



Helping communities identify targeted, sustainable economic development.

SANTA FE COUNTY, NM

ASAP MODEL OUTPUT

OCTOBER 30, 2020



 **ASAP** is a regional collaborative effort between these institutions and the Western Rural Development Center:



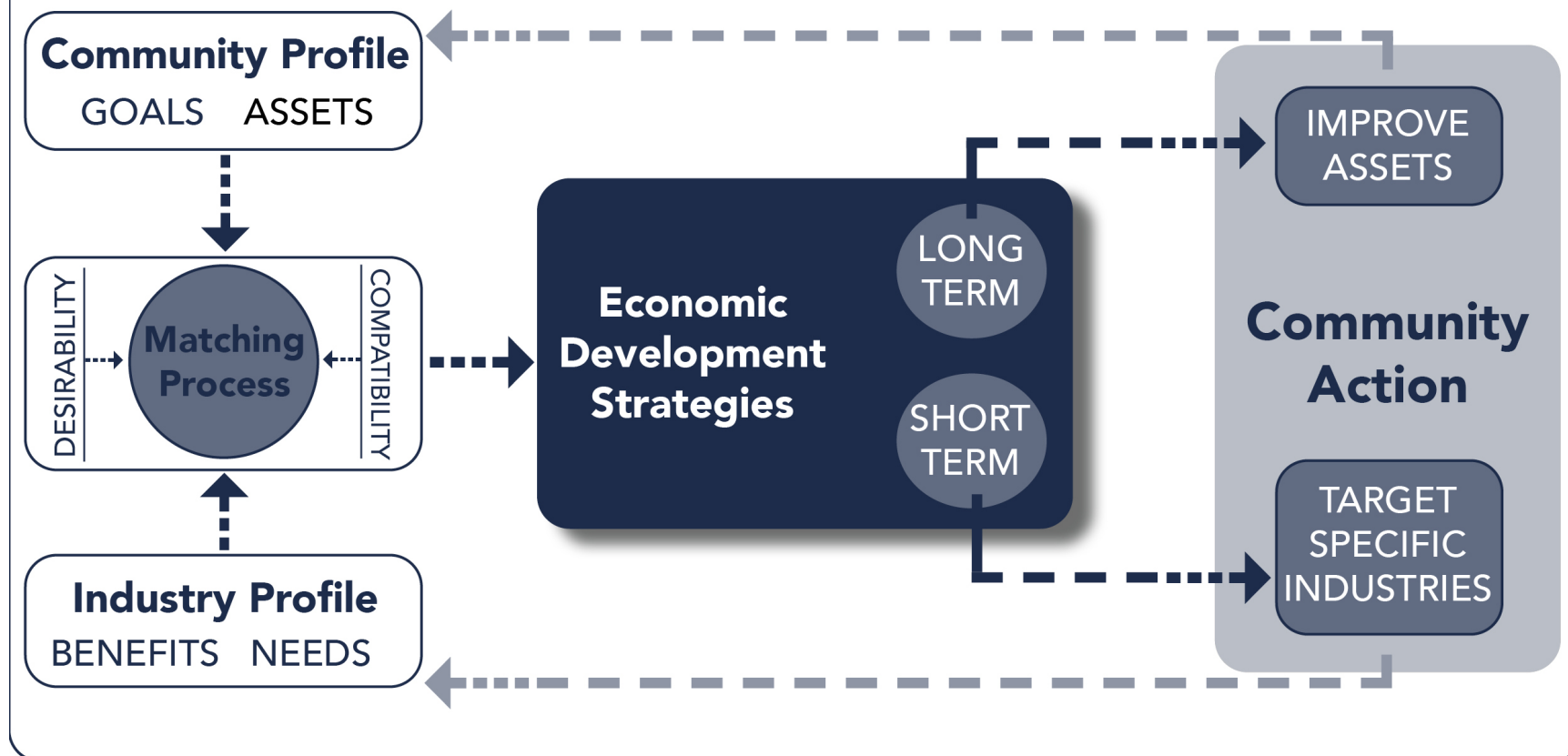
University of Nevada
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ASAP MODEL



ASAP DATA REQUIREMENTS

Primary

- Industry expansion and/or relocation needs and factors
 - Business survey
- Economic development goals and priorities
 - Business survey
 - Community survey
- Assets
 - Community asset inventory

Secondary

- IMPLAN
- U.S. Census Bureau
- U.S. EPA
- U.S. Bureau of Economic Analysis
- U.S. Bureau of Labor Statistics
- FBI
- Federation of Tax Administrators
- Etc.

BUSINESS RELOCATION CHOICE SURVEY

- Data collection began in 2003
 - Ongoing – ~150 new firms added per year since 2011
- Firms 'represent' 4-digit NAICS sector
 - 2,502 individual firms
 - 276 4-digit 2012 NAICS (88.5% of 312 sectors)
- Average observations per sector = 9
 - Median = 6
 - Min = 1 / Max = 69
- Target 10 observations per specific sector
 - Target 20 observation per 'other' sector
 - Emerging markets
 - Re-survey portion of existing firms

