



Sample Bank
1234 Main Street
Any Town, Florida 12345

August 1, 2023

Re: Duval County Community Needs Assessment

Attention: Mr.

Sample Bank Florida has commissioned GeoDataVision to develop a Community Needs Assessment (“CNA”) for Duval County Florida. SAMPLE BANK has asked that the CNA focus on the minority community and the low- and moderate-income communities. The purpose of the Report is to provide information to SAMPLE BANK regarding the needs for financial services and support for the underserved segments of Duval County that will be the basis for the Bank developing a plan of action to reach out to and better serve the community.

In order to develop the CNA GeoDataVision has identified and collected the following information and data pertinent to Duval County:

1. Tract Demographics
2. Population Demographics
3. Housing Demographics
4. Business Demographics
5. Food Deserts as identified by the USDA
6. Residential Mortgage Market data (2022 HMDA)
7. Small Business Loan market data (2021 CRA data)
8. Survey of Community Organizations and leaders and local government agencies

Detailed Reports and maps are included as addenda to this narrative. There are 19 population and housing demographic reports, 1 Food Deserts Report, and 6 business demographic reports plus 15 residential mortgage market reports and 8 small business loan market reports plus 12 maps. In addition, GeoDataVision conducted a survey of 30 Community leaders and organizations and local government officials (copies of the completed surveys are also included as an addendum to this narrative and we encourage management to read the survey responses). The goal of the survey was to develop an image of Duval County’s needs as perceived by local leaders. The survey complements the demographic and credit market data.

Key Findings:

Based on the foregoing GeoDataVision identified a number of community needs in Duval County and in the City of Jacksonville itself.



- **Affordable Housing:**

- By far, the most significant need identified by city and organizational leaders is the lack of affordable housing. Every person in the survey identified the lack of affordable housing as a serious and widespread issue. One person said there is a waiting list of 147 thousand for Section 8 housing. Another person described the situation as a “crisis” and others said the wait list was 3 years or more.
- Demographics available from the FFIEC website corroborate the seriousness of the situation. Demographic reports labeled D-8A, reveal that about 47% of all rentals in Duval County are “cost burdened” (i.e., not affordable) and more than 50% (50.24%) of rental units in Duval County Majority-Minority tracts are cost burdened (see D-8A Minority Tracts). The problem is slightly more acute in Majority-Black tracts where 52.40% of rental units are classified as cost burdened. There also is a significant population of owner-occupied units whose occupancy costs exceed 30%. Between 22% to 25% of owner-occupied housing is unaffordable.
- When the above numbers are translated into unit counts there are 74,922 apartments whose occupancy costs are not affordable (of 158,541 rental units in Duval County). For owner-occupied housing 47,584 units of 211,163 houses are cost burdened
- A review of the 2022 HMDA mortgage activity in Duval County indicates that only 684 affordable units were originated during 2022 (see KPB Multifamily Mortgage Report 3). With nearly 130,000 housing units rated as cost burdened, the pace of the development of affordable housing falls far short of the community’s needs.
- Several respondents to the survey are involved in developing affordable housing and indicated they have affordable housing projects they are planning on building in the next year (Cicero Home Sales, Affordable Home Ownership and Wealth Watchers)
- Several commenters mentioned “gentrification” as a problem exacerbating the affordable housing problem.

- **Needs of Minority Mortgage Borrowers:**

- The 2022 HMDA market data for Duval County demonstrates a heavy reliance by minority mortgage borrowers on government insured mortgages (see comments in that section of this narrative). The data show almost **40%** of all residential mortgages extended to minority borrowers in Duval County during 2022 were government-insured mortgages. Since SAMPLE BANK offers FHA and VA mortgages this is a strong factor that is compatible with existing FHB mortgage

offerings and to be considered and promoted by SAMPLE BANK when it markets its mortgage products in Duval County.

- **Food Deserts:**

- The Black Chamber of Commerce cited a lack of grocery stores in the urban core.
- “Food insecurity” was mentioned by several respondents to the survey and commented that it was intensified by Covid.
- The US Department of Agriculture has developed a database that identifies census tracts with low-income populations and low access to affordable nutritious foods. The USDA data is as of 2019 and is based on the 2010 Census tracts. That data shows that more than half (90 of 173 census tracts) had “low access” to nutritious food sources when based on a 1-mile standard. The normal USDA standard for an urban community is a half mile. On that basis, 159 of the 173 census tracts in the county had low access to a quality food source according to the USDA data.
- The USDA file also identifies tracts with low-income population and low access (“LILA” tracts) to proper food sources. The file indicates that 78 such tracts are concentrated in Jacksonville when based on the USDA’s urban standard of a half mile. When computed based on a 1-mile benchmark there are 38 LILA tracts in Duval County.
- GeoDataVision has created maps showing the Duval County food deserts as identified by the USDA in the maps appendix to this report. See also Figure 13 in this narrative.
- A contributing factor to the food desert problem in Jacksonville is that the City is the largest urban area when measured in square miles of any American city outside of Alaska. The sprawling nature of the city creates larger distances between food sources and residents, particularly low-income residents.

- **Transportation and Jobs:**

- The City’s sprawling topography aside from its food security implications creates a problem for residents who rely on public transportation to reach their jobs. Several people interviewed cited this problem with particular concerns for people in low-paying jobs. For example, Family Promise of Jacksonville alluded to this.
- The Jacksonville Black Chamber of Commerce spoke about job training as a particular need for young people and they (and others) referred to Wealth Watchers as a particularly effective program.
- Transportation also can be a problem for people without vehicles to get to healthcare services (see WestJax Outreach dba Community Health Outreach) as well as many social services. Even people who get free bus passes can take hours

to get to their local destination because of the large geographic area encompassed by the City. Without affordable and dependable transportation, people are not able to go to training, college classes, work, appointments, and other places that are necessary for productive living.

- **Financial Literacy:**

- A number of survey respondents mentioned this as a problem in the low-income and minority communities. At least one respondent said they thought minority entrepreneurs in particular needed financial guidance.
- iShopBlack stated that minority business owners lack information about how to fund their businesses.
- AME Church spoke of the need for a “financial curriculum” for young women.

- **Medical Services:**

- Several organizations interviewed provide medical and social services. Community Health Outreach person described dental service needs as particularly acute and said that only 1 private practice dentist in Jacksonville would accept Medicaid patients. CHO said they are the only organization that provided free dental services in the area.

- **Small Business Finance:**

- The Census Bureau maintains several databases that include information about the race and ethnicity of business owners for employers and for non-employers. The data can be confusing because some versions contain information only on the number and size (number of employees by range) of businesses and other data sets include information about the race and ethnicity of the owners of a business or for non-employer businesses.
- The 2020 data indicates there were 26,446 employer establishments in **Duval County** of which 18,770 (71%) employ fewer than 10 people.
- The 2020 data does not show a breakout of owners by race/ethnicity. But for 2019 the data for the **Jacksonville MSA** shows there were 4,774 minority-owned employers in the MSA.
- The most detailed data about the race/ethnicity of employer-owners at the county level is in the 2017 Census Bureau table which indicates 3,152 minority owned employers in Duval County.
- The 2017 employer dataset reveals 1,447 Asian-owned employers, 871 Black-owned employers and 817 Hispanic-owned employers plus 143 equally Hispanic/non-Hispanic owners for Duval County.
- Even more interesting is that the Census Bureau 2019 data for non-employer companies for the Jacksonville MSA indicates there were 131,750 such entities in the MSA of which 47,020 were minority-owned companies.

- Of those businesses, 26,730 were Black-owned companies and another 14,420 were Hispanic operators.
- Confusing as the above numbers may be (different geographic levels, different years, and different types of entities) nonetheless it is very clear there is a large community of minority-owned small businesses.
- The latest (2021) small business lending data shows that there were 28,229 small business loans reported by 142 lenders in Duval County under CRA for that year.
- The CRA-reported small business lending in Duval County reveals that the overwhelming majority (26,480 of 28,229) equal to 92% of all small business lending in Duval County was in the form of loans of \$100K or less. Even more interesting is that much of the lending appears to have been in the form of credit card facilities. The number 1 small business lender by far (in terms of numbers of small business loans) was American Express with 6,035 loans with B of A next with 3,437 loans.
- When the above information is considered in combination with the latest reported small business lending activity the market would appear to be compatible with the business credit card facilities offered by SAMPLE BANK.
- **Potential Collaborators**
 - In a number of interviews respondents consistently referred to organizations that appear to be working with entrepreneurs. Wealth Watchers was mentioned by several people as well as the Black Chamber of Commerce. Local Initiatives Support Community (LISC) was complimented many times by various respondents.
 - The University of North Florida was cited for having a small business center and Florida State College at Jacksonville was identified for working with minorities as well as Edward Waters University. We suggest that SAMPLE BANK initiate contact with one or more of these institutions to explore possible collaboration. The Florida A&M University Credit Union has a special program for Black entrepreneurs and expressed an interest in collaborating with SAMPLE BANK although the CU is located in Tallahassee.
 - Several of the homebuilders such as Starline Investments and Cicero Home Sales are active in building affordable housing and expressed an interest in working with a bank.



Summary of Demographics Reports

Demographics: Census Tracts Profile

Duval County is situated in northeast Florida with the city of Jacksonville as its population center. The county consists of 218 census tracts as determined by the Census Bureau and reflected in the FFIEC demographic file published in August 2022 and updated in August 2023. Report D-1 summarizes the income characteristics of the county census tracts.

Duval County Area Summary Data:	Number of Census Tracts:	218
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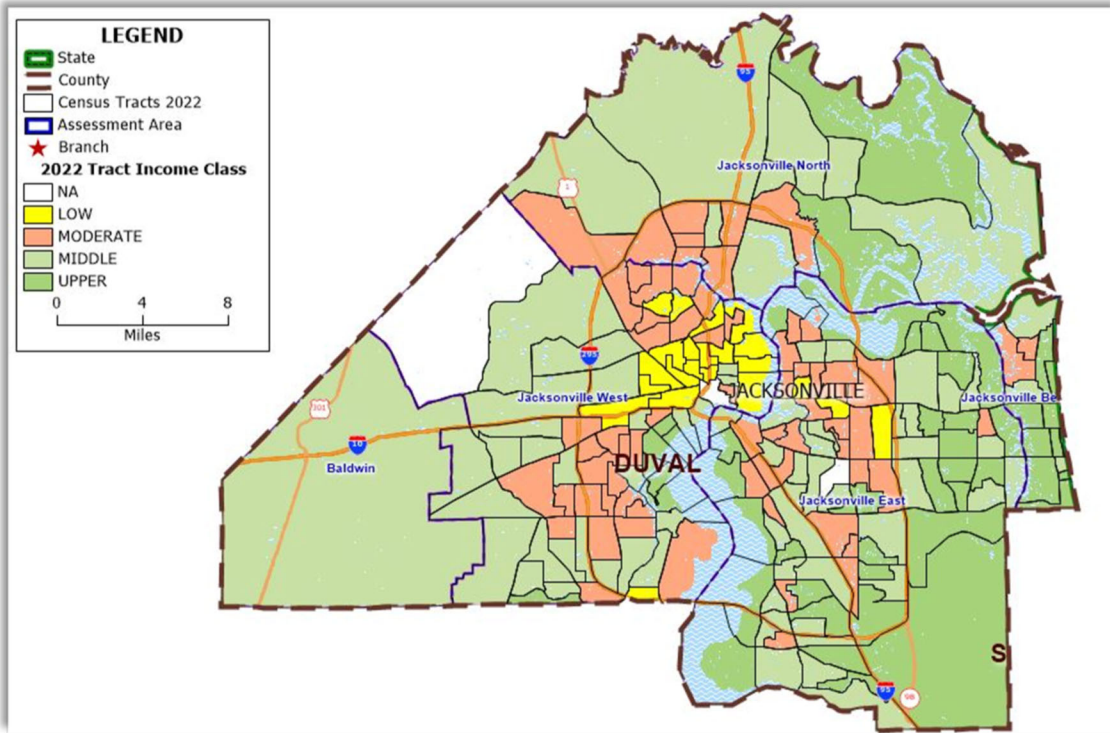
Number of Minority Tracts	Number of Low Income Tracts	Number of Moderate Income Tracts	Number of Middle Income Tracts	Number of Upper Income Tracts	Number of NA Income Tracts
107	22	69	73	51	3

