



Attracting Retail

How GIS is Used to Recruit New
Retail to Oklahoma City



Overview

- Overview of The Greater Oklahoma City Chamber and the Economic Development division
- Tools Used For Retail Recruitment
- Examples of new/upcoming retail (TopGolf, Whole Foods, Cabela's)
- Wrap-up / Q&A



What We Do

- Economic Development
- Education and Workforce Development
- Government Relations
- Marketing
- Membership
- Tourism



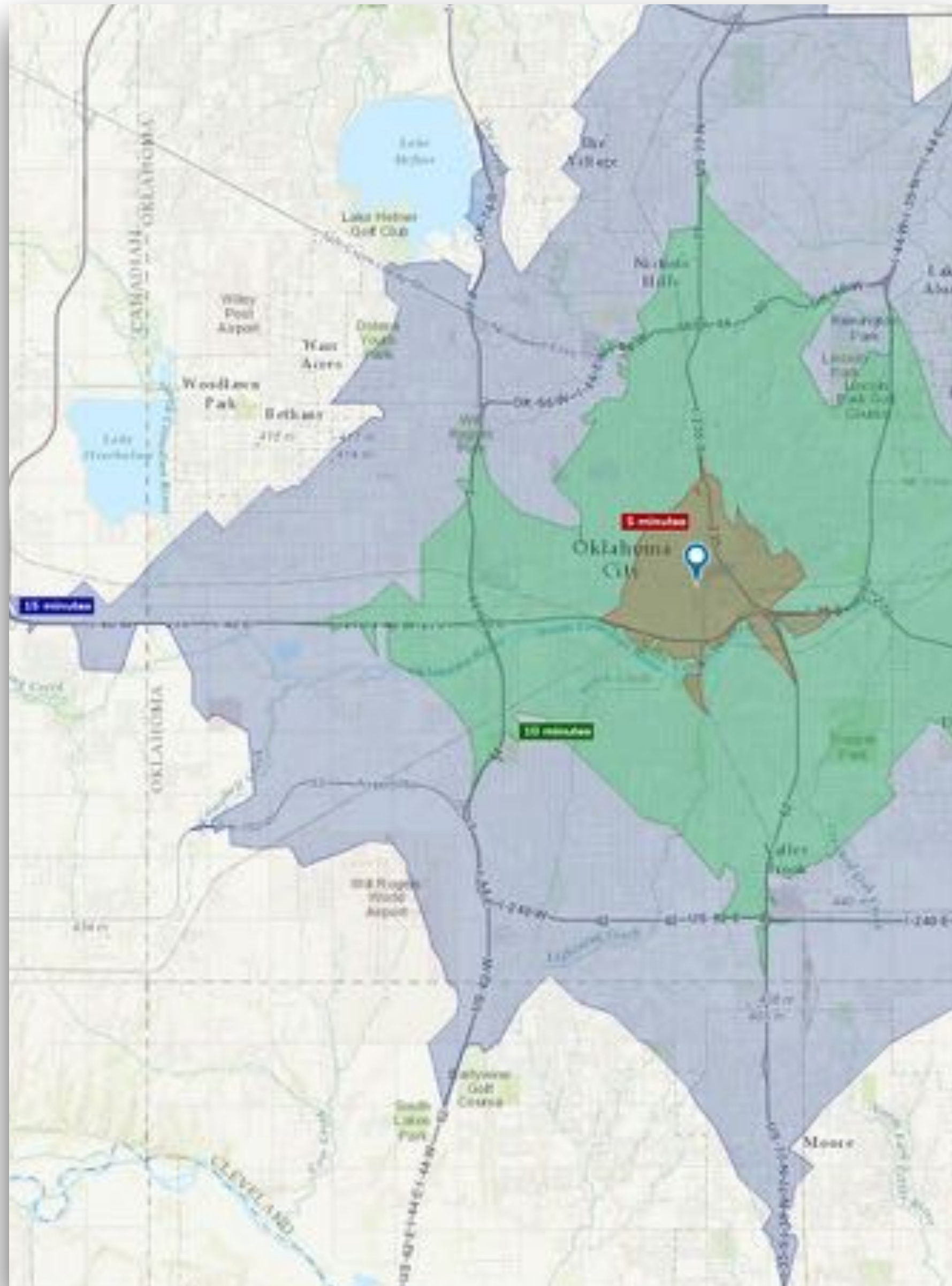
Economic Development

- Business Retention and Expansion
- Business Recruitment
- Business Research
- Retail Recruitment



Tools Used For Retail Recruitment

Tools Used For Retail Recruitment



ESRI Business Analyst Online

- Market Analysis

Tools Used For Retail Recruitment



ESRI Business Analyst Online

- Market Analysis
- Analyze and compare locations using thousands of demographic and business variables.

Tools Used For Retail Recruitment



ESRI Business Analyst Online

- Market Analysis
- Analyze and compare locations using thousands of demographic and business variables.
- Custom Reports

OKCEDIS

- Online platform that allows users to search for available commercial buildings and sites in the greater Oklahoma City region
- Ability to generate site-specific demographic and business analysis reports.



