

GREATER OKLAHOMA CITY
A BETTER LIVING. A BETTER LIFE.

Business Practices Using GIS



Overview

GREATER OKLAHOMA CITY

A BETTER LIVING. A BETTER LIFE.

- Overview of The Greater Oklahoma City Chamber and the Economic Development division
- Business Uses for GIS
- Preview and uses for okcedis.com (commercial property, retail and primary job recruitment)
- Other GIS tools in our market (ESRI Business Analyst Online, ArcGIS and custom GIS Application)
- Wrap up and questions

What We Do

GREATER OKLAHOMA CITY

A BETTER LIVING. A BETTER LIFE.

- Economic Development
- Education and Workforce Development
- Government Relations
- Marketing
- Membership
- Tourism (Oklahoma City Convention and Visitor's Bureau)

Our Product

GREATER OKLAHOMA CITY
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The screenshot displays the Greater Oklahoma City website. The header features the city's name and slogan, a search bar, and a navigation menu with links to ABOUT OKC, HOUSING, EDUCATION, EMPLOYMENT, HEALTH, CLIMATE, WHAT TO DO, and RESOURCES. The main banner shows a night cityscape with the text "LIVE IN OKC" and a "Watch Video" button. Below this, a section titled "RECENT COLLEGE GRADS ARE HAPPY IN OKC" includes a photo of three young women and a list of accolades: "OKC ranked no. 1 for highest annual earnings growth rate", "Recent college grads are happy in OKC", and "Oklahoma ranks in the top 5 for personal income gains". A "WATCH ACCOLADES" button is at the bottom of this section. The footer begins with the heading "OKC: YOUR PLACE TO BE" followed by a paragraph of text.

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SEARCH

ABOUT OKC HOUSING EDUCATION EMPLOYMENT HEALTH CLIMATE WHAT TO DO RESOURCES

LIVE IN OKC

Watch Video

RECENT COLLEGE GRADS ARE HAPPY IN OKC

OKC ranked no. 1 for highest annual earnings growth rate

Recent college grads are happy in OKC

Oklahoma ranks in the top 5 for personal income gains

WATCH ACCOLADES

OKC: YOUR PLACE TO BE

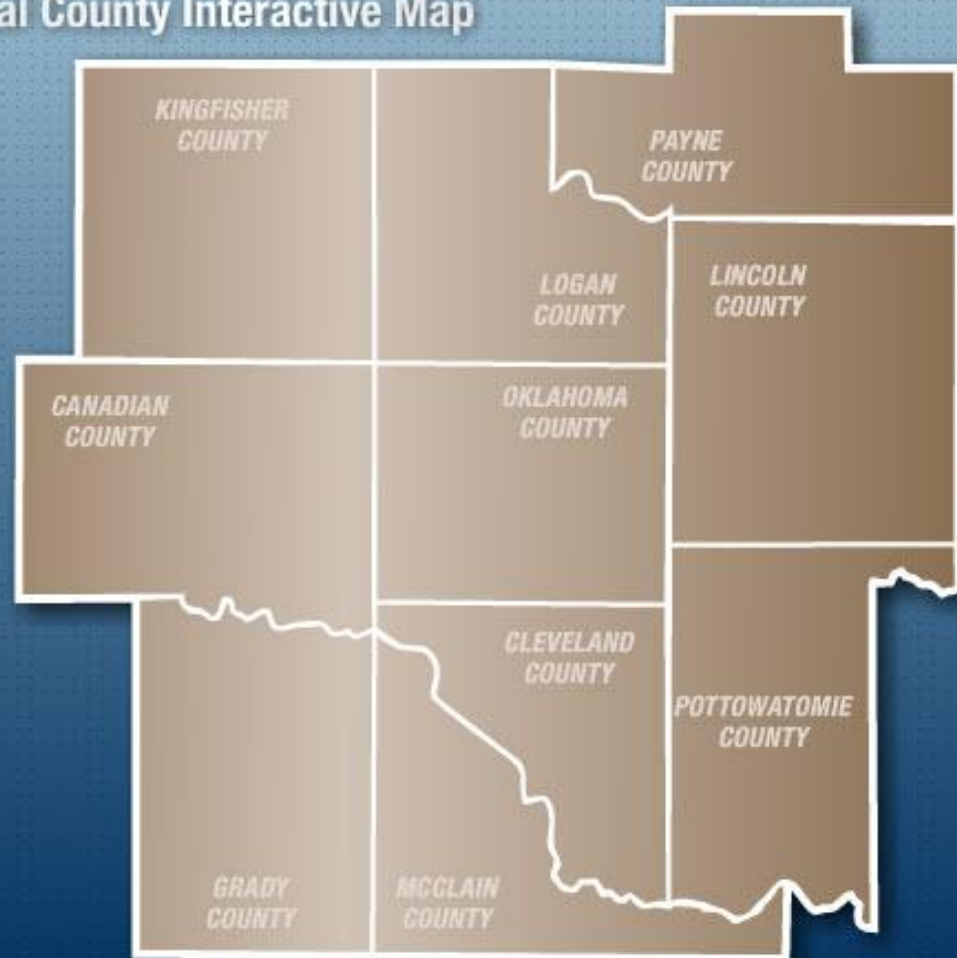
Your next hometown may surprise you. Sure, Oklahoma City boasts clean air. Low crime. Easy commutes. Friendly people. New and renovated schools. An award-winning, family favorite zoo and a fantastic hands-on science museum. Fresh farmers markets and trendy local coffee shops. An exciting, dynamic arts and music scene. A

