

# **Piedmont, OK**

# **2016**

**RETAIL MARKET INFORMATION**  
**5, 10, 15 Mile Radius**



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

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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) 5 MILE

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 Radius 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 Radius have impressive surpluses indicating a regional pull of consumers.

<b>RETAIL CATEGORY ANNUAL LEAKAGE</b>	<b>5 Mile</b>
Motor Vehicles & Parts Dealers	\$52,574,433
General Merchandise Stores	\$24,892,046
Foodservice & Drinking Places	\$24,072,900
Non-Store Retailers	\$22,224,468
Supermarkets, Grocery (Except Convenience) Stores	\$19,817,568
Building Material & Supply Dealers	\$17,682,324
Gasoline Stations with Convenience Stores	\$13,404,567
Clothing & Clothing Accessories Stores	\$11,687,706
<b>TOTAL LEAKAGE</b>	<b>\$186,356,012</b>

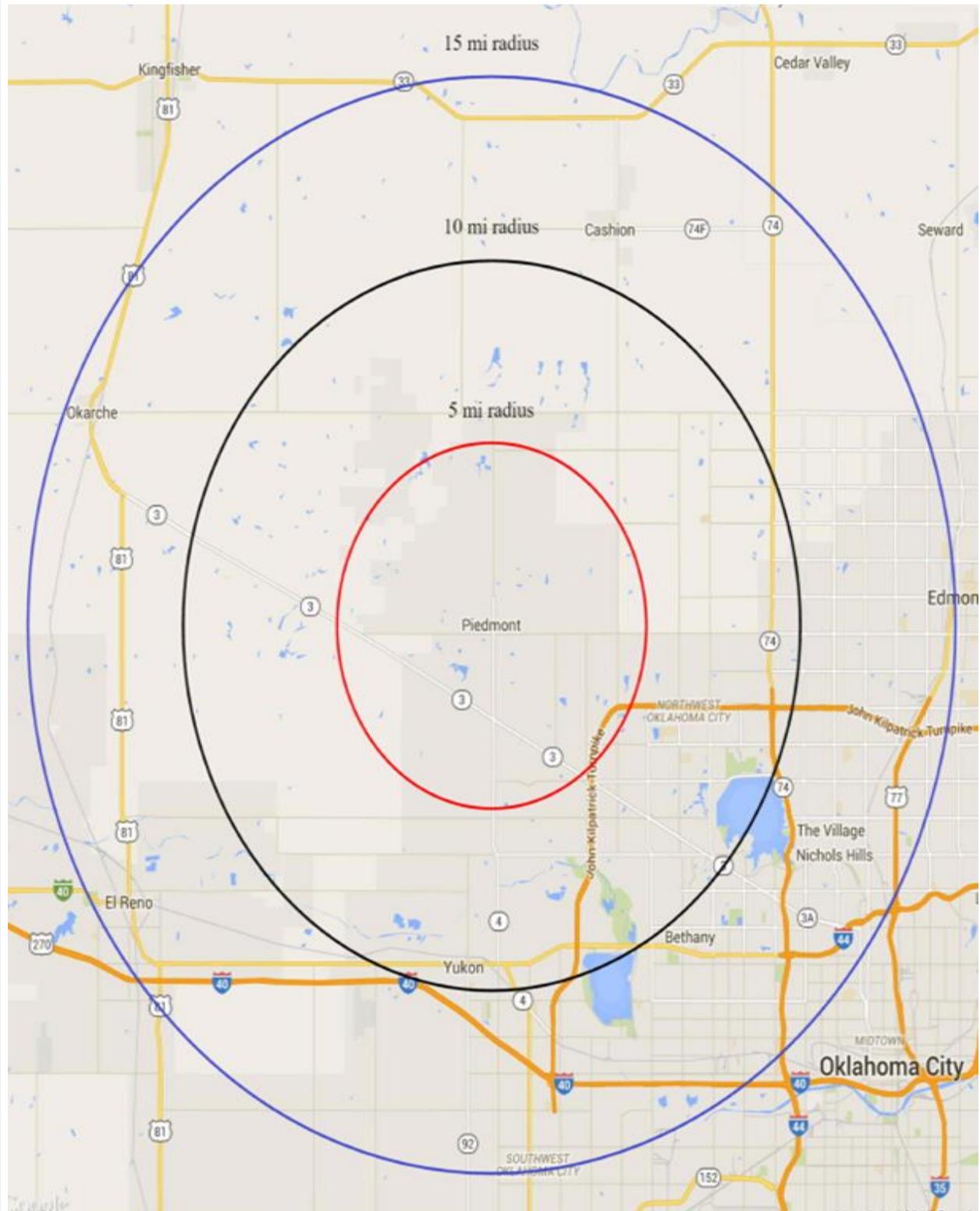
\*The total leakage includes categories not listed in the table above

# OPPORTUNITY GAP (LEAKAGE) 10 & 15 MILE

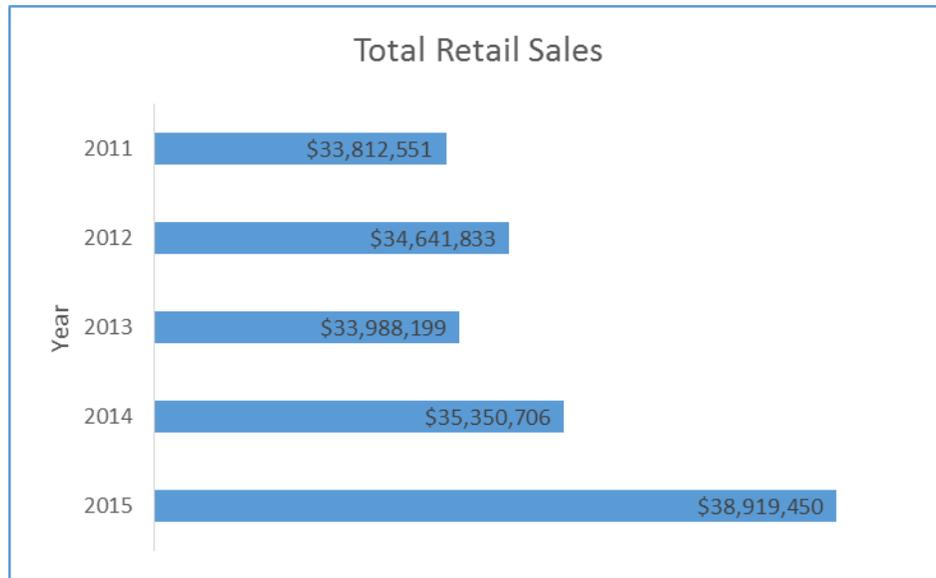
<b>RETAIL CATEGORY ANNUAL LEAKAGE</b>		<b>10 Mile</b>
Gasoline Stations		\$110,152,660
Motor Vehicle & Parts Dealers		\$104,301,673
General Merchandise Stores		\$86,933,220
Foodservice & Drinking Places		\$83,144,333
Clothing & Clothing Accessories Stores		\$80,599,347
Food & Beverage Stores		\$73,559,180
Beer, Wine & Liquor Stores		\$43,545,698
Full-Service Restaurants		\$43,349,725
<b>TOTAL LEAKAGE</b>		<b>\$625,585,836</b>

