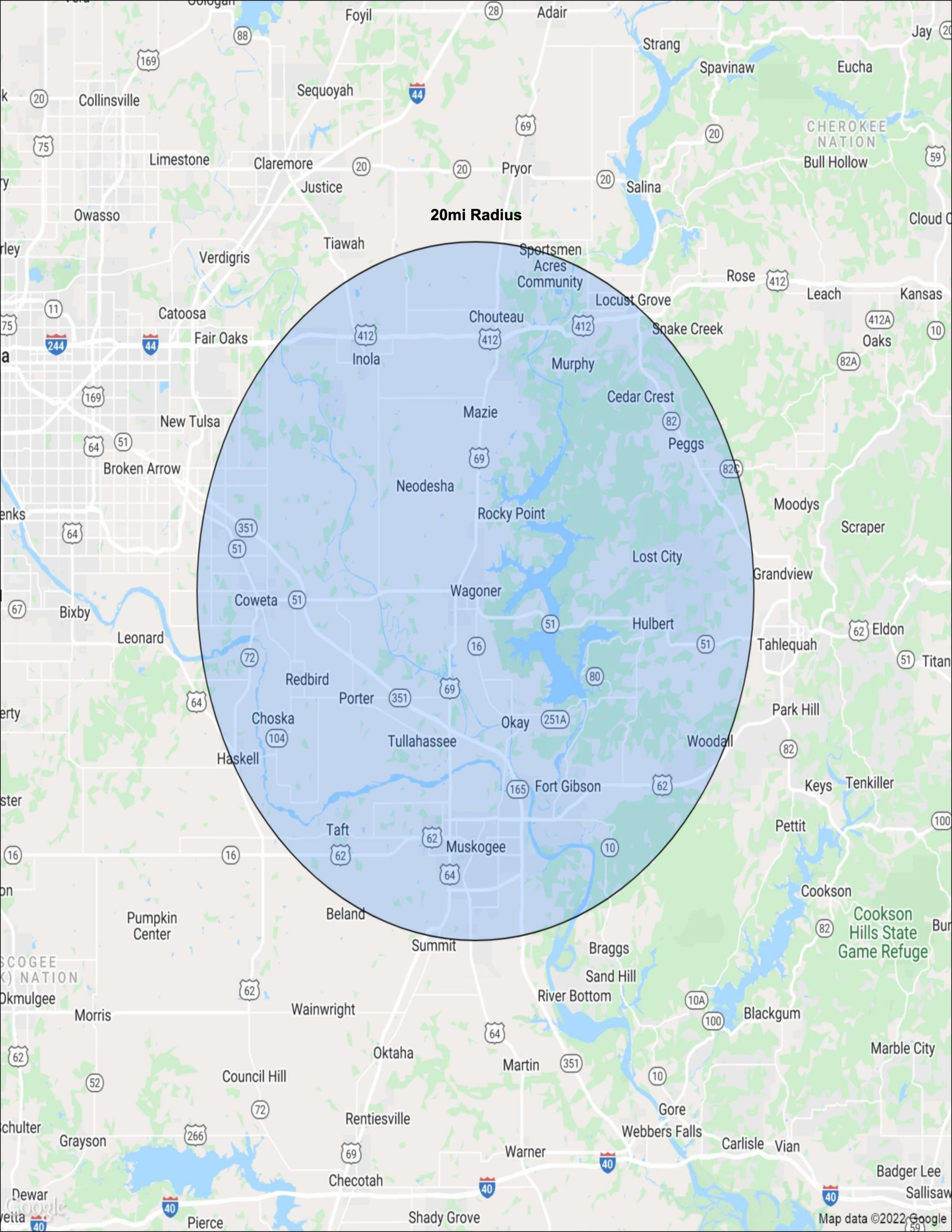


# **RETAIL ATTRACTIONS, LLC**

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## **Economic Development Consulting**

**Wagoner, Oklahoma**  
**1st Quarter 2022**  
**20mi Radius**



20mi Radius

CHEROKEE  
NATION

Cookson  
Hills State  
Game Refuge

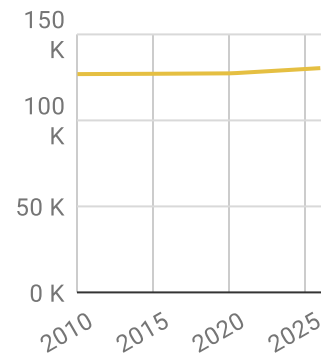
# **Demographics**

## Wagoner, Oklahoma

### 20mi Radius

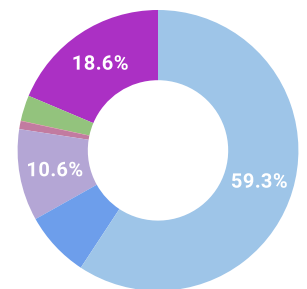
#### Population

Estimated Population (2021)	127,673	
Projected Population (2026)	130,271	
Census Population (2020)	127,233	
Census Population (2010)	126,797	
Projected Annual Growth (2021-2026)	2,598	0.4%
Historical Annual Growth (2020-2021)	440	0.3%
Historical Annual Growth (2010-2020)	436	-
Estimated Population Density (2021)	102	psm
Trade Area Size	1,256.5	sq mi



#### Race and Ethnicity (2021)

<b>Not Hispanic or Latino Population</b>	119,637	93.7%
White	73,768	61.7%
Black or African American	9,512	8.0%
American Indian or Alaska Native	13,059	10.9%
Asian	1,167	1.0%
Hawaiian or Pacific Islander	42	-
Other Race	772	0.6%
Two or More Races	21,317	17.8%
<b>Hispanic or Latino Population</b>	8,036	6.3%
White	1,898	23.6%
Black or African American	190	2.4%
American Indian or Alaska Native	421	5.2%
Asian	30	0.4%
Hispanic Hawaiian or Pacific Islander	7	-
Other Race	3,000	37.3%
Two or More Races	2,490	31.0%



White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

## Wagoner, Oklahoma

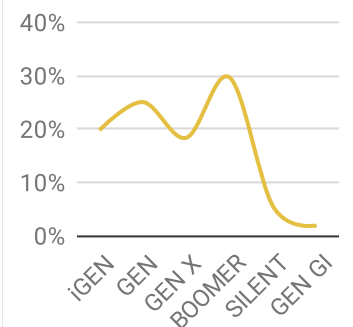
### 20mi Radius

#### Age Distribution (2021)

Age Under 5 Years	7,755	6.1%
Age 5 to 9 Years	8,444	6.6%
Age 10 to 14 Years	9,003	7.1%
Age 15 to 19 Years	8,237	6.5%
Age 20 to 24 Years	7,783	6.1%
Age 25 to 29 Years	8,038	6.3%
Age 30 to 34 Years	7,873	6.2%
Age 35 to 39 Years	8,102	6.3%
Age 40 to 44 Years	7,816	6.1%
Age 45 to 49 Years	7,479	5.9%
Age 50 to 54 Years	7,726	6.1%
Age 55 to 59 Years	8,191	6.4%
Age 60 to 64 Years	8,367	6.6%
Age 65 to 69 Years	7,260	5.7%
Age 70 to 74 Years	6,248	4.9%
Age 75 to 79 Years	4,240	3.3%
Age 80 to 84 Years	2,701	2.1%
Age 85 Years or Over	2,409	1.9%
Median Age	38.4	

