

# NWCCOG-Economic Development District

E C O N O M I C U P D A T E - J U N E 2 0 1 4



This update is for the NWCCOG—Economic Development District (EDD) Region including the counties of Eagle, Grand, Jackson, Pitkin and Summit. The most recent available data sources were used for each category.

## UNEMPLOYMENT RATE AND LABOR FORCE

The unemployment rate in all 5 counties in NWCCOG EDD's region for the most recent month reported (April 2014) was lower than the reported rate a year ago (April 2013). It was also significantly lower than both the State and U.S. rate.

	Eagle	Grand	Jackson	Pitkin	Summit	Region Avg.	Colorado	US
<b>Apr-13</b>	6.4	6.2	4.2	5.2	5.4	5.5	6.8	7.5
<b>Apr-14</b>	4.6	4.6	4.1	4.5	4.0	4.4	6.0	6.3

As of April 2014, the region's total labor force is reported at 68,360. This is a 3% increase over the total labor force reported one year ago, in April 2013.

Labor Force: April 2014 vs. April 2013			
	Apr. 2014	Apr. 2013	% Chg
Eagle	30,240	29,410	3%
Grand	8,665	8,437	3%
Jackson	1,007	1,086	-7%
Pitkin	11,028	10,472	5%
Summit	17,420	16,986	3%
<b>Total</b>	<b>68,360</b>	<b>66,391</b>	<b>3%</b>

## JOBS AND ESTABLISHMENTS

The total number of jobs, in all industries, increased by 1,393 jobs, or 2.1%, from Q4 2013 to Q4 2012. There was a decrease of 70 establishments over the year, which is a 0.9% decrease.

Average Employment				
	Q4 2013	Q4 2012	# chg	% chg
Eagle	28,445	28,093	352	1.3%
Grand	6,637	6,359	278	4.4%
Jackson	550	553	(3)	-0.5%
Pitkin	15,055	14,854	201	1.4%
Summit	18,557	17,992	565	3.1%
<b>Totals</b>	<b>69,244</b>	<b>67,851</b>	<b>1,393</b>	<b>2.1%</b>

Average Establishments				
	Q4 2013	Q4 2012	# chg	% chg
Eagle	3,155	3,211	(56)	-1.7%
Grand	825	849	(24)	-2.8%
Jackson	88	86	2	2.3%
Pitkin	1,731	1,736	(5)	-0.3%
Summit	2,092	2,079	13	0.6%
<b>Totals</b>	<b>7,891</b>	<b>7,961</b>	<b>(70)</b>	<b>-0.9%</b>

## SALES TAX

Total taxable sales were up almost 6% for the region as a whole, comparing the most recent month reported (February 2014 vs. 2013.) The largest increase was seen in the Food and Beverage category, showing a 7.9% increase year over year for the month of February. Retail sales were up 1.7%. Jackson County reported the largest increase in taxable sales, at 36.5%, most of that increase due to retail sales.