BUSINESS SURVEY DATA EXAMPLE

NAICS 4239 - Miscellaneous Durable Goods Merchant Wholesalers				N = 9
Physical Infrastructure	Not Important	Somewhat Important	Important	Very Important
Access within 30 minutes to an interstate highway	22%	44%	11%	22%
Access within 30 minutes to package freight services	67%	0%	0%	33%
Immediate access to a railhead or rail spur	78%	11%	0%	11%
Access within 30 minutes to rail freight	78%	22%	0%	0%
Access within 30 minutes to passenger air services	67%	33%	0%	0%
Access within 30 minutes to port or harbor facilities	78%	11%	0%	11%
Access within 30 minutes to an international trade port	78%	11%	0%	11%
Access to natural gas pipeline	100%	0%	0%	0%
Access within one day, at a reasonable cost, to the supplies you need	22%	11%	11%	56%
Access within one day, at a reasonable cost, to your customers	33%	33%	0%	33%
Access to 3-phase electric power	56%	0%	11%	33%
Access to fiber optic lines	22%	22%	11%	44%
Availability of high-volume water supply	100%	0%	0%	0%
Availability of high-volume wastewater disposal	100%	0%	0%	0%
Availability of solid waste disposal	67%	33%	0%	0%
Availability of cell phone service	0%	0%	11%	89%
Availability of local public transportation	78%	11%	11%	0%
Possibility for future expansion at site	22%	33%	22%	22%
Availability of high-speed internet	11%	0%	0%	89%
Access to ponds and streams	0%	0%	0%	0%
Availability of satellite transmission	0%	0%	0%	0%

BUSINESS SURVEY DATA EXAMPLE, CONT.

Economic Infrastructure	Not Important	Somewhat Important	Important	Very Important
Availability of managerial workforce	44%	33%	0%	22%
Availability of skilled workforce	33%	33%	0%	33%
Availability of technical workforce	44%	11%	11%	33%
Availability of unskilled workforce	67%	11%	0%	22%
Favorable local labor costs	33%	33%	0%	33%
Favorable worker's compensation tax rate	33%	11%	11%	44%
Favorable local business tax rates	11%	11%	0%	78%
Favorable state and local government incentives	100%	0%	0%	0%
Availability of union labor	56%	0%	0%	44%
Availability of specialized job training programs	89%	0%	0%	11%
Availability of long and short term financing	33%	56%	0%	11%
Existence of a business/trade association	78%	22%	0%	0%
Lenient environmental regulations	67%	11%	11%	11%

Quality of Life	Not Important	Somewhat Important	Important	Very Important
Low crime rate	11%	0%	22%	67%
Availability of affordable housing	11%	22%	11%	56%
Clean air and water	0%	11%	11%	78%
High quality natural ecosystem	22%	33%	22%	22%
Outdoor recreation opportunities	11%	44%	22%	22%
Social and cultural opportunities	33%	44%	22%	0%
Retail shopping opportunities	33%	67%	0%	0%
Quality educational system (K-12)	22%	0%	33%	44%
Access within 30 minutes to college or university	67%	22%	0%	11%
Availability of quality healthcare	22%	22%	22%	33%
Availability of public safety services (e.g. police, fire station)	11%	11%	22%	56%
Climate	22%	11%	22%	44%
Ease of attracting skilled workers	0%	0%	0%	0%

SANTA FE COUNTY, NM

COMMUNITY GOAL SURVEY

- 25 Surveys Completed
 - **Community Name Responses:** →
Agua Fria, Edgewood, Espanola
La Cienega, Las Dos, Madrid, Santa Fe
- Ranking of five goals per category
 - Environmental, Economic, Social
- Economic outlook
 - Personal and communities
- Rank quality of community characteristics
- Demographics



ASAP COMMUNITY

Community Name:

Date:

SANTA FE COUNTY, NM

COMMUNITY GOAL SURVEY

Table 1: Santa Fe County, NM Community Development Goal Rankings

	<i>Goal</i>	<i>Weight</i>	<i>Rank</i>
G1.	Economic Quality	39.90%	1
G2.	Environmental Quality	35.80%	2
G3.	Social Quality	24.30%	3

Table 2: Community Development Indicator Rankings

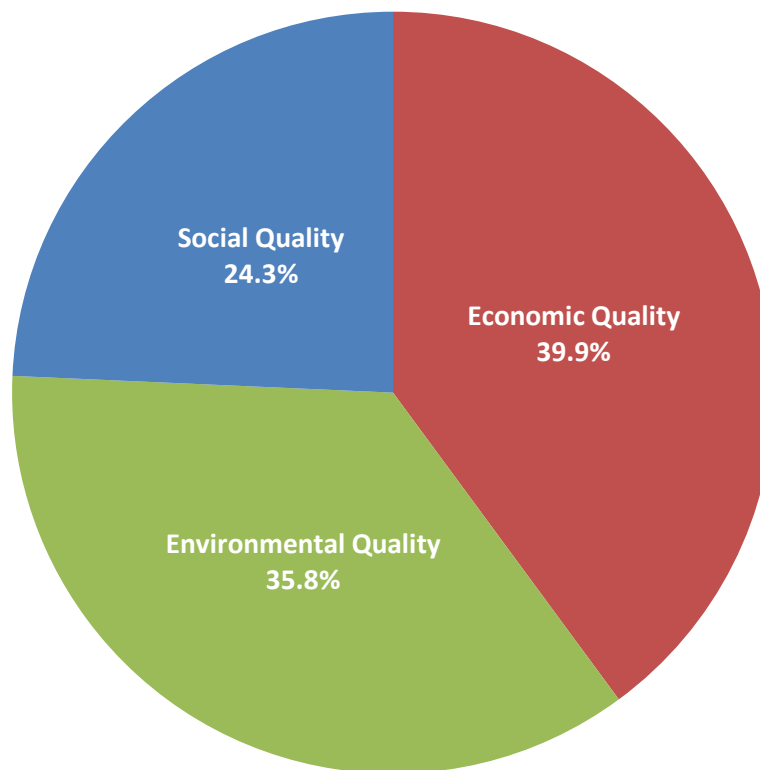
	<i>Indicator</i>	<i>Weight</i>	<i>Rank</i>
G1.	G1.I1 - Every new job generates additional jobs in the community	8.46%	4
	G1.I2 - New businesses return profits to the community	7.02%	8
	G1.I3 - New businesses hire locally	10.05%	1
	G1.I4 - New businesses buy locally	7.46%	7
	G1.I5 - New businesses increase the average local wage	6.86%	9
G2.	G2.I1 - New businesses do not pollute the water	9.95%	2
	G2.I2 - New businesses do not release toxic chemicals in the air	9.31%	3
	G2.I3 - New businesses are in compliance with hazardous waste management	7.84%	6
	G2.I4 - New businesses do not emit greenhouse gas	5.62%	10
	G2.I5 - New businesses do not develop undeveloped land	3.08%	15
G3.	G3.I1 - New businesses increase the local tax base	4.88%	11
	G3.I2 - New jobs are full-time	4.42%	12
	G3.I3 - New jobs offer benefits (health and/or retirement)	7.85%	5
	G3.I4 - New jobs provide training programs	3.72%	13
	G3.I5 - New businesses support community activities	3.45%	14