<b>RETAIL CATEGORY ANNUAL LEAKAGE</b>		<b>15 Mile</b>
Food & Beverage Stores		\$258,729,831
Gasoline Stations with Convenience Stores		\$181,401,309
Department Stores, Excluding Leased Departments		\$146,146,195
Other Motor Vehicle Dealers		\$64,530,714
Special Foodservices		\$45,924,171
Office Supplies, Stationery, Gift Stores		\$35,577,225
Nursery & Garden Centers		\$21,432,478
Miscellaneous Store Retailers		\$12,745,121
<b>TOTAL LEAKAGE</b>		<b>\$766,487,044</b>

# RETAIL ENVIRONMENT RADIUS (REGIS RADIS SANDBOX)



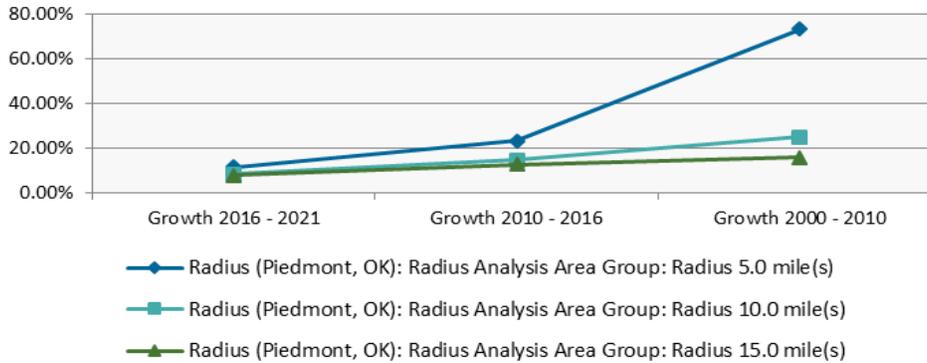
# TOTAL RETAIL SALES



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.

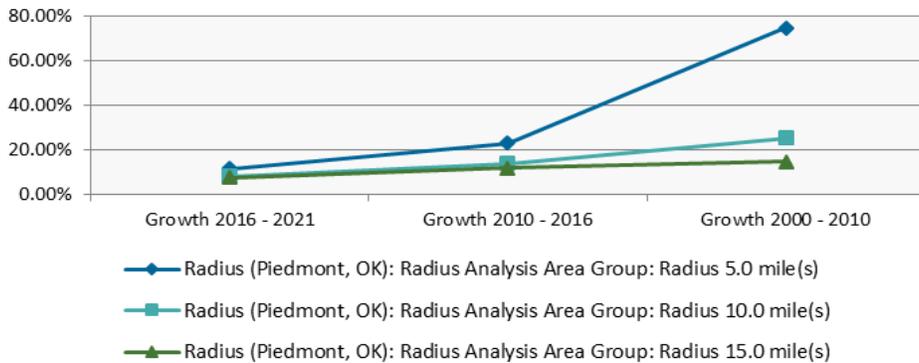
# DEMOGRAPHIC SNAPSHOT

Description	Radius (Piedmont, OK): Radius 5.0 mile(s)		Radius (Piedmont, OK): Radius 10.0 mile(s)		Radius (Piedmont, OK): Radius 15.0 mile(s)	
	Total	%	Total	%	Total	%
<b>Population</b>						
2021 Projection	16,214		137,358		498,834	
2016 Estimate	14,552		126,932		463,755	
2010 Census	11,828		110,848		412,517	
2000 Census	6,829		88,875		356,513	



Growth 2016 - 2021	11.42%	8.21%	7.56%
Growth 2010 - 2016	23.03%	14.51%	12.42%
Growth 2000 - 2010	73.21%	24.72%	15.71%

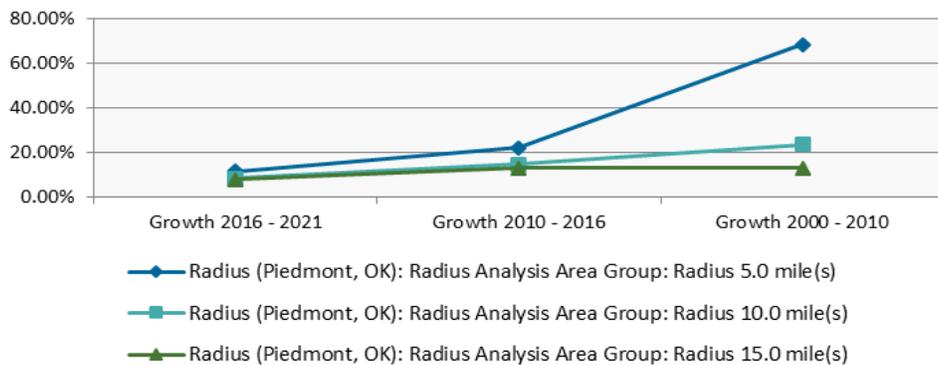
Description	Radius (Piedmont, OK): Radius 5.0 mile(s)	Radius (Piedmont, OK): Radius 10.0 mile(s)	Radius (Piedmont, OK): Radius 15.0 mile(s)
<b>Households</b>			
2021 Projection	5,766	54,796	203,976
2016 Estimate	5,169	50,696	189,816
2010 Census	4,208	44,634	169,783
2000 Census	2,409	35,626	148,283



