# Retail Market Research & Strategic Plan Overview

City of Grove, Oklahoma

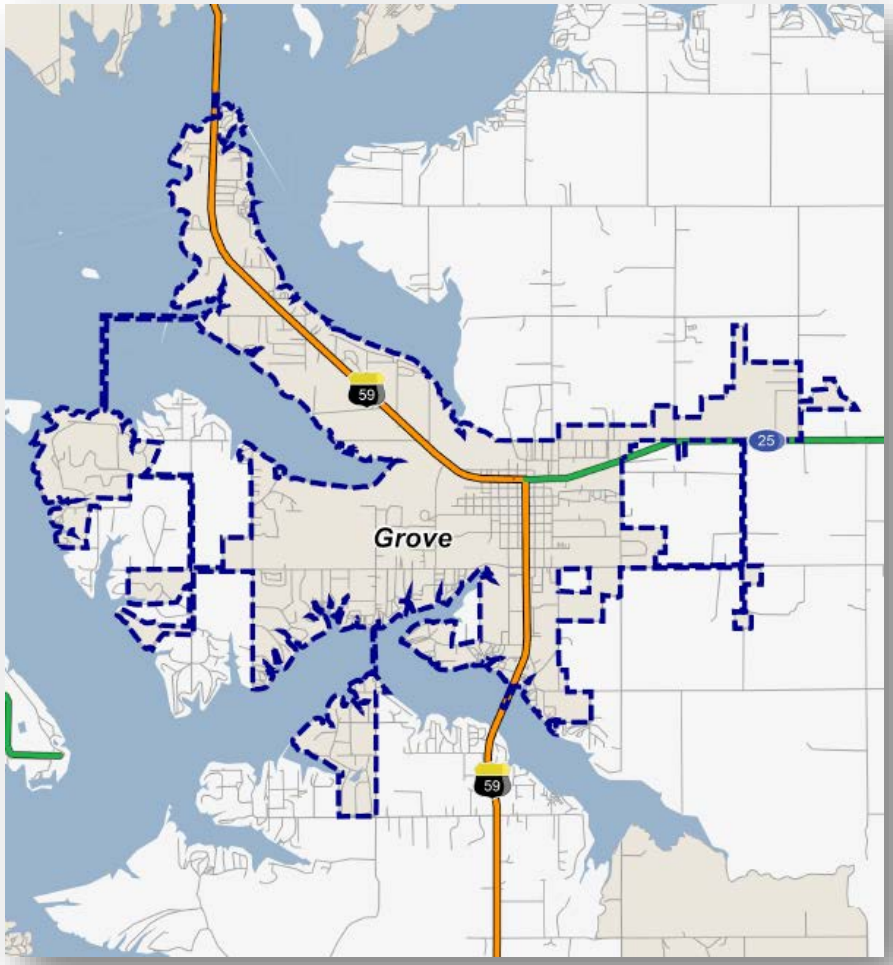
*Living The Grand Life!*

# our research

| Retail Strategies

# our research






## DEMOGRAPHIC REPORTS

- Detailed Demographics
- Age by Gender
- Age by Income
- Household Wealth
- Income and Disposable Income
- Consumer Behaviors
- Consumer Attitudes

## PSYCHOGRAPHIC ANALYSIS

## PEER ANALYSIS

## RETAIL SPENDING REPORTS

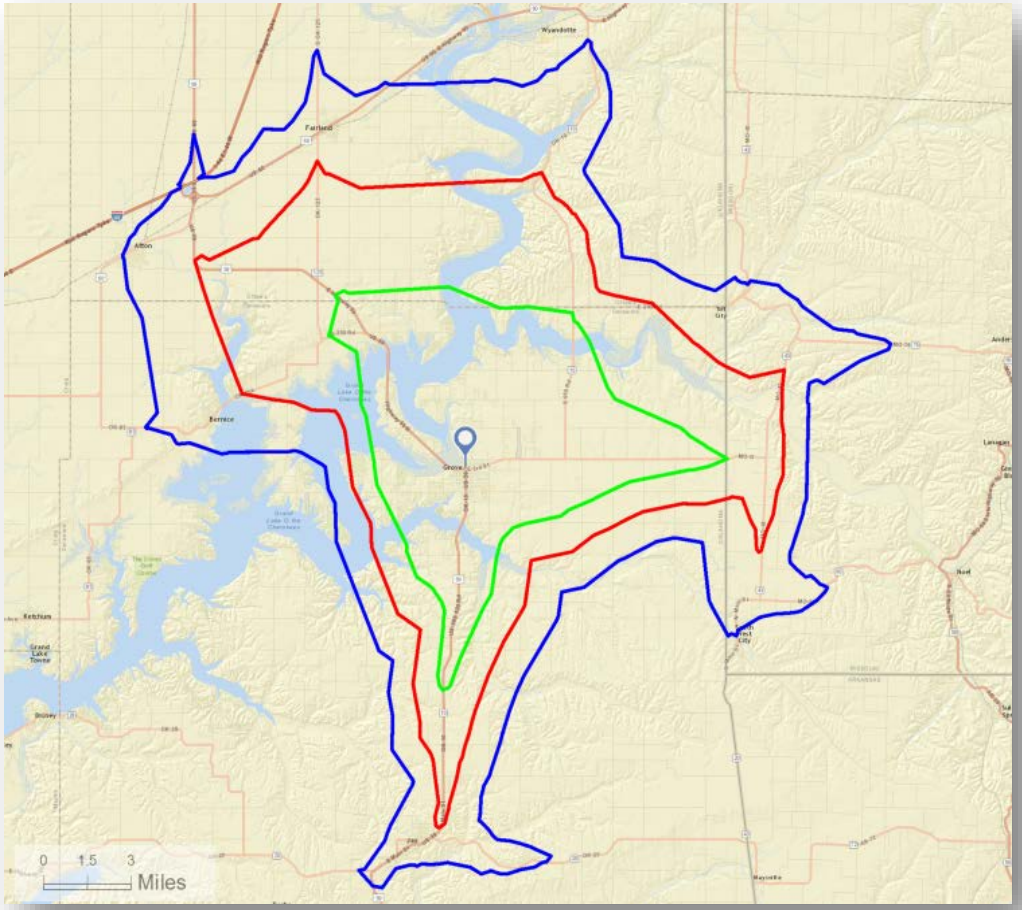
- Consumer Expenditures
- Consumer Attitudes

