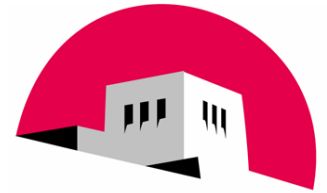


University of New Mexico  
Bureau of Business and Economic Research

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# GRANTS MAINSTREET: COMMUNITY ECONOMIC ASSESSMENT

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## GRANTS – COMMUNITY ECONOMIC ASSESSMENT

### 1. Demographics:<sup>1</sup>

- a. The population of the city of Grants in 2006 is estimated to be 9,126. Since the sharp decline during the 1980s, following the collapse of the uranium mining boom, Grants' population has grown very slowly, by an average of less than one percent per year. Future population trends are likely to track economic events, including the possible recovery of the uranium mining industry.
- b. Grants' population is slightly more than half Hispanic (52.4 percent); about one-third is white, non-Hispanic; and most of the remaining 15 percent is Native American. The median age of the city's population is slightly younger (34.7 years old) than the surrounding region<sup>2</sup> (35.6) and the state (35.2); the community has a slightly higher proportion of children and slightly lower proportion of mature working age (40 to 65 years old), which tends to add pressure to household finances and the local economy.
- c. Relative to the state economy, those living in Grants are more likely to be long term residents of their community. According to the 2000 Census, more than 41 percent of the city's residents had lived in city for at least 10 years, compared to 33 percent for the state; one-quarter had lived in city for at least 20 years, compared to only 17 percent for New Mexico.
- d. The level of educational attainment in Grants lags behind the state, particularly for higher education, though it is a bit better than the city's surrounding region. Twenty-two percent of Grants' population 25 years old and over do not have a high school diploma or G.E.D., compared to 21 percent for the state and 25 percent for the region; only 14 percent have a Bachelors degree or higher, compared to 23 percent for the state and 12 percent for the region.

### 2. Housing:<sup>3</sup>

- a. There are an estimated 3,780 housing units in the city of Grants. The housing stock is quite old. Reflecting the economic impact of the early uranium mining boom on the community, nearly half of all housing units in Grants (as of 2000) were built during the 1970s. Only 9 percent

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<sup>1</sup> See **Table 1** in the appendix

<sup>2</sup> In this report, the region surrounding Grants is defined as the area within a 25 minute drive of downtown Grants, at 1<sup>st</sup> Avenue and Santa Fe Avenue.

<sup>3</sup> See **Table 1** in the appendix

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of housing units in city were built during the 1990s (compared to 23 percent for the state as a whole).

- b. About 60 percent of occupied housing units in Grants are single family detached houses (66 percent for the state); 22 percent are in multifamily units (15 percent for the state); and 18 percent are mobile homes (19 percent for the state). In addition, 11 percent of all housing units in city are unoccupied or vacant. The rate of home ownership in Grants is slightly lower than the statewide rate: 67.5 percent compared to 70.4 percent for the state.
- c. Housing is relatively affordable in Grants, in both absolute and relative terms. The median value of owner occupied housing is about \$94,500, well below the statewide median value of \$141,400. Median rent is \$262 per month, compared to \$432 across the state. In Grants, the median home ownership cost is 19.9 percent of household income; for the state, the corresponding value is 22.2 percent. For renters, monthly payments consume 20.1 percent of household income, compared to 26.1 percent for the state.

**3. Income:**<sup>4</sup> Incomes in Grants are low, but on par with those of smaller communities in New Mexico. Per capita income is estimated at \$17,312 (compared to \$21,756 for the state); median household income is \$35,390 (\$41,539 for the state).

- a. The structure of income sources in Grants is very similar to that of the state. As of 2000, 80 percent of all households received income from earnings (employment); 28 percent and 18 percent received incomes from social security and retirement, respectively; 23 percent received investment income; and 5 percent received public assistance.
- b. Poverty rates in Grants are slightly higher than in other parts of the state, though a bit lower than in other parts of Cibola County. In 2000, 1,810 persons, or 21.9 percent of the city's population, lived below the poverty line.<sup>5</sup> The poverty rate for Cibola County was 24.8 percent, and for the state it was 18.4 percent.

**4. Economy:**<sup>6</sup> Grants has a well balanced economy, though incomes are somewhat low. The city has a roughly equal number of jobs and employed residents (3,382 jobs and 3,440 employed), though about one quarter of employed residents work outside of city with a proportionate number of local

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<sup>4</sup> Ibid

<sup>5</sup> In 2000, the poverty line was \$8,959 for an individual or \$17,463 for a family of four, including two children.

<sup>6</sup> See **Tables 2-4** and **Figure 2** for location quotient data and **Table 5** and **Figure 3** for gross receipts data.

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jobs filled by residents of other areas. The net flow of gross receipts have likewise been in relative balance since the 1999 opening of Wal-Mart, though 2006 showed a weakening of the gross receipts position. The low wages in city are due to the prevalence of low and mid paying service jobs and the scarcity of higher paying professional occupations. Economic prospects for the city in the foreseeable future are closely tied to developments in the mining industry.

- a. Trade area:<sup>7</sup> located mid-way between Albuquerque and Gallup along I-40, the city of Grants has a fairly large trade area, including areas in Cibola and McKinley counties within an approximately 25 minute drive from the city center. Specifically, Grants' retail and service businesses have four distinct markets: i) city residents obtain 'low' and most 'middle order goods and services' in Grants;<sup>8</sup> ii) regional residents within the 25 minute drive shop in Grants for many middle order goods (groceries, Wal-Mart, public services); and iii) some travelers on I-40 stop in Grants for low and middle order goods and services (gasoline, restaurants, hotels, Wal-Mart); and iv) a few destination visitors use Grants as a base for recreational activities (e.g., Malpais, Mt. Taylor, hunting). City and regional residents are likely to travel to Albuquerque for some middle order and all higher order goods and services.
- b. Strengths: Grants' principal economic advantages are its function as a regional retail and service center, the establishment of nearby jails that provide employment, the city's location along well-traveled I-40, and the potential renewal of uranium mining operations.
  - i. Regional retail and services – the retail sector accounts for about 45 percent of Grants total taxable gross receipts and, in an average year, about \$17.5 million in net inflow of gross receipts.<sup>9</sup> It is difficult to pinpoint the source of these inflows from aggregate data, but it can be assumed that much of the retail surplus flows through Wal-Mart.<sup>10</sup> Strong service

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<sup>7</sup> See **Figure 1** for a map of Grants' regional trade area.

<sup>8</sup> 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, and hotels. 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. Thus, Grants might be considered a middle order shopping destination.

<sup>9</sup> Analysis of gross receipts involves a comparison of sales of local businesses with expected expenditures of residents. Where receipts exceed expected expenditures, it is assumed that the balance is due to spending by non-residents in local businesses; and where receipts are short of expected expenditures, it is assumed that the shortfall is due to spending by local residents outside the community. These statistics are summarized in pull factors, and shown in **Table 5**. See the 'Explanation of Tables' for a more complete discussion of pull factor analysis.

