



economic abstract

NORMAN
ECONOMIC
DEVELOPMENT
COALITION

population transportation labor income housing education
business resources healthcare quality of life arts &
entertainment population taxes transportation labor income
housing education business resources healthcare quality of life
arts & entertainment population taxes transportation labor

Norman, Oklahoma is a special place...

With a rich history beginning in 1889, Norman is home to the state's premier research university, the University of Oklahoma, and is a part of the dynamic Oklahoma City metropolitan area with over 1 million residents.

Norman is a community that deeply cares for its citizens with programs like Food for Friends, The Center for Children and Families, Health For Friends, and the list goes on, all supported by our successful United Way programs.

Norman Regional, a premier municipal hospital, is building a new campus offering the very best in healthcare.

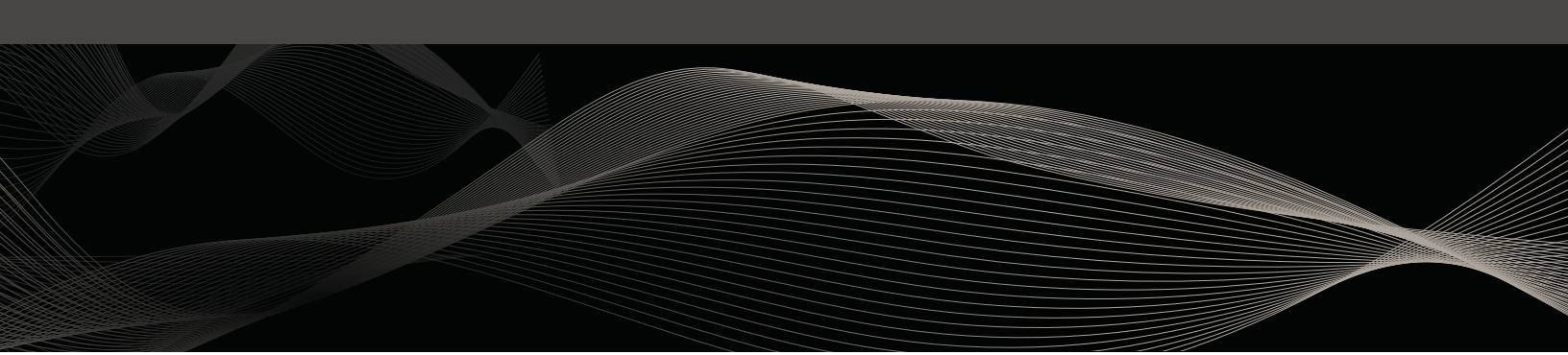
Our community offers job opportunities in a wide range of companies such as Astellas Pharma, Hitachi, Johnson Controls, National Oceanic and Atmospheric Administration (NOAA), Sitel, OfficeMax, and Chickasaw Nation Industries.

Norman is a diverse community with a rich history. We love calling Norman home, and I think you will too.

