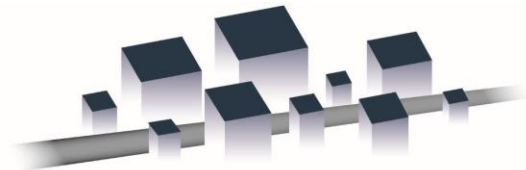


Collinsville, OK

2018

**RETAIL MARKET INFORMATION
CITY LIMITS**



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

TABLE OF CONTENTS

ABOUT THE CITY OF COLLINSVILLE, OK

About Collinsville	3
National Retailers	4
Opportunity Gap (Leakage)	5
City Limits Map	6
Total Retail Sales	7

DEMOGRAPHIC PROFILE

Demographic Snapshot	8-18
Opportunity Gap Information	19

ABOUT RETAIL ATTRACTIONS

About Us	20
Our Staff	21
Our Methodology	22
Our Data	23

ACKNOWLEDGMENTS AND DISCLAIMER

Acknowledgment & Disclaimer	24
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ABOUT COLLINSVILLE, OK

Collinsville is a city in Rogers and Tulsa counties in the U.S. state of Oklahoma, and a part of the Tulsa, Oklahoma Metropolitan Statistical Area. It was named for Dr. A. H. Collins, an engineer and surveyor who first surveyed the land that became this community. Situated approximately twenty miles north of Tulsa on State Highway 20 between U.S. Highways 75 and 169, Collinsville was originally in Rogers County.

In its early years, Collinsville's economy was largely based on coal mining. That industry declined during the 1920s and was replaced by agriculture as the mainstay of the local economy. The Sallee Family Dairy started up in 1912, with local deliveries by buggy. By 1926, Sallee was delivering by truck to Tulsa. There was also a milk producers' cooperative and a cheese factory in the 1930s.

NATIONAL RETAILERS



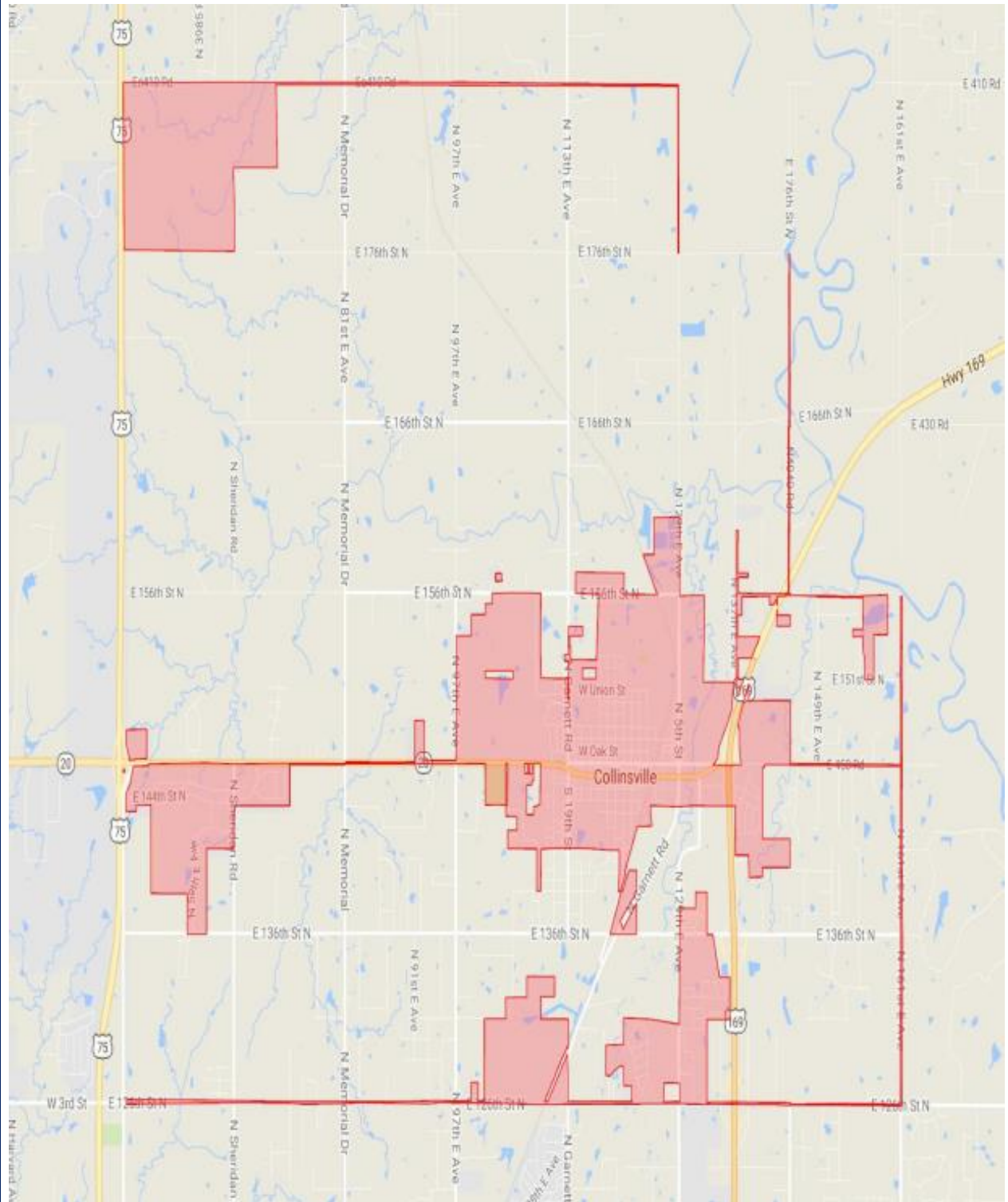
OPPORTUNITY GAP (LEAKAGE)

