

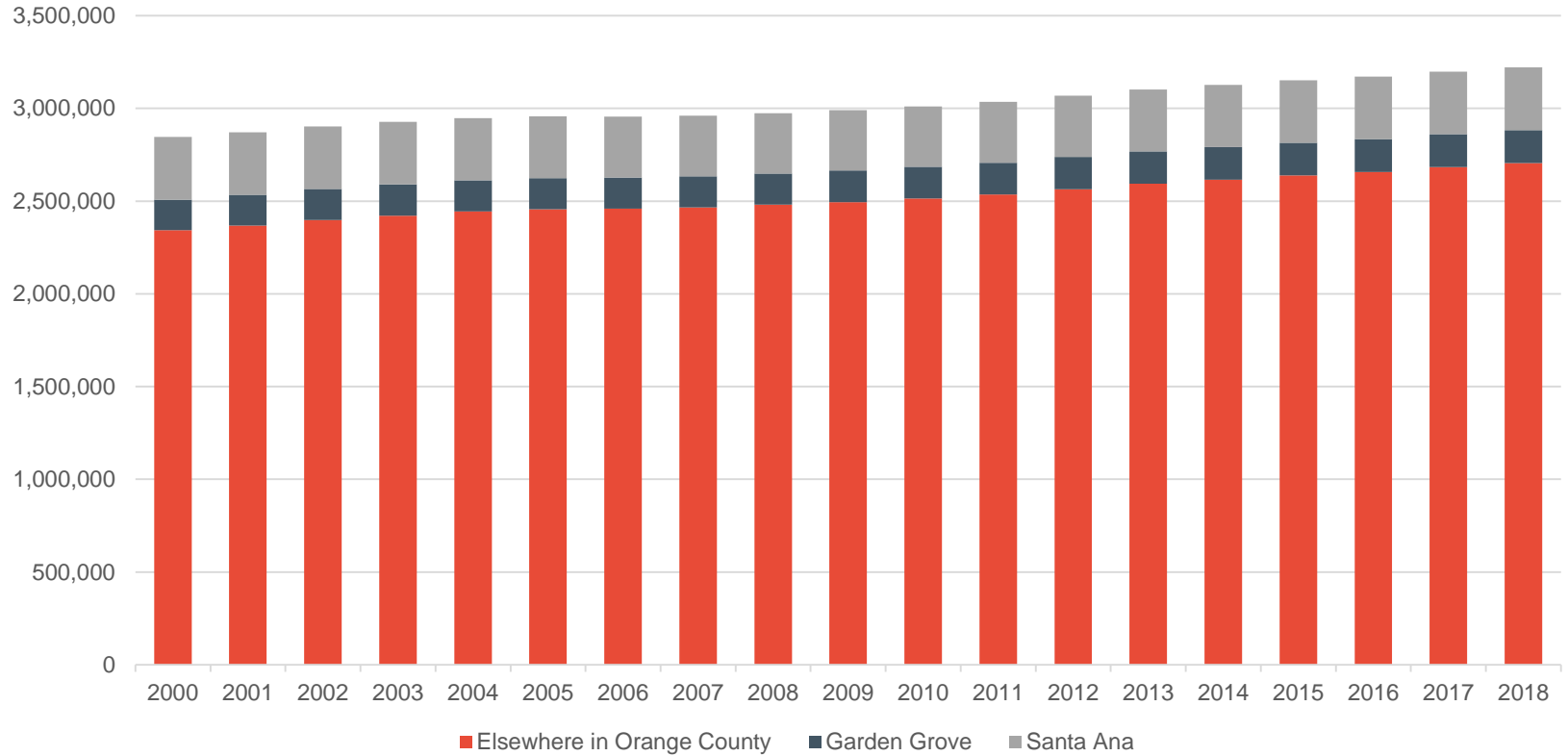
Willowick Golf Course Market Analysis

Joint Special Council Meeting
Cities of Santa Ana and Garden Grove
January 29, 2019

