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**AGENDA - REGULAR MEETING**  
**COWETA INDUSTRIAL DEVELOPMENT AUTHORITY**  
**COWETA CITY HALL, 310 S. BROADWAY**  
**MONDAY, DECEMBER 1, 2025 6:00 PM**

**MEETING PROCEDURE:** Comments on all scheduled agenda items will be heard immediately following the presentation by staff or the petitioner. Please wait until you are recognized by the Chair and keep your comments as brief as possible. Individuals addressing the Trustees must identify themselves by name prior to making any comments. The Trust Authority will consider, discuss, and may take action on, approve, adopt, amend, reject, deny, table, or not take action on any item listed on this agenda after comments from staff and the Trust Authority have been heard.

I. CALL TO ORDER

II. ROLL CALL

Naomi Hogue \_\_\_\_\_ Jeremy Barnett \_\_\_\_\_ Joshua Wilburn \_\_\_\_\_ Donald Vieth \_\_\_\_\_

III. PRESENTATIONS

1. **PRESENTATION FROM RETAIL STRATEGIES**

Presentation from Retail Strategies to go over progress, potential, and future focus.  
*Jessica Zwirtz, Community Development Director*

IV. CONSENT

(All matters under the "Consent Calendar" are considered by the Trustees to be routine and will be enacted by one motion. Any Trustee may, however, remove an item from consent by request.)

1. **MINUTES OF REGULAR MEETING**

Approval of the minutes of the Coweta Industrial Development Authority meeting held on November 3, 2025. *(Marcy Kilgore, City Clerk/Treasurer)*

V. CONSIDER, DISCUSS AND TAKE ACTION ON ITEMS REMOVED FROM CONSENT

VI. ADMINISTRATION

1. **RESOLUTION 2025-42 BANK SIGNATORIES**

Discuss and consider possible action related to the adoption of Resolution 2025-42, a resolution of the Coweta Industrial Development Authority approving Discuss and consider approval of an Authorized Representatives Certificate listing Naomi Hogue, Chairman; Julie Casteen, Trust Manager; Mckay Hale, Assistant Trust Manager; and Marcy Kilgore as authorized to execute requisitions for funds from the loans issued by the Oklahoma Water Resources Board on October 1, 2019, and September 1, 2022.

the authorized signatories on certain accounts held by the First National Bank of Coweta.

*Julie A. Casteen, Trust Manager*

VII. NEW BUSINESS

(Business which was not foreseen prior to the posting of the agenda.)

VIII. ADJOURNMENT

IF YOU REQUIRE A SPECIAL ACCOMMODATION PURSUANT TO THE AMERICANS WITH DISABILITIES ACT,  
PLEASE NOTIFY CITY HALL AT LEAST 24 HOURS BEFORE THE MEETING.



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## Memorandum

To: Honorable Mayor and City Council

From: Jessica Zwirtz, Community Development Director

Re: **PRESENTATION FROM RETAIL STRATEGIES**

Date: December 1, 2025

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### **BACKGROUND**

The City of Coweta partnered with Retail Strategies and Wagoner County to help identify potential sites, retail leakage, and prospects for Coweta.

### **STAFF RECOMMENDATION**

### **ATTACHMENTS**

1. Coweta, OK - Retail Strategy Presentation - council



DISCOVER



CONNECT



ADVANCE

Coweta, OK

# Retail Strategy

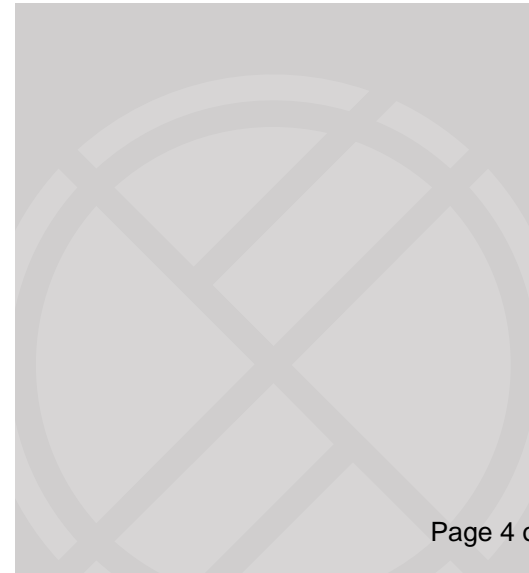


Table of

# Contents

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Objectives

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Discover

- Regional & Local Trends
  - Key Data Analysis
- 

Connect

- Site Identification
  - Site Analysis & Prospect Development
- 

Advance



How it works

# Partnership Objective

## Year 1

Create & Implement Recruitment Strategy

In Year 1 our focus is to begin to immerse ourselves in your community, get to know the local players that move your market, uncover the opportunities and story that needs to be told about your community, and start connecting those opportunities to the decision makers for the retailers that you desire.

## Year 2

Pleasant Persistence & Relationship Depth

In Year 2 we continue the efforts of year 1, but we will do so with a much deeper understanding of the potential outcomes. We continue outreach to the right retail prospects and deepen relationships with local property owners and update our Retail Strategy as needed.

## Year 3

Maximum Exposure & Understanding Next Steps

Year 3 is historically when we will begin to see the positive momentum that has been built in year 1 and year 2. We continue the work of recruitment and create the roadmap for additional success in future years.

