

Bass Pro Shop Economic Impact Study

Oklahoma City, Oklahoma

The City of Oklahoma City retained PGAV to assist in various planning tasks associated with evaluating the economic impact of a new development on a prominent site at the “front door” of the downtown area. Referred to as the River Redevelopment Project site, the area is adjacent to the Bricktown Canal and “river-walk” corridor.

PGAV assisted the City in reviewing a proposal submitted by a local developer for development of the site that envisioned a mixed-use development program located on a key tract of 29 acres within the City’s Downtown Tax Increment Financing (TIF) District. This proposal featured additional restaurant and entertainment venues, offices, a hotel, and retail facilities, anchored by a 117,000 square foot Bass Pro Outdoor World. PGAV analyzed the economic impact of the development (with a particular focus on the impact of the Bass Pro facility on the downtown area and the TIF District); evaluated the potential tax revenue streams to be generated by the Bass Pro facility and associated development; and assisted the City in determining the appropriate type and level of public assistance to be provided by the development.

