



Helping communities identify targeted, sustainable economic development.

COLFAX COUNTY, NM

ASAP MODEL OUTPUT

OCTOBER 27, 2020



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



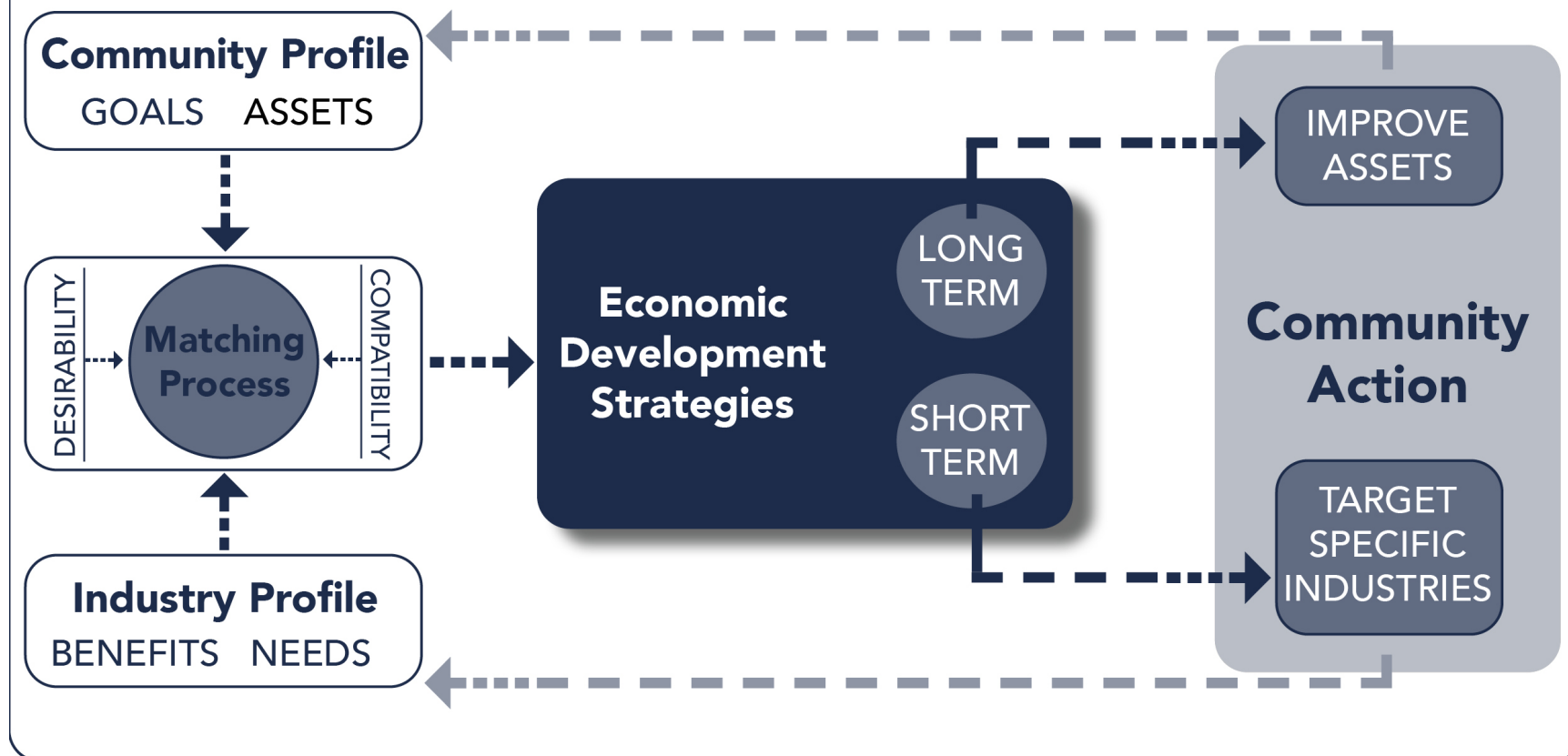
University of Nevada
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ASAP MODEL



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%

COLFAX COUNTY, NM COMMUNITY GOAL SURVEY

- 20 Surveys Completed
 - **Community Name Responses:**
Angel Fire, Cimarron, Colfax,
Eagle Nest, Maxwell, Raton, Springer
- 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:

COLFAX COUNTY, NM

COMMUNITY GOAL SURVEY

Table 1: Colfax County, NM Community Development Goal Rankings

	<i>Goal</i>	<i>Weight</i>	<i>Rank</i>
G1.	Economic Quality	47.20%	1
G2.	Environmental Quality	32.30%	2
G3.	Social Quality	20.50%	3

Table 2: Community Development Indicator Rankings

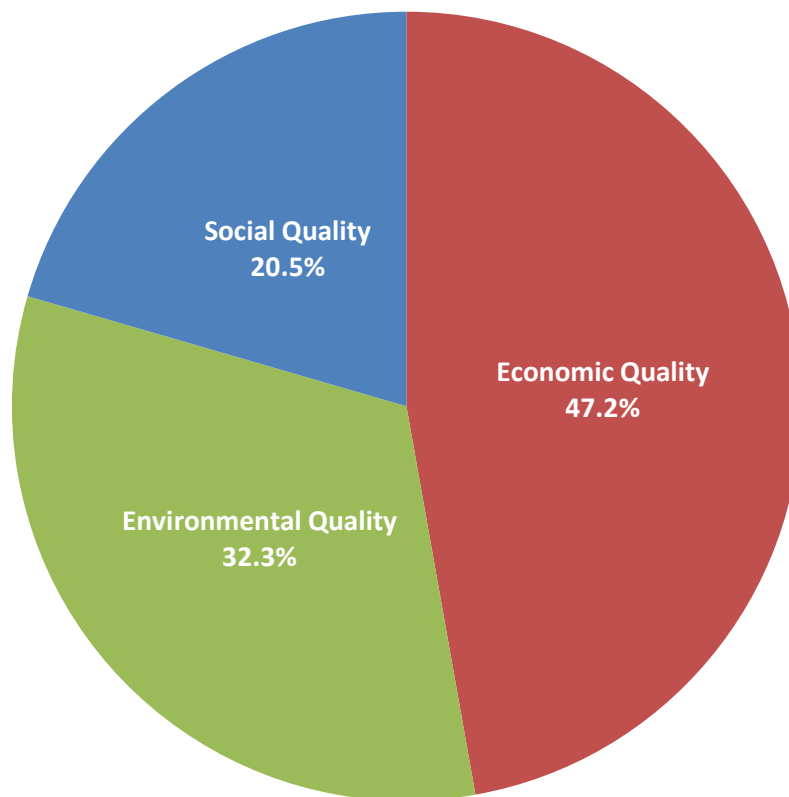
	<i>Indicator</i>	<i>Weight</i>	<i>Rank</i>
G1.	G1.I1 - Every new job generates additional jobs in the community	8.45%	5
	G1.I2 - New businesses return profits to the community	11.85%	1
	G1.I3 - New businesses hire locally	10.15%	2
	G1.I4 - New businesses buy locally	9.39%	3
	G1.I5 - New businesses increase the average local wage	7.32%	8
G2.	G2.I1 - New businesses do not pollute the water	7.95%	6
	G2.I2 - New businesses do not release toxic chemicals in the air	7.49%	7
	G2.I3 - New businesses are in compliance with hazardous waste management	8.98%	4
	G2.I4 - New businesses do not emit greenhouse gas	4.68%	10
	G2.I5 - New businesses do not develop undeveloped land	3.20%	15
G3.	G3.I1 - New businesses increase the local tax base	3.61%	13
	G3.I2 - New jobs are full-time	3.42%	14
	G3.I3 - New jobs offer benefits (health and/or retirement)	5.29%	9
	G3.I4 - New jobs provide training programs	3.96%	12
	G3.I5 - New businesses support community activities	4.24%	11

Number of observations	20
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COLFAX COUNTY, NM

