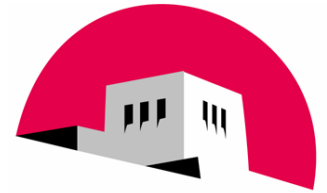


University of New Mexico
Bureau of Business and Economic Research



DEMING MAINSTREET: COMMUNITY ECONOMIC ASSESSMENT

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TABLE OF CONTENTS

Table of Tables2
Table of Figures2
Deming – Community Economic Assessment3
 1. Demographics3
 2. Housing4
 3. Income5
 4. Economy6
 5. MainStreet9
 6. Challenges, Opportunities, and Strategies 11
Explanation of Tables 14
Appendix: Tables and Figures 18

TABLE OF TABLES

Table 1: Selected Demographic, Housing, and Economic Characteristics	19
Table 2: Location Quotient: Deming Employment by Industry in Relation to Luna County and New Mexico, and Luna County Employment by Industry in Relation to New Mexico	23
Table 3: Location Quotient: Deming Employment by Occupation in Relation to Luna County and New Mexico, and Luna County Employment by Occupation in Relation to New Mexico	24
Table 4: Location Quotient: Deming Employment by Business Ownership Type in Relation to Luna County and New Mexico, and Luna County Employment by Business Ownership Type in Relation to New Mexico	27
Table 5: Deming Taxable Gross Receipts and Pull Factors, 2005 and 2006.....	28
Table 6: Deming Businesses by Industry by Local Geography, 2006.....	31
Table 7: Deming Employment by Industry in MainStreet Area, 2006.....	32
Table 8: Deming Market Area Consumer Spending.....	35

TABLE OF FIGURES

Figure 1: Deming Regional Trade Area	22
Figure 2: Deming Location Quotients by Occupation in Relation to Luna County	26
Figure 3: Deming Taxable Gross Receipts Gain/Loss by Industry, 2005 and 2006	29
Figure 4: Deming MainStreet and Buffer.....	30
Figure 5: Deming Employment by Industry and Local Geography, 2006	33
Figure 6: Deming Employment in MainStreet Area by Industry, 2006.....	34

DEMING – COMMUNITY ECONOMIC ASSESSMENT

1. **Demographics:**¹ Deming's growth has slowed dramatically in the current decade after a boom in the 1990s. The city has a large number of youth and older residents and a low number of working-age residents. Despite being the Luna County Seat, educational levels are very low.
 - a. The population of the city of Deming in 2006 is estimated to be 14,529. The city experienced a population boom in the 1990s (a remarkable growth rate of 30 percent between 1990 and 2000, according to Census Bureau figures) fueled by a 37 percent increase in the number of jobs in the county (mostly in the service, manufacturing, government, and retail sectors)². During the first six years of this decade, the city's population has been growing very slowly, about a half a percentage point per year since 2000, which is less than half the rate of the state during the same time period.
 - b. The percentage of Hispanic residents in Deming is 64 percent, which is slightly higher than that of the region (60 percent) and 20 percent higher than the state (44 percent).
 - c. The median age of the population in Deming is only slightly higher than that of the state – 35.9 in Deming, versus 35.2 in the state. However, a closer look at the age breakdown reveals the percentage of the working age population is lower than that of the state – 50 percent versus 59 percent – while the percentage of youth is higher: residents under 19 years of age in Deming comprise 31 percent of the city's population, versus 29 percent for the state. The percentage of retirement-age residents in the city is higher than at the state level also (residents 65 years old and older make up 18 percent of Deming's population and 12 percent of the state's).

This situation suggests that Deming residents of working age are moving elsewhere, that many large young families remain in the city, and that there are many older residents. The implication of this situation is that there are a lot of dependent residents in the city putting great demands for labor and services (child care, nursing homes, etc.) on a small workforce.

Available data does not yet reveal the arrival of retirees in Deming. The percentage of the city's population age 65 and older declined from the 1990 to the 2000 census, and ESRI estimates for 2006 have the percentage holding steady at 18 percent. Furthermore, the

¹ See **Table 1** in the appendix.

² Based on data from the Bureau of Economic Analysis' Table CA25, available at: <http://www.bea.gov/regional/reis/action.cfm>.

DEMING MAINSTREET – Community Economic Assessment

number of residents 5 years and older who moved into Deming from outside the county decreased by 1.5 percent in the 1995-2000 period compared to the 1985-1990 period. Then again, there are other indications that retirees have been moving to Deming, including the fact that several new retirement communities have sold hundreds of homes or lots in recent years³ and “snowbirds” flock to the city in the winter months.⁴

- d. Educational levels in Deming are much lower than those of the state as a whole, particularly at the post-secondary level. In Deming, only 29 percent of residents 25 years of age and older have any post-secondary education, versus 52 percent on the state level. This is especially surprising given that Deming is a county seat: the functions of a county seat require professional services such as accounting and legal services, which require higher education. Even more troubling, the percent of Deming residents 25 years of age and older without a high school diploma is a staggering 40 percent, nearly double the state percentage (21 percent).

2. Housing:⁵ The housing stock in Deming is old and home prices are low. A relatively large percentage of residents own their homes. In recent years, there has been a slight increase in housing values and a slight decline in sales, but overall, the market is fairly stable.

- a. According to ESRI estimates, there were 6,507 housing units in the city of Deming in 2006. The housing stock is quite old. As of 2000, 67 percent of the houses in Deming were built before 1979, compared to 57 percent at the state level. Vacancy rates for the city in 2006 are slightly higher than at the state level (15 percent vs. 13 percent) and markedly higher in the MainStreet district (21 percent).
- b. Home prices in Deming are among the lowest in New Mexico. In 2007, the average home sale price in Deming was \$123,294; only one other community (of those for which accurate data is available) had a lower average sales price – Grants at \$97,262.⁶ Significantly, as in many other smaller communities in New Mexico, the downturn in national housing markets has had only minor impacts on Deming’s real estate market. The average market value

³ Deming/Luna County MainStreet board. New Mexico MainStreet Community Economic Assessment Preparation Questionnaire, submitted February 2008 to BBER.

⁴ Debbra O'Hara, “A stirring in Luna County: A new education complex and a power plant under construction are giving the economy a boost. (Economics Profiles: Deming and Lordsburg).” *New Mexico Business Journal*: Jan. 1, 2002.

⁵ See **Table 1** in the appendix.

⁶ Information provided by the Realtors Association of New Mexico, local boards, associations, MLS and Multi-board MLS. The information does not reflect all activity in the market. Figures for eleven municipalities were available.

of homes in Deming in 2007 was up slightly relative to 2006, though the volume of sales has begun to slow, from 212 units in 2006 to 204 units in 2007.

- c. The percentage of Deming residents living in owner-occupied housing units is the same as the state percentage: 70.7 percent in Deming versus 70.4 percent on the state level.
- d. A comparison of the housing units in Deming and in the state by the number of units in the structure shows that Deming has fewer single-unit structures and more mobile homes than the state (57 percent of the structures in Deming are one unit, versus 66 percent of the state's; 27 percent are mobile homes in Deming, versus 19 percent for the state).

- 3. Income:**⁷ Incomes in Deming are very low and the poverty rate is high, relative to both state and national averages. Very significantly, the unemployment rate in Deming is much higher than anywhere else in the state. Of the jobs available, there is a lack of good-paying blue collar jobs and very few white collar jobs.
- a. The 2006 estimated per capita income in Deming was \$13,811, nearly \$7,000 or 30 percent lower than the state. Median household income in Deming was \$25,049, versus \$41,539 in the state. Fifty-nine percent of households in Deming had incomes less than \$30,000, versus 37 percent of the state's households. The poverty rate in Deming was nearly double that of the state: 33 percent versus 18 percent.
 - b. The low incomes in Deming are partly explained by the income structure in the city. In 2000, only 63 percent of Deming households had income from earnings, versus 80 percent of households at the state level. Sixty-eight percent of households in Deming received income from social security, public assistance, or retirement (combined), versus 47 percent of state households, while 21 percent of Deming households received income from interest, dividends or rent, versus 30 percent at the state level.
 - c. The unemployment rate in Luna County in the 4th quarter of 2007 was 10.1 percent - the highest in the state. Only one other county (Mora County, at 8.1 percent) had a rate above 5 percent. The state's rate was 3.1 percent.⁸ Of the employed Deming residents in 2006, 36 percent were working in the retail, accommodations and food services, and food processing sectors. Jobs in these sectors are often very low-paying. Again, in spite of the fact that Deming is a county seat, there seem to be very few white collar jobs: only

⁷ See **Table 1** in the appendix.

⁸ Bureau of Labor Statistics' Local Area Unemployment Statistics, available at <http://data.bls.gov>.

DEMING MAINSTREET – Community Economic Assessment

seven percent of Deming's jobs are in professional occupations like finance and insurance or professional, scientific, and technical services.

- 4. Economy:**⁹ While the local economy fails to generate an adequate number of good-paying jobs, it maintains a strong trade position because of its strategic location on a major highway and in the center of a very large and under-served area. Gross receipts generated by this situation provide the city with a reasonably sound fiscal base.
- a. Trade area: **Figure 1** is a map of the City of Deming's trade area. As this map shows, the trade area is fairly large. Deming serves as a source for low- and most middle-order goods and services (groceries, Wal-Mart, public services) for city residents and those within an approximately 30-mile radius of the city.¹⁰ Also, some travelers on I-10 stop in Deming for low- and middle-order goods and services (gasoline, restaurants, hotels, Wal-Mart), and a few destination visitors use Deming as a base for recreational activities (e.g., City of Rocks State Park, Rockhound State Park, Gila Wilderness). City and regional residents travel to Las Cruces for some middle-order and all higher-order goods and services.
 - b. Strengths: Deming's economic strengths lie in its position as a transportation hub and a regional retail and services center. The production of chile and other agricultural products, as well as the presence of several manufacturing firms, provides some economic stability, and the recent infusion of spending from hundreds of National Guard troops provides a valuable, albeit temporary, boost to the Deming economy.
 - i. Traveler services: located on Interstate 10, Deming falls exactly halfway between Las Cruces to the east and Lordsburg to the west, and, on a larger scale, it serves as a halfway point between Tucson and El Paso. It is also a north/south hub for those traveling to either Silver City to the north or to the state of Chihuahua, Mexico to the south. Two Amtrak train routes go through Deming: the Sunset Limited and the Texas Eagle. Deming has a municipal airport.