Property Database Search

The screenshot displays the OKCEDIS Property Database Search interface. At the top, there are navigation tabs: **SEARCH** (highlighted in red), **HEAT MAPS**, **LAYERS**, and **COMPARE**. Below these, a map of Oklahoma is visible with a yellow location pin and a street view pegman.

Find:

- Buildings** (red building icon)
- Sites** (green tree icon)
- Businesses** (storefront icon)
- Communities** (group of people icon)

Square Feet

MIN SIZE - MAX SIZE

☐ 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

Address/Property Name **Ceiling Height**

STREET NAME MIN FT - MAX FT

Lease Rate **Sale Price**

MIN \$ - MAX \$ MIN \$ - MAX \$

Keywords

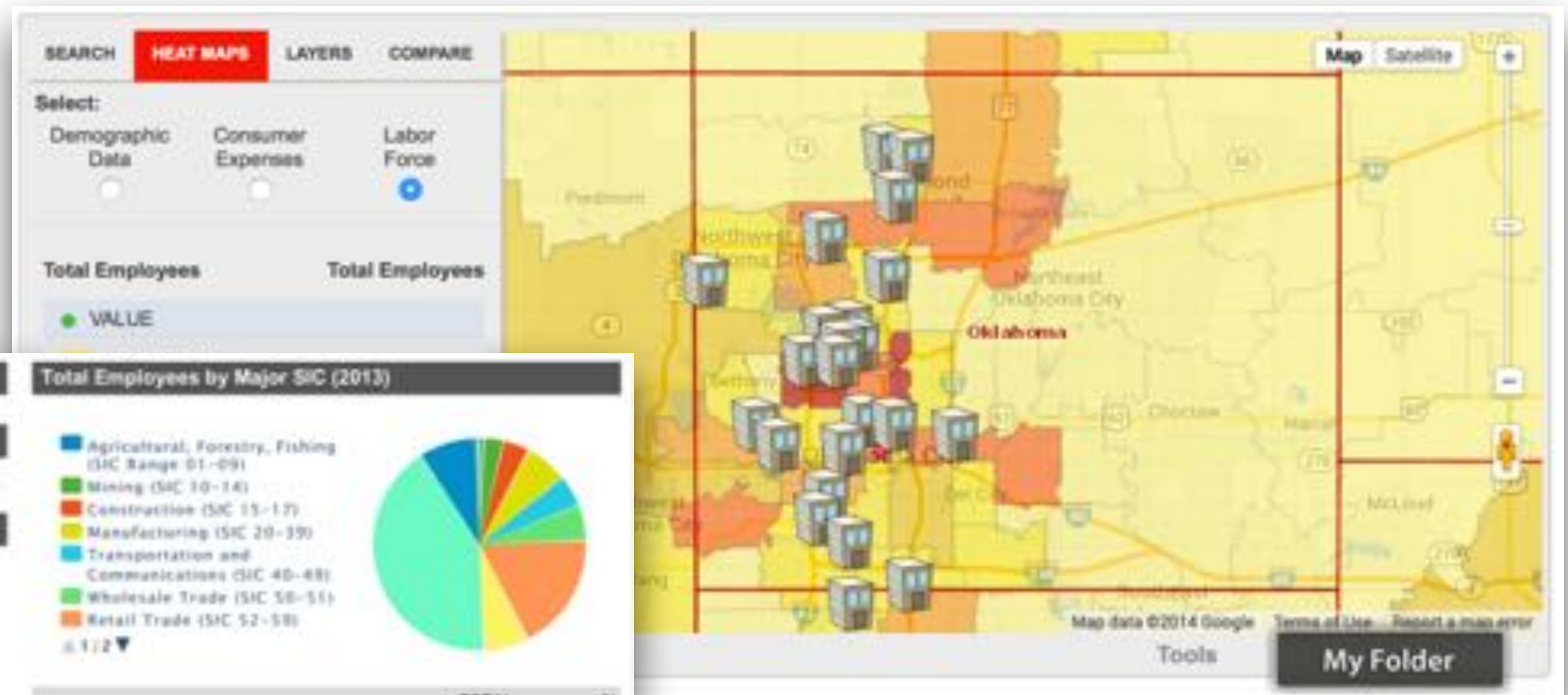
KEYWORDS

Assets

Map data ©2014 Google [Terms of Use](#) [Report a map error](#)

Tools **My Folder**

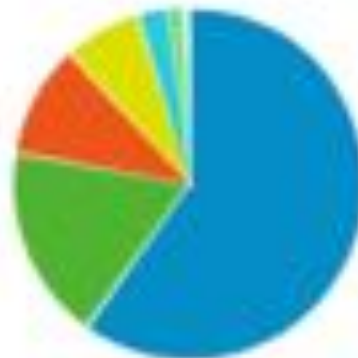
Demographic Analysis/Reports



Total Establishments	29,763
Total Employees	387,840

Total Establishments by Size (2013)

