

Springdale “State of the City”

Conditions, Trends, Successes & Opportunities

2014

Presented by:

Mayor Doyle Webster

Jeff Tulloch, Development Director

Wednesday April 16, 2014 – 11:30 AM-1PM

**Springdale Community Center 11999 Lawnview Avenue
Springdale, Ohio 45246**

Sponsored by the Springdale Chamber of Commerce

Outline

1. Welcome: Mayor Doyle Webster
2. Introductions / Overview: Jeff Tulloch, E.D. Director, Springdale
3. Retail Economy: Mike Lyons, General Manager, Tri-County Mall
4. Office Economy: John Eckert, Sr. VP, CB Richard Ellis
5. Service Economy: Lee Foley, Executive Director, Beckfield College
6. Industrial Economy: Kevin Smith, VP First Highland
7. Question and Answers



City of Springdale

Local State of Affairs

Springdale Economic Base

BREAKDOWN BY PAYROLL SOURCES 2009 - 2013

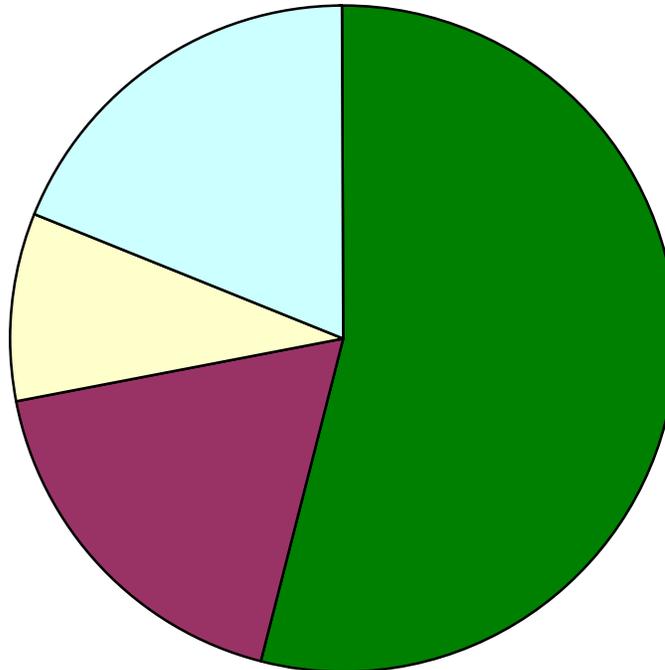
\$770,000,000 – \$651,000,000 – \$667,000,000 - \$682,621,000 - \$696,516,000

Service 19 %

2013: \$134,858,000
2012: \$135,391,000
2011: \$121,400,000
2010: \$115,845,000
2009: \$115,500,000

Industrial 9 %

2013: \$61,709,000
2012: \$71,456,000
2011: \$70,116,000
2010: \$76,363,000
2009: \$96,250,000



Office 54 %

2013: \$374,116,000
2012: \$354,231,000
2011: \$354,925,000
2010: \$340,972,000
2009: \$423,500,000

