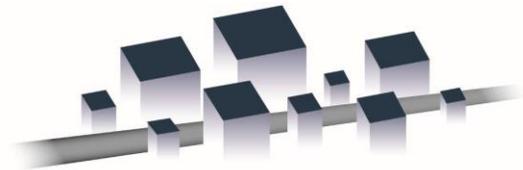


Piedmont, OK

2016

**RETAIL MARKET INFORMATION
CITY LIMITS**



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

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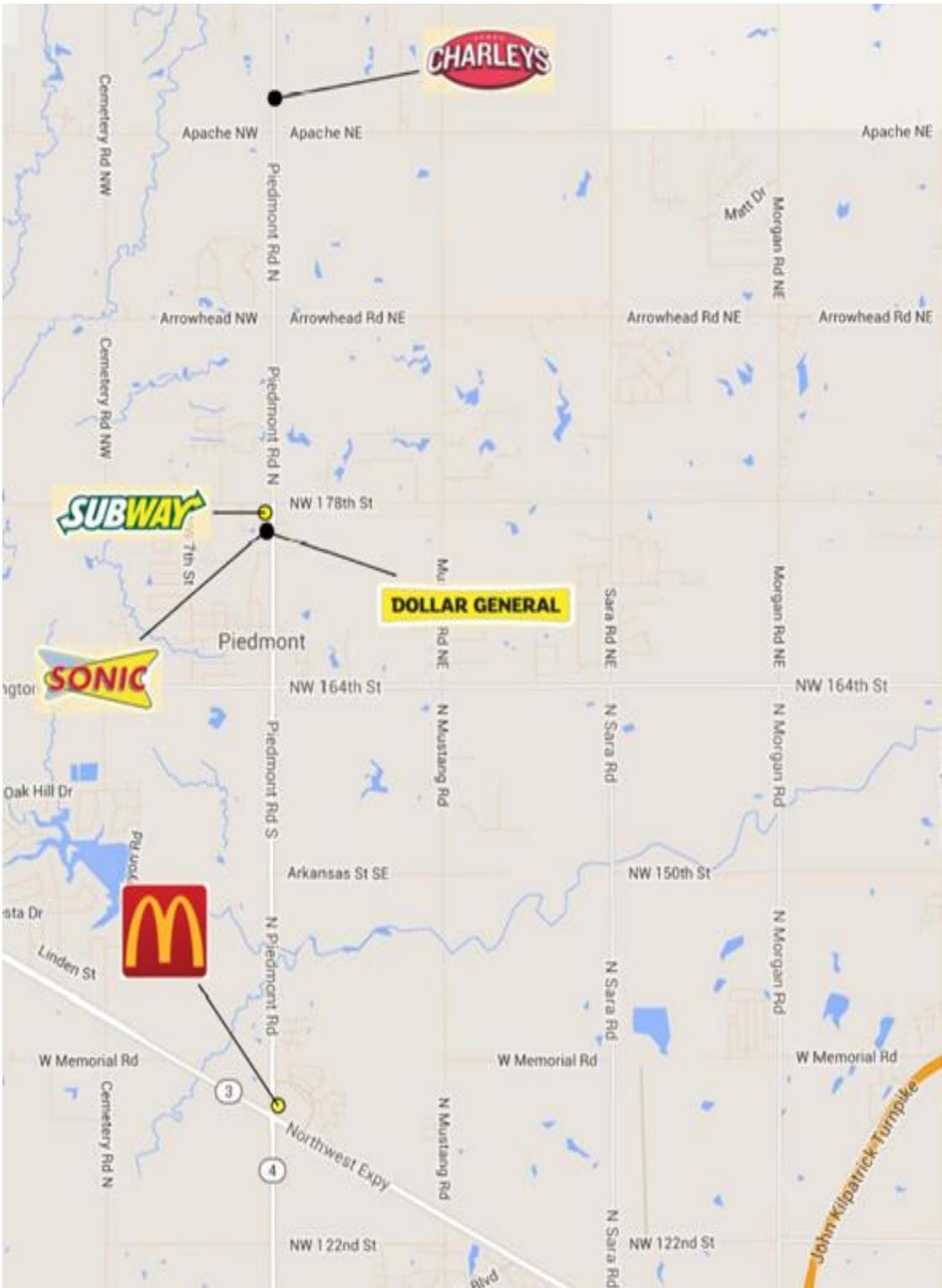
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ABOUT PIEDMONT, OK

Piedmont is a city primarily in Canadian County, Oklahoma, though a small part of it is in Kingfisher County. It is a part of the Oklahoma City Metropolitan Area. It is located just 10 miles north of Yukon. Piedmont is rich in history with a planned focus for business and community development. People are drawn to Piedmont because of its friendly small-town atmosphere in a suburban location with Oklahoma City just minutes away. Piedmont schools are one of the top-performing districts in the state with a history of academic excellence and a variety of extra-curricular activities, including an award-winning band. Piedmont is a home rule city served by a council-manager government.

