

2018 Pueblo Economic Outlook and Industry Analysis

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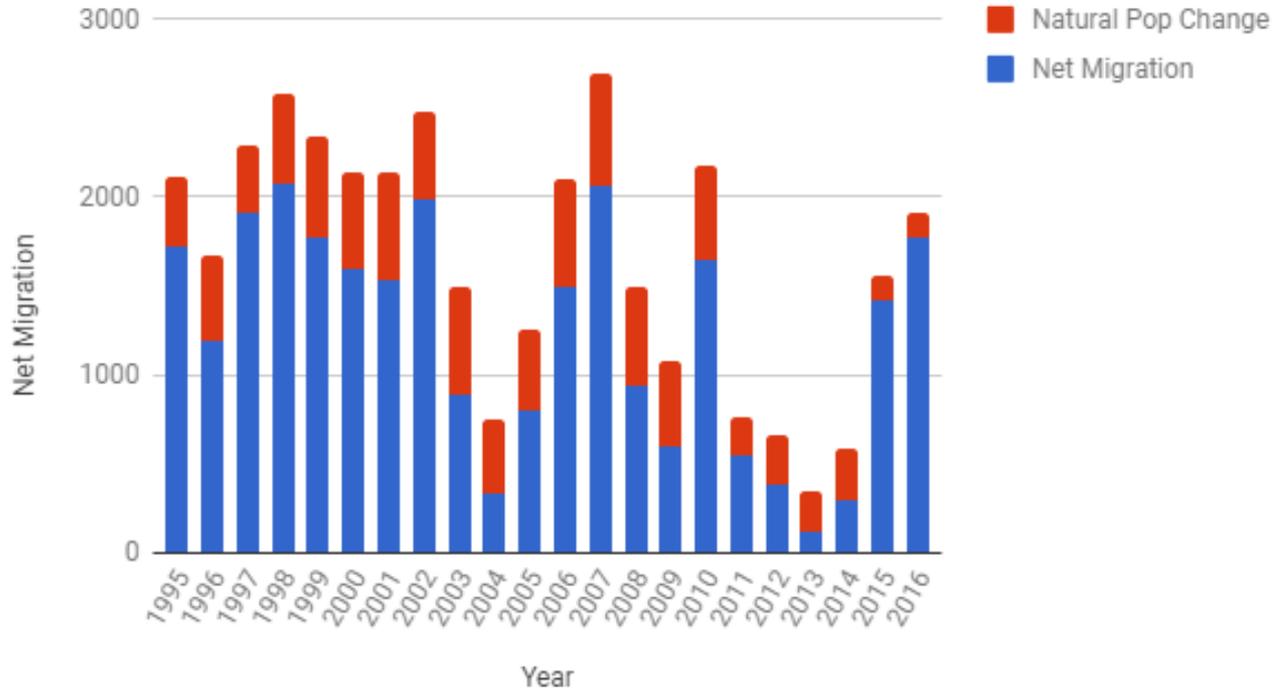
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Population Changes as of 2016

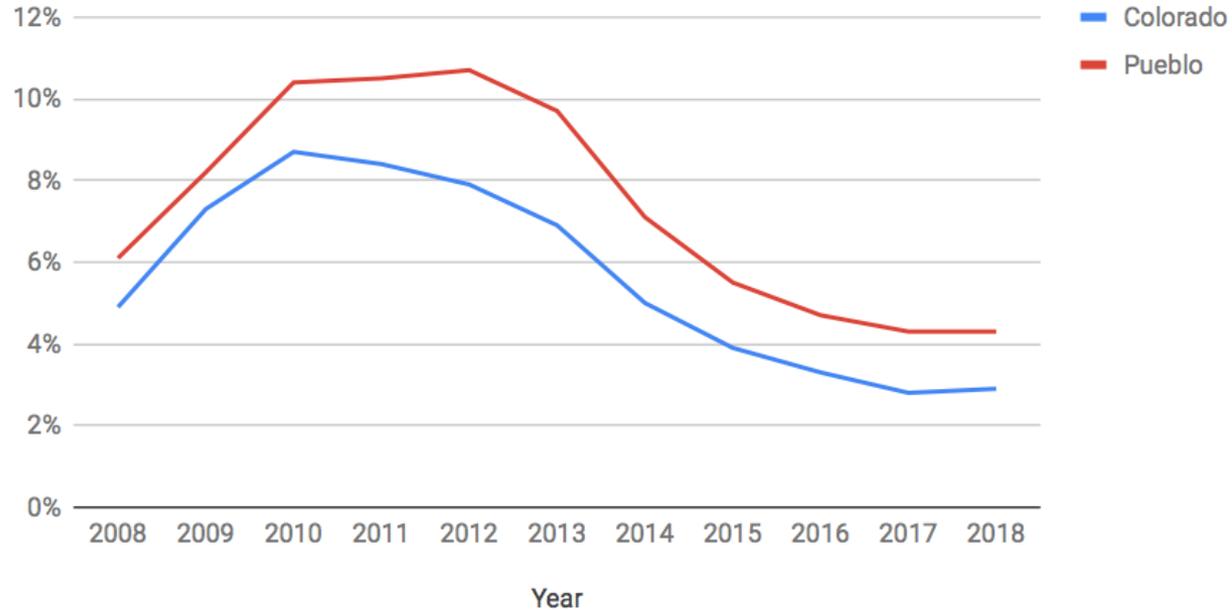
Net Population Change in Pueblo County



Employment as of 2018

Unemployment Rates

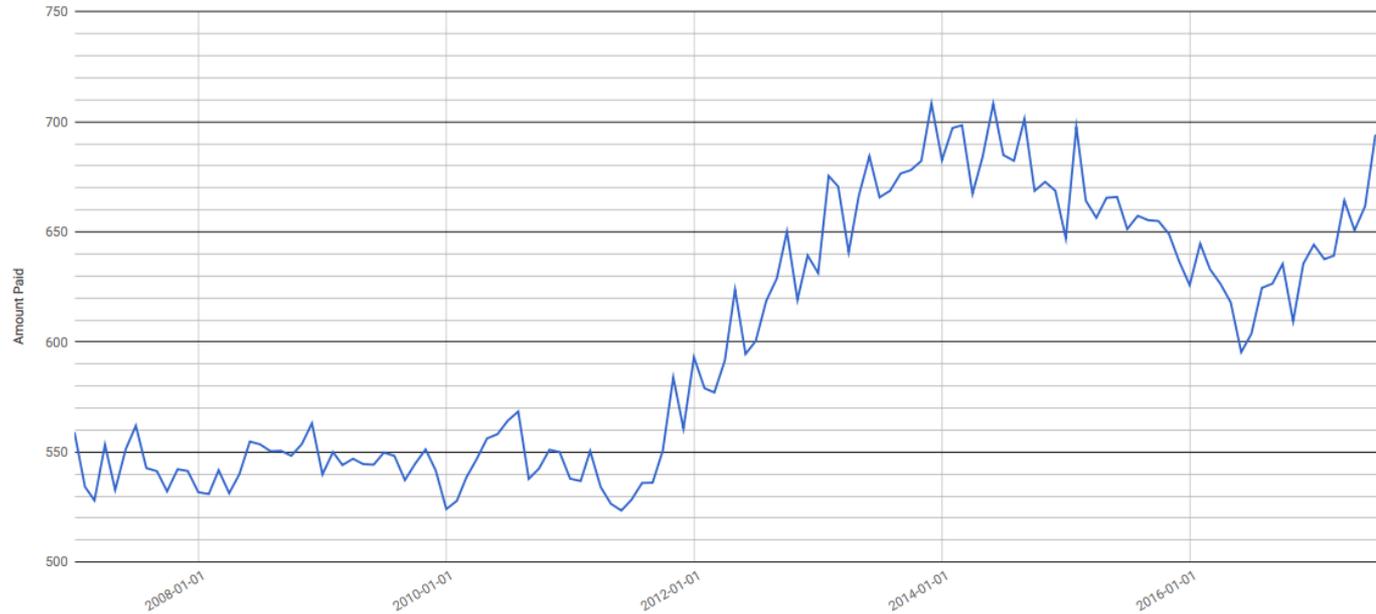
Colorado V.S. Pueblo



Personal Weekly Earnings

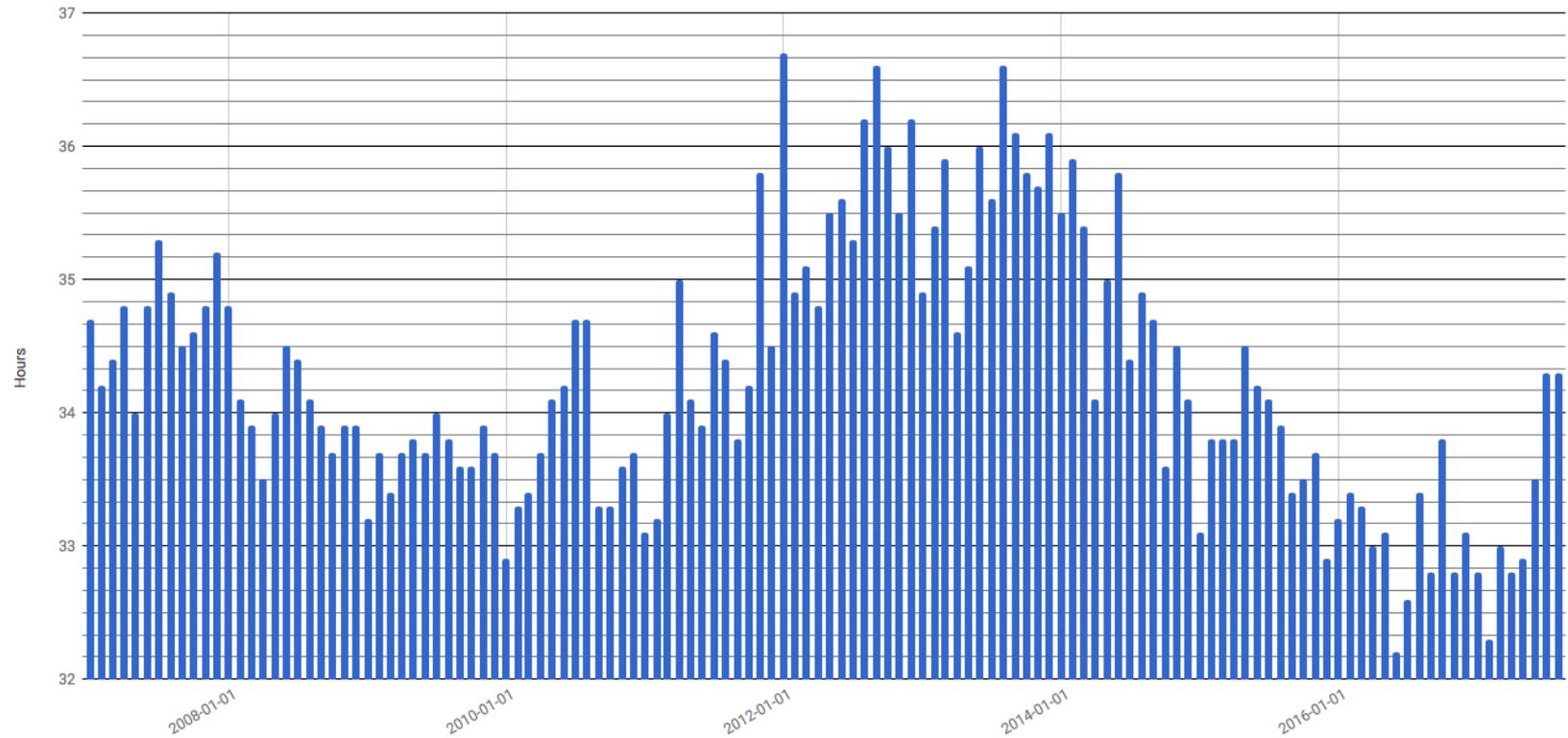
Average Weekly Earnings

Pueblo County



Average Hours Worked

Hours Worked Per Week
Pueblo County



Medicaid Recipients

Population Receiving Medicaid

- Pueblo County = 41-44%
- Fremont County = 28%
- El Paso County = 26%

75% of recipients work (30% of Pueblo County population)
- but qualify for Medicaid due to low income

