OKC MARKET REPORT



OF OKLAHOMA



Elected Mayor & City Council













Oklahoma City finished 2019 with strong growth numbers, low unemployment, and a workforce that no longer was largely reliant on oil and gas. The first two months of 2020 reflected those strong growth trends until the disruption from the COVID-19 pandemic.

Due to closures of business, massive layoffs, and shelter-in-place orders, the local economy, along with the nation, ground to a halt. Unemployment was at 2.7% in March but skyrocketed to 14.8% in April. By May, that number had started a slow decline with many retail businesses reopening and bringing back employees. While lower, unemployment in the metro still hovered near 13%.

Despite the economic downturn and uncertainty about the virus due to lack of a vaccine, the OKC metro is poised to add new employees to the local market in the coming years. Heartland is set to complete its 110,000 SF building in downtown OKC this summer. The company already has outgrown that space and has leased an additional 100,000 SF in Bricktown. In all, the company will bring about 950 employees downtown. Also downtown, The Commissioners of the Land plan to purchase the former

SandRidge tower and bring around 1,900 employees to downtown. Arvest Bank will move about 70 employees into 40,000 SF in the 202,000 SF former Bank of Oklahoma building and rename it Arvest Tower. In the Northwest part of town, Costco purchased the former Hertz building and plans to add 1,500 jobs over the next five years. OKC DEVELOPMENTS

• Former Sandridge Tower | 489,000 Square Feet With the purchase of the 29-story

tower by the Commissioners of the Land Office in Fall 2020 for \$35.5 million, state agencies will move around 1,900 employees into the tower. There are 340 parking spaces onsite, along with the 862-space Broadway-Kerr parking garage. • The Half | 55 Acres Flix Brewhouse is opening its theater and brewhouse alongside

Dolese's 77,773 square foot headquarters on this 55 acre development. There is potential for additional retail, office, and multifamily developments as well. First National Center | 1 Million Square Feet Developer Gary Brooks is renovating the

1931 art deco tower into a 146-room Autograph by Marriott hotel and 193 upscale apartments. The Great Banking Hall and arcade space will house restaurants and bars, including Ruth's Chris Steak House. BancFirst Tower | 512,000 Square Feet BancFirst purchased the 36-story tower for

\$21 million in September, 2018. Now dubbed BancFirst Tower, it will house the bank and additional tenants. A renovation of the entire tower is underway. The bank plans to consolidate its operations around the city, and increase its downtown employment count to 450.

• 36 nonstop destinations to 25 cities (some seasonal)

AVIATION AND AEROSPACE

ECONOMIC DRIVERS

Tinker Air Force Base • 31,295 employees

Economic impact: \$4.83 billion

airlines Delta, United, American, and Alaska.

business and financial services nationwide.

In October 2019, the U.S. Air Force completed the first hangar that will serve as a maintenance hub for the KC-46A at Tinker AFB. The entire project will include 14 hangars on a 158-acre site to be built over the next decade. The hub is expected to create at least 1,300 jobs.

+ HEALTH CARE

region with 36 general medicine and surgical hospitals and specialty clinics. PROFESSIONAL, BUSINESS, AND FINANCIAL SERVICES

INTEGRIS, SSM Health, Mercy, and others employ 82,000 workers in the

A BIOSCIENCE Bioscience is booming in OKC and the sector employs 51,000 statewide

More than 125,000 employees, or 18% of the local workforce, provide

providing goods, services, research, and education.

ATHLETICS The OKC Thunder is the biggest sports story in town, but other teams and events bring tens of thousands of visitors—and millions of

dollars in economic impact-to the local market.

Nine trips to the NBA playoffs One trip to the NBA Finals Average attendance: 18,203



 AAA franchise for the L.A. Dodgers MLB team Team plays at Chickasaw Bricktown Ballpark Average attendance: 6,471

USL Championship League Team plays at Taft Stadium • Average attendance: 4,298



<mark>Memorial Marathon</mark> More than 24,000 runners annually \$10M economic impact 16,000 hotel room nights

Attracts 70,000 visitors annually

\$27.5M improvements underway

\$15M economic impact



Sources: ESPN; Soccer Stadium Digest; MILB.com; OKC Convention and Visitors Bureau

4 ENERGY

10% of total compensation.