#### Generation (2021)

iGeneration (Age Under 15 Years)	25,202	19.7%
Generation 9/11 Millennials (Age 15 to 34 Years)	31,931	25.0%
Gen Xers (Age 35 to 49 Years)	23,397	18.3%
Baby Boomers (Age 50 to 74 Years)	37,792	29.6%
Silent Generation (Age 75 to 84 Years)	6,941	5.4%
G.I. Generation (Age 85 Years or Over)	2,409	1.9%



## Wagoner, Oklahoma

### 20mi Radius

#### Household Type (2021)

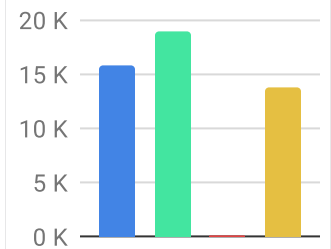
Total Households	48,691
Family Households	34,738 71.3%
Family Households with Children	15,793 45.5%
Family Households No Children	18,945 54.5%
Non-Family Households	13,953 28.7%
Non-Family Households with Children	155 1.1%
Non-Family Households No Children	13,798 98.9%

Family Households  
w/ Children

Family Households  
No Children

Non-Family Households  
w/ Children

Non-Family Households  
No Children



#### Education Attainment (2021)

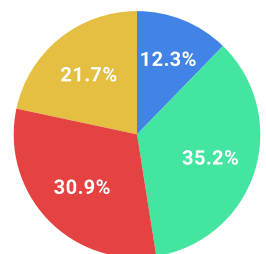
Elementary or Some High School	10,613 12.3%
High School Graduate	30,450 35.2%
Some College or Associate Degree	26,671 30.9%
Bachelor or Graduate Degree	18,718 21.7%

Elementary or  
Some High School

High School  
Graduate

Some College or  
Associate Degree

Bachelor or  
Graduate Degree



#### Household Income (2021)

Estimated Average Household Income	\$74,631
Estimated Median Household Income	\$55,794
HH Income Under \$10,000	4,069 8.4%
HH Income \$10,000 to \$34,999	12,099 24.8%
HH Income \$35,000 to \$49,999	6,314 13.0%
HH Income \$50,000 to \$74,999	9,206 18.9%
HH Income \$75,000 to \$99,999	6,141 12.6%
HH Income \$100,000 to \$149,999	6,765 13.9%
HH Income \$150,000 or More	4,097 8.4%



## Wagoner, Oklahoma

### 20mi Radius

#### Population

Estimated Population (2021)	127,673	
Projected Population (2026)	130,271	
Census Population (2020)	127,233	
Census Population (2010)	126,797	
Projected Annual Growth (2021-2026)	2,598	0.4%
Historical Annual Growth (2020-2021)	440	0.3%
Historical Annual Growth (2010-2020)	436	-
Estimated Population Density (2021)	102	psm
Trade Area Size	1,256.5	sq mi

#### Households

Estimated Households (2021)	48,691	
Projected Households (2026)	52,522	
Census Households (2020)	48,568	
Census Households (2010)	48,021	
Projected Annual Growth (2021-2026)	3,831	1.6%
Historical Annual Change (2010-2021)	671	0.1%

#### Average Household Income

Estimated Average Household Income (2021)	\$74,631	
Projected Average Household Income (2026)	\$81,519	
Census Average Household Income (2010)	\$52,879	
Census Average Household Income (2000)	\$41,926	
Projected Annual Change (2021-2026)	\$6,887	1.8%
Historical Annual Change (2000-2021)	\$32,705	3.7%

#### Median Household Income

Estimated Median Household Income (2021)	\$55,794	
Projected Median Household Income (2026)	\$65,279	
Census Median Household Income (2010)	\$44,332	
Census Median Household Income (2000)	\$34,370	
Projected Annual Change (2021-2026)	\$9,485	3.4%
Historical Annual Change (2000-2021)	\$21,424	3.0%

#### Per Capita Income

Estimated Per Capita Income (2021)	\$28,890	
Projected Per Capita Income (2026)	\$33,286	
Census Per Capita Income (2010)	\$20,026	
Census Per Capita Income (2000)	\$15,777	
Projected Annual Change (2021-2026)	\$4,396	3.0%
Historical Annual Change (2000-2021)	\$13,113	4.0%
Estimated Average Household Net Worth (2021)	\$367,824	

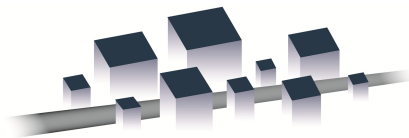
## Wagoner, Oklahoma

### 20mi Radius

#### Race and Ethnicity

Total Population (2021)	127,673	
White (2021)	75,666	59.3%
Black or African American (2021)	9,702	7.6%
American Indian or Alaska Native (2021)	13,480	10.6%
Asian (2021)	1,197	0.9%
Hawaiian or Pacific Islander (2021)	49	-
Other Race (2021)	3,772	3.0%
Two or More Races (2021)	23,807	18.6%
Population < 18 (2021)	30,229	23.7%
White Not Hispanic	12,556	41.5%
Black or African American	1,876	6.2%
Asian	284	0.9%
Other Race Not Hispanic	12,454	41.2%
Hispanic	3,059	10.1%
Not Hispanic or Latino Population (2021)	119,637	93.7%
Not Hispanic White	73,768	61.7%
Not Hispanic Black or African American	9,512	8.0%
Not Hispanic American Indian or Alaska Native	13,059	10.9%
Not Hispanic Asian	1,167	1.0%
Not Hispanic Hawaiian or Pacific Islander	42	-
Not Hispanic Other Race	772	0.6%
Not Hispanic Two or More Races	21,317	17.8%
Hispanic or Latino Population (2021)	8,036	6.3%
Hispanic White	1,898	23.6%
Hispanic Black or African American	190	2.4%
Hispanic American Indian or Alaska Native	421	5.2%
Hispanic Asian	30	0.4%
Hispanic Hawaiian or Pacific Islander	7	-
Hispanic Other Race	3,000	37.3%
Hispanic Two or More Races	2,490	31.0%
Not Hispanic or Latino Population (2020)	119,747	94.1%
Hispanic or Latino Population (2020)	7,485	5.9%
Not Hispanic or Latino Population (2010)	121,151	95.5%
Hispanic or Latino Population (2010)	5,646	4.5%
Not Hispanic or Latino Population (2026)	121,911	93.6%
Hispanic or Latino Population (2026)	8,360	6.4%
Projected Annual Growth (2021-2026)	324	0.8%
Historical Annual Growth (2010-2020)	1,840	3.3%





