
2016

Owasso Economic Review and Outlook

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REGIONTRACK
Regional Economic Forecasting and Analysis

Owasso's Expansion Continues, Faces Headwinds

Summary:

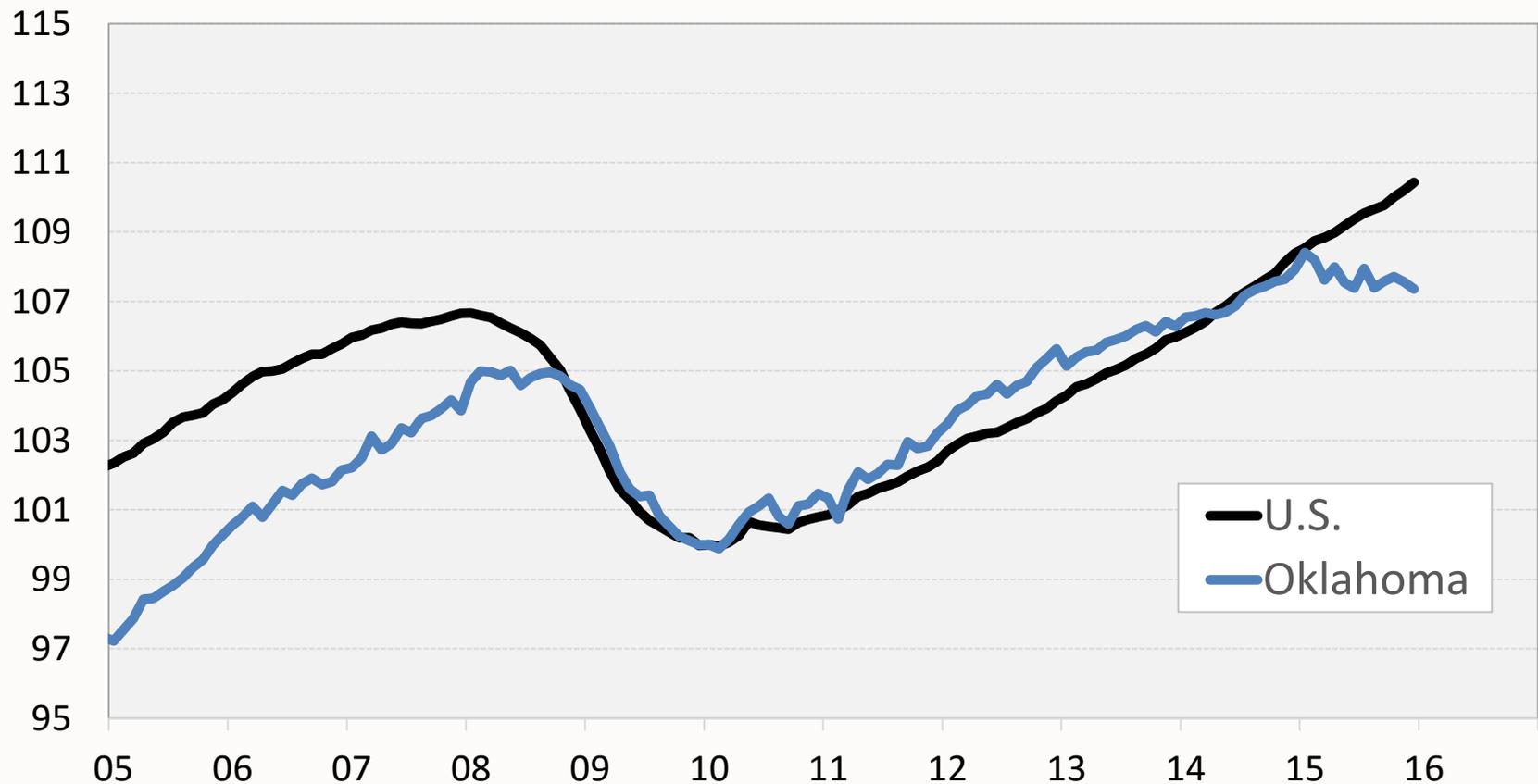
1. Much of the state entered recession in early 2015
2. Owasso continues to expand but is slowing
3. Key local economic fundamentals remain stable
 - Retail sales growth remains strong
 - In-migration continues
 - Housing maintains steady growth
 - Macy's logistics center online
4. In 2016, Owasso should: grow further, at a slower pace, and outperform both the Tulsa region and the state

