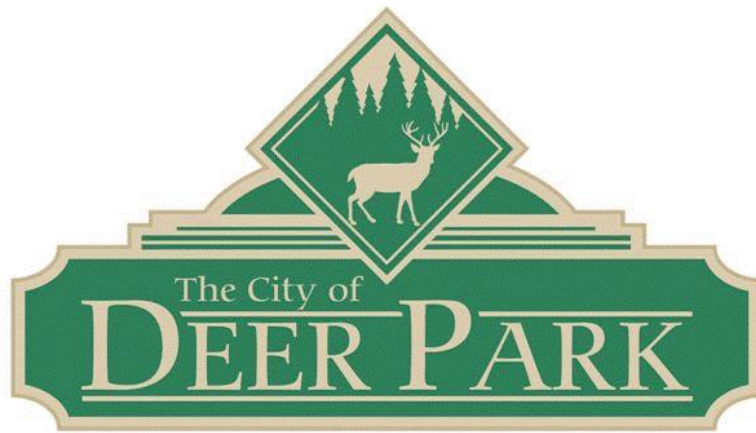


A MARKET ANALYSIS
For the Blue Ash Road Corridor
CITY OF DEER PARK, OHIO



By

MARKET METRICS\$ LLC

Timeframe for the Market Analysis - 4th Quarter of 2018

Date of the Report – December 17, 2018

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I. EXECUTIVE SUMMARY

SCOPE: The scope of the market analysis is to assess the current status of the Blue Ash Road corridor in the City of Deer Park. This corridor is the primary commercial corridor in the City and a key to the future economic and community vitality of the City and its immediate vicinity. The analysis of the corridor has been commissioned in order to project potential near-term changes in development and occupancy status through the use of demographic and economic data provided by reliable sources with independent analyses and observations where warranted. The timing of the analysis is intended to provide a backdrop to corridor infrastructure improvements that are scheduled to begin in the coming year.

PURPOSE: The purpose of the analysis is to provide market based data and information to encourage redevelopment of key parcels of property along the Blue Ash Road corridor that will serve to help preserve and/or enhance the City's vitality and attractiveness for the foreseeable future.

OBJECTIVE: The objective of the analysis is to determine areas of emphasis and/or concern for the City's elected officials and administrative staff to prioritize in moving the City forward over the next several years. Additionally, parallel objectives of encouraging private property owners to reinvest in their facilities as well as encourage the City to take strategic steps to direct the future uses of key parcels along the corridor through the use of available incentives and/or ownership.

GENERAL OBSERVATIONS: The market analysis of the Blue Ash Road corridor has been general in scope. There are no specific sites have been singled out in the analysis; however, there are several key sites along the corridor that could have an overarching influence on the direction of redevelopment in the future. While it is important to remember the premise of "highest and best use" in optimizing the value of land, the application of the four tests cited above are provided only as guidelines for any available (re)development land in the City. **In essence, the scarcity of remaining development land in the City means that the City's elected officials and administrative staff must not allow the development outcomes on these scarce sites to be sub-optimized in the future.**

Development along the Blue Ash Road corridor represents an atypical land use mix as a function of a rail line that parallels the street through the City. As such, industrial uses populate the land areas immediately adjacent to the west of the corridor while a more conventional mix of commercial and residential uses occupy the east side of the corridor in conjunction with a few light industrial uses that are interspersed along the thoroughfare. While all of the existing industrial uses along the corridor represent prior iterations of urban development, those uses on the east side of Blue Ash Road no longer appear to represent the highest and best use of the sites they occupy. A similar conclusion could apply to the industrial uses along the west side of the corridor if the rail line is ever abandoned.

Commercial and residential uses alternate along the east side of the corridor representing a land use mix that sub-optimizes the land value of several parcels located on this key thoroughfare in the City. Higher density residential uses: apartments and/or condominiums, would appear to be appropriate in the southern portion of the Blue Ash Road corridor while a transition to small scale commercial uses: retail, consumer services, and small-scale office uses, appear to be appropriate moving northward to the intersection of Blue Ash Road with East Galbraith Road and beyond to the north.

As a footnote, a similar mix of commercial uses would appear to be appropriate for East Galbraith Road moving eastward from the intersection with the subject corridor.

It should be noted that single-family residential uses are located immediately east of the corridor. Single-family and multi-family residential uses are in close proximity to the west of the corridor although further removed beyond the railroad line and the industrial uses that abut the rail in several locations.

Appropriate land use mixes, development scale, and/or buffering where appropriate should be observed in order to preserve or enhance the value of the residential neighborhoods along the subject corridor.

KEY DEMOGRAPHIC OBSERVATIONS: Population and household growth in the near future, defined as the next five years from 2018 through 2023, are essentially static. Household income measures are more or less consistent with a portion of the adjacent communities; however, there are more affluent communities in the immediate market area that could represent stronger locations for retail and consumer service enterprises if competitive venues are available in the marketplace.

The relative magnitude of the five-minute drive-time market area and the convenient access offered by the intersection of East Galbraith Road with the Blue Ash Road corridor should be emphasized. This drive-time market emphasis will capture the indigenous market in the City as well as the City's immediate environs.

Based on the data, the most likely future City residents may come from the ends of the household spectrum – newly formed households of singles and recently marrieds as well as seniors who may want to downsize and reduce the rigors of freestanding residential housing maintenance; i.e., “empty nester” housing.

The City may wish to emphasize the ease of access to employment centers, major points of interest, and shopping as reasons to locate in Deer Park. Developing and/or expanding amenities that are desired by the market segments the City appears to be best able to attract are in order – walkable locations and access to recreation and facilities such as fitness centers and health care would appear to be important to the market segments identified above along with dining entertainment and convenience goods and consumer services.

A pedestrian friendly walkable community is dependent “complete streets”; i.e., sidewalks, curbs and gutters. Working toward a matrix of complete streets reinforces the City's commitment to delivering a walkable community in the future.

HOUSING MARKET OBSERVATIONS: Current estimates and projections suggest that 60 new housing units could be absorbed by the residential market in Deer Park. Given the scarcity of land for new construction, higher density apartments and/or condominiums are the most likely housing products to be built. Sites along the east side of the Blue Ash Road corridor may offer opportunities to introduce new residential inventory; however, parcel consolidation and demolition of existing improvements are likely prerequisites to any new development.

Given the age of the housing inventory and a cursory review of sales prices per square foot of living area of recent sales (three years), the potential for the introduction of new residential construction in the City appears to be within “striking distance”.

Many workers now work from home only “going to the office” for staff and/or client meetings. As such, the home office has become a dedicated live-work space that is being incorporated into new home designs of all types. The City should not overlook this attribute of new home design.

Given the extremely limited opportunities for growth in the built environment (new housing units) maintaining the existing housing inventory becomes a parallel goal to keeping current residents and attracting new residents especially if the Census based household growth projections are to be realized.

Restating for emphasis, vitality maintenance of the built environment is extremely important to the future of the City of Deer Park which is essentially at its limits of physical growth.

A thorough review of the existing housing inventory is in order to determine if there any characteristics of the inventory that are “physically deteriorated” and/or “functionally obsolescent” and if anything can be done to enhance the market attractiveness and/or marketability of the existing housing inventory – this is an ongoing process and will become more important as the built environment continues to age.

Transition of the single-family residential inventory to rental housing is also important to monitor. Based on the estimated number of freestanding residential units in the housing inventory, estimated current housing unit vacancy, and estimated current owner occupancy, approximately 10% of the freestanding residential units in the City appear to have transitioned to rental units. This is an important percentage to monitor since these housing units have traditionally been built for owner occupancy. From a positive perspective the owners of these homes must view them as a good investment; however, from a negative perspective a landlord may not have the same “pride of ownership” as an owner occupant.

Code enforcement is a key element to maintaining the vitality of the built environment (both maintenance codes and zoning codes) with the objective of maintaining or enhancing the marketability and market value of housing units in the inventory.

Zoning codes that enable property owners in older neighborhoods to make improvements that will enhance market value should be encouraged.

Annual inspections of rental units have worked in many communities to preserve marketability and rental value. Pre-sale inspections have also been used in some communities which are essentially “built out” to preserve market value and ensure code compliance. An inspection program encouraging voluntary compliance is desirable.

Responsible home owners, land lords, and property managers are essential to the vitality of the housing inventory and those who choose not to comply with the City’s wishes should not be allowed to escape strict enforcement.

If specific projects and/or areas appear to be approaching the end of their economic lives then steps should be taken to facilitate redevelopment when the time is right – languishing projects or neighborhoods are serious market impairments and can accelerate the decline of a community.

Where properties appear to be nearing the end of their economic lives plans for redevelopment should be put in place so that derelict properties do not become a burden to the City.

COMMERCIAL MARKET OBSERVATIONS: Given the limited business base in Deer Park, most of its residents likely work outside of town and are away during the day; however, the daytime population of Deer Park is substantial according to data provided by reliable sources.

Children, stay-at-home adults, and retirees comprise the bulk of the daytime population along with students in any schools located in town. The vast majority of the daytime population in the City is over the age of 16.

The daytime population of the five-minute drive-time market is significantly larger than that of the City and is in relatively close proximity to the key intersection of Blue Ash Road and East Galbraith Road.

Two significant challenges exist that will impact the future of the Blue Ash Road corridor. The first is the proximity of the City to the mega-retail and service epicenter in nearby Kenwood followed by the lack of competitive space along the Blue Ash Road corridor. Of the two challenges, redeveloping competitive venues for small-scale local retail and consumer service tenants may be the more difficult to achieve.

The City may have to serve as a market intermediary to demolish obsolescent improvements and consolidate parcels for future commercial redevelopment. Finding developer-builders who are willing and able to develop small-scale commercial projects may be an additional challenge.

It is very likely that more obsolescent commercial space will be demolished along the Blue Ash Road corridor than will be introduced for future commercial uses. The exact magnitude of this difference cannot be determined at this time. The prerequisite steps needed in order to develop competitive commercial space along the corridor could take an extended time period, as such future projections of space needs at this time would be meaningless.

Regardless, of future timing, the space needs of future tenants is likely to be more small-scale in structures that fit the needs of small tenants; likely single-story with on-site surface parking.

The more or less random mix of residential, commercial, and light industrial, uses along the east side of the corridor has a sub-optimizing effect on the values of land uses in the corridor in general. A more orderly progression of increasing land use intensity from the south end of the corridor to the intersection of Blue Ash Road with East Galbraith Road appears to be more appropriate. This progression of land use intensity would culminate at a commercial node at the intersection of these two thoroughfares.

Thus, it is recommended that commercial retail, consumer service enterprises, and small-scale office uses, be clustered in a commercial node around the primary intersection of Blue Ash Road and East Galbraith Road rather than scattered along the length of the corridor. A cluster is really nothing more than a grouping of one or more single tenant and multi-tenant commercial properties that have the effect of creating a commercial center.

While there needs to be at least one end user that provides a “draw” to the intersection, a collection of small-scale neighborhood and convenience users is the most likely outcome for the commercial cluster envisioned at the intersection. This clustering will have the effect of creating a “town center” even if the components of commercial development are not one comprehensive development project. Clustering will also promote walkability among the various enterprises that could populate one or more new commercial developments at the intersection. In addition, access to the dining, retail, and consumer service needs of the neighborhood in the immediate vicinity results in congestion avoidance by not having to travel to the mega-retail developments in Kenwood.

If major businesses are family owned, the City should try to determine if there is a succession plan in place for current senior management and ownership – if not a potential risk to the future of the businesses involved could be apparent.

II. SCOPE OF THE MARKET ANALYSIS

A. The Scope of the Market Analysis

The scope of the market analysis is to assess the current status of the Blue Ash Road corridor in the City of Deer Park. This corridor is the primary commercial corridor in the City and a key to the future economic and community vitality of the City and its immediate vicinity. The analysis of the corridor has been commissioned in order to project potential near-term changes in development and occupancy status through the use of demographic and economic data provided by reliable sources with independent analyses and observations where warranted. The timing of the analysis is intended to provide a backdrop to corridor infrastructure improvements that are scheduled to begin in the coming year.

B. The Purpose of the Market Analysis

The purpose of the analysis is to provide market based data and information to encourage redevelopment of key parcels of property along the Blue Ash Road corridor that will serve to help preserve and/or enhance the City's vitality and attractiveness for the foreseeable future.

C. The Objective of the Market Analysis

The objective of the analysis is to determine areas of emphasis and/or concern for the City's elected officials and administrative staff to prioritize in moving the City forward over the next several years. Additionally, parallel objectives of encouraging private property owners to reinvest in their facilities as well as encourage the City to take strategic steps to direct the future uses of key parcels along the corridor through the use of available incentives and/or ownership.

D. The Context Market Areas

Establishing the context of the market for the various land uses to be analyzed addresses the fundamental prerequisite step of problem definition.

The macro-market area has been defined as encompassing the Cincinnati Metropolitan Area (Exhibit 1), while a more closely associated market area has been defined as Hamilton County (Exhibit 3) and the immediate market area has been defined as the City of Deer Park (Exhibit 5). In addition to the three context areas cited, the analysis has also broken the City down by the two (2) Census Tracts (Exhibit 7) that almost directly overlay the City.

Key demographic data has also included in the analysis for the adjacent communities that comprise the immediate vicinity in which the City of Deer Park exists. These adjacent communities include Amberley, Blue Ash, Silverton, plus Sycamore Township including the two Census Designated Places of Dillonvale and Kenwood within the township.

The City can be described as a blend of predominantly bedroom community in conjunction with a long-established, industrial base as well as several neighborhood-based commercial enterprises. Deer Park is predominantly a community of home owners. Slightly less than two-thirds of occupied housing units are owner occupied.

While demographic and economic data have been compiled and analyzed for the political geographies cited above, the market for land uses seldom parallels the boundaries of specific political subdivisions. Markets for the various land uses can be significantly different in magnitude in any given community. As stated above, in virtually all cases potential markets for the various major land use categories; residential, retail, office, and industrial, overlay multiple political jurisdictions. Specific existing and potential land uses can directly influence the importance of a local marketplace as well. All of these circumstances are true of the following analysis.

E. The Specific Questions To Be Answered

The analytical questions to be answered in the following report are:

1. How will the development status of the City influence efforts to maintain and/or enhance the City's vitality in the future?
2. If opportunities exist, what land uses represent the most likely choices in the marketplace for any future development?
3. Are there specific segments of the market that should be emphasized for development and/or redevelopment in the future?
4. How does the City's proximity to an intense cluster of retail and consumer service uses impact the ability of the City to attract and maintain commercial enterprises?

F. What Analytical Methodologies Have Been Applied

The methodologies applied during the course of this analysis include the use of both primary research and secondary data. Key economic and demographic data has been obtained from one or more public and/or proprietary sources that have been identified throughout this report and the attached exhibits. Basic quantitative methods have been applied to develop useable information from the data that has been obtained. Of course, the analyst's observations, judgment and conclusions are also contained in this report.

G. The Timeframe of the Analysis

The following market analysis was conducted during the fourth quarter of 2018. The findings represent conclusions that can be drawn based on market conditions at the time of the analysis. Given the dynamics of the marketplace and the economy at large, the conclusions contained herein may or may not be applicable in the future.

H. The Exhibits Are an Integral Part of the Report

Several exhibits are included at the end of this market analysis report. These exhibits are an integral part of the report and not simply addenda. While key data, observations, and conclusions are included in the text, considerably more detail is provided in the exhibits.

III. HIGHEST AND BEST USE

This analysis examines land use potential by employing market driven evaluation criteria. In order to carry out this analysis, it is necessary to understand the concept of highest and best use. Highest and best use analysis is a key concept in determining a property's market value. According to the Appraisal of Real Estate -- Twelfth Edition (Appraisal Institute, Chicago, 2001) highest and best use is defined as follows:

"The reasonably probable and legal use of vacant land or an improved property, that is physically possible, appropriately supported, and financially feasible, and that results in the highest value."

A. Highest and Best Use Criteria

The analysis of highest and best use is based on four fundamental tests. In order for a given use to be considered the highest and best use of a site, affirmative answers must be concluded for all four of the fundamental tests:

1) Legal Permissibility

What uses are currently permitted and could any additional uses be permitted with reasonably probable zoning changes?

2) Physical Possibility

Can the site be economically developed and will it adequately support anticipated improvements?

3) Financial Feasibility

Will the site as improved have a market value that justifies the cost and provides a sufficient entrepreneurial return to take the risk of development? A project is not economically feasible unless the rental rate or sales prices are sufficient to repay the costs of land acquisition and construction, plus provide an entrepreneurial return on investment sufficient to justify the risk associated with that investment.

4) Maximum Profitability

This test asks the question: among financially feasible alternatives, which alternative returns the maximum value to the underlying site? Different land uses result in different values for underlying land. Land uses can be described in levels of intensity. The more intense the land use, the higher the land value. This concept must work in conjunction with financial, feasibility. Therefore, an alternative land use must be financially feasible before it can be measured for maximum profitability.

B. Prerequisite Conditions of Highest and Best Use

The four fundamental tests are applied under the assumptions of two prerequisite conditions. These conditions are as follows:

- 1) The site as vacant.
- 2) The site as improved.

The four fundamental tests are applied to a site (or an area) under each of the two conditions. This set of tests enables the analyst to determine if any current improvements contribute to the value of the underlying site (consistent with highest and best use) or do not contribute to the value of the underlying site (inconsistent with highest and best use).

These tests can be applied to vacant sites as well as improved sites. In the case of improved sites, the results of the analysis indicate whether existing improvements contribute to value, in which case the site is improved to its highest and best use. If the improvements do not contribute value, they no longer represent the highest and best use of the site.

C. Application of Highest and Best Use to the City of Deer Park, Ohio, Blue Ash Road Corridor Market Analysis

The market analysis of the Blue Ash Road corridor has been general in scope. There are no specific sites have been singled out in the analysis: however, there are several key sites along the corridor that could have an overarching influence on the direction of redevelopment in the future. While it is important to remember the premise of “highest and best use” in optimizing the value of land, the application of the four tests cited above are provided only as guidelines for any available (re)development land in the City. In essence, the scarcity of remaining development land in the City means that the City’s elected officials and administrative staff must not allow the development outcomes on these scarce sites to be sub-optimized in the future.

Development along the Blue Ash Road corridor represents an atypical land use mix as a function of a rail line that parallels the street through the City. As such, industrial uses populate the land areas immediately adjacent to the west of the corridor while a more conventional mix of commercial and residential uses occupy the east side of the corridor in conjunction with a few light industrial uses that are interspersed along the thoroughfare. While all of the existing industrial uses along the corridor represent prior iterations of urban development, those uses on the east side of Blue Ash Road no longer appear to represent the highest and best use of the sites they occupy. In addition, commercial and residential uses alternate along the corridor representing a land use mix that sub-optimizes the land value of several parcels located on this key thoroughfare in the City. Higher density residential uses: apartments and/or condominiums, would appear to be appropriate in the southern portion of the Blue Ash Road corridor while a transition to small scale commercial uses: retail, consumer services, and small-scale office uses, appear to be appropriate moving northward to the intersection of Blue Ash Road with East Galbraith Road and beyond to the north. As a footnote, a similar mix of commercial uses would appear to be appropriate for East Galbraith Road moving eastward from the intersection with the subject corridor. It should be noted that single-family residential uses are located immediately east of the corridor single-family and multi-family residential uses are in close proximity to the west of the corridor although further removed beyond the railroad line and the industrial uses that abut the rail in several locations. Appropriate land use mixes, development scale, and/or buffering where appropriate should be observed in order to preserve or enhance the value of the residential neighborhoods along the subject corridor.

IV. KEY DEMOGRAPHICS

Demographic and economic data for the population and households comprising the various market areas defined earlier in this report form the foundation of the analysis. The dynamics of the population and households in the marketplace represent the sources of growth, or decline, that are the precursor of the market demand for housing as well as consumer support for local businesses. The macro-market, defined as the Cincinnati Metropolitan Area, has been analyzed along with the intermediate market area of Hamilton County in order to determine the significance of projections for the micro-market area of the City of Deer Park along with the two Census Tracts that overlay the City. In addition, the matrix of adjacent political jurisdictions has been analyzed along with drive-time market areas emanating from the intersection of Blue Ash Road and East Galbraith Road ranging from five-minutes (the convenience market area) to fifteen-minutes (the community market area).

A. Population and Households

The various market areas analyzed experienced growth between 2000 and 2010; however, historical growth is of much less importance than estimated growth since the 2010 Census and projected growth in the near-term, defined as the next five years, from 2018 through 2023.

The City of Deer Park and its environs represent mature communities that are projected to remain essentially stable for the next five years through 2023. The City has an estimated population of 5,885 residents as of 2018 and is projected to retrench only slightly to a population of 5,851 by 2023.

While the population of Deer Park is more or less static, the number of households is projected to grow slightly from 2,660 households as of 2018 to 2,679 households by 2023. A similar set of mixed observations can be made for the adjacent jurisdictions as well as the drive-time market areas that have been included in this analysis. Once again, the City of Deer Park and its immediate vicinity are essentially stable for the projected time period through 2023. While stability is good, it also means that the magnitude of the local market area will remain unchanged. Thus, any new enterprises will have to capture a market share from the stable of existing businesses already competing in the local marketplace versus capturing a market share from an expanding market base.

Prospects for the introduction of many more households to the City and the immediate market area in the near future are limited. New households are not the only households in search of housing in the marketplace each year. A percentage of existing households will relocate each year as well. This segment of the market helps propel the need for new construction as well as existing housing in the context of projected market demand, housing vacancy rates, and household turnover rates. For the most part, the characteristics of Deer Park exhibit consistency with the larger context marketplace in this regard.

Tables summarizing population and household dynamics in all of the defined market areas appear on the following page. Detailed population and household demographics for all market areas are contained in the exhibits at the end of this report.

POPULATION			
	2010 Census	2018 Estimate	2023 Projection
Cincinnati MSA	2,114,577	2,184,257	2,263,935
Hamilton County	802,373	812,775	810,647
City of Deer Park	5,785	5,885	5,851
Deer Park Census Tracts			
CT 39061023701	2,991	3,059	3,040
CT 39061023702	2,636	2,667	2,656
Adjacent Communities			
Amberley	3,599	3,656	3,693
Blue Ash	12,100	12,414	12,441
Silverton	4,624	4,701	4,632
Sycamore Township	19,025	19,292	19,436
Dillonvale CDP	3,442	3,476	3,424
Kenwood CDP	6,957	7,072	6,967
Drive-time Areas*			
5 Minutes	15,904	16,163	16,043
10 Minutes	64,413	65,710	65,074
15 Minutes	195,060	198,165	196,114
HOUSEHOLDS			
	2010 Census	2018 Estimate	2023 Projection
Cincinnati MSA	824,968	850,678	887,879
Hamilton County	333,945	336,817	339,205
City of Deer Park	2,637	2,660	2,679
Deer Park Census Tracts			
CT 39061023701	1,367	1,379	1,384
CT 39061023702	1,206	1,217	1,223
Adjacent Communities			
Amberley	1,377	1,399	1,431
Blue Ash	5,006	5,129	5,168
Silverton	2,326	2,347	2,323
Sycamore Township	8,413	8,501	8,666
Dillonvale CDP	1,558	1,565	1,562
Kenwood CDP	3,168	3,210	3,191
Drive-time Areas*			
5 Minutes	7,399	7,471	7,494
10 Minutes	28,305	28,713	28,690
15 Minutes	86,539	87,448	87,391
*Drive-time areas are defined from the intersection of Blue Ash Road and East Galbraith Road			
Table prepared by MARKET METRIC\$ LLC from data supplied by esiteanalytics.com			

B. Population Age and Age of Heads of Households

Population age and ages of heads of household demographics are important because spending patterns change with age. As individuals leave the labor force there is typically a corresponding decrease in household income that reflects itself in statistical measures such as average and median household income for all households.

The general market area is experiencing an overall aging of the population. To some extent this aging process was accelerated by job losses in the most recent recession and the need for working age persons to relocate outside of the local area to find work.

As a result the population of the Cincinnati Metropolitan Area has aged more rapidly than other areas of the country. Nevertheless, age of the population and the ages of heads of households are fundamental demographic measures when examining the market potential for residential real estate as well as consumer goods and services. The median age of the population establishes a context to then discuss the ages of heads of households. While the age of the overall population is important, it is more likely that the age of the head of household will directly influence the spending decisions and housing decisions for the members of each household.

Tables summarizing these demographic measures, for each of the defined market areas, appear below and on the following page.

MEDIAN AGE OF THE POPULATION			
	2010 Census	2018 Estimate	2023 Projection
Cincinnati MSA	37.1	37.8	38.5
Hamilton County	37.0	36.9	37.6
City of Deer Park	38.6	37.7	38.6
Deer Park Census Tracts			
CT 39061023701	41.7	40.7	41.4
CT 39061023702	36.0	35.5	36.3
Adjacent Communities			
Amberley	47.9	49.0	49.8
Blue Ash	42.1	42.3	42.6
Silverton	43.1	43.0	43.4
Sycamore Township	44.5	44.8	44.9
Dillonvale CDP	44.5	43.0	42.9
Kenwood CDP	45.4	45.9	45.9
Drive-time Areas*			
5 Minutes	41.5	40.5	40.9
10 Minutes	42.5	42.6	42.9
15 Minutes	39.9	39.5	40.0
*Drive-time areas are defined from the intersection of Blue Ash Road and East Galbraith Road			
Table prepared by MARKET METRIC\$ LLC from data supplied by esiteanalytics.com			

MEDIAN AGE OF HEADS OF HOUSEHOLDS						
	2010 Census		2018 Estimate		2023 Projection	
Cincinnati MSA	50.0		52.3		53.2	
Hamilton County	50.1		51.7		52.6	
City of Deer Park	49.4		49.6		50.4	
Deer Park Census Tracts						
CT 39061023701	50.9		51.6		53.0	
CT 39061023702	47.8		47.5		47.8	
Adjacent Communities						
Amberley	58.2		60.8		62.8	
Blue Ash	53.0		55.5		56.7	
Silverton	51.1		52.9		53.8	
Sycamore Township	54.7		56.5		58.0	
Dillonvale CDP	54.5		55.8		57.5	
Kenwood CDP	56.4		57.5		58.6	
Drive-time Areas*						
5 Minutes	52.1		53.2		54.3	
10 Minutes	53.0		54.8		55.8	
15 Minutes	51.1		52.8		53.7	
DISTRIBUTION OF AGES OF HEADS OF HOUSEHOLDS						
	2010 Census		2018 Estimate		2023 Projection	
	<55	55+	<55	55+	<55	55+
Cincinnati MSA	61.22%	38.78%	55.62%	44.38%	53.20%	46.80%
Hamilton County	60.51%	39.49%	56.24%	43.76%	54.00%	46.00%
City of Deer Park	61.74%	38.26%	59.67%	40.33%	57.31%	42.69%
Deer Park Census Tracts						
CT 39061023701	57.79%	42.21%	55.91%	44.09%	53.18%	46.82%
CT 39061023702	66.50%	33.50%	64.17%	35.83%	62.14%	37.86%
Adjacent Communities						
Amberley	40.90%	59.10%	34.20%	65.80%	31.60%	68.40%
Blue Ash	54.50%	45.50%	48.80%	51.20%	46.80%	53.20%
Silverton	58.80%	41.20%	54.50%	45.50%	52.40%	47.60%
Sycamore Township	50.80%	49.20%	46.80%	53.20%	44.60%	55.40%
Dillonvale CDP	51.00%	49.00%	48.40%	51.60%	45.60%	54.40%
Kenwood CDP	47.50%	52.50%	44.90%	55.10%	43.40%	56.60%
Drive-time Areas*						
5 Minutes	55.88%	44.12%	53.24%	46.76%	51.15%	48.85%
10 Minutes	54.44%	45.56%	50.52%	49.48%	48.40%	51.60%
15 Minutes	58.39%	41.61%	54.31%	45.69%	52.19%	47.81%
*Drive-time areas are defined from the intersection of Blue Ash Road and East Galbraith Road						
Table prepared by MARKET METRIC\$ LLC from data supplied by esiteanalytics.com						

The increasing median age of heads of households is an indicator of the age dynamics of households in the defined market areas in general. For the most part, households headed by persons under 55 years of age are declining in numbers over time. The age brackets of heads of households 55 years of age or older is growing, significantly in some cases. In General, the City of Deer Park is slightly younger than other jurisdictions in close proximity. Census Tract data suggests that the southern portion of the City is substantially more youthful while the northern portion of the City is older which is more consistent with the adjacent communities and the larger drive-time areas, county, and metropolitan marketplaces. Again, much more detailed data is contained in the exhibits at the end of this report.

C. Household Size

The household demographics of Deer Park are somewhat inconsistent with comparable statistics for the other various defined jurisdictional and drive-time market areas in this analysis. Deer Park has significantly more one-person households than the adjacent jurisdictions and drive-time areas with the exception of Silverton. Deer Park is more consistent with the adjacent communities and drive-time areas with regard to two-person households. It should be noted that two-person households include households of one adult and one dependent child along with two adult households. The household statistics reveal differences in the two Census Tracts that overlay Deer Park, in whole or in part. This statistic demonstrates how an aggregated measure for a city can hide significant differences in sub-areas within any jurisdiction.

ONE PERSON HOUSEHOLDS			
	2010 Census	2018 Estimate	2023 Projection
Cincinnati MSA	27.70%	27.40%	27.80%
Hamilton County	33.90%	33.10%	33.80%
City of Deer Park	39.50%	38.30%	39.10%
Deer Park Census Tracts			
CT 39061023701	43.20%	41.60%	42.60%
CT 39061023702	35.70%	34.90%	35.70%
Adjacent Communities			
Amberley	18.80%	18.10%	19.00%
Blue Ash	27.40%	26.90%	27.40%
Silverton	45.10%	43.90%	44.40%
Sycamore Township	33.70%	32.90%	34.00%
Dillonvale CDP	32.60%	31.60%	32.90%
Kenwood CDP	37.40%	36.60%	37.40%
Drive-time Areas*			
5 Minutes	38.70%	37.60%	38.60%
10 Minutes	34.40%	33.40%	34.10%
15 Minutes	36.60%	35.60%	36.40%
*Drive-time areas are defined from the intersection of Blue Ash Road and East Galbraith Road			
Table prepared by MARKET METRIC\$ LLC from data supplied by esiteanalytics.com			

TWO PERSON HOUSEHOLDS			
	2010 Census	2018 Estimate	2023 Projection
Cincinnati MSA	32.70%	33.20%	33.00%
Hamilton County	31.50%	32.30%	32.10%
City of Deer Park	32.30%	33.30%	33.00%
Deer Park Census Tracts			
CT 39061023701	30.70%	32.00%	31.50%
CT 39061023702	33.80%	34.60%	34.30%
Adjacent Communities			
Amberley	44.20%	45.30%	44.90%
Blue Ash	37.20%	37.70%	37.40%
Silverton	31.50%	32.50%	32.10%
Sycamore Township	34.30%	35.10%	34.70%
Dillonvale CDP	37.60%	38.50%	37.80%
Kenwood CDP	31.30%	32.30%	31.80%
Drive-time Areas*			
5 Minutes	32.60%	33.50%	33.10%
10 Minutes	33.40%	34.30%	34.00%
15 Minutes	32.00%	32.90%	32.60%
THREE OR MORE PERSON HOUSEHOLDS			
	2010 Census	2018 Estimate	2023 Projection
Cincinnati MSA	39.60%	39.40%	39.20%
Hamilton County	34.60%	34.60%	34.10%
City of Deer Park	28.20%	28.40%	27.90%
Deer Park Census Tracts			
CT 39061023701	26.10%	26.40%	25.90%
CT 39061023702	30.50%	30.50%	30.00%
Adjacent Communities			
Amberley	37.00%	36.70%	36.20%
Blue Ash	35.50%	35.50%	35.20%
Silverton	23.40%	23.70%	23.50%
Sycamore Township	32.00%	32.00%	31.40%
Dillonvale CDP	29.80%	30.00%	29.40%
Kenwood CDP	31.30%	31.20%	30.80%
Drive-time Areas*			
5 Minutes	28.70%	28.90%	28.30%
10 Minutes	32.20%	32.30%	31.90%
15 Minutes	31.40%	31.50%	31.00%
*Drive-time areas are defined from the intersection of Blue Ash Road and East Galbraith Road			
Table prepared by MARKET METRIC\$ LLC from data supplied by esiteanalytics.com			

D. Household Income

The number of adult persons per household has a direct correlation to the typical statistical market measures of household income; median and average household income. Universally, one-person and two-person households make up the majority of the households in the defined market areas. The percentage of one-person households in Deer Park is larger than most of the adjacent jurisdictions and is projected to increase overall in the next five years, both of the Census Tracts included in the analysis show increases in the percentage of one-person households consistent with the city wide estimate and projection. The percentage of two-person households is projected to decrease slightly in Deer Park in the next five years consistent with the comparable statistic for both of the Census Tracts overlaying the City. Because the geographic areas of the Census Tracts do not completely coincide with the boundaries of the City, small disparities appear in the statistics, but these slight disparities can be explained by this minor difference in geographic areas.

The importance of these projections translates to the household income statistics which are directly correlated to the number of working adults in the households in any of the defined market areas.

The household income statistics for the City of Deer Park appear to lag those of all of the adjacent jurisdictions with the exception of Silverton. Undoubtedly, the household income statistics for Deer park reflect the relatively high percentage of one-person households in the City. The household income statistics for the drive-time areas demonstrate how the shape of the marketplace results in a blend of the statistics for the individual jurisdictions and may be a better measure for the attraction of new enterprises to the Blue Ash Road corridor.

Household income measures are a direct indication of the ability to afford housing of all types. The income measures for the primary market area; i.e., the City of Deer Park, suggest that household income should not be a significant barrier to the ability to afford existing housing. The ability of existing households to afford new homes may be more constrained unless the developers/builders of any new homes, condominiums, and/or apartments understand the price points or rental rates that are affordable in the immediate marketplace. While the opportunities to introduce new housing in Deer Park appear to be extremely limited, affordability cannot be allowed to be a market impediment to the introduction of new housing. Available land for residential development will be the most serious constraint to the introduction of new housing in Deer Park in the foreseeable future.

The tables on the following pages summarize measures of median and average household income as well as per capita income for the defined market areas in this analysis. Repeating for emphasis, much more detailed analyses of household income by ages of the heads of household for the various defined market areas are contained in the exhibits at the end of this report.

MEDIAN HOUSEHOLD INCOME			
	2010 Census	2018 Estimate	2023 Projection
Cincinnati MSA	\$53,624	\$62,307	\$73,401
Hamilton County	\$47,143	\$55,632	\$64,122
City of Deer Park	\$47,422	\$53,776	\$60,274
Deer Park Census Tracts			
CT 39061023701	\$46,717	\$54,651	\$60,892
CT 39061023702	\$48,323	\$53,209	\$59,681
Adjacent Communities			
Amberley	\$102,851	\$115,708	\$124,598
Blue Ash	\$73,207	\$80,732	\$89,382
Silverton	\$33,879	\$37,497	\$43,780
Sycamore Township	\$63,560	\$71,651	\$81,152
Dillonvale CDP	\$54,769	\$62,329	\$68,224
Kenwood CDP	\$66,143	\$77,191	\$88,898
Drive-time Areas*			
5 Minutes	\$49,608	\$57,306	\$65,050
10 Minutes	\$55,343	\$63,739	\$71,989
15 Minutes	\$50,481	\$58,889	\$67,618
AVERAGE HOUSEHOLD INCOME			
	2010 Census	2018 Estimate	2023 Projection
Cincinnati MSA	\$72,949	\$85,258	\$99,308
Hamilton County	\$70,653	\$81,110	\$91,806
City of Deer Park	\$58,396	\$64,437	\$73,243
Deer Park Census Tracts			
CT 39061023701	\$55,253	\$61,634	\$69,363
CT 39061023702	\$61,653	\$67,351	\$77,340
Adjacent Communities			
Amberley	\$155,110	\$180,593	\$199,824
Blue Ash	\$101,817	\$115,480	\$127,900
Silverton	\$46,325	\$51,396	\$57,653
Sycamore Township	\$91,267	\$102,524	\$115,338
Dillonvale CDP	\$63,808	\$68,551	\$75,421
Kenwood CDP	\$92,533	\$105,916	\$118,618
Drive-time Areas*			
5 Minutes	\$66,894	\$74,168	\$83,442
10 Minutes	\$80,149	\$92,105	\$103,586
15 Minutes	\$77,338	\$89,116	\$100,663
*Drive-time areas are defined from the intersection of Blue Ash Road and East Galbraith Road			
Table prepared by MARKET METRIC\$ LLC from data supplied by esiteanalytics.com			

PER CAPITA INCOME			
	2010 Census	2018 Estimate	2023 Projection
Cincinnati MSA	\$28,724	\$33,476	\$39,211
Hamilton County	\$29,703	\$33,930	\$38,738
City of Deer Park	\$27,019	\$29,559	\$33,863
Deer Park Census Tracts			
CT 39061023701	\$26,056	\$28,647	\$32,458
CT 39061023702	\$28,217	\$30,744	\$35,623
Adjacent Communities			
Amberley	\$59,323	\$69,104	\$77,423
Blue Ash	\$42,206	\$47,793	\$53,216
Silverton	\$23,565	\$25,931	\$29,190
Sycamore Township	\$40,481	\$45,306	\$51,559
Dillonvale CDP	\$28,901	\$30,908	\$34,444
Kenwood CDP	\$42,387	\$48,332	\$54,595
Drive-time Areas*			
5 Minutes	\$31,309	\$34,483	\$39,184
10 Minutes	\$35,403	\$40,440	\$45,866
15 Minutes	\$34,471	\$39,495	\$45,030
*Drive-time areas are defined from the intersection of Blue Ash Road and East Galbraith Road			
Table prepared by MARKET METRIC\$ LLC from data supplied by esiteanalytics.com			

E. Miscellaneous Population and Household Demographics

In order to preserve brevity and maintain focus on the key demographic measures relevant to the market analysis of the Blue Ash Road corridor commentary regarding several additional population and household demographics have been omitted from this discussion. As stated above, these additional details regarding population and households for all of the defined market areas include data for population age, marital status, educational attainment, size of household, family status, employment (labor force), and household income by age of head of household are contained in **Exhibits 1 through 16 at the end of this report.**

F. Demographic Observations and Conclusions

The demographics for the City of Deer Park point to a stable marketplace for the near term, defined as the next five years. Deer Park is reflective for the most part of the adjacent jurisdictions and the drive-time market areas included in this analysis. Similarly, Hamilton County is projected to remain fundamentally stable over the next five years with only modest growth projected. The Cincinnati Metropolitan Area is projected to enjoy more robust growth over the next five years; however, this growth is dispersed over a multi-county area in three states. Disaggregating the City into the two Census Tracts that essentially overlay the City reveals some differences between the northern and southern portions of Deer Park. The southern portion of the City is somewhat younger than the northern portion of the City and the City in general. The southern portion of the City is comprised of significantly fewer one-person households and correspondingly more two-person and three or more person households.