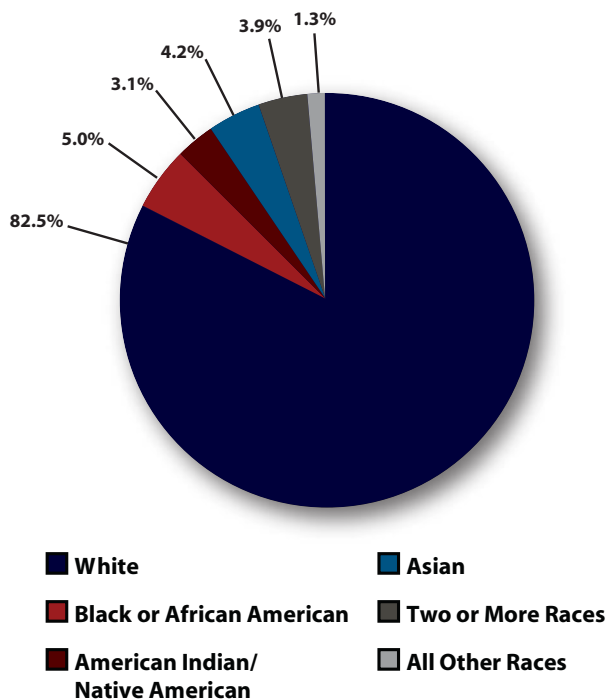


Cindy Rosenthal
Mayor

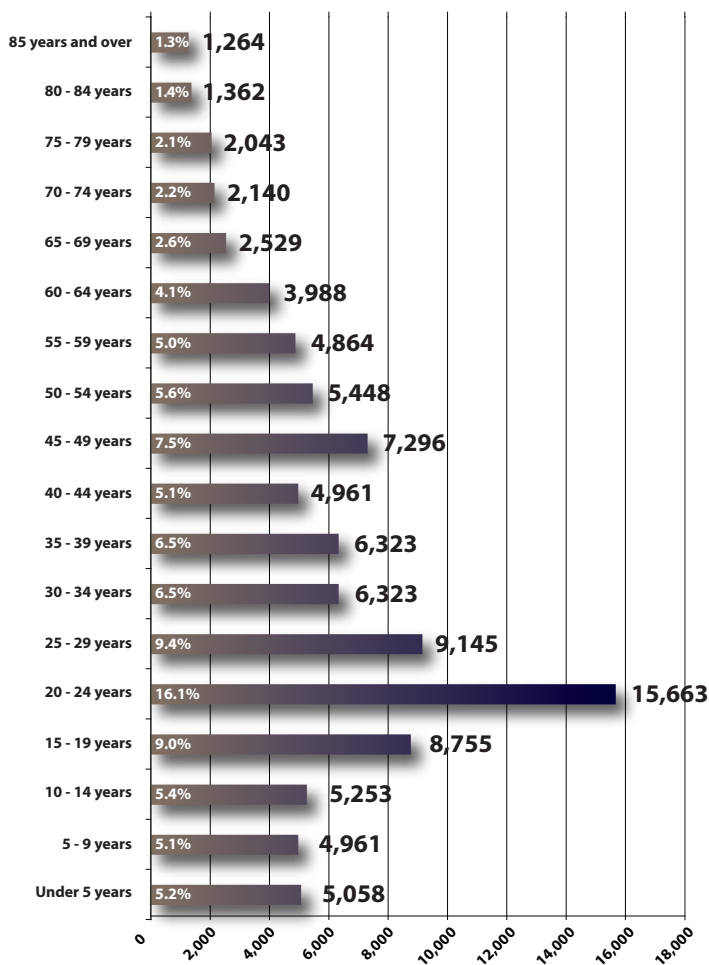




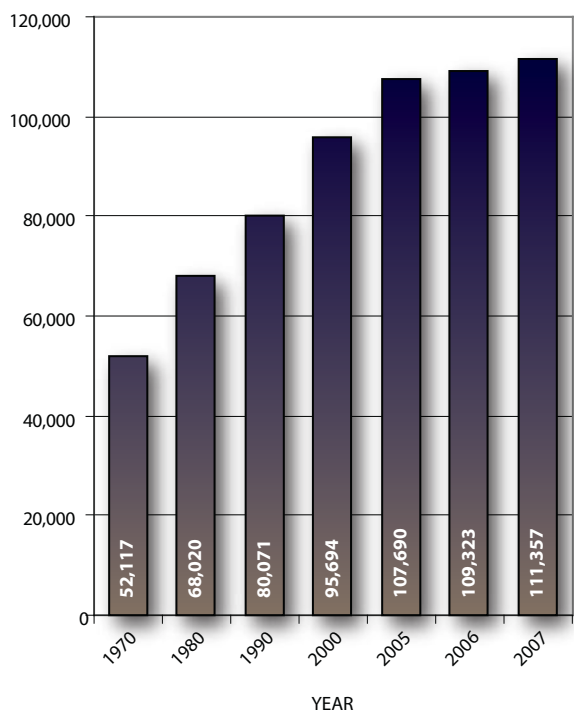
POPULATION BY RACE



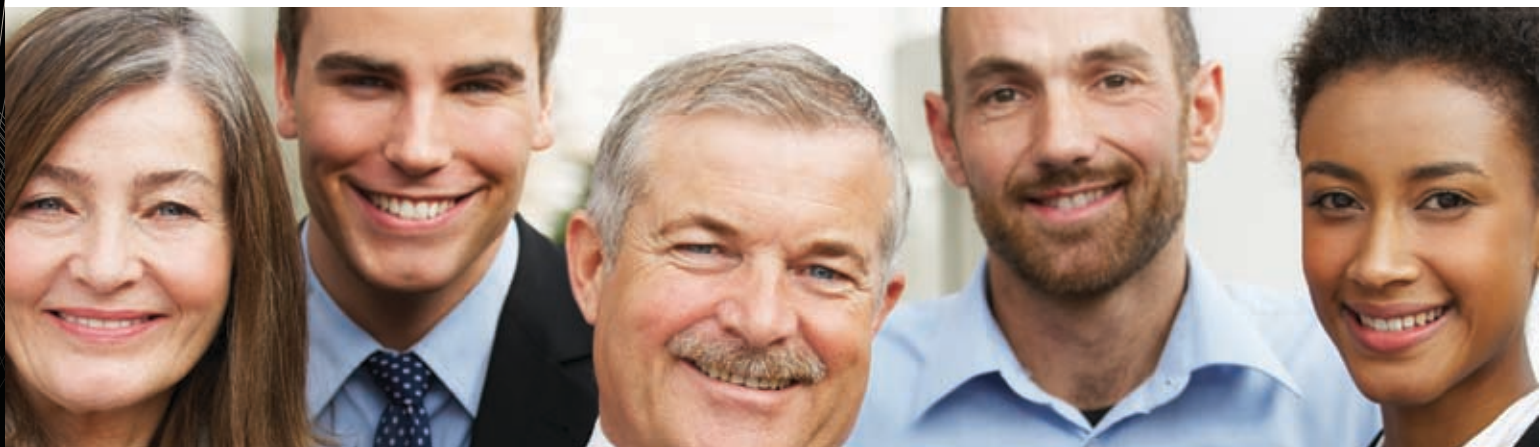
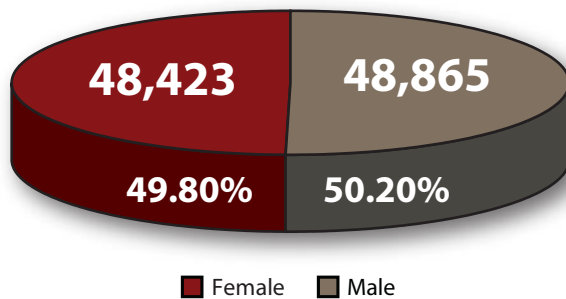
POPULATION BY AGE



POPULATION BY GROWTH



POPULATION BY GENDER



The Oklahoma Quality Jobs Program

This incentive program provides quarterly cash payments of up to 5% of newly created gross taxable payroll to a qualifying company. A fully executed contract with the Oklahoma Department of Commerce must be in place before any new direct job's salaries are included in the new taxable payroll. Payments are made quarterly for three years and if thresholds are achieved, they may extend for an additional seven years.

