



Cushing's Walmart draws shoppers from a wide area and has created a surplus in the General Merchandise retail category for spending, showing outside shopping dollars coming into Cushing on a regular basis.

Opportunity Gap Highlights

Total Opportunity Gap
\$199,661,459

Furniture/Home Furnishings
\$7,556,577

Electronics & Appliance
Stores
\$8,405,266

Limited Service Restaurant
\$13,173,640

Building Material & Supply
Dealers
\$26,838,365

Beer/Wine/Liquor
\$9,101,750

Automotive Dealers
\$48,696,542

Office Supplies
\$3,773,103

Health & Personal Care
\$5,938,086

Clothing & Shoe Stores
\$16,443,015

Office Supplies/Gift
\$5,845,188

Sporting Goods, Books,
Music, Hobbies
\$5,859,640

Full-Service Restaurants
\$12,077,122

Population - Trade Area

2015 Estimate, Total Population	37,700
Growth, 2000-2010	3.67%

Educational Attainment

Earned a College Degree	21%
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Composition

Family Households	70.21%
Average Household Size	2.51

Income - 2015 Estimates

Average Household Income	\$56,818
Median Household Income	\$43,406

Occupation/Workforce

White Collar Workers	48.80%
Blue Collar Workers	31.69%
Service/Farm	19.51%
Unemployed	5.11%

Housing

Owner-Occupied Housing	74.11%
Median Value, Owner-Occupied Housing	\$95,668
Percentage of homes valued at \$150K +	29.02%



Cushing, Oklahoma

Cushing is located in central Oklahoma at the intersection of Highway 33 and Highway 18. It serves a trade area that reaches south to I-44 and north to Highway 412. With more retail choice than is typical for a city of similar size, Cushing has become the micropolitan hub for the area.

The map at left shows the trade area considered (outlined in red) plotted over the median household income data for the region. Darker orange tracts represent higher income areas. Because Cushing is a key hub in North American oil and gas infrastructure, including pipelines, tank storage and logistics, many stable oil and gas jobs exist in the area. A portion of the tank farm is shown below.

Cushing has significant opportunity gaps in a number of retail categories and city government is seeking retail and development partners to fill those gaps and provide the goods and services Cushing residents and shoppers want. The city owns developable land with highway frontage adjacent to the Cushing Walmart site and can offer incentives on a case-by-case basis for the right retail investments. New hotels have opened recently in Cushing to serve the market, with additional capacity still unserved.



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