San Luis Valley

Economic Development District

2018 Comprehensive Economic Development Strategy

Prepared by:

SAN LUIS VALLEY
DEVELOPMENT RESOURCES GROUP
& COUNCIL OF GOVERNMENTS

719-589-6099 | 610 State Ave, Ste. 200 | P.O. Box 300 | Alamosa, CO 81101 |

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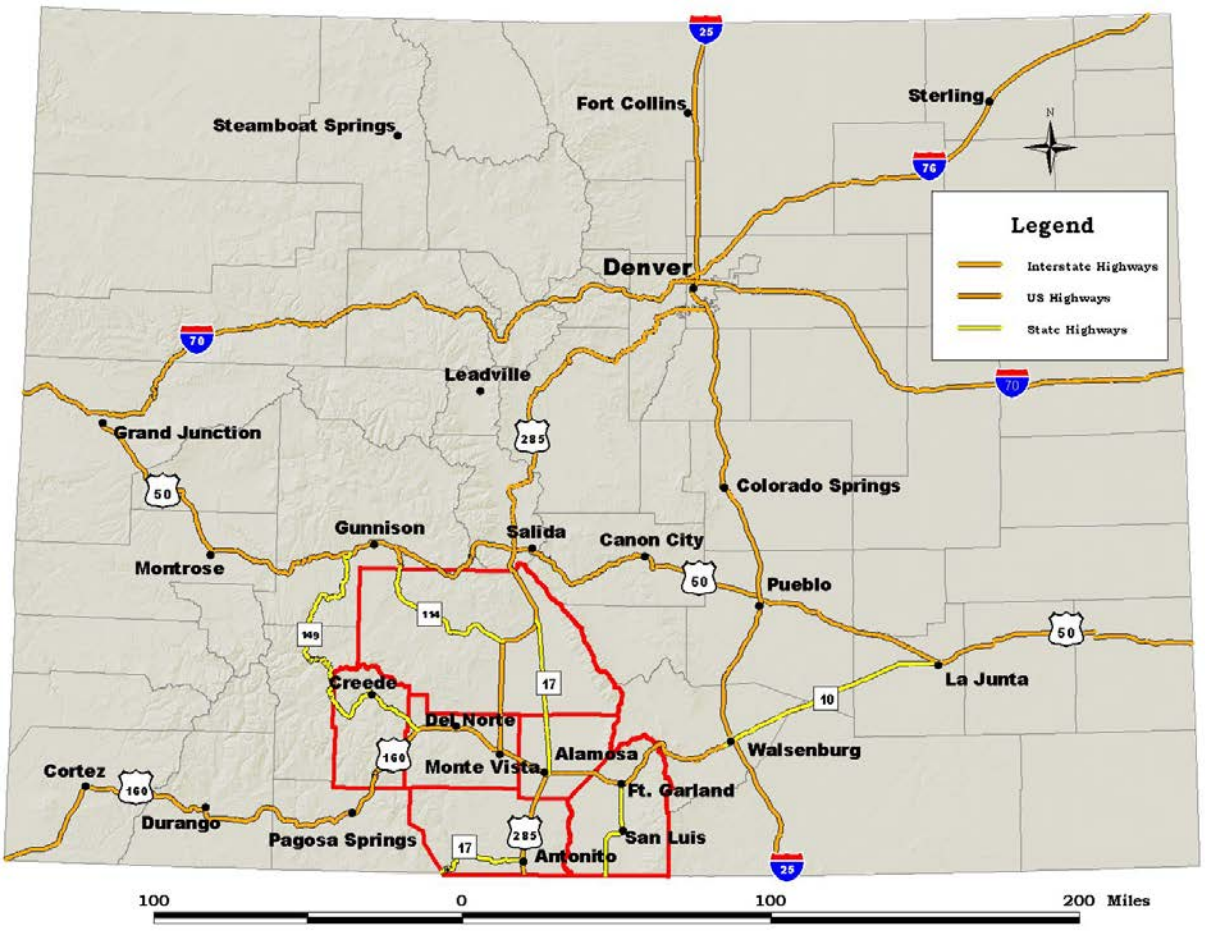

SAN LUIS VALLEY
DEVELOPMENT RESOURCES GROUP
& COUNCIL OF GOVERNMENTS

A Resolution
Adopting the 2018 Comprehensive Economic Development Strategy

WHEREAS: Economic Development Districts have been established by the U.S. Department of Commerce, Economic Development Administration (EDA) for the purpose of planning and implementing economic and community development programs; and

WHEREAS: A San Luis Valley Economic Development District (District) has been designated for the six-county region that includes Alamosa, Conejos, Costilla, Mineral, Rio Grande and Saguache counties; and

WHEREAS: The San Luis Valley Development Resources Group (SLVDRG) maintains District membership requirements, receives annual Planning Grants, and carries out responsibilities for the District in accordance with EDA guidelines; and

WHEREAS: Districts are required to conduct and maintain a Comprehensive Economic Development Strategy (CEDS) planning process and CEDS document as part of their planning responsibilities; and

WHEREAS: Guidelines require a CEDS Strategy Committee to be established for this purpose; and

WHEREAS: The CEDS Strategy Committee has completed the planning process and has established economic development priorities in a Regional Action Plan for the District.

San Luis Valley
Colorado Genuine

NOW, THEREFORE BE IT RESOLVED: The Executive Board of the San Luis Valley Development Resources Group hereby approves and adopts this document as the 2018 Comprehensive Economic Development Strategy for the San Luis Valley Economic Development District.

(Name & Title) — Date: 3-18-19

(Name & Title) — Date: 3/19/19

2018 San Luis Valley CEDS

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THE ORGANIZATION

The San Luis Valley Development Resources Group

Mission

The mission of the San Luis Valley Development Resources Group is to promote and facilitate Economic and Community Development Programs which will create jobs, Improve Income and maintain the quality of life in the San Luis Valley. We are investing in ourselves.

The San Luis Valley Development Resources Group is known for our innovative approach to both economic and community self-development projects. SLVDRG has served the six counties of the region – Alamosa, Conejos, Costilla, Mineral, Rio Grande and Saguache – since 1994. We are governed by a board of directors comprised of representatives from local government and the private sector.

SLVDRG is the recognized by Colorado's Department of Local Affairs as the planning agency for State Planning Region 8, which encompasses the six counties of the region.

The U.S. Economic Development Administration has designated the region as an Economic Development District with SLVDRG as the certified planning agency.
Among the programs administered by SLVDRG are:

- San Luis Valley Business Loan Fund – provides financing for business expansion, retention and start-up.
- San Luis Valley Enterprise Zone – state tax incentives that encourage businesses to locate and expand by offering up to nine tax credits that encourage job creation and investment.
- Comprehensive Economic Development Strategy (CEDS) – illustrates the economic development vision of the region and is one of the Valley's most frequently referenced documents for demographics and statistics.
- Business Expansion and Relocation Assistance – provides businesses with first contact to local governments and organization, liaison with state and federal agencies, community information, and site identification and assessment.
- Transportation Planning – transportation planning with the Colorado Department of Transportation is coordinated through the San Luis Valley Transportation Planning Region and administered by SLVDRG.

As a regional organization, SLVDRG serves as a home for other organizations, providing personnel and administrative support to further their mission:

- San Luis Valley Council of Governments
- San Luis Valley Community Action Agency
- San Luis Valley Great Outdoors
- San Luis Valley Transportation Planning Region
- San Luis Valley Regional Transit Council

Organizational Background

The San Luis Valley Development Resources Group can be said to represent a melding of the best qualities in three major organizational efforts serving the region since the early 1970's, including the San Luis Valley Regional Development and Planning Commission (RDPC), the San Luis Valley Economic Development Council (SLVEDC), and the San Luis Valley Council of Governments (SLVGOG). The RDPC brought with it the EDA District designation and a business loan program; the EDC contributed a broader spectrum of private sector partners and the State's Enterprise Zone program; and the role of local governments in providing matching funds to continue both of these program operations emphasized the need to restore more of the functions once carried out by the COG, such as regional comment and review of subdivision plans and other proposals.

The historic consolidation of the EDC and RDPC occurred in January 1994, which dissolved the EDC and expanded membership on the RDPC under the EDA District membership rules and its 501(c)(3) non-profit tax status. This also enabled a much broader mix of program responsibilities and response to the area's economic development needs, with little or no increase in staffing.

In 2008, local communities and counties came to believe that the reorganization of the San Luis Valley Council of Governments would be beneficial to the municipalities to provide an avenue of additional funding for regional programs. The SLVCOG was reformed using a Memorandum of Agreement with the San Luis Valley Development Resources to provide staffing as the cost to staff a new entity was prohibitive and the SLVDRG had the expertise to address the needs of the Council.

The six counties of Alamosa, Conejos, Costilla, Mineral, Rio Grande, or Saguache and the municipalities of Alamosa, Hooper, La Jara, Antonito, Manassa, Sanford, San Luis, Blanca, Monte Vista, Del Norte, South Fork, Creede, Center, Moffat, Bonanza, Saguache, Crestone, and Romeo, are all eligible for membership in the San Luis Valley Development Resources Group. Also, non-profit organizations that provide social, economic, or physical planning and which represent region-wide interests of the six county region, may be granted membership in the DRG.

Executive Board

Chairman, Ty Coleman— Municipal, Mayor, City of Alamosa, term expires 2018
Vice Chairman, Mike Yohn—Workforce, Alamosa County Commissioner, term expires 2018
Secretary/Treasurer, Lawrence Pacheco— County, Costilla County Commissioner, term expires 2018
Members

Ashley Valdez—Utility, Xcel Energy, term expires 2019
Jack Wiley—Higher Education, Trinidad State Junior College, term expires 2018
Ken Anderson—County, Saguache County Commissioner, term expires 2018
Kent Curtis—Business, First Southwest Bank, term expires 2019
Forrest Neuerburg—Municipal, Monte Vista, term expires 2019
Larry Zaragoza—Municipal, La Jara, term expires 2019
Karla Shriver—Business/Non-Profit, Rio Grande County Commissioner, term expires 2019
Ramona Weber—County, Mineral County Commissioner, term expires 2018

Staff

Kevin Wilkins – Executive Director

Kevin has been engaged in rural economic development since the 1980'as a small town newspaper publisher in Nebraska and Colorado, serving in leadership capacities on local economic development efforts.

Kevin earned CEcD designation in 2001. He has been an active member of state economic development organizations in South Dakota, Nebraska, Colorado and Arizona, as well at the Mid America Economic Development Council and International Economic Development Council. He was an officer in the Nebraska Economic Developers Association, served as chairman of the incentive development committee and assisted with EDCC Basic in Colorado.

Kevin has been a mentor to many rural economic developers in the Midwest and served the profession in Arizona as a board member of AAED.

Anne Jones – Chief Financial Officer

Anne has been Chief Financial Officer of San Luis Valley Development Resources since July 2016. Anne has 30 years of banking experience including the positions of Executive Vice President, Chief Financial Officer, Controller, Regional Operations Manager, Bank Secrecy Act Officer, Operational Compliance Officer, Internal Auditor, Wire Transfer/ACH Supervisor, and Human Resources Director.

Anne has a BS in Business Administration from Adams State University with an emphasis in Business Computer Systems, Management, and Accounting. Anne also received her certification in 2001 as a Certified Treasury Professional.

Anne is originally from Boulder, Colorado and has lived in Alamosa since 1981.

Hew Hallock – Director of Research

Hew has been the Director of Research for the San Luis Valley Development Resources since August 2010. His background is in journalism having been the founder of a small weekly newspaper in Southeast Colorado, the Editor of the Lamar Daily News, and the Editor of the Valley Courier. Just prior to joining the staff of SLVDRG, Hew was the Southern Colorado Region Representative for the Governor's Energy Office, promoting renewable energy and energy efficiency programs throughout the region.

Hew is a graduate of the University of Colorado at Boulder and holds a BA in Political Science. He is a native of Southeast Colorado and has lived in the San Luis Valley since 2002.

Tonya Owsley – Director of SLVCAA

Tonya has been with San Luis Valley Development Resources Group since late 2013. She previously worked in banking at First Southwest Bank handling special assets and banking services for eight years. Prior to her banking career, Tonya owned and operated a number of businesses in the hospitality industry.

Tonya holds a BS in Business Administration from Adams State University, with an emphasis in management. Originally from La Junta, Colorado, she has lived in Alamosa since 1985.

Sarah Stoeber – Director of Business Development
Sarah has been involved in investment banking/finance for over three decades. In the late 1980's she assisted a municipal bond fund portfolio manager in Houston. After many years in this position, she was recruited to manage a private investor's holdings for a commercial/industrial operation in South Texas. During the 1990's, Sarah began a career in residential finance. She established a working relationship with a recognized homebuilder and handled financing for homebuyers.
In late 2009, Sarah returned to the San Luis Valley and obtained her mortgage brokers license in Colorado and Texas.
Sarah began with SLVDRG in 2013 as a Business Development Director working with commercial loan clients. She also manages the SLVCOG mini grant program and assists with the SLV Enterprise Zone Project Contribution program.

Mick Daniel – Director of San Luis Valley Great Outdoors
Mick has been the Director of San Luis Valley Great Outdoors since January 2017. His background is in adventure-based recreation where he has worked for more than 25 years. Prior to joining the staff of SLVDRG, Mick was Director of Student Life and Recreation at Adams State University.
Mick is a graduate of the Oklahoma State University and holds a Master's in Leisure Service Management. Mick relocated to the San Luis Valley in 2003 and again in 2017 and is proud to call the San Luis Valley home.

NPS photo

THE REGION

The San Luis Valley

The San Luis Valley in south-central Colorado is a well-known land feature in the state. Located about midway between Denver and Albuquerque, this is the largest alpine valley in North America. The vast, flat surface of the valley floor at 7,500 feet is bordered on the east by the sharply rising Sangre de Cristo Mountains, which ascend to 14,000-foot peaks, and to the west by the more gradually rising foothills and 12,000-foot peaks of the San Juans, which mark the Continental Divide. The Sangre de Cristos – Spanish for "blood of Christ" – are so-named for their rose hue at sunset.

Both ranges join near Poncha Pass at the north end of this valley forming a ring of mountains, while the open end to the south slopes gradually downward after crossing the New Mexico state line. The great open space of the desert plain and the rugged snow-capped peaks of the Sangre de Cristos in spring resemble a veritable "altiplano" of the Rockies. This is also home to the Great Sand Dunes, which are the tallest dunes in North America and of the Great Sand Dunes National Park and Preserve.

Boundaries of the San Luis Valley region are represented by the six counties of Alamosa, Conejos, Costilla, Mineral, Rio Grande, and Saguache, each maintaining a separate identity but economically interdependent.

About 122 miles long from north to south, and about 74 miles across, this covers an area of 8,193 square miles; larger than the state of Massachusetts, but with a combined 2017 population of 46,578 (only 5.6 persons per square mile). Saguache County alone is larger than Delaware and Rhode Island combined.

Within its borders, the Valley harbors great diversity of natural and cultural settings. Landscape on the floor of the Valley changes dramatically with the presence of water. From its headwaters in the San Juans to the Texas coast, the Rio Grande is the nation's second longest river and the lifeblood of the Valley's agriculture and development in general. Canals and ditches from the Rio Grande and the Conejos River as its major tributary, supply one of the state's most important farming areas, famous for its potatoes, beer barley, alfalfa, and other crops.

Vegetation and cottonwood forests line these and lesser river courses across the Valley in contrast to the dominant tracts of greasewood and other desert plants. The state's most extensive system of wetlands is also found here, which supports a variety of wildlife and wildlife areas, including the famous stopover place for crane migration between Idaho and the Bosque del Apache in New Mexico.

The rise in elevation substantially changes the landscape as marked by a succession of plant and tree species shown on the schematic cross-section of the Valley. This begins with sage, followed by pinon-juniper, ponderosa pine, mixed conifer, aspen, extensive stands of Engleman spruce, and alpine tundra on the peaks.

Streams, lakes, and reservoirs are found higher up and on the flats as well. Several million acres of public land affords a variety of recreational opportunity, wildlife habitat, and protected wilderness areas with hiking trails.

A true sense of place captured by the Valley's natural setting is further enhanced by its depth of history, art, culture, and people as described later in this chapter and other parts of the analysis. Population is diverse, with 46.5 percent of Hispanic origin, many of whom are descendants of the early settlers from New Mexico.

Location and Travel

It is 73 miles from I-25 to Alamosa. Alamosa and the Valley are about halfway between Denver (239 miles) and Albuquerque (214 miles). Driving time to Denver is four to four-and-a-half hours via US 160/I-25 or CO 17/US 285, and three-and-a-half to four hours via US 285/I-25 to Albuquerque.

Use of snow tires, chains, or four-wheel drive vehicles are frequently required for winter driving on La Veta pass to Walsenburg, and Wolf Creek pass to Pagosa Springs and Durango. Other passes including Cochetopa, Cumbres, Poncha, and US 285 at the New Mexico border may also require these conditions on a less frequent basis. Spring Creek and Slumgullion pass west of Creede on CO 149 may be closed in winter.

Alamosa Convention & Visitors Bureau

Air service at the San Luis Valley Regional Airport in Alamosa is provided by Boutique Air to DIA Denver. Four flights per day go to and from DIA on Monday, Tuesday, Thursdays and Fridays; three flights on Wednesday and Sunday, two flights on Saturday. Flight time is about one hour. Boutique does codeshare with United. Car rental is available at the airport, and shuttle service to area lodging may be available.

Bus service by the Colorado Department of Transportation's Bustang Outrider from Alamosa departs at daily for Pueblo at 6 a.m. The bus route is north to Salida, proceeding to Pueblo or connecting to a route to Denver.

Travel times, by car, from Alamosa to other towns range from about 15 minutes to La Jara, 20 minutes to Monte Vista, one hour to San Luis, and 1.5 hours to Creede.

NPS Photo

Climate

Climate on the valley floor of the San Luis Valley is characterized by dry air, sunny days, clear nights, moderate/high evaporation, and large daily temperature extremes. Extremely frigid conditions and blizzards can occur, but severe weather conditions such as tornadoes, floods, deep snow, and damaging hail are uncommon. Surface winds are heaviest from March-June, and gusts of 30/mph and greater are common. The strongest winds reliably blow from the southwest.

The mountains, which surround the broad interior valley, form substantial barriers against approaching atmospheric moisture. As a result, the valley floor is the driest place in Colorado, typically receiving only 7-10 of inches of precipitation a year.

The Valley also acts as a large collection basin to trap cold air, creating temperature inversions where dense, cold air is trapped beneath warmer air. Extremely cold temperatures occur when clear weather follows winter storms with significant snowfall. With close to 350 days of sunshine, the cold temperatures are more bearable and noontime temperatures can be 35-40 degrees warmer than early mornings.

By contrast, the foothills and mountains receive gradually higher amounts of precipitation with the increase in elevation. Annual averages range from 7.1 inches in Alamosa (7,544 feet), 13.7 inches in Creede (8,838 feet), and up to 45.4 inches on Wolf Creek Pass (10,850 feet).

Snowfall also follows the same pattern, with the table showing an average low of 24.6 inches in Center to an amazing 435.6 inches on Wolf Creek Pass. The Wolf Creek Ski Area typically has the best quantity and quality of snow of any ski area in the state, and snow depths of 60 inches or more are common.

High elevation also explains why an area located this far south on the continent would have such relatively cold temperatures in winter and cool nights in summer.

Photo Ryan Scavo, courtesy Wolf Creek Ski Area

Extremely low nighttime temperatures, which usually occur over a six-week period from around Christmas to early February, give the San Luis Valley a reputation of being one of the coldest places in the nation, but Gunnison and some other locales are as cold or colder. These reports do not take into account the relatively short number of hours over which these extremes occur, and the predictable sunshine, dryness of the air, and a sharp temperature rise by noonday. January average minimums ranging from -1.8 degrees F in Alamosa to 10.1 degrees F in Crestone. Alamosa also holds title to the extreme low of -42 degrees F. Summer high temperatures are usually milder than most parts of the Southwest, ranging from a July average maximum of 65.8 degrees F on Wolf Creek Pass to 83.5 degrees F in Crestone.

Recent years have had milder winters and much hotter summers than experienced in the past, indicating a global warming trend and/or extended drought cycle. Record highs of 90-plus degree F were set in 2002, which accompanied record low rainfall and the lowest water conditions in the Valley's recorded history.

Climate allows a growing season of 90-130 days, with frost-free days ranging from 73 in Monte Vista to 124 at the Great Sand Dunes.

Geology

The San Luis Valley is part of the much larger Rio Grande Rift Zone, which extends from southern New Mexico northward through the San Luis Valley to its northern termination near Poncha Pass. The Sangre de Cristo Mountains on the east are the result of extensive block faulting during the Laramide Orogeny, and the placement of Precambrian basement, Paleozoic sedimentary, and Tertiary intrusive rocks in contact with Tertiary valley-fill deposits. The San Juan Mountains on the western flank are the result of extensive Tertiary volcanism. In sharp contrast with the steeply faulted eastern side of the valley floor, the Oligocene volcanic rocks of the San Juans gently dip eastward into the valley floor where they are interbedded with valley-fill deposits.

Faults in the valley floor, which produce geothermal water flows, have not been much of a concern for earthquakes, but mild quakes do occur occasionally. An earthquake registering 3.4 on the Richter scale was registered at an epicenter 20 miles southwest of Del Norte in May 1991, with a previous quake of 3.1 in the same area in January 1988. A smaller quake in 2007 in San Luis registered 2.6.

Land Ownership

A total of over 5.24 million acres is estimated within the six counties of the Valley, with 2.9 million acres under federal control (55 percent); 2.16 million acres private land (41 percent); and 178,711 acres (3 percent) owned by state government. Costilla County is virtually 100 percent privately owned, with Mineral almost the exact opposite at 93.5 percent federal ownership. Alamosa shows 72.6 percent in private ownership, and only 19.8 percent federal. Nearly two million acres (39.1 percent) of the Valley's acres are managed by the U.S. Forest Service, and a little over 618,000 acres (11.8 percent) are under control of the Bureau of Land Management (BLM). Saguache and Mineral counties have the greatest concentrations of national forest, and Saguache and Conejos have the greatest concentrations of BLM. Federal lands managed by the National Park Service amount to 121,518 acres and represent 2.3 percent of the Valley, and the U.S. Fish and Wildlife Service now holds 105,521 acres, or 2 percent.

Land Use

About 2.3 million (43.6 percent) of the total Valley acreage is utilized as rangeland; 2.1 million acres (39.3 percent) is forest; and a little over 616,000 acres (11.8 percent) is classified as agricultural land. County land uses vary from the regional pattern. Alamosa (60.4 percent), Conejos (51.7 percent), and Costilla (47.5 percent) have higher percentages in rangeland; Rio Grande (25.2 percent), Alamosa (24.3 percent), and Conejos (16.0 percent) have relatively greater shares for agriculture; and Mineral (71.2 percent) and Saguache (43.6 percent) have larger percentages of forest. About 2.1 million acres covering the area defined as the "valley floor." Larger concentrations include: heavy vegetation (21.2 percent); irrigated meadow (13.1 percent); medium vegetation (9.6 percent); and sparse vegetation (26.5 percent). Crop acreages include about 139,000 acres of alfalfa; 114,000 of grain; 80,000 acres of potatoes; 7,600 acres for other vegetables.

The CEDS

The Comprehensive Economic Development Strategy (CEDS) refers to the planning process and document generated from it which sets forth the San Luis Valley's economic development vision, goals, strategies, and priorities in the next five years from 2019-2023. CEDS work for the Valley is carried out by the San Luis Valley Development Resources Group (SLVDRG), which is part of its responsibilities as one of the nation's 300 or more Economic Development District organizations designated and funded to provide these functions by the U.S. Department of Commerce, Economic Development Administration (EDA).

The 2018 CEDS represents the sixth major update, and is intended to build upon previous versions as a framework for economic development planning and as an essential reference document. Previous editions of the CEDS (formerly referred to as the Overall Economic Development Program) were completed in 1992, 1984, and 1979 by the SLVDRG's predecessor agency the San Luis Valley Regional Development and Planning Commission.

Beyond the document itself, work on the CEDS is intended to be ongoing, and provides the flexibility for annual reviews and evaluation of the strategies being carried out in order to make an effective response in the programming efforts to changing economic conditions, or in order to respond to new and unforeseen opportunities. As a performance-based plan, the CEDS will serve a critical role in the region's efforts to defend against economic dislocations due to global trade, competition, and other events resulting in the loss of jobs and private investment.

CEDS Strategy Committee

Ty Coleman – Mayor, City of Alamosa
Mike Yohn – Alamosa County Commissioner
Lawrence Pacheco – Costilla County Commissioner
Ashley Valdez – Xcel Energy
Jack Wiley – Trinidad State Junior College
Ken Anderson – Saguache County Commissioner
Kent Curtis – First Southwest Bank
Forrest Neuerburg – City Manager, City of Monte Vista
Larry Zaragoza – Trustee, Town of La Jara
Karla Shriver – Rio Grande County Commissioner
Ramona Weber – Mineral County Commissioner
Jeff Larsen – Mayor, Town of Creede
Darius Allen – Alamosa County Commissioner
Michael Carson – Councilor, City of Alamosa
Kairina Danforth – Mayor, Town of Crestone
Dan Hicks – Town Manager, Town of South Fork
Larry Kawanabe – Trustee, Town of Blanca
Dennis Koenig – Town Manager, Town of La Jara
Randy Wright – Alamosa County Economic Development Corp.
Tom Monaco – San Luis Valley Small Business Development Center
Marty Asplin – Upper Rio Grande Economic Development
Bonnie Asplin – Upper Rio Grande Economic Development
Robert Rael – Costilla County Economic Development

Jeremy Elliot – Costilla County Economic Development
Liza Marron –Saguache County Sustainable Environment and Economic Development
Barry van Sant – Saguache County Chamber of Commerce
Andrea Jaramillo-Oaks – San Luis Valley Rural Electric Cooperative

Demographic and Economic Overview of the District

Population

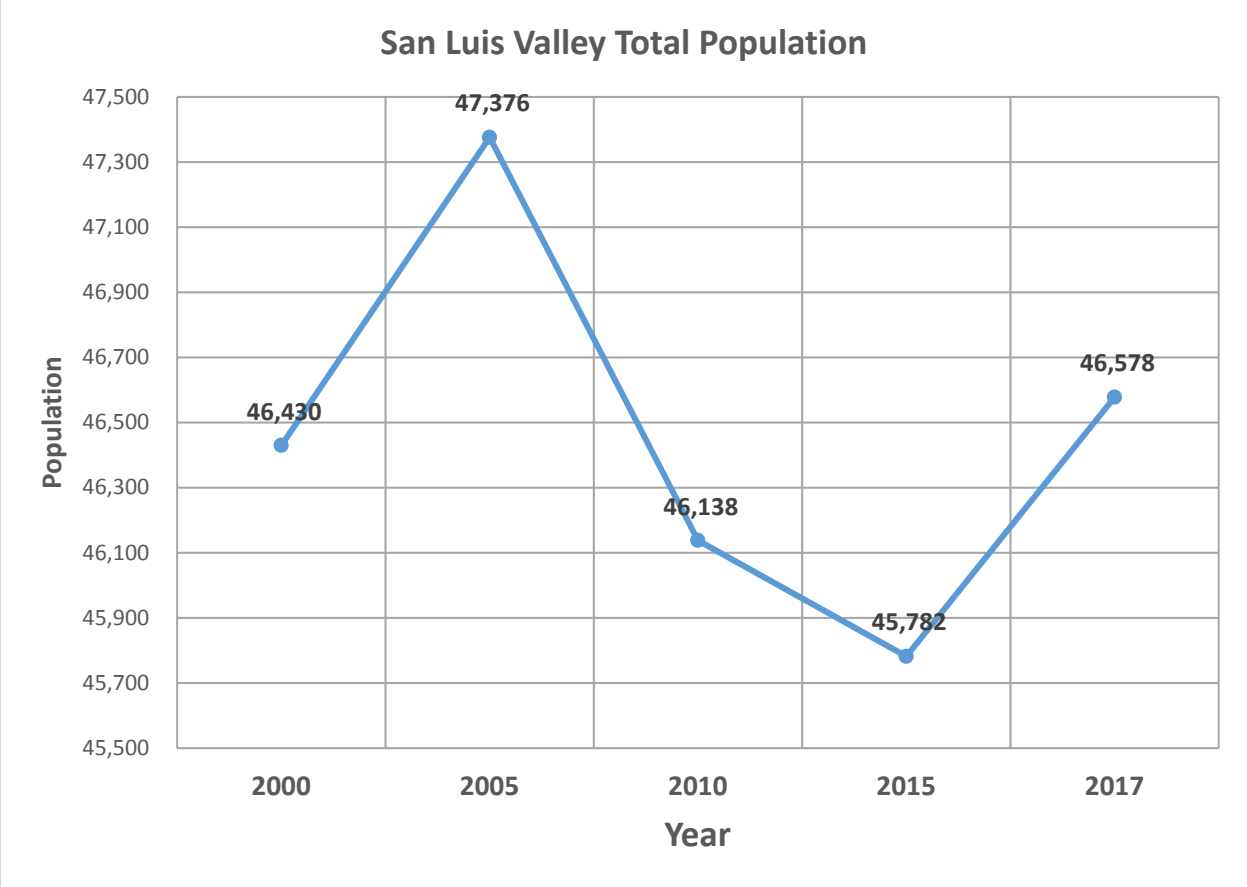
The official population estimate produced by the Colorado State Demography Office (SDO) is based on hard data for births and deaths, and follows a strict methodology for estimating net migration based on net changes in occupied housing units, job growth, and other factors. This is intended to focus as much as possible on the year-round resident population, and to exclude seasonal residents who should be included in the population counts of their home area or state. Because of a fairly large (but undocumented) number of seasonal residents in our region, an anecdotal estimate of 50,000 or above is often been used in various planning activities.

San Luis Valley Population Growth Rate

	San Luis Valley		Colorado	
Year	Population	Growth Rate	Population	Growth Rate
1990	40,244		3,304,042	
1995	43,156	7.2%	3,811,074	2.9%
2000	46,430	7.6%	4,338,801	2.6%
2005	47,376	2.0%	4,662,534	1.4%
2010	46,138	-2.6%	5,050,332	1.6%
2015	45,782	-0.8%	5,444,871	1.5%
2017	46,578	1.7%	5,609,445	3.0%

Source: *State Demography Office*

At the end of 2017 the estimated population of the San Luis Valley was 46,578, an increase of 796 over the population of in 2015. The growth rate for the San Luis Valley between 2015 and 2017 was 1.7% compared to 1.6% for the State of Colorado. A long-term look, 1990 to 2017, shows the Valley grew by 6,334 people. That represents an increase of 14.8 percent. By contrast, Colorado grew 69.7 percent during the same period.

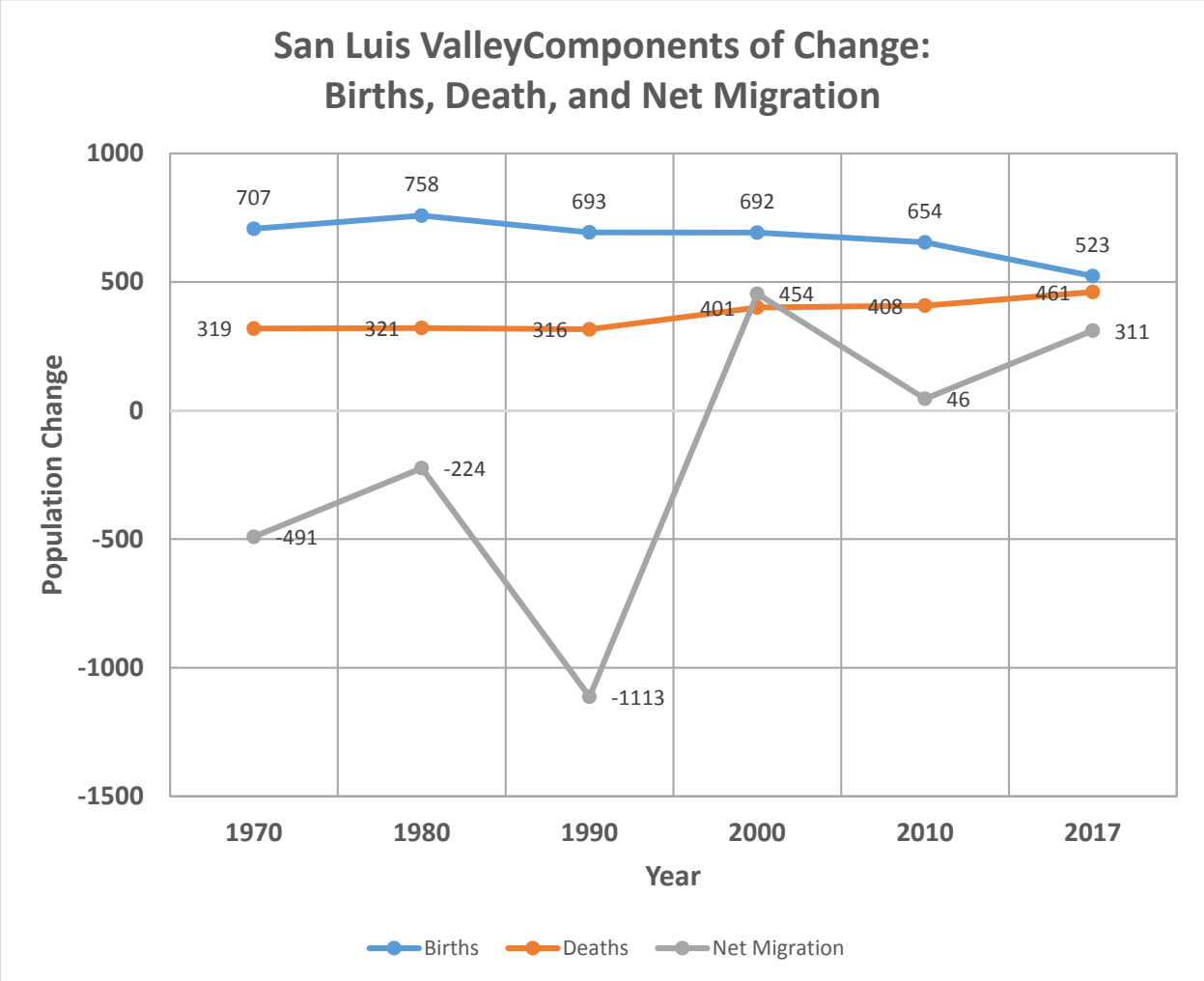


The population of the Valley is forecast to reach 47,356 by 2020 and 52,649 by 2050. The annual population growth rate is forecast to be less than one percent – around .3 percent – through 2050.

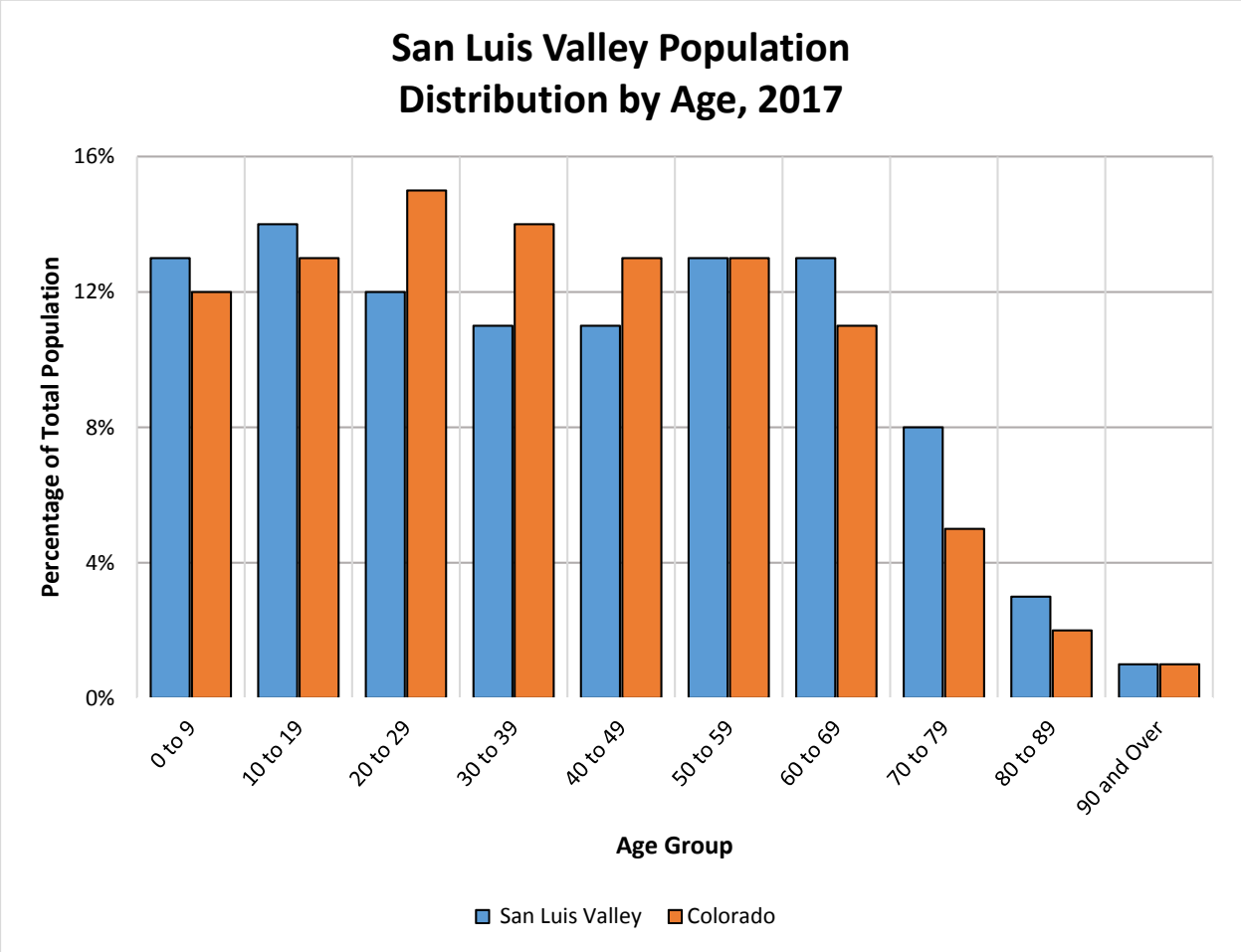
San Luis Valley Population Forecast, 2010 to 2050						
	2010	**2016**	**2020**	**2030**	**2040**	**2050**
San Luis Valley	46,138	46,205	47,356	49,397	51,033	52,649
Alamosa	15,474	16,006	16,514	18,690	20,469	22,133
Conejos	8,282	8,018	8,114	8,264	8,452	8,582
Costilla	3,532	3,700	3,780	3,714	3,648	3,651
Mineral	705	756	764	854	872	896
Rio Grande	12,001	11,313	11,159	11,311	11,163	11,045
Saguache	6,144	6,412	6,725	6,564	6,431	63,42
Source: *State Demography Office*						

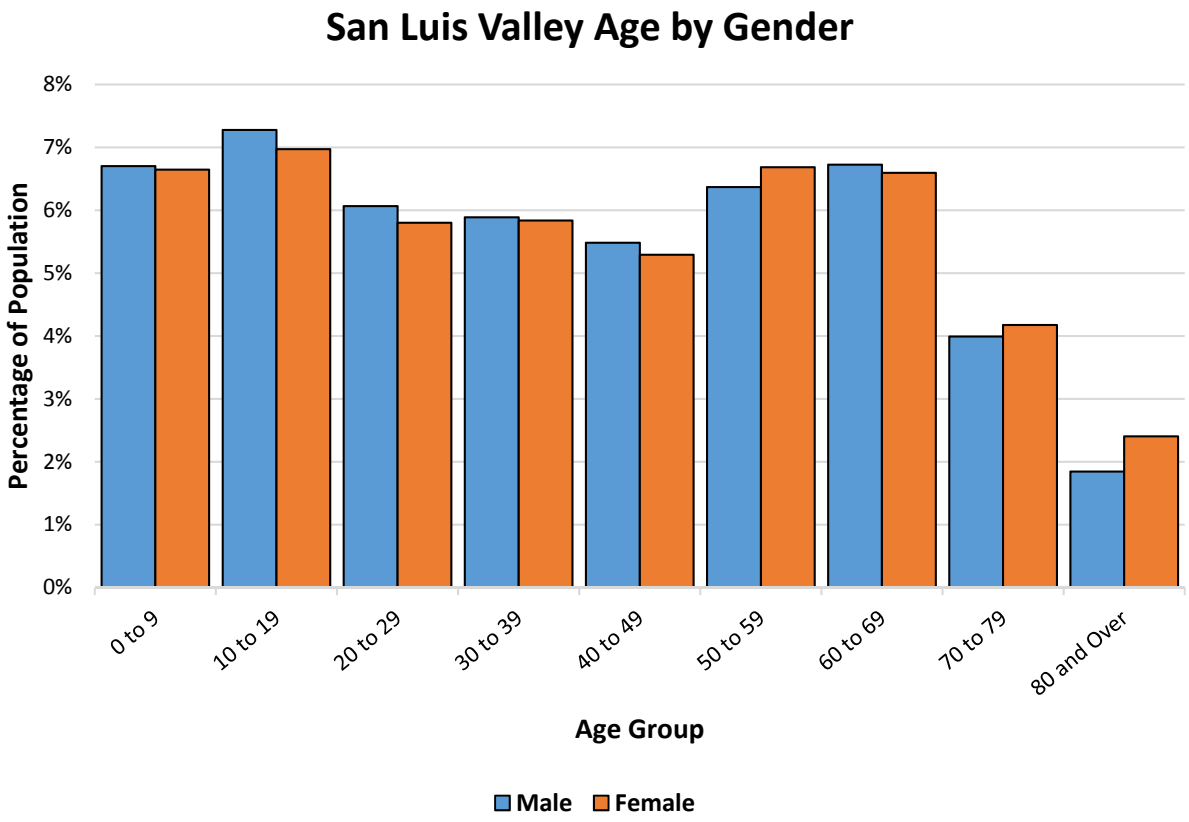
Births, deaths and net migration are the main components of population change. Net migration is the difference between the number of people moving into an area and the number of people moving out. Change in net migration typically causes most of the changes in population trends because migration is more likely to experience short-term fluctuations than births and deaths. Migration also tends to be highly correlated to job growth or decline in communities where most of the residents work where they live. For many counties with negative natural increase (more deaths than births), this makes migration especially important for population stability and growth.

From 1970 to 2017, the population of the San Luis Valley increased 9,406. The total natural increase (births - deaths) over this period was 1,807 and the total net migration (new residents who moved in minus those who moved out) was -1,017.

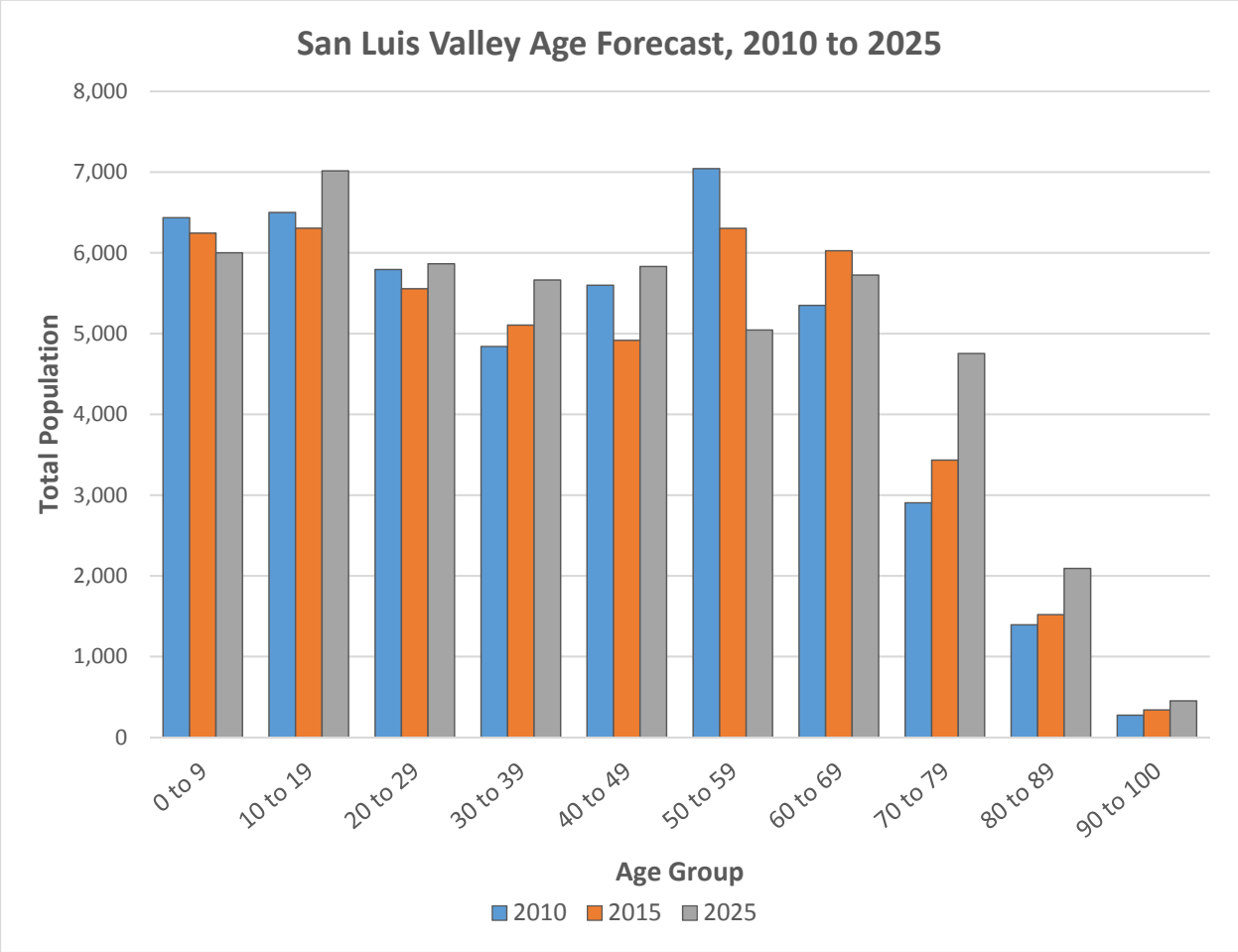


Every community or region has a different age profile and is aging differently. People in different age groups work, live, shop, and use resources differently and these differences will impact the economy, labor force, housing, school districts, day care facilities, health services, disability services, transportation, household income , and public finance. An aging population may put downward pressure on local government tax revenue due to changes in spending to taxable goods.

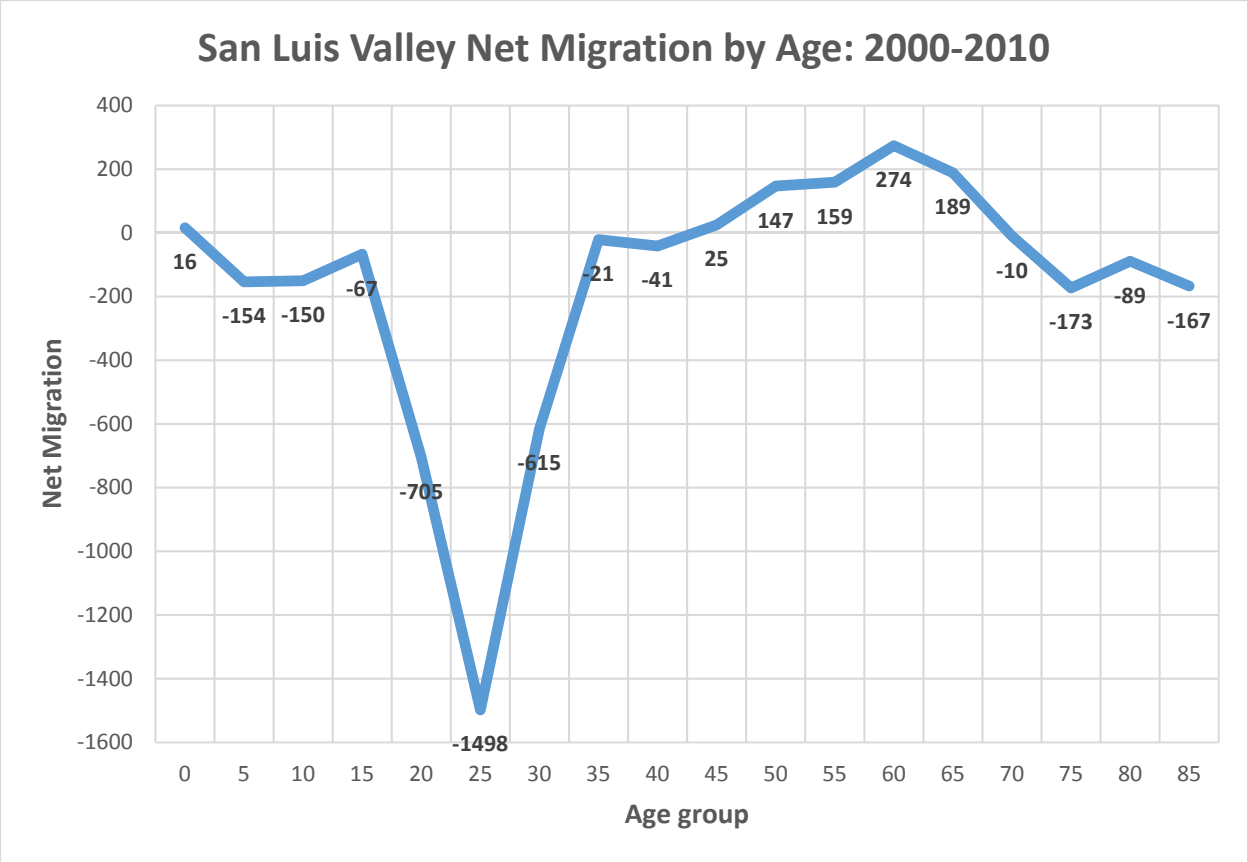



San Luis Valley Age by Gender
Percentage of Population
8%
7%
6%
5%
4%
3%
2%
1%
0%
0 to 9
10 to 19
20 to 29
30 to 39
40 to 49
50 to 59
60 to 69
70 to 79
80 and Over
Age Group
Male
Female

The changing age distribution of the population of the San Luis Valley for the period from 2010 through 2025 is shown here. The changes in proportion of different groups can highlight the need for future planning and service provision. Many areas have a larger share of older adults, indicating the need to evaluate housing, transportation and other needs of the senior population.

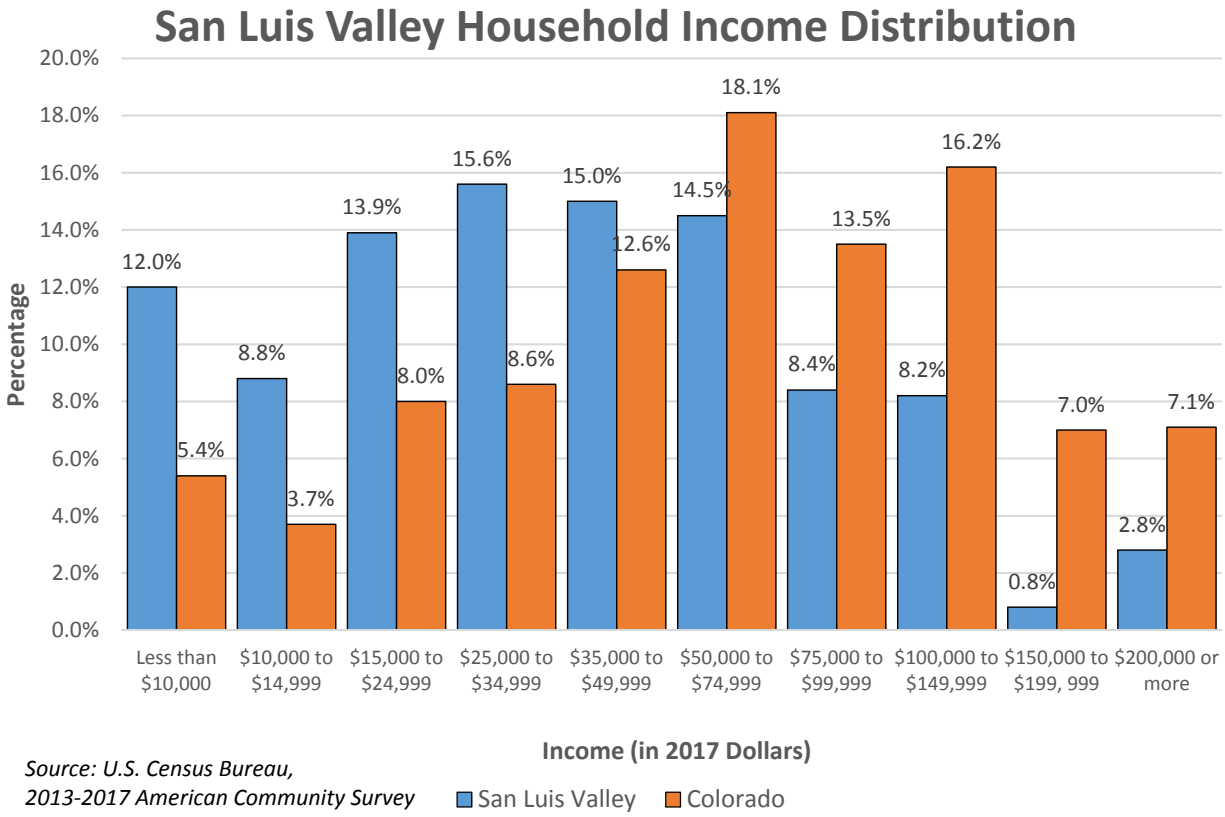


This plot shows the net migration by age in the San Luis Valley. Colorado typically draws many young adults as migrants. Areas with colleges and resorts draw a number of 18 to 24 year olds. Areas with a growing economy tend to account mostly 25 to 35 year olds and areas attractive to retirees tend to draw both workers and older adults.



Household Income

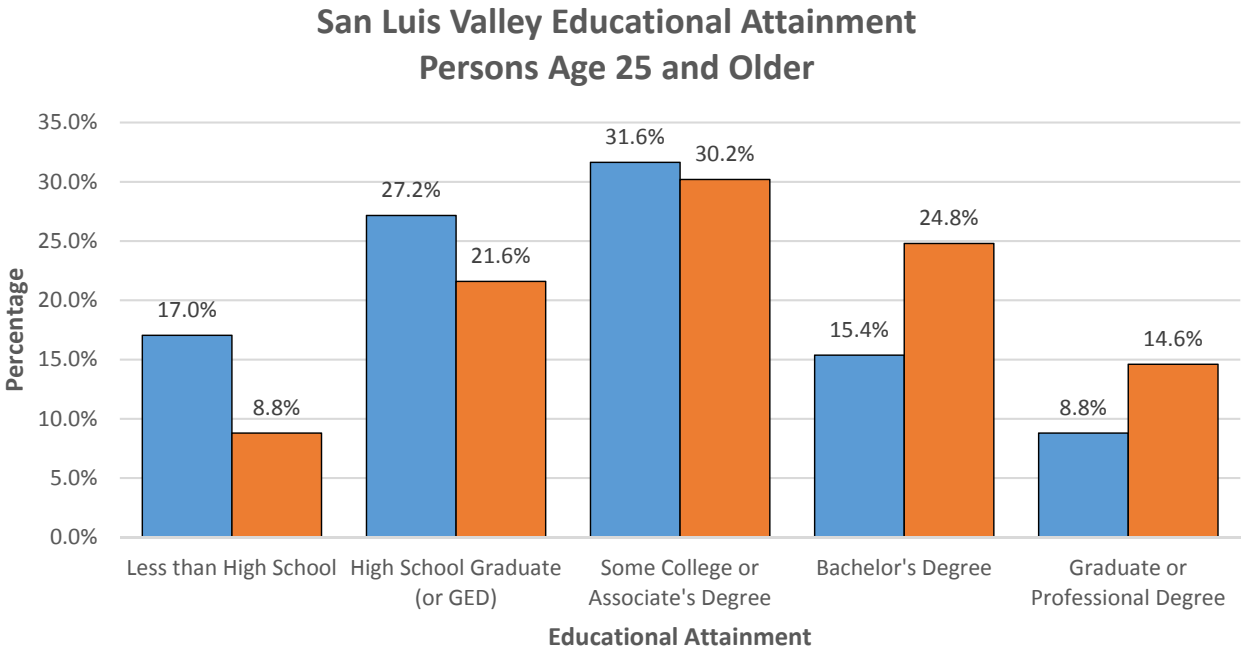
Household income comes primarily from work, but government transfer payments such as Social Security and TANF and unearned income from dividends, interest and rent are also included. Income and education levels are highly correlated; areas that have lower educational attainment than the state will typically have lower income household incomes.



Source: U.S. Census Bureau, 2013-2017 American Community Survey

San Luis Valley Household Income Sources	
Income Sources	**Households**
All Households	18,389
With earnings	69.3%
With interest, dividends or net rental income	16.3%
With Social Security income	33.3%
With Supplemental Security Income (SSI)	9.6%
With cash public assistance income	21.9%
With retirement income	16.2%
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*	

Educational Attainment



Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Race and Ethnicity

Population in the Census is reported on both racial and ethnic dimensions, wherein race includes White, Black/African American, American Indian/Alaska Native, Asian, Native Hawaiian/Pacific Islander, and other races. Hispanic/Latino includes all persons of any race who declared Hispanic or Latino affiliation.

San Luis Valley Race/Ethnicity Trend

Race/Ethnicity	Census 2000	Census 2010	2013-2017 American Community Survey
Hispanic	48.3%	46.9%	46.5%
Non-Hispanic	55.5%	53.0%	53.5%
Non-Hispanic White	52.3%	49.8%	49.3%
Non-Hispanic Black	0.5%	0.4%	0.7%
Non-Hispanic Asian	0.5%	0.6%	0.7%
Non-Hispanic Native American/Alaska Native	2.0%	0.8%	1.2%
Non-Hispanic Native Hawaiian/Pacific Islander	0.1%	0.0%	0.1%
Non-Hispanic Other	22.4%	0.2%	0.2%
Non-Hispanic, Two Races	3.7%	1.3%	1.3%

Sources: *2000 Census; 2010 Census; U.S. Census Bureau, 2013-2017 American Community Survey*

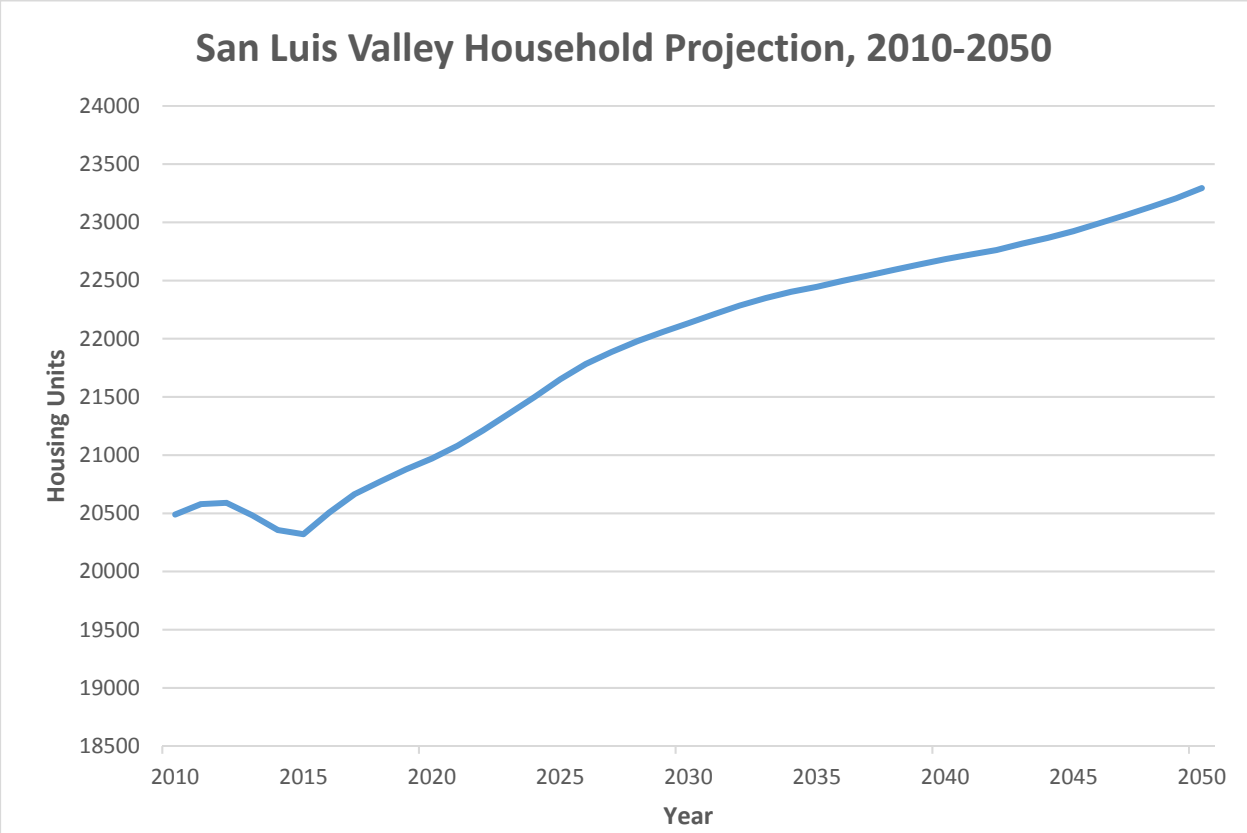
San Luis Valley Race/Ethnicity Comparison

Race/Ethnicity	San Luis Valley	Colorado
Non-Hispanic Other	0.2%	0.2%
Non-Hispanic Native Hawaiian/Pacific Islander	0.1%	0.1%
Non-Hispanic White	49.3%	68.6%
Non-Hispanic	53.5%	78.7%
Hispanic	46.5%	21.3%
Non-Hispanic Black	0.7%	3.9%
Non-Hispanic Native American/Alaska Native	1.2%	0.5%
Non-Hispanic Asian	0.7%	3.0%
Non-Hispanic, Two Races	1.3%	2.4%

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Housing

Understanding the current housing stock is critical for understanding how the community can best address current and future demands. The projection of households is derived by county specific headship rates for the population by age. Beyond the numbers and characteristics, understanding the value and affordability of housing units is vital. Are the housing prices prohibitive to new families? Are the housing prices at such a high price that once the current work force ages and sells, those housing units will most likely go into the vacation seasonal markets? Or, are housing prices reasonable and suddenly the community is experiencing growth in families with children? How many total housing units are there? What types of new units are being built – multi-family vs single family?



Source: State Demography Office

The availability of land and the cost of land can dictate whether housing is less dense, with a greater number of single family units or denser with a number of multifamily apartments and condos. Median home values and median gross rents are often considerably lower than current market prices as the values are computed from a five-year average that runs through 2016. The number of people per household can offer insights as to the composition of the households. Areas with a larger number of people per household often have more families with children under 18 or a number of roommates living together to share housing costs. Those with a smaller number of persons per household, likely have a larger share of single-person households.

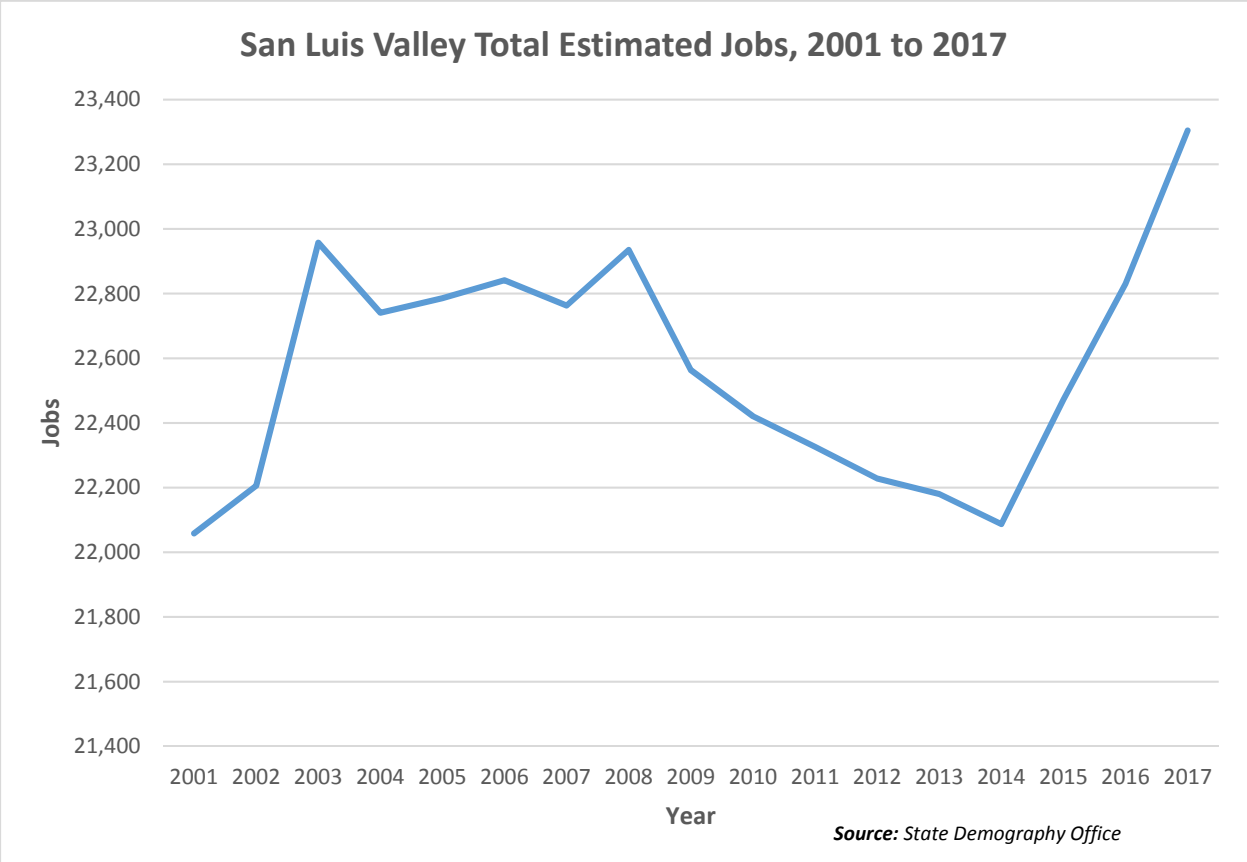
San Luis Valley Housing Units 2017	
Housing Type	**Value**
Total Housing Units	26,144
Occupied Housing Units	18,649
Vacant Housing Units	7,495
Vacancy Rate	0.3%
Total Population	46,578
Household Population	45,461
Group Quarters Population	1,117
Persons per Household	2.44
Source: *State Demography Office*	

San Luis Valley Characteristics of Owner-Occupied Housing				
	People		**Units**	
	Value	Percent	Value	Percent
Owner-Occupied Housing	31,013	100.0%	12,241	100.0%
Single Unit Buildings	24,518	79.1%	9,776	79.9%
Buildings with 2 to 4 Units	30	0.1%	22	0.2%
Buildings with 5 or More Units	63	0.2%	58	0.5%
Mobile Homes	6,321	20.4%	2,328	19.0%
RVs, Boats, Vans, Etc.	81	0.3%	57	0.5%
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*				

San Luis Valley Characteristics of Rental Housing				
	People		**Units**	
	Value	Percent	Value	Percent
Rental Housing	14,319	100.0%	6,148	100.0%
Single Unit Buildings	7,386	51.6%	2,632	42.8%
Buildings with 2 to 4 Units	2,072	14.5%	1,148	18.7%
Buildings with 5 or More Units	2,648	18.5%	1,473	24.0%
Mobile Homes	2,201	15.4%	883	14.4%
RVs, Boats, Vans, Etc.	12	0.1%	214	0.2%
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*				

Employment

Estimated jobs gives a comprehensive look at the number jobs located in the San Luis Valley. It is broad in scope, capturing both wage and salary workers, as well as most proprietors and agricultural workers. A more diverse economy is typically more resilient, too. When looking at the employment trends recently and after a recession, it is also important to look at the current share of employment by industry. Areas dependent on a single industry such as agriculture, mining or tourism can suffer from prolonged downturns due to drought, shifting demand for commodities, and the health of the national economy.