Small Employer Quality Jobs Incentive Act

This program provides annual cash payments to a qualifying company. The payments may reach as much as 5% of new taxable payroll and last for up to seven years.

Ad Valorem Tax Exemptions

New and expanding qualifying manufacturers, research and development companies, certain computer services, and data processing companies with significant out-of-state sales and aircraft repair and distribution companies may be eligible for ad valorem exemptions for up to five years.

Exempt Inventory

Oklahoma's Freeport Law exempts goods, wares, and merchandise from taxation which come from outside the state and leave the state within nine months where such goods, ware, and merchandise are held for assembly, storage, manufacturing, processing, or fabricating purposes within the state.

Employee Training for Industry

The Oklahoma Department of Career and Technology Education (Career Tech) assists qualifying businesses by paying for training for employees in newly created jobs. Training can be done at one of 54 Technology Centers, including Moore Norman Technology Center (www.mntechology.com) here in Norman, or at the company's facility. Training agreements include instructor costs. Program services are determined by the number of new jobs created in targeted industries, wage rates, and benefits provided.

Property Tax (Ad Valorem)	
City	\$ 5.51
County	\$ 21.07
Public School	\$ 67.08
Technology Schools	\$ 14.38
Total	\$108.04
<i>Valuation is 12% of Fair Market Value Per thousand of assessed value</i>	
Sales Tax	
State of Oklahoma	4.5%
City of Norman	3.0%
Income Tax	
Personal Income Tax	5.65% maximum
Corporate Tax Rate	6% maximum

Conveniently located in the heart of the nation, Norman is the perfect hub for companies serving markets on both coasts. Norman is located on I-35, and is intersected by U.S. Highway 77 and State Highway 9. Norman is just 17 miles south of I-40 and I-44.

Norman is also served by its own municipal airport, Max Westheimer Airport, which meets the needs of business executives and recreational pilots alike. The airport has Medium Intensity Runway and Approach Lights with Visual Approach Slope Indicators serving all runways. The airport and its facilities are capable of serving executive jet aircraft. The control tower operates seven days a week from 8 a.m. to 10 p.m. AV Gas and Jet A are available from 6 a.m. to 10 p.m. FBO is provided by Cruise Aviation Association Inc., which sells fuel and performs aircraft repair. A flight school is provided through the University of Oklahoma Aviation Division.

Distance to Major Cities

Dallas	189 mi.	Denver	694 mi.
Little Rock	344 mi.	New Orleans	710 mi.
Kansas City	367 mi.	Chicago	811 mi.
Houston	429 mi.	Atlanta	859 mi.
St. Louis	516 mi.	Los Angeles	1,348 mi.
Albuquerque	562 mi.	New York	1,467 mi.

Will Rogers World Airport

Distance from Norman: 20 miles

Major Airlines: American, American Eagle, Champion, ComAir, Continental, Delta, Frontier, Southwest, United, America West, ExpressJet

Major Freight Carrier Services: Airborne Express, Integrated Airline Services, FedEx, UPS, BAX Global, Evergreen Eagle, USPS

Railroad

Norman is on the main line of the Santa Fe/ Burlington Northern Railroad. It is also a stop on the AMTRAK Heartland Flyer between Oklahoma City and Fort Worth, Texas.

Public Transportation

The Cleveland Area Rapid Transit (CART) Service provides public transportation in and around Norman and links the service to Oklahoma City. Greyhound Lines Inc. provides service to Norman. The Port of Catoosa is the nearest river port, approximately 100 miles away.

NORMAN TRAFFIC COUNTS

- ① Tecumseh & I-35
5,578 - 75,500 vpd
 - ② Robinson & 36 Ave NW
17,833 - 24,517 vpd
 - ③ Robinson & I-35
24,517 - 68,400 vpd
 - ④ Main & 36th Ave NW
17,833 - 29,078 vpd
 - ⑤ Porter & Alameda
14,922 - 19,524 vpd
 - ⑥ Alameda & 12th E
14,626 - 29,447 vpd
 - ⑦ Lindsey & I-35
24,192 - 66,300 vpd
- vpd = vehicles per day*



Emerging Employers

Chickasaw Nation Industries (CNI)	150
RiskMetrics Group	80
Albon Manufacturing	60
SouthWest NanoTechnologies, Inc.	22
Immuno-Mycologics	12

