

# Economic Indicators

*Economic Indicators* is a newsletter prepared by the Innovation Center at Rogers State University under the direction of Dr. Ray Brown, editor.



Established in 2002, the Center provides (1) small business counseling services, (2) entrepreneurial training, (3) a technology and business incubator, (4) business intelligence research, and (5) economic, demographic, and social research related to economic development.

## Recent News

The Innovation Center has announced The Driven Design as a new client. Operated by David Moore, The Driven Design is a start-up company that builds custom websites and provides online marketing and social media management services to small businesses. The Driven Design not only provides up-to-date websites for businesses and

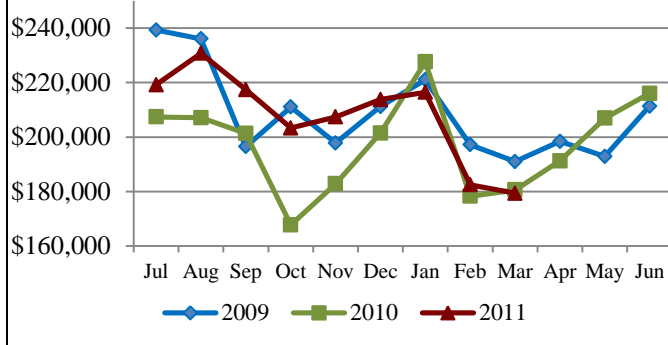
organizations; they also provide tips for effective online marketing strategies. With more than 20 years of experience, Moore understands the challenges small businesses face today. He and his team work with small businesses in northeast Oklahoma who expect the passion they've put into their business to be reflected in their services.

## Sales Tax Collection

Retail sales, as approximated by retail sales tax collections, are a broad measure of consumer spending. Sales tax data are not seasonally adjusted or adjusted for price changes. Care should be taken when interpreting sales tax collection data because the figure for a particular month represents the net revenue collected by the Oklahoma Tax Commission (OTC) for retail purchases in various prior periods. Larger retailers submit payments for sales taxes collected during the last half of the prior month and the first half of the current month.

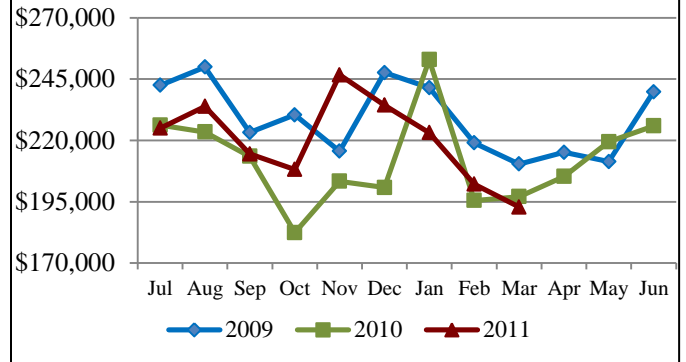
Smaller retailers submit payments for sales taxes collected over the previous calendar month only. All sales tax payments are due by the twentieth of the month. Thus sales taxes paid at the time of the purchase may be reported by the merchant and collected by the OTC for sales occurring some six weeks earlier or as recently as five days prior. In addition, some retailers make estimated payments which may understate or overstate the correct amount for a particular month which is corrected sometime in future months. In any event, reported sales tax revenue always lags behind purchases.