NATIONAL RETAILERS



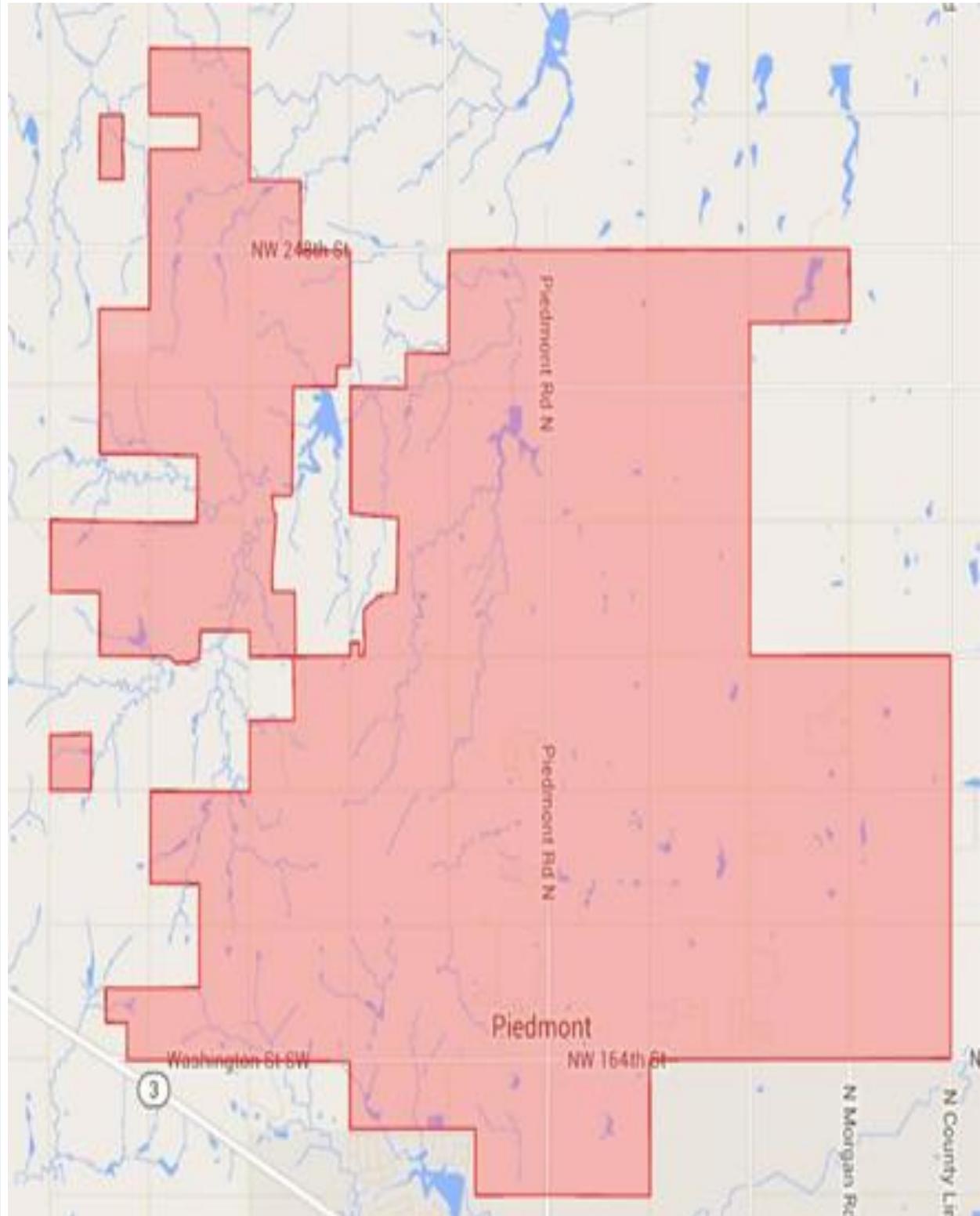
OPPORTUNITY GAP (LEAKAGE)

A category with retail leakage indicates revenue leaving a market and an unmet demand in that category. When consumers from an area are spending more for goods than the businesses in the area are providing, that area has a retail leakage. Categories with retail leakage suggest that the area can support additional retailers in the categories. Several categories in Piedmont city limits show significant leakages as shown below. The total leakage includes categories not listed in the table below. The categories are highlighted categories that show substantial leakage in the market. Surplus categories in the market indicate a pull factor evident by consumers coming into the trade area from outside the community to purchase specific goods and services. Several categories in Piedmont's city limits have impressive surpluses indicating a regional pull of consumers.

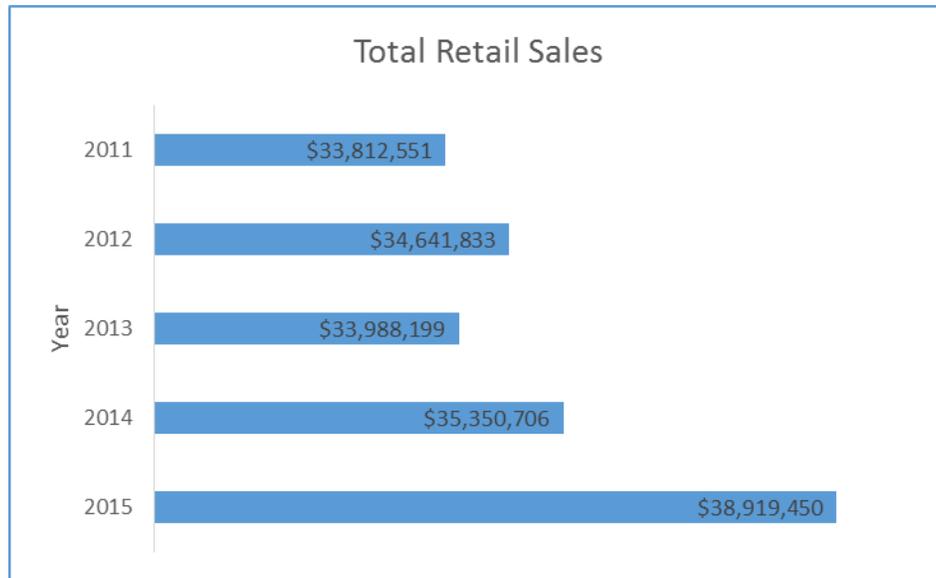
RETAIL CATEGORY ANNUAL LEAKAGE	CITY LIMITS
Motor Vehicle & Parts Dealers	\$24,655,630
General Merchandise Stores	\$10,970,218
Foodservice & Drinking Places	\$10,411,445
Non-Store Retailers	\$9,418,292
Supermarkets, Grocery (Except Convenience) Store	\$8,782,458
Gasoline Stations with Convenience Stores	\$5,947,576
Building Material, Garden Equipment Stores	\$5,599,711
Clothing & Clothing Accessories Stores	\$4,898,572
TOTAL LEAKAGE	\$80,683,902