Leading Metro Areas for Economic Growth

City	2016 Rank (Out of 394)	2017 Rank (Out of 394)	2018 Rank (Out of 394)
Denver	8	27	10
Greeley	58	238	125
Boulder	49	66	13
Ft. Collins-Loveland	11	5	19
Colorado Springs	131	118	79
Pueblo	209	292	282
Grand Junction	229	356	351

Workforce Rankings for Pueblo

Category	2015 Ranking (of 379)	2016 Ranking (of 394)	2017 Ranking (of 394)
Manufacturing & Goods as a % of Population	272	186	326
Wage Growth	224	316	308
Employment Growth as a % of Population	200	234	250
Prime Workforce Indicators Ranking	136	237	282
Economic Strength Indicators Ranking	238	202	284

Comparison of % BA in Population to Median Income

Community	% Bachelor's or Higher	Median Household Income
State of Colorado	38.7	\$65,685
Colorado Springs	37.8	\$60,308
Grand Junction	30.9	\$46,016
Greeley	25.6	\$50,483
Pueblo	18.8	\$35,770
Canon City	19.4	\$40,597
Lamar	14.6	\$35,177

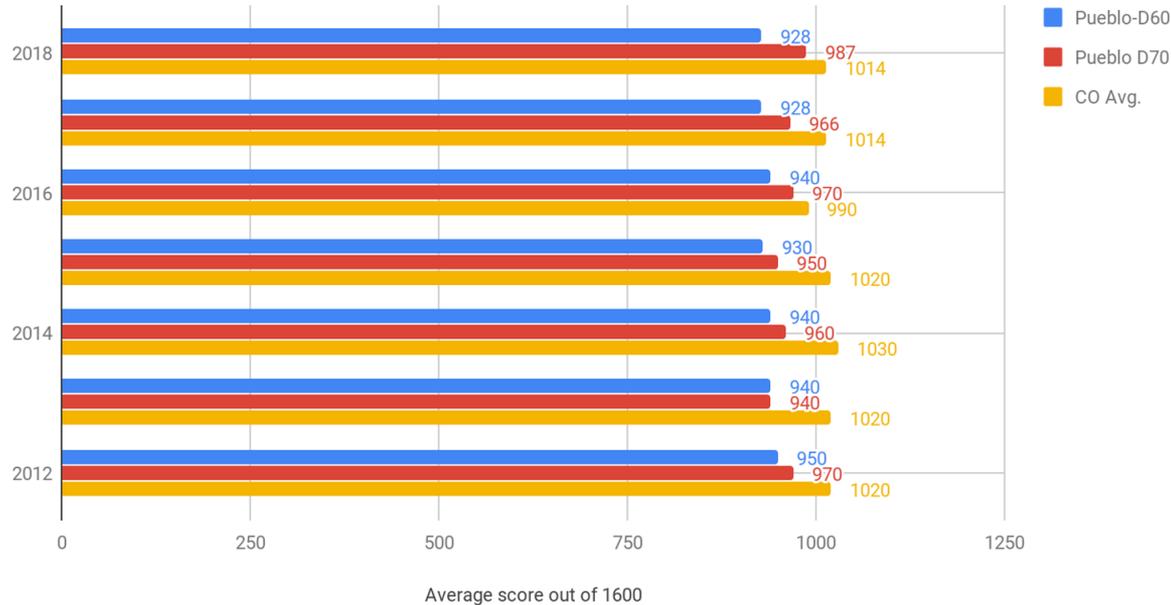


SAT Test Scores

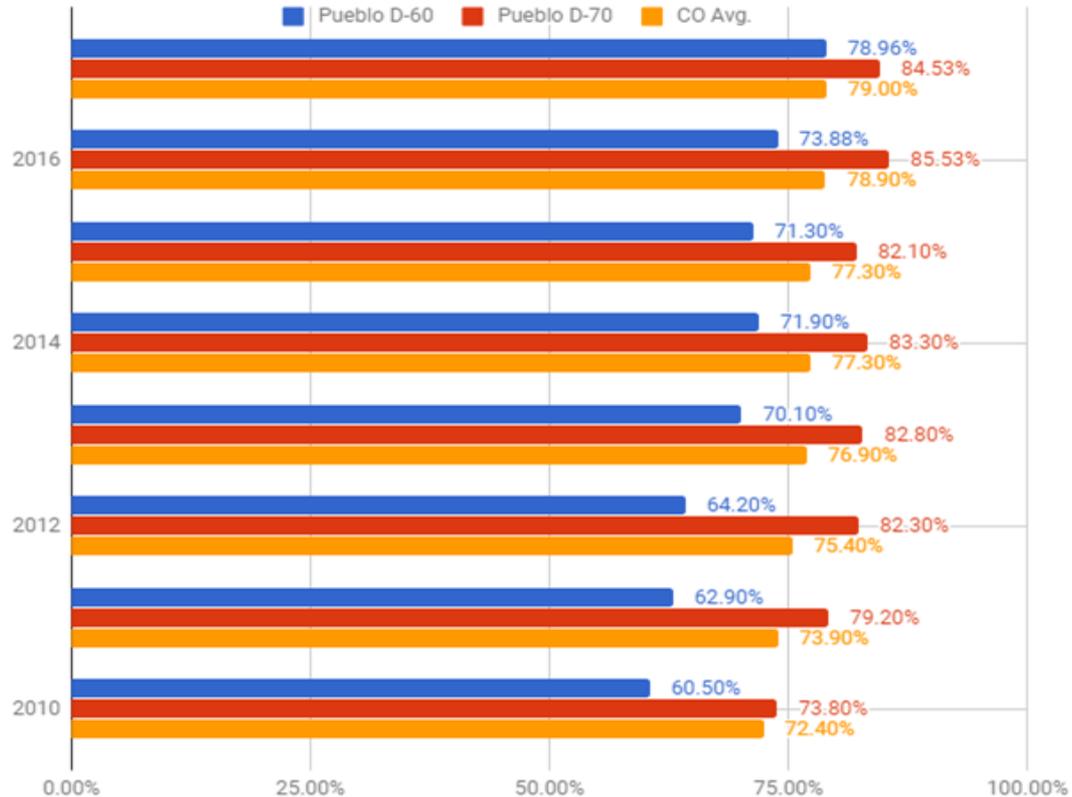
District vs. State as of 2018

SAT Scores

2012-2016 scores are ACT results converted to an SAT score

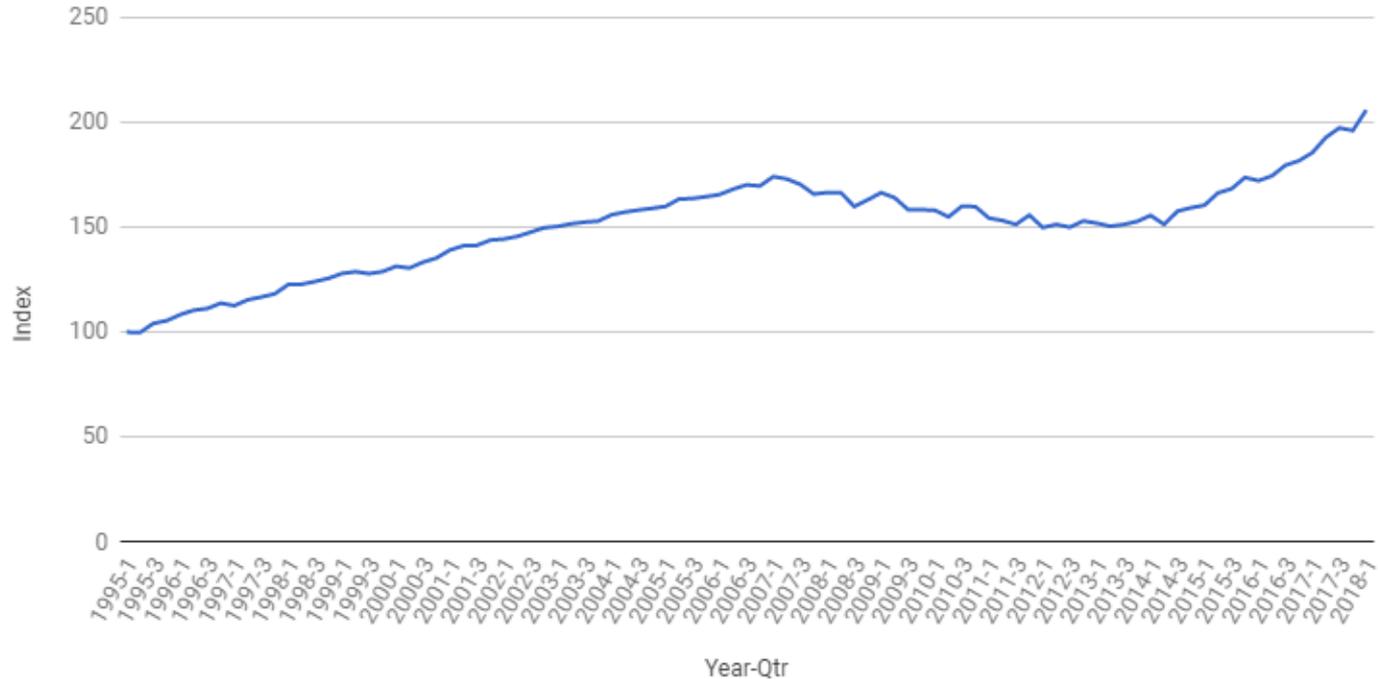


Graduation Rates as of 2018



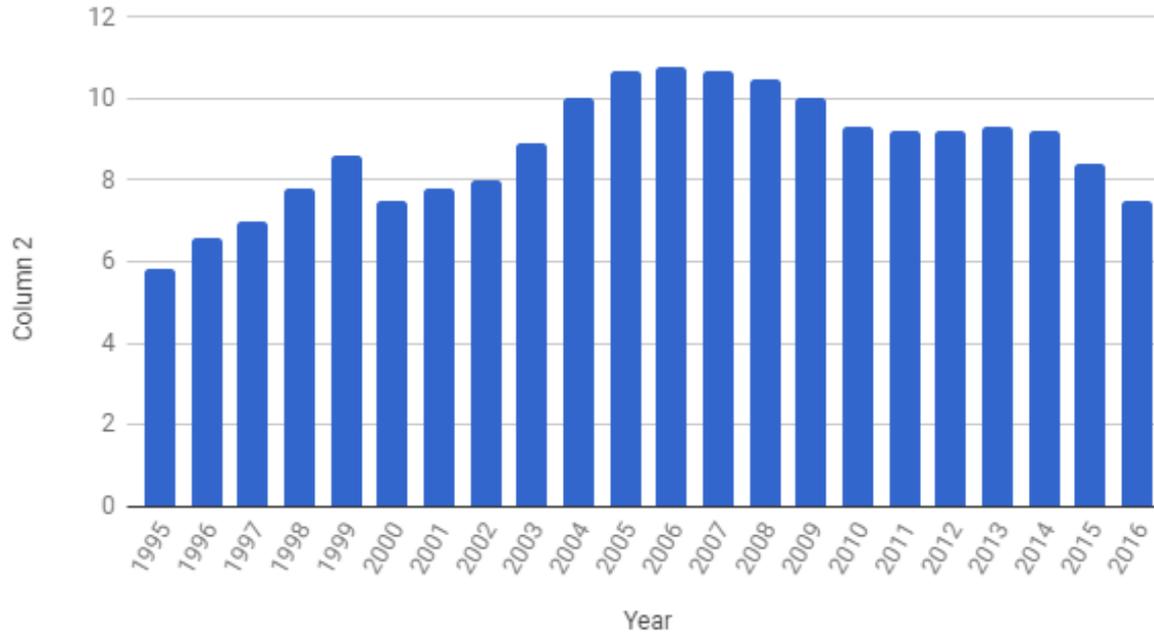
Housing as of first quarter 2018

Pueblo Housing Price Index (1995 = 100)

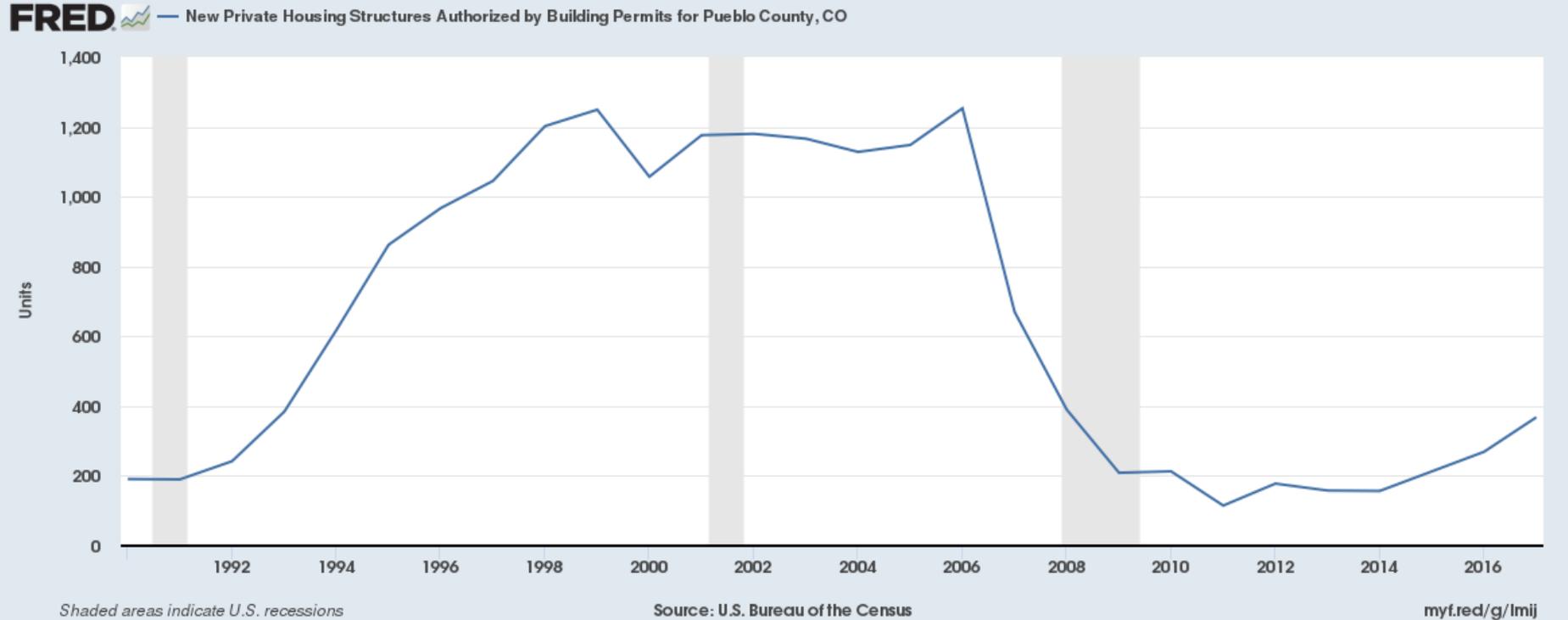


Housing as of 2016

Housing Vacancy Rate in Pueblo CO (Percent)

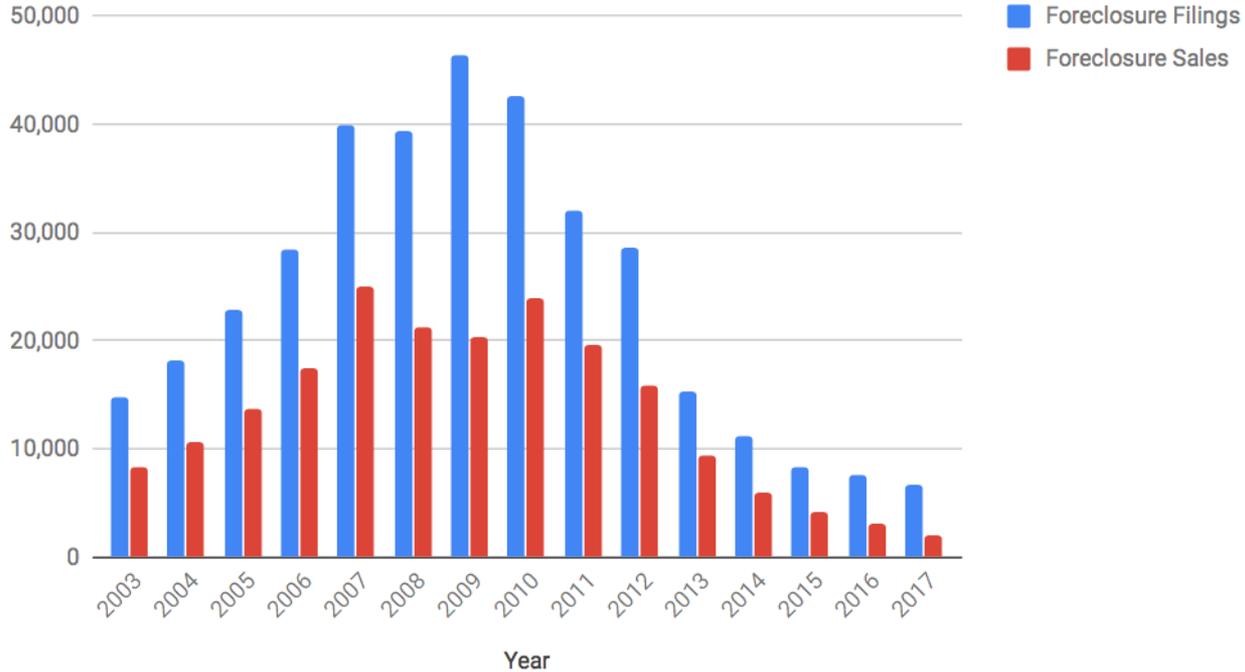


Building Permits as of 2017



Foreclosure Rates

Colorado Foreclosure Filings and Foreclosure Sales



Cost of Living

Cost of Living Index Comparison

- Pueblo = 85
- Average = 100
- Denver = 128

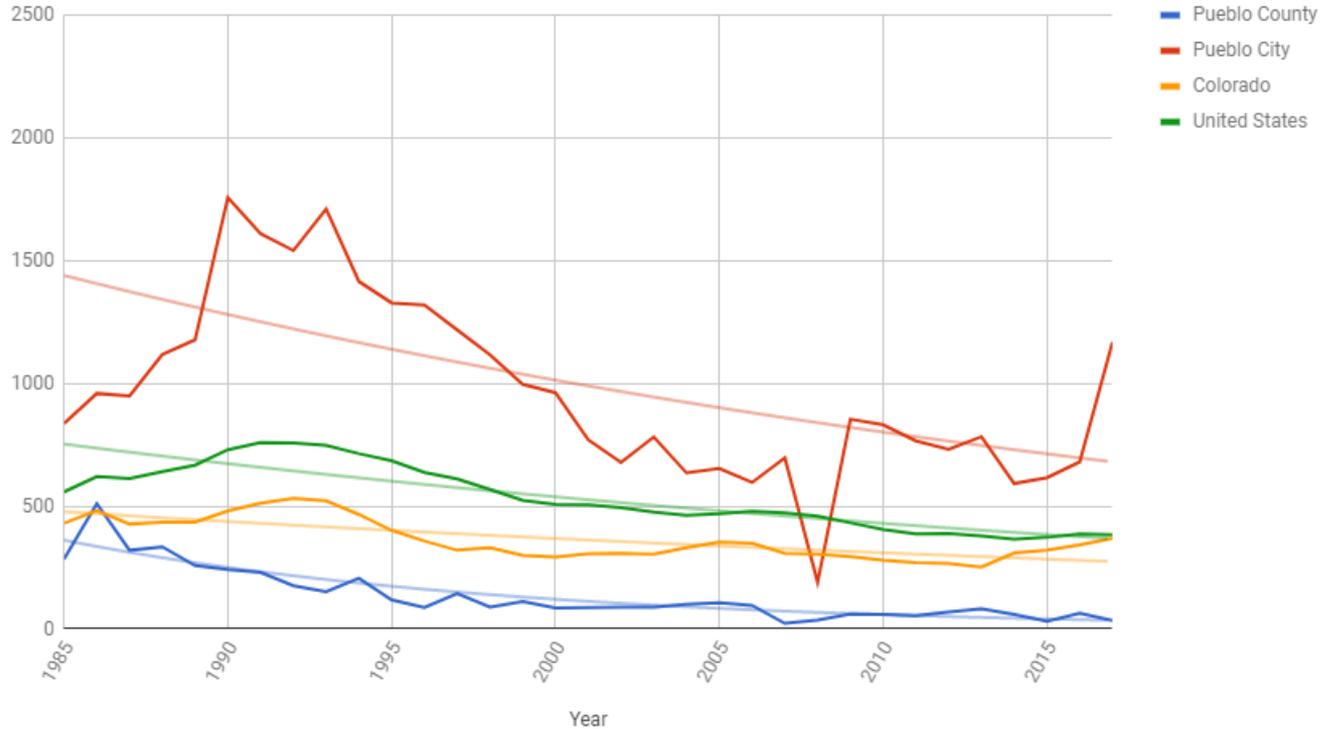
Denver CLI is 50% greater than Pueblo; housing is 181% greater