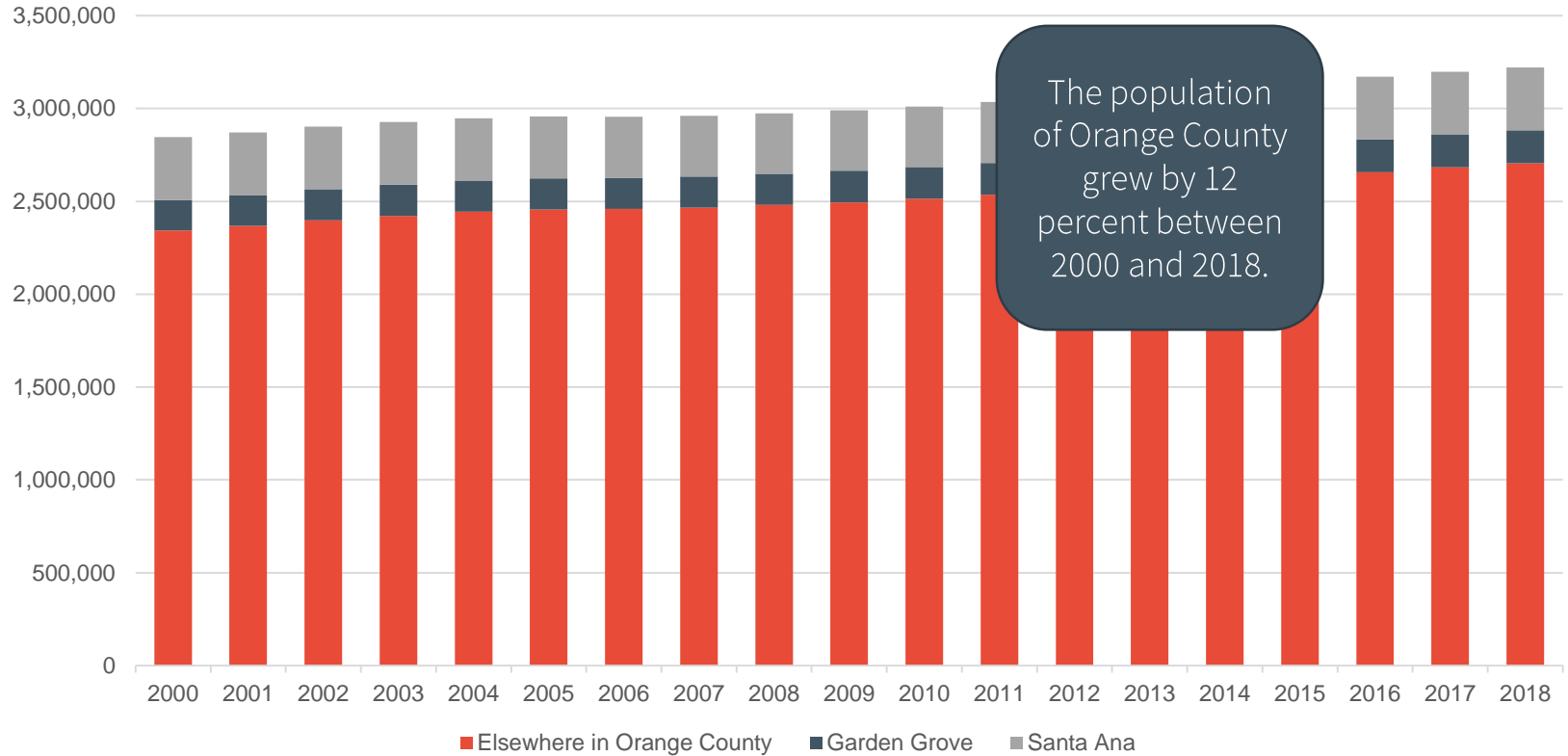


Market Drivers

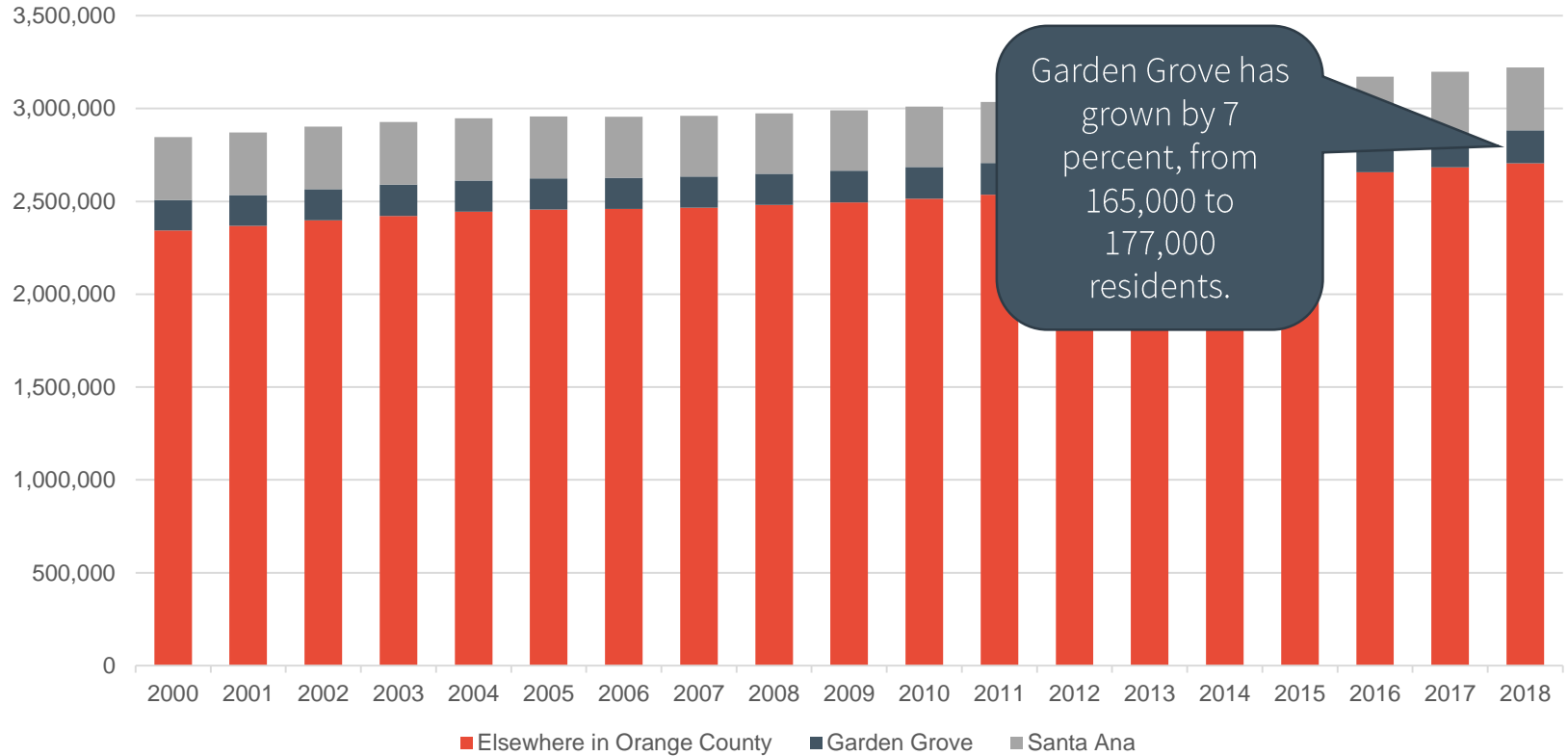
Market Drivers : Population



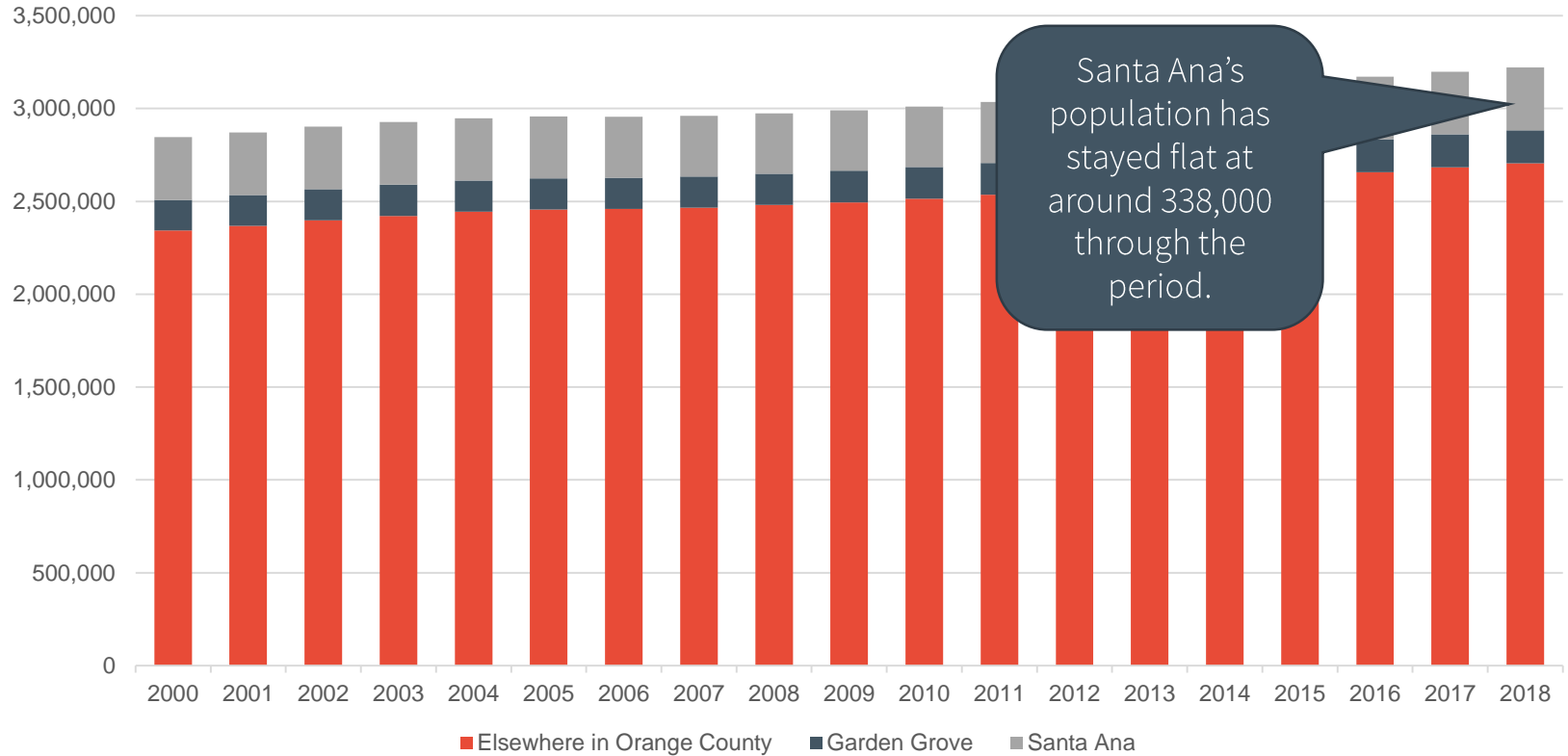
Market Drivers : Population



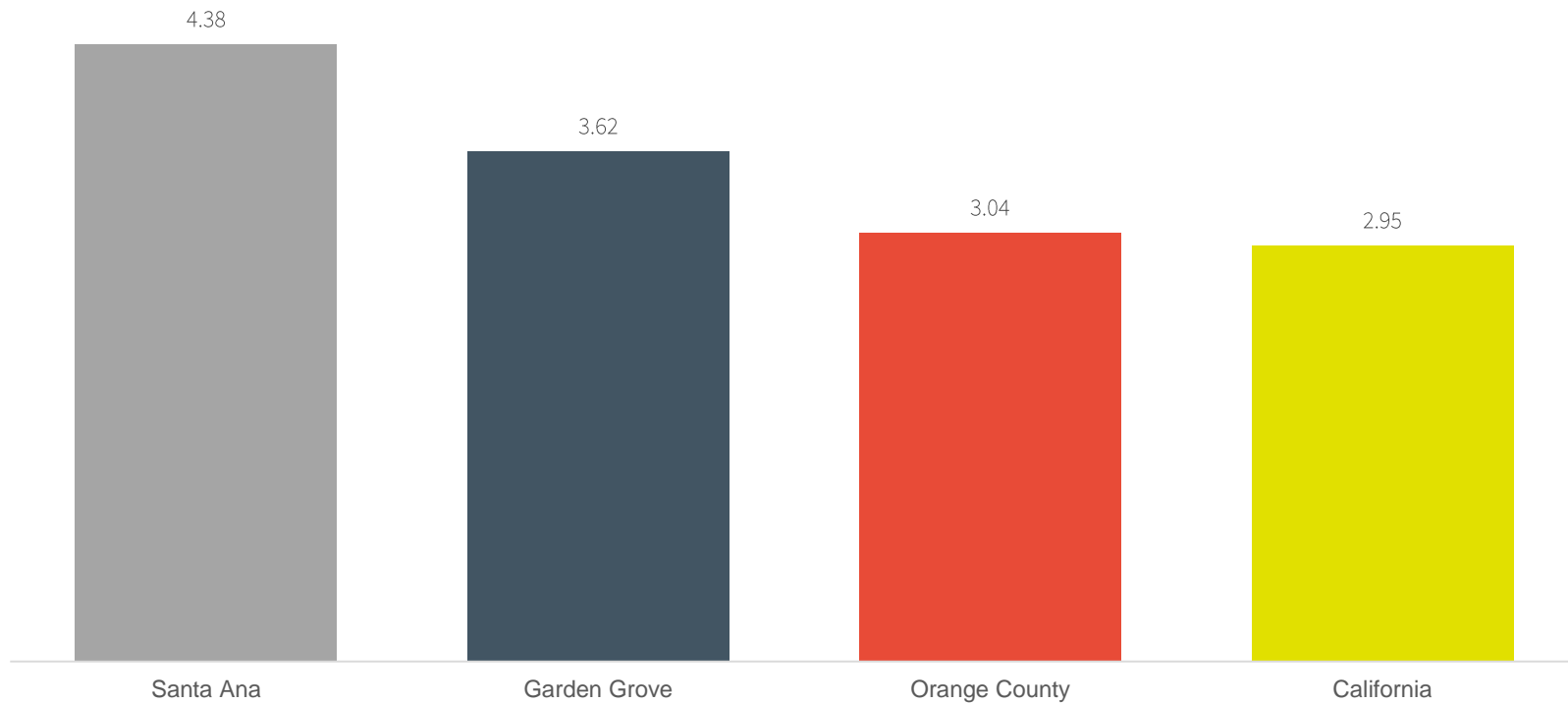
Market Drivers : Population



Market Drivers : Population



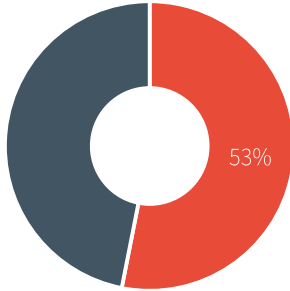
Market Drivers : Average Household Size



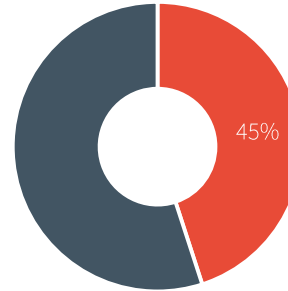
Market Drivers :