⁹ See **Tables 2-4** and **Figure 2** for location quotient data and **Table 5** and **Figure 3** for gross receipts data.

¹⁰ Economists and economic geographers order goods and services from lower- to higher-order. Lower-order goods are inexpensive, frequently purchased, and available in many locations: milk, gasoline, and pizza are common examples. Middle-order goods include clothing, household goods, and furnishings. Higher-order goods include collectible art, jewelry, or specialized services such as medical surgery. Following the logic, a local economy is often analyzed in terms of the highest-order good or service that it offers.

DEMING MAINSTREET – Community Economic Assessment

- ii. The Columbus Port of Entry (POE) in Columbus, located approximately 30 miles south of Deming, is the only border crossing in New Mexico that is open 24 hours a day. As compared to the other large crossing in New Mexico, Santa Teresa, Columbus' POE serves more locals and tourists than commercial vehicles: in fiscal year 2006, 5,243 northbound commercial vehicles passed through the Columbus POE, as compared to 36,950 at Santa Teresa. While the Santa Teresa crossing also serves many travelers, not nearly as many cross on foot as do at the Columbus POE: in fiscal year 2006, 370,760 private vehicles and 240,291 pedestrians passed through Columbus, compared to 296,645 private vehicles and 14,943 pedestrians in Santa Teresa. Many of those travelers heading to or from the border crossing in Columbus likely pass through Deming.
- iii. Retail businesses related to travel, including gasoline stations and auto parts and accessories stores, as well as accommodations and food services, benefit from Deming's status as a travel hub. Parts stores and gasoline stations have 2005 and 2006 average pull factors of 263 and 363 percent, respectively, and the accommodations and food services sector as a whole makes up over 10 percent of Deming's total taxable gross receipts, accounting for about \$30 million on average.
- iv. Deming also serves as a regional center for low- and middle-order goods and services. In terms of gross receipts, over one-third of Deming's total taxable gross receipts (39 percent) come from the retail sector, with nearly half of this amount (17 percent) coming from "Miscellaneous Store Retailers", likely including Wal-Mart. Telecommunications and banking services also pull in revenues from the surrounding region (both have pull factors around 180 percent), as do medical and child care services (the Health Care and Social Assistance sector, in which both of these sub-sectors fall, has an average pull factor of over 200 percent).

Employment data for Deming support the assertion that Deming serves as a regional center for goods and services; employment in these industries has some of the highest location quotients, meaning employment in these industries is proportionately higher than in the state. Accommodation and food services has a location quotient of 1.50 (meaning residents of Deming are 50 percent more likely than state residents to be employed in this industry); public

administration has a location quotient of 1.33; and educational, health, and social services, 1.09.¹¹

- v. Luna County has consistently produced the most green and red chile in the state (46,000 tons in 2004).¹² The process of growing and processing chile at this scale translates into many jobs in Deming. Deming is home to Border Foods, Inc. a green chile processing plant that employs hundreds of workers during harvest time. Deming is also home to a few other specialty food products manufacturing firms (e.g., Joseph's Lite Cookies, e.g.), an electronic components manufacturing firm (Compass Components) and a mobile home manufacturing company (Solitaire Mobile Homes).

Location quotients for Deming reflect the prominence of jobs in agriculture and manufacturing: Deming residents are 44 percent more likely to be employed in the agriculture sector and 15 percent more likely to be employed in the manufacturing sector than are state residents outside of Deming.

- vi. The Deming economy is currently getting an infusion of spending from the National Guard's Border Wolf Forward Operating Base, which opened in 2006. According to an article in the December 4, 2007 issue of *The Deming Headlight*, the city receives \$50,000 a year in lease payments for the land on which the base was erected and benefits from the spending of upwards of 300 troops. In addition, some of the troops have opted to live in town, and a few local residents have been employed by the base.¹³ The downside of this situation is that the base will only be in operation through June 2008.
- vii. Finally, and ironically, among the more abundant and well-paying jobs in the community are those related to social assistance. The large number of elderly, unemployed, and poor citizens of Deming requires many public services, and jobs in this sector tend to pay relatively well. Indeed, Deming residents are 47 percent more likely to be employed in local or state government than are state residents.

¹¹ The Mimbres Learning Center opened in August, 2001 and provides GED, English as a second language, and college coursework through a collaboration of Western New Mexico University and Dona Ana Community College. <http://www.mvlc.us/>

¹² *2004 New Mexico Chile Production*. United States Department of Agriculture National Agriculture Statistics Service, accessed January 2, 2008. <http://www.nass.usda.gov/nm/chile04.pdf>.

¹³ Don Brickner, "City Reaps Benefits of Guard Presence." *The Deming Headlight*. Dec. 4, 2007.

- c. Weaknesses: There are too few well-paying jobs available to local residents and the demographic status of the city has contributed to a situation where the Deming economy is balancing tentatively on two “legs”: highway-related services and social assistance services.
 - i. Those industries that can provide relatively well-paying jobs (manufacturing, construction, wholesale, healthcare services) or very well-paying jobs (professional services, finance and insurance) are lacking in Deming. In spite of Deming’s status as the Luna County seat, location quotients indicate that employment in higher-paying, higher-skill industries related to the government sector, such as information and professional, scientific, and technical services, is disproportionately lower than at the state level, while employment in lower-paying, lower-skilled government-related industries, such as administrative and support services, is disproportionately higher. And, despite the relatively high levels of employment in manufacturing (as mentioned above in strengths), the specific jobs in this industry are apparently not well-paying ones (food processing jobs are notoriously poor-paying and nearly 70 percent of the manufacturing jobs in Luna County are food processing jobs).
 - ii. While Deming’s “highway economy” pulls in lots of outside money, this revenue is not translating into higher incomes because the sectors that draw the money in (retail, accommodations and food services, etc.) tend to produce very low-paying jobs and do not contribute to growth.
 - iii. While the large number of citizens requiring social assistance contributes to jobs in this industry, this is not a viable “leg” for the local economy to stand on, as it reflects serious problems in other areas of the economy, i.e., unemployment and the flight of working-age residents.

5. MainStreet:¹⁴ Deming’s MainStreet district runs north/south along NM 11. The boundaries of the district are Cedar Street/US 180(north), Maple Street (south), Silver Avenue (east), and Copper Street (west).

- a. The residential population in the district is very small and poor.
 - i. The residential population in the MainStreet district of Deming is 975, only 7 percent of the city’s total population.¹⁵ The

¹⁴ See **Tables 6 and 7** and **Figures 5 and 6** for data on businesses and employment by industry, and **Table 8** and **Figure 4** for Deming’s local market area.

¹⁵ All references to the MainStreet district in this section refer to the district boundaries along with a quarter-mile buffer around the center of the district at 105 W. Spruce St.

DEMING MAINSTREET – Community Economic Assessment

population here is slightly older than the population of Deming as a whole (median age 37.2, versus 35.9 for the city), and residents of the MainStreet district have resided in Deming longer than residents of the town as a whole have (40.6 percent of MainStreet residents have been residents of Deming for 10 years or more, versus 35.1 percent of Deming residents). The MainStreet population is much poorer than are residents of the city as a whole: in 2006, 36 percent of households in the district had incomes less than \$15,000, which is nine percent more than the number in the city. The median household income in the district was nearly \$4,000 less than in the city.

- ii. Home values in the district are slightly higher than in the city – the median home value in the MainStreet district was \$60,147 in 2000, versus \$57,665 in the city as a whole. Housing units in the MainStreet district are older than in the city or the state, for that matter: the median year houses in this area were built is 1950, 24 years earlier than the median year houses in Deming were built and 27 years earlier than in the state. In addition, there is a higher percentage of vacant housing units in this area of Deming: 21 percent, versus 15 percent in the city as a whole.
 - iii. **Table 8** provides data on consumer spending by category for residents in various parts of Deming and, for comparison, throughout New Mexico. The 413 households closest to MainStreet in 2006 spent far less, on average, than households in the remainder of Deming on retail (\$12,086 versus \$13,880) and slightly less on local transportation, vehicle purchases, mortgage payments, and health care. MainStreet households spent slightly more than the rest of the city's residents as a whole on investments and education.
- b. Deming's MainStreet district has a reasonably strong base of 9 to 5 employers, but evening and weekend-oriented businesses such as retail, accommodations and food services are underrepresented.
- i. In 2006, 17 percent of Deming's businesses were located in the MainStreet district. These businesses employed 469 people, 11 percent of the city's total employment base. The average size of employers in the MainStreet district is somewhat smaller in other parts of the city – on average, businesses in MainStreet district employ 9.2 workers; in other parts of the city the average is 15.9 workers per business. This is not unusual for downtown areas in New Mexico.
 - ii. Employment in government and higher-order services is concentrated in Deming's MainStreet district: 75 percent of

both government and finance/insurance employees work in the MainStreet district. These sectors make up, together, 36 percent of MainStreet employment. There are no arts, entertainment, or recreation businesses, nor are there any accommodations located in MainStreet (at least not any with employees).¹⁶

- iii. It is clear that Deming's MainStreet district is not taking full advantage of its proximity to I-10. Highway-related industries such as accommodations, food services, and retail are under-represented in this district. Only 11 percent of the city's accommodations and food services employment and a mere 2 percent of the city's retail employment are here.¹⁷ Indeed, the retail sector makes up far less of the district's employment than one would hope for in a viable MainStreet district (less than 1 percent of Deming's MainStreet district employment is in the retail sector. A healthy MainStreet has around 20-25 percent of its employment in this sector).
- c. The MainStreet district is home to 15 buildings on the State Historic Register, three of which are also on the National Register of Historic Places: the Deming Luna Mimbres Museum, the Custom House, and the J.A. Mahoney Building.¹⁸

6. Challenges, Opportunities, and Strategies

- a. The main challenges facing the city of Deming are a lack of well-paying jobs, the flight of its working-age residents, and the escalating drug-related violence on the border south of the city. In the MainStreet district, a major challenge to the development of Deming's MainStreet district is the number of absentee property owners in the district who have "no incentives to upgrade" their buildings.¹⁹
- b. Yet, the city of Deming also has many assets: a warm and sunny climate, affordable land and property, and many natural, cultural,

¹⁶ These statements are based on the Covered Employment data (shown in **Tables 6 and 7** and **Figures 5 and 6**), which only include information on businesses with employees.

