



**State of Oklahoma
The Office of Management and Enterprise Services
Real Estate and Leasing Services**

**NOTICE OF
REQUEST FOR PROPOSALS**

Redevelopment of the
23rd Street Armory
Oklahoma City, Oklahoma

Proposals must be received or postmarked before

5 p.m., March 15, 2018

Submit Proposals to:

**OMES Real Estate and Leasing Services
P.O. Box 53448
Oklahoma City, OK 73152**

Issued on Sept. 15, 2017, by

OMES Real Estate and Leasing Services, 405-521-6158

Announcement of Request for Proposals

The Office of Management and Enterprise Services invites the presentation of written proposals for the purchase or lease and redevelopment of the **23rd Street Armory** located near the Oklahoma State Capitol.

The site address is 200 N.E. 23rd St., Oklahoma City, OK.

The building consists of three floors and a large open area drill floor. The total square footage is estimated at 72,667 square feet, more or less. The building is steel-reinforced concrete faced with brick. The building has been closed to the public since 2010 and is currently used for dry storage.

Three pre-submittal building tours will be held from 1-4 p.m. on Oct. 18, Oct. 25, and Nov. 1, 2017, at the site located at 200 N.E. 23rd St., Oklahoma City, OK. Prospective redevelopers are advised to attend a pre-submittal tour and inspect the property prior to submitting a proposal. RFP packets will be available at the pre-submittal tours or upon request.

A public pre-bid meeting will be held on Nov. 8, 2017, from 10-11 a.m. in the Will Rogers Building, 2401 N. Lincoln Blvd., Conference Room 214, Oklahoma City, OK 73105. Written questions about the Request for Proposals can also be emailed to infoREALS@omes.ok.gov between 8 a.m. and 5 p.m. on Nov. 8, 2017. The purpose of the pre-bid meeting is for OMES to receive questions in writing about the Request for Proposals. The Response to Pre-Bid Questions will be posted online at <http://go.usa.gov/3KGs9>.

All proposals for the purchase or lease and redevelopment will be accepted by mail or hand delivery and must be received and date stamped or postmarked before 5:00 p.m. on March 15, 2018. Any proposals received after this time will be invalid and returned unopened. Proposals will be publicly opened and the Statement of Interest for Public Disclosure Form read aloud at 10 a.m. on March 21, 2018, in the Will Rogers Building, 2401 N. Lincoln Blvd., Conference Room 214, Oklahoma City, OK 73105.

The evaluation of the proposal shall in part be based upon the principle criteria of:

- a. **Community Benefits** (Economic, Historical, Cultural and Job Creation),
- b. **Qualifications and Experience of the Redeveloper(s)**, and
- c. **Financial Capacity of the Redeveloper.**

Sale price and the state's development objectives will be considered as part of the evaluation criteria.

Preference will be given to proposals that preserve the existing building, in whole or in part. Proposals may include purchase or lease of other ancillary buildings shown on Appendix A; however, preference will be given to proposals that do not require the state to vacate any fully utilized buildings.

The Request for Proposals process does not guarantee nor create any legal obligations to enter into a contract for redevelopment. It is being issued for the sole purpose of identifying potential interest in the property. Upon receipt of the proposals, OMES may enter into negotiations with one or more of the prospective redevelopers in order to identify the most desirable project and terms. OMES reserves the right to reject any or all proposals.

For further information, instructions, and to receive the Request for Proposals Packet, please contact OMES Real Estate and Leasing Services at 2401 N. Lincoln Blvd., Ste. 212, Oklahoma City, OK 73105, 405-521-6158, or infoREALS@omes.ok.gov.

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OMES Real Estate and Leasing Services

Request for Proposal for Purchase or Lease and Redevelopment of the 23rd Street Armory, Oklahoma City, OK

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SCOPE OF PROPOSAL

All materials submitted in response to the Request for Proposals will become property of OMES Real Estate and Leasing Services. The proposal may be submitted in digital format or on unbound 8.5" x 11" white paper with additional documentation in support of the proposal, such as sketches, financial statements, cash flow analysis, etc., in various sizes as needed. However, the Statement of Public Interest for Non-Disclosure, Prospective Redeveloper(s) Affidavit, and the Non-Collusion Statement must be submitted on unbound 8.5" x 11" paper. All expenses associated with the proposal submission are the sole responsibility of the prospective redeveloper.

BACKGROUND AND HISTORICAL SIGNIFICANCE

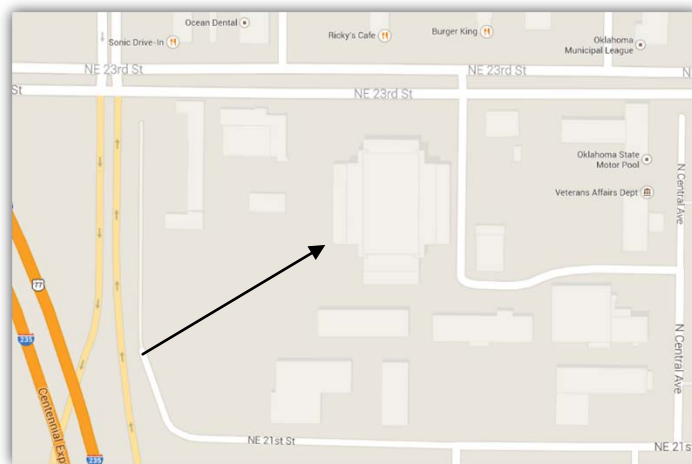
The 23rd Street Armory was constructed in 1938. Located near the Oklahoma State Capitol, it was promoted at the time of construction as being the only armory in the state erected entirely from state funds derived from revenue generated from oil wells located on the Oklahoma State Capitol grounds. The total cost was \$200,000.00 when the armory was built, and more than a million penitentiary bricks were used in construction.

Prior to the 23rd Street Armory's closure in 2010, it was open to the public for civic gatherings, exhibitions and other functions. Some of these functions included: square dancing, wrestling matches, roller derby, receptions, basketball games, music events and emergency donation drop-offs.

SITE CONTEXT

200 N.E. 23rd St., Oklahoma City, OK

The building is located in Oklahoma City on the south side of N.E. 23rd St. It is just west of the I-35 overpass and close to the Oklahoma State Capitol.



CURRENT BUILDING CONDITION

The site and its improvements are offered in an "as-is" condition for rehabilitation. A general description of the condition is listed below. No official representations or warranties are made as to its condition,

state or characteristics. Appraisals, surveys, inspections and environmental assessments and/or other non-invasive due diligence may be required at the expense of the prospective redeveloper.

Exterior

The structure is a three-story brick and stone building. There are overhead doors on the east and west sides of the building. The flat roof sections were replaced in 2007.

The building has very little parking available. However, the redeveloper will have the option of including other parcels in the submission which may be used to provide additional parking. It is the responsibility of the prospective redeveloper to verify the adequacy of parking for the proposed use(s).

Interior

There is currently no power to the building. The building water supply is disconnected and has been dry since October of 2011. None of the existing interior doors meet current ADA or life safety codes, and there are no ADA access points for the upper floors. There are no keys for the lock systems on the interior doors.

The floor plan provides for an open layout with expansive rooms. The first floor has a large open area drill floor that is 110' x 100' and 50' high.

PROPOSAL REQUIREMENTS AND CRITERIA

Community Benefits

The proposals should include a narrative describing the manner in which the proposed redevelopment will positively impact and provide benefits to the surrounding community, including economic growth opportunities, community revitalization, needed community services, or cultural development opportunities. Additionally, prospective redevelopers should include job creation and retention information, including current number of full-time employees, number of new employees to be hired as a result of the project, and number of existing employees to be transferred to the new site. A community profile and general demographic information has been included as Appendix B in the Appendices.

Qualifications and Experience

Documentation outlining qualifications and experience of the prospective redeveloper(s) and the development team is required. Proposals shall include the submission of past successful certified rehabilitations or development projects, including other development projects with similar scope, complexity or constraints. The information shall include the time required for completion, completion date and amount invested or financed for each project. In addition, the list should include how the building was funded, if it was rehabilitated for federal/state tax incentives, and/or was funded with federal assistance. Resumes should also be included for key individuals involved in the development process.

Furthermore, proposals should include a narrative of the operational, management, marketing and strategic plans. The proposal should also address the vision, goals, needs and employment opportunities created by the redevelopment.

Financial Capacity

Each proposal must document the financial ability of the prospective redeveloper(s) to complete the project in a timely manner. Additional documentation may be requested to assist in determining financial capacity. The proposal should include the following elements: adequate financial commitments, reasonable operating performance and budget obligations, financial projections and cash flow analysis.

Required Financial Documents include:

- List of collateral, direct funds and equity that will be applied to the redevelopment and long-term financing.
- Copy of the most current tax return.
- Copies of CPA-prepared Financial Statements for the last year (Income Statements and Cash Flows).
- Three years of Financial Projections for the proposed project.
- One financial reference (e.g., reference from a lender, investor that has provided financing for a comparable project. Name, address, phone number and site location should be included).
- Evidence of insurance including workers' compensation, automobile insurance and general liability, as applicable or as required by state or federal law (proper insurance coverage will be required from the selected redeveloper, if they are selected for lease or redevelopment. The redeveloper shall also be required to renew policies in a timely fashion throughout the agreement term and provide OMES with evidence of insurance and renewals as requested).

SELECTION PROCESS

The Request for Proposal Period will close on March 15, 2018, at 5 p.m. Once the proposal submittal period has closed, all proposals will be screened for completeness. Further consideration will be given to those in compliance with the instructions, principal selection criteria and required documentation. However, prospective redevelopers may be contacted for additional information and/or clarifications. The proposals will then be evaluated, prepared and submitted to OMES for consideration. OMES will evaluate the proposals based on the following principle criteria and formula:

- a. Community Benefits – Score multiplied by a weight of four.
- b. Qualifications and Experience of the Redeveloper(s) – Score multiplied by a weight of three.
- c. Financial Capacity – Score multiplied by a weight of five.

Sale price and the state's development objectives will be considered as part of the evaluation criteria. The state's objectives include a design that preserves the structural integrity, decorative historic elements, basic roofline and footprint of the armory. Additionally, the design should demonstrate

consideration of urban design principles such as active ground floor uses, street and pedestrian-oriented building entrances, storefronts and display windows. A design that includes commercial, office and/or residential uses, with a mixed-use higher density design is preferred. The proposed development should properly address parking and drainage/storm water management.

Preference will be given to proposals that preserve the existing building, in whole or in part. Proposals may include lease or purchase of other ancillary buildings shown on Appendix A; however, preference will be given to proposals that do not require the state to vacate any fully utilized buildings.

Sale price and the state's development objectives will be considered as part of the evaluation criteria.

Once the proposals have been evaluated and potential redeveloper(s) identified, the redeveloper(s) may be invited for an oral presentation at the sole discretion of OMES. If an oral presentation is requested, it should be made in compliance with the instructions, principal selection criteria and required documentation set forth within this RFP. The redeveloper's proposal cannot be changed in any aspect at the oral presentation. The oral presentation is solely to present the information as it was originally submitted in the RFP and to answer questions or to clarify information provided in the proposal. Oral presentations will be evaluated in the same manner and based on the same principal criteria and formula as the written proposals.

Additionally, OMES reserves the right to negotiate with one, selected, all or none of the prospective redeveloper(s) responding to this Request for Proposals to obtain the best value for the State of Oklahoma. Negotiations could entail discussions on ancillary properties, products, services, pricing, contract terminology or any other issue that may mitigate the state's risks. OMES shall consider all issues negotiable and not artificially constrained by internal corporate policies. Additional information in support of the proposal or request to amend the redeveloper's proposal may be made if and when negotiations commence. Negotiation may be with one or more prospective redeveloper(s), for any and all items in the prospective redeveloper's offer.

Firms that contend that they lack flexibility because of their corporate policy on a particular negotiation item shall face a significant disadvantage and may not be considered. If such negotiations are conducted, the following conditions shall apply:

1. Negotiations may be conducted in person, in writing or by telephone.
2. Negotiations shall only be conducted with potentially acceptable offers. OMES reserves the right to limit negotiations to those offers that received the highest rankings during the initial evaluation phase.
3. Terms, conditions, prices, methodology or other features of the prospective redeveloper's offer may be subject to negotiations and subsequent revision. As part of the negotiations, the prospective redeveloper(s) may be required to submit supporting financial, pricing and other data in order to allow a detailed evaluation of the feasibility, reasonableness and acceptability of the offer.
4. The requirements of the Request for Proposals shall not be negotiable and shall remain unchanged unless OMES determines that a change in such requirements is in the best interest of the State of Oklahoma.

Offers for purchase must be accompanied by a check in the amount of 10 percent of the proposed purchase price as a deposit of earnest money, made payable to OMES Real Estate and Leasing Services. Checks will be returned to prospective redevelopers whose proposals are not selected. If a redeveloper is selected, the earnest money will be credited toward the purchase price. If a redeveloper is selected and OMES and the selected redeveloper fail to agree upon terms and conditions or the property does not close, the earnest money may be retained by OMES, at the option of OMES.

DOCUMENT CHECKLIST FOR PROSPECTIVE REDEVELOPERS AND REQUIRED DOCUMENTS

All proposals for the purchase or lease and redevelopment will be accepted by mail or hand delivery and must be received and date stamped or postmarked **before 5:00 p.m. on March 15, 2018.**

Each proposal must address the requirements and principle selection criteria requested in this request for proposal, and must also include the following required documents:

1. Cover letter including name, mailing address and contact phone numbers.
2. Profile summary and resume of applicant, including individuals and/or companies on the development team.
3. Narrative of qualifications and experiences of the redeveloper(s).
4. Narrative of the proposed development plan including benefits to the community. Conceptual plan should include, vision, goals, needs and employment opportunities created by the redevelopment.
5. Narrative of operational, management and marketing plans.
6. Narrative of implementation strategy.
7. Provide project designs and sketches, if applicable.
8. Development schedule detailing all phases of development and time schedule for completion.
9. Financial Statements, Tax Return, and Financial Reference to include:
 - List of collateral, direct funds and equity that will be applied to the redevelopment and long-term financing.
 - Copy of the most current tax return.
 - Copies of CPA-prepared financial statements for the last year (Income Statements and Cash Flows).
 - Three years of financial projections for the proposed project.
 - One financial reference (e.g., reference from a lender, investor that has provided financing for a comparable project. Name, address, phone number and site location should be included).
10. Any and all terms, special conditions and/or other considerations or terms to be negotiated.
11. Signed Statement of Interest for Public Disclosure.
12. Signed Prospective Redeveloper(s) Affidavit.
13. Signed Non-Collusion Statement.
14. Offers for purchase must include a check in the amount of 10 percent of the proposed purchase price. Checks should be made payable to the OMES Real Estate and Leasing Services.