A category with retail leakage indicates revenue leaving a market and an unmet demand in that category. When consumers from an area are spending more for goods than the businesses in the area are providing, that area has a retail leakage. Categories with retail leakage suggest that the area can support additional retailers in the categories. Several categories in Collinsville city limits show significant leakages as shown below. The total leakage includes categories not listed in the table below. The categories are highlighted categories that show substantial leakage in the market. Surplus categories in the market indicate a pull factor evident by consumers coming into the trade area from outside the community to purchase specific goods and services. Several categories in Collinsville's city limits have impressive surpluses indicating a regional pull of consumers.

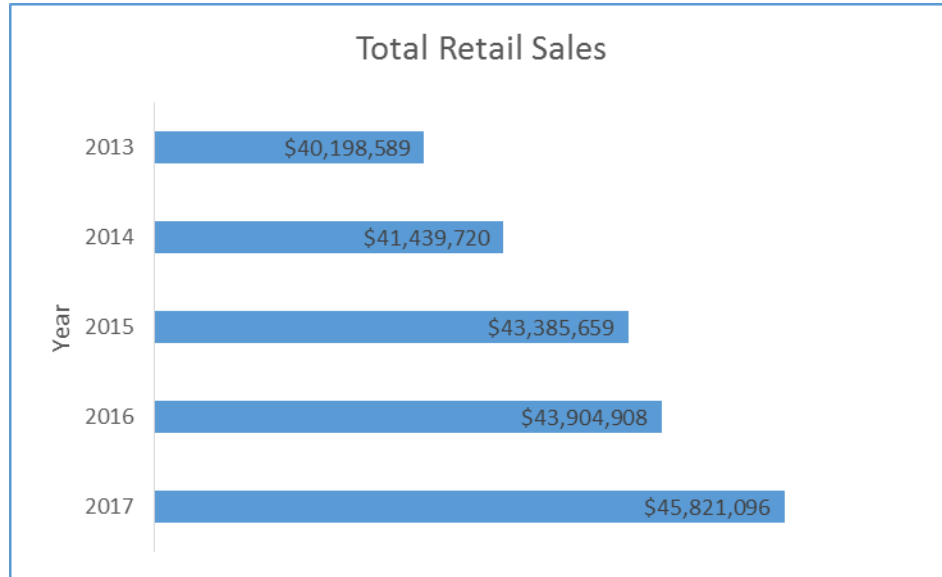
RETAIL CATEGORY ANNUAL LEAKAGE	CITY LIMITS
Non-Store Retailers	\$11,689,278
General Merchandise Stores	\$10,751,432
Motor Vehicle and Parts Dealers	\$9,330,642
Food Services and Drinking Places	\$6,698,485
Health and Personal Care Stores	\$4,868,449
Furniture and Home Furnishings Stores	\$2,009,228
Clothing and Clothing Accessories Stores	\$1,709,631
Nursery, Garden Center, and Farm Supply Stores	\$670,613
TOTAL LEAKAGE	\$47,727,758

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

CITY LIMITS



TOTAL RETAIL SALES



Sales tax revenue is an indicator of the health of the existing retailers and in the fiscal health of city government. As shown in the chart, the total retail sales in this market have shown an increase indicating fiscal health and retail market increases and growth.