¹⁷ According to Deming/Luna County MainStreet Board members, restaurants in the district are discouraged or inhibited from offering beer and wine because of city ordinances and state liquor laws that prohibit the sale of alcohol within 200 feet of churches, of which there are many in the MainStreet district, and retail businesses are concerned that there is a lack of foot traffic in the district because of the number of loan companies and churches renting space there (New Mexico MainStreet Community Economic Assessment Preparation Questionnaire, submitted February 2008 to BBER.)

¹⁸ City of Deming website, accessed January 22, 2008:
<http://www.cityofdeming.org/walkingtour.html>.

¹⁹ New Mexico MainStreet Community Economic Assessment Preparation Questionnaire, submitted February 2008 to BBER.

DEMING MAINSTREET – Community Economic Assessment

and historical attractions in the area that could help to draw in new residents and tourists. Its location near several transportation routes, low tax rates, large industrial park with incentives, and its proximity to the Mexican border could also help to draw in new businesses. Deming's MainStreet district also has many positive features, including several historic buildings and an active 9:00 to 5:00 business environment.

- c. Some possible strategies for capitalizing on the assets and addressing the challenges follow:
 - i. Attract better-paying manufacturing jobs. There are many motivations for new manufacturing enterprises to start up or move into Deming. The city offers several incentives to new businesses willing to locate to the industrial park or the city,²⁰ Deming's proximity to the Mexican border opens up opportunities for "twin plants,"²¹ and there is an established Industrial Park strategically located near I-10, the Deming Municipal Airport, and the railroad that is already home to several manufacturing companies (Border Foods, Solitaire Manufactured Homes, and a UPS shipping center).²² These assets should be marketed locally and nationally.
 - ii. Attract more retirees and tourists. To draw in more retirees, the city could develop a formal promotional campaign that highlights the above mentioned assets. To draw in tourists, Deming could collaborate with neighboring communities such as Silver City and Columbus to develop a "regional destination". Small towns often find that they are more successful in drawing in tourists as one stop in a regional tour than as the sole destination. There are many themes around which a regional destination package could be developed, such as the unique agricultural products in the region: chile, pecans, wine (St. Clair Winery; Luna Rossa Winery), etc.; outdoor recreation: City of Rocks, Rock Hound State Park, the Gila, etc.; or history and culture in the region: the many historical structures in the MainStreet district, the

²⁰ See the entire list of incentives at <http://www.cityofdeming.org/edc/Default.asp?Page=20>.

²¹ According to information provided on the PBS program *The Border's* website, "A 'twin plant' may be located anywhere in the United States, with its sister plant built anywhere in Mexico. Most plants in Mexico are located in U.S.-Mexico border towns, to take advantage of the proximity to American markets, suppliers and certain border trade incentives. Products are assembled and/or manufactured utilizing inexpensive Mexican labor and the finished products are exported back to the United States where duty is paid only on the Mexican value added."
<http://www.pbs.org/kpbs/theborder/history/timeline/22.html>.

²² According to Deming/Luna County MainStreet board members, the master plan and marketing of the North Industrial Park, which includes a rail spur, is in the works. (New Mexico MainStreet Community Economic Assessment Preparation Questionnaire, submitted February 2008 to BBER.)

DEMING MAINSTREET – Community Economic Assessment

Mimbres Museum, the Mimbres-Paquime Loop Tour, Pancho Villa State Park, and so on.

- iii. Leverage MainStreet assets. The MainStreet district should assume a role as a catalyst for development of Deming's amenity-based economy, with a focus on highway travelers, regional visitors, and retirees. A key asset in this effort is the many buildings on the state and national historic registers that are located in the MainStreet district. These buildings give the district an authenticity that cannot be replicated and can serve as a foundation in revitalization efforts.

MainStreet hospitality startups should target multiple markets, benefitting from the seasonal variations in each market. This strategy can substantially reduce the risks associated with starting a business. MainStreet district employees who provide governmental and finance/insurance services, as well as the Deming residents who utilize them, represent a substantial and regular market during the 9:00 to 5:00 workday. Building upon this foundation, businesses and the MainStreet organization should work with the city and regional boosters to establish the historical district as a destination for travelers that utilize interstate frontage services. This effort can move forward incrementally -- extending a visit for even a short period can have a significant impact on the viability of downtown businesses. Finally, with more retail, restaurant, and accommodations opportunities, downtown businesses will be rewarded with seasonal visits by retirees and regional visitors.

EXPLANATION OF TABLES

Selected Demographic, Housing, and Economic Characteristics

Source: ESRI® ArcGIS Business Analyst 9.2, which uses the U.S. Bureau of the Census 2000 Census of Population and Housing for 2000 data, and Acxiom's InfoBase® household database residential delivery statistics and residential postal delivery counts from the U.S. Postal Service, and residential construction data from Hanley Wood Market Intelligence, as well as other undisclosed ancillary sources for its 2006 forecasts. (These ancillary sources and the company's forecasting formulas are considered proprietary information.)

Data is provided for Deming's MainStreet, the city, and the state of New Mexico for the years 2000 and 2006. Values are given in absolute terms and in percentages.

More information on the demographic forecasting methodology used by ESRI® can be found in "ESRI® Demographic Update Methodology 2006/2011, An ESRI® White Paper", Redlands, CA, June 2006.

Location Quotients

Source: Census 2000 Summary File 3 (SF3); Tables 59-61. Calculations by the University of New Mexico's Bureau of Business and Economic Research (BBER).

A location quotient indicates the relative concentration of employment by industry, occupation, and type of business ownership of the residents of a given community, county, or region. The measures are relative to that of a 'base geography'. A location quotient is calculated as the ratio of local employment in a given industry, occupation, or ownership type to total employment, in relation to the same ratio for the base geography. Thus, a value of 1.00 indicates that employment of residents in a given industry, occupation, or type of business ownership, compared to total employment in the economy, is in exact proportion to that of the base geography. Values greater than 1.00 indicate that the industry, occupation, or ownership type is more than proportionate to that of the base geography; a value less than 1.00 indicates the opposite.

The location quotient can be used to indicate the structure or 'role' of a local economy within its larger geography. This applies equally to the role of a community's economy within the county or state, or a county's economy within the state. As with pull factors, which are described below, a location quotient helps to define the relative strengths and weaknesses of a local economy, measured in this case in terms of industrial, occupational, and ownership structures. This information can inform policies that aim to strengthen weaknesses or exploit strengths; the decision of which policy to choose is one of practicality and strategy, rather than theory.

Taxable Gross Receipts and Pull Factors

Source: New Mexico Taxation and Revenue Department (NMTRD); calculations by UNM/BBER. Pull factors and net gain/loss were calculated using personal income data from the Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce.

Data is provided for the years 2004, 2005, and 2006 and presented in 2006 dollars. Starting January 1, 2005, as a result of the passage of HB625 during the 2004 New Mexico legislative session, sales of most food and medical items were no longer subject to gross receipts tax. The New Mexico Taxation and Revenue Department estimates the amount of food and medical deductions made by businesses and this amount has been added (by BBER) to the taxable gross receipts (TGRs) for 2005 and 2006 in order to make the data consistent with the 2004 data.

Pull factors are calculated by dividing the ratio of the community's TGRs divided by the total personal income for that community by the same ratio for the state, i.e.,

$$\frac{\text{TGR}_{\text{Community}} / \text{Income}_{\text{Community}}}{\text{TGR}_{\text{New Mexico}} / \text{Income}_{\text{New Mexico}}}$$

There are several problems associated with gross receipts data.

- The data does not account for the value of the products sold. Rather data is categorized according to the type of business; i.e., sales of food from gasoline convenience stores are included in gasoline stations and groceries sold at Wal-Mart are included in Miscellaneous Retailers.
- Businesses are self-classified, and sometimes inaccurately so.
- Not all products are taxable as gross receipts in New Mexico; a notable example is gasoline.

A 'pull factor' indicates the capacity of an industrial sector (e.g., services, retail, and so on) to draw revenues into the local economy. A value of 100 percent is the break-even point. Values greater than 100 percent indicate that the business sector is drawing revenues into the local economy (more money is spent in the economy by those whose income is earned outside the community than money is spent by locals outside the community), whereas values less than 100 percent indicate that the sector is leaking money to other communities. Net gain/loss is derived from the pull factors. It is calculated as the difference between actual gross receipts and the 'expected value' of gross receipts (i.e., that which would be associated with a pull factor of 100 percent).

Note that it is natural that not all sectors will have a positive balance – every economy has its strengths and weaknesses. From a policy perspective, policies that reduce leakages and that exploit strengths are equally valid. The decision is a practical one – should energies be spent plugging holes or exploiting existing strengths?

Businesses by Industry, in MainStreet Service Area

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2006; calculations by BBER.

ES-202 data is provided to BBER by the New Mexico Department of Labor under terms of confidentiality. Under the terms of this agreement, data can be reported only in aggregate or summary format, so that it is not possible to infer information pertaining to a specific business.

ES-202 data used in this report are 'establishment-level', meaning that BBER has information on industrial classification (NAICS), employment, and wages of each business establishment in the study area. "Establishment-level data" are for each individual establishment; i.e., as opposed to a chain or brand. The key advantage of establishment-level data is that BBER is able to code the data according to the specific address of the establishment, allowing for analysis on a micro-geographical scale. In this report, BBER has coded the data according to locations within the MainStreet district (MS), in other parts of the community (community name) or in unincorporated parts of the county (county).

