



Retail Market Research & Strategic Plan Overview Grove, OK

City of Grove, Oklahoma

Living The Grand Life!

GROVE, OKLAHOMA

RETAIL STRATEGIES TEAM



WADE ROBINETT | EXECUTIVE VICE PRESIDENT

Wade will lead Retail Strategies execution of our clients' strategic plan and recruitment strategy as he oversees the team of Client Managers and Retail Recruiters engaged in each client city.

Prior to joining Retail Strategies, Wade spent twelve years at Colonial Properties Trust, a publicly traded REIT, where he specialized in new development project leasing. He was involved in all aspects related to new developments including site plan design, tenant strategy and leasing execution. Wade's project leasing experience has resulted in developing working relationships with a network of national brokers, developers and retailers. His experience also included ground up development and mixed used projects that incorporated retail, office and residential.

In addition, Wade managed the leasing team for 20 open air centers totaling over five million square feet in Texas, Tennessee, Florida, North Carolina, Alabama, and Georgia. He handled all communication with the asset managers and was responsible for overseeing all deal making. Wade's first ten years in the commercial real estate industry began at Colliers Keenan in South Carolina where he leased distressed shopping centers throughout the Southeast. Wade Graduated from Washington and Lee University in 1993.



LAUREN TURRIGLIO | CLIENT MANAGER

Lauren joined Retail Strategies in 2014 with more than a decade of experience in marketing, events, and non-profit business management. She is a client manager for multiple municipalities throughout the country facilitating the recruitment of retail for her clients.

A native of Marietta, Georgia, Lauren now lives in Birmingham. She moved to Alabama in 2004 to begin her career after graduating from the University of Georgia with a bachelor's degree in Consumer Journalism with a concentration in Advertising.



WE MAKE RETAIL HAPPEN.

GROVE, OKLAHOMA

RETAIL STRATEGIES TEAM



CLAY CRAFT | RETAIL RECRUITMENT COORDINATOR

Clay specializes in retail recruitment and focuses on the identification of companies to fill the product and service gaps within each city's trade area.

Clay graduated from Auburn University in 2010 with a Masters of Landscape Architecture. Clay and his wife Rachel moved to Birmingham in 2012. In his free time Clay enjoys scuba diving, mountain biking and being on the lake.



MATTHEW PETRO | BUSINESS DEVELOPMENT

Matthew is a member of Retail Strategies team assisting in the research and retail recruitment efforts for multiple municipal clients throughout the Southeast.

He specializes in the execution of the strategic retail recruitment plan, focusing on the identification of companies to fill the product and service gaps within each city's trade area.

Matthew graduated from the University of Alabama with a bachelor's degree in Marketing and a specialization in Sales.



WE MAKE RETAIL HAPPEN.

what we do

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- Market analysis
- Retail GAP analysis
- Retail peer identification & analysis



- Catalog available properties
- Identify retail prospects
- Develop recruitment plan



- Develop marketing materials
- Proactive recruitment of retail prospects
- Monthly reporting to city

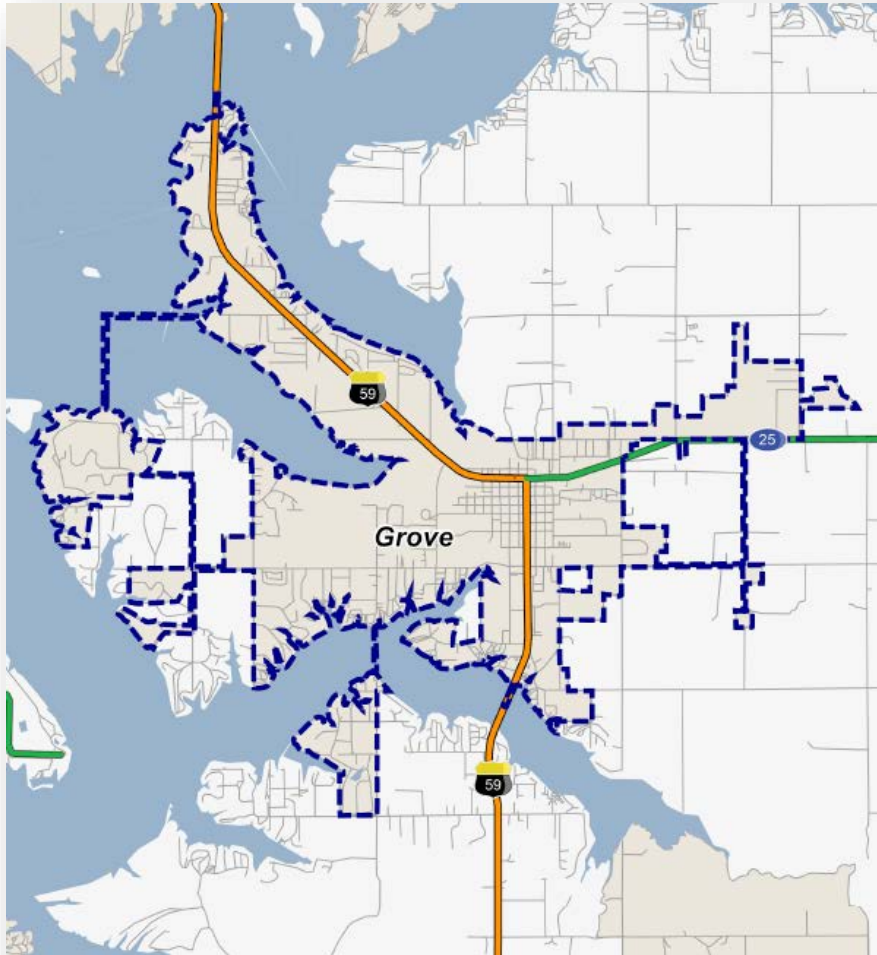


our research

| Retail Strategies

our research

| Retail Strategies



DEMOGRAPHIC REPORTS

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

TAPESTRY SEGMENTATION

PEER ANALYSIS

RETAIL SPENDING REPORTS

- Consumer Expenditures
- Consumer Attitudes

RETAIL GAP ANALYSIS

RETAIL VOID ANALYSIS

basecamp

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Grove, OK Oklahoma


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MONDAY, 9 FEBRUARY 2015

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  [City of Grove, OK \(10, 15, 20 Minute Drive Time\) - Retail Marke...le.pdf](#) Uploaded by [Ford F.](#)