Percentage of Minority Tracts	Percentage of Low Income Tracts	Percentage of Moderate Income Tracts	Percentage of Middle Income Tracts	Percentage of Upper Income Tracts	Percentage of NA Income Tracts
49.08%	10.09%	31.65%	33.49%	23.39%	1.38%

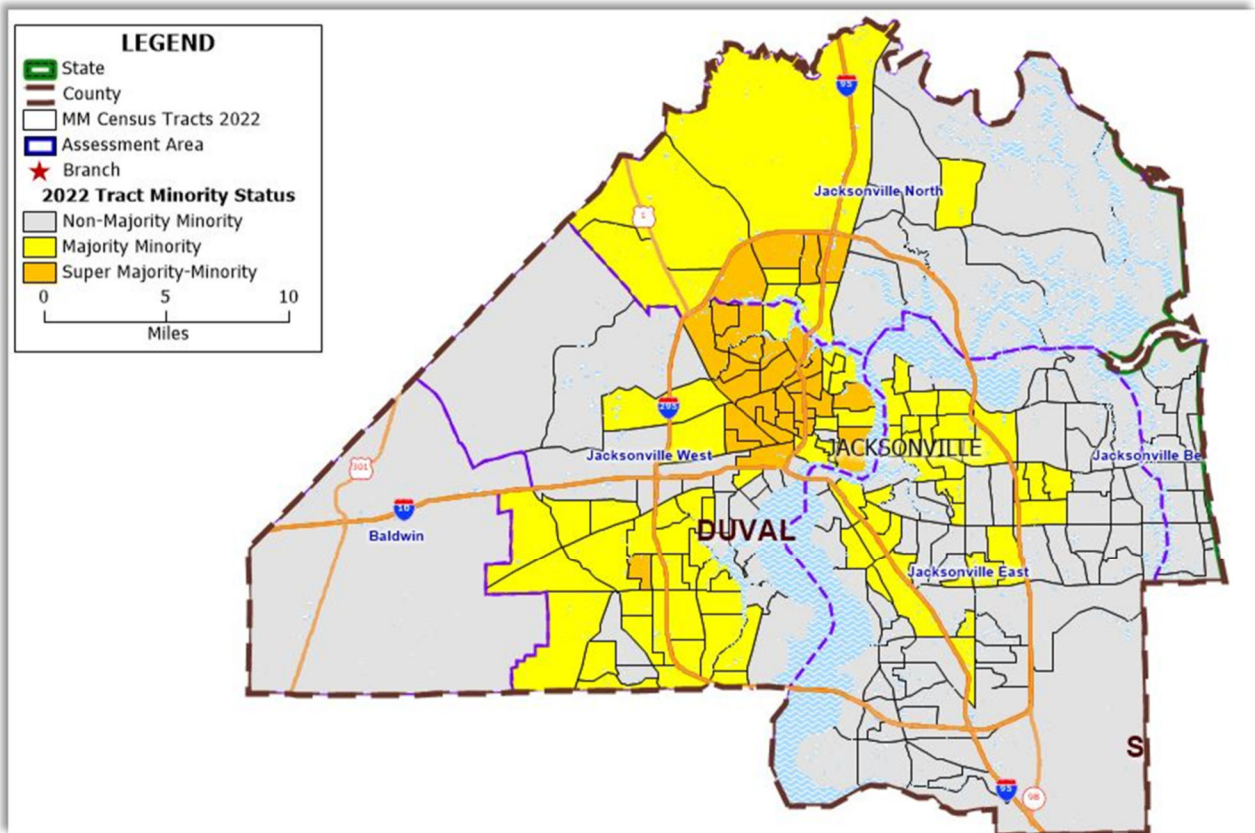
The income demographics composition of the 218 census tracts breaks down into 22 (10.09%) tracts are low-income, 69 (31.65%) tracts are moderate-income, 73 tracts (33.49%) are middle-income and 51 (23.39%) are upper-income tracts. There are 3 tracts characterized with “NA” income, usually because of very small or institutional populations.

The county is dominated by 3 “Census County Subdivisions”, Jacksonville North, Jacksonville West, and Jacksonville East which contain all but 2 of the 91 low- or moderate-income census tracts in the county. The remaining county subdivisions are Baldwin and Jacksonville Beaches.

Figure 1 2023 census tracts by income class



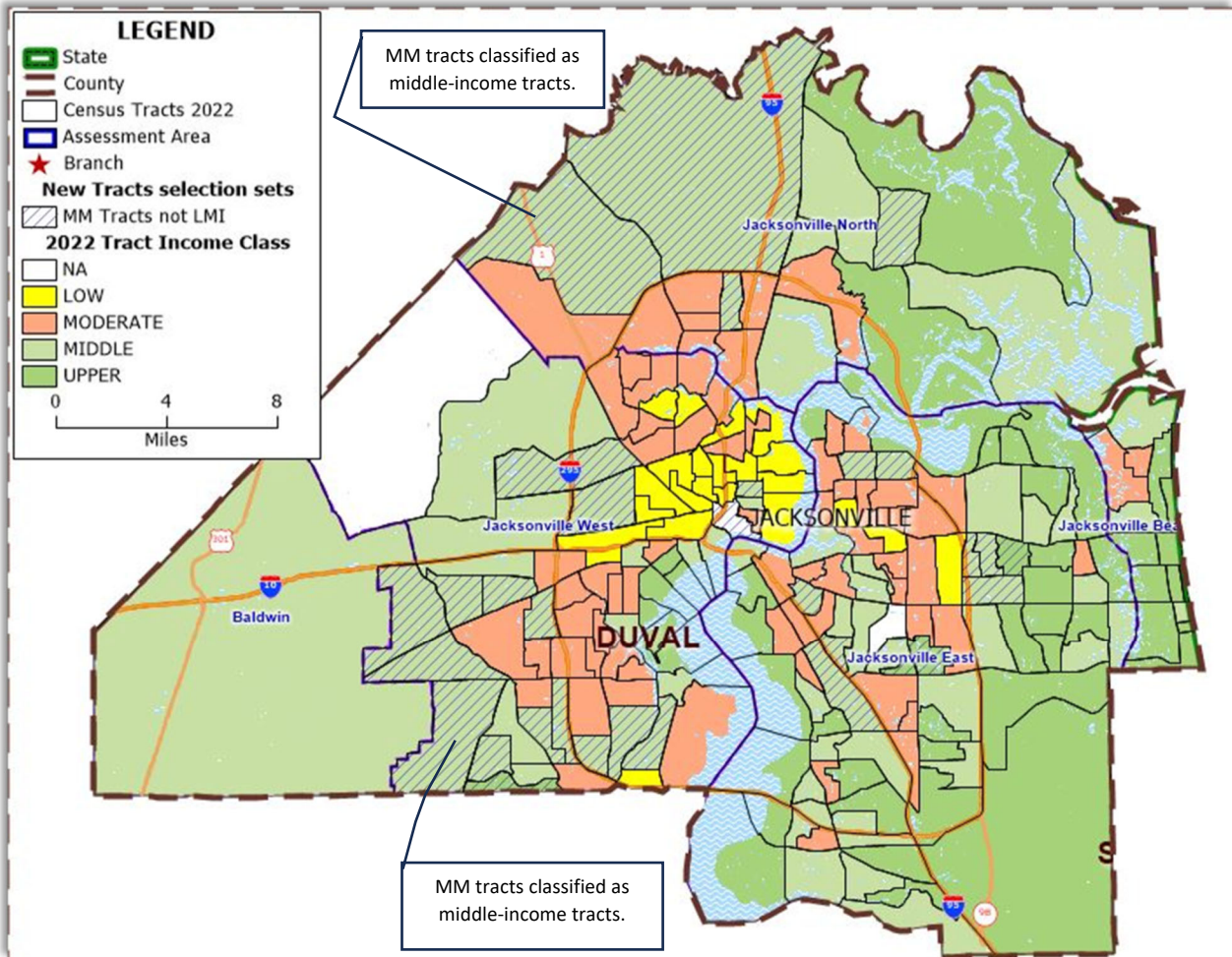
When viewed from the perspective of minority neighborhoods, nearly 50% (107 of 218 tracts in the county account for 49.08% of all Duval County tracts) of the county tracts are classified as “majority-minority” tracts.



The above map shows that all the minority tracts in Duval County are all in the 3 dominant county subdivisions identified earlier in this report.

GeoDataVision points out that, while generally speaking the minority tracts are also low- or moderate-income census tracts, a group of 31 census tracts in Jacksonville West are middle-income tracts which can be seen when the minority tract layer is overlaid on top of the tract income class layer. Report D-4C displays home ownership in Majority-Minority tracts and tract income class and reveals there are 32,707 owner-occupied housing units in those 31 tracts. Surprisingly, Report D-4C also shows there are 42,422 owner-occupied housing units in the Majority-Minority moderate-income tracts. Those tracts indicate a target-rich environment for SAMPLE BANK to meet its CRA obligations and concomitantly fulfill its Fair Lending responsibilities.

To help SAMPLE BANK determine where the overlapping MM and middle-income tracts are located GeoDataVision developed the map below. These neighborhoods represent good potential opportunities for SAMPLE BANK to generate mortgage lending volume to minority borrowers in minority neighborhoods.



