

OPPORTUNITY GAP

| RETAIL CATEGORY ANNUAL LEAKAGE | City Limits |
|---|-----------------------------|
| Food & Beverage Stores | \$62,404,443 |
| Non-Store Retailers | \$43,342,493 |
| Clothing & Clothing Accessories Stores | \$18,981,858 |
| Radio, Television, Electronics Stores | \$6,452,146 |
| Furniture & Home Furnishing Stores | \$5,306,952 |
| Sporting Goods, Hobby, Book, Music Stores | \$4,591,110 |
| Nursery & Garden Centers | \$4,589,079 |
| Drinking Places - Alcoholic Beverages | \$1,769,827 |
| Optical Goods Stores | \$881,566 |
| <u>TOTAL LEAKAGE</u> | <u>\$148,319,474</u> |

| RETAIL CATEGORY ANNUAL LEAKAGE | 5 MILE |
|---|-----------------------------|
| Food & Beverage Stores | \$66,371,702 |
| Non-Store Retailers | \$45,713,781 |
| Clothing & Clothing Accessories Stores | \$20,197,457 |
| Radio, Television, Electronics Stores | \$6,790,884 |
| Furniture & Home Furnishing Stores | \$5,763,739 |
| Sporting Goods, Hobby, Book, Music Stores | \$4,592,985 |
| Nursery & Garden Centers | \$4,509,628 |
| Drinking Places - Alcoholic Beverages | \$1,874,529 |
| Optical Goods Stores | \$946,644 |
| <u>TOTAL LEAKAGE</u> | <u>\$156,761,349</u> |

| RETAIL CATEGORY ANNUAL LEAKAGE | 10 MILE |
|---|-----------------------------|
| Food & Beverage Stores | \$93,340,017 |
| Non-Store Retailers | \$60,913,819 |
| Clothing & Clothing Accessories Stores | \$29,341,744 |
| Furniture & Home Furnishing Stores | \$10,052,756 |
| Radio, Television, Electronics Stores | \$9,337,432 |
| Pharmacies & Drug Stores | \$8,811,523 |
| Sporting Goods, Hobby, Book, Music Stores | \$8,513,603 |
| Other Building Materials Dealers | \$7,301,788 |
| Drinking Places - Alcoholic Beverages | \$2,865,530 |
| <u>TOTAL LEAKAGE</u> | <u>\$230,478,212</u> |

| RETAIL CATEGORY ANNUAL LEAKAGE | 15 MILE |
|---|-----------------------------|
| Food & Beverage Stores | \$121,776,008 |
| Non-Store Retailers | \$73,916,310 |
| Clothing & Clothing Accessories Stores | \$37,701,780 |
| Foodservice & Drinking Places | \$14,971,060 |
| Furniture & Home Furnishing Stores | \$13,699,940 |
| Health & Personal Care Stores | \$13,210,740 |
| Sporting Goods, Hobby, Book, Music Stores | \$12,462,228 |
| Lawn/Garden Equipment/Supplies Stores | \$6,223,384 |
| Computer & Software Stores | \$2,482,071 |
| Other Motor Vehicle Dealers | \$2,436,991 |
| <u>TOTAL LEAKAGE</u> | <u>\$298,880,512</u> |

The Opportunity Gap represents the difference between retail sales in specific categories of goods and services where reported demand (purchase by consumers living in an area) exceeds reported sales by merchants (supply) within the same defined trade area. Data is derived from the Consumer Expenditure Survey as administered by the U.S Bureau of Labor Statics and from the Censuses of Retail Trade, made available through the U.S. Census. *The Total Retail Leakage listed includes other categories not included in the Opportunity Gap Highlights.