Average price of single family home

- Denver = \$540,624
- Pueblo = \$190,00

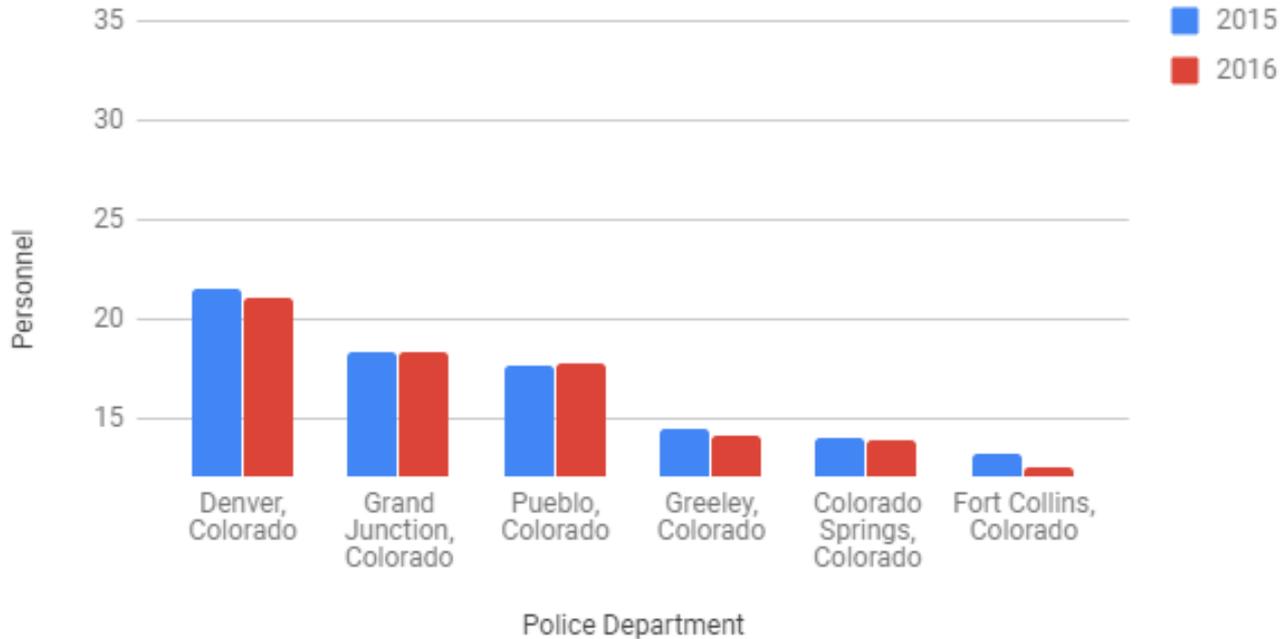
Arrest Rates by Violent Crime

Violent Crime Rate Comparisons (per 100,000)



