

**RETAIL ATTRACTIONS, LLC**

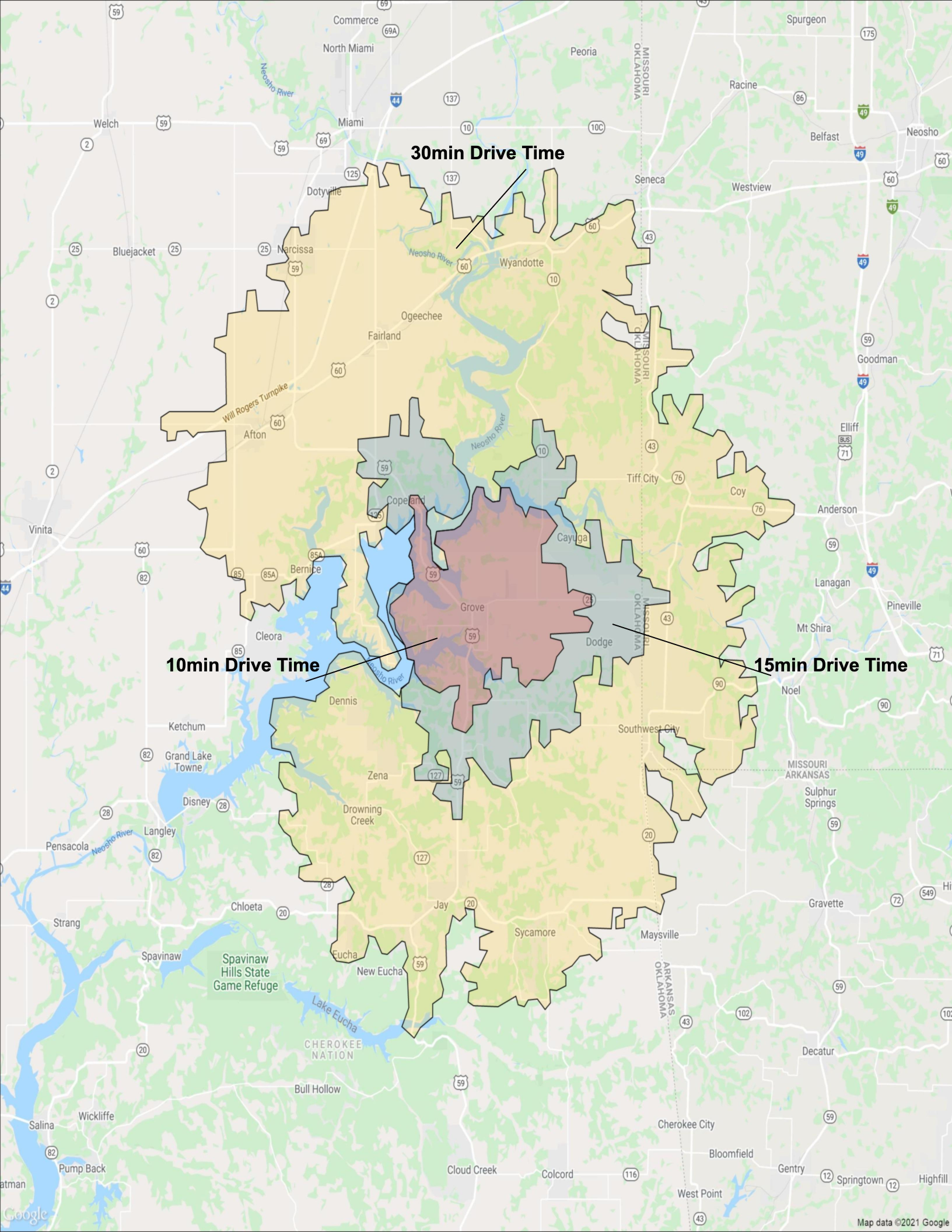
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**Economic Development Consulting**

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**Grove, Oklahoma**  
**Drive Time**

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**30min Drive Time**

**10min Drive Time**

**15min Drive Time**

# Demographics

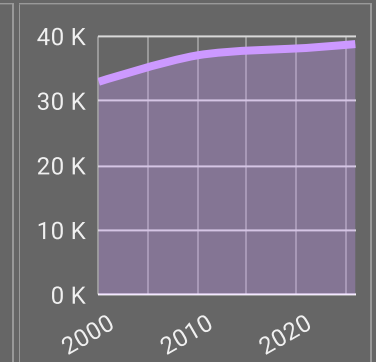
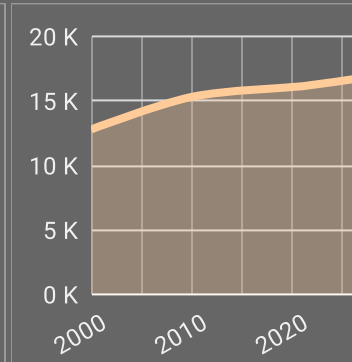
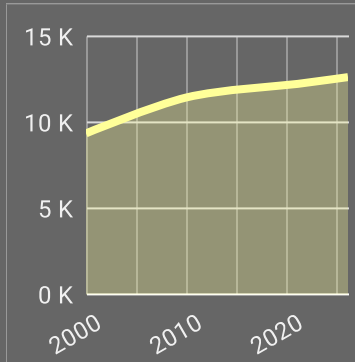
## Grove, Oklahoma

### Drive Time

10 min drivetime    15 min drivetime    30 min drivetime

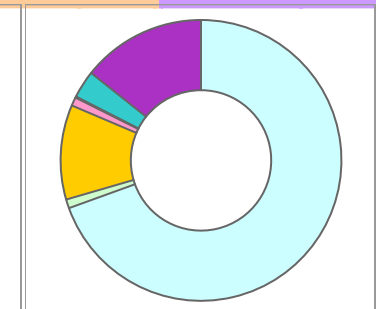
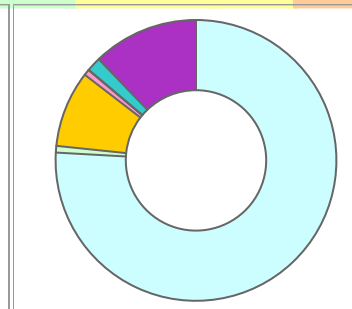
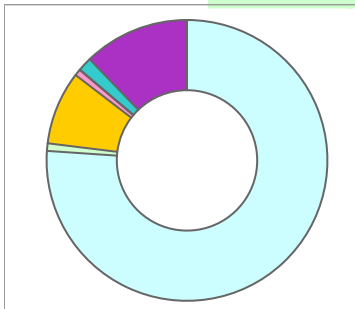
#### Population

Estimated Population (2021)	12,239	16,138	38,157
Projected Population (2026)	12,633	16,683	38,765
Census Population (2010)	11,455	15,312	37,024
Census Population (2000)	9,361	12,782	32,931
Projected Annual Growth (2021-2026)	394 0.6%	546 0.7%	608 0.3%
Historical Annual Growth (2010-2021)	784 0.6%	826 0.5%	1,133 0.3%
Historical Annual Growth (2000-2010)	2,094 2.2%	2,530 2.0%	4,093 1.2%
Estimated Population Density (2021)	224 <i>psm</i>	129 <i>psm</i>	60 <i>psm</i>
Trade Area Size	54.7 <i>sq mi</i>	125.1 <i>sq mi</i>	631.4 <i>sq mi</i>



#### Race and Ethnicity (2021)

Not Hispanic or Latino Population	11,737 95.9%	15,496 96.0%	36,026 94.4%
White	9,135 77.8%	12,017 77.5%	25,837 71.7%
Black or African American	100 0.8%	117 0.8%	369 1.0%
American Indian or Alaska Native	1,012 8.6%	1,392 9.0%	4,082 11.3%
Asian	85 0.7%	103 0.7%	369 1.0%
Hawaiian or Pacific Islander	7 -	7 -	54 0.1%
Other Race	15 0.1%	29 0.2%	168 0.5%
Two or More Races	1,384 11.8%	1,831 11.8%	5,148 14.3%
Hispanic or Latino Population	501 4.1%	642 4.0%	2,131 5.6%
White	176 35.1%	230 35.8%	674 31.6%
Black or African American	6 1.2%	7 1.1%	21 1.0%
American Indian or Alaska Native	23 4.6%	27 4.2%	76 3.6%
Asian	5 1.0%	5 0.8%	6 0.3%
Hispanic Hawaiian or Pacific Islander	- -	- -	- -
Other Race	182 36.3%	237 37.0%	1,044 49.0%
Two or More Races	109 21.7%	136 21.2%	310 14.5%



White    Black or African American    American Indian or Alaska Native    Asian    Hawaiian or Pacific Islander    Other Race    2+ Races

## Grove, Oklahoma

### Drive Time

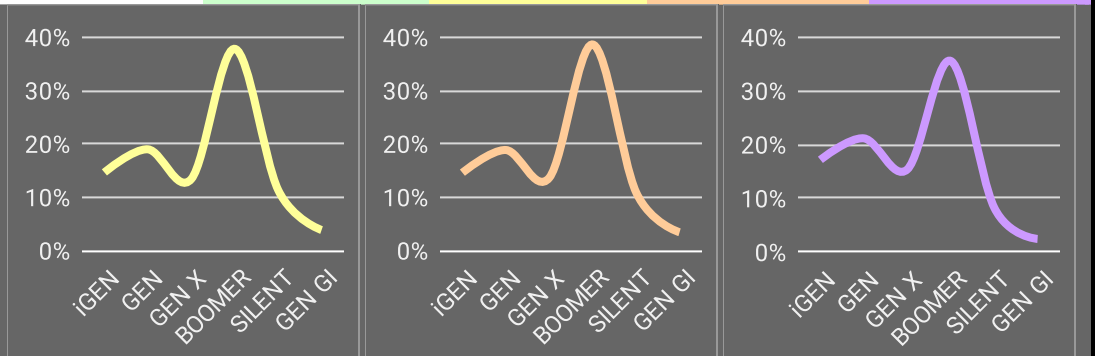
10 min drivetime    15 min drivetime    30 min drivetime