*The total leakage includes categories not listed in the table above

RETAIL ENVIRONMENT CITY LIMITS (REGIS RADIS SANDBOX)



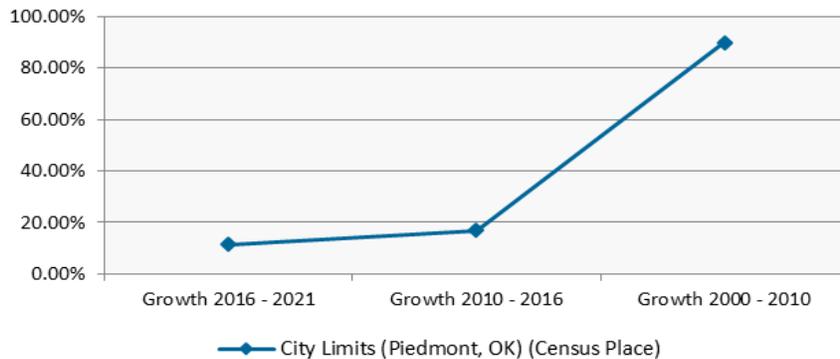
TOTAL RETAIL SALES



Sales tax revenue is an indicator of the health of the existing retailers and in the fiscal health of city government. As shown in the chart, the total retail sales in this market have shown an increase indicating fiscal health and retail market increases and growth.

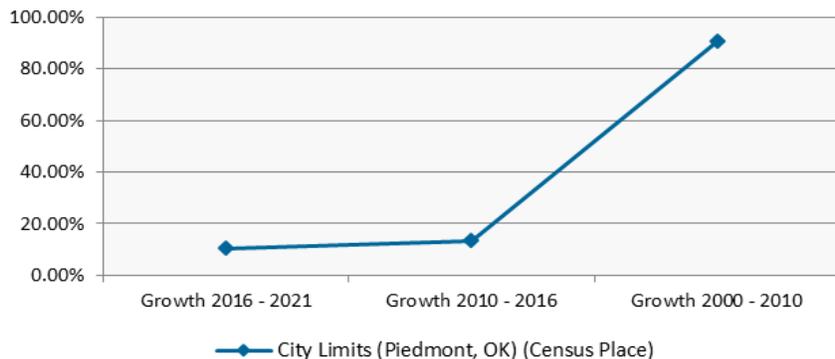
DEMOGRAPHIC SNAPSHOT

Description	City Limits (Piedmont, OK) (Census Place)	
	Total	%
Population		
2021 Projection	7,452	
2016 Estimate	6,682	
2010 Census	5,720	
2000 Census	3,012	



Growth 2016 - 2021	11.52%
Growth 2010 - 2016	16.82%
Growth 2000 - 2010	89.91%

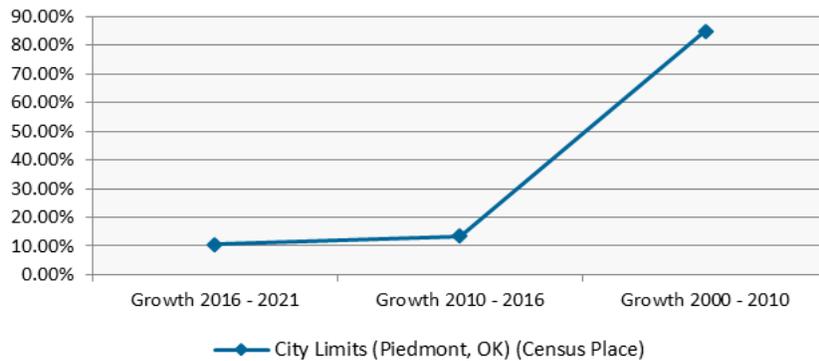
Households		
2021 Projection	2,445	
2016 Estimate	2,212	
2010 Census	1,950	
2000 Census	1,023	



DEMOGRAPHIC SNAPSHOT

Description	City Limits (Piedmont, OK) (Census Place)	
	Total	%
Growth 2016 - 2021		10.53%
Growth 2010 - 2016		13.44%
Growth 2000 - 2010		90.62%

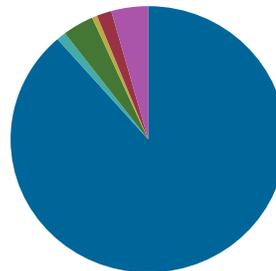
Family Households		
2021 Projection	2,080	
2016 Estimate	1,882	
2010 Census	1,658	
2000 Census	897	



Growth 2016 - 2021	10.52%
Growth 2010 - 2016	13.51%
Growth 2000 - 2010	84.84%

2016 Est. Population by Single-Classification Race	6,682
--	-------

- White Alone
- Black or African American Alone
- Amer. Indian and Alaska Native Alone
- Asian Alone
- Native Hawaiian and Other Pac. Isl. Alone
- Some Other Race Alone
- Two or More Races