Economically, the southern portion of the City exhibits a slightly lower median household income than the northern portion of the City; however, average household incomes are higher in the southern portion of the City than in the northern portion of Deer Park or the City in general. This suggests that there are more relatively high income households in the southern portion of the City that pull the average household income statistics upward.

According to HUD building permit data the City's residential inventory has been unchanged since 1993 and increased by only one single-family dwelling unit since 1990. Population and household demographics tend to reflect the composition and vitality of the built environment. The City appears to be in a stable long-term development status reflective of a community that is essentially "built out". Retaining existing households and promoting the orderly turnover of households should be the dual focus of the City in the future. In essence, vitality maintenance and enhancement of the built environment are essential to keeping the City attractive in the marketplace in the future. The remaining sections of this report will focus the built environment in the City of Deer Park with emphasis on the Blue Ash Road corridor.

Key observations and conclusions from the demographic and household economic data are as follows:

Population and household growth in the near future, defined as the next five years from 2018 through 2023, are essentially static.

Household income measures are more or less consistent with a portion of the adjacent communities; however, there are more affluent communities in the immediate market area that could represent stronger locations for retail and consumer service enterprises if competitive venues are available in the marketplace.

The relative magnitude of the five-minute drive-time market area and the convenient access offered by the intersection of East Galbraith Road with the Blue Ash Road corridor should be emphasized. This drive-time market emphasis will capture the indigenous market in the City as well as the City's immediate environs.

V. THE RESIDENTIAL MARKET

Projected growth of households is the prerequisite for housing growth and the demographic analysis summarized in the report sections above indicate that such growth is very limited through the next five years in Deer Park. Inaccuracies in the housing unit data in the 2010 Census along with similar inaccuracies in 2018 Census based housing unit estimates suggest the City has the capacity to absorb some new housing units in the next five years. In essence, HUD based data indicates that housing unit growth statistically imputed between the 2000 Census and 2010 Census did not actually occur. As stated previously in this report, the major question regarding the potential for housing growth in Deer Park is the availability of land for future residential development. Given the limited potential land for future (re)development in the City, higher density residential products for rental or ownership are more likely to appear on the landscape than lower density freestanding residential units. Additionally, the scale of potential new residential development cannot dramatically exceed the upper limit of price points of the existing residential inventory; approximately \$200,000 based on current market activity.

There appear to be potential infill sites that could be available in the marketplace. Parcel consolidation will likely have to occur to make new development possible. In essence, the combination of land area and permissible development density will have to work together to make new development attractive to local developer/builders and feasible in the marketplace. Higher density residential development along the Blue Ash Road corridor frontage could represent a means to create new inventory while maintaining a reasonable land use adjacent to the single family residential neighborhoods on the side streets that intersect with the corridor.

The following paragraphs detail the status of the current residential inventory and the market along with projections for growth in the next five years. **Exhibits 17 through 22 detailing the residential market analysis are included at the end of this report.**

A. The Current Inventory

The current inventory of housing units in Deer Park is estimated to consist of 2,771 units based on MARKET METRIC\$ LLC (MMLLC) calculations. The 2010 Census indicated that there were 2,809 units in the inventory based on statistical imputation. Census estimates place the current inventory at 2,813 units; however, building permit data as filed with HUD indicate that no new housing units have been built in the City of Deer Park since 1992. There are no indications of any housing units being demolished in the City during the time period since 2010; therefore, the best estimate places the unit count at 2,771 units. Census based projections suggest that the unit count will grow to 2,831 units by the end of 2023. This unit growth could be optimistic given the almost complete lack of remaining building lots and/or land for new housing development at this time. In essence, redevelopment sites are the most likely sources of land for new residential construction. Given the scarcity of even these sites, high density residential units are the most likely way to achieve any new residential development in the City.

The current inventory of housing units is heavily skewed to freestanding single-family structures. Based on MMLLC calculations, 72.5% or 2,037 housing units in the City are in freestanding single-family structures of various types and sizes. An additional 2.5% of housing units; 41 units are in attached single-family structures. The remaining 26.0% of housing units; 693 units are in multi-family structures of various types and sizes. Estimates for 2018 indicate that there are 1,784 owner occupied housing units in the City. Thus, a significant percentage of freestanding single-family dwelling units are occupied by renter households.

Only 4.0% of the total housing inventory is estimated to be vacant (83 units) as of 2018. The vacancy percentage is estimated to have decreased from the 2010 Census when it was estimated to stand at 4.8% in the context of a severe recession and a general housing market collapse. As stated, current vacancy is estimated at 4.0% and should remain relatively constant through 2023. This vacancy percentage is indicative of a stable housing market in terms of supply and demand and is a lower percentage than estimated for Hamilton County or the Cincinnati Metropolitan Area. This relative market strength exhibited by the low vacancy percentage is projected to continue through 2023 even if the housing inventory is increased by 60 units to the projected City inventory total for that year.

Data extracted from the Housing and Urban Development Department building permit data base provides some additional detail regarding the age and composition of the housing inventory. As stated above, the 2018 housing unit inventory as estimated by the U.S. Census Bureau is 2,813 units. As calculated by MMLLC the 2018 housing unit inventory totals 2,771 units. Additions to the inventory since 1980 are summarized below.

Of the units built between 1980-1989 421 Units Total - 99% or 417 multi-family units
 Of the units built between 1990-1999 1 Unit Total – 100% in one single-family unit
 Of the units built between 2000-2009 0 Units Total – no new construction
 Of the units built between 2010-2018 0 Units Total – no new construction

No new housing units have been added to the inventory in the City since 1992 and there was only one unit added in that year. The most recent introduction of new inventory of any magnitude consisted of 64 units added to the inventory in 1985. While the City is essentially “built out”, the aging inventory creates a concern in that all structures will suffer physical deterioration with age and may suffer from functional obsolescence in the marketplace. Functional obsolescence is simply defined as the difference between what the market wants and what you have.

The following table summarizes the current status of the housing inventory in the City of Deer Park and changes that could occur if Census based projections are realized.

THE EXISTING RESIDENTIAL INVENTORY WITH ESTIMATES AND PROJECTIONS						
Year	2010 Census		2018 Estimate		2023 Projection	
Geographic Area	Units*	Percent	Units*	Percent	Units	Percent
City of Deer Park*	2,771	100.0%	2,771	100.0%	2,831	100.0%
Owner	1,790	64.6%	1,784	64.4%	1,789	63.2%
Renter	847	30.6%	875	31.6%	881	31.1%
Vacant	134	4.8%	112	4.0%	161	5.7%
*2010 Census Data and 2018 Estimate Adjusted to HUD Based Building Permit Data						
Table prepared by MARKET METRIC\$ LLC from data supplied by esiteanalytics.com						

B. The Market

The current sale market in the City of Deer Park is comprised solely of resales of existing homes. Only five (5) freestanding single-family units have been added to the inventory of approximately 2,037 freestanding single-family homes in the City since 1980. As such the market is focused on resales of 40+ year old homes.

Zillow.com was reviewed in late October, 2018 and at that time there were 13 homes on the market with prices ranging from a low of \$60,000 to a high of \$200,000. The median sale price was \$132,200. As of December there were only 8 homes for sale in a price range from \$79,000 to \$185,000. Based on Zillow.com data there have been 414 recent sales in the City. Note that recent for Zillow is essentially a three-year period. Thus, average annual sales for the past three years are estimated at 138 homes, or approximately 6.8% of the freestanding single-family residential inventory in the City. This turnover pace is roughly consistent with Census based estimates that suggest the “average length of residence” is 16.6 years as of 2018; essentially a turnover rate of 6.02%. It should be noted that Census based projections for the five-year time period from 2018 through 2023 suggest that residents will stay longer; 20.1 years on average. Thus, the annual turnover rate of home sales in the market could slow to less than 5.0% annually. This data suggests that the inventory of homes in the City of Deer Park marketplace is attractive and affordable. In order to provide a context to the review of the current residential market in Deer park summarized above, the following table provides some insight into where Deer park fits into the matrix of housing values in the marketplace of adjacent communities.

CURRENT AVERAGE HOME VALUES FOR DEER PARK AND ADJACENT JURISDICTIONS					
Deer Park	Amberley	Blue Ash	Silverton	Dillonvale CDP	Kenwood CDP
\$132,200	\$349,200	\$218,200	\$133,600	\$143,500	\$274,000
Table prepared by MARKET METRIC\$ LLC from data supplied by Zillow.com as of 10-29-2018					

Given the age of the housing inventory and a cursory review of sales prices per square foot of living area of recent sales (three years), the potential for the introduction of new residential construction in the City appears to be within “striking distance”. Historically, studies have indicated that buyers and renters are willing to pay up to a 30% premium for new construction versus an existing residential unit in the marketplace. Obviously this is a market generalization, dependent on multiple local market factors, so the direct applicability to the Deer Park market is unknown.

The rental housing inventory in Deer Park is relatively newer than the owner occupied dwelling inventory. Based on HUD building permit data, 417 units of housing in multi-family structures were added to the City’s housing inventory between 1982 and 1985. This represents approximately 57% of the estimated 734 residential units in multi-family structures of two or more units in the City at present. Note that a portion of the freestanding single-family inventory has transitioned into the rental market as well potentially bolstering the rental inventory by as many as 247 units. The word “potentially” is inserted due to the inability to determine the possible market status of vacant units in the City. However, the majority of vacant residential units in the City, if not all, are likely in the rental marketplace.

Overall market vacancy in the City is currently estimated at 4.0% based on data adjusted from Census estimates to HUD building permit data for the City. A vacancy rate of less than 5% suggests a market that is in a condition of under supply. Traditionally, a vacancy rate of 5% has been described as a “balance between supply and demand”. This vacancy percentage was adjusted upward to 10% in the aftermath of the recent recession and housing collapse; however, current market conditions suggest that the traditional 5% vacancy rate is more applicable in determining a balance between supply and demand. While the introduction of new units to the marketplace could have a short term effect of increasing the City’s vacancy rate it is more likely that new supply will generate new demand restoring a balance in the marketplace in a relative short time span. It may be possible to pace of the introduction of new units can also be staged to coincide with the absorption of these units in the marketplace. If vacancy rates increase over a longer time frame it is likely that the rates will increase for the most marginal units in the market.

C. Future Demand

As stated above, the inventory of existing housing in Deer Park is heavily skewed to single-family dwelling units; approximately 74% of all housing units in the City. The homes are typically of smaller scale on relatively small platted lots. The inventory appears to be well positioned to address the needs of newly formed households as well as the senior population that want to minimize the burdens of freestanding home upkeep; current “sweet spots” in the housing marketplace.

The introduction of new inventory in higher density (re)developments in the form of condominiums and/or apartments could serve to bolster both of these segments of the local market. Where redevelopment opportunities emerge along the Blue Ash Road corridor in the City, higher density products would be an appropriate land use and an appropriate use adjacent to freestanding single-family homes in proximity to the corridor.

The percentage of home ownership in the City may be somewhat at odds with the predisposition of many households toward rental housing in the marketplace today. Many households have strategically determined that it is better to rent than to own. Young professional households may be burdened by student loan debt that leaves them unable to save money for a down payment on a home purchase. Many younger households want to “tryout” a community by renting only to transition into home ownership at a later date. Some households are simply too transient due to job changes and/or uncertain income that they don’t want the issues involved in buying or selling a home to hinder their ability to move on at any time.

Three basic premises have been recited over time as reasons to own a home; appreciation in value as an inflation hedge (nominal wealth builder), the mortgage interest tax deduction, and the tax deduction for property taxes. The recent recession taught millennials that constant appreciation in housing values that their parents regarded as irrefutable was false and recent tax law changes may eliminate the mortgage interest deduction for many households while the cap on state and local tax deductions may blunt another of the selling points regarding home ownership. Several notable financial experts now suggest that home ownership should only be considered under a specific set of family based decision making criteria and that home ownership is not the ticket to wealth formation.

Census based projections indicate that the supply of housing in Deer Park will grow by only 18 units from 2018 through the end of 2023. This projection builds on the 2010 Census estimate that the City’s housing inventory had grown from the 2,771 units observed in the 2000 Census to 2,809 units in 2010 and has further grown to 2,813 units according to current year Census based estimates. HUD data indicates that none of this increase in housing inventory from 2010 through the present has taken place. Assuming the prior housing growth estimates from 2010 forward and near-term projection to 2023 can be achieved, a total of 60 new housing units could be supported in the local marketplace. Given the scarcity of land for (re)development it is likely that any new additions to the inventory in would be in a multi-family format of apartments and/or condominiums. This relatively robust projection contrasts sharply with the static housing inventory in the City in recent years. Market demand does not appear to have been the constraint to housing unit growth in Deer Park in recent years; the supply of buildable lots and/or land for new residential development appears to be the constraint.

D. Competitive Supply

As stated above, the City of Deer Park residential market appears to be in an ongoing stable state; i.e., market demand as expressed by relatively low vacancy rates indicates that the supply of housing in the City is sufficient for a supply-demand balance in the marketplace even with the addition of approximately 60 new housing units as has been estimated and projected by Census based data. Overall, the housing inventory is older and this is particularly true of the freestanding single-family residential inventory. This “older” status of the single-family inventory indicates that an emphasis on maintaining the physical soundness and functional adequacy of the inventory will be dual keys to maintain and/or enhance market demand now and through the near term future. Maintenance code enforcement will become ever more important in the future as the housing inventory ages.

Numerous subdivisions and multi-family projects will continue to increase the competitive supply of new housing in the general marketplace. The proximity of Deer Park to downtown Cincinnati and several major highways and arterial thoroughfares gives it a desirable competitive status that could enable it to add to its residential inventory to the extent that is possible given the seriously limited opportunities for growth that exist within the City’s boundaries without targeted redevelopment. Note that a 5.7% vacancy rate is projected even after increasing the housing supply by 60 units in the next five years in the City according to Census based data. This would only increase housing supply by 2.2%, hardly a significant change in the composition of housing supply.

As with all communities, there will be attrition of older residents. That means the city must market its attractiveness to new households on an ongoing basis. In order to attract younger segments of the housing market, the City must stay current with the demands of these segments of the market and, where possible, develop amenities to attract the younger household component. Recreation, fitness, health care, dining and entertainment, are all amenities that are found desirable in today’s marketplace in the context of a “walkable” environment. Of course, these market desires will constantly evolve and the City must continue to monitor the marketplace for these changes and then work to adapt to the changes observed.

Before closing the discussion on current market desires, the issue of walkable communities must be further expanded. The Blue Ash Road corridor is slated for a comprehensive upgrade and updating in the near future. The emphasis of the following comments focuses on the streets that intersect with the corridor. A pedestrian friendly walkable community is dependent “complete streets”; i.e., sidewalks, curbs and gutters. Working toward a matrix of complete streets reinforces the City’s commitment to delivering a walkable community in the future.

E. Supply and Demand Balance

Based on recent history, a repeat of overbuilding in the residential marketplace could be even more devastating to prospects for future development than the housing collapse that occurred at the outset of the last recession. Maintaining a relative balance between supply and demand is imperative. The indicators for new residential development are positive. Household growth is projected to be modest but reasonable in the defined primary market area. Household incomes are sufficient to suggest that affordability of new or existing housing will not be a significant market impediment. Existing housing vacancies are low even when measured against the “traditional normal” of five percent or the “new normal” of ten percent; in essence existing housing is in a state of market equilibrium to possible undersupply.

Census based projections add 18 units to the housing inventory in Wilder in the next five years building on prior year estimates that the inventory grew by 42 units; estimates that have been demonstrated not to have occurred. Thus, a projected vacancy rate of 5.7% in Deer Park after the introduction of 60 new housing units bodes well for an increase in housing supply in the near term. This assumes that housing demand would grow to fill the new units developed consistent with Census based estimates and projections.

Given the scarcity of available buildable land in the City, it is likely that any new residential development will occur on redevelopment sites requiring higher densities in order to achieve the unit growth projections cited in this analysis. Sites along the Blue Ash Road corridor could fit the development projections discussed in the paragraphs above. Parcel consolidation is likely to be needed in order to create sites that are attractive to the developer-builder community. New units may be developed in multiple small scale projects. This type of development outcome allows for the market to absorb new units at a measured pace that should allow for periodic price or rent increases as costs and/or inflation may demand.

F. Market Share and the Competition

It has been noted above that the City appears to be attractive to newly formed households as well as seniors who have remained in single-family homes over time. These two market segments are very popular in the development community and the marketplace currently. However, it should be noted that all housing products must offer flexibility to attract all age brackets of households. As the population of the larger market ages in general, the “downsizing” or “empty nester” segments of the market may be where the ownership market is headed in the next five years, but this market will ultimately peak. Newly formed households are a significant component of the rental market. These households are likely to be very “mobile” moving as lifestyle changes evolve and/or employment opportunities shift. The needs and wants of households in the future may differ from the initial target market(s), so the ability to have the housing products change with the nature of the marketplace will extend the functional life of any housing products currently on the landscape or developed in the future.

Of particular importance is the vitality of the existing residential inventory. Since the City of Deer Park has very few opportunities to grow its residential inventory in the future, barring significant redevelopment, the physical condition and functional utility of the inventory will become much more important in the future. As has been stated above, the age of the freestanding single-family residential housing inventory is essentially forty years old or older. The physical condition translates to what is commonly called “curb appeal”; however, it extends well beyond outward appearances to the basic mechanical and structural components of any structure. Functional utility is defined as “the difference between what you have and what the market wants”. The more closely these two viewpoints coincide, the more attractive the residential product in the marketplace. The more these two viewpoints diverge, the less attractive the product is in the marketplace and the less valuable. Some functional obsolescence is curable and some is not. Keeping the curable facets of functional utility of existing housing units on pace with the marketplace will help sustain market values in the future.

G. Residential Market Observations and Conclusions

Current estimates and projections suggest that 60 new housing units could be absorbed by the residential market in Deer Park. Given the scarcity of land for new construction, higher density apartments and/or condominiums are the most likely housing products to be built. Sites along the east side of the Blue Ash Road corridor may offer opportunities to introduce new residential inventory; however, parcel consolidation and demolition of existing improvements are likely prerequisites to any new development.

Given the age of the housing inventory and a cursory review of sales prices per square foot of living area of recent sales (three years), the potential for the introduction of new residential construction in the City appears to be within “striking distance”.

Based on the data, the most likely residents may come from the ends of the household spectrum – newly formed households of singles and recently marrieds as well as seniors who may want to downsize and reduce the rigors of freestanding residential housing maintenance; i.e., “empty nester” housing.

Many workers now work from home only “going to the office” for staff and/or client meetings. As such, the home office has become a dedicated live-work space that is being incorporated into new home designs of all types. The City should not overlook this attribute of new home design.

The City may wish to emphasize the ease of access to employment centers, major points of interest, and shopping as reasons to locate in Deer Park. Developing and/or expanding amenities that are desired by the market segments the City appears to be best able to attract are in order – walkable locations and access to recreation and facilities such as fitness centers and health care would appear to be important to the market segments identified above along with dining entertainment and convenience goods and consumer services.

A pedestrian friendly walkable community is dependent “complete streets”; i.e., sidewalks, curbs and gutters. Working toward a matrix of complete streets reinforces the City’s commitment to delivering a walkable community in the future.

Given the extremely limited opportunities for growth in the built environment (new housing units) maintaining the existing inventory becomes a parallel goal to attracting new residents especially if the Census based projections are to be realized.

Vitality maintenance of the built environment is extremely important to a City like Deer Park which is essentially at its limits of physical growth.

A thorough review of the existing housing inventory is in order to determine if there any characteristics of the inventory that are “physically deteriorated” and/or “functionally obsolescent” and if anything can be done to enhance the market attractiveness and/or marketability of the existing housing inventory – this is an ongoing process and will become more important as the built environment continues to age.

Code enforcement is a key element to maintaining the vitality of the built environment (both maintenance codes and zoning codes) with the objective of maintaining or enhancing the marketability and market value of housing units in the inventory.

Zoning codes that enable property owners in older neighborhoods to make improvements that will enhance market value should be encouraged.

Annual inspections of rental units have worked in many communities to preserve marketability and rental value. Pre-sale inspections have also been used in communities which are essentially “built out” to preserve market value and ensure code compliance. An inspection program encouraging voluntary compliance is desirable.

Responsible home owners, land lords, and property managers are essential to the vitality of the housing inventory and those who choose not to comply with the City’s wishes should not be allowed to escape strict enforcement.

If specific projects and/or areas appear to be approaching the end of their economic lives then steps should be taken to facilitate redevelopment when the time is right – languishing projects or neighborhoods are serious market impairments and can accelerate the decline of a community.

Where properties appear to be nearing the end of their economic lives plans for redevelopment should be put in place so that derelict properties do not become a burden to the City.

VI. THE RETAIL, OFFICE, AND INDUSTRIAL MARKETS

This section of the report is heavily dependent on the data and analyses contained in the exhibits. Once again, the reader is encouraged to visit these exhibits in order to better understand the observations and conclusions stated in the following paragraphs. **Exhibits 23 through 28 at the end of this report summarize the retail, office, and industrial market analyses.**

The following data has been provided by esiteanalytics.com based on research conducted by Experian and/or Dun and Bradstreet. In order for a business to be included in this data base it must have a tax identification number, as such sole proprietorships and pass-through entities are excluded. Additionally, businesses with multiple outlets may not report their employment at the individual locations, but aggregate their employment numbers at their “headquarters” location. As such, the numbers in the following analysis likely understate the number of businesses and employment in the City.

A. City of Deer Park Estimated Daytime Population

While a discussion regarding daytime population may seem peripheral to an analysis of commercial markets, many retail and service enterprises are dependent on this daytime population for their revenue streams.

The daytime population of Deer park is not an insignificant number of persons. Similarly, the daytime population of the adjacent jurisdiction and the drive-time market areas is also substantial. The five-minute drive-time market is of particular interest given that this is the “convenience market” area. The daytime population of the City is estimated to comprise 4,671 persons. The vast majority of this daytime population (3,547 persons) is over the age of 16. As such, this population represents a potential consumer base for local retail and service businesses. The daytime population of the five-minute drive-time market area is estimated to comprise 17,764 persons, 15,531 of which are over the age of 16.

B. Major Industry Employment and Establishments

Based on data supplied by esiteanalytics.com there are 34,977 establishments employing 538,637 persons in Hamilton County. By comparison there are 176 establishments employing 3,338 persons in the City of Deer Park. Thus, the City of Deer Park represents 0.50% of the business base and 0.62% of employment base in Hamilton County. Note that Deer Park represents only 0.72% of the population and 0.79% of households in Hamilton County; thus the City’s commercial and industrial base are relatively small compared to the population and households supporting the observation that Deer Park is a residential community first and foremost.

Service and retail businesses comprise the largest concentration of employment and establishments in the City, respectively. Both of these categories will be analyzed in more depth in the following paragraphs. Finance, insurance and real estate, construction, and wholesale trade enterprises are also significant contributors to the number of establishments and employment in the City. The table at the top of the following page details the retail and service components of the business base in Deer Park as well as the more general market area.

THE EXISTING RETAIL AND SERVICE BUSINESS BASE - 2018				
Business Type	Retail		Services	
	Establishments	Employment	Establishments	Employment
Cincinnati MSA	12,183	194,279	41,318	407,601
Hamilton County	5,326	86,853	19,347	224,742
City of Deer Park	57	1,010	77	1,998
Drive-time Market Areas*				
5 Minutes	254	4,844	521	9,775
10 Minutes	664	10,424	2,237	26,586
15 Minutes	1,847	29,568	6,950	72,860
*Drive-times measured from the intersection of Blue Ash Road and East Galbraith Road				
Table prepared by MARKET METRIC\$ LLC from data supplied by esiteanalytics.com				

C. The Retail Surpluses and Leakages Analysis

A surpluses and leakages analysis is a simple way to measure the adequacy of a business base within a specified geographic area to serve the needs of households indigenous to the same geographic area. Supply and demand are in balance at 100%; in essence, the expected market demand generated by the indigenous households is being met by the businesses within the same area. Percentages less than 100% indicate a market leakage; residents of the specified geographic area must journey outside the area to find sources of the goods or services they desire. Conversely, percentages in excess of 100% indicate that the businesses within the specified area are attracting customers from outside of the specified area. This is the framework of the analyses performed for retail businesses in the City of Deer Park.

While Deer Park has a hometown commercial and industrial base, the City is still largely residential in character. The City has a relatively small number of retail businesses that capture a percentage of expected retail demand. However, the City's proximity to the mega-retail epicenter in neighboring Kenwood satisfy all of the potential retail demand being generated by households in Deer Park, all of the adjacent communities and beyond the fifteen-minute drive-time market area. The City's proximity to this well established retail and consumer service business base mitigate the weaknesses of the limited retail base in town. In essence, any consumer wants or needs can be easily met within a short drive-time of the City. Is there a market need for any retail or consumer service businesses; the answer is no. Nevertheless, there are potential niches of retail and consumer service businesses that could find a location in Deer Park desirable if they fit into categories of businesses that are not typical mall and/or proximity tenants, they serve the needs of consumers outside of the normal operating hours of regional centers, or they serve true convenience needs; the drive to or from work market.

D. The Retail Business Inventory

The geographic area of the City of Deer park is very small, thus it does not take a very large contingent of businesses in any category of retail enterprise to meet the anticipated demand of City households. Eating and drinking places and miscellaneous retail businesses are the two categories that form the majority of retail enterprises in the City with 22 establishments and 14 establishments, respectively. There are an estimated 56 retail establishments in the City in total.

Eating and drinking establishments contribute the most to retail employment in the City with approximately 563 employees; approximately 56% of total retail employment in the City.

By way of comparison to the City, there are 253 retail establishments within the five-minute drive-time area from the intersection of Blue Ash Road and East Galbraith Road employing 4,843 persons. The significant amount of competition in close proximity is apparent.

Of course, the number of retail establishments and employment are in a state of constant change, so this estimate is not a good predictor of future trends. This observation is especially true of small independently owned local businesses. The proximity of Deer Park to the retail epicenter in Kenwood creates hurdles for any local entrepreneur to establish and successfully maintain a neighborhood enterprise unless the goods or services offered are very unique and the level of customer service and/or loyalty to an established local reputation make it worth bypassing all of the competitive outlets to shop at a local destination. These are precisely the types of retail and service merchants that could populate the Blue Ash Road corridor at, or in close proximity to, the intersection of East Galbraith Road.

The magnitude of household consumer expenditures, household retail expenditures, and retail expenditure growth based on household growth projections are summarized for the City of Deer Park, adjacent jurisdictions, and drive-time areas in the following table. Note the mixed projections for the geographic areas included in the analysis.

2018 HOUSEHOLD CONSUMER EXPENDITURES AND 2018-2023 PROJECTED HOUSEHOLD RETAIL EXPENDITURE GROWTH				
Defined Geography	2018 Household Consumer Expenditures	2018-2023 Household Changes	2018 Household Retail Expenditures	2018-2023 New Retail Demand*
Cincinnati MSA	\$44,187.86	37,201	\$14,821.82	\$551,386,525.82
Hamilton County	\$42,571.03	2,388	\$14,334.33	\$34,230,380.04
Deer Park	\$42,062.66	10	\$13,810.81	\$138,108.10
Amberley	\$61,160.93	32	\$20,366.41	\$651,725.12
Blue Ash	\$52,664.08	39	\$17,748.34	\$692,185.26
Silverton	\$35,109.13	24	\$11,595.26	\$278,286.24
Sycamore Twp.	\$49,766.25	165	\$16,711.71	\$2,757,432.15
Dillonvale CDP	\$45,639.78	3	\$15,284.05	\$45,852.15
Kenwood CDP	\$50,849.04	19	\$17,056.74	\$324,078.06
Blue Ash Road & East Galbraith Road				
5-Minute Drive-time	\$43,416.00	23	\$14,567.31	\$335,048.13
10-Minute Drive-time	\$46,140.33	23	\$15,475.37	\$355,933.51
15-Minute Drive-time	\$44,057.85	57	\$14,807.94	\$844,052.58
*Based on 2018 Average Annual HH Retail Demand Dollars and Projected 2018-2023 Household Growth				
Table prepared by MARKET METRIC\$ LLC from data supplied by esiteanalytics.com				

While appropriate merchants are one challenge, a greater challenge is in the form of the physically deteriorated and functionally obsolescent space that represents much of the built commercial environment along the subject corridor. This outdated and deteriorated space does not represent competitive inventory in the current and future marketplace. Targeted demolition and parcel consolidation are prerequisites to repositioning the corridor to compete for any segments of the convenience and neighborhood retail and consumer service markets in the future. As such, no inventory of current space was deemed to be worthwhile. Given the intensity of competition from nearby Kenwood, it is likely that the amount of obsolescent square footage taken out of the marketplace will exceed the amount of square footage redeveloped in the corridor, perhaps by a significant amount.

As has been stated above, there is no market “need” for any specific retail or consumer service businesses in the corridor, it will be convenience and neighborhood orientation that could provide future market opportunities along the Blue Ash Road corridor in the future assuming the prerequisite steps of demolition and parcel consolidation have taken place. The City may have to act as the market intermediary in order for these prerequisite steps to be completed and set the stage for future redevelopment along the corridor.

E. The Services (Office) Business Surpluses and Leakages Analysis

An analysis of services businesses that parallels the model employed in the analysis of retail businesses, discussed above, produced similar results to those indicated for the retail segment of the market. Service businesses in the City serve only a portion of the expected demand to be generated by City households. It should be noted that some service businesses also serve the business community; i.e., business-to-business enterprises. As such, their location and employment may be as much, or more, dependent on their business client base versus their consumer base. As with retail establishments, the intensity of competition that would be encountered in order to establish new service businesses or to expand existing service providers within the City is substantial.

F. The Services (Office) Business Inventory

Once again, the following service business data has been provided by esiteanalytics.com based on research conducted by Experian and/or Dun and Bradstreet. There are 76 services businesses located in Deer Park based on the major industry categories within the services industry group. These seventy-six businesses employ 1,997 persons; i.e.; predominantly small businesses. By comparison, there are 15,195 service businesses located in Hamilton County employing 224,742 persons. Within a five minute drive-time from the intersection of Blue Ash Road and East Galbraith Road are 480 service businesses employing 9,774 persons.

As with the retail segment of the market, the intensity of potential competition is evident in the business inventory numbers for the City, Hamilton County, and within five minutes, drive-time of the intersection of Blue Ash Road and East Galbraith Road in the City of Deer Park.

Once again, the physical deterioration and functional obsolescence of the space in the Blue Ash Road corridor make an inventory of space meaningless. Demolition, parcel consolidation, and redevelopment are the keys to establishing a competitive inventory of space for future tenants. As with retail space, the scale of new improvements must be suitable for small-scale, local tenants serving the neighborhood and convenience markets in Deer Park and its immediate environs; i.e., the five-minute drive-time market area.

G. The Industrial Business Base

As stated above, construction, and wholesale trade are both substantial contributors to the number of establishments and employment in Deer Park. Both of these industry categories are cyclical in nature. As such, overarching economic conditions will have a direct influence on the health of these enterprises and employment levels.

Several industrial uses populate the Blue Ash Road corridor west of the rail line that parallels the street. These land uses represent prior generations of urban development and remain in use today. There are several additional establishments that are industrial in character including automotive related uses that populate the east side of the corridor as well as the immediate vicinity of the intersection of Blue Ash Road and East Galbraith Road. These land uses are not deemed to be the highest and best uses of the sites they occupy and should be regarded as transitional uses pending future redevelopment of the sites for future uses that do represent the highest and best uses of the sites.

Should the rail line be abandoned in the future, the industrial uses along this right-of-way may also be considered to be transitional uses. Depending on the proximity of these industrial uses to residential neighborhoods, the current improvements may be candidates for demolition and redevelopment of the sites or potentially the improvements may be candidates to be repurposed for more appropriate commercial uses along the corridor.

In addition, the age and condition of these improvements will have a direct influence on their importance to Deer Park in the future. Several industrial enterprises have been long-term establishments in the City. The industry life cycles of these long-term enterprises should also be taken into account for the future.

H. Observations and Conclusions for the Retail, Office, and Industrial Markets

Given the limited business base in Deer Park, most of its residents likely work outside of town and are away during the day; however, the daytime population of Deer Park is substantial according to data provided by reliable sources.

Children, stay-at-home adults, and retirees comprise the bulk of the daytime population along with students in any schools located in town. The vast majority of the daytime population in the City is over the age of 16.

The daytime population of the five-minute drive-time market is significantly larger than that of the City and is in relatively close proximity to the key intersection of Blue Ash Road and East Galbraith Road.

Two significant challenges exist that will impact the future of the Blue Ash Road corridor. The first is the proximity of the City to the mega-retail and service epicenter in nearby Kenwood followed by the lack of competitive space along the Blue Ash Road corridor. Of the two challenges, redeveloping competitive venues for small-scale local retail and consumer service tenants may be the more difficult to achieve.

The City may have to serve as a market intermediary to demolish obsolescent improvements and consolidate parcels for future commercial redevelopment.

Finding developer-builders who are willing and able to develop small-scale commercial projects may be an additional challenge.

It is very likely that more obsolescent commercial space will be demolished along the Blue Ash Road corridor than is introduced for future commercial uses. The exact magnitude of this difference cannot be determined at this time. The prerequisite steps needed in order to develop competitive commercial space along the corridor could take an extended time period, as such future projections of space needs at this time would be meaningless.

Regardless, of future timing, the space needs of future tenants is likely to be more small-scale in structures that fit the needs of small tenants; likely single-story with on-site surface parking.

It is recommended that commercial retail and consumer service enterprises be clustered around the primary intersection of Blue Ash Road and East Galbraith Road rather than scattered along the corridor. This clustering will have the effect of creating a “town center” even if the components of commercial development are not one comprehensive development project. Clustering will also promote walkability among the various enterprises that could populate a new commercial development at the intersection.

If major businesses are family owned, the City should try to determine if there is a succession plan in place for current senior management and ownership – if not a potential risk to the future of the businesses involved could be apparent.