# RETAIL ATTRACTIONS, LLC

## Economic Development Consulting

### Wagoner, Oklahoma

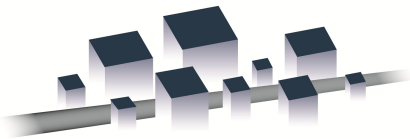
### 20mi Radius

#### Total Age Distribution (2021)

Total Population	127,673	
Age Under 5 Years	7,755	6.1%
Age 5 to 9 Years	8,444	6.6%
Age 10 to 14 Years	9,003	7.1%
Age 15 to 19 Years	8,237	6.5%
Age 20 to 24 Years	7,783	6.1%
Age 25 to 29 Years	8,038	6.3%
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Age 55 to 59 Years	8,191	6.4%
Age 60 to 64 Years	8,367	6.6%
Age 65 to 69 Years	7,260	5.7%
Age 70 to 74 Years	6,248	4.9%
Age 75 to 79 Years	4,240	3.3%
Age 80 to 84 Years	2,701	2.1%
Age 85 Years or Over	2,409	1.9%
Median Age	38.4	
Age 19 Years or Less	33,439	26.2%
Age 20 to 64 Years	71,375	55.9%
Age 65 Years or Over	22,859	17.9%

#### Female Age Distribution (2021)

Female Population	65,216	51.1%
Age Under 5 Years	3,792	5.8%
Age 5 to 9 Years	4,083	6.3%
Age 10 to 14 Years	4,392	6.7%
Age 15 to 19 Years	3,952	6.1%
Age 20 to 24 Years	3,987	6.1%
Age 25 to 29 Years	4,129	6.3%
Age 30 to 34 Years	4,024	6.2%
Age 35 to 39 Years	4,135	6.3%
Age 40 to 44 Years	4,035	6.2%
Age 45 to 49 Years	3,695	5.7%
Age 50 to 54 Years	3,967	6.1%
Age 55 to 59 Years	4,176	6.4%
Age 60 to 64 Years	4,241	6.5%
Age 65 to 69 Years	3,824	5.9%
Age 70 to 74 Years	3,277	5.0%
Age 75 to 79 Years	2,371	3.6%
Age 80 to 84 Years	1,516	2.3%
Age 85 Years or Over	1,621	2.5%
Female Median Age	39.4	
Age 19 Years or Less	16,218	24.9%
Age 20 to 64 Years	36,388	55.8%
Age 65 Years or Over	12,609	19.3%



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

Wagoner, Oklahoma		
20mi Radius		
Male Age Distribution (2021)		
Male Population	62,457	48.9%
Age Under 5 Years	3,962	6.3%
Age 5 to 9 Years	4,362	7.0%
Age 10 to 14 Years	4,611	7.4%
Age 15 to 19 Years	4,285	6.9%
Age 20 to 24 Years	3,796	6.1%
Age 25 to 29 Years	3,909	6.3%
Age 30 to 34 Years	3,849	6.2%
Age 35 to 39 Years	3,967	6.4%
Age 40 to 44 Years	3,781	6.1%
Age 45 to 49 Years	3,784	6.1%
Age 50 to 54 Years	3,759	6.0%
Age 55 to 59 Years	4,015	6.4%
Age 60 to 64 Years	4,126	6.6%
Age 65 to 69 Years	3,437	5.5%
Age 70 to 74 Years	2,972	4.8%
Age 75 to 79 Years	1,868	3.0%
Age 80 to 84 Years	1,185	1.9%
Age 85 Years or Over	789	1.3%
Male Median Age	37.3	
Age 19 Years or Less	17,220	27.6%
Age 20 to 64 Years	34,987	56.0%
Age 65 Years or Over	10,250	16.4%
Males per 100 Females (2021)		
Overall Comparison	96	
Age Under 5 Years	104	51.1%
Age 5 to 9 Years	107	51.7%
Age 10 to 14 Years	105	51.2%
Age 15 to 19 Years	108	52.0%
Age 20 to 24 Years	95	48.8%
Age 25 to 29 Years	95	48.6%
Age 30 to 34 Years	96	48.9%
Age 35 to 39 Years	96	49.0%
Age 40 to 44 Years	94	48.4%
Age 45 to 49 Years	102	50.6%
Age 50 to 54 Years	95	48.7%
Age 55 to 59 Years	96	49.0%
Age 60 to 64 Years	97	49.3%
Age 65 to 69 Years	90	47.3%
Age 70 to 74 Years	91	47.6%
Age 75 to 79 Years	79	44.1%
Age 80 to 84 Years	78	43.9%
Age 85 Years or Over	49	32.7%
Age 19 Years or Less	106	51.5%
Age 20 to 39 Years	95	48.8%
Age 40 to 64 Years	97	49.2%
Age 65 Years or Over	81	44.8%

## Wagoner, Oklahoma

### 20mi Radius

#### Household Type (2021)

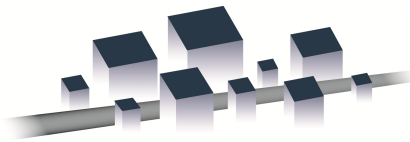
Total Households	48,691	
Households with Children	15,948	32.8%
Average Household Size	2.5	
Household Density per Square Mile	39	
Population Family	107,318	84.1%
Population Non-Family	16,755	13.1%
Population Group Quarters	3,600	2.8%
Family Households	34,738	71.3%
Married Couple Households	26,314	75.7%
Other Family Households with Children	8,424	24.3%
Family Households with Children	15,793	45.5%
Married Couple with Children	10,395	65.8%
Other Family Households with Children	5,398	34.2%
Family Households No Children	18,945	54.5%
Married Couple No Children	15,918	84.0%
Other Family Households No Children	3,027	16.0%
Non-Family Households	13,953	28.7%
Non-Family Households with Children	155	1.1%
Non-Family Households No Children	13,798	98.9%
Average Family Household Size	3.1	
Average Family Income	\$88,418	
Median Family Income	\$70,439	
Average Non-Family Household Size	1.2	

#### Marital Status (2021)

Population Age 15 Years or Over	102,471	
Never Married	25,397	24.8%
Currently Married	52,071	50.8%
Previously Married	25,003	24.4%
Separated	3,976	15.9%
Widowed	7,053	28.2%
Divorced	13,973	55.9%

#### Educational Attainment (2021)

Adult Population Age 25 Years or Over	86,451	
Elementary (Grade Level 0 to 8)	2,724	3.2%
Some High School (Grade Level 9 to 11)	7,889	9.1%
High School Graduate	30,450	35.2%
Some College	19,374	22.4%
Associate Degree Only	7,296	8.4%
Bachelor Degree Only	13,105	15.2%
Graduate Degree	5,613	6.5%
Any College (Some College or Higher)	45,388	52.5%
College Degree + (Bachelor Degree or Higher)	18,718	21.7%



# RETAIL ATTRACTIONS, LLC

## Economic Development Consulting

### Wagoner, Oklahoma

### 20mi Radius

#### Housing

Total Housing Units (2021)	54,814	
Total Housing Units (2020)	54,751	
Historical Annual Growth (2020-2021)	64	-
Housing Units Occupied (2021)	48,691	88.8%
Housing Units Owner-Occupied	36,093	74.1%
Housing Units Renter-Occupied	12,598	25.9%
Housing Units Vacant (2021)	6,123	11.2%

