



Helping communities identify targeted, sustainable economic development.

TAOS COUNTY, NM

ASAP MODEL OUTPUT

OCTOBER 26, 2020



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



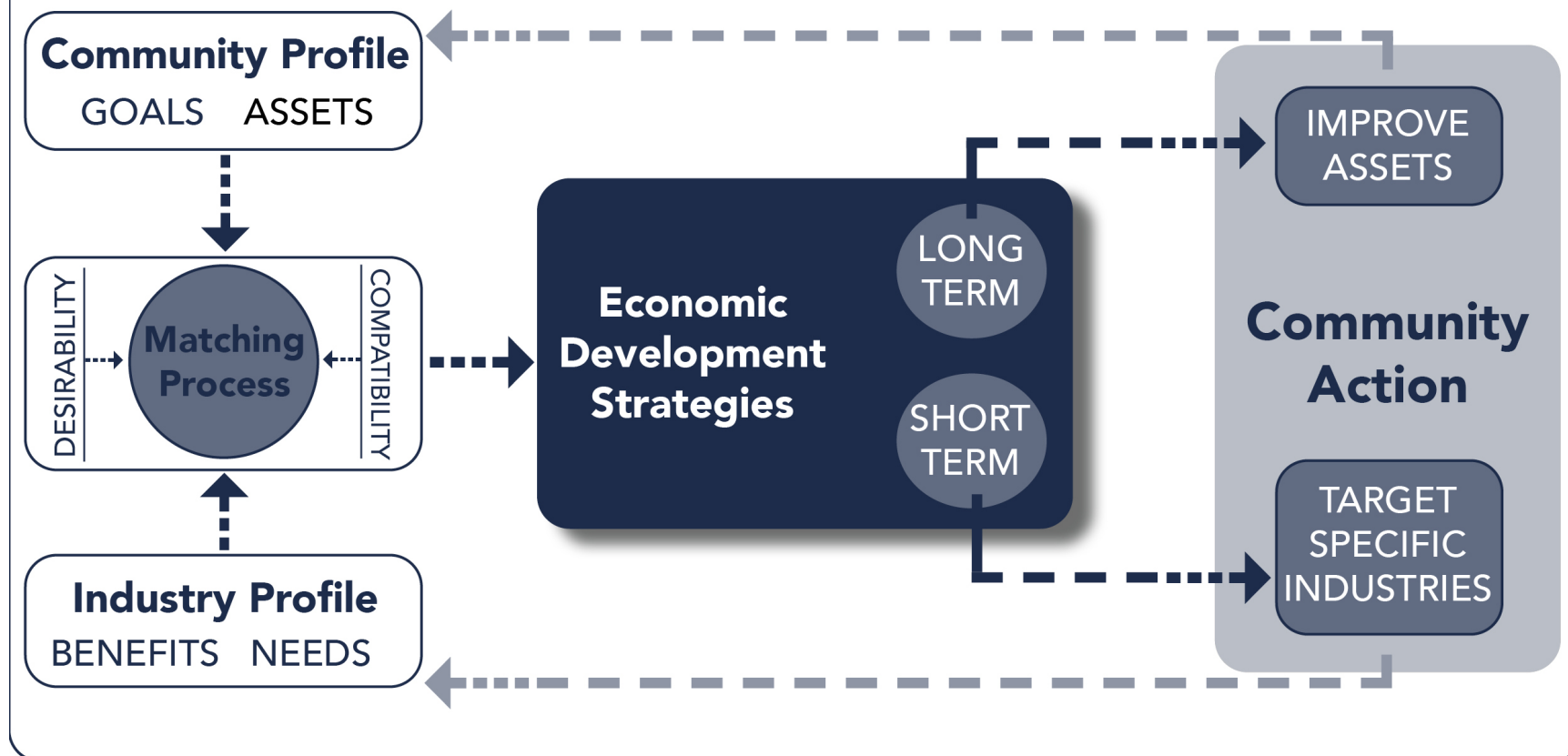
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ASAP MODEL



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%

TAOS COUNTY, NM

COMMUNITY GOAL SURVEY

- 50 Surveys Completed
 - **Community Name Responses:**
El Prado, El Rito, Pilar, Questa,
Red River, Taos, Vadito, Village of Taos Ski Valley
- 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:

TAOS COUNTY, NM

COMMUNITY GOAL SURVEY

Table 1: Taos County, NM Community Development Goal Rankings

	<i>Goal</i>	<i>Weight</i>	<i>Rank</i>
G1.	Economic Quality	38.80%	2
G2.	Environmental Quality	40.20%	1
G3.	Social Quality	21.00%	3

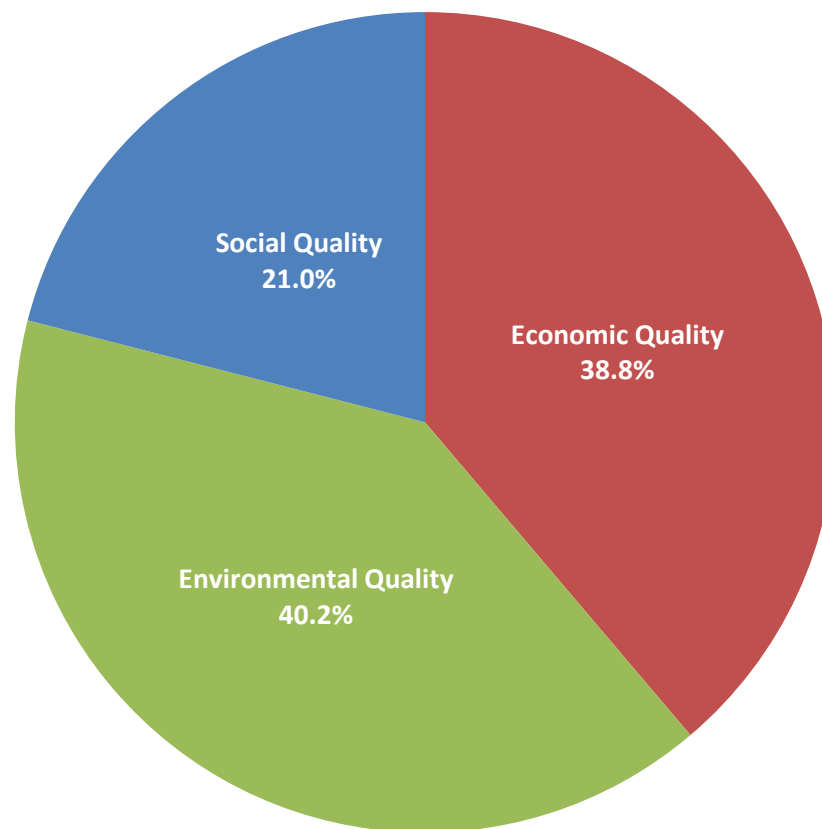
Table 2: Community Development Indicator Rankings

	<i>Indicator</i>	<i>Weight</i>	<i>Rank</i>
G1.	G1.I1 - Every new job generates additional jobs in the community	7.76%	5
	G1.I2 - New businesses return profits to the community	7.29%	7
	G1.I3 - New businesses hire locally	9.70%	2
	G1.I4 - New businesses buy locally	6.32%	8
	G1.I5 - New businesses increase the average local wage	7.68%	6
G2.	G2.I1 - New businesses do not pollute the water	10.53%	1
	G2.I2 - New businesses do not release toxic chemicals in the air	9.25%	4
	G2.I3 - New businesses are in compliance with hazardous waste management	9.57%	3
	G2.I4 - New businesses do not emit greenhouse gas	6.31%	9
	G2.I5 - New businesses do not develop undeveloped land	4.58%	11
G3.	G3.I1 - New businesses increase the local tax base	3.99%	12
	G3.I2 - New jobs are full-time	3.89%	13
	G3.I3 - New jobs offer benefits (health and/or retirement)	5.84%	10
	G3.I4 - New jobs provide training programs	3.84%	14
	G3.I5 - New businesses support community activities	3.44%	15

Number of observations	50
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TAOS COUNTY, NM COMMUNITY GOAL SURVEY