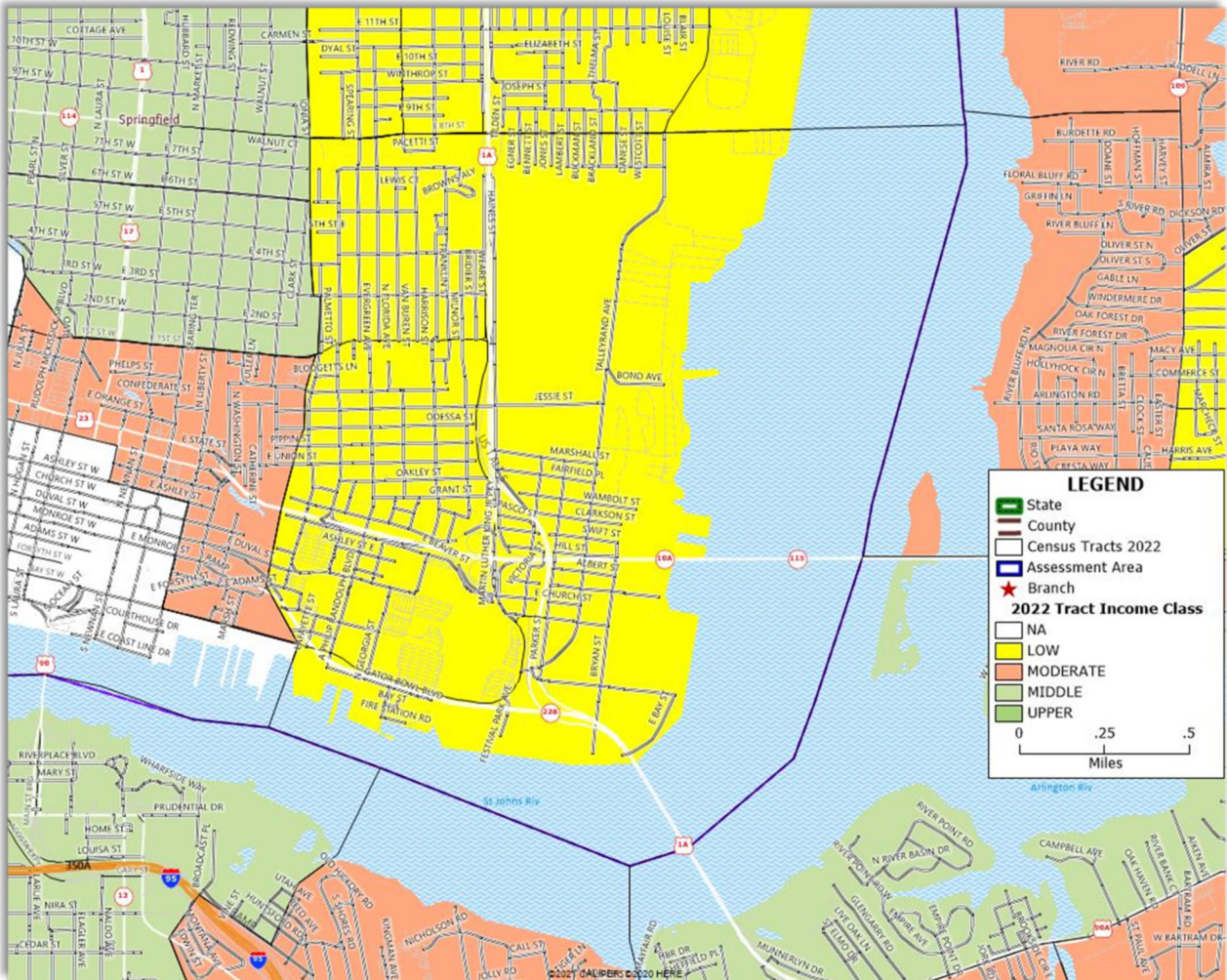
Demographics: Population including Race, Ethnicity and Poverty

While Majority-Minority census tracts account for just under 50% of the 218 census tracts in Duval County, the minority population itself constitutes a little more than half (50.58%) of the entire population.

At the same time, the population below the Poverty level is 134,680 persons who make up 13.53% of the county population. However, there are pockets of high concentrations of the population in poverty. There is even one census tract, #174.00 where the impoverished population constitutes 51.54%. That tract is a low-income majority-minority tract. There are also 13 other tracts where the persons below the poverty level make up more than one-third the population in those tracts (see Report D-3 for details). Tract 174 is identified in the following map. Those tracts would represent the neediest tracts where SAMPLE BANK may want to focus some of its community support.



Figure 2 Tract 174 Map



Regarding the minority population and its subgroups, Report D-15 captures the details which are summarized as follows:

Figure 3 Demographic Report D-15 Tract Minority populations

Grand Totals

Total Population/ Total # of Tracts	BLACK		HISPANIC		ASIAN		MINORITY		MAJORITY MINORITY TRACTS			
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Majority Black	Majority Hispanic	Asian	Majority Minority (All)
995,567 Total #:218	292,337	29.36%	112,689	11.32%	49,467	4.97%	503,528	50.58%	41	0	0	107

The African American population (including Black Hispanics) represents the largest minority subgroup with 292,337 persons (58%) out of a total minority population of 503,528. The Hispanic population accounts for 22.4% of the minority population. Report D-15 also recaps the breakdown of Black majority tracts which number 41 of the 218 census tracts in the county.



There are no majority Hispanic tracts. Finally, Asians make up only 4.97% of the population. Clearly the African American population is the dominant minority population in the community.

Report D-13 provides more details about the racial composition of Duval County as follows:

Figure 4 Demographic Report D-13 Population by Race & Ethnicity

Grand Totals																	
Total Population	HISPANIC							NON-HISPANIC							Summaries		
	White	Black / African American	Asian	American Indian/ Alaska Native	Native-Hawaiian/ Pacific Islander	Some Other Race	Two or More Races	White	Black / African American	Asian	American Indian Alaska Native	Native Hawaiian /Pacific Islander	Some Other Race	Two or More Races	Minority Population	Black / African-American Population	Hispanic Population
995,567	22,743	5,993	815	1,406	119	37,873	43,740	492,039	286,344	48,652	2,306	960	6,837	45,740	503,528	292,337	112,689

The report reveals that the multiracial population (45,740) makes up about the same share of the minority community as the Asian population (48,652).

All in all, the minority community is overwhelmingly Black followed in a distant second place by Hispanics. The Hispanic population (112,689) is dominated by those who declare themselves to be “Some Other Race” (37,873) or “Two or More Races” (43,740).

Regarding the Hispanic population, GeoDataVision has captured information pertaining to language fluency of that adult (18-64) population. The details can be found in Report D-12.

Figure 5 Demographic Report D-12- Spanish Speaking Population

Duval County, FLORIDA

Census Tract	County	Tract Income Class	Minority Tract	Population 18-64							Primarily Spanish Speakers	Primarily Spanish Speaking Percentage	Speak Spanish
				By Language	English Only	Speak Spanish First Language	Speak Spanish English Very Well	Speak Spanish English Well	Speak Spanish English Not Well	Speak Spanish English Not At All			
12031017200	Duval	NA	YES	1,563	1,410	2	2	0	0	0	0	0.00%	0.13%
12031017300	Duval	MIDDLE	NO	4,377	4,187	150	26	68	56	0	56	1.28%	3.43%
12031017400	Duval	LOW	YES	1,548	1,475	59	33	5	21	0	21	1.36%	3.81%
Total # of Tracts:		218		600,937	505,783	45,642	26,066	8,490	7,934	3,152	11,086	1.84%	7.60%

It is clear from the above that, while 45,642 adults (about 7.6%) speak Spanish as their first language, only 1.84% (11,086) of the adult population in Duval County speaks Spanish as their primary language. This means there is not a significant need for bilingual mortgage officers.

Family income demographics are a very important consideration. Report D-6A identifies the composition of families by their income class. As shown in the snippet below (extracted from D-6A) almost a quarter (24.46%) of families in the county are low-income and another nearly 20% (19.69%) are moderate-income families. In total, LMI families account for almost 45% of the families in the area. The median family income in Duval County was \$76,537 in 2022. LMI families are a significant segment of the community that needs financial support.

Figure 6 Demographic Report Family Income Class Population

Total Number of Tracts	Total Number of Families	Number of Low Income Families	Percent of Low Income Families	Number of Moderate Income Families	Percent of Moderate Income Families	Number of Middle Income Families	Percent of Middle Income Families	Number of Upper Income Families	Percent of Upper Income Families
218	225,060	55,048	24.46%	44,307	19.69%	44,451	19.75%	81,254	36.10%

As will be seen in the housing demographics, the high percentage of LMI families usually does correlate with the serious problem of the widespread lack of affordable housing in the county.

Households are also an important demographic and differ from families only in terms of the relationship between members in the household. Table D-5 captures that information.

Figure 7 Demographic Report Households by Income Class

GeoDataVision Report D-5 Households Demographics 2023: FLORIDA

Duval County, FLORIDA

Census Tract	Tract Income Class	MSA Median Household Income	Total Number of Households	Number of Low Income Households	Percent of Low Income Households	Number of Moderate Income Households	Percent of Moderate Income Households	Number of Middle Income Households	Percent of Middle Income Households	Number of Upper Income Households	Percent of Upper Income Households
12031017200	NA	\$63,064	1,313	565	43.03%	277	21.10%	182	13.86%	289	22.01%
12031017300	MIDDLE	\$63,064	2,622	747	28.49%	454	17.32%	413	15.75%	1,008	38.44%
12031017400	LOW	\$63,064	965	481	49.84%	149	15.44%	199	20.62%	136	14.09%
Sum for Duval County			369,704	96,054	25.98%	66,470	17.98%	70,635	19.11%	136,545	36.93%

218 Tracts

It is immediately evident that there is a much larger number of households than families (369,704 vs 225,060) in Duval County. Ironically, the distribution of households by income class mirrors the distribution of families by income class with just under 44% of households labeled as low- or moderate-income. However, the Median HH income is only \$63,064, substantially below the Median Family income of \$76,537 indicating that households are significantly poorer than families.

With about 45% of families and households in the community classified as low- or moderate-income it can be anticipated that affordable housing is likely to be an issue for a big segment of the community.

Demographics: Housing

Housing is a fundamental need and housing demographics are some of the most important data regarding community needs. GeoDataVision has collected and compiled housing demographics in a series of reports that contain important information on (a) the structures of housing (1-4 family) and multifamily (5 or more living units), (b) tenancy (owner-occupied and renter-



occupied), (c) race and ethnicity by housing structure, and (d) affordability (affordable and “cost burdened” units).

Report D-4A compiles data on housing structure, occupancy, and tenancy.

Figure 8 Demographic Report Housing Units Structure & Tenure

GeoDataVision Report D-4 Housing Demographics 2023: Duval County											
Assessment Area Summary Data:		Total Housing Units	Total Occupied Housing Units	Total Vacant Housing Units	Owner Occupied Housing Unit Tenure	Total Renter Occupied Housing Units Tenure	Total Housing Units 1 to 4	Total Housing Units Multi-Family 5 or more			
218 tracts		413,084	369,704	43,380	211,163	158,541	313,634	99,450			
Percentage Total Housing and Total Occupied Housing		100.00%	89.50%	10.50%	57.12%	42.88%	75.92%	24.08%			
Occupied units in Low Income Tracts	Occupied units in Low Income Tracts Percentage	Owner-Occupied Units in Low Income Tracts	Owner-Occupied Units in Low Income Tracts Percentage	Occupied Units in Moderate Income Tracts	Occupied Units in Moderate Income Tracts Percentage	Owner-Occupied Units in Moderate Income Tracts	Owner-Occupied Units in Moderate Income Tracts Percentage	Number of Tracts in Each Income Class			
								Low	Upper	Mod	Total
29,843	8.07%	12,237	5.80%	116,352	31.47%	53,313	25.25%	22	51	69	3
		Owner-Occupied Units in Middle Income Tracts	Owner-Occupied Units in Middle Income Tracts Percentage	Owner-Occupied Units in Upper Income Tracts	Owner-Occupied Units in Upper Income Tracts Percentage	Owner-Occupied Units in NA Income Tracts	Owner-Occupied Units in NA Income Tracts Percentage	73	218		
		77,715	36.80%	66,349	31.42%	1,549	0.73%				

The report shows a vacancy rate of 10.5%. Regarding structures, the report also reveals that 1-4 family units account for 75.9% of the housing in the county (multifamily units make up 24.1% of the housing units). At the same time, owner-occupied housing constitutes only 57.1% and renter-occupied housing 42.9%. This means that with only 24.1% of units classified as multifamily a considerable amount of renter-occupied housing is in 1-4 family units. Report D-4 also indicates that only 5.8% of owner-occupied housing is in low-income tracts but 25.25% of owner-occupied housing is in moderate-income tracts. Within the LMI tracts, renter-occupied housing significantly exceeds the owner-occupied housing (17,606 renter-occupied vs 12,237 owner-occupied in low-income tracts and 63,039 renter-occupied vs 53,313 owner-occupied units in moderate-income tracts).

Report D-4 “MM tracts” captures housing data in majority-minority tracts in Duval County.