<sup>10</sup> Classification of gross receipts data submitted to the New Mexico Department of Taxation and Revenue is designated by the source. Wal-Mart is believed to variously list gross receipts as

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sectors include finance and insurance, with receipts about 50 percent higher than expected (i.e. pull factors of 150 percent); health care and social assistance (pull factors as high as 145 percent); and arts and entertainment (up to 198 percent).

- ii. Traveler services – after retail, accommodations and food services is the best performing sector in Grants' economy, generating a net inflow of gross receipts of about \$8.6 million, on average, between 2004 and 2006. The importance of travelers' services is further indicated by the strength of retail categories such as gasoline stations and automotive parts. These two categories have pull factors around 200 percent or higher.<sup>11</sup>
  - iii. The most significant upside to the local economy is the possibility that uranium mining may be resumed. Over the past four years, uranium prices on spot markets have increased ten-fold, to \$78 per pound. Uranium Resources has begun to consolidate holdings in the region, including the \$126.5 million purchase of water, mineral, and surface rights to 14,000 acres in the Ambrosia Lakes district about 20 miles to the north of Grants. The company claims it would employ nearly 3,000 people if operations were to begin.<sup>12</sup>
- c. Weaknesses: the main weaknesses of Grants' economy are in construction, wholesale, and higher order services, including professional and technical services. These industries are very difficult for a community the size of Grants to affect, as these industries are typically concentrated in large centrally located metropolitan areas such as Albuquerque. (Note that gross receipts of construction firms are recorded at the registered address, and not at the location of the work.)

### 5. MainStreet:<sup>13</sup> Grants' MainStreet district runs east-west along Santa Fe Avenue, from its turnoff from Rt. 66 to Central Avenue; and north between

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'Miscellaneous Store Retailers' and 'Grocery Stores'. This uncertain pattern may explain the reallocation of gross receipts between these categories in 2005 and 2006.

<sup>11</sup> By New Mexico law, gasoline is taxed directly and stations pay no gross receipts taxes on gasoline sales. Thus, receipts reported by gasoline stations include only sales of other items, such as convenience items. However, these receipts serve as a useful indicator of overall activity in the sector and generate pull factors that are reasonable estimates of gasoline activity.

<sup>12</sup> Brosnan, James W. "Navajos Spurn Uranium Mining," *The Albuquerque Tribune*, Wednesday, October 24, 2007; *New Mexico Business Weekly*, "URI to Acquire Mill Site and Uranium Holdings from BHP Billiton," Friday, October 12, 2007.

<sup>13</sup> See **Tables 6-8** and **Figures 5** and **6** for data on businesses and employment by industry; and **Table 9** and **Figure 4** for Grants' local market area.



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First Street and Mountain Road. The district includes the historical center of Grants.

- a. In 2006, 92 businesses were located in the MainStreet district, 42 percent of all Grants-based businesses. The employers in the MainStreet district are much smaller than those in other parts of city – these businesses employ an average of 8 workers each, compared to an average of 19 in other parts of city. In total, MainStreet businesses employed 754 workers, 24 percent of the city's total employment base.
- b. Employment in the MainStreet district is well balanced among the various industries and between public and private sectors, thus providing stability against economic swings. No single sector employs more than 20 percent of the MainStreet workforce. The sectors with the highest employment totals in the district are restaurants (136), education (132, including Grants High School and the public school system's administrative offices), retail (86), public administration (84, including city and county governments), and banking and insurance brokers (61). Relative to expectations, and reflecting the course of development of other MainStreet communities, the retail sector appears to be inadequately developed.
- c. About one in five residents of Grants (1,172 persons) lives within a quarter mile of the MainStreet district; one half (2,645 persons) live within one mile of the center of the district. Compared to other parts of Grants, the population that resides closest to the MainStreet district (within  $\frac{1}{4}$  mile) is somewhat older (median age is 37.3 years, compared to less than 34.7 years); slightly more likely to be Hispanic; and somewhat less educated, particularly at the postsecondary level. Incomes in the district are about 9 percent lower. Significantly, households closest to the MainStreet district are more likely to be homeowners (71 percent compared to 68 percent), and much more likely to be long term residents of Grants (54 percent of persons living within  $\frac{1}{4}$  mile of the MainStreet district had lived in Grants for at least 10 years as of 2000, compared to only 29 percent of persons in other parts of city). This suggests a much stronger association with the historical downcity among those closer than those farther from the city center.
- d. **Table 9** provides data on consumer spending by category for residents in various parts of Grants and, for comparison, throughout New Mexico. The 687 households closest to MainStreet spend an estimated total of \$10.8 million per year on retail; 1,837 households within a 3 minute drive of the center of the MainStreet district spend a total of \$29.5 million. Within Grants, there is little variation in the distribution of household spending in various parts of city.

**6. Opportunities and Challenges:**

- a. Overall, Grants economy is on reasonably solid ground. A large number of jobs in the public sector (or funded by the public sector; e.g., in prisons) provide the community with a solid employment base. Public finances are also sound, with retail and other travel-related businesses generating gross receipts revenues adequate to fund necessary services. The prospect of a renewal of uranium mining could fuel further growth by increasing wages and spending in the local economy.
- b. Thus far, the strength of Grants' economy has not benefited the MainStreet district. Public sector employers provide stability to the area; restaurants bring a steady stream of customers; and service businesses such as banking and insurance companies are also a key part of the MainStreet economy. But these businesses function as single 'destinations' with few spillover benefits for the neighboring businesses. What is lacking is development of a retail & services cluster and pedestrian traffic. To be successful, Grants' MainStreet business community must differentiate itself from the high volume businesses located at the far east end of city by identifying specialty niches, developing clusters around these niches, offering superior customer service, engaging in special events and promotions, and lobbying the city government to invest in infrastructure that will encourage pedestrian traffic.
- c. To minimize the risks of doing business, downtown businesses should search for ways to integrate distinct markets, including residents nearest the district, residents of other parts of the city, visitors from other parts of Cibola County who travel to Grants for services and volume shopping (at Wal-Mart or other stores), travelers along I-40, and recreational visitors to the area. The first group – nearby residents – deserve particular attention. Available statistics reveal that this population is likely to have much stronger ties to the community than those living in other parts of the city, and are most likely to equate the renewal of the downtown economy with benefits to their own neighborhood. Also, hunters are an underdeveloped market for Grants among recreational visitors. By all accounts, the area is considered among the leading hunting sites in the U.S. Local private outfitters typically charge thousands of dollars for each licensed hunter and yet most of the purchases by outfitters are made outside the city. Discussions with officials from the Bureau of Land Management, the National Park Service and State Park Services indicate that nearly 40,000 person-days are spent by persons from out of town in recreation on public lands surrounding Grants (mainly in and around Taylor Mountain and the Zuni Mountains), and thousands more on nearby private land. At a minimum, 12-15,000 person-nights are spent in motels and hotels by these persons. The

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vast majority – three-quarters of these person-days and nights – are hunters who visit over a period of six months each year. This is a largely untapped market of visitors who are known to spend freely and locally for supplies.<sup>14</sup>

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<sup>14</sup> Mitchell, Dr. Jeffrey. *Grants MainStreet Project Leakage Study*. UNM-Bureau of Business and Economic Research, November, 2004.