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People on this project

Retail Strategies

Jackie Bell

You are currently signed in

Laura Marinos

Latest activity about 4 hours ago

Amanda Beshears

Latest activity about 5 hours ago

Lauren Turriglio

Latest activity about 5 hours ago

Ford Fitts

Latest activity 1 day ago

Scott vonCannon

Latest activity 14 days ago

Charles Branch

Latest activity 21 days ago

Matt Petro

Latest activity 29 days ago

Hamilton Huber

Hasn't signed in recently

Wade Robinett

Hasn't signed in recently

Joe Strauss

Hasn't signed in recently

Chip Rodgers

Hasn't signed in recently

Joseph Fackel

Hasn't signed in recently

Lacy Beasley

Hasn't signed in recently

Adam English

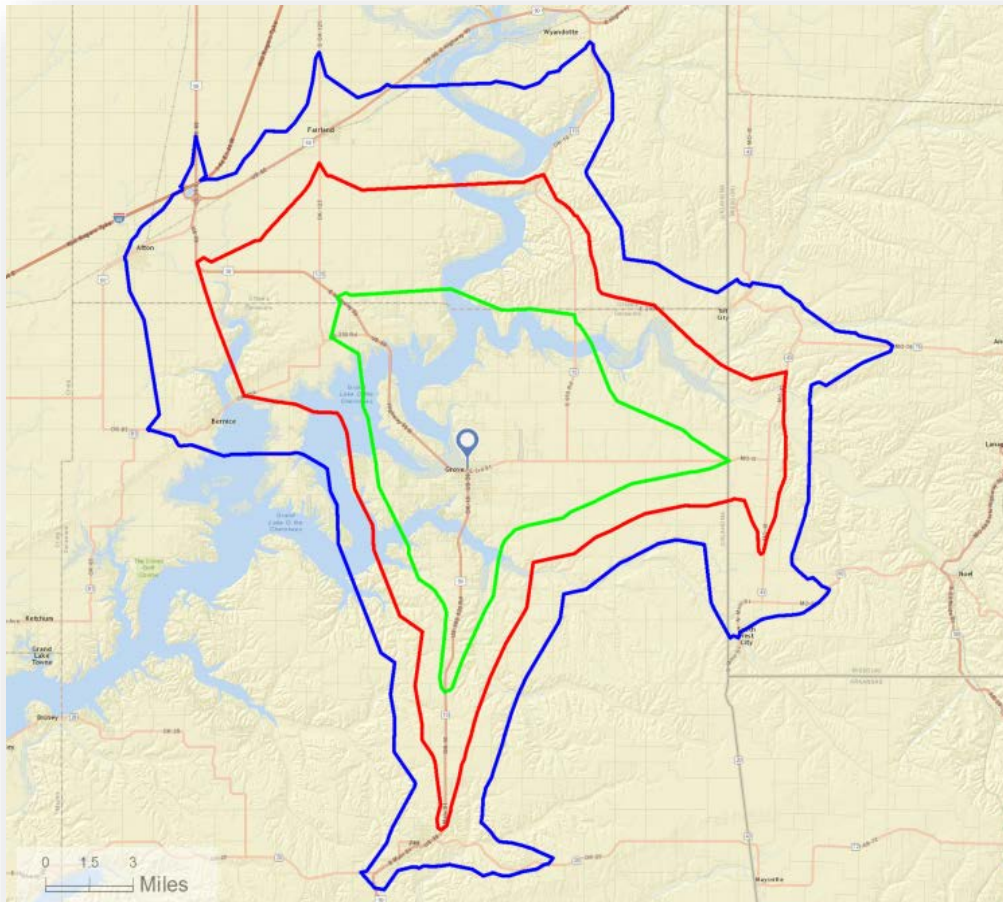
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Mead Silsbee



market analysis

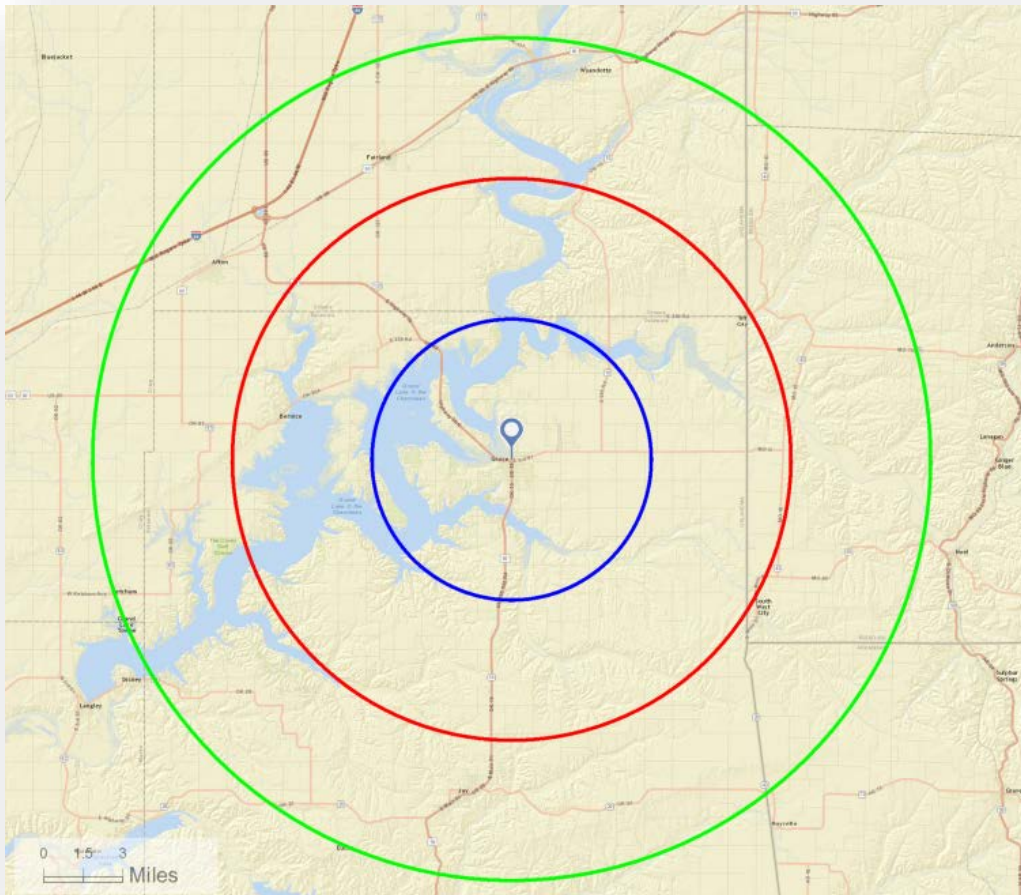
| Retail Strategies



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

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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