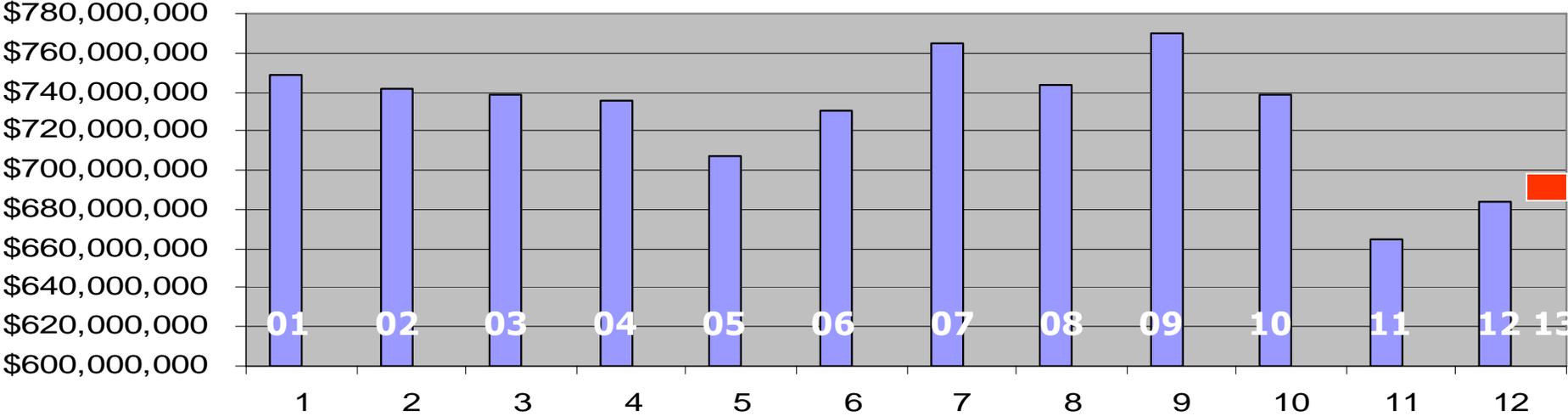
Retail 18 %

2013: \$125,832,000
2012: \$121,543,000
2011: \$119,048,000
2010: \$117,880,000
2009: \$134,750,000

Local State of Affairs

Springdale Payroll Trends 2001-2013

Payroll Trends 2000-2012



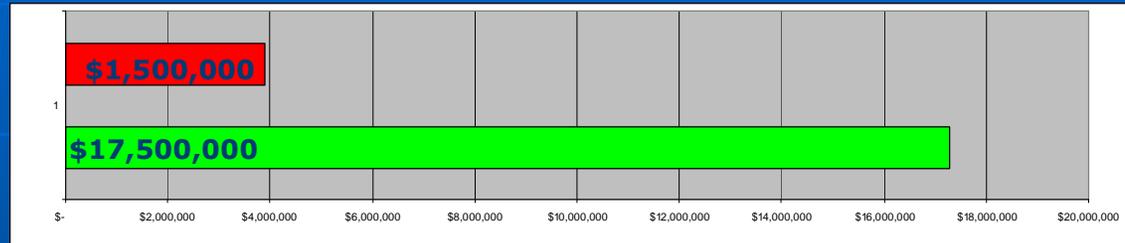
Local State of Affairs

City Fiscal Condition 2013

LONG-TERM DEBT RELATIVE TO ANNUAL REVENUES

G.O. Bond Debt

Annual Budget



Retail



Cassinelli



Tri-County Towne Center



Beltway



Tri-County

Mike Lyons, G.M. Tri-County Mall

RETAIL

Springdale Retail District Facts

- **Retail SF 4,581,301**
- **32 Centers and Retail Buildings**
- **Recent Trends 2004 4% Vacancy / 2009 21.5% Vacancy**
- **Current Vacancy 11.9% - 544,514 SF**
- **Strong recovery from 2009 recession (438,000 SF leased)**
- **Annual Payroll \$125,832,000 – 18% of Economic Base**
- **Retail Sales of \$1 Billion**
- **Sales Tax \$67.5 Million go to State and County coffers**
- **Retailers employ 5,033 People**
- **Future looks challenging but very promising!**

Retail Tri-County Mall



Tri-County Mall has long been the center of retail activity locally and regionally. Changes in shopping patterns and trends have had an adverse on the Mall's vitality. The acquisition and proposed redevelopment of the Mall by Singhaiyi Group to a more mixed use, life style format offers significant promise for the future of this iconic property

Retail

TCM Schematic Redevelopment Plan

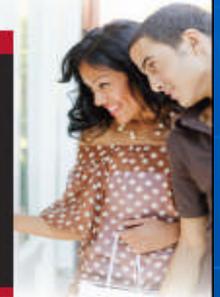
Tri-County Mall Redevelopment

Below are artist renderings which are subject to change.



Retailers

- Macy's
- Sears
- Dillard's
- Ethan Allen
- New York and Co.
- BJ's Restaurant
- Ruby Tuesday
- Men's Warehouse
- LensCrafters



DEMOGRAPHICS

	1 mil	3 mil	5 mil
Population	42,818	138,721	654,498
Business Population	62,989	119,976	335,312
Households	17,346	55,980	261,638
Average HH Income	\$59,759	\$72,342	\$72,780
Median Age	37.0	38.8	38.4



NEW YORK & COMPANY



The 1.3 million SF Mall anchored by Macy's, Sears and Dillard's Will be revamped to meet contemporary shopping needs.