Growth 2016 - 2021	11.54%	8.09%	7.46%
Growth 2010 - 2016	22.84%	13.58%	11.80%
Growth 2000 - 2010	74.69%	25.28%	14.50%

# DEMOGRAPHIC SNAPSHOT

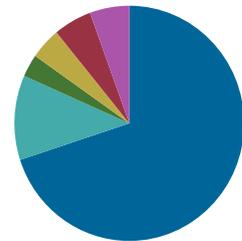
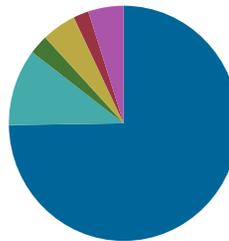
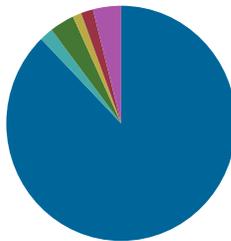
Description	Radius (Piedmont, OK): Radius 5.0 mile(s)		Radius (Piedmont, OK): Radius 10.0 mile(s)		Radius (Piedmont, OK): Radius 15.0 mile(s)	
	Total	%	Total	%	Total	%
<b>Family Households</b>						
2021 Projection	4,730		37,973		130,011	
2016 Estimate	4,245		35,038		120,602	
2010 Census	3,477		30,611		106,956	
2000 Census	2,066		24,823		94,731	



Growth 2016 - 2021	11.42%	8.38%	7.80%
Growth 2010 - 2016	22.10%	14.46%	12.76%
Growth 2000 - 2010	68.24%	23.32%	12.90%

## 2016 Est. Population by Single-Classification Race

- 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



Race	5.0 Mile Radius	10.0 Mile Radius	15.0 Mile Radius
White Alone	12,767 (87.74%)	94,887 (74.75%)	324,468 (69.97%)
Black or African American Alone	277 (1.91%)	13,443 (10.59%)	54,038 (11.65%)
Amer. Indian and Alaska Native Alone	504 (3.46%)	3,404 (2.68%)	14,411 (3.11%)
Asian Alone	178 (1.22%)	6,055 (4.77%)	19,791 (4.27%)
Native Hawaiian and Other Pac. Isl. Alone	1 (0.01%)	79 (0.06%)	409 (0.09%)
Some Other Race Alone	249 (1.71%)	2,729 (2.15%)	24,886 (5.37%)
Two or More Races	576 (3.96%)	6,335 (4.99%)	25,752 (5.55%)

# DEMOGRAPHIC SNAPSHOT

Description	Radius (Piedmont, OK): Radius 5.0 mile(s)		Radius (Piedmont, OK): Radius 10.0 mile(s)		Radius (Piedmont, OK): Radius 15.0 mile(s)	
	Total	%	Total	%	Total	%
<b>2016 Est. Population by Hispanic or Latino Origin</b>	<b>14,552</b>		<b>126,932</b>		<b>463,755</b>	
Not Hispanic or Latino	13,694	94.11%	118,518	93.37%	411,766	88.79%
Hispanic or Latino	858	5.89%	8,414	6.63%	51,989	11.21%
Mexican	687	80.15%	5,974	71.00%	37,304	71.75%
Puerto Rican	31	3.65%	529	6.28%	1,926	3.71%
Cuban	19	2.20%	145	1.73%	560	1.08%
All Other Hispanic or Latino	120	14.01%	1,766	20.99%	12,198	23.46%
<b>2016 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>858</b>		<b>8,414</b>		<b>51,989</b>	
White Alone	484	56.49%	4,258	50.61%	20,233	38.92%
Black or African American Alone	16	1.86%	290	3.45%	1,036	1.99%
American Indian and Alaska Native Alone	32	3.68%	240	2.85%	1,357	2.61%
Asian Alone	8	0.96%	51	0.61%	180	0.35%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%	21	0.25%	124	0.24%
Some Other Race Alone	249	28.98%	2,605	30.96%	24,391	46.92%
Two or More Races	69	8.03%	949	11.28%	4,667	8.98%
<b>2016 Est. Pop by Race, Asian Alone, by Category</b>	<b>178</b>		<b>6,055</b>		<b>19,791</b>	
Chinese, except Taiwanese	4	2.31%	615	10.16%	2,233	11.28%
Filipino	24	13.41%	376	6.21%	958	4.84%
Japanese	0	0.00%	49	0.81%	333	1.68%
Asian Indian	11	5.92%	1,981	32.71%	5,598	28.28%
Korean	12	6.62%	169	2.80%	879	4.44%
Vietnamese	31	17.23%	1,718	28.38%	6,491	32.80%
Cambodian	0	0.00%	19	0.31%	71	0.36%
Hmong	4	2.32%	52	0.86%	175	0.88%
Laotian	88	49.45%	338	5.58%	577	2.92%
Thai	1	0.56%	106	1.76%	285	1.44%
All Other Asian Races Including 2+ Category	4	2.18%	631	10.42%	2,191	11.07%
<b>2016 Est. Population by Ancestry</b>	<b>14,552</b>		<b>126,932</b>		<b>463,755</b>	
Arab	4	0.03%	951	0.75%	2,564	0.55%
Czech	112	0.77%	709	0.56%	2,332	0.50%
Danish	4	0.03%	155	0.12%	793	0.17%
Dutch	165	1.14%	1,066	0.84%	4,235	0.91%
English	979	6.73%	8,968	7.07%	28,719	6.19%
French (except Basque)	157	1.08%	1,319	1.04%	5,991	1.29%
French Canadian	35	0.24%	236	0.19%	896	0.19%