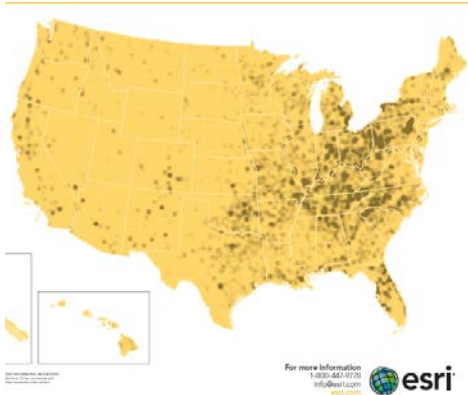


demographic highlights

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tapestry segmentation

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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.

demographic highlights

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12C

LifeMode Group: Hometown

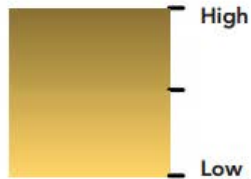
Small Town Simplicity



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.

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.

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

demographic highlights

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LifeMode Group: Senior Styles

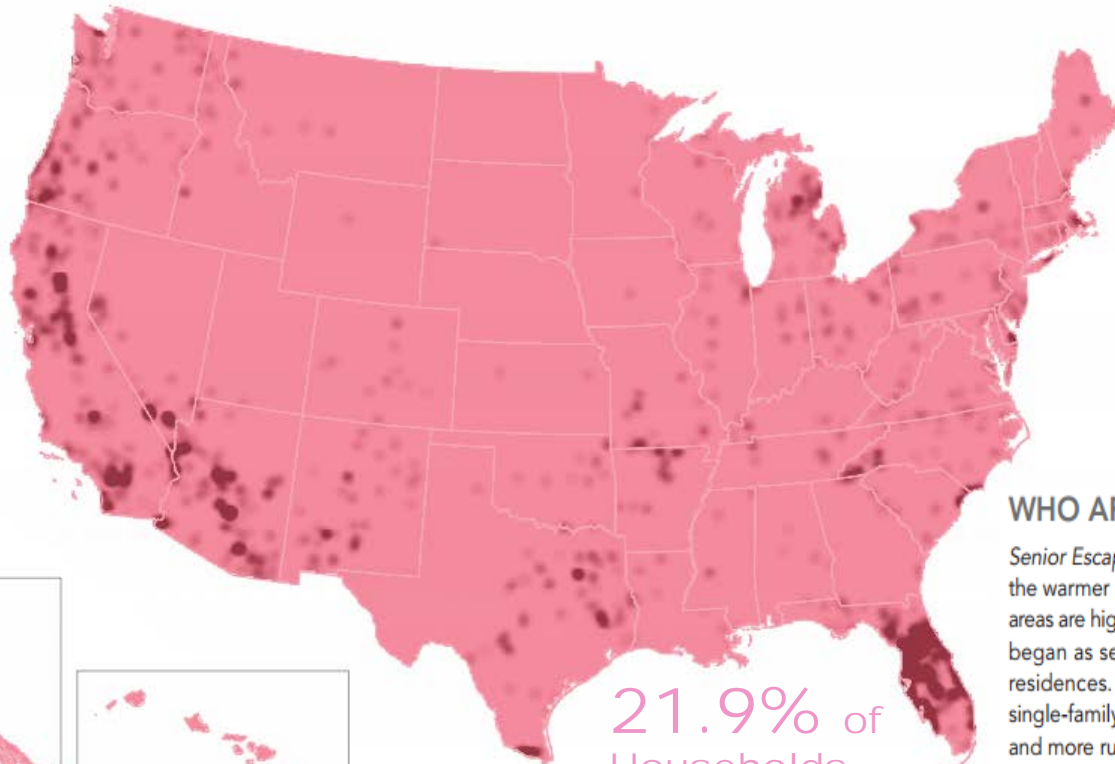
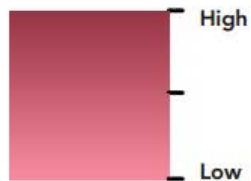
Senior Escapes



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.

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.

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



GROVE
PUBLIC
LIBRARY

peer & gap analysis

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peer analysis

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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
Madison	SD	6,474	6,396	6,499	2,711	\$51,259	\$51,529,224
Zuni Pueblo	NM	6,302	6,325	6,566	1,561	\$50,821	\$29,385,622
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

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Retail GAP Summary - Grove OK 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