Number of observations	25
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SANTA FE COUNTY, NM

COMMUNITY GOAL SURVEY

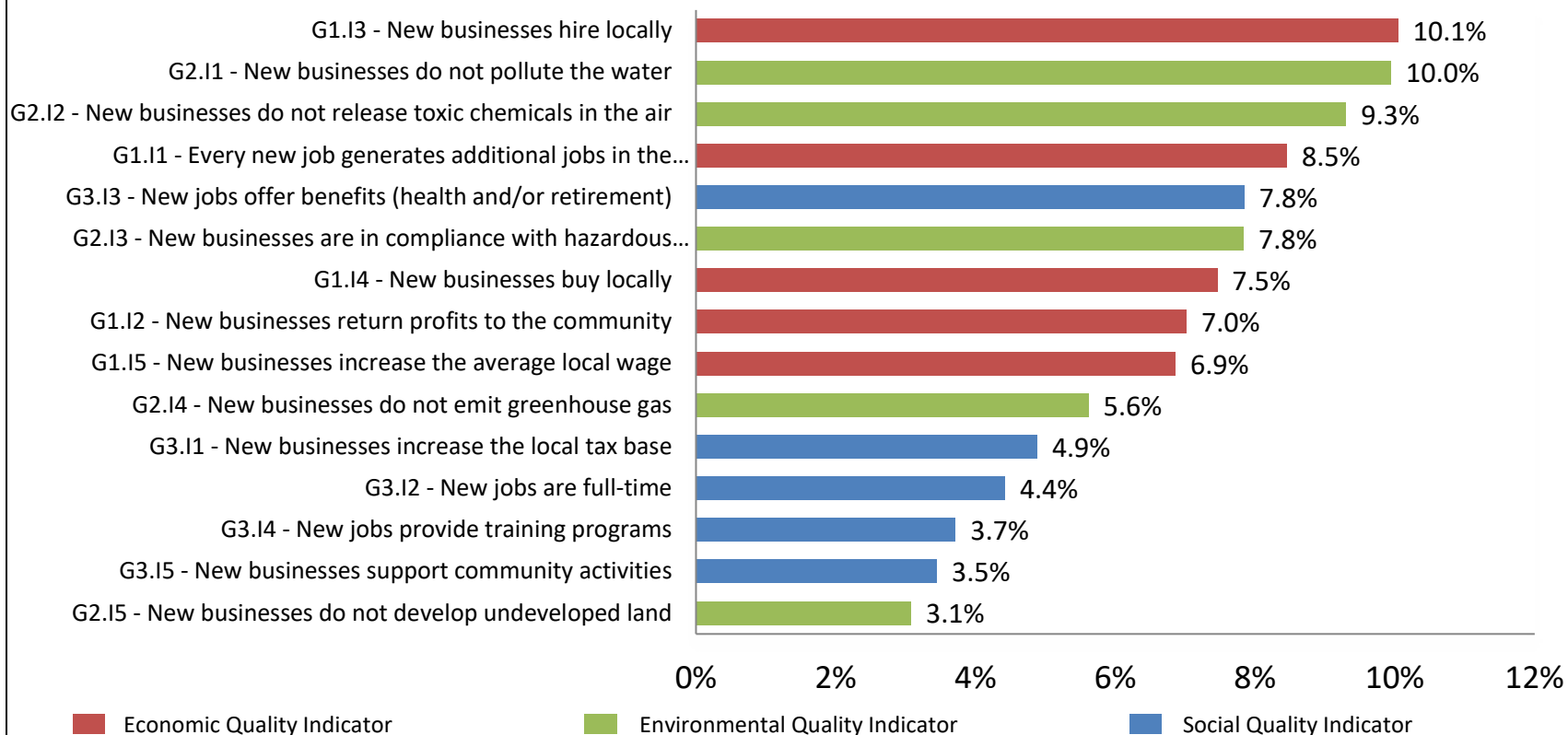
**Figure 1: Community Development Goal Weights:
Santa Fe County, NM**



SANTA FE COUNTY, NM

COMMUNITY GOAL SURVEY, CONT.

**Figure 2: Community Development Indicator Weights:
Santa Fe County, NM**



COMMUNITY ASSET INVENTORY

- Current and projected
 - Building space (retail, industrial, mfg., office)
 - Land (developed & undeveloped, ag and non-ag)
- Availability of infrastructure and services
 - Access to all types of transportation
 - Hi-tech
 - Water/sewer etc..
- Business and social indicators
 - Workforce (education, prevailing wage, etc..)