## 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 Grants' 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 UNM-BBER.

A location quotient indicates the relative concentration of employment by industry, occupation, and type of business ownership in 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 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 city's economy within the county or state, or a county's economy within the state. As with pull factors, 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. Again, as with pull factors, this information can inform policies that aim to strengthen weaknesses or exploit strengths; the decision is again 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 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.,  $(TGR_{Community} / Income_{Community}) / (TGR_{New\ Mexico} / Income_{New\ Mexico})$ .

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; 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% is the break-even point. Values greater than 100% 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% 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%).

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 UNM-BBER.

ES-202 data is provided to UNM-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 UNM-BBER has information on industrial classification (NAICS), employment, and wages of each business establishment in the study area. Establishment-level data indicates that data is provided for each individual establishment; i.e., as opposed to a chain or brand. The key advantage of establishment-level data is that UNM-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, UNM-BBER has coded the data according to locations within the MainStreet district (MS), in other parts of the city (city 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 UNM-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](http://www.esri.com/library/whitepapers/pdfs/demographic-update-methodology.pdf))

The city of Grants 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 Grants. 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 was based upon drive times to the MainStreet site. Drive time polygons are generated using actual street networks in ESRI® StreetMap™. Drive times are calculated using road access, road types, and speed limits.

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Trade areas were determined by creating drive time polygons on two different scales: local and regional. Polygons were calculated at the local scale for 3 minute drive times. This time was chosen to reflect a short and convenient route from a home or hotel. Set boundaries, such as the Main Street buffers or city limits are not reflections of drive time calculations. On a regional scale, a drive time polygon was calculated at 25 minutes. The regional scale represents travel for dedicated purposes, such as supply replenishment, large item purchases, etc. The 25-minute scale was chosen as a break point just less than half the distance between Grants and Gallup to the west. This break point takes into account consumer choice on expenditures and Grants is limited as a choice to the west by Gallup and east by Albuquerque.

Trade area reports were generated for each of the drive time polygons and the Main Street buffer, as well as for the city and state boundaries. Reports included demographic, marketing, and retail expenditure data. The data is directly associated with the geographic areas overlaid by the drive time polygons. All of the population and marketing data for a particular 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 point 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**



GRANTS MAINSTREET – Community Economic Assessment

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

	MAINSTREET <sup>1</sup>	3-MINUTE DRIVE <sup>2</sup>	GRANTS	REGION <sup>3</sup>	NEW MEXICO
<b>DEMOGRAPHICS</b>					
<b>Population (2006)</b>	<b>1,712</b>	<b>4,590</b>	<b>9,126</b>	<b>16,464</b>	<b>1,956,417</b>
2000-2006 Annual Growth Rate	0.00%	-0.10%	0.60%	1.18%	1.22%
2006-2011 Annual Growth Rate	0.04%	-0.02%	0.11%	0.12%	1.19%
<b>Households (2006):</b>	<b>687</b>	<b>1,837</b>	<b>3,352</b>	<b>5,493</b>	<b>745,219</b>
2000-2006 Annual Growth Rate	0.59%	0.48%	0.77%	0.83%	1.59%
2006-2011 Annual Growth Rate	0.35%	0.30%	0.40%	0.42%	1.40%
<b>Average Household Size</b>	<b>2.45</b>	<b>2.46</b>	<b>2.55</b>	<b>2.72</b>	<b>2.57</b>
<b>Hispanic Origin (2006)</b>	<b>60%</b>	<b>55%</b>	<b>53%</b>	<b>46%</b>	<b>44%</b>
<b>Age Distribution (2006)</b>					
Under 19 y/o	28%	29%	30%	29%	29%
20-39 y/o	25%	24%	27%	27%	27%
40-64 y/o	33%	33%	31%	32%	32%
65 y/o and Over	14%	14%	12%	13%	12%
<b>Median Age (2006)</b>	<b>37.3</b>	<b>37.1</b>	<b>34.7</b>	<b>35.6</b>	<b>35.2</b>
<b>Resident for 10 years or more (2000)</b>	<b>53.9%</b>	<b>46.6%</b>	<b>41.4%</b>	<b>42.5%</b>	<b>32.6%</b>
<b>INCOME</b>					
<b>Per Capita Income (2006)</b>	<b>\$15,754</b>	<b>\$17,153</b>	<b>\$17,312</b>	<b>\$15,983</b>	<b>\$21,756</b>
<b>Household Income (2006)</b>					
<\$15,000	22%	20%	20%	20%	17%
\$15,000-\$29,999	26%	22%	21%	23%	20%
\$30,000-\$49,999	24%	25%	27%	26%	22%
\$50,000-\$99,999	23%	28%	25%	24%	28%
\$100,000 or more	6%	6%	7%	6%	13%
<b>Poverty Rate (2000)</b>	<b>NA</b>	<b>NA</b>	<b>21.9%</b>	<b>NA</b>	<b>18%</b>
<b>Median Household Income (2006)</b>	<b>\$30,939</b>	<b>\$35,608</b>	<b>\$35,390</b>	<b>\$33,858</b>	<b>\$41,539</b>
<b>Average Household Income (2006)</b>	<b>\$40,124</b>	<b>\$43,271</b>	<b>\$44,534</b>	<b>\$42,928</b>	<b>\$56,341</b>
<b>Households by Net Worth (2006)</b>					
<\$15,000	40%	31%	37%	38%	32%
\$15,000-\$49,999	16%	15%	13%	14%	14%
\$50,000-\$249,999	27%	33%	29%	29%	29%
\$500,000 or more	18%	21%	21%	19%	25%
<b>Median Net Worth</b>	<b>\$35,628</b>	<b>\$61,418</b>	<b>\$50,293</b>	<b>\$43,547</b>	<b>\$64,802</b>

<sup>1</sup> MainStreet boundaries with 1/4-mile buffer.

<sup>2</sup> Three-minute drive from center of MainStreet area, 216 N. 2nd St.