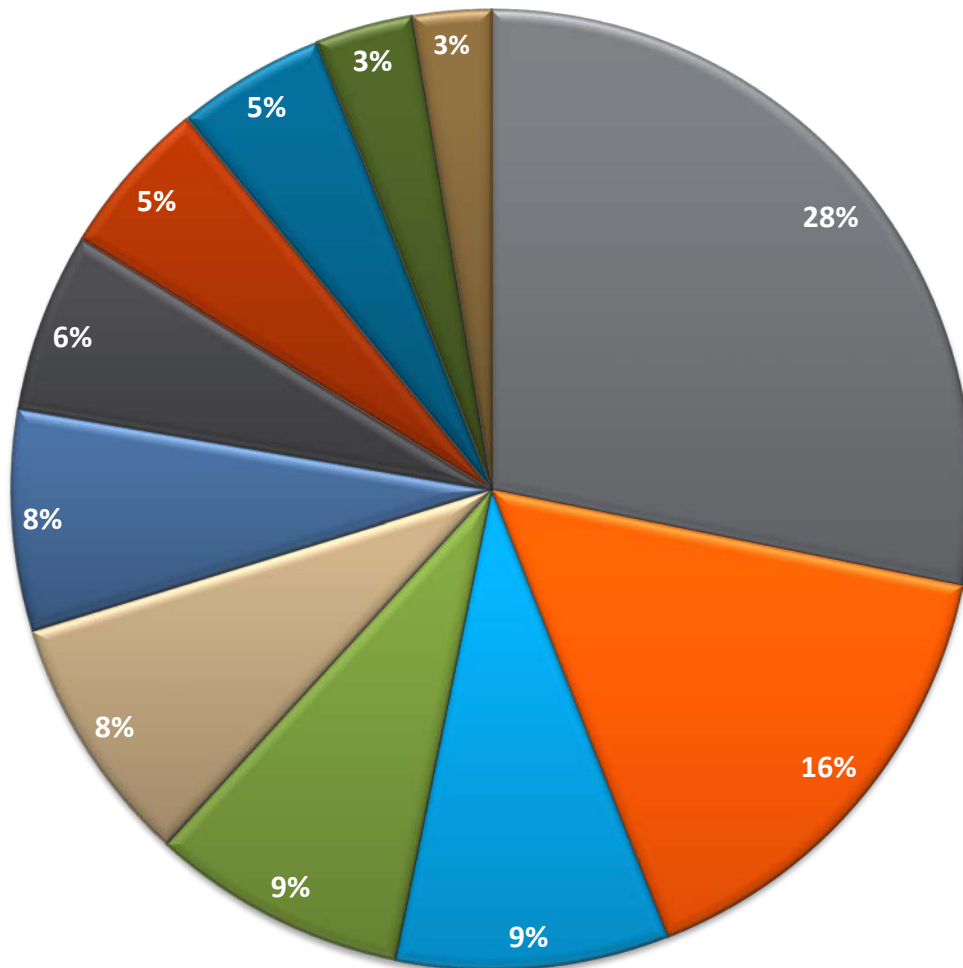
The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, 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

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Retail GAP Summary - 10 Mile Radius



■ General Merchandise Stores

■ Full-Service Restaurants

■ Lawn/Garden Equipment/Supplies Stores

■ Automotive Parts/Accessories, Tire Stores

■ Limited-Service Restaurants

■ Office Supplies, Stationery, Gift Stores

■ Building Materials, Lumberyards

■ Appliance, TV, Electronics Stores

■ Family Clothing Stores

■ Sporting Goods Stores

■ Hardware Stores



site selection process

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2014 new construction

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Retailers opened 42,000 stores in 2014

Tenant mixes are becoming increasingly food based.

Specialty food – fast casual, organic grocery becoming mainstream

Retail Growth 2014:

- Fitness/Health/Spa Concepts
- Drug Stores
- Thrift Stores
- **Grocery (Smaller Format)**
 - - Discount
 - - Ethnic
 - - Organic
 - - Upscale
- Fast Food
- **Fast Casual (~40% of restaurant growth)**
- Automotive
- Discounters
- Dollar Stores
- Children's Apparel
- Off-Price Apparel
- Beauty/Cosmetics/Fragrances
- Pet Supplies
- Sporting Goods
- Wireless Stores
- Banks



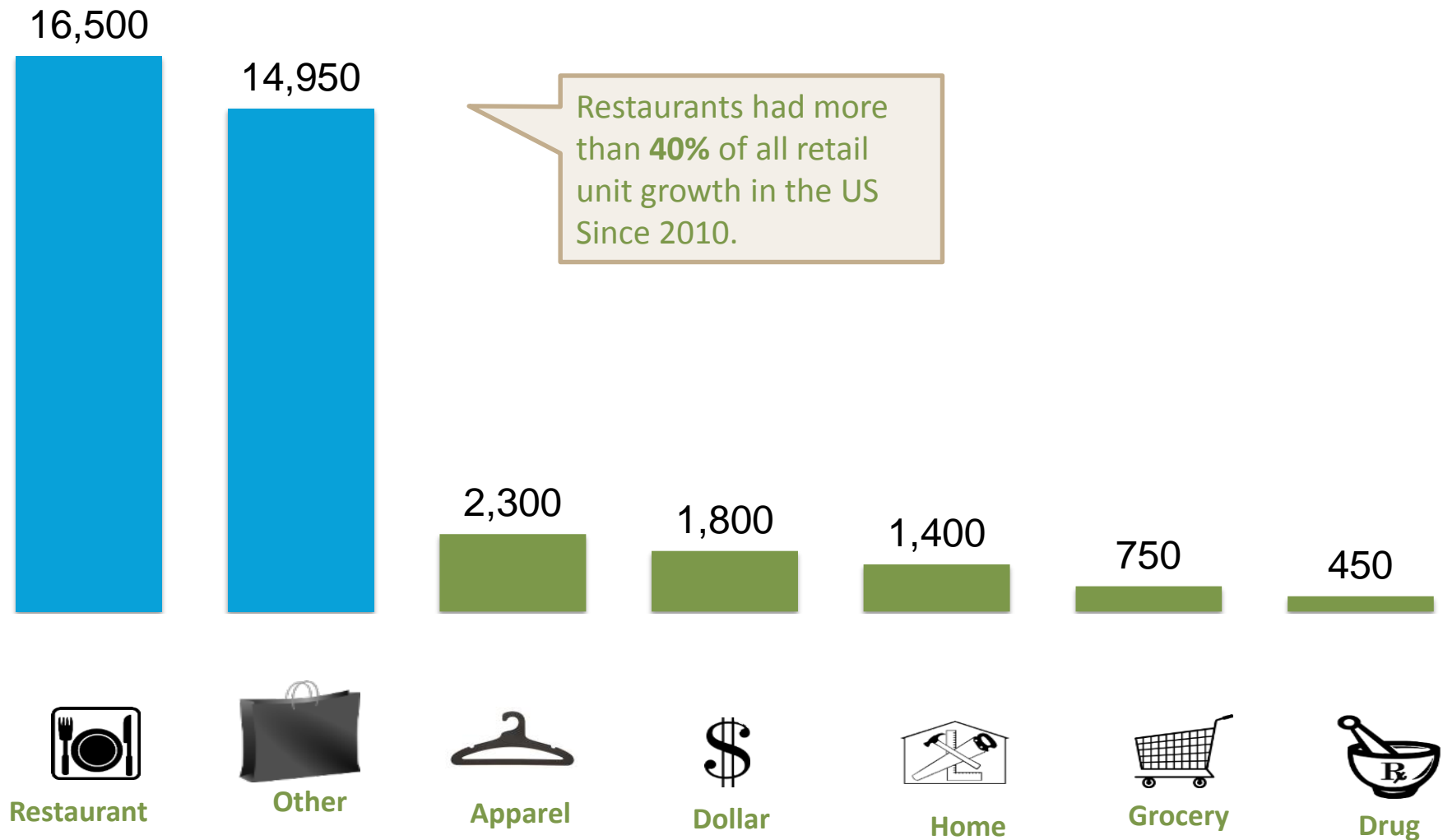
Retail Contraction 2014:

- Bookstores
- Video Stores
- Do-It-Yourself Home Stores
- Mid-priced Apparel
- Mid-priced Grocery
- Office Supplies
- Consumer Electronics
- Stationary/Gift Shops
- Shipping/Postal Stores
- Casual Dining – Older Concepts



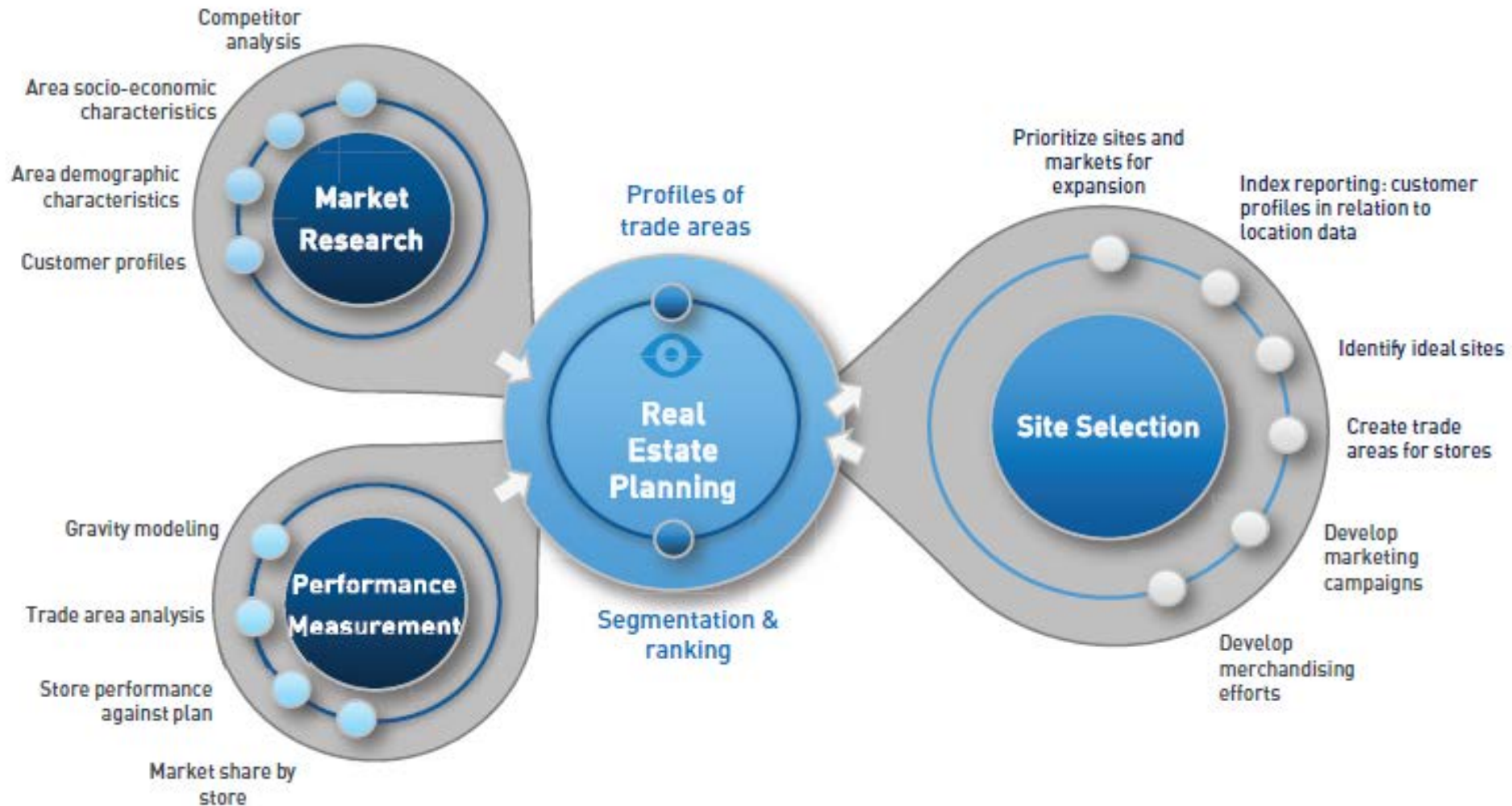
planned expansion 2015

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site selection process

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retail expansion

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Formula for Retail Expansion:

Estimated Sales

less

Estimated Cost

equals

Estimated Profit

IS IT PROFITABLE TO OPEN A NEW LOCATION?

Expansion Happens When:

Retail Concept is Expanding

New Location Will Not Cannibalize Existing Stores

Estimated Profit is Higher than Competing Locations

site criteria

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SITE CRITERIA

- Site Standards (5 - 10 minute drive time)
- END CAP/FREESTANDING WITH or WITHOUT DRIVE THRU
- High Visibility Building Size
- End Cap: 1,800 - 2,000 square feet
- Freestanding: 2,200 - 2,600 square feet with patio 30 Parking Spaces 50 seats Minimum Ceiling Height 14' – Drive Thru Plus
- Pole/Monument and Building Signage

TRAFFIC GENERATORS

- Heavy retail; daytime employment; shopping centers, entertainment
- Going home side of traffic
- Strong balance of residential and daytime activity
- Trade Area Residential Population > 65,000
- Trade Area Day Population > 30,000
- Average Daily traffic > 45,000 cars combined main and cross streets NON