MainStreet Geographical Definitions and Trade Area Maps

Sources: New Mexico Department of Labor, ES-202 (Covered Employment Statistics), 2005; Bureau of Labor Statistics, Product Line Data, calculations by BBER; ESRI® ArcGIS 9.2 Business Analyst; ESRI® StreetMap™ USA. ESRI data sources include: Bureau of Labor Statistics, Consumer Expenditure Surveys (CEX), 2001, 2002, and 2003; U.S. Bureau of the Census, Population Division. ("ESRI® Demographic Update Methodology 2006/2011, An ESRI® White Paper," Redlands, CA, June 2006. Available at www.esri.com/library/whitepapers/pdfs/demographic-update-methodology.pdf)

The city of Deming provided boundaries for its MainStreet district. Utilizing latitude and longitude coordinates for business locations provided in the ES-202 data (Covered Employment Statistics) from the Department of Labor, BBER created a polygon on a map in ESRI® ArcGIS 9.2. BBER replaced the names of businesses with a numeric key in the ES-202 data due to the proprietary nature of the information. The location of these businesses was established through the use of X and Y coordinates included within the ES-202 data. These coordinates allowed for the construction of polygons that included all business points within the MainStreet district.

Trade areas were created using two methods in Deming. The first was trade areas based on geographical location. These included the MainStreet boundary plus a ¼ mile buffer for walking distance, the city boundaries, and state boundaries. The second method utilizes drive-time polygons to create regional trade areas. Drive-time polygons are based upon drive times to the MainStreet site and are generated using actual street networks and related data available through ESRI® StreetMap™ such as road access, road types, and speed limits. The regional trade area created for Deming was based on a 30-minute drive from

DEMING MAINSTREET – Community Economic Assessment

the center of the MainStreet district: 105 W. Spruce St. The regional scale represents travel for dedicated purposes, such as supply replenishment, large item purchases, etc.

Trade area reports were generated for the drive time polygon and the MainStreet buffer, as well as for the city and state boundaries. Reports included demographic, marketing, and retail expenditure data. All of the population and marketing data for a particular geographic area or polygon is representative of the people living within the boundaries of that region. This data is derived from ESRI® ArcGIS 9.2 Business Analyst. The population data provided by this program are geographically derived at the census block level. The demographic, income, and expenditure data and projections utilized by ESRI® are derived from the U.S. Census Bureau and the Bureau of Labor Statistics' Consumer Expenditure Surveys.

APPENDIX: TABLES AND FIGURES

TABLE 1: SELECTED DEMOGRAPHIC, HOUSING, AND ECONOMIC CHARACTERISTICS

	MAINSTREET ¹	DEMING	REGION ²	NEW MEXICO
DEMOGRAPHICS				
Population (2006)	975	14,529	22,996	1,956,417
2000-2006 Annual Growth Rate	0.10%	0.52%	0.95%	1.22%
2006-2011 Annual Growth Rate	0.39%	0.59%	0.77%	1.19%
Households (2006):	413	5,503	8,816	745,219
2000-2006 Annual Growth Rate	0.41%	0.76%	1.16%	1.59%
2006-2011 Annual Growth Rate	0.53%	0.68%	0.84%	1.40%
Average Household Size (2006)	2.31	2.59	2.58	2.57
Hispanic Origin (2006)	71%	64%	60%	44%
Age Distribution (2006)				
Under 19 y/o	29%	31%	31%	29%
20-39 y/o	24%	23%	23%	27%
40-64 y/o	30%	27%	29%	32%
65 y/o and Over	18%	18%	18%	12%
Median Age (2006)	37.2	35.9	36.9	35.2
Resident for 10 years or more (2000)	40.6%	35.1%	33.3%	32.6%
INCOME				
Per Capita Income (2006)	\$13,353	\$13,811	\$13,702	\$21,756
Household Income (2006)				
<\$15,000	36%	27%	28%	17%
\$15,000-\$29,999	32%	32%	31%	20%
\$30,000-\$49,999	16%	20%	20%	22%
\$50,000-\$99,999	13%	17%	17%	28%
\$100,000 or more	3%	4%	4%	13%
Poverty Rate (2000)	NA	32.9%	NA	18%
Median Household Income (2006)	\$21,344	\$25,049	\$25,062	\$41,539
Average Household Income (2006)	\$32,470	\$35,711	\$35,440	\$56,341
Households by Net Worth (2006)				
<\$15,000	40%	39%	41%	32%
\$15,000-\$49,999	16%	16%	15%	14%
\$50,000-\$249,999	26%	28%	27%	29%
\$500,000 or more	18%	17%	17%	25%
Median Net Worth	\$34,234	\$37,123	\$34,519	\$64,802

¹ Quarter-mile buffer around center of MainStreet area: 105 W. Spruce St.

² Thirty-minute drive from center of MainStreet area: 105 W. Spruce St.

Source: ESRI® ArcGIS 9.2 Business Analyst, using U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI® forecasts for 2006.

TABLE 1: SELECTED DEMOGRAPHIC, HOUSING, AND ECONOMIC CHARACTERISTICS, CONTINUED

	MAINSTREET ¹	DEMING	REGION ²	NEW MEXICO
HOUSING				
Housing Units (2006)	526	6,507	10,401	855,433
Owner Occupied Housing Units	47%	60%	63%	61%
Renter Occupied Housing Units	32%	25%	22%	26%
Vacant Housing Units	21%	15%	15%	13%
Owner Occupied Housing Units by Value (2000)	227	3,679	6,111	474,435
<\$50,000	40.5%	42.1%	46.1%	22.7%
\$50,000 - \$99,999	50.2%	46.2%	41.6%	31.1%
\$100,000 - 199,999	6.6%	9.2%	9.6%	33.4%
\$200,000 or more	2.6%	2.5%	2.7%	12.8%
Average Home Value (2000)	\$66,988	\$67,078	\$67,096	\$121,651
Median Home Value (2000)	\$60,147	\$57,665	\$54,019	\$94,594
Median Rent	\$263	\$256	\$267	\$432
Average Rent	\$252	\$250	\$256	\$463
Housing Units by Units in Structure (2000)	507	6,180	9,668	780,579
1 unit	75%	57%	52%	66%
2 - 9 units	7%	8%	6%	8%
10 - 20 units	12%	6%	4%	7%
Mobile Home	5%	27%	35%	19%
Other	1%	3%	4%	1%
Housing Units by Year Structure Built (2000)	508	6,179	9,671	780,579
1990 to March 2000	3%	16%	20%	23%
Median Year Structure Built	1950	1974	1976	1977

¹ Quarter-mile buffer around center of MainStreet area: 105 W. Spruce St.

² Thirty-minute drive from center of MainStreet area: 105 W. Spruce St.

Source: ESRI® ArcGIS 9.2 Business Analyst, using U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI® forecasts for 2006.

DEMING MAINSTREET – Community Economic Assessment

TABLE 1: SELECTED DEMOGRAPHIC, HOUSING, AND ECONOMIC CHARACTERISTICS, CONTINUED

	MAINSTREET ¹	DEMING	REGION ²	NEW MEXICO
LABOR FORCE CHARACTERISTICS				
Educational Attainment (2000, 25 y/o and over)	624	8,867	13,758	1,134,801
No HS Diploma	50%	40%	40%	21%
High School Degree	24%	31%	30%	27%
Some College or Associate Degree	15%	18%	20%	29%
Bachelors Degree or Higher	12%	11%	10%	23%
Employment Status (2000, 16 y/o and over)	740	10,383	16,045	1,369,176
Civilian Employed	34%	40%	40%	56%
Civilian Unemployed	9%	7%	8%	4%
In Armed Forces	0%	0%	0%	1%
Not In Labor Force	57%	53%	53%	39%
Employment by Industry (2006)	339	6,478	10,016	871,638
Agriculture/Mining	7%	4%	6%	4%
Construction	9%	11%	12%	9%
Manufacturing	5%	5%	5%	4%
Wholesale Trade	1%	2%	3%	3%
Retail Trade	7%	10%	10%	11%
Transportation/Utilities	5%	5%	5%	4%
Information	0%	1%	1%	2%
Finance/Insurance/Real Estate	4%	5%	4%	6%
Services	45%	44%	43%	47%
Public Administration	16.8%	12%	11%	9%
Employment by Occupation (2006)	339	6,478	10,016	871,638
White Collar	47%	44%	42%	58%
Services	25%	27%	26%	19%
Blue Collar	28%	30%	32%	23%
Travel Time to Work (2000)	238	4,036	6,216	759,177
Worked at Home	0%	2%	3%	4%
0-19 minutes	86%	80%	76%	52%
20 minutes or more	14%	18%	22%	44%

¹ Quarter-mile buffer around center of MainStreet area: 105 W. Spruce St.

² Thirty-minute drive from center of MainStreet area: 105 W. Spruce St.

Source: ESRI® ArcGIS 9.2 Business Analyst, using U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI® forecasts for 2006.

DEMING MAINSTREET – Community Economic Assessment

FIGURE 1: DEMING REGIONAL TRADE AREA



Source: ESRI® StreetMap™, UNM-BBER

DEMING MAINSTREET – Community Economic Assessment

TABLE 2: LOCATION QUOTIENT: DEMING EMPLOYMENT BY INDUSTRY IN RELATION TO LUNA COUNTY AND NEW MEXICO, AND LUNA COUNTY EMPLOYMENT BY INDUSTRY IN RELATION TO NEW MEXICO

	DEMING		LUNA COUNTY
	LUNA COUNTY	NEW MEXICO	NEW MEXICO
Agriculture; forestry; fishing and hunting; and mining	0.61	1.05	1.72
Agriculture; forestry; fishing and hunting	0.59	1.44	2.45
Mining	0.68	0.62	0.91
Construction	0.96	1.25	1.30
Manufacturing	0.99	1.15	1.16
Wholesale trade	0.81	0.73	0.91
Retail trade	1.08	0.97	0.89
Transportation and warehousing; and utilities	0.95	1.08	1.14
Transportation and warehousing	0.95	1.05	1.11
Utilities	0.95	1.17	1.23
Information	1.06	0.45	0.43
Finance; insurance; real estate and rental and leasing	1.11	0.86	0.78
Finance and insurance	1.23	0.76	0.62
Real estate and rental and leasing	0.99	1.05	1.06
Professional; scientific; management; administrative; and waste management services	0.75	0.34	0.46
Professional; scientific; and technical services	0.73	0.29	0.40
Management of companies and enterprises	0.00	0.00	0.00
Administrative and support and waste management services	0.78	0.45	0.58
Educational; health and social services	1.10	1.09	0.99
Educational services	1.12	1.08	0.97
Health care and social assistance	1.09	1.09	1.00
Arts; entertainment; recreation; accommodation and food services	1.14	1.20	1.05
Arts; entertainment; and recreation	0.47	0.25	0.53
Accommodation and food services	1.23	1.50	1.22
Other services (except public administration)	0.75	0.87	1.15
Public administration	1.15	1.33	1.16

Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P49. Universe: Employed civilian population 16 years and over. Calculations by BBER, 2007.