COMMUNITY GOAL SURVEY

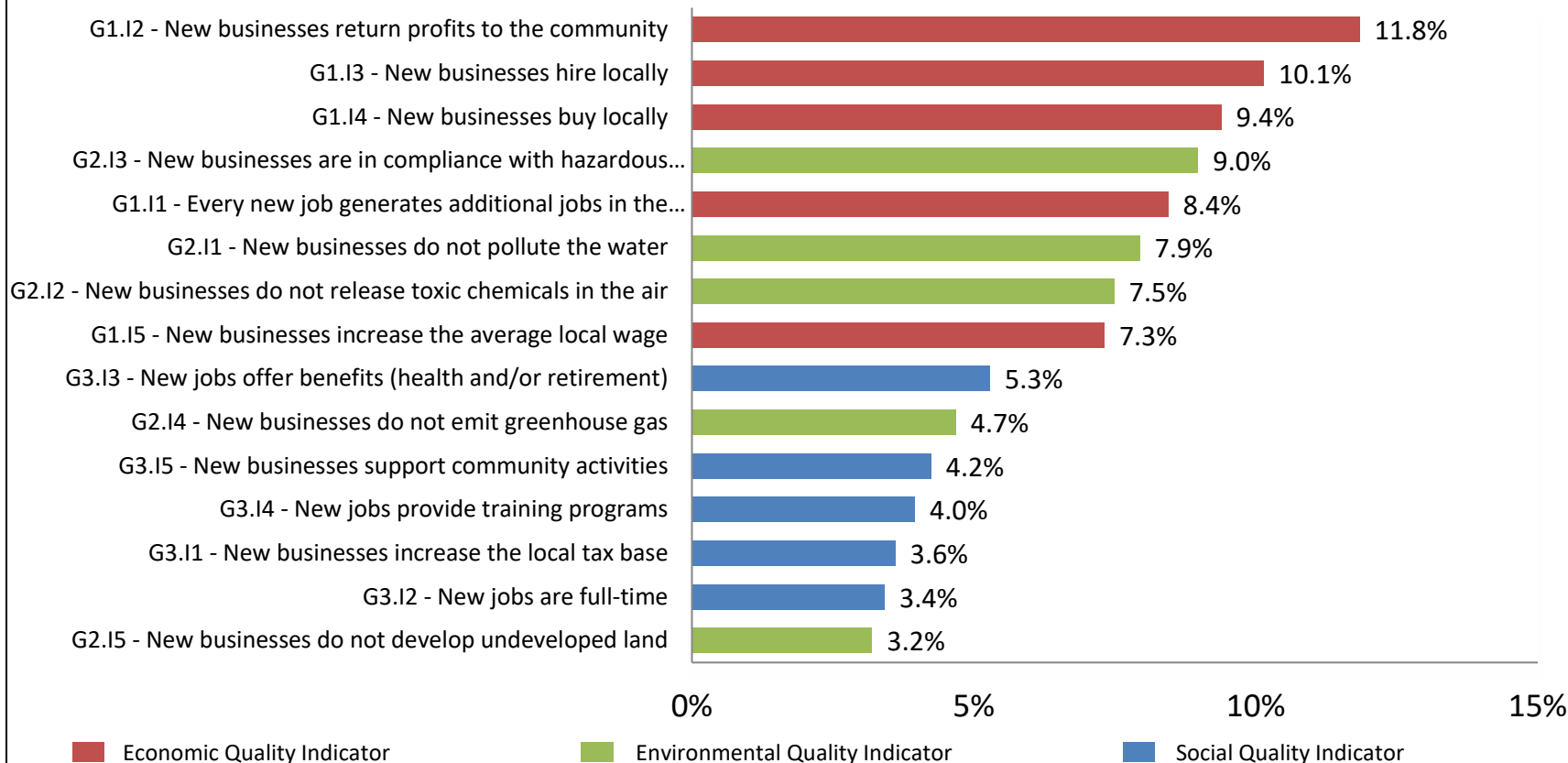
**Figure 1: Community Development Goal Weights:
Colfax County, NM**



COLFAX COUNTY, NM

COMMUNITY GOAL SURVEY, CONT.