VII. EXHIBITS

- 1. CINCINNATI MSA REFERENCE MAP**
- 2. CINCINNATI MSA POPULATION AND HOUSEHOLD DEMOGRAPHICS**
- 3. HAMILTON COUNTY REFERENCE MAP**
- 4. HAMILTON COUNTY POPULATION AND HOUSEHOLD DEMOGRAPHICS**
- 5. CITY OF DEER PARK REFERENCE MAP**
- 6. CITY OF DEER PARK POPULATION AND HOUSEHOLD DEMOGRAPHICS**
- 7. DEER PARK CENSUS TRACT REFERENCE MAP**
- 8. DEER PARK CENSUS TRACT 39061023701 POPULATION AND HOUSEHOLD DEMOGRAPHICS**
- 9. DEER PARK CENSUS TRACT 39061023702 POPULATION AND HOUSEHOLD DEMOGRAPHICS**
- 10. 5-15 MINUTES DRIVE-TIME AREAS CONTEXT MAP**
- 11. 5 MINUTES DRIVE-TIME AREA REFERENCE MAP**
- 12. 5 MINUTES DRIVE-TIME AREA POPULATION AND HOUSEHOLD DEMOGRAPHICS**
- 13. 10 MINUTES DRIVE-TIME AREA REFERENCE MAP**
- 14. 10 MINUTES DRIVE-TIME AREA POPULATION AND HOUSEHOLD DEMOGRAPHICS**
- 15. 15 MINUTES DRIVE-TIME AREA REFERENCE MAP**
- 16. 15 MINUTES DRIVE-TIME AREA POPULATION AND HOUSEHOLD DEMOGRAPHICS**
- 17. 2000-2023 HOUSING OCCUPANCY AND 2010 HOUSING INVENTORY DETAILS FOR DEER PARK, ADJACENT JURISDICTIONS, AND DRIVE-TIME AREAS**
- 18. 2010 CENSUS REPORTED HOUSING VALUES AND 2018 ESTIMATED HOUSING VALUES FOR THE CITY OF DEER PARK, ADJACENT JURISDICTIONS, AND DRIVE-TIME AREAS**
- 19. RESIDENTIAL BUILDING PERMIT FILINGS 1980-2018**
- 20. CITY OF DEER PARK CENSUS VERSUS HUD HOUSING UNIT COUNT AND AGE**
- 21. HOUSING SUPPLY AND DEMAND ANALYSIS 2010-2023**
- 22. HOUSING UNIT GROWTH 2010-2023 CENSUS BASED DATA AND HUD BASED DATA**
- 23. 2018 ESTIMATED DAYTIME POPULATION FOR THE CITY OF DEER PARK, ADJACENT JURISDICTIONS, AND DRIVE-TIME AREAS**
- 24. MAJOR INDUSTRY EMPLOYMENT AND ESTABLISHMENTS - 2018**
- 25. RETAIL BUSINESS SURPLUSES AND LEAKAGES ANALYSIS AND RETAIL ESTABLISHMENT AND EMPLOYMENT TOTALS – 2018**

- 26. SERVICES BUSINESS SURPLUSES AND LEAKAGES ANALYSIS AND SERVICES ESTABLISHMENT AND EMPLOYMENT TOTALS – 2018**
- 27. 2018 ESTIMATED AVERAGE HOUSEHOLD CONSUMER EXPENDITURES FOR DEER PARK, ADJACENT JURISDICTIONS, AND DRIVE-TIME AREAS**
- 28. HOUSEHOLD GROWTH 2000-2023 AND RETAIL DEMAND GROWTH 2018-2023 FOR DEER PARK, ADJACENT JURISDICTIONS, AND DRIVE-TIME AREAS**

EXHIBIT 1.

CINCINNATI MSA REFERENCE MAP

CINCINNATI METROPOLITAN AREA MAP

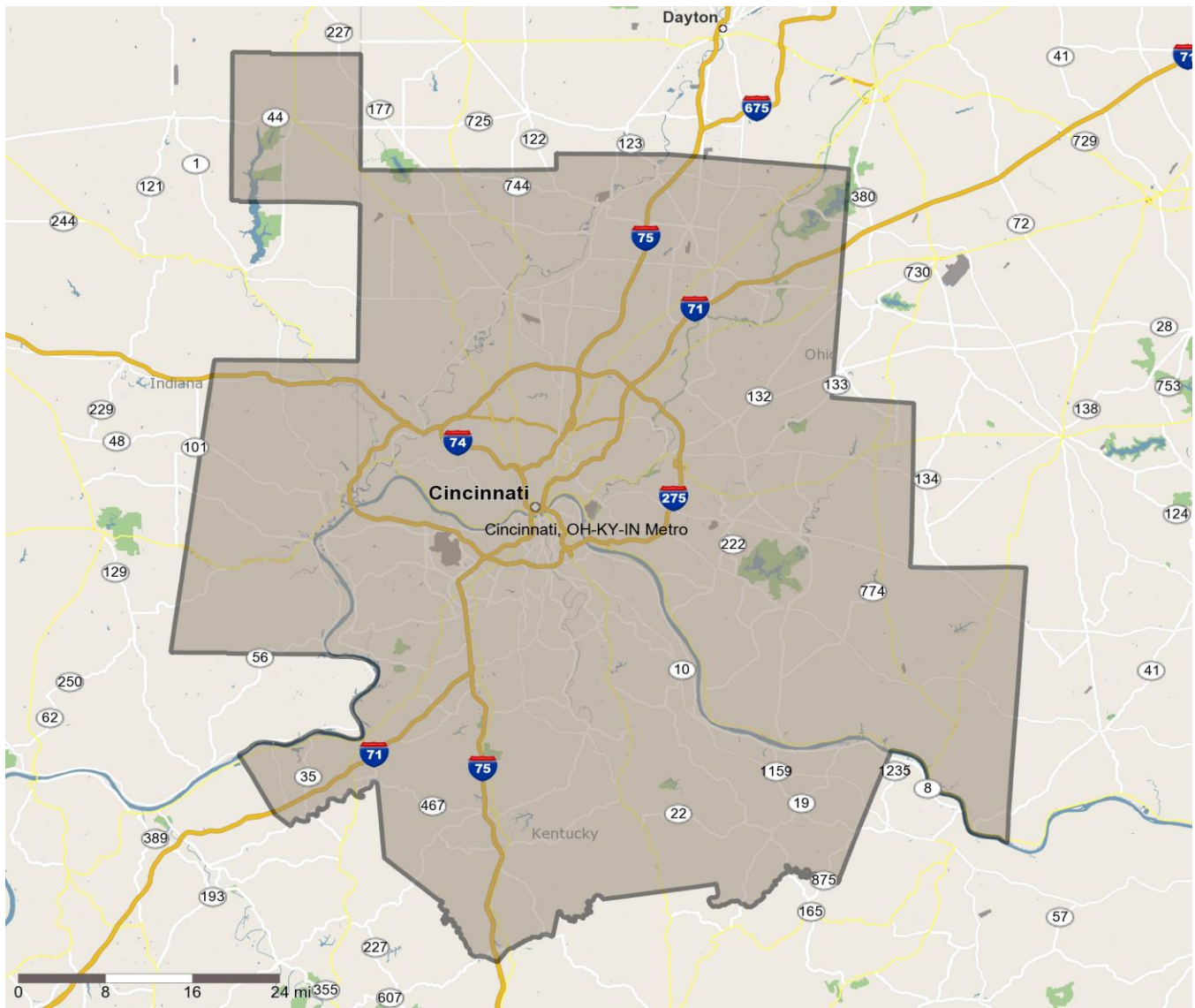


EXHIBIT 2.

CINCINNATI MSA POPULATION AND HOUSEHOLD DEMOGRAPHICS

Cincinnati Metropolitan Area Demographics 2000-2023

Population Demographics																
	2000 Census	%	2010 Census	%	2018 Estimate	%	2023 Projection	%	Percent Change				Number Change			
									2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Population	1,994,803		2,114,577		2,184,257		2,263,935		6.0%	3.3%	3.6%	7.1%	119,774	69,680	79,678	149,358
Population Density (Pop/Sq Mi)	470.51		517.16		515.19		533.98		9.9%	-0.4%	3.6%	3.3%	46.6	2.0	18.8	63.5
Population by Gender																
Male	968,605	48.6%	1,033,701	48.9%	1,070,587	49.0%	1,113,839	49.2%	6.7%	3.6%	4.0%	7.8%	65,096	36,886	43,252	80,138
Female	1,026,197	51.4%	1,080,877	51.1%	1,113,671	51.0%	1,150,095	50.8%	5.3%	3.0%	3.3%	6.4%	54,680	32,794	36,424	69,218
Population by Age:																
	2000 Census	%	2010 Census	%	2018 Estimate	%	2023 Projection	%	Percent Change				Number Change			
									2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
0 to 4	139,946	7.0%	143,266	6.8%	138,457	6.3%	141,731	6.3%	2.4%	-3.4%	2.4%	-1.1%	3,320	4,809	3,274	1,533
5 to 14	299,214	15.0%	294,424	13.9%	290,900	13.3%	291,010	12.9%	-1.6%	-1.2%	0.0%	-1.2%	4,790	3,524	110	3,414
15 to 19	143,540	7.2%	149,713	7.1%	148,537	6.8%	151,298	6.7%	4.3%	-0.8%	1.9%	1.1%	6,173	1,176	2,761	1,585
20 to 24	133,153	6.7%	141,371	6.7%	148,349	6.6%	148,349	6.6%	6.2%	6.2%	2.6%	4.9%	8,218	3,220	3,758	6,978
25 to 34	279,098	14.0%	272,711	12.9%	291,031	13.3%	298,579	13.2%	-2.3%	6.7%	2.6%	9.5%	6,387	18,320	7,548	25,868
35 to 44	333,204	16.7%	281,572	13.3%	268,183	12.3%	286,033	12.6%	-15.5%	-4.8%	6.7%	1.6%	51,632	13,389	17,850	4,461
45 to 54	268,491	13.5%	322,691	15.3%	296,739	13.6%	278,973	12.3%	20.2%	-8.0%	-6.0%	-13.5%	54,201	25,952	17,766	43,718
55 to 64	164,330	8.2%	250,826	11.9%	291,376	13.3%	292,881	12.9%	52.6%	16.2%	0.5%	16.8%	86,496	40,550	1,505	42,055
65 to 74	127,072	6.4%	138,529	6.6%	184,280	8.4%	221,837	9.8%	9.0%	33.0%	20.4%	60.1%	11,457	45,751	37,557	83,308
75 to 84	79,746	4.0%	85,568	4.0%	90,321	4.1%	112,265	5.0%	7.3%	5.6%	24.3%	31.2%	5,822	4,753	21,944	26,697
85+	27,010	1.4%	33,908	1.6%	39,844	1.8%	40,981	1.8%	25.5%	17.5%	2.9%	20.9%	6,898	5,936	1,137	7,073
Total Median Age																
	2000 Census		2010 Census		2018 Estimate		2023 Projection									
	35.1		37.1		37.8		38.5									
Marital Status																
	2000 Census	%	2010 Census	%	2018 Estimate	%	2023 Projection	%	Percent Change				Number Change			
									2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Married, Spouse Present	821,211	52.8%	817,693	48.8%	823,666	46.9%	861,354	47.0%	-0.4%	0.7%	4.6%	5.3%	3,518	5,973	37,688	43,661
Married, Spouse Absent	57,889	3.7%	60,929	3.6%	65,528	3.7%	68,759	3.8%	5.3%	7.5%	4.9%	12.9%	3,040	4,599	3,231	7,830
Divorced	158,313	10.2%	186,500	11.1%	205,384	11.7%	213,657	11.7%	17.8%	10.1%	4.0%	14.6%	28,187	18,884	8,273	27,157
Widowed	100,986	6.5%	99,345	5.9%	101,041	5.8%	104,658	5.7%	-1.6%	1.7%	3.6%	5.3%	1,641	1,696	3,617	5,313
Never Married	416,484	26.8%	512,421	30.6%	559,282	31.9%	582,767	31.8%	23.0%	9.1%	4.2%	13.7%	95,937	46,861	23,485	70,346
Age 15+ Population	1,555,643		1,676,888		1,754,901		1,831,194		7.8%	4.7%	4.3%	9.2%	121,245	78,013	76,293	154,306
Educational Attainment																
	2000 Census	%	2010 Census	%	2018 Estimate	%	2023 Projection	%	Percent Change				Number Change			
									2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Grade K - 8	57,432	4.5%	34,030	2.5%	31,535	2.2%	32,075	2.1%	-40.7%	-7.3%	1.7%	-5.7%	23,402	2,495	540	1,955
Grade 9 - 11	159,214	12.5%	118,826	8.6%	109,127	7.5%	110,579	7.2%	-25.4%	-8.2%	1.3%	-6.9%	40,388	9,699	1,452	8,247
High School Graduate	406,484	31.8%	436,194	31.5%	446,157	30.5%	462,005	30.2%	7.3%	2.3%	3.6%	5.9%	29,710	9,963	15,848	25,811
Some College, No Degree	251,940	19.7%	277,339	20.0%	290,434	19.9%	303,796	19.8%	10.1%	4.7%	4.6%	9.5%	25,399	13,095	13,362	26,457
Associates Degree	77,814	6.1%	102,310	7.4%	117,072	8.0%	124,264	8.1%	31.5%	14.4%	6.1%	21.5%	24,496	14,762	7,192	21,954
Bachelor's Degree	206,507	16.2%	259,183	18.7%	288,758	19.8%	308,422	20.1%	25.5%	11.4%	6.8%	19.0%	52,676	29,575	19,664	49,239
Graduate Degree	111,702	8.7%	147,155	10.6%	166,659	11.4%	178,002	11.6%	31.7%	13.3%	6.8%	21.0%	35,453	19,504	11,343	30,847
No Schooling Completed	6,943	0.5%	10,768	0.8%	12,032	0.8%	12,406	0.8%	55.1%	11.7%	3.1%	15.2%	3,825	1,264	374	1,638
Age 25+ Population	1,278,035		1,385,804		1,461,773		1,531,548		8.4%	5.5%	4.8%	10.5%	107,769	75,969	69,775	145,744

Table prepared by MARKET METRICS LLC from Census based data supplied by esiteanalytics.com

Cincinnati Metropolitan Area Demographics 2000-2023

Household Status																
Size of Household:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Households	774,149		824,968		850,678		887,879		6.6%	3.1%	4.4%	7.6%	50,819	25,710	37,201	62,911
Size of Household:																
Size of Household:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
1 Person	210,933	27.3%	228,881	27.7%	232,631	27.4%	246,405	27.8%	8.5%	1.6%	5.9%	7.7%	17,948	3,750	13,774	17,524
2 Person	246,023	31.8%	269,930	32.7%	282,664	33.2%	292,768	33.0%	9.7%	3.2%	3.6%	4.7%	23,907	12,734	10,104	22,838
3 Person	129,021	16.7%	133,232	16.2%	137,168	16.1%	141,810	16.0%	3.3%	3.0%	3.4%	6.4%	4,211	3,936	4,642	8,578
4 Person	113,562	14.7%	111,627	13.5%	115,160	13.5%	120,463	13.6%	-1.7%	3.2%	4.6%	7.9%	1,935	3,533	5,303	8,836
5 Person	50,639	6.5%	52,079	6.3%	53,180	6.3%	55,480	6.3%	2.8%	2.1%	4.3%	6.5%	1,440	1,101	2,300	3,401
6 Person	17,858	2.3%	18,972	2.3%	19,434	2.3%	20,208	2.3%	6.2%	2.4%	4.0%	6.5%	1,114	462	774	1,236
7 + Person	6,440	0.8%	10,246	1.2%	10,441	1.2%	10,745	1.2%	59.1%	1.9%	2.9%	4.9%	3,806	195	304	499
Avg Household Size	2.52		2.51		2.51		2.50		-0.4%	0.0%	-0.4%	-0.4%	0.01	0.00	0.01	0.01
Length of Residence (Years):																
Average Length of Residence	n/a		12.7		13.7		16.4		n/a	7.8%	20.0%	29.4%	n/a	1.0	2.7	3.7
Family Status																
Households Type and Presence of Children:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Households	774,149		824,968		850,678		887,879		6.6%	3.1%	4.4%	7.6%	50,819	25,710	37,201	62,911
Family Households	524,207		627,878		644,375		676,453		19.8%	2.6%	5.0%	7.7%	103,671	16,497	32,078	48,574
One Person, Female Householder	n/a	n/a	127,394	15.4%	127,493	15.0%	135,047	15.2%	n/a	0.1%	5.9%	6.0%	n/a	99	7,554	7,653
One Person, Male Householder	n/a	n/a	101,487	12.3%	105,138	12.4%	111,358	12.5%	n/a	3.6%	5.9%	9.7%	n/a	3,651	6,220	9,871
Two+ people, Husband-Wife Family, Own Children	n/a	n/a	166,792	20.2%	164,957	19.4%	173,201	19.5%	n/a	-1.1%	5.0%	3.8%	n/a	1,835	8,244	6,409
Two+ people, Husband-Wife Family, No Own Children	n/a	n/a	232,205	28.1%	246,787	29.0%	256,847	28.9%	n/a	6.3%	4.1%	10.6%	n/a	14,582	10,060	24,642
Non-family Households																
Two+ people, Female Householder	n/a	n/a	22,203	2.7%	25,343	3.0%	26,755	3.0%	n/a	14.1%	5.6%	20.5%	n/a	3,140	1,412	4,552
Two+ people, Male Householder	n/a	n/a	29,002	3.5%	32,163	3.8%	33,921	3.8%	n/a	10.9%	5.5%	17.0%	n/a	3,161	1,758	4,919
Other Family Households																
Female Householder, No Own Children	n/a	n/a	45,258	5.3%	47,161	5.5%	47,752	5.4%	n/a	4.2%	1.3%	5.5%	n/a	1,903	591	2,494
Male Householder, No Own Children	n/a	n/a	18,434	2.2%	19,060	2.2%	19,397	2.2%	n/a	3.4%	1.8%	5.2%	n/a	626	337	963
Female Householder, Own Children	n/a	n/a	62,106	7.3%	62,724	7.4%	63,312	7.1%	n/a	1.0%	0.9%	1.9%	n/a	618	588	1,206
Male Householder, Own Children	n/a	n/a	20,086	2.4%	19,852	2.3%	20,289	2.3%	n/a	-1.2%	2.2%	1.0%	n/a	234	437	203
Employment																
Total Population 16+	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Population 16+	1,526,016		1,647,438		1,725,663		1,800,800		8.0%	4.7%	4.4%	9.3%	121,422	78,225	75,137	153,362
Total Labor Force	1,019,873	66.8%	1,091,957	66.3%	1,173,293	68.0%	1,217,640	67.6%	7.1%	7.4%	3.8%	11.5%	72,084	81,336	44,348	125,684
Civilian, Employed	975,764	95.7%	982,847	90.0%	1,116,051	95.1%	1,158,853	95.2%	0.7%	13.6%	3.8%	17.9%	7,083	133,204	42,802	176,006
Civilian, Unemployed	43,378	4.3%	108,343	9.9%	56,445	4.8%	57,986	4.8%	149.8%	-47.9%	2.7%	-46.5%	64,965	51,898	1,541	50,357
In Armed Forces	731	0.1%	767	0.1%	797	0.1%	801	0.1%	4.9%	3.9%	0.5%	4.4%	36	30	4	34
Not In Labor Force	506,144	33.2%	555,481	33.7%	552,370	32.0%	583,159	32.4%	9.7%	-0.6%	5.6%	5.0%	49,337	3,111	30,789	27,678

Table prepared by MARKET METRICS LLC from Census based data supplied by esiteanalytics.com

Cincinnati Metropolitan Area Income by Age of Head of Household 2010

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
\$ 0 - \$19,999	16,599	41.1%	19,195	14.8%	15,908	10.5%	20,444	11.2%	25,782	17.1%	18,223	21.1%	27,513	34.6%	143,664	17.41%	17.41%
\$ 20,000 - \$39,999	12,433	30.7%	24,319	18.7%	25,597	16.9%	29,156	15.9%	24,483	16.5%	23,047	26.4%	30,458	37.5%	169,493	20.55%	37.96%
\$ 40,000 - \$59,999	5,353	13.2%	28,889	22.2%	25,251	16.7%	30,323	16.6%	24,635	16.4%	17,829	19.7%	10,633	12.6%	142,913	17.32%	55.28%
\$ 60,000 - \$74,999	2,199	5.4%	17,777	13.7%	19,442	12.8%	25,047	13.7%	13,491	9.0%	7,315	8.2%	3,595	4.6%	88,866	10.77%	66.06%
\$ 75,000 - \$99,999	2,242	5.5%	21,826	16.8%	21,960	14.5%	27,044	14.8%	21,914	14.4%	9,575	10.9%	5,115	6.1%	109,676	13.29%	79.35%
\$100,000 - \$124,999	786	1.9%	9,640	7.4%	18,414	12.2%	21,324	11.6%	15,759	10.5%	5,077	5.8%	961	1.1%	71,961	8.72%	88.07%
\$125,000 - \$149,999	290	0.7%	4,308	3.3%	9,576	6.3%	10,985	6.0%	8,894	5.9%	2,878	3.3%	603	0.7%	37,534	4.55%	92.62%
\$150,000 +	532	1.3%	4,091	3.1%	15,212	10.1%	18,847	10.3%	15,599	10.2%	4,404	4.7%	2,175	2.7%	60,860	7.38%	100.00%
Total Households	40,434	4.90%	130,045	15.76%	151,360	18.35%	183,170	22.20%	150,557	18.25%	88,348	10.71%	81,053	9.83%	824,968	100.00%	
		4.90%		20.66%		39.01%		61.22%		79.47%		90.17%		100.00%			

Median Age of HH Head 50.0

Average Hhld Income \$72,949

Median Hhld Income \$53,624

Per Capita Income \$28,724

Aggregate HH Income \$60,180,557,753.89

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

Cincinnati Metropolitan Area Income by Age of Head of Household 2018

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total			2010	2018	Changes	
\$ 0 - \$19,999	11,795	33.2%	17,491	13.4%	12,342	8.7%	18,713	11.3%	27,309	15.8%	19,710	17.4%	24,181	28.0%	131,541	15.46%	15.46%	143,664	131,541	12,123	
\$ 20,000 - \$39,999	10,396	29.3%	21,509	16.5%	19,672	13.9%	21,082	12.7%	23,025	13.4%	24,731	21.4%	27,328	31.1%	147,743	17.37%	32.83%	169,493	147,743	21,750	
\$ 40,000 - \$59,999	5,593	15.8%	25,493	19.5%	19,952	14.1%	22,243	13.4%	23,839	13.8%	21,948	18.3%	12,332	13.8%	131,400	15.45%	48.28%	142,913	131,400	11,513	
\$ 60,000 - \$74,999	2,615	7.4%	17,949	13.8%	17,113	12.1%	20,453	12.3%	15,940	9.2%	11,844	9.9%	5,295	6.1%	91,209	10.72%	59.00%	88,866	91,209	2,343	
\$ 75,000 - \$99,999	2,746	7.7%	22,970	17.6%	20,087	14.2%	23,462	14.1%	25,270	14.6%	16,090	13.8%	7,289	8.2%	117,914	13.86%	72.86%	109,676	117,914	8,238	
\$100,000 - \$124,999	1,040	2.9%	11,603	8.9%	18,718	13.3%	20,268	12.2%	19,723	11.4%	8,723	7.5%	2,982	3.3%	83,057	9.76%	82.62%	71,961	83,057	11,096	
\$125,000 - \$149,999	445	1.3%	5,945	4.6%	11,494	8.1%	12,381	7.5%	12,273	7.1%	5,161	4.4%	2,243	2.6%	49,942	5.87%	88.49%	37,534	49,942	12,408	
\$150,000 +	846	2.4%	7,442	5.7%	21,890	15.5%	27,360	16.5%	25,307	14.6%	8,985	7.3%	6,042	7.0%	97,872	11.51%	100.00%	60,860	97,872	37,012	
Total Households	35,476	4.17%	130,402	15.33%	141,268	16.61%	165,962	19.51%	172,686	20.30%	117,192	13.78%	87,692	10.31%	850,678	100.00%		824,968	850,678	25,711	
		4.17%		19.50%		36.11%		55.62%		75.92%		89.69%		100.00%							

Median Age of HH Head 52.3

2010-2018 Changes	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
2010	40,434	4.90%	130,045	15.76%	151,360	18.35%	183,170	22.20%	150,557	18.25%	88,348	10.71%	81,053	9.83%	824,968	100.00%	
2018	35,476	4.17%	130,402	15.33%	141,268	16.61%	165,962	19.51%	172,686	20.30%	117,192	13.78%	87,692	10.31%	850,678	100.00%	
Changes	4,958		357		10,092		17,208		22,129		28,844		6,639		25,711		

2010-2018 Changes

Average Hhld Income	\$85,258	\$12,309	16.9%
Median Hhld Income	\$62,307	\$8,683	16.2%
Per Capita Income	\$33,476	\$4,752	16.5%
Aggregate HH Income	\$72,527,136,358.62	\$12,346,578,605	20.5%

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

Cincinnati Metropolitan Area Income by Age of Head of Household 2023

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total			2010	2023	Changes
\$ 0 - \$19,999	10,156	30.4%	15,089	11.4%	10,692	7.1%	13,805	8.9%	22,029	12.8%	18,851	13.7%	22,960	23.0%	113,582	12.79%	12.79%	143,664	113,582	30,082
\$ 20,000 - \$39,999	9,331	27.9%	19,116	14.4%	17,798	11.8%	16,017	10.3%	19,202	11.1%	25,002	18.0%	28,525	27.7%	134,991	15.20%	28.00%	169,493	134,991	34,502
\$ 40,000 - \$59,999	5,056	15.1%	22,034	16.6%	17,220	11.4%	16,328	10.5%	19,586	11.3%	22,513	15.8%	13,890	13.0%	116,627	13.14%	41.13%	142,913	116,627	26,286
\$ 60,000 - \$74,999	2,574	7.7%	17,395	13.1%	16,444	10.9%	16,626	10.7%	14,548	8.4%	13,703	9.7%	6,622	6.5%	87,912	9.90%	51.03%	88,866	87,912	954
\$ 75,000 - \$99,999	3,091	9.2%	25,037	18.9%	21,340	14.1%	21,524	13.9%	25,374	14.7%	21,641	15.5%	10,121	9.7%	128,128	14.43%	65.46%	109,676	128,128	18,452
\$100,000 - \$124,999	1,373	4.1%	15,131	11.4%	23,138	15.3%	22,170	14.3%	23,522	13.6%	14,275	10.3%	5,380	5.1%	104,989	11.82%	77.29%	71,961	104,989	33,028
\$125,000 - \$149,999	664	2.0%	8,373	6.3%	15,381	10.2%	14,790	9.5%	15,666	9.1%	9,064	6.5%	4,568	4.5%	68,506	7.72%	85.00%	37,534	68,506	30,972
\$150,000 +	1,190	3.6%	10,614	8.0%	28,848	19.1%	34,045	21.9%	32,749	19.0%	15,132	10.5%	10,566	10.5%	133,144	15.00%	100.00%	60,860	133,144	72,284
Total Households	33,435	3.77%	132,789	14.96%	150,861	16.99%	155,305	17.49%	172,676	19.45%	140,181	15.79%	102,632	11.56%	887,879	100.00%		824,968	887,879	62,911
		3.77%		18.72%		35.71%		53.20%		72.65%		88.44%		100.00%						

Median Age of HH Head 53.2

2010-2023 Changes	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
2010	40,434	4.90%	130,045	15.76%	151,360	18.35%	183,170	22.20%	150,557	18.25%	88,348	10.71%	81,053	9.83%	824,968	100.00%	
2023	33,435	3.77%	132,789	14.96%	150,861	16.99%	155,305	17.49%	172,676	19.45%	140,181	15.79%	102,632	11.56%	887,879	100.00%	
Changes	6,999		2,744		499		27,865		22,119		51,833		21,579		62,911		

2010-2023 Changes

Average Hhld Income	\$99,308	\$26,359	36.1%
Median Hhld Income	\$73,401	\$19,777	36.9%
Per Capita Income	\$39,211	\$10,487	36.5%
Aggregate HH Income	\$88,173,485,279.09	\$27,992,927,525	46.5%

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

EXHIBIT 3.

HAMILTON COUNTY REFERENCE MAP

EXHIBIT 4.

**HAMILTON COUNTY POPULATION AND HOUSEHOLD
DEMOGRAPHICS**

Hamilton County Demographics 2000-2023

Population Demographics																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Population	845,279		802,373		812,775		810,647		-5.1%	1.3%	-0.3%	1.0%	42,906	10,402	2,128	8,274
Population Density (Pop/Sq Mi)	2,048.12		1,990.86		1,969.36		1,964.21		-2.8%	-1.1%	-0.3%	-1.3%	57.3	21.5	5.1	83.9
Population by Gender																
Male	402,581	47.6%	385,221	48.0%	391,850	48.2%	392,799	48.5%	-4.3%	1.7%	0.2%	2.0%	17,360	6,629	949	7,578
Female	442,697	52.4%	417,153	52.0%	420,926	51.8%	417,849	51.6%	-5.8%	0.9%	-0.7%	0.2%	25,544	3,773	3,077	696
Population by Age:																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
0 to 4	56,196	6.7%	53,269	6.6%	54,300	6.7%	52,541	6.5%	-5.2%	1.9%	-3.2%	-1.4%	2,927	1,031	1,759	728
5 to 14	124,665	14.7%	103,124	12.9%	103,500	12.7%	101,953	12.6%	-17.3%	0.4%	-1.5%	-1.1%	21,541	376	1,547	1,171
15 to 19	60,086	7.1%	57,712	7.2%	52,966	6.5%	51,628	6.4%	-4.0%	-8.2%	-2.5%	-10.5%	2,374	4,746	1,338	6,084
20 to 24	57,632	6.8%	59,608	7.4%	53,742	6.6%	52,128	6.4%	3.4%	-9.8%	-3.0%	-12.5%	1,976	5,866	1,614	7,480
25 to 34	116,087	13.7%	108,115	13.5%	122,304	15.0%	119,436	14.7%	-6.9%	13.1%	-2.3%	10.5%	7,972	14,189	2,868	11,321
35 to 44	135,090	16.0%	97,846	12.2%	94,576	11.6%	98,984	12.2%	-27.6%	-3.3%	4.7%	1.2%	37,244	3,270	4,408	1,138
45 to 54	111,846	13.2%	119,898	14.9%	103,522	12.7%	93,135	11.5%	7.2%	-13.7%	-10.0%	-22.3%	8,052	16,376	10,387	26,763
55 to 64	69,295	8.2%	95,939	12.0%	108,495	13.3%	104,252	12.9%	38.5%	13.1%	-3.9%	8.7%	26,644	12,556	4,243	8,313
65 to 74	59,203	7.0%	53,330	6.6%	66,786	8.2%	78,334	9.7%	-9.9%	25.2%	17.3%	46.9%	5,873	13,456	11,548	25,004
75 to 84	40,621	4.8%	37,147	4.6%	34,800	4.3%	40,648	5.0%	-8.6%	-6.3%	16.8%	9.4%	3,474	2,347	5,848	3,501
85+	14,559	1.7%	16,386	2.0%	17,785	2.2%	17,609	2.2%	12.5%	8.5%	-1.0%	7.5%	1,827	1,399	176	1,223
Total Median Age																
	2000 Census		2010 Census		2018 Estimate		2023 Projection									
	35.6		37.0		36.9		37.6									
Marital Status																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Married, Spouse Present	309,732	46.6%	272,492	42.2%	266,059	40.6%	266,238	40.6%	-12.0%	-2.4%	0.1%	-2.3%	37,240	6,433	179	6,254
Married, Spouse Absent	29,482	4.4%	26,241	4.1%	26,372	4.0%	26,686	4.1%	-11.0%	0.5%	1.2%	1.7%	3,241	131	314	445
Divorced	67,962	10.2%	65,814	10.2%	75,697	11.6%	75,742	11.5%	-3.2%	15.0%	0.1%	15.1%	2,148	9,883	45	9,928
Widowed	49,106	7.4%	42,559	6.6%	39,148	6.0%	39,050	6.0%	-13.3%	-8.0%	-0.3%	-8.2%	6,547	3,411	98	3,509
Never Married	207,564	31.2%	238,875	37.0%	247,700	37.8%	248,438	37.9%	15.1%	3.7%	0.3%	4.0%	31,311	8,825	738	9,563
Age 15+ Population	664,418		645,980		654,975		656,153		-2.8%	1.4%	0.2%	1.6%	18,438	8,995	1,178	10,173
Educational Attainment																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Grade K - 8	21,245	3.9%	10,750	2.0%	9,826	1.8%	9,743	1.8%	-49.4%	-8.6%	-0.8%	-9.4%	10,495	924	83	1,007
Grade 9 - 11	69,956	12.8%	43,463	8.2%	40,280	7.3%	39,619	7.2%	-37.9%	-7.3%	-1.6%	-8.8%	26,493	3,183	661	3,844
High School Graduate	151,756	27.8%	146,949	27.8%	149,134	27.2%	149,254	27.0%	-3.2%	1.5%	0.1%	1.6%	4,807	2,185	120	2,305
Some College, No Degree	106,897	19.6%	109,149	20.6%	108,318	19.8%	108,348	19.6%	2.1%	-0.8%	0.0%	-0.7%	2,252	831	30	801
Associates Degree	33,972	6.2%	39,747	7.5%	43,166	7.9%	43,708	7.9%	17.0%	8.6%	1.3%	10.0%	5,775	3,419	542	3,961
Bachelor's Degree	101,041	18.5%	108,308	20.5%	117,681	21.5%	119,972	21.7%	7.2%	8.7%	1.9%	10.8%	7,267	9,373	2,291	11,664
Graduate Degree	58,166	10.7%	66,293	12.5%	75,101	13.7%	76,953	13.9%	14.0%	13.3%	2.5%	16.1%	8,127	8,808	1,852	10,660
No Schooling Completed	3,014	0.6%	4,002	0.8%	4,762	0.9%	4,801	0.9%	32.8%	19.0%	0.8%	20.0%	988	760	39	799
Age 25+ Population	546,046		528,660		548,267		552,397		-3.2%	3.7%	0.8%	4.5%	17,386	19,607	4,130	23,737

Table prepared by MARKET METRICS LLC from Census based data supplied by esiteanalytics. Com

Hamilton County Demographics 2000-2023

Household Status																
Size of Household:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Households	346,782		333,945		336,817		339,205		-3.7%	0.9%	0.7%	1.6%	12,837	2,872	2,388	5,260
Size of Household:																
Size of Household:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
1 Person	114,205	32.9%	113,120	33.9%	111,403	33.1%	114,552	33.8%	-1.0%	-1.5%	2.8%	1.3%	1,085	1,717	3,149	1,432
2 Person	106,499	30.7%	105,249	31.5%	108,796	32.3%	108,744	32.1%	-1.2%	3.4%	0.0%	3.3%	1,250	3,547	52	3,495
3 Person	51,711	14.9%	49,233	14.7%	49,989	14.8%	49,598	14.6%	-4.8%	1.5%	-0.8%	0.7%	2,478	756	391	365
4 Person	43,317	12.5%	37,757	11.3%	38,052	11.3%	37,892	11.2%	-12.8%	0.8%	-0.4%	0.4%	5,560	295	160	135
5 Person	20,420	5.9%	17,951	5.4%	17,915	5.3%	17,828	5.3%	-12.1%	-0.2%	-0.5%	-0.7%	2,469	36	87	123
6 Person	7,607	2.2%	6,737	2.0%	6,759	2.0%	6,730	2.0%	-11.4%	0.3%	-0.4%	-0.1%	870	22	29	7
7 + Person	3,067	0.9%	3,898	1.2%	3,903	1.2%	3,861	1.1%	27.1%	0.1%	-1.1%	-0.9%	831	5	42	37
Avg Household Size	2.38		2.35		2.35		2.34		-1.3%	0.0%	-0.4%	-0.4%	0.03	0.00	0.01	0.01
Length of Residence (Years):																
Average Length of Residence	n/a		13.3		14.1		17.1		n/a	6.6%	21.1%	29.1%	n/a	0.9	3.0	3.9
Family Status																
Households Type and Presence of Children:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Households	346,782		333,945		336,817		339,205		-3.7%	0.9%	0.7%	1.6%	12,837	2,872	2,388	5,260
Family Households	213,445		244,647		244,423		247,466		14.6%	-0.1%	1.2%	1.2%	31,202	224	3,043	2,819
One Person, Female Householder	n/a	n/a	63,914	19.1%	61,816	18.4%	63,559	18.7%	n/a	-3.3%	2.8%	-0.6%	n/a	2,098	1,743	355
One Person, Male Householder	n/a	n/a	49,206	14.7%	49,587	14.7%	50,993	15.0%	n/a	0.8%	2.8%	3.6%	n/a	381	1,406	1,787
Two+ people, Husband-Wife Family, Own Children	n/a	n/a	51,721	15.5%	50,974	15.1%	50,918	15.0%	n/a	-1.4%	-0.1%	-1.6%	n/a	747	56	803
Two+ people, Husband-Wife Family, No Own Children	n/a	n/a	79,806	23.9%	82,046	24.4%	81,996	24.2%	n/a	2.8%	-0.1%	2.7%	n/a	2,240	50	2,190
Non-family Households																
Two+ people, Female Householder	n/a	n/a	10,296	3.1%	12,114	3.6%	12,401	3.7%	n/a	17.7%	2.4%	20.4%	n/a	1,818	287	2,105
Two+ people, Male Householder	n/a	n/a	12,958	3.9%	15,022	4.5%	15,361	4.5%	n/a	15.9%	2.3%	18.5%	n/a	2,064	339	2,403
Other Family Households																
Female Householder, No Own Children	n/a	n/a	21,382	6.3%	20,992	6.2%	20,558	6.1%	n/a	-1.8%	-2.1%	-3.9%	n/a	390	434	824
Male Householder, No Own Children	n/a	n/a	7,650	2.3%	7,240	2.1%	7,091	2.1%	n/a	-5.4%	-2.1%	-7.3%	n/a	410	149	559
Female Householder, Own Children	n/a	n/a	30,101	8.9%	30,126	8.9%	29,495	8.7%	n/a	0.1%	-2.1%	-2.0%	n/a	25	631	606
Male Householder, Own Children	n/a	n/a	6,911	2.1%	6,900	2.0%	6,833	2.0%	n/a	-0.2%	-1.0%	-1.1%	n/a	11	67	78
Employment																
Total Population 16+	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Population 16+	652,505		635,344		645,061		646,096		-2.6%	1.5%	0.2%	1.7%	17,161	9,717	1,035	10,752
Total Labor Force	426,979	65.4%	411,633	64.8%	419,885	65.1%	424,495	65.7%	-3.6%	2.0%	1.1%	3.1%	15,346	8,252	4,610	12,862
Civilian, Employed	405,346	94.9%	372,667	90.5%	399,073	95.0%	403,717	95.1%	-8.1%	7.1%	1.2%	8.3%	32,679	26,406	4,644	31,050
Civilian, Unemployed	21,405	5.0%	38,663	9.4%	20,488	4.9%	20,447	4.8%	80.6%	-47.0%	-0.2%	-47.1%	17,258	18,175	41	18,216
In Armed Forces	228	0.1%	303	0.1%	324	0.1%	331	0.1%	32.9%	6.9%	2.2%	9.2%	75	21	7	28
Not In Labor Force	225,527	34.6%	223,712	35.2%	225,177	34.9%	221,602	34.3%	-0.8%	0.7%	-1.6%	-0.9%	1,815	1,465	3,575	2,110

