

2020 Pueblo Economic Outlook and Industry Analysis



DR. MIKE WAKEFIELD, PROFESSOR OF MANAGEMENT AND HEALY CENTER DIRECTOR

DR. BRUCE RAYMOND, DEAN, HASAN SCHOOL OF BUSINESS, CSU PUEBLO

DANTE BARTOLO

NOAH COMMERFORD

RYAN MADIC

MERIDYTH MOOSE

NICOLE BUTTRAM

JOEY GAVATO

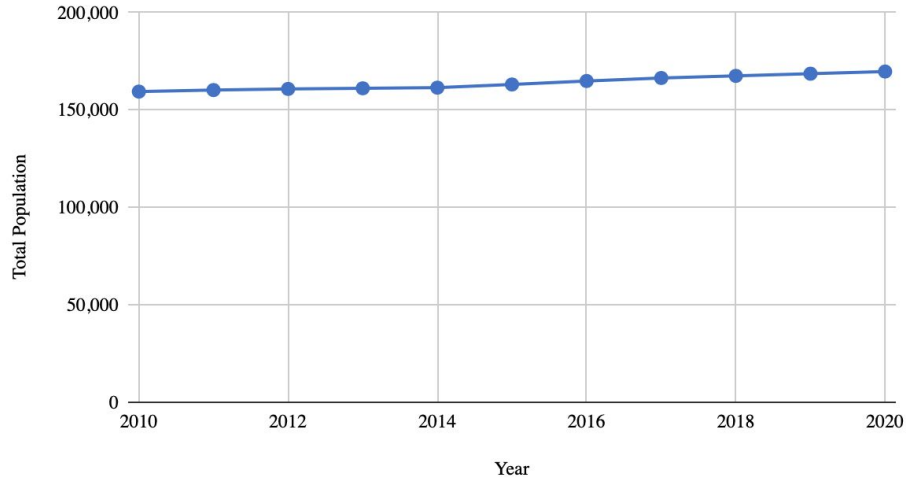
BROOKLYN MICHELI

TAREN WELCH

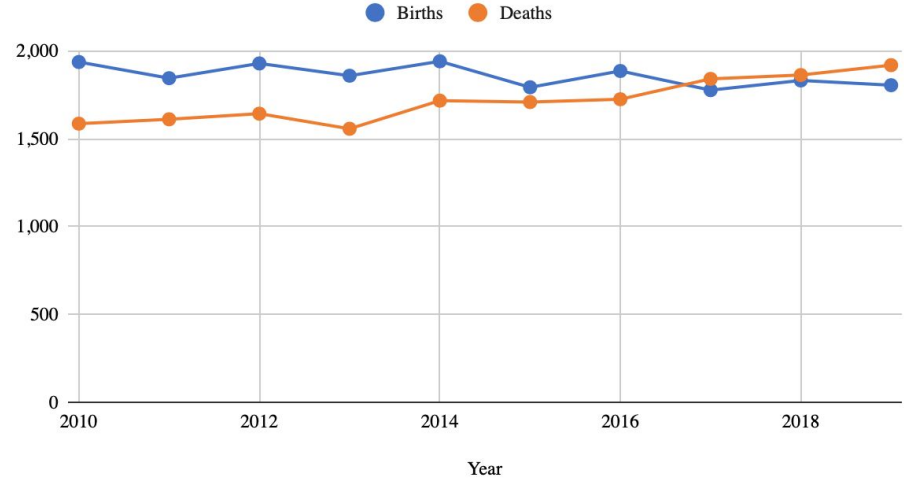


Population Changes as of 2020

Pueblo County Population



Pueblo County Births and Deaths

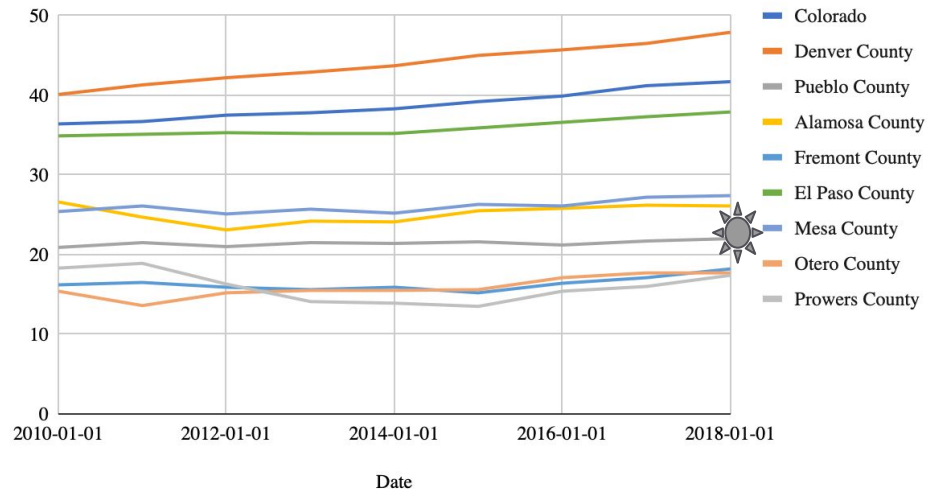


Comparison of %BA in Population in Median Income

Community	% of Bachelor's or Higher	Median Household Income
Colorado	41.7	\$71,949
Denver County	47.9	\$68,069
Pueblo County	22	\$48,308

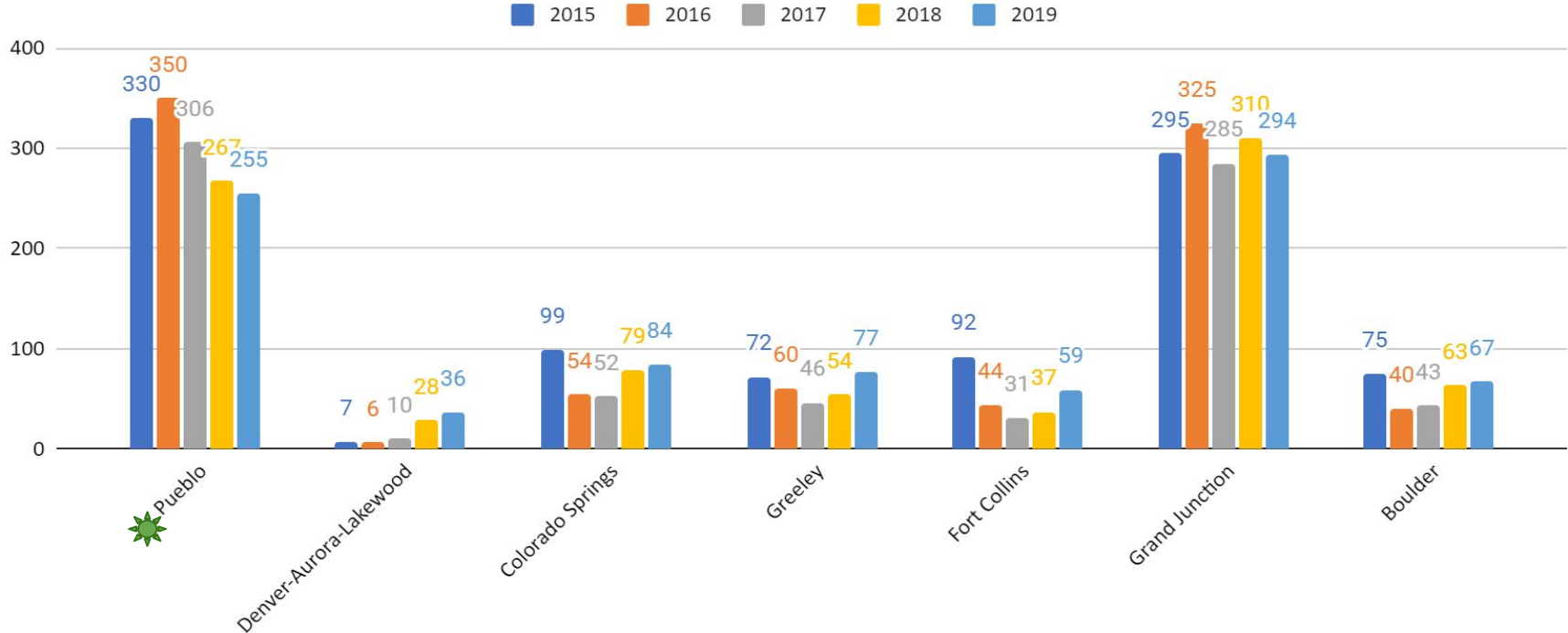
Alamosa County	26.1	\$42,897
Fremont County	18.2	\$47,885
El Paso County	37.9	\$67,923
Mesa County	27.4	\$51,132
Otero County	17.7	\$40,064
Prowers County	17.4	\$42,455
Larimer County	46.3	\$71,306

