



Downtown Enid is where the arts are celebrated, history is embraced, shopping & dining are delightful, entertainment is abundant, businesses are thriving, opportunity is found and memories are made.

Certified Cultural District with:

- Approx. 1,500 employees
- 75+ financial, insurance, law & other
- 38+ places to shop
- 15 health & beauty
- 13 places to eat - 7 with outdoor patio seating
- 12 arts & entertainment venues
- 5 owner-occupied upper floor lofts
- 3 renowned artist studios

Average Household Income results from 2013 consumer survey:

Value	Percent %
Less than \$25,000	6.0%
\$25,000 to \$34,999	10.1%
\$35,000 to \$49,999	11.4%
\$50,000 to \$74,999	32.2%
\$75,000 to \$99,999	15.4%
\$100,000 to \$124,999	10.7%
\$125,000 to \$149,999	8.1%
\$150,000 or more	6.0%

Downtown Events:

A multitude of events downtown such as community events, run/walks, concerts, plays, performances, festivals, parades and baseball games bring a total of approximately **444,000 attendees downtown each year!**

Main Street Enid

Revitalizing downtown Enid by preserving and promoting our historic district as the economic and cultural heart of our city.

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TRADE AREA*

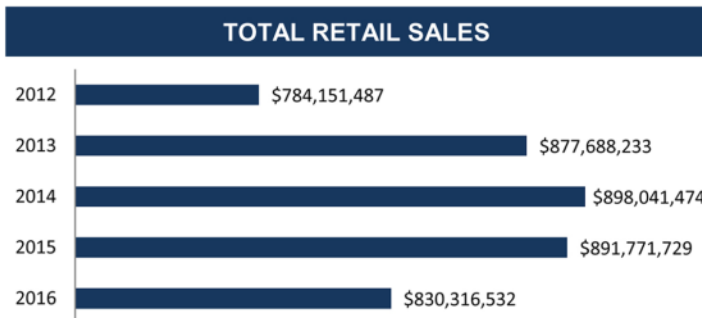


POPULATION	TRADE AREA
Est. 2017 Population	103,596
Projected 2022 Population	107,145
Population 2010 Census	99,734

EDUCATION	TRADE AREA
High School Graduate	36.02%
Some Post-Secondary	22.86%
College Degree	27.05%

HOUSING	TRADE AREA
Median Housing Value	\$96,436
Owner Occupied Housing	29,053
Homes Built 2010 or Later	2,401

INCOME	TRADE AREA
Average Household	\$67,971
Median Household	\$50,888



RETAIL CATEGORY ANNUAL LEAKAGE	TRADE AREA
Non-Store Retailers	\$151,369,718
Department Stores, Excluding Leased Departments	\$50,028,404
Foodservice & Drinking Places	\$47,284,815
Clothing & Clothing Accessories Stores	\$33,988,508
Supermarkets, Grocery (Except Convenience) Stores	\$28,903,804
Automotive Dealers	\$19,436,958
Home Centers	\$13,348,559
Sporting Goods, Hobby, Book, Music Stores	\$10,212,869
TOTAL LEAKAGE	\$354,573,635

*Trade area information from **Retail Attractions, LLC**
www.RetailAttractions.com

