

# Shawnee

FORWARD



## ECONOMIC DEVELOPMENT

231 N. Bell Ave · Shawnee, OK 74801

[tburg@shawneeforward.com](mailto:tburg@shawneeforward.com)

Office: 405-273-6092 Cell: 405-808-4887

[www.shawneeforward.com](http://www.shawneeforward.com)

# Why Shawnee?

Your insight into our growing community...

Conveniently located on I-40, Shawnee is an easy 22-minute commute to Tinker Air Force Base, 35 minutes to downtown OKC, 41 minutes to I-35, and 46 minutes to Will Rogers World Airport.

Soon, a six lane I-40 widening project from OKC to Shawnee will be completed which will allow for faster connections to all of the Interstates and major transportation corridors in the region.

Additionally, the Kickapoo Turnpike connection project from I-44 and I-40 will soon be opened up, which will provide even greater access throughout our entire region.

There are approximately 32,000 full time residents in Shawnee, 79,436 residents in Pottawatomie County, and more than 400,000 people who live, work and shop within 30 minutes of Shawnee.

In addition to being part of the Oklahoma City Metro area, Shawnee and Pottawatomie County is its own regional center that offers an abundance of services and benefits to our residents and visitors.

The Primary Trade Area for Shawnee is in excess of 79,000 consumers, with over 140,000 shoppers in the Secondary Trade area.

We are a centralized location for healthcare needs, educational pursuits, housing choices, retail and consumer options.

We provide ready access to Government services on a Federal, State, Tribal and local level, plus our community and surrounding area offers multiple entertainment opportunities.

With more than 27,000 students enrolled in the schools in our immediate area, we continue to provide the workforce needed by our area's employers, and to other businesses located in the OKC Metro.

**"A community with a 100-year history of supporting manufacturers."**



Shawnee International Airport



**"Our business has been in Shawnee for 114 years** and we will complete yet another major facility expansion this year. Our best years are yet to come due to the support of the community and the outlook we have on our business."

– **Joe Ford**  
CEO/President, Shawnee Milling

**"Each year since 2008** we have experienced growth within our business. Our community continues to expand and more new people are relocating to our great city every year. Shawnee is the right place to do business not only because the people we serve are amazing, but also because we are in a prime opportunity zone for businesses to prosper."

– **Katie Landes**  
CEO/President, Action Physical Therapy

**"The steady growth in Shawnee** over the past decade provides a diverse employment base that will only make our community stronger. Thanks to a Career Tech and a four-year university in Shawnee, we have the ability to train and sustain our employers workforce."

– **Dr. David Houghton**  
Dean, Paul Dickson College of Business,  
Oklahoma Baptist University

**"Shawnee fosters entrepreneurship,** encourages students to stay in school and dream, and provides a stable foundation to allow me to grow my business. This community welcomed us warmly and has offered the opportunity to participate in leading our community into the future."

– **Jeff Madison, Colonel, U.S. Army (Retired)**  
Owner/Operator Chick-fil-A

# Shawnee and Pottawatomie County

## Our 10-year trends...

Between 2006 and 2018, the per capita income of the residents in Pottawatomie County increased by 20%.

Property values in Pottawatomie County increased by 41% between 2009 and 2018.

From 2014 to 2018, sales tax revenue in the county increased by 49.35%.

Over the past ten years, sales tax collections for the City of Shawnee increased by 25.10%.

Use-tax collections for both the City and the County have increased dramatically.

The average wage levels in Pottawatomie County over the past ten years increased by 25.91%.

The population in Pottawatomie County has grown by 5.71%.

Out of 77 counties in Oklahoma, Pottawatomie County is consistently in the top ten every month in the total number of people employed.

The six lane I-40 and the Turnpike connector project will only continue to allow our area to grow.

We have over 35 different single family housing developments underway, in design and engineering, or in the planning stages.

The City, County and State have numerous infrastructure projects either underway or in engineering.

Based upon the latest analysis on the amount of unmet residential consumer demand our community can support, Shawnee continues to offer excellent opportunities for additional retail growth.

Shawnee has both New Market Tax Credit and Opportunity Zone sites.



OBU Campus shown above

***With more than 64 manufacturers in Shawnee and the County, we continue to see the economy grow due to our ever diversifying economic base.***

Data Sources:

US Department of Labor, Oklahoma Department of Labor, Oklahoma Security Commission, Pottawatomie County Assessor, QCEW, RegionTrack, Shawnee Market Assessment, US Census, Quick Facts, Oklahoma Tax Commission, Pottawatomie County Treasurer, City of Shawnee Finance Office, EMSI & ERSI, Shawnee Grocery Store Study



# Our Top 21

The Larger Employers in Pottawatomie County.