Percent of Community with Bachelor's Degree or Higher

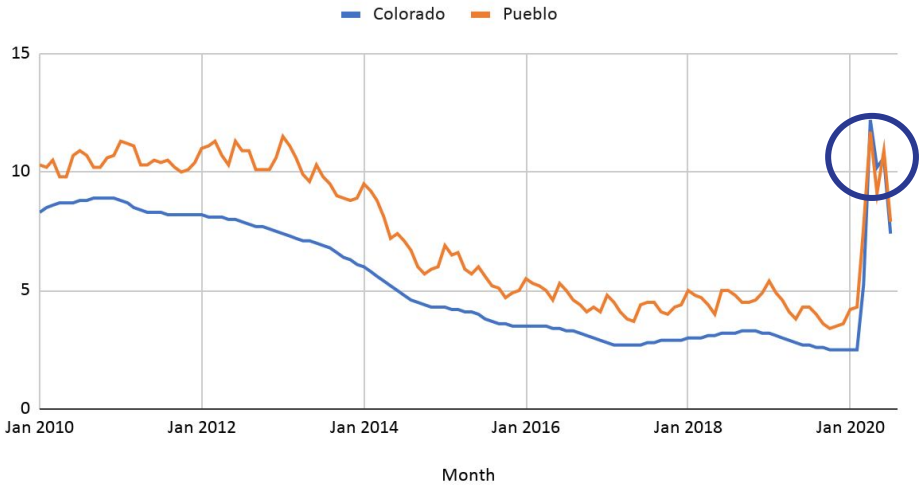


Economic Strength Rankings by Metropolitan Areas

Showing Colorado's metropolitan areas out of a total of 384 ranked areas



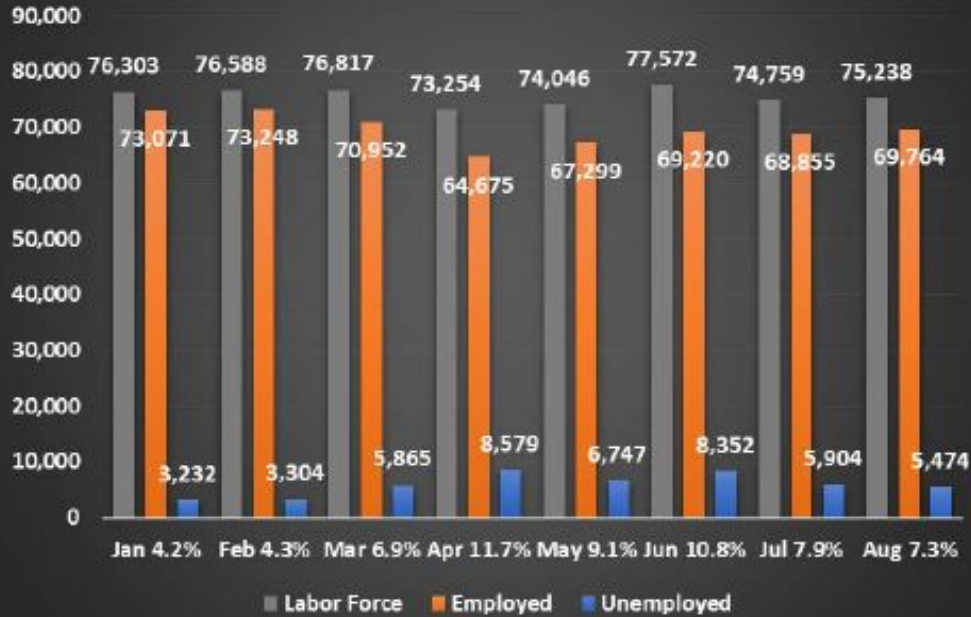
Unemployment Rate - Colorado vs Pueblo



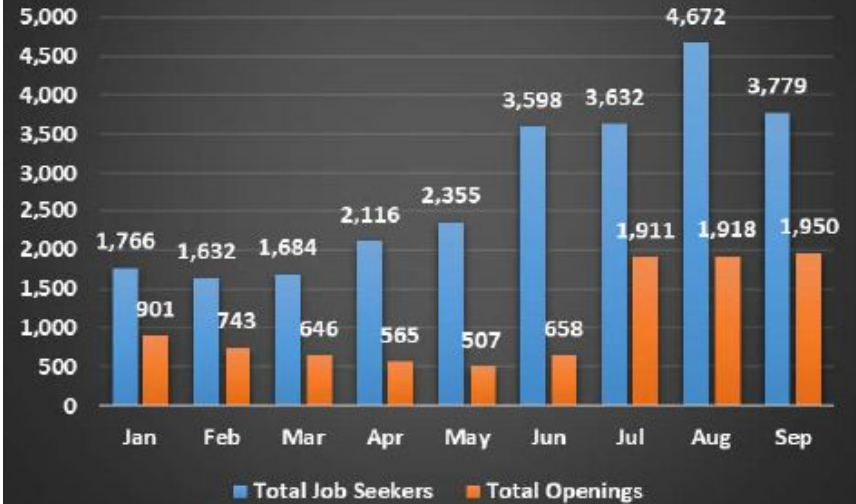
Total Labor Force in Pueblo



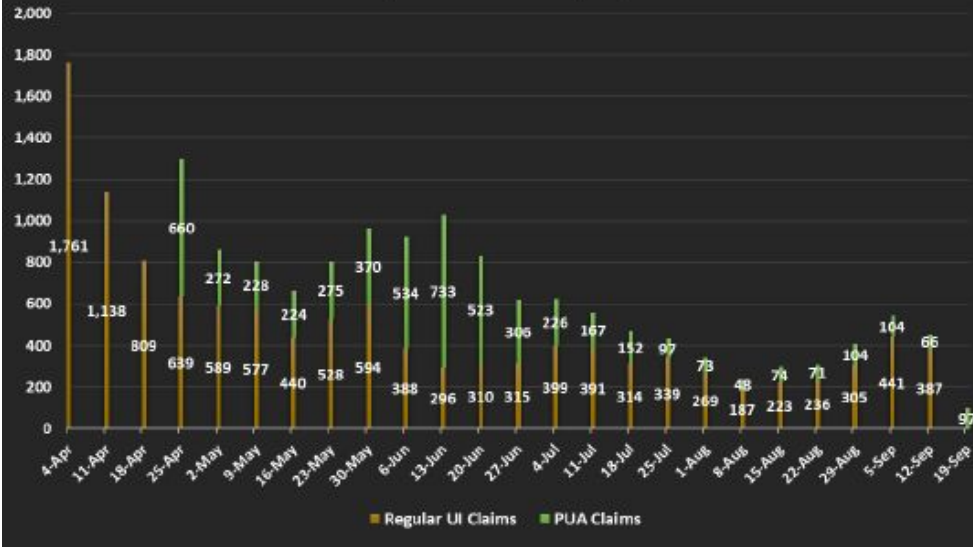
Labor Force & UI Rate Compared Over Time Pueblo County



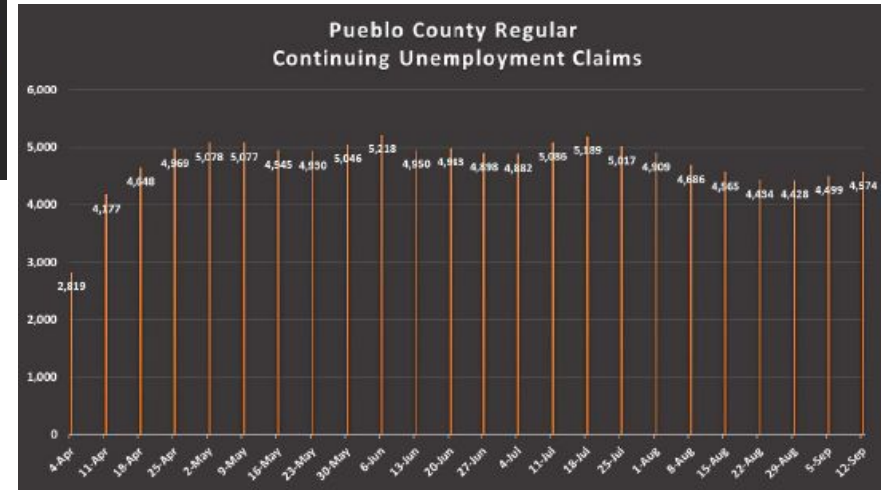
2020 Colorado Workforce Center Pueblo County Job Seeker & Job Opening Trends



Pueblo County Initial Unemployment Claims

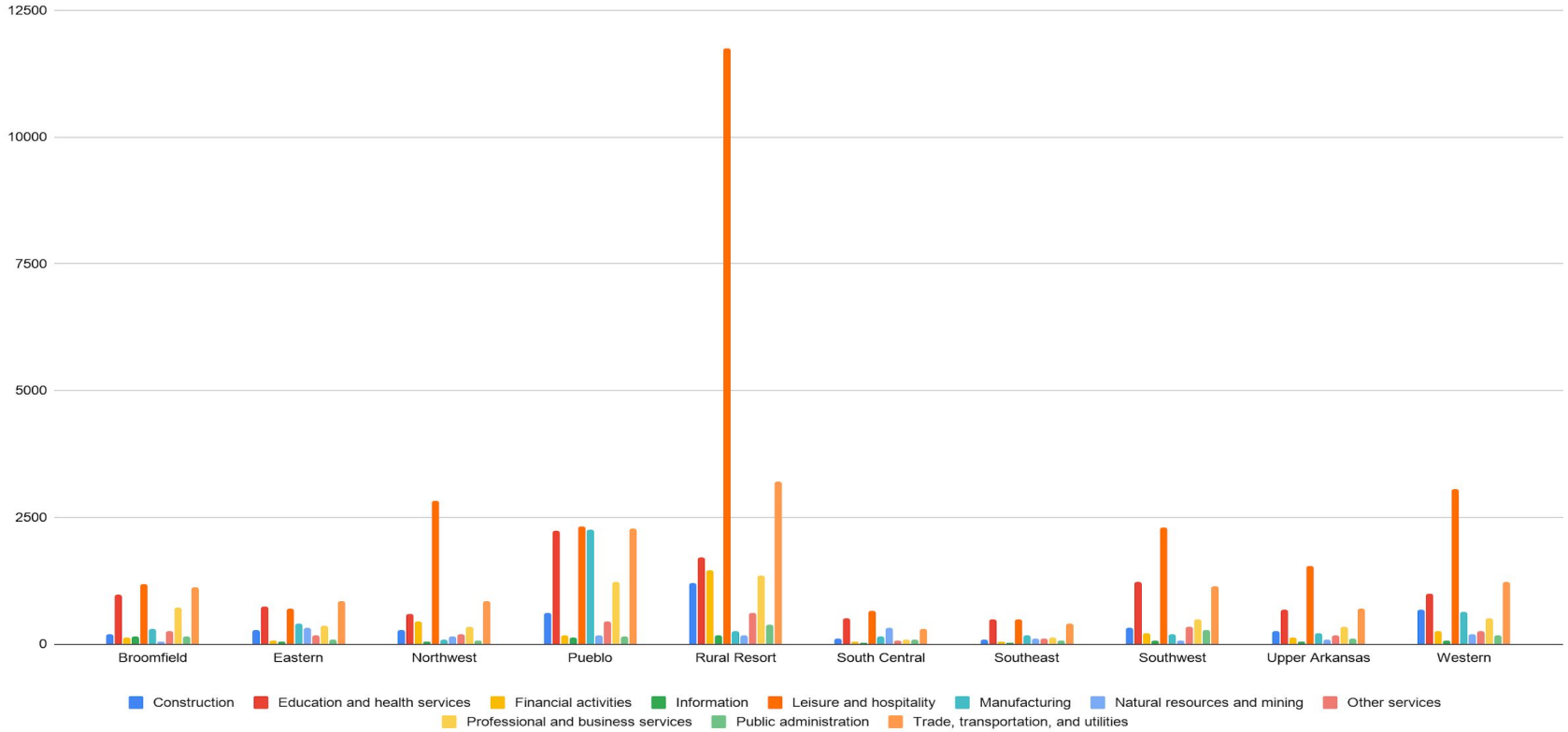


Pueblo County Regular Continuing Unemployment Claims

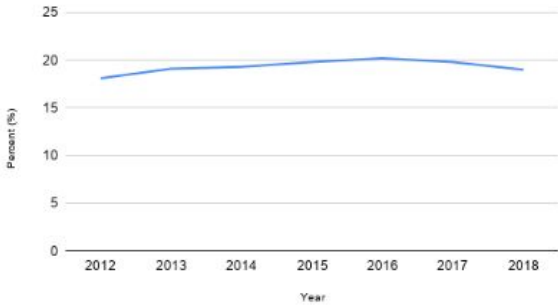


CRWC Initial Unemployment Claims by Industry

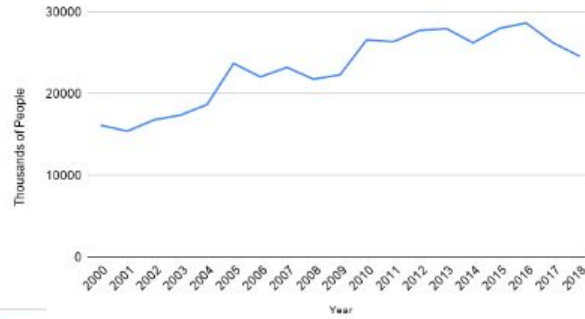
Weeks Ending 03/07/3030-09/12/2020



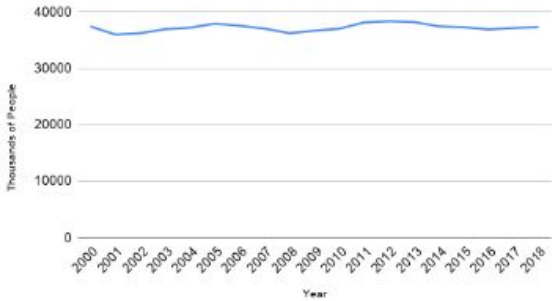
Percent of Population Below the Poverty Level in Pueblo County, CO