<sup>3</sup> Twenty-five-minute drive from center of MainStreet area, 216 N. 2nd 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 <sup>1</sup>	3-MINUTE DRIVE <sup>2</sup>	GRANTS	REGION <sup>3</sup>	NEW MEXICO
<b>HOUSING</b>					
<b>Housing Units (2006)</b>	<b>851</b>	<b>2,142</b>	<b>3,780</b>	<b>6,297</b>	<b>855,433</b>
Owner Occupied Housing Units	57%	60%	60%	64%	61%
Renter Occupied Housing Units	23%	26%	29%	23%	26%
Vacant Housing Units	19%	14%	11%	13%	13%
<b>Owner Occupied Housing Units by Value (2000)</b>	<b>474</b>	<b>1,239</b>	<b>2,187</b>	<b>3,850</b>	<b>474,435</b>
<\$50,000	38.4%	33.7%	33.3%	41.9%	22.7%
\$50,000 - \$99,999	45.6%	53.6%	53.1%	43.9%	31.1%
\$100,000 - 199,999	13.5%	11.1%	12.3%	11.8%	33.4%
\$200,000 or more	2.5%	1.5%	1.4%	2.4%	12.8%
<b>Average Home Value</b>	<b>\$66,618</b>	<b>\$68,843</b>	<b>\$68,846</b>	<b>\$67,948</b>	<b>\$121,651</b>
<b>Median Home Value</b>	<b>\$57,432</b>	<b>\$59,243</b>	<b>\$60,756</b>	<b>\$56,308</b>	<b>\$94,594</b>
<b>Median Rent</b>	<b>\$293</b>	<b>\$303</b>	<b>\$262</b>	<b>\$279</b>	<b>\$432</b>
<b>Average Rent</b>	<b>\$278</b>	<b>\$293</b>	<b>\$265</b>	<b>\$276</b>	<b>\$463</b>
<b>Housing Units by Units in Structure (2000)</b>	<b>806</b>	<b>2,079</b>	<b>3,615</b>	<b>6,034</b>	<b>780,579</b>
1 unit	60%	67%	60%	55%	66%
2 - 9 units	11%	15%	16%	11%	8%
10 - 20 units	5%	3%	6%	4%	7%
Mobile Home	24%	14%	18%	29%	19%
Other	0%	0%	0%	1%	1%
<b>Housing Units by Year Structure Built (2000)</b>	<b>805</b>	<b>2,079</b>	<b>3,614</b>	<b>6,034</b>	<b>780,579</b>
1990 to March 2000	7%	6%	9%	14%	23%
<b>Median Year Structure Built</b>	<b>1967</b>	<b>1966</b>	<b>1971</b>	<b>1973</b>	<b>1977</b>

<sup>1</sup> MainStreet boundaries with 1/4-mile buffer.

<sup>2</sup> Three-minute drive from center of MainStreet area, 216 N. 2nd St.

<sup>3</sup> Twenty-five-minute drive from center of MainStreet area, 216 N. 2nd 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.

GRANTS MAINSTREET – Community Economic Assessment

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

	MAINSTREET <sup>1</sup>	3-MINUTE DRIVE <sup>2</sup>	GRANTS	REGION <sup>3</sup>	NEW MEXICO
<b>LABOR FORCE CHARACTERISTICS</b>					
<b>Educational Attainment (2000, 25 y/o and over)</b>	<b>1,131</b>	<b>2,954</b>	<b>5,345</b>	<b>9,266</b>	<b>1,134,801</b>
No HS Diploma	29%	23%	22%	25%	21%
High School Degree	39%	38%	37%	36%	27%
Some College or Associate Degree	23%	27%	27%	27%	29%
Bachelors Degree or Higher	9%	13%	14%	12%	23%
<b>Employment Status (2000, 16 y/o and over)</b>	<b>1,296</b>	<b>3,421</b>	<b>6,492</b>	<b>11,217</b>	<b>1,369,176</b>
Civilian Employed	49%	52%	53%	51%	56%
Civilian Unemployed	5%	7%	6%	6%	4%
In Armed Forces	0%	0%	0%	0%	1%
Not In Labor Force	46%	41%	41%	43%	39%
<b>Employment by Industry (2006)</b>	<b>830</b>	<b>2,371</b>	<b>4,487</b>	<b>7,540</b>	<b>871,638</b>
Agriculture/Mining	6%	4%	5%	6%	4%
Construction	12%	6%	8%	8%	9%
Manufacturing	4%	6%	5%	5%	4%
Wholesale Trade	0%	2%	2%	2%	3%
Retail Trade	11%	9%	10%	10%	11%
Transportation/Utilities	3%	5%	5%	5%	4%
Information	2%	2%	2%	1%	2%
Finance/Insurance/Real Estate	4%	3%	3%	3%	6%
Services	43%	44%	44%	45%	47%
Public Administration	14%	18%	16%	15%	9%
<b>Employment by Occupation (2006)</b>	<b>830</b>	<b>2,371</b>	<b>4,487</b>	<b>7,540</b>	<b>871,638</b>
White Collar	45%	48%	49%	49%	58%
Management/Business/Financial	9%	8%	9%	8%	11%
Professional	19%	20%	21%	21%	23%
Sales	7%	8%	8%	8%	11%
Administrative Support	10%	12%	11%	12%	13%
Services	30%	30%	28%	27%	19%
Blue Collar	24%	22%	22%	25%	23%
Farming/Forestry/Fishing	1%	1%	1%	1%	1%
Construction/Extraction	9%	7%	7%	8%	9%
Installation/Maintenance/Repair	6%	4%	5%	5%	4%
Production	5%	4%	3%	4%	4%
Transportation/Material Moving	5%	6%	6%	7%	5%
<b>Travel Time to Work (2000)</b>	<b>619</b>	<b>1,766</b>	<b>3,348</b>	<b>5,582</b>	<b>759,177</b>
Worked at Home	3%	1%	3%	4%	4%
0-19 minutes	70%	72%	72%	63%	52%
20 minutes or more	26%	26%	25%	33%	44%