**Figure 2: Community Development Indicator Weights:
Colfax 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	
			Colfax Co., NM	Baseline	Ratio	Colfax Co., NM	Baseline
S1	Local acreage available (private)	CAI	505,706	---	---		
S2	Local manufacturing space availability (sq ft)	CAI	2,137,054	---	---		
S3	Local warehouse availability (sq ft)	CAI	2,137,054	---	---		
S4	Local office space availability (sq ft)	CAI	3,319,218	---	---		
S5	Local retail space availability (sq ft)	CAI	3,319,218	---	---		
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	Yes	---	---		
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	Yes	---	---		
A9 & A10	Driving miles to metropolitan area population > 50,000	CAI	106	282	37.589%	Pueblo, CO	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	
			Colfax Co., NM	Baseline	Ratio	Colfax Co., NM	Baseline
A20	% of workforce with college degree or equivalent	CAI	0.205	0.785	26.115%		Falls Church City, VA
A21	% of workforce with HS degree or equivalent	CAI	0.892	0.988	90.283%		Falls Church City, VA
A22	% of workforce with less than HS degree	CAI	0.108	0.664	16.265%		Kenedy Co., TX
A23	Prevailing yearly wage	CAI	\$ 25,090.00	\$ 78,830.00	31.828%		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	0.029	0.083	34.735%		St. Louis, MO
A32	Median home price	CAI	\$ 107,400.00	\$ 1,251,200.00	8.584%		San Jose (et.al), CA MSA
A33	Air and water quality	CGS	9.2	---	---		
A34	Natural ecosystem	CGS	8.7	---	---		
A35	Outdoor recreation opportunities	CGS	7.7	---	---		
A36	Social and cultural opportunities	CGS	5.4	---	---		
A37	Retail shopping opportunities	CGS	3.4	---	---		
A38	Education system (K-12)	CGS	5.1	---	---		
A39	Access within 30 minutes to a college or university	CAI	Yes	---	---		
A40	Health care services	CGS	4.9	---	---		
A41	Public safety services (e.g. police, fire)	CGS	6.4	---	---		

* = 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)

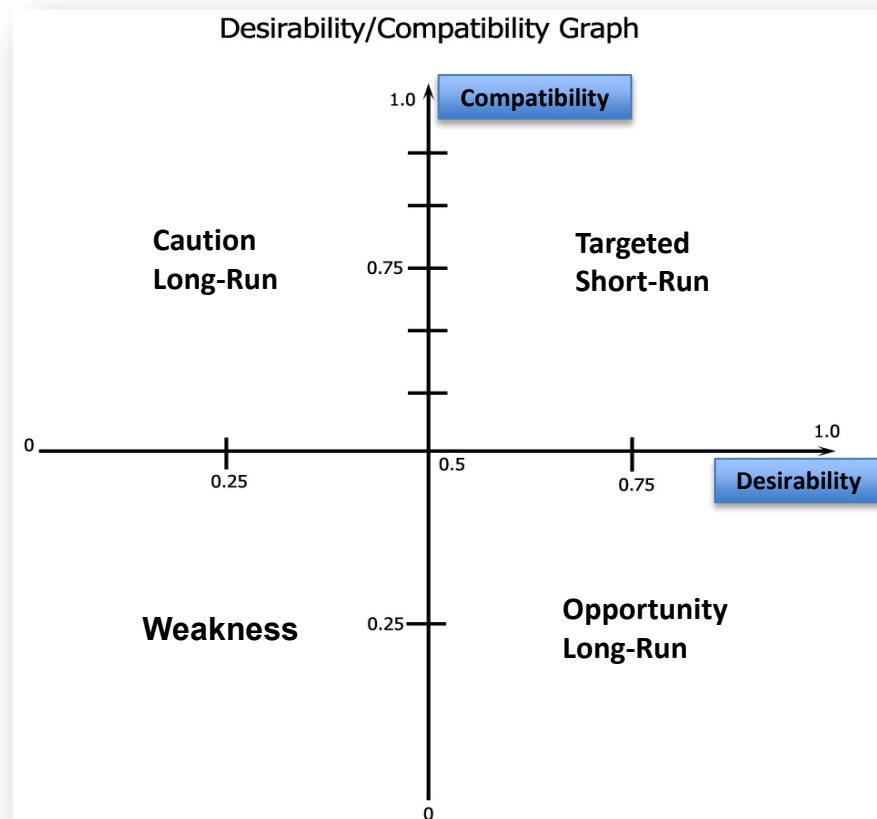
NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM – (NAICS)