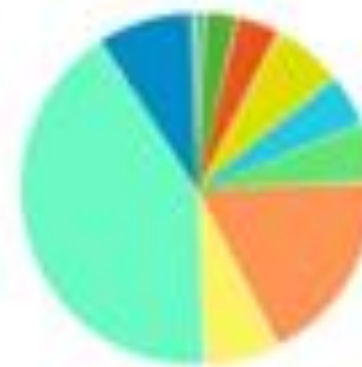
- 1-4 Employees
- 5-9 Employees
- 10-19 Employees
- 20-49 Employees
- 50-99 Employees
- 100-249 Employees
- 250-499 Employees
- 500-999 Employees
- 1000+ Employees



	TOTAL	%
1-4 Employees	17,827	59.90
5-9 Employees	5,356	18.00
10-19 Employees	3,835	12.90
20-49 Employees	2,160	7.26
50-99 Employees	787	2.64
100-249 Employees	435	1.46
250-499 Employees	85	0.29
500-999 Employees	54	0.18
1000+ Employees	24	0.08

Total Employees by Major SIC (2013)

- Agricultural, Forestry, Fishing (SIC Range 01-09)
- Mining (SIC 10-14)
- Construction (SIC 15-17)
- Manufacturing (SIC 20-39)
- Transportation and Communications (SIC 40-49)
- Wholesale Trade (SIC 50-51)
- Retail Trade (SIC 52-59)



	TOTAL	%
Agricultural, Forestry, Fishing (SIC Range 01-09)	3,445	0.81
Mining (SIC 10-14)	11,967	3.01
Construction (SIC 15-17)	16,177	4.07
Manufacturing (SIC 20-39)	25,616	6.44
Transportation and Communications (SIC 40-49)	19,607	4.93
Wholesale Trade (SIC 50-51)	20,728	5.21
Retail Trade (SIC 52-59)	72,497	18.22
Finance, Insurance And Real Estate (SIC 60-69)	27,086	6.81
Services (SIC 70-89)	164,993	41.47
Public Administration (SIC 90-99)	34,833	8.76
Unclassified (SIC 99)	1,892	0.48

Select one of the options below to start your analysis.



Business & Industry Analysis

Compare your business to your industry competitors.

Select



Advertising Analysis

Find best places to target your next advertising campaign.

Select



Competitive Intelligence

Map your competitors, customers, and suppliers.

Select



Demographic Analysis

Get information about who lives and works in your area.