Submit Proposals:

In person:	OMES Real Estate and Leasing Services 2401 N. Lincoln Blvd., Ste. 212 Oklahoma City, OK 73105 405-521-6158 info_reals@omes.ok.gov	By mail:	OMES Real Estate and Leasing Services P.O. Box 53448 Oklahoma City, OK 73152 405-521-6158 info_reals@omes.ok.gov
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Purchase or Lease for Redevelopment of the 23rd Street Armory, Oklahoma City, OK

Contact Information

Company/Organization Name: _____

Contact Person Name and Title: _____

Mailing Address _____

Telephone _____ Fax _____ Email _____

Proposed Terms to be Negotiated

Briefly describe the offer to purchase or lease and redevelopment. Include a summarization of the terms and conditions to be negotiated:

Project Description

Provide a brief description of your plan to redevelop the subject property and its proposed use:

I agree to freely and publicly disclose the information contained within the Statement of Interest for Public Disclosure, and understand it will be read aloud by OMES Real Estate and Leasing Services staff at the Public Proposal Opening at 10:00 a.m. March 15, 2018.

Date _____

Signature _____

PROSPECTIVE REDEVELOPER(S) AFFIDAVIT

Acknowledgement and Non-Collusion Statement

I _____ have received, read, and understand the provisions of the Request for Proposals issued by the Office of Management and Enterprise Services (OMES). I recognize that any negotiations will be subject to the requirements outlined within the Request for Proposals. If negotiations are terminated by either party with or without cause, or if negotiations terminate automatically, then neither party will have any rights or liabilities to the other.

Additional Disclosure:

- 1. Is the redeveloper(s) affiliated with any other agencies, companies and/or organizations? Yes No
If yes, please list. _____

- 2. Has the redeveloper, subsidiary, affiliated corporation or organization, principal members or partners had an IRS or state tax audit in the last five years? Yes No

- 3. Has the redeveloper, subsidiary, affiliated corporation or organization, principal members or partners ever had a judgment against them in the last 10 years? Yes No
If so, when? _____

- 4. Has the redeveloper, subsidiary, affiliated corporation or organization, principal members or partners filed bankruptcy within the last 10 years? Yes No
If so, when? _____

- 5. Has the redeveloper, subsidiary, affiliated corporation or organization, principal members or partners ever pled guilty to a felony? Yes No
If so, when? _____

- 6. Are there any taxes (federal, state, property, payroll, sales, etc.) not currently paid or in dispute? Yes No
If so, how much? _____

If yes to any of the above questions, please attach explanation.

NON-COLLUSION STATEMENT

For the purposes of a competitive Request for Proposal for a public project, the undersigned, being duly sworn, certifies that

1. I am a duly authorized agent of _____, the prospective redeveloper submitting the competitive proposal attached to this statement, for the purposes of certifying facts pertaining to the existence of collusion among prospective redevelopers and between the prospective redevelopers and state officials or employees, as well as facts pertaining to giving or offering of things of value to government personnel in return for special consideration in the letting of any contract pursuant to the proposal to which this statement is attached;

2. I am fully aware of the facts and circumstances surrounding the making of the proposal to which this statement is attached and have been personally and directly involved in the proceedings leading to the submission of such proposal; and

3. The undersigned further attests that neither the prospective redeveloper nor anyone subject to the prospective redeveloper’s direction or control has been a party:
 - a. To any collusion among other prospective redevelopers in restraint of freedom of competition by agreement to fix a price or to refrain from submitting a proposal.
 - b. To any collusion with any state official or employee as to the development or terms of such Request for Proposals, nor
 - c. In any discussions between prospective redevelopers and any state official or employee concerning exchange of money or other thing of value for special consideration in the letting of any contract pursuant to the proposal to which this statement is attached.

4. I certify, if awarded the contract, whether competitively negotiated or not, neither the redeveloper nor anyone subject to the redeveloper’s direction or control has paid, given or donated or agreed to pay, give or donate to any officer or employee of the State of Oklahoma any money or other thing of value, either directly or indirectly, in the letting of any contract pursuant to the proposal to which this statement is attached.

State of _____)
) SS
_____ County)

Before me, _____ in and for this state, on this ____ day of _____, 20__, personally appeared _____ to me known to be the identical person who executed the within and foregoing instrument, and acknowledged to me that he/she executed the same as his/her free and voluntary act and deed for the uses and purposes therein set forth.

Notary Public Date

Commission Expires: _____

APPENDIX "A"

- A. CAP Building – fully utilized office building.
- B. 23rd Street Armory – subject of RFP.
- C. Corporation Commission – utilized as dry storage.
- D. Old VA Building – vacant.
- E. Facility Annex 1 – occupied and fully utilized.
- F. Facility Annex 2 – occupied and fully utilized.
- G. Facility Annex 3 – dry storage.
- H. Library storage – fully utilized.
- I. Band Building – vacant and underutilized.
- J. Leased Space – fully utilized.
- K. Raw Land.

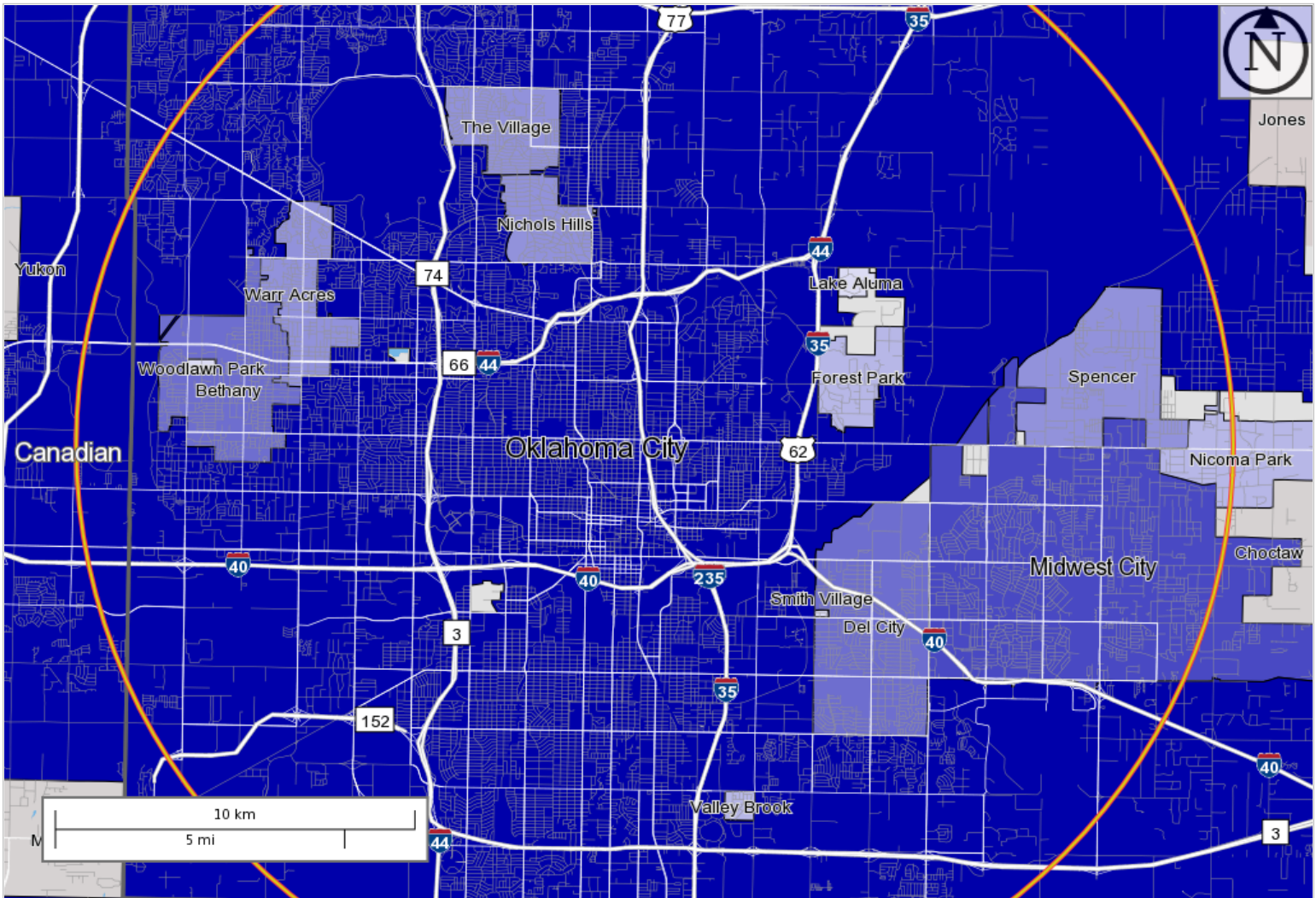


Appendix B

2014 Home Area Comparison Report by Places (Cities, CDPs, etc.) 10 miles from Armory

Created by the U.S. Census Bureau's OnTheMap <http://onthemap.ces.census.gov> on 09/12/2017

Counts of All Jobs in Home Selection Area by Places (Cities, CDPs, etc.) in 2014 Top 25, All Workers



Map Legend

Job Count

- 102,963 - 190,720
- 49,672 - 102,962
- 20,367 - 49,671
- 6,468 - 20,366
- 1,306 - 6,467
- 115 - 1,305
- 35 - 114

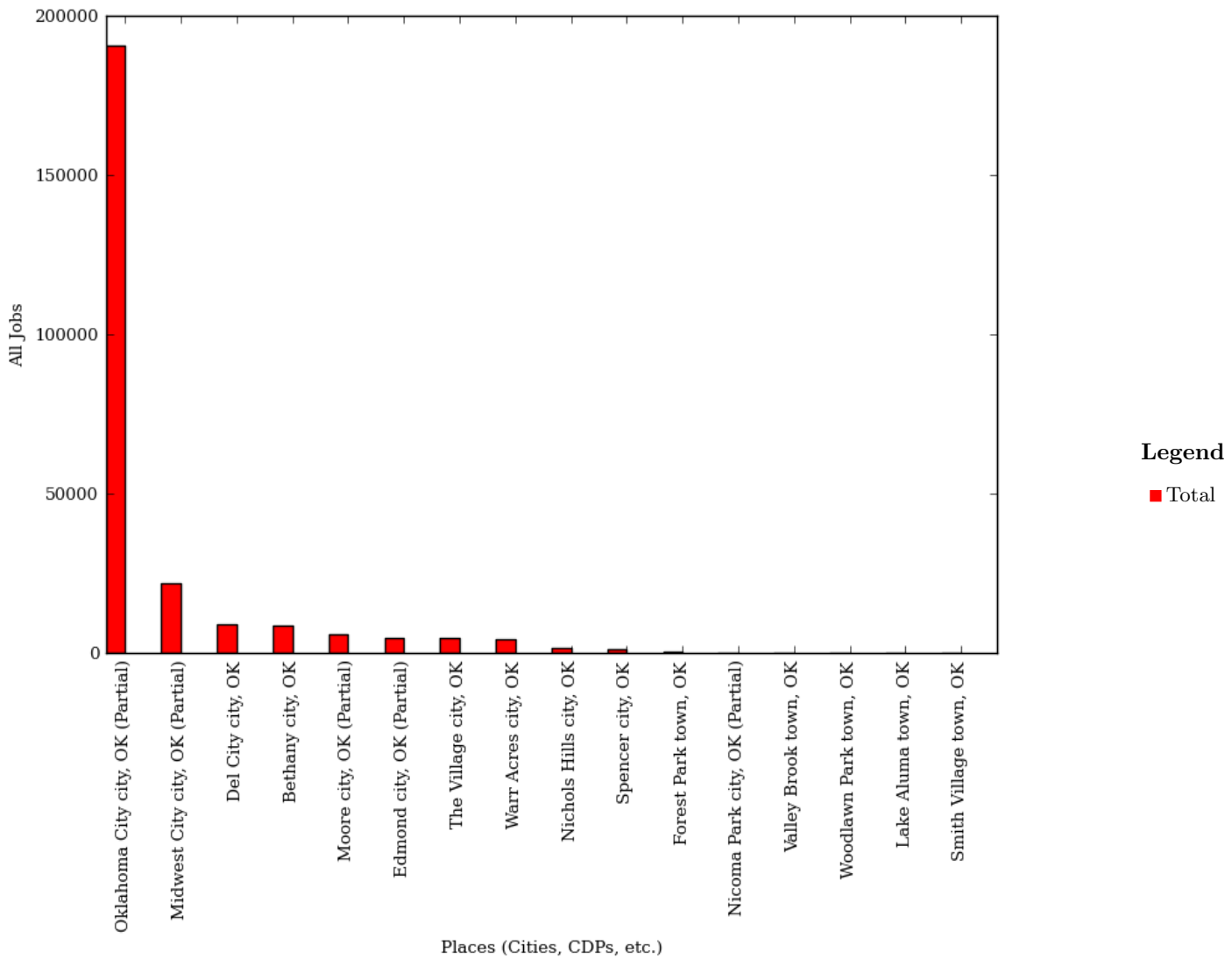
Selection Areas

- 📍 Analysis Selection



All Jobs by Places (Cities, CDPs, etc.) for All Workers in 2014

Top 25 (by Total) in Home Selection Area



All Jobs by Places (Cities, CDPs, etc.) for All Workers in 2014

Top 25 (by Total) in Home Selection Area

Places (Cities, CDPs, etc.)	Total
All Places (Cities, CDPs, etc.)	255,063
Oklahoma City city, OK (Partial)	190,720
Midwest City city, OK (Partial)	21,919
Del City city, OK	9,085
Bethany city, OK	8,747
Moore city, OK (Partial)	5,858
Edmond city, OK (Partial)	5,026
The Village city, OK	4,790
Warr Acres city, OK	4,588
Nichols Hills city, OK	1,823
Spencer city, OK	1,436
Forest Park town, OK	414
Nicoma Park city, OK (Partial)	301
Valley Brook town, OK	198
Woodlawn Park town, OK	69

Places (Cities, CDPs, etc.)	Total
Lake Aluma town, OK	54
Smith Village town, OK	35

Additional Information

Analysis Settings

Total Number of Features in Area	16
Analysis Type	Area Comparison
Comparison Type	Places (Cities, CDPs, etc.)
Selection area as	Home
Year(s)	2014
Job Type	All Jobs
Labor Market Segment	All Workers
Selection Area	Selection Area Freehand Drawing buffered 10.00 miles
Selected Census Blocks	12,787
Analysis Generation Date	09/12/2017 10:50 - OnTheMap 6.5
Code Revision	d811b5cc7e2dd2dc6203f94e753d94ce84f265af
LODES Data Version	20160219

Data Sources

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2014).

