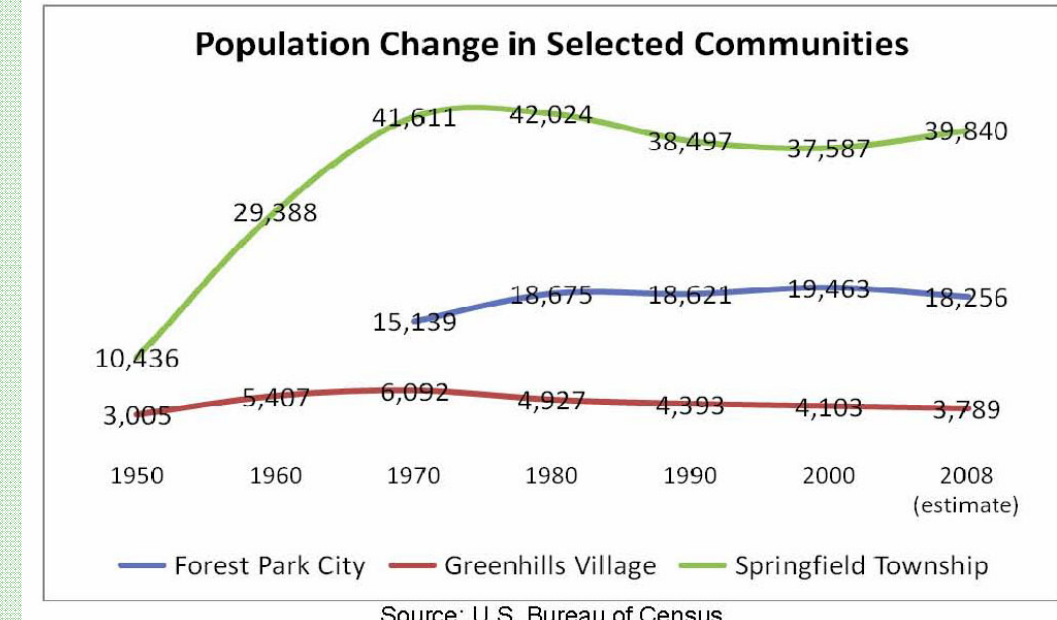
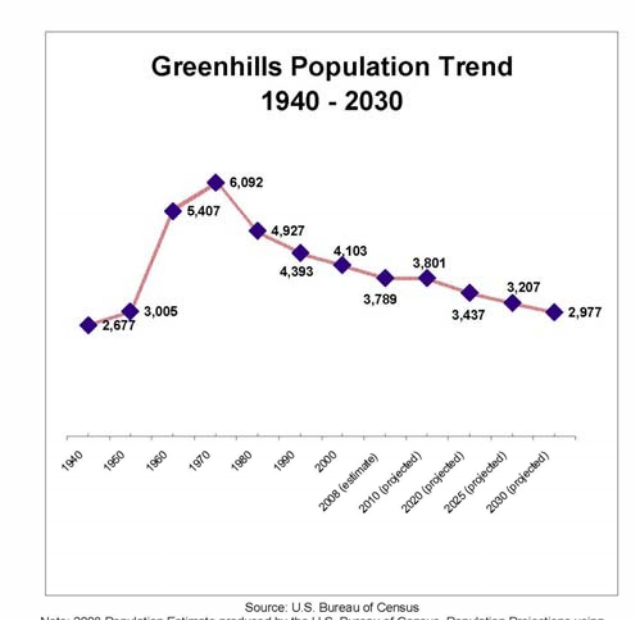


# Economy



	Greenhills	Forest Park	Springfield Twp	Hamilton County
Under Age 18	18.4%	20.5%	21.4%	18.0%
18 to 24	12.8%	13.2%	12.5%	12.7%
25 to 34	14.8%	13.5%	14.8%	13.7%
35 to 44	12.1%	12.1%	12.1%	12.1%
45 to 54	11.1%	11.1%	11.1%	11.1%
55 to 64	11.1%	11.1%	11.1%	11.1%
65 to 74	11.1%	11.1%	11.1%	11.1%
75 to 84	11.1%	11.1%	11.1%	11.1%
85 and over	11.1%	11.1%	11.1%	11.1%