Data Analysis

# Discover

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State & MSA Overview

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Custom Trade Area

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Demographics

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Peer Analysis

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Mobile Data

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Retail Corridor Analysis



## Data Analysis

# Oklahoma Retail Analysis

### • **Positives:**

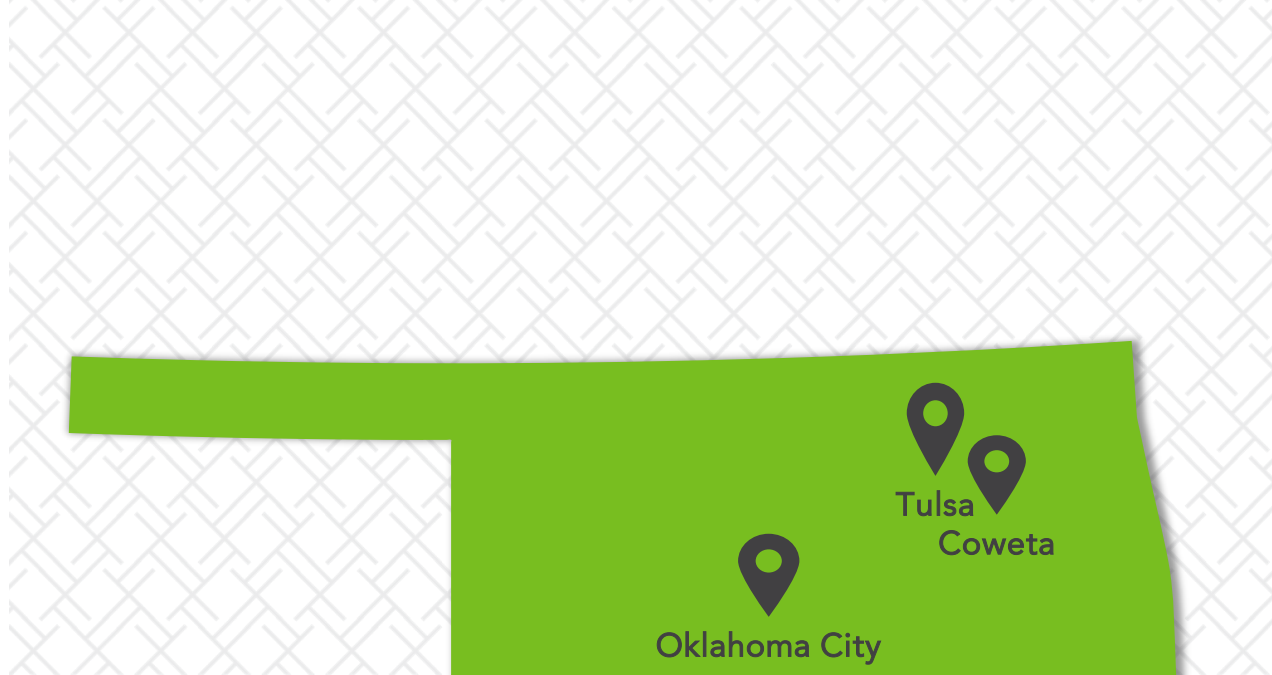
- Post-Covid population growth of 3.5% continues to drive overall economic development statewide.
- Real per-capita personal income rose 6.5% in 2024. This outpaces the national average.

### • **Challenges:**

- Significant growth has been seen in the major urban cores (OKC & Tulsa) but rural markets lagging behind.
- The energy sector, with its known volatility is still the backbone of the state economy. Downward trends here will impact incomes and population growth.

### • **Retail Angle:**

- Like so many sun belt states, Oklahoma is enjoying renewed population growth. That paired with income growth will draw many new-to-market retailers to the state.
- They will likely look at urban centers first, and Coweta is well positioned to draft behind the growth in Tulsa.





## Data Analysis

# Tulsa DMA Retail Analysis

### • **Positives:**

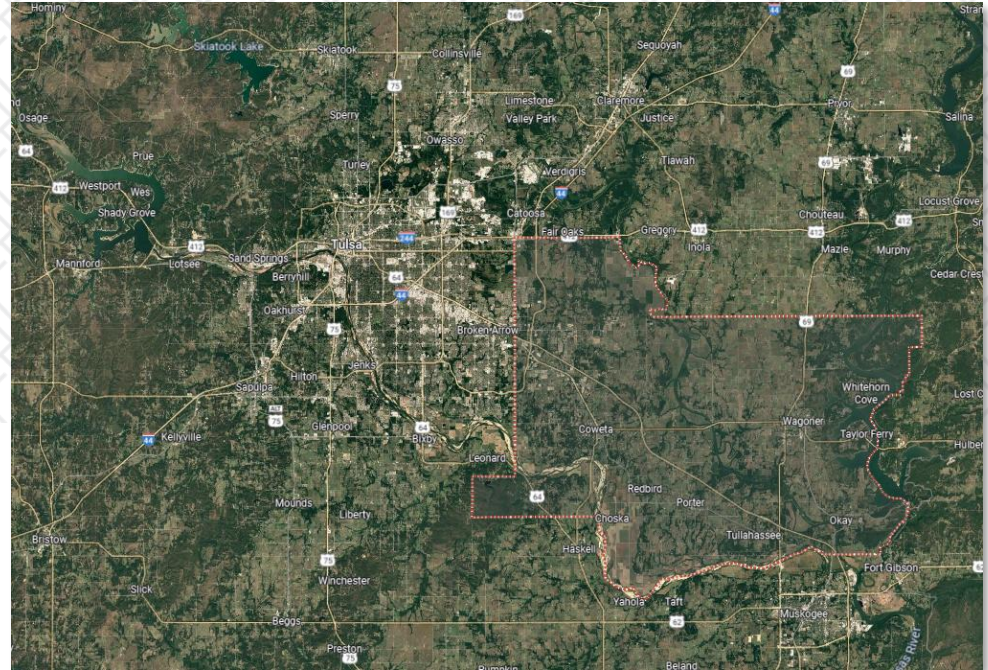
- Tulsa metro employment has grown consistently since the Covid-19 pandemic.
- Downtown Tulsa currently has an estimated \$800M in active construction projects with another \$400M in planned developments as of mid-year 2025.

