

2019 Pueblo Economic Outlook and Industry Analysis



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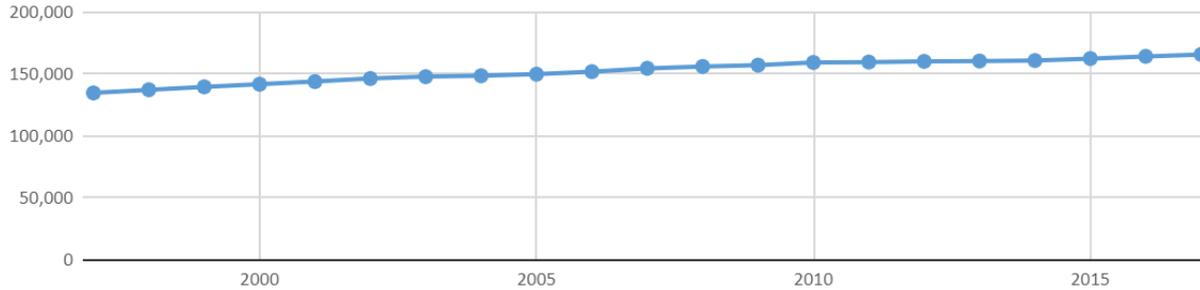
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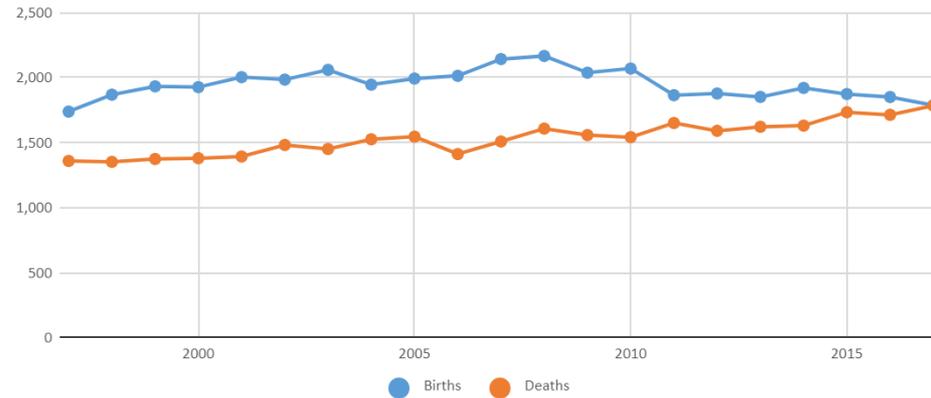


Population Changes as of 2017

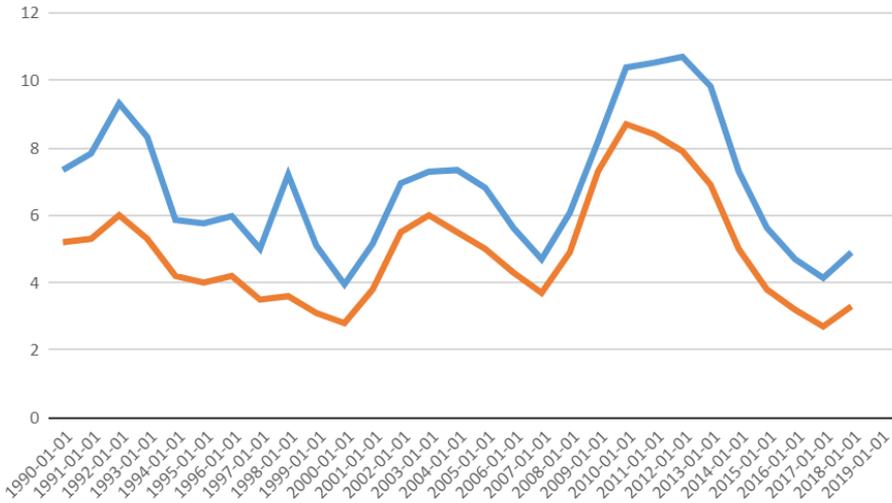
Pueblo County: Population



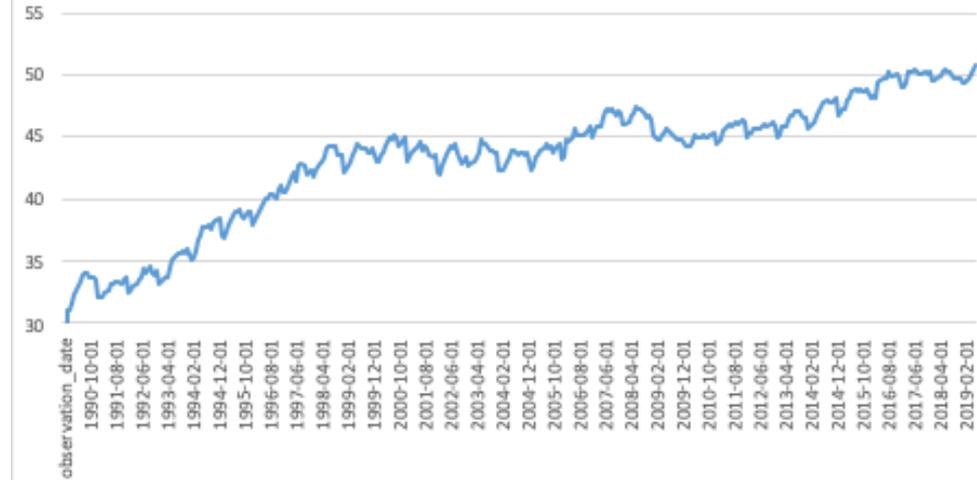
Pueblo County



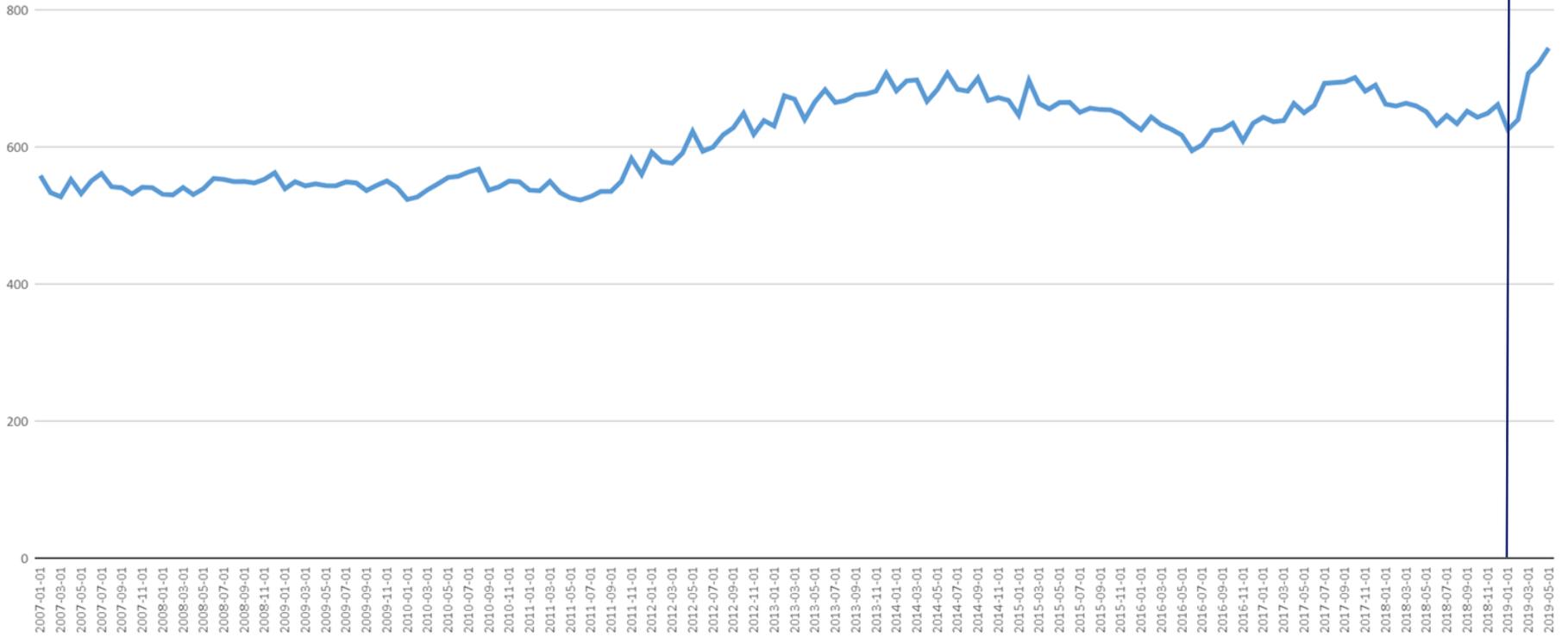
Unemployment Rate in Pueblo County



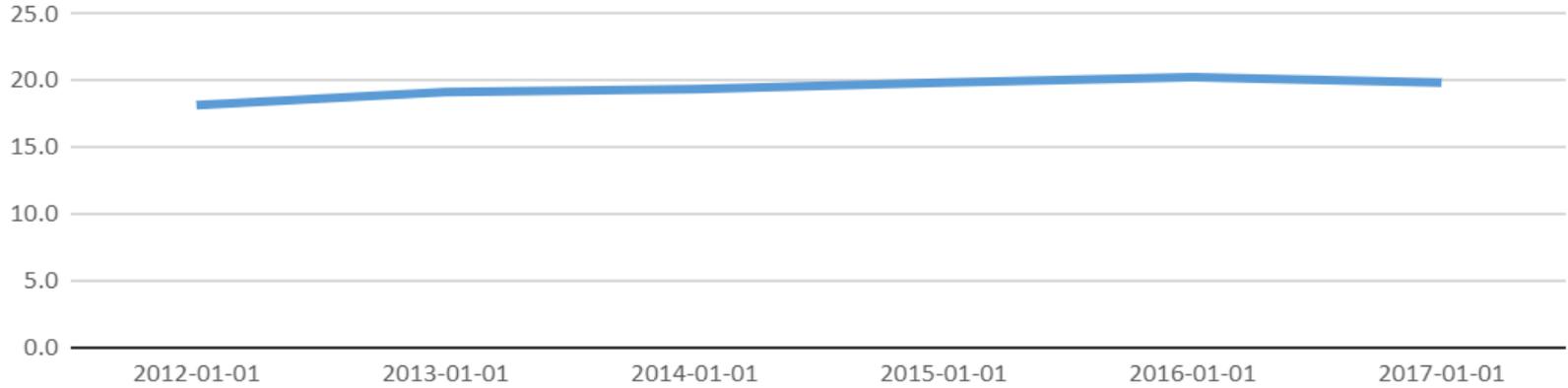
Total Number of Private Employees in Pueblo, CO (Thousands)