	Greenhills	Forest Park	Springfield Twp	Hamilton County
% High School Diploma or Higher	91.80%	88.30%	87%	82.90%
% High School Diploma or Higher - Home in the County	11th	10th	22nd	
% Bachelor Degree	31.80%	26.20%	20.30%	20.20%
% Bachelor's Degree or Higher - Home in the County	17th	20th	18th	
% Graduate of Professional Degree	10.30%	7.40%	10.00%	10.10%
% Graduate of Professional Degree - Home in the County	11th	20th	21st	

**Population:** Population in Greenhills grew rapidly through the 1960s. With most of the developable land consumed by low density residential development, and the new frontiers opened by the high-way system and the automobile, people started relocating to newer suburbs. Greenhills has lost approximately 38% of its population in the last 40 years going from 6,092 in 1970 to 3,789 in 2008. The estimated rate of growth in Greenhills in 2000-2007 is -6%. Population projections for the next two decades show a continued decrease.

	Greenhills	Forest Park	Springfield Twp	Hamilton County
Households with children	32.10%	31.80%	32.80%	28.40%
Households persons living alone	27%	24.80%	21.60%	32.90%
Other households	40.80%	43.30%	45.60%	38.70%
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

The implications of a shrinking population are a reduction in the ability to pay for public/community services, to sustain institutional entities such as private schools and religious congregations, to support local businesses, and to cause a potential surplus of residential units.

**Households:** According to Census data, in Greenhills households are shrinking in number and size, approximately a third of all households have children, and another third of households are of people living alone, at a larger rate than in Forest Park and Springfield Twp; its household income, higher than the County average, falls short when compared to neighboring communities.

The village of Greenhills' economy has experienced the most dramatic (negative) change in percentage of number of employees when compared to neighboring communities of Forest Park, Springfield Twp, and Hamilton County and the Greater Cincinnati region and the State.

Year	Total				
	Establishment #	Payroll (\$MM)	Employees #	% Change Payroll	% Change Employees
1994	68	\$ 757	853	27.3%	-5.9%
2000	51	\$ 533	476		

Year	Retail Sector				
	Establishment #	Payroll (\$MM)	Employees #	% Change Payroll	% Change Employees
1994	13	\$ 146	234	NA	92.0%
2000	8	NA	78	NA	NA

Year	Service Sector				
	Establishment #	Payroll (\$MM)	Employees #	% Change Payroll	% Change Employees
1994	55	\$ 610	619	NA	6.7%
2000	43	NA	498	NA	NA