## RETAIL GAP ANALYSIS

## RETAIL VOID ANALYSIS

# market analysis

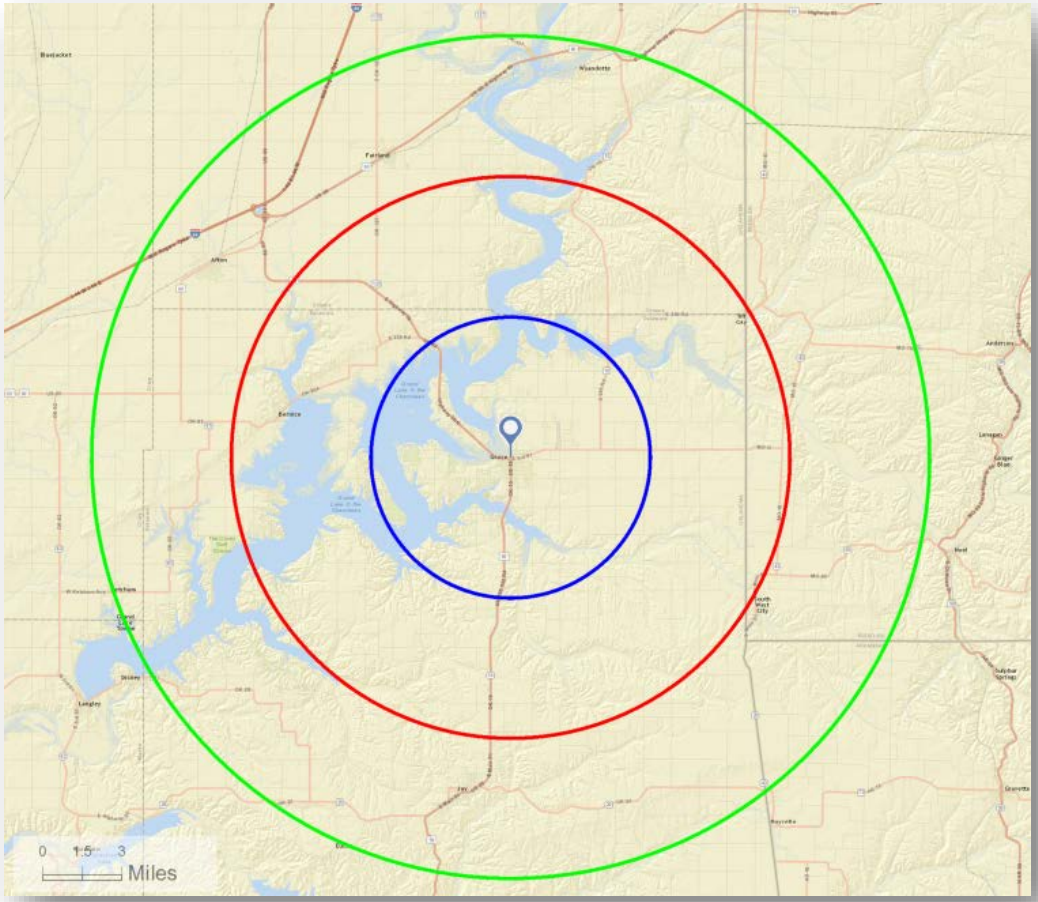





| Category | 10 Minute Drive Time | 15 Minute Drive Time | 20 Minute Drive Time |
|---|---|---|---|
| Population 2014 | 13,386 | 17,673 | 26,267 |
| Population 2019 | 13,718 | 18,142 | 27,099 |
| Median Household Income 2014 | $37,026 | $37,328 | $36,315 |
| Median Household Income 2019 | $44,655 | $44,652 | $42,356 |
| Median Disposable Income 2014 | $32,093 | $32,228 | $31,029 |

# market analysis






| Category | 5 Mile Radius | 10 Mile Radius | 15 Mile Radius |
|---|---|---|---|
| Population 2014 | 13,721 | 23,231 | 42,288 |
| Population 2019 | 14,090 | 23,731 | 43,474 |
| Median Household Income 2014 | $37,780 | $38,142 | $36,897 |
| Median Household Income 2019 | $45,798 | $45,760 | $43,099 |
| Median Disposable Income 2014 | $32,733 | $32,874 | $31,549 |

# demographic highlights

# demographic highlights



12C

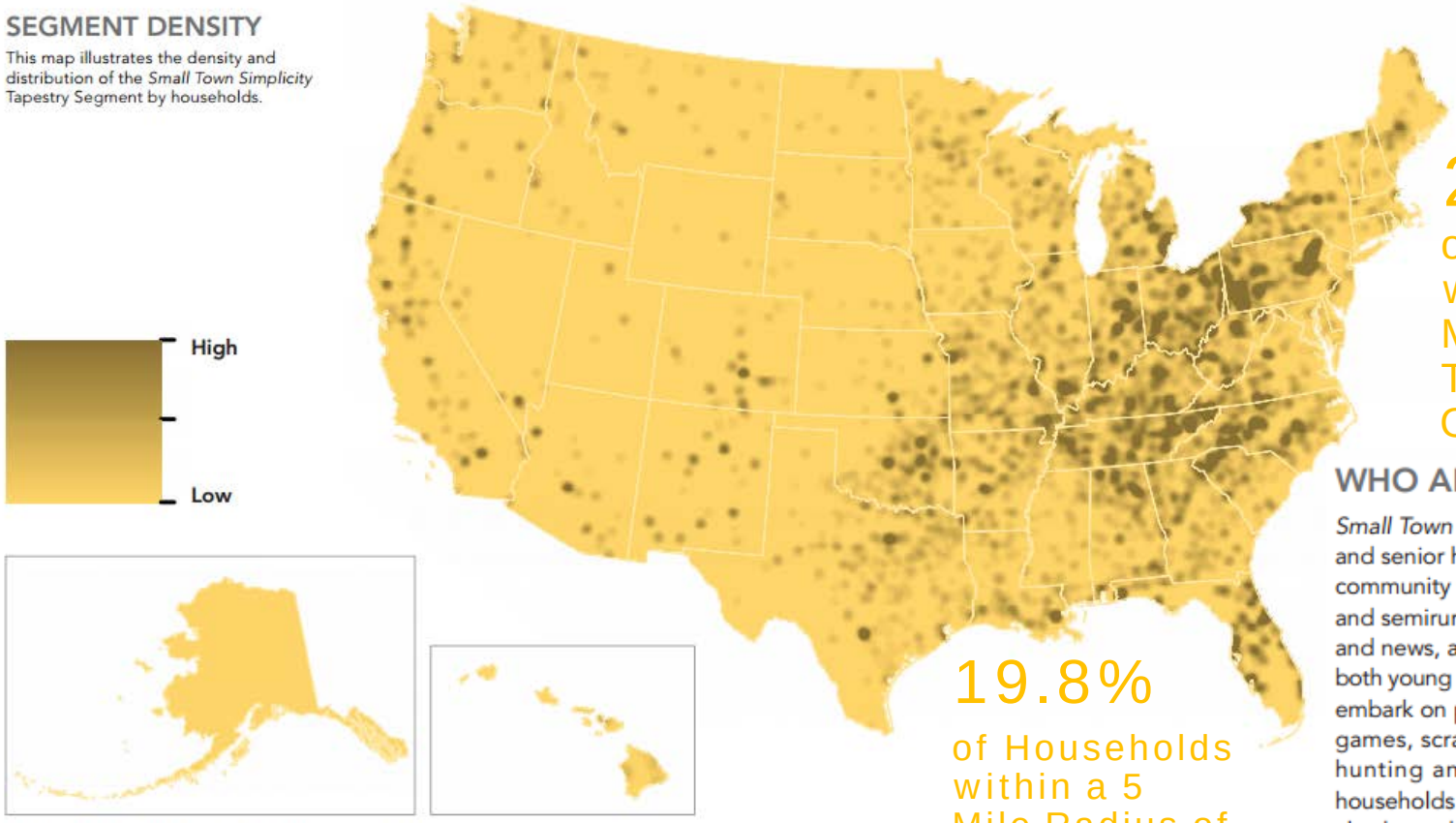
LifeMode Group: Hometown

## Small Town Simplicity

TAPESTRY SEGMENTATION
esri.com/tapestry

### SEGMENT DENSITY

This map illustrates the density and distribution of the *Small Town Simplicity* Tapestry Segment by households.




20.3%
of Households within a 10 Minute Drive Time of Grove, OK.

19.8%
of Households within a 5 Mile Radius of Grove, OK.