Families with Children as a Share of Total Households

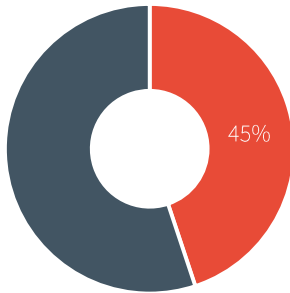
Santa Ana



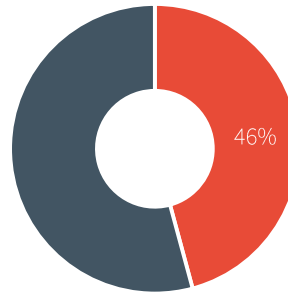
Garden Grove



Orange County

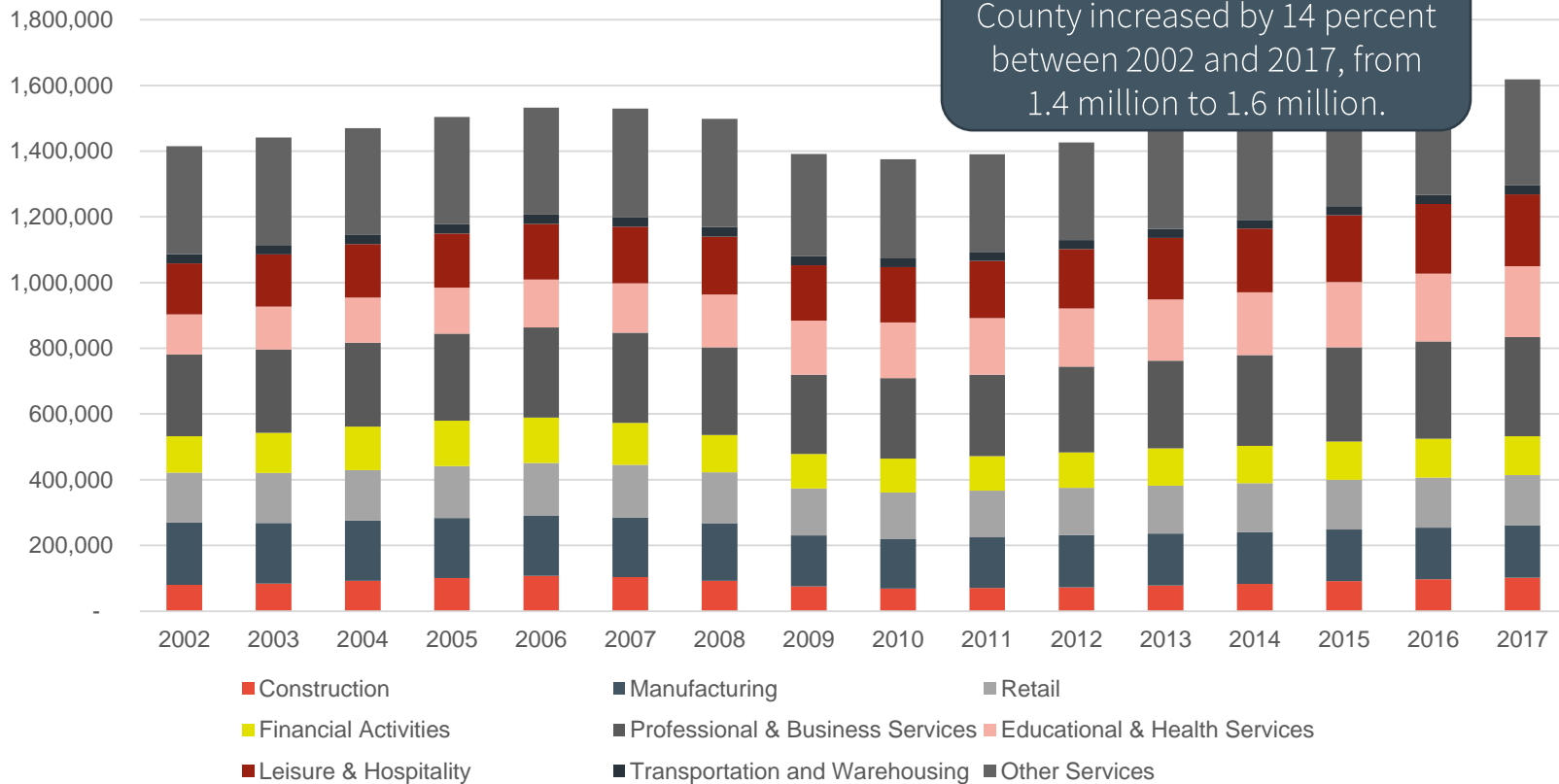


California

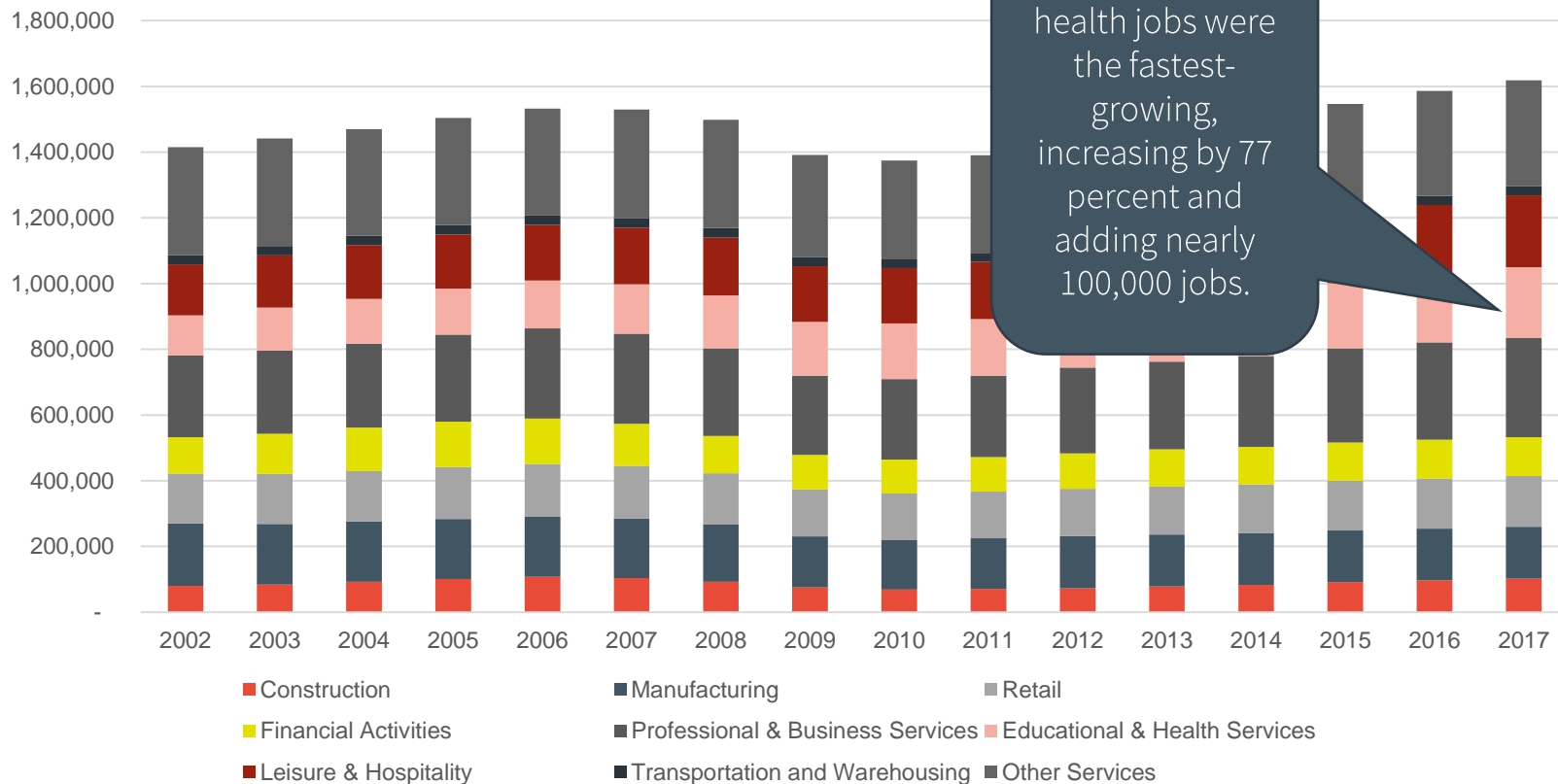


Market Drivers: Job Growth (Orange County)