Figure 9 Demographics Housing Structure & Tenure MM Tracts

GeoDataVision Report D-4 Housing Demographics Minority Tracts 2023:											
Assessment Area Summary Data:		Total Housing Units	Total Occupied Housing Units	Total Vacant Housing Units	Owner Occupied Housing Unit Tenure	Total Renter Occupied Housing Units Tenure	Total Housing Units 1 to 4	Total Housing Units Multi-Family 5 or more			
107 tracts		200,647	176,612	24,035	86,365	90,247	149,826	50,821			
Percentage Total Housing and Total Occupied Housing		100.00%	88.02%	11.98%	48.90%	51.10%	74.67%	25.33%			
Occupied units in Low Income Tracts	Occupied units in Low Income Tracts Percentage	Owner-Occupied Units in Low Income Tracts	Owner-Occupied Units in Low Income Tracts Percentage	Occupied Units in Moderate Income Tracts	Occupied Units in Moderate Income Tracts Percentage	Owner-Occupied Units in Moderate Income Tracts	Owner-Occupied Units in Moderate Income Tracts Percentage	Number of Tracts in Each Income Class			
								Low	Upper	Mod	Total
27,148	15.37%	11,083	12.83%	92,582	52.42%	42,422	49.12%	20	4	55	1
		Owner-Occupied Units in Middle Income Tracts	Owner-Occupied Units in Middle Income Tracts Percentage	Owner-Occupied Units in Upper Income Tracts	Owner-Occupied Units in Upper Income Tracts Percentage	Owner-Occupied Units in NA Income Tracts	Owner-Occupied Units in NA Income Tracts Percentage	27	107		
		29,566	34.23%	3,151	3.65%	143	0.17%				



GeoDataVision

Changing the Way You View Data

This Majority-Minority Tract version of Report D-4 shows that renter-occupied housing is much more significant in the MM tracts than in the non-minority tracts (see Report D-4 non-MM tracts). Within the MM tracts owner-occupied housing is 48.9% of housing tenancy whereas in the non-MM tracts owner-occupied housing is 64.6% of housing tenancy. Consequently, renter-occupied housing at 51.1% in the MM tracts is much more significant than in the non-MM tracts where renter-occupied housing makes up only 35.4% of housing tenancy. *This has important implications for mortgage lending programs which SAMPLE BANK should consider as it develops a plan of action to meet the community's need for housing.*

Report D-7 breaks out occupancy by race and ethnicity and building structure.

Figure 10 Demographics Race/Ethnicity by Housing Structure

GeoDataVision Report D-7 Race/Ethnicity and Housing Structure 2023: FLORIDA																		
Duval County, FLORIDA																		
Census Tract	White		Black		AIAN		Asian		HIPI		Other Race		Multi-racial		Hispanic		White Not-Hispanic	
	1-4 Units	5+ Units	1-4 Units	5+ Units	1-4 Units	5+ Units	1-4 Units	5+ Units	1-4 Units	5+ Units	1-4 Units	5+ Units	1-4 Units	5+ Units	1-4 Units	5+ Units	1-4 Units	5+ Units
12031017200	43	564	59	488	0	0	0	103	0	0	0	0	9	47	0	54	43	547
12031017300	1,963	59	371	0	47	0	0	0	0	0	156	0	19	7	203	0	1,928	59
12031017400	147	45	582	155	0	0	0	0	0	0	21	0	0	15	21	15	147	45
Sum for Duval County																		
Count:	184,122	44,729	73,246	30,678	690	134	10,938	3,761	124	0	5,417	2,204	9,967	3,694	23,196	9,123	170,432	38,640
Percentage:	80.45%	19.55%	70.48%	29.52%	83.74%	16.26%	74.41%	25.59%	100.00%	0.00%	71.08%	28.92%	72.96%	27.04%	71.77%	28.23%	81.52%	18.48%

The numbers show that the minority community depends more on rental housing than the White community. Of the Black community 29.5% of the living units are multifamily. Among Hispanics 28.2% of housing units are multifamily. On the other hand, within the “White not-Hispanic” community only 18.48% of the living units are multifamily. Clearly, the minority community relies on multifamily housing more than in the non-minority community.

Report D-8A contains important information pertaining to housing affordability.

Figure 11 Demographic Report Housing Affordability by Tenure in Duval County

GeoDataVision Combined Owner-Occupied Housing Units/Rental Affordability Report D-8A 2023																			
Duval County, FLORIDA																			
Census Tract	Tract			Owner Occupied Housing Units						Renter Occupied Housing Units									
	Tract Income Class	Tract with Greater than 50% Minorities	Total Number of Units	Total Number of Owner-Occupied Housing Units	Costs Under 30%	Costs Greater Than or Equal to 30%	No Income	Affordable	Cost Burdened	Costs Not Computed	Total Number of Rental Units	Costs Under 30%	Costs Greater Than or Equal to 30%	No Income	No Rent	Affordable	Cost Burdened	Costs Not Computed	
12031017200	NA	YES	1,313	143	127	16	0	88.81%	11.19%	0.00%	1,170	549	581	40	0	46.92%	49.66%	3.42%	
12031017300	MIDDLE	NO	2,622	1,807	1,420	347	40	78.58%	19.20%	2.21%	815	314	344	43	114	38.53%	42.21%	19.26%	
12031017400	LOW	YES	965	330	186	144	0	56.36%	43.64%	0.00%	635	343	254	7	31	54.02%	40.00%	5.98%	
Total # of Tracts:	218		369,704	211,163	161,048	47,584	2,531	76.27%	22.53%	1.20%	158,541	73,922	74,261	4,654	5,704	46.63%	46.84%	6.53%	

The numbers reveal that nearly half (46.84%) of rental housing units in Duval County are “Cost Burdened”, meaning unaffordable. Within the owner-occupied units 22.53% are cost burdened. In fact, close examination of the rental housing data shows that more units (74,261) were cost-

burdened than affordable housing (73,922). The reason for the 46.84% cost-burdened rate is that 6.53% of the units did not have costs computed. Consequently, for units for which costs could be computed more than half of the rental units were not affordable.

“Report D-8A MM tracts” indicates that the proportion of cost-burdened housing in Majority-Minority Tracts exceeds 50% even when the “costs not computed” housing had diluted that calculation.

Figure 12 Demographic Housing Affordability by Tenure in Duval County MM Tracts

GeoDataVision Combined Owner-Occupied Housing Units/Rental Affordability Report D-8A 2023																		
Duval County, FLORIDA																		
Census Tract	Tract			Owner Occupied Housing Units							Renter Occupied Housing Units							
	Tract Income Class	Tract with Greater than 50% Minorities	Total Number of Units	Total Number of Owner-Occupied Housing Units	Costs Under 30%	Costs Greater Than or Equal to 30%	No Income	Affordable	Cost Burdened	Costs Not Computed	Total Number of Rental Units	Costs Under 30%	Costs Greater Than or Equal to 30%	No Income	No Rent	Affordable	Cost Burdened	Costs Not Computed
12031017200	NA	YES	1,313	143	127	16	0	88.81%	11.19%	0.00%	1,170	549	581	40	0	46.92%	49.66%	3.42%
12031017300	MIDDLE	NO	2,622	1,807	1,420	347	40	78.58%	19.20%	2.21%	815	314	344	43	114	38.53%	42.21%	19.26%
12031017400	LOW	YES	965	330	186	144	0	56.36%	43.64%	0.00%	635	343	254	7	31	54.02%	40.00%	5.98%
Total # of Tracts:	218		369,704	211,163	161,048	47,584	2,531	76.27%	22.53%	1.20%	158,541	73,922	74,261	4,654	5,704	46.63%	46.84%	6.53%

GeoDataVision captured the same data for the Majority-Black tracts and the data shows that only 39.44% of the rental units in majority Black tracts are affordable while more than half (52.4%) are “cost burdened”.

Figure 13 Demographics Housing Affordability in Majority Black Tracts

Total Number of Units	Total Number of Owner-Occupied Housing Units	Costs Under 30%	Costs Greater Than or Equal to 30%	No Income	Affordable	Cost Burdened	Costs Not Computed	Total Number of Rental Units	Costs Under 30%	Costs Greater Than or Equal to 30%	No Income	No Rent	Affordable	Cost Burdened	Costs Not Computed		
Total # of Tracts:	41	59,188	28,600	20,525	7,612	463	71.77%	26.62%	1.62%	30,588	12,065	16,028	1,200	1,295	39.44%	52.40%	8.16%

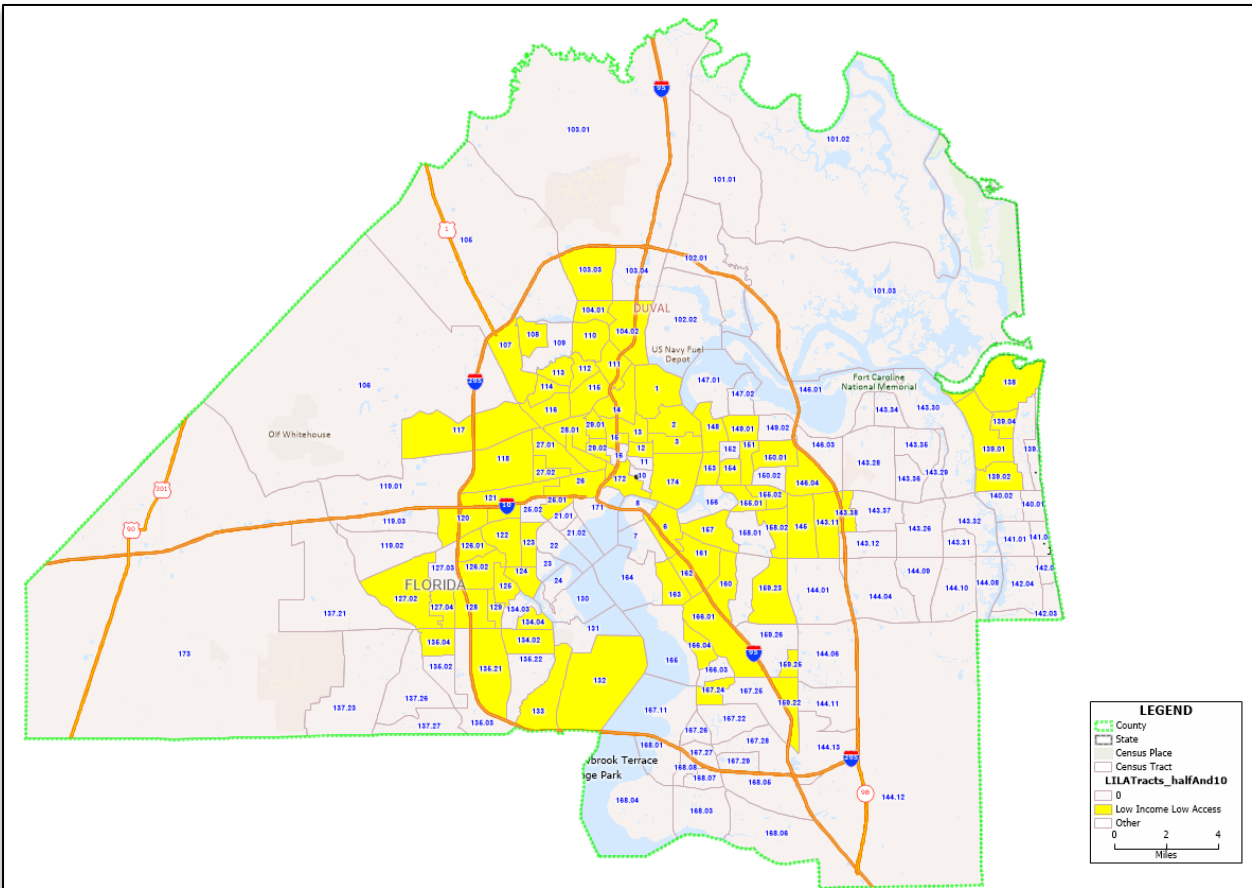
Clearly, affordable housing, particularly rental housing, is a major problem throughout all of Duval County, but is a particularly acute problem in the Majority-Minority tracts and the Majority-Black tracts.