### WHO ARE WE?

*Small Town Simplicity* includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, scrapbooking, and rural activities like hunting and fishing. Since almost 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

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G62222

# demographic highlights



9D

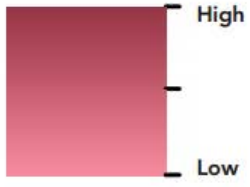
LifeMode Group: Senior Styles

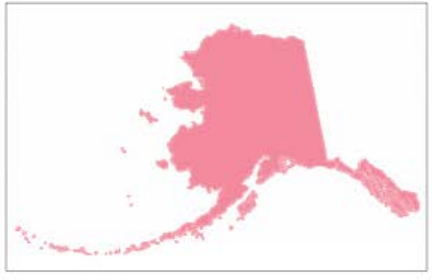
## Senior Escapes

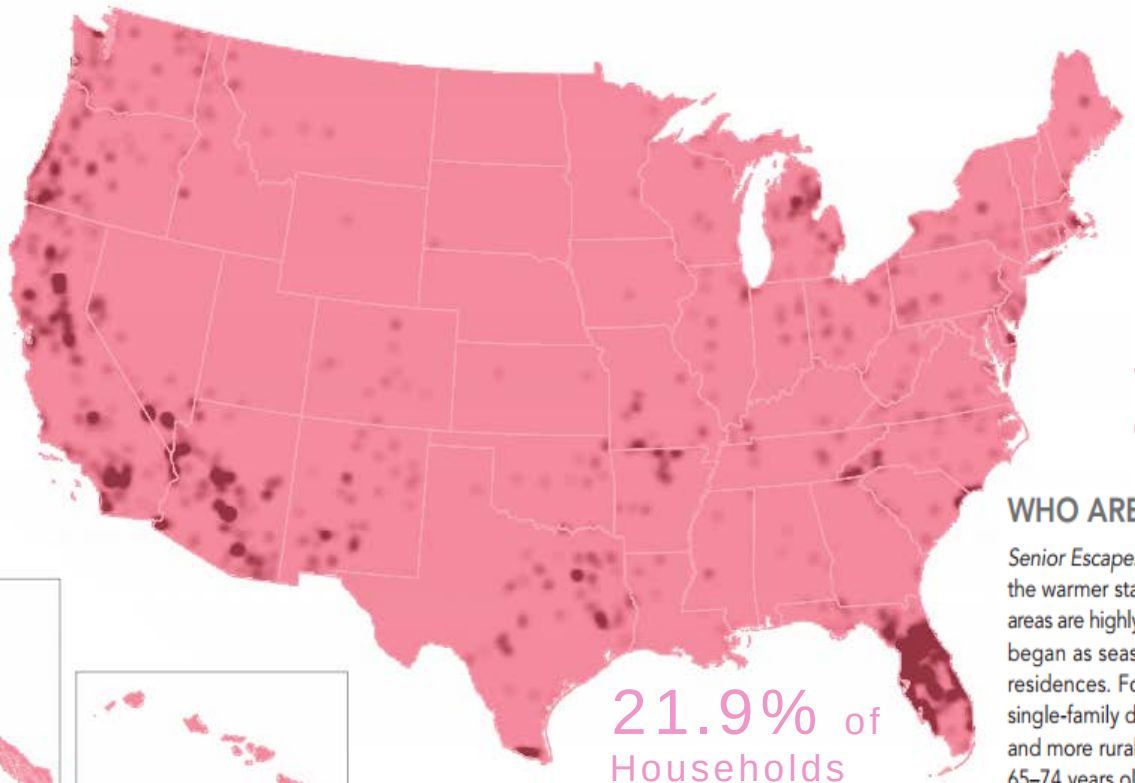
TAPESTRY SEGMENTATION
esri.com/tapestry

### SEGMENT DENSITY

This map illustrates the density and distribution of the *Senior Escapes* Tapestry Segment by households.





18.4% of Households within a 10 Minute Drive Time of Grove, OK.

21.9% of Households within a 5 Mile Radius of Grove, OK.

### WHO ARE WE?

*Senior Escapes* neighborhoods are heavily concentrated in the warmer states of Florida, California, and Arizona. These areas are highly seasonal, yet owner occupied. Many homes began as seasonal getaways and now serve as primary residences. Forty percent are mobile homes; half are single-family dwellings. About half are in unincorporated and more rural areas. Over a quarter of the population are 65–74 years old. Most are white and fairly conservative in their political and religious views. Residents enjoy watching TV, going on cruises, playing Bingo, golfing, boating, and fishing. They are very conscious of their health and buy specialty foods and dietary supplements.

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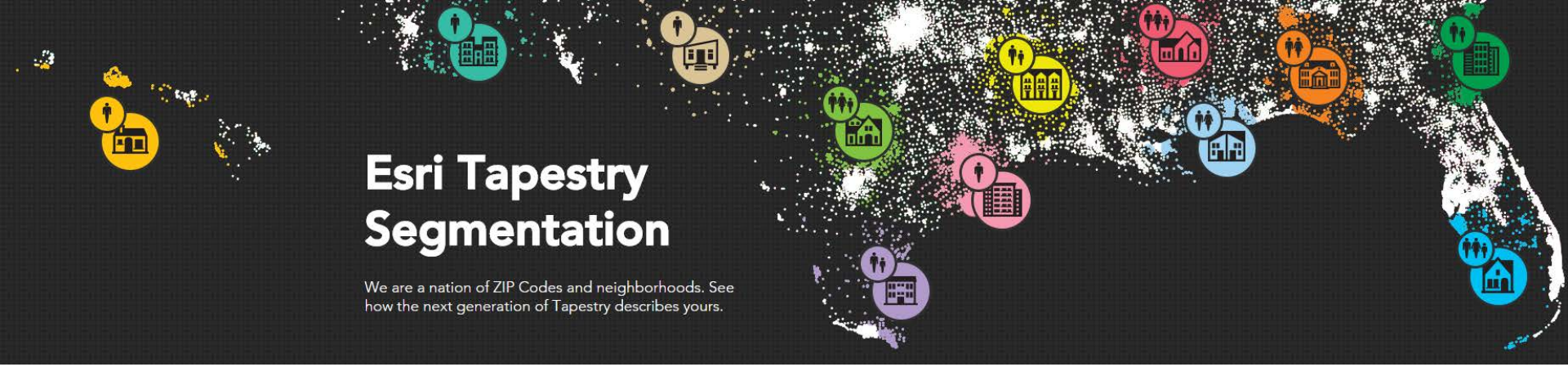



## Segmentation 101

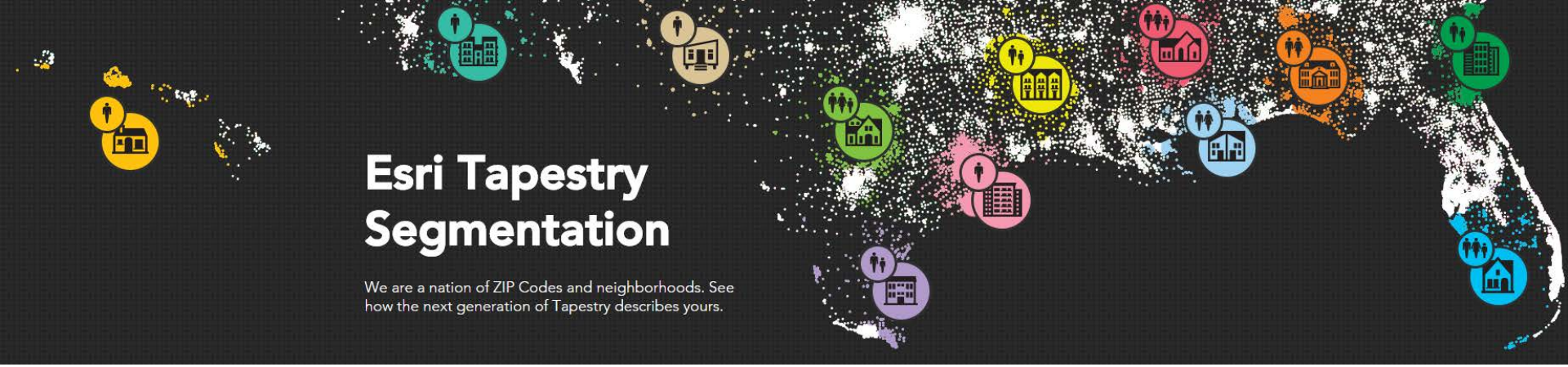
Segmentation systems operate on the theory that people with similar tastes, lifestyles, and behaviors seek others with the same tastes—"like seeks like." These behaviors can be measured, predicted, and targeted. Esri's Tapestry Segmentation system combines the "who" of lifestyle demography with the "where" of local neighborhood geography to create a model of various lifestyle classifications or segments of actual neighborhoods with addresses—distinct behavioral market segments.

