PUBLIC NOTICE OF A REGULAR MEETING
OF THE CITY COUNCIL
TUESDAY, OCTOBER 16, 2007 AT 5:30 PM
CLINTON CITY HALL

AGENDA

Meeting status: Completed

1. Call to Order

2. Opening Prayer Russell Rayner, Freewill Baptist Church

3. Consent Agenda

    A. Consider Approval of Minutes of Regular Meeting on October 2, 2007

4. Action Items:

    A. Consider Ordinance 906 regarding Hosting and Permitting Gatherings where Minors consume alcoholic beverages

    B. Consider Resolution 775 regarding the City of Clinton Local Development Act Review Committee creation

    C. Consider Budget transfer from General Fund to Airport Authority to fund Matching Funding Reserve

5. City Managers Report

    A. Wastewater Collection Box
    Driver Testing Facility
    Analysis of Retail Trends and Taxable Sales for Clinton, Oklahoma

6. Recognition of Registered Audience

7. Adjournment

Filed this 12th Day of October, 2007. Posted on the bulletin board in the lobby of the Clinton City Hall on October 12, 2007 at 1:15 p.m.

_____

Not recorded

RM100207

MINUTES OF THE CLINTON CITY COUNCIL
OCTOBER 2, 2007

Minutes of the regular meeting of the Mayor and City Council of the City of Clinton, Oklahoma, Custer County, held in the City Council Room, City Hall on Tuesday, October 2, 2007 at 5:30 p.m. A notice of this meeting with agenda was posted on the bulletin board in the lobby of Clinton City Hall on September 28, 2007.

Mayor Norman called the meeting to order with the following present;

MAYOR: Lynn Norman
COUNCIL: Bob Marcy, Mark Hendrickson, Allen Bryson
ABSENT: Terry Wheeler
CITY MANAGER: Grayson Bottom
CITY CLERK: Lisa Anders
CITY TREASURER: Rhonda Williams
CITY ATTORNEY: Ryan Meacham
NEWS MEDIA: Gerald Green
OTHERS: Brad Aneshansley, Bob Gauger, Charles Fry, Leroy Livesay, Randy Carpenter, Wade Anders and others.

Doyle Kinney of the First Christian Church opened the meeting with prayer and Trustee Bob Marcy led the Pledge of Allegiance.

AGENDA ITEM NO. 3: CONSENT AGENDA

A. Minutes of Regular Meeting of September 18, 2007
B. Consider Claims

Moved by Councilman Marcy and seconded Councilman Hendrickson, that Consent Agenda Item No. 3 (a-b) be approved.

Mayor put the motion to a roll call vote:

Aye: Marcy, Hendrickson, Bryson, Norman
Nay: None

Mayor declared the motion carried.

AGENDA ITEM NO. 4 ACTION ITEMS

4A. REQUEST AUTHORIZATION TO PURCHASE AND INSTALL BED FOR ONE-TON CHASSIS FOR FIRE DEPARTMENT

City Manager Grayson Bottom reminded Council that the City had been awarded a one-ton chassis and one of the requirements of the award is the installation of a bed on the vehicle.

Fire Chief Wade Anders said the vehicles are received within 30 days of notification of award and have the requirement to be ready for water within 90 days. He said he had received three quotes and City Manager Bottom and himself have reviewed them. The quote that is being recommended comes from a company in Loyal, Oklahoma. He said the beds they manufacture are well constructed and would be completed within 180 days. He said this unit is smaller than others in the department and this will allow them to get in smaller spaces. He said the unit

would be used on rescue calls on the highway and for rural fires.

Anders said that $30,000 had been designated in the budget but the low bid was approximately $34,000. He said when the vehicle is ready to be picked up at the Forestry Division; it will be taken directly to Loyal for the installation of the bed. The quoted price includes mounting, tanks, pumps, hoses and lights.

Motion was made by Councilman Bryson and seconded by Councilman Marcy to authorize the purchase and installation of the bed for a one-ton chassis for the Fire Department.

Mayor put the motion to a roll call vote:

Aye: Bryson, Marcy, Hendrickson, Norman
Nay: None

Mayor declared the motion carried.

5. CITY MANAGER'S REPORT

City Manager Grayson Bottom reported that the Oklahoma Municipal League had announced the discussion of the distribution of half a penny to each city, town and county for improvements to roads and bridges.

City Manager Bottom distributed a draft resolution regarding The City of Clinton Local Development Act Review Committee creation for discussion at the next Council meeting.

Mayor Norman said the "Social Host" ordinance would be on the next agenda.

6. RECOGNITION OF REGISTERED AUDIENCE

None

AGENDA ITEM NO. 7: ADJOURNMENT

Moved by Councilman Marcy and seconded Councilman Hendrickson, to adjourn the meeting.

Mayor put the motion to a roll call vote:

Aye: Marcy, Hendrickson, Bryson, Norman
Nay: None

Mayor declared the meeting adjourned at 5:55 P.M.

ORDINANCE NO. 906

AN ORDINANCE OF THE CODE OF THE CITY OF CLINTON, OKLAHOMA, AMENDING TITLE 6, CHAPTER 2 TO PROHIBIT THE HOSTING OR PERMITTING GATHERINGS WHERE MINORS CONSUME ALCOHOLIC BEVERAGES; PROVIDING CODIFICATION; PROVIDING FOR REPEAL OF ORDINANCES INCONSISTENT HEREWITH; ALLOWING FOR SEVERABILITY.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF CLINTON, OKLAHOMA, to amend the following Code sections that shall become and be part of the Code of Ordinances of the City of Clinton:

SECTION I: That this section shall be amended to include the following in the City of Clinton Code of Ordinances:

TITLE 6; CHAPTER 2;
OFFENSES AGAINST THE PUBLIC

6-2-4 Allowing Gatherings Where Minors are Consuming Alcoholic Beverages.

A. **Definitions**. For purposes of this section, the following definitions shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

"ALCOHOL" means ethyl alcohol, hydrated oxide of ethyl, or spirits of wine, from whatever source, or by whatever process produced.

"ALCOHOLIC BEVERAGE" includes alcohol, spirits, liquor, wine, beer, and every liquid or solid containing alcohol, spirits, wine, or beer, and which contains one-half of one (1) percent or more of alcohol by volume and which is intended at sale for beverage purposes either alone or when diluted, mixed, or combined with other substances. This term includes intoxicating beverages and low point beer as defined herein.

"CODE" means the compilation of Ordinances as amended and provided in the Code of the City of Clinton, State of Oklahoma.

"GATHERING" Is a party, gathering, or event; where one or more minors have assembled or are assembling for a social occasion or social activity.

"INTOXICATING BEVERAGE" includes beverages containing more than three and two-tenths percent (3.2%) alcohol by weight.

"LEGAL GUARDIAN" means (1) a person who, by court order, is the guardian of the person of a minor; or (2) a public or private agency with whom a minor has been placed by the court.

"LOW POINT BEER" means and includes beverages containing more than one-half of one percent (1/2 of 1%) alcohol by volume, and not more than three and two-tenths percent (3.2%) alcohol by weight, including but not limited to beer or cereal malt beverages obtained by the alcoholic fermentation of an infusion of barley or other grain, malt *or* similar products

"MINOR" means any person under twenty-one (21) years of age.

"PARENT" means a person who is a natural parent, adoptive parent, foster parent, or stepparent of another person.

"PREMISES" means any residence or other private property, place, or premises, including any commercial or business premises.

"YEAR OF AGE" continues from one birthday, such as the 17th, to but not including the day of the next, such as the 18th or the 21st birthday.

B. Consumption of Alcohol by Minor In Public Place, Place Open to Public, or Place Not Open to Public.

Except as permitted by state law, it is unlawful for any minor to:

1. consume at any public place or any place open to the public, an alcoholic beverage; or
2. consume at any place not open to the public any alcoholic beverage, unless in connection with the consumption of the alcoholic beverage that minor is being supervised by his or her parent or legal guardian.

C. Hosting, Permitting, or Allowing a Party, Gathering, or Event Where Minors Consuming Alcoholic Beverages Prohibited.

1. It is the duty of any person having control of any premises, who knowingly hosts, permits, or allows a gathering at said premises to take all reasonable steps to prevent the consumption of alcoholic beverages by any minor at the gathering. Reasonable steps include, among other things, controlling access to alcoholic beverages at the gathering;

D. This Section shall not apply to conduct involving the use of alcoholic beverages that occurs exclusively between a minor and his or her parent or legal guardian.