Retail Revamping TCM



With the acquisition of the Mall by Singhaiyi Group preliminary plans call for the development of a mixed use, life style oriented project.

Retail Tri-County Mall

TRI-COUNTY MALL

Cincinnati, OH 45246



TRI-COUNTY MALL

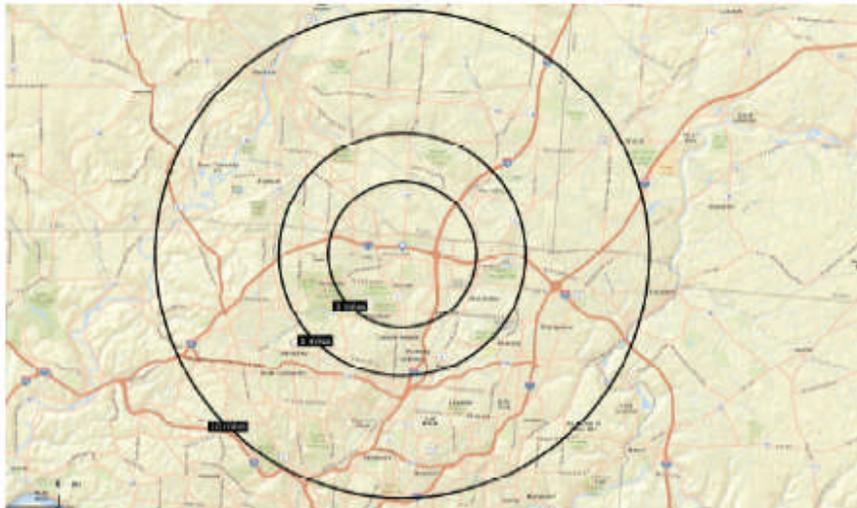
11700 Princeton Pike
Cincinnati, OH 45246



Tri-County Mall Redevelopment

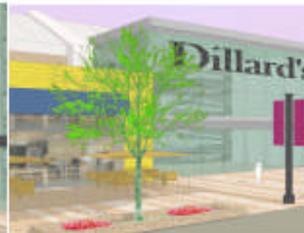
Tri-County Mall Redevelopment

3/5/10 - Mile Trade Area



Highlights

- Tri-County Mall is located in the city of Springdale, Ohio, a northern suburb of Cincinnati.
- Being the first regional mall within the market the property serves as the retail hub within the trade area.
- The property currently features more than 150 specialty stores and restaurants.
- Tri-County Mall is located at the highly trafficked intersection of Princeton Pike and Kemper Road, just off interstate 275
 - Interstate 275 with 109,850 cpd
 - Princeton Pike with 39,320 cpd
 - Kemper Road with 18,375 cpd
- Tri-County Mall is located at the highly trafficked intersection of Princeton Pike and Kemper Road, just off interstate 275.



CONTACTS

Mary Bresnahan
Vice President, Retail
Brokerage
Jones Lang LaSalle
312 Walnut Street, Ste. 3030
Cincinnati, OH 45202
tel +1 (514) 361-9290
mary.bresnahan@am.jll.com

Melissa Ruther
Vice President, Retail
Brokerage
Jones Lang LaSalle
312 Walnut Street, Ste. 3030
Cincinnati, OH 45202
tel +1 (513) 477-1858
melissa.ruther@am.jll.com

Natalie Gregory
Coordinator, Retail
Brokerage
Jones Lang LaSalle
312 Walnut Street, Ste. 3030
Cincinnati, OH 45202
tel +1 (513) 807-9958
natalie.gregory@am.jll.com

Office



Pictoria



Executive Plaza



Kemper Pond



Princeton Hill GEAS

John Eckert, Sr. V.P. CB Richard Ellis

Office

Springdale Office Facts

- Office SF 1,989,654
- 29 Class A-C Office Buildings
- Recent Trends 2004 20% Vacancy / 2009 11% Vacancy
- Current Vacancy 23% - 544,514 SF
- GEAE vacated 500,000 SF 2009 - 2012
- Left significant vacancy in market
- Annual Payroll \$374,116,000 – 54% of Economic Base
- Recent new office users First Financial Bank / Humana / Sugar Creek / CBTS / PCMS / CDI / HealthSpan (374,000SF)
- Office users employ 6,000 People
- Future looks challenging but very promising!