State job growth collapsed in Jan. 2015

OKC stronger than Tulsa

Wage & Salary Employment

Index: Jan-2010=100.0

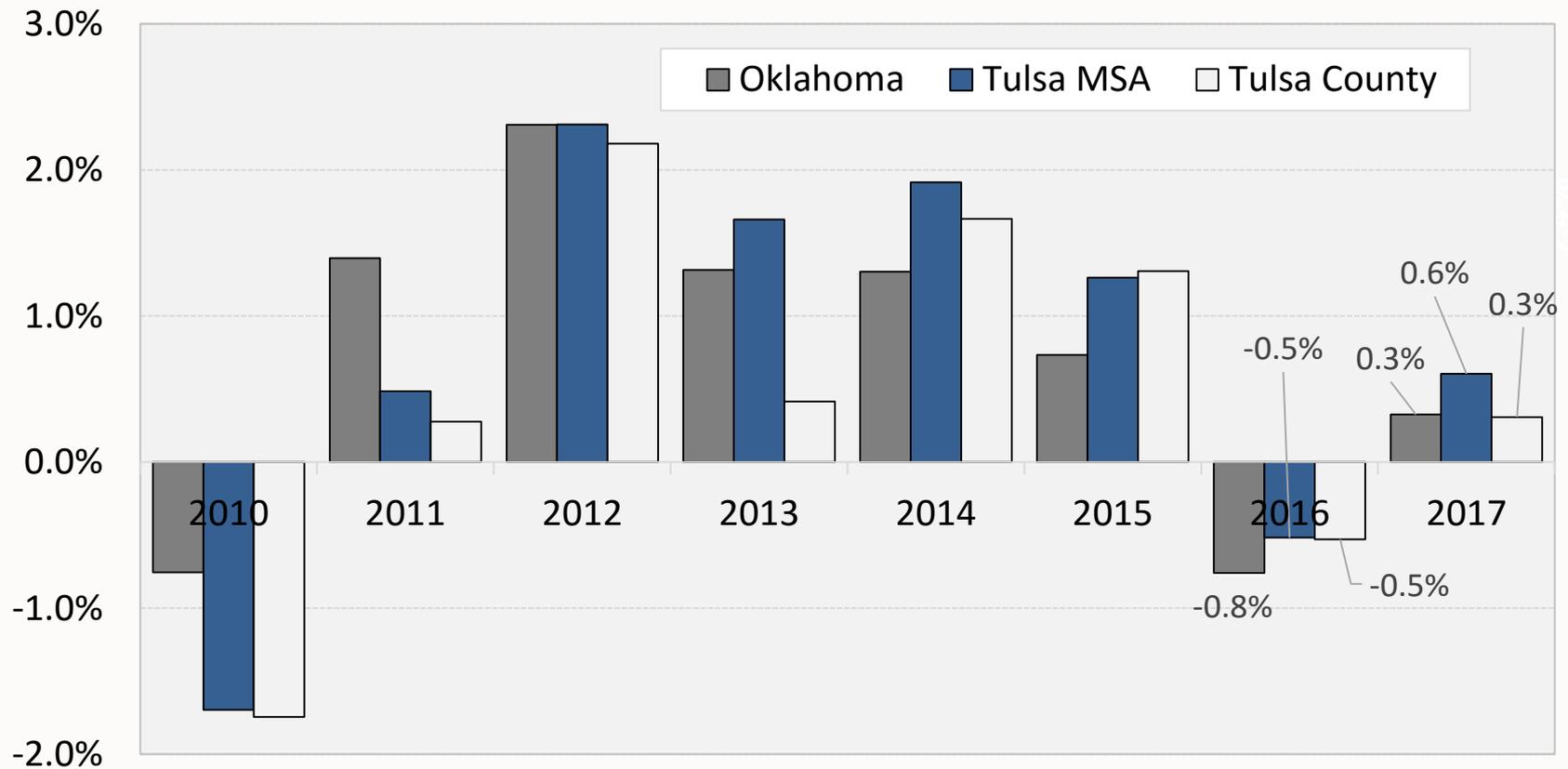


Source: Bureau of Labor Statistics and RegionTrack

Expect hiring weakness through 3rd qtr. 2016

enter moderate recovery in 4th quarter of 2016

Wage & Salary Employment Growth

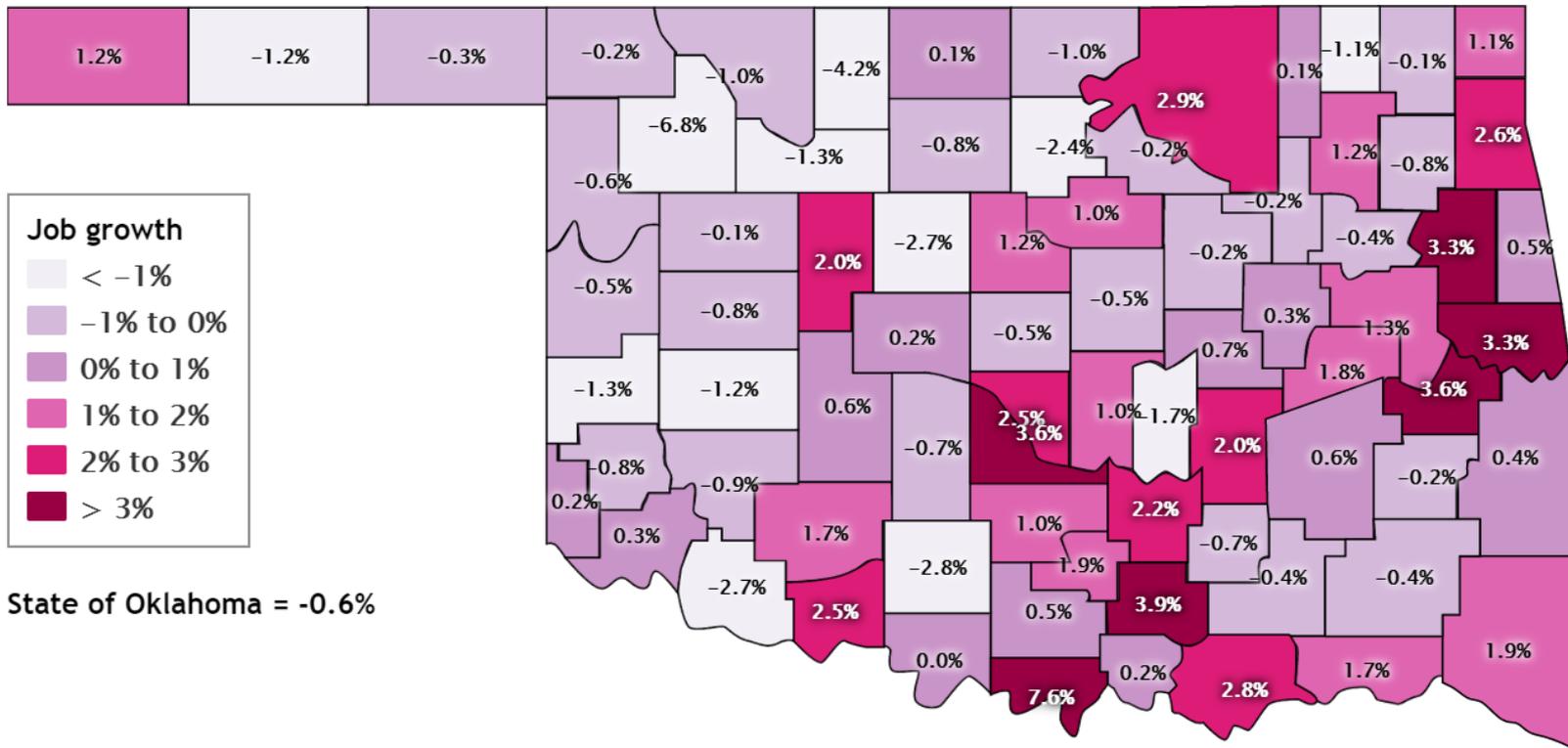


Source: Bureau of Labor Statistics and RegionTrack estimates

Many areas of the state will struggle to add jobs in 2016