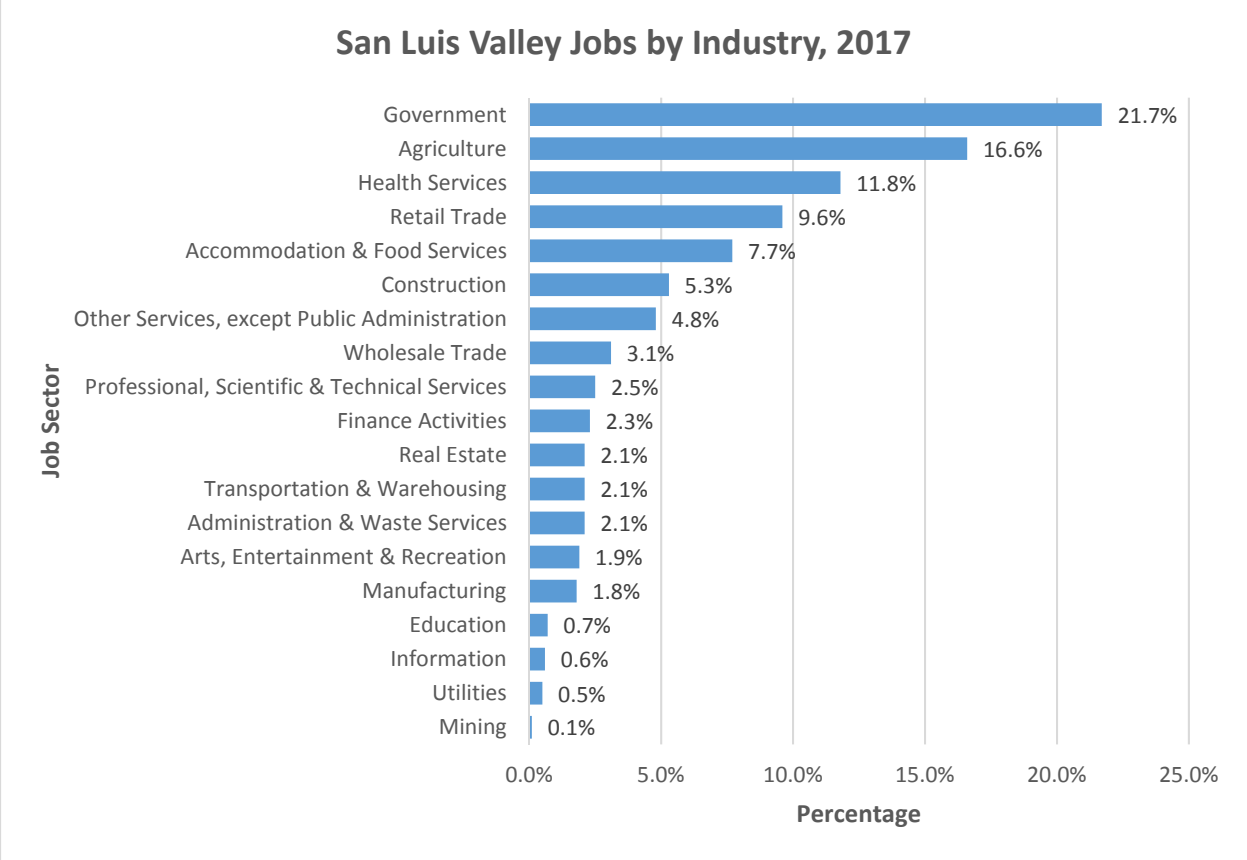


Source: *State Demography Office*

Employment by Industry

Identifying the industries which drive growth and change in a community is a vital part of understanding community dynamics. Growth in jobs results in growth in residents from migration to a community. Identifying the trends of growth and decline of jobs and the types of jobs available within the community is important.

The relative rank of high-paying sectors, such as mining, information and financial and insurance services versus mid-range jobs (e.g. construction, health care and government) and lower-paying industries such as retail trade and accommodation and food services, will have an impact on a county's overall economic health.



The total estimated jobs are subdivided into 3 categories:

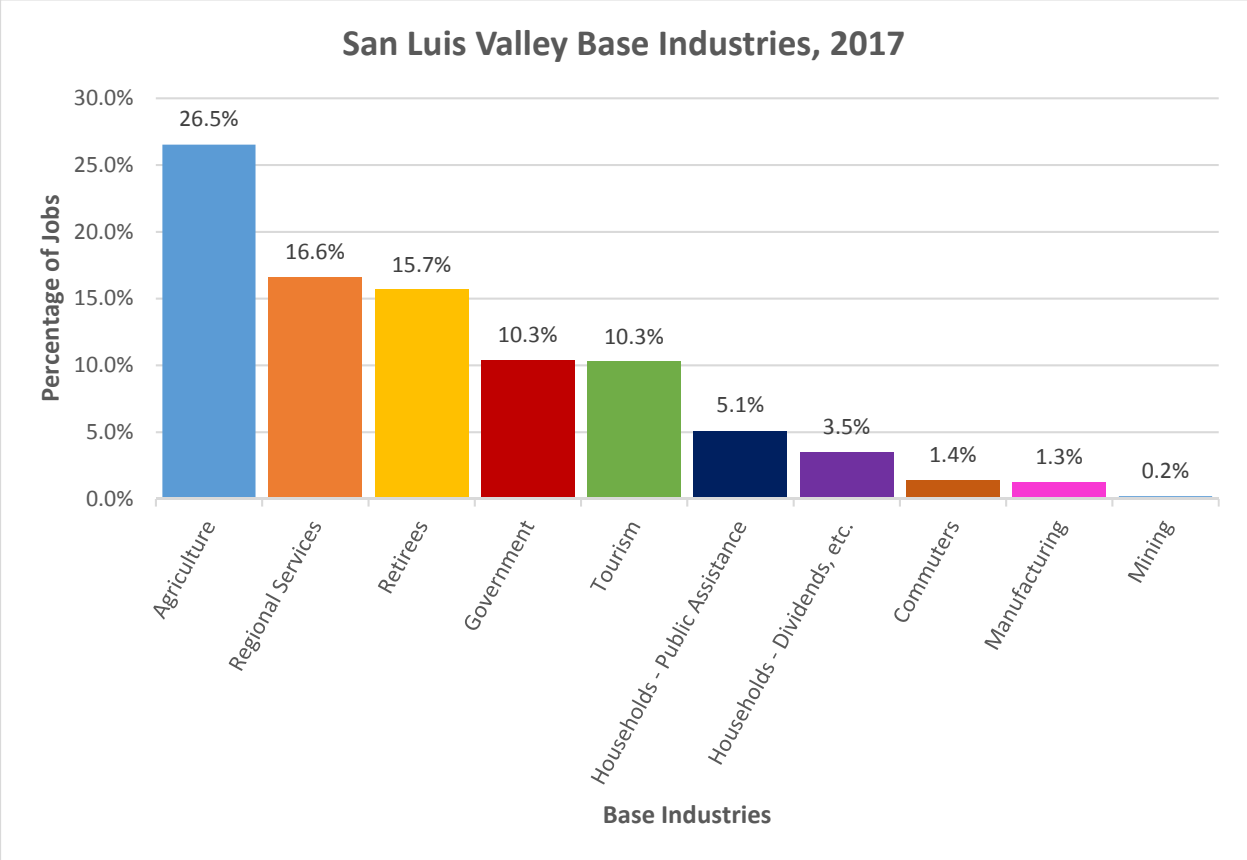
• *Direct Basic:* jobs that bring outside dollars into the community by selling goods or services outside the county, such as manufacturing or engineering services,

• *Indirect Basic:* jobs that are created as the result of goods and services purchased by direct basic such as accounting services or raw material inputs, and

• *Local (Resident) Services:* jobs that are supported when income earned from the base industries is spent locally at retailers or are supported by local tax dollars to provide services like education and public safety.

San Luis Valley Jobs by Sector, 2017		
Employment Type	**Jobs**	**Percent**
Direct Basic Employment	17,043	58.9%
Indirect Basic Employment	1,731	7.0%
Local Services Employment	4,526	34.1%
Total Employment	23,300	100.0%
Total Population, 16+	39,183	
Source: *State Demography Office*		

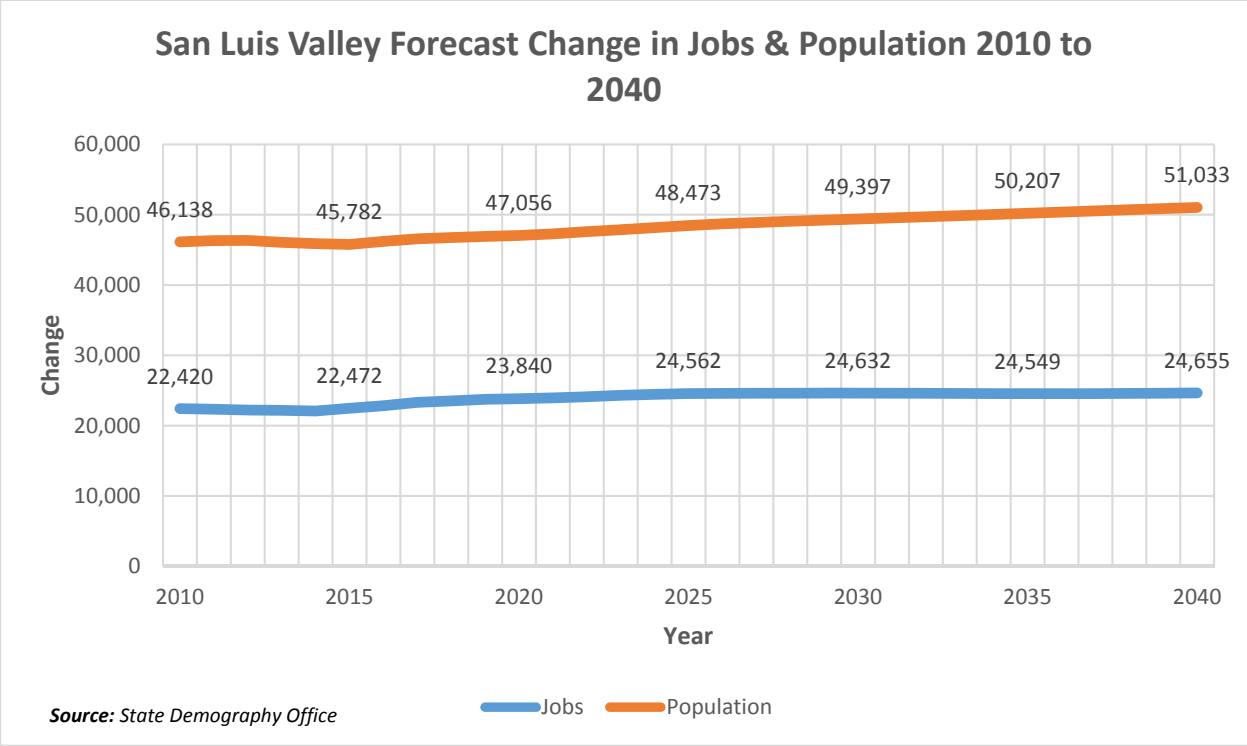
Similar to industry employment, areas with large amounts of diversity in their base industries tend to suffer less during downturns and recovers more quickly. *Regional Services* is a diverse base industry that encompasses all services and goods that a region sells to those in surrounding areas. Examples include specialized health care, construction, air or rail transportation, and large item retail purchases like autos or appliances. *Retirees* are considered basic since they spend money from Social Security or other pensions, Medicare and savings. *Government* typically only includes employment in federal government and state government. *Tourism* not only includes traditional tourist services like accommodation and food, but also includes second homes, property management and transportation of tourists by airlines, car rental, car sharing and shuttles.



Employment Forecast

Understanding the types of jobs forecast to grow in a community, if jobs are forecast to increase, will aid in further understanding potential changes in population, labor force, housing demand, and household income. Important questions to ask include: What is the current forecast for job growth based on the current industry mix? What types of jobs are forecast to grow? What are the wages for those jobs? What are the labor force trends for the community? Is the labor force expected to grow or slow-down?

The two lines diverge over time due to the aging of our population and continued growth in our under 18 population – two segments of the population that are less likely to be employed. Growth in the 65 plus population in the labor force through 2040 compared to the universe population of those over the age of 16 since labor force participation declines with age, especially among those eligible for pensions or social security.



Source: *State Demography Office*

County Profiles

Alamosa County

The City of Alamosa serves as the regional hub with the Valley's largest hospital, airport, motels, business services, railroad and trucking terminals, industrial parks, federal and state government offices, and regional shopping. Adams State University and Trinidad State Junior College are also located in Alamosa. Major attractions include the Great Sand Dunes National Park and Preserve, San Luis and Rio Grande Railroad passenger line, Zapata Falls, San Luis Lakes State Park, Alamosa National Wildlife Refuge, Colorado Gators alligator farm, and Cattails Golf Course. Alamosa County is home to six utility-scale solar plants, generating over 160 MW of electricity.

Alamosa County Quick Facts

	Alamosa County	Colorado
Population (2017) *	16,056	5,609,445
Population Change (2010 to 2017) *	582	559,113
Total Employment (2017) *	10,302	3,309,391
Median Household Income **	$36,315	$65,458
Median House Value **	$152,900	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	27.8%	11.5%
Percentage of Population Born in Colorado **	58.1%	42.7%

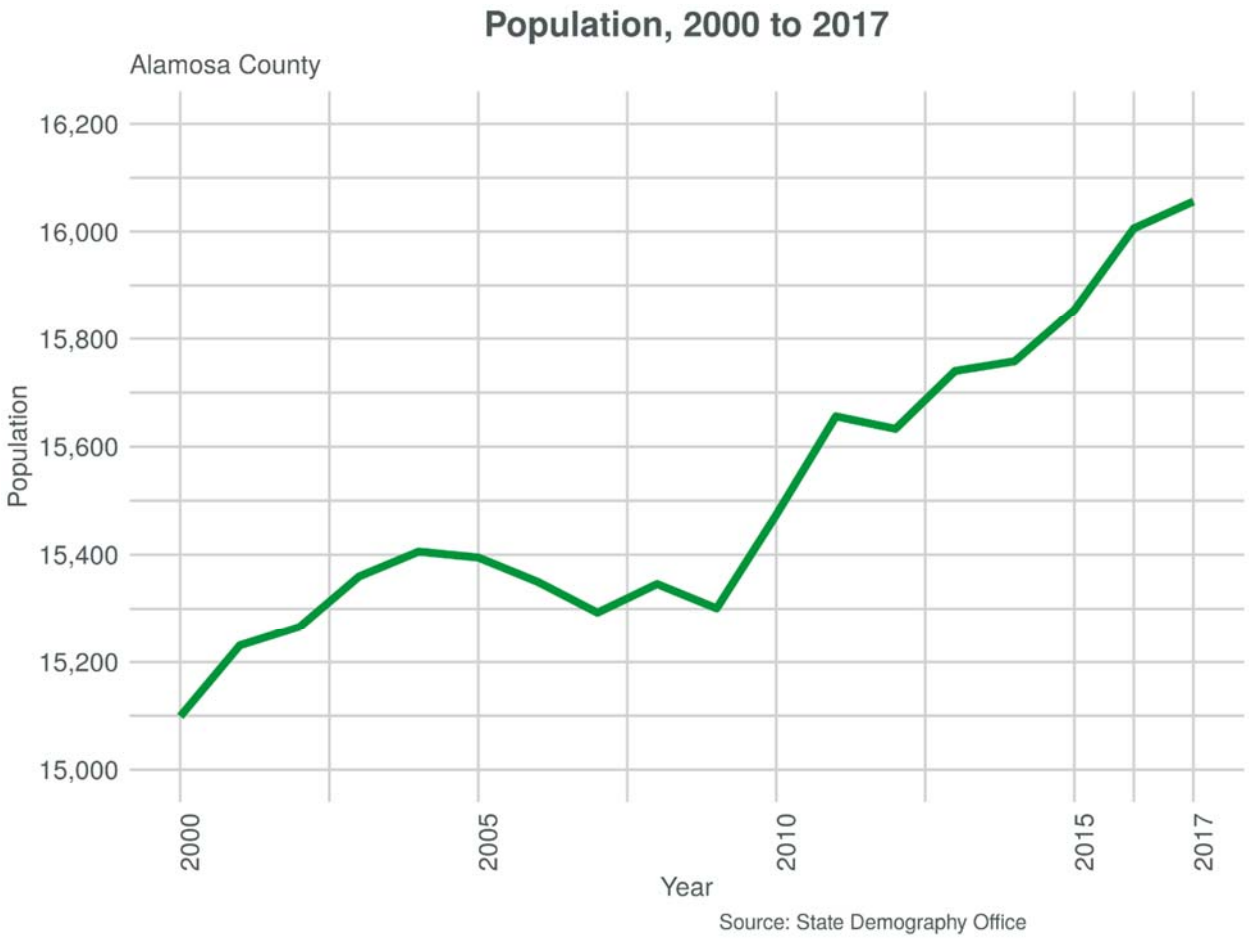
** State Demography Office*
*** U.S. Census Bureau, 2013-2017 American Community Survey*

Population

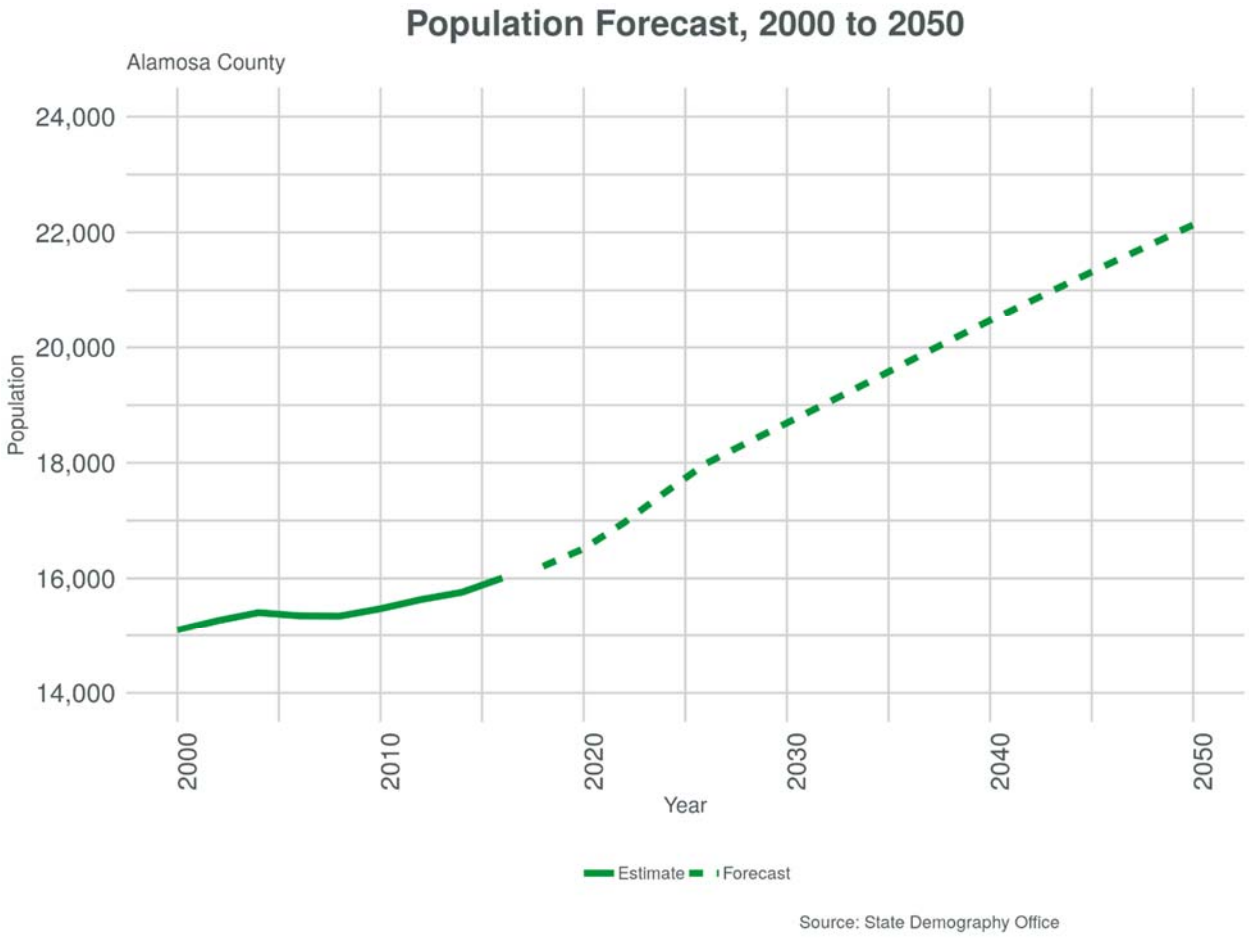
The population base and trends of an area determine the needs for housing, schools, roads and other services. The age, income, race and ethnicity, and migration of the population of a community are all vital in planning for service provision. The most significant demographic transitions for Colorado and its communities are related to disparate growth, aging, downward pressure on income, and growing racial and ethnic diversity.

At the end of 2017 the estimated population of Alamosa County was 16,066, an increase of 202 over the population in 2015. The growth rate for Alamosa County between 2015 and 2017 was 0.6 percent compared to 1.5 percent for the State of Colorado.

Alamosa County Population Growth Rate				
	Alamosa County		Colorado	
Year	Population	Growth Rate	Population	Growth Rate
1990	13,617		3,294,473	
1995	14,097	0.7%	3,811,074	3.0%
2000	15,099	1.4%	4,338,801	2.6%
2005	15,395	0.4%	4,662,534	1.4%
2010	15,474	0.1%	5,050,332	1.6%
2015	15,854	0.5%	5,444,871	1.5%
2017	16,056	0.6%	5,609,445	1.5%
Source: *State Demography Office*				

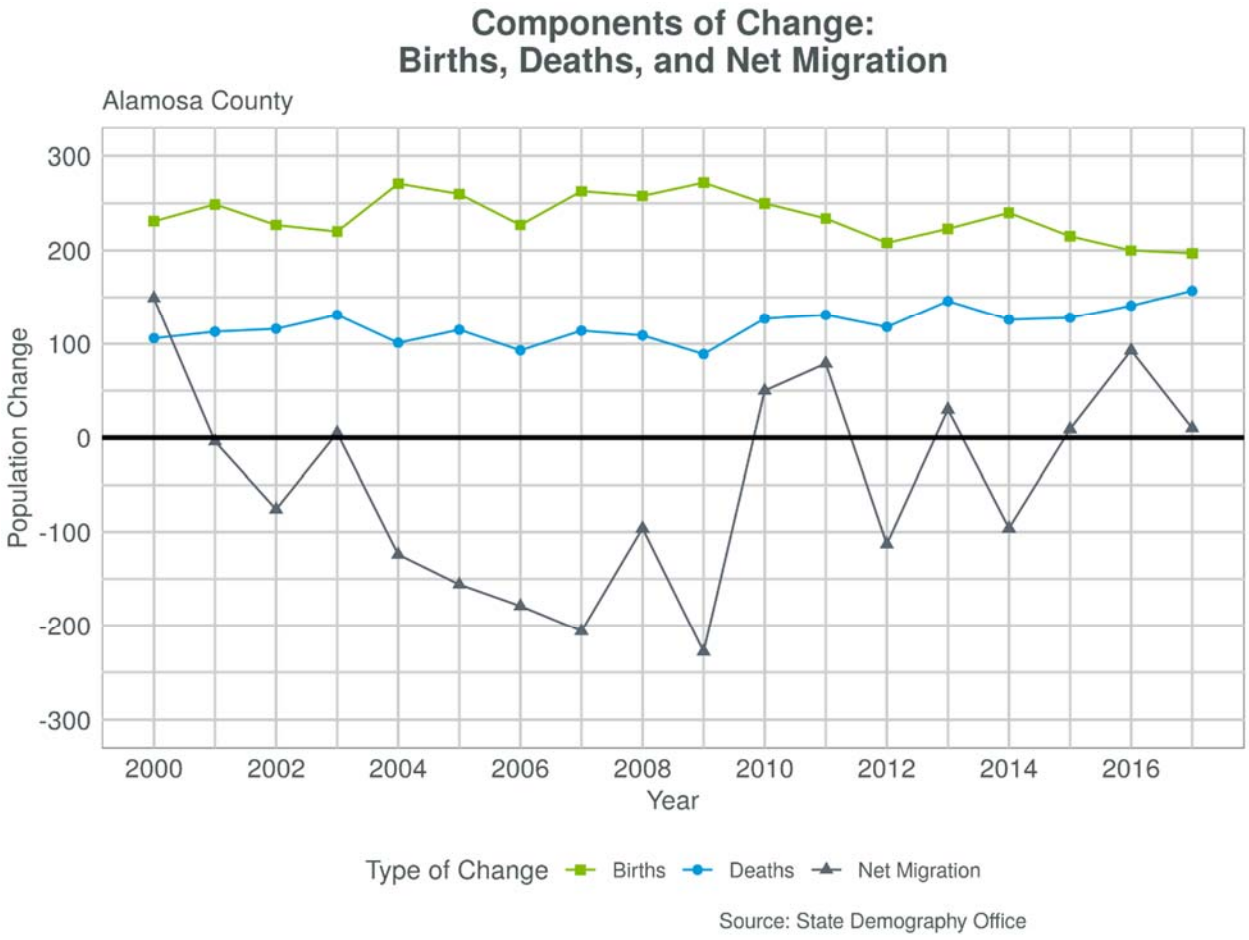


The population of Alamosa County is forecast to reach 16,514 by 2020 and 20,469 by 2040. Overall, the growth rate for Alamosa County is expected to increase between 2020 and 2040. Between 2010 and 2020 the forecast growth rate was 0.7 percent, between 2020 and 2030 the forecast growth rate is 1.2 percent, while the forecast growth rate between 2030 and 2040 is 0.9 percent. The change is due in part to population aging and changes in the proportion of the population in childbearing ages.



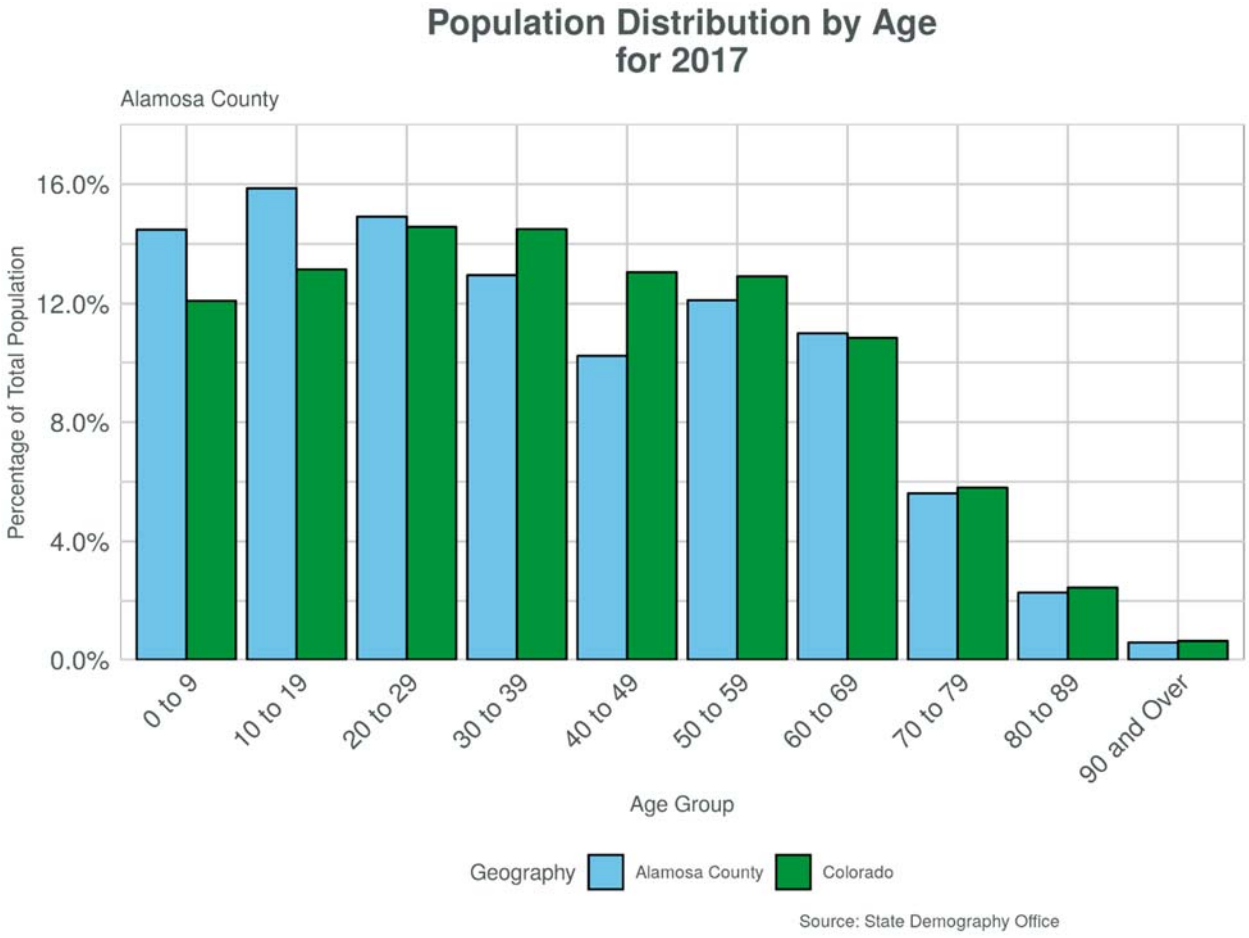
Births, deaths and net migration are the main components of population change. Net migration is the difference between the number of people moving into an area and the number of people moving out. Change in net migration typically causes most of the changes in population trends because migration is more likely to experience short-term fluctuations than births and deaths. Migration also tends to be highly correlated to job growth or decline in communities where most of the residents work where they live. For many counties with negative natural increase (more deaths than births), this makes migration especially important for population stability and growth.

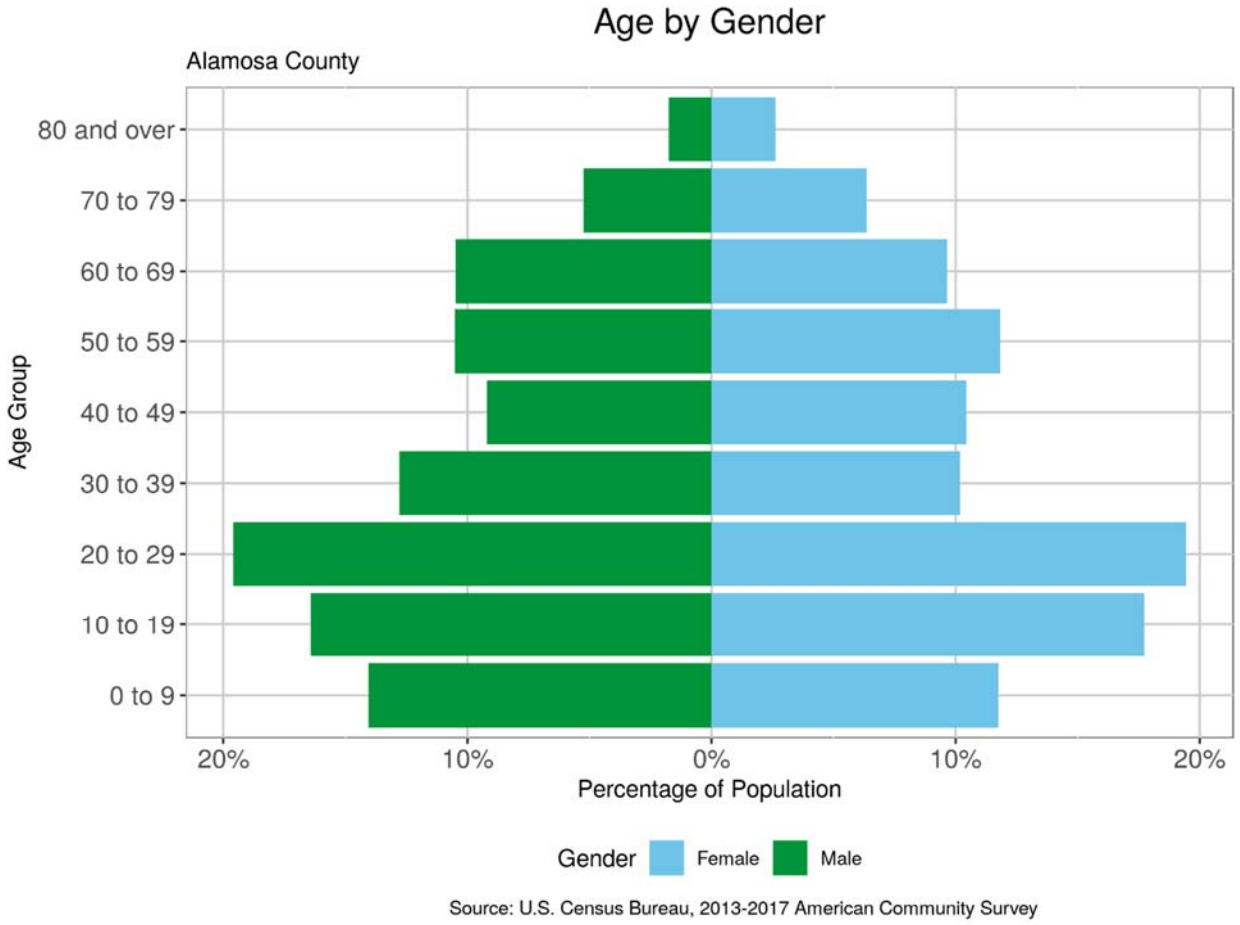
Over the past five years, between 2013 and 2017, the population of Alamosa County has increased by 316 people. The total natural increase (births - deaths) over this period was 377 and the total net migration (new residents who moved in minus those who moved out) was 46.



Every community has a different age profile and is aging differently. People in different age groups work, live, shop, and use resources differently and these differences will impact the economy, labor force, housing, school districts, day care facilities, health services, disability services, transportation, household income, and public finance. An aging population may put downward pressure on local government tax revenue due to changes in spending on taxable goods.

The age distribution of the population of Alamosa County and Colorado are shown here.

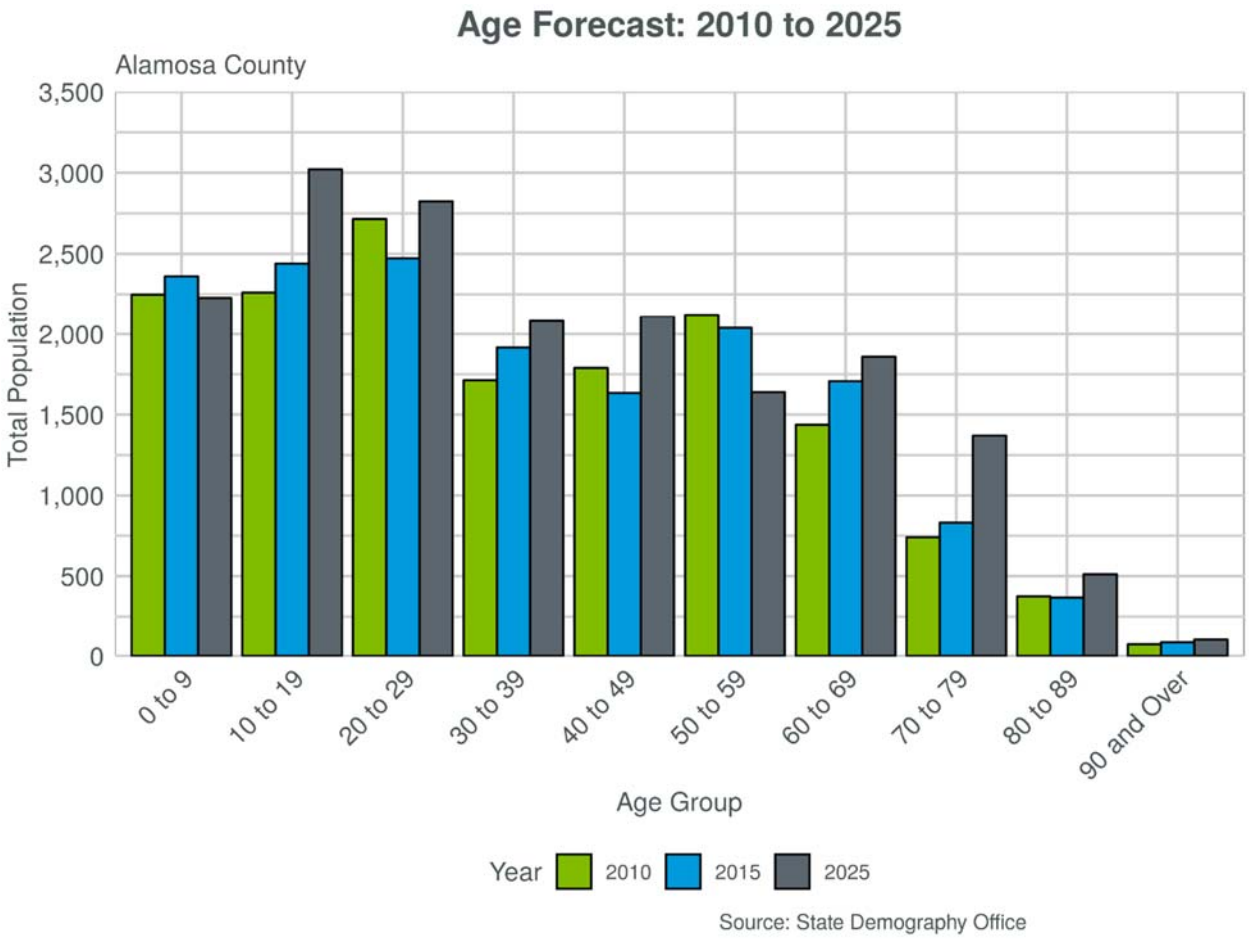




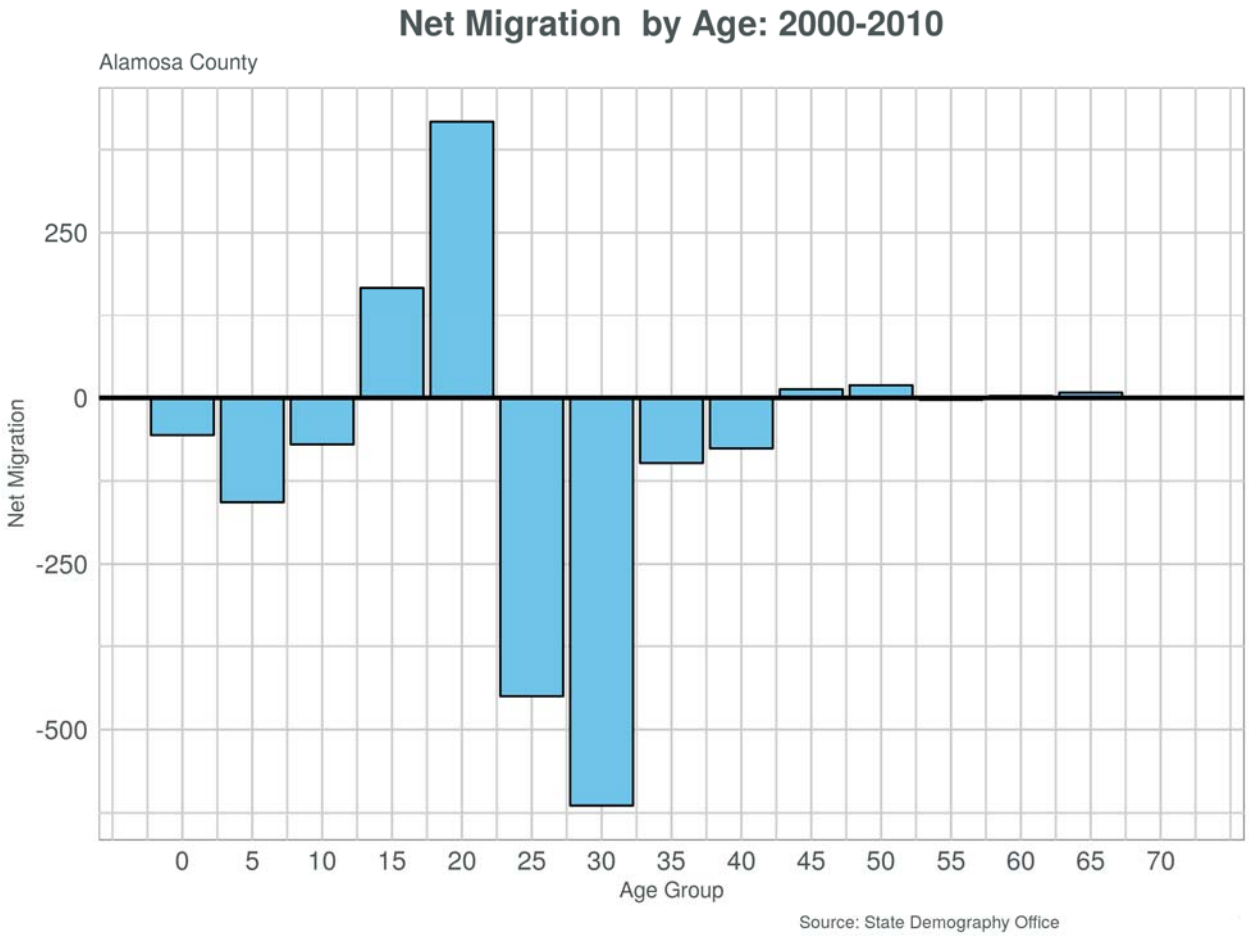
The median age of Alamosa County is 7 years younger than the state. Women in Alamosa County are significantly younger than women in the state and men in Alamosa County are significantly younger than men in the state.

Alamosa County Median Age by Gender Comparison			
	Alamosa County	**Colorado**	**Alamosa County vs. Colorado**
Total	30.3	36.5	Younger
Male	30.0	35.6	Younger
Female	30.5	37.5	Younger
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*			

The changing age distribution of the population of Alamosa County for the period from 2010 through 2025 is shown here. The changes in proportion of different groups can highlight the need for future planning and service provision. Many areas have a larger share of older adults, indicating the need to evaluate housing, transportation and other needs of the senior population.



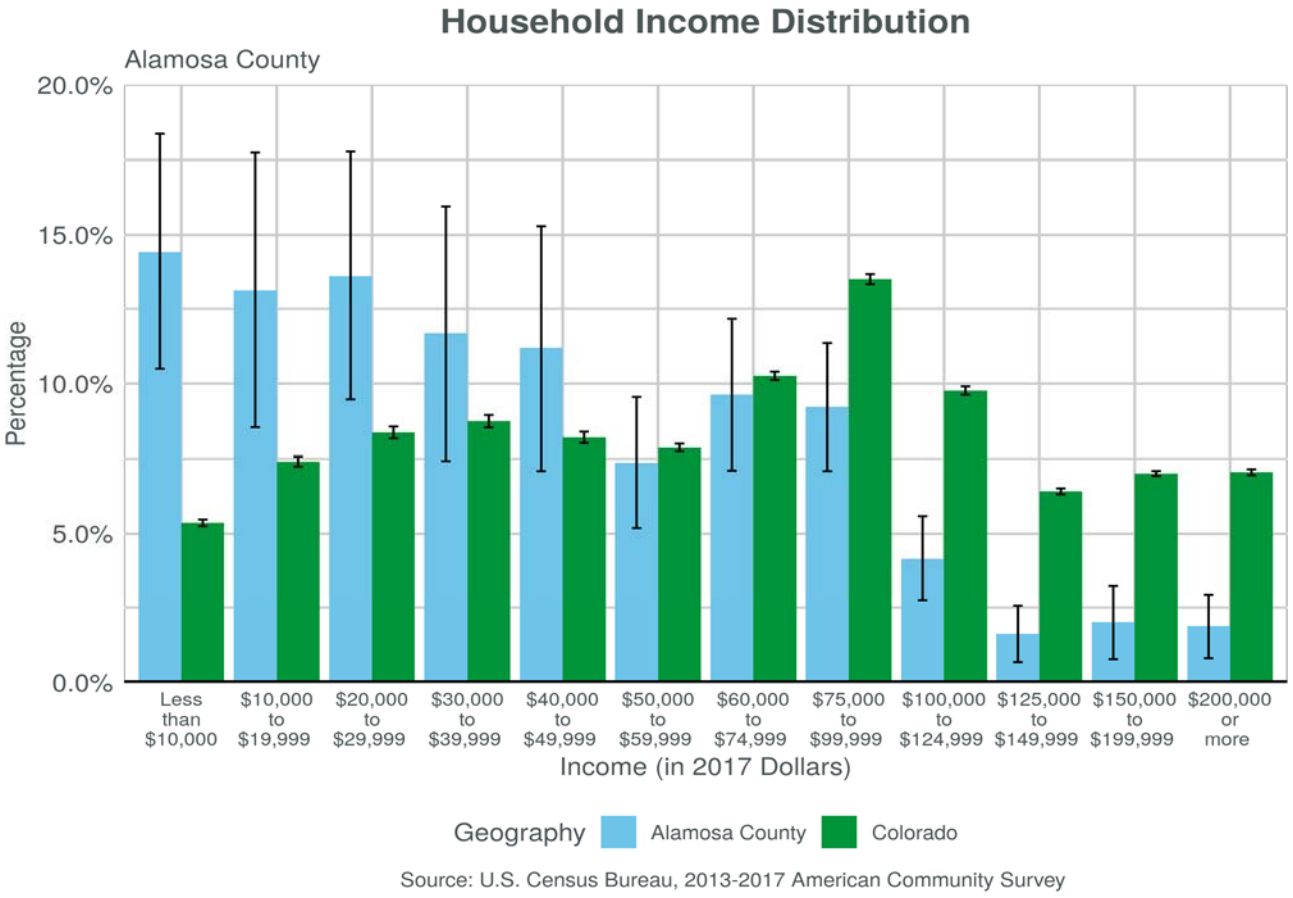
This plot shows the net migration by age in Alamosa County. Colorado typically draws many young adults as migrants. Areas with colleges and resorts draw a number of 18 to 24 year olds. Areas with a growing economy tend to account mostly 25 to 35 year olds and areas attractive to retirees tend to draw both workers and older adults.



Household Income

(The plots and tables in this section describe the general population characteristics of Alamosa County. The bars on the plots show the width of the 90 percent confidence interval. Categories where the bars do not overlap are significantly different.)

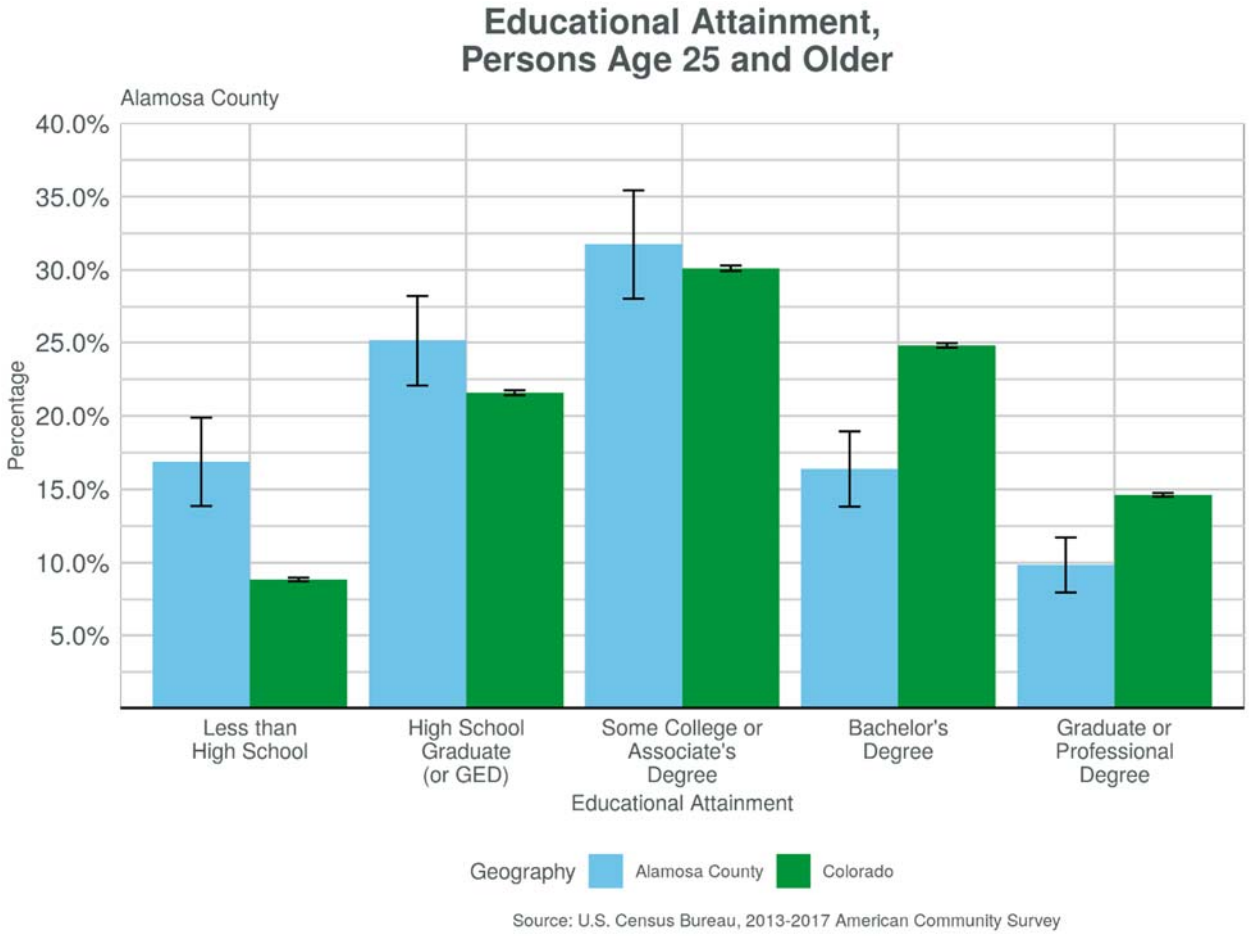
The household income distribution plot compares Alamosa County to the statewide household incomes. Household income comes primarily from earnings at work, but government transfer payments such as Social Security and TANF and unearned income from dividends, interest and rent are also included. Income and education levels are highly correlated; areas that have lower educational attainment than the state will typically have lower household incomes.



Alamosa County Household Income Sources		
Income Sources	**Households**	**Mean Income**
All Households	6,049	$40,524
With earnings	71.0%	$55,542
With interest, dividends or net rental income	12.2%	$12,523
With Social Security income	27.3%	$15,655
With Supplemental Security Income (SSI)	8.6%	$ 9,624
With cash public assistance income	6.3%	$ 3,082
With retirement income	11.5%	$22,884
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*		

Educational Attainment

The education attainment plot is provided for persons older than Age 25, i.e., those who have likely completed their education.



Race and Ethnicity

Population in the Census is reported on both racial and ethnic dimensions, wherein race includes White, Black/African American, American Indian/Alaska Native, Asian, Native Hawaiian/Pacific Islander, and other races. Hispanic/Latino includes all persons of any race who declared Hispanic or Latino affiliation on their census form.

Alamosa County Race/Ethnicity Trend

Race/Ethnicity	Census 2000	Census 2010	2013-2017 American Community Survey
Hispanic	41.4%	46.0%	45.8%
Non-Hispanic	58.6%	54.0%	54.2%
Non-Hispanic White	54.0%	49.6%	48.6%
Non-Hispanic Black	0.7%	0.9%	1.6%
Non-Hispanic Asian	0.7%	0.8%	1.0%
Non-Hispanic Native American/Alaska Native	1.2%	0.9%	1.3%
Non-Hispanic Native Hawaiian/Pacific Islander	0.1%	0.0%	0.2%
Non-Hispanic Other	0.3%	0.2%	0.2%
Non-Hispanic, Two Races	1.5%	1.5%	1.3%

Sources: *2000 Census; 2010 Census; U.S. Census Bureau, 2013-2017 American Community Survey*

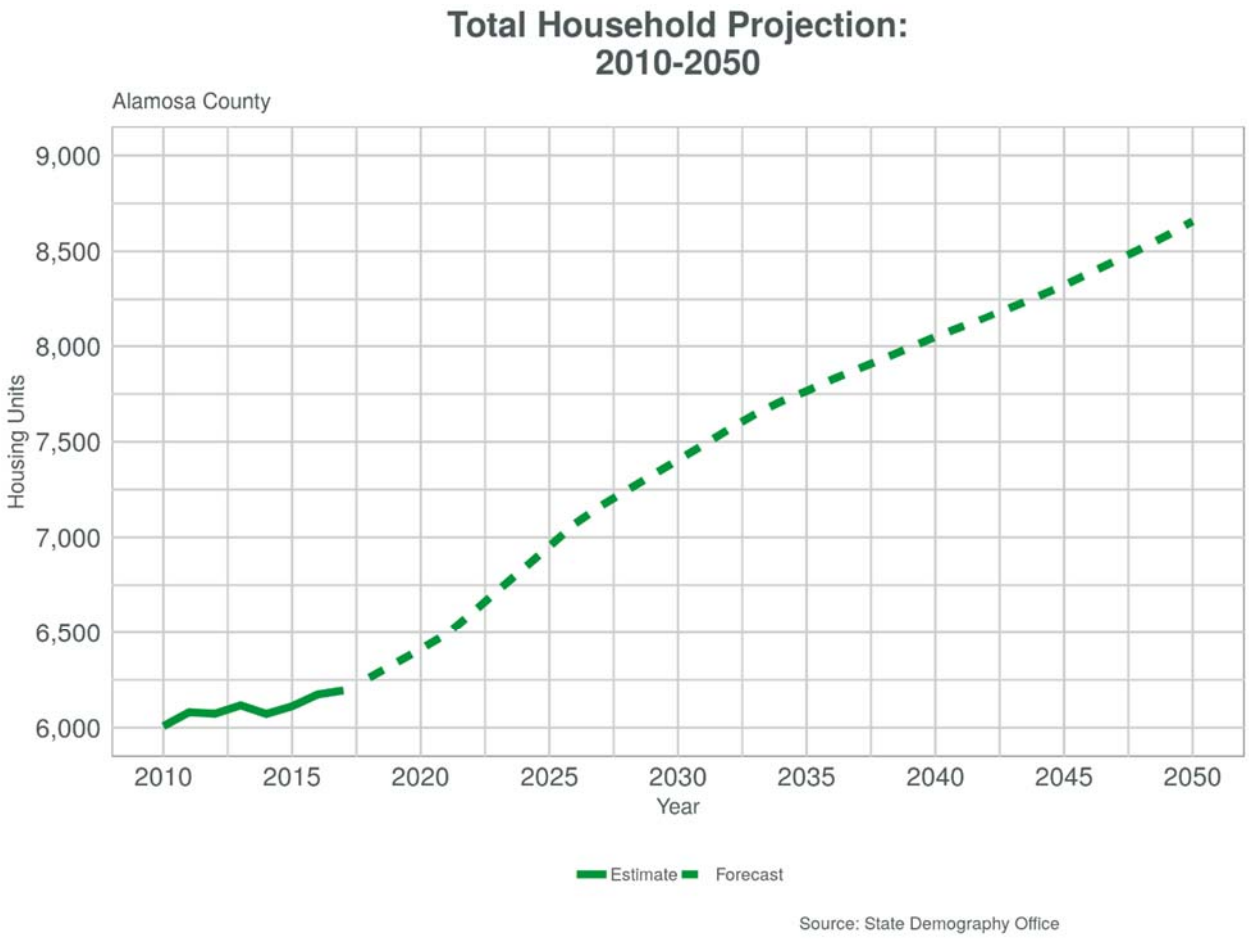
Alamosa County Race/Ethnicity Comparison

Race/Ethnicity	Alamosa County	Colorado
Total Population	100.0%	100.0%
Non-Hispanic Other	0.2%	0.2%
Non-Hispanic Native Hawaiian/Pacific Islander	0.2%	0.1%
Non-Hispanic White	48.6%	68.6%
Non-Hispanic	54.2%	78.7%
Hispanic	45.8%	21.3%
Non-Hispanic Black	1.6%	3.9%
Non-Hispanic Native American/Alaska Native	1.3%	0.5%
Non-Hispanic Asian	1.0%	3.0%
Non-Hispanic, Two Races	1.3%	2.4%

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Housing

Understanding the current housing stock is critical for understanding how the community can best address current and future demands. This section begins with a projection of households. The projection of households is derived by county specific headship rates for the population by age. Beyond the numbers and characteristics, understanding the value and affordability of housing units is vital. Are the housing prices prohibitive to new families? Are the housing prices at such a high price that once the current work force ages and sells, those housing units will most likely go into the vacation seasonal market? Or are housing prices reasonable and suddenly the community is experiencing growth in families with children? How many total housing units are there? What types of new units are being built - multi-family vs single family?



The next several tables provide an overview of the housing stock in an area. The availability of land and the cost of land can dictate whether housing is less dense, with a greater number of single family units or denser with a number of multifamily apartments and condos. Median home values and median gross rents are often considerably lower than current market prices as the values are computed from a 5-year average that runs through 2016. The number of people per household can offer insights as to the composition of the households. Areas with a larger number of people per household often have more families with children under 18 or a number of roommates living together to share housing costs. Those with a smaller number of persons per household, likely have a larger share of single-person households.

Alamosa County Housing Units 2017

Housing Type	Value
Total Housing Units	6,839
Occupied Housing Units	6,195
Vacant Housing Units	644
Vacancy Rate	9.4%
Total Population	16,056
Household Population	15,191
Group Quarters Population	865
Persons per Household	2.45

Source: *State Demography Office*

Alamosa County Characteristics of Owner-Occupied Housing

	People		Units	
	Value	Percent	Value	Percent
Owner-Occupied Housing	9,267	100.0%	3,443	100.0%
Single Unit Buildings	7,235	78.1%	2,695	78.3%
Buildings with 2 to 4 Units	0	0.0%	0	0.0%
Buildings with 5 or More Units	48	0.5%	48	1.4%
Mobile Homes	1,984	21.4%	700	20.3%
RVs, Boats, Vans, Etc.	0	0.0%	0	0.0%
Median Year of Construction			1978	
Average Number of Persons Per Household	2.69			

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Alamosa County Comparative Owner-Occupied Housing Values		
	Alamosa County	**Colorado**
Median Value of Owner-Occupied Households (Current Dollars)	$152,900	$286,100
Percentage of Owner-Occupied Households paying 30-49% of income on housing	14.7%	14.3%
Percentage of Owner-Occupied Households paying 50% or more of income on housing	9.5%	9.0%
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*		

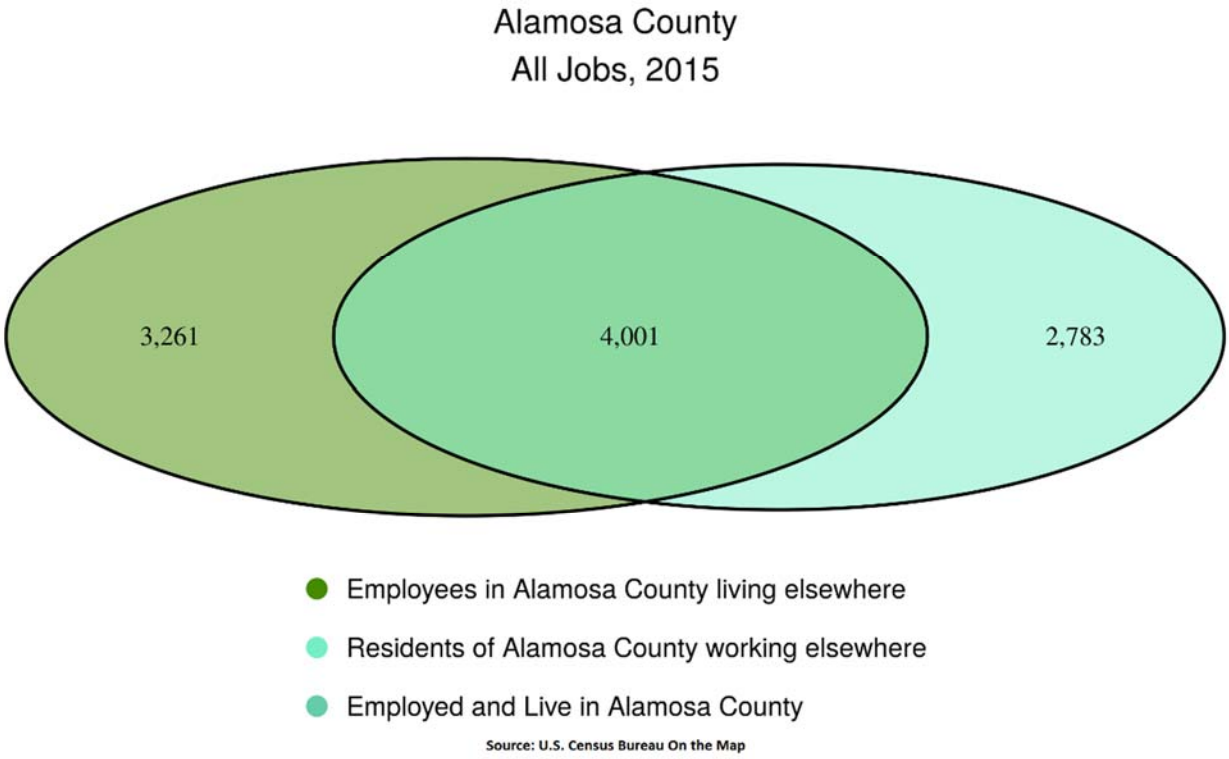
Alamosa County Characteristics of Rental Housing				
	People		**Units**	
	Value	Percent	Value	Percent
Rental Housing	5,999	100.0%	2,606	100.0%
Single Unit Buildings	2,363	39.4%	862	33.1%
Buildings with 2 to 4 Units	982	16.4%	587	22.5%
Buildings with 5 or More Units	1,727	28.8%	847	32.5%
Mobile Homes	927	15.5%	310	11.9%
RVs, Boats, Vans, Etc.	0	0.0%	0	0.0%
Median Year of Construction			1975	
Average Number of Persons Per Household	2.30			
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*				

Alamosa County Comparative Rental Housing Values		
	Alamosa County	**Colorado**
Median Gross Rent of Rental Households (Current Dollars)	$675	$1,125
Percentage of Rental Households paying 30-49% of income on housing	25.6%	25.1%
Percentage of Rental Households paying 50% or more of income on housing	18.6%	23.4%
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*		

Commuting

Commuting plays an important role in the economy of an area because not all workers live where they work. Commuting impacts local job growth, access to employees, and transportation infrastructure. The commuting diagram identifies three groups of people:

- People who work in Alamosa County, but live elsewhere.
- People who live in Alamosa County, but work elsewhere.
- People who live and work in Alamosa County.

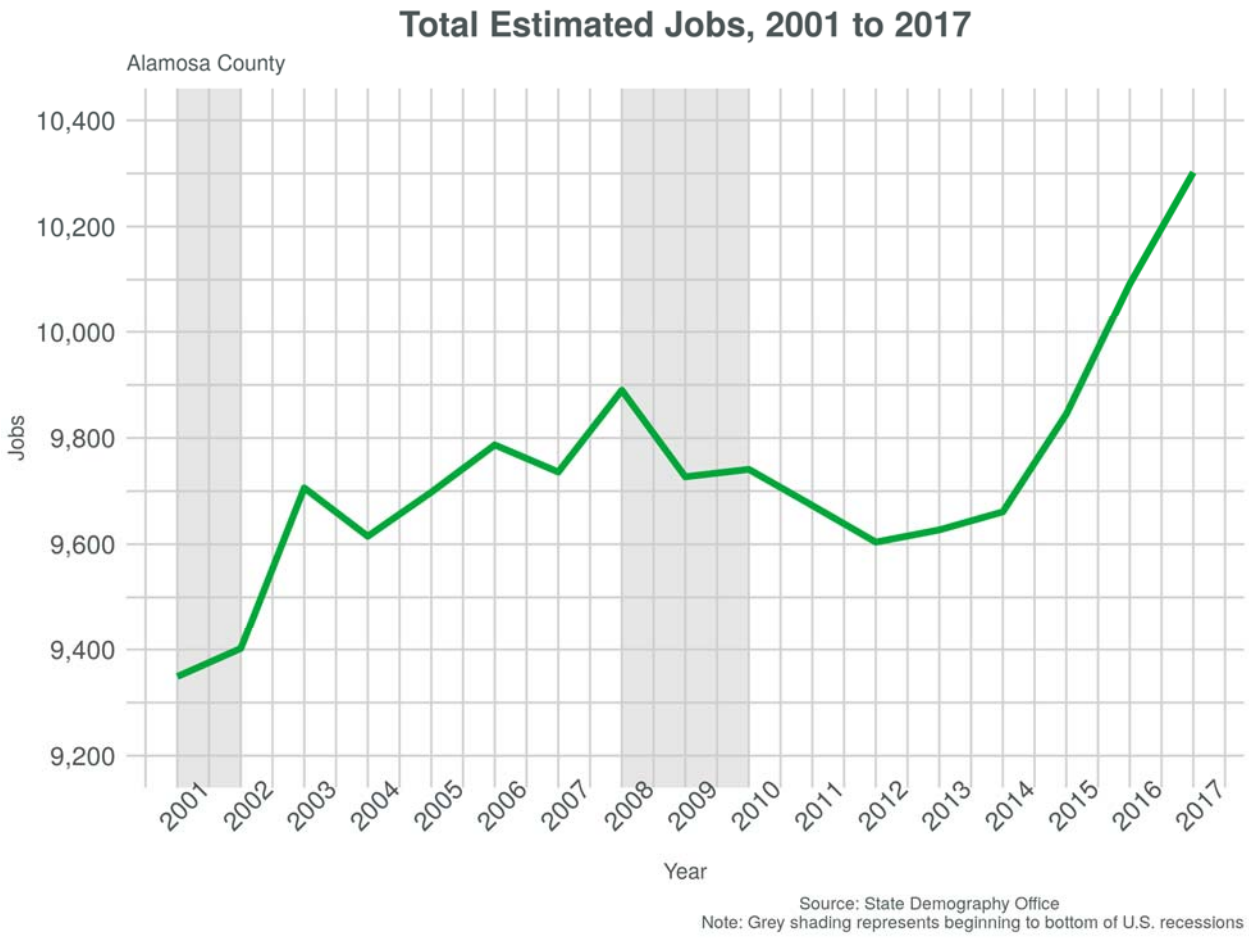


Employees in Alamosa County living elsewhere		
Location	Count	Percent
Rio Grande County, CO	779	23.9%
Conejos County, CO	490	15.0%
Pueblo County, CO	183	5.6%
El Paso County, CO	163	5.0%
Saguache County, CO	132	4.0%
Costilla County, CO	115	3.5%
Las Animas County, CO	101	3.1%
Jefferson County, CO	76	2.3%
Denver County, CO	75	2.3%
Adams County, CO	72	2.2%
Other Counties	1,075	33.0%
Total	3,261	100.0%
Source: *U.S. Census Bureau On the Map*		

Residents of Alamosa County working elsewhere		
Location	Count	Percent
Rio Grande County, CO	455	16.3%
El Paso County, CO	262	9.4%
Conejos County, CO	245	8.8%
Denver County, CO	196	7.0%
Pueblo County, CO	186	6.7%
Jefferson County, CO	176	6.3%
Saguache County, CO	147	5.3%
Arapahoe County, CO	112	4.0%
Costilla County, CO	90	3.2%
Adams County, CO	66	2.4%
Other Counties	848	30.5%
Total	2,783	100.0%
Source: *U.S. Census Bureau On the Map*		

Employment

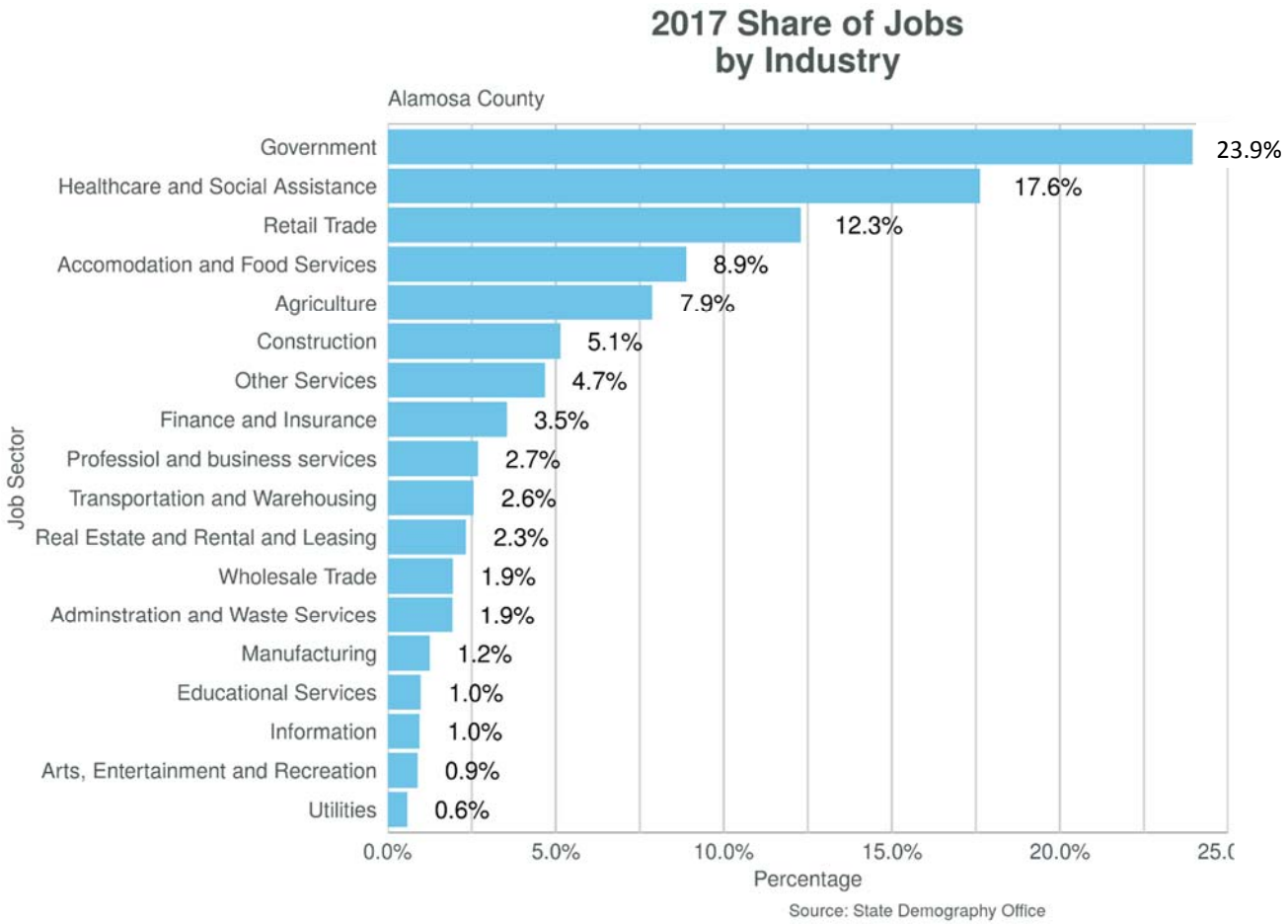
The Estimated Jobs is a series created by the SDO to give a comprehensive look at the number of jobs located within Alamosa County. It is broad in scope, capturing both wage and salary workers as well as most proprietors and agricultural workers. A more diverse economy is typically more resilient too; when looking at the employment trends recently and after a recession (shaded in gray) it is also important to look at the current share of employment by industry. Areas dependent on a single industry such as agriculture, mining or tourism can suffer from prolonged downturns due to drought, shifting demand for commodities, and the health of the national economy.