# DEMOGRAPHIC SNAPSHOT

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	Total	%	Total	%	Total	%
<b>2016 Est. Population by Ancestry</b>	<b>14,552</b>		<b>126,932</b>		<b>463,755</b>	
German	2,045	14.06%	15,753	12.41%	52,837	11.39%
Greek	15	0.10%	181	0.14%	749	0.16%
Hungarian	37	0.25%	68	0.05%	218	0.05%
Irish	1,196	8.22%	8,572	6.75%	29,259	6.31%
Italian	183	1.26%	1,651	1.30%	6,541	1.41%
Lithuanian	0	0.00%	15	0.01%	170	0.04%
United States or American	1,752	12.04%	9,629	7.59%	31,969	6.89%
Norwegian	29	0.20%	536	0.42%	1,919	0.41%
Polish	106	0.73%	619	0.49%	2,907	0.63%
Portuguese	7	0.05%	66	0.05%	435	0.09%
Russian	2	0.02%	371	0.29%	995	0.21%
Scottish	265	1.82%	1,862	1.47%	6,845	1.48%
Scotch-Irish	129	0.89%	1,227	0.97%	5,034	1.09%
Slovak	0	0.00%	13	0.01%	133	0.03%
Subsaharan African	8	0.06%	2,103	1.66%	6,139	1.32%
Swedish	114	0.78%	1,057	0.83%	2,562	0.55%
Swiss	53	0.37%	184	0.15%	528	0.11%
Ukrainian	0	0.00%	92	0.07%	257	0.06%
Welsh	8	0.05%	432	0.34%	1,281	0.28%
West Indian (except Hisp. groups)	7	0.05%	204	0.16%	787	0.17%
Other ancestries	3,731	25.64%	40,560	31.95%	177,448	38.26%
Ancestry Unclassified	3,408	23.42%	28,333	22.32%	89,213	19.24%

2016 Est. Pop Age 5+ by Language Spoken At Home	13,527		118,361		429,575	
<ul style="list-style-type: none"> <li><span style="color: blue;">■</span> Speak Only English at Home</li> <li><span style="color: teal;">■</span> Speak Asian/Pac. Isl. Lang. at Home</li> <li><span style="color: green;">■</span> Speak IndoEuropean Language at Home</li> <li><span style="color: yellow;">■</span> Speak Spanish at Home</li> <li><span style="color: orange;">■</span> Speak Other Language at Home</li> </ul>						
Speak Only English at Home	12,808	94.69%	108,623	91.77%	375,421	87.39%
Speak Asian/Pac. Isl. Lang. at Home	163	1.20%	3,360	2.84%	11,492	2.68%
Speak IndoEuropean Language at Home	50	0.37%	1,603	1.35%	5,556	1.29%
Speak Spanish at Home	475	3.51%	3,655	3.09%	33,061	7.70%
Speak Other Language at Home	31	0.23%	1,119	0.95%	4,045	0.94%

# DEMOGRAPHIC SNAPSHOT

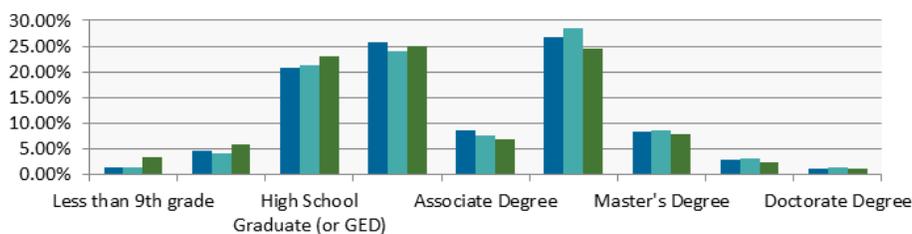
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	Total	%	Total	%	Total	%
<b>2016 Est. Population by Sex</b>	<b>14,552</b>		<b>126,932</b>		<b>463,755</b>	
Male	7,168	49.26%	60,918	47.99%	224,373	48.38%
Female	7,384	50.74%	66,014	52.01%	239,382	51.62%
<b>2016 Est. Population by Age</b>	<b>14,552</b>		<b>126,932</b>		<b>463,755</b>	
Age 0 - 4	1,025	7.05%	8,571	6.75%	34,180	7.37%
Age 5 - 9	1,096	7.53%	8,912	7.02%	34,305	7.40%
Age 10 - 14	1,231	8.46%	8,867	6.99%	32,064	6.91%
Age 15 - 17	718	4.93%	5,112	4.03%	17,887	3.86%
Age 18 - 20	606	4.17%	4,585	3.61%	16,873	3.64%
Age 21 - 24	697	4.79%	5,991	4.72%	22,367	4.82%
Age 25 - 34	1,332	9.15%	16,309	12.85%	69,959	15.09%
Age 35 - 44	2,027	13.93%	16,859	13.28%	63,256	13.64%
Age 45 - 54	2,097	14.41%	16,457	12.97%	56,551	12.19%
Age 55 - 64	1,797	12.35%	16,576	13.06%	54,734	11.80%
Age 65 - 74	1,266	8.70%	11,125	8.76%	35,611	7.68%
Age 75 - 84	493	3.39%	5,305	4.18%	17,800	3.84%
Age 85 and over	166	1.14%	2,263	1.78%	8,169	1.76%
Age 16 and over	10,963	75.34%	98,903	77.92%	357,323	77.05%
Age 18 and over	10,481	72.03%	95,470	75.21%	345,319	74.46%
Age 21 and over	9,875	67.86%	90,885	71.60%	328,446	70.82%
Age 65 and over	1,925	13.23%	18,693	14.73%	61,580	13.28%
<b>2016 Est. Median Age</b>	<b>37.8</b>		<b>38.0</b>		<b>35.7</b>	
<b>2016 Est. Average Age</b>	<b>37.2</b>		<b>38.5</b>		<b>37.2</b>	
<b>2016 Est. Male Population by Age</b>	<b>7,168</b>		<b>60,918</b>		<b>224,373</b>	
Age 0 - 4	520	7.25%	4,354	7.15%	17,442	7.77%
Age 5 - 9	581	8.10%	4,545	7.46%	17,482	7.79%
Age 10 - 14	620	8.66%	4,505	7.40%	16,380	7.30%
Age 15 - 17	364	5.08%	2,571	4.22%	9,057	4.04%
Age 18 - 20	313	4.37%	2,320	3.81%	8,568	3.82%
Age 21 - 24	367	5.12%	3,006	4.93%	11,143	4.97%
Age 25 - 34	607	8.47%	7,668	12.59%	34,078	15.19%
Age 35 - 44	968	13.50%	8,142	13.37%	31,113	13.87%
Age 45 - 54	1,047	14.61%	7,787	12.78%	27,161	12.11%
Age 55 - 64	868	12.12%	7,849	12.88%	25,779	11.49%
Age 65 - 74	618	8.62%	5,181	8.50%	16,131	7.19%
Age 75 - 84	235	3.28%	2,254	3.70%	7,369	3.28%
Age 85 and over	60	0.83%	737	1.21%	2,670	1.19%
<b>2016 Est. Median Age, Male</b>	<b>37.2</b>		<b>36.8</b>		<b>34.4</b>	
<b>2016 Est. Average Age, Male</b>	<b>36.6</b>		<b>37.4</b>		<b>35.9</b>	