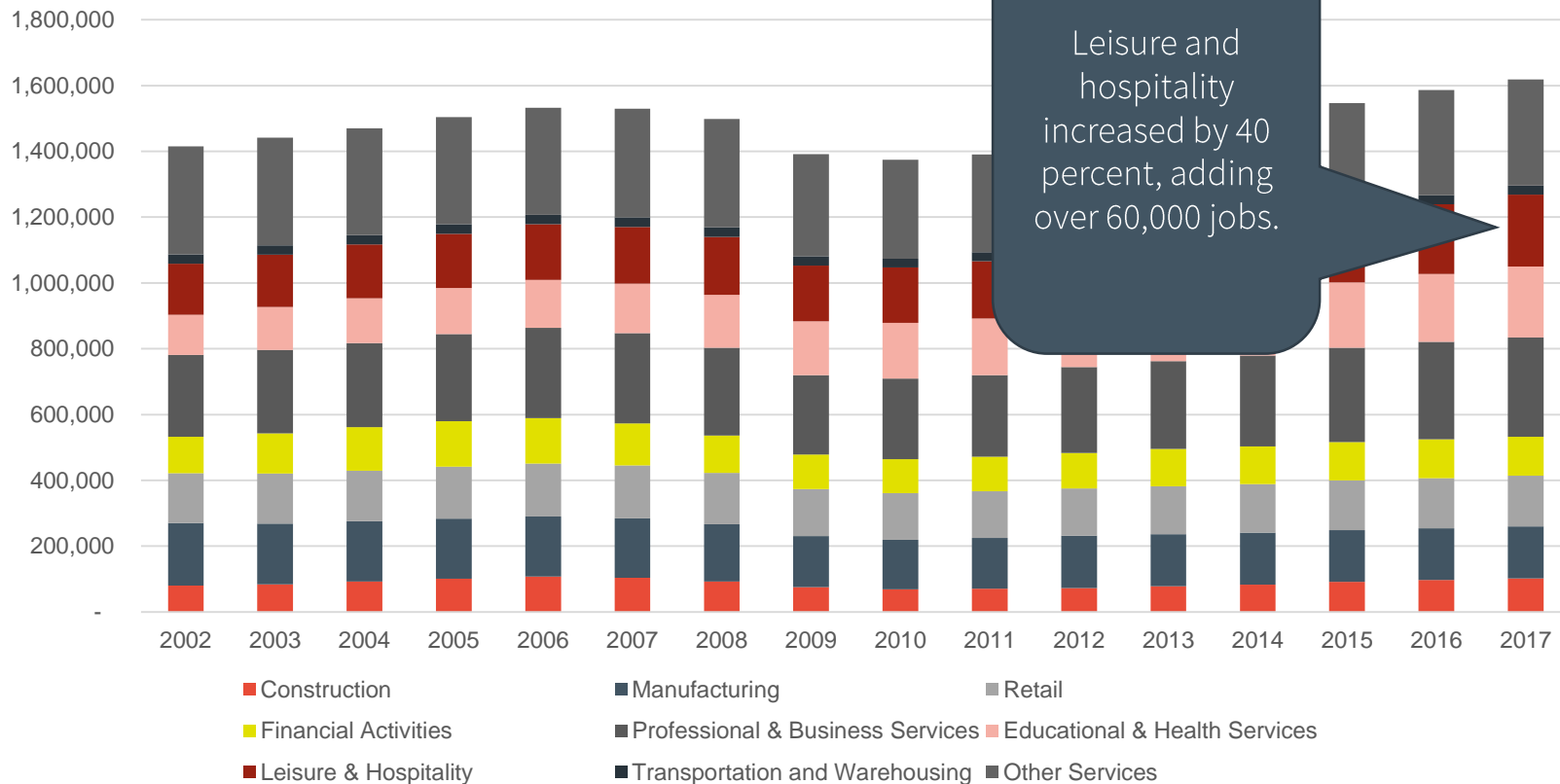
The number of jobs in Orange County increased by 14 percent between 2002 and 2017, from 1.4 million to 1.6 million.



Market Drivers: Job Growth (Orange County)

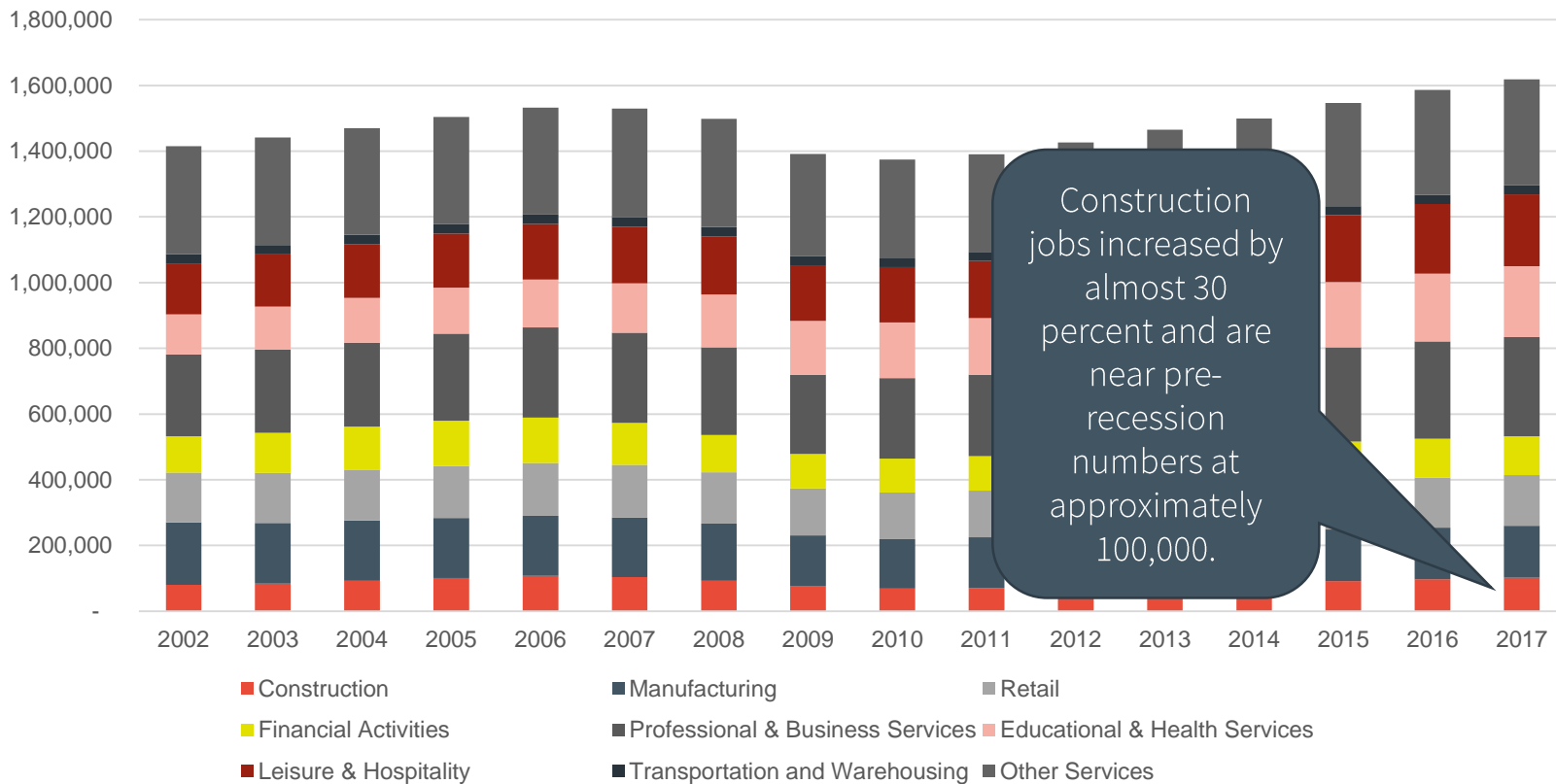


Market Drivers: Job Growth (Orange County)



Leisure and hospitality increased by 40 percent, adding over 60,000 jobs.

Market Drivers: Job Growth (Orange County)