E. Nothing in this Section should be interpreted to prohibit any family activity held in the confines of the family home from providing the use of alcohol to immediate family members within the supervision of parents and guardians. However, if a minor leaves such a family gathering intoxicated and is found in public then said providers of alcohol will be *held* responsible in the same manner as a non-family gathering.

F. Nothing in this section should be interpreted to prohibit any religious practice which includes the use of alcohol. However, if a minor leaves such a religious

gathering intoxicated and is found to be in public then said providers of alcohol will be held responsible in the same manner as a non-religious gathering.

G. This Section shall not apply to any premises licensed by the State of Oklahoma to dispense alcoholic beverages.

H. **Local Authority**. This Section shall not apply where prohibited or preempted by state or federal law.

I. Any person who shall violate this provision shall be guilty of an offense and shall be subject to punishment according to 1-4-1 of this Code.

***SECTION II**:* That this section shall repeal all Ordinances or section of Ordinances, that are inconsistent therewith.

***SECTION III**:* If, regardless of cause, any section, subsection, paragraph or clause of this Ordinance is held invalid or unconstitutional, the remaining sections, subsections, paragraphs or clauses shall continue in full force and effect and shall be construed thereafter as being the entire provision of this Ordinance.

PASSED AN APPROVED BY THE MAYOR AND COUNCIL OF THE CITY OF CLINTON, OKLAHOMA ON THIS_____ DAY OF_____. 2007.

_____
MAYOR

ATTEST:

_____
CITY CLERK

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RESOLUTION NO. 775

RESOLUTION DECLARING THE INTENT OF THE CLINTON CITY COUNCIL TO CONSIDER THE DESIGNATION OF A PORTION OF THE CITY AS A "STATUTORY REINVESTMENT AREA" AND TO CONSIDER CREATION OF A RELATED "TAX INCREMENT DISTRICT" PURSUANT TO OKLAHOMA LAW; CREATING THE CITY OF CLINTON LOCAL DEVELOPMENT ACT REVIEW COMMITTEE (THE "REVIEW COMMITTEE"); DETERMINING MEMBERSHIP OF THE REVIEW COMMITTEE; DESIGNATING MANNER AND TERM OF APPOINTMENT OF COMMITTEE MEMBERS; PROVIDING FOR MEETINGS OF THE REVIEW COMMITTEE; ESTABLISHING OFFICERS; DETERMINING VOTING RIGHTS AND QUORUM; DIRECTING THE REVIEW COMMITTEE TO CONSIDER PROPOSED PROJECT PLANS AND TO MAKE ANY FINDINGS AND RECOMMENDATIONS REQUIRED BY LAW; DIRECTING THE PLANNING AND ZONING BOARD OF THE CITY OF CLINTON TO CONSIDER PROPOSED PROJECT PLANS AND MAKE ANY RECOMMENDATIONS REQUIRED BY LAW; AND CONTAINING OTHER PROVISIONS RELATING THERETO.

WHEREAS, Section 6C of the Oklahoma Constitution, along with provisions of the Oklahoma Local Development Act, Title 62, Section 850 et seq. of the Oklahoma Statutes, as amended (hereinafter, the "Local Development Act"), authorizes cities, towns and counties to adopt incentives for the development or redevelopment of specified areas lying within such cities, towns and counties, and empowers the governing bodies of cities, towns or counties to apportion tax increments to help finance the public costs of such development or redevelopment; and

WHEREAS, the Clinton City Council, as the governing body of the City, is authorized by the Local Development Act to create a tax increment district to further the public purposes of economic and community development in Clinton; and

WHEREAS, to assist the Clinton City Council in considering the creation of a tax increment district, the Local Development Act requires that the governing body of the City appoint a review committee to review and make recommendations and findings concerning the proposed district; and

WHEREAS, in order to meet the requirements of the Local Development Act, the Clinton City Council hereby finds it desirable to establish said review committee by resolution and to specify therein the procedures for determining its membership and its manner of operation.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CLINTON, OKLAHOMA, AS FOLLOWS:

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SECTION 1. Declaring the Intent of the Clinton City Council to Consider the Designation of a Portion of the City As a "Tax Increment District" Pursuant to Oklahoma Law. The City Council hereby finds that there exists within the corporate limits of the City of Clinton: (1) areas which have been designated as an "enterprise zone" by the Oklahoma Department of Commerce pursuant to the provisions of Title 62, Section 690.3 of the Oklahoma Statutes, or (2) areas which may require public improvements: (i) to reverse economic stagnation or decline; (ii) to serve as a catalyst for retaining or expanding employment; (iii) to attract major investment in the area; and (iv) to preserve or enhance the tax base of such area. Accordingly, the City Council hereby states its intention to consider the designation of such area as a "tax increment district", pursuant to the provisions of the Local Development Act.

SECTION 2. Creation of the City of Clinton Local Development Act Review Committee. There is hereby created a committee to be known as the "City of Clinton Local Development Act Review Committee" (hereinafter, the "Review Committee"), which committee is authorized to exercise, on behalf of the City of Clinton, those powers and duties specified in the Local Development Act.

SECTION 3. Determining Membership of the Review Committee. The Review Committee shall be composed of those persons duly appointed as set forth herein, as representatives of the following entities:

(i) A representative of the City Council for the City of Clinton;

(ii) A representative of the Planning and Zoning for the City of Clinton;

(iii) A representative of each taxing jurisdiction within the City of Clinton in which all or a portion of any such tax incentive or tax increment district might be located, specifically:

(a) Custer County;
(b) Custer County Health Department;
(c) Independent School District Number 99, Custer County, Oklahoma ("Clinton Public Schools");
(d) Vocational-Technical School District No. 12, ("Western Technology Center");
(e) Western Plains Library System District; and

(iv) Three members representing the public-at-large.

In the event that provisions of the Local Development Act relating to the composition of review committees are hereafter amended to alter the composition of such committees, the provisions of this resolution shall be deemed amended to the extent necessary to comply with state law.

SECTION 4. Designating Manner and Term of Appointment of Committee Members. The members of the Review Committee shall be selected in the following manner for the period or term set forth herein:

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1. Governing Body Representative: The Mayor of the City shall nominate a current member of the City Council of the City to serve, with the approval of the City Council, as the representative of the governing body of the City on the Review Committee. Such person shall serve as a member of the Review Committee until he or she resigns, dies or ceases to be a member of the Clinton City Council or until such time as a new representative is nominated by the Mayor and approved by the City Council.

2. Planning and Zoning Board Representative: The Mayor of the City shall nominate a current member of the Planning and Zoning Board of the City to serve, with the approval of the City Council, as the representative of the Planning and Zoning Board on the Review Committee. Such person shall serve as a member of the Review Committee until he or she resigns, dies or ceases to be a member of such Board, or until such time as a new representative is nominated by the Mayor and approved by the City Council.

3. Taxing Jurisdiction Representatives: The Mayor of the City shall request that the governing bodies of each of the taxing jurisdictions listed in clause (iii) of Section 3 hereof nominate a person (who may or may not serve on the governing body of such taxing jurisdiction) to serve as that taxing jurisdiction's representative on the Review Committee. Persons so appointed as representatives of any taxing jurisdiction shall serve for a term of one year from the date of their appointment; provided, however, that, notwithstanding the expiration of such person's term of office, such representative shall continue to serve until such time as a successor has been selected and qualified. Upon the expiration of any term of office or the occurrence of any vacancy in such position, the Mayor shall request that the governing body of the vacating member's taxing jurisdiction nominate a person to serve as a representative on the Review Committee.

4. Public Representatives. At the first meeting following formation of the Review Committee, the Review Committee shall select three persons to represent the public-at-large from a list of seven persons submitted by the Chairman of the Review Committee. The persons so selected by the other members of the Review Committee shall serve for a term of one year from the date of their approval by the Review Committee; provided, however, that, notwithstanding the expiration of such person's term of office, such representative shall continue to serve until such time as a successor has been selected and qualified. Upon the expiration of the term of office or the occurrence of any vacancy, the Chairman of the Review Committee shall submit a list of seven candidates to the Review Committee at which time the Review Committee shall select a replacement for each vacant position.