DEMOGRAPHIC SNAPSHOT

Summary

Population	
2000 Census	4,544
2010 Census	5,606
2018 Estimate	7,018
2023 Projection	7,509
Population Growth	
Percent Change: 2000 to 2010	23.37
Percent Change: 2010 to 2018	25.19
Percent Change: 2018 to 2023	7.00
Households	
2000 Census	1,722
2010 Census	2,117
2018 Estimate	2,608
2023 Projection	2,778
Household Growth	
Percent Change: 2000 to 2010	22.94
Percent Change: 2010 to 2018	23.19
Percent Change: 2018 to 2023	6.52
Family Households	
2000 Census	1,256
2010 Census	1,526
2018 Estimate	1,907
2023 Projection	2,035
Family Household Growth	
Percent Change: 2000 to 2010	21.50
Percent Change: 2010 to 2018	24.97
Percent Change: 2018 to 2023	6.71

DEMOGRAPHIC SNAPSHOT

Population and Race

2018 Est. Population by Single-Classification Race

White Alone	5,139	73.23
Black/African American Alone	100	1.43
American Indian/Alaskan Native Alone	924	13.17
Asian Alone	242	3.45
Native Hawaiian/Pacific Islander Alone	1	0.01
Some Other Race Alone	87	1.24
Two or More Races	525	7.48

2018 Est. Population by Hispanic or Latino Origin

Not Hispanic or Latino	6,722	95.78
Hispanic or Latino	296	4.22
Mexican Origin	234	79.05
Puerto Rican Origin	22	7.43
Cuban Origin	1	0.34
All Other Hispanic or Latino	39	13.18

2018 Est. Pop by Race, Asian Alone, by Category

Chinese, except Taiwanese	181	74.79
Filipino	3	1.24
Japanese	0	0.00
Asian Indian	5	2.07
Korean	3	1.24
Vietnamese	10	4.13
Cambodian	0	0.00
Hmong	17	7.03
Laotian	0	0.00
Thai	1	0.41
All Other Asian Races Including 2+ Category	22	9.09

2018 Est. Population by Ancestry

Arab	0	0.00
Czech	20	0.28
Danish	0	0.00
Dutch	79	1.13
English	310	4.42
French (Excluding Basque)	75	1.07
French Canadian	14	0.20

DEMOGRAPHIC SNAPSHOT

Population and Race

2018 Est. Population by Ancestry

German	703	10.02
Greek	3	0.04
Hungarian	0	0.00
Irish	682	9.72
Italian	113	1.61
Lithuanian	0	0.00
Norwegian	105	1.50
Polish	77	1.10
Portuguese	47	0.67
Russian	34	0.48
Scotch-Irish	14	0.20
Scottish	36	0.51
Slovak	0	0.00
Sub-Saharan African	11	0.16
Swedish	28	0.40
Swiss	1	0.01
Ukrainian	1	0.01
United States or American	659	9.39
Welsh	13	0.18
West Indian (Excluding Hispanic groups)	2	0.03
Other ancestries	2,423	34.53
Ancestries Unclassified	1,568	22.34

2018 Est. Pop Age 5+ by Language Spoken At Home

Speak Only English at Home	6,207	95.48
Speak Asian/Pacific Isl. Lang. at Home	30	0.46
Speak Indo-European Language at Home	41	0.63
Speak Spanish at Home	214	3.29
Speak Other Language at Home	9	0.14

2018 Est. Hisp. or Latino Pop by Single-Class. Race

White Alone	163	55.07
Black/African American Alone	0	0.00
American Indian/Alaskan Native Alone	11	3.72
Asian Alone	4	1.35
Native Hawaiian/Pacific Islander Alone	0	0.00
Some Other Race Alone	87	29.39
Two or More Races	31	10.47

DEMOGRAPHIC SNAPSHOT

Population and Race

2018 Est. Population by Sex

Male	3,455	49.23
Female	3,563	50.77

2018 Est. Population by Age

Age 0 - 4	517	7.37
Age 5 - 9	510	7.27
Age 10 - 14	513	7.31
Age 15 - 17	304	4.33
Age 18 - 20	273	3.89
Age 21 - 24	368	5.24
Age 25 - 34	895	12.75
Age 35 - 44	921	13.12
Age 45 - 54	899	12.81
Age 55 - 64	796	11.34
Age 65 - 74	563	8.02
Age 75 - 84	316	4.50
Age 85 and over	143	2.04
Age 16 and over	5,378	76.63
Age 18 and over	5,174	73.72
Age 21 and over	4,901	69.83
Age 65 and over	1,022	14.56
Median Age	--	36.41
Average Age	--	37.60