Economic Development

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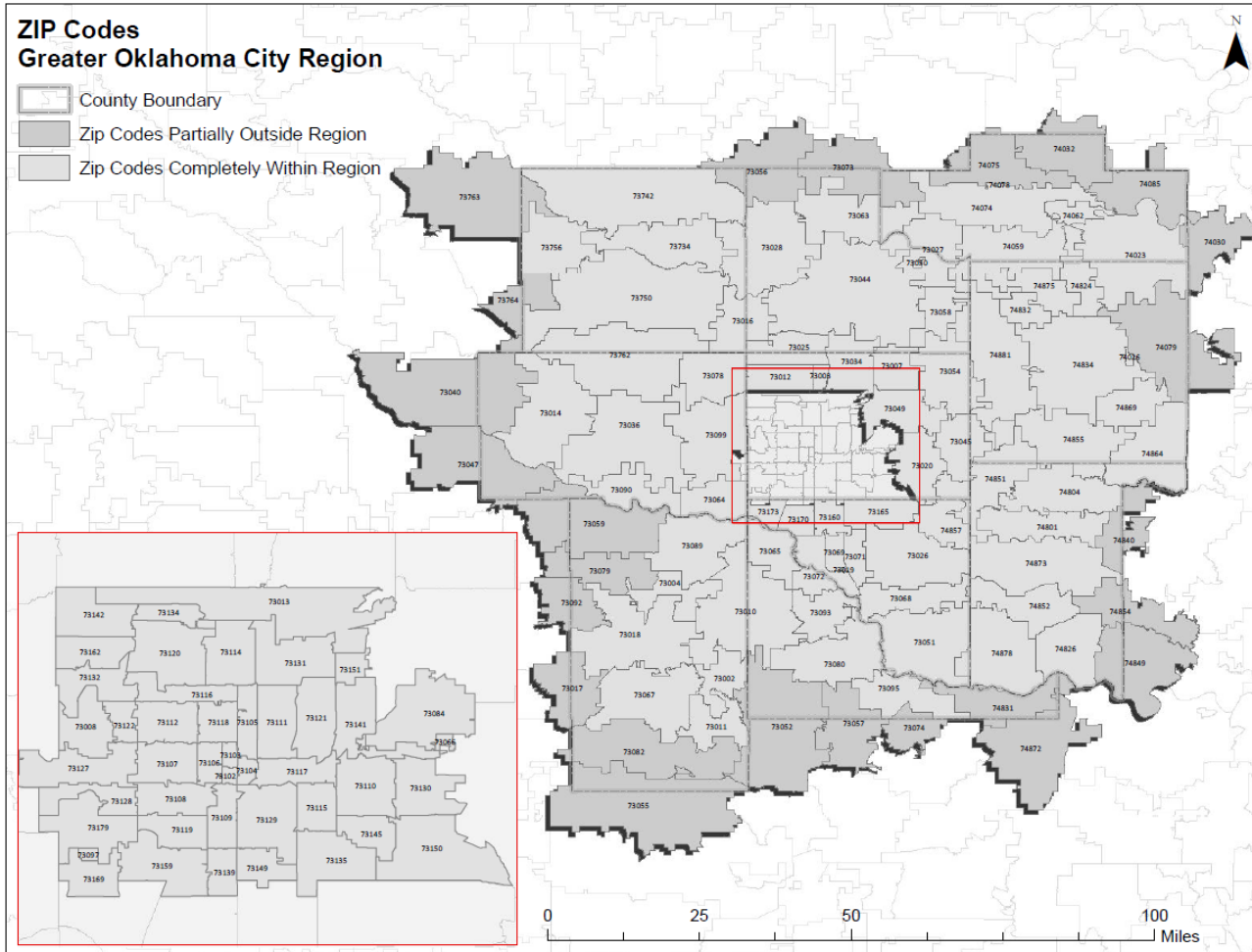
- Business Retention and Expansion
- Business Recruitment
- Business Development
- Retail Recruitment

