



bartlesville
development authority
CONNECTED / CREATIVE / VIBRANT

David Wood



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“ I bring **quantifiable**
net new revenue to the
general fund.”

“ Any reasonable methodology, consistently applied, trumps none.”





Economic Impact

~~Economic Impact~~
Fiscal

**Here's how we
win this deal!**



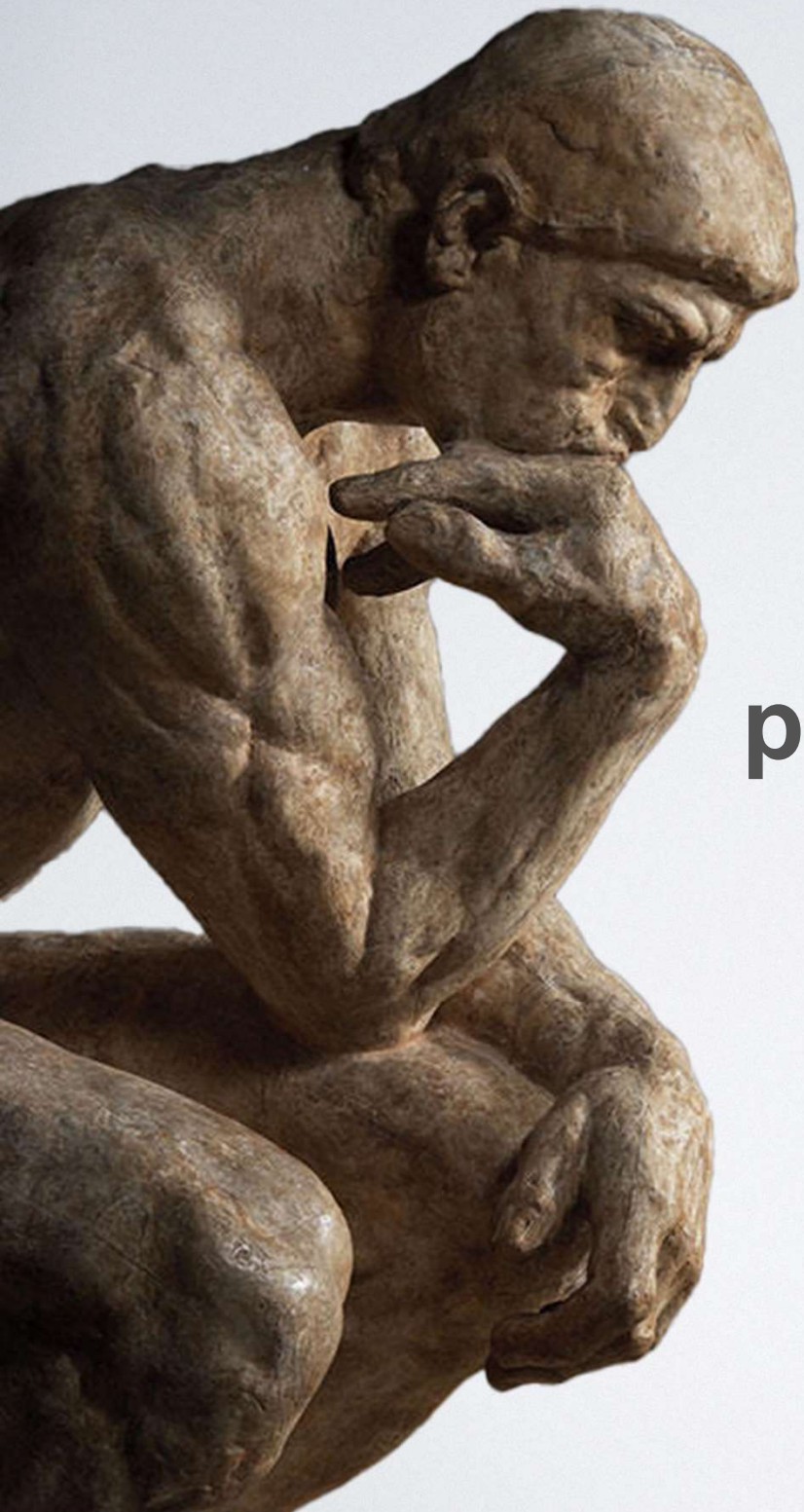


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10 / 2

- **Sales Tax In Decline**
- **Resources For Amenities Curtailed**
- **Household Income Declining**
- **Population Flat & Aging**