**Figure 1: Craig County Sales Tax Collections by Month, 2009-2011 Fiscal Years**



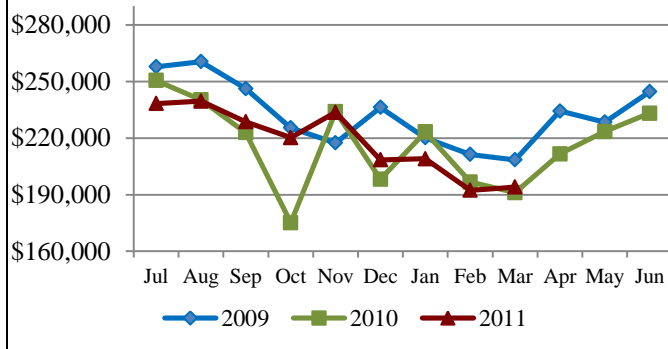
Source: Oklahoma Tax Commission

**Figure 2: Vinita Sales Tax Collections by Month, 2009-2011 Fiscal Years**



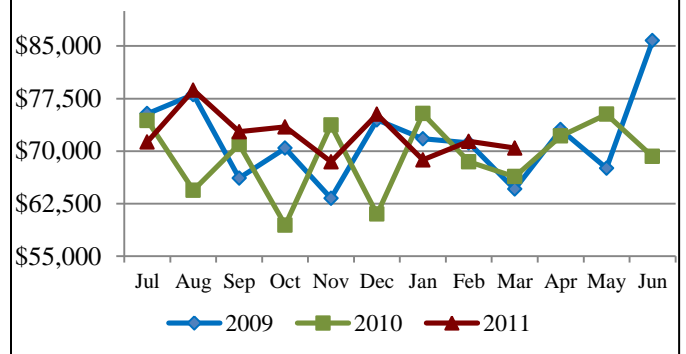
Source: Oklahoma Tax Commission

**Figure 3: Delaware County Sales Tax Collections by Month, 2009-2011 Fiscal Years**



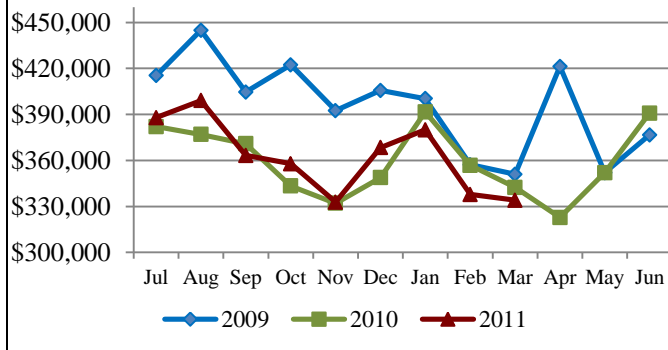
Source: Oklahoma Tax Commission

**Figure 4: Jay Sales Tax Collections by Month, 2009-2011 Fiscal Years**



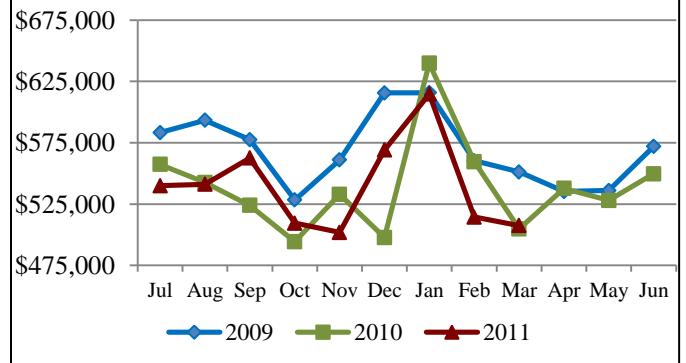
Source: Oklahoma Tax Commission

**Figure 5: Mayes County Sales Tax Collections by Month, 2009 - 2011 Fiscal Years**



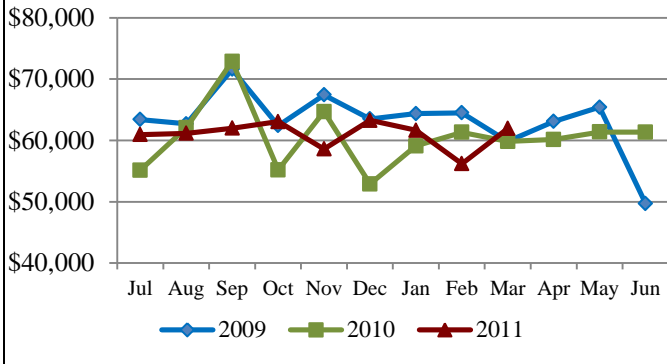
Source: Oklahoma Tax Commission

**Figure 6: Pryor Sales Tax Collections by Month, 2009 - 2011 Fiscal Years**



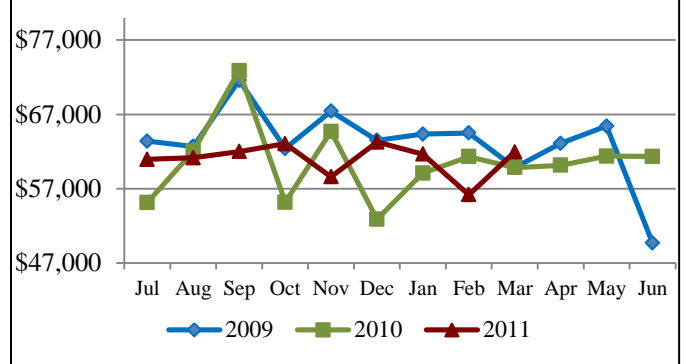
Source: Oklahoma Tax Commission

**Figure 7: Nowata County Sales Tax Collections by Month, 2009 - 2011 Fiscal Years**



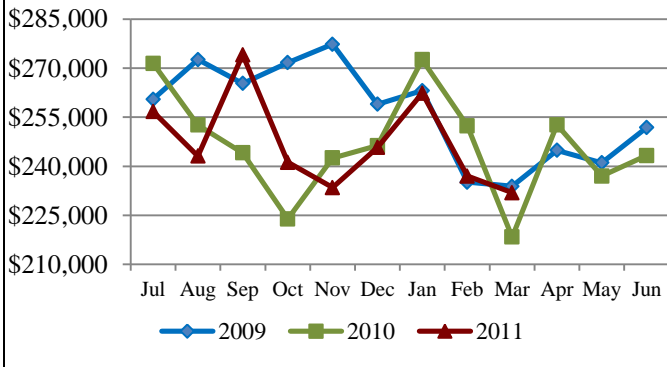
Source: Oklahoma Tax Commission

**Figure 8: Nowata Sales Tax Collections by Month, 2009 - 2011 Fiscal Years**



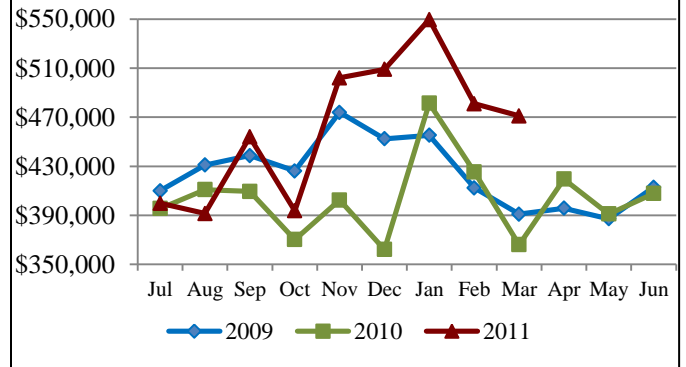
Source: Oklahoma Tax Commission