Local County Interactive Map



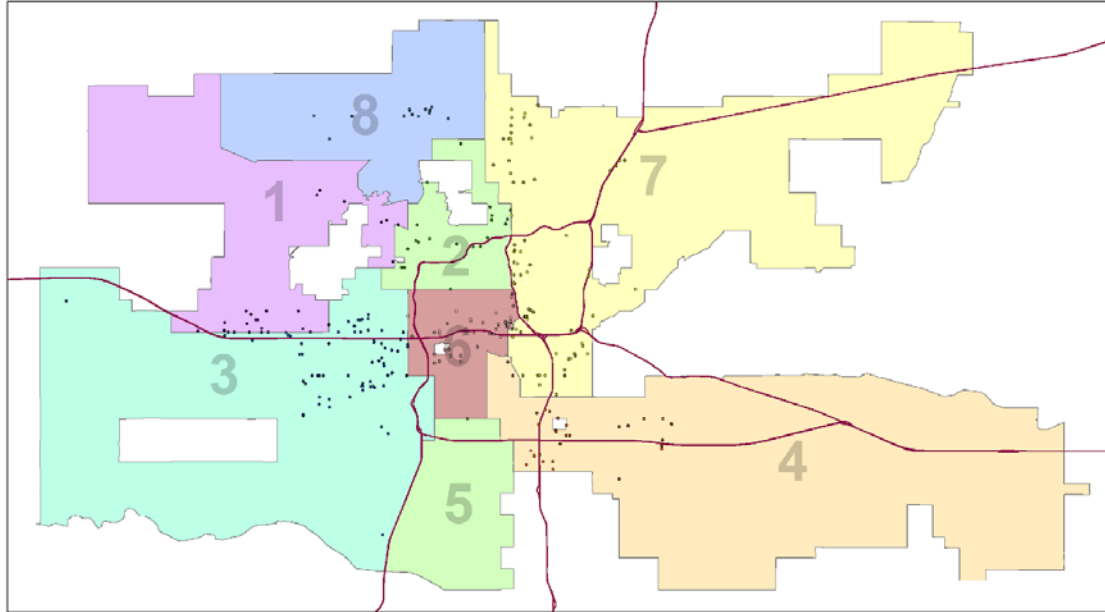
GIS in Economic Development

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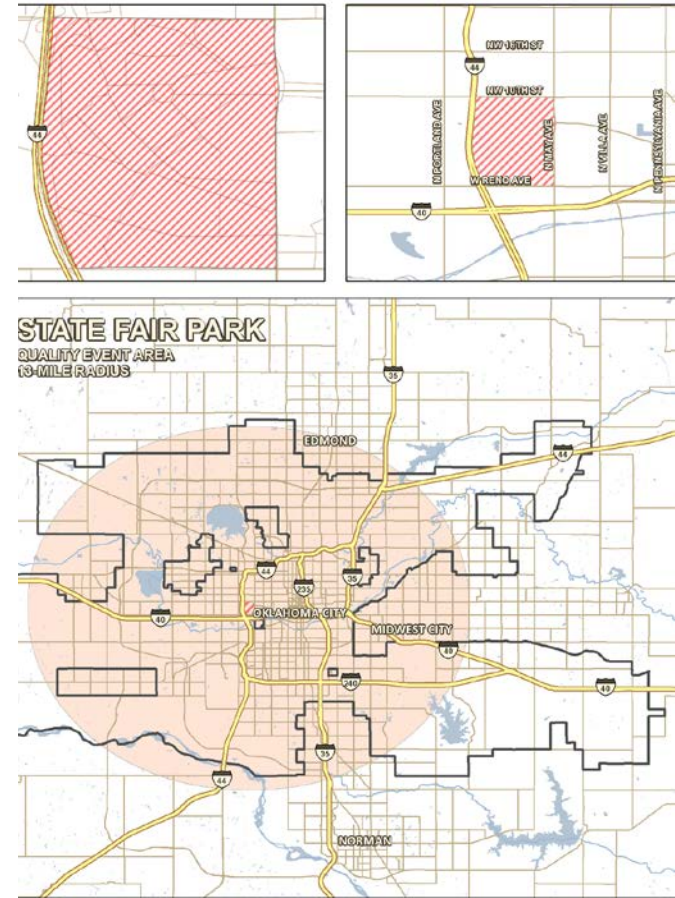
Various Projects