2018 Est. Pop Age 15+ by Marital Status

Total, Never Married	1,215	22.18
Male, Never Married	623	11.37
Female, Never Married	592	10.81
Married, Spouse Present	3,270	59.69
Married, Spouse Absent	200	3.65
Widowed	239	4.36
Male, Widowed	40	0.73
Female, Widowed	199	3.63
Divorced	554	10.11
Male, Divorced	268	4.89
Female, Divorced	286	5.22

DEMOGRAPHIC SNAPSHOT

Population and Race

2018 Est. Male Population by Age

Male: Age 0 - 4	268	7.76
Male: Age 5 - 9	262	7.58
Male: Age 10 - 14	268	7.76
Male: Age 15 - 17	156	4.51
Male: Age 18 - 20	141	4.08
Male: Age 21 - 24	185	5.36
Male: Age 25 - 34	444	12.85
Male: Age 35 - 44	443	12.82
Male: Age 45 - 54	457	13.23
Male: Age 55 - 64	398	11.52
Male: Age 65 - 74	259	7.50
Male: Age 75 - 84	127	3.68
Male: Age 85 and over	47	1.36
Median Age, Male	--	35.08
Average Age, Male	--	36.30

2018 Est. Female Population by Age

Female: Age 0 - 4	249	6.99
Female: Age 5 - 9	248	6.96
Female: Age 10 - 14	245	6.88
Female: Age 15 - 17	148	4.15
Female: Age 18 - 20	132	3.71
Female: Age 21 - 24	183	5.14
Female: Age 25 - 34	451	12.66
Female: Age 35 - 44	478	13.42
Female: Age 45 - 54	442	12.40
Female: Age 55 - 64	398	11.17
Female: Age 65 - 74	304	8.53
Female: Age 75 - 84	189	5.30
Female: Age 85 and over	96	2.69
Median Age, Female	--	37.64
Average Age, Female	--	38.80

DEMOGRAPHIC SNAPSHOT

Housing and Households

2018 Est. Households by Household Type		
Family Households	1,907	73.12
NonFamily Households	701	26.88
2018 Est. Group Quarters Population		
2018 Est. Group Quarters Population	75	1.07
2018 HHs By Ethnicity, Hispanic/Latino		
2018 HHs By Ethnicity, Hispanic/Latino	68	2.61
2018 Est. Family HH Type by Presence of Own Child.		
Married Couple Family, own children	647	33.93
Married Couple Family, no own children	799	41.90
Male Householder, own children	86	4.51
Male Householder, no own children	74	3.88
Female Householder, own children	170	8.91
Female Householder, no own children	131	6.87
2018 Est. Households by Household Size		
1-Person Household	619	23.73
2-Person Household	840	32.21
3-Person Household	460	17.64
4-Person Household	363	13.92
5-Person Household	205	7.86
6-Person Household	84	3.22
7-or-more-person	37	1.42
2018 Est. Average Household Size	--	2.66
2018 Est. Households by Number of Vehicles		
No Vehicles	102	3.91
1 Vehicle	600	23.01
2 Vehicles	1,077	41.30
3 Vehicles	609	23.35
4 Vehicles	162	6.21
5 or more Vehicles	58	2.22
2018 Est. Average Number of Vehicles	--	2.10
2018 Est. Occupied Housing Units by Tenure		
Housing Units, Owner-Occupied	1,910	73.24
Housing Units, Renter-Occupied	698	26.76
2018 Owner Occ. HUs: Avg. Length of Residence		
2018 Owner Occ. HUs: Avg. Length of Residence	--	14.00
2018 Renter Occ. HUs: Avg. Length of Residence		
2018 Renter Occ. HUs: Avg. Length of Residence	--	5.30