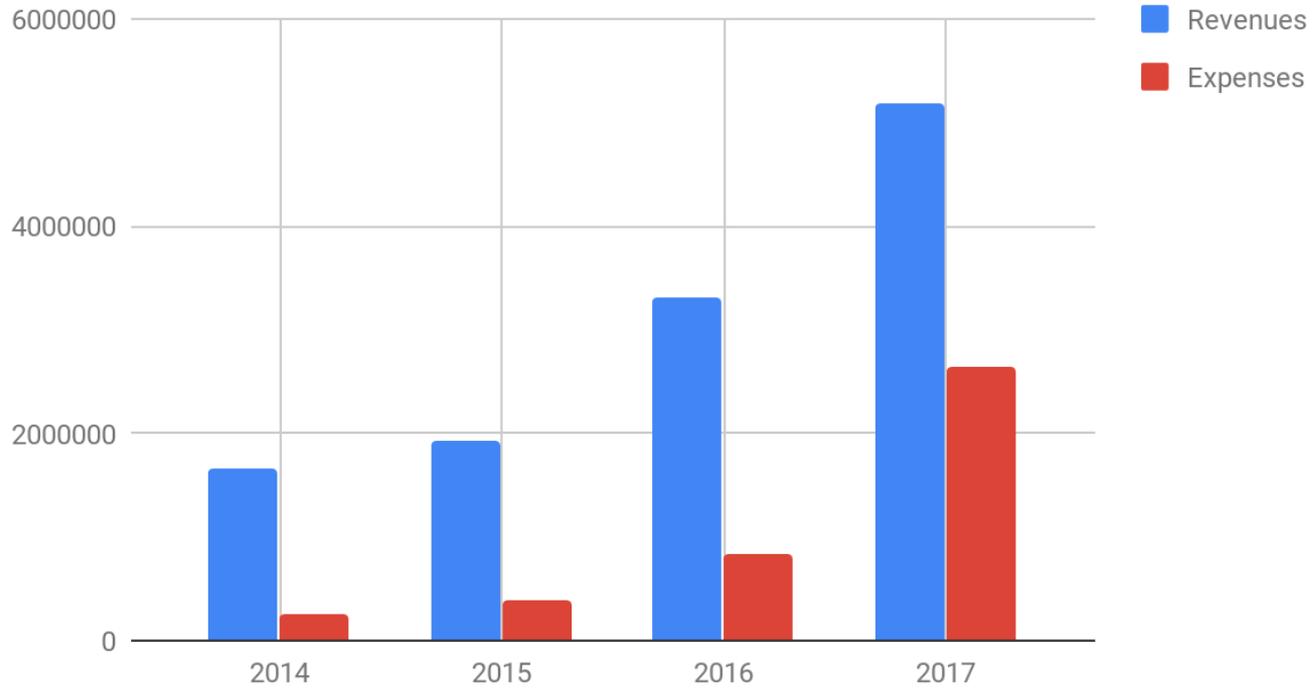
Police Officers per Capita as of 2016

Police Officer Employment Per 10,000 Population



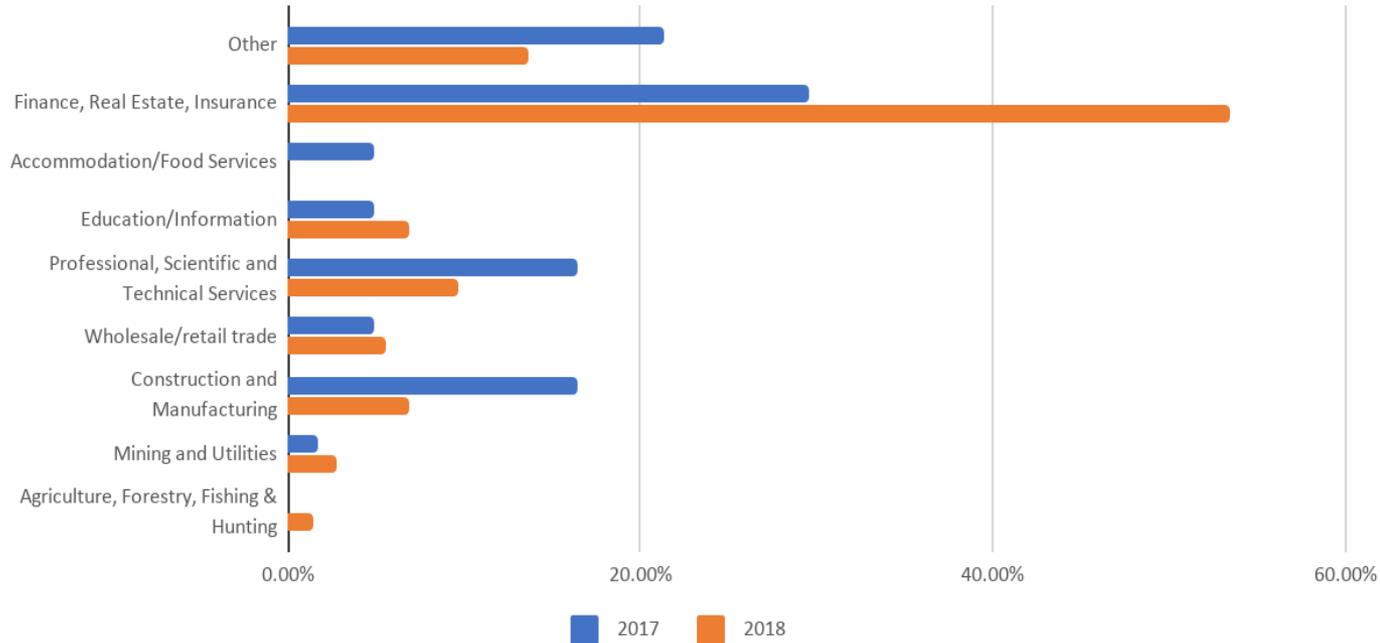
Cannabis Taxes

Revenues and Expenses from Marijuana for Pueblo County

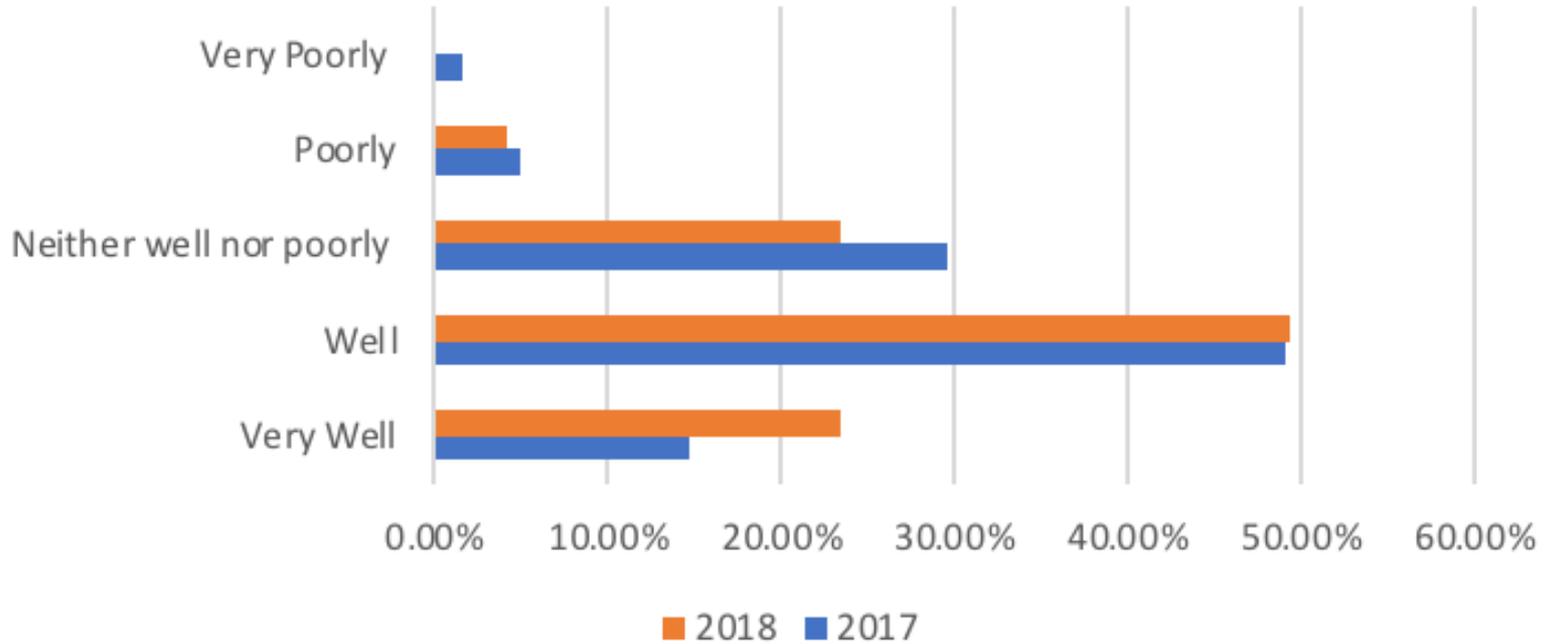


2018 Sentiment Survey Data Results

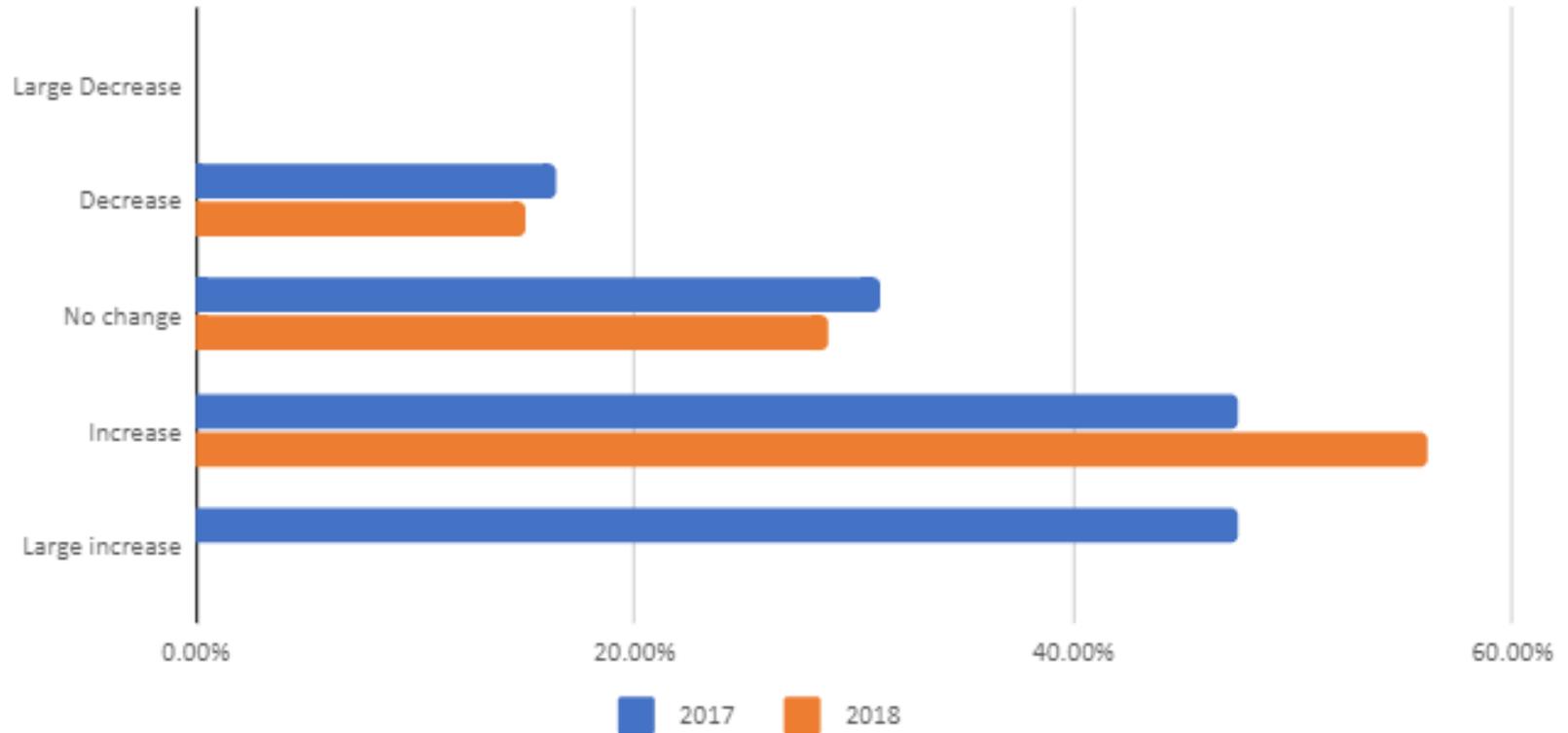
In what industry is your business?



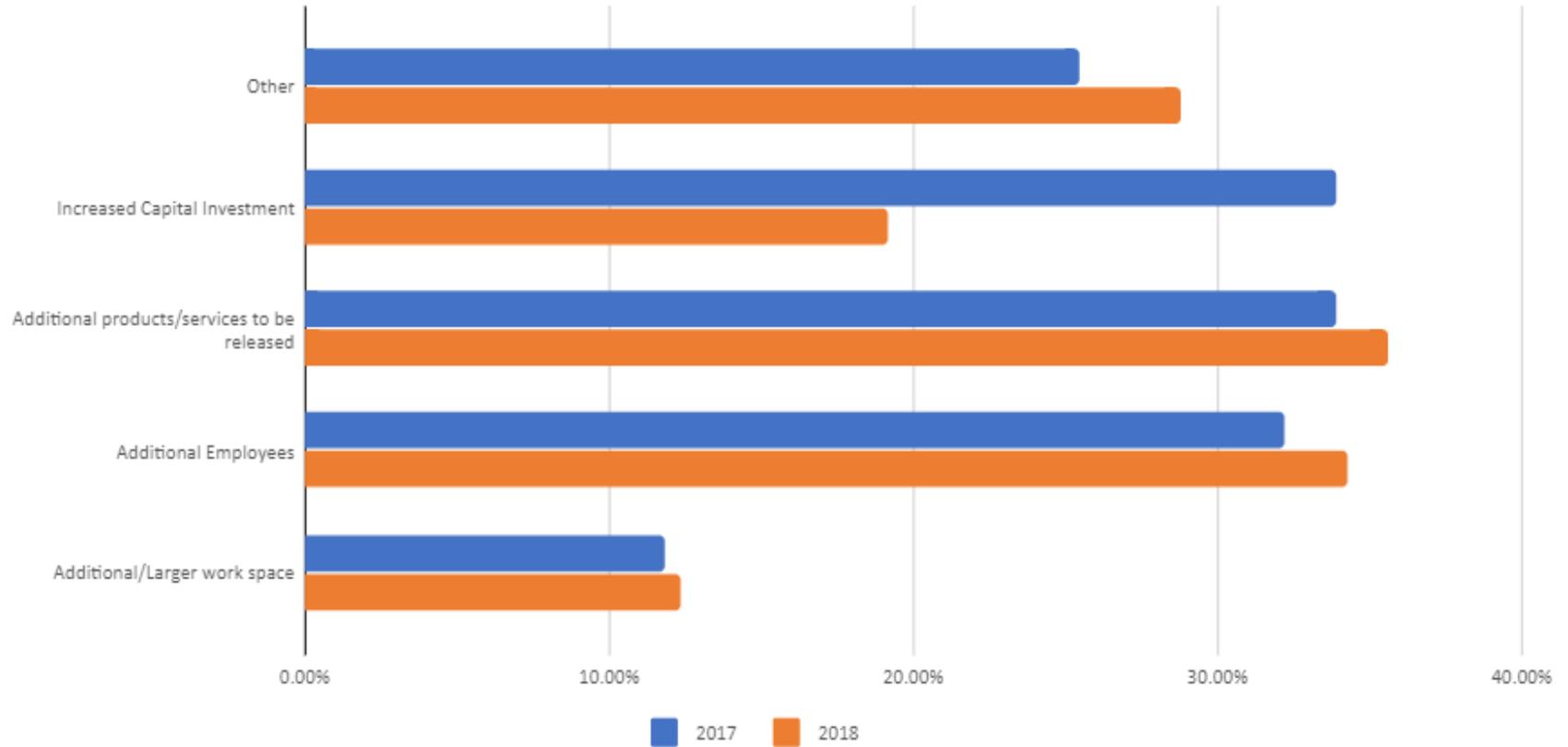
During the last 6 months, how well has your business performed compared to its own average 6 month time period?