COMMUNITY ASSET INVENTORY (1 OF 2)

Asset	Description	Source	Asset Values			Asset Value Basis	
			Santa Fe Co., NM	Baseline	Ratio	Santa Fe Co., NM	Baseline
S1	Local acreage available (private)	CAI	6,519	---	---		
S2	Local manufacturing space availability (sq ft)	CAI	665,872	---	---		
S3	Local warehouse availability (sq ft)	CAI	665,872	---	---		
S4	Local office space availability (sq ft)	CAI	319,407	---	---		
S5	Local retail space availability (sq ft)	CAI	115,010	---	---		
A1	Access within 30 minutes to interstate	CAI	Yes	---	---		
A2	Access within 30 minutes to package freight	CAI	Yes	---	---		
A3	Access within 30 minutes to railhead	CAI	Yes	---	---		
A4	Access within 30 minutes to rail freight	CAI	Yes	---	---		
A5	Access within 30 minutes to passenger air	CAI	Yes	---	---		
A6	Access within 30 minutes to port/harbor	CAI	No	---	---		
A7	Access within 30 minutes to international port	CAI	No	---	---		
A8	Access to natural gas pipeline	CAI	Yes	---	---		
A9 & A10	Driving miles to metropolitan area population > 50,000	CAI	0	282	0.000%	Santa Fe, NM	Glasgow, MT
A11	3-phase electric	CAI	Yes	---	---		
A12	Fiber optic lines	CAI	Yes	---	---		
A13	High-volume water supply	CAI	Yes	---	---		
A14	High-volume wastewater disposal	CAI	Yes	---	---		
A15	Solid waste disposal	CAI	Yes	---	---		
A16*	Cell phone service	CAI	N/A	N/A	N/A		
A17	Local public transportation	CAI	Yes	---	---		
A18	Expansion site	CAI	Yes	---	---		
A19	High-speed internet	CAI	Yes	---	---		



COMMUNITY ASSET INVENTORY (2 OF 2)

Asset	Description	Source	Asset Values			Asset Value Basis	
			Santa Fe Co., NM	Baseline	Ratio	Santa Fe Co., NM	Baseline
A20	% of workforce with college degree or equivalent	CAI	0.409	0.785	52.102%	Falls Church City, VA	
A21	% of workforce with HS degree or equivalent	CAI	0.889	0.988	89.980%	Falls Church City, VA	
A22	% of workforce with less than HS degree	CAI	0.111	0.664	16.717%	Kenedy Co., TX	
A23	Prevailing yearly wage	CAI	\$ 36,281.00	\$ 78,830.00	46.024%	Los Alamos Co., NM	
A24	Workers compensation tax rate	CAI	0.011	0.031	34.091%	NY	
A25	Business income tax rate	CAI	0.054	0.100	53.554%	PA	
A26*	Local and state government incentives	CAI	N/A	N/A	N/A		
A27*	Union labor	CAI	N/A	N/A	N/A		
A28	Specialized job training programs (excl. college and university)	CAI	Yes	---	---		
A29	Short- and long-term financing	CAI	Yes	---	---		
A30*	Business/trade association	CAI	N/A	N/A	N/A		
A31	Crime rate	CAI	0.044	0.083	52.701%	St. Louis, MO	
A32	Median home price	CAI	\$ 282,600.00	\$ 1,251,200.00	22.586%	San Jose (et.al), CA MSA	
A33	Air and water quality	CGS	7.7	---	---		
A34	Natural ecosystem	CGS	8.1	---	---		
A35	Outdoor recreation opportunities	CGS	7.8	---	---		
A36	Social and cultural opportunities	CGS	7.0	---	---		
A37	Retail shopping opportunities	CGS	5.8	---	---		
A38	Education system (K-12)	CGS	4.3	---	---		
A39	Access within 30 minutes to a college or university	CAI	Yes	---	---		
A40	Health care services	CGS	6.4	---	---		
A41	Public safety services (e.g. police, fire)	CGS	6.5	---	---		

* = Not included in ASAP Model

CAI = Community Asset Inventory - values provided by steering committee; ratio values validated and modified where necessary

CGS = Community Goal Survey - average of all community survey rankings (1=lowest, 10=highest)