#### Age Distribution (2021)

Age Group	10 min drivetime	15 min drivetime	30 min drivetime
Age Under 5 Years	627 5.1%	804 5.0%	2,148 5.6%
Age 5 to 9 Years	575 4.7%	765 4.7%	2,147 5.6%
Age 10 to 14 Years	590 4.8%	785 4.9%	2,251 5.9%
Age 15 to 19 Years	594 4.9%	802 5.0%	2,190 5.7%
Age 20 to 24 Years	587 4.8%	739 4.6%	1,935 5.1%
Age 25 to 29 Years	568 4.6%	743 4.6%	2,026 5.3%
Age 30 to 34 Years	573 4.7%	757 4.7%	1,924 5.0%
Age 35 to 39 Years	506 4.1%	673 4.2%	1,908 5.0%
Age 40 to 44 Years	557 4.5%	743 4.6%	1,921 5.0%
Age 45 to 49 Years	577 4.7%	784 4.9%	2,037 5.3%
Age 50 to 54 Years	704 5.8%	957 5.9%	2,321 6.1%
Age 55 to 59 Years	815 6.7%	1,114 6.9%	2,682 7.0%
Age 60 to 64 Years	966 7.9%	1,312 8.1%	2,895 7.6%
Age 65 to 69 Years	1,082 8.8%	1,434 8.9%	2,913 7.6%
Age 70 to 74 Years	1,060 8.7%	1,414 8.8%	2,761 7.2%
Age 75 to 79 Years	860 7.0%	1,096 6.8%	1,994 5.2%
Age 80 to 84 Years	530 4.3%	663 4.1%	1,173 3.1%
Age 85 Years or Over	470 3.8%	553 3.4%	931 2.4%
Median Age	50.7	50.8	45.3

#### Generation (2021)

Generation	10 min drivetime	15 min drivetime	30 min drivetime
iGeneration (Age Under 15 Years)	1,792 14.6%	2,354 14.6%	6,547 17.2%
Generation 9/11 Millennials (Age 15 to 34 Years)	2,322 19.0%	3,041 18.8%	8,074 21.2%
Gen Xers (Age 35 to 49 Years)	1,639 13.4%	2,200 13.6%	5,866 15.4%
Baby Boomers (Age 50 to 74 Years)	4,626 37.8%	6,231 38.6%	13,572 35.6%
Silent Generation (Age 75 to 84 Years)	1,390 11.4%	1,759 10.9%	3,167 8.3%
G.I. Generation (Age 85 Years or Over)	470 3.8%	553 3.4%	931 2.4%



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## Grove, Oklahoma

### Drive Time

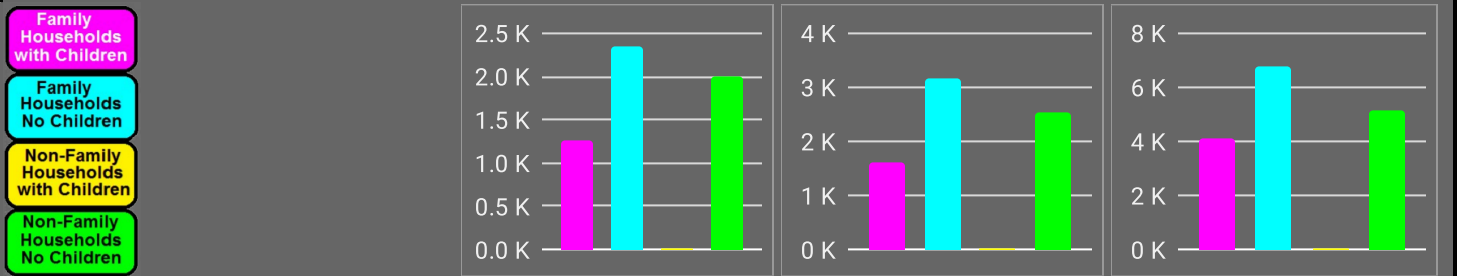
10 min drivetime

15 min drivetime

30 min drivetime

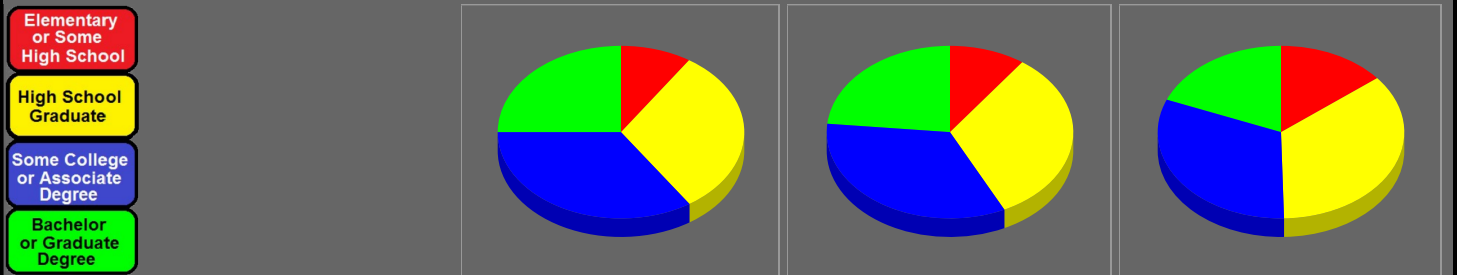
### Household Type (2021)

	10 min drivetime	15 min drivetime	30 min drivetime
Total Households	5,599	7,311	16,028
Family Households	3,588 64.1%	4,766 65.2%	10,853 67.7%
Family Households with Children	1,253 34.9%	1,605 33.7%	4,116 37.9%
Family Households No Children	2,335 65.1%	3,161 66.3%	6,737 62.1%
Non-Family Households	2,010 35.9%	2,545 34.8%	5,175 32.3%
Non-Family Households with Children	15 0.7%	20 0.8%	53 1.0%
Non-Family Households No Children	1,996 99.3%	2,525 99.2%	5,122 99.0%



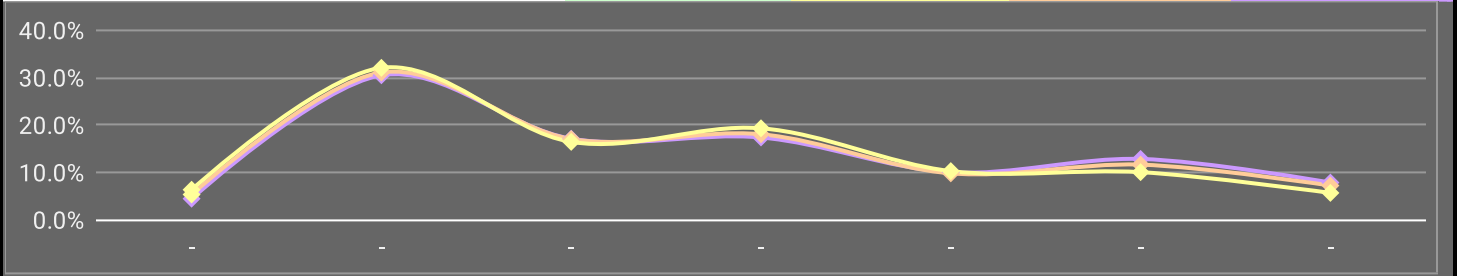
### Education Attainment (2021)

	10 min drivetime	15 min drivetime	30 min drivetime
Elementary or Some High School	862 9.3%	1,220 10.0%	3,912 14.2%
High School Graduate	2,903 31.3%	4,012 32.8%	9,723 35.4%
Some College or Associate Degree	3,184 34.4%	4,141 33.8%	8,667 31.5%
Bachelor or Graduate Degree	2,317 25.0%	2,870 23.4%	5,184 18.9%



### Household Income (2021)

	10 min drivetime	15 min drivetime	30 min drivetime
Estimated Average Household Income	\$67,673	\$65,432	\$60,234
Estimated Median Household Income	\$49,582	\$48,289	\$46,246
HH Income Under \$10,000	248 4.4%	389 5.3%	1,013 6.3%
HH Income \$10,000 to \$34,999	1,706 30.5%	2,270 31.1%	5,135 32.0%
HH Income \$35,000 to \$49,999	956 17.1%	1,244 17.0%	2,631 16.4%
HH Income \$50,000 to \$74,999	971 17.3%	1,318 18.0%	3,091 19.3%
HH Income \$75,000 to \$99,999	561 10.0%	715 9.8%	1,643 10.3%
HH Income \$100,000 to \$149,999	718 12.8%	849 11.6%	1,608 10.0%
HH Income \$150,000 or More	439 7.8%	526 7.2%	906 5.7%



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<b>Grove, Oklahoma</b>		<b>10 min drivetime</b>		<b>15 min drivetime</b>		<b>30 min drivetime</b>	
<b>Drive Time</b>							
<b>Population</b>							
Estimated Population (2021)	12,239		16,138		38,157		
Projected Population (2026)	12,633		16,683		38,765		
Census Population (2010)	11,455		15,312		37,024		
Census Population (2000)	9,361		12,782		32,931		
Projected Annual Growth (2021-2026)	394	0.6%	546	0.7%	608	0.3%	
Historical Annual Growth (2010-2021)	784	0.6%	826	0.5%	1,133	0.3%	
Historical Annual Growth (2000-2010)	2,094	2.2%	2,530	2.0%	4,093	1.2%	
Estimated Population Density (2021)	224	<i>psm</i>	129	<i>psm</i>	60	<i>psm</i>	
Trade Area Size	54.7	<i>sq mi</i>	125.1	<i>sq mi</i>	631.4	<i>sq mi</i>	
<b>Households</b>							
Estimated Households (2021)	5,599		7,311		16,028		
Projected Households (2026)	5,653		7,398		16,121		
Census Households (2010)	5,109		6,768		15,290		
Census Households (2000)	4,071		5,515		13,385		
Projected Annual Growth (2021-2026)	54	0.2%	87	0.2%	93	0.1%	
Historical Annual Change (2000-2021)	1,527	1.8%	1,796	1.6%	2,643	0.9%	
<b>Average Household Income</b>							
Estimated Average Household Income (2021)	\$67,673		\$65,432		\$60,234		
Projected Average Household Income (2026)	\$79,263		\$76,595		\$71,232		
Census Average Household Income (2010)	\$49,156		\$48,152		\$47,483		
Census Average Household Income (2000)	\$39,972		\$39,072		\$36,756		
Projected Annual Change (2021-2026)	\$11,590	3.4%	\$11,163	3.4%	\$10,998	3.7%	
Historical Annual Change (2000-2021)	\$27,701	3.3%	\$26,360	3.2%	\$23,478	3.0%	
<b>Median Household Income</b>							
Estimated Median Household Income (2021)	\$49,582		\$48,289		\$46,246		
Projected Median Household Income (2026)	\$57,574		\$56,146		\$53,694		
Census Median Household Income (2010)	\$37,190		\$37,452		\$35,941		
Census Median Household Income (2000)	\$29,515		\$29,153		\$28,459		
Projected Annual Change (2021-2026)	\$7,992	3.2%	\$7,857	3.3%	\$7,448	3.2%	
Historical Annual Change (2000-2021)	\$20,068	3.2%	\$19,136	3.1%	\$17,787	3.0%	
<b>Per Capita Income</b>							
Estimated Per Capita Income (2021)	\$31,037		\$29,704		\$25,385		
Projected Per Capita Income (2026)	\$35,545		\$34,023		\$29,706		
Census Per Capita Income (2010)	\$21,922		\$21,284		\$19,609		
Census Per Capita Income (2000)	\$17,185		\$16,727		\$14,914		
Projected Annual Change (2021-2026)	\$4,508	2.9%	\$4,319	2.9%	\$4,320	3.4%	
Historical Annual Change (2000-2021)	\$13,852	3.8%	\$12,977	3.7%	\$10,471	3.3%	
Estimated Average Household Net Worth (2021)	\$428,927		\$397,693		\$339,278		