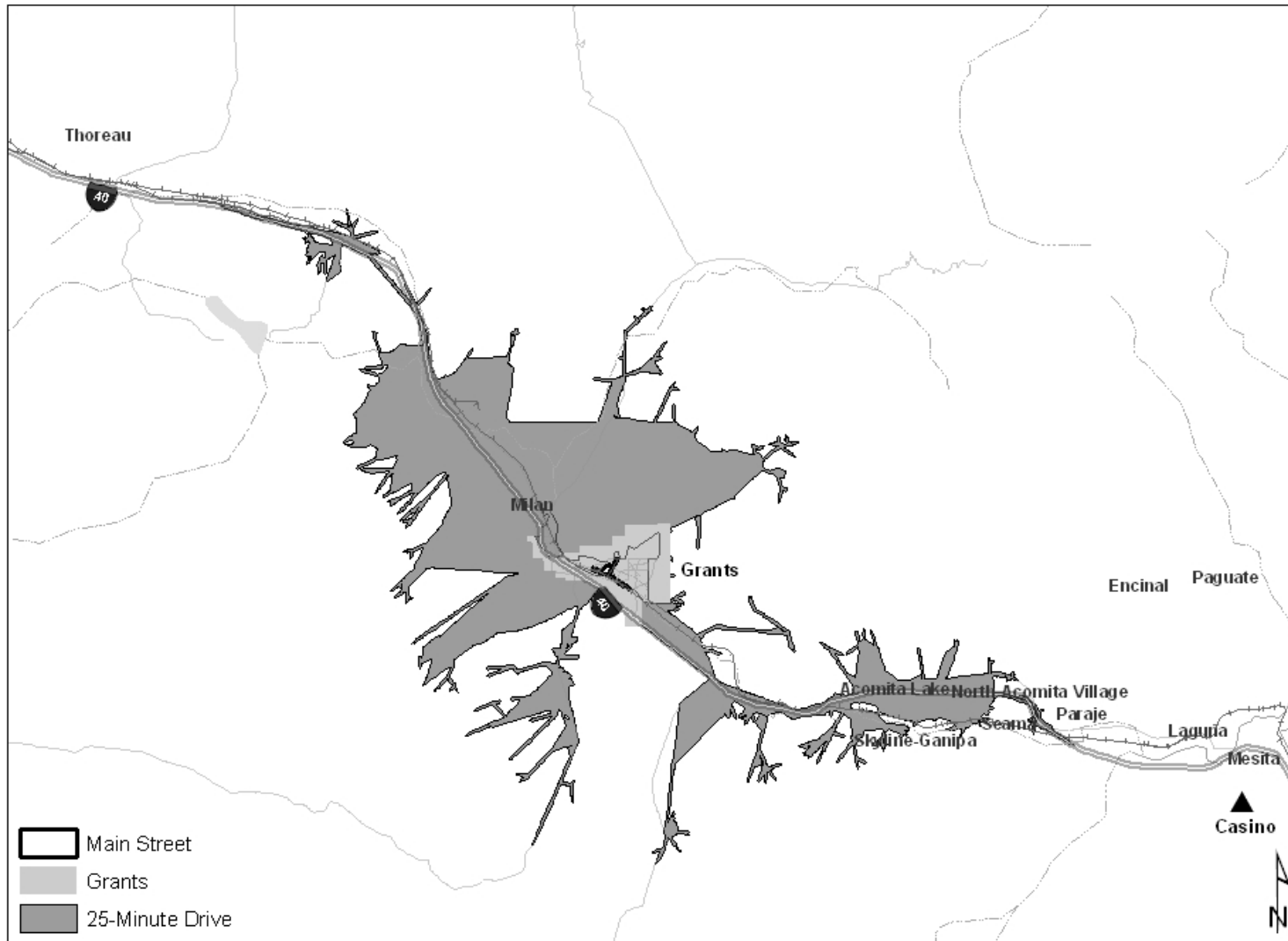
<sup>1</sup> MainStreet boundaries with 1/4-mile buffer.

<sup>2</sup> Three-minute drive from center of MainStreet area, 216 N. 2nd St.

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

**FIGURE 1: GRANTS REGIONAL TRADE AREA**



Source: ESRI© StreetMap™, UNM-BBER

GRANTS MAINSTREET – Community Economic Assessment

**TABLE 2: LOCATION QUOTIENT: GRANTS EMPLOYMENT BY INDUSTRY IN RELATION TO CIBOLA COUNTY AND NEW MEXICO, AND CIBOLA COUNTY EMPLOYMENT BY INDUSTRY IN RELATION TO NEW MEXICO**

	GRANTS		CIBOLA COUNTY
	CIBOLA COUNTY	NEW MEXICO	NEW MEXICO
<b>Agriculture; forestry; fishing and hunting; and mining</b>	<b>0.90</b>	<b>1.15</b>	<b>1.28</b>
Agriculture; forestry; fishing and hunting	0.55	0.57	1.04
Mining	1.16	1.81	1.56
<b>Construction</b>	<b>0.83</b>	<b>0.87</b>	<b>1.04</b>
<b>Manufacturing</b>	<b>1.01</b>	<b>1.08</b>	<b>1.07</b>
<b>Wholesale trade</b>	<b>1.20</b>	<b>0.68</b>	<b>0.57</b>
<b>Retail trade</b>	<b>1.04</b>	<b>0.90</b>	<b>0.87</b>
<b>Transportation and warehousing; and utilities</b>	<b>1.19</b>	<b>1.14</b>	<b>0.96</b>
Transportation and warehousing	1.11	0.94	0.84
Utilities	1.33	1.71	1.29
<b>Information</b>	<b>2.04</b>	<b>1.03</b>	<b>0.50</b>
<b>Finance; insurance; real estate and rental and leasing</b>	<b>1.55</b>	<b>0.66</b>	<b>0.43</b>
Finance and insurance	1.39	0.65	0.47
Real estate and rental and leasing	1.91	0.68	0.36
<b>Professional; scientific; management; administrative; and waste management services</b>	<b>1.06</b>	<b>0.37</b>	<b>0.35</b>
Professional; scientific; and technical services	1.18	0.32	0.27
Management of companies and enterprises	0.00	0.00	0.00
Administrative and support and waste management services	0.93	0.48	0.52
<b>Educational; health and social services</b>	<b>0.86</b>	<b>1.08</b>	<b>1.26</b>
Educational services	0.88	1.22	1.39
Health care and social assistance	0.83	0.94	1.13
<b>Arts; entertainment; recreation; accommodation and food services</b>	<b>0.96</b>	<b>1.25</b>	<b>1.31</b>
Arts; entertainment; and recreation	0.65	1.97	3.03
Accommodation and food services	1.35	1.02	0.76
<b>Other services (except public administration)</b>	<b>0.95</b>	<b>0.69</b>	<b>0.73</b>
<b>Public administration</b>	<b>1.16</b>	<b>1.78</b>	<b>1.53</b>

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

GRANTS MAINSTREET – Community Economic Assessment

**TABLE 3: LOCATION QUOTIENT: GRANTS EMPLOYMENT BY OCCUPATION IN RELATION TO CIBOLA COUNTY AND NEW MEXICO, AND CIBOLA COUNTY EMPLOYMENT BY OCCUPATION IN RELATION TO NEW MEXICO**

	GRANTS		CIBOLA COUNTY
	CIBOLA COUNTY	NEW MEXICO	NEW MEXICO
<b>Management; professional; and related occupations</b>	<b>1.01</b>	<b>0.88</b>	<b>0.87</b>
Management; business; and financial operations occupations	1.13	0.88	0.78
Management occupations; except farmers and farm managers	1.24	0.98	0.80
Farmers and farm managers	0.38	0.33	0.87
Business and financial operations occupations	1.07	0.78	0.73
Business operations specialists	0.87	0.67	0.77
Financial specialists	1.27	0.88	0.69
Professional and related occupations	0.96	0.88	0.92
Computer and mathematical occupations	0.81	0.18	0.22
Architecture and engineering occupations	0.61	0.23	0.38
Architects; surveyors; cartographers; and engineers	0.00	0.00	0.19
Drafters; engineering; and mapping technicians	0.89	0.67	0.76
Life; physical; and social science occupations	1.09	0.45	0.41
Community and social services occupations	1.11	1.85	1.67
Legal occupations	0.91	0.16	0.17
Education; training; and library occupations	0.98	1.50	1.53
Arts; design; entertainment; sports; and media occupations	1.05	0.42	0.40
Healthcare practitioners and technical occupations	0.87	0.80	0.92
Health diagnosing and treating practitioners and technical occupations	0.93	0.86	0.93
Health technologists and technicians	0.72	0.64	0.89
<b>Service occupations</b>	<b>1.10</b>	<b>1.54</b>	<b>1.41</b>
Healthcare support occupations	1.15	1.52	1.32
Protective service occupations	1.24	3.26	2.62
Fire fighting; prevention; and law enforcement workers; including supervisors	1.41	4.91	3.48
Other protective service workers; including supervisors	0.70	1.02	1.45
Food preparation and serving related occupations	1.12	1.31	1.17
Building and grounds cleaning and maintenance occupations	0.96	1.13	1.17
Personal care and service occupations	0.92	1.08	1.18

