
On Tuesday, May 12, 2026, at or before 4:59 p.m., agenda was posted at the front doors of City Hall, on the bulletin board in the lobby of City Hall, on the City of Bethany website: cityofbethany.org. The City of Bethany encourages participation from all its citizens. If participation at any public meeting is not possible due to a disability, notification to the City Clerk at least 48 hours prior to the scheduled meeting is encouraged to make the necessary accommodations. The City may waive the 48-hour rule if signing is not the necessary accommodation.

AGENDA

BETHANY ECONOMIC DEVELOPMENT AUTHORITY

THURSDAY, MAY 14, 2026
12:00 P.M.

BETHANY CITY HALL
6700 NW 36TH ST
BETHANY OK

Call to Order

1. Approval of Minutes from the April 23, 2026, Regular BEDA Meeting.
2. Mayor's Report
3. Discussion and possible approval/adoption of FY27 BEDA Budget (attached).
4. Community Development Report from Director Brett Crecelius.
5. City Manager's Report
6. Roundtable and Discussion
7. New Business *(As defined by the Oklahoma Open Meeting Act § 311 (A) (9) as "matters not known about or which could not have reasonably been foreseen prior to the time of posting the agenda")*.
8. Adjourn until May 28, 2026.

On Tuesday, April 21, 2026, at or before 4:59 p.m., agenda was posted at the front doors of City Hall, on the bulletin board in the lobby of City Hall, and on the City of Bethany website: cityofbethany.org.

MINUTES

BETHANY ECONOMIC DEVELOPMENT AUTHORITY

THURSDAY, APRIL 23, 2026
12:00 P.M.

BETHANY CITY HALL
6700 NW 36TH ST, BETHANY OK

MEMBERS PRESENT:	Brian Rooney Lisa Looper Joshua Young	Chairman Vice Chair Trustee
MEMBERS ABSENT:	Joan Jenkinson	Secretary
OTHERS PRESENT:	Amanda Sandoval Elizabeth Gray Brett Crecelius Raquelynn Diaz	Mayor City Manager Community Development Dir. Community Development Assoc.

Chairman Rooney called the Bethany Economic Development Authority meeting to order at 12:18 P.M.

ITEM NO. 1 on the agenda was **APPROVAL OF MINUTES FROM THE APRIL 9, 2026, REGULAR BEDA MEETING.**

Motion was made by Looper, seconded by Young to approve the minutes from the April 9, 2026 Regular BEDA Meeting as presented. YES votes: Rooney, Looper, and Young. NO votes: None. ABSTAIN votes: None. Motion passed.

ITEM NO. 2 on the agenda was **MAYOR'S REPORT.**

Mayor Sandoval gave a report.

ITEM NO. 3 on the agenda was **COMMUNITY DEVELOPMENT REPORT.**

Mr. Crecelius gave a report.

ITEM NO. 4 on the agenda was **CITY MANAGER’S REPORT.**

Ms. Gray gave a report.

ITEM NO. 5 on the agenda was **ROUNDTABLE AND DISCUSSION.**

ITEM NO. 9 on the agenda was **NEW BUSINESS.** *(As defined by the Oklahoma Open Meeting Act § 311 (A) (9) as “matters not known about or which could not have reasonably been foreseen prior to the time of posting the agenda”).*

ITEM NO. 7 on the agenda was **ADJOURN UNTIL MAY 14, 2026.**

Chairman Rooney adjourned the Bethany Economic Development Authority meeting until May 14, 2026 at 12:41 P.M.

CITY CLERK

CHAIRMAN

BETHANY ECONOMIC DEVELOPMENT AUTHORITY (BEDA)
SUMMARY OF REVENUES, TRANSFERS AND EXPENDITURES

	Actual FY 25	Approved Budget FY26B	Year-End Estimate FY26E	Budget FY27
Revenue and Transfers In				
Interest Income	\$ 3,000	\$ 4,000	\$ 4,000	\$ 4,000
Transfer In- GF Mercer Property	-	-	-	-
Transfer In- GF Hotel Tax	75,000	46,000	46,000	46,000
Transfer In- BHT	-	-	-	-
Total Revenue and Transfers In	<u>\$ 78,000</u>	<u>\$ 50,000</u>	<u>\$ 50,000</u>	<u>\$ 50,000</u>
Expenditures and Transfers Out				
100 Personal Service				
100 Salaries	\$ 7,800	\$ -	\$ -	\$ -
101 Allowances	-	-	-	-
102 FICA & Medicare	600	-	-	-
103 Retirement	-	-	-	-
104 Insurance - Employee	-	-	-	-
105 Membership, Travel & Training	-	-	-	-
Total 100 Personal Service	<u>\$ 8,400</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>
200 Materials & Supplies				
210 Office Supplies	\$ 500	\$ -	\$ -	\$ -
212 Maintenance Supplies	-	-	-	-
Total 200 Materials & Supplies	<u>\$ 500</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>

300 Other Services & Charges

340 Professional Services	\$	42,000	\$	12,000	\$	9,300	\$	16,000
342 Maintenance Contractual		-		-		-		-
347 Economic Development Agreements		25,800		-		20,000		-
348 Advertising and Promotion		5,000		14,000		5,000		15,000
351 Bethany Freedom Festival		-		5,000		5,000		3,000
352 Other Events		-		15,000		1,000		12,000
Total 300 Services & Charges	\$	72,800	\$	46,000	\$	40,300	\$	46,000

Subtotal Maintenance & Operations	\$	81,700	\$	46,000	\$	40,300	\$	46,000
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**BETHANY ECONOMIC DEVELOPMENT AUTHORITY (BEDA)
SUMMARY OF REVENUES, TRANSFERS AND EXPENDITURES**

	Actual FY 24	Approved Budget FY25B	Year-End Estimate FY25E	Budget FY26
400 Capital Expenditures				
401 Office Equipment	\$ -	\$ -	\$ -	\$ -
402 Motor Vehicles & Machinery	-	-	-	-
403 Other Equipment	-	-	-	-
404 Projects	-	-	-	-
Total 400 Capital Expenditures	\$ -	\$ -	\$ -	\$ -
500 Contingency				
501 Operating Contingency	\$ -	\$ -	\$ -	\$ -
502 Capital Contingency- Fixed Assets	-	-	-	-
Total 500 Contingency	\$ -	\$ -	\$ -	\$ -

Total Expenditures	\$ <u>81,700</u>	\$ <u>46,000</u>	\$ <u>40,300</u>	\$ <u>46,000</u>
Beginning Fund Balance	\$ <u>405,609</u>	\$ <u>401,909</u>	\$ <u>401,909</u>	\$ <u>411,609</u>
Ending Fund Balance	\$ <u><u>401,909</u></u>	\$ <u><u>405,909</u></u>	\$ <u><u>411,609</u></u>	\$ <u><u>415,609</u></u>

39th Expressway and 23rd Street Corridor Overview

Introduction

This report analyzes business performance along two commercial corridors: the 39th Expressway Corridor and the 23rd Street Corridor. The purpose is to identify patterns in foot traffic and examine how economic conditions, business type, and spatial factors may relate to performance differences.