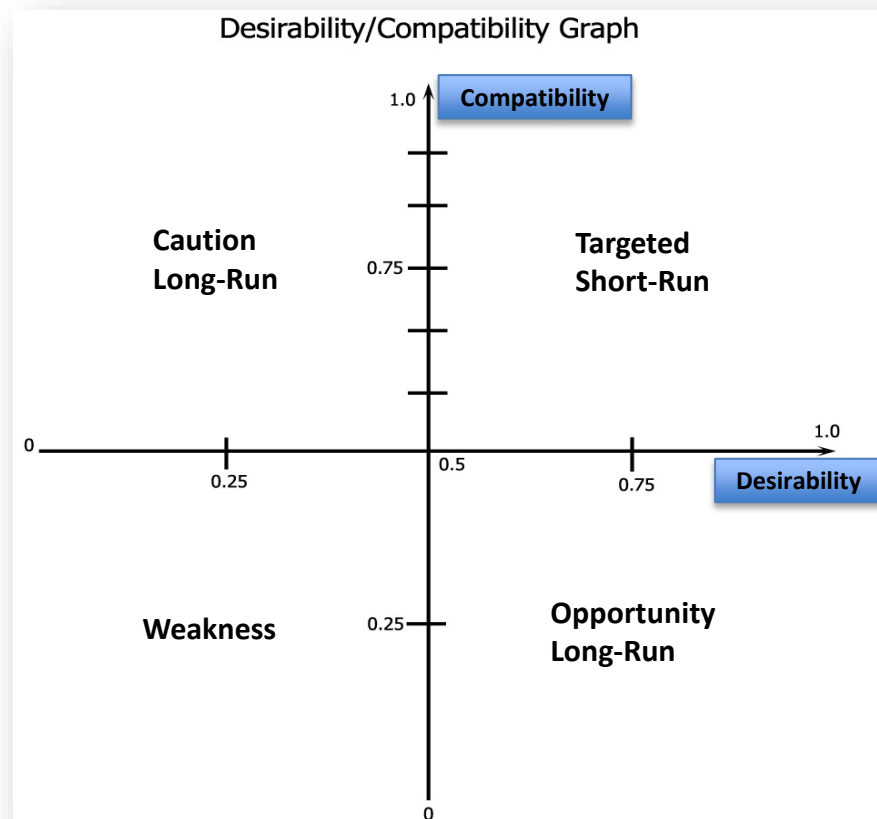
NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM – (NAICS)

- NAICS is the standard classification system used by federal agencies when reporting economics statistics related to business sectors.
- NAICS sectors can be aggregated at several different levels from 2-digit to 6-digit with the numerical NAICS code increasing as the business sector is further disaggregated.
- ASAP targeted sectors are reported using 2017 NAICS 4-digit level of aggregation.

NAICS Aggregation	NAICS Aggregation Description	NAICS Example	NAICS Example Sector Description
XX	Industry Sector (20 broad sectors up from 10 SIC)	11	Agriculture, Forestry, Fishing and Hunting
XXX	Industry Sub sector	111	Crop Production
XXXX	Industry Group	1113	Fruit and Tree Nut Farming
XXXXX	Industry	11133	Non-citrus Fruit and Tree Nut Farming
XXXXXX	U.S., Canadian or Mexican National specific	111331	Apple Orchards

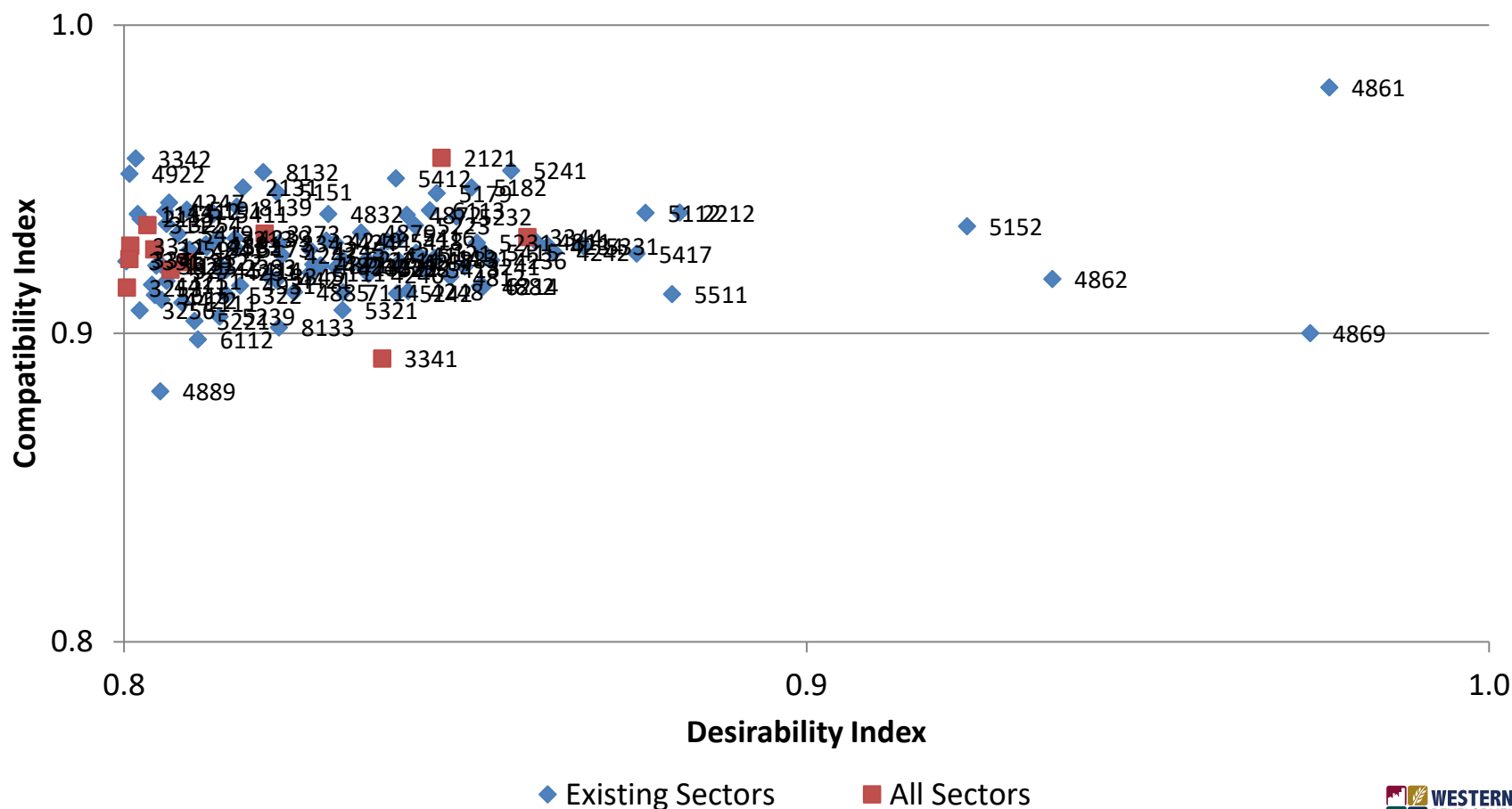
COMPATIBILITY AND DESIRABILITY INDEXES

- Compatibility = community meets industry production requirements
 - Objective measures (assets)
- Desirability = industry meets community goals and priorities
 - Subjective measures (survey ranking)
- Remember 'C' before 'D'