Estimate of People of all Ages in Poverty for Pueblo County, CO

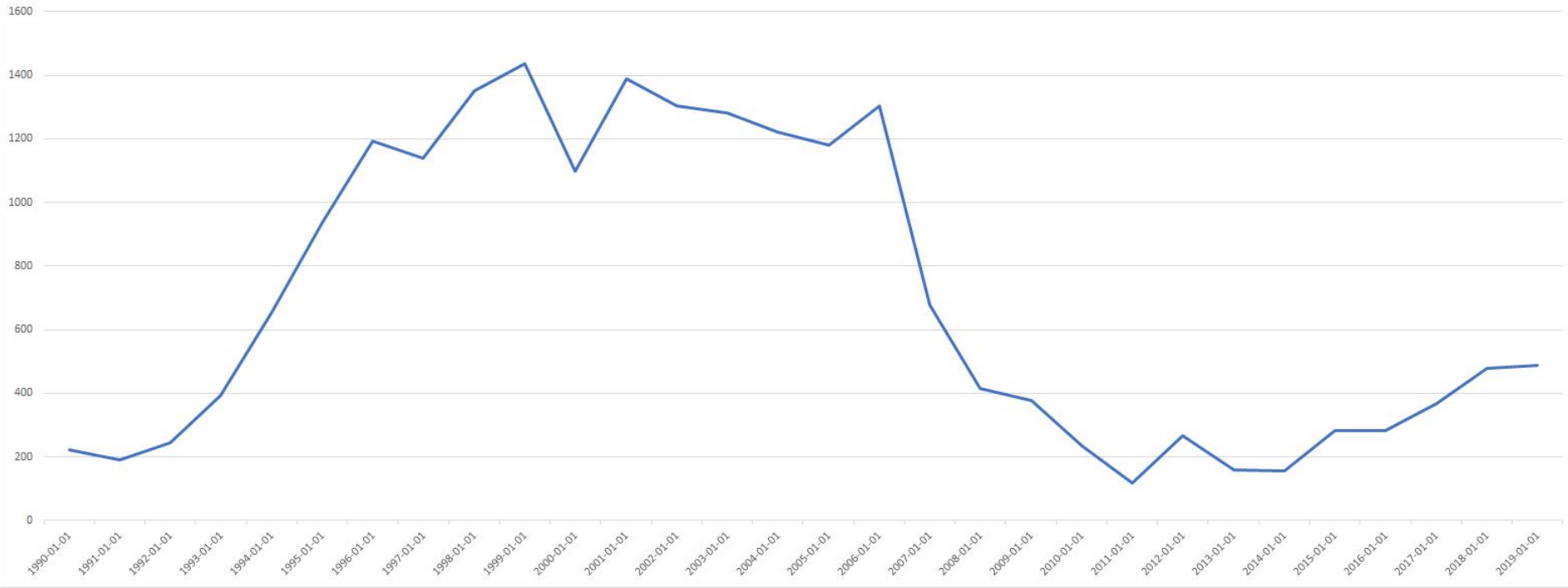


Poverty Universe, Age 0-17 for Pueblo County, CO

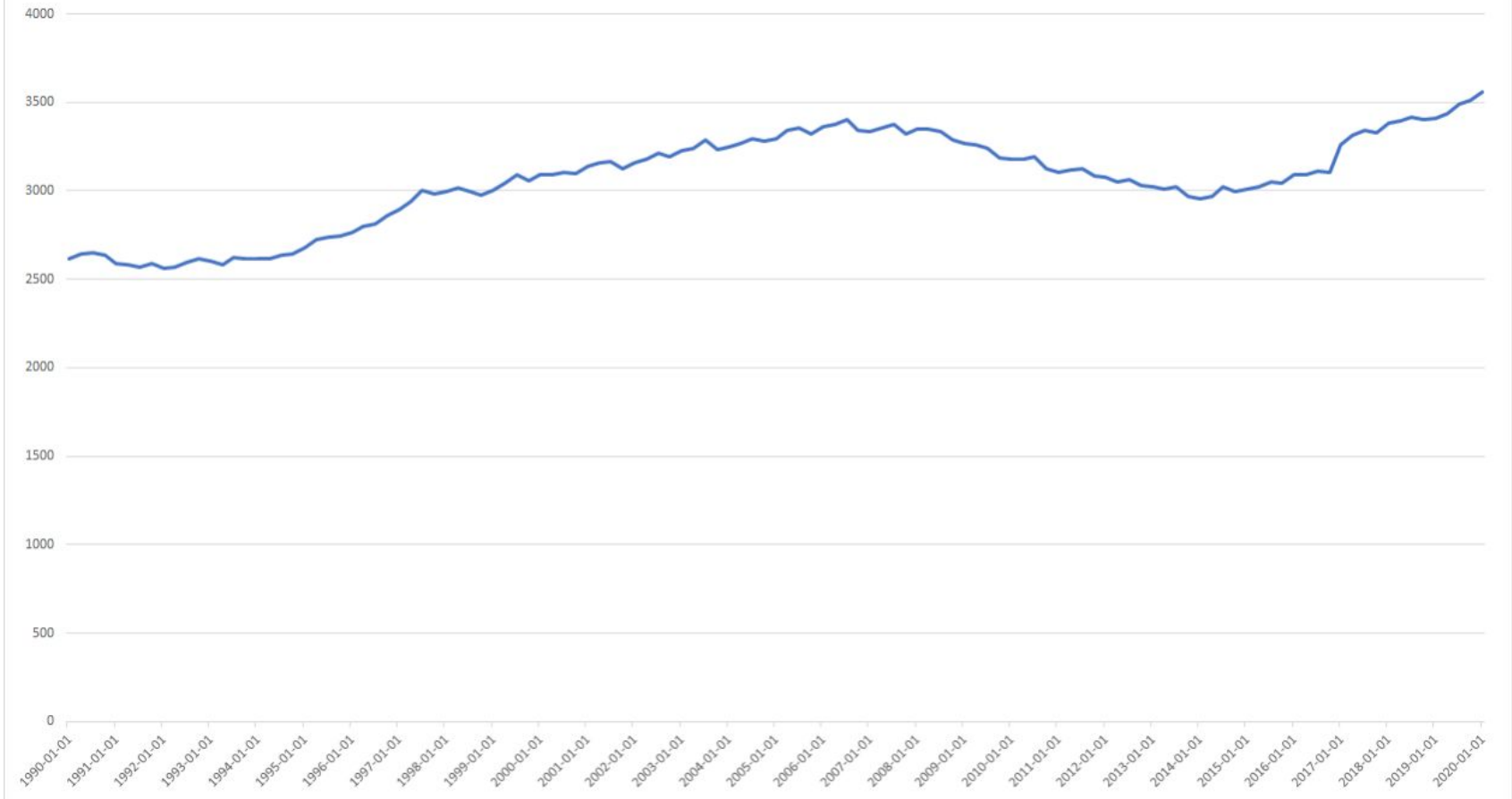


Persons in Household	2020 Federal Poverty Level	Medicaid Eligibility (138% of FPL)	Premium Subsidy Threshold (400% of FPL)
1	\$12,760	\$17,609	\$51,040
2	\$17,240	\$23,791	\$68,960
3	\$21,720	\$29,974	\$86,880
4	\$26,200	\$36,156	\$104,800
5	\$30,680	\$42,338	\$122,720
6	\$35,160	\$48,521	\$140,640
7	\$39,640	\$54,703	\$158,560
8	\$44,120	\$60,886	\$176,480

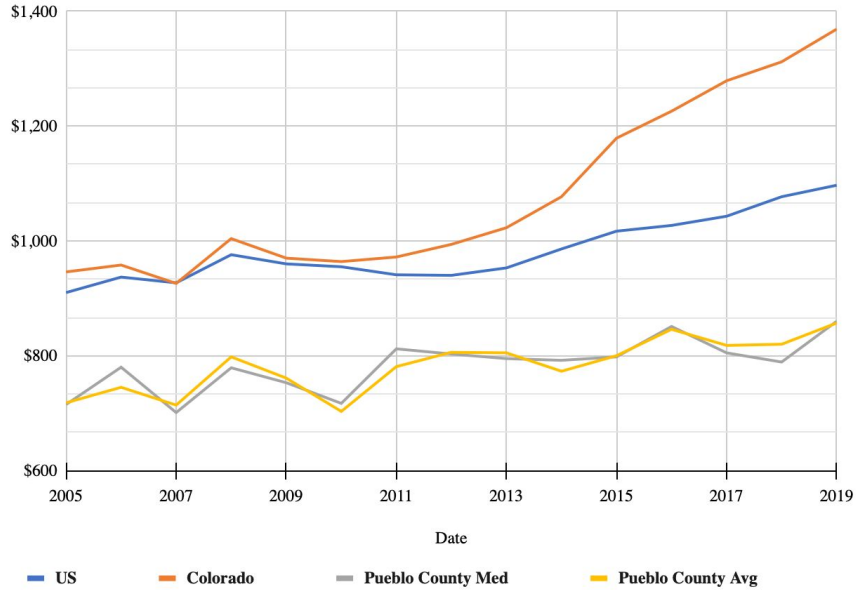
New Private Housing Structures Authorized by Pueblo County



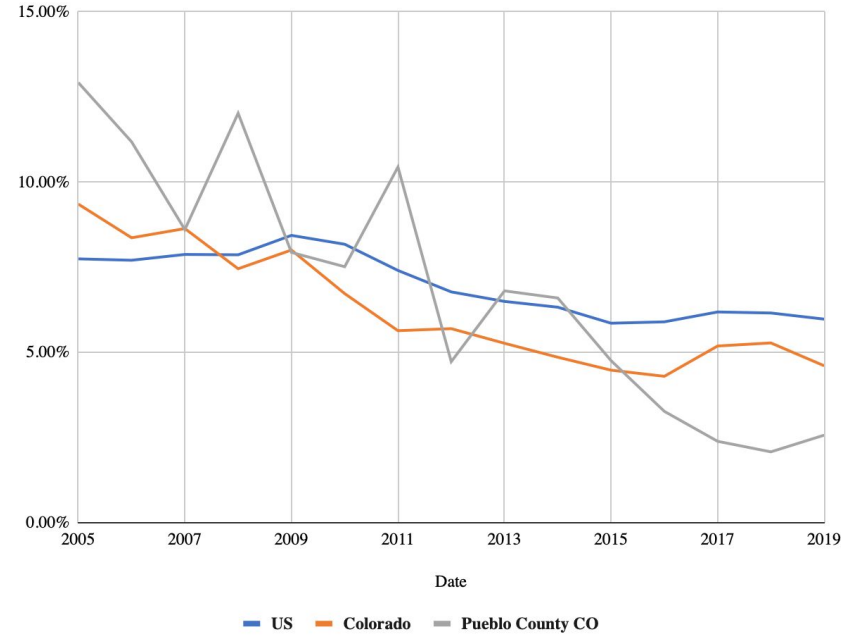
Number of Private Establishments Pueblo County