The analysis uses business-level foot traffic year-over-year changes along with demographic, zoning, and accessibility indicators such as residential density, sidewalk connectivity, and Walk Score data. Comparing both corridors helps evaluate how urban form and location context may influence business outcomes.

Summary

The two corridors show different patterns of business performance and spatial structure. On the 39th Expressway Corridor, 12 of 22 businesses show increased foot traffic while 10 decline. This corridor functions as a pass-through roadway beyond the city's core, where performance differences appear more closely tied to business type—especially stronger results among automobile-related services—than to customer demographics, which remain similar across outcomes.

The 23rd Street Corridor shows a more uneven distribution, with 18 of 53 businesses increasing and 35 decreasing. Growth is highly concentrated around the Apple Glade Shopping Center, where 16 of 18 growing businesses are located in or immediately nearby. This area also has higher residential density, sidewalk access, and walkability, suggesting stronger pedestrian connectivity compared to the rest of the corridor.

Across both corridors, customer income levels and visitor types are relatively consistent between growing and declining businesses. Overall, the results suggest that spatial context and business type alignment with local accessibility patterns are more closely associated with performance differences than demographic variation, though the findings are observational and not causal.

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39th Expressway Corridor

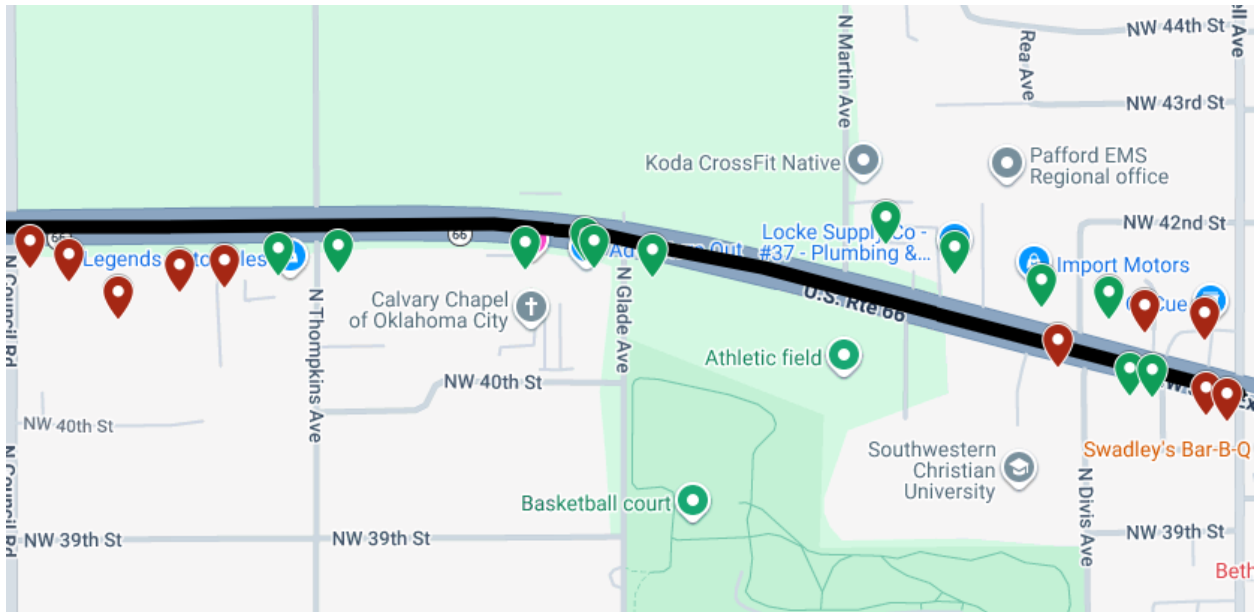


Image 1: Map of the 39th Expressway Corridor. Each pin represents a business. Green pins represent an increase in foot traffic while red pins represent a decrease in foot traffic.



Image 2: Zoning Along 39th Expressway Corridor

There are 22 businesses along this corridor. Of these businesses, 12 are seeing an increase in foot traffic with the other 10 seeing a decrease in foot traffic year-over-year “YoY”.



Image 3: Map of the corridor (black line) and the census tract it falls in.

Census Tract Economic Overview

Poverty Rates

Tract 12.85%

City Wide 20.5%

Unemployment Rate

Tract 0.82%

City Wide: 3.9%

Median Household Income

Tract \$53,942

City Wide: \$56,591

Net Change in Jobs

- +100
 - The largest change came from Education and Health Care Services, +74

Renter Occupied

Tract: 39.10%

City Wide: 46.9%

Owner Occupied

Tract: 60.90%

City Wide: 53.1%

Zip Codes Overview

- The 22 businesses along the 39th Expressway Corridor are located in zip code 73008.
- There are 15 businesses whose greatest percentage of visitors also live and work in zip code 73008.
- There are 2 businesses whose greatest percentage of visitors work in zip code 73008 but work in zip codes 73132 and 73099.
- The 5 remaining businesses have their greatest number of visitors both living and working in zip code 73099.

Zip Code 73008

- Poverty Rate: 20.1%
- Unemployment: 6.3%
- Median Household Income: \$57,459

Zip Code 73099 Overview

- Poverty Rate: 6.0%
- Unemployment: 4.4%
- Median Household Income: \$83,030

Zip Code 73132 Overview

- Poverty Rate: 15.3%
- Unemployment: 4.3%
- Median Household Income: \$60,419

Most Common Visitor Type

There are 3 most common visitor types for businesses along the 39th Expressway Corridor. For 18 of these businesses, the most common visitor type is Blue Collared Suburbs with a median income of \$55,000. For 3 businesses, the most common visitor type is City Hopefuls with a median income of \$30,000. Finally 1 business has Upper suburban Diverse Families with a median income of \$80,000

For the 12 businesses that saw an increase in foot traffic, 9 of them had Blue Collard Suburbs as their most common visitor type. The other 3 had City Hopefuls as their most common visitor type.

Resulting in a:

- Median income of: \$55,000
- Average income of: \$48,750
- City Wide Median Household Income: \$56,591

For the 10 businesses that saw a decrease in foot traffic, 9 of them had Blue Collard as their most common visitor type. The remaining business had Upper Suburban Diverse Families as its most common visitor type.

Resulting in a:

- Median income of: 55,000
- Average income of: \$57,500
- City Wide Median Household Income: \$56,591

Business Overview

The 22 businesses along this corridor can be divided up into 4 distinct categories:

- Automobile Services
 - 9 businesses
 - ◆ 7 businesses saw an increase in foot traffic
 - ◆ 2 businesses saw a decrease in foot traffic
- Construction
 - 4 businesses
 - ◆ 1 business saw an increase in foot traffic
 - ◆ 3 businesses saw a decrease in foot traffic
- Hospitality
 - 2 businesses
 - ◆ 1 business saw an increase in foot traffic
 - ◆ 1 business saw a decrease in foot traffic
- Miscellaneous services
 - 7 businesses
 - ◆ 3 businesses saw an increase in foot traffic
 - ◆ 4 businesses saw a decrease in foot traffic

Of the 4 business categories, Automobile Services is the most successful category. Followed by Hospitality, Miscellaneous Services, and Construction.

