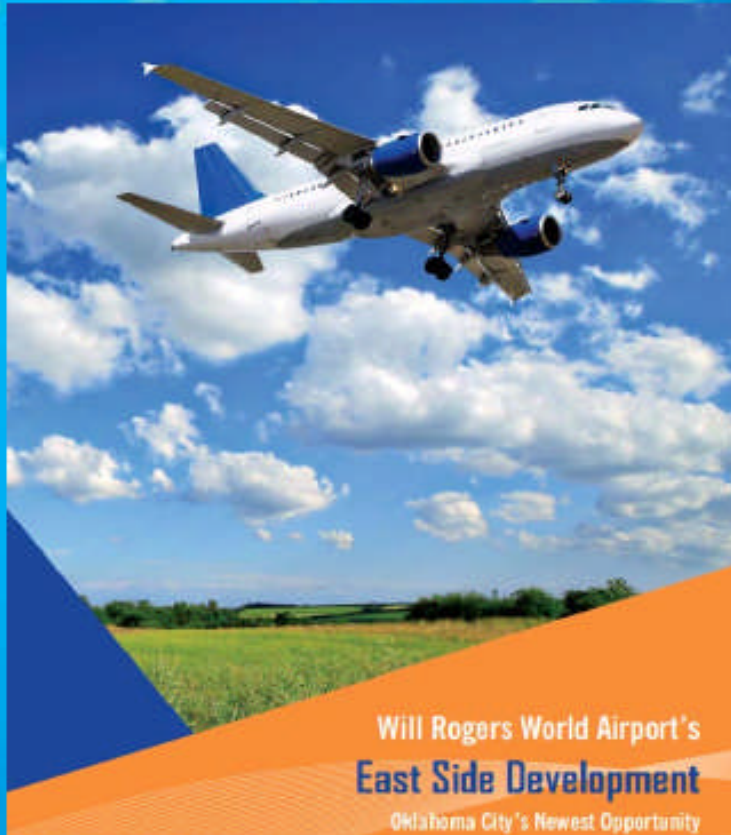




## THE MARKET STRATEGY

*January 1, 2011*



Prepared by:



In collaboration with:

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# Section 1 – Market Strategy

## Section 1.01 – Introduction

As a subcontractor to Leigh|Fisher, LandUse|USA, LLC has been retained by the OKC Will Rogers World Airport (“The OKC Airport”) to develop a market strategy for what is currently known as the East Side Development project. This document presents our conclusions, findings and recommendations, and is intended to help guide the final plan, strategy and project implementation.

This market strategy is the result of considerable data analysis that included modeling market supply and demand throughout the Greater Oklahoma City market. A broad spectrum of potential land uses was tested, including retail; office space; distribution and warehouse facilities; and a mix of direct and indirect aviation uses. The analysis also involved a close study of performance measures across industry categories, plus comparisons to other metropolitan markets throughout the South Central United States. Results were then qualified for the unique attributes of the study area and proposed project within the OKC Airport.

## Section 1.02 – Cameo, Signature Project

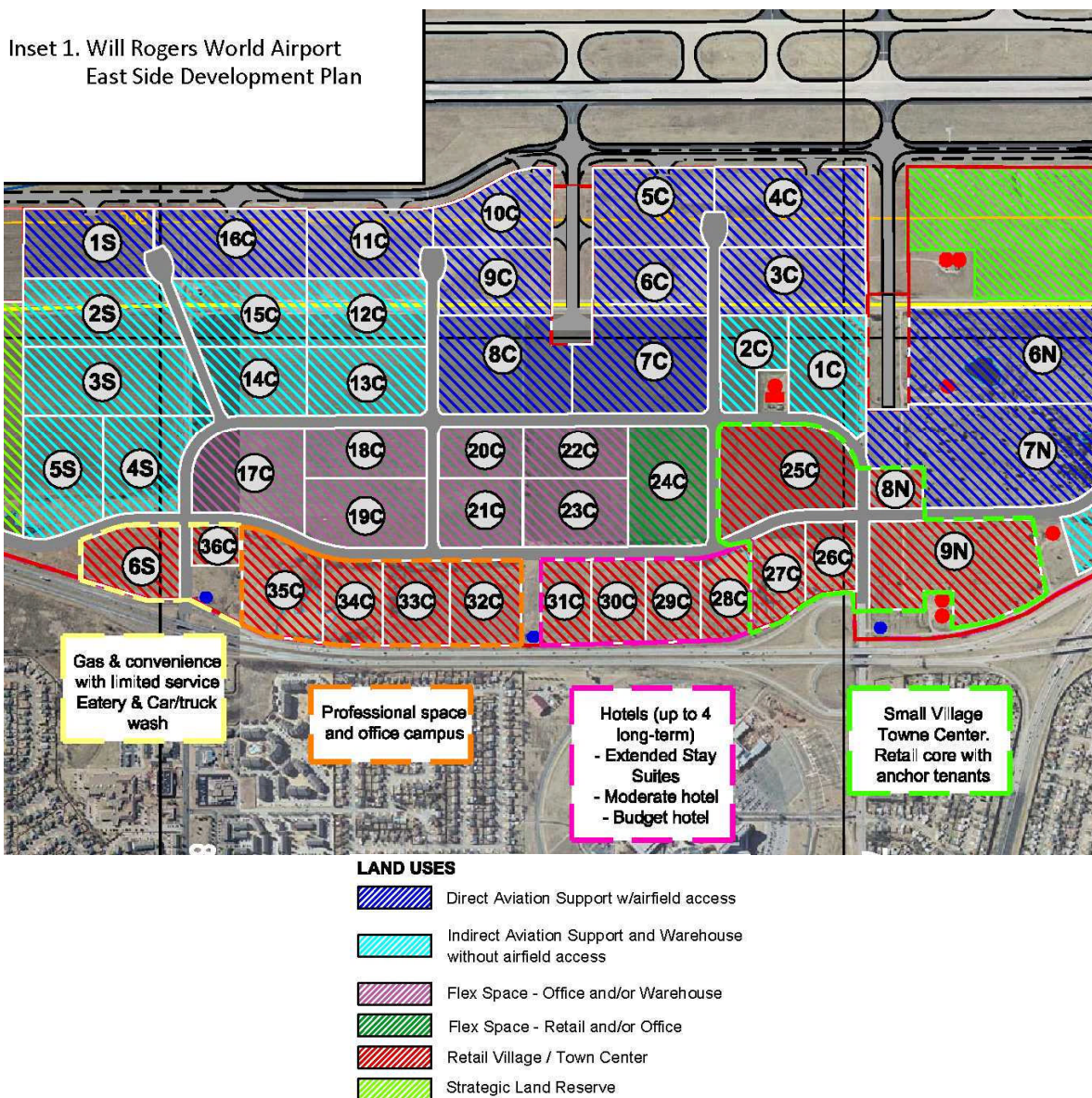
Overall, we find the real estate opportunities for the Eastside Development project to be favorable, although not without some cautions. The strategy should begin with development of a retail village in a town center format and with smart planning and design that clearly convey an urban and walkable environment.





Even with just a few good anchors, the retail component can serve as the gateway to other mixed uses, helping to convey a cameo, signature project that celebrates the City of Oklahoma City, conveys its unique identity, and serves the surrounding business community and residential neighborhoods. The retail strategy is elaborated upon in Section 1.04 of this report.

We have also developed a strategy for the placement of specific uses within the project, and in a way that helps knit them together (see the inset below and Exhibit A.01 in the attached Appendix A.) The retail village is shown in red and its location specifically designed to create a gateway into the project for highway traffic using the 74<sup>th</sup> Street exit, and local southbound traffic along Portland Avenue.





Patrons at nearby hotels (parcels 28 through 31) and daytime workers at nearby businesses (parcels 17 through 23C and parcels 32 through 35) should be able to walk to the retail village by using sidewalks along both sides of Portland Avenue. Parcel 24C is specifically designated as flex space for retail and/or office space, ideally with tenants facing north toward the retail village.

Parcels 17C through 23C should also be considered as flex space for office and/or non-aviation warehouse uses. Parcels 32C through 35C have highly desirable visibility to I-44, and should be reserved for high-quality, build-to-suit office tenants. Finally, the westernmost parcels have been subdivided into direct aviation uses (with airfield access) and indirect aviation, aviation support and/or non-aviation related warehouse facilities.

All of these recommendations, including the general scale of acreage allocated among categories of use, are substantiated by a close study of market supply and demand in the local market. A description of the analytic approach and methodology is provided in Section 2.30 of this report.

## Section 1.03 – Market Observations

In formulating the strategy, we considered a number of site and locational attributes of the project, with the following summary observations:

- The project offers excellent visibility to Interstate 44, which connects the Greater Oklahoma City market with Dallas-Fort Worth, Kansas City, Tulsa, etc. Average Daily Traffic (ADT) counts along I-44 are favorable and estimated to exceed 100,000 vehicles at the convergence of I-44 with I-240 (see Exhibit G.16 in Appendix G.) Traffic counts exceed 80,000 vehicles along I-240 near the Airport, and exceed 50,000 along I-44 near the Airport. The average of about 75,000 vehicles daily is roughly equivalent to 55 million advertising exposures annually, which can be very attractive to potential businesses.
- The project is proximate to the OKC Airport with access to airfield runways and taxiways. However, the majority of traffic generated by arriving and departing visitors is still expected to be along Meridian Avenue. Regional destinations are expected to include regional employment centers, universities, hospitals, downtown Oklahoma City, etc. – most of which are located to the north.
- The primary trade area (see Exhibit G.10) has a population of about 250,000. Although it typically takes a population base of at least 500,000 to support a regional shopping center, the trade area size is certainly sufficient to support a few large anchors among grocery, general merchandise and home improvement categories.

- The primary trade area has a per capita income of about \$21,000, which is significantly lower than average for the Oklahoma City 7-County MSA (\$31,000.) Overall, the market is too moderate to support *upscale* retail stores.
- The northern half of the Oklahoma City market clearly benefits from a larger number of retail choices, whereas the more moderate southern half of the market is relatively underserved. Within the trade area, there remains an opportunity for a limited amount of moderate and value-priced retail.

Competition for future retailers will continue to be fierce throughout the Oklahoma City market. Upscale and regional destinations like Ikea, Bass Pro Shops and Cabela's will be inclined to locate to the north near the Penn Square and Quail Spring Malls. Penn Square Mall is expected to expand, opening new opportunities for additional retail.

Upscale and unique hotel brands will target Downtown Oklahoma City. Among retailers that have multiple store locations, Moore and Midwest City / Del City will continue being competitive in luring moderate-to-better brands.

## Section 1.04 – Village Town Center

The optimal retail strategy calls for development of a small village town center with a minimum of 400,000 square feet (sf) of retail space. To succeed, the village center must include several large anchor tenants, including a full-line grocery store like Crest or Wal-Mart Neighborhood Market and with up to 65,000 sf of space.

A second anchor should include a discount department store (not a supercenter) like Target or Wal-Mart (100,000 sf); or a membership warehouse club like Costco. These would be enhanced by a book store (20,000 sf), sporting goods store (25,000 sf) pharmacy like CVS or Walgreens (14,000 sf); and a small international grocery store that specializes in Asian, Hispanic and/or African import products (up to 6,000 sf).

There is also a need for a large home improvement store like Home Depot or Lowe's, which could also be enhanced by a smaller hardware store and complementary home improvement stores (carpet, tile, paint, window coverings, etc.) A summary of these recommendations is provided on the following page and in the attached Exhibit A.02.

## Village or Town Center – Tenant Program

| Conventional Retail     | Square Feet   |
|-------------------------|---------------|
| Full-Line Grocery Store | 65,000        |
| International Grocery   | 6,000         |
| General Merchandise     | 100,000       |
| Pharmacy                | 14,000        |
| Book Store              | 20,000        |
| Sporting Goods Store    | 25,000        |
| Complementary Tenants   | <u>20,000</u> |
| Subtotal                | 250,000       |

| Home Improvement      | Square Feet   |
|-----------------------|---------------|
| Home Improvement      | 100,000       |
| Hardware Store        | 8,000         |
| Lawn Equipment        | 6,000         |
| Complementary Tenants | <u>11,000</u> |
| Subtotal              | 125,000       |

|                          |               |
|--------------------------|---------------|
| Restaurants and Eateries | <u>25,000</u> |
|--------------------------|---------------|

|                          |         |
|--------------------------|---------|
| Total Retail Opportunity | 400,000 |
|--------------------------|---------|

Only *after* anchor tenants are secured for the retail village would full-service and limited-service restaurants also be supported in the project. The market is nearly saturated in these categories, so any new restaurants will need to capture expenditures from a mix of patrons, including daytime workers, airline travelers, community college students, highway commuters (including truckers and other visitors just passing through), hotel patrons, and repeat shoppers.

Here are some additional observations on the concept of a small retail village and town center:

- The retail should pivot around the intersection of Portland Avenue and 74<sup>th</sup> Street and should be clustered together as close as possible to that intersection.
- The retail should follow urban design standards with zero set-backs from that intersection; parking in the back or along Portland Avenue; sidewalks with access from other mixed uses in the project; and accommodations for public transit.



- The retail should serve the needs and expectations of resident households and local working families first and that of visitors second. It should provide household basics like grocery, pharmacy and hardware. Grocery stores are particularly under-represented in the market, and there is both a need and demand for more choices.
- The town center concept should include a specialty grocery store and drug store/pharmacy, as well as a full-service grocery store. A discount department store and/or membership warehouse club can also be supported. However, a supercenter could undermine the opportunity for a full-service grocery store and specialty grocer, so is not recommended.
- Costco Membership Warehouse Club has stores in the surrounding markets of Kansas City, Memphis and Dallas-Ft. Worth, but seems to have bypassed Oklahoma City. In order to recruit a Costco to the Airport project, the brand would probably expect to achieve some efficiencies and critical mass with a multi-store regional strategy.
- Given that most of the destination types of retail are already clustered in the northern part of the Oklahoma City market; and also given the relatively moderate income profile of the primary trade area for the Airport project, it is unlikely that it could attract trendy brands like IKEA, Bass Pro Shop or Whole Foods.
- It is also unlikely that the project can become a destination for cross-shopping among big-ticket hard-line categories like furniture and automotive dealerships.
- For perspective on the size of the retail village, most town centers are typically 600,000 square feet, and most regional shopping centers are at least 900,000 square feet. With about 400,000 square feet of space (including restaurants and eateries), the retail village for the Airport project is expected to be about two-thirds of the typical size for town centers.
- The scale of the town center could be more than one level, and some of the street front retail space could be topped by a second level of for-lease office space for small professional suites of 500 to 3,000 square feet each.

Recognizing that our recommendations for the retail component of the project are conservative, the strategy also allows for some flex space that could be utilized for either retail and/or office space. We also recommend that development of speculative retail space be avoided at all costs and that every retail building include at least one signed anchor (grocery, pharmacy, hardware) with at least 6,000 square feet; and that all restaurants be attached to the anchors rather than being freestanding buildings on out-lots.

## Section 1.05 – Traveler Accommodations

In addition to a small village town center, the project can also support two or three hotels or motels. Initial suggestions include the following:

- An extended stay suites like Studio Six by InTown Suites or Marriott Residence Inn.
- A moderate full-service hotel like AmeriSuites by Hyatt, Hawthorn Suites by Wyndham, or a Radisson Hotels or Sheraton Hotels & Suites by Starwood.
- A budget or value hotel like Best Value Inn, Microtel Inn & Suites, or a Rodeway Inn or Sleep Inn by Choice Hotels.

Hotels typically demand excellent highway visibility, but may accept secondary access compared to destination types of retail. For these reasons, it is recommended that the inboard parcels between Portland Avenue and I-44 be reserved for traveler accommodations (see Parcels 28C through 31C in Exhibit A.01.) In comparison, restaurants should be integrated into the town center, with pedestrian sidewalks providing walkability for hotel patrons.

Gasoline stations, convenience stores, limited-service eateries connected to convenience stores, car washes and truck stops should all be located at the next exit south of the retail village and pivoting around the intersection of Portland Avenue and 89<sup>th</sup> Street. This strategy is deliberately designed to preserve the town center character of the retail village and ensure that the prime retail corners at Portland and 74<sup>th</sup> Street are not taken by gas stations.

## Section 1.06 – Office Campus

Exhibits A.05 and A.06 in the attached appendix provide a list of office tenants most likely to be supportable in the local market. The list is diverse and includes a large number of small tenants likely to be interested in 2,000 to 6,000 square feet of space (Exhibit A.05). A few larger anchor tenants could be attracted in the categories listed below (Exhibit A.06), and should be targeted for build-to-suit facilities with direct visibility to traffic along I-44/I-240.

### Build-to-Suit Office Campus Anchors

- Electronic Shopping and Mail-Order Houses
- Newspaper, Periodical, Book and Directory Publishing
- Data Processing, Hosting and Related Services
- Technical and Trade School – Advanced Education



Other businesses could occupy small tenant space above retail within the town center, or could occupy sublease space within the build-to-suit facilities. The maximum magnitude of office space among all tenants listed in Exhibits A.05 and A.06 (including build-to-suit anchors and health care facilities) is 170,000 square feet. However, this is a preliminary and conservative estimate, and we anticipate that the longer-term, build-out opportunity is more likely to approach 300,000 square feet.



## Section 1.07 – Warehouse, Distribution, Logistics

Exhibit A.06 also provides lists of potential tenants in the wholesale, distribution, storage and logistics industries. These tenants are likely to be larger and would probably build facilities with at least 10,000 square feet, with some approaching 70,000 square feet and averaging in the 30,000 to 50,000 square foot range. Near-term, the maximum magnitude of space in these categories is expected to approach 600,000 square feet.



## Section 1.08 – Direct Aviation Support

The U.S. Economic Census' system of NAICS codes (North American Industrial Classification System) does not include codes specifically assigned to aviation related industries. Instead, we conducted a close study of aviation related businesses that tend to be located proximate to airports, and used deduction to identify potential businesses that appear to be under-represented near the Will Rogers World Airport. The results are detailed in attached Exhibit A.08, and include 28 distinct business categories that could be targeted for this unique project.

## Section 2 – Additional Items

### Section 2.01 – Introduction

The Executive Summary of this preliminary report focused on the recommended land use strategy for the East Side Development project. This section addresses a few additional items, including the feasibility of attracting specific manufacturing related businesses to fill other space within the trade area.

This section of our report also provides a description of the overall methodology; describes recommended next steps in the work; provides guidance on naming and branding of the project, and concludes with contact information on key members of the project team.

### Section 2.02 – Manufacturing

Although the vision for the Airport project does not include manufacturing, light or heavy industrial uses, we did carry these categories along in our analysis. This was done partly for demonstrative purposes, and also to help identify industries that could be targeted for existing space or developable lands in other areas of the Airport or within the primary trade area.

Results are summarized in the attached Exhibit A.06 and include some businesses that complement the aviation industry, as summarized below.

#### Manufacturing Categories - Direct and Indirect Aviation and Aerospace Support

- Plastics Product Manufacturing
- Architectural and Structural Metals Manufacturing
- Engine, Turbine, Power Transmission Equipment Manufacturing
- Navigational, Measuring, Control Instruments Manufacturing
- Aerospace Product and Parts Manufacturing
- Machine Shops, Turned Product, Screw, Nut, Bolt Manufacturing

## Section 3 – Qualitative Approach

### Section 3.01 – Introduction

The following narrative provides a description of the research and analytic tasks conducted during the work on development of the market strategy. We first researched prior work that had already been completed on the project, and specifically the [Airport Strategic Development Program](#) prepared by Leigh Fisher (April 28, 2010.)

### Section 3.02 – Additional Resources

We then conducted a review of other research, materials and resources available from the City; its Planning Department; Downtown Oklahoma City, Inc.; Chamber of Commerce; Greater Oklahoma City Partnership; and Association of Central Oklahoma Governments. These resources were used to gauge the market's economic vitality, resiliency and preparedness for future diversification and growth. For reference, a summary is provided below.

#### Greater Oklahoma City Chamber of Commerce

- News Brochures: Aviation; Bio; At A Glance; The Point; Retail & Development
- Brochure: Bricktown Shopping & Entertainment District
- Brochure: The Place to Thrive in Today's Economy
- Annual Report; 2009
- Economic Forecast; 2010
- Strategic Implementation Plan; 2009
- Impact Analysis of MAPS and Other Significant Central City Investments; 2009
- Downtown Oklahoma City Grocery Store Location Analysis; 2006
- Aerospace and Aviation Industry; Economic Impact Survey for 2005
- Assessment and Roadmap for Alternative Energy; 2009
- Bio Ready, Bio Strong; 2005
- Biosciences Economic Impact 2006
- Assessing the Competitive Position in the Biosciences; 2005
  - Moving Forward Together; Greater Oklahoma City's Bioscience Future
  - A Benchmarking Analysis
  - Analysis of the Bioscience Economic Base
  - Core Competency Assessment and Technology Platform Identification



#### Greater Oklahoma City Partnership

- Magazine: A Better Living – A Better Life
- Magazine: Work, Play & Live in OKC
- Magazine: The Urban Horizon

#### City of Oklahoma City; Planning Department; and OKC Downtown, Inc.

- OKC Plan 2000 – 2020; SE, SW, NE and NW Sector Plans; 2007 – 2009
- Foreign Trade Zone #106; To Improve Your Competitive Edge
- The Plan for the Asian District; 2005
- 2010 Downtown Oklahoma City Strategic Action Plan; 2003
- 10<sup>th</sup> Street Medical Business District; Development Strategy; 2006
- Medical Community Neighborhood Plan; 2003
- Downtown Housing Demand Study; 2005
- Core to Shore Plan; A Redevelopment Framework; 2008
- Presentation: Core to Shore Plan
- Presentation: Employment Land Needs
- Presentation: Planning Accomplishments

#### Association of Central Oklahoma Governments

- Defending Oklahoma's Future: Tinker AFB; Joint Land Use Study; 2008
- Update: Comprehensive Economic Development Strategy (CEDS); Oklahoma City Enterprise Community, and Neighborhood Revitalization Strategy Area; 2009

These resources were used to identify other City economic growth initiatives; policies and plans. Some themes percolated to the top, particularly among a) economic growth initiatives in biosciences, aerospace/aviation, and alternative energy; and b) physical development plans for the downtown and other districts, particularly pertaining to medical facilities, commercial space and housing.

We also listened to what the project stakeholders had to say during a round-table meeting with the Leigh|Fisher consultant team; the Airport and City leaders; and local developers. A few of the developers were also interviewed in phone conferences. More significant amounts of stakeholder input may be added at subsequent stages of the work.

## Section 3.03 – Field Analyses

We conducted field research, market tours and site visits on several occasions during the summer of 2010; photographed area amenities; retail, commercial, medical and office uses; significant vacant facilities; and evidence of current real estate conditions. We collected an inventory of business and retail throughout the Greater Oklahoma market and catalogued them by general industry sector. We then compared the field inventory with lists provided by third party vendors, and made updates where needed. We also collected an inventory of regional medical/health care providers and colleges, plus an assessment of regional and local airports, county seats, industrial parks and other attributes that typically weighed by prospective business campus tenants.

We also relied on our professional experience in the industries of retail site selection and location analysis; land use economics; community and downtown planning; real estate investment and development; human geography and demographics; and interrelated topics. We applied sound professional judgment; experience in assisting other American Cities with similar projects; and subjective observations during our visits to Oklahoma City.

## Section 4 – Quantitative Analysis

### Section 4.01 – Introduction

The work completed on this project includes a number of empirical tests to help us gauge local economic conditions and “triangulate” the results to deduce realistic and practical conclusions. Together with the Qualitative Assessment, the results were used to help qualify the results of the business and retail analyses; and to qualify the market gap, opportunity and recommendations.

Additional analyses and were also conducted, and most of the results are depicted graphically in attachments to this report. Again, the quantitative and qualitative analyses were considered collectively with creative and strategic thinking to formulate specific recommendations for the Will Roger’s World Airport and mixed-use project.

The remaining sections of this report provide a summary of our analytic approach and also serve as an overview of materials included in the attached Appendices A through H.

## Section 4.02 – Acreage and Square Feet Targets (Appendix B)

The exhibits provided in Appendix B demonstrate existing real estate conditions within the greater Oklahoma City market as provided by the City's EDIS Database. The exhibits include a series of charts demonstrating the number of advertised properties for sale and lease, and the spectrum of advertised space by size. The data is also differentiated among retail, office and warehouse space. Results have been used in our analysis to delineate appropriate parcel sizes within the East Side Development project.

## Section 4.03 – Revenue and Employee Targets (Appendix C)

Exhibits in Appendix C demonstrate existing performance measures among various business categories throughout the Oklahoma City Effective Trade Area and based on a) average sales per establishment; b) average employees per establishment; and c) average sales per employees. We have used these results to help formulate performance targets for the East Side Development project.

## Section 4.04 – Benchmark Comparisons (Appendix D)

The first two pages in Appendix D demonstrate the locations of 16 benchmark airports that were tested as possible comparables (Exhibit D.01); and the final set of 9 benchmark airports, plus the OKC Airport (Exhibit D. 02.) Comparisons between all airports were then made for a wide range of business categories (Exhibits D.03 through D.22.)

These charts have been used to test the OKC Airport for upside opportunities. If the OKC Airport ranks lower than *average* among the benchmarks, then this generally indicates a gap and possible opportunity to improve the mix of businesses in that category. A quantitative model was developed to measure the magnitude of opportunity based on the *average* among the benchmarks. Results were then used to guide a more detailed study of the local business mix and identify missing or underrepresented categories.

## Section 4.05 – Benchmark Demographics (Appendix E)

Appendix E begins with a comparison of demographic profiles for the OKC market (within 7 miles) and the other benchmark airports. The charts generally demonstrate that OKC has a relatively low unemployment rate (Exhibit E.01); favorable Lifestyle Segmentation (Exhibit E.02); and low economic impact on recent home values (Exhibit E.03).

In addition, the model used to test the OKC market for upside opportunities relies on a direct comparison of population, per capita income and total personal income (see Exhibit E.07.) In general, OKC has a relatively low total personal income (Exhibit E.04); and high expenditures on groceries, pharmacies and convenience goods as a share of income (Exhibit E.05.) These important demographic variables are then used to calculate market share indices and to measure potential gaps and opportunities.

## Section 4.06 – Economic Analysis (Appendix F)

The early stages of our analysis included a top-level review of economic conditions in Oklahoma City compared to the state average and compared to Tulsa. Exhibit F.01 is used to closely monitor recovery in unemployment rates since the recent economic recession. Exhibits F.02 through F.04 compare changes in the share of employment by industry sector over time, and Exhibit F.05 demonstrates the results of a net worker flow analysis. These results have all been used to help us qualify other analytic results and develop a phasing strategy for the project that reflects the local market's economic health and recovery.

## Section 4.07 – Oklahoma City Demographics (Appendix G)

Appendix G begins with maps (Exhibits G.01 through G.04) that display the distribution of population and income near the East Side Development project, and the results are then used to help delineate primary and effective trade areas for the project. For reference, these trade areas are delineated in Exhibit G.10, followed by summary demographic tables (Exhibits G.11 through G.14.)

Demographic data for each of the counties within the 7-County Oklahoma City metropolitan area are also provided in summary tables, and may provide the City with some perspective on its own internal forecasts for population and income (see Exhibits G.06 through G.09.) The last exhibit in Appendix G also provides Average Daily Traffic (ADT) data for 2008 as reported by the State of Oklahoma Department of Transportation.

## Section 4.08 – NAICS Categories (Appendix H)

The last appendix in the report includes lists of the business categories defined by the U.S. Economic Census' North American Industrial Classification System (NAICS). Longer numbers are more detailed subsets of shorter numbers, and the highest-level parent categories are just two digits. The highest level of data organization is also summarized in Exhibit H.01, and the more detailed NAICS-4 categories are listed in Exhibits H.05 through H.10.

## Section 5 – Implementation

### Section 5.01 – Introduction

The quantitative and qualitative analyses were considered collectively with creative and strategic thinking to formulate specific recommendations for the East Side Development. This section of the report provides a summary of real estate recommendations that pertain to project implementation, particularly relating to the following:

- allocation of land by parcel size
- percent allocation of the number of store fronts and suites by industry
- percent allocation of square feet by industry
- applications to the concept plan

### Section 5.02 – Parcel Size

In the Greater Oklahoma market, advertised development parcels tend to be small and there are relatively few choices with 20 or more acres (see Inset 2 to the right.) The vast majority of available for-sale and/or for-lease land in the market is less than 5 acres in size, and 35% of available parcels are less than 1 acre (these are often retail out-lots.) A detailed profile of the same data is also displayed in Exhibit B.10.

For the East Side Development project at Will Roger's World Airport, we recommend that land be subdivided into larger parcels of 10 or more acres, and that individual developers then collaborate with the City and Airport on development of retail and office that is knit and integrated into a mixed-use project.

| Inset 2.    |  |  |
|-------------|--|--|
| Acres       | Market Available<br>Parcels <sup>1</sup> | Targets<br>For Eastside<br>Development |
| < 0.5       | 15%                                      | 5%                                     |
| 0.5 - 0.9   | 20%                                      | 5%                                     |
| 1.0 - 4.9   | 25%                                      | 10%                                    |
| 5.0 - 9.9   | 20%                                      | 15%                                    |
| 10.0 - 19.9 | 10%                                      | 30%                                    |
| 20.0 - 29.9 | 5%                                       | 20%                                    |
| 30.0+       | 5%                                       | 15%                                    |
|             | 100%                                     | 100%                                   |

<sup>1</sup> Source: Oklahoma City EDIS Database; analysis by LandUse|USA; September 2010.



## Section 5.03 – Balanced Mix by Category

Throughout the Greater Oklahoma City region, existing retail space advertised for lease generally represent 35% of the total mix when aggregated with warehouse and office space (see Inset 3, right.) For the East Side Development project within the Will Rogers World Airport, much of the land is more conducive to warehouse and office space, and the opportunity for retail is lower than the market average.

Overall, we advocate mixed-use projects because they help draw a more diverse profile of daytime workers and potential shoppers; can share parking and infrastructure; and help diversify risks for stakeholders, developers and investors. In this context, it is recommended that retail within the proposed project represent no more than 25% of the total space, and that warehouse space makes up the difference.

We also recommend that office space keep a prominent role in the project, keeping in mind that build-to-suit office buildings can easily be 4 or more levels, whereas warehouse buildings are more likely to be just one level (with high ceilings.)

Inset 3.

|                 | Market<br>Share of<br>Total Space <sup>1</sup> | Targets for<br>Eastside<br>Development |
|-----------------|--|--|
| Leaseable Space |  |  |
| Warehouse Lease | 20%  | 30%                                    |
| Retail Lease    | 35%  | 25%                                    |
| Office Lease    | 45%  | 45%                                    |
|                 | <u>100%</u>                                    | <u>100%</u>                            |

<sup>1</sup> Source: Oklahoma City EDIS Database; analysis by LandUse|USA; September 2010.

## Section 5.04 – Balanced Mix by Size

It is also important to consider the allocation of space within each of the three categories of warehouse, retail and office; and to ensure that the planned number of store fronts, office or warehouse suites will meet the expectations of potential tenants. To demonstrate this point and provide an additional guide for the East Side Development plan, Exhibit B.11 is provided in Appendix B, attached.

Among all new retailers in the project, it is reasonable to anticipate that half of them will want store fronts or tenant spaces that are less than 5,000 square feet. In fact, it should be expected that many of these will want spaces of 500; 1,000; 2,000 or 3,000 square feet. Assuming that the total retail project has 50 new stores, only one of these will likely want 25,000 square feet, and another one may want 30,000. However, the next largest anchor could easily need 100,000 square feet. (It is unlikely that the project will include a tenant in every one of the larger size brackets.)

Since half of all retailers may want small tenant store fronts, they could collectively represent only 15 percent of all retail space in the project. And although there may be only one or two stores in the 25,000 to 30,000 square foot bracket, they could collectively represent at least 8 percent of all space. A general merchandise, discount department or home improvement store could easily take the lion's share of total space.

## Section 5.05 – Application to the Plan

Based on the above recommendations, the concept plan for the East Side Development project has been updated by Leigh|Fisher. It would be difficult at best to achieve a perfect application of the optimal land use mix, in part because some unique parcels within the project have excellent highway visibility, whereas others have direct airfield access. Further, some parcels are proximate to highway interchanges, so are ideal candidates for retail. Others are relatively removed and would be more conducive to warehouse, distribution and logistics facilities.

With these and other locational considerations in mind, the team of Leigh|Fisher and LandUse|USA collaborated on improving the land use strategy that is now reflected in the updated Exhibit A.1. Going forward, it will be important to allow for flexibility in upgrading some indirect aviation parcels to office, or upgrading office parcels to retail. The final allocation may be somewhat driven by changing market conditions over time, as well as the capabilities of individual developers interested in participating in the venture.

On the flip side, the allocation of retail space within the plan should not be compromised for office space; and office space should not be compromised for warehouse types of uses. Finally, it is worth repeating that the construction of every retail, office and warehouse building must be through the initiatives of a build-to-suite anchor; or a developer that has signed contingency agreements from at least one anchor and 50% of small tenant or sublease space. Development of speculative space that lacks anchors and signed tenants should be avoided at all costs.

## Section 6 – Next Steps

### Section 6.01 – Introduction

We are optimistic that the East Side Development project holds good long-term potential for fostering economic growth in the City of Oklahoma City; and that collaboration with developers, retailers, builders and businesses can lead to successful implementation. We are hopeful that this preliminary report provides the Airport and City with the confidence to proceed with the project.

At this stage in the project it would be appropriate to decide on the branding, naming and marketing strategy, including development of three-dimensional modeling. These can then be used to help promote the project and foster interest from the developer, investment and business communities.

### Section 6.02 – Recent Updates

In late August 2010 we delivered a verbal summary of our recommendations for City leaders and then completed final steps of the work and prepared this final report. Tasks completed during late August through September 2010 included the following:

- We conducting a follow-up market assessment with additional site visits; a market tour; and re-assessment of market-wide amenities, regional linkages and destinations.
- Leigh|Fisher updated Exhibit A.01 to reflect feedback from the Airport and City on the preliminary market strategy recommendations and results from the follow-up market tour.
- We conducted an internal review of the narrative, made editorial improvements, and also incorporated editorial changes that we received from the Airport.
- We conducted a micro-level analysis of competition within a few selected retail categories, and then updated the recommendations based on the results. Exhibit A.02 has been updated to reflect recommendations for adding a sporting goods and book stores to the targeted retail mix.
- We studied the analytic results in general medical and health care industries, and qualified the recommendations for facilities in urgent, outpatient and nursing care; complemented by small office suites for independent practitioners. Exhibit A.06 has been updated to reflect the results.

- We developed recommendations on the allocation of land use categories in the project, with estimates of acreage and square feet and based on the availability of competing real estate in the local market (see Insets 1 and 2; and Appendix B for supporting data.)
- We expanded Sections 3 and 4 of this report to include a more detailed explanation of the qualitative and quantitative methodological approach and completed tasks.

Upon request, we will be available to providing a summary presentation to developers, real estate brokers, business leaders and any other stakeholders that you choose to invite. Additional tasks that may identified for the Leigh|Fisher or LandUse|USA team, as needed to achieve some victories and build momentum for the implementation process.

## Section 6.03 – Marketing Recommendations

Given that the project is located on Airport property; and given that 25% of the parcels in the project will have airfield access of some type; and given the Airport's desire to leverage marketing opportunities in the community and region, it is tempting to give the project a name or theme that ties it directly to the airport or aviation industry. However, based on the results of the market analysis, we have also been able to identify numerous opportunities in the non-aviation industries. Market opportunities for direct and indirect aviation uses are relatively few compared to non-aviation related warehouse uses.

We have also noted that the project has excellent visibility to traffic on I-44/I-240, which are gateways into the entire Oklahoma City market with destinations that may include hospitals, colleges, state government buildings, regional shopping centers, employment centers and downtown Oklahoma City. To be clear, retailers, build-to-suit office tenants and hotels along I-44 will first market to traffic along that highway in an attempt to boost sales as much as possible among a diverse mix of shoppers. Airport-related traffic along Portland Avenue will serve as the secondary audience only.

Therefore, from an economic perspective it will be far more important that the branding message be effectively communicated to a diverse group of potential shoppers, including local residents living in surrounding neighborhoods, daytime workers at the office campus, students at the nearby community college, hotel patrons, commuters (including truck traffic) along I-44 and I-240 – and airport patrons.

It is also important that the branding message effectively communicates with a diverse group of potential tenants that are not necessarily in the direct aviation, indirect aviation or even aviation support industries. By expanding the targeted audience to include a full spectrum of non-aviation related businesses, the project is far more likely to be successful and dynamic.

Given the diversity of targeted shoppers and tenants, an aviation-related name is explicitly *not* recommended for the retail, hotel, office and warehouse components of the project. An aviation-related name could be used in marketing parcels with airfield access, but should not be used as a theme or brand for the entire project.

## Section 6.04 – Closing and Contact Information

This concludes the Market Strategy for the Will Rogers World Airport’s East Side Development. Questions regarding this report, strategy recommendations and methodologies can be addressed to:

Ms. Sharon M. Woods, CRE | MA | MCP  
Principal; LandUse|USA, LLC  
Email: SharonWoods@LandUseUSA.com  
(517) 290-5531

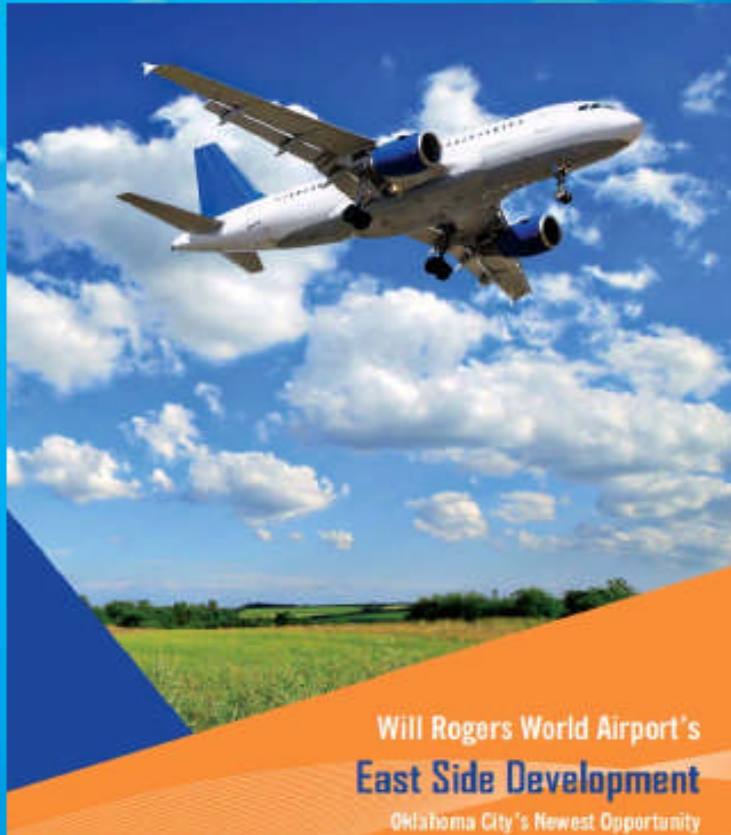
Questions regarding the East Side Development’s overall project status and financial planning can be addressed to:

Ms. Tracy Thompson, Esq.  
Director; Leigh|Fisher  
Email: Tracy.Thompson@LeighFisher.com  
(214) 424-7525

Questions regarding the land use plan, infrastructure plan and planning related design elements (particularly pertaining to Exhibit A.1) can be addressed to:

Ms. Julie Gueho, CM  
Senior Consultant; Leigh|Fisher  
Email: Julie.Gueho@LeighFisher.com  
(650) 579-6417





# THE MARKET STRATEGY

## Appendix

*January 1, 2011*

Prepared by:



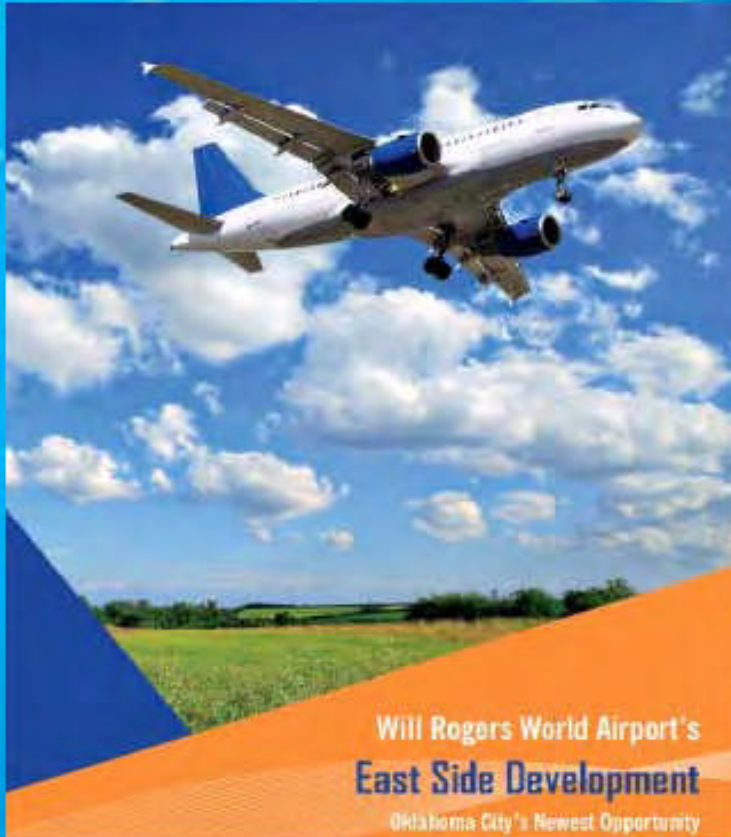
LANDUSE|USA

In collaboration with:

**Leigh|Fisher**  
Management Consultants

*APPENDIX*

|  |
|--|
| APPENDIX A – Market Strategy .....                 |
| APPENDIX B – Acreage and Square Feet Targets ..... |
| APPENDIX C – Revenue and Employee Targets.....     |
| APPENDIX D – Benchmark Comparisons .....           |
| APPENDIX E – Benchmark Demographics.....           |
| APPENDIX F – Oklahoma City Demographics .....      |
| APPENDIX G – Economic Analysis.....                |
| APPENDIX H – NAICS Categories .....                |



## Appendix A.

### Market Strategy

Prepared by:



In collaboration with:

**Leigh|Fisher**  
Management Consultants



| Direct Aviation and Direct Aviation Support — w/ airfield access |       |      | Direct Aviation Support and Indirect Aviation — w/o airfield access |       |      | Nonaeronautical |       |  |
|--|-------|------|---|-------|------|-----------------|-------|--|
| Parcel   | Acres |      | Parcel  | Acres |      | Parcel          | Acres |  |
| North Zone   | 1N    | 14.5 | 2N  | 17.1  | 17.9 | 9N              | 21.1  |  |
| 6N   | 45.7  |      | 3N  | 17.1  |      |                 |       |  |
| 7N   | 35.0  |      | 4N  | 14.0  |      |                 |       |  |
|  |       |      | 5N  | 8.8   |      |                 |       |  |
| Central Zone   | 3C    | 13.9 | 1C  | 11.4  |      | 25C             |       |  |
| 4C   | 16.4  |      | 2C  | 7.5   |      | 26C             | 5.2   |  |
| 5C   | 12.3  |      | 12C   | 11.5  |      | 27C             | 6.8   |  |
| 6C   | 11.0  |      | 13C   | 11.4  |      | 28C             | 6.2   |  |
| 7C   | 17.8  |      | 14C   | 9.1   |      | 29C             | 6.4   |  |
| 8C   | 17.6  |      | 15C   | 11.7  |      | 30C             | 6.4   |  |
| 9C   | 10.5  |      | 17C   | 13.6  |      | 31C             | 5.9   |  |
| 10C  | 10.6  |      | 18C   | 15.7  |      | 32C             | 8.5   |  |
| 11C  | 11.6  |      | 19C   | 11.6  |      | 33C             | 7.9   |  |
| 16C  | 14.1  |      | 20C   | 6.2   |      | 34C             | 7.1   |  |
|  |       |      | 21C   | 8.2   |      | 35C             | 11.0  |  |
|  |       |      | 22C   | 7.8   |      | 36C             | 2.7   |  |
|  |       |      | 23C   | 10.0  |      |                 |       |  |
|  |       |      | 24C   | 13.6  |      |                 |       |  |
| South Zone   | 1S    | 14.0 | 2S  | 22.6  | 6S   |                 |       |  |
|  |       |      | 3S  | 12.1  |      |                 |       |  |
|  |       |      | 4S  | 8.4   |      |                 |       |  |
|  |       |      | 5S  | 15.5  |      |                 |       |  |
| Total Acreage  | 245   |      | 266   |       |      |                 |       |  |

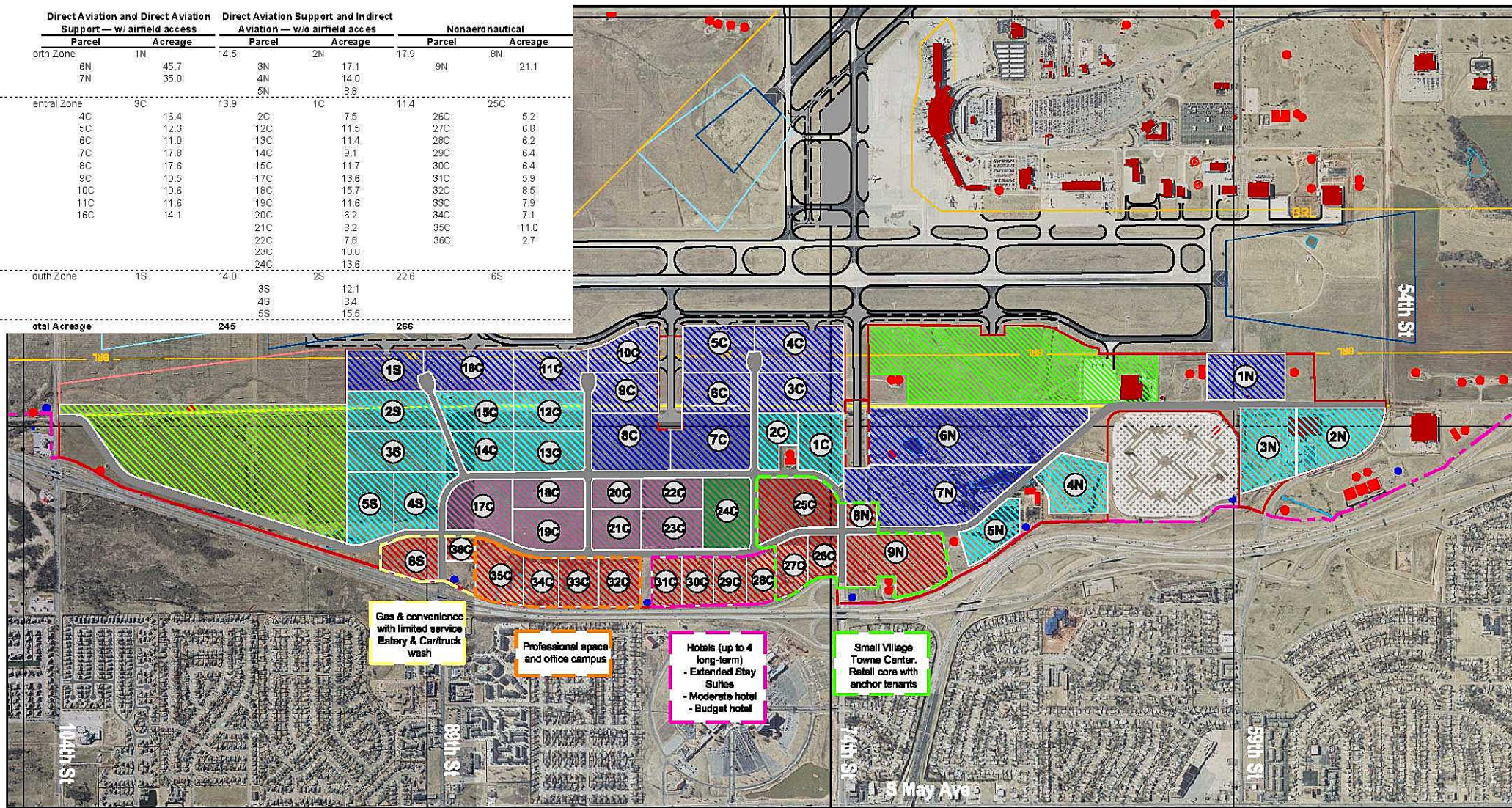




Exhibit A.02

OKC Airport - Retail Opportunities for the Optimal Scenario

| NAICS-2                                 | NAICS-4 | Category Description                   | Target Market  | Like...  |
|---|---------|--|----------------|--|
| 44                                      | 4451    | Grocery Stores                         | Local, Visitor | Crest, WM Nhbhd. Market                          |
| 44                                      | 4461    | Health and Personal Care Stores        | Local, Visitor | CVS, Walgreens                                   |
| 44                                      | 4453    | Beer, Wine, and Liquor Stores          | Local, Visitor | Outlet   |
| 45                                      | 4529    | General Merchandise Stores             | Local          | Wal-Mart, Target, Costco                         |
| 44                                      | 4452    | Specialty Food Stores                  | Local          | Hispanic, Asian Indian or African Grocery Import |
| 44                                      | 4461    | Health and Personal Care Stores        | Local, Visitor | GNC, Vitamines, Bulk Snacks                      |
| 45                                      | 4511    | Sporting Goods and Hobby Stores        | Local          | Dick's Sporting Goods; Sports Authority          |
| 45                                      | 4512    | Book, Periodical, and Music Stores     | Local, Visitor | Barnes & Noble, Borders, Books-A-Million         |
| Subtotal Conventional Retail Categories |         |  |                |  |
| 44                                      | 4441    | Building Material and Supplies Dealers | Local          | Home Depot, Lowes                                |
| 44                                      | 4441    | Building Material and Supplies Dealers | Local          | Hardware; Ace                                    |
| 44                                      | 4441    | Building Material and Supplies Dealers | Local          | Floor Coverings, Carpet                          |
| 44                                      | 4441    | Building Material and Supplies Dealers | Local          | Paint, Wall-paper                                |
| 44                                      | 4442    | Lawn, Garden Equipment, Supplies       | Local          | Sears Hardlines                                  |
| Subtotal Home Improvement               |         |  |                |  |



**Leigh|Fisher**  
Management Consultants

Source: Gap and opportunity analysis results by LandUse|USA in collaboration with Leigh|Fisher; September 2010.