**Figure 9: Ottawa County Sales Tax Collections by Month, 2009-2011 Fiscal Years**



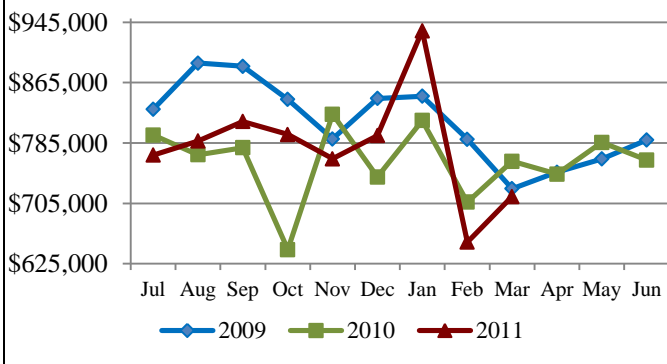
Source: Oklahoma Tax Commission

**Figure 10: Miami Sales Tax Collections by Month, 2009-2011 Fiscal Years**



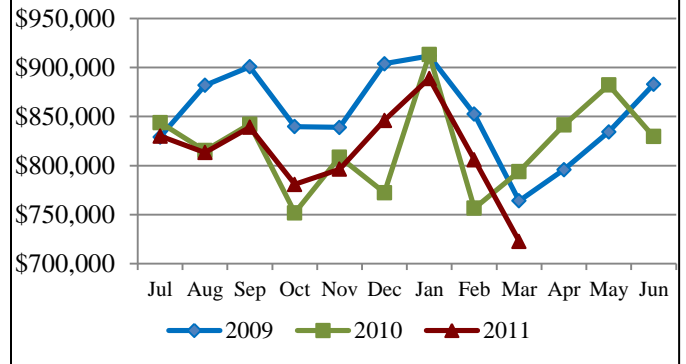
Source: Oklahoma Tax Commission

**Figure 11: Rogers County Sales Tax Collections by Month, 2009-2011 Fiscal Years**

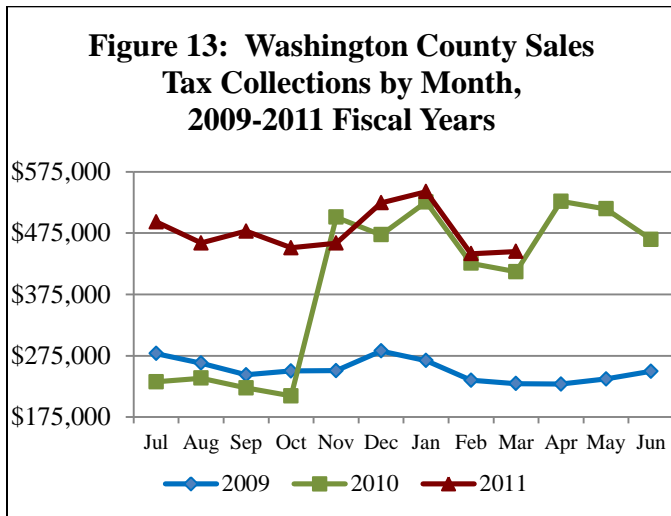


Source: Oklahoma Tax Commission

**Figure 12: Claremore Sales Tax Collections by Month, 2009-2011 Fiscal Years**

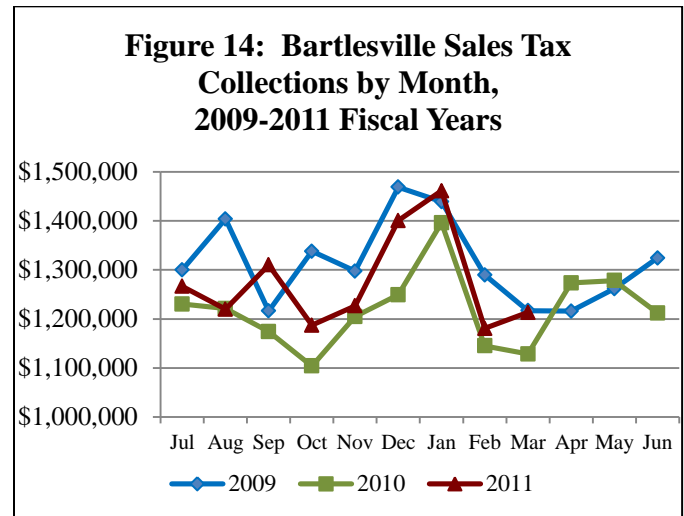


Source: Oklahoma Tax Commission



Source: Oklahoma Tax Commission

\*Washington County's sales tax rate increased from 0.5% to 1.0% in Nov 09



Source: Oklahoma Tax Commission

### NE Oklahoma Sales Tax Collections

**Table 1: Sales Tax Collections for Northeastern Oklahoma, Fiscal-Year-To-Date**

City/County	State Tax Rate (percent)	County Tax Rate (percent)	City Tax Rate (percent)	Total Tax Rate (percent)	2009/2010 Fiscal Year-to-Date	2010/2011 Fiscal Year-to-Date	Percent Change
Bartlesville	4.5	1.000	3.00	8.50	\$10,854,492	\$11,466,540	5.6%
Bixby	4.5	1.017	3.50	9.02	\$4,835,583	\$5,036,469	4.2%
Broken Arrow	4.5	1.017	3.00	8.52	\$22,401,840	\$23,432,623	4.6%
Catoosa	4.5	1.500	3.25	9.25	\$2,145,361	\$2,045,758	-4.6%