Office

Aggressive leasing by CBRE brings Executive Center 3 to 65% occupancy. Humana Adds 1,000 jobs in 173,000 SF. Leeds certification is received by all Executive Center Buildings



The three Executive Plaza Buildings total 260,000 SF. While substantially vacant These buildings offer great potential for full building and full floor tenancies.



Office

Executive Plaza and Executive Center Information



Service



Springdale Municipal Building



Cinci North Hotel



Beckfield College @ Pictoria



Maple Knoll Village

Lee Foley, Executive Director Beckfield College

Service

Springdale Service Sector Facts

- **The Springdale Service Sector includes businesses and institutional entities such as educational facilities, government, health care, construction, religious entities, recreational & personal service.**
- **Some of the larger service entities in Springdale are: Maple Knoll Village, City of Springdale, State of Ohio, Beckfield College, and Princeton City Schools,**
- **Interesting recent adds to service sector Full Throttle Karting and Sky Zone**
- **The Service Sector grew by 17% the past five years.**
- **Annual Payroll \$134,858,000 –19% of Economic Base**
- **Service sector is the second largest in the Springdale economy**
- **Service employers employ 6,500 people**
- **Service is a consistent and growing sector of the local economy!**

Service

Beckfield employs 140 people and has an enrollment of 540 Students. Programs include:

- Allied Health
- Business & Technology
- Criminal Justice Studies
- Nursing
- Paralegal Studies

Beckfield College occupies over 30,000 SF at Pictoria Tower and has expanded since its initial opening in 2009. The location is excellent for regional Cincinnati-Dayton access.



Service

Beckfield College Information



Careers Programs

What do you want out of life? What are your goals and dreams? Getting an education to help with your career is within reach. With 30 years of academic excellence, we offer:

- Small Campus Feel – Northern Kentucky, Cincinnati, & Online
- One-on-One Financial Aid Assistance
- Lifetime Career Services
- Flexible Class Scheduling, Pending Program Choice
- Accredited by ACICS

Contact us today to learn more:

Select Location (Programs Vary by Location) *

What program interests you? *

First Name *

Last Name *

Email *

Phone *

Zip *

Clicking the request information button constitutes your express written consent, without obligation to purchase, to be contacted (including through automated means, e.g. dialing & text messages) via telephone, mobile device (including SMS & MMS), and/or email, even if your telephone number is on a corporate, state or the National Do Not Call Registry, and you agree to our terms of use and privacy policy.

Contact us today!

For immediate information:
800-486-1997

Beckfield College | (800) 486-1997

Florence, KY Campus: 16 Spiral Drive, Florence, KY 41042

Tri-County Cincinnati, OH Campus: 225 Pictoria Drive, Suite 200, Cincinnati, OH 45246 (Reg # 08-05-1857T)

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Industrial



John Morrell Manufacturing



Progress Business Park



Avon

Kevin Smith, SVP First Highland



Sugar Creek Packing

Industrial

Springdale Industrial Facts

- Industrial SF approximately 4,000,000
- 14 Industrial Buildings Primarily in Progress Park and W. Kemper
- Recent Trends 2004 5% Vacancy / 2013 19% Vacancy
- Vacancy Primarily Associated with loss of Avon Mfg.
- Annual Payroll of \$61,709,000 – 9% of Economic Base
- Recent New Industrial Companies: Clarke Fire Protection Products (217,000SF) / Sugar Creek Packing (8,000SF) / Servattii's (76,000 SF)
- Industrial Companies Employ approximately 1,400 people
- Primary Industrial Employers Include: John Morrell / General Electric Product Support / Clarke Fire Protection / Kroger Cos. / AMPAC / Servattii's