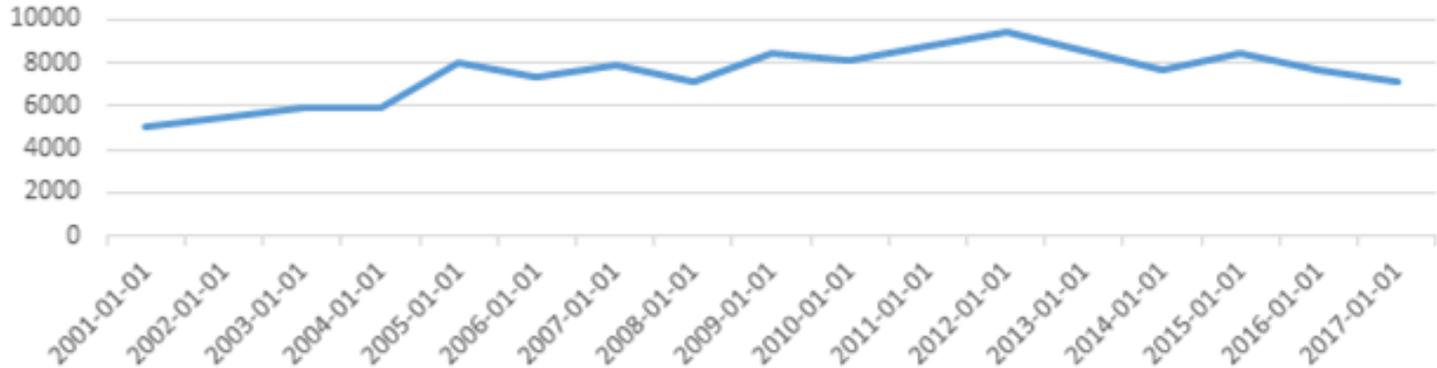
Average Weekly Earnings in Pueblo County



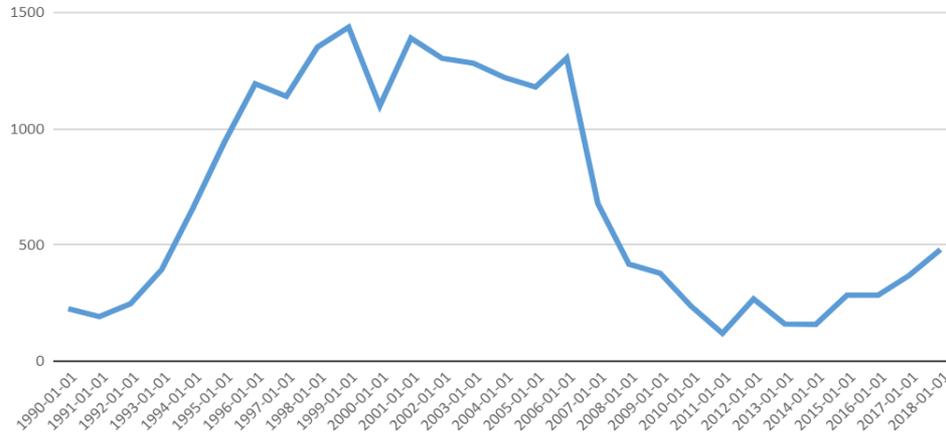
Percent of Pueblo Citizens Below Poverty Line



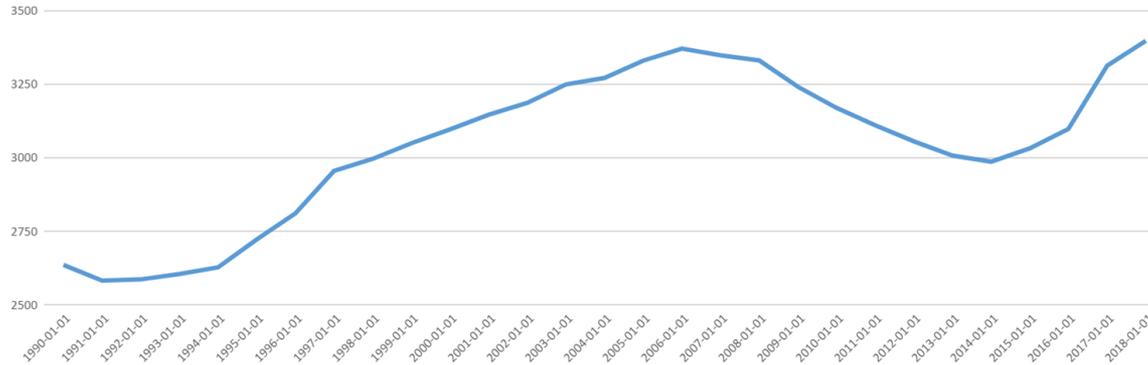
Estimate of People Age 0-17 in Poverty in Pueblo County



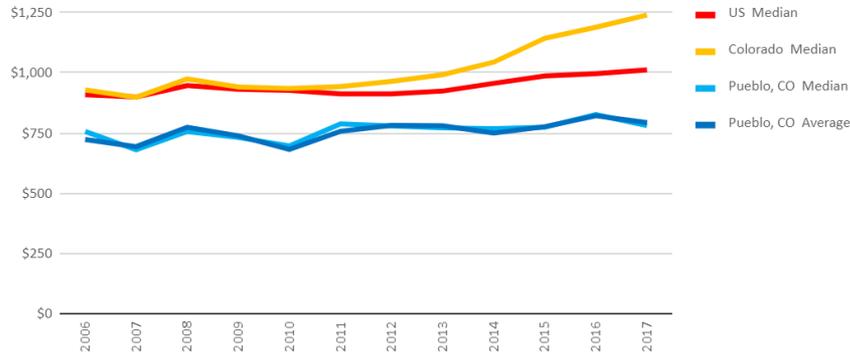
New Private Housing Structures Authorized by Building Permits for Pueblo County, CO



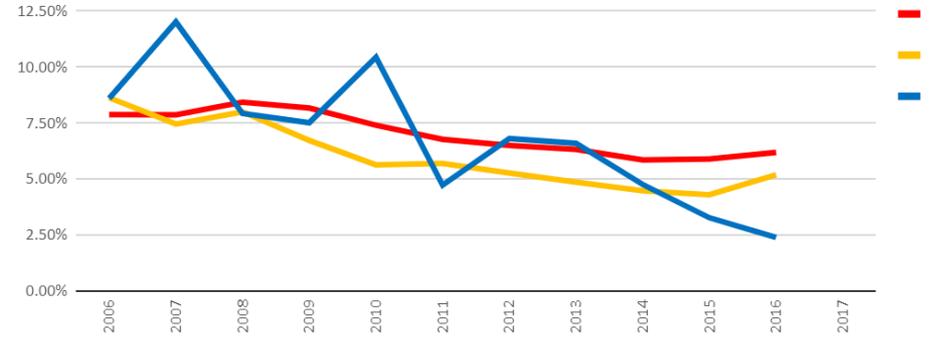
Number of Private Establishments for All Industries in Pueblo County, CO



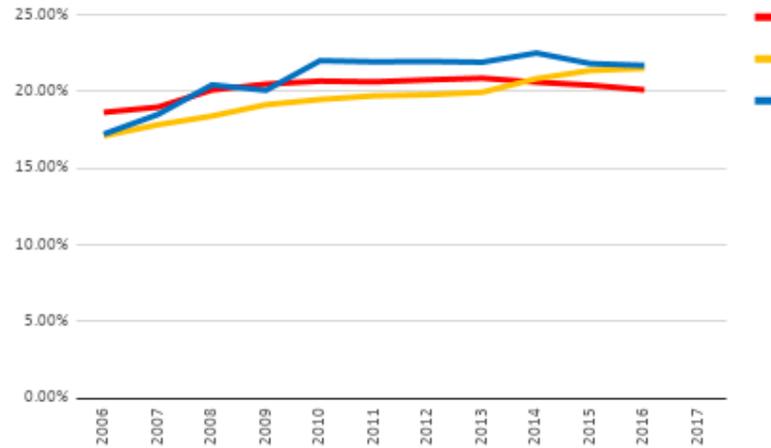
Real Gross Rent History for Pueblo County