Demographics: Food Deserts

The USDA compiles data on the accessibility of adequate food supplies for people and measures the lack of accessibility in terms of food deserts. The latest data that is available currently is as of 2019. The term “food desert” is used to describe a tract in which at least 100 households are located more than one-half mile from the nearest supermarket and have no vehicle access.

The USDA has developed the “Food Access Research Atlas” which identifies food accessibility and correlates it with income levels of households in those tracts.

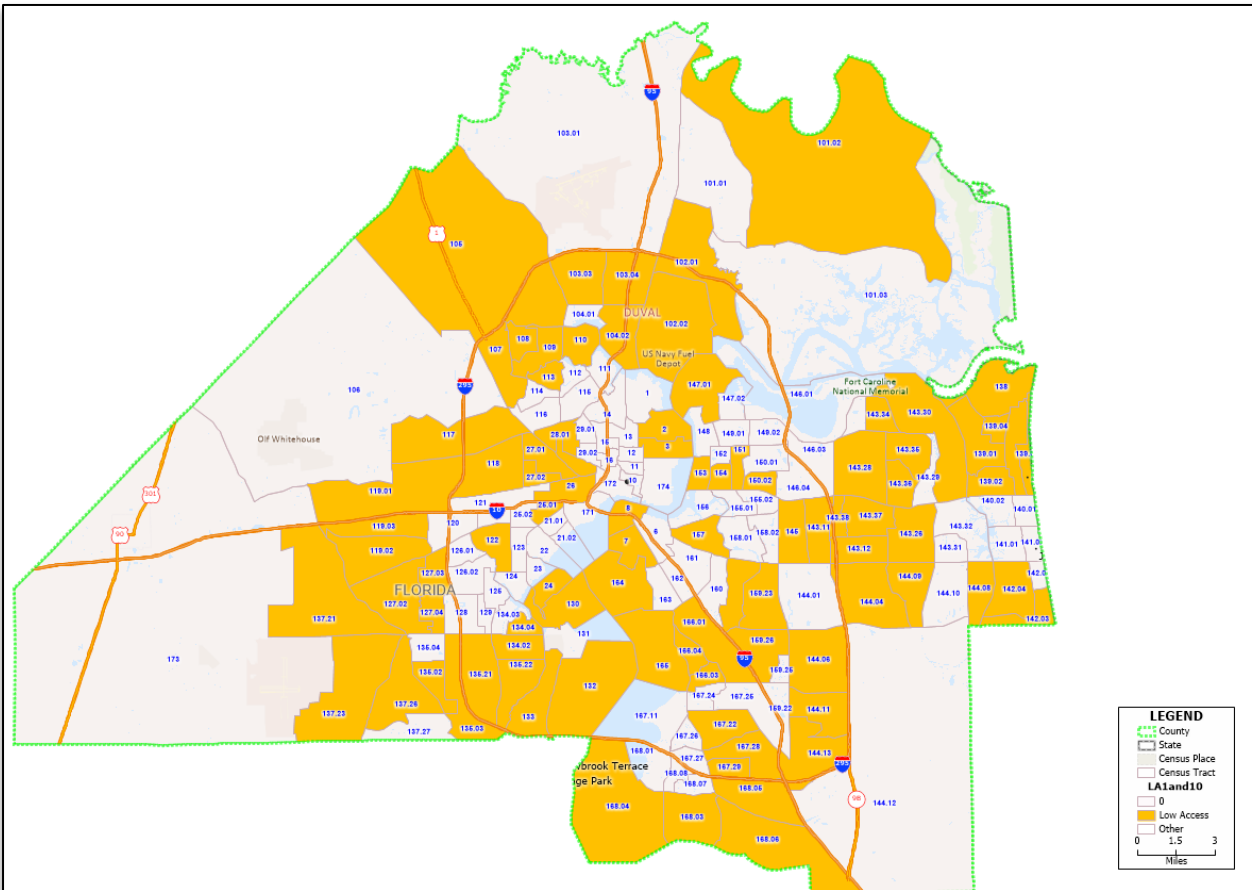
Figure 14 - USDA Low Income and Low Access Tracts



The map exposes 78 census tracts (at the standard half mile reference point for urban areas) identified as “LILA” (Low Income and Low Access) tracts with respect to the income level of inhabitants and the accessibility of food. These are tracts based on the 2010 census tracts of which there were 173 in Duval County. GeoDataVision has included a map depicting the whereabouts of the LILA tracts in Jacksonville, Florida. A factor that may have made Jacksonville more vulnerable to this phenomenon is that Jacksonville is the largest city measured by land area in the lower 48 states. The sprawling nature of the City means greater distances between neighborhoods.

In fact, when Duval County tracts are viewed from the perspective of accessibility, more than half of the tracts (90 of 173) in the county are characterized by the USDA as low access. So, food accessibility is a problem not only for the poor, but also for many other residents of various income levels.

Figure 15- Duval County Tracts with Low Access to food



Business Demographics:

GeoDataVision has captured business demographics including size by employee count, industry grouping (NAICS codes), and race and ethnicity demographics associated with owners of “employer firms” as well as for “non-employers”, i.e., self employed people. The data are extracted from the Census Bureau Census County Business Patterns files and from the Bureau’s Non-Employer’s file (NES-D).

A review of the 2020 Business demographics indicates there are 27,217 employer firms in Duval County. Of those companies, 15,321 (56.3%) employ 1-4 people. Another 4,261 companies (15.7%) employ 5 to 9 people each. Together, companies employing fewer than 10 employees



account for 72.0% of all employer firms in Duval County (See Report B-1 in Business Demographics Book).

Figure 16: 2020 Employer Businesses by Size (number of Employees) Duval County Zip Codes Totals

Count of Establishments by NAICS Code and Number of Employees									
Establishments	n1-4	n5-9	n10-19	n20-49	n50-99	n100-249	n250-499	n500-999	n1000+
27,217	15,321	4,261	3,137	2,280	618	359	31	19	5
	56.3%	15.7%	11.5%	8.4%	2.3%	1.3%	0.1%	0.1%	0.0%

Furthermore, 2020 Census Bureau data for employer businesses for the Jacksonville MSA indicates that there were 5,144 minority-owned employer businesses in the MSA.

Figure 17: 2020 Census Bureau Employer Owner Race Demographics for Jacksonville MSA

Jacksonville, FL Metro Area		Number of Employer Firms									
NAICS Code	NAICS Description	Total	White	Black	AIAN	Asian	HIPI	Minority	Non-Minority	Classifiable	Unclassifiable
00	Total for all sectors	31,152	25,398	1,167	0	2,276	8	5,144	23,229	29,130	2,021

Even more impressive are the demographics relating to “non-employer” businesses. These are self-employed people. Data on a county basis is not available. But data pertaining to the Jacksonville MSA is available. That data indicates there are 131,750 “non employer firms” in the Jacksonville MSA. Typically, non-employer firms are 3-4 times more numerous than employer establishments. This is a small business sector that is very important.

GeoDataVision has been able to obtain owner-demographics for Duval County for race and ethnicity from the Census Bureau. However, those files are typically 2-3 years or more old when published and, in the case of employer firms owner demographics are published only for years ending in “2” and “7” and the publication is normally 2 years after the subject year. So, the latest employer race-ethnicity demographic data at the county level is for 2017. The 2022 employer demographic data will be published in October 2024. Nevertheless, the 2017 demographic information is potentially very helpful because it is the latest public data that provides insight into businesses owned and run by minority entrepreneurs.

Figure 18: Source US Census Bureau table ABSCS2017.AB1700CSA01

Geographic Area Name	Duval County, Florida					
Sum of Number of employer firms	Column Labels					
Row Labels		Equally minority/ nonminority	Minority	Nonminority	Unclassifiable	Grand Total
Total for all sectors		279	3,152	14,652	2,182	20,265
Grand Total		279	3,152	14,652	2,182	20,265
		1.38%	15.55%	72.30%	10.77%	100.00%

The data show that 15.55% of employer firms in Duval County are owned by minority entrepreneurs and another 1.38% are equally owned by minority and non-minority persons.

The following table reveals business owner demographics broken out by race:

Figure 19: Source US Census Bureau table ABSCS2017.AB1700CSA01

Geographic Area Name		Duval County, Florida						
Sum of Number of employer firms		Column Labels						
Row Labels		AIAN	Asian	Black	HIPI	Unclassifiable	White	Grand Total
Total for all sectors		0	1,447	871	0	2,182	15,832	20,332
Grand Total		0	1,447	871	0	2,182	15,832	20,332
		0.00%	7.12%	4.28%	0.00%	10.73%	77.87%	100.00%

And this table shows Hispanic-owned business counts from the 2017 file.

Figure 20 Source US Census Bureau table ABSCS2017.AB1700CSA01

Geographic Area Name		Duval County, Florida				
Sum of Number of employer firms		Column Labels				
Row Labels		Equally Hispanic/non-Hispanic	Hispanic	Non-Hispanic	Unclassifiable	Grand Total
Total for all sectors		143	817	17,122	2,182	20,264
Grand Total		143	817	17,122	2,182	20,264
		0.71%	4.03%	84.49%	10.77%	100.00%

There also is owner demographic data available for non-employer businesses (i.e., self-employed people). That data is available at the MSA level (but not at lower geographic levels, so Duval County owner-demographics for non-employers is not available). The latest such data is for 2019.



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Figure 21 Census Bureau ABSNESD2019.AB1900NESD01 non-Employer businesses Jacksonville, FL MSA

Geographic Area Name	Jacksonville, FL Metro Area				
Year	2019				
Sum of Number of nonemployer firms	Column Labels	Minority	Nonminority	Unclassifiable	Grand Total
Row Labels	Equally minority/nonminority				
Accommodation and food services	0	1,300	1,100	30	2,430
Administrative and support and waste management and remediation services	30	6,500	8,600	150	15,280
Agriculture, forestry, fishing and hunting(660)	0	70	600	0	670
Arts, entertainment, and recreation	0	1,700	4,900	50	6,650
Construction	30	3,900	6,900	450	11,280
Educational services	0	1,300	3,300	20	4,620
Finance and insurance(662)	0	1,000	3,100	150	4,250
Health care and social assistance	0	4,700	5,200	60	9,960
Industries not classified	0	0	0	0	0
Information	0	350	1,100	40	1,490
Management of companies and enterprises	0	0	0	0	0
Manufacturing	0	350	850	50	1,250
Mining, quarrying, and oil and gas extraction	0	0	30	0	30
Other services (except public administration)(663)	40	9,500	7,500	200	17,240
Professional, scientific, and technical services	50	3,600	13,000	300	16,950
Real estate and rental and leasing	200	2,400	11,000	1,000	14,600
Retail trade	20	2,700	6,700	150	9,570
Transportation and warehousing(661)	0	7,300	6,700	200	14,200
Utilities	0	0	30	0	30
Wholesale trade	0	350	1,200	70	1,620
Grand Total	370	47,020	81,810	2,920	132,120

The above table shows 47,020 non-employer businesses owned by minority businesspersons in the MSA. In other words, not only is there a substantial number of such businesses, but more than one-third (35.7%) are minority owners.

The Table below breaks out the non-employer owner racial demographics into racial subgroups and reveals some very interesting data on that important demographic.