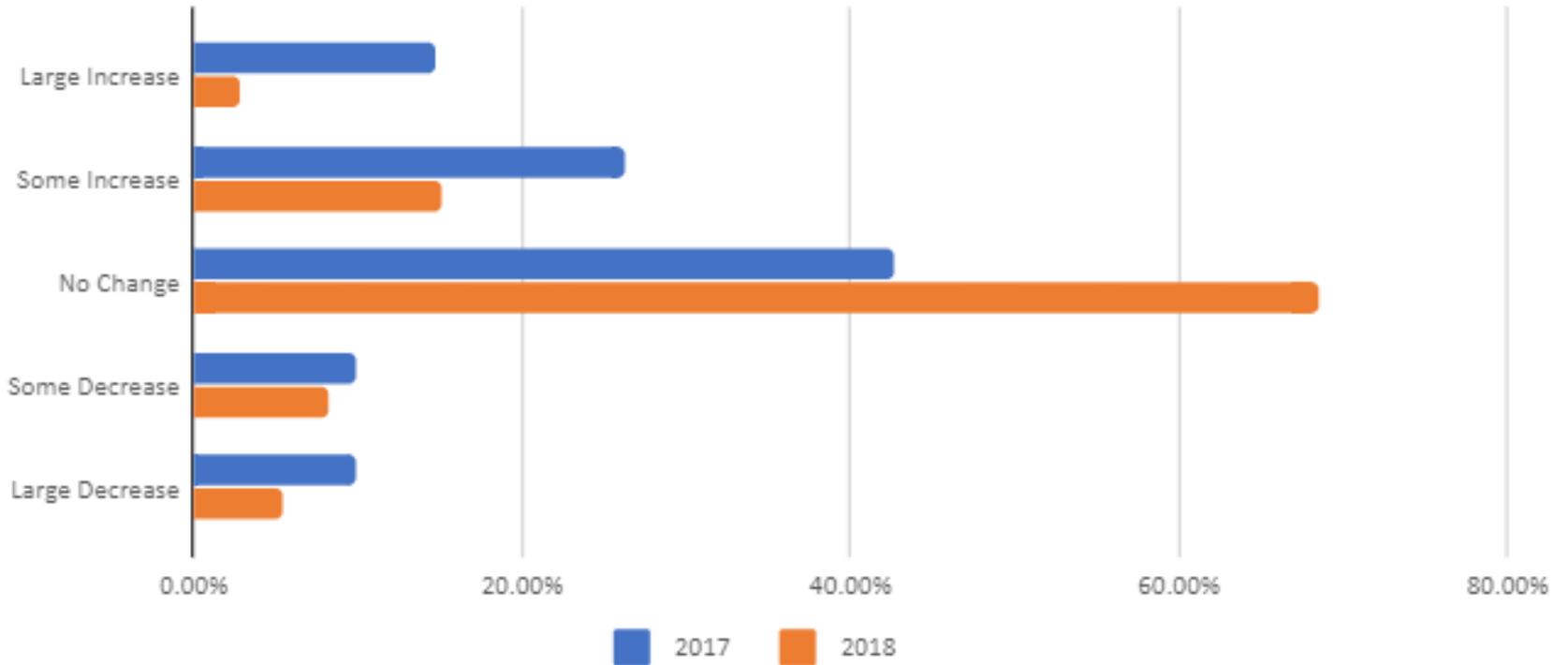
What changes in your profit do you expect to occur in the next 6 months?



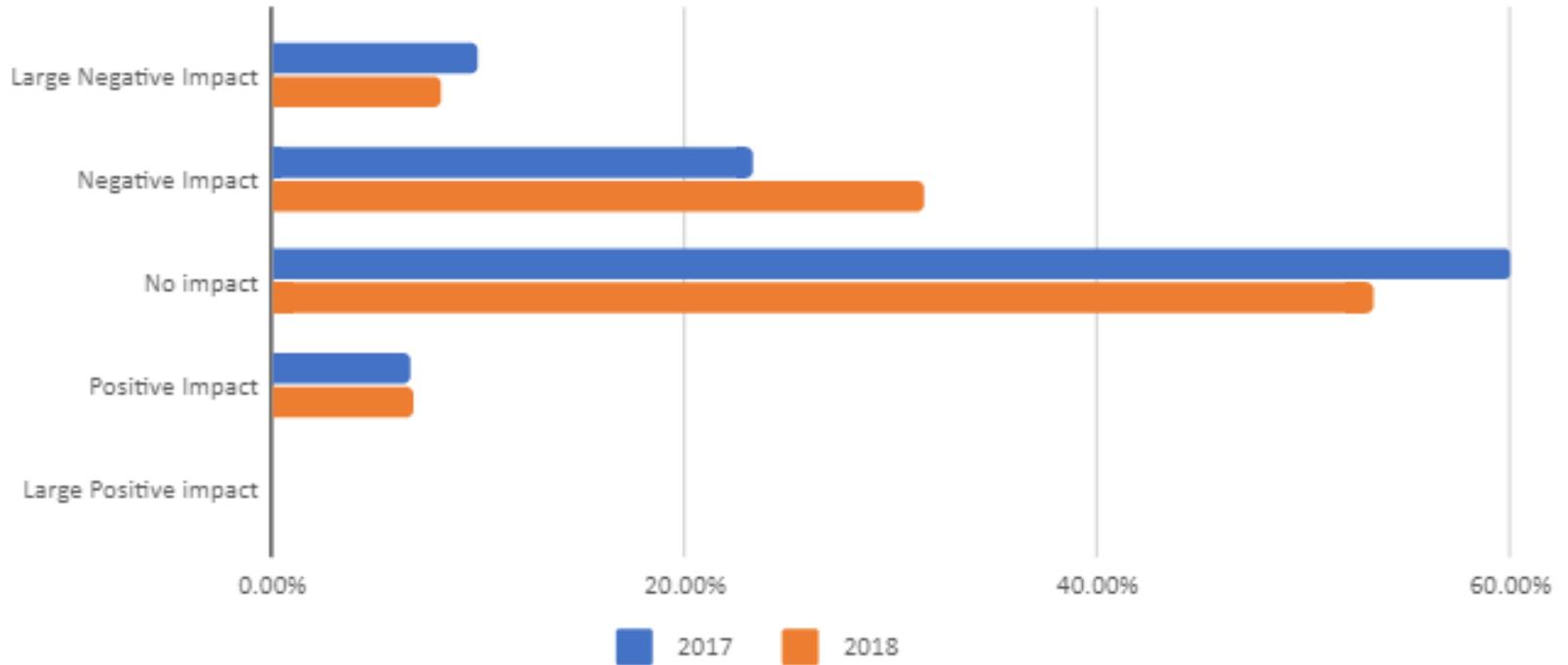
In what ways do you expect to expand your business in the next 6 months? (Check all that apply)



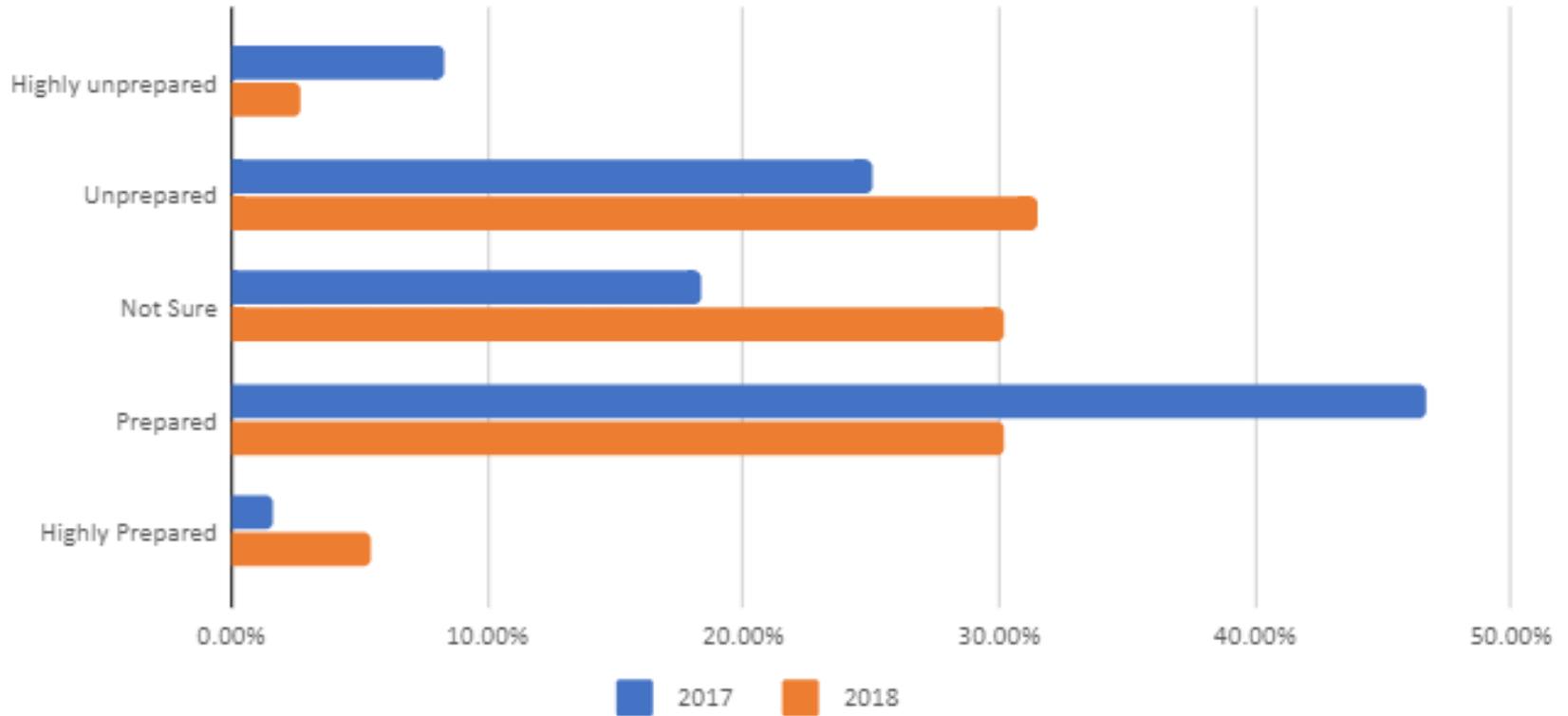
Have you seen a change in your employer contribution to employee health insurance benefits in the last year?