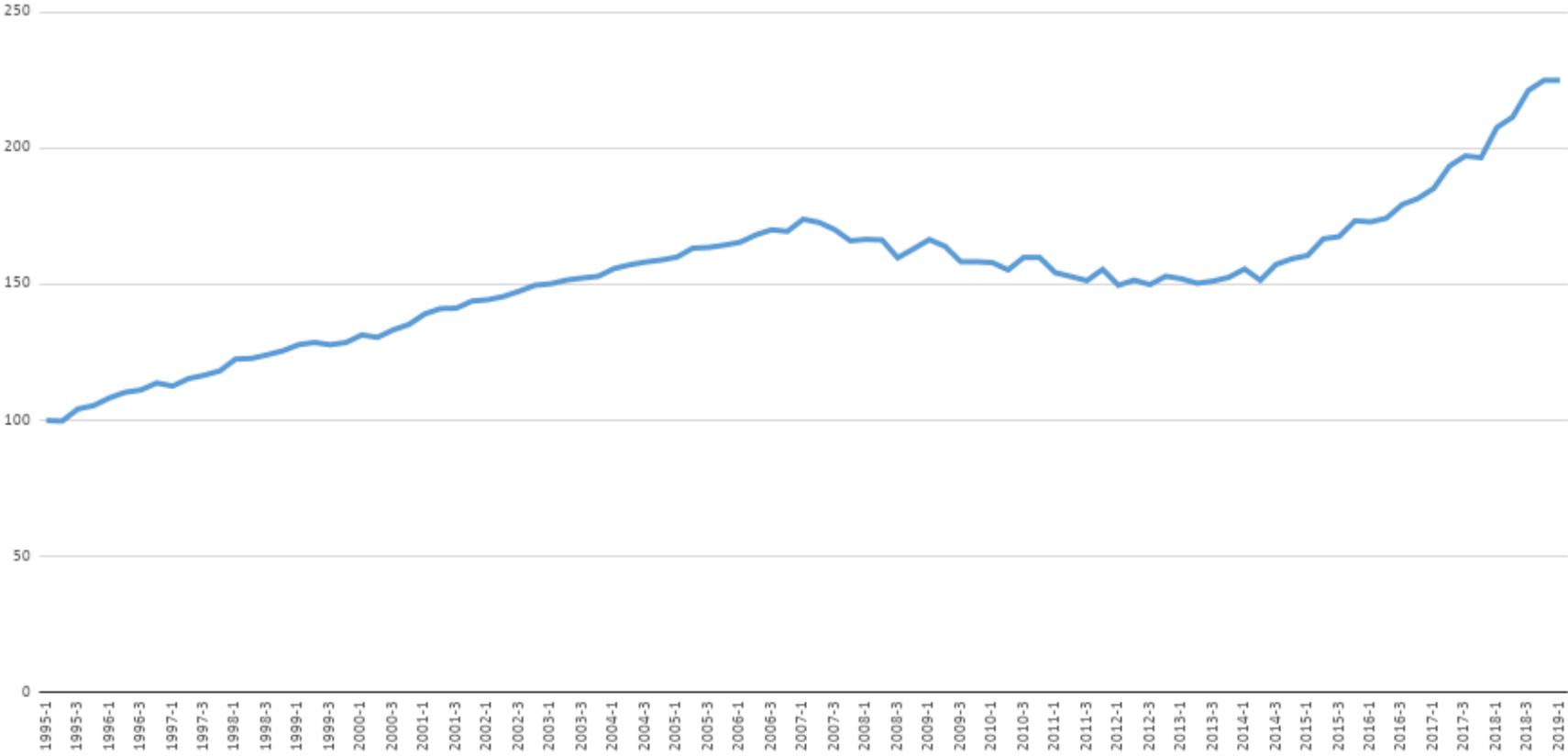
Historical Rental Vacancy Rate for Pueblo County



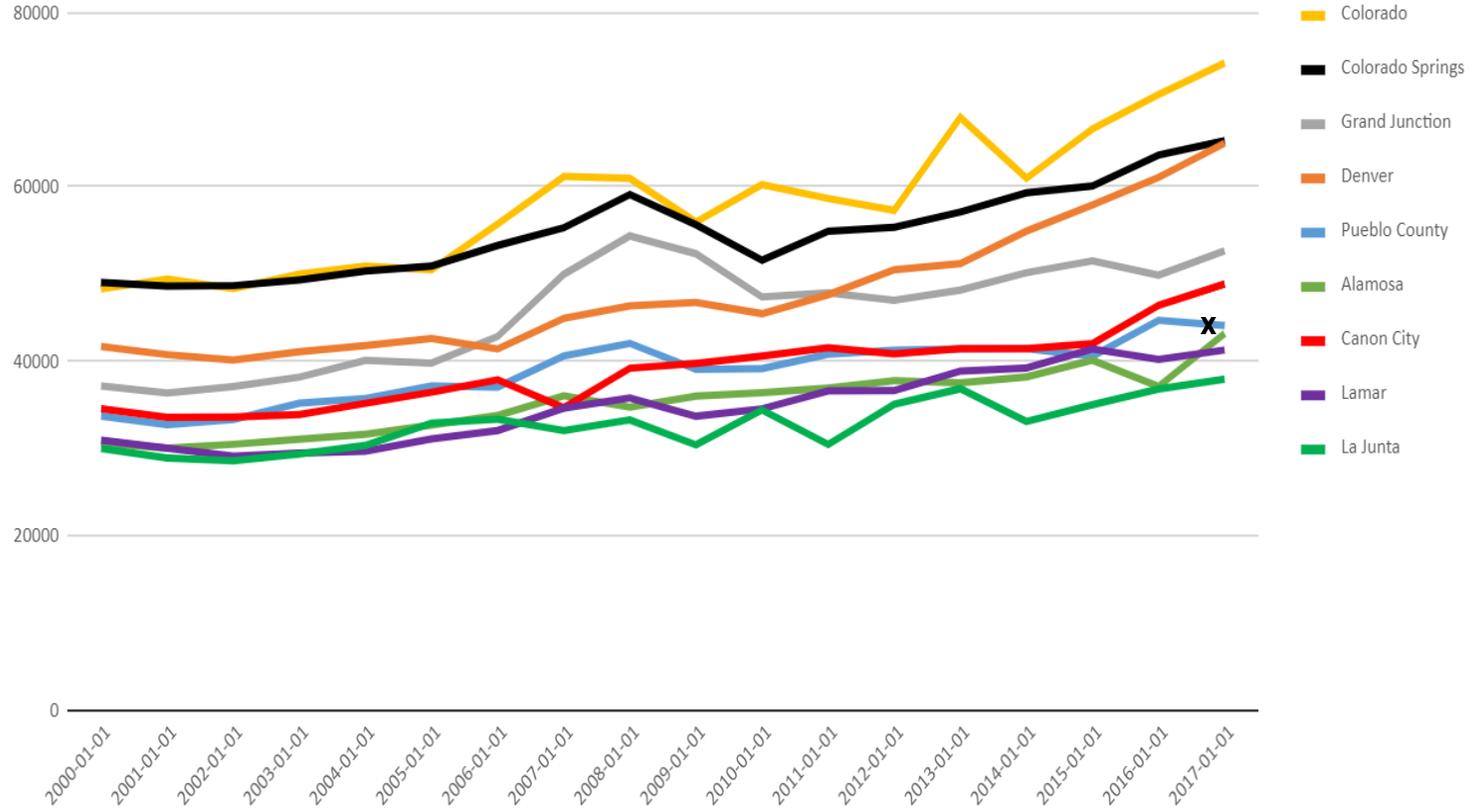
Historical Data for Annual Rent as a Fraction of Income in Pueblo County



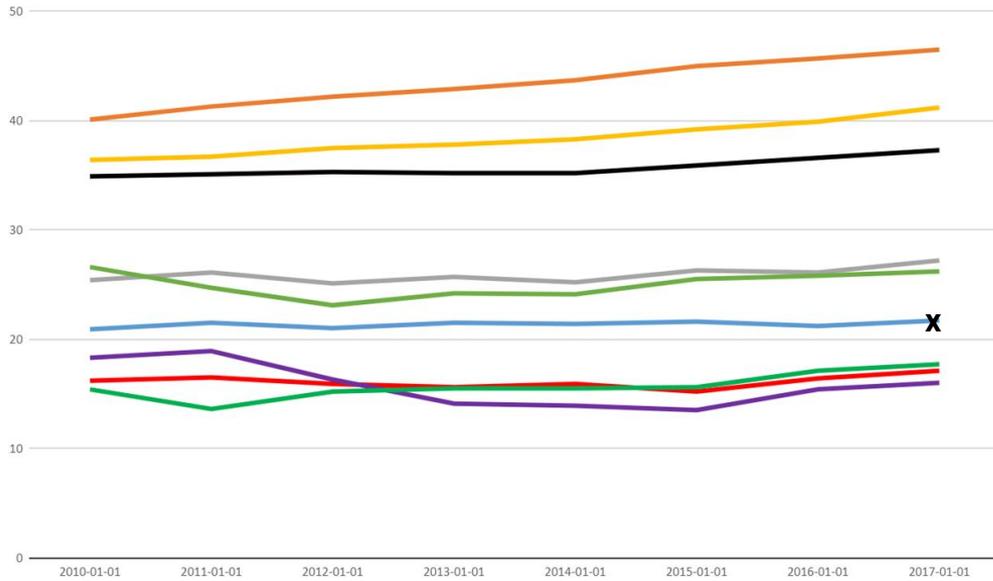
Pueblo Housing Price Index (1995 = 100)