Oklahoma Job Growth Outlook - 2016

wage and salary employment, year-over-year percent change

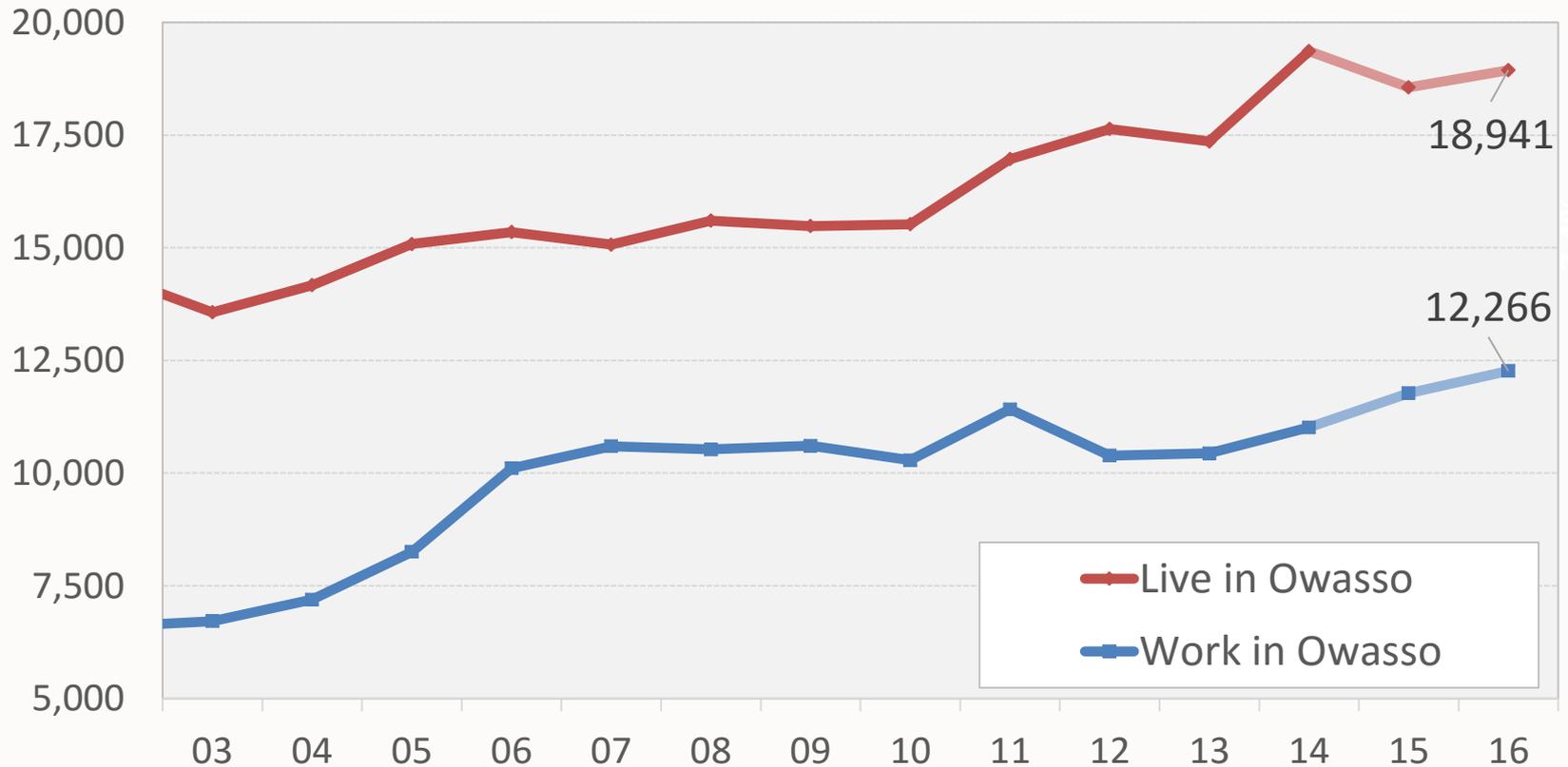


Source: RegionTrack 2016 OK Regional Economic Yearbook

regiontrack.com

Job growth stronger for local workers than local residents in 2015

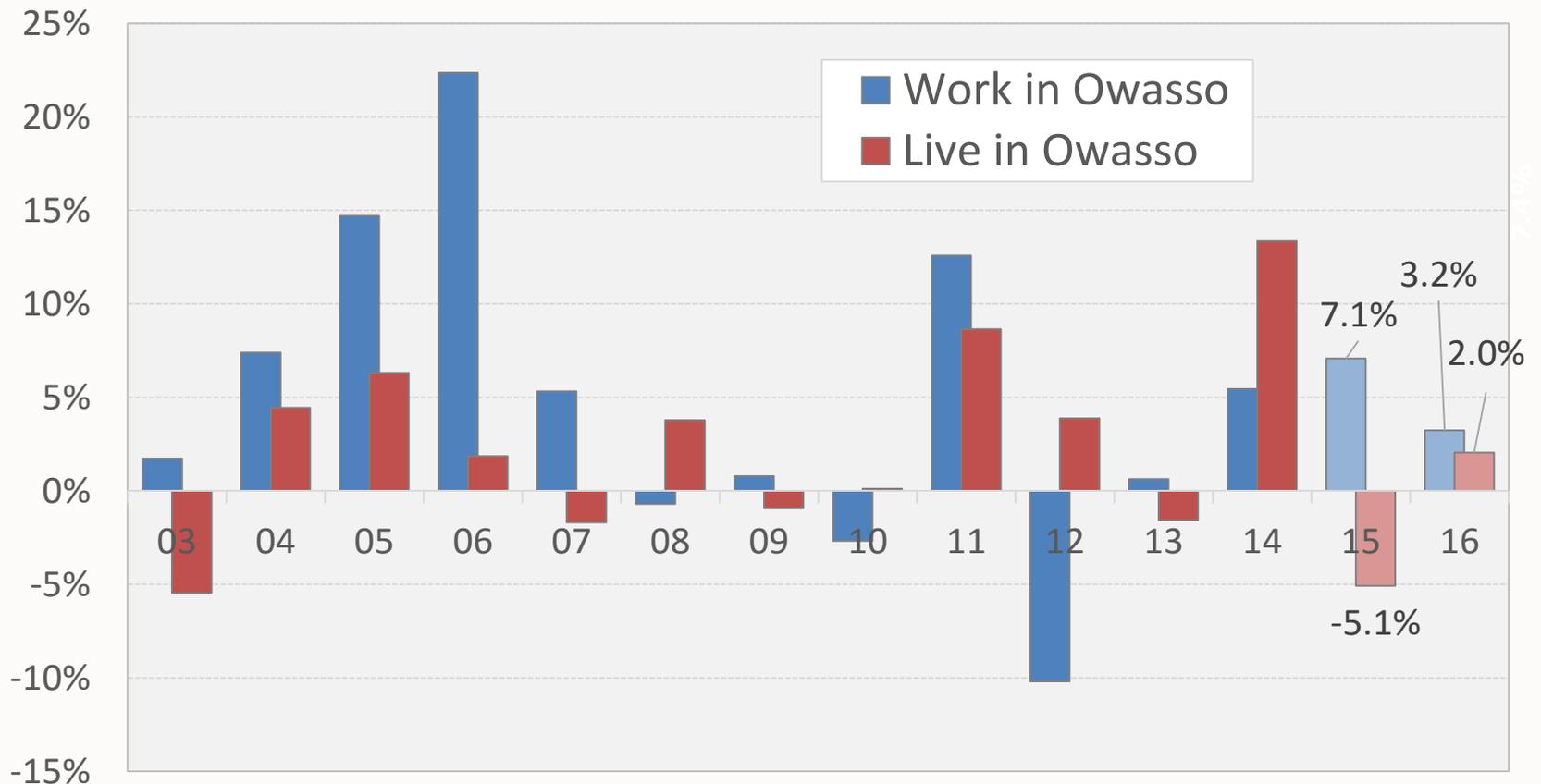
Owasso Wage & Salary Employment



Source: Census Bureau and RegionTrack estimates

Both local market and residents outperform in 2016

Owasso Wage & Salary Employment