DEMOGRAPHIC SNAPSHOT

Housing and Households

2018 Est. Owner-Occupied Housing Units by Value

Value Less Than \$20,000	53	2.77
Value \$20,000 - \$39,999	37	1.94
Value \$40,000 - \$59,999	83	4.35
Value \$60,000 - \$79,999	123	6.44
Value \$80,000 - \$99,999	161	8.43
Value \$100,000 - \$149,999	403	21.10
Value \$150,000 - \$199,999	514	26.91
Value \$200,000 - \$299,999	362	18.95
Value \$300,000 - \$399,999	91	4.76
Value \$400,000 - \$499,999	55	2.88
Value \$500,000 - \$749,999	18	0.94
Value \$750,000 - \$999,999	4	0.21
Value \$1,000,000 - \$1,499,999	2	0.10
Value \$1,500,000 - \$1,999,999	0	0.00
Value \$2,000,000 or more	4	0.21
2018 Est. Median All Owner-Occupied Housing Value	--	159,311.02

2018 Est. Housing Units by Units in Structure

1 Unit Attached	37	1.30
1 Unit Detached	2,383	83.94
2 Units	36	1.27
3 to 4 Units	0	0.00
5 to 19 Units	50	1.76
20 to 49 Units	66	2.33
50 or More Units	0	0.00
Mobile Home or Trailer	267	9.40
Boat, RV, Van, etc.	0	0.00

2018 Est. Housing Units by Year Structure Built

Built 2014 or Later	169	5.95
Built 2010 to 2013	96	3.38
Built 2000 to 2009	709	24.97
Built 1990 to 1999	415	14.62
Built 1980 to 1989	256	9.02
Built 1970 to 1979	383	13.49
Built 1960 to 1969	233	8.21
Built 1950 to 1959	276	9.72
Built 1940 to 1949	135	4.75
Built 1939 or Earlier	167	5.88

DEMOGRAPHIC SNAPSHOT

Housing and Households

2018 Housing Units by Year Structure Built		
2018 Est. Median Year Structure Built	--	1,988.94
2018 Est. Households by Presence of People Under 18		
2018 Est. Households by Presence of People Under 18	1,010	38.73
Households with 1 or More People under Age 18		
Married Couple Family	686	67.92
Other Family, Male Householder	103	10.20
Other Family, Female Householder	209	20.69
NonFamily Household, Male Householder	11	1.09
NonFamily Household, Female Householder	1	0.10
2018 Est. Households with No People under Age 18		
Households with No People under Age 18	1,598	61.27
Households with No People under Age 18		
Married Couple Family	759	47.50
Other Family, Male Householder	56	3.50
Other Family, Female Householder	92	5.76
NonFamily, Male Householder	313	19.59
NonFamily, Female Householder	378	23.66

Affluence and Education

2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th Grade	110	2.43
Some High School, No Diploma	281	6.20
High School Graduate (or GED)	1,433	31.61
Some College, No Degree	1,241	27.38
Associate's Degree	398	8.78
Bachelor's Degree	833	18.38
Master's Degree	217	4.79
Professional Degree	14	0.31
Doctorate Degree	6	0.13
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
High School Diploma	41	30.15
High School Graduate	39	28.68
Some College or Associate's Degree	50	36.77
Bachelor's Degree or Higher	6	4.41

DEMOGRAPHIC SNAPSHOT

Affluence and Education

2018 Est. Households by HH Income

Income < \$15,000	176	6.75
Income \$15,000 - \$24,999	241	9.24
Income \$25,000 - \$34,999	228	8.74
Income \$35,000 - \$49,999	330	12.65
Income \$50,000 - \$74,999	473	18.14
Income \$75,000 - \$99,999	478	18.33
Income \$100,000 - \$124,999	322	12.35
Income \$125,000 - \$149,999	163	6.25
Income \$150,000 - \$199,999	137	5.25
Income \$200,000 - \$249,999	40	1.53
Income \$250,000 - \$499,999	18	0.69
Income \$500,000+	2	0.08
2018 Est. Average Household Income	--	75,557.00
2018 Est. Median Household Income	--	67,213.69

2018 Median HH Inc. by Single-Class. Race or Eth.

White Alone	--	67,447.28
Black or African American Alone	--	83,796.52
American Indian and Alaskan Native Alone	--	62,095.05
Asian Alone	--	48,311.99
Native Hawaiian and Other Pacific Islander Alone	--	--
Some Other Race Alone	--	54,875.21
Two or More Races	--	68,244.60
Hispanic or Latino	--	80,165.05
Not Hispanic or Latino	--	66,871.20

2018 Est. Families by Poverty Status

2018 Families at or Above Poverty	1,790	93.86
2018 Families at or Above Poverty with children	895	46.93
2018 Families Below Poverty	117	6.13
2018 Families Below Poverty with children	86	4.51