Median Household Income for Colorado Communities



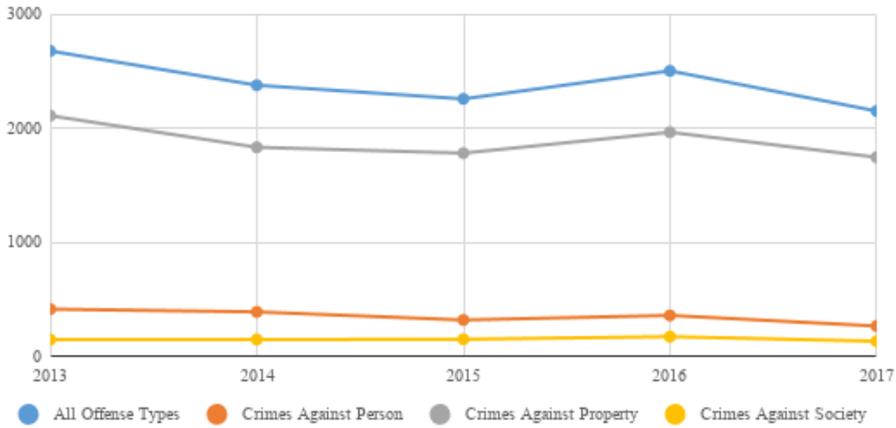
Percent of Community that has Bachelor's Degree or Higher



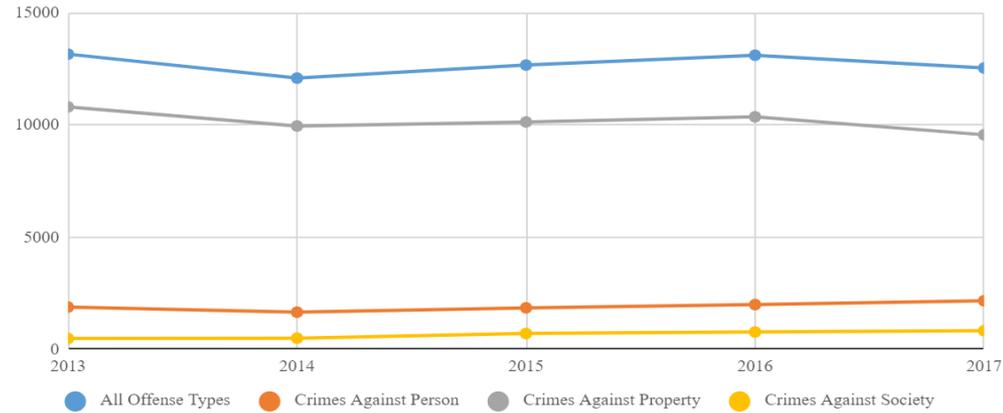
Comparison of %BA in Population in Median Income

Community	% of Bachelor's or Higher	Median Household Income
Lamar	16%	\$41,740
Canon City	17%	\$44,712
La Junta	18%	\$35,051
Pueblo County	19%	\$42,386
Alamosa	26%	\$38,393
Grand Junction	33%	\$51,971
Colorado Springs	37%	\$65,593
* Colorado	39%	\$73,034
Denver	47%	\$65,224
Ft. Collins	54%	\$69,102

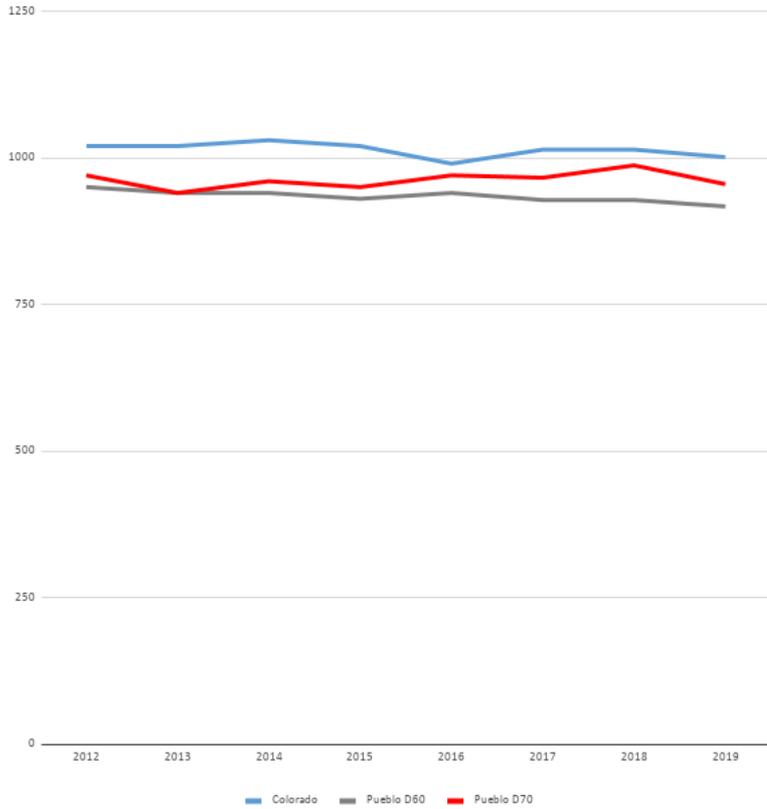
Pueblo County Sheriff's Office



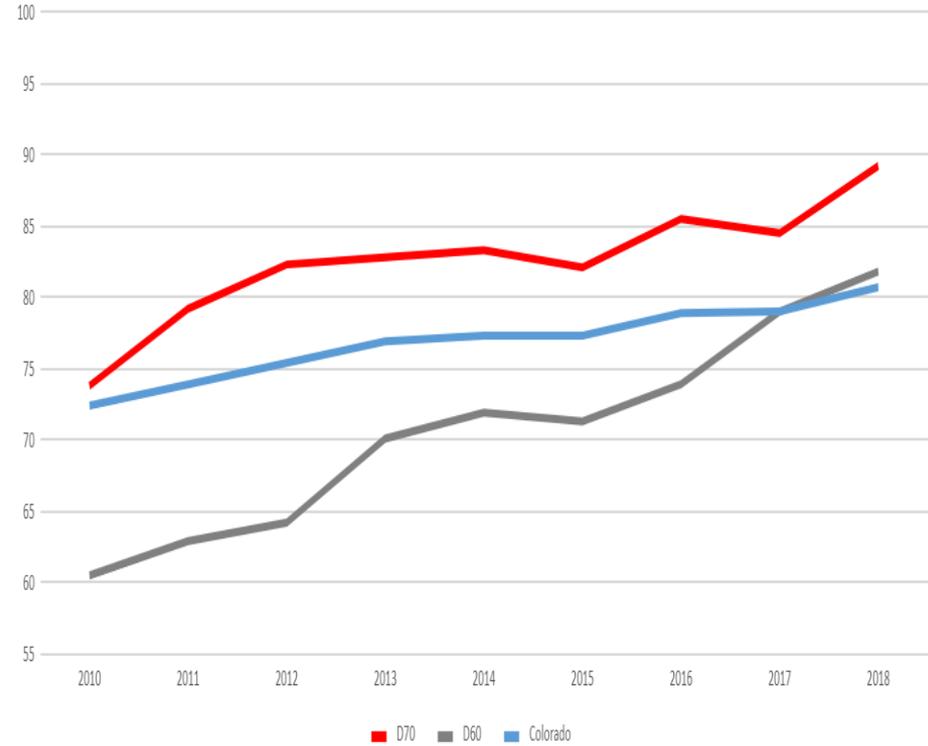
Pueblo Police Department



SAT SCORE AVERAGE



Graduation Rate



Healy Center (IMPLAN) Analyses Conducted in 2019

	Sangre de Cristo Arts Center	Legacy Bank (Regional Impact)	Black Hills Energy
Direct Employment	22	54	135
Output (Ttl Impact)	\$7,746,076	\$18,170,962.46	\$194,714,068.27
Avg/Mean Income	\$48,600.91	\$117,939.09	\$134,605.30
State/Local Tax Impact	\$420,936	\$727,382.26	\$16,105,045.92
Date Year 2017 converted to 2019 US Dollars			

PEDCO Economic Input/Output (IMPLAN) Analysis

	All PEDCO companies	Pueblo Economy	Percentage of PEDCO
Employment	4979	79,090	6.3%
Output	\$1,542,991,152.39	\$11,177,661,520.2	13.8%
Total Value Added	\$670,820,798.92	\$5,730,463,533.75	11.7%
Avg/Mean Income	\$78,848.78	~\$40,000	NA
Taxes Ttl Impact	\$42,233,515.99	\$469,990,481.98	8.98%
Date Year 2017 converted to 2019 US Dollars			

Analyzed 34 of the 37 companies. Not included: Activ Armor, Russ Davis, and Key Structures (jobs announced, not jobs created).