Employment by Industry

Identifying the industries which may be driving the growth and change within a community is a vital part of understanding community dynamics. Growth in jobs often results in growth in residents from migration within a community. Identifying the trends of growth or decline of jobs and the types of jobs available within the community is important.

This plot shows the jobs by industry profile for Alamosa County. The relative rank of high-paying sectors, such as mining, information and financial and insurance services versus mid-range jobs (e.g., construction, health care and government) and lower-paying industries such as retail trade and accommodation and food services, will have an impact on a county's overall economic health.



The total estimated jobs are subdivided into 3 categories:

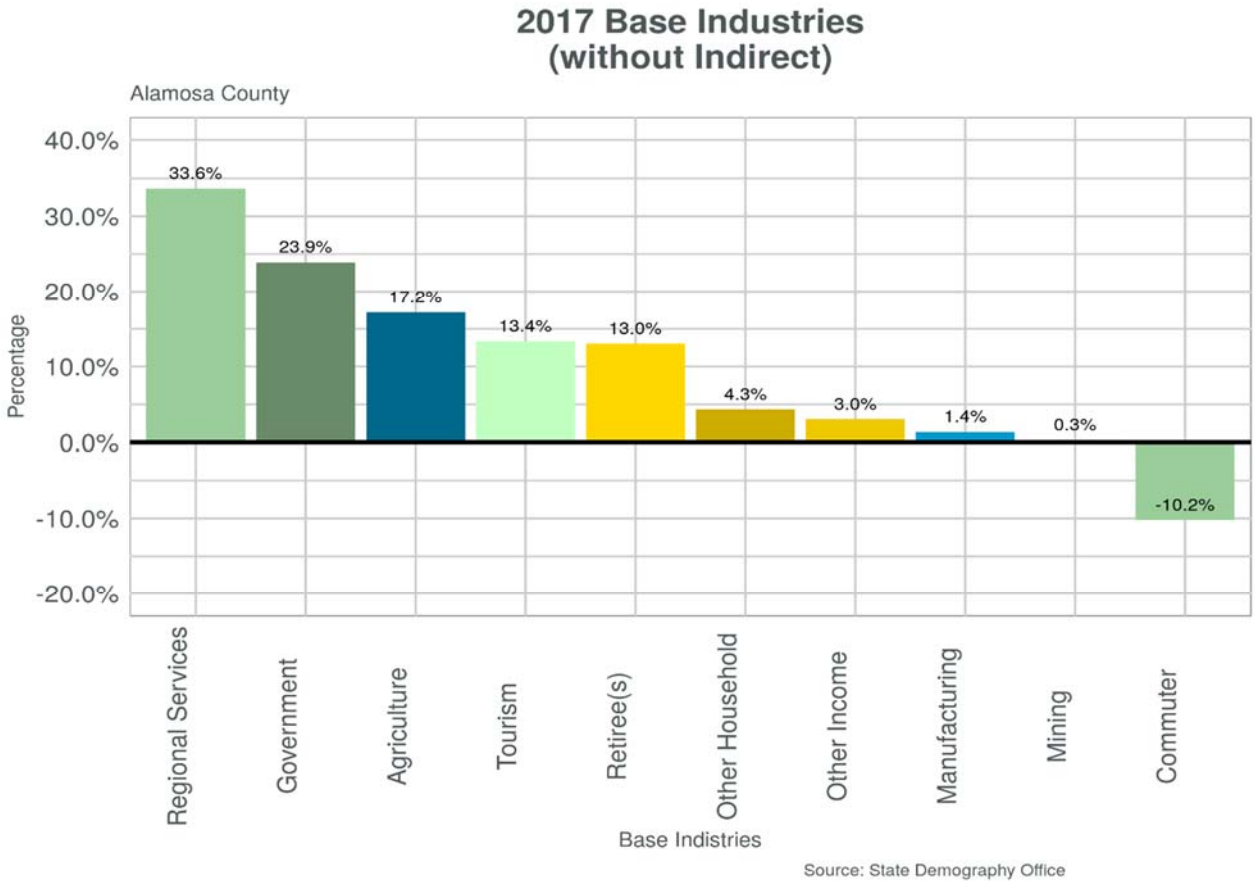
• *Direct Basic:* jobs that bring outside dollars into the community by selling goods or services outside the county, such as manufacturing or engineering services,

• *Indirect Basic:* jobs that are created as the result of goods and services purchased by direct basic such as accounting services or raw material inputs, and

• *Local (Resident) Services:* jobs that are supported when income earned from the base industries is spent locally at retailers or are supported by local tax dollars to provide services like education and public safety.

Alamosa County Jobs by Sector, 2017		
Employment Type	**Jobs**	**Percent**
Direct Basic Employment	6,067	58.9%
Indirect Basic Employment	719	7.0%
Local Services Employment	3,517	34.1%
Total Employment	10,303	100.0%
Total Population, 16+	13,103	
Source: *State Demography Office*		

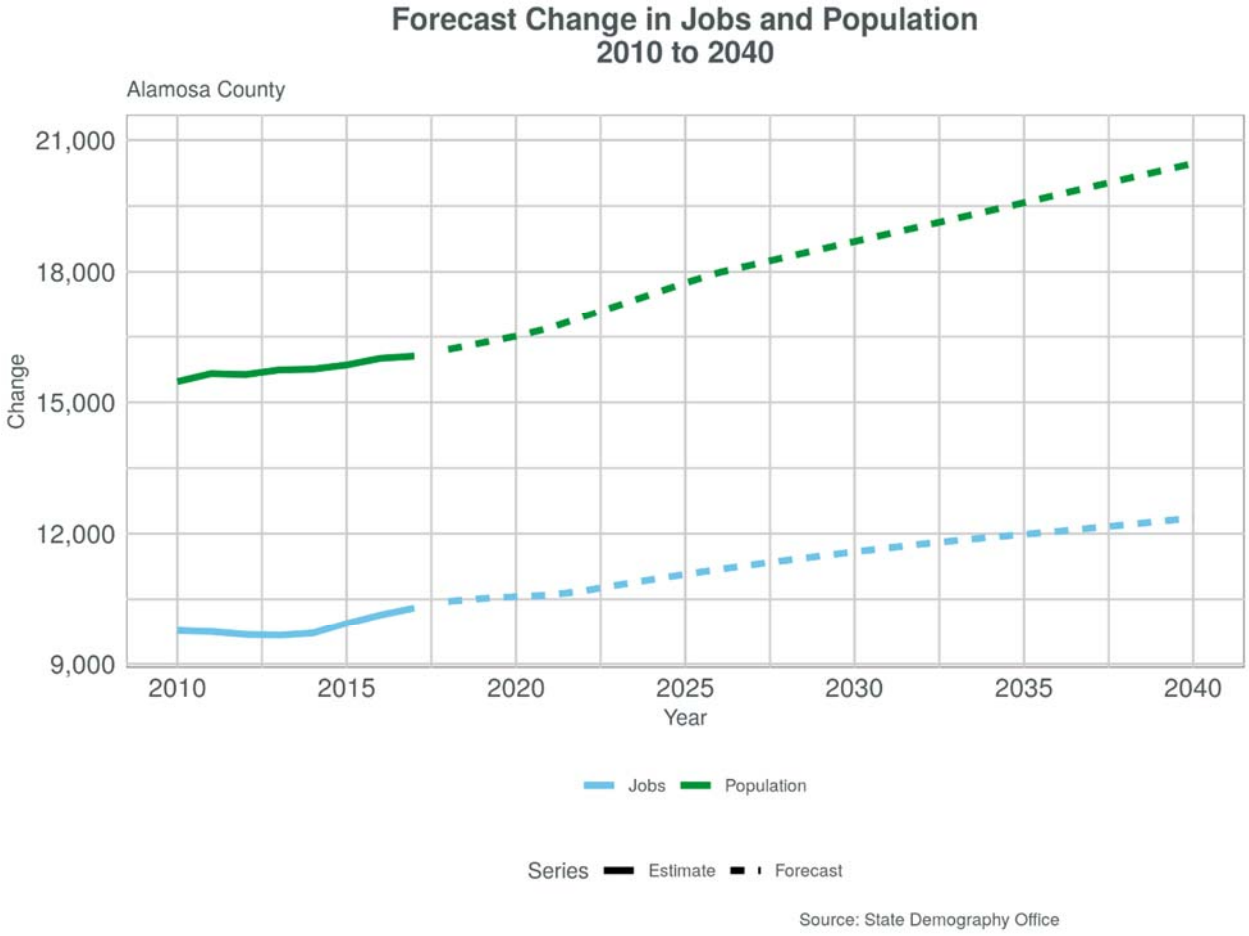
Similar to the industry employment, areas with large amounts of diversity in their base industries tend to suffer less during downturns and recover more quickly. *Regional Services* is a diverse base industry that encompasses all services and goods that a region sells to those in surrounding areas; examples include specialized health care, construction, air or rail transportation, and large item retail purchases like autos or appliances. *Retirees* are considered basic since they spend money from social security or other pensions, Medicare and savings. *Government* typically only includes employment in Federal Government and State Government. *Tourism* not only includes traditional tourist services like accommodation and food, but also includes second homes, property management and transportation of tourists by airlines, car rental, car sharing and shuttles.



Employment Forecast and Wage Information

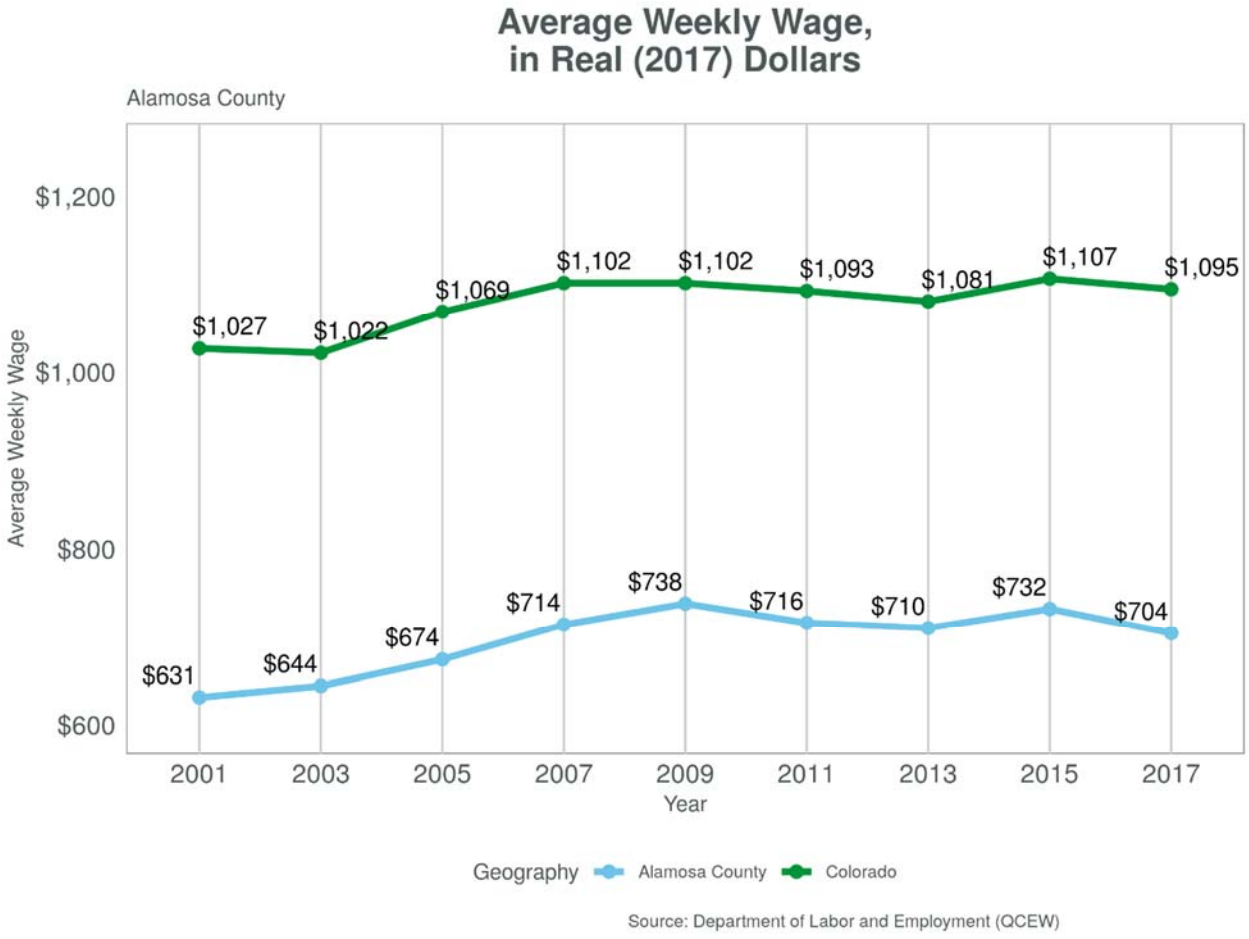
Understanding the types of jobs forecast to grow in a community, if jobs are forecast to increase, will aid in further understanding potential changes in population, labor force, housing demand, and household income. Important questions to ask include: What is the current forecast for job growth based on the current industry mix? What types of jobs are forecast to grow? What are the wages for those jobs? What are the labor force trends for the community? Is the labor force expected to grow or slow-down?

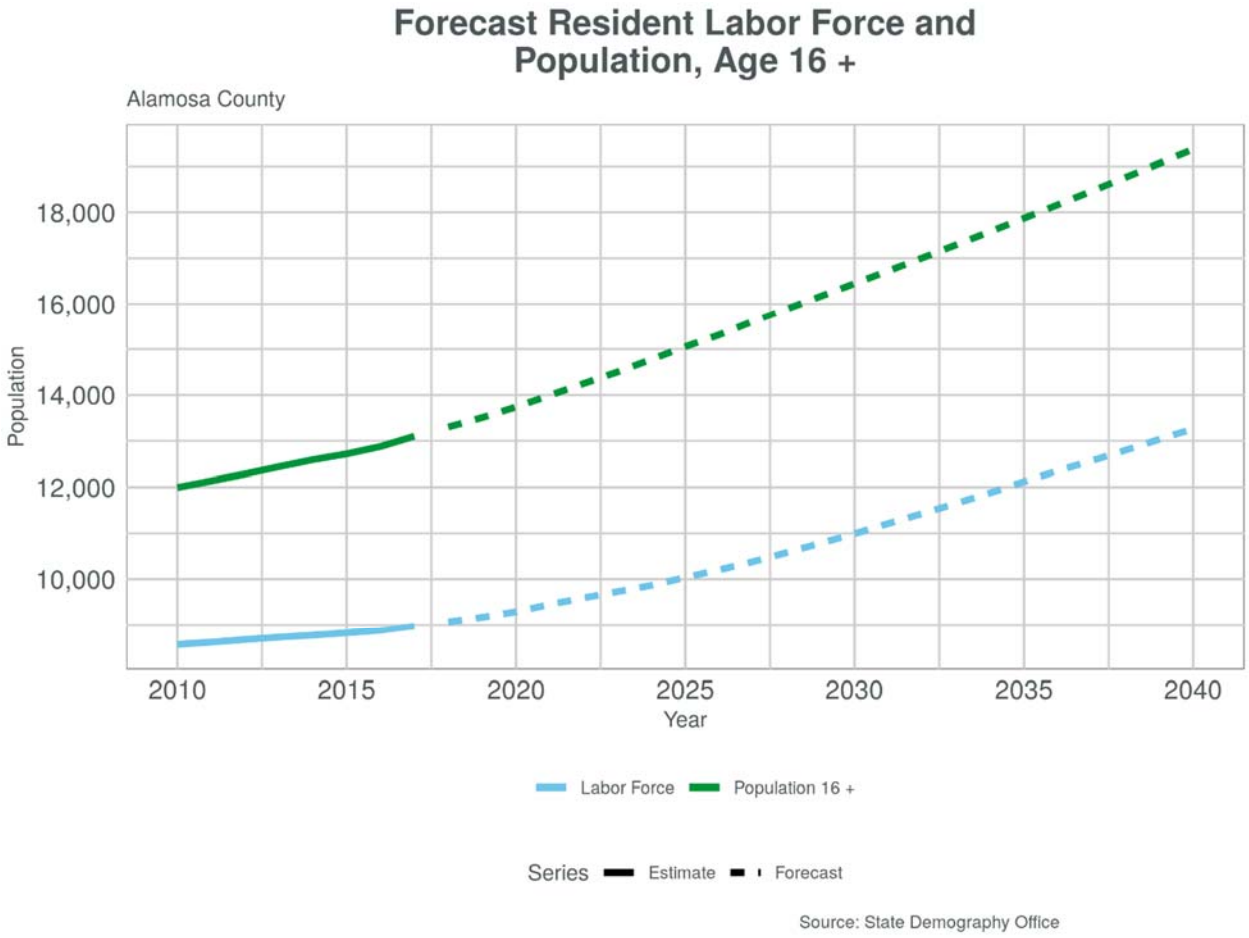
The total jobs forecast and population forecast are for Alamosa County shown here. The two lines diverge over time due to the aging of our population and continued growth in our under 18 population – two segments of the population that are less likely to be employed. Growth in the 65 plus population in the labor force through 2040 compared to the universe population of those over the age of 16 since labor force participation declines with age, especially among those eligible for pensions or social security.



Wages

The inflation adjusted (real) average weekly wages for Alamosa County and Colorado are shown here. In 2017 dollars, wages in Colorado have been essentially unchanged since 2010. The gain or loss of a major employer such as a mine or a hospital can have a significant impact on a county's average weekly wage. These wages are shown only for jobs located within that county and do not include most proprietors. Household income can be influenced by the average weekly wage, but in areas that have considerable amounts commuting or unearned income this relationship is not particularly strong.




Forecast Resident Labor Force and Population, Age 16 +
Alamosa County
Population
18,000
16,000
14,000
12,000
10,000
2010
2015
2020
2025
2030
2035
2040
Year
Labor Force
Population 16 +
Series
Estimate
Forecast
Source: State Demography Office

Municipalities

Alamosa Quick Facts			
	Alamosa	**Alamosa County**	**Colorado**
Population (2017) *	9,220	16,056	5,609,445
Population Change (2010 to 2017) *	408	582	559,113
Total Employment (2017) *	7,843	10,302	3,309,391
Median Household Income **	$32,785	$36,315	$65,458
Median House Value **	$157,600	$152,900	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	34.8%	27.8%	11.5%
Percentage of Population Born in Colorado **	75.1%	58.1%	42.7%
** State Demography Office* *** U.S. Census Bureau, 2013-2017 American Community Survey*			

Note: Municipal data for the City of Alamosa does not include data for the area known as East Alamosa, which is unincorporated and included in the data for Alamosa County.

Hooper Quick Facts			
	Hooper	**Alamosa County**	**Colorado**
Population (2017) *	102	16,056	5,609,445
Population Change (2010 to 2017) *	-1	582	559,113
Total Employment (2017) *	16	10,302	3,309,391
Median Household Income **	$26,042	$36,315	$65,458
Median House Value **	$93,300	$152,900	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	13.8%	27.8%	11.5%
Percentage of Population Born in Colorado **	80.6%	58.1%	42.7%
** State Demography Office* ***U.S. Census Bureau, 2013-2017 American Community Survey*			

Conejos County

Major attractions include the Cumbres and Toltec Scenic Railroad that travels a narrow gauge track from Antonito to Chama, New Mexico; Mormon Pioneer Days; Jack Dempsey Museum; Platoro and La Jara reservoirs, Colorado's oldest church in Conejos, and the Los Caminos Antiguos Byway. The Conejos County Hospital is located in La Jara. Perlite mined in New Mexico and processed in Antonito is shipped by rail. Small farms and ranches with hay, sheep, and cattle are a visible part of the economy. Second homes are located in Conejos Canyon, and Antonito is a gateway to New Mexico via US 285.

Conejos County Quick Facts

	Conejos County	Colorado
Population (2017) *	8,117	5,609,445
Population Change (2010 to 2017) *	-165	559,113
Total Employment (2017) *	2,608	3,309,391
Median Household Income **	$35,657	$65,458
Median House Value **	$113,100	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	21.1%	11.5%
Percentage of Population Born in Colorado **	78.5%	42.7%

** State Demography Office*
*** U.S. Census Bureau, 2013-2017 American Community Survey*

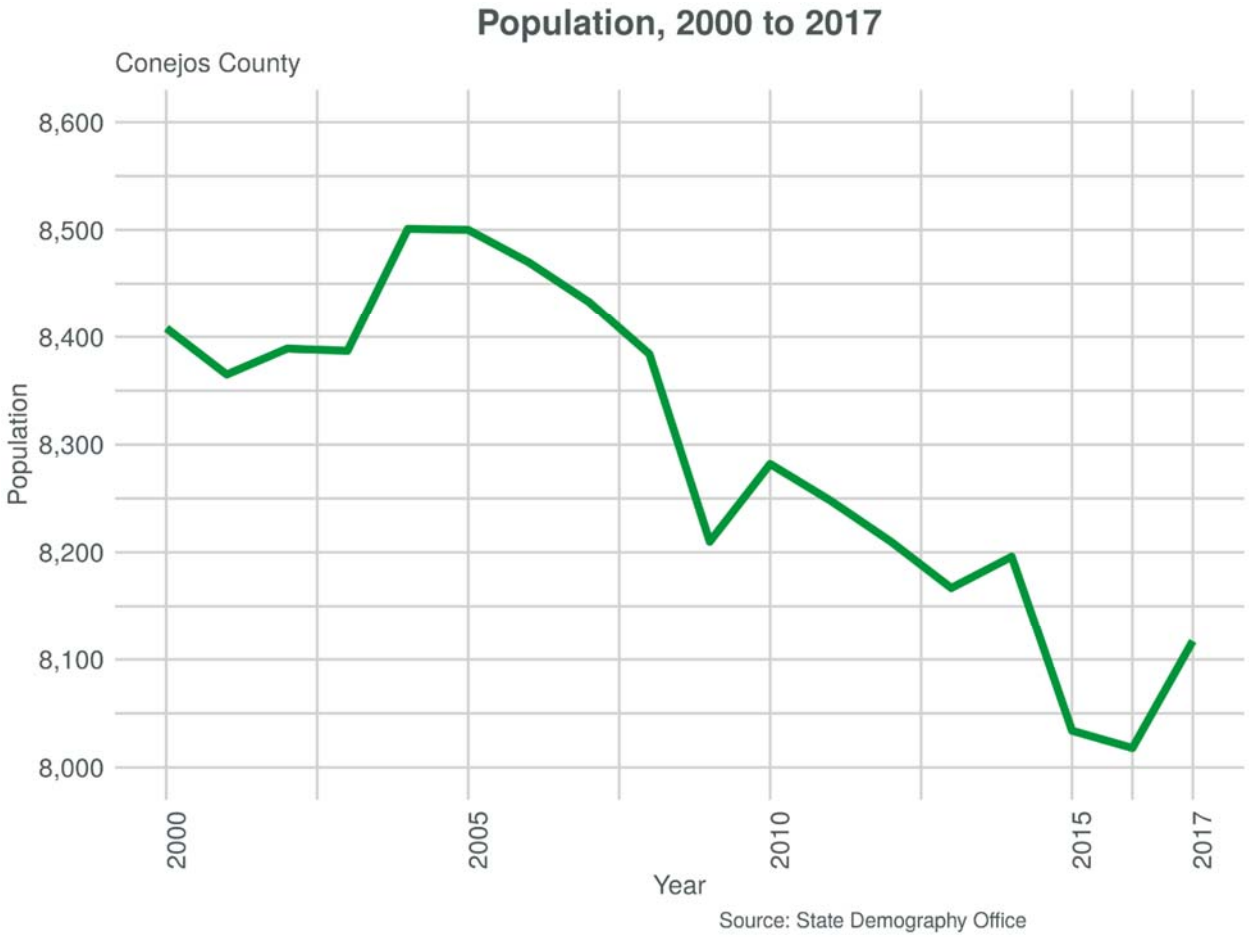
Population

At the end of 2017 the estimated population of Conejos County was 8,117, an increase of 83 over the population in 2015. The growth rate for Conejos County between 2015 and 201 was 0.5 percent compared to 1.5 percent for the State of Colorado.

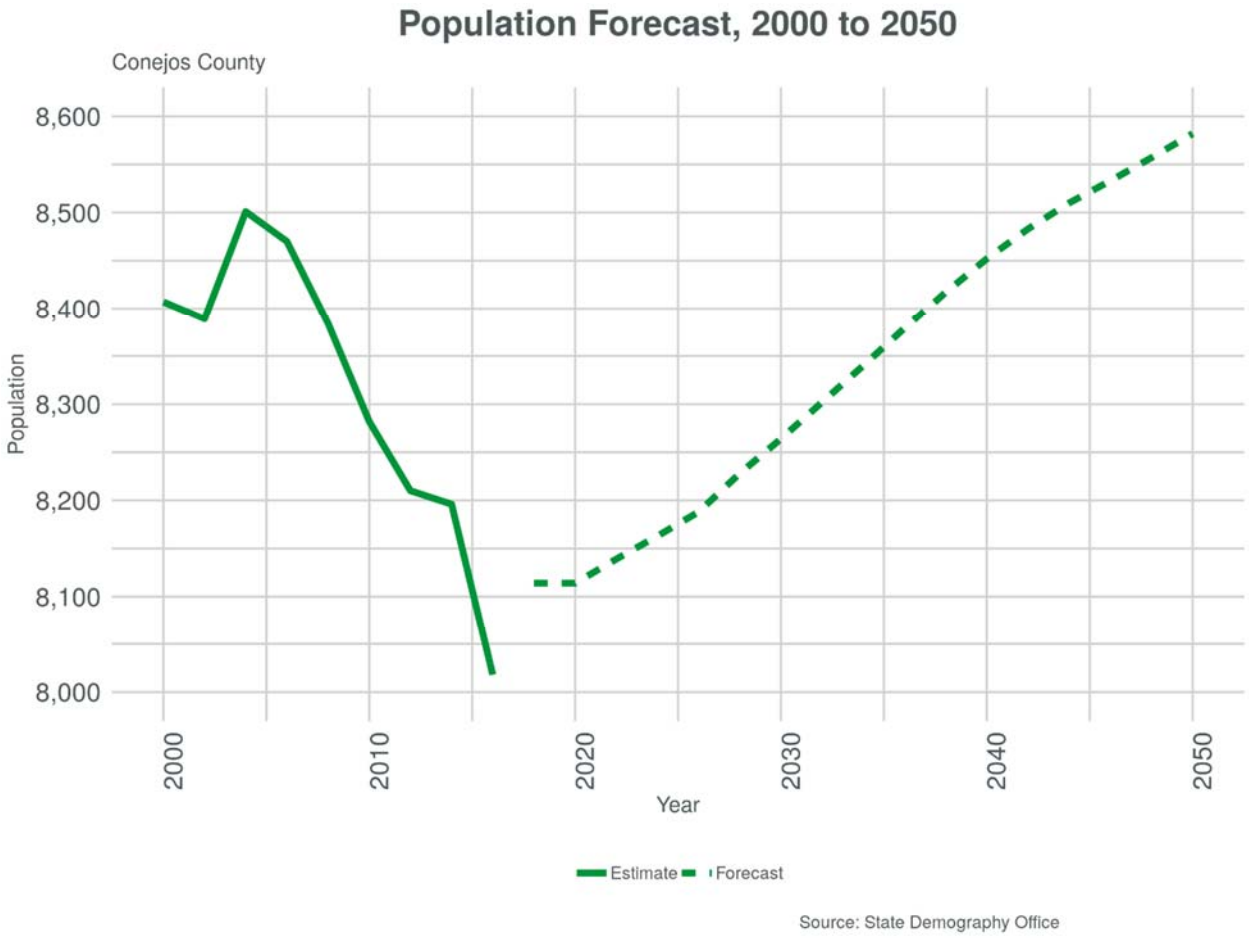
Conejos County Population Growth Rate

	Conejos County		Colorado	
Year	Population	Growth Rate	Population	Growth Rate
1990	7,453		3,294,473	
1995	7,906	1.2%	3,811,074	3.0%
2000	8,408	1.2%	4,338,801	2.6%
2005	8,500	0.2%	4,662,534	1.4%
2010	8,282	-0.5%	5,050,332	1.6%
2015	8,034	-0.6%	5,444,871	1.5%
2017	8,117	0.5%	5,609,445	1.5%

Source: *State Demography Office*

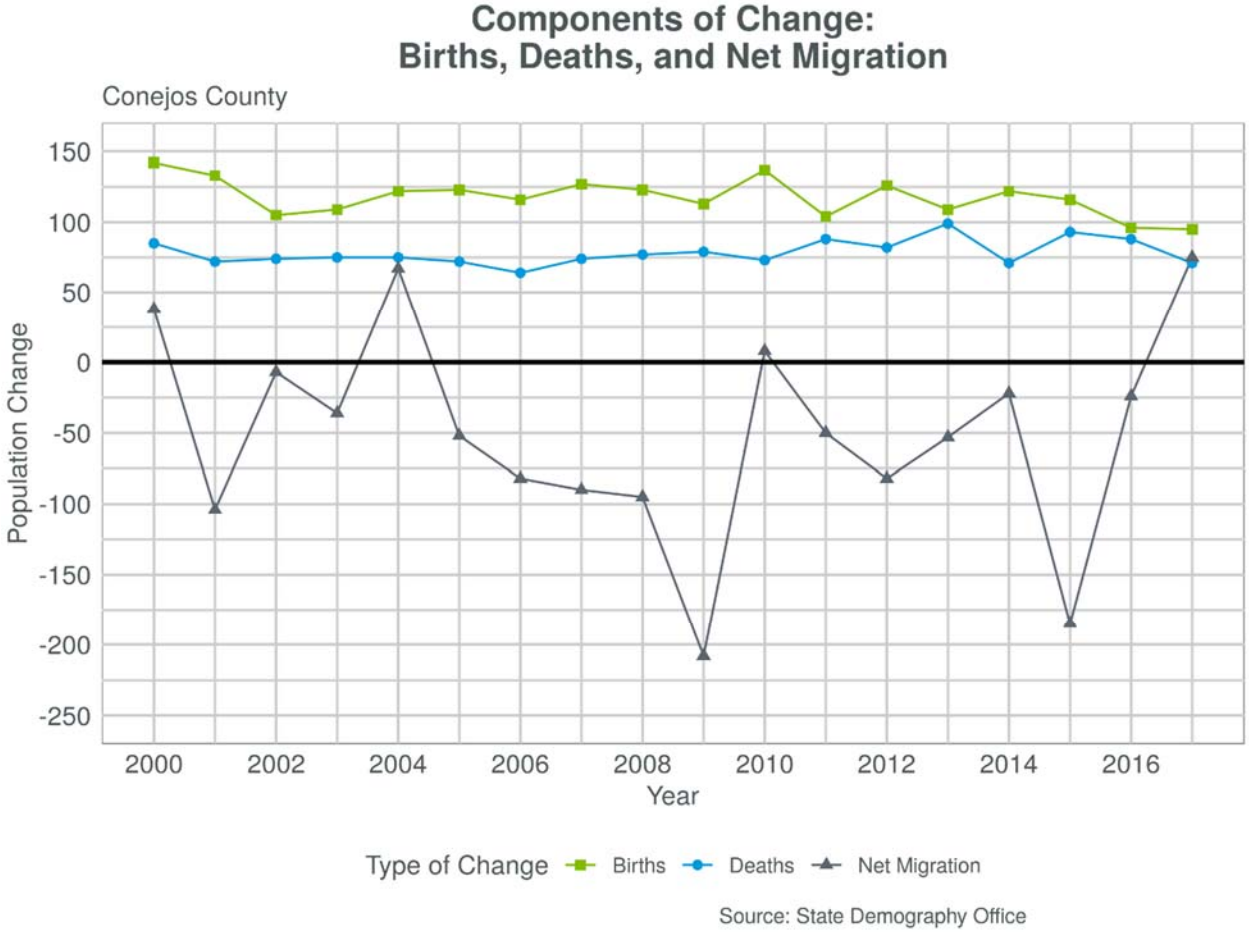

Population, 2000 to 2017
Conejos County
8,600
8,500
8,400
8,300
8,200
8,100
8,000
Population
2000
2005
2010
2015
2017
Year
Source: State Demography Office

The population of Conejos County is forecast to reach 8,114 by 2020 and 8,452 by 2040. Overall, the growth rate for Conejos County is expected to increase only slightly between 2020 and 2040. Between 2010 and 2020 the forecast growth rate was -0.2 percent, between 2020 and 2030 the forecast growth rate is 0.2 percent, while the forecast growth rate between 2030 and 2040 is 0.2 percent. The change is due in part to population aging and changes in the proportion of the population in childbearing ages.



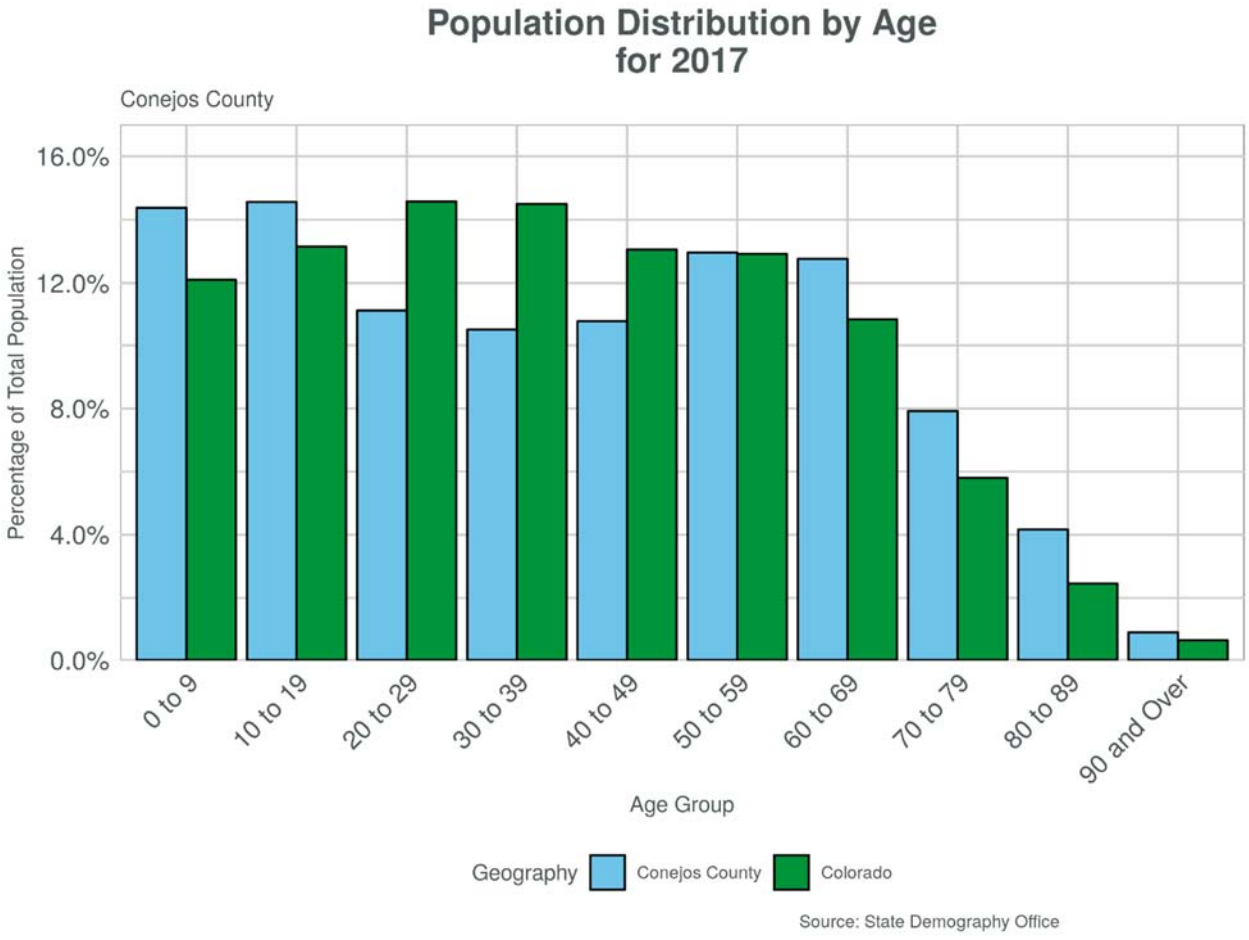
Births, deaths and net migration are the main components of population change. Net migration is the difference between the number of people moving into an area and the number of people moving out. Change in net migration typically causes most of the changes in population trends because migration is more likely to experience short-term fluctuations than births and deaths. Migration also tends to be highly correlated to job growth or decline in communities where most of the residents work where they live. For many counties with negative natural increase (more deaths than births), this makes migration especially important for population stability and growth.

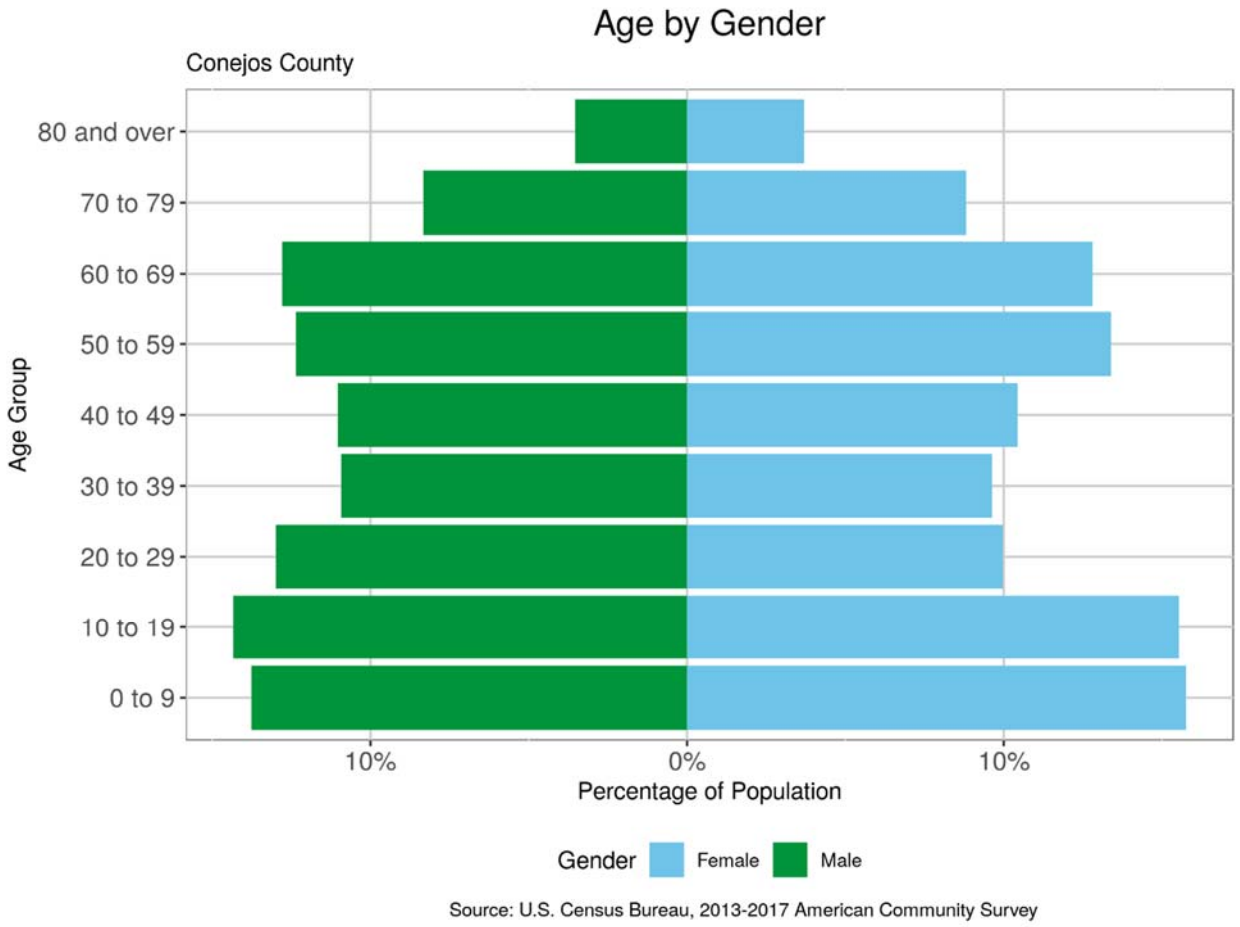
Over the past five years, between 2013 and 2017, the population of Conejos County has decreased by 93 people. The total natural increase (births - deaths) over this period was 160 and the total net migration (new residents who moved in minus those who moved out) was -291.



Every community has a different age profile and is aging differently. People in different age groups work, live, shop, and use resources differently and these differences will impact the economy, labor force, housing, school districts, day care facilities, health services, disability services, transportation, household income, and public finance. An aging population may put downward pressure on local government tax revenue due to changes in spending on taxable goods.

The age distribution of the population of Conejos County and Colorado are shown here.

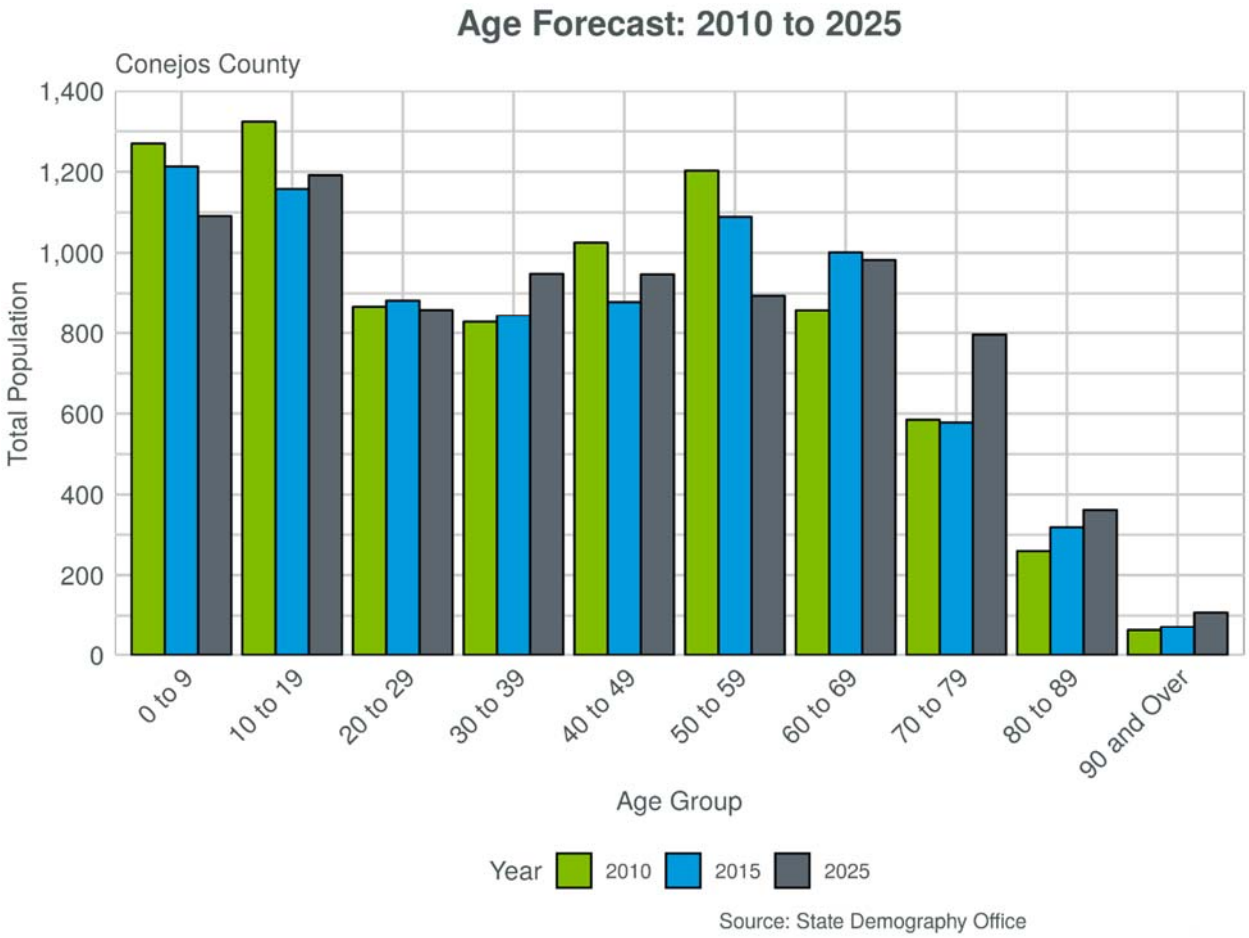




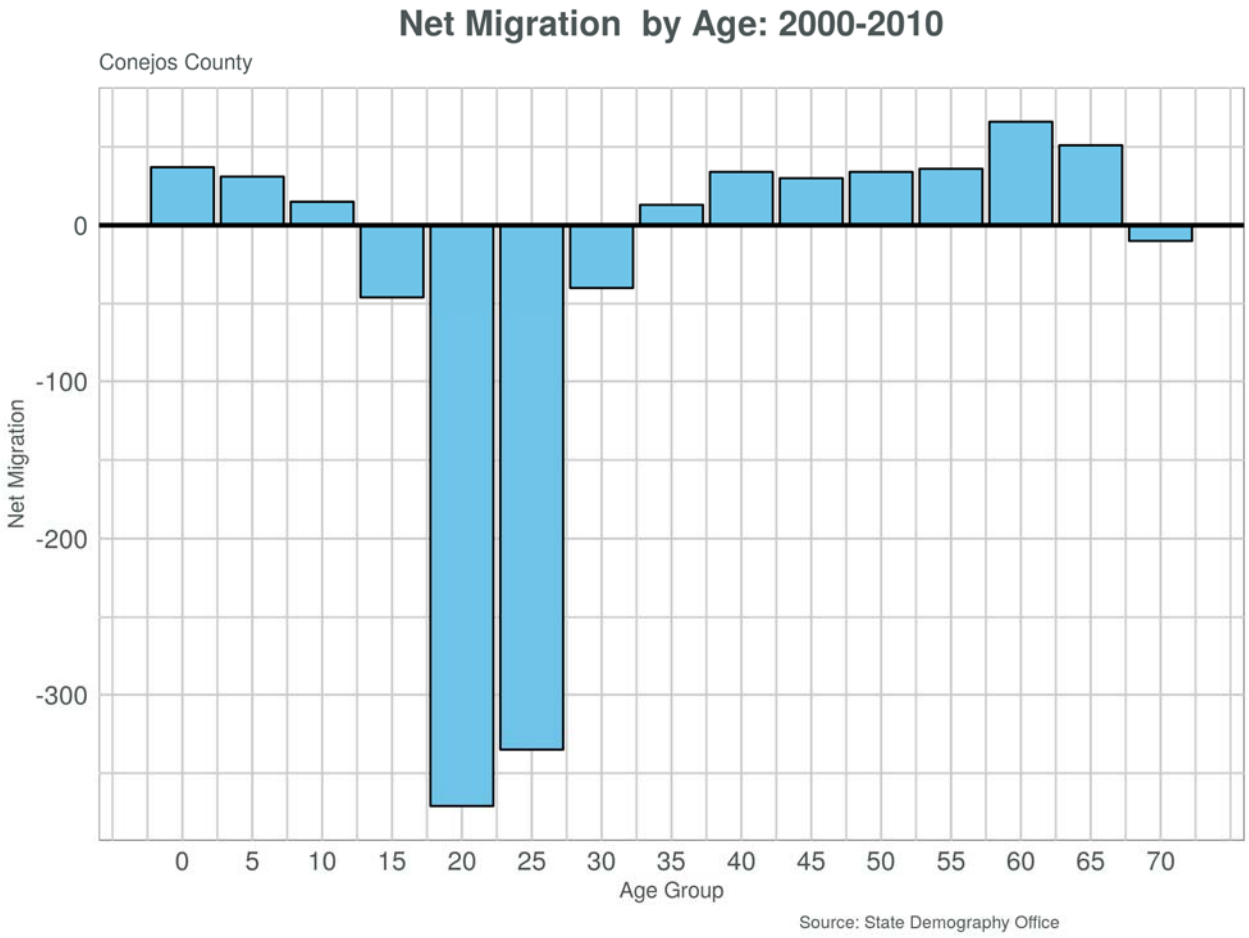
The median age of Conejos County is 0.7 years older than the state. Women in Conejos County are not significantly older or younger than women in the state but men in Conejos County are significantly older than men in the state.

Conejos County Median Age by Gender		
	Conejos County	**Colorado**
Gender	Estimate	Estimate
Total	38.2	36.5
Male	38.2	35.6
Female	38.2	37.5
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*		

The changing age distribution of the population of Conejos County for the period from 2010 through 2025 is shown here. The changes in proportion of different groups can highlight the need for future planning and service provision. Many areas have a larger share of older adults, indicating the need to evaluate housing, transportation and other needs of the senior population.



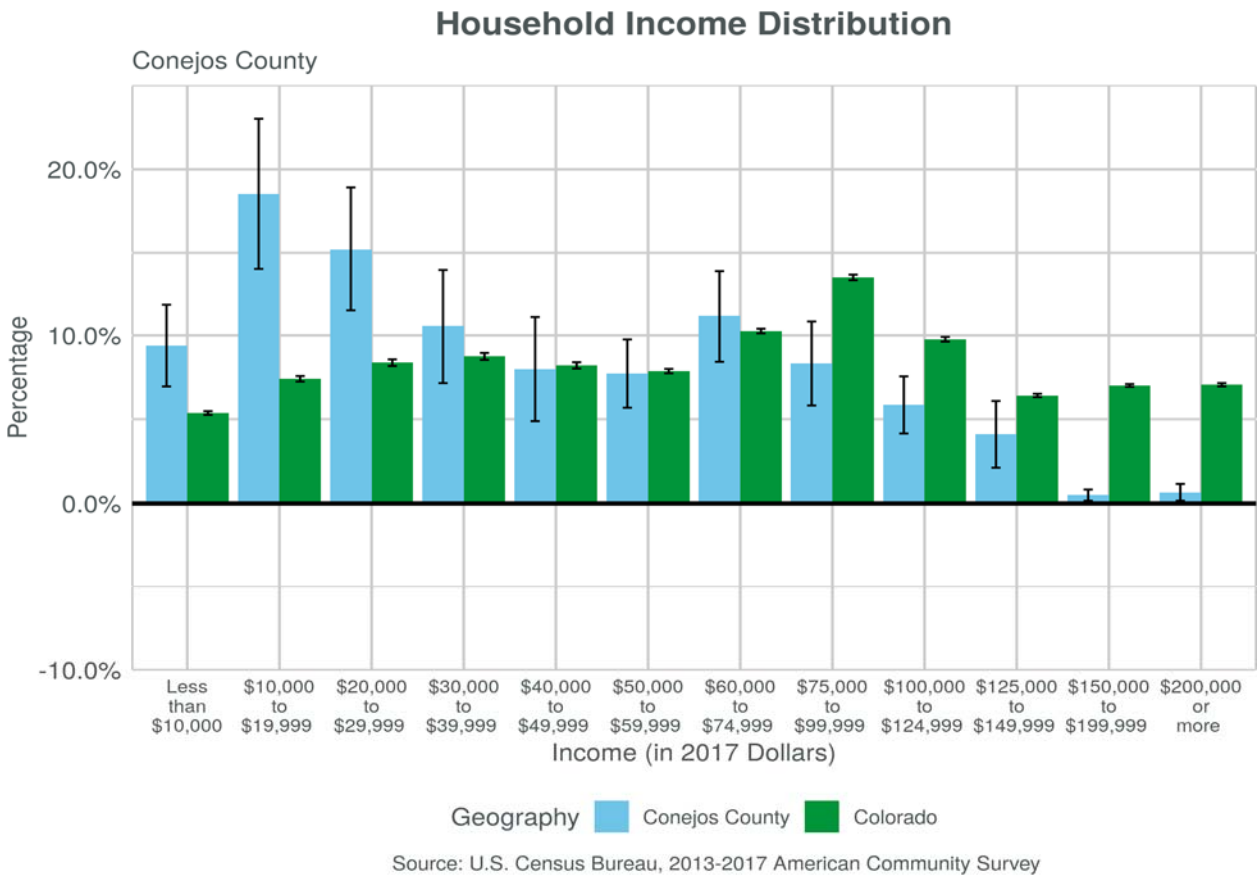
This plot shows the net migration by age in Conejos County. Colorado typically draws many young adults as migrants. Areas with colleges and resorts draw a number of 18 to 24 year olds. Areas with a growing economy tend to account mostly 25 to 35 year olds and areas attractive to retirees tend to draw both workers and older adults.



Household Income

(The plots and tables in this section describe the general population characteristics of Conejos County. The bars on the plots show the width of the 90 percent confidence interval. Categories where the bars do not overlap are significantly different.)

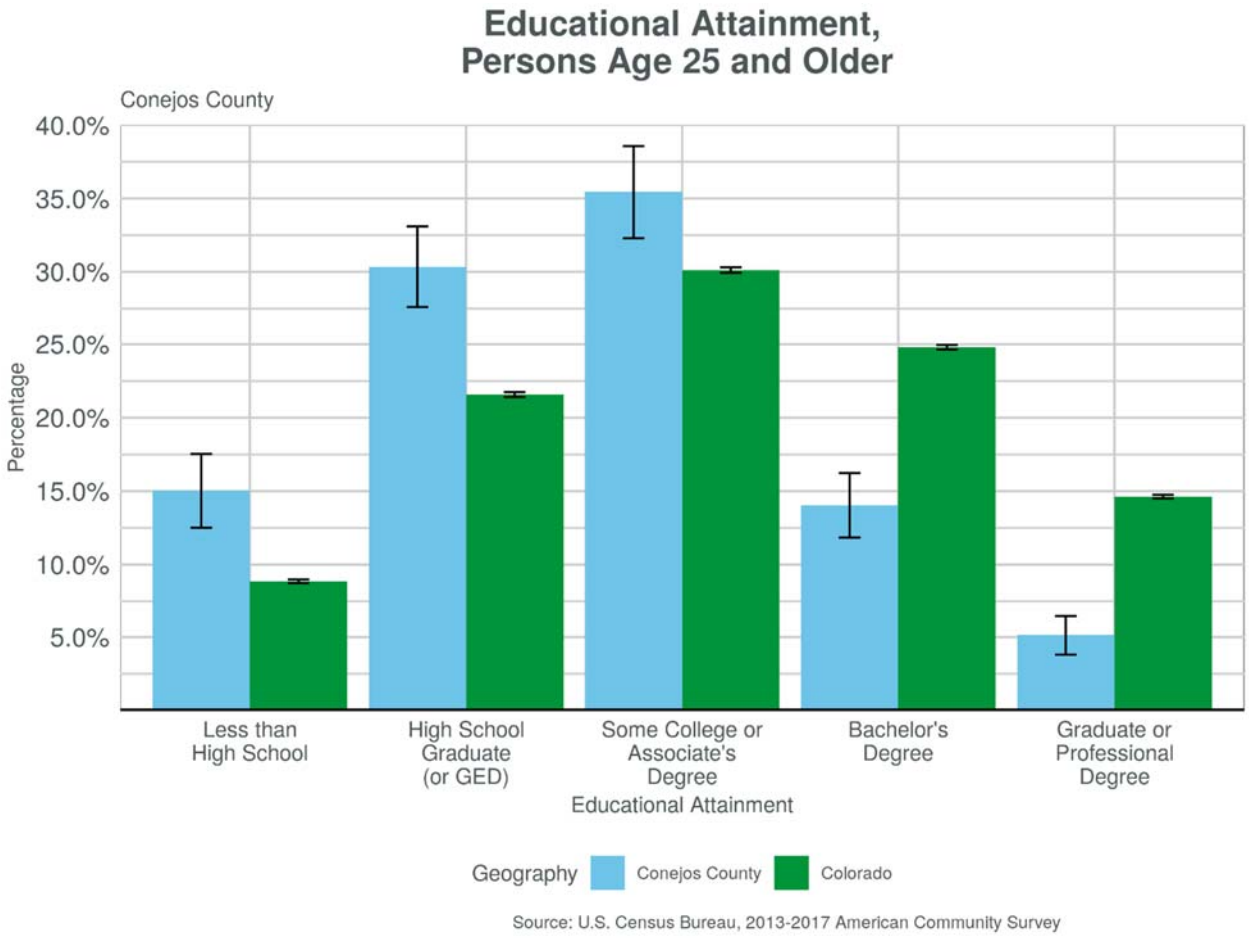
The household income distribution plot compares Conejos County to the statewide household incomes. Household income comes primarily from earnings at work, but government transfer payments such as Social Security and TANF and unearned income from dividends, interest and rent are also included. Income and education levels are highly correlated; areas that have lower educational attainment than the state will typically have lower household incomes.



Conejos County Household Income Sources		
	Households	**Mean Income**
All Households	2,992	$36,493
With earnings	66.5%	$51,425
With interest, dividends or net rental income	13.8%	$18,806
With Social Security income	39.3%	$15,418
With Supplemental Security Income (SSI)	12.0%	$10,306
With cash public assistance income	6.6%	$ 3,374
With retirement income	15.1%	$21,982
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*		

Educational Attainment

The education attainment plot is provided for persons older than Age 25, i.e., those who have likely completed their education.



Race and Ethnicity

Population in the Census is reported on both racial and ethnic dimensions, wherein race includes White, Black/African American, American Indian/Alaska Native, Asian, Native Hawaiian/Pacific Islander, and other races. Hispanic/Latino includes all persons of any race who declared Hispanic or Latino affiliation on their census form.

Conejos County Race/Ethnicity Trend

Race/Ethnicity	Census 2000	Census 2010	2013-2017 American Community Survey
Hispanic	58.9%	56.0%	53.4%
Non-Hispanic	41.1%	44.0%	46.6%
Non-Hispanic White	39.3%	41.8%	43.9%
Non-Hispanic Black	0.1%	0.1%	0.3%
Non-Hispanic Asian	0.1%	0.2%	0.1%
Non-Hispanic Native American/Alaska Native	0.7%	0.6%	1.5%
Non-Hispanic Native Hawaiian/Pacific Islander	0.1%	0.0%	0.1%
Non-Hispanic Other	0.1%	0.3%	0.0%
Non-Hispanic, Two Races	0.7%	1.0%	0.6%
Total Population	100.00%	100.00%	100.00%

Source: *2000 Census; 2010 Census; U.S. Census Bureau, 2013-2017 American Community Survey*

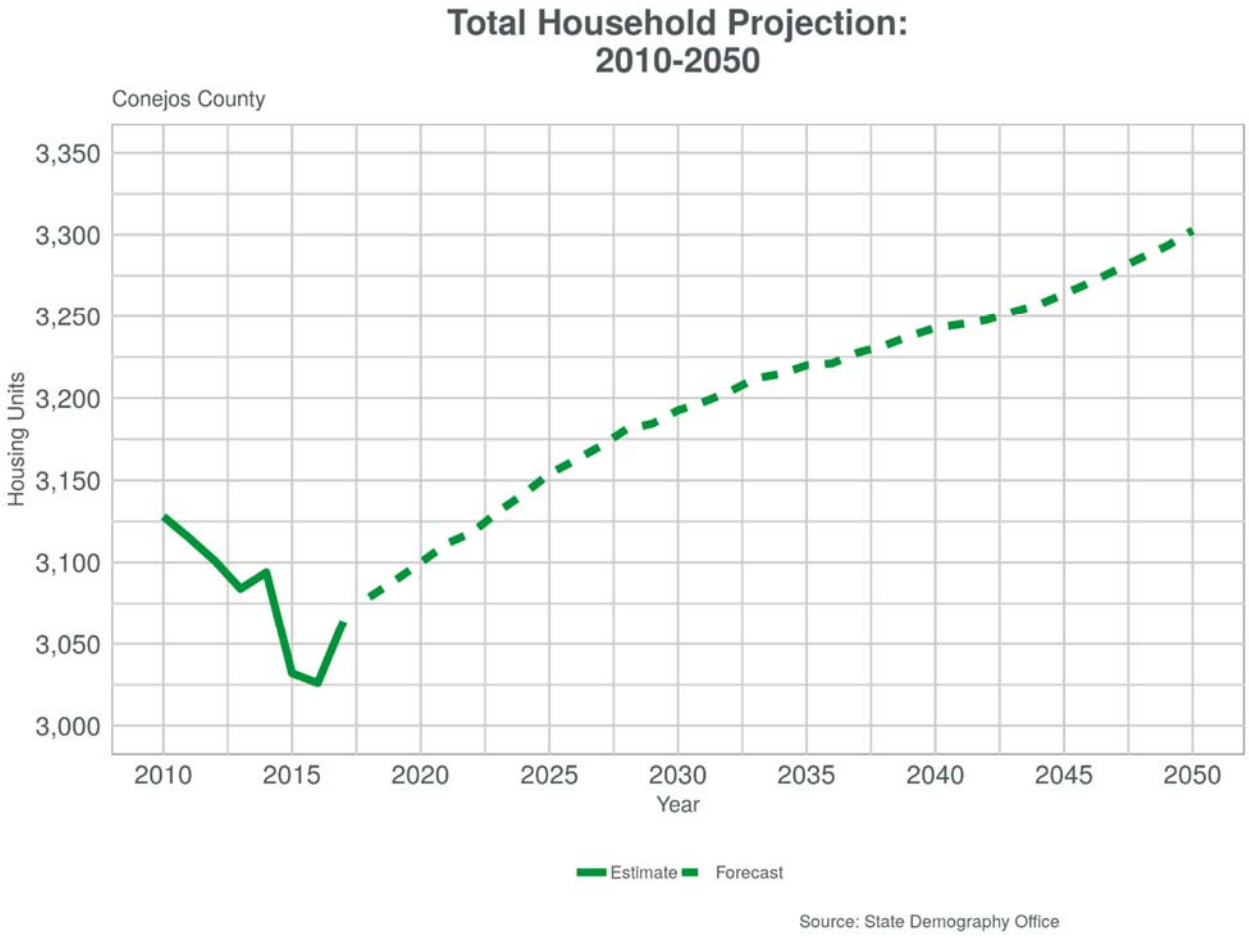
Conejos County Race/Ethnicity Comparison

Race/Ethnicity	Conejos County	Colorado
Hispanic	53.4%	21.3%
Non-Hispanic	46.6%	78.7%
Non-Hispanic White	43.9%	68.6%
Non-Hispanic Black	0.3%	3.9%
Non-Hispanic Native American/Alaska Native	1.5%	0.5%
Non-Hispanic Asian	0.1%	3.0%
Non-Hispanic Native Hawaiian/Pacific Islander	0.1%	0.1%
Non-Hispanic Other	0.0%	0.2%
Non-Hispanic, Two Races	0.6%	2.4%

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Housing

Understanding the current housing stock is critical for understanding how the community can best address current and future demands. This section begins with a projection of households. The projection of households is derived by county specific headship rates for the population by age. Beyond the numbers and characteristics, understanding the value and affordability of housing units is vital. Are the housing prices prohibitive to new families? Are the housing prices at such a high price that once the current work force ages and sells, those housing units will most likely go into the vacation seasonal market? Or are housing prices reasonable and suddenly the community is experiencing growth in families with children? How many total housing units are there? What types of new units are being built - multi-family vs single family?



The next several tables provide an overview of the housing stock in an area. The availability of land and the cost of land can dictate whether housing is less dense, with a greater number of single family units or denser with a number of multifamily apartments and condos. Median home values and median gross rents are often considerably lower than current market prices as the values are computed from a 5-year average that runs through 2016. The number of people per household can offer insights as to the composition of the households. Areas with a larger number of people per household often have more families with children under 18 or a number of roommates living together to share housing costs. Those with a smaller number of persons per household, likely have a larger share of single-person households.

Conejos County Housing Units, 2017

Housing Type	Conejos County
Total Housing Units	4,405
Occupied Housing Units	3,064
Vacant Housing Units	1,341
Vacancy Rate	30.4%
Total Population	8,117
Household Population	8,081
Group Quarters Population	36
Persons per Household	2.64

Source: *State Demography Office*

Conejos County Comparative Owner-Occupied Housing

	Conejos County	Colorado
Median Value of Owner-Occupied Households (Current Dollars)	$113,100	$286,100
Percentage of Owner-Occupied Households paying 30-49% of income on housing	13.2%	14.3%
Percentage of Owner-Occupied Households paying 50% or more of income on housing	10.4%	9.0%

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Conejos County Characteristics of Owner-Occupied Housing				
	People		Units	
	Value	Percent	Value	Percent
Owner-Occupied Housing	6,443	100.0%	2,336	100.0%
Single Unit Buildings	4,906	76.1%	1,811	77.5%
Buildings with 2 to 4 Units	0	0.0%	0	0.0%
Buildings with 5 or More Units	6	0.1%	6	0.3%
Mobile Homes	1,518	23.6%	508	21.7%
RVs, Boats, Vans, Etc.	13	0.2%	11	0.5%
Median Year of Construction			1975	
Average Number of Persons Per Household	2.76			
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*				

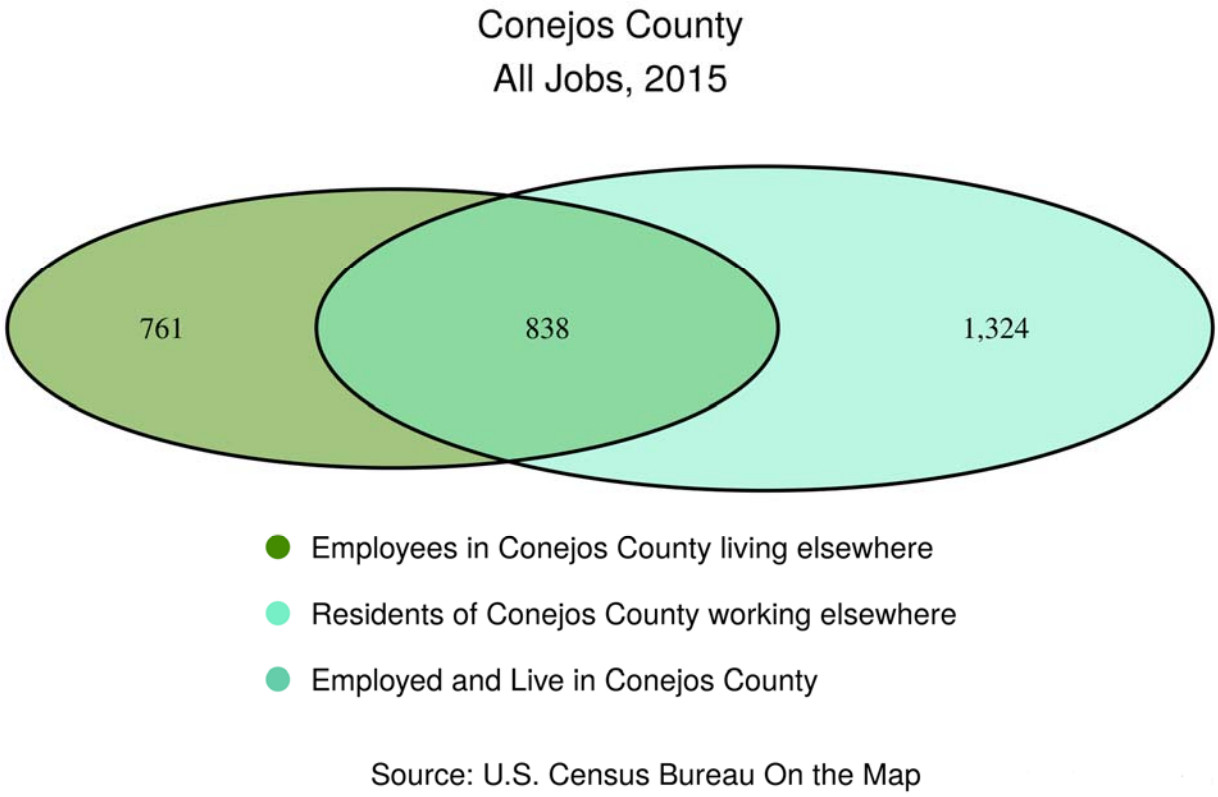
Conejos County Comparative Rental Housing Values		
	Conejos County	Colorado
Median Gross Rent of Rental Households (Current Dollars)	$533	$1,125
Percentage of Rental Households paying 30-49% of income on housing	14.9%	25.1%
Percentage of Rental Households paying 50% or more of income on housing	13.7%	23.4%
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*		

Conejos County Characteristics of Rental Housing				
	People		Units	
	Value	Percent	Value	Percent
Rental Housing	1,645	100.0%	656	100.0%
Single Unit Buildings	1,109	67.4%	351	53.5%
Buildings with 2 to 4 Units	133	8.1%	88	13.4%
Buildings with 5 or More Units	208	12.6%	128	19.5%
Mobile Homes	195	11.9%	89	13.6%
RVs, Boats, Vans, Etc.	0	0.0%	0	0.0%
Median Year of Construction			1975	
Average Number of Persons Per Household	2.51			
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*				

Commuting

Commuting plays an important role in the economy of an area because not all workers live where they work. Commuting impacts local job growth, access to employees, and transportation infrastructure. The Commuting diagram identifies three groups of people:

- People who work in Conejos County, but live elsewhere.
- People who live in Conejos County, but work elsewhere.
- People who live and work in Conejos County.