Claremore	4.5	1.500	3.00	9.00	\$7,298,115	\$7,323,874	0.4%
Craig County	4.5	2.000	N/A	N/A	\$1,754,262	\$1,870,204	6.6%
Delaware County	4.5	0.900	N/A	N/A	\$1,931,683	\$1,964,110	1.7%
Grove	4.5	0.900	3.40	8.80	\$4,289,257	\$4,229,164	-1.4%
Jenks	4.5	1.017	3.00	8.52	\$3,082,870	\$3,145,414	2.0%
Mayes County	4.5	1.375	N/A	N/A	\$3,244,985	\$3,261,024	0.5%
Miami	4.5	1.350	3.65	9.5	\$3,624,099	\$4,152,016	14.6%
Muskogee (City of)	4.5	0.650	4.00	9.15	\$15,802,149	\$17,378,169	10.0%
Nowata County	4.5	2.000	N/A	N/A	\$658,187	\$658,097	0.0%
Nowata (City of)	4.5	2.000	3.00	9.50	\$543,146	\$543,146	0.0%
Okmulgee	4.5	1.000	4.00	9.50	\$4,345,499	\$4,439,884	2.2%
Ottawa County	4.5	1.350	N/A	N/A	\$2,224,244	\$2,225,703	0.1%
Owasso	4.5	1.017	3.00	8.52	\$12,723,240	\$13,049,952	2.6%
Pryor	4.5	1.375	3.75	9.63	\$4,853,089	\$4,860,865	0.2%
Rogers County	4.5	1.500	N/A	N/A	\$6,832,744	\$7,026,945	2.8%
Sand Springs	4.5	1.017	3.50	9.02	\$6,684,531	\$6,830,611	2.2%
Sapulpa	4.5	1.000	4.00	9.50	\$8,093,766	\$8,406,463	3.9%
Tahlequah	4.5	2.000	2.50	9.00	\$4,380,944	\$4,989,813	13.9%
Tulsa (City of)	4.5	1.017	3.00	8.52	\$145,973,499	\$150,070,479	2.8%
Vinita	4.5	2.000	3.00	9.50	\$1,895,255	\$1,980,939	4.5%
Washington County	4.5	*1.000	N/A	N/A	\$3,240,130	\$4,293,784	32.5%