**New Jobs that don't
produce new residents
aren't worth very
much at all.**





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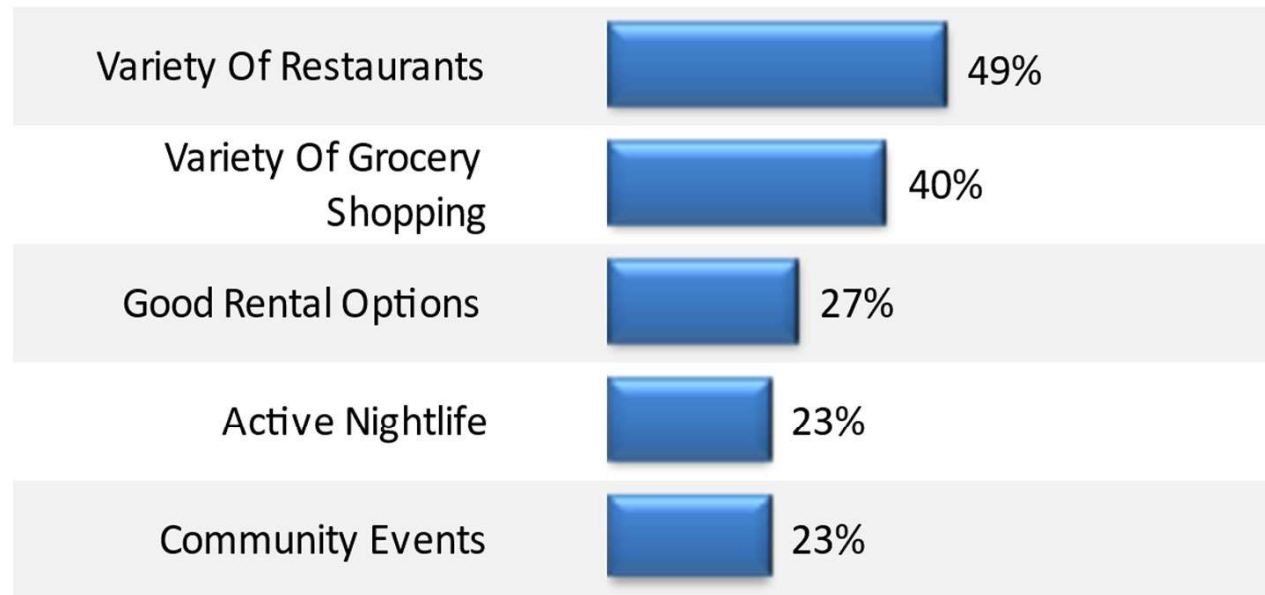
CONSUMER LOGIC