Major Employers

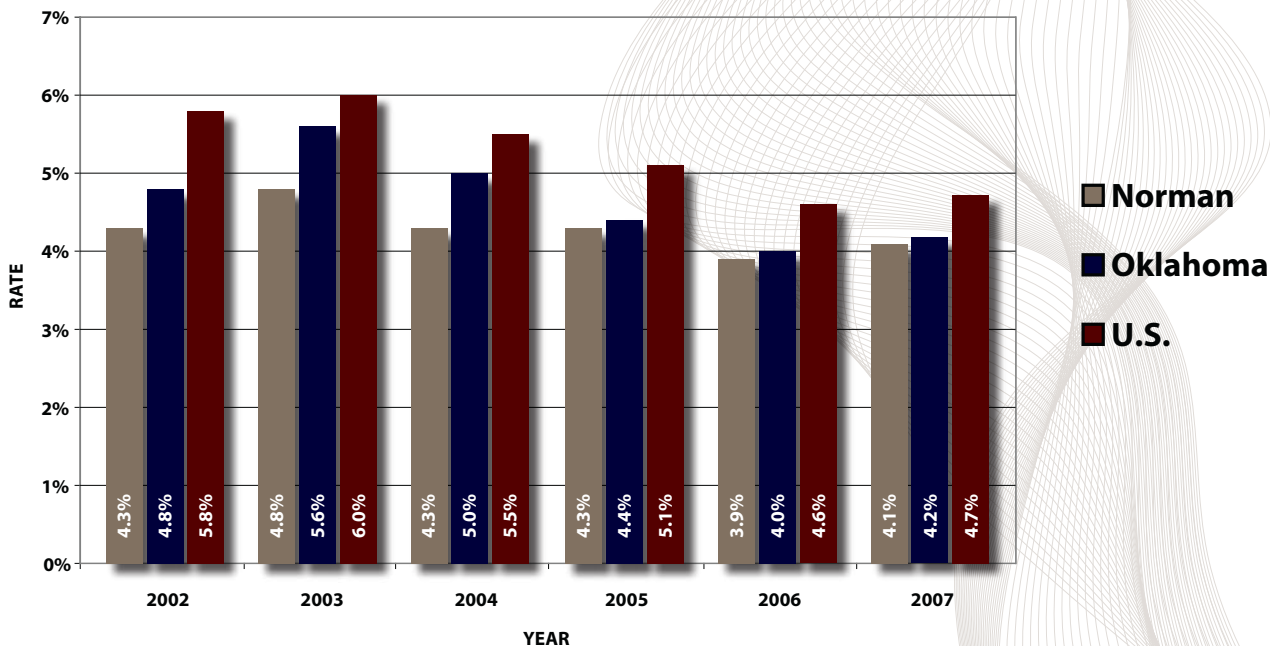
The University of Oklahoma	10,912
Norman Regional Hospital	2,800
Norman Public Schools	1,920
Riverwind Casino	1,500
York International	1,147
City of Norman	746
US Postal Service-National Center for Employee Development	462
Hitachi Computer Products	450
Griffin Memorial Hospital	425
National Oceanic & Atmospheric Administration (NOAA)	400
Oklahoma Veterans Center, Norman	360
SYSCO Food Services	335
SITEL	300
Office Max	253
AT&T	250
Moore-Norman Technology Center	230
Astellas Technologies	200
Southwestern Wire	135
Hiland Dairy	101
Harold's	100
Weathernews	93
C&C Trailers	60

Employment Distribution

Management	\$22.66
Business and Financial	\$14.17
Education, Training & Library	\$20.68
Art, Design, Entertainment, Sports & Media	\$12.52
Health Care Practitioners and Technical	\$11.87
Health Care Support	\$ 8.12
Food Preparations and Serving-related	\$ 7.94
Building & Grounds Cleaning and Maintenance	\$ 6.75
Protective Service	\$10.83
Sales and Related	\$11.84
Office & Administrative Support	\$ 9.27
Construction and Extraction	\$13.41
Installation, Maintenance, and Repair	\$ 8.99
Production	\$12.50
Transportation	\$ 7.91

Number of workers unemployed wanting to work: 4,304
 Number of workers underemployed: 12,131

UNEMPLOYMENT RATE



Shopping

Sooner Mall

More than 70 local and national retailers and delicious restaurants located under one roof. Anchor stores include Abercrombie & Fitch, American Eagle, Dillard's, Eddie Bauer, Express, Gap, J.C. Penney, Sears, Old Navy, Stein Mart, and Victoria's Secret.

Campus Corner

Soak up the nostalgic university atmosphere of Campus Corner while shopping at Harold's, Harold's Outlet, Shoetopia, Antique Garden, Balfour, and Savvy. Take time to dine at Café Plaid, Hideaway Pizza, Louie's Deli & Bar, Victoria's The Pasta Shop, O'Connell's, Starbucks, or La Luna. When the sun goes down, enjoy live music, dancing, and fun at Campus Corner's many pubs! There are over 700 retail establishments in Norman.

Historic Downtown Norman

Newly revitalized downtown Norman blends art, architecture, entertainment, shopping, and dining. Enjoy charming antiques, fine furniture, art galleries, and a delicious variety of unique restaurants.

Parkway Plaza

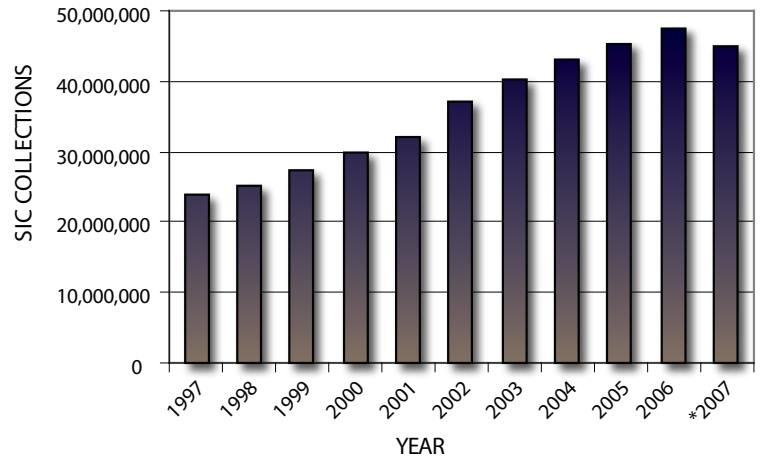
Delicious restaurants, national retailers, jewelers, and specialty home stores line this exciting shopping district. You'll find stores such as Bed, Bath, & Beyond; Barnes and Noble; ULTA; and Ross, to name a few. Save time for dinner at restaurants including Chili's, On the Border, and Charleston's.