Discussion

Businesses with increasing and decreasing foot traffic share similar customer profiles. Both groups have a median visitor income of about \$55,000, and Blue-Collar Suburban visitors are the dominant type for 9 of 12 businesses with increasing foot traffic and 9 of 10 businesses with decreasing foot traffic. This suggests that customer demographics alone do not explain performance differences.

Although all businesses are located along a major roadway, this segment sits beyond the primary commercial core and appears to function largely as a pass-through area, where many travelers are not making planned stops.

Within this context, performance varies by business category. Automobile services show stronger trends, with 7 of 9 businesses experiencing increased foot traffic, while construction businesses show weaker trends, with 3 of 4 experiencing declines, despite serving similar customer types.

Overall, the data indicates that differences in foot traffic are more closely associated with business type and how services align with pass-through travel patterns, rather than differences in income or visitor demographics.

Limitations

This analysis is based on observed business-level foot traffic trends and supporting demographic and economic indicators, but several limitations should be considered.

First, the findings are correlational rather than causal. While patterns suggest relationships between business performance, category type, and corridor context, the data does not directly measure why foot traffic is increasing or decreasing (e.g., pricing, marketing, competition, or service quality).

Second, the corridor-level comparison does not account for micro-location effects, such as exact positioning along the roadway, visibility, ingress/egress ease, signage, or parking availability, which may significantly influence customer behavior even within the same corridor.

Third, visitor type and income data are based on dominant or average patterns, which may not fully capture the diversity of customers or short-term fluctuations in visitation behavior.

Fourth, foot traffic changes are aggregated outcomes, meaning seasonal variation, time-of-day differences, or recent business openings/closures are not isolated in the analysis.

Finally, while the corridor is described as a major roadway past the city's core, the analysis does not directly measure traffic volume or conversion rates, limiting the ability to determine how effectively pass-through traffic translates into business visits.

Overall, the results should be interpreted as descriptive trends that highlight likely influences, rather than definitive explanations for performance differences.

23rd Street Corridor

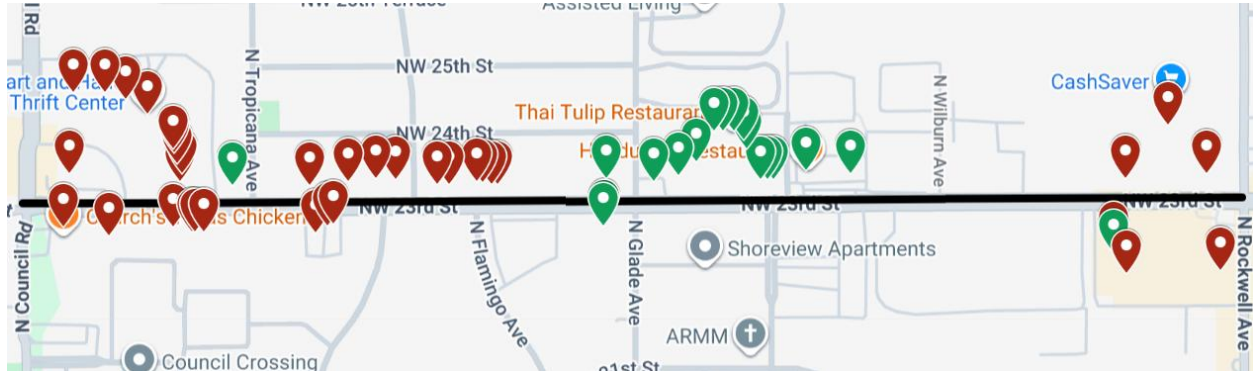


Image 4: Map of the 23rd Street Corridor. Each pin represents a business. Green pins represent an increase in foot traffic while red pins represent a decrease in foot traffic.

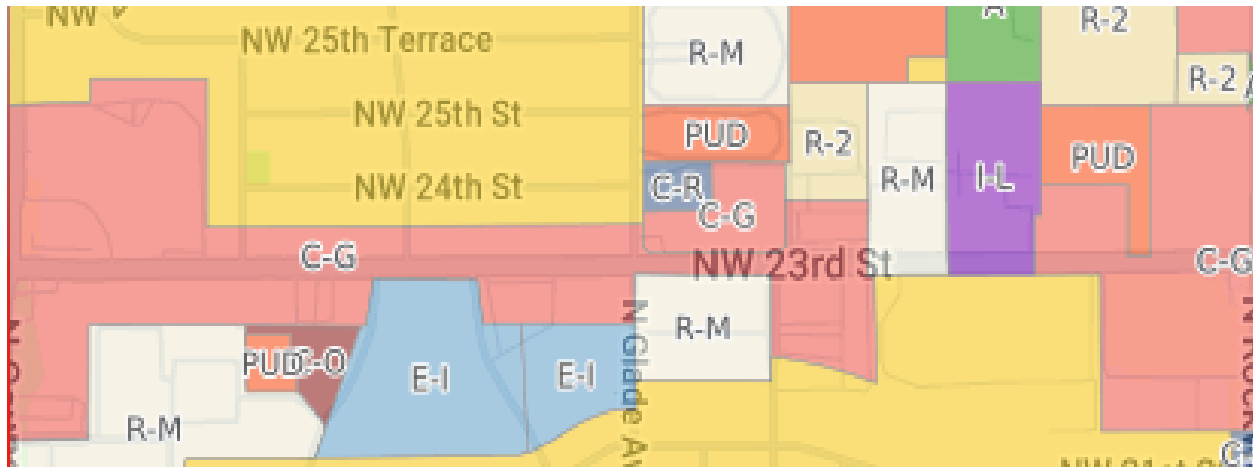


Image 5: Zoning along 23rd Street Corridor.

There are 53 businesses along this corridor. Only 18 businesses have seen an increase in foot traffic with the other 35 seeing a decrease in foot traffic year-over-year “YoY”.