VITAL CLARITY CONSULTING



YOUNG PROFESSIONALS

Community Criteria

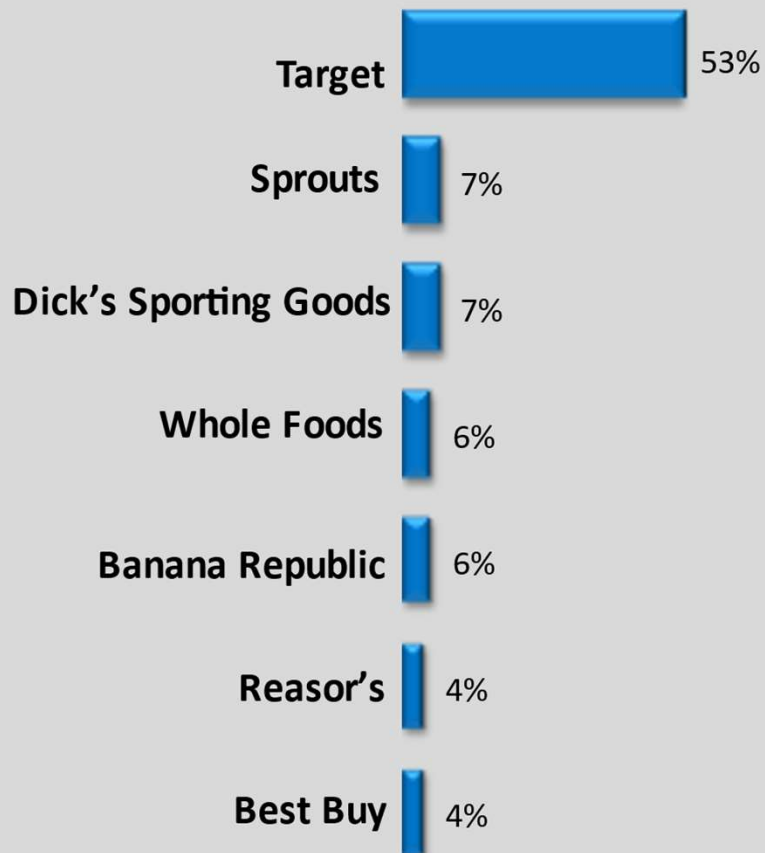




YOUNG PROFESSIONALS

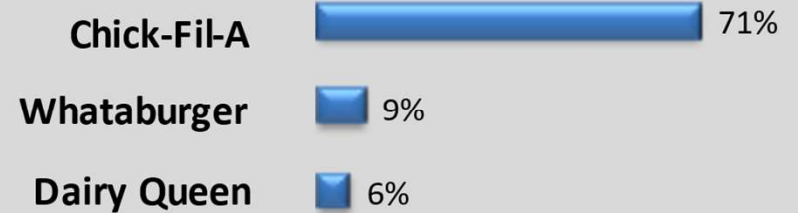
“Must Have” Brands

Retail

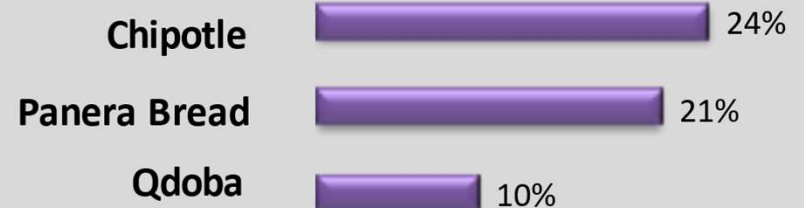


Restaurants

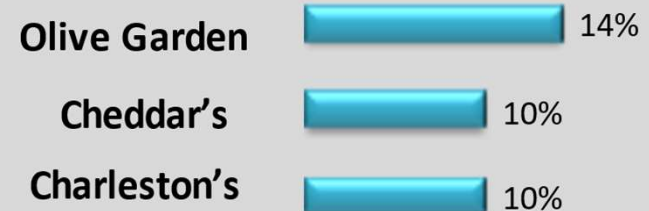
Fast Food



Fast Casual



Casual Dining



FOCUS GROUP





**What's a new
restaurant or
retailer worth?**



New Annual Sales	1,000,000
Local Sales Tax Rate	3.4%
	<hr/>
Additional Annual Sales Tax	34,000
10 Year Term	X10
	<hr/>
NET New Sales Tax	340,000
Incentive	(250,000) Rebate ≤ \$25,000 Annually
	<hr/> <hr/>
	90,000
	36%

80% **Substitution**

New Annual Sales	1,000,000
Local Sales Tax Rate	3.4%
	<hr/>
Additional Annual Sales Tax	34,000
10 Year Term	X10
	<hr/>
NET New Sales Tax	340,000
Incentive	(250,000) Rebate ≤ \$25,000 Annually
	<hr/> <hr/>
	90,000
	36%

