



Muskogee

Right Location. Right Now.

**Retail
Potential
Analysis**



Demographics



Opportunities



Key Indicators





The (need official name) Courthouse stands in testament to Muskogee's regional nature.

Muskogee's average family income of \$51,665, combined with a low cost of living (12.3% below the national average) means Muskogee area residents have money to spend on desired items.

Just A Brief Glimpse

Located near three major rivers, three US highways and one Interstate, Muskogee's location truly is ideal for business. With a growing, affluent population and new businesses reporting success stories every month, Muskogee has much to offer businesses and retailers.

We've prepared this brochure to offer you a brief glimpse of Muskogee and its potential. Known internationally as the focal point for Merle Haggard's 1960s country smash "Okie from Muskogee," our community has retained the defining characteristics of doing what is right, working hard, having a safe environment and civic pride.

Those foundational concepts have been the driving factor in Muskogee's strong growth and helped us evolve into a regional shopping, dining and entertainment destination.

Unique community events draw hundreds of thousands each year to Muskogee and our major merchants report 60% of their sales are to residents from outside Muskogee. We know you'll find the information in this brochure compelling. All that's left is for you to come see Muskogee for yourself.

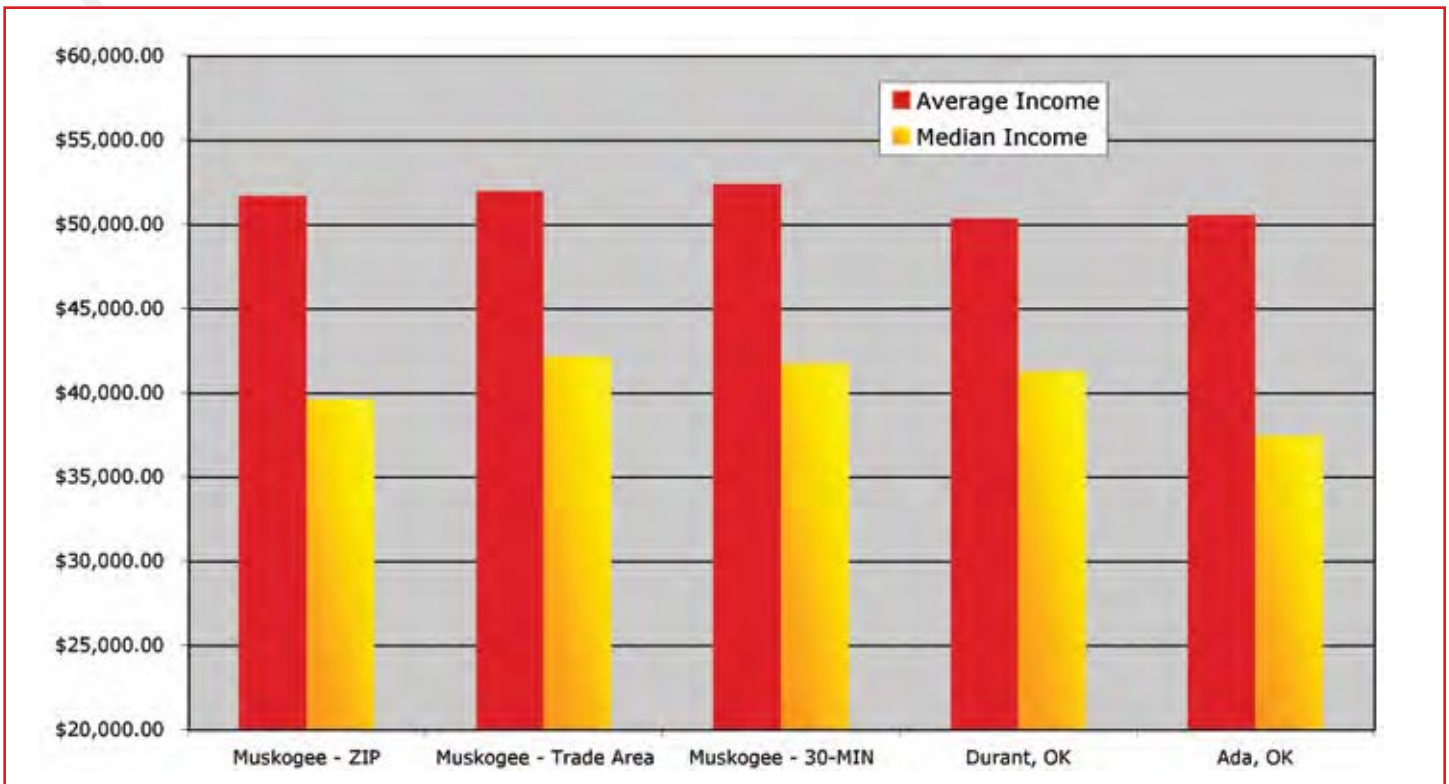
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Location IS Everything