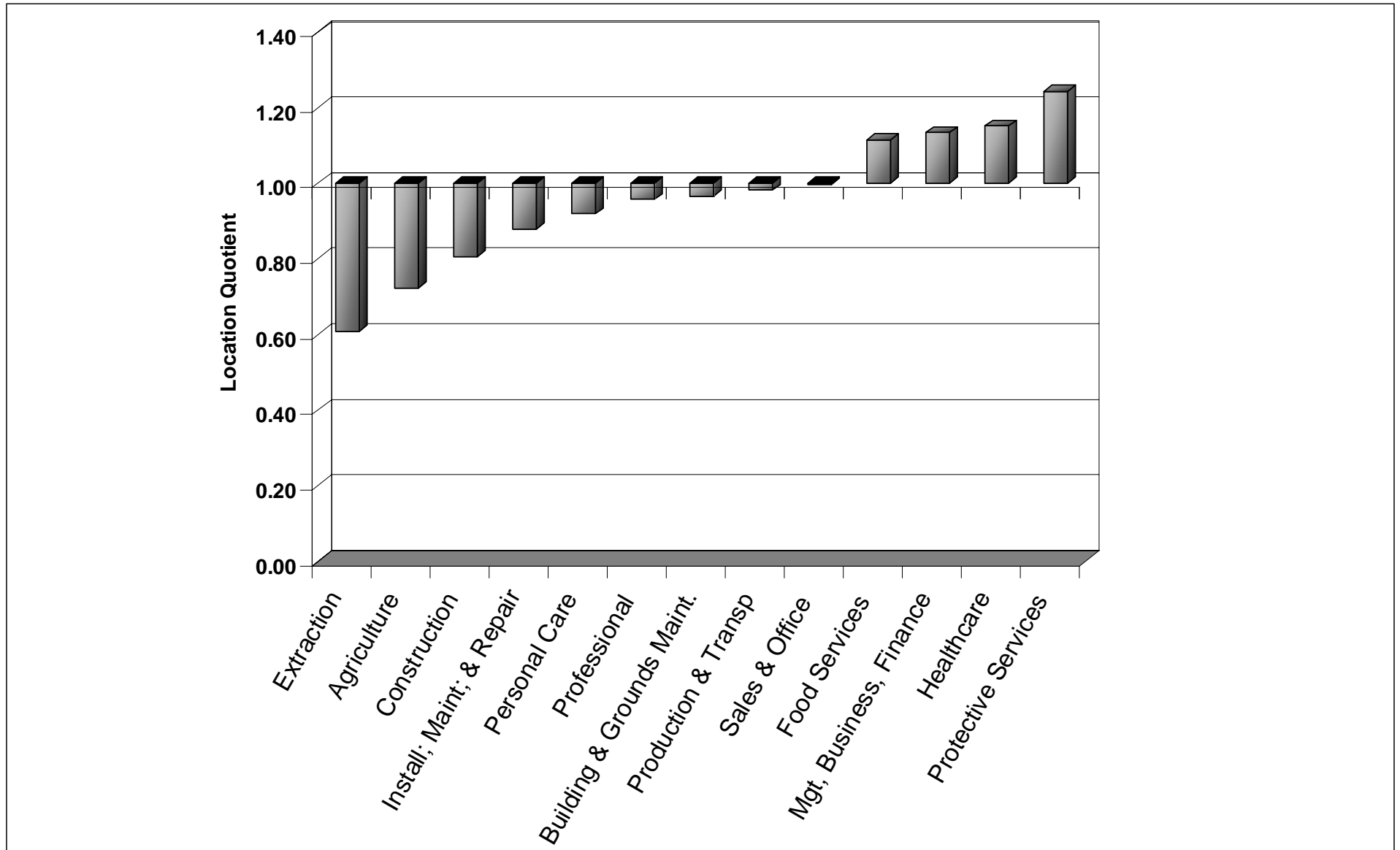
GRANTS MAINSTREET – Community Economic Assessment

**TABLE 3: LOCATION QUOTIENT: GRANTS EMPLOYMENT BY OCCUPATION IN RELATION TO CIBOLA COUNTY AND NEW MEXICO, AND CIBOLA COUNTY EMPLOYMENT BY OCCUPATION IN RELATION TO NEW MEXICO, CONTINUED**

	GRANTS		CIBOLA COUNTY
	CIBOLA COUNTY	NEW MEXICO	NEW MEXICO
<b>Sales and office occupations</b>	<b>1.00</b>	<b>0.82</b>	<b>0.82</b>
Sales and related occupations	0.97	0.69	0.71
Office and administrative support occupations	1.01	0.92	0.91
<b>Farming; fishing; and forestry occupations</b>	<b>0.72</b>	<b>0.80</b>	<b>1.11</b>
<b>Construction; extraction; and maintenance occupations</b>	<b>0.83</b>	<b>0.92</b>	<b>1.10</b>
Construction and extraction occupations	0.81	0.86	1.07
Supervisors; construction and extraction workers	1.22	1.06	0.87
Construction trades workers	0.77	0.83	1.09
Extraction workers	0.61	0.81	1.33
Installation; maintenance; and repair occupations	0.88	1.01	1.15
<b>Production; transportation; and material moving occupations</b>	<b>0.98</b>	<b>1.07</b>	<b>1.09</b>
Production occupations	0.84	0.89	1.06
Transportation and material moving occupations	1.11	1.23	1.11
Supervisors; transportation and material moving workers	2.57	0.98	0.38
Aircraft and traffic control occupations	0.00	0.00	0.17
Motor vehicle operators	0.98	1.17	1.20
Rail; water and other transportation occupations	1.66	1.98	1.19
Material moving workers	1.21	1.31	1.08

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: GRANTS LOCATION QUOTIENTS BY OCCUPATION IN RELATION TO CIBOLA COUNTY**



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



GRANTS MAINSTREET – Community Economic Assessment

**TABLE 4: LOCATION QUOTIENT: GRANTS EMPLOYMENT BY BUSINESS OWNERSHIP TYPE IN RELATION TO CIBOLA COUNTY AND NEW MEXICO, AND CIBOLA COUNTY EMPLOYMENT BY BUSINESS OWNERSHIP TYPE IN RELATION TO NEW MEXICO**