## What is Tapestry Segmentation?

Tapestry Segmentation represents the fourth generation of market segmentation systems that began more than 30 years ago. The 65-segment Tapestry Segmentation system classifies US neighborhoods based on their socioeconomic and demographic compositions. The power of Tapestry Segmentation allows you to profile consumers and constituents.

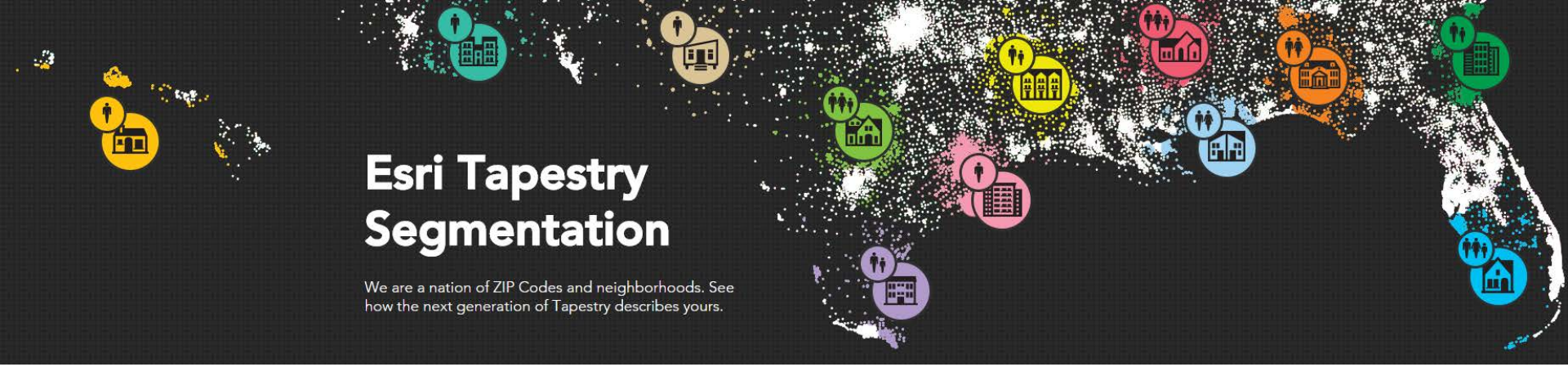
## Who Should Use Tapestry Segmentation?

All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.




| Rank | | Percentage |
|---|---|---|
| #1 | 6E LifeMode Group: Cozy Country Living — Rural Resort Dwellers | 21.9% |
| #2 | 9D LifeMode Group: Senior Styles — Senior Escapes | 19.8% |
| #3 | 12C LifeMode Group: Hometown — Small Town Simplicity | 19.6% |
| #4 | 5E LifeMode Group: GenXurban — Midlife Constants | 19.5% |
| #5 | 9A LifeMode Group: Senior Styles — Silver and Gold | 19.0% |

*10 mile radius




# Who Are the Grove Consumers?

- Slightly Older Average Age – 48 Years Old
- Housing Predominately Owner Occupied
- Get News from Television & Newspapers
- Connected Electronically
- Community Oriented
- Enjoy Hunting & Fishing
- Travel Primarily in the US
- Enjoy Golf & Boating
- Avid Readers
- Maintain a Social Calendar
- Generous Supporters of Charity

# Esri Tapestry Segmentation

We are a nation of ZIP Codes and neighborhoods. See how the next generation of Tapestry describes yours.

## Grove Consumer Preferences

- Domestic Vehicles
- Look for the Deal
- DIY Home & Auto Projects
- Shop for Timeless Comfortable Clothing
- Favors Convenience
- Owns Multiple Televisions
- Dine Out at Family Oriented Restaurants

# did you know?



## Pet & Supply

- 59% Own Pets
- 48% Own Dogs
- 39% Purchase Dog Biscuits/Bones
- Top Place for Pet Products: Grocery Stores 32%

## Sports & Leisure

- 16.9% Fish – 32% More likely to Fish
- 7.3% Hunt with Rifle – 59% More likely to Hunt
- Top Place to Buy a Book: Amazon 30%
- Top Movie Genre: Drama 29%

*10 mile radius

# peer&gap analysis

| Retail Strategies

# peer analysis



| City | State | Population (2010) | Population (2014) | Population (2019) | Households (2014) | Average Household Income (2014) | Total Retail Expenditures (2014) |
|---|---|---|---|---|---|---|---|
| Navasota | TX | 7,340 | 7,406 | 7,572 | 2,659 | $50,019 | $49,598,806 |
| Atlantic | IA | 7,112 | 7,149 | 7,224 | 3,146 | $50,028 | $58,980,830 |
| **Grove** | **OK** | **6,662** | **6,706** | **6,758** | **3,070** | **$50,529** | **$58,069,142** |
| St. John | MO | 6,586 | 6,574 | 6,608 | 2,696 | $50,647 | $50,732,142 |
| Kingsland | TX | 6,030 | 6,507 | 6,944 | 2,901 | $50,336 | $54,450,145 |
| Keene | TX | 6,103 | 6,409 | 6,927 | 2,074 | $51,297 | $39,281,892 |
| Pauls Valley | OK | 6,187 | 6,280 | 6,383 | 2,584 | $50,956 | $48,928,608 |
| Stratmoor | CO | 5,992 | 6,250 | 6,596 | 2,302 | $49,853 | $42,766,671 |

The Peer Analysis focuses on identifying cities across the Southwestern United States that are similar to the City of Grove from an economic and demographic perspective.