Year	2016	2017	2018	2019
1/2% Economic Dev Tax	\$8,274,361	\$8,378,822	\$8,423,035	\$8,465,755
*Estimate based on January-July (2019) cash collection data and 2016-2018 end-of-year totals				

Cost of Living

Cost of Living Index

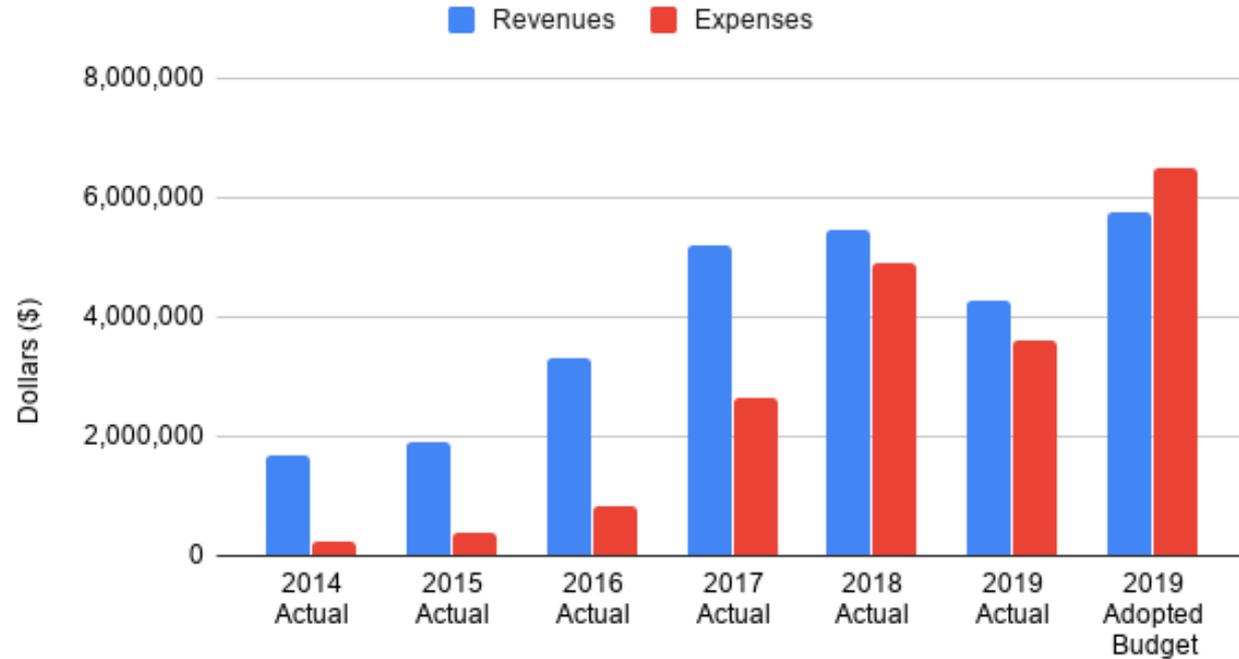
- Pueblo = 89.6 with an average index = 100.00
- For comparison, Denver = 144.2
- \$50,000 Pueblo living standard = \$77,500 in Denver

Comparison Highlights

- Denver is 55% more expensive than Pueblo.
- Housing is the biggest factor in the cost of living difference.
- Housing is 241% more expensive in Denver.
 - Average Value of Denver Home - \$422,400
 - Average Value of Pueblo Home - \$175,400