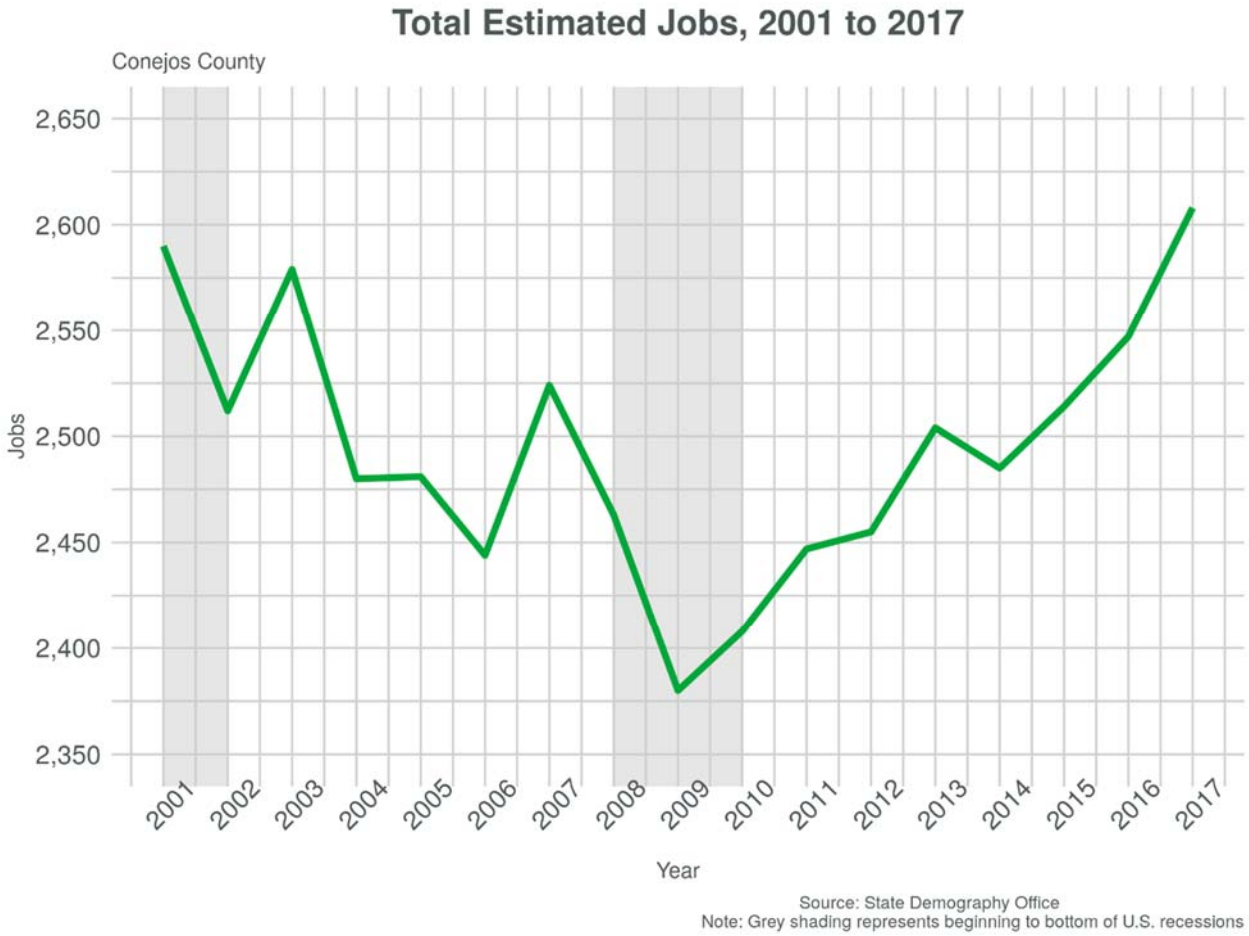
Source: U.S. Census Bureau On the Map

Employees in Conejos County living elsewhere		
Location	**Count**	**Percent**
Alamosa County, CO	245	32.2%
Rio Grande County, CO	70	9.2%
Arapahoe County, CO	61	8.0%
Jefferson County, CO	35	4.6%
Denver County, CO	34	4.5%
Adams County, CO	31	4.1%
Montrose County, CO	28	3.7%
Costilla County, CO	27	3.5%
Douglas County, CO	19	2.5%
Las Animas County, CO	16	2.1%
Other Counties	195	25.6%
Total	761	100.0%
Source: *U.S. Census Bureau On the Map*		

Residents of Conejos County working elsewhere		
Location	**Count**	**Percent**
Alamosa County, CO	490	37.0%
Denver County, CO	86	6.5%
Jefferson County, CO	71	5.4%
Rio Grande County, CO	68	5.1%
El Paso County, CO	57	4.3%
Pueblo County, CO	57	4.3%
Costilla County, CO	41	3.1%
Arapahoe County, CO	37	2.8%
Adams County, CO	33	2.5%
Las Animas County, CO	28	2.1%
Other Counties	356	26.9%
Total	1,324	100.0%
Source: *U.S. Census Bureau On the Map*		

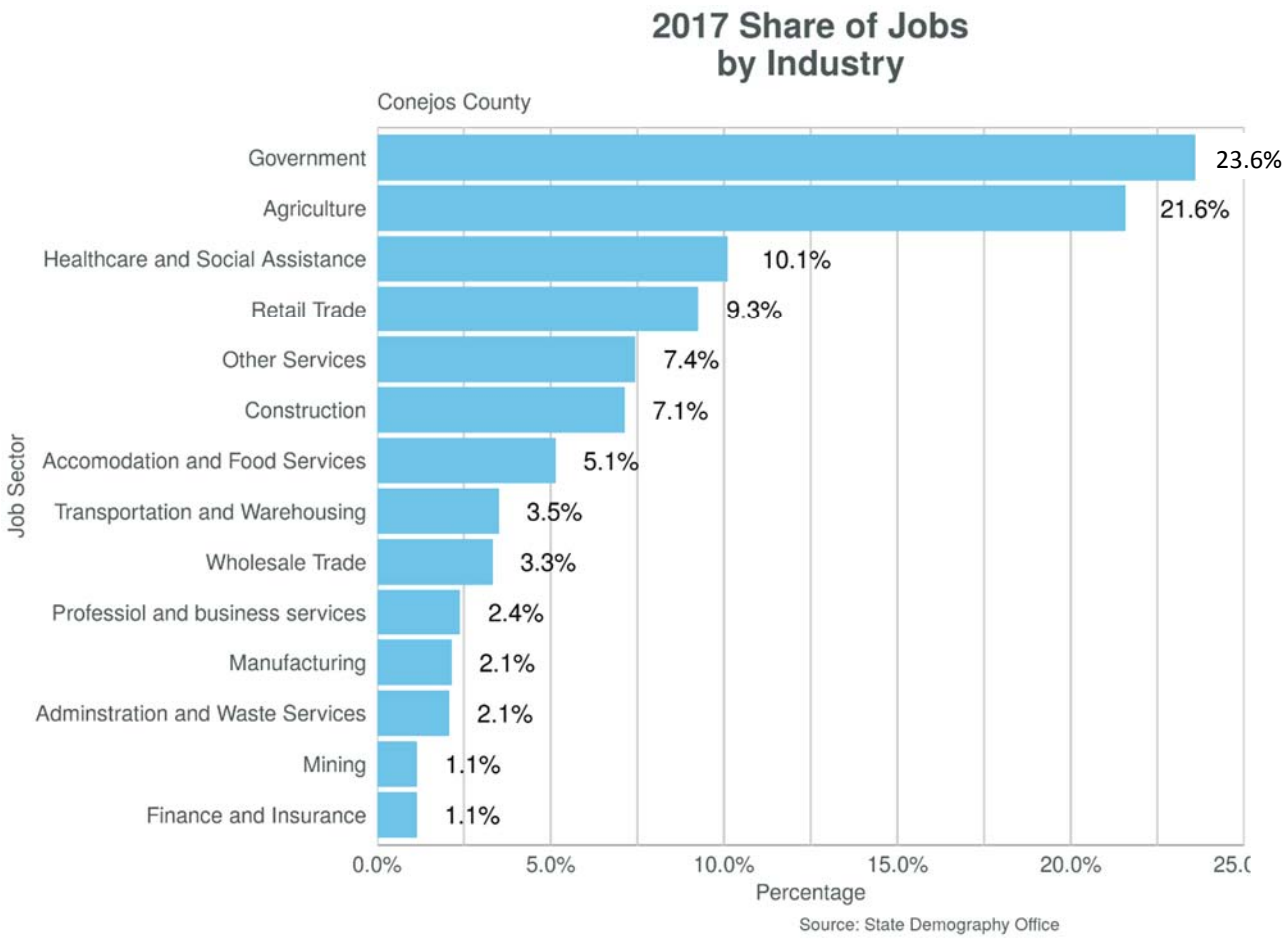
Employment

The Estimated Jobs is a series created by the SDO to give a comprehensive look at the number of jobs located within Conejos County. It is broad in scope, capturing both wage and salary workers as well as most proprietors and agricultural workers. A more diverse economy is typically more resilient, too. When looking at the employment trends recently and after a recession (shaded in gray) it is also important to look at the current share of employment by industry. Areas dependent on a single industry such as agriculture, mining or tourism can suffer from prolonged downturns due to drought, shifting demand for commodities, and the health of the national economy.



Employment by Industry

Identifying the industries which may be driving the growth and change within a community is a vital part of understanding community dynamics. Growth in jobs often results in growth in residents from migration within a community. Identifying the trends of growth or decline of jobs and the types of jobs available within 15 the community is important.



The total estimated jobs are subdivided into three categories:

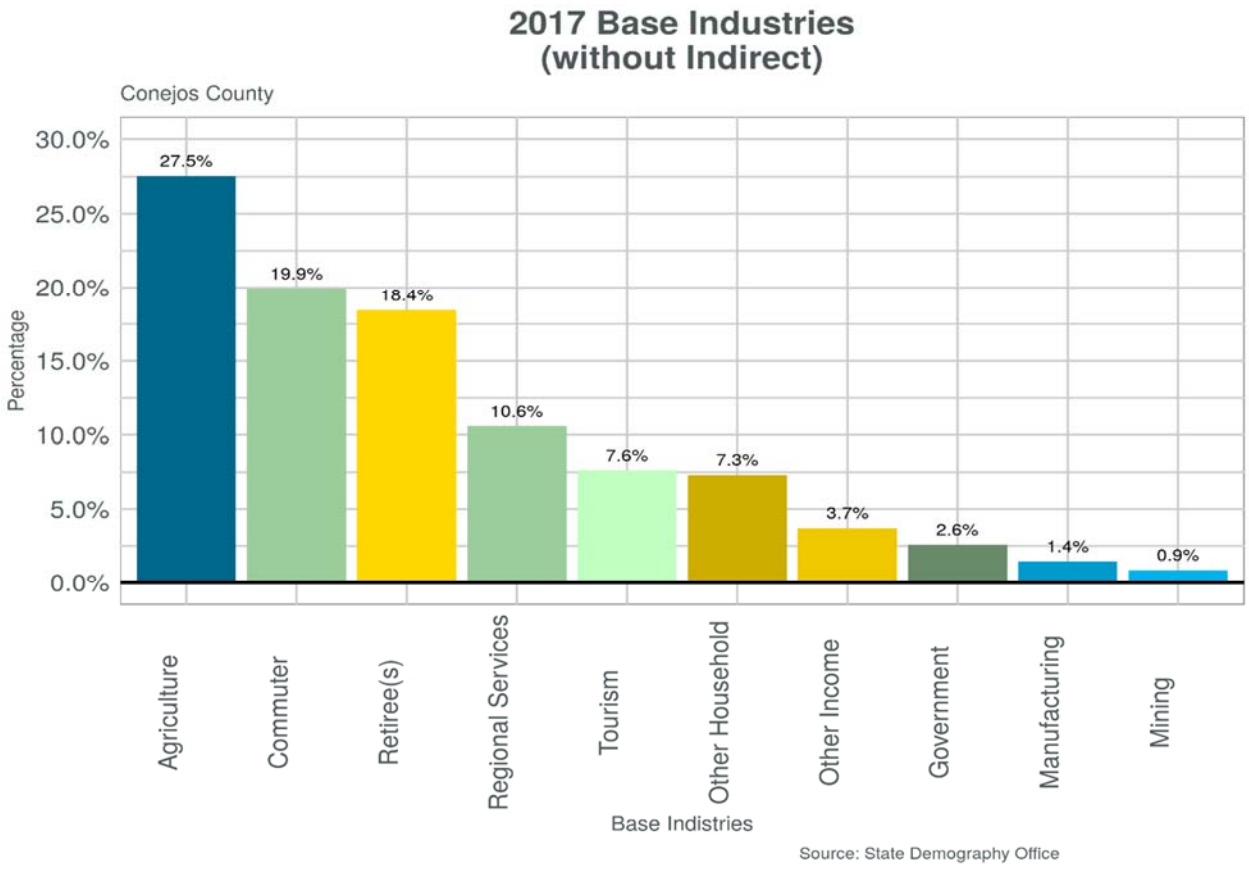
• *Direct Basic:* jobs that bring outside dollars into the community by selling goods or services outside the county, such as manufacturing or engineering services,

• *Indirect Basic:* jobs that are created as the result of goods and services purchased by direct basic such as accounting services or raw material inputs, and

• *Local (Resident) Services:* jobs that are supported when income earned from the base industries is spent locally at retailers or are supported by local tax dollars to provide services like education and public safety.

Conejos County Jobs by Sector, 2017		
Employment Type	**Jobs**	**Percent**
Direct Basic Employment	2,384	91.5%
Indirect Basic Employment	201	7.7%
Local Services Employment	21	0.8%
Total Employment	2,606	100.0%
Total Population, 16+	6,692	
Source: *State Demography Office*		

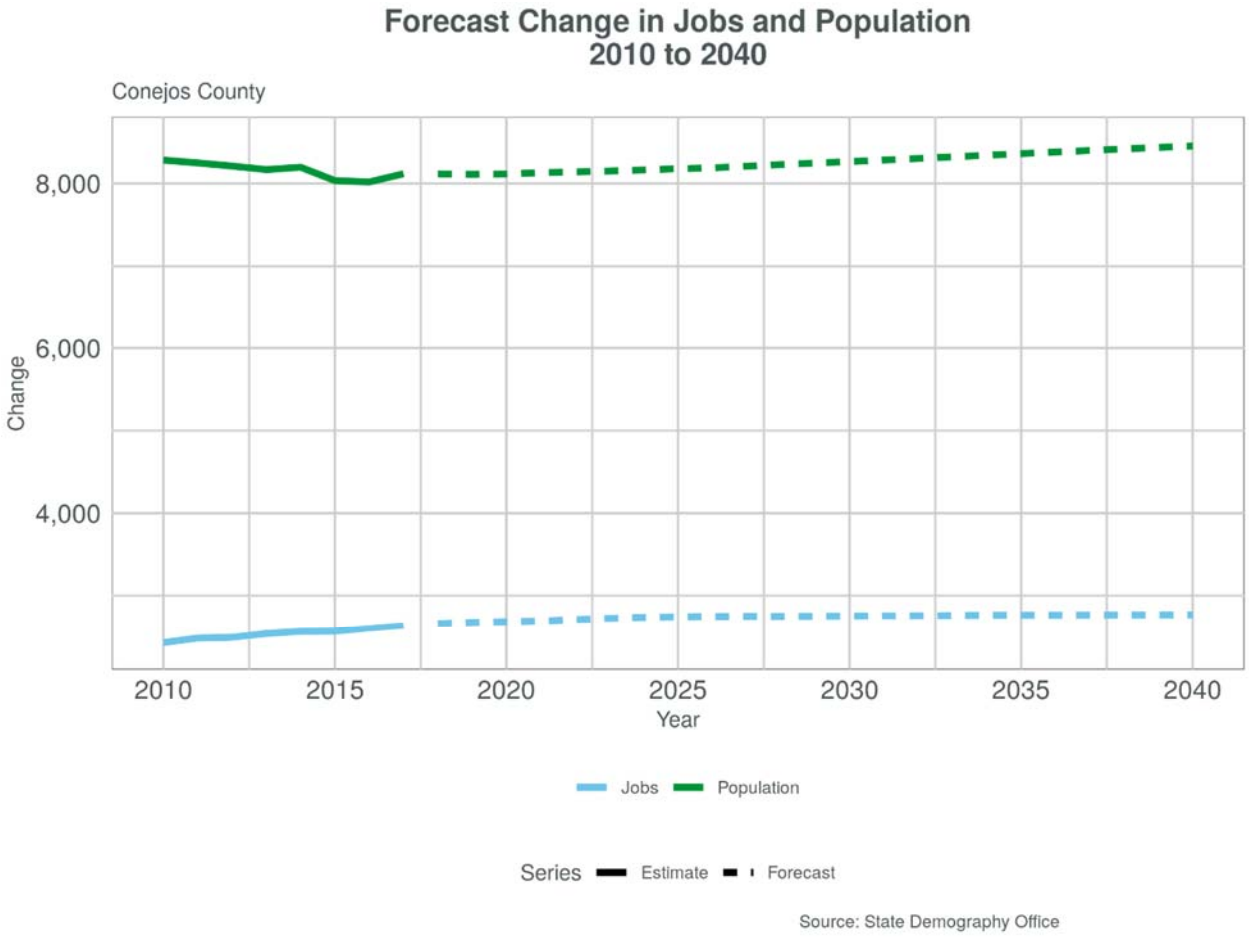
This plot shows the jobs by industry profile for Conejos County. The relative rank of high-paying sectors, such as mining, information and financial and insurance services versus mid-range jobs (e.g., construction, health care and government) and lower-paying industries such as retail trade and accommodation and food services, will have an impact on a county's overall economic health.

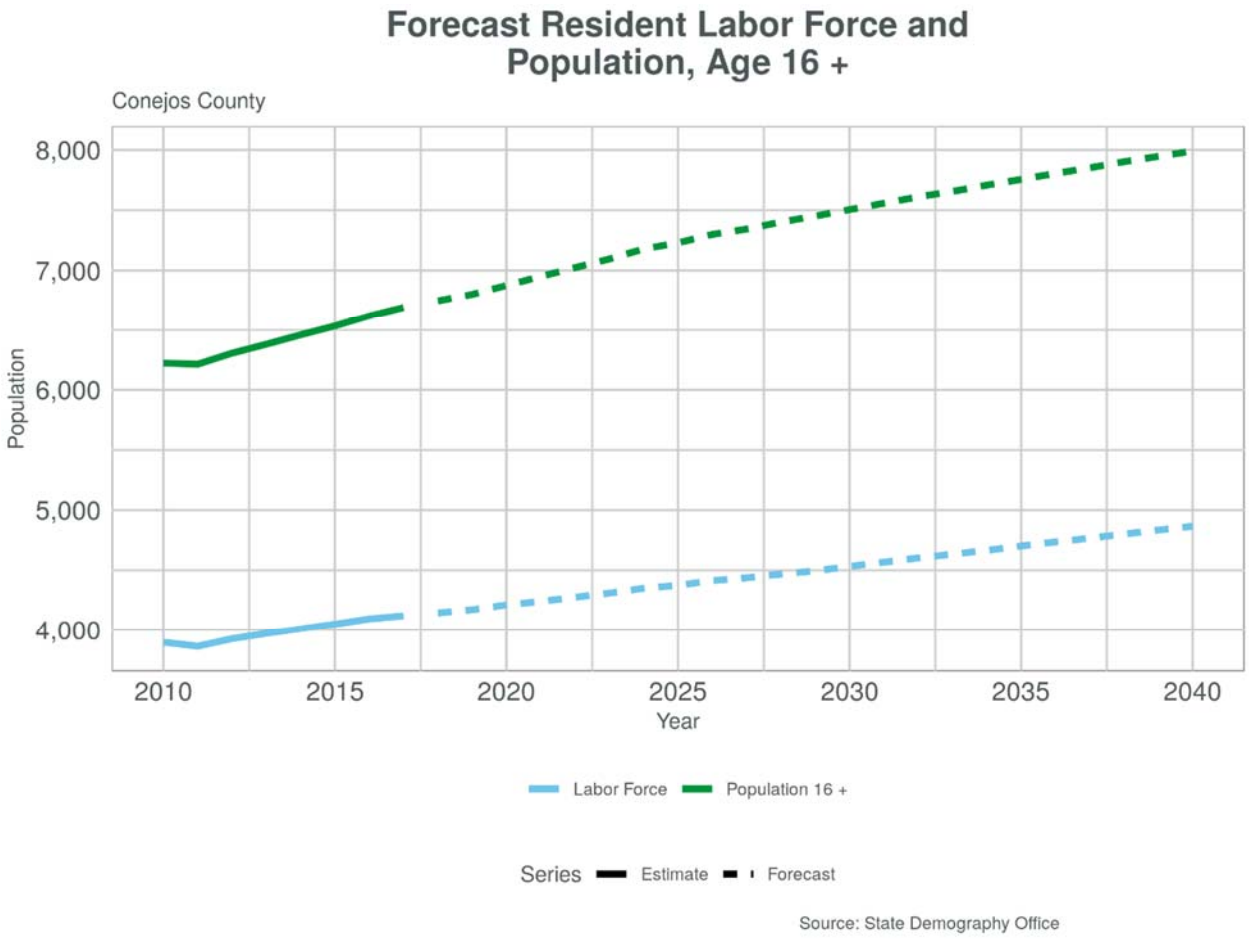


Employment Forecast and Wage Information

Understanding the types of jobs forecast to grow in a community, if jobs are forecast to increase, will aid in further understanding potential changes in population, labor force, housing demand, and household income. Important questions to ask include: What is the current forecast for job growth based on the current industry mix? What types of jobs are forecast to grow? What are the wages for those jobs? What are the labor force trends for the community? Is the labor force expected to grow or slow down?

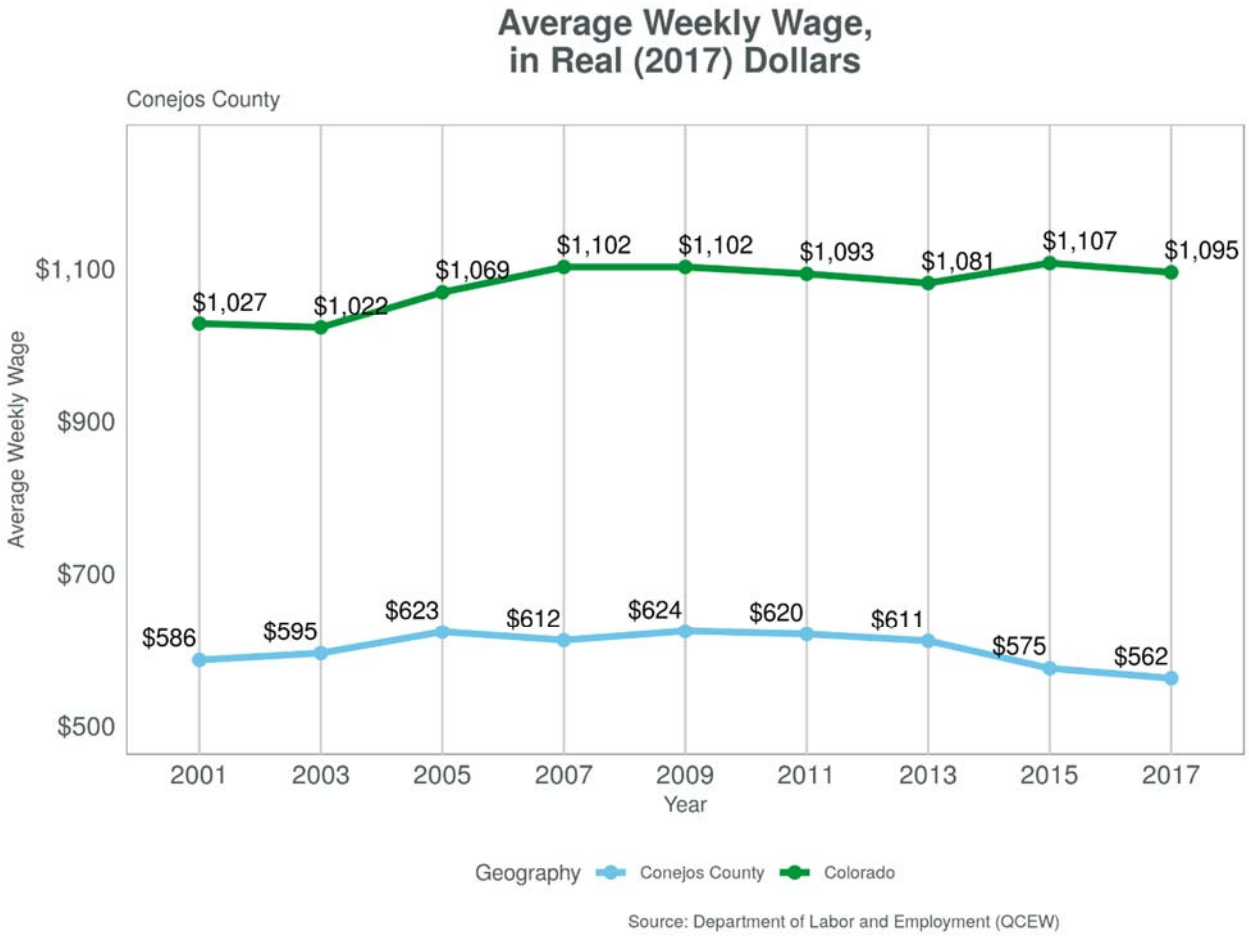
The total jobs forecast and population forecast are for Conejos County shown here. The two lines diverge over time due to the aging of our population and continued growth in our under 18 population – two segments of the population that are less likely to be employed. Growth in the 65 plus population in the labor force through 2040 compared to the universe population of those over the age of 16 since labor force participation declines with age, especially among those eligible for pensions or social security.




Forecast Resident Labor Force and Population, Age 16 +
Conejos County
8,000
7,000
6,000
5,000
4,000
Population
2010
2015
2020
2025
2030
2035
2040
Year
Labor Force
Population 16 +
Series
Estimate
Forecast
Source: State Demography Office

Wages

The inflation adjusted (real) average weekly wages for Conejos County and Colorado are shown here. In 2017 dollars, wages in Colorado have been essentially unchanged since 2010. The gain or loss of a major employer such as a mine or a hospital can have a significant impact on a county's average weekly wage. These wages are shown only for jobs located within that county and do not include most proprietors. Household income can be influenced by the average weekly wage, but in areas that have considerable amounts commuting or unearned income this relationship is not particularly strong.



Municipalities

Antonito Quick Facts			
	Antonito	**Conejos County**	**Colorado**
Population (2017) *	751	8,117	5,609,445
Population Change (2010 to 2017) *	-32	-165	559,113
Total Employment (2017) *	349	2,608	3,309,391
Median Household Income **	$25,800	$35,657	$65,458
Median House Value **	$84,300	$113,100	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	35.0%	21.1%	11.5%
Percentage of Population Born in Colorado **	73.5%	78.5%	42.7%

** State Demography Office*
*** U.S. Census Bureau, 2013-2017 American Community Survey*

La Jara Quick Facts			
	La Jara	**Conejos County**	**Colorado**
Population (2017) *	790	8,117	5,609,445
Population Change (2010 to 2017) *	-30	-165	559,113
Total Employment (2017) *	693	2,608	3,309,391
Median Household Income *	$37,813	$35,657	$65,458
Median House Value *	$101,800	$113,100	$286,100
Percentage of Population with Incomes lower than the Poverty Line *	24.8%	21.1%	11.5%
Percentage of Population Born in Colorado **	68.7%	78.5%	42.7%

** State Demography Office*
*** U.S. Census Bureau, 2013-2017 American Community Survey*

Manassa Quick Facts

	Manassa	Conejos County	Colorado
Population (2017) *	980	8,117	5,609,445
Population Change (2010 to 2017) *	-14	-165	559,113
Total Employment (2017) *	207	2,608	3,309,391
Median Household Income **	$34,554	$35,657	$65,458
Median House Value **	$87,100	$113,100	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	25.4%	21.1%	11.5%
Percentage of Population Born in Colorado **	71.9%	78.5%	42.7%

** State Demography Office*
*** U.S. Census Bureau, 2013-2017 American Community Survey*

Romeo Quick Facts

	Romeo	Conejos County	Colorado
Population (2017) *	404	8,117	5,609,445
Population Change (2010 to 2017) *	-1	-165	559,113
Total Employment (2017) *	23	2,608	3,309,391
Median Household Income **	$19,167	$35,657	$65,458
Median House Value **	$68,800	$113,100	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	32.1%	21.1%	11.5%
Percentage of Population Born in Colorado **	NaN%	78.5%	42.7%

** State Demography Office*
*** U.S. Census Bureau, 2013-2017 American Community Survey*

Sanford Quick Facts

	Sanford	Conejos County	Colorado
Population (2017) *	865	8,117	5,609,445
Population Change (2010 to 2017) *	-16	-165	559,113
Total Employment (2017) *	189	2,608	3,309,391
Median Household Income **	$41,442	$35,657	$65,458
Median House Value **	$102,300	$113,100	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	13.1%	21.1%	11.5%
Percentage of Population Born in Colorado **	78.8%	78.5%	42.7%

** State Demography Office*
*** U.S. Census Bureau, 2013-2017 American Community Survey*

Costilla County

It is often said Costilla County is where Colorado began. Major attractions include museums in Fort Garland, in San Luis (Colorado's oldest town) the Stations of the Cross and the Shrine of All Saints, annual Santa Ana and Santiago celebration each July, a bronze foundry, artist colony in Jaroso, and the Los Caminos Antiguos Scenic and Historic Byway. Notable fishing areas include Sanchez, Smith, and Mountain Home reservoirs, and Culebra Creek. The county also contains the Valley's largest tracts of private lands including the Blanca-Trinchera ranch and the 70,000-acre La Sierra tract which was originally a Mexican land grant. Small villages and farms are notable near San Luis, with larger farms in Jaroso and the Fort Garland area. San Luis is about 40 miles from Taos, New Mexico.

Costilla County Quick Facts

	Costilla County	Colorado
Population (2017) *	3,771	5,609,445
Population Change (2010 to 2017) *	239	559,113
Total Employment (2017) *	1,446	3,309,391
Median Household Income **	$29,000	$65,458
Median House Value **	$114,200	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	29.6%	11.5%
Percentage of Population Born in Colorado **	59.3%	42.7%

** State Demography Office*
***U.S. Census Bureau, 2013-2017 American Community Survey*

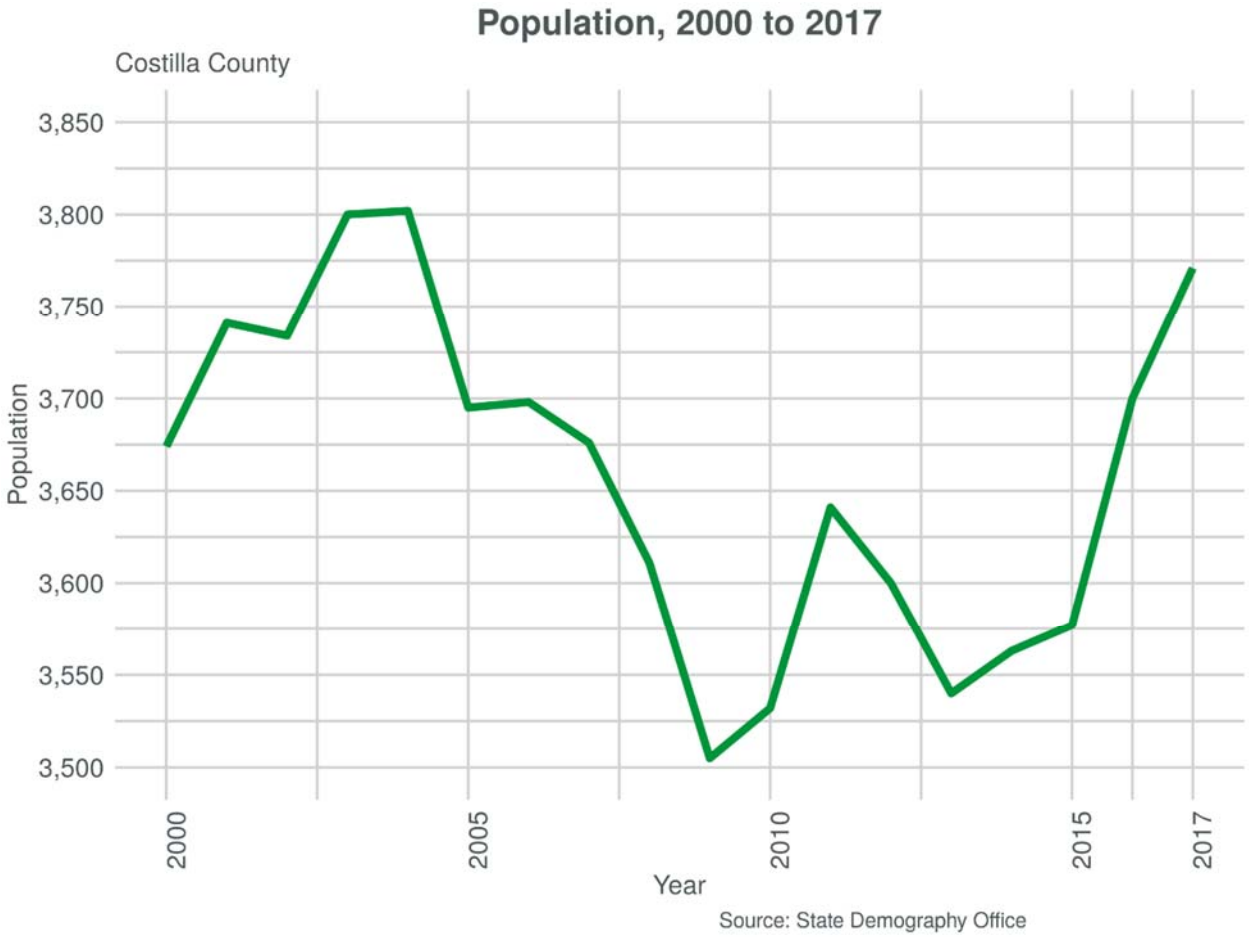
Population

At the end of 2017 the estimated population of Costilla County was 3,771, an increase of 194 over the population in 2015. The growth rate for Costilla County between 2015 and 2016 was 2.7 percent compared to 1.5 percent for the State of Colorado.

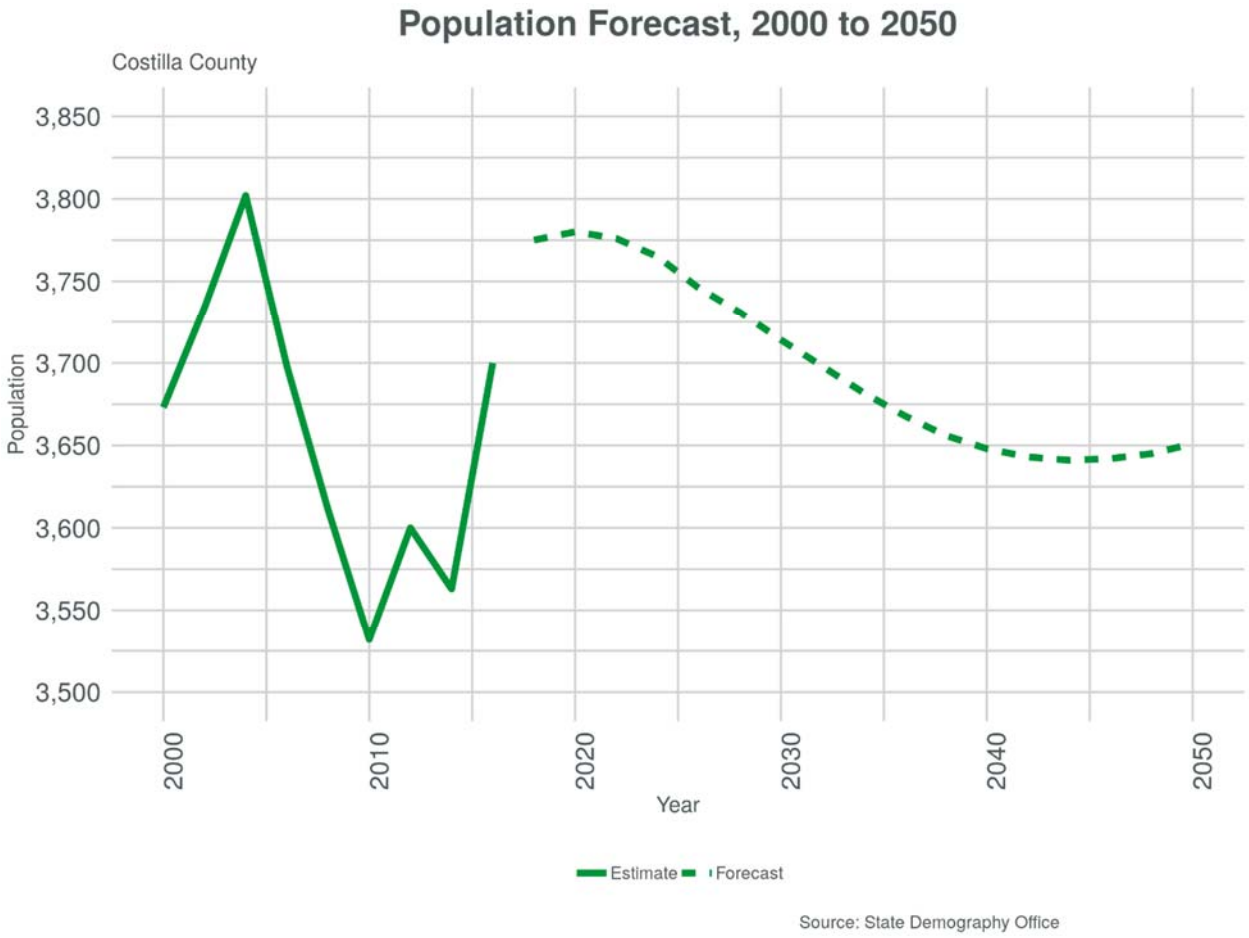
Costilla County Population Growth Rate

	Costilla County		Colorado	
Year	Population	Growth Rate	Population	Growth Rate
1990	3,190		3,294,473	
1995	3,511	1.9%	3,811,074	3.0%
2000	3,674	0.9%	4,338,801	2.6%
2005	3,695	0.1%	4,662,534	1.4%
2010	3,532	-0.9%	5,050,332	1.6%
2015	3,577	0.3%	5,444,871	1.5%
2017	3,771	2.7%	5,609,445	1.5%

Source: *State Demography Office*

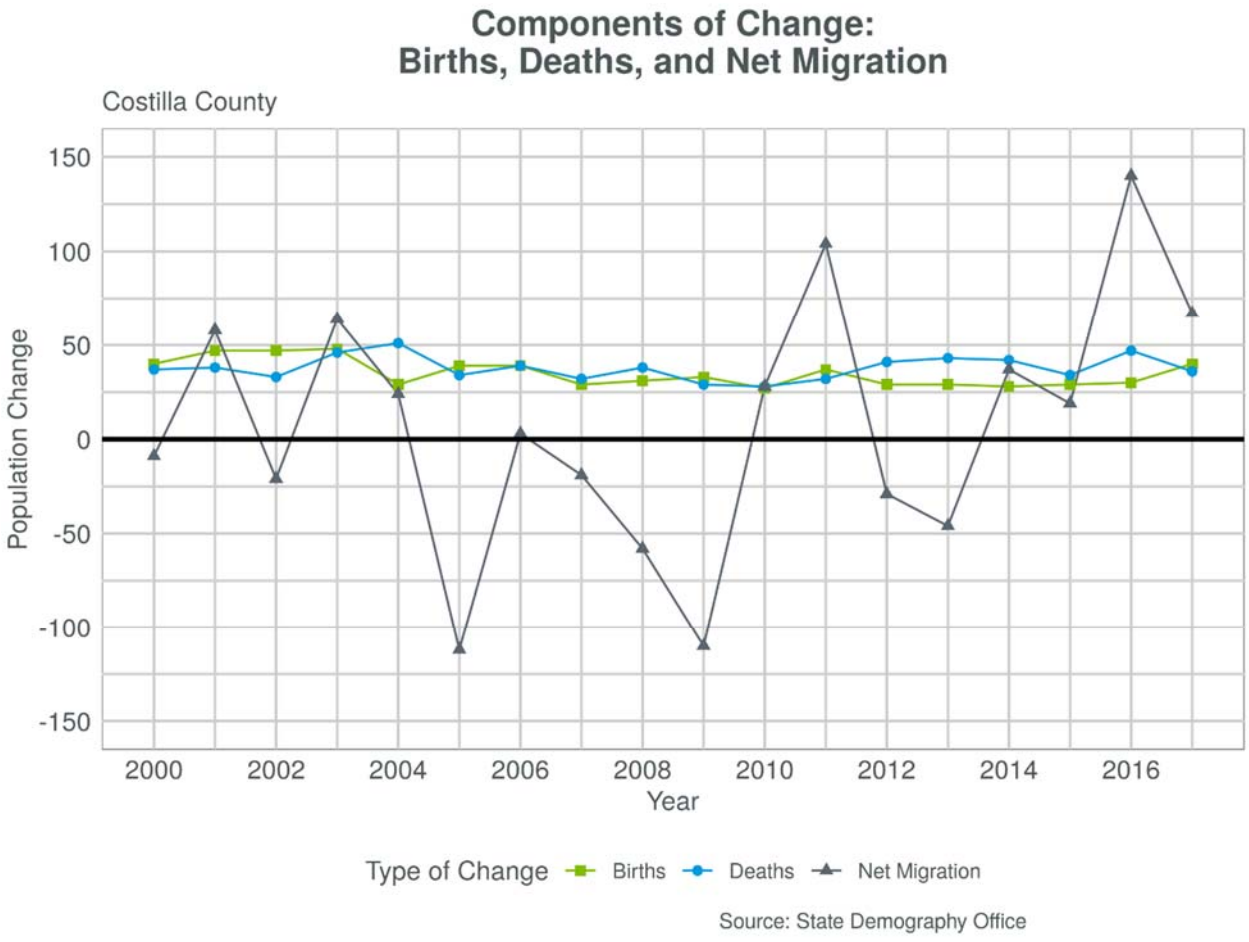

Population, 2000 to 2017
Costilla County
3,850
3,800
3,750
3,700
3,650
3,600
3,550
3,500
Population
2000
2005
2010
2015
2017
Year
Source: State Demography Office

The population of Costilla County is forecast to reach 3,780 by 2020 and 3,648 by 2040. Overall, the growth rate for Costilla County is expected to decrease between 2020 and 2040. Between 2010 and 2020 the forecast growth rate was 0.7 percent, between 2020 and 2030 the forecast growth rate is -0.2 percent, while the forecast growth rate between 2030 and 2040 is -0.2 percent. The change is due in part to population aging and changes in the proportion of the population in childbearing ages.



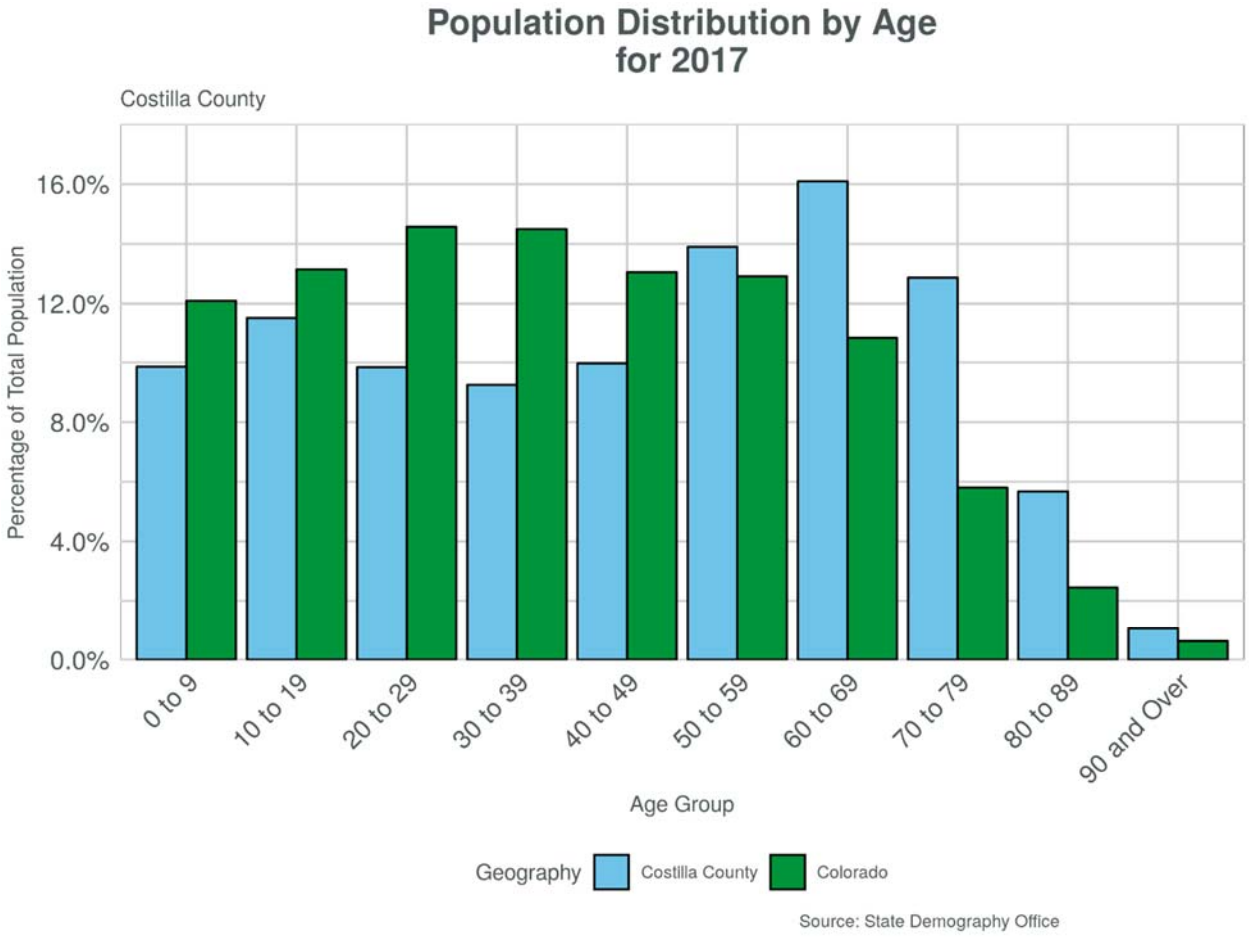
Births, deaths and net migration are the main components of population change. Net migration is the difference between the number of people moving into an area and the number of people moving out. Change in net migration typically causes most of the changes in population trends because migration is more likely to experience short-term fluctuations than births and deaths. Migration also tends to be highly correlated to job growth or decline in communities where most of the residents work where they live. For many counties with negative natural increase (more deaths than births), this makes migration especially important for population stability and growth.

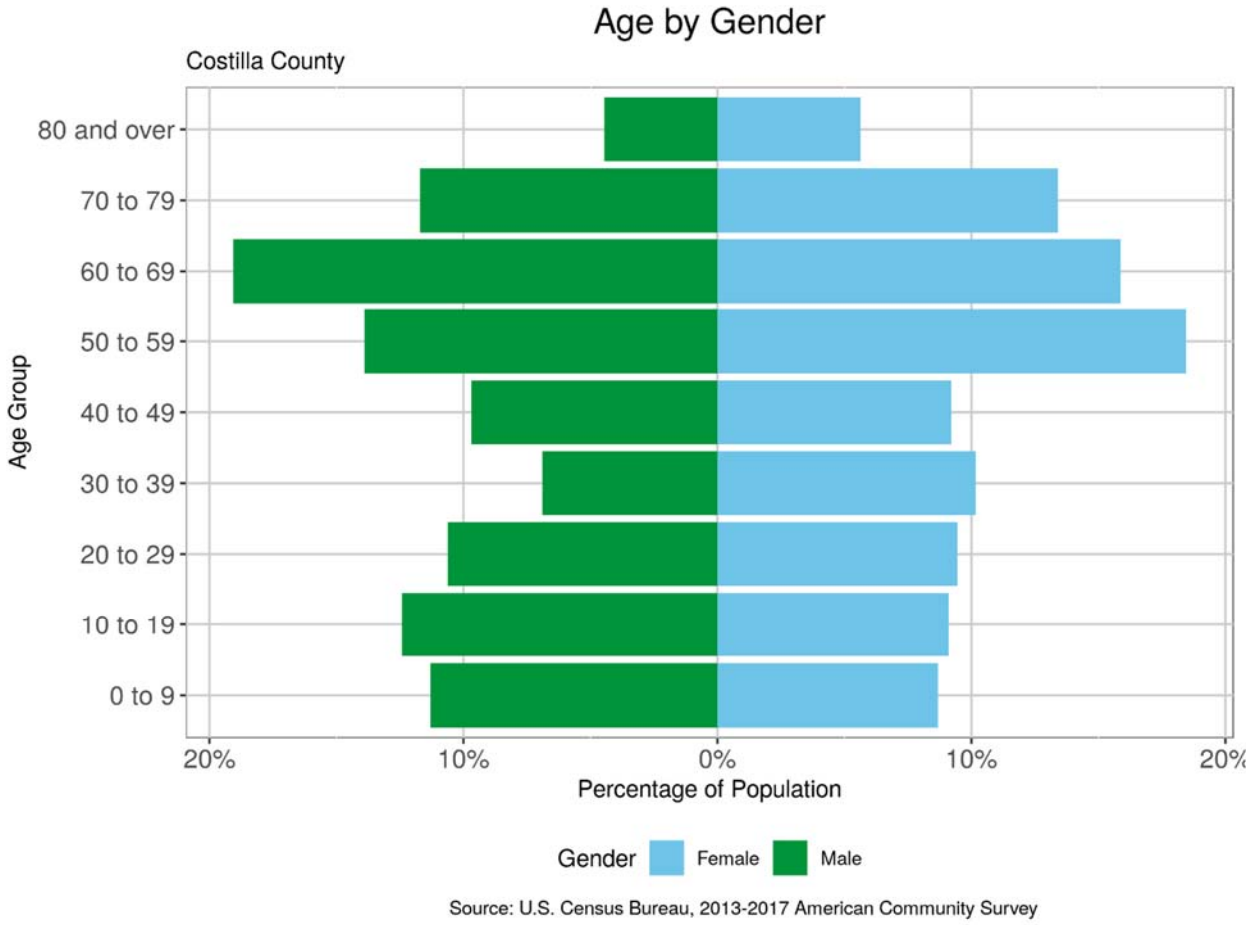
Over the past five years, between 2013 and 2017, the population of Costilla County has increased by 171 people. The total natural increase (births - deaths) over this period was -58 and the total net migration (new residents who moved in minus those who moved out) was 188.



Every community has a different age profile and is aging differently. People in different age groups work, live, shop, and use resources differently and these differences will impact the economy, labor force, housing, school districts, day care facilities, health services, disability services, transportation, household income, and public finance. An aging population may put downward pressure on local government tax revenue due to changes in spending on taxable goods.

The age distribution of the population of Costilla County and Colorado are shown here.

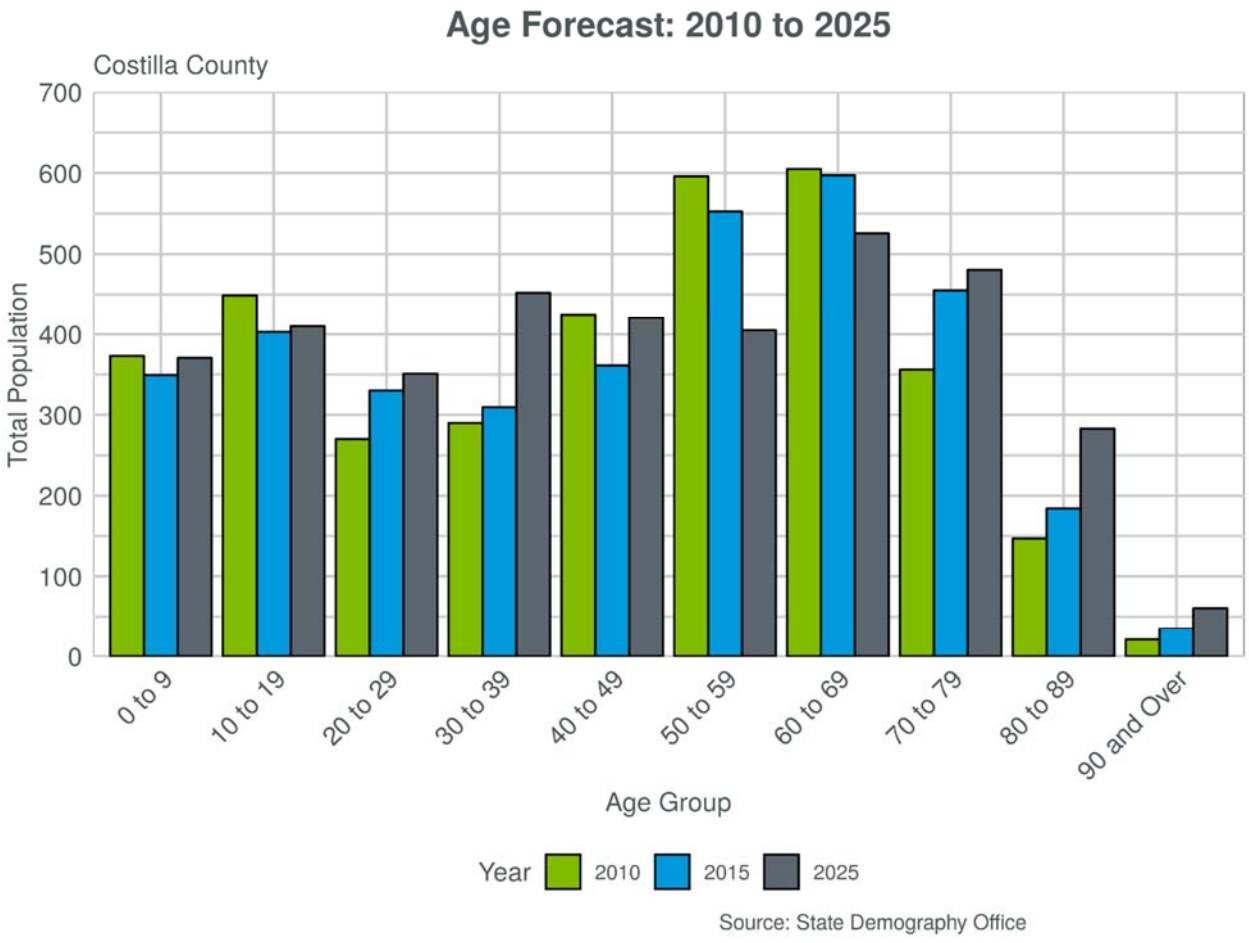




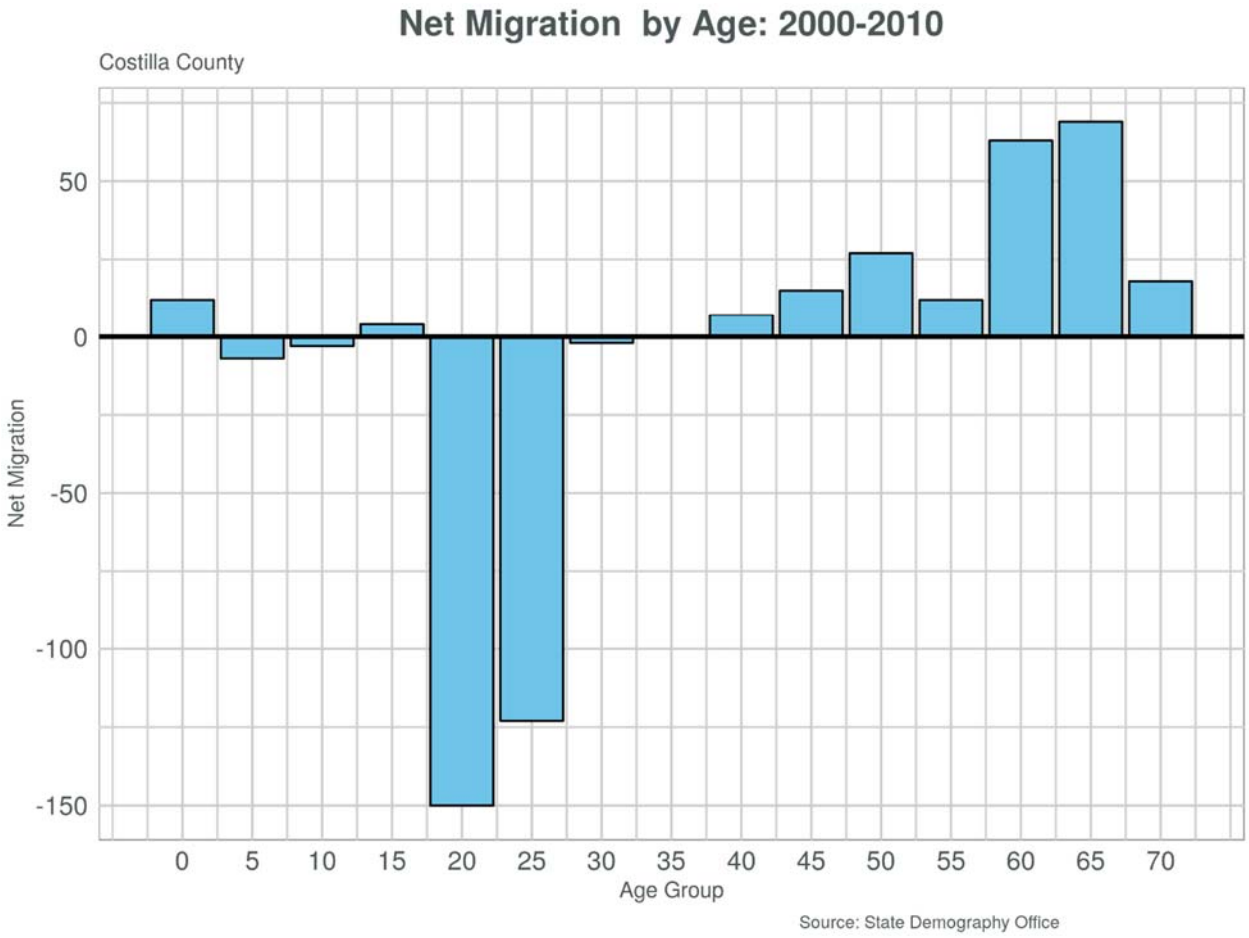
The median age of Costilla County is 16.6 years older than the state. Women in Costilla County are significantly older than women in the state and men in Costilla County are significantly older than men in the state.

Costilla County Median Age by Gender		
	Costilla County	**Colorado**
Gender	Estimate	Estimate
Total	51.0	36.5
Male	48.8	35.6
Female	54.1	37.5
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*		

The changing age distribution of the population of Costilla County for the period from 2010 through 2025 is shown here. The changes in proportion of different groups can highlight the need for future planning and service provision. Many areas have a larger share of older adults, indicating the need to evaluate housing, transportation and other needs of the senior population.



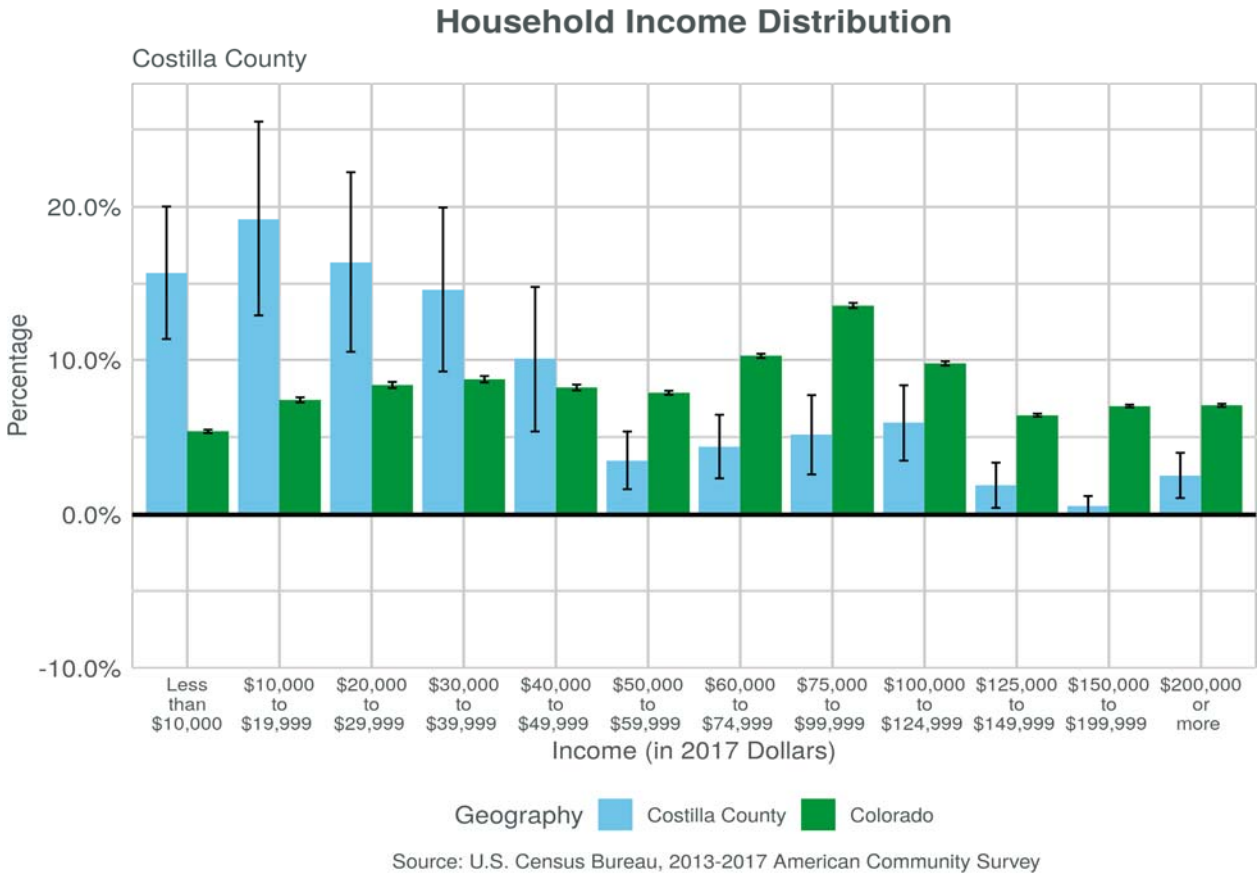
This plot shows the net migration by age in Costilla County. Colorado typically draws many young adults as migrants. Areas with colleges and resorts draw a number of 18 to 24 year olds. Areas with a growing economy tend to account mostly 25 to 35 year olds and areas attractive to retirees tend to draw both workers and older adults.



Household Income

(The plots and tables in this section describe the general population characteristics of Costilla County. The bars on the plots show the width of the 90 percent confidence interval. Categories where the bars do not overlap are significantly different)

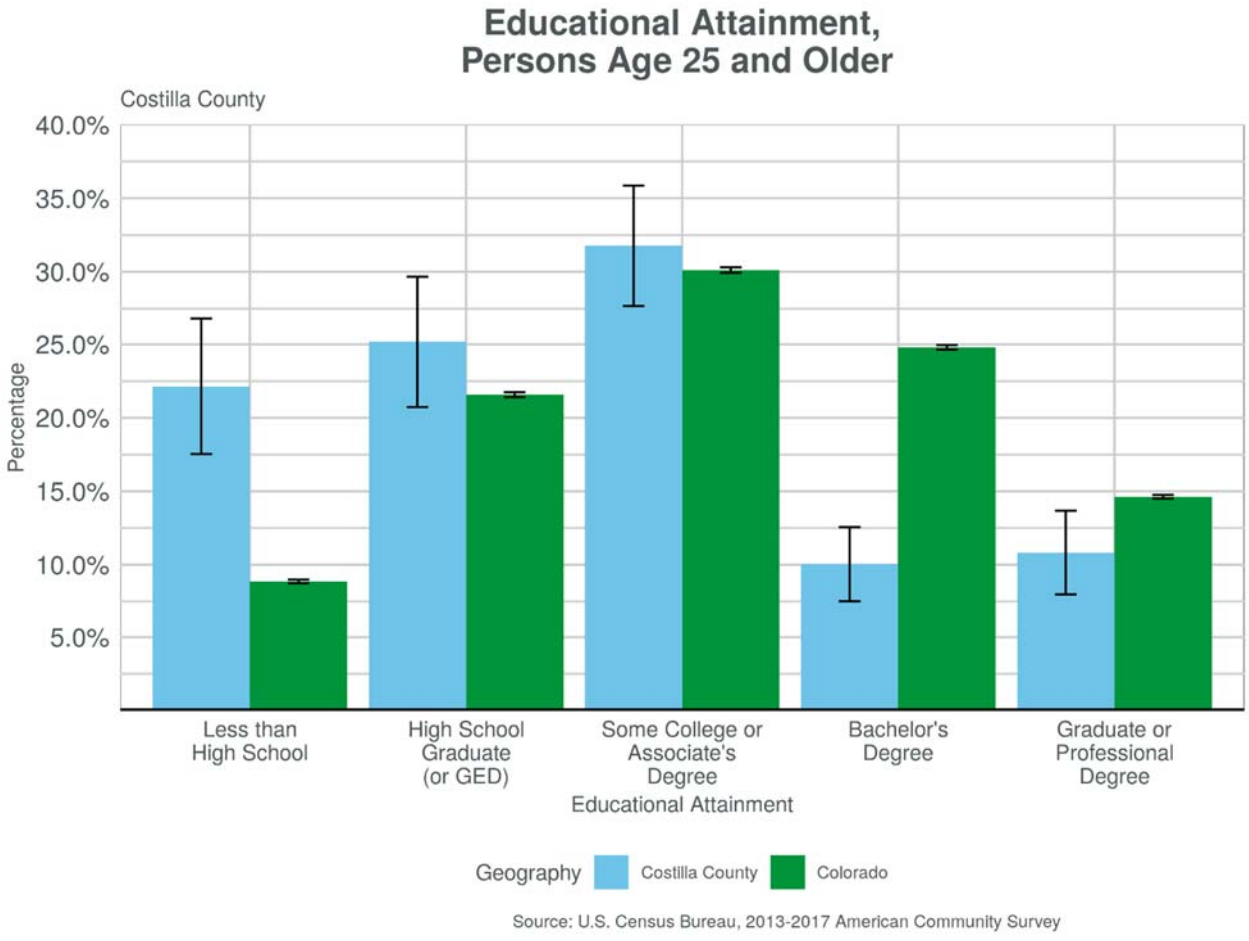
The household income distribution plot compares Costilla County to the statewide household incomes. Household income comes primarily from earnings at work, but government transfer payments such as Social Security and TANF and unearned income from dividends, interest and rent are also included. Income and education levels are highly correlated; areas that have lower educational attainment than the state will typically have lower household incomes.



Costilla County Household Income Sources		
Income Source(s)	**Households**	**Mean Income**
All Households	1,568	$27,487
With earnings	57.0%	$45,329
With interest, dividends or net rental income	12.8%	$28,227
With Social Security income	45.3%	$14,230
With Supplemental Security Income (SSI)	14.3%	$11,595
With cash public assistance income	5.7%	$ 4,496
With retirement income	23.8%	$26,946
Source: U.S. Census Bureau, 2013-2017 American Community Survey		

Educational Attainment

The education attainment plot is provided for persons older than Age 25, i.e., those who have likely completed their education.



Race and Ethnicity

Population in the Census is reported on both racial and ethnic dimensions, wherein race includes White, Black/African American, American Indian/Alaska Native, Asian, Native Hawaiian/Pacific Islander, and other races. Hispanic/Latino includes all persons of any race who declared Hispanic or Latino affiliation on their census form.