Census Tract Map

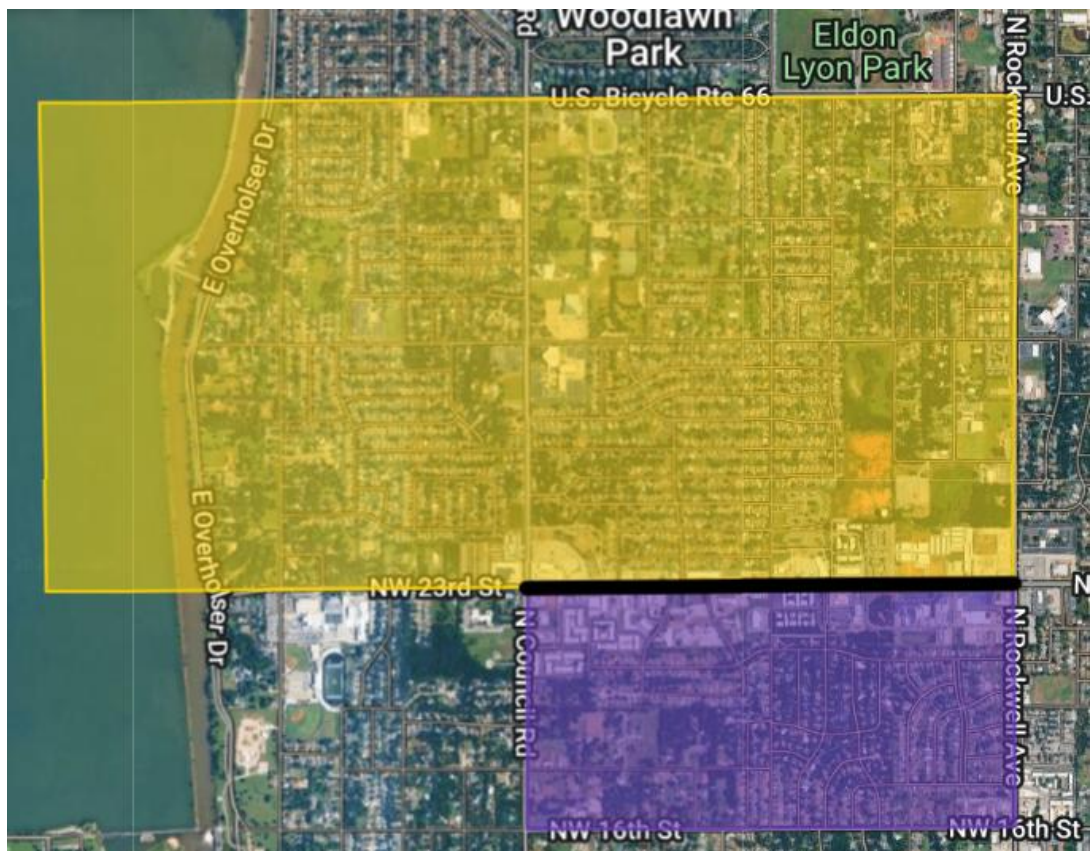


Image 6: Map of the corridor (black line) and the two tracts it falls in. Yellow is Tract 1. Purple is Tract 2.

Census Tract Economic Overview

Poverty Rates

1. 12.85%
2. 9.48%

Median poverty rate of 11.17%

City Wide 20.5%

Unemployment Rates:

1. 0.82%
2. 2.80%

Median Unemployment rate of 1.81%

City Wide: 3.9%

Median Household Income

1. \$53,942
2. \$68,059

Median Household Income of \$61,000

City Wide: \$56,591

Net Change in Jobs:

1. +100
 - The largest change came from Education and Health Care Services, +74
2. -460
 - The largest change came from Transportation and Warehousing Jobs, -462

Renter Occupied

1. 39.10%
2. 33.24%

Median: 36.17%

City Wide: 46.9%

Owner Occupied

1. 60.90%
2. 66.76%

Median: 63.83%

City Wide: 53.1%

Zip Codes Overview

- The 53 businesses along the 23rd Street Corridor are in zip code 73008.
- There are 37 businesses whose greatest percentage of visitors also live and work in zip code 73008.
- There are 7 businesses whose greatest percentage of visitors live in zip code 73008 but work in zip code 73127.
- Finally, there are 9 businesses whose greatest number of visitors live and work in zip code 73127.

Zip Code 73008

- Poverty Rate: 20.1%
- Unemployment: 6.3%
- Median Household Income: \$57,459

Zip Code 73127 Overview

- Poverty Rate: 26.7%
- Unemployment: 7.6%
- Median Household Income: \$44,925

Most Common Visitor Type

There are only two types of most common visitors, and they are Blue Collar Suburbs and City Hopefuls. Of the 18 businesses that saw an increase in foot traffic 17 of them had City Hopefuls as their most common visitor type with a median household income of \$30,000 while the remaining business had Blue Collard Suburbs as their most common visitor type with a median household income of \$55,000.

Resulting in:

- Median income of \$30,000
- Average income of \$31,388
- City Wide Median Household Income of \$56,591

Of the 35 businesses that saw a decrease in foot traffic 19 of them had Blue Collard Suburbs as their most common visitor type with a median household income of \$55,000 while the other 16 had City Hopefuls as their most common visitor type with a median household income of \$30,000.

Resulting in:

- Median income of \$55,000
- Average income of \$43,571
- City Wide Median Household Income of \$56,591

Business Overview

The 53 businesses along this corridor can be divided up into 5 distinct categories:

- Restaurants
 - 8 businesses
 - ◆ 4 businesses saw an increase in foot traffic
 - 4/4 are in or around the Apple Glade Shopping Center
 - ◆ 4 businesses saw a decrease in foot traffic
- Medical
 - 3 businesses
 - ◆ 1 business saw an increase in foot traffic
 - 1/1 are in or around the Apple Glade Shopping Center
 - ◆ 2 businesses saw a decrease in foot traffic
- Fuel Stations
 - 3 businesses
 - ◆ 1 business saw an increase in foot traffic

- 1/1 are in or around the Apple Glade Shopping Center
 - ◆ 2 businesses saw a decrease in foot traffic
 - Miscellaneous services
 - 34 businesses
 - ◆ 10 businesses saw an increase in foot traffic
 - 8/10 are in or around the Apple Glade Shopping Center
 - ◆ 24 business saw a decrease in foot traffic
 - Controlled Substances
 - 5 businesses
 - ◆ 2 businesses saw an increase in foot traffic
 - 2/2 are in or around the Apple Glade Shopping Center
 - ◆ 3 businesses saw a decrease in foot traffic

Of the 18 businesses that saw an increase in foot traffic, 10 of them are in the Apple Glade Shopping Center. An additional 6 that saw an increase in foot traffic are in the immediate area around the Apple Glade Shopping Center. All but 2 businesses that saw an increase in foot traffic are in or in the immediate area around the Apple Glade Shopping Center.

Walkability

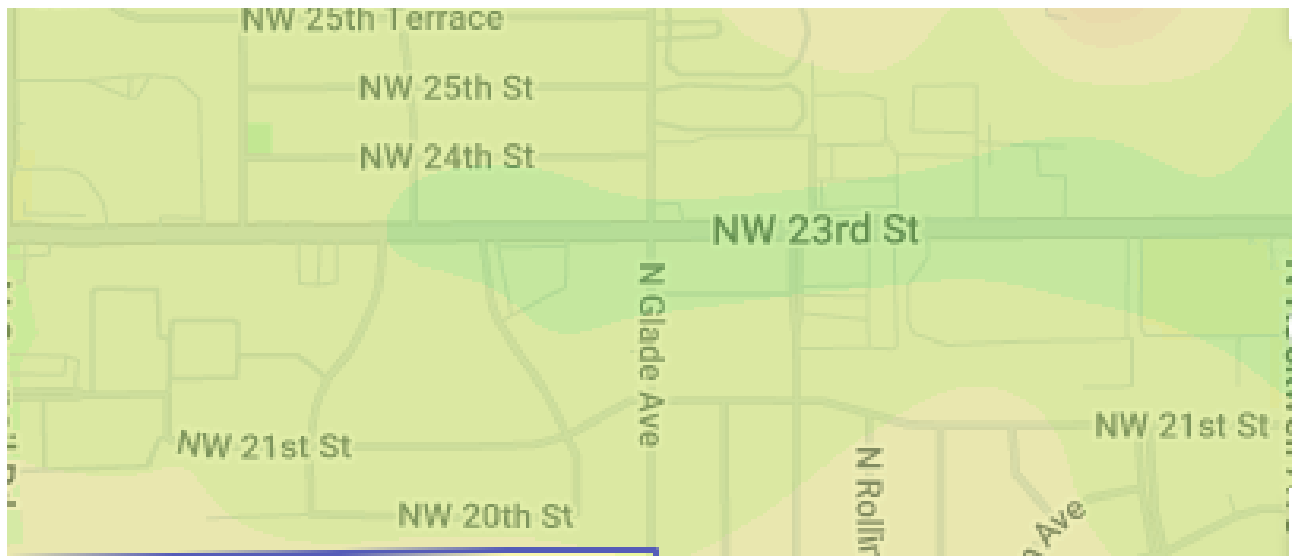


Image 7: Walkability of the 23rd Street Corridor. Darker green areas indicate greater walkability.