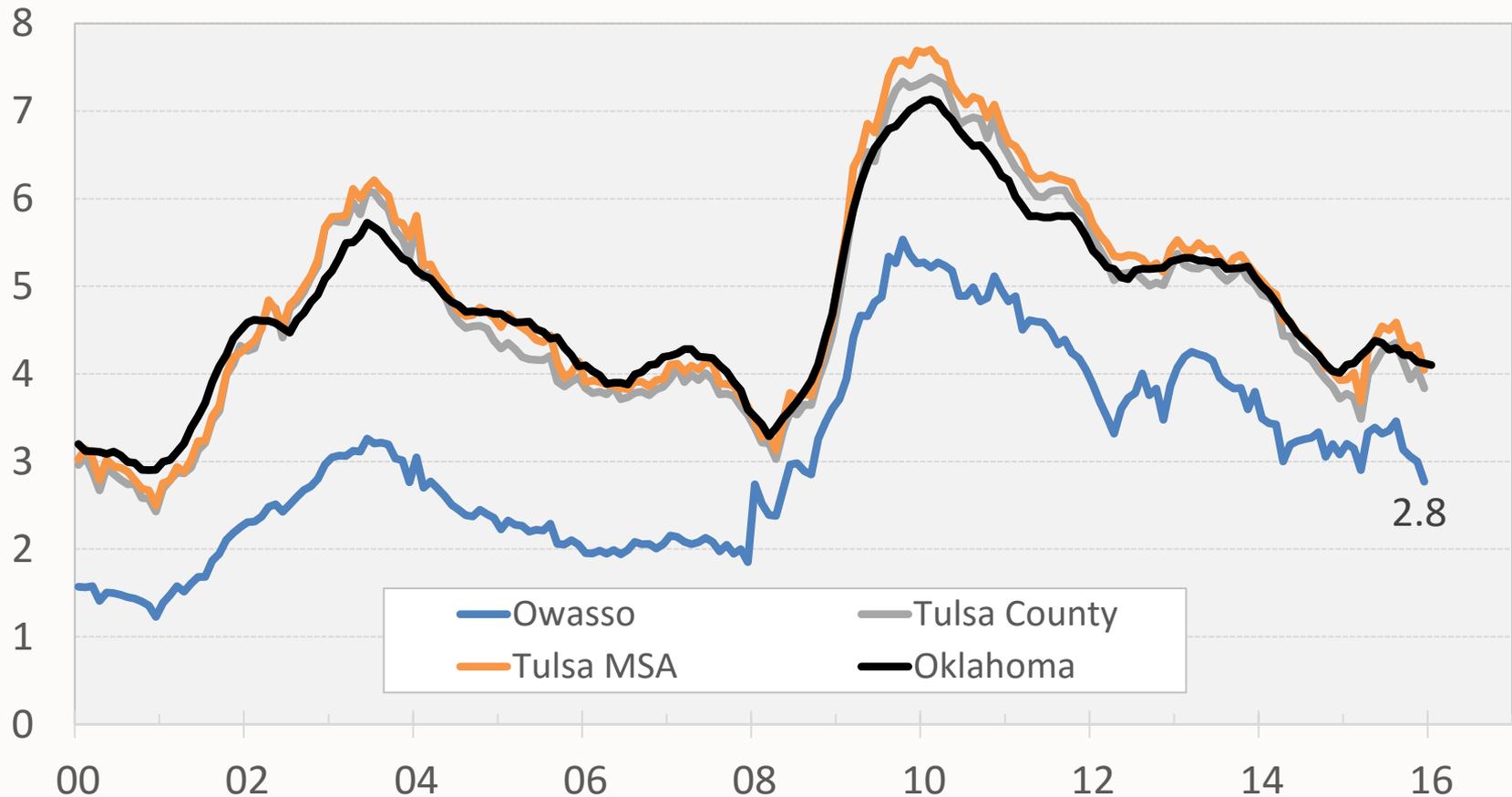


Source: Census Bureau and RegionTrack estimates

Owasso jobless rate remains below state/region

Tulsa is closely tracking the state

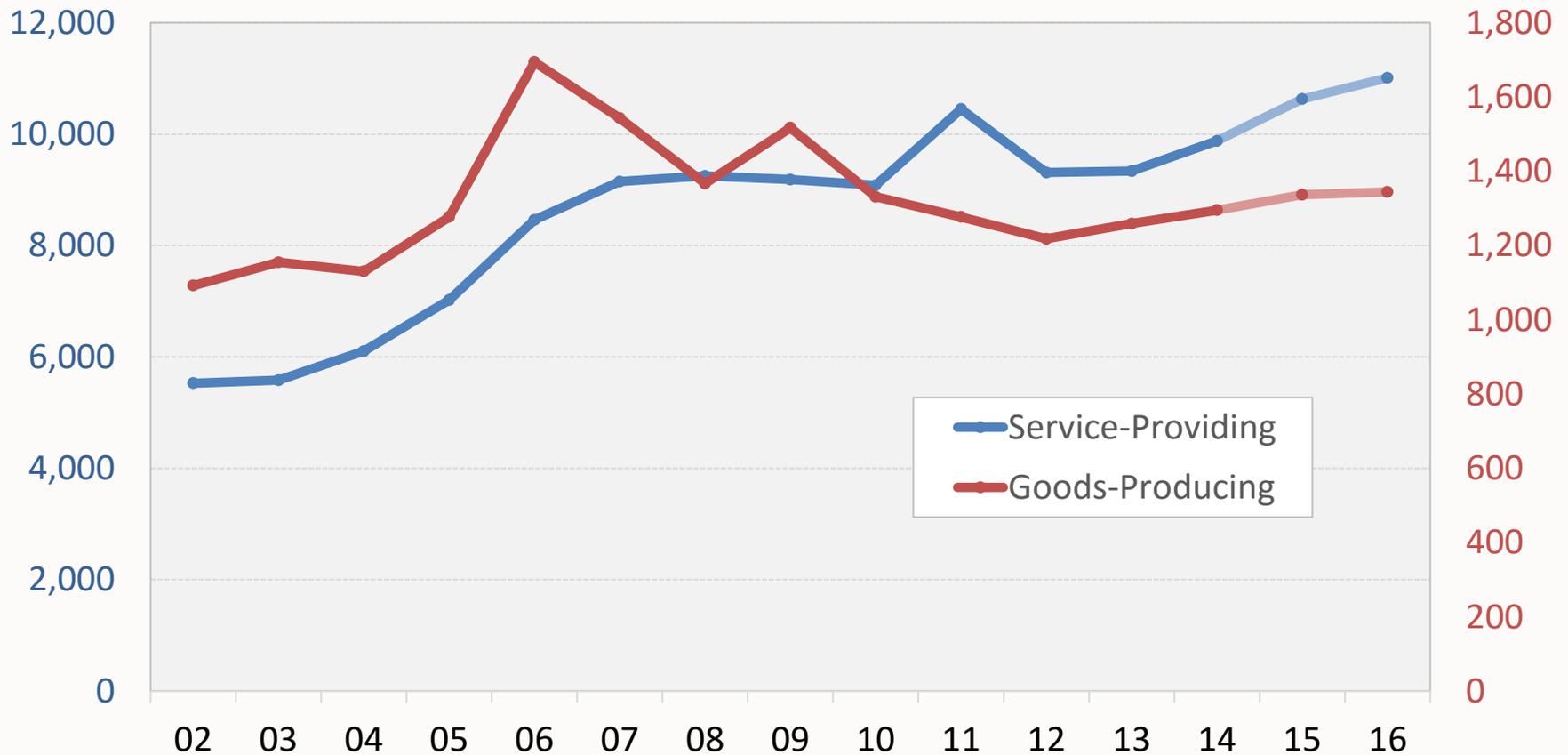
Owasso & Tulsa Area Unemployment Rates (%)



Source: Bureau of Labor Statistics and RegionTrack

Most new local jobs will remain in services

Employment of Local Owasso Workers by Industry Group



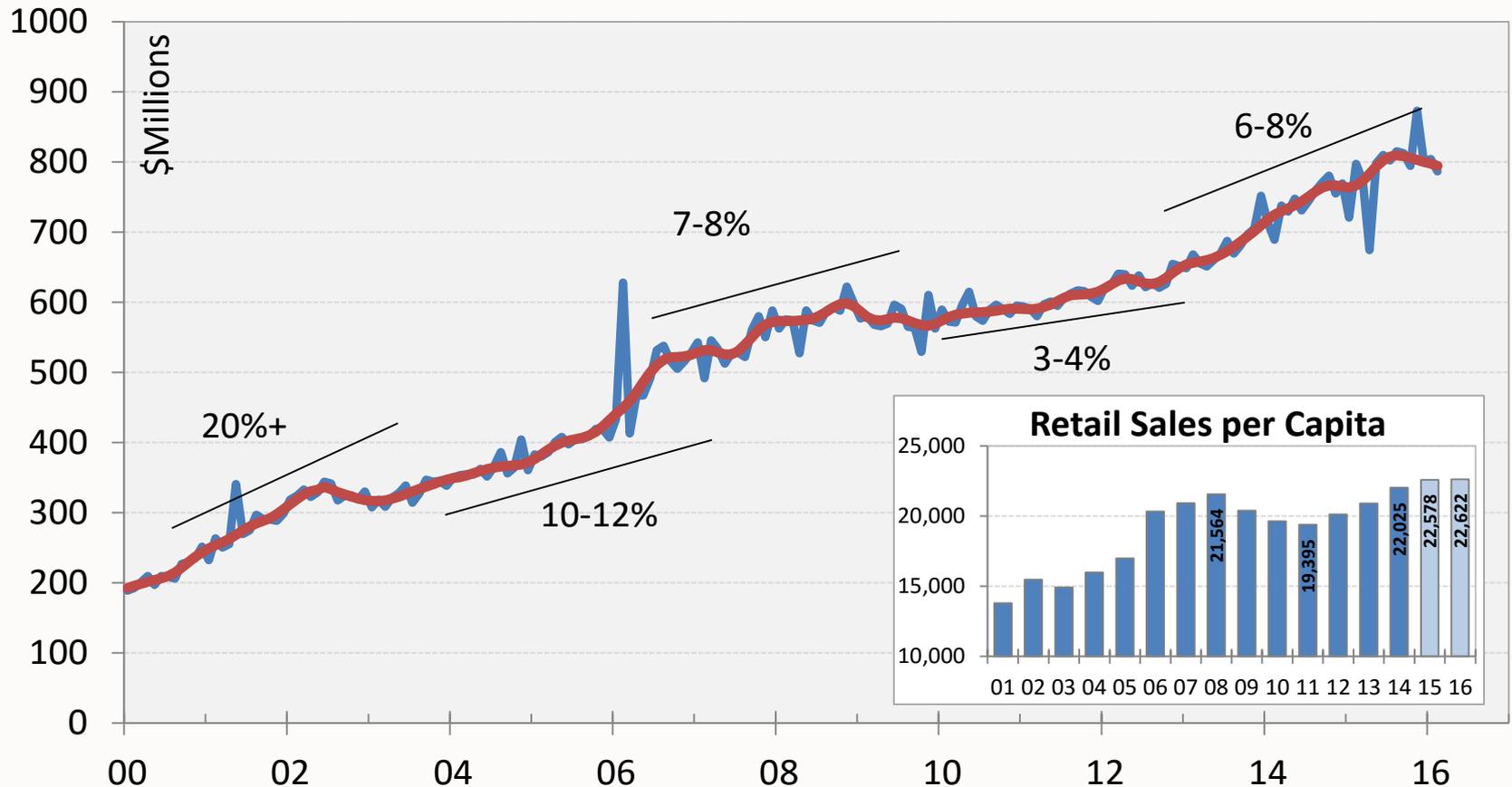
Source: Census Bureau and RegionTrack estimates