Figure 22: Census Bureau ABSNESD2019.AB1900NESD01 non-Employer businesses Jacksonville, FL MSA

Geographic Area Name	Jacksonville, FL Metro Area					
Year	2019					
NonEmployer Firms	AIAN	Asian	Black or African American	HIPI	White	Grand Total
NAICS for Non-Employers						
Accommodation and food services	30	250	850	0	1,400	2,530
Administrative and support and waste management and remediation services	150	550	3,700	40	11,000	15,440
Agriculture, forestry, fishing and hunting(660)	0	0	30	0	650	680
Arts, entertainment, and recreation	50	200	1,100	0	5,300	6,650
Construction	100	300	1,300	20	9,300	11,020
Educational services	30	200	800	0	3,700	4,730
Finance and insurance(662)	30	150	550	0	3,400	4,130
Health care and social assistance	80	500	3,500	30	6,000	10,110
Industries not classified	0	0	0	0	0	0
Information	0	60	250	0	1,200	1,510
Management of companies and enterprises	0	0	0	0	0	0
Manufacturing	0	50	200	0	950	1,200
Mining, quarrying, and oil and gas extraction	0	0	0	0	30	30
Other services (except public administration)(663)	150	2,600	5,600	30	9,000	17,380
Professional, scientific, and technical services	100	750	1,700	0	14,500	17,050
Real estate and rental and leasing	60	700	1,000	0	12,000	13,760
Retail trade	80	500	1,500	0	7,400	9,480
Transportation and warehousing(661)	100	550	4,500	40	9,100	14,290
Utilities	0	0	0	0	30	30
Wholesale trade	0	70	150	0	1,300	1,520
Grand Total	960	7,430	26,730	160	96,260	131,540

The race data in the above table for self-employed persons for the Jacksonville MSA shows many more such businesses as for employer entities and reveals a very significant population



(26,730) of self-employed Black business owners (accounting for 20.3% of the population of non-employer businesses). Moreover, the data shows owner race demographics by Industry.

Finally, non-employer owner demographics are available for Hispanics for 2019 at the MSA level.

Figure 23: Census Bureau ABSNESD2019.AB1900NESD01 non-Employer businesses Jacksonville, FL MSA

Geographic Area Name	Jacksonville, FL Metro Area				
Year	2019				
Sum of Number of nonemployer firms					
NAICS for Non-Employers	Equally Hispanic/non-Hispanic	Hispanic	Non-Hispanic	Unclassifiable	Grand Total
Accommodation and food services	0	300	2,100	30	2,430
Administrative and support and waste management and remediation services	0	2,500	12,500	150	15,150
Agriculture, forestry, fishing and hunting(660)	0	30	650	0	680
Arts, entertainment, and recreation	0	400	6,200	50	6,650
Construction	20	2,600	8,300	450	11,370
Educational services	0	350	4,300	20	4,670
Finance and insurance(662)	0	250	3,800	150	4,200
Health care and social assistance	0	850	9,100	60	10,010
Industries not classified	0	0	0	0	0
Information	0	90	1,400	40	1,530
Management of companies and enterprises	0	0	0	0	0
Manufacturing	0	100	1,100	50	1,250
Mining, quarrying, and oil and gas extraction	0	0	30	0	30
Other services (except public administration)(663)	30	1,500	15,500	200	17,230
Professional, scientific, and technical services	30	1,200	15,500	300	17,030
Real estate and rental and leasing	100	700	12,500	1,000	14,300
Retail trade	0	750	8,600	150	9,500
Transportation and warehousing(661)	0	2,700	11,000	200	13,900
Utilities	0	0	30	0	30
Wholesale trade	0	100	1,400	70	1,570
Grand Total	180	14,420	114,010	2,920	131,530

The data above demonstrate a significant number (14,420) of Hispanic-owned non-employer businesses in addition to the Black-owned non-employer businesses.

Duval County Credit Markets: HMDA and Small Business Lending

Any Community Needs Assessment must take into consideration the community's need for financial services. There is no better indicator of that need than the actual credit market information as reported under the Home Mortgage Disclosure Act (HMDA) and the Community Reinvestment Act (CRA). GeoDataVision has captured the 2022 HMDA data for Duval County and the 2021 CRA data for the Duval market.

2022 HMDA Market observations:

The residential mortgage market in Duval County is extremely competitive with 654 lenders that extended 28,733 mortgages valued at \$8.38 billion. Mortgage companies dominate the market. There are only 5 banks in the top 20 lenders (by number of originations) in the market. In the Majority-Minority tracts there are only 2 banks in the top 20 lenders. Finally, with respect to lending to minority borrowers there are only 3 banks in the top 20 lenders.



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SAMPLE BANK was ranked # 82 (based on # originations) with a market share of 0.23% after originating 65 mortgages valued at \$22.0 million during 2022 - see Report 1A in the *Minority Mortgage Market Reports* (Originations).

First Federal Bank - Duval County - Assessment Area Report 1A: Lender Profile by Institution Market Share: Minority Mkt.
 Based on 2022 HMDA Data Released by the Consumer Financial Protection Bureau June 2023

RANK: By Assessment Area Origination Units	FINANCIAL INSTITUTION	INSTITUTION ID—Agency	MARKET UNIT SHARE: Percent by Assessment Area	TOTAL DOLLARS Originations (\$1,000's)	TOTAL UNITS Originations	RANK: By Minority Origination Units	DOLLARS ORIGINATED (\$1,000's) by Minority Applicants	UNITS ORIGINATED by Minority Applicants	RANK: Origination Units in Majority-Minority Tracts	DOLLARS ORIGINATED (\$1,000's) in Majority-Minority Tracts	UNITS ORIGINATED in Majority-Minority Tracts
82			0.23%	22,005	65	123	3,480	10	120	3,680	14

Based on dollars, SAMPLE BANK was ranked #76 with a market share of 0.26% (see Report 1A in the *KPB Reports Book*).

First Federal Bank - Duval County - Assessment Area Report 1A: Lender Profile by Institution Market Share
 Based on 2022 HMDA Data Released by the Consumer Financial Protection Bureau June 2023

RANK: By Assessment Area Origination Dollar Volume	FINANCIAL INSTITUTION	INSTITUTION ID—Agency	MARKET SHARE: Percent by Assessment Area	TOTAL DOLLARS Originated (\$1,000's)	TOTAL UNITS Originated	RANK: By Low or Moderate Income Borrower Dollar Volume Originated	DOLLARS ORIGINATED (\$1,000's) by Low or Moderate Income Borrowers	UNITS ORIGINATED by Low or Moderate Income Borrowers	RANK: By Minority Dollar Volume Originated	DOLLARS ORIGINATED (\$1,000's) in Majority Borrowers	UNITS ORIGINATED by Minority Borrowers
76			0.26%	22,005	65	96	2,920	16	101	3,480	10

Regarding the minority mortgage market, 10,018 (34.9%) of the 28,733 mortgages originated were extended to **minority borrowers** (SAMPLE BANK penetration rate was 15.38%) and 11,894 (41.4%) were generated in **Majority-Minority tracts** (SAMPLE BANK penetration rate was 21.54%) within the county (*Report 1A in the Minority Mortgage Market Reports*).

Figure 24 2022 Mortgages Originated in Duval County

RANK: By Assessment Area Origination Units	FINANCIAL INSTITUTION	INSTITUTION ID—Agency	MARKET UNIT SHARE: Percent by Assessment Area	TOTAL DOLLARS Originations (\$1,000's)	TOTAL UNITS Originations	RANK: By Minority Origination Units	DOLLARS ORIGINATED (\$1,000's) by Minority Applicants	UNITS ORIGINATED by Minority Applicants	RANK: Origination Units in Majority-Minority Tracts	DOLLARS ORIGINATED (\$1,000's) in Majority-Minority Tracts	UNITS ORIGINATED in Majority-Minority Tracts
464	IVY MORTGAGE, INC.	5463002G4J048222MC13	0.00%	335	1	296	335	1	313	335	1
464	THE HOME LOAN EXPERT, LLC	5463002F18E7LUMXGB81	0.00%	335	1	***	0	0	313	335	1
464	TC FEDERAL BANK	546300PJR69ECK1DQWZ7	0.00%	335	1	***	0	0	***	0	0
464	FARMERS INSURANCE GROUP FCU	546300KPH3EE40YQXQ21	0.00%	335	1	***	0	0	***	0	0
464	UIF CORPORATION	546300B8XWU32A1WY1A56	0.00%	325	1	***	0	0	***	0	0
464	LUMINATE HOME LOANS, INC.	546300AEN0880EJWVC259	0.00%	325	1	***	0	0	***	0	0
464	R M K FINANCIAL CORP	546300X72G5WKWCW2G255	0.00%	315	1	296	315	1	313	315	1
464	WESBANCO BANK, INC.	0G6PHQ1ENZOOLJRFTH41	0.00%	355	1	***	0	0	***	0	0
654 Institutions				Assessment Area Sum	\$8,388,715	28,733	\$2,383,920	10,018		\$2,852,840	11,894

Thus, the MM tracts and minority borrowers constitute a significant share of the residential mortgage market and suggest a good market opportunity for SAMPLE BANK to explore.

GeoDataVision reviewed mortgage types to determine if government insured mortgages were an important factor regarding mortgages extended in Majority-Minority Tracts and to minority borrowers. Our analysis determined that government insured loans are an important part of the residential mortgage market and are particularly important in the Majority-Minority Census Tracts and to Minority Borrowers.

Figure 25: 2022 Mortgage Originations by Mortgage Type and Tract Minority Status (source: 2022 HMDA A&D)

2022 DUVAL COUNTY MORTGAGES ORIGINATED BY MTG TYPE & TRACT MINORITY STATUS			
MTG TYPE	Not MM Tract	MM Tract	Grand Total
Not Gov	13,039	7,546	20,585
FHA	1,554	2,197	3,751
VA	2,230	2,122	4,352
RHS or FSA	16	29	45
Grand Total	16,839	11,894	28,733

2022 DUVAL COUNTY MORTGAGES ORIGINATED BY MTG TYPE & TRACT MINORITY STATUS			
MTG TYPE	Not MM Tract	MM Tract	All Tracts
Not Gov	77.43%	63.44%	71.64%
FHA	9.23%	18.47%	13.05%
VA	13.24%	17.84%	15.15%
RHS or FSA	0.10%	0.24%	0.16%
Grand Total	100.00%	100.00%	100.00%

The table above reveals that 28.36% of all mortgages originated in Duval County during 2022 were government insured/guaranteed loans. Of particular interest is that government insured mortgages accounted for more than 1 in every 3 mortgage originations (36.56%) extended in the Majority-Minority tracts. Slightly more FHA loans were extended than VA loans (2,197 vs 2,122 mortgage originations).

The following table recaps mortgage types by borrower minority status:

Figure 26: 2022 Mortgage Originations by Mortgage Type and Borrower Minority Status (source: 2022 HMDA A&D)

2022 DUVAL COUNTY MORTGAGES ORIGINATED BY MTG TYPE & BORROWER MINORITY STATUS			
MTG TYPE	Not MM Bor	Minority Borrower	Grand Total
Not Gov	14,441	6,144	20,585
FHA	1,847	1,904	3,751
VA	2,414	1,938	4,352
RHS or FSA	13	32	45
Grand Total	18,715	10,018	28,733

2022 DUVAL COUNTY MORTGAGES ORIGINATED BY MTG TYPE & BORROWER MINORITY STATUS			
MTG TYPE	Not MM Bor	Minority Borrower	Grand Total
Not Gov	77.16%	61.33%	71.64%
FHA	9.87%	19.01%	13.05%
VA	12.90%	19.35%	15.15%
RHS or FSA	0.07%	0.32%	0.16%
Grand Total	100.00%	100.00%	100.00%

Once again, it is evident that government sponsored mortgages are very important to the minority community. The table shows that almost 40% (38.67%) of all mortgages extended to minority borrowers were in the form of government sponsored programs. Slightly more VA-insured loans were extended than FHA (1,938 vs 1,904 mortgages).