DEMING MAINSTREET – Community Economic Assessment

TABLE 3: LOCATION QUOTIENT: DEMING EMPLOYMENT BY OCCUPATION IN RELATION TO LUNA COUNTY AND NEW MEXICO, AND LUNA COUNTY EMPLOYMENT BY OCCUPATION IN RELATION TO NEW MEXICO

	DEMING		LUNA COUNTY
	LUNA COUNTY	NEW MEXICO	NEW MEXICO
Management; professional; and related occupations	0.99	0.66	0.67
Management; business; and financial operations occupations	0.88	0.62	0.70
Management occupations; except farmers and farm managers	1.05	0.63	0.60
Farmers and farm managers	0.30	0.67	2.25
Business and financial operations occupations	0.97	0.59	0.61
Business operations specialists	1.21	0.67	0.56
Financial specialists	0.77	0.51	0.66
Professional and related occupations	1.05	0.68	0.65
Computer and mathematical occupations	0.74	0.12	0.17
Architecture and engineering occupations	1.30	0.85	0.66
Architects; surveyors; cartographers; and engineers	0.70	0.23	0.33
Drafters; engineering; and mapping technicians	1.59	2.02	1.27
Life; physical; and social science occupations	1.81	0.12	0.07
Community and social services occupations	0.88	0.94	1.07
Legal occupations	1.06	0.77	0.73
Education; training; and library occupations	1.14	1.08	0.94
Arts; design; entertainment; sports; and media occupations	1.02	0.42	0.41
Healthcare practitioners and technical occupations	0.76	0.41	0.54
Health diagnosing and treating practitioners and technical occupations	0.88	0.38	0.43
Health technologists and technicians	0.60	0.49	0.81
Service occupations	1.03	1.43	1.38
Healthcare support occupations	1.05	1.52	1.44
Protective service occupations	1.06	1.88	1.78
Fire fighting; prevention; and law enforcement workers; including supervisors	1.11	3.03	2.72
Other protective service workers; including supervisors	0.67	0.33	0.50
Food preparation and serving related occupations	1.10	1.37	1.25
Building and grounds cleaning and maintenance occupations	1.02	1.53	1.49
Personal care and service occupations	0.86	0.99	1.15

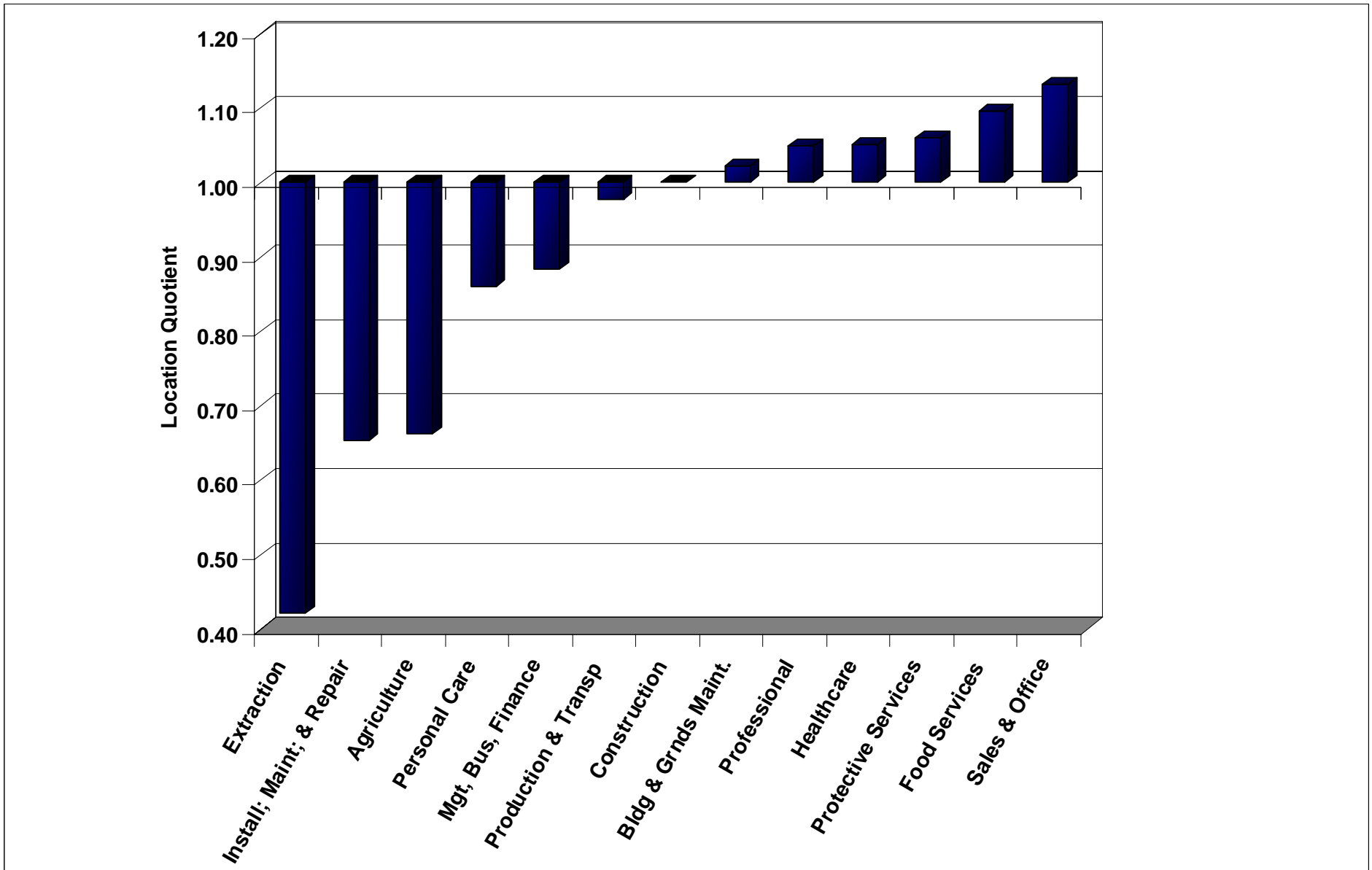
DEMING MAINSTREET – Community Economic Assessment

TABLE 3: LOCATION QUOTIENT: DEMING EMPLOYMENT BY OCCUPATION IN RELATION TO LUNA COUNTY AND NEW MEXICO, AND LUNA COUNTY EMPLOYMENT BY OCCUPATION IN RELATION TO NEW MEXICO, CONTINUED

	DEMING		LUNA COUNTY
	LUNA COUNTY	NEW MEXICO	NEW MEXICO
Sales and office occupations	1.13	0.91	0.81
Sales and related occupations	1.09	0.76	0.70
Office and administrative support occupations	1.16	1.03	0.89
Farming; fishing; and forestry occupations	0.66	2.05	3.10
Construction; extraction; and maintenance occupations	0.87	1.05	1.21
Construction and extraction occupations	1.00	1.23	1.23
Supervisors; construction and extraction workers	0.84	0.65	0.78
Construction trades workers	1.05	1.40	1.34
Extraction workers	0.42	0.37	0.88
Installation; maintenance; and repair occupations	0.65	0.77	1.18
Production; transportation; and material moving occupations	0.98	1.46	1.49
Production occupations	1.01	1.40	1.39
Transportation and material moving occupations	0.95	1.51	1.59
Supervisors; transportation and material moving workers	1.81	1.54	0.85
Aircraft and traffic control occupations	0.00	0.00	0.81
Motor vehicle operators	0.94	1.59	1.68
Rail; water and other transportation occupations	0.00	0.00	1.10
Material moving workers	1.07	1.76	1.64

Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P49. Universe: Employed civilian population 16 years and over. Calculations by BBER, 2007.

FIGURE 2: DEMING LOCATION QUOTIENTS BY OCCUPATION IN RELATION TO LUNA COUNTY



Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P51 Universe: Employed civilian population 16 years and over. Calculations by BBER, 2007.

DEMING MAINSTREET – Community Economic Assessment

TABLE 4: LOCATION QUOTIENT: DEMING EMPLOYMENT BY BUSINESS OWNERSHIP TYPE IN RELATION TO LUNA COUNTY AND NEW MEXICO, AND LUNA COUNTY EMPLOYMENT BY BUSINESS OWNERSHIP TYPE IN RELATION TO NEW MEXICO

	DEMING		LUNA COUNTY
	LUNA COUNTY	NEW MEXICO	NEW MEXICO
Private for-profit wage and salary workers	1.01	1.02	1.01
Employee of private company	0.99	1.01	1.02
Self-employed in own incorporated business	1.29	1.18	0.92
Private not-for-profit wage and salary workers	0.83	0.45	0.54
Local government workers	1.16	1.47	1.27
State government workers	1.22	1.47	1.20
Federal government workers	1.06	0.75	0.71
Self-employed workers in own not incorporated business	0.48	0.48	1.00
Unpaid family workers	1.54	2.98	1.94

Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P49. Universe: Employed civilian population 16 years and over. Calculations by BBER, 2007.