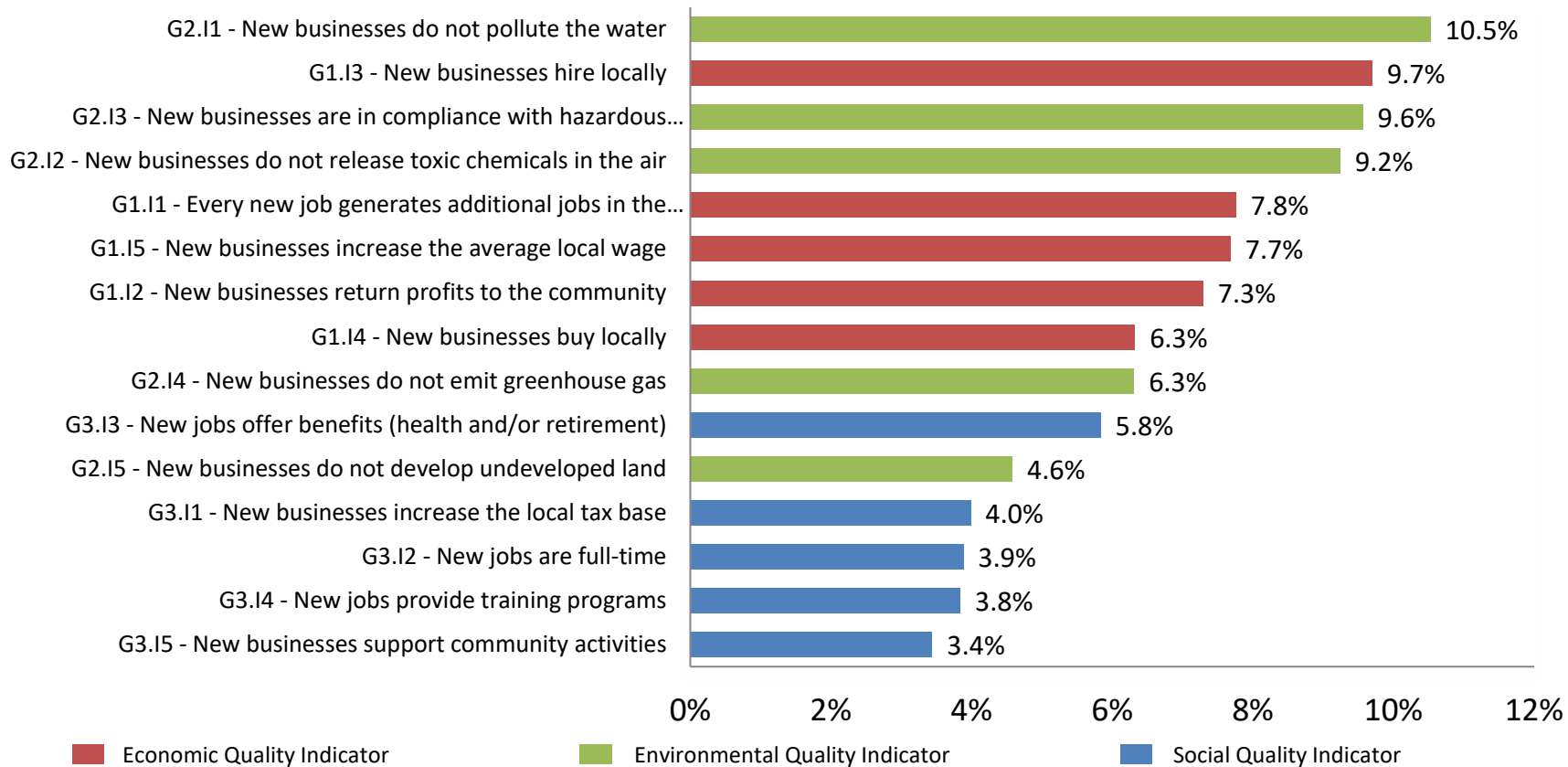
Figure 1: Community Development Goal Weights



TAOS COUNTY, NM

COMMUNITY GOAL SURVEY, CONT.