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Ward	Councilperson	# of Businesses Visited	% of Businesses Visited
1	Gary Marrs	25	8.20%
2	Dr. Ed Shadid	23	7.54%
3	Larry McAtee	75	24.59%
4	Pete White	34	11.15%
5	David Greenwell	1	0.33%
6	Meg Salyer	49	16.07%
7	Ronald Skip Kelly	82	26.89%
8	Patrick J. Ryan	16	5.25%
Total		305	100.00%

BUSINESSES VISITED BY WARD
JULY 2011 - JUNE 2012



Business Retention

Business Recruitment

OKCEDIS Business Prospector

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ABOUT US | CONTACT US | OTHER SITES | QUICK REGIONAL DATA

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PROPERTY LOCATOR

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

TOOLS: Site Selector International Business Existing Businesses Partners Media

SEARCH **HEAT MAPS**

Find:

Square Feet: MIN SIZE MAX SIZE

☐ For Sale ☐ For Lease

Select Type: ☐ Office ☐ Industrial ☐ Retail ☐ Other

MORE FILTERS **SEARCH** **Reset / Monitor**

RESULTS Based On Viewing 1-6 of 1736 Pages: 1 | 2 | 3 | 4 of 193

Print Sort by Export Advanced

3200-3232 S BROADWAY Address: 3200-3232 S Blvd., City: Edmond County: Oklahoma County Zip Code: 73013 Type: Retail Min Size: 1,200 sqft Max Size: 15,150 sqft Year Built: 2008	1001 S VAN BUREN ST Address: 1001 S Van Buren City: Edmond County: Garfield County Zip Code: 73703 Type: Retail Min Size: 0 sqft Max Size: 0 sqft Year Built: 1970	4300 HIGHLINE BLVD Address: 4300 Highline Blvd City: Oklahoma City County: Oklahoma County Zip Code: 73108 Type: Office Min Size: 1,192 sqft Max Size: 22,531 sqft Year Built: 1990	1932 W LINDSEY ST Address: 1932 W Lindsey St City: Norman County: Cleveland County Zip Code: 73069 Type: Office Min Size: 600 sqft Max Size: 900 sqft Year Built: 1900	9204-9206 S PENNSYLVANIA AVE Address: 9204-9206 S Ph City: Oklahoma City County: Oklahoma County Zip Code: 73109 Type: Retail Min Size: 1,300 sqft Max Size: 1,300 sqft Year Built: 2003
1 of 1736	2 of 1736	3 of 1736	4 of 1736	5 of 1736

Print Sort by Export Advanced Viewing 1-9 of 1736 Pages: 1 | 2 | 3 | 4 of 193

Help Tutorial
For More Information Please Contact:
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Partner Provided By:
Xceligent
Add Your Listing

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Property Searches

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PROPERTY LOCATOR

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

TOOLS: Site Selector International Business Existing Business Partners Media

SEARCH HEAT MAPS

Find: Buildings Sites Businesses Communities

Square Feet
MIN SIZE: MAX SIZE:

☐ For Sale ☐ For Lease

Select Type
☐ Office ☐ Industrial
☐ Retail ☐ Other

MORE FILTERS **SEARCH** Reset / Minimize

Map Satellite

Tools Overlays My Folder

RESULTS Based On Viewing 1-9 of 1736 Pages 1 (2) 3 4 of 193

Print Sort by Export Advanced

3200-3232 S BROADWAY
Address: 3200-3232 S Broad
City: Edmond
County: Oklahoma County
Zip Code: 73013
Type: Retail
Min Size: 1,200 sqft
Max Size: 15,150 sqft
Year Built: 2008

1001 S VAN BL
Address: 1001 S Van Bl
City: Enid
County: Garfield C
Zip Code: 73703
Type: Retail
Min Size: 0 sqft
Max Size: 0 sqft
Year Built: 1970

1 of 1736

Print Sort by Export Advanced

SEARCH HEAT MAPS

Find: Buildings Sites Businesses Communities

Square Feet
50000 - 100000

☐ For Sale ☒ For Lease

Select Type
☒ Office ☐ Industrial
☐ Retail ☐ Other

MORE FILTERS **SEARCH** Reset / Minimize

Filter By:
☒ City ☐ County ☐ Custom

SEARCH CITY -or- Select a City

☒ Oklahoma City

Address/Property Name Ceiling Height
STREET NAME MIN FT MAX FT

Lease Rate Sale Price
15 - 20 | - MAX \$

SEARCH HEAT MAPS

Find: Buildings Sites Businesses Communities

Map Satellite

Tools Overlays My Folder

RESULTS Based On Viewing 1-22 of 22 Pages 1 of 1

Print Sort by Export Advanced

9120 N KELLEY RD
Address: 9120 N Kelley Rd
City: Oklahoma City
County: Oklahoma County
Zip Code: 73160
Type: Office
Min Size: 3,000 sqft
Max Size: 316,000 sqft
1 of 22