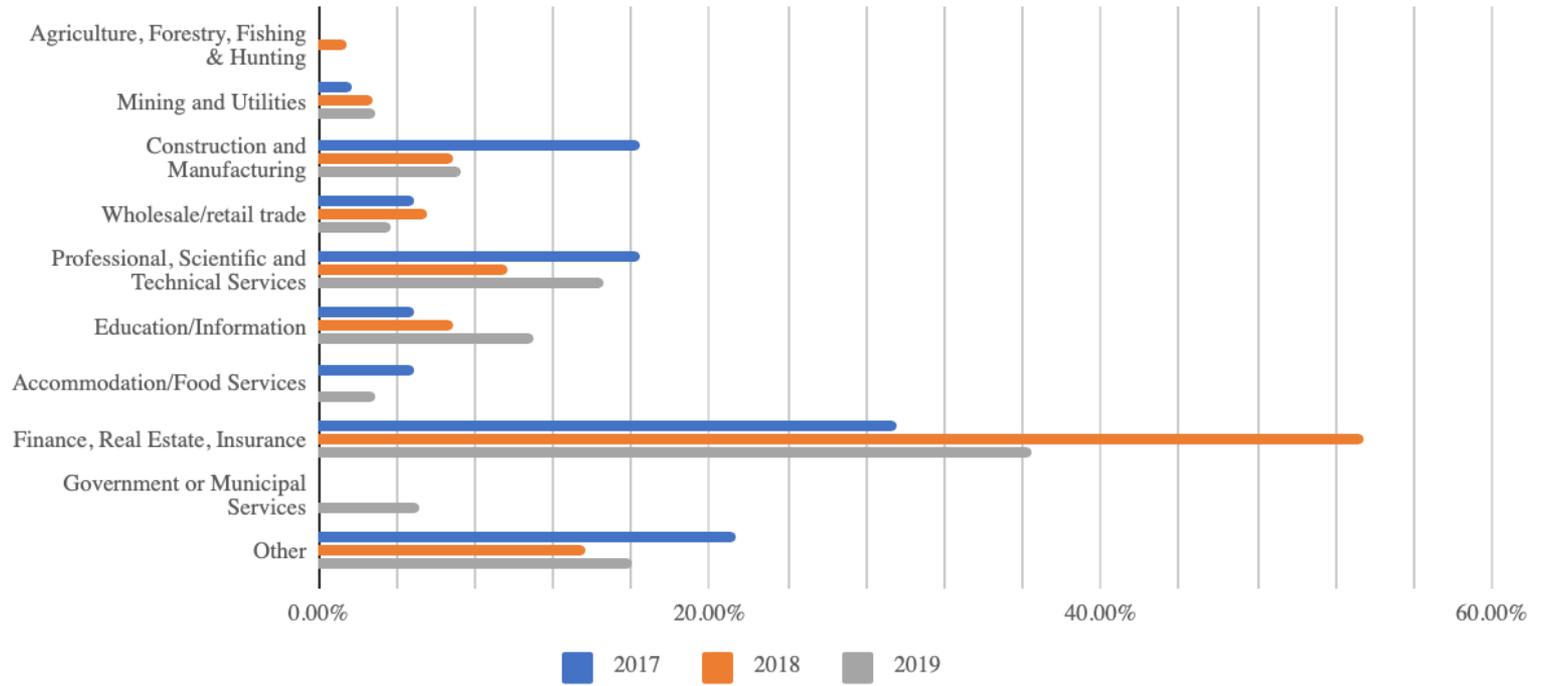
Pueblo Data and Trends: Cannabis

Revenues and Expenses

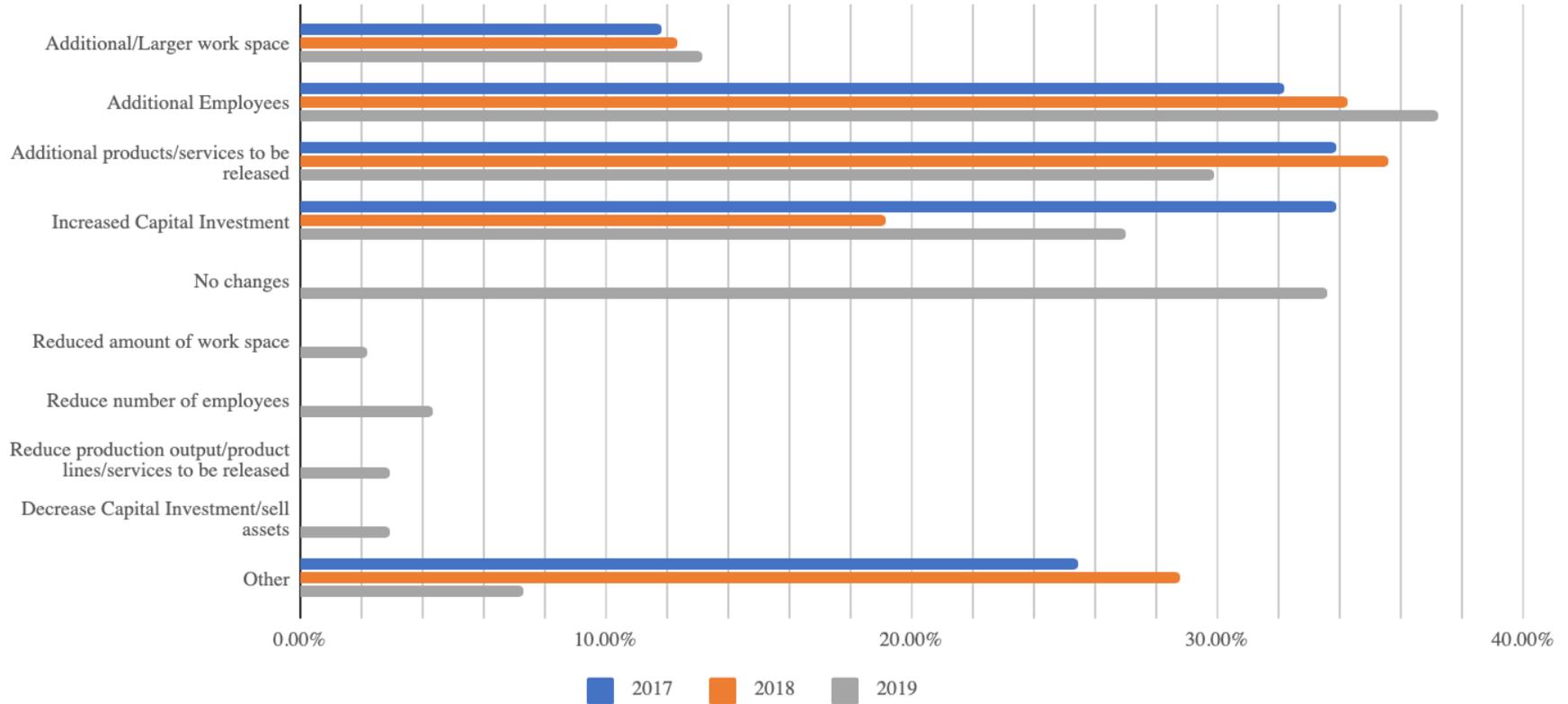


2019 Sentiment Survey Data Results

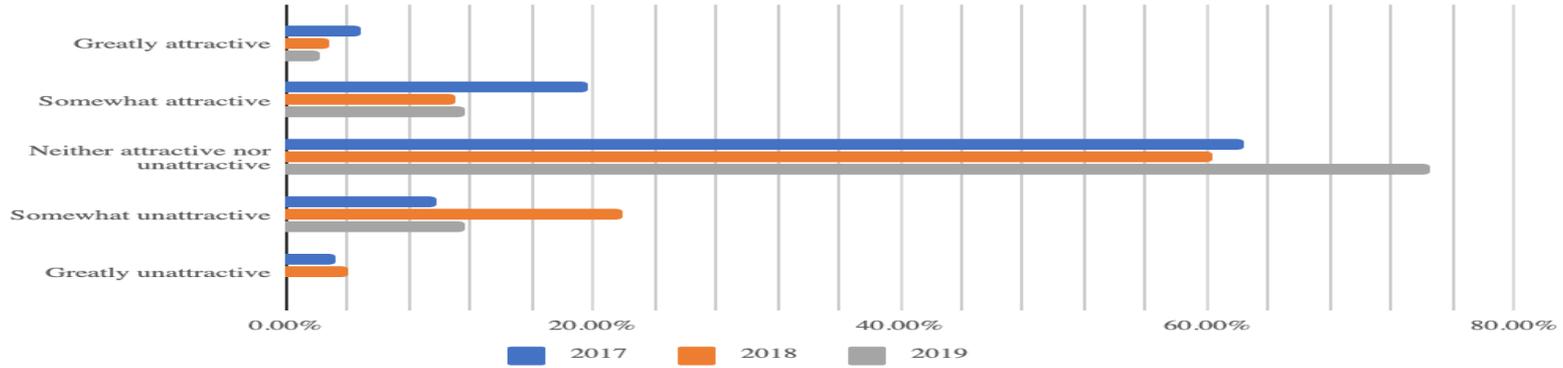
In what industry is your business?



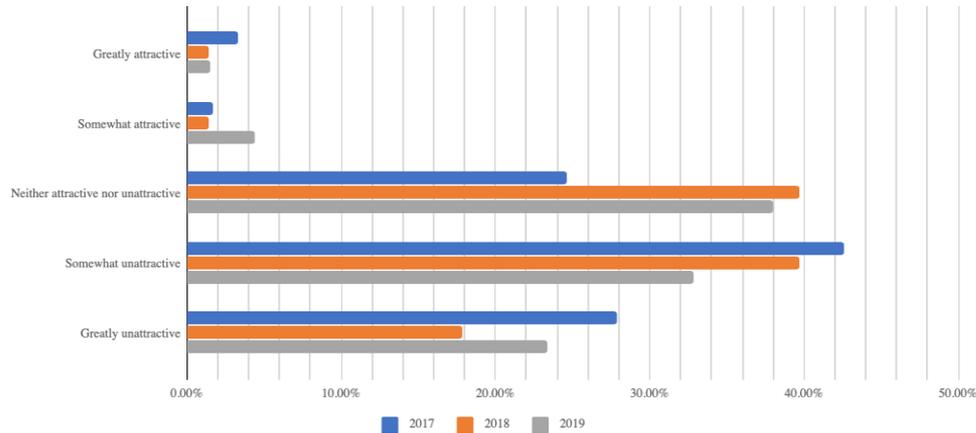
In what ways do you expect to expand your business in the next 6 months? (Check all that apply)



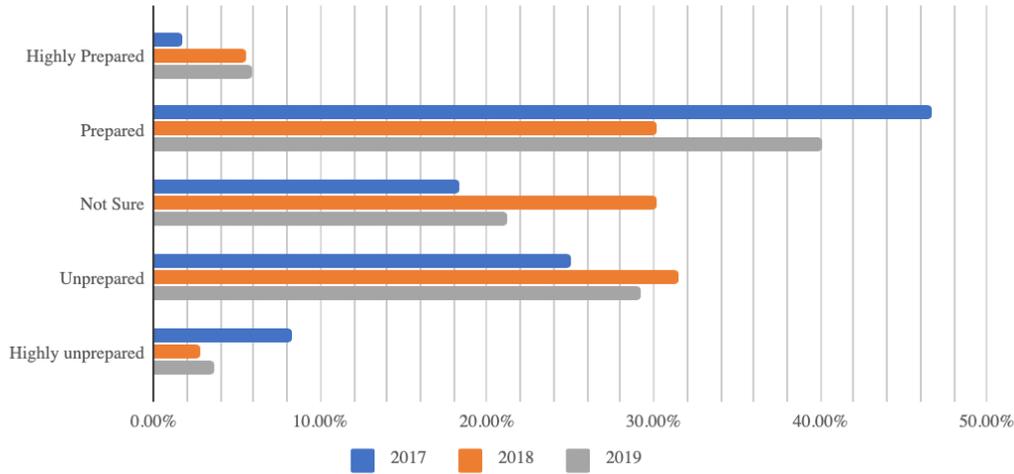
How do natural gas costs affect attractiveness for conducting businesses in Pueblo?



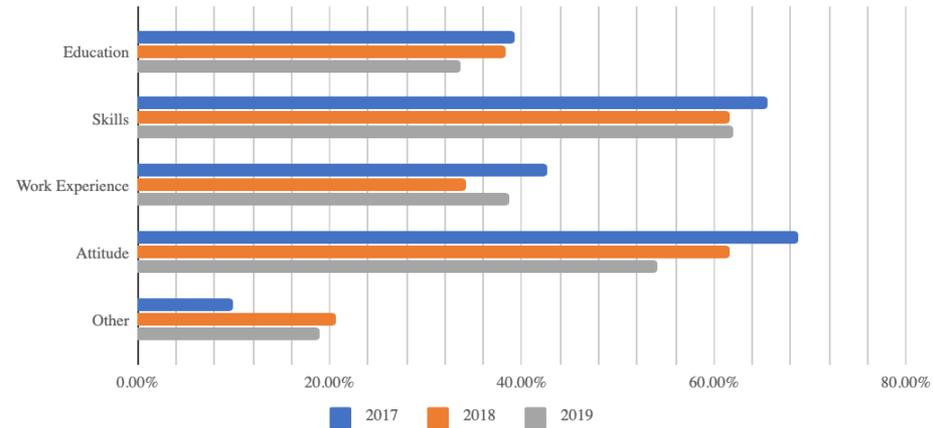
How do electricity costs affect attractiveness for conducting business in Pueblo?



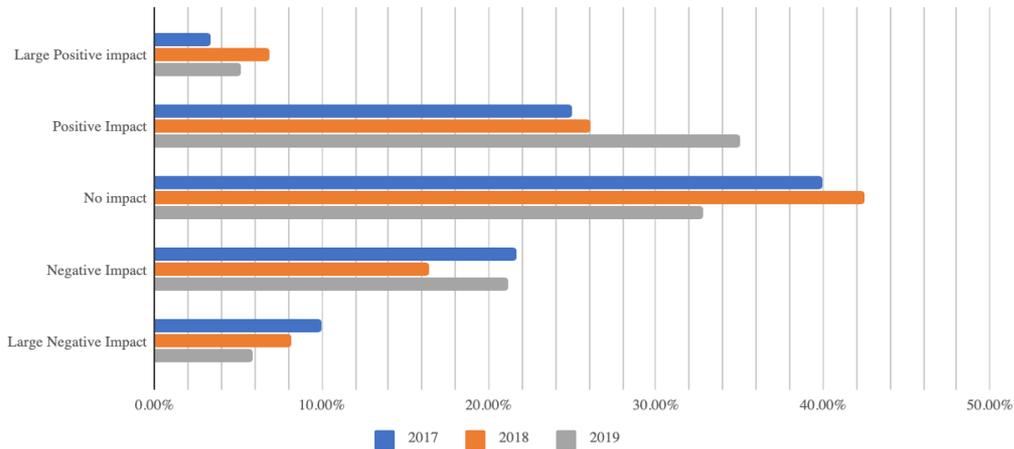
How prepared for work are your employees at the time of hire?



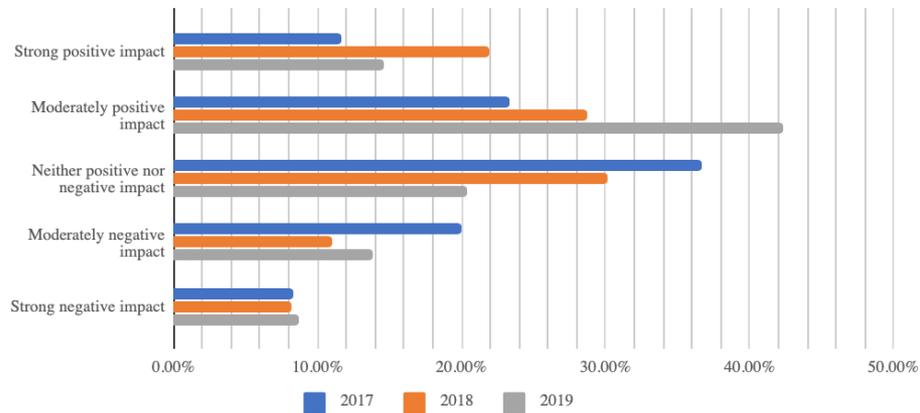
In what areas do new employees need to be better prepared?