SECTION 5. Providing for Meetings of the Review Committee. Meetings of the Review Committee shall be subject to the Open Meeting Act, Title 25, Sections 301 et seq. of the Oklahoma Statutes, as amended, and the Open Records Act, Title 51, Sections 24A.1 et seq. of the Oklahoma Statutes, as amended. Any information relating to the marketing plans, financial statements, trade secrets or any other proprietary information submitted to the Committee by a person or entity seeking adoption and approval of a proposed district, plan, or project may be

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kept confidential to the extent allowed by law. Executive sessions may be held to discuss such information if deemed necessary by the Committee to the extent allowed by law.

SECTION 6. Establishing Officers. The representative of the Clinton City Council shall serve as Chairman of the Review Committee and shall preside at all meetings and perform such other duties as may be assigned by the Review Committee. The committee members may also select one or more of their members to be Vice-Chairman who shall act in the place of the Chairman during his or her absence or incapacity to act. The committee members shall also select a person to serve as Secretary of the Review Committee, which person may or may not be a member of the Review Committee.

SECTION 7. Determining Voting Rights and Quorum. All members of the Review Committee shall be entitled to fully participate in all meetings of the Review Committee and to cast one vote on any matter coming before the Review Committee for consideration; provided, however, that no representative of any taxing jurisdiction shall be entitled to cast a vote with regard to any finding or recommendation relating to a tax increment district unless some portion of such district is located within the boundaries of the represented taxing jurisdiction. All actions by the Review Committee pursuant to the provisions of this resolution shall be approved by the affirmative vote of a majority of the committee members entitled to vote under the provisions of this resolution.

SECTION 8. Directing the Local Development Act Review Committee to Consider Proposed Project Plans and Make Any Findings and Recommendations Required By Law. The Review Committee shall act in an advisory capacity to the City Council as authorized by the Local Development Act and shall consider and make its findings and recommendations to the City Council with respect to the conditions establishing the eligibility of the proposed district and the appropriateness of the approval of any proposed project plans hereinafter referred to it by the Clinton City Council. The Review Committee shall also consider and determine whether any such proposed project plan will have a financial impact on any taxing jurisdiction within the proposed district and shall report its findings to the Clinton City Council. The Review Committee shall also recommend that the proposed district and project plan be approved, denied, or approved subject to conditions set forth by the Review Committee. In making such a recommendation, the Review Committee shall also consider and determine whether the proposed plan or project will have a financial impact on any taxing jurisdiction within the proposed district and shall report its findings to the City Council.

SECTION 9. Directing the Clinton City Planning and Zoning Board to Consider the Proposed Project Plan and Make Any Recommendations Required Law. The Planning and Zoning Board of the City is also hereby authorized and directed to consider any proposed project plans following the consideration of such project plan by the Review Committee and to make any recommendations to the Clinton City Council as may be required by the Local Development Act.

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ADOPTED AND APPROVED the ___ day of October, 2007.

CITY COUNCIL OF THE
CITY OF CLINTON, OKLAHOMA

_____
_____, Mayor

(SEAL)
ATTEST:

_____
_____, City Clerk

AE-07001

ANALYSIS OF RETAIL TRENDS AND TAXABLE SALES FOR CLINTON, OKLAHOMA AND CUSTER COUNTY

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OKLAHOMA COOPERATIVE EXTENSION SERVICE
OKLAHOMA STATE UNIVERSITY

January 2007

Analysis Of Retail Trends And Taxable Sales For Clinton, Oklahoma And Custer County

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ABSTRACT

The goal of this paper is to provide an analysis of taxable sales for Clinton and Custer County. Basic data is used to provide estimates of trade area capture and pull factors. Reported sales tax data is also used to analyze trends in the county and area.

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ANALYSIS OF RETAIL TRENDS AND TAXABLE SALES FOR CLINTON, OKLAHOMA AND CUSTER COUNTY

INTRODUCTION

Oklahoma communities have been concerned with all aspects of economic development for the past several years. Creating new jobs and additional income is of concern to rural communities and urban areas alike. Often, retailing is viewed as a "service" sector dependent on the "basic" sectors such as oil, manufacturing, and agriculture. Export sectors produce goods and services sold outside the local or regional economy. Service sectors tend to circulate existing local dollars rather than attracting "new" outside dollars. The retail sector is important, though, as retail activity reflects the general health of a local economy. Retail sales also produce sales tax dollars that support municipal service provision. Many local communities are promoting a "shop at home" campaign to keep local retail dollars in the community. It will not be possible to stop all out-of-town spending or sales leakage for a local economy. Opportunities for improvement do frequently exist, however. Key areas can be identified for improvement. Analysis of retail trends can identify emerging trade centers. Local leaders in Clinton requested the following taxable sales analysis. The specific objectives of the study are:

1. Utilize reported sales tax data to analyze trends in the county and area.
2. Provide estimates of trade area capture and market attraction.
3. Provide estimates of market attraction, broken out by SIC code.

METHODOLOGY AND DATA SOURCES

A trade area analysis model frequently used is "trade area capture." Trade area capture is calculated by dividing the city's retail sales by state per capita retail sales. The figure is adjusted by income differences between the state and relevant local area. The specific equation utilized is:

$$TAC_C = \frac{RS_C}{\frac{RS_S}{P_S} X \frac{PCI_C}{PCI_S}}$$

Where:

TACc=Trade Area Capture by city,
RSc=Retail Sales by city,
RSs=Retail Sales for the state,
Ps=State Population,
PCIc=Per Capita Income by county, and
PCIs=Per Capita Income for the state.

Trade area capture figures incorporate both income and expenditure factors, which may be influencing retail trade trends. An underlying assumption of the trade area capture estimate is that local tastes and preferences are similar to that of the state as a whole. If a trade area capture estimate is larger than city population then two explanations are possible: 1) the city is attracting customers outside its boundaries or 2) residents of the city are spending more than the state average.

Trade area capture figures can be utilized to estimate the amount of sales going to outside consumers. To do this, a pull factor, which is a measure of an economy's retail sales gap, is derived using trade area capture figures and city population:

$$PF_C = \frac{TAC_C}{P_C}$$

Where:

PFc=City Pull Factor, and
Pc=City Population.

A pull factor of 1.0 means the city is drawing all its customers from within its boundaries but none from the outside. A pull factor of 1.50 means the city is drawing non-local customers equal to 50 percent of the city population. A pull factor of less than one means the city is not capturing the shoppers within its boundaries or they are spending relatively less than the state average. This is considered leakage of retail sales or a retail sales gap. Additional discussion of trade area capture and pull factors can be found in the references cited in this report (Barta and Woods; Harris; Stone and McConnon; Hustedde, Shatter, and Pulver). The Oklahoma Cooperative Extension Service has been conducting pull factor/gap analysis and sales tax analysis since 1991 (Woods, 1991).

City pull factors and trade area capture figures are calculated for fiscal years 1980 through 2005. Data used were sales tax returns as reported by the Oklahoma Tax Commission. These figures do not include all retail sales (only taxable sales) in an area but provide a proxy. Population data were obtained from the Oklahoma State Data Center and were consistent with figures from the1980, 1990, and 2000 Census. Income figures were taken from Bureau of Economic Analysis estimates for counties. Similar income data for cities were not available so county income was used as a proxy.

IMPORTANT: readers should note that BEA continually updates its estimates—sometimes for all years back to 1969, which was the case with a recently released data set. These updates affect the values for trade area capture and pull factors. Because of this, trade area capture and pull factor values in this report will differ slightly from values previously published in older versions of this report, if applicable.

TAXABLE SALES ANALYSIS

Sales tax returns as reported by the Oklahoma Tax Commission for Clinton are listed in Table 1 for the fiscal years 1980 to 2006. Sales tax returns are important to a city because they reflect the general health of a local economy and also represent significant revenue for the city budget. In FY 2005, Clinton collected $3.99 million in sales tax at a tax rate of 4.0%. This translates into over $99.76 million in retail sales. Sales are estimated from the sales tax returns and the sales tax rate that is reported. Estimates for collections in FY 2006 are also shown in Table 1, but should be considered preliminary. Preliminary data suggest that sales tax collections for Clinton have increased to over $4.32 million for FY 2006. Figure 1 plots estimated taxable sales in both actual dollars and inflation-adjusted dollars (1980$). The Consumer Price Index is used to adjust for inflation. When taxable sales have been adjusted for inflation, Figure 1 shows that "real" sales held steady from about 1988 to 2003; however, they may currently be experiencing an increase.