### • **Challenges:**

- Similar to the statewide reality, the energy sector's importance to the Tulsa region is well known. When that sector has a downturn, it will slow down retail growth.

### • **Retail Angle:**

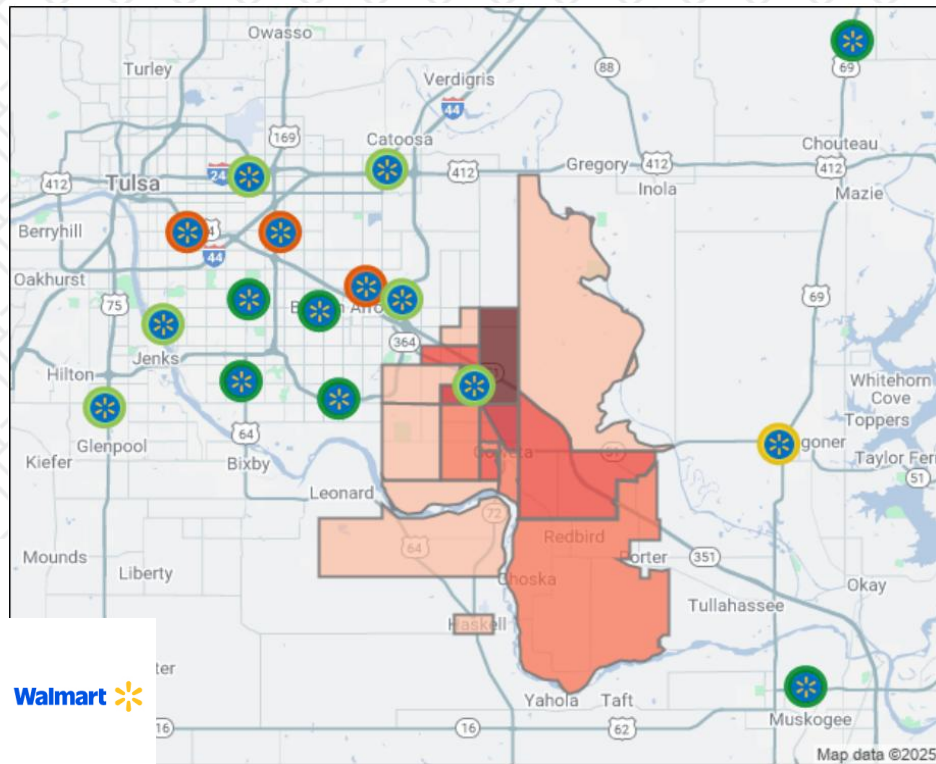
- Overall, the Tulsa metro area represents approximately 29% of the state GDP. That means the market will always be on the radar for national retailers looking to expand in Oklahoma.
- Consistent job/income growth will allow for retail expansion across the region. This would include already present retailers as well as new-to-market concepts.





DISCOVER

# Mobile data collection



Walmart

The location tracked was  
Walmart (Coweta, OK)



# Mobile data collection (cont.)

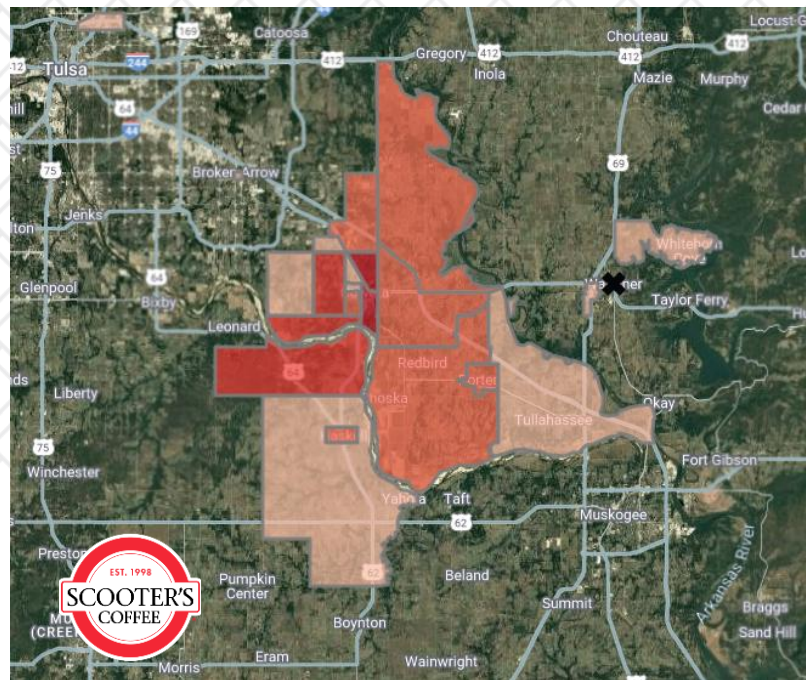
- The Coweta, OK Walmart was rated as the 17<sup>th</sup> out of 35 stores in the Tulsa DMA.

Site	Current 52 Weeks		Prior 52 Weeks
	Estimated Visits	Rank	Estimated Visits
Walmart: Coweta, OK	828,191	17	731,249
Walmart: Owasso, OK	1,534,459	1	1,458,818
Walmart: Bartlesville, OK	1,457,659	2	1,379,797
Walmart: Muskogee, OK	1,282,845	3	1,198,873
Walmart: Tahlequah, OK	1,279,620	4	1,210,602
Walmart: McAlester, OK	1,255,938	5	1,088,168
Walmart: Claremore, OK	1,248,286	6	1,112,018
Walmart: Sand Springs, OK	1,171,485	7	1,136,176
Walmart: Grove, OK	1,103,743	8	962,137
Walmart: Pryor Creek, OK	1,066,447	9	1,024,503
Walmart: 2301 W Kenosha St. Broken Arrow, OK	1,047,331	10	1,086,071
Walmart: 6625 S Memorial Dr. Tulsa, OK	1,031,879	11	1,003,673



DISCOVER

# Mobile data collection



The location tracked was  
Scooter's Coffee (Coweta, OK)



# Mobile data collection (cont.)

- The Scooters Coffee in Coweta is a top 5 performer in the Tulsa DMA. We rate it as the #4 store in the region with over 382,000 visits in the past year.