DEMOGRAPHIC SNAPSHOT

Employment and Occupation

2018 Est. Employed Civilian Population 16+ by Occupation Classification

White Collar	2,060	58.57
Blue Collar	956	27.18
Service and Farming	501	14.24

2018 Est. Workers Age 16+ by Travel Time to Work

Less than 15 Minutes	726	21.74
15 - 29 Minutes	1,530	45.82
30 - 44 Minutes	866	25.94
45 - 59 Minutes	144	4.31
60 or more Minutes	73	2.19
2018 Est. Avg Travel Time to Work in Minutes	--	25.00

2018 Est. Workers Age 16+ by Transp. to Work

2018 Est. Workers Age 16+ by Transp. to Work	3,509	100.00
Drove Alone	2,927	83.41
Carpooled	387	11.03
Public Transport	0	0.00
Walked	0	0.00
Bicycle	1	0.03
Other Means	44	1.25
Worked at Home	150	4.28

2018 Est. Civ. Employed Pop 16+ by Class of Worker

2018 Est. Civ. Employed Pop 16+ by Class of Worker	3,517	100.00
For-Profit Private Workers	2,466	70.12
Non-Profit Private Workers)	237	6.74
Local Government Workers	200	5.69
State Government Workers	254	7.22
Federal Government Workers	77	2.19
Self-Employed Workers	283	8.05
Unpaid Family Workers	0	0.00

DEMOGRAPHIC SNAPSHOT

Employment and Occupation

2018 Est. Civ. Employed Pop 16+ by Occupation

Architecture/Engineering	93	2.64
Arts/Design/Entertainment/Sports/Media	63	1.79
Building/Grounds Cleaning/Maintenance	71	2.02
Business/Financial Operations	113	3.21
Community/Social Services	42	1.19
Computer/Mathematical	67	1.91
Construction/Extraction	233	6.63
Education/Training/Library	263	7.48
Farming/Fishing/Forestry	1	0.03
Food Preparation/Serving Related	205	5.83
Healthcare Practitioner/Technician	209	5.94
Healthcare Support	66	1.88
Installation/Maintenance/Repair	203	5.77
Legal	18	0.51
Life/Physical/Social Science	4	0.11
Management	293	8.33
Office/Administrative Support	520	14.79
Production	334	9.50
Protective Services	78	2.22
Sales/Related	375	10.66
Personal Care/Service	80	2.27
Transportation/Material Moving	186	5.29

2018 Est. Pop Age 16+ by Employment Status

In Armed Forces	11	0.20
Civilian - Employed	3,531	65.66
Civilian - Unemployed	195	3.63
Not in Labor Force	1,641	30.51

OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

Vehicle and Parts Dealers

New and used automobile dealers, motorcycle dealers, recreation vehicle dealers, all-terrain vehicles dealers, boat dealers, auto parts stores, auto accessories stores and tire dealers

Furniture and Home Furnishings Stores

Furniture stores, home furnishing stores, home decorating stores and floor covering stores

Electronics and Appliance Stores

Household appliance stores, electronics stores, computer and software stores and camera and photographic equipment stores

Building Materials and Garden Supply Stores

Building material and supply dealers, home improvement centers, paint and wallpaper stores, hardware stores, lumberyards, lawn and garden stores, outdoor power equipment stores and nursery and garden centers

Food and Beverage Stores

Grocery stores, supermarkets, convenience stores, specialty food stores and beer, wine, and liquor stores

Health and Personal Care Stores

Pharmacies, drug stores, cosmetic dealers, beauty supply stores, perfume stores, optical goods stores, health care stores and personal care stores

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

Men's clothing stores, women's clothing stores, children's and infants clothing stores, family clothing stores, clothing accessories stores, shoe stores, jewelry stores, luggage stores, leather goods stores

Sporting Goods and Hobby Stores

Sporting goods stores, hobby stores, toy stores, sewing and needlepoint stores, musical instrument and supply stores, book stores, newsstands, music stores

General Merchandise Stores

Department stores and other general merchandise stores

Miscellaneous Store Retailers

Florists, office supply stores, stationery stores, gift and souvenir stores, used merchandise stores and other miscellaneous retailers

Foodservice and Drinking Places

Full-service restaurants, limited service eating places, special foodservices, taverns and bars

ABOUT US

Retail Attractions is an economic development consulting firm specializing in market research, creating effective incentive packages, and retail recruiting. Our firm believes healthy economic development is a process. Retail Attractions partners with our clients in a coordinated and strategic course of action resulting in extraordinary results. Retail Attractions believes smart, successful retail development is a vital part of a community's economic development program. We leverage our national network of relationships and our proven expertise to bring retailers, developers, landowners, and communities together to grow new retail business...one relationship at a time. We collaborate with our client cities to achieve their community goals through retail development. Far beyond concentric rings, drive times, or just another bound report; we develop actionable information and make sure the right people have access to it. In short, we make a difference for your community.