Owasso retail slowed in '15 but remains strong

per capita sales set another all-time high in '15

Owasso Sales Tax Base and Growth Rates

sales subject to use tax, seasonally adjusted annual rate, with X-12 trend

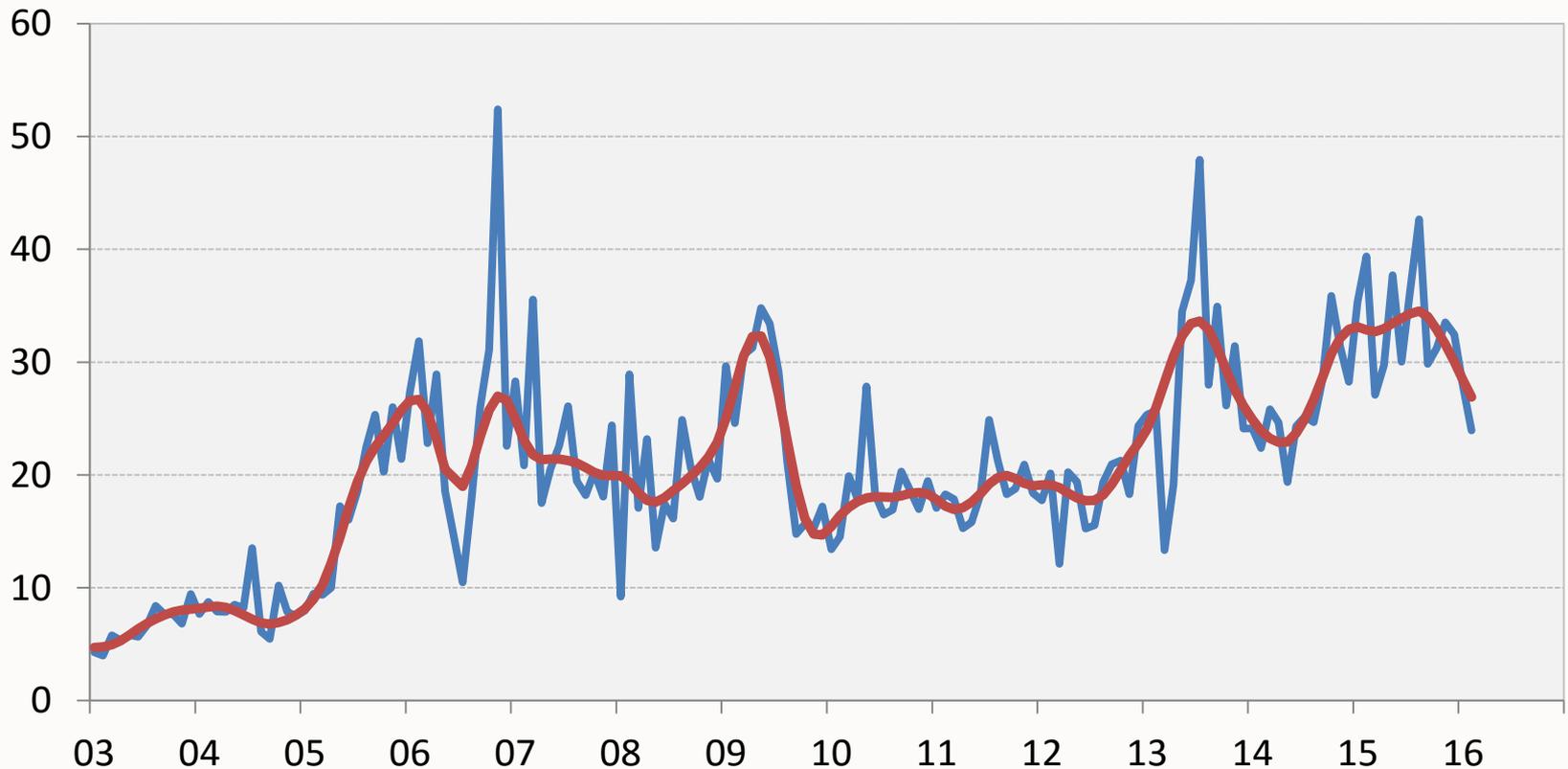


Source: Oklahoma Tax Commission and RegionTrack Oklahoma Retail Outlook

Use tax pullback expected to continue into '16

Owasso Use Tax Base

Sales subject to use tax, seasonally adjusted annual rate, with X-12 trend



Source: Oklahoma Tax Commission and RegionTrack Oklahoma Retail Outlook

Owasso retail growth 4th fastest among large markets still the 11th largest retail market in the state... for now