#### Household Size (2021)

Total Households	48,691	
1 Person Households	12,023	24.7%
2 Person Households	17,627	36.2%
3 Person Households	7,802	16.0%
4 Person Households	6,273	12.9%
5 Person Households	3,036	6.2%
6 Person Households	1,177	2.4%
7 or More Person Households	754	1.5%

#### Household Income Distribution (2021)

HH Income \$200,000 or More	1,871	3.8%
HH Income \$150,000 to \$199,999	2,226	4.6%
HH Income \$125,000 to \$149,999	2,573	5.3%
HH Income \$100,000 to \$124,999	4,192	8.6%
HH Income \$75,000 to \$99,999	6,141	12.6%
HH Income \$50,000 to \$74,999	9,206	18.9%
HH Income \$35,000 to \$49,999	6,314	13.0%
HH Income \$25,000 to \$34,999	5,056	10.4%
HH Income \$15,000 to \$24,999	4,411	9.1%
HH Income \$10,000 to \$14,999	2,631	5.4%
HH Income Under \$10,000	4,069	8.4%

#### Household Vehicles (2021)

Households 0 Vehicles Available	3,042	6.2%
Households 1 Vehicle Available	13,458	27.6%
Households 2 Vehicles Available	18,005	37.0%
Households 3 or More Vehicles Available	14,187	29.1%
Total Vehicles Available	98,592	
Average Vehicles per Household	2.0	
Owner-Occupied Household Vehicles	81,211	82.4%
Average Vehicles per Owner-Occupied Household	2.3	
Renter-Occupied Household Vehicles	17,381	17.6%
Average Vehicles per Renter-Occupied Household	1.4	

#### Travel Time (2021)

Worker Base Age 16 years or Over	54,118	
Travel to Work in 14 Minutes or Less	14,570	26.9%
Travel to Work in 15 to 29 Minutes	19,019	35.1%
Travel to Work in 30 to 59 Minutes	15,827	29.2%
Travel to Work in 60 Minutes or More	2,875	5.3%
Work at Home	1,826	3.4%
Average Minutes Travel to Work	22.5	

## Wagoner, Oklahoma

### 20mi Radius

#### Transportation To Work (2021)

Worker Base Age 16 years or Over	54,118	
Drive to Work Alone	44,894	83.0%
Drive to Work in Carpool	4,993	9.2%
Travel to Work by Public Transportation	498	0.9%
Drive to Work on Motorcycle	39	-
Bicycle to Work	142	0.3%
Walk to Work	573	1.1%
Other Means	1,153	2.1%
Work at Home	1,826	3.4%

#### Daytime Demographics (2021)

Total Businesses	3,554	
Total Employees	38,684	
Company Headquarter Businesses	135	3.8%
Company Headquarter Employees	5,771	14.9%
Employee Population per Business	10.9	to 1
Residential Population per Business	35.9	to 1
Adj. Daytime Demographics Age 16 Years or Over	85,297	

#### Labor Force

Labor Population Age 16 Years or Over (2021)	100,773	
Labor Force Total Males (2021)	48,643	48.3%
Male Civilian Employed	28,424	58.4%
Male Civilian Unemployed	1,658	3.4%
Males in Armed Forces	40	-
Males Not in Labor Force	18,522	38.1%
Labor Force Total Females (2021)	52,130	51.7%
Female Civilian Employed	25,694	49.3%
Female Civilian Unemployed	1,365	2.6%
Females in Armed Forces	3	-
Females Not in Labor Force	25,068	48.1%
Unemployment Rate	3,023	3.0%

#### Occupation (2021)

Occupation Population Age 16 Years or Over	54,118	
Occupation Total Males	28,424	52.5%
Occupation Total Females	25,694	47.5%
Management, Business, Financial Operations	7,241	13.4%
Professional, Related	10,033	18.5%
Service	9,309	17.2%
Sales, Office	12,390	22.9%
Farming, Fishing, Forestry	215	0.4%
Construction, Extraction, Maintenance	5,865	10.8%
Production, Transport, Material Moving	9,065	16.7%
White Collar Workers	29,664	54.8%
Blue Collar Workers	24,453	45.2%



## Wagoner, Oklahoma

### 20mi Radius

#### Units In Structure (2021)

Total Units	48,021	
1 Detached Unit	38,345	79.9%
1 Attached Unit	393	0.8%
2 Units	702	1.5%
3 to 4 Units	733	1.5%
5 to 9 Units	891	1.9%
10 to 19 Units	810	1.7%
20 to 49 Units	279	0.6%
50 or More Units	683	1.4%
Mobile Home or Trailer	5,691	11.9%
Other Structure	164	0.3%

#### Homes Built By Year (2021)

Homes Built 2014 or later	2,644	4.8%
Homes Built 2010 to 2013	1,220	2.2%
Homes Built 2000 to 2009	7,858	14.3%
Homes Built 1990 to 1999	6,508	11.9%
Homes Built 1980 to 1989	6,629	12.1%
Homes Built 1970 to 1979	10,506	19.2%
Homes Built 1960 to 1969	3,896	7.1%
Homes Built 1950 to 1959	4,578	8.4%
Homes Built 1940 to 1949	1,975	3.6%
Homes Built Before 1939	2,878	5.3%
Median Age of Homes	35.4	yrs

#### Home Values (2021)

Owner Specified Housing Units	36,093	
Home Values \$1,000,000 or More	352	1.0%
Home Values \$750,000 to \$999,999	249	0.7%
Home Values \$500,000 to \$749,999	423	1.2%
Home Values \$400,000 to \$499,999	848	2.3%
Home Values \$300,000 to \$399,999	2,446	6.8%
Home Values \$250,000 to \$299,999	2,485	6.9%
Home Values \$200,000 to \$249,999	3,310	9.2%
Home Values \$175,000 to \$199,999	2,384	6.6%
Home Values \$150,000 to \$174,999	4,308	11.9%
Home Values \$125,000 to \$149,999	2,795	7.7%
Home Values \$100,000 to \$124,999	3,590	9.9%
Home Values \$90,000 to \$99,999	2,153	6.0%
Home Values \$80,000 to \$89,999	1,647	4.6%
Home Values \$70,000 to \$79,999	1,780	4.9%
Home Values \$60,000 to \$69,999	1,712	4.7%
Home Values \$50,000 to \$59,999	1,588	4.4%
Home Values \$35,000 to \$49,999	1,129	3.1%
Home Values \$25,000 to \$34,999	1,184	3.3%
Home Values \$10,000 to \$24,999	974	2.7%
Home Values Under \$10,000	733	2.0%
Owner-Occupied Median Home Value	\$143,219	
Renter-Occupied Median Rent	\$568	