- 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

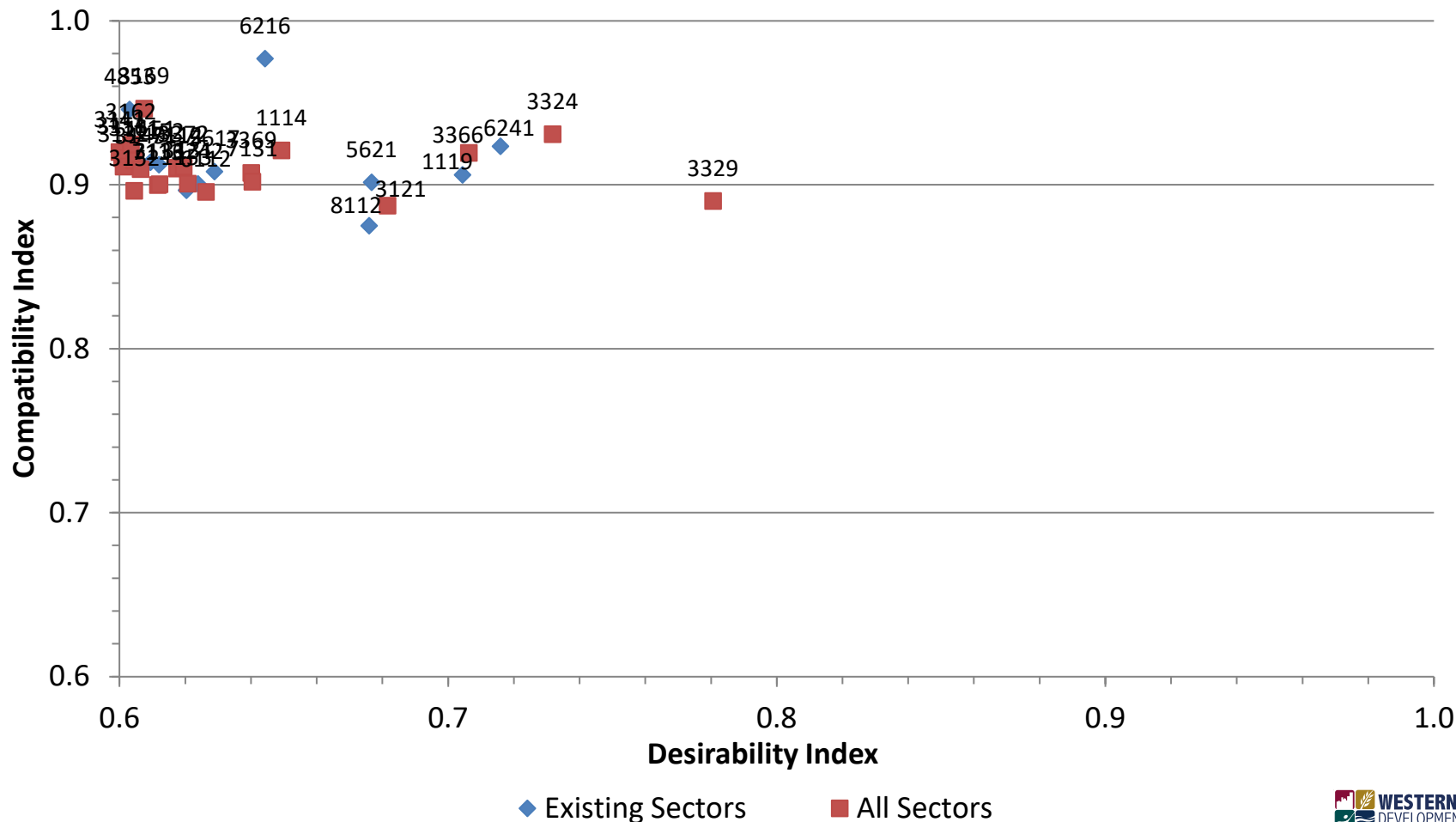
COMPATIBILITY AND DESIRABILITY INDEXES

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



COLFAX COUNTY, NM – HIGH INDEX NAICS COMPATIBILITY AND DESIRABILITY >.60