Annual Sales	1,000,000
Substitution Sales	80%
<hr/>	
New Annual Sales	200,000
Local Sales Tax Rate	3.4%
<hr/>	
Additional Annual Sales Tax	6,800
10 Year Term	X10
<hr/>	
NET New Sales Tax	68,000
Incentive	(250,000) Rebate ≤ \$25,000 Annually
<hr/> <hr/>	
	(182,000)
	-73%



New Annual Sales	17,000,000	
Local Sales Tax Rate	3.4%	
		<hr/>
Additional Annual Sales Tax	578,000	
10 Year Term	X10	
		<hr/>
NET New Sales Tax	5,780,000	
Incentive	(4,248,300)	Rebate ≤ \$425,000 Annually
		<hr/> <hr/>
	1,531,700	
		36%

Annual Sales	17,000,000
Substitution Sales	80%
<hr/>	
New Annual Sales	3,400,000
Local Sales Tax Rate	3.4%
<hr/>	
Additional Annual Sales Tax	115,600
10 Year Term	X10
<hr/>	
NET New Sales Tax	1,156,000
Incentive	(4,248,300) Rebate ≤ \$425,000 Annually
<hr/> <hr/>	
	(3,092,300)
	-73%



That's gonna leave a mark!



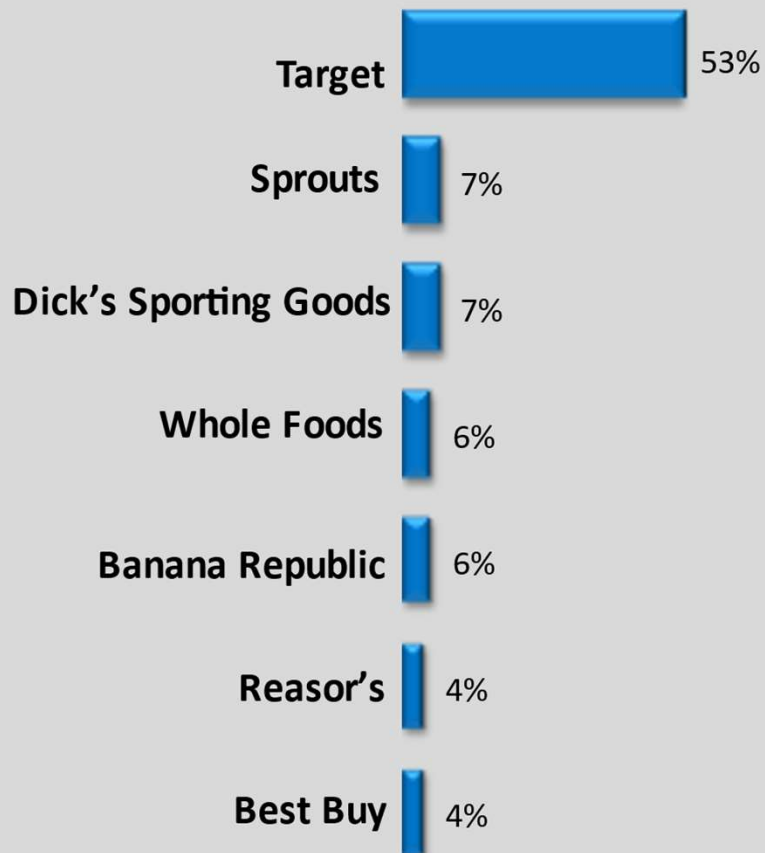
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YOUNG PROFESSIONALS