## Wagoner, Oklahoma

### 20mi Radius

#### Total Annual Consumer Expenditure (2021)

Total Household Expenditure	\$2.8 B
Total Non-Retail Expenditure	\$1.47 B
Total Retail Expenditure	\$1.32 B
Apparel	\$97.26 M
Contributions	\$88.84 M
Education	\$78.53 M
Entertainment	\$156.39 M
Food and Beverages	\$415.01 M
Furnishings and Equipment	\$97.23 M
Gifts	\$65.75 M
Health Care	\$242 M
Household Operations	\$108.9 M
Miscellaneous Expenses	\$52.66 M
Personal Care	\$37.48 M
Personal Insurance	\$19.19 M
Reading	\$6.08 M
Shelter	\$588.76 M
Tobacco	\$18.09 M
Transportation	\$511.11 M
Utilities	\$212.73 M

#### Monthly Household Consumer Expenditure (2021)

Total Household Expenditure	\$4,785	
Total Non-Retail Expenditure	\$2,519	52.6%
Total Retail Expenditures	\$2,266	47.4%
Apparel	\$166	3.5%
Contributions	\$152	3.2%
Education	\$134	2.8%
Entertainment	\$268	5.6%
Food and Beverages	\$710	14.8%
Furnishings and Equipment	\$166	3.5%
Gifts	\$113	2.4%
Health Care	\$414	8.7%
Household Operations	\$186	3.9%
Miscellaneous Expenses	\$90	1.9%
Personal Care	\$64	1.3%
Personal Insurance	\$33	0.7%
Reading	\$10	0.2%
Shelter	\$1,008	21.1%
Tobacco	\$31	0.6%
Transportation	\$875	18.3%
Utilities	\$364	7.6%

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# OPPORTUNITY GAP CATEGORY INFORMATION

## (RETAIL CATEGORIES)

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### **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

## Wagoner, Oklahoma

### 20mi Radius

	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$59.08 M / \$25.11 M	57
Men's Clothing Stores	\$2.08 M / \$214.9 K	90
Women's Clothing Stores	\$9.07 M / \$5.15 M	43
Children's, Infants' Clothing Stores	\$3.92 M / -	100
Family Clothing Stores	\$24.2 M / \$12.17 M	50
Clothing Accessory Stores	\$1.93 M / \$486.02 K	75
Other Apparel Stores	\$2.95 M / \$689.13 K	77
Shoe Stores	\$9.96 M / \$3.79 M	62
Jewelry Stores	\$4.59 M / \$2.61 M	43
Luggage Stores	\$372.99 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$28.82 M / \$11.84 M	59
Furniture Stores	\$17.67 M / \$9.81 M	44
Floor Covering Stores	\$3.05 M / \$1.46 M	52
Other Home Furnishing Stores	\$8.1 M / \$560.04 K	93
<b>Electronics, Appliance Stores</b>	\$22.07 M / \$17.35 M	21
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$71.69 M / \$55.74 M	22
Home Centers	\$33.72 M / \$25.64 M	24
Paint, Wallpaper Stores	\$2.47 M / \$1.01 M	59
Hardware Stores	\$3.09 M / \$2.35 M	24
Other Building Materials Stores	\$23.92 M / \$15.47 M	35
Outdoor Power Equipment Stores	\$1.13 M / \$937 K	17
Nursery, Garden Stores	\$7.36 M / \$10.34 M	-29
<b>Food, Beverage Stores</b>	\$195.63 M / \$184.75 M	6
Grocery Stores	\$174.88 M / \$169.22 M	3
Convenience Stores	\$6.79 M / \$9.03 M	-25
Meat Markets	\$2.01 M / \$513.86 K	74
Fish, Seafood Markets	\$728.71 K / \$478.24 K	34
Fruit, Vegetable Markets	\$1.22 M / -	100
Other Specialty Food Markets	\$2.1 M / \$1.45 M	31
Liquor Stores	\$7.9 M / \$4.06 M	49

# Retail Gap Report



## Wagoner, Oklahoma

### 20mi Radius

	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$47.9 M / \$47.76 M	0
Pharmacy, Drug Stores	\$40.12 M / \$40.95 M	-2
Cosmetics, Beauty Stores	\$2.35 M / \$738.28 K	69
Optical Goods Stores	\$2.69 M / \$2.22 M	17
Other Health, Personal Care Stores	\$2.75 M / \$3.85 M	-29
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$22.03 M / \$8.67 M	61
Sporting Goods Stores	\$12.01 M / \$4.7 M	61
Hobby, Toy, Game Stores	\$3.55 M / \$3.41 M	4
Sewing, Needlecraft Stores	\$1.1 M / \$149.51 K	86
Musical Instrument Stores	\$1.01 M / -	100
Book Stores	\$4.36 M / \$414.63 K	90
<b>General Merchandise Stores</b>	\$190.42 M / \$76.19 M	60
Department Stores	\$48.85 M / \$41.07 M	16
Warehouse Superstores	\$122.97 M / -	100
Other General Merchandise Stores	\$18.6 M / \$35.12 M	-47
<b>Miscellaneous Store Retailers</b>	\$25.87 M / \$17.97 M	31
Florists	\$910.31 K / \$2.55 M	-64
Office, Stationary Stores	\$2.54 M / \$2.95 M	-14
Gift, Souvenir Stores	\$3.09 M / \$438.92 K	86
Used Merchandise Stores	\$1.77 M / \$1.77 M	0
Pet, Pet Supply Stores	\$10.48 M / \$3.39 M	68
Art Dealers	\$837.4 K / -	100
Mobile Home Dealers	\$1.55 M / \$3.1 M	-50
Other Miscellaneous Retail Stores	\$4.69 M / \$3.77 M	20
<b>Non-Store Retailers</b>	\$87.04 M / \$19.98 M	77
Mail Order, Catalog Stores	\$72.18 M / \$12.67 M	82
Vending Machines	\$2.01 M / \$4.51 M	-55
Fuel Dealers	\$7.28 M / \$2.18 M	70
Other Direct Selling Establishments	\$5.57 M / \$615.23 K	89

# Retail Gap Report



## Wagoner, Oklahoma

### 20mi Radius

	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$166.55 M / \$110.31 M	34
Hotels, Other Travel Accommodations	\$9.16 M / \$4.42 M	52
RV Parks	\$88.01 K / \$22.8 K	74
Rooming, Boarding Houses	\$65.42 K / -	100
Full Service Restaurants	\$97.48 M / \$63.95 M	34
Limited Service Restaurants	\$45.29 M / \$39.89 M	12
Special Food Services, Catering	\$14.48 M / \$4.03 M	72
Drinking Places	\$4.12 M / \$2.12 M	49
<b>Gasoline Stations</b>	\$143.8 M / \$144.62 M	-1
<b>Motor Vehicle, Parts Dealers</b>	\$258.94 M / \$187.47 M	28
New Car Dealers	\$198.6 M / \$128.61 M	35
Used Car Dealers	\$20.49 M / \$16.56 M	19
Recreational Vehicle Dealers	\$4.08 M / \$12.72 M	-68
Motorcycle, Boat Dealers	\$8.91 M / \$5.7 M	36
Auto Parts, Accessories	\$16.09 M / \$14.93 M	7
Tire Dealers	\$10.75 M / \$8.95 M	17
2021 Population	127,673	
2026 Population	130,271	
% Population Change 2021-2026	2.0%	
2021 Adult Population Age 18+	97,452	
2021 Population Male	62,457	
2021 Population Female	65,216	
2021 Households	48,691	
2021 Median Household Income	55,794	
2021 Average Household Income	74,631	