Muskogee businesses draw customers from the entire trade area, reaching nearly to Tulsa and east into Arkansas. Blessed with easy highway access to Muskogee, many area residents make Muskogee their destination for shopping, dining, arts and entertainment. More than **222,000 people** live within an easy 30-minute drive. Given Oklahoma's lack of retail choice in smaller cities, a 30-minute drive is the norm for procuring goods and services.

2006 Average and Median Family Income



More than 70% of Muskogee Households are families, and the 2006 Average Income for Muskogee families is nearly \$52,000.00





New retail in Muskogee under construction. This prime location also features a Goody's and a Super Wal-Mart.

More than \$280 million in new construction bloomed in Muskogee over the past six years.

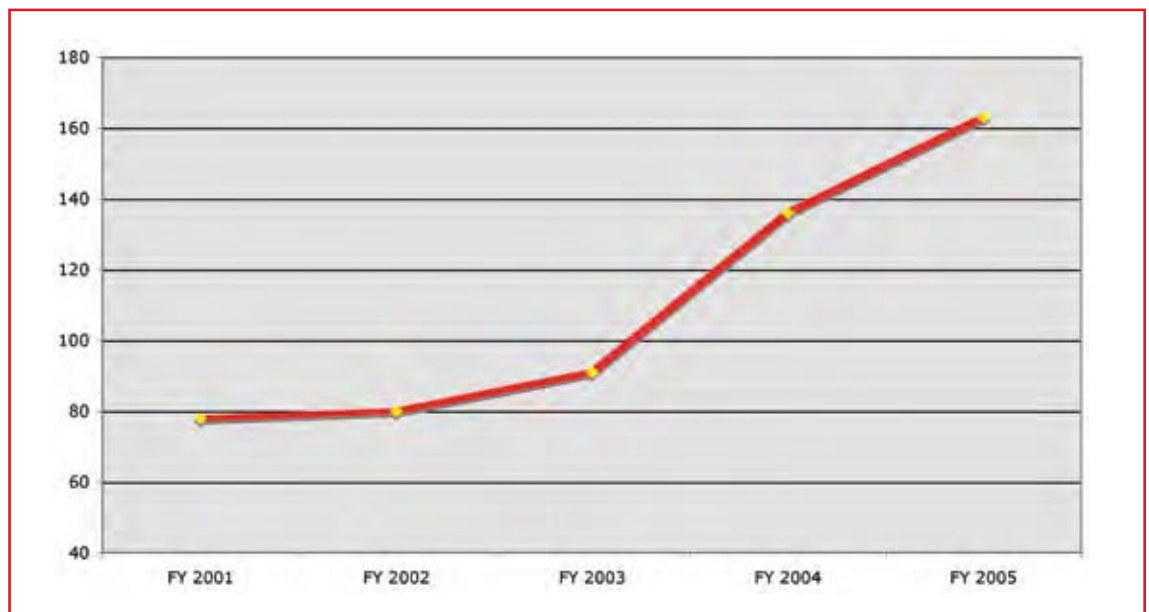
Muskogee's nearly 50,000 residents enjoy what their community offers and choose to support local businesses when possible. Residents look forward to the completion of extensive downtown renovations designed to shift the already vibrant downtown area to a mixed-use modern shopping and dining city center anchored by Arrowhead Mall, historic

buildings and attractive public spaces.

Muskogee's diverse economy is thriving, driven by a mix of manufacturing, retail/service, professional and executive jobs. Area development organizations work closely together to ensure a healthy business balance in the community and to streamline the process for new businesses.

