

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.
- 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%.

(Source: ESRI Tapestry Segmentation: 10 Mile Radius)

(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
• Building in front of Lowes	1500 S Main Street	• Former Harp Center	1310 S Main Street
• Brentwood Place	2123 S Main Street	• Vacant Land	1101 S Main Street
• South Point Center	2126 S Main Street	• The Galleria Shopping Center	1010 S Main Street
• Restaurant Vacancy in front of Walmart	2121 S Main Street	• Former Your Place Restaurant	909 S Main Street
• Property in front of Broadway Car Wash	2116 S Main Street	• Small Commercial Building	907 S Main Street
• Former Wal-Mart/Current Civic Center	1720 S Main Street	• Downtown Building	3 E Third Street
• Country Café Center	1623 S Main Street	• Lot next to McDonalds	301 W Third Street
• Vacant Lot next to Charlie's Chicken	1621 S Main Street	• Vacant Family Dollar	1638 W Third Street

GAP ANALYSIS

Distance: 10 Mile Radius

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.

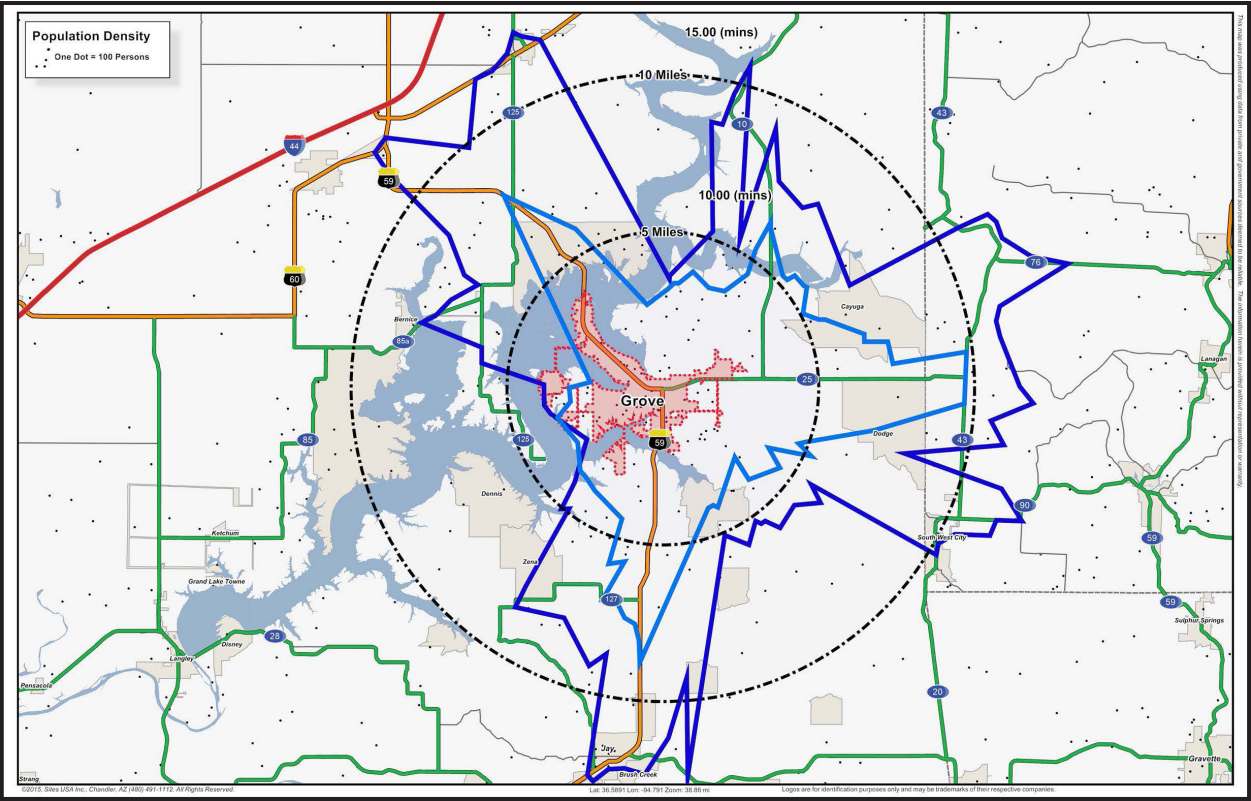
General Merchandise Stores \$16,460,440	Building Materials, Lumberyards \$3,518,427
Full Service Restaurants \$9,231,547	Appliance, TV, Electronics Stores \$3,109,743
Lawn/Garden Equipment/Supplies Stores \$5,367,800	Family Clothing Stores \$2,907,075
Automotive Parts/Accessories, Tire Stores \$5,023,378	Sporting Goods Stores \$1,923,614
Limited-Service Eating Places \$4,919,854	Hardware Stores \$1,550,369
Office Supplies, Stationery, Gift Stores \$4,357,033	