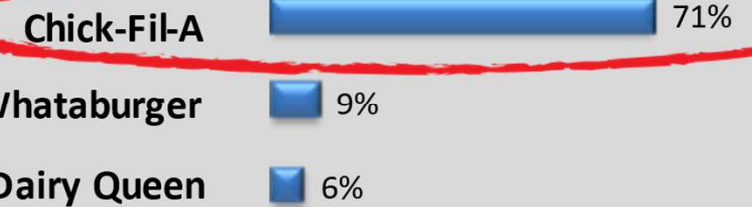
“Must Have” Brands

Retail

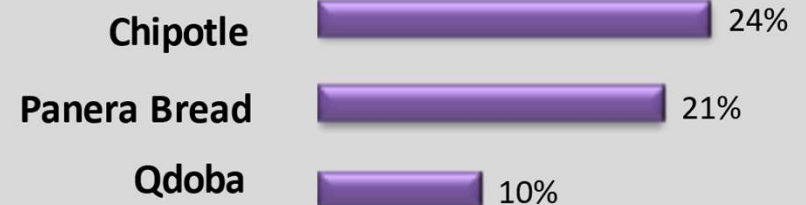


Restaurants

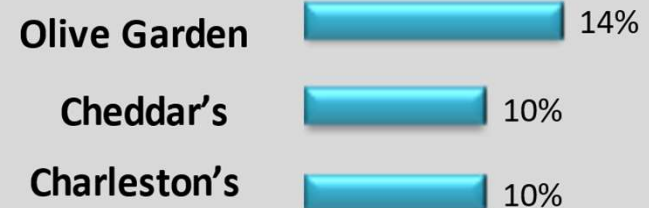
Fast Food



Fast Casual



Casual Dining







skins
skins.net

MORE SPEED.
MORE POWER.
MORE STAMINA.

	Expansion	New	Targeted Brand
Existing Sales	1,000,000	N/A	N/A
Expansion	25%	N/A	N/A
Annual Sales	250,000	1,000,000	1,000,000
Substitution Sales	80%	80%	10%
New Annual Sales	50,000	200,00	900,000
Local Sales Tax Rate	3.4%	3.4%	3.4%
Additional Sales Tax Rate	1,700	6,800	30,600
10-year Term	x10	x10	x10
New Sales Tax	17,000	68,000	306,000