# **Retail Potential**



<b>Wagoner, Oklahoma</b>	
<b>20mi Radius</b>	
2021 Population	127,673
2026 Population	130,271
% Population Change 2020-2021	0.3%
2021 Adult Population Age 18+	\$97,452
2021 Population Male	\$62,457
2021 Population Female	\$65,216
2021 Households	\$48,691
2021 Median Household Income	\$55,794
2021 Average Household Income	\$74,631
<b>Clothing, Clothing Accessories Stores</b>	\$59.08 M
Men's Clothing Stores	\$2.08 M
Women's Clothing Stores	\$9.07 M
Children's, Infants' Clothing Stores	\$3.92 M
Family Clothing Stores	\$24.2 M
Clothing Accessory Stores	\$1.93 M
Other Apparel Stores	\$2.95 M
Shoe Stores	\$9.96 M
Jewelry Stores	\$4.59 M
Luggage Stores	\$372.99 K
<b>Furniture, Home Furnishings Stores</b>	\$28.82 M
Furniture Stores	\$17.67 M
Floor Covering Stores	\$3.05 M
Other Home Furnishing Stores	\$8.1 M
<b>Electronics, Appliance Stores</b>	\$22.07 M
<b>Gasoline Stations</b>	\$143.8 M
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$71.69 M
Home Centers	\$33.72 M
Paint, Wallpaper Stores	\$2.47 M
Hardware Stores	\$3.09 M
Other Building Materials Stores	\$23.92 M
Outdoor Power Equipment Stores	\$1.13 M
Nursery, Garden Stores	\$7.36 M
<b>Food, Beverage Stores</b>	\$195.63 M
Grocery Stores	\$174.88 M
Convenience Stores	\$6.79 M
Meat Markets	\$2.01 M
Fish, Seafood Markets	\$728.71 K
Fruit, Vegetable Markets	\$1.22 M
Other Specialty Food Markets	\$2.1 M
Liquor Stores	\$7.9 M

# Retail Potential Profile



## Wagoner, Oklahoma

### 20mi Radius

<b>Health, Personal Care Stores</b>	\$47.9 M
Pharmacy, Drug Stores	\$40.12 M
Cosmetics, Beauty Stores	\$2.35 M
Optical Goods Stores	\$2.69 M
Other Health, Personal Care Stores	\$2.75 M
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$22.03 M
Sporting Goods Stores	\$12.01 M
Hobby, Toy, Game Stores	\$3.55 M
Sewing, Needlecraft Stores	\$1.1 M
Musical Instrument Stores	\$1.01 M
Book Stores	\$4.36 M
<b>General Merchandise Stores</b>	\$190.42 M
Department Stores	\$48.85 M
Warehouse Superstores	\$122.97 M
Other General Merchandise Stores	\$18.6 M
<b>Miscellaneous Store Retailers</b>	\$25.87 M
Florists	\$910.31 K
Office, Stationary Stores	\$2.54 M
Gift, Souvenir Stores	\$3.09 M
Used Merchandise Stores	\$1.77 M
Pet, Pet Supply Stores	\$10.48 M
Art Dealers	\$837.4 K
Mobile Home Dealers	\$1.55 M
Other Miscellaneous Retail Stores	\$4.69 M
<b>Non-Store Retailers</b>	\$87.04 M
Mail Order, Catalog Stores	\$72.18 M
Vending Machines	\$2.01 M
Fuel Dealers	\$7.28 M
Other Direct Selling Establishments	\$5.57 M
<b>Accommodation, Food Services</b>	\$170.67 M
Hotels, Other Travel Accommodations	\$9.16 M
RV Parks	\$88.01 K
Rooming, Boarding Houses	\$65.42 K
Full Service Restaurants	\$97.48 M
Limited Service Restaurants	\$45.29 M
Special Food Services, Catering	\$14.48 M
Drinking Places	\$4.12 M
<b>Motor Vehicle, Parts Dealers</b>	\$258.94 M
New Car Dealers	\$198.6 M
Used Car Dealers	\$20.49 M
Recreational Vehicle Dealers	\$4.08 M
Motorcycle, Boat Dealers	\$8.91 M
Auto Parts, Accessories	\$16.09 M
Tire Dealers	\$10.75 M

## **Income Summary**

# Income Summary Report



## Wagoner, Oklahoma

### 20mi Radius

#### Population

Estimated Population (2021)	127,673	
Projected Population (2026)	130,271	
Census Population (2020)	127,233	
Census Population (2010)	126,797	
Projected Annual Growth (2021 to 2026)	2,598	0.4%
Historical Annual Growth (2020 to 2021)	440	0.3%
Historical Annual Growth (2010 to 2020)	436	-

#### Households

Estimated Households (2021)	48,691	
Projected Households (2026)	52,522	
Census Households (2020)	48,568	
Census Households (2010)	48,021	
Projected Annual Growth (2021 to 2026)	3,831	1.6%
Historical Annual Growth (2020 to 2021)	123	0.3%
Historical Annual Growth (2010 to 2020)	548	0.1%

#### Average Household Income

Estimated Average Household Income (2021)	\$74,631	
Projected Average Household Income (2026)	\$81,519	
Census Average Household Income (2010)	\$52,879	
Census Average Household Income (2000)	\$41,926	
Projected Annual Growth (2021 to 2026)	\$6,887	1.8%
Historical Annual Growth (2010 to 2021)	\$21,753	3.7%
Historical Annual Growth (2000 to 2010)	\$10,952	2.6%

#### Median Household Income

Estimated Median Household Income (2021)	\$55,794	
Projected Median Household Income (2026)	\$65,279	
Census Median Household Income (2010)	\$44,332	
Census Median Household Income (2000)	\$34,370	
Projected Annual Growth (2021 to 2026)	\$9,485	3.4%
Historical Annual Growth (2010 to 2021)	\$11,462	2.4%
Historical Annual Growth (2000 to 2010)	\$9,962	2.9%

#### Per Capita Income

Estimated Per Capita Income (2021)	\$28,890	
Projected Per Capita Income (2026)	\$33,286	
Census Per Capita Income (2010)	\$20,026	
Census Per Capita Income (2000)	\$15,777	
Projected Annual Growth (2021 to 2026)	\$4,396	3.0%
Historical Annual Growth (2010 to 2021)	\$8,864	4.0%
Historical Annual Growth (2000 to 2010)	\$4,249	2.7%

#### Other Income

Estimated Families (2021)	34,738	
Estimated Average Family Income (2021)	\$88,418	
Estimated Median Family Income (2021)	\$70,439	
Estimated Average Household Net Worth (2021)	\$367,824	