Site	Current 52 Weeks		Prior 52 Weeks	
	Estimated Visits	Rank	Estimated Visits	Rank
Scooters Coffee: Coweta, OK	382,650	4	381,275	2
Scooters Coffee: Independence, KS	540,773	1	340,435	4
Scooters Coffee: Vinita, OK	506,441	2	107,886	12
Scooters Coffee: Bartlesville, OK	427,596	3	397,609	1
Scooters Coffee: 2346 E Kenosha St. Broken Arrow, OK	296,709	5	342,671	3
Scooters Coffee: 19298 E Admiral Place, Tulsa, OK	295,430	6	257,517	5
Scooters Coffee: Coffeyville, KS	265,404	7	203,988	6
Scooters Coffee: 14601 E 51st St. Broken Arrow, OK	256,052	8	192,202	7
Scooters Coffee: 6079 S Memorial Dr. Tulsa, OK	174,327	9	186,723	8
Scooters Coffee: 4320 S Peoria Ave. Tulsa, OK	142,106	10	157,985	10
Scooters Coffee: Bixby, OK	134,796	11	75,400	13
Scooters Coffee: 6954 S Lewis Ave. Tulsa, OK	123,724	12	163,048	9



DISCOVER

# Consumer Trade Area



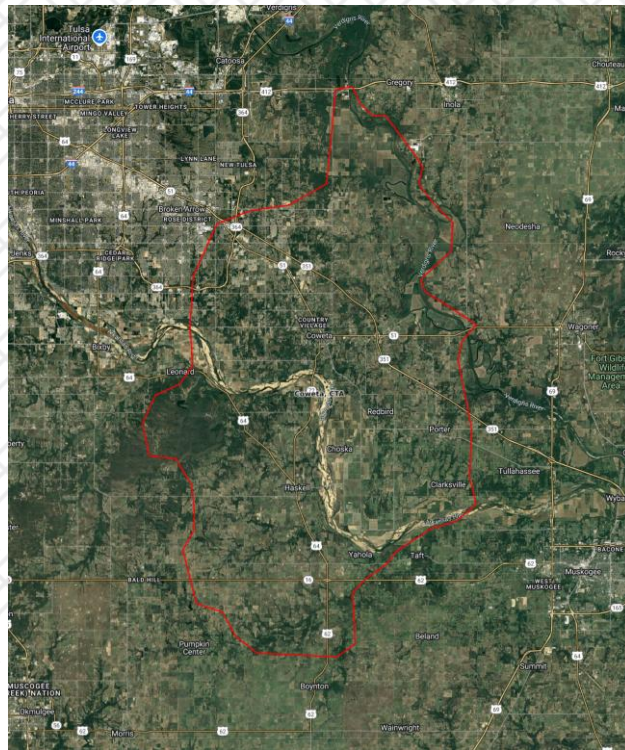
**\$89,000+**

Median Household Income



**55,000+**

2024 estimated population



**19,985**

Number of Households

**20%**

Bachelor's Degree

**40.6**

Average Age



## Data Analysis

# Trade Area Demographics

- This trade area was developed from the Oak Grove Shopping Center in Coweta, OK.

Category	3-Mile Radius	5-Mile Radius	5-Minute Drive Time	10-Minute Drive Time
Current Year Estimated Population	13,115	21,509	8,581	26,037
Number of Households	4,953	7,978	3,276	9,521
Average Home Value	\$ 279,473	\$322,169	\$255,835	\$328,552
Average Household Size	2.63	2.69	2.59	2.73
Current Year Average Age	38.7	39.5	36.9	39.1
Current Year Median Household Income	\$ 70,135	\$81,090	\$64,546	\$84,053
Current Year % Bachelor's Degree	16%	17%	15%	18%
Total Number of Employees	6,455	10,767	4,194	13,072
Daytime Population	9,458	14,026	7,423	15,670



## Data Analysis

# Peer Analysis

- As part of the Retail Strategies discovery phase, we want to understand your true peer markets in your region.
- These are the markets your viable sites are competing with amongst retailers.