Select



Revenue

Annual revenue of your business

\$500,000



Year Started

The year your business was started

1990



Salary

Average annual worker salary

\$50,000



Employees

Number of full-time equivalent employees

3

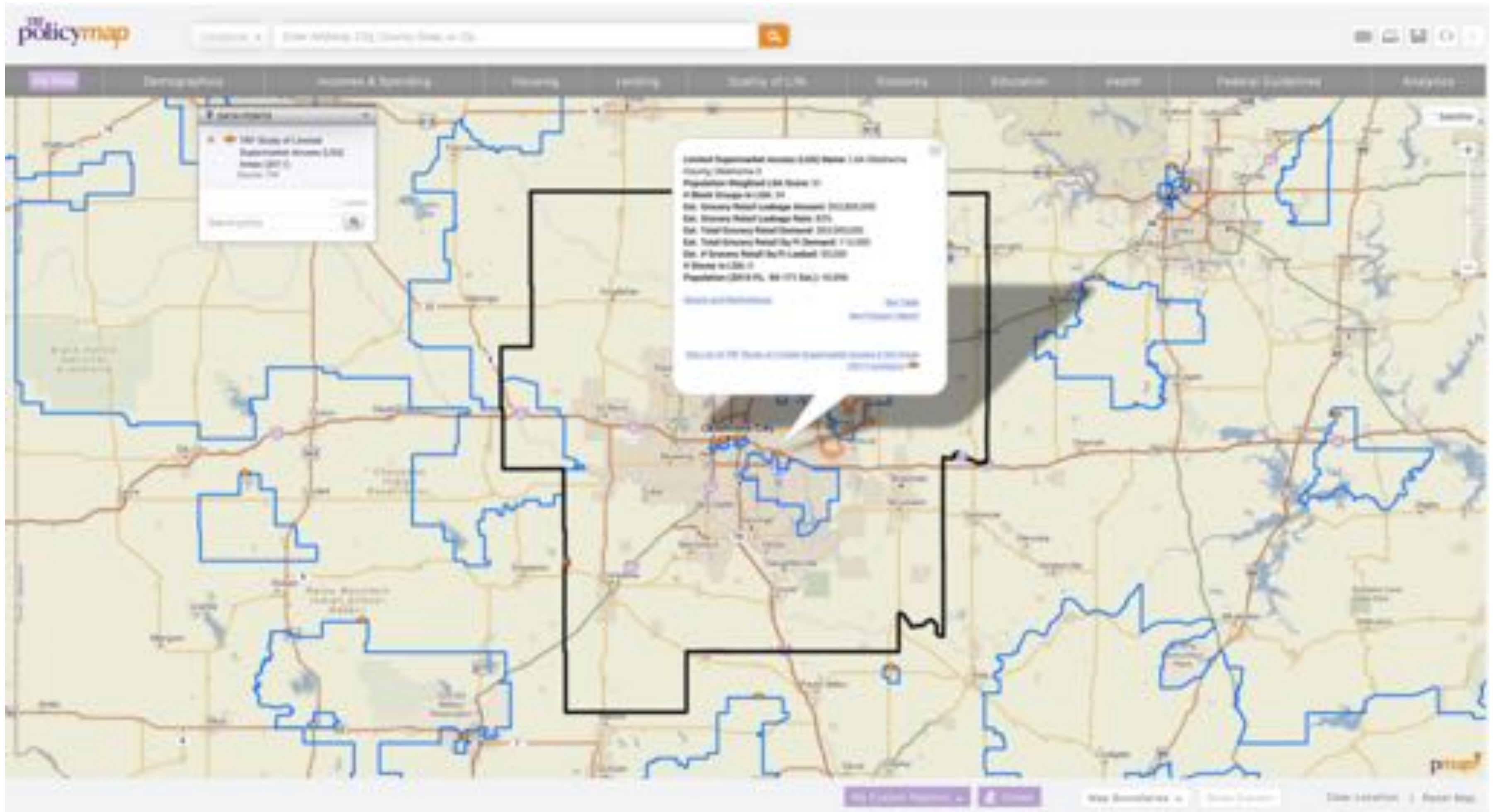


Cost Effectiveness Below Average

Revenue per employee divided by worker salary