Source: Oklahoma Tax Commission

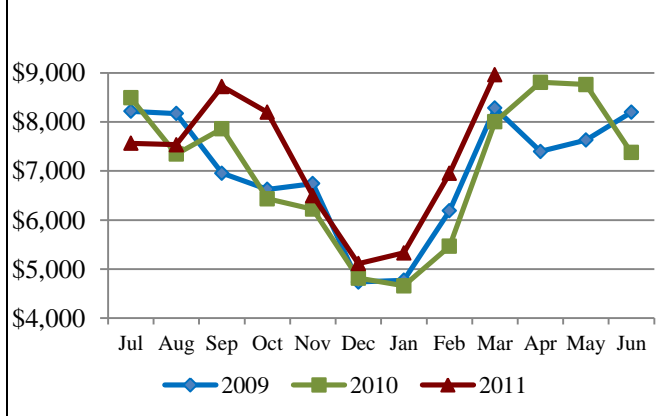
\*Washington County's sales tax rate increased from 0.5% to 1.0% in Nov 2009

\* Miami's city tax rate increased from 3.0% to 3.65% in Oct 2010

**Lodging Tax Collections**

Lodging tax collections reflect the level of expenditures from tourism and travel. Visitors attracted to local activities spend money within the local area. Merchants use these monies to pay salaries of their employees and purchase goods and services used in their businesses. In turn the employees spend their income for goods and services. This cycle repeats several times. The total economic impact of the initial tourist expenditure increases as each newly spent dollar circulates through the local economy. If a fraction of each dollar is saved or is spent outside the local economy, the total economic impact is reduced. The figure shown illustrates the amounts of lodging tax collections distributed to the Claremore Convention Visitors Bureau.