Figure 2: Community Development Indicator Weights



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	
			Taos Co., NM	Baseline	Ratio	Taos Co., NM	Baseline
S1	Local acreage available (private)	CAI	380,000	---	---		
S2	Local manufacturing space availability (sq ft)	CAI	18,329	---	---		
S3	Local warehouse availability (sq ft)	CAI	18,329	---	---		
S4	Local office space availability (sq ft)	CAI	144,285	---	---		
S5	Local retail space availability (sq ft)	CAI	144,285	---	---		
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	No	---	---		
A4	Access within 30 minutes to rail freight	CAI	No	---	---		
A5	Access within 30 minutes to passenger air	CAI	No	---	---		
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	No	---	---		
A9 & A10	Driving miles to metropolitan area population > 50,000	CAI	70	282	24.823%	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	
			Taos Co., NM	Baseline	Ratio	Taos Co., NM	Baseline
A20	% of workforce with college degree or equivalent	CAI	0.28	0.785	35.669%	Falls Church City, VA	
A21	% of workforce with HS degree or equivalent	CAI	0.891	0.988	90.182%	Falls Church City, VA	
A22	% of workforce with less than HS degree	CAI	0.109	0.664	16.416%	Kenedy Co., TX	
A23	Prevailing yearly wage	CAI	\$ 25,803.00	\$ 78,830.00	32.732%	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	0.018	0.083	21.559%	St. Louis, MO	
A32	Median home price	CAI	\$ 236,600.00	\$ 1,251,200.00	18.910%	San Jose (et.al), CA MSA	
A33	Air and water quality	CGS	8.2	---	---		
A34	Natural ecosystem	CGS	8.3	---	---		
A35	Outdoor recreation opportunities	CGS	8.7	---	---		
A36	Social and cultural opportunities	CGS	7.5	---	---		
A37	Retail shopping opportunities	CGS	5.2	---	---		
A38	Education system (K-12)	CGS	4.5	---	---		
A39	Access within 30 minutes to a college or university	CAI	Yes	---	---		
A40	Health care services	CGS	5.5	---	---		
A41	Public safety services (e.g. police, fire)	CGS	6.3	---	---		

* = 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)

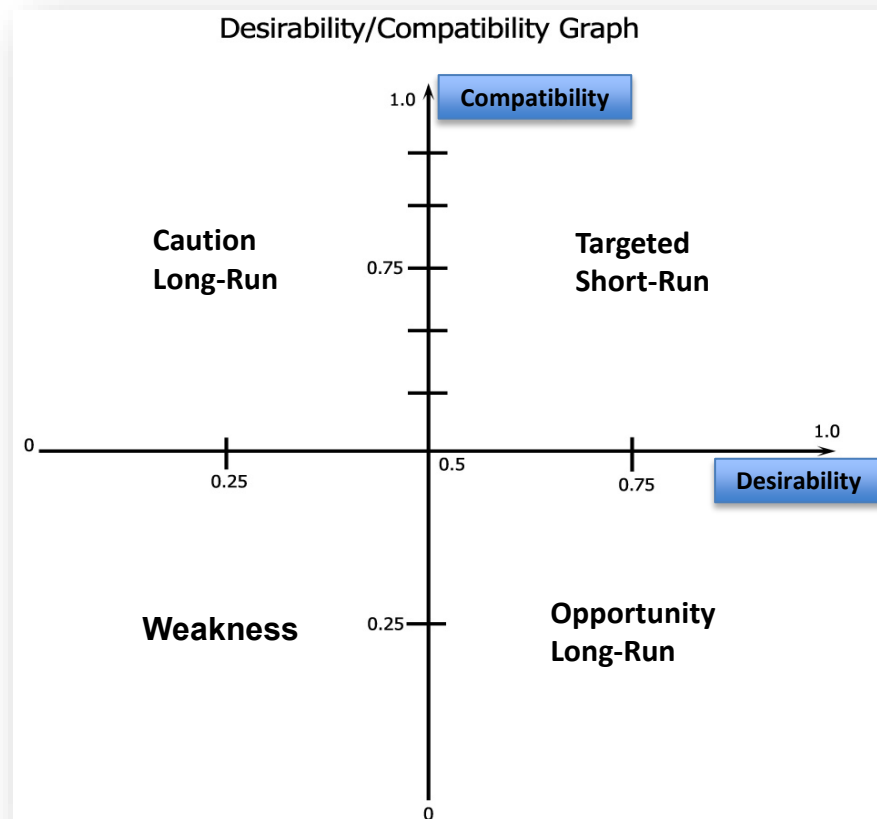
NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM – (NAICS)