TRADITIONAL and MALL SITES

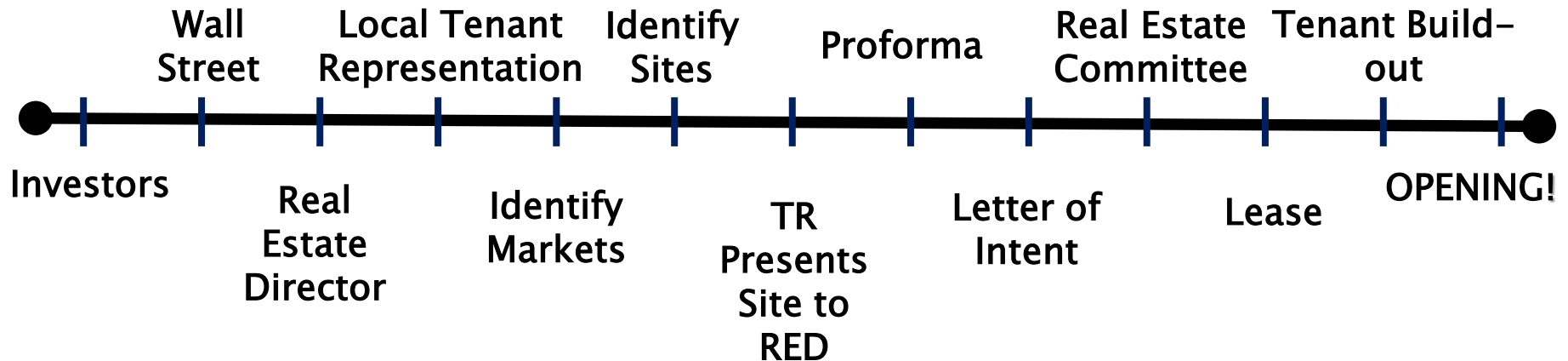
- Mall Size: > 1,000,000 square feet # Anchors: 3+
- University and College Campuses with > 14,000 population
- Casinos
- Major Airports
- Major Entertainment Centers Arenas and
- Stadiums
- Hospitals

BUILDING REQUIREMENTS

- Food Courts: 800 – 1,000 square feet (minimum frontage 24 ft) In Line: 1,800 – 2,000 square feet (minimum frontage 35 ft) Utilities: Stubbed to space

steps to expansion

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- Retailer Drives the Decision
- Small percentage of proposed sites equal new openings
- It is a Process

It's all about PROFIT

Boots On the Ground

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information
collected on
BOG tour ...

- Address and Property Description
- Coordinates
- Listing Agent if applicable
- Contact Info for Agent or Owner
- Website address for Agent or Owner
- Link to Property Information on Agent or Owner's Website
- Google Earth Link to aerial and ground photo
- Total Size of Center if existing
- Available Space in Center
- Parcel Size if vacant land
- Existing Tenants if existing shopping center
- Traffic Count at property
- Summary of Recruitment opportunities specific to property
- Specific Prospects for property
- Overall strategy for property
- General comments

current retail overview

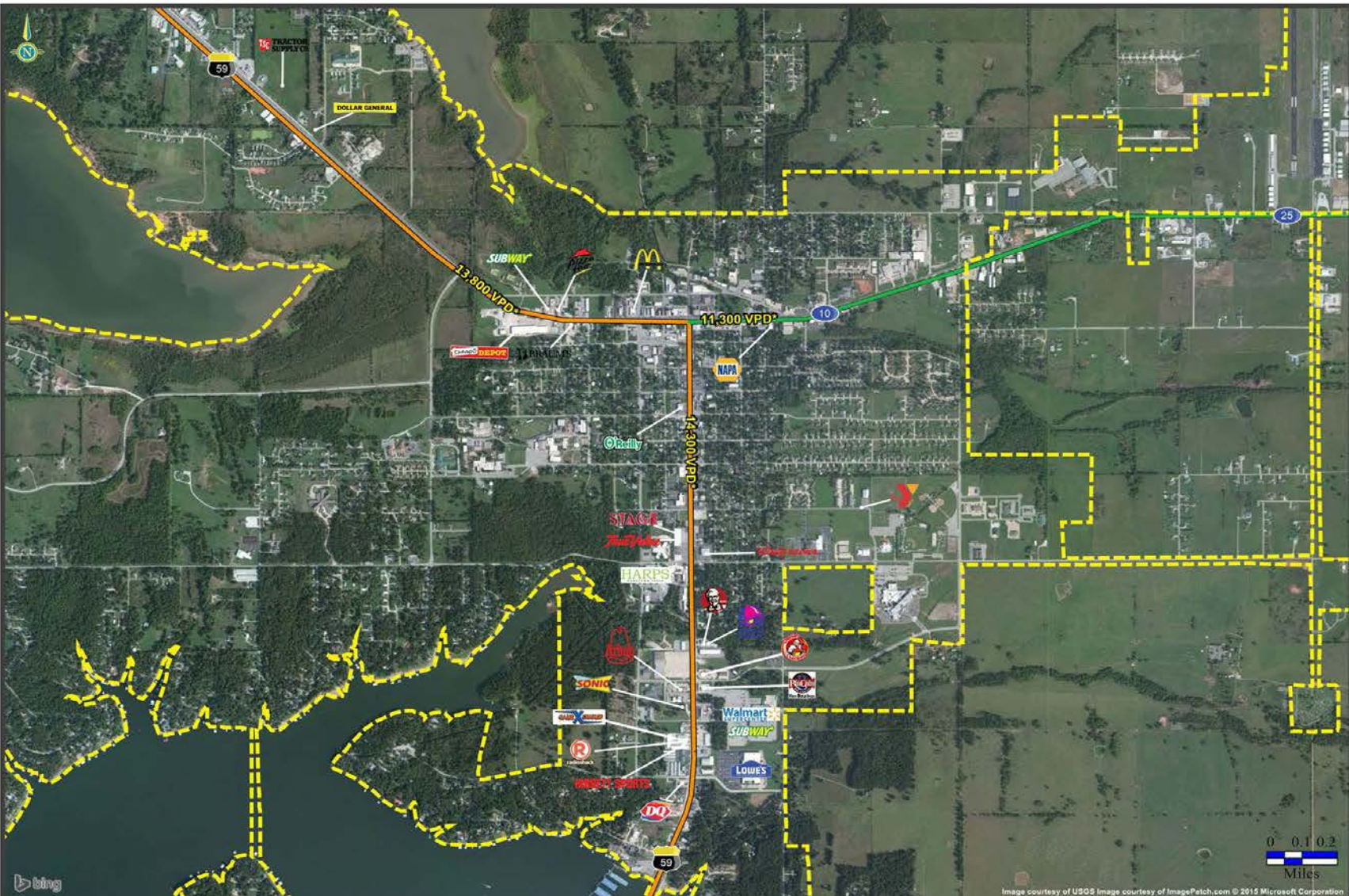
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GROVE, OKLAHOMA