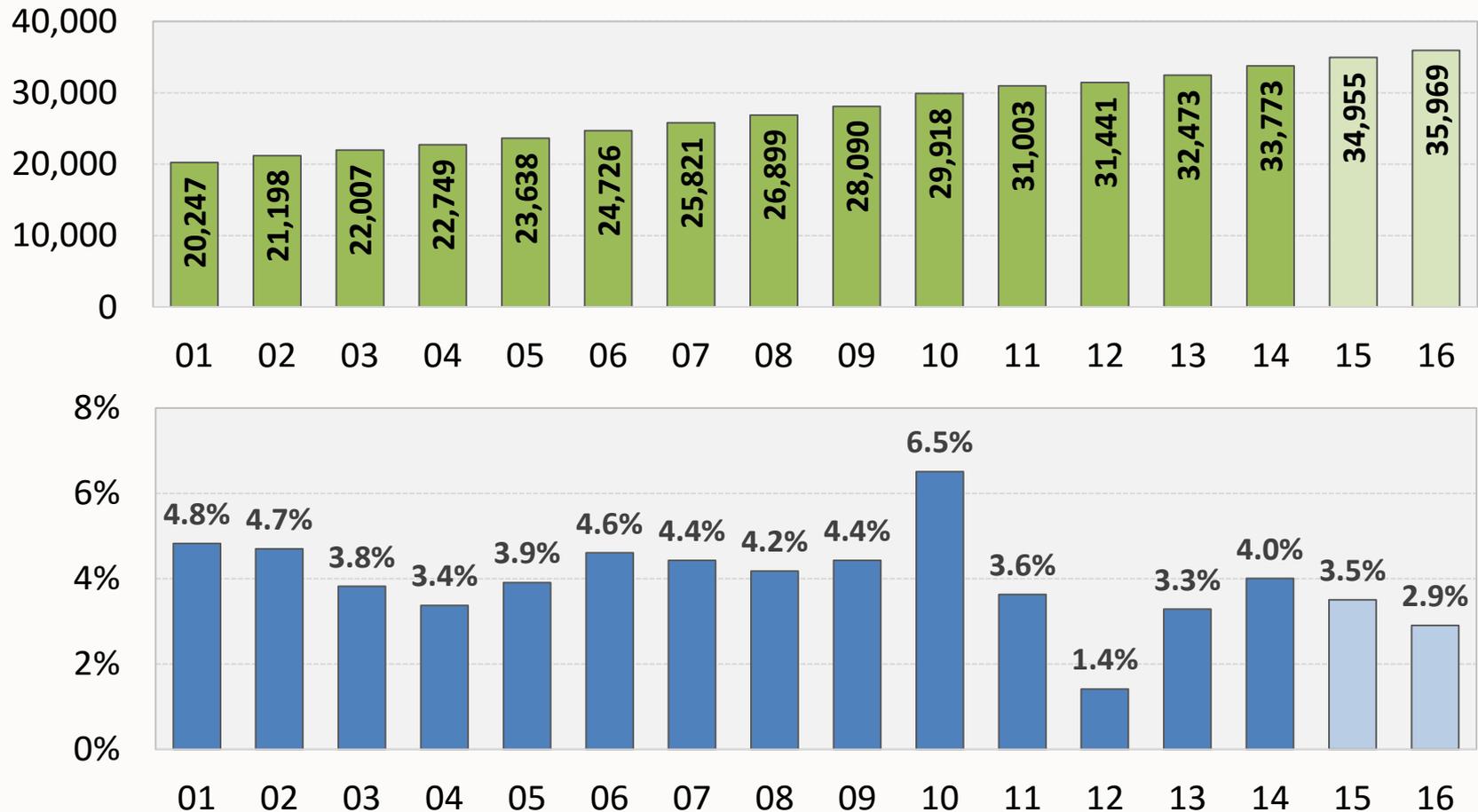
2015 Retail Sales Growth – 30 Largest OK Cities

*Cities with current monthly retail sales above \$15 million

		Retail Sales		%			Retail Sales		%
	City	2014	2015	Chg.		City	2014	2015	Chg.
1	El Reno	234.4	281.0	19.9%	16	Tulsa	7,570.1	7,683.1	1.5%
2	Yukon	474.3	531.3	12.0%	17	Ardmore	575.9	579.9	0.7%
3	Broken Arrow	1,274.5	1,367.1	7.3%	18	Lawton	1,111.7	1,112.7	0.1%
4	Owasso	744.2	788.7	6.0%	19	Sand Springs	307.3	307.0	-0.1%
5	Moore	813.6	852.9	4.8%	20	OKC	10,972.6	10,933.1	-0.4%
6	Bixby	282.9	292.7	3.5%	21	Ada	381.2	379.4	-0.5%
7	Shawnee	576.1	595.8	3.4%	22	Midwest City	843.6	831.1	-1.5%
8	Norman	1,860.2	1,923.1	3.4%	23	Bartlesville	561.9	552.2	-1.7%
9	Durant	335.7	346.7	3.3%	24	Stillwater	844.1	818.3	-3.1%
10	Tahlequah	282.0	290.0	2.8%	25	Enid	890.0	861.5	-3.2%
11	Edmond	1,668.3	1,711.4	2.6%	26	Chickasha	298.4	284.9	-4.5%
12	McAlester	390.9	401.0	2.6%	27	Ponca City	400.4	381.7	-4.7%
13	Claremore	365.1	374.1	2.5%	28	Duncan	440.8	415.6	-5.7%
14	Muskogee	599.1	609.1	1.7%	29	Woodward	375.4	317.6	-15.4%
15	Sapulpa	300.6	305.4	1.6%	30	Elk City	422.7	321.8	-23.9%

City population gains remain in 3.0-3.5% range well above Tulsa and the state

Owasso Population and Growth Rates



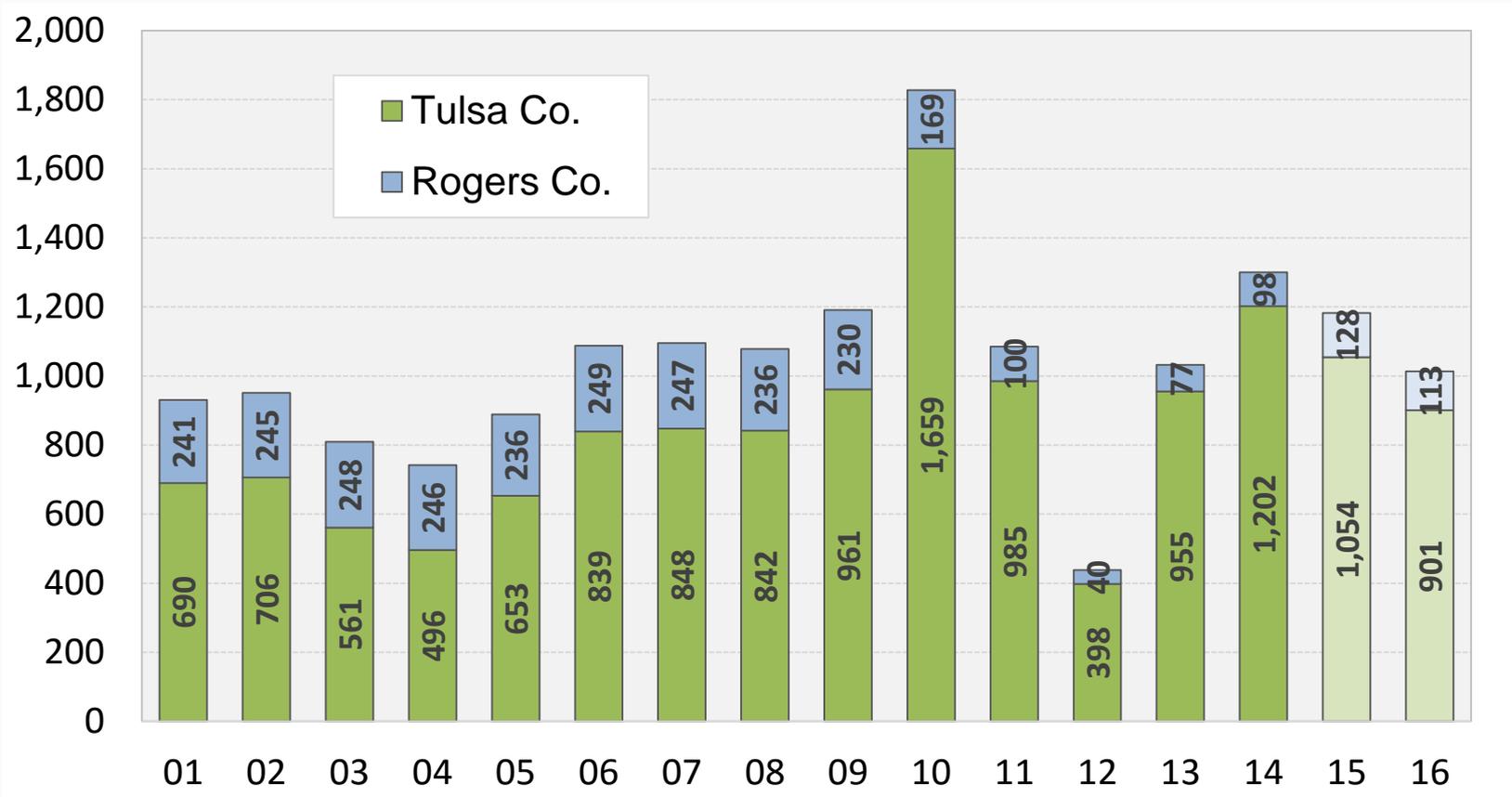
Source: Census Bureau and RegionTrack estimates