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## Grove, Oklahoma

### Drive Time

10 min drivetime    15 min drivetime    30 min drivetime

#### Race and Ethnicity

	10 min drivetime	15 min drivetime	30 min drivetime
Total Population (2021)	12,239	16,138	38,157
White (2021)	9,311 76.1%	12,247 75.9%	26,510 69.5%
Black or African American (2021)	106 0.9%	123 0.8%	390 1.0%
American Indian or Alaska Native (2021)	1,036 8.5%	1,419 8.8%	4,158 10.9%
Asian (2021)	90 0.7%	108 0.7%	375 1.0%
Hawaiian or Pacific Islander (2021)	7 -	7 -	55 0.1%
Other Race (2021)	196 1.6%	266 1.6%	1,212 3.2%
Two or More Races (2021)	1,493 12.2%	1,967 12.2%	5,457 14.3%
Population < 18 (2021)	2,183 17.8%	2,874 17.8%	7,955 20.8%
White Not Hispanic	1,263 57.8%	1,649 57.4%	4,009 50.4%
Black or African American	28 1.3%	35 1.2%	120 1.5%
Asian	15 0.7%	21 0.7%	97 1.2%
Other Race Not Hispanic	705 32.3%	946 32.9%	2,921 36.7%
Hispanic	173 7.9%	224 7.8%	808 10.2%
Not Hispanic or Latino Population (2021)	11,737 95.9%	15,496 96.0%	36,026 94.4%
Not Hispanic White	9,135 77.8%	12,017 77.5%	25,837 71.7%
Not Hispanic Black or African American	100 0.8%	117 0.8%	369 1.0%
Not Hispanic American Indian or Alaska Native	1,012 8.6%	1,392 9.0%	4,082 11.3%
Not Hispanic Asian	85 0.7%	103 0.7%	369 1.0%
Not Hispanic Hawaiian or Pacific Islander	7 -	7 -	54 0.1%
Not Hispanic Other Race	15 0.1%	29 0.2%	168 0.5%
Not Hispanic Two or More Races	1,384 11.8%	1,831 11.8%	5,148 14.3%
Hispanic or Latino Population (2021)	501 4.1%	642 4.0%	2,131 5.6%
Hispanic White	176 35.1%	230 35.8%	674 31.6%
Hispanic Black or African American	6 1.2%	7 1.1%	21 1.0%
Hispanic American Indian or Alaska Native	23 4.6%	27 4.2%	76 3.6%
Hispanic Asian	5 1.0%	5 0.8%	6 0.3%
Hispanic Hawaiian or Pacific Islander	- -	- -	- -
Hispanic Other Race	182 36.3%	237 37.0%	1,044 49.0%
Hispanic Two or More Races	109 21.7%	136 21.2%	310 14.5%
Not Hispanic or Latino Population (2010)	11,106 97.0%	14,868 97.1%	35,252 95.2%
Hispanic or Latino Population (2010)	349 3.0%	444 2.9%	1,772 4.8%
Not Hispanic or Latino Population (2000)	9,218 98.5%	12,581 98.4%	31,799 96.6%
Hispanic or Latino Population (2000)	143 1.5%	201 1.6%	1,132 3.4%
Not Hispanic or Latino Population (2026)	12,061 95.5%	15,950 95.6%	36,480 94.1%
Hispanic or Latino Population (2026)	572 4.5%	733 4.4%	2,285 5.9%
Projected Annual Growth (2021-2026)	71 -	92 -	154 -
Historical Annual Growth (2000-2010)	205 14.4%	242 12.0%	640 5.7%

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## Grove, Oklahoma

### Drive Time

10 min drivetime    15 min drivetime    30 min drivetime

#### Total Age Distribution (2021)

	10 min drivetime		15 min drivetime		30 min drivetime	
Total Population	12,239		16,138		38,157	
Age Under 5 Years	627	5.1%	804	5.0%	2,148	5.6%
Age 5 to 9 Years	575	4.7%	765	4.7%	2,147	5.6%
Age 10 to 14 Years	590	4.8%	785	4.9%	2,251	5.9%
Age 15 to 19 Years	594	4.9%	802	5.0%	2,190	5.7%
Age 20 to 24 Years	587	4.8%	739	4.6%	1,935	5.1%
Age 25 to 29 Years	568	4.6%	743	4.6%	2,026	5.3%
Age 30 to 34 Years	573	4.7%	757	4.7%	1,924	5.0%
Age 35 to 39 Years	506	4.1%	673	4.2%	1,908	5.0%
Age 40 to 44 Years	557	4.5%	743	4.6%	1,921	5.0%
Age 45 to 49 Years	577	4.7%	784	4.9%	2,037	5.3%
Age 50 to 54 Years	704	5.8%	957	5.9%	2,321	6.1%
Age 55 to 59 Years	815	6.7%	1,114	6.9%	2,682	7.0%
Age 60 to 64 Years	966	7.9%	1,312	8.1%	2,895	7.6%
Age 65 to 69 Years	1,082	8.8%	1,434	8.9%	2,913	7.6%
Age 70 to 74 Years	1,060	8.7%	1,414	8.8%	2,761	7.2%
Age 75 to 79 Years	860	7.0%	1,096	6.8%	1,994	5.2%
Age 80 to 84 Years	530	4.3%	663	4.1%	1,173	3.1%
Age 85 Years or Over	470	3.8%	553	3.4%	931	2.4%
Median Age	50.7		50.8		45.3	
Age 19 Years or Less	2,385	19.5%	3,156	19.6%	8,736	22.9%
Age 20 to 64 Years	5,852	47.8%	7,823	48.5%	19,648	51.5%
Age 65 Years or Over	4,002	32.7%	5,159	32.0%	9,773	25.6%

#### Female Age Distribution (2021)

Female Population	6,519	53.3%	8,468	52.5%	19,417	50.9%
Age Under 5 Years	314	4.8%	390	4.6%	1,030	5.3%
Age 5 to 9 Years	282	4.3%	369	4.4%	1,020	5.3%
Age 10 to 14 Years	328	5.0%	429	5.1%	1,127	5.8%
Age 15 to 19 Years	286	4.4%	385	4.5%	1,052	5.4%
Age 20 to 24 Years	321	4.9%	399	4.7%	983	5.1%
Age 25 to 29 Years	282	4.3%	370	4.4%	1,006	5.2%
Age 30 to 34 Years	305	4.7%	404	4.8%	1,016	5.2%
Age 35 to 39 Years	250	3.8%	336	4.0%	961	4.9%
Age 40 to 44 Years	291	4.5%	381	4.5%	948	4.9%
Age 45 to 49 Years	286	4.4%	390	4.6%	1,015	5.2%
Age 50 to 54 Years	395	6.1%	528	6.2%	1,228	6.3%
Age 55 to 59 Years	449	6.9%	599	7.1%	1,365	7.0%
Age 60 to 64 Years	523	8.0%	691	8.2%	1,480	7.6%
Age 65 to 69 Years	609	9.3%	795	9.4%	1,566	8.1%
Age 70 to 74 Years	502	7.7%	668	7.9%	1,313	6.8%
Age 75 to 79 Years	480	7.4%	601	7.1%	1,052	5.4%
Age 80 to 84 Years	302	4.6%	371	4.4%	640	3.3%
Age 85 Years or Over	314	4.8%	362	4.3%	614	3.2%
Female Median Age	52.2		52.0		46.3	
Age 19 Years or Less	1,210	18.6%	1,573	18.6%	4,229	21.8%
Age 20 to 64 Years	3,103	47.6%	4,098	48.4%	10,002	51.5%
Age 65 Years or Over	2,206	33.8%	2,796	33.0%	5,185	26.7%