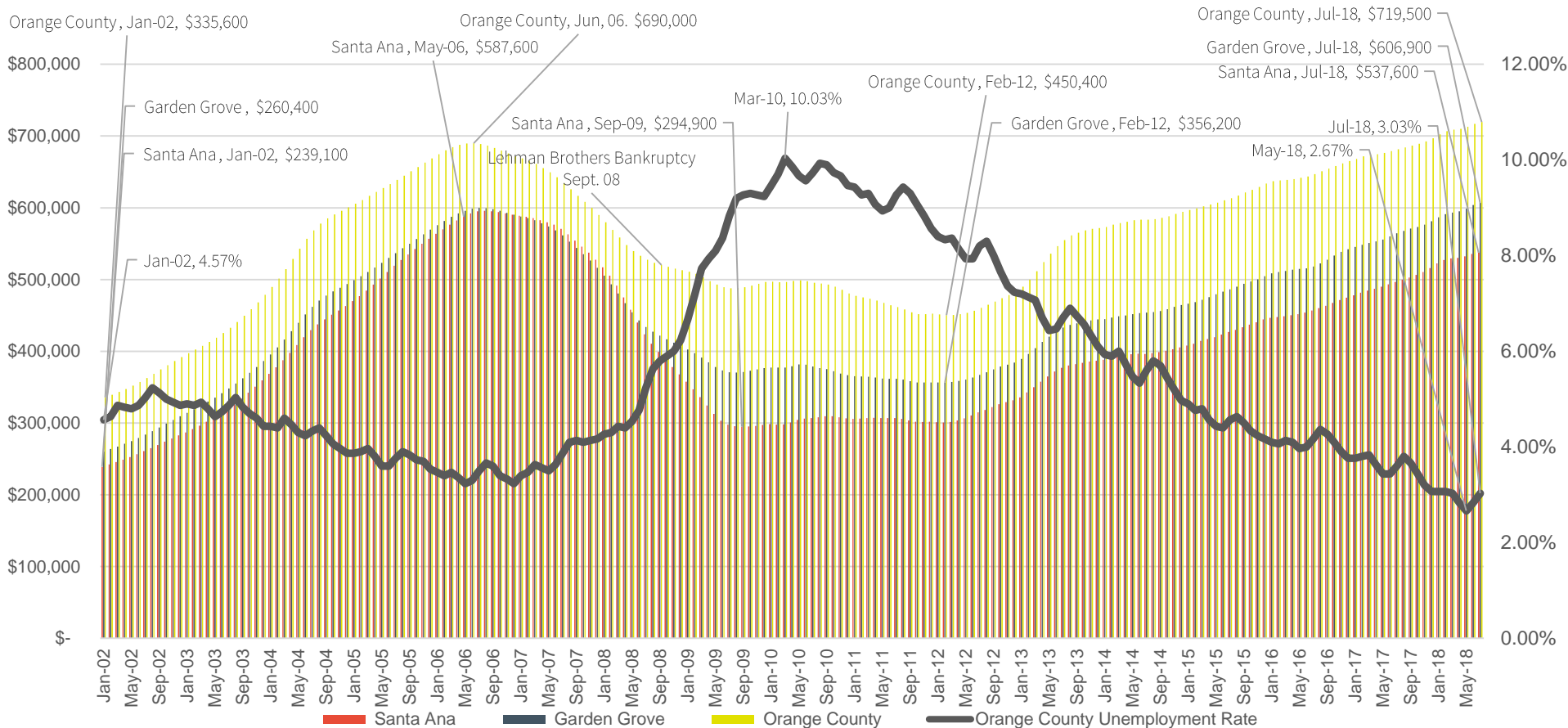
Market Drivers: Employment





Real Estate Market Conditions

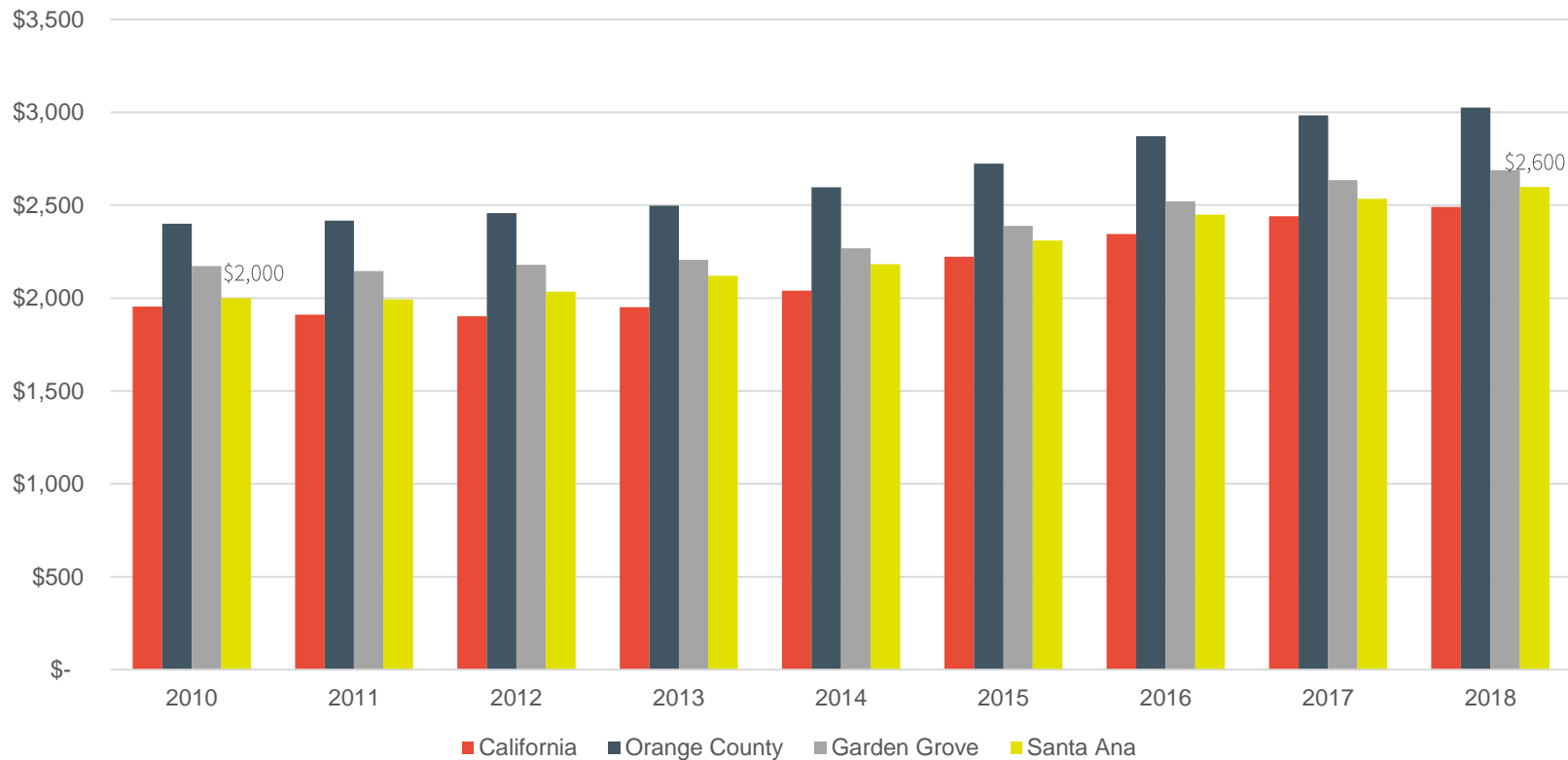
Market Drivers: Median Home Value and Unemployment