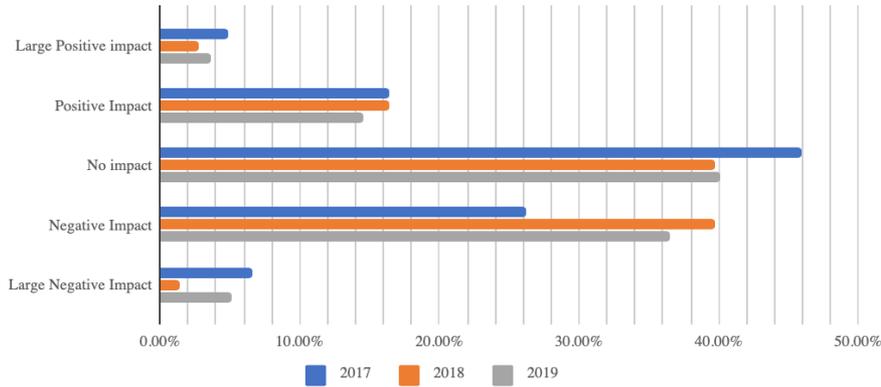
How will Pueblo's transition to using 100% sustainable energy affect your future profit potential?



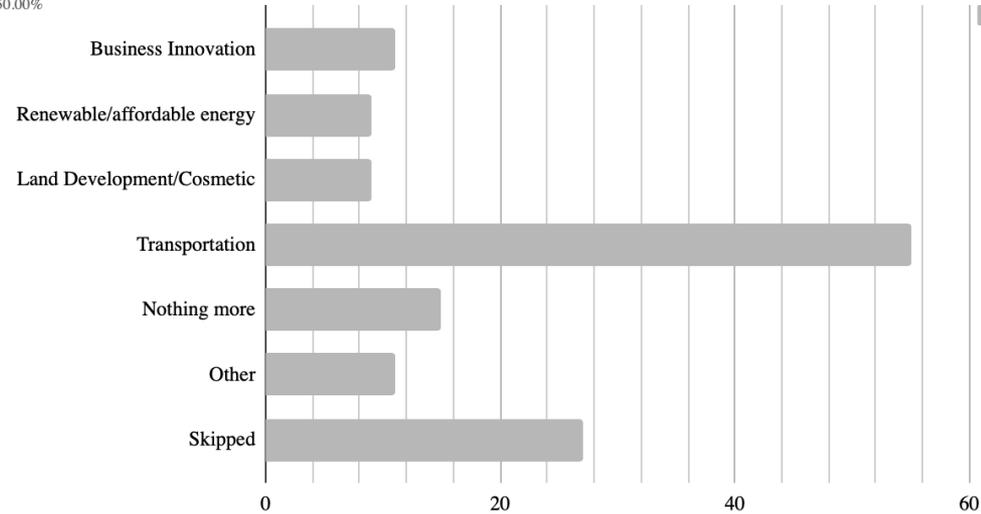
What impact will Pueblo's transition to 100% sustainable energy have on our community's ability to attract and retain new businesses?



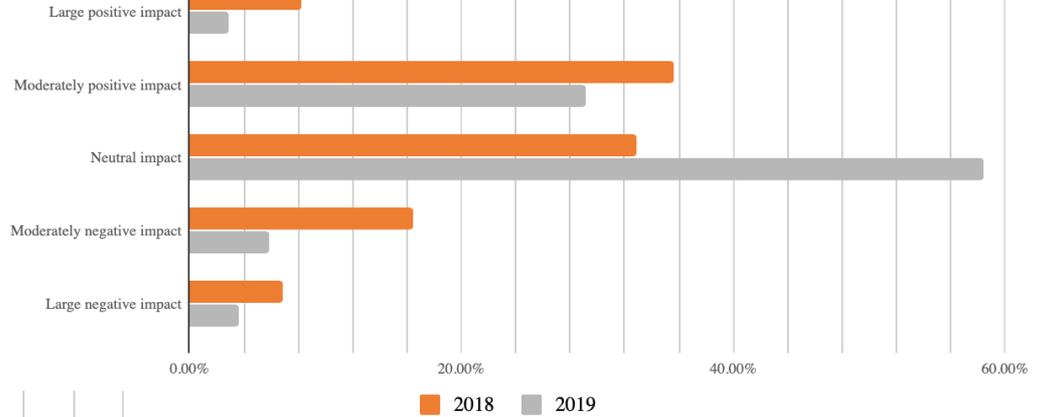
How does the current state of infrastructure in Pueblo impact the performance of your business?



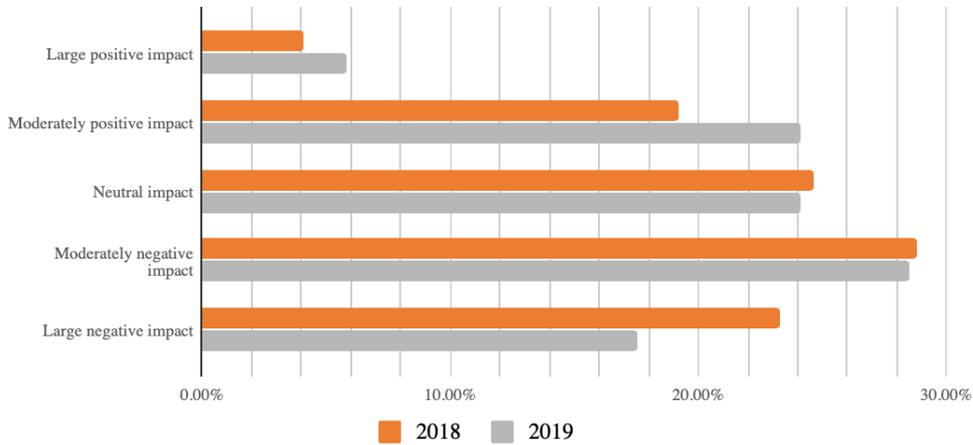
What infrastructure improvement would be most beneficial to your business?



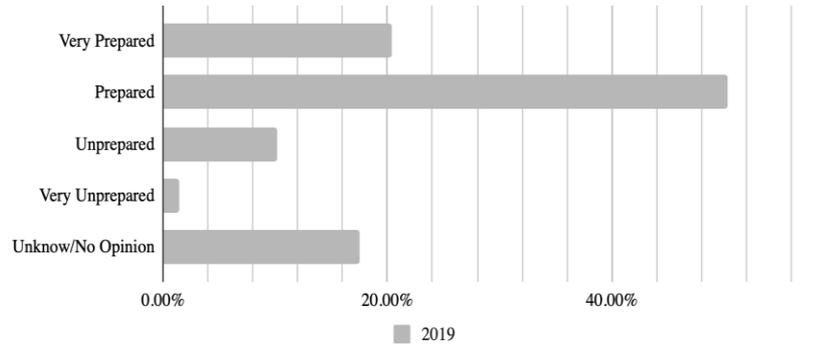
What impact on Pueblo's economy will result from electing and swearing in our first mayor?
 2018 was asked about predictions before taking office. 2019 was asked as an evaluation of the first year.



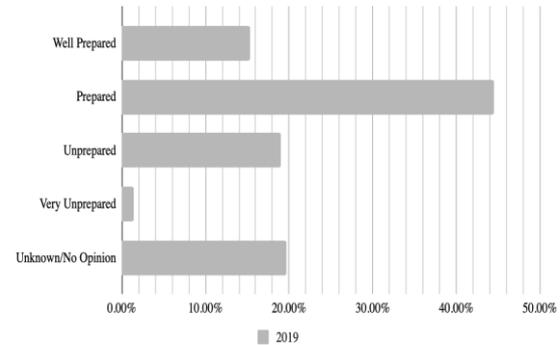
Has the legalization of cannabis had any affect on your business?



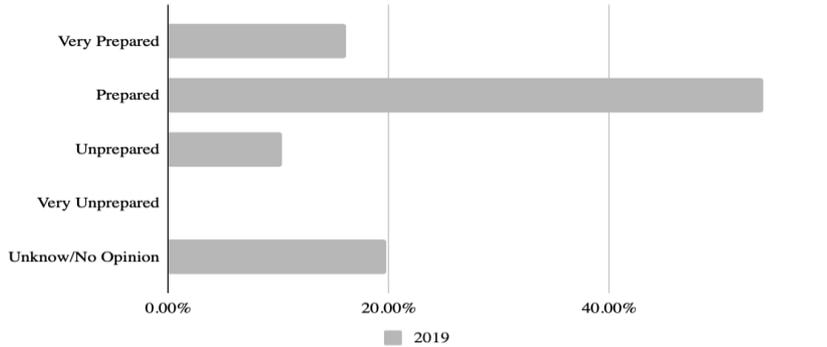
What is your perception of how well graduates from Colorado State University-Pueblo are prepared to enter the work force



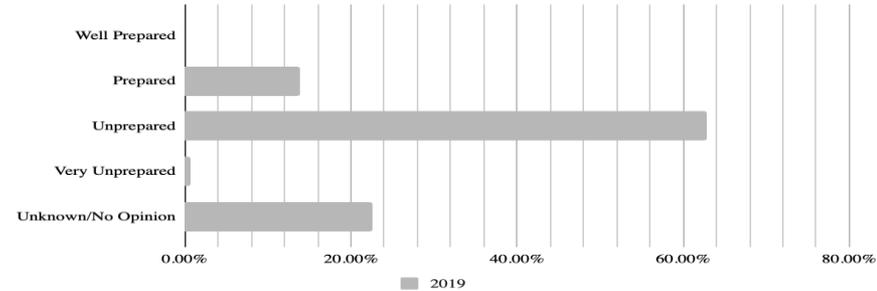
What is your perception of how well graduates from District 70 are prepared to enter the workforce?