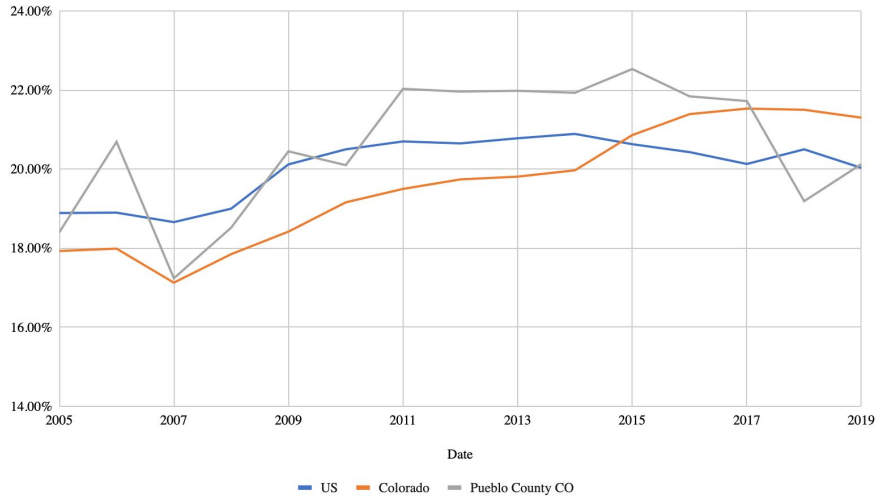
Real Gross Rent History



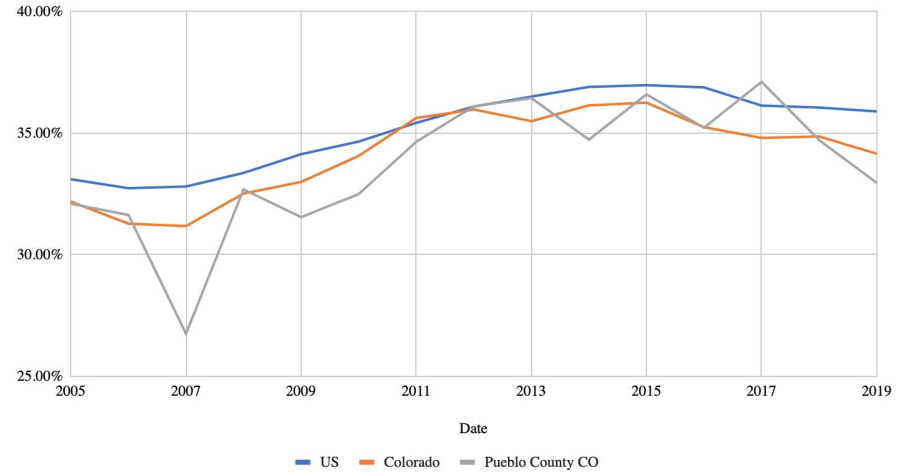
Historical Rental Vacancy

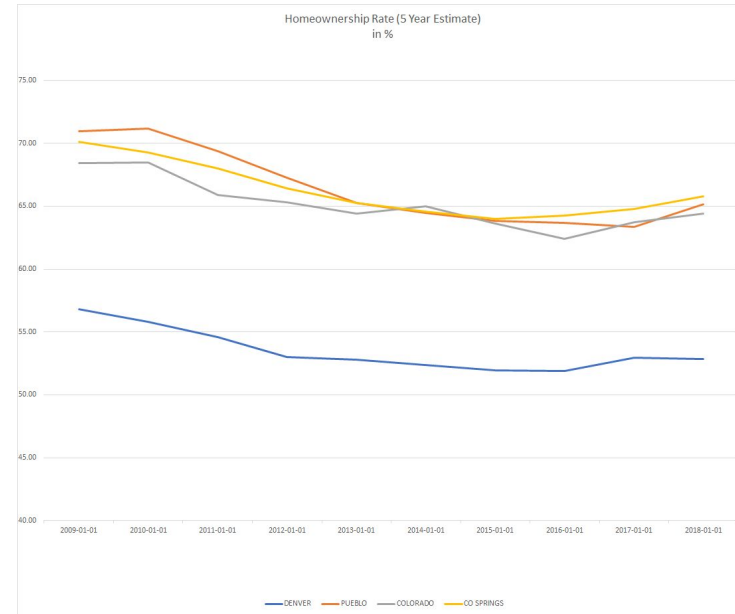


Rent as a Fraction of Income

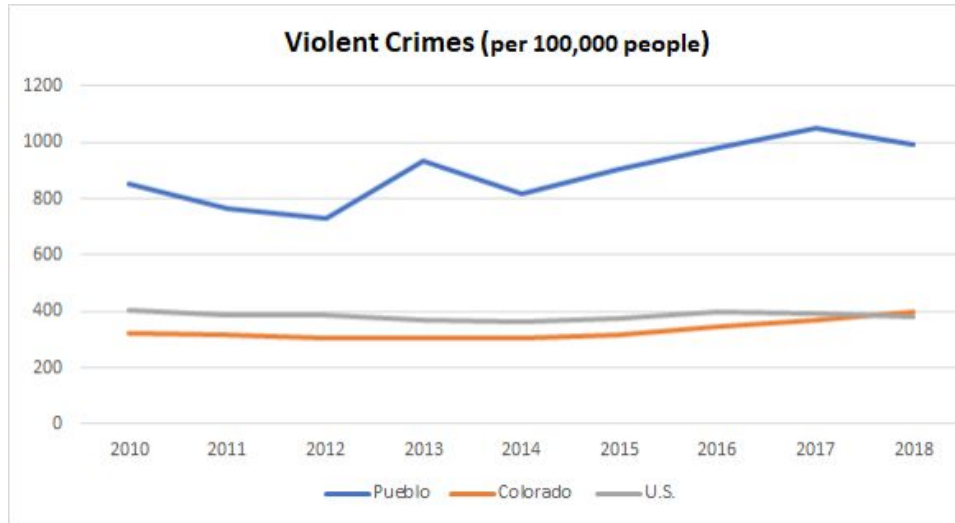


Pueblo Renter Fraction



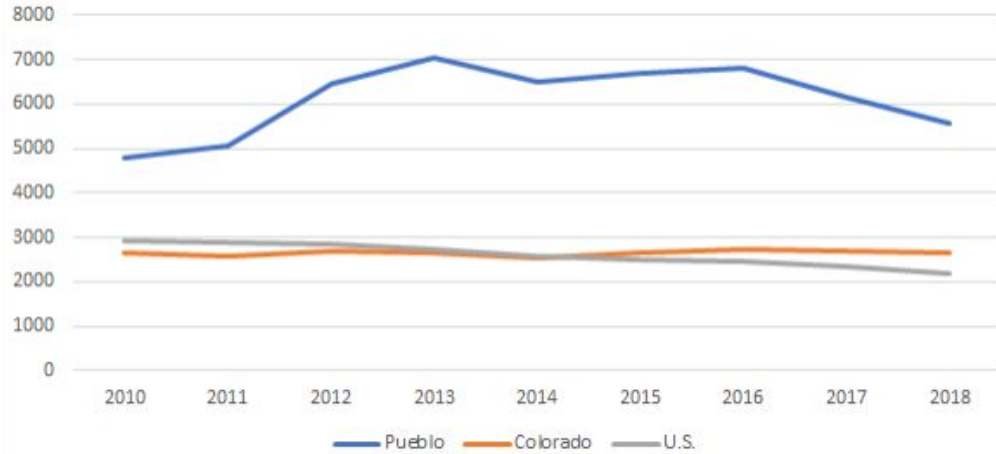


Crime and Police



Violent Crimes per 100,000 people (assault, murder, rape, robbery)			
Year	Pueblo	Colorado	U.S.
2010	854	324	405
2011	766	314	387
2012	731	307	388
2013	936	305	369
2014	816	308	362
2015	906	318	374
2016	983	344	398
2017	1053	372	395
2018	993	397	381

Property Crimes (per 100,000 people)



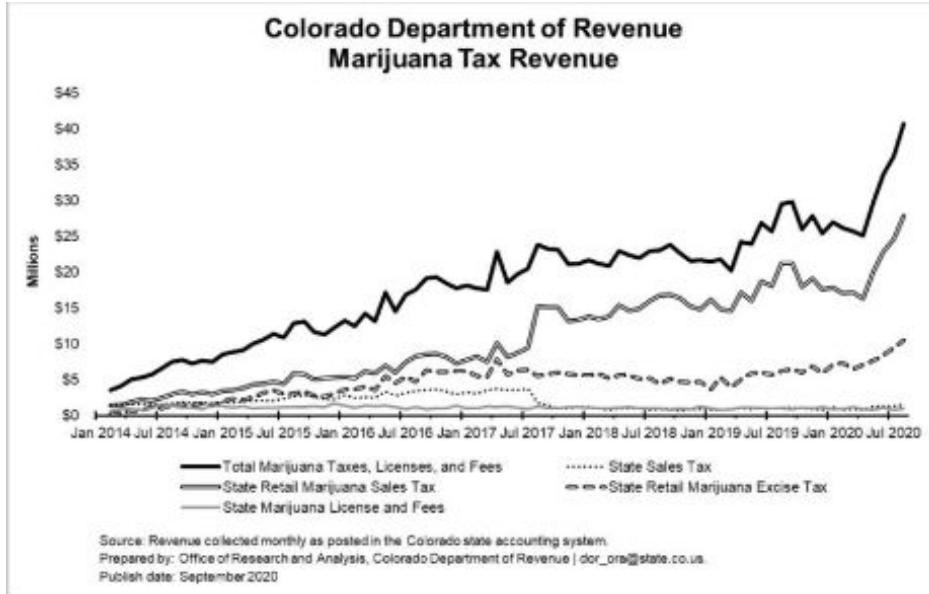
Property Crimes per 100,000 people (burglary, theft, vehicle theft)

Year	Pueblo	Colorado	U.S.
2010	4799	2675	2946
2011	5066	2595	2905
2012	6446	2685	2868
2013	7029	2655	2734
2014	6517	2535	2574
2015	6685	2644	2501
2016	6798	2751	2452
2017	6167	2707	2363
2018	5576	2672	2199

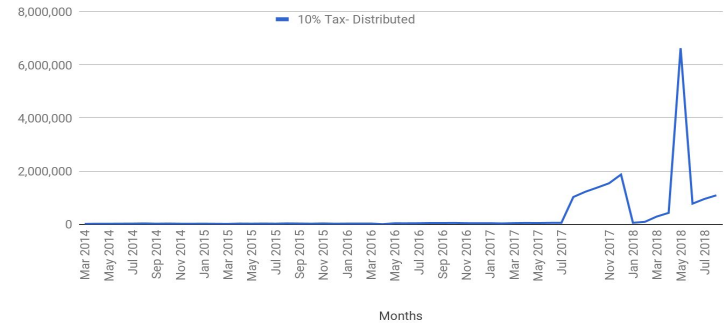
2018 Police Department Breakdown

City	Population	Budget	Positions
Boulder	108,507	\$35,800,000	278
Colorado Springs	472,567	\$129,355,794	994
Denver	716,265	\$233,174,930	1500
Fort Collins	167,830	\$43,400,000	315
Grand Junction	63,131	\$30,760,320	189
Pueblo	111,725	\$30,318,395	275

Pueblo Data and Trends: Cannabis



Marijuana Taxes allocated to Pueblo as of 2018



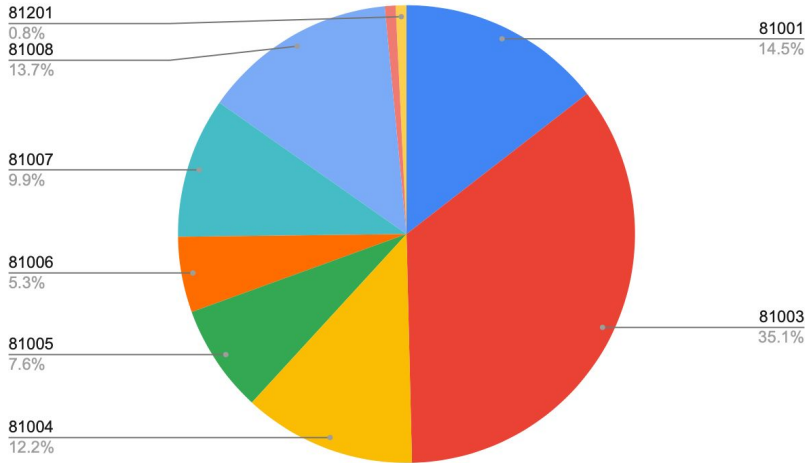
Revenues and Expenses



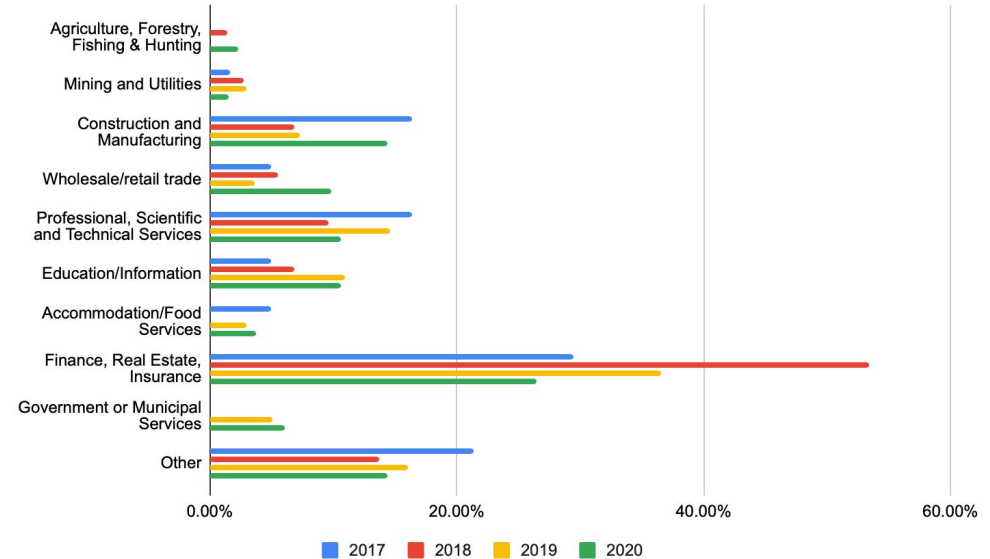
Business Sentiment Survey Results

Business Background

In what zip code is your business located?

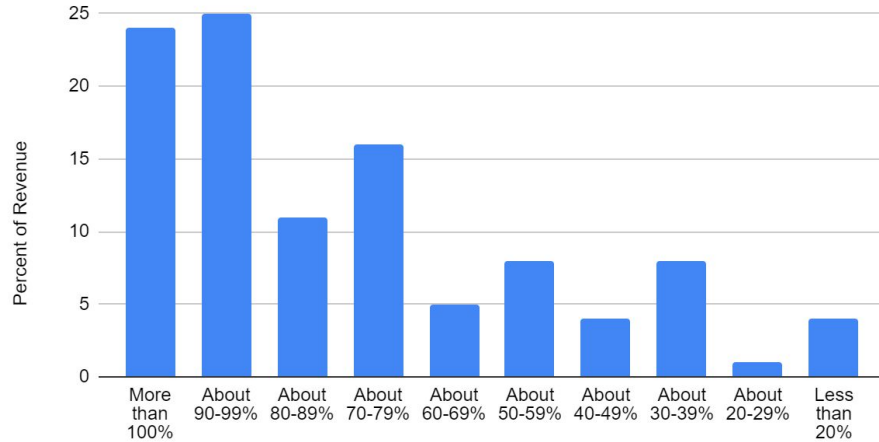


In what industry is your business?