The truth is that anyone or any competent firm can pull demographics for a location based on a radius or a drive time. What makes us different is our custom approach to developing a community's trade area. We evaluate the existing retail options nearby, physical barriers to traffic, natural existing shopping patterns, and the potential draw of new shopping opportunities to develop a customer trade area for each community we serve. Your trade area is prepared by a seasoned retail recruitment professional based on criteria we know is important to the audience who will be receiving the finished marketing materials. We integrate demographic data with data we develop from other sources to create a complete picture of a community...one that will resonate with developers, brokers, and retailers. We work with a community to prepare materials and get them in the hands of interested parties rather than merely deliver data that then the community has to send out on its own. We also recognize that "one size does not fit all" when it comes to trade areas. Some sites may be perfect for grocery stores, with a more localized trade area, while others may support a regional draw. If your community has unique opportunities that require more than one trade area, we deliver what you need rather than forcing your community into our "standard offering."

Retail Attractions sends our custom marketing material, developed for each city based on the unique characteristics and demographic indicators for that city, to our network of developers, brokers, and retailers. In addition, we contact retailers through our accurate, proprietary database to make sure they are aware of the opportunities in your city that match their specs.

We have extensive knowledge of various types of incentives, and their practical application, and the experience to work with city staff to develop a framework for evaluating opportunities and providing creative incentives that result in win-win scenarios for both the public and private sector. Beyond merely a list of incentive possibilities. Retail Attractions serves as an ongoing advisor to the city staff, helping to construct incentives that make sense for the city, meet developer's needs and truly encourage new business development.

Retail Attractions understands municipal government and the interplay of political, financial, and regulatory environments. We also understand how development works and what site selectors, developers, and retail tenants need to see, hear, and feel from a potential location to move forward. Retail Attractions features a team of research and marketing professionals who assist retail recruiters in developing the necessary data and marketing materials to prove the case for investment in your community. Since beginning Retail Attractions, we have helped our clients launch millions of square feet of retail and reap the associated benefits of additional city revenue, plus new goods and services for citizens, and increasing the quality of life in the community.



RICKEY HAYES, PRINCIPAL

Prior to founding Retail Attractions, LLC, while working in municipal economic development, Rickey Hayes facilitated new commercial construction totaling more than 10 million square feet with over half of a billion dollars in total value, resulting in a city sales tax and ad valorem based more than triple what it had been. Rickey has developed an extensive personal network of relationships in the area of government relations, retail, restaurant and land development, real estate and site selection, leasing and tenanting, engineering and creative financing and incentives to expedite the success of public/private partnerships for development projects.

Rickey holds a Bachelor's Degree in Criminal Justice and a Master's Degree in Counseling from Great Plains Baptist College. He is a member of International Council of Shopping Centers (ICSC). Rickey and his wife, Wendy, live in Owasso, Oklahoma and have four children and four grandchildren.



MICAH HAYES, CITY DATA/RESEARCH

Micah has been employed by Retail Attractions since the inception and is responsible for the collection of data on our client cities. Micah resides in Austin, Texas.

Sara Stephens	Administrative Assistant/Retail Contacts/Office Manager
Ronald Cates	General Counsel
Robert Nichols	IT/Website & Data Protection
Ted Turner	Sales Tax, Data & Forecasting
Beth Nichols	Graphic Arts/Deliverables/Marketing
Dan Willard	Research
Tim Reddock	Development Services/Real Estate
Adam Chandler	Development Services/Real Estate

OUR METHODOLOGY

Our Approach

Just as every city has distinctive characteristics, every consulting project is unique. Retail Attractions employs proven strategies to achieve economic development and growth in your community. We offer three tiers of contract service in addition to project-based and short-term engagements, allowing us to tailor our services to each client community's individual needs.

Unlike "cookie-cutter" approaches to retail development that return little more than a bound document, collaborating with Retail Attractions means you gain an experienced, dedicated staff who will work diligently on your behalf to grow your city. In addition to our tiered services under contract, additional services such as municipal web site development (for the city overall or specifically for economic development), experienced city and economic development PR efforts, and public meetings/input process management are available as well. These types of services either may be included in the contract for an additional cost or may be utilized on a project / as-needed basis by a client city for an additional estimated cost.