**Figure 15: Lodging Tax Collections, Claremore, 2009-2011 Fiscal Years**

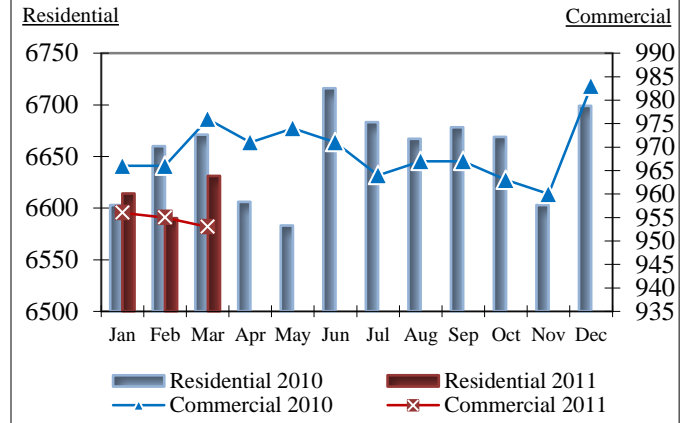


Source: Oklahoma Tax Commission

**Electric and Water Meters**

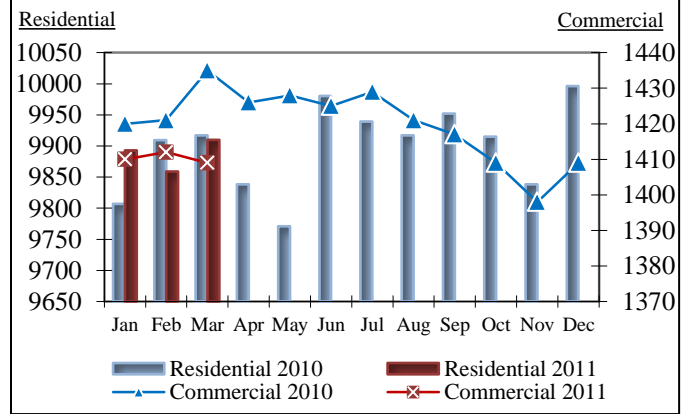
A good indicator of Claremore’s rate of growth can be obtained by comparing the change in the number of residential and commercial electric and water meters. Changes in the number of electric and water meters within a given area are indicators of new or waning demand for services. Frequently, an increase in meters may be attributed to new construction although meters may also increase due to an expansion of services to existing buildings.

**Figure 16: Water Meters, Claremore, 2010-2011**



Source: City of Claremore

**Figure 17: Electric Meters, Claremore, 2010-2011**



Source: City of Claremore

**Building Permits**

Residential building permits are a good indicator of housing demand and of construction industry health. They represent the number of new, single-family buildings or homes where construction will soon begin. Although residential buildings are classified as investments, it is new commercial and industrial building permits that represent additions to the economy’s productive capacity and capital stock. New commercial and industrial buildings create not only an increase in initial construction jobs, but also create employment demand within the expanding industries. Moreover, they increase the demand for related jobs, such as those in education, sales, real estate, medical, and other public services

within the surrounding community. While residential building permits represent the current state of the housing and construction industry health, new commercial and industrial building permits predict the future of economic health of the community and entire economic region.

**Table 3: Total Number of Permits, Calendar Year-to-Date**

Type/Date		Rogers County		Claremore		Catoosa	
		Mar	YTD	Mar	YTD	Mar	YTD
Residential	2011	25	48	6	10	N/A	N/A
	2010	32	62	7	12	2	10
Commercial	2011	2	5	2	5	N/A	N/A
	2010	0	5	3	5	1	7
Industrial	2011	N/A	N/A	0	1	N/A	N/A
	2010	N/A	N/A	0	0	N/A	N/A

Source: Catoosa, Claremore, and Rogers County Planning Commissions  
 \*Industrial figures for Rogers County and Catoosa are combined with commercial figures

**Table 4: Total Monetary Value of Permits, Calendar Year-To-Date**

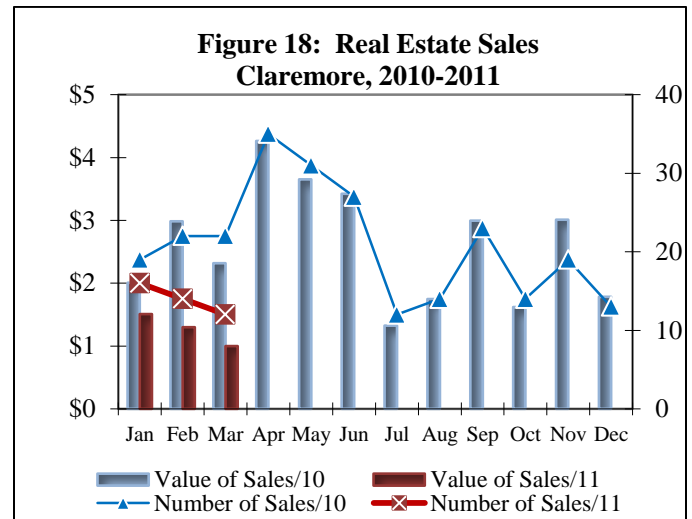
Type/Date		Rogers County		Claremore		Catoosa	
		Feb	YTD	Feb	YTD	Feb	YTD
Residential	2011	2,549	6,282	241	575	N/A	N/A
	2010	4,850	10,493	332	1,347	6	320
Commercial	2011	200	1,292	167	467	N/A	N/A
	2010	0	393	642	882	9	14
Industrial	2011	N/A	N/A	0	200	N/A	N/A
	2010	N/A	N/A	0	0	N/A	N/A