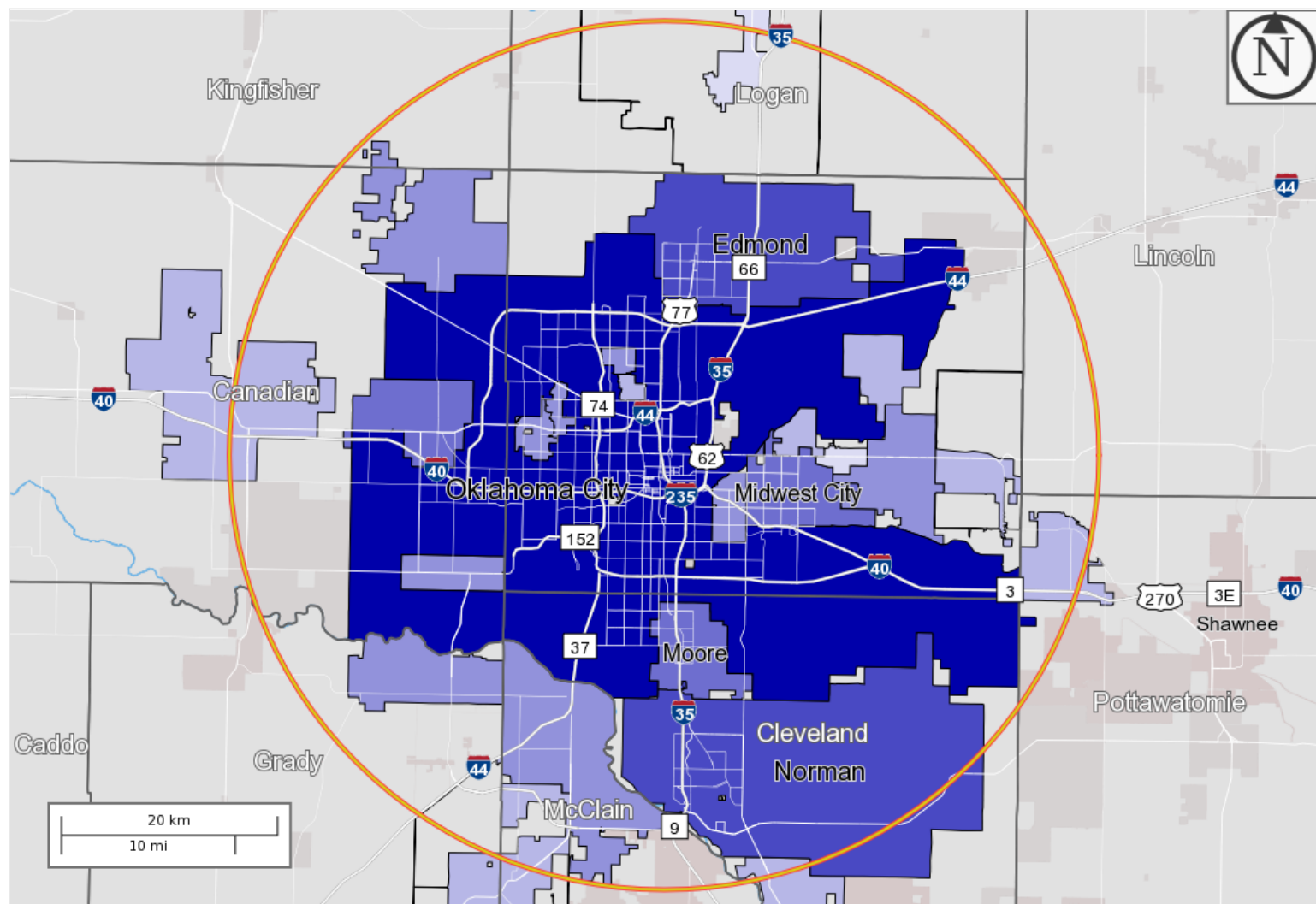
Notes

1. Race, Ethnicity, Educational Attainment, and Sex statistics are beta release results and are not available before 2009.
2. Educational Attainment is only produced for workers aged 30 and over.
3. Firm Age and Firm Size statistics are beta release results for All Private jobs and are not available before 2011.

2014 Home Area Comparison Report by Places (Cities, CDPs, etc.) 25 mi from Armory

Created by the U.S. Census Bureau's OnTheMap <http://onthemap.ces.census.gov> on 09/12/2017

Counts of All Jobs in Home Selection Area by Places (Cities, CDPs, etc.) in 2014 Top 25, All Workers



Map Legend

Job Count

- 140,849 - 260,269
- 68,331 - 140,848
- 28,452 - 68,330
- 9,539 - 28,451
- 2,515 - 9,538
- 894 - 2,514
- 785 - 893

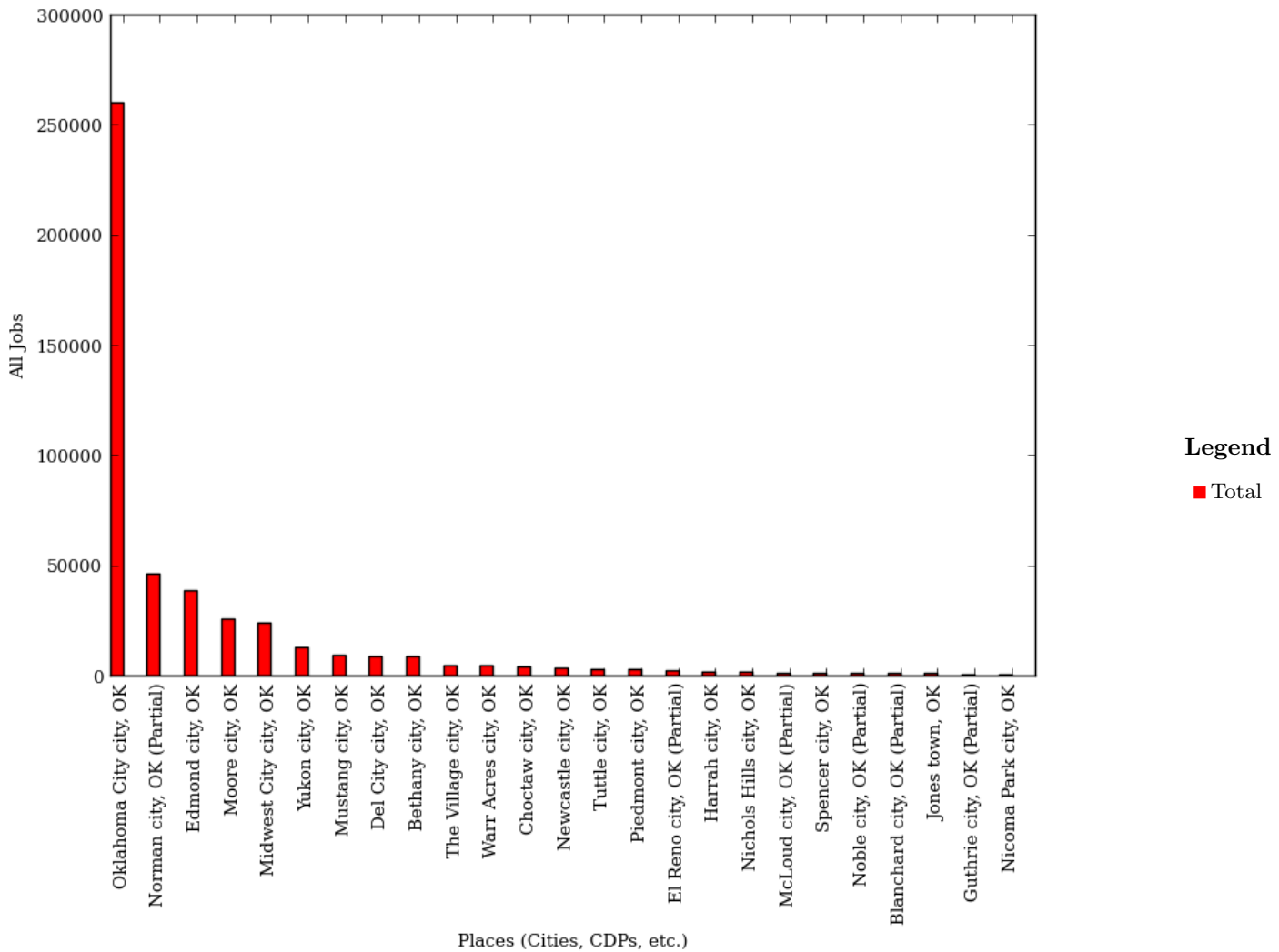
Selection Areas

- 📍 Analysis Selection



All Jobs by Places (Cities, CDPs, etc.) for All Workers in 2014

Top 25 (by Total) in Home Selection Area



All Jobs by Places (Cities, CDPs, etc.) for All Workers in 2014

Top 25 (by Total) in Home Selection Area

Places (Cities, CDPs, etc.)	Total
All Places (Cities, CDPs, etc.)	475,156
Oklahoma City city, OK	260,269
Norman city, OK (Partial)	46,505
Edmond city, OK	38,467
Moore city, OK	25,908
Midwest City city, OK	24,348
Yukon city, OK	12,691
Mustang city, OK	9,242
Del City city, OK	9,085
Bethany city, OK	8,747
The Village city, OK	4,790
Warr Acres city, OK	4,588
Choctaw city, OK	4,346
Newcastle city, OK	3,686
Tuttle city, OK	2,804
Piedmont city, OK	2,755

Places (Cities, CDPs, etc.)	Total
El Reno city, OK (Partial)	2,390
Harrah city, OK	2,013
Nichols Hills city, OK	1,823
McLoud city, OK (Partial)	1,510
Spencer city, OK	1,436
Noble city, OK (Partial)	1,351
Blanchard city, OK (Partial)	1,207
Jones town, OK	1,099
Guthrie city, OK (Partial)	787
Nicoma Park city, OK	785
All Other Places (Cities, CDPs, etc.)	2,524

Additional Information

Analysis Settings

Total Number of Features in Area	38
Analysis Type	Area Comparison
Comparison Type	Places (Cities, CDPs, etc.)
Selection area as	Home
Year(s)	2014
Job Type	All Jobs
Labor Market Segment	All Workers
Selection Area	Selection Area Freehand Drawing buffered 25.00 miles
Selected Census Blocks	26,606
Analysis Generation Date	09/12/2017 11:38 - OnTheMap 6.5
Code Revision	d811b5cc7e2dd2dc6203f94e753d94ce84f265af
LODES Data Version	20160219

Data Sources

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2014).

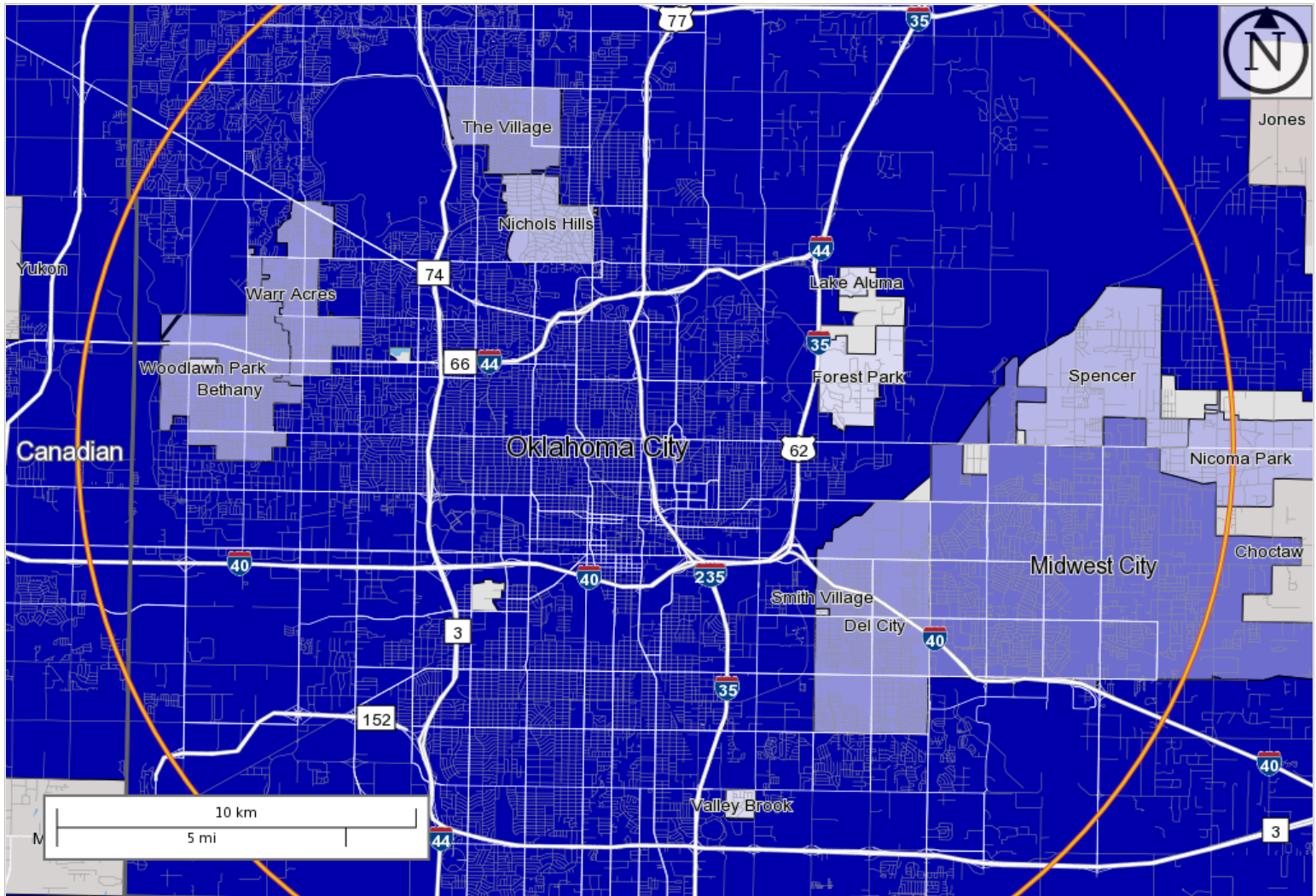
Notes

1. Race, Ethnicity, Educational Attainment, and Sex statistics are beta release results and are not available before 2009.
2. Educational Attainment is only produced for workers aged 30 and over.
3. Firm Age and Firm Size statistics are beta release results for All Private jobs and are not available before 2011.