DEMOGRAPHIC SNAPSHOT

Description	City Limits (Piedmont, OK) (Census Place)	
	Total	%
White Alone	5,917	88.55%
Black or African American Alone	74	1.11%
Amer. Indian and Alaska Native Alone	245	3.67%
Asian Alone	40	0.60%
Native Hawaiian and Other Pac. Isl. Alone	1	0.01%
Some Other Race Alone	116	1.74%
Two or More Races	289	4.33%
2016 Est. Population by Hispanic or Latino Origin	6,682	
Not Hispanic or Latino	6,256	93.62%
Hispanic or Latino	426	6.38%
Mexican	356	83.57%
Puerto Rican	4	0.94%
Cuban	8	1.88%
All Other Hispanic or Latino	58	13.62%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	426	
White Alone	250	58.69%
Black or African American Alone	8	1.88%
American Indian and Alaska Native Alone	16	3.76%
Asian Alone	6	1.41%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	116	27.23%
Two or More Races	30	7.04%
2016 Est. Pop by Race, Asian Alone, by Category	40	
Chinese, except Taiwanese	0	0.00%
Filipino	1	2.50%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	1	2.50%
Vietnamese	28	70.00%
Cambodian	0	0.00%
Hmong	1	2.50%
Laotian	8	20.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	1	2.50%

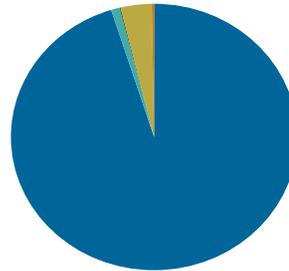
DEMOGRAPHIC SNAPSHOT

Description	City Limits (Piedmont, OK) (Census Place)	
	Total	%
2016 Est. Population by Ancestry	6,682	
Arab	0	0.00%
Czech	51	0.76%
Danish	0	0.00%
Dutch	102	1.53%
English	413	6.18%
French (except Basque)	46	0.69%
French Canadian	14	0.21%
German	861	12.89%
Greek	9	0.13%
Hungarian	19	0.28%
Irish	548	8.20%
Italian	70	1.05%
Lithuanian	0	0.00%
United States or American	716	10.72%
Norwegian	16	0.24%
Polish	42	0.63%
Portuguese	0	0.00%
Russian	2	0.03%
Scottish	120	1.80%
Scotch-Irish	44	0.66%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	63	0.94%
Swiss	32	0.48%
Ukrainian	0	0.00%
Welsh	7	0.10%
West Indian (except Hisp. groups)	3	0.04%
Other ancestries	1,645	24.62%
Ancestry Unclassified	1,859	27.82%

DEMOGRAPHIC SNAPSHOT

Description	City Limits (Piedmont, OK) (Census Place)	
	Total	%
2016 Est. Pop Age 5+ by Language Spoken At Home	6,202	

- Speak Only English at Home
- Speak Asian/Pac. Isl. Lang. at Home
- Speak IndoEuropean Language at Home
- Speak Spanish at Home
- Speak Other Language at Home



Speak Only English at Home	5,901	95.15%
Speak Asian/Pac. Isl. Lang. at Home	58	0.94%
Speak IndoEuropean Language at Home	10	0.16%
Speak Spanish at Home	217	3.50%
Speak Other Language at Home	16	0.26%
2016 Est. Population by Sex	6,682	
Male	3,320	49.69%
Female	3,362	50.31%
2016 Est. Population by Age	6,682	
Age 0 - 4	480	7.18%
Age 5 - 9	540	8.08%
Age 10 - 14	591	8.84%
Age 15 - 17	340	5.09%
Age 18 - 20	291	4.35%
Age 21 - 24	347	5.19%
Age 25 - 34	570	8.53%
Age 35 - 44	929	13.90%
Age 45 - 54	1,028	15.38%
Age 55 - 64	835	12.50%
Age 65 - 74	505	7.56%
Age 75 - 84	175	2.62%
Age 85 and over	51	0.76%
Age 16 and over	4,959	74.21%
Age 18 and over	4,731	70.80%
Age 21 and over	4,440	66.45%
Age 65 and over	731	10.94%

DEMOGRAPHIC SNAPSHOT

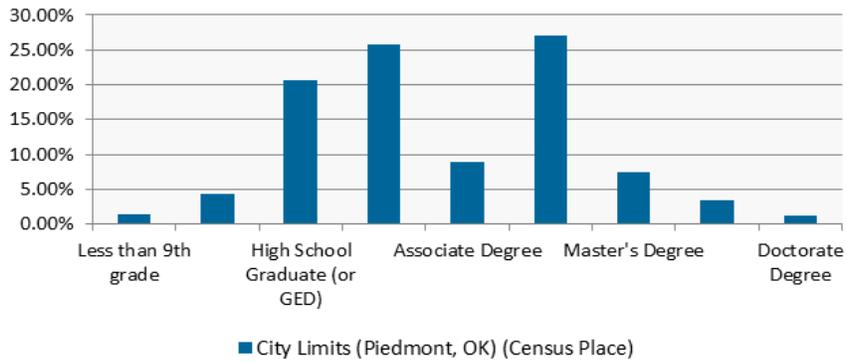
Description	City Limits (Piedmont, OK) (Census Place)	
	Total	%
2016 Est. Median Age	37.0	
2016 Est. Average Age	36.1	
2016 Est. Male Population by Age	3,320	
Age 0 - 4	240	7.23%
Age 5 - 9	284	8.55%
Age 10 - 14	293	8.83%
Age 15 - 17	178	5.36%
Age 18 - 20	150	4.52%
Age 21 - 24	183	5.51%
Age 25 - 34	272	8.19%
Age 35 - 44	435	13.10%
Age 45 - 54	504	15.18%
Age 55 - 64	418	12.59%
Age 65 - 74	251	7.56%
Age 75 - 84	90	2.71%
Age 85 and over	22	0.66%
2016 Est. Median Age, Male	36.4	
2016 Est. Average Age, Male	35.7	
2016 Est. Female Population by Age	3,362	
Age 0 - 4	240	7.14%
Age 5 - 9	256	7.61%
Age 10 - 14	298	8.86%
Age 15 - 17	162	4.82%
Age 18 - 20	141	4.19%
Age 21 - 24	164	4.88%
Age 25 - 34	298	8.86%
Age 35 - 44	494	14.69%
Age 45 - 54	524	15.59%
Age 55 - 64	417	12.40%
Age 65 - 74	254	7.56%
Age 75 - 84	85	2.53%
Age 85 and over	29	0.86%
2016 Est. Median Age, Female	37.5	
2016 Est. Average Age, Female	36.4	