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## Grove, Oklahoma

### Drive Time

10 min drivetime    15 min drivetime    30 min drivetime

#### Male Age Distribution (2021)

	10 min drivetime		15 min drivetime		30 min drivetime	
Male Population	5,719	46.7%	7,670	47.5%	18,740	49.1%
Age Under 5 Years	313	5.5%	414	5.4%	1,119	6.0%
Age 5 to 9 Years	293	5.1%	396	5.2%	1,127	6.0%
Age 10 to 14 Years	261	4.6%	355	4.6%	1,124	6.0%
Age 15 to 19 Years	308	5.4%	416	5.4%	1,137	6.1%
Age 20 to 24 Years	267	4.7%	340	4.4%	952	5.1%
Age 25 to 29 Years	286	5.0%	373	4.9%	1,019	5.4%
Age 30 to 34 Years	268	4.7%	353	4.6%	909	4.8%
Age 35 to 39 Years	255	4.5%	337	4.4%	947	5.1%
Age 40 to 44 Years	266	4.6%	362	4.7%	973	5.2%
Age 45 to 49 Years	290	5.1%	394	5.1%	1,022	5.5%
Age 50 to 54 Years	309	5.4%	429	5.6%	1,093	5.8%
Age 55 to 59 Years	366	6.4%	515	6.7%	1,317	7.0%
Age 60 to 64 Years	442	7.7%	621	8.1%	1,415	7.5%
Age 65 to 69 Years	473	8.3%	639	8.3%	1,348	7.2%
Age 70 to 74 Years	558	9.8%	746	9.7%	1,449	7.7%
Age 75 to 79 Years	380	6.6%	496	6.5%	942	5.0%
Age 80 to 84 Years	228	4.0%	291	3.8%	532	2.8%
Age 85 Years or Over	156	2.7%	191	2.5%	317	1.7%
Male Median Age	49.3		49.6		44.3	
Age 19 Years or Less	1,175	20.5%	1,582	20.6%	4,507	24.0%
Age 20 to 64 Years	2,749	48.1%	3,725	48.6%	9,646	51.5%
Age 65 Years or Over	1,795	31.4%	2,363	30.8%	4,587	24.5%

#### Males per 100 Females (2021)

Overall Comparison						
Age Under 5 Years	100	49.9%	106	51.5%	109	52.1%
Age 5 to 9 Years	104	50.9%	108	51.8%	110	52.5%
Age 10 to 14 Years	80	44.3%	83	45.3%	100	45.3%
Age 15 to 19 Years	108	51.9%	108	51.9%	108	51.9%
Age 20 to 24 Years	83	45.4%	85	46.0%	97	49.2%
Age 25 to 29 Years	101	50.3%	101	50.2%	101	50.3%
Age 30 to 34 Years	88	46.8%	87	46.6%	89	47.2%
Age 35 to 39 Years	102	50.5%	100	50.1%	99	49.6%
Age 40 to 44 Years	91	47.7%	95	48.7%	103	50.6%
Age 45 to 49 Years	101	50.3%	101	50.2%	101	50.2%
Age 50 to 54 Years	78	43.9%	81	44.9%	89	47.1%
Age 55 to 59 Years	81	44.9%	86	46.2%	97	49.1%
Age 60 to 64 Years	85	45.8%	90	47.3%	96	48.9%
Age 65 to 69 Years	78	43.7%	80	44.6%	86	46.3%
Age 70 to 74 Years	111	52.6%	112	52.8%	110	52.5%
Age 75 to 79 Years	79	44.2%	83	45.2%	89	47.2%
Age 80 to 84 Years	75	43.0%	78	44.0%	83	45.4%
Age 85 Years or Over	50	33.3%	53	34.5%	52	34.0%
Age 19 Years or Less	97	49.3%	101	50.1%	107	51.6%
Age 20 to 39 Years	93	48.2%	93	48.2%	97	49.1%
Age 40 to 64 Years	86	46.3%	90	47.3%	96	49.1%
Age 65 Years or Over	81	44.9%	84	45.8%	88	46.9%

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**Grove, Oklahoma**

<b>Drive Time</b>	<b>10 min drivetime</b>		<b>15 min drivetime</b>		<b>30 min drivetime</b>	
<b>Household Type (2021)</b>						
Total Households	5,599		7,311		16,028	
Households with Children	1,268	22.6%	1,625	22.2%	4,169	26.0%
Average Household Size	2.2		2.2		2.4	
Household Density per Square Mile	102		58		25	
Population Family	9,780	79.9%	13,028	80.7%	31,725	83.1%
Population Non-Family	2,317	18.9%	2,965	18.4%	6,136	16.1%
Population Group Quarters	142	1.2%	145	0.9%	296	0.8%
Family Households	3,588	64.1%	4,766	65.2%	10,853	67.7%
Married Couple Households	2,848	79.4%	3,806	79.9%	8,559	78.9%
Other Family Households with Children	741	20.6%	960	20.1%	2,294	21.1%
Family Households with Children	1,253	34.9%	1,605	33.7%	4,116	37.9%
Married Couple with Children	747	59.6%	968	60.3%	2,601	63.2%
Other Family Households with Children	506	40.4%	637	39.7%	1,515	36.8%
Family Households No Children	2,335	65.1%	3,161	66.3%	6,737	62.1%
Married Couple No Children	2,100	90.0%	2,838	89.8%	5,958	88.4%
Other Family Households No Children	235	10.0%	323	10.2%	779	11.6%
Non-Family Households	2,010	35.9%	2,545	34.8%	5,175	32.3%
Non-Family Households with Children	15	0.7%	20	0.8%	53	1.0%
Non-Family Households No Children	1,996	99.3%	2,525	99.2%	5,122	99.0%
Average Family Household Size	2.7		2.7		2.9	
Average Family Income	\$78,877		\$75,622		\$70,210	
Median Family Income	\$64,944		\$61,577		\$56,916	
Average Non-Family Household Size	1.2		1.2		1.2	
<b>Marital Status (2021)</b>						
Population Age 15 Years or Over	10,447		13,784		31,610	
Never Married	1,975	18.9%	2,660	19.3%	6,776	21.4%
Currently Married	5,300	50.7%	7,038	51.1%	16,278	51.5%
Previously Married	3,171	30.4%	4,086	29.6%	8,556	27.1%
Separated	469	14.8%	597	14.6%	1,275	14.9%
Widowed	1,071	33.8%	1,354	33.1%	2,744	32.1%
Divorced	1,631	51.4%	2,135	52.3%	4,537	53.0%
<b>Educational Attainment (2021)</b>						
Adult Population Age 25 Years or Over	9,266		12,244		27,486	
Elementary (Grade Level 0 to 8)	164	1.8%	244	2.0%	1,090	4.0%
Some High School (Grade Level 9 to 11)	699	7.5%	976	8.0%	2,823	10.3%
High School Graduate	2,903	31.3%	4,012	32.8%	9,723	35.4%
Some College	2,330	25.1%	3,040	24.8%	6,346	23.1%
Associate Degree Only	854	9.2%	1,102	9.0%	2,321	8.4%
Bachelor Degree Only	1,663	17.9%	1,996	16.3%	3,438	12.5%
Graduate Degree	654	7.1%	875	7.1%	1,746	6.4%
Any College (Some College or Higher)	5,501	59.4%	7,012	57.3%	13,851	50.4%
College Degree + (Bachelor Degree or Higher)	2,317	25.0%	2,870	23.4%	5,184	18.9%

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## Grove, Oklahoma

### Drive Time

10 min drivetime    15 min drivetime    30 min drivetime

#### Housing

Total Housing Units (2021)	7,368		9,824		22,365	
Total Housing Units (2010)	6,575		8,852		20,753	
Historical Annual Growth (2010-2021)	793	1.1%	972	1.0%	1,612	0.7%
Housing Units Occupied (2021)	5,599	76.0%	7,311	74.4%	16,028	71.7%
Housing Units Owner-Occupied	4,109	73.4%	5,534	75.7%	12,114	75.6%
Housing Units Renter-Occupied	1,490	26.6%	1,777	24.3%	3,914	24.4%
Housing Units Vacant (2021)	1,769	24.0%	2,513	25.6%	6,337	28.3%

#### Household Size (2021)

Total Households	5,599		7,311		16,028	
1 Person Households	1,753	31.3%	2,204	30.2%	4,418	27.6%
2 Person Households	2,405	43.0%	3,185	43.6%	6,524	40.7%
3 Person Households	669	12.0%	891	12.2%	2,161	13.5%
4 Person Households	466	8.3%	608	8.3%	1,586	9.9%
5 Person Households	203	3.6%	279	3.8%	817	5.1%
6 Person Households	71	1.3%	98	1.3%	321	2.0%
7 or More Person Households	30	0.5%	45	0.6%	201	1.3%

#### Household Income Distribution (2021)

HH Income \$200,000 or More	288	5.1%	320	4.4%	486	3.0%
HH Income \$150,000 to \$199,999	151	2.7%	206	2.8%	420	2.6%
HH Income \$125,000 to \$149,999	248	4.4%	289	4.0%	570	3.6%
HH Income \$100,000 to \$124,999	469	8.4%	560	7.7%	1,038	6.5%
HH Income \$75,000 to \$99,999	561	10.0%	715	9.8%	1,643	10.3%
HH Income \$50,000 to \$74,999	971	17.3%	1,318	18.0%	3,091	19.3%
HH Income \$35,000 to \$49,999	956	17.1%	1,244	17.0%	2,631	16.4%
HH Income \$25,000 to \$34,999	653	11.7%	920	12.6%	2,064	12.9%
HH Income \$15,000 to \$24,999	694	12.4%	876	12.0%	1,989	12.4%
HH Income \$10,000 to \$14,999	359	6.4%	475	6.5%	1,082	6.8%
HH Income Under \$10,000	248	4.4%	389	5.3%	1,013	6.3%

#### Household Vehicles (2021)

Households 0 Vehicles Available	258	4.6%	325	4.5%	768	4.8%
Households 1 Vehicle Available	1,870	33.4%	2,364	32.3%	4,814	30.0%
Households 2 Vehicles Available	2,318	41.4%	3,121	42.7%	6,459	40.3%
Households 3 or More Vehicles Available	1,153	20.6%	1,500	20.5%	3,987	24.9%
Total Vehicles Available	10,324		13,596		31,536	
Average Vehicles per Household	1.8		1.9		2.0	
Owner-Occupied Household Vehicles	8,403	81.4%	11,204	82.4%	26,033	82.5%
Average Vehicles per Owner-Occupied Household	2.0		2.0		2.1	
Renter-Occupied Household Vehicles	1,921	18.6%	2,393	17.6%	5,503	17.5%
Average Vehicles per Renter-Occupied Household	1.3		1.3		1.4	

#### Travel Time (2021)

Worker Base Age 16 years or Over	4,712		6,223		15,044	
Travel to Work in 14 Minutes or Less	1,880	39.9%	2,194	35.3%	4,335	28.8%
Travel to Work in 15 to 29 Minutes	1,374	29.2%	2,024	32.5%	5,198	34.6%
Travel to Work in 30 to 59 Minutes	707	15.0%	1,100	17.7%	3,445	22.9%
Travel to Work in 60 Minutes or More	373	7.9%	573	9.2%	1,400	9.3%
Work at Home	244	5.2%	282	4.5%	644	4.3%
Average Minutes Travel to Work	15.2		16.9		20.3	