# DEMOGRAPHIC SNAPSHOT

Description	Radius (Piedmont, OK): Radius 5.0 mile(s)		Radius (Piedmont, OK): Radius 10.0 mile(s)		Radius (Piedmont, OK): Radius 15.0 mile(s)	
	Total	%	Total	%	Total	%
<b>2016 Est. Female Population by Age</b>	<b>7,384</b>		<b>66,014</b>		<b>239,382</b>	
Age 0 - 4	506	6.85%	4,217	6.39%	16,738	6.99%
Age 5 - 9	515	6.98%	4,367	6.62%	16,823	7.03%
Age 10 - 14	611	8.27%	4,362	6.61%	15,684	6.55%
Age 15 - 17	354	4.79%	2,540	3.85%	8,829	3.69%
Age 18 - 20	293	3.97%	2,265	3.43%	8,305	3.47%
Age 21 - 24	330	4.47%	2,984	4.52%	11,224	4.69%
Age 25 - 34	725	9.81%	8,641	13.09%	35,881	14.99%
Age 35 - 44	1,059	14.34%	8,717	13.21%	32,143	13.43%
Age 45 - 54	1,050	14.22%	8,670	13.13%	29,390	12.28%
Age 55 - 64	928	12.57%	8,727	13.22%	28,955	12.10%
Age 65 - 74	648	8.78%	5,945	9.01%	19,480	8.14%
Age 75 - 84	258	3.49%	3,051	4.62%	10,431	4.36%
Age 85 and over	107	1.44%	1,526	2.31%	5,499	2.30%
<b>2016 Est. Median Age, Female</b>	<b>38.4</b>		<b>39.2</b>		<b>36.9</b>	
<b>2016 Est. Average Age, Female</b>	<b>37.9</b>		<b>39.5</b>		<b>38.3</b>	

2016 Est. Pop Age 15+ by Marital Status	11,199		100,582		363,206	
Total, Never Married	2,182	19.48%	25,999	25.85%	108,902	29.98%
Males, Never Married	1,091	9.74%	13,076	13.00%	57,127	15.73%
Females, Never Married	1,091	9.74%	12,923	12.85%	51,775	14.26%
Married, Spouse present	7,048	62.93%	53,012	52.71%	168,352	46.35%
Married, Spouse absent	295	2.64%	3,377	3.36%	16,907	4.66%
Widowed	422	3.77%	5,489	5.46%	20,966	5.77%
Males Widowed	74	0.66%	1,226	1.22%	4,430	1.22%
Females Widowed	348	3.11%	4,262	4.24%	16,536	4.55%
Divorced	1,252	11.18%	12,705	12.63%	48,078	13.24%
Males Divorced	662	5.91%	5,024	4.99%	19,515	5.37%
Females Divorced	589	5.26%	7,682	7.64%	28,563	7.86%

2016 Est. Pop Age 25+ by Edu. Attainment	9,178		84,894		306,079	
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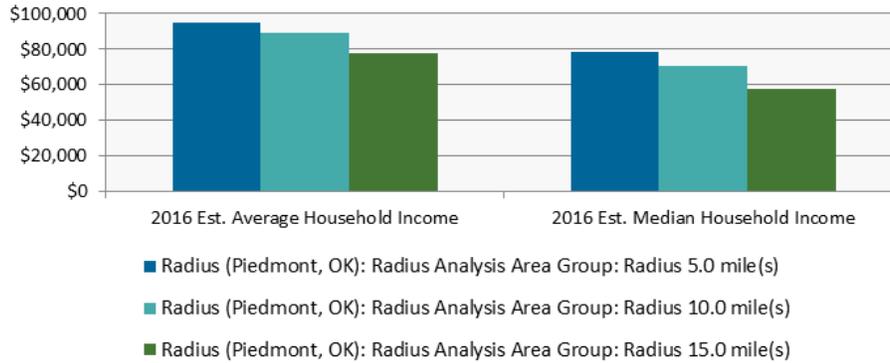
- Radius (Piedmont, OK): Radius Analysis Area Group: Radius 5.0 mile(s)
- Radius (Piedmont, OK): Radius Analysis Area Group: Radius 10.0 mile(s)
- Radius (Piedmont, OK): Radius Analysis Area Group: Radius 15.0 mile(s)

# DEMOGRAPHIC SNAPSHOT

Description	Radius (Piedmont, OK): Radius 5.0 mile(s)		Radius (Piedmont, OK): Radius 10.0 mile(s)		Radius (Piedmont, OK): Radius 15.0 mile(s)	
	Total	%	Total	%	Total	%
Less than 9th grade	137	1.49%	1,125	1.33%	10,478	3.42%
Some High School, no diploma	421	4.59%	3,499	4.12%	17,815	5.82%
High School Graduate (or GED)	1,901	20.71%	18,145	21.37%	70,245	22.95%
Some College, no degree	2,368	25.80%	20,353	23.97%	76,341	24.94%
Associate Degree	781	8.51%	6,456	7.61%	21,187	6.92%
Bachelor's Degree	2,449	26.68%	24,105	28.39%	75,164	24.56%
Master's Degree	765	8.33%	7,400	8.72%	23,850	7.79%
Professional School Degree	258	2.81%	2,696	3.18%	7,354	2.40%
Doctorate Degree	100	1.09%	1,115	1.31%	3,644	1.19%
<b>2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	<b>373</b>		<b>4,175</b>		<b>25,513</b>	
No High School Diploma	121	32.33%	983	23.54%	10,133	39.72%
High School Graduate	53	14.29%	833	19.94%	6,562	25.72%
Some College or Associate's Degree	127	33.91%	1,288	30.85%	5,211	20.42%
Bachelor's Degree or Higher	73	19.46%	1,071	25.67%	3,608	14.14%
<b>2016 Est. Households by Household Type</b>	<b>5,169</b>		<b>50,696</b>		<b>189,816</b>	
Family Households	4,245	82.13%	35,038	69.11%	120,602	63.54%
Nonfamily Households	924	17.87%	15,658	30.89%	69,214	36.46%
<b>2016 Est. Group Quarters Population</b>	<b>11</b>		<b>792</b>		<b>3,809</b>	
<b>2016 HHs by Ethnicity, Hispanic/Latino</b>	<b>204</b>		<b>2,396</b>		<b>14,468</b>	
<b>2016 Est. Households by HH Income</b>	<b>5,169</b>		<b>50,696</b>		<b>189,816</b>	
Income < \$15,000	214	4.14%	3,728	7.35%	18,044	9.51%
Income \$15,000 - \$24,999	172	3.34%	3,405	6.72%	17,699	9.32%
Income \$25,000 - \$34,999	315	6.08%	4,389	8.66%	19,882	10.47%
Income \$35,000 - \$49,999	617	11.94%	6,603	13.03%	28,270	14.89%
Income \$50,000 - \$74,999	1,146	22.17%	8,822	17.40%	34,231	18.03%
Income \$75,000 - \$99,999	884	17.11%	7,570	14.93%	24,928	13.13%
Income \$100,000 - \$124,999	669	12.94%	5,904	11.65%	17,461	9.20%
Income \$125,000 - \$149,999	447	8.64%	3,608	7.12%	10,535	5.55%
Income \$150,000 - \$199,999	379	7.32%	3,201	6.31%	8,990	4.74%
Income \$200,000 - \$249,999	143	2.76%	1,385	2.73%	3,803	2.00%
Income \$250,000 - \$499,999	153	2.95%	1,557	3.07%	4,287	2.26%
Income \$500,000+	32	0.61%	524	1.03%	1,686	0.89%