2014 Work Area Comparison Report by Places (Cities, CDPs, etc.) 10 mi from Armory

Created by the U.S. Census Bureau's OnTheMap <http://onthemap.ces.census.gov> on 09/12/2017

Counts of All Jobs in Work Selection Area by Places (Cities, CDPs, etc.) in 2014 Top 25, All Workers



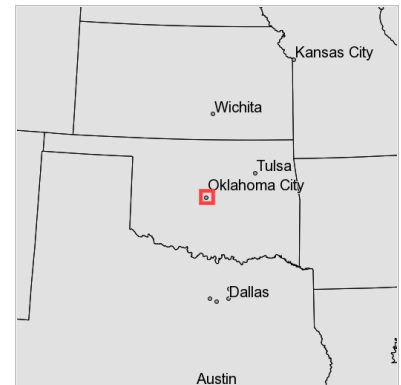
Map Legend

Job Count

- 194,798 - 360,883
- 93,944 - 194,797
- 38,482 - 93,943
- 12,179 - 38,481
- 2,409 - 12,178
- 155 - 2,408
- 4 - 154

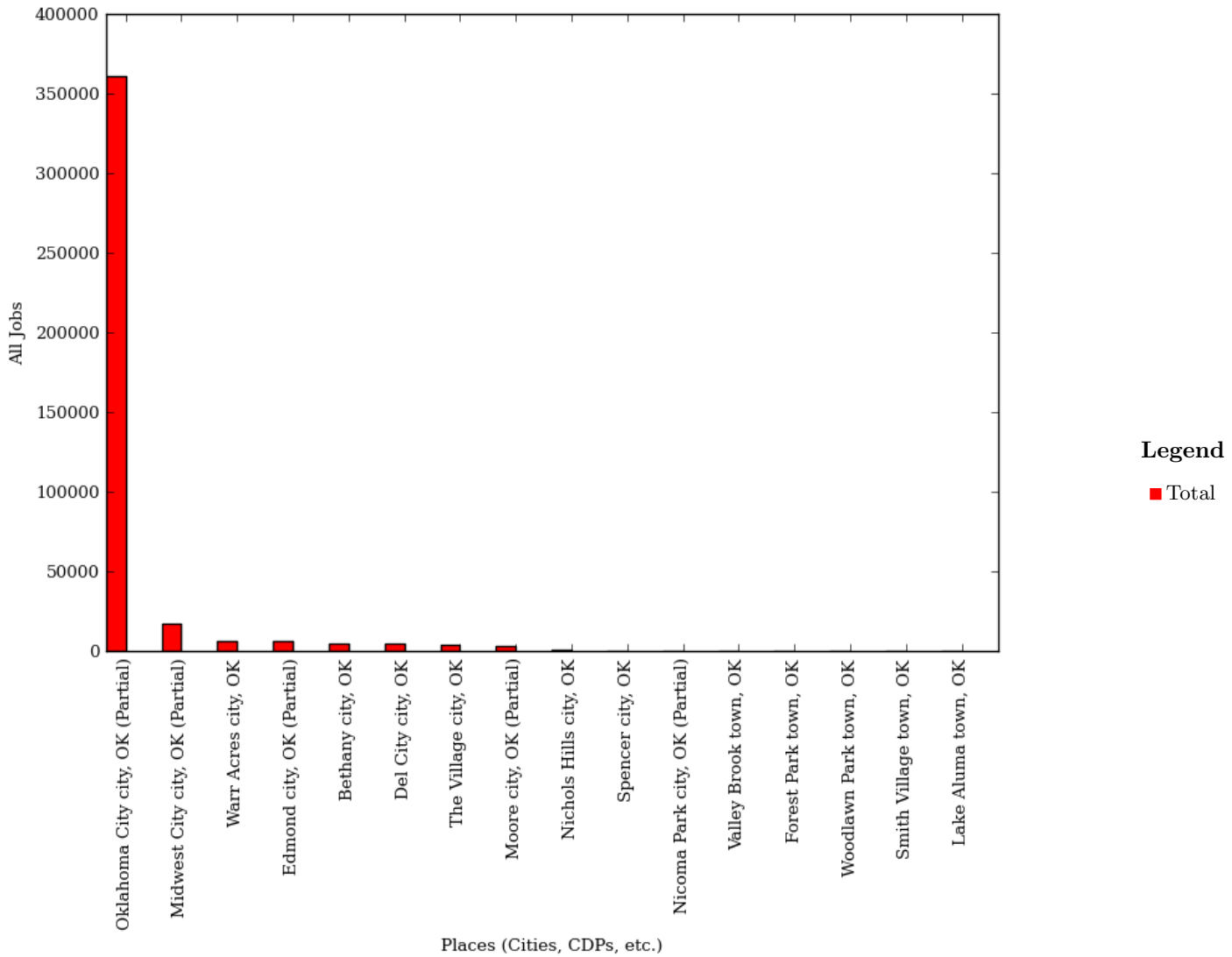
Selection Areas

- 📍 Analysis Selection



All Jobs by Places (Cities, CDPs, etc.) for All Workers in 2014

Top 25 (by Total) in Work Selection Area



All Jobs by Places (Cities, CDPs, etc.) for All Workers in 2014

Top 25 (by Total) in Work Selection Area

Places (Cities, CDPs, etc.)	Total
All Places (Cities, CDPs, etc.)	410,655
Oklahoma City city, OK (Partial)	360,883
Midwest City city, OK (Partial)	17,742
Warr Acres city, OK	6,819
Edmond city, OK (Partial)	6,402
Bethany city, OK	4,908
Del City city, OK	4,611
The Village city, OK	4,049
Moore city, OK (Partial)	3,213
Nichols Hills city, OK	1,206
Spencer city, OK	296
Nicoma Park city, OK (Partial)	228
Valley Brook town, OK	129
Forest Park town, OK	119
Woodlawn Park town, OK	39

Places (Cities, CDPs, etc.)	Total
Smith Village town, OK	7
Lake Aluma town, OK	4

Additional Information

Analysis Settings

Total Number of Features in Area	16
Analysis Type	Area Comparison
Comparison Type	Places (Cities, CDPs, etc.)
Selection area as	Work
Year(s)	2014
Job Type	All Jobs
Labor Market Segment	All Workers
Selection Area	Selection Area Freehand Drawing buffered 10.00 miles
Selected Census Blocks	12,787
Analysis Generation Date	09/12/2017 10:55 - OnTheMap 6.5
Code Revision	d811b5cc7e2dd2dc6203f94e753d94ce84f265af
LODES Data Version	20160219

Data Sources

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2014).

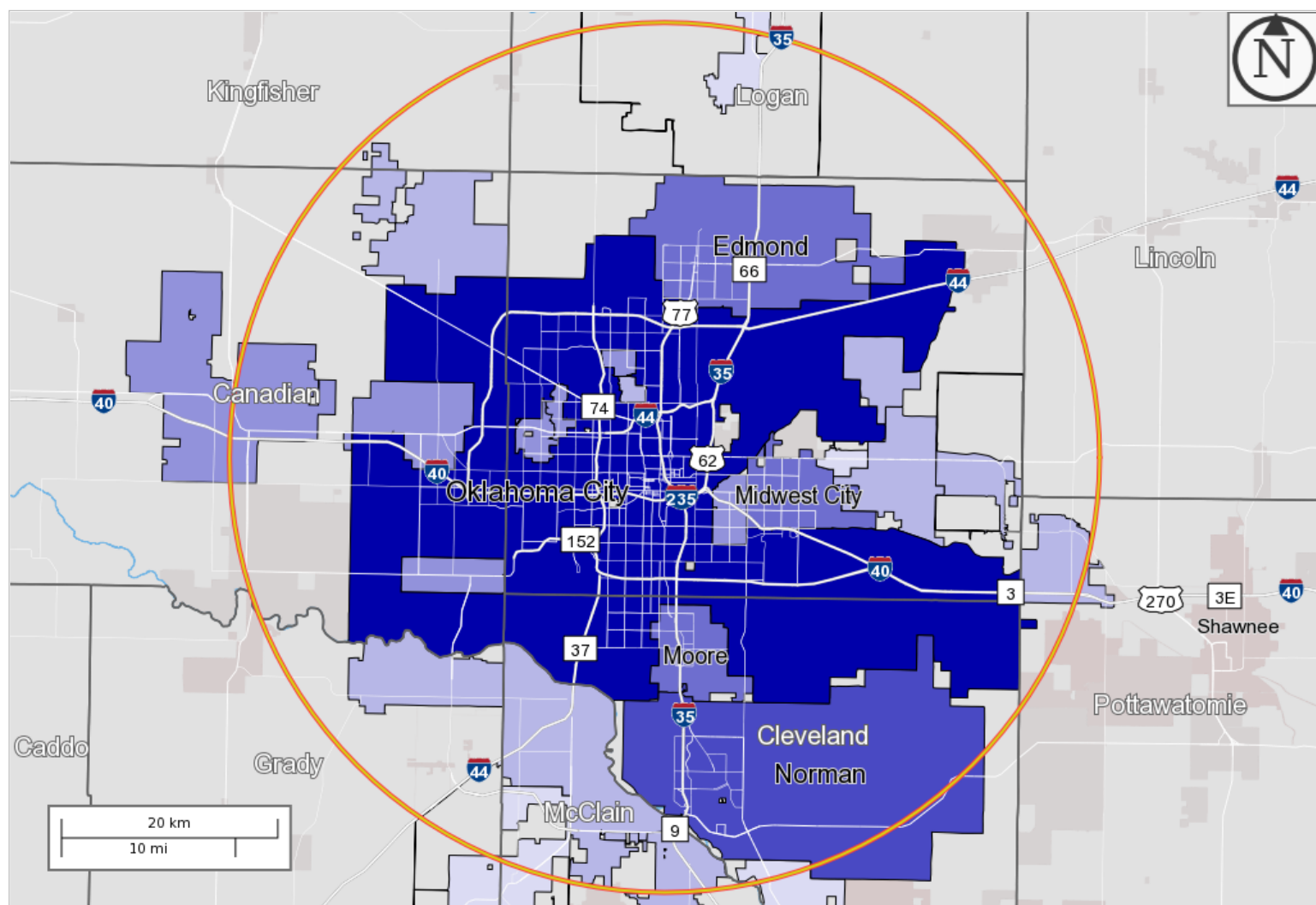
Notes

1. Race, Ethnicity, Educational Attainment, and Sex statistics are beta release results and are not available before 2009.
2. Educational Attainment is only produced for workers aged 30 and over.
3. Firm Age and Firm Size statistics are beta release results for All Private jobs and are not available before 2011.