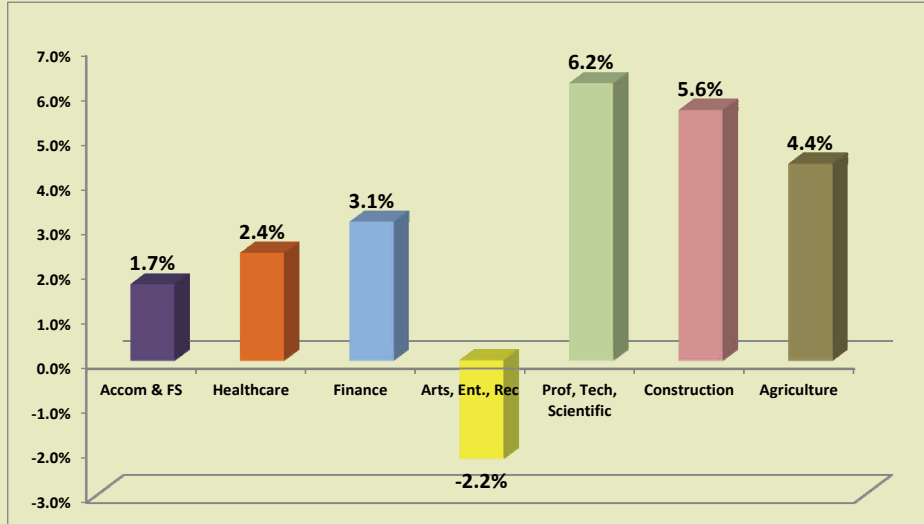
Taxable Sales									
	Feb-14			Feb-13			% Chg.	% Chg.	% Chg.
	Total	Retail	Food & Bev.	Total	Retail	Food & Bev.	Total	Retail	F & B
Eagle	\$239,886,000	\$89,057,000	\$34,228,000	\$229,788,000	\$87,982,000	\$32,712,000	4.4%	1.2%	4.6%
Grand	\$46,302,000	\$13,228,000	\$5,033,000	\$45,646,000	\$12,834,000	\$4,794,000	1.4%	3.1%	5.0%
Jackson	\$1,675,000	\$596,000	\$73,000	\$1,227,000	\$462,000	\$82,000	36.5%	29.0%	-11.0%
Pitkin	\$132,646,000	\$37,281,000	\$21,211,000	\$121,802,000	\$37,439,000	\$18,885,000	8.9%	-0.4%	12.3%
Summit	\$162,667,000	\$61,111,000	\$23,509,000	\$152,112,000	\$59,196,000	\$21,422,000	6.9%	3.2%	9.7%
<b>Total</b>	<b>\$583,176,000</b>	<b>\$201,273,000</b>	<b>\$84,054,000</b>	<b>\$550,575,000</b>	<b>\$197,913,000</b>	<b>\$77,895,000</b>	<b>5.9%</b>	<b>1.7%</b>	<b>7.9%</b>



# NWCCOG – EDD ECONOMIC UPDATE - JUNE 2014

## Regional Job Growth in Key Industries: Q4 2013 vs. Q4 2012

There was job growth in all of the region's key industries except one (Arts, Entertainment, Recreation) comparing Q4 2013 to Q4 2012. The largest job growth was seen in the Professional, Technical, Scientific sector (NAICS 54) industry with a 6.2% increase in jobs, followed by the Construction sector (NAICS 23) reporting a 5.6% increase in jobs over the comparison period. The bar chart to the right represents aggregate data from all 5 counties—(Eagle, Grand, Jackson, Pitkin, Summit).



## MAIN DRIVERS OF OUR REGION'S ECONOMY

The following tracks job growth in the key industries that are main drivers of our region's economy. The data compares number of jobs in the main NAICS codes over time in the region. This data compares the most recent quarter reported by QCEW (Q4 2013) to the same quarter one year ago (Q4 2012).

	Accommodations & Food Services (NAICS 72)					Healthcare & Social Assistance (NAICS 62)			
	Q4 2013	Q4 2012	#Chg	%Chg		Q4 2013	Q4 2012	#Chg	%Chg
EAGLE	6,725	6,734	-9	-0.1%	EAGLE	2,034	1,925	109	5.7%
GRAND	1,489	1,410	79	5.6%	GRAND	344	345	-1	-0.3%
JACKSON	62	49	13	26.5%	JACKSON	21	23	-2	-8.7%
PITKIN	3,645	3,488	157	4.5%	PITKIN	729	766	-37	-4.8%
SUMMIT	6,204	6,139	65	1.1%	SUMMIT	1,047	1,018	29	2.8%
<b>TOTAL</b>	<b>18,125</b>	<b>17,820</b>	<b>305</b>	<b>1.7%</b>	<b>TOTAL</b>	<b>4,175</b>	<b>4,077</b>	<b>98</b>	<b>2.4%</b>