SANTA FE COUNTY, NM – HIGH INDEX NAICS COMPATIBILITY AND DESIRABILITY >.80

Figure 4: Santa Fe County, NM ASAP Results (Zoomed)



SANTA FE COUNTY, NM – HIGH INDEX NAICS COMPATIBILITY AND DESIRABILITY >.80

Table 4: Industries with High Desirability and Compatibility Index Scores (Index > .80)

NAICS4	Description	Count
111	Crop Production	2
113	Forest and Logging	2
211	Oil and Gas Extraction	1
212	Mining (except Oil and Gas)	1
221	Utilities	2
238	Specialty Trade Contractors	2
311	Food Manufacturing	1
312	Beverage and Tobacco Product Manufacturing	1
324	Petroleum and Coal Products Manufacturing	1
325	Chemical Manufacturing	5
327	Nonmetallic Mineral Product Manufacturing	2
331	Primary Metal Manufacturing	1
334	Computer and Electronic Product Manufacturing	6
339	Miscellaneous Manufacturing	1
423	Merchant Wholesalers, Durable Goods	8
424	Merchant Wholesalers, Nondurable Goods	9
441	Motor Vehicle and Parts Dealers	2
442	Furniture and Home Furnishings Stores	2
481	Air Transportation	2
482	Rail Transportation	1
483	Water Transportation	1
484	Truck Transportation	1