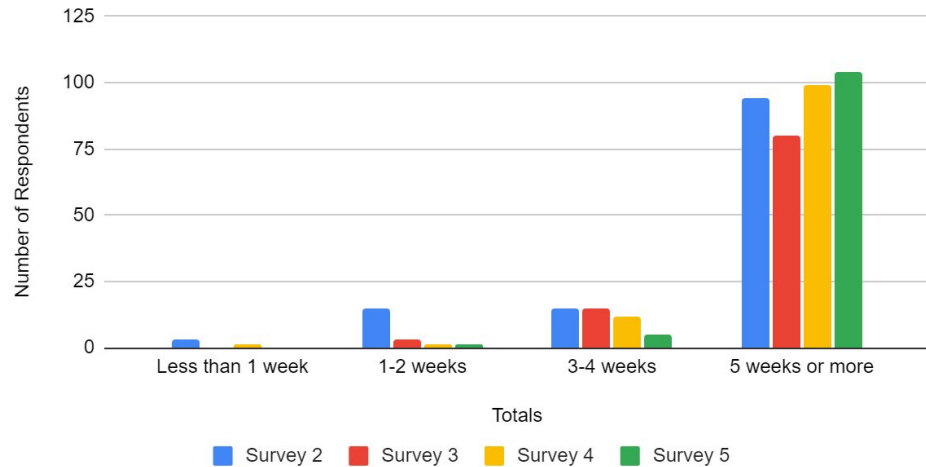


Business Economic Recovery Team Data

Count of What is your current revenue as a percent compared to revenues at this time last year?

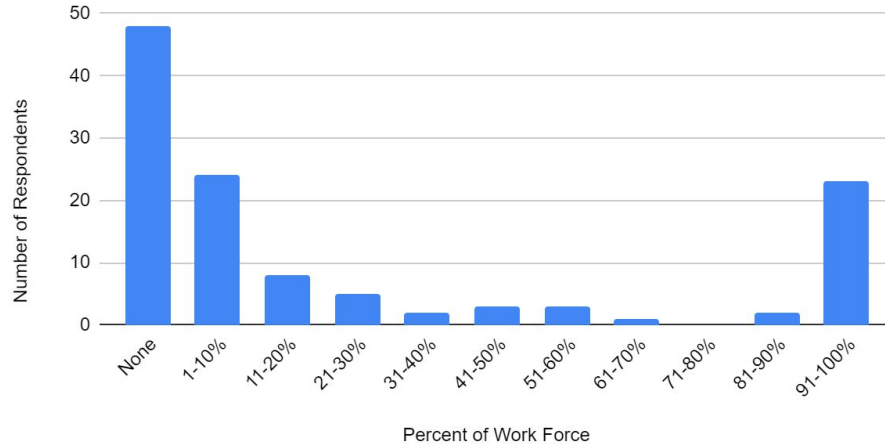


For how many weeks do you expect your business to survive if current conditions continue?

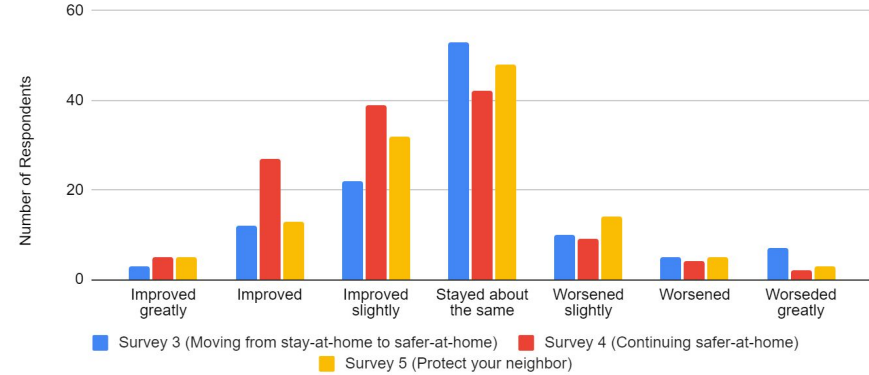


Business Economic Recovery Team Data

How many employees have you allowed to work from home since March 15, 2020?

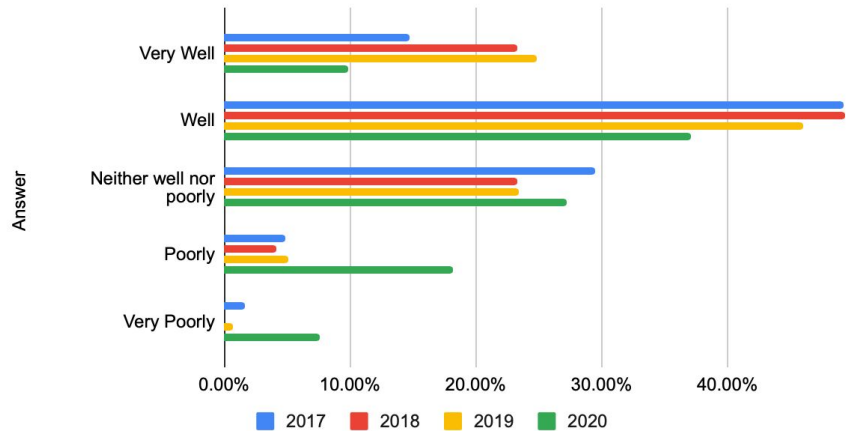


Regarding current economic conditions compared to two weeks ago, would you say that conditions have

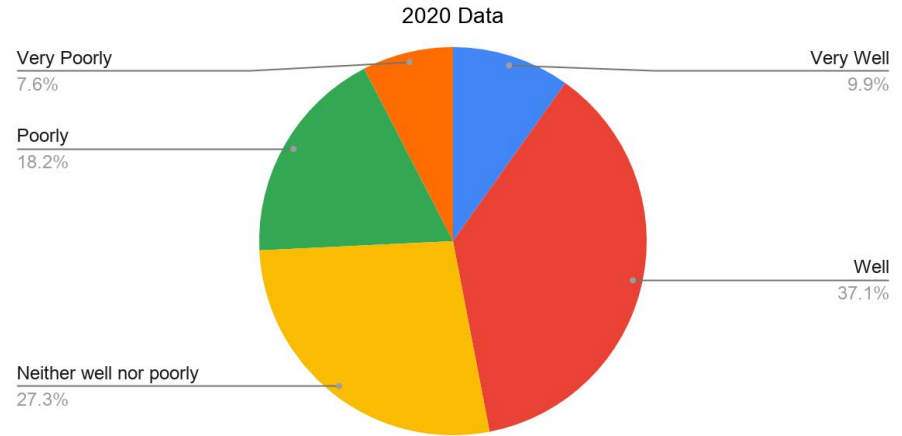


Perception of Performance Past 6 Months

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

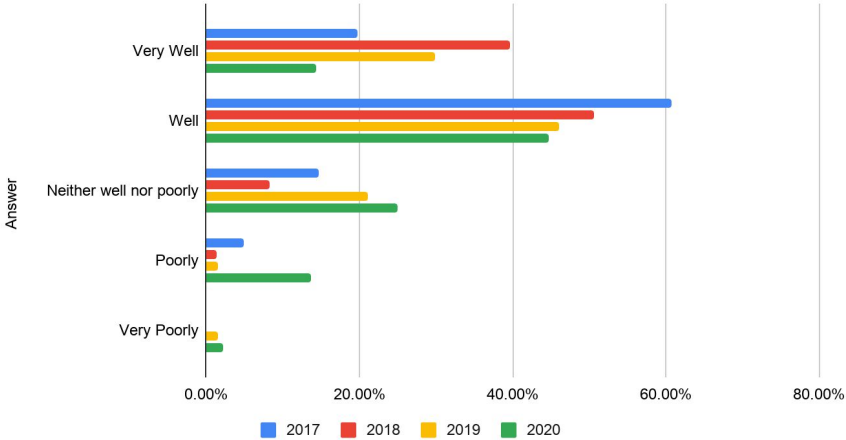


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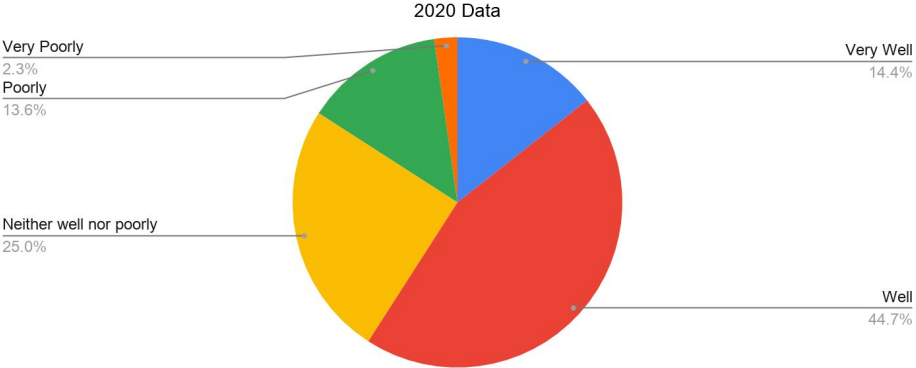


Performance Perception Future 6 Months

How do you expect industry to perform in the next 6 months

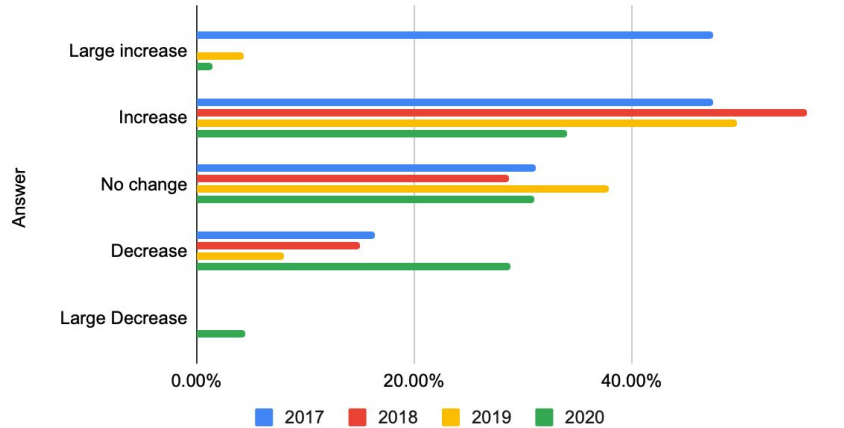


How do you expect your industry to perform in the next 6 months compared to the last 6 months?

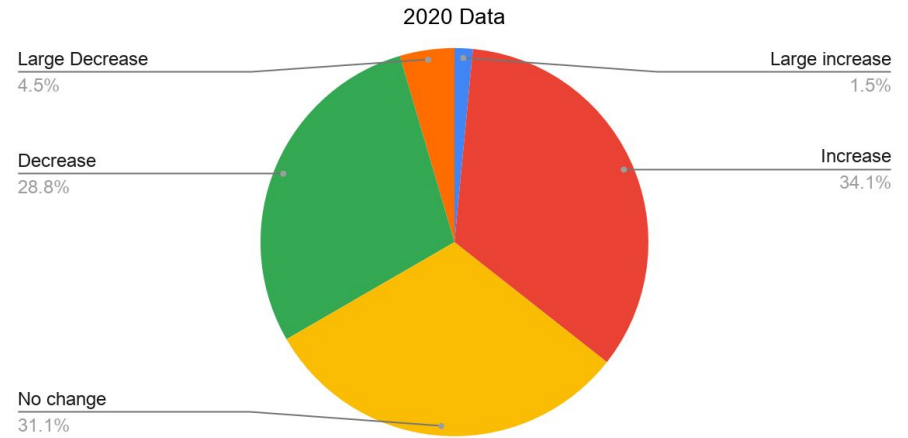


Profit Perception

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

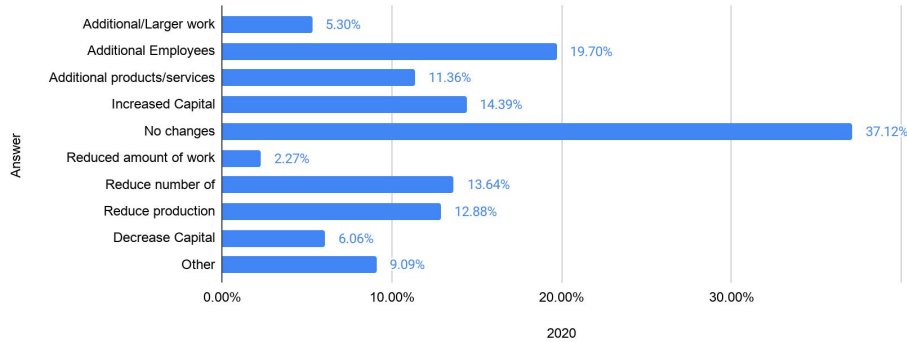


What changes in your profit or operating income do you expect to occur in the next 6 months compared to the last 6 months ?