petco



grooming
adoptions
dog training



Atwoods
Ranch & Home





CFA DELIVERY
WE DELIVER
7:30AM-7:30PM!
closed sunday



Chick-fil-Coo



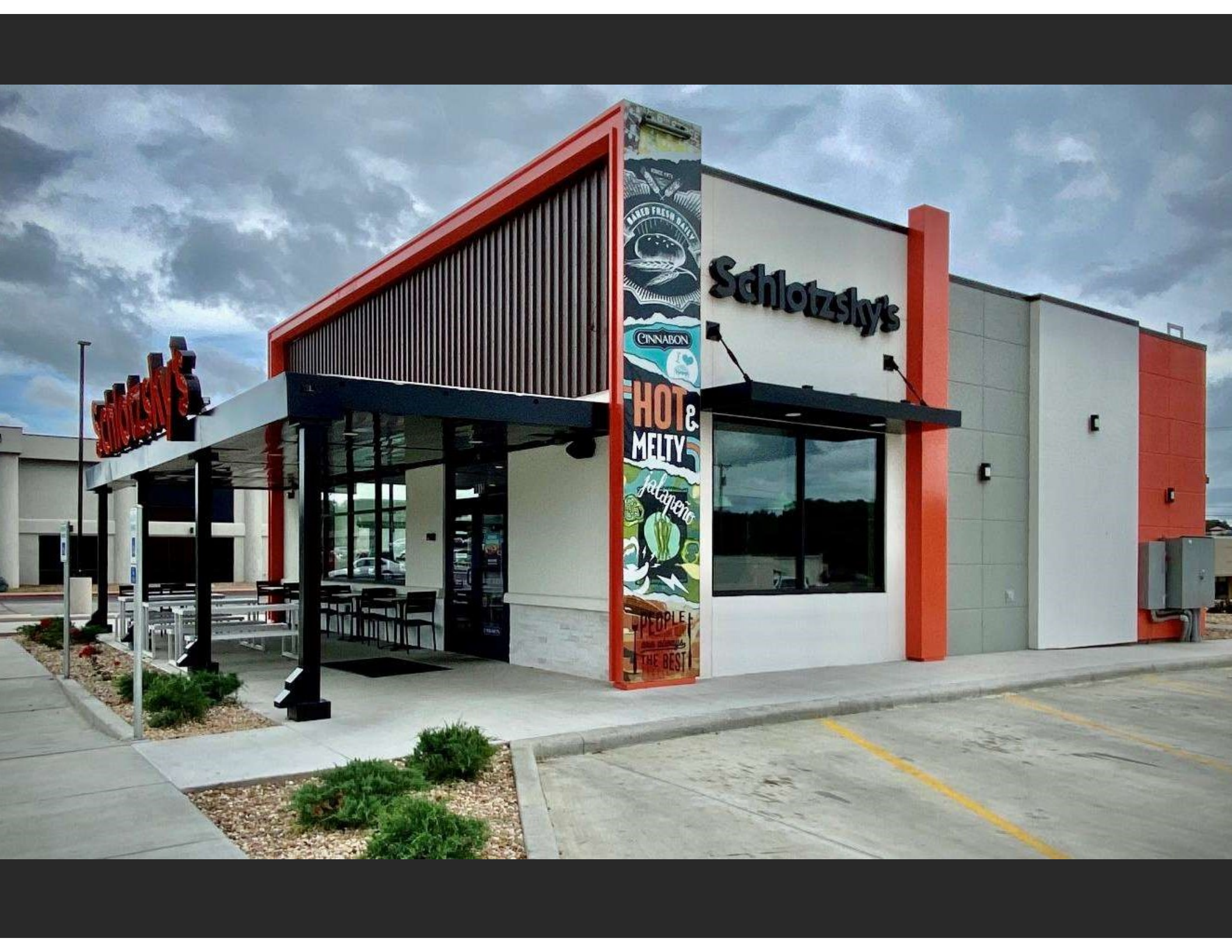


\$4 Million



2307
SE ADAMS BLVD





Schlotzsky's

Schlotzsky's

MAKED FRESH DAILY
CINNABON
HOT & MELTY
jalapeño
PEOPLE
THE BEST



tropical CAFE
SMOOTHIE
DRIVE THRU

tropical CAFE
SMOOTHIE
DRIVE THRU



510

SCOOTER'S
COFFEE DRIVE-THRU

SCOOTER'S COFFEE
AMAZING PEOPLE

SCOOTER'S COFFEE
AMAZINGLY FAST

SCOOTER'S COFFEE
AMAZING EXPERIENCE

U.S. Cellular



CBRE
AVAILABLE
+1 405 272 5300



Closed 10/17



Spring 2020



\$400,000



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“ “ **Uncertainty = NO** ” ”

“ How do
we get
screwed? ”



“ Expiration
Date! ”





POPEYES

MAX LUTKE
918-914-3813



COMMUNITY
BUILDERS

333-222





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	Expansion	New	Targeted Brand
Existing Sales	1,000,000	N/A	N/A
Expansion	25%	N/A	N/A
Annual Sales	250,000	1,000,000	1,000,000
Substitution Sales	80%	80%	10%
New Annual Sales	50,000	200,00	900,000
Local Sales Tax Rate	3.4%	3.4%	3.4%
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10-year Term	x10	x10	x10
New Sales Tax	17,000	68,000	306,000
	x 50%	x 50%	x 50%

	Expansion	New	Targeted Brand
Existing Sales	1,000,000	N/A	N/A
Expansion	25%	N/A	N/A
Annual Sales	250,000	1,000,000	1,000,000
Substitution Sales	80%	80%	10%
New Annual Sales	50,000	200,00	900,000
Local Sales Tax Rate	3.4%	3.4%	3.4%
Additional Sales Tax Rate	1,700	6,800	30,600
10-year Term	x10	x10	x10
New Sales Tax	17,000	68,000	306,000
	x 50%	x 50%	x 50%
Maximum Incentive	8,500	34,000	153,000



\$180,000

**HOUSE
FOR SALE
SOLD**



“Housing?”