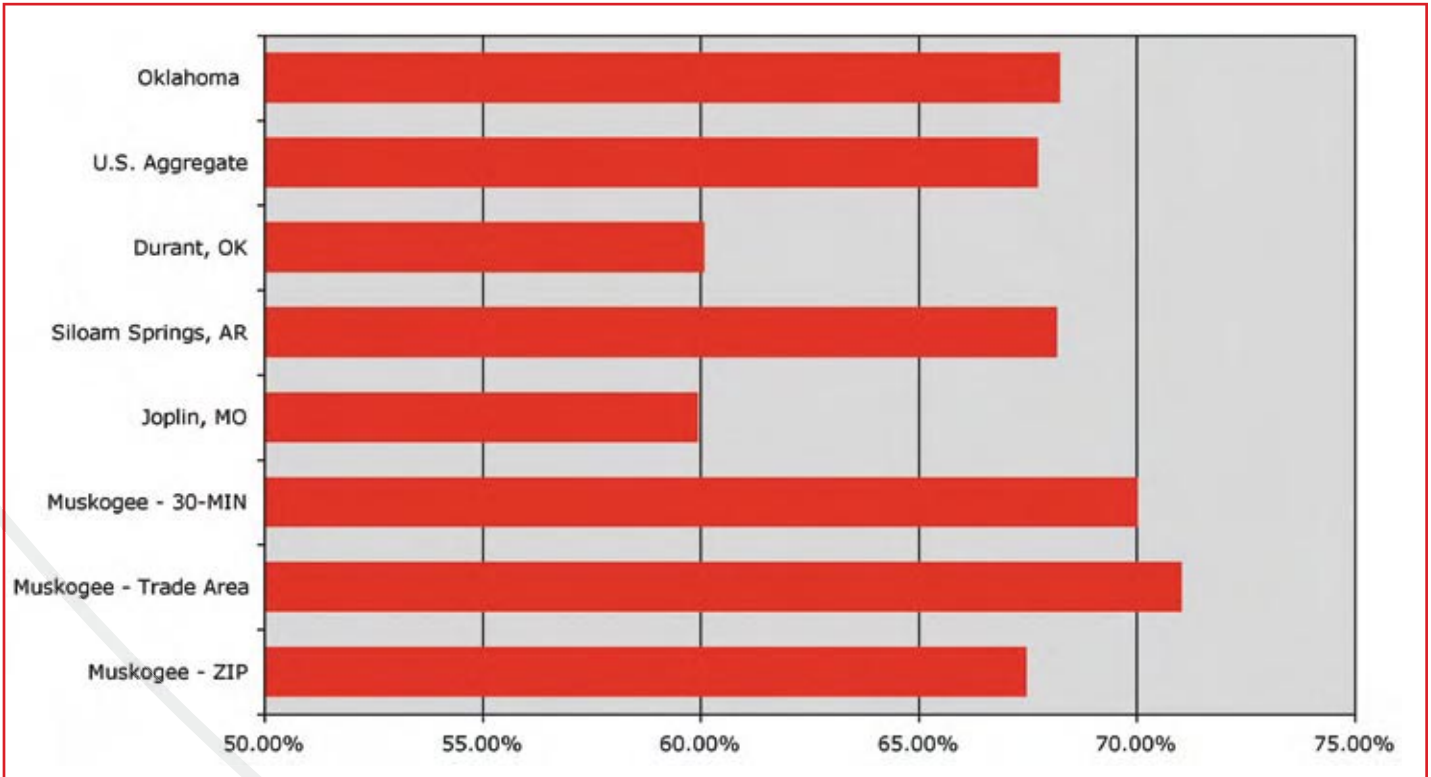
New Home Construction Permits

More and more people discover Muskogee each year. Home starts trend strongly upward, with the average new home construction permit value more than \$125,000.00.



Building For Success

2006 Percentage of Family Households



“Business is very good; we’re excited to be here. Muskogee is a great location, and we have a strong working relationship with the city.”

– Mike Ebert,
Store Manager
Wal-Mart
SuperCenter

Area residents frequent the Chili’s Restaurant in Muskogee, featuring newly re-designed decor in the bar area. This location is a consistently excellent performer.



Retail Opportunities

Muskogee offers retail businesses tremendous opportunity in a number of categories. A recently completed Opportunity Gap study using 2005 economic data shows retail leakage in categories as diverse as Furniture and Home Furnishings (\$27 million), Grocery Stores (\$48 million) and Clothing and Accessories (\$51 million).

These figures represent the difference

between what is purchased in a specific area and what residents of that same area buy, by category. A “gap” condition means residents of the trade area are purchasing products and services from outside the area.

Given Muskogee’s proven regional draw, businesses locating here to sell products or services in these “gap” categories would likely do well.



Key Opportunity Gaps:

Furniture & Home Furnishings	\$27 million
Electronics & Appliances	\$15 million
Building Material & Supply	\$63 million
Grocery Stores	\$49 million
Pharmacies & Drug Stores	\$29 million
Clothing & Accessories	\$51 million
Sporting Goods, Hobby, Music	\$14 million
Book Stores	\$4 million
Office Supplies, Stationery	\$18 million
Gift, Novelty, Souvenir	\$10 million
Full-Service Restaurants	\$40 million

Muskogee's progressive council-city manager government believes in growing businesses and helping them prosper. The city government and the Muskogee Chamber of Commerce work closely together to attract and retain new businesses and residents. The success of this partnership is visible everyday in Muskogee, evidenced by new construction and expanding businesses.

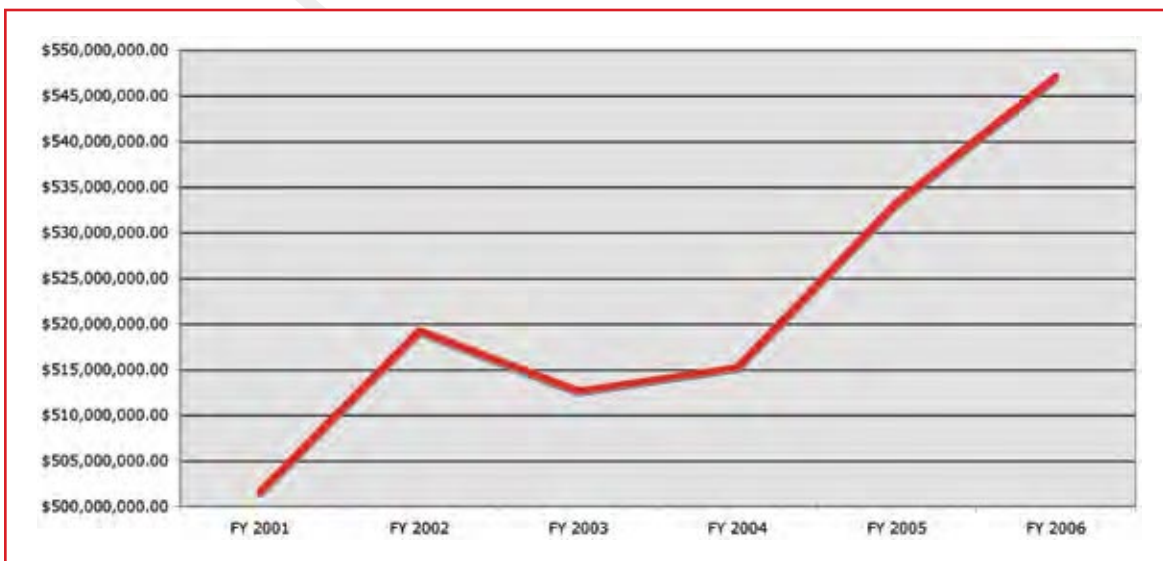
The city's positive attitude toward development and commitment to keeping the process simple means locating a business here just makes sense, on many fronts.

Construction costs in Oklahoma tend to fall significantly below typical east or west coast costs, and Oklahoma has long been recognized as a state with a welcoming business climate. Come and experience Muskogee for yourself! Talk to our residents, our businesses and our leadership and find just the right location. It's waiting, right now, in Muskogee.



Bank of Oklahoma's downtown Muskogee branch.

Muskogee boasts three college campuses with a combined enrollment of more than 5,000 students. Combined with a high school population of more than 1,200, and Muskogee's young adult apparel market is ready to boom.



Sales tax collections for the past few years are trending sharply upward as Muskogee's reputation as a shopping destination grows.

Did you know that Muskogee is home to the Oklahoma Music Hall of Fame? Thousands visit the Hall every year or come to see the elaborate induction ceremonies.





Muskogee

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