



RETAIL DEVELOPMENT

# Why Retail Development?

- ▶ **Increase Sales Tax** for operations of City
- ▶ **Draws in shoppers** from surrounding communities to spend money in town at local businesses
- ▶ **Quality of Life** to bring in new business and employees

# What are retailers looking for?

(Info gathered at ICSC Shows and Deal Making sessions)

- **POPULATION** for City, County and Extended Market
  - Each retailer has a spec sheet of requirements
- **AVERAGE HOUSEHOLD INCOME** for each market
- **AVERAGE AGE** for each market
- **AVERAGE HOME VALUE** for each market
- **HIGHER EDUCATION OPPORTUNITIES**
- **QUALITY OF LIFE:** Parks, trails, amenities, attractions and entertainment
- **POTENTIAL SITES** with current traffic counts
- **TRANSPORTATION** access to highways, rail, etc.
- **INCENTIVES**

An American Original™

# GUYMON, OKLAHOMA

Arts - Community - Culture - Hospitality - Industry

**Proximity/Location:**

Guymon is the rural shopping hub in the heart of the 600 sq. mile Oklahoma Panhandle and is the Texas County seat.



Easy distribution routes from other cities with retail outlets



Extended Market  
Population estimated at 38,322

**Population:**

City Limits	= 14,016
County	= 24,000
Extended Market (Rural Shopping Hub)	= 38,835

**Demographics Extended Market:**

Average Household Income	= \$58,500
Average Age	= 32
Average Home Cost	= \$92,000

**Higher Education:**

OPSU - 4 yr University ten miles away  
High Plains Tech two hours away

**Quality of Life:**

Parks	= 13
Tennis Courts	= 11
Swimming Pools	= 2
Skateboard Park	= 1
18-Hole Golf Course	= 1

Walking trails, skating rink, YMCA, Sunset Lake with trail, paddle boats, fishing and train, numerous baseball, football and soccer fields, shooting range, racquetball, rodeo arena, state of the art 8-screen movie theatre. Several art galleries and Community Theatre. Wildlife hunting and viewing.

[www.guymonok.org](http://www.guymonok.org)

## Transportation and Shipping:

**Air Transportation** - Guymon has an airport with 5,890 ft. paved runway, lighting, fueling, and brand new terminal. Liberal, Kansas, 40 miles to the northeast has a regional airport and the nearest large commercial airport is in Amarillo, TX, 100 miles to the southwest of Guymon.

**Rail System** - Available throughout the day via the Union Pacific Railroad

**Road System** - Guymon is located at the intersections of US Hwy 54, US Hwy 64, Hwy 3, Hwy 412 and Hwy 136. I-40 is the nearest interstate 100 miles to the south.

**Water Transport** - The nearest water port is the Port of Catoosa, 353 miles to the east of Guymon.

**Shipping** - is available daily via UPS, Federal Express and Beaver Express.

## POTENTIAL RETAIL SITES AVAILABLE:



**Corner of Hwy 64 and 24th Street**  
Averages over 145,000 cars per week



**Corner of Hwy 64 & 12th Street**  
Averages over 18,000 cars per day



**Corner of Hwy 64 (Main Street) & Hwy 54**  
Averages over 20,000 cars per day



**Corner of Hwy 64 & 14th Street**  
Averages over 15,000 cars per day

**Ted Graham**  
City Manager  
219 NW 4th St.  
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(580) 338-0137



**Vicki Ayres-McCune**  
Community Dev. Dir.  
802 NE 6th Street  
Guymon, OK 73942  
(580) 338-5838

**The City of Guymon is ready to help you with your retail development.  
Depending on properties and assessments, incentives may be available!**

## Contacts working with for our demographics:

- ▶ Applebee's
- ▶ Brown Shoe Company
- ▶ Cato's
- ▶ CVS Pharmacy
- ▶ Dollar Tree
- ▶ Game Stop
- ▶ Hibbett Sports
- ▶ Home Depot
- ▶ Maurice's
- ▶ Petsense
- ▶ Sally Beauty Supply
- ▶ Shoe Show
- ▶ Walgreens

# Contact Information:

- ▶ **ICSC** (International Council of Shopping Centers)
  - **Member Relations/Information Center**
  - **(646) 728-3800, opt. 1 for information**
    - [www.icsc.org](http://www.icsc.org)
  
- ▶ **Ted Graham, Guymon City Manager**
  - [citymgr@guymonok.org](mailto:citymgr@guymonok.org)
  - **(580) 338-0137**
  - [www.guymonok.org](http://www.guymonok.org)