Comprehensive Plan
Economic Development
Focus Group
Focus Group Meeting Overview

• Economic Structure and Challenges – What’s going on?
• City’s Role – What’s the city doing?
• Alamosa’s Economic Strengths – What do we have going for us?
  • Regional Center
  • Amenities and Recreation
  • Quality of Life for Residents
  • Active Organizations
• Partnerships and Future Efforts – Where do we go from here?
Employment In Alamosa County

Employment by Sector - Source: Bureau of Economic Analysis

- Retail: 12%
- Food/Arts/Accommodation: 10%
- Health: 16%
- Professional/Technical: 18%
- Trade/Transportation: 5%
- Other Traditional: 8%
- Government: 25% (Government includes college employment)
- Agriculture: 8%
Challenges – Low Incomes

Household Income Distribution - Source: 2014 ACS

$200,000 or more
$150,000 to $199,999
$100,000 to $149,999
$75,000 to $99,999
$50,000 to $74,999
$35,000 to $49,999
$25,000 to $34,999
$15,000 to $24,999
$10,000 to $14,999
Less than $10,000

Alamosa
Colorado

49% of households in Alamosa have income less than $25,000 compared with 19% statewide.
Challenge – Low Wages

Median Earnings by Sector - Source: 2014 ACS

On average industry earnings in Alamosa are 75% of state rates
What are the most significant economic challenges for Alamosa?

(top 2)

- Low wages/lack of higher paying jobs: 34%
- Negative perceptions/reputation: 25%
- Need for trained and motivated workforce: 23%
- Availability and diversity of housing: 3%
- Availability of land for business: 1%
- Communications technology: 3%
- Coordination among govts. & organizations: 8%
- Compliance with city regulations: 2%
Alamosa’s Economic Strengths

- Role as Regional Center
- Amenities and Recreation
- Cost of Living
- Active Organizations
Citizen Identified Priorities
Vision Event Results

What is the most important for economic development in Alamosa? (top 2)

- Marketing/promotion/events: 5%
- Diversity of housing: 2%
- Shopping and professional services: 7%
- Vibrant downtown: 19%
- Recreation assets and quality of life: 20%
- Healthcare: 8%
- Communications infrastructure: 4%
- Core infrastructure: 9%
- Business-friendly codes and regulations: 7%
- Education and training: 18%
Role as Regional Center – Market Area

Source: 2015 ESRI BAO

30 minute drive
60 minute drive
90 minute drive
City defined market boundary

29,477
43,142
60,677
Retail Leakage Explained

• Retail Demand- potential sales from area residents
• Retail Supply – actual sales occurring
• Leakage – sales from area residents not occurring in area
• Surplus – sales occurring not as a result of area residents
• Shows geographic commercial patterns
• Surplus indicates Alamosa’s role as regional center
Total Retail Supply and Demand

Source: 2014 ESRI BAO

Even with some leakage to metro areas Alamosa has a retail surplus due to role as regional center.
Additional Regional Center Indicators

- Transportation - railroad, SLV regional airport, highways
- Education – Adams State, Trinidad State
- Healthcare – only specialty services, level III trauma center in SLV
- Civic – county seat, rec center,
Strengths – Amenities and Recreation

• River Corridor
• Proximity to Great Sand Dunes/ Natural Areas
• History and unique cultural assets
Strengths – Increasing Visitation

Source: NPS, Alamosa Convention and Visitor Bureau

Proximity to amenities and recreation leading to increased visitation post recession
Strengths – Active ED Organizations and Partners
Strengths - Cost of Living

% of Pop. Paying <30% for Housing

- Colorado
  - >30%: 64%
  - <30%: 55%

Median Housing Costs

- Median Mortgage: $1,608
- Median Rent:
  - Colorado: $969
  - Alamosa: $608

Housing in Alamosa is relatively affordable

Source: 2014 ACS
City’s Role in Economic Development
Current City Roles

• Revitalization Efforts
  • Façade Improvement Program
  • Pink Elephant Project

• Partnerships, Support, Funding
  • Governments
  • Non-profits

• Infrastructure, core facilities and recreation

• Streamlined permit/planning process

• Amended code to be business friendly

• Facilitating conversations/discussions
Citizen Views on City’s Role
Vision Event Results

Which describes the appropriate role of the city in economic development?

- City takes a leadership role to grow the economy: 12%
- City actively engages local/regional partners: 12%
- Both of these: 72%
- Other: 3%

Should the city put more resources into economic development?

- Yes: 89%
- No: 11%
Economic Development Vs Community Development

• Real development is two pronged effort
• Community development- making Alamosa a better place to live
• Economic development – focus on business retention, expansion and attraction
Partnerships and Future Efforts
How to position yourself for funding?
Key Questions – What’s Next?

• How to support existing businesses? What is needed for expansion?
• How to further develop role as regional center appropriately?
• How to support the growth and evolution of the healthcare industry?
• How to leverage educational assets to grow the economy?
• How to better market and use the airport?
• What resources can the city offer to agricultural industry?
• What to do with under utilized vacant land in city?
Key Questions – Who should do what?

• What is working, what is not working?
• What is strong about our organizations?
• What could be better?
• What resources are being shared today?
• Are there duplication of efforts/resources?
• How to best organize efforts according to organizational capacity and missions/goals?
• What projects would build on existing alignment of organizational goals?