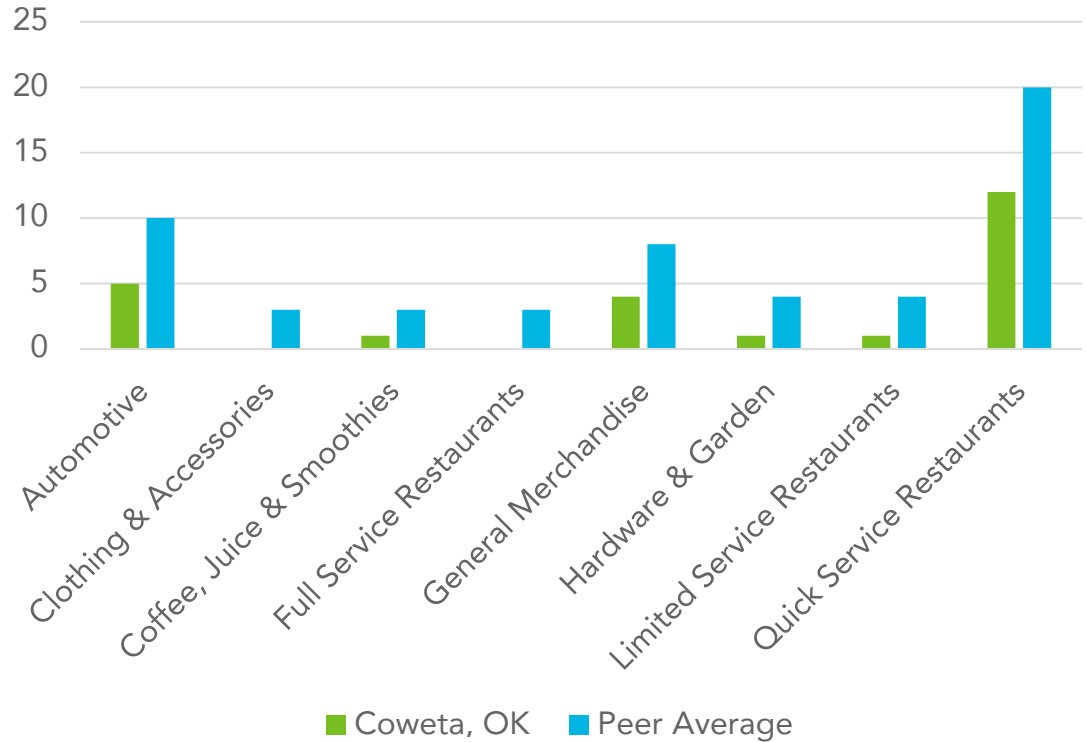
City	State	Residential Population	Daytime Population	Median HH Income	Market Supply
Coweta	OK	26,037	15,670	84,053	\$492,225,465
Montrose	CO	23,762	24,697	\$63,163	\$403,329,501
Lumberton	TX	23,762	16,807	\$88,886	\$432,269,349
Carlsbad	NM	27,353	28,310	\$77,119	\$1,016,376,089
Enid	OK	29,932	30,519	\$71,080	\$564,655,712
Ennis	TX	26,256	22,611	\$76,356	\$523,506,469



# Peer Analysis

How you measure up to similar communities?

- At a high level, we can see that these retail types are missing in Coweta and will present great recruitment prospects for the market.
- This is not an exhaustive list of retail types for recruitment.





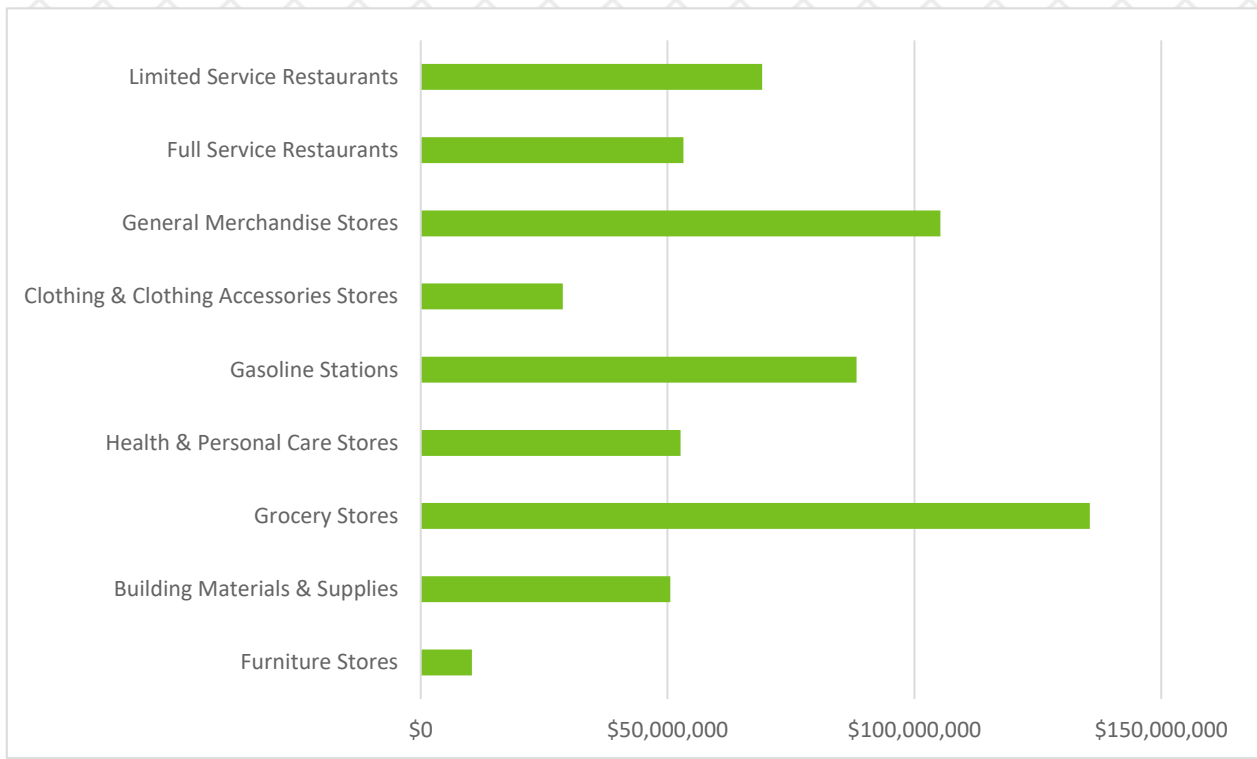
DISCOVER

# GAP Analysis



**\$690M+**

Top GAP Segment (Grocery)