Table 2 lists trade area capture figures for Clinton from 1980 to 2006. The trade area capture for Clinton was at a maximum of 21,627 occurring in 1983. This means that in 1983 Clinton "captured" the retail sales of 21,627 persons. Figure 2 presents a graphic of these same trade area capture figures. As with inflation-adjusted sales, trade area capture held relatively steady from 1988 to about 2002. After a bit of a dip in 2003-2004, trade area capture has increased for 2005-2006. Currently, trade area capture for Clinton is about 13,000 (although this is based on preliminary sales tax data.)

Table 3 lists pull factors for Clinton for the years 1980 to 2006. The pull factor for Clinton ranges from 1.261 to 1.966. Clinton's pull factor is currently about 1.556. The interpretation is that Clinton is capturing a number of shoppers that is equal to its own population, plus is attracting non-local shoppers equal to about another 55.6% of its own

population. This doesn't necessarily mean that Clinton residents never shop elsewhere, but it does imply that any of this kind of retail leakage is more than offset by the attraction of non-local shoppers to the Clinton economy.

Table 3 also shows pull factors for cities and towns in Custer County with a reported sales tax. Figure 3 plots these pull factors. Arapaho is the county seat of Custer County, but has a smaller population that either Clinton or Weatherford. Its pull factor for 2006 is 0.633. The cities of Butler and Thomas have similar pull factors. Custer City's pull factor has dropped below the 0.50 mark in recent years.

Clinton and Weatherford show interesting trend lines. Weatherford's population is slightly more than Clinton's making it the largest city in Custer County. The two cities have very similar pull factors although Weatherford's are slightly higher. What is noticeable about these two cities is that their trend lines move together, which suggests that these two cities depend on each other. Weatherford is home to Wal-Mart. Clinton is home to K-Mart. It is difficult for an objective observer to know which city should be called the "center of trade" for the county, but since they are located just 15 miles apart on Interstate 40 and exhibit such similar pull factor trends, it seems logical to assume that the Weatherford-Clinton combined area is the center of trade for the county.

Figure 4 shows pull factors for 460+ cities that have sales tax return information available. The pull factors are presented as a group average by city size. For 2005, the highest pull factors fall in the size category 25,001 to 50,000, with the 10,001 to 25,000 category a close second. The 5,001 to 10,000 category is in third place considering it experienced a bit of a drop in the last 2 years. The smallest pull factors fall in the range for cities less than 1,000 in population. Figure 5 plots Clinton's pull factor compared to other cities with population 5,000 to 10,000. Clinton posts pull factors that are slightly higher than average for other cities of similar size. In general, it appears that Clinton is a relatively typical city of its size.

Table 1
Tax Returns, Clinton, Oklahoma, FY 1980-2006

Year	Collections	Tax Rate	Taxable Sales
1980	$1,044,141.80	2.0%	$52,207,090.00
1981	$1,277,616.50	2.0%	$63,880,825.00
1982[1]	$131,311.70	2.0%	$6,565,585.00
1982 [11]	$2,590,044.62	3.0%	$86,334,820.67
1983	$2,947,539.10	3.0%	$98,251,303.33
1984	$2,418,807.87	3.0%	$80,626,929.00
1985	$2,280,308.93	3.0%	$76,010,297.67
1986	$2,100,009.61	3.0%	$70,000,320.33
1987	$1,885,797.11	3.0%	$62,859,903.67
1988	$1,844,212.84	3.0%	$61,473,761.33
1989	$1,963,237.15	3.0%	$65,441,238.33
1990	$2,003,784.29	3.0%	$66,792,809.67
1991	$2,066,211.86	3.0%	$68,873,728.67
1992	$2,243,517.87	3.0%	$74,783,929.00
1993	$2,281,590.39	3.0%	$76,053,013.00
1994	$2,330,715.95	3.0%	$77,690,531.67
1995	$2,423,905.25	3.0%	$80,796,841.67
1996	$2,446,249.14	3.0%	$81,541,638.00
1997	$2,571,272.12	3.0%	$85,709,070.67
1998	$2,624,781.19	3.0%	$87,492,706.33
1999	$2,633,716.45	3.0%	$87,790,548.33
2000[11]	$2,509,762.47	3.0%	$83,658,749.00
2000[1]	$298,657.66	4.0%	$86,334,820.67
2001	$3,900,267.93	4.0%	$97,506,698.25
2002	$3,926,154.61	4.0%	$98,153,865.25
2003	$3,715,543.18	4.0%	$92,888,579.50
2004	$3,846,364.32	4.0%	$96,159,108.00
2005	$3,990,573.59	4.0%	$99,764,339.75
2006†	$4,322,414.82	4.0%	108,060,370.50

[*] Data are for * months of the year.
† 2006 data have not been formally reported by the Oklahoma Tax Commission; thus data for FY 2006 should be considered preliminary.

Figure 1. Estimated Retail Sales for Clinton, OK: Actual and Inflation-Adjusted, 1980-2006