Includes: Wholesale trade and Retail trade

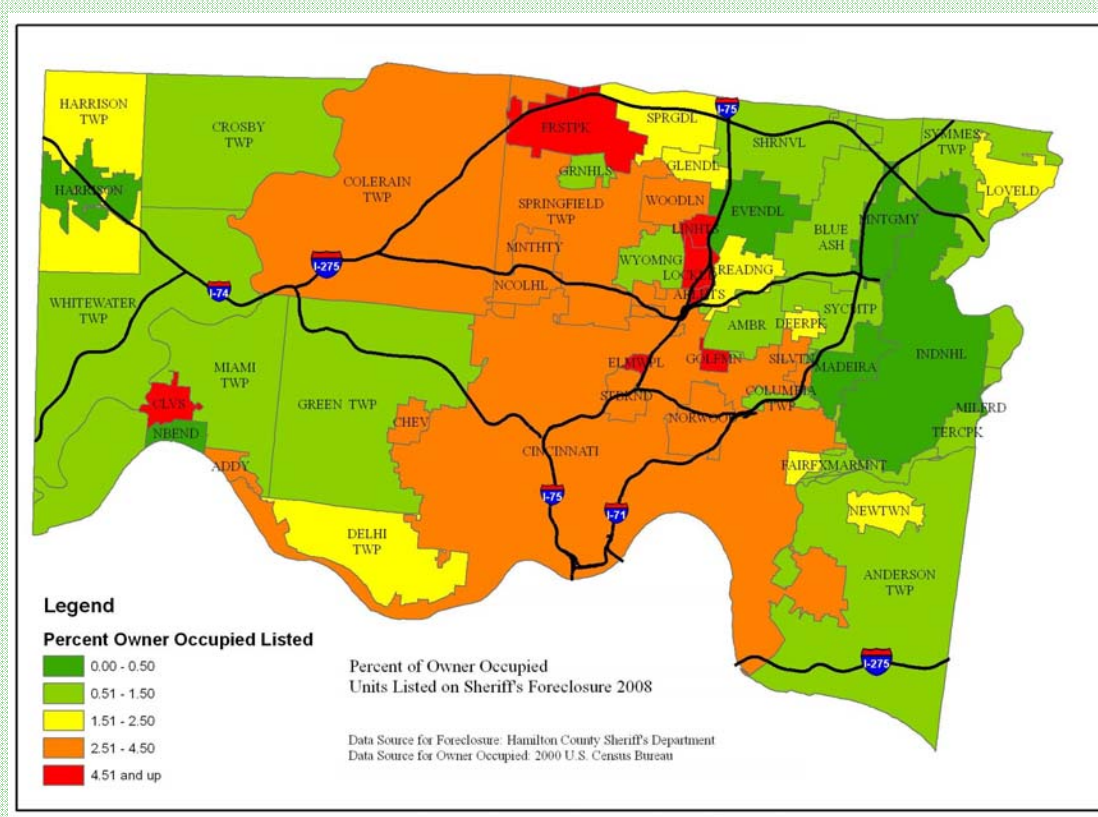
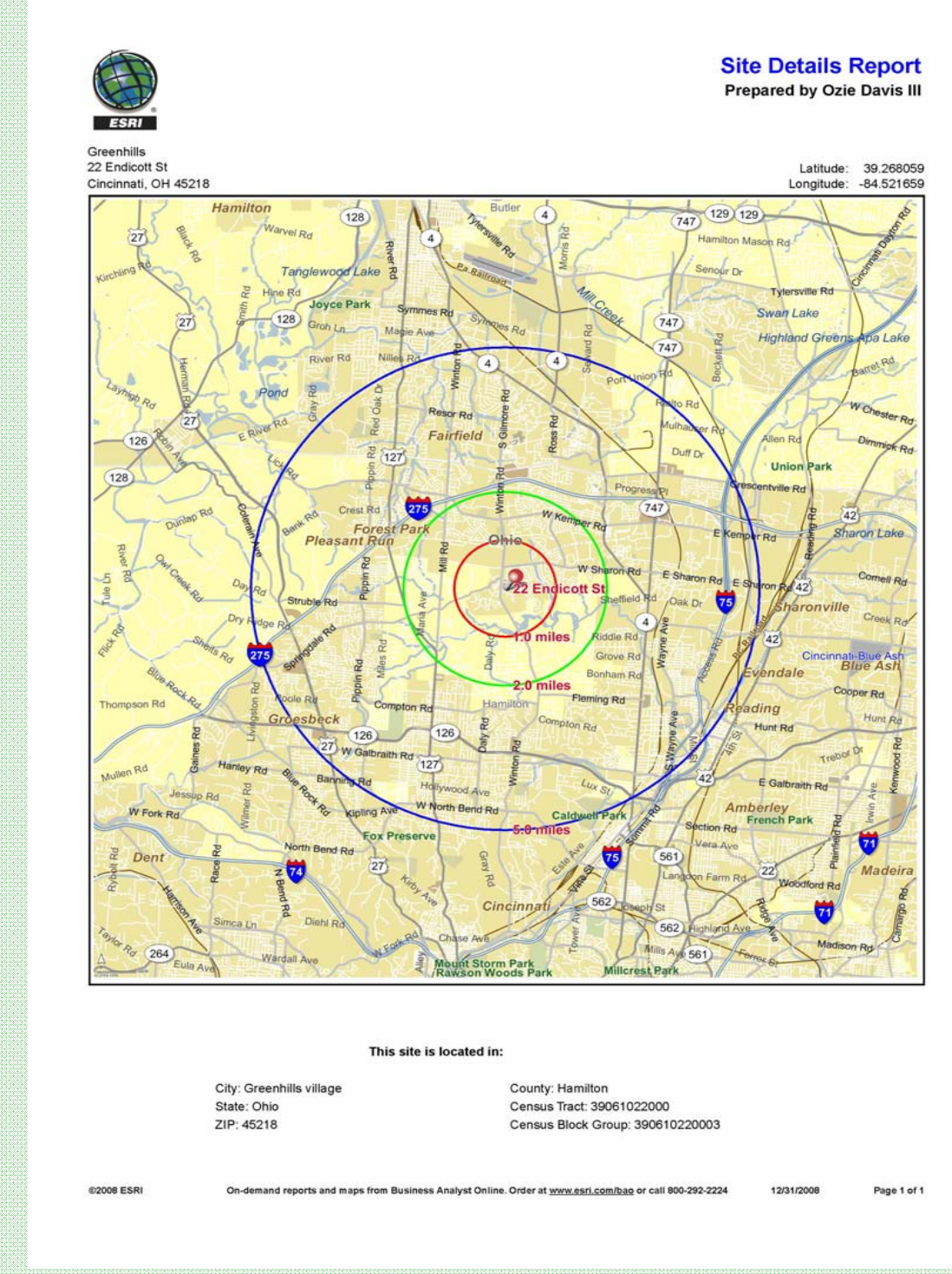
  