Costilla County Race/Ethnicity Trend

Race/Ethnicity	Census 2000	Census 2010	2013-2017 American Community Survey
Hispanic	67.6%	66.0%	63.8%
Non-Hispanic	32.4%	34.0%	36.2%
Non-Hispanic White	28.2%	30.8%	32.1%
Non-Hispanic Black	0.6%	0.2%	0.4%
Non-Hispanic Asian	0.9%	1.0%	1.5%
Non-Hispanic Native American/Alaska Native	1.1%	0.8%	0.1%
Non-Hispanic Native Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
Non-Hispanic Other	0.1%	0.3%	0.0%
Non-Hispanic, Two Races	1.5%	0.9%	2.2%

Sources: *2000 Census; 2010 Census; U.S. Census Bureau, 2013-2017 American Community Survey*

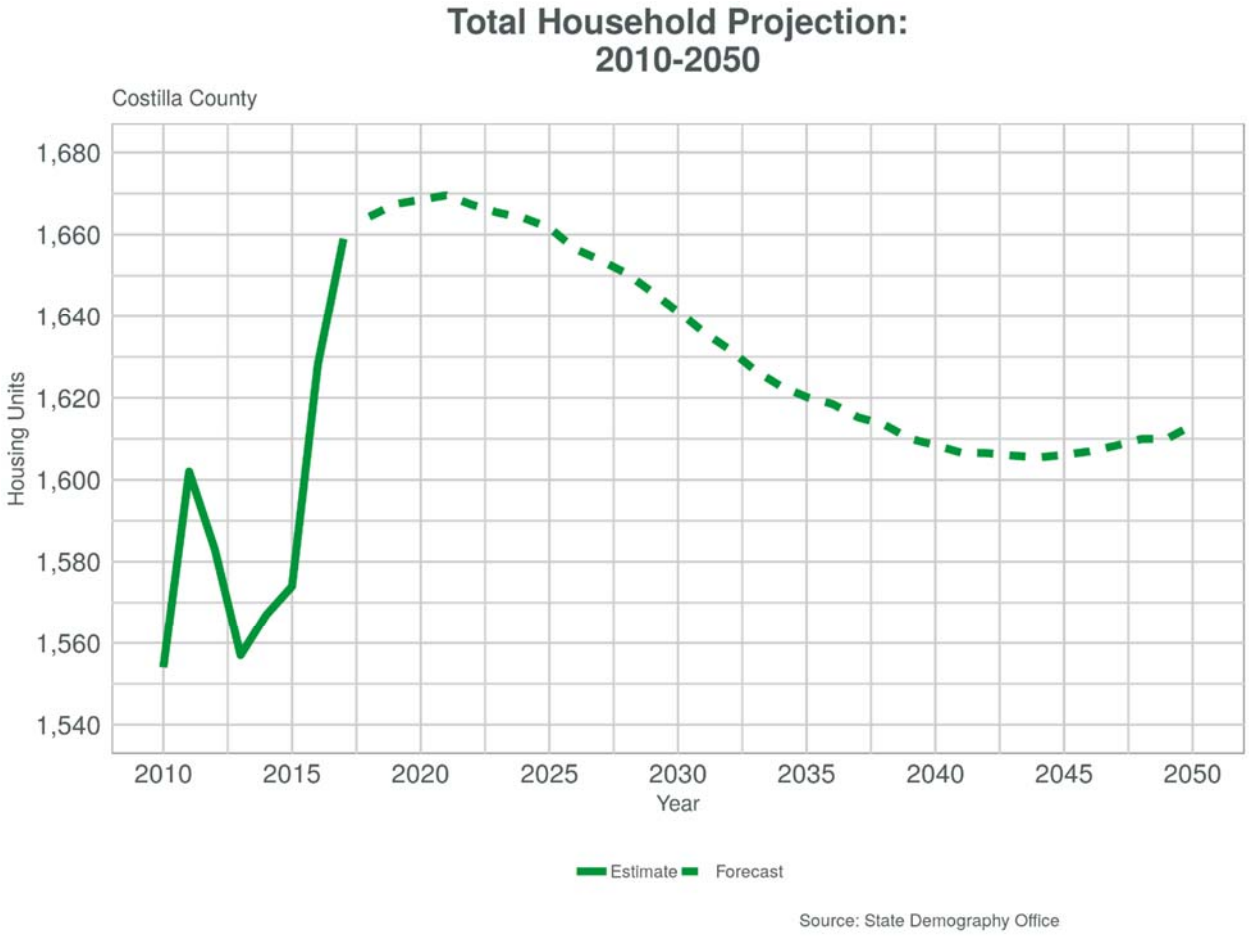
Costilla County Race/Ethnicity Comparison

Race/ Ethnicity	Costilla County	Colorado
Hispanic	63.8%	21.3%
Non-Hispanic	36.2%	78.7%
Non-Hispanic White	32.1%	68.6%
Non-Hispanic Black	0.4%	3.9%
Non-Hispanic Native American/Alaska Native	0.1%	0.5%
Non-Hispanic Asian	1.5%	3.0%
Non-Hispanic Native Hawaiian/Pacific Islander	0.0%	0.1%
Non-Hispanic Other	0.0%	0.2%
Non-Hispanic, Two Races	2.2%	2.4%

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Housing

Understanding the current housing stock is critical for understanding how the community can best address current and future demands. This section begins with a projection of households. The projection of households is derived by county specific headship rates for the population by age. Beyond the numbers and characteristics, understanding the value and affordability of housing units is vital. Are the housing prices prohibitive to new families? Are the housing prices at such a high price that once the current work force ages and sells, those housing units will most likely go into the vacation seasonal market? Or are housing prices reasonable and suddenly the community is experiencing growth in families with children? How many total housing units are there? What types of new units are being built - multi-family vs single family?



The next several tables provide an overview of the housing stock in an area. The availability of land and the cost of land can dictate whether housing is less dense, with a greater number of single family units or denser with a number of multifamily apartments and condos. Median home values and median gross rents are often considerably lower than current market prices as the values are computed from a five-year average that runs through 2016. The number of people per household can offer insights as to the composition of the households. Areas with a larger number of people per household often have more families with children under 18 or a number of roommates living together to share housing costs. Those with a smaller number of persons per household, likely have a larger share of single-person households.

Costilla County Housing Units, 2017

Housing Type	Costilla County
Total Housing Units	2,831
Occupied Housing Units	1,659
Vacant Housing Units	1,172
Vacancy Rate	41.4%
Total Population	3,771
Household Population	3,771
Group Quarters Population	0
Persons per Household	2.27

Source: *State Demography Office*

Costilla County Comparative Owner-Occupied Housing Values

	Costilla County	Colorado
Median Value of Owner-Occupied Households (Current Dollars)	$114,200	$286,100
Percentage of Owner-Occupied Households paying 30-49% of income on housing	10.5%	14.3%
Percentage of Owner-Occupied Households paying 50% or more of income on housing	13.0%	9.0%

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Costilla County Characteristics of Owner-Occupied Housing

	Costilla County			
	People		Units	
Owner-Occupied Housing	2,602	100.0%	1,119	100.0%
Single Unit Buildings	1,832	70.4%	858	76.7%
Buildings with 2 to 4 Units	0	0.0%	0	0.0%
Buildings with 5 or More Units	9	0.3%	4	0.4%
Mobile Homes	747	28.7%	243	21.7%
RVs, Boats, Vans, Etc.	14	0.5%	14	1.3%
Median Year of Construction			1983	
Average Number of Persons Per Household	2.33			

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Costilla County Comparative Rental Housing Values

	Costilla County	Colorado
Median Gross Rent of Rental Households (Current Dollars)	$614	$1,125
Percentage of Rental Households paying 30-49% of income on housing	21.4%	25.1%
Percentage of Rental Households paying 50% or more of income on housing	18.7%	23.4%

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Costilla County Characteristics of Rental Housing

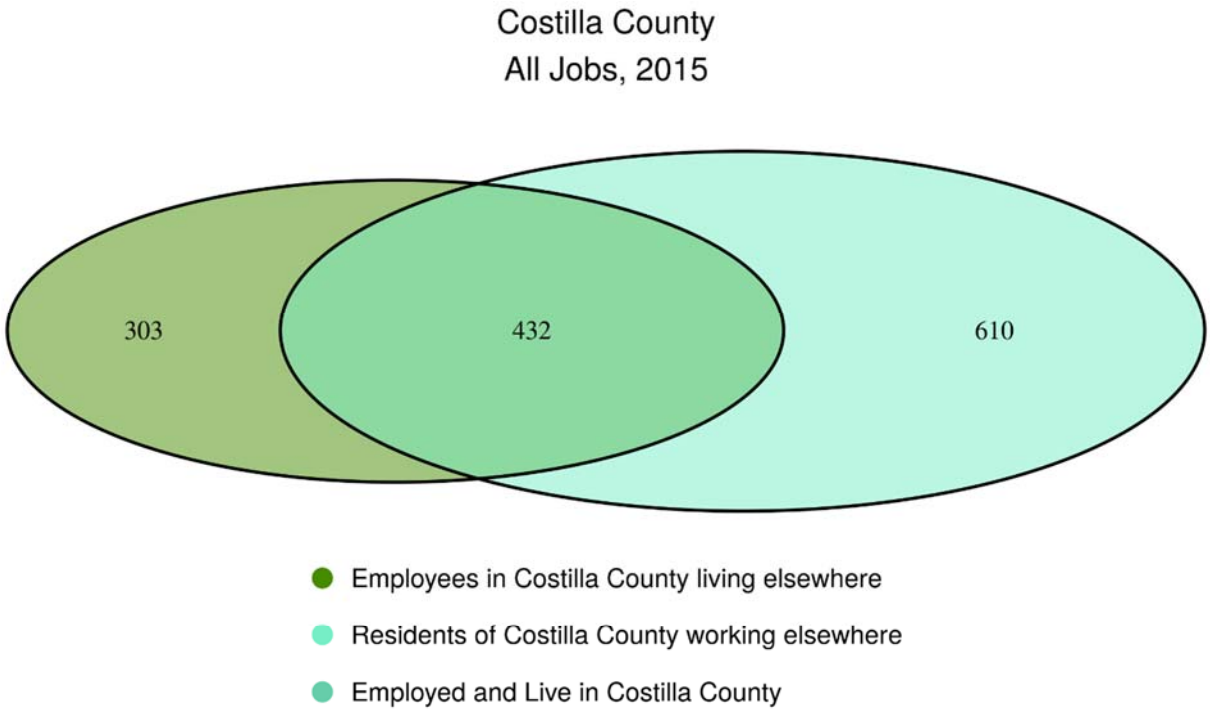
	Costilla County			
	People		Units	
Rental Housing	1,026	100.0%	449	100.0%
Single Unit Buildings	617	60.1%	219	48.8%
Buildings with 2 to 4 Units	81	7.9%	41	9.1%
Buildings with 5 or More Units	117	11.4%	79	17.6%
Mobile Homes	199	19.4%	98	21.8%
RVs, Boats, Vans, Etc.	12	1.2%	12	2.7%
Median Year of Construction			1973	
Average Number of Persons Per Household	2.29			

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Commuting

Commuting plays an important role in the economy of an area because not all workers live where they work. Commuting impacts local job growth, access to employees, and transportation infrastructure. The Commuting diagram identifies three groups of people:

- People who work in Costilla County, but live elsewhere.
- People who live in Costilla County, but work elsewhere.
- People who live and work in Costilla County.



Source: U.S. Census Bureau On the Map

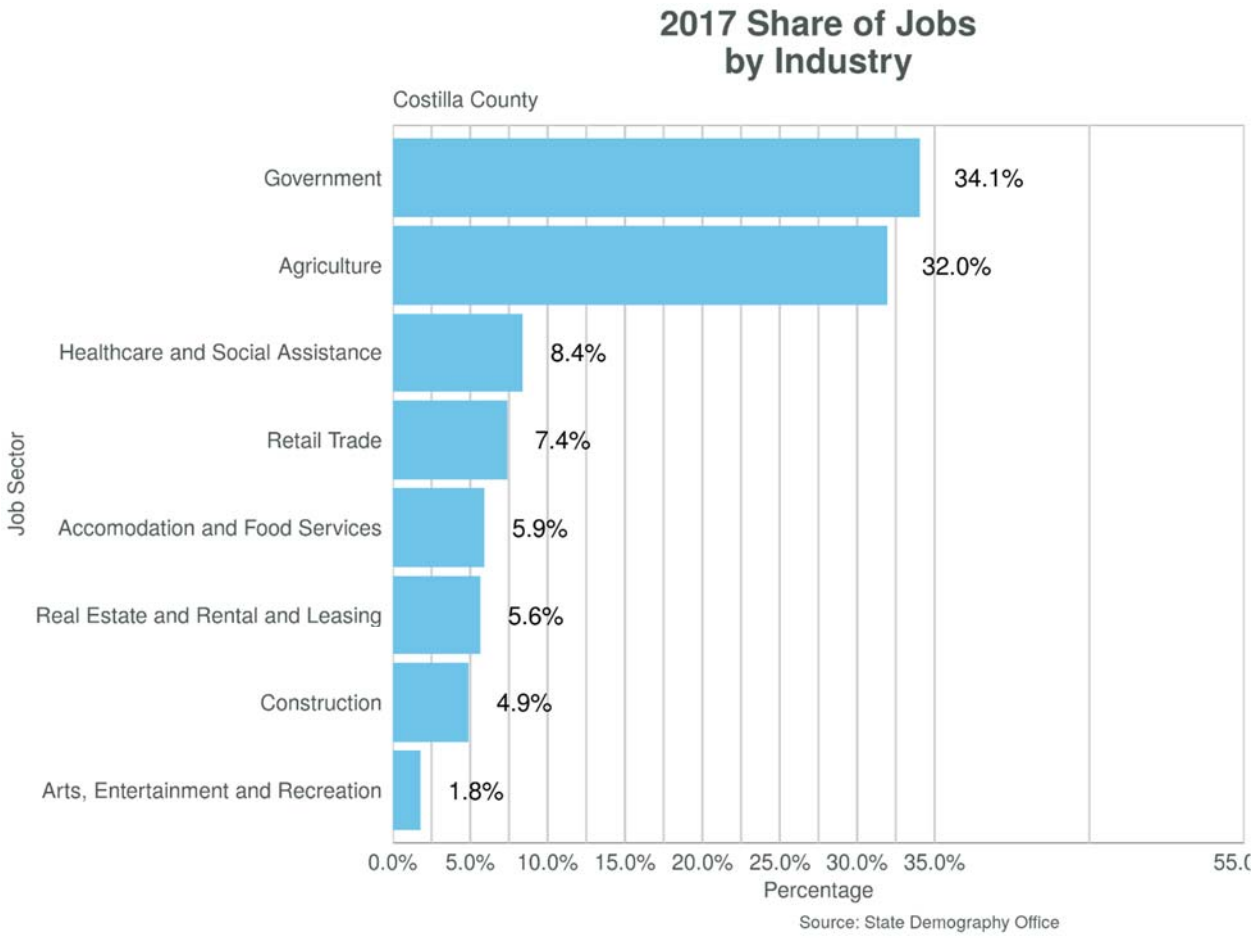
Employees in Costilla County living elsewhere		
Location	**Count**	**Percent**
Alamosa County, CO	90	29.7%
Conejos County, CO	41	13.5%
El Paso County, CO	21	6.9%
Rio Grande County, CO	13	4.3%
Las Animas County, CO	12	4.0%
Adams County, CO	8	2.6%
Denver County, CO	8	2.6%
Jefferson County, CO	8	2.6%
Arapahoe County, CO	6	2.0%
Otero County, CO	6	2.0%
Other Counties	90	29.7%
Total	303	100.0%
Source: *U.S. Census Bureau On the Map*		

Residents of Costilla County working elsewhere		
Location	**Count**	**Percent**
Alamosa County, CO	115	18.9%
El Paso County, CO	53	8.7%
Arapahoe County, CO	37	6.1%
Denver County, CO	35	5.7%
Pueblo County, CO	35	5.7%
Jefferson County, CO	33	5.4%
Conejos County, CO	27	4.4%
Adams County, CO	16	2.6%
Douglas County, CO	12	2.0%
Rio Grande County, CO	12	2.0%
Other Counties	235	38.5%
Total	610	100.0%
Source: *U.S. Census Bureau On the Map*		

Employment

The Estimated Jobs is a series created by the SDO to give a comprehensive look at the number of jobs located within Costilla County. It is broad in scope, capturing both wage and salary workers as well as most proprietors and agricultural workers. A more diverse economy is typically more resilient, too; when looking at the employment trends recently and after a recession (shaded in gray) it is also important to look at the current share of employment by industry. Areas dependent on a single industry such as agriculture, mining or tourism can suffer from prolonged downturns due to drought, shifting demand for commodities, and the health of the national economy.

Identifying the industries which may be driving the growth and change within a community is a vital part of understanding community dynamics. Growth in jobs often results in growth in residents from migration within a community. Identifying the trends of growth or decline of jobs and the types of jobs available within the community is important.



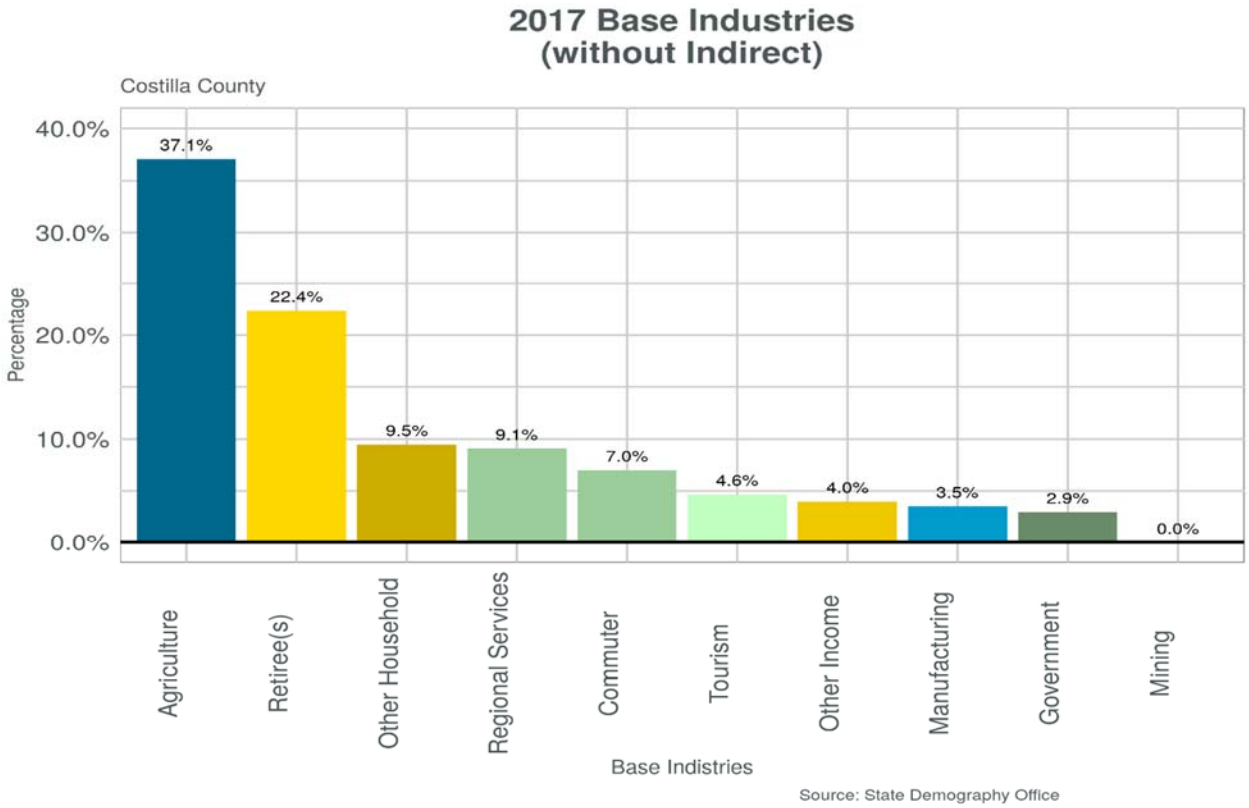
The total estimated jobs are subdivided into three categories:
• *Direct Basic:* jobs that bring outside dollars into the community by selling goods or services outside the county, such as manufacturing or engineering services,
• *Indirect Basic:* jobs that are created as the result of goods and services purchased by direct basic such as accounting services or raw material inputs, and
• *Local (Resident) Services:* jobs that are supported when income earned from the base industries is spent locally at retailers or are supported by local tax dollars to provide services like education and public safety.

Costilla County Jobs by Sector, 2017

Employment Type	Jobs	Percent
Direct Basic Employment	1,216	84.2%
Indirect Basic Employment	93	6.4%
Local Services Employment	136	9.4%
Total Employment	1,444	100.0%
Total Population, 16+	3,160	

Source: *State Demography Office*

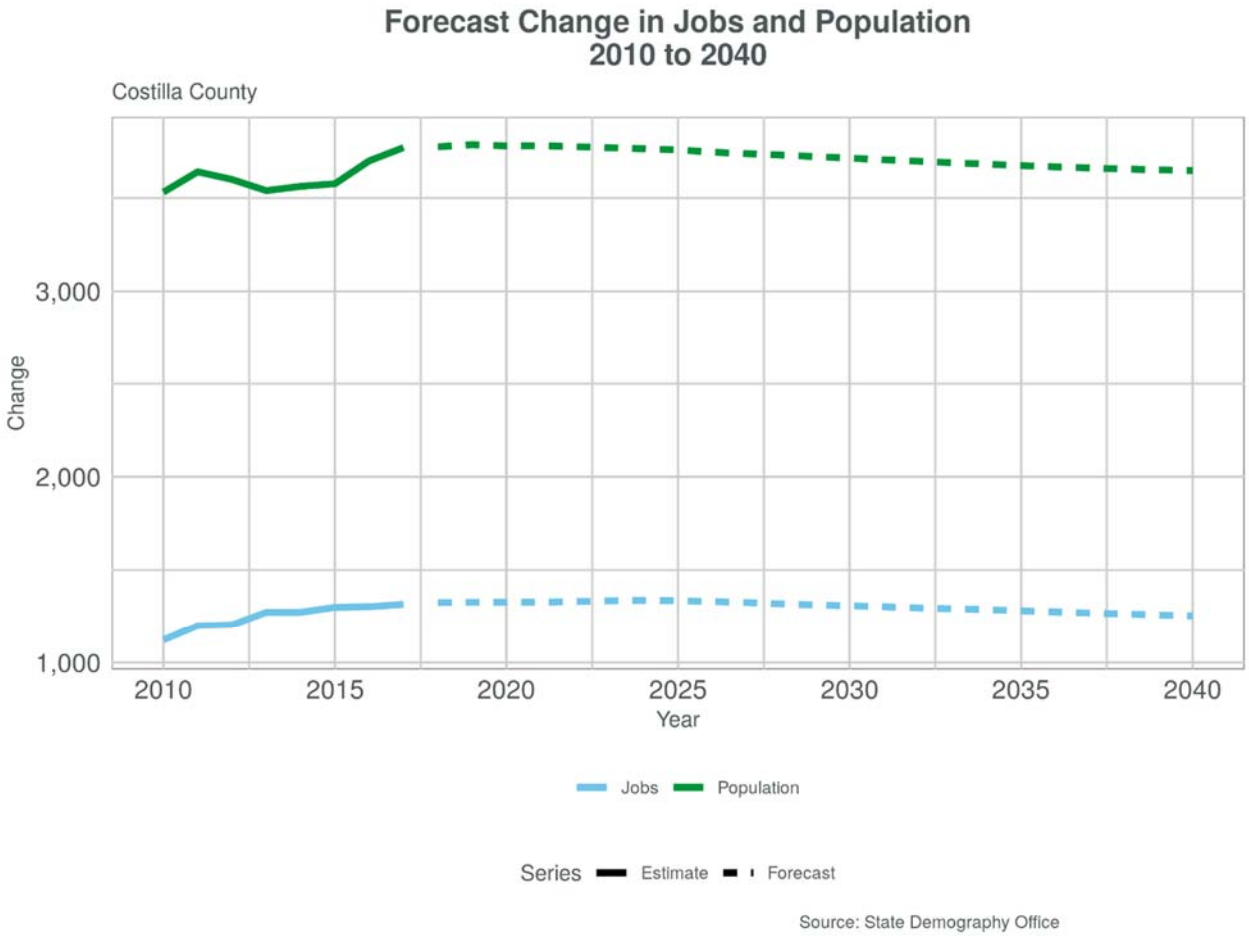
This plot shows the jobs by industry profile for Costilla County. The relative rank of high-paying sectors, such as mining, information and financial and insurance services versus mid-range jobs (e.g., construction, health care and government) and lower-paying industries such as retail trade and accommodation and food services, will have an impact on a county's overall economic health.

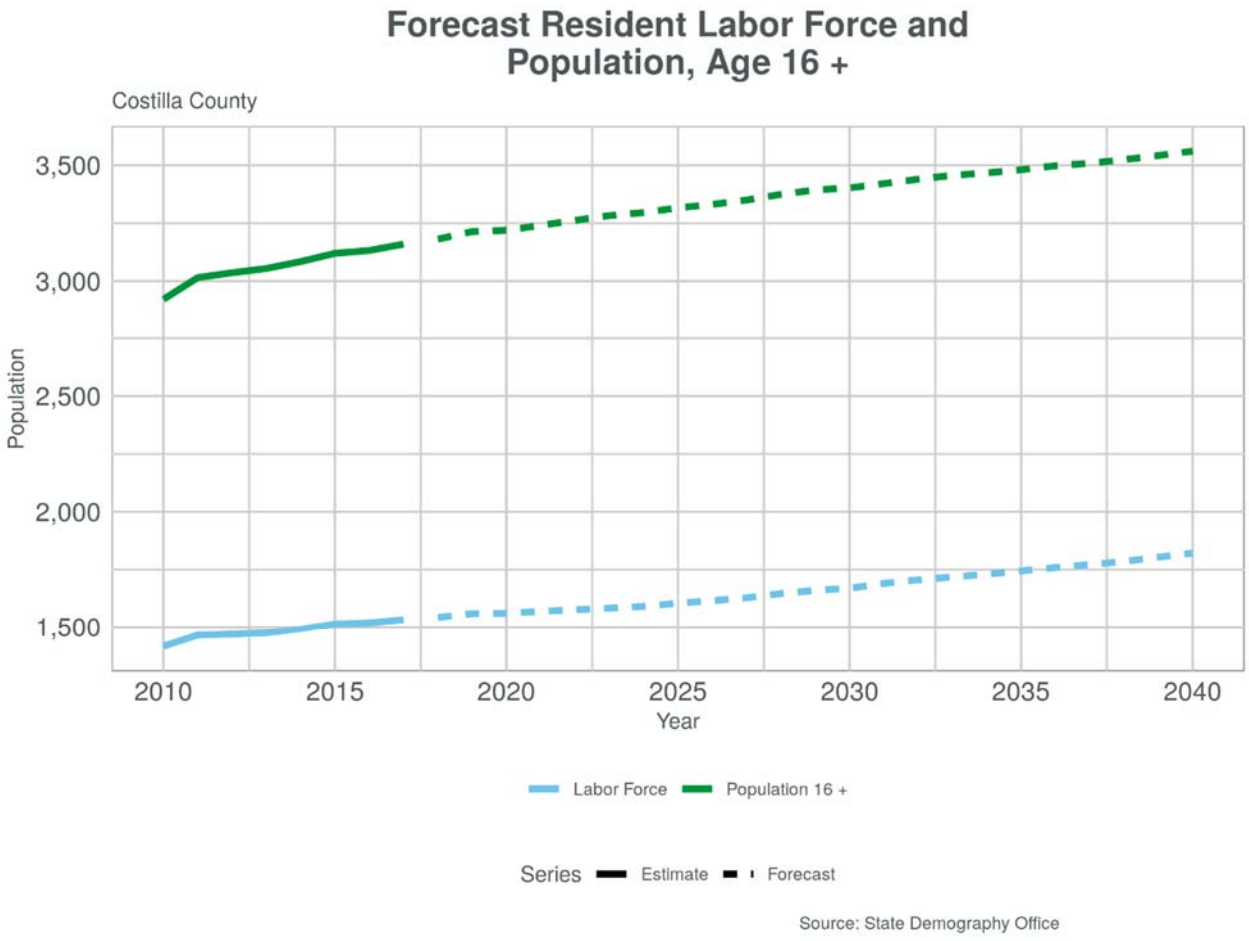


Employment Forecast and Wage Information

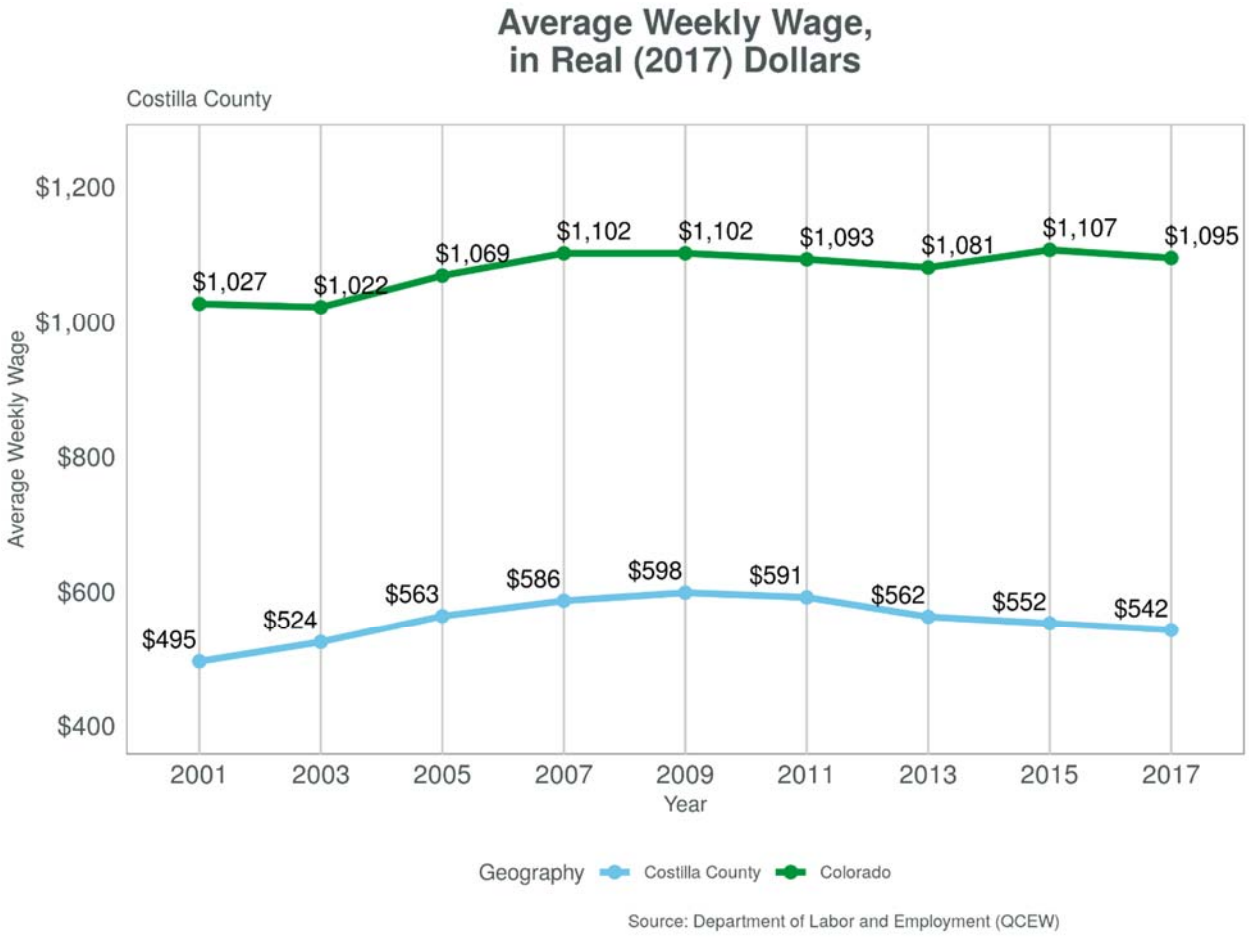
Understanding the types of jobs forecast to grow in a community, if jobs are forecast to increase, will aid in further understanding potential changes in population, labor force, housing demand, and household income. Important questions to ask include: What is the current forecast for job growth based on the current industry mix? What types of jobs are forecast to grow? What are the wages for those jobs? What are the labor force trends for the community? Is the labor force expected to grow or slow down?

The total jobs forecast and population forecast are for Costilla County shown here. The two lines diverge over time due to the aging of our population and continued growth in our under 18 population – two segments of the population that are less likely to be employed. Growth in the 65 plus population in the labor force through 2040 compared to the universe population of those over the age of 16 since labor force participation declines with age, especially among those eligible for pensions or social security.




Forecast Resident Labor Force and Population, Age 16 +
Costilla County
3,500
3,000
2,500
2,000
1,500
Population
2010
2015
2020
2025
2030
2035
2040
Year
Labor Force
Population 16 +
Series
Estimate
Forecast
Source: State Demography Office

The inflation adjusted (real) average weekly wages for Costilla County and Colorado are shown here. In 2016 dollars, wages in Colorado have been essentially unchanged since 2010. The gain or loss of a major employer such as a mine or a hospital can have a significant impact on a county's average weekly wage. These wages are shown only for jobs located within that county and do not include most proprietors. Household income can be influenced by the average weekly wage, but in areas that have considerable amounts commuting or unearned income this relationship is not particularly strong.



Municipalities

Blanca Quick Facts			
	Blanca	**Costilla County**	**Colorado**
Population (2017) *	394	3,771	5,609,445
Population Change (2010 to 2017) *	8	239	559,113
Total Employment (2017) *	248	1,446	3,309,391
Median Household Income **	$36,339	$29,000	$65,458
Median House Value **	$85,700	$114,200	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	15.7%	29.6%	11.5%
Percentage of Population Born in Colorado **	69.0%	59.3%	42.7%
** State Demography Office* *** U.S. Census Bureau, 2013-2017 American Community Survey*			

San Luis Quick Facts			
	San Luis	**Costilla County**	**Colorado**
Population (2017) *	645	3,771	5,609,445
Population Change (2010 to 2017) *	15	239	559,113
Total Employment (2017) *	440	1,446	3,309,391
Median Household Income **	$24,306	$29,000	$65,458
Median House Value **	$97,000	$114,200	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	37.9%	29.6%	11.5%
Percentage of Population Born in Colorado **	50.3%	59.3%	42.7%
** State Demography Office* *** U.S. Census Bureau, 2013-2017 American Community Survey*			

Mineral

Creede has art and sporting goods shops, the famous Creede Repertory Theatre, and airport. Wolf Creek Ski Area, located on Wolf Creek Pass, is in Mineral County. Guest ranches are located on CO 149, and many second homes are located in the area. Other attractions include a mining museum, ghost towns, North Clear Creek Falls, gold medal fishing on the Rio Grande, and access to the Rio Grande headwaters streams, lakes, and reservoirs in neighboring Hinsdale County. Creede is about 40 miles from Lake City on the Silver Thread Byway covering some of the most beautiful scenery in Colorado.

Mineral County Quick Facts

	Mineral County	Colorado
Population (2017) *	752	5,609,445
Population Change (2010 to 2017) *	47	559,113
Total Employment (2017) *	696	3,309,391
Median Household Income **	$50,385	$65,458
Median House Value **	$279,000	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	12.0%	11.5%
Percentage of Population Born in Colorado **	34.2%	42.7%

** State Demography Office*
*** U.S. Census Bureau, 2013-2017 American Community Survey*

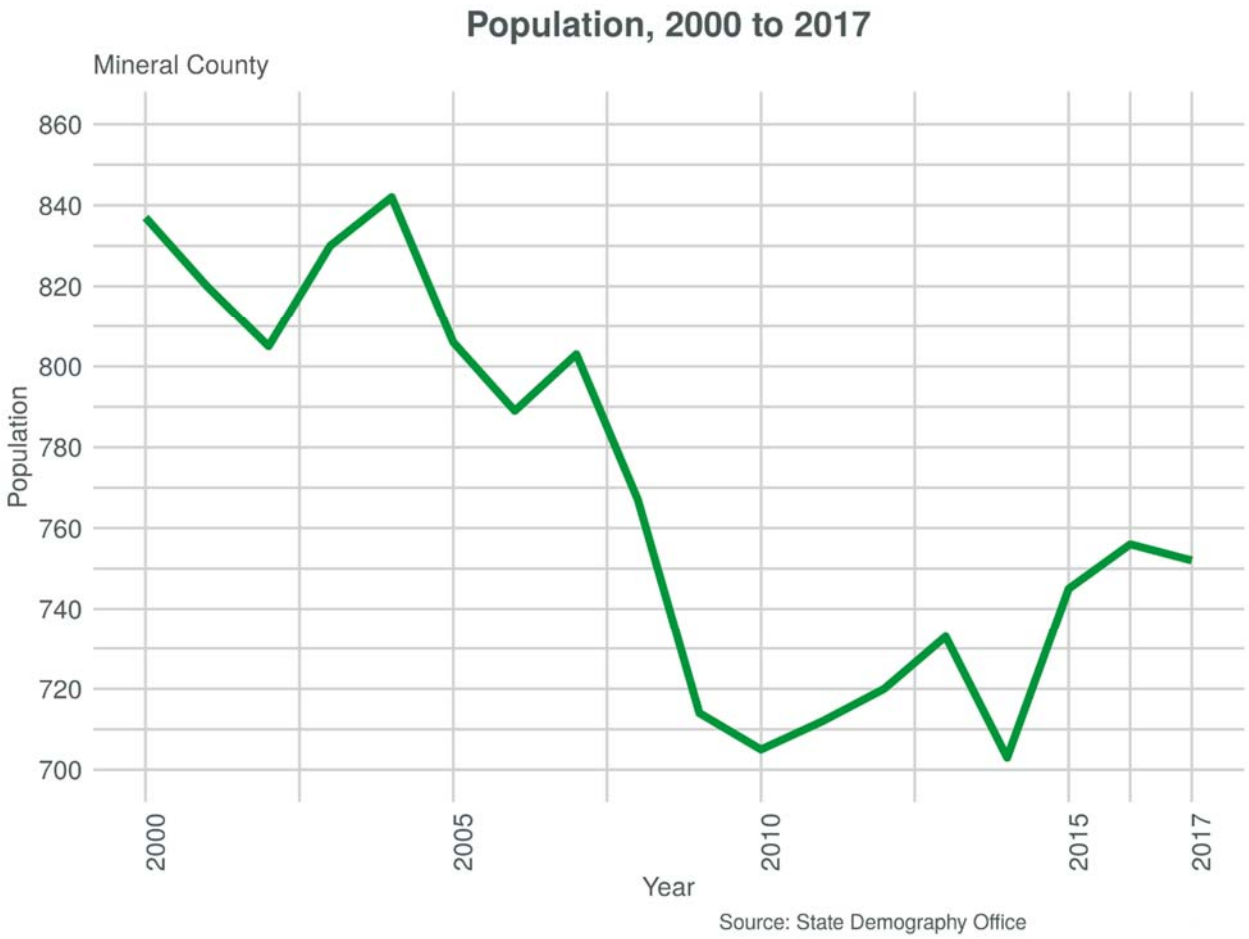
Population

At the end of 2017 the estimated population of Mineral County was 752, an increase of 7 over the population in 2015. The growth rate for Mineral County between 2015 and 2017 was 0.5 percent compared to 1.5 percent for the State of Colorado.

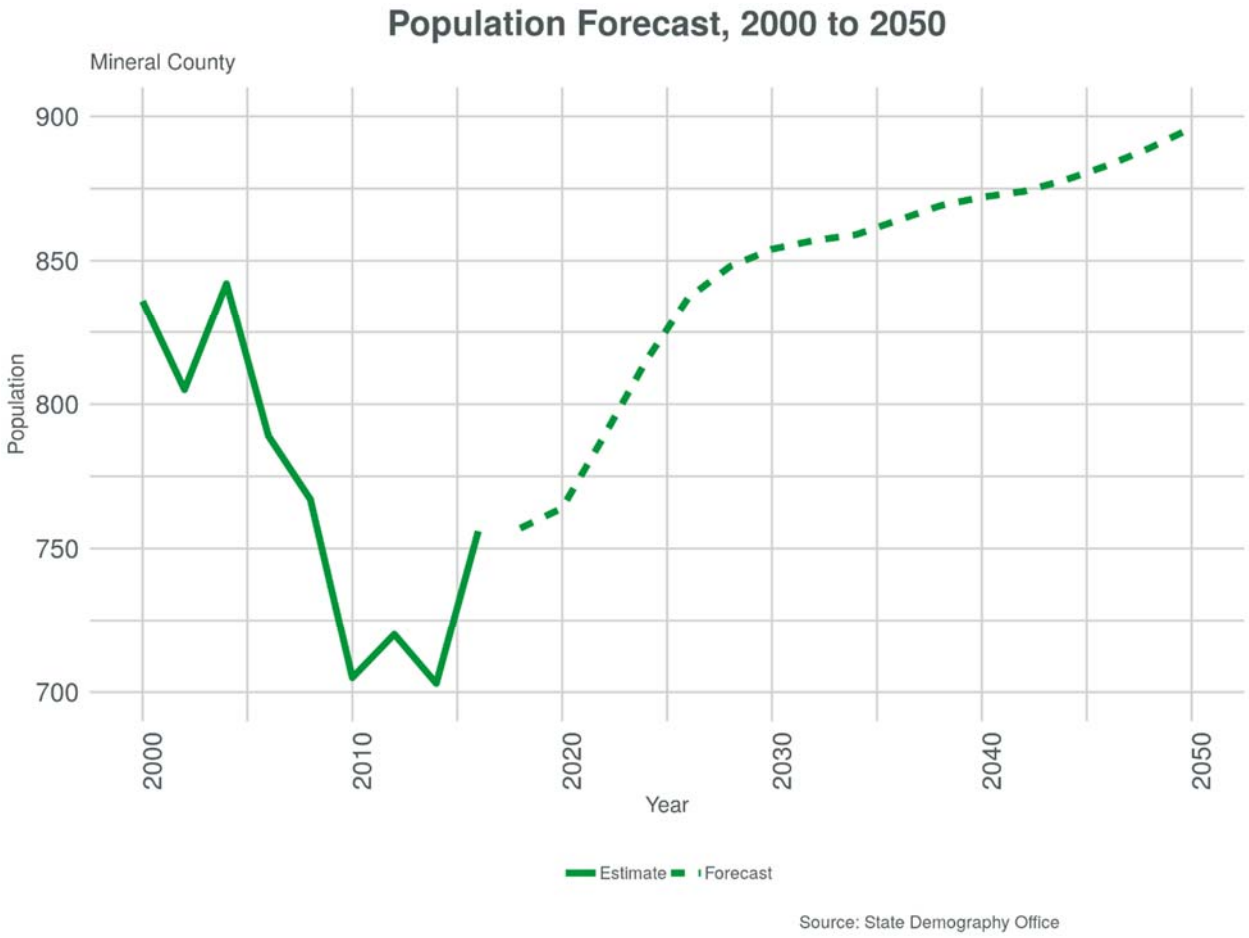
Mineral County Population Growth Rate

	Mineral County		Colorado	
Year	Population	Growth Rate	Population	Growth Rate
1990	558		3,294,473	
1995	674	3.8%	3,811,074	3.0%
2000	837	4.4%	4,338,801	2.6%
2005	806	-0.8%	4,662,534	1.4%
2010	705	-2.6%	5,050,332	1.6%
2015	745	1.1%	5,444,871	1.5%
2017	752	0.5%	5,609,445	1.5%

Source: *State Demography Office*

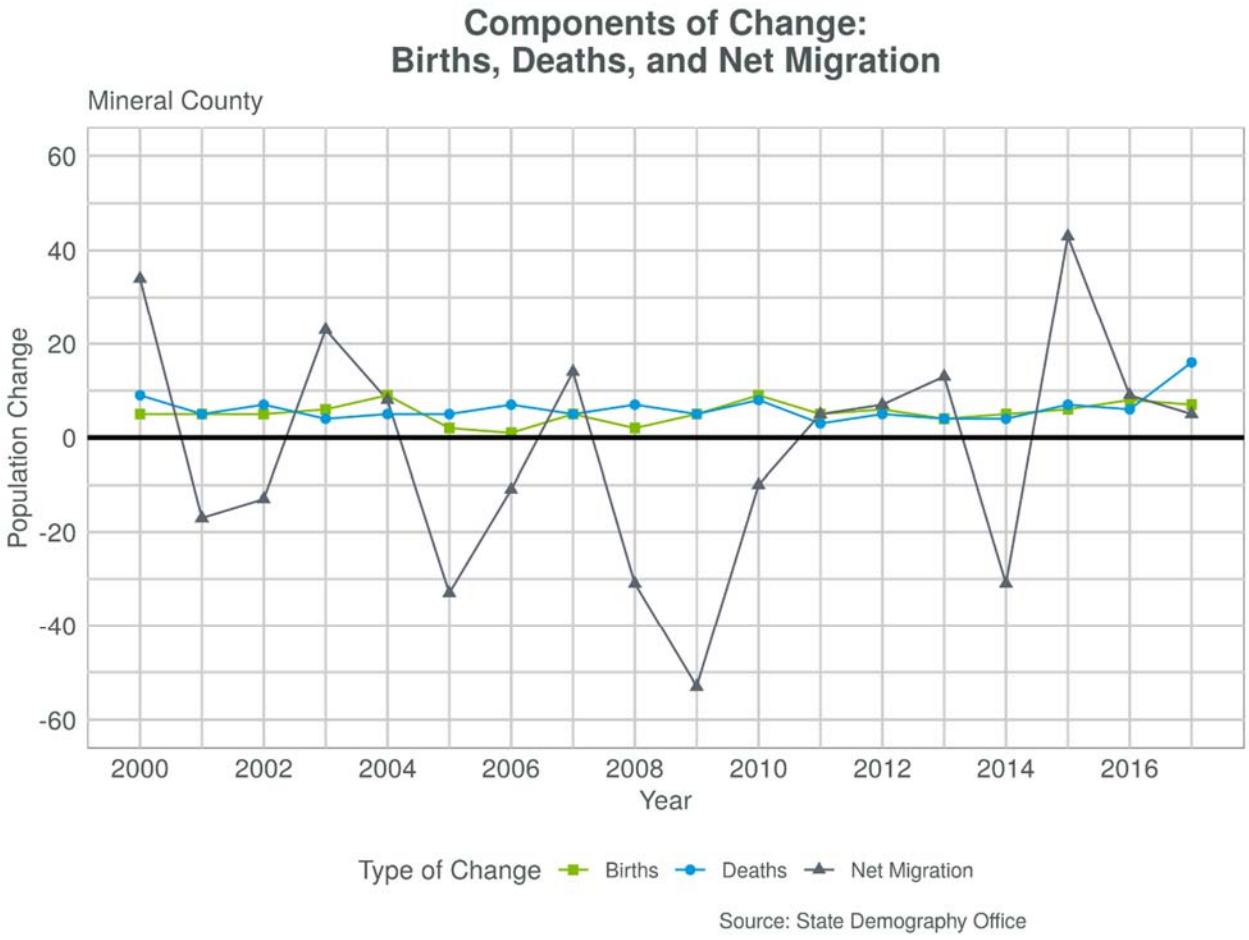

Population, 2000 to 2017
Mineral County
860
840
820
800
780
760
740
720
700
Population
2000
2005
2010
2015
2017
Year
Source: State Demography Office

The population of Mineral County is forecast to reach 764 by 2020 and 872 by 2040. Overall, the growth rate for Mineral County is expected to decrease between 2020 and 2040. Between 2010 and 2020 the forecast growth rate was 0.8 percent, between 2020 and 2030 the forecast growth rate is 1.1 percent, while the forecast growth rate between 2030 and 2040 is 0.2 percent. The change is due in part to population aging and changes in the proportion of the population in childbearing ages.

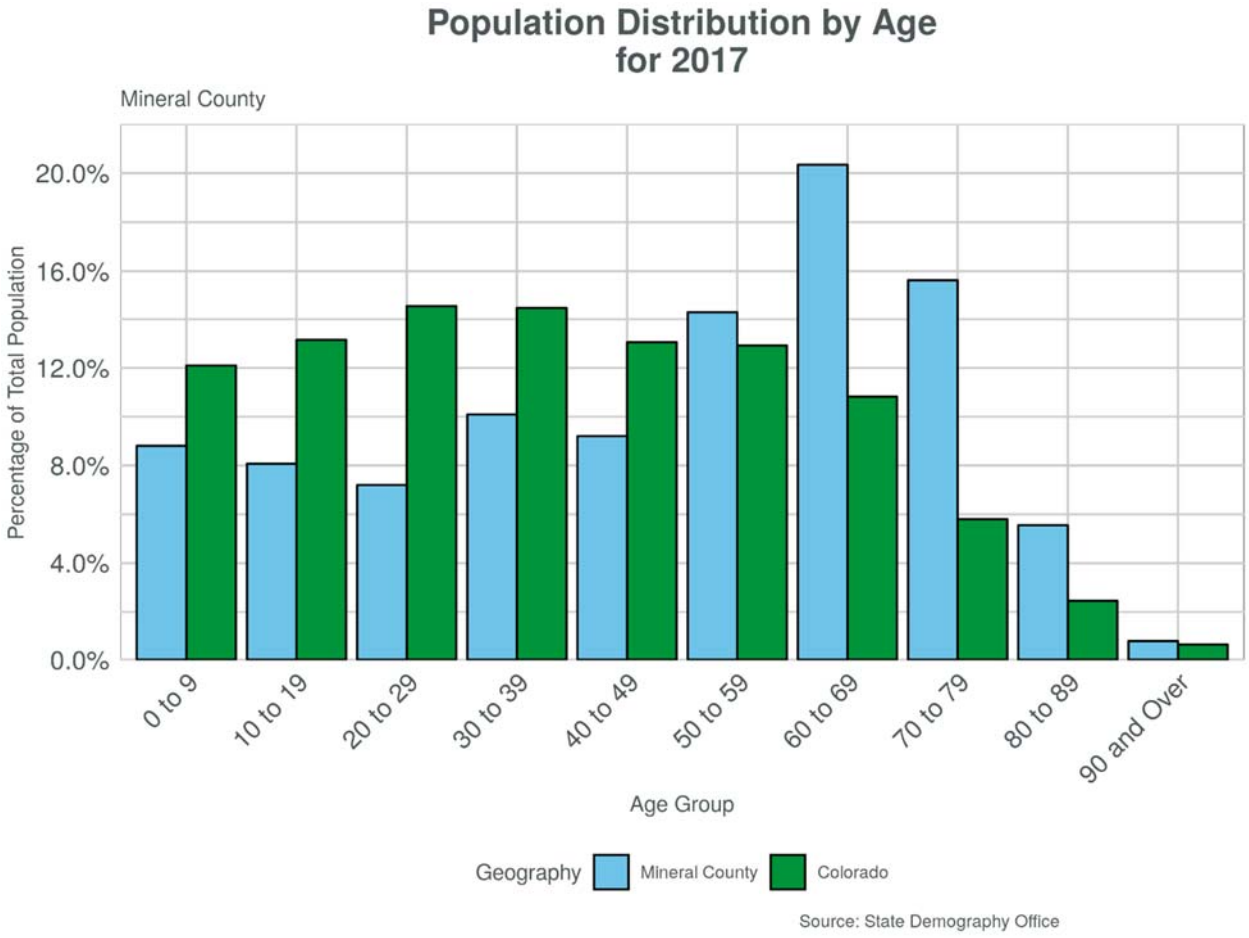


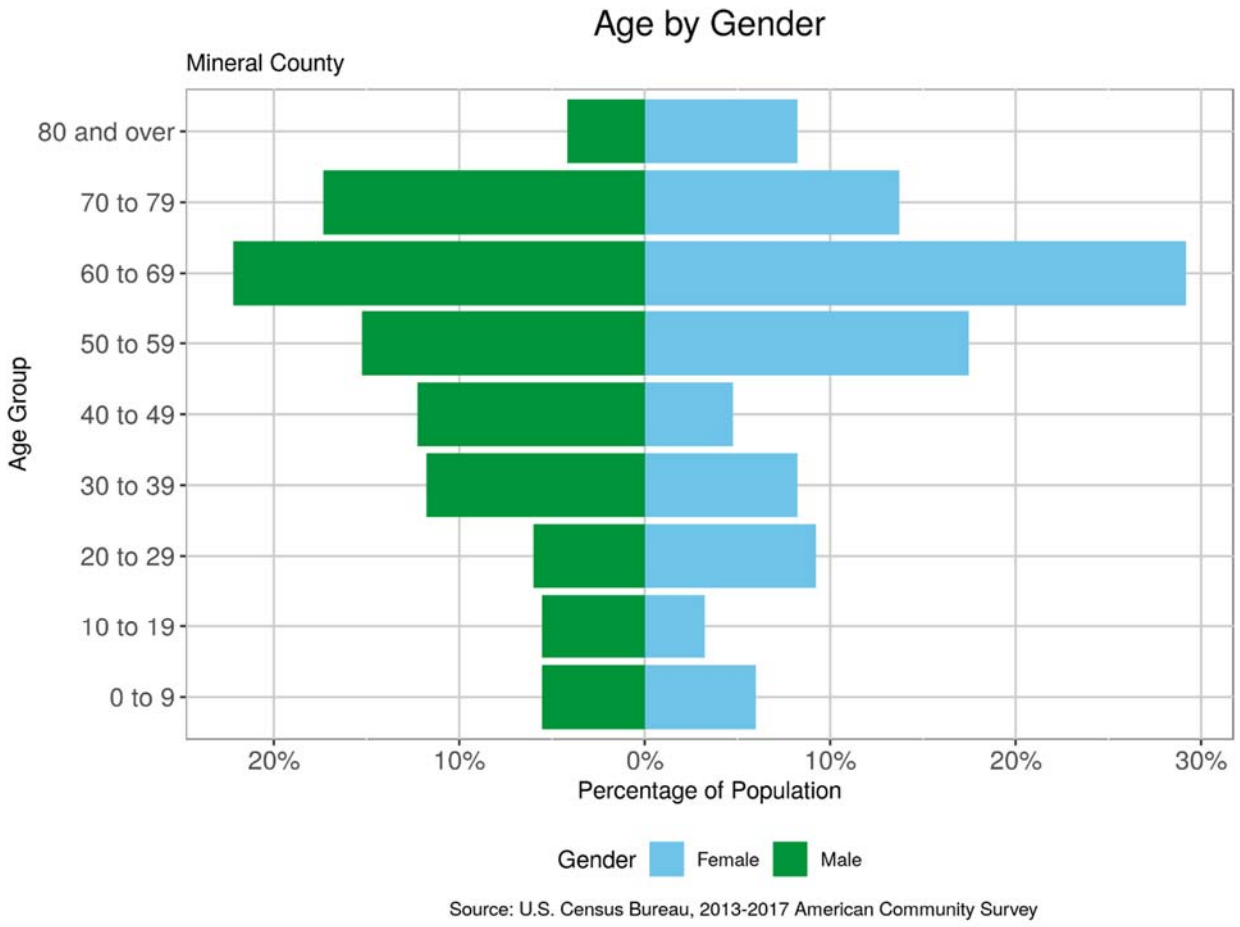
Births, deaths and net migration are the main components of population change. Net migration is the difference between the number of people moving into an area and the number of people moving out. Change in net migration typically causes most of the changes in population trends because migration is more likely to experience short-term fluctuations than births and deaths. Migration also tends to be highly correlated to job growth or decline in communities where most of the residents work where they live. For many counties with negative natural increase (more deaths than births), this makes migration especially important for population stability and growth.

Over the past five years, between 2013 and 2017, the population of Mineral County has increased by 32 people. The total natural increase (births - deaths) over this period was -6 and the total net migration (new residents who moved in minus those who moved out) was 46.



Every community has a different age profile and is aging differently. People in different age groups work, live, shop, and use resources differently and these differences will impact the economy, labor force, housing, school districts, day care facilities, health services, disability services, transportation, household income, and public finance. An aging population may put downward pressure on local government tax revenue due to changes in spending on taxable goods. The age distribution of the population of Mineral County and Colorado are shown here.

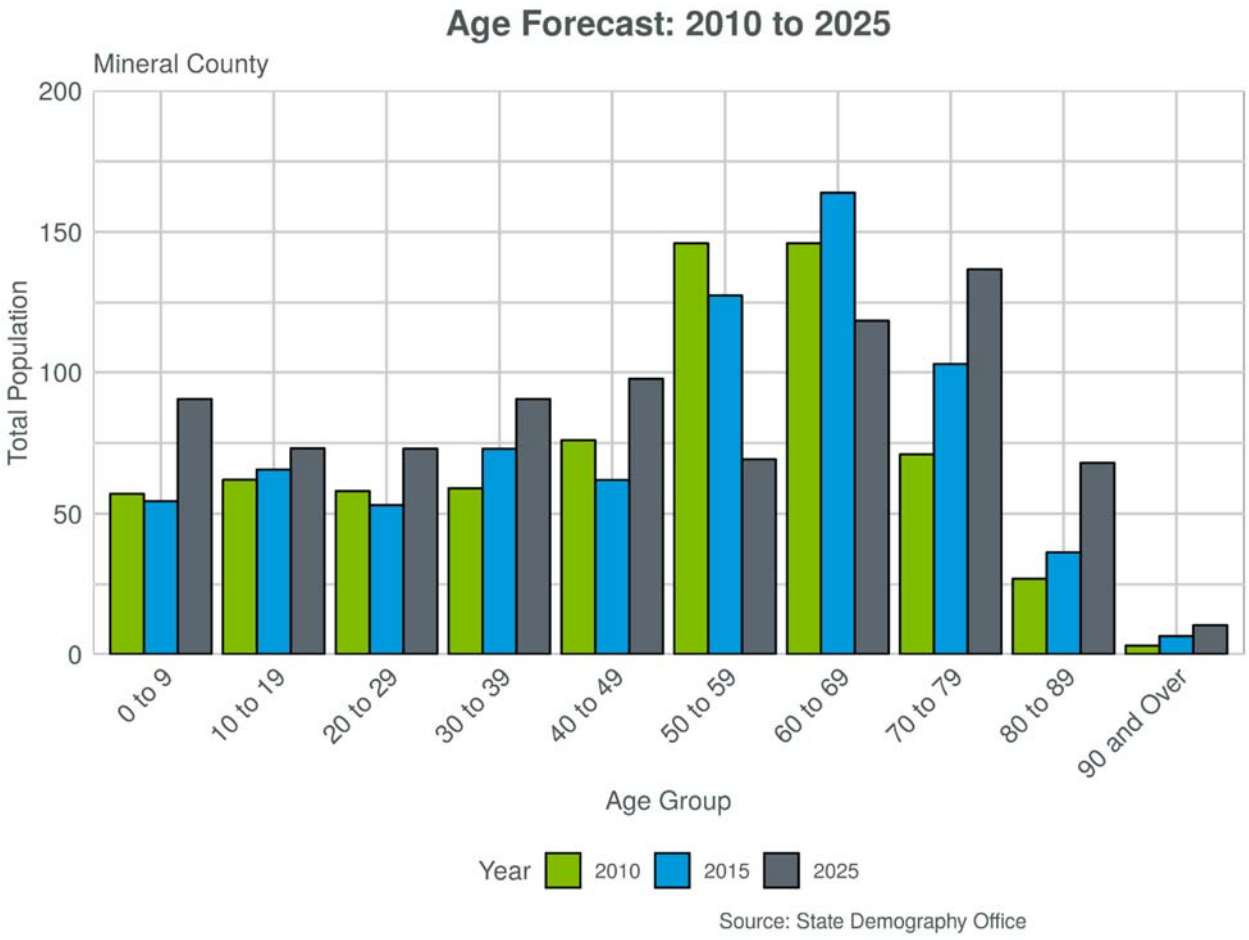




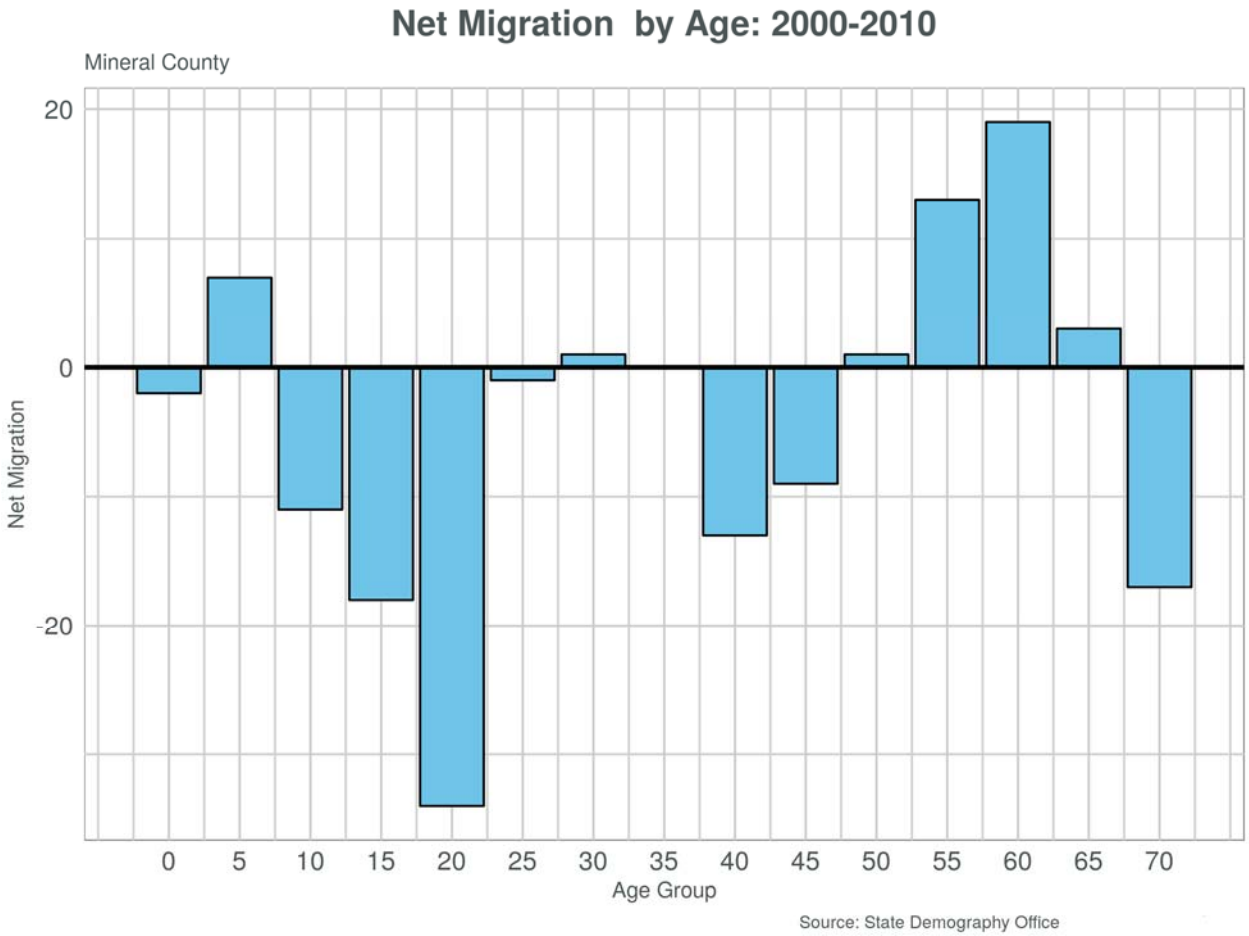
The median age of Mineral County is 23.1 years older than the state. Women in Mineral County are significantly older than women in the state and men in Mineral County are significantly older than men in the state.

Mineral County Median Age by Gender		
	Mineral County	**Colorado**
Gender	Estimate	Estimate
Total	58.5	36.5
Male	56.6	35.6
Female	60.6	37.5
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*		

The changing age distribution of the population of Mineral County for the period from 2010 through 2025 is shown here. The changes in proportion of different groups can highlight the need for future planning and service provision. Many areas have a larger share of older adults, indicating the need to evaluate housing, transportation and other needs of the senior population.



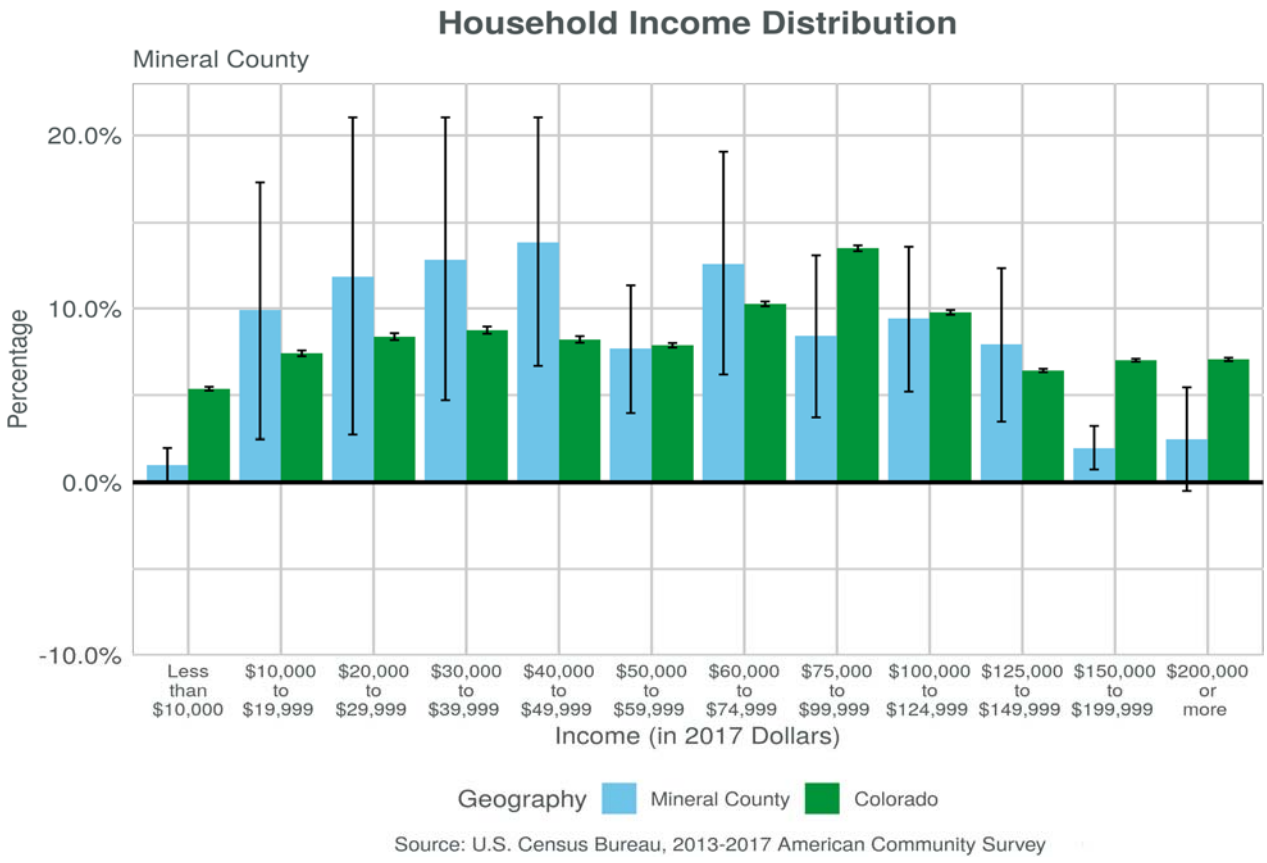
This plot shows the net migration by age in Mineral County. Colorado typically draws many young adults as migrants. Areas with colleges and resorts draw a number of 18 to 24 year olds. Areas with a growing economy tend to account mostly 25 to 35 year olds and areas attractive to retirees tend to draw both workers and older adults.



Household Income

(The plots and tables in this section describe the general population characteristics of Mineral County. The bars on the plots show the width of the 90 percent confidence interval. Categories where the bars do not overlap are significantly different.)

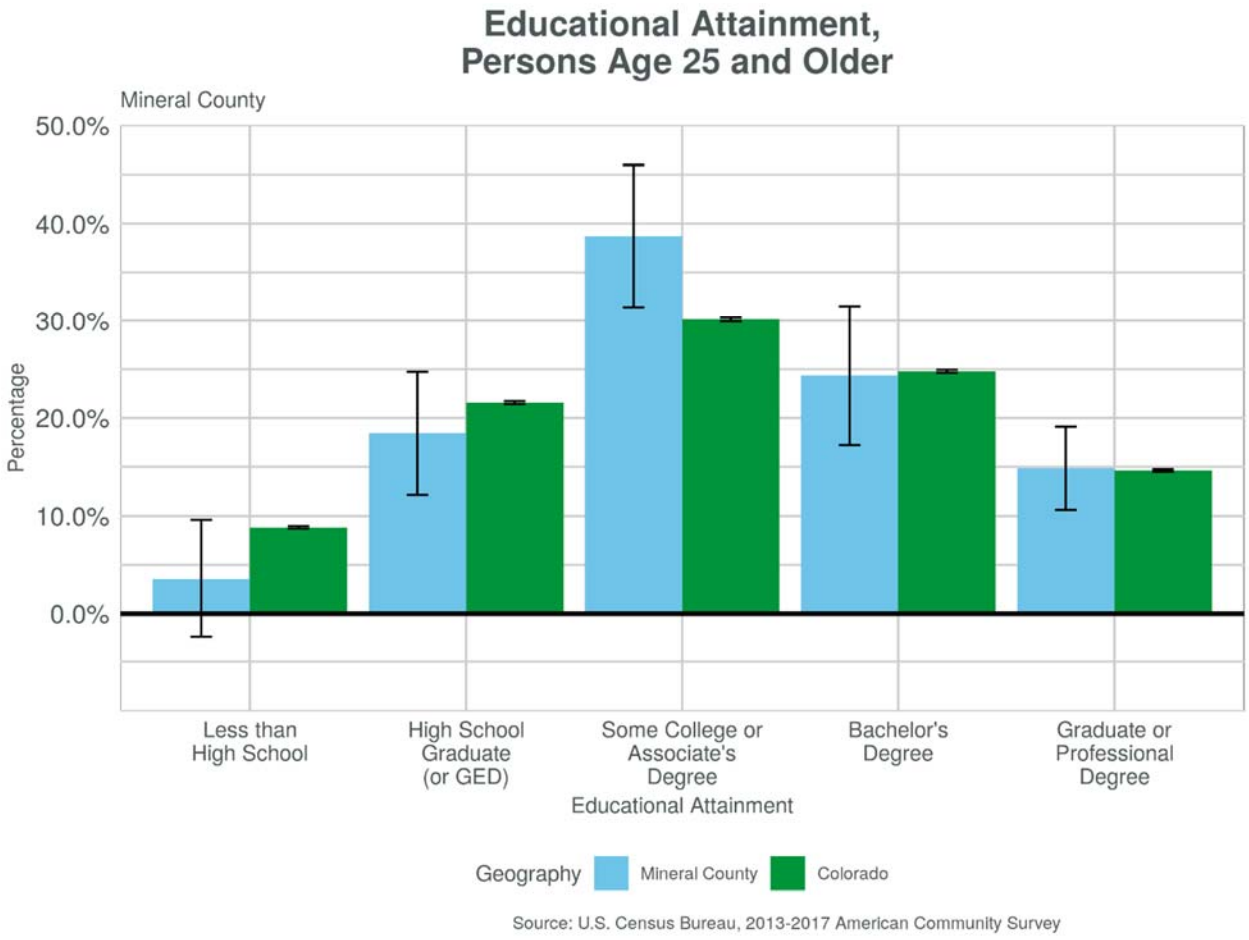
The household income distribution plot compares Mineral County to the statewide household incomes. Household income comes primarily from earnings at work, but government transfer payments such as Social Security and TANF and unearned income from dividends, interest and rent are also included. Income and education levels are highly correlated; areas that have lower educational attainment than the state will typically have lower household incomes.