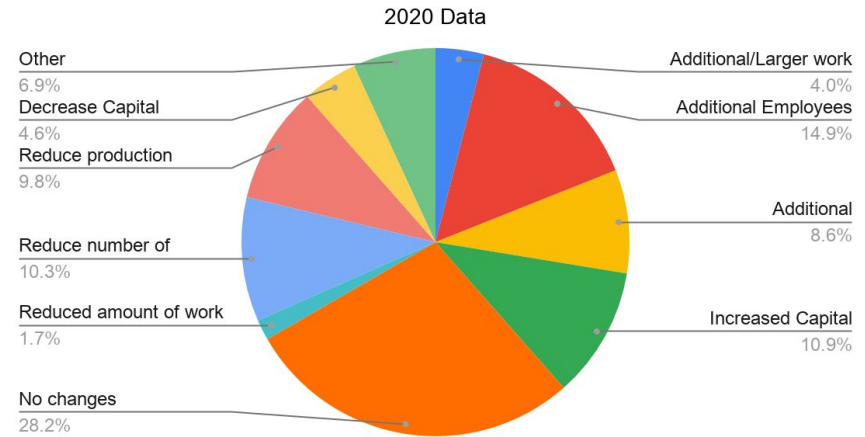


Perception of Change

In what ways do you expect your business to change in the next 6 months?

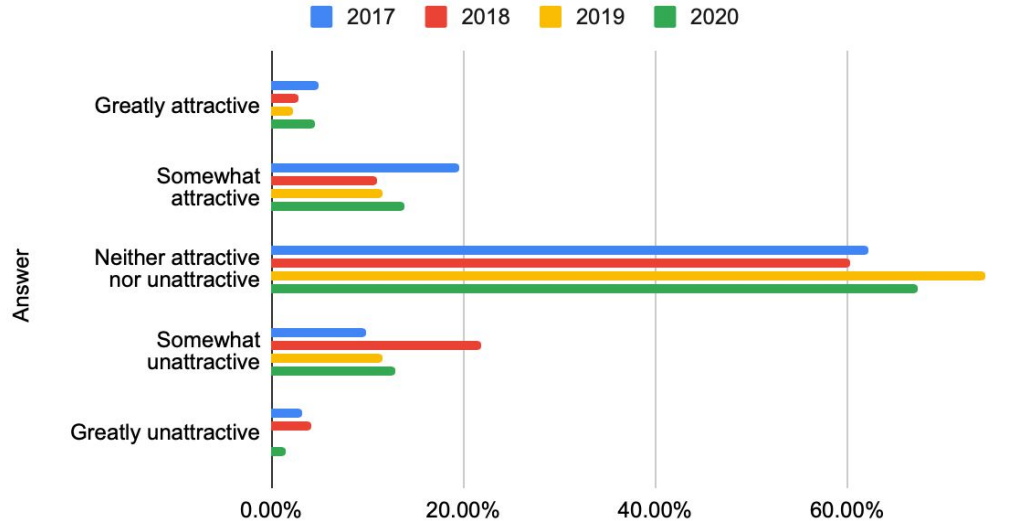


In what ways do you expect your business to change during the next 6 months ?



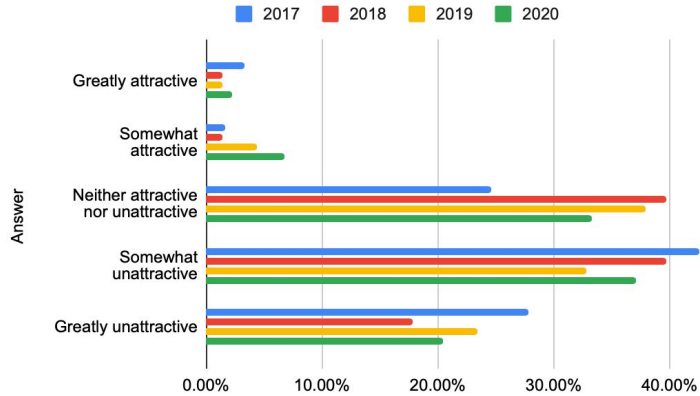
Natural Gas

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

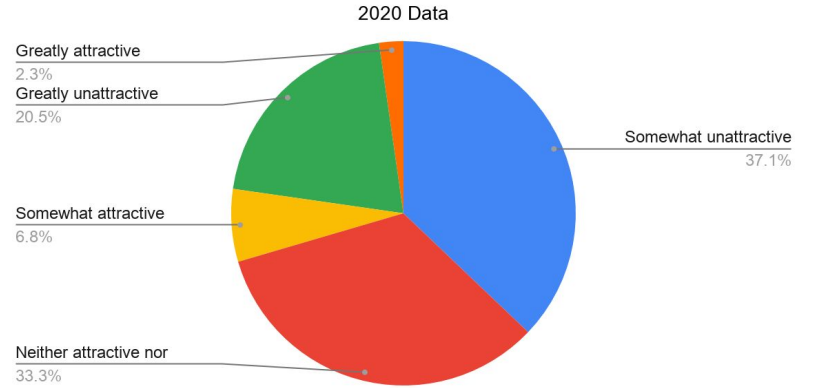


Electric Costs

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

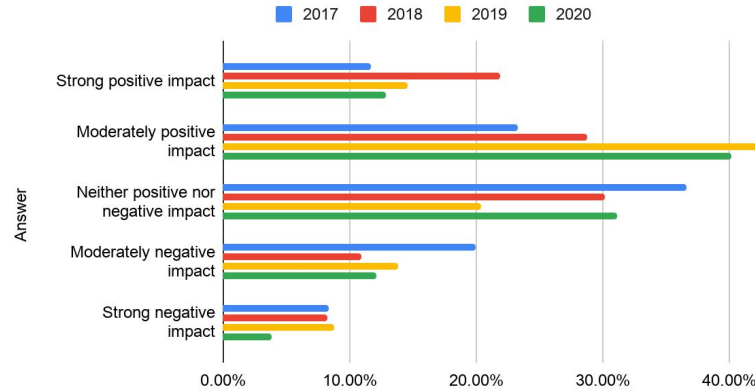


How do electricity costs affect attractiveness for conducting business in Pueblo?

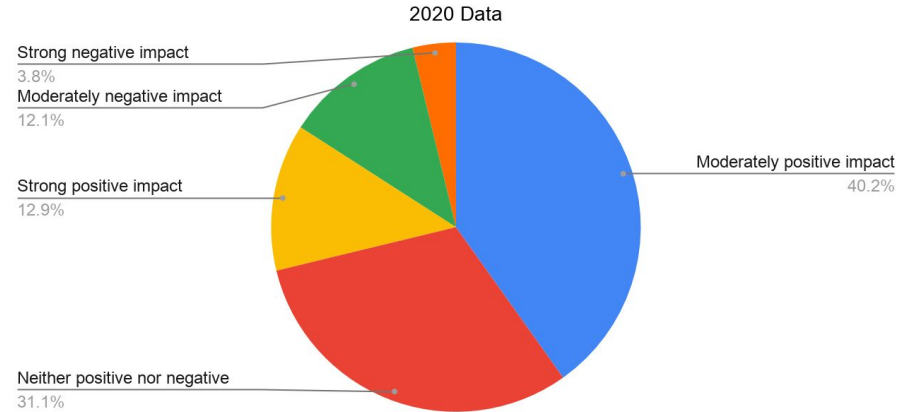


Sustainable Energy – Attraction and Retention

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

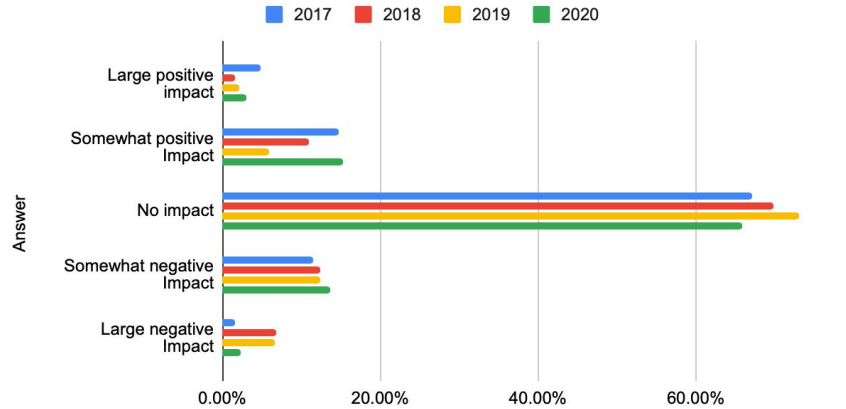


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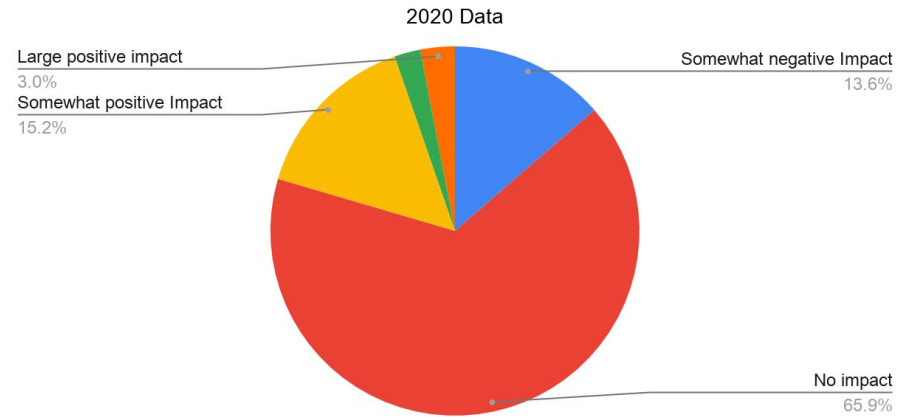


Public Transit

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

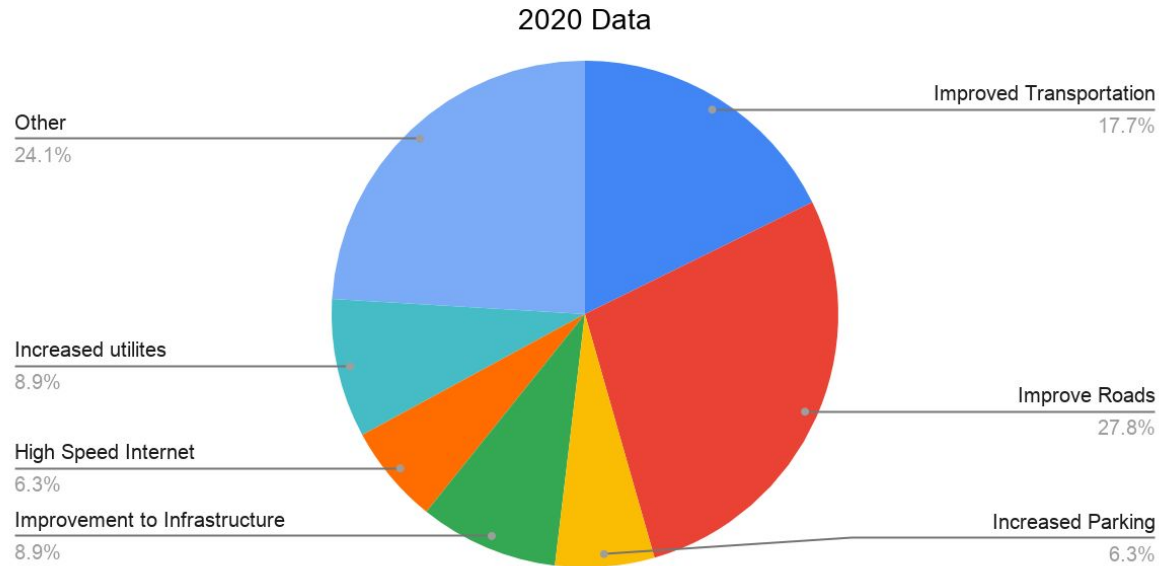


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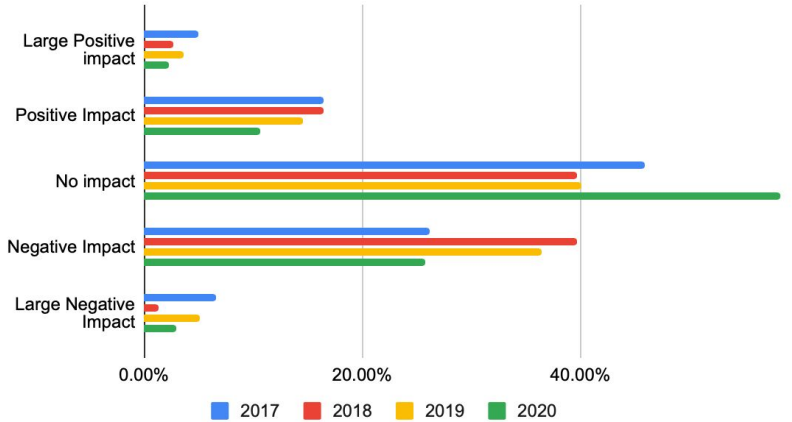
Infrastructure

What infrastructure improvement would be most beneficial to your business?