Year	Manufacturing				
	Establishment #	Payroll (\$MM)	Employees #	% Change Payroll	% Change Employees
1994	0	\$ 0	0	NA	NA
2000	0	NA	0	NA	NA

Includes: Construction, Transportation & warehousing, Finance & insurance, Transportation, Real estate & rental & leasing, Professional, scientific & technical services, Educational services, Health care and social assistance, Arts, entertainment & recreational, accommodation & food services, Other services (except public administration)

Please Note: The total number of employees in the retail and service sectors will not add up to the total number of employees since the Census Bureau only provides employee ranges for the retail and service sectors.

Prepared by HCRPC - John Hult - March 2009  
Source: Economic Census Data- County Business Patterns and ZIP code pattern data



**Housing Values**  
The median housing value in Greenhills is lower than that of the County and of the State. In the 2000-2007 period, its value has increased in sync with the County and the State. Greenhills median housing value in 2000 was \$97,900. The estimated housing value in 2007 is \$132,700. Foreclosures have a negative impact in real estate valuation in the communities. Fortunately, Greenhills has been affected to a lesser degree from the foreclosure wave that have affected its immediate neighbors.

## Retail Market Place Profile and Household Budget Expenditures

According to ESRI reports, within a one-mile radius of 22 Endicott Street, there are unmet retail needs that translate in a retail gap of over \$54M. A careful analysis of this information may be useful in the future when considering potential users or tenants for the shopping center. For example, the "Food and Beverages Stores" industry group shows a retail gap of \$7.9M in the "Grocery Stores" sector. This information could be used by the Village and by the shopping center operators to court grocery stores to consider relocating to Greenhills.

From the same source, the Household Budget Expenditures report shows that within one-mile radius, the largest expenditures of the households are 12% in Food, 28.8% on Housing, and 15% on Transportation.