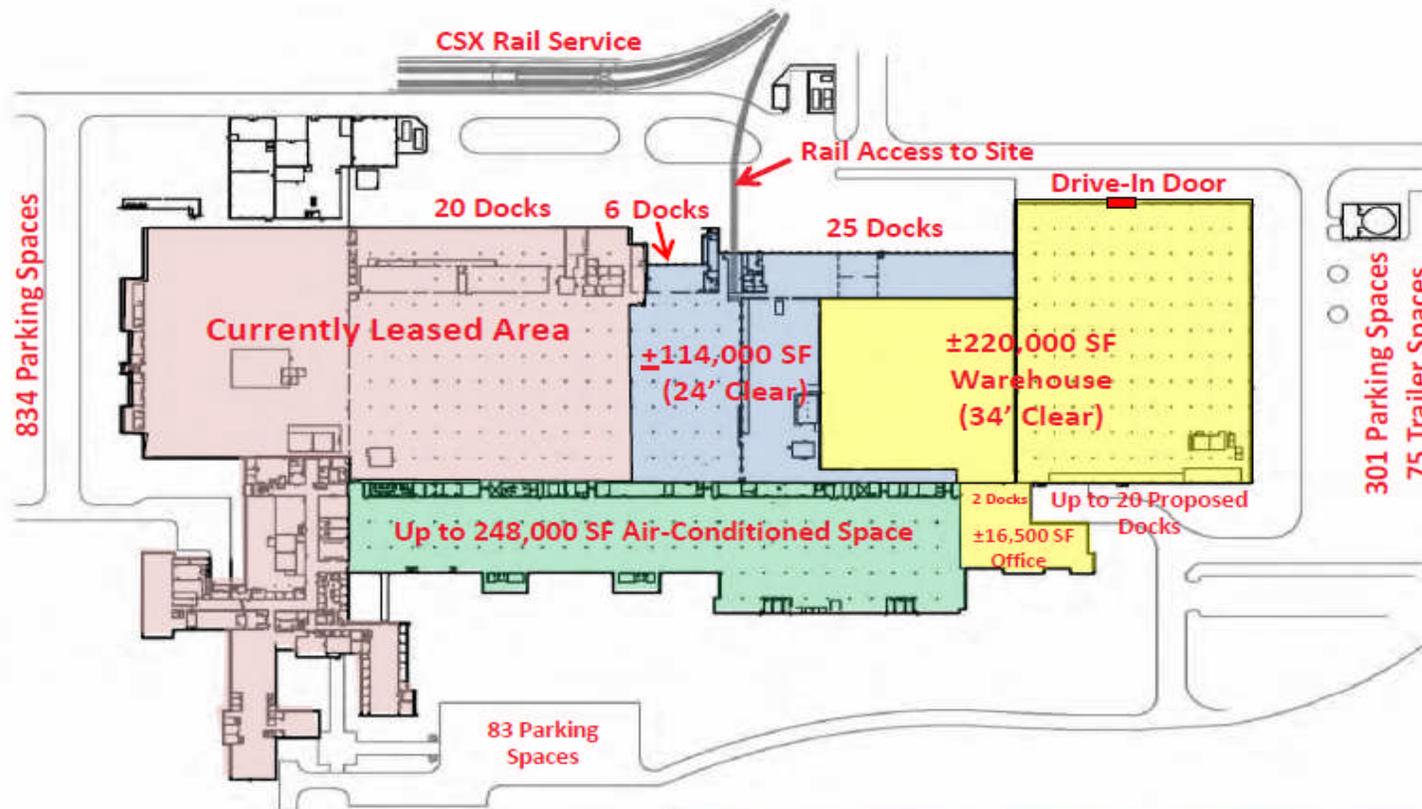
Industrial

The Avon Facility has been acquired by First Highland and is being actively marketed by C-C-R for Mfg., Warehouse and Operations Office uses.