Source: Catoosa, Claremore, and Rogers County Planning Commissions  
 \*Industrial figures for Rogers County and Catoosa are combined with commercial figures  
 \*\*Figures are rounded and in thousands of dollars

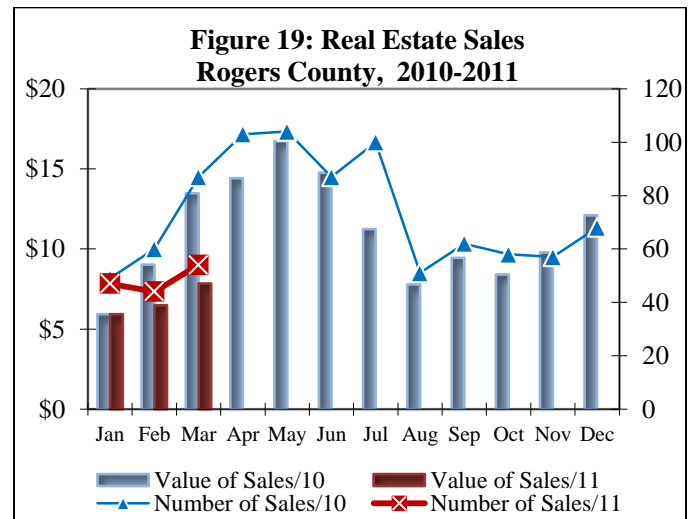
**Real Estate**

The main determinants of the demand for housing are demographic. However other factors like income, price of housing, cost and availability of credit, consumer preferences, investor preferences, price of substitutes, and price of complements all play a role. The core demographic variables are population size and population growth: the more people in the economy, the greater the demand for housing. But this is an oversimplification. It is necessary to consider family size, the age composition of the family, the number of first and second children, net migration (immigration minus

emigration), non-family household formation, the number of double family households, death rates, divorce rates, and marriages. In housing economics, the elemental unit of analysis is not the individual but the household.



Source: Northeast Oklahoma Real Estate Services  
 \*Value of Sales shown in millions



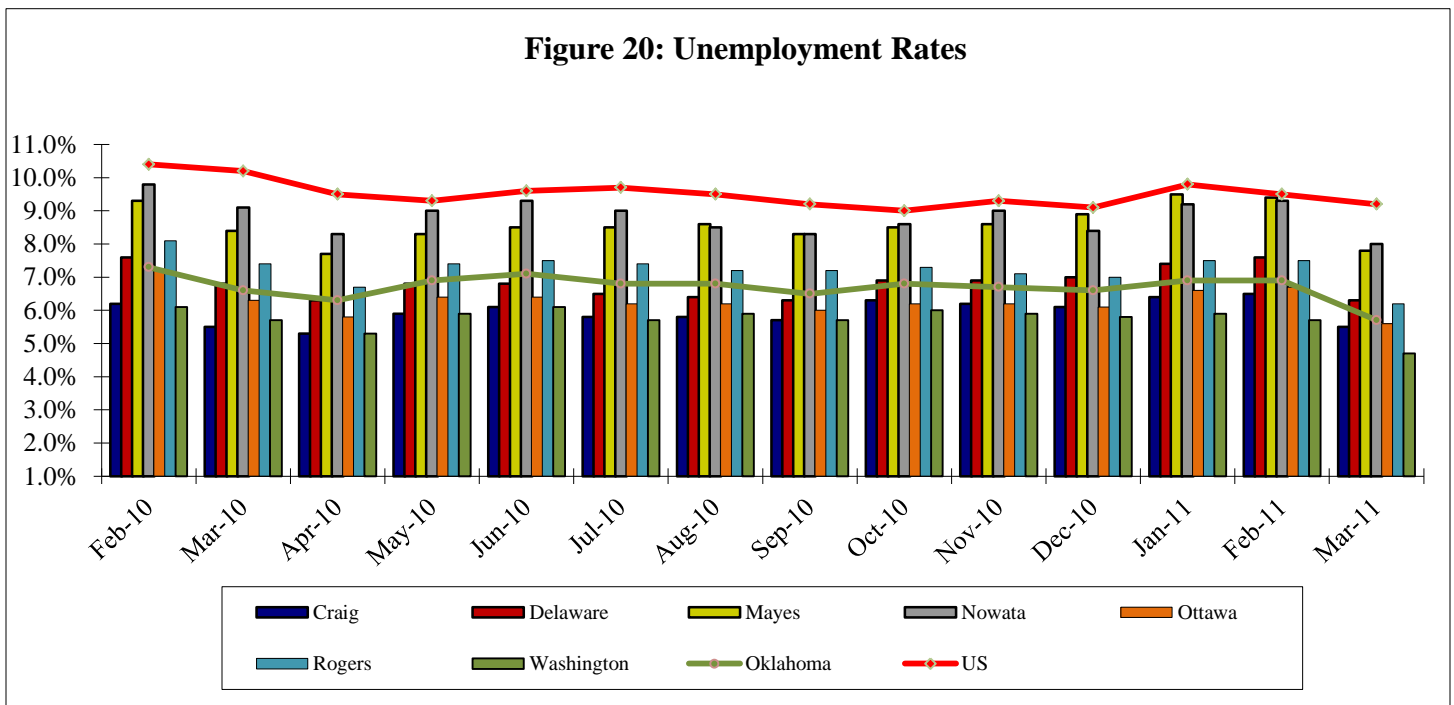
Source: Northeast Oklahoma Real Estate Services  
 \*Value of Sales shown in millions