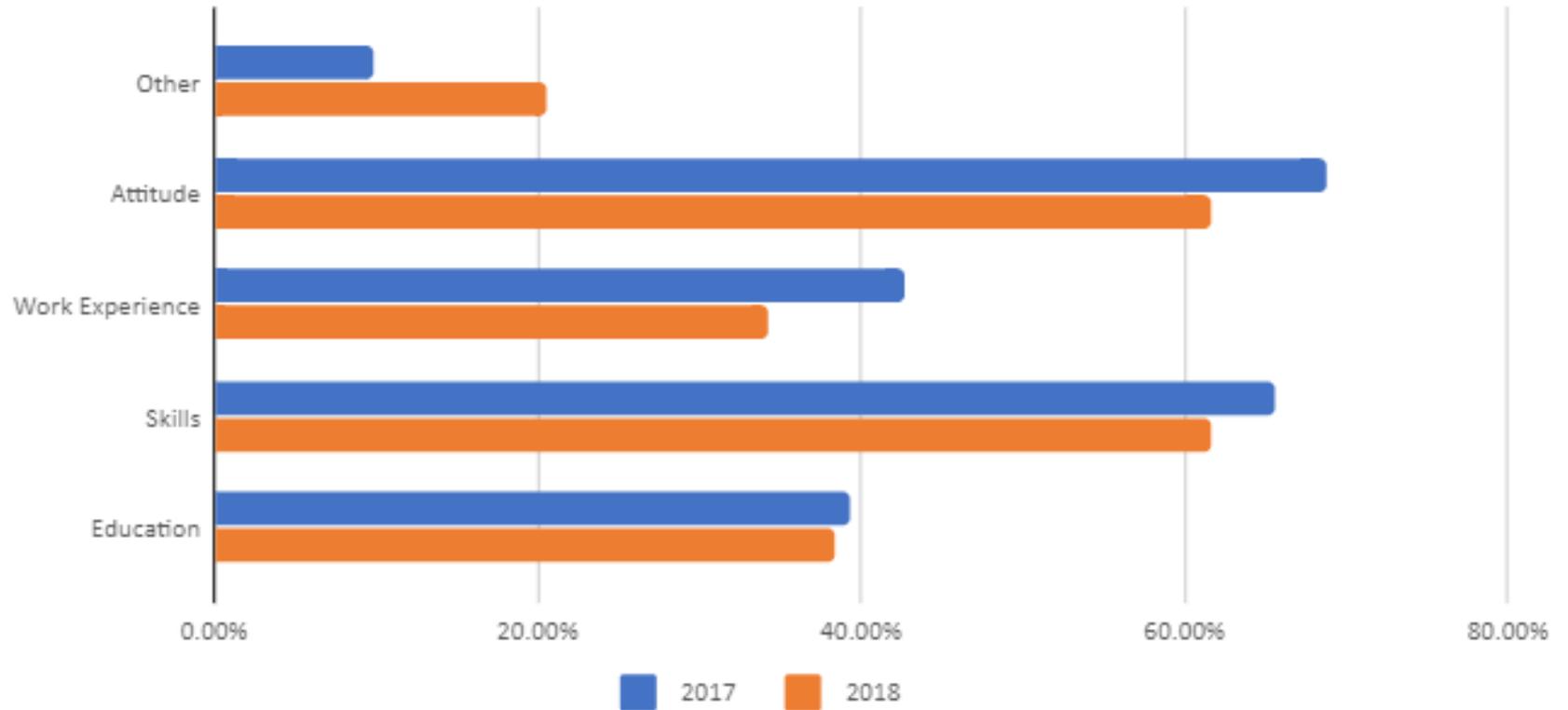
How has the increase in Colorado's Minimum Wage affected profitability of your business?



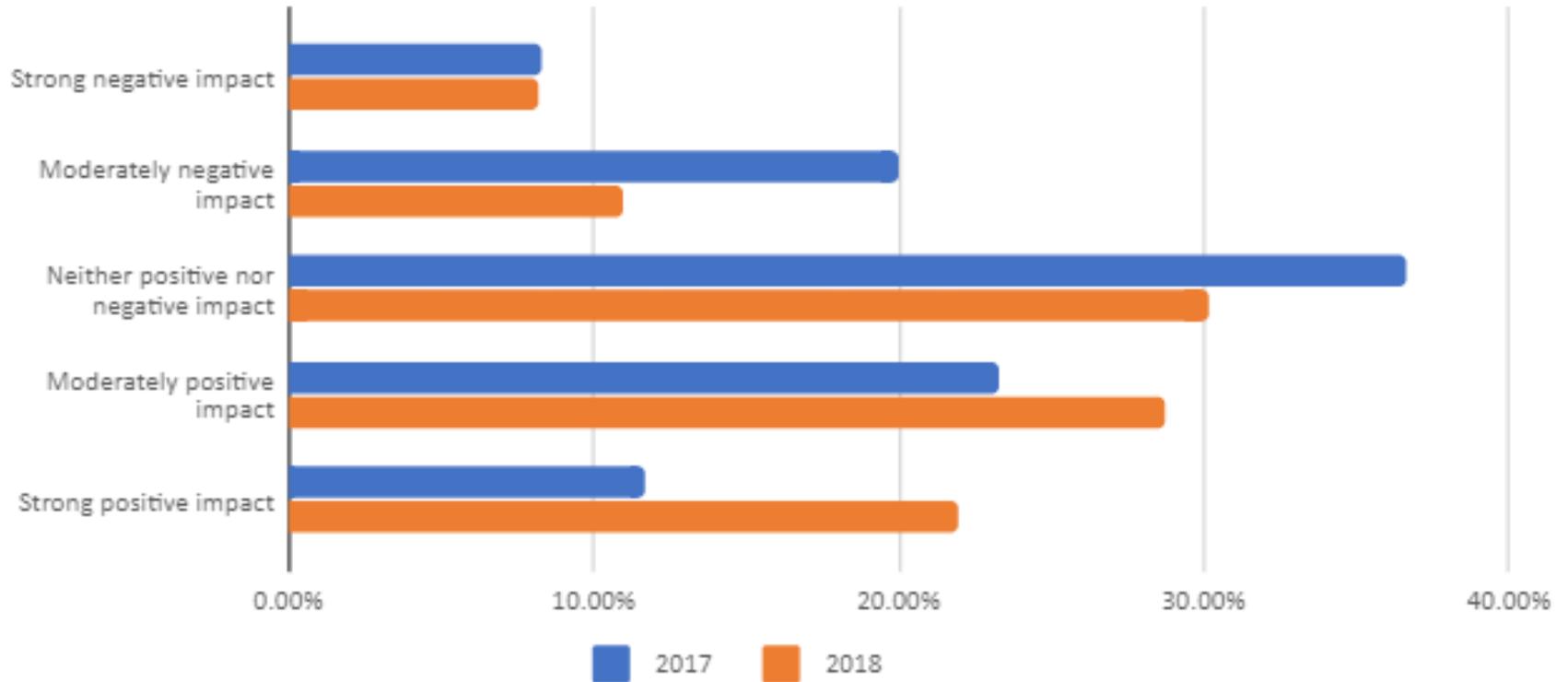
How prepared for work are your employees at the time of hire?



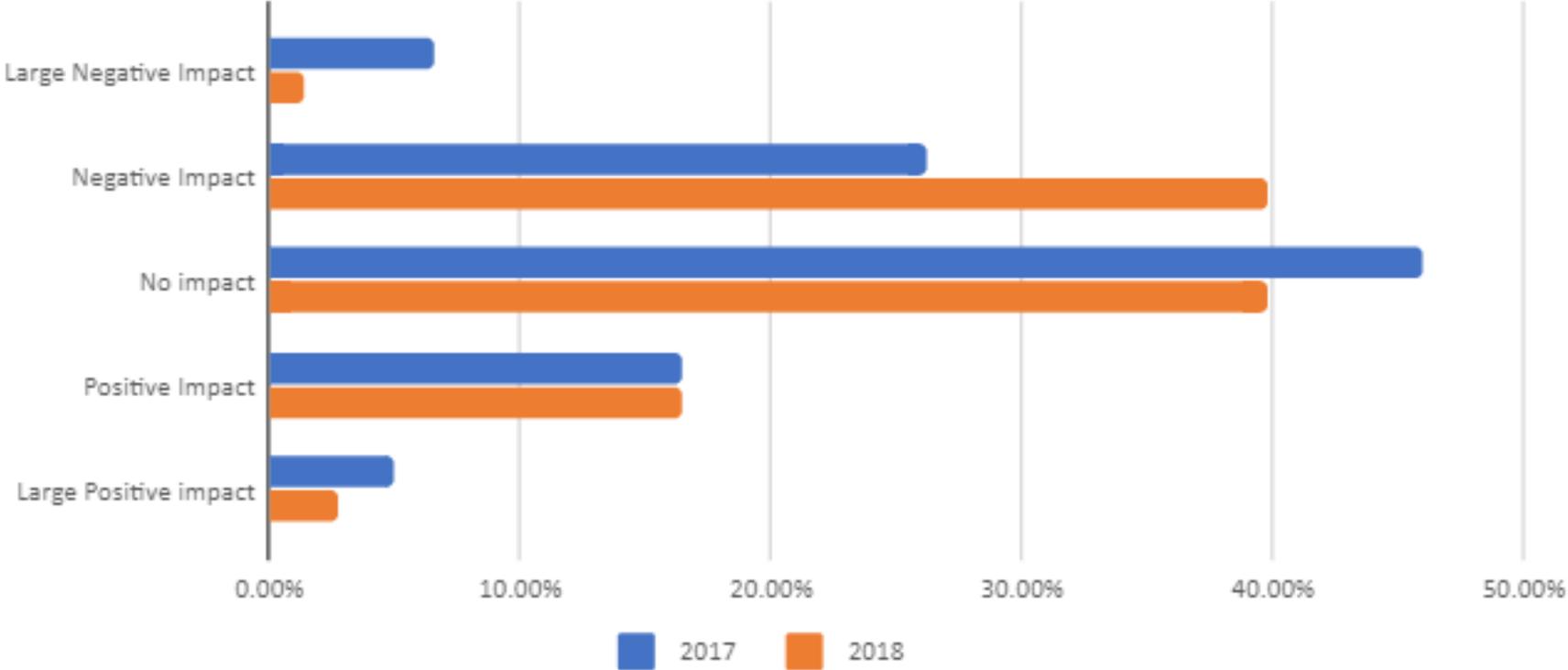
In what areas do new employees need to be better prepared?



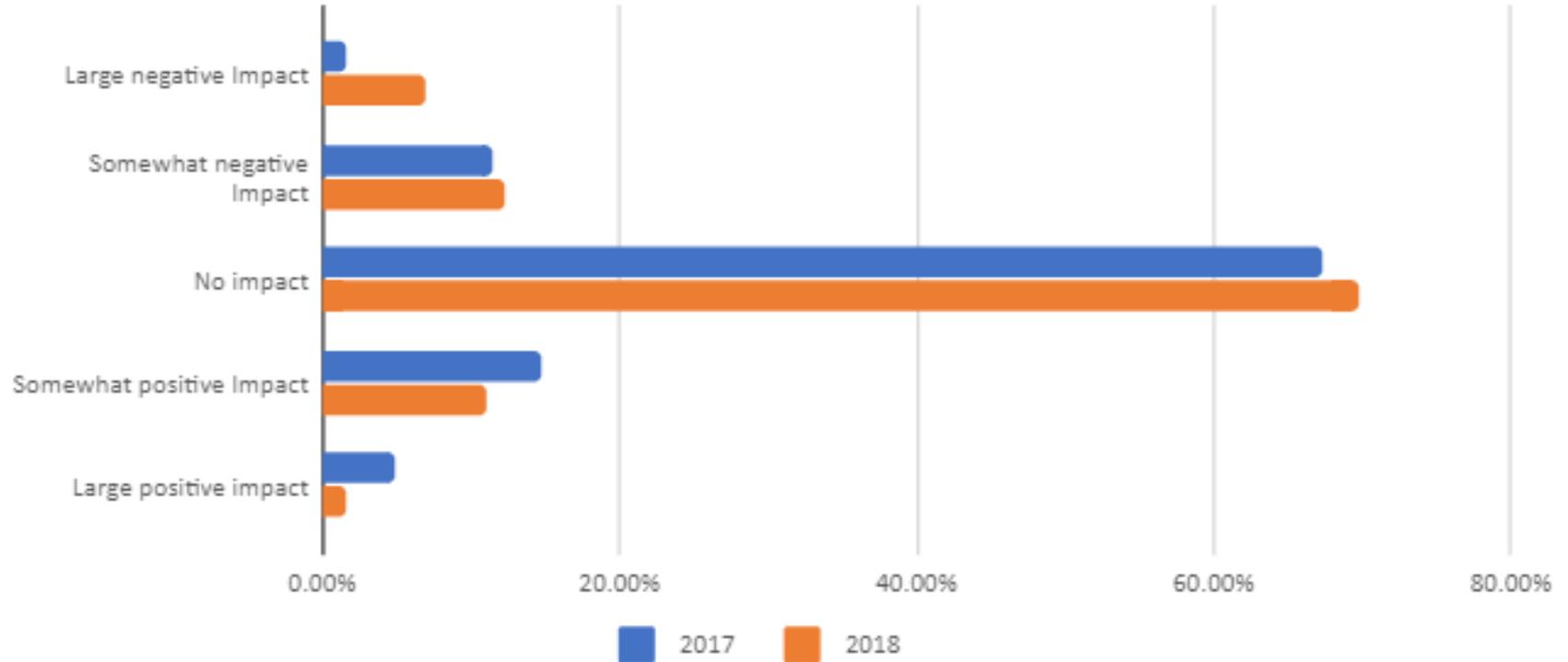
What impact will Pueblo's transition to 100% sustainable energy have on our community's ability to attract and retain new businesses?