Discussion

The 23rd Street Corridor shows a clear performance split, with 18 of 53 businesses increasing foot traffic and 35 decreasing. Customer profiles are broadly similar across outcomes. Increasing businesses are primarily associated with City Hopefuls (17 of 18) with a median income of about \$30,000, while declining businesses are split between Blue-Collar Suburbs (19) and City Hopefuls (16), with a higher median income of about \$55,000. This suggests that income and visitor type alone do not explain performance differences.

Instead, outcomes are strongly concentrated spatially. 16 of the 18 growing businesses are located in or immediately around the Apple Glade Shopping Center, including 10 inside the center itself. This clustering points to a localized driver of performance rather than corridor-wide effects.

Zoning and infrastructure patterns reinforce this concentration. The Apple Glade area is surrounded by denser residential zones, connected by sidewalk infrastructure, and identified as a more walkable area on Walk Score maps “**Image 7**”, indicating stronger pedestrian accessibility and integration with nearby neighborhoods.

Overall, the results suggest that differences in foot traffic are more closely associated with spatial accessibility factors—particularly walkability, residential density, and proximity to a commercial node—than with customer demographics alone, though the relationships are observational rather than causal.

Limitations

This analysis uses business-level foot traffic data combined with demographic, zoning, and walkability indicators, but several limitations affect interpretation.

First, the analysis is observational and not causal. While strong spatial clustering is evident—particularly around the Apple Glade Shopping Center—the data does not directly confirm that walkability, zoning, or residential density are the cause of increased foot traffic.

Second, although zoning, sidewalk connectivity, and Walk Score data provide context, they are proxy measures of accessibility and do not directly measure actual pedestrian flow, trip purpose, or customer decision-making behavior.

Third, foot traffic data is aggregated at the business level, which may obscure variation across time (seasonal trends, weekday vs. weekend differences, or time-of-day effects).

Fourth, visitor classifications (e.g., City Hopefuls, Blue-Collar Suburbs) are based on dominant patterns and may simplify mixed or overlapping customer bases, potentially overstating differences between business groups.

Fifth, the analysis does not account for business-specific factors such as branding, pricing strategies, storefront visibility, or competitive overlap within clusters like Apple Glade.

Finally, the strong clustering around Apple Glade may be influenced by multiple interacting factors, but the available data does not allow for isolation of individual effects (e.g., separating walkability from commercial anchoring effects).

Overall, the findings should be interpreted as pattern-based and spatially descriptive insights, rather than definitive causal conclusions.

Final Summary

This report examined business performance across the 39th Expressway Corridor and the 23rd Street Corridor using foot traffic trends, customer demographics, economic indicators, zoning patterns, and accessibility measures. Together, the corridors show that business performance varies more by spatial context and land-use structure than by customer income or visitor type.

Along the 39th Expressway Corridor, business performance is relatively balanced, with 12 of 22 businesses increasing and 10 decreasing in foot traffic. The corridor functions primarily as a pass-through roadway outside the city's main commercial core, and differences in performance appear more closely associated with business category—particularly stronger outcomes for automobile-related services—than with customer demographics, which remain largely consistent across businesses.

The 23rd Street Corridor shows a more uneven pattern, with 18 of 53 businesses increasing and 35 decreasing in foot traffic. Growth is highly concentrated around the Apple Glade Shopping Center, where 16 of 18 increasing businesses are located in or immediately adjacent to the center. This area is characterized by higher residential density, sidewalk connectivity, and higher walkability scores, suggesting stronger pedestrian accessibility compared to the rest of the corridor.

Across both corridors, customer income levels and visitor types are broadly similar between growing and declining businesses, indicating limited demographic differentiation. Overall, the findings suggest that differences in business performance are more closely related to spatial accessibility, urban form, and alignment between business type and local travel behavior than to customer demographics alone.

Sources

Bethany neighborhoods on Walk Score. (2026). Walk Score.

<https://www.walkscore.com/OK/Bethany>

CPD Maps. (n.d.). Egis.hud.gov. <https://egis.hud.gov/cpdmaps/>

Unacast Insights. (2026). Unacast.com. <https://app.unacast.com/?layers=poi>

US Census Bureau. (2025). Census.gov. <https://www.census.gov/>

North Council Road and North Rockwell Ave Corridor Overview

Introduction

This report examines business performance along the North Council Road Corridor and the North Rockwell Avenue Corridor using year-over-year foot traffic data. The analysis combines business-level foot traffic trends with census tract economic indicators, including income, poverty, employment, and housing data, along with zip code visitation patterns and dominant visitor types.

By comparing the two corridors, the report explores how differences in customer origin, income levels, and local market structure are associated with variations in business performance. Although both corridors are located within the same broader region, they show different trends in foot traffic, offering insight into how businesses interact with both local and external customer bases.

Summary

The North Council Road and North Rockwell Avenue corridors show contrasting patterns in business performance. On the North Council Road Corridor, 12 of 18 businesses experienced declines in foot traffic, despite the surrounding area having relatively strong economic indicators such as a median household income of about \$61,000 and lower poverty rates than the city overall. Businesses with stronger performance tend to draw more visitors from higher-income areas, particularly zip code 73099 (~\$83,000 median income), while declining businesses more often rely on lower-income visitor bases such as zip code 73127 (~\$44,925).

In contrast, the North Rockwell Avenue Corridor shows stronger overall performance, with 29 of 39 businesses experiencing increases in foot traffic. This corridor is strongly supported by a local customer base, with most businesses drawing their primary visitors from within zip code 73008. Unlike North Council, differences in visitor income and type are less pronounced across businesses, suggesting more consistent local demand.

Overall, the comparison suggests that business performance is more closely associated with customer origin and the composition of dominant visitor groups than with surrounding area income alone. Corridors that successfully capture either local demand or higher-income external markets tend to perform better, while others may see weaker outcomes. These relationships are observational and do not imply causation.