## Grove, Oklahoma

### Drive Time

10 min drivetime    15 min drivetime    30 min drivetime

#### Transportation To Work (2021)

Worker Base Age 16 years or Over	4,712		6,223		15,044	
Drive to Work Alone	3,476	73.8%	4,666	75.0%	11,698	77.8%
Drive to Work in Carpool	834	17.7%	1,061	17.0%	2,155	14.3%
Travel to Work by Public Transportation	6	0.1%	7	0.1%	18	0.1%
Drive to Work on Motorcycle	3	-	4	-	35	0.2%
Bicycle to Work	10	0.2%	10	0.2%	11	-
Walk to Work	72	1.5%	102	1.6%	297	2.0%
Other Means	69	1.5%	91	1.5%	185	1.2%
Work at Home	244	5.2%	282	4.5%	644	4.3%

#### Daytime Demographics (2021)

Total Businesses	633		692		1,090	
Total Employees	4,659		5,023		8,287	
Company Headquarter Businesses	23	3.6%	26	3.7%	40	3.7%
Company Headquarter Employees	665	14.3%	736	14.7%	1,229	14.8%
Employee Population per Business	7.4	to 1	7.3	to 1	7.6	to 1
Residential Population per Business	19.3	to 1	23.3	to 1	35.0	to 1
Adj. Daytime Demographics Age 16 Years or Over	10,433		12,499		24,437	

#### Labor Force

Labor Population Age 16 Years or Over (2021)	10,342		13,640		31,179	
Labor Force Total Males (2021)	4,794	46.4%	6,426	47.1%	15,135	48.5%
Male Civilian Employed	2,255	47.0%	3,071	47.8%	7,768	51.3%
Male Civilian Unemployed	133	2.8%	179	2.8%	418	2.8%
Males in Armed Forces	-	-	-	-	-	-
Males Not in Labor Force	2,406	50.2%	3,176	49.4%	6,949	45.9%
Labor Force Total Females (2021)	5,548	53.6%	7,214	52.9%	16,044	51.5%
Female Civilian Employed	2,314	41.7%	3,093	42.9%	7,261	45.3%
Female Civilian Unemployed	60	1.1%	91	1.3%	276	1.7%
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	3,174	57.2%	4,030	55.9%	8,506	53.0%
Unemployment Rate	193	1.9%	270	2.0%	694	2.2%

#### Occupation (2021)

Occupation Population Age 16 Years or Over	4,568		6,164		15,029	
Occupation Total Males	2,255	49.4%	3,071	49.8%	7,768	51.7%
Occupation Total Females	2,314	50.6%	3,093	50.2%	7,261	48.3%
Management, Business, Financial Operations	645	14.1%	836	13.6%	1,795	11.9%
Professional, Related	810	17.7%	1,086	17.6%	2,577	17.1%
Service	1,087	23.8%	1,383	22.4%	3,141	20.9%
Sales, Office	983	21.5%	1,287	20.9%	2,883	19.2%
Farming, Fishing, Forestry	19	0.4%	23	0.4%	125	0.8%
Construction, Extraction, Maintenance	457	10.0%	684	11.1%	1,795	11.9%
Production, Transport, Material Moving	566	12.4%	864	14.0%	2,713	18.1%
White Collar Workers	2,438	53.4%	3,208	52.1%	7,254	48.3%
Blue Collar Workers	2,130	46.6%	2,955	47.9%	7,775	51.7%

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## Grove, Oklahoma

### Drive Time

10 min drivetime    15 min drivetime    30 min drivetime

#### Units In Structure (2021)

	10 min drivetime		15 min drivetime		30 min drivetime	
Total Units	5,109		6,768		15,290	
1 Detached Unit	4,017	78.6%	5,106	75.4%	11,115	72.7%
1 Attached Unit	126	2.5%	147	2.2%	362	2.4%
2 Units	179	3.5%	185	2.7%	385	2.5%
3 to 4 Units	179	3.5%	180	2.7%	293	1.9%
5 to 9 Units	22	0.4%	23	0.3%	104	0.7%
10 to 19 Units	58	1.1%	66	1.0%	132	0.9%
20 to 49 Units	20	0.4%	20	0.3%	62	0.4%
50 or More Units	82	1.6%	84	1.2%	119	0.8%
Mobile Home or Trailer	896	17.5%	1,470	21.7%	3,377	22.1%
Other Structure	18	0.4%	30	0.4%	79	0.5%

#### Homes Built By Year (2021)

	10 min drivetime		15 min drivetime		30 min drivetime	
Homes Built 2014 or later	111	1.5%	131	1.3%	351	1.6%
Homes Built 2010 to 2013	126	1.7%	197	2.0%	480	2.1%
Homes Built 2000 to 2009	1,152	15.6%	1,399	14.2%	2,772	12.4%
Homes Built 1990 to 1999	1,364	18.5%	1,747	17.8%	3,149	14.1%
Homes Built 1980 to 1989	960	13.0%	1,276	13.0%	2,821	12.6%
Homes Built 1970 to 1979	993	13.5%	1,358	13.8%	3,048	13.6%
Homes Built 1960 to 1969	402	5.5%	513	5.2%	1,282	5.7%
Homes Built 1950 to 1959	185	2.5%	231	2.4%	845	3.8%
Homes Built 1940 to 1949	139	1.9%	195	2.0%	498	2.2%
Homes Built Before 1939	166	2.3%	265	2.7%	782	3.5%
Median Age of Homes	29.6 yrs		30.4 yrs		32.9 yrs	

#### Home Values (2021)

	10 min drivetime		15 min drivetime		30 min drivetime	
Owner Specified Housing Units	4,109		5,534		12,114	
Home Values \$1,000,000 or More	78	1.9%	95	1.7%	152	1.3%
Home Values \$750,000 to \$999,999	127	3.1%	142	2.6%	164	1.4%
Home Values \$500,000 to \$749,999	259	6.3%	288	5.2%	404	3.3%
Home Values \$400,000 to \$499,999	105	2.6%	140	2.5%	319	2.6%
Home Values \$300,000 to \$399,999	343	8.3%	451	8.1%	830	6.8%
Home Values \$250,000 to \$299,999	203	4.9%	298	5.4%	658	5.4%
Home Values \$200,000 to \$249,999	331	8.0%	426	7.7%	890	7.3%
Home Values \$175,000 to \$199,999	320	7.8%	368	6.7%	616	5.1%
Home Values \$150,000 to \$174,999	510	12.4%	647	11.7%	1,128	9.3%
Home Values \$125,000 to \$149,999	278	6.8%	385	7.0%	875	7.2%
Home Values \$100,000 to \$124,999	334	8.1%	473	8.5%	978	8.1%
Home Values \$90,000 to \$99,999	167	4.1%	195	3.5%	442	3.6%
Home Values \$80,000 to \$89,999	190	4.6%	253	4.6%	681	5.6%
Home Values \$70,000 to \$79,999	108	2.6%	174	3.1%	603	5.0%
Home Values \$60,000 to \$69,999	151	3.7%	236	4.3%	687	5.7%
Home Values \$50,000 to \$59,999	85	2.1%	160	2.9%	472	3.9%
Home Values \$35,000 to \$49,999	88	2.1%	171	3.1%	588	4.9%
Home Values \$25,000 to \$34,999	126	3.1%	189	3.4%	520	4.3%
Home Values \$10,000 to \$24,999	135	3.3%	226	4.1%	689	5.7%
Home Values Under \$10,000	172	4.2%	217	3.9%	417	3.4%
Owner-Occupied Median Home Value	\$159,987		\$150,382		\$127,544	
Renter-Occupied Median Rent	\$527		\$524		\$494	

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## Grove, Oklahoma

### Drive Time

10 min drivetime    15 min drivetime    30 min drivetime

#### Total Annual Consumer Expenditure (2021)

Total Household Expenditure	\$300.64 M	\$383.38 M	\$793.68 M
Total Non-Retail Expenditure	\$158.77 M	\$202.37 M	\$418.38 M
Total Retail Expenditure	\$141.87 M	\$181.02 M	\$375.3 M
Apparel	\$10.29 M	\$13.1 M	\$27.16 M
Contributions	\$9.82 M	\$12.45 M	\$25.3 M
Education	\$8.19 M	\$10.35 M	\$21.14 M
Entertainment	\$16.73 M	\$21.3 M	\$43.9 M
Food and Beverages	\$44.37 M	\$56.65 M	\$117.79 M
Furnishings and Equipment	\$10.41 M	\$13.25 M	\$27.32 M
Gifts	\$7.25 M	\$9.16 M	\$18.56 M
Health Care	\$26.57 M	\$33.97 M	\$70.27 M
Household Operations	\$11.81 M	\$15.04 M	\$30.95 M
Miscellaneous Expenses	\$5.7 M	\$7.27 M	\$14.97 M
Personal Care	\$4.03 M	\$5.14 M	\$10.62 M
Personal Insurance	\$2.07 M	\$2.62 M	\$5.36 M
Reading	\$670.14 K	\$853.68 K	\$1.75 M
Shelter	\$63.23 M	\$80.61 M	\$167.16 M
Tobacco	\$1.96 M	\$2.53 M	\$5.35 M
Transportation	\$54.51 M	\$69.57 M	\$144.43 M
Utilities	\$23.04 M	\$29.52 M	\$61.64 M