DEMOGRAPHIC SNAPSHOT

Description	City Limits (Piedmont, OK) (Census Place)	
	Total	%
2016 Est. Pop Age 15+ by Marital Status	5,071	
Total, Never Married	995	19.62%
Males, Never Married	484	9.54%
Females, Never Married	511	10.08%
Married, Spouse present	3,249	64.07%
Married, Spouse absent	143	2.82%
Widowed	131	2.58%
Males Widowed	14	0.28%
Females Widowed	117	2.31%
Divorced	553	10.91%
Males Divorced	330	6.51%
Females Divorced	223	4.40%

2016 Est. Pop Age 25+ by Edu. Attainment

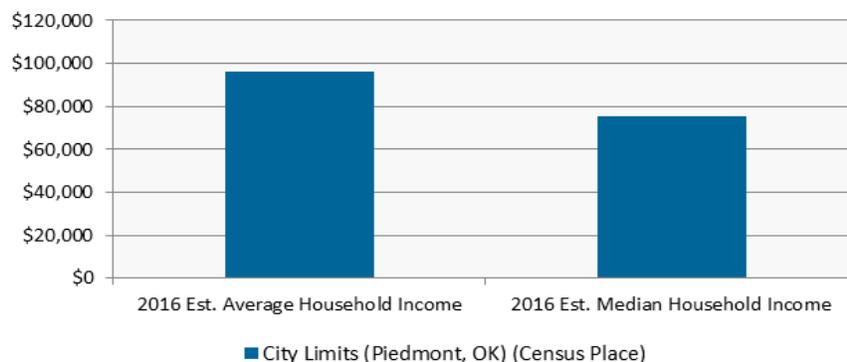
4,093



Less than 9th grade	56	1.37%
Some High School, no diploma	176	4.30%
High School Graduate (or GED)	844	20.62%
Some College, no degree	1,058	25.85%
Associate Degree	362	8.84%
Bachelor's Degree	1,109	27.10%
Master's Degree	302	7.38%
Professional School Degree	138	3.37%
Doctorate Degree	48	1.17%

DEMOGRAPHIC SNAPSHOT

Description	City Limits (Piedmont, OK) (Census Place)	
	Total	%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	181	
No High School Diploma	83	45.86%
High School Graduate	25	13.81%
Some College or Associate's Degree	58	32.04%
Bachelor's Degree or Higher	15	8.29%
2016 Est. Households by Household Type	2,212	
Family Households	1,882	85.08%
Nonfamily Households	330	14.92%
2016 Est. Group Quarters Population	11	
2016 HHs by Ethnicity, Hispanic/Latino	103	
2016 Est. Households by HH Income	2,212	
Income < \$15,000	86	3.89%
Income \$15,000 - \$24,999	79	3.57%
Income \$25,000 - \$34,999	143	6.46%
Income \$35,000 - \$49,999	191	8.63%
Income \$50,000 - \$74,999	604	27.31%
Income \$75,000 - \$99,999	330	14.92%
Income \$100,000 - \$124,999	267	12.07%
Income \$125,000 - \$149,999	189	8.54%
Income \$150,000 - \$199,999	165	7.46%
Income \$200,000 - \$249,999	66	2.98%
Income \$250,000 - \$499,999	78	3.53%
Income \$500,000+	14	0.63%



DEMOGRAPHIC SNAPSHOT

Description	City Limits (Piedmont, OK) (Census Place)	
	Total	%
2016 Est. Average Household Income	\$96,440	
2016 Est. Median Household Income	\$75,227	
2016 Median HH Inc. by Single-Class.		
Race or Eth.		
White Alone	\$76,402	
Black or African American Alone	\$60,577	
American Indian and Alaska Native Alone	\$72,321	
Asian Alone	\$66,667	
Native Hawaiian and Other Pacific Islander Alone	\$42,500	
Some Other Race Alone	\$48,750	
Two or More Races	\$103,846	
Hispanic or Latino	\$49,797	
Not Hispanic or Latino	\$77,431	
2016 Est. Family HH Type by Presence of Own Child.		
	1,882	
Married-Couple Family, own children	878	46.65%
Married-Couple Family, no own children	777	41.29%
Male Householder, own children	48	2.55%
Male Householder, no own children	31	1.65%
Female Householder, own children	92	4.89%
Female Householder, no own children	56	2.98%
2016 Est. Households by Household Size		
	2,212	
1-person	274	12.39%
2-person	711	32.14%
3-person	447	20.21%
4-person	438	19.80%
5-person	229	10.35%
6-person	82	3.71%
7-or-more-person	31	1.40%
2016 Est. Average Household Size	3.02	