DEMING MAINSTREET – Community Economic Assessment

TABLE 5: DEMING TAXABLE GROSS RECEIPTS AND PULL FACTORS, 2005 AND 2006

DEMING	TAXABLE GROSS RECEIPTS*		PULL FACTOR		NET GAIN/LOSS	
	2005	2006	2005	2006*	2005	2006*
Agriculture, Forestry, Fishing and Hunting	74,890	D	17%	D	(368,810)	(419,885)
Utilities	2,197,711	5,072,510	22%	49%	(7,948,317)	(5,261,015)
Construction	22,615,164	24,932,041	70%	65%	(9,554,563)	(13,575,814)
Manufacturing	2,356,802	2,217,957	41%	32%	(3,388,414)	(4,644,901)
Wholesale Trade	3,709,749	3,998,943	28%	27%	(9,755,850)	(10,806,817)
Retail Trade	105,628,230	106,165,161	149%	146%	34,888,867	33,421,512
Automobile Dealers	1,755,965	1,698,136	137%	133%	478,030	421,980
Automotive Parts, Accessories, and Tire Stores	5,628,521	4,876,685	285%	241%	3,651,823	2,852,669
Furniture and Home Furnishings Stores	1,052,010	610,215	55%	44%	(848,918)	(789,119)
Grocery Stores	2,238,438	27,096,314	22%	176%	(7,736,311)	11,672,833
Gasoline Stations	2,720,676	2,390,436	380%	346%	2,004,245	1,699,876
Clothing Accessories Stores	518,469	491,551	22%	21%	(1,869,592)	(1,846,687)
Miscellaneous Store Retailers	59,367,005	36,826,477	146%	103%	18,826,468	1,172,030
Transportation and Warehousing	203,551	483,618	10%	19%	(1,917,764)	(2,128,422)
Information	7,346,869	7,432,941	157%	137%	2,662,396	1,994,445
Telecommunications	7,076,725	7,172,662	184%	167%	3,224,331	2,877,662
Finance and Insurance	1,347,492	1,302,784	96%	88%	(59,154)	(177,179)
Commercial Banking	1,091,148	1,030,529	182%	184%	492,376	469,143
Credit Unions	22,979	21,473	17%	16%	(111,043)	(111,958)
Real Estate and Rental and Leasing	1,907,146	2,682,184	53%	69%	(1,658,468)	(1,200,522)
Professional, Scientific, and Technical Services	8,316,678	7,025,800	37%	33%	(13,871,713)	(14,546,481)
Professional, Scientific, and Technical Services	5,674,210	4,918,876	69%	65%	(2,575,578)	(2,592,619)
Legal Services	1,579,436	1,344,274	56%	47%	(1,264,918)	(1,537,370)
Management, Scientific, and Technical Consulting Services	21,592	104,565	3%	15%	(595,396)	(578,457)
Management of Companies and Enterprises	11,789	D	4%	D	(272,681)	(214,775)
Admin & Support and Waste Mgt & Remed Svcs	210,977	588,341	21%	12%	(785,621)	(4,176,454)
Landscaping Services	116,691	536,256	60%	153%	(79,310)	186,163
Health Care and Social Assistance	24,134,812	24,737,279	218%	209%	13,087,700	12,875,560
Ambulatory Health Care Services	6,354,513	6,158,341	131%	130%	1,518,439	1,432,675
Offices of Physicians (except Mental Health Specialists)	387,628	74,298	207%	29%	200,461	(182,895)
Hospitals	16,296,109	16,736,248	444%	469%	12,625,851	13,165,905
Child Day Care Services	239,102	486,517	263%	534%	148,281	395,328
Arts, Entertainment, and Recreation	117,296	60,951	16%	8%	(624,322)	(678,519)
Amusement, Gambling, and Recreation Industries	117,296	30,606	25%	7%	(358,984)	(422,506)
Accommodation and Food Services	29,279,258	31,187,327	199%	202%	14,554,002	15,734,387
Accommodation	3,789,369	4,732,280	111%	132%	373,674	1,138,007
Food Services	24,180,279	24,585,928	216%	209%	12,960,733	12,824,487
Full-Service Restaurants	19,691,261	19,459,278	211%	201%	10,351,535	9,775,268
Limited-Service Eating Places	562,704	1,256,540	110%	218%	50,199	680,346
Drinking Places (Alcoholic Beverages)	3,926,314	3,870,111	362%	366%	2,841,860	2,813,997
TOTAL	272,503,175	268,867,677	116%	105%	38,427,194	13,720,916

* 2005 personal income figures were used to calculate 2006 pull factors and net gain/loss because 2006 figures were not available.

D indicates non-disclosure of data. Blank cells indicate years in which no gross receipts were reported.

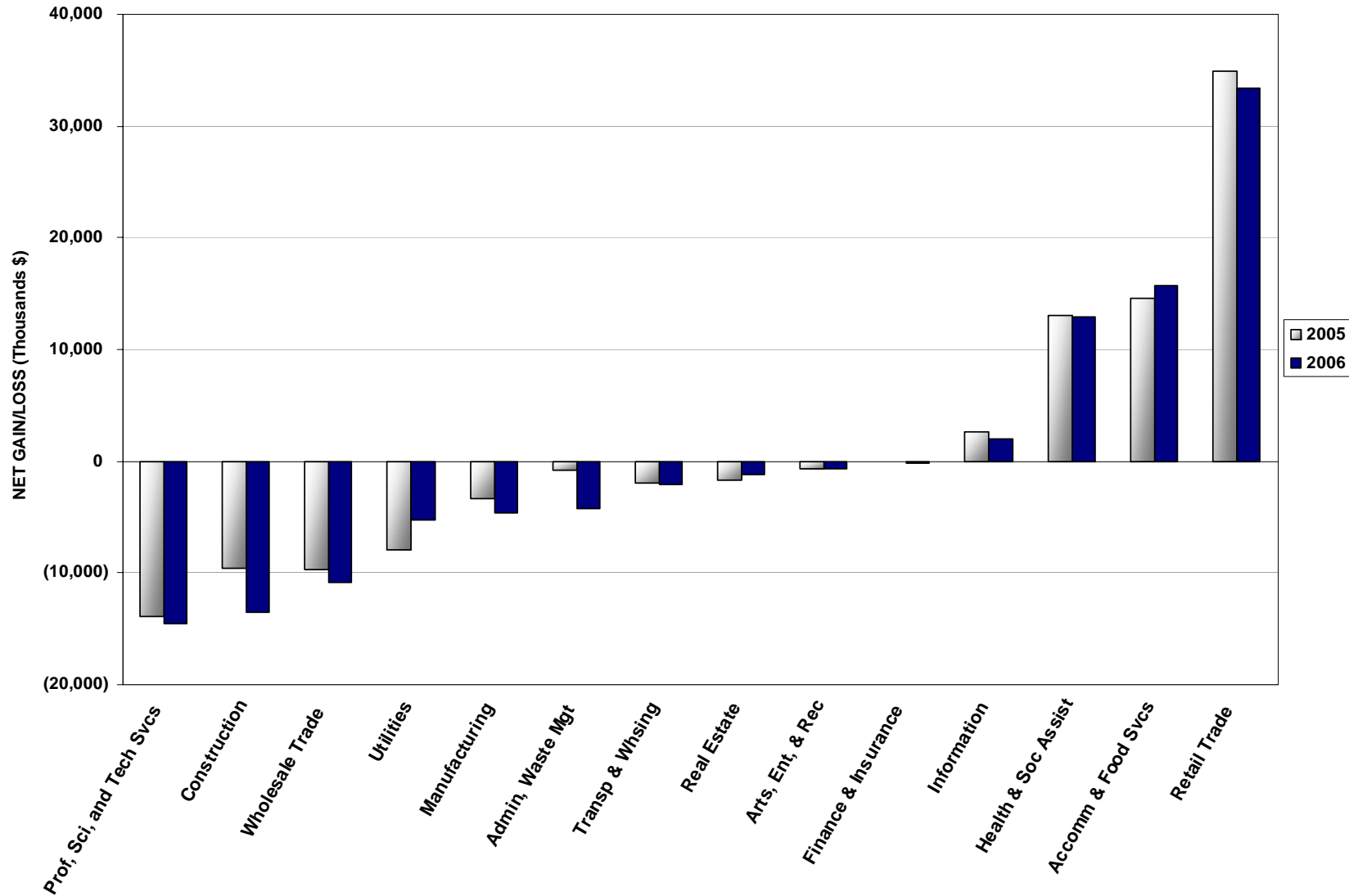
All values are adjusted for inflation and are reported in terms of 2006 dollars.

Data is classified by North American Industry Classification System (NAICS). Two-digit NAICS sectors are shown in bold; non-bold, indented rows represent more detail (i.e., 3-, 4-, 5-, or 6-digit NAICS) for a sector. Sector totals may not sum to the total due to non-disclosure and because sectors that have zero taxable gross receipts for all three years are not shown. Sub-sectors are not nested in sectors, and not all sub-sectors are shown; therefore, subsectors do not sum to sector totals.

Source: State of New Mexico Taxation and Revenue Department Combined Reporting System; Report No. 80 – NAICS Code Version; Calculations by BBER, 2007.