5700 N ROBINSON AVE
Address: 5700 N Robinson Ave
City: Oklahoma City
County: Oklahoma County
Zip Code: 73118
Type: Office
Min Size: 30,000 sqft
Max Size: 70,000 sqft
2 of 22

101 PARK AVE
Address: 101 Park Ave
City: Oklahoma City
County: Oklahoma County
Zip Code: 73102
Type: Office
Min Size: 740 sqft
Max Size: 71,752 sqft
Year Built: 1936
3 of 22

Map Satellite

Tools Overlays My Folder

Reporting on OKCEDIS

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101 PARK AVE - OKLAHOMA CITY, OK 73102

Share Save Print Export Community Attachments [Back to Search Results \(Buildings\)](#)

Property Report Labor Force Demographics Consumer Spending Wages Business Housing

Segmentation

Labor Force Report (15 min drivetime around 101 Park Ave)

Modify Report

PLEASE ENTER THE FOLLOWING REPORT CRITERIA:

Total Establishments Radius (miles): 10 or DriveTime (minutes):

Total Employees

Generate

Reset Cancel

Total Establishments by Size (2012)

Chart

	TOTAL	%
1-4 Employees	14,194	57.37
5-9 Employees	4,730	19.12
10-19 Employees	2,716	10.98
20-49 Employees	1,900	7.68
50-99 Employees	687	2.78
100-249 Employees	375	1.52
250-499 Employees	75	0.30

Agricultural, Forestry, Fishing (SIC Range 01-09)		
Mining (SIC 10-14)		
Construction (SIC 15-17)	14,175	4.17
Manufacturing (SIC 20-39)	24,021	7.06
Transportation and Communications (SIC 40-49)	14,990	4.40
Wholesale Trade (SIC 50-51)	19,012	5.59
Retail Trade (SIC 52-59)	61,569	18.09
Finance, Insurance And Real Estate (SIC 60-69)	21,987	6.46
Services (SIC 70-89)	144,678	42.51
Public Administration (SIC 90-98)	27,676	8.13
Unclassified (SIC 99)	1,136	0.33

Reporting on OKCEDIS

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Property Report Labor Force Demographics Consumer Spending Wages **Business** Housing

Segmentation

Business Report (1 mile radius around 101 Park Ave)

Modify Report

Business Type	Total Businesses	%	Estimated Sales	# Est. Employees
[+] Agriculture, Forestry, Fishing and Hunting	1	0.03%	\$186,000	1
[+] Mineral, Oil and Gas Extraction	71	1.96%	\$344,242,000	2,269
[+] Crude Petroleum and Natural Gas Extraction	17	23.94%	\$297,432,000	516
[+] Drilling Oil and Gas Wells	1	1.41%	No data	0
LARIAT SERVICES INC			No data	0
[+] Support Activities for Oil and Gas Operations	53	74.65%	\$46,810,000	1753
[+] Utility Services: Power, Gas, Steam, Water, and Sewage	6	0.17%	\$37,004,000	586
[+] Construction	140	3.87%	\$389,408,000	1,545
[+] Manufacturing - Processed Food, Textiles, Clothing	8	0.22%	\$73,946,000	98
[+] Manufacturing - Chemical, Fuel, Paper, Plastic, Wood	22	0.61%	\$88,465,000	399

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Property Report Labor Force Demographics Consumer Spending Wages **Business** Housing

Segmentation

Housing Data for Oklahoma City, Oklahoma

Housing Affordability Data

	Oklahoma City	Nation
Zillow Home Value Index	\$109,900.00	\$158,100.00
Median Single Family Home Value	\$111,300.00	\$158,800.00
Median Condo Value	\$70,800.00	\$153,000.00
Median 2-Bedroom Home Value	\$56,700.00	\$117,000.00
Median 3-Bedroom Home Value	\$116,900.00	\$149,500.00
Median 4-Bedroom Home Value	\$190,800.00	\$247,600.00
Percent Homes Decreasing	26.40 %	27.70 %
Percent Listing Price Reduction	34.40 %	27.10 %
Median List Price Per Sq Ft	\$70.00	\$98.00
Median List Price	\$149,900.00	\$179,900.00
Median Sale Price	\$137,400.00	\$195,900.00