2014 Work Area Comparison Report by Places (Cities, CDPs, etc.) 25 mi from Armory

Created by the U.S. Census Bureau's OnTheMap <http://onthemap.ces.census.gov> on 09/12/2017

Counts of All Jobs in Work Selection Area by Places (Cities, CDPs, etc.) in 2014 Top 25, All Workers



Map Legend

Job Count

- 206,698 - 382,624
- 99,868 - 206,697
- 41,120 - 99,867
- 13,258 - 41,119
- 2,910 - 13,257
- 522 - 2,909
- 362 - 521

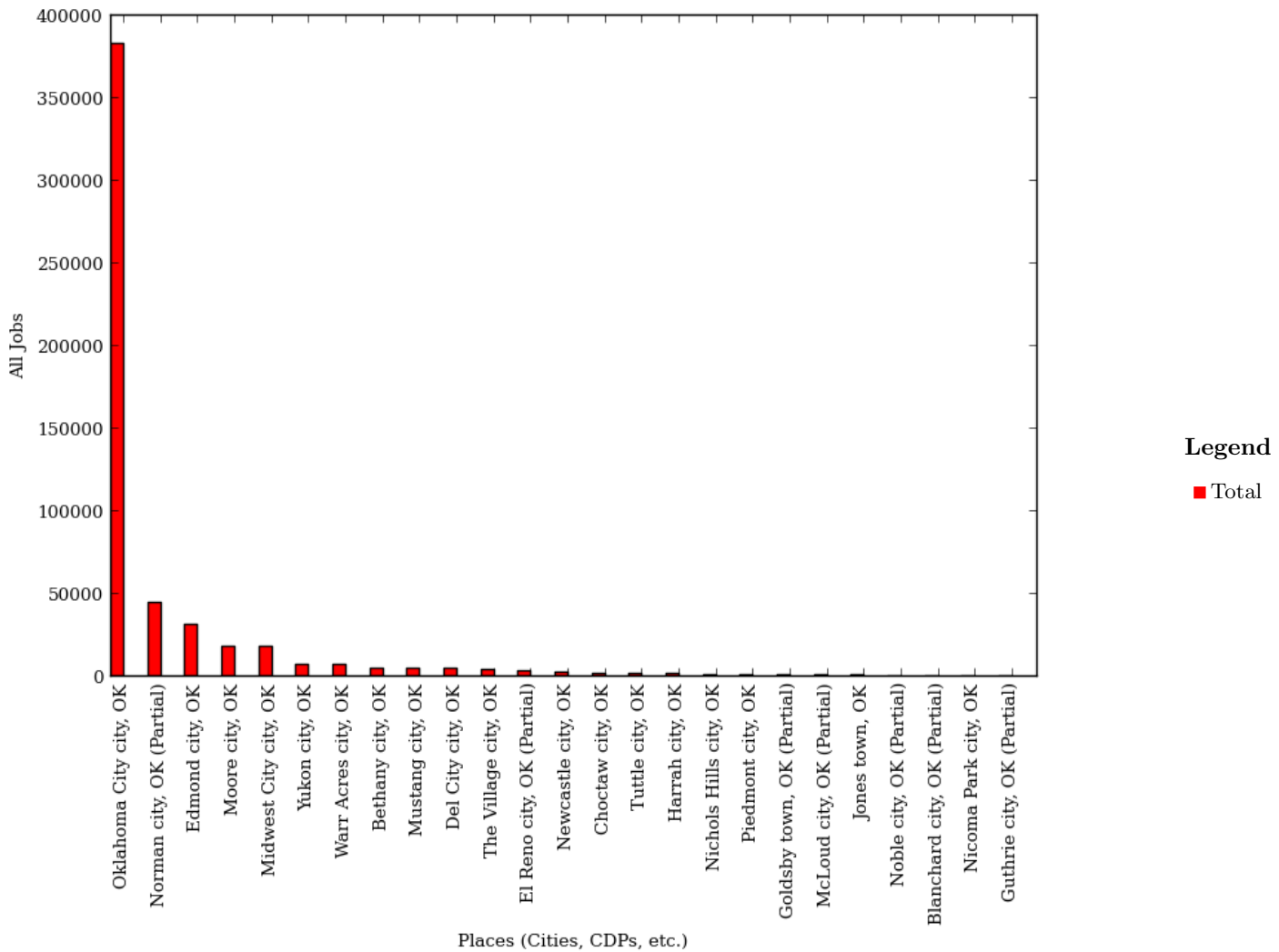
Selection Areas

- 📍 Analysis Selection



All Jobs by Places (Cities, CDPs, etc.) for All Workers in 2014

Top 25 (by Total) in Work Selection Area



All Jobs by Places (Cities, CDPs, etc.) for All Workers in 2014

Top 25 (by Total) in Work Selection Area

Places (Cities, CDPs, etc.)	Total
All Places (Cities, CDPs, etc.)	545,158
Oklahoma City city, OK	382,624
Norman city, OK (Partial)	45,007
Edmond city, OK	31,271
Moore city, OK	18,104
Midwest City city, OK	17,937
Yukon city, OK	7,174
Warr Acres city, OK	6,819
Bethany city, OK	4,908
Mustang city, OK	4,739
Del City city, OK	4,611
The Village city, OK	4,049
El Reno city, OK (Partial)	3,269
Newcastle city, OK	2,194
Choctaw city, OK	1,981
Tuttle city, OK	1,538

Places (Cities, CDPs, etc.)	Total
Harrah city, OK	1,358
Nichols Hills city, OK	1,206
Piedmont city, OK	1,128
Goldsby town, OK (Partial)	919
McLoud city, OK (Partial)	906
Jones town, OK	556
Noble city, OK (Partial)	483
Blanchard city, OK (Partial)	389
Nicoma Park city, OK	381
Guthrie city, OK (Partial)	362
All Other Places (Cities, CDPs, etc.)	1,245

Additional Information

Analysis Settings

Total Number of Features in Area	37
Analysis Type	Area Comparison
Comparison Type	Places (Cities, CDPs, etc.)
Selection area as	Work
Year(s)	2014
Job Type	All Jobs
Labor Market Segment	All Workers
Selection Area	Selection Area Freehand Drawing buffered 25.00 miles
Selected Census Blocks	26,606
Analysis Generation Date	09/12/2017 11:35 - OnTheMap 6.5
Code Revision	d811b5cc7e2dd2dc6203f94e753d94ce84f265af
LODES Data Version	20160219

Data Sources

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2014).

Notes

1. Race, Ethnicity, Educational Attainment, and Sex statistics are beta release results and are not available before 2009.
2. Educational Attainment is only produced for workers aged 30 and over.
3. Firm Age and Firm Size statistics are beta release results for All Private jobs and are not available before 2011.



Demographic and Income Profile

90-148 NE 23rd St, Oklahoma City, Oklahoma, 73105
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 35.49288
 Longitude: -97.50921

Summary	Census 2010	2017	2022
Population	8,893	10,054	10,841
Households	4,543	5,076	5,458
Families	1,775	1,967	2,103
Average Household Size	1.89	1.92	1.93
Owner Occupied Housing Units	1,628	1,721	1,845
Renter Occupied Housing Units	2,915	3,355	3,613
Median Age	35.0	36.6	38.0
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	1.52%	0.90%	0.83%
Households	1.46%	0.84%	0.79%
Families	1.35%	0.76%	0.71%
Owner HHs	1.40%	0.85%	0.72%
Median Household Income	1.52%	1.64%	2.12%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	1,139	22.4%	1,197	21.9%
\$15,000 - \$24,999	775	15.3%	782	14.3%
\$25,000 - \$34,999	494	9.7%	481	8.8%
\$35,000 - \$49,999	692	13.6%	663	12.1%
\$50,000 - \$74,999	665	13.1%	677	12.4%
\$75,000 - \$99,999	358	7.1%	453	8.3%
\$100,000 - \$149,999	485	9.6%	626	11.5%
\$150,000 - \$199,999	210	4.1%	265	4.9%
\$200,000+	257	5.1%	315	5.8%
Median Household Income	\$37,131		\$40,036	
Average Household Income	\$64,497		\$73,434	
Per Capita Income	\$33,217		\$37,539	

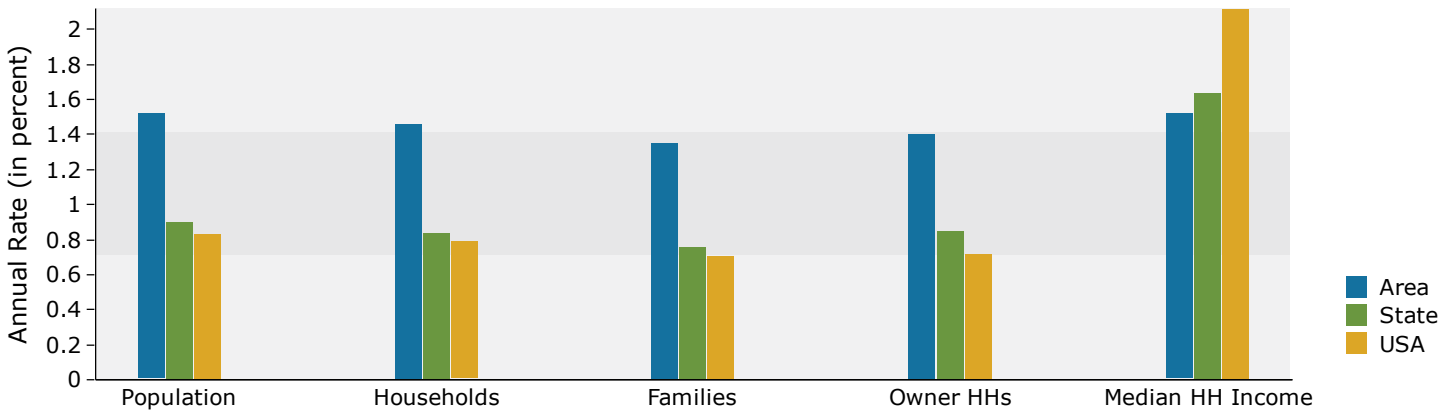
Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	529	5.9%	548	5.5%	595	5.5%
5 - 9	422	4.7%	501	5.0%	525	4.8%
10 - 14	379	4.3%	444	4.4%	494	4.6%
15 - 19	574	6.5%	576	5.7%	611	5.6%
20 - 24	782	8.8%	768	7.6%	727	6.7%
25 - 34	1,764	19.8%	1,967	19.6%	2,018	18.6%
35 - 44	1,142	12.8%	1,300	12.9%	1,491	13.8%
45 - 54	1,343	15.1%	1,296	12.9%	1,296	12.0%
55 - 64	1,164	13.1%	1,423	14.2%	1,485	13.7%
65 - 74	504	5.7%	809	8.0%	1,049	9.7%
75 - 84	200	2.2%	300	3.0%	405	3.7%
85+	90	1.0%	123	1.2%	144	1.3%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,255	47.9%	4,576	45.5%	4,908	45.3%
Black Alone	3,415	38.4%	3,899	38.8%	4,243	39.1%
American Indian Alone	243	2.7%	272	2.7%	291	2.7%
Asian Alone	376	4.2%	507	5.0%	540	5.0%
Pacific Islander Alone	17	0.2%	16	0.2%	16	0.1%
Some Other Race Alone	154	1.7%	223	2.2%	238	2.2%
Two or More Races	432	4.9%	561	5.6%	604	5.6%
Hispanic Origin (Any Race)	402	4.5%	558	5.6%	598	5.5%

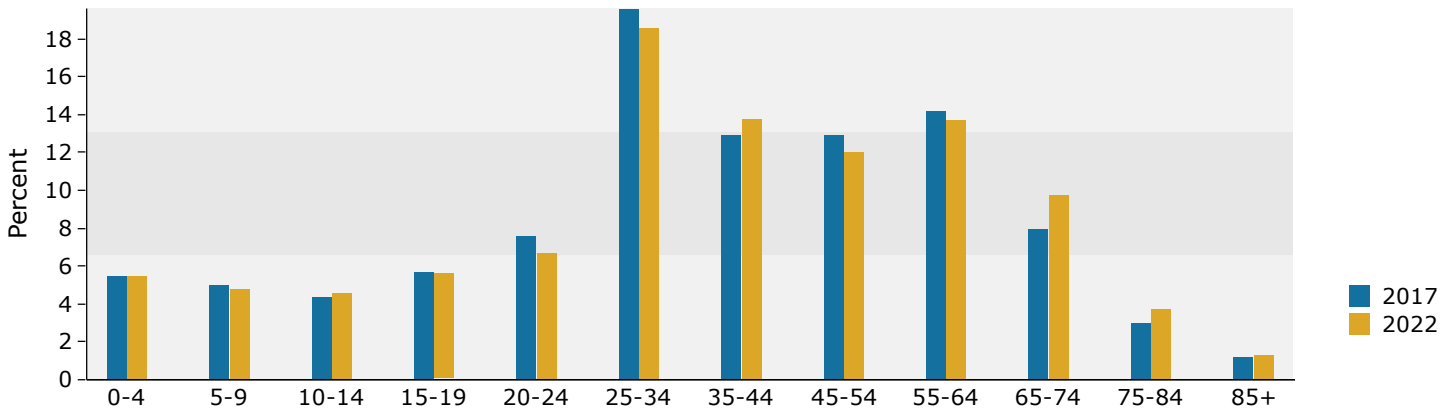
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

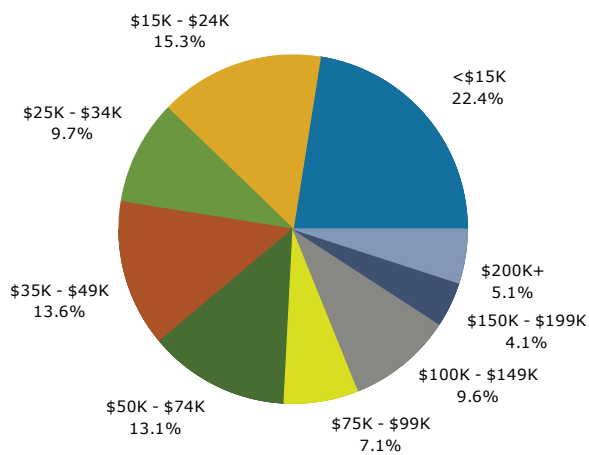
Trends 2017-2022



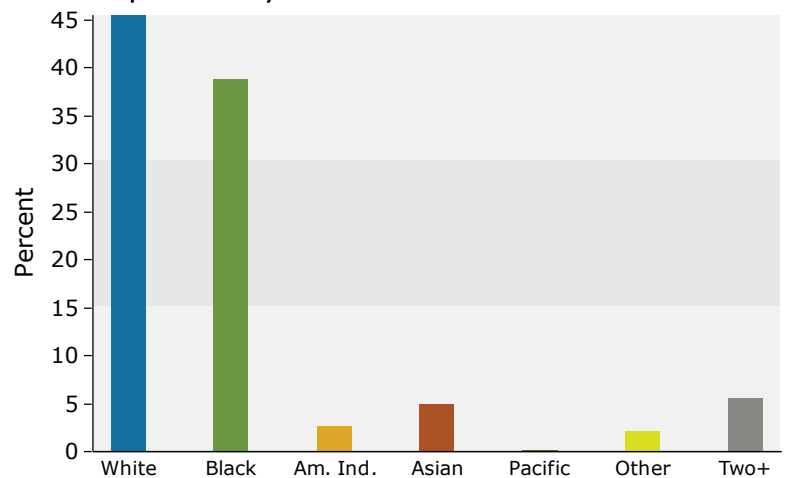
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 5.6%