## **Consumer Expenditure Summary**

# Consumer Expenditure Summary



Wagoner, Oklahoma		
20mi Radius		
Estimated Population		127,673
Estimated Households		48,691
<b>Household Expenditure</b>		<b>\$2.8 B</b>
Per Household ~ Per Capita	\$57,423	\$21,900
Non-Retail Expenditures	\$1.47 B	52.6%
Per Household ~ Per Capita	\$30,232	\$11,530
Retail Expenditures	\$1.32 B	47.4%
Per Household ~ Per Capita	\$27,191	\$10,370
Apparel	\$97.26 M	3.5%
Per Household ~ Per Capita	\$1,997	\$762
Contributions	\$88.84 M	3.2%
Per Household ~ Per Capita	\$1,825	\$696
Education	\$78.53 M	2.8%
Per Household ~ Per Capita	\$1,613	\$615
Entertainment	\$156.39 M	5.6%
Per Household ~ Per Capita	\$3,212	\$1,225
Food, Beverages	\$415.01 M	14.8%
Per Household ~ Per Capita	\$8,523	\$3,251
Furnishings, Equipment	\$97.23 M	3.5%
Per Household ~ Per Capita	\$1,997	\$762
Gifts	\$65.75 M	2.4%
Per Household ~ Per Capita	\$1,350	\$515
Health Care	\$242 M	8.7%
Per Household ~ Per Capita	\$4,970	\$1,895
Household Operations	\$108.9 M	3.9%
Per Household ~ Per Capita	\$2,236	\$853
Miscellaneous Expenses	\$52.66 M	1.9%
Per Household ~ Per Capita	\$1,082	\$412
Personal Care	\$37.48 M	1.3%
Per Household ~ Per Capita	\$770	\$294
Personal Insurance	\$19.19 M	0.7%
Per Household ~ Per Capita	\$394	\$150
Reading	\$6.08 M	0.2%
Per Household ~ Per Capita	\$125	\$48
Shelter	\$588.76 M	21.1%
Per Household ~ Per Capita	\$12,092	\$4,611
Tobacco	\$18.09 M	0.6%
Per Household ~ Per Capita	\$371	\$142
Transportation	\$511.11 M	18.3%
Per Household ~ Per Capita	\$10,497	\$4,003
Utilities	\$212.73 M	7.6%
Per Household ~ Per Capita	\$4,369	\$1,666



# Consumer Expenditure Trend



## Wagoner, Oklahoma

### 20mi Radius

#### Population / Households (2021)

Estimated Population	127,673
Estimated Households	48,691

#### Total Annual Consumer Expenditure (2021)

Total Household Expenditure	\$2.8 B
Total Non-Retail Expenditure	\$1.47 B
Total Retail Expenditure	\$1.32 B
Apparel	\$97.26 M
Contributions	\$88.84 M
Education	\$78.53 M
Entertainment	\$156.39 M
Food and Beverages	\$415.01 M
Furnishings and Equipment	\$97.23 M
Gifts	\$65.75 M
Health Care	\$242 M
Household Operations	\$108.9 M
Miscellaneous Expenses	\$52.66 M
Personal Care	\$37.48 M
Personal Insurance	\$19.19 M
Reading	\$6.08 M
Shelter	\$588.76 M
Tobacco	\$18.09 M
Transportation	\$511.11 M
Utilities	\$212.73 M

#### Monthly Household Consumer Expenditure (2021)

Total Household Expenditure	\$4,785	
Total Non-Retail Expenditure	\$2,519	52.6%
Total Retail Expenditure	\$2,266	47.4%
Apparel	\$166	3.5%
Contributions	\$152	3.2%
Education	\$134	2.8%
Entertainment	\$268	5.6%
Food and Beverages	\$710	14.8%
Furnishings and Equipment	\$166	3.5%
Gifts	\$113	2.4%
Health Care	\$414	8.7%
Household Operations	\$186	3.9%
Miscellaneous Expenses	\$90	1.9%
Personal Care	\$64	1.3%
Personal Insurance	\$33	0.7%
Reading	\$10	0.2%
Shelter	\$1,008	21.1%
Tobacco	\$31	0.6%
Transportation	\$875	18.3%
Utilities	\$364	7.6%

# Consumer Expenditure Trend



## Wagoner, Oklahoma

### 20mi Radius

#### Population / Households (2026)

Projected Population	130,271
Projected Households	52,522

#### Total Annual Consumer Expenditure (2026)

Total Household Expenditure	\$3.2 B
Total Non-Retail Expenditure	\$1.69 B
Total Retail Expenditure	\$1.51 B
Apparel	\$111.97 M
Contributions	\$104.3 M
Education	\$93.66 M
Entertainment	\$180.88 M
Food and Beverages	\$472.41 M
Furnishings and Equipment	\$112.45 M
Gifts	\$77.62 M
Health Care	\$274.54 M
Household Operations	\$125.67 M
Miscellaneous Expenses	\$60.65 M
Personal Care	\$43 M
Personal Insurance	\$22.51 M
Reading	\$7.02 M
Shelter	\$674.14 M
Tobacco	\$19.74 M
Transportation	\$583.88 M
Utilities	\$238.69 M

#### Consumer Expenditure Growth (2021 to 2026)

Total Household Expenditure	\$407.12 M
Total Non-Retail Expenditure	\$217.4 M
Total Retail Expenditure	\$189.72 M
Apparel	\$14.71 M
Contributions	\$15.45 M
Education	\$15.13 M
Entertainment	\$24.48 M
Food and Beverages	\$57.4 M
Furnishings and Equipment	\$15.22 M
Gifts	\$11.87 M
Health Care	\$32.54 M
Household Operations	\$16.77 M
Miscellaneous Expenses	\$7.99 M
Personal Care	\$5.52 M
Personal Insurance	\$3.32 M
Reading	\$940.59 K
Shelter	\$85.38 M
Tobacco	\$1.65 M
Transportation	\$72.77 M
Utilities	\$25.96 M

## **Crime Risk Profile**

## Wagoner, Oklahoma

### 20mi Radius

#### Demographics

Population	127,673
Census Population	127,233
Households	48,691
Average Household Income	\$74,631
Median Household Income	\$55,794
Per Capita Income	\$28,890

