

GREATER CINCINNATI &  
NORTHERN KENTUCKY'S  
ULTIMATE  
LIVE + WORK + PLAY  
EXPERIENCE



# SURGE IN URBAN CORE AT THE LEVEE

Newport on the Levee, the riverfront's landmark "Live, Work, Play, and Stay" dining and entertainment destination, continues to grow with the addition of Aqua on the Levee creating a critical mass of new residences, neighborhood retail, hotel rooms and meeting space. The new ground-up development includes 239 luxury apartments, and the Aloft hotel, the first in the Greater Cincinnati region. This provides a captive audience of an additional 239 luxury apartment dwellers and 145 rooms for tourist/business travelers.

This, combined with the existing 2,200 hotel rooms and over 70,000 daytime employees in downtown Cincinnati and Northern Kentucky, creates major opportunities to draw additional traffic to the center during the daytime and evening hours.



# PLUG INTO REGIONAL MARKET DOMINANCE AT THE LEVEL



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1 Downtown Cincinnati	10 Newport on the Levee
2 US Bank Arena	AMC
3 Great American Ballpark	Barnes & Noble
4 Paul Brown Stadium	Brio Tuscan Grille
5 Pedestrian Bridge	Mitchell's Fish Market
6 Taylor Southgate Bridge	Gameworks
7 Riverboats	11 Aqua on the Levee
8 Newport Aquarium	Opening 2016
9 Future expansion site	801 Parking spaces with air rights
	239 Apartments
	8,000sf of street level retail
	10,000sf of meeting space
	First ALOFT hotel in region

## FORTUNE 500 HQ COMPANIES

### NORTHERN KENTUCKY | CINCINNATI

FORTUNE MAGAZINE  
 PROCTER & GAMBLE  
 KROGER  
 MACY'S  
 FIFTH THIRD BANCORP  
 ASHLAND  
 OMNICARE  
 WESTERN & SOUTHERN FINANCIAL  
 GENERAL CABLE CORPORATION  
 AMERICAN FINANCIAL GROUP

# HEART OF THE RIVERFRONT THE REGION'S MOST COMPLETE ENTERTAINMENT DESTINATION



1.8 MILLION  
POPULATION

TRADE AREA  
DRAW & PROFILE

700,000  
HOUSEHOLDS

CUSTOMER PROFILE  
(REGULAR VISITORS TO  
NEWPORT ON THE LEVEE)

## CUSTOMER BEHAVIOR & PERCEPTIONS



100%  
NAME RECOGNITION



44%  
STRONG DRAW AMONG  
CUSTOMERS 18-34



42%  
STRONG DRAW AMONG  
CUSTOMERS 35-54



TWO OUT OF THREE  
VISITORS COME MULTIPLE TIMES  
A YEAR



HOUSEHOLD  
48% MALE



TOP REGIONAL  
DINING AND ENTERTAINMENT  
DESTINATION



HOUSEHOLD  
52% FEMALE

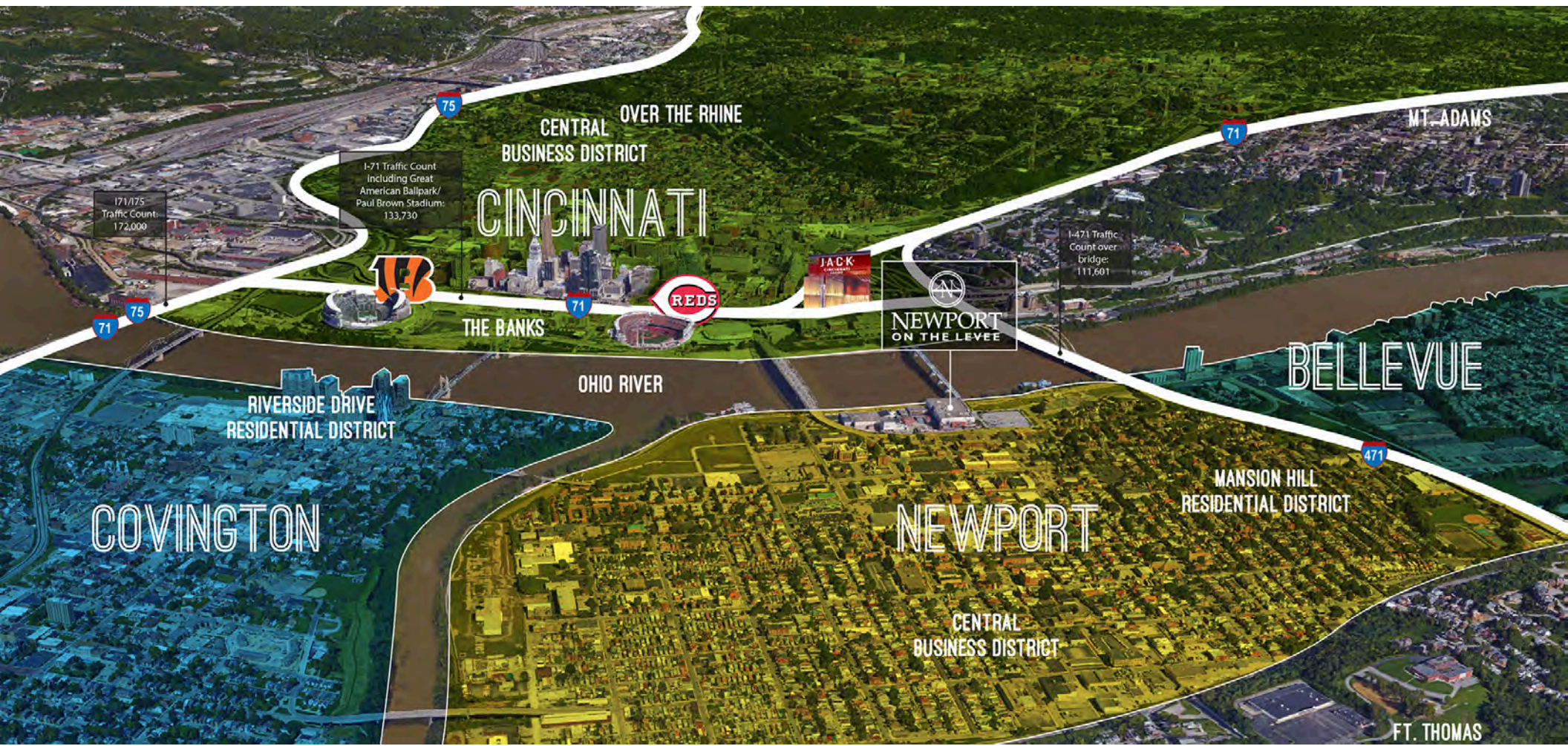


\$100,000 AND UP  
RESTAURANT CUSTOMERS AVERAGE



\$88,220  
AVG. HOUSEHOLD INCOME





I-71/I-75  
Traffic Count:  
172,000

I-71 Traffic Count  
Including Great  
American Ballpark/  
Paul Brown Stadium:  
133,730

I-471 Traffic  
Count over  
bridge:  
111,601

CENTRAL BUSINESS DISTRICT  
OVER THE RHINE

CINCINNATI



MT. ADAMS

THE BANKS

OHIO RIVER

BELLEVUE

RIVERSIDE DRIVE  
RESIDENTIAL DISTRICT

COVINGTON

MANSION HILL  
RESIDENTIAL DISTRICT

NEWPORT

CENTRAL  
BUSINESS DISTRICT

FT. THOMAS