DEMING MAINSTREET – Community Economic Assessment

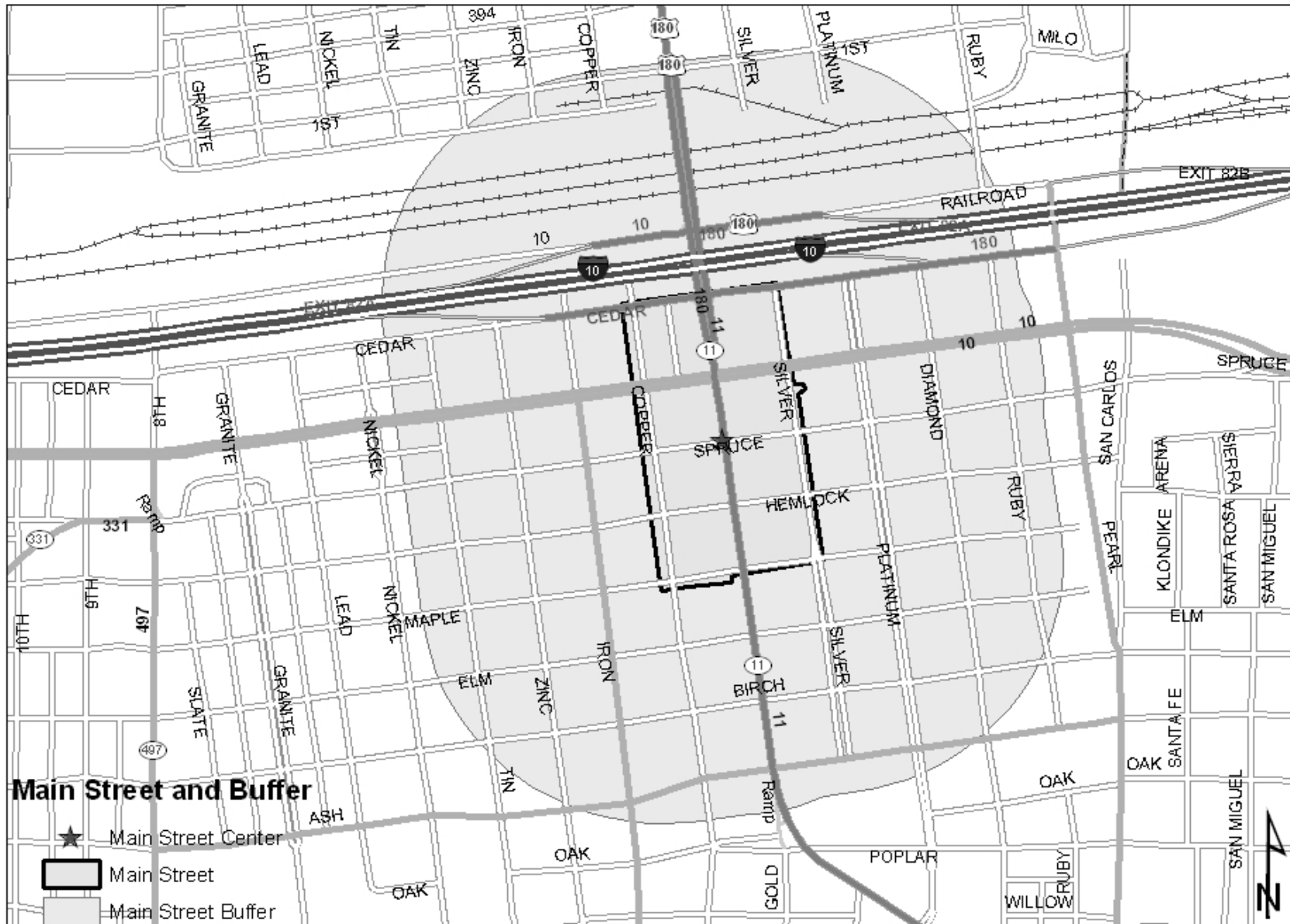
FIGURE 3: DEMING TAXABLE GROSS RECEIPTS GAIN/LOSS BY INDUSTRY, 2005 AND 2006



Source: State of New Mexico Taxation & Revenue Department Combined Reporting System; Report No. 80 -- NAICS Code Version; calculations by BBER, 2007.
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DEMING MAINSTREET – Community Economic Assessment

FIGURE 4: DEMING MAINSTREET AND BUFFER



Source: ESRI® StreetMap™, UNM-BBER

DEMING MAINSTREET – Community Economic Assessment

TABLE 6: DEMING BUSINESSES BY INDUSTRY BY LOCAL GEOGRAPHY, 2006

	MS¹	DEMING²	MS%³	COUNTY⁴	TOTAL⁵
Agriculture, Forestry, Fishing and Hunting	1	10	9%	37	48
Mining				1	1
Utilities	2	2	50%	1	5
Construction	1	13	7%	29	43
Manufacturing	2	6	25%	9	17
Wholesale trade		5		7	12
Retail Trade	9	47	16%	17	73
Transportation & Warehousing	2	5	29%	9	16
Information	3	4	43%		7
Finance & Insurance	6	10	38%		16
Real Estate, Rental & Leasing	1	18	5%	2	21
Professional, Scientific & Technical Services	6	19	24%	5	30
Mgt of Companies	1		100%	1	2
Administrative & Support Services	2	8	20%	6	16
Educational Services	1	11	8%	1	13
Health Care and Social Assistance	4	35	10%	11	50
Arts, Entertainment and Recreation		3			4
Accommodations & Food Services	4	31	11%	8	43
Other Services	3	21	13%	6	30
Public Administration	3	2	60%	11	15
Total	51	250	17%	161	462

¹ MainStreet District.

² Town, not including MainStreet District.

³ MainStreet District as a percentage of entire town.

⁴ County, not including town.

⁵ County total.

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2006. Calculations by BBER, 2007.

DEMING MAINSTREET – Community Economic Assessment

TABLE 7: DEMING EMPLOYMENT BY INDUSTRY IN MAINSTREET AREA, 2006

	MS¹	DEMING²	MS%³	COUNTY⁴	TOTAL⁵
Agriculture, Forestry, Fishing and Hunting	5	225	2%	700	929
Mining				8	8
Utilities	40	43	48%	14	97
Construction	7	64	9%	531	601
Manufacturing	8	342	2%	770	1,120
Wholesale trade		50		43	93
Retail Trade	21	1,157	2%	147	1,325
Transportation & Warehousing	28	23	55%	85	135
Information	9	15	37%		23
Finance & Insurance	105	35	75%		140
Real Estate, Rental & Leasing	2	63	2%	3	67
Professional, Scientific & Technical Services	24	102	19%	11	137
Mgt of Companies	14		100%	1	15
Administrative & Support Services	23	69	25%	45	137
Educational Services	4	698	0%	59	761
Health Care and Social Assistance	34	518	6%	110	662
Arts, Entertainment and Recreation		41	38%		66
Accommodations & Food Services	52	438	11%	144	633
Other Services	7	79	8%	20	105
Public Administration	89	22	75%	517	603
Total	469	3,982	11%	3,207	7,658

¹ MainStreet District.

² Town, not including MainStreet District.

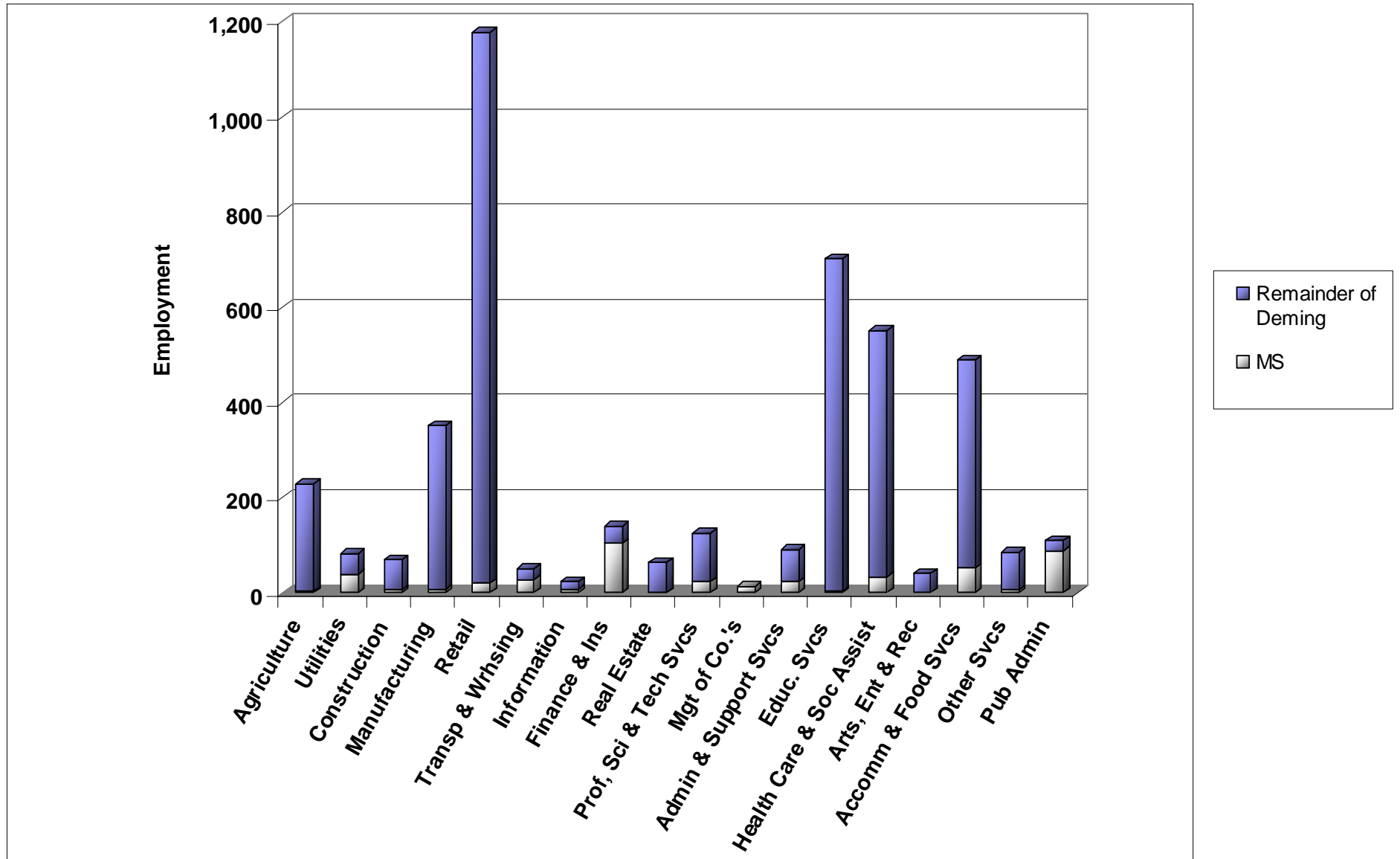
³ MainStreet District as a percentage of entire town.

⁴ County, not including town.

⁵ County total.