	Finance & Insurance (NAICS 52)					Arts, Entertainment, Recreation (NAICS 71)					Professional, Scientific, Tech. Services (NAICS 54)			
	Q4 2013	Q4 2012	#Chg	%Chg		Q4 2013	Q4 2012	#Chg	%Chg		Q4 2013	Q4 2012	#Chg	%Chg
EAGLE	473	463	10	2.2%	EAGLE	3,461	3,621	-160	-4.4%	EAGLE	1,123	1,087	36	3.3%
GRAND	100	97	3	3.1%	GRAND	1,199	1,174	25	2.1%	GRAND	152	126	26	20.6%
JACKSON	<i>conf.</i>	<i>conf.</i>	<i>conf.</i>	<i>conf.</i>	JACKSON	<i>conf.</i>	<i>conf.</i>	<i>conf.</i>	<i>conf.</i>	JACKSON	35	32	3	9.4%
PITKIN	255	250	5	2.0%	PITKIN	1,739	1,788	-49	-2.7%	PITKIN	749	727	22	3.0%
SUMMIT	269	254	15	5.9%	SUMMIT	1,309	1,302	7	0.5%	SUMMIT	663	590	73	12.4%
<b>TOTAL</b>	<b>1,097</b>	<b>1,064</b>	<b>33</b>	<b>3.1%</b>	<b>TOTAL</b>	<b>7,708</b>	<b>7,885</b>	<b>-177</b>	<b>-2.2%</b>	<b>TOTAL</b>	<b>2,722</b>	<b>2,562</b>	<b>160</b>	<b>6.2%</b>

	Construction (NAICS 23)					Agriculture, Forestry, Fishing, Hunting (NAICS 11)			
	Q4 2013	Q4 2012	#Chg	%Chg		Q4 2013	Q4 2012	#Chg	%Chg
EAGLE	2,780	2,658	122	4.6%	EAGLE	39	35	4	11.4%
GRAND	616	548	68	12.4%	GRAND	54	50	4	8.0%
JACKSON	56	22	34	154.5%	JACKSON	103	97	6	6.2%
PITKIN	666	685	-19	-2.8%	PITKIN	53	60	-7	-11.7%
SUMMIT	1,031	963	68	7.1%	SUMMIT	13	9	4	44.4%
<b>TOTAL</b>	<b>5,149</b>	<b>4,876</b>	<b>273</b>	<b>5.6%</b>	<b>TOTAL</b>	<b>262</b>	<b>251</b>	<b>11</b>	<b>4.4%</b>

# NWCCOG - EDD ECONOMIC UPDATE - JUNE 2014

## ANNUAL EARNINGS BY KEY INDUSTRY (COVERED EMPLOYMENT)—Q4 2013

	All Industries	Accom. & Food Services	Healthcare & Social Asst.	Finance & Insurance	Arts, Entertainment, Recreation	Professional, Scientific, Tech. Svcs	Construction	Ag, Forestry, Fishing, Hunting
EAGLE	\$43,368	\$27,560	\$65,988	\$77,012	\$38,272	\$75,088	\$53,924	\$42,172
GRAND	\$32,084	\$19,812	\$48,932	\$47,164	\$21,320	\$52,884	\$43,784	\$54,756
JACKSON	\$32,708	\$14,872	\$13,312	<i>conf</i>	<i>conf</i>	\$73,736	\$37,128	\$38,168
PITKIN	\$47,528	\$27,092	\$71,864	\$119,288	\$32,552	\$108,732	\$64,844	\$35,828
SUMMIT	\$36,660	\$24,024	\$52,000	\$80,132	\$24,232	\$68,016	\$51,948	\$22,360
AVERAGE	\$38,470	\$22,672	\$50,419	\$80,899	\$29,094	\$75,691	\$50,326	\$38,657

**CHANGE IN ANNUAL EARNINGS BY KEY INDUSTRY**—in comparing Q4 2013 to Q4 2012, annual earnings increased in all but 2 key industries in the region. The largest gains were seen in the Arts, Entertainment, and Recreation industry, with a 14.1% increase in annual earnings year over year.