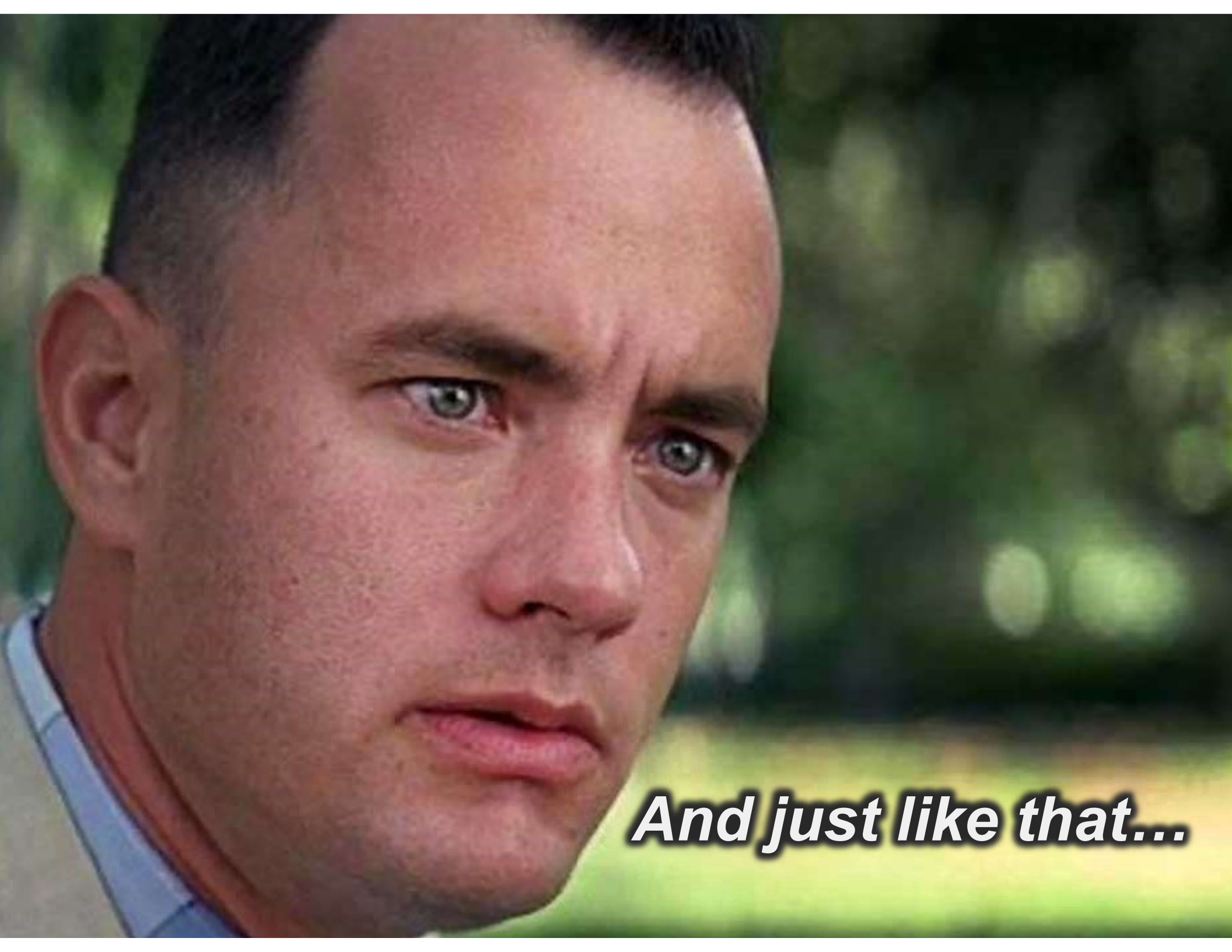


New Homes

OPEN HOUSE
D.R. Horton

D.R. HORTON
America's Builder
Park Place
918-208-8573
drlh.com





And just like that...