PolicyMap





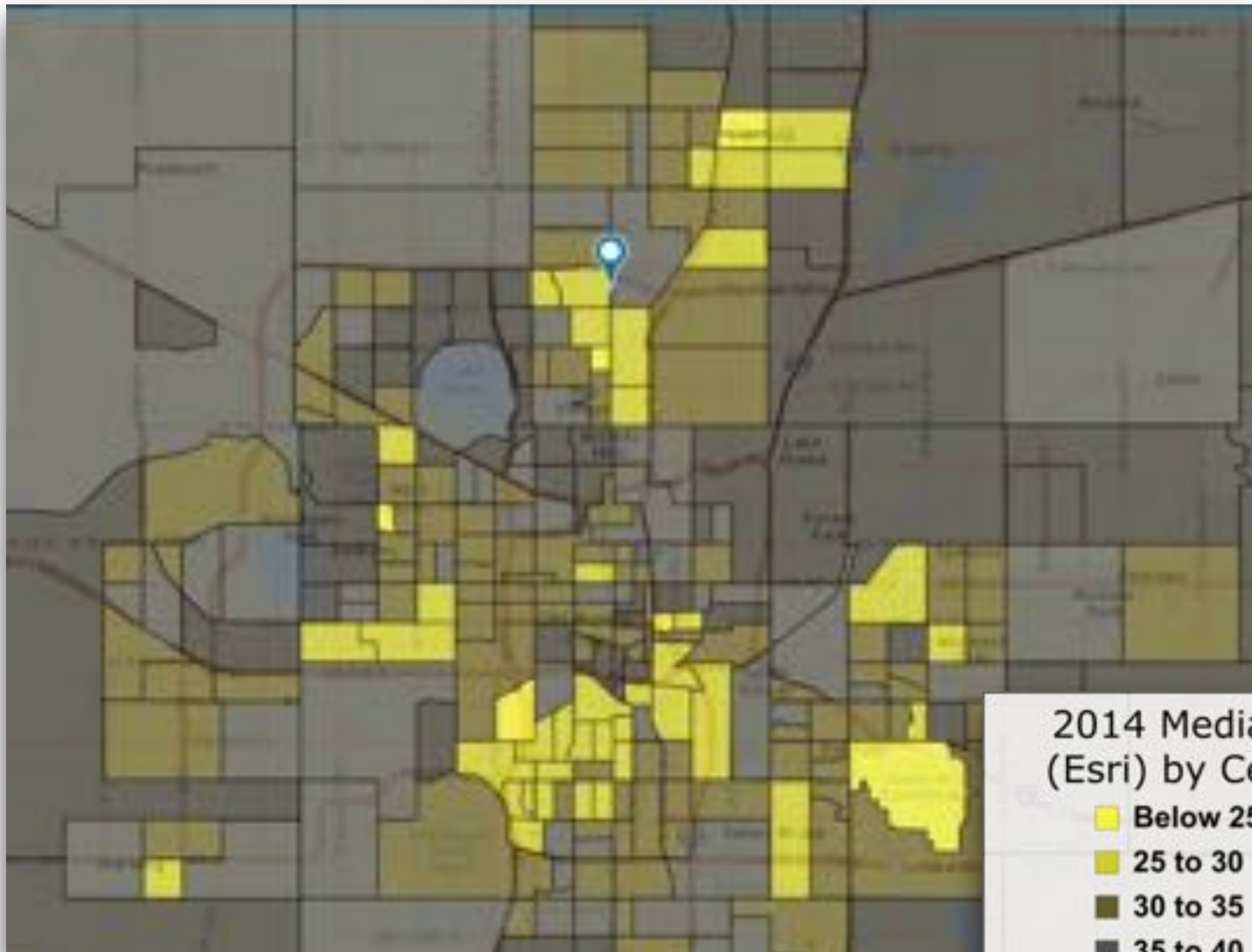
TOPGOLF®

**WHOLE
FOODS
MARKET**

Cabela's®

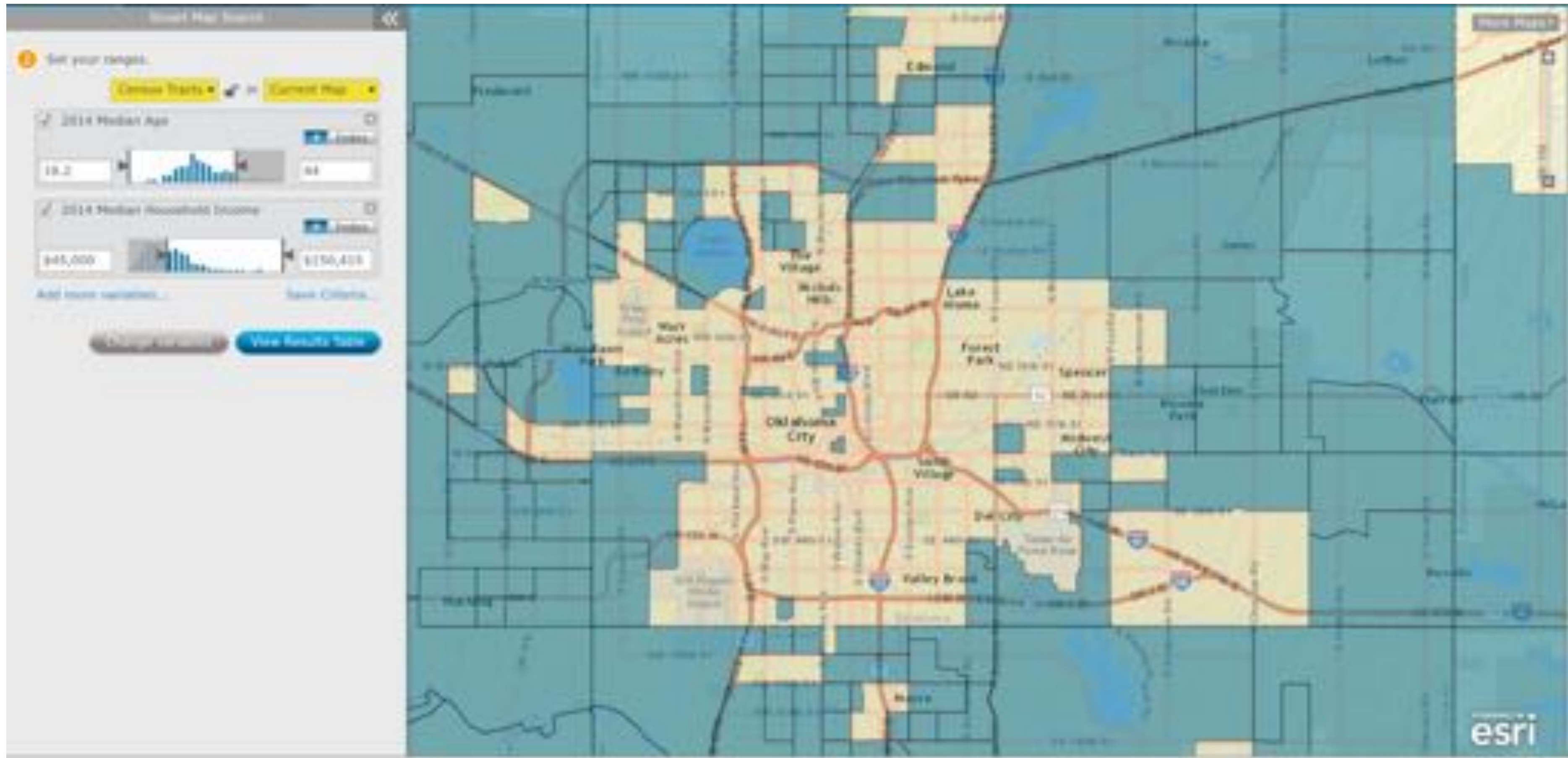
OUTDOOR ADVENTURES

- Core Demographic:
 - 18- to 44-year-old Male
 - \geq \$45,000 Average Household Income
- Proximity to “gravity” retail
- Strong highway visibility