Demographic and Income Profile

90-148 NE 23rd St, Oklahoma City, Oklahoma, 73105
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 35.49288
 Longitude: -97.50921

Summary	Census 2010	2017	2022
Population	69,440	76,411	81,118
Households	29,250	32,352	34,424
Families	13,784	14,775	15,524
Average Household Size	2.17	2.18	2.19
Owner Occupied Housing Units	13,062	13,272	13,995
Renter Occupied Housing Units	16,188	19,081	20,429
Median Age	34.0	35.5	36.5
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	1.20%	0.90%	0.83%
Households	1.25%	0.84%	0.79%
Families	0.99%	0.76%	0.71%
Owner HHs	1.07%	0.85%	0.72%
Median Household Income	1.03%	1.64%	2.12%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	7,396	22.9%	7,810	22.7%
\$15,000 - \$24,999	4,707	14.5%	4,738	13.8%
\$25,000 - \$34,999	3,482	10.8%	3,401	9.9%
\$35,000 - \$49,999	4,723	14.6%	4,511	13.1%
\$50,000 - \$74,999	4,915	15.2%	4,954	14.4%
\$75,000 - \$99,999	2,598	8.0%	3,214	9.3%
\$100,000 - \$149,999	2,541	7.9%	3,307	9.6%
\$150,000 - \$199,999	881	2.7%	1,124	3.3%
\$200,000+	1,109	3.4%	1,364	4.0%
Median Household Income	\$36,381		\$38,303	
Average Household Income	\$56,330		\$63,759	
Per Capita Income	\$25,559		\$28,667	

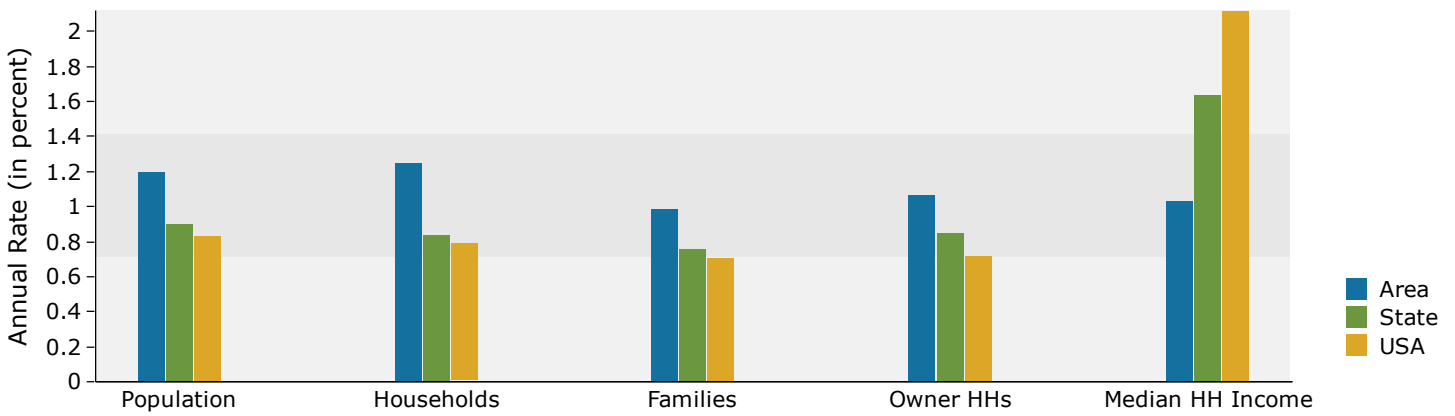
Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,739	6.8%	4,766	6.2%	5,014	6.2%
5 - 9	4,022	5.8%	4,417	5.8%	4,501	5.5%
10 - 14	3,456	5.0%	4,033	5.3%	4,275	5.3%
15 - 19	4,324	6.2%	4,476	5.9%	4,831	6.0%
20 - 24	6,448	9.3%	6,302	8.2%	6,487	8.0%
25 - 34	12,819	18.5%	13,648	17.9%	13,708	16.9%
35 - 44	9,082	13.1%	10,187	13.3%	11,217	13.8%
45 - 54	9,793	14.1%	9,542	12.5%	9,563	11.8%
55 - 64	7,706	11.1%	9,279	12.1%	9,580	11.8%
65 - 74	3,983	5.7%	6,090	8.0%	7,513	9.3%
75 - 84	2,195	3.2%	2,601	3.4%	3,313	4.1%
85+	875	1.3%	1,070	1.4%	1,114	1.4%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	31,148	44.9%	32,417	42.4%	34,295	42.3%
Black Alone	23,039	33.2%	25,078	32.8%	26,720	32.9%
American Indian Alone	2,364	3.4%	2,581	3.4%	2,746	3.4%
Asian Alone	3,050	4.4%	3,834	5.0%	4,022	5.0%
Pacific Islander Alone	66	0.1%	60	0.1%	61	0.1%
Some Other Race Alone	6,275	9.0%	8,153	10.7%	8,725	10.8%
Two or More Races	3,498	5.0%	4,289	5.6%	4,550	5.6%
Hispanic Origin (Any Race)	10,473	15.1%	13,490	17.7%	14,407	17.8%

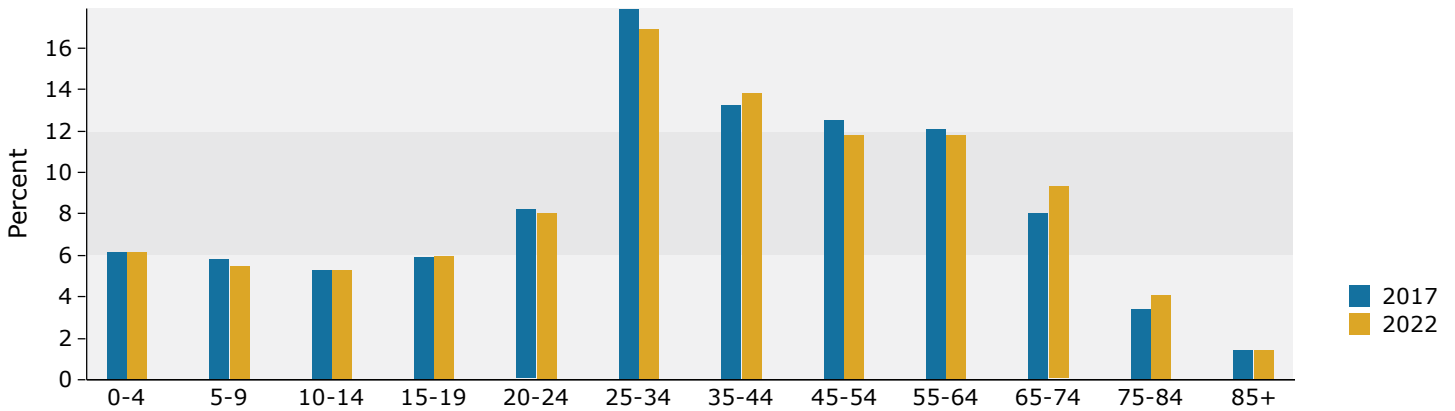
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

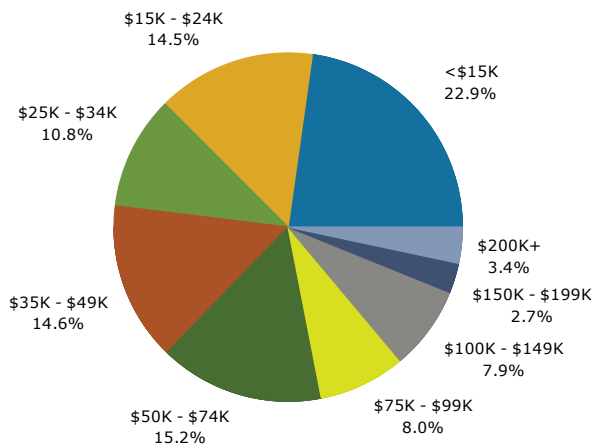
Trends 2017-2022



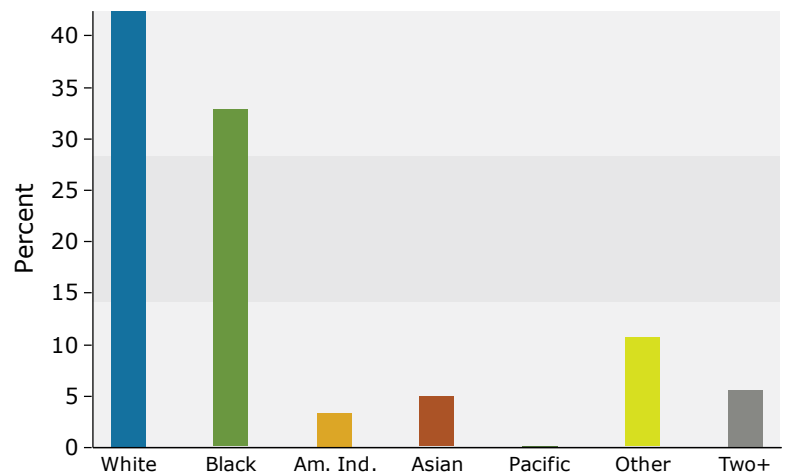
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 17.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.



Demographic and Income Profile

90-148 NE 23rd St, Oklahoma City, Oklahoma, 73105
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 35.49288
 Longitude: -97.50921

Summary	Census 2010	2017	2022
Population	169,105	185,094	196,001
Households	68,423	74,375	78,564
Families	36,915	39,220	41,043
Average Household Size	2.37	2.39	2.41
Owner Occupied Housing Units	34,950	35,386	37,143
Renter Occupied Housing Units	33,473	38,988	41,421
Median Age	33.6	34.8	35.6
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	1.15%	0.90%	0.83%
Households	1.10%	0.84%	0.79%
Families	0.91%	0.76%	0.71%
Owner HHs	0.97%	0.85%	0.72%
Median Household Income	0.84%	1.64%	2.12%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	15,011	20.2%	15,995	20.4%
\$15,000 - \$24,999	11,165	15.0%	11,314	14.4%
\$25,000 - \$34,999	8,732	11.7%	8,446	10.8%
\$35,000 - \$49,999	11,689	15.7%	11,093	14.1%
\$50,000 - \$74,999	12,119	16.3%	12,139	15.5%
\$75,000 - \$99,999	5,984	8.0%	7,449	9.5%
\$100,000 - \$149,999	5,166	6.9%	6,711	8.5%
\$150,000 - \$199,999	1,836	2.5%	2,280	2.9%
\$200,000+	2,673	3.6%	3,137	4.0%
Median Household Income	\$37,180		\$38,768	
Average Household Income	\$57,436		\$64,038	
Per Capita Income	\$23,969		\$26,513	

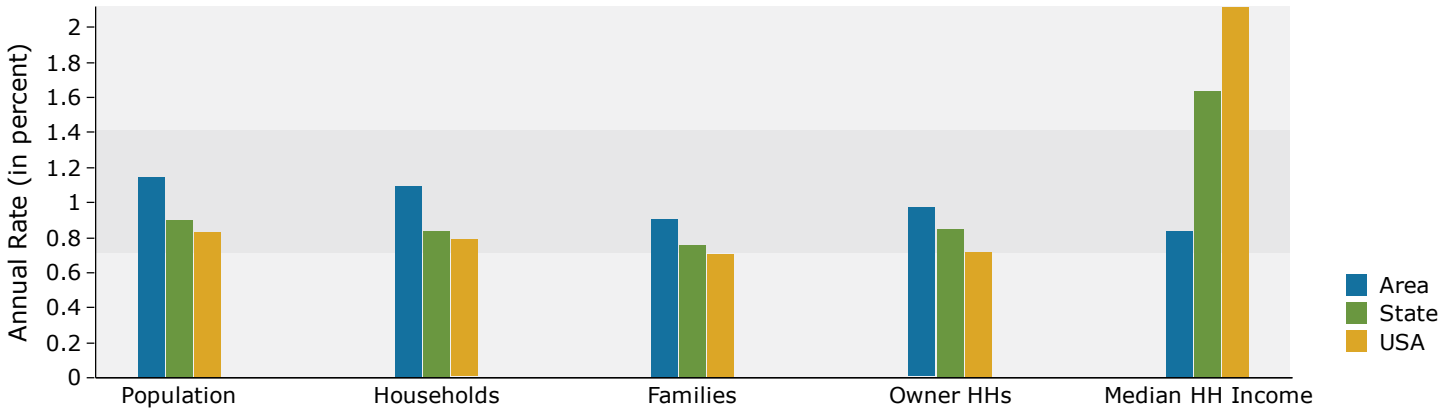
Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	13,668	8.1%	13,781	7.4%	14,490	7.4%
5 - 9	11,584	6.9%	12,752	6.9%	13,214	6.7%
10 - 14	9,973	5.9%	11,584	6.3%	12,538	6.4%
15 - 19	10,646	6.3%	11,163	6.0%	12,271	6.3%
20 - 24	13,519	8.0%	13,578	7.3%	13,955	7.1%
25 - 34	28,990	17.1%	30,335	16.4%	29,970	15.3%
35 - 44	21,360	12.6%	24,190	13.1%	26,748	13.6%
45 - 54	22,852	13.5%	22,008	11.9%	22,184	11.3%
55 - 64	18,107	10.7%	21,494	11.6%	21,830	11.1%
65 - 74	9,759	5.8%	14,453	7.8%	17,381	8.9%
75 - 84	6,135	3.6%	6,761	3.7%	8,380	4.3%
85+	2,511	1.5%	2,994	1.6%	3,039	1.6%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	86,860	51.4%	89,464	48.3%	94,087	48.0%
Black Alone	36,860	21.8%	40,329	21.8%	43,130	22.0%
American Indian Alone	6,466	3.8%	6,923	3.7%	7,334	3.7%
Asian Alone	4,959	2.9%	6,229	3.4%	6,521	3.3%
Pacific Islander Alone	188	0.1%	171	0.1%	175	0.1%
Some Other Race Alone	24,988	14.8%	31,405	17.0%	33,551	17.1%
Two or More Races	8,785	5.2%	10,573	5.7%	11,202	5.7%
Hispanic Origin (Any Race)	43,038	25.5%	53,649	29.0%	57,147	29.2%