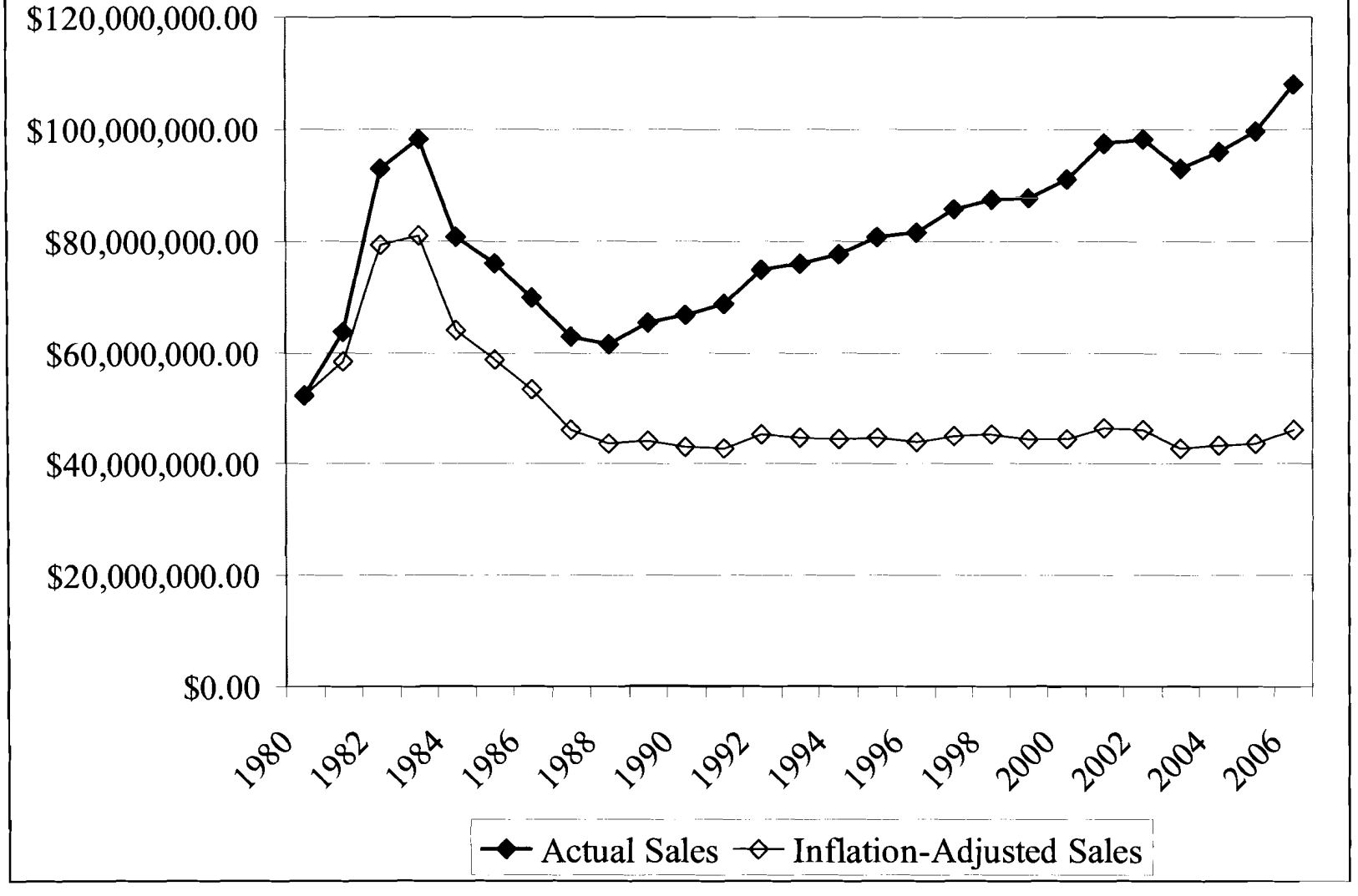


Table 2
Trade Area Capture, Clinton, Oklahoma, 1980-2006

Year	Trade Area Capture	Population
1980	13,857	8,796
1981	14,162	9,700
1982	18,775	10,550
1983	21,627	11,000
1984	15,655	11,400
1985	15,137	10,550
1986	14,438	10,100
1987	13,059	9,900
1988	12,042	9,550
1989	12,698	9,950
1990	12,407	9,288
1991	12,424	9,159
1992	13,388	9,141
1993	13,223	9,074
1994	12,862	9,093
1995	12,999	9,018
1996	12,596	8,863
1997	12,839	8,765
1998	12,672	8,687
1999	12,614	8,649
2000	12,308	8,833
2001	12,771	8,598
2002	13,038	8,446
2003	12,408	8,364
2004	11,949	8,368
2005[†]	12,011	8,363
2006[†]	13,009	8,363

[†] Values for 2005 and 2006 should be considered preliminary since they rely on 2004 BEA data.

Figure 2. Trade Area Capture for Clinton, OK 1980-2006

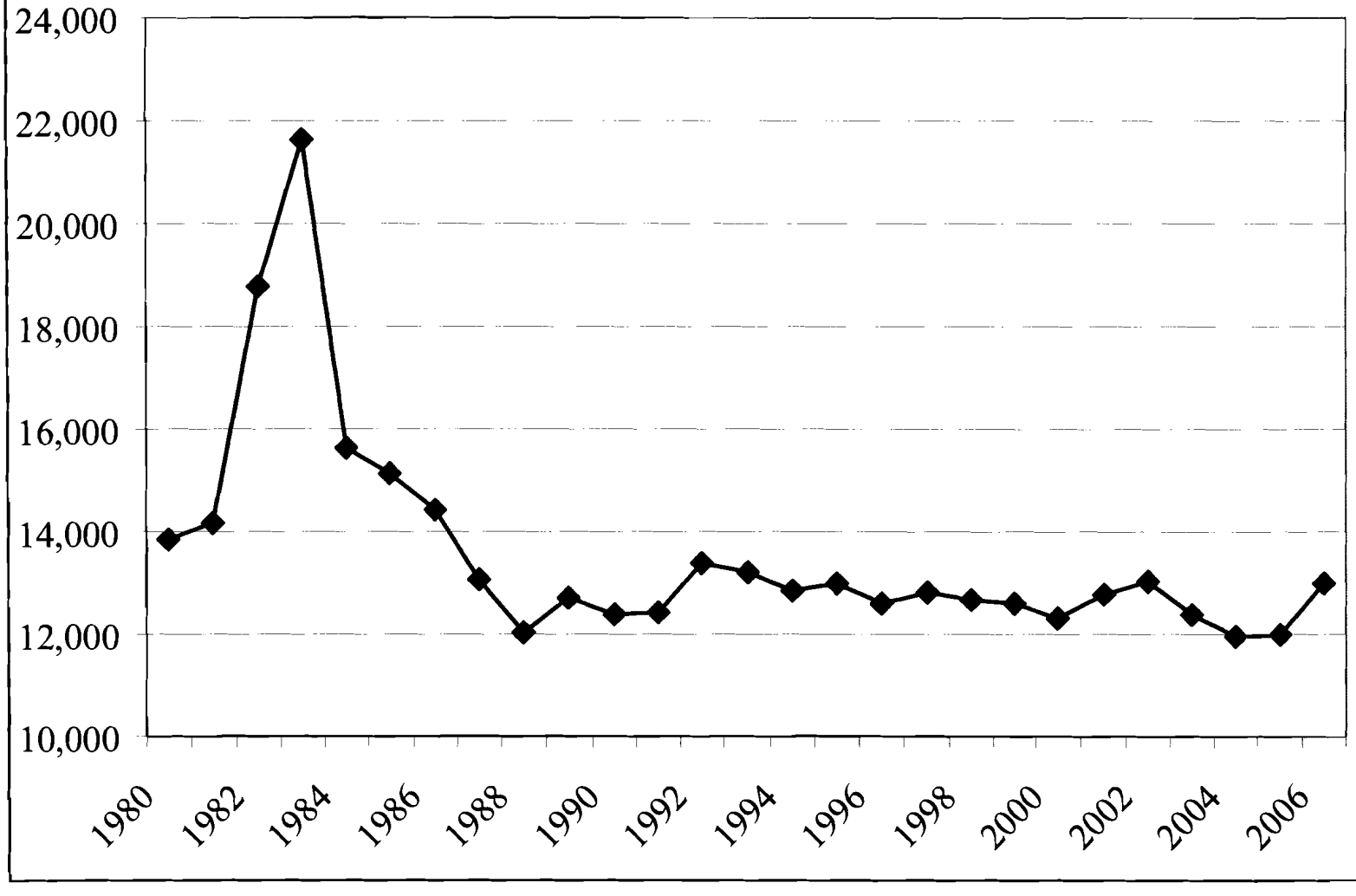


Table 3
Pull Factors, Clinton, OK and Other Towns in Custer County, 1980-2006

	Arapaho	Butler	Clinton	Custer City	Thomas	Weatherford
1980	0.202	0.367	1.575	0.600	0.719	1.223
1981	0.220	0.303	1.460	0.488	0.628	1.174
1982	0.265	0.481	1.780	0.480	0.713	1.502
1983	0.228	0.500	1.966	0.547	0.693	1.645
1984	0.198	0.367	1.373	0.390	0.547	1.230
1985	0.225	0.334	1.435	0.424	0.591	1.340
1986	0.240	0.350	1.430	0.362	0.645	1.426
1987	0.332	0.329	1.319	0.399	0.614	1.348
1988	0.279	0.431	1.261	0.349	0.572	1.318
1989	0.244	0.338	1.276	0.440	0.542	1.271
1990	0.265	0.617	1.336	0.663	0.697	1.403
1991	0.245	0.396	1.357	0.587	0.728	1.447
1992	0.287	0.459	1.465	0.517	0.689	1.414
1993	0.230	0.437	1.457	0.553	0.677	1.437
1994	0.244	0.434	1.414	0.557	0.633	1.492
1995	0.192	0.423	1.441	0.494	0.561	1.506
1996	0.261	0.412	1.421	0.688	0.577	1.481
1997	0.178	0.468	1.465	0.607	0.528	1.520
1998	0.224	0.398	1.459	0.447	0.658	1.476
1999	0.226	0.495	1.458	0.552	0.600	1.510
2000	0.217	0.463	1.393	0.497	0.535	1.511
2001	0.380	0.467	1.485	0.836	0.635	1.548
2002	0.352	0.547	1.544	0.726	0.616	1.630
2003	0.543	0.513	1.483	0.593	0.648	1.629
2004	0.545	0.603	1.428	0.389	0.618	1.583
2005	0.558	0.683	1.436	0.446	0.585	1.685
2006†	0.633	0.665	1.556	0.458	0.674	1.739

† Data for 2006 should be considered preliminary.