Market Assessment

Retail Attractions uses data from a variety of sources to accurately portray the trade area, retail potential and opportunities within a market. Retail Attractions combines physical observation, data-driven research and information, retail site selection methodologies and competitive analysis with personal experience and a reputation for finding the right sites for the right retail boxes to create our market assessment reports. Retail Attractions uses a variety of methodologies in our market analysis and summary's including traffic count data, census blocks, heat maps, void analysis, concentric rings, drive times, and custom trade area polygons.

Retail Recruitment

Our relationships with our clients do not end when we deliver our market assessment report. We promote and actively recruit for our clients throughout the term of their contracts through mail, email, web, phone and personal contacts in our comprehensive nationwide contact database. Our diligent pursuit of development for your community assures your community will be on the radar of appropriate national retailers.

The Benefits

Employing Retail Attractions to fulfill the city's need for an economic development professional allows the city to conserve resources that would otherwise be spent for no direct gain including insurance, employment taxes and other benefits. The city can reap the benefit of utilizing an experienced, successful economic development professional without incurring the expense of a fulltime exempt employee. Retail Attractions is intimately familiar with development dynamics and can bring our experience, network and concentrated approach to bear immediately on behalf of the city. No valuable time is lost through a "learning the process" or "learning the area" acclimation period. Commercial development often feels painfully slow when observing the process from the outside. From initial interest in a site to doors open for business is often an 18 to 24 month process. Retail Attractions will be with you every step of the way to help your community reach its maximum retail potential.

Retail Attractions compiles data from a number of sources including Nielsen-Claritas, Environics, Applied Geographic Solutions (AGS), REGIS, the client City, various state agencies, the US Census Bureau, the US Economic Survey and information from the US Bureau of Labor and other sources plus local data and statistics. The primary sources for the demographic information included in this report are Nielsen-Claritas, Environics, Pop Stats, ESRI, US Postal data, SiteReports and Applied Geographic Solutions (AGS) and REGIS, Regis Radis Sandbox.

Both Nielsen-Claritas and AGS pull data from public and private sources and apply their proprietary algorithm to determine demographic projections and estimates. Retail Attractions has carefully analyzed the resulting statistics and determined the algorithms that best represent the client community and trade area.

Nielsen-Claritas and AGS are highly respected data providers in the retail industry, and both sources calculate estimates for the current year and projections for five years in the future. Both companies produce data at varying geographic levels including national, state, county, city/town, zip code, and block group. These estimates and projections on a defined population can be analyzed according to population characteristics such as age, sex, race, ethnicity, income, education, occupation, housing or rate of growth.

The demographic data contained in this report comes from all of our data sources, and the opportunity gap data comes primarily from Nielsen-Claritas Retail Market Power™ (RMP). The RMP data allows the comparison of supply and demand to determine potential sources of revenue growth at any standard or user defined geographic level.

Neilson has relaunched and reformatted all the Claritas data in a new and improved platform. Retail Attractions has recently collaborated with PiinPoint, a New York data company with some of the most unique retail data and market information available to provide a client's with another source of valuable market data and information.

We will be happy to discuss or answer any questions regarding the data used in this report.

ACKNOWLEDGMENTS AND DISCLAIMER

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Nielsen-Claritas, Environics, Applied Geographic Solutions and all other data sources are highly respected data providers. However, these companies use algorithms to make estimates and projections. While these estimates and projections are based on years of research and adjustment, they are still only estimates and projections.

DISCLAIMER

All information is believed to be accurate and is presented in good faith by Retail Attractions, LLC under the terms and protections of the contact between the Client and Retail Attractions, LLC. While we do expect to successfully complete the objective of increasing commercial investment in your community, it is impossible to guarantee a level of investment or even any investment since market conditions, retailer's business plans, city policies and other market drivers are subject to change at any time and are beyond the control of Retail Attractions, LLC.

You understand and agree that any advice provided under this proposal is true and correct to the best knowledge and ability of Retail Attractions, LLC and will be provided in good faith. The city accepts full responsibility for its decisions to act or not act according to said advice and agrees to indemnify and hold harmless Retail Attractions, LLC; its principals, employees, sub-contractors and associates pertaining to outcomes or situations that arise from the advice, materials or other items provided under this proposal agreement.