# Exhibit A.03

## OKC Airport - Retail Opportunities for the Optimal Scenario

| NAICS-2                               | NAICS-4 | Category Description                     | Target Customer | Like...  |
|---------------------------------------|---------|--|-----------------|--|
| 72                                    | 7222    | Limited Service Restaurants              | Local           | Hispanic Wraps, family-owned                       |
| 72                                    | 7222    | Full Service Restaurants                 | Local, Visitor  | Vietnamese Cuisine, family-owned                   |
| 72                                    | 7221    | Full Service Restaurants                 | Local, Visitor  | Italian Restaurant; not pizza                      |
| 72                                    | 7221    | Full Service Restaurants                 | Local, Visitor  | Seafood Cuisine other than a chain                 |
| 72                                    | 7224    | Drinking Places (Alcoholic Beverages)    | Local, Visitor  | Microbrewery                                       |
| 72                                    | 7221    | Full Service Restaurants                 | Local, Visitor  | Irish-German                                       |
| 72                                    | 7223    | Specialty Food Service                   | Local           | Smorgasbord; Buffet Dutch-Swedish-Norwegian Bakery |
| Subtotal Restaurants and Conveniences |         |  |                 |  |
| 72                                    | 7211    | Traveler Accommodation <sup>1</sup>      | Visitors        | Extended Stay Suites                               |
| 72                                    | 7211    | Traveler Accommodation <sup>2</sup>      | Visitors        | Moderate Hotel                                     |
| 72                                    | 7211    | Traveler Accommodation <sup>3</sup>      | Visitors        | Budget, Value Hotel                                |
| Subtotal Traveler Accommodation       |         |  |                 |  |
| 44                                    | 4471    | Gas; Convenience; Limited Service Eatery | Local, Visitor  | Conoco, Shell                                      |
| 44                                    | 4471    | Gas; Car Wash, Truck Stop                | Local, Visitor  | Conoco, Shell                                      |
| Subtotal Convenience Stores           |         |  |                 |  |



**Leigh|Fisher**  
Management Consultants

### Footnotes

<sup>1</sup> Extended stay hotels like Studio Six by InTown Suites or Marriott Residence Inn.

<sup>2</sup> Like AmeriSuites by Hyatt, Hawthorn Suites by Wyndham, or either Radisson Hotel or Sheraton Hotel & Suites by Starwood.

<sup>3</sup> Budget or value hotels like Best Value Inn, Microtel Inn & Suites, or either Rodeway Inn or Sleep Inn by Choice Hotels.

Source: Gap and opportunity analysis results by LandUse|USA in collaboration with Leigh|Fisher; September 2010.

Exhibit A.04

Optimal Land Use Plan and Development Program<sup>1</sup>  
 East Side Development Project - Will Rogers World Airport

| Category Description             | Low<br>Sq. Ft. | High<br>Sq. Ft. | Maximum<br>Required<br>Acreage |
|----------------------------------|----------------|-----------------|--------------------------------|
| General Merchandise Stores       | 100,000        | 160,000         | 25                             |
| Full-Line Grocery Stores         | 18,000         | 75,000          | 10                             |
| Traveler Accommodations, Hotels  | 30,000         | 70,000          | 10                             |
| Traveler Accommodations, Hotels  | 30,000         | 70,000          | 10                             |
| Traveler Accommodations, Hotels  | 30,000         | 70,000          | 10                             |
| Sporting Goods, Hobby Stores     | 2,000          | 30,000          | 5                              |
| Book, Periodical, Music Stores   | 2,000          | 30,000          | 5                              |
| Specialty Food Stores            | 4,000          | 18,000          | 2                              |
| Pharmacies, Drug Stores          | 6,000          | 14,000          | 2                              |
| Convenience Stores               | 1,000          | 8,000           | 1                              |
| Full Service Restaurants         | 1,000          | 6,000           | 1                              |
| Full Service Restaurants         | 1,000          | 6,000           | 1                              |
| Full Service Restaurants         | 1,000          | 6,000           | 1                              |
| Gas; Convenience; Eatery         | 1,000          | 3,000           | 1                              |
| Gas; Car Wash, Truck Stop        | 1,000          | 3,000           | 1                              |
| Limited Service Restaurants      | 1,000          | 3,000           | 1                              |
| Limited Service Restaurants      | 1,000          | 3,000           | 1                              |
| Limited Service Restaurants      | 1,000          | 3,000           | 1                              |
| Limited Service Restaurants      | 1,000          | 3,000           | 1                              |
| Drinking Places (Alcoholic Bev.) | 1,000          | 3,000           | 1                              |
| Beer, Wine, Liquor Stores        | 1,000          | 2,000           | 1                              |
| Health, Personal Care Stores     | 1,000          | 2,000           | 1                              |
| Specialty Food Service           | 1,000          | 2,000           | 1                              |
| Subtotal                         | 236,000        | 590,000         | 93                             |

<sup>1</sup> Source: Based on market economics and supply-demand analyses conducted by LandUse|USA in collaboration with Leigh|Fisher; September 2010.

Exhibit A.05

Optimal Land Use Plan and Development Program<sup>1</sup>  
East Side Development Project - Will Rogers World Airport

| Category Description                      | Low<br>Sq. Ft. | High<br>Sq. Ft. | Maximum<br>Required<br>Acreage |
|---|----------------|-----------------|--------------------------------|
| Architectural, Engineering, Related Serv. | 2,000          | 6,000           | 1                              |
| Management, Scientific, Technical Consult | 2,000          | 6,000           | 1                              |
| Computer Systems Design, Related Serv.    | 2,000          | 6,000           | 1                              |
| Personal Services, Pet Care, Vet, Board   | 2,000          | 6,000           | 1                              |
| Other Schools, Instruction                | 2,000          | 4,000           | 1                              |
| Advertising and Related Services          | 1,000          | 3,000           | 1                              |
| Museums, Historical Sites, Similar        | 1,000          | 3,000           | 1                              |
| Radio, Television Broadcasting            | 2,000          | 2,000           | 1                              |
| Other Telecommunications                  | 1,000          | 2,000           | 1                              |
| Cable, Other Subscription Programming     | 1,000          | 2,000           | 1                              |
| Other Information Services                | 1,000          | 2,000           | 1                              |
| Insurance Carriers                        | 500            | 2,000           | 1                              |
| Agencies, Brokerages, Insurance Related   | 500            | 2,000           | 1                              |
| Legal Services                            | 500            | 2,000           | 1                              |
| Accounting, Taxes, Bookkeeping, Payroll   | 500            | 2,000           | 1                              |
| Other Professional, Scientific, Technical | 500            | 2,000           | 1                              |
| Scientific Research, Development Serv.    | 500            | 2,000           | 1                              |
| Securities, Commodity Contract Broker     | 500            | 2,000           | 1                              |
| Depository Credit Intermediation          | 500            | 2,000           | 1                              |
| Specialized Design Services               | 500            | 2,000           | 1                              |
| Office Administrative Services            | 500            | 2,000           | 1                              |
| Building, Facilities Support Serv.        | 500            | 2,000           | 1                              |
| Management of Companies, Enterprises      | 500            | 2,000           | 1                              |
| Services to Buildings and Dwellings       | 500            | 2,000           | 1                              |
| Business Support Services                 | 500            | 2,000           | 1                              |
| Employment Services                       | 500            | 2,000           | 1                              |
| Investigation, Security Services          | 500            | 2,000           | 1                              |
| Travel Arrangements, Reservation Serv.    | 500            | 2,000           | 1                              |
| Subtotal Small Business Tenants           | <u>25,500</u>  | <u>76,000</u>   | <u>28</u>                      |

<sup>1</sup> Source: Based on market economics and supply-demand analyses conducted by LandUse|USA in collaboration with Leigh|Fisher; September 2010.

Exhibit A.06

Optimal Land Use Plan and Development Program<sup>1</sup>  
East Side Development Project - Will Rogers World Airport

|  | Low<br>Sq. Ft. | High<br>Sq. Ft. | Maximum<br>Required<br>Acreage |
|--|----------------|-----------------|--------------------------------|
| Electronic Shopping, Mail-Order Houses           | 6,000          | 15,000          | 3                              |
| Technical, Trade Schools                         | 6,000          | 15,000          | 3                              |
| News, Periodical, Book, Directory Publish        | 3,000          | 15,000          | 3                              |
| Data Processing, Hosting, Related                | <u>3,000</u>   | <u>15,000</u>   | <u>3</u>                       |
| Subtotal Build-to-Suit Anchors                   | 18,000         | 60,000          | 12                             |
| Medical and Urgent Care Facility                 | 4,000          | 15,000          | 2                              |
| Outpatient Care Facility                         | 4,000          | 10,000          | 1                              |
| Nursing Care Facilities                          | 4,000          | 4,000           | 1                              |
| Offices of Physicians                            | 2,000          | 3,000           | 1                              |
| Offices of Other Health Practitioners            | <u>1,000</u>   | <u>2,000</u>    | <u>1</u>                       |
| Subtotal Health Care Facilities                  | 15,000         | 34,000          | 6                              |
| Grocery and Related Product Wholesale            | 30,000         | 50,000          | 5                              |
| Electrical, Electronic Goods Wholesale           | 20,000         | 40,000          | 5                              |
| Motor Vehicle, Parts, Supplies Merchant Whlsl.   | 20,000         | 40,000          | 5                              |
| Machinery, Equip., Supplies Merchant Whlsl.      | 10,000         | 40,000          | 5                              |
| Hdwr., Plumbing, Heating Equip., Merchant Whlsl. | <u>10,000</u>  | <u>40,000</u>   | <u>5</u>                       |
| Subtotal Wholesale                               | 90,000         | 210,000         | 25                             |
| Specialized Freight Trucking                     | 50,000         | 70,000          | 8                              |
| General Freight Trucking                         | 30,000         | 60,000          | 8                              |
| Rail Transportation                              | 10,000         | 40,000          | 5                              |
| Support Activities for Air Transportation        | 10,000         | 40,000          | 5                              |
| Scheduled Air Transportation, Airlines           | <u>10,000</u>  | <u>40,000</u>   | <u>5</u>                       |
| Subtotal Trucking, Air Transportation            | 110,000        | 250,000         | 31                             |
| Warehousing and Storage                          | 25,000         | 50,000          | 5                              |
| Postal Service                                   | 25,000         | 50,000          | 5                              |
| Local Messengers and Local Delivery              | <u>10,000</u>  | <u>30,000</u>   | <u>5</u>                       |
| Subtotal Warehouse, Storage, Delivery            | 60,000         | 130,000         | 15                             |

<sup>1</sup> Source: Based on market economics and supply-demand analyses conducted by LandUse|USA in collaboration with Leigh|Fisher; September 2010.

Exhibit A.07

City of Oklahoma City, Oklahoma

Long-Term Opportunities in Manufacturing Industry

Grain and Oilseed Milling  
Bakeries and Tortilla Manufacturing  
Sugar, Confectionery Product Manufacturing  
Other Food Manufacturing

Soap, Cleaning Compound Manufacturing  
Converted Paper Product Manufacturing  
Printing and Related Support Activities  
Pesticide, Fertilizer, Agric. Chemical Mnfg.  
Cement and Concrete Product Manufacturing  
Plastics Product Manufacturing  
Pharmaceutical and Medicine Manufacturing  
Basic Chemical Manufacturing

Other Fabricated Metal Product Manufacturing  
Architectural and Structural Metals Manufacturing  
Engine, Turbine, Power Transmission Equip. Mnfg.  
Agriculture, Construction, Mining Machinery Mnfg.  
Office Furniture and Fixtures Manufacturing  
Navig., Measuring, Electromedical, Instrum. Mnfg.  
Motor Vehicle Body and Trailer Manufacturing  
Aerospace Product and Parts Manufacturing  
Medical Equipment and Supplies Manufacturing  
Machine Shops; Turned Screw, Nut, Bolt Mnfg.

<sup>1</sup> Source: Based on market economics and supply-demand analyses conducted by LandUse|USA in collaboration with Leigh|Fisher; September 2010.



Exhibit A.08

OKC Airport - Direct and Indirect Aviation Related Opportunities

NAICS-4    Category Description

Direct Aviation Related

- 4811    Scheduled Airline Transportation
- 4841    General Freight Trucking - Land to Air Transfer Logistics
- 4911    U.S. Postal Service; Airmail Services, Facilities
- 8129    Airport Parking Services

Indirect Aviation Related - Wholesalers

- 4238    Aerospace Draulics, Turbines, Rotables; Merchant Wholesalers
- 4236    Aircraft Hardware, Electronic Goods Merchant Wholesalers
- 4247    Aviation Fluid Providers; Petro. Products Merchant Wholesalers

Indirect Aviation Related - Professional Office Space

- 6115    Technical and Trade Schools
- 6116    Flight Safety School; Visual Simulation Instruction
- 5613    Aviation Staffing and Employment Services
- 5121    Aerospace Education Center; Motion Picture and Video
- 7121    Airport Art Foundation
- 4921    Air Freight, Couriers, Messengers
- 4922    Air Freight, Couriers, Messengers
- 4853    Airport Taxi and Limousine Service
- 5241    Aviation Underwriting, Insurance, Agency, Brokerage
- 5242    Aviation Underwriting, Insurance, Agency, Brokerage
- 5619    Other Support Services, Aviation Safety Testing
- 5416    Environmental Safety, Testing; Scientific, Technical Consulting

Non-Aviation Related Professional Space

- 5419    Pet Care, Boarding and Veterinarian Services
- 5614    Business Support, Video Conferencing, Accounting, Inventory
- 5617    Services to Buildings and Dwellings, Landscaping Maintenance

Indirect Aviation Related - Manufacturing

- 3364    Aerospace Products and Parts Manufacturing
- 4412    Private Aircraft, Jet Enterprises; Sales and Dealers
- 3261    Aviation Related Plastics, Product Manufacturing
- 3345    Navigational, Measuring, Electromedical, and Control Instruments Mnfg.
- 8113    Commercial, Ind. Machinery, Equipmt. (excl. Auto, Electronic) Repair, Maint.
- 8112    Aviation Electronic and Precision Equipment Repair and Maintenance

Source: Results of a gap and opportunity analysis conducted by LandUse|USA  
in collaboration with Leigh|Fisher; September 2010.



**Leigh|Fisher**  
Management Consultants

Exhibit A.09

Retail Supply-Demand Model; Top Ranking Opportunities

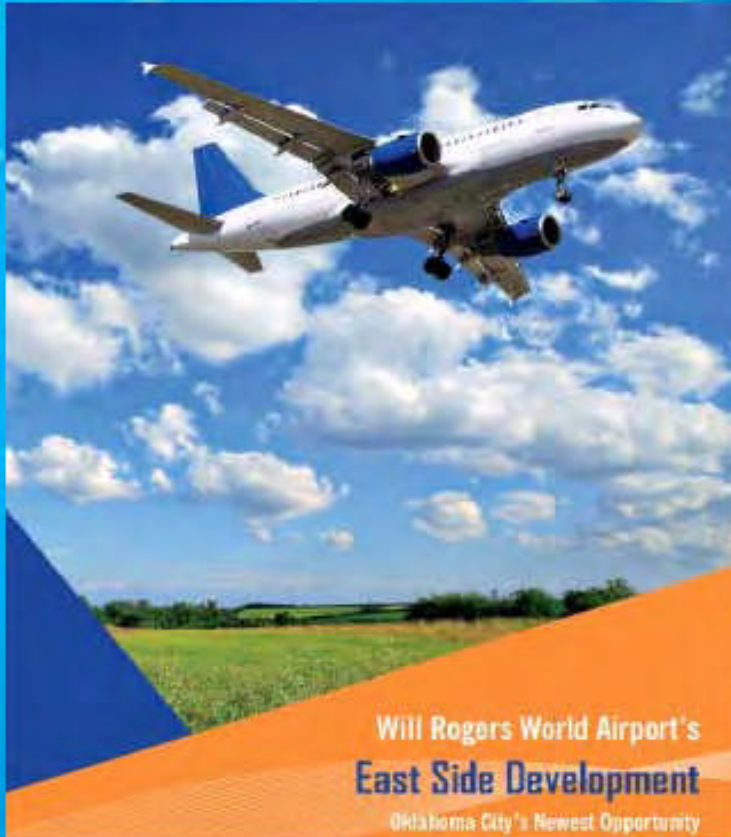
| NAICS | NAICS Code Description <sup>3</sup>             | Actual<br>Estab.<br>(#) | Actual<br>Sales<br>(\$) | Actual<br>Sales per<br>Estab.<br>(\$Mil.) | Actual<br>Sales per<br>Capita<br>(\$) | Actual<br>Market<br>Share<br>(%) | Potential <sup>1</sup><br>Sales per<br>Capita<br>(\$) | Potential <sup>1</sup><br>Market<br>Share<br>(%) | Implied <sup>2</sup><br>Sales<br>Gap<br>(\$Mil.) |
|-------|---|-------------------------|-------------------------|---|---------------------------------------|----------------------------------|---|--|--|
| 44511 | Supermarkets, Other grocery (excl. convenience) | 266                     | \$1,248,333             | \$4.7                                     | \$1,048                               | 4.7%                             | \$1,495   | 6.2%   | \$495.8  |
| 44711 | Gasoline stations with convenience stores       | 358                     | \$903,135               | \$2.5                                     | \$758                                 | 3.4%                             | \$1,180   | 4.9%   | \$490.3  |
| 4453  | Beer, wine, & liquor stores                     | 105                     | \$88,646                | \$0.8                                     | \$74                                  | 0.3%                             | \$174   | 0.7%   | \$125.2  |
| 4452  | Specialty food stores                           | 52                      | \$4,514                 | \$0.1                                     | \$4                                   | 0.0%                             | \$33  | 0.1%   | \$37.8   |
| 44422 | Nursery, garden center, & farm supply stores    | 62                      | \$108,025               | \$1.7                                     | \$91                                  | 0.4%                             | \$193   | 0.8%   | \$127.2  |
| 44413 | Hardware stores                                 | 70                      | \$79,668                | \$1.1                                     | \$67                                  | 0.3%                             | \$101   | 0.4%   | \$38.8   |
| 4421  | Furniture stores                                | 80                      | \$266,993               | \$3.3                                     | \$224                                 | 1.0%                             | \$260   | 1.1%   | \$26.8   |
| 44412 | Paint & wallpaper stores                        | 24                      | \$28,439                | \$1.2                                     | \$24                                  | 0.1%                             | \$32  | 0.1%   | \$8.7  |
| 44132 | Tire dealers                                    | 87                      | \$118,135               | \$1.4                                     | \$99                                  | 0.4%                             | \$115   | 0.5%   | \$12.3   |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 49                      | \$110,178               | \$2.2                                     | \$92                                  | 0.4%                             | \$104   | 0.4%   | \$7.2  |

Source: Supply-demand analysis based on the 2007 Economic Census; conducted by LandUse|USA in collaboration with Leigh|Fisher; August 2010.

<sup>1</sup> Potential sales per capita and market share utilize the State of Kansas as a standard.

<sup>2</sup> Results are from this one test only and are not intended to demonstrate the recommended strategy for the OKC project.

<sup>3</sup> NAICS indicates the North American Industrial Classification System as utilized by the 2007 Economic Census.



## Appendix B.

### Acreage and Square Feet

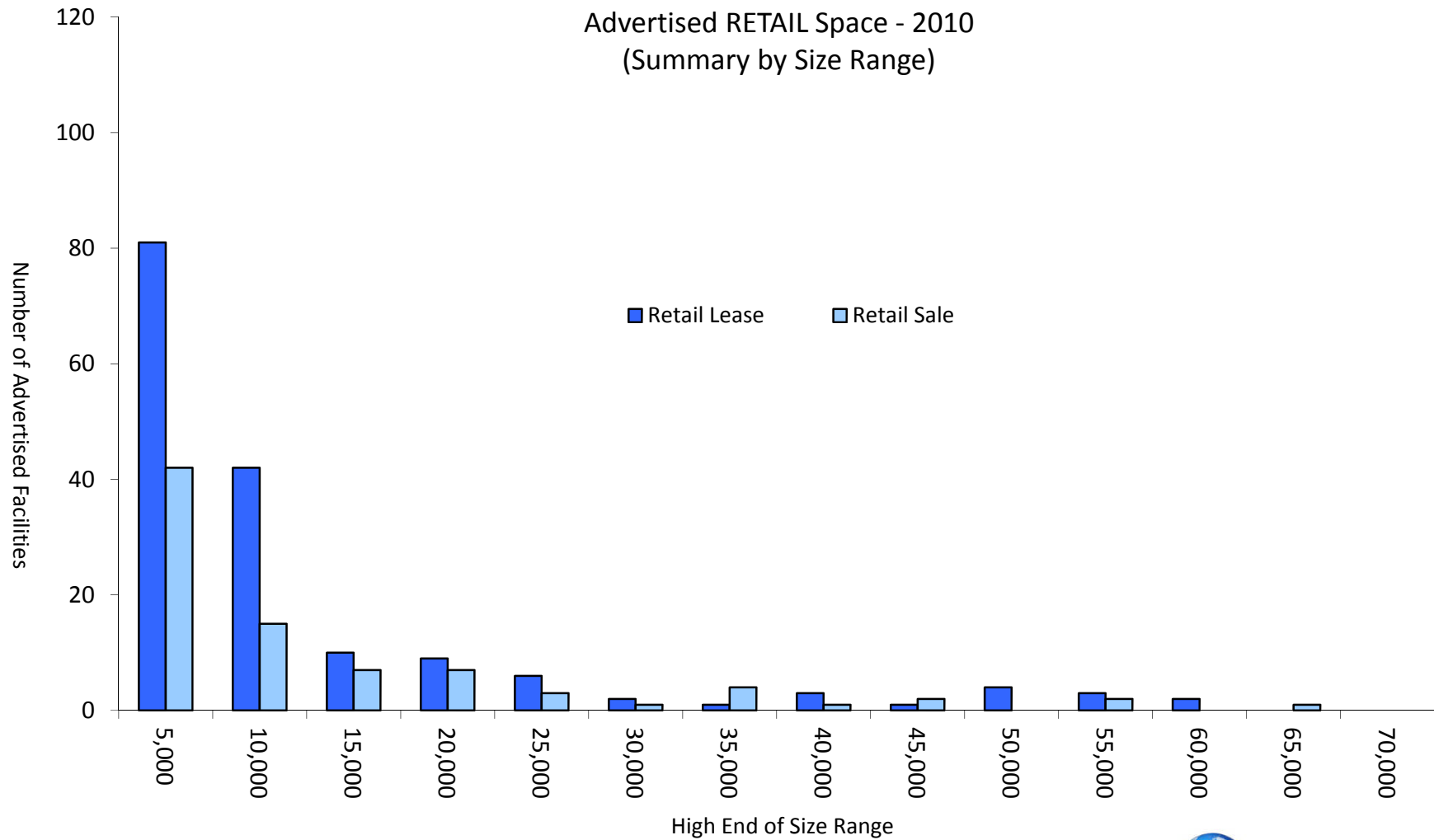
### Targets

Prepared by:



In collaboration with:

Exhibit B.01  
Advertised RETAIL Space - 2010  
(Summary by Size Range)



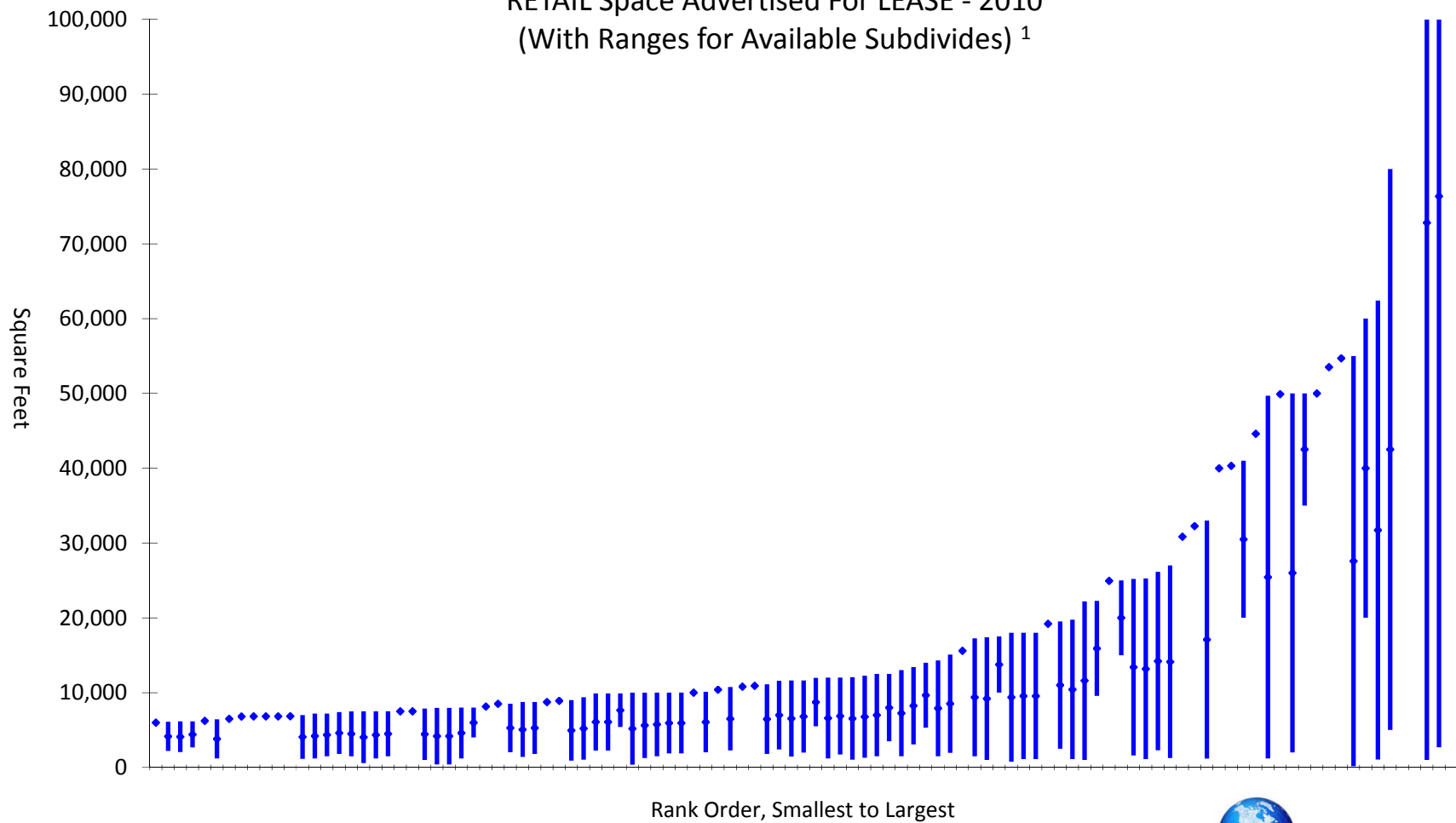
Source: Oklahoma City EDIS Database; Analysis by LandUse|USA in collaboration with Leigh|Fisher, June 2010.

<sup>1</sup> Includes data for Oklahoma, Cleveland, Canadian, McClain and Grady Counties. Excludes observations with less than 2,500 sf.



**Leigh|Fisher**  
Management Consultants

Exhibit B.02  
 RETAIL Space Advertised For LEASE - 2010  
 (With Ranges for Available Subdivides) <sup>1</sup>



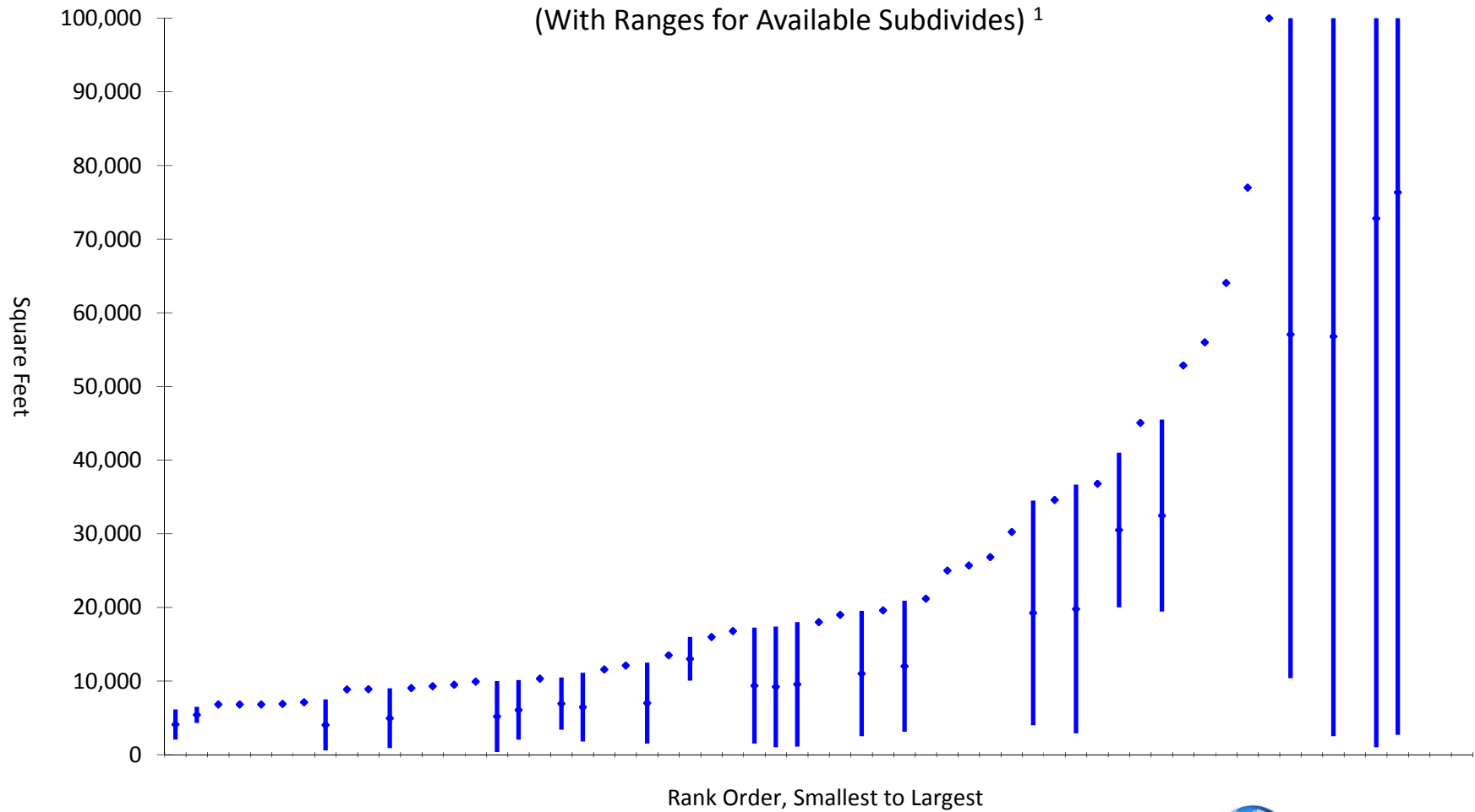
Source: Oklahoma City EDIS Database; Analysis by LandUse|USA in collaboration with Leigh|Fisher, June 2010.

<sup>1</sup> Includes data for Oklahoma, Cleveland, Canadian, McClain and Grady Counties. Excludes observations with less than 6,000 sf.



**Leigh|Fisher**  
 Management Consultants

Exhibit B.03  
 RETAIL Space Advertised For SALE - 2010  
 (With Ranges for Available Subdivides) <sup>1</sup>



Source: Oklahoma City EDIS Database; Analysis by LandUse|USA in collaboration with Leigh|Fisher, June 2010.

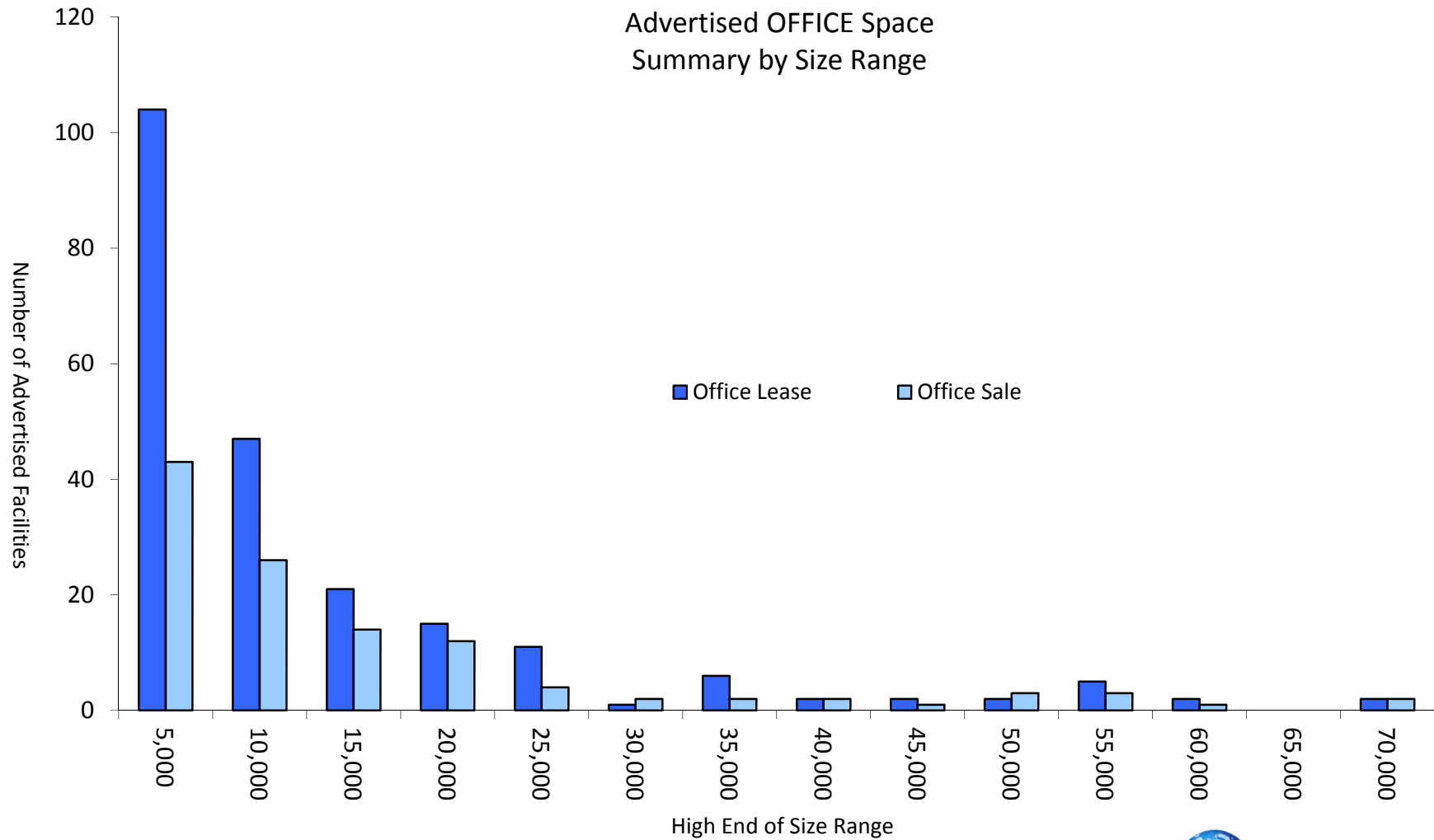
<sup>1</sup> Includes data for Oklahoma, Cleveland, Canadian, McClain and Grady Counties. Excludes observations with less than 6,000 sf.



**Leigh|Fisher**  
 Management Consultants



Exhibit B.04  
Advertised OFFICE Space  
Summary by Size Range



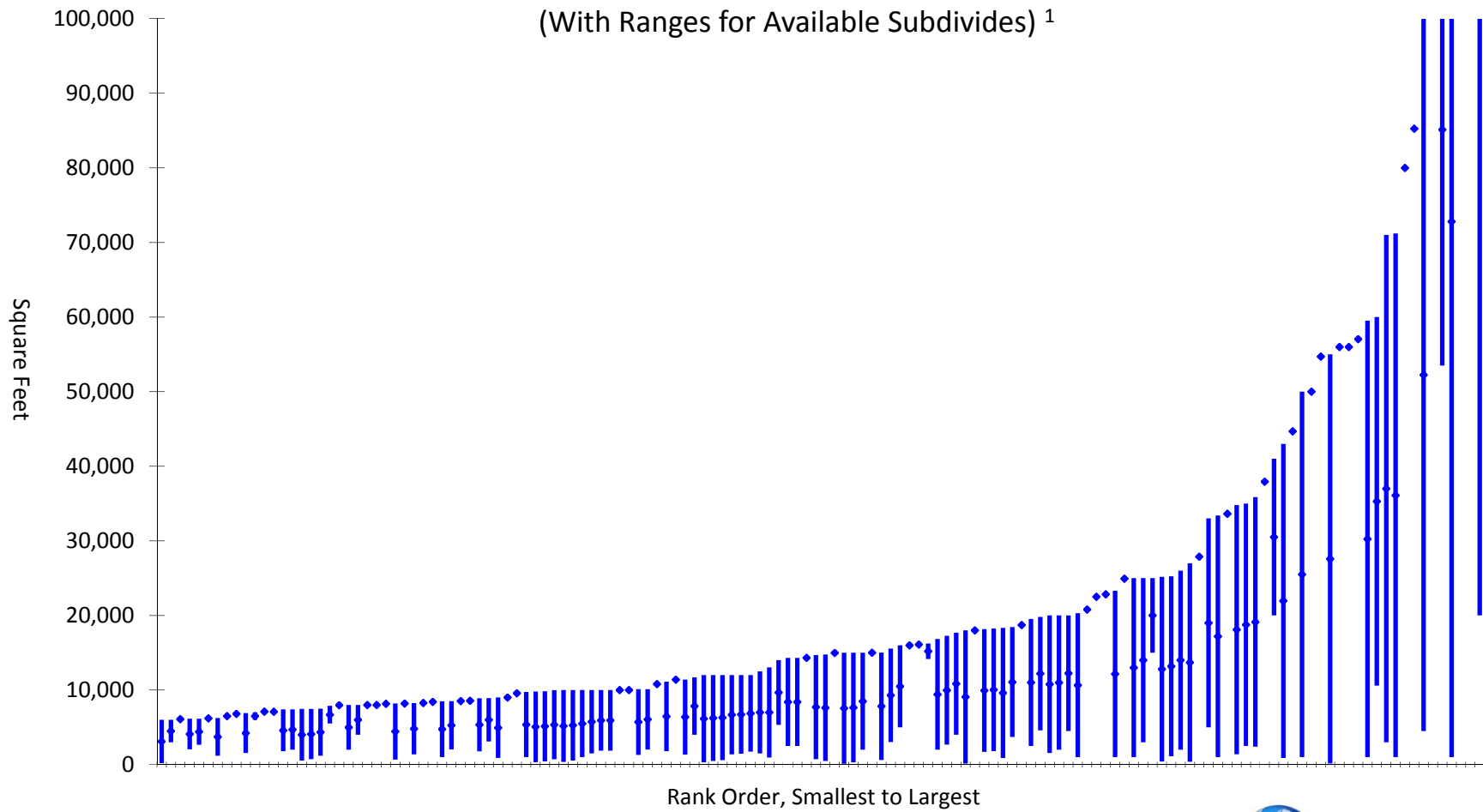
Source: Oklahoma City EDIS Database; Analysis by LandUse|USA in collaboration with Leigh|Fisher, June 2010.

<sup>1</sup> Includes data for Oklahoma, Cleveland, Canadian, McClain and Grady Counties. Excludes observations with less than 2,500 sf.



**Leigh|Fisher**  
Management Consultants

Exhibit B.05  
OFFICE Space Advertised For LEASE - 2010  
(With Ranges for Available Subdivides) <sup>1</sup>



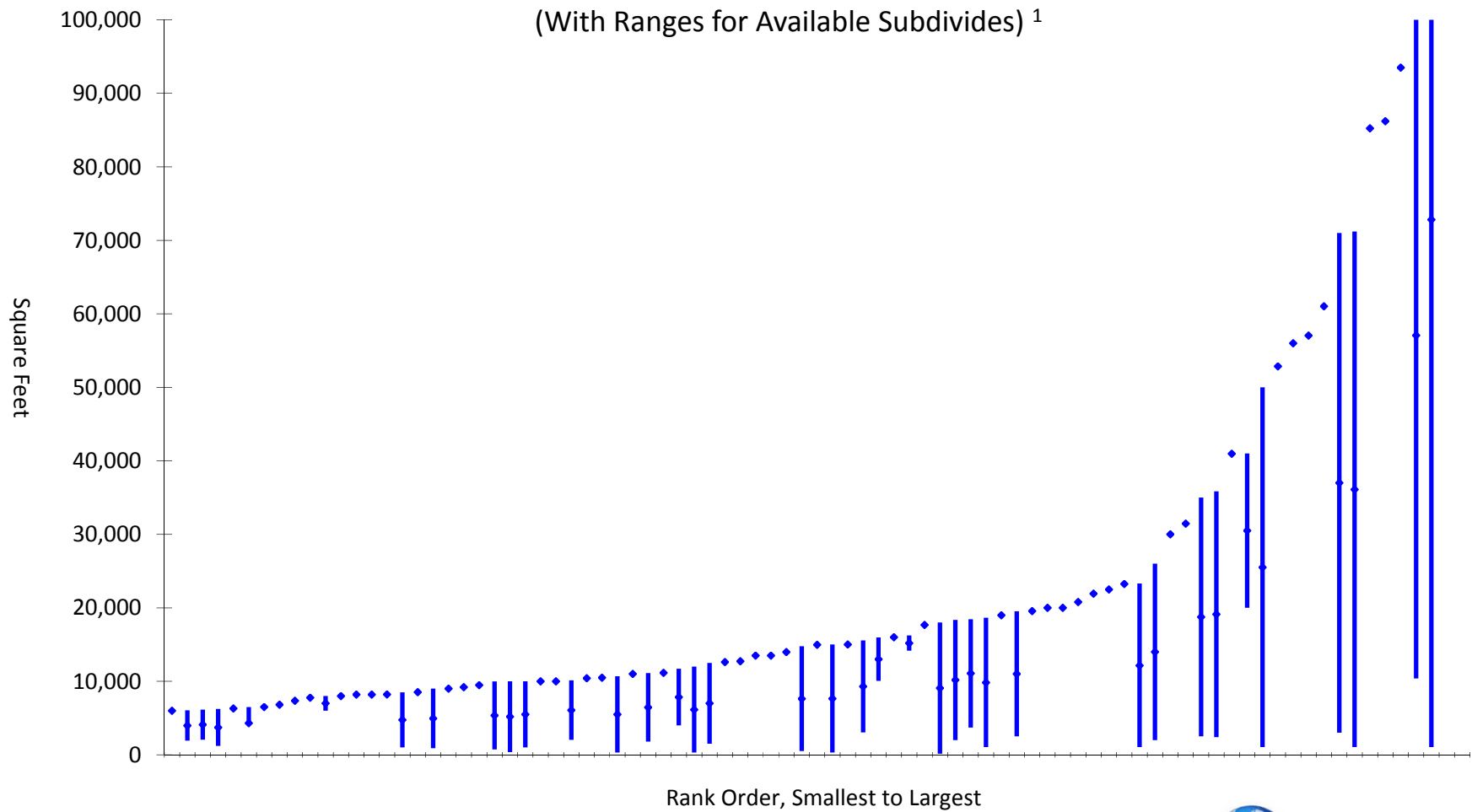
Source: Oklahoma City EDIS Database; Analysis by LandUse|USA in collaboration with Leigh|Fisher, June 2010.

<sup>1</sup> Includes data for Oklahoma, Cleveland, Canadian, McClain and Grady Counties. Excludes observations with less than 6,000 sf.



**Leigh|Fisher**  
Management Consultants

Exhibit B.06  
OFFICE Space Advertised For SALE - 2010  
(With Ranges for Available Subdivides) <sup>1</sup>



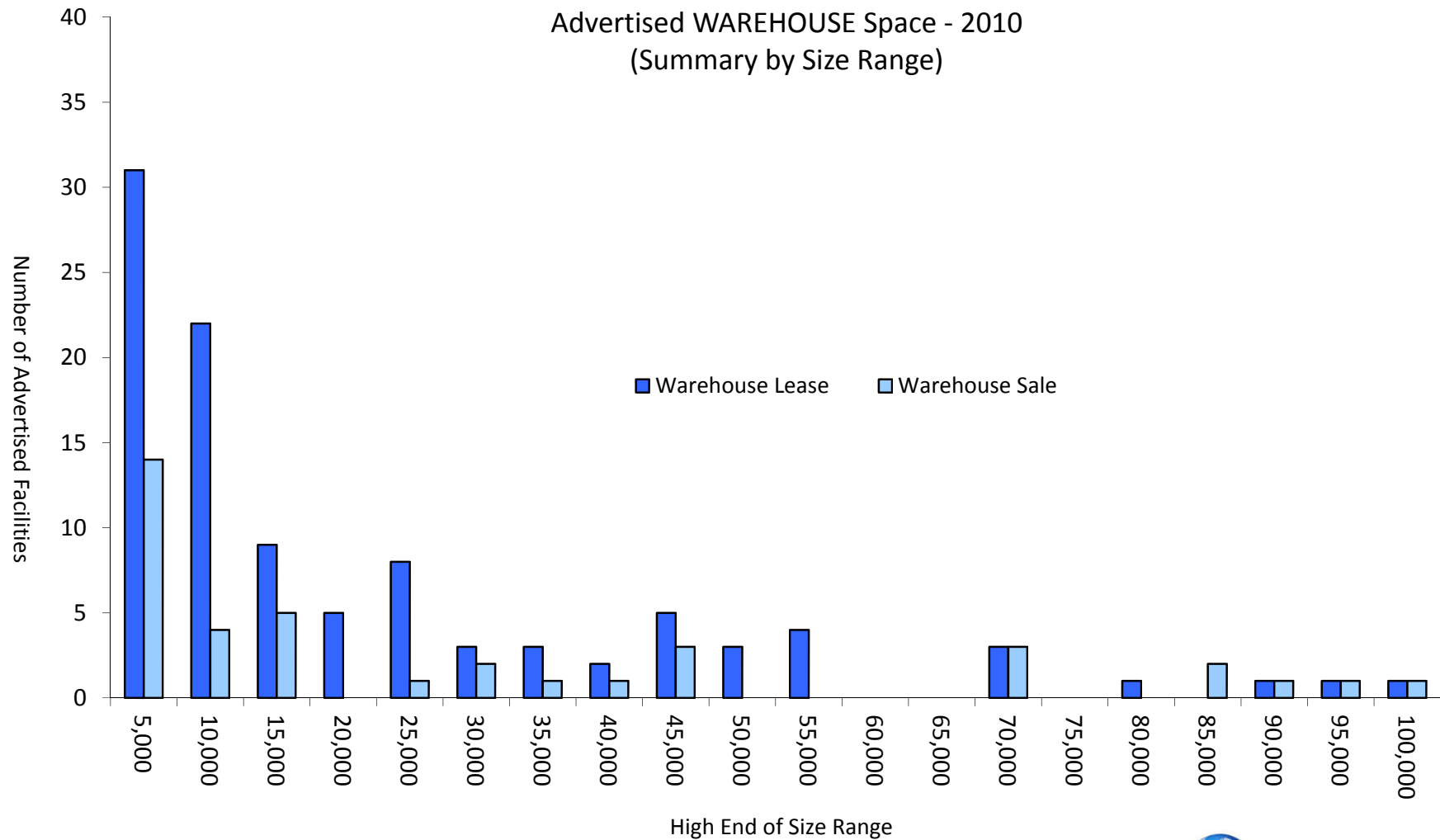
Source: Oklahoma City EDIS Database; Analysis by LandUse|USA in collaboration with Leigh|Fisher, June 2010.