Figure 3. Pull Factors for Cities and Towns in Custer County, 1980-2006

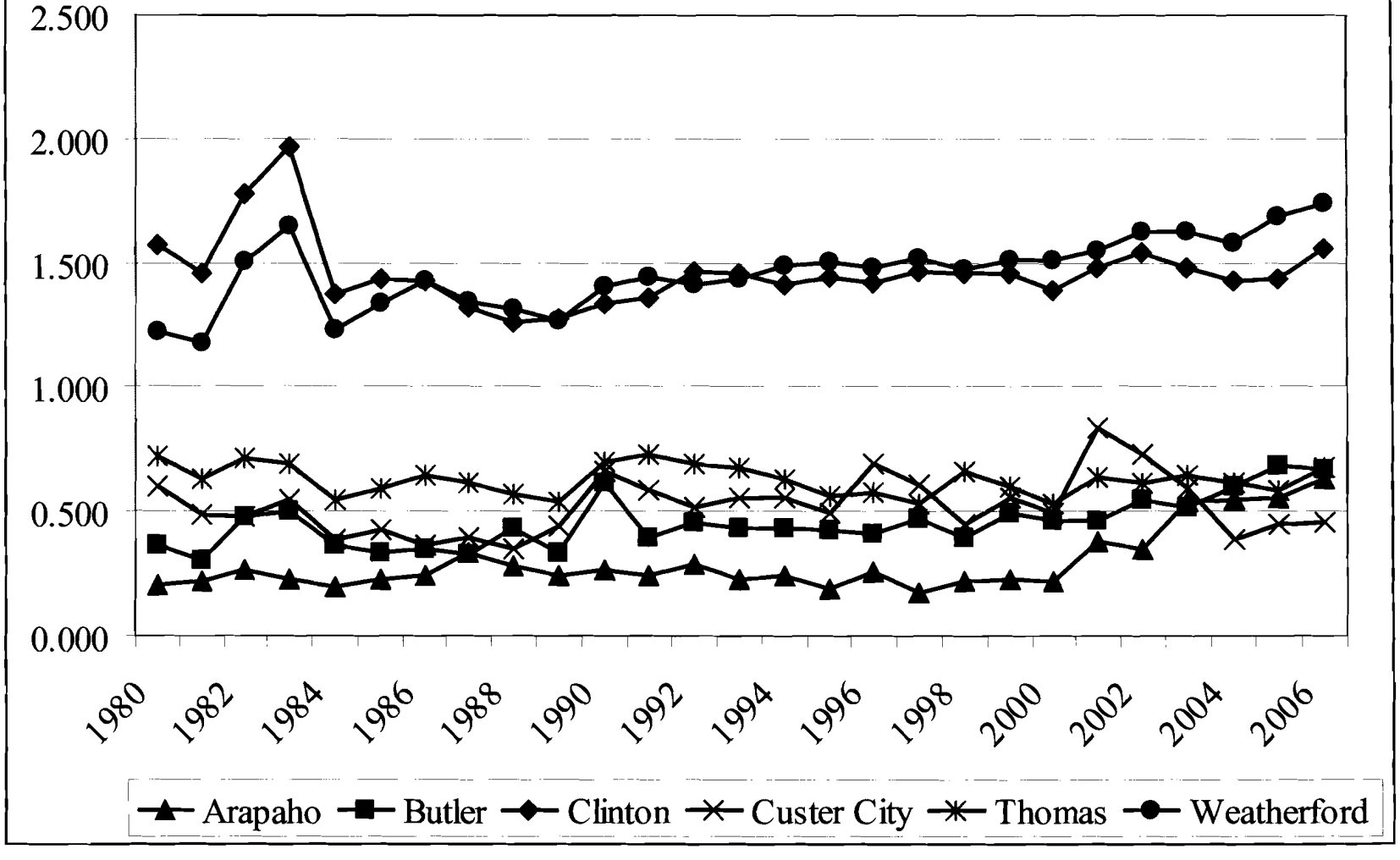


Figure 4. Average Pull Factor by City Size, 1980-2005

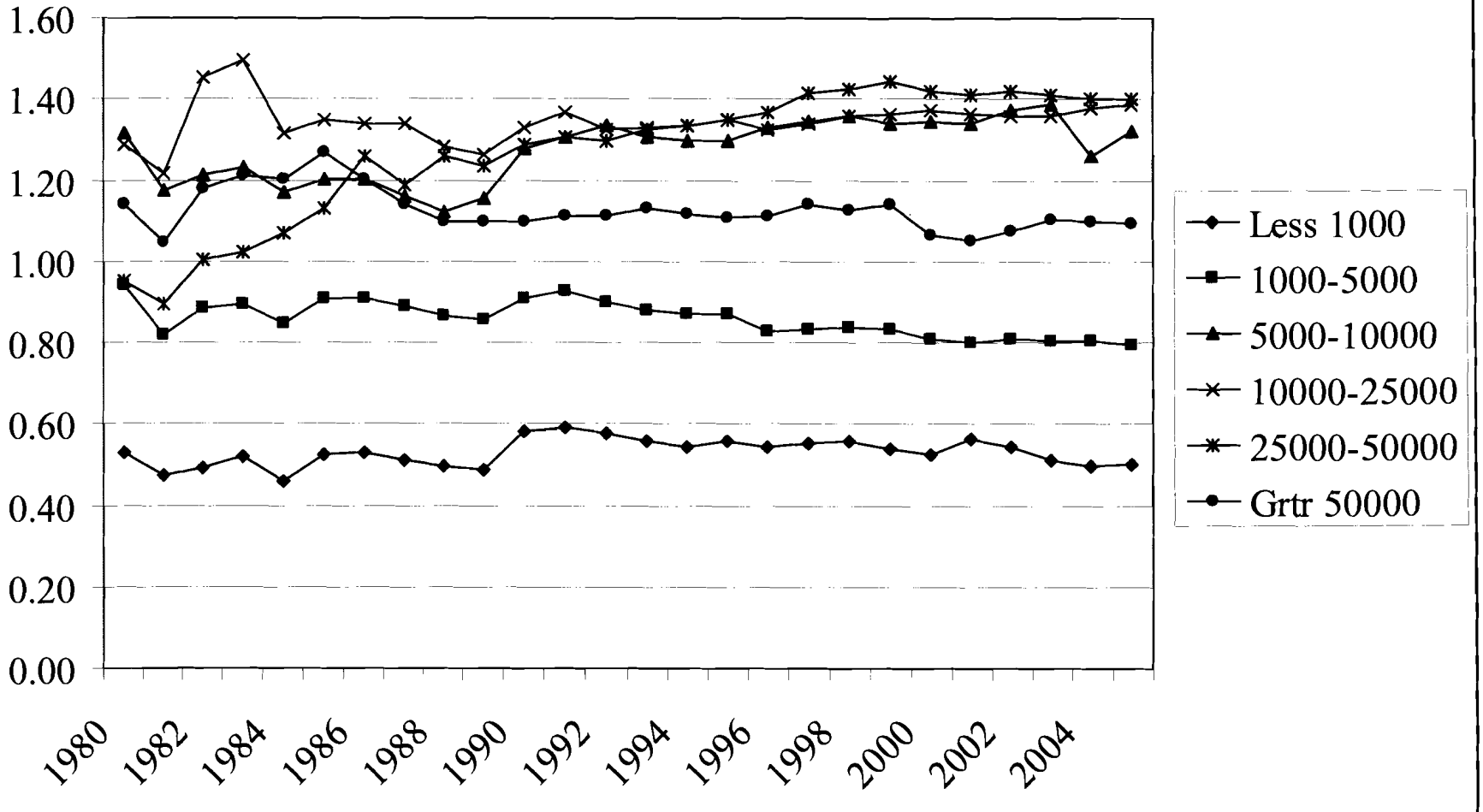
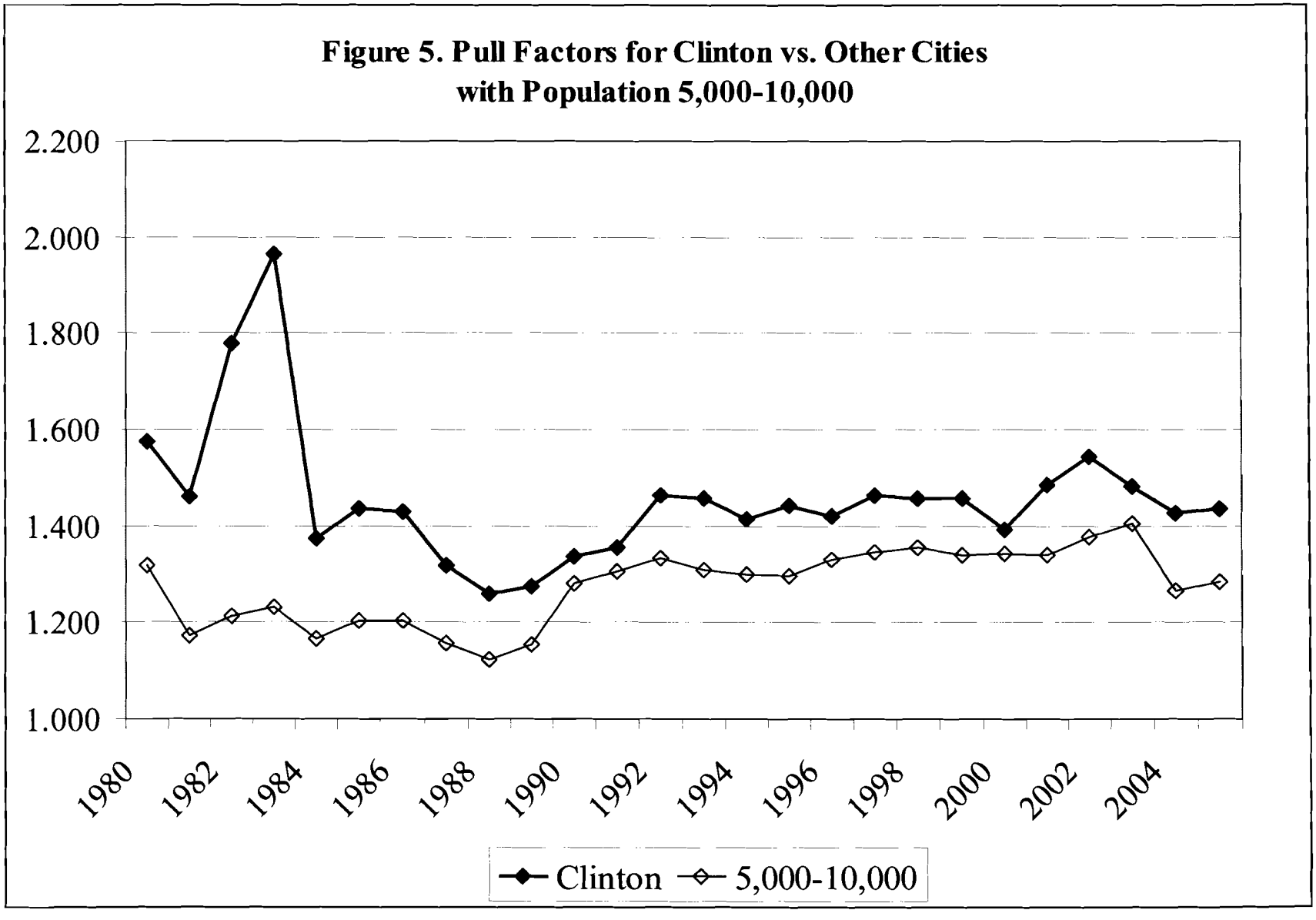