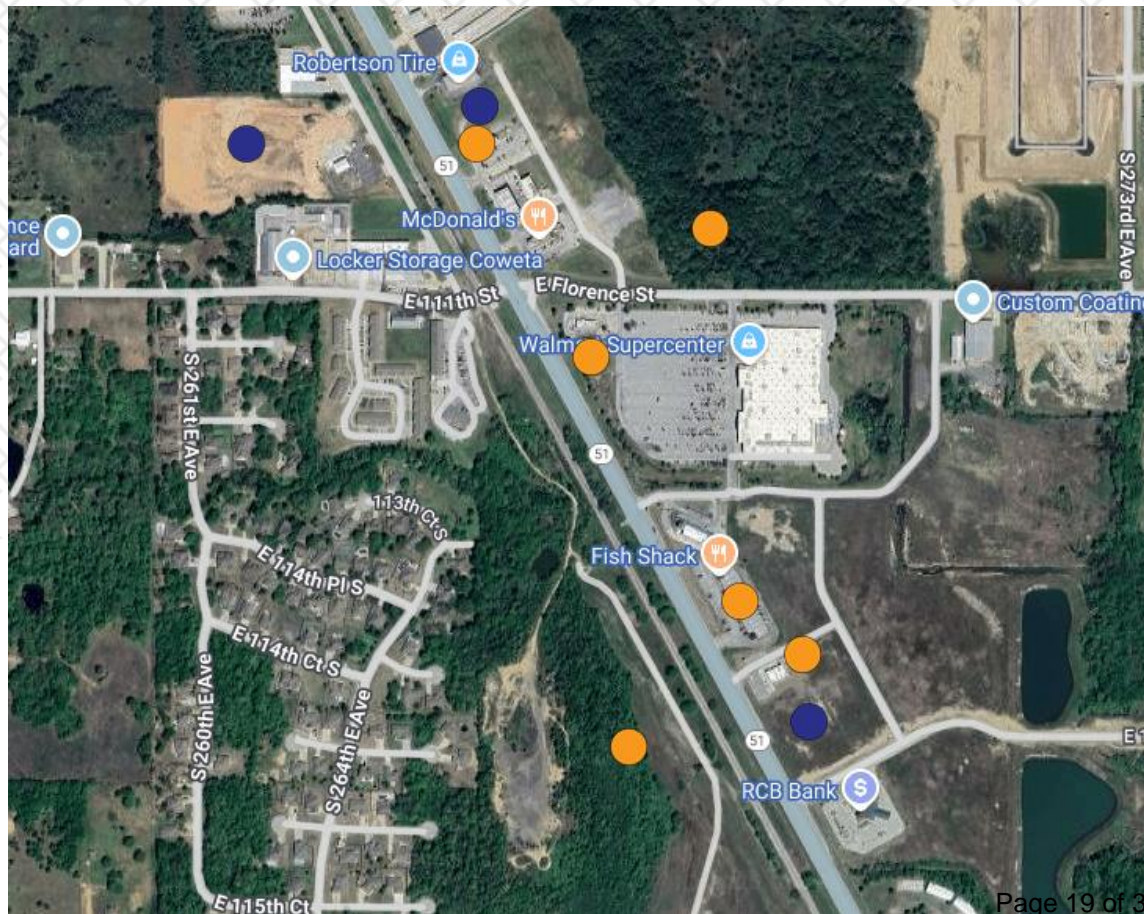
DISCOVER

Data Analysis

# Retail Corridor Analysis

Aerial Map of your community

Coweta





Data Analysis

# Corridor Analysis

## Strengths



- Walmart anchored corridor
- Hwy 51 has strong traffic counts 24,000 VPD
- Strong positioning in DMA

## Weaknesses



- Limited availability of developable pad sites with frontage on the east side of Hwy 51. Low inventory of existing space for lease.
- Proximity to large established retail developments in Broken Arrow could challenge new development

## Opportunities



- When the road connecting Hwy 51 to 351 Turnpike is completed this could further strengthen traffic counts on Hwy 51.
- New developments in the corridor will have retail opportunities.
- Pad sites available for new development

## Threats

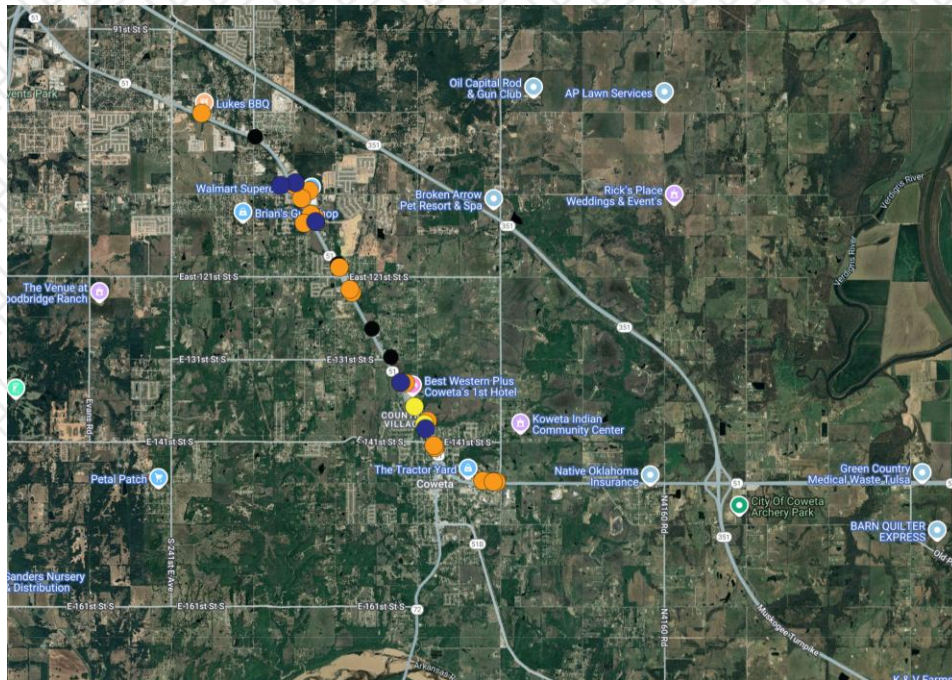


- Emergence of competitive corridors in the market could draw national retailers elsewhere.
- Existing railroad will deter new development on the west side of Hwy 51.