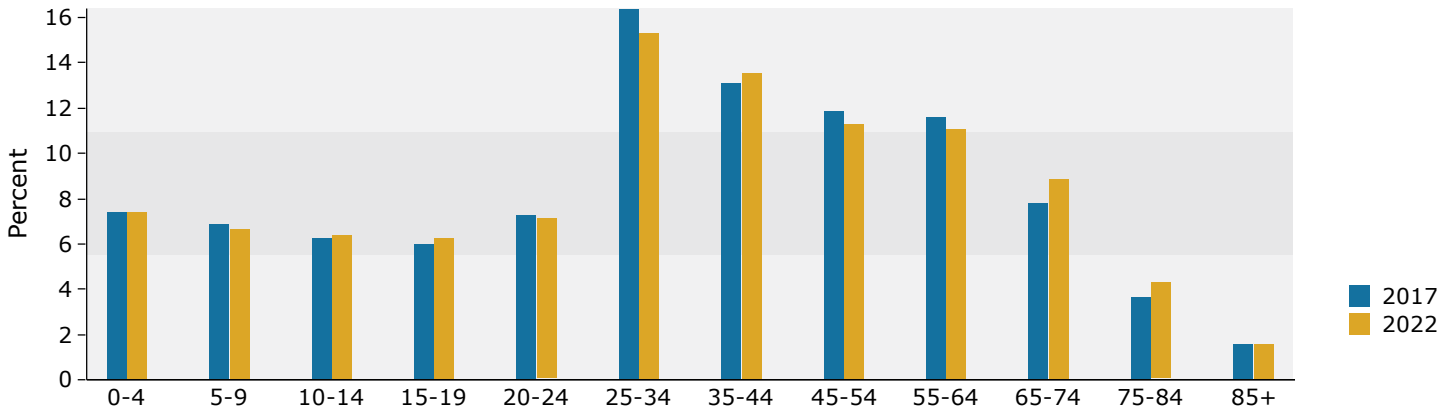
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

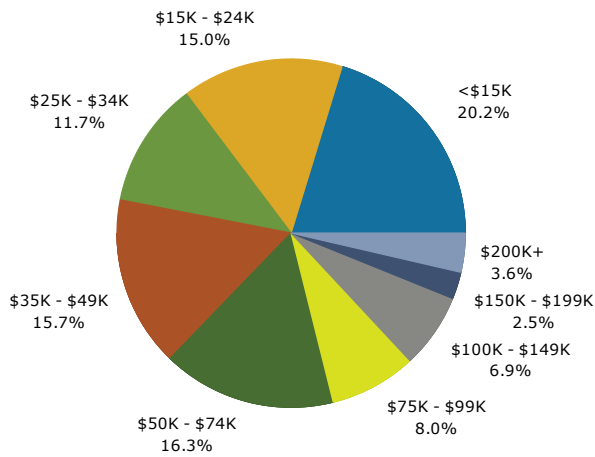
Trends 2017-2022



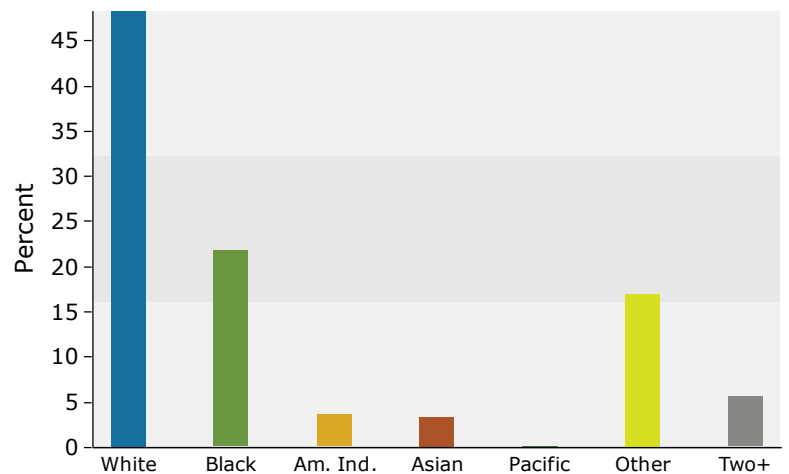
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 29.0%



Retail Goods and Services Expenditures

90-148 NE 23rd St, Oklahoma City, Oklahoma, 73105
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 35.49288
 Longitude: -97.50921

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Emerald City (8B)	27.5%	Population	10,054	10,841
Set to Impress (11D)	17.9%	Households	5,076	5,458
Modest Income Homes (12D)	13.6%	Families	1,967	2,103
Young and Restless (11B)	12.3%	Median Age	36.6	38.0
Social Security Set (9F)	8.0%	Median Household Income	\$37,131	\$40,036
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		82	\$1,769.27	\$8,980,798
Men's		82	\$347.34	\$1,763,075
Women's		82	\$602.45	\$3,058,042
Children's		83	\$279.54	\$1,418,931
Footwear		82	\$378.42	\$1,920,851
Watches & Jewelry		80	\$95.42	\$484,332
Apparel Products and Services (1)		81	\$66.11	\$335,566
Computer				
Computers and Hardware for Home Use		86	\$147.85	\$750,505
Portable Memory		89	\$4.73	\$24,021
Computer Software		89	\$10.29	\$52,240
Computer Accessories		83	\$14.97	\$75,993
Entertainment & Recreation		80	\$2,492.13	\$12,650,054
Fees and Admissions		77	\$488.37	\$2,478,964
Membership Fees for Clubs (2)		76	\$159.87	\$811,504
Fees for Participant Sports, excl. Trips		77	\$76.65	\$389,080
Tickets to Theatre/Operas/Concerts		79	\$46.86	\$237,858
Tickets to Movies/Museums/Parks		84	\$64.40	\$326,919
Admission to Sporting Events, excl. Trips		81	\$45.03	\$228,576
Fees for Recreational Lessons		71	\$94.65	\$480,456
Dating Services		111	\$0.90	\$4,571
TV/Video/Audio		85	\$1,087.04	\$5,517,818
Cable and Satellite Television Services		84	\$802.25	\$4,072,242
Televisions		86	\$102.78	\$521,714
Satellite Dishes		79	\$1.15	\$5,840
VCRs, Video Cameras, and DVD Players		89	\$5.81	\$29,475
Miscellaneous Video Equipment		77	\$7.35	\$37,286
Video Cassettes and DVDs		87	\$13.32	\$67,636
Video Game Hardware/Accessories		92	\$26.96	\$136,847
Video Game Software		99	\$15.27	\$77,496
Streaming/Downloaded Video		90	\$23.03	\$116,896
Rental of Video Cassettes and DVDs		89	\$13.54	\$68,739
Installation of Televisions		72	\$0.64	\$3,257
Audio (3)		80	\$70.83	\$359,544
Rental and Repair of TV/Radio/Sound Equipment		102	\$4.11	\$20,846
Pets		76	\$452.31	\$2,295,940
Toys/Games/Crafts/Hobbies (4)		82	\$99.20	\$503,562
Recreational Vehicles and Fees (5)		67	\$68.03	\$345,331
Sports/Recreation/Exercise Equipment (6)		77	\$132.36	\$671,844
Photo Equipment and Supplies (7)		80	\$44.59	\$226,334
Reading (8)		79	\$98.36	\$499,256
Catered Affairs (9)		72	\$21.87	\$111,006
Food		83	\$6,987.33	\$35,467,701
Food at Home		84	\$4,207.92	\$21,359,426
Bakery and Cereal Products		83	\$552.38	\$2,803,892
Meats, Poultry, Fish, and Eggs		84	\$958.30	\$4,864,328
Dairy Products		82	\$439.25	\$2,229,655
Fruits and Vegetables		83	\$813.62	\$4,129,949
Snacks and Other Food at Home (10)		84	\$1,444.37	\$7,331,603
Food Away from Home		83	\$2,779.41	\$14,108,274
Alcoholic Beverages		84	\$465.31	\$2,361,906

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

90-148 NE 23rd St, Oklahoma City, Oklahoma, 73105
Ring: 1 mile radius

Prepared by Esri
Latitude: 35.49288
Longitude: -97.50921

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	72	\$4,476.89	\$22,724,717
Value of Retirement Plans	68	\$16,591.51	\$84,218,516
Value of Other Financial Assets	77	\$996.16	\$5,056,514
Vehicle Loan Amount excluding Interest	82	\$2,220.07	\$11,269,092
Value of Credit Card Debt	79	\$460.21	\$2,336,014
Health			
Nonprescription Drugs	80	\$102.01	\$517,779
Prescription Drugs	78	\$300.97	\$1,527,708
Eyeglasses and Contact Lenses	78	\$73.40	\$372,603
Home			
Mortgage Payment and Basics (11)	67	\$5,758.75	\$29,231,398
Maintenance and Remodeling Services	66	\$1,282.10	\$6,507,946
Maintenance and Remodeling Materials (12)	62	\$250.98	\$1,273,977
Utilities, Fuel, and Public Services	82	\$4,115.17	\$20,888,617
Household Furnishings and Equipment			
Household Textiles (13)	83	\$79.12	\$401,603
Furniture	84	\$480.58	\$2,439,425
Rugs	77	\$17.84	\$90,536
Major Appliances (14)	73	\$235.80	\$1,196,911
Housewares (15)	80	\$76.04	\$385,979
Small Appliances	85	\$40.86	\$207,422
Luggage	80	\$9.45	\$47,960
Telephones and Accessories	88	\$61.00	\$309,637
Household Operations			
Child Care	79	\$377.36	\$1,915,470
Lawn and Garden (16)	70	\$292.39	\$1,484,193
Moving/Storage/Freight Express	95	\$60.93	\$309,286
Housekeeping Supplies (17)	81	\$576.75	\$2,927,594
Insurance			
Owners and Renters Insurance	70	\$363.34	\$1,844,306
Vehicle Insurance	83	\$973.09	\$4,939,383
Life/Other Insurance	70	\$299.30	\$1,519,260
Health Insurance	77	\$2,817.39	\$14,301,093
Personal Care Products (18)	82	\$387.36	\$1,966,261
School Books and Supplies (19)	84	\$130.57	\$662,772
Smoking Products	90	\$376.04	\$1,908,800
Transportation			
Payments on Vehicles excluding Leases	81	\$1,808.33	\$9,179,096
Gasoline and Motor Oil	82	\$2,280.29	\$11,574,761
Vehicle Maintenance and Repairs	81	\$864.76	\$4,389,539
Travel			
Airline Fares	77	\$394.72	\$2,003,603
Lodging on Trips	74	\$390.24	\$1,980,877
Auto/Truck Rental on Trips	77	\$20.29	\$102,977
Food and Drink on Trips	76	\$373.82	\$1,897,520

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

September 12, 2017



Retail Goods and Services Expenditures

90-148 NE 23rd St, Oklahoma City, Oklahoma, 73105
Ring: 1 mile radius

Prepared by Esri
Latitude: 35.49288
Longitude: -97.50921

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

90-148 NE 23rd St, Oklahoma City, Oklahoma, 73105
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 35.49288
 Longitude: -97.50921

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Emerald City (8B)	19.1%	Population	76,411	81,118
Modest Income Homes (12D)	16.4%	Households	32,352	34,424
Set to Impress (11D)	14.4%	Families	14,775	15,524
Hardscrabble Road (8G)	7.8%	Median Age	35.5	36.5
Social Security Set (9F)	6.4%	Median Household Income	\$36,381	\$38,303
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		72	\$1,546.19	\$50,022,480
Men's		72	\$303.84	\$9,829,719
Women's		71	\$523.41	\$16,933,222
Children's		74	\$248.74	\$8,047,374
Footwear		72	\$331.52	\$10,725,443
Watches & Jewelry		69	\$81.63	\$2,640,961
Apparel Products and Services (1)		70	\$57.05	\$1,845,761
Computer				
Computers and Hardware for Home Use		74	\$128.60	\$4,160,353
Portable Memory		78	\$4.15	\$134,220
Computer Software		77	\$8.90	\$287,875
Computer Accessories		72	\$13.00	\$420,563
Entertainment & Recreation		70	\$2,182.83	\$70,618,823
Fees and Admissions		66	\$419.24	\$13,563,315
Membership Fees for Clubs (2)		65	\$137.26	\$4,440,610
Fees for Participant Sports, excl. Trips		67	\$66.48	\$2,150,902
Tickets to Theatre/Operas/Concerts		67	\$40.06	\$1,296,172
Tickets to Movies/Museums/Parks		72	\$55.37	\$1,791,181
Admission to Sporting Events, excl. Trips		71	\$39.43	\$1,275,751
Fees for Recreational Lessons		60	\$79.85	\$2,583,187
Dating Services		98	\$0.79	\$25,513
TV/Video/Audio		75	\$960.87	\$31,086,103
Cable and Satellite Television Services		75	\$711.51	\$23,018,813
Televisions		76	\$90.43	\$2,925,655
Satellite Dishes		68	\$0.99	\$31,868
VCRs, Video Cameras, and DVD Players		77	\$5.06	\$163,601
Miscellaneous Video Equipment		67	\$6.47	\$209,399
Video Cassettes and DVDs		76	\$11.62	\$375,879
Video Game Hardware/Accessories		82	\$23.90	\$773,245
Video Game Software		87	\$13.54	\$438,165
Streaming/Downloaded Video		78	\$20.06	\$649,054
Rental of Video Cassettes and DVDs		77	\$11.78	\$381,136
Installation of Televisions		63	\$0.56	\$18,084
Audio (3)		69	\$61.39	\$1,986,025
Rental and Repair of TV/Radio/Sound Equipment		88	\$3.56	\$115,180
Pets		67	\$397.61	\$12,863,564
Toys/Games/Crafts/Hobbies (4)		72	\$87.70	\$2,837,389
Recreational Vehicles and Fees (5)		59	\$59.75	\$1,932,985
Sports/Recreation/Exercise Equipment (6)		67	\$114.03	\$3,689,123
Photo Equipment and Supplies (7)		70	\$38.59	\$1,248,602
Reading (8)		69	\$85.78	\$2,775,118
Catered Affairs (9)		63	\$19.25	\$622,623
Food		73	\$6,140.39	\$198,653,963
Food at Home		74	\$3,710.31	\$120,035,988
Bakery and Cereal Products		74	\$487.92	\$15,785,127
Meats, Poultry, Fish, and Eggs		74	\$848.71	\$27,457,571
Dairy Products		73	\$387.13	\$12,524,497
Fruits and Vegetables		73	\$713.35	\$23,078,449
Snacks and Other Food at Home (10)		74	\$1,273.19	\$41,190,345
Food Away from Home		73	\$2,430.08	\$78,617,975
Alcoholic Beverages		72	\$401.66	\$12,994,344