University Town Center

Phase One of a 2 million square foot retail center has been completed with stores like Super Target, Circuit City, and PETCO. Phase Two and a lifestyle center will be built in 2008/2009. Included in this development is a 300 room Embassy Suites Hotel and a 75,000 square foot convention center.

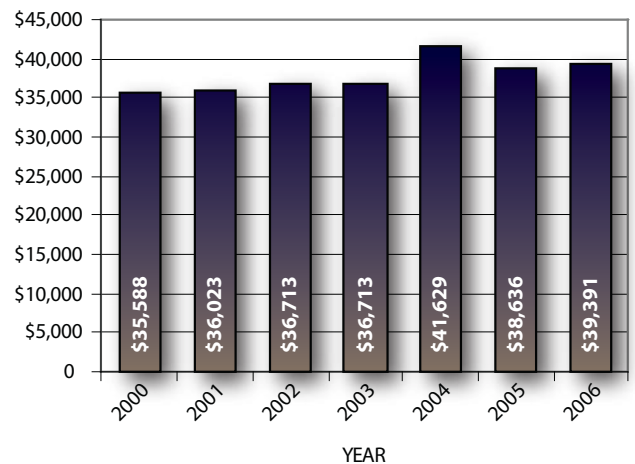
Retail Locations	Sq. Footage
Robinson's Crossing	84,453
Sooner Fashion Mall	447,574
Brookhaven Village	159,202
Parkway Plaza	275,118
University Town Center	2,000,000
Campus Corner	210,000
Historic Downtown	400,000

RETAIL SALES GROWTH HISTORY



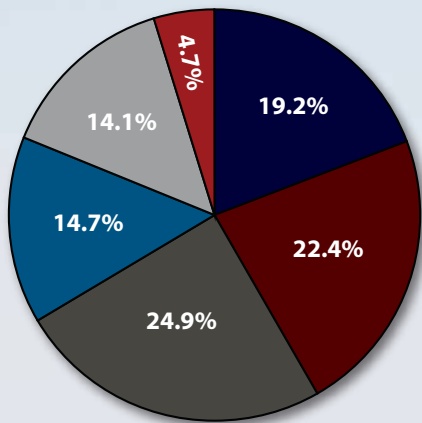
* Represents a reduction in the city sales tax rate from 3.5 to 3 cents. Overall retail sales for the year 2006/2007 increased 5% to previous year.

INCOME GROWTH Median Family Income





CONSTRUCTION AGE



- 1990 and later ■ 1960-1969
- 1980-1989 ■ 1940-1959
- 1970-1979 ■ 1939 and earlier

Housing Quick Facts

Average Sales Price (2007)	\$164,166
Average Days on Market	87

Housing Cost

Median Home Value	\$130,000
Median Real Estate Tax	\$950
Median Year Structure Built	1981
Housing Units	40,283
Median Rent	\$668

Year	# of Permits	Commercial Value	Residential Value	Total Construction Value
1999	1378	\$110,770,805.00	\$ 91,434,887.00	\$202,205,692.00
2000	1144	\$ 27,444,072.00	\$ 68,820,072.00	\$ 96,264,144.00
2001	1240	\$ 69,105,208.00	\$ 87,409,857.00	\$154,515,065.00
2002	1264	\$ 96,399,147.00	\$ 90,656,571.00	\$187,055,718.00
2003	1296	\$ 42,341,237.00	\$103,486,420.00	\$145,827,657.00
2004	1606	\$ 54,583,537.00	\$171,409,339.00	\$225,992,876.00
2005	1508	\$ 49,561,566.00	\$156,204,279.00	\$205,765,845.00
2006	1379	\$ 46,146,496.00	\$117,824,296.00	\$163,970,792.00
2007	1244	\$221,652,412.00	\$ 91,138,408.00	\$312,790,820.00

For the latest information on Norman's Cost of Living Index, visit www.nedcok.com

University of Oklahoma

Known as a major, national research university, the University of Oklahoma serves the educational, cultural and economic needs of Norman, the state, region and nation. Created by the Oklahoma Territorial Legislature in 1890, OU has 20 colleges offering 152 majors at the baccalaureate level, 160 majors at the master's level, 80 majors at the doctoral level, eight majors at the first professional level, and five graduate certificates. OU enrolls approximately 30,000 students and has more National Merit Scholars per capita than any public university in America.

Moore Norman Technology Center

Norman is home to one of Oklahoma's premier technical training centers, Moore Norman Technology Center (MNTC). MNTC offers courses in a number of training programs and also has an active progressive Business Training and Development Department that includes programs such as Small Business Management, Management Development, Quality Management Systems (ISO 9000/QS 9000), Environmental Technology Center, Customized Industry Training and Computer Training, as well as a variety of short-term courses that can stimulate one's creative interests.