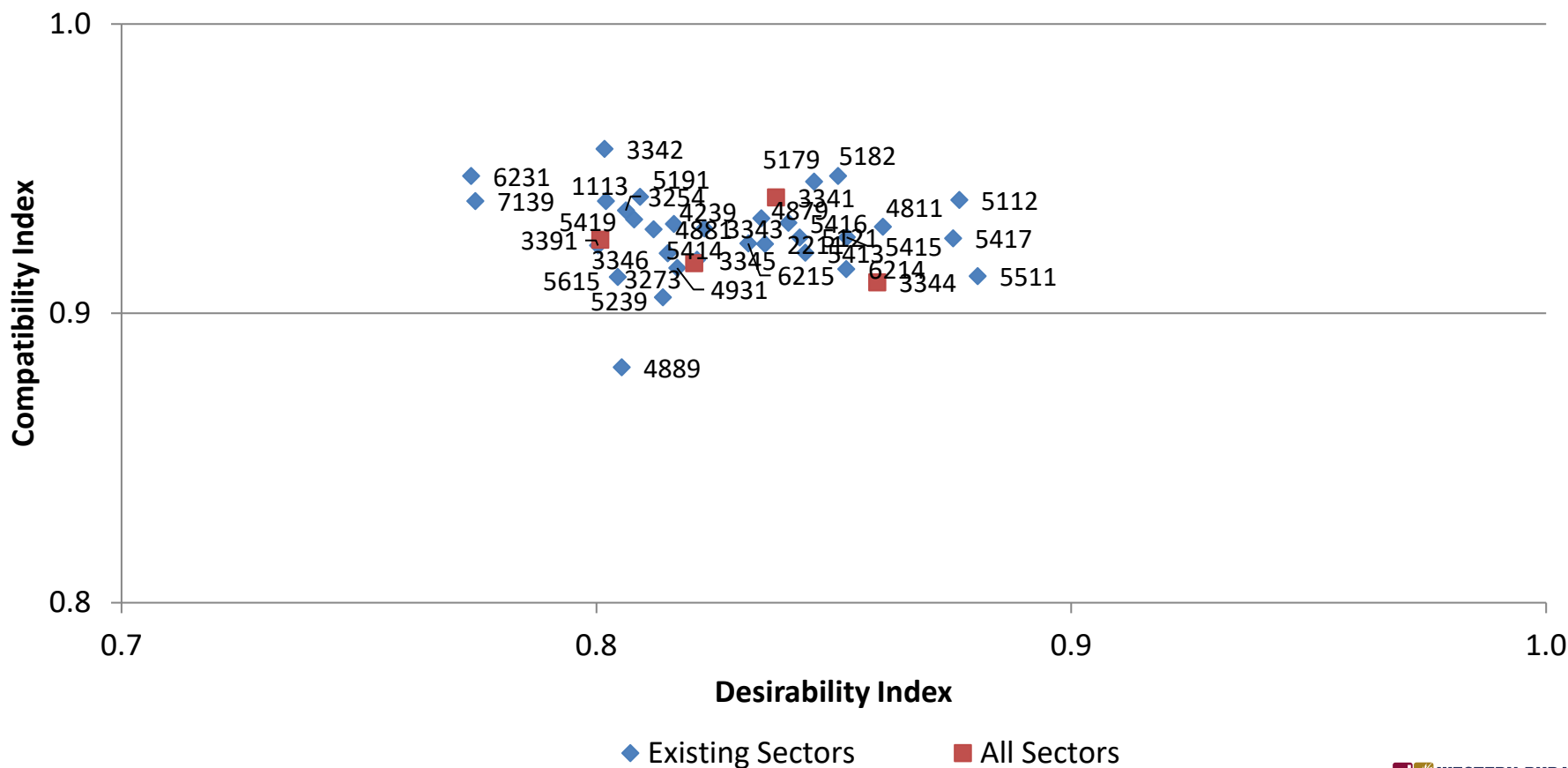


SANTA FE COUNTY, NM – HIGH INDEX NAICS COMPATIBILITY AND DESIRABILITY >.80

486	Pipeline Transportation	3
487	Scenic and Sightseeing Transportation	3
488	Support Activities for Transportation	5
492	Couriers and Messengers	1
511	Publishing Industries	2
512	Motion Picture and Sound Recording Industries	1
515	Broadcasting	2
517	Telecommunications	2
518	Data Processing, Hosting, and Related Services	1
522	Credit Intermediation and Related Activities	3
523	Securities, Commodity Contracts, and Other Financial Investments and Related Activities	3
524	Insurance Carriers and Related Activities	2
532	Rental and Leasing Services	2
533	Lessors of Nonfinancial Intangible Assets	1
541	Professional, Scientific, and Technical Services	9
551	Management of Companies and Enterprises	1
561	Administrative and Support Services	1
562	Waste Management and Remediation Services	1
611	Educational Services	2
621	Ambulatory Health Care Services	2
711	Performing Arts, Spectator Sports, and Related Industries	1
721	Accommodation	1
813	Religious, Grantmaking, Civic, Professional, and Similar Organizations	3

SANTA FE COUNTY, NM– TARGET INDUSTRIES

Figure 5: Santa Fe County, NM ASAP Results (Targeted)





SANTA FE COUNTY, NM– TARGET INDUSTRIES

NAICS4	Description	Existing	DI	CI
1113	Fruit and Tree Nut Farming	X	0.8020	0.9388
2211	Electric Power Generation, Transmission and Distribution	X	0.8355	0.9239
3254	Pharmaceutical and Medicine Manufacturing	X	0.8062	0.9355
3273	Cement and Concrete Product Manufacturing		0.8206	0.9173
3341	Computer and Peripheral Equipment Manufacturing		0.8378	0.9400
3342	Communications Equipment Manufacturing	X	0.8017	0.9568
3343	Audio and Video Equipment Manufacturing	X	0.8227	0.9293
3344	Semiconductor and Other Electronic Component Manufacturing		0.8591	0.9107
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	X	0.8212	0.9185
3346	Manufacturing and Reproducing Magnetic and Optical Media		0.8008	0.9254
3391	Medical Equipment and Supplies Manufacturing	X	0.8003	0.9234
4239	Miscellaneous Durable Goods Merchant Wholesalers	X	0.8163	0.9309
4811	Scheduled Air Transportation	X	0.8603	0.9299
4879	Scenic and Sightseeing Transportation, Other	X	0.8347	0.9328
4881	Support Activities for Air Transportation	X	0.8120	0.9290
4889	Other Support Activities for Transportation	X	0.8053	0.8813
4931	Warehousing and Storage	X	0.8170	0.9156
5112	Software Publishers	X	0.8764	0.9391
5121	Motion Picture and Video Industries	X	0.8428	0.9262
5179	Other Telecommunications	X	0.8458	0.9455
5182	Data Processing, Hosting, and Related Services	X	0.8509	0.9474
5191	Other Information Services	X	0.8092	0.9402
5239	Other Finance Investment Activities	X	0.8140	0.9055
5413	Architectural, Engineering, and Related Services	X	0.8440	0.9209
5414	Specialized Design Services	X	0.8150	0.9207
5415	Computer Systems Design and Related Services	X	0.8527	0.9263
5416	Management, Scientific, and Technical Consulting Services	X	0.8404	0.9312
5417	Scientific Research and Development Services	X	0.8751	0.9259
5419	Other Professional, Scientific, and Technical Services	X	0.8079	0.9324
5511	Management of Companies and Enterprises	X	0.8803	0.9128
5615	Travel Arrangement and Reservation Services	X	0.8045	0.9125
6214	Outpatient Care Centers	X	0.8526	0.9153
6215	Medical and Diagnostic Laboratories	X	0.8320	0.9241
6231	Nursing Care Facilities (Skilled Nursing Facilities)	X	0.7736	0.9474
7139	Other Amusement and Recreation Industries	X	0.7745	0.9388