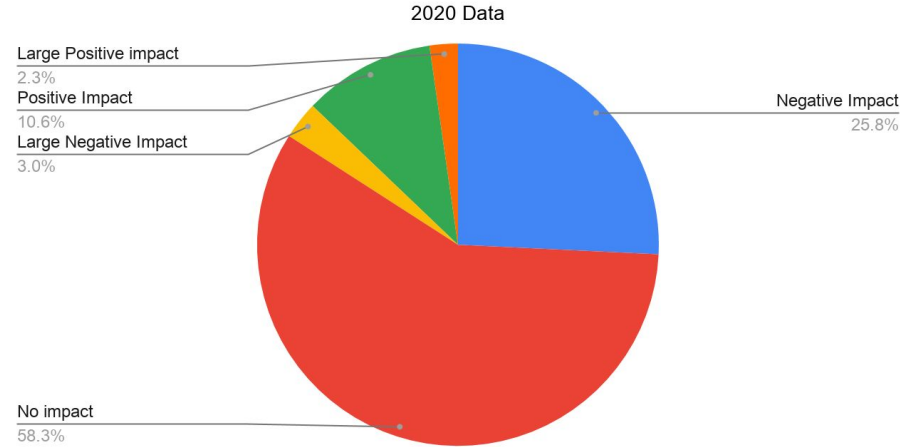


Infrastructure – Performance

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

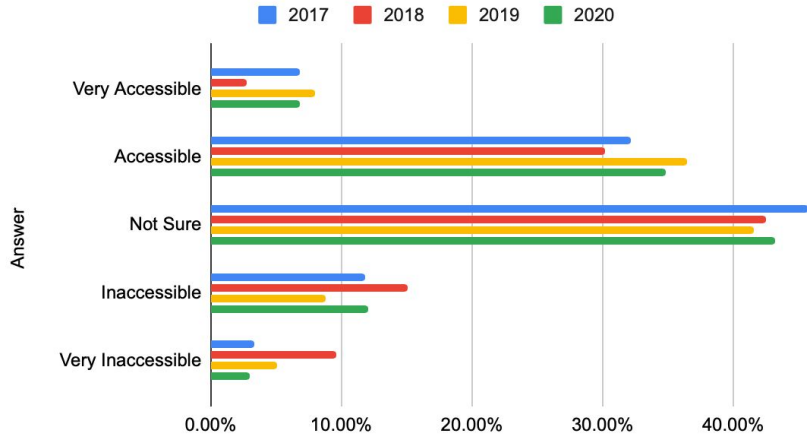


How does the current state of infrastructure (City/ County Services, transportation access, resource availability) in Pueblo impact the

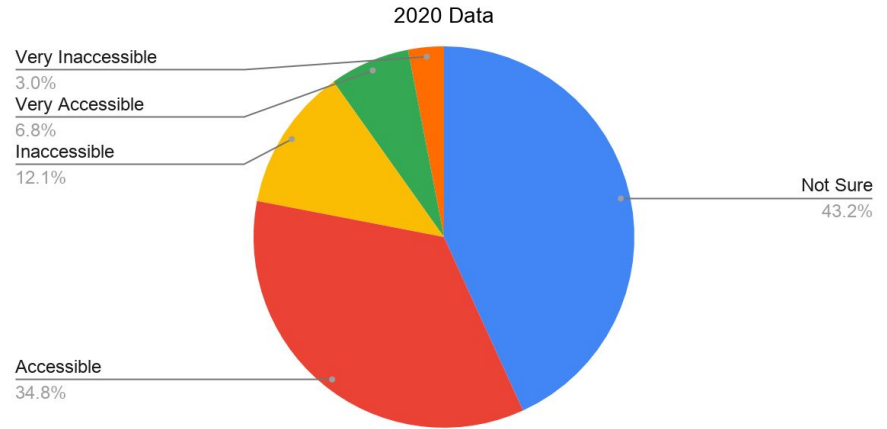


Entrepreneurial Tools

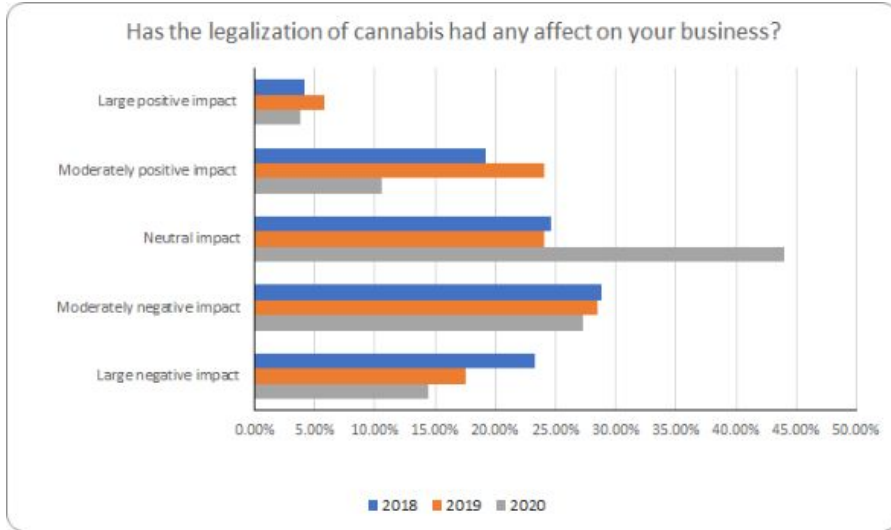
How accessible are sources of information and services for developing entrepreneurship in Pueblo?



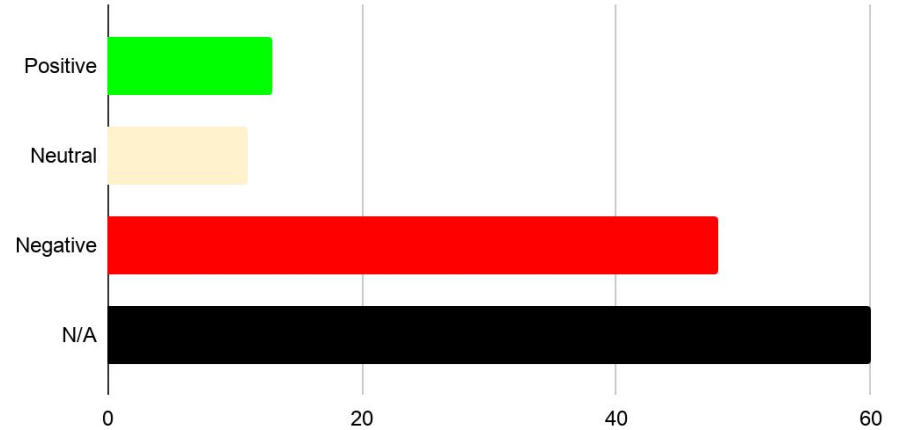
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Cannabis

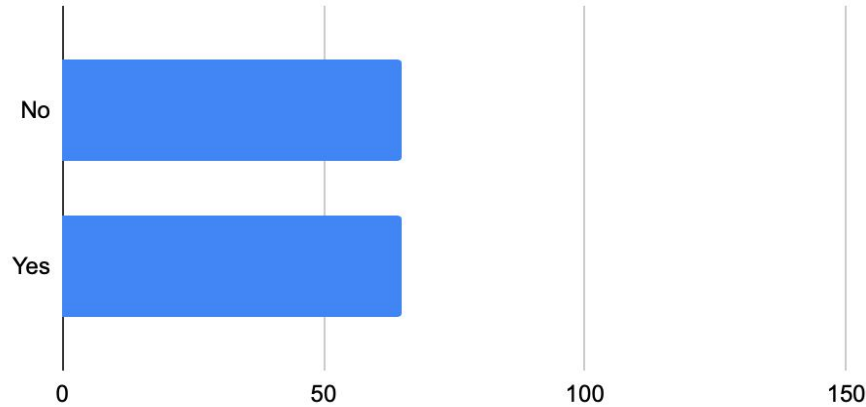


If you believe legalized cannabis has impacted your business, please indicate in what ways.

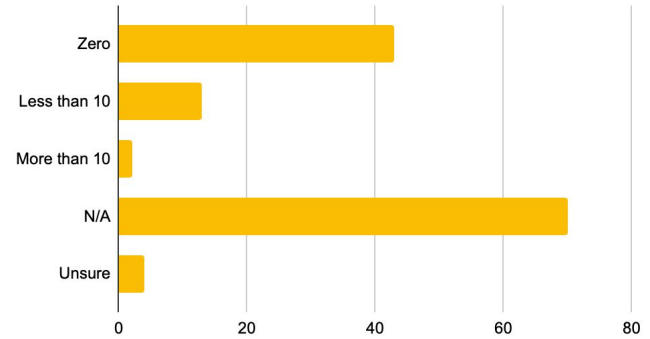


Drug Testing

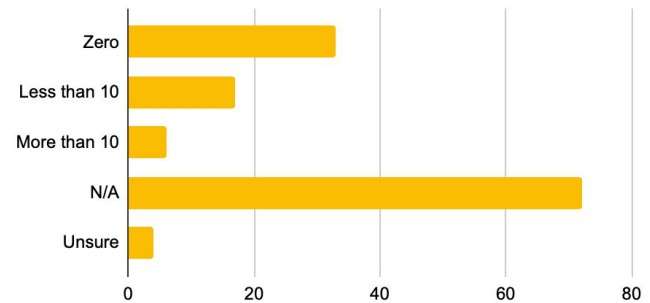
Do you have a drug testing or drug use policy for employees?