#### Monthly Household Consumer Expenditure (2021)

Total Household Expenditure	\$4,475	\$4,370	\$4,127
Total Non-Retail Expenditure	\$2,363    52.8%	\$2,307    52.8%	\$2,175    52.7%
Total Retail Expenditures	\$2,112    47.2%	\$2,063    47.2%	\$1,951    47.3%
Apparel	\$153    3.4%	\$149    3.4%	\$141    3.4%
Contributions	\$146    3.3%	\$142    3.2%	\$132    3.2%
Education	\$122    2.7%	\$118    2.7%	\$110    2.7%
Entertainment	\$249    5.6%	\$243    5.6%	\$228    5.5%
Food and Beverages	\$660    14.8%	\$646    14.8%	\$612    14.8%
Furnishings and Equipment	\$155    3.5%	\$151    3.5%	\$142    3.4%
Gifts	\$108    2.4%	\$104    2.4%	\$96    2.3%
Health Care	\$395    8.8%	\$387    8.9%	\$365    8.9%
Household Operations	\$176    3.9%	\$171    3.9%	\$161    3.9%
Miscellaneous Expenses	\$85    1.9%	\$83    1.9%	\$78    1.9%
Personal Care	\$60    1.3%	\$59    1.3%	\$55    1.3%
Personal Insurance	\$31    0.7%	\$30    0.7%	\$28    0.7%
Reading	\$10    0.2%	\$10    0.2%	\$9    0.2%
Shelter	\$941    21.0%	\$919    21.0%	\$869    21.1%
Tobacco	\$29    0.7%	\$29    0.7%	\$28    0.7%
Transportation	\$811    18.1%	\$793    18.1%	\$751    18.2%
Utilities	\$343    7.7%	\$336    7.7%	\$321    7.8%

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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



# RETAIL GAP REPORT



## Grove, Oklahoma

### Drive Time

	10 min drivetime		15 min drivetime		30 min drivetime	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$6.29 M / \$2.72 M	57	\$8 M / \$2.96 M	63	\$16.55 M / \$3.42 M	79
Men's Clothing Stores	\$221.01 K / -	100	\$281.06 K / -	100	\$580.64 K / -	100
Women's Clothing Stores	\$972.77 K / \$336.34 K	65	\$1.24 M / \$568.09 K	54	\$2.55 M / \$1 M	61
Children's, Infants' Clothing Stores	\$406.21 K / -	100	\$517.42 K / -	100	\$1.08 M / -	100
Family Clothing Stores	\$2.58 M / \$2.39 M	7	\$3.28 M / \$2.39 M	27	\$6.78 M / \$2.39 M	65
Clothing Accessory Stores	\$206.93 K / -	100	\$263.39 K / -	100	\$542.93 K / \$32.78 K	94
Other Apparel Stores	\$316.12 K / -	100	\$402.52 K / -	100	\$830.33 K / -	100
Shoe Stores	\$1.05 M / -	100	\$1.34 M / -	100	\$2.78 M / -	100
Jewelry Stores	\$493.89 K / -	100	\$625.87 K / -	100	\$1.28 M / -	100
Luggage Stores	\$41.7 K / -	100	\$52.96 K / -	100	\$107.46 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$3.09 M / \$2.13 M	31	\$3.94 M / \$2.17 M	45	\$8.09 M / \$3.93 M	51
Furniture Stores	\$1.89 M / \$1.93 M	-2	\$2.41 M / \$1.93 M	20	\$4.94 M / \$2.26 M	54
Floor Covering Stores	\$331.51 K / \$198.45 K	40	\$422.91 K / \$237.53 K	44	\$866.29 K / \$1.68 M	-48
Other Home Furnishing Stores	\$870.18 K / -	100	\$1.11 M / -	100	\$2.29 M / -	100
<b>Electronics, Appliance Stores</b>	\$2.38 M / \$1.12 M	53	\$3.03 M / \$1.13 M	63	\$6.26 M / \$1.42 M	77
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$7.79 M / \$22.83 M	-66	\$9.95 M / \$27.24 M	-63	\$20.47 M / \$30.99 M	-34
Home Centers	\$3.66 M / \$13.67 M	-73	\$4.67 M / \$13.69 M	-66	\$9.62 M / \$16.48 M	-42
Paint, Wallpaper Stores	\$270.84 K / \$374.46 K	-28	\$345.9 K / \$374.46 K	-8	\$708.8 K / \$499.27 K	30
Hardware Stores	\$334.89 K / \$70.48 K	79	\$427.23 K / \$200.86 K	53	\$880.21 K / \$272.33 K	69
Other Building Materials Stores	\$2.61 M / \$4.55 M	-43	\$3.34 M / \$7.21 M	-54	\$6.86 M / \$7.21 M	-5
Outdoor Power Equipment Stores	\$121.35 K / \$225.02 K	-46	\$154.84 K / \$225.02 K	-31	\$318.56 K / \$444.59 K	-28
Nursery, Garden Stores	\$791.83 K / \$3.95 M	-80	\$1.01 M / \$5.55 M	-82	\$2.08 M / \$6.09 M	-66
<b>Food, Beverage Stores</b>	\$21.02 M / \$9.32 M	56	\$26.87 M / \$10.72 M	60	\$55.98 M / \$25.13 M	55
Grocery Stores	\$18.79 M / \$7.25 M	61	\$24.03 M / \$8.22 M	66	\$50.08 M / \$16.1 M	68
Convenience Stores	\$729.61 K / \$919 K	-21	\$933.14 K / \$1.34 M	-30	\$1.95 M / \$7.13 M	-73
Meat Markets	\$215.42 K / \$105.06 K	51	\$275.99 K / \$105.06 K	62	\$575.66 K / \$262.42 K	54
Fish, Seafood Markets	\$77.44 K / -	100	\$99.41 K / -	100	\$208.43 K / \$312	100
Fruit, Vegetable Markets	\$132.39 K / -	100	\$169.24 K / -	100	\$351.36 K / -	100
Other Specialty Food Markets	\$224.74 K / \$19.16 K	91	\$287.4 K / \$19.16 K	93	\$601.71 K / \$156.56 K	74
Liquor Stores	\$848.73 K / \$1.03 M	-18	\$1.08 M / \$1.03 M	5	\$2.22 M / \$1.48 M	33

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# RETAIL GAP REPORT



## Grove, Oklahoma

### Drive Time

	10 min drivetime			15 min drivetime			30 min drivetime		
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index			
<b>Health, Personal Care Stores</b>	\$5.23 M / \$7.83 M	-33	\$6.67 M / \$7.84 M	-15	\$13.8 M / \$8.21 M	41			
Pharmacy, Drug Stores	\$4.37 M / \$5.62 M	-22	\$5.59 M / \$5.62 M	-1	\$11.55 M / \$5.93 M	49			
Cosmetics, Beauty Stores	\$256.75 K / \$113.64 K	56	\$327.67 K / \$121.09 K	63	\$677.66 K / \$128.48 K	81			
Optical Goods Stores	\$297.07 K / \$410.26 K	-28	\$378.67 K / \$410.26 K	-8	\$778.08 K / \$451.29 K	42			
Other Health, Personal Care Stores	\$298.79 K / \$1.69 M	-82	\$381.73 K / \$1.69 M	-77	\$790.01 K / \$1.69 M	-53			
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$2.35 M / \$3.12 M	-25	\$2.99 M / \$3.15 M	-5	\$6.13 M / \$3.79 M	38			
Sporting Goods Stores	\$1.28 M / \$2.97 M	-57	\$1.62 M / \$3 M	-46	\$3.32 M / \$3.63 M	-9			
Hobby, Toy, Game Stores	\$378.32 K / -	100	\$482.11 K / -	100	\$996.65 K / -	100			
Sewing, Needlecraft Stores	\$116.96 K / \$155.82 K	-25	\$148.75 K / \$155.82 K	-5	\$305.72 K / \$155.82 K	49			
Musical Instrument Stores	\$109.64 K / -	100	\$139.62 K / -	100	\$290.06 K / -	100			
Book Stores	\$469.07 K / -	100	\$595.77 K / -	100	\$1.22 M / -	100			
<b>General Merchandise Stores</b>	\$20.44 M / \$19.29 M	6	\$26.1 M / \$20.35 M	22	\$54.16 M / \$33.91 M	37			
Department Stores	\$5.23 M / \$16.79 M	-69	\$6.66 M / \$16.79 M	-60	\$13.79 M / \$20.91 M	-34			
Warehouse Superstores	\$13.21 M / -	100	\$16.88 M / -	100	\$35.09 M / -	100			
Other General Merchandise Stores	\$2 M / \$2.49 M	-20	\$2.55 M / \$3.55 M	-28	\$5.29 M / \$13.01 M	-59			
<b>Miscellaneous Store Retailers</b>	\$2.79 M / \$2.09 M	25	\$3.56 M / \$2.34 M	34	\$7.36 M / \$3.94 M	47			
Florists	\$97.81 K / \$107.19 K	-9	\$124.33 K / \$107.19 K	14	\$255.53 K / \$107.19 K	58			
Office, Stationary Stores	\$276.29 K / -	100	\$351.62 K / -	100	\$721.72 K / -	100			
Gift, Souvenir Stores	\$330.56 K / \$230.67 K	30	\$421.14 K / \$230.67 K	45	\$872.05 K / \$266.05 K	69			
Used Merchandise Stores	\$192.91 K / \$160.7 K	17	\$245.69 K / \$160.7 K	35	\$505.71 K / \$171.89 K	66			
Pet, Pet Supply Stores	\$1.12 M / -	100	\$1.44 M / -	100	\$2.97 M / -	100			
Art Dealers	\$90.34 K / -	100	\$115.03 K / -	100	\$237.49 K / -	100			
Mobile Home Dealers	\$169.61 K / \$1.05 M	-84	\$216.46 K / \$1.15 M	-81	\$444.27 K / \$1.17 M	-62			
Other Miscellaneous Retail Stores	\$507.56 K / \$542.04 K	-6	\$649.51 K / \$691.07 K	-6	\$1.35 M / \$2.22 M	-39			
<b>Non-Store Retailers</b>	\$9.39 M / \$63.33 K	99	\$11.97 M / \$124.97 K	99	\$24.71 M / \$1.11 M	95			
Mail Order, Catalog Stores	\$7.77 M / -	100	\$9.9 M / -	100	\$20.43 M / -	100			
Vending Machines	\$215.42 K / -	100	\$275.34 K / \$27.51 K	90	\$575.49 K / \$531.03 K	8			
Fuel Dealers	\$801.36 K / -	100	\$1.03 M / -	100	\$2.12 M / \$415.11 K	80			
Other Direct Selling Establishments	\$598.65 K / \$63.33 K	89	\$764.17 K / \$97.47 K	87	\$1.58 M / \$166.14 K	90			