	GRANTS		CIBOLA COUNTY
	CIBOLA COUNTY	NEW MEXICO	NEW MEXICO
<b>Private for-profit wage and salary workers</b>	<b>1.04</b>	<b>0.84</b>	<b>0.81</b>
Employee of private company	1.02	0.83	0.81
Self-employed in own incorporated business	1.42	1.09	0.77
<b>Private not-for-profit wage and salary workers</b>	<b>1.11</b>	<b>1.38</b>	<b>1.24</b>
<b>Local government workers</b>	<b>0.90</b>	<b>1.89</b>	<b>2.09</b>
<b>State government workers</b>	<b>1.25</b>	<b>1.46</b>	<b>1.16</b>
<b>Federal government workers</b>	<b>0.64</b>	<b>0.85</b>	<b>1.33</b>
<b>Self-employed workers in own not incorporated business</b>	<b>0.85</b>	<b>0.63</b>	<b>0.73</b>
<b>Unpaid family workers</b>	<b>1.27</b>	<b>2.49</b>	<b>1.96</b>

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

GRANTS MAINSTREET – Community Economic Assessment

TABLE 5: GRANTS TAXABLE GROSS RECEIPTS AND PULL FACTORS, 2004-2006

GRANTS	TAXABLE GROSS RECEIPTS*			PULL FACTOR			NET GAIN/LOSS		
	2004	2005	2006	2004	2005	2006*	2004	2005	2006*
<b>Utilities</b>	<b>2,868,788</b>	<b>2,335,718</b>	<b>2,918,973</b>	<b>38%</b>	<b>29%</b>	<b>36%</b>	<b>(4,699,626)</b>	<b>(5,644,326)</b>	<b>(5,208,541)</b>
<b>Construction</b>	<b>20,885,063</b>	<b>18,332,359</b>	<b>14,617,208</b>	<b>90%</b>	<b>72%</b>	<b>48%</b>	<b>(2,253,562)</b>	<b>(6,969,746)</b>	<b>(15,669,954)</b>
<b>Manufacturing</b>	<b>4,444,004</b>	<b>2,941,920</b>	<b>3,473,315</b>	<b>106%</b>	<b>65%</b>	<b>64%</b>	<b>268,528</b>	<b>(1,576,802)</b>	<b>(1,924,454)</b>
<b>Wholesale Trade</b>	<b>781,283</b>	<b>551,358</b>	<b>797,895</b>	<b>8%</b>	<b>5%</b>	<b>7%</b>	<b>(8,811,590)</b>	<b>(10,039,592)</b>	<b>(10,847,118)</b>
<b>Retail Trade</b>	<b>72,445,834</b>	<b>78,700,071</b>	<b>69,314,284</b>	<b>132%</b>	<b>141%</b>	<b>121%</b>	<b>17,515,186</b>	<b>23,062,211</b>	<b>12,100,016</b>
Automobile Dealers	422,483	531,927	668,063	42%	53%	67%	(573,652)	(473,193)	(335,658)
Automotive Parts, Accessories, and Tire Stores	4,116,756	3,958,878	3,679,398	283%	255%	231%	2,660,209	2,404,168	2,087,471
Grocery Stores	10,285,895	15,146,878	26,497,241	131%	193%	218%	2,425,557	7,301,548	14,366,378
Gasoline Stations	1,321,601	1,129,995	1,117,901	200%	201%	206%	659,600	566,508	574,763
Clothing Accessories Stores	1,872,468	1,673,549	1,481,693	93%	89%	81%	(150,440)	(204,706)	(357,376)
Other General Merchandise Stores	1,561,536	2,698,368	2,559,383	107%	196%	170%	102,822	1,322,274	1,051,497
Miscellaneous Store Retailers	48,106,234	48,111,765	27,699,763	151%	151%	99%	16,332,745	16,225,859	(343,140)
<b>Transportation and Warehousing</b>	<b>2,038,697</b>	<b>1,539,763</b>	<b>1,441,125</b>	<b>163%</b>	<b>92%</b>	<b>70%</b>	<b>784,662</b>	<b>(128,692)</b>	<b>(613,294)</b>
Truck Transportation	524,358	108,043	57,849	68%	11%	5%	(243,309)	(847,491)	(1,034,439)
<b>Information</b>	<b>3,965,613</b>	<b>3,936,678</b>	<b>4,248,864</b>	<b>106%</b>	<b>107%</b>	<b>99%</b>	<b>215,347</b>	<b>252,250</b>	<b>(28,617)</b>
Motion Picture and Video Industries	182,012	266,790	297,493	63%	101%	108%	(107,507)	3,334	22,001
Telecommunications	3,713,673	3,575,200	3,932,748	119%	118%	116%	581,671	545,219	554,648
<b>Finance and Insurance</b>	<b>1,769,000</b>	<b>1,561,869</b>	<b>1,684,792</b>	<b>158%</b>	<b>141%</b>	<b>145%</b>	<b>651,464</b>	<b>455,515</b>	<b>520,772</b>
Commercial Banking	1,708,044	1,461,434	1,476,880	345%	310%	334%	1,213,207	990,489	1,035,339
<b>Real Estate and Rental and Leasing</b>	<b>799,335</b>	<b>902,355</b>	<b>907,180</b>	<b>32%</b>	<b>32%</b>	<b>30%</b>	<b>(1,690,053)</b>	<b>(1,902,068)</b>	<b>(2,146,643)</b>
Real Estate	761,397	784,796	737,134	43%	39%	37%	(1,028,399)	(1,250,415)	(1,234,322)
<b>Professional, Scientific, and Technical Services</b>	<b>3,941,139</b>	<b>4,083,752</b>	<b>3,286,708</b>	<b>24%</b>	<b>23%</b>	<b>19%</b>	<b>(12,347,272)</b>	<b>(13,367,841)</b>	<b>(13,680,302)</b>
Professional, Scientific, and Technical Services	3,201,981	2,623,244	2,007,689	51%	40%	34%	(3,087,207)	(3,865,371)	(3,900,245)
Legal Services	551,709	707,058	396,929	24%	32%	18%	(1,750,448)	(1,530,081)	(1,869,539)
<b>Admin &amp; Support and Waste Mgt &amp; Remed Svcs</b>	<b>42,703</b>	<b>9,097</b>	<b>D</b>	<b>9%</b>	<b>1%</b>	<b>D</b>	<b>(437,348)</b>	<b>(774,746)</b>	<b>(3,747,602)</b>
<b>Educational Services</b>	<b>D</b>	<b>80,398</b>	<b>165,849</b>	<b>D</b>	<b>14%</b>	<b>26%</b>	<b>(563,757)</b>	<b>(482,967)</b>	<b>(467,185)</b>
<b>Health Care and Social Assistance</b>	<b>6,610,414</b>	<b>12,568,223</b>	<b>10,263,177</b>	<b>76%</b>	<b>145%</b>	<b>110%</b>	<b>(2,042,711)</b>	<b>3,879,459</b>	<b>933,708</b>
Ambulatory Health Care Services	3,135,764	2,916,216	3,048,974	76%	77%	82%	(978,264)	(887,448)	(667,852)
Offices of Dentists	D	983,806	377,579	D	502%	130%	(142,812)	787,861	87,704
Hospitals	1,298,194	1,244,337	1,162,270	43%	43%	41%	(1,743,345)	(1,642,391)	(1,645,873)
<b>Arts, Entertainment, and Recreation</b>	<b>708,316</b>	<b>688,865</b>	<b>1,108,635</b>	<b>124%</b>	<b>118%</b>	<b>191%</b>	<b>138,997</b>	<b>105,568</b>	<b>527,028</b>
Amusement, Gambling, and Recreation Industries	522,064	381,840	357,170	125%	102%	100%	104,947	7,236	788
<b>Accommodation and Food Services</b>	<b>20,753,268</b>	<b>19,752,108</b>	<b>20,521,868</b>	<b>181%</b>	<b>171%</b>	<b>169%</b>	<b>9,276,381</b>	<b>8,170,413</b>	<b>8,367,835</b>
Accommodation	6,298,976	5,837,618	6,173,479	241%	217%	218%	3,690,583	3,151,109	3,346,515
Food Services	13,016,096	12,117,619	14,271,304	147%	137%	154%	4,190,867	3,293,232	5,020,706
Drinking Places (Alcoholic Beverages)	759,879	689,899	728,247	89%	81%	88%	(91,651)	(163,046)	(102,406)