University of Phoenix

Also located in Norman is the University of Phoenix, an accredited university that offers a variety of bachelor's, master's and non-degree programs for working professionals. The University of Phoenix also offers a complete online program, with the possibility of obtaining a bachelor's degree in 17 different programs or a master's in 12 specialized areas.

Education Level of Norman Population

98.3% of the population have achieved a high school diploma or higher.

51.9% of the population holds a bachelor's degree or higher.

Education Level of National Population

77.4% of the population have achieved a high school diploma or higher.

24.5% of the population holds a bachelor's degree or higher.



Academic Colleges and Programs (University of Oklahoma)

- Architecture
- Arts and Sciences
- Atmospheric & Geographic Sciences
- Price College of Business
- Continuing Education
- Earth & Energy
- Education
- Engineering
- Fine Arts
- Gaylord College of Journalism and Mass Comm.
- Geosciences
- Graduate College
- Honors College
- International Programs Center
- Law
- Liberal Studies
- Reserve Officers Training Corps.
- University College

Health Sciences (University of Oklahoma)

- Allied Health
- Dentistry
- Graduate College
- Medicine
- Medicine-Tulsa Campus
- Nursing
- Pharmacy
- Public Health
- Continuing Education

Other Higher Education Institutions in the Area

Four Year Institutions:

- The University of Central Oklahoma (Edmond)
- Oklahoma State University at OKC (Oklahoma City)
- University of Science and Arts of Oklahoma (Chickasha)
- St. Gregory's University (Shawnee)
- Langston University (Langston)
- Oklahoma Christian University (Edmond)
- Oklahoma Baptist University (Shawnee)
- Oklahoma City University (Oklahoma City)
- Southern Nazarene University (Bethany)
- East Central University (Ada)

Two Year Institutions:

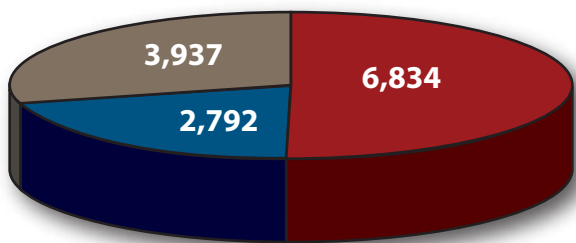
- Oklahoma City Community College (Oklahoma City)
- Rose State College (Midwest City)
- Hillsdale Freewill Baptist College (Moore)

Norman Public Schools

Norman Public Schools offer a variety of programs for students to participate in, such as Advanced Placement courses, foreign language in grades 6-12, and fine arts opportunities. In 2004, NPS also had 24 Semifinalists in the National Merit Scholarship Program.

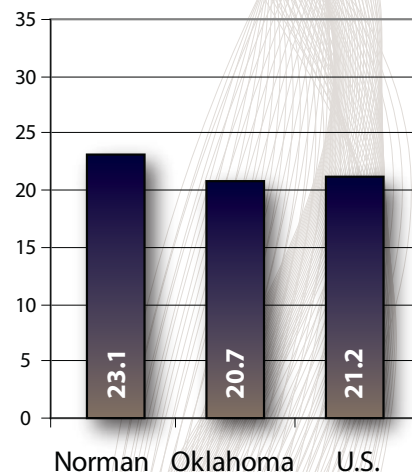
Of the 573 Norman students who participated in the American College Test (ACT) program in 2006-07, the composite average score was 23.1. This is above the national average score of 21.2 and state average score of 20.7.

DISTRICT ENROLLMENT



- Elementary School
- Middle School
- High School

ACT AVERAGE COMPARISON



UTILITIES

Electricity

Oklahoma Gas & Electric Company
Oklahoma Electric Cooperative

Gas

Oklahoma Natural Gas

Telecommunications

AT&T
Cox Communications

TELECOMMUNICATIONS SERVICES AVAILABLE

Digital Services
Fiber Optics Available
Points of Presence
SONET Ring

WATER

Supplier: City of Norman
Source: Lake Thunderbird/Wells
System Capacity: 19,000,000 GPD
Storage Capacity: 5,000,000 GPD
Daily Consumption: Max. - 24,300,000 GPD
Min. - 7,800,000 GPD