For more information about the City of Muskogee contact Retail Attractions at (918) 376-6707 or info@retailattractions.com
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POPULATION

| | City Limits | 5 Mile | 10 Mile | 15 Mile |
|-------------------------------------|-------------|--------|---------|---------|
| Estimated 2015 1st Qtr. Population | 40,054 | 41,154 | 56,807 | 74,636 |
| Estimated Projected Population 2020 | 41,531 | 41,531 | 57,136 | 75,005 |
| Population 2010 Census | 39,223 | 41,699 | 57,306 | 75,306 |

HOUSING

| | City Limits | 5 Mile | 10 Mile | 15 Mile |
|--------------------------|-------------|----------|-----------|-----------|
| Owner Occupied Housing | 58.6% | 59.4% | 64.5% | 67.1% |
| Median Housing Value | \$93,497 | \$94,812 | \$100,925 | \$103,241 |
| Home built 2010 or Later | 1.3% | 1.4% | 1.7% | 1.7% |

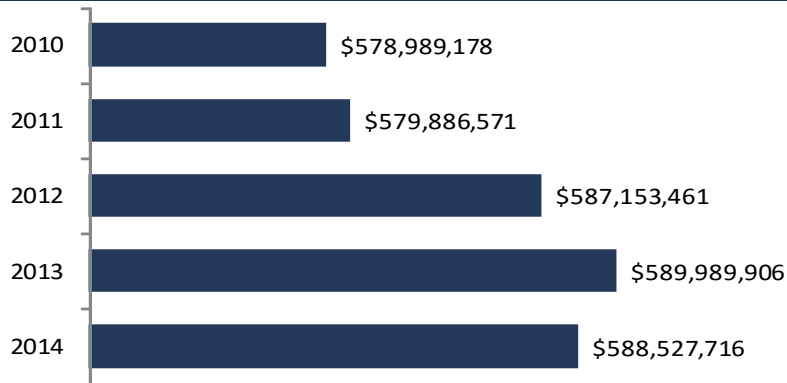
EDUCATIONAL ATTAINMENT

| | City Limits | 5 Mile | 10 Mile | 15 Mile |
|-------------------------------|-------------|--------|---------|---------|
| High School Graduate (GED) | 33.4% | 33.6% | 34.9% | 36.0% |
| Some Post-Secondary Education | 23.4% | 23.4% | 23.7% | 23.6% |
| College Degree | 26.9% | 26.8% | 26.4% | 24.9% |

INCOME

| | City Limits | 5 Mile | 10 Mile | 15 Mile |
|--------------------------|-------------|----------|----------|----------|
| Average Household Income | \$48,359 | \$49,039 | \$51,400 | \$51,284 |
| Median Household Income | \$37,058 | \$37,497 | \$39,798 | \$39,686 |

TOTAL RETAIL SALES



About the City of Muskogee

The City of Muskogee is a historic shopping and cultural hub for much of north central Oklahoma. Several major state highways intersect in Muskogee and bring traffic and retail customers from the north, south, east, and west. State Highway 69 connects Muskogee to Interstates 44 to the north and 40 to the south. These two Interstate Highways and State Highways 64, 62, and 51 bring retail shoppers from several Oklahoma counties and from Northeastern State University in nearby Tahlequah. With a growing affluent population and new businesses reporting above average success, Muskogee has much to offer businesses and retailers.

The City of Muskogee has created an environment in the community that is pro-growth and pro-business. Although growth has been slow, Muskogee did show positive growth over the last decade unlike countless other Oklahoma communities. Residential construction totals show an increase of 793 new residential permits in the city limits over the past ten years totaling nearly \$100 million in value. Muskogee benefits from its location on Highway 62/64/69 with average daily traffic counts of more than 23,900 vehicles per day travel to and through Muskogee making the area a regional collection point for retail shopping opportunities. The City administration understands the necessity for public-private partnerships to facilitate retail development and works to make the development process as streamlined as possible.

Muskogee's diverse economy is driven by a mix of manufacturing, retail, healthcare, service, professional and executive jobs. Muskogee's progressive council-city manager government believes in growing businesses and helping them prosper. Area development organizations work closely together to ensure a healthy business balance in the community and to streamline the process for new businesses.

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