

OPPORTUNITY GAP HIGHLIGHTS

	10 MIN RING	20 MIN RING	30 MIN RING
Food and Beverage Stores	\$18,292,741	\$33,549,141	\$144,334,140
Non-Store Retailers	\$11,084,672	\$40,837,537	\$200,670,931
Other Build Materials	\$5,774,781	\$21,105,342	(\$113,516,970)
Full Service Restaurants	\$5,035,278	\$21,866,248	\$65,001,276
Limited Service Restaurants	\$4,570,296	\$20,445,797	\$17,848,924
Home Centers	\$4,183,382	\$1,704,011	(\$34,475,436)
Lumberyards	\$2,253,565	\$8,133,457	(\$44,644,441)
Family Clothing	\$2,600,980	\$9,233,043	(\$13,628,995)
Appliances, TVs, Electronics	\$1,763,944	\$5,629,640	(\$9,657,662)
Pharmacies and Drug Stores	\$1,747,681	\$14,249,876	\$13,377,069
Radio, Television, Electronics	\$1,411,455	\$5,448,431	(\$11,053,655)
Hardware	\$1,249,246	(\$3,206,416)	(\$5,866,271)
TOTAL RETAIL LEAKAGE	\$82,636,165	\$262,751,045	\$755,848,963

The Opportunity Gap represents the difference between retail sales in specific categories of goods and services where reported demand (purchases by consumers living in an area) exceeds reported sales by merchants (supply) within the same defined trade area. Data is derived from the Consumer Expenditure Survey as administered by the U.S. Bureau of Labor Statistics and from the Census of Retail Trade, made available through the U.S. Census.

About the Skiatook Area

The City of Skiatook, Oklahoma is a suburb of Tulsa just minutes from Tulsa's historic downtown business district. State Highways 20 and 11 intersect on the east side of Skiatook's downtown, and SH 20 connects Skiatook with US 75 on its eastern city limits. Skiatook's central retail corridor is a five mile stretch of SH20 that literally dissects the community and funnels thousands of people every year to the area's main destination, Skiatook Lake. Seasonal lake traffic brings visitors from all over northeast Oklahoma and southern Kansas through the retail district of Skiatook on their way to the lake.

The City of Skiatook is actively seeking retail development projects to provide its businesses and residents with the convenience of local shopping and dining. Skiatook is ready to begin a retail growth phase to support the residential growth phase of the past ten years. Incentives are available for retailers fitting the city's timeline and identified needs.

2013 POPULATION (Est)

CITY LIMITS	7,438
10 MIN RING	12,754
20 MIN RING	50,842
30 MIN RING	175,565

ANNUAL GROWTH 2000-13 (Est)

CITY LIMITS	1.87%
10 MIN RING	1.97%
20 MIN RING	1.75%
30 MIN RING	1.14%

EARNED A COLLEGE DEGREE

CITY LIMITS	24.10%
10 MIN RING	25.00%
20 MIN RING	27.40%
30 MIN RING	25.90%

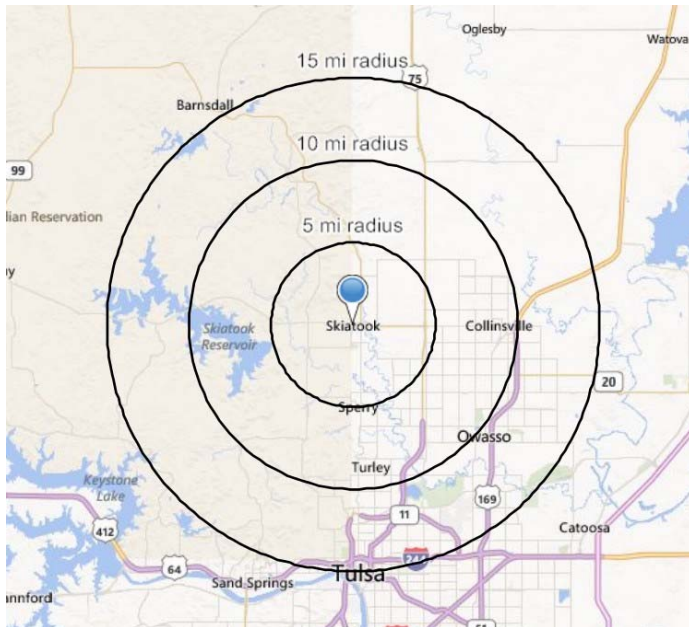
2013 AVERAGE HH INCOME (Est)