- 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

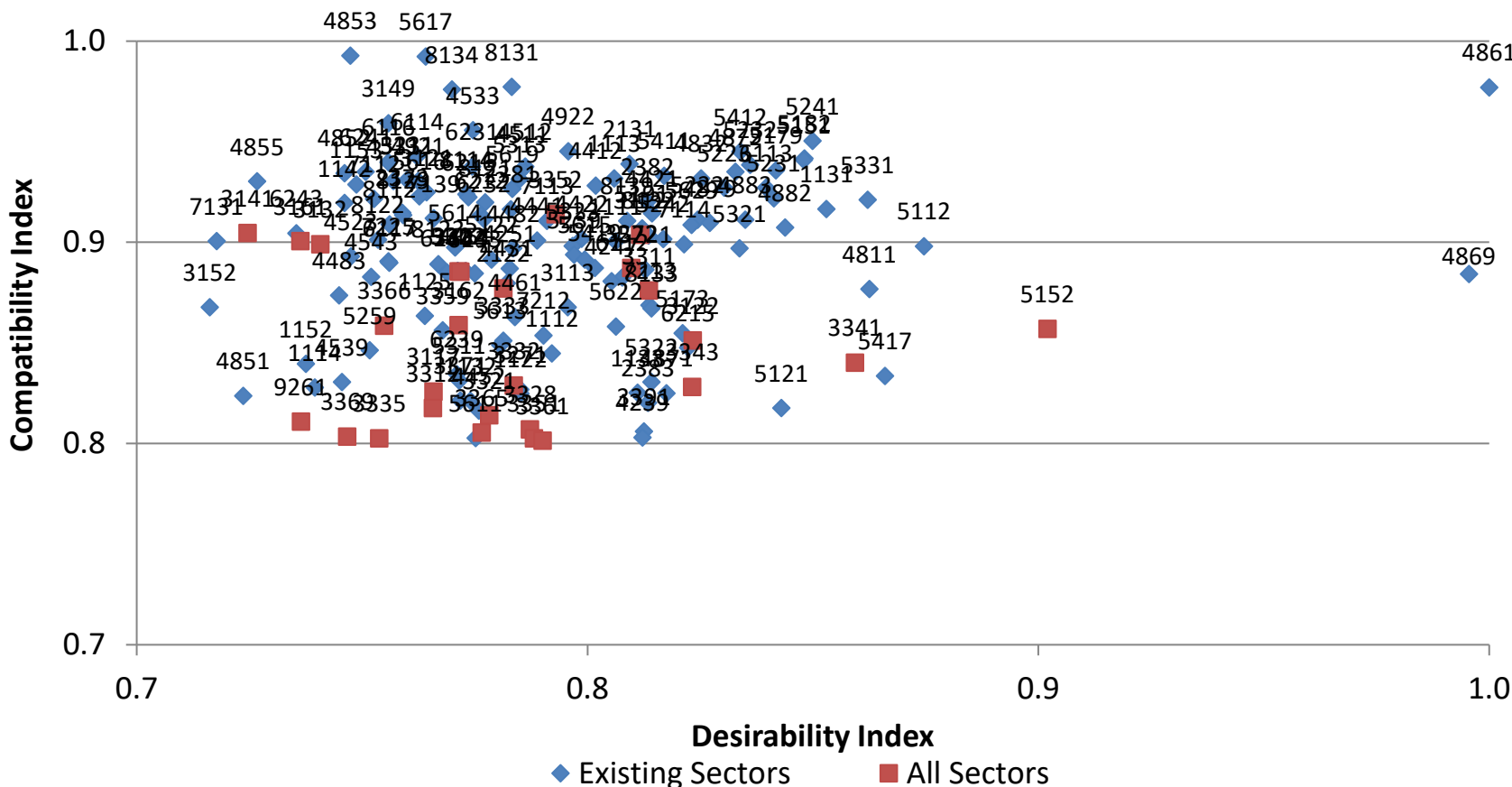
- Compatibility = community meets industry production requirements
 - Objective measures (assets)
- Desirability = industry meets community goals and priorities
 - Subjective measures (survey ranking)
- Remember 'C' before 'D'





TAOS COUNTY, NM – HIGH INDEX NAICS DESIRABILITY & COMPATIBILITY >.80

Figure 4: Taos County, NM ASAP Results (Zoomed)