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



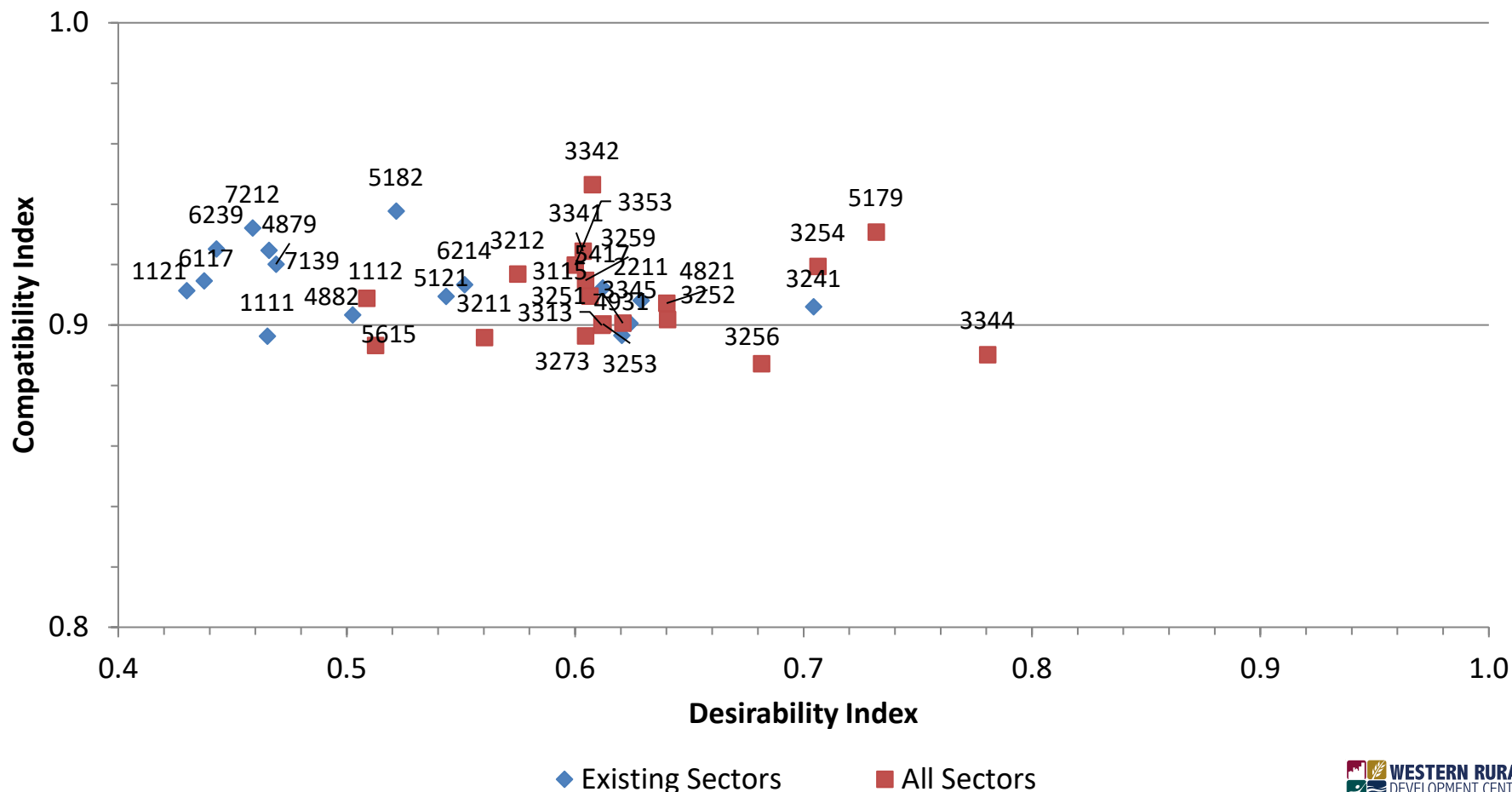
COLFAX COUNTY, NM– HIGH INDEX 3-DIGIT NAICS COUNT BY INDUSTRY SUB-SECTOR

Table 4: Industries with High Desirability and Compatibility Index Scores (Index > .60)

