

Owasso named as state 'Boomtown'

by: RHETT MORGAN World Staff Writer
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OWASSO — A national online magazine has named Owasso the state's top "Boomtown" and among "America's Biggest Boomtowns."

BusinessWeek.com teamed with the Little Rock, Ark.-based Gadberry Group to select one city from each state as displaying the most growth since 2000.

Factors in the determination included "growth in households from 2000 to 2008 and from 2007 to 2008, the emergence in new neighborhoods, the average length of residency, and the change in household income."

The Gadberry Group provides location intelligence services and data for the world's top retail brands.

BusinessWeek wrote, "Owasso, a suburb just north of Tulsa, has been growing rapidly this decade, in part because of its strong schools and healthy economy."

Between 2000 and 2008, Owasso's household growth rose 47 percent, and the average household income grew 18 percent.

"While it's impossible to know how these towns will do during the recession, they boomed for a reason," said BusinessWeek reporter Prashant Gopal.

Some reasons given were convenience of locations, quality of schools, highway infrastructure, accessibility and retail growth.

The sustained growth by the "Boomtowns" was well-managed by the cities, the magazine wrote.

City Manager Rodney Ray said in a prepared statement: "Owasso is a place where governmental services are dependable and efficient. The leaders here work diligently to create an environment that invites success."

This month at the city's first economic summit, Oklahoma State University economist Mark Snead predicted that Owasso would withstand any dramatic economic drop in 2009.

He estimated that taxable retail sales increases would dip to 2.3 percent from 7.3 percent and that wage and salary increases would drop to 3.7 percent from 12.8 percent.

Owasso's population is predicted to increase 4.3 percent, to 28,760.

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EFFICIENT
City Manager Rodney Ray: He says
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an environment that invites success.

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