# Viable Retail Sites

During our time in the market, we identified over 25 viable retail sites in Coweta.



# Swot Analysis

## Large Development Site

Coweta, OK

### Strengths

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- Proximity to Walmart.
- One of the last large developable tracts of land along Hwy 51 in Coweta.
- Landowner willingness to improve topography and build access road along hwy 51 frontage.
- Located across Hwy 51 from large existing and new residential developments.

### Opportunities

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- Blank slate for 1 or multiple users to master plan the site.

### Weaknesses

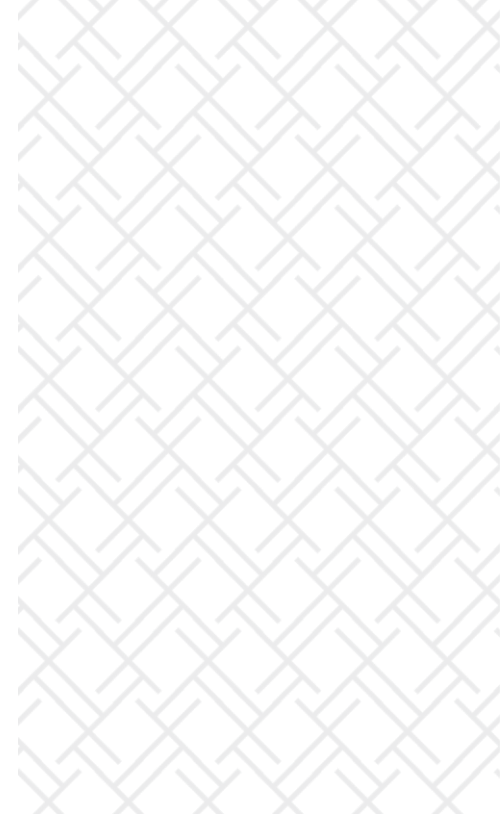
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- Railroad creates access challenges.
- Most retailers will want to know what is going to be next to them and will be hesitant to “pioneer”

### Threats

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- With limited to access points the site could prohibit users that shorter “dwell time” like QSR’s. Short drive to large destination retail in Broken Arrow.



# Swot Analysis

## Developable Pad Site

Coweta, OK

### Strengths

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- Proximity to Walmart.
- The majority of the retail development is on this side of the hwy due to the railroad.
- One of the few remaining developable pad sites near Walmart.
- Hwy 51 frontage visibility with 24,000 VPD.
- E 116<sup>th</sup> St S leads to large new residential development.

### Opportunities

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- Great opportunity for an additional retail strip center due to Meadow Brook Center being fully leased.

### Weaknesses

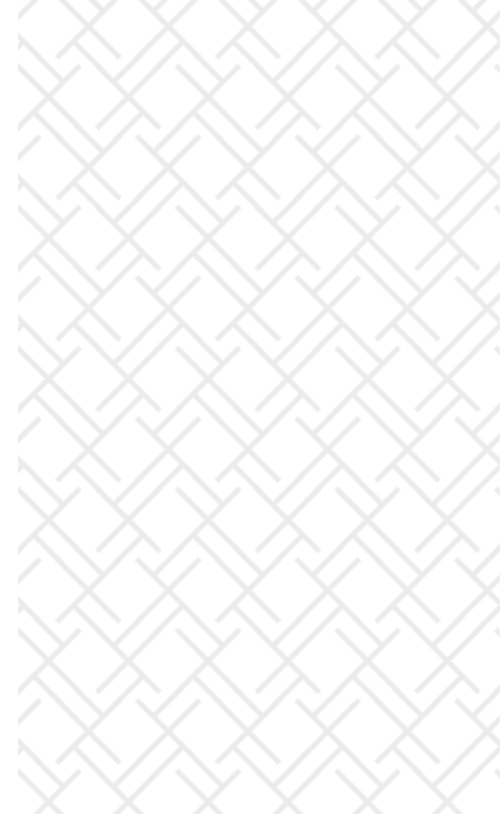
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- Lack of direct access off Hwy 51. Could require easement from MedWise or must enter the site from the back access road.

### Threats

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- \*\*\*\*\* owned currently. May not be available for retail development.



Next Steps

# Advance

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Key Results

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Influence Plan

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Updates & Follow up

# Key Results Needed

## Objectives

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- Create and Implement our Coweta Retail Recruitment Strategy.

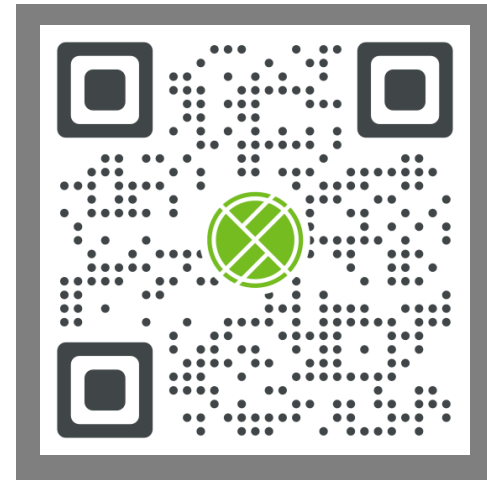
## Results needed for Success

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- Proper assessment of the Coweta greater market.
- Identify top opportunities for retailers in Coweta.
- Connect with property owners and their agents for identified opportunities.
- Perform outreach for top opportunities in the market.
- Provide accurate and timely reporting to the Coweta team.

