North College Hill Economic Development Analysis

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May 21, 1999

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Research Objectives

This North College Hill Economic Development Analysis was developed under two research objectives. One objective was to conduct a profile of businesses in North College Hill to evaluate the tax base of the city in terms of business size and industry. The second objective was to conduct a market analysis to describe North College Hill's economic and demographic trends and the consumption behavior of North College Hill residents.

Research Findings

- The top tax revenue generator in North College Hill, the North College Hill Board of Education, brings in 47 percent more revenue than the second-highest revenue generator, Clovernook Center.

- The tax revenue received from Winn-Dixie Midwest, Inc., (ranked sixth in tax revenue generation in 1998) has declined 24.5 percent between 1995 and 1998, and 8.8 percent from 1997 to 1998. The tax revenue received from each of the other top 15 companies has increased from 1995 to 1998.

- Cedar Medical Group, Inc., the fifth ranked company in 1998, increased revenue 951 percent between 1997 and 1998, from $2 thousand in 1997 to $21 thousand in 1998.

- The top tax revenue generators in North College Hill are also the top employers in the City. Non-North College Hill businesses that employ North College Hill residents also contribute to the City's tax revenue. The largest contributors outside of North College Hill are Hamilton County, the City of Cincinnati, Cincinnati Bell, and CG&E.

- The top two employers in North College Hill contributed 19 percent to earnings tax revenue to the city in 1998. The top 13 employers contributed 62 percent of earnings tax revenue. These 13 companies represent 60 percent of employment in North College Hill and nine percent of North College Hill businesses.

- Seventy percent of the businesses in North College Hill have fewer than 20 employees. These businesses contribute 16 percent of earnings tax to the city.

- The industry accounting for the greatest portion of earnings tax revenue (22 percent) in 1998 was the Social Services industry, which includes residential care. The Educational Services industry accounted for the second largest portion, at 14 percent. The 16 businesses comprising the Health Services industry accounted for 10 percent of earnings tax revenue in 1998.

- An analysis of consumption behavior of North College Hill residents shows an excess demand for goods purchased from the following retail stores: building material and related, food, general merchandise, home furnishings and related, apparel and accessory, and auto dealers and service stations. Excess demand is defined as purchases by North College Hill residents that exceed the sales of comparable North College Hill businesses.

- Eating and drinking places and miscellaneous retail stores in the North College Hill area appear to be net exporters – business sales in these categories are higher than the consumption of North College Hill residents in these categories.

- The North College Hill population is projected to decline four percent between 1998 and 2003. Per capita income in the city increased nearly 38 percent from 1989 to 1998, but this increase is less than what was experienced in Hamilton County and Greater Cincinnati.

For additional information contact the Economics Center for Education & Research, email Econeduc@uc.edu.
Please reference report: 1999-EN-1010 North College Hill