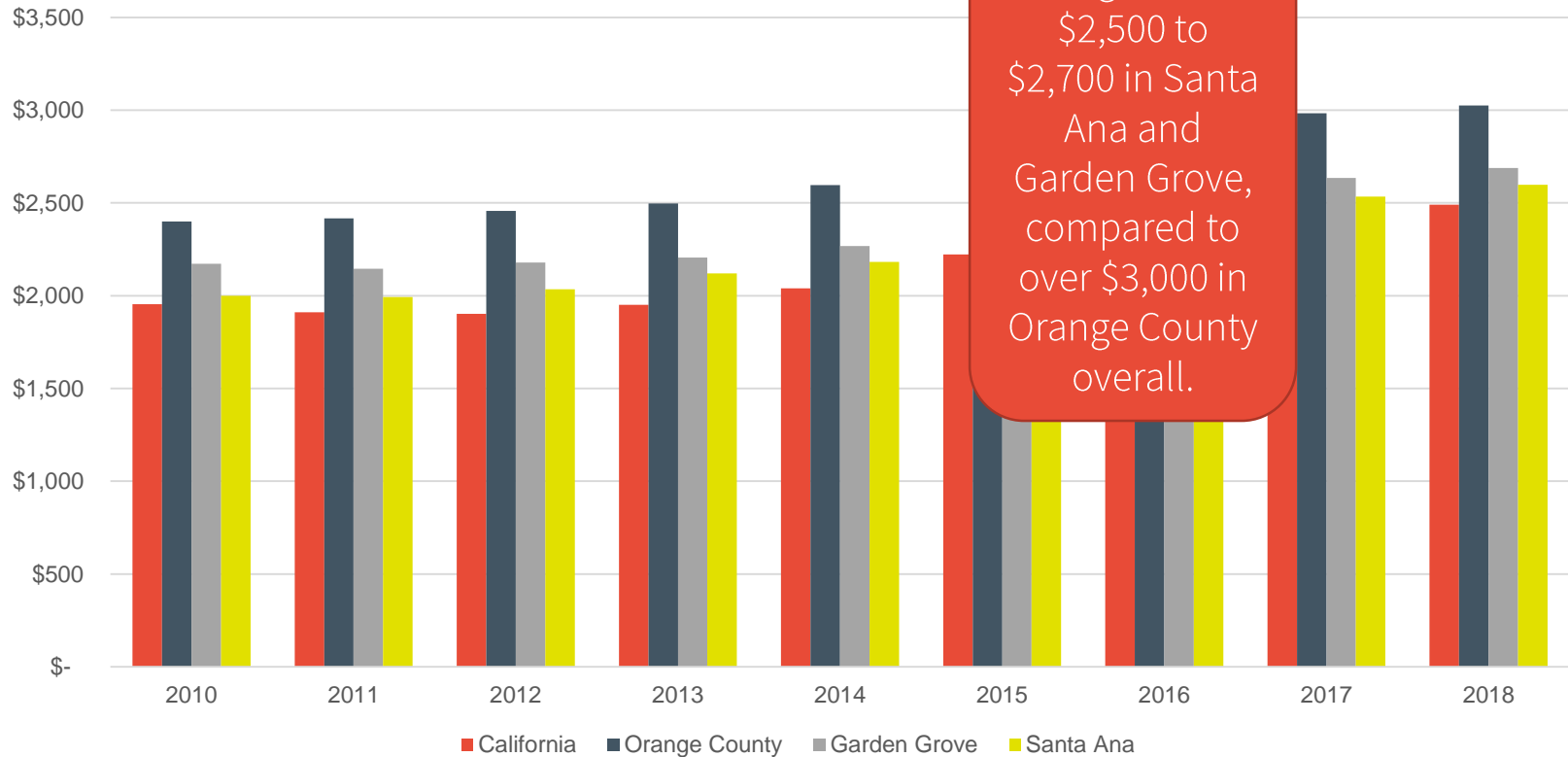


Multi-Family

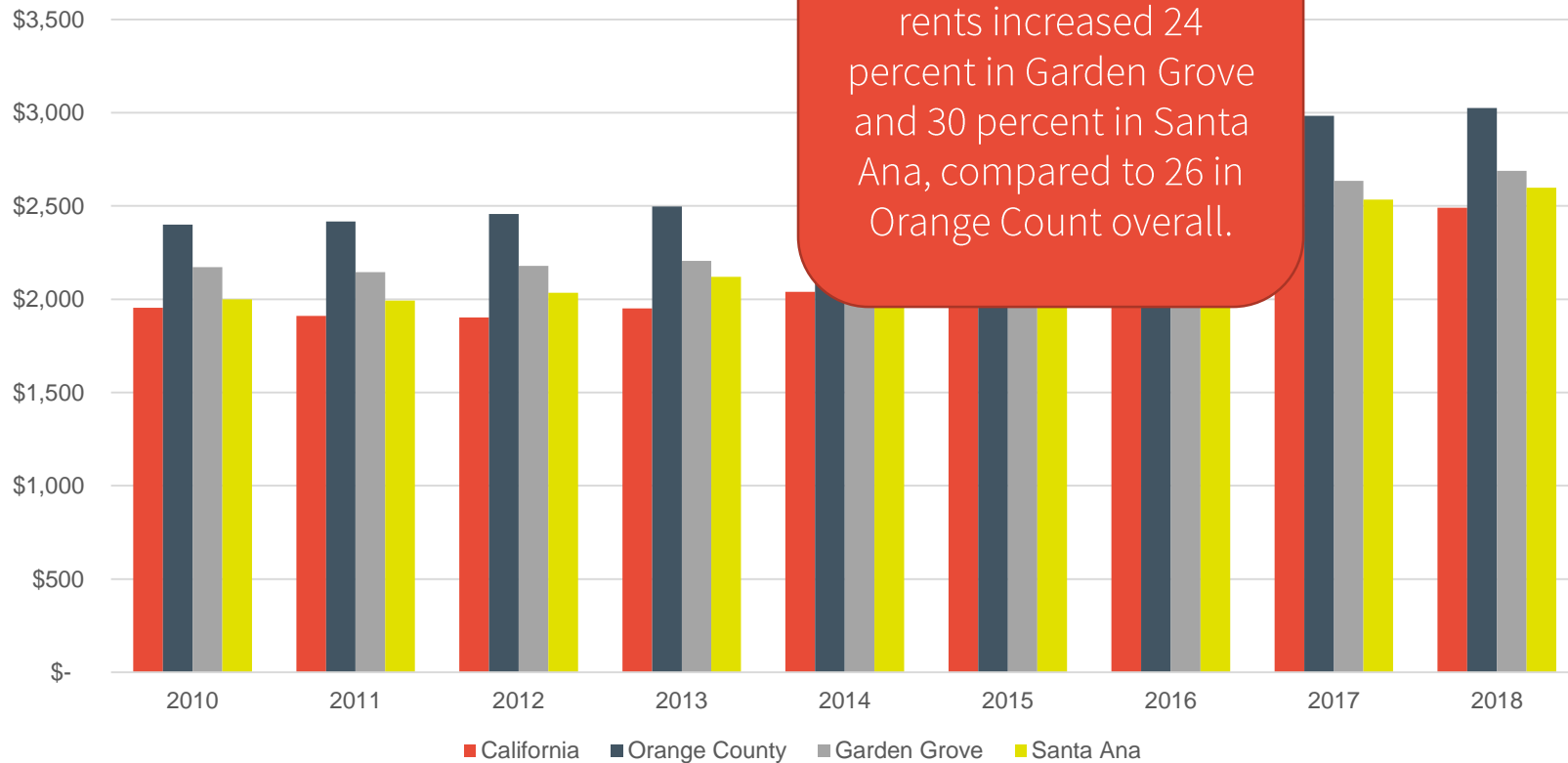
Market Drivers: Median Rent



Market Drivers: Median Rent

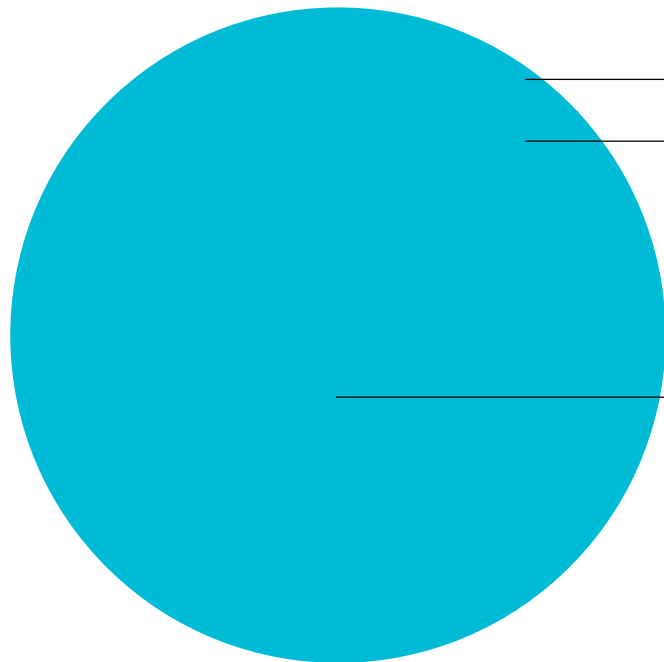


Market Drivers: Median Rent



Multi-Family Unit Construction

2002-2017



Garden Grove

1% or 1,000 Units

Santa Ana

2% or 1,400 Units

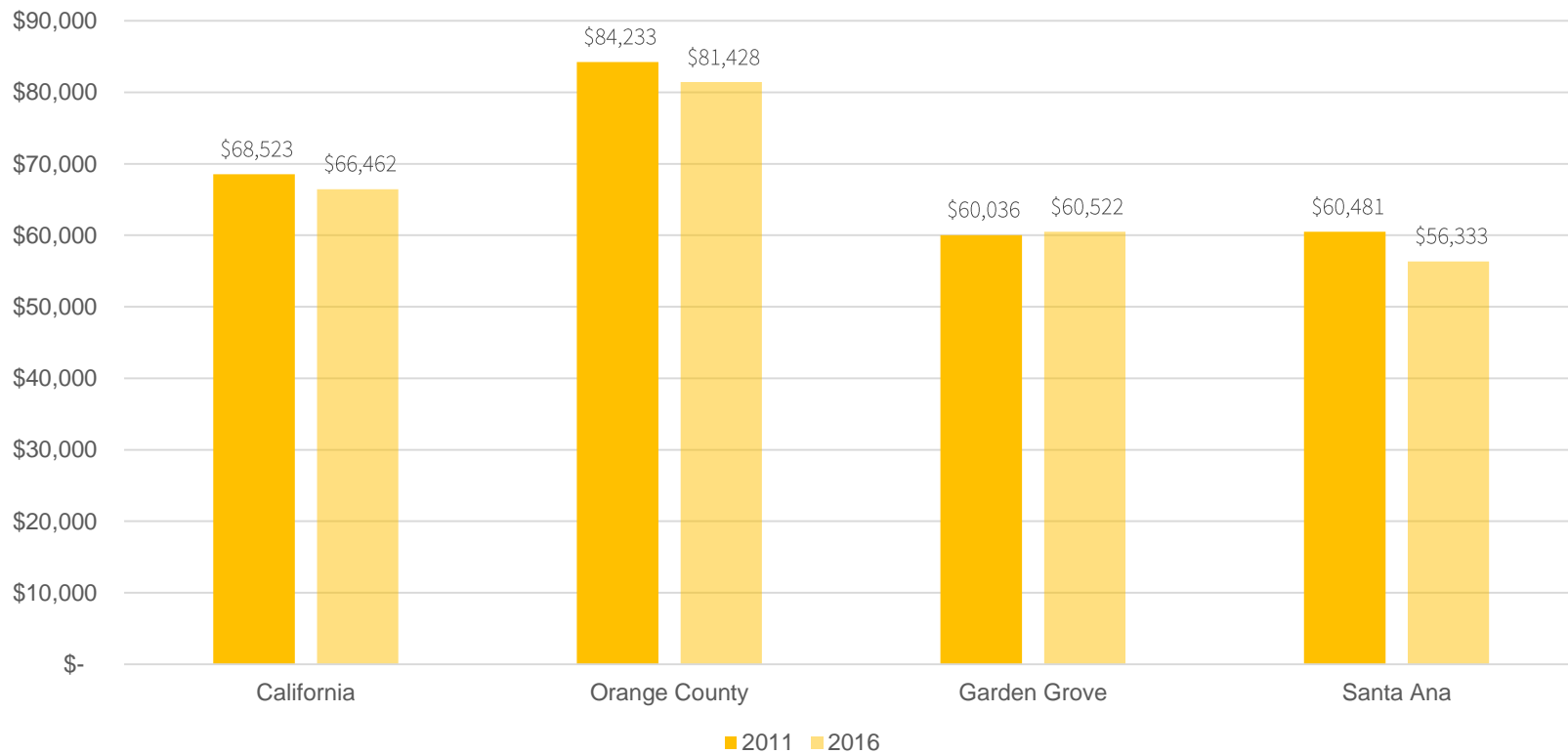
Orange County

67,000 Units



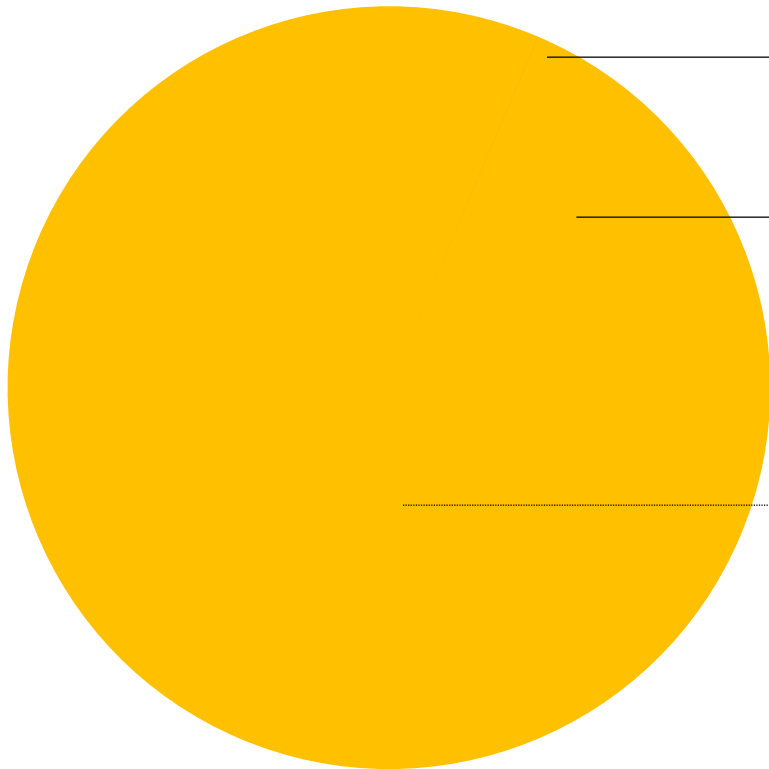
Retail

Market Drivers: Real Household Income



Retail : Market Analysis