Table prepared by MARKET METRICS LLC from Census based data supplied by esiteanalytics.com

Hamilton County Income by Age of Head of Household 2010

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
\$ 0 - \$19,999	9,574	47.4%	10,845	19.4%	8,176	14.8%	10,031	14.2%	13,171	22.0%	7,859	23.0%	12,564	34.2%	72,220	21.63%	21.63%
\$ 20,000 - \$39,999	6,007	29.8%	11,744	21.0%	10,953	19.8%	13,229	18.7%	9,985	16.9%	8,403	24.2%	13,366	35.9%	73,687	22.07%	43.69%
\$ 40,000 - \$59,999	2,058	10.2%	10,999	19.6%	9,109	16.5%	11,896	16.8%	8,507	14.3%	7,095	19.8%	4,820	12.7%	54,484	16.32%	60.01%
\$ 60,000 - \$74,999	845	4.2%	6,799	12.1%	6,361	11.5%	8,693	12.3%	4,591	7.7%	2,923	8.2%	1,771	4.9%	31,983	9.58%	69.58%
\$ 75,000 - \$99,999	1,001	5.0%	8,557	15.3%	6,055	11.0%	8,694	12.3%	7,341	12.2%	3,472	10.3%	2,745	7.2%	37,865	11.34%	80.92%
\$100,000 - \$124,999	292	1.4%	3,620	6.5%	5,714	10.3%	7,332	10.4%	5,514	9.2%	1,983	5.7%	465	1.2%	24,920	7.46%	88.39%
\$125,000 - \$149,999	177	0.9%	1,819	3.2%	3,068	5.6%	3,546	5.0%	3,102	5.2%	1,193	3.4%	262	0.7%	13,167	3.94%	92.33%
\$150,000 +	233	1.2%	1,651	2.9%	5,809	10.5%	7,188	10.2%	7,541	12.4%	2,006	5.4%	1,191	3.2%	25,619	7.67%	100.00%
Total Households	20,187	6.05%	56,034	16.78%	55,245	16.54%	70,609	21.14%	59,752	17.89%	34,934	10.46%	37,184	11.13%	333,945	100.00%	
		6.05%		22.82%		39.37%		60.51%		78.40%		88.87%		100.00%			

Median Age of HH Head 50.1

Average Hhld Income \$70,653

Median Hhld Income \$47,143

Per Capita Income \$29,703

Aggregate HH Income \$23,594,242,664.66

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

Hamilton County Income by Age of Head of Household 2018

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total			2010	2018	Changes
\$ 0 - \$19,999	6,333	38.5%	10,417	17.4%	6,673	12.7%	9,144	15.1%	14,001	20.8%	8,138	19.2%	10,224	28.1%	64,930	19.28%	19.28%	72,220	64,930	7,290
\$ 20,000 - \$39,999	4,819	29.3%	11,030	18.4%	8,867	16.8%	9,349	15.5%	9,432	14.1%	8,723	20.1%	10,888	29.9%	63,108	18.74%	38.01%	73,687	63,108	10,579
\$ 40,000 - \$59,999	2,191	13.3%	10,731	17.9%	7,868	14.9%	8,844	14.6%	8,586	12.8%	8,508	18.8%	4,863	13.4%	51,591	15.32%	53.33%	54,484	51,591	2,893
\$ 60,000 - \$74,999	989	6.0%	7,829	13.1%	6,394	12.1%	7,224	12.0%	5,659	8.4%	4,569	10.2%	2,416	6.6%	35,080	10.42%	63.75%	31,983	35,080	3,097
\$ 75,000 - \$99,999	1,238	7.5%	9,846	16.5%	6,017	11.4%	7,175	11.9%	8,525	12.7%	5,229	12.5%	3,515	9.7%	41,545	12.33%	76.08%	37,865	41,545	3,680
\$100,000 - \$124,999	359	2.2%	4,408	7.4%	5,816	11.0%	6,260	10.4%	6,444	9.6%	2,921	6.7%	1,118	3.1%	27,326	8.11%	84.19%	24,920	27,326	2,406
\$125,000 - \$149,999	192	1.2%	2,556	4.3%	3,765	7.1%	3,712	6.1%	3,948	5.9%	1,921	4.4%	900	2.5%	16,994	5.05%	89.24%	13,167	16,994	3,827
\$150,000 +	319	1.9%	2,976	5.0%	7,351	13.9%	8,743	14.5%	10,578	15.7%	3,816	8.2%	2,460	6.8%	36,243	10.76%	100.00%	25,619	36,243	10,624
Total Households	16,440	4.88%	59,793	17.75%	52,751	15.66%	60,451	17.95%	67,173	19.94%	43,825	13.01%	36,384	10.80%	336,817	100.00%		333,945	336,817	2,872
		4.88%		22.63%		38.29%		56.24%		76.19%		89.20%		100.00%						

Median Age of HH Head 51.7

2010-2018 Changes	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total	
2010	20,187	6.05%	56,034	16.78%	55,245	16.54%	70,609	21.14%	59,752	17.89%	34,934	10.46%	37,184	11.13%	333,945	100.00%
2018	16,440	4.88%	59,793	17.75%	52,751	15.66%	60,451	17.95%	67,173	19.94%	43,825	13.01%	36,384	10.80%	336,817	100.00%
Changes	3,747		3,759		2,494		10,158		7,421		8,891		800		2,872	

2010-2018 Changes

Average Hhld Income	\$81,110	\$10,457	14.8%
Median Hhld Income	\$55,632	\$8,489	18.0%
Per Capita Income	\$33,930	\$4,227	14.2%
Aggregate HH Income	\$27,319,258,794.90	\$3,725,016,130	15.8%

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

Hamilton County Income by Age of Head of Household 2023

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total			2010	2023	Changes
\$ 0 - \$19,999	5,393	36.0%	8,945	15.4%	5,950	10.7%	6,999	12.9%	11,660	18.1%	7,991	16.0%	9,375	23.6%	56,313	16.60%	16.60%	72,220	56,313	15,907
\$ 20,000 - \$39,999	4,276	28.6%	9,735	16.7%	8,371	15.1%	7,354	13.5%	8,082	12.5%	8,942	17.5%	10,973	27.2%	57,733	17.02%	33.62%	73,687	57,733	15,954
\$ 40,000 - \$59,999	1,875	12.5%	9,069	15.6%	7,041	12.7%	6,718	12.4%	7,126	11.0%	8,758	16.6%	5,165	12.7%	45,752	13.49%	47.11%	54,484	45,752	8,732
\$ 60,000 - \$74,999	990	6.6%	7,789	13.4%	6,688	12.0%	6,325	11.6%	5,409	8.4%	5,545	10.6%	2,979	7.5%	35,725	10.53%	57.64%	31,983	35,725	3,742
\$ 75,000 - \$99,999	1,350	9.0%	10,620	18.2%	6,725	12.1%	6,780	12.5%	8,473	13.2%	7,083	14.3%	4,721	11.6%	45,752	13.49%	71.13%	37,865	45,752	7,887
\$100,000 - \$124,999	468	3.1%	5,291	9.1%	7,167	12.9%	6,635	12.2%	7,237	11.2%	4,398	8.7%	1,840	4.5%	33,036	9.74%	80.87%	24,920	33,036	8,116
\$125,000 - \$149,999	256	1.7%	3,102	5.3%	4,657	8.4%	3,935	7.2%	4,420	6.9%	2,910	5.7%	1,555	3.9%	20,835	6.14%	87.01%	13,167	20,835	7,668
\$150,000 +	362	2.4%	3,690	6.3%	8,968	16.1%	9,642	17.7%	12,087	18.8%	5,686	10.6%	3,624	9.1%	44,059	12.99%	100.00%	25,619	44,059	18,440
Total Households	14,970	4.41%	58,241	17.17%	55,567	16.38%	54,388	16.03%	64,494	19.01%	51,313	15.13%	40,232	11.86%	339,205	100.00%		333,945	339,205	5,260
		4.41%		21.58%		37.96%		54.00%		73.01%		88.14%		100.00%						

Median Age of HH Head 52.6

2010-2023 Changes	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
2010	20,187	6.05%	56,034	16.78%	55,245	16.54%	70,609	21.14%	59,752	17.89%	34,934	10.46%	37,184	11.13%	333,945	100.00%	
2023	14,970	4.41%	58,241	17.17%	55,567	16.38%	54,388	16.03%	64,494	19.01%	51,313	15.13%	40,232	11.86%	339,205	100.00%	
Changes	5,217		2,207		322		16,221		4,742		16,379		3,048		5,260		

2010-2023 Changes

Average Hhld Income	\$91,806	\$21,153	29.9%
Median Hhld Income	\$64,122	\$16,979	36.0%
Per Capita Income	\$38,738	\$9,035	30.4%
Aggregate HH Income	\$31,141,091,411.43	\$7,546,848,747	32.0%

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

EXHIBIT 5.

CITY OF DEER PARK REFERENCE MAP

EXHIBIT 6.

**CITY OF DEER PARK
POPULATION AND HOUSEHOLD DEMOGRAPHICS**

City of Deer Park Demographics 2000-2023

Population Demographics																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Population	6,084		5,785		5,885		5,851		-4.9%	1.7%	-0.6%	1.1%	299	100	34	66
Population Density (Pop/Sq Mi)	7,103.15		6,254.13		6,870.52		6,831.05		-12.0%	9.9%	-0.6%	9.2%	849.0	616.4	39.5	272.1
Population by Gender																
Male	2,825	46.4%	2,756	47.6%	2,800	47.6%	2,777	47.5%	-2.4%	1.6%	-0.8%	0.8%	69	44	23	21
Female	3,259	53.6%	3,029	52.4%	3,085	52.4%	3,074	52.5%	-7.1%	1.8%	-0.4%	1.5%	230	56	11	45
Population by Age:																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
0 to 4	370	6.1%	393	6.8%	399	6.8%	383	6.5%	6.2%	1.5%	-4.0%	-2.5%	23	6	16	10
5 to 14	724	11.9%	513	8.9%	544	9.2%	607	10.4%	-29.2%	6.1%	11.7%	18.5%	212	31	64	95
15 to 19	324	5.3%	276	4.8%	246	4.2%	239	4.1%	-14.7%	-10.9%	-2.9%	-13.5%	48	30	7	37
20 to 24	292	4.8%	333	5.8%	292	5.0%	251	4.3%	-12.4%	-13.9%	-13.9%	-24.5%	41	41	41	82
25 to 34	970	15.9%	1,088	18.8%	1,214	20.6%	1,099	18.8%	12.2%	11.6%	-9.4%	1.0%	118	126	115	11
35 to 44	1,012	16.6%	730	12.6%	770	13.1%	842	14.4%	-27.8%	5.5%	9.4%	15.4%	282	40	72	112
45 to 54	676	11.1%	878	15.2%	756	12.8%	686	11.7%	12.8%	-13.9%	-9.2%	29.9%	202	122	69	192
55 to 64	471	7.7%	646	11.2%	701	11.9%	704	12.0%	37.0%	8.6%	0.4%	9.0%	175	55	3	58
65 to 74	443	7.3%	369	6.4%	403	6.8%	450	7.7%	-16.8%	9.2%	11.8%	22.1%	75	34	48	82
75 to 84	503	8.3%	331	5.7%	305	5.2%	337	5.8%	-34.1%	-7.9%	10.5%	1.8%	172	26	32	6
85+	298	4.9%	227	3.9%	255	4.3%	250	4.3%	-23.8%	12.3%	-2.0%	10.1%	71	28	5	23
Total Median Age																
	2000 Census		2010 Census		2018 Estimate		2023 Projection									
	38.2		38.6		37.7		38.6									
Marital Status																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Married, Spouse Present	2,309	46.3%	2,087	42.8%	2,099	42.5%	2,069	42.6%	-9.6%	0.6%	-1.4%	-0.9%	222	12	30	18
Married, Spouse Absent	262	5.2%	174	3.6%	171	3.5%	167	3.4%	-33.6%	-1.7%	-2.3%	-4.0%	88	3	4	7
Divorced	649	13.0%	555	11.4%	676	13.7%	660	13.6%	-14.5%	21.8%	-2.4%	18.9%	94	121	16	105
Widowed	552	11.1%	602	12.3%	469	9.5%	467	9.6%	9.1%	-22.1%	-0.4%	-22.4%	50	133	2	135
Never Married	1,204	24.1%	1,462	30.0%	1,527	30.9%	1,498	30.8%	21.4%	4.4%	-1.9%	2.5%	258	65	29	36
Age 15+ Population	4,990		4,879		4,942		4,861		-2.2%	1.3%	-1.6%	-0.4%	111	63	81	18
Educational Attainment																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Grade K - 8	274	6.3%	244	5.7%	175	4.0%	169	3.9%	-11.0%	-28.1%	-3.4%	-30.6%	30	69	6	75
Grade 9 - 11	550	12.6%	307	7.2%	282	6.4%	276	6.3%	-44.2%	-8.1%	-1.9%	-9.9%	243	25	5	30
High School Graduate	1,647	37.8%	1,414	33.1%	1,480	33.6%	1,468	33.6%	-14.1%	4.7%	-0.8%	3.8%	233	66	12	54
Some College, No Degree	875	20.1%	912	21.4%	886	20.1%	874	20.0%	-2.9%	-1.3%	-4.2%	-4.2%	37	26	12	38
Associates Degree	221	5.1%	311	7.3%	320	7.3%	318	7.3%	40.7%	2.9%	-0.6%	2.3%	90	9	2	7
Bachelor's Degree	619	14.2%	794	18.6%	901	20.5%	901	20.6%	28.3%	13.5%	0.0%	13.5%	175	107	0	107
Graduate Degree	146	3.3%	227	5.3%	287	6.5%	290	6.6%	55.2%	26.7%	1.2%	28.2%	81	60	3	64
No Schooling Completed	25	0.6%	62	1.4%	73	1.7%	73	1.7%	146.2%	19.1%	0.0%	19.1%	37	12	0	12
Age 25+ Population	4,358		4,270		4,404		4,370		-2.0%	3.1%	-0.8%	2.3%	88	134	34	100

Table prepared by MARKET METRICS LLC from Census based data supplied by esiteanalytics. Com

City of Deer Park Demographics 2000-2023

Household Status																
Size of Household:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Households	2,677		2,637		2,660		2,670		-1.5%	0.9%	0.4%	1.3%	40	23	10	33
Size of Household:																
Size of Household:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
1 Person	1,059	39.6%	1,042	39.5%	1,018	38.3%	1,045	39.1%	-1.6%	-2.3%	2.7%	0.3%	17	24	27	3
2 Person	815	30.5%	851	32.3%	886	33.3%	880	33.0%	4.4%	4.1%	-0.7%	3.4%	36	35	6	29
3 Person	347	13.0%	365	13.9%	377	14.2%	372	13.9%	5.2%	3.3%	-1.3%	1.9%	18	12	5	7
4 Person	285	10.7%	229	8.7%	229	8.6%	225	8.4%	-19.6%	0.0%	-1.7%	-1.7%	56	0	4	4
5 Person	150	5.6%	107	4.1%	107	4.0%	106	4.0%	-28.7%	0.0%	-0.9%	-0.9%	43	0	1	1
6 Person	24	0.9%	30	1.1%	30	1.1%	30	1.1%	25.0%	0.0%	0.0%	0.0%	6	0	0	0
7 + Person	4	0.2%	13	0.5%	13	0.5%	13	0.5%	225.0%	0.0%	0.0%	0.0%	9	0	0	0
Avg Household Size	2.18		2.11		2.12		2.11		-3.2%	0.5%	-0.5%	0.0%	0.07	0.01	0.01	0.00
Length of Residence (Years):																
Average Length of Residence	n/a		16.6		16.6		20.1		n/a	-0.1%	21.0%	20.9%	n/a	0.0	3.5	3.5
Family Status																
Households Type and Presence of Children:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Households	2,677		2,637		2,660		2,670		-1.5%	0.9%	0.4%	1.3%	40	23	10	33
Family Households	1,544		2,073		2,064		2,075		34.2%	-0.4%	0.5%	0.1%	528	9	11	2
One Person, Female Householder	n/a	n/a	627	23.8%	606	22.8%	621	23.3%	n/a	-3.3%	2.5%	-1.0%	n/a	21	15	6
One Person, Male Householder	n/a	n/a	415	15.7%	412	15.5%	424	15.9%	n/a	-0.7%	2.9%	2.2%	n/a	3	12	9
Two+ people, Husband-Wife Family, Own Children	n/a	n/a	392	14.9%	418	15.7%	414	15.5%	n/a	6.6%	-1.0%	5.6%	n/a	26	4	22
Two+ people, Husband-Wife Family, No Own Children	n/a	n/a	640	24.3%	628	23.6%	616	23.1%	n/a	-1.9%	-1.9%	-3.8%	n/a	12	12	24
Non-family Households																
Two+ people, Female Householder	n/a	n/a	81	3.1%	106	4.0%	110	4.1%	n/a	30.9%	3.8%	35.8%	n/a	25	4	29
Two+ people, Male Householder	n/a	n/a	110	4.2%	123	4.6%	124	4.7%	n/a	11.8%	0.8%	12.7%	n/a	13	1	14
Other Family Households																
Female Householder, No Own Children	n/a	n/a	127	4.8%	147	5.5%	146	5.5%	n/a	15.7%	-0.7%	15.0%	n/a	20	1	19
Male Householder, No Own Children	n/a	n/a	53	2.0%	50	1.9%	50	1.9%	n/a	-5.7%	0.0%	-5.7%	n/a	3	0	3
Female Householder, Own Children	n/a	n/a	132	5.0%	116	4.4%	111	4.2%	n/a	-12.1%	-4.3%	-15.9%	n/a	16	5	21
Male Householder, Own Children	n/a	n/a	61	2.3%	55	2.1%	54	2.0%	n/a	-9.8%	-1.8%	-11.5%	n/a	6	1	7
Employment																
Total Population 16+	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Population 16+	4,902		4,819		4,898		4,813		-1.7%	1.6%	-1.7%	-0.1%	83	79	85	6
Total Labor Force	3,146	64.2%	3,205	66.5%	3,295	67.3%	3,260	67.7%	1.9%	2.8%	-1.1%	1.7%	59	90	35	55
Civilian, Employed	3,033	96.4%	2,972	92.7%	3,171	96.2%	3,137	96.2%	-2.0%	6.7%	-1.1%	5.6%	61	199	34	165
Civilian, Unemployed	113	3.6%	233	7.3%	124	3.8%	123	3.8%	106.2%	-46.8%	-0.8%	-47.2%	120	109	1	110
In Armed Forces	0	0.0%	0	0.0%	0	0.0%	0	0.0%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0	0	0	0
Not In Labor Force	1,755	35.8%	1,614	33.5%	1,603	32.7%	1,553	32.3%	-8.0%	-0.7%	-3.1%	-3.8%	141	11	50	61

Table prepared by MARKET METRICS LLC from Census based data supplied by esiteanalytics.com

City of Deer Park Income by Age of Head of Household 2010

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
\$ 0 - \$19,999	31	33.4%	48	8.3%	75	18.3%	40	7.4%	55	13.8%	32	13.9%	197	50.8%	479	18.16%	18.16%
\$ 20,000 - \$39,999	45	48.7%	74	12.7%	66	16.0%	188	34.6%	96	24.7%	69	29.8%	102	27.7%	639	24.24%	42.40%
\$ 40,000 - \$59,999	3	3.4%	213	36.6%	119	28.9%	103	19.0%	52	13.0%	57	24.7%	37	10.1%	583	22.13%	64.52%
\$ 60,000 - \$74,999	0	0.0%	49	8.4%	72	17.5%	66	12.3%	66	16.4%	33	14.5%	17	3.9%	303	11.49%	76.02%
\$ 75,000 - \$99,999	4	4.3%	130	22.4%	12	3.0%	68	12.6%	60	14.6%	6	2.6%	8	2.5%	289	10.98%	87.00%
\$100,000 - \$124,999	4	4.5%	44	7.5%	49	11.9%	68	12.6%	24	5.9%	17	7.7%	1	0.4%	208	7.87%	94.87%
\$125,000 - \$149,999	4	4.5%	17	2.9%	13	3.1%	7	1.3%	10	2.4%	7	3.0%	2	0.7%	60	2.26%	97.13%
\$150,000 +	1	1.2%	7	1.2%	5	1.3%	1	0.2%	38	9.1%	9	3.8%	14	4.0%	76	2.87%	100.00%
Total Households	93	3.54%	582	22.08%	411	15.58%	542	20.54%	400	15.16%	230	8.73%	379	14.36%	2,636	100.00%	
		3.54%		25.62%		41.20%		61.74%		76.90%		85.64%		100.00%			

Median Age of HH Head 49.4

Average Hhld Income \$58,396

Median Hhld Income \$47,422

Per Capita Income \$27,019

Aggregate HH Income \$153,958,180.92

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

City of Deer Park Income by Age of Head of Household 2018

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total			2010	2018	Changes
\$ 0 - \$19,999	16	19.4%	48	7.9%	53	12.6%	25	5.3%	56	13.1%	29	11.0%	175	44.7%	402	15.13%	15.13%	479	402	76
\$ 20,000 - \$39,999	43	52.1%	75	12.2%	65	15.4%	166	35.6%	72	16.8%	69	26.7%	84	22.6%	574	21.59%	36.72%	639	574	65
\$ 40,000 - \$59,999	4	5.2%	179	29.1%	109	25.7%	76	16.3%	51	12.0%	59	22.4%	53	14.4%	531	19.98%	56.70%	583	531	52
\$ 60,000 - \$74,999	0	0.0%	63	10.3%	81	19.1%	65	13.9%	70	15.9%	41	16.3%	22	5.0%	341	12.84%	69.53%	303	341	38
\$ 75,000 - \$99,999	9	10.9%	165	26.8%	17	4.1%	76	16.3%	92	21.3%	16	6.5%	21	5.7%	396	14.89%	84.42%	289	396	107
\$100,000 - \$124,999	7	8.6%	54	8.8%	66	15.7%	48	10.2%	40	9.3%	20	8.6%	7	1.9%	243	9.12%	93.55%	208	243	35
\$125,000 - \$149,999	3	3.8%	18	2.9%	26	6.2%	9	1.9%	10	2.2%	6	2.5%	6	1.9%	79	2.95%	96.50%	60	79	19
\$150,000 +	0	0.0%	13	2.1%	5	1.3%	2	0.4%	43	9.4%	16	6.0%	14	3.8%	93	3.50%	100.00%	76	93	17
Total Households	82	3.09%	615	23.13%	424	15.94%	466	17.51%	435	16.35%	255	9.60%	382	14.38%	2,659	100.00%		2,636	2,659	23
		3.09%		26.21%		42.15%		59.67%		76.02%		85.62%		100.00%						

Median Age of HH Head 49.6

2010-2018 Changes	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
2010	93	3.54%	582	22.08%	411	15.58%	542	20.54%	400	15.16%	230	8.73%	379	14.36%	2,636	100.00%	
2018	82	3.09%	615	23.13%	424	15.94%	466	17.51%	435	16.35%	255	9.60%	382	14.38%	2,659	100.00%	
Changes	11		33		13		76		35		25		4		23		

2010-2018 Changes

Average Hhld Income	\$64,437	\$6,041	10.3%
Median Hhld Income	\$53,776	\$6,354	13.4%
Per Capita Income	\$29,559	\$2,540	9.4%
Aggregate HH Income	\$171,360,922.57	\$17,402,742	11.3%

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

City of Deer Park Income by Age of Head of Household 2023

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total			2010	2023	Changes
\$ 0 - \$19,999	10	14.3%	39	7.0%	46	9.7%	19	4.5%	48	11.1%	27	9.0%	155	36.8%	345	12.90%	12.90%	479	345	134
\$ 20,000 - \$39,999	37	50.1%	62	11.0%	66	14.1%	132	31.1%	58	13.4%	74	24.9%	88	21.9%	518	19.38%	32.28%	639	518	122
\$ 40,000 - \$59,999	3	4.5%	133	23.7%	103	22.0%	62	14.6%	49	11.2%	62	20.5%	54	13.8%	466	17.46%	49.74%	583	466	117
\$ 60,000 - \$74,999	0	0.0%	60	10.7%	92	19.5%	58	13.8%	68	15.6%	44	15.3%	30	6.7%	352	13.19%	62.93%	303	352	49
\$ 75,000 - \$99,999	10	13.6%	162	28.7%	26	5.4%	81	19.2%	98	22.4%	24	8.4%	39	9.7%	439	16.42%	79.35%	289	439	149
\$100,000 - \$124,999	8	10.3%	61	10.8%	87	18.6%	58	13.6%	52	11.8%	28	10.0%	10	2.7%	304	11.39%	90.74%	208	304	97
\$125,000 - \$149,999	3	4.3%	30	5.3%	40	8.5%	12	2.8%	12	2.7%	9	3.3%	10	2.8%	116	4.35%	95.09%	60	116	57
\$150,000 +	2	2.7%	16	2.9%	11	2.3%	2	0.5%	52	11.7%	26	8.6%	23	5.7%	131	4.91%	100.00%	76	131	56
Total Households	73	2.75%	563	21.08%	470	17.59%	424	15.89%	437	16.38%	293	10.97%	410	15.34%	2,670	100.00%		2,636	2,670	34
		2.75%		23.83%		41.42%		57.31%		73.69%		84.66%		100.00%						

Median Age of HH Head 50.4

2010-2023 Changes	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
2010	93	3.54%	582	22.08%	411	15.58%	542	20.54%	400	15.16%	230	8.73%	379	14.36%	2,636	100.00%	
2023	73	2.75%	563	21.08%	470	17.59%	424	15.89%	437	16.38%	293	10.97%	410	15.34%	2,670	100.00%	
Changes	20		19		59		117		38		63		31		34		

2010-2023 Changes

Average Hhld Income	\$73,243	\$14,847	25.4%
Median Hhld Income	\$60,274	\$12,852	27.1%
Per Capita Income	\$33,863	\$6,844	25.3%
Aggregate HH Income	\$195,583,368.38	\$41,625,187	27.0%

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

EXHIBIT 7.

DEER PARK CENSUS TRACT REFERENCE MAP

CITY OF DEER PARK CENSUS TRACT MAP



EXHIBIT 8.

**DEER PARK CENSUS TRACT 39061023701
POPULATION AND HOUSEHOLD DEMOGRAPHICS**

Deer Park Census Tract 39061023701 Demographics 2000-2023

Population Demographics																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Population	3,132		2,991		3,059		3,040		-4.5%	2.3%	-0.6%	1.6%	141	68	19	49
Population Density (Pop/Sq Mi)	6,812.91		6,646.66		6,654.12		6,612.79		-2.4%	0.1%	-0.6%	-0.5%	166.2	7.5	41.3	200.1
Population by Gender																
Male	1,437	45.9%	1,414	47.3%	1,442	47.1%	1,424	46.8%	-1.6%	2.0%	-1.2%	0.7%	23	28	18	10
Female	1,695	54.1%	1,577	52.7%	1,617	52.9%	1,616	53.2%	-7.0%	2.5%	-0.1%	2.5%	118	40	1	39
Population by Age:																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
0 to 4	197	6.3%	186	6.2%	186	6.1%	171	5.6%	-5.6%	0.0%	-8.1%	-8.1%	11	0	15	15
5 to 14	320	10.2%	244	8.2%	260	8.5%	288	9.5%	-23.8%	6.6%	10.8%	18.0%	76	16	28	44
15 to 19	140	4.5%	146	4.9%	130	4.2%	126	4.1%	4.3%	-11.0%	-3.1%	-13.7%	6	16	4	20
20 to 24	141	4.5%	136	4.5%	132	4.3%	117	3.8%	-2.9%	-11.4%	-11.4%	-14.0%	5	4	15	19
25 to 34	515	16.4%	539	18.0%	601	19.6%	541	17.8%	4.7%	11.5%	-10.0%	0.4%	24	62	60	2
35 to 44	472	15.1%	358	12.0%	369	12.1%	403	13.3%	-24.2%	3.1%	9.2%	12.6%	114	11	34	45
45 to 54	322	10.3%	443	14.8%	395	12.9%	361	11.9%	37.6%	-10.8%	-8.6%	-18.5%	121	48	34	82
55 to 64	243	7.8%	354	11.8%	368	12.0%	375	12.3%	45.7%	4.0%	1.9%	5.9%	111	14	7	21
65 to 74	240	7.7%	203	6.8%	231	7.6%	256	8.4%	-15.4%	13.8%	10.8%	26.1%	37	28	25	53
75 to 84	316	10.1%	206	6.9%	187	6.1%	207	6.8%	-34.8%	-9.2%	10.7%	0.5%	110	19	20	1
85+	226	7.2%	176	5.9%	200	6.5%	195	6.4%	-22.1%	13.6%	-2.5%	10.8%	50	24	5	19
Total Median Age																
	2000 Census		2010 Census		2018 Estimate		2023 Projection									
	40.8		41.7		40.7		41.4									
Marital Status																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Married, Spouse Present	1,140	43.6%	997	38.9%	1,032	39.5%	1,015	39.3%	-12.5%	3.5%	-1.6%	1.8%	143	35	17	18
Married, Spouse Absent	189	7.2%	128	5.0%	120	4.6%	116	4.5%	-32.3%	-6.3%	-3.3%	-9.4%	61	8	4	12
Divorced	345	13.2%	310	12.1%	363	13.9%	358	13.9%	-10.1%	17.1%	-1.4%	15.5%	35	53	5	48
Widowed	328	12.5%	440	17.2%	329	12.6%	333	12.9%	34.1%	-25.2%	1.2%	-24.3%	112	111	4	107
Never Married	608	23.3%	686	26.8%	769	29.4%	759	29.4%	12.8%	12.1%	-1.3%	10.6%	78	83	10	73
Age 15+ Population	2,615		2,561		2,613		2,581		-2.1%	2.0%	-1.2%	0.8%	54	52	32	20
Educational Attainment																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Grade K - 8	171	7.3%	107	4.7%	81	3.4%	78	3.3%	-37.4%	-24.3%	-3.7%	-27.1%	64	26	3	29
Grade 9 - 11	297	12.7%	154	6.8%	137	5.8%	134	5.7%	-48.1%	-11.0%	-2.2%	-13.0%	143	17	3	20
High School Graduate	873	37.4%	806	35.4%	840	35.7%	835	35.7%	-7.7%	4.2%	-0.6%	3.6%	67	34	5	29
Some College, No Degree	436	18.7%	543	23.8%	526	22.4%	522	22.3%	24.5%	-3.1%	-0.8%	-3.9%	107	17	4	21
Associates Degree	110	4.7%	104	4.6%	115	4.9%	115	4.9%	-5.5%	10.6%	0.0%	10.6%	6	11	0	11
Bachelor's Degree	368	15.8%	393	17.2%	427	18.2%	426	18.2%	6.8%	8.7%	-0.2%	8.4%	25	34	1	33
Graduate Degree	61	2.6%	119	5.2%	162	6.9%	165	7.1%	95.1%	36.1%	1.9%	38.7%	58	43	3	46
No Schooling Completed	16	0.7%	53	2.3%	63	2.7%	63	2.7%	231.3%	18.9%	0.0%	18.9%	37	10	0	10
Age 25+ Population	2,332		2,279		2,351		2,338		-2.3%	3.2%	-0.6%	2.6%	53	72	13	59

Table prepared by MARKET METRICS LLC from Census based data supplied by esiteanalytics. Com

Deer Park Census Tract 39061023701 Demographics 2000-2023

Household Status																
Size of Household:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Households	1,385		1,367		1,379		1,384		-1.3%	0.9%	0.4%	1.2%	18	12	5	17
Size of Household:																
Size of Household:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
1 Person	591	42.7%	590	43.2%	573	41.6%	589	42.6%	-0.2%	-2.9%	2.8%	-0.2%	1	17	16	1
2 Person	406	29.3%	420	30.7%	441	32.0%	436	31.5%	3.4%	5.0%	-1.1%	3.8%	14	21	5	16
3 Person	176	12.7%	163	11.9%	171	12.4%	168	12.1%	-7.4%	4.9%	-1.8%	3.1%	13	8	3	5
4 Person	134	9.7%	128	9.4%	128	9.3%	125	9.0%	-4.5%	0.0%	-2.3%	-2.3%	6	0	3	3
5 Person	85	6.1%	46	3.4%	46	3.3%	46	3.3%	-45.9%	0.0%	0.0%	0.0%	39	0	0	0
6 Person	0	0.0%	13	1.0%	13	0.9%	13	0.9%	#DIV/0!	0.0%	0.0%	0.0%	13	0	0	0
7 + Person	0	0.0%	7	0.5%	7	0.5%	7	0.5%	#DIV/0!	0.0%	0.0%	0.0%	7	0	0	0
Avg Household Size	2.10		2.05		2.06		2.04		-2.4%	0.5%	-1.0%	-0.5%	0	0	0	0
Length of Residence (Years):																
Average Length of Residence	n/a		16.4		16.3		19.8		n/a	-0.4%	21.8%	21.3%	n/a	-0.1	3.6	3.5
Family Status																
Households Type and Presence of Children:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Households	1,385		1,367		1,379		1,384		-1.3%	0.9%	0.4%	1.2%	18	12	5	17
Family Households	745		1,088		1,089		1,096		46.0%	0.1%	0.6%	0.7%	343	1	7	8
One Person, Female Householder	n/a	n/a	358	26.2%	346	25.1%	356	25.7%	n/a	-3.4%	2.9%	-0.6%	n/a	12	10	2
One Person, Male Householder	n/a	n/a	232	17.0%	227	16.5%	233	16.8%	n/a	-2.2%	2.6%	0.4%	n/a	5	6	1
Two+ people, Husband-Wife Family, Own Children	n/a	n/a	185	13.5%	197	14.3%	194	14.0%	n/a	6.5%	-1.5%	4.9%	n/a	12	3	9
Two+ people, Husband-Wife Family, No Own Children	n/a	n/a	313	22.9%	319	23.1%	313	22.6%	n/a	1.9%	-1.9%	0.0%	n/a	6	6	0
Non-family Households																
Two+ people, Female Householder	n/a	n/a	36	2.6%	48	3.5%	50	3.6%	n/a	33.3%	4.2%	38.9%	n/a	12	2	14
Two+ people, Male Householder	n/a	n/a	59	4.3%	68	4.9%	69	5.0%	n/a	15.3%	1.5%	16.9%	n/a	9	1	10
Other Family Households																
Female Householder, No Own Children	n/a	n/a	64	4.6%	67	4.9%	65	4.7%	n/a	4.7%	-3.0%	1.6%	n/a	3	2	1
Male Householder, No Own Children	n/a	n/a	27	2.0%	25	1.8%	25	1.8%	n/a	-7.4%	0.0%	-7.4%	n/a	2	0	2
Female Householder, Own Children	n/a	n/a	60	4.4%	54	3.9%	52	3.8%	n/a	-10.0%	-3.7%	-13.3%	n/a	6	2	8
Male Householder, Own Children	n/a	n/a	33	2.4%	28	2.0%	27	2.0%	n/a	-15.2%	-3.6%	-18.2%	n/a	5	1	6
Employment																
Total Population 16+	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Population 16+	2,578		2,524		2,593		2,559		-2.1%	2.7%	-1.3%	1.4%	54	69	34	35
Total Labor Force	1,566	60.7%	1,635	64.8%	1,702	65.6%	1,692	66.1%	4.4%	4.1%	-0.6%	3.5%	69	67	10	57
Civilian, Employed	1,517	96.9%	1,523	93.2%	1,642	96.5%	1,633	96.5%	0.4%	7.8%	-0.5%	7.2%	6	119	9	110
Civilian, Unemployed	49	3.1%	112	6.9%	60	3.5%	59	3.5%	128.6%	-46.4%	-1.7%	-47.3%	63	52	1	53
In Armed Forces	0	0.0%	0	0.0%	0	0.0%	0	0.0%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0	0	0	0
Not In Labor Force	1,012	39.3%	889	35.2%	891	34.4%	867	33.9%	-12.2%	0.2%	-2.7%	-2.5%	123	2	24	22