# gap analysis



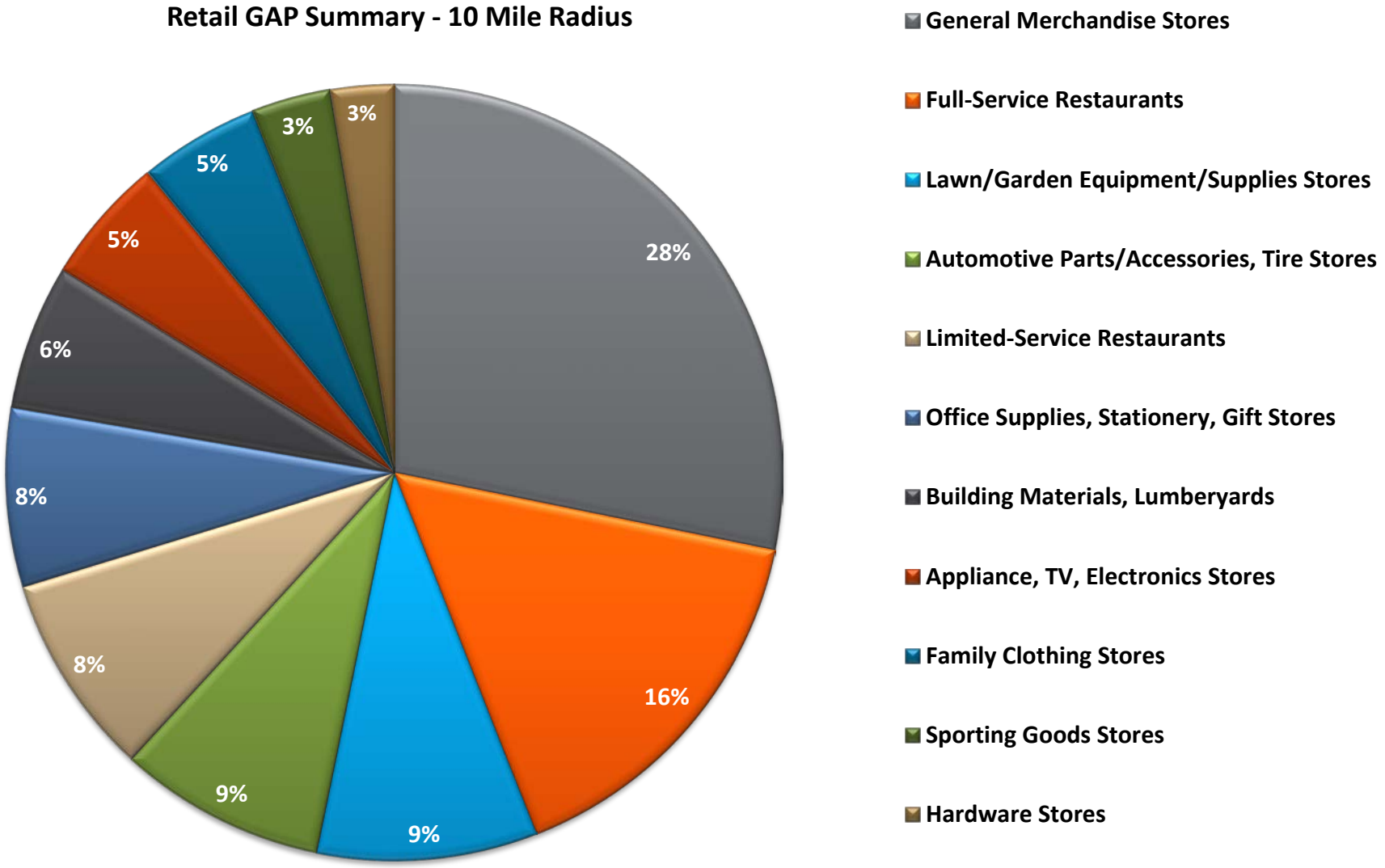
| Retail GAP Summary - Grove OK<br>10 Mile Radius | |
|---|---|
| **Retail Stores** | **Opportunity GAP** |
| General Merchandise Stores | $16,460,440 |
| Full-Service Restaurants | $9,231,547 |
| Lawn/Garden Equipment/Supplies Stores | $5,367,800 |
| Automotive Parts/Accessories, Tire Stores | $5,023,378 |
| Limited-Service Restaurants | $4,919,854 |
| Office Supplies, Stationery, Gift Stores | $4,357,033 |
| Building Materials, Lumberyards | $3,518,427 |
| Appliance, TV, Electronics Stores | $3,109,743 |
| Family Clothing Stores | $2,907,075 |
| Sporting Goods Stores | $1,923,614 |
| Hardware Stores | $1,550,369 |
| **Total** | **$58,369,280** |

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap Analysis is a useful tool to gauge retail supply and demand within the community.

The summary includes the Number of Retailers Targeted in our Plan. These figures represent the number of retailers potentially required to fill the particular Gap in each category.