<sup>1</sup> Includes data for Oklahoma, Cleveland, Canadian, McClain and Grady Counties. Excludes observations with less than 6,000 sf.



**Leigh|Fisher**  
Management Consultants

Exhibit B.07  
Advertised WAREHOUSE Space - 2010  
(Summary by Size Range)



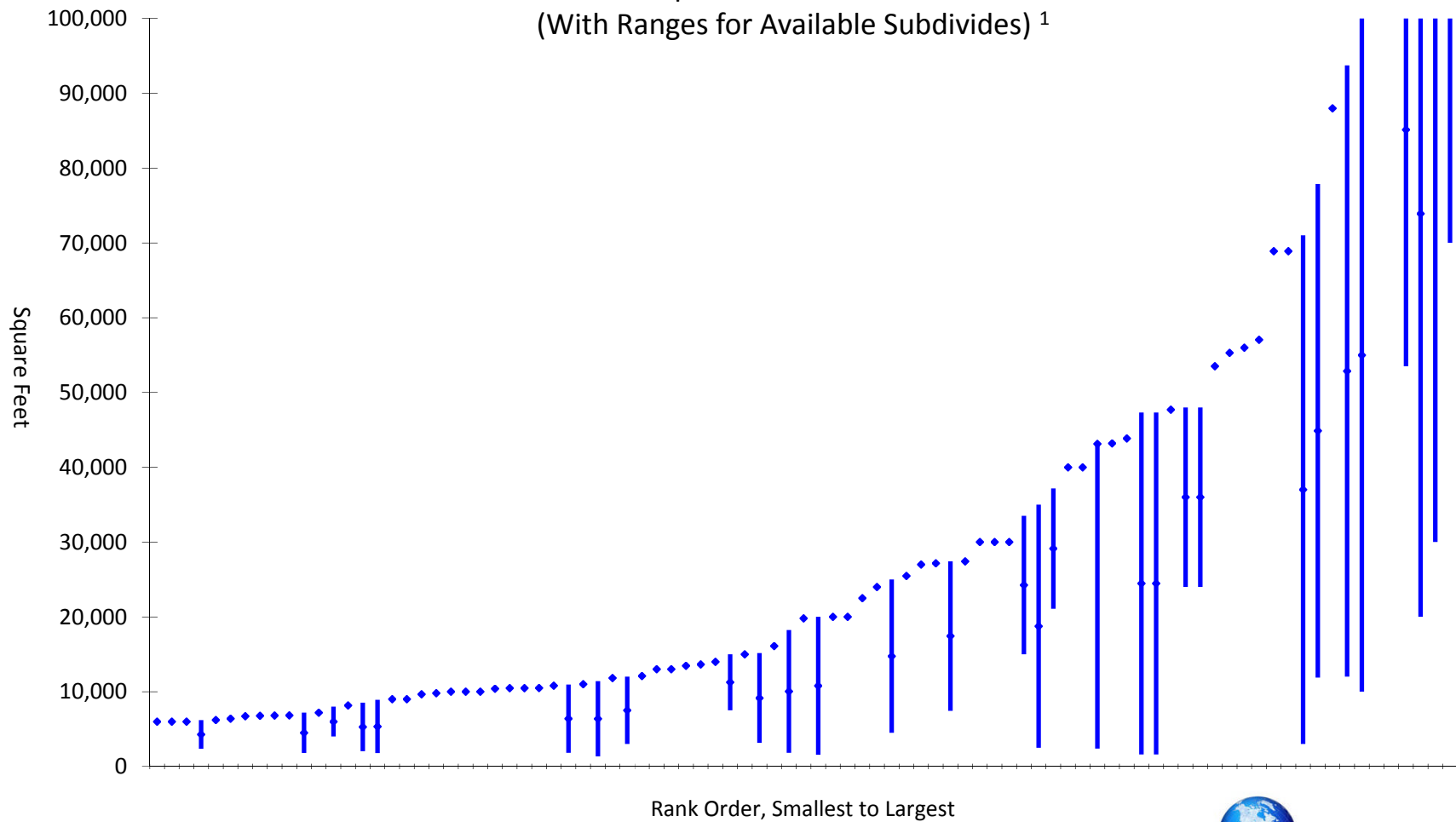
Source: Oklahoma City EDIS Database; Analysis by LandUse|USA in collaboration with Leigh|Fisher, June 2010.

<sup>1</sup> Includes data for Oklahoma, Cleveland, Canadian, McClain and Grady Counties. Excludes observations with less than 2,500 sf.



**Leigh|Fisher**  
Management Consultants

Exhibit B.08  
WAREHOUSE Space Advertised For LEASE - 2010  
(With Ranges for Available Subdivides) <sup>1</sup>



Source: Oklahoma City EDIS Database; Analysis by LandUse|USA in collaboration with Leigh|Fisher, June 2010.

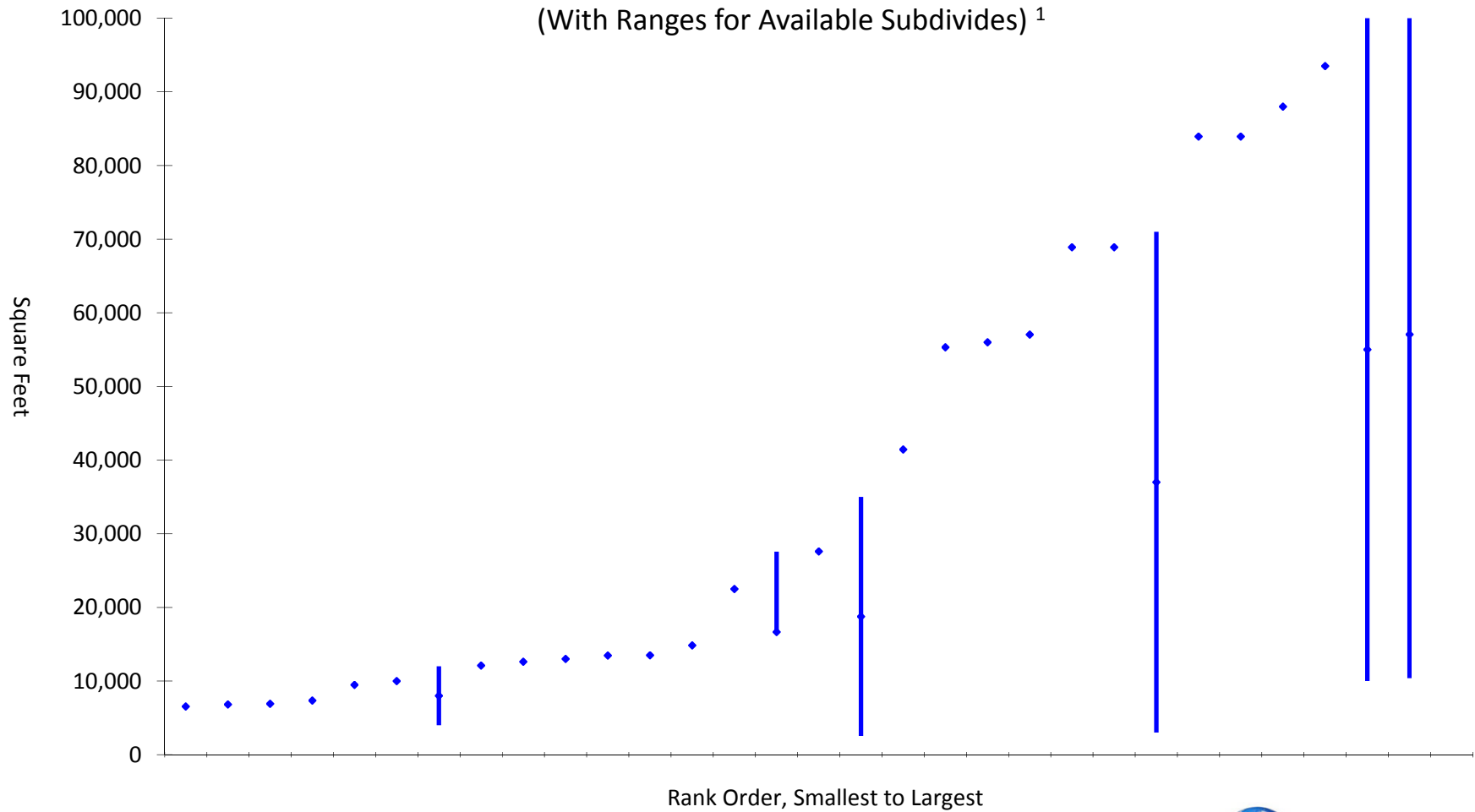
<sup>1</sup> Includes data for Oklahoma, Cleveland, Canadian, McClain and Grady Counties. Excludes observations with less than 6,000 sf.



**Leigh|Fisher**  
Management Consultants



Exhibit B.09  
 WAREHOUSE Space Advertised For SALE - 2010  
 (With Ranges for Available Subdivides) <sup>1</sup>



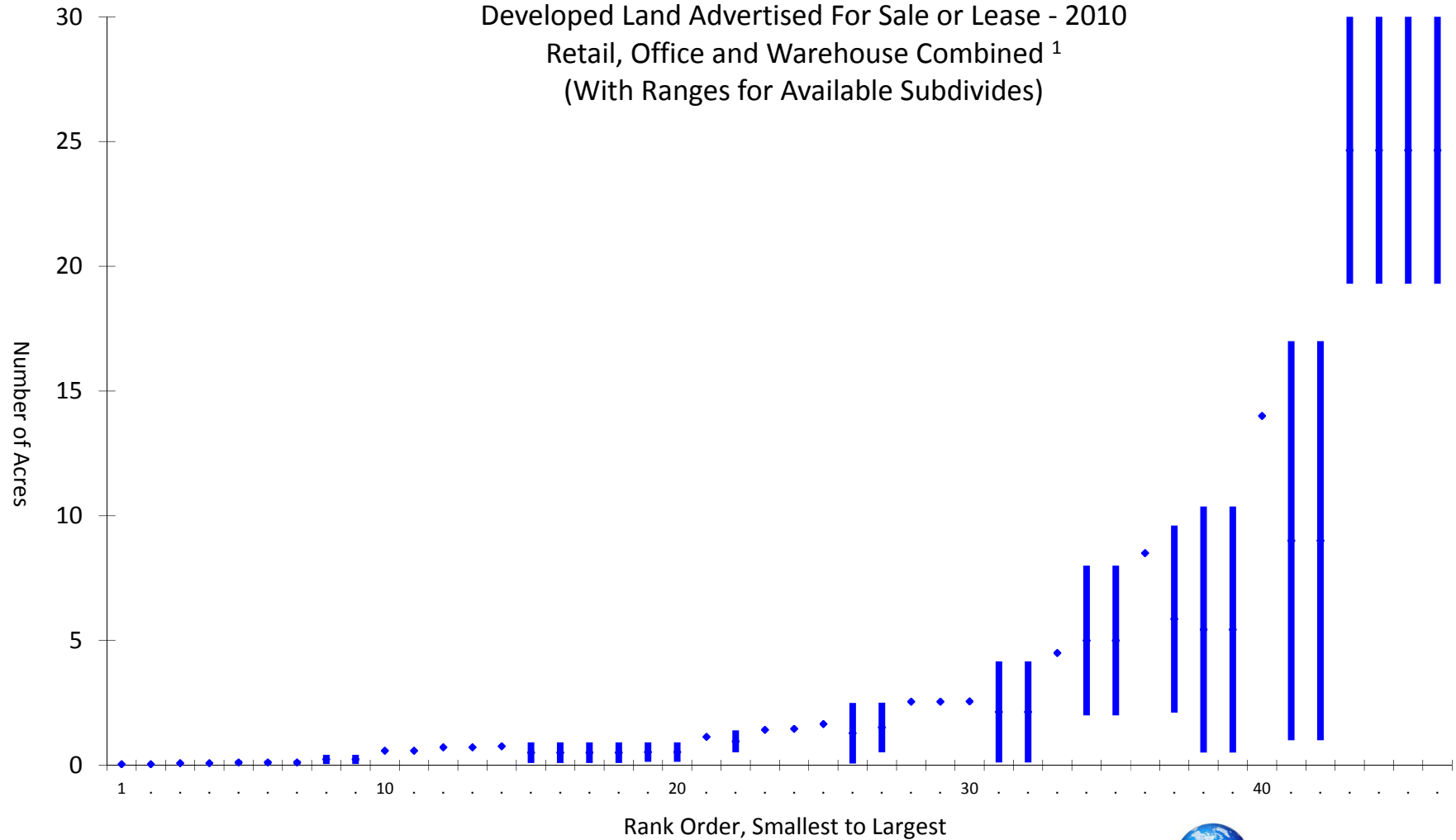
Source: Oklahoma City EDIS Database; Analysis by LandUse|USA in collaboration with Leigh|Fisher, June 2010.

<sup>1</sup> Includes data for Oklahoma, Cleveland, Canadian, McClain and Grady Counties. Excludes observations with less than 6,000 sf.



**Leigh|Fisher**  
 Management Consultants

Exhibit B.10  
 Developed Land Advertised For Sale or Lease - 2010  
 Retail, Office and Warehouse Combined <sup>1</sup>  
 (With Ranges for Available Subdivides)



Source: Oklahoma City EDIS Database; Analysis by LandUse|USA in collaboration with Leigh|Fisher, June 2010.

<sup>1</sup> Includes data for Oklahoma, Cleveland, Canadian, McClain and Grady Counties.



**Leigh|Fisher**  
 Management Consultants

Exhibit B.11

Greater Oklahoma City, Oklahoma

General Guidelines on Balancing Mixed-Use Projects

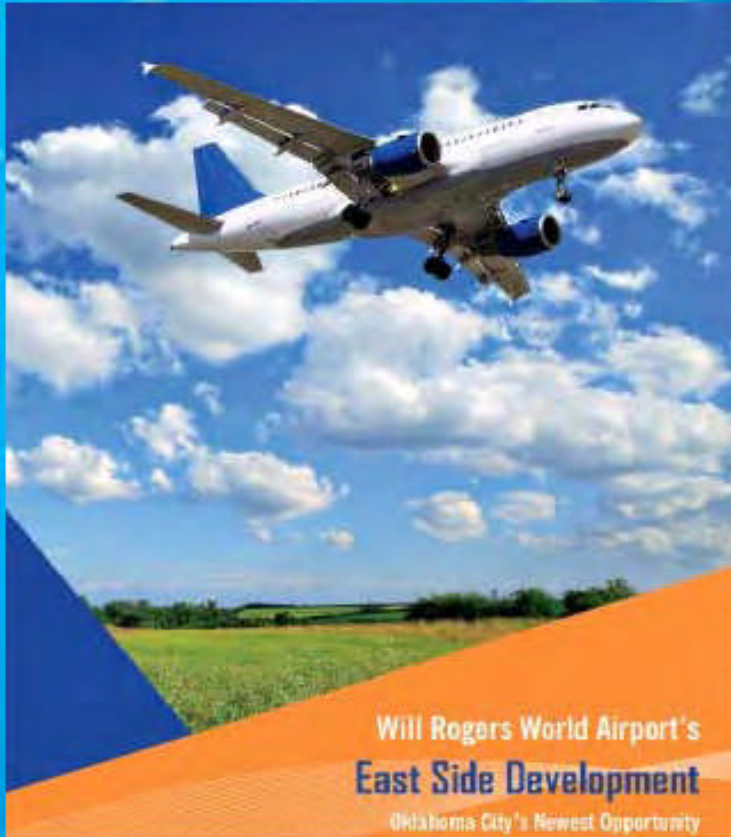
| Square Feet | Share among No. of Stores, Suites |        |           | Share of Total Space (Square Feet) |        |           |
|-------------|-----------------------------------|--------|-----------|------------------------------------|--------|-----------|
|             | Retail <sup>1</sup>               | Office | Warehouse | Retail <sup>1</sup>                | Office | Warehouse |
| 5,000       | 50%                               | 45%    | 30%       | 15.0%                              | 12.0%  | 5.0%      |
| 10,000      | 25%                               | 20%    | 20%       | 15.0%                              | 11.0%  | 10.0%     |
| 15,000      | 5%                                | 7%     | 10%       | 5.0%                               | 6.0%   | 8.0%      |
| 20,000      | 3%                                | 4%     | 7%        | 4.0%                               | 5.0%   | 6.0%      |
| 25,000      | 2%                                | 3%     | 4%        | 3.0%                               | 4.0%   | 6.0%      |
| 30,000      | 1%                                | 3%     | 4%        | 2.0%                               | 4.0%   | 6.0%      |
| 35,000      | 1%                                | 2%     | 3%        | 2.0%                               | 4.0%   | 6.0%      |
| 40,000      | 1%                                | 2%     | 3%        | 2.0%                               | 4.0%   | 6.0%      |
| 45,000      | 1%                                | 2%     | 3%        | 3.0%                               | 5.0%   | 7.0%      |
| 50,000      | 1%                                | 2%     | 2%        | 3.0%                               | 5.0%   | 7.0%      |
| 55,000      | 1%                                | 1%     | 2%        | 3.0%                               | 3.0%   | 3.0%      |
| 60,000      | 1%                                | 1%     | 2%        | 4.0%                               | 3.0%   | 3.0%      |
| 65,000      | 1%                                | 1%     | 2%        | 4.0%                               | 3.0%   | 3.0%      |
| 70,000      | 1%                                | 1%     | 2%        | 4.0%                               | 4.0%   | 3.0%      |
| 75,000      | 1%                                | 1%     | 1%        | 4.0%                               | 4.0%   | 3.0%      |
| 80,000      | 1%                                | 1%     | 1%        | 5.0%                               | 4.0%   | 3.0%      |
| 85,000      | 1%                                | 1%     | 1%        | 5.0%                               | 4.0%   | 3.0%      |
| 90,000      | 1%                                | 1%     | 1%        | 5.0%                               | 5.0%   | 4.0%      |
| 95,000      | 1%                                | 1%     | 1%        | 6.0%                               | 5.0%   | 4.0%      |
| 100,000     | 1%                                | 1%     | 1%        | 6.0%                               | 5.0%   | 4.0%      |
|             | 100%                              | 100%   | 100%      | 100.0%                             | 100.0% | 100.0%    |

Source: Oklahoma City EDIS Database; analysis conducted by LandUse|USA in collaboration with Leigh|Fisher; September 2010.

1 In reality, a retail project with 100 tenant spaces is not likely to include a store in each and every every size category; or at perfect 5,000 square foot increments.

**Leigh|Fisher**  
Management Consultants





## Appendix C.

### Revenue and Employee

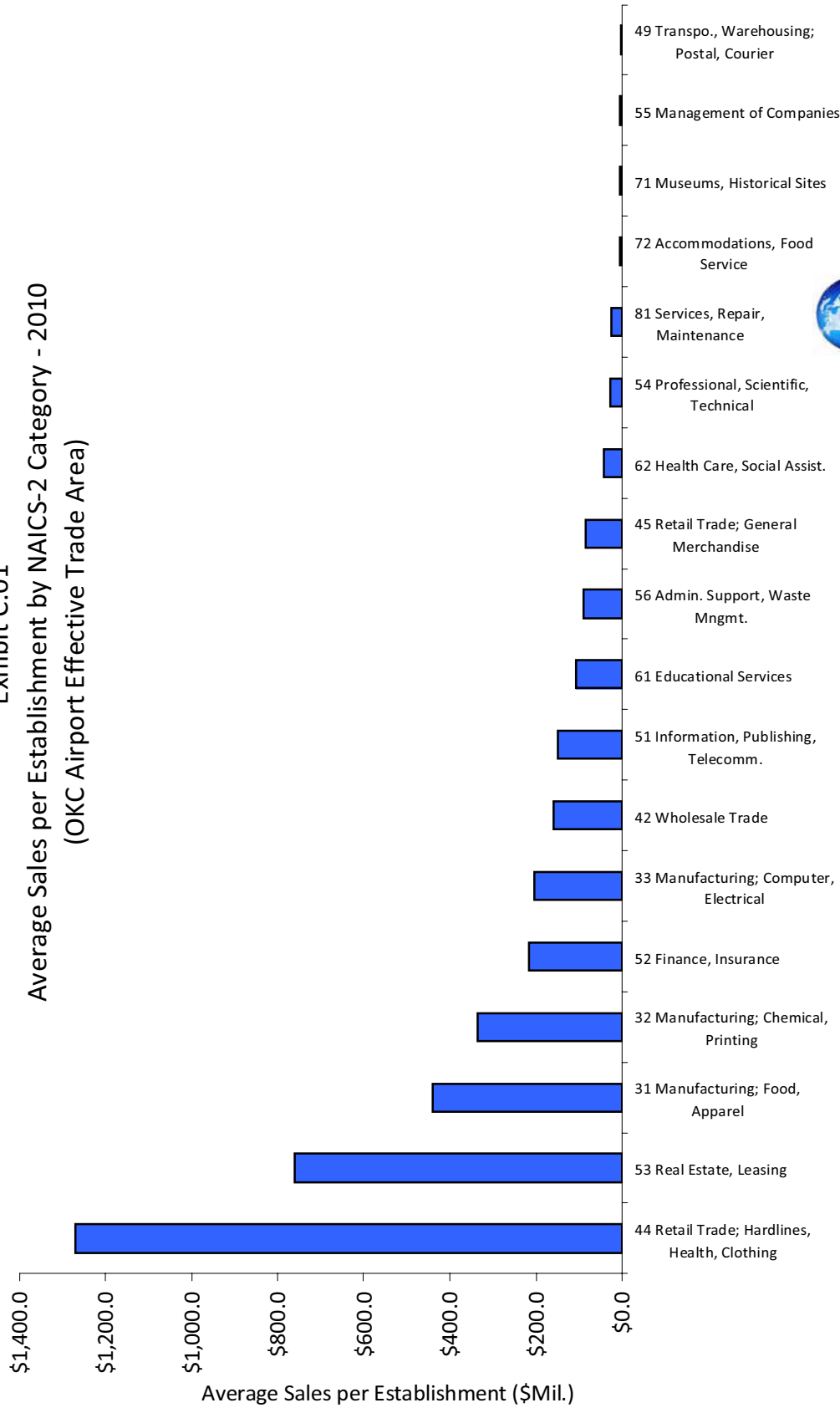
### Targets

Prepared by:



In collaboration with:

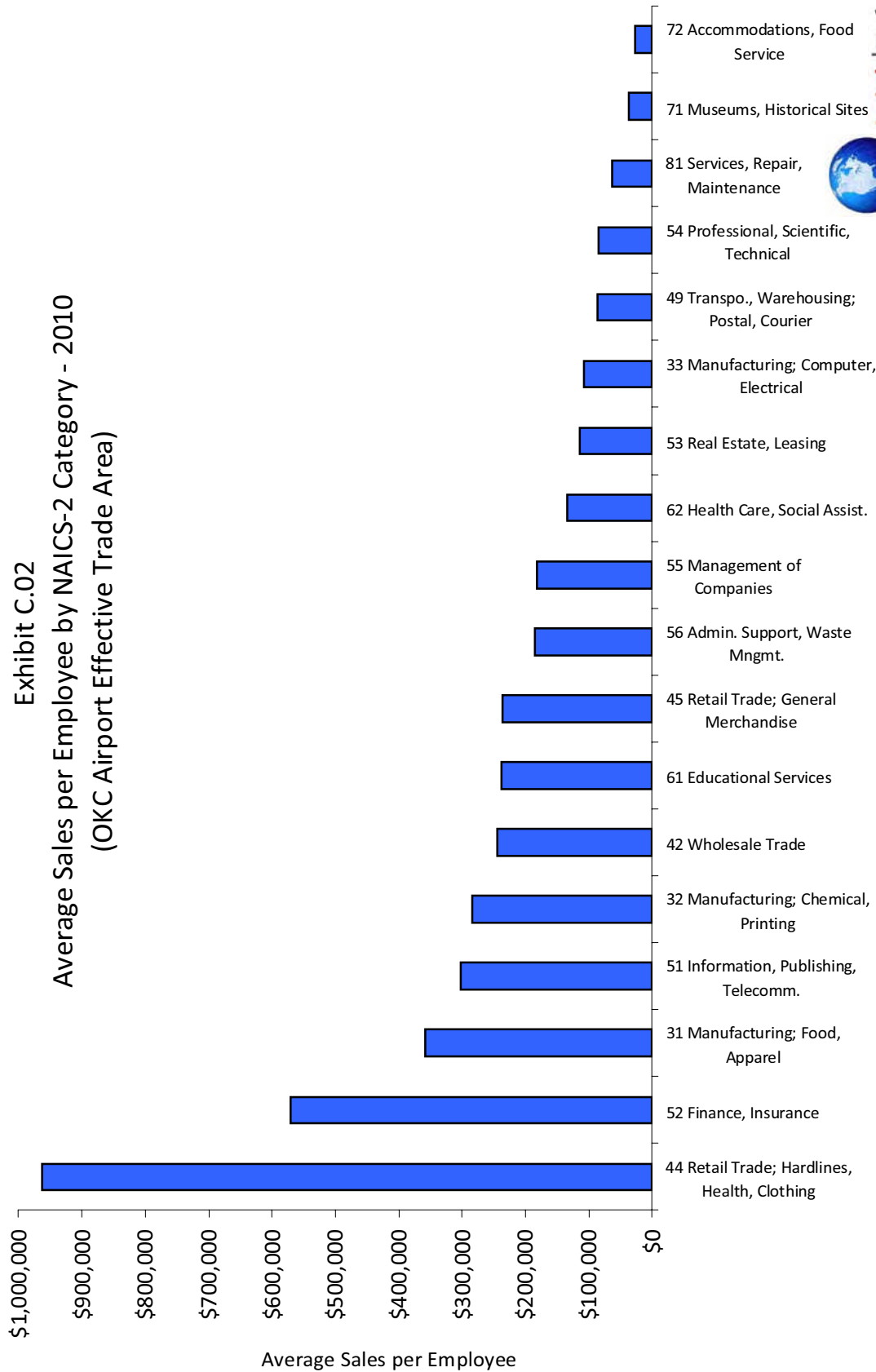
Exhibit C.01  
Average Sales per Establishment by NAICS-2 Category - 2010  
(OKC Airport Effective Trade Area)



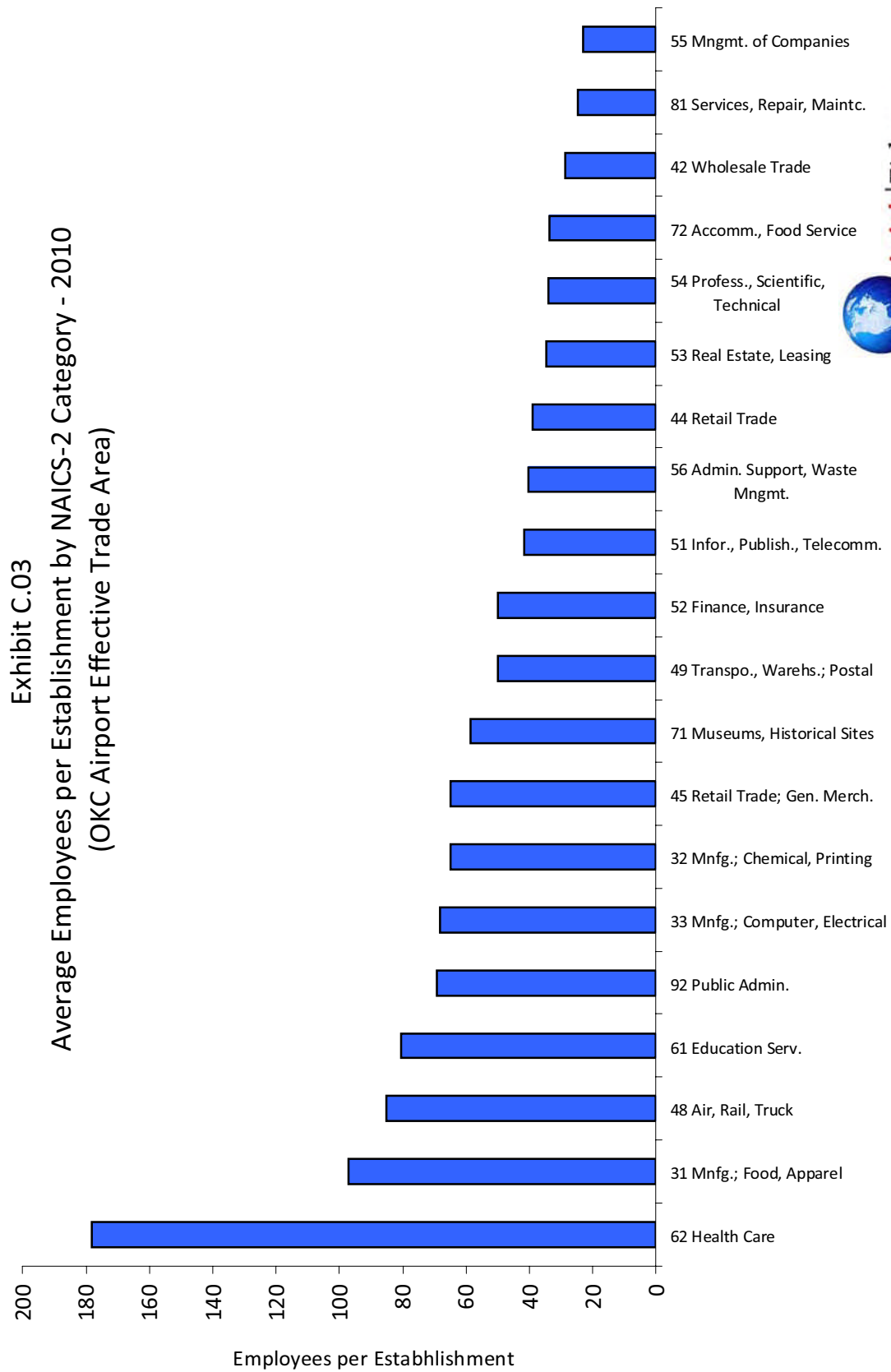
Source: Alteryx, Inc. and PopStats; Analysis by LandUse | USA in collaboration with Leigh | Fisher, August 2010.



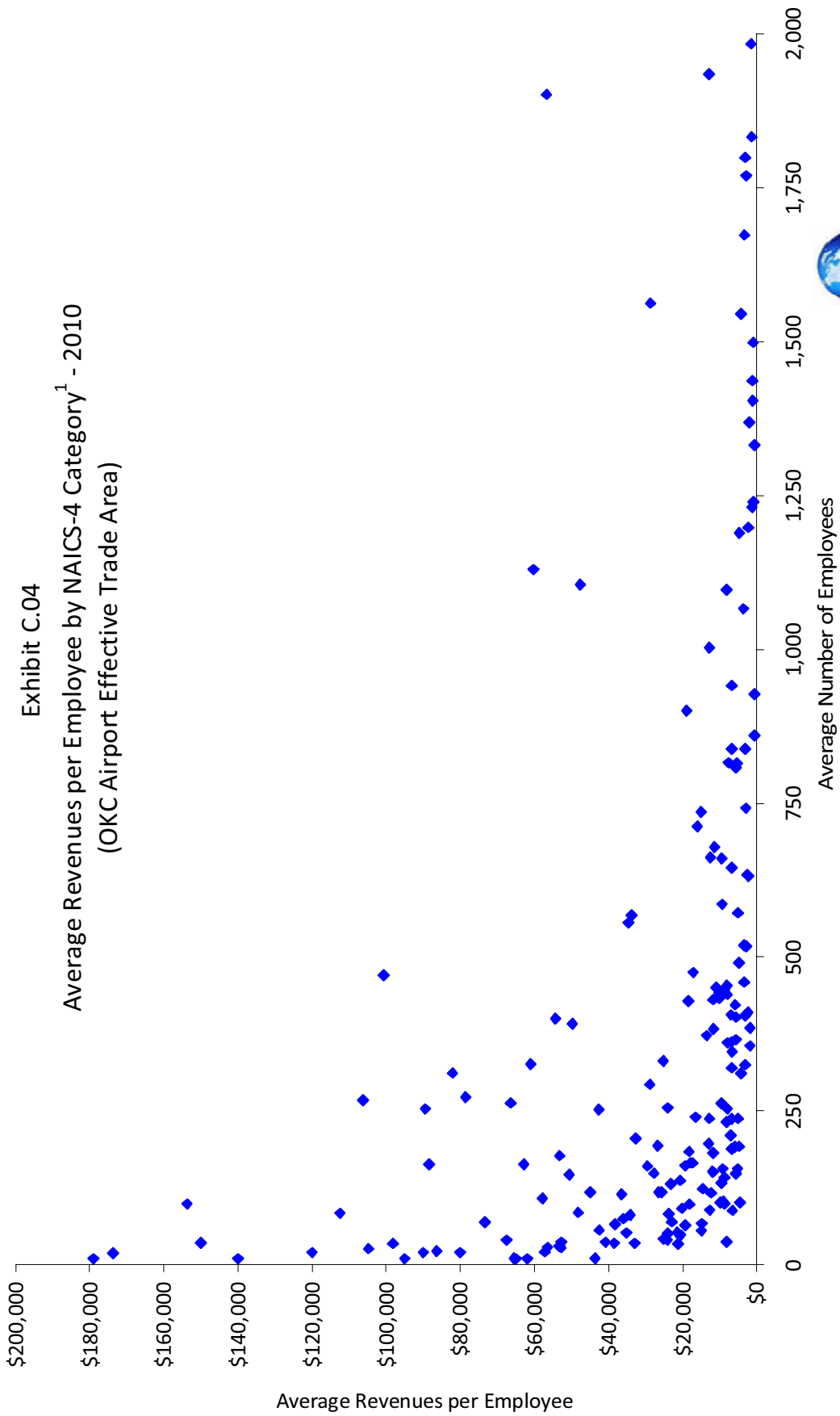
Exhibit C.02  
Average Sales per Employee by NAICS-2 Category - 2010  
(OKC Airport Effective Trade Area)



Source: Alteryx, Inc. and PopStats; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.

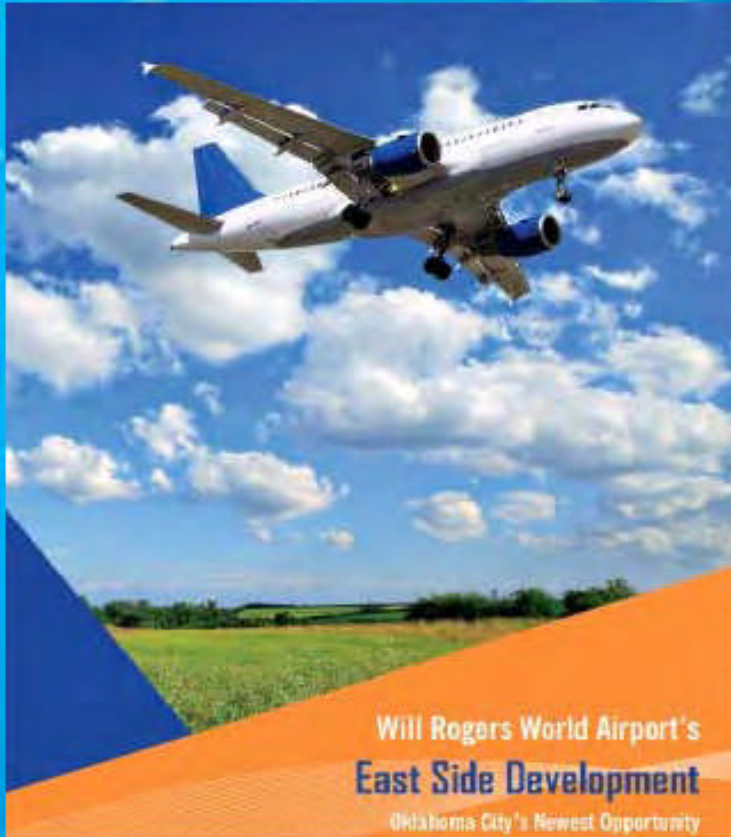


Source: Alteryx, Inc. and PopStats; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.



Source: Alteryx, Inc. and PopStats; Analysis by LandUse | USA in collaboration with Leigh | Fisher; August 2010.

<sup>1</sup> Each dot on the chart represents a unique NAICS-4 category as defined by the Economic Census.



## Appendix D.

### Benchmark Comparisons

Prepared by:



In collaboration with:

**Leigh|Fisher**  
Management Consultants

# Exhibit D.01 16 Tested Benchmarks

Legend

★ Benchmark Locations

Vendor Providers:  
Synergos Technologies, Inc.  
DemographicsNow by Alteryx, LLC

Prepared by:



in collaboration with:

**Leigh | Fisher**  
Management Consultants

August 2010

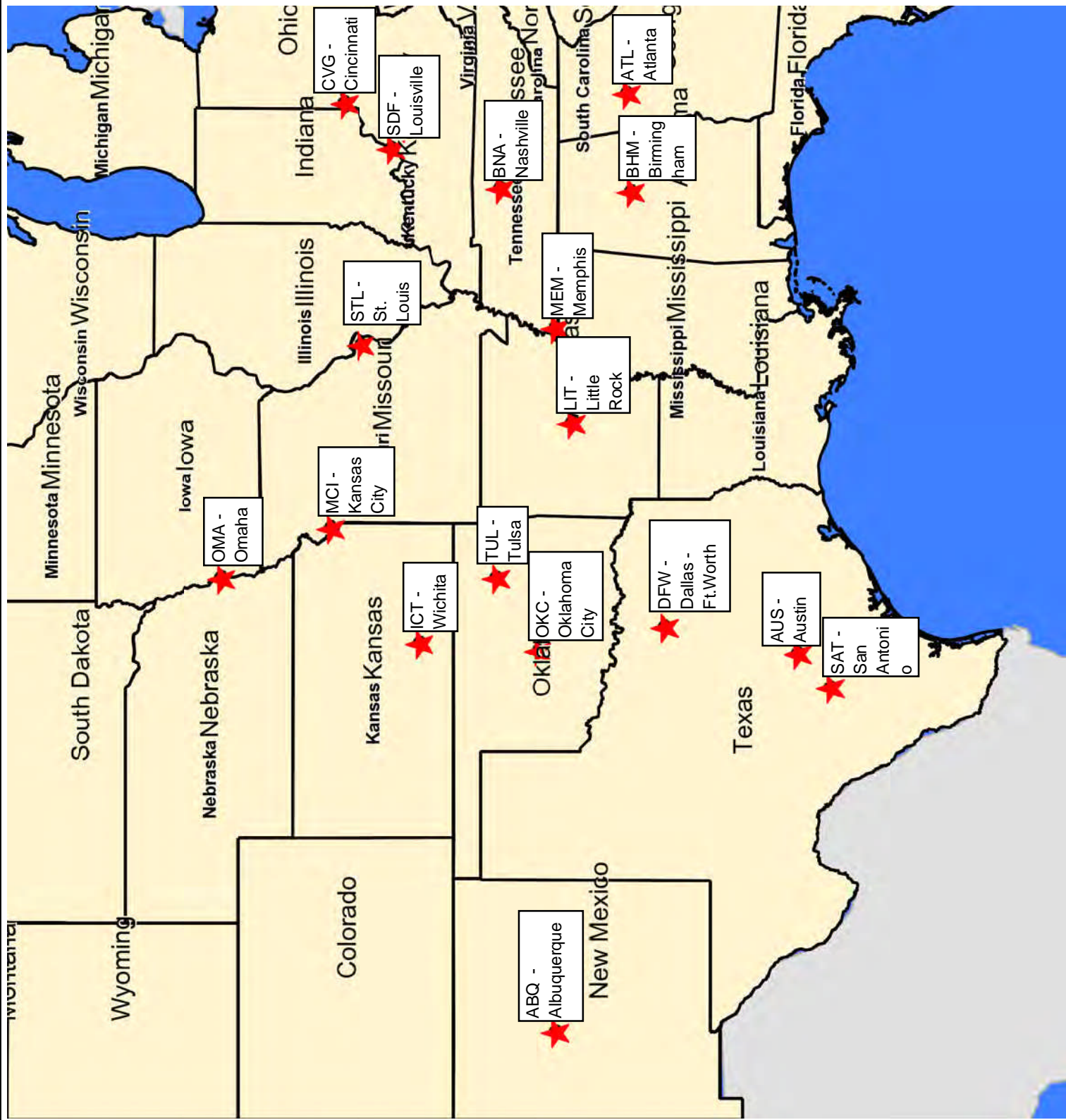




Exhibit D.02  
Final Benchmarks

Legend

★ Benchmark Locations

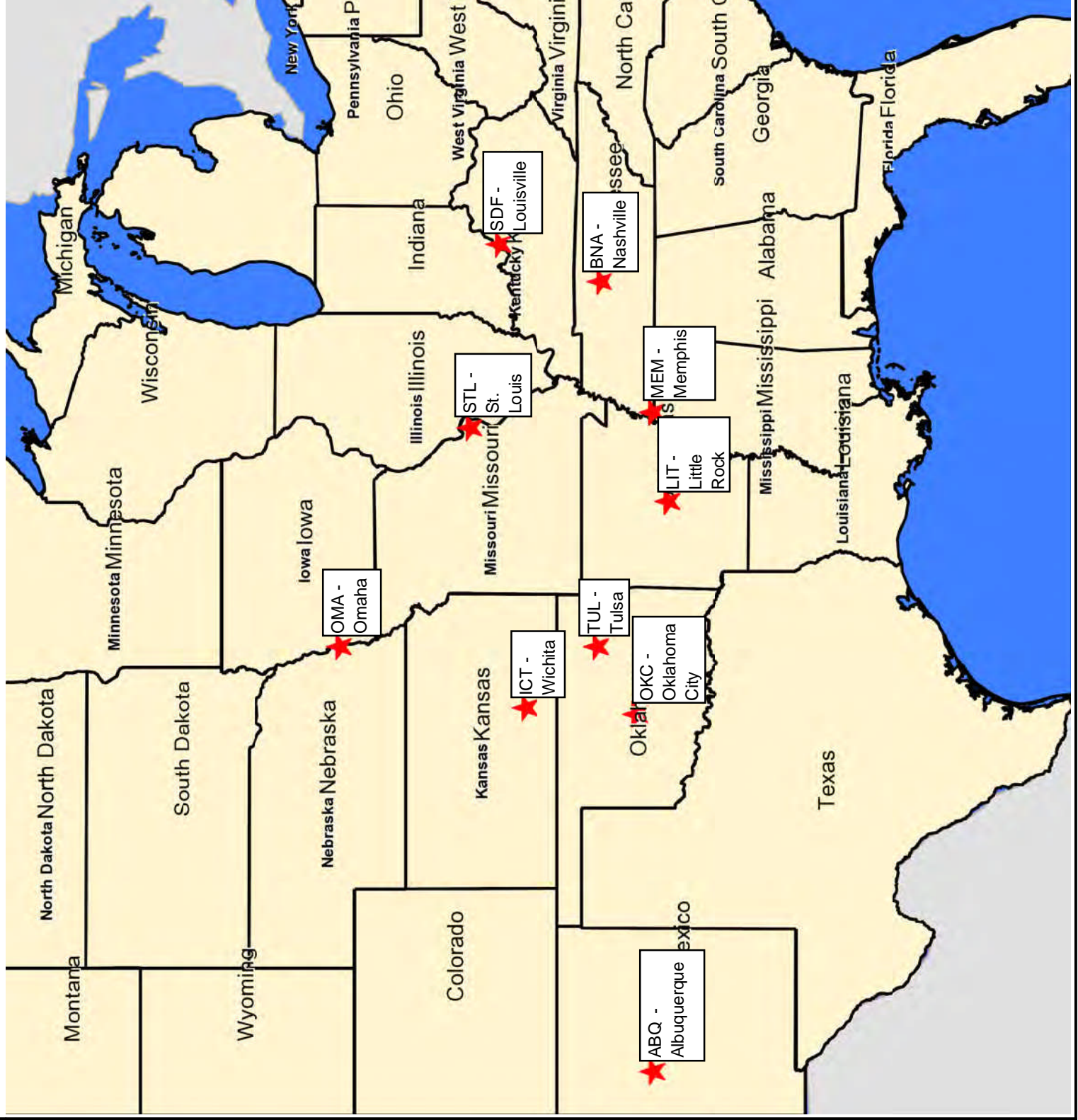
Vendors:  
Synergos Technologies, Inc.  
DemographicsNow by Alteryx, LLC

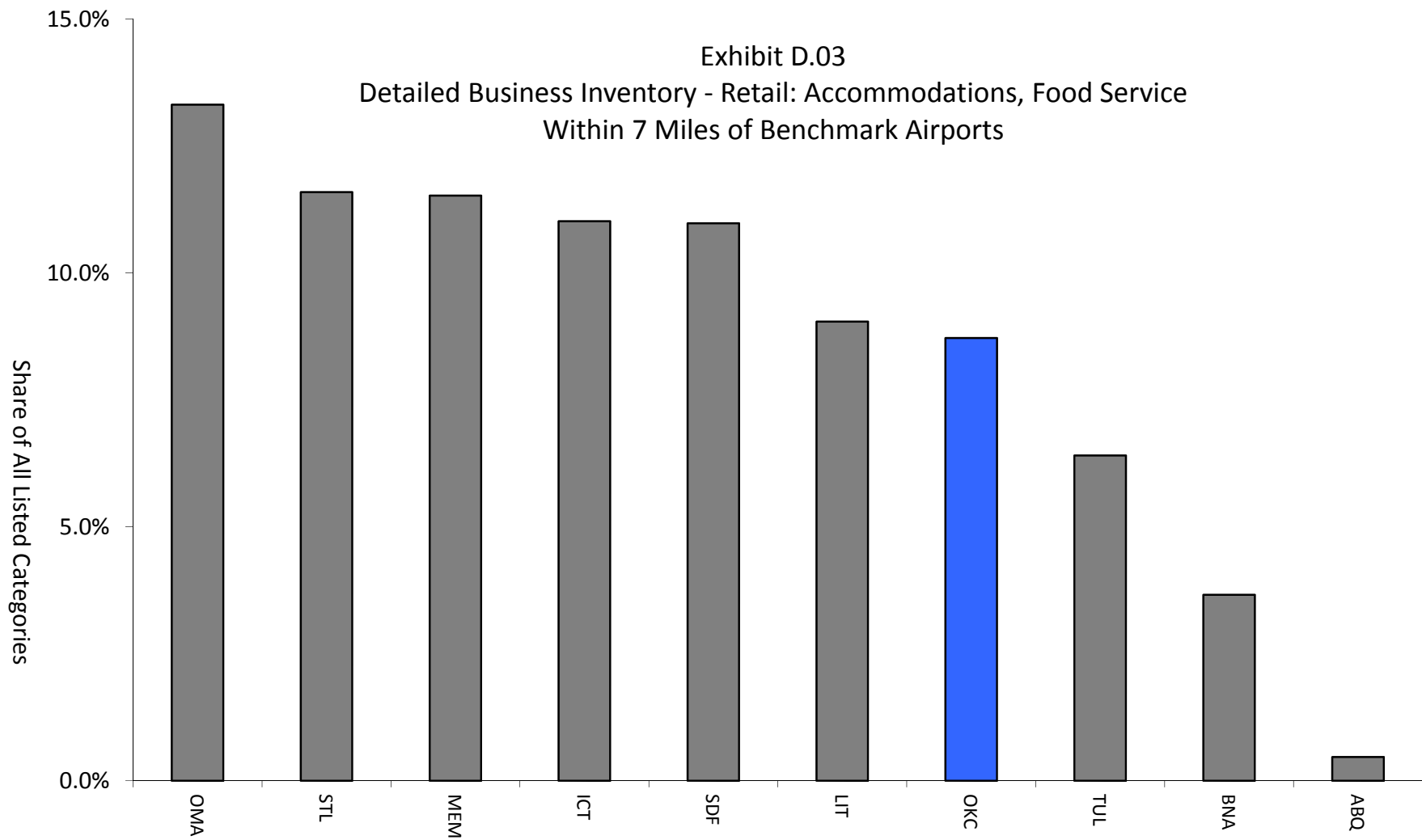
Prepared by:



In Collaboration with:  
**Leigh Fisher**  
Management Consultants

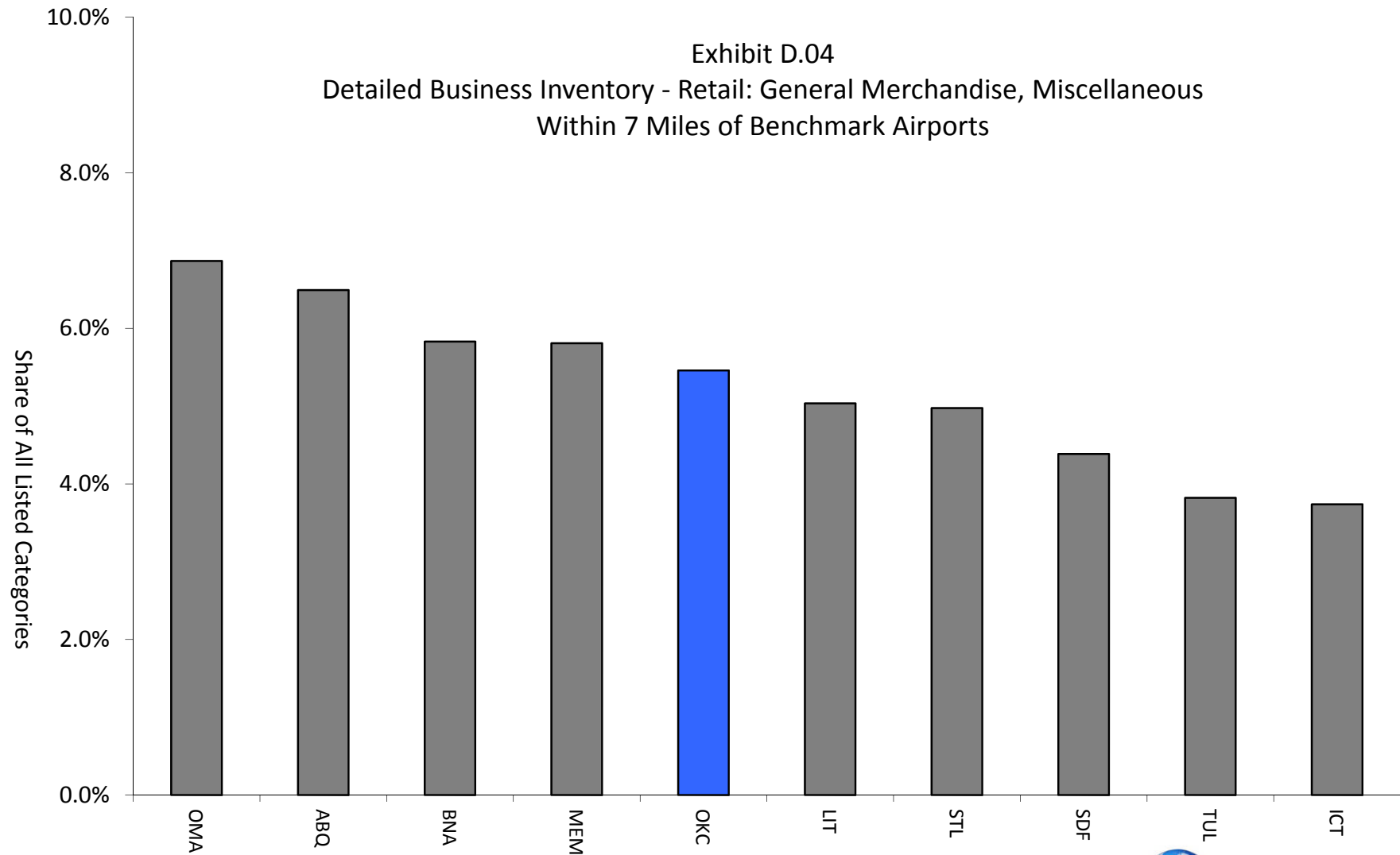
August 2010





Source: Synergos Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.