**+GF+**

**SHAWNEE**  
Public Schools

**SSMHealth**  
St. Anthony Hospital  
SHAWNEE

**Walmart**

**OBU**

**EATON**

**Jindal**  
Films



City of  
**Shawnee**  
OKLAHOMA

**TDK**

**SHAWNEE**  
MILLS

**NEWTON WALL**  
COMPANY  
MERCHANDISE  
RECLAMATION

**LOWE'S**

**FINLEY & COOK**  
CERTIFIED PUBLIC ACCOUNTANTS

**BAKER**  
**HUGHES**  
a GE company

**Gordon**  
**Cooper**  
Technology Center

**DEXTER**

**UIC**  
Unit Liner Company

**Oldcastle**  
BuildingEnvelope™



# Commercial Development

## Unmet residential demand

Since 2015, Shawnee has added over 300,000 square feet of new national and regional retailers, and continues to grow as a regional retail hub.

Recent retail additions within the past ten years have included, Buffalo Wild Wings, Kohls, Qdoba, Whataburger, Bricktown Brewery, Chick-fil-A, Dunham's Sports, Joann's, Victoria's Secret, Rib Crib, Hobby Lobby, PetsMart, TJ Maxx, Famous Footwear, Aldi, Harbor Freight, Discount Tires, Freddie's Frozen Custard, Aspen Dental, Schlotzsky's, Chicken Express, The Garage, The Branding Iron, Sancho Ancho, Tropical Smoothie, Marble Slab Creamery and Great American Cookie Company, Papa John's, Hunington's Jewelers, and many more retail and consumer service options.

Shawnee's most recent daytime employment analysis shows that we have a daytime employee number of 29,321 in our Primary Trade Area and our Secondary Trade Area daytime employee number is 37,633.

The latest traffic counts on three of our major arterial roadways revealed that we had an AADT of 20,585 on Kickapoo north of 45th street, and a AADT of 19,751 on Harrison, north of 45th.

The Oklahoma Department of Transportation AADT counts on I-40, (east of Kickapoo), are reported to be 31,800, or 11,607,000 vehicles annually.

**Our analysis shows we can support additional square footage in each of the following categories.**

### Department Stores

339,608 additional square feet

### General merchandise stores

154,590 additional square feet

### Grocery stores

139,467 additional square feet

### Health and personal care stores

91,894 additional square feet

### Bldg. materials and supplies dealers

65,164 additional square feet

### Limited services restaurants

61,084 additional square feet

### Electronics and appliance stores

60,655 additional square feet

### Full service restaurants

53,246 additional square feet





# Workforce

## careertech

### Our Workforce Pipeline TEN COUNTY AREA

#### STRONG EDUCATION / BUSINESS PARTNERSHIPS

- Oklahoma technology centers provide ongoing assistance to companies, assuring that employees have the skills to keep businesses strong and competitive.
- Oklahoma technology centers continually develop and refine fast track and professional development training programs, as well as programs to adapt to ever-changing business needs.

#### CUSTOMIZED BUSINESS AND INDUSTRY SERVICES

- Reimbursement of training cost
- Customized training programs
- Training delivered through local technology centers
- Can be accomplished on-site
- Supports corporate start-up and expansion
- Flexible instructors, locations, curriculum, etc.

#### Training for Industry Program (TIP)

*A program of Oklahoma CareerTech, which provides low-to-no-cost training.*

#### TEN-COUNTY AREA FACTS

- A population of more than 1.5 Million
- Nineteen higher education institutions
- Nine technology center districts with 34 campuses
- 744 K-12 schools
- 90 FFA programs

#### MAJOR INDUSTRIES

- Aviation & aerospace
- Bioscience
- Energy
- Healthcare
- Manufacturing
- Professional, business, & financial services
- Wholesale & retail trade



#### OKLAHOMA DEPARTMENT OF CAREER AND TECHNOLOGY EDUCATION

1500 West Seventh Avenue - Stillwater, OK 74074  
405.377.2000 - [www.okcareertech.org](http://www.okcareertech.org)

**More than half-a-million students are in  
our 10-county workforce pipeline today!**

**POWERING OKLAHOMA'S ECONOMY**



**There Are Companies From Over 30 International Countries Operating in the 10-County Region**





# Shawnee FORWARD

ECONOMIC DEVELOPMENT

231 N. Bell Ave · Shawnee, OK 74801

[tburg@shawneeforward.com](mailto:tburg@shawneeforward.com)

Office: 405-273-6092 Cell: 405-808-4887

[www.shawneeforward.com](http://www.shawneeforward.com)

Additional studies, assessments and reports, along with information pertaining to the State of Oklahoma Incentives Programs and the Pottawatomie County's Economic Development Fund are available upon request.