DEMOGRAPHIC SNAPSHOT

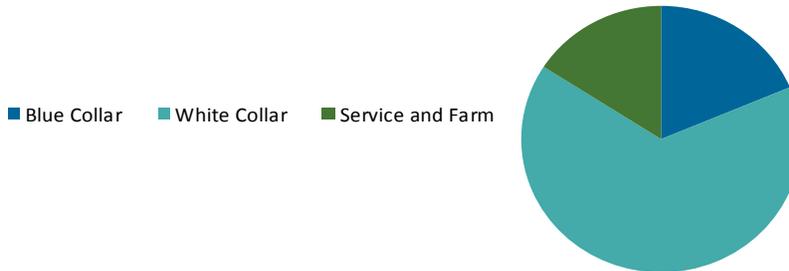
Description	City Limits (Piedmont, OK) (Census Place)	
	Total	%
2016 Est. Households by Presence of People Under 18	2,212	
Households with 1 or More People under Age 18:	1,073	48.51%
Married-Couple Family	912	85.00%
Other Family, Male Householder	53	4.94%
Other Family, Female Householder	106	9.88%
Nonfamily, Male Householder	2	0.19%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	1,139	51.49%
Married-Couple Family	741	65.06%
Other Family, Male Householder	25	2.19%
Other Family, Female Householder	45	3.95%
Nonfamily, Male Householder	159	13.96%
Nonfamily, Female Householder	169	14.84%
2016 Est. Households by Number of Vehicles	2,212	
No Vehicles	27	1.22%
1 Vehicle	453	20.48%
2 Vehicles	1,056	47.74%
3 Vehicles	432	19.53%
4 Vehicles	161	7.28%
5 or more Vehicles	83	3.75%
2016 Est. Average Number of Vehicles	2.3	
2016 Est. Families by Poverty Status	1,882	
2016 Families at or Above Poverty	1,817	96.55%
2016 Families at or Above Poverty with Children	1,024	54.41%
2016 Families Below Poverty	65	3.45%
2016 Families Below Poverty with Children	47	2.50%

DEMOGRAPHIC SNAPSHOT

Description	City Limits (Piedmont, OK) (Census Place)	
	Total	%
2016 Est. Pop Age 16+ by Employment Status	4,959	
In Armed Forces	0	0.00%
Civilian - Employed	3,641	73.42%
Civilian - Unemployed	95	1.92%
Not in Labor Force	1,223	24.66%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	3,605	
For-Profit Private Workers	2,303	63.88%
Non-Profit Private Workers	271	7.52%
Local Government Workers	202	5.60%
State Government Workers	272	7.55%
Federal Government Workers	139	3.86%
Self-Employed Workers	406	11.26%
Unpaid Family Workers	12	0.33%
2016 Est. Civ. Employed Pop 16+ by Occupation	3,605	
Architect/Engineer	42	1.17%
Arts/Entertainment/Sports	82	2.27%
Building Grounds Maintenance	76	2.11%
Business/Financial Operations	212	5.88%
Community/Social Services	36	1.00%
Computer/Mathematical	78	2.16%
Construction/Extraction	169	4.69%
Education/Training/Library	263	7.30%
Farming/Fishing/Forestry	13	0.36%
Food Prep/Serving	112	3.11%
Health Practitioner/Technician	317	8.79%
Healthcare Support	120	3.33%
Maintenance Repair	161	4.47%
Legal	107	2.97%
Life/Physical/Social Science	33	0.92%
Management	413	11.46%
Office/Admin. Support	465	12.90%
Production	182	5.05%
Protective Services	85	2.36%
Sales/Related	313	8.68%
Personal Care/Service	166	4.60%
Transportation/Moving	160	4.44%

DEMOGRAPHIC SNAPSHOT

Description	City Limits (Piedmont, OK) (Census Place)	
	Total	%
2016 Est. Pop 16+ by Occupation Classification	3,605	



Blue Collar	672	18.64%
White Collar	2,361	65.49%
Service and Farm	572	15.87%

2016 Est. Workers Age 16+ by Transp. to Work	3,536	
Drove Alone	3,154	89.20%
Car Pooled	200	5.66%
Public Transportation	3	0.08%
Walked	5	0.14%
Bicycle	0	0.00%
Other Means	13	0.37%
Worked at Home	161	4.55%

2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	660	
15 - 29 Minutes	1,126	
30 - 44 Minutes	1,150	
45 - 59 Minutes	275	
60 or more Minutes	143	
2016 Est. Avg Travel Time to Work in Minutes	30.00	

DEMOGRAPHIC SNAPSHOT

Description	City Limits (Piedmont, OK) (Census Place)	
	Total	%
2016 Est. Occupied Housing Units by Tenure	2,212	
Owner Occupied	2,015	91.09%
Renter Occupied	197	8.91%
2016 Owner Occ. HUs: Avg. Length of Residence	12.3	
2016 Renter Occ. HUs: Avg. Length of Residence	7.7	
2016 Est. Owner-Occupied Housing Units by Value	2,015	
Value Less than \$20,000	15	0.74%
Value \$20,000 - \$39,999	17	0.84%
Value \$40,000 - \$59,999	10	0.50%
Value \$60,000 - \$79,999	32	1.59%
Value \$80,000 - \$99,999	56	2.78%
Value \$100,000 - \$149,999	399	19.80%
Value \$150,000 - \$199,999	543	26.95%
Value \$200,000 - \$299,999	528	26.20%
Value \$300,000 - \$399,999	205	10.17%
Value \$400,000 - \$499,999	71	3.52%
Value \$500,000 - \$749,999	103	5.11%
Value \$750,000 - \$999,999	27	1.34%
Value \$1,000,000 or more	9	0.45%
2016 Est. Median All Owner-Occupied Housing Value	\$194,061	
2016 Est. Housing Units by Units in Structure	2,276	
1 Unit Attached	7	0.31%
1 Unit Detached	2,224	97.72%
2 Units	0	0.00%
3 or 4 Units	0	0.00%
5 to 19 Units	0	0.00%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	39	1.71%
Boat, RV, Van, etc.	6	0.26%