SEWER

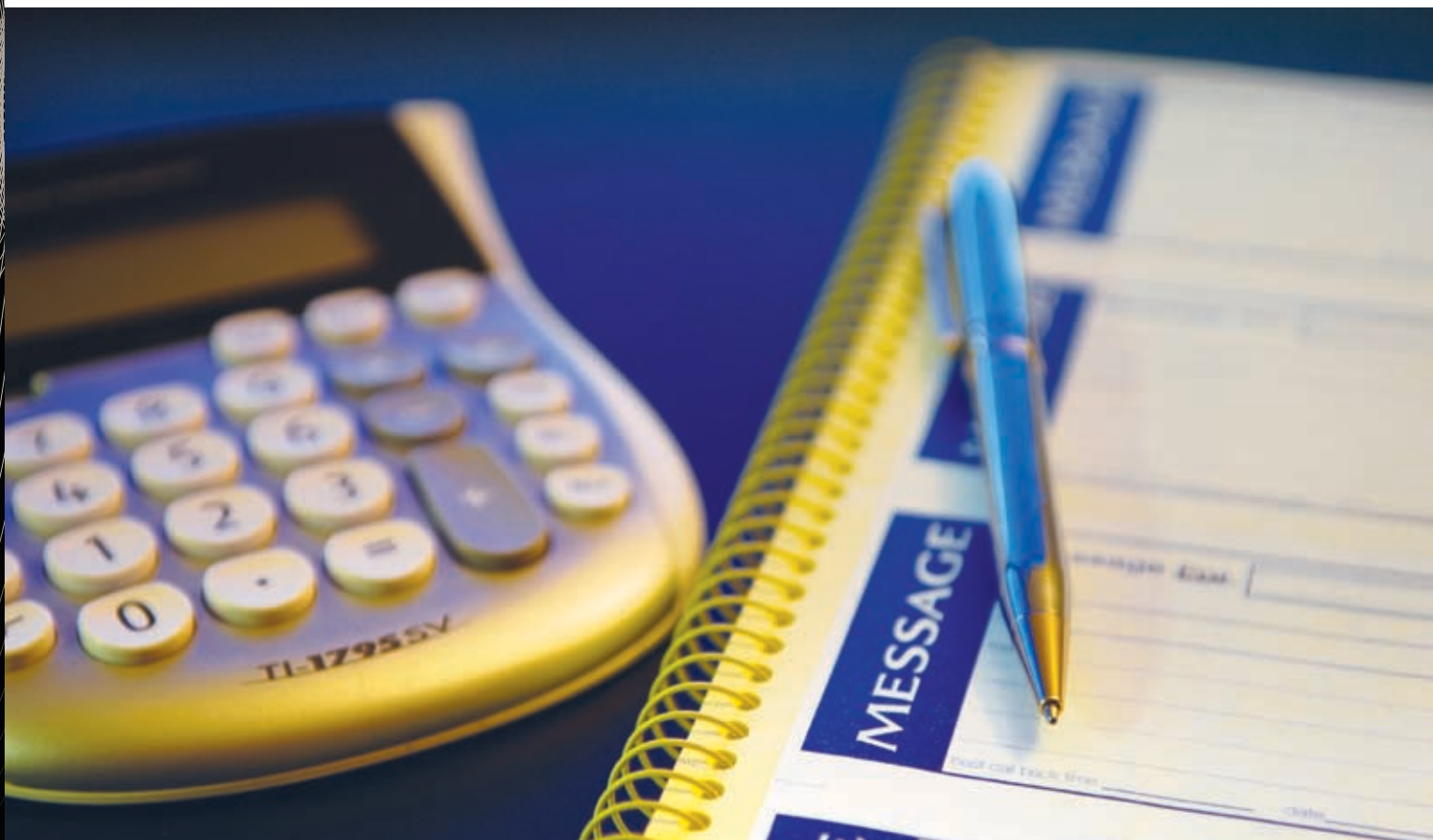
Sewer Treatment Authority: City of Norman
Sewage Capacity: 12,000,000 GPD

IMPORTANT WEBSITES

www.nedcok.com
www.etecok.com
www.cityofnorman.com
www.normanok.com
www.norman.k12.ok.us
www.ou.edu
www.oesc.state.ok.us
www.visitnorman.com

BUSINESS ASSISTANCE

Norman Economic Development Coalition
Don Wood, Executive Director
710 Asp Avenue, Suite 100
Norman, OK 73069-4916
Phone: (405) 573-1900
Fax: (405) 573-1999
Email: nedc@nedcok.com





Norman Regional Hospital

As the leading health care organization in south central Oklahoma, Norman Regional Hospital serves the health care needs, promotes wellness, and improves the status of health within its regional community through an integrated system of broad-based, high-quality, cost-effective services, and by promoting community partnerships.

Norman Regional Hospital is a 382-bed general acute care facility with more than 300 medical doctors representing a broad range of medical and surgical specialties in more than 27 areas. Norman Regional Hospital's network of care also includes additional outpatient facilities located throughout our service area. These facilities allow more convenient access to prevention and wellness programs, fitness, home health, physical therapy, occupational health, and minor emergency care. Other facilities, including Norman Regional Family Medical Centers, provide health care services to smaller, surrounding communities.

J. D. McCarty Center for Handicapped Children

A rehabilitation hospital where Oklahoma's children with developmental disabilities learn to move, act, play, think, and communicate better and where parents find relief from overwhelming responsibilities. Both inpatient and outpatient care are available.

Oklahoma Veteran's Center Norman Division

A long term nursing care center, the Oklahoma Veteran's Center's services include doctors and social workers on every unit and physical therapy in a state-of-the-art, 301-bed facility.

Senior Care

Norman features a vast array of services available for our senior adults, which includes nursing homes, senior assisted living center with Alzheimer Units, and Independent Living Centers.



Parks & Recreation

The Parks & Recreation department features a full schedule of programs. Norman's 61 parks include a championship golf course, municipal swimming pool complex with a water slide, hiking trails, Frisbee golf course, fishing, tennis courts, playgrounds, open and covered picnic areas, and indoor recreation centers. The recreation programs include sports leagues and clinics, dance and exercise classes, and a senior citizen's center. The Griffin Park Sports Complex encompasses 16 soccer fields and 12 baseball fields with support facilities. Norman also features a full service YMCA with an indoor pool and indoor track.

Recreational Facilities

- Parks - 61
- Playgrounds - 49
- Walking Trails - 19
- Miles of Bicycle Routes - 86.6
- Bowling Alleys - 2
- Golf Courses - 5
- Swimming Pools - 4
- Private Health & Fitness Centers - 12
- Public Recreation Centers - 3

Golf

Norman boasts three 18-hole public golf courses: City of Norman Westwood Golf Course, Jimmie Austin University of Oklahoma Golf Course, and Belmar; and one 18-hole private course: The Trails. Norman also has a 9-hole par 3 course, Cobblestone.