As part of WRWA's 8,000 acres, 1,000 acres, called Lariat Landing, is dedicated to development. Amazon built its 2.5 million square foot fulfillment center there, and SkyWest Airlines constructed a 135,000 square foot maintenance hanger that supports overnight maintenance for

Will Rogers World Airport

85 average daily departures

An increase of 1.79% over the previous year

₩WHOLESALE AND RETAIL TRADE At the intersection of major interstates, OKC is a trade center with total taxable retail sales in 2018 of \$23.8 billion.

Long known as an energy state, the OKC metro is home to several major

oil and gas companies, and accounts for 3% of metro employment and

/ MANUFACTURING

More than 38,000 people are employed in manufacturing in the OKC metro. It accounts for about 6% of the metro's nonagricultural labor force.

CITY FINANCES

The City of Oklahoma City pays for day-to-day operations from

the General Fund. The largest contributor to that fund is sales tax,

followed by use tax. Sales tax is derived from retail sales, and use tax comes from goods purchased elsewhere and shipped or brought to OKC, including purchases from online retailers. General Fund collections for Feb. 2020, which includes collections from the last half of Dec. 2019 and estimated collections for the

first half of Jan. 2020, was \$23 million. That number was 2.1% above

projections, and a 4.3% increase over the same month last year. SALES TAX RATE: 8.625% City tax rate is 4.125%, the additional 4.5% goes to state and county. The 1¢ Temporary Sales Tax is for MAPS and other municipal projects.

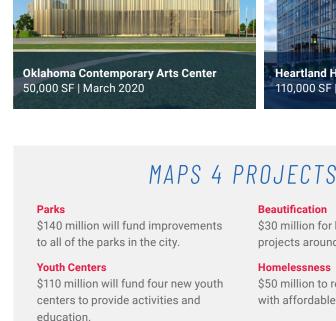


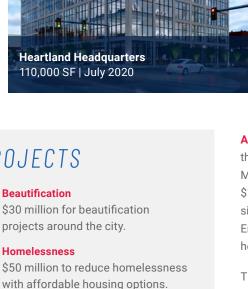
4.125%

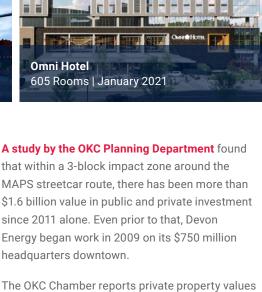
1/8¢ Z00

21/4¢ GENERAL FUND









Senior Wellness Centers \$38 million for a city animal shelter \$15 million for a fifth Senior to replace the current outdated Wellness Center, and \$15 million facility.

for scholarships for low-income seniors. **Mental Health and Addiction**

\$40 million for mental health and

substance abuse services. Family Justice Center Operated by Palomar \$38 million will pay for a family justice center for victims of abuse

\$87 million for upgrades, more buses and rapid transit lines. Sidewalks, Bike Lanes, Trails and Streetlights

\$87 million dedicated to bike and

\$115 million for capital maintenance

pedestrian roads and trails.

Chesapeake Energy Arena

and improvements for tenants and fans.

and violence.

Transit

Government 21.2%

INDUSTRY DIVERSITY

Trade, Transportation, Utilities 11.9%

Education and Health Svc. 10.5%

Fairgrounds Coliseum \$63 million to partially fund an arena that will replace the aging Jim

Animal Shelter

Norick Arena.

Diversion Hub

offenders out of jail.

Innovation District \$71 million to create a hub of innovation in the OU Health Sciences

\$17 million to work to keep low-level

Freedom Center and Clara Luper Civil

Rights Center \$25 million to renovate Freedom Center and construct center to

celebrate civil rights history. **Multipurpose Stadium** \$37 million for a multipurpose

stadium to host outdoor sporting

events downtown.