What is your perception of how well graduates from Pueblo Community College are prepared to enter the work force

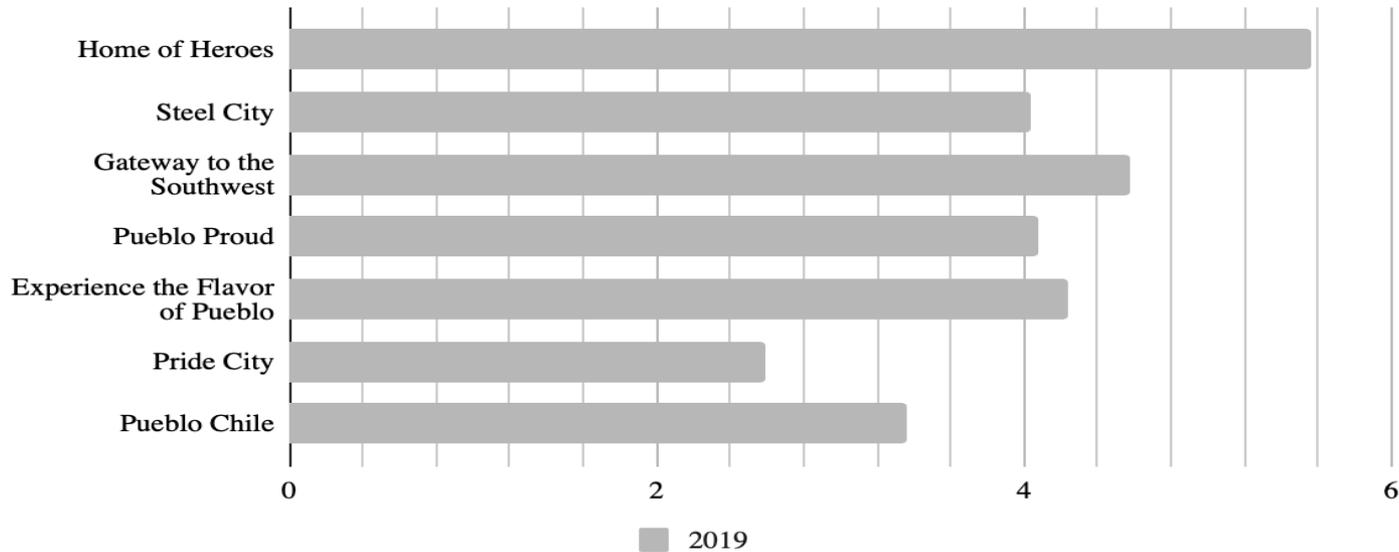


What is your perception of how well graduates from District 60/Pueblo City Schools are prepared to enter the workforce



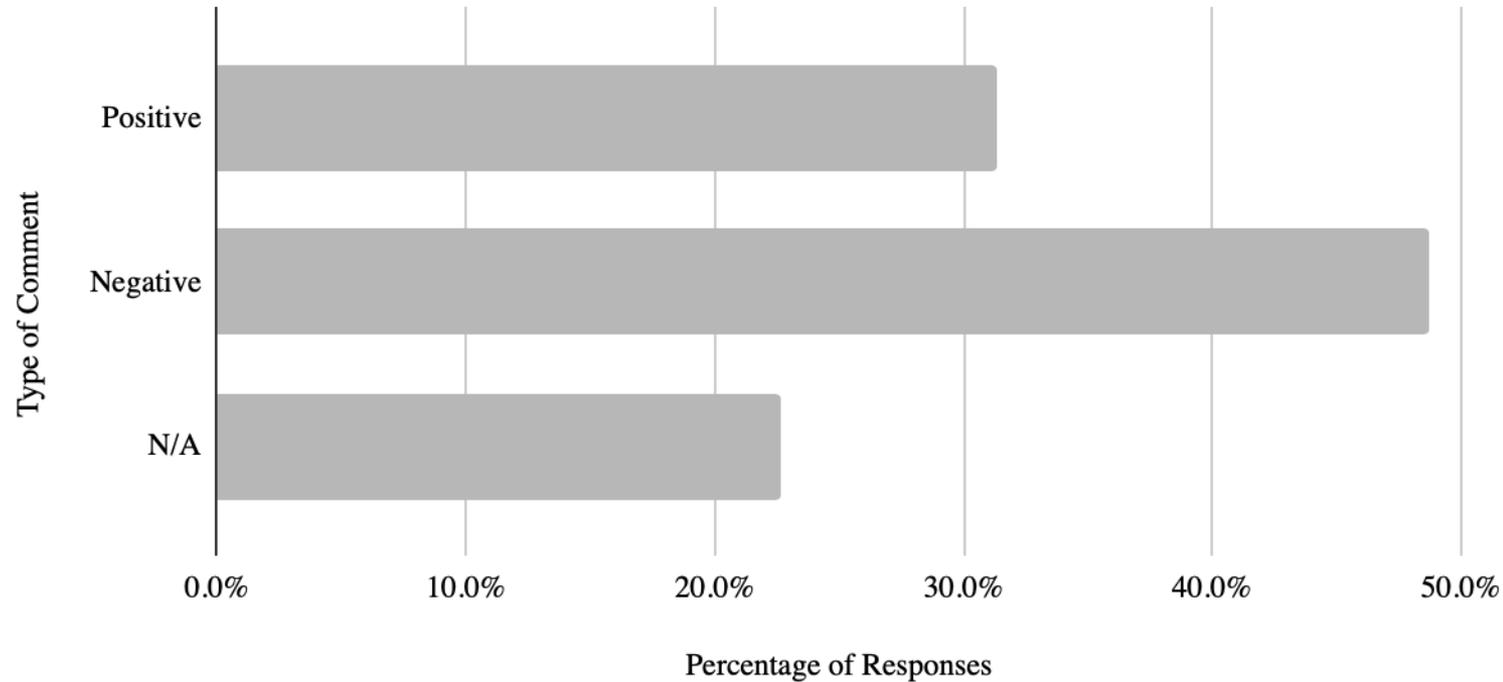
New 2019 Sentiment Survey Questions

There have been a number of suggested slogans or branding terms for Pueblo. Rank your perception for their impact on tourism and the economy.



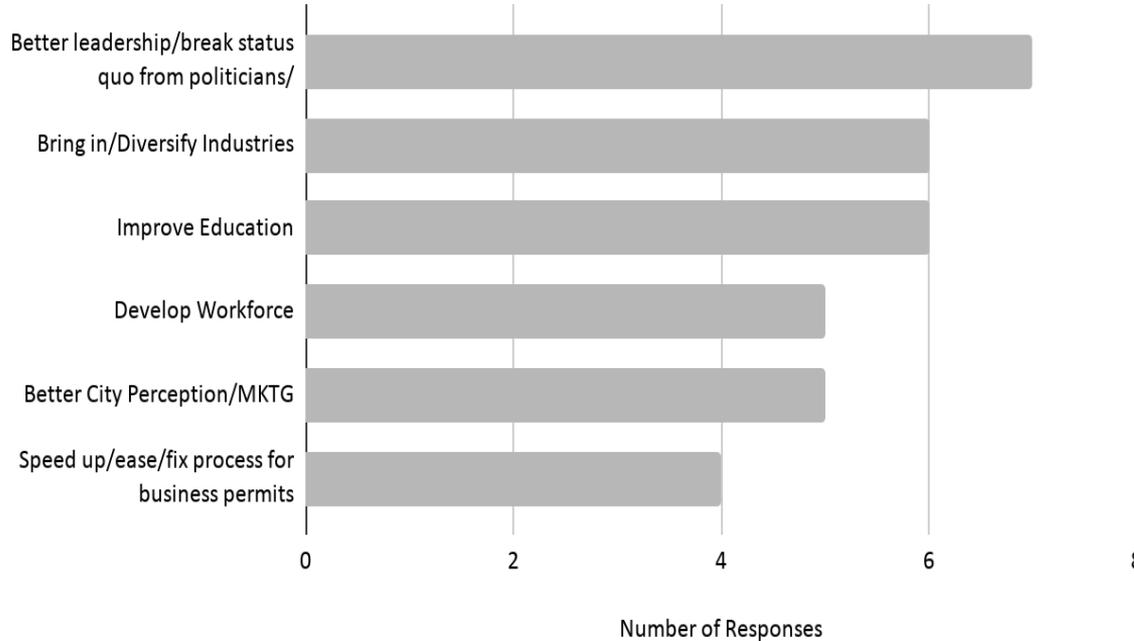
If you believe legalized cannabis has impacted your business, please indicate in what ways.

From 115 of 137 Responses



Survey Comment Themes

Major Comment Themes

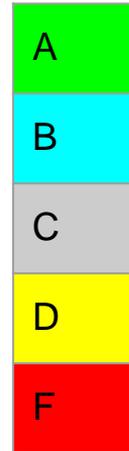


Other Major Themes

- Attract Younger Demographic
- Develop Comprehensive Strategic Plan and Vision for Pueblo
- Higher Paying Jobs
- Fix Homeless Issue
- Provide better support/resources for business and startups
- Restrict Cannabis industry
- Better communication between CSU-Pueblo and community (CSUP won't return calls so businesses can hire from CSUP)
- Business Owners who live outside of City limits need a voice in city laws and officials
- Cleanup areas along freeway
- Increase Tourism
- Minimum wage has hurt business
- Promote resulted safety from law enforcement

Economic Report Card

	2017	2018	2019
JOBS/WORKFORCE			
Unemployment	D	B	D
Job Growth/Job Creation	D-	D	C
Median Per Capita Income	F	F	D-
Attributes of Labor Force	D-	D-	D-
SCHOOLS			
D60	F	D	C-
D70	D	C	C
PCC	A	A	A
CSU-Pueblo	B	A	B
Health Care System	A	B	B
Low Cost of Living	A-	A-	A-
Reputation Regional/National	F	F	D
Self Image	D-	D-	C-
Arts/Quality of Life	B	A	A



Presentation Concluded
All Information will soon
be available on:
HealyCenter.org

Questions?