# gap analysis



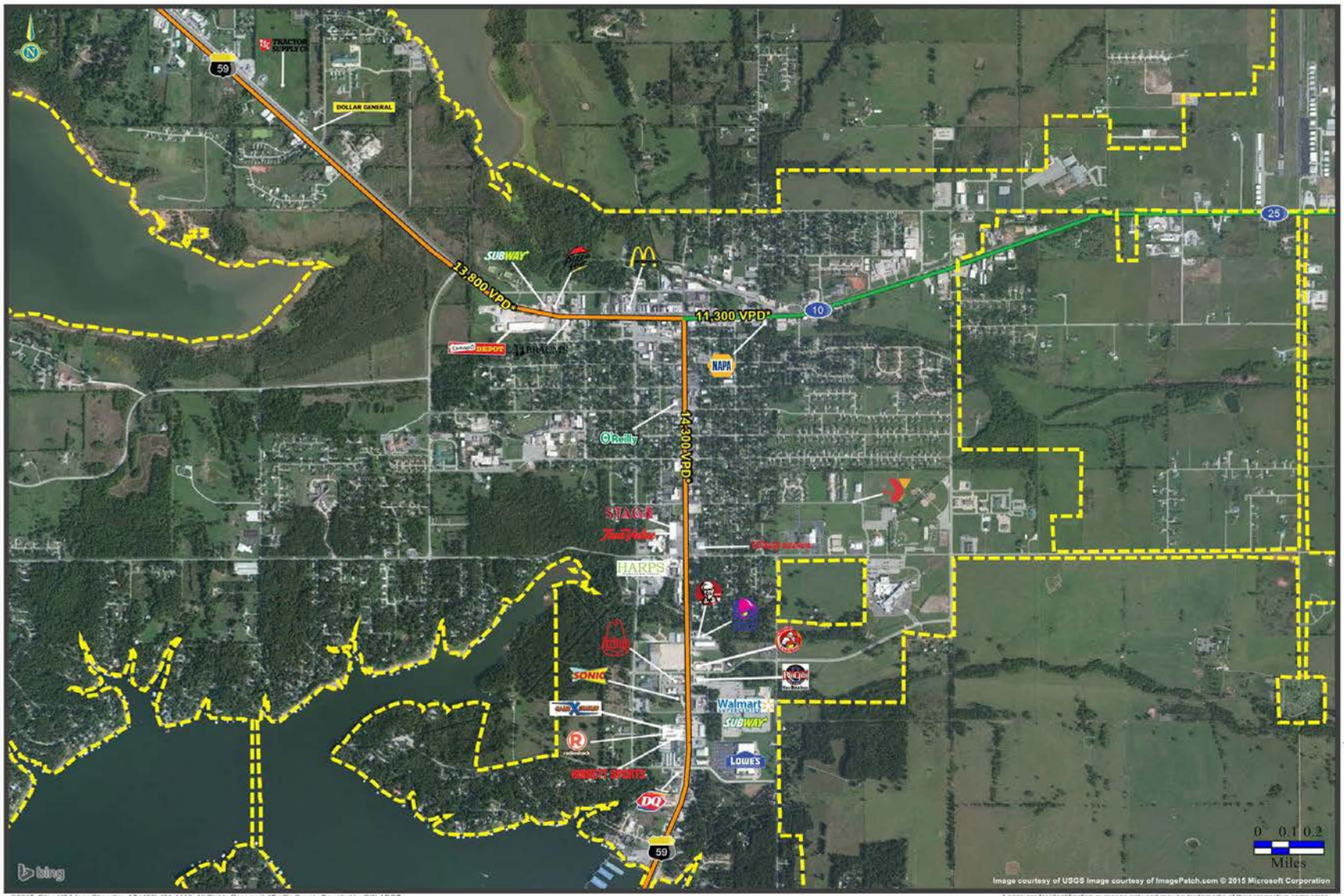


# retail overview

| Retail Strategies

# current retail overview






GROVE, OKLAHOMA

Major Retail & Restaurants

Retail STRATEGIES

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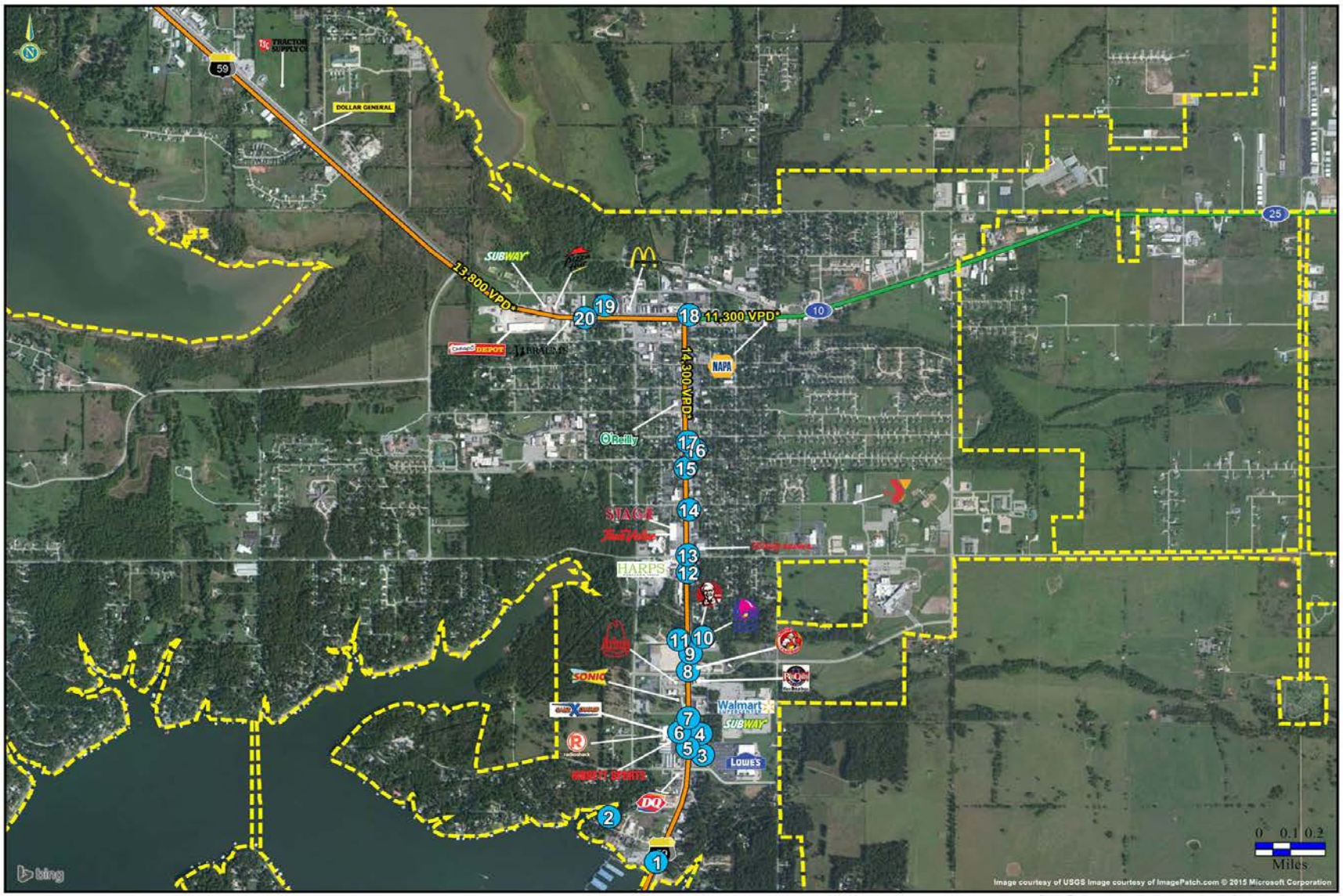
# focus properties



| Number on Aerial | Name | Address | City | State | Zip |
|---|---|---|---|---|---|
| 1 | Vacant Space in Marina | 2530 S Main Street | Grove | OK | 74344 |
| 2 | Vacant Land | 221 Anchor Rd | Grove | OK | 74344 |
| 3 | Building in front of Lowes | 1500 S Main Street | Grove | OK | 74344 |
| 4 | Brentwood Place | 2123 S Main Street | Grove | OK | 74344 |
| 5 | South Point Center | 2126 S Main Street | Grove | OK | 74344 |
| 6 | AutoZone Coming Soon | 2121 S Main Street | Grove | OK | 74344 |
| 7 | Property in front of Broadway Car Wash | 2116 S Main Street | Grove | OK | 74344 |
| 8 | Former Wal-Mart/Current Civic Center | 1720 S Main Street | Grove | OK | 74344 |
| 9 | Country Café Center | 1623 S Main Street | Grove | OK | 74344 |
| 10 | Vacant Lot next to Charlie's Chicken | 1621 S Main Street | Grove | OK | 74344 |
| 11 | Small Strip Center in front of Civic Center | 1620 S Main Street | Grove | OK | 74344 |
| 12 | New Harp Grocery Store | 1320 S Main Street | Grove | OK | 74344 |
| 13 | Former Harp Center | 1310 S Main Street | Grove | OK | 74344 |
| 14 | Vacant Land | 1101 S Main Street | Grove | OK | 74344 |
| 15 | The Galleria Shopping Center | 1010 S Main Street | Grove | OK | 74344 |
| 16 | Former Your Place Restaurant | 909 S Main Street | Grove | OK | 74344 |
| 17 | Small Commercial Building | 907 S Main Street | Grove | OK | 74344 |
| 18 | Downtown Building | 3 E Third Street | Grove | OK | 74344 |
| 19 | Lot next to McDonalds | 301 W Third Street | Grove | OK | 74344 |
| 20 | Vacant Family Dollar | 1638 W Third Street | Grove | OK | 74244 |

# focus properties






GROVE, OKLAHOMA

Major Retail & Restaurants

Retail STRATEGIES

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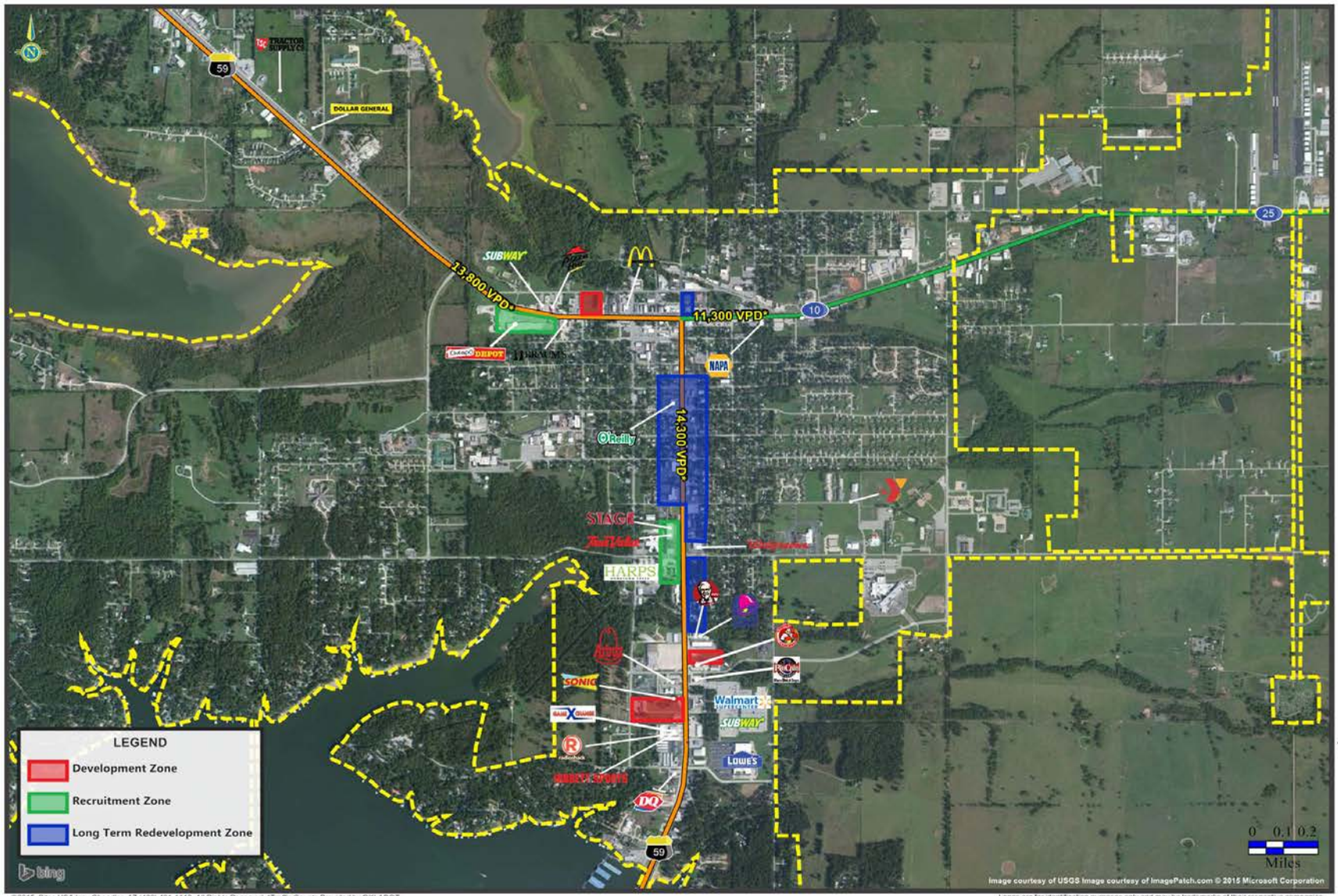
# development & redevelopment zones