Median Condo Value

4 bedroom	\$215K
3 bedroom	\$106K
2 bedroom	\$83K
1 bedroom	\$65K

Median Home Value

4 bedroom	\$204K
3 bedroom	\$131K
2 bedroom	\$74K
1 bedroom	\$72K

Dollars Per Square Foot

\$100 or less	80.6%
\$100-200	18.4%
\$200-300	0.4%
\$300-400	0.1%
\$400-500	0.0%
\$500-600	0.0%
\$600-800	0.0%
\$800 or more	0.4%

Home Value Index Distribution

\$100K or less	35.4%
\$100-200K	45.9%
\$200-300K	12.2%
\$300-400K	3.4%
\$400-500K	1.4%
\$500-600K	0.6%
\$600-800K	0.5%
\$800K or more	0.4%

Home Type

Owners vs. Renters

101 PARK AVE - OKLAHOMA CITY, OK 73102

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Property Report Labor Force **Demographics** Consumer Spending Wages Business Housing

Segmentation

Demographics Report (10 mile radius around 101 Park Ave)

Modify Report

Population (2012)				Population (2017)			
TOTAL				TOTAL			
Population (2012)				Population (2017)			
597,143				628,867			
Sex (2012)				Sex (2017)			
TOTAL				TOTAL			
%				%			
Male				Male			
293,413				310,708			
49.14				49.41			
Female				Female			
303,730				318,159			
50.86				50.59			
Age Distribution (2012)				Age Distribution (2017)			
TOTAL				TOTAL			
%				%			
0-4				0-4			
48,034				49,230			
8.04				7.83			
5-9				5-9			
43,139				45,752			
7.22				7.28			
10-19				10-19			
77,244				82,606			
12.94				13.14			
20-29				20-29			
92,824				87,040			
15.54				13.84			

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Property Report Labor Force PDF Demographics Consumer Spending Wages Business Housing

Segmentation

Consumer Spending Report (10 mile radius around 101 Park Ave)

Modify Report

Consumer Expenditures (2012)

	\$ PER HOUSEHOLD	TOTAL \$000'S
Apparel		
Totals:	\$2,201	\$536,717
Men's Apparel	\$416	\$101,437
Boys' Apparel	\$106	\$25,953
Women's Apparel	\$736	\$179,543
Girls' Apparel	\$143	\$34,988
Infants' Apparel	\$97	\$23,787
Footwear	\$361	\$88,062
Apparel Services and Accessories	\$340	\$82,948
Education		
Totals:	\$1,066	\$259,976
Books And Supplies	\$148	\$36,202

Consumer Expenditures (2012), Cont'd

	\$ PER HOUSEHOLD	TOTAL \$000'S
Personal Care		
Totals:	\$671	\$163,563
Hair Care	\$52	\$12,735
Electric Personal Care Appliances	\$13	\$3,197
Personal Care Services	\$449	\$109,480
Personal Care Products	\$156	\$38,150
Reading		
Totals:	\$151	\$36,880
Newspapers	\$64	\$15,803
Magazines	\$31	\$7,567
Books	\$55	\$13,510
Tobacco		

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MARKET DATA**
for commercial
real estate
professionals

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- Vacancy Rates
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eXplore: Our iPad App

Mobile Technology for the commercial real estate pro that's on-the-go!

- Search all Xceligent properties by property name, address, city, or broker
- Draw a radius ring or polygon, with your finger, to narrow your results exactly
- Save properties by group to quickly access to present to your clients

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ESRI Business Analyst Online

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Demographic and Income Profile

Greater OKC Region
Canadian County, OK (40017) et al.
Geographies: 10 Counties

Summary	Census 2010	2012	2017
Population	1,414,813	1,447,575	1,541,839
Households	551,473	564,706	600,966
Families	359,254	364,665	388,255
Average Household Size	2.49	2.49	2.49
Owner Occupied Housing Units	356,901	364,225	388,255
Renter Occupied Housing Units	194,572	200,481	212,711
Median Age	34.4	34.6	34.6
Trends: 2012 - 2017 Annual Rate	Area	State	
Population	1.27%	0.00%	
Households	1.25%	0.00%	
Families	1.26%	0.00%	
Owner HHs	1.45%	0.00%	
Median Household Income	2.91%	0.00%	