Mineral County Household Income Sources		
Income Sources	**Households**	**Mean Income**
All Households	404	$39,402
With earnings	71.5%	$52,669
With interest, dividends or net rental income	42.6%	$15,431
With Social Security income	51.5%	$21,230
With Supplemental Security Income (SSI)	4.7%	$ 8,458
With cash public assistance income	0.0%	$ NA
With retirement income	32.7%	$29,048
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*		

Educational Attainment

The education attainment plot is provided for persons older than Age 25, i.e., those who have likely completed their education.



Race and Ethnicity

Population in the Census is reported on both racial and ethnic dimensions, wherein race includes White, Black/African American, American Indian/Alaska Native, Asian, Native Hawaiian/Pacific Islander, and other races. Hispanic/Latino includes all persons of any race who declared Hispanic or Latino affiliation on their census form.

Mineral County Race/Ethnicity Trend

Race/Ethnicity	Census 2000	Census 2010	2013-2017 American Community Survey
Hispanic	2.0%	2.9%	12.6%
Non-Hispanic	98.0%	97.1%	87.4%
Non-Hispanic White	95.4%	95.2%	83.8%
Non-Hispanic Black	0.0%	0.3%	1.6%
Non-Hispanic Asian	0.0%	0.1%	0.4%
Non-Hispanic Native American/Alaska Native	0.5%	0.6%	0.0%
Non-Hispanic Native Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
Non-Hispanic Other	0.0%	0.0%	0.0%
Non-Hispanic, Two Races	2.0%	0.8%	1.7%

Sources: *2000 Census; 2010 Census; U.S. Census Bureau, 2013-2017 American Community Survey*

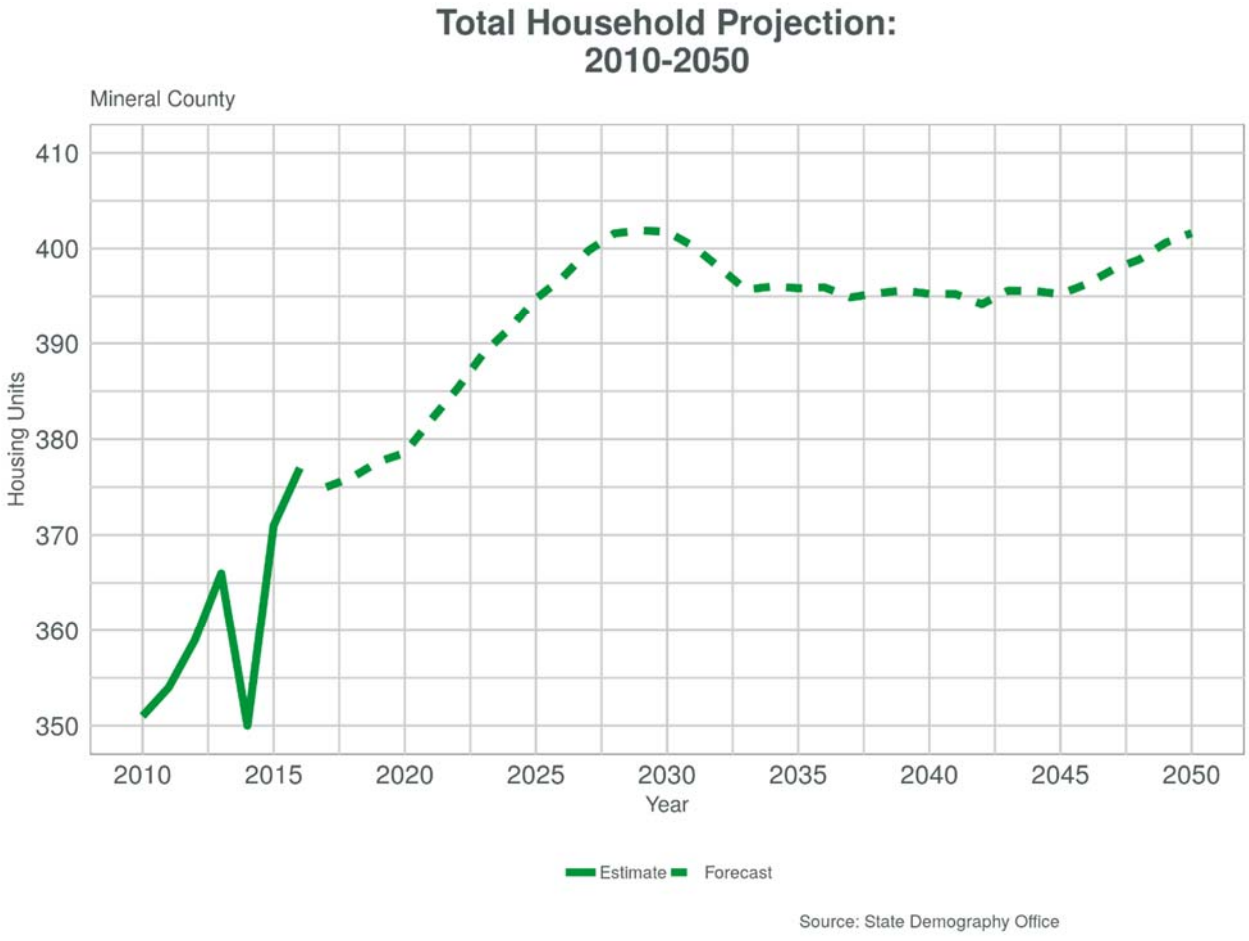
Mineral County Race/Ethnicity Comparison

Race/Ethnicity	Mineral County	Colorado
Hispanic	12.6%	21.3%
Non-Hispanic	87.4%	78.7%
Non-Hispanic White	83.8%	68.6%
Non-Hispanic Black	1.6%	3.9%
Non-Hispanic Native American/Alaska Native	0.0%	0.5%
Non-Hispanic Asian	0.4%	3.0%
Non-Hispanic Native Hawaiian/Pacific Islander	0.0%	0.1%
Non-Hispanic Other	0.0%	0.2%
Non-Hispanic, Two Races	1.7%	2.4%

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Housing

Understanding the current housing stock is critical for understanding how the community can best address current and future demands. This section begins with a projection of households. The projection of households is derived by county specific headship rates for the population by age. Beyond the numbers and characteristics, understanding the value and affordability of housing units is vital. Are the housing prices prohibitive to new families? Are the housing prices at such a high price that once the current work force ages and sells, those housing units will most likely go into the vacation seasonal market? Or are housing prices reasonable and suddenly the community is experiencing growth in families with children? How many total housing units are there? What types of new units are being built - multi-family vs single family?



The next several tables provide an overview of the housing stock in an area. The availability of land and the cost of land can dictate whether housing is less dense, with a greater number of single family units or denser with a number of multifamily apartments and condos. Median home values and median gross rents are often considerably lower than current market prices as the values are computed from a 5-year average that runs through 2016. The number of people per household can offer insights as to the composition of the households. Areas with a larger number of people per household often have more families with children under 18 or a number of roommates living together to share housing costs. Those with a smaller number of persons per household, likely have a larger share of single-person households.

Mineral County Housing Units, 2017

Housing Type	Mineral County
Total Housing Units	1,268
Occupied Housing Units	375
Vacant Housing Units	893
Vacancy Rate	70.4%
Total Population	752
Household Population	752
Group Quarters Population	0
Persons per Household	2.01

Source: *State Demography Office*

Mineral County Comparative Owner-Occupied Housing Values

	Mineral County	Colorado
Median Value of Owner-Occupied Households (Current Dollars)	$279,000	$286,100
Percentage of Owner-Occupied Households paying 30-49% of income on housing	12.5%	14.3%
Percentage of Owner-Occupied Households paying 50% or more of income on housing	9.9%	9.0%

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Mineral County Characteristics of Owner-Occupied Housing

Type of Housing	People		Units	
	Value	Percent	Value	Percent
Owner-Occupied Housing	635	100.0%	345	100.0%
Single Unit Buildings	573	90.2%	305	88.4%
Buildings with 2 to 4 Units	7	1.1%	4	1.2%
Buildings with 5 or More Units	0	0.0%	0	0.0%
Mobile Homes	55	8.7%	36	10.4%
RVs, Boats, Vans, Etc.	0	0.0%	0	0.0%
Median Year of Construction			1987	
Average Number of Persons Per Household	1.84			

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Mineral County Comparative Rental Housing Values

	Mineral County	Colorado
Median Gross Rent of Rental Households (Current Dollars)	$638	$1,125
Percentage of Rental Households paying 30-49% of income on housing	35.6%	25.1%
Percentage of Rental Households paying 50% or more of income on housing	6.8%	23.4%

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Mineral County Characteristics of Rental Housing

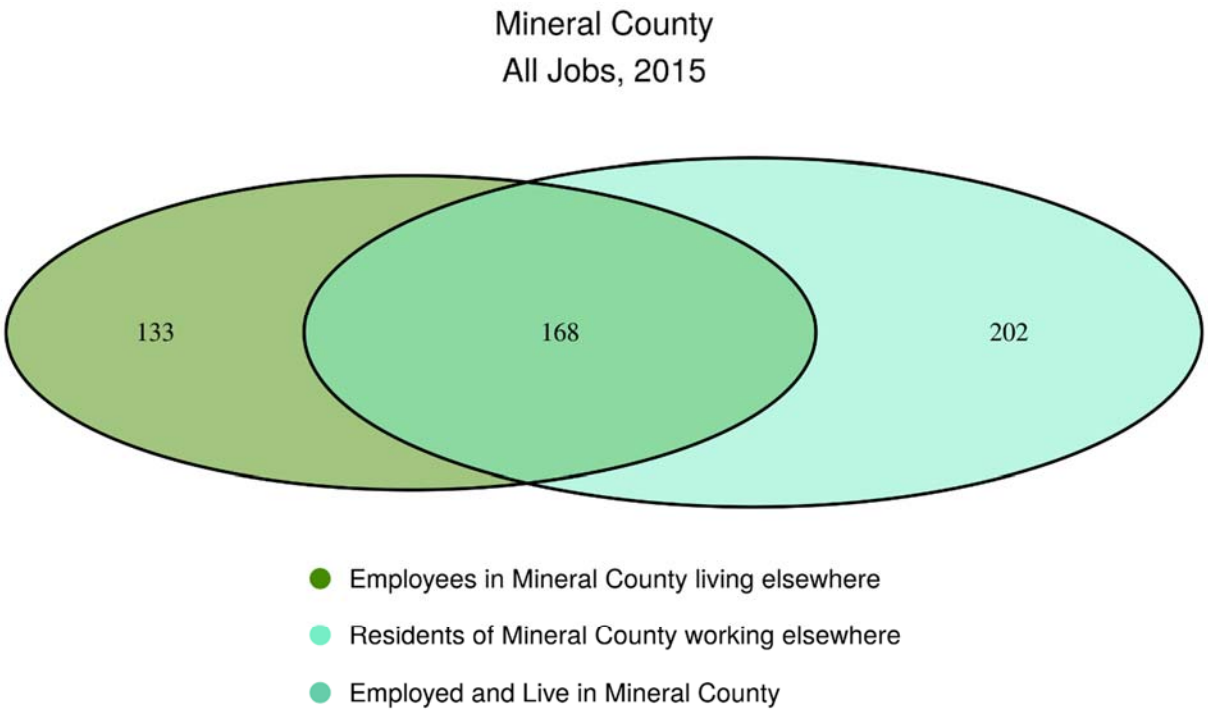
	People		Units	
	Value	Percent	Value	Percent
Rental Housing	176	100.0%	59	100.0%
Single Unit Buildings	155	88.1%	38	64.4%
Buildings with 2 to 4 Units	0	0.0%	0	0.0%
Buildings with 5 or More Units	4	2.3%	4	6.8%
Mobile Homes	17	9.7%	17	28.8%
RVs, Boats, Vans, Etc.	0	0.0%	0	0.0%
Median Year of Construction			1971	
Average Number of Persons Per Household	2.98			

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Commuting

Commuting impacts local job growth, access to employees, and transportation infrastructure. The Commuting diagram identifies three groups of people:

- People who work in Mineral County, but live elsewhere.
- People who live in Mineral County, but work elsewhere.
- People who live and work in Mineral County.



Source: U.S. Census Bureau On the Map

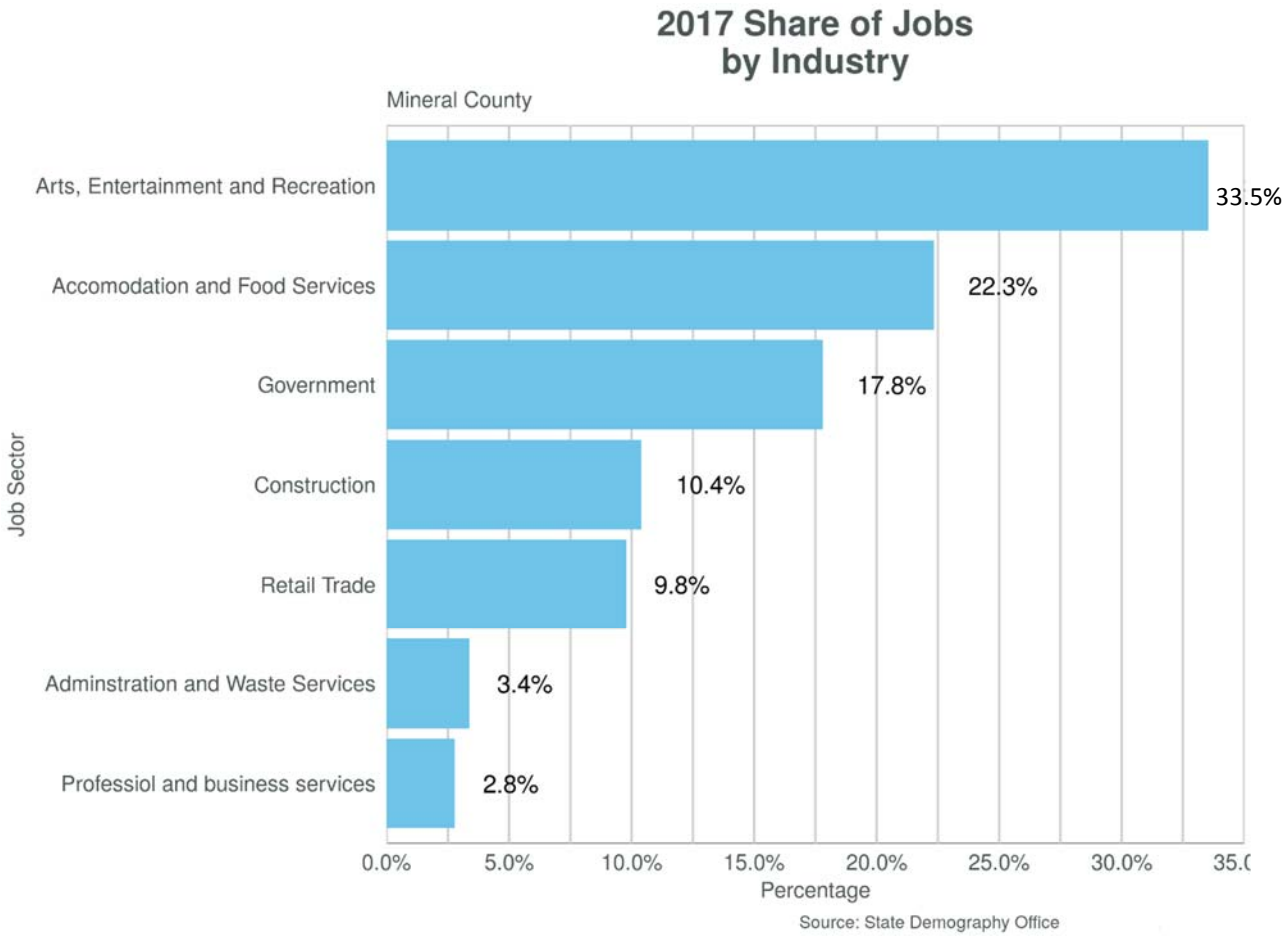
Employees in Mineral County living elsewhere		
Location	**Count**	**Percent**
Rio Grande County, CO	61	45.9%
Alamosa County, CO	18	13.5%
La Plata County, CO	8	6.0%
Garfield County, CO	4	3.0%
Archuleta County, CO	3	2.3%
Delta County, CO	3	2.3%
San Miguel County, CO	3	2.3%
Douglas County, CO	2	1.5%
Saguache County, CO	2	1.5%
Summit County, CO	2	1.5%
Other Counties	27	20.3%
Total	133	100.0%
Source: *U.S. Census Bureau On the Map*		

Residents of Mineral County working elsewhere		
Location	**Count**	**Percent**
El Paso County, CO	24	11.9%
Denver County, CO	21	10.4%
Jefferson County, CO	16	7.9%
Arapahoe County, CO	14	6.9%
Adams County, CO	13	6.4%
Douglas County, CO	12	5.9%
Mesa County, CO	10	5.0%
Rio Grande County, CO	10	5.0%
Eagle County, CO	8	4.0%
Garfield County, CO	8	4.0%
Other Counties	66	32.7%
Total	202	100.0%
Source: *U.S. Census Bureau On the Map*		

Employment

The Estimated Jobs is a series created by the SDO to give a comprehensive look at the number of jobs located within Mineral County. It is broad in scope, capturing both wage and salary workers as well as most proprietors and agricultural workers. A more diverse economy is typically more resilient too; when looking at the employment trends recently and after a recession (shaded in gray) it is also important to look at the current share of employment by industry. Areas dependent on a single industry such as agriculture, mining or tourism can suffer from prolonged downturns due to drought, shifting demand for commodities, and the health of the national economy.

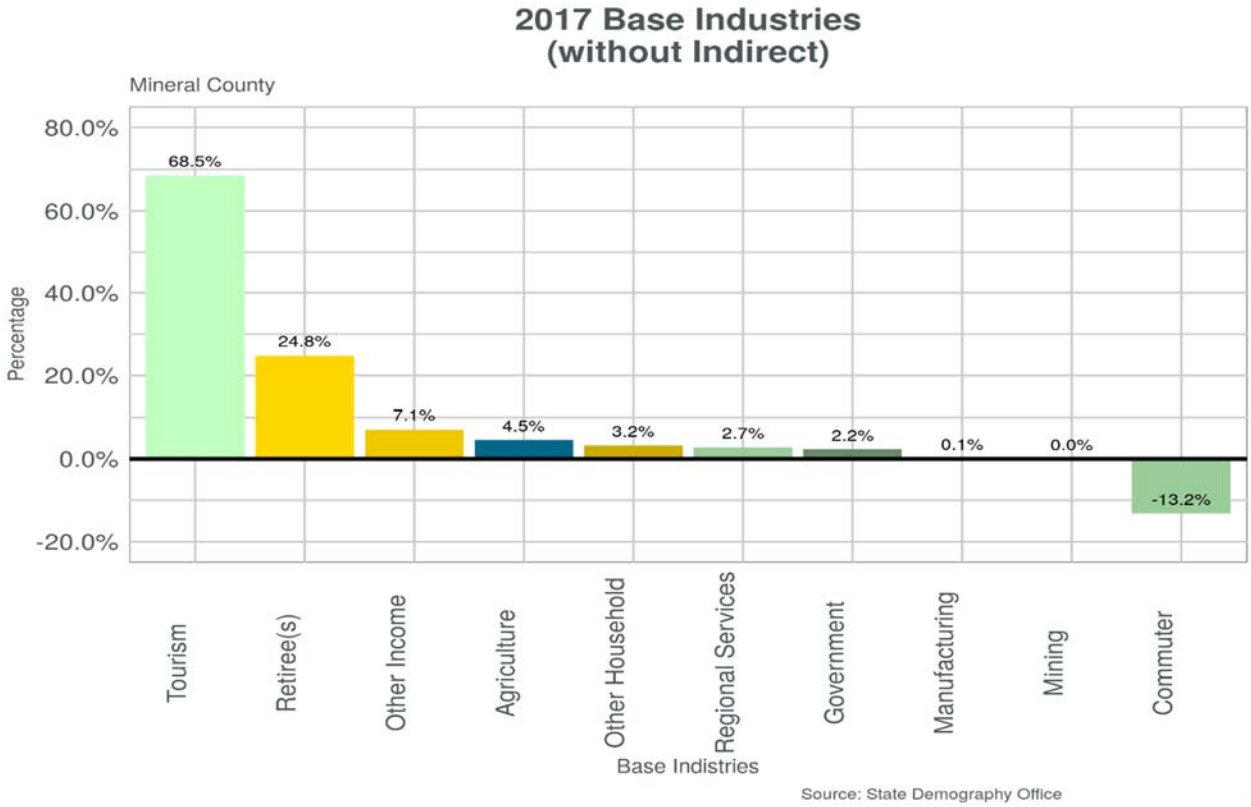
Identifying the industries which may be driving the growth and change within a community is a vital part of understanding community dynamics. Growth in jobs often results in growth in residents from migration within a community. Identifying the trends of growth or decline of jobs and the types of jobs available within the community is important.



The total estimated jobs are subdivided into three categories:
• *Direct Basic:* jobs that bring outside dollars into the community by selling goods or services outside the county, such as manufacturing or engineering services,
• *Indirect Basic:* jobs that are created as the result of goods and services purchased by direct basic such as accounting services or raw material inputs, and
• *Local (Resident) Services:* jobs that are supported when income earned from the base industries is spent locally at retailers or are supported by local tax dollars to provide services like education and public safety.

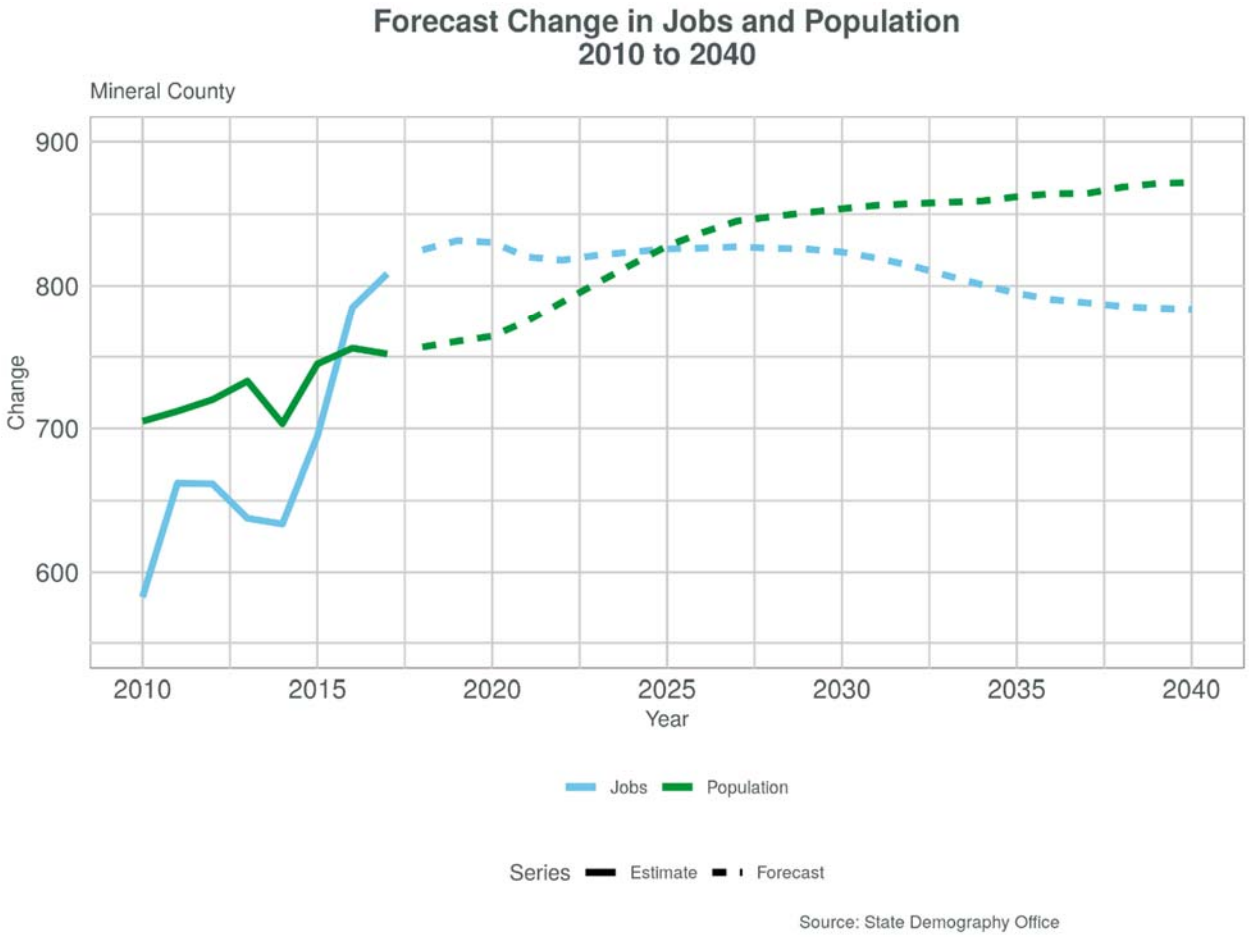
Mineral County Jobs by Sector, 2017		
Employment Type	**Jobs**	**Percent**
Direct Basic Employment	544	78.2%
Indirect Basic Employment	37	5.3%
Local Services Employment	115	16.5%
Total Employment	696	100.0%
Total Population, 16+	690	
Source: *State Demography Office*		

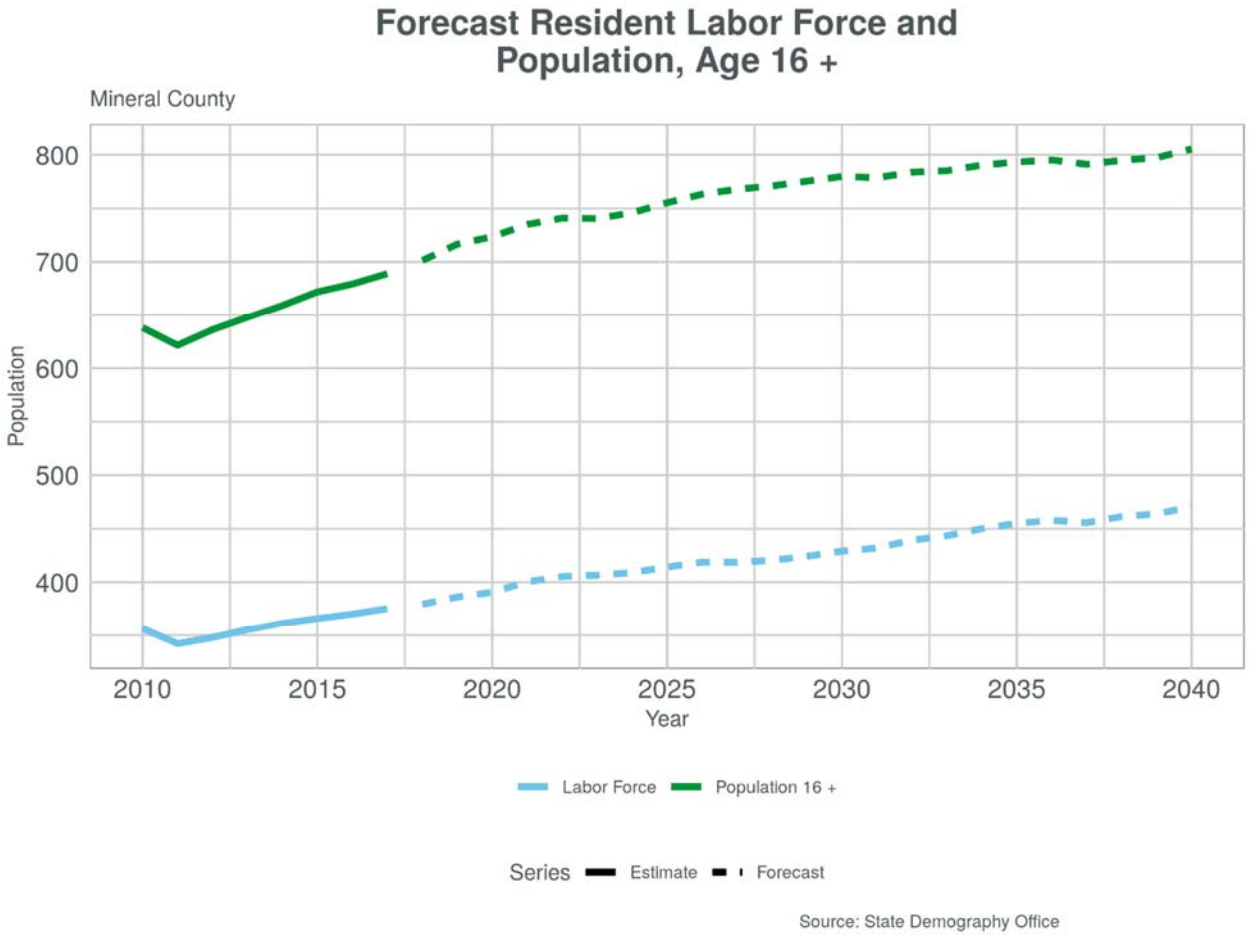
This plot shows the jobs by industry profile for Mineral County. The relative rank of high-paying sectors, such as mining, information and financial and insurance services versus mid-range jobs (e.g., construction, health care and government) and lower-paying industries such as retail trade and accommodation and food services, will have an impact on a county's overall economic health.



Understanding the types of jobs forecast to grow in a community, if jobs are forecast to increase, will aid in further understanding potential changes in population, labor force, housing demand, and household income. Important questions to ask include: What is the current forecast for job growth based on the current industry mix? What types of jobs are forecast to grow? What are the wages for those jobs? What are the labor force trends for the community? Is the labor force expected to grow or slow down?

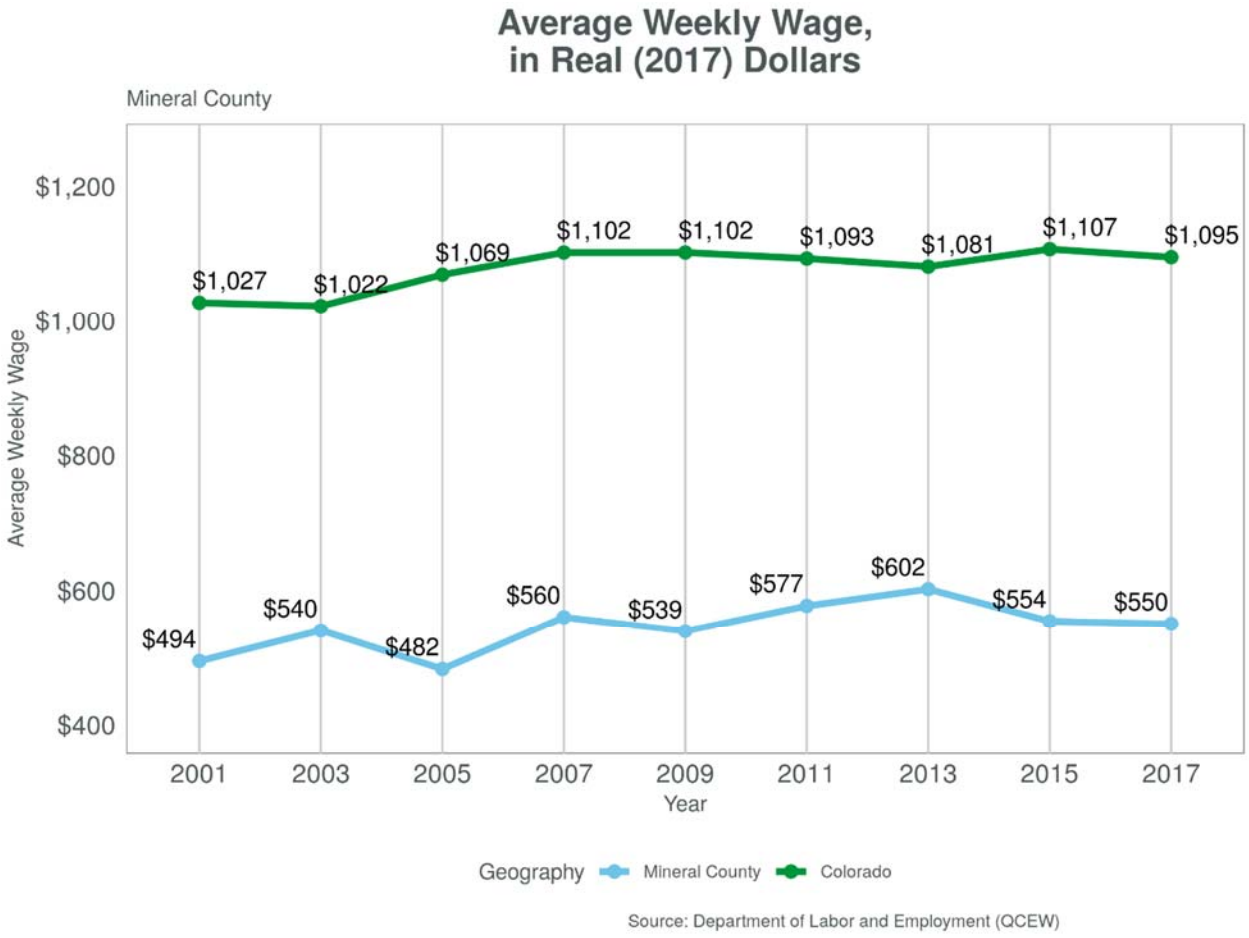
The total jobs forecast and population forecast are for Mineral County shown here. The two lines diverge over time due to the aging of our population and continued growth in our under 18 population – two segments of the population that are less likely to be employed. Growth in the 65-plus population in the labor force through 2040 compared to the universe population of those over the age of 16 since labor force participation declines with age, especially among those eligible for pensions or social security.




Forecast Resident Labor Force and Population, Age 16 +
Mineral County
800
700
600
500
400
Population
2010
2015
2020
2025
2030
2035
2040
Year
Labor Force
Population 16 +
Series
Estimate
Forecast
Source: State Demography Office

Wages

The inflation adjusted (real) average weekly wages for Mineral County and Colorado are shown here. In 2017 dollars, wages in Colorado have been essentially unchanged since 2010. The gain or loss of a major employer such as a mine or a hospital can have a significant impact on a county's average weekly wage. These wages are shown only for jobs located within that county and do not include most proprietors. Household income can be influenced by the average weekly wage, but in areas that have considerable amounts commuting or unearned income this relationship is not particularly strong.



Municipalities

Creede Quick Facts			
	City of Creede	**Mineral County**	**Colorado**
Population (2017) *	305	752	5,609,445
Population Change (2010 to 2017) *	18	47	559,113
Total Employment (2017) *	549	696	3,309,391
Median Household Income **	$45,227	$50,385	$65,458
Median House Value **	$251,600	$279,000	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	26.8%	12.0%	11.5%
Percentage of Population Born in Colorado **	56.7%	34.2%	42.7%

** State Demography Office*
*** U.S. Census Bureau, 2013-2017 American Community Survey*

Rio Grande

Rio Grande is the largest potato and barley producing county in the state. Major attractions include Rio Grande County Museum, Beaver Reservoir, Big Meadows, gold medal fishing, and backcountry trails. Monte Vista is known as the Valley's agribusiness center but also has a tourist information center, regional shopping, the Colorado State Veterans Center at Homelake, and an attractive main street. Del Norte serves as a gateway for tourists and hub for outdoor recreation, and has an expanded Rio Grande Hospital. South Fork is home to many seasonal homes, tourism, a new golf course, and is the start of the Silver Thread Byway. It is also the closest town to Wolf Creek Ski Area, and gateway via US 160 to Pagosa Springs and Durango.

Rio Grande County Quick Facts

	Rio Grande County	Colorado
Population (2017) *	11,251	5,609,445
Population Change (2010 to 2017) *	-750	559,113
Total Employment (2017) *	5,549	3,309,391
Median Household Income **	$38,534	$65,458
Median House Value **	$143,000	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	18.1%	11.5%
Percentage of Population Born in Colorado **	59.1%	42.7%

** State Demography Office*
*** U.S. Census Bureau, 2013-2017 American Community Survey*

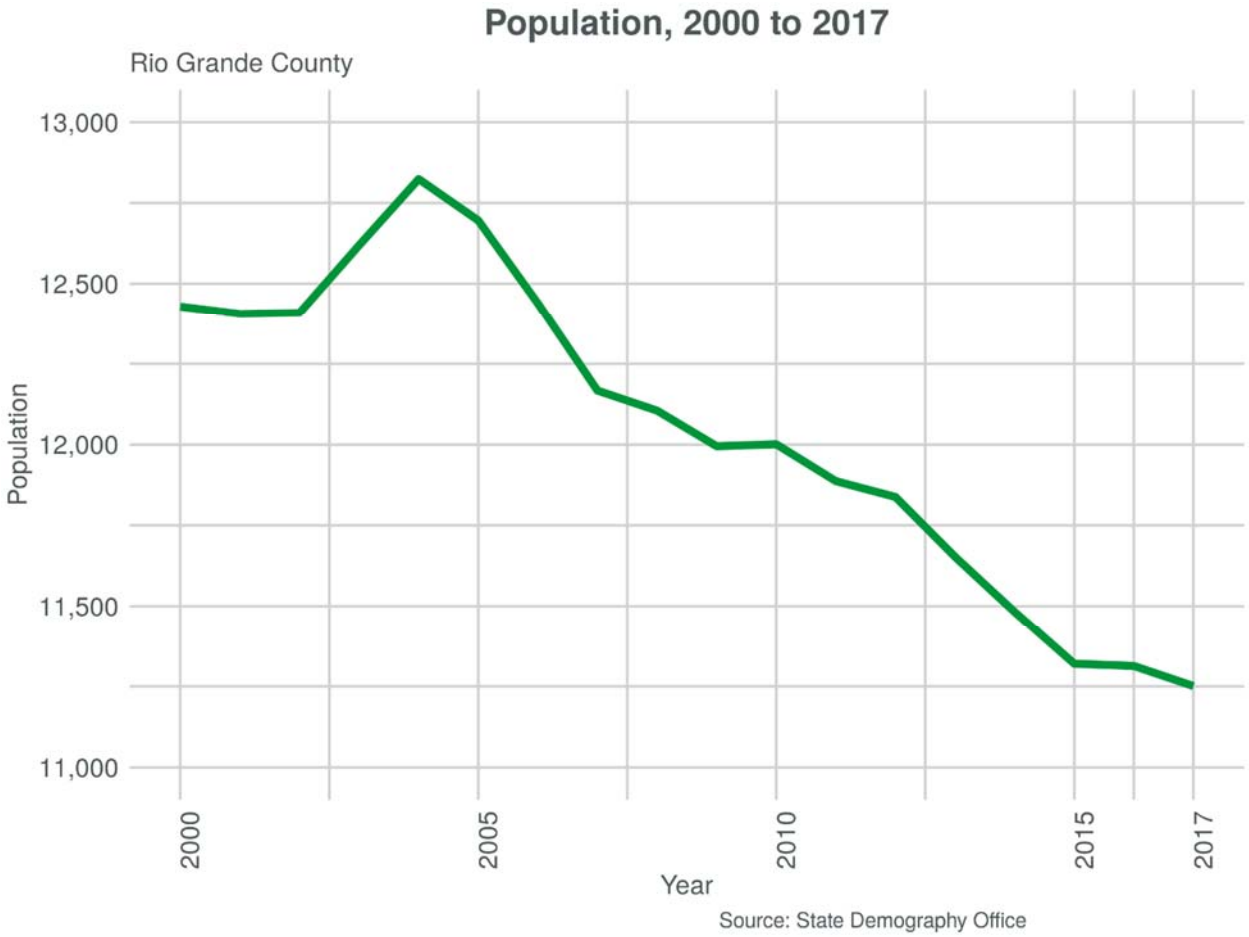
Population

At the end of 2017 the estimated population of Rio Grande County was 11,251, a decrease of -69 over the population in 2015. The growth rate for Rio Grande County between 2015 and 2017 was -0.3 percent compared to 1.5 percent for the State of Colorado.

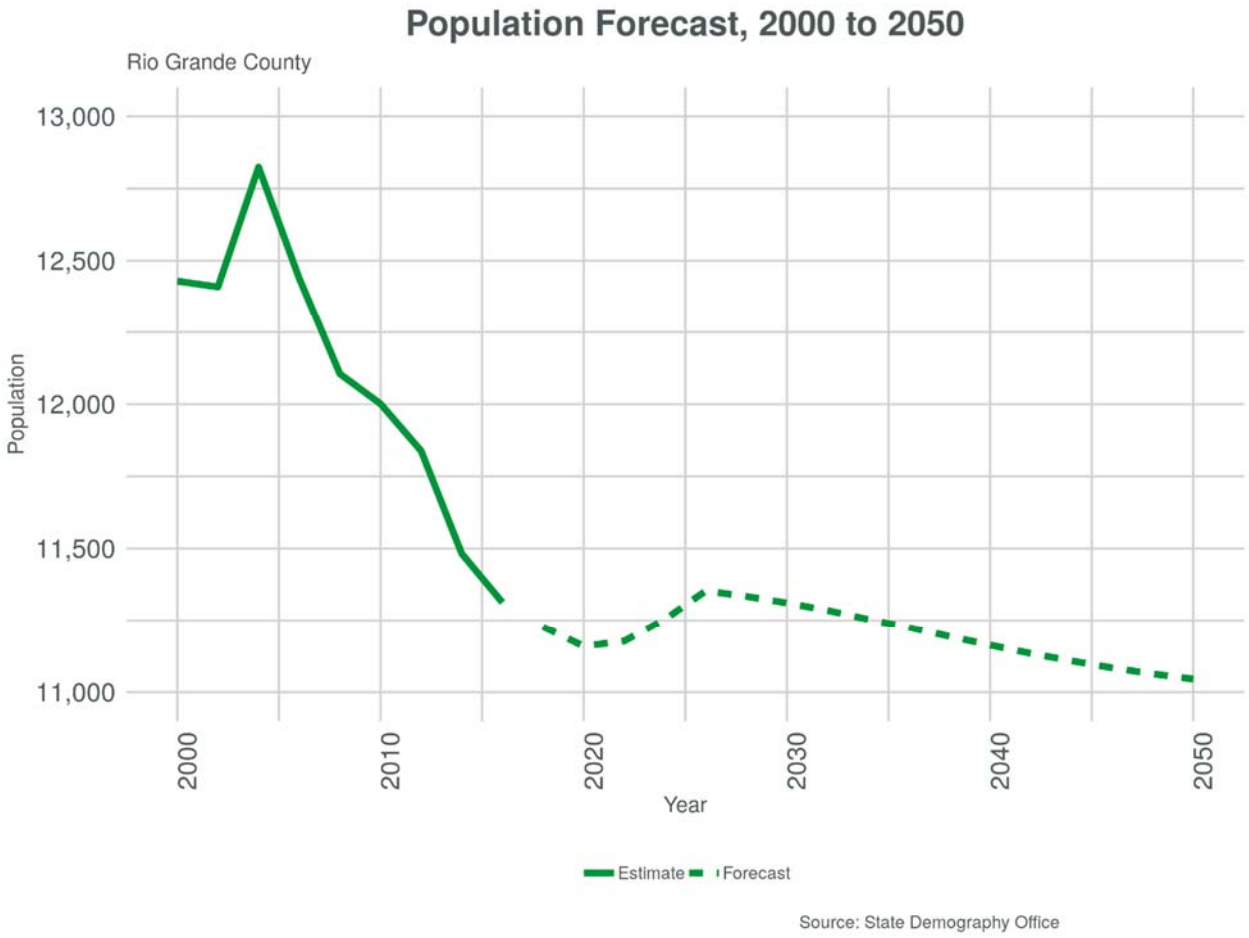
Rio Grande County Population Growth Rate

	Rio Grande County		Colorado	
Year	Population	Growth Rate	Population	Growth Rate
1990	10,770		3,294,473	
1995	11,698	1.7%	3,811,074	3.0%
2000	12,429	1.2%	4,338,801	2.6%
2005	12,696	0.4%	4,662,534	1.4%
2010	12,001	-1.1%	5,050,332	1.6%
2015	11,320	-1.2%	5,444,871	1.5%
2017	11,251	-0.3%	5,609,445	1.5%

Source: *State Demography Office*

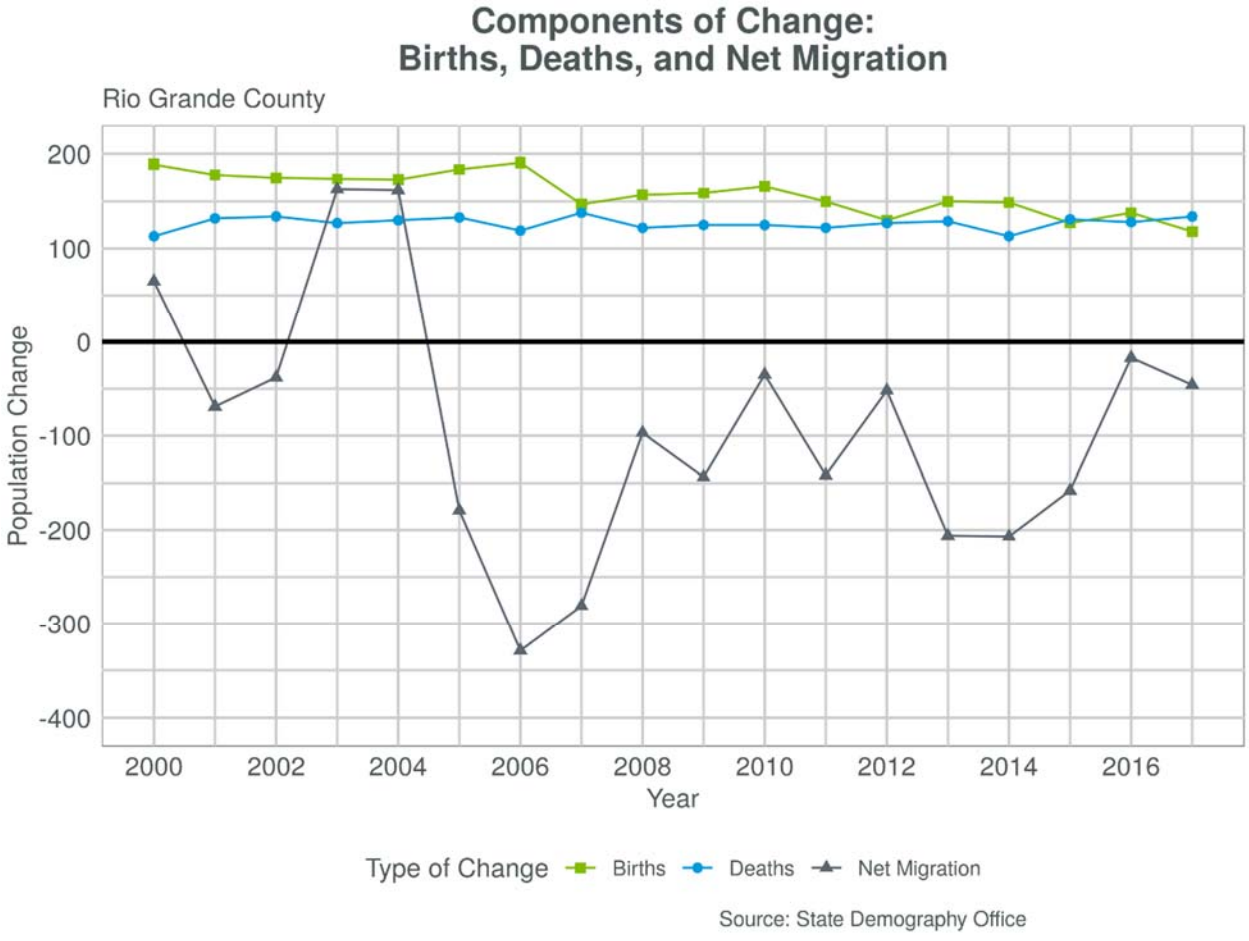

Population, 2000 to 2017
Rio Grande County
13,000
12,500
12,000
11,500
11,000
Population
2000
2005
2010
2015
2017
Year
Source: State Demography Office

The population of Rio Grande County is forecast to reach 11,159 by 2020 and 11,163 by 2040. Overall, the growth rate for Rio Grande County is expected to be static between 2020 and 2040. Between 2010 and 2020 the forecast growth rate was -0.7 percent, between 2020 and 2030 the forecast growth rate is 0.1 percent, while the forecast growth rate between 2030 and 2040 is -0.1 percent. The change is due in part to population aging and changes in the proportion of the population in childbearing ages.

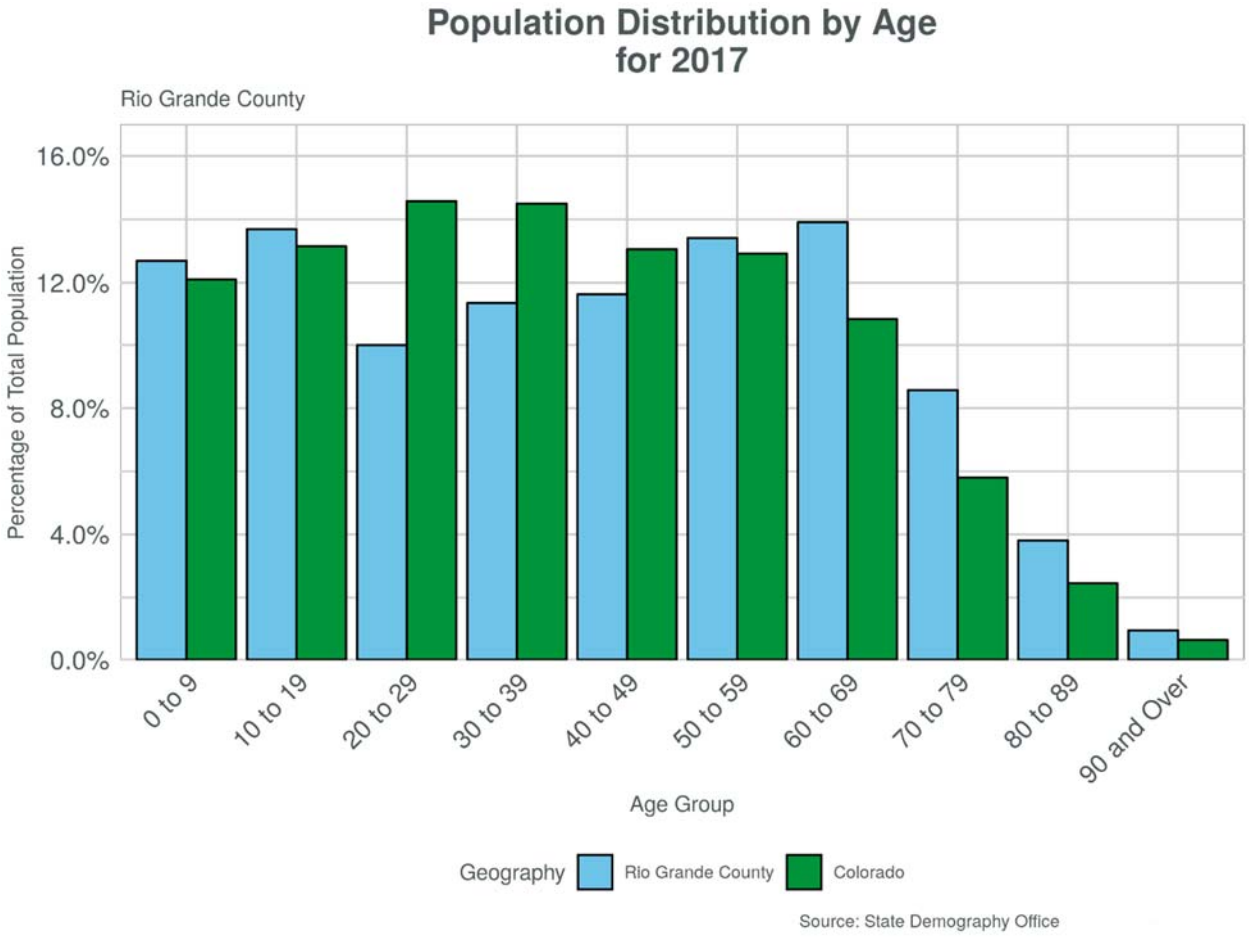


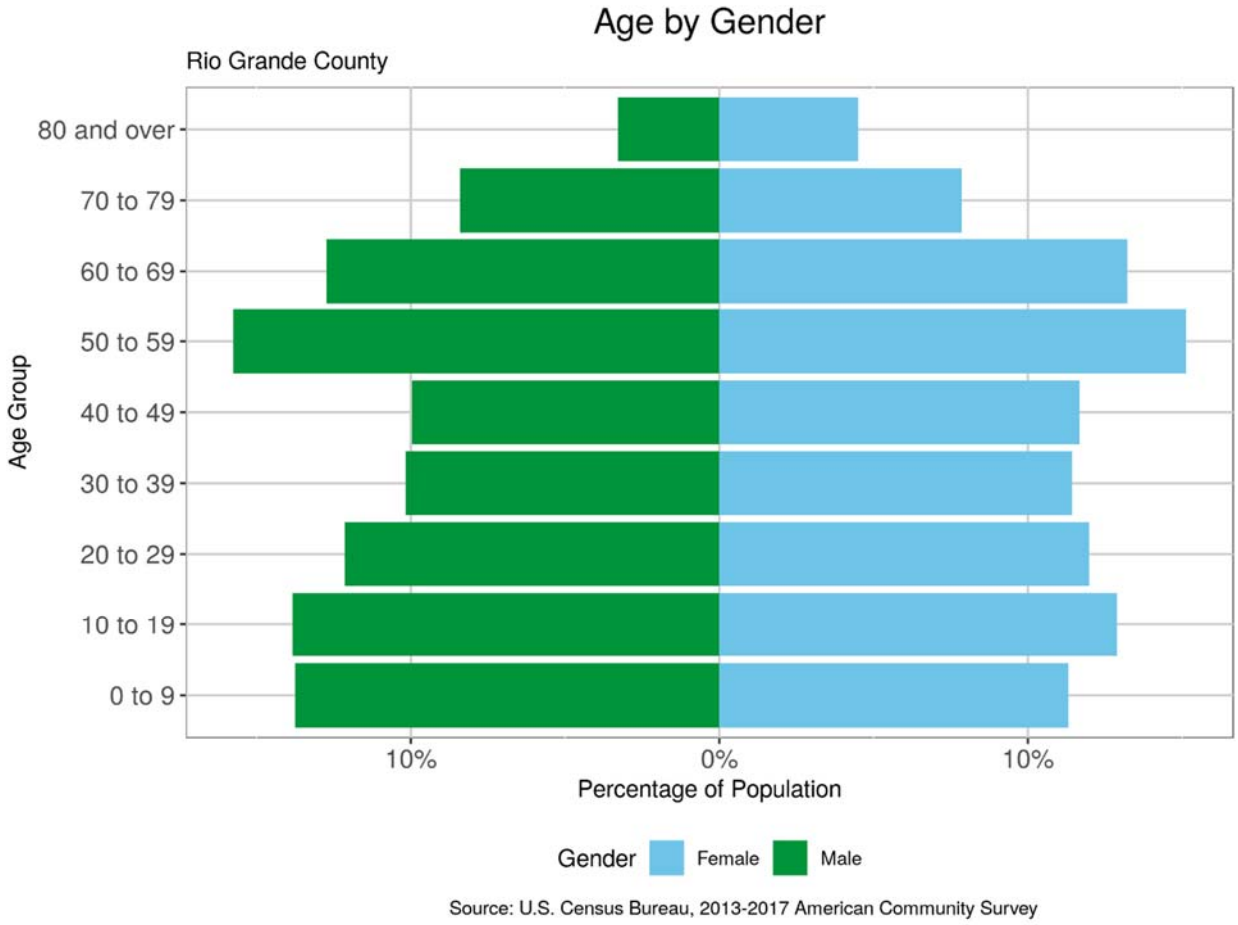
Births, deaths and net migration are the main components of population change. Net migration is the difference between the number of people moving into an area and the number of people moving out. Change in net migration typically causes most of the changes in population trends because migration is more likely to experience short-term fluctuations than births and deaths. Migration also tends to be highly correlated to job growth or decline in communities where most of the residents work where they live. For many counties with negative natural increase (more deaths than births), this makes migration especially important for population stability and growth.

Over the past five years, between 2013 and 2017, the population of Rio Grande County has decreased by -587 people. The total natural increase (births - deaths) over this period was 50 and the total net migration (new residents who moved in minus those who moved out) was -686.



Every community has a different age profile and is aging differently. People in different age groups work, live, shop, and use resources differently and these differences will impact the economy, labor force, housing, school districts, day care facilities, health services, disability services, transportation, household income, and public finance. An aging population may put downward pressure on local government tax revenue due to changes in spending on taxable goods. The age distribution of the population of Rio Grande County and Colorado are shown here.

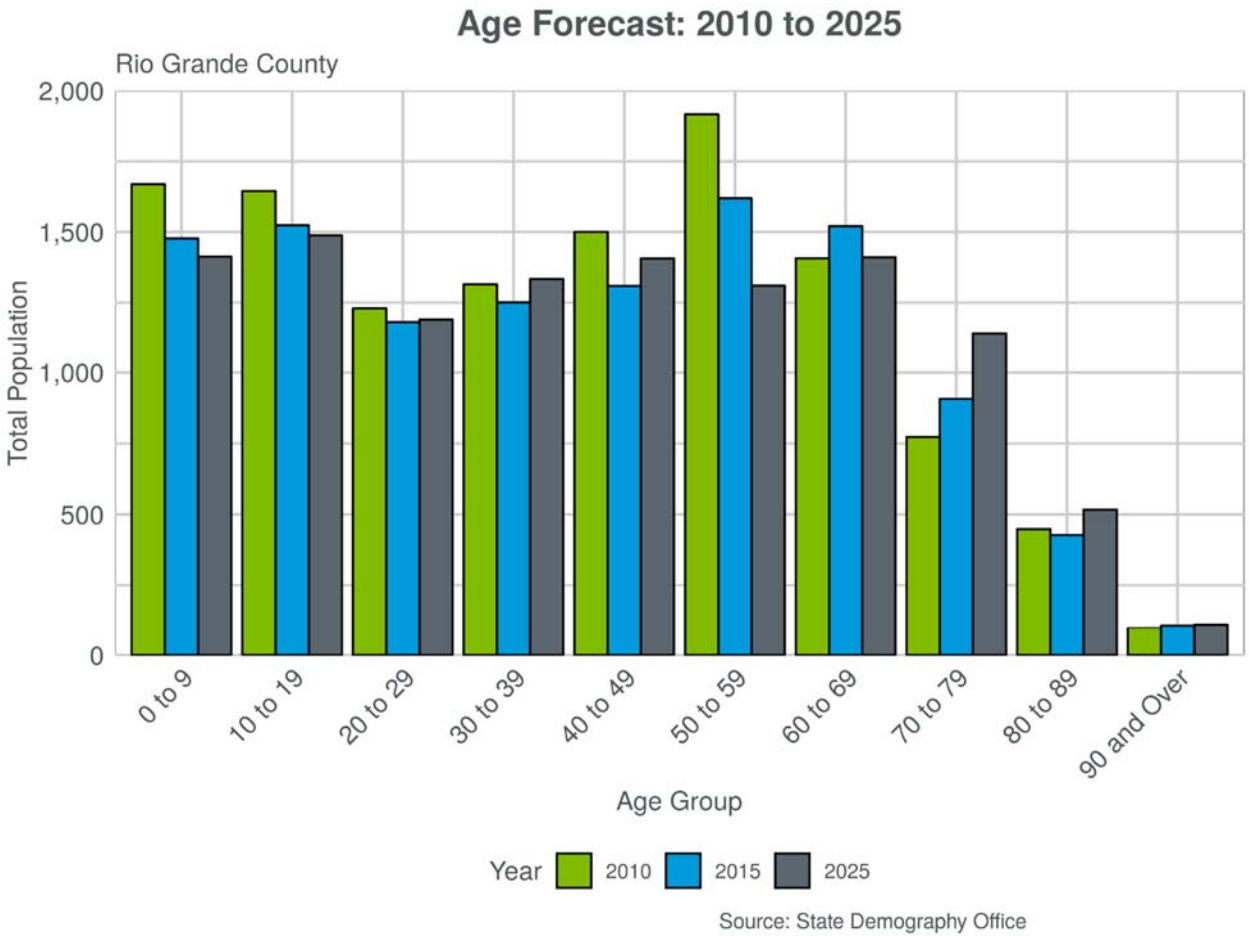




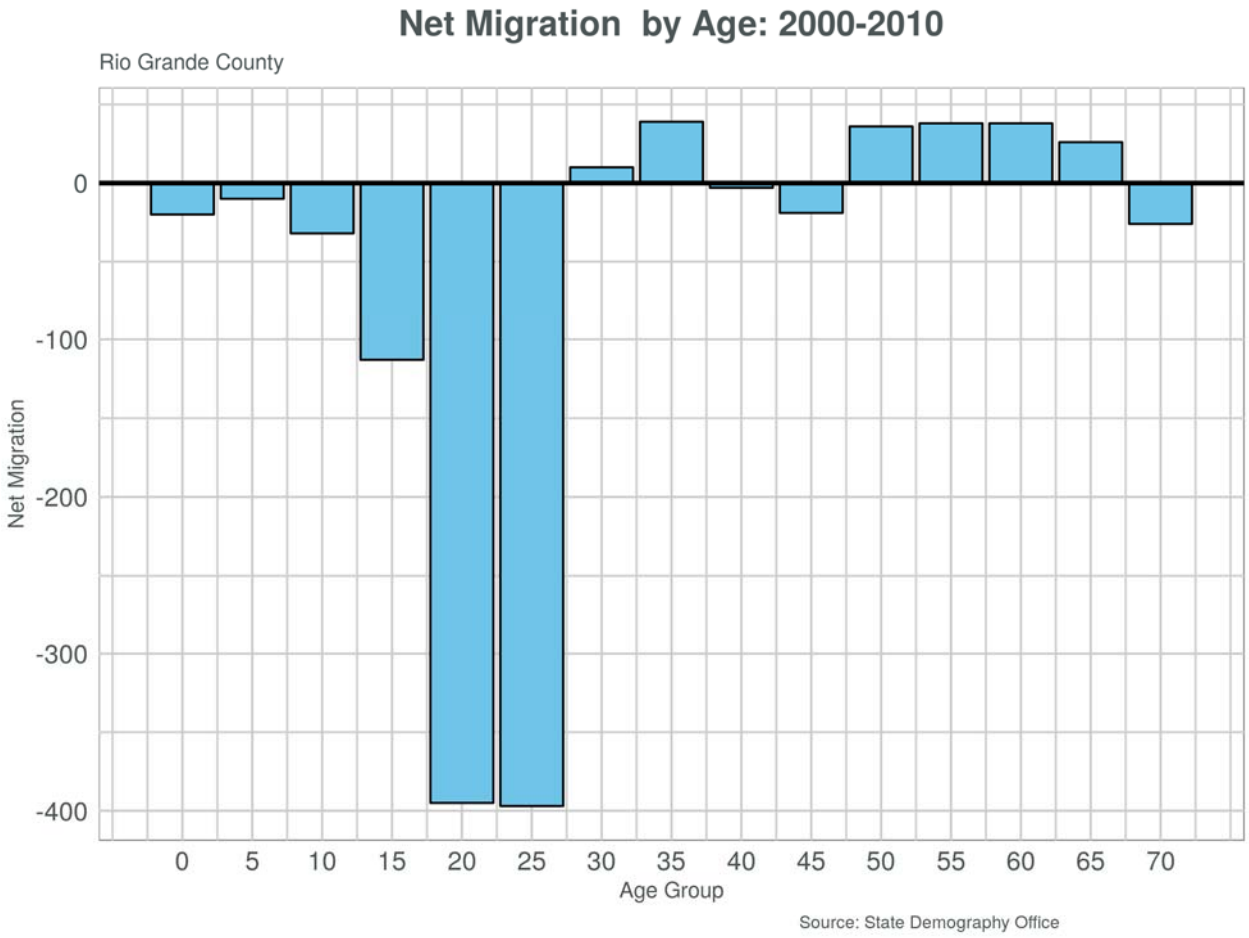
The median age of Rio Grande County is 4.4 years older than the state. Women in Rio Grande County are significantly older than women in the state and men in Rio Grande County are significantly older than men in the state.

Rio Grande County Median Age by Gender		
Gender	**Rio Grande County**	**Colorado**
Total	40.7	36.5
Male	40.1	35.6
Female	41.9	37.5
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*		

The changing age distribution of the population of Rio Grande County for the period from 2010 through 2025 is shown here. The changes in proportion of different groups can highlight the need for future planning and service provision. Many areas have a larger share of older adults, indicating the need to evaluate housing, transportation and other needs of the senior population.



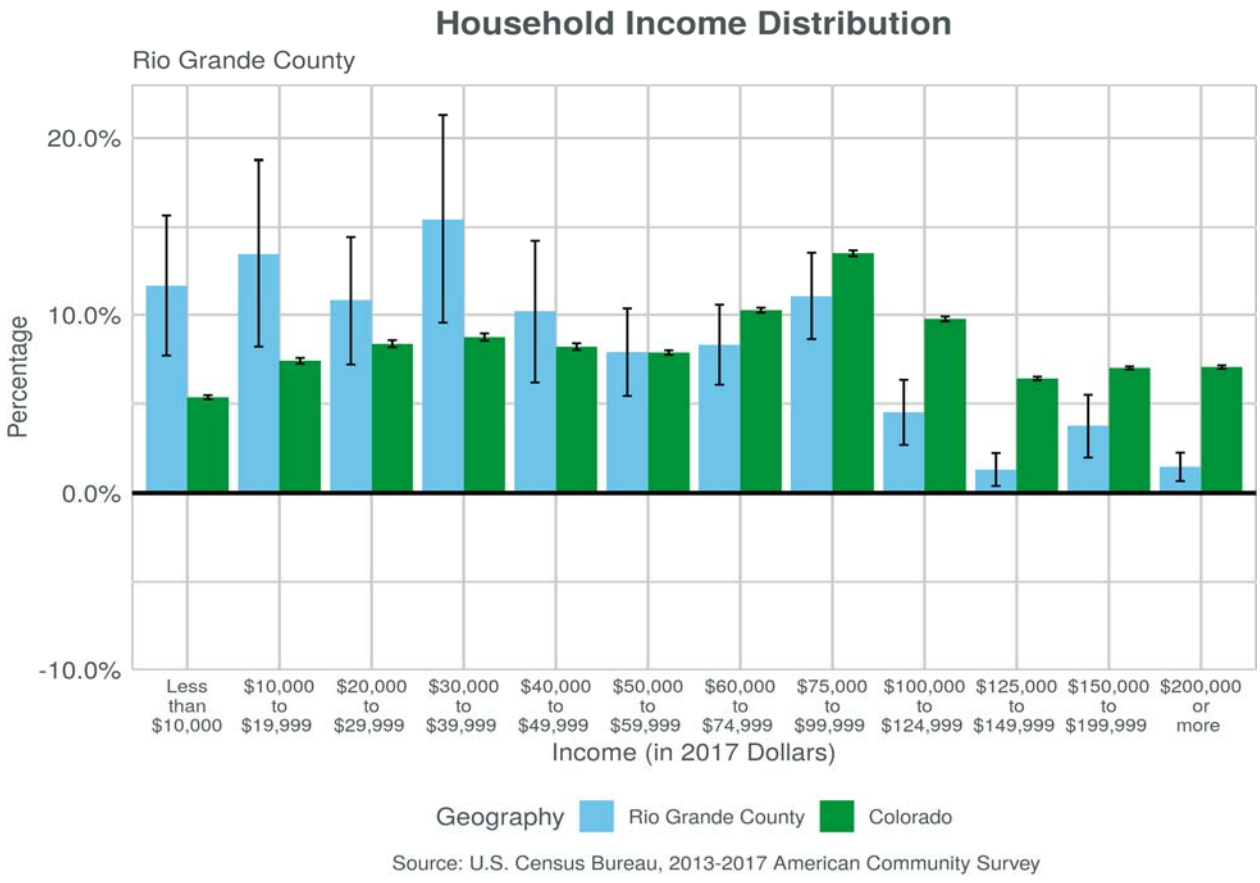
This plot shows the net migration by age in Rio Grande County. Colorado typically draws many young adults as migrants. Areas with colleges and resorts draw a number of 18 to 24 year olds. Areas with a growing economy tend to account mostly 25 to 35 year olds and areas attractive to retirees tend to draw both workers and older adults.