Figure 5. Pull Factors for Clinton vs. Other Cities with Population 5,000-10,000



SALES GAP ANALYSIS FOR CLINTON, OK

For purposes of this study, a sales gap analysis refers to a pull factor study that has been analyzed by SIC code for the 8 retail sectors. Sales gap coefficients may be interpreted in exactly the same manner as are pull factors. See Table 4 for Clinton's sales gap analysis. Table 5 provides a detailed description of the 8 retail SIC categories.

For Clinton's Building and Gardening Materials, the number of shoppers has been up and down. The number was lowest in 2000 at 5,332, and is the highest in 2006 at 7,723. (See top half of Table 4.) Clinton's population is about 8,400; thus, in 2006, this sector was capturing about 92.3% of the town's population. This is a relatively strong pull factor that is not supported by a Lowe's or Home Depot. In fact, the nearest major home improvement store is about 70 miles away in either Lawton or Oklahoma City. This suggests that Clinton (and Weatherford) residents make most of their hardware and building materials purchases locally due to necessity. (See Appendix A to see Weatherford's gap coefficients for 2006.)

The category of General Merchandise tends to be dominated by Wal-Mart. Wal-Mart reports all its sales under this category (even though it sells clothing, grocery items, etc. as well). In general, towns that have a Wal-Mart will post sales gap coefficients that are greater than 1.0 for this category, and those that do not have a Wal-Mart will post sales gap coefficients that are less than 1.0. Clinton is a bit of an exception to this rule. Clinton does *not* have a Wal-Mart Store, but their gap coefficient in this category is 1.486 in FY 2006. Recall the unique situation that Custer County has in that the Clinton-Weatherford combination serves as the center of trade for the county. Weatherford is home to a Wal-Mart, and Clinton is home to a K-Mart.

Grocery stores in Clinton had a gap coefficient of 1.527 in 2006. Consumers tend to appreciate the convenience of shopping for groceries close to home. In addition, most residents outside of the city

limits will travel into the small town grocery store to shop; consequently, it is common to find that even very small towns post high gap coefficients for this sector. Clinton's relatively high gap coefficient (1.527) for groceries appears to reflect this tendency.

SIC category 55 is difficult to interpret because motor vehicle and gasoline sales are exempt from municipal sales tax in Oklahoma. Most of the sales tax collection reported under this category appears to stem from auto parts stores and other retail sales from gas stations. For instance, most gas stations sell snack items, tires, some auto parts, oil, anti-freeze, etc. Sales tax collections for Clinton in this category indicate that these types of businesses attracted a number of shoppers equal to about 1.170 times the size of the town's population. A value greater than 1.0 is probably expected given that the community sits right along Interstate 40.

Apparel sales are reported under SIC 56. It is very difficult for small to medium sized towns to post high sales coefficients in the category of apparel. Many small towns have nearly zero sales in this category, and it is common to see sales gap coefficients that are less than 0.10 in these towns. Cities with large malls tend to be the most successful at capturing the market. Clinton's apparel stores captured a total of 4,024 shoppers in FY 2006 for a gap coefficient of 0.481. This may seem a bit low, so it may not surprise the reader to know that Weatherford's gap coefficient in this category is over 2.0 for 2006. Weatherford seem to be capturing the bulk of the apparel part of the economy.

SIC 57 reports Furniture and Home Furnishings. Also included are appliance and electronics stores, drapery and floor covering stores, and music stores. This category is often viewed from the perspective that many furniture purchases are made in either Tulsa or Oklahoma City. Oklahoma City, for example, has a large cluster of retail furniture stores centralized in one geographic area. Clinton residents probably purchase some of their furniture in Oklahoma City and some in Lawton. Even so, Clinton does relatively well in this category with a gap coefficient for 2006 of 0.815.

Eating and Drinking Places, SIC 58, is one of the most straightforward retail sectors. It contains restaurants and bars. Restaurants and bars in Clinton captured 11,408 customers in FY 2006. Restaurants in Clinton tend to attract a number of shoppers that is equal to about 1.364 times the town's population. This is a category that has been growing since 2000.

SIC 59, or Miscellaneous Retail, contains a host of retail activity, including pharmacies, florists, liquor stores, and antique stores. These are often the downtown or "Main Street" merchants. In 2006, Clinton attracted 8,066 shoppers in this category for a strong gap coefficient of 0.965.

Table 4
Retail Sales Gap Analysis by Standard Industrial Classification (SIC) Code, Clinton: FY 2000-2006

TRADE AREA CAPTURE	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006
Building, Gardening & Merchandise (52)	5,332	6,479	7,288	6,125	5,509	5,900	7,723
General Merchandise (53)	10,257	13,278	13,654	12,414	11,654	11,932	12,428
Food Stores (54)	12,482	16,056	14,835	13,787	12,162	13,144	12,771
Automobile Dealers & Gas Stations (55)	7,968	10,215	10,283	9,184	9,255	9,306	9,782
Apparel & Accessory Stores (56)	5,288	6,607	7,106	5,563	4,580	4,674	4,024
Furniture & Home Furnishings (57)	5,367	7,413	7,398	6,058	8,205	5,520	6,813
Eating & Drinking Places (58)	7,224	9,351	10,288	9,804	9,692	10,797	11,408
Miscellaneous Retail (59)	6,309	8,532	8,647	7,799	7,908	7,326	8,066
SALES GAP COEFFICIENT *	**FY 2000**	**FY 2001**	**FY 2002**	**FY 2003**	**FY 2004**	**FY 2005**	**FY 2006**
Building, Gardening & Merchandise (52)	0.604	0.753	0.866	0.730	0.659	0.705	0.923
General Merchandise (53)	1.161	1.544	1.622	1.480	1.393	1.427	1.486
Food Stores (54)	1.413	1.867	1.762	1.644	1.454	1.572	1.527
Automobile Dealers & Gas Stations (55)	0.902	1.188	1.221	1.095	1.106	1.113	1.170
Apparel & Accessory Stores (56)	0.599	0.768	0.844	0.663	0.547	0.559	0.481
Furniture & Home Furnishings (57)	0.608	0.862	0.879	0.722	0.981	0.660	0.815
Eating & Drinking Places (58)	0.818	1.087	1.222	1.169	1.158	1.291	1.364
Miscellaneous Retail (59)	0.714	0.992	1.027	0.930	0.945	0.876	0.965

* For purposes of this paper, when analyzed by SIC code, the pull factor is referred to as the sales gap coefficient.