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Retail Goods and Services Expenditures

90-148 NE 23rd St, Oklahoma City, Oklahoma, 73105
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 35.49288
 Longitude: -97.50921

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	62	\$3,863.43	\$124,989,657
Value of Retirement Plans	60	\$14,499.51	\$469,088,127
Value of Other Financial Assets	67	\$869.71	\$28,136,732
Vehicle Loan Amount excluding Interest	72	\$1,970.82	\$63,759,809
Value of Credit Card Debt	69	\$403.93	\$13,068,082
Health			
Nonprescription Drugs	70	\$89.85	\$2,906,871
Prescription Drugs	69	\$268.27	\$8,678,981
Eyeglasses and Contact Lenses	69	\$64.90	\$2,099,732
Home			
Mortgage Payment and Basics (11)	59	\$5,077.57	\$164,269,616
Maintenance and Remodeling Services	58	\$1,124.57	\$36,382,013
Maintenance and Remodeling Materials (12)	55	\$223.97	\$7,246,030
Utilities, Fuel, and Public Services	73	\$3,660.22	\$118,415,299
Household Furnishings and Equipment			
Household Textiles (13)	72	\$68.96	\$2,230,835
Furniture	74	\$421.98	\$13,652,017
Rugs	67	\$15.52	\$502,017
Major Appliances (14)	65	\$210.05	\$6,795,532
Housewares (15)	71	\$66.95	\$2,165,852
Small Appliances	74	\$35.73	\$1,156,045
Luggage	68	\$8.11	\$262,439
Telephones and Accessories	78	\$54.05	\$1,748,528
Household Operations			
Child Care	68	\$327.64	\$10,599,813
Lawn and Garden (16)	62	\$258.05	\$8,348,566
Moving/Storage/Freight Express	81	\$51.74	\$1,673,735
Housekeeping Supplies (17)	72	\$509.06	\$16,469,233
Insurance			
Owners and Renters Insurance	63	\$326.79	\$10,572,155
Vehicle Insurance	73	\$857.27	\$27,734,362
Life/Other Insurance	61	\$261.94	\$8,474,281
Health Insurance	68	\$2,487.55	\$80,477,172
Personal Care Products (18)	72	\$339.06	\$10,969,232
School Books and Supplies (19)	74	\$115.04	\$3,721,624
Smoking Products	82	\$339.90	\$10,996,358
Transportation			
Payments on Vehicles excluding Leases	71	\$1,602.62	\$51,848,048
Gasoline and Motor Oil	73	\$2,022.83	\$65,442,741
Vehicle Maintenance and Repairs	71	\$760.86	\$24,615,210
Travel			
Airline Fares	66	\$336.02	\$10,870,972
Lodging on Trips	65	\$338.54	\$10,952,490
Auto/Truck Rental on Trips	66	\$17.43	\$563,771
Food and Drink on Trips	66	\$323.77	\$10,474,672

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Retail Goods and Services Expenditures

90-148 NE 23rd St, Oklahoma City, Oklahoma, 73105
Ring: 3 mile radius

Prepared by Esri
Latitude: 35.49288
Longitude: -97.50921

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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Retail Goods and Services Expenditures

90-148 NE 23rd St, Oklahoma City, Oklahoma, 73105
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 35.49288
 Longitude: -97.50921

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Emerald City (8B)	10.4%	Population	185,094	196,001
Traditional Living (12B)	10.3%	Households	74,375	78,564
Hardscrabble Road (8G)	10.1%	Families	39,220	41,043
Barrios Urbanos (7D)	10.0%	Median Age	34.8	35.6
Set to Impress (11D)	8.3%	Median Household Income	\$37,180	\$38,768
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		73	\$1,575.10	\$117,148,017
Men's		73	\$309.31	\$23,004,880
Women's		72	\$529.20	\$39,359,197
Children's		77	\$258.46	\$19,222,847
Footwear		73	\$339.25	\$25,231,516
Watches & Jewelry		69	\$81.78	\$6,082,501
Apparel Products and Services (1)		70	\$57.10	\$4,247,077
Computer				
Computers and Hardware for Home Use		75	\$129.06	\$9,598,572
Portable Memory		78	\$4.13	\$307,238
Computer Software		76	\$8.77	\$652,370
Computer Accessories		73	\$13.12	\$975,628
Entertainment & Recreation		71	\$2,226.58	\$165,601,885
Fees and Admissions		68	\$430.24	\$31,998,928
Membership Fees for Clubs (2)		67	\$140.30	\$10,435,092
Fees for Participant Sports, excl. Trips		69	\$68.51	\$5,095,482
Tickets to Theatre/Operas/Concerts		68	\$40.57	\$3,017,668
Tickets to Movies/Museums/Parks		73	\$56.03	\$4,167,324
Admission to Sporting Events, excl. Trips		72	\$40.21	\$2,990,756
Fees for Recreational Lessons		63	\$83.86	\$6,236,759
Dating Services		93	\$0.75	\$55,846
TV/Video/Audio		75	\$966.88	\$71,911,504
Cable and Satellite Television Services		75	\$715.53	\$53,217,757
Televisions		76	\$90.94	\$6,763,987
Satellite Dishes		70	\$1.01	\$75,267
VCRs, Video Cameras, and DVD Players		78	\$5.08	\$377,854
Miscellaneous Video Equipment		71	\$6.79	\$505,177
Video Cassettes and DVDs		77	\$11.67	\$868,146
Video Game Hardware/Accessories		81	\$23.79	\$1,769,590
Video Game Software		86	\$13.34	\$992,392
Streaming/Downloaded Video		78	\$19.98	\$1,485,928
Rental of Video Cassettes and DVDs		78	\$11.86	\$882,204
Installation of Televisions		66	\$0.59	\$43,677
Audio (3)		71	\$62.84	\$4,673,936
Rental and Repair of TV/Radio/Sound Equipment		85	\$3.44	\$255,590
Pets		69	\$410.35	\$30,519,818
Toys/Games/Crafts/Hobbies (4)		74	\$90.04	\$6,697,021
Recreational Vehicles and Fees (5)		63	\$64.32	\$4,783,874
Sports/Recreation/Exercise Equipment (6)		69	\$117.36	\$8,728,856
Photo Equipment and Supplies (7)		70	\$39.04	\$2,903,710
Reading (8)		70	\$87.86	\$6,534,620
Catered Affairs (9)		67	\$20.48	\$1,523,554
Food		75	\$6,235.68	\$463,778,609
Food at Home		75	\$3,775.99	\$280,839,259
Bakery and Cereal Products		75	\$496.04	\$36,892,700
Meats, Poultry, Fish, and Eggs		76	\$866.05	\$64,412,493
Dairy Products		74	\$394.90	\$29,371,047
Fruits and Vegetables		74	\$725.45	\$53,955,479
Snacks and Other Food at Home (10)		75	\$1,293.55	\$96,207,540
Food Away from Home		74	\$2,459.69	\$182,939,350
Alcoholic Beverages		72	\$402.16	\$29,910,790

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Retail Goods and Services Expenditures

90-148 NE 23rd St, Oklahoma City, Oklahoma, 73105
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.49288
Longitude: -97.50921

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	65	\$4,006.17	\$297,958,737
Value of Retirement Plans	63	\$15,412.58	\$1,146,310,872
Value of Other Financial Assets	69	\$900.92	\$67,005,845
Vehicle Loan Amount excluding Interest	74	\$2,027.19	\$150,771,963
Value of Credit Card Debt	71	\$413.83	\$30,778,861
Health			
Nonprescription Drugs	72	\$91.72	\$6,821,718
Prescription Drugs	71	\$275.30	\$20,475,332
Eyeglasses and Contact Lenses	71	\$66.97	\$4,981,183
Home			
Mortgage Payment and Basics (11)	64	\$5,483.05	\$407,802,053
Maintenance and Remodeling Services	62	\$1,209.35	\$89,945,043
Maintenance and Remodeling Materials (12)	61	\$246.93	\$18,365,579
Utilities, Fuel, and Public Services	74	\$3,732.89	\$277,634,007
Household Furnishings and Equipment			
Household Textiles (13)	73	\$69.82	\$5,192,495
Furniture	75	\$427.29	\$31,780,039
Rugs	69	\$15.96	\$1,187,209
Major Appliances (14)	69	\$221.46	\$16,471,236
Housewares (15)	72	\$68.56	\$5,099,091
Small Appliances	75	\$36.03	\$2,679,977
Luggage	69	\$8.24	\$612,727
Telephones and Accessories	78	\$54.19	\$4,030,649
Household Operations			
Child Care	70	\$335.78	\$24,973,624
Lawn and Garden (16)	65	\$273.68	\$20,354,634
Moving/Storage/Freight Express	78	\$50.04	\$3,721,676
Housekeeping Supplies (17)	73	\$521.21	\$38,765,253
Insurance			
Owners and Renters Insurance	67	\$346.64	\$25,781,080
Vehicle Insurance	74	\$870.62	\$64,752,159
Life/Other Insurance	65	\$277.33	\$20,626,718
Health Insurance	70	\$2,563.80	\$190,682,855
Personal Care Products (18)	73	\$345.11	\$25,667,368
School Books and Supplies (19)	75	\$116.52	\$8,666,153
Smoking Products	81	\$337.12	\$25,073,531
Transportation			
Payments on Vehicles excluding Leases	74	\$1,653.19	\$122,956,289
Gasoline and Motor Oil	75	\$2,071.88	\$154,095,757
Vehicle Maintenance and Repairs	73	\$778.19	\$57,877,634
Travel			
Airline Fares	67	\$341.44	\$25,394,322
Lodging on Trips	67	\$349.84	\$26,019,373
Auto/Truck Rental on Trips	68	\$17.92	\$1,332,701
Food and Drink on Trips	68	\$334.09	\$24,848,270

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

90-148 NE 23rd St, Oklahoma City, Oklahoma, 73105
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.49288
Longitude: -97.50921

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Appendix C

Traffic Count Profile

90-148 NE 23rd St, Oklahoma City, Oklahoma, 73105
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 35.49288
Longitude: -97.50921

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.03	NE 23rd St	N Oklahoma Ave (0.02 miles W)	2016	22,770
0.11		(0.00 miles)	2015	16,257
0.16	NE 23rd St	N Lincoln Blvd (0.05 miles E)	2016	21,328
0.22	N Lincoln Blvd	NE 23rd St (0.07 miles N)	2014	7,404
0.22	NW 23rd St	I- 235 (0.03 miles E)	2015	23,338
0.24	N Lincoln Blvd	NE 24th St (0.03 miles N)	2014	9,807
0.26	N Santa Fe Ave	NE 24th St (0.07 miles SE)	2015	4,000
0.26	N Broadway Ave	NW 23rd St (0.03 miles N)	2016	14,785
0.27	N Broadway Ave	NW 23rd St (0.05 miles S)	2014	16,349
0.29	N Lincoln Blvd	NE 24th St (0.04 miles S)	2014	17,751
0.33	NW 23rd St	N Robinson Ave (0.04 miles W)	2015	27,223
0.33	N Broadway Ave	NW 20th St (0.01 miles N)	2003	11,499
0.34	NE 23rd St	N Lincoln Blvd (0.12 miles E)	2014	16,980
0.38	I- 235	NE 16th Pl (0.10 miles S)	2014	91,700
0.39	N Robinson Ave	NW 22nd St (0.03 miles N)	2016	1,753
0.40	NE 18th St	N Stiles Ave (0.04 miles W)	2015	2,678
0.41	N Walnut Ave	NE 16th Pl (0.06 miles S)	2015	1,964
0.43	N Lincoln Blvd	NE 27th St (0.04 miles NE)	2014	18,315
0.45	N Lincoln Blvd	NE 19th St (0.02 miles N)	2014	16,947
0.45	N Broadway Ave	NW 18th St (0.04 miles N)	2014	11,645
0.45	N Lincoln Blvd	NE 23rd St (0.03 miles S)	2016	11,590
0.45	N Lincoln Blvd	NE 23rd St (0.06 miles N)	2014	8,820
0.46	N Robinson Ave	NW 19th St (0.02 miles S)	2003	2,500
0.46	N Santa Fe Ave	NE 28th St (0.02 miles S)	2015	4,746
0.47	N Lincoln Blvd	NE 17th St (0.03 miles S)	2014	7,592
0.47	N Harvey Ave	NW 22nd St (0.04 miles N)	2016	1,146
0.47	NE 16th Pl	I- 235 (0.04 miles W)	2014	1,483
0.48	N Lincoln Blvd	NE 23rd St (0.16 miles S)	2014	17,928
0.49	NW 23rd St	N Harvey Ave (0.03 miles E)	2016	26,609
0.51	NW 16th St	N Broadway Ave (0.07 miles W)	2014	1,481

Data Note: The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2017 to 1963. Over 25% of the counts were taken between 2010 and 2017 and over 77% of the counts were taken between 2000 and 2017. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

Source: ©2017 Kalibrate Technologies