**Labor Market Information**

Labor market information consists of the local number of labor force participants, the total number employed, and the percentage of labor force participants unemployed. The change in number of jobs on the payrolls of business, government, and non-profit establishments each month is a more accurate indicator of labor market health than the

unemployment rate. The labor force includes all employed persons plus those who are seeking work. The unemployment rate (the percentage of labor force participants without a job and actively seeking work) is based on a monthly survey. The unemployment rate is sensitive to changes in the size of the labor force. For example when unemployed workers become discouraged because they cannot find work and stop looking for work, they are no longer in the labor force. This causes a decline in the unemployment rate. If these discouraged workers later enter the workforce by seeking a job, the unemployment rates increases. Likewise the influx of new people entering the labor market for the first time may cause an increase in unemployment rates. Consequently unemployment rates can increase even though total employment

has increased. Changes in the unemployment can also result from seasonal changes such as the influx of new high school and college graduates who seek employment. A county's unemployment rate is not necessarily a worrisome event if the number employed increased at the same time. Low unemployment rates are good for job seekers, retail merchants, and taxing entities; however, the increase in purchasing power tends to cause the price of land and real estate to rise within a county. Consequently, like many other economic factors, there are both positive and negative aspects to low unemployment. A few positive results are that low unemployment rates are typically accompanied by a drop in the crime rate, a reduction in welfare recipients, and an increase in concern and care for the elderly, children, and the mentally challenged.



Source: Bureau of Labor Statistics

\*Data is not seasonally adjusted

\*County unemployment rates are unavailable



### RSU Innovation Center's Business Intelligence Center

Rogers State University established the Innovation Center to foster economic development and address the educational needs of business and industry in northeastern Oklahoma. One of the primary functions of the Center is to assist entrepreneurs who wish to start or expand their business. The professional staff at the Center provides assistance with business plans, financial planning, management, marketing, production, and workforce training. Most services are provided free of charge. The Center is also a regional research and community data center. The Oklahoma Department of Commerce has designated the Center as an affiliate of the Business and Industry Data Center Program (BIDC). As an affiliate of the BIDC, the Center provides information, training, and technical

assistance to government, academic, and other non-profit organizations that directly serve business. In addition, the Center also conducts applied research that focuses on the regional economy and population of northeastern Oklahoma. The Center can also assist businesses with feasibility and marketing studies as well as survey research services. For additional information on services, visit our website at [www.rsu.edu/innovation](http://www.rsu.edu/innovation) or contact:

Dr. Ray Brown,

Vice President of Economic & Community Development

(918) 343-7533

[innovation@rsu.edu](mailto:innovation@rsu.edu)



Space is now available to accommodate technology-oriented companies in the start-up phase or early stages of their development.

Located in the newest and most comprehensive entrepreneurial centers in northeastern Oklahoma, the Innovation Center provides resources and services to help bring innovative business ideas to life. Facilities are available in Bartlesville, Claremore, and Miami.

*Find out how the Innovation Center can help turn your vision into a reality!*

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