NAICS3	Description	Count
221	Utilities	2
311	Food Manufacturing	1
324	Petroleum and Coal Products Manufacturing	1
325	Chemical Manufacturing	7
327	Nonmetallic Mineral Product Manufacturing	1
331	Primary Metal Manufacturing	2
334	Computer and Electronic Product Manufacturing	4
335	Electrical Equipment, Appliance, and Component Manufacturing	1
424	Merchant Wholesalers, Nondurable Goods	5
482	Rail Transportation	1
486	Pipeline Transportation	3
493	Warehousing and Storage	1
515	Broadcasting	1
517	Telecommunications	1
524	Insurance Carriers and Related Activities	1
541	Professional, Scientific, and Technical Services	1

COLFAX COUNTY, NM– TARGET INDUSTRIES

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



COLFAX 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, Wind and Natural Gas
311	Food Manufacturing	Animal Food and Dairy Products
321	Wood Product Manufacturing	Veneer, Plywood and Engineered Products
324	Petroleum and Coal Products Manufacturing	Asphalt Production
325	Chemical Manufacturing	Industrial Dyes and Bleaches
327	Nonmetallic Mineral Product Manufacturing	Cement and Concrete
331	Primary Metal Manufacturing	Aluminum Processing
334	Computer and Electronic Product Manufacturing	Circuit Boards and Controllers
335	Electrical Equipment, Appliance, and Component Manufacturing	Motors and Electrical Switches
482	Rail Transportation	Passenger and Cargo Railroads
487	Scenic and Sightseeing Transportation	Sightseeing Trolleys
488	Support Activities for Transportation	Motor Vehicle Towing
493	Warehousing and Storage	Warehousing (excludes self storage)
512	Motion Picture and Sound Recording Industries	Video and Television
517	Telecommunications	Satellite and Broadband Services
518	Data Processing, Hosting, and Related Services	Computer Data Storage Services
541	Professional, Scientific, and Technical Services	Accounting, Research and Development
561	Administrative and Support Services	Travel Services
611	Educational Services	Colleges, Universities, Professional Schools
621	Ambulatory Health Care Services	Urgent Care Centers
623	Nursing and Residential Care Facilities	Hospice, Disability and Foster Care
713	Amusement, Gambling, and Recreation Industries	Outdoor Recreation
721	Accommodation	Hotels

*25 Industry
Sub-Sectors
identified for
Colfax County*

COLFAX COUNTY, NM– TARGET INDUSTRIES

4-DIGIT NAICS

NAICS4	Description	Existing	DI	CI
1111	Oilseed and Grain Farming	X	0.4652	0.8963
1112	Vegetable and Melon Farming		0.5087	0.9089
1121	Cattle Ranching and Farming	X	0.4299	0.9114
2211	Electric Power Generation, Transmission and Distribution	X	0.6289	0.9081
3115	Dairy Product Manufacturing		0.6064	0.9096
3211	Sawmills and Wood Preservation		0.5603	0.8959
3212	Veneer, Playwood and Engineered Product Manufacturing		0.5748	0.9169
3241	Petroleum and Coal Products Manufacturing	X	0.7044	0.9061
3251	Basic Chemical Manufacturing		0.6208	0.9007
3252	Resin, Synthetic Rubber, and Artificial and Synthetic Fibers and Filaments Ma		0.6404	0.9018
3253	Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing		0.6122	0.9004
3254	Pharmaceutical and Medicine Manufacturing		0.7063	0.9194
3256	Soap, Cleaning Compound, and Toilet Preparation Manufacturing		0.6816	0.8872
3259	Other Chemical Product and Preparation Manufacturing		0.6045	0.9148
3273	Cement and Concrete Product Manufacturing		0.6045	0.8964
3313	Alumina and Aluminum Production and Processing		0.6117	0.8999
3341	Computer and Peripheral Equipment Manufacturing		0.6035	0.9245
3342	Communications Equipment Manufacturing		0.6075	0.9465
3344	Semiconductor and Other Electronic Component Manufacturing		0.7806	0.8902
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufact	X	0.6239	0.9006
3353	Electrical Equipment Manufacturing		0.6000	0.9199
4821	Rail Transportation		0.6401	0.9072
4879	Scenic and Sightseeing Transportation, Other	X	0.4690	0.9201
4882	Support Activities for Rail Transportation	X	0.5025	0.9034
4931	Warehousing and Storage	X	0.6204	0.8966
5121	Motion Picture and Video Industries	X	0.5434	0.9095
5179	Other Telecommunications		0.7318	0.9308
5182	Data Processing, Hosting, and Related Services	X	0.5216	0.9377
5417	Scientific Research and Development Services	X	0.6120	0.9123
5615	Travel Arrangement and Reservation Services		0.5126	0.8933
6117	Educational Support Services	X	0.4375	0.9146
6214	Outpatient Care Centers	X	0.5515	0.9134
6216	Home Health Care Services	X	0.3963	0.9163
6239	Other Residential Care Facilities	X	0.4429	0.9252
7139	Other Amusement and Recreation Industries	X	0.4659	0.9247
7212	RV (Recreational Vehicle) Parks and Recreational Camps	X	0.4587	0.9321