TABLE 5
TYPES OF BUSINESSES
DESCRIBED BY THE RETAIL SIC CODES

52 Building Materials
- Lumber yards including home centers
- Paint and wallpaper stores
- Glass stores
- Hardware stores
- Retail Nurseries
- Lawn and garden supply stores
- Mobile Home dealers

53 General Merchandise Stores
- Variety stores
- Department stores
- Warehouse clubs
- General combination merchandise stores

54 Food Stores
- Grocery stores (Supermarkets)
- Convenience stores both with and without gasoline
- Meat and fish markets
- Fruit and vegetable markets
- Candy, nut and confectionery stores
- Dairy stores
- Retail Bakeries

55 Automotive Dealers and Gasoline Service Stations
- Motor vehicle dealers (new and used)
- Tire stores
- Auto supply stores
- Gasoline stations
- Boat dealers
- RV dealers
- Motorcycle dealers

56 Apparel and Accessory Stores
- Men and boys apparel
- Women's apparel and accessories
- Children and infant's wear
- Family apparel
- Shoe stores
- Custom tailor and seamstresses

57 Furniture and Home Furnishings Stores
- Furniture stores
- Floor covering stores
- Drapery, curtains and upholstery stores
- Pottery and crafts made and sold on site
- Household appliance stores
- Radio and TV and consumer electronics stores
- Computer and computer software stores
- Record and prerecorded tapes stores
- Musical instruments stores

58 Eating and Drinking Places

59 Miscellaneous Retail
- Drug and proprietary stores
- Liquor Stores
- Used merchandise stores including antique stores and pawn shops
- Sporting goods stores
- Book stores
- Stationary stores
- Jewelry stores
- Hobby, toy, and game shops
- Camera and photographic supplies stores
- Gifts, novelties and souvenirs
- Luggage and leather goods stores
- Sewing, needlework, and piece goods stores
- Catalog and mail order sales (includes e-commerce stores)
- Vending machine operators and direct selling establishments
- Fuel oil dealers
- Bottled gas dealers
- Florists
- Tobacco Stores
- Newsstands
- Optical goods stores
- Cosmetic stores
- Pet and pet supply stores
- Hearing aid and artificial limb stores
- Art dealers
- Telephone and typewriter stores

BUSINESS DEVELOPMENT STRATEGIES

Retail trade trends reflect the overall health of a local economy. All out shopping or sales leakage cannot be stopped. Often, larger economic trends (State-National-Global) overwhelm retail opportunities. There are programs and actions that can assist retail trade activities, however.

Concerned leaders and business persons can focus on business development by forming a business assistance committee to begin implementing some of the assistance activities or working with the existing chamber of commerce. The following activities were in part of a retail trade improvement program. These activities can improve the climate for business and show the community's commitment to support local business.

1. Analyze the local business sector to identify needs and opportunities to be pursued by the program. Businesses often do not have the resources to study the economy (local, regional, and national) and how they fit in. They need practical data and analysis that will help in their individual business decision-making. In particular, economic analysis can identify voids in the local or regional market that can possibly be filled by expanding or new business. Examples of analysis include the pull factor analysis reported here and consumer surveys to identify needs and opportunities.

   In addition to economic analysis, information is needed on the needs or problems of individual businesses and of the business district as a whole. As needs are identified, action can be taken to improve the situation. For example, a business may need help in preparing a business plan to qualify for financing. Perhaps the appearance of buildings and vacant lots is detrimental to attracting people to be business district, or perhaps poorly coordinated store hours are a hindrance. Once these needs are identified, a business development program can

initiate action. A periodic survey of local business needs can form the basis of a business development program's work plan.

2. Provide management assistance and counseling to improve the efficiency and profitability of local businesses. Many local businesses are owner-operated, earn low profits, and have difficulty in obtaining financing. Businessmen often need additional education and training in improving business management skills like accounting, finance, planning, marketing, customer, relations, merchandising, personnel management, or tax procedures. This assistance and counseling can be provided through seminars and one-to-one aid. Sources of assistance include the Service Corps of Retired Executives (SCORE), Small Business Development Center program sponsored by the Small Business Administration, Universities, Technology Centers, Oklahoma Department of Commerce, and the Cooperative Extension Service. The intent is to aid small businesses in becoming more competitive.

3. Assist new business start-up and entrepreneurial activity by analyzing potential markets and local skills and matching entrepreneurs with technical and financial resources. Establishing a business incubator is another way to assist new businesses. An incubator is a building with shed space or service requirements that reduce start-up costs for new businesses. Incubators have been successful in many locations but are not the right answer for every town. A successful incubator must have long-range planning, specific goals, and good management in order to identify markets and entrepreneurs.

4. Promote the development of home-based enterprises. Home-based work by individuals is increasing because of the flexibility offered and because in some areas, it may be the most

realistic alternative. Home-based enterprises can include a great variety of full or part-time occupations such as food processing, quilting, weaving, crafts, clothing assembly, mail order processing, or assembling various goods.

5. Provide assistance in identifying and obtaining financing. Small businesses often have difficulty obtaining long-term bank financing for expansion because they lack assets to mortgage, cannot obtain affordable terms or rates, or cannot present a strong business plan. A business development program can identify public loan programs and package them with private loans to make projects feasible.

6. Provide assistance in undertaking joint projects such as:

   - improved appearance
   - improved management of the commercial area
   - building renovation
   - preparation of design standards
   - joint promotions and marketing
   - organizing independent merchants
   - special activities and events
   - fund raising
   - improved customer relations
   - uniform hours of operation

Undertaking these projects requires cooperation, good organization, and efficient management. These projects can improve a business district's competitive position and

attract new customers. The Oklahoma Main Street Program provides many good examples of towns working together for economic revitalization. The Main Street Program developed by the National Trust for Historic Preservation, is build around the four points of organization, design, promotion, and economic restructuring.

7. Develop a one-stop permit center. There is great deal of red tape involved in starting a business including registering a name, choosing a legal form, and determining what licenses, permits, or bonds are needed. Other concerns include internal revenue service requirements, unemployment insurance, sales tax permits, and state withholding taxes. Having this type of information available in one location will make life easier for potential businesses.

8. Involve active organizations and the media. Groups such as the chamber of commerce, civic clubs, etc. can encourage a healthy business climate. The local media can also support small business and aid in developing awareness of the importance of local business.

SUMMARY

This report has analyzed taxable sales trends for the City of Clinton and Custer County. The level of taxable sales in Clinton has certainly grown in nominal since 1988, but has been relative steady after controlling for inflation. Arapaho is the county seat for Custer County, but is not considered the center of the trade for the county (which is somewhat unusual).

Custer County has a bit of a unique situation in that the two cities of Clinton and Weatherford, located just 15 miles apart on Interstate 40, appear to serve as a combined center of trade for the county. The existence of a Wal-Mart store can often create center of trade status for a community, but in the case of Custer County, Weatherford is home to Wal-Mart and Clinton is home to K-mart. Together, the two cities pull in shoppers from surrounding areas. Over time, Clinton and Weatherford's pull factors have been similar and have moved together, suggesting a certain degree of dependence upon each other. The interpretation certainly suggests that when one city does well then so will the other city.

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APPENDIX A
FY 2006 Gap Coefficients for Weatherford, OK

Retail Sector	GAP Coefficient
Building, Gardening & Merchandise (52)	1.193
General Merchandise (53)	1.957
Food Stores (54)	1.272
Automobile Dealers & Gas Stations (55)	1.068
Apparel & Accessory Stores (56)	2.085
Furniture & Home Furnishings (57)	0.912
Eating & Drinking Places (58)	1.906
Miscellaneous Retail (59)	1.297