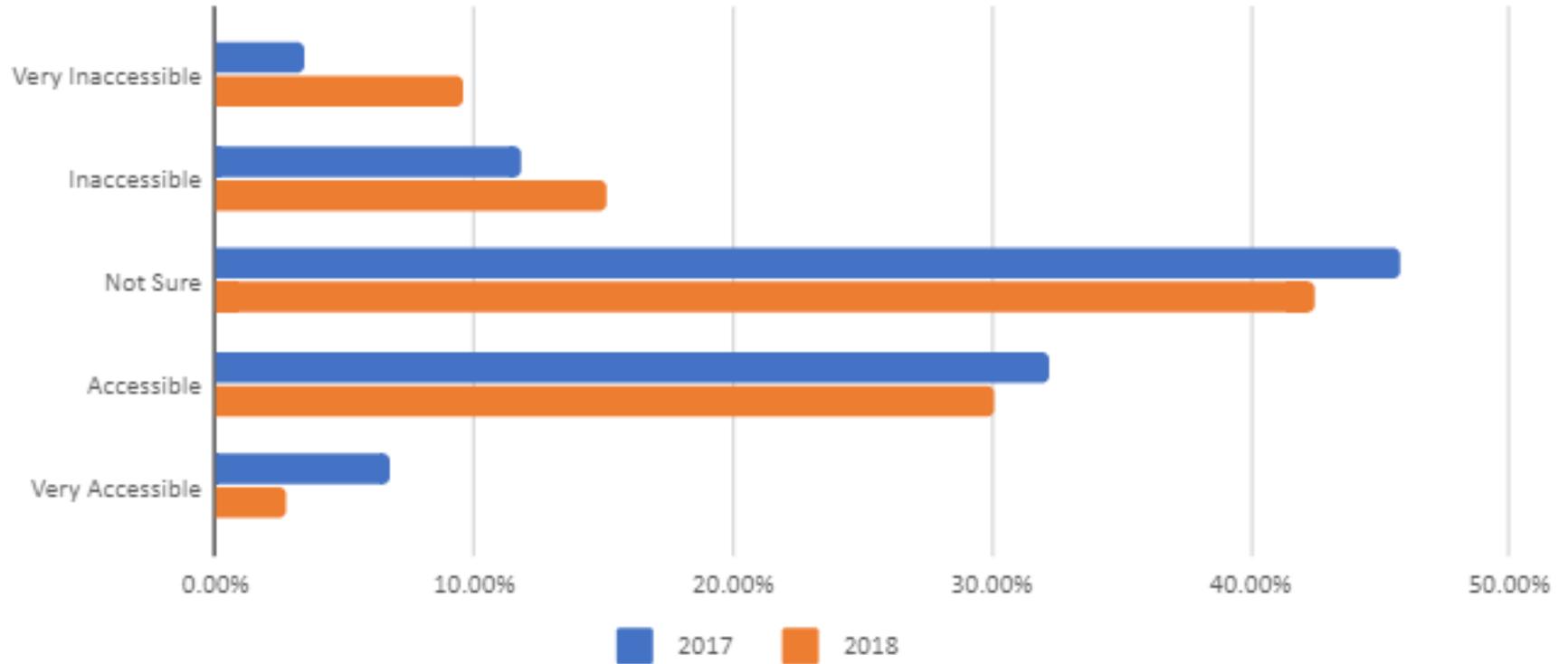
How does the current state of infrastructure in Pueblo impact the performance of your business?



Does Pueblo's public transit system have an effect on the accessibility of your business by potential customer or employees?

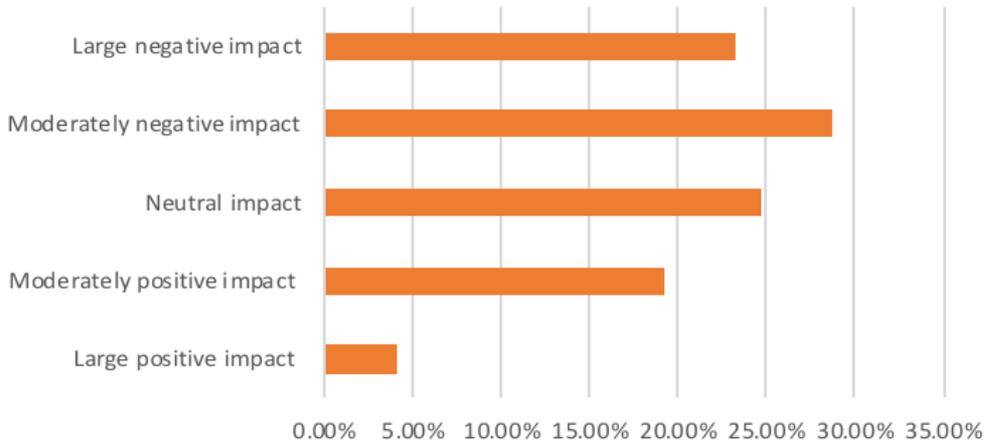


How accessible are sources of information and services for developing entrepreneurship in Pueblo?

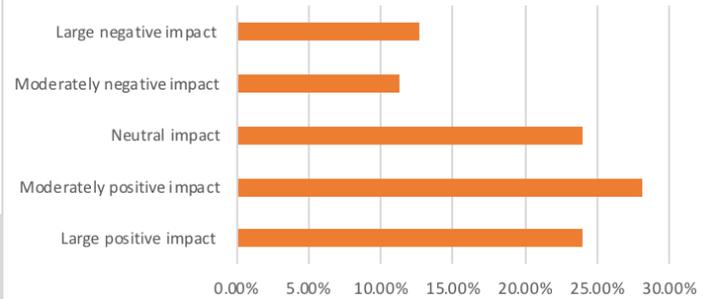


New 2018 Survey Questions

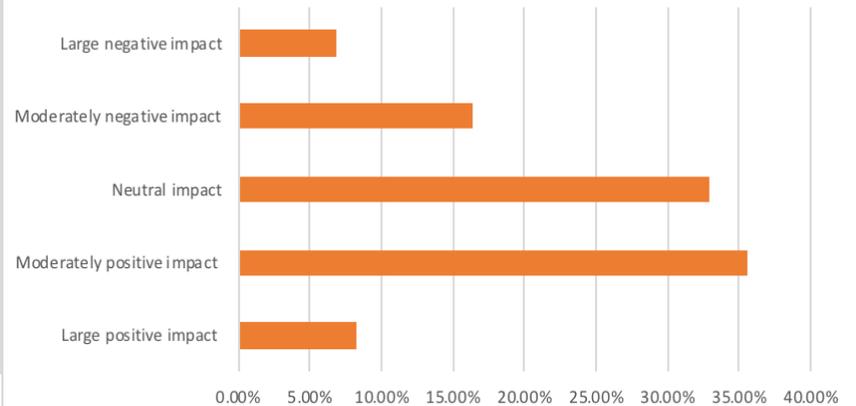
Has the legalization of cannabis had any affect on your business?



What economic impact do you believe that the proposed minor league baseball facility will have on the economy of Pueblo?



What impact on Pueblo's economy will result from electing and swearing in our first mayor?



Survey Comment Themes

- Roads, transportation
 - Service to PW, north
- K-12 concerns
- Crime, gangs, drugs, homeless
- City master planning - vision
- Jobs – Manufacturing, high wages
- City functions: application process, approvals, timelines, enforcement, responsiveness
- Invest in tech – Fiber
- Consider PEDCO refocus
- More housing needed
- Weak Pueblo self-image, but many are “Pueblo Proud”
- Community needs “beautifying”
- Retain young professionals, more, better training
- More and improved tourism attractions – drive more foot traffic downtown
- Want solutions!

Economic Report Card

Jobs/Workforce

Unemployment

Job Growth/Job Creation

Median Per Capita Income

“Quality” of Labor Force

Schools

◦ D60

◦ D70

◦ PCC

◦ CSU-Pueblo

2017

2018



Well Above Average



Moderately Above Average



Slightly Above Average



Average



Slightly Below Average



Moderately Below Average



Well Below Average

Economic Report Card - 2

	2017	2018
Health Care System		
Managing Crime		
Low Cost of Living		
Reputation Regional/National		
Self Image		
Arts/Quality of Life		

	Well Above Average
	Moderately Above Average
	Slightly Above Average
	Average
	Slightly Below Average
	Moderately Below Average
	Well Below Average

Recommendations

Budget Issues - Allocation of Resources

- Technology – Fiber, Energy
- Tourism Investment – BIG draw
- Homeless issues – consider government support – reduces medical costs
- Law Enforcement - crime, gangs, drugs
- Continue police force investment
- Roads

School Systems

- Invest in schools
 - Esp. D 60
- Enhanced workforce training, partnerships
 - Work ethic, attitude, Skill Set
 - K-12, PCC, CSUP, SBDC, Chambers of Commerce, etc. - develop workforce, retain our best

City AND County Management

- Master planning -
 - More transparency
 - Review processes, adopt “business-friendly” policies & procedures
 - Triple Helix Partnership is absent
 - **Business, Government, Higher Ed**
 - Higher ed offers more than “training”
 - Strategic Industry Cluster Analysis
 - Current jobs, v. desirable future jobs
 - Diversification – more than manufacturing
- Work to create “Pueblo Proud!”
 - Celebrate the good

Presentation Concluded

Comments or questions?