Households by Income	2012	
<\$15,000	76,305	13.5%
\$15,000 - \$24,999	72,228	12.8%
\$25,000 - \$34,999	70,952	12.6%
\$35,000 - \$49,999	86,896	15.4%
\$50,000 - \$74,999	112,095	19.9%
\$75,000 - \$99,999	59,861	10.6%
\$100,000 - \$149,999	54,736	9.7%
\$150,000 - \$199,999	16,869	3.0%
\$200,000+	14,755	2.6%
Median Household Income	\$44,818	
Average Household Income	\$60,757	
Per Capita Income	\$24,536	

Population by Age	2012	
0 - 4	102,006	7.2%
5 - 9	98,269	6.9%
10 - 14	93,294	6.6%
15 - 19	100,875	7.1%
20 - 24	117,987	8.3%
25 - 34	206,130	14.6%
35 - 44	175,463	12.4%
45 - 54	194,770	13.8%
55 - 64	158,065	11.2%
65 - 74	92,966	6.6%
75 - 84	53,986	3.8%
85+	20,854	1.5%

Race and Ethnicity	2012	
White Alone	1,029,759	72.8%
Black Alone	135,395	9.6%
American Indian Alone	64,359	4.5%
Asian Alone	38,333	2.7%
Pacific Islander Alone	1,196	0.1%
Some Other Race Alone	72,855	5.1%
Two or More Races	73,516	5.2%
Hispanic Origin (Any Race)	149,932	10.6%

Data Note: Income is expressed in current dollars.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

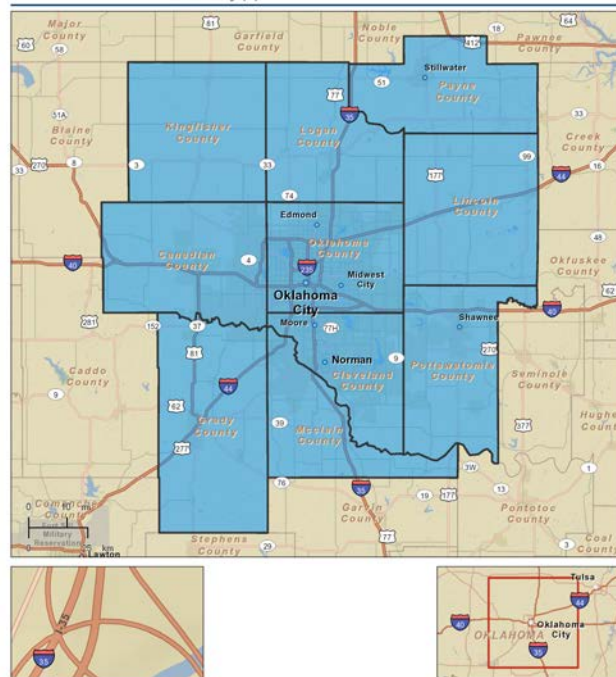
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Site Map

Greater OKC Region
Counties: Canadian County-OK, Cleveland County-OK, Grady County-OK et.
Standard Geography



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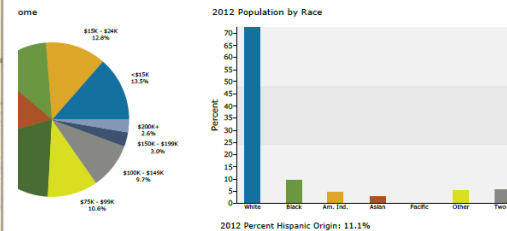
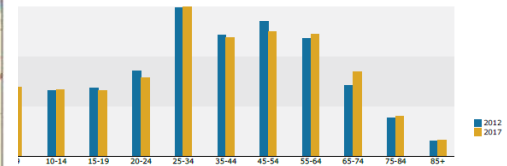
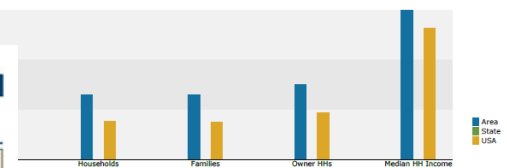
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Demographic and Income Profile

Greater OKC Region
Canadian County, OK (40017) et al.
Geographies: 10 Counties

Trends 2012-2017



Source: U.S. Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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ESRI Business Analyst Online