## Grove, Oklahoma

### Drive Time

	10 min drivetime		15 min drivetime		30 min drivetime	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$17.72 M / \$14.69 M	17	\$22.57 M / \$14.83 M	34	\$46.68 M / \$24.99 M	46
Hotels, Other Travel Accommodations	\$976.91 K / \$328.99 K	66	\$1.24 M / \$386.14 K	69	\$2.57 M / \$676.19 K	74
RV Parks	\$9.48 K / \$1.04 K	89	\$11.81 K / \$6.15 K	48	\$24.74 K / \$50.36 K	-51
Rooming, Boarding Houses	\$5.6 K / -	100	\$7.31 K / -	100	\$16.1 K / \$75.29 K	-79
Full Service Restaurants	\$10.37 M / \$9.04 M	13	\$13.21 M / \$9.24 M	30	\$27.32 M / \$16.01 M	41
Limited Service Restaurants	\$4.82 M / \$5.76 M	-16	\$6.14 M / \$5.76 M	6	\$12.69 M / \$9.02 M	29
Special Food Services, Catering	\$1.54 M / -	100	\$1.96 M / -	100	\$4.06 M / -	100
Drinking Places	\$442.25 K / -	100	\$561.59 K / -	100	\$1.15 M / \$302.76 K	74
<b>Gasoline Stations</b>	\$15.34 M / \$5.79 M	62	\$19.65 M / \$7.99 M	59	\$41.14 M / \$9.8 M	76
<b>Motor Vehicle, Parts Dealers</b>	\$27.59 M / \$26.54 M	4	\$35.16 M / \$29.01 M	17	\$72.81 M / \$47.34 M	35
New Car Dealers	\$21.14 M / \$15.25 M	28	\$26.94 M / \$15.4 M	43	\$55.83 M / \$23.2 M	58
Used Car Dealers	\$2.18 M / \$3.05 M	-29	\$2.77 M / \$3.12 M	-11	\$5.75 M / \$3.56 M	38
Recreational Vehicle Dealers	\$435.24 K / \$532.64 K	-18	\$550.88 K / \$684.5 K	-20	\$1.12 M / \$684.5 K	39
Motorcycle, Boat Dealers	\$949.47 K / \$3.83 M	-75	\$1.21 M / \$5.52 M	-78	\$2.48 M / \$13.39 M	-82
Auto Parts, Accessories	\$1.73 M / \$3.89 M	-56	\$2.21 M / \$4.2 M	-47	\$4.58 M / \$4.75 M	-4
Tire Dealers	\$1.16 M / -	100	\$1.48 M / \$80.55 K	95	\$3.06 M / \$1.76 M	43
2021 Population		12,239		16,138		38,157
2026 Population		12,633		16,683		38,765
% Population Change 2021-2026		3.2%		3.4%		1.6%
2021 Adult Population Age 18+		10,054		13,262		30,201
2021 Population Male		5,719		7,670		18,740
2021 Population Female		6,519		8,468		19,417
2021 Households		5,599		7,311		16,028
2021 Median Household Income		49,582		48,289		46,246
2021 Average Household Income		67,673		65,432		60,234

# **Retail Potential**

# RETAIL POTENTIAL PROFILE



Grove, Oklahoma			
Drive Time	10 min drivetime	15 min drivetime	30 min drivetime
2021 Population	12,239	16,138	38,157
2026 Population	12,633	16,683	38,765
% Population Change 2010-2021	6.8%	5.4%	3.1%
2021 Adult Population Age 18+	\$10,054	\$13,262	\$30,201
2021 Population Male	\$5,719	\$7,670	\$18,740
2021 Population Female	\$6,519	\$8,468	\$19,417
2021 Households	\$5,599	\$7,311	\$16,028
2021 Median Household Income	\$49,582	\$48,289	\$46,246
2021 Average Household Income	\$67,673	\$65,432	\$60,234
<b>Clothing, Clothing Accessories Stores</b>	\$6.29 M	\$8 M	\$16.55 M
Men's Clothing Stores	\$221.01 K	\$281.06 K	\$580.64 K
Women's Clothing Stores	\$972.77 K	\$1.24 M	\$2.55 M
Children's, Infants' Clothing Stores	\$406.21 K	\$517.42 K	\$1.08 M
Family Clothing Stores	\$2.58 M	\$3.28 M	\$6.78 M
Clothing Accessory Stores	\$206.93 K	\$263.39 K	\$542.93 K
Other Apparel Stores	\$316.12 K	\$402.52 K	\$830.33 K
Shoe Stores	\$1.05 M	\$1.34 M	\$2.78 M
Jewelry Stores	\$493.89 K	\$625.87 K	\$1.28 M
Luggage Stores	\$41.7 K	\$52.96 K	\$107.46 K
<b>Furniture, Home Furnishings Stores</b>	\$3.09 M	\$3.94 M	\$8.09 M
Furniture Stores	\$1.89 M	\$2.41 M	\$4.94 M
Floor Covering Stores	\$331.51 K	\$422.91 K	\$866.29 K
Other Home Furnishing Stores	\$870.18 K	\$1.11 M	\$2.29 M
<b>Electronics, Appliance Stores</b>	\$2.38 M	\$3.03 M	\$6.26 M
<b>Gasoline Stations</b>	\$15.34 M	\$19.65 M	\$41.14 M
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$7.79 M	\$9.95 M	\$20.47 M
Home Centers	\$3.66 M	\$4.67 M	\$9.62 M
Paint, Wallpaper Stores	\$270.84 K	\$345.9 K	\$708.8 K
Hardware Stores	\$334.89 K	\$427.23 K	\$880.21 K
Other Building Materials Stores	\$2.61 M	\$3.34 M	\$6.86 M
Outdoor Power Equipment Stores	\$121.35 K	\$154.84 K	\$318.56 K
Nursery, Garden Stores	\$791.83 K	\$1.01 M	\$2.08 M
<b>Food, Beverage Stores</b>	\$21.02 M	\$26.87 M	\$55.98 M
Grocery Stores	\$18.79 M	\$24.03 M	\$50.08 M
Convenience Stores	\$729.61 K	\$933.14 K	\$1.95 M
Meat Markets	\$215.42 K	\$275.99 K	\$575.66 K
Fish, Seafood Markets	\$77.44 K	\$99.41 K	\$208.43 K
Fruit, Vegetable Markets	\$132.39 K	\$169.24 K	\$351.36 K
Other Specialty Food Markets	\$224.74 K	\$287.4 K	\$601.71 K
Liquor Stores	\$848.73 K	\$1.08 M	\$2.22 M

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# RETAIL POTENTIAL PROFILE



<b>Grove, Oklahoma</b>	<b>10 min drivetime</b>	<b>15 min drivetime</b>	<b>30 min drivetime</b>
<b>Drive Time</b>			
<b>Health, Personal Care Stores</b>	\$5.23 M	\$6.67 M	\$13.8 M
Pharmacy, Drug Stores	\$4.37 M	\$5.59 M	\$11.55 M
Cosmetics, Beauty Stores	\$256.75 K	\$327.67 K	\$677.66 K
Optical Goods Stores	\$297.07 K	\$378.67 K	\$778.08 K
Other Health, Personal Care Stores	\$298.79 K	\$381.73 K	\$790.01 K
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$2.35 M	\$2.99 M	\$6.13 M
Sporting Goods Stores	\$1.28 M	\$1.62 M	\$3.32 M
Hobby, Toy, Game Stores	\$378.32 K	\$482.11 K	\$996.65 K
Sewing, Needlecraft Stores	\$116.96 K	\$148.75 K	\$305.72 K
Musical Instrument Stores	\$109.64 K	\$139.62 K	\$290.06 K
Book Stores	\$469.07 K	\$595.77 K	\$1.22 M
<b>General Merchandise Stores</b>	\$20.44 M	\$26.1 M	\$54.16 M
Department Stores	\$5.23 M	\$6.66 M	\$13.79 M
Warehouse Superstores	\$13.21 M	\$16.88 M	\$35.09 M
Other General Merchandise Stores	\$2 M	\$2.55 M	\$5.29 M
<b>Miscellaneous Store Retailers</b>	\$2.79 M	\$3.56 M	\$7.36 M
Florists	\$97.81 K	\$124.33 K	\$255.53 K
Office, Stationary Stores	\$276.29 K	\$351.62 K	\$721.72 K
Gift, Souvenir Stores	\$330.56 K	\$421.14 K	\$872.05 K
Used Merchandise Stores	\$192.91 K	\$245.69 K	\$505.71 K
Pet, Pet Supply Stores	\$1.12 M	\$1.44 M	\$2.97 M
Art Dealers	\$90.34 K	\$115.03 K	\$237.49 K
Mobile Home Dealers	\$169.61 K	\$216.46 K	\$444.27 K
Other Miscellaneous Retail Stores	\$507.56 K	\$649.51 K	\$1.35 M
<b>Non-Store Retailers</b>	\$9.39 M	\$11.97 M	\$24.71 M
Mail Order, Catalog Stores	\$7.77 M	\$9.9 M	\$20.43 M
Vending Machines	\$215.42 K	\$275.34 K	\$575.49 K
Fuel Dealers	\$801.36 K	\$1.03 M	\$2.12 M
Other Direct Selling Establishments	\$598.65 K	\$764.17 K	\$1.58 M
<b>Accommodation, Food Services</b>	\$18.17 M	\$23.13 M	\$47.83 M
Hotels, Other Travel Accommodations	\$976.91 K	\$1.24 M	\$2.57 M
RV Parks	\$9.48 K	\$11.81 K	\$24.74 K
Rooming, Boarding Houses	\$5.6 K	\$7.31 K	\$16.1 K
Full Service Restaurants	\$10.37 M	\$13.21 M	\$27.32 M
Limited Service Restaurants	\$4.82 M	\$6.14 M	\$12.69 M
Special Food Services, Catering	\$1.54 M	\$1.96 M	\$4.06 M
Drinking Places	\$442.25 K	\$561.59 K	\$1.15 M
<b>Motor Vehicle, Parts Dealers</b>	\$27.59 M	\$35.16 M	\$72.81 M
New Car Dealers	\$21.14 M	\$26.94 M	\$55.83 M
Used Car Dealers	\$2.18 M	\$2.77 M	\$5.75 M
Recreational Vehicle Dealers	\$435.24 K	\$550.88 K	\$1.12 M
Motorcycle, Boat Dealers	\$949.47 K	\$1.21 M	\$2.48 M
Auto Parts, Accessories	\$1.73 M	\$2.21 M	\$4.58 M
Tire Dealers	\$1.16 M	\$1.48 M	\$3.06 M