#### Total Crime

Crime Index	96
Crime Level	Average

#### Personal Crime

Crime Index	110
Crime Level	Average

#### Murder

Crime Index	69
Crime Level	Below Average

#### Rape

Crime Index	105
Crime Level	Average

#### Robbery

Crime Index	55
Crime Level	Low Risk

#### Assault

Crime Index	131
Crime Level	Above Average

#### Property Crime

Crime Index	93
Crime Level	Average

#### Burglary

Crime Index	150
Crime Level	Above Average

#### Larceny

Crime Index	80
Crime Level	Below Average

#### Motor Vehicle Theft

Crime Index	94
Crime Level	Average

\* Crime Index: 100 = National Average Adjusted for Population

# **Void Analysis**

Wagoner, Oklahoma 20mi Radius	Closest Location	Locations In 20 mi radius	Locations In Wagoner
<b>Auto Parts Tires</b>			
Advance Auto Parts		1	0
AutoZone		3	1
Grease Monkey		1	0
NAPA		2	0
O'Reilly		5	1
<b>Banks</b>			
Arvest Bank		3	1
BancFirst		6	2
BOKF		2	0
<b>Banks Minor</b>			
Bank		20	2
<b>Car Washes</b>			
Tommy's Express Car Wash		1	0
<b>Clothing Apparel</b>			
Buckle		1	0
Cato		1	0
maurices		1	0
Rue21		1	0
<b>Convenience Stores</b>			
Caseys General Store		5	1
Conoco		6	0
Kum & Go		3	0
Love's		1	0
Murphy USA		2	1
Phillips 66		11	1
Pilot Travel Centers		1	0
QuikTrip		3	1
Shell		5	1
Sinclair		4	0
Valero		1	0
<b>Craft Fabric Stores</b>			
Hobby Lobby		1	0
<b>Dental</b>			
Aspen Dental		1	0
<b>Department Stores</b>			
Burke's Outlet		1	0



Wagoner, Oklahoma 20mi Radius	Closest Location	Locations In 20 mi radius	Locations In Wagoner
<b>Discount Department Stores</b>			
Ollies Bargain Outlet		1	0
Ross		1	0
Sears		1	0
TJ Maxx		1	0
Wal-Mart Supercenter		3	1
<b>Dollar Stores</b>			
Big Lots		1	0
Dollar General		19	1
Dollar Tree		4	0
Family Dollar		4	0
Five Below		1	0
<b>Drug Stores</b>			
CVS		1	0
GNC		1	0
Walgreens		4	1
<b>Education</b>			
College		1	0
Cosmetology and Barber		1	0
Day Care		42	3
High School		13	1
High School (Private)		2	0
PK - 8		49	4
PK - 8 (Private)		3	1
Trade Schools		2	0
<b>Entertainment</b>			
Theatres		2	0
<b>Furniture Household</b>			
Aarons		1	0
American Freight		1	0
Rent A Center		1	0
<b>Grocery Stores</b>			
ALDI		1	0
<b>Health Beauty</b>			
Bath & Body Works		1	0
Sally Beauty Supply		1	0
Supercuts		1	0

## Void Analysis

Wagoner, Oklahoma 20mi Radius	Closest Location	Locations In 20 mi radius	Locations In Wagoner
ULTA		1	0
<b>Health Care</b>			
Anesthesiology		5	2
Audiologist		1	0
Cardiovascular Disease		7	1
Certified Nurse Midwife		1	0
Certified Registered Nurse Anesthetist		6	2
Chiropractic		13	1
Clinical Nurse Specialist		2	0
Clinical Psychologist		2	0
Clinical Social Worker		5	0
Dermatology		2	0
Diagnostic Radiology		5	1
Dialysis Centers		3	1
Emergency Medicine		6	1
Endocrinology		1	0
Family Practice		29	6
Gastroenterology		2	0
General Surgery		4	1
Hematology and Oncology		3	0
Hospitalist		2	0
Internal Medicine		10	1
Interventional Cardiology		3	0
Interventional Pain Management		3	1
Nephrology		5	1
Neurology		2	0
Neurosurgery		1	0
Nuclear Medicine		1	0
Nurse Practitioner		25	1
Obstetrics and Gynecology		5	0
Occupational Therapy		1	0
Ophthalmology		1	0
Optometry		14	2
Orthopedic Surgery		3	1
Otolaryngology		3	1
Pathology		1	0
Pediatric Medicine		1	0

Wagoner, Oklahoma 20mi Radius	Closest Location	Locations In 20 mi radius	Locations In Wagoner
Physical Medicine and Rehabilitation		1	0
Physical Therapy		8	1
Physician Assistant		13	0
Podiatry		3	0
Psychiatry		4	1
Pulmonary Disease		1	0
Radiation Oncology		3	0
Speech Language Pathologist		2	0
Sports Medicine		1	0
Urgent Care		4	1
Urology		1	0
<b>Home Improvement</b>			
Ace Hardware		1	0
Do It Best		1	1
Harbor Freight Tools		1	0
Lowe's		1	0
Orscheln		2	1
Sherwin-Williams		1	0
Tractor Supply Company		1	0
True Value		1	0
<b>Hotels</b>			
Americas Best Value Inn		1	0
Best Western Hotels		1	0
Best Western Plus		2	0
Candlewood Suites		1	0
Comfort		1	0
Days Inn		1	1
Days Inn & Suites		1	0
Fairfield Inn and Suites		1	0
Hampton Inn		2	0
Holiday Inn Express		2	0
Home2		1	0
Knights Inn		1	0
La Quinta Inn & Suites		1	0
Motel 6		1	0
Quality		1	0
Super 8		1	0

Wagoner, Oklahoma 20mi Radius	Closest Location	Locations In 20 mi radius	Locations In Wagoner
<b>Mattress</b>			
Mattress Firm		1	0
<b>Office Supply</b>			
Office Depot		1	0
<b>Pet Stores</b>			
Petco		1	0
<b>Restaurants Casual</b>			
Buffalo Wild Wings		1	0
Chili's		1	0
Denny's		1	0
Golden Corral		1	0
IHOP		1	0
Red Lobster		1	0
<b>Restaurants Coffee Donuts</b>			
Starbucks		1	0
<b>Restaurants Fast Food Major</b>			
Arby's		4	1
Burger King		2	1
Chick-fil-A		1	0
KFC		1	0
McDonald's		7	1
Sonic		7	1
Taco Bell		5	1
Wendy's		1	0
<b>Restaurants Fast Food Minor</b>			
Chicken Express		1	0
Church's Chicken		1	0
Freddys		1	0
Long John Silver's		1	0
Panda Express		1	0
Taco Bueno		3	1
<b>Restaurants Ice Cream Smoothie</b>			
Braum's		3	1
Tropical Smoothie Cafe		1	0
<b>Restaurants Pizza</b>			
Domino's Pizza		1	0
Little Caesars		3	0

Wagoner, Oklahoma 20mi Radius	Closest Location	Locations In 20 mi radius	Locations In Wagoner
Papa Murphy's		1	0
Pizza Hut		1	1
Pizza Inn		1	0
Simple Simons Pizza		6	2
<b>Restaurants Sandwich</b>			
McAlister's Deli		1	0
Subway		13	1
<b>Self Storage</b>			
CubeSmart		1	0
Public Storage		1	0
U Haul		1	0
<b>Shoes Footwear</b>			
Browns Shoe Fit		1	0
Famous Footwear		1	0
Shoe Dept		1	0
<b>Specialty</b>			
Goodwill		1	1
<b>Sporting Goods</b>			
Dunham's Sports		1	0
Hibbett Sports		1	0
<b>Wireless Stores</b>			
AT&T		2	0
Cricket		3	1
MetroPCS		1	0
T-Mobile		1	0
<b>Worship</b>			
Baptist		11	1
Christian		2	0
Judaic		1	0
Methodist Episcopal		4	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](http://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

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email: [Rickey@retailattractions.com](mailto: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.