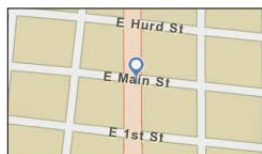
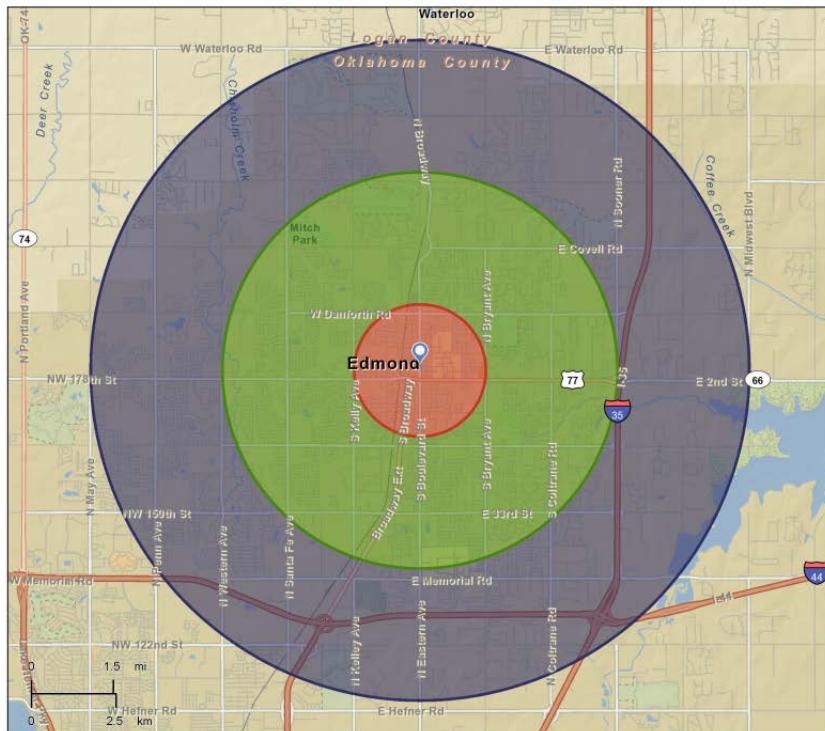
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GREATER
OKLAHOMA CITY
CHAMBER

Site Map

Edmond, OK
Donut: 0 - 1, 1 - 3, 3 - 5 Miles

Latitude: 35.6549
Longitude: -97.47813



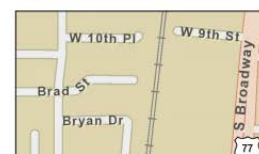
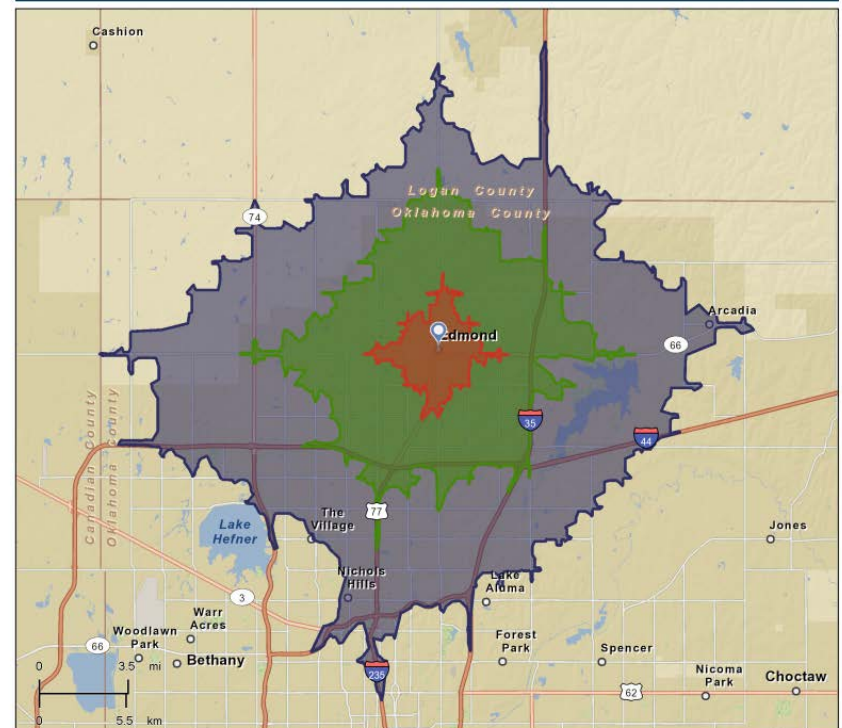
February 22, 2013

GREATER
OKLAHOMA CITY
CHAMBER

Site Map

Edmond, OK
Drivetime: 5, 10, 15 Minutes

Latitude: 35.6549
Longitude: -97.47813



February 22, 2013

Recap

- Overview
- OKCEDIS and Xceligent
- Business Uses for GIS
- Other GIS tools in our market (ESRI Business Analyst Online, ArcGIS and custom GIS Application)

Thank You!

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