

RETAIL OPPORTUNITIES

CITY OF OWASSO



ABOUT OWASSO

Owasso's population growth, reputation for high quality of life and fast-growing, sizable retail sales base (>\$800M annually) command attention among middle market chain and name brand retailers. Owasso is well known by national retailers given the City's pro-retail marketing efforts.

WHY OWASSO?

STRONG DEMAND

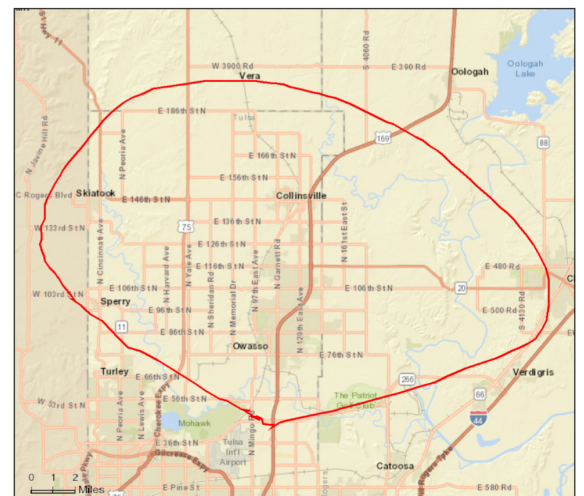
- **Population growth** - young, growing family population in their prime consumer-purchasing years
- **Strong incomes** - median HH income is \$67,807, well above state median
- **Ideal access to downtown** - easy access north; funneling effect of highways and excellent visibility
- **Quality spaces at competitive rates** - average asking retail rates are under \$10.00/sq. ft.
- **Forward-looking city** - The recently-adopted Economic Development Strategy will develop a clear identity, strengthen the City's value proposition and encourage continued investment in infrastructure in support of retail and other industries.

MARKET OPPORTUNITIES

Owasso's top demand categories, based on shopper survey results and retail demand data (Marketek, 2018):

- **Apparel**
- **Home Furnishings**
- **Home Improvement & Gardening**
- **Sporting Goods & Hobbies**
- **Restaurants**
- **Food & Beverage**
- **Health & Personal Care**

OWASSO MARKET AREA
10-15 MIN DRIVE TIME



MARKET AREA FACTS

85,867	RESIDENTS
2,107	BUSINESSES
25,000	EMPLOYEES
\$67,807	MEDIAN INCOME
36.2	MEDIAN AGE
27.7%	BACHELOR'S DEGREE OR HIGHER

FOR MORE INFORMATION, CONTACT:

Chelsea Levo Feary, Director of Economic Development, City of Owasso

200 S Main Street, Owasso, OK 74055 • 918-376-1518

CLEVO@CITYOFOWASSO.com • www.cityofowasso.com