Household Income

(The plots and tables in this section describe the general population characteristics of Rio Grande County. The bars on the plots show the width of the 90 percent confidence interval. Categories where the bars do not overlap are significantly different.)

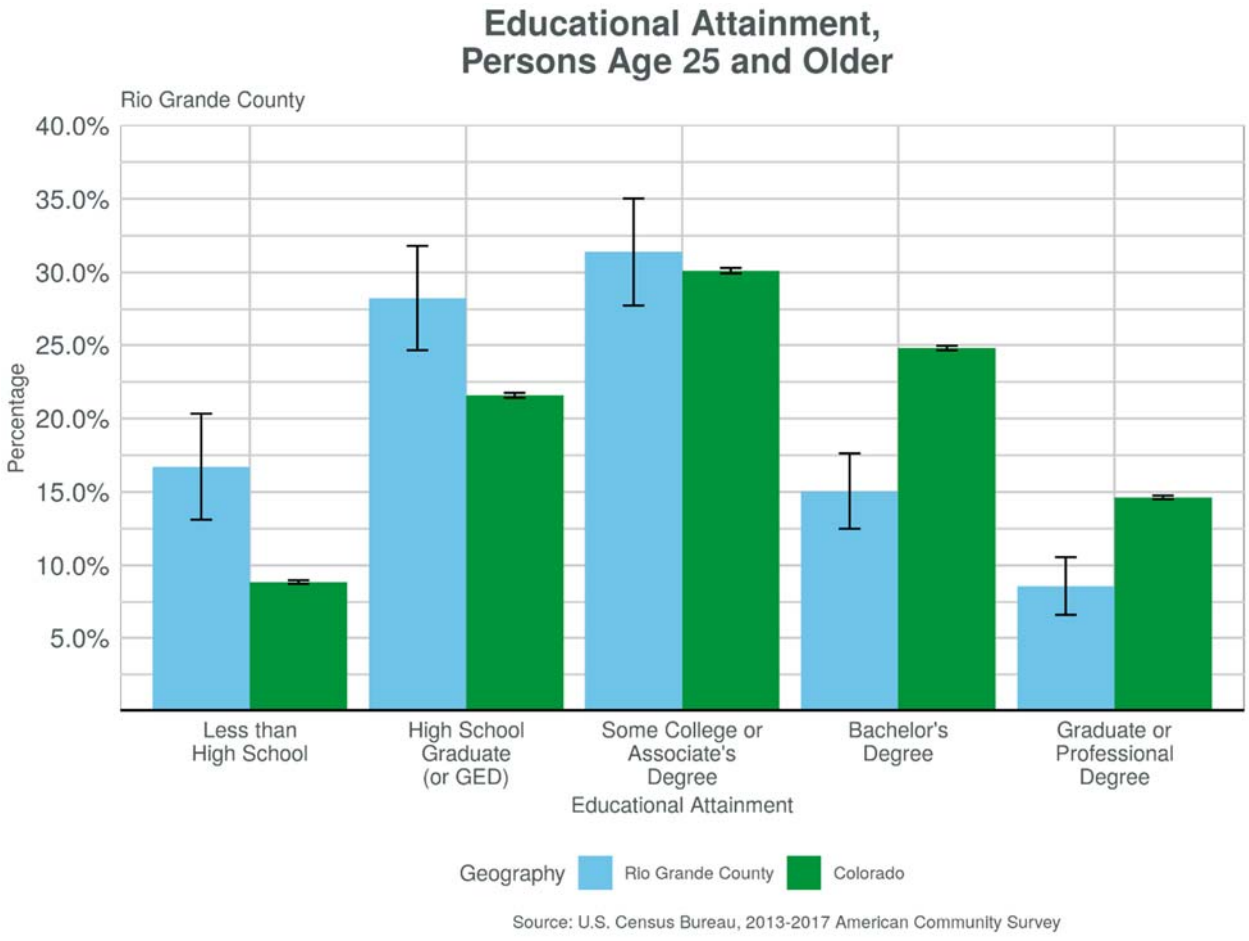
The household income distribution plot compares Rio Grande County to the statewide household incomes. Household income comes primarily from earnings at work, but government transfer payments such as Social Security and TANF and unearned income from dividends, interest and rent are also included. Income and education levels are highly correlated; areas that have lower educational attainment than the state will typically have lower household incomes.



Rio Grande County Household Income Sources		
Income Source	**Households**	**Mean Income**
All Households	4,750	$38,411
With earnings	72.7%	$52,452
With interest, dividends or net rental income	18.6%	$16,863
With Social Security income	29.6%	$17,510
With Supplemental Security Income (SSI)	7.9%	$ 8,661
With cash public assistance income	7.7%	$ 2,882
With retirement income	18.8%	$26,180
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*		

Educational Attainment

The education attainment plot is provided for persons older than Age 25, i.e., those who have likely completed their education.



Race and Ethnicity

Population in the Census is reported on both racial and ethnic dimensions, wherein race includes White, Black/African American, American Indian/Alaska Native, Asian, Native Hawaiian/Pacific Islander, and other races. Hispanic/Latino includes all persons of any race who declared Hispanic or Latino affiliation on their census form.

Rio Grande County Race/Ethnicity Trend

Race/Ethnicity	Census 2000	Census 2010	2013-2017 American Community Survey
Hispanic	41.7%	42.4%	44.6%
Non-Hispanic	58.3%	57.6%	55.4%
Non-Hispanic White	56.6%	55.1%	52.2%
Non-Hispanic Black	0.1%	0.2%	0.3%
Non-Hispanic Asian	0.2%	0.3%	0.2%
Non-Hispanic Native American/Alaska Native	0.6%	0.9%	1.7%
Non-Hispanic Native Hawaiian/Pacific Islander	0.0%	0.0%	0.2%
Non-Hispanic Other	0.1%	0.1%	0.3%
Non-Hispanic, Two Races	0.7%	0.9%	0.6%

Source: *2000 Census; 2010 Census; U.S. Census Bureau, 2013-2017 American Community Survey*

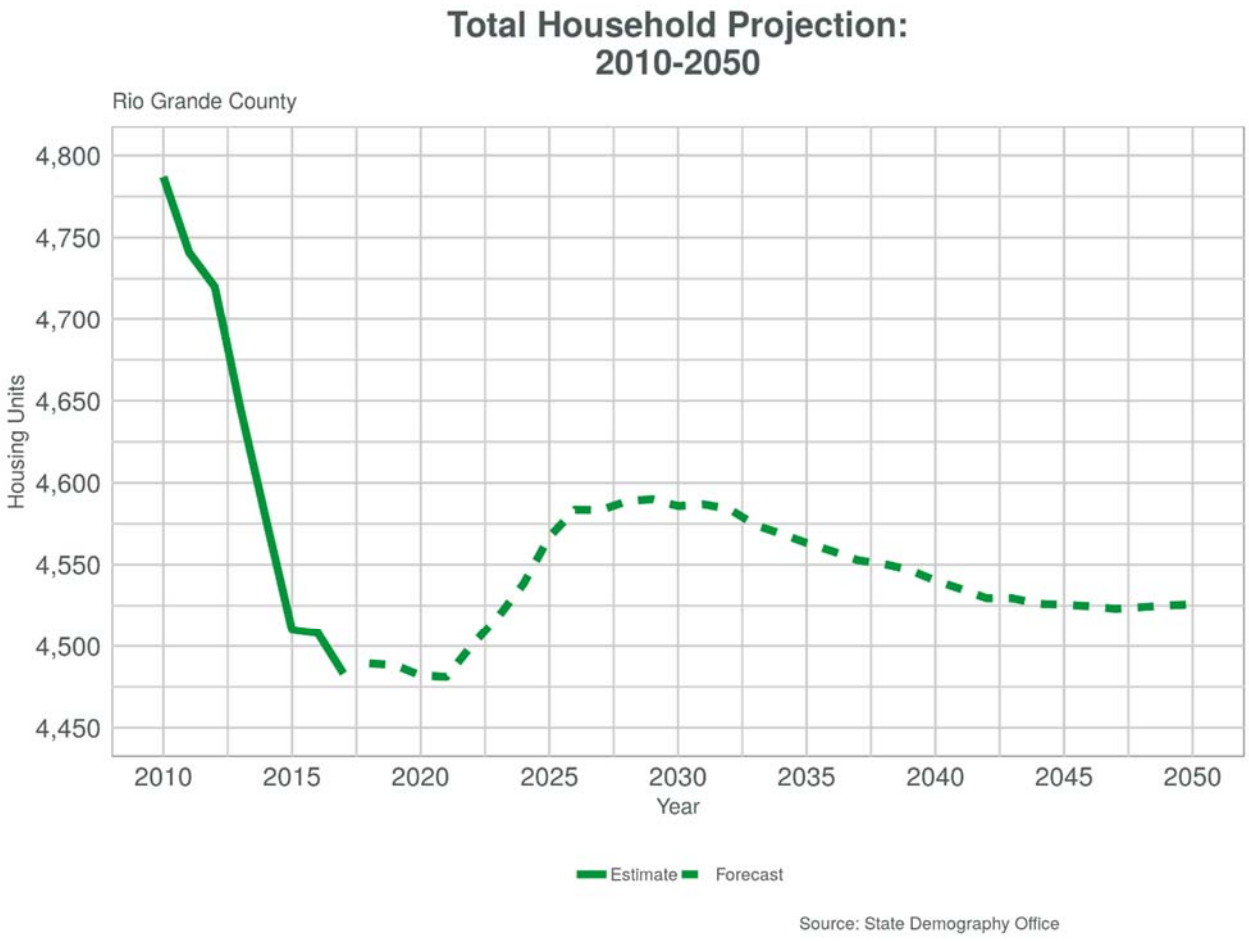
Rio Grande County Race/Ethnicity Comparison

Race/Ethnicity	Rio Grande County	Colorado
Hispanic	44.6%	21.3%
Non-Hispanic	55.4%	78.7%
Non-Hispanic White	52.2%	68.6%
Non-Hispanic Black	0.3%	3.9%
Non-Hispanic Native American/Alaska Native	1.7%	0.5%
Non-Hispanic Asian	0.2%	3.0%
Non-Hispanic Native Hawaiian/Pacific Islander	0.2%	0.1%
Non-Hispanic Other	0.3%	0.2%
Non-Hispanic, Two Races	0.6%	2.4%

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Housing

Understanding the current housing stock is critical for understanding how the community can best address current and future demands. This section begins with a projection of households. The projection of households is derived by county specific headship rates for the population by age. Beyond the numbers and characteristics, understanding the value and affordability of housing units is vital. Are the housing prices prohibitive to new families? Are the housing prices at such a high price that once the current work force ages and sells, those housing units will most likely go into the vacation seasonal market? Or are housing prices reasonable and suddenly the community is experiencing growth in families with children? How many total housing units are there? What types of new units are being built - multi-family vs single family?



The next several tables provide an overview of the housing stock in an area. The availability of land and the cost of land can dictate whether housing is less dense, with a greater number of single family units or denser with a number of multifamily apartments and condos. Median home values and median gross rents are often considerably lower than current market prices as the values are computed from a five-year average that runs through 2016. The number of people per household can offer insights as to the composition of the households. Areas with a larger number of people per household often have more families with children under 18 or a number of roommates living together to share housing costs. Those with a smaller number of persons per household, likely have a larger share of single-person households.

Rio Grande County Housing Units, 2017

Housing Type	Rio Grande County
Total Housing Units	6,717
Occupied Housing Units	4,483
Vacant Housing Units	2,234
Vacancy Rate	33.3%
Total Population	11,251
Household Population	11,053
Group Quarters Population	198
Persons per Household	2.47

Source: *State Demography Office*

Rio Grande County Comparative Owner-Occupied Housing Values

	Rio Grande County	Colorado
Median Value of Owner-Occupied Households (Current Dollars)	$143,000	$286,100
Percentage of Owner-Occupied Households paying 30-49% of income on housing	14.3%	14.3%
Percentage of Owner-Occupied Households paying 50% or more of income on housing	9.7%	9.0%

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Rio Grande County Characteristics of Owner-Occupied Housing

	People		Units	
Owner-Occupied Housing	7,908	100.0%	3,143	100.0%
Single Unit Buildings	6,934	87.7%	2,692	85.7%
Buildings with 2 to 4 Units	0	0.0%	0	0.0%
Buildings with 5 or More Units	0	0.0%	0	0.0%
Mobile Homes	971	12.3%	450	14.3%
RVs, Boats, Vans, Etc.	3	0.0%	1	0.0%
Median Year of Construction			1971	
Average Number of Persons Per Household	2.52			

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Rio Grande County Comparative Rental Housing Values

	Rio Grande County	Colorado
Median Gross Rent of Rental Households (Current Dollars)	$586	$1,125
Percentage of Rental Households paying 30-49% of income on housing	21.7%	25.1%
Percentage of Rental Households paying 50% or more of income on housing	18.5%	23.4%

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Rio Grande County Characteristics of Rental Housing

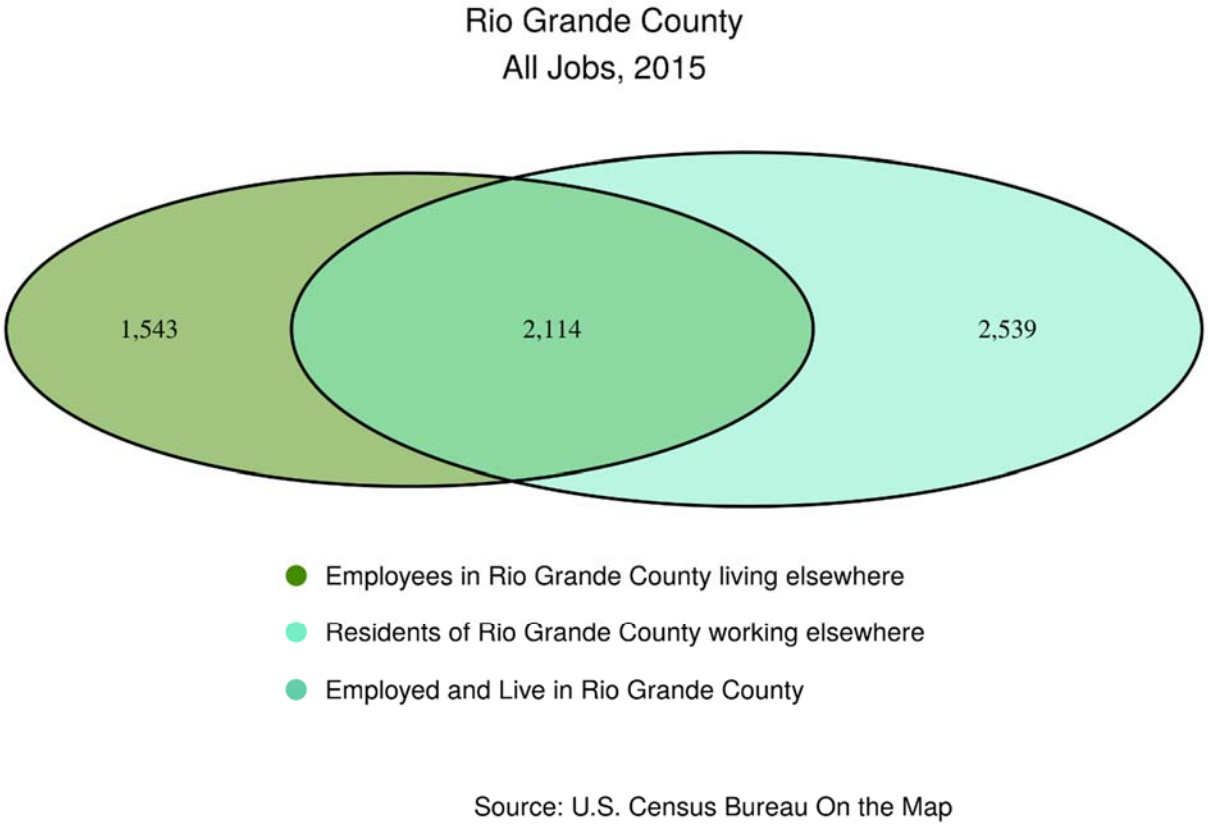
	People		Units	
Rental Housing	3,311	100.0%	1,607	100.0%
Single Unit Buildings	1,696	51.2%	682	42.4%
Buildings with 2 to 4 Units	744	22.5%	348	21.7%
Buildings with 5 or More Units	522	15.8%	363	22.6%
Mobile Homes	349	10.5%	214	13.3%
RVs, Boats, Vans, Etc.	0	0.0%	0	0.0%
Median Year of Construction			1975	
Average Number of Persons Per Household	2.06			

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Commuting

Commuting impacts local job growth, access to employees, and transportation infrastructure. The Commuting diagram identifies three groups of people:

- People who work in Rio Grande County, but live elsewhere.
- People who live in Rio Grande County, but work elsewhere.
- People who live and work in Rio Grande County.



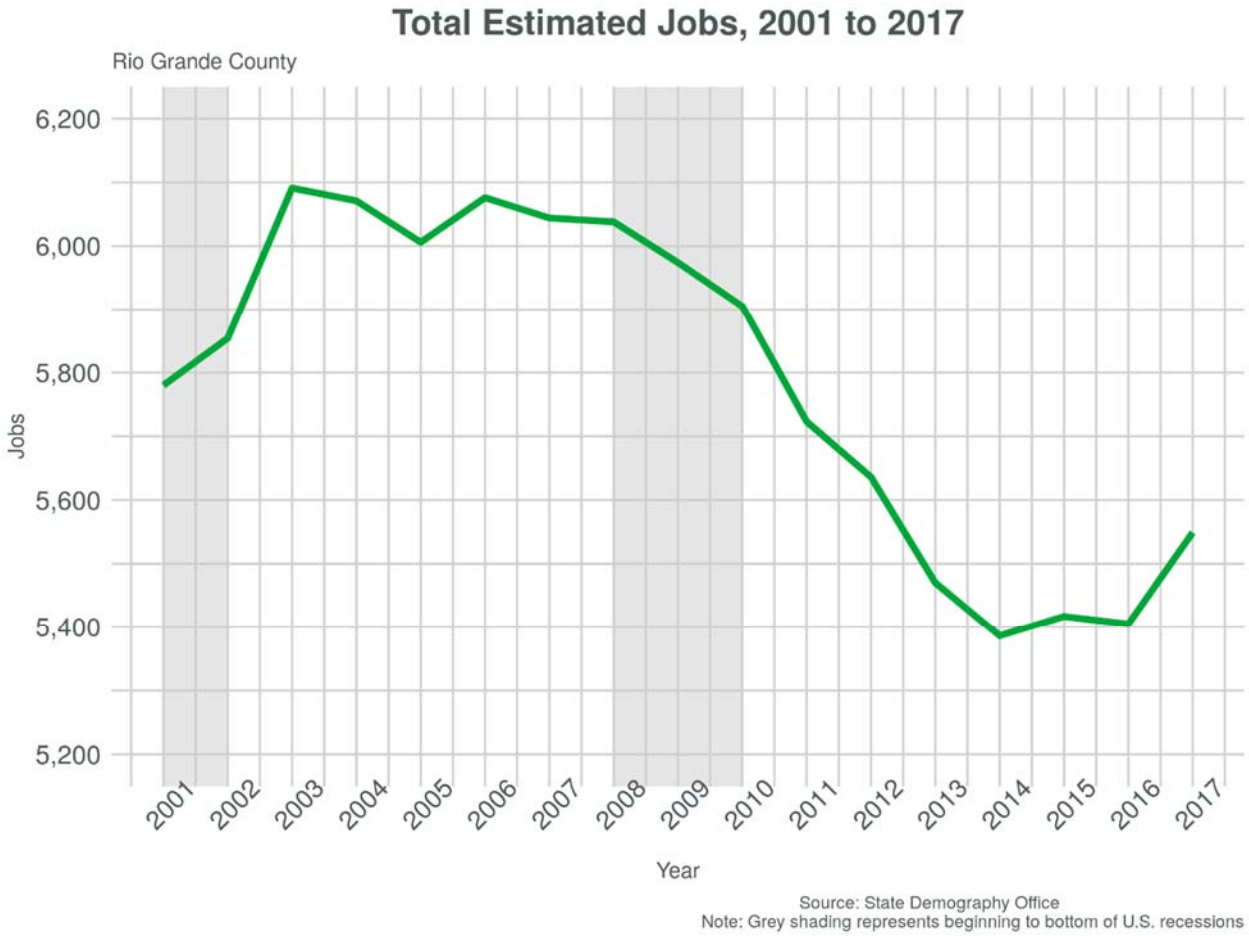
Source: U.S. Census Bureau On the Map

Employees in Rio Grande County living elsewhere		
Location	**Count**	**Percent**
Alamosa County, CO	455	29.5%
Saguache County, CO	234	15.2%
Arapahoe County, CO	73	4.7%
Jefferson County, CO	73	4.7%
Conejos County, CO	68	4.4%
Douglas County, CO	67	4.3%
Denver County, CO	54	3.5%
Adams County, CO	39	2.5%
Boulder County, CO	30	1.9%
Pueblo County, CO	24	1.6%
Other Counties	426	27.6%
Total	1,543	100.0%
Source: *U.S. Census Bureau On the Map*		

Residents of Rio Grande County working elsewhere		
Location	**Count**	**Percent**
Alamosa County, CO	779	30.7%
Saguache County, CO	287	11.3%
Jefferson County, CO	197	7.8%
El Paso County, CO	171	6.7%
Denver County, CO	142	5.6%
Pueblo County, CO	93	3.7%
Conejos County, CO	70	2.8%
Arapahoe County, CO	63	2.5%
Mineral County, CO	61	2.4%
Adams County, CO	47	1.9%
Other Counties	629	24.8%
Total	2,539	100.0%
Source: *U.S. Census Bureau On the Map*		

Employment

The Estimated Jobs is a series created by the SDO to give a comprehensive look at the number of jobs located within Rio Grande County. It is broad in scope, capturing both wage and salary workers as well as most proprietors and agricultural workers. A more diverse economy is typically more resilient too; when looking at the employment trends recently and after a recession (shaded in gray) it is also important to look at the current share of employment by industry. Areas dependent on a single industry such as agriculture, mining or tourism can suffer from prolonged downturns due to drought, shifting demand for commodities, and the health of the national economy.



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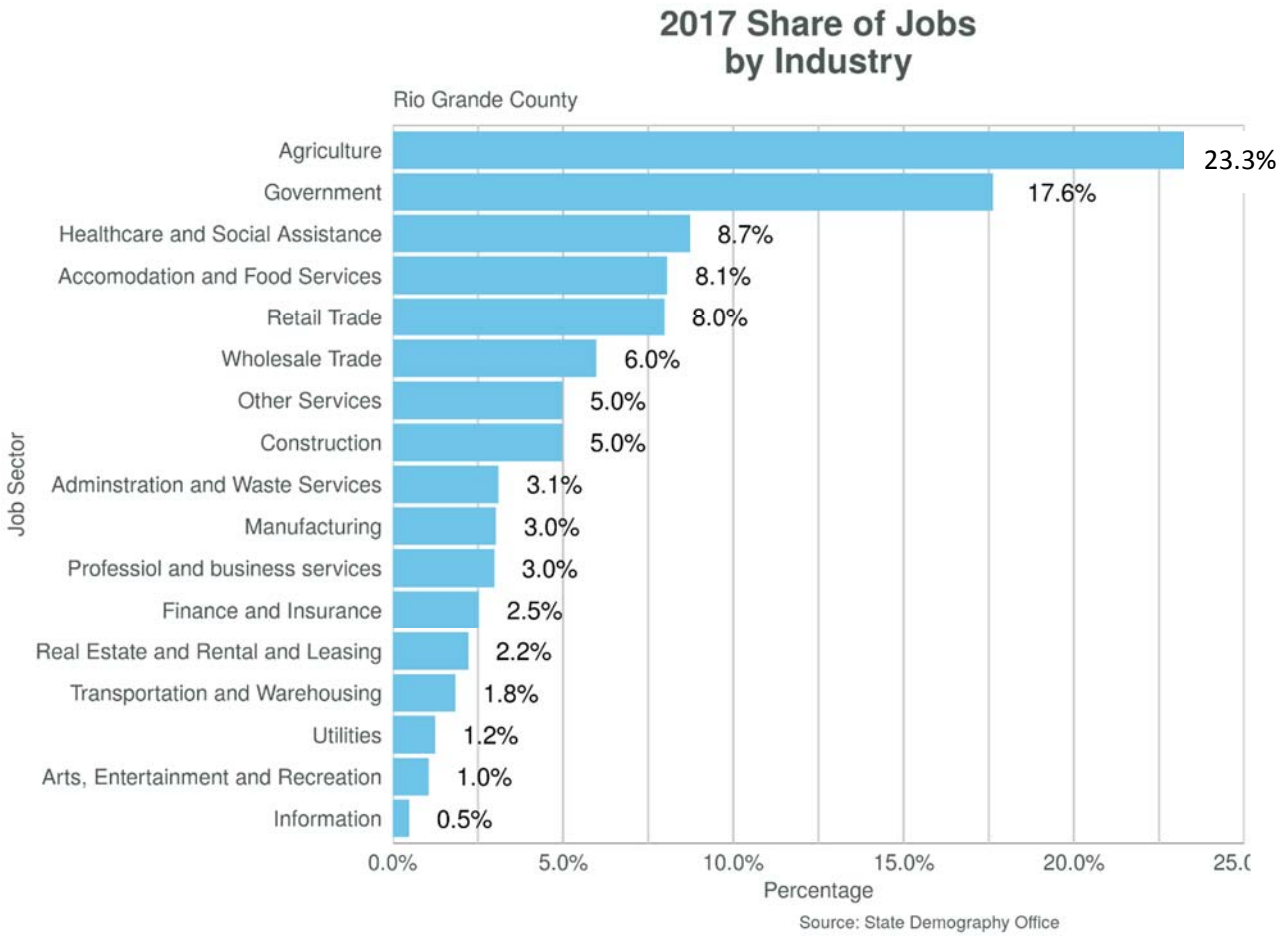

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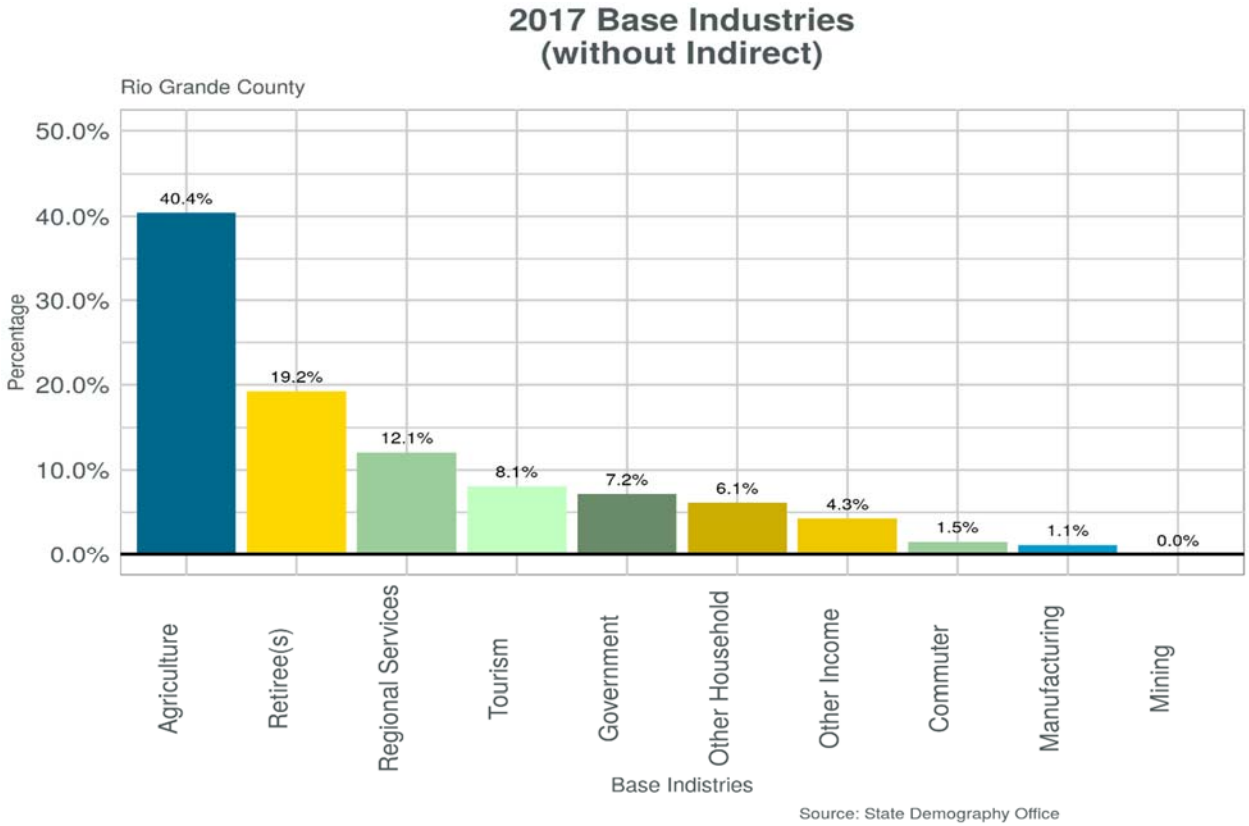
• *Local (Resident) Services:* jobs that are supported when income earned from the base industries is spent locally at retailers or are supported by local tax dollars to provide services like education and public safety.

Rio Grande County Jobs by Sector, 2017

Employment Type	Jobs	Percent
Direct Basic Employment	4,410	79.4%
Indirect Basic Employment	462	8.3%
Local Services Employment	679	12.2%
Total Employment	5,551	100.0%
Total Population, 16+	10,039	

Source: *State Demography Office*

This plot shows the jobs by industry profile for Rio Grande County. The relative rank of high-paying sectors, such as mining, information and financial and insurance services versus mid-range jobs (e.g., construction, health care and government) and lower-paying industries such as retail trade and accommodation and food services, will have an impact on a counties' overall economic health.



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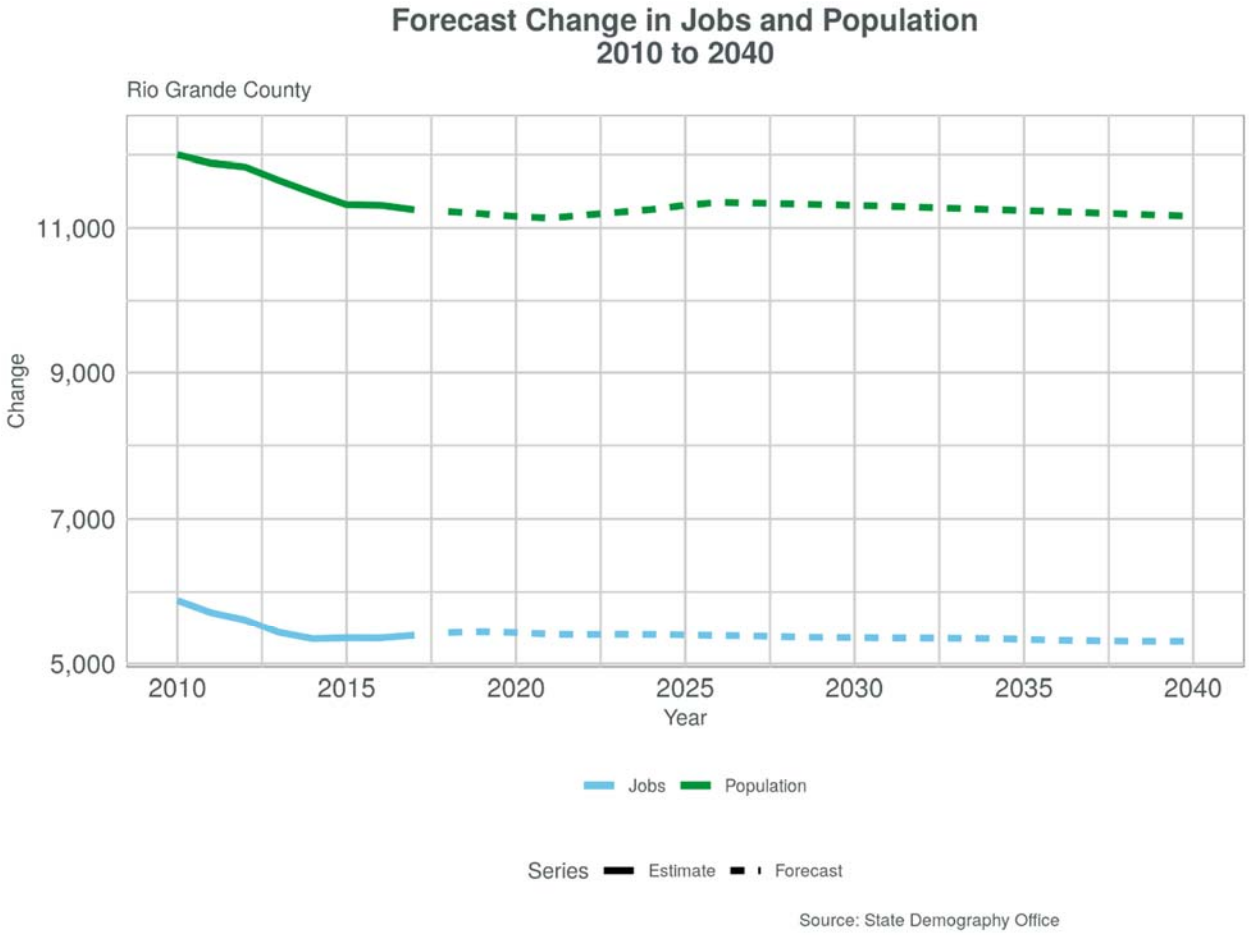
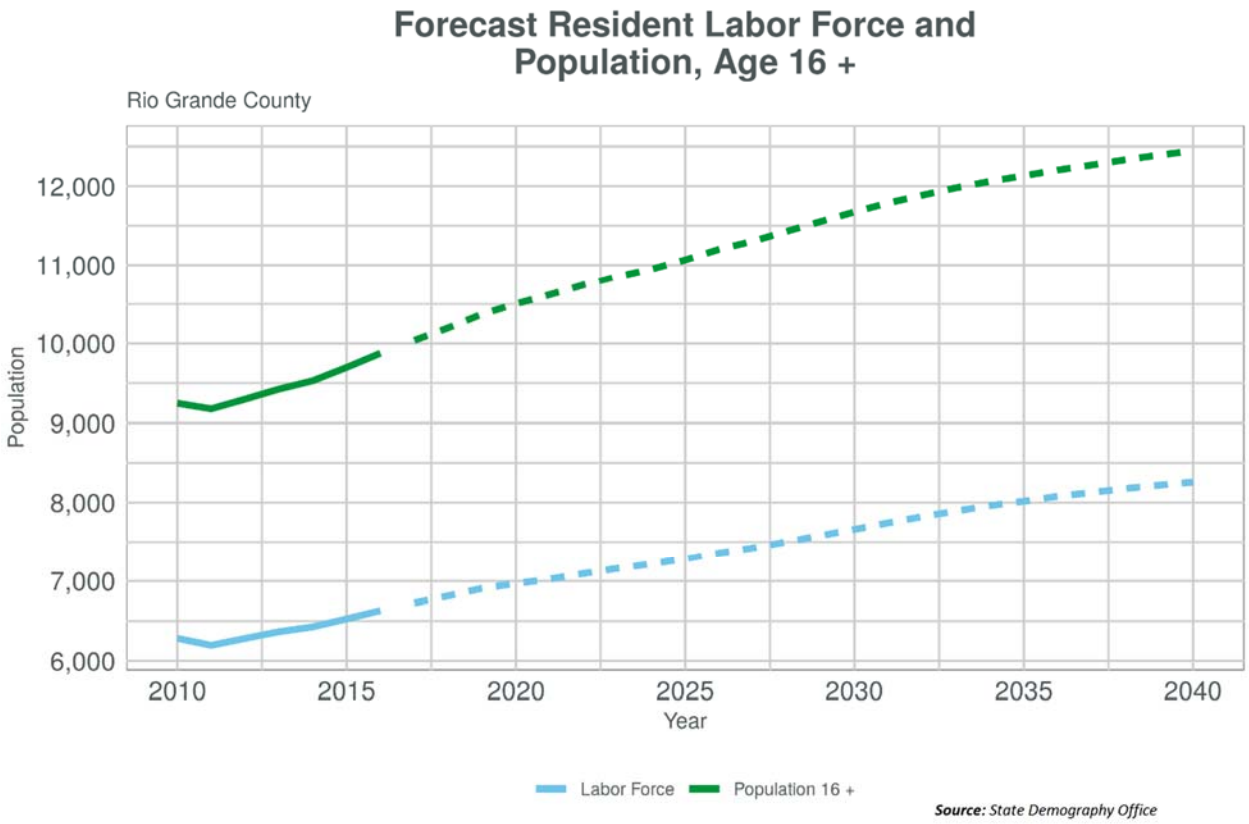
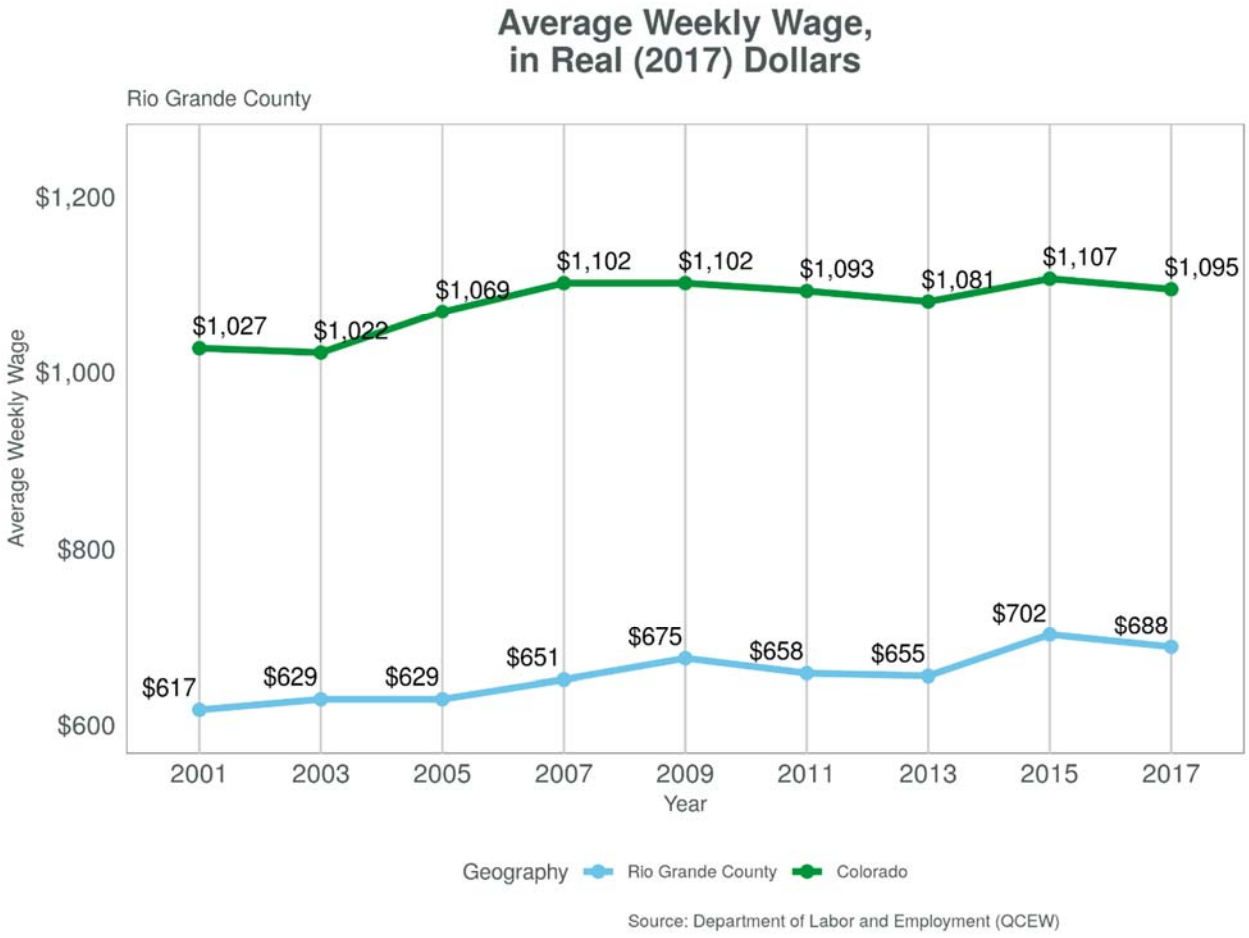
The total jobs forecast and population forecast are for Rio Grande County shown here. The two lines diverge over time due to the aging of our population and continued growth in our under 18 population – two segments of the population that are less likely to be employed. Growth in the 65 plus population in the labor force through 2040 compared to the universe population of those over the age of 16 since labor force participation declines with age, especially among those eligible for pensions or social security.




Forecast Resident Labor Force and Population, Age 16 +
Rio Grande County
Population
12,000
11,000
10,000
9,000
8,000
7,000
6,000
2010
2015
2020
2025
2030
2035
2040
Year
Labor Force
Population 16 +
Source: State Demography Office

Wages

The inflation adjusted (real) average weekly wages for Rio Grande County and Colorado are shown here. In 2017 dollars, wages in Colorado have been essentially unchanged since 2010. The gain or loss of a major employer such as a mine or a hospital can have a significant impact on a county's average weekly wage. These wages are shown only for jobs located within that county and do not include most proprietors. Household income can be influenced by the average weekly wage, but in areas that have considerable amounts commuting or unearned income this relationship is not particularly strong.



Municipalities

Del Norte Quick Facts

	Del Norte	Rio Grande County	Colorado
Population (2017) *	1,571	11,251	5,609,445
Population Change (2010 to 2017) *	-117	-750	559,113
Total Employment (2017) *	578	5,549	3,309,391
Median Household Income **	$30,714	$38,534	$65,458
Median House Value **	$80,500	$143,000	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	21.4%	18.1%	11.5%
Percentage of Population Born in Colorado **	59.4%	59.1%	42.7%

** State Demography Office*
*** U.S. Census Bureau, 2013-2017 American Community Survey*

Monte Vista Quick Facts

	Monte Vista	Rio Grande County	Colorado
Population (2017) *	4,179	11,251	5,609,445
Population Change (2010 to 2017) *	-272	-750	559,113
Total Employment (2017) *	2,374	5,549	3,309,391
Median Household Income **	$35,282	$38,534	$65,458
Median House Value **	$107,900	$143,000	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	21.3%	18.1%	11.5%
Percentage of Population Born in Colorado **	100.0%	59.1%	42.7%

** State Demography Office*
*** U.S. Census Bureau, 2013-2017 American Community Survey*

South Fork Quick Facts

	South Fork	Rio Grande County	Colorado
Population (2017) *	362	11,251	5,609,445
Population Change (2010 to 2017) *	-24	-750	559,113
Total Employment (2017) *	348	5,549	3,309,391
Median Household Income **	$48,750	$38,534	$65,458
Median House Value **	$243,500	$143,000	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	28.1%	18.1%	11.5%
Percentage of Population Born in Colorado **	68.9%	59.1%	42.7%

** State Demography Office*
*** U.S. Census Bureau, 2013-2017 American Community Survey*

Saguache

Saguache is the largest county of the San Luis Valley spanning both mountain ranges, with many back roads and trails to high lakes and remote areas. Center is a busy potato processing, shipping and warehousing center. It also has ag treatment facilities supporting a potato processing plant and farmworker housing. The Crestone/Baca community lies at the foot of the most rugged part of the Sangre de Cristos, and has become recognized as a spiritual center. It also has many second homes and hosts Colorado College classes. The courthouse is located in the town of Saguache, which has a museum and serves as a gateway to Gunnison via CO 114 and Poncha Springs via US 285. The Orient Land Trust and Joyful Journey hot springs are located off US 285 near Villa Grove. The Baca Ranch became the Baca National Wildlife Refuge as part of the designation of the Great Sand Dunes as a national park.

Saguache County Quick Facts

	Saguache County	Colorado
Population (2017) *	6,631	5,609,445
Population Change (2010 to 2017) *	487	559,113
Total Employment (2017) *	2,704	3,309,391
Median Household Income **	$34,765	$65,458
Median House Value **	$150,100	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	21.0%	11.5%
Percentage of Population Born in Colorado **	47.5%	42.7%

** State Demography Office*
*** U.S. Census Bureau, 2013-2017 American Community Survey*

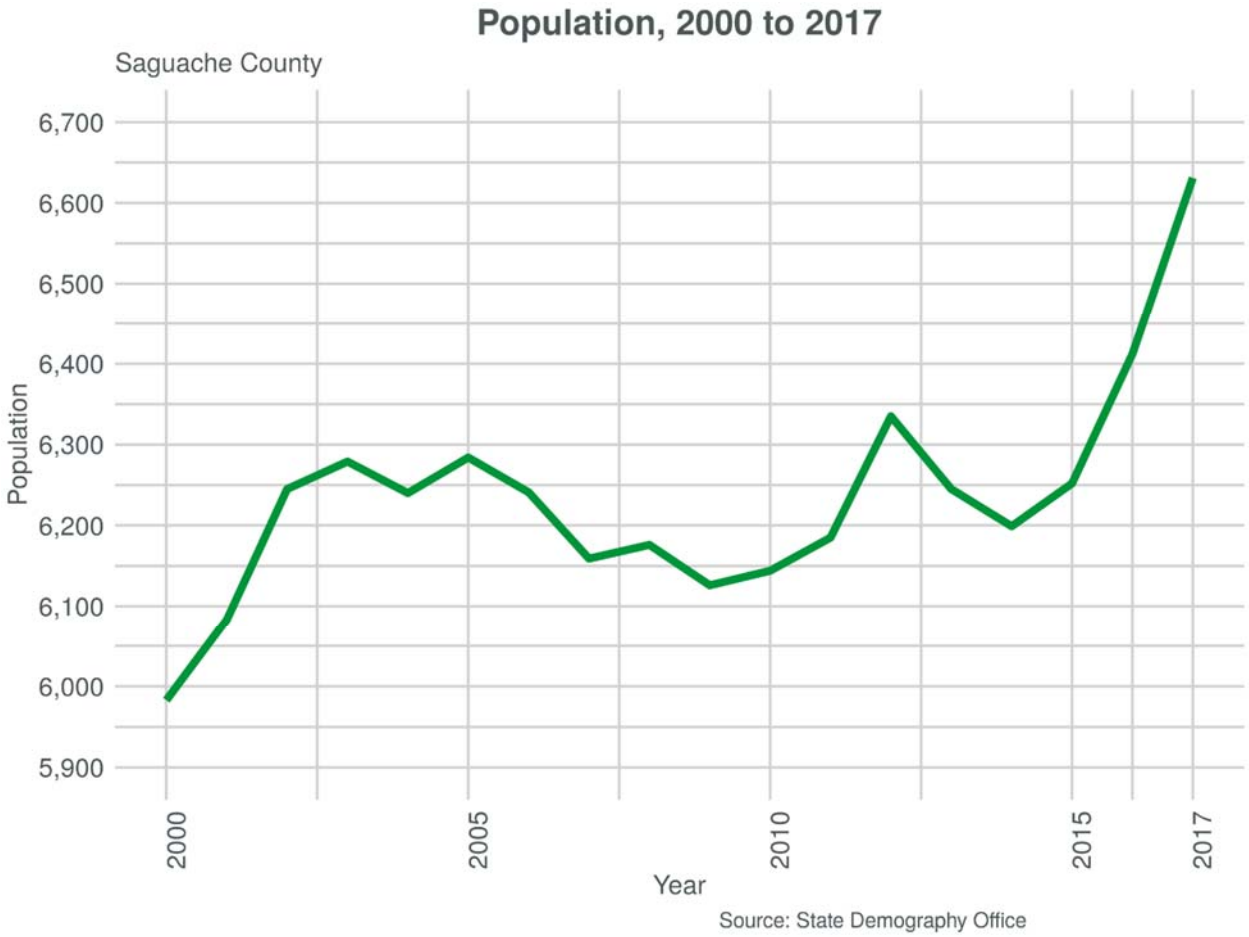
Population

At the end of 2017 the estimated population of Saguache County was 6,631, an increase of 379 over the population in 2015. The growth rate for Saguache County between 2015 and 2017 was 3.0 percent compared to 1.5 percent for the State of Colorado.

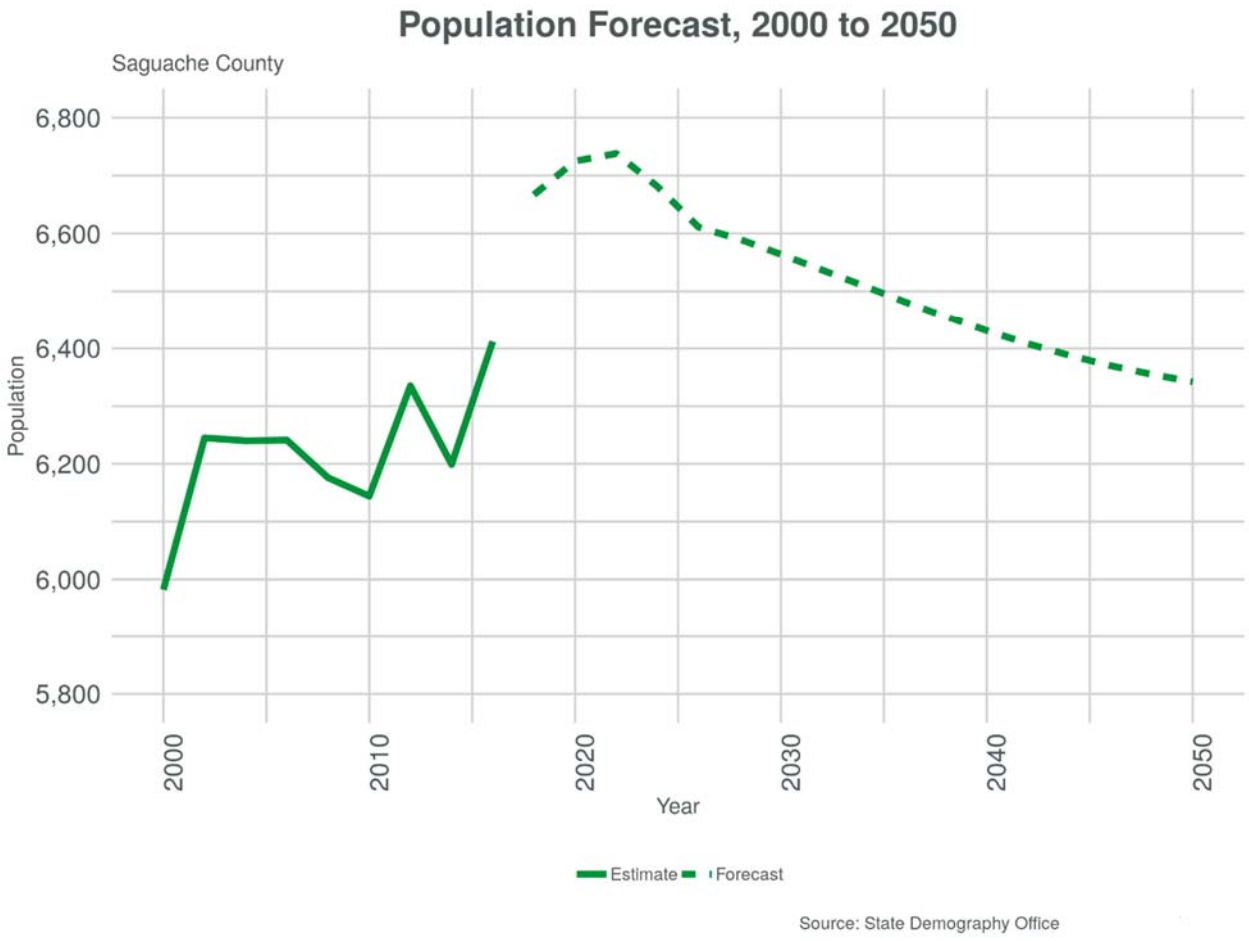
Saguache County Population Growth Rate

	Saguache County		Colorado	
Year	Population	Growth Rate	Population	Growth Rate
1990	4,619		3,294,473	
1995	5,270	2.7%	3,811,074	3.0%
2000	5,983	2.6%	4,338,801	2.6%
2005	6,284	1.0%	4,662,534	1.4%
2010	6,144	-0.4%	5,050,332	1.6%
2015	6,252	0.3%	5,444,871	1.5%
2017	6,631	3.0%	5,609,445	1.5%

***Source**: State Demography Office*

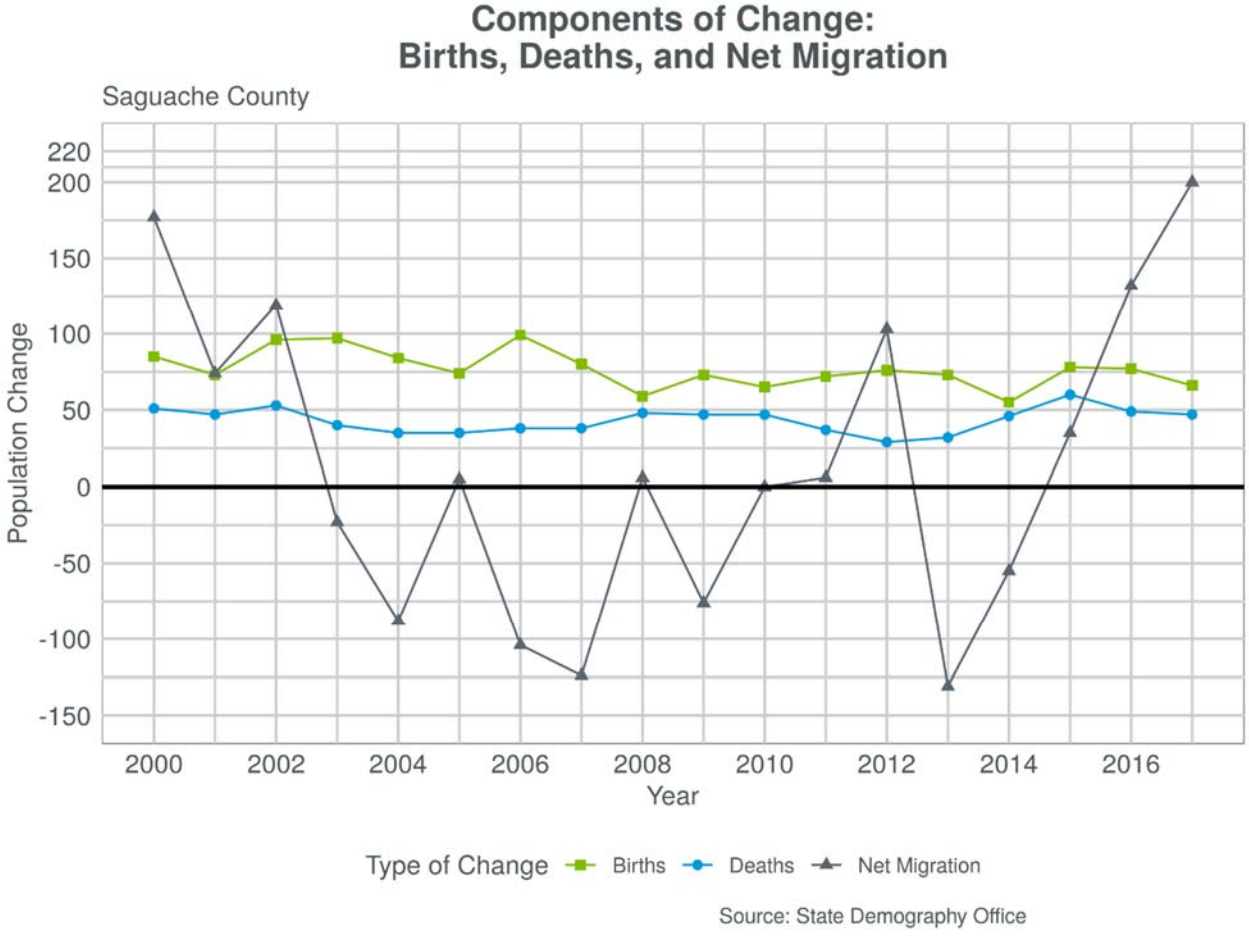

Population, 2000 to 2017
Saguache County
6,700
6,600
6,500
6,400
6,300
6,200
6,100
6,000
5,900
Population
2000
2005
2010
2015
2017
Year
Source: State Demography Office

The population of Saguache County is forecast to reach 6,725 by 2020 and 6,431 by 2040. Overall, the growth rate for Saguache County is expected to decrease between 2020 and 2040. Between 2010 and 2020 the forecast growth rate was 0.9 percent, between 2020 and 2030 the forecast growth rate is -0.2 percent, while the forecast growth rate between 2030 and 2040 is -0.2 percent. The change is due in part to population aging and changes in the proportion of the population in childbearing ages.

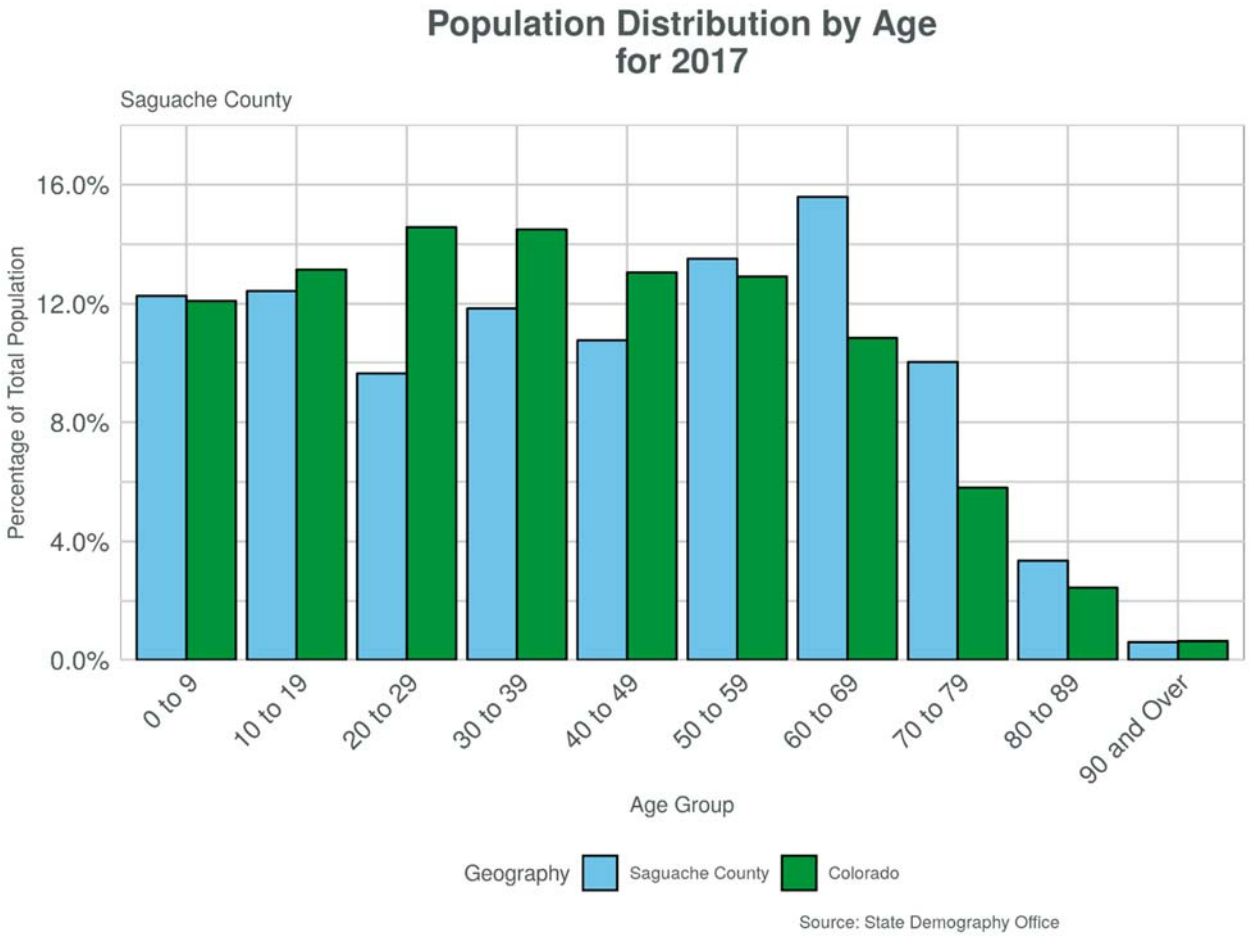


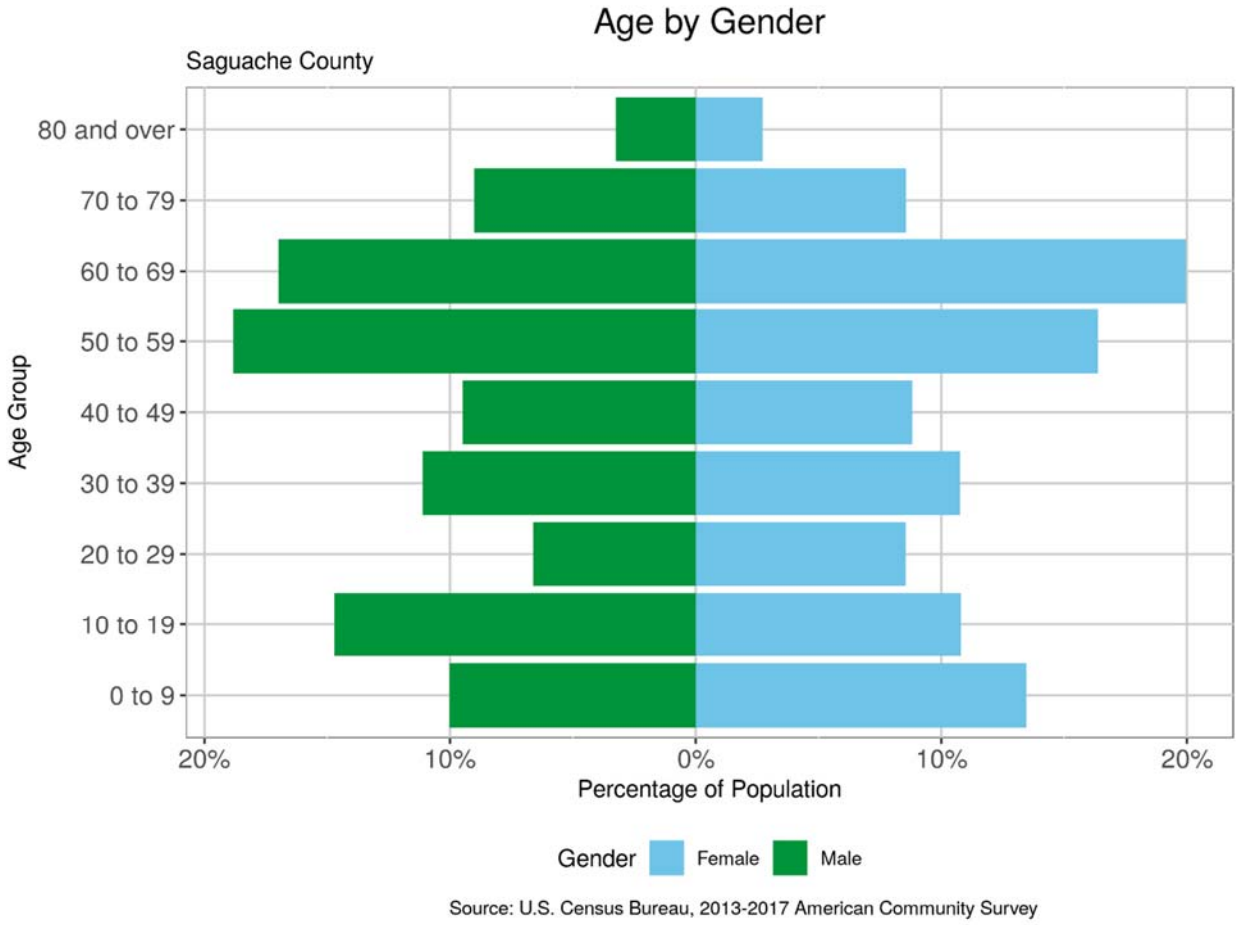
Births, deaths and net migration are the main components of population change. Net migration is the difference between the number of people moving into an area and the number of people moving out. Change in net migration typically causes most of the changes in population trends because migration is more likely to experience short-term fluctuations than births and deaths. Migration also tends to be highly correlated to job growth or decline in communities where most of the residents work where they live. For many counties with negative natural increase (more deaths than births), this makes migration especially important for population stability and growth.

Over the past five years, between 2013 and 2017, the population of Saguache County has increased by 296 people. The total natural increase (births - deaths) over this period was 162 and the total net migration (new residents who moved in minus those who moved out) was 284.



Every community has a different age profile and is aging differently. People in different age groups work, live, shop, and use resources differently and these differences will impact the economy, labor force, housing, school districts, day care facilities, health services, disability services, transportation, household income, and public finance. An aging population may put downward pressure on local government tax revenue due to changes in spending on taxable goods. The age distribution of the population of Saguache County and Colorado are shown here.

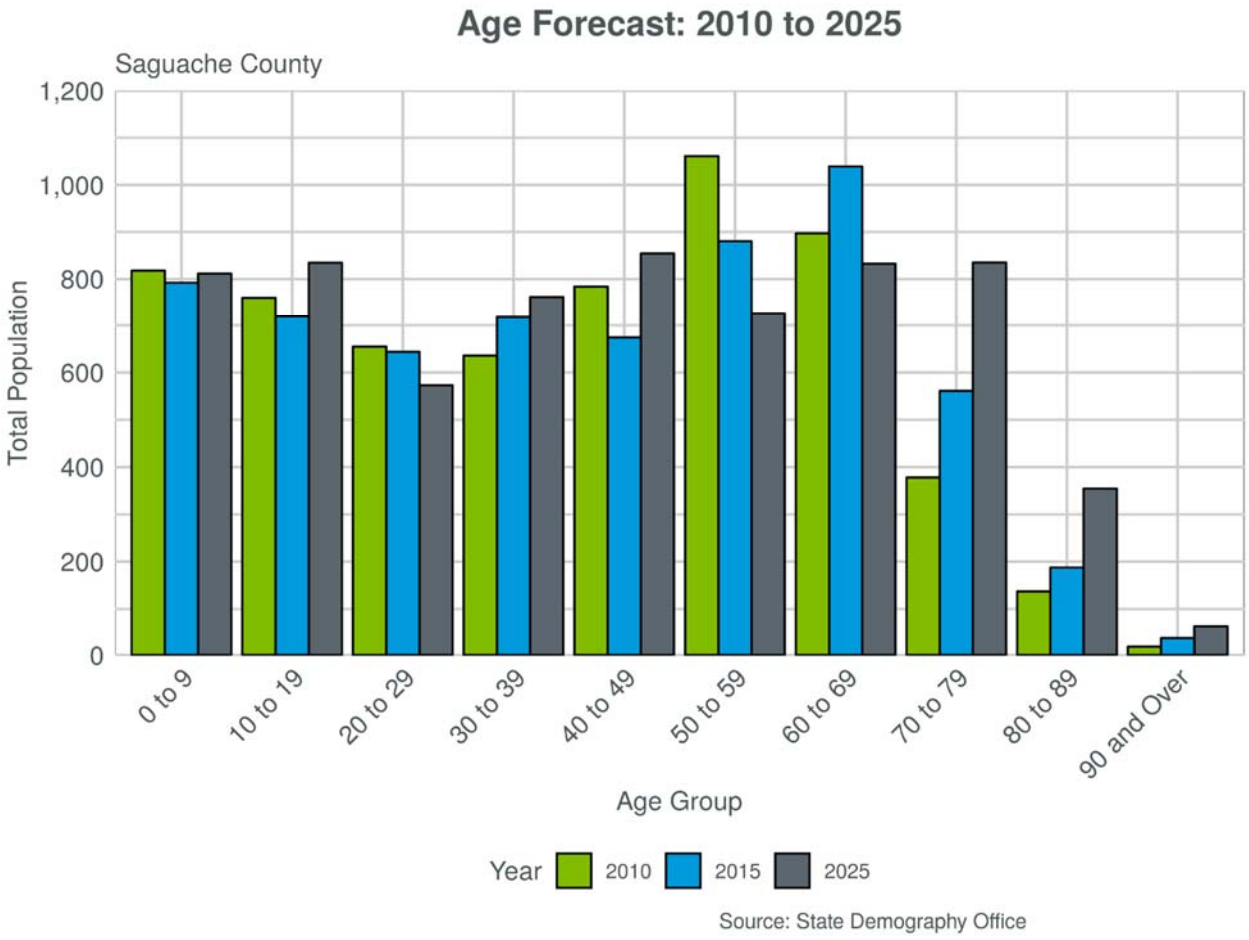




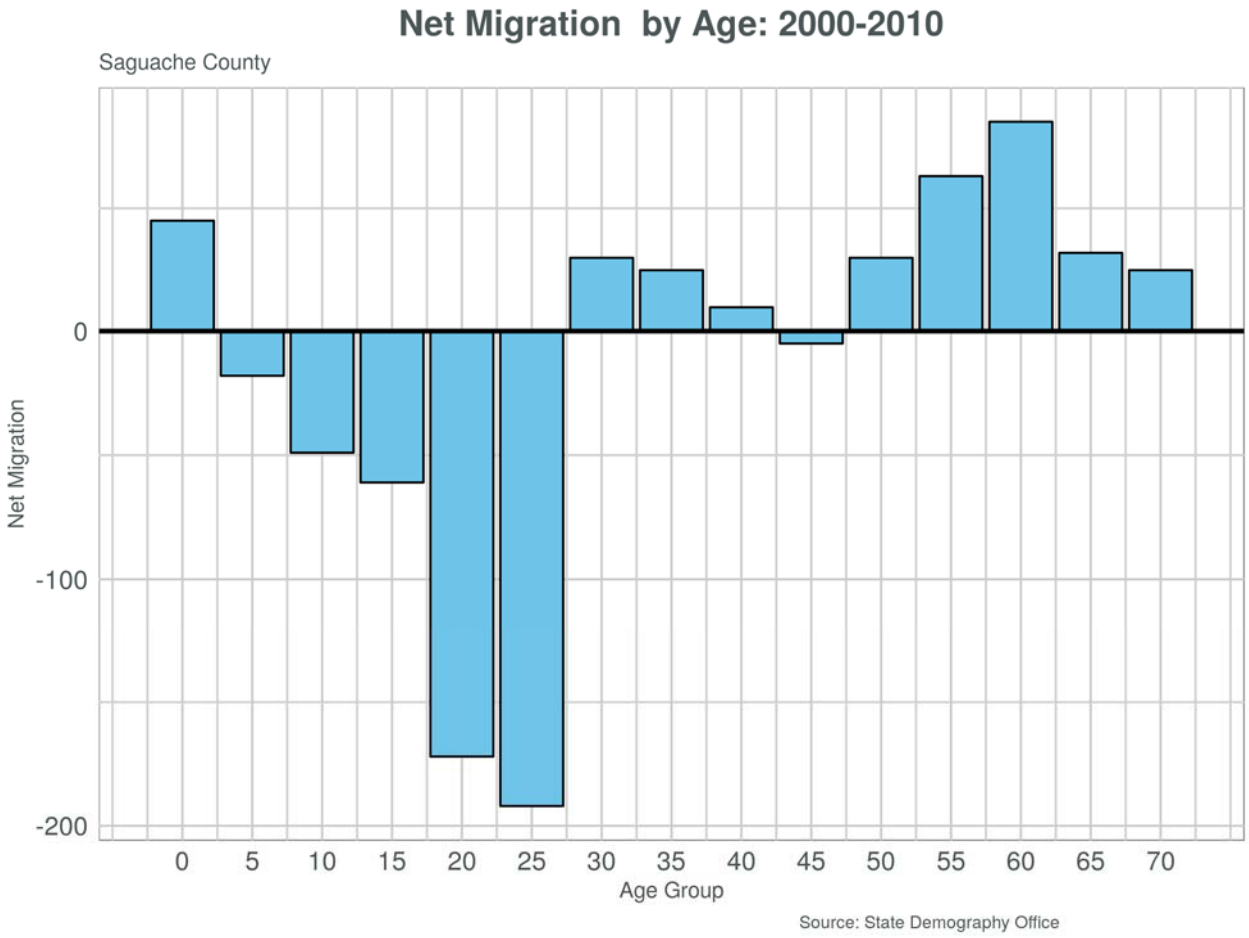
The median age of Saguache County is 11.1 years older than the state. Women in Saguache County are significantly older than women in the state and men in Saguache County are significantly older than men in the state.