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# **Income Summary**

# INCOME SUMMARY REPORT



<b>Grove, Oklahoma</b>		<b>10 min drivetime</b>		<b>15 min drivetime</b>		<b>30 min drivetime</b>	
<b>Drive Time</b>							
<b>Population</b>							
Estimated Population (2021)		12,239		16,138		38,157	
Projected Population (2026)		12,633		16,683		38,765	
Census Population (2010)		11,455		15,312		37,024	
Census Population (2000)		9,361		12,782		32,931	
<i>Projected Annual Growth (2021 to 2026)</i>		394	0.6%	546	0.7%	608	0.3%
<i>Historical Annual Growth (2010 to 2021)</i>		784	0.6%	826	0.5%	1,133	0.3%
<i>Historical Annual Growth (2000 to 2010)</i>		2,094	2.2%	2,530	2.0%	4,093	1.2%
<b>Households</b>							
Estimated Households (2021)		5,599		7,311		16,028	
Projected Households (2026)		5,653		7,398		16,121	
Census Households (2010)		5,109		6,768		15,290	
Census Households (2000)		4,071		5,515		13,385	
<i>Projected Annual Growth (2021 to 2026)</i>		54	0.2%	87	0.2%	93	0.1%
<i>Historical Annual Growth (2010 to 2021)</i>		490	0.9%	543	0.7%	738	0.4%
<i>Historical Annual Growth (2000 to 2010)</i>		1,037	2.5%	1,253	2.3%	1,905	1.4%
<b>Average Household Income</b>							
Estimated Average Household Income (2021)		\$67,673		\$65,432		\$60,234	
Projected Average Household Income (2026)		\$79,263		\$76,595		\$71,232	
Census Average Household Income (2010)		\$49,156		\$48,152		\$47,483	
Census Average Household Income (2000)		\$39,972		\$39,072		\$36,756	
<i>Projected Annual Growth (2021 to 2026)</i>		\$11,590	3.4%	\$11,163	3.4%	\$10,998	3.7%
<i>Historical Annual Growth (2010 to 2021)</i>		\$18,517	3.4%	\$17,279	3.3%	\$12,751	2.4%
<i>Historical Annual Growth (2000 to 2010)</i>		\$9,184	2.3%	\$9,080	2.3%	\$10,727	2.9%
<b>Median Household Income</b>							
Estimated Median Household Income (2021)		\$49,582		\$48,289		\$46,246	
Projected Median Household Income (2026)		\$57,574		\$56,146		\$53,694	
Census Median Household Income (2010)		\$37,190		\$37,452		\$35,941	
Census Median Household Income (2000)		\$29,515		\$29,153		\$28,459	
<i>Projected Annual Growth (2021 to 2026)</i>		\$7,992	3.2%	\$7,857	3.3%	\$7,448	3.2%
<i>Historical Annual Growth (2010 to 2021)</i>		\$12,392	3.0%	\$10,836	2.6%	\$10,306	2.6%
<i>Historical Annual Growth (2000 to 2010)</i>		\$7,676	2.6%	\$8,299	2.8%	\$7,482	2.6%
<b>Per Capita Income</b>							
Estimated Per Capita Income (2021)		\$31,037		\$29,704		\$25,385	
Projected Per Capita Income (2026)		\$35,545		\$34,023		\$29,706	
Census Per Capita Income (2010)		\$21,922		\$21,284		\$19,609	
Census Per Capita Income (2000)		\$17,185		\$16,727		\$14,914	
<i>Projected Annual Growth (2021 to 2026)</i>		\$4,508	2.9%	\$4,319	2.9%	\$4,320	3.4%
<i>Historical Annual Growth (2010 to 2021)</i>		\$9,115	3.8%	\$8,420	3.6%	\$5,776	2.7%
<i>Historical Annual Growth (2000 to 2010)</i>		\$4,737	2.8%	\$4,557	2.7%	\$4,695	3.1%
<b>Other Income</b>							
Estimated Families (2021)		3,588		4,766		10,853	
Estimated Average Family Income (2021)		\$78,877		\$75,622		\$70,210	
Estimated Median Family Income (2021)		\$64,944		\$61,577		\$56,916	
Estimated Average Household Net Worth (2021)		\$428,927		\$397,693		\$339,278	

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# **Crime Risk Profile**

# CRIME RISK PROFILE



Grove, Oklahoma	10 min drivetime	15 min drivetime	30 min drivetime
<b>Drive Time</b>			
<b>Demographics</b>			
Population	12,239	16,138	38,157
Census Population	11,455	15,312	37,024
Households	5,599	7,311	16,028
Average Household Income	\$67,673	\$65,432	\$60,234
Median Household Income	\$49,582	\$48,289	\$46,246
Per Capita Income	\$31,037	\$29,704	\$25,385
<b>Total Crime</b>			
Crime Index	121	111	106
Crime Level	Above Average	Average	Average
<b>Personal Crime</b>			
Crime Index	56	51	67
Crime Level	Low Risk	Low Risk	Below Average
<b>Murder</b>			
Crime Index	22	30	49
Crime Level	Very Low	Low Risk	Low Risk
<b>Rape</b>			
Crime Index	55	56	80
Crime Level	Low Risk	Low Risk	Below Average
<b>Robbery</b>			
Crime Index	17	15	15
Crime Level	Very Low	Very Low	Very Low
<b>Assault</b>			
Crime Index	72	66	85
Crime Level	Below Average	Below Average	Below Average
<b>Property Crime</b>			
Crime Index	131	121	112
Crime Level	Above Average	Above Average	Average
<b>Burglary</b>			
Crime Index	182	180	178
Crime Level	Very High	Very High	High Risk
<b>Larceny</b>			
Crime Index	121	108	97
Crime Level	Above Average	Average	Average
<b>Motor Vehicle Theft</b>			
Crime Index	115	103	102
Crime Level	Average	Average	Average

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

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# **Void Analysis**

# MERCHANT VOID ANALYSIS



Grove, Oklahoma			
Drive Time	Closest Location	Locations In 30 min drivetime	Locations In Grove
<b>Auto Parts Tires</b>			
	AutoZone	1	1
	NAPA	3	1
	O'Reilly	2	1
	Quick Lane	1	1
<b>Banks</b>			
	Arvest Bank	2	1
	BancFirst	1	1
	BOKF	1	1
<b>Banks Minor</b>			
	Bank	11	3
<b>Convenience Stores</b>			
	Caseys General Store	1	0
	Circle K	1	1
	Conoco	3	1
	Phillips 66	6	2
	Sinclair	1	0
<b>Dental</b>			
	Dentures and Dental Services	2	2
<b>Discount Department Stores</b>			
	Wal-Mart Supercenter	1	1
<b>Dollar Stores</b>			
	Dollar General	9	1
	Dollar Tree	1	1
	Family Dollar	1	0
<b>Drug Stores</b>			

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# MERCHANT VOID ANALYSIS



<b>Grove, Oklahoma</b>	<b>Closest Location</b>	<b>Locations In 30 min drivetime</b>	<b>Locations In Grove</b>
<b>Drive Time</b>			
Walgreens		1	1
<b>Education</b>			
Day Care		11	7
High School		5	1
PK - 8		13	3
Trade Schools		1	0
<b>Entertainment</b>			
Theatres		1	1
<b>Fitness</b>			
YMCA		1	1
<b>Health Care</b>			
Anesthesiology		1	1
Audiologist		1	1
Cardiac Surgery		1	1
Cardiovascular Disease		1	1
Certified Registered Nurse Anesthetist		1	1
Chiropractic		4	3
Clinical Psychologist		1	0
Clinical Social Worker		2	1
Diagnostic Radiology		2	1
Emergency Medicine		1	1
Family Practice		11	6
General Surgery		4	4
Hematology and Oncology		2	2
Hospitalist		1	1
Internal Medicine		2	1

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# MERCHANT VOID ANALYSIS



<b>Grove, Oklahoma</b>			
<b>Drive Time</b>	<b>Closest Location</b>	<b>Locations In 30 min drivetime</b>	<b>Locations In Grove</b>
	Interventional Cardiology	1	1
	Nephrology	2	2
	Nurse Practitioner	15	8
	Obstetrics and Gynecology	1	1
	Optometry	4	2
	Orthopedic Surgery	2	2
	Otolaryngology	1	1
	Pain Management	1	1
	Pathology	1	0
	Pediatric Medicine	1	1
	Physical Medicine and Rehabilitation	1	1
	Physical Therapy	2	1
	Physician Assistant	7	3
	Podiatry	1	1
	<b>Home Improvement</b>		
	Lowe's	1	1
	Tractor Supply Company	1	1
	True Value	2	1
	<b>Hotels</b>		
	Best Western Hotels	1	1
	Days Inn	1	1
	Wyndham	1	0
	<b>Restaurants Fast Food Major</b>		
	Arby's	1	1
	Dairy Queen	1	1
	KFC	1	1

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# MERCHANT VOID ANALYSIS



<b>Grove, Oklahoma</b>		<b>Closest Location</b>	<b>Locations In 30 min drivetime</b>	<b>Locations In Grove</b>
<b>Drive Time</b>				
	McDonald's		2	1
	Sonic		2	1
	Taco Bell		1	1
	<b>Restaurants Ice Cream Smoothie</b>			
	Braum's		1	1
	<b>Restaurants Pizza</b>			
	Domino's Pizza		1	1
	Pizza Hut		2	1
	Simple Simons Pizza		4	0
	<b>Restaurants Sandwich</b>			
	Subway		4	2
	<b>Shoes Footwear</b>			
	Shoe Sensation		1	1
	<b>Wireless Stores</b>			
	AT&T		1	1
	Cricket		1	1
	<b>Worship</b>			
	Baptist		4	2

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## 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.