*Source: www.claritas.com

GROVE, OKLAHOMA

Marketing Guide

Grove, Oklahoma - Delaware County



City of Grove, Oklahoma

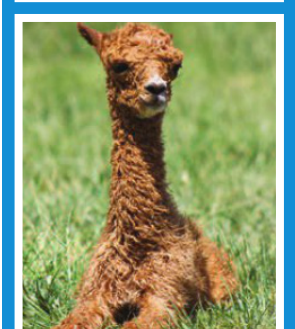
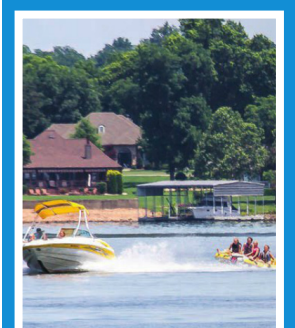
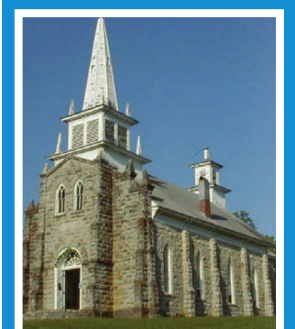
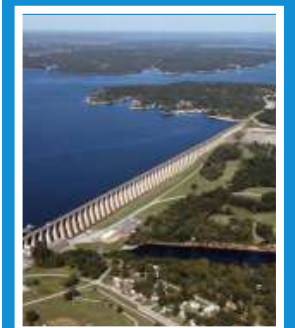
Living The Grand Life!

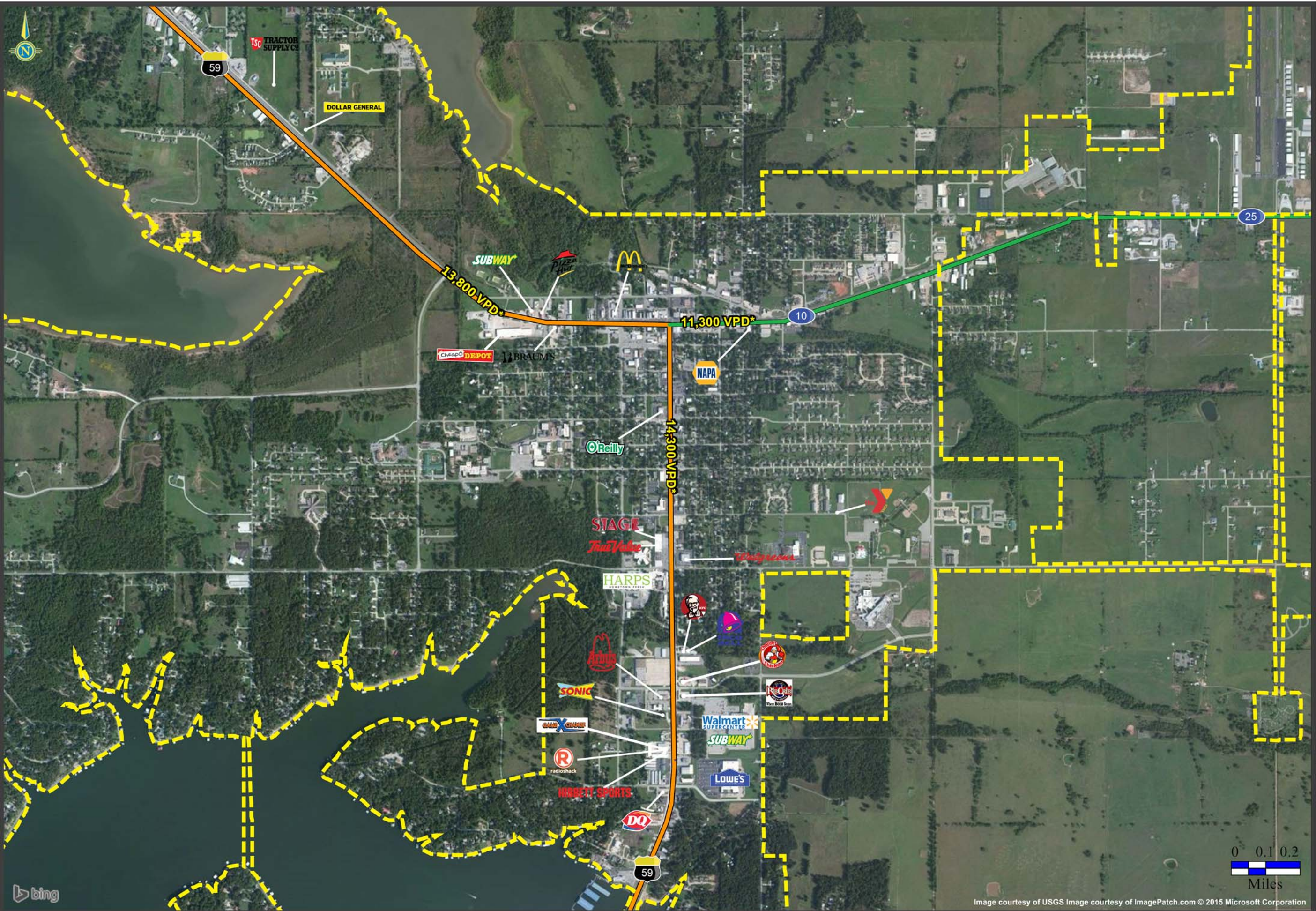
Bill Keefer
City Manager
wmkeefer@sbcglobal.net

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





GROVE, OKLAHOMA

Major Retail & Restaurants