The foregoing tables conclusively establish that government insured mortgages are extremely important in Majority-Minority tracts and to minority borrowers. *A lender that wants to make inroads into the minority community must offer government-insured loans.*

Furthermore, when broken down by race and ethnicity, **Report 3 in the Minority Mortgage Reports** (originations) reveals that 3,302 mortgages were extended to Hispanics (including 261 to Black Hispanics) and 4,992 were extended to Black (including Black Hispanics) borrowers.

Figure 27 2022 Minority Mortgage Market KPB Report 3

COUNTY		HISPANIC ORIGINATIONS BY RACE								NON-HISPANIC ORIGINATIONS BY RACE						SUMMARY			
CENSUS TRACT	Minority Tract Classification	TOTAL UNITS	WHITE	BLACK/AFRICAN AMERICAN	ASIAN	AMERICAN INDIAN/ALASKAN NATIVE	NATIVE HAWAII/PACIFIC ISLANDER	MULTI-RACIAL	NOT PROVIDED	WHITE	BLACK/AFRICAN AMERICAN	ASIAN	AMERICAN INDIAN/ALASKAN NATIVE	NATIVE HAWAII/PACIFIC ISLANDER	MULTI-RACIAL	NOT PROVIDED	MINORITY UNITS*	BLACK/AFRICAN AMERICAN UNITS*	HISPANIC UNITS*
Assessment Area Totals		28,733	2,254	261	89	37	22	84	555	13,769	4,731	1,431	58	61	435	4,946	10,018	4,992	3,302

Black mortgage applicants dominate the minority mortgage market, accounting for almost half (4,992 of 10,018) the minority applicants in the 2022 mortgage market in Duval County. This is an important factor to consider for marketing mortgage services in the county. Hispanics are second and make up 3,302 mortgage applicants in the market.



Report 4 in the Minority Mortgage Market Reports (originations) shows that minority borrowers constitute 47.7% (5,673 of 11,894) of borrowers in the Duval County MM tracts.

Figure 28 2022 Minority Mortgage Market KPB Report 4 Originations in MM Tracts

COUNTY			HISPANIC ORIGINATIONS BY RACE							NON-HISPANIC ORIGINATIONS BY RACE							SUMMARY		
CENSUS TRACT	Minority Tract Classification	TOTAL UNITS	WHITE	BLACK/AFRICAN AMERICAN	ASIAN	AMERICAN INDIAN/ALASKAN NATIVE	NATIVE HAWAIIAN/PACIFIC ISLANDER	MULTI-RACIAL	NOT PROVIDED	WHITE	BLACK/AFRICAN AMERICAN	ASIAN	AMERICAN INDIAN/ALASKAN NATIVE	NATIVE HAWAIIAN/PACIFIC ISLANDER	MULTI-RACIAL	NOT PROVIDED	MINORITY UNITS*	BLACK/AFRICAN AMERICAN UNITS*	HISPANIC UNITS*
Assessment Area Totals		11,894	1,064	172	41	22	15	35	317	3,925	3,180	595	29	27	176	2,296	5,673	3,352	1,668

Non-Hispanic White borrowers account for exactly one-third (33.0% or 3,925 of 11,894) of the borrowers in the Majority-Minority tracts. About 19% of non-Hispanic borrowers did not provide race or responded “NA”.

Regarding the Majority-Minority tracts, there were 15 such tracts that exhibited a high volume (200 or more mortgage originations) of activity. Another 28 Majority-Minority tracts exhibited 100 to 200 mortgage originations indicating viable mortgage markets in those tracts. One tract, (137.23) had 633 mortgage originations reported for 2022. These tracts (43 of 107 Majority-Minority tracts in Duval County) can be seen and are highlighted in Minority Mortgage Market Report 4 and could be a focal point of a plan to generate increased mortgage lending in the county Majority-Minority tracts.

KPB Report 3 Multifamily Housing Mortgages

The Binder with the 2022 HMDA Multifamily Mortgage Lending data shows that only 37 of the 654 mortgage lenders active in Duval County that year extended multifamily mortgages. A total of 102 multifamily mortgages were extended. Of those mortgages 50 were originated in low- or moderate-income tracts while 60 were reported in Majority-Minority Tracts. Of the 60 MF mortgages extended in the MM tracts 25 were generated in Middle- and Upper-income tracts.

Figure 29 2022 Multifamily Mortgage Market Report 1

RANK: By Assessment Area Originated Units	FINANCIAL INSTITUTION	MARKET SHARE: Percent by Assessment Area	TOTAL DOLLARS Originations (\$1,000's)	TOTAL UNITS Originations	RANK: By Low to Moderate Tract Originated Unit Penetration Rate	DOLLARS ORIGINATED (\$1,000's) in Low to Moderate Tracts	UNITS ORIGINATED in Low to Moderate Tracts	PENETRATION RATE by Low or Moderate Tract Originated Dollars	PENETRATION RATE by Low or Moderate Tract Originated Units	RANK: By Minority Tract Penetration Rate	DOLLARS ORIGINATED (\$1,000's) in Minority Tracts	UNITS ORIGINATED in Minority Tracts	PENETRATION RATE by Minority Tract Originated Dollars	PENETRATION RATE by Minority Tract Originated Units
23	US BANK, N.A.	0.98%	28,215	1	***	0	0	0.00%	0.00%	***	0	0	0.00%	0.00%
23	TEMPLE VIEW CAPITAL FUNDING LP	0.98%	575	1	***	0	0	0.00%	0.00%	***	0	0	0.00%	0.00%
23	METROPOLITAN LIFE INSURANCE CO	0.98%	95,005	1	1	95,005	1	100.00%	100.00%	1	95,005	1	100.00%	100.00%
23	RF RENOVIO MANAGEMENT COMPANY, L	0.98%	895	1	***	0	0	0.00%	0.00%	***	0	0	0.00%	0.00%
23	READYCAP COMMERCIAL LLC	0.98%	65,445	1	1	65,445	1	100.00%	100.00%	***	0	0	0.00%	0.00%
23	FIRST FEDERAL BANK	0.98%	635	1	1	635	1	100.00%	100.00%	***	0	0	0.00%	0.00%
23	PNC BANK N.A.	0.98%	68,505	1	1	68,505	1	100.00%	100.00%	***	0	0	0.00%	0.00%
23	PGIM REAL ESTATE AGENCY FINANCE,	0.98%	23,775	1	1	23,775	1	100.00%	100.00%	1	23,775	1	100.00%	100.00%
23	INB, NATIONAL ASSOCIATION	0.98%	1,345	1	1	1,345	1	100.00%	100.00%	1	1,345	1	100.00%	100.00%
23	ORIX REAL ESTATE CAPITAL LLC	0.98%	11,405	1	***	0	0	0.00%	0.00%	1	11,405	1	100.00%	100.00%
23	SEACOAST NATIONAL BANK	0.98%	1,205	1	1	1,205	1	100.00%	100.00%	***	0	0	0.00%	0.00%
37 Institutions		Assessment Area Sum	\$1,211,740	102		\$541,420	50	44.68%	49.02%		\$502,370	60	41.46%	58.82%



Of great significance is the fact that only 684 affordable housing units were provided in the \$1.2 billion of MF financing. As observed in the housing demographics section of this report, affordable housing is a serious issue for half the renters in Duval County. With 74,261 “cost-burdened” renters and another 47,584 homeowners paying more than 30% of their household income on housing costs the pace of development of affordable housing is far below what is needed to address this **major problem for nearly 130,000 families** in Duval County. This may be the #1 need of the Duval County community in light of the importance of housing to a family’s quality of life and the large part of the population living in housing it cannot afford.

Small Business Loan Market: 2021 CRA data

The latest (2021 as of August 15, 2023) Small Business loan data reported under CRA for Duval County (see KPB Report 8) ironically shows an almost identical number of small businesses loans (28,339 in 2021) as HMDA mortgage originations (28,733 in 2022) were extended by 142 CRA-reporting lenders.

Figure 30 2021 Small Business Loan Market Rank Duval County FL: Top Ten Small Business Lenders KPB Report 8a

First Federal Bank - Duval County - Assessment Area

Report 8A: County-Reported CRA Lending Market Rank for 2021
Based on 2021 CRA data released by the FFIEC December 2022

Small Business Originations								
Rank Based on Total Dollar Volume	Market Share Percent of Total \$	Financial Institution	Total Units	Total Dollars (000's)	Units \$100,000 and Under	Dollars (000) \$100,000 and under	Units to Businesses with \$1 Million Sales or less	Dollars (000) to Businesses with \$1 Million Sales or less
Duval								
1	12.69	AMERIS BANK	1,122	120,747	818	21,340	180	35,580
2	9.17	BANK OF AMERICA, N.A.	3,432	87,213	3,288	43,603	2,463	35,746
3	8.58	AMERICAN EXPRESS NATIONAL BANK	6,035	81,624	5,957	64,973	1,272	12,573
4	5.48	WELLS FARGO BANK, N.A.	2,333	52,124	2,230	27,054	1,306	10,073
5	5.46	SYNOVUS BANK	236	51,949	119	5,498	140	20,576
6	4.99	TRUIST BANK	873	47,435	774	13,198	639	12,220
7	4.50	BBVA USA	615	42,840	540	20,745	287	12,487
8	4.39	FIRST CITIZENS BANK AND TRUST	253	41,786	149	7,699	126	16,763
9	4.31	SOUTHSTATE BANK, N.A.	260	40,993	158	7,087	19	6,597
10	4.20	REGIONS BANK	458	39,914	362	10,323	318	13,331

Sample Bank was ranked #23, with a market share of 0.79%. The Top Ten lenders control about 63% of the market.

Figure 31 2021 Small Business Loan Market Rank Duval County FL Summary Data

Small Business Originations									
Rank Based on Total Dollar Volume	Market Share Percent of Total \$	Financial Institution	Total Units	Total Dollars (000's)	Units \$100,000 and Under	Dollars (000) \$100,000 and under	Units to Businesses with \$1 Million Sales or less	Dollars (000) to Businesses with \$1 Million Sales or less	
Duval									
140	0.00	INTRUST BANK, NA	1	6	1	6	1	6	
142	0.00	CROSSFIRST BANK	1	3	1	3	1	3	
Totals for Duval			142 Lenders	28,339	951,259	26,480	364,533	12,555	261,325

An insight provided by the market data shows that American Express extended by far the largest number of small business loans with 6,035 such loans compared to the next closest competitor (by number of loans) Bank of America with 3,432 small business loans. Combined, 4 lenders, American Express, B of A, JPMorgan Chase (2,532 SB loans) and Wells Fargo (2,333 SB loans) extended nearly half (49.9%) of all small business loans reported by 142 lenders in Duval County during 2021. Clearly, American Express provides small business loans in the form of credit cards which suggests that SAMPLE BANK Business Credit Card services fit right into the Duval County Small Business Loan Market.

A further inspection of KPB Report 8 shows that more than 92% (26,480 of 28,733) of the small business loans reported for Duval County were for \$100,000 or less each. The overwhelming number of truly small business loans in Duval County combined with the community business demographics showing large numbers of non-employer businesses as well as very small businesses employing fewer than 10 persons would appear to indicate a need for very small business loans in this market. Sample Bank's no annual fee business credit card program would appear to match the credit needs of the Duval County small business community.

With regard to the size of business borrowers in Duval County, KPB Report shows that 12,555 borrowers of small business loans were small businesses as measured by an annual GAR <=\$1 million. That is 43.7% of all CRA-reported small businesses lending during 2021 was extended to truly small businesses.

Another aspect of the financing needs of the Duval County small business community is the distribution of small business lending among low- and moderate-income census tracts.

