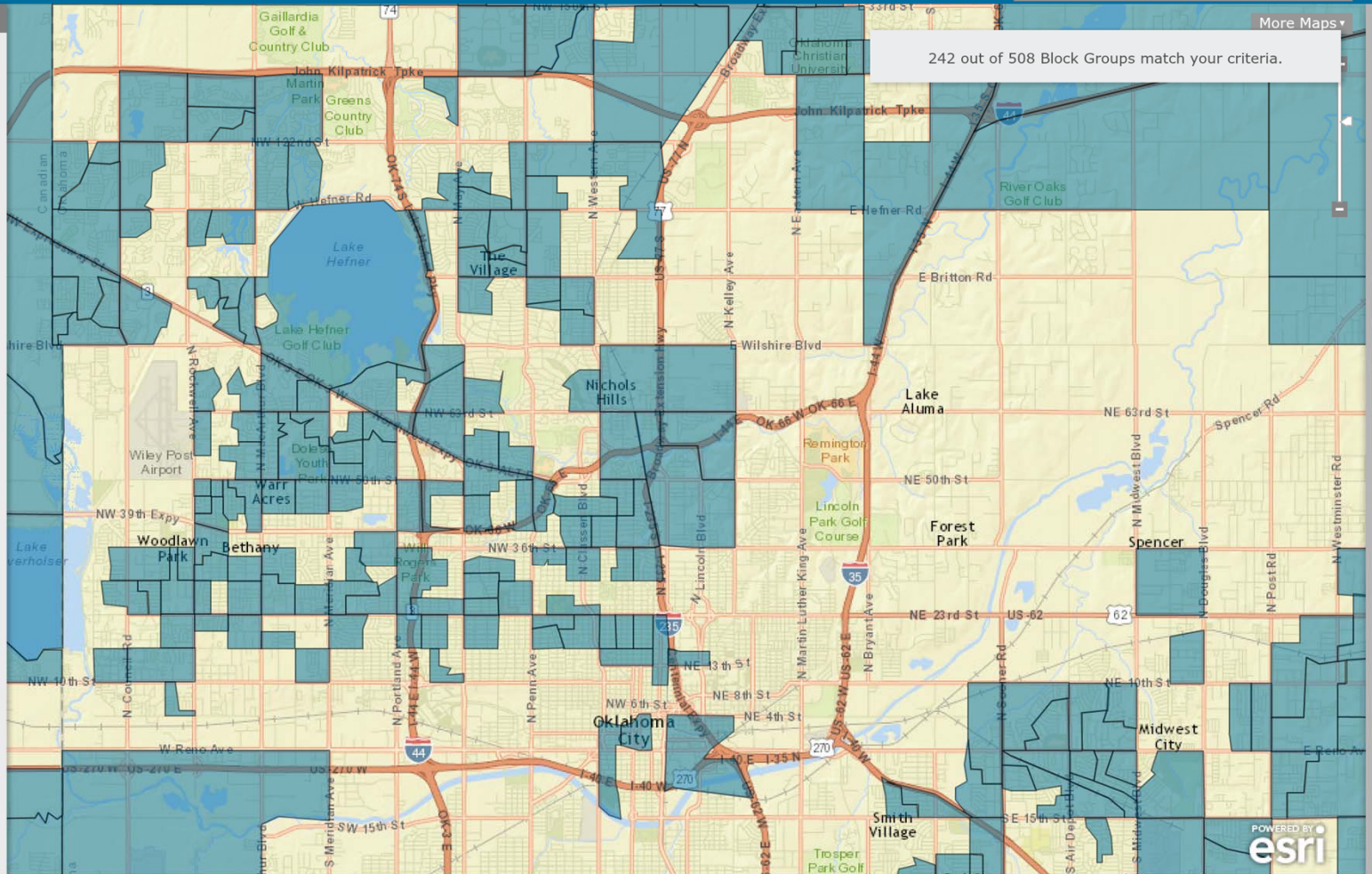
18  44

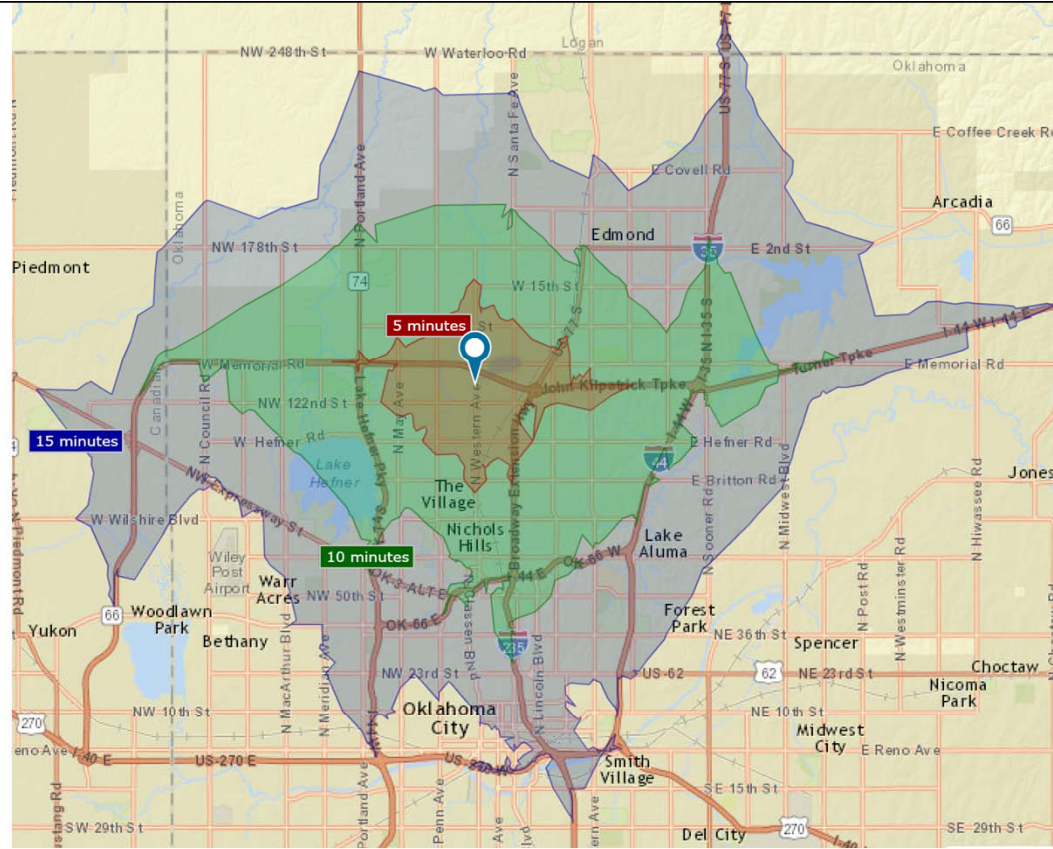
2014 Average Household Income # Index

\$45,000  \$218,503

[Add more variables...](#) [Save Criteria...](#)

[Change variables](#) [View Results Table](#)