DEMOGRAPHIC SNAPSHOT

Description	City Limits (Piedmont, OK) (Census Place)	
	Total	%
2016 Est. Housing Units by Year Structure Built	2,276	
Housing Units Built 2010 or later	379	16.65%
Housing Units Built 2000 to 2009	649	28.51%
Housing Units Built 1990 to 1999	323	14.19%
Housing Units Built 1980 to 1989	326	14.32%
Housing Units Built 1970 to 1979	384	16.87%
Housing Units Built 1960 to 1969	64	2.81%
Housing Units Built 1950 to 1959	26	1.14%
Housing Units Built 1940 to 1949	55	2.42%
Housing Unit Built 1939 or Earlier	70	3.08%
2016 Est. Median Year Structure Built	1997	

OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

Vehicle and Parts Dealers

New and used automobile dealers, motorcycle dealers, recreation vehicle dealers, all-terrain vehicles dealers, boat dealers, auto parts stores, auto accessories stores and tire dealers

Furniture and Home Furnishings Stores

Furniture stores, home furnishing stores, home decorating stores and floor covering stores

Electronics and Appliance Stores

Household appliance stores, electronics stores, computer and software stores and camera and photographic equipment stores

Building Materials and Garden Supply Stores

Building material and supply dealers, home improvement centers, paint and wallpaper stores, hardware stores, lumberyards, lawn and garden stores, outdoor power equipment stores and nursery and garden centers

Food and Beverage Stores

Grocery stores, supermarkets, convenience stores, specialty food stores and beer, wine, and liquor stores

Health and Personal Care Stores

Pharmacies, drug stores, cosmetic dealers, beauty supply stores, perfume stores, optical goods stores, health care stores and personal care stores

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

Men's clothing stores, women's clothing stores, children's and infants clothing stores, family clothing stores, clothing accessories stores, shoe stores, jewelry stores, luggage stores, leather goods stores

Sporting Goods and Hobby Stores

Sporting goods stores, hobby stores, toy stores, sewing and needlepoint stores, musical instrument and supply stores, book stores, newsstands, music stores

General Merchandise Stores

Department stores and other general merchandise stores

Miscellaneous Store Retailers

Florists, office supply stores, stationery stores, gift and souvenir stores, used merchandise stores and other miscellaneous retailers

Foodservice and Drinking Places

Full-service restaurants, limited service eating places, special foodservices, taverns and bars

Retail Attractions is an economic development consulting firm specializing in market research, creating effective incentive packages, and retail recruiting. Our firm believes healthy economic development is a process. Retail Attractions partners with our clients in a coordinated and strategic course of action resulting in extraordinary results. Retail Attractions believes smart, successful retail development is a vital part of a community's economic development program. We leverage our national network of relationships and our proven expertise to bring retailers, developers, landowners, and communities together to grow new retail business...one relationship at a time. We collaborate with our client cities to achieve their community goals through retail development. Far beyond concentric rings, drive times, or just another bound report; we develop actionable information and make sure the right people have access to it. In short, we make a difference for your community.

The truth is that anyone or any competent firm can pull demographics for a location based on a radius or a drive time. What makes us different is our custom approach to developing a community's trade area. We evaluate the existing retail options nearby, physical barriers to traffic, natural existing shopping patterns, and the potential draw of new shopping opportunities to develop a customer trade area for each community we serve. Your trade area is prepared by a seasoned retail recruitment professional based on criteria we know is important to the audience who will be receiving the finished marketing materials. We integrate demographic data with data we develop from other sources to create a complete picture of a community...one that will resonate with developers, brokers, and retailers. We work with a community to prepare materials and get them in the hands of interested parties rather than merely deliver data that then the community has to send out on its own. We also recognize that "one size does not fit all" when it comes to trade areas. Some sites may be perfect for grocery stores, with a more localized trade area, while others may support a regional draw. If your community has unique opportunities that require more than one trade area, we deliver what you need rather than forcing your community into our "standard offering."

Retail Attractions sends our custom marketing material, developed for each city based on the unique characteristics and demographic indicators for that city, to our network of developers, brokers, and retailers. In addition, we contact retailers through our accurate, proprietary database to make sure they are aware of the opportunities in your city that match their specs.

We have extensive knowledge of various types of incentives, and their practical application, and the experience to work with city staff to develop a framework for evaluating opportunities and providing creative incentives that result in win-win scenarios for both the public and private sector. Beyond merely a list of incentive possibilities. Retail Attractions serves as an ongoing advisor to the city staff, helping to construct incentives that make sense for the city, meet developer's needs and truly encourage new business development.

Retail Attractions understands municipal government and the interplay of political, financial, and regulatory environments. We also understand how development works and what site selectors, developers, and retail tenants need to see, hear, and feel from a potential location to move forward. Retail Attractions features a team of research and marketing professionals who assist retail recruiters in developing the necessary data and marketing materials to prove the case for investment in your community. Since beginning Retail Attractions, we have helped our clients launch millions of square feet of retail and reap the associated benefits of additional city revenue, plus new goods and services for citizens, and increasing the quality of life in the community.



RICKEY HAYES, PRINCIPAL

Prior to founding Retail Attractions, LLC, while working in municipal economic development, Rickey Hayes facilitated new commercial construction totaling more than 10 million square feet with over half of a billion dollars in total value, resulting in a city sales tax and ad valorem based more than triple what it had been. Rickey has developed an extensive personal network of relationships in the area of government relations, retail, restaurant and land development, real estate and site selection, leasing and tenanting, engineering and creative financing and incentives to expedite the success of public/private partnerships for development projects.

Rickey holds a Bachelor's Degree in Criminal Justice and a Master's Degree in Counseling from Great Plains Baptist College. He is a member of International Council of Shopping Centers (ICSC). Rickey and his wife, Wendy, live in Owasso, Oklahoma and have four children and four grandchildren.