Norman Public Library

The Norman Public Library has approximately 183,717 items available. This Norman branch is the headquarters of the Pioneer Library System, serving three counties in central Oklahoma.

Churches

There are 143 churches in Norman representing 44 different denominations.

Hotel/Motel

There are four bed-and-breakfasts and 16 hotels and motels ranging from national chains to locally-owned establishments offering a wide variety of accommodations to meet any need or budget.

Sporting Events

Norman is home to the University of Oklahoma Sooners. The Sooners consistently appear among the top-rated teams in the nation in football, baseball, softball, wrestling, basketball, golf and gymnastics.

Climate

Seasonal Averages:

- Winter (Dec., Jan., Feb.) - 41°
- Spring (Mar., Apr., May) - 60.9°
- Summer (June, July, Aug.) - 80.3°
- Fall (Sept., Oct., Nov.) - 62.3°

Average Annual Rainfall: 37.65 in.

Average Annual Snowfall: 6.2 in.

Average Relative Humidity: 68%

Prevailing Wind Direction: South

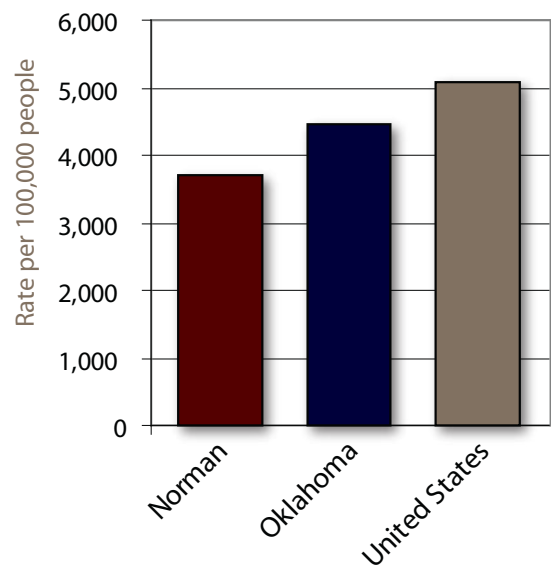
Lake Thunderbird State Park

A relaxing destination for any outdoor enthusiast is provided on the 6,070-acre lake with 86 miles of shoreline and a 1,834 acre park. Campers will feel right at home with picnic facilities, grills, showers, restrooms, swimming beaches, concessions, grocery store, tent and camping facilities, horse stables, R.V. hook-ups, gift shop, and two full service marinas, Calypso Cove with 110 slips and Little River Marina with 225 slips.

Dining Out

Norman has a wide variety of restaurants, which will appeal to anyone's taste. Cuisines represented in the over 315 restaurants and cafeterias include barbecue, Mexican, Oriental, Greek, Indian, Italian, Thai, seafood, health, and natural foods.

CRIME RATE





Fred Jones Jr. Museum of Art

Acclaimed as one of the finest university art museums in the country. The museum received the Weitzenhoffer collection, the single most important collection of French Impressionist art ever given to a public university. The collection contains 33 works by artists including Van Gogh, Gauguin, Renoir, Monet, Degas, Pissarro, and Toulouse-Lautrec.

Sam Noble Oklahoma Museum of Natural History

This world-class facility provides an exciting place to discover Oklahoma's recent past and ancient history, including the largest collection of invertebrate paleontology in the world. Located on the University of Oklahoma campus, the museum's collections include Native American artifacts, fossils of dinosaurs and other prehistoric animals, wildlife dioramas of birds and mammals of North America, artifacts from the Spiro Mounds archaeological site and Greek and Roman artifacts.

Jacobson House Native American Cultural Center

Come to the Jacobson House to see and touch the traditions of American Indian art, history and culture.

Firehouse Art Center

The center for visual arts education in Norman, the Firehouse Art Center provides an interactive experience through classes, exhibits, and events.

Cleveland County Historical Museum

The museum is one of Cleveland County's cultural and architectural showplaces. The house is an unaltered example of the late Victorian Queen Anne style characterized by its turret, gables, fluted chimneys, patterned stained glass, and spindle work porch. The interior is furnished with period pieces.

Lloyd Noble

Some of the hottest stars in country, rock, jazz and comedy circuits appear in Norman at the Lloyd Noble Center, which also serves as home to college basketball's OU Sooners. Seating capacity is 11,205.

The Norman Depot

A reminder of the origin of many Oklahoma towns, the Santa Fe Railroad company set out the grounds for the station two years before the great Land Run of 1889. The restored depot serves as a center for community events and as the depot for Heartland Flyer passengers.

Little River Zoo

Nestled in a wooded paradise near Lake Thunderbird, the zoo is home to close to 400 animals, many of which visitors can meet on their personal tour.

Sooner Theatre

The newly renovated theatre is the year-round host for concerts, movies, theatrical shows, and more.

The Crucible Foundry

The Crucible Foundry specializes in bronze sculpture. The Crucible attracts artists from across the country through its growing reputation as one of the nation's finest artistic foundries. Besides the foundry is the Crucible Gallery and Sculpture Garden.

Rupel J. Jones Theater

A 600-seat theatre featuring productions by the University of Oklahoma School of Drama, School of Dance, Musical Theater Program and OU Summer Stage Lab Theater.

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Produced by the
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