# DEMOGRAPHIC SNAPSHOT

Description	Radius (Piedmont, OK): Radius 5.0 mile(s)		Radius (Piedmont, OK): Radius 10.0 mile(s)		Radius (Piedmont, OK): Radius 15.0 mile(s)	
	Total	%	Total	%	Total	%



<b>2016 Est. Average Household Income</b>	<b>\$94,937</b>	<b>\$89,478</b>	<b>\$77,580</b>
<b>2016 Est. Median Household Income</b>	<b>\$78,414</b>	<b>\$70,467</b>	<b>\$58,044</b>

## 2016 Median HH Inc. by Single-Class.

### Race or Eth.

Race or Eth.	Radius 5.0 mile(s)	Radius 10.0 mile(s)	Radius 15.0 mile(s)
White Alone	\$81,054	\$75,614	\$63,388
Black or African American Alone	\$47,883	\$45,388	\$40,209
American Indian and Alaska Native Alone	\$62,790	\$55,479	\$50,803
Asian Alone	\$48,288	\$70,749	\$67,692
Native Hawaiian and Other Pacific Islander Alone	\$42,500	\$46,028	\$44,996
Some Other Race Alone	\$52,402	\$49,124	\$39,373
Two or More Races	\$88,071	\$51,468	\$44,900
Hispanic or Latino	\$67,795	\$58,991	\$42,687
Not Hispanic or Latino	\$78,848	\$71,036	\$59,626

## 2016 Est. Family HH Type by Presence of Own Child.

Family HH Type	Radius 5.0 mile(s)	Radius 10.0 mile(s)	Radius 15.0 mile(s)
<b>2016 Est. Family HH Type by Presence of Own Child.</b>	<b>4,245</b>	<b>35,038</b>	<b>120,602</b>
Married-Couple Family, own children	1,800 42.40%	11,860 33.85%	38,982 32.32%
Married-Couple Family, no own children	1,919 45.20%	16,005 45.68%	49,934 41.40%
Male Householder, own children	112 2.63%	1,110 3.17%	4,665 3.87%
Male Householder, no own children	58 1.37%	764 2.18%	3,865 3.20%
Female Householder, own children	210 4.95%	3,286 9.38%	14,017 11.62%
Female Householder, no own children	147 3.45%	2,013 5.74%	9,138 7.58%