Household Spending Power by Region



Santa Ana

Household discretionary spending:
5% or \$965 million

Garden Grove

Household discretionary spending:
3% or \$660 million

Orange County

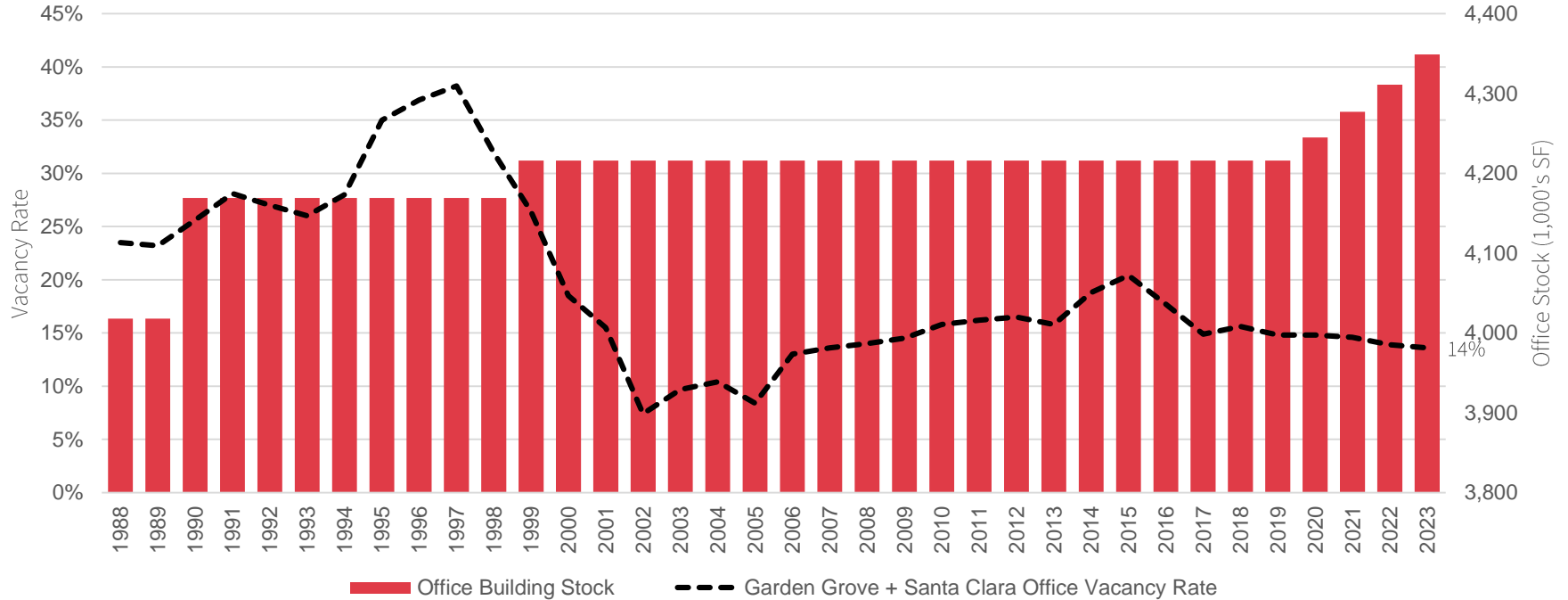
Household discretionary spending: \$19 billion



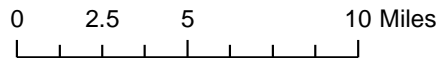
Office

Office Building Stock/Vacancy

Santa Ana and Garden Grove



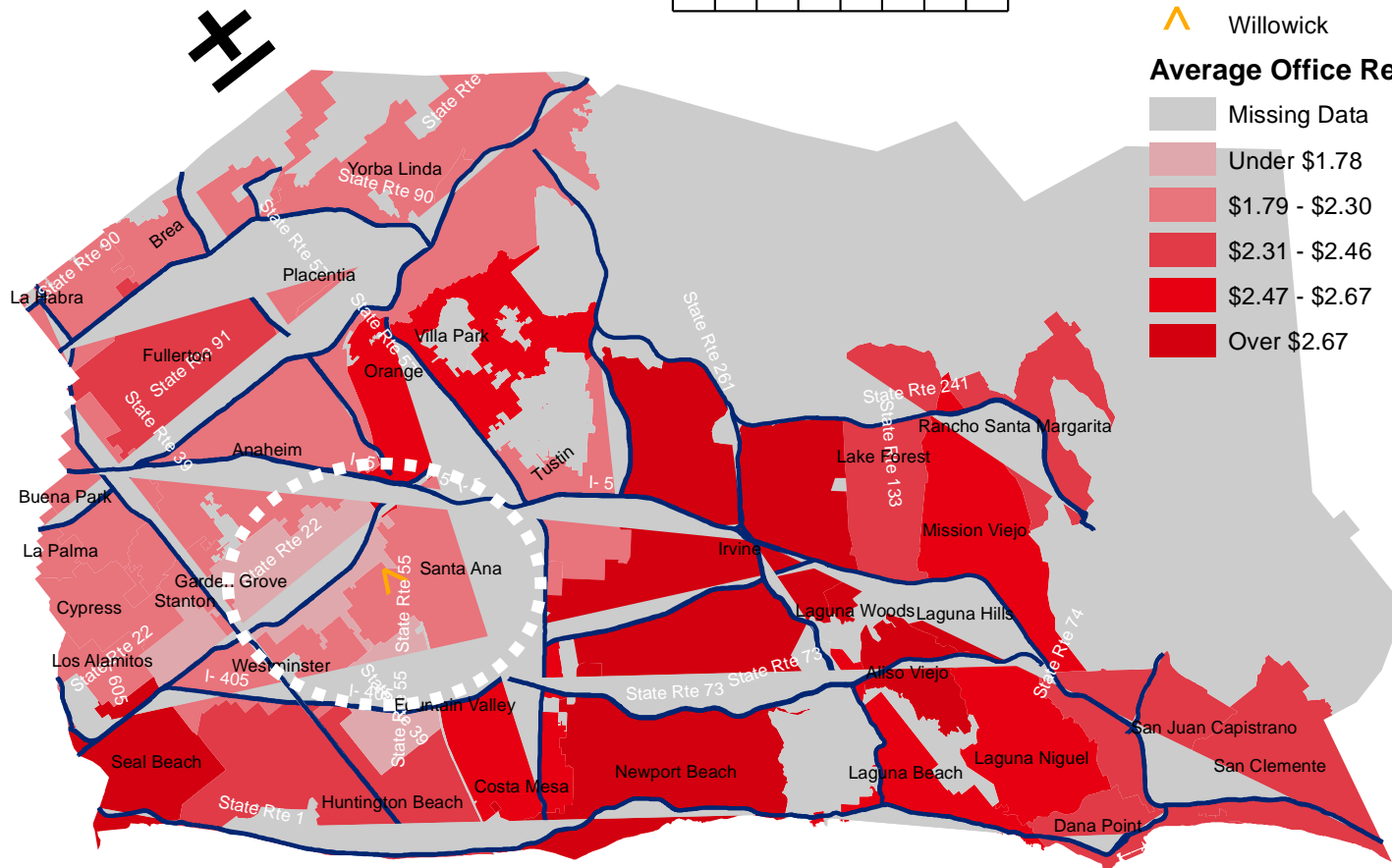
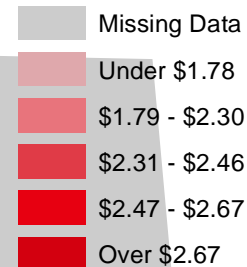
Office Rents in Orange County, 2018 (Q2)