# Q & A

What questions do you have?



**MINUTES OF THE COWETA INDUSTRIAL DEVELOPMENT AUTHORITY  
REGULAR MEETING  
NOVEMBER 3, 2025, 7:21 P.M.**

The agenda for this meeting was posted at least 24 hours prior to the start of this meeting at the entrance of City Hall, 310 S Broadway, Coweta, OK.

The Trustees of the Coweta Industrial Development Authority met in regular session on Monday, November 3, 2025, at 7:21 p.m. following the meeting of the Coweta City Council at the Coweta City Hall, 310 S Broadway, Coweta, Oklahoma.

**TRUSTEES PRESENT:** Naomi Hogue, Jeremy Barnett, Lauren Givan, Joshua Wilburn, Donald Vieth

**TRUSTEES ABSENT:** None.

**I. CALL TO ORDER**

The meeting was called to order by Chairman Hogue.

**II. ROLL CALL**

Roll call taken. Trustees were present as shown above.

**III. CONSENT**

Motion by Naomi Hogue, second by Jeremy Barnett to approve the consent calendar items:

1. Minutes of the Coweta Industrial Development Authority Regular meeting held on September 8, 2025.
2. Ratification of the action taken by the Coweta City Council regarding a certain hotel tax incentive agreement between Prenivi, LLC and the Coweta Industrial Development Authority

Aye: Naomi Hogue  
Jeremy Barnett  
Lauren Givan  
Joshua Wilburn  
Donald Vieth

**IV. CONSIDER ITEMS REMOVED FROM CONSENT**

No items removed.

**V. ADMINISTRATION**

**1. CIDA'S CONSENT TO A PUD REZONING APPLICATION**

**MINUTES OF THE COWETA INDUSTRIAL DEVELOPMENT AUTHORITY  
REGULAR MEETING  
NOVEMBER 3, 2025, 7:21 P.M.**

Trust Manager Julie Casteen led discussion and requested possible action related to consent to a planned unit development rezoning application, PUD-C 25-03, filed by Lou Reynolds, Eller & Deitrich, P.C., for property located in: The Southwest Quarter of the Northwest Quarter (SE/4 NW/4) of Section 30, Township 17 North, Range 16 East of the Indian Meridian, Wagoner County, State of Oklahoma; The East Half of the Southwest Quarter of the Northwest Quarter (E/2 SW/4 NW/4) of Section 30, Township 17 North, Range 16 East of the Indian Base and Meridian, Wagoner County, State of Oklahoma, LESS the West 110 feet of the North 250.00 feet of the South 750 feet.

Motion by Naomi Hogue, second by Jeremy Barnett to approve consent to a planned unit development rezoning application, PUD-C 25-03, filed by Lou Reynolds, Eller & Deitrich, P.C., for property located in: The Southwest Quarter of the Northwest Quarter (SE/4 NW/4) of Section 30, Township 17 North, Range 16 East of the Indian Meridian, Wagoner County, State of Oklahoma; The East Half of the Southwest Quarter of the Northwest Quarter (E/2 SW/4 NW/4) of Section 30, Township 17 North, Range 16 East of the Indian Base and Meridian, Wagoner County, State of Oklahoma, LESS the West 110 feet of the North 250.00 feet of the South 750 feet

Aye: Naomi Hogue  
Jeremy Barnett  
Lauren Givan  
Joshua Wilburn

Nay: Donald Vieth

**VI. NEW BUSINESS**

(Business which was not foreseen prior to the posting of the agenda.)

No new business.

**VII. ADJOURNMENT**

Chairman Hogue adjourned the meeting at 7:28 p.m.

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Naomi Hogue, Chairman

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Jeremy Barnett, Trust Secretary



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## Memorandum

To: Honorable CIDA Chairman and Trustees  
From: Julie A. Casteen, Trust Manager  
Re: **RESOLUTION 2025-42 BANK SIGNATORIES**  
Date: December 1, 2025

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### **BACKGROUND**

To comply with our auditors' request for statements on the CIDA's bank accounts, the list of authorized bank signatories must be updated. Each account requires two signatures for transactions. McKay Hale, Assistant Trust Manager, is being added as a signatory on all accounts to ensure access to statements and the ability to complete transactions when the Trust Manager is unavailable.

### **STAFF RECOMMENDATION**

### **ATTACHMENTS**

1. 251201-Resolution 2025-42- Bank Signatories-CIDA

**RESOLUTION NO. 2025-42**

**A RESOLUTION OF THE TRUSTEES OF THE COWETA INDUSTRIAL DEVELOPMENT AUTHORITY APPROVING THE AUTHORIZED SIGNATORIES ON CERTAIN ACCOUNTS HELD BY FIRST NATIONAL BANK OF COWETA.**

**WHEREAS**, the Coweta Industrial Development Authority has established banking account(s) with First National Bank of Coweta; and

**WHEREAS**, from time to time it is necessary to change signatories on those account(s).

**NOW THEREFORE, BE IT RESOLVED** by the Trustees for the Coweta Public Works Authority for Coweta, Oklahoma, that:

**SECTION 1.** The following persons shall be authorized signatories on all First National Bank accounts established for the Coweta Industrial Development Authority:

- Naomi Hogue
- Julie Casteen
- McKay Hale
- Marcy Kilgore

This Resolution is approved in an open meeting by the Trustees of the Coweta Industrial Development Authority and signed by the Chairman this 1<sup>st</sup> Day of December, 2025.

\_\_\_\_\_  
Naomi Hogue, Chairman

ATTEST:

\_\_\_\_\_  
Jeremy Barnett, CIDA Secretary

APPROVED:

\_\_\_\_\_  
Patrick Boulden, City Attorney