# DEMOGRAPHIC SNAPSHOT

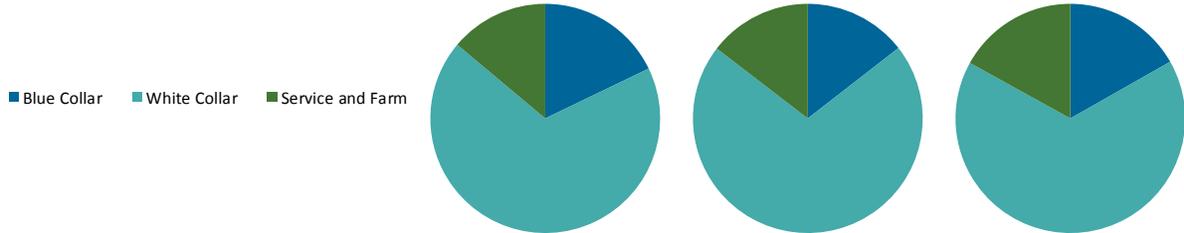
Description	Radius (Piedmont, OK): Radius 5.0 mile(s)		Radius (Piedmont, OK): Radius 10.0 mile(s)		Radius (Piedmont, OK): Radius 15.0 mile(s)	
	Total	%	Total	%	Total	%
<b>2016 Est. Households by Household Size</b>	<b>5,169</b>		<b>50,696</b>		<b>189,816</b>	
1-person	819	15.85%	13,345	26.32%	57,361	30.22%
2-person	1,835	35.49%	17,700	34.91%	62,003	32.66%
3-person	954	18.46%	8,314	16.40%	30,355	15.99%
4-person	913	17.66%	6,691	13.20%	22,929	12.08%
5-person	444	8.59%	3,076	6.07%	10,928	5.76%
6-person	152	2.94%	1,083	2.14%	4,181	2.20%
7-or-more-person	52	1.01%	487	0.96%	2,060	1.09%
<b>2016 Est. Average Household Size</b>	<b>2.81</b>		<b>2.49</b>		<b>2.42</b>	
<b>2016 Est. Households by Presence of People Under 18</b>	<b>5,169</b>		<b>50,696</b>		<b>189,816</b>	
<b>Households with 1 or More People under Age 18:</b>	<b>2,264</b>	<b>43.80%</b>	<b>17,551</b>	<b>34.62%</b>	<b>63,095</b>	<b>33.24%</b>
Married-Couple Family	1,888	83.39%	12,461	71.00%	41,074	65.10%
Other Family, Male Householder	125	5.50%	1,225	6.98%	5,307	8.41%
Other Family, Female Householder	243	10.74%	3,748	21.35%	16,135	25.57%
Nonfamily, Male Householder	8	0.37%	82	0.47%	393	0.62%
Nonfamily, Female Householder	0	0.00%	36	0.21%	187	0.30%
<b>Households with No People under Age 18:</b>	<b>2,905</b>	<b>56.20%</b>	<b>33,145</b>	<b>65.38%</b>	<b>126,721</b>	<b>66.76%</b>
Married-Couple Family	1,829	62.94%	15,408	46.49%	47,863	37.77%
Other Family, Male Householder	44	1.52%	642	1.94%	3,214	2.54%
Other Family, Female Householder	116	3.99%	1,561	4.71%	7,028	5.55%
Nonfamily, Male Householder	395	13.59%	6,692	20.19%	30,821	24.32%
Nonfamily, Female Householder	522	17.96%	8,842	26.68%	37,795	29.83%
<b>2016 Est. Households by Number of Vehicles</b>	<b>5,169</b>		<b>50,696</b>		<b>189,816</b>	
No Vehicles	107	2.08%	1,935	3.82%	10,004	5.27%
1 Vehicle	1,007	19.48%	15,929	31.42%	67,709	35.67%
2 Vehicles	2,626	50.81%	22,155	43.70%	78,186	41.19%
3 Vehicles	936	18.10%	7,723	15.23%	24,519	12.92%
4 Vehicles	325	6.30%	2,206	4.35%	7,281	3.84%
5 or more Vehicles	167	3.24%	749	1.48%	2,118	1.12%
<b>2016 Est. Average Number of Vehicles</b>	<b>2.2</b>		<b>1.9</b>		<b>1.8</b>	
<b>2016 Est. Families by Poverty Status</b>	<b>4,245</b>		<b>35,038</b>		<b>120,602</b>	
2016 Families at or Above Poverty	4,121	97.08%	32,914	93.94%	108,727	90.15%
2016 Families at or Above Poverty with Children	2,111	49.74%	15,473	44.16%	51,352	42.58%
2016 Families Below Poverty	124	2.92%	2,124	6.06%	11,875	9.85%
2016 Families Below Poverty with Children	101	2.37%	1,732	4.94%	9,958	8.26%

# DEMOGRAPHIC SNAPSHOT

Description	Radius (Piedmont, OK): Radius 5.0 mile(s)		Radius (Piedmont, OK): Radius 10.0 mile(s)		Radius (Piedmont, OK): Radius 15.0 mile(s)	
	Total	%	Total	%	Total	%
<b>2016 Est. Pop Age 16+ by Employment Status</b>	<b>10,963</b>		<b>98,903</b>		<b>357,323</b>	
In Armed Forces	0	0.00%	164	0.17%	831	0.23%
Civilian - Employed	7,640	69.68%	67,040	67.78%	235,714	65.97%
Civilian - Unemployed	253	2.30%	2,525	2.55%	11,012	3.08%
Not in Labor Force	3,071	28.01%	29,174	29.50%	109,766	30.72%
<b>2016 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>7,560</b>		<b>66,943</b>		<b>235,661</b>	
For-Profit Private Workers	4,692	62.06%	43,712	65.30%	161,053	68.34%
Non-Profit Private Workers	547	7.23%	5,112	7.64%	17,253	7.32%
Local Government Workers	365	4.83%	3,125	4.67%	10,387	4.41%
State Government Workers	591	7.82%	4,595	6.86%	14,968	6.35%
Federal Government Workers	296	3.92%	2,421	3.62%	8,451	3.59%
Self-Employed Workers	1,051	13.90%	7,878	11.77%	23,240	9.86%
Unpaid Family Workers	18	0.24%	100	0.15%	309	0.13%
<b>2016 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>7,560</b>		<b>66,943</b>		<b>235,661</b>	
Architect/Engineer	83	1.10%	1,269	1.90%	4,575	1.94%
Arts/Entertainment/Sports	160	2.12%	1,194	1.78%	4,099	1.74%
Building Grounds Maintenance	144	1.91%	1,258	1.88%	8,140	3.45%
Business/Financial Operations	521	6.89%	4,117	6.15%	12,821	5.44%
Community/Social Services	125	1.65%	1,268	1.89%	4,660	1.98%
Computer/Mathematical	186	2.46%	2,295	3.43%	6,631	2.81%
Construction/Extraction	316	4.18%	2,515	3.76%	11,699	4.96%
Education/Training/Library	563	7.45%	4,416	6.60%	14,321	6.08%
Farming/Fishing/Forestry	32	0.43%	119	0.18%	530	0.23%
Food Prep/Serving	187	2.47%	2,748	4.10%	13,696	5.81%
Health Practitioner/Technician	591	7.82%	5,111	7.63%	15,644	6.64%
Healthcare Support	170	2.25%	1,841	2.75%	5,081	2.16%
Maintenance Repair	311	4.11%	1,785	2.67%	7,196	3.05%
Legal	200	2.65%	1,585	2.37%	4,370	1.85%
Life/Physical/Social Science	55	0.72%	680	1.02%	2,105	0.89%
Management	900	11.91%	7,467	11.15%	22,820	9.68%
Office/Admin. Support	1,002	13.25%	9,552	14.27%	34,866	14.80%
Production	354	4.68%	2,722	4.07%	9,598	4.07%
Protective Services	174	2.30%	1,169	1.75%	4,265	1.81%
Sales/Related	776	10.27%	8,552	12.78%	29,292	12.43%
Personal Care/Service	342	4.52%	2,613	3.90%	8,231	3.49%
Transportation/Moving	367	4.85%	2,667	3.98%	11,018	4.68%

# DEMOGRAPHIC SNAPSHOT

Description	Radius (Piedmont, OK): Radius 5.0 mile(s)		Radius (Piedmont, OK): Radius 10.0 mile(s)		Radius (Piedmont, OK): Radius 15.0 mile(s)	
	Total	%	Total	%	Total	%
<b>2016 Est. Pop 16+ by Occupation Classification</b>	<b>7,560</b>		<b>66,943</b>		<b>235,661</b>	