Major Retail & Restaurants

Retail
STRATEGIES

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focus properties

| Retail Strategies

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

| Retail Strategies

GROVE, OKLAHOMA

Major Retail & Restaurants



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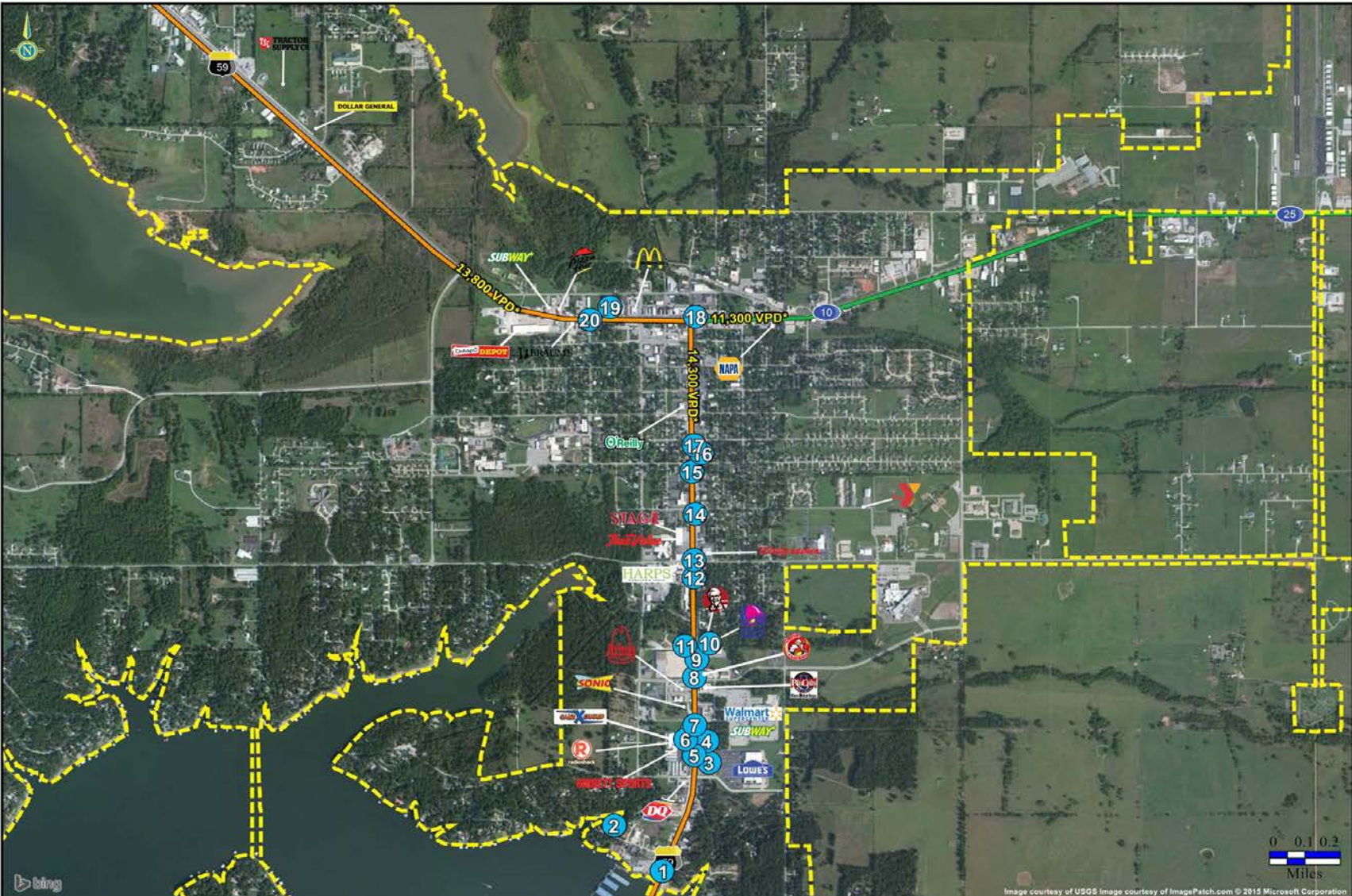