GROVE, OKLAHOMA

Focus Areas

Retail STRATEGIES

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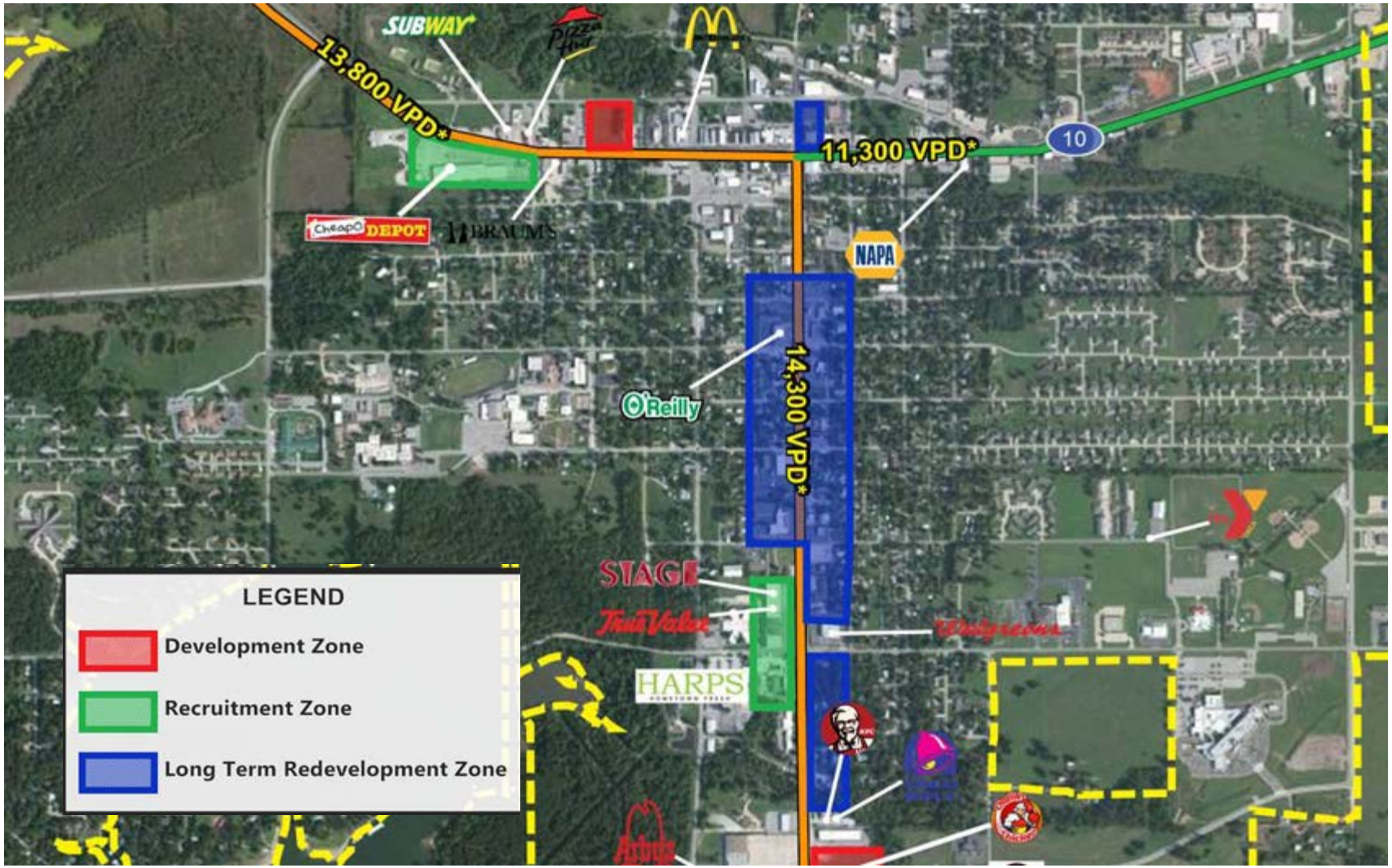
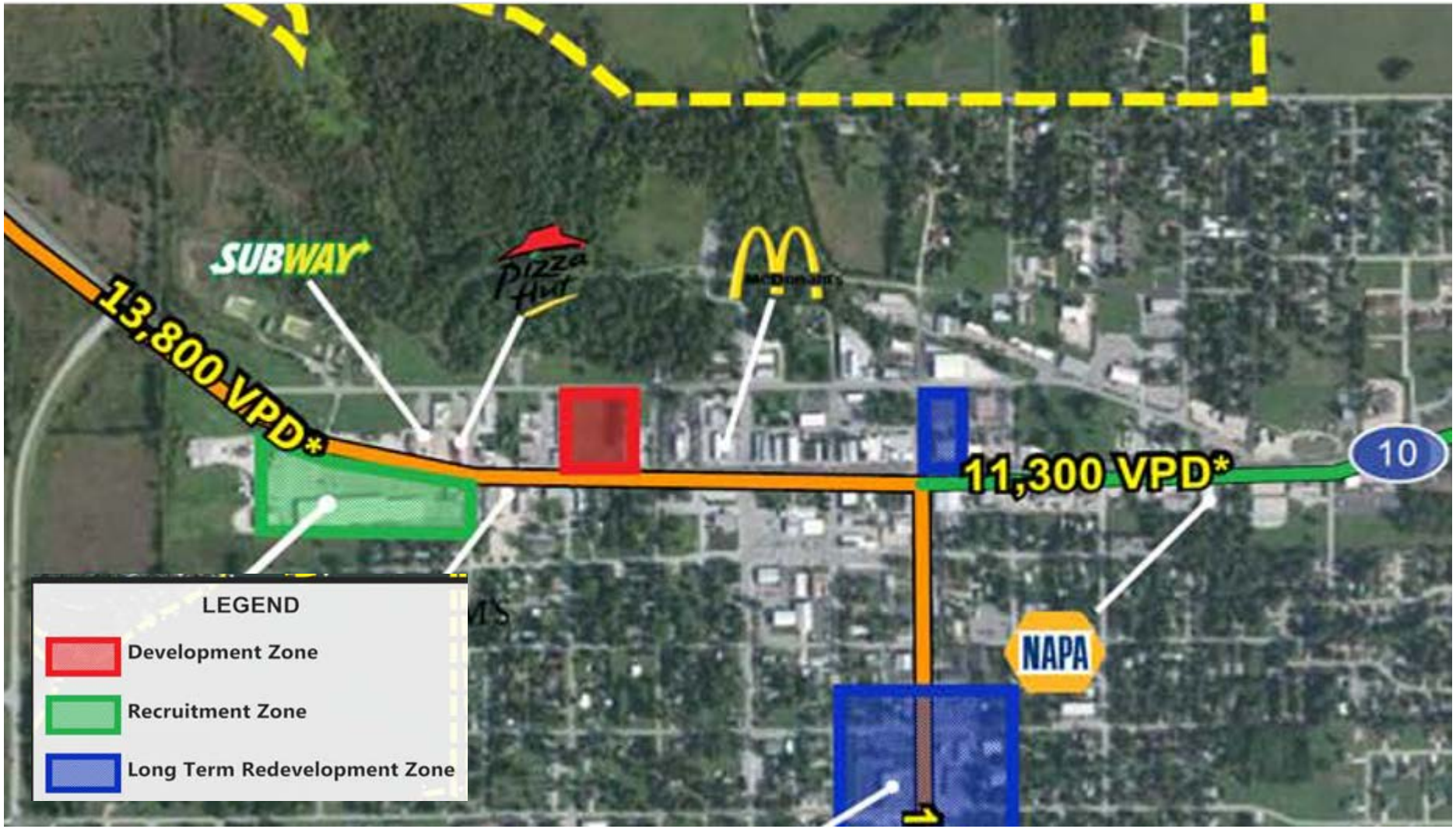
# development & redevelopment zones