Table prepared by MARKET METRICS LLC from Census based data supplied by esiteanalytics.com

Deer Park Census Tract 39061023701 Income by Age of Head of Household 2010

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
\$ 0 - \$19,999	2	6.1%	25	8.7%	31	14.9%	36	13.8%	1	0.4%	29	24.6%	157	62.8%	281	20.56%	20.56%
\$ 20,000 - \$39,999	28	84.8%	41	14.2%	33	15.9%	94	36.2%	75	34.9%	22	18.5%	49	21.0%	342	25.02%	45.57%
\$ 40,000 - \$59,999	0	0.0%	91	31.5%	59	28.4%	35	13.5%	22	10.3%	27	23.5%	12	5.0%	246	18.00%	63.57%
\$ 60,000 - \$74,999	0	0.0%	28	9.7%	41	19.7%	34	13.1%	54	24.6%	16	14.6%	15	4.8%	188	13.75%	77.32%
\$ 75,000 - \$99,999	0	0.0%	69	23.9%	6	2.9%	36	13.8%	23	10.4%	4	3.5%	8	4.5%	146	10.68%	88.00%
\$100,000 - \$124,999	3	9.1%	21	7.3%	29	13.9%	20	7.7%	15	7.0%	4	4.0%	1	0.7%	93	6.80%	94.81%
\$125,000 - \$149,999	0	0.0%	12	4.2%	5	2.4%	4	1.5%	9	4.1%	7	6.1%	1	0.7%	38	2.78%	97.59%
\$150,000 +	0	0.0%	2	0.7%	4	1.9%	1	0.4%	18	8.2%	6	5.1%	2	0.6%	33	2.41%	100.00%
Total Households	33	2.41%	289	21.14%	208	15.22%	260	19.02%	217	15.87%	115	8.41%	245	17.92%	1,367	100.00%	
		2.41%		23.56%		38.77%		57.79%		73.67%		82.08%		100.00%			

Median Age of HH Head 50.9

Average Hhld Income \$55,253

Median Hhld Income \$46,717

Per Capita Income \$26,056

Aggregate HH Income \$75,531,370.38

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

Deer Park Census Tract 39061023701 Income by Age of Head of Household 2018

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total			2010	2018	Changes
\$ 0 - \$19,999	1	3.4%	31	10.1%	22	10.6%	22	9.6%	7	3.2%	23	16.1%	131	51.4%	237	17.19%	17.19%	281	237	44
\$ 20,000 - \$39,999	23	79.3%	39	12.7%	25	12.1%	78	34.1%	51	22.7%	31	22.5%	47	21.6%	294	21.32%	38.51%	342	294	48
\$ 40,000 - \$59,999	1	3.4%	79	25.8%	53	25.6%	28	12.2%	25	11.3%	31	22.1%	20	8.1%	237	17.19%	55.69%	246	237	9
\$ 60,000 - \$74,999	0	0.0%	34	11.1%	43	20.8%	39	17.0%	51	22.6%	20	15.8%	20	6.7%	207	15.01%	70.70%	188	207	19
\$ 75,000 - \$99,999	1	3.4%	79	25.8%	8	3.9%	41	17.9%	45	20.0%	10	8.3%	16	6.7%	200	14.50%	85.21%	146	200	54
\$100,000 - \$124,999	3	10.3%	28	9.2%	46	22.2%	14	6.1%	22	10.1%	4	3.4%	6	2.4%	123	8.92%	94.13%	93	123	30
\$125,000 - \$149,999	0	0.0%	12	3.9%	6	2.9%	6	2.6%	9	3.8%	6	4.7%	3	1.6%	42	3.05%	97.17%	38	42	4
\$150,000 +	0	0.0%	4	1.3%	4	1.9%	1	0.4%	15	6.3%	10	7.1%	5	1.5%	39	2.83%	100.00%	33	39	6
Total Households	29	2.10%	306	22.19%	207	15.01%	229	16.61%	225	16.32%	135	9.79%	248	17.98%	1,379	100.00%		1,367	1,379	12
		2.10%		24.29%		39.30%		55.91%		72.23%		82.02%		100.00%						

Median Age of HH Head 51.6

2010-2018 Changes	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
2010	33	2.41%	289	21.14%	208	15.22%	260	19.02%	217	15.87%	115	8.41%	245	17.92%	1,367	100.00%	
2018	29	2.10%	306	22.19%	207	15.01%	229	16.61%	225	16.32%	135	9.79%	248	17.98%	1,379	100.00%	
Changes	4		17		1		31		8		20		3		12		

2010-2018 Changes

Average Hhld Income	\$61,634	\$6,381	11.5%
Median Hhld Income	\$54,651	\$7,934	17.0%
Per Capita Income	\$28,647	\$2,591	9.9%
Aggregate HH Income	\$84,993,865.36	\$9,462,495	12.5%

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

Deer Park Census Tract 39061023701 Income by Age of Head of Household 2023

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total			2010	2023	Changes
\$ 0 - \$19,999	1	4.0%	25	9.1%	18	7.9%	17	8.2%	7	3.1%	23	13.9%	114	41.5%	205	14.81%	14.81%	281	205	76
\$ 20,000 - \$39,999	20	80.0%	32	11.6%	30	13.2%	63	30.4%	37	16.4%	37	23.3%	50	20.5%	269	19.44%	34.25%	342	269	73
\$ 40,000 - \$59,999	0	0.0%	56	20.3%	50	21.9%	22	10.6%	26	11.7%	29	18.3%	23	9.3%	206	14.88%	49.13%	246	206	40
\$ 60,000 - \$74,999	0	0.0%	32	11.6%	48	21.1%	34	16.4%	49	21.5%	19	12.9%	27	9.3%	209	15.10%	64.23%	188	209	21
\$ 75,000 - \$99,999	1	4.0%	75	27.2%	9	3.9%	43	20.8%	48	21.1%	15	10.3%	33	12.9%	224	16.19%	80.42%	146	224	78
\$100,000 - \$124,999	3	12.0%	32	11.6%	56	24.6%	18	8.7%	29	12.9%	7	5.0%	8	2.9%	153	11.05%	91.47%	93	153	60
\$125,000 - \$149,999	0	0.0%	19	6.9%	10	4.4%	9	4.3%	11	4.7%	9	6.2%	3	1.5%	61	4.41%	95.88%	38	61	23
\$150,000 +	0	0.0%	5	1.8%	7	3.1%	1	0.5%	20	8.5%	16	10.0%	8	2.2%	57	4.12%	100.00%	33	57	24
Total Households	25	1.81%	276	19.94%	228	16.47%	207	14.96%	227	16.40%	155	11.20%	266	19.22%	1,384	100.00%		1,367	1,384	17
		1.81%		21.75%		38.22%		53.18%		69.58%		80.78%		100.00%						

Median Age of HH Head 53.0

2010-2023 Changes	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
2010	33	2.41%	289	21.14%	208	15.22%	260	19.02%	217	15.87%	115	8.41%	245	17.92%	1,367	100.00%	
2023	25	1.81%	276	19.94%	228	16.47%	207	14.96%	227	16.40%	155	11.20%	266	19.22%	1,384	100.00%	
Changes	8		13		20		53		10		40		21		17		

2010-2023 Changes

Average Hhld Income	\$69,363	\$14,110	25.5%
Median Hhld Income	\$60,892	\$14,175	30.3%
Per Capita Income	\$32,458	\$6,402	24.6%
Aggregate HH Income	\$95,999,002.39	\$20,467,632	27.1%

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

EXHIBIT 9.

**DEER PARK CENSUS TRACT 39061023702
POPULATION AND HOUSEHOLD DEMOGRAPHICS**

Deer Park Census Tract 39061023702 Demographics 2000-2023

Population Demographics																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Population	2,787		2,636		2,667		2,656		-5.4%	1.2%	-0.4%	0.8%	151	31	11	20
Population Density (Pop/Sq Mi)	6,809.15		6,276.18		6,515.97		6,489.09		-7.8%	3.8%	-0.4%	3.4%	533.0	239.8	26.9	320.1
Population by Gender																
Male	1,317	47.3%	1,265	48.0%	1,279	48.0%	1,276	48.0%	-3.9%	1.1%	-0.2%	0.9%	52	14	3	11
Female	1,470	52.7%	1,371	52.0%	1,388	52.0%	1,380	52.0%	-6.7%	1.2%	-0.6%	0.7%	99	17	8	9
Population by Age:																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
0 to 4	159	5.7%	196	7.4%	200	7.5%	198	7.5%	23.3%	2.0%	-1.0%	1.0%	37	4	2	2
5 to 14	391	14.0%	253	9.6%	267	10.0%	302	11.4%	-35.3%	5.5%	13.1%	19.4%	138	14	35	49
15 to 19	173	6.2%	121	4.6%	109	4.1%	106	4.0%	-30.1%	-9.9%	-2.8%	-12.4%	52	12	3	15
20 to 24	138	5.0%	185	7.0%	150	5.6%	126	4.7%	34.1%	-18.9%	-16.0%	-31.9%	47	35	24	59
25 to 34	431	15.5%	521	19.8%	582	21.8%	530	20.0%	20.9%	11.7%	-8.9%	1.7%	90	61	52	9
35 to 44	517	18.6%	354	13.4%	380	14.2%	417	15.7%	-31.5%	7.3%	9.7%	17.8%	163	26	37	63
45 to 54	340	12.2%	413	15.7%	343	12.9%	310	11.7%	34.3	-16.9%	-9.6%	-24.9%	73	70	33	103
55 to 64	209	7.5%	275	10.4%	315	11.8%	312	11.7%	31.6%	14.5%	-1.0%	13.5%	66	40	3	37
65 to 74	194	7.0%	153	5.8%	159	6.0%	181	6.8%	-21.1%	3.9%	13.8%	18.3%	41	6	22	28
75 to 84	167	6.0%	118	4.5%	111	4.2%	122	4.6%	-29.3%	-5.9%	9.9%	3.4%	49	7	11	4
85+	68	2.4%	47	1.8%	51	1.9%	52	2.0%	-30.9%	8.5%	2.0%	10.6%	21	4	1	5
Total Median Age																
	2000 Census		2010 Census		2018 Estimate		2023 Projection									
	36.5		36.0		35.5		36.3									
Marital Status																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Married, Spouse Present	1,110	49.6%	1,020	46.6%	1,008	45.8%	996	46.2%	-8.1%	-1.2%	-1.2%	-2.4%	90	12	12	24
Married, Spouse Absent	71	3.2%	46	2.1%	51	2.3%	51	2.4%	-35.2%	10.9%	0.0%	10.9%	25	5	0	5
Divorced	295	13.2%	228	10.4%	285	13.0%	275	12.8%	-22.7%	25.0%	-3.5%	20.6%	67	57	10	47
Widowed	203	9.1%	143	6.5%	129	5.9%	124	5.8%	-29.6%	-9.8%	-3.9%	-13.3%	60	14	5	19
Never Married	558	24.9%	750	34.3%	727	33.1%	710	32.9%	34.4%	-3.1%	-2.3%	-5.3%	192	23	17	40
Age 15+ Population	2,237		2,187		2,200		2,156		-2.2%	0.6%	-2.0%	-1.4%	50	13	44	31
Educational Attainment																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Grade K - 8	104	5.4%	137	7.3%	94	4.8%	91	4.7%	31.7%	-31.4%	-3.2%	-33.6%	33	43	3	46
Grade 9 - 11	238	12.4%	143	7.6%	136	7.0%	134	7.0%	-39.9%	-4.9%	-1.5%	-6.3%	95	7	2	9
High School Graduate	743	38.7%	583	31.0%	613	31.6%	607	31.6%	-21.5%	5.1%	-1.0%	4.1%	160	30	6	24
Some College, No Degree	412	21.5%	349	18.6%	337	17.4%	330	17.2%	-15.3%	-3.4%	-2.1%	-5.4%	63	12	7	19
Associates Degree	104	5.4%	194	10.3%	193	9.9%	191	9.9%	86.5%	-0.5%	-1.0%	-1.5%	90	1	2	3
Bachelor's Degree	235	12.2%	376	20.0%	449	23.1%	451	23.4%	60.0%	19.4%	0.4%	19.9%	141	73	2	75
Graduate Degree	76	4.0%	90	4.8%	108	5.6%	109	5.7%	18.4%	20.0%	0.9%	21.1%	14	18	1	19
No Schooling Completed	9	0.5%	9	0.5%	11	0.6%	11	0.6%	0.0%	22.2%	0.0%	22.2%	0	2	0	2
Age 25+ Population	1,921		1,881		1,941		1,924		-2.1%	3.2%	-0.9%	2.3%	40	60	17	43

Table prepared by MARKET METRICS LLC from Census based data supplied by esiteanalytics. Com

Deer Park Census Tract 39061023702 Demographics 2000-2023

Household Status																
Size of Household:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Households	1,222		1,206		1,217		1,223		-1.3%	0.9%	0.5%	1.4%	16	11	6	17
Size of Household:																
Size of Household:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
1 Person	434	35.5%	431	35.7%	425	34.9%	436	35.7%	-0.7%	-1.4%	2.6%	1.2%	3	6	11	5
2 Person	387	31.7%	407	33.8%	421	34.6%	420	34.3%	5.2%	3.4%	-0.2%	3.2%	20	14	1	13
3 Person	166	13.6%	193	16.0%	196	16.1%	194	15.9%	16.3%	1.6%	-1.0%	0.5%	27	3	2	1
4 Person	142	11.6%	96	8.0%	96	7.9%	95	7.8%	-32.4%	0.0%	-1.0%	-1.0%	46	0	1	1
5 Person	65	5.3%	58	4.8%	58	4.8%	57	4.7%	-10.8%	0.0%	-1.7%	-1.7%	7	0	1	1
6 Person	22	1.8%	16	1.3%	16	1.3%	16	1.3%	-27.3%	0.0%	0.0%	0.0%	6	0	0	0
7 + Person	4	0.3%	5	0.4%	5	0.4%	5	0.4%	25.0%	0.0%	0.0%	0.0%	1	0	0	0
Avg Household Size	2.27		2.18		2.19		2.17		-4.0%	0.5%	-0.9%	-0.5%	0.09	0.01	0.02	0.01
Length of Residence (Years):																
Average Length of Residence	n/a		16.9		16.9		20.4		n/a	0.0%	20.4%	20.4%	n/a	0.0	3.5	3.5
Family Status																
Households Type and Presence of Children:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Households	1,222		1,206		1,217		1,223		-1.3%	0.9%	0.5%	1.4%	16	11	6	17
Family Households	764		939		929		934		22.9%	-1.1%	0.5%	-0.5%	175	10	5	5
One Person, Female Householder	n/a	n/a	257	21.3%	248	20.4%	253	20.7%	n/a	-3.5%	2.0%	-1.6%	n/a	9	5	4
One Person, Male Householder	n/a	n/a	174	14.4%	177	14.5%	183	15.0%	n/a	1.7%	3.4%	5.2%	n/a	3	6	9
Two+ people, Husband-Wife Family, Own Children	n/a	n/a	198	16.4%	212	17.4%	212	17.3%	n/a	7.1%	0.0%	7.1%	n/a	14	0	14
Two+ people, Husband-Wife Family, No Own Children	n/a	n/a	310	25.7%	292	24.0%	286	23.4%	n/a	-5.8%	-2.1%	-7.7%	n/a	18	6	24
Non-family Households																
Two+ people, Female Householder	n/a	n/a	43	3.6%	56	4.6%	59	4.8%	n/a	30.2%	5.4%	37.2%	n/a	13	3	16
Two+ people, Male Householder	n/a	n/a	48	4.0%	51	4.2%	51	4.2%	n/a	6.3%	0.0%	6.3%	n/a	3	0	3
Other Family Households																
Female Householder, No Own Children	n/a	n/a	58	4.8%	74	6.1%	75	6.1%	n/a	27.6%	1.4%	29.3%	n/a	16	1	17
Male Householder, No Own Children	n/a	n/a	24	2.0%	23	1.9%	23	1.9%	n/a	-4.2%	0.0%	-4.2%	n/a	1	0	1
Female Householder, Own Children	n/a	n/a	67	5.5%	58	4.8%	55	4.5%	n/a	-13.4%	-5.2%	-17.9%	n/a	9	3	12
Male Householder, Own Children	n/a	n/a	27	2.2%	26	2.1%	26	2.1%	n/a	-3.7%	0.0%	-3.7%	n/a	1	0	1
Employment																
Total Population 16+	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Population 16+	2,186		2,166		2,177		2,132		-0.9%	0.5%	-2.1%	-1.6%	20	11	45	34
Total Labor Force	1,484	67.9%	1,477	68.2%	1,499	68.9%	1,478	69.3%	-0.5%	1.5%	-1.4%	0.1%	7	22	21	1
Civilian, Employed	1,427	96.2%	1,368	92.6%	1,441	96.1%	1,420	96.1%	-4.1%	5.3%	-1.5%	3.8%	59	73	21	52
Civilian, Unemployed	57	3.8%	109	7.4%	58	3.9%	58	3.9%	91.2%	-46.8%	0.0%	-46.8%	52	51	0	51
In Armed Forces	0	0.0%	0	0.0%	0	0.0%	0	0.0%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0	0	0	0
Not In Labor Force	702	32.1%	689	31.8%	678	31.1%	654	30.7%	-1.9%	-1.6%	-3.5%	-5.1%	13	11	24	35

Table prepared by MARKET METRICS LLC from Census based data supplied by esiteanalytics.com

Deer Park Census Tract 39061023702 Income by Age of Head of Household 2010

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
\$ 0 - \$19,999	28	48.3%	21	7.5%	42	21.8%	1	0.4%	49	30.5%	0	0.0%	37	30.3%	178	14.76%	14.76%
\$ 20,000 - \$39,999	17	29.3%	33	11.7%	27	14.0%	90	33.3%	20	11.5%	44	40.9%	47	37.9%	278	23.05%	37.81%
\$ 40,000 - \$59,999	3	5.2%	121	43.1%	57	29.5%	67	24.8%	29	16.3%	30	28.4%	25	19.8%	332	27.53%	65.34%
\$ 60,000 - \$74,999	0	0.0%	20	7.1%	31	16.1%	31	11.5%	13	8.0%	16	15.3%	2	1.7%	113	9.37%	74.71%
\$ 75,000 - \$99,999	4	6.9%	57	20.3%	6	3.1%	31	11.5%	37	20.6%	1	0.9%	0	0.0%	136	11.28%	85.99%
\$100,000 - \$124,999	1	1.7%	20	7.1%	21	10.9%	47	17.4%	9	4.4%	13	11.6%	0	0.0%	111	9.20%	95.19%
\$125,000 - \$149,999	4	6.9%	5	1.8%	8	4.1%	3	1.1%	0	0.0%	0	0.0%	1	0.8%	21	1.74%	96.93%
\$150,000 +	1	1.7%	4	1.4%	1	0.5%	0	0.0%	16	8.6%	3	2.9%	12	9.6%	37	3.07%	100.00%
Total Households	58	4.81%	281	23.30%	193	16.00%	270	22.39%	173	14.34%	107	8.87%	124	10.28%	1,206	100.00%	
		4.81%		28.11%		44.11%		66.50%		80.85%		89.72%		100.00%			

Median Age of HH Head 47.8

Average Hhld Income \$61,653

Median Hhld Income \$48,323

Per Capita Income \$28,217

Aggregate HH Income \$74,354,461.29

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

Deer Park Census Tract 39061023702 Income by Age of Head of Household 2018

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total			2010	2018	Changes
\$ 0 - \$19,999	14	27.5%	16	5.4%	29	14.1%	0	0.0%	46	23.5%	4	3.7%	42	34.0%	151	12.41%	12.41%	178	151	27
\$ 20,000 - \$39,999	19	37.3%	36	12.1%	34	16.5%	86	37.9%	20	10.4%	36	31.9%	31	24.8%	262	21.53%	33.94%	278	262	16
\$ 40,000 - \$59,999	3	5.9%	100	33.7%	53	25.7%	47	20.7%	26	13.0%	28	24.6%	32	25.0%	289	23.75%	57.68%	332	289	43
\$ 60,000 - \$74,999	0	0.0%	29	9.8%	38	18.4%	24	10.6%	19	9.4%	18	16.2%	2	1.6%	130	10.68%	68.36%	113	130	17
\$ 75,000 - \$99,999	8	15.7%	80	26.9%	9	4.4%	33	14.5%	47	23.7%	4	3.6%	5	3.9%	186	15.28%	83.65%	136	186	50
\$100,000 - \$124,999	4	7.8%	22	7.4%	22	10.7%	33	14.5%	18	8.7%	16	14.7%	1	0.9%	116	9.53%	93.18%	111	116	5
\$125,000 - \$149,999	3	5.9%	6	2.0%	20	9.7%	3	1.3%	0	0.0%	0	0.0%	3	2.6%	35	2.88%	96.06%	21	35	14
\$150,000 +	0	0.0%	8	2.7%	1	0.5%	1	0.4%	23	11.3%	6	5.3%	9	7.2%	48	3.94%	100.00%	37	48	11
Total Households	51	4.19%	297	24.40%	206	16.93%	227	18.65%	199	16.35%	112	9.20%	125	10.27%	1,217	100.00%		1,206	1,217	11
		4.19%		28.59%		45.52%		64.17%		80.53%		89.73%		100.00%						

Median Age of HH Head 47.5

2010-2018 Changes	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
2010	58	4.81%	281	23.30%	193	16.00%	270	22.39%	173	14.34%	107	8.87%	124	10.28%	1,206	100.00%	
2018	51	4.19%	297	24.40%	206	16.93%	227	18.65%	199	16.35%	112	9.20%	125	10.27%	1,217	100.00%	
Changes	7		16		13		43		26		5		1		11		

2010-2018 Changes

Average Hhld Income	\$67,351	\$5,698	9.2%
Median Hhld Income	\$53,209	\$4,886	10.1%
Per Capita Income	\$30,744	\$2,527	9.0%
Aggregate HH Income	\$81,967,217.68	\$7,612,756	10.2%

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

Deer Park Census Tract 39061023702 Income by Age of Head of Household 2023

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total			2010	2023	Changes
\$ 0 - \$19,999	9	19.6%	13	4.7%	25	10.9%	0	0.0%	39	19.5%	3	2.5%	39	29.2%	128	10.47%	10.47%	178	128	50
\$ 20,000 - \$39,999	16	34.8%	30	10.9%	30	13.0%	68	32.5%	20	10.1%	35	26.8%	33	25.0%	232	18.97%	29.44%	278	232	46
\$ 40,000 - \$59,999	3	6.5%	77	28.0%	50	21.7%	39	18.7%	22	11.0%	33	25.0%	31	23.0%	255	20.85%	50.29%	332	255	77
\$ 60,000 - \$74,999	0	0.0%	28	10.2%	44	19.1%	23	11.0%	20	9.9%	22	17.3%	2	1.6%	139	11.37%	61.65%	113	139	26
\$ 75,000 - \$99,999	9	19.6%	82	29.8%	16	7.0%	36	17.2%	49	24.6%	6	4.7%	6	4.3%	204	16.68%	78.33%	136	204	68
\$100,000 - \$124,999	4	8.7%	24	8.7%	33	14.3%	39	18.7%	23	11.4%	20	16.1%	2	1.4%	145	11.86%	90.19%	111	145	34
\$125,000 - \$149,999	3	6.5%	11	4.0%	29	12.6%	3	1.4%	0	0.0%	0	0.0%	7	5.2%	53	4.33%	94.52%	21	53	32
\$150,000 +	2	4.3%	10	3.6%	3	1.3%	1	0.5%	27	13.4%	10	7.6%	14	10.2%	67	5.48%	100.00%	37	67	30
Total Households	46	3.76%	275	22.49%	230	18.81%	209	17.09%	200	16.35%	129	10.55%	134	10.96%	1,223	100.00%		1,206	1,223	17
		3.76%		26.25%		45.05%		62.14%		78.50%		89.04%		100.00%						

Median Age of HH Head 47.8

2010-2023 Changes	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
2010	58	4.81%	281	23.30%	193	16.00%	270	22.39%	173	14.34%	107	8.87%	124	10.28%	1,206	100.00%	
2023	46	3.76%	275	22.49%	230	18.81%	209	17.09%	200	16.35%	129	10.55%	134	10.96%	1,223	100.00%	
Changes	12		6		37		61		27		22		10		17		

2010-2023 Changes

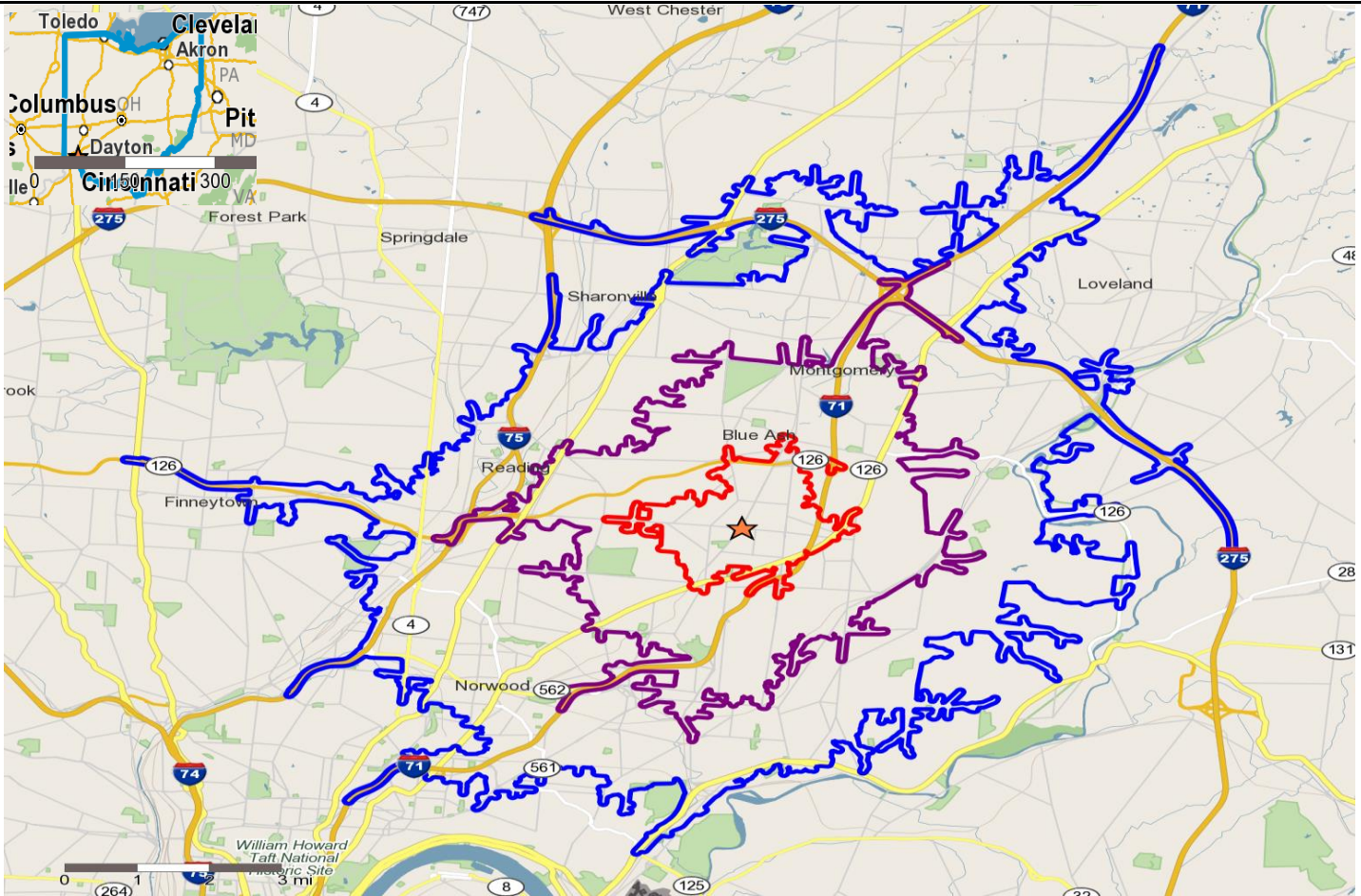
Average Hhld Income	\$77,340	\$15,687	25.4%
Median Hhld Income	\$59,681	\$11,358	23.5%
Per Capita Income	\$35,623	\$7,406	26.2%
Aggregate HH Income	\$94,588,034.24	\$20,233,573	27.2%

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

EXHIBIT 10.

**5-15 MINUTES DRIVE-TIME AREAS
MARKET CONTEXT REFERENCE MAP**

5 TO 15-MINUTE DRIVE-TIME AREAS MAP FROM THE INTERSECTION OF BLUE ASH ROAD AND EAST GALBRAITH ROAD

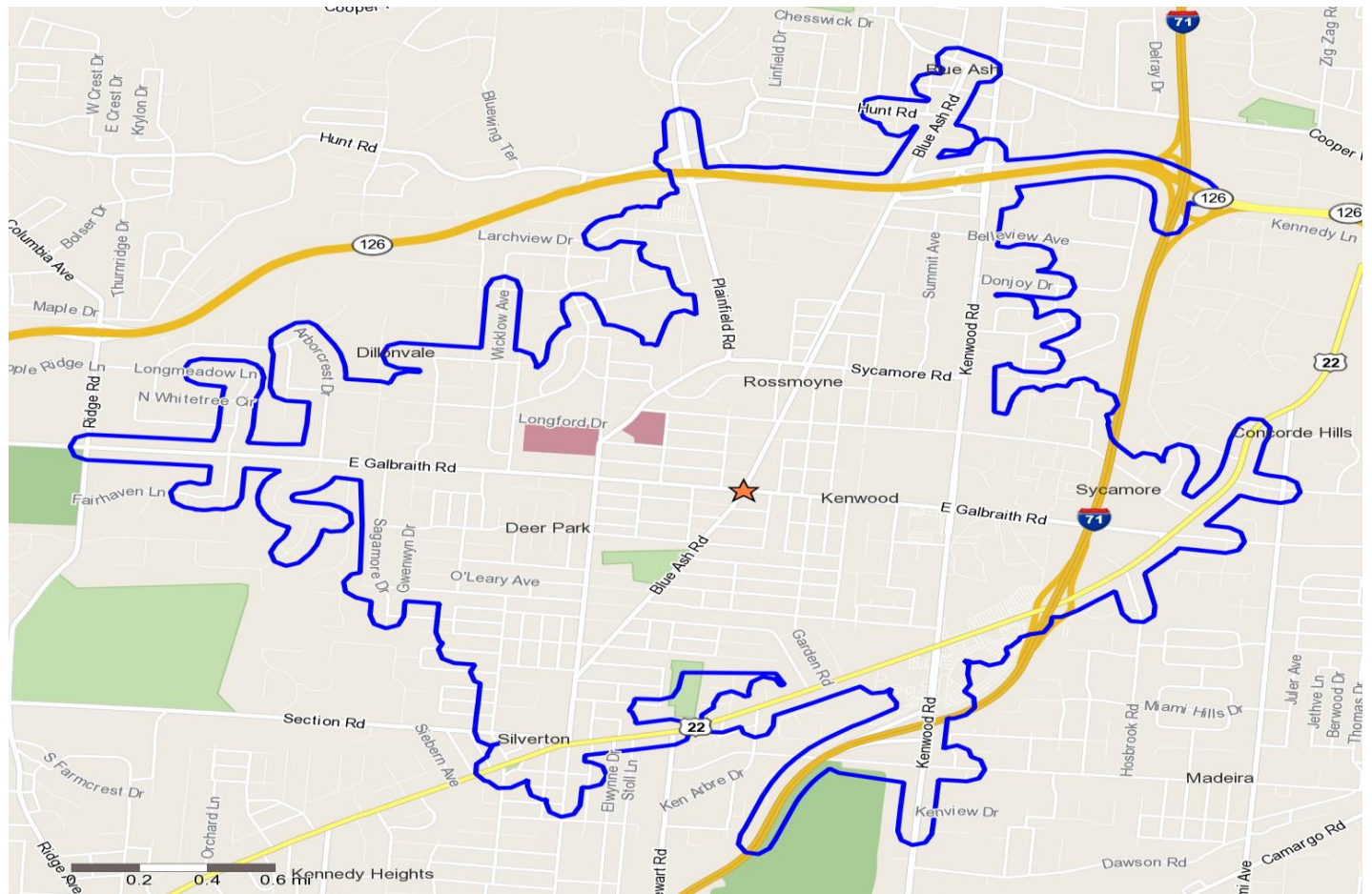


- Trade Area (in drivetime minutes) - 5
- Trade Area (in drivetime minutes) - 10
- Trade Area (in drivetime minutes) - 15

EXHIBIT 11.

5 MINUTES DRIVE-TIME AREA REFERENCE MAP

FIVE-MINUTE DRIVE-TIME AREA FROM THE INTERSECTION OF BLUE ASH ROAD AND EAST GALBRAITH ROAD



Trade Area (in drivetime minutes) - 5

EXHIBIT 12.