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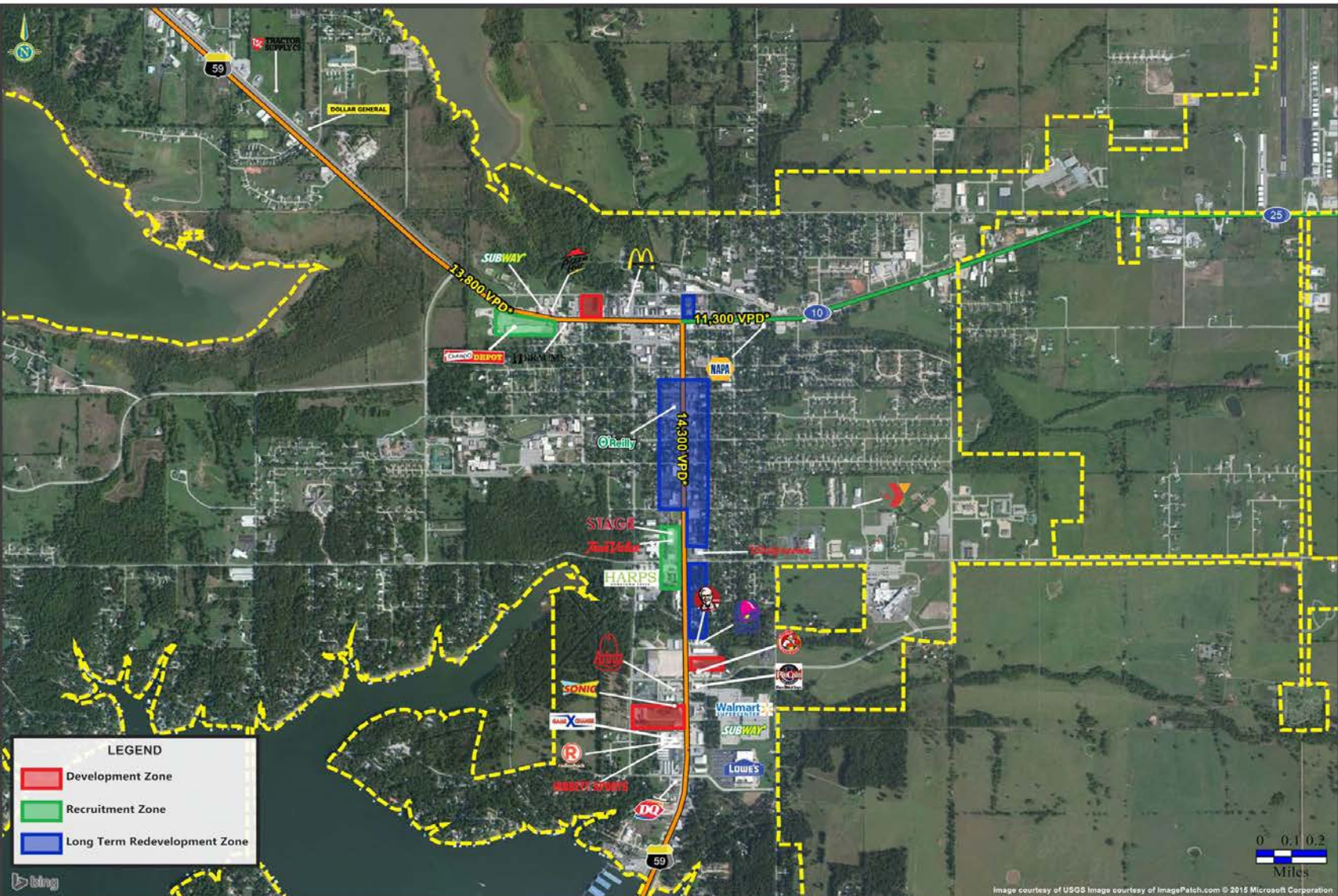
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development & redevelopment zones

| Retail Strategies

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GROVE, OKLAHOMA Focus Areas





retail prospects

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retail prospects

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General Merchandise Stores

GAP: \$16,460,440



Lawn and Garden Equipment Stores

GAP: \$5,367,800



JOHN DEERE



Full-Service Restaurants

GAP: \$9,231,547



Automotive Parts

GAP: \$5,023,378



Coming Soon **AutoZone**



retail prospects

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Limited-Service Restaurants

GAP: \$4,919,854



Office Supplies, Stationery, Gift Stores

GAP: \$4,357,033



retail prospects

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Building Materials, Lumberyards

GAP: \$3,518,427



SHERWIN
WILLIAMS



Mead Lumber



DirectBuy

Appliance, TV, Electronics Stores

GAP: \$3,109,743



at&t



GameStop

BatteriesPlus 

Family Clothing Stores

GAP: \$2,907,075

ROSS

rue21



CATO

SHOE SHOW

 dressbarn

maurices

retail prospects

| Retail Strategies

Sporting Goods Stores

GAP: \$1,923,614



Hardware Stores

GAP: \$1,550,369



Other Retail



marketing objectives

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- 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

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- 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

A scenic view of a lake with a wooden water wheel and a wooden walkway in the foreground, surrounded by trees. The water wheel is a large, dark wooden structure with a large wheel and a long wooden frame. The walkway is a wooden ramp that leads down towards the water. The lake is calm and reflects the sky. The trees are green and some are starting to turn brown, suggesting autumn. The sky is blue with some light clouds.

marketing guide

| Retail Strategies

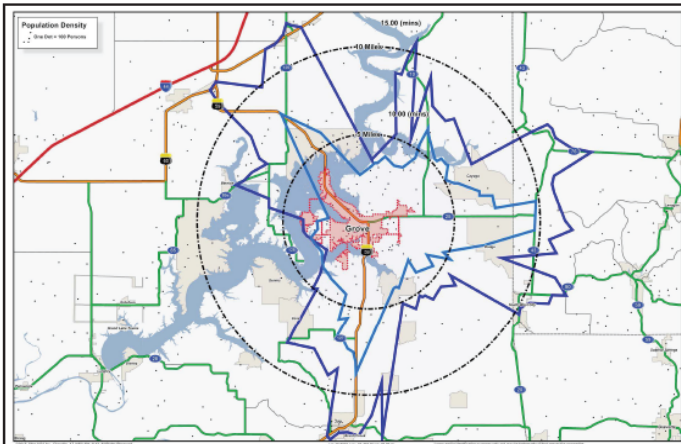
marketing guide

| Retail Strategies

GROVE, OKLAHOMA Marketing Guide



Grove, Oklahoma - Delaware County



City of Grove, Oklahoma

Living the Grand Life!

Bill Keefer

City Manager

wmkeefe@abcglobal.net

City of Grove

104 W. 3rd

Grove, OK 74344

(918) 786-6107 (o)

(918) 786-8939 (f)

www.bixbok.gov

DEMOGRAPHIC PROFILE

2014 Estimated Population
Total Number of Employees
Median HH Income

5 Mile Radius

13,721
6,165
\$37,780

10 Mile Radius

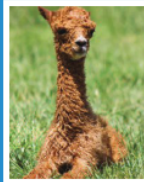
23,231
8,017
\$38,142

10 Minute Drive Time

13,836
6,053
\$37,026

15 Minute Drive Time

17,673
7,092
\$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: ENR 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

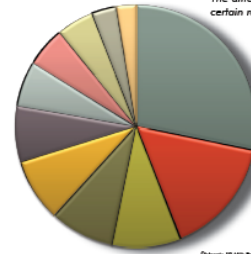
Company Name	Total Employees (Est.)
Grove School District	336
Integrus Hospital	368
Wal-Mart	200
Precision Machine	120
City of Grove/GMSA	100
Pride Plating	100
Grove Nursing Center	100
USA Tank	50
Grove Battery	45
Malone Manufacturing	40

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
• Brenwood 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 Cafe 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

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 \$5,023,375	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: 10 Mile Radius)

(Source: www.cibola.com)