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North Council Road Corridor

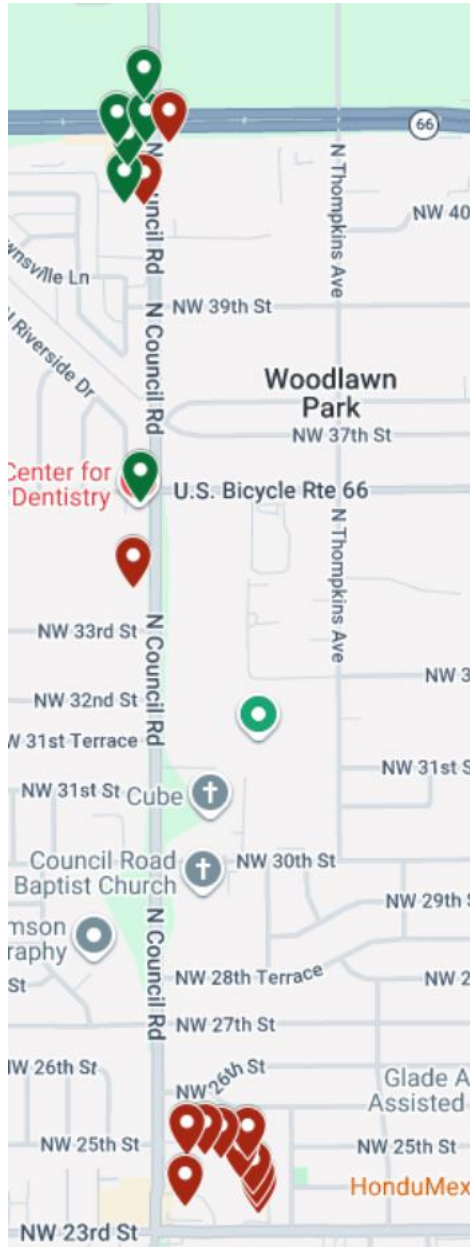


Image 1: Map of the N Council Corridor. Each pin represents a business. Green pins represent an increase in foot traffic while red pins represent a decrease in foot traffic year-over-year.

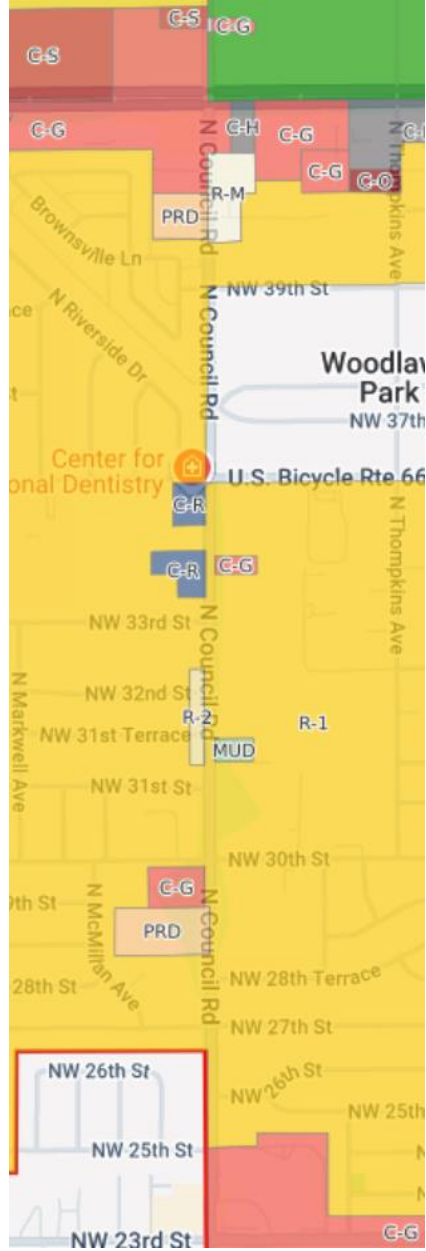


Image 2: Zoning along the North Council Corridor.

There are 18 businesses that fall within the city limits along this corridor. Only 6 of them have seen an increase in foot traffic with the other 12 seeing a decrease in foot traffic.

Census Tract Map

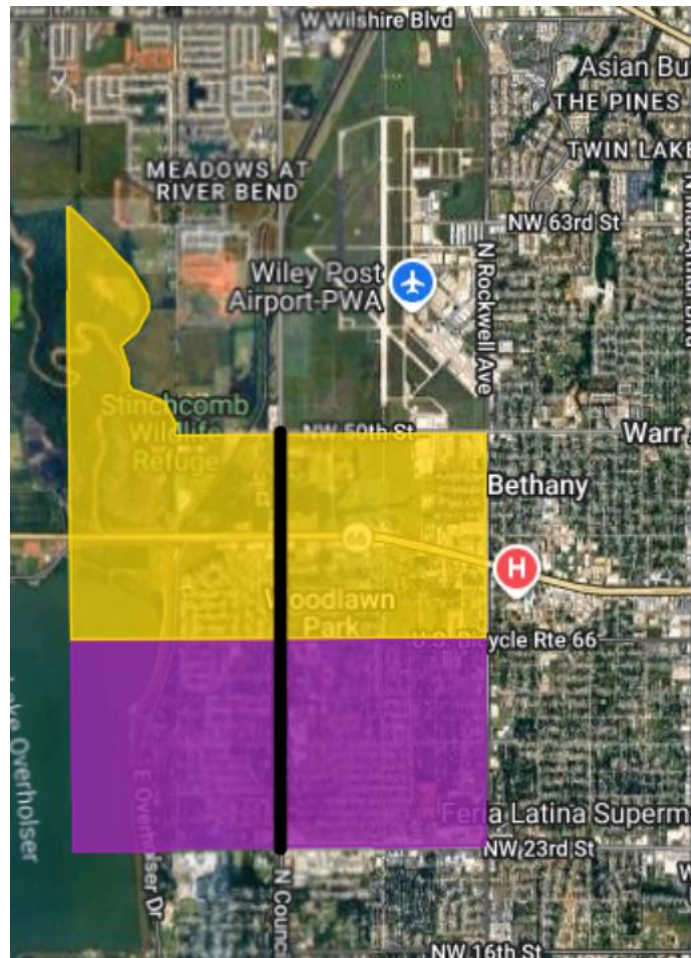


Image 3: Map of the corridor (black line) and the two census tracts it falls in. Yellow is Tract 1. Purple is Tract 2.

2 Tracts along this corridor

Census Tract Economic Overview

Poverty Rates

1. 12.85%
2. 9.48%

Median poverty rate of 11.17%

City Wide 20.5%

Unemployment Rates:

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2. 2.80%

Median Unemployment rate of 1.81%

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2. 66.76%

Median: 63.83%

City Wide: 53.1%

Zip Codes Overview

The North Council Road Corridor is in zip code 73008. There are only two businesses whose greatest percentage of visitors live and work in the same zip code. The other 16 businesses' greatest percentage of visitors come from the zip codes 73099 and 73127.