Continued weak population gains in Rogers Co.

adding approximately 1,000-1,200 new residents annually

City of Owasso Population Gains by County

number of persons

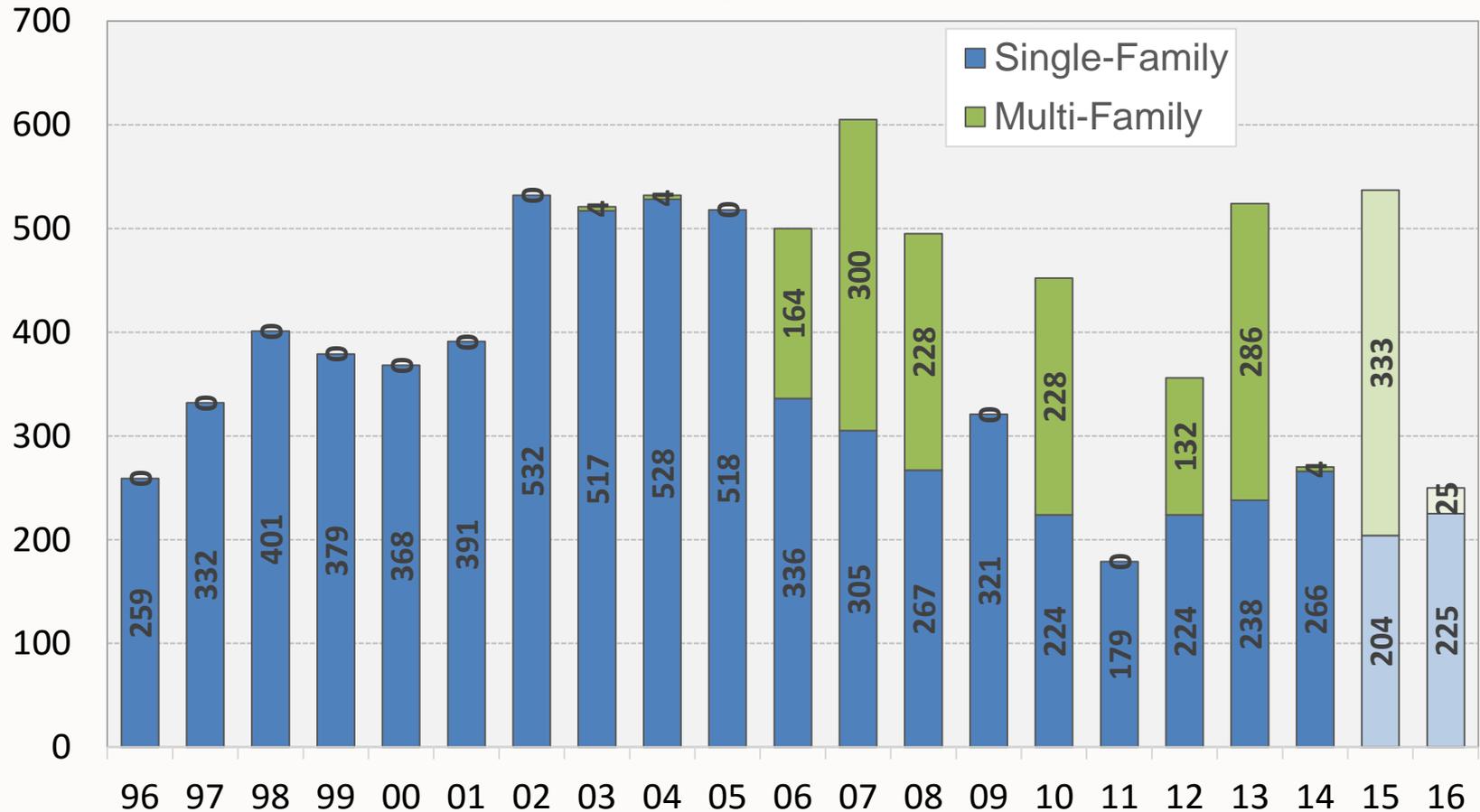


Source: Census Bureau and RegionTrack estimates

Shift to more multi-family housing remains intact

multi-family permits set record in 2015

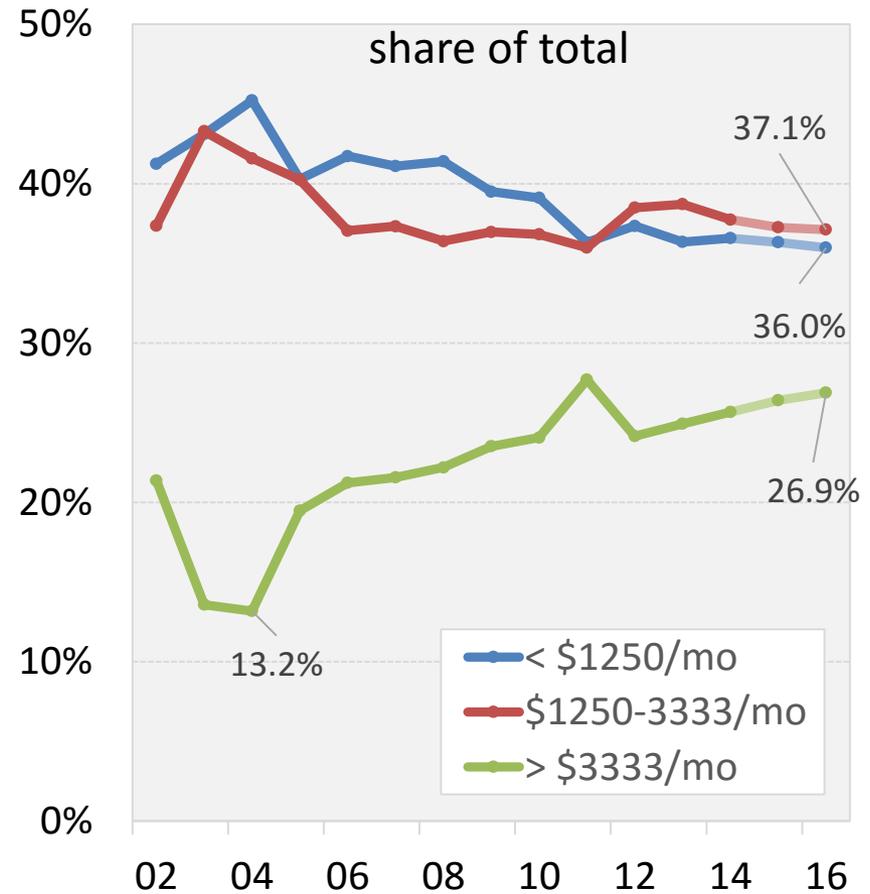
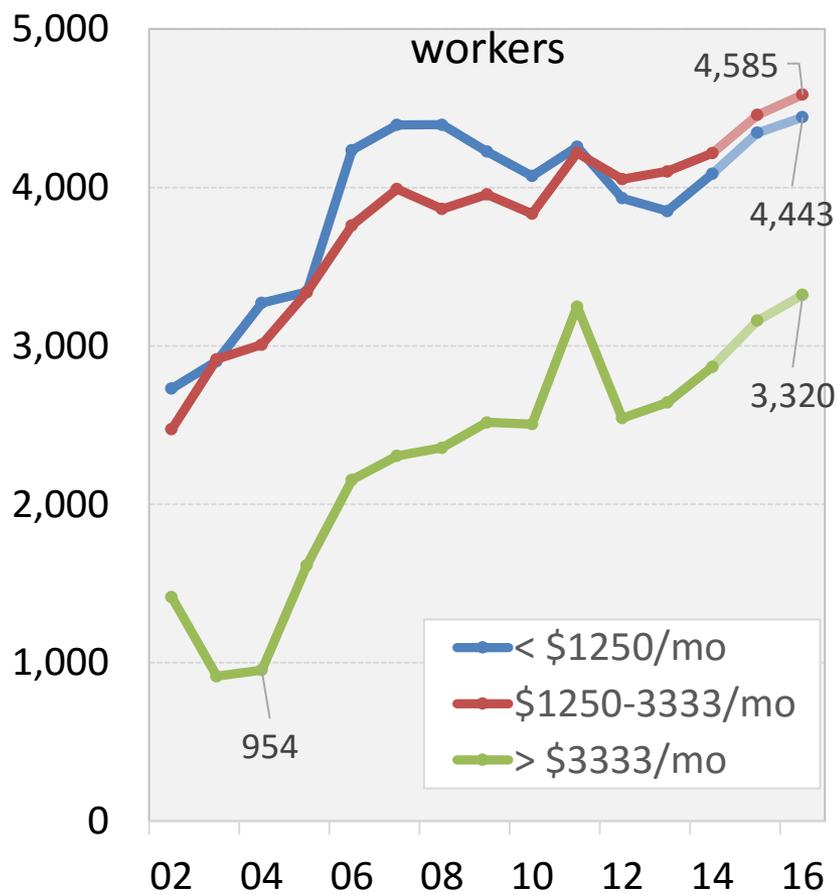
Owasso Housing Permits by Type
housing units