Number of employees terminated due to a failed drug test: 2020

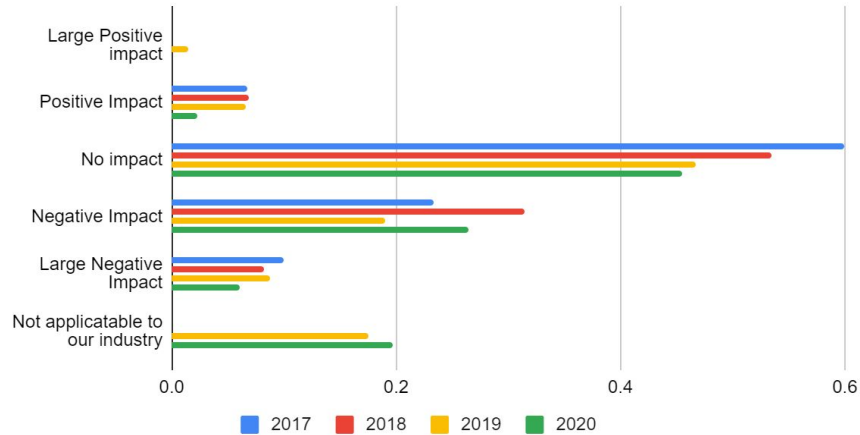


Number of applicants rejected due to a failed drug test : 2020

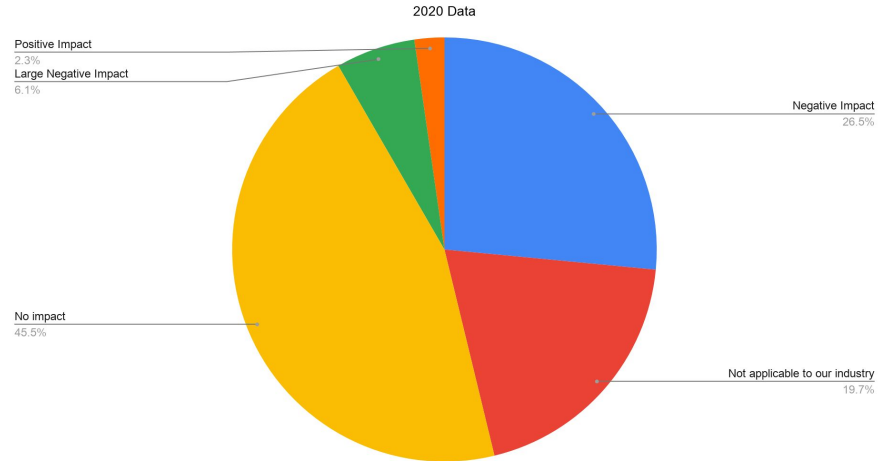


Minimum Wage – Profitability

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

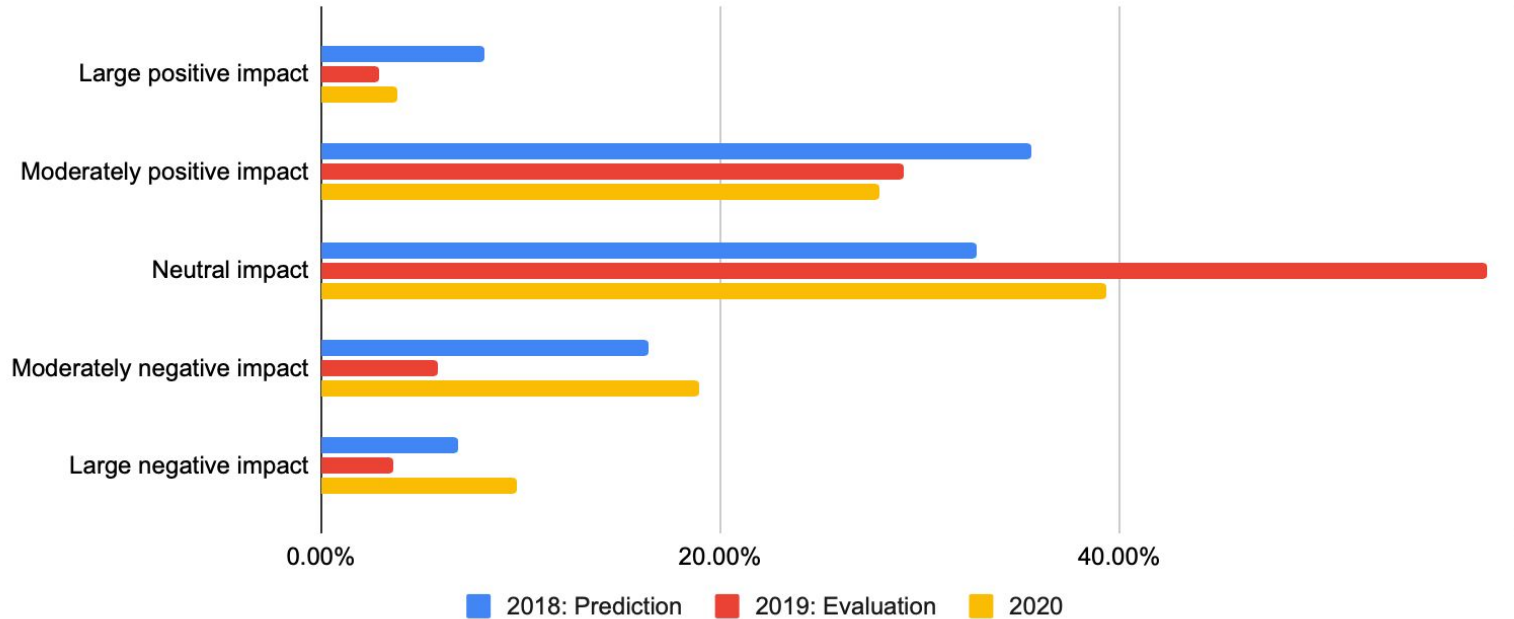


How has the most recent increase in Colorado's Minimum Wage affected profitability of your business? (Current Colorado Minimum Wage is \$12 v. 2019's \$11.10. Current Federal Minimum Wage is \$7.25)



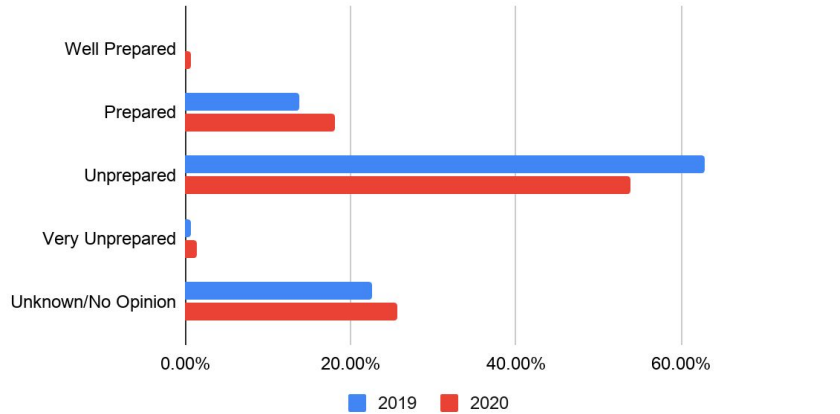
Mayor

Have decisions of the mayor impacted Pueblo's economy?

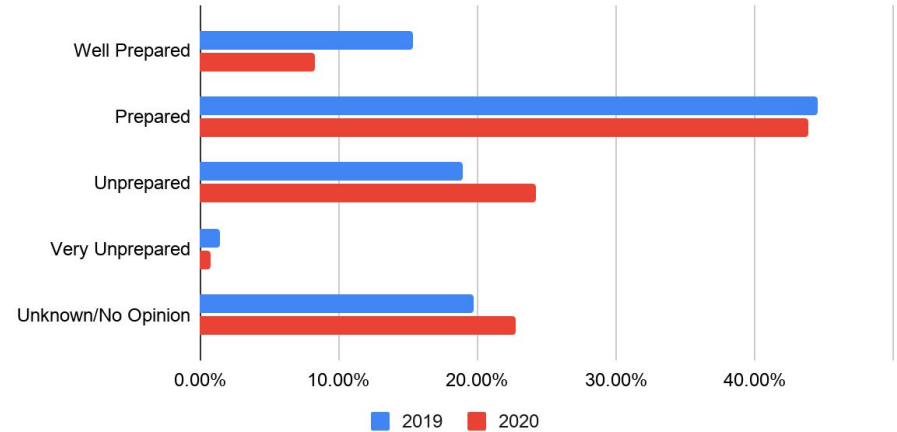


D60 and D70 Readiness

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

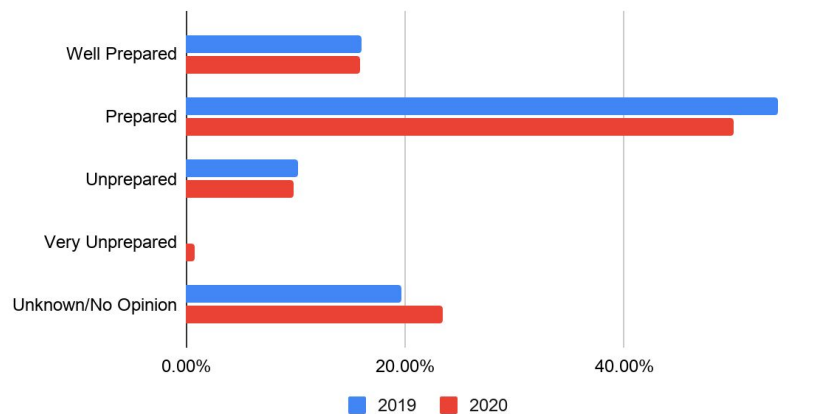


What is your perception of how well graduates from District 70 are prepared to enter the workforce?

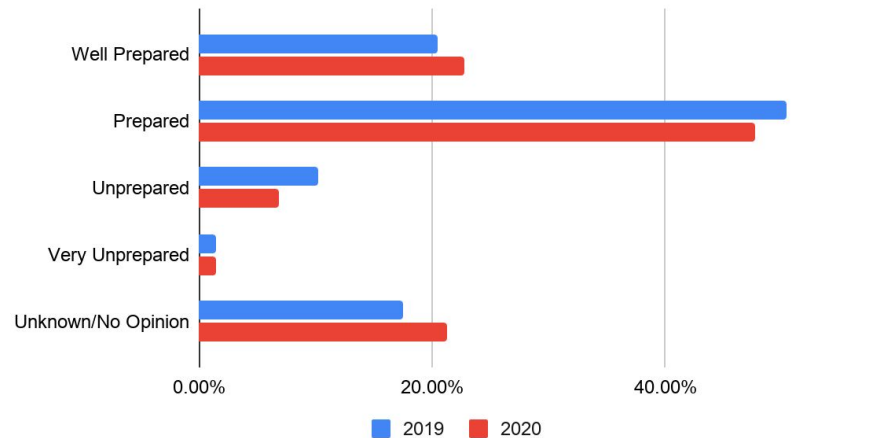


PCC and CSU-Pueblo Readiness

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

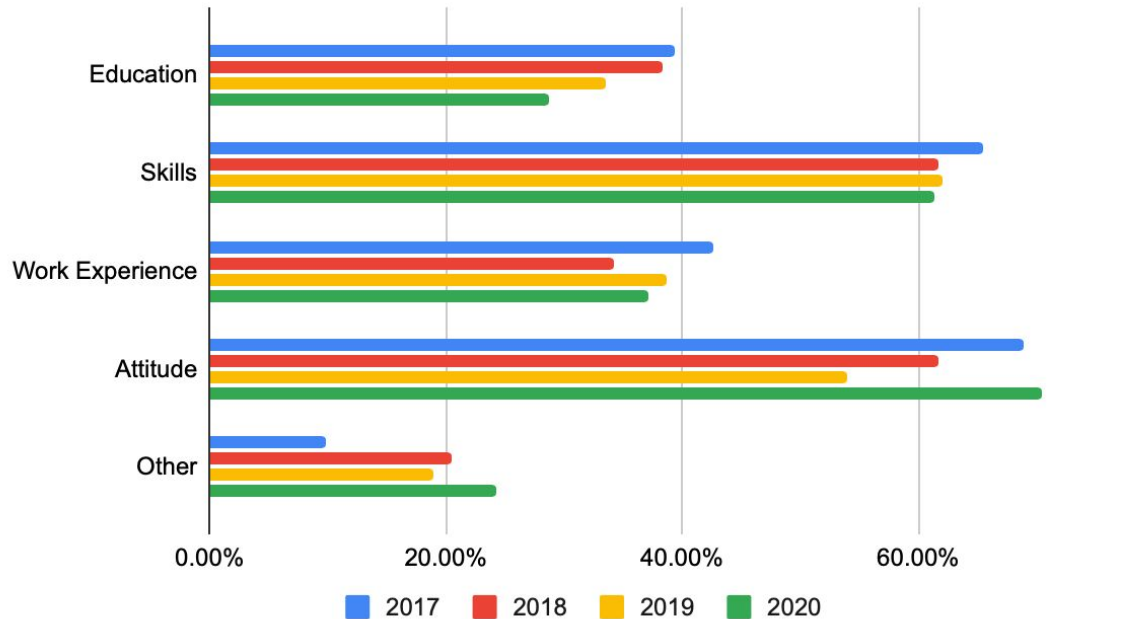


What is your perception of how well graduates from Colorado State University Pueblo are prepared to enter the workforce?



Preparedness of New Hires

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



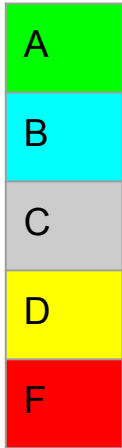
"Other"	2020
Commitment (punctuality, showing up, etc.)	7
Soft skills	5
Work Ethic	5
Less entitlement	4
communication	3
Drug Abstinence	3
Ethics	2
Pride in work	2
problem solving	2

Survey Comment Themes (FROM 2020... see comment)

Do you have any thoughts or comments to share about business in Pueblo or our economy?	
Bring in higher wage jobs/more jobs	5
Economic dissatisfaction due to COVID restrictions	4
High business taxes	3
Improve Pueblo's reputation/promoting positive aspects/plan	3
Local government dissatisfaction	3
PEDCO dissatisfaction	2

Comments that did not fit a theme, but are worth mentioning
Businesses need to invest in programs and such that can help their business.
No real resources for help, all looks great on paper but no real help
Still a great place to headquarter. We work from here in all the surrounding states.
What like to know the "sieve". Number of people working but not living in Pueblo. If they lived here more students in schools, more home ownership, money being spent in Pueblo.
Work together holistically

Economic Report Card (FROM 2020... see comment)



	2017	2018	2019	2020
JOBS/WORKFORCE				
Unemployment	D	B	D	D-
Job Growth/Job Creation	D-	D	C	D
Median Per Capita Income	F	F	D-	D
Attributes of Labor Force	D-	D-	D-	D
SCHOOLS				
D60	F	D	C-	C-
D70	D	C	C	C
PCC	A	A	A	A
CSU-Pueblo	B	A	B	B++
Health Care System	A	B	B	B+
Low Cost of Living	A-	A-	A-	B+
Reputation Regional/National	F	F	D	D+
Self Image	D-	D-	C-	C

Presentation Concluded

Comments or questions?

COLORADO STATE UNIVERSITY-PUEBLO