Blue Collar	1,348	17.83%	9,689	14.47%	39,511	16.77%
White Collar	5,163	68.29%	47,507	70.97%	156,206	66.28%
Service and Farm	1,049	13.88%	9,747	14.56%	39,945	16.95%

2016 Est. Workers Age 16+ by Transp. to Work	7,419		65,953		232,614	
Drove Alone	6,521	87.89%	56,800	86.12%	197,953	85.10%
Car Pooled	423	5.70%	5,041	7.64%	20,115	8.65%
Public Transportation	10	0.14%	90	0.14%	1,102	0.47%
Walked	33	0.44%	596	0.90%	2,949	1.27%
Bicycle	1	0.01%	49	0.08%	372	0.16%
Other Means	38	0.51%	306	0.46%	1,840	0.79%
Worked at Home	393	5.30%	3,071	4.66%	8,282	3.56%

2016 Est. Workers Age 16+ by Travel Time to Work				
Less than 15 Minutes	1,321		15,207	65,715
15 - 29 Minutes	2,871		31,469	108,343
30 - 44 Minutes	2,101		12,142	37,090
45 - 59 Minutes	431		2,080	6,588
60 or more Minutes	298		1,757	6,044
<b>2016 Est. Avg Travel Time to Work in Minutes</b>	<b>28.00</b>		<b>24.00</b>	<b>23.00</b>

# DEMOGRAPHIC SNAPSHOT

Description	Radius (Piedmont, OK): Radius 5.0 mile(s)		Radius (Piedmont, OK): Radius 10.0 mile(s)		Radius (Piedmont, OK): Radius 15.0 mile(s)	
	Total	%	Total	%	Total	%
<b>2016 Est. Occupied Housing Units by Tenure</b>	<b>5,169</b>		<b>50,696</b>		<b>189,816</b>	
Owner Occupied	4,605	89.10%	35,509	70.04%	121,234	63.87%
Renter Occupied	564	10.90%	15,187	29.96%	68,582	36.13%
<b>2016 Owner Occ. HUs: Avg. Length of Residence</b>	<b>11.6</b>		<b>12.9</b>		<b>14.0</b>	
<b>2016 Renter Occ. HUs: Avg. Length of Residence</b>	<b>6.8</b>		<b>6.4</b>		<b>6.6</b>	
<b>2016 Est. Owner-Occupied Housing Units by Value</b>	<b>4,605</b>		<b>35,509</b>		<b>121,234</b>	
Value Less than \$20,000	38	0.81%	478	1.35%	2,570	2.12%
Value \$20,000 - \$39,999	32	0.69%	264	0.74%	1,843	1.52%
Value \$40,000 - \$59,999	14	0.31%	182	0.51%	2,546	2.10%
Value \$60,000 - \$79,999	47	1.02%	531	1.50%	5,285	4.36%
Value \$80,000 - \$99,999	101	2.19%	1,200	3.38%	9,145	7.54%
Value \$100,000 - \$149,999	864	18.75%	7,363	20.74%	31,955	26.36%
Value \$150,000 - \$199,999	1,455	31.59%	10,026	28.24%	28,512	23.52%
Value \$200,000 - \$299,999	1,208	26.22%	8,983	25.30%	21,819	18.00%
Value \$300,000 - \$399,999	420	9.11%	3,111	8.76%	8,195	6.76%
Value \$400,000 - \$499,999	160	3.48%	1,424	4.01%	4,015	3.31%
Value \$500,000 - \$749,999	184	4.00%	1,225	3.45%	2,975	2.45%
Value \$750,000 - \$999,999	61	1.33%	378	1.06%	1,222	1.01%
Value \$1,000,000 or more	22	0.48%	344	0.97%	1,152	0.95%
<b>2016 Est. Median All Owner-Occupied Housing Value</b>	<b>\$191,498</b>		<b>\$188,579</b>		<b>\$162,754</b>	
<b>2016 Est. Housing Units by Units in Structure</b>	<b>5,397</b>		<b>54,404</b>		<b>207,165</b>	
1 Unit Attached	103	1.90%	2,576	4.74%	7,642	3.69%
1 Unit Detached	5,074	94.00%	39,266	72.17%	144,685	69.84%
2 Units	0	0.00%	290	0.53%	3,296	1.59%
3 or 4 Units	6	0.11%	1,169	2.15%	6,155	2.97%
5 to 19 Units	17	0.32%	6,421	11.80%	27,032	13.05%
20 to 49 Units	16	0.30%	2,368	4.35%	6,920	3.34%
50 or More Units	114	2.11%	1,711	3.15%	7,025	3.39%
Mobile Home or Trailer	59	1.09%	582	1.07%	4,355	2.10%
Boat, RV, Van, etc.	9	0.17%	19	0.04%	56	0.03%

# DEMOGRAPHIC SNAPSHOT

Description	Radius (Piedmont, OK): Radius 5.0 mile(s)		Radius (Piedmont, OK): Radius 10.0 mile(s)		Radius (Piedmont, OK): Radius 15.0 mile(s)	
	Total	%	Total	%	Total	%
<b>2016 Est. Housing Units by Year Structure Built</b>	<b>5,397</b>		<b>54,404</b>		<b>207,165</b>	
Housing Units Built 2010 or later	1,167	21.63%	7,204	13.24%	23,586	11.39%
Housing Units Built 2000 to 2009	1,632	30.23%	10,831	19.91%	30,183	14.57%
Housing Units Built 1990 to 1999	584	10.82%	6,964	12.80%	20,521	9.91%
Housing Units Built 1980 to 1989	614	11.37%	11,889	21.85%	32,686	15.78%
Housing Units Built 1970 to 1979	998	18.50%	11,886	21.85%	34,935	16.86%
Housing Units Built 1960 to 1969	144	2.67%	3,455	6.35%	28,260	13.64%
Housing Units Built 1950 to 1959	49	0.90%	1,013	1.86%	19,321	9.33%
Housing Units Built 1940 to 1949	91	1.68%	490	0.90%	8,396	4.05%
Housing Unit Built 1939 or Earlier	119	2.20%	672	1.24%	9,278	4.48%
<b>2016 Est. Median Year Structure Built</b>	<b>2001</b>		<b>1988</b>		<b>1981</b>	

# 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 contact 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.