Saguache County Median Age by Gender		
	Saguache County	**Colorado**
Total	48.8	36.5
Male	49.1	35.6
Female	48.0	37.5
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*		

The changing age distribution of the population of Saguache County for the period from 2010 through 2025 is shown here. The changes in proportion of different groups can highlight the need for future planning and service provision. Many areas have a larger share of older adults, indicating the need to evaluate housing, transportation and other needs of the senior population.



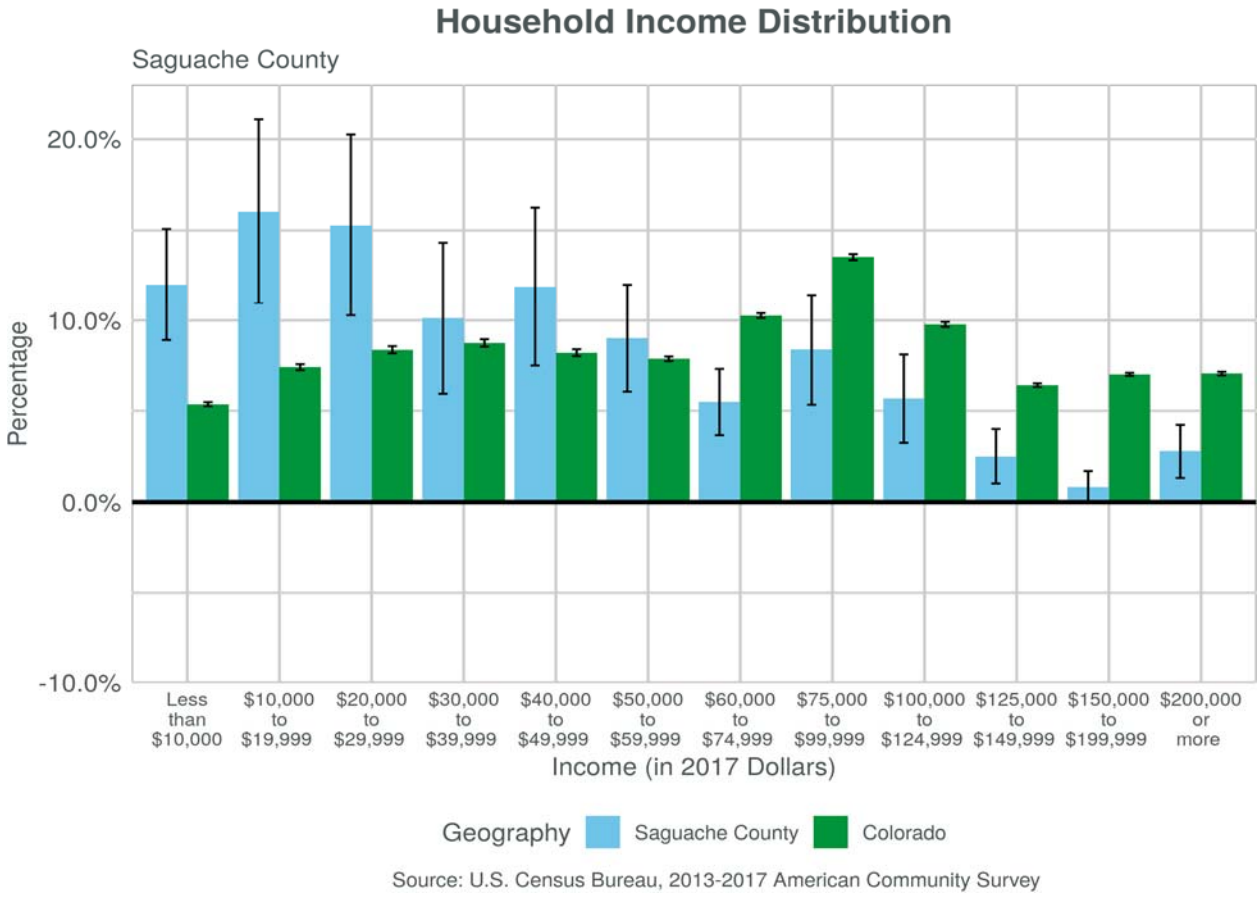
This plot shows the net migration by age in Saguache County. Colorado typically draws many young adults as migrants. Areas with colleges and resorts draw a number of 18 to 24 year olds. Areas with a growing economy tend to account mostly 25 to 35 year olds and areas attractive to retirees tend to draw both workers and older adults.



Household Income

(The plots and tables in this section describe the general population characteristics of Saguache County. The bars on the plots show the width of the 90 percent confidence interval. Categories where the bars do not overlap are significantly different.)

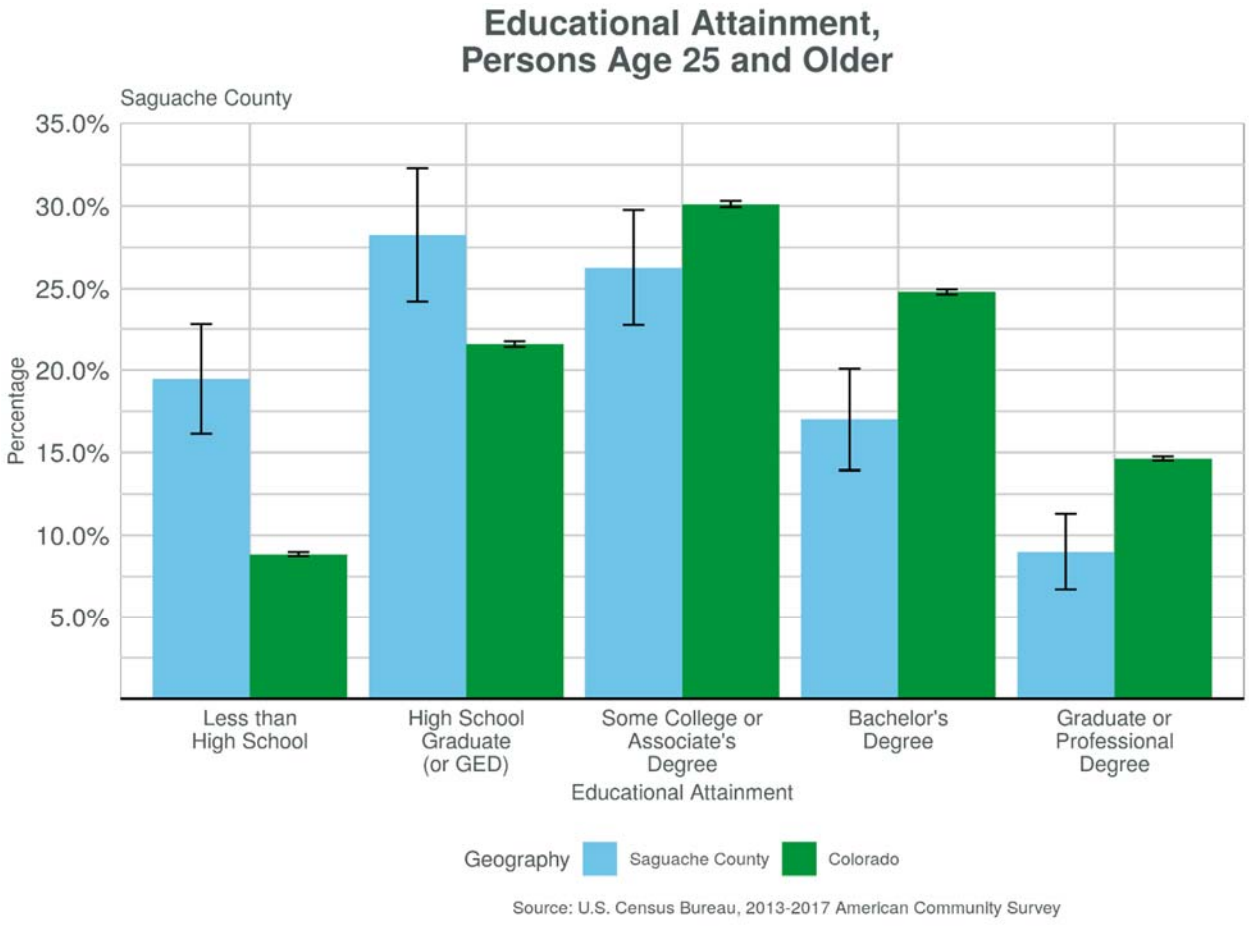
The household income distribution plot compares Saguache County to the statewide household incomes. Household income comes primarily from earnings at work, but government transfer payments such as Social Security and TANF and unearned income from dividends, interest and rent are also included. Income and education levels are highly correlated; areas that have lower educational attainment than the state will typically have lower household incomes.



Saguache County Household Income Sources		
Income Sources	**Households**	**Mean Income**
All Households	2,626	$37,008
With earnings	69.6%	$51,890
With interest, dividends or net rental income	22.3%	$18,641
With Social Security income	36.7%	$15,295
With Supplemental Security Income (SSI)	10.5%	$ 9,710
With cash public assistance income	4.0%	$ 3,852
With retirement income	16.9%	$13,965
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*		

Educational Attainment

The education attainment plot is provided for persons older than Age 25, i.e., those who have likely completed their education.



Race and Ethnicity

Population in the Census is reported on both racial and ethnic dimensions, wherein race includes White, Black/African American, American Indian/Alaska Native, Asian, Native Hawaiian/Pacific Islander, and other races. Hispanic/Latino includes all persons of any race who declared Hispanic or Latino affiliation on their census form.

Saguache County Race/Ethnicity Trend

Race/Ethnicity	Census 2000	Census 2010	2013-2017 American Community Survey
Hispanic	45.3%	40.1%	37.0%
Non-Hispanic	54.7%	59.9%	63.0%
Non-Hispanic White	51.6%	56.4%	58.3%
Non-Hispanic Black	0.0%	0.2%	0.0%
Non-Hispanic Asian	0.4%	0.8%	1.1%
Non-Hispanic Native American/Alaska Native	1.2%	1.1%	1.0%
Non-Hispanic Native Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
Non-Hispanic Other	0.2%	0.0%	0.0%
Non-Hispanic, Two Races	1.2%	1.3%	2.6%

Sources: *2000 Census; 2010 Census; U.S. Census Bureau, 2013-2017 American Community Survey*

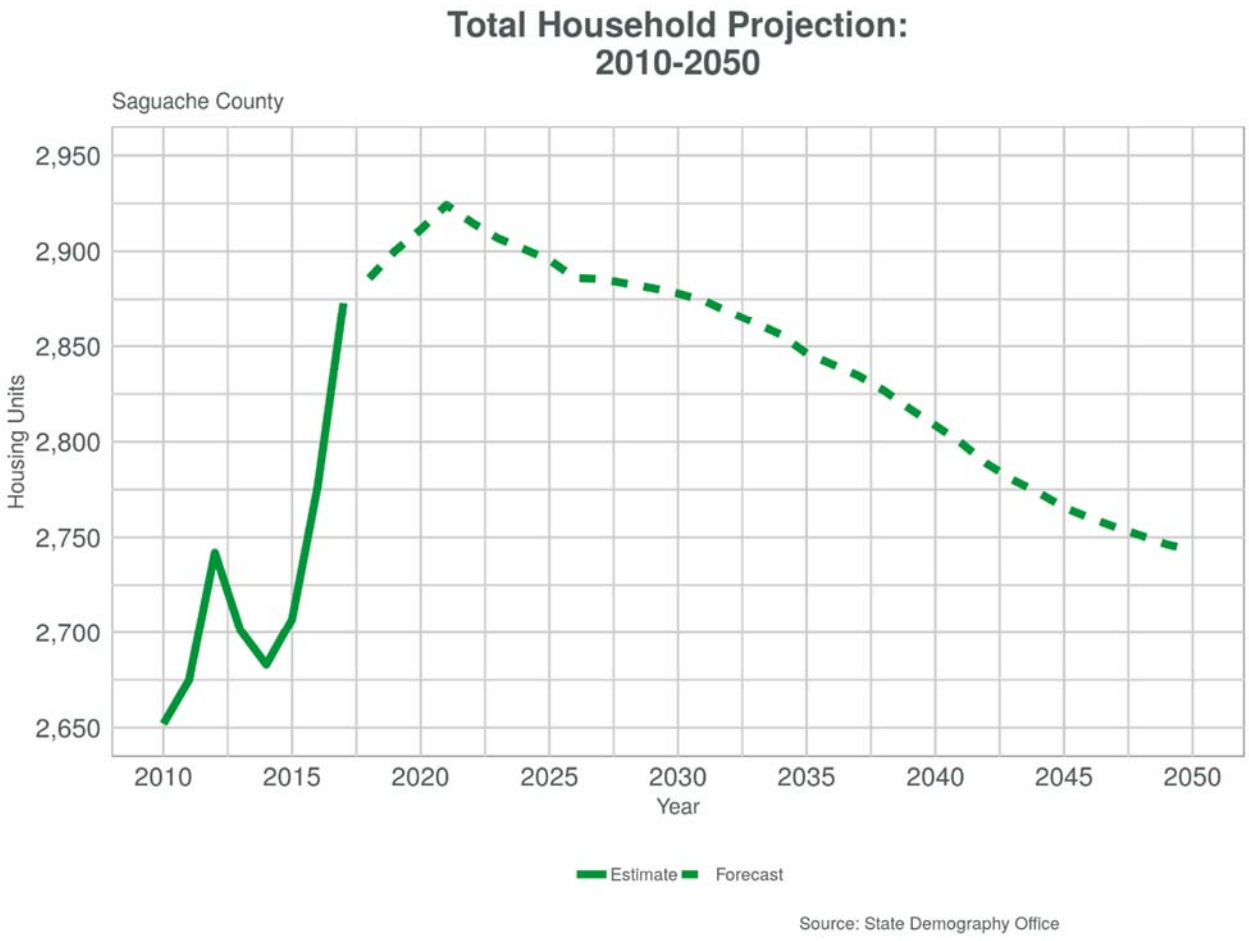
Saguache County Race/Ethnicity Comparison

Race/Ethnicity	Saguache County	Colorado
Hispanic	37.0%	21.3%
Non-Hispanic	63.0%	78.7%
Non-Hispanic White	58.3%	68.6%
Non-Hispanic Black	0.0%	3.9%
Non-Hispanic Native American/Alaska Native	1.0%	0.5%
Non-Hispanic Asian	1.1%	3.0%
Non-Hispanic Native Hawaiian/Pacific Islander	0.0%	0.1%
Non-Hispanic Other	0.0%	0.2%
Non-Hispanic, Two Races	2.6%	2.4%

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Housing

Understanding the current housing stock is critical for understanding how the community can best address current and future demands. This section begins with a projection of households. The projection of households is derived by county specific headship rates for the population by age. Beyond the numbers and characteristics, understanding the value and affordability of housing units is vital. Are the housing prices prohibitive to new families? Are the housing prices at such a high price that once the current work force ages and sells, those housing units will most likely go into the vacation seasonal market? Or are housing prices reasonable and suddenly the community is experiencing growth in families with children? How many total housing units are there? What types of new units are being built - multi-family vs single family?



The next several tables provide an overview of the housing stock in an area. The availability of land and the cost of land can dictate whether housing is less dense, with a greater number of single family units or denser with a number of multifamily apartments and condos. Median home values and median gross rents are often considerably lower than current market prices as the values are computed from a five-year average that runs through 2016. The number of people per household can offer insights as to the composition of the households. Areas with a larger number of people per household often have more families with children under 18 or a number of roommates living together to share housing costs. Those with a smaller number of persons per household, likely have a larger share of single-person households.

Saguache County Housing Units, 2017

Housing Type	Saguache County
Total Housing Units	4,084
Occupied Housing Units	2,873
Vacant Housing Units	1,211
Vacancy Rate	29.7%
Total Population	6,631
Household Population	6,613
Group Quarters Population	18
Persons per Household	2.3

Source: *State Demography Office*

Saguache County Comparative Owner-Occupied Housing Values

	Saguache County	Colorado
Median Value of Owner-Occupied Households (Current Dollars)	$150,100	$286,100
Percentage of Owner-Occupied Households paying 30-49% of income on housing	15.9%	14.3%
Percentage of Owner-Occupied Households paying 50% or more of income on housing	9.6%	9.0%

Source: *U.S. Census Bureau, 2013-2017 American Community Survey*

Saguache County Characteristics of Owner-Occupied Housing				
Housing Type	**People**		**Units**	
	Value	Percent	Value	Percent
Owner-Occupied Housing	4,158	100.0%	1,855	100.0%
Single Unit Buildings	3,038	73.1%	1,415	76.3%
Buildings with 2 to 4 Units	23	0.6%	18	1.0%
Buildings with 5 or More Units	0	0.0%	0	0.0%
Mobile Homes	1,046	25.2%	391	21.1%
RVs, Boats, Vans, Etc.	51	1.2%	31	1.7%
Median Year of Construction			1989	
Average Number of Persons Per Household	2.24			
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*				

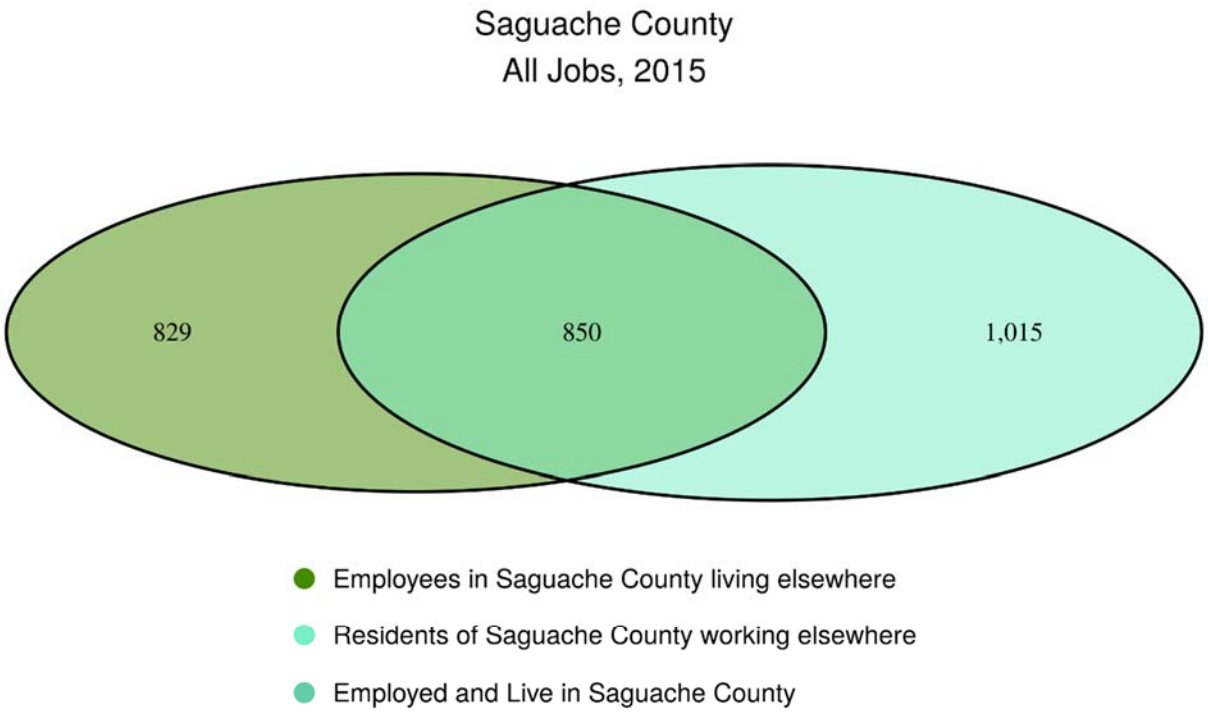
Saguache County Comparative Rental Housing Values		
	Saguache County	**Colorado**
Median Gross Rent of Rental Households (Current Dollars)	$633	$1,125
Percentage of Rental Households paying 30-49% of income on housing	20.1%	25.1%
Percentage of Rental Households paying 50% or more of income on housing	22.6%	23.4%
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*		

Saguache County Characteristics of Rental Housing				
Housing Type	**People**		**Units**	
	Value	Percent	Value	Percent
Rental Housing	2,162	100.0%	771	100.0%
Single Unit Buildings	1,446	66.9%	480	62.3%
Buildings with 2 to 4 Units	132	6.1%	84	10.9%
Buildings with 5 or More Units	70	3.2%	52	6.7%
Mobile Homes	514	23.8%	155	20.1%
RVs, Boats, Vans, Etc.	0	0.0%	0	0.0%
Median Year of Construction			1974	
Average Number of Persons Per Household	2.80			
Source: *U.S. Census Bureau, 2013-2017 American Community Survey*				

Commuting

Commuting plays an important role in the economy of an area because not all workers live where they work. Commuting impacts local job growth, access to employees, and transportation infrastructure. The Commuting diagram identifies three groups of people:

- People who work in Saguache County, but live elsewhere.
- People who live in Saguache County, but work elsewhere.
- People who live and work in Saguache County.



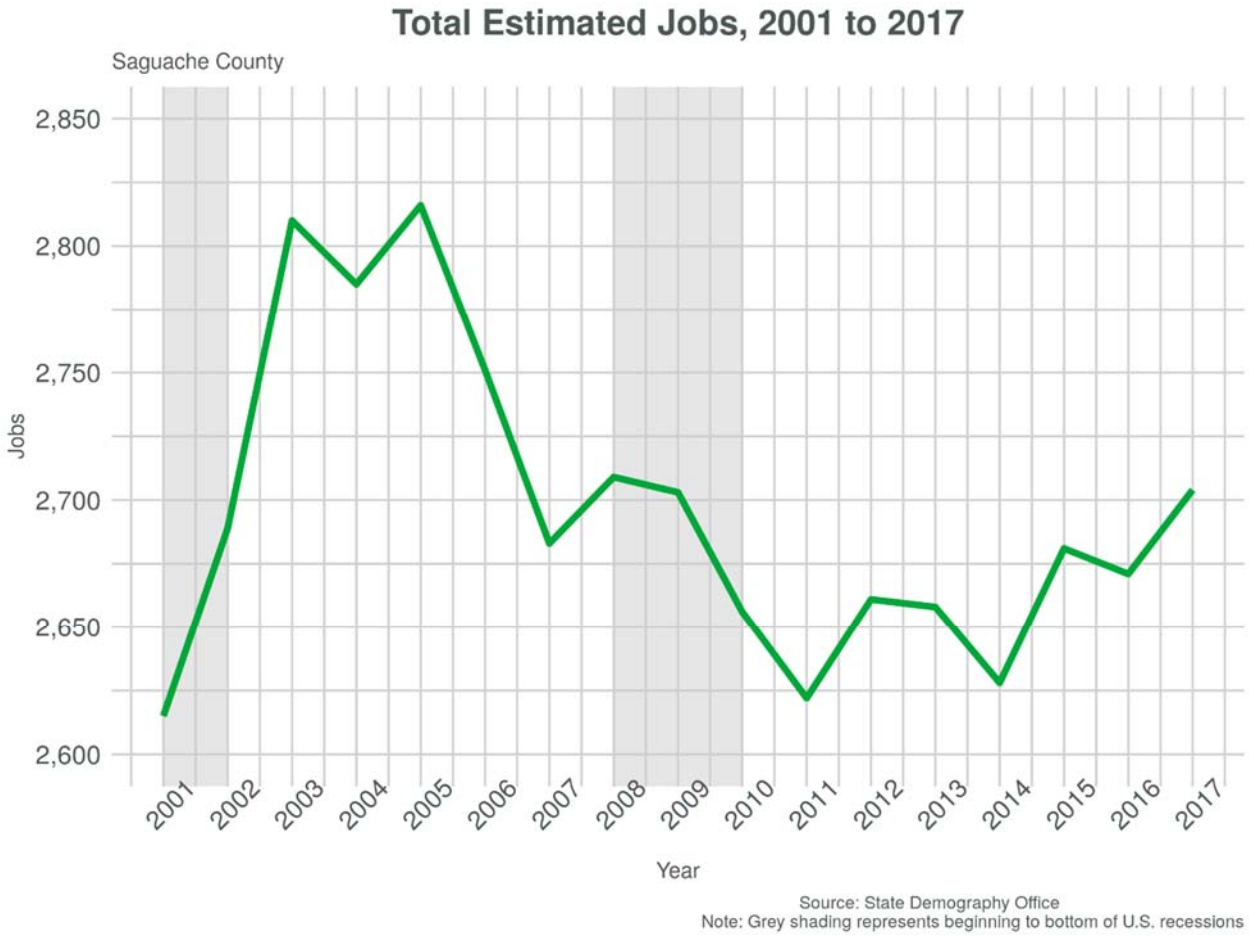
Source: U.S. Census Bureau On the Map

Employees in Saguache County living elsewhere		
Location	**Count**	**Percent**
Rio Grande County, CO	287	34.6%
Alamosa County, CO	147	17.7%
Chaffee County, CO	28	3.4%
El Paso County, CO	26	3.1%
Boulder County, CO	25	3.0%
Fremont County, CO	20	2.4%
Conejos County, CO	18	2.2%
La Plata County, CO	18	2.2%
Denver County, CO	16	1.9%
Pueblo County, CO	16	1.9%
Other Counties	228	27.5%
Total	829	100.0%
Source: *U.S. Census Bureau On the Map*		

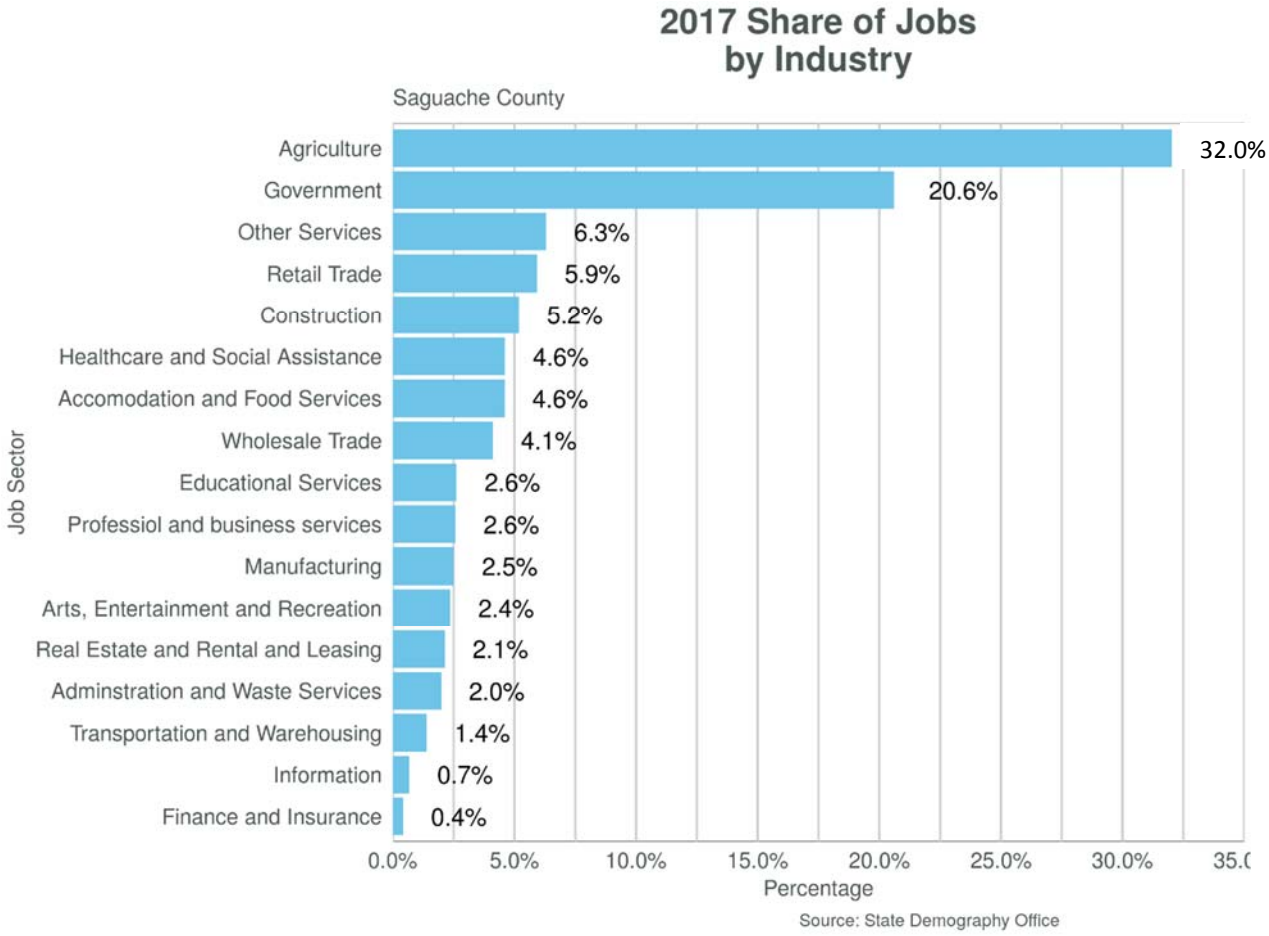
Residents of Saguache County working elsewhere		
Location	**Count**	**Percent**
Rio Grande County, CO	234	23.1%
Alamosa County, CO	132	13.0%
El Paso County, CO	74	7.3%
Chaffee County, CO	69	6.8%
Jefferson County, CO	66	6.5%
Denver County, CO	47	4.6%
Pueblo County, CO	46	4.5%
Arapahoe County, CO	25	2.5%
Gunnison County, CO	25	2.5%
Adams County, CO	19	1.9%
Other Counties	278	27.4%
Total	1,015	100.0%
Source: *U.S. Census Bureau On the Map*		

Employment

The Estimated Jobs is a series created by the SDO to give a comprehensive look at the number of jobs located within Saguache County. It is broad in scope, capturing both wage and salary workers as well as most proprietors and agricultural workers. A more diverse economy is typically more resilient too; when looking at the employment trends recently and after a recession (shaded in gray) it is also important to look at the current share of employment by industry. Areas dependent on a single industry such as agriculture, mining or tourism can suffer from prolonged downturns due to drought, shifting demand for commodities, and the health of the national economy.



Identifying the industries which may be driving the growth and change within a community is a vital part of understanding community dynamics. Growth in jobs often results in growth in residents from migration within a community. Identifying the trends of growth or decline of jobs and the types of jobs available within the community is important.



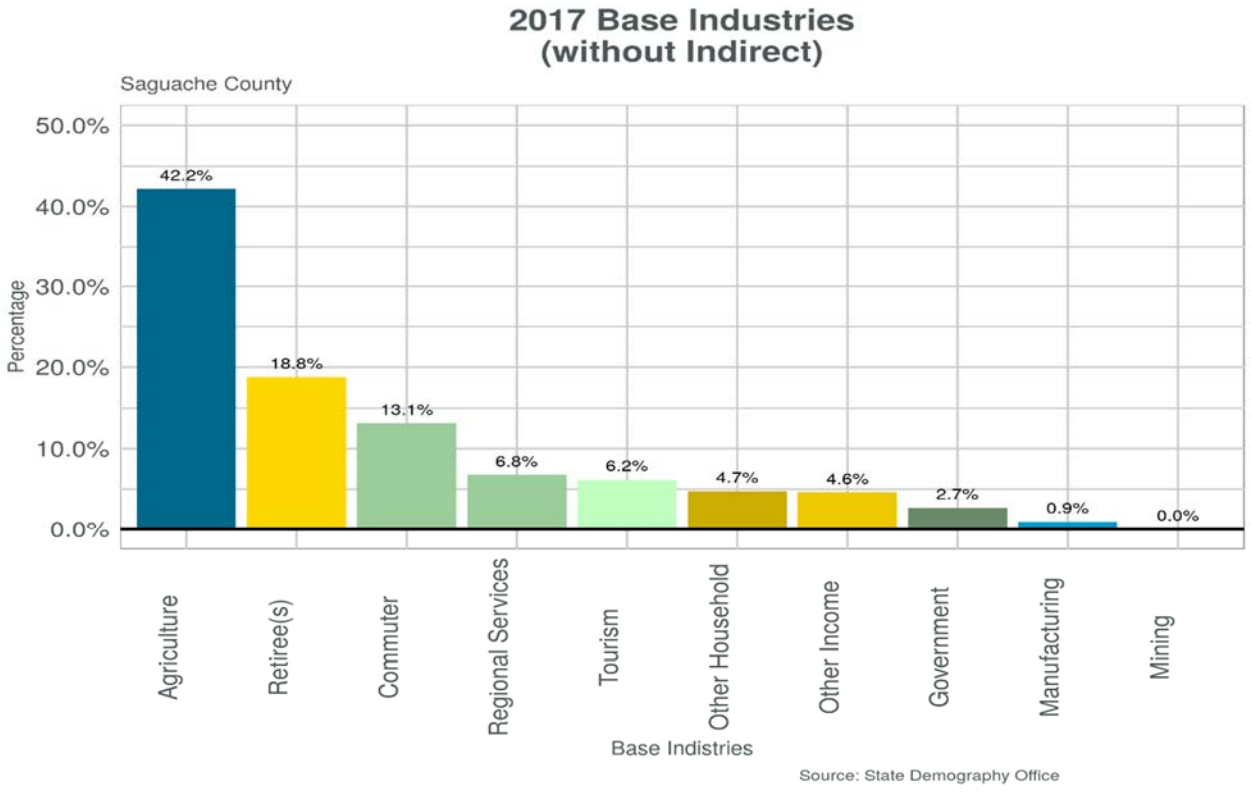
The total estimated jobs are subdivided into three categories:
• *Direct Basic:* jobs that bring outside dollars into the community by selling goods or services outside the county, such as manufacturing or engineering services,
• *Indirect Basic:* jobs that are created as the result of goods and services purchased by direct basic such as accounting services or raw material inputs, and
• *Local (Resident) Services:* jobs that are supported when income earned from the base industries is spent locally at retailers or are supported by local tax dollars to provide services like education and public safety.

Saguache County Jobs by Sector, 2017

Employment Type	Jobs	Percent
Direct Basic Employment	2,422	89.6%
Indirect Basic Employment	220	8.1%
Local Services Employment	58	2.2%
Total Employment	2,703	100.0%
Total Population, 16+	5,501	

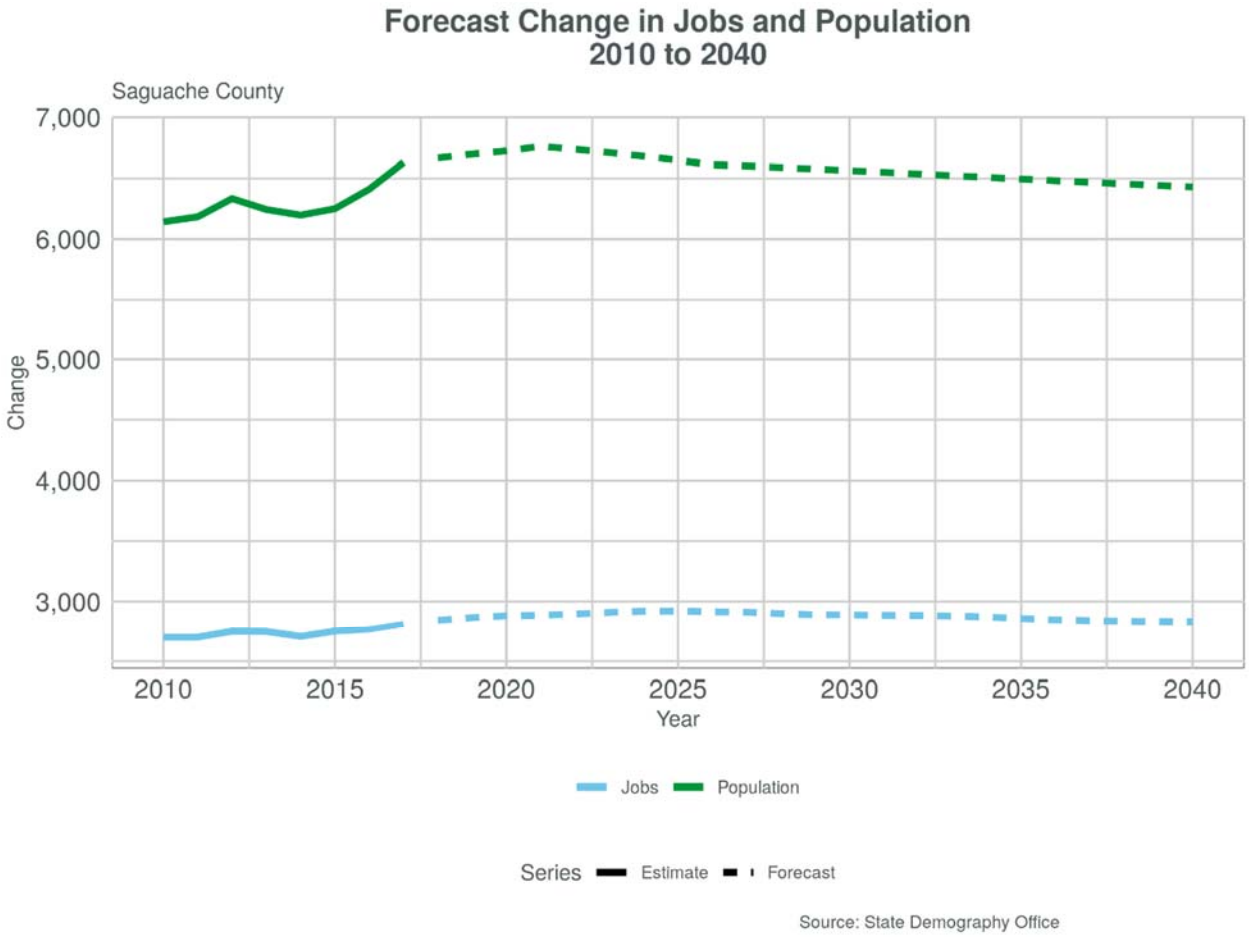
Source: *State Demography Office*

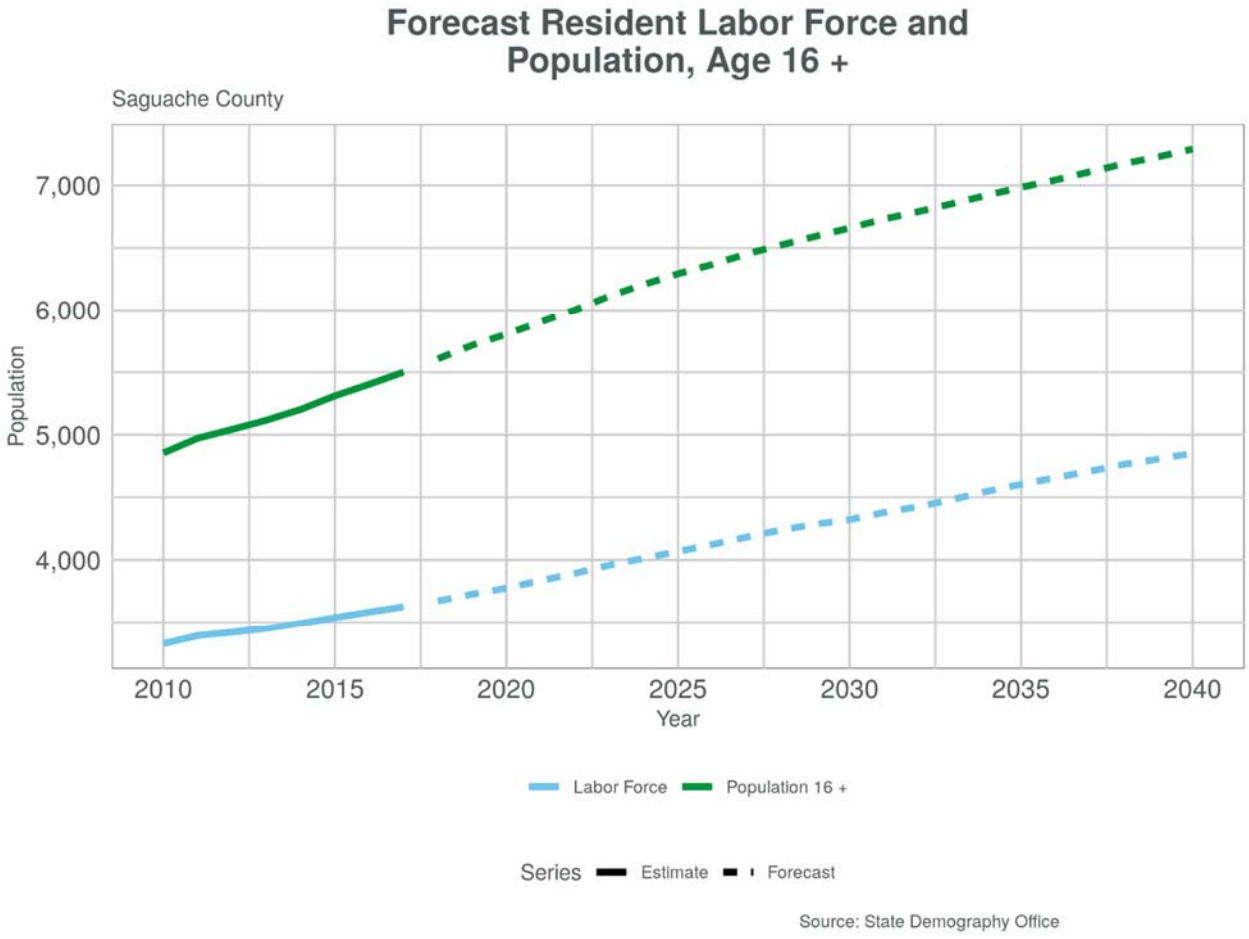
This plot shows the jobs by industry profile for Saguache County. The relative rank of high-paying sectors, such as mining, information and financial and insurance services versus mid-range jobs (e.g., construction, health care and government) and lower-paying industries such as retail trade and accommodation and food services, will have an impact on a county's overall economic health.



Understanding the types of jobs forecast to grow in a community, if jobs are forecast to increase, will aid in further understanding potential changes in population, labor force, housing demand, and household income. Important questions to ask include: What is the current forecast for job growth based on the current industry mix? What types of jobs are forecast to grow? What are the wages for those jobs? What are the labor force trends for the community? Is the labor force expected to grow or slow down?

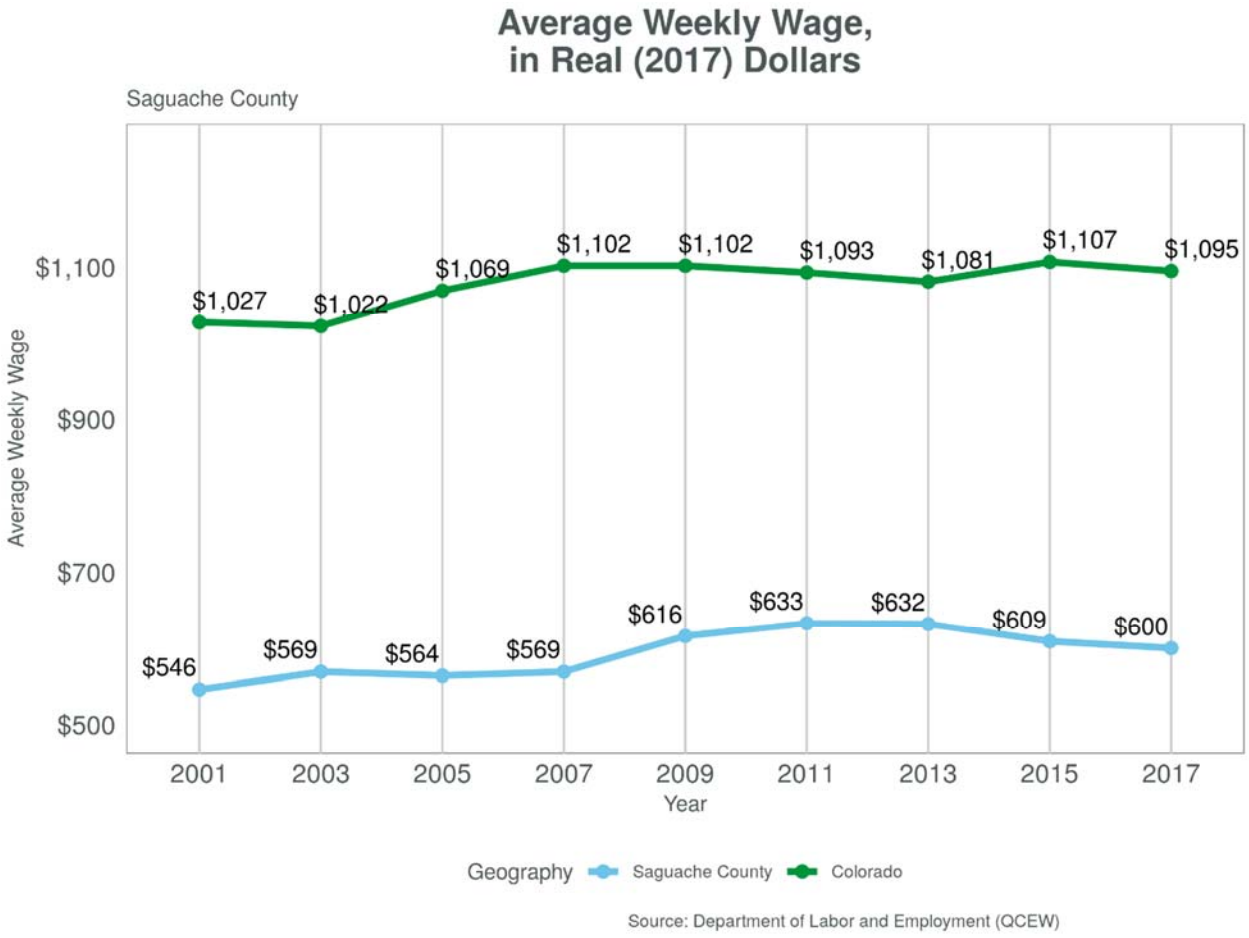
The total jobs forecast and population forecast are for Saguache County shown here. The two lines diverge over time due to the aging of our population and continued growth in our under 18 population – two segments of the population that are less likely to be employed. Growth in the 65 plus population in the labor force through 2040 compared to the universe population of those over the age of 16 since labor force participation declines with age, especially among those eligible for pensions or social security.




Forecast Resident Labor Force and Population, Age 16 +
Saguache County
7,000
6,000
5,000
4,000
Population
2010
2015
2020
2025
2030
2035
2040
Year
Labor Force
Population 16 +
Series
Estimate
Forecast
Source: State Demography Office

Wages

The inflation adjusted (real) average weekly wages for Saguache County and Colorado are shown here. In 2016 dollars, wages in Colorado have been essentially unchanged since 2010. The gain or loss of a major employer such as a mine or a hospital can have a significant impact on a county's average weekly wage. These wages are shown only for jobs located within that county and do not include most proprietors. Household income can be influenced by the average weekly wage, but in areas that have considerable amounts commuting or unearned income this relationship is not particularly strong.



Municipalities

Center Quick Facts

	Center	Saguache County	Colorado
Population (2017) *	2,273	6,631	5,609,445
Population Change (2010 to 2017) *	40	487	559,113
Total Employment (2017) *	607	2,704	3,309,391
Median Household Income **	$27,216	$34,765	$65,458
Median House Value **	$74,800	$150,100	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	31.2%	21.0%	11.5%
Percentage of Population Born in Colorado **	42.7%	47.5%	42.7%

** State Demography Office*
***U.S. Census Bureau, 2013-2017 American Community Survey*

Crestone Quick Facts

	Crestone	Saguache County	Colorado
Population (2017) *	161	6,631	5,609,445
Population Change (2010 to 2017) *	17	487	559,113
Total Employment (2017) *	581	2,704	3,309,391
Median Household Income **	$NA	$34,765	$65,458
Median House Value **	$304,200	$150,100	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	26.0%	21.0%	11.5%
Percentage of Population Born in Colorado **	41.7%	47.5%	42.7%

** State Demography Office*
*** U.S. Census Bureau, 2013-2017 American Community Survey*

Moffat Quick Facts

	Moffat	Saguache County	Colorado
Population (2017) *	119	6,631	5,609,445
Population Change (2010 to 2017) *	3	487	559,113
Total Employment (2017) *	318	2,704	3,309,391
Median Household Income **	$15,278	$34,765	$65,458
Median House Value **	$77,300	$150,100	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	50.4%	21.0%	11.5%
Percentage of Population Born in Colorado **	70.6%	47.5%	42.7%

** State Demography Office*
*** U.S. Census Bureau, 2013-2017 American Community Survey*

Saguache Quick Facts

	Saguache	Saguache County	Colorado
Population (2017) *	499	6,631	5,609,445
Population Change (2010 to 2017) *	13	487	559,113
Total Employment (2017) *	476	2,704	3,309,391
Median Household Income **	$32,841	$34,765	$65,458
Median House Value **	$137,500	$150,100	$286,100
Percentage of Population with Incomes lower than the Poverty Line **	21.8%	21.0%	11.5%
Percentage of Population Born in Colorado **	88.3%	47.5%	42.7%

** State Demography Office*
*** U.S. Census Bureau, 2013-2017 American Community Survey*

Economic Resilience

Identifying the major economic sectors in the regional economy helps to illustrate the region's economic resiliency – where diversity lies and where the economy is susceptible to external shocks and larger economic trends.

The San Luis Valley is a rural economy with agriculture as its major economic driver – as goes agriculture, so goes the region. Nearly one-third of the Valley's direct base industry income comes from agriculture production, processing of agricultural products, and inputs to production and processing.

Household income from unearned sources such as retirement plans, public assistance, and interest, dividends and rents, makes up nearly a quarter of the regional direct base industry income.

Government, from all levels, also plays a major role in the region with it accounting for about 15 percent of base industry income.

Regionally, tourism is less important than it is individually to Mineral County, where it accounts for almost 70 percent of the county's base industry income

Influences on Regional Economy National Economic Trends – The San Luis Valley economy is generally less affected by national factors than other regions and is resistant to boom and bust cycles. An exception was the Great Recession of 2008 when unemployment rose significantly in all counties of the Valley; housing construction, particularly second homes, came to a halt; and lending tightened.

Economic Sector Trends – Some segments of the regional economy are influenced by downturns as well as upswings within those sectors. The most significant example is prices for agricultural products. In the past years, cattle prices have dropped significantly due to a national increase in cattle inventories. Potatoes prices are dependent upon production in other states like Idaho and Washington, and upon export opportunities. Alfalfa has held its strong price position with the region's premium dairy hay selling $150 to $200 per ton.

External Economic Shocks – Natural disasters and the influences of nature seem to have the biggest impacts on the Valley's economy but it is also influenced by governmental policy and budgetary decisions.

- **Payment In Lieu of Taxes (PILT)** – The federal government pays counties for untaxable federal land in their boundaries. In 2018, that meant over $3.3 million in income to the region, a critical portion of county budgets. In the past, delays by Congress to pass legislation authorizing PILT payments have negatively impacted local governments.
- **Wildfires** – Surrounded by forest, the Valley's economy is extremely susceptible to the impacts of wildfires. That was re-enforced the summer of 2018 with the Spring Creek fire that burned over 108,000 acres of forest in Costilla and Huerfano counties, making it the third largest fire in Colorado history. The entire region experienced significant economic losses due to the fire. Vehicle traffic west into the San Luis Valley was halted and hindered for over a week during the last of June and the first of July – prime tourist season.
- **Flooding** – Communities along the Rio Grande and Conejos rivers may be subject to flooding during spring run-off with potential for property damage. Irrigation systems and agriculture land are also susceptible to flood damage.
- **Drought** – The region has been under drought conditions over 15 years, the effects of which have taken a drastic toll on underground water resources used for crop irrigation. Lower river flows have also affected surface irrigation. The result has been higher production costs, reduced production of some crops, and fallowing of land.

- **Climate Change** – The region's forests and watershed have been significantly affected by changes in temperature and precipitation. Lower snowpack has meant less runoff for streams and rivers, impacting agricultural and municipal water users. Warmer winters and earlier springs have meant earlier runoff available for irrigators and shorter irrigation seasons. The spruce bark beetle has infested 480,000 acres of timber in the Rio Grande National Forest since 2005 and will continue to devastate the forest as the number of affected acres grows. This, too, negatively affects the region's watershed.
- **Non-earned Income** – Over 64 percent of the region's households receive for Social Security, Supplemental Security Income, and/or cash public assistance. National economic conditions affect retirement plans and earnings from dividends and interest. Public policy affects Social Security, Medicare, and public assistance.
- **Building Economic Resiliency** – In order to withstand and recover from economic disasters to the San Luis Valley economy, SLV Development Resources Group has identified three goals to build economic resiliency:
    - 1. Diversify and Strengthen Economic Base
    - 2. Enhance Business Retention and Expansion Programs
    - 3. Promote Business Continuity

More immediate response to economic disasters and relief for the region's businesses can be achieved by using programs, initiatives and collaborations already at SLVDRG's disposal. Among those are:

- **Revolving Loan Fund** – By cooperating with banks, private lenders, and other financing sources, the RLF can provide gap financing for businesses that will create or retain jobs, or businesses considered low to moderate income with less than five employees.
- **Micro-Enterprise Programs Loans** – Financing up to $100,000 for low to moderate income business owners with five or less employees.
- **San Luis Valley Enterprise Zone** – State tax credits enhance and provide ways for investment in projects in the region. The credits include:
    - $2,500 credit for each job created by a new business facility
    - Additional $500 for each job created by a new business facility if new jobs are in ag processing jobs
    - $200 credit for each employee covered by employee-sponsored health insurance program
    - Tax credit for research and development
    - Tax credit for rehabilitation of vacant buildings
    - Incentives for job training
    - State sales tax and use tax exemptions
    - Further incentives may be negotiated by local governments
    - Three percent investment tax credit
    - Twenty-five percent tax credit for contributions to enterprise zone projects.
- **Expertise** – SLVDRG has the expertise to assist projects with partnerships, collaborations, grantwriting and grant administration, and data collection and research.

Emergency Preparedness – In case of public health and natural disaster emergencies, county and regional emergency response and preparedness plans are in place. Throughout the six counties of the San Luis Valley, citizens can be alerted to any type of emergency by the San Luis Valley E911 Authority, www.slve911.org, which is responsible for the regional emergency notification system. Individuals are encouraged to register their contact information with the E911 system via the website. In case of an emergency, the system will use its database of phone numbers and physical addresses to contact

anyone within the affected area. Depending on the nature of the emergency, the system may attempt to leave a voicemail if the user is unable to answer.

Emergency officials may also use the notification system to supply residents with the latest information via phone through a recorded emergency message. Examples of emergencies include evacuation notices, bio-terrorism alerts, boil water notices, and missing child reports.

The Emergency Alert System may be activated to broadcast emergency alerts and messages on radio KSLV 1240 AM or 96.5 FM. Each county in the region has a designated emergency manager with responsibility for preparing emergency action plans; eliminating or reducing hazards; providing information to the public and public officials; training, exercising and evaluating plans; and coordinating disaster relief and recovery efforts.

Emergency Managers are funded, in part, by the Department of Homeland Security and the Colorado Division of Emergency Management. The Colorado Division of Emergency Management offers technical assistance and helps obtain state or federal aid when it is available. Unique to the region is the San Luis Valley Emergency Operations Center, SLVEOC, the only organized regional response system in Colorado. Emergencies that go beyond the capacity of local emergency managers can be handled by SLVEOC, in cooperation with county incident command operations. The SLVEOC brings enhanced technical, manpower and financial resources to an incident. The SLVEOC is governed by a board made up of officials, health, and emergency personnel from each county. Formal regional plans do exist for situations dealing with deployment or activation of the Strategic National Stockpile and Mass Casualty Incidents.

San Luis Valley RETAC (Regional EMS/Trauma Advisory Council) encompasses all six counties of the San Luis Valley and exists to “develop, foster and support excellence in trauma and the emergency medical system within the San Luis Valley.” SLV RETAC is an important participant in response planning and responding to emergencies, bringing regional knowledge and resources to emergency situations. Some of SLV RETAC’s work includes:

- Facilitating communication between ambulance agencies and healthcare partners in the region with regular meetings.
- Supporting regional medical direction efforts.
- Coordinating and assisting with grant applications and donations of equipment and other ambulance service needs.
- Participating in two healthcare coalitions that encompass the San Luis Valley.

Strengths – Weaknesses – Opportunities – Threats

Strengths

Cultural Diversity
Visitor destination
Water resources
Outdoor economy resources
Diverse ag economy – unique value-added opportunities
Higher education
Solar resource
Established EDO's
Isolation
Unity
Underutilized talent
Community resiliency
Stable growth

Weaknesses

Economies of scale
Limited knowledge of economy
Lack of tech people
Freight – logistics
Isolation – cost driver
Political influence
Persistent poverty – homelessness
Pockets of tech isolation
Limited career opportunities
Limited gas, electric, tech capacity
Workforce housing

Opportunities

Demand for natural food products
Hemp
Migration to the Valley
Advanced medical services
Air transportation
Value-added agriculture
Value our isolation
Rec businesses
Strategic thinking

Weaknesses

Water resource management
Lack of utility redundancy
Regulatory environment
Higher education changing operation
Capacity – population
Political leadership
Aging demographic

Visions and Aspirations

The mission of the San Luis Valley Development Resources Group is to promote and facilitate Economic and Community Development Programs which will create jobs, Improve Income and maintain the quality of life in the San Luis Valley. We are investing in ourselves.

Regional expectations are reflected in the vision statements expressed in the previous CEDS and are reaffirmed for notation in the 2018 CEDS. These visions are still relevant and are as follows:

- Communities and people are self-sufficient and working at safe, year-round jobs at or above livable wages.
- We want sustainable growth, but don't want the Valley to be overrun with people.
- Governments, businesses, non-profits, and citizens are working cooperatively towards proactively planned growth.
- Agriculture remains a major part of our economic base, and we see more value-added and niche markets helping agriculture.
- We want the Valley's water supply to be stable and secure, and will be vigilant in protecting this resource for human, community, and economic stability.
- Higher education institutions to have a stronger role in workforce development.
- Affordable housing should be available to all.
- We see transportation systems that meet our needs and grow our economy, and envision a Valley wide transit system.
- Expand tourism in a managed fashion, but not to dominate the economy.
- Our cultural heritage, arts, natural surroundings, and recreational opportunities are unique to our region and can be utilized to bring more income and jobs.
- We care about the environment and look for solutions to economic development that do no harm to the natural surroundings.
- Quality healthcare is accessible and affordable to all.
- We care about youth, those with special needs, and the elderly.

Goals & Objectives – Strategies

Goals and objectives selected for review, discussion, revisions, and approval by the 2018 Strategy Committee Members are based on the following:

- Goals and objectives synthesized and selected from the Colorado Blueprint sessions, the 2013 San Luis Valley CEDS, and from the collaboration of the economic development organizations and the CEDS Strategy Committee for the 2018 CEDS.
- Goals and objectives considered still relevant or requiring only minimal change as selected by a staff review of the 2013 CEDS goals and objectives.
- Goals and objectives were recommended by staff based on the analysis of problems and needs, state economic development programs, and other sources.

GOAL ONE: Build a Business Friendly Environment – Assist state, local governments, and development organizations in their efforts to provide appropriate and adequate infrastructure for existing and incoming business.

OBJECTIVES:

- **Improve redundancy, reliability and resources utilization of electrical and gas transmission.**
  STRATEGY:
  - *Support planning & development by energy providers to improve energy distribution and redundancy.*
  - *Assess regional renewable energy resources.*

- **Inventory brownfields locations of the San Luis Valley.**
  STRATEGY:
  - *Seek grant funding for mapping of brownfield sites.*
  - *Create loan fund to address needs of sites.*

- **Improve the San Luis Valley regional highway network**.
  STRATEGY:
  - *Continue coordination of regional transportation planning through San Luis Valley Transportation Planning Region.*
  - *Provide input to next regional transportation plan.*

- **Develop affordable workforce housing.**
  STRATEGY:
  - *Support community initiated housing studies.*
  - *Use federal Opportunity Zones to attract private investment in housing.*

- **Improve and development transit and mobility services in the region.**
  STRATEGY:
  - *Continue convening San Luis Valley Regional Transit Council with funding from Colorado Department of Transportation.*
  - *Implement SLV Transit Action Plan.*

- **Continue broadband deployment.**
  STRATEGY:
  - *Support current broadband deployment by San Luis Valley Rural Electric Cooperative and other private initiatives.*

GOAL TWO: Retain, Grow, and Recruit Companies – Create a broader economic base through retention, expansion, creation and attraction of business.

OBJECTIVES:

- **Market state and local programs that assist local businesses.**
  STRATEGY:
  - *Continues to administer Colorado Enterprise Zone Tax Credit program.*
  - *Continue to provide gap financing through San Luis Valley Business Loan Fund.*
  - *Support San Luis Valley Small Business Development Center.*

- **Provide data services as an ongoing economic and community development tool.**
  STRATEGY:
  - *Continue to provide demographic and other data services to local government, businesses, and non-profits.*

- **Develop alliances with Southern Colorado regional markets.**
  STRATEGY:
  - *Continue leadership role in Action 22.*

- **Develop basic business information, which could include regulations, assistance, marketing, incentives, and access to capital.**
  STRATEGY:
  - *Support and promote San Luis Valley SBDC business education curriculum.*
  - *Implement federal Opportunity Zone prospectus.*

- **Focus on businesses that diversify the economy and provide lasting community benefits.**
  STRATEGY:
  - *Seek and support businesses that develop infrastructure for hemp industry.*

- **Create development sites that are easily marketed, ready to be developed, and located on appropriate development websites.**
  STRATEGY:
  - *Inventory potential development sites and assess potential for shovel ready designation*

- **Assist agricultural businesses that incorporate locally-grown products into value-added products.**
  STRATEGY:
  - *Assess value-added agriculture opportunities.*

- *Cooperate with Adam State University Value-Added Ag Sector partnership*

- **Advance alternative energy opportunities throughout the region.**
  STRATEGY:
  - *Support expansion of current renewable energy projects.*
  - *Assess region's renewable energy assets and potential for development.*

GOAL THREE: Increase Access to Capital – Promote the development of all businesses within the San Luis Valley through appropriate capital access.

OBJECTIVES:

- **Bridge the gap for businesses to eventually qualify for bank financing and prepare them for traditional bank relationships.**
  STRATEGY:
  - *Provide lending through San Luis Valley Business Loan Fund and state or federal business loan programs.*
  - *Continue cooperation and participation with area lenders on business loans.*

- **Provide risk mitigation for local lenders.**
  STRATEGY:
  - *Utilize government loan guarantee programs.*

- **Improve access to capital for agriculture.**
  STRATEGY:
  - *Investigate need for additional ag lending sources, with potential development of a revolving loan fund for agriculture projects.*

GOAL FOUR: Create and Market a Stronger San Luis Valley/Colorado Brand – Promote and expand San Luis Valley tourism, with emphasis on our natural resources, arts/cultural, recreational, historical, agricultural and eco-tourism resources.

OBJECTIVES:

- **Grow outdoor recreation infrastructure and promote outdoor recreational opportunities**.
  STRATEGY:
  - *Continue support of San Luis Valley Great Outdoors (SLV GO!) in developing trails and outdoor recreation opportunities, as well as fostering the growth of outdoor recreation businesses, with community partners, conservation organizations and the State of Colorado.*

- **Promote tourism for the San Luis Valley that highlights the uniqueness and authenticity of each county.**
  STRATEGY:
  - *Support San Luis Valley visitor industry groups in marketing and promotion of region as a tourist destination.*
  - *Support communities initiating downtown revitalization efforts that encourage tourist visits*

- **Develop a strategy to emphasize hospitality and customer service with front line employees.**
  STRATEGY:
  - *Utilize San Luis Valley SBDC education curriculum to train hospitality employees.*

GOAL FIVE: Educate and Train the Workforce – Ensure adequate workforce preparation and availability with the education, training, skills, and technical abilities required for existing and future job opportunities.

OBJECTIVES:

- **Determine workforce needs of region businesses.**
  STRATEGY:
  - *Survey businesses to assess workforce needs.*

- **Develop strategies to support worker transition from education into the workforce.**
  STRATEGY:
  - *Develop a "Career Pathways" program for core academic, technical, and employability skills.*

- **Develop services to assist all businesses to meet their need for quality, trained, and skilled workforce.**
  STRATEGY:
  - *Develop a business services program through Colorado Workforce Centers.*

- **Ensure that the workforce needs of the agricultural sector and farm workers are met.**
  STRATEGY:
  - *Institute Common Career Technical Core standards to define what students should know and be able to do.*

- **Develop additional educational opportunities for the healthcare industry.**
  STRATEGY:
  - *Create curriculum and training facilities to meet needs of healthcare workforce*

- **Collaborate with secondary and post-secondary education to address workforce needs.**
  STRATEGY:
  - *Enhance concurrent enrollment with colleges and high schools for technical education.*
  - *Open TSJC satellite campus in Rio Grande County for technical skills.*

GOAL SIX: Cultivate Innovation and Technology – Bring together local industry leaders, entrepreneurs and academia to create and execute initiatives that will advance SLV industries.

OBJECTIVE

- **Promote SLVDRG as the repository for research, demographics, and federal and state economic development programs for the San Luis Valley.**
  STRATEGY:
  - *Continues to produce annual Statistical Profile of the region.*
  - *Respond to requests for economic and demographic information from individuals, businesses, non-profits, local and state government.*

Evaluation

An evaluation of accomplishments achieved carrying out the goals and objectives of the CEDS will be done annually by the staff of SLVDRG. Staff will prepare a report covering the calendar year that will address the accomplishments or advancements being made; changes in economic conditions; changes in resources and funding; and other factors which may affect performance of the plan. The outcome of this review will be to determine what strategies are working and which are not; where we are getting the best return on investment of staff time and resources; improvements needed in the strategy design or effort placed; relevancy of goals and strategies to current situations; revisions needed in the priority order; and improvements or revisions needed in the evaluation criteria or process itself. In addition, staff also prepares an annual Progress Report for the EDA Planning Grant work program which covers the calendar year.

Performance Measures

Performance measures are critical to evaluating progress made towards meeting the goals and objectives of the CEDS. The performance measures selected may be subject to further refinement and revision as part of the ongoing CEDS process. Those performance measures are:

- Jobs created as a result of SLVDRG activities, regardless of goal category, objective, strategy, tool, source, or partnership arrangement.
- Jobs retained as a result of CEDS implementation.
- Quality of jobs created or retained in terms of wages, occupation, skills, benefits, and other factors.
- Amount of private sector investment in the region.
- Notable changes in economic environment of the region attributed to the programs, projects, and activities being carried out.
- Number and types of investment undertaken in the region.
- Employment and unemployment numbers.
- Changes in labor force.
- Changes in number of jobs.
- Poverty rates.
- Per capita and household income.
- Housing statistics.
- Demographics.
- Changes in agricultural production – types of crops planted; acreage planted; prices received.