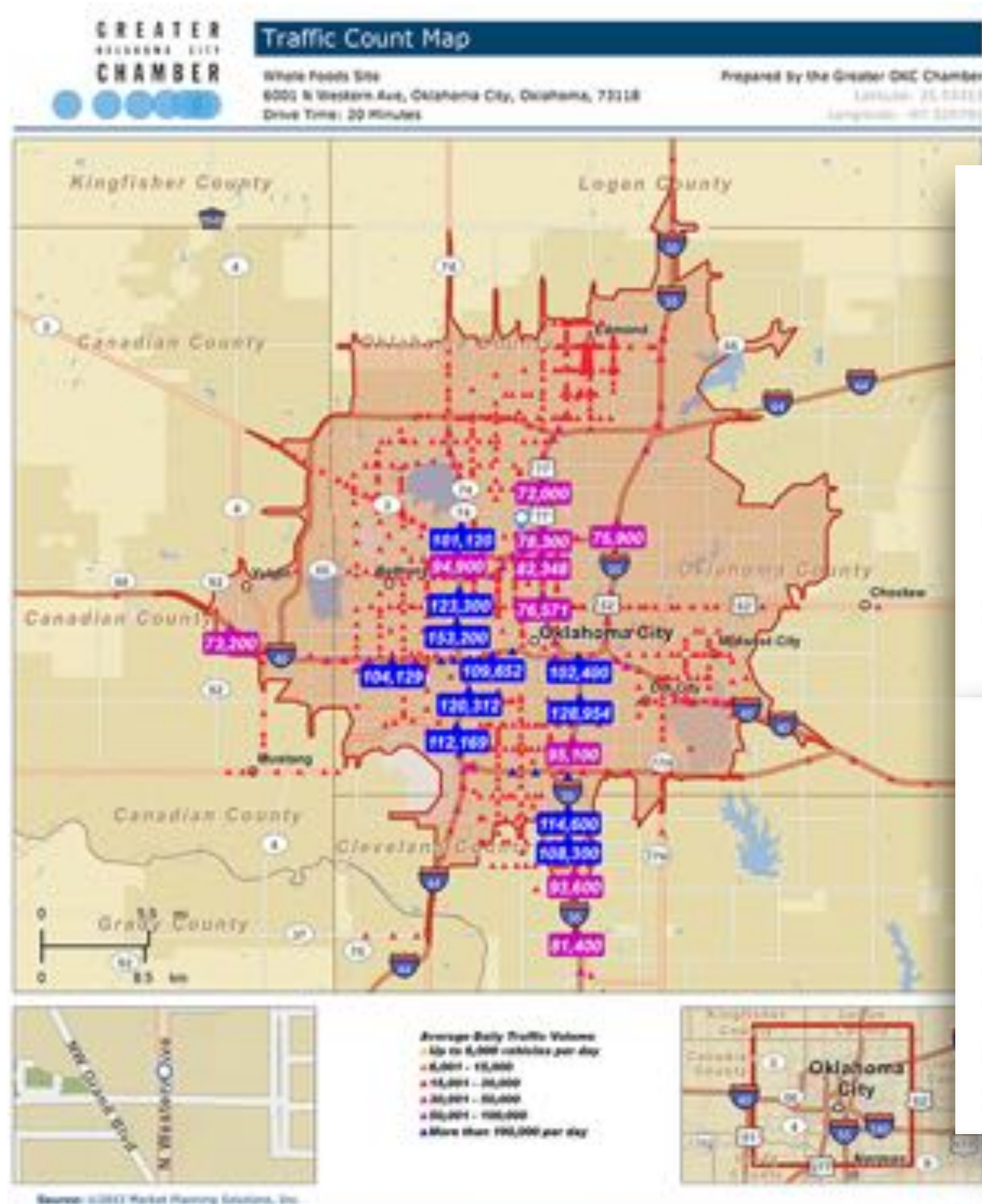


2014 Median Male Age
(Esri) by Census Tracts

- Below 25
- 25 to 30
- 30 to 35
- 35 to 40
- 40 and above



- $\geq 200,000$ people within a 20-minute drive time
- Large number of college-educated residents
- Must be located in a high traffic area (foot and/or vehicle)



GREATER OKLAHOMA CITY CHAMBER

Executive Summary

Whole Foods Site
6001 N Western Ave, Oklahoma City, Oklahoma, 73118
Drive Time: 20 minute radius

Prepared by the Greater OKC Chamber
Latitude: 35.53323
Longitude: -97.52979

	20 minute
Population	
2000 Population	679,177
2010 Population	741,361
2014 Population	779,175
2019 Population	839,832
2000-2010 Annual Rate	0.88%
2010-2014 Annual Rate	1.38%
2014-2019 Annual Rate	1.51%
2014 Male Population	49.0%
2014 Female Population	51.0%
2014 Median Age	34.5

In the identified area, the current year population is 779,175. In 2010, the Census count in the area was 741,361. The rate of change since 2010 was 1.38% annually. The five-year projection for the population in the area is 839,832 representing a change of 1.51% annually from 2014 to 2019. Currently, the population is 49.0% male and 51.0% female.