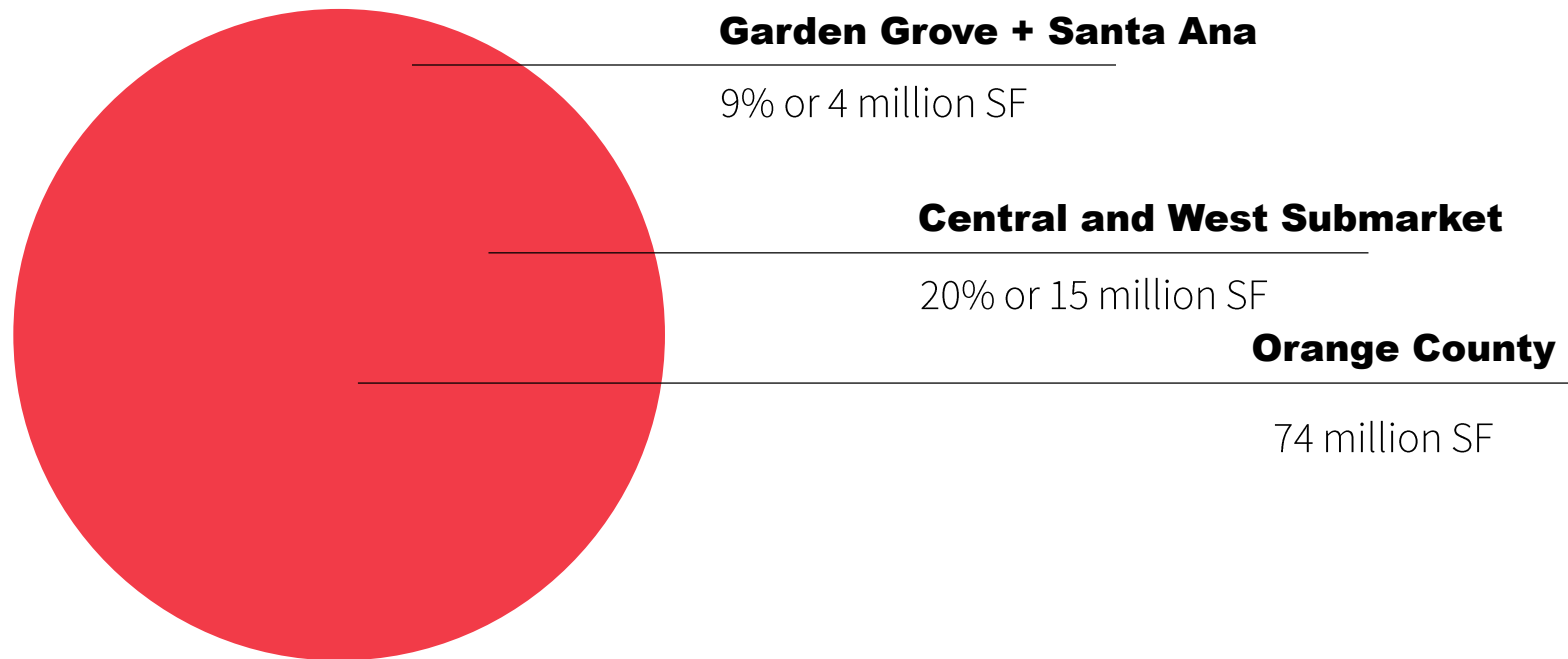
Legend

 Willowick

Average Office Rents



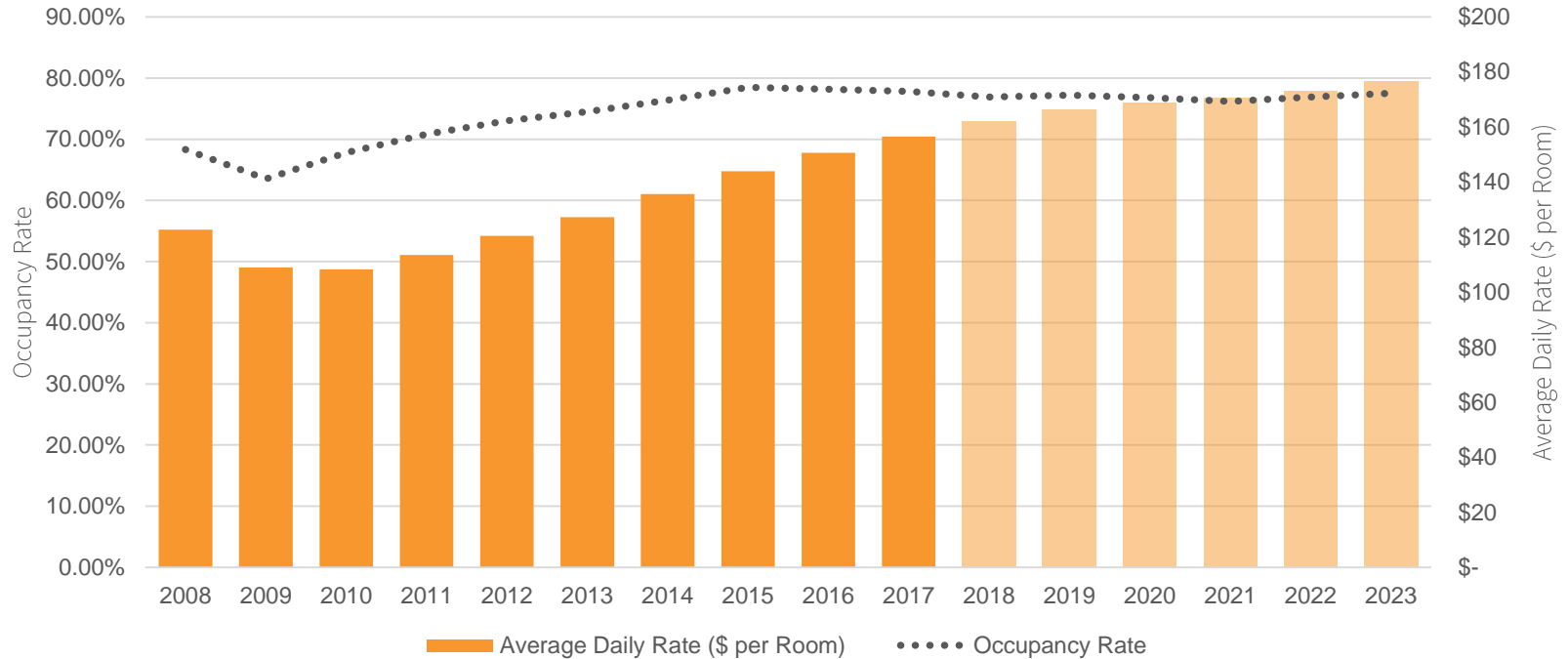
Total Office Market Share



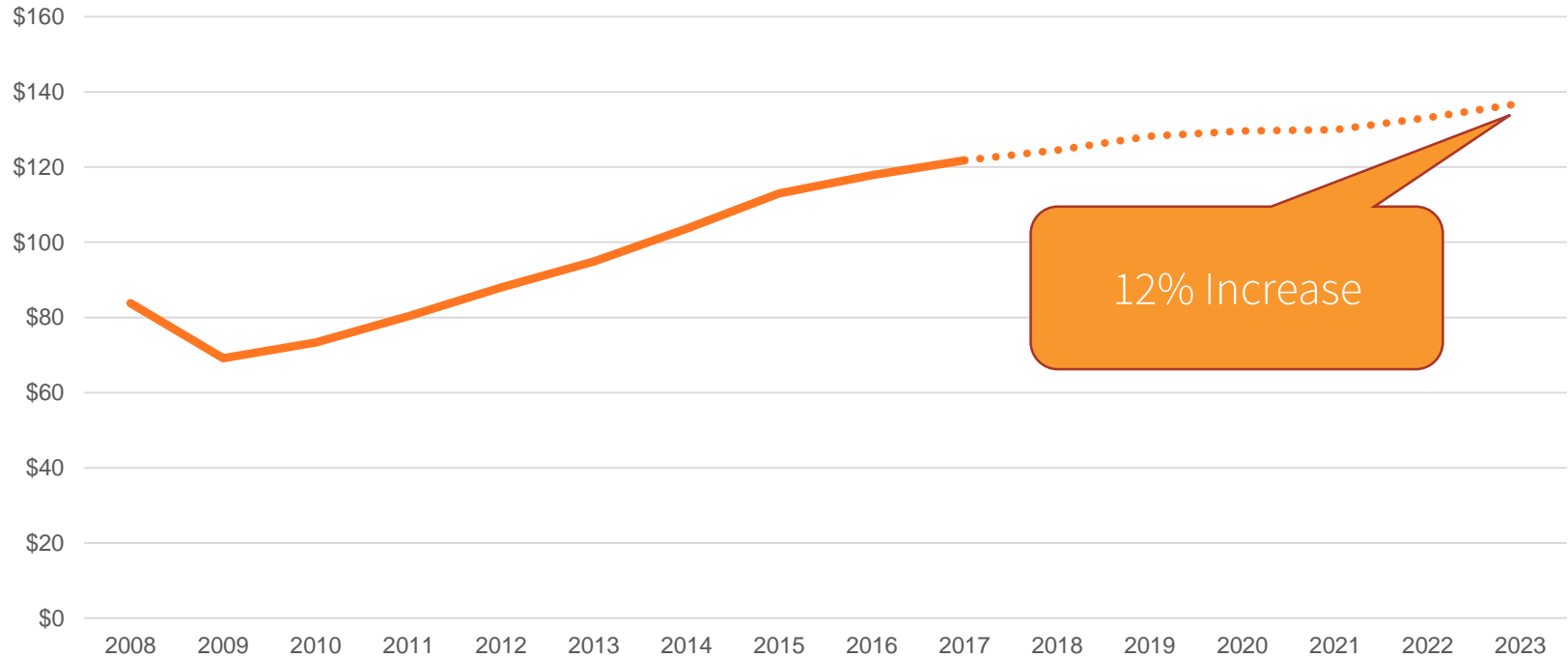


Hotel

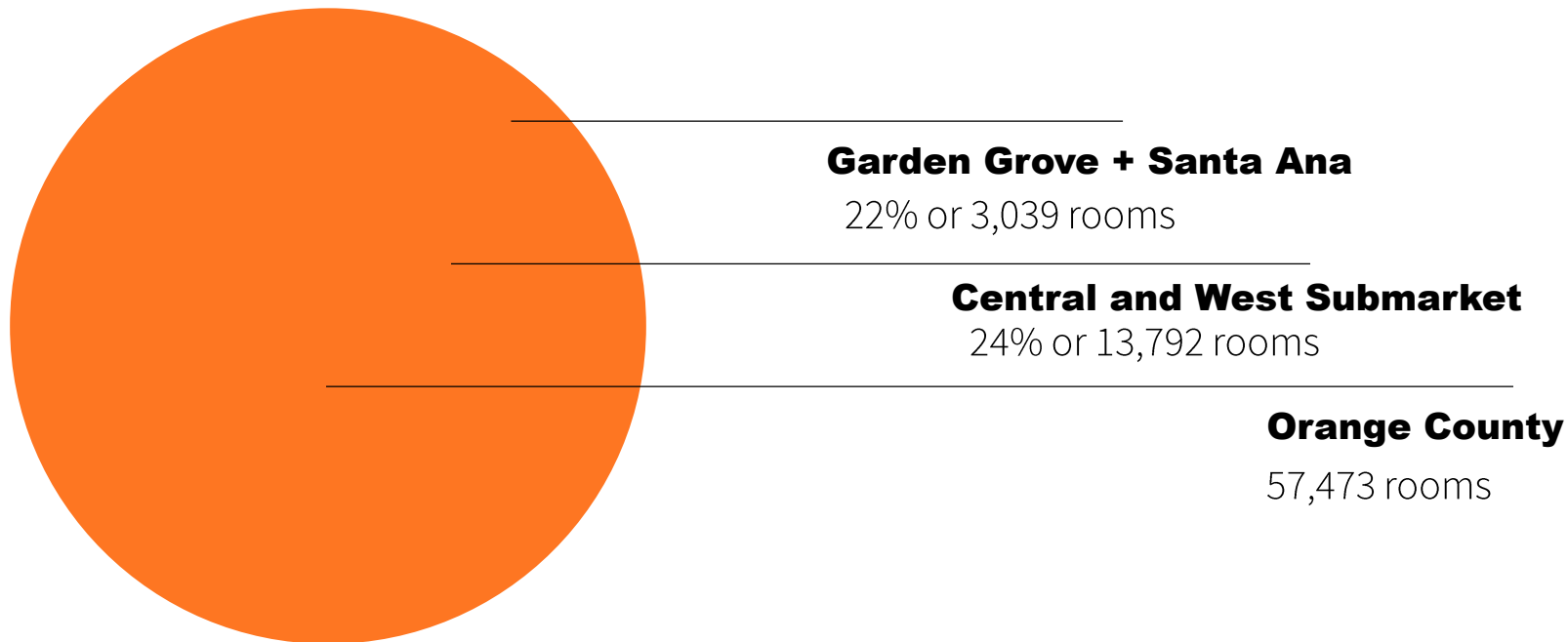
Orange County Hotel Occupancy Rate and Average Daily Rate



Orange County Hotels Revenue per Available Room



Hotel Market Share



Thank you



HATCH