Exhibit D.04  
Detailed Business Inventory - Retail: General Merchandise, Miscellaneous  
Within 7 Miles of Benchmark Airports

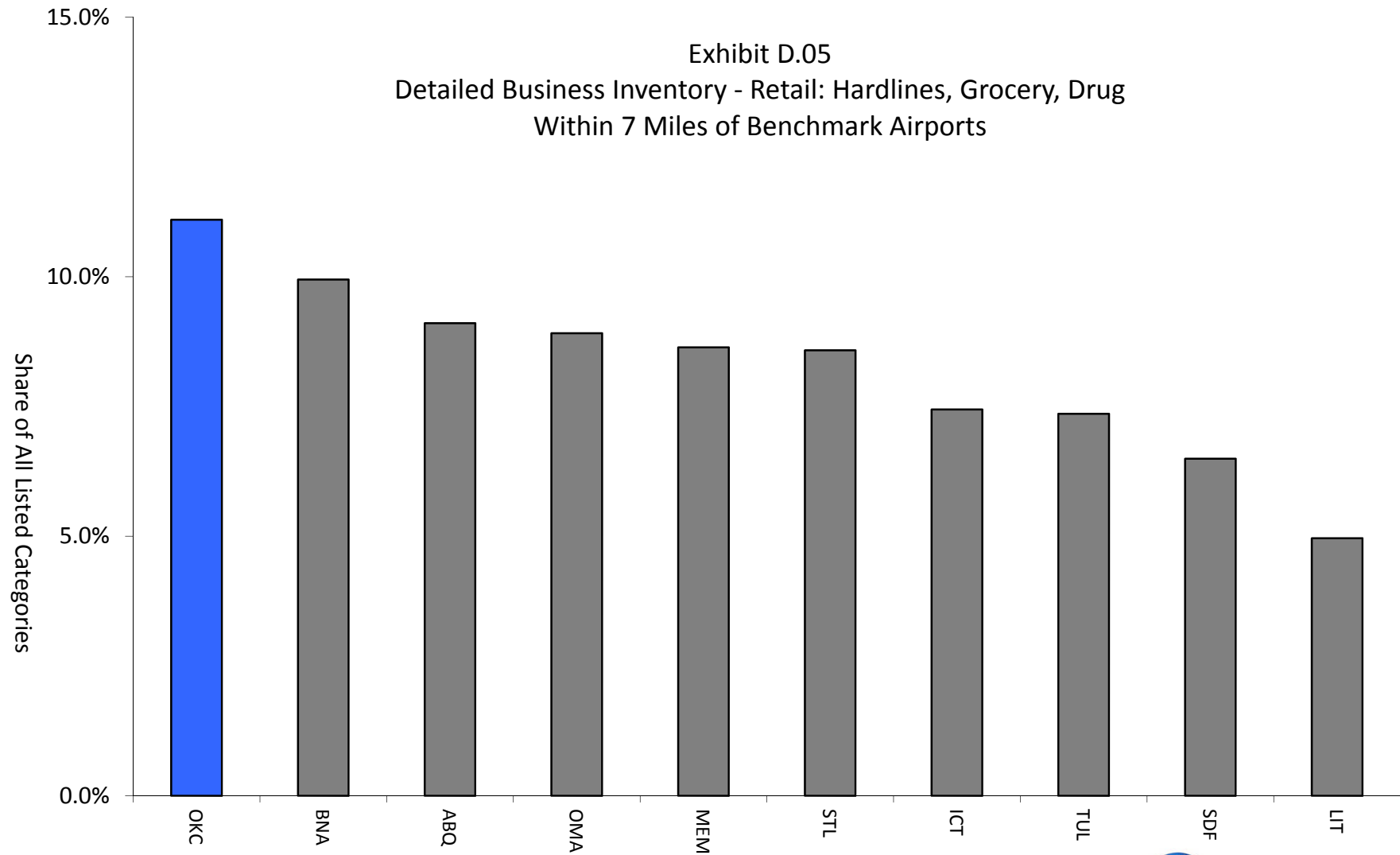


Source: Synergos Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.



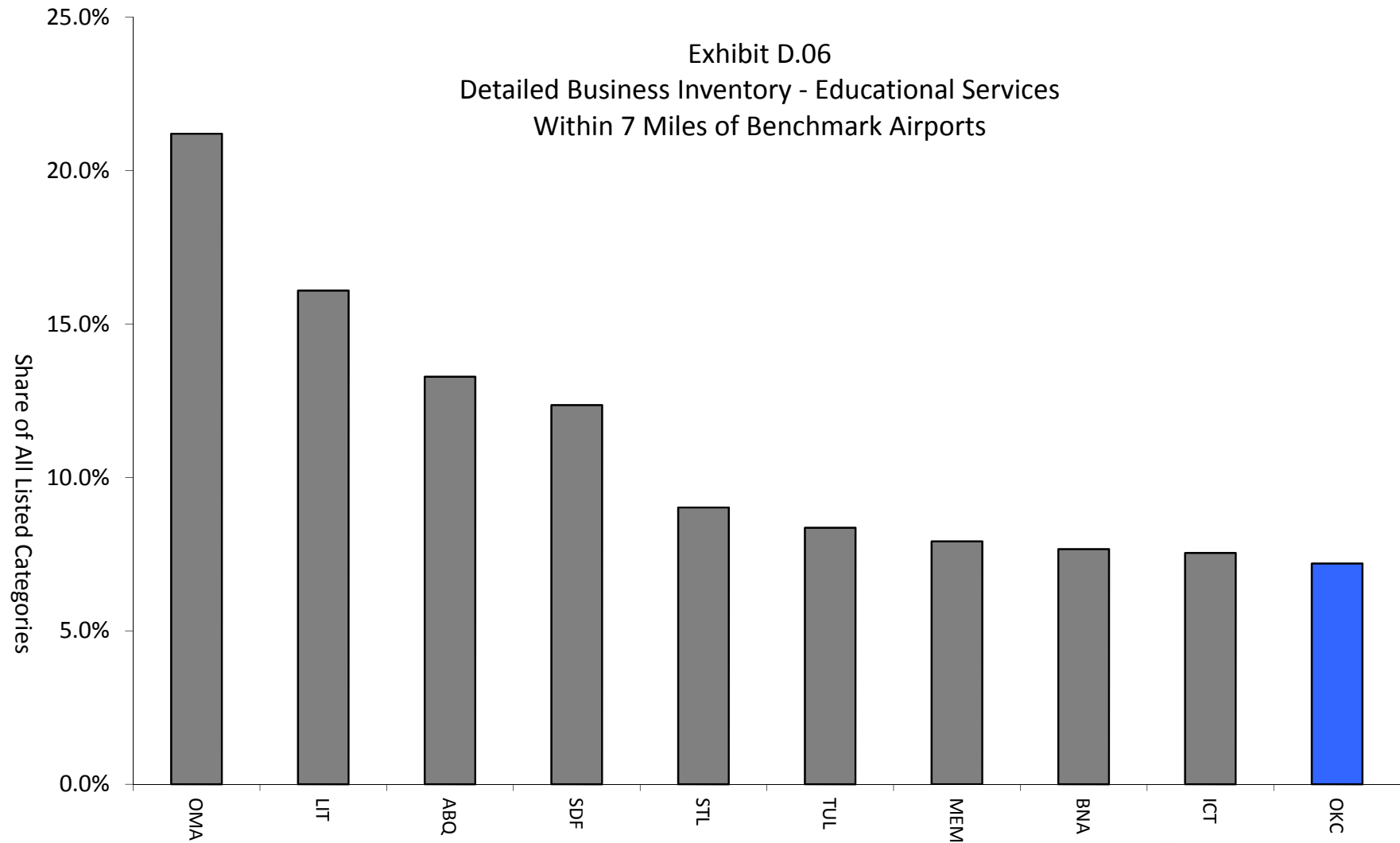
**Leigh|Fisher**  
Management Consultants

Exhibit D.05  
Detailed Business Inventory - Retail: Hardlines, Grocery, Drug  
Within 7 Miles of Benchmark Airports



Source: Synergos Technologies, Inc.; Analysis by LandUse | USA in collaboration with Leigh | Fisher; August 2010.  
Includes most establishments with 10+ employees.

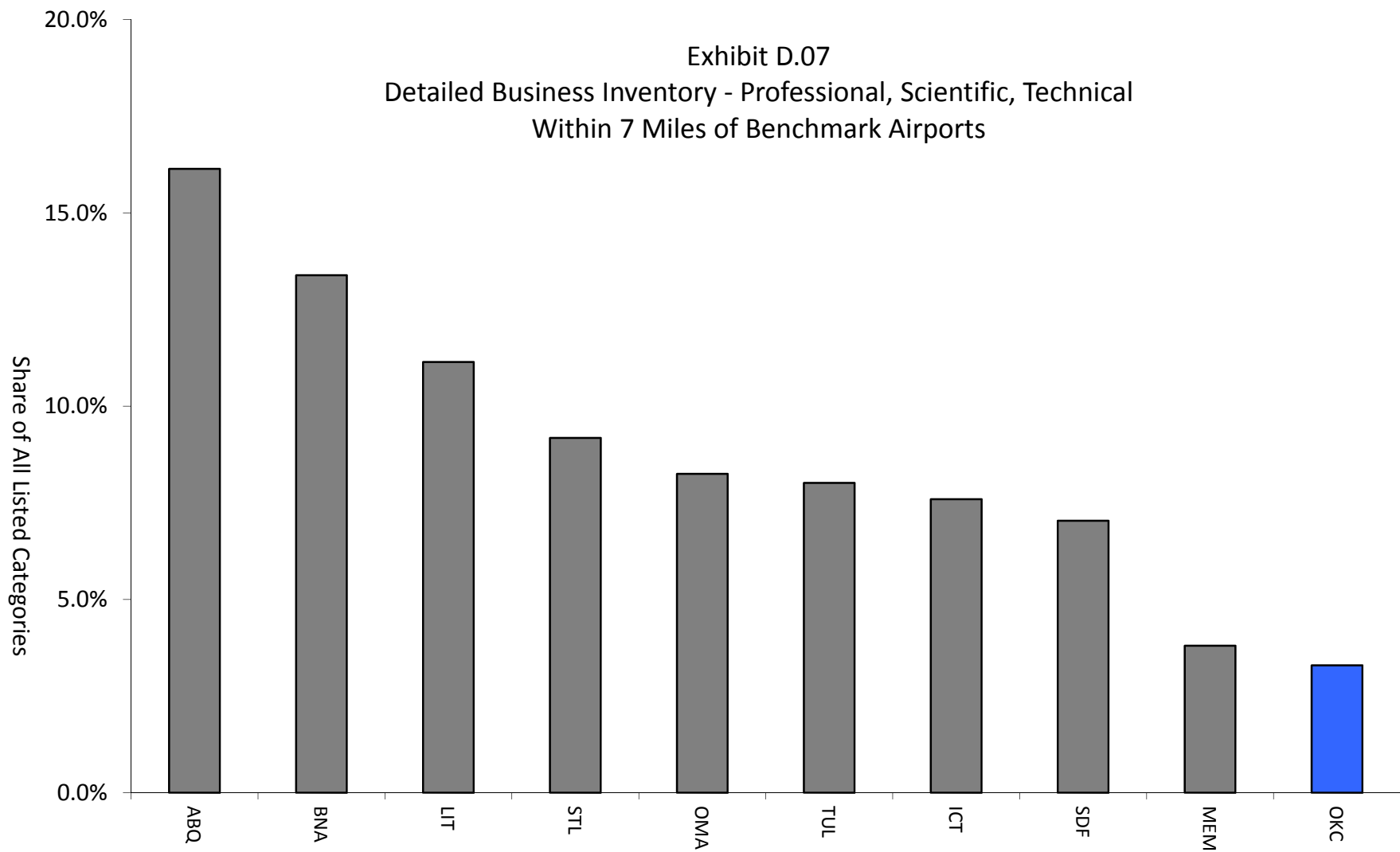
Exhibit D.06  
Detailed Business Inventory - Educational Services  
Within 7 Miles of Benchmark Airports



Source: Synergos Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.



**Leigh|Fisher**  
Management Consultants



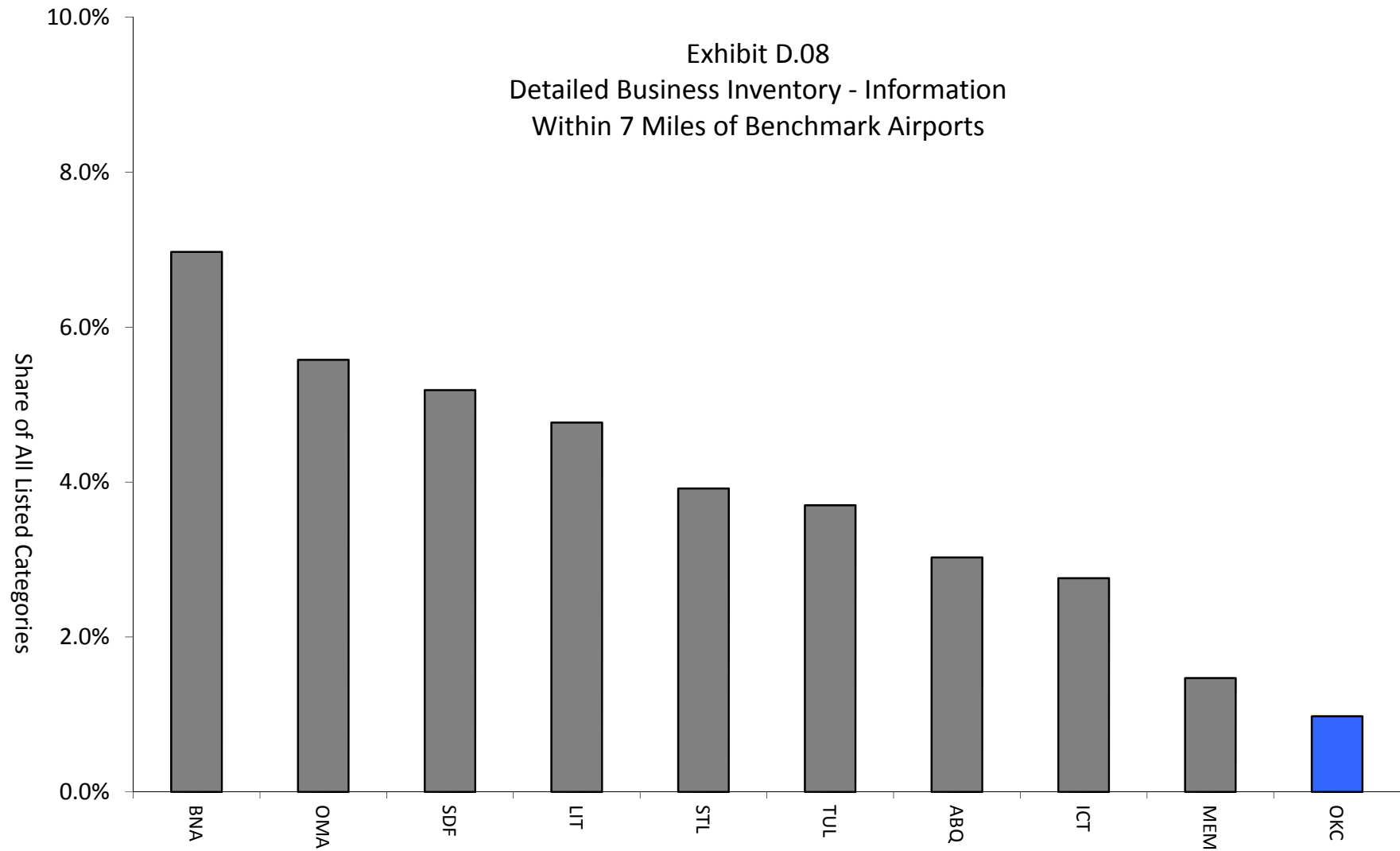
Source: Synergis Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh | Fisher; August 2010.  
Includes most establishments with 10+ employees.



**Leigh | Fisher**  
Management Consultants



Exhibit D.08  
Detailed Business Inventory - Information  
Within 7 Miles of Benchmark Airports

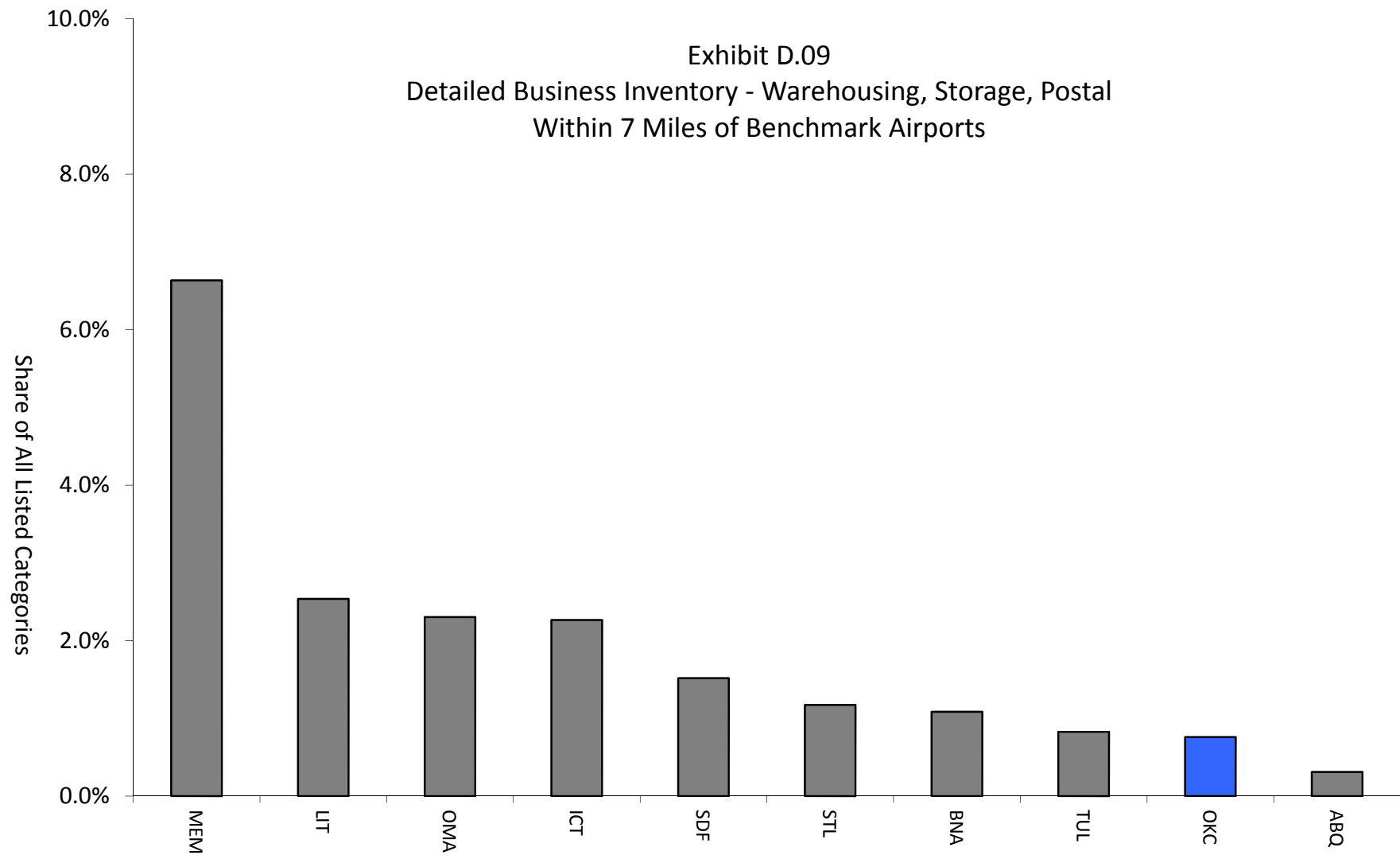


Source: Synergos Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.



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Management Consultants

Exhibit D.09  
Detailed Business Inventory - Warehousing, Storage, Postal  
Within 7 Miles of Benchmark Airports

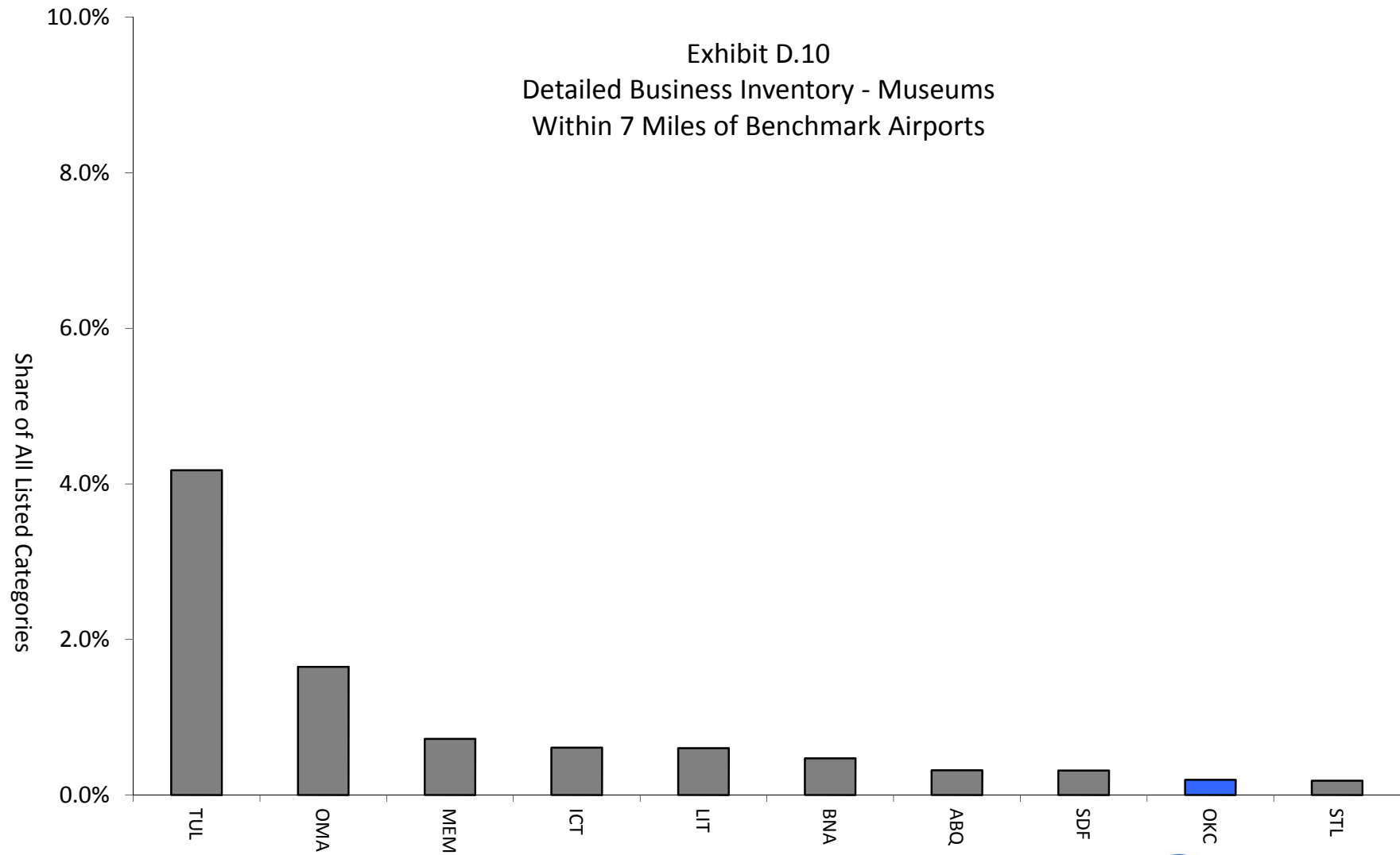


Source: Synergos Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.



**Leigh|Fisher**  
Management Consultants

Exhibit D.10  
Detailed Business Inventory - Museums  
Within 7 Miles of Benchmark Airports

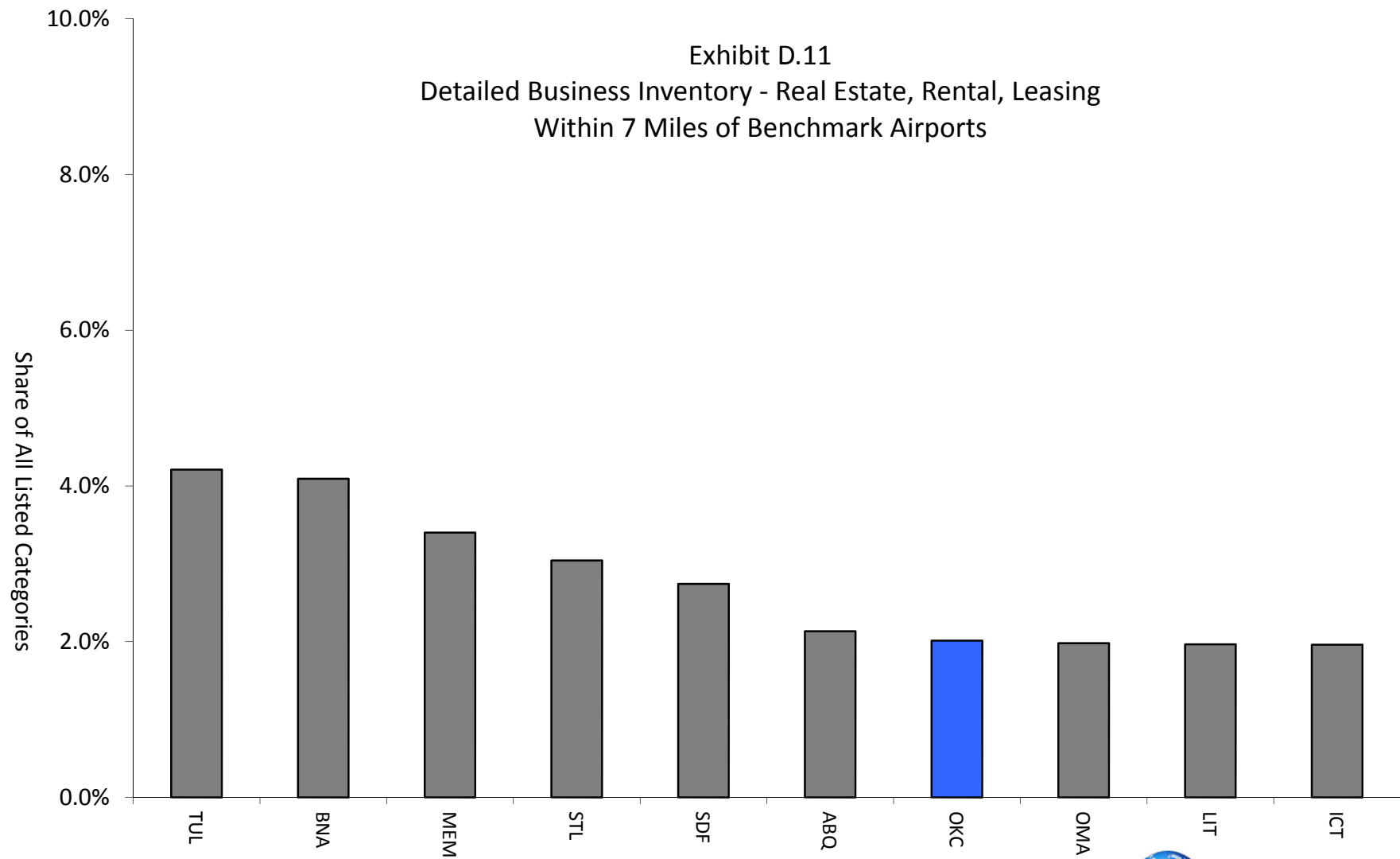


Source: Synergos Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.



**Leigh|Fisher**  
Management Consultants

Exhibit D.11  
Detailed Business Inventory - Real Estate, Rental, Leasing  
Within 7 Miles of Benchmark Airports

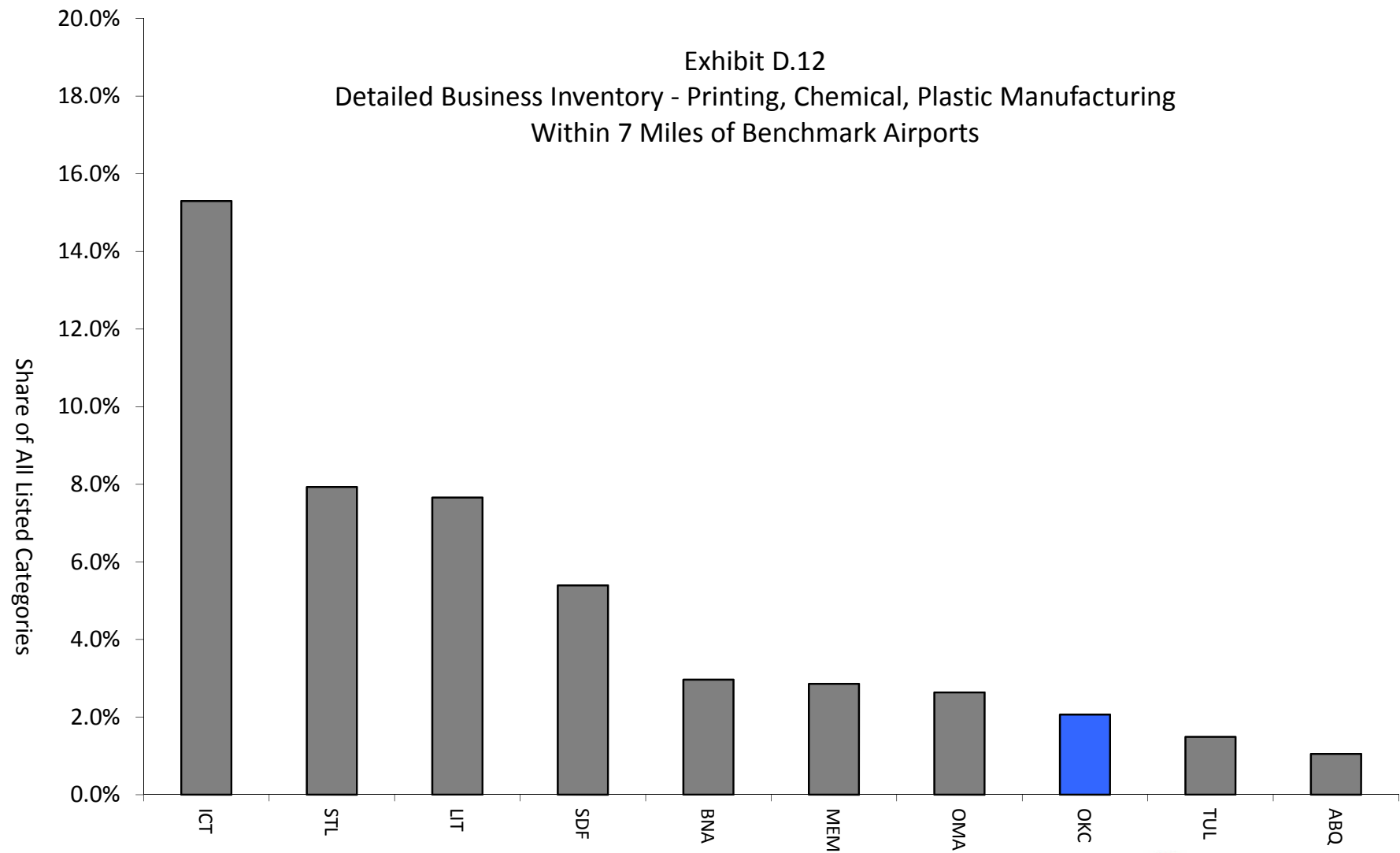


Source: Synergos Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.



**Leigh|Fisher**  
Management Consultants

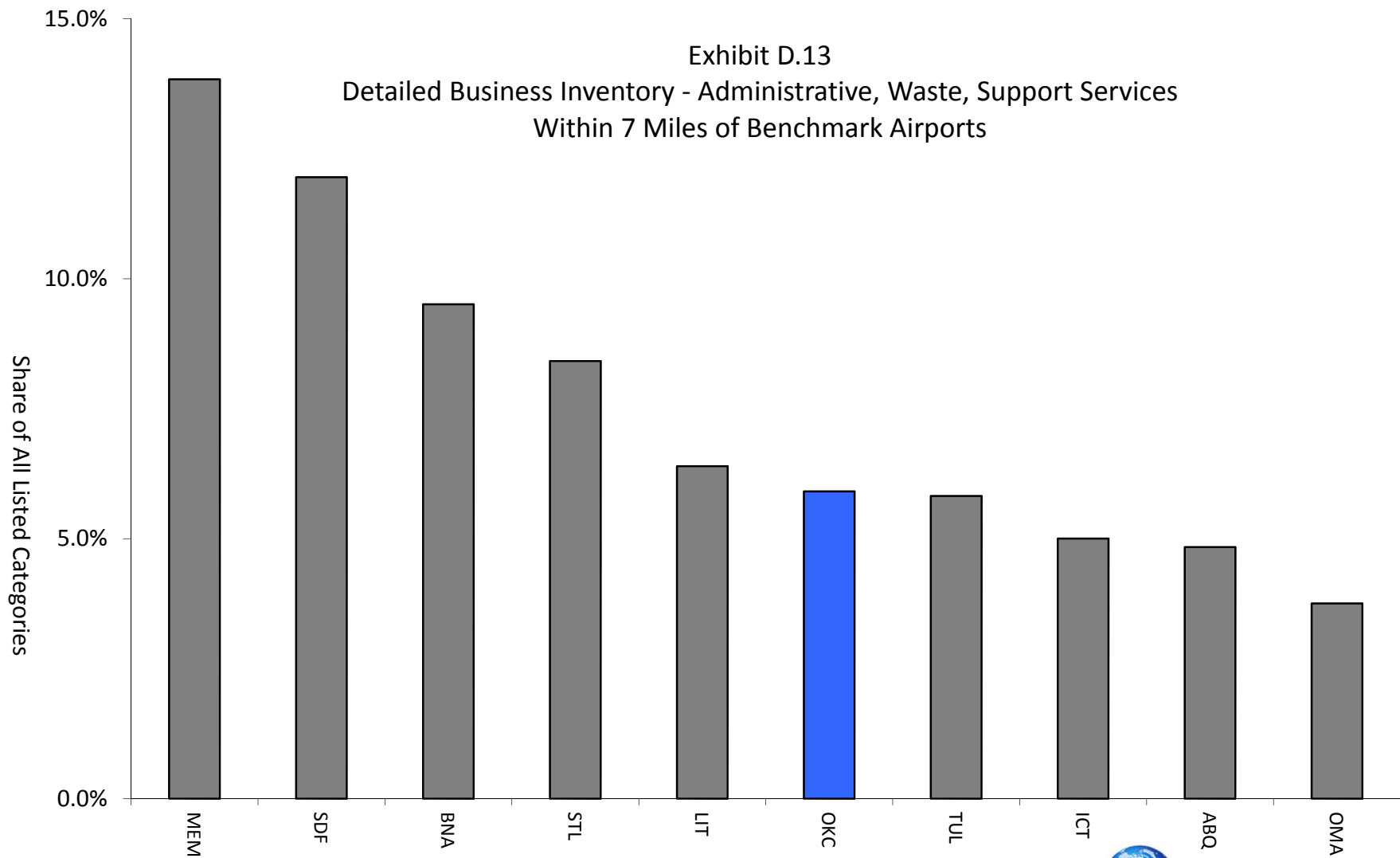
Exhibit D.12  
Detailed Business Inventory - Printing, Chemical, Plastic Manufacturing  
Within 7 Miles of Benchmark Airports



Source: Synergos Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.



**Leigh|Fisher**  
Management Consultants



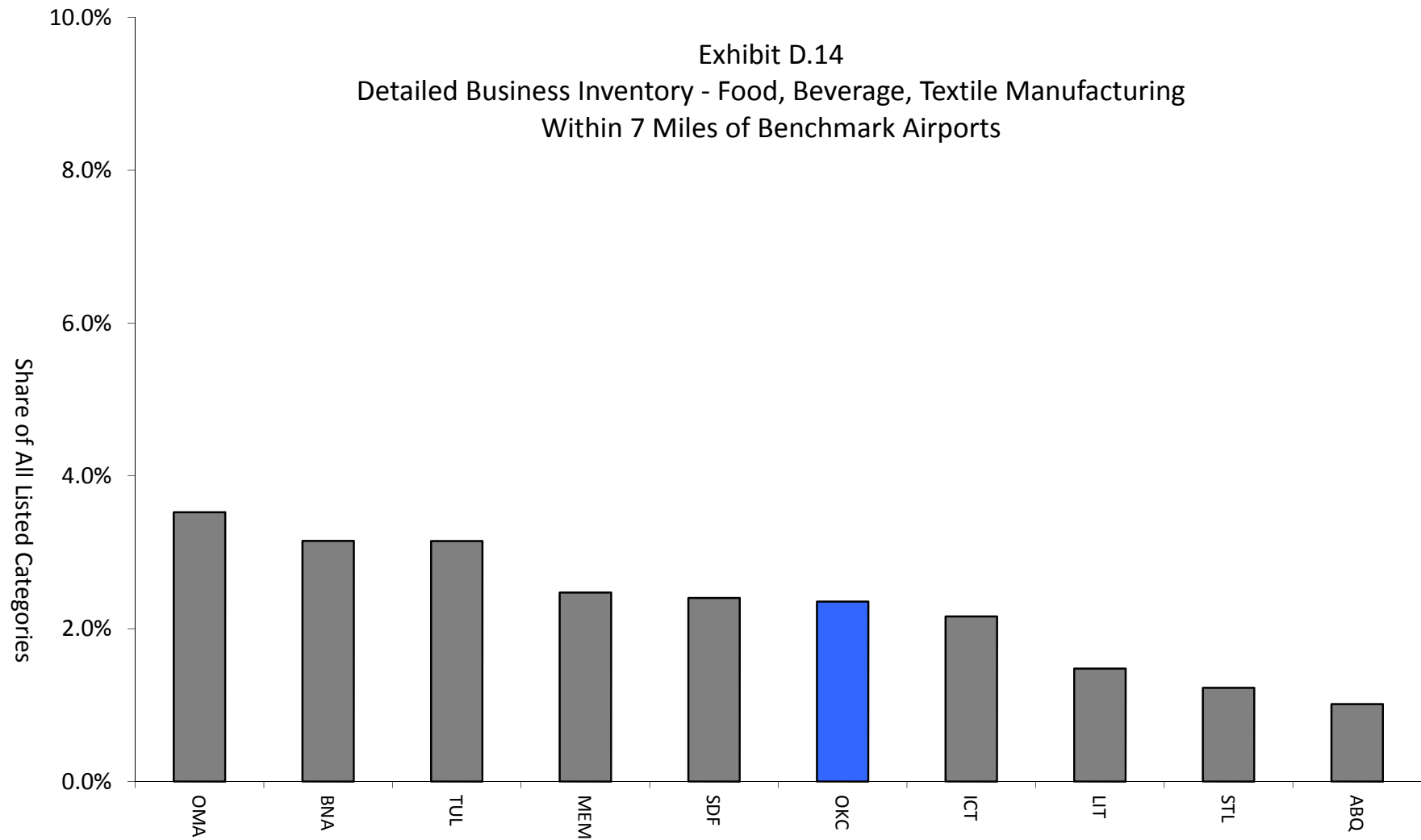
Source: Synergos Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.



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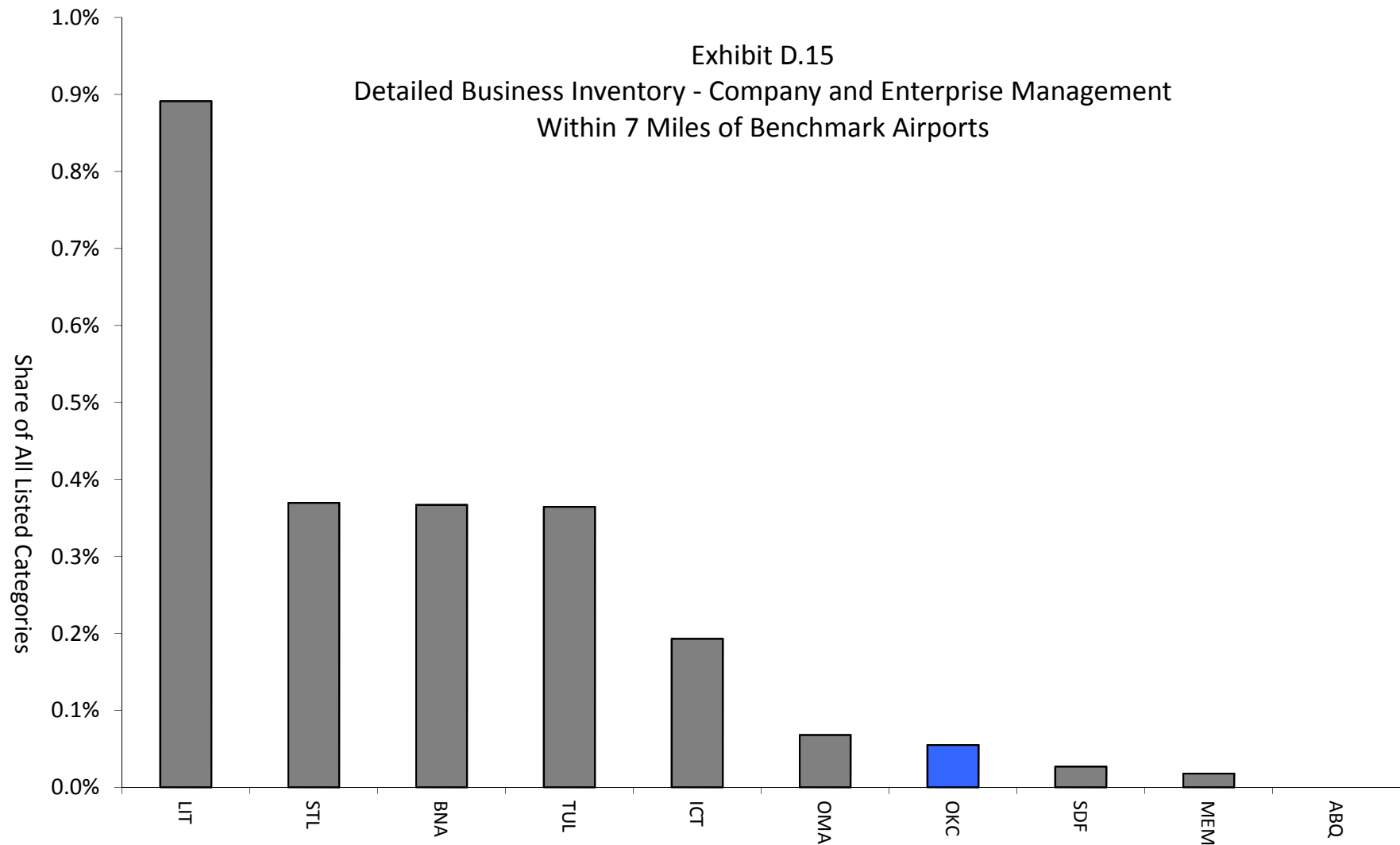
Exhibit D.14  
Detailed Business Inventory - Food, Beverage, Textile Manufacturing  
Within 7 Miles of Benchmark Airports



Source: Synergos Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.

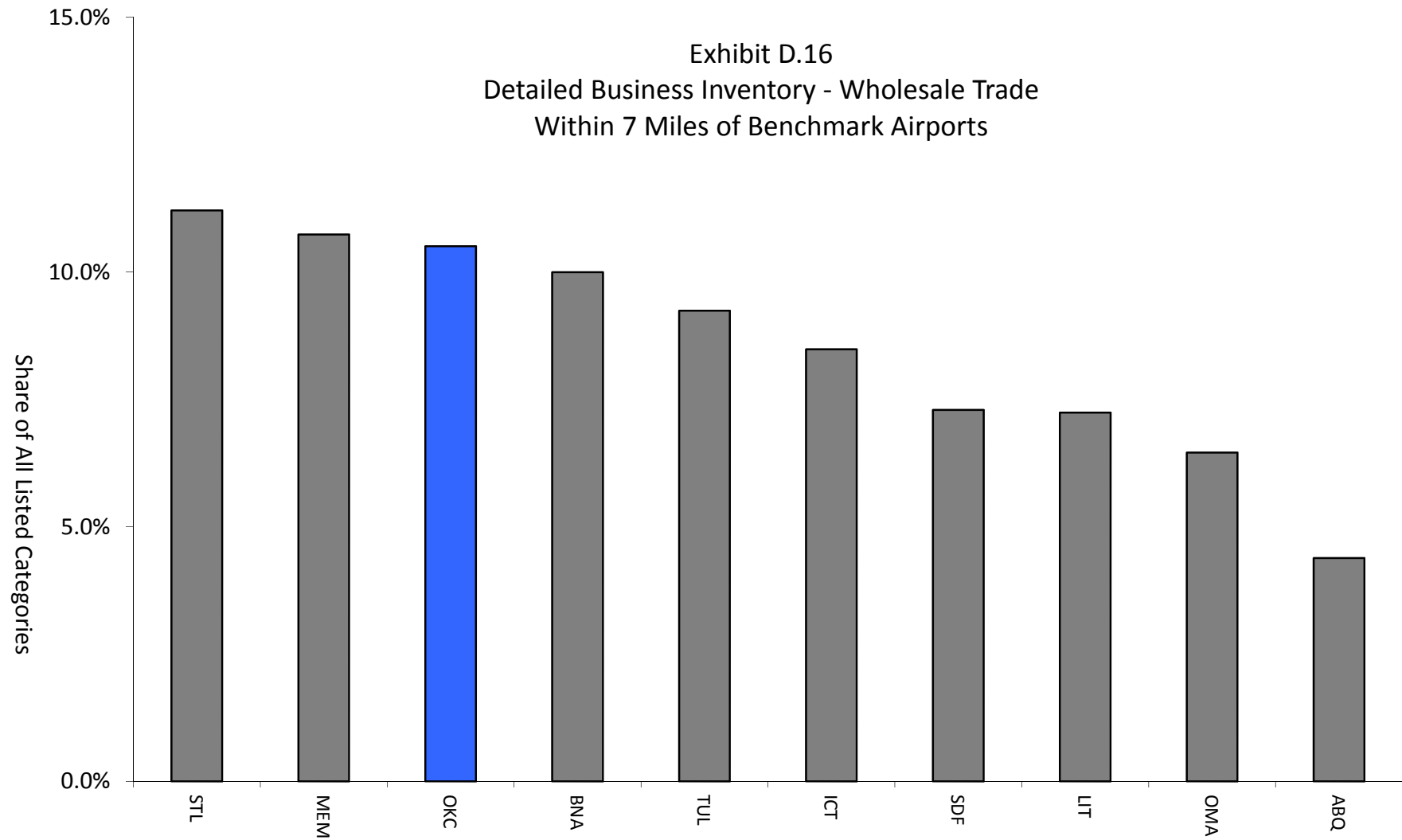


**Leigh|Fisher**  
Management Consultants



Source: Synergos Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.