Business Summary

13025 N Western Ave, Oklahoma City, Oklahoma, 73114
Drive Times: 5, 10, 15 minute radii



Sports and Leisure Market Potential

13025 N Western Ave, Oklahoma City, Oklahoma, 73114
Drive Time: 5 minute radius

Prepared by the G



Demographic and Income Comparison Profile

13025 N Western Ave, Oklahoma City, Oklahoma, 73114
Drive Times: 5, 10, 15 minute radii

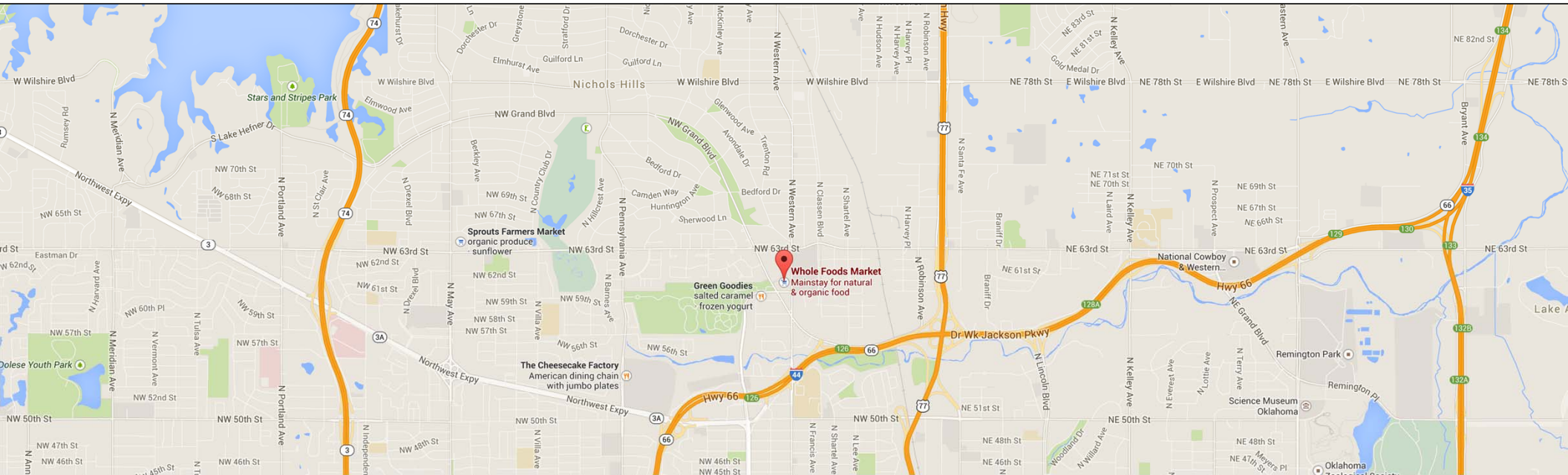
Prepared by the Great

Data for all businesses in area		5 minute		10 minute					
Total Businesses:	2,961	1,089	5.3%	16,984	5.7%				
Total Employees:	20,729	1,089	5.2%	16,984	5.7%				
Total Residential Population:	33,765	1,089	3.2%	16,142	4.8%				
Employee/Residential Population Ratio:	0.61:1	0.61:1		0.54:1					
by SIC Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Agriculture & Mining	108	3.6%	1,089	5.3%	1,016	6.0%	5,241	6.0%	2
Construction	184	6.2%	2,832	13.7%	354	2.1%	10,116	11.6%	1
Manufacturing	70	2.4%	2,832	13.7%	354	2.1%	10,116	11.6%	1
Transportation	43	1.5%	228	1.1%	221	1.3%	1,071	1.2%	1
Communication	22	0.7%	177	0.8%	115	0.7%	1,076	1.2%	1
Utility	5	0.2%	13	0.1%	28	0.2%	162	0.2%	1
Wholesale Trade	111	3.7%	1,162	5.6%	542	3.2%	3,736	4.3%	1
Retail Trade Summary	423	14.3%	6,206	29.9%	1,643	9.7%	15,705	18.0%	3
Home Improvement	16	0.5%	422	2.0%	60	0.4%	632	0.7%	1
General Merchandise Stores	10	0.3%	1,150	5.5%	28	0.2%	1,573	1.8%	1
Food Stores	34	1.1%	360	1.7%	146	0.9%	1,466	1.7%	1
Auto Dealers, Gas Stations, Auto Aftermarket	43	1.5%	1,023	4.9%	138	0.8%	2,067	2.4%	1
Apparel & Accessory Stores	63	2.1%	485	2.3%	158	0.9%	1,035	1.2%	1
Furniture & Home Furnishings	27	0.9%	126	0.6%	132	0.8%	609	0.7%	1
Eating & Drinking Places	122	4.1%	2,024	9.8%	440	2.6%	5,663	6.5%	1
Miscellaneous Retail	107	3.6%	617	3.0%	540	3.2%	2,660	3.0%	1
Finance, Insurance, Real Estate Summary	304	10.3%	1,448	7.0%	1,830	10.8%	8,986	10.3%	3
Banks, Savings & Lending Institutions	27	0.9%	209	1.0%	149	0.9%	2,210	2.5%	1
Securities Brokers	15	0.5%	70	0.3%	105	0.6%	439	0.5%	1
Insurance Carriers & Agents	48	1.6%	235	1.1%	304	1.8%	1,848	2.1%	1
Real Estate, Holding, Other Investment Offices	213	7.2%	934	4.5%	1,272	7.5%	4,489	5.1%	2
Services Summary	1,118	37.8%	6,210	30.0%	7,050	41.5%	34,503	39.5%	16
Hotels & Lodging	11	0.4%	105	0.5%	46	0.3%	474	0.5%	1
Automotive Services	46	1.6%	509	2.5%	170	1.0%	976	1.1%	1
Motion Pictures & Amusements	56	1.9%	455	2.2%	289	1.7%	1,531	1.8%	1
Health Services	143	4.8%	1,826	8.8%	997	5.9%	9,637	11.0%	2
Legal Services	27	0.9%	60	0.3%	302	1.8%	796	0.9%	1
Education Institutions & Libraries	35	1.2%	612	3.0%	155	0.9%	3,292	3.8%	1
Other Services	801	27.1%	7,643	36.8%	6,063	36.6%	17,700	20.4%	11