Zip Code 73008

- Poverty Rate: 20.1%
- Unemployment: 6.3%
- Median Household Income: \$57,459

Zip Code 73099 Overview

- Poverty Rate: 6.0%
- Unemployment: 4.4%
- Median Household Income: \$83,030

Zip Code 73127 Overview

- Poverty Rate: 26.7%
- Unemployment: 7.6%
- Median Household Income: \$44,925

Most Common Visitor Type

Of the 6 businesses that saw an increase in foot traffic, 5 of them saw their greatest percentage of visitors come from zip code 73099. Of the 12 businesses that saw a decrease in foot traffic 9 of them had their greatest percentage of visitors come from zip code 73127

For the 6 businesses that saw an increase in foot traffic, the most common visitor type for 3 out of 6 businesses are Upper Suburban Diverse Families with a median household income of \$80,000. The next most common visitor type for 2 out of 6 business was Blue Collar Suburbs with a median household income of \$55,000. Finally, only 1 out of 6 businesses had City Hopefuls as their most common visitor type with a median household income of \$30,000. Resulting in a:

- Median income of \$67,000
- Average income of \$63,333
- City Wide Median Household Income: \$56,591

For the 12 businesses that saw a decrease in foot traffic, the most common visitor type for 10 out of 12 businesses is City Hopefuls with a median household income of \$30,000. For the remaining businesses, the most common visitor types were Blue Collar Suburbs and Upper Suburban Diverse Families with their median household incomes being \$55,000 and \$80,000. Resulting in a:

- Median income of \$30,000
- Average income of \$36,250
- City Wide Median Household Income of \$56,591

Except for 1, all businesses that saw an increase in foot traffic had their most common visitors come from zip code 73099. The one exception is a weed dispensary whose most

common visitors came from zip code 73008. All businesses whose most common visitor that came from zip code 73127 saw a decrease in foot traffic.

Discussion

The area surrounding the North Council Road Corridor is relatively affluent compared to the city overall, with a median household income of approximately \$61,000, lower poverty rates (11.17% vs. 20.5% citywide), and higher homeownership (63.83% vs. 53.1%). Despite this, business performance is generally weak, with 12 of 18 businesses experiencing declines in foot traffic.

Visitor patterns show that most businesses do not primarily rely on local customers, as only 2 of 18 draw their largest share from zip code 73008. Instead, businesses depend on external markets, particularly 73099 (higher income, \$83,030) and 73127 (lower income, \$44,925). Performance varies notably across these sources: 5 of 6 growing businesses primarily draw from 73099, while 9 of 12 declining businesses primarily draw from 73127.

This pattern is also reflected in dominant visitor types. 10 of 12 declining businesses are primarily associated with City Hopefuls (~\$30,000), while growing businesses are more often tied to higher-income groups such as Upper Suburban Diverse Families (~\$80,000) and Blue-Collar Suburbs (~\$55,000). As a result, businesses with increased foot traffic have higher-income dominant visitor groups (about \$63,333) compared to those with declines (about \$36,250).

In particular, many businesses appear to rely on lower-income visitor segments despite being located in a higher-income area, while those drawing from higher-income external markets tend to perform better. Overall, the findings suggest that business performance along the corridor is more closely associated with the income level and origin of dominant customer groups than with the overall affluence of the surrounding area, though these relationships are observational rather than causal.

Limitations

This analysis is based on observed year-over-year foot traffic changes and may not fully capture longer-term trends or short-term fluctuations in business activity. Foot traffic data reflects visitation patterns but does not measure revenue, profitability, or customer spending, which limits the ability to assess true business performance.

Visitor origin and “most common visitor type” are used as indicators of customer base, but these are simplified classifications that may not represent the full diversity of each business’s customers. Additionally, income values associated with visitor groups represent general estimates tied to geographic or demographic categories rather than exact customer income.

The analysis also does not account for business-specific factors such as marketing strategies, pricing, competition, visibility, or changes in ownership or operations, all of which may influence foot traffic independently of location or demographics. As a result, the relationships observed between visitor characteristics and business performance should be interpreted as associational rather than causal.

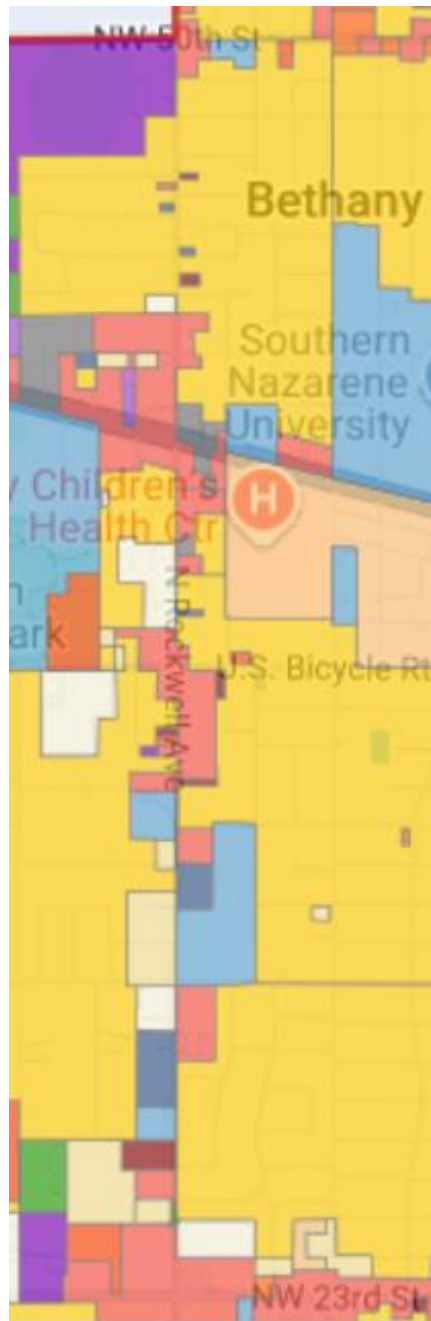


Image 5: Zoning along the North Rockwell Ave Corridor.

Census Tract Map

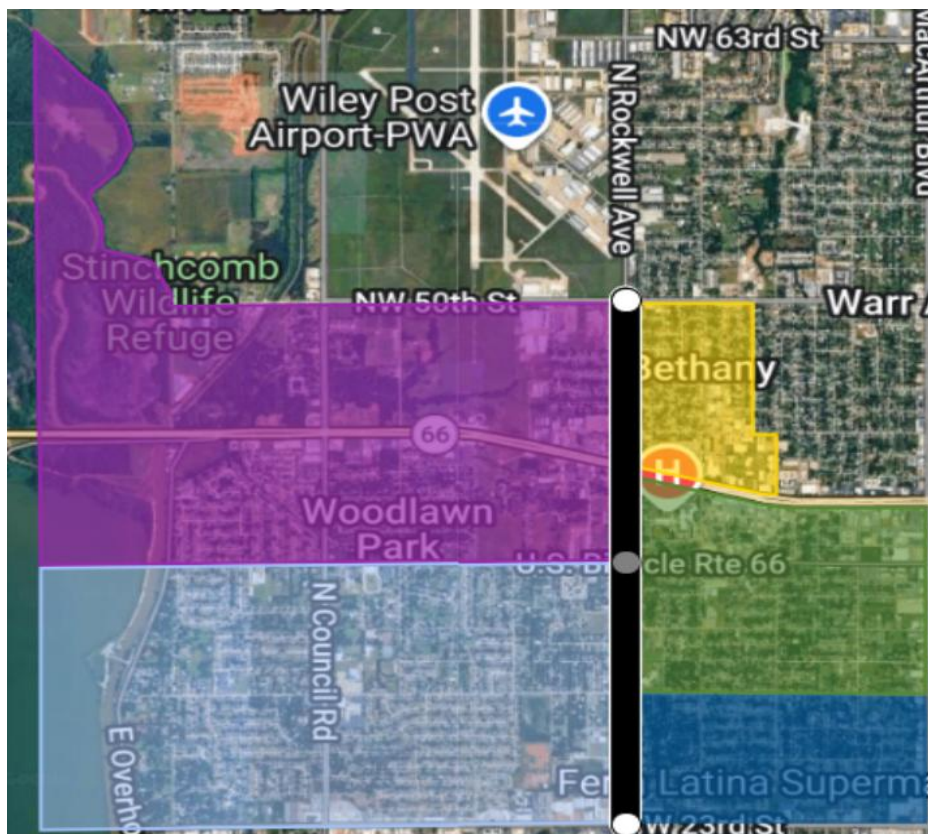


Image 6: Map of the corridor (black line) and the five census tracts it falls in. Blue is Tract 1. Green is Tract 2. Yellow is Tract 3. Purple is Tract 4. Turquoise is Tract 5.