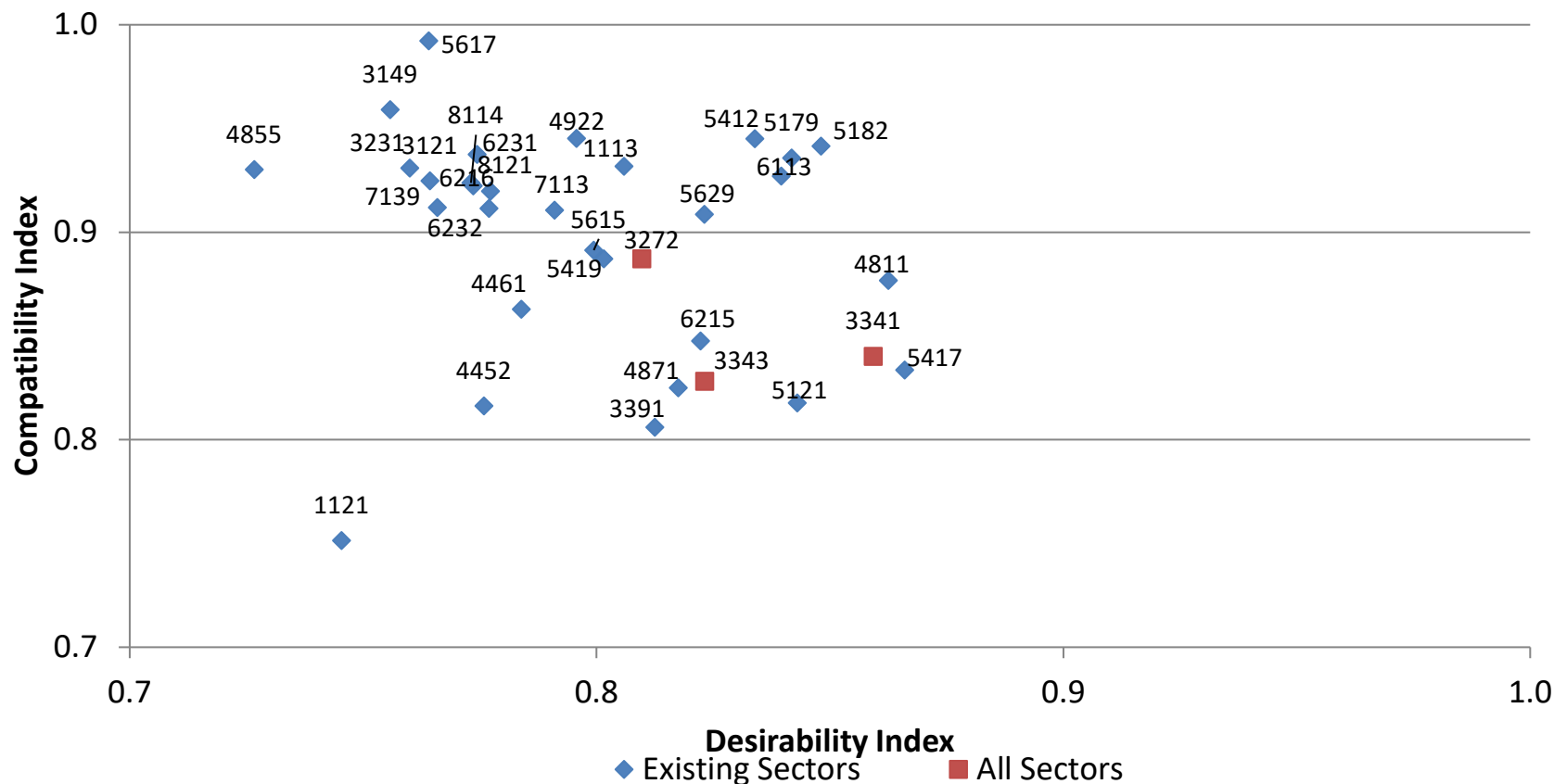
TAOS COUNTY, NM– HIGH INDEX 3-DIGIT NAICS COUNT BY INDUSTRY SUB-SECTOR

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

NAICS3	Description	Count
111	Crop Production	2
113	Forest and Logging	2
213	Support Activities for Mining	1
238	Specialty Trade Contractors	2
311	Food Manufacturing	1
312	Beverage and Tobacco Product Manufacturing	1
327	Nonmetallic Mineral Product Manufacturing	1
331	Primary Metal Manufacturing	1
334	Computer and Electronic Product Manufacturing	2
339	Miscellaneous Manufacturing	1
423	Merchant Wholesalers, Durable Goods	1
424	Merchant Wholesalers, Nondurable Goods	1
441	Motor Vehicle and Parts Dealers	1
442	Furniture and Home Furnishings Stores	2
481	Air Transportation	1
483	Water Transportation	1
486	Pipeline Transportation	2
487	Scenic and Sightseeing Transportation	3
488	Support Activities for Transportation	2
511	Publishing Industries	1
512	Motion Picture and Sound Recording Industries	1
515	Broadcasting	2
517	Telecommunications	2
518	Data Processing, Hosting, and Related Services	1
519	Other Information Services	1
522	Credit Intermediation and Related Activities	3
523	Securities, Commodity Contracts, and Other Financial Investments and Related Activities	2
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	4
562	Waste Management and Remediation Services	2
611	Educational Services	2
621	Ambulatory Health Care Services	1
711	Performing Arts, Spectator Sports, and Related Industries	1
721	Accommodation	1
813	Religious, Grantmaking, Civic, Professional, and Similar Organizations	3