Demographic Summary	2014
Population	33,765
Population 18+	25,571
Households	15,567
Median Household Income	\$37,436

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent
Participated in aerobics in last 12 months	2,324	9.1%
Participated in archery in last 12 months	596	2.3%
Participated in auto racing in last 12 months	480	1.9%
Participated in backpacking in last 12 months	654	2.6%
Participated in baseball in last 12 months	1,209	4.7%
Participated in basketball in last 12 months	2,276	8.9%
Participated in bicycling (mountain) in last 12 months	978	3.8%
Participated in bicycling (road) in last 12 months	2,300	9.0%
Participated in boating (power) in last 12 months	1,015	4.0%
Participated in bowling in last 12 months	2,736	10.7%
Participated in canoeing/kayaking in last 12 months	1,144	4.5%
Participated in fishing (fresh water) in last 12 months	2,632	10.3%
Participated in fishing (salt water) in last 12 months	963	3.8%
Participated in football in last 12 months	1,447	5.7%
Participated in Frisbee in last 12 months	1,756	6.9%
Participated in golf in last 12 months	2,346	9.2%
Participated in hiking in last 12 months	2,459	9.6%
Participated in horseback riding in last 12 months	542	2.1%
Participated in hunting with rifle in last 12 months	843	3.1%
Participated in hunting with shotgun in last 12 months	741	2.8%

Census 2010 Summary	5 minute	10 minute
Population	31,674	148,898
Households	14,482	63,688
Families	7,545	38,546
Average Household Size	2.18	2.31
Owner Occupied Housing Units	5,580	39,552
Renter Occupied Housing Units	8,902	24,036
Median Age	30.0	34.7
2014 Summary		
Population	33,765	161,142
Households	15,567	68,884
Families	7,936	41,238
Average Household Size	2.16	2.31
Owner Occupied Housing Units	5,786	42,159
Renter Occupied Housing Units	9,781	26,725
Median Age	30.8	35.2
Median Household Income	\$37,436	\$56,695
Average Household Income	\$56,101	\$83,147
2019 Summary		
Population	36,826	177,805
Households	17,068	76,003
Families	8,562	45,159
Average Household Size	2.15	2.31
Owner Occupied Housing Units	6,214	46,261
Renter Occupied Housing Units	10,854	29,743
Median Age	31.8	36.3
Median Household Income	\$43,827	\$66,365
Average Household Income	\$66,064	\$98,089
Trends: 2014-2019 Annual Rate		
Population	1.75%	1.99%



- Whole Foods is a supermarket chain that specializes in natural and organic foods
- Founded in Austin, Texas in 1980
- Headquartered in Austin, Texas
- Opened in OKC: October 2011