Exhibit D.16  
Detailed Business Inventory - Wholesale Trade  
Within 7 Miles of Benchmark Airports

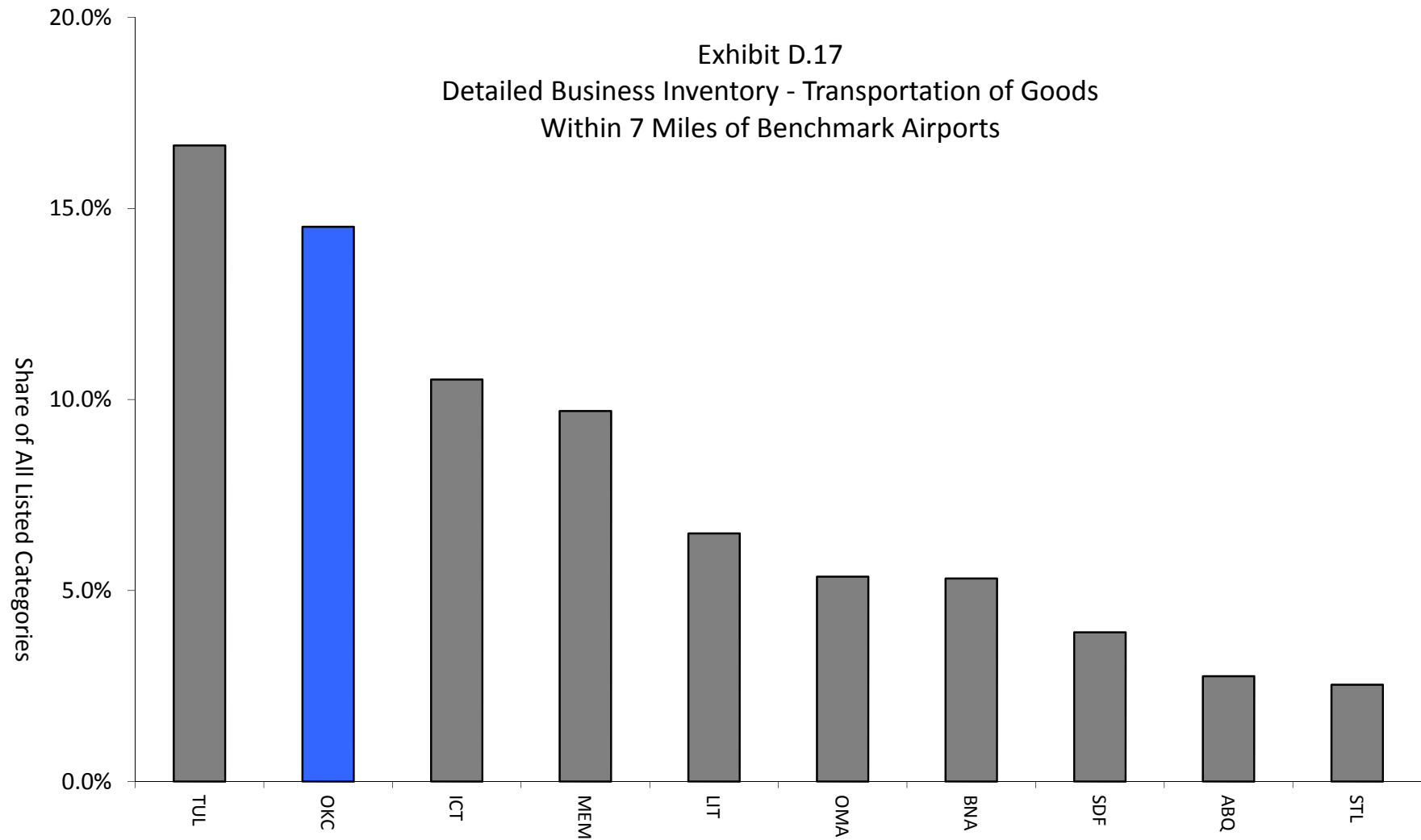


Source: Synergos Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.



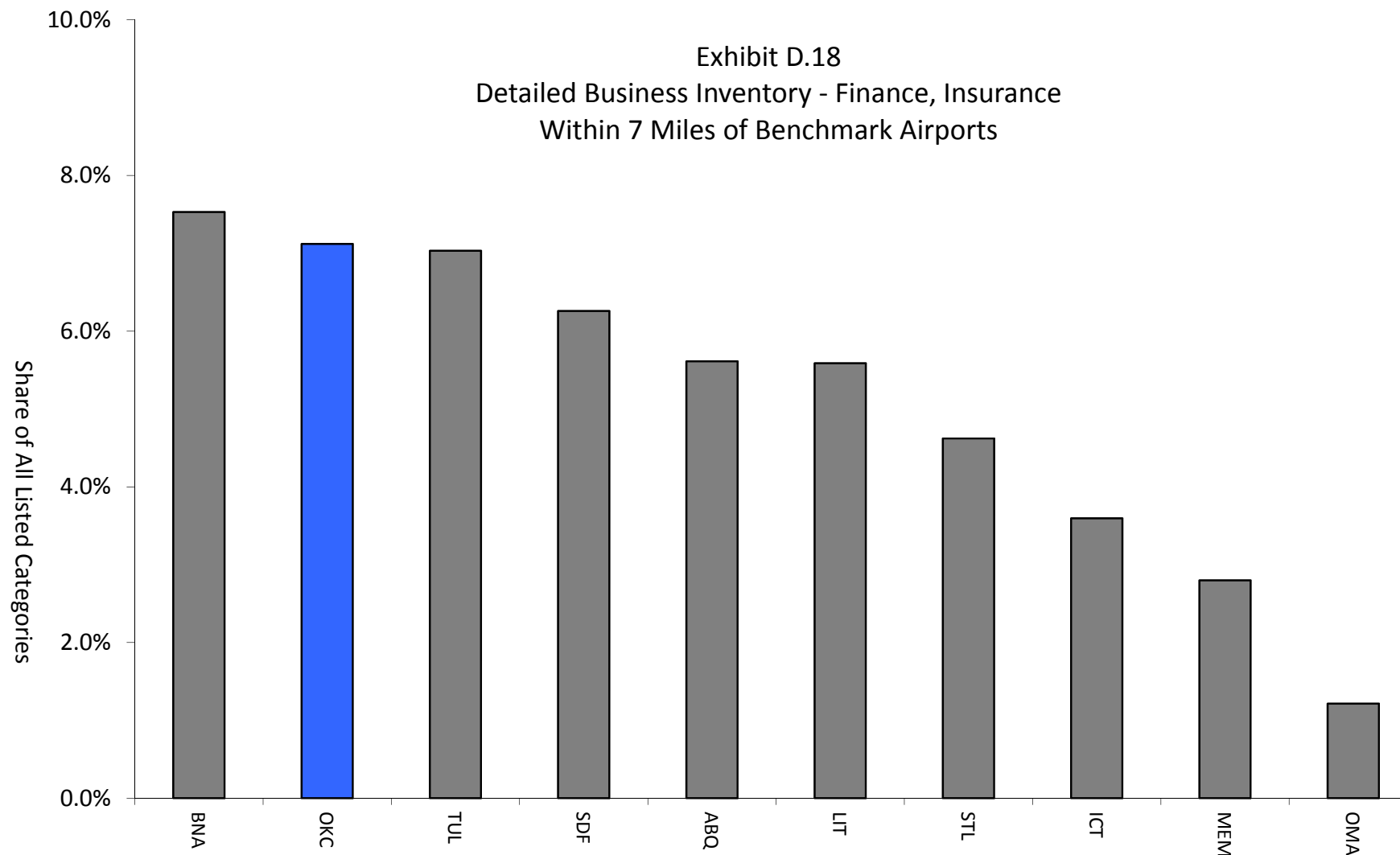
**Leigh|Fisher**  
Management Consultants

Exhibit D.17  
Detailed Business Inventory - Transportation of Goods  
Within 7 Miles of Benchmark Airports



Source: Synergos Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.

Exhibit D.18  
Detailed Business Inventory - Finance, Insurance  
Within 7 Miles of Benchmark Airports

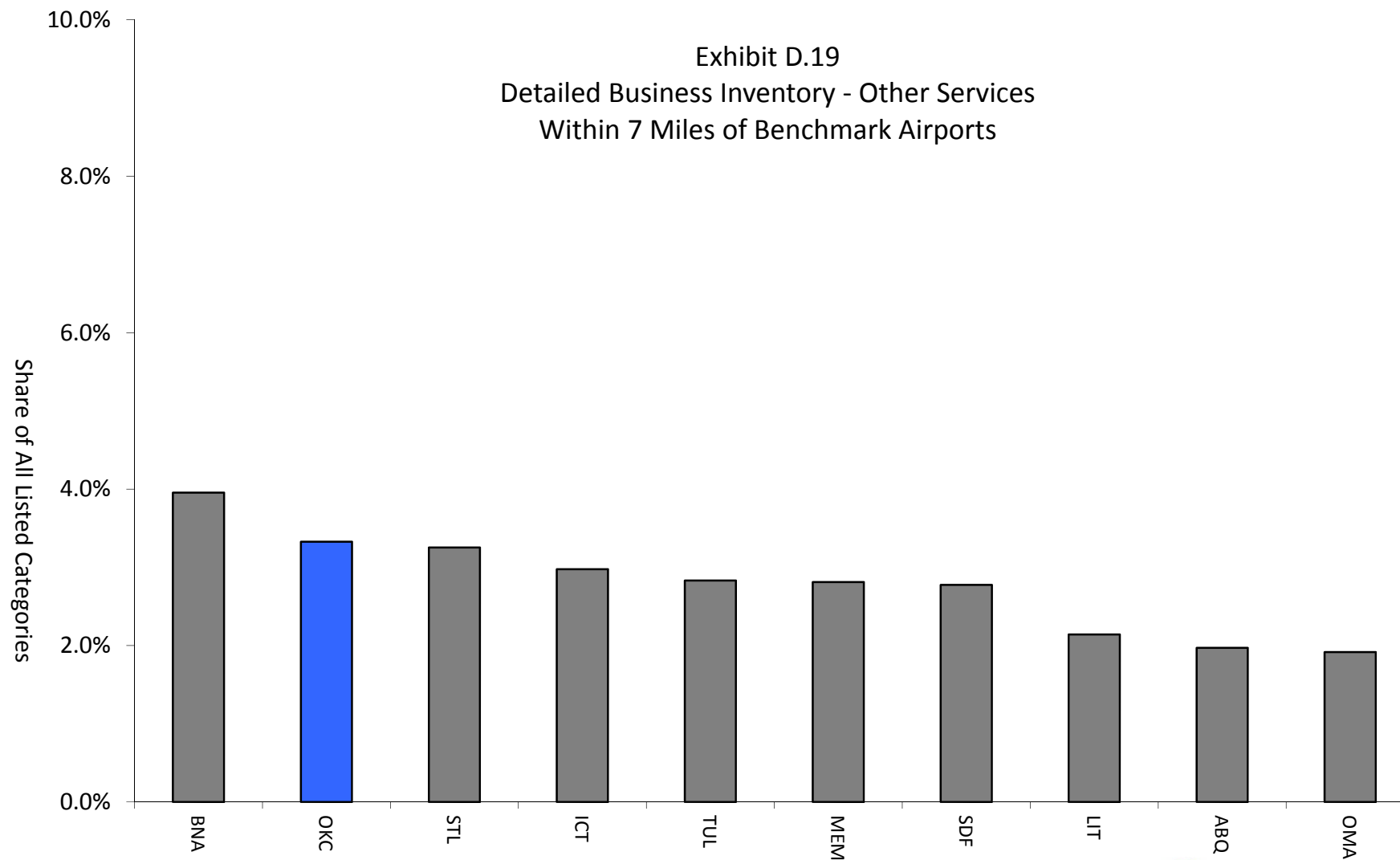


Source: Synergis Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.



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Exhibit D.19  
Detailed Business Inventory - Other Services  
Within 7 Miles of Benchmark Airports



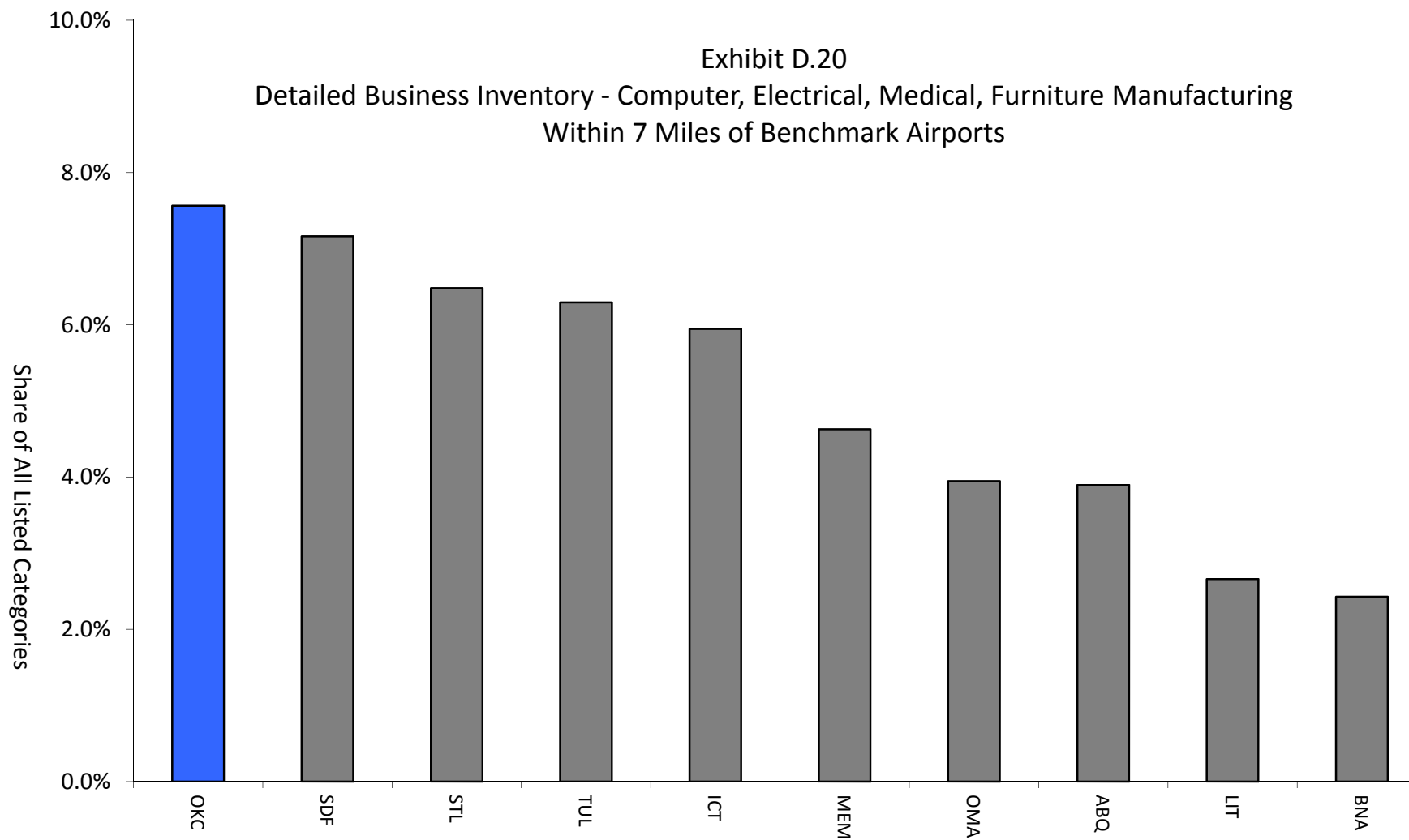
Source: Synergos Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.



**Leigh|Fisher**  
Management Consultants

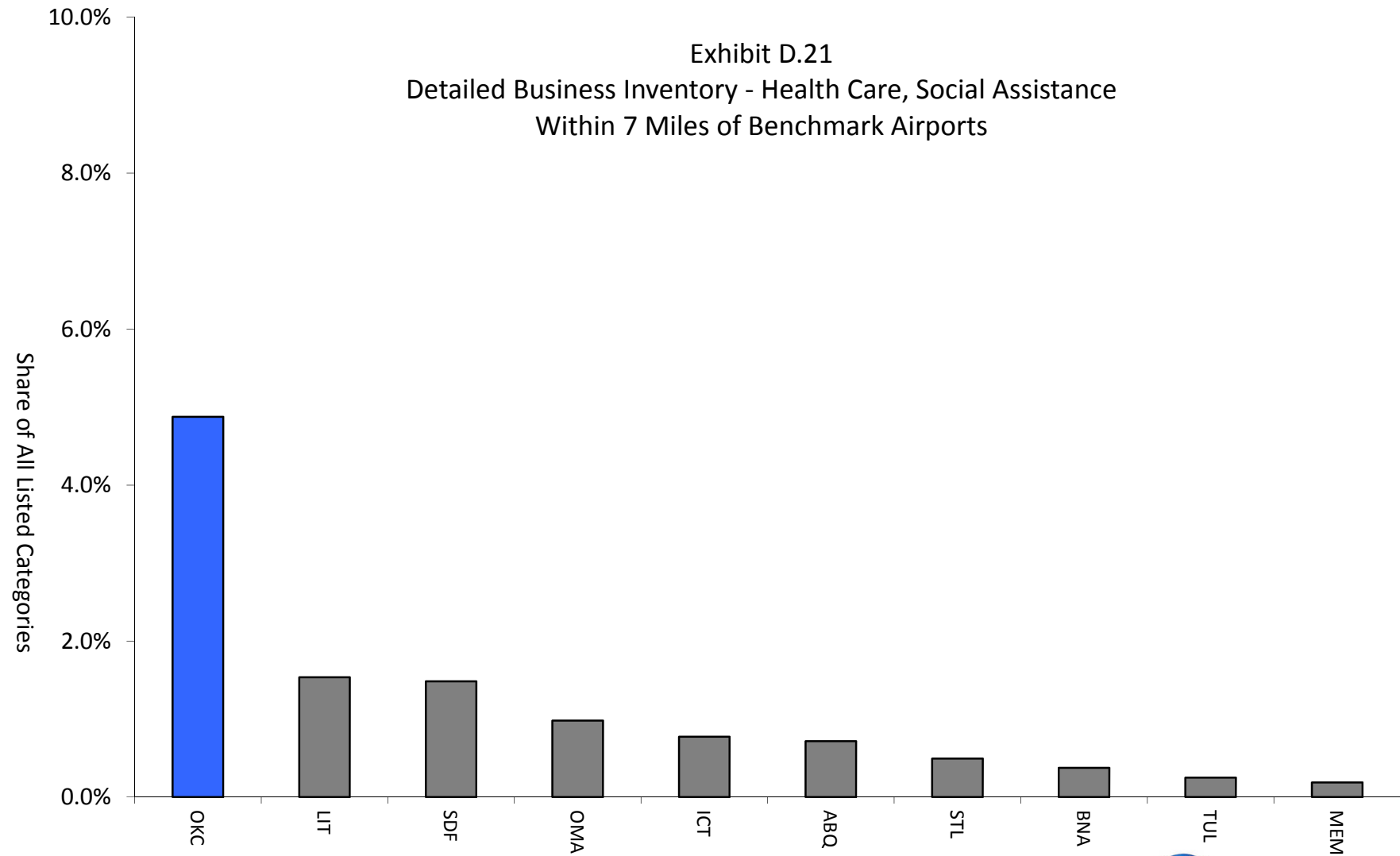


Exhibit D.20  
Detailed Business Inventory - Computer, Electrical, Medical, Furniture Manufacturing  
Within 7 Miles of Benchmark Airports



Source: Synergos Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.

Exhibit D.21  
Detailed Business Inventory - Health Care, Social Assistance  
Within 7 Miles of Benchmark Airports

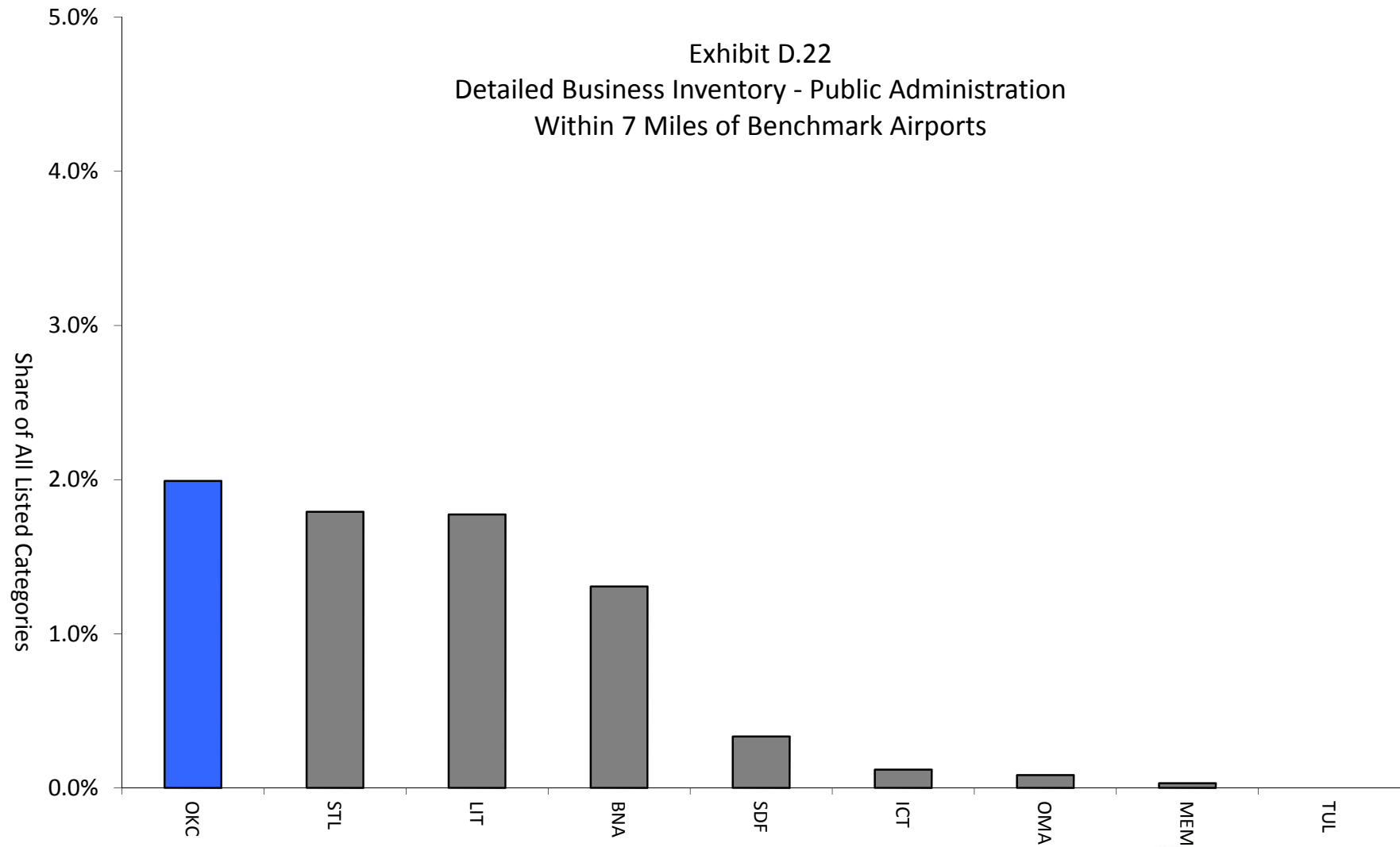


Source: Synergos Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.



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Management Consultants

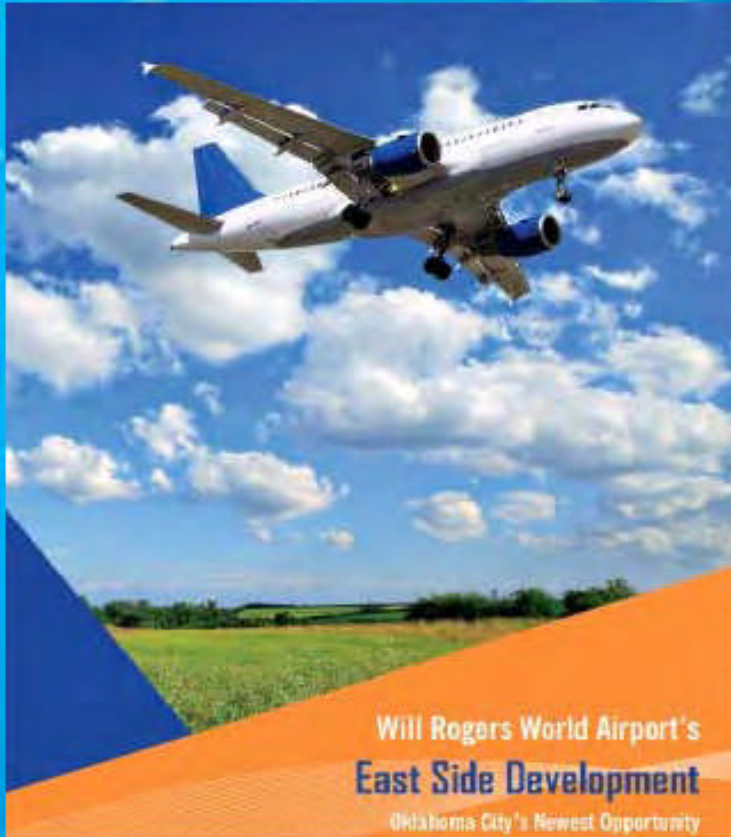
Exhibit D.22  
Detailed Business Inventory - Public Administration  
Within 7 Miles of Benchmark Airports



Source: Synergos Technologies, Inc.; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.  
Includes most establishments with 10+ employees.



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Management Consultants



## Appendix E.

### Benchmark Demographics

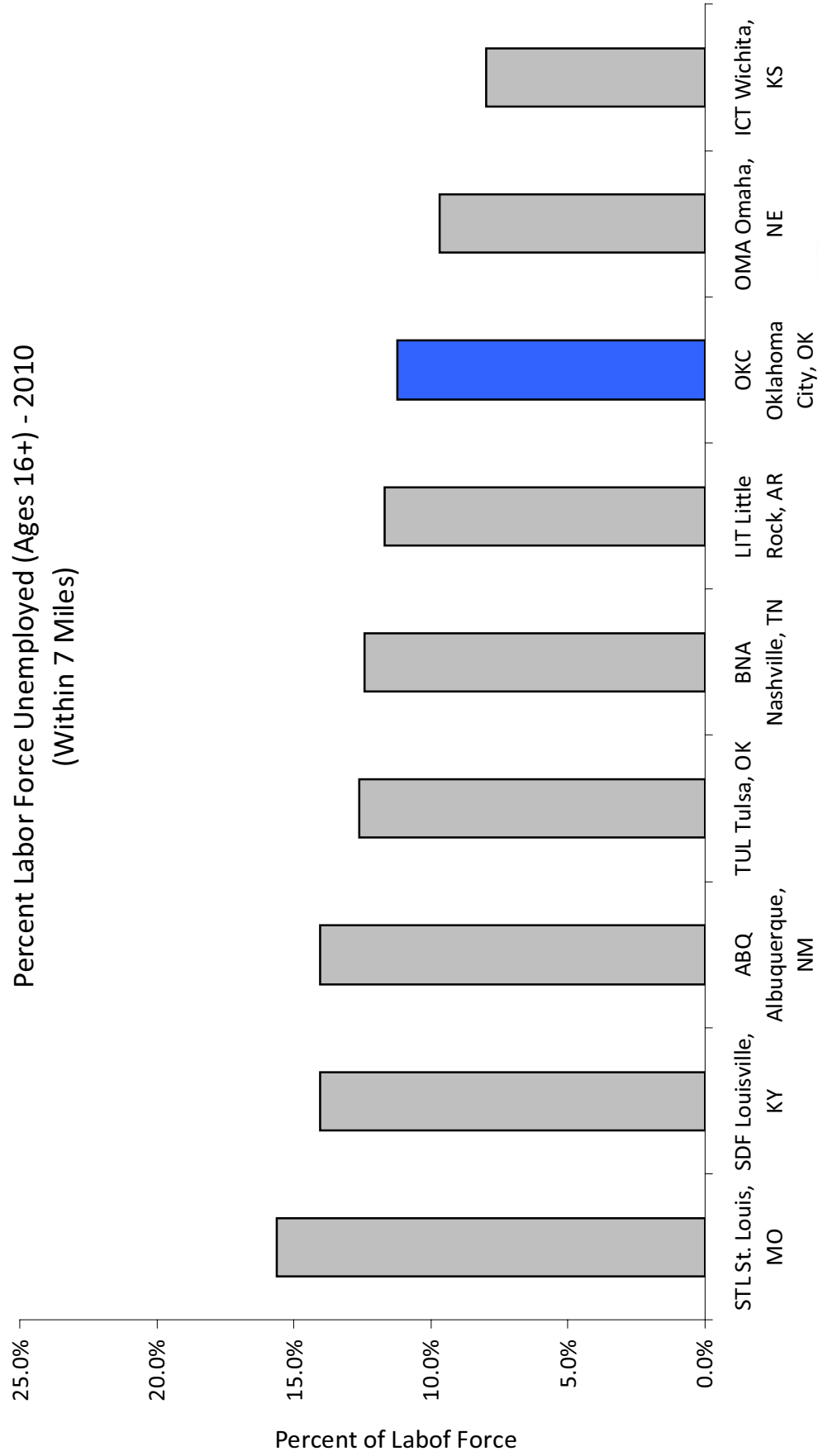
Prepared by:



In collaboration with:

**Leigh|Fisher**  
Management Consultants

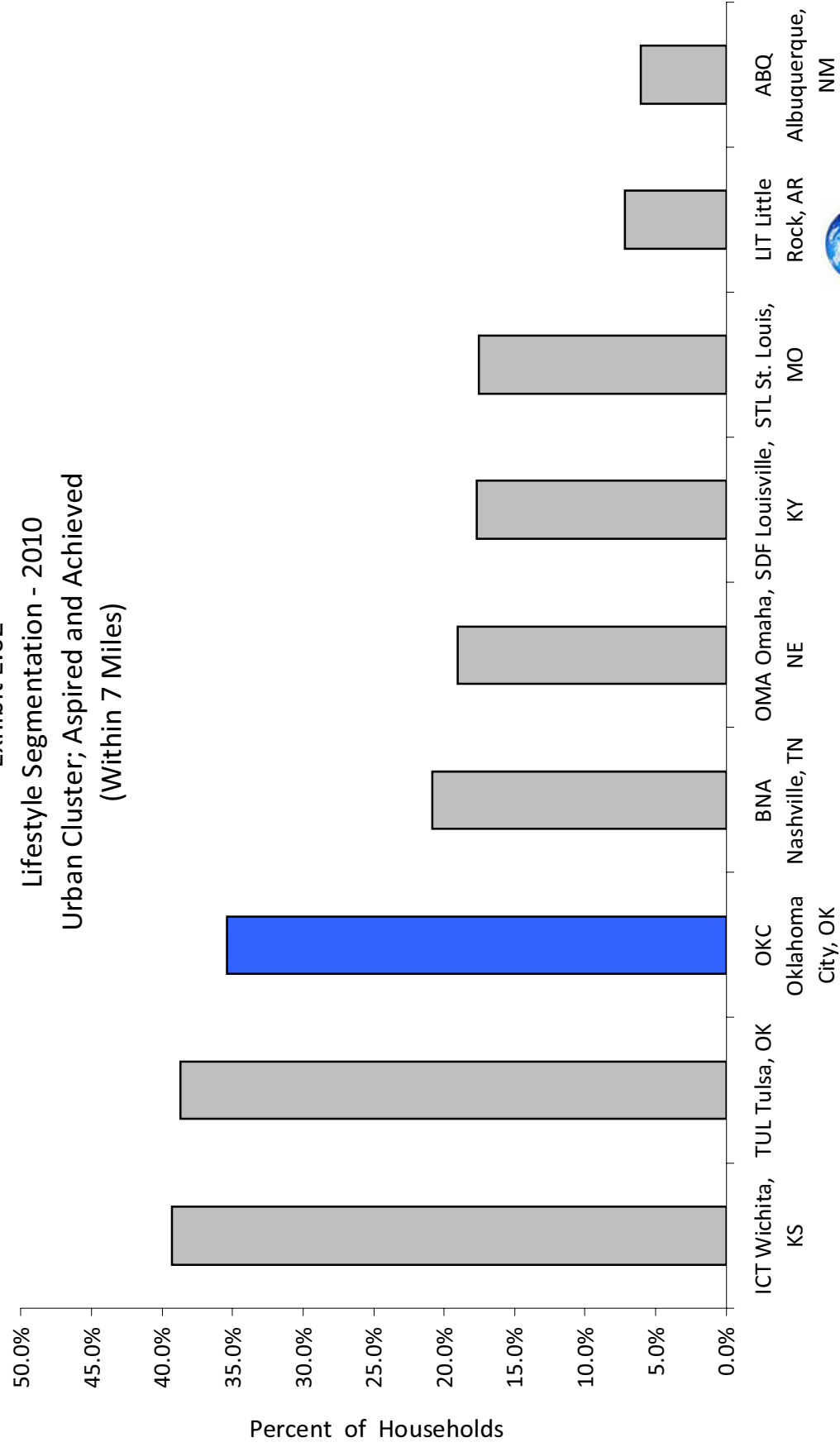
Exhibit E.01  
Percent Labor Force Unemployed (Ages 16+) - 2010  
(Within 7 Miles)



Source: Alteryx, Inc. and PopStats; Analysis by LandUse | USA in collaboration with Leigh | Fisher; August 2010.

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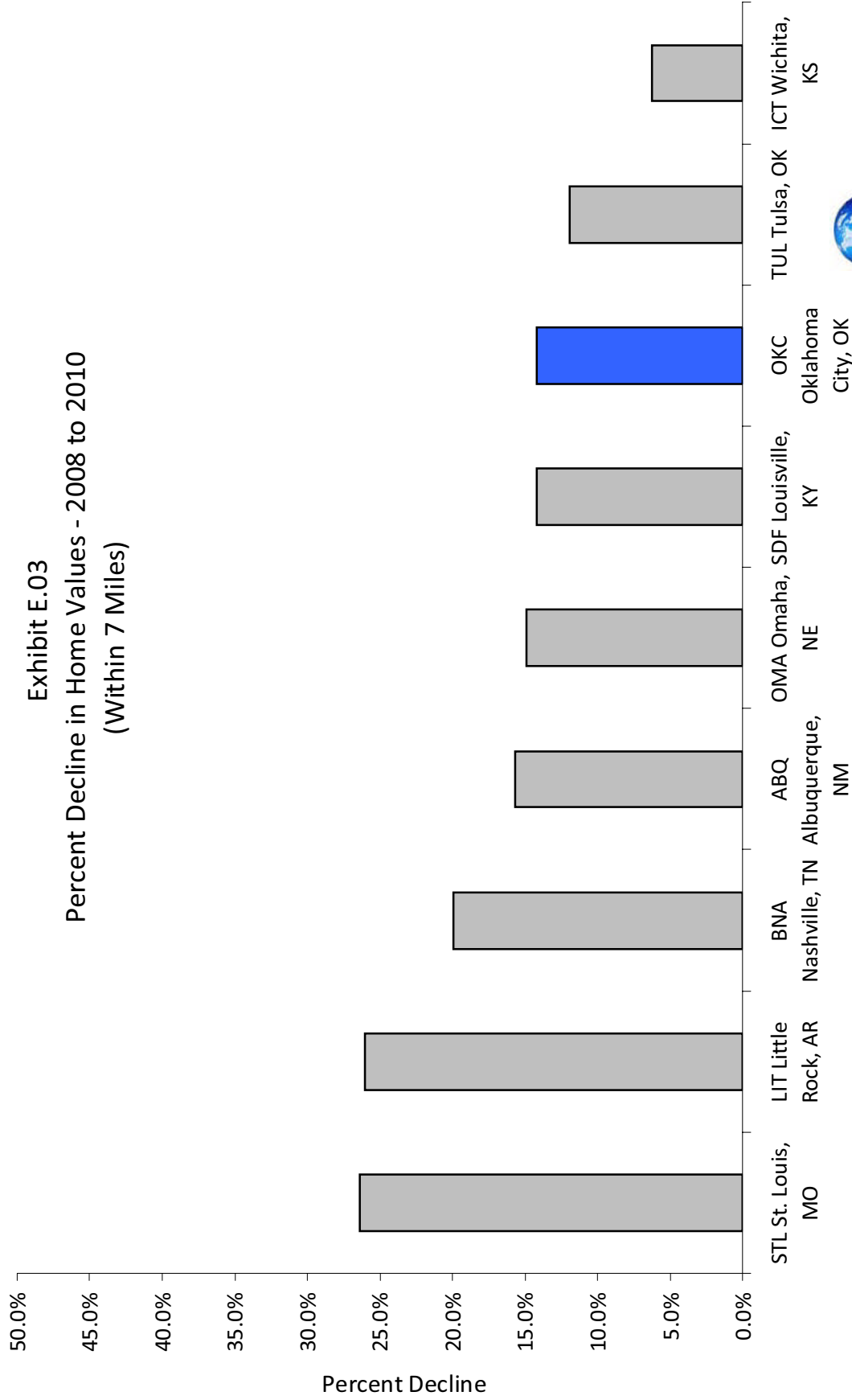
Exhibit E.02  
Lifestyle Segmentation - 2010  
Urban Cluster; Aspired and Achieved  
(Within 7 Miles)



Source: Alteryx, Inc. and PopStats; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.



Exhibit E.03  
Percent Decline in Home Values - 2008 to 2010  
(Within 7 Miles)

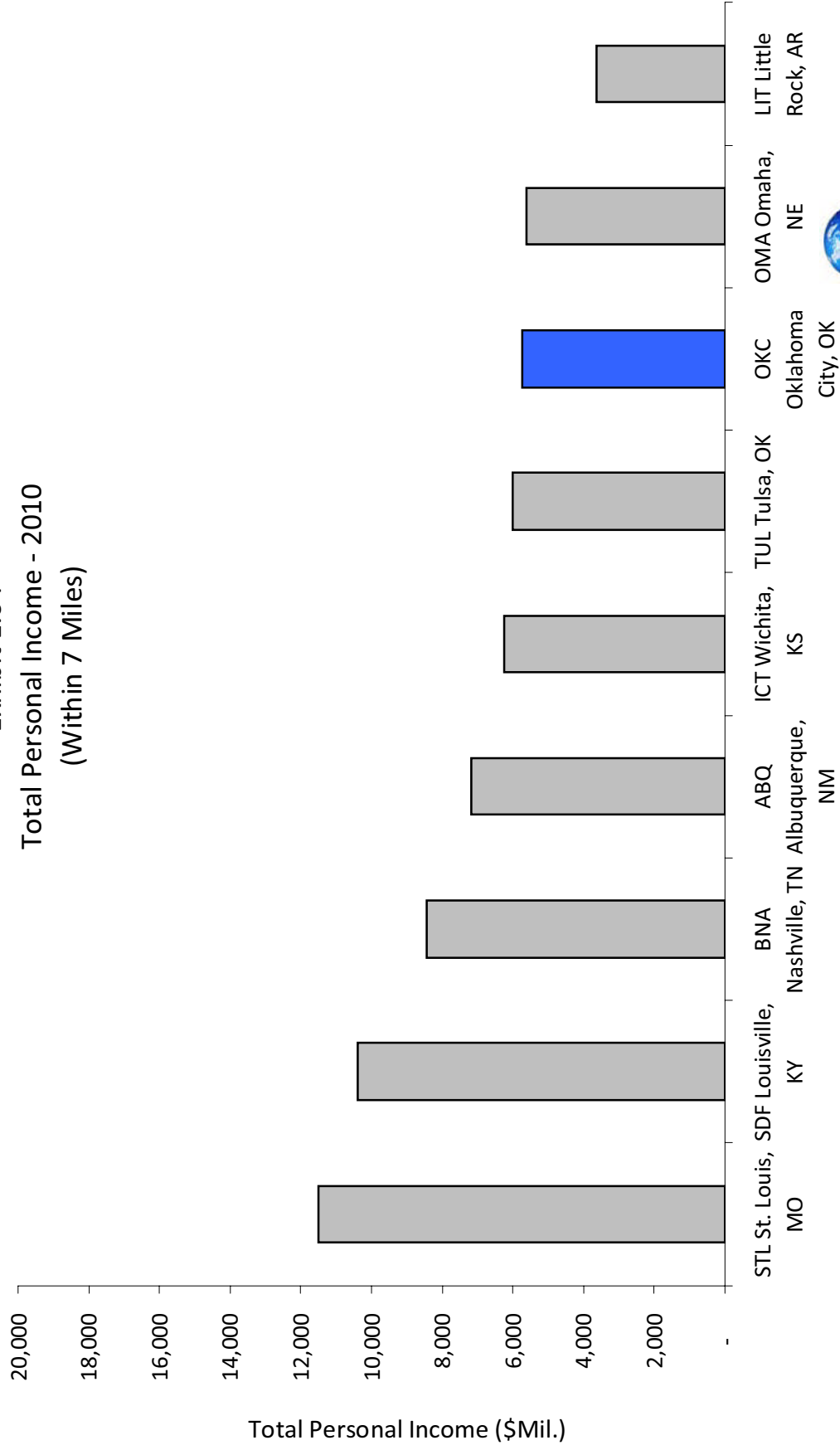


Source: Alteryx, Inc. and PopStats; Analysis by LandUse | USA in collaboration with Leigh | Fisher; August 2010.



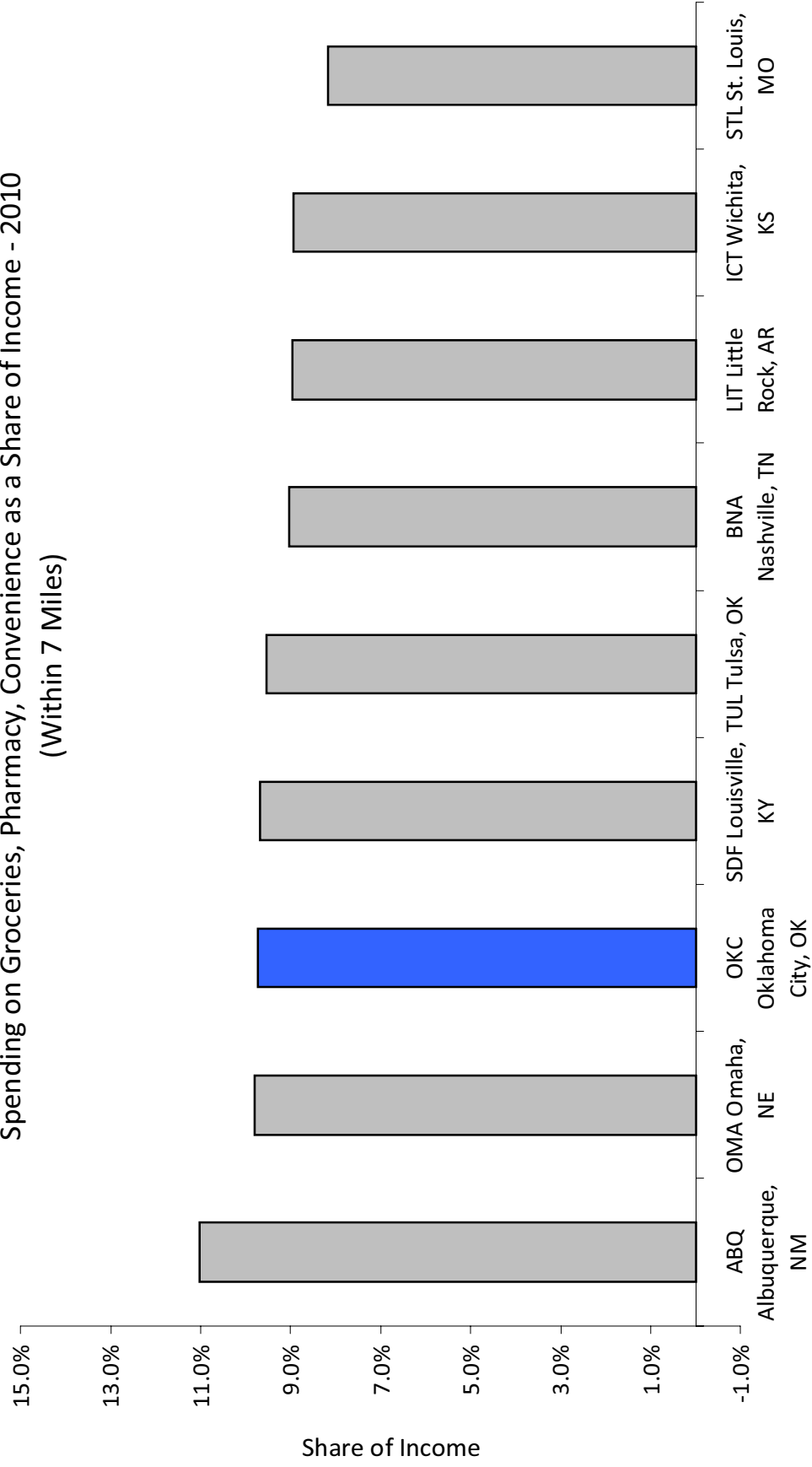
# Exhibit E.04

Total Personal Income - 2010  
(Within 7 Miles)



Source: Alteryx, Inc. and PopStats; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.