TAOS COUNTY, NM – TARGET INDUSTRIES

Figure 5: Taos County, NM ASAP Results (Targeted)





TAOS COUNTY, NM– TARGET INDUSTRIES

3-DIGIT NAICS

NAICS3	Description	Examples
111	Crop Production	Fruit and Nut Tree Farming
112	Animal Production and Aquaculture	Cattle Ranching and Farming
221	Utilities	Solar Energy
311	Food Manufacturing	Dairy Products
312	Beverage and Tobacco Product Manufacturing	Fermented and Distilled Beverages
314	Textile Product Mills	Non-Apparel, Carpets and Sheets
323	Printing and Related Support Activities	Photocopying Services
327	Nonmetallic Mineral Product Manufacturing	Ceramics and Stoneware
334	Computer and Electronic Product Manufacturing	Circuit Boards and Controllers
339	Miscellaneous Manufacturing	Hospital and Lab Instruments
445	Food and Beverage Stores	Meat Markets
446	Health and Personal Care Stores	Pharmacies
481	Air Transportation	Airports
485	Transit and Ground Passenger Transportation	Charter Buses
487	Scenic and Sightseeing Transportation	Sightseeing Trolleys
492	Couriers and Messengers	Grocery Delivery Services
512	Motion Picture and Sound Recording Industries	Video and Television Production
517	Telecommunications	Satellite and Broadband Services
518	Data Processing, Hosting, and Related Services	Computer Data Storage Services
532	Rental and Leasing Services	Rental Vehicles
541	Professional, Scientific, and Technical Services	Accounting, Research and Development
561	Administrative and Support Services	Custodial Services
562	Waste Management and Remediation Services	Contaminant Cleanup
611	Educational Services	Colleges, Universities, Professional Schools
621	Ambulatory Health Care Services	Urgent Care Centers
623	Nursing and Residential Care Facilities	Hospice
711	Performing Arts, Spectator Sports, and Related Industries	Event Promoters
713	Amusement, Gambling, and Recreation Industries	Skiing
811	Repair and Maintenance	Appliance Repair
812	Personal and Laundry Services	Barber Shops

*30 Industry
Sub-Sectors
identified for
Taos County*

TAOS COUNTY, NM– TARGET INDUSTRIES

4-DIGIT NAICS


NAICS4	Description	Existing	DI	CI
1113	Fruit and Tree Nut Farming	X	0.8059	0.9318
1121	Cattle Ranching and Farming	X	0.7454	0.7515
2211	Electric Power Generation, Transmission and Distribution	X	0.7323	0.6530
3121	Beverage Manufacturing	X	0.7643	0.9249
3149	Other Textile Product Mills	X	0.7558	0.9591
3231	Printing and Related Support Activities	X	0.7600	0.9310
3272	Glass and Glass Product Manufacturing		0.8097	0.8872
3341	Computer and Peripheral Equipment Manufacturing		0.8593	0.8402
3343	Audio and Video Equipment Manufacturing		0.8232	0.8282
3391	Medical Equipment and Supplies Manufacturing	X	0.8125	0.8060
4452	Specialty Food Stores	X	0.7759	0.8163
4461	Health and Personal Care Stores	X	0.7839	0.8629
4811	Scheduled Air Transportation	X	0.8625	0.8768
4855	Charter Bus Industry	X	0.7267	0.9303
4871	Scenic and Sightseeing Transportation, Land	X	0.8175	0.8250
4922	Local Messengers and Local Delivery	X	0.7957	0.9453
5121	Motion Picture and Video Industries	X	0.8430	0.8177
5179	Other Telecommunications	X	0.8418	0.9358
5182	Data Processing, Hosting, and Related Services	X	0.8481	0.9416
5412	Accounting, Tax Preparation, Bookkeeping, and Payroll Services	X	0.8339	0.9451
5417	Scientific Research and Development Services	X	0.8660	0.8336
5419	Other Professional, Scientific, and Technical Services	X	0.8016	0.8873
5615	Travel Arrangement and Reservation Services	X	0.7994	0.8914
5617	Services to Buildings and Dwellings	X	0.7641	0.9923
5629	Remediation and Other Waste Management Services	X	0.8231	0.9087
6113	Colleges, Universities, and Professional Schools	X	0.8396	0.9271
6215	Medical and Diagnostic Laboratories	X	0.8223	0.8476
6216	Home Health Care Services	X	0.7736	0.9224
6231	Nursing Care Facilities (Skilled Nursing Facilities)	X	0.7744	0.9376
6232	Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities	X	0.7770	0.9115
7113	Promoters of Performing Arts, Sports, and Similar Events	X	0.7910	0.9107
7139	Other Amusement and Recreation Industries	X	0.7659	0.9119
8114	Personal and Household Goods Repair and Maintenance	X	0.7731	0.9238
8121	Personal Care Services	X	0.7773	0.9199