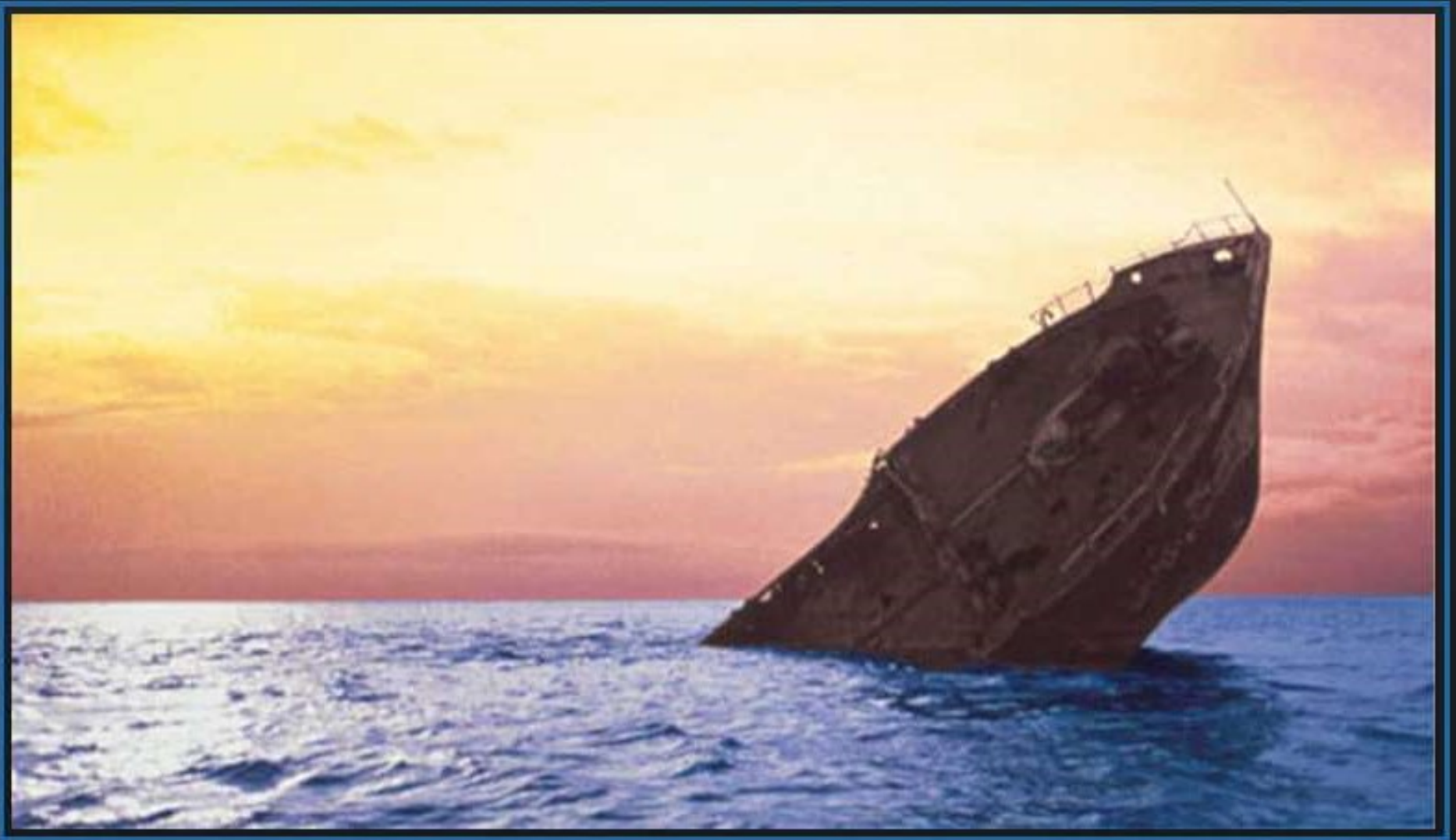
**“ “ An average new,
primary-industry job was
worth about \$10,000 ” ”**



MARK IT ZERO.



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MISTAKES

The purpose of your life may just be to serve as a warning to others.



Questions?