**5 MINUTES DRIVE-TIME AREA
POPULATION AND HOUSEHOLD DEMOGRAPHICS**

Deer Park Five-Minute Drive-Time Area Demographics 2000-2023

Population Demographics																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Population	16,646		15,904		16,163		16,043		-4.5%	1.6%	-0.7%	0.9%	742	259	120	139
Population Density (Pop/Sq Mi)	3,557.07		3,902.89		3,453.84		3,428.25		9.7%	-11.5%	-0.7%	-12.2%	345.8	449.1	25.6	128.8
Population by Gender																
Male	7,642	45.9%	7,535	47.4%	7,700	47.6%	7,651	47.7%	-1.4%	2.2%	-0.6%	1.5%	107	165	49	116
Female	9,003	54.1%	8,369	52.6%	8,463	52.4%	8,392	52.3%	-7.0%	1.1%	-0.8%	0.3%	634	94	71	23
Population by Age:																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
0 to 4	929	5.6%	973	6.1%	998	6.2%	995	6.2%	4.7%	2.6%	-0.3%	2.3%	44	25	3	22
5 to 14	1,899	11.4%	1,586	10.0%	1,626	10.1%	1,690	10.5%	-16.5%	2.5%	3.9%	6.5%	313	40	64	104
15 to 19	935	5.6%	787	4.9%	761	4.7%	752	4.7%	-15.9%	-3.3%	-1.2%	-4.5%	148	26	9	35
20 to 24	806	4.8%	829	5.2%	754	4.7%	699	4.4%	2.9%	-9.1%	-7.2%	-15.7%	23	76	54	130
25 to 34	2,469	14.8%	2,520	15.8%	2,749	17.0%	2,527	15.7%	2.1%	9.1%	-8.1%	0.3%	51	229	223	6
35 to 44	2,646	15.9%	1,938	12.2%	2,026	12.5%	2,167	13.5%	-26.7%	4.5%	7.0%	11.8%	707	88	141	229
45 to 54	2,003	12.0%	2,456	15.4%	2,269	13.0%	2,099	13.0%	-14.5%	-14.5%	-11.1%	-24.0%	453	357	232	589
55 to 64	1,389	8.3%	1,974	12.4%	2,213	13.7%	2,136	13.3%	42.1%	12.1%	-3.5%	8.2%	584	239	77	162
65 to 74	1,494	9.0%	1,142	7.2%	1,336	8.3%	1,551	9.7%	-23.6%	17.0%	16.0%	35.8%	352	194	214	409
75 to 84	1,484	8.9%	1,052	6.6%	911	5.6%	1,013	6.3%	-29.1%	-13.4%	11.2%	-3.8%	431	141	102	40
85+	592	3.6%	647	4.1%	690	4.3%	647	4.0%	9.3%	6.6%	-6.2%	0.0%	55	43	43	0
Total Median Age																
	2000 Census		2010 Census		2018 Estimate		2023 Projection									
	39.7		41.5		40.5		40.9									
Marital Status																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Married, Spouse Present	6,789	49.1%	6,304	47.2%	5,978	44.2%	5,881	44.0%	-7.1%	-5.2%	-1.6%	-6.7%	485	326	97	423
Married, Spouse Absent	523	3.8%	410	3.1%	436	3.2%	435	3.3%	-21.6%	6.3%	-0.2%	6.1%	113	26	1	25
Divorced	1,564	11.3%	1,474	11.0%	1,952	14.4%	1,929	14.4%	-5.8%	32.4%	-1.2%	30.9%	90	478	23	455
Widowed	1,566	11.3%	1,430	10.7%	1,158	8.6%	1,144	8.6%	-8.7%	-19.0%	-1.2%	-20.0%	136	272	14	286
Never Married	3,399	24.6%	3,726	27.9%	4,015	29.7%	3,969	29.7%	9.6%	7.8%	-1.1%	6.5%	327	289	46	243
Age 15+ Population	13,818		13,345		13,539		13,358		-3.4%	1.5%	-1.3%	0.1%	473	194	181	13
Educational Attainment																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Grade K - 8	499	4.1%	340	2.9%	246	2.0%	238	2.0%	-31.9%	-27.6%	-3.2%	-29.9%	159	94	8	102
Grade 9 - 11	1,374	11.4%	830	7.1%	710	5.9%	689	5.8%	-39.6%	-14.5%	-2.9%	-17.0%	544	120	21	141
High School Graduate	3,898	32.2%	3,372	28.8%	3,542	29.5%	3,511	29.5%	-13.5%	5.0%	-0.9%	4.1%	526	170	31	139
Some College, No Degree	2,569	21.2%	2,279	19.4%	2,281	19.0%	2,248	18.9%	-11.3%	0.1%	-1.4%	-11.3%	290	2	33	31
Associates Degree	662	5.5%	1,008	8.6%	987	8.2%	972	8.2%	52.3%	-2.1%	-1.5%	-3.6%	346	21	15	36
Bachelor's Degree	2,102	17.4%	2,412	20.6%	2,619	21.8%	2,609	21.9%	14.7%	8.6%	-0.4%	8.2%	310	207	10	197
Graduate Degree	925	7.6%	1,385	11.8%	1,517	12.6%	1,516	12.7%	49.7%	9.5%	0.0%	9.5%	460	132	1	131
No Schooling Completed	64	0.5%	104	0.9%	123	1.0%	122	1.0%	61.8%	18.5%	-0.3%	18.2%	40	19	0	19
Age 25+ Population	12,092		11,729		12,024		11,907		-3.0%	2.5%	-1.0%	1.5%	363	295	117	178

Table prepared by MARKET METRICS LLC from Census based data supplied by esiteanalytics. Com

Deer Park Five-Minute Drive-Time Area Demographics 2000-2023

Household Status																
Size of Household:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Households	7,536		7,399		7,471		7,494		-1.8%	1.0%	0.3%	1.3%	137	72	23	95
Size of Household:																
Size of Household:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
1 Person	2,854	37.9%	2,865	38.7%	2,807	37.6%	2,890	38.6%	0.4%	-2.0%	3.0%	0.9%	11	58	83	25
2 Person	2,458	32.6%	2,411	32.6%	2,506	33.5%	2,478	33.1%	-1.9%	3.9%	-1.1%	2.8%	47	95	28	67
3 Person	993	13.2%	1,027	13.9%	1,058	14.2%	1,042	13.9%	3.4%	3.0%	-1.5%	1.5%	34	31	16	15
4 Person	783	10.4%	675	9.1%	678	9.1%	666	8.9%	-13.8%	0.4%	-1.8%	-1.3%	108	3	12	9
5 Person	338	4.5%	284	3.8%	284	3.8%	281	3.7%	-16.0%	0.0%	-1.1%	-1.1%	54	0	3	3
6 Person	111	1.5%	98	1.3%	98	1.3%	98	1.3%	-11.7%	0.0%	0.0%	0.0%	13	0	0	0
7 + Person	22	0.3%	40	0.5%	40	0.5%	40	0.5%	81.8%	0.0%	0.0%	0.0%	18	0	0	0
Avg Household Size	2.17		2.13		2.14		2.13		-1.8%	0.5%	-0.5%	0.0%	0.04	0.01	0.01	0.00
Length of Residence (Years):																
Average Length of Residence	n/a		16.6		17.2		20.5		n/a	3.8%	19.2%	23.7%	n/a	0.6	3.3	3.9
Family Status																
Households Type and Presence of Children:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Households	7,536		7,399		7,471		7,494		-1.8%	1.0%	0.3%	1.3%	137	72	23	95
Family Households	4,420		5,845		5,830		5,862		32.2%	-0.3%	0.5%	0.3%	1,425	15	31	16
One Person, Female Householder	n/a	n/a	1,742	23.5%	1,694	22.7%	1,745	23.3%	n/a	-2.8%	3.0%	0.2%	n/a	48	51	3
One Person, Male Householder	n/a	n/a	1,123	15.2%	1,112	14.9%	1,145	15.3%	n/a	-1.0%	3.0%	2.0%	n/a	11	33	22
Two+ people, Husband-Wife Family, Own Children	n/a	n/a	1,116	15.1%	1,157	15.5%	1,141	15.2%	n/a	3.7%	-1.4%	2.2%	n/a	41	16	25
Two+ people, Husband-Wife Family, No Own Children	n/a	n/a	1,865	25.2%	1,866	25.0%	1,831	24.4%	n/a	0.1%	-1.9%	-1.8%	n/a	1	35	34
Non-family Households																
Two+ people, Female Householder	n/a	n/a	199	2.7%	237	3.2%	243	3.2%	n/a	19.1%	2.5%	22.1%	n/a	38	6	44
Two+ people, Male Householder	n/a	n/a	271	3.7%	328	4.4%	334	4.5%	n/a	21.0%	1.8%	23.2%	n/a	57	6	63
Other Family Households																
Female Householder, No Own Children	n/a	n/a	420	5.6%	463	6.2%	459	6.1%	n/a	10.2%	-0.9%	9.3%	n/a	43	4	39
Male Householder, No Own Children	n/a	n/a	153	2.1%	143	1.9%	141	1.9%	n/a	-6.5%	-1.4%	-7.8%	n/a	10	2	12
Female Householder, Own Children	n/a	n/a	378	5.1%	339	4.5%	326	4.4%	n/a	-10.3%	-3.8%	-13.8%	n/a	39	13	52
Male Householder, Own Children	n/a	n/a	132	1.8%	129	1.7%	128	1.7%	n/a	-2.3%	-0.8%	-3.0%	n/a	3	1	4
Employment																
Total Population 16+	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Population 16+	13,612		13,162		13,385		13,196		-3.3%	1.7%	-1.4%	0.3%	450	223	189	34
Total Labor Force	8,759	64.3%	8,746	66.4%	9,002	67.3%	8,939	67.7%	-0.1%	2.9%	-0.7%	2.2%	13	256	63	193
Civilian, Employed	8,465	96.6%	8,151	93.2%	8,683	96.5%	8,625	96.5%	-3.7%	6.5%	-0.7%	5.8%	314	532	58	474
Civilian, Unemployed	294	3.4%	595	6.8%	319	3.5%	314	3.5%	102.4%	-46.4%	-1.6%	-47.2%	301	276	5	281
In Armed Forces	0	0.0%	0	0.0%	0	0.0%	0	0.0%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0	0	0	0
Not In Labor Force	4,854	35.7%	4,416	33.6%	4,383	32.7%	4,257	32.3%	-9.0%	-0.7%	-2.9%	-3.6%	438	33	126	159

Table prepared by MARKET METRICS LLC from Census based data supplied by esiteanalytics.com

Deer Park Five-Minute Drive-Time Area Income by Age of Head of Household 2010

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
\$ 0 - \$19,999	73	35.3%	94	7.0%	166	15.0%	164	11.0%	221	17.6%	151	20.2%	376	29.2%	1,244	16.81%	16.81%
\$ 20,000 - \$39,999	86	41.7%	158	11.8%	212	19.2%	344	23.1%	258	21.0%	195	25.9%	557	44.4%	1,810	24.46%	41.27%
\$ 40,000 - \$59,999	12	6.0%	401	30.1%	255	23.1%	220	14.8%	155	12.4%	156	20.7%	143	11.5%	1,342	18.14%	59.41%
\$ 60,000 - \$74,999	0	0.1%	162	12.2%	164	14.8%	210	14.1%	153	12.1%	77	10.3%	72	5.6%	838	11.33%	70.74%
\$ 75,000 - \$99,999	10	4.6%	298	22.4%	88	8.0%	199	13.4%	120	9.4%	53	7.1%	56	4.6%	825	11.15%	81.89%
\$100,000 - \$124,999	14	6.8%	146	11.0%	110	10.0%	226	15.1%	132	10.7%	48	6.4%	10	1.0%	685	9.26%	91.15%
\$125,000 - \$149,999	7	3.2%	46	3.5%	44	4.0%	61	4.1%	78	6.2%	26	3.4%	8	0.6%	270	3.64%	94.80%
\$150,000 +	5	2.3%	28	2.1%	66	6.0%	67	4.5%	136	10.5%	45	5.9%	38	3.2%	385	5.20%	100.00%
Total Households	207	2.80%	1,332	18.01%	1,105	14.93%	1,491	20.14%	1,253	16.94%	751	10.15%	1,261	17.04%	7,399	100.00%	
		2.80%		20.81%		35.74%		55.88%		72.82%		82.96%		100.00%			

Median Age of HH Head 52.1

Average Hhld Income \$66,894

Median Hhld Income \$49,608

Per Capita Income \$31,309

Aggregate HH Income \$494,971,329.55

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

Deer Park Five-Minute Drive-Time Area Income by Age of Head of Household 2018

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total			2010	2018	Changes
\$ 0 - \$19,999	45	23.8%	79	5.7%	114	10.0%	125	9.8%	218	15.5%	140	15.8%	315	25.9%	1,037	13.88%	13.88%	1,244	1,037	207
\$ 20,000 - \$39,999	83	43.3%	159	11.6%	211	18.5%	286	22.4%	248	17.7%	195	22.0%	469	39.8%	1,651	22.10%	35.98%	1,810	1,651	159
\$ 40,000 - \$59,999	17	9.1%	323	23.5%	235	20.6%	173	13.5%	150	10.7%	177	19.2%	141	12.2%	1,216	16.28%	52.26%	1,342	1,216	126
\$ 60,000 - \$74,999	0	0.1%	193	14.0%	191	16.7%	180	14.1%	192	13.6%	110	12.3%	86	6.9%	952	12.74%	65.01%	838	952	114
\$ 75,000 - \$99,999	17	8.7%	367	26.7%	113	9.9%	200	15.7%	177	12.5%	92	10.7%	85	7.2%	1,050	14.06%	79.06%	825	1,050	225
\$100,000 - \$124,999	20	10.6%	161	11.8%	119	10.5%	170	13.3%	179	12.8%	68	8.2%	23	2.2%	740	9.91%	88.97%	685	740	55
\$125,000 - \$149,999	5	2.6%	46	3.4%	75	6.6%	51	4.0%	84	5.9%	31	3.5%	24	1.9%	317	4.25%	93.22%	270	317	48
\$150,000 +	3	1.8%	45	3.3%	80	7.1%	90	7.1%	164	11.3%	78	8.2%	46	3.9%	506	6.78%	100.00%	385	506	121
Total Households	190	2.55%	1,373	18.38%	1,138	15.24%	1,275	17.07%	1,412	18.90%	893	11.95%	1,188	15.91%	7,470	100.00%		7,399	7,470	70
		2.55%		20.93%		36.17%		53.24%		72.14%		84.09%		100.00%						

Median Age of HH Head 53.2

2010-2018 Changes	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
2010	207	2.80%	1,332	18.01%	1,105	14.93%	1,491	20.14%	1,253	16.94%	751	10.15%	1,261	17.04%	7,399	100.00%	
2018	190	2.55%	1,373	18.38%	1,138	15.24%	1,275	17.07%	1,412	18.90%	893	11.95%	1,188	15.91%	7,470	100.00%	
Changes	17		41		34		215		158		142		72		70		

2010-2018 Changes

Average Hhld Income	\$74,168	\$7,274	10.9%
Median Hhld Income	\$57,306	\$7,698	15.5%
Per Capita Income	\$34,483	\$3,174	10.1%
Aggregate HH Income	\$554,006,034.48	\$59,034,705	11.9%

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

Deer Park Five-Minute Drive-Time Area Income by Age of Head of Household 2023

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total			2010	2023	Changes
\$ 0 - \$19,999	36	20.0%	62	4.9%	97	7.9%	87	7.6%	176	12.9%	133	12.5%	280	22.0%	872	11.63%	11.63%	1,244	872	372
\$ 20,000 - \$39,999	73	41.1%	124	9.7%	202	16.4%	220	19.2%	211	15.4%	217	20.6%	441	35.7%	1,486	19.83%	31.46%	1,810	1,486	323
\$ 40,000 - \$59,999	15	8.3%	245	19.2%	220	17.9%	137	12.0%	131	9.5%	183	17.0%	144	11.9%	1,075	14.35%	45.81%	1,342	1,075	267
\$ 60,000 - \$74,999	0	0.1%	182	14.3%	207	16.8%	155	13.5%	180	13.2%	122	11.6%	105	8.3%	952	12.70%	58.52%	838	952	114
\$ 75,000 - \$99,999	19	10.4%	359	28.1%	137	11.1%	204	17.8%	190	13.9%	136	13.5%	119	9.7%	1,164	15.53%	74.04%	825	1,164	339
\$100,000 - \$124,999	24	13.4%	178	13.9%	154	12.5%	187	16.4%	196	14.3%	105	10.4%	40	3.4%	884	11.80%	85.84%	685	884	199
\$125,000 - \$149,999	5	2.8%	65	5.1%	108	8.8%	59	5.1%	105	7.6%	48	4.6%	37	2.9%	426	5.69%	91.53%	270	426	156
\$150,000 +	7	3.9%	62	4.9%	107	8.7%	97	8.5%	180	13.2%	107	9.8%	74	6.0%	635	8.47%	100.00%	385	635	250
Total Households	178	2.38%	1,277	17.04%	1,233	16.45%	1,146	15.29%	1,370	18.28%	1,051	14.03%	1,240	16.55%	7,495	100.00%		7,399	7,495	95
		2.38%		19.41%		35.86%		51.15%		69.43%		83.45%		100.00%						

Median Age of HH Head 54.3

2010-2023 Changes	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
2010	207	2.80%	1,332	18.01%	1,105	14.93%	1,491	20.14%	1,253	16.94%	751	10.15%	1,261	17.04%	7,399	100.00%	
2023	178	2.38%	1,277	17.04%	1,233	16.45%	1,146	15.29%	1,370	18.28%	1,051	14.03%	1,240	16.55%	7,495	100.00%	
Changes	29		56		128		345		116		300		20		95		

2010-2023 Changes

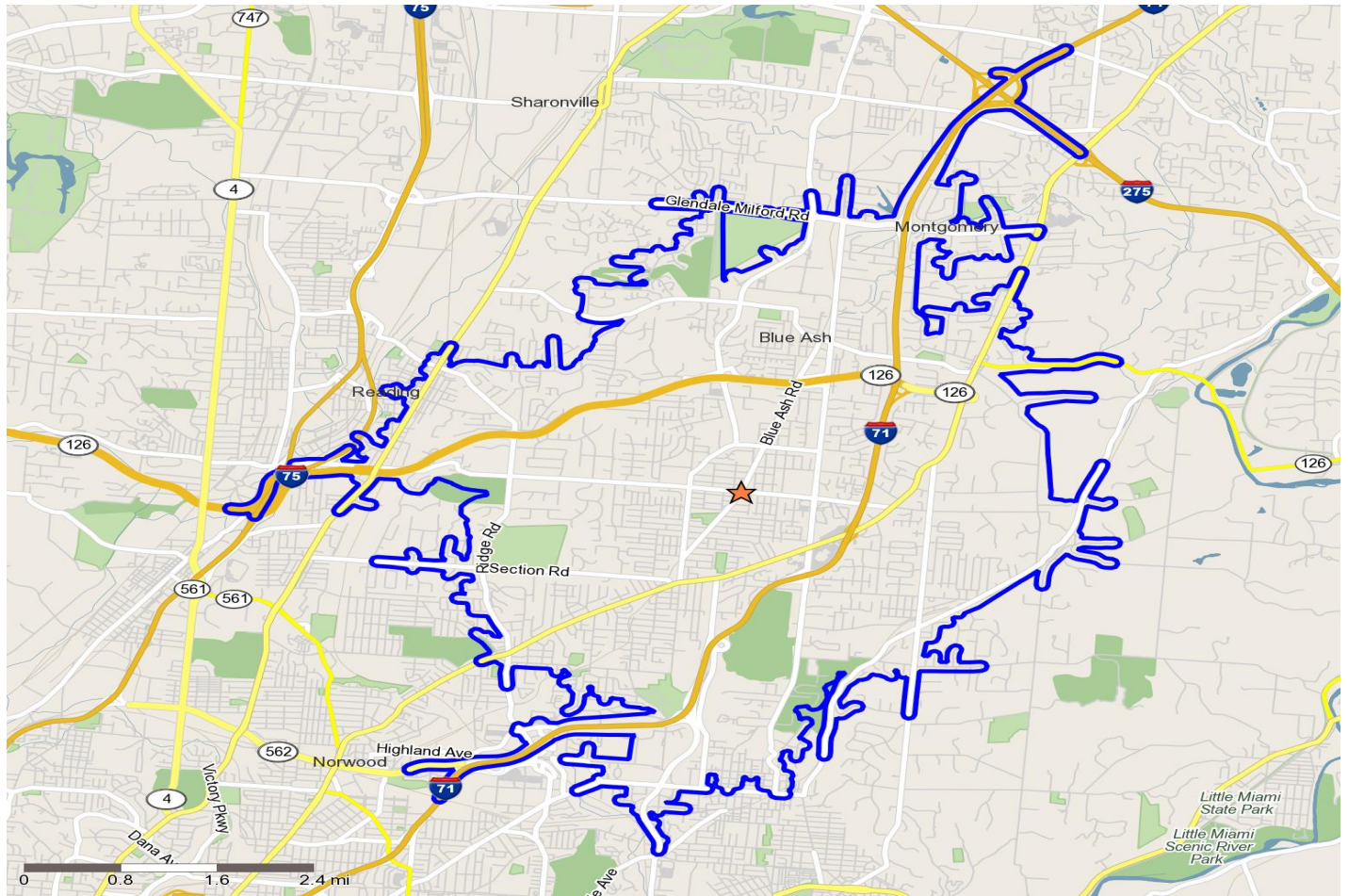
Average Hhld Income	\$83,442	\$16,548	24.7%
Median Hhld Income	\$65,050	\$15,442	31.1%
Per Capita Income	\$39,184	\$7,875	25.2%
Aggregate HH Income	\$625,358,088.30	\$130,386,759	26.3%

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

EXHIBIT 13.

10 MINUTES DRIVE-TIME AREA REFERENCE MAP

**10-MINUTE DRIVE-TIME AREA
FROM THE INTERSECTION OF BLUE ASH ROAD AND EAST GALBRAITH ROAD**



Trade Area (in drivetime minutes) - 10

EXHIBIT 14.

**10 MINUTES DRIVE-TIME AREA
POPULATION AND HOUSEHOLD DEMOGRAPHICS**

Deer Park Ten-Minute Drive-Time Area Demographics 2000-2023

Population Demographics																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Population	67,988		64,413		65,710		65,074		-5.3%	2.0%	-1.0%	1.0%	3,575	1,297	636	661
Population Density (Pop/Sq Mi)	2,645.33		2,647.15		2,556.71		2,531.97		0.1%	-3.4%	-1.0%	-4.4%	1.8	90.4	24.7	113.4
Population by Gender																
Male	31,625	46.5%	30,500	47.4%	31,238	47.5%	31,068	47.7%	-3.6%	2.4%	-0.5%	1.9%	1,125	738	170	568
Female	36,363	53.5%	33,914	52.7%	34,472	52.5%	34,007	52.3%	-6.7%	1.6%	-1.3%	0.3%	2,449	558	465	93
Population by Age:																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
0 to 4	3,773	5.6%	3,648	5.7%	3,735	5.7%	3,700	5.7%	-3.3%	2.4%	-0.9%	1.4%	125	87	35	52
5 to 14	9,126	13.4%	7,705	12.0%	7,516	11.4%	7,369	11.3%	-15.6%	-2.5%	-2.0%	-4.4%	1,421	189	148	337
15 to 19	4,104	6.0%	3,891	6.0%	3,867	5.9%	3,709	5.7%	-5.2%	-0.6%	-4.1%	-4.7%	213	24	158	182
20 to 24	3,258	4.8%	3,110	4.8%	3,177	4.6%	3,177	4.9%	-4.5%	-2.9%	5.2%	2.2%	148	90	156	67
25 to 34	7,930	11.7%	8,154	12.7%	8,874	13.5%	8,388	12.9%	2.8%	8.8%	-5.5%	2.9%	224	720	486	234
35 to 44	11,236	16.5%	7,769	12.1%	7,595	11.6%	7,781	12.0%	-30.9%	-2.2%	2.5%	0.2%	3,467	174	186	12
45 to 54	9,448	13.9%	10,329	16.0%	9,086	13.8%	8,146	12.5%	9.3%	-12.0%	-10.3%	-21.1%	881	1,243	940	2,183
55 to 64	6,261	9.2%	8,535	13.3%	9,871	15.0%	9,554	14.7%	36.3%	15.7%	-3.2%	11.9%	2,274	1,336	317	1,019
65 to 74	6,186	9.1%	4,936	7.7%	6,082	9.3%	6,974	10.7%	-20.2%	23.2%	14.7%	41.3%	1,250	1,146	892	2,039
75 to 84	4,966	7.3%	4,160	6.5%	3,677	5.6%	4,034	6.2%	-16.2%	-11.6%	9.7%	-3.0%	806	482	357	125
85+	1,699	2.5%	2,176	3.4%	2,387	3.6%	2,242	3.5%	28.1%	9.7%	-6.1%	3.0%	477	211	145	66
Total Median Age																
	2000 Census		2010 Census		2018 Estimate		2023 Projection									
	40.5		42.5		42.6		42.9									
Marital Status																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Married, Spouse Present	28,968	52.6%	26,018	49.0%	25,660	47.1%	25,352	46.9%	-10.2%	-1.4%	-1.2%	-2.6%	2,950	358	308	666
Married, Spouse Absent	1,941	3.5%	1,772	3.3%	1,776	3.3%	1,790	3.3%	-8.7%	0.2%	0.8%	1.0%	169	4	14	18
Divorced	5,704	10.4%	5,631	10.6%	6,843	12.6%	6,814	12.6%	-1.3%	21.5%	-0.4%	21.0%	73	1,212	29	1,183
Widowed	5,102	9.3%	4,409	8.3%	4,084	7.5%	4,040	7.5%	-13.6%	-7.4%	-1.1%	-8.4%	693	325	44	369
Never Married	13,425	24.4%	15,229	28.7%	16,097	29.6%	16,009	29.6%	13.4%	5.7%	-0.5%	5.1%	1,804	868	88	780
Age 15+ Population	55,089		53,059		54,459		54,006		-3.7%	2.6%	-0.8%	1.8%	2,030	1,400	453	947
Educational Attainment																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Grade K - 8	1,632	3.4%	804	1.7%	608	1.3%	589	1.3%	-50.8%	-24.4%	-3.1%	-26.7%	828	196	19	215
Grade 9 - 11	4,392	9.2%	2,829	6.1%	2,469	5.2%	2,407	5.1%	-35.6%	-12.7%	-2.5%	-14.9%	1,563	360	62	422
High School Graduate	12,295	25.8%	10,368	22.5%	10,879	22.9%	10,736	22.8%	-15.7%	4.9%	-1.3%	3.5%	1,927	511	143	368
Some College, No Degree	9,835	20.6%	8,982	19.5%	8,719	18.3%	8,548	18.1%	-8.7%	-2.9%	-2.0%	-4.8%	853	263	171	434
Associates Degree	2,732	5.7%	3,588	7.8%	3,675	7.7%	3,619	7.7%	31.3%	2.4%	-1.5%	0.9%	856	87	56	31
Bachelor's Degree	10,148	21.3%	11,267	24.5%	12,126	25.5%	12,107	25.7%	11.0%	7.6%	-0.2%	7.5%	1,119	859	19	840
Graduate Degree	6,508	13.6%	7,929	17.2%	8,707	18.3%	8,727	18.5%	21.8%	9.8%	0.2%	10.1%	1,421	778	20	798
No Schooling Completed	211	0.4%	292	0.6%	389	0.8%	387	0.8%	38.3%	33.3%	-0.5%	32.6%	81	97	2	95
Age 25+ Population	47,752		46,058		47,572		47,120		-3.5%	3.3%	-1.0%	2.3%	1,694	1,514	452	1,062

Table prepared by MARKET METRICS LLC from Census based data supplied by esiteanalytics. Com

Deer Park Ten-Minute Drive-Time Area Demographics 2000-2023

Household Status																
Size of Household:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Households	29,170		28,305		28,713		28,690		-3.0%	1.4%	-0.1%	1.4%	865	408	23	385
Size of Household:																
Size of Household:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
1 Person	9,653	33.1%	9,727	34.4%	9,576	33.4%	9,784	34.1%	0.8%	-1.6%	2.2%	0.6%	74	151	208	57
2 Person	9,678	33.2%	9,464	33.4%	9,855	34.3%	9,745	34.0%	-2.2%	4.1%	-1.1%	3.0%	214	391	110	281
3 Person	4,220	14.5%	4,041	14.3%	4,142	14.4%	4,083	14.2%	-4.2%	2.5%	-1.4%	1.0%	179	101	59	42
4 Person	3,603	12.4%	3,178	11.2%	3,229	11.3%	3,188	11.1%	-11.8%	1.6%	-1.3%	0.3%	425	51	41	10
5 Person	1,490	5.1%	1,273	4.5%	1,284	4.5%	1,268	4.4%	-14.6%	0.9%	-1.2%	-0.4%	217	11	16	5
6 Person	472	1.6%	428	1.5%	432	1.5%	429	1.5%	-9.3%	0.9%	-0.7%	0.2%	44	4	3	1
7 + Person	154	0.5%	193	0.7%	194	0.7%	192	0.7%	25.3%	0.5%	-1.0%	-0.5%	39	1	2	1
Avg Household Size	2.30		2.26		2.27		2.26		-1.7%	0.4%	-0.4%	0.0%	0.04	0.01	0.01	0.00
Length of Residence (Years):																
Average Length of Residence	n/a		16.4		17.3		20.5		n/a	5.0%	18.5%	24.5%	n/a	0.8	3.2	4.0
Family Status																
Households Type and Presence of Children:	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Households	29,170		28,305		28,713		28,690		-3.0%	1.4%	-0.1%	1.4%	865	408	23	385
Family Households	18,543		22,370		22,479		22,522		20.6%	0.5%	0.2%	0.7%	3,827	110	43	153
One Person, Female Householder	n/a	n/a	5,882	20.8%	5,682	19.8%	5,807	20.2%	n/a	-3.4%	2.2%	-1.3%	n/a	200	125	75
One Person, Male Householder	n/a	n/a	3,846	13.6%	3,894	13.6%	3,977	13.9%	n/a	1.2%	2.1%	3.4%	n/a	48	83	131
Two+ people, Husband-Wife Family, Own Children	n/a	n/a	4,907	17.3%	5,012	17.5%	4,954	17.3%	n/a	2.1%	-1.2%	1.0%	n/a	105	58	47
Two+ people, Husband-Wife Family, No Own Children	n/a	n/a	7,735	27.3%	7,891	27.5%	7,784	27.1%	n/a	2.0%	-1.4%	0.6%	n/a	156	107	49
Non-family Households																
Two+ people, Female Householder	n/a	n/a	666	2.4%	797	2.8%	808	2.8%	n/a	19.7%	1.4%	21.3%	n/a	131	11	142
Two+ people, Male Householder	n/a	n/a	824	2.9%	1,014	3.5%	1,034	3.6%	n/a	23.1%	2.0%	25.5%	n/a	190	20	210
Other Family Households																
Female Householder, No Own Children	n/a	n/a	1,682	5.9%	1,734	6.0%	1,702	5.9%	n/a	3.1%	-1.8%	1.2%	n/a	52	32	20
Male Householder, No Own Children	n/a	n/a	549	1.9%	554	1.9%	546	1.9%	n/a	0.9%	-1.4%	-0.5%	n/a	5	8	3
Female Householder, Own Children	n/a	n/a	1,736	6.0%	1,629	5.7%	1,579	5.5%	n/a	-6.2%	-3.1%	-9.0%	n/a	107	50	157
Male Householder, Own Children	n/a	n/a	477	1.7%	505	1.8%	498	1.7%	n/a	5.9%	-1.4%	4.4%	n/a	28	7	21
Employment																
Total Population 16+	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Population 16+	54,147		52,151		53,669		53,229		-3.7%	2.9%	-0.8%	2.1%	1,996	1,518	440	1,078
Total Labor Force	34,306	63.4%	33,543	64.3%	34,823	64.9%	34,797	65.4%	-2.2%	3.8%	-0.1%	3.7%	763	1,280	26	1,254
Civilian, Employed	33,144	96.6%	31,117	92.8%	33,499	96.2%	33,485	96.2%	-6.1%	7.7%	0.0%	7.6%	2,027	2,382	14	2,368
Civilian, Unemployed	1,156	3.4%	2,421	7.2%	1,320	3.8%	1,308	3.8%	109.4%	-45.5%	-0.9%	-46.0%	1,265	1,101	12	1,113
In Armed Forces	6	0.0%	4	0.0%	4	0.0%	4	0.0%	-33.3%	0.0%	0.0%	0.0%	2	0	0	0
Not In Labor Force	19,842	36.6%	18,608	35.7%	18,846	35.1%	18,433	34.6%	-6.2%	1.3%	-2.2%	-0.9%	1,234	238	413	175

Table prepared by MARKET METRICS LLC from Census based data supplied by esiteanalytics.com

Deer Park Ten-Minute Drive-Time Area Income by Age of Head of Household 2010

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
\$ 0 - \$19,999	317	40.9%	373	8.9%	569	12.9%	562	9.3%	908	17.4%	667	21.3%	1,224	26.9%	4,620	16.32%	16.32%
\$ 20,000 - \$39,999	242	31.3%	707	16.9%	693	15.7%	1,036	17.1%	923	17.8%	655	20.8%	1,679	37.3%	5,936	20.97%	37.29%
\$ 40,000 - \$59,999	99	12.8%	946	22.6%	763	17.3%	883	14.6%	741	14.1%	607	19.1%	664	14.8%	4,704	16.62%	53.91%
\$ 60,000 - \$74,999	25	3.3%	590	14.1%	587	13.3%	792	13.1%	487	9.3%	307	9.7%	271	6.0%	3,059	10.81%	64.72%
\$ 75,000 - \$99,999	35	4.5%	884	21.2%	448	10.2%	756	12.5%	466	8.8%	338	11.0%	394	8.8%	3,321	11.73%	76.45%
\$100,000 - \$124,999	22	2.8%	386	9.2%	468	10.6%	885	14.6%	572	11.0%	238	7.7%	69	1.7%	2,640	9.33%	85.78%
\$125,000 - \$149,999	8	1.1%	199	4.8%	263	6.0%	449	7.4%	416	7.9%	139	4.4%	33	0.8%	1,507	5.32%	91.10%
\$150,000 +	26	3.3%	92	2.2%	617	14.0%	687	11.4%	732	13.7%	201	6.1%	164	3.7%	2,519	8.90%	100.00%
Total Households	774	2.74%	4,177	14.76%	4,407	15.57%	6,050	21.37%	5,246	18.53%	3,151	11.13%	4,499	15.90%	28,305	100.00%	
		2.74%		17.49%		33.06%		54.44%		72.97%		84.10%		100.00%			

Median Age of HH Head 53.0

Average Hhld Income \$80,149
Median Hhld Income \$55,343
Per Capita Income \$35,403

Aggregate HH Income \$2,268,604,108.21

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

Deer Park Ten-Minute Drive-Time Area Income by Age of Head of Household 2018

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total			2010	2018	Changes
\$ 0 - \$19,999	211	30.1%	296	6.9%	368	8.7%	459	8.7%	939	15.6%	648	16.8%	1,014	22.9%	3,936	13.71%	13.71%	4,620	3,936	684
\$ 20,000 - \$39,999	222	31.6%	707	16.5%	606	14.3%	776	14.7%	927	15.5%	696	17.8%	1,369	32.0%	5,304	18.47%	32.18%	5,936	5,304	632
\$ 40,000 - \$59,999	113	16.1%	788	18.4%	652	15.4%	691	13.1%	742	12.3%	699	17.6%	587	14.0%	4,272	14.88%	47.06%	4,704	4,272	432
\$ 60,000 - \$74,999	40	5.6%	674	15.7%	578	13.6%	643	12.2%	589	9.8%	427	10.6%	321	7.3%	3,270	11.39%	58.45%	3,059	3,270	212
\$ 75,000 - \$99,999	46	6.5%	976	22.8%	450	10.6%	685	13.0%	639	10.6%	503	13.4%	458	11.1%	3,756	13.08%	71.53%	3,321	3,756	436
\$100,000 - \$124,999	38	5.4%	440	10.3%	487	11.5%	716	13.6%	631	10.5%	334	8.9%	132	3.3%	2,778	9.68%	81.21%	2,640	2,778	138
\$125,000 - \$149,999	12	1.7%	260	6.1%	300	7.1%	460	8.7%	518	8.6%	202	5.2%	92	2.2%	1,843	6.42%	87.62%	1,507	1,843	336
\$150,000 +	21	3.0%	142	3.3%	800	18.9%	849	16.1%	1,036	17.1%	401	9.6%	305	7.2%	3,553	12.38%	100.00%	2,519	3,553	1,035
Total Households	702	2.45%	4,283	14.92%	4,241	14.77%	5,278	18.38%	6,021	20.97%	3,910	13.62%	4,278	14.90%	28,713	100.00%		28,305	28,713	408
		2.45%		17.36%		32.13%		50.52%		71.48%		85.10%		100.00%						

Median Age of HH Head 54.8

2010-2018 Changes	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
2010	774	2.74%	4,177	14.76%	4,407	15.57%	6,050	21.37%	5,246	18.53%	3,151	11.13%	4,499	15.90%	28,305	100.00%	
2018	702	2.45%	4,283	14.92%	4,241	14.77%	5,278	18.38%	6,021	20.97%	3,910	13.62%	4,278	14.90%	28,713	100.00%	
Changes	72		106		166		771		775		759		222		408		

2010-2018 Changes

Average Hhld Income	\$92,105	\$11,956	14.9%
Median Hhld Income	\$63,739	\$8,396	15.2%
Per Capita Income	\$40,440	\$5,037	14.2%
Aggregate HH Income	\$2,644,632,463.62	\$376,028,355	16.6%

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

Deer Park Ten-Minute Drive-Time Area Income by Age of Head of Household 2023

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total			2010	2023	Changes
\$ 0 - \$19,999	179	27.1%	229	5.6%	297	6.8%	324	6.8%	787	13.4%	604	13.5%	882	19.5%	3,302	11.51%	11.51%	4,620	3,302	1,318
\$ 20,000 - \$39,999	207	31.3%	583	14.3%	554	12.6%	587	12.3%	790	13.4%	725	16.1%	1,293	29.0%	4,739	16.52%	28.03%	5,936	4,739	1,197
\$ 40,000 - \$59,999	100	15.1%	615	15.1%	580	13.2%	536	11.2%	614	10.5%	688	15.1%	559	12.7%	3,693	12.87%	40.90%	4,704	3,693	1,011
\$ 60,000 - \$74,999	41	6.2%	645	15.9%	587	13.4%	548	11.5%	567	9.7%	485	10.5%	369	8.2%	3,242	11.30%	52.20%	3,059	3,242	183
\$ 75,000 - \$99,999	52	7.8%	973	23.9%	503	11.5%	659	13.8%	674	11.5%	643	14.7%	576	13.1%	4,080	14.22%	66.42%	3,321	4,080	759
\$100,000 - \$124,999	43	6.4%	497	12.2%	574	13.1%	711	14.9%	689	11.8%	490	11.2%	210	4.9%	3,214	11.20%	77.62%	2,640	3,214	574
\$125,000 - \$149,999	13	1.9%	332	8.2%	360	8.2%	474	10.0%	581	9.9%	280	6.2%	133	3.0%	2,172	7.57%	85.19%	1,507	2,172	665
\$150,000 +	27	4.1%	192	4.7%	940	21.4%	925	19.4%	1,152	19.7%	593	12.7%	420	9.5%	4,248	14.81%	100.00%	2,519	4,248	1,729
Total Households	662	2.31%	4,065	14.17%	4,396	15.32%	4,763	16.60%	5,854	20.40%	4,507	15.71%	4,443	15.49%	28,690	100.00%		28,305	28,690	385
		2.31%		16.48%		31.80%		48.40%		68.80%		84.51%		100.00%						

Median Age of HH Head 55.8

2010-2023 Changes	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
2010	774	2.74%	4,177	14.76%	4,407	15.57%	6,050	21.37%	5,246	18.53%	3,151	11.13%	4,499	15.90%	28,305	100.00%	
2023	662	2.31%	4,065	14.17%	4,396	15.32%	4,763	16.60%	5,854	20.40%	4,507	15.71%	4,443	15.49%	28,690	100.00%	
Changes	112		112		11		1,286		608		1,356		56		385		

2010-2023 Changes

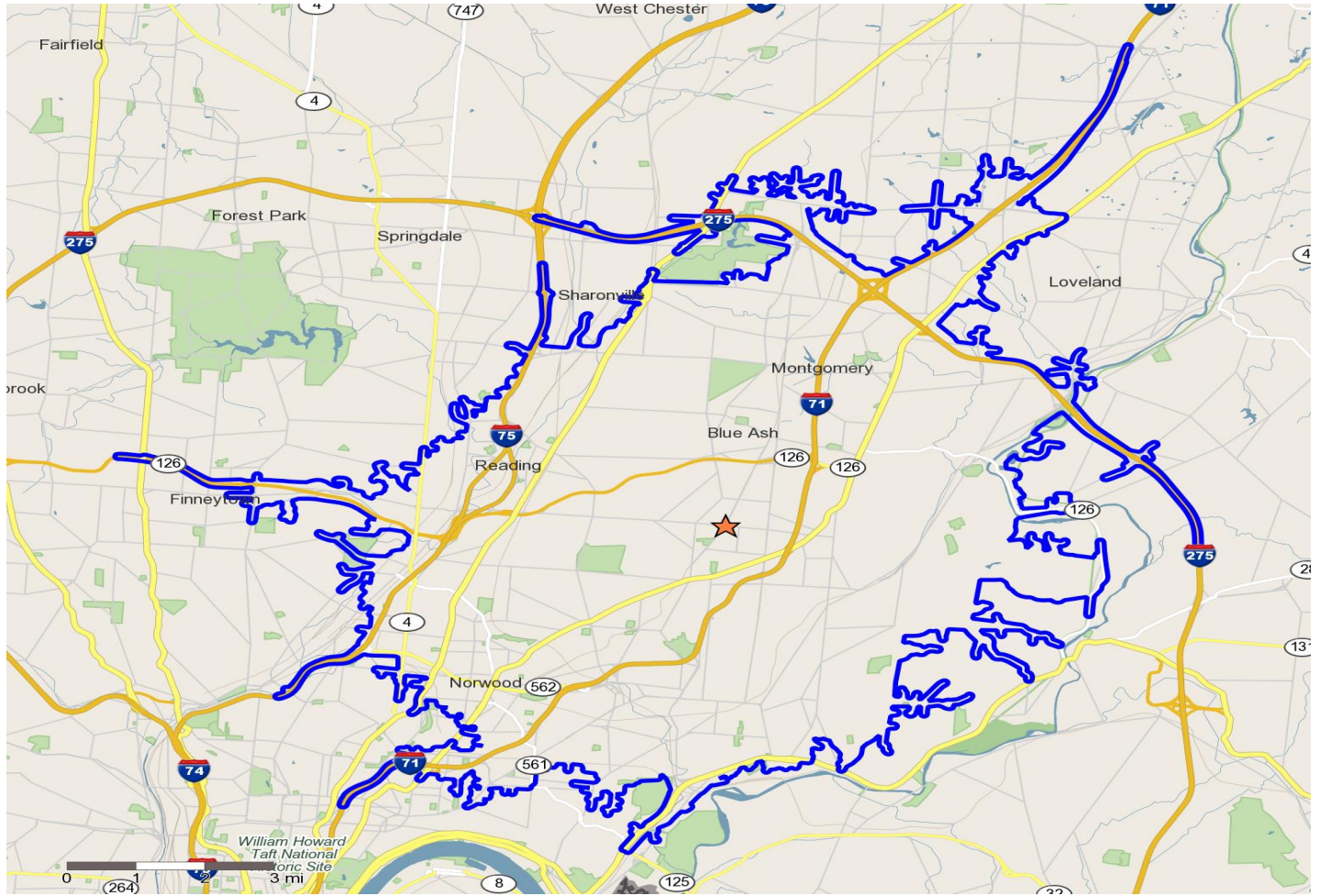
Average Hhld Income	\$103,586	\$23,437	29.2%
Median Hhld Income	\$71,989	\$16,646	30.1%
Per Capita Income	\$45,866	\$10,463	29.6%
Aggregate HH Income	\$2,971,882,909.72	\$703,278,802	31.0%

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

EXHIBIT 15.