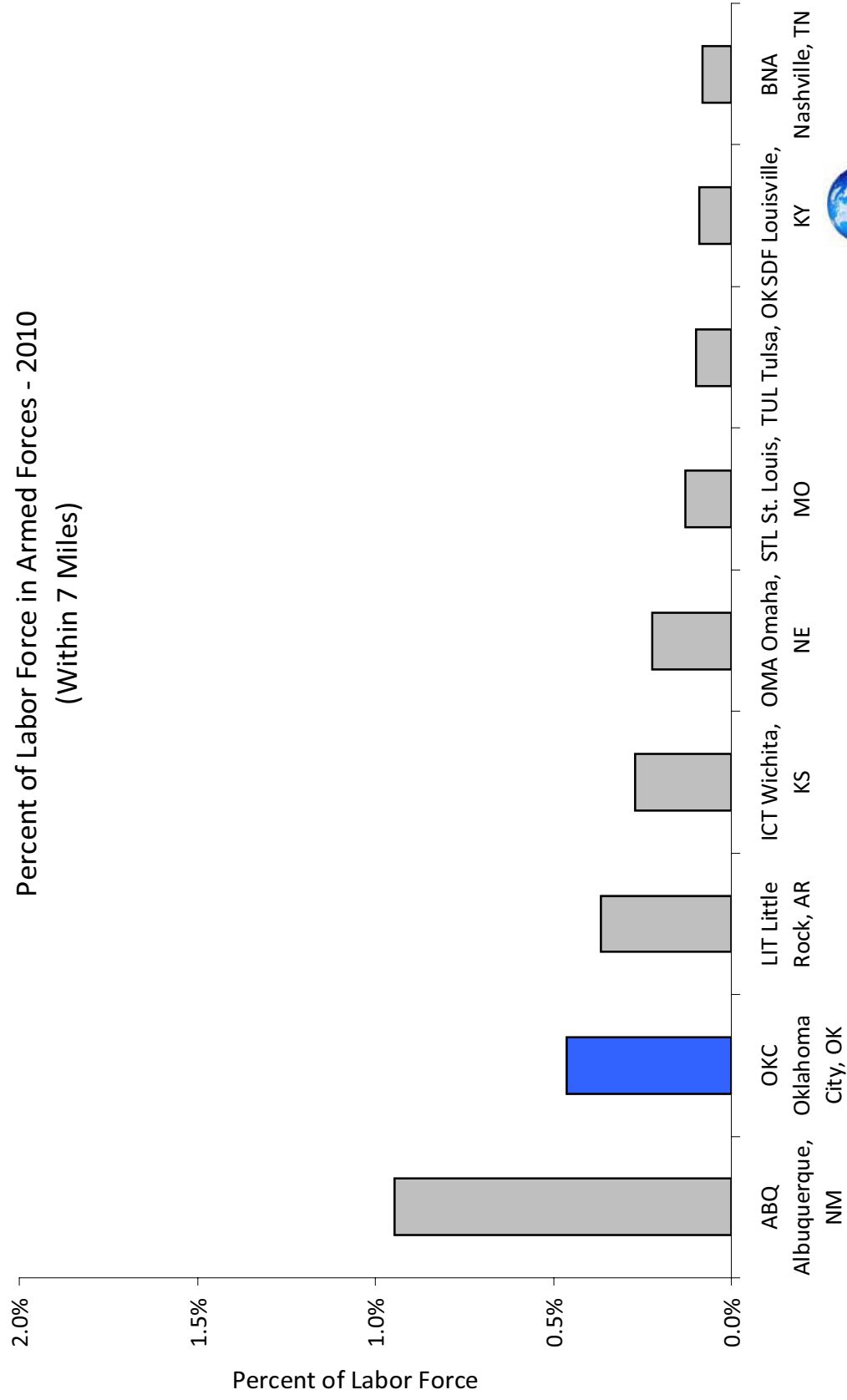
Exhibit E.05  
 Spending on Groceries, Pharmacy, Convenience as a Share of Income - 2010  
 (Within 7 Miles)



Source: Alteryx, Inc. and PopStats; Analysis by LandUse | USA in collaboration with Leigh | Fisher; August 2010.

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Exhibit E.06  
Percent of Labor Force in Armed Forces - 2010  
(Within 7 Miles)



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Source: Alteryx, Inc. and PopStats; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.

Exhibit E.07

Demographic Comparisons in Order of Proximity to OKC - 7 Mile Rings

|                                   | OKC<br>Oklahoma<br>City, OK |           | TUL Tulsa,<br>OK | ICT Wichita,<br>KS | LIT Little<br>Rock, AR | OMA Omaha,<br>NE | MEM<br>Memphis, TN | STL St.<br>Louis, MO | ABQ<br>Albuquerque,<br>NM | BNA<br>Nashville, TN | SDF<br>Louisville, KY |
|-----------------------------------|-----------------------------|-----------|------------------|--------------------|------------------------|------------------|--------------------|----------------------|---------------------------|----------------------|-----------------------|
|                                   | 7 Miles                     | 7 Miles   | 7 Miles          | 7 Miles            | 7 Miles                | 7 Miles          | 7 Miles            | 7 Miles              | 7 Miles                   | 7 Miles              | 7 Miles               |
| Population 1990                   | 188,963                     | 213,816   | 188,301          | 148,415            | 241,291                | 389,845          | 449,061            | 278,187              | 257,509                   | 441,160              |                       |
| Population 2000 (Census)          | 212,503                     | 225,778   | 211,152          | 137,504            | 246,843                | 378,556          | 424,773            | 285,052              | 282,742                   | 429,755              |                       |
| Population 2000 (PopStats)        | 212,503                     | 225,778   | 211,152          | 137,504            | 246,843                | 378,556          | 424,773            | 285,052              | 282,742                   | 429,755              |                       |
| Population 2002 (Interp.)         | 214,088                     | 225,942   | 212,642          | 137,150            | 246,293                | 376,429          | 422,368            | 286,639              | 285,864                   | 429,368              |                       |
| Population Est 09Q4               | 227,906                     | 226,799   | 226,665          | 133,928            | 241,325                | 358,609          | 401,846            | 300,482              | 313,198                   | 425,382              |                       |
| Population Est Current Qtrr 2010  | 228,648                     | 227,422   | 226,314          | 133,989            | 241,370                | 357,584          | 401,065            | 301,140              | 314,831                   | 425,894              |                       |
| Population Fcst 2015              | 232,764                     | 224,489   | 232,633          | 129,594            | 237,601                | 349,623          | 392,422            | 302,159              | 324,352                   | 420,265              |                       |
| Population Fcst 10YrF 2020        | 238,700                     | 226,251   | 241,154          | 128,264            | 241,110                | 352,123          | 386,275            | 311,014              | 333,778                   | 421,858              |                       |
| c.a.g.r. 1990 - 2000              | 1.2%                        | 0.5%      | 1.2%             | -0.8%              | 0.2%                   | -0.3%            | -0.6%              | 0.2%                 | 0.9%                      | -0.3%                |                       |
| c.a.g.r. 2000 - 2010              | 0.7%                        | 0.1%      | 0.7%             | -0.3%              | -0.2%                  | -0.6%            | -0.6%              | 0.6%                 | 1.1%                      | -0.1%                |                       |
| c.a.g.r. 2010 - 2015              | 0.4%                        | -0.3%     | 0.6%             | -0.7%              | -0.3%                  | -0.4%            | -0.4%              | 0.1%                 | 0.6%                      | -0.3%                |                       |
| c.a.g.r. 2015 - 2020              | 0.5%                        | 0.2%      | 0.7%             | -0.2%              | 0.3%                   | 0.1%             | -0.3%              | 0.6%                 | 0.6%                      | 0.1%                 |                       |
| Per Capita Income 1989 (Census)   | \$11,205                    | \$11,856  | \$14,036         | \$12,549           | \$11,004               | \$12,117         | \$15,003           | \$10,839             | \$13,756                  | \$11,529             |                       |
| Per Capita Income 1990 (PopStats) | \$11,520                    | \$12,265  | \$14,445         | \$12,549           | \$11,425               | \$12,478         | \$15,470           | \$10,839             | \$14,199                  | \$12,036             |                       |
| Per Capita Income 1999 (Census)   | \$14,788                    | \$16,639  | \$18,712         | \$18,831           | \$16,017               | \$16,254         | \$20,384           | \$16,688             | \$18,881                  | \$17,734             |                       |
| Per Capita Income 2000 (PopStats) | \$15,204                    | \$17,212  | \$19,258         | \$18,563           | \$16,630               | \$16,739         | \$21,019           | \$16,419             | \$19,489                  | \$18,514             |                       |
| Per Capita Income 2010            | \$20,889                    | \$22,605  | \$24,076         | \$23,516           | \$20,705               | \$19,820         | \$25,940           | \$20,988             | \$24,027                  | \$22,050             |                       |
| Per Capita Income 2015            | \$25,059                    | \$26,370  | \$27,618         | \$27,089           | \$23,278               | \$22,204         | \$28,688           | \$23,802             | \$26,763                  | \$24,412             |                       |
| Per Capita Income 2020            | \$29,002                    | \$29,840  | \$30,832         | \$30,344           | \$25,570               | \$24,321         | \$31,100           | \$26,329             | \$29,180                  | \$26,487             |                       |
| c.a.g.r. 1990 - 2000              | 2.8%                        | 3.4%      | 2.9%             | 4.0%               | 3.8%                   | 3.0%             | 3.1%               | 4.2%                 | 3.2%                      | 4.4%                 |                       |
| c.a.g.r. 2000 - 2010              | 3.2%                        | 2.8%      | 2.3%             | 2.4%               | 2.2%                   | 1.7%             | 2.1%               | 2.5%                 | 2.1%                      | 1.8%                 |                       |
| c.a.g.r. 2010 - 2015              | 3.7%                        | 3.1%      | 2.8%             | 2.9%               | 2.4%                   | 2.3%             | 2.0%               | 2.5%                 | 2.2%                      | 2.1%                 |                       |
| c.a.g.r. 2015 - 2020              | 3.0%                        | 2.5%      | 2.2%             | 2.3%               | 1.9%                   | 1.8%             | 1.6%               | 2.0%                 | 1.7%                      | 1.6%                 |                       |
| Total Personal Income (\$Mil.)    | \$2,176.9                   | \$2,622.5 | \$2,720.0        | \$1,862.5          | \$2,756.7              | \$4,864.5        | \$6,947.0          | \$3,015.3            | \$3,656.4                 | \$5,309.8            |                       |
| Total Personal Income (\$Mil.)    | \$3,230.9                   | \$3,886.1 | \$4,066.4        | \$2,552.5          | \$4,105.0              | \$6,336.6        | \$8,928.3          | \$4,680.3            | \$5,510.4                 | \$7,956.5            |                       |
| Total Personal Income (\$Mil.)    | \$3,623.1                   | \$4,238.4 | \$4,431.4        | \$2,738.7          | \$4,371.0              | \$6,629.0        | \$9,392.9          | \$5,096.7            | \$5,998.8                 | \$8,393.8            |                       |
| Total Personal Income (\$Mil.)    | \$4,824.9                   | \$5,265.2 | \$5,494.1        | \$3,265.8          | \$5,113.7              | \$7,420.4        | \$10,662.8         | \$6,307.4            | \$7,417.9                 | \$9,595.1            |                       |
| Total Personal Income (\$Mil.)    | \$5,729.7                   | \$5,997.1 | \$6,250.3        | \$3,629.6          | \$5,618.6              | \$7,939.8        | \$11,505.8         | \$7,167.7            | \$8,425.8                 | \$10,396.9           |                       |
| Total Personal Income (\$Mil.)    | \$5,832.8                   | \$5,919.8 | \$6,424.9        | \$3,510.6          | \$5,530.9              | \$7,763.0        | \$11,257.8         | \$7,192.0            | \$8,680.6                 | \$10,259.5           |                       |
| Total Personal Income (\$Mil.)    | \$6,922.8                   | \$6,751.3 | \$7,435.4        | \$3,892.1          | \$6,165.3              | \$8,564.0        | \$12,013.0         | \$8,188.7            | \$9,739.6                 | \$11,173.7           |                       |
| c.a.g.r. 2000 - 2010              | 5.9%                        | 4.4%      | 4.4%             | 3.6%               | 3.2%                   | 2.3%             | 2.6%               | 4.4%                 | 4.3%                      | 2.7%                 |                       |

Source: Alteryx, Inc. and PopStats; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.

Exhibit E.08  
Demographic Comparisons in Order of Proximity to OKC - 7 Mile Rings

|                                     | OKC<br>Oklahoma<br>City, OK | TUL Tulsa,<br>OK | ICT Wichita,<br>KS | LIT Little<br>Rock, AR | OMA Omaha,<br>NE | MEM<br>Memphis, TN | STL St.<br>Louis, MO | ABQ<br>Albuquerque,<br>NM | BNA<br>Nashville, TN | SDF<br>Louisville, KY |
|-------------------------------------|-----------------------------|------------------|--------------------|------------------------|------------------|--------------------|----------------------|---------------------------|----------------------|-----------------------|
|                                     | 7 Miles                     | 7 Miles          | 7 Miles            | 7 Miles                | 7 Miles          | 7 Miles            | 7 Miles              | 7 Miles                   | 7 Miles              | 7 Miles               |
| Land Area in square miles           | 146                         | 151              | 163                | 163                    | 160              | 155                | 148                  | 166                       | 142                  | 158                   |
| Population Density                  | 1,485                       | 1,477            | 1,470              | 870                    | 1,568            | 2,323              | 2,605                | 1,956                     | 2,045                | 2,767                 |
| Average Age                         | 36.5                        | 36.9             | 36.8               | 37.9                   | 36.9             | 36.2               | 38.5                 | 36.9                      | 36.2                 | 38.5                  |
| % College - Associate               | 5.1%                        | 6.6%             | 5.1%               | 4.2%                   | 5.3%             | 4.8%               | 6.0%                 | 4.9%                      | 5.3%                 | 5.3%                  |
| % College - Bachelors               | 9.9%                        | 12.7%            | 16.0%              | 14.8%                  | 12.5%            | 11.5%              | 15.2%                | 12.9%                     | 19.0%                | 11.2%                 |
| % College - Doctorate               | 0.3%                        | 0.5%             | 0.5%               | 0.7%                   | 0.6%             | 0.7%               | 0.9%                 | 1.4%                      | 0.9%                 | 0.6%                  |
| % College - Masters                 | 2.9%                        | 3.7%             | 4.6%               | 5.5%                   | 3.9%             | 4.6%               | 6.3%                 | 6.5%                      | 5.4%                 | 5.0%                  |
| % College - Professional            | 1.0%                        | 1.5%             | 1.1%               | 2.5%                   | 1.7%             | 1.5%               | 1.6%                 | 1.8%                      | 1.3%                 | 1.7%                  |
| % Grade Less than 9                 | 9.1%                        | 6.4%             | 5.2%               | 6.1%                   | 6.9%             | 7.6%               | 5.1%                 | 9.4%                      | 6.1%                 | 6.6%                  |
| % Grade 9 to 12                     | 16.4%                       | 13.8%            | 11.0%              | 15.0%                  | 13.3%            | 16.5%              | 11.4%                | 13.4%                     | 13.0%                | 15.6%                 |
| % High school                       | 30.8%                       | 30.2%            | 31.6%              | 27.8%                  | 32.8%            | 29.2%              | 29.0%                | 27.5%                     | 26.4%                | 31.9%                 |
| % Some college                      | 24.6%                       | 24.6%            | 24.9%              | 23.5%                  | 23.0%            | 23.8%              | 24.6%                | 22.2%                     | 22.7%                | 22.1%                 |
| College Estimate                    | 398                         | 1,460            | 244                | 640                    | 2,721            | 2,394              | 154                  | 1,939                     | 3,354                | 2,561                 |
| Institutionalized Estimate          | 4,936                       | 2,752            | 2,631              | 2,407                  | 5,030            | 2,352              | 3,174                | 2,872                     | 4,438                | 5,500                 |
| Military Estimate                   | -                           | -                | -                  | -                      | -                | -                  | -                    | 360                       | -                    | -                     |
| % Military Population               | 0.0%                        | 0.0%             | 0.0%               | 0.0%                   | 0.0%             | 0.0%               | 0.0%                 | 0.0%                      | 0.0%                 | 0.0%                  |
| Non-Institutionalized Estimate      | 1,134                       | 3,013            | 832                | 1,889                  | 4,476            | 3,421              | 1,661                | 4,479                     | 4,722                | 4,950                 |
| Other Estimate                      | 736                         | 1,553            | 588                | 1,249                  | 1,755            | 1,027              | 1,507                | 2,180                     | 1,368                | 2,389                 |
| Owner Occupied Housing              | 53,056                      | 55,122           | 58,554             | 31,593                 | 56,052           | 80,043             | 111,524              | 67,485                    | 67,457               | 106,339               |
| Renter Occupied Housing             | 33,812                      | 36,579           | 30,007             | 24,454                 | 38,362           | 56,651             | 49,945               | 51,767                    | 65,862               | 74,381                |
| Vacant Housing                      | 9,101                       | 7,011            | 6,727              | 5,763                  | 6,822            | 11,034             | 10,193               | 10,680                    | 8,330                | 11,951                |
| Total Units                         | 95,969                      | 98,712           | 95,288             | 61,810                 | 101,236          | 147,728            | 171,662              | 129,932                   | 141,649              | 192,671               |
| % Housing Vacancy Rate              | 9.5%                        | 7.1%             | 7.1%               | 9.3%                   | 6.7%             | 7.5%               | 5.9%                 | 8.2%                      | 5.9%                 | 6.2%                  |
| Average Housing Value               | \$100,839                   | \$102,980        | \$107,005          | \$111,054              | \$97,116         | \$97,073           | \$131,508            | \$163,349                 | \$159,622            | \$123,506             |
| Median Housing Value                | \$88,634                    | \$93,895         | \$96,718           | \$95,148               | \$88,248         | \$82,854           | \$108,348            | \$156,203                 | \$148,671            | \$111,987             |
| Housing Value : Household Income    | 2.07                        | 2.20             | 1.89               | 2.34                   | 2.13             | 2.17               | 2.14                 | 3.88                      | 3.22                 | 2.83                  |
| Average Home Value 08Q4             | \$103,311                   | \$106,653        | \$103,199          | \$128,626              | \$103,694        | \$104,887          | \$147,222            | \$185,257                 | \$185,695            | \$130,536             |
| Average Home Value 09Q4             | \$101,261                   | \$106,055        | \$106,385          | \$125,415              | \$110,352        | \$100,128          | \$141,193            | \$171,350                 | \$180,081            | \$128,238             |
| Average Home Value Est Current Qtrr | \$101,094                   | \$106,288        | \$104,616          | \$125,344              | \$109,569        | \$98,651           | \$140,114            | \$171,009                 | \$178,541            | \$127,787             |
| Median Housing Value                | \$88,634                    | \$93,895         | \$96,718           | \$95,148               | \$88,248         | \$82,854           | \$108,348            | \$156,203                 | \$148,671            | \$111,987             |
| 2008 - 2010 Home Value Decline      | 14.2%                       | 12.0%            | 6.3%               | 26.0%                  | 14.9%            | 21.0%              | 26.4%                | 15.7%                     | 19.9%                | 14.2%                 |

Source: Alteryx, Inc. and PopStats; Analysis by LandUseUSA in collaboration with LeighFisher; August 2010.



Exhibit E.09

Demographic Comparisons in Order of Proximity to OKC - 7 Mile Rings

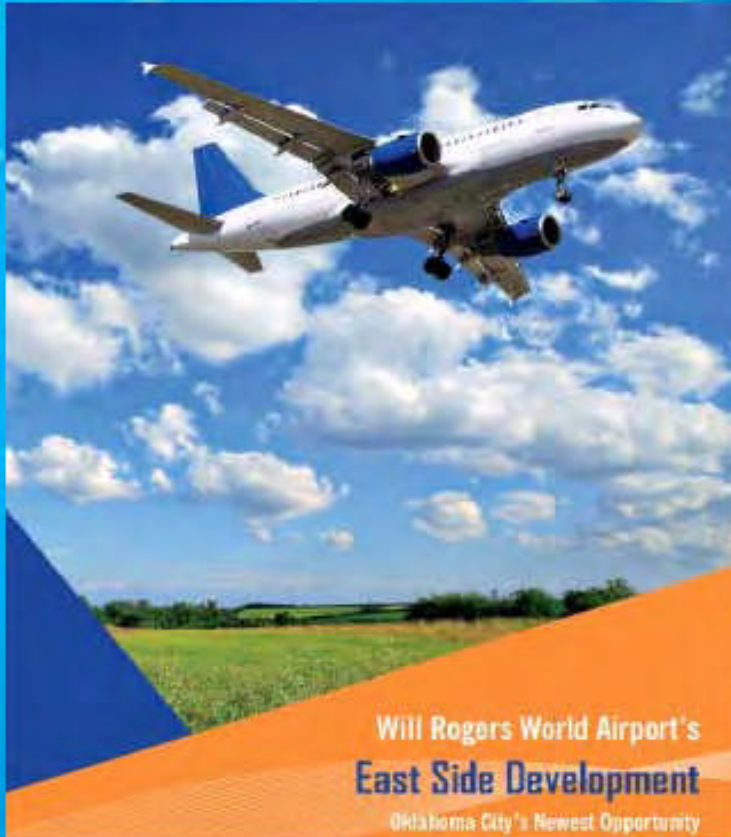
|  | OKC<br>Oklahoma<br>City, OK |         | TUL<br>Tulsa,<br>OK | ICT<br>Wichita,<br>KS | LIT<br>Little<br>Rock, AR | OMA<br>Omaha,<br>NE | MEM<br>Memphis, TN | STL<br>St.<br>Louis, MO | ABQ<br>Albuquerque,<br>NM | BNA<br>Nashville, TN | SDF<br>Louisville, KY |
|--|-----------------------------|---------|---------------------|-----------------------|---------------------------|---------------------|--------------------|-------------------------|---------------------------|----------------------|-----------------------|
|  | 7 Miles                     | 7 Miles | 7 Miles             | 7 Miles               | 7 Miles                   | 7 Miles             | 7 Miles            | 7 Miles                 | 7 Miles                   | 7 Miles              | 7 Miles               |
| Occupation and Employment: Labor Force (Age 16+) |                             |         |                     |                       |                           |                     |                    |                         |                           |                      |                       |
| In Armed Forces                                  | 816                         | 178     | 472                 | 387                   | 418                       | 189                 | 413                | 2,191                   | 201                       | 305                  |                       |
| In Labor Force                                   | 109,124                     | 112,893 | 120,352             | 65,860                | 123,619                   | 177,275             | 211,893            | 144,726                 | 171,284                   | 212,893              |                       |
| Total  | 176,367                     | 175,626 | 174,115             | 105,036               | 187,723                   | 276,463             | 317,332            | 231,654                 | 242,944                   | 336,733              |                       |
| In Armed Forces                                  | 0.5%                        | 0.1%    | 0.3%                | 0.4%                  | 0.2%                      | 0.1%                | 0.1%               | 0.9%                    | 0.1%                      | 0.1%                 | 0.1%                  |
| % Employment (incl. Armed Forces)                | 88.0%                       | 87.2%   | 91.6%               | 87.7%                 | 90.0%                     | 78.6%               | 84.2%              | 84.4%                   | 87.5%                     | 85.8%                |                       |
| % Unemployment (incl. Armed Forces)              | 11.2%                       | 12.6%   | 8.0%                | 11.7%                 | 9.7%                      | 21.3%               | 15.6%              | 14.1%                   | 12.4%                     | 14.1%                |                       |
| Employed   | 96,051                      | 98,484  | 110,264             | 57,779                | 111,254                   | 139,313             | 178,336            | 122,194                 | 149,844                   | 182,666              |                       |
| Not in labor force                               | 67,242                      | 62,733  | 53,763              | 39,176                | 64,104                    | 99,187              | 105,440            | 86,929                  | 71,660                    | 123,846              |                       |
| Unemployed                                       | 12,257                      | 14,231  | 9,616               | 7,694                 | 11,947                    | 37,772              | 33,144             | 20,340                  | 21,239                    | 29,922               |                       |
| Household Lifestyle Segmentation, Clusters       |                             |         |                     |                       |                           |                     |                    |                         |                           |                      |                       |
| Category A - Crème de la Crème                   | 1.6%                        | 7.0%    | 1.3%                | 5.6%                  | 4.2%                      | 5.6%                | 7.7%               | 4.1%                    | 3.2%                      | 4.1%                 | 4.1%                  |
| Category B - Urban Cliff Climbers                | 24.5%                       | 27.7%   | 25.3%               | 1.7%                  | 8.3%                      | 5.0%                | 5.1%               | 2.1%                    | 13.3%                     | 9.8%                 | 9.8%                  |
| Category C - Urban Cliff Dwellers                | 10.8%                       | 11.0%   | 13.9%               | 5.5%                  | 10.7%                     | 3.2%                | 12.4%              | 3.9%                    | 7.6%                      | 7.9%                 | 7.9%                  |
| Category D - Seasoned Urban Dwellers             | 5.0%                        | 5.9%    | 6.3%                | 2.6%                  | 5.8%                      | 1.3%                | 5.4%               | 4.9%                    | 4.3%                      | 12.9%                | 12.9%                 |
| Category E - Thriving Alone                      | 0.0%                        | 1.3%    | 0.0%                | 6.6%                  | 1.0%                      | 2.7%                | 2.3%               | 4.0%                    | 4.4%                      | 4.1%                 | 4.1%                  |
| Category F - Going It Alone                      | 4.2%                        | 8.9%    | 6.4%                | 5.3%                  | 14.0%                     | 3.5%                | 8.3%               | 10.2%                   | 9.2%                      | 15.4%                | 15.4%                 |
| Category G - Struggling Alone                    | 10.8%                       | 8.0%    | 10.6%               | 1.4%                  | 21.2%                     | 2.0%                | 4.4%               | 3.2%                    | 4.3%                      | 14.2%                | 14.2%                 |
| Category H - Single in the Suburbs               | 12.3%                       | 7.1%    | 5.4%                | 3.2%                  | 3.4%                      | 0.8%                | 3.2%               | 7.4%                    | 29.3%                     | 5.8%                 | 5.8%                  |
| Category I - Married in the Suburbs              | 12.4%                       | 0.9%    | 14.2%               | 4.8%                  | 0.3%                      | 1.6%                | 4.7%               | 0.8%                    | 6.8%                      | 1.0%                 | 1.0%                  |
| Category J - Retired in the Suburbs              | 6.3%                        | 2.4%    | 3.4%                | 8.9%                  | 2.7%                      | 1.4%                | 6.7%               | 1.8%                    | 1.9%                      | 4.8%                 | 4.8%                  |
| Category K - Living With Nature                  | 0.2%                        | 0.0%    | 2.2%                | 2.1%                  | 0.0%                      | 0.2%                | 0.0%               | 0.0%                    | 0.2%                      | 0.0%                 | 0.0%                  |
| Category L - Working With Nature                 | 0.8%                        | 0.9%    | 0.0%                | 1.6%                  | 2.5%                      | 0.0%                | 0.5%               | 0.0%                    | 0.0%                      | 0.2%                 | 0.2%                  |
| Category M - Harlem Gateway                      | 0.0%                        | 14.9%   | 0.2%                | 46.2%                 | 16.3%                     | 70.1%               | 37.0%              | 0.0%                    | 11.3%                     | 17.0%                | 17.0%                 |
| Category N - Española                            | 9.4%                        | 2.0%    | 4.8%                | 0.0%                  | 6.2%                      | 0.0%                | 0.0%               | 51.2%                   | 1.3%                      | 0.0%                 | 0.0%                  |
| Category O - Specialties                         | 1.7%                        | 1.9%    | 6.0%                | 4.4%                  | 3.3%                      | 2.6%                | 2.2%               | 6.2%                    | 3.0%                      | 2.7%                 | 2.7%                  |
| Urban Cliff Climbers and Dwellers                | 35.4%                       | 38.7%   | 39.3%               | 7.2%                  | 19.0%                     | 8.2%                | 17.5%              | 6.0%                    | 20.9%                     | 17.7%                | 17.7%                 |

Source: Alteryx, Inc. and PopStats; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.

Exhibit E.10  
Demographic Comparisons in Order of Proximity to OKC - 7 Mile Rings

|   | OKC               |         | TUL Tulsa, OK |         | ICT Wichita, KS |         | LIT Little Rock, AR |         | OMA Omaha, NE |         | MEM Memphis, TN |         | STL St. Louis, MO |         | ABQ Albuquerque, NM |         | BNA Nashville, TN |         | SDF Louisville, KY |  |
|---|-------------------|---------|---------------|---------|-----------------|---------|---------------------|---------|---------------|---------|-----------------|---------|-------------------|---------|---------------------|---------|-------------------|---------|--------------------|--|
|   | Oklahoma City, OK | 7 Miles | 7 Miles       | 7 Miles | 7 Miles         | 7 Miles | 7 Miles             | 7 Miles | 7 Miles       | 7 Miles | 7 Miles         | 7 Miles | 7 Miles           | 7 Miles | 7 Miles             | 7 Miles | 7 Miles           | 7 Miles | 7 Miles            |  |
| Weekly Per Capita Consumer Expenditures |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
| Apparel and Services                    |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
|   |                   | \$13.07 | \$12.53       | \$13.31 | \$12.27         | \$12.40 | \$11.80             | \$13.59 | \$12.37       |         |                 |         |                   |         |                     | \$12.69 |                   |         | \$12.47            |  |
| Entertainment                           |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
|   |                   | \$16.85 | \$16.02       | \$17.29 | \$15.88         | \$16.94 | \$14.41             | \$16.77 | \$15.67       |         |                 |         |                   |         |                     | \$15.73 |                   |         | \$15.95            |  |
| Health Care                             |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
|   |                   | \$20.68 | \$21.98       | \$22.28 | \$20.51         | \$21.51 | \$18.89             | \$23.60 | \$23.26       |         |                 |         |                   |         |                     | \$18.04 |                   |         | \$19.82            |  |
| Market Basket                           |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
|   |                   | \$39.05 | \$41.47       | \$41.43 | \$40.57         | \$39.03 | \$40.16             | \$40.79 | \$44.51       |         |                 |         |                   |         |                     | \$41.75 |                   |         | \$41.05            |  |
| Transportation                          |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
|   |                   | \$60.85 | \$56.32       | \$62.99 | \$57.71         | \$62.85 | \$60.57             | \$70.25 | \$62.91       |         |                 |         |                   |         |                     | \$62.42 |                   |         | \$65.69            |  |
| Annual Per Capita Consumer Expenditures |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
| Apparel and Services                    |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
|   |                   | \$680   | \$652         | \$692   | \$638           | \$645   | \$614               | \$707   | \$643         |         |                 |         |                   |         |                     | \$660   |                   |         | \$648              |  |
| Entertainment                           |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
|   |                   | \$876   | \$833         | \$899   | \$826           | \$881   | \$749               | \$872   | \$815         |         |                 |         |                   |         |                     | \$818   |                   |         | \$829              |  |
| Health Care                             |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
|   |                   | \$1,075 | \$1,143       | \$1,159 | \$1,067         | \$1,119 | \$982               | \$1,227 | \$1,210       |         |                 |         |                   |         |                     | \$938   |                   |         | \$1,031            |  |
| Market Basket                           |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
|   |                   | \$2,031 | \$2,156       | \$2,154 | \$2,110         | \$2,030 | \$2,088             | \$2,121 | \$2,315       |         |                 |         |                   |         |                     | \$2,171 |                   |         | \$2,135            |  |
| Transportation                          |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
|   |                   | \$3,164 | \$2,929       | \$3,275 | \$3,001         | \$3,268 | \$3,150             | \$3,653 | \$3,271       |         |                 |         |                   |         |                     | \$3,246 |                   |         | \$3,416            |  |
| Market Share Capture Rates              |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
| Apparel and Services                    |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
|   |                   | 3.3%    | 2.9%          | 2.9%    | 2.7%            | 3.1%    | 3.1%                | 2.7%    | 3.1%          |         |                 |         |                   |         |                     | 2.7%    |                   |         | 2.9%               |  |
| Entertainment                           |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
|   |                   | 4.2%    | 3.7%          | 3.7%    | 3.5%            | 4.3%    | 3.8%                | 3.4%    | 3.9%          |         |                 |         |                   |         |                     | 3.4%    |                   |         | 3.8%               |  |
| Health Care                             |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
|   |                   | 5.1%    | 5.1%          | 4.8%    | 4.5%            | 5.4%    | 5.0%                | 4.7%    | 5.8%          |         |                 |         |                   |         |                     | 3.9%    |                   |         | 4.7%               |  |
| Grocery, Convenience                    |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
|   |                   | 9.7%    | 9.5%          | 8.9%    | 9.0%            | 9.8%    | 10.5%               | 8.2%    | 11.0%         |         |                 |         |                   |         |                     | 9.0%    |                   |         | 9.7%               |  |
| Transportation                          |                   |         |               |         |                 |         |                     |         |               |         |                 |         |                   |         |                     |         |                   |         |                    |  |
|   |                   | 15.1%   | 13.0%         | 13.6%   | 12.8%           | 15.8%   | 15.9%               | 14.1%   | 15.6%         |         |                 |         |                   |         |                     | 13.5%   |                   |         | 15.5%              |  |

Source: Alteryx, Inc. and PopStats; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.



## Appendix F.

### Economic Analysis

Prepared by:

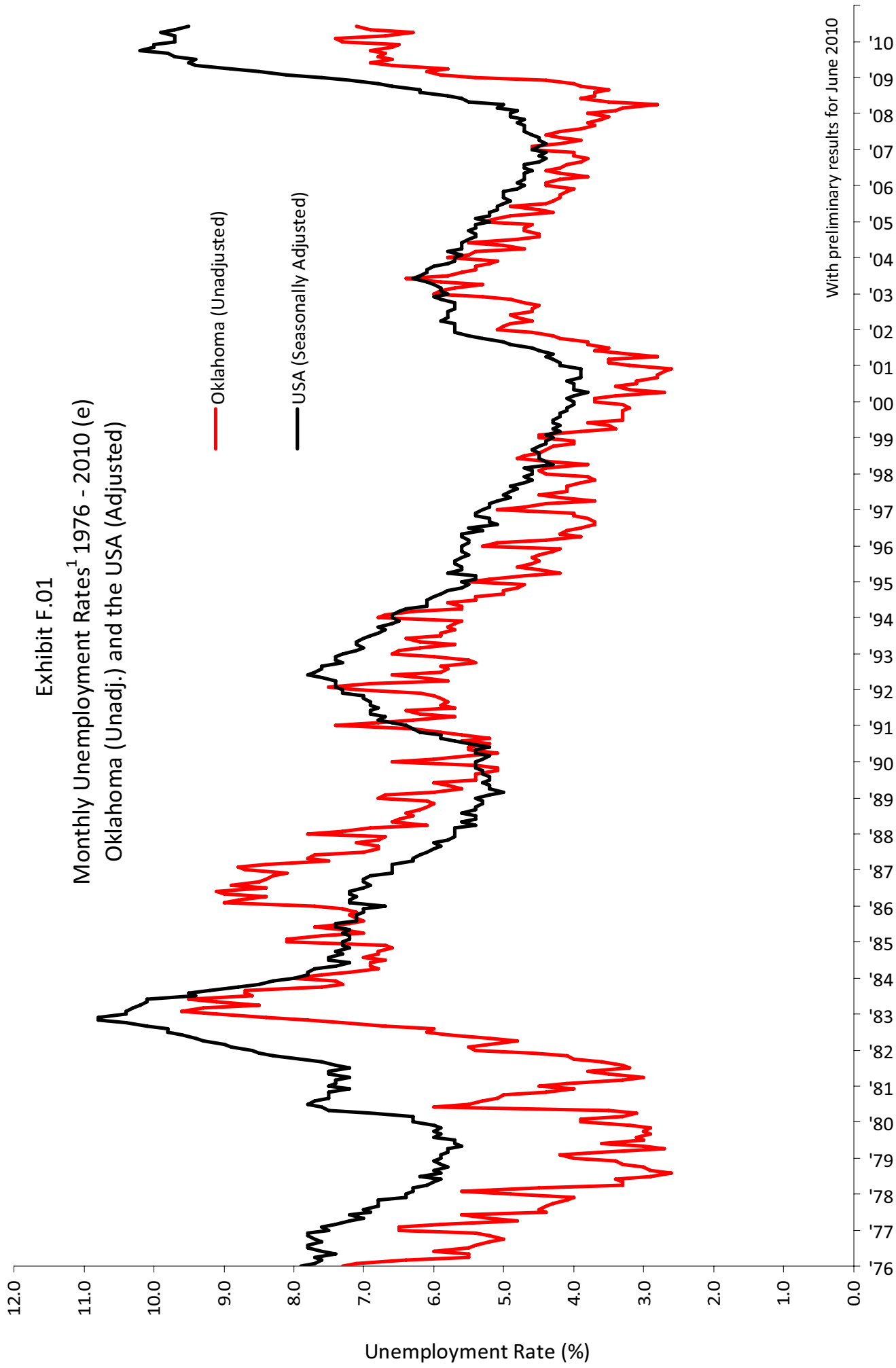


In collaboration with:

**Leigh|Fisher**  
Management Consultants

# Exhibit F.01

## Monthly Unemployment Rates<sup>1</sup> 1976 - 2010 (e) Oklahoma (Unadj.) and the USA (Adjusted)



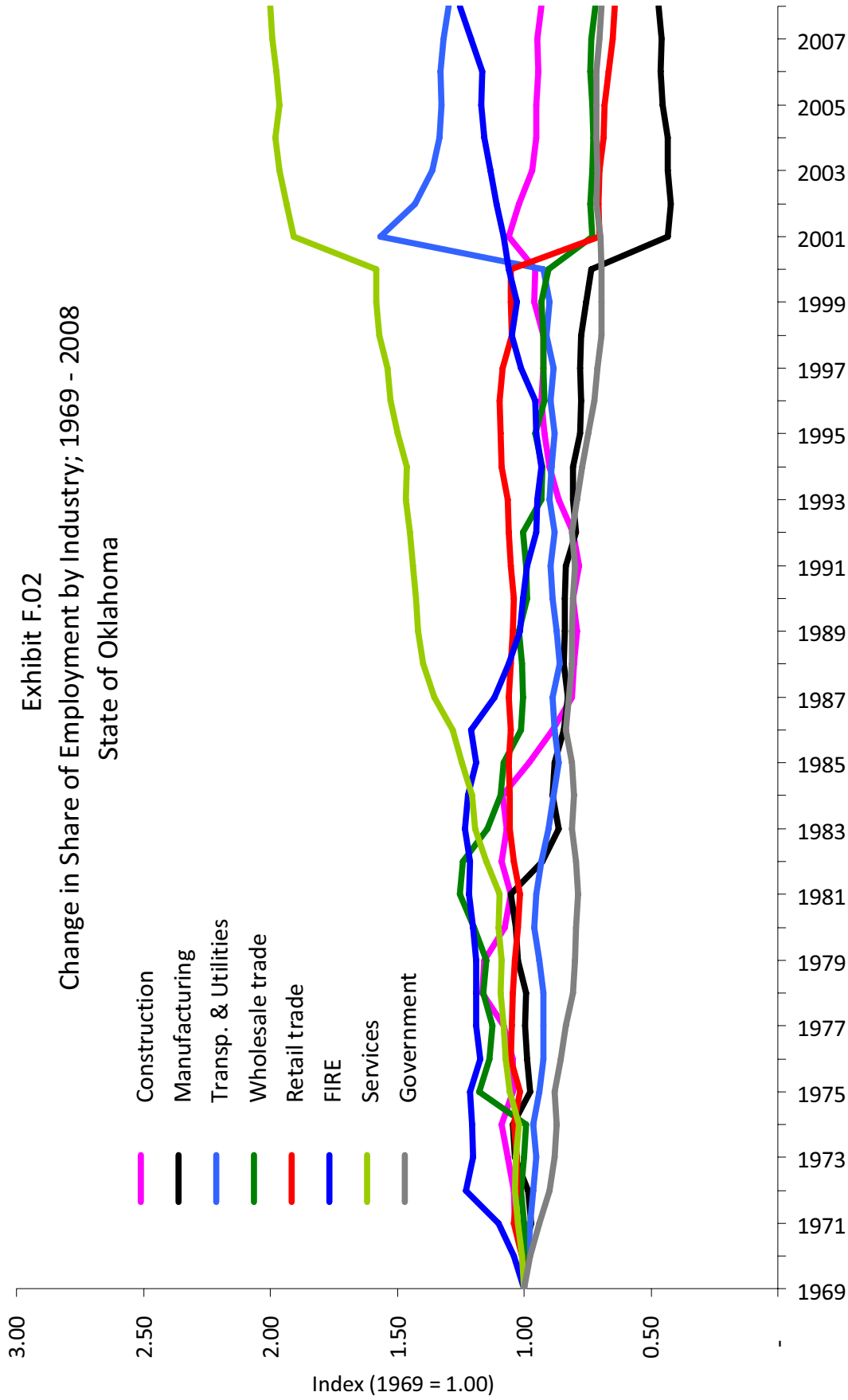
With preliminary results for June 2010



Leigh Fisher  
Management Consultants

(e) All numbers are seasonally adjusted; November figures are preliminary estimates. All figures are percents of the total Labor Force Age 16+.

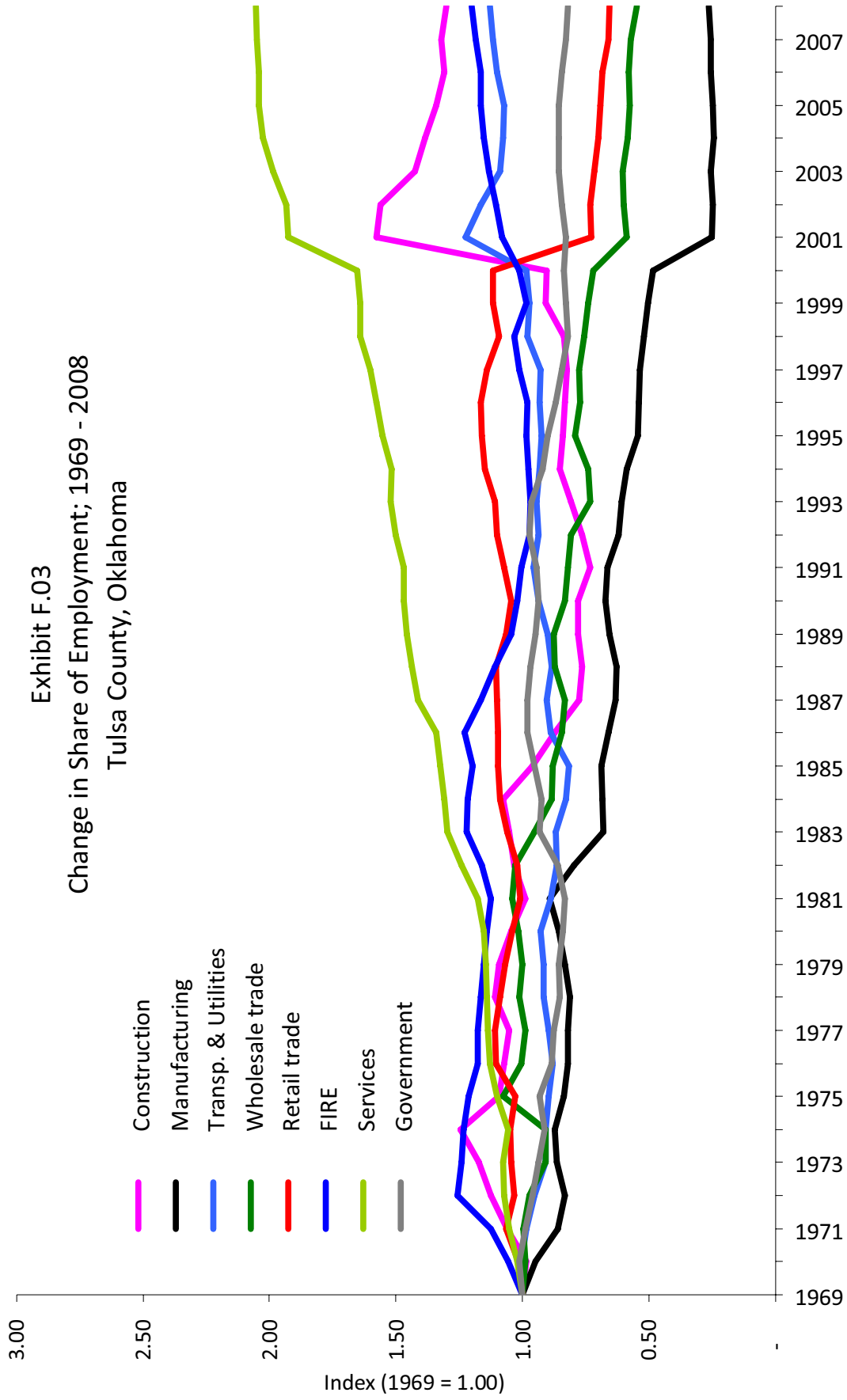
Source: Bureau of Labor Statistics - December 2009; Analysis by LandUse|USA, LLC. 1 Figures for the USA average are seasonally adjusted, but the county data is not.



Source: Underlying data by the Bureau of Economic Analysis; Analysis by LandUse|USA, LLC; June 2010.  
Excludes Farming, Forestry, Fishing, Agricultural Services and Mining.



**Leigh|Fisher**  
Management Consultants

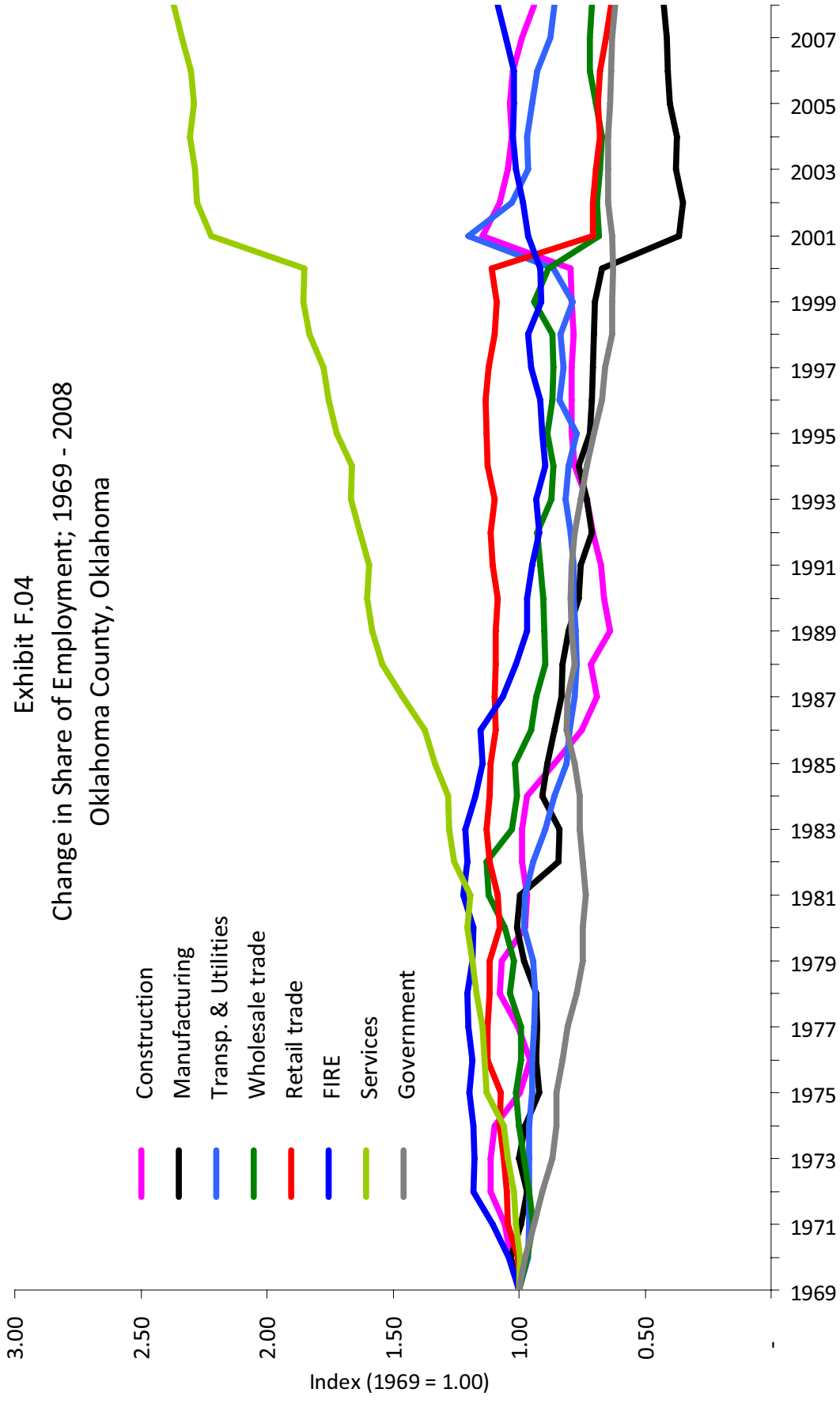


Source: Underlying data by the Bureau of Economic Analysis; Analysis by LandUse |USA, LLC; June 2010.  
Excludes Farming, Forestry, Fishing, Agricultural Services and Mining.