GREATER OKLAHOMA CITY CHAMBER

Market Profile

Whole Foods Site
6001 N Western Ave, Oklahoma City, Oklahoma, 73118
Drive Time: 20 minute radius

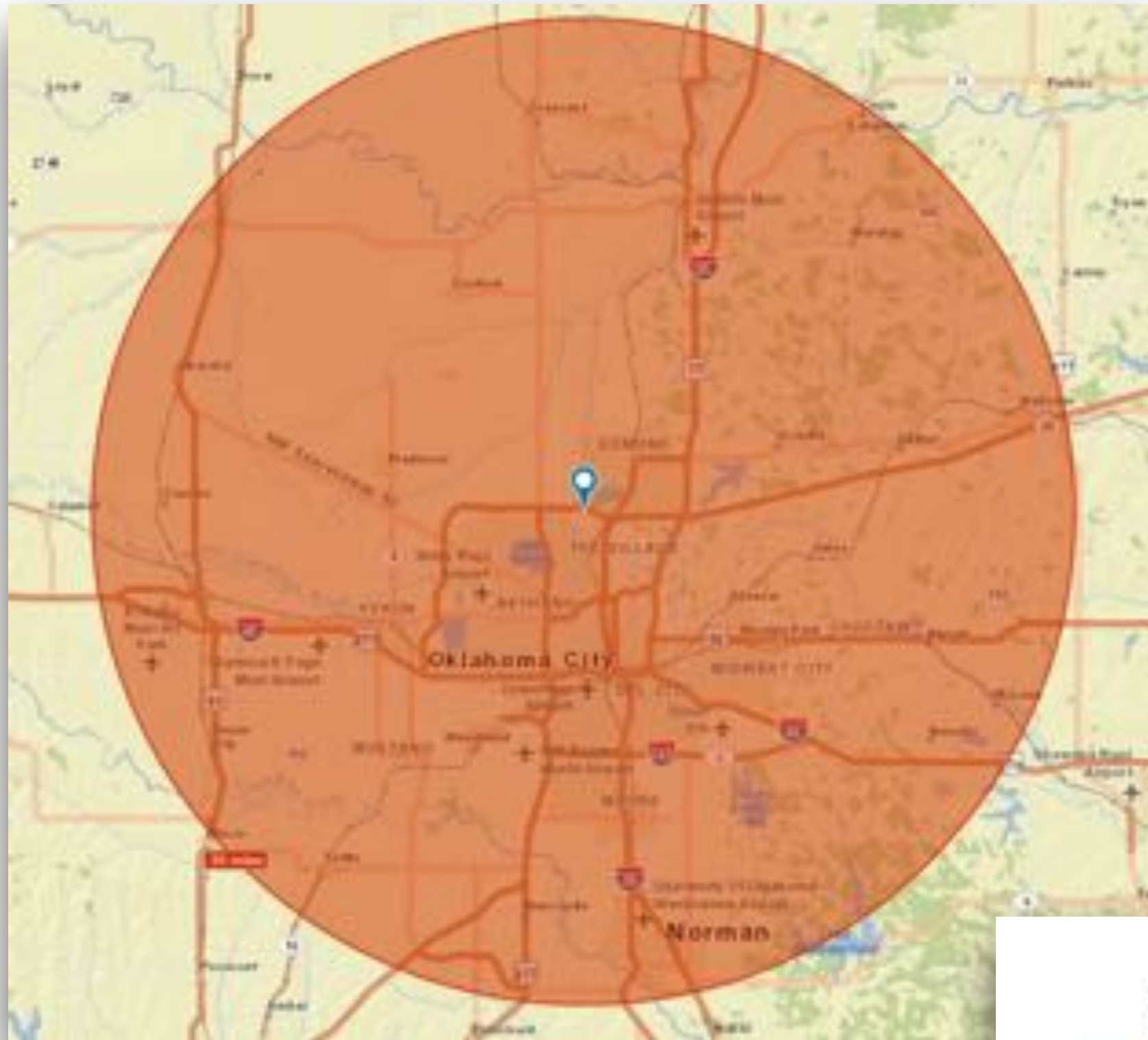
Prepared by the Greater OKC Chamber
Latitude: 35.53323
Longitude: -97.52979

	20 minute
2014 Population 25+ by Educational Attainment	
Total	505,879
Less than 9th Grade	5.8%
9th - 12th Grade, No Diploma	8.0%
High School Graduate	21.4%
GED/Alternative Credential	4.1%
Some College, No Degree	25.4%
Associate Degree	6.2%
Bachelor's Degree	19.2%
Graduate/Professional Degree	10.0%

- \geq 60-minute drive time from nearest Cabela's store
- \geq 250,000 population within a 30-mile radius
- \geq 75,000 cars per day traffic count