15 MINUTES DRIVE-TIME AREA REFERENCE MAP

**15-MINUTE DRIVE-TIME AREA MAP
FROM THE INTERSECTION OF BLUE ASH ROAD AND EAST GALBRAITH ROAD**



N

Trade Area (in drivetime minutes) - 15

EXHIBIT 16.

**15 MINUTES DRIVE-TIME AREA
POPULATION AND HOUSEHOLD DEMOGRAPHICS**

Deer Park Fifteen-Minute Drive-Time Area Demographics 2000-2023

Population Demographics																
	2000 Census	%	2010 Census	%	2018 Estimate	%	2023 Projection	%	Percent Change				Number Change			
									2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Population	210,599		195,060		198,165		196,114		-7.4%	1.6%	-1.0%	0.5%	15,539	3,105	2,051	1,054
Population Density (Pop/Sq Mi)	2,556.33		2,460.22		2,405.40		2,380.50		-3.8%	-2.2%	-1.0%	-3.2%	96.1	54.8	24.9	175.8
Population by Gender																
Male	98,437	46.7%	92,667	47.5%	94,415	47.6%	93,937	47.9%	-5.9%	1.9%	-0.5%	1.4%	5,770	1,748	478	1,270
Female	112,162	53.3%	102,393	52.5%	103,751	52.4%	102,177	52.1%	-8.7%	1.3%	-1.5%	-0.2%	9,769	1,358	1,574	216
Population by Age:																
	2000 Census	%	2010 Census	%	2018 Estimate	%	2023 Projection	%	Percent Change				Number Change			
									2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
0 to 4	12,501	5.9%	11,696	6.0%	12,065	6.1%	11,992	6.1%	-6.4%	3.2%	-0.6%	2.5%	805	369	73	296
5 to 14	29,066	13.8%	23,054	11.8%	22,731	11.5%	22,459	11.5%	-20.7%	-1.4%	-1.2%	-2.6%	6,012	323	272	595
15 to 19	13,239	6.3%	11,677	6.0%	11,043	5.6%	10,558	5.4%	-11.8%	-5.4%	-4.4%	-9.6%	1,562	634	485	1,119
20 to 24	11,454	5.4%	11,662	6.0%	10,543	5.3%	10,099	5.1%	1.8%	-9.6%	-4.2%	-13.4%	208	1,118	445	1,563
25 to 34	28,505	13.5%	27,996	14.4%	31,271	15.8%	29,710	15.1%	-1.8%	11.7%	-5.0%	6.1%	509	3,276	1,562	1,714
35 to 44	34,503	16.4%	24,108	12.4%	23,602	11.9%	24,771	12.6%	-30.1%	-2.1%	5.0%	2.7%	10,395	506	1,169	663
45 to 54	29,613	14.1%	30,286	15.5%	26,050	13.1%	23,220	11.8%	2.3%	-14.0%	-10.9%	-23.3%	673	4,236	2,830	7,066
55 to 64	18,390	8.7%	25,315	13.0%	28,701	14.5%	27,330	13.9%	37.7%	13.4%	-4.8%	8.0%	6,926	3,386	1,371	2,015
65 to 74	16,993	8.1%	13,991	7.2%	17,285	8.7%	20,032	10.2%	-17.7%	23.5%	15.9%	43.2%	3,003	3,294	2,747	6,041
75 to 84	12,143	5.8%	10,380	5.3%	9,534	4.8%	10,776	5.5%	-14.5%	-8.1%	13.0%	3.8%	1,763	846	1,242	396
85+	4,192	2.0%	4,896	2.5%	5,339	2.7%	5,168	2.6%	16.8%	9.0%	-3.2%	5.6%	704	443	171	272
Total Median Age																
	2000 Census		2010 Census		2018 Estimate		2023 Projection									
	38.3		39.9		39.5		40.0									
Marital Status																
	2000 Census	%	2010 Census	%	2018 Estimate	%	2023 Projection	%	Percent Change				Number Change			
									2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Married, Spouse Present	80,059	47.4%	69,688	43.5%	69,033	42.3%	68,212	42.2%	-13.0%	-0.9%	-1.2%	-2.1%	10,371	655	821	1,476
Married, Spouse Absent	6,787	4.0%	7,241	4.5%	6,137	3.8%	6,178	3.8%	6.7%	-15.2%	0.7%	-14.7%	454	1,104	41	1,063
Divorced	19,507	11.5%	17,192	10.7%	19,902	12.2%	19,586	12.1%	-11.9%	15.8%	-1.6%	13.9%	2,315	2,710	316	2,394
Widowed	13,943	8.3%	11,999	7.5%	10,928	6.7%	10,762	6.7%	-13.9%	-8.9%	-1.5%	-10.3%	1,944	1,071	166	1,237
Never Married	48,479	28.7%	54,190	33.8%	57,370	35.1%	56,925	35.2%	11.8%	5.9%	-0.8%	5.0%	5,711	3,180	445	2,735
Age 15+ Population	169,033		160,310		163,370		161,663		-5.2%	1.9%	-1.0%	0.8%	8,723	3,060	1,707	1,353
Educational Attainment																
	2000 Census	%	2010 Census	%	2018 Estimate	%	2023 Projection	%	Percent Change				Number Change			
									2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Grade K - 8	6,152	4.3%	2,777	2.0%	2,532	1.8%	2,495	1.8%	-54.9%	-8.8%	-1.5%	-10.2%	3,375	245	37	282
Grade 9 - 11	16,704	11.6%	10,373	7.6%	9,395	6.6%	9,175	6.5%	-37.9%	-9.4%	-2.3%	-11.5%	6,331	978	220	1,198
High School Graduate	36,656	25.4%	32,137	23.5%	32,901	23.2%	32,432	23.0%	-12.3%	2.4%	-1.4%	0.9%	4,519	764	469	295
Some College, No Degree	27,502	19.1%	26,112	19.1%	25,771	18.2%	25,437	18.0%	-5.1%	-1.3%	-1.3%	-2.6%	1,390	341	334	675
Associates Degree	8,131	5.6%	9,363	6.8%	9,897	7.0%	9,811	7.0%	15.2%	5.7%	-0.9%	4.8%	1,232	534	86	448
Bachelor's Degree	29,397	20.4%	32,992	24.1%	35,261	24.9%	35,362	25.1%	12.2%	6.9%	0.3%	7.2%	3,595	2,269	101	2,370
Graduate Degree	18,696	13.0%	21,963	16.0%	24,600	17.4%	24,877	17.6%	17.5%	12.0%	1.1%	13.3%	3,267	2,638	277	2,914
No Schooling Completed	830	0.6%	1,255	0.9%	1,427	1.0%	1,419	1.0%	51.2%	13.7%	-0.5%	13.1%	425	172	8	164
Age 25+ Population	144,069		136,971		141,784		141,007		-4.9%	3.5%	-0.5%	2.9%	7,098	4,813	777	4,036

Table prepared by MARKET METRICS LLC from Census based data supplied by esiteanalytics. Com

Deer Park Fifteen-Minute Drive-Time Area Demographics 2000-2023

Household Status																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
Size of Household:		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Households	91,296		86,539		87,448		87,391		-5.2%	1.1%	-0.1%	1.0%	4,757	909	57	852
Size of Household:																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
1 Person	32,266	35.3%	31,632	36.6%	31,124	35.6%	31,778	36.4%	-2.0%	-1.6%	2.1%	0.5%	634	508	654	146
2 Person	28,609	31.3%	27,730	32.0%	28,733	32.9%	28,446	32.6%	-3.1%	3.6%	-1.0%	2.6%	879	1,003	287	716
3 Person	13,127	14.4%	12,240	14.1%	12,511	14.3%	12,312	14.1%	-6.8%	2.2%	-1.6%	0.6%	887	271	199	72
4 Person	10,399	11.4%	8,911	10.3%	9,024	10.3%	8,891	10.2%	-14.3%	1.3%	-1.5%	-0.2%	1,488	113	133	20
5 Person	4,671	5.1%	3,907	4.5%	3,926	4.5%	3,862	4.4%	-16.4%	0.5%	-1.6%	-1.2%	764	19	64	45
6 Person	1,648	1.8%	1,363	1.6%	1,370	1.6%	1,354	1.6%	-17.3%	0.5%	-1.2%	-0.7%	285	7	16	9
7 + Person	580	0.6%	757	0.9%	759	0.9%	750	0.9%	30.5%	0.3%	-1.2%	-0.9%	177	2	9	7
Avg Household Size	2.27		2.23		2.24		2.23		-1.8%	0.4%	-0.4%	0.0%	0.04	0.01	0.01	0.00
Length of Residence (Years):																
Average Length of Residence	n/a		14.5		15.2		18.2		n/a	4.8%	20.0%	25.8%	n/a	0.7	3.0	3.7
Family Status																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
Households Type and Presence of Children:		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Households	91,296		86,539		87,448		87,391		-5.2%	1.1%	-0.1%	1.0%	4,757	909	57	852
Family Households	54,354		65,412		65,773		65,982		20.3%	0.6%	0.3%	0.9%	11,059	361	209	570
One Person, Female Householder	n/a	n/a	18,579	21.5%	18,171	20.8%	18,563	21.2%	n/a	-2.2%	2.2%	-0.1%	n/a	408	392	16
One Person, Male Householder	n/a	n/a	13,053	15.1%	12,953	14.8%	13,215	15.1%	n/a	-0.8%	2.0%	1.2%	n/a	100	262	162
Two+ people, Husband-Wife Family, Own Children	n/a	n/a	13,021	15.0%	13,319	15.2%	13,167	15.1%	n/a	2.3%	-1.1%	1.1%	n/a	298	152	146
Two+ people, Husband-Wife Family, No Own Children	n/a	n/a	20,759	24.0%	21,331	24.4%	21,037	24.1%	n/a	2.8%	-1.4%	1.3%	n/a	572	294	278
Non-family Households																
Two+ people, Female Householder	n/a	n/a	2,723	3.1%	3,124	3.6%	3,176	3.6%	n/a	14.7%	1.7%	16.6%	n/a	401	52	453
Two+ people, Male Householder	n/a	n/a	3,258	3.8%	3,757	4.3%	3,844	4.4%	n/a	15.3%	2.3%	18.0%	n/a	499	87	586
Other Family Households																
Female Householder, No Own Children	n/a	n/a	5,579	6.4%	5,395	6.2%	5,229	6.0%	n/a	-3.3%	-3.1%	-6.3%	n/a	184	166	350
Male Householder, No Own Children	n/a	n/a	1,879	2.1%	1,888	2.2%	1,847	2.1%	n/a	0.5%	-2.2%	-1.7%	n/a	9	41	32
Female Householder, Own Children	n/a	n/a	6,122	7.0%	5,923	6.8%	5,755	6.6%	n/a	-3.3%	-2.8%	-6.0%	n/a	199	168	367
Male Householder, Own Children	n/a	n/a	1,565	1.8%	1,588	1.8%	1,559	1.8%	n/a	1.5%	-1.8%	-0.4%	n/a	23	29	6
Employment																
	2000 Census		2010 Census		2018 Estimate		2023 Projection		Percent Change				Number Change			
		%		%		%		%	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023	2000 to 2010	2010 to 2018	2018 to 2023	2010 to 2023
Total Population 16+	166,194		157,779		161,060		159,383		-5.1%	2.1%	-1.0%	1.0%	8,415	3,281	1,677	1,604
Total Labor Force	108,060	65.0%	102,570	65.0%	105,349	65.4%	105,039	65.9%	-5.1%	2.7%	-0.3%	2.4%	5,490	2,779	310	2,469
Civilian, Employed	103,428	95.7%	94,001	91.7%	100,767	95.7%	100,493	95.7%	-9.1%	7.2%	-0.3%	6.9%	9,427	6,766	274	6,492
Civilian, Unemployed	4,596	4.3%	8,552	8.3%	4,564	4.3%	4,529	4.3%	86.1%	-46.6%	-0.8%	-47.0%	3,956	3,988	35	4,023
In Armed Forces	37	0.0%	17	0.0%	18	0.0%	17	0.0%	-54.1%	5.9%	-5.6%	0.0%	20	1	1	0
Not In Labor Force	58,134	35.0%	55,209	35.0%	55,710	34.6%	54,344	34.1%	-5.0%	0.9%	-2.5%	-1.6%	2,925	501	1,366	865

Table prepared by MARKET METRICS LLC from Census based data supplied by esiteanalytics.com

Deer Park Fifteen-Minute Drive-Time Area Income by Age of Head of Household 2010

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
\$ 0 - \$19,999	1,317	34.4%	1,893	12.8%	2,093	15.1%	2,277	12.6%	3,349	21.1%	2,163	23.8%	3,512	32.6%	16,605	19.19%	19.19%
\$ 20,000 - \$39,999	1,305	34.1%	3,003	20.2%	2,444	17.7%	3,583	19.9%	2,740	17.4%	2,144	23.2%	3,665	33.8%	18,884	21.82%	41.01%
\$ 40,000 - \$59,999	574	15.0%	3,244	21.9%	2,303	16.6%	2,933	16.3%	2,269	14.3%	1,743	18.4%	1,484	13.6%	14,549	16.81%	57.82%
\$ 60,000 - \$74,999	202	5.3%	1,952	13.1%	1,658	12.0%	2,083	11.6%	1,201	7.6%	708	7.5%	646	6.1%	8,451	9.77%	67.59%
\$ 75,000 - \$99,999	254	6.6%	2,481	16.7%	1,358	9.8%	2,007	11.1%	1,562	9.7%	896	10.0%	903	8.3%	9,460	10.93%	78.52%
\$100,000 - \$124,999	77	2.0%	1,167	7.9%	1,364	9.9%	1,816	10.1%	1,495	9.4%	635	6.9%	142	1.3%	6,696	7.74%	86.26%
\$125,000 - \$149,999	30	0.8%	593	4.0%	753	5.4%	1,059	5.9%	981	6.1%	389	4.2%	83	0.8%	3,887	4.49%	90.75%
\$150,000 +	71	1.9%	512	3.4%	1,871	13.5%	2,257	12.5%	2,314	14.4%	589	6.0%	393	3.6%	8,006	9.25%	100.00%
Total Households	3,830	4.43%	14,845	17.15%	13,844	16.00%	18,014	20.82%	15,912	18.39%	9,266	10.71%	10,828	12.51%	86,539	100.00%	
		4.43%		21.58%		37.58%		58.39%		76.78%		87.49%		100.00%			

Median Age of HH Head 51.1

Average Hhld Income \$77,338
Median Hhld Income \$50,481
Per Capita Income \$34,471

Aggregate HH Income \$6,692,766,723.88

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

Deer Park Fifteen-Minute Drive-Time Area Income by Age of Head of Household 2018

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total			2010	2018	Changes	
\$ 0 - \$19,999	830	26.6%	1,628	10.4%	1,534	11.5%	1,940	12.6%	3,492	19.5%	2,179	19.7%	2,874	27.0%	14,477	16.56%	16.56%	16,605	14,477	2,128	
\$ 20,000 - \$39,999	1,020	32.7%	2,806	18.0%	2,088	15.6%	2,596	16.9%	2,655	14.9%	2,278	19.9%	3,040	28.9%	16,483	18.85%	35.40%	18,884	16,483	2,402	
\$ 40,000 - \$59,999	524	16.8%	3,077	19.7%	1,976	14.8%	2,221	14.5%	2,290	12.8%	2,010	16.9%	1,430	13.7%	13,529	15.47%	50.87%	14,549	13,529	1,020	
\$ 60,000 - \$74,999	229	7.3%	2,174	13.9%	1,610	12.0%	1,642	10.7%	1,463	8.2%	1,048	8.9%	821	7.7%	8,987	10.28%	61.15%	8,451	8,987	536	
\$ 75,000 - \$99,999	292	9.4%	2,840	18.2%	1,441	10.8%	1,787	11.6%	1,887	10.5%	1,352	12.3%	1,086	10.4%	10,684	12.22%	73.37%	9,460	10,684	1,224	
\$100,000 - \$124,999	99	3.2%	1,392	8.9%	1,442	10.8%	1,480	9.6%	1,640	9.1%	903	8.0%	327	3.1%	7,283	8.33%	81.70%	6,696	7,283	587	
\$125,000 - \$149,999	35	1.1%	836	5.4%	912	6.8%	1,087	7.1%	1,204	6.7%	586	5.2%	225	2.1%	4,885	5.59%	87.28%	3,887	4,885	998	
\$150,000 +	89	2.9%	862	5.5%	2,386	17.8%	2,616	17.0%	3,311	18.4%	1,131	9.1%	726	6.9%	11,121	12.72%	100.00%	8,006	11,121	3,114	
Total Households	3,118	3.57%	15,615	17.86%	13,390	15.31%	15,370	17.58%	17,943	20.52%	11,486	13.13%	10,528	12.04%	87,448	100.00%		86,539	87,448	909	
		3.57%		21.42%		36.73%		54.31%		74.83%		87.96%		100.00%							

Median Age of HH Head 52.8

2010-2018 Changes	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
2010	3,830	4.43%	14,845	17.15%	13,844	16.00%	18,014	20.82%	15,912	18.39%	9,266	10.71%	10,828	12.51%	86,539	100.00%	
2018	3,118	3.57%	15,615	17.86%	13,390	15.31%	15,370	17.58%	17,943	20.52%	11,486	13.13%	10,528	12.04%	87,448	100.00%	
Changes	712		769		454		2,645		2,031		2,220		300		909		

2010-2018 Changes

Average Hhld Income	\$89,116	\$11,778	15.2%
Median Hhld Income	\$58,889	\$8,408	16.7%
Per Capita Income	\$39,495	\$5,024	14.6%
Aggregate HH Income	\$7,793,040,020.41	\$1,100,273,297	16.4%

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

Deer Park Fifteen-Minute Drive-Time Area Income by Age of Head of Household 2023

Age of Head of HH	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total			2010	2023	Changes
\$ 0 - \$19,999	669	24.5%	1,299	8.7%	1,328	9.3%	1,414	10.3%	2,918	17.0%	2,090	16.1%	2,588	23.0%	12,307	14.08%	14.08%	16,605	12,307	4,298
\$ 20,000 - \$39,999	845	31.0%	2,388	16.0%	1,989	14.0%	2,022	14.7%	2,278	13.2%	2,369	17.8%	2,987	26.4%	14,878	17.02%	31.11%	18,884	14,878	4,006
\$ 40,000 - \$59,999	431	15.8%	2,487	16.7%	1,813	12.7%	1,699	12.3%	1,907	11.1%	2,027	14.8%	1,446	12.8%	11,810	13.51%	44.62%	14,549	11,810	2,740
\$ 60,000 - \$74,999	213	7.8%	2,121	14.3%	1,711	12.0%	1,439	10.4%	1,398	8.1%	1,258	9.2%	964	8.6%	9,105	10.42%	55.04%	8,451	9,105	654
\$ 75,000 - \$99,999	306	11.2%	2,969	20.0%	1,629	11.4%	1,723	12.5%	1,898	11.1%	1,735	13.5%	1,393	12.3%	11,653	13.33%	68.37%	9,460	11,653	2,193
\$100,000 - \$124,999	112	4.1%	1,569	10.5%	1,762	12.4%	1,549	11.2%	1,796	10.5%	1,320	10.1%	517	4.5%	8,624	9.87%	78.24%	6,696	8,624	1,928
\$125,000 - \$149,999	50	1.8%	1,006	6.8%	1,126	7.9%	1,113	8.1%	1,307	7.6%	845	6.4%	350	3.1%	5,797	6.63%	84.88%	3,887	5,797	1,910
\$150,000 +	100	3.7%	1,039	7.0%	2,875	20.2%	2,815	20.4%	3,635	21.2%	1,703	12.2%	1,050	9.3%	13,217	15.12%	100.00%	8,006	13,217	5,210
Total Households	2,727	3.12%	14,879	17.03%	14,232	16.29%	13,775	15.76%	17,137	19.61%	13,346	15.27%	11,296	12.93%	87,391	100.00%		86,539	87,391	852
		3.12%		20.15%		36.43%		52.19%		71.80%		87.07%		100.00%						

Median Age of HH Head 53.7

2010-2023 Changes	< 25		25-34		35-44		45-54		55-64		65-74		75+		Total		
2010	3,830	4.43%	14,845	17.15%	13,844	16.00%	18,014	20.82%	15,912	18.39%	9,266	10.71%	10,828	12.51%	86,539	100.00%	
2023	2,727	3.12%	14,879	17.03%	14,232	16.29%	13,775	15.76%	17,137	19.61%	13,346	15.27%	11,296	12.93%	87,391	100.00%	
Changes	1,103		34		389		4,240		1,225		4,079		468		852		

2010-2023 Changes

Average Hhld Income	\$100,663	\$23,325	30.2%
Median Hhld Income	\$67,618	\$17,137	33.9%
Per Capita Income	\$45,030	\$10,559	30.6%
Aggregate HH Income	\$8,797,062,539.92	\$2,104,295,816	31.4%

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

EXHIBIT 17.

**2000-2023 HOUSING OCCUPANCY AND 2010 HOUSING INVENTORY
DETAILS FOR DEER PARK, ADJACENT JURISDICTIONS, AND DRIVE-
TIME AREAS**

2000-2023 HOUSING OCCUPANCY AND 2010 CENSUS HOUSING INVENTORY DETAILS FOR DEER PARK, ADJACENT JURISDICTIONS, AND DRIVE-TIME AREAS

Jurisdiction/Drive-Time Area	Deer Park		Amberley		Blue Ash		Silverton		Twp. Wide		Sycamore Township				Drive-Time Areas*					
											Dillonvale CDP		Kenwood CDP		5 Minutes		10 Minutes		15 Minutes	
2010 Total Housing Units	2,809		1,456		5,335		2,536		9,127		1,636		3,483		7,956		30,724		96,049	
Occupied	2,637	93.9%	1,377	94.5%	5,006	93.8%	2,326	91.7%	8,413	92.2%	1,558	95.2%	3,168	91.0%	7,399	93.0%	28,305	92.1%	86,539	90.1%
Owner-Occupied	1,790	63.7%	1,303	89.5%	3,590	67.3%	1,250	49.3%	5,940	65.1%	1,293	79.0%	1,996	57.3%	4,825	60.7%	19,177	62.4%	52,224	54.4%
Renter-Occupied	847	30.2%	73	5.0%	1,416	26.5%	1,076	42.4%	2,474	27.1%	265	16.2%	1,172	33.6%	2,574	32.4%	9,127	29.7%	34,315	35.7%
Vacant	173	6.1%	80	5.5%	329	6.2%	210	8.3%	713	7.8%	78	4.8%	315	9.0%	557	7.0%	2,419	7.9%	9,510	9.9%
2000 Occupied Housing Units	2,677	96.6%	1,334	96.5%	4,975	95.1%	2,455	95.2%	8,297	95.7%	1,603	98.4%	3,331	95.3%	7,536	96.0%	29,170	95.4%	91,296	94.2%
2018 Estimated Unit Occupancy	2,660		1,399		5,129		2,347		8,501		1,565		3,210		7,471		28,713		87,448	
2023 Projected Unit Occupancy	2,670		1,431		5,168		2,323		8,666		1,562		3,191		7,494		28,690		87,391	
2010 Total Housing Units	2,809		1,456		5,335		2,536		9,127		1,636		3,483		7,956		30,724		96,049	
1 Detached	2,037	72.5%	1,447	99.3%	3,472	65.1%	1,467	57.9%	6,171	67.6%	1,385	84.7%	2,107	60.5%	5,591	70.3%	21,117	68.7%	58,309	60.7%
1 Attached	41	1.5%	2	0.1%	505	9.5%	25	1.0%	643	7.0%	28	1.7%	147	4.2%	192	2.4%	878	2.9%	3,894	4.1%
2 Units	223	7.9%	0	0.0%	95	1.8%	127	5.0%	169	1.9%	23	1.4%	127	3.6%	374	4.7%	1,015	3.3%	6,172	6.4%
3 or 4 Units	216	7.7%	2	0.1%	223	4.2%	371	14.6%	506	5.5%	67	4.1%	231	6.6%	670	8.4%	2,240	7.3%	9,510	9.9%
5-9 Units	117	4.2%	1	0.1%	302	5.7%	176	6.9%	681	7.5%	15	0.9%	253	7.3%	376	4.7%	1,396	4.5%	6,644	6.9%
10-19 Units	14	0.5%	0	0.0%	267	5.0%	73	2.9%	139	1.5%	31	1.9%	57	1.6%	125	1.6%	1,188	3.9%	3,941	4.1%
20-49 Units	14	0.5%	0	0.0%	116	2.2%	176	6.9%	254	2.8%	25	1.5%	201	5.8%	247	3.1%	1,219	4.0%	3,143	3.3%
50+ Units	148	5.3%	0	0.0%	331	6.2%	120	4.7%	488	5.3%	40	2.4%	337	9.7%	368	4.6%	1,427	4.6%	3,835	4.0%
Boat, RV, Van, Etc.	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mobile Home	0	0.0%	4	0.3%	25	0.5%	0	0.0%	75	0.8%	22	1.4%	24	0.7%	13	0.2%	246	0.8%	601	0.6%
2010 Total Housing Units	2,809		1,456		5,335		2,536		9,127		1,636		3,483		7,956		30,724		96,049	
2005 or later	15	0.5%	52	3.6%	126	2.4%	10	0.4%	157	1.7%	5	0.3%	42	1.2%	81	1.0%	376	1.2%	1,315	1.4%
2000-2004	22	0.8%	38	2.6%	109	2.0%	23	0.9%	304	3.3%	11	0.6%	39	1.1%	73	0.9%	403	1.3%	1,310	1.4%
1990-1999	36	1.3%	117	8.0%	623	11.7%	98	3.8%	890	9.8%	8	0.5%	314	9.0%	300	3.8%	1,677	5.5%	5,373	5.6%
1980-1989	60	2.1%	42	2.9%	1,504	28.2%	74	2.9%	1,178	12.9%	20	1.2%	300	8.6%	273	3.4%	2,318	7.5%	7,440	7.7%
1970-1979	83	3.0%	71	4.8%	762	14.3%	99	3.9%	1,271	13.9%	47	2.8%	529	15.2%	564	7.1%	2,858	9.3%	8,083	8.4%
1960-1969	164	5.8%	241	16.6%	412	7.7%	196	7.7%	1,356	14.9%	124	7.6%	928	26.7%	891	11.2%	4,323	14.1%	12,440	13.0%
1950-1959	792	28.2%	666	45.7%	1,189	22.3%	825	32.5%	2,826	31.0%	1,238	75.7%	871	25.0%	2,816	35.4%	9,623	31.3%	19,178	20.0%
1940-1949	856	30.5%	133	9.1%	338	6.3%	532	21.0%	667	7.3%	153	9.3%	279	8.0%	1,550	19.5%	3,859	12.6%	11,482	12.0%
1939 or Earlier	781	27.8%	97	6.7%	273	5.1%	680	26.8%	477	5.2%	32	1.9%	182	5.2%	1,407	17.7%	5,286	17.2%	29,428	30.6%

*Drive-time areas are defined from the intersection of Blue Ash Road and East Galbraith Road in the City of Deer Park

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

EXHIBIT 18.

**2010 CENSUS REPORTED HOUSING VALUES AND 2018 ESTIMATED
HOUSING VALUES FOR THE CITY OF DEER PARK, ADJACENT
JURISDICTIONS, AND DRIVE-TIME AREAS**

2010 CENSUS REPORTED HOUSING VALUES FOR THE CITY OF DEER PARK, ADJACENT JURISDICTIONS, AND DRIVE-TIME AREAS

Jurisdiction/Drive-Time Area	Deer Park		Sycamore Township												Drive-Time Areas*							
			Amberley		Blue Ash		Silverton		Twp. Wide		Dillonvale CDP		Kenwood CDP		5 Minutes		10 Minutes		15 Minutes			
\$ 0 - \$14,999	0	0.0%	0	0.0%	28	0.8%	0	0.0%	18	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	146	0.8%	617	1.2%
\$ 15,000 - \$19,999	9	0.5%	0	0.0%	3	0.1%	0	0.0%	20	0.3%	11	0.8%	0	0.0%	15	0.3%	47	0.2%	97	0.2%		
\$ 20,000 - \$29,999	0	0.0%	0	0.0%	15	0.4%	0	0.0%	15	0.2%	0	0.0%	0	0.0%	2	0.0%	15	0.1%	70	0.1%		
\$ 30,000 - \$39,999	0	0.0%	3	0.2%	0	0.0%	0	0.0%	14	0.2%	13	1.0%	0	0.0%	7	0.1%	47	0.2%	170	0.3%		
\$ 40,000 - \$49,999	0	0.0%	0	0.0%	0	0.0%	6	0.5%	6	0.1%	0	0.0%	2	0.1%	6	0.1%	38	0.2%	214	0.4%		
\$ 50,000 - \$99,999	265	14.8%	21	1.6%	240	6.7%	353	28.3%	673	11.3%	169	13.0%	131	6.6%	792	16.4%	2,437	12.7%	9,344	17.9%		
\$ 100,000 - \$ 149,999	1,081	60.4%	69	5.3%	560	15.6%	561	44.9%	1,501	25.3%	629	48.7%	228	11.4%	2,048	42.4%	5,207	27.2%	13,222	25.3%		
\$ 150,000 - \$ 199,999	377	21.0%	104	8.0%	883	24.6%	167	13.3%	1,012	17.0%	251	19.4%	340	17.0%	1,027	21.3%	3,692	19.3%	8,725	16.7%		
\$ 200,000 - \$ 299,999	22	1.2%	305	23.4%	834	23.2%	115	9.2%	1,270	21.4%	138	10.7%	741	37.1%	471	9.8%	3,722	19.4%	8,717	16.7%		
\$ 300,000 - \$ 399,999	2	0.1%	272	20.9%	587	16.3%	28	2.2%	771	13.0%	58	4.5%	378	18.9%	267	5.5%	1,892	9.9%	4,741	9.1%		
\$ 400,000 - \$ 499,999	1	0.1%	146	11.2%	185	5.2%	5	0.4%	341	5.7%	19	1.5%	167	8.4%	64	1.3%	693	3.6%	1,865	3.6%		
\$ 500,000 or More	34	1.9%	384	29.5%	255	7.1%	16	1.3%	299	5.0%	4	0.3%	10	0.5%	126	2.6%	1,242	6.5%	4,440	8.5%		
Median Home Value	\$130,320		\$352,548		\$207,798		\$119,891		\$179,212		\$136,693		\$229,637		\$139,057		\$164,600		\$159,220			

*Drive-time areas are defined from the intersection of Blue Ash Road and East Galbraith Road in the City of Deer Park

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

2018 ESTIMATED HOUSING VALUES FOR THE CITY OF DEER PARK, ADJACENT JURISDICTIONS, AND DRIVE-TIME AREAS

Jurisdiction/Drive-Time Area	Deer Park		Sycamore Township												Drive-Time Areas*					
			Amberley		Blue Ash		Silverton		Twp. Wide		Dillonvale CDP		Kenwood CDP		5 Minutes		10 Minutes		15 Minutes	
\$ 0 - \$14,999	5	0.3%	2	0.2%	21	0.6%	0	0.0%	45	0.8%	10	0.8%	0	0.0%	15	0.3%	163	0.9%	596	1.1%
\$ 15,000 - \$19,999	16	0.9%	1	0.1%	5	0.2%	3	0.2%	24	0.4%	10	0.8%	1	0.1%	25	0.5%	78	0.4%	167	0.3%
\$ 20,000 - \$29,999	6	0.3%	5	0.4%	16	0.4%	0	0.0%	26	0.4%	4	0.3%	0	0.0%	11	0.2%	38	0.2%	124	0.2%
\$ 30,000 - \$39,999	0	0.0%	2	0.1%	1	0.0%	0	0.0%	11	0.2%	10	0.8%	1	0.0%	6	0.1%	43	0.2%	224	0.4%
\$ 40,000 - \$49,999	2	0.1%	0	0.0%	1	0.0%	6	0.5%	13	0.2%	1	0.1%	1	0.1%	8	0.2%	108	0.6%	399	0.8%
\$ 50,000 - \$99,999	355	19.9%	22	1.7%	271	7.6%	346	27.7%	662	11.3%	191	14.9%	140	7.1%	866	18.0%	2,526	13.2%	9,106	17.5%
\$ 100,000 - \$ 149,999	843	47.2%	60	4.5%	469	13.1%	458	36.6%	1,102	18.8%	469	36.6%	187	9.5%	1,608	33.5%	4,043	21.1%	10,444	20.1%
\$ 150,000 - \$ 199,999	451	25.3%	134	10.1%	770	21.5%	207	16.5%	1,106	18.9%	278	21.8%	379	19.3%	1,126	23.4%	3,831	20.0%	9,210	17.7%
\$ 200,000 - \$ 299,999	54	3.0%	307	23.1%	865	24.1%	127	10.1%	1,241	21.2%	177	13.9%	629	32.1%	546	11.4%	3,785	19.8%	9,206	17.7%
\$ 300,000 - \$ 399,999	5	0.3%	254	19.1%	547	15.2%	65	5.2%	758	12.9%	78	6.1%	360	18.3%	292	6.1%	1,977	10.3%	4,728	9.1%
\$ 400,000 - \$ 499,999	3	0.2%	153	11.5%	232	6.5%	15	1.2%	429	7.3%	41	3.2%	208	10.6%	131	2.7%	953	5.0%	2,482	4.8%
\$ 500,000 or More	45	2.5%	387	29.1%	389	10.8%	23	1.9%	445	7.6%	9	0.7%	54	2.8%	172	3.6%	1,599	8.4%	5,211	10.0%
Median Home Value	\$131,374		\$347,427		\$227,437		\$127,164		\$196,653		\$144,187		\$234,990		\$145,846		\$178,207		\$172,169	

*Drive-time areas are defined from the intersection of Blue Ash Road and East Galbraith Road in the City of Deer Park

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com

EXHIBIT 19.