QUESTIONS?

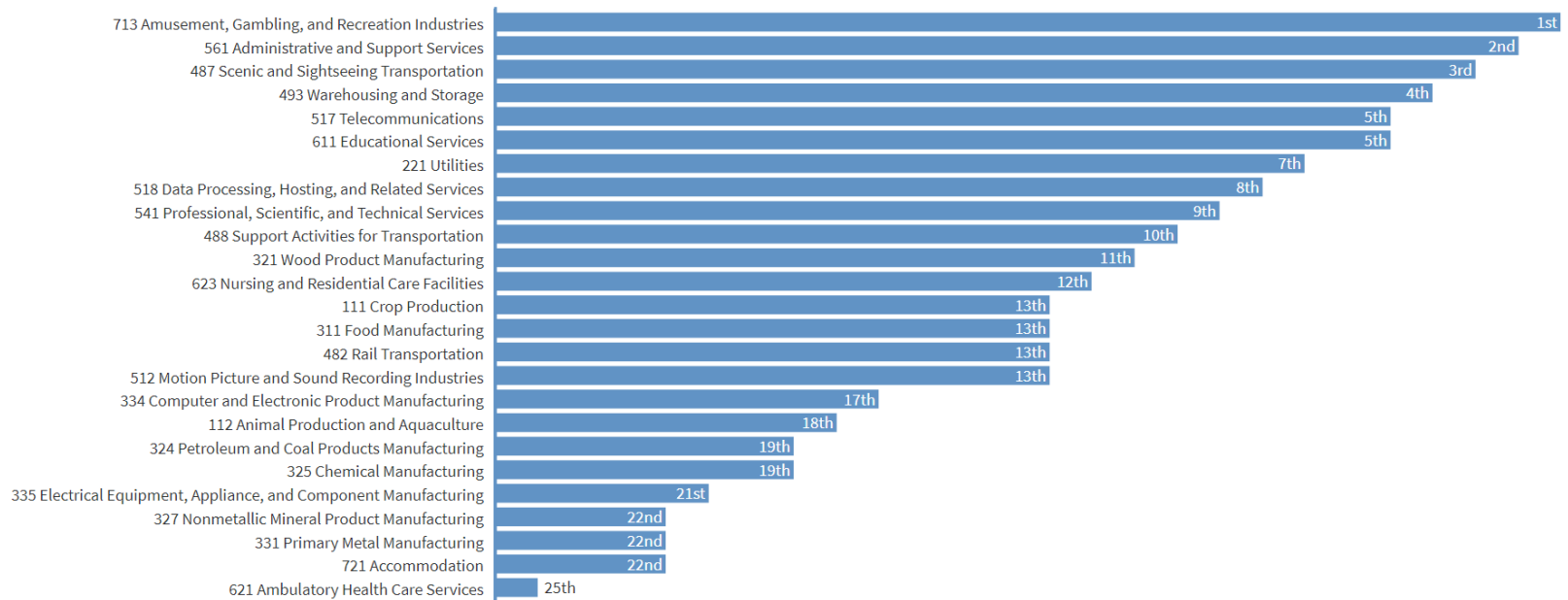
TIME TO RANK THE SECTORS!



DISCUSSION

 **Poll locked.** Responses not accepted.

Colfax 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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