Avon Facility Floor Plate – 1,100,000 SF

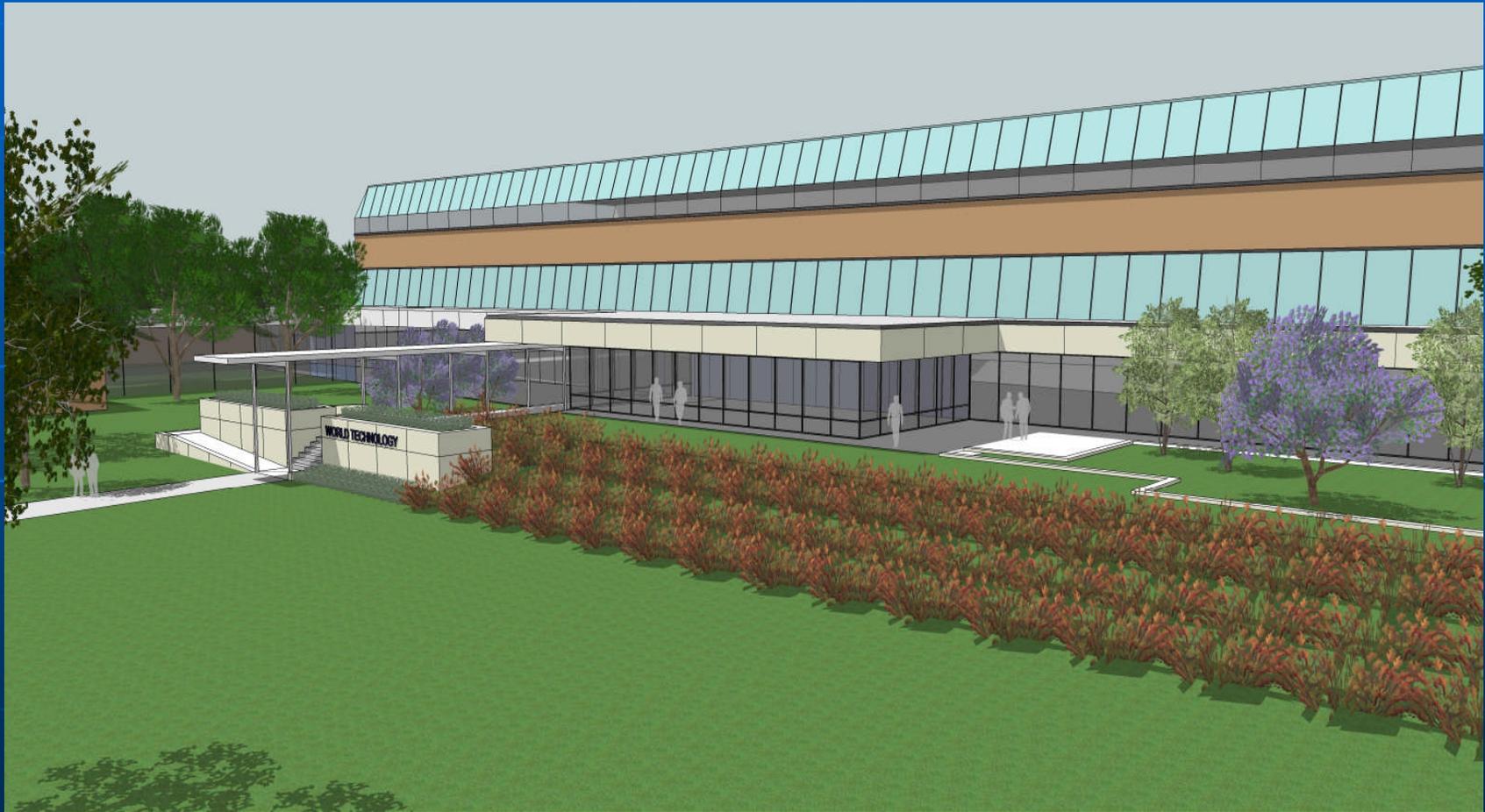
FOR SALE || LEASE
MANUFACTURING • WAREHOUSE SPACE



Avon Facility: Site Development

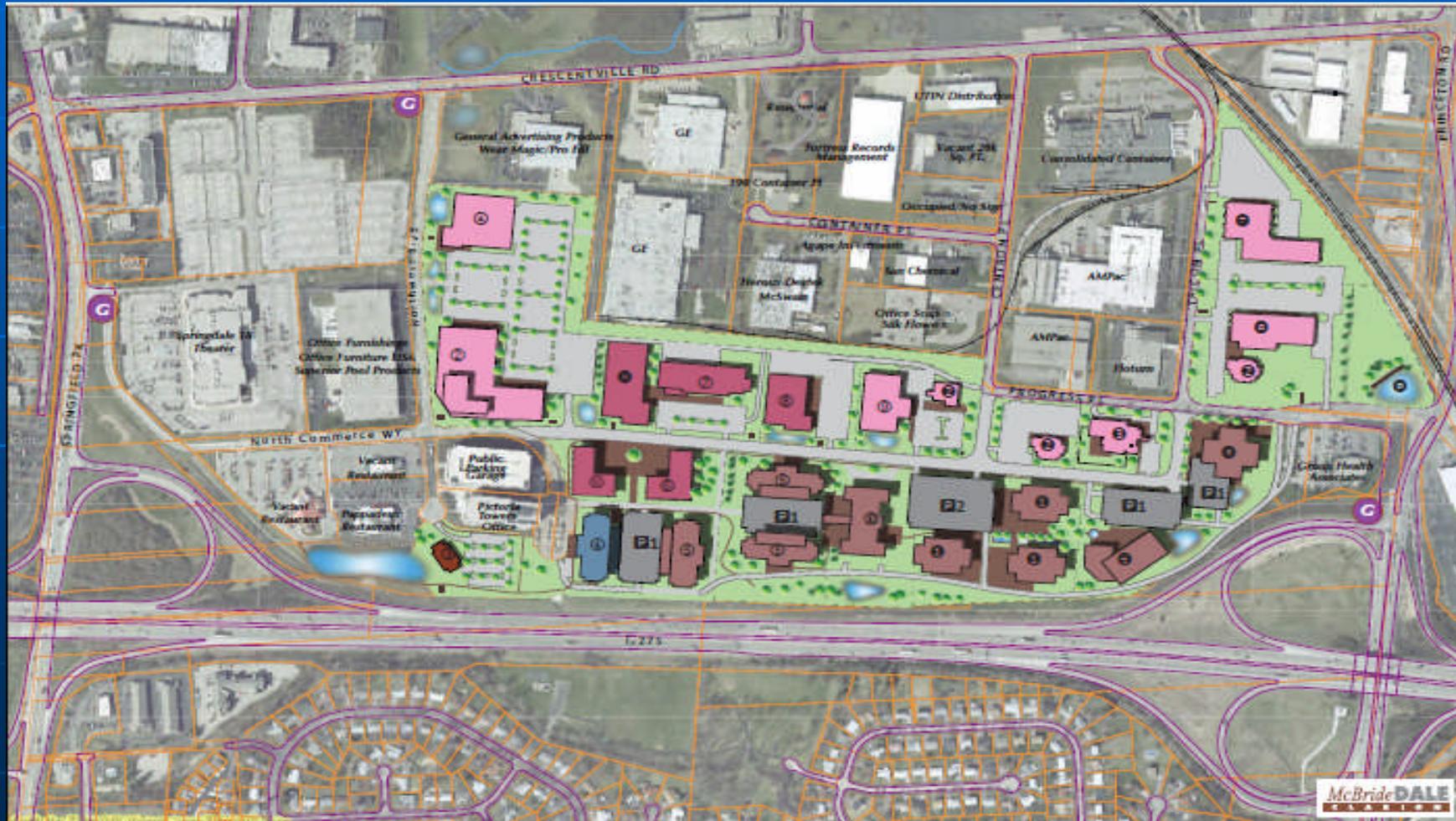


Avon Facility: Office Development



Industrial

Potential Redevelopment of Avon Property for Major Business Park



Industrial

**175 PROGRESS PLACE
CINCINNATI, OH 45246**

250,000+ RSF AVAILABLE OFFICE



FOR LEASE



Redevelopment Priorities



Executive Plaza



Tri-County Mall



Avon



Cincinnati North Hotel

Other Information

New Electronic Advertising Device:
Part dedicated Springdale business
advertising. Contact Julie Matheny

julie@springdalechamber.org

This presentation can be viewed by
going to:

www.springdale.org
Economic Development



Springdale “State of the City”

Conditions, Trends, Successes & Opportunities

Q & A



Doyle Webster, Mayor

dwebster@springdale.org - 513-346-5700

Jeff Tulloch, Development Director

jtulloch@springdale.org - 513-346-3984