RESIDENTIAL BUILDING PERMIT FILINGS 1980-2018

Residential Building Permit Filings 1980-2018 YTD												
Year	2010	2011	2012	2013	2014	2015	2016	2017	2018*	2019	Total	Percent
City of Deer Park												
Total Permits	0	0	0	0	0	0	0	0	0	0	0	100.0%
Single Family Structures	0	0	0	0	0	0	0	0	0	0	0	0.0%
2 Family Structures	0	0	0	0	0	0	0	0	0	0	0	0.0%
3-4 Family Structures	0	0	0	0	0	0	0	0	0	0	0	0.0%
5+ Family Structures	0	0	0	0	0	0	0	0	0	0	0	0.0%
Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	Total	Percent
City of Deer Park												
Total Permits	0	0	0	0	0	0	0	0	0	0	0	100.0%
Single Family Structures	0	0	0	0	0	0	0	0	0	0	0	0.0%
2 Family Structures	0	0	0	0	0	0	0	0	0	0	0	0.0%
3-4 Family Structures	0	0	0	0	0	0	0	0	0	0	0	0.0%
5+ Family Structures	0	0	0	0	0	0	0	0	0	0	0	0.0%
Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	Total	Percent
City of Deer Park												
Total Permits	0	0	1	0	0	0	0	0	0	0	1	100.0%
Single Family Structures	0	0	1	0	0	0	0	0	0	0	1	100.0%
2 Family Structures	0	0	0	0	0	0	0	0	0	0	0	0.0%
3-4 Family Structures	0	0	0	0	0	0	0	0	0	0	0	0.0%
5+ Family Structures	0	0	0	0	0	0	0	0	0	0	0	0.0%
Year	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	Total	Percent
City of Deer Park												
Total Permits	0	0	126	144	85	64	0	0	1	1	421	100.0%
Single Family Structures	0	0	2	0	0	0	0	0	1	1	4	1.0%
2 Family Structures	0	0	0	0	2	4	0	0	0	0	6	1.4%
3-4 Family Structures	0	0	0	0	0	0	0	0	0	0	0	0.0%
5+ Family Structures	0	0	124	144	83	60	0	0	0	0	411	97.6%
*Data based on preliminary permit filings for 2018 Year-to-Date												
Table prepared by MARKET METRIC\$ LLC from data supplied by SOCDS												

EXHIBIT 20.

**CITY OF DEER PARK CENSUS VERSUS HUD HOUSING UNIT COUNT
AND AGE**

CITY OF DEER PARK CENSUS VERSUS HUD HOUSING UNIT COUNT AND AGE

Census Based Data					HUD Based Data			
2000 Total Housing Units	2,771		2010 Total Housing Units	2,809		2018 Total Housing Units	2,771	
2005 or later	NA	NA	2005 or later	15	0.5%	2005 or later	0	0.00%
2000-2004	NA	NA	2000-2004	22	0.8%	2000-2004	0	0.00%
1990-1999	32	1.1%	1990-1999	36	1.3%	1990-1999	1	0.04%
1980-1989	65	2.3%	1980-1989	60	2.1%	1980-1989*	421	15.19%
1970-1979	101	3.6%	1970-1979	83	3.0%	1979 or Earlier**	2,349	84.77%
1960-1969	226	8.2%	1960-1969	164	5.8%			
1950-1959	667	24.1%	1950-1959	792	28.2%			
1940-1949	920	33.2%	1940-1949	856	30.5%			
1939 or Earlier	762	27.5%	1939 or Earlier	781	27.8%			

* The total is comprised of 4 single-family dwellings and 417 multi-family units

**HUD based data is not available on-line prior to 1980

Table prepared by MARKET METRIC\$ LLC from data supplied by esiteanalytics.com and SOCDS/HUDUSER

EXHIBIT 21.

HOUSING SUPPLY AND DEMAND ANALYSIS 2010-2023

CITY OF DEER PARK CENSUS BASED HOUSING SUPPLY AND DEMAND ANALYSIS							
YEAR	Census	Estimate			Projection		
	2010	2018	2010-2018 Change	Avg. Annual Changes	2023	2018-2023 Change	Avg. Annual Changes
HOUSEHOLDS AND HOUSING							
City of Deer Park Housing Units	2,809	2,813	4	1	2,831	18	4
Avg. Length of Residence	16.6	16.6			20.1		
Owner Occupied %	63.7%	63.4%			63.2%		
Owner Households w/ Mortgage	1,375	1,321	54	8	1,318	3	1
Owner Households w/o Mortgage	415	463	48	7	471	8	2
Renter Occupied %	30.2%	31.1%			31.1%		
Renter Households	847	875	28	4	881	6	1
Vacant Housing Units	172	154	18	3	161	7	1
Vacant Housing %	6.1%	5.5%			5.7%		
HOUSING UNITS							
Total Housing Units	2,809	2,813	4	1	2,831	18	4
Total Occupied Units	2,637	2,659	22	3	2,670	11	2
Total Occupied %	93.9%	94.5%			94.3%		
Total Vacant Units	172	154	18		161	7	
Total Vacant %	6.5%	5.8%			6.0%		
CITY OF DEER PARK ADJUSTED TO HUD DATA HOUSING SUPPLY AND DEMAND ANALYSIS							
YEAR	HUD	Estimate			Projection		
	2010*	2018*	2010-2018 Change	Avg. Annual Changes	2023**	2018-2023 Change	Avg. Annual Changes
HOUSEHOLDS AND HOUSING							
City of Deer Park Housing Units	2,771	2,771	0	0	2,831	60	12
Avg. Length of Residence	16.6	16.6			20.1		
Owner Occupied %	64.6%	64.4%			63.2%		
Owner Households w/ Mortgage	1,375	1,321	54	8	1,318	3	1
Owner Households w/o Mortgage	415	463	48	7	471	8	2
Renter Occupied %	30.6%	31.6%			31.1%		
Renter Households	847	875	28	4	881	6	1
Vacant Housing Units	134	112	22	3	161	49	10
Vacant Housing %	4.8%	4.0%			5.7%		
HOUSING UNITS							
Total Housing Units	2,771	2,771	0	0	2,831	60	12
Total Occupied Units	2,637	2,659	22	3	2,670	11	2
Total Occupied %	95.2%	96.0%			94.3%		
Total Vacant Units	134	112	22		161	49	
Total Vacant %	5.1%	4.2%			6.0%		
*2010 and 2018 housing inventory based on HUD permit filing data							
**2023 housing inventory based on Census projections							
Table prepared by MARKET METRIC\$ LLC from data supplied by esiteanalytics.com and SOCDS							

EXHIBIT 22.

**HOUSING UNIT GROWTH 2010-2023 CENSUS BASED DATA AND HUD
BASED DATA**

City of Deer Park Census Based Housing Unit Growth 2010-2023					
Permit Filings Versus Census Based Estimates and Projections					
	2010-2018	Average	2018-2023	Average	Potential
	Estimate	Per Year	Projection	Per Year	Range
City of Deer Park					
Census Based 2010 Housing Inventory	2,809				
Census Based 2018 Housing Inventory	2,813				
Permit Filings 2010-2018	0	0			
Census Estimate 2010-2018	4	1			
Variance 2010-2018	4	1			
Census Based 2023 Housing Inventory	2,831				
Census Projection 2018-2023			18	4	
2018 Permit Filings*				0	0
Variance to 2018 Filings				4	18
8-Year Average Filings				0	0
Variance to 8-Year Average				4	18
City of Deer Park Adjusted for HUD Based Housing Unit Growth 2010-2023					
Permit Filings Versus Census Based Estimates and Projections					
	2010-2018	Average	2018-2023	Average	Potential
	Estimate	Per Year	Projection	Per Year	Range
City of Deer Park					
HUD Based 2010 Housing Inventory	2,771				
HUD Based 2018 Housing Inventory	2,771				
Permit Filings 2010-2018	0	0			
HUD Based Estimate 2010-2018	0	0			
Variance 2010-2018	0	0			
Census Based 2023 Housing Inventory	2,831				
HUD Based Projection 2018-2023			60	12	
2018 Permit Filings*				0	0
Variance to 2018 Filings				12	60
5-Year Average Filings				0	0
Variance to 5-Year Average				12	60
*2018 Permit filings are estimated through year end based on preliminary data YTD					
Table prepared by MARKET METRIC\$ LLC from data supplied by esiteanalytics.com and SOCDS					

EXHIBIT 23.

**2018 ESTIMATED DAYTIME POPULATION FOR THE CITY OF DEER
PARK, ADJACENT JURISDICTIONS, AND DRIVE-TIME AREAS**

2018 ESTIMATED DAYTIME POPULATION FOR THE CITY OF DEER PARK, ADJACENT JURISDICTIONS, AND DRIVE-TIME AREAS

Jurisdiction/Drive-Time Area	Deer Park	Sycamore Township						Drive-Time Areas*		
		Amberly	Blue Ash	Silverton	Twp. Wide	Dillonvale CDP	Kenwood CDP	5 Minutes	10 Minutes	15 Minutes
Total Daytime Population										
Total Daytime Population	4,671	1,967	40,063	2,681	32,650	1,733	14,882	17,764	81,490	267,105
Population aged 16 and under (Children)	1,124	225	3,300	189	5,675	556	1,889	2,233	12,959	39,420
Daytime Population Age 16+	3,547	1,743	36,764	2,492	26,975	1,177	12,993	15,531	68,531	227,685
Civilian 16+, at Workplace	1,951	729	31,253	1,237	20,455	278	10,488	11,183	47,172	170,405
Civilian 16+, Unemployed	124	51	213	137	289	52	96	319	1,320	4,564
Civilian 16+, Work at home	92	171	249	175	458	55	179	352	1,377	3,865
Student popn: Pre-kindergarten to 8th	664	66	2,457	23	3,093	426	1,125	1,390	8,399	24,977
Student popn: 9th grade-12th grade	354	0	677	0	3,040	12	846	377	3,539	10,849
Student popn: Post-secondary students	157	109	2,640	191	823	75	279	547	4,854	11,009
Homemakers Age 16+	302	472	1,378	289	1,928	370	698	1,249	5,848	17,089

*Drive-time areas are defined from the intersection of Blue Ash Road and East Galbraith Road in the City of Deer Park

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com and Experian, Inc.

EXHIBIT 24.

MAJOR INDUSTRY EMPLOYMENT AND ESTABLISHMENTS - 2018

MAJOR INDUSTRY EMPLOYMENT AND ESTABLISHMENTS - 2018

Business Major Industry Summary Report for the City of Deer Park, Ohio					
Major SIC Division	Employees	% Emp	Establishments	% Estab	Avg Size
Agricultural, Forestry, Fishing (SIC 01-09)	36	1.1%	5	2.9%	7
Construction (SIC 15-17)	65	1.9%	7	4.1%	9
Finance, Insurance & Real Estate (SIC 60-69)	113	3.4%	13	7.6%	8
Manufacturing (SIC 20-39)	21	0.6%	4	2.4%	5
Mining (SIC 10-14)	0	0.0%	0	0.0%	N/A
Public Administration (SIC 90-98)	23	0.7%	1	0.6%	23
Retail Trade (SIC 52-59)	1,010	30.3%	57	32.4%	18
Services (SIC 70-89)	1,998	59.9%	77	43.6%	26
Transportation & Communications (SIC 40-49)	16	0.5%	2	1.1%	9
Wholesale Trade (SIC 50-51)	56	1.7%	9	5.2%	6
Totals	3,338		176		

Business Major Industry Summary Report for Hamilton County, Ohio					
Major SIC Division	Employees	% Emp	Establishments	% Estab	Avg Size
Agricultural, Forestry, Fishing (SIC 01-09)	9,400	1.7%	495	1.6%	19
Construction (SIC 15-17)	19,963	3.7%	1,773	5.8%	11
Finance, Insurance & Real Estate (SIC 60-69)	42,375	7.9%	3,254	10.6%	13
Manufacturing (SIC 20-39)	68,852	12.8%	1,551	5.0%	44
Mining (SIC 10-14)	457	0.1%	20	0.1%	23
Public Administration (SIC 90-98)	32,950	6.1%	572	1.9%	58
Retail Trade (SIC 52-59)	86,853	16.1%	5,326	17.3%	16
Services (SIC 70-89)	224,742	41.7%	19,347	49.3%	12
Transportation & Communications (SIC 40-49)	32,227	6.0%	1,143	3.7%	28
Wholesale Trade (SIC 50-51)	20,818	3.9%	1,496	4.9%	14
Totals	538,637		34,977		

Business Major Industry Summary Report for the Cincinnati MSA					
Major SIC Division	Employees	% Emp	Establishments	% Estab	Avg Size
Agricultural, Forestry, Fishing (SIC 01-09)	14,694	1.4%	1,614	2.4%	9
Construction (SIC 15-17)	43,369	4.1%	4,486	6.6%	10
Finance, Insurance & Real Estate (SIC 60-69)	69,847	6.7%	6,828	10.0%	10
Manufacturing (SIC 20-39)	143,397	13.7%	3,571	5.2%	40
Mining (SIC 10-14)	811	0.1%	45	0.1%	18
Public Administration (SIC 90-98)	64,270	6.1%	1,533	2.2%	42
Retail Trade (SIC 52-59)	194,279	18.6%	12,183	17.9%	16
Services (SIC 70-89)	407,601	38.9%	41,318	46.7%	10
Transportation & Communications (SIC 40-49)	56,904	5.4%	2,821	4.1%	20
Wholesale Trade (SIC 50-51)	51,783	4.9%	3,279	4.8%	16
Totals	1,046,955		77,678		

Table prepared by MARKET METRIC\$ LLC from data supplied by esiteanalytics.com and Experian, Inc.

MAJOR INDUSTRY EMPLOYMENT AND ESTABLISHMENTS - 2018

Business Major Industry Summary Report for the 5 Minute Drive-time Area					
Major SIC Division	Employees	% Emp	Establishments	% Estab	Avg Size
Agricultural, Forestry, Fishing (SIC 01-09)	66	0.3%	13	1.3%	5
Construction (SIC 15-17)	244	1.3%	27	2.7%	9
Finance, Insurance & Real Estate (SIC 60-69)	1,213	6.3%	111	11.2%	11
Manufacturing (SIC 20-39)	1,512	7.8%	39	3.9%	39
Mining (SIC 10-14)	0	0.0%	0	0.0%	N/A
Public Administration (SIC 90-98)	327	1.7%	6	0.6%	54
Retail Trade (SIC 52-59)	4,844	25.1%	254	25.6%	19
Services (SIC 70-89)	9,775	50.7%	521	48.5%	19
Transportation & Communications (SIC 40-49)	997	5.2%	21	2.1%	47
Wholesale Trade (SIC 50-51)	320	1.7%	39	3.9%	8
Totals	19,298		1,032		
Business Major Industry Summary Report for the 10 Minute Drive-time Area					
Major SIC Division	Employees	% Emp	Establishments	% Estab	Avg Size
Agricultural, Forestry, Fishing (SIC 01-09)	1,285	2.2%	54	1.5%	24
Construction (SIC 15-17)	1,622	2.8%	161	4.3%	10
Finance, Insurance & Real Estate (SIC 60-69)	4,874	8.3%	473	12.8%	10
Manufacturing (SIC 20-39)	7,838	13.3%	179	4.8%	44
Mining (SIC 10-14)	13	0.0%	0	0.0%	85
Public Administration (SIC 90-98)	1,145	1.9%	30	0.8%	38
Retail Trade (SIC 52-59)	10,424	17.7%	664	17.9%	16
Services (SIC 70-89)	26,586	45.2%	2,237	50.8%	12
Transportation & Communications (SIC 40-49)	2,961	5.0%	95	2.6%	31
Wholesale Trade (SIC 50-51)	2,132	3.6%	166	4.5%	13
Totals	58,881		4,059		
Business Major Industry Summary Report for the 15 Minute Drive-time Area					
Major SIC Division	Employees	% Emp	Establishments	% Estab	Avg Size
Agricultural, Forestry, Fishing (SIC 01-09)	7,596	4.2%	157	1.5%	48
Construction (SIC 15-17)	7,838	4.4%	566	5.3%	14
Finance, Insurance & Real Estate (SIC 60-69)	10,351	5.8%	1,174	11.0%	9
Manufacturing (SIC 20-39)	28,599	15.9%	621	5.8%	46
Mining (SIC 10-14)	129	0.1%	4	0.0%	36
Public Administration (SIC 90-98)	4,889	2.7%	117	1.1%	42
Retail Trade (SIC 52-59)	29,568	16.4%	1,847	17.3%	16
Services (SIC 70-89)	72,860	40.5%	6,950	48.6%	10
Transportation & Communications (SIC 40-49)	8,899	4.9%	367	3.4%	24
Wholesale Trade (SIC 50-51)	9,195	5.1%	615	5.8%	15
Totals	179,926		12,419		

Table prepared by MARKET METRIC\$ LLC from data supplied by esiteanalytics.com and Experian, Inc.

EXHIBIT 25.

**RETAIL SURPLUSES AND LEAKAGES ANALYSIS
AND
RETAIL ESTABLISHMENT AND EMPLOYMENT TOTALS
2018**

DEFINED GEOGRAPHIES AND DRIVE-TIME EPICENTERS RETAIL ACTIVITY SUMMARY

DEFINED EPICENTERS	Defined Geographies			Blue Ash Road & East Galbraith Road		
DEFINED AND DRIVE TIME AREAS	Cincinnati MSA	Hamilton County	City of Deer Park	5 Minutes	10 Minutes	15 Minutes
Effective Number of Households in the Defined Market	895,673	341,656	2,600	7,729	31,568	91,803
Business Summary-Major SIC Division: Percent of Indigenous Market Served	%	%	%	%	%	%
Building Materials, Hrdwr, Garden Supply & Mobile Home Dealers (52)	80.98%	73.35%	13.85%	19.80%	43.35%	76.00%
General Merchandise Stores (53)	108.73%	132.61%	77.00%	239.92%	97.56%	108.57%
Food Stores (54)	102.23%	121.71%	149.85%	164.35%	156.93%	130.85%
Automotive Dealers & Gasoline Service Stations (55)	84.23%	98.56%	10.86%	65.12%	103.41%	131.53%
Apparel & Accessory Stores (56)	65.29%	98.26%	494.18%	1275.94%	366.55%	202.29%
Home Furniture, Furnishings & Equipment Stores (57)	89.01%	134.75%	199.96%	503.45%	240.88%	204.32%
Eating & Drinking Places (58)	112.11%	129.82%	263.96%	310.34%	170.03%	174.49%
Miscellaneous Retail (59)	101.23%	110.00%	153.13%	269.30%	148.43%	153.60%
Overall Market Capture	101.61%	119.08%	182.18%	293.53%	154.67%	150.88%

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com and business data from Experian, Inc.

DEFINED GEOGRAPHIES AND DRIVE-TIME EPICENTERS RETAIL ACTIVITY SUMMARY

DEFINED EPICENTERS	Defined Geographies			Blue Ash Road & East Galbraith Road		
DEFINED AND DRIVE TIME AREAS	Cincinnati MSA	Hamilton County	City of Deer Park	5 Minutes	10 Minutes	15 Minutes
Effective Number of Households in the Defined Market	895,673	341,656	2,600	7,729	31,568	91,803
Business Summary-Major SIC Division: Retail Business Establishments	#	#	#	#	#	#
Building Materials, Hrdwr, Garden Supply & Mobile Home Dealers (52)	501	181	1	4	11	54
General Merchandise Stores (53)	400	165	2	7	17	48
Food Stores (54)	1,304	602	6	20	60	174
Automotive Dealers & Gasoline Service Stations (55)	1,298	461	1	9	41	168
Apparel & Accessory Stores (56)	713	377	7	52	81	160
Home Furniture, Furnishings & Equipment Stores (57)	685	318	3	19	51	130
Eating & Drinking Places (58)	4,356	1,942	22	71	218	658
Miscellaneous Retail (59)	2,926	1,280	14	71	185	455
Total Retail Establishments	12,183	5,326	56	253	664	1,847

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com and business data from Experian, Inc.

DEFINED GEOGRAPHIES AND DRIVE-TIME EPICENTERS RETAIL ACTIVITY SUMMARY

DEFINED EPICENTERS	Defined Geographies			Blue Ash Road & East Galbraith Road		
	Cincinnati MSA	Hamilton County	City of Deer Park	5 Minutes	10 Minutes	15 Minutes
DEFINED AND DRIVE TIME AREAS						
Effective Number of Households in the Defined Market	895,673	341,656	2,600	7,729	31,568	91,803
Business Summary-Major SIC Division: Retail Business Employment	#	#	#	#	#	#
Building Materials, Hrdwr, Garden Supply & Mobile Home Dealers (52)	8,057	2,784	4	17	152	775
General Merchandise Stores (53)	27,730	12,901	57	528	877	2,838
Food Stores (54)	21,626	9,821	92	300	1,170	2,837
Automotive Dealers & Gasoline Service Stations (55)	16,038	7,159	6	107	694	2,567
Apparel & Accessory Stores (56)	6,191	3,554	136	1,044	1,225	1,966
Home Furniture, Furnishings & Equipment Stores (57)	5,368	3,100	35	262	512	1,263
Eating & Drinking Places (58)	82,391	36,393	563	1,968	4,404	13,143
Miscellaneous Retail (59)	26,878	11,141	118	617	1,389	4,180
Total Retail Employment	194,279	86,853	1,011	4,843	10,423	29,569

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com and business data from Experian, Inc.

EXHIBIT 26.

**SERVICES SURPLUSES AND LEAKAGES ANALYSIS
AND
SERVICES ESTABLISHMENTS AND EMPLOYMENT TOTALS
2018**

DEFINED GEOGRAPHIES AND DRIVE-TIME EPICENTERS SERVICES ACTIVITY SUMMARY

DEFINED EPICENTERS	Defined Geographies			Blue Ash Road and East Galbraith Road		
MARKET AREAS	Cincinnati MSA	Hamilton County	City of Deer Park	5 Minutes Drive-	10 Minutes Drive-	15 Minutes Drive-
Effective Number of Households in the Defined Market	895,673	341,656	2,600	7,729	31,568	91,803
Business Summary Major SIC Division: Percent of Indigenous Market Served	%	%	%	%	%	%
Hotels, Rooming Houses, Camps & Other Lodging Places (70)	123.54%	140.23%	0.00%	60.70%	131.99%	221.95%
Personal Services (72)	116.52%	171.64%	1623.27%	1078.15%	387.71%	250.45%
Business Services (73)	111.83%	171.56%	41.60%	184.65%	218.85%	331.93%
Automotive Repair, Services, Parking (75)	100.75%	129.86%	157.58%	120.35%	96.78%	151.62%
Miscellaneous Repair Services (76)	88.48%	120.61%	22.65%	32.38%	59.23%	103.44%
Motion Pictures (78)	85.05%	149.94%	105.95%	128.29%	120.40%	105.00%
Amusement & Recreation Services (79)	122.32%	156.71%	34.86%	45.10%	134.48%	152.62%
Health Services (80)	79.49%	111.93%	271.64%	559.65%	225.86%	146.95%
Legal Services (81)	105.96%	194.88%	36.40%	168.96%	95.03%	90.30%
Educational Services (82)	86.71%	105.48%	55.30%	35.83%	89.89%	83.24%
Social Services (83)	81.29%	112.34%	8.29%	78.06%	108.62%	111.11%
Museums, Art Galleries, Botanical & Zoological Gardens (84)	154.89%	184.83%	0.00%	0.00%	47.37%	52.57%
Membership Organizations (86)	91.78%	119.59%	14.79%	145.59%	180.11%	144.54%
Engineering, Accounting, Research, Management & Related Svcs (87)	121.36%	230.24%	78.91%	179.88%	233.20%	258.94%
Services, Not Elsewhere Classified (89)	229.40%	452.84%	0.00%	87.76%	136.74%	112.17%
Total Services	95.24%	137.67%	160.78%	264.33%	175.90%	165.78%

Table prepared by MARKET METRICS LLC from Census based data supplied by esiteanalytics.com and business data supplied by Experian, Inc.

DEFINED GEOGRAPHIES AND DRIVE-TIME EPICENTERS SERVICES ACTIVITY SUMMARY

DEFINED EPICENTERS MARKET AREAS	Defined Geographies			Blue Ash Road and East Galbraith Road		
	Cincinnati MSA	Hamilton County	City of Deer Park	5 Minutes Drive-	10 Minutes Drive-	15 Minutes Drive-
Effective Number of Households in the Defined Market	895,673	341,656	2,600	7,729	31,568	91,803
Business Summary Major SIC Division: Services Business Inventory	#	#	#	#	#	#
Hotels, Rooming Houses, Camps & Other Lodging Places (70)	402	137	0	3	15	52
Personal Services (72)	2,737	1,272	16	53	178	456
Business Services (73)	5,303	2,490	6	67	307	913
Automotive Repair, Services, Parking (75)	1,764	720	9	20	68	255
Miscellaneous Repair Services (76)	862	366	2	6	31	109
Motion Pictures (78)	180	102	1	4	13	29
Amusement & Recreation Services (79)	1,491	678	5	13	72	219
Health Services (80)	5,702	2,751	16	138	454	1,064
Legal Services (81)	1,549	865	0	17	68	166
Educational Services (82)	1,916	853	7	18	87	243
Social Services (83)	1,717	887	2	21	86	263
Museums, Art Galleries, Botanical & Zoological Gardens (84)	132	72	0	0	8	22
Membership Organizations (86)	4,071	1,819	4	38	182	538
Engineering, Accounting, Research, Management & Related Svcs (87)	3,727	2,061	8	78	295	805
Services, Not Elsewhere Classified (89)	261	122	0	4	16	43
	31,814	15,195	76	480	1,880	5,177

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com and business data supplied by Experian, Inc.

DEFINED GEOGRAPHIES AND DRIVE-TIME EPICENTERS SERVICES ACTIVITY SUMMARY

DEFINED EPICENTERS MARKET AREAS	Defined Geographies			Blue Ash Road and East Galbraith Road		
	Cincinnati MSA	Hamilton County	City of Deer Park	5 Minutes Drive-	10 Minutes Drive-	15 Minutes Drive-
Effective Number of Households in the Defined Market	895,673	341,656	2,600	7,729	31,568	91,803
Business Summary Major SIC Division: Service Businesses Employment	#	#	#	#	#	#
Hotels, Rooming Houses, Camps & Other Lodging Places (70)	9,906	4,289	0	42	373	1,824
Personal Services (72)	15,655	8,797	633	1,250	1,836	3,449
Business Services (73)	56,499	33,063	61	805	3,897	17,189
Automotive Repair, Services, Parking (75)	10,574	5,199	48	109	358	1,631
Miscellaneous Repair Services (76)	5,383	2,799	4	17	127	645
Motion Pictures (78)	1,383	930	5	18	69	175
Amusement & Recreation Services (79)	15,717	7,681	13	50	609	2,010
Health Services (80)	96,395	51,775	956	5,856	9,653	18,264
Legal Services (81)	10,029	7,036	10	138	317	876
Educational Services (82)	81,045	37,607	150	289	2,961	7,974
Social Services (83)	23,655	12,470	7	196	1,114	3,314
Museums, Art Galleries, Botanical & Zoological Gardens (84)	2,041	929	0	0	22	71
Membership Organizations (86)	23,525	11,692	11	322	1,627	3,797
Engineering, Accounting, Research, Management & Related Svcs (87)	52,462	37,966	99	671	3,553	11,473
Services, Not Elsewhere Classified (89)	3,332	2,509	0	11	70	167
	407,601	224,742	1,997	9,774	26,586	72,859

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com and business data supplied by Experian, Inc.

EXHIBIT 27.

**2018 ESTIMATED AVERAGE HOUSEHOLD CONSUMER
EXPENDITURES FOR DEER PARK, ADJACENT JURISDICTIONS,
AND DRIVE-TIME AREAS**

2018 ESTIMATED AVERAGE HOUSEHOLD CONSUMER EXPENDITURES FOR DEER PARK, ADJACENT JURISDICTIONS, AND DRIVE-TIME AREAS

Jurisdiction/Drive-Time Area	Deer Park	Sycamore Township						Drive-Time Areas*		
		Amberley	Blue Ash	Silverton	Twp. Wide	Dillonvale CDP	Kenwood CDP	5 Minutes	10 Minutes	15 Minutes
Average Household Consumer Expenditures - Top Ten Categories										
Transportation	\$9,808.56	\$16,715.81	\$13,651.49	\$8,983.15	\$12,570.56	\$11,264.04	\$12,509.81	\$10,650.53	\$11,726.73	\$11,249.70
Shelter	\$8,740.85	\$11,481.32	\$10,449.80	\$7,426.76	\$9,940.45	\$9,283.38	\$10,225.40	\$9,022.86	\$9,348.88	\$9,025.82
Food**	\$6,408.15	\$9,400.86	\$8,221.22	\$5,325.42	\$7,665.89	\$6,982.21	\$7,821.30	\$6,721.56	\$7,120.93	\$6,833.20
Alcoholic Beverages	\$505.07	\$707.66	\$630.78	\$382.60	\$594.01	\$526.96	\$622.89	\$519.01	\$543.11	\$516.42
Food at home	\$3,704.25	\$5,460.30	\$4,740.81	\$3,183.29	\$4,423.04	\$4,057.65	\$4,458.37	\$3,893.74	\$4,144.05	\$3,985.41
Food away from home	\$2,703.90	\$3,940.56	\$3,480.42	\$2,142.13	\$3,242.85	\$2,924.56	\$3,362.93	\$2,827.82	\$2,976.88	\$2,847.79
Health Care	\$4,462.14	\$7,448.05	\$6,006.65	\$3,731.79	\$5,913.51	\$5,494.73	\$6,264.20	\$4,956.03	\$5,262.37	\$4,786.69
Utilities, fuels and Public Svcs	\$3,879.53	\$5,332.97	\$4,733.20	\$3,403.49	\$4,572.82	\$4,287.05	\$4,694.63	\$4,080.38	\$4,264.19	\$4,067.83
Entertainment**	\$2,380.63	\$3,314.02	\$2,919.07	\$1,920.52	\$2,771.64	\$2,561.71	\$2,845.97	\$2,456.46	\$2,571.28	\$2,460.63
Fees and Admissions	\$505.86	\$855.61	\$712.64	\$393.83	\$649.63	\$569.43	\$662.57	\$539.01	\$591.97	\$561.49
Pets, Toys, Hobbies and Playground Equip	\$558.71	\$680.93	\$630.79	\$440.44	\$583.14	\$540.79	\$580.90	\$548.56	\$559.16	\$557.78
Visual Equipment, Audio and Services	\$1,054.20	\$1,409.20	\$1,255.70	\$870.55	\$1,221.42	\$1,151.79	\$1,269.95	\$1,095.70	\$1,131.31	\$1,072.78
Household Furnishings	\$1,614.30	\$2,699.40	\$2,218.97	\$1,328.27	\$2,150.30	\$1,896.64	\$2,276.77	\$1,790.61	\$1,931.80	\$1,805.14
Apparel and Services	\$1,558.39	\$1,633.92	\$1,566.50	\$1,196.05	\$1,511.45	\$1,465.15	\$1,462.23	\$1,387.62	\$1,427.42	\$1,410.94
Household Operations	\$1,633.92	\$1,576.19	\$1,485.08	\$830.65	\$1,383.68	\$1,265.49	\$1,466.79	\$1,232.04	\$1,258.68	\$1,205.61
Education	\$1,576.19	\$1,558.39	\$1,412.10	\$963.03	\$1,285.95	\$1,139.38	\$1,281.94	\$1,117.91	\$1,228.05	\$1,212.29
Total Household Consumer Expenditures***	\$42,062.66	\$61,160.93	\$52,664.08	\$35,109.13	\$49,766.25	\$45,639.78	\$50,849.04	\$43,416.00	\$46,140.33	\$44,057.85

*Drive-time areas are defined from the intersection of Blue Ash Road and East Galbraith Road in the City of Deer Park

**Consumer expenditure subsets provide detail but do not equal 100% of the category of which they are a part

***Total Household Consumer Expenditures Are Based on Primary Category Line Items ONLY

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com and Experian, Inc.

EXHIBIT 28.

**HOUSEHOLD GROWTH 2000-2023 AND RETAIL DEMAND GROWTH
2018-2023 FOR DEER PARK, ADJACENT JURISDICTIONS,
AND DRIVE-TIME AREAS**

HOUSEHOLD GROWTH 2000-2023 AND RETAIL DEMAND GROWTH 2018-2023

		2000 Census	2010 Census	2000-2010 Changes	2018 Estimates	2010-2018 Changes	2023 Projections	2018-2023 Changes	2010-2023 Changes	2018 Average Annual Retail Demand per HH	2018-2023 New Retail Demand Totals*
Cincinnati MSA	Total Households	774,149	824,968	50,819	850,678	25,710	887,879	37,201	62,911	\$14,821.82	\$551,386,525.82
Hamilton County	Total Households	346,782	333,945	12,837	336,817	2,872	339,205	2,388	5,260	\$14,334.33	\$34,230,380.04
Deer Park	Total Households	2,677	2,637	40	2,660	23	2,670	10	33	\$13,810.81	\$138,108.10
Amberley	Total Households	1,334	1,377	43	1,399	22	1,431	32	54	\$20,366.41	\$651,725.12
Blue Ash	Total Households	4,975	5,006	31	5,129	123	5,168	39	162	\$17,748.34	\$692,185.26
Silverton	Total Households	2,455	2,326	129	2,347	21	2,323	24	3	\$11,595.26	\$278,286.24
Sycamore Twp.	Total Households	8,297	8,413	116	8,501	88	8,666	165	253	\$16,711.71	\$2,757,432.15
Dillonvale CDP	Total Households	1,603	1,558	45	1,565	7	1,562	3	4	\$15,284.05	\$45,852.15
Kenwood CDP	Total Households	3,331	3,168	163	3,210	42	3,191	19	23	\$17,056.74	\$324,078.06
Blue Ash Road & East Galbraith Road											
5 Minutes Drive-time	Total Households	7,536	7,399	137	7,471	72	7,494	23	95	\$14,567.31	\$335,048.13
10 Minutes Drive-time	Total Households	29,170	28,305	865	28,713	408	28,690	23	385	\$15,475.37	\$355,933.51
15 Minutes Drive-time	Total Households	91,296	86,539	4,757	87,448	909	87,391	57	852	\$14,807.94	\$844,052.58

*Based on 2018 Average Annual HH Retail Demand Dollars and Projected 2018-2023 Household Growth

Table prepared by MARKET METRIC\$ LLC from Census based data supplied by esiteanalytics.com and business data from Experian, Inc.