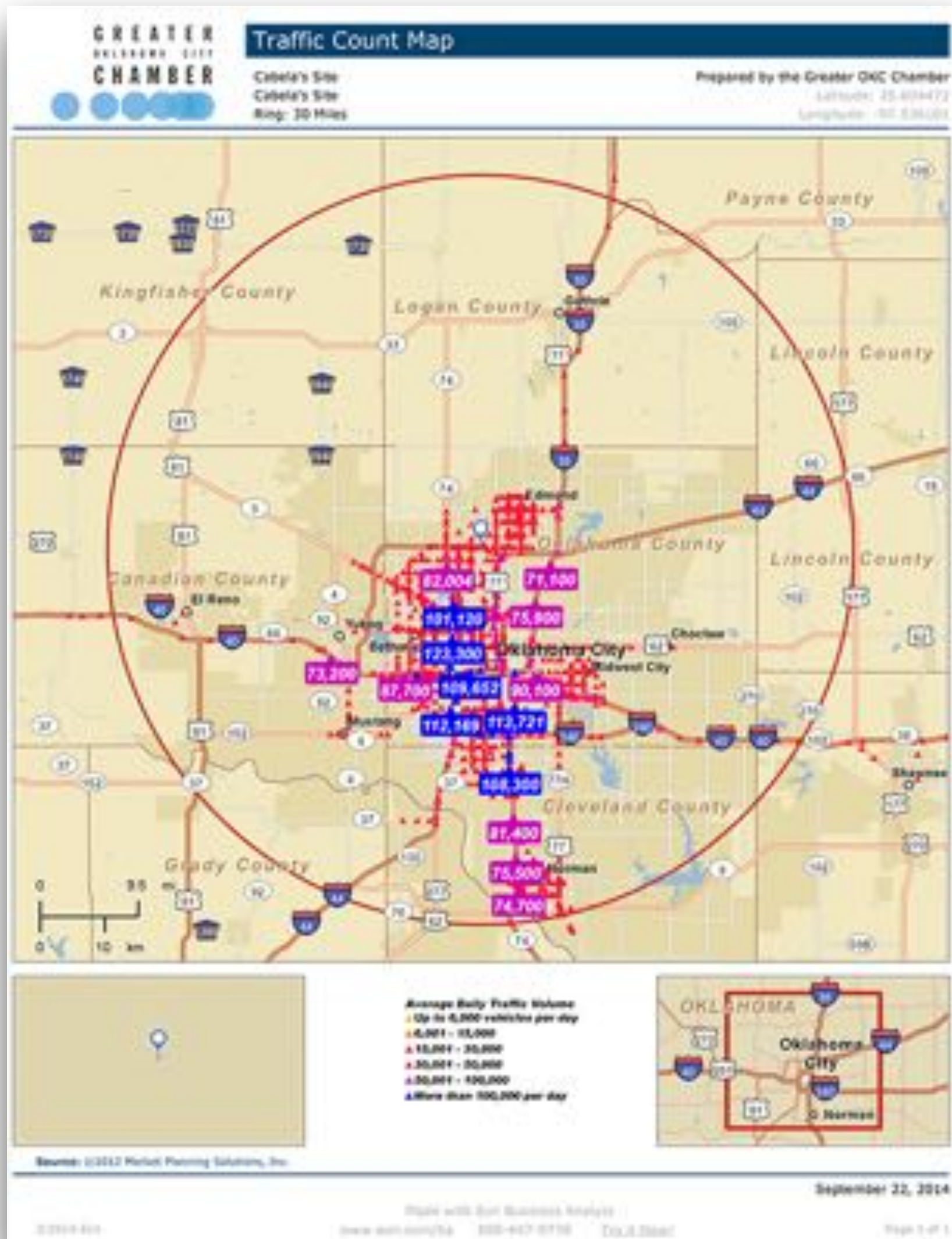
- ≥ 60 -minute drive time from nearest Cabela's store



- $\geq 250,000$ population within a 30-mile radius

GREATER OKLAHOMA CITY CHAMBER	
Executive Summary	
Cabela's Site Ring: 30 mile radius	
Prepared by the Greater OKC Chamber	
Latitude: 35.60447 Longitude: -97.53661	
30 mile	
Population	
2000 Population	997,687
2010 Population	1,144,531
2014 Population	1,205,678
2019 Population	1,302,924
2000-2010 Annual Rate	1.38%
2010-2014 Annual Rate	1.23%
2014-2019 Annual Rate	1.56%
2014 Male Population	49.2%
2014 Female Population	50.8%
2014 Median Age	34.9

In the identified area, the current year population is 1,205,678. In 2010, the Census count in the area was 1,144,531. The rate of change since 2010 was 1.23% annually. The five-year projection for the population in the area is 1,302,924 representing a change of 1.56% annually from 2014 to 2019. Currently, the population is 49.2% male and 50.8% female.



- $\geq 75,000$ cars per day traffic count

Thank You!

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