GRANTS MAINSTREET – Community Economic Assessment

**TABLE 5: GRANTS TAXABLE GROSS RECEIPTS AND PULL FACTORS, 2004-2006, CONTINUED**

GRANTS	TAXABLE GROSS RECEIPTS and FOOD & MEDICAL DEDUCTIONS			PULL FACTOR			NET GAIN/LOSS		
	2004	2005	2006	2004	2005	2006*	2004	2005	2006*
<b>Other Services (except Public Administration)</b>	<b>25,031,985</b>	<b>25,330,798</b>	<b>14,649,613</b>	<b>113%</b>	<b>110%</b>	<b>60%</b>	<b>2,795,766</b>	<b>2,300,417</b>	<b>(9,649,984)</b>
Other Services (except Public Administration)	19,628,828	20,008,222	9,132,350	121%	118%	52%	3,383,073	3,087,606	(8,484,458)
Automotive Repair and Maintenance	1,828,192	1,744,994	1,528,678	78%	73%	64%	(530,010)	(648,424)	(850,235)
Personal and Household Goods Repair and Maintenance	618,552	498,564	343,387	81%	62%	36%	(142,714)	(306,824)	(618,260)
Personal and Laundry Services	2,581,430	2,387,511	3,045,314	128%	132%	175%	558,637	576,123	1,309,492
All Other Personal Services	83,824	130,197	82,287	25%	29%	16%	(254,916)	(318,355)	(444,247)
<b>Unclassified Establishments</b>	<b>D</b>	<b>34,835</b>	<b>125,483</b>	<b>D</b>	<b>24%</b>	<b>56%</b>	<b>(138,464)</b>	<b>(111,981)</b>	<b>(98,959)</b>
<b>TOTAL</b>	<b>171,787,482</b>	<b>178,435,383</b>	<b>154,052,716</b>	<b>98%</b>	<b>97%</b>	<b>77%</b>	<b>(3,347,420)</b>	<b>(5,669,842)</b>	<b>(46,625,079)</b>

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

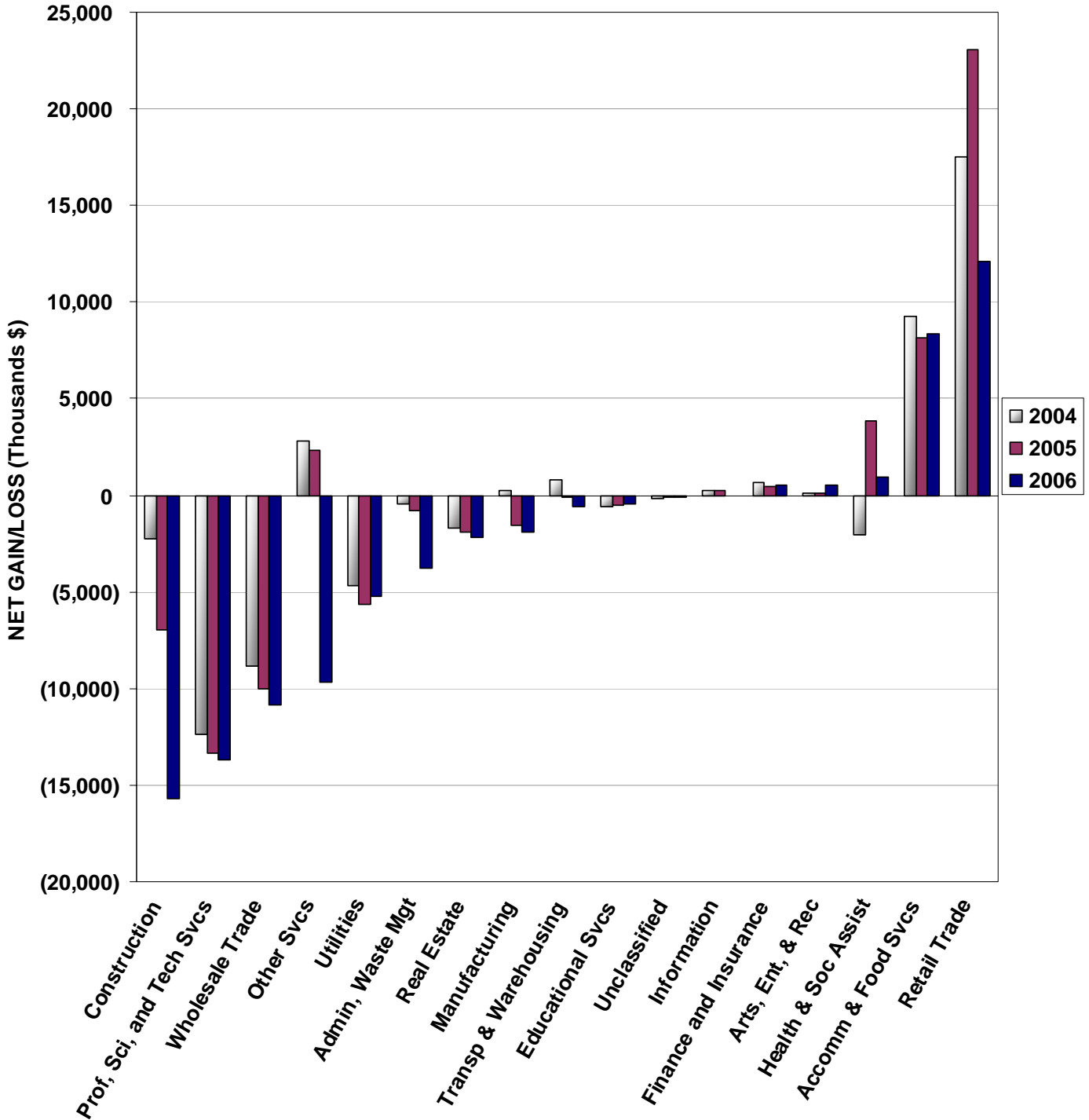
D indicates non-disclosure of data. Blank cells indicate years in which no gross receipts were reported.

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.