MICAH HAYES, CITY DATA/RESEARCH

Micah has been employed by Retail Attractions since the inception and is responsible for the collection of data on our client cities. Micah resides in Austin, Texas.

Ronald Cates	General Counsel
Robert Nichols	IT/Website & Data Protection
Ted Turner	Sales Tax, Data & Forecasting
Pat Fry	Office Administration/Accounting
Sara Stephens	Administrative Assistant/Retail Contacts
Katie Mkalech	City Contacts/Research
Liz Pruitt	Marketing, Website, Real Estate Services

OUR METHODOLOGY

Our Approach

Just as every city has distinctive characteristics, every consulting project is unique. Retail Attractions employs proven strategies to achieve economic development and growth in your community. We offer three tiers of contract service in addition to project-based and short-term engagements, allowing us to tailor our services to each client community's individual needs.

Unlike "cookie-cutter" approaches to retail development that return little more than a bound document, collaborating with Retail Attractions means you gain an experienced, dedicated staff who will work diligently on your behalf to grow your city. In addition to our tiered services under contract, additional services such as municipal web site development (for the city overall or specifically for economic development), experienced city and economic development PR efforts, and public meetings/input process management are available as well. These types of services either may be included in the contract for an additional cost or may be utilized on a project / as-needed basis by a client city for an additional estimated cost.

Market Assessment

Retail Attractions uses data from a variety of sources to accurately portray the trade area, retail potential and opportunities within a market. Sources used in this report include Nielsen-Claritas, Applied Geographic Solutions (AGS), the City, various state agencies, US Census Bureau, US Economic Survey and US Bureau of Labor information, as well as data received from local sources in our cities, as well as Regis and PiinPoint. Retail Attractions combines physical observation, data-driven research and information, retail site selection methodologies and competitive analysis with personal experience and a reputation for finding the right sites for the right retail boxes to create our market assessment reports. Retail Attractions uses carried methodologies in our market analysis and summary's including concentric rings, drive times, and custom trade area polygons.

Retail Recruitment

Our relationships with our clients do not end when we deliver our market assessment report. We promote and actively recruit for our clients throughout the term of their contracts through mail, email, web, phone and personal contacts in our comprehensive nationwide contact database. Our diligent pursuit of development for your community assures your community will be on the radar of appropriate national retailers.

The Benefits

Employing Retail Attractions to fulfill the city's need for an economic development professional allows the city to conserve resources that would otherwise be spent for no direct gain including insurance, employment taxes and other benefits. The city can reap the benefit of utilizing an experienced, successful economic development professional without incurring the expense of a fulltime exempt employee. Retail Attractions is intimately familiar with development dynamics and can bring our experience, network and concentrated approach to bear immediately on behalf of the city. No valuable time is lost through a "learning the process" or "learning the area" acclimation period. Commercial development often feels painfully slow when observing the process from the outside. From initial interest in a site to doors open for business is often an 18 to 24 month process. Retail Attractions will be with you every step of the way to help your community reach its maximum retail potential.

Retail Attractions compiles data from a number of sources including Nielsen-Claritas, Applied Geographic Solutions (AGS), REGIS, the client City, various state agencies, the US Census Bureau, the US Economic Survey and information from the US Bureau of Labor and other sources plus local data and statistics. The primary sources for the demographic information included in this report are Nielsen-Claritas SiteReports and Applied Geographic Solutions (AGS) and REGIS, Regis Radis Sandbox.

Both Nielsen-Claritas and AGS pull data from public and private sources and apply their proprietary algorithm to determine demographic projections and estimates. Retail Attractions has carefully analyzed the resulting statistics and determined the algorithms that best represent the client community and trade area.

Nielsen-Claritas and AGS are highly respected data providers in the retail industry, and both sources calculate estimates for the current year and projections for five years in the future. Both companies produce data at varying geographic levels including national, state, county, city/town, zip code, and block group. These estimates and projections on a defined population can be analyzed according to population characteristics such as age, sex, race, Hispanic ethnicity, income, education, occupation, housing or rate of growth.

The demographic data contained in this report comes from AGS, and the opportunity gap data comes from Nielsen Claritas Retail Market Power™ (RMP). The RMP data allows the comparison of supply and demand to determine potential sources of revenue growth at any standard or user defined geographic level.

Neilson has relaunched and reformatted all the Claritas data in a new and improved platform. Retail Attractions has recently partnered with PiinPoint, a New York data company with some of the most unique retail data and market information available to provide a client's with another source of valuable market data and information.

We will be happy to discuss or answer any questions regarding the data used in this report.

ACKNOWLEDGMENTS AND DISCLAIMER

ACKNOWLEDGEMENTS

Nielsen and Applied Geographic Solutions are both highly respected data providers. However, these companies use algorithms to make estimates and projections. While these estimates and projections are based on years of research and adjustment, they are still only estimates and projections.

DISCLAIMER

All information is believed to be accurate and is presented in good faith by Retail Attractions, LLC under the terms and protections of the contract between the Client and Retail Attractions, LLC. While we do expect to successfully complete the objective of increasing commercial investment in your community, it is impossible to guarantee a level of investment or even any investment since market conditions, retailer's business plans, city policies and other market drivers are subject to change at any time and are beyond the control of Retail Attractions, LLC.

You understand and agree that any advice provided under this proposal is true and correct to the best knowledge and ability of Retail Attractions, LLC and will be provided in good faith. The city accepts full responsibility for its decisions to act or not act according to said advice and agrees to indemnify and hold harmless Retail Attractions, LLC; its principals, employees, sub-contractors and associates pertaining to outcomes or situations that arise from the advice, materials or other items provided under this proposal agreement.