General Market/Site Selection Criteria

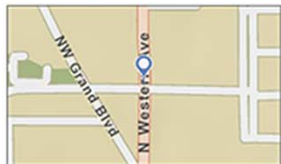
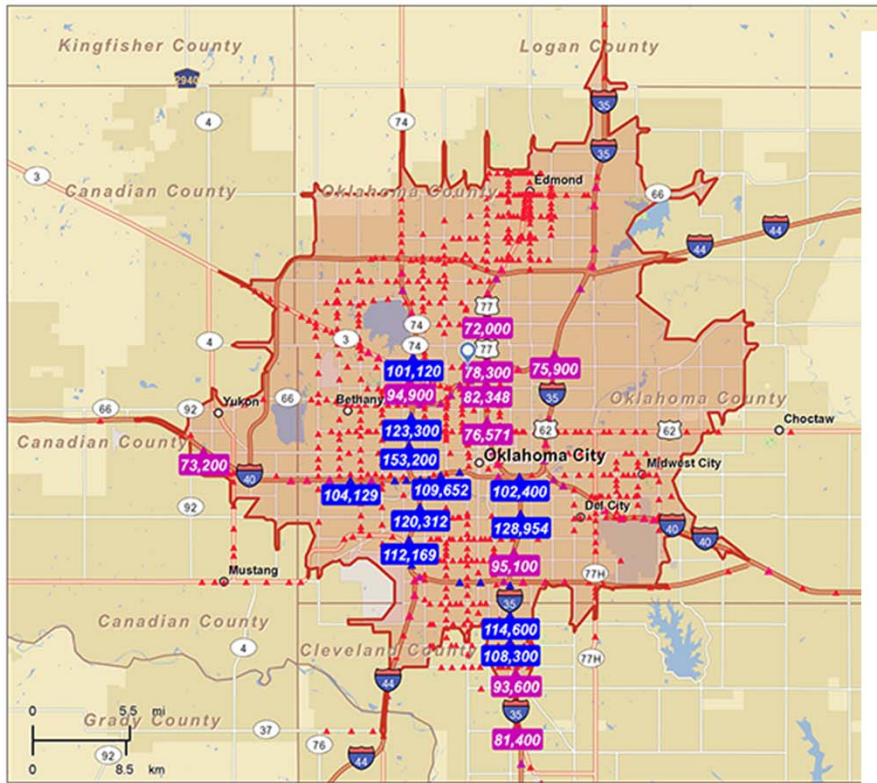
- $\geq 200,000$ people within a 20-minute drive time
- Large number of college-educated residents
- Must be located in a high traffic area (foot and/or vehicle)

*Only publicly available site selection criteria provided; some information may have been altered for confidentiality purposes.

Traffic Count Map

Whole Foods Site
6001 N Western Ave, Oklahoma City, Oklahoma, 73118
Drive Time: 20 Minutes

Prepared by the Greater OKC Chamber
Latitude: 35.53323
Longitude: -97.529791



Average Daily Traffic Volume
 ▲ Up to 6,000 vehicles per day
 ▲ 6,001 - 15,000
 ▲ 15,001 - 30,000
 ▲ 30,001 - 50,000
 ▲ 50,001 - 100,000
 ▲ More than 100,000 per day



Executive Summary

Whole Foods Site
6001 N Western Ave, Oklahoma City, Oklahoma, 73118
Drive Time: 20 minute radius

Prepared by the Greater OKC Chamber
Latitude: 35.53323
Longitude: -97.529791

Population

	20 minute
2000 Population	679,177
2010 Population	741,361
2014 Population	779,175
2019 Population	839,832
2000-2010 Annual Rate	0.88%
2010-2014 Annual Rate	1.18%
2014-2019 Annual Rate	1.51%
2014 Male Population	49.0%
2014 Female Population	51.0%
2014 Median Age	34.5

In the identified area, the current year population is 779,175. In 2010, the Census count in the area was 741,361. The rate of change since 2010 was 1.18% annually. The five-year projection for the population in the area is 839,832 representing a change of 1.51% annually from 2014 to 2019. Currently, the population is 49.0% male and 51.0% female.

Market Profile

Whole Foods Site
6001 N Western Ave, Oklahoma City, Oklahoma, 73118
Drive Time: 20 minute radius

Prepared by the Greater OKC Chamber
Latitude: 35.53323
Longitude: -97.529791

2014 Population 25+ by Educational Attainment

	20 minute
Total	505,879
Less than 9th Grade	5.8%
9th - 12th Grade, No Diploma	8.0%
High School Graduate	21.4%
GED/Alternative Credential	4.1%
Some College, No Degree	25.4%
Associate Degree	6.2%
Bachelor's Degree	19.2%
Graduate/Professional Degree	10.0%

Source: ©2012 Market Planning Solutions, Inc.

September 22, 2014

Thank You!

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