5 Tracts along this corridor

Economic Overview

Poverty Rates:

1. 9.04 %
2. 12.07%
3. 7.74%
4. 12.85%
5. 9.48%

Median poverty rate of 9.48%

Average poverty rate of 10.24%

City Wide 20.5%

Unemployment Rates:

1. 2.23%
2. 4.94%
3. 1.95%
4. 0.82%
5. 2.80%

Median Unemployment rate of 2.23%

Average Unemployment rate of 2.55%

City Wide: 3.9%

Median Household Income

1. \$50,962
2. \$31,948
3. \$41,176
4. \$53,942
5. \$68,059

Median Household Income: \$50,962

Average Household Income: \$49,217

City wide: \$56,591

Net Change in Jobs:

1. +105
 - The largest change came from Education and Health Care Services, +49 jobs.
2. +249
 - The largest change came from Education and Health Care Services, +123
3. +97
 - The largest change came from Education and Health Care Services, +105
4. +100
 - The largest change came from Education and Health Care Services, +74
5. -460
 - The largest change came from Transportation and Warehousing Jobs, -462

Renter Occupied

1. 34.10%
2. 56.07%
3. 55.32%
4. 39.10%
5. 33.24%

Median: 39.10%

Average: 43.57%

City Wide: 46.9%

Owner Occupied

1. 65.90%
2. 43.93%
3. 44.68%
4. 60.90%
5. 66.76%

Median: 60.90%

Average: 56.43%

City Wide: 53.1%

Zip Codes Overview:

- The 39 businesses along the North Rockwell Ave Corridor are in zip code 73008.
- There are 29 businesses whose greatest percentage of visitors also live and work in zip code 73008.
- There are 2 businesses whose greatest percentage of visitors live in zip code 73008 but work in zip code 73127.
- There are 7 businesses whose greatest percentage of visitors work in zip code 73008, but live in zip codes 73127, 73132 and 73099.
- Finally, there is one business whose greatest number of visitors live and work in zip code 73127.

Zip Code 73008

- Poverty Rate: 20.1%
- Unemployment: 6.3%
- Median Household Income: \$57,459

Zip Code 73099 Overview

- Poverty Rate: 6.0%
- Unemployment: 4.4%
- Median Household Income: \$83,030

Zip Code 73127 Overview

- Poverty Rate: 26.7%
- Unemployment: 7.6%
- Median Household Income: \$44,925

Zip Code 73132 Overview

- Poverty Rate: 15.3%
- Unemployment: 4.3%

- Median Household Income: \$60,419

Most Common Visitor Type

There are only two types of most common visitors, and they are Blue Collar Suburbs and City Hopefuls. Of the 29 businesses that saw an increase in foot traffic 12 of them had Blue Collard Suburbs as their most common visitor type with a median household income of \$55,000 while the other 17 had City Hopefuls as their most common visitor type with a median household income of \$30,000.

Resulting in:

- Median Income of \$30,000
- Average income of \$40,344
- City Wide Median Household Income: \$56,591

Of the 10 businesses that saw a decrease in foot traffic 6 of them had Blue Collard Suburbs as their most common visitor type with a median household income of \$55,000 while the other 4 had City Hopefuls as their most common visitor type with a median household income of \$30,000

Resulting in:

- Median income of \$55,000
- Average income of \$45,000
- City Wide Median Household Income of \$56,591

Discussion

The North Rockwell Ave Corridor shows strong performance, with 29 of 39 businesses (about 74%) experiencing increased foot traffic. This occurs across census tracts with varying economic conditions, where median household income ranges from approximately \$31,948 to \$68,059, and the overall corridor median is about \$50,962, which is below the citywide median of \$56,591. This suggests that higher income levels alone are not a primary condition for increased foot traffic along the corridor.

A key pattern is the strong concentration of local visitation. 29 of 39 businesses report that their primary customers both live and work in zip code 73008, indicating that a large share of activity is driven by nearby residents rather than visitors from outside the area. This points to a localized customer base that plays a central role in supporting business activity along the corridor.

Customer composition is relatively consistent across performance outcomes. Businesses with increased foot traffic are primarily served by City Hopefuls (17 businesses, ~\$30,000 median income) and Blue-Collar Suburbs (12 businesses, ~\$55,000 median income). A similar mix is present among businesses with decreased or flat performance, suggesting that differences in visitor type and income do not clearly distinguish higher- and lower-performing businesses.

Overall, the results suggest that business performance along the North Rockwell Ave Corridor is more closely associated with a strong concentration of local customers who live and work in the immediate area, rather than clear differences in income levels or visitor demographics.

Limitations

This analysis is based on year-over-year foot traffic data, which captures changes in visitation but does not directly measure financial performance, such as revenue or profit. As a result, increases or decreases in foot traffic may not fully reflect overall business success or failure.

Census tract and zip code-level economic data provide useful context but may not accurately represent the specific customers visiting each business. Similarly, dominant visitor type classifications summarize the largest observed group of visitors but do not account for secondary or occasional customer segments that may also contribute significantly to activity.

The analysis does not include business-level operational factors such as marketing efforts, pricing strategies, service quality, or competition, which could also influence foot traffic trends. Additionally, the study design is observational, meaning it identifies patterns but cannot determine causation between economic conditions, visitor characteristics, and business performance.

Final Summary

This report compared business performance along the North Council Road Corridor and the North Rockwell Avenue Corridor using year-over-year foot traffic data alongside economic, geographic, and visitor characteristics. The analysis highlights how differences in customer origin and dominant visitor groups relate to variations in business activity across the two corridors.

The North Council Road Corridor shows weaker overall performance, with 12 of 18 businesses experiencing declines in foot traffic, despite relatively strong surrounding economic conditions. Performance along this corridor is more closely associated with external visitor flows, particularly from higher-income zip code 73099 and lower-income zip code 73127, with noticeable differences in outcomes based on dominant visitor type and income level.

In contrast, the North Rockwell Avenue Corridor demonstrates stronger performance, with 29 of 39 businesses experiencing increases in foot traffic. This corridor is characterized by a more consistent local customer base, with most businesses drawing visitors from within zip code 73008. Compared to North Council, differences in visitor type and income are less pronounced, suggesting more stable local demand across businesses.

Overall, the findings suggest that business performance across both corridors is more closely associated with customer origin and the composition of dominant visitor groups than with surrounding area income alone. Corridors that successfully capture either strong local demand or higher-income external markets tend to perform better, while others show weaker outcomes.

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