QUESTIONS?

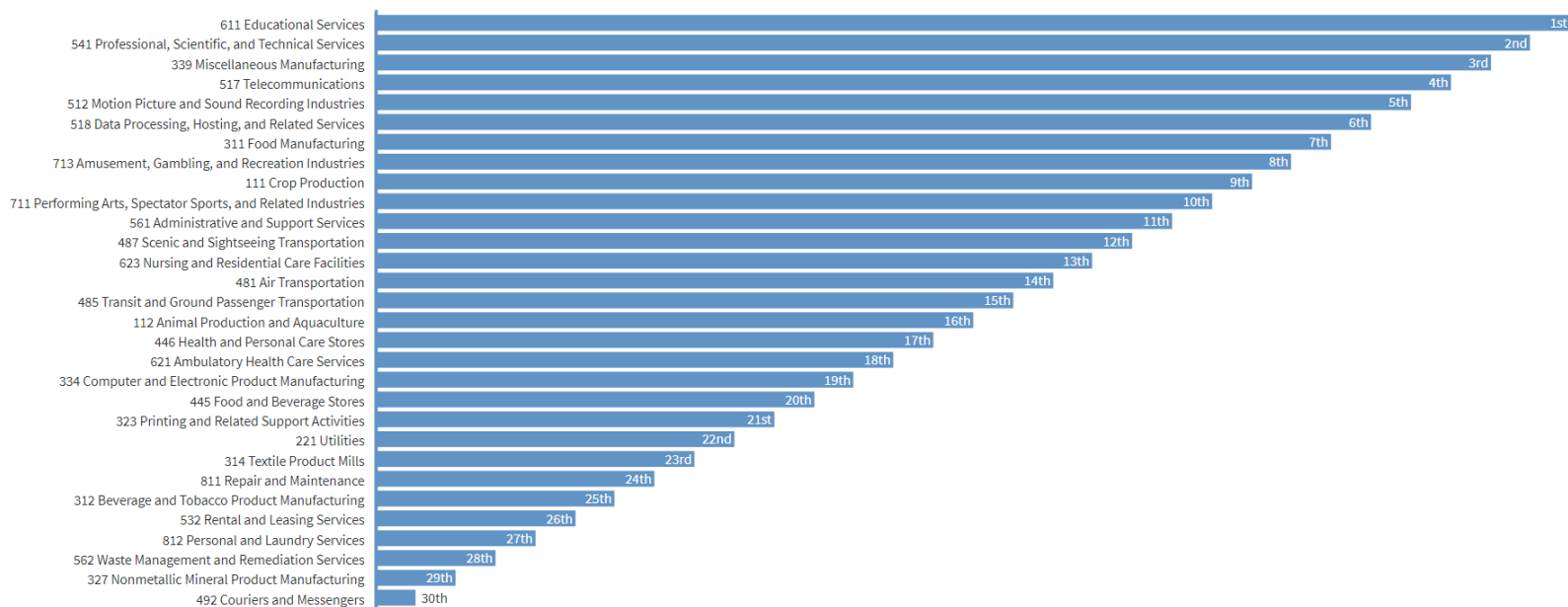
TIME TO RANK THE SECTORS!



DISCUSSION

 **Poll locked.** Responses not accepted.

Taos 3DIG - 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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