CITY LIMITS	\$56,186
10 MIN RING	\$59,709
20 MIN RING	\$59,767
30 MIN RING	\$53,682

HOMES BUILT SINCE 2000

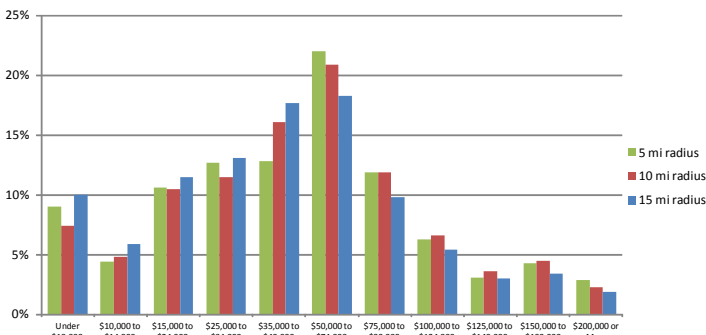
CITY LIMITS	19.50%
10 MIN RING	18.37%
20 MIN RING	24.99%
30 MIN RING	19.02%

Skiatook Oklahoma

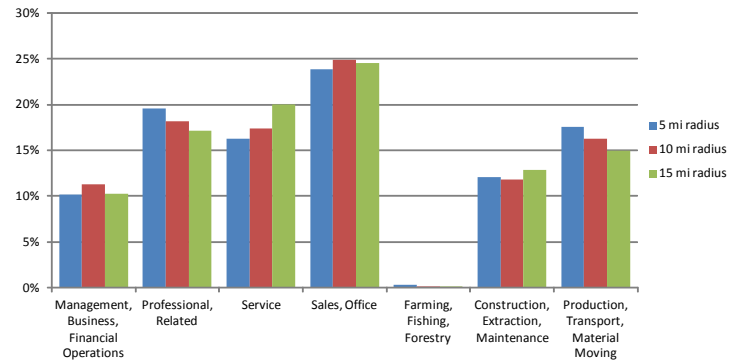


Concentric ring data shows the demographic make-up for a 5, 10 and 15 mile radius around Skiatook. The appropriate ring diameter is determined by the retail draw of the retailer. Drivetimes are good for a quick overview but neighboring markets, traffic flow, accessibility and convenience must be taken into account.

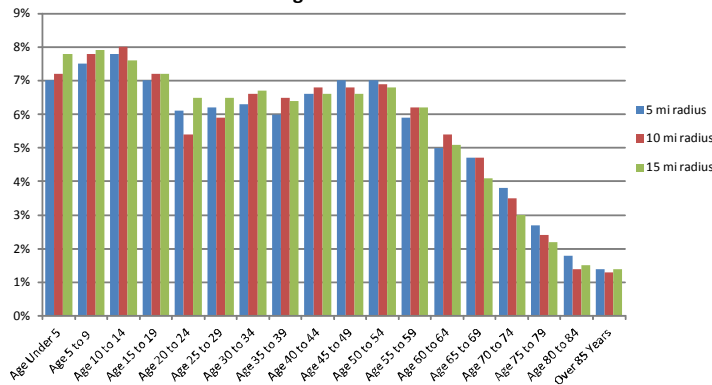
Household Income 2013



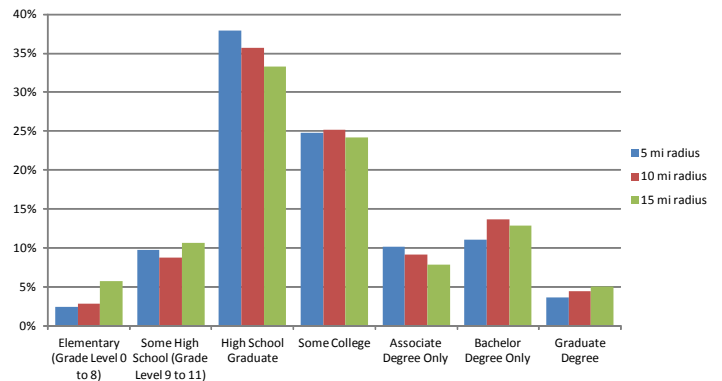
Occupational Classification, Employed Population Aged 16+



Age Classification 2013



Educational Attainment 2013



For more information about the Grand River Dam Authority contact Retail Attractions at (918) 376-6707 or info@retailattractions.com
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