### Change in Annual Earnings : Q4 2013 vs. Q4 2012

	All Industries	Accom. & Food Services	Healthcare & Social Asst.	Finance & Insurance	Arts, Entertainment, Recreation	Professional, Scientific, Tech. Svcs	Construction	Ag, Forestry, Fishing, Hunting
\$	\$1,102	\$1,362	\$1,841	\$4,368	\$3,588	(\$1,446)	\$2,340	(\$4,607)
%	3.0%	6.4%	3.8%	5.7%	14.1%	-1.9%	4.9%	-10.6%

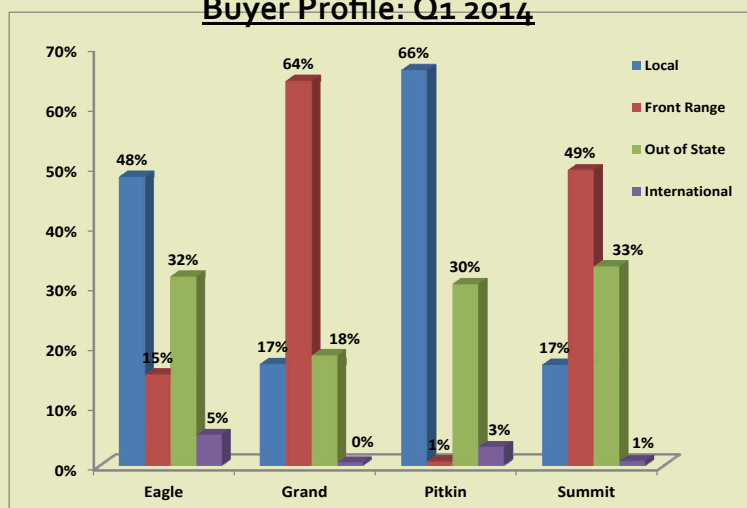
## REAL ESTATE MARKET TRENDS

In all counties reporting (*no data was available for Jackson County*), median residential price for a single family home increased from Q1 2013 to Q1 2014. Average residential price for a single family home rose in all counties but Pitkin. Average price per square foot rose in all counties as well. The number of transactions in the region decreased by 5.3% in the first quarter of 2014, when comparing to the last quarter a year ago, however the number of bank sales decreased by 66.7%, which is a positive indicator of an improving real estate market.

	Median SFH Residential Price			Average SFH Residential Price			Avg. Res. Price Per SF		
	Q1 2014	Q1 2013	% chg	Q1 2014	Q1 2013	% chg	Q1 2014	Q1 2013	% chg
Eagle	\$ 595,000	\$ 480,000	24.0%	\$ 1,122,624	\$ 970,764	15.6%	\$ 460.59	\$ 417.36	10.4%
Grand	\$ 274,750	\$ 230,000	19.5%	\$ 531,713	\$ 385,972	37.8%	\$ 190.68	\$ 170.53	11.8%
Pitkin	\$ 1,225,000	\$ 1,077,500	13.7%	\$ 3,441,429	\$ 3,484,850	-1.2%	\$ 905.99	\$ 737.52	22.8%
Summit	\$ 400,000	\$ 380,000	5.3%	\$ 844,781	\$ 751,240	12.5%	\$ 318.99	\$ 274.78	16.1%

	# of Transactions			# of Bank Sales		
	Q1 2014	Q1 2013	% chg	Q1 2014	Q1 2013	% chg
Eagle	317	300	5.7%	11	50	-78.0%
Grand	207	263	-21.3%	14	36	-61.1%
Pitkin	165	168	-1.8%	14	31	-54.8%
Summit	304	318	-4.4%	4	12	-66.7%
Total	993	1,049	-5.3%	43	129	-66.7%

### Buyer Profile: Q1 2014



# NWCCOG – EDD ECONOMIC UPDATE - JUNE 2014

## TRENDS IN TOURISM

**SKI INDUSTRY—2013/14 SKI SEASON NOTED AS BEST YEAR FOR COLORADO—Skier Visits Surge Past 12 Million Benchmark** – Colorado Ski Country USA announced on 6/12/14 at the association’s 51st Annual Meeting that statewide skier visits totaled an estimated 12.6 million for the 2013/14 ski season, thereby making it the best season on record in the state. This estimation shows Colorado being up more than 10 percent compared to last season and more than 8 percent compared to the five-year-average. *Read entire article on NWCCOG EDD’s website: <http://nwwcoloradobusiness.org/about-the-region/success-stories-from-the-region/>*