# development & redevelopment zones





# development & redevelopment zones

# objectives

| Retail Strategies

# marketing objectives



- Leverage Retail Strategies' national network of retail, restaurant, developer and investor relationships on behalf of Grove
- Focus on marketing the primary retail redevelopment, new development and infill opportunities and zones
- Communicate with local real estate professionals and support their efforts where needed
- Continue aggressive outreach/marketing campaign to targeted retailers and restaurant prospects through direct contact, tenant representatives, preferred developer relationships as well as industry conferences/trade shows (ICSC)
- Connect landowners with out of market developers as appropriate
- Connect leasing/brokerage professionals with potential tenants based on location and real estate requirements
- Focus on reviving any stalled projects
- Present opportunities to retailers during Portfolio Reviews – already taking place

# recruitment objectives



- Create and execute a marketing, development, and recruitment plan around the primary “Gaps” including General Merchandise and Full-Service Restaurants
- Identify and pro-actively reach out to the “dated” retail centers and retail property owners to determine their willingness to invest in their assets in order to be positioned to accommodate new retail -OR- determine their interest in selling their property(s) to new owners who would re-develop
- Focus on recruiting fashion retailers to the existing Walmart shadow center
- Study the possibility of recruiting a department store to the market
- Aggressively market the City of Grove to “new to market” restaurant and food service concepts as well as national sit down restaurants
- Focus for a new development will be on the parcels surrounding the new Harp’s market
- Identify through Retail Strategies resources – retailers planning to expand into the Oklahoma market over the next several years
- Develop a Retail Incentives Strategy internally and communicate that Grove is “open for business” to retail developers in and outside the market

# marketing guide

| Retail Strategies

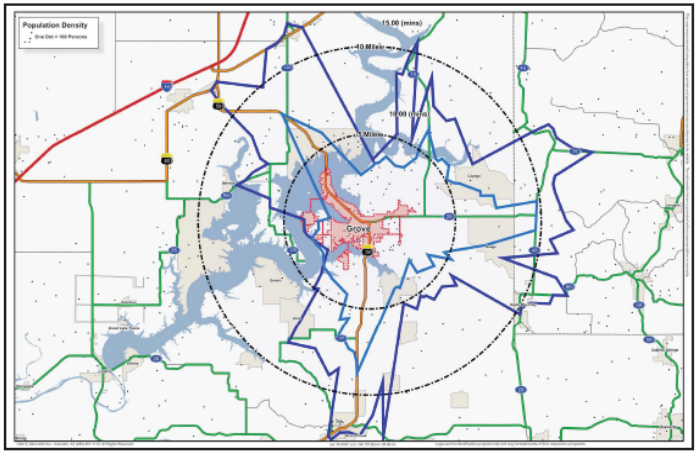
# marketing guide



# GROVE, OKLAHOMA
## Marketing Guide

Retail STRATEGIES

### Grove, Oklahoma - Delaware County



City of Grove, Oklahoma
*Living The Grand Life!*

**Bill Keefer**
City Manager
wmkeefer@sbcglobal.net

City of Grove
104 W. 3rd
Grove, OK 74344
(918) 786-6107 (o)
(918) 786-8939 (f)

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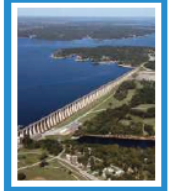
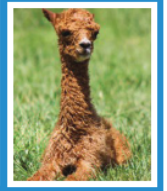
| DEMOGRAPHIC PROFILE | 5 Mile Radius | 10 Mile Radius | 10 Minute Drive Time | 15 Minute Drive Time |
|---|---|---|---|---|
| 2014 Estimated Population | 13,721 | 23,231 | 13,836 | 17,673 |
| Total Number of Employees | 6,165 | 8,017 | 6,053 | 7,092 |
| Median HH Income | $37,780 | $38,142 | $37,026 | $37,328 |





## Market Highlights

### Quick Facts

- Residents of Grove, Oklahoma fall into the Rural Resort Dwellers Tapestry Segmentation (38.3%). Although the Great Recession forced many owners of second homes to sell, Rural Resort Dwellers residents remain an active market, just a bit smaller. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue collar, older householders, but workers are postponing retirement or returning to work to maintain their current lifestyles. Workers are traveling further to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting, but otherwise have very simple tastes. They shop for timeless, comfortable clothing, but only when something must be replaced. At home, Rural Resort Dwellers residents spend any free time working on their vehicles and maintaining their gear. They make frequent trips to their local hardware store for parts and tools. These hands-on consumers are also passionate about vegetable gardening.

  (Source: ESRI Tapestry Segmentation: 10 Mile Radius)

- The current Median Household Income for Grove, Oklahoma is $38,142. The five-year projection for Median Household Income in Grove is $45,760. This represents an increase of 20.0%.

  (10 Mile Radius)

### Major Area Employers

| Company Name | Total Employees (Est.) |
|---|---|
| Grove School District | 336 |
| Integris Hospital | 368 |
| Wal-Mart | 200 |
| Precision Machine | 120 |
| City of Grove/GMSA | 100 |
| Pride Plating | 100 |
| Grove Nursing Center | 100 |
| USA Tank | 50 |
| Grove Battery | 45 |
| Malone Manufacturing | 40 |

### Focus Properties

| Site | Address | Site | Address |
|---|---|---|---|
| Vacant Space in Marina | 2530 S Main Street | Small Strip Center in front of Civic Center | 1620 S Main Street |
| Vacant Land | 221 Anchor Rd | New Harp Grocery Store | 1320 S Main Street |
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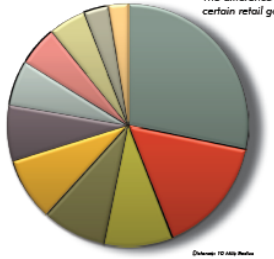
## GAP ANALYSIS

*The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.*



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- Sporting Goods Stores $1,923,614
- Hardware Stores $1,550,369

(Delaware: 10 Mile Radius)

*Source: www.claritas.com

Retail Strategies | Lauren Turriglio | Client Manager | 120 18th Street South, Suite 201 | Birmingham, AL 35233 | 205.209.4595 (W) |205.313.3677 (F)