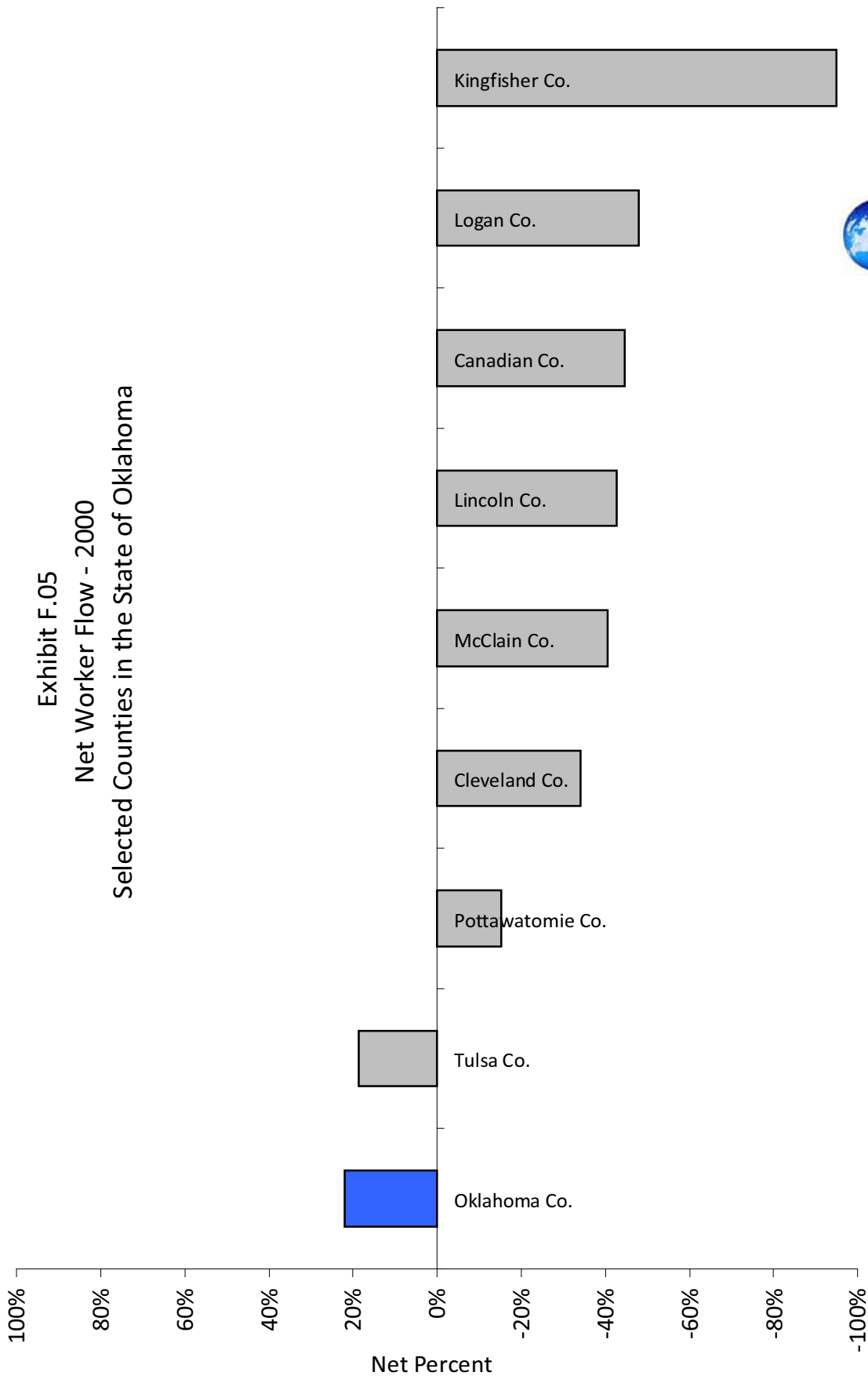
**Leigh | Fisher**  
Management Consultants



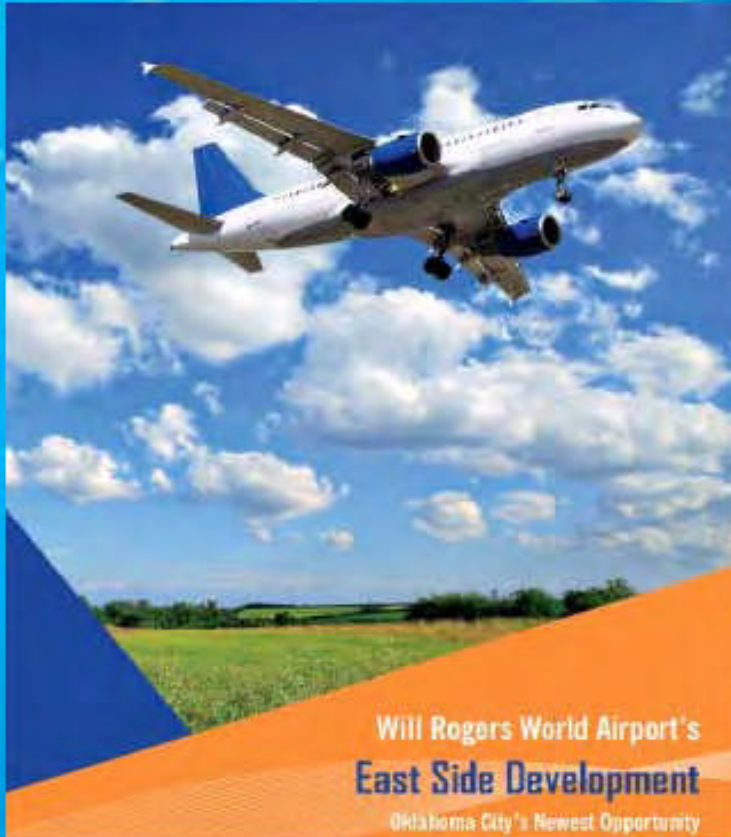


Source: Underlying data by the Bureau of Economic Analysis; Analysis by LandUse|USA, LLC; December 2009.  
 Excludes Farming, Forestry, Fishing, Agricultural Services and Mining.

Exhibit F.05  
 Net Worker Flow - 2000  
 Selected Counties in the State of Oklahoma



Source: 2000 Census; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.



## Appendix G.

### Oklahoma City Demographics

Prepared by:



In collaboration with:

**Leigh|Fisher**  
Management Consultants



# Exhibit G.01 2015 Population Density

## Legend

- 5,001 or more Residents
- 2,500 to 5,000 Residents
- 1,250 to 2,500 Residents
- 10 to 1,250 Residents
- Below 10 Residents

★ OKC  
Will Rogers World Airport

7 mile radii

Big City Ctr  
Medium City Ctr  
Small City Ctr

Primary Highways  
Secondary Highways

Water Bodies  
Airports

State Boundaries

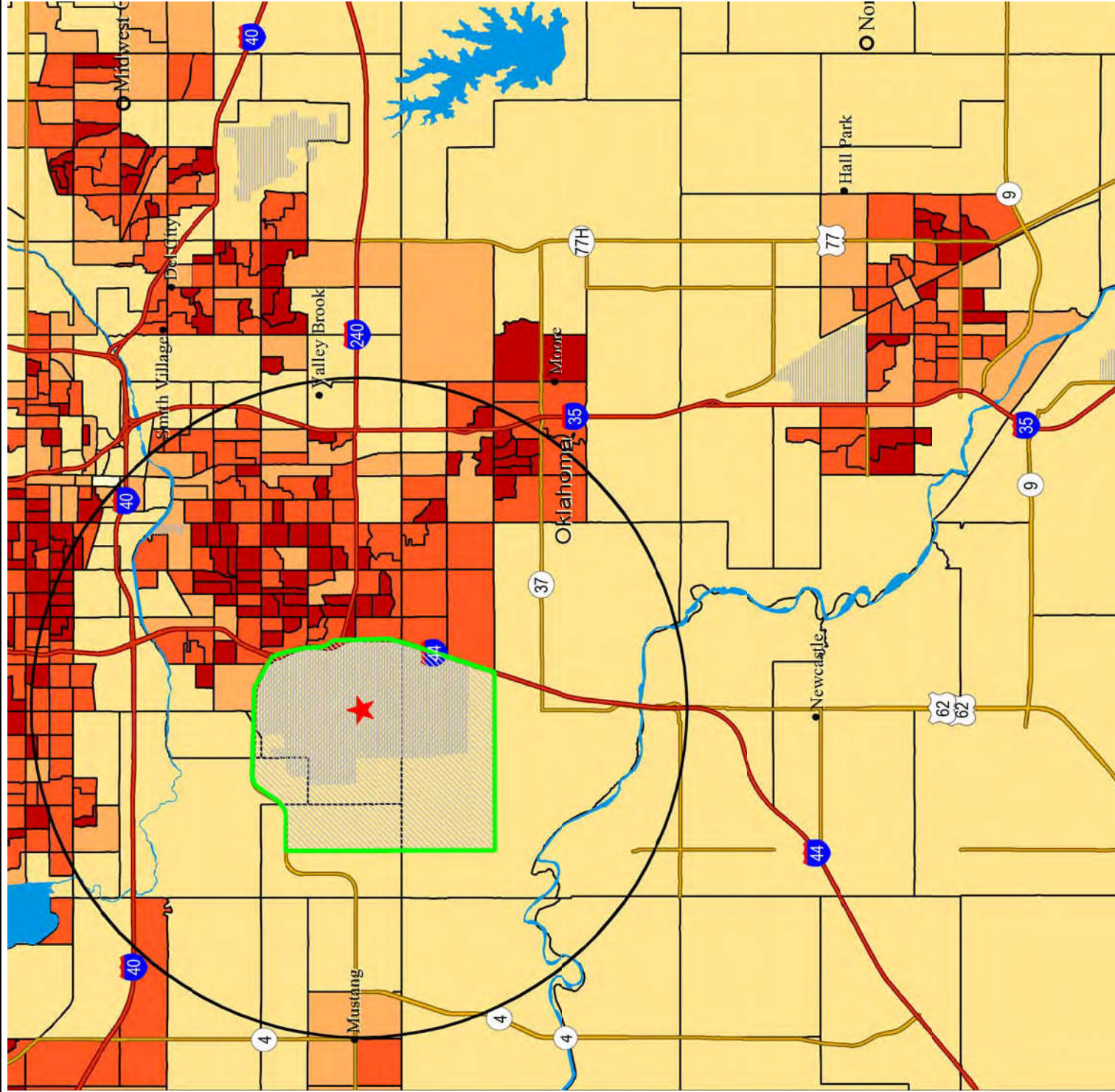
Vendors:  
Synergos Technologies, Inc.  
DemographicsNow by Alteryx, LLC

Prepared by:



In Collaboration with:  
**Leigh Fisher**  
Management Consultants

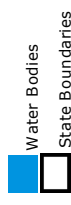
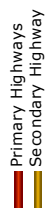
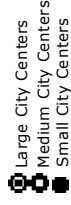
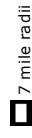
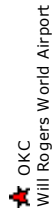
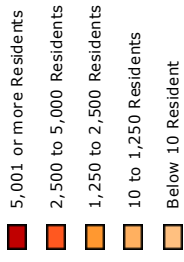
August 2010





# Exhibit G.02 2015 Population Density

## Legend



Vendors:  
Synergis Technologies, Inc.  
DemographicsNow by Alteryx, LLC

Prepared by:



In Collaboration with:  
**Leigh|Fisher**  
Management Consultants

August 2010

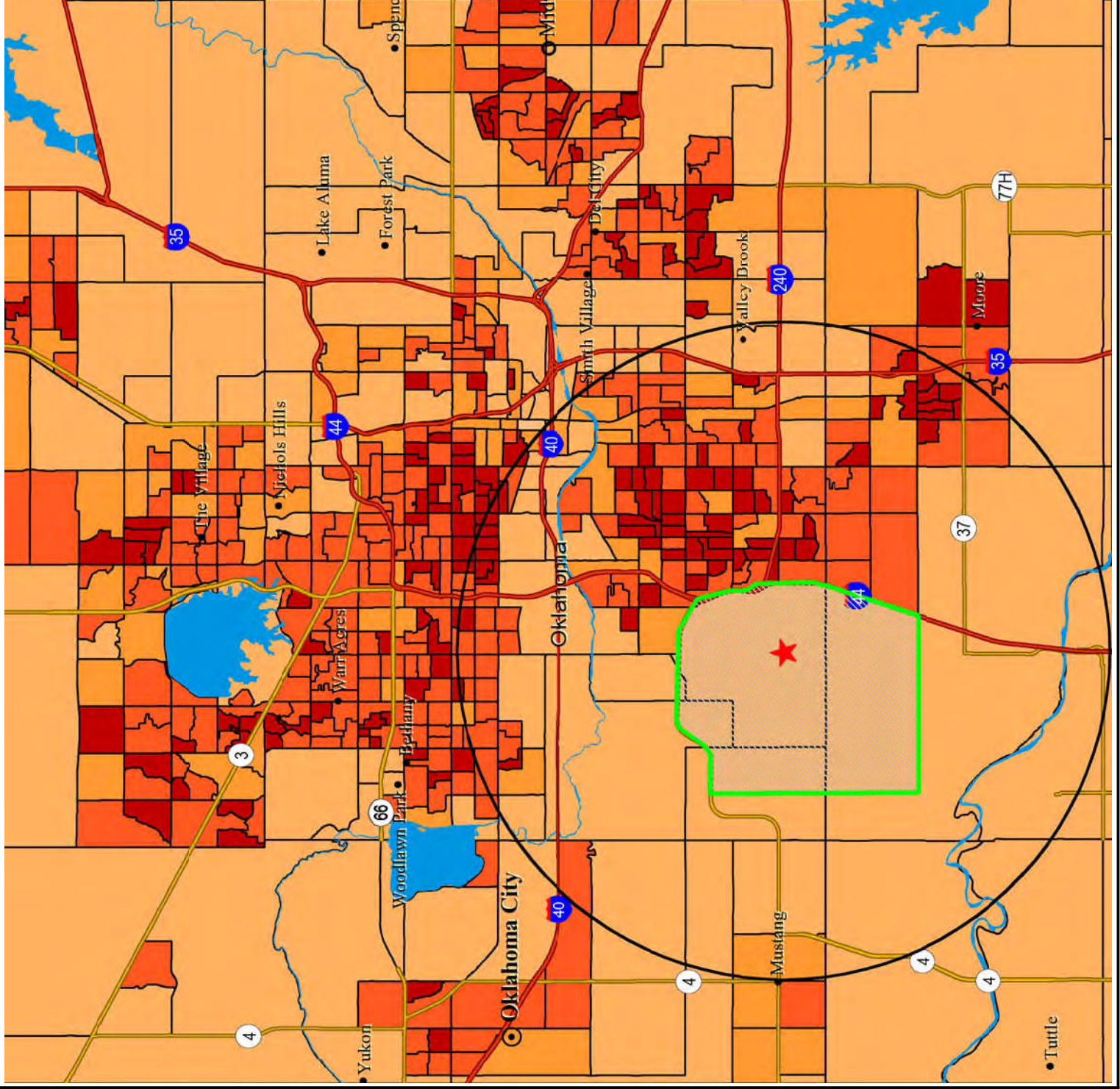
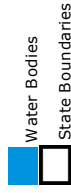
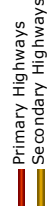
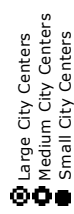
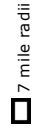
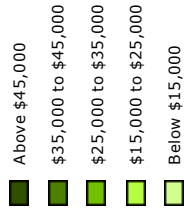




Exhibit G.03  
2015 Per Capita Income  
(based on Households)

Legend



Vendors:  
Synergis Technologies, Inc.  
DemographicsNow by Alteryx, LLC

Prepared by:



In Collaboration with:  
**Leigh Fisher**  
Management Consultants

August 2010

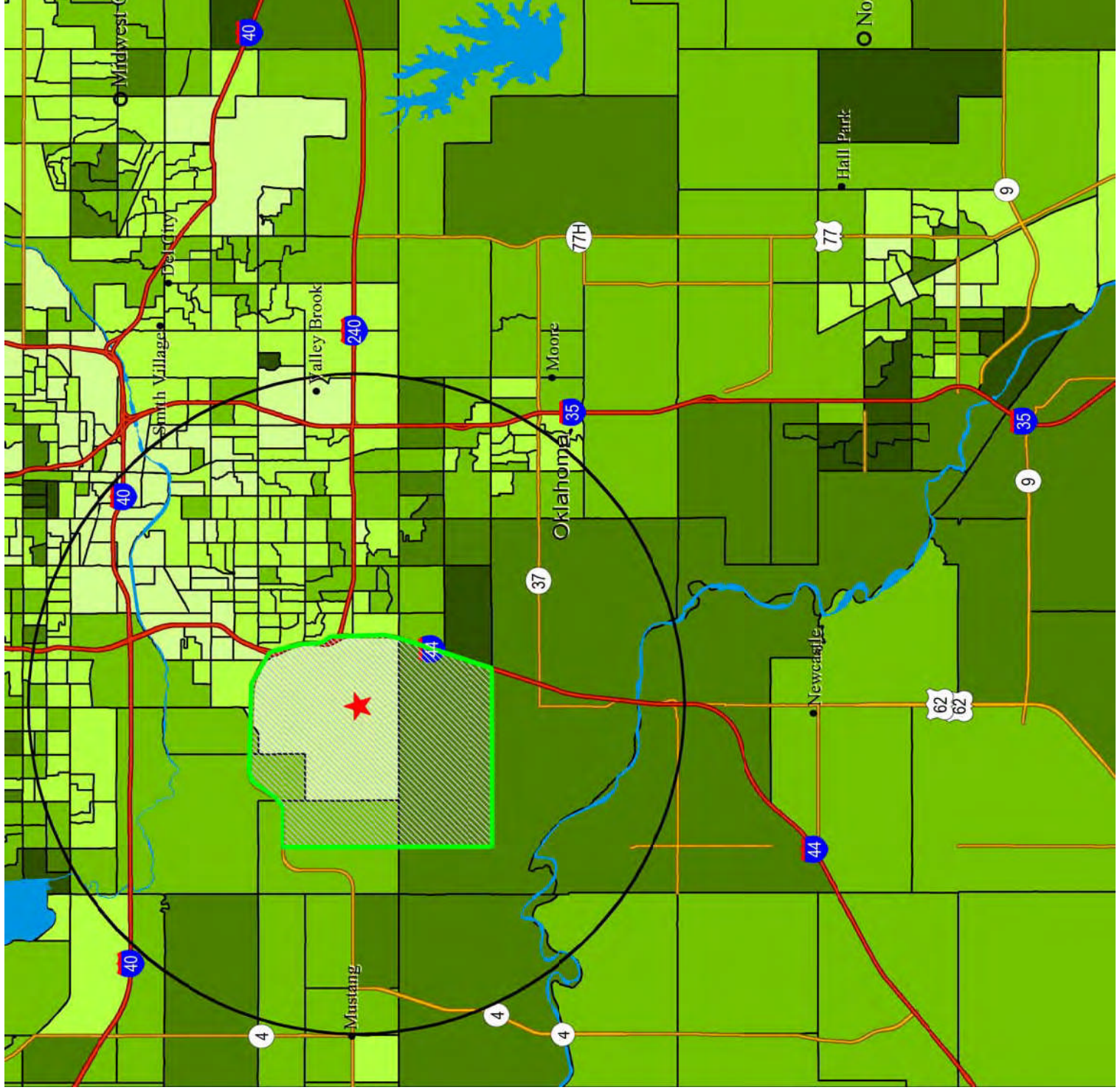
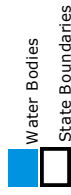
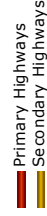
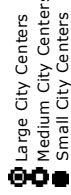
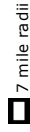
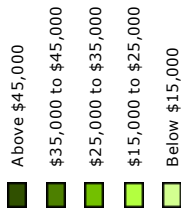




Exhibit G.04  
2015 Per Capita Income  
(based on Households)

Legend



Vendors:  
Synergos Technologies, Inc.  
DemographicsNow by Alteryx, LLC

Prepared by:



In Collaboration with:  
**Leigh Fisher**  
Management Consultants

August 2010

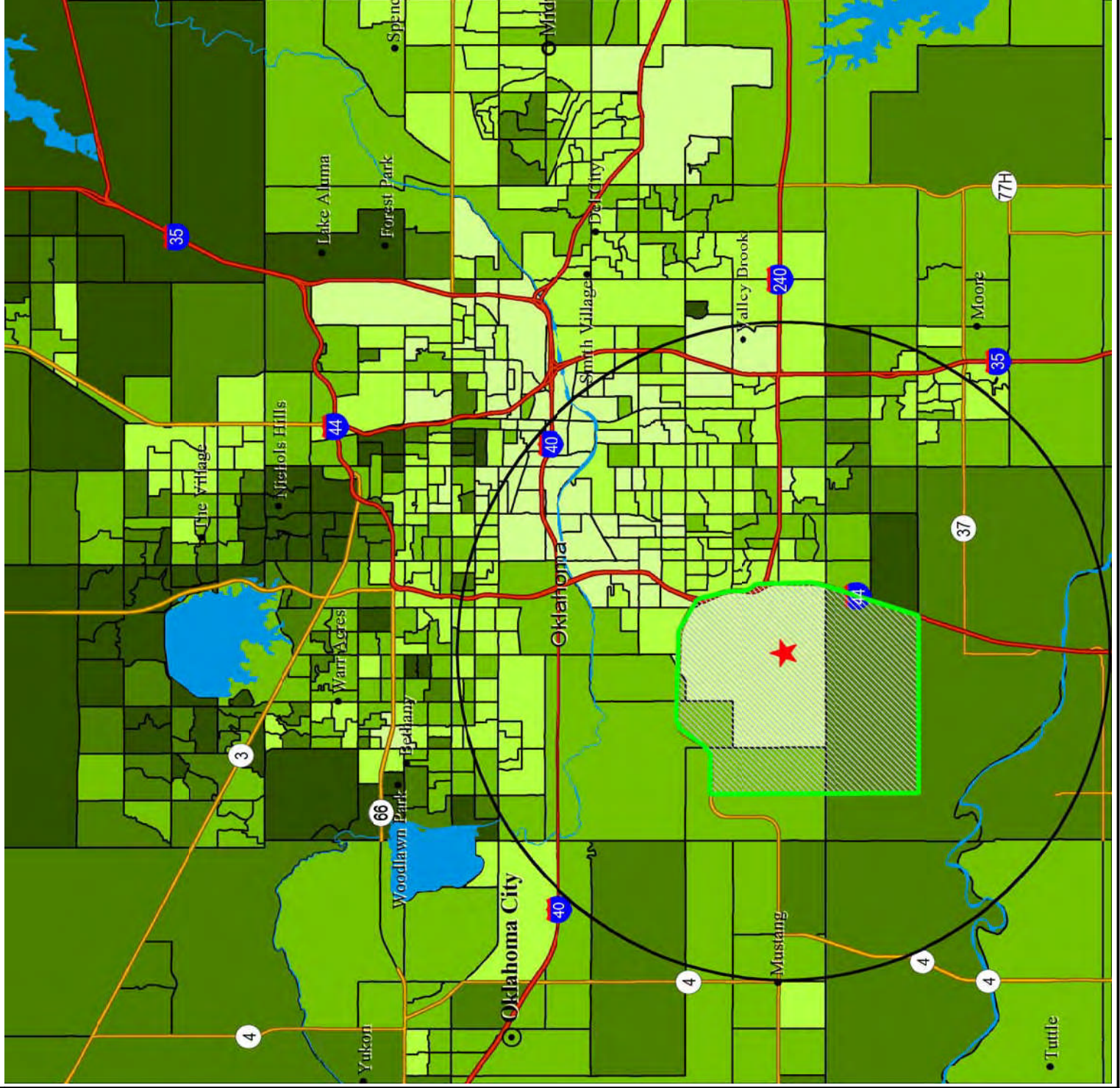




Exhibit G.05  
Oklahoma City Region  
County Boundaries

Legend

Primary Highways

Vendors:  
Synergis Technologies, Inc.  
DemographicsNow by Alteryx, LLC

Prepared by:



In Collaboration with:  
**Leigh Fisher**  
Management Consultants

August 2010

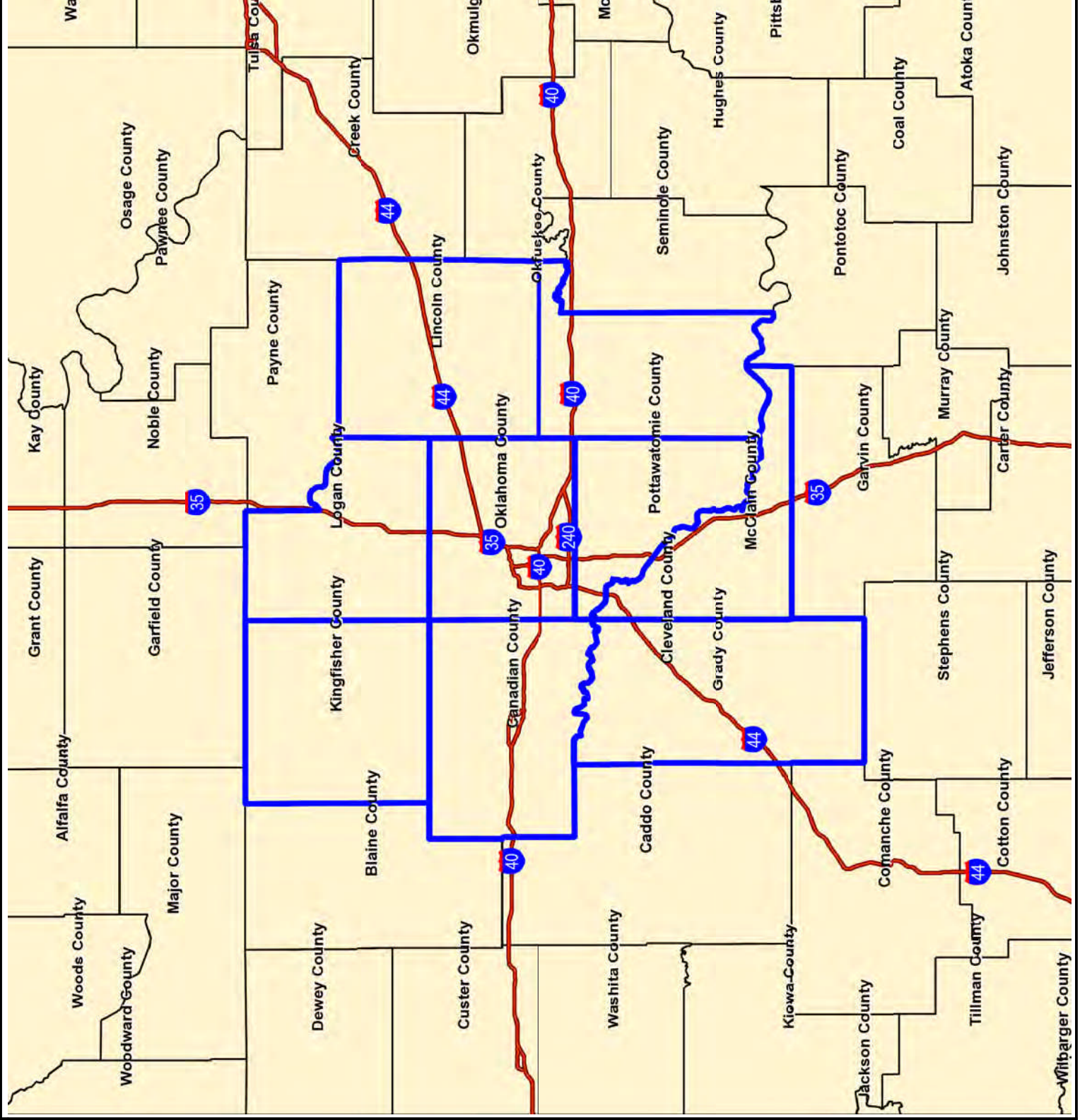


Exhibit G.06  
Demographic Comparisons - Counties in the OKC Region

|                                   | 7-County<br>Metro | OKC<br>Oklahoma<br>County | OKC<br>Logan<br>County | OKC<br>Grady<br>County | OKC<br>Canadian<br>County | OKC<br>Cleveland<br>County | OKC<br>McClain<br>County | OKC<br>Lincoln<br>County | OKC<br>Kingfisher<br>County | OKC<br>Pottawatomie<br>County |
|-----------------------------------|-------------------|---------------------------|------------------------|------------------------|---------------------------|----------------------------|--------------------------|--------------------------|-----------------------------|-------------------------------|
| Population 1990                   | 971,042           | 599,610                   | 29,011                 | 41,747                 | 74,409                    | 174,254                    | 22,795                   | 29,216                   | 13,212                      | 58,760                        |
| Population 2000 (Census)          | 1,095,421         | 660,448                   | 33,924                 | 45,516                 | 87,697                    | 208,016                    | 27,740                   | 32,080                   | 13,926                      | 65,521                        |
| Population 2000 (PopStats)        | 1,095,421         | 660,448                   | 33,924                 | 45,516                 | 87,697                    | 208,016                    | 27,740                   | 32,080                   | 13,926                      | 65,521                        |
| Population 2002 (Interp.)         | 1,109,002         | 665,830                   | 34,515                 | 46,168                 | 90,001                    | 211,932                    | 28,320                   | 32,129                   | 13,962                      | 65,960                        |
| Population Est 09Q4               | 1,230,813         | 712,861                   | 39,900                 | 52,305                 | 111,514                   | 248,007                    | 33,673                   | 32,553                   | 14,267                      | 69,880                        |
| Population Est Current Qtrtr 2010 | 1,235,456         | 715,363                   | 40,097                 | 52,268                 | 112,271                   | 249,036                    | 33,850                   | 32,571                   | 14,286                      | 69,987                        |
| Population Fcst 2015              | 1,277,653         | 732,913                   | 42,630                 | 54,178                 | 117,932                   | 259,178                    | 36,736                   | 34,086                   | 15,144                      | 72,502                        |
| Population Fcst 10YrF 2020        | 1,322,422         | 752,797                   | 45,168                 | 56,232                 | 123,744                   | 269,139                    | 39,769                   | 35,573                   | 16,007                      | 74,928                        |
| c.a.g.r. 1990 - 2000              | 1.2%              | 1.0%                      | 1.6%                   | 0.9%                   | 1.7%                      | 1.8%                       | 2.0%                     | 0.9%                     | 0.5%                        | 1.1%                          |
| c.a.g.r. 2000 - 2010              | 1.2%              | 0.8%                      | 1.7%                   | 1.4%                   | 2.5%                      | 1.8%                       | 2.0%                     | 0.2%                     | 0.3%                        | 0.7%                          |
| c.a.g.r. 2010 - 2015              | 0.7%              | 0.5%                      | 1.2%                   | 0.7%                   | 1.0%                      | 0.8%                       | 1.6%                     | 0.9%                     | 1.2%                        | 0.7%                          |
| c.a.g.r. 2015 - 2020              | 0.7%              | 0.5%                      | 1.2%                   | 0.7%                   | 1.0%                      | 0.8%                       | 1.6%                     | 0.9%                     | 1.1%                        | 0.7%                          |
| Per Capita Income 1989 (Census)   | \$13,221          | \$13,794                  | \$10,946               | \$10,420               | \$13,077                  | \$13,182                   | \$11,114                 | \$9,952                  | \$11,141                    | \$10,391                      |
| Per Capita Income 1990 (PopStats) | \$13,221          | \$13,795                  | \$10,947               | \$10,420               | \$13,077                  | \$13,182                   | \$11,114                 | \$9,952                  | \$11,141                    | \$10,391                      |
| Per Capita Income 1999 (Census)   |                   | \$19,551                  | \$17,872               | \$15,846               | \$19,691                  | \$20,114                   | \$18,158                 | \$14,890                 | \$18,167                    | \$15,972                      |
| Per Capita Income 2000 (PopStats) | \$18,964          | \$19,263                  | \$17,021               | \$15,705               | \$19,224                  | \$19,713                   | \$18,022                 | \$14,723                 | \$17,748                    | \$15,658                      |
| Per Capita Income 2010            | \$30,886          | \$26,313                  | \$24,701               | \$21,746               | \$26,208                  | \$26,116                   | \$25,872                 | \$19,396                 | \$27,011                    | \$20,627                      |
| Per Capita Income 2015            | \$30,878          | \$31,737                  | \$29,460               | \$26,399               | \$30,913                  | \$30,550                   | \$31,596                 | \$22,890                 | \$33,608                    | \$24,510                      |
| Per Capita Income 2020            | \$35,644          | \$36,891                  | \$33,936               | \$30,847               | \$35,294                  | \$34,647                   | \$37,098                 | \$26,145                 | \$40,058                    | \$28,150                      |
| c.a.g.r. 1990 - 2000              | 3.7%              | 3.4%                      | 4.5%                   | 4.2%                   | 3.9%                      | 4.1%                       | 5.0%                     | 4.0%                     | 4.8%                        | 4.2%                          |
| c.a.g.r. 2000 - 2010              | 5.0%              | 3.2%                      | 3.8%                   | 3.3%                   | 3.1%                      | 2.9%                       | 3.7%                     | 2.8%                     | 4.3%                        | 2.8%                          |
| c.a.g.r. 2010 - 2015              | 0.0%              | 3.8%                      | 3.6%                   | 4.0%                   | 3.4%                      | 3.2%                       | 4.1%                     | 3.4%                     | 4.5%                        | 3.5%                          |
| c.a.g.r. 2015 - 2020              | 0.0%              | 3.1%                      | 2.9%                   | 3.2%                   | 2.7%                      | 2.5%                       | 3.3%                     | 2.7%                     | 3.6%                        | 2.8%                          |
| Total Personal Income (\$Mil.)    | \$12,838.4        | \$8,271.6                 | \$317.6                | \$435.0                | \$973.0                   | \$2,297.0                  | \$253.3                  | \$290.8                  | \$147.2                     | \$610.6                       |
| Total Personal Income (\$Mil.)    | \$20,773.2        | \$12,722.2                | \$577.4                | \$714.8                | \$1,685.9                 | \$4,100.6                  | \$499.9                  | \$472.3                  | \$247.2                     | \$1,025.9                     |
| Total Personal Income (\$Mil.)    | \$23,453.7        | \$14,284.6                | \$666.3                | \$815.3                | \$1,947.8                 | \$4,640.2                  | \$582.1                  | \$517.5                  | \$282.3                     | \$1,137.0                     |
| Total Personal Income (\$Mil.)    | \$31,784.8        | \$19,082.4                | \$953.0                | \$1,132.8              | \$2,794.7                 | \$6,320.4                  | \$851.3                  | \$650.1                  | \$393.4                     | \$1,470.2                     |
| Total Personal Income (\$Mil.)    | \$38,158.3        | \$22,703.5                | \$1,181.3              | \$1,379.8              | \$3,470.6                 | \$7,608.0                  | \$1,069.5                | \$745.6                  | \$480.1                     | \$1,715.4                     |
| Total Personal Income (\$Mil.)    | \$39,451.0        | \$23,260.5                | \$1,255.9              | \$1,430.2              | \$3,645.6                 | \$7,917.9                  | \$1,160.7                | \$780.2                  | \$509.0                     | \$1,777.0                     |
| Total Personal Income (\$Mil.)    | \$47,136.7        | \$27,771.7                | \$1,532.8              | \$1,734.6              | \$4,367.4                 | \$9,324.8                  | \$1,475.3                | \$930.0                  | \$641.2                     | \$2,109.2                     |
| c.a.g.r. 2000 - 2010              | 6.3%              | 6.0%                      | 7.4%                   | 6.8%                   | 7.5%                      | 6.4%                       | 7.9%                     | 4.7%                     | 6.9%                        | 5.3%                          |

Source: Alteryx, Inc. and PopStats; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.

Exhibit G.07  
Demographic Comparisons - Counties in the OKC Region

|   | OKC             | OKC          | OKC          | OKC             | OKC              | OKC           | OKC            | OKC               | OKC                 | OKC | OKC | OKC |
|---|-----------------|--------------|--------------|-----------------|------------------|---------------|----------------|-------------------|---------------------|-----|-----|-----|
|   | Oklahoma County | Logan County | Grady County | Canadian County | Cleveland County | McCain County | Lincoln County | Kingfisher County | Pottawatomie County |     |     |     |
| Land Area in square miles                       | 709             | 744          | 1101         | 900             | 536              | 570           | 958            | 903               | 788                 |     |     |     |
| Population Density                              | 996             | 54           | 47           | 124             | 446              | 58            | 34             | 16                | 88                  |     |     |     |
| Average Age                                     | 37.3            | 38.3         | 38.2         | 37.5            | 36.2             | 38.5          | 39             | 39                | 38                  |     |     |     |
| % College - Associate                           | 5.2%            | 4.1%         | 4.2%         | 6.2%            | 6.1%             | 4.4%          | 3.7%           | 3.6%              | 5.1%                |     |     |     |
| % College - Bachelors                           | 17.5%           | 13.1%        | 10.0%        | 15.9%           | 17.9%            | 11.6%         | 7.5%           | 12.0%             | 10.0%               |     |     |     |
| % College - Doctorate                           | 0.9%            | 1.0%         | 0.2%         | 0.4%            | 1.7%             | 0.3%          | 0.2%           | 0.2%              | 0.8%                |     |     |     |
| % College - Masters                             | 6.0%            | 4.8%         | 3.2%         | 4.3%            | 6.8%             | 3.0%          | 2.7%           | 2.8%              | 3.9%                |     |     |     |
| % College - Professional                        | 2.3%            | 1.0%         | 0.8%         | 1.2%            | 1.9%             | 0.8%          | 0.8%           | 1.1%              | 0.9%                |     |     |     |
| % Grade Less than 9                             | 5.4%            | 4.9%         | 5.9%         | 2.9%            | 2.5%             | 6.8%          | 6.5%           | 6.8%              | 5.6%                |     |     |     |
| % Grade 9 to 12                                 | 11.3%           | 13.2%        | 14.0%        | 9.2%            | 9.1%             | 13.8%         | 15.9%          | 12.3%             | 14.9%               |     |     |     |
| % High school                                   | 25.4%           | 34.0%        | 38.2%        | 31.2%           | 26.5%            | 37.0%         | 42.0%          | 38.8%             | 35.6%               |     |     |     |
| % Some college                                  | 26.0%           | 23.9%        | 23.5%        | 28.7%           | 27.6%            | 22.5%         | 20.7%          | 22.5%             | 23.2%               |     |     |     |
| College Estimate                                | 3,658           | 1,221        | 316          | -               | 5,063            | -             | -              | -                 | 1,322               |     |     |     |
| Institutionalized Estimate                      | 10,105          | 115          | 456          | 2,298           | 4,079            | 195           | 257            | 266               | 1,540               |     |     |     |
| Military Estimate                               | 794             | -            | -            | -               | -                | -             | -              | -                 | -                   |     |     |     |
| % Military Population                           | 0.1%            | 0.0%         | 0.0%         | 0.0%            | 0.0%             | 0.0%          | 0.0%           | 0.0%              | 0.0%                |     |     |     |
| Non-Institutionalized Estimate                  | 7,046           | 1,955        | 374          | 168             | 5,381            | 21            | 218            | -                 | 1,390               |     |     |     |
| Other Estimate                                  | 2,594           | 734          | 58           | 168             | 318              | 21            | 218            | -                 | 68                  |     |     |     |
| Owner Occupied Housing                          | 175,462         | 11,520       | 14,926       | 31,925          | 63,806           | 10,280        | 9,889          | 4,212             | 18,964              |     |     |     |
| Renter Occupied Housing                         | 111,492         | 3,135        | 4,803        | 8,422           | 30,318           | 2,333         | 2,499          | 1,176             | 7,226               |     |     |     |
| Vacant Housing                                  | 27,277          | 1,564        | 1,979        | 2,688           | 6,115            | 915           | 1,637          | 600               | 2,754               |     |     |     |
| Total Units                                     | 314,231         | 16,219       | 21,708       | 43,035          | 100,239          | 13,528        | 14,025         | 5,988             | 28,944              |     |     |     |
| % Housing Vacancy Rate                          | 8.7%            | 9.6%         | 9.1%         | 6.2%            | 6.1%             | 6.8%          | 11.7%          | 10.0%             | 9.5%                |     |     |     |
| Average Housing Value                           | \$107,998       | \$103,366    | \$92,157     | \$120,420       | \$125,812        | \$113,845     | \$81,926       | \$94,645          | \$87,139            |     |     |     |
| Median Housing Value                            | \$109,633       | \$104,082    | \$92,965     | \$119,477       | \$126,019        | \$113,280     | \$83,472       | \$95,099          | \$87,114            |     |     |     |
| Housing Value : Household Income                | 2.24            | 1.91         | 2.01         | 1.93            | 2.24             | 2.05          | 2.03           | 1.68              | 2.07                |     |     |     |
| Housing Units:Housing Value (\$):Avg Home Value |                 |              |              |                 |                  |               |                |                   |                     |     |     |     |
| Average Home Value 08Q4                         | \$142,424       | \$126,056    | \$110,662    | \$140,726       | \$152,198        | \$145,341     | \$101,283      | \$108,324         | \$106,832           |     |     |     |
| Average Home Value 09Q4                         | \$139,896       | \$124,745    | \$108,987    | \$138,190       | \$149,464        | \$143,275     | \$100,045      | \$107,422         | \$105,828           |     |     |     |
| Average Home Value Est Current Qtrr             | \$139,666       | \$124,425    | \$108,647    | \$137,786       | \$149,272        | \$142,874     | \$100,131      | \$107,937         | \$106,210           |     |     |     |
| Median Housing Value                            | \$109,633       | \$104,082    | \$92,965     | \$119,477       | \$126,019        | \$113,280     | \$83,472       | \$95,099          | \$87,114            |     |     |     |
| 2008 - 2010 Home Value Decline                  | 23.0%           | 17.4%        | 16.0%        | 15.1%           | 17.2%            | 22.1%         | 17.6%          | 12.2%             | 18.5%               |     |     |     |

Source: Alteryx, Inc. and PopStats; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.

Exhibit G.08  
Demographic Comparisons - Counties in the OKC Region

|  | OKC                | OKC             | OKC             | OKC                | OKC                 | OKC              | OKC               | OKC                  | OKC                    | OKC | OKC | OKC |
|--|--------------------|-----------------|-----------------|--------------------|---------------------|------------------|-------------------|----------------------|------------------------|-----|-----|-----|
|  | Oklahoma<br>County | Logan<br>County | Grady<br>County | Canadian<br>County | Cleveland<br>County | McCain<br>County | Lincoln<br>County | Kingfisher<br>County | Pottawatomie<br>County |     |     |     |
| Occupation and Employment: Labor Force (Age 16+) |                    |                 |                 |                    |                     |                  |                   |                      |                        |     |     |     |
| In Armed Forces                                  | 5,795              | 38              | 88              | 231                | 2,100               | 55               | 74                | 4                    | 108                    |     |     |     |
| In Labor Force                                   | 360,213            | 21,059          | 26,056          | 61,903             | 133,961             | 17,274           | 15,737            | 7,397                | 33,099                 |     |     |     |
| Total  | 556,679            | 32,372          | 41,452          | 89,374             | 195,643             | 26,936           | 26,079            | 11,500               | 55,521                 |     |     |     |
| In Armed Forces                                  | 1.0%               | 0.1%            | 0.2%            | 0.3%               | 1.1%                | 0.2%             | 0.3%              | 0.0%                 | 0.2%                   |     |     |     |
| % Employment (incl. Armed Forces)                | 89.1%              | 89.2%           | 89.9%           | 92.4%              | 90.5%               | 92.1%            | 90.5%             | 93.5%                | 89.5%                  |     |     |     |
| % Unemployment (incl. Armed Forces)              | 9.3%               | 10.6%           | 9.8%            | 7.2%               | 8.0%                | 7.6%             | 9.1%              | 6.5%                 | 10.1%                  |     |     |     |
| Employed   | 320,809            | 18,784          | 23,415          | 57,206             | 121,169             | 15,913           | 14,237            | 6,916                | 29,637                 |     |     |     |
| Not in labor force                               | 196,466            | 11,313          | 15,396          | 27,471             | 61,682              | 9,662            | 10,342            | 4,103                | 22,422                 |     |     |     |
| Unemployed                                       | 33,609             | 2,237           | 2,553           | 4,466              | 10,692              | 1,306            | 1,426             | 477                  | 3,354                  |     |     |     |
| Household Lifestyle Segmentation, Clusters       |                    |                 |                 |                    |                     |                  |                   |                      |                        |     |     |     |
| Category A - Crème de la Crème                   | 9.2%               | 0.0%            | 0.0%            | 4.3%               | 4.4%                | 0.0%             | 0.0%              | 18.5%                | 2.3%                   |     |     |     |
| Category B - Urban Cliff Climbers                | 13.6%              | 0.0%            | 2.6%            | 33.7%              | 27.5%               | 2.0%             | 0.0%              | 10.7%                | 8.9%                   |     |     |     |
| Category C - Urban Cliff Dwellers                | 9.1%               | 6.7%            | 1.4%            | 4.7%               | 5.1%                | 6.2%             | 0.0%              | 0.0%                 | 8.1%                   |     |     |     |
| Category D - Seasoned Urban Dwellers             | 3.0%               | 6.4%            | 0.8%            | 0.0%               | 0.9%                | 3.3%             | 0.0%              | 0.0%                 | 5.6%                   |     |     |     |
| Category E - Thriving Alone                      | 1.2%               | 0.0%            | 0.0%            | 0.0%               | 1.4%                | 0.0%             | 0.0%              | 0.0%                 | 0.0%                   |     |     |     |
| Category F - Going It Alone                      | 6.9%               | 0.0%            | 1.8%            | 0.7%               | 4.4%                | 0.0%             | 0.0%              | 0.0%                 | 0.0%                   |     |     |     |
| Category G - Struggling Alone                    | 7.9%               | 6.4%            | 8.6%            | 1.8%               | 2.1%                | 0.0%             | 3.5%              | 0.0%                 | 10.3%                  |     |     |     |
| Category H - Single in the Suburbs               | 11.7%              | 2.8%            | 2.2%            | 0.0%               | 8.6%                | 0.0%             | 0.0%              | 0.0%                 | 3.9%                   |     |     |     |
| Category I - Married in the Suburbs              | 11.2%              | 14.7%           | 2.7%            | 24.3%              | 17.6%               | 0.0%             | 0.0%              | 0.0%                 | 0.0%                   |     |     |     |
| Category J - Retired in the Suburbs              | 7.3%               | 0.0%            | 6.9%            | 7.8%               | 7.6%                | 0.0%             | 0.0%              | 0.0%                 | 4.8%                   |     |     |     |
| Category K - Living With Nature                  | 3.3%               | 38.9%           | 64.3%           | 16.3%              | 10.0%               | 79.7%            | 69.1%             | 60.1%                | 48.2%                  |     |     |     |
| Category L - Working With Nature                 | 3.0%               | 16.1%           | 7.2%            | 4.8%               | 4.0%                | 8.7%             | 27.4%             | 10.6%                | 7.3%                   |     |     |     |
| Category M - Harlem Gateway                      | 6.8%               | 0.0%            | 1.7%            | 0.0%               | 0.0%                | 0.0%             | 0.0%              | 0.0%                 | 0.0%                   |     |     |     |
| Category N - Espanola                            | 3.3%               | 0.0%            | 0.0%            | 0.0%               | 0.0%                | 0.0%             | 0.0%              | 0.0%                 | 0.0%                   |     |     |     |
| Category O - Specialties                         | 2.5%               | 8.1%            | 0.0%            | 1.5%               | 6.4%                | 0.0%             | 0.0%              | 0.0%                 | 0.6%                   |     |     |     |
| Urban Cliff Climbers and Dwellers                | 22.8%              | 6.7%            | 4.0%            | 38.4%              | 32.6%               | 8.3%             | 0.0%              | 10.7%                | 17.0%                  |     |     |     |

Source: Alteryx, Inc. and PopStats; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.

Exhibit G.09  
Demographic Comparisons - Counties in the OKC Region

|   | OKC                | OKC             | OKC             | OKC                | OKC                 | OKC              | OKC               | OKC                  | OKC                    | OKC | OKC |
|---|--------------------|-----------------|-----------------|--------------------|---------------------|------------------|-------------------|----------------------|------------------------|-----|-----|
|   | Oklahoma<br>County | Logan<br>County | Grady<br>County | Canadian<br>County | Cleveland<br>County | McCain<br>County | Lincoln<br>County | Kingfisher<br>County | Pottawatomie<br>County | OKC | OKC |
| Weekly Per Capita Consumer Expenditures |                    |                 |                 |                    |                     |                  |                   |                      |                        |     |     |
| Apparel and Services                    | \$13.68            | \$13.75         | \$13.21         | \$14.19            | \$13.96             | \$13.52          | \$12.80           | \$14.07              | \$12.70                |     |     |
| Entertainment                           | \$17.75            | \$17.58         | \$16.89         | \$18.43            | \$18.24             | \$17.84          | \$16.37           | \$18.08              | \$16.40                |     |     |
| Health Care                             | \$21.14            | \$21.45         | \$21.12         | \$21.58            | \$21.10             | \$20.79          | \$21.22           | \$21.72              | \$20.05                |     |     |
| Market Basket                           | \$39.68            | \$40.22         | \$40.12         | \$40.42            | \$38.84             | \$38.85          | \$39.30           | \$40.85              | \$38.95                |     |     |
| Transportation                          | \$62.95            | \$62.59         | \$64.12         | \$66.41            | \$66.24             | \$66.52          | \$59.90           | \$64.10              | \$61.09                |     |     |
| Annual Per Capita Consumer Expenditures |                    |                 |                 |                    |                     |                  |                   |                      |                        |     |     |
| Apparel and Services                    | \$711              | \$715           | \$687           | \$738              | \$726               | \$703            | \$666             | \$732                | \$660                  |     |     |
| Entertainment                           | \$923              | \$914           | \$878           | \$958              | \$948               | \$928            | \$851             | \$940                | \$853                  |     |     |
| Health Care                             | \$1,099            | \$1,115         | \$1,098         | \$1,122            | \$1,097             | \$1,081          | \$1,103           | \$1,129              | \$1,043                |     |     |
| Market Basket                           | \$2,063            | \$2,091         | \$2,086         | \$2,102            | \$2,020             | \$2,020          | \$2,044           | \$2,124              | \$2,025                |     |     |
| Transportation                          | \$3,273            | \$3,255         | \$3,334         | \$3,453            | \$3,444             | \$3,459          | \$3,115           | \$3,333              | \$3,177                |     |     |
| Market Share Capture Rates              |                    |                 |                 |                    |                     |                  |                   |                      |                        |     |     |
| Apparel and Services                    | 2.7%               | 2.9%            | 3.2%            | 2.8%               | 2.8%                | 2.7%             | 3.4%              | 2.7%                 | 3.2%                   |     |     |
| Entertainment                           | 3.5%               | 3.7%            | 4.0%            | 3.7%               | 3.6%                | 3.6%             | 4.4%              | 3.5%                 | 4.1%                   |     |     |
| Health Care                             | 4.2%               | 4.5%            | 5.1%            | 4.3%               | 4.2%                | 4.2%             | 5.7%              | 4.2%                 | 5.1%                   |     |     |
| Grocery, Convenience                    | 7.8%               | 8.5%            | 9.6%            | 8.0%               | 7.7%                | 7.8%             | 10.5%             | 7.9%                 | 9.8%                   |     |     |
| Transportation                          | 12.4%              | 13.2%           | 15.3%           | 13.2%              | 13.2%               | 13.4%            | 16.1%             | 12.3%                | 15.4%                  |     |     |

Source: Alteryx, Inc. and PopStats; Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.