SANTA FE COUNTY, NM– TARGET INDUSTRIES

NAICS3	NAICS4	Description	Existing	DI	CI
	1113	Fruit and Tree Nut Farming	X	0.8020	0.9388
	2211	Electric Power Generation, Transmission and Distribution	X	0.8355	0.9239
	3254	Pharmaceutical and Medicine Manufacturing	X	0.8062	0.9355
	3273	Cement and Concrete Product Manufacturing		0.8206	0.9173
334	3341	Computer and Peripheral Equipment Manufacturing		0.8378	0.9400
Computer and Electronic Product Manufacturing	3342	Communications Equipment Manufacturing	X	0.8017	0.9568
	3343	Audio and Video Equipment Manufacturing	X	0.8227	0.9293
	3344	Semiconductor and Other Electronic Component Manufacturing		0.8591	0.9107
	3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	X	0.8212	0.9185
	3346	Manufacturing and Reproducing Magnetic and Optical Media		0.8008	0.9254
	3391	Medical Equipment and Supplies Manufacturing	X	0.8003	0.9234
	4239	Miscellaneous Durable Goods Merchant Wholesalers	X	0.8163	0.9309
	4811	Scheduled Air Transportation	X	0.8603	0.9299
	4879	Scenic and Sightseeing Transportation, Other	X	0.8347	0.9328
	4881	Support Activities for Air Transportation	X	0.8120	0.9290
	4889	Other Support Activities for Transportation	X	0.8053	0.8813
	4931	Warehousing and Storage	X	0.8170	0.9156
	5112	Software Publishers	X	0.8764	0.9391
	5121	Motion Picture and Video Industries	X	0.8428	0.9262
	5179	Other Telecommunications	X	0.8458	0.9455
	5182	Data Processing, Hosting, and Related Services	X	0.8509	0.9474
	5191	Other Information Services	X	0.8092	0.9402
	5239	Other Finance Investment Activities	X	0.8140	0.9055
541	5413	Architectural, Engineering, and Related Services	X	0.8440	0.9209
Professional, Scientific, and Technical Services	5414	Specialized Design Services	X	0.8150	0.9207
	5415	Computer Systems Design and Related Services	X	0.8527	0.9263
	5416	Management, Scientific, and Technical Consulting Services	X	0.8404	0.9312
	5417	Scientific Research and Development Services	X	0.8751	0.9259
	5419	Other Professional, Scientific, and Technical Services	X	0.8079	0.9324
	5511	Management of Companies and Enterprises	X	0.8803	0.9128
	5615	Travel Arrangement and Reservation Services	X	0.8045	0.9125
	6214	Outpatient Care Centers	X	0.8526	0.9153
	6215	Medical and Diagnostic Laboratories	X	0.8320	0.9241
	6231	Nursing Care Facilities (Skilled Nursing Facilities)	X	0.7736	0.9474
	7139	Other Amusement and Recreation Industries	X	0.7745	0.9388

QUESTIONS?

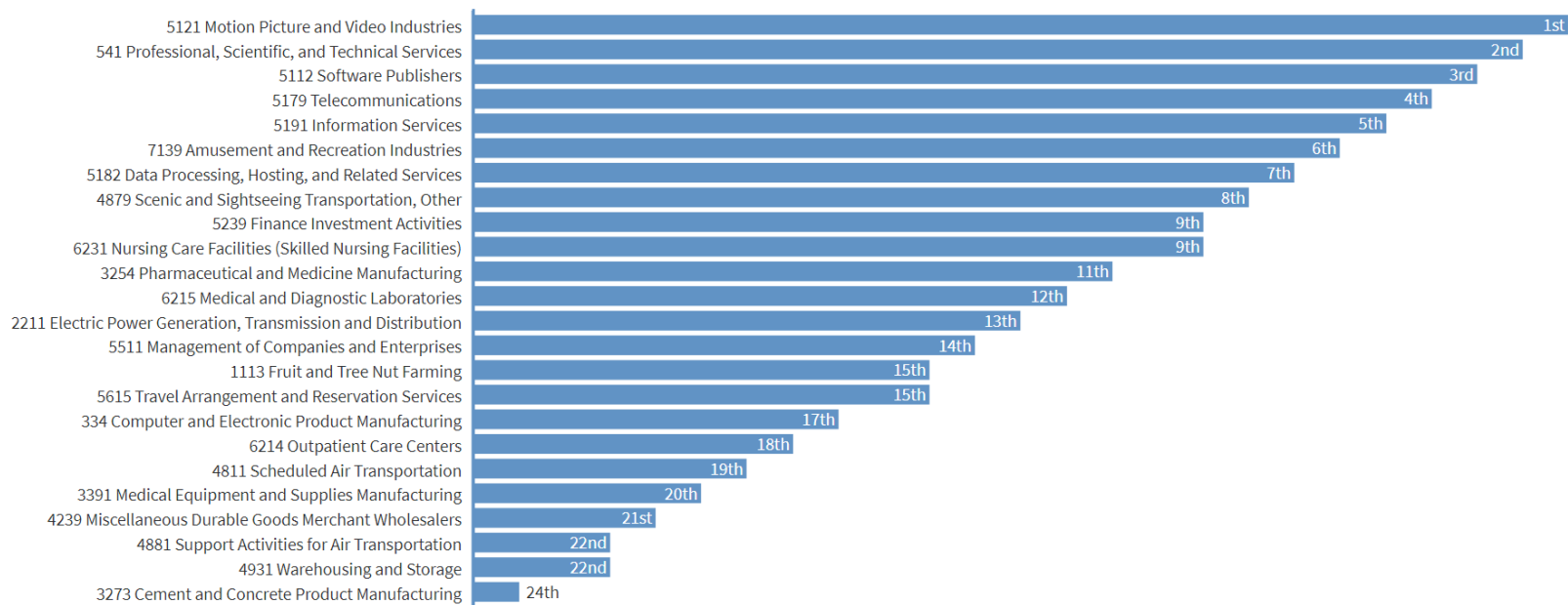
TIME TO RANK THE SECTORS!



DISCUSSION

 **Poll locked.** Responses not accepted.

Santa Fe 4DIG - Rank Target Industries



 **Poll Everywhere**

WHAT'S NEXT?

- **Comprehensive Economic Development Strategy (CEDS)**
 - NCNMEDD will follow up with participants from the Roadshow meetings to review the draft CEDS
 - Specific section for each county
 - Target industries will be addressed for each county and the region as a whole

- **Implementation Strategies in Spring 2021**
 - Western Rural Development Center and NCNMEDD will reconvene Roadshow participants to discussion specific strategies for the target industries
 - In person meetings, if possible



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