Figure 32 2021 Duval County Small Business Lending by Tract Income Class: KPB Report 8b

Duval												
Rank Based on Total LMI Units	Financial Institution	LMI Tract Originations	Tract Income Class					Penetration Rates				
			LOW	MODERATE	MIDDLE	UPPER	N.A. or Unknown	LOW	MODERATE	MIDDLE	UPPER	N.A. or Unknown
Sum for	Duval	9,074	1,885	7,189	9,155	10,033	77	6.65%	25.37%	32.31%	35.40%	0.27%
142 Lenders												

The data show that almost one-third (32%) of all reported small business loans in Duval County during 2021 were extended in the low- and moderate-income tracts.

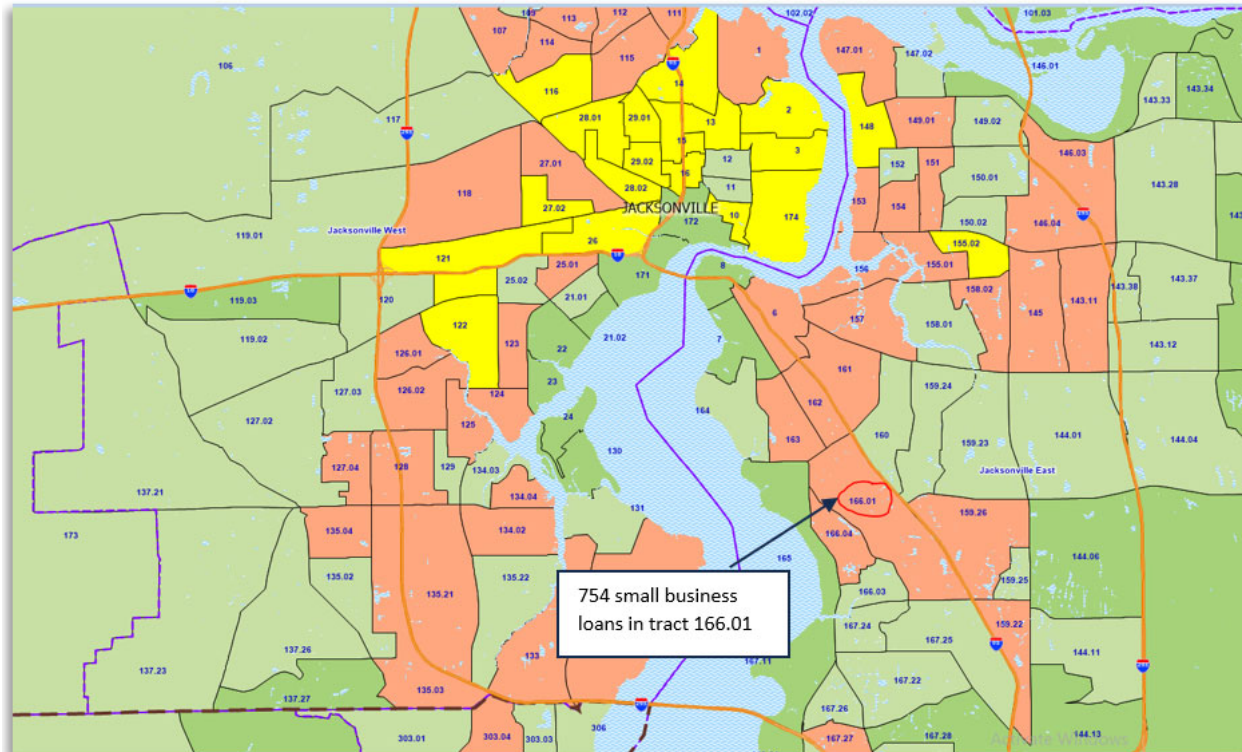
A close inspection of the detailed data in KPB Report 7 which displays small business lending in low- and moderate-income census tracts reveals a super active tract with 754 small business loan originations reported for 2021 (the latest year for which data is available)

Figure 33: KPB Report 7 2021 Small Business Lending in LMI tracts

Duval		Small Business Originations					
Census Tract	Tract Income Class	Total Units	Total Dollars (000)	Units \$100,000 and Under	Dollars (000) \$100,000 and Under	Units to Businesses with \$1 Million Sales or less	Dollars (000) to Businesses with \$1 Million Sales or less
0162.00	Moderate	112	3,605	106	1,969	50	724
0163.00	Moderate	254	14,428	221	4,171	87	2,308
0166.01	Moderate	754	39,114	663	11,980	265	7,994
0166.04	Moderate	72	2,177	70	925	39	306
0167.27	Moderate	98	1,465	97	1,171	53	585
0174.00	Low	222	13,560	197	3,104	53	1,539
Sum for Duval		9,074	309,168	8,436	113,349	3,657	71,271

The activity in this single tract accounts for about 8% of the reported small business lending in Duval County LMI tracts during 2021.

Figure 34: Most Active LMI tract with Small Business Loans during 2021

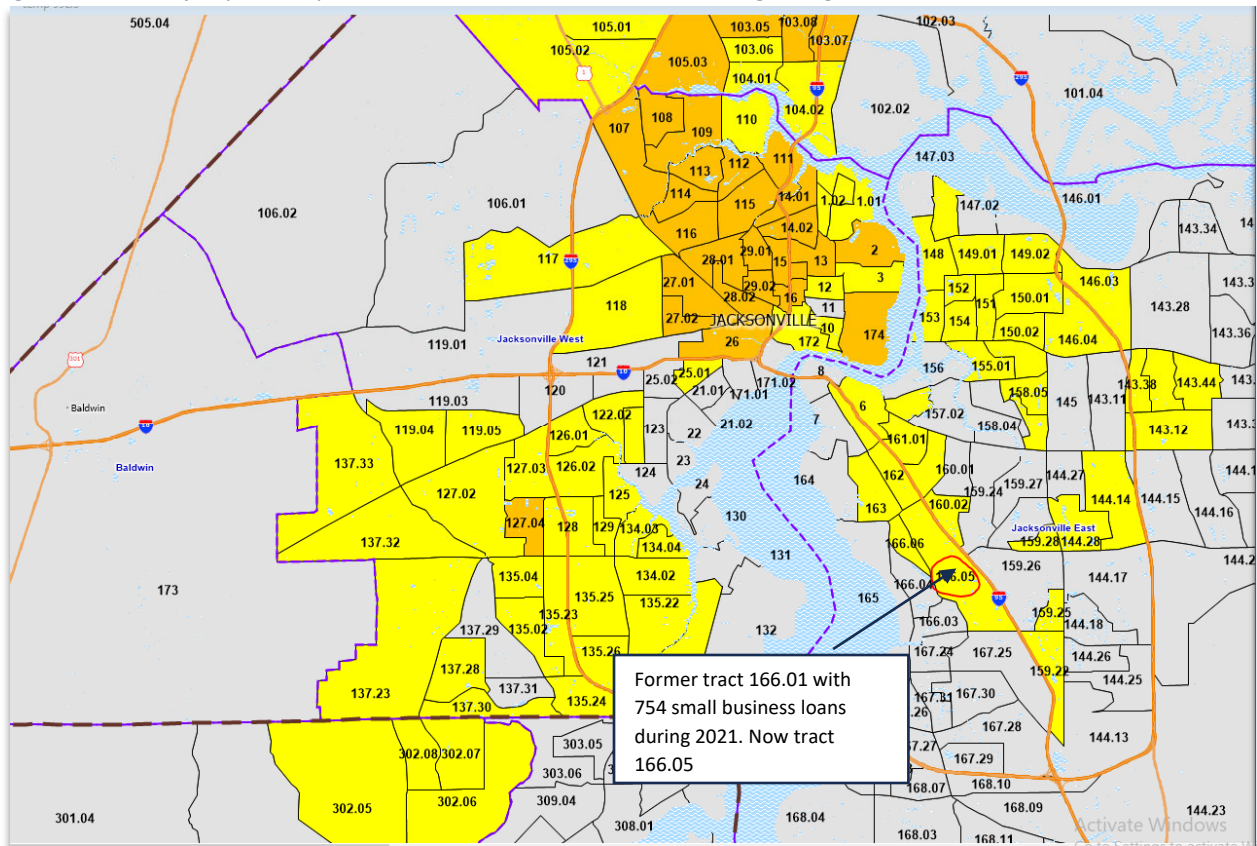


However, it is noted that with the change beginning in 2022 using the Census 2020 tracts this tract changed from a moderate-income tract to a middle-income tract with slightly different boundaries. The tract also has a new name, 166.05 and is a Majority-Minority tract in the new Census 2020 tracts.

This change in tract boundaries, identities and income class may lead many lenders to fail to recognize the potential for small business lending activity in this area and could be a good opportunity for SAMPLE BANK to make inroads in the most active small business market in the county which is largely a Majority-Minority tract also.

The 2022 census tract map below shows the tract where the greatest small business lending activity occurred during 2021.

Figure 35; 2022 Majority-Minority tract with most active small business lending during 2021



In summary, the small business loan market in Duval County indicates there is a significant need for small business loans by thousands of small businesses, many in low- and moderate-income tracts. Moreover, the CRA small business loan market data suggests that many businesses are using credit cards to finance their operations and expenses. Furthermore, with more than 754

small business loans reported in a single tract that market may be a unique lending opportunity for SAMPLE BANK.

The change in tract boundaries, tract identities, tract income class and tract minority status may confuse lenders regarding the geographic distribution of businesses and business loans and may present a unique opportunity for a lender to more successfully serve the small business market in Duval County and in Jacksonville

Community Survey Summary

GeoDataVision interviewed 30 people from local community organizations and government agencies to gain insight into the needs of Duval County. The results of each interview can be found in the Survey Book included with this report. The survey was organized to collect information based on community needs organized into 4 categories ordinarily associated with community development for CRA purposes. Those categories are:

- Housing costs and affordable housing
- Community services including educational services, daycare, drug counseling, medical services, transportation, etc.
- Economic development
- Revitalization and stabilization of economically depressed neighborhoods

By far the most significant need of the community cited by almost everyone interviewed was the lack of affordable housing. Some people characterized the situation as a crisis. The housing demographics of county corroborate that finding. Almost 50% of all rental units were identified as “cost burdened” in FFIEC census data. In the LMI and Majority-minority tracts the number exceeds 50%.

Transportation was commonly identified as a problem with a number of respondents pointing out that Jacksonville covers an extremely large geographic area (the largest city in the lower 48 states when measured by land area). The sprawling nature of the city exacerbates a lack of accessible food sources (“food deserts” as identified by the USDA). This affects not only access to healthy food, but to medical care and social services. It also is a problem for the working poor who don’t have motor vehicles.

A number of respondents mentioned the need for financial literacy and would welcome SAMPLE BANK participation in a financial literacy program. Others pointed out that minority-owned businesses need help in understanding small business finance.

A special report funded by the United Way, “The Alice Report” (Asset Limited Income Constrained, Employed) and cited by many people who were interviewed, indicates that 41% of



the Duval County population is below the poverty level or meets the ALICE definition. The Report for Duval County can be found here: [Duval County ALICE Report](#) .

There appears to be a great opportunity for SAMPLE BANK to collaborate with several colleges and universities in Jacksonville that have programs addressing some of the problems cited. Furthermore, based on multiple comments from respondents there appears to be at least a half dozen organizations that are very successfully meeting the needs of the poor and minorities in the community. Names and contact information can be found in the survey sheets attached to this report.

Many people interviewed expressed gratitude for the interest demonstrated by SAMPLE BANK as evidenced by SAMPLE BANK's outreach to the community to understand its needs.

Respectfully,

Len Suzio

Leonard F. Suzio Jr., President



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