## HOW DEMOGRAPHICS AFFECT OUR ECONOMY: THE 30-44 YEAR OLD AGE GROUP

For the first time since 2000, the population of Americans aged 30 to 44 is about to begin increasing. There were 3.8 million fewer Americans aged 30 to 44 in 2012 than there were in 2002. But 2013 marks the inflection point where Census Bureau projections show that the cohort will begin growing again. By 2023, there will be an estimated 5.8 million more Americans aged 30 to 44 than there are today: That's important for economic growth, because we know a few things about Americans aged 30 to 44:

- **They start a lot of businesses.** According to the Kauffman Foundation, the median age of a company founder when beginning his or her current business is 40. And, new businesses are the key driver to new jobs. A separate study by the Kaufman Foundation found that from 1980 to 2005, "nearly all net job creation in the United States occurred in firms less than five years old."
- **They buy a lot of homes.** The median age of a homebuyer is 39, according to the National Association of Realtors. The median age of a first-time buyer -- the group expanding homeownership rather than merely shuffling it around -- is 30. This will create more natural demand for housing over the next decade than there was in the last one. This could be a remarkable uptick for the housing industry.
- **They buy a lot of cars.** The average income for this age group has rebounded from the recession faster than any other group in the working-age population. Factor in used-car sales, and those aged 35 to 44 on average spend more for vehicles than any other age group.
- **Per person, they spend the most on food.** The most on **housing services.** The most on **furniture, apparel, footwear, and entertainment.** In many ways they are the driver of U.S. economic growth. And they're about to begin growing again for the first time in a decade.

(Sources: *How the Coming Demographic Shift Will Affect the Economy -The Motley Fool newsletter, 2/25/13 By Morgan Housel; State of Colorado Demography Office; Kauffman Foundation, US Census Bureau.*)

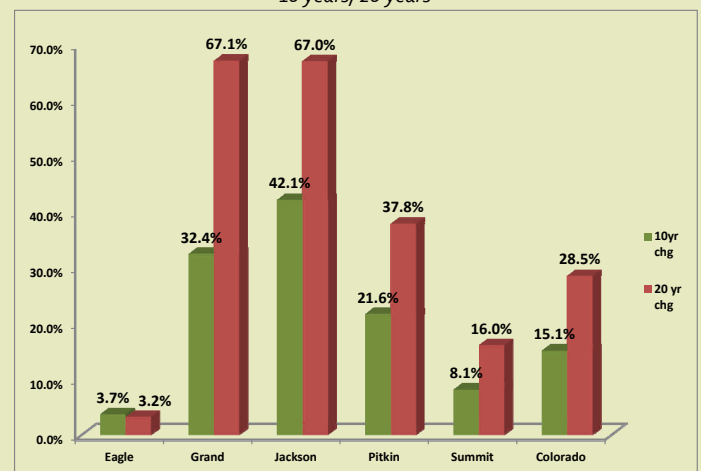
**How many 30-44 year olds do we have living in our region? How is this age group expected to grow over the next 10 to 20 years?**

### 30-44 year old age group

	2014	2024	2034	10yr chg	20 yr chg
Eagle	14,865	15,412	15,337	3.7%	3.2%
Grand	3,045	4,032	5,087	32.4%	67.1%
Jackson	209	297	349	42.1%	67.0%
Pitkin	4,264	5,187	5,876	21.6%	37.8%
Summit	7,705	8,328	8,941	8.1%	16.0%
Colorado	1,123,307	1,292,650	1,443,353	15.1%	28.5%

### Rate of Increase:30-44 year olds

10 years, 20 years



**Data Sources:** Unemployment, labor force, jobs & establishments, employment in key industries, annual earnings by key industry, sales tax data—Colorado Department of Labor & Employment; Real estate data—Land Title Guarantee Company mountain offices (Aspen, Avon, Breckenridge, Dillon, Eagle, Frisco, Vail, Winter Park); Trends in tourism—Colorado Ski Country USA; data on 30-44 year olds—Colorado Demography Office; US Census Bureau.