Source: Census Bureau and RegionTrack estimates

Local jobs base is historically “lower-wage” but increasingly “higher-wage”

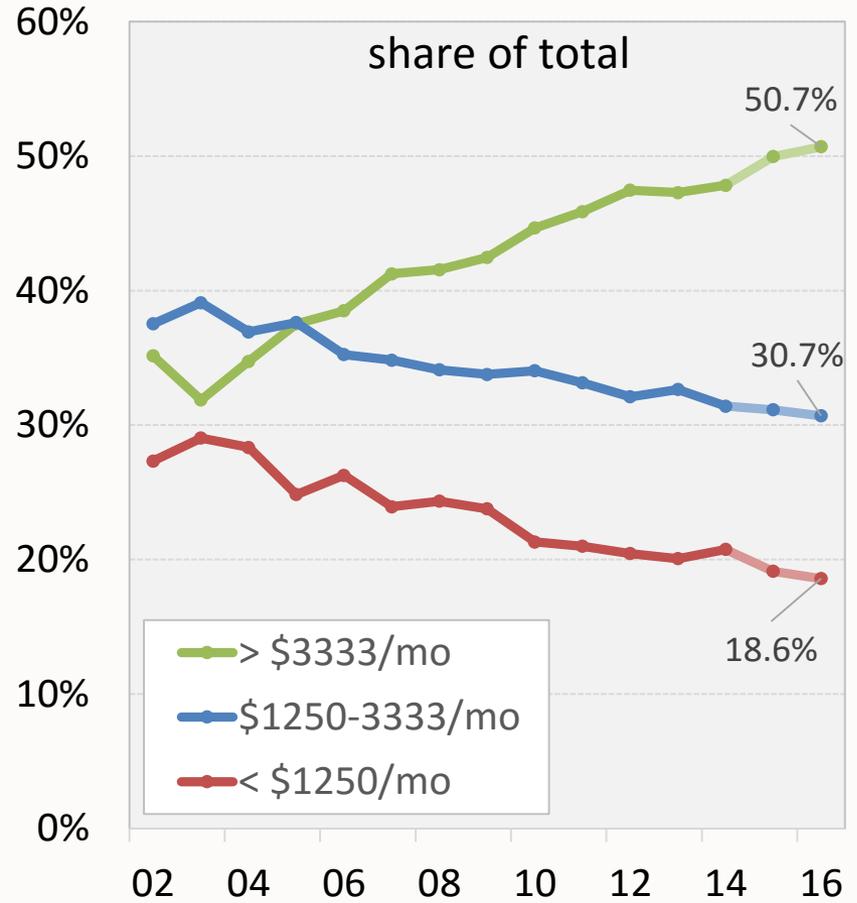
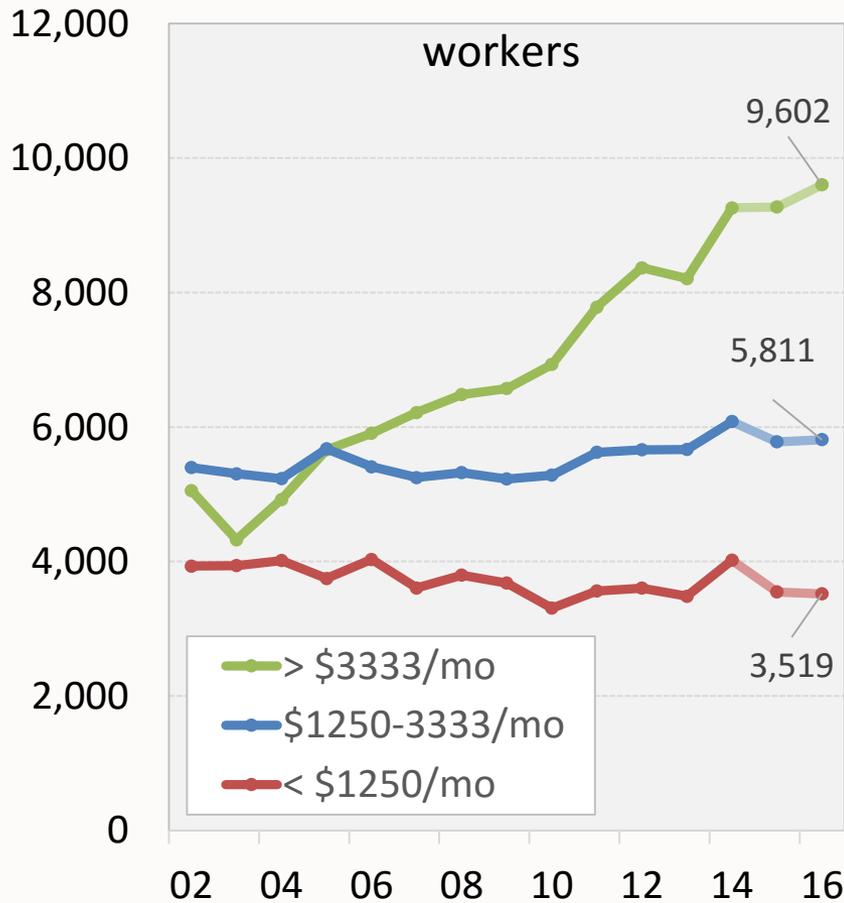
Employment of Local Owasso Workers by Wage Group



Source: Census Bureau and RegionTrack estimates

Majority of local residents now in “higher-wage” jobs

Employment of Owasso Residents by Wage Group



Source: Census Bureau and RegionTrack estimates

Zip Code Maps of Owasso Employment

Where do Owasso workers live?

Where do Owasso residents work?

Any differences between high-wage and low-wage workers?

Key Takeaways

Headwinds from the state and Tulsa region are more evident in '16

Core city growth is incrementally weaker in 2016 relative to 2015

Job growth outpaces both the state and Tulsa

Local wage & salary job growth: 2016: 3.2% (+400 jobs)

Local hiring stronger than job market for local residents

Quality of jobs (locally & for residents) continues to improve

Retail and housing steady but softer in 2016

Owasso expands its role as both a business and residential hub

2016

Owasso Economic Outlook

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