NGLSB OKC MARKET REPORT | 2020 **ENROLLMENT 2018-2019**

2011. Because of its location along the streetcar route, Heartland chose Automobile Alley to build its 7-story, 110,000 square foot headquarters. Tony Capucille, president of Heartland, cited the streetcar at the building's front door, and the vibrant energy downtown as the reason for building and bringing 345 employees downtown.

· Impact of public and private investments in

MAPS totals more than \$7 billion

• 9,000 jobs added downtown

downtown

within the three-block impact zone have grown

by 115 percent since the route was proposed in

· Estimated private investment of \$3.9 billion between 1995 and 2018 · Property values downtown have nearly doubled, an increase of \$1.88 billion · Since 2009, downtown has added 2,200 residents, accounting for growth of 20.8% · 2,700 housing units were added downtown during that period

· John W. Rex Charter Elementary School built

'18/'19

Type

State four-year

State four-year

State four-year

State two-year

State

two-year

Private

four-year

Private four-year

University of Oklahoma - Norman Qı 30,617 OU Health Sciences Center - OKC -Oklahoma State University 29,069

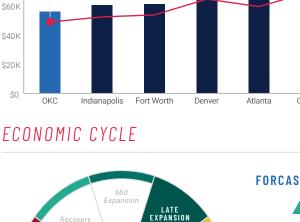
School

MSA MEDIAN INCOME \$80 k OKC's cost of living is 14.6%

Source: Moodv's

MAJOR FMPIOYFRS

below the U.S. standard



At Risk

4.5% 140% 4.0% 105% 70% 3.5%

35%

0%

FORCAST RISKS Short Term Long Term

3.0% FEB MAR APR MAY JUN JUL AUG KEY INDICATORS 2015 2016 2017 2018 Metric 2020 2021 1.36 1.37 1.38 1.39 Population (M) 1.40 1.42 1.43 1.44 3.9 4.3 3.9 2.8 **Unemployment (%)** 2.5 2.4 2.9 3.1 630 630 635 650 Employment (K) 661 661 661 666

58.6 Median HH Income (K) 60.9

Cost of Living

F-500 Companies

Nat'l Sports

62.3

1

85.4

2

1

63.7

1

Source: Moody's; BLS.gov; Fortune.com

65.5

1

1 1

56.3

84.6

2

53.2

54.5

The largest employers in the OKC metro are the government and military, although the area has a diverse economy and is home to the head-

4Q	Employer	Employees	Sector	Ticker	Market Cap	Years in OKO
•	Hobby Lobby Stores, Inc.	5,100	Retail	Private	-	48
	The Boeing Company	3,000	Aerospace	BA	\$121.6 B	36
•	Devon Energy Corp.	2,500	Oil & Gas	DVN	\$3.2 B	49
•	Paycom	2,500	Technology	PAYC	\$13.8 B	22
•	Midfirst Bank	2,000	Finance	Private	-	66
•	Chesapeake Energy Corp.	1,800	Oil & Gas	CHK	\$277.9 M	31
	Dell	1,800	Business Services	DELL	\$28 B	16
•	Love's Travel Stops & Country Stores	1,800	Retail	Private	-	56
•	Bancfirst	1,700	Finance	BANF	\$1.2 B	54
	Hertz	1,700	Rental Services	HRI	\$1.1 B	56
•	Enable Midstream	1,600	Oil & Gas	ENBL	\$2.1 B	7
•	American Fidelity	1,400	Finance	Private	-	60



Professional and Business Svc. 9.5% uCo University of Central Oklahoma 14,704 Leisure and Hospitality 8.2% Manufacturing 7.7% 0 Oklahoma City Community College 11,469 Financial Activities 7.4% Construction 6.1% ROSE Rose State College 6,676 Other Svc. 5.3% X Mining and Logging 4.4% Oklahoma City University 2,708 Information 3.2% OC Oklahoma Christian University Averages from 2019 | Sou COST OF LIVING INDEX COMPARABLES UNEMPLOYMENT RATE 2019 OKC 2.8% — OKLAHOMA 3.35% — NATIONAL 3.67% -COLI -