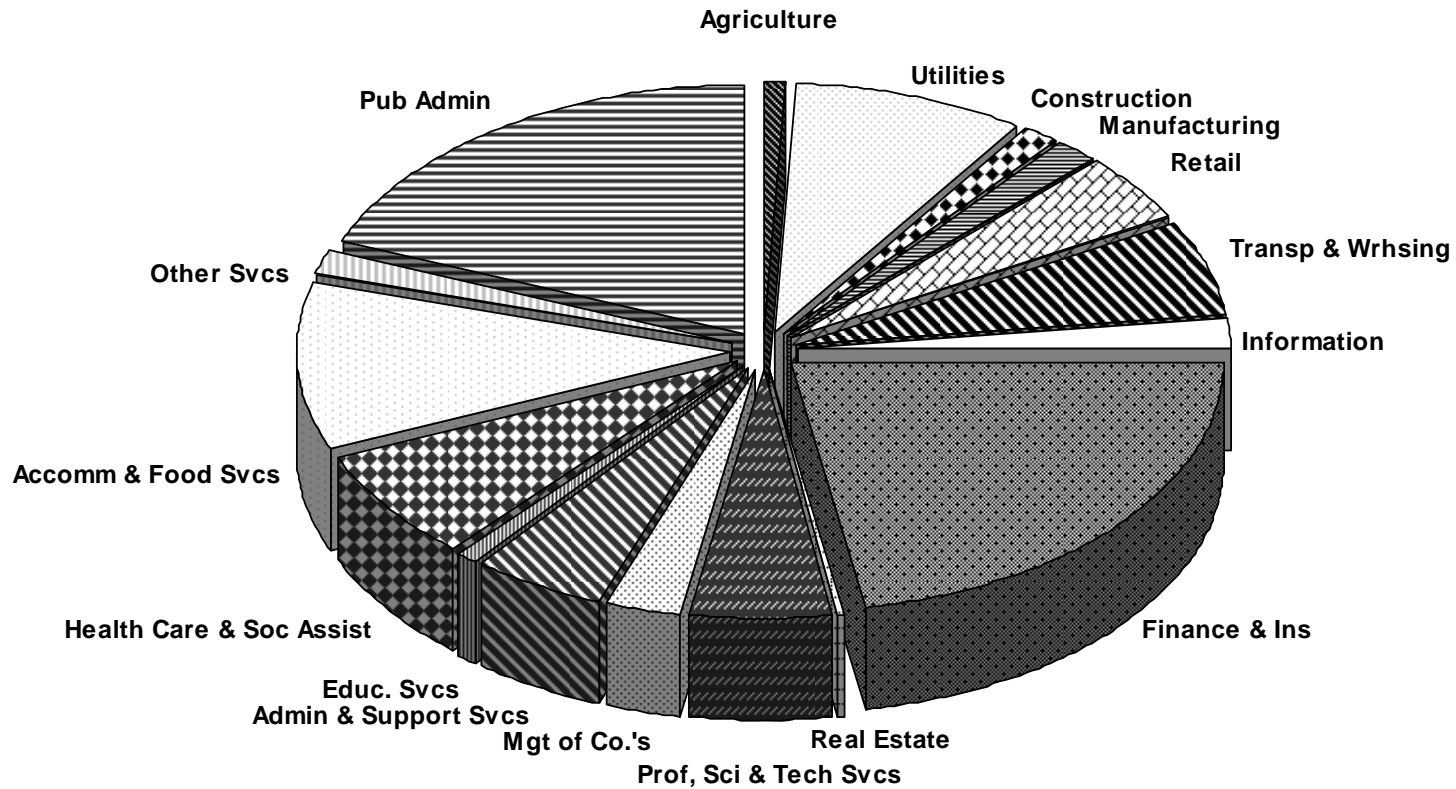
Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2006. Calculations by BBER, 2007.

FIGURE 5: DEMING EMPLOYMENT BY INDUSTRY AND LOCAL GEOGRAPHY, 2006



Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2006. Calculations by BBER, 2007.

FIGURE 6: DEMING EMPLOYMENT IN MAINSTREET AREA BY INDUSTRY, 2006



Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2006. Calculations by BBER, 2007.

DEMING MAINSTREET – Community Economic Assessment

TABLE 8: DEMING MARKET AREA CONSUMER SPENDING

	MAINSTREET¹	DEMING	REGION²	NEW MEXICO
CONSUMER SPENDING (2006, in Thousands \$)				
Retail Goods	\$4,991	\$75,638	\$123,146	\$15,274,537
Average Spent per Household	\$12	\$14	\$14	\$20
Apparel & Services	\$386	\$5,369	\$8,318	\$1,186,955
Men's Apparel	\$76	\$1,082	\$1,677	\$237,346
Women's Apparel	\$121	\$1,720	\$2,656	\$370,989
Children's Apparel	\$76	\$1,062	\$1,694	\$232,175
Infant Apparel (Under 2 Years)	\$23	\$314	\$496	\$68,340
Footwear	\$40	\$554	\$866	\$120,140
Watches & Jewelry	\$32	\$451	\$687	\$109,151
Apparel Products & Services	\$40	\$499	\$738	\$117,153
Computers & Accessories	\$47	\$674	\$1,041	\$152,616
Computers & Hardware for Home Use	\$42	\$591	\$915	\$133,740
Software & Accessories for Home Use	\$6	\$83	\$126	\$18,877
Entertainment/Recreation	\$606	\$9,277	\$14,954	\$1,962,440
Fees & Admissions	\$101	\$1,433	\$2,172	\$347,923
TV/Video/Sound Equipment	\$219	\$3,143	\$4,929	\$656,419
Pets	\$86	\$1,394	\$2,347	\$279,357
Toys & Games	\$36	\$547	\$881	\$116,798
Recreational Vehicles & Fees	\$68	\$1,298	\$2,311	\$248,147
Sports/Rec/Exercise Equipment	\$31	\$489	\$799	\$103,145
Photo Equipment/Supplies	\$26	\$380	\$594	\$83,552
Reading	\$40	\$595	\$923	\$127,098
Food at Home	\$1,040	\$14,951	\$23,952	\$3,005,686
Bakery & Cereal Products	\$151	\$2,170	\$3,478	\$438,347
Meat/Poultry/Fish/Eggs	\$281	\$4,024	\$6,477	\$796,380
Dairy Products	\$111	\$1,617	\$2,595	\$324,889
Fruit & Vegetables	\$181	\$2,531	\$3,998	\$519,804
Snacks/Other Food	\$316	\$4,609	\$7,405	\$926,266
Food Away from Home	\$662	\$9,358	\$14,704	\$2,009,504
Alcoholic Beverages	\$112	\$1,547	\$2,370	\$339,524
Investments	\$724	\$9,380	\$12,771	\$2,516,088
Health Care	\$772	\$12,256	\$19,939	\$2,268,502
Health Insurance	\$380	\$368	\$589	\$1,109,613
Nonprescription Drugs	\$24	\$2,116	\$3,483	\$70,324
Prescription Drugs	\$129	\$252	\$405	\$359,652
Eyeglasses & Contact Lenses	\$16	\$0	\$0	\$51,228
Life & Other Personal Insurance	\$122	\$1,966	\$3,232	\$389,932

¹ Quarter-mile buffer around center of MainStreet area: 105 W. Spruce St.

² Thirty-minute drive from center of MainStreet area: 105 W. Spruce St.

Source: ESRI® ArcGIS 9.2 Business Analyst, using expenditure data derived from the 2001, 2002, and 2003 Bureau of Labor Statistics' Consumer Expenditure Surveys. ESRI® forecasts for 2006.

DEMING MAINSTREET – Community Economic Assessment

TABLE 8: DEMING MARKET AREA CONSUMER SPENDING, CONTINUED

	MAINSTREET ¹	DEMING	REGION ²	NEW MEXICO
CONSUMER SPENDING (2006, in Thousands \$)				
Smoking Products	\$106	\$1,658	\$2,743	\$305,224
Personal Care Products	\$93	\$1,328	\$2,092	\$276,292
Housing:	\$2,637	\$36,437	\$56,346	\$8,349,143
Mortgage Payment & Basics	\$1,350	\$20,525	\$32,603	\$4,808,937
Maintenance & Remodeling Services	\$282	\$4,521	\$7,253	\$1,020,863
Maintenance & Remodeling Materials	\$59	\$1,025	\$1,753	\$214,491
Home Improvement Services	\$287	\$4,584	\$7,350	\$1,034,547
Home Improvement Materials	\$63	\$1,082	\$1,851	\$224,172
Utilities/Fuel/Public Services	\$883	\$13,031	\$20,935	\$2,600,753
Telephone Services	\$308	\$4,402	\$7,005	\$900,334
Insurance - Owners & Renters	\$87	\$1,385	\$2,269	\$273,652
Household Furnishings & Equipment	\$354	\$5,234	\$8,311	\$1,151,460
Household Textiles	\$24	\$352	\$549	\$78,649
Furniture	\$115	\$1,642	\$2,582	\$369,852
Floor Coverings	\$13	\$187	\$285	\$47,090
Major Appliances	\$54	\$841	\$1,367	\$172,613
Housewares	\$16	\$233	\$376	\$49,960
Small Appliances	\$7	\$108	\$173	\$22,213
Other HH Items - Luggage	\$2	\$24	\$36	\$5,835
Other HH Items - Telephones & Accessories	\$4	\$62	\$95	\$13,866
Household Services:	\$369	\$5,495	\$8,802	\$1,167,191
Computer Information Services	\$32	\$463	\$730	\$100,884
Child Care	\$70	\$928	\$1,392	\$239,893
Lawn & Garden	\$81	\$1,371	\$2,340	\$262,131
Moving/Storage/Freight Express	\$11	\$137	\$202	\$31,962
Housekeeping Supplies	\$153	\$2,271	\$3,646	\$457,331
Housekeeping Services	\$22	\$324	\$493	\$74,990
Education	\$229	\$2,918	\$4,251	\$668,548
Transportation (Local):	\$2,053	\$31,533	\$52,001	\$6,315,931
Vehicle Insurance	\$276	\$4,076	\$6,576	\$838,658
Vehicle Purchases (Net Outlay)	\$1,182	\$18,490	\$30,769	\$3,669,251
Gasoline & Motor Oil	\$384	\$5,857	\$9,682	\$1,155,258
Vehicle Maintenance & Repairs	\$211	\$3,111	\$4,975	\$652,763
Travel	\$321	\$4,788	\$7,481	\$1,048,567
Airline Fares	\$69	\$975	\$1,468	\$226,926
Lodging on Trips	\$67	\$1,050	\$1,666	\$229,655
Auto/Truck/Van Rental on Trips	\$7	\$106	\$160	\$25,722
Food & Drink on Trips	\$84	\$1,262	\$1,985	\$271,244

¹ Quarter-mile buffer around center of MainStreet area: 105 W. Spruce St.

² Thirty-minute drive from center of MainStreet area: 105 W. Spruce St.

Source: ESRI® ArcGIS 9.2 Business Analyst, using expenditure data derived from the 2001, 2002, and 2003 Bureau of Labor Statistics' Consumer Expenditure Surveys. ESRI® forecasts for 2006.