Exhibit G.10  
Primary, Effective Trade Areas  
Legend – 2015  
Population Density

- Above 5,000 Residents
- 2,500 to 5,000 Residents
- 1,250 to 2,500 Residents
- 10 to 1,250 Residents
- Below 10 Residents
- ★ OKC  
Will Rogers World Airport
- Large City Centers  
● Medium City Centers  
● Small City Centers
- Primary Highways  
— Secondary Highways
- Water Bodies
- State Boundary

Vendors:  
Synergos Technologies, Inc.  
DemographicsNow by Alteryx, LLC

Prepared by:



In Collaboration with:  
**Leigh Fisher**  
Management Consultants

August 2010

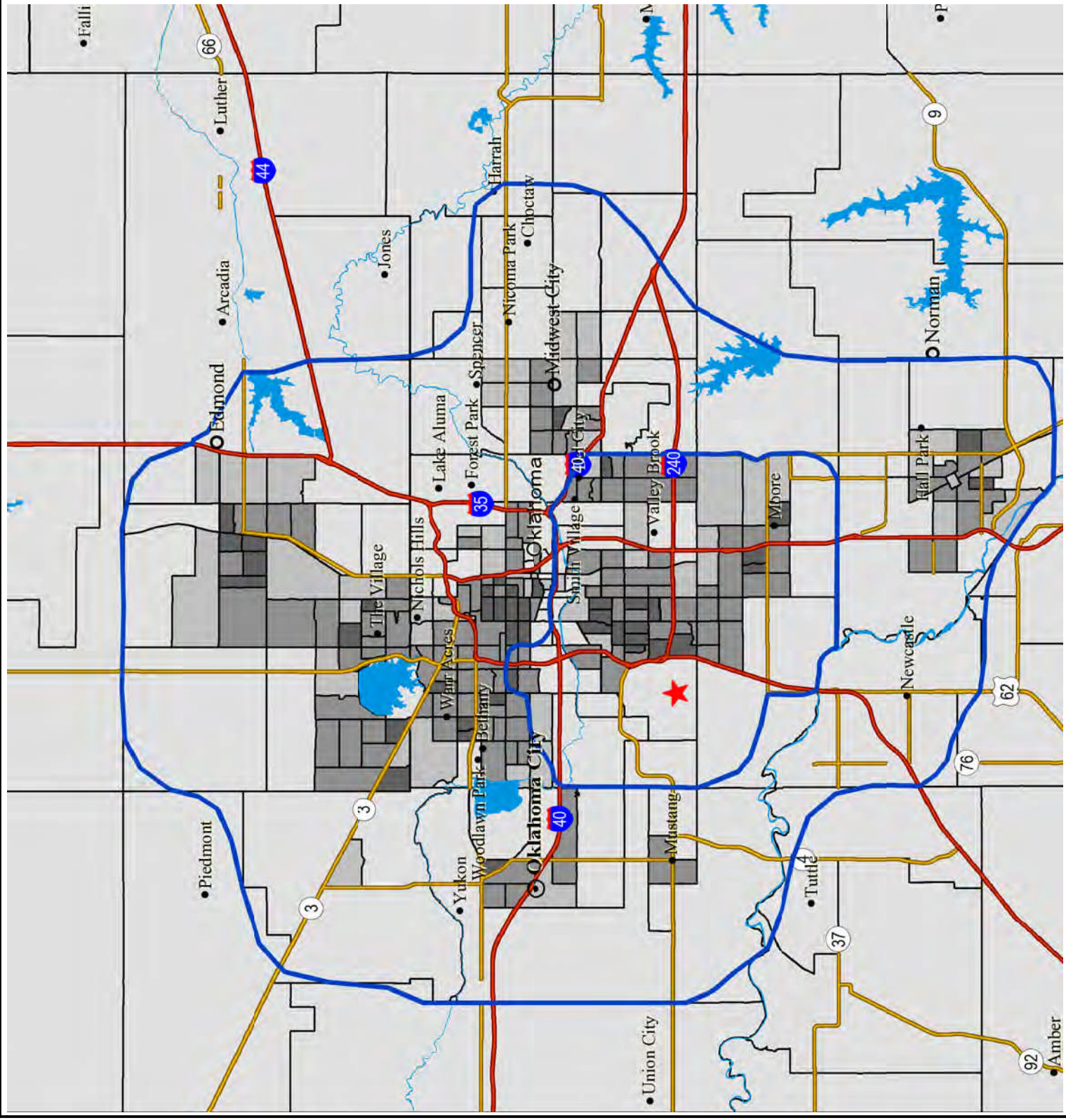


Exhibit G.11  
Demographic Comparisons - OKC Trade Areas

|                                   | Oklahoma<br>County | 7 Mile Ring | Effective Trade<br>Area | Primary Trade<br>Area |
|-----------------------------------|--------------------|-------------|-------------------------|-----------------------|
| Population 1990                   | 599,610            | 188,963     | 776,910                 | 226,410               |
| Population 2000 (Census)          | 660,448            | 212,503     | 873,178                 | 246,478               |
| Population 2000 (PopStats)        | 660,448            | 212,503     | 873,178                 | 246,478               |
| Population 2002 (Interp.)         | 665,830            | 214,088     | 883,916                 | 249,067               |
| Population Est 09Q4               | 712,861            | 227,906     | 979,486                 | 271,757               |
| Population Est Current Qtr 2010   | 715,363            | 228,648     | 983,875                 | 273,046               |
| Population Fcst 2015              | 732,913            | 232,764     | 1,017,684               | 280,615               |
| Population Fcst 10YrF 2020        | 752,797            | 238,700     | 1,052,237               | 289,100               |
| c.a.g.r. 1990 - 2000              | 1.0%               | 1.2%        | 1.2%                    | 0.9%                  |
| c.a.g.r. 2000 - 2010              | 0.8%               | 0.7%        | 1.2%                    | 1.0%                  |
| c.a.g.r. 2010 - 2015              | 0.5%               | 0.4%        | 0.7%                    | 0.5%                  |
| c.a.g.r. 2015 - 2020              | 0.5%               | 0.5%        | 0.7%                    | 0.6%                  |
| Per Capita Income 1989 (Census)   | \$13,794           | \$11,205    | \$14,096                | \$11,262              |
| Per Capita Income 1990 (PopStats) | \$13,795           | \$11,520    | \$14,527                | \$11,606              |
| Per Capita Income 1999 (Census)   | \$19,551           | \$14,788    | \$19,052                | \$15,218              |
| Per Capita Income 2000 (PopStats) | \$19,263           | \$15,204    | \$19,635                | \$15,683              |
| Per Capita Income 2010            | \$26,313           | \$20,889    | \$26,605                | \$21,308              |
| Per Capita Income 2015            | \$31,737           | \$25,059    | \$31,810                | \$25,474              |
| Per Capita Income 2020            | \$36,891           | \$29,002    | \$36,717                | \$29,401              |
| c.a.g.r. 1990 - 2000              | 3.4%               | 2.8%        | 3.1%                    | 3.1%                  |
| c.a.g.r. 2000 - 2010              | 3.2%               | 3.2%        | 3.1%                    | 3.1%                  |
| c.a.g.r. 2010 - 2015              | 3.8%               | 3.7%        | 3.6%                    | 3.6%                  |
| c.a.g.r. 2015 - 2020              | 3.1%               | 3.0%        | 2.9%                    | 2.9%                  |
| Total Personal Income (\$Mil.)    | \$8,271.6          | \$2,176.9   | \$11,286.2              | \$2,627.7             |
| Total Personal Income (\$Mil.)    | \$12,722.2         | \$3,230.9   | \$17,144.9              | \$3,865.5             |
| Total Personal Income (\$Mil.)    | \$14,284.6         | \$3,623.1   | \$19,337.8              | \$4,347.4             |
| Total Personal Income (\$Mil.)    | \$19,082.4         | \$4,824.9   | \$26,127.2              | \$5,831.7             |
| Total Personal Income (\$Mil.)    | \$22,703.5         | \$5,729.7   | \$31,297.1              | \$6,955.6             |
| Total Personal Income (\$Mil.)    | \$23,260.5         | \$5,832.8   | \$32,372.5              | \$7,148.4             |
| Total Personal Income (\$Mil.)    | \$27,771.7         | \$6,922.8   | \$38,634.7              | \$8,499.8             |
| c.a.g.r. 2000 - 2010              | 6.0%               | 5.9%        | 6.2%                    | 6.1%                  |

Source: Alteryx, Inc. and PopStats;  
Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.



Exhibit G.12  
Demographic Comparisons - OKC Trade Areas

|   | Oklahoma<br>County | 7 Mile Ring | Effective Trade<br>Area | Primary Trade<br>Area |
|---|--------------------|-------------|-------------------------|-----------------------|
| Land Area in square miles                       | 709                | 146         | 891                     | 150                   |
| Population Density                              | 996                | 1,485       | 1,090                   | 1,761                 |
| Average Age                                     | 37.3               | 36.5        | 36.9                    | 36.3                  |
| % College - Associate                           | 5.2%               | 5.1%        | 5.5%                    | 5.4%                  |
| % College - Bachelors                           | 17.5%              | 9.9%        | 18.2%                   | 10.3%                 |
| % College - Doctorate                           | 0.9%               | 0.3%        | 1.1%                    | 0.3%                  |
| % College - Masters                             | 6.0%               | 2.9%        | 6.2%                    | 3.0%                  |
| % College - Professional                        | 2.3%               | 1.0%        | 2.2%                    | 0.9%                  |
| % Grade Less than 9                             | 5.4%               | 9.1%        | 4.4%                    | 7.8%                  |
| % Grade 9 to 12                                 | 11.3%              | 16.4%       | 10.2%                   | 15.5%                 |
| % High school                                   | 25.4%              | 30.8%       | 25.4%                   | 30.9%                 |
| % Some college                                  | 26.0%              | 24.6%       | 26.8%                   | 26.1%                 |
| College Estimate                                | 3,658              | 398         | 8,721                   | 452                   |
| Institutionalized Estimate                      | 10,105             | 4,936       | 11,434                  | 3,294                 |
| Military Estimate                               | 794                | -           | 794                     | -                     |
| % Military Population                           | 0.1%               | 0.0%        | 0.1%                    | 0.0%                  |
| Non-Institutionalized Estimate                  | 7,046              | 1,134       | 12,463                  | 952                   |
| Other Estimate                                  | 2,594              | 736         | 2,948                   | 500                   |
| Owner Occupied Housing                          | 175,462            | 53,056      | 245,630                 | 65,976                |
| Renter Occupied Housing                         | 111,492            | 33,812      | 143,324                 | 37,809                |
| Vacant Housing                                  | 27,277             | 9,101       | 32,832                  | 9,763                 |
| Total Units                                     | 314,231            | 95,969      | 421,786                 | 113,548               |
| % Housing Vacancy Rate                          | 8.7%               | 9.5%        | 7.8%                    | 8.6%                  |
| Average Housing Value                           | \$107,998          | \$100,839   | \$129,780               | \$99,000              |
| Median Housing Value                            | \$109,633          | \$88,634    | \$115,989               | \$89,577              |
| Housing Value : Household Income                | 2.24               | 2.07        | 2.25                    | 2.00                  |
| Housing Units:Housing Value (\$):Avg Home Value |                    |             |                         |                       |
| Average Home Value 08Q4                         | \$142,424          | \$103,311   | \$140,921               | \$101,955             |
| Average Home Value 09Q4                         | \$139,896          | \$101,261   | \$138,389               | \$100,026             |
| Average Home Value Est Current Qrt              | \$139,666          | \$101,094   | \$138,166               | \$99,862              |
| Median Housing Value                            | \$109,633          | \$88,634    | \$115,989               | \$89,577              |
| 2008 - 2010 Home Value Decline                  | 23.0%              | 14.2%       | 17.7%                   | 12.1%                 |

Source: Alteryx, Inc. and PopStats;

Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.

Exhibit G.13  
Demographic Comparisons - Trade Areas

|   | Oklahoma<br>County | 7 Mile Ring | Effective Trade<br>Area | Primary Trade<br>Area |
|---|--------------------|-------------|-------------------------|-----------------------|
| Occupation and Employment:Labor Force (Age 16+)         |                    |             |                         |                       |
| In Armed Forces   | 5,795              | 816         | 7,861                   | 2,414                 |
| In Labor Force  | 360,213            | 109,124     | 509,380                 | 133,897               |
| Total   | 556,679            | 176,367     | 766,360                 | 210,113               |
| In Armed Forces   | 1.0%               | 0.5%        | 1.0%                    | 1.1%                  |
| % Employment (includes In Armed Forces)                 | 89.1%              | 88.0%       | 89.7%                   | 87.6%                 |
| % Unemployment (includes In Armed Forces)               | 9.3%               | 11.2%       | 8.8%                    | 10.6%                 |
| Employed  | 320,809            | 96,051      | 456,790                 | 117,344               |
| Not in labor force                                      | 196,466            | 67,242      | 256,980                 | 76,216                |
| Unemployed  | 33,609             | 12,257      | 44,730                  | 14,139                |
| Landscape - Lifestyle Segmentation Household Population |                    |             |                         |                       |
| Category A - Crème de la Crème                          | 9.2%               | 1.6%        | 8.2%                    | 1.4%                  |
| Category B - Urban Cliff Climbers                       | 13.6%              | 24.5%       | 19.6%                   | 29.1%                 |
| Category C - Urban Cliff Dwellers                       | 9.1%               | 10.8%       | 7.5%                    | 13.3%                 |
| Category D - Seasoned Urban Dwellers                    | 3.0%               | 5.0%        | 2.3%                    | 4.2%                  |
| Category E - Thriving Alone                             | 1.2%               | 0.0%        | 1.2%                    | 0.3%                  |
| Category F - Going It Alone                             | 6.9%               | 4.2%        | 6.1%                    | 2.6%                  |
| Category G - Struggling Alone                           | 7.9%               | 10.8%       | 6.3%                    | 9.3%                  |
| Category H - Single in the Suburbs                      | 11.7%              | 12.3%       | 10.6%                   | 11.3%                 |
| Category I - Married in the Suburbs                     | 11.2%              | 12.4%       | 15.1%                   | 13.4%                 |
| Category J - Retired in the Suburbs                     | 7.3%               | 6.3%        | 7.9%                    | 4.7%                  |
| Category K - Living With Nature                         | 3.3%               | 0.2%        | 3.0%                    | 0.0%                  |
| Category L - Working With Nature                        | 3.0%               | 0.8%        | 2.5%                    | 0.3%                  |
| Category M - Harlem Gateway                             | 6.8%               | 0.0%        | 4.9%                    | 1.3%                  |
| Category N - Espaniola                                  | 3.3%               | 9.4%        | 2.4%                    | 7.3%                  |
| Category O - Specialties                                | 2.5%               | 1.7%        | 2.3%                    | 1.5%                  |
| Urban Cliff Climbers and Dwellers                       | 22.8%              | 35.4%       | 27.1%                   | 42.4%                 |

Source: Alteryx, Inc. and PopStats;  
Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.

Exhibit G.14  
Demographic Comparisons - Trade Areas

|   | Oklahoma<br>County | 7 Mile Ring | Effective Trade<br>Area | Primary Trade<br>Area |
|---|--------------------|-------------|-------------------------|-----------------------|
| Weekly Per Capita Consumer Expenditures |                    |             |                         |                       |
| Apparel and Services                    | \$13.68            | \$13.07     | \$13.72                 | \$13.16               |
| Entertainment                           | \$17.75            | \$16.85     | \$17.82                 | \$17.02               |
| Health Care                             | \$21.14            | \$20.68     | \$21.10                 | \$20.81               |
| Market Basket                           | \$39.68            | \$39.05     | \$39.50                 | \$39.00               |
| Transportation                          | \$62.95            | \$60.85     | \$63.64                 | \$61.59               |
| Annual Per Capita Consumer Expenditures |                    |             |                         |                       |
| Apparel and Services                    | \$711              | \$680       | \$713                   | \$684                 |
| Entertainment                           | \$923              | \$876       | \$927                   | \$885                 |
| Health Care                             | \$1,099            | \$1,075     | \$1,097                 | \$1,082               |
| Market Basket                           | \$2,063            | \$2,031     | \$2,054                 | \$2,028               |
| Transportation                          | \$3,273            | \$3,164     | \$3,309                 | \$3,203               |
| Annual Expenditure Capture Rate         |                    |             |                         |                       |
| Apparel and Services                    | 2.7%               | 3.3%        | 2.7%                    | 3.2%                  |
| Entertainment                           | 3.5%               | 4.2%        | 3.5%                    | 4.2%                  |
| Health Care                             | 4.2%               | 5.1%        | 4.1%                    | 5.1%                  |
| Market Basket                           | 7.8%               | 9.7%        | 7.7%                    | 9.5%                  |
| Transportation                          | 12.4%              | 15.1%       | 12.4%                   | 15.0%                 |

Source: Alteryx, Inc. and PopStats;  
Analysis by LandUse|USA in collaboration with Leigh|Fisher; August 2010.

Exhibit G.15  
Annual Average Daily Traffic  
Oklahoma City - 2008

Source:  
State of Oklahoma  
Department of Transportation

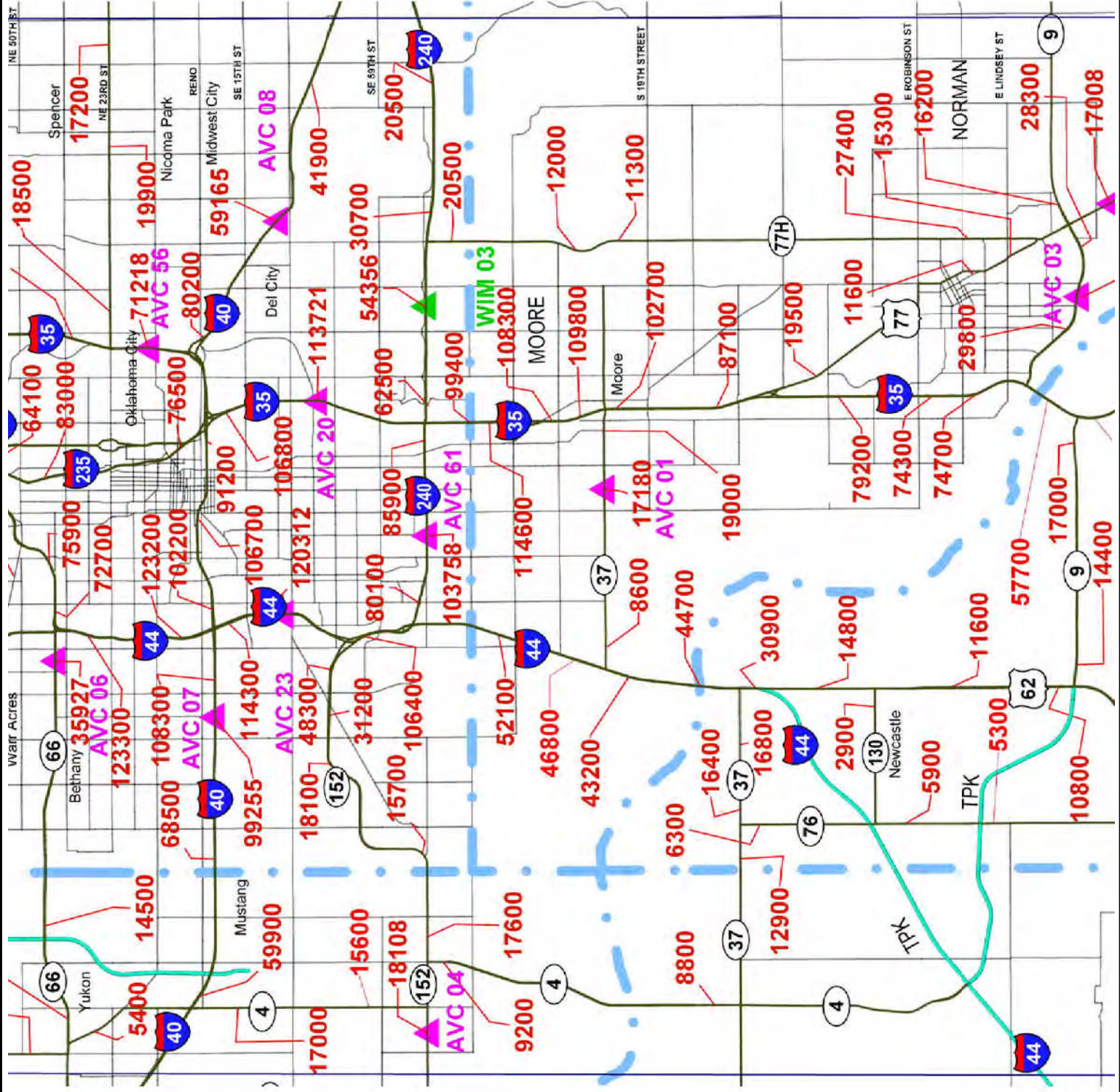
Prepared by:



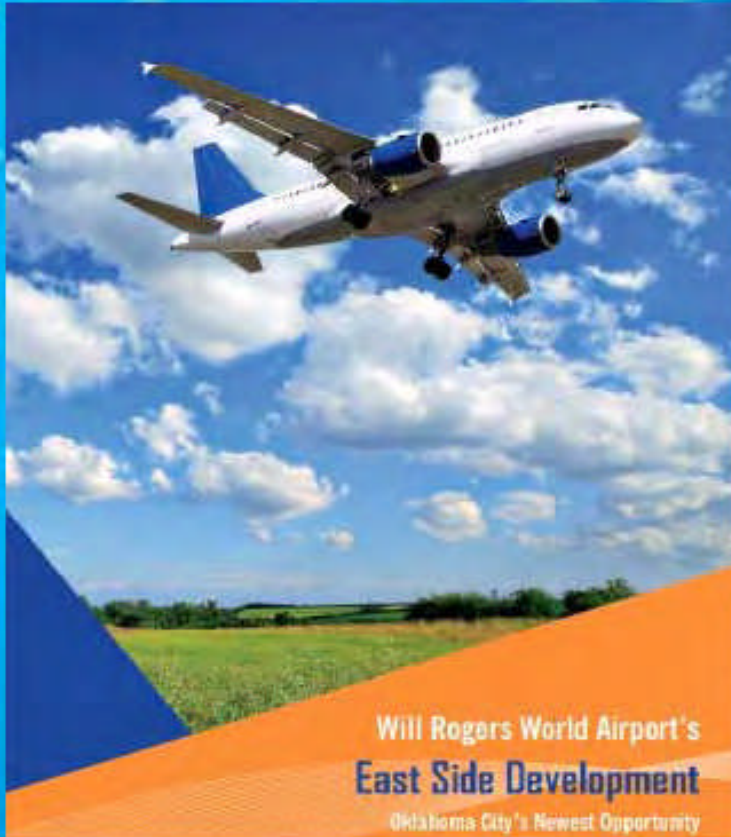
**In Collaboration with:**

**Leigh** | Fisher  
Management Consulting

August 2010







## Appendix H.

### NAICS Categories

Prepared by:



In collaboration with:

**Leigh|Fisher**  
Management Consultants

Exhibit H.01

Reference for NAICS-2 Categories

| NAICS | Included Categories   |
|-------|---|
| 31    | Manufacturing (Food, Beverage, Textile, Apparel)                                |
| 32    | Manufacturing (Printing, Chemical, Plastic)                                     |
| 33    | Manufacturing (Computer, Electronic, Electrical, Appliance, Furniture)          |
| 42    | Wholesale Trade (Durable, Nondurable Goods, Electronic Markets)                 |
| 44    | Retail Trade (Hardlines, Home Improvement, Food, Health Care, Clothing)         |
| 45    | Retail Trade (Sporting Goods, Hobby, Books, Music, General Merchandise)         |
| 48    | Transportation and Warehousing (Air, Rail, Water, Truck, Pipeline)              |
| 49    | Transportation and Warehousing (Postal, Courier, Storage)                       |
| 51    | Information (Publishing, Recording, Broadcasting, Telecomm., Internet)          |
| 52    | Finance and Insurance (Central Bank, Credit, Commodities, Financial, Insurance) |
| 53    | Real Estate and Rental and Leasing, Lessors                                     |
| 54    | Professional, Scientific, and Technical Services                                |
| 55    | Management of Companies and Enterprises   |
| 56    | Administrative and Support and Waste Management, Remediation                    |
| 61    | Educational Services  |
| 62    | Health Care and Social Assistance   |
| 71    | Museums, Historical Sites, and Similar Institutions                             |
| 72    | Accommodation and Food Services   |
| 81    | Services (Repair, Maintenance, Personal, Laundry)                               |
| 92    | Public Administration (Space Research, Technology, Nat'l Security)              |

Source: Alteryx, Inc. and PopStats; Provided by LandUse|USA in collaboration with Leigh|Fisher; August 2010.

Exhibit H.02

Reference for Analyzed NAICS-3 Categories

| NAICS-3 | Included Categories  |
|---------|--|
| 31      | Manufacturing  |
| 311     | Food Manufacturing   |
| 312     | Beverage and Tobacco Product Manufacturing                   |
| 313     | Textile Mills  |
| 314     | Textile Product Mills  |
| 315     | Apparel Manufacturing  |
| 316     | Leather and Allied Product Manufacturing                     |
| 32      | Manufacturing  |
| 323     | Printing and Related Support Activities                      |
| 325     | Chemical Manufacturing                                       |
| 326     | Plastics and Rubber Products Manufacturing                   |
| 33      | Manufacturing  |
| 334     | Computer and Electronic Product Manufacturing                |
| 335     | Electrical Equipment, Appliance, and Component Manufacturing |
| 337     | Furniture and Related Product Manufacturing                  |
| 339     | Miscellaneous Manufacturing                                  |
| 42      | Wholesale Trade  |
| 423     | Merchant Wholesalers, Durable Goods                          |
| 424     | Merchant Wholesalers, Nondurable Goods                       |
| 425     | Wholesale Electronic Markets and Agents and Brokers          |
| 44      | Retail Trade   |
| 441     | Motor Vehicle and Parts Dealers                              |
| 442     | Furniture and Home Furnishings Stores                        |
| 443     | Electronics and Appliance Stores                             |
| 444     | Building Material and Garden Equipment and Supplies Dealers  |
| 445     | Food and Beverage Stores                                     |
| 446     | Health and Personal Care Stores                              |
| 447     | Gasoline Stations  |
| 448     | Clothing and Clothing Accessories Stores                     |
| 45      | Retail Trade   |
| 451     | Sporting Goods, Hobby, Book, and Music Stores                |
| 452     | General Merchandise Stores                                   |
| 453     | Miscellaneous Store Retailers                                |
| 454     | Nonstore Retailers   |
| 48      | Transportation and Warehousing                               |
| 481     | Air Transportation   |
| 482     | Rail Transportation  |
| 483     | Water Transportation   |
| 484     | Truck Transportation   |
| 485     | Transit and Ground Passenger Transportation                  |
| 486     | Pipeline Transportation                                      |
| 487     | Scenic and Sightseeing Transportation                        |
| 488     | Support Activities for Transportation                        |
| 49      | Transportation and Warehousing                               |
| 491     | Postal Service   |
| 492     | Couriers and Messengers                                      |
| 493     | Warehousing and Storage                                      |



Exhibit H.03

Reference for Analyzed NAICS-3 Categories

| NAICS-3 | Included Categories   |
|---------|---|
| 51      | Information   |
| 511     | Publishing Industries (except Internet)   |
| 512     | Motion Picture and Sound Recording Industries   |
| 515     | Broadcasting (except Internet)  |
| 516     | Internet Publishing and Broadcasting  |
| 517     | Telecommunications  |
| 518     | Internet Service Providers, Web Search Portals, and Data Processing Services            |
| 519     | Other Information Services  |
| 52      | Finance and Insurance   |
| 521     | Monetary Authorities - Central Bank   |
| 522     | Credit Intermediation and Related Activities  |
| 523     | Securities, Commodity Contracts, and Other Financial Investments and Related Activities |
| 524     | Insurance Carriers and Related Activities   |
| 525     | Funds, Trusts, and Other Financial Vehicles   |
| 53      | Real Estate and Rental and Leasing  |
| 531     | Real Estate   |
| 532     | Rental and Leasing Services   |
| 533     | Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)                    |
| 54      | Professional, Scientific, and Technical Services  |
| 541     | Professional, Scientific, and Technical Services  |
| 55      | Management of Companies and Enterprises   |
| 551     | Management of Companies and Enterprises   |
| 56      | Administrative and Support and Waste Management and Remediation Services                |
| 561     | Administrative and Support Services   |
| 562     | Waste Management and Remediation Services   |
| 61      | Educational Services  |
| 611     | Educational Services  |
| 62      | Health Care and Social Assistance   |
| 71      | Arts, Entertainment, and Recreation   |
| 712     | Museums, Historical Sites, and Similar Institutions                                     |
| 72      | Accommodation and Food Services   |
| 721     | Accommodation   |
| 722     | Food Services and Drinking Places   |
| 81      | Other Services (except Public Administration)   |
| 811     | Repair and Maintenance  |
| 812     | Personal and Laundry Services   |
| 92      | Public Administration   |
| 927     | Space Research and Technology   |
| 928     | National Security and International Affairs   |

Exhibit H.04

Reference for Excluded NAICS-3 Categories

| NAICS-3 | Excluded Categories   |
|---------|---|
| 11      | Agriculture, Forestry, Fishing and Hunting                                    |
| 21      | Mining  |
| 22      | Utilities   |
| 23      | Construction  |
| 31      | Manufacturing   |
| 321     | Wood Product Manufacturing  |
| 322     | Paper Manufacturing   |
| 324     | Petroleum and Coal Products Manufacturing                                     |
| 327     | Nonmetallic Mineral Product Manufacturing                                     |
| 33      | Manufacturing   |
| 331     | Primary Metal Manufacturing   |
| 332     | Fabricated Metal Product Manufacturing  |
| 333     | Machinery Manufacturing   |
| 336     | Transportation Equipment Manufacturing  |
| 71      | Arts, Entertainment, and Recreation   |
| 711     | Performing Arts, Spectator Sports, and Related Industries                     |
| 713     | Amusement, Gambling, and Recreation Industries                                |
| 81      | Other Services (except Public Administration)                                 |
| 813     | Religious, Grantmaking, Civic, Professional, and Similar Organizations        |
| 814     | Private Households  |
| 92      | Public Administration   |
| 921     | Executive, Legislative, and Other General Government Support                  |
| 922     | Justice, Public Order, and Safety Activities                                  |
| 923     | Administration of Human Resource Programs                                     |
| 924     | Administration of Environmental Quality Programs                              |
| 925     | Administration of Housing Programs, Urban Planning, and Community Development |
| 926     | Administration of Economic Programs   |

Source: Alteryx, Inc. and PopStats; Provided by LandUse|USA in collaboration with Leigh|Fisher; August 2010.

Exhibit H.05

Reference for NAICS-4 Categories

NAICS-4 All Categories

|      |  |
|------|--|
| 31   | Manufacturing (Food, Beverage, Textile, Apparel)                                     |
| 3111 | Animal Food Manufacturing  |
| 3112 | Grain and Oilseed Milling  |
| 3113 | Sugar and Confectionery Product Manufacturing  |
| 3114 | Fruit and Vegetable Preserving and Specialty Food Manufacturing                      |
| 3115 | Dairy Product Manufacturing  |
| 3116 | Animal Slaughtering and Processing   |
| 3117 | Seafood Product Preparation and Packaging  |
| 3118 | Bakeries and Tortilla Manufacturing  |
| 3119 | Other Food Manufacturing   |
| 3121 | Beverage Manufacturing   |
| 3122 | Tobacco Manufacturing  |
| 3131 | Fiber, Yarn, and Thread Mills  |
| 3132 | Fabric Mills   |
| 3133 | Textile and Fabric Finishing and Fabric Coating Mills                                |
| 3141 | Textile Furnishings Mills  |
| 3149 | Other Textile Product Mills  |
| 3151 | Apparel Knitting Mills   |
| 3152 | Cut and Sew Apparel Manufacturing  |
| 3159 | Apparel Accessories and Other Apparel Manufacturing                                  |
| 3161 | Leather and Hide Tanning and Finishing   |
| 3162 | Footwear Manufacturing   |
| 3169 | Other Leather and Allied Product Manufacturing                                       |
| 32   | Manufacturing (Printing, Chemical, Plastic)  |
| 3211 | Sawmills and Wood Preservation   |
| 3212 | Veneer, Plywood, and Engineered Wood Product Manufacturing                           |
| 3219 | Other Wood Product Manufacturing   |
| 3221 | Pulp, Paper, and Paperboard Mills  |
| 3222 | Converted Paper Product Manufacturing  |
| 3231 | Printing and Related Support Activities  |
| 3241 | Petroleum and Coal Products Manufacturing  |
| 3251 | Basic Chemical Manufacturing   |
| 3252 | Resin, Synthetic Rubber, and Artificial Synthetic Fibers and Filaments Manufacturing |
| 3253 | Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing                 |
| 3254 | Pharmaceutical and Medicine Manufacturing  |
| 3255 | Paint, Coating, and Adhesive Manufacturing   |
| 3256 | Soap, Cleaning Compound, and Toilet Preparation Manufacturing                        |
| 3259 | Other Chemical Product and Preparation Manufacturing                                 |
| 3261 | Plastics Product Manufacturing   |
| 3262 | Rubber Product Manufacturing   |
| 3271 | Clay Product and Refractory Manufacturing  |
| 3272 | Glass and Glass Product Manufacturing  |
| 3273 | Cement and Concrete Product Manufacturing  |
| 3274 | Lime and Gypsum Product Manufacturing  |
| 3279 | Other Nonmetallic Mineral Product Manufacturing                                      |

Exhibit H.06

Reference for NAICS-4 Categories

| NAICS-4 | All Categories   |
|---------|--|
| 33      | Manufacturing (Computer, Electronic, Electrical, Appliance, Furniture)                       |
| 3311    | Iron and Steel Mills and Ferroalloy Manufacturing  |
| 3312    | Steel Product Manufacturing from Purchased Steel   |
| 3313    | Alumina and Aluminum Production and Processing   |
| 3314    | Nonferrous Metal (except Aluminum) Production and Processing                                 |
| 3315    | Foundries  |
| 3321    | Forging and Stamping   |
| 3322    | Cutlery and Handtool Manufacturing   |
| 3323    | Architectural and Structural Metals Manufacturing  |
| 3324    | Boiler, Tank, and Shipping Container Manufacturing   |
| 3325    | Hardware Manufacturing   |
| 3326    | Spring and Wire Product Manufacturing  |
| 3327    | Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing                        |
| 3328    | Coating, Engraving, Heat Treating, and Allied Activities                                     |
| 3329    | Other Fabricated Metal Product Manufacturing   |
| 3331    | Agriculture, Construction, and Mining Machinery Manufacturing                                |
| 3332    | Industrial Machinery Manufacturing   |
| 3333    | Commercial and Service Industry Machinery Manufacturing                                      |
| 3334    | Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing |
| 3335    | Metalworking Machinery Manufacturing   |
| 3336    | Engine, Turbine, and Power Transmission Equipment Manufacturing                              |
| 3339    | Other General Purpose Machinery Manufacturing  |
| 3341    | Computer and Peripheral Equipment Manufacturing  |
| 3342    | Communications Equipment Manufacturing   |
| 3343    | Audio and Video Equipment Manufacturing  |
| 3344    | Semiconductor and Other Electronic Component Manufacturing                                   |
| 3345    | Navigational, Measuring, Electromedical, and Control Instruments Manufacturing               |
| 3346    | Manufacturing and Reproducing Magnetic and Optical Media                                     |
| 3351    | Electric Lighting Equipment Manufacturing  |
| 3352    | Household Appliance Manufacturing  |
| 3353    | Electrical Equipment Manufacturing   |
| 3359    | Other Electrical Equipment and Component Manufacturing                                       |
| 3361    | Motor Vehicle Manufacturing  |
| 3362    | Motor Vehicle Body and Trailer Manufacturing   |
| 3363    | Motor Vehicle Parts Manufacturing  |
| 3364    | Aerospace Product and Parts Manufacturing  |
| 3365    | Railroad Rolling Stock Manufacturing   |
| 3366    | Ship and Boat Building   |
| 3369    | Other Transportation Equipment Manufacturing   |
| 3371    | Household and Institutional Furniture and Kitchen Cabinet Manufacturing                      |
| 3372    | Office Furniture (including Fixtures) Manufacturing  |
| 3379    | Other Furniture Related Product Manufacturing  |
| 3391    | Medical Equipment and Supplies Manufacturing   |
| 3399    | Other Miscellaneous Manufacturing  |

Exhibit H.07

Reference for NAICS-4 Categories

| NAICS-4 | All Categories   |
|---------|--|
| 42      | Wholesale Trade (Durable, Nondurable Goods, Electronic Markets)                |
| 4231    | Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers        |
| 4232    | Furniture and Home Furnishing Merchant Wholesalers                             |
| 4233    | Lumber and Other Construction Materials Merchant Wholesalers                   |
| 4234    | Professional and Commercial Equipment and Supplies Merchant Wholesalers        |
| 4235    | Metal and Mineral (except Petroleum) Merchant Wholesalers                      |
| 4236    | Electrical and Electronic Goods Merchant Wholesalers                           |
| 4237    | Hardware, and Plumbing and Heating Equipment and Supplies Merchant Wholesalers |
| 4238    | Machinery, Equipment, and Supplies Merchant Wholesalers                        |
| 4239    | Miscellaneous Durable Goods Merchant Wholesalers                               |
| 4241    | Paper and Paper Product Merchant Wholesalers                                   |
| 4242    | Drugs and Druggists' Sundries Merchant Wholesalers                             |
| 4243    | Apparel, Piece Goods, and Notions Merchant Wholesalers                         |
| 4244    | Grocery and Related Product Wholesalers  |
| 4245    | Farm Product Raw Material Merchant Wholesalers                                 |
| 4246    | Chemical and Allied Products Merchant Wholesalers                              |
| 4247    | Petroleum and Petroleum Products Merchant Wholesalers                          |
| 4248    | Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers              |
| 4249    | Miscellaneous Nondurable Goods Merchant Wholesalers                            |
| 4251    | Wholesale Electronic Markets and Agents and Brokers                            |
| 44      | Retail Trade (Hardlines, Home Improvement, Food, Health Care, Clothing)        |
| 4411    | Automobile Dealers   |
| 4412    | Other Motor Vehicle Dealers  |
| 4413    | Automotive Parts, Accessories, and Tire Stores                                 |
| 4421    | Furniture Stores   |
| 4422    | Home Furnishings Stores  |
| 4431    | Electronics and Appliance Stores   |
| 4441    | Building Material and Supplies Dealers   |
| 4442    | Lawn and Garden Equipment and Supplies Stores                                  |
| 4451    | Grocery Stores   |
| 4452    | Specialty Food Stores  |
| 4453    | Beer, Wine, and Liquor Stores  |
| 4461    | Health and Personal Care Stores  |
| 4471    | Gasoline Stations  |
| 4481    | Clothing Stores  |
| 4482    | Shoe Stores  |
| 4483    | Jewelry, Luggage, and Leather Goods Stores                                     |
| 45      | Retail Trade (Sporting Goods, Hobby, Books, Music, General Merchandise)        |
| 4511    | Sporting Goods, Hobby, and Musical Instrument Stores                           |
| 4512    | Book, Periodical, and Music Stores   |
| 4521    | Department Stores  |
| 4529    | Other General Merchandise Stores   |
| 4531    | Florists   |
| 4532    | Office Supplies, Stationery, and Gift Stores                                   |
| 4533    | Used Merchandise Stores  |
| 4539    | Other Miscellaneous Store Retailers  |
| 4541    | Electronic Shopping and Mail-Order Houses                                      |
| 4542    | Vending Machine Operators  |
| 4543    | Direct Selling Establishments  |

Exhibit H.08

Reference for NAICS-4 Categories

|      |   |
|------|---|
| 51   | Information (Publishing, Recording, Broadcasting, Telecomm., Internet)          |
| 5111 | Newspaper, Periodical, Book, and Directory Publishers                           |
| 5112 | Software Publishers   |
| 5121 | Motion Picture and Video Industries   |
| 5122 | Sound Recording Industries  |
| 5151 | Radio and Television Broadcasting   |
| 5152 | Cable and Other Subscription Programming  |
| 5161 | Internet Publishing and Broadcasting  |
| 5171 | Wired Telecommunications Carriers   |
| 5172 | Wireless Telecommunications Carriers (except Satellite)                         |
| 5173 | Telecommunications Resellers  |
| 5174 | Satellite Telecommunications  |
| 5175 | Cable and Other Program Distribution  |
| 5179 | Other Telecommunications  |
| 5181 | Internet Service Providers and Web Search Portals                               |
| 5182 | Data Processing, Hosting, and Related Services                                  |
| 5191 | Other Information Services  |
| 52   | Finance and Insurance (Central Bank, Credit, Commodities, Financial, Insurance) |
| 5211 | Monetary Authorities - Central Bank   |
| 5221 | Depository Credit Intermediation  |
| 5222 | Nondepository Credit Intermediation   |
| 5223 | Activities Related to Credit Intermediation                                     |
| 5231 | Securities and Commodity Contracts Intermediation and Brokerage                 |
| 5232 | Securities and Commodity Exchanges  |
| 5239 | Other Financial Investment Activities   |
| 5241 | Insurance Carriers  |
| 5242 | Agencies, Brokerages, and Other Insurance Related Activities                    |
| 5251 | Insurance and Employee Benefit Funds  |
| 5259 | Other Investment Pools and Funds  |
| 53   | Real Estate and Rental and Leasing, Lessors                                     |
| 5311 | Lessors of Real Estate  |
| 5312 | Offices of Real Estate Agents and Brokers                                       |
| 5313 | Activities Related to Real Estate   |
| 5321 | Automotive Equipment Rental and Leasing   |
| 5322 | Consumer Goods Rental   |
| 5323 | General Rental Centers  |
| 5324 | Commercial and Industrial Machinery and Equipment Rental and Leasing            |
| 5331 | Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)            |
| 54   | Professional, Scientific, and Technical Services                                |
| 5411 | Legal Services  |
| 5412 | Accounting, Tax Preparation, Bookkeeping, and Payroll Services                  |
| 5413 | Architectural, Engineering, and Related Services                                |
| 5414 | Specialized Design Services   |
| 5415 | Computer Systems Design and Related Services                                    |
| 5416 | Management, Scientific, and Technical Consulting Services                       |
| 5417 | Scientific Research and Development Services                                    |
| 5418 | Advertising and Related Services  |
| 5419 | Other Professional, Scientific, and Technical Services                          |

Exhibit H.09

Reference for NAICS-4 Categories

| NAICS-4 | All Categories   |
|---------|--|
| 55      | Management of Companies and Enterprises                                      |
| 5511    | Management of Companies and Enterprises                                      |
| 56      | Administrative and Support and Waste Management, Remediation                 |
| 5611    | Office Administrative Services   |
| 5612    | Facilities Support Services  |
| 5613    | Employment Services  |
| 5614    | Business Support Services  |
| 5615    | Travel Arrangement and Reservation Services                                  |
| 5616    | Investigation and Security Services  |
| 5617    | Services to Buildings and Dwellings  |
| 5619    | Other Support Services   |
| 5621    | Waste Collection   |
| 5622    | Waste Treatment and Disposal   |
| 5629    | Remediation and Other Waste Management Services                              |
| 61      | Educational Services   |
| 6111    | Elementary and Secondary Schools   |
| 6112    | Junior Colleges  |
| 6113    | Colleges, Universities, and Professional Schools                             |
| 6114    | Business Schools and Computer and Management Training                        |
| 6115    | Technical and Trade Schools  |
| 6116    | Other Schools and Instruction  |
| 6117    | Educational Support Services   |
| 62      | Health Care and Social Assistance  |
| 6211    | Offices of Physicians  |
| 6212    | Offices of Dentists  |
| 6213    | Offices of Other Health Practitioners  |
| 6214    | Outpatient Care Centers  |
| 6215    | Medical and Diagnostic Laboratories  |
| 6216    | Home Health Care Services  |
| 6219    | Other Ambulatory Health Care Services  |
| 6221    | General Medical and Surgical Hospitals                                       |
| 6222    | Psychiatric and Substance Abuse Hospitals                                    |
| 6223    | Specialty (except Psychiatric and Substance Abuse) Hospitals                 |
| 6231    | Nursing Care Facilities  |
| 6232    | Residential Mental Retardation, Mental Health and Substance Abuse Facilities |
| 6233    | Community Care Facilities for the Elderly                                    |
| 6239    | Other Residential Care Facilities  |
| 6241    | Individual and Family Services   |
| 6242    | Community Food and Housing, and Emergency and Other Relief Services          |
| 6243    | Vocational Rehabilitation Services   |
| 6244    | Child Day Care Services  |



Exhibit H.10

Reference for NAICS-4 Categories

| NAICS-4 | All Categories  |
|---------|---|
| 71      | Museums, Historical Sites, and Similar Institutions                                       |
| 7111    | Performing Arts Companies   |
| 7112    | Spectator Sports  |
| 7113    | Promoters of Performing Arts, Sports, and Similar Events                                  |
| 7114    | Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures         |
| 7115    | Independent Artists, Writers, and Performers  |
| 7121    | Museums, Historical Sites, and Similar Institutions                                       |
| 7131    | Amusement Parks and Arcades   |
| 7132    | Gambling Industries   |
| 7139    | Other Amusement and Recreation Industries   |
| 72      | Accommodation and Food Services   |
| 7211    | Traveler Accommodation  |
| 7212    | RV (Recreational Vehicle) Parks and Recreational Camps                                    |
| 7213    | Rooming and Boarding Houses   |
| 7221    | Full-Service Restaurants  |
| 7222    | Limited-Service Eating Places   |
| 7223    | Special Food Services   |
| 7224    | Drinking Places (Alcoholic Beverages)   |
| 81      | Services (Repair, Maintenance, Personal, Laundry)   |
| 8111    | Automotive Repair and Maintenance   |
| 8112    | Electronic and Precision Equipment Repair and Maintenance                                 |
| 8113    | Commercial, Industrial Machinery, Equipment (except Auto, Electronic) Repair, Maintenance |
| 8114    | Personal and Household Goods Repair and Maintenance                                       |
| 8121    | Personal Care Services  |
| 8122    | Death Care Services   |
| 8123    | Drycleaning and Laundry Services  |
| 8129    | Other Personal Services   |
| 8131    | Religious Organizations   |
| 8132    | Grantmaking and Giving Services   |
| 8133    | Social Advocacy Organizations   |
| 8134    | Civic and Social Organizations  |
| 8139    | Business, Professional, Labor, Political, and Similar Organizations                       |
| 8141    | Private Households  |
| 92      | Public Administration (Space Research, Technology, Nat'l Security)                        |
| 9211    | Executive, Legislative, and Other General Government Support                              |
| 9221    | Justice, Public Order, and Safety Activities  |
| 9231    | Administration of Human Resource Programs   |
| 9241    | Administration of Environmental Quality Programs  |
| 9251    | Administration of Housing Programs, Urban Planning, and Community Development             |
| 9261    | Administration of Economic Programs   |
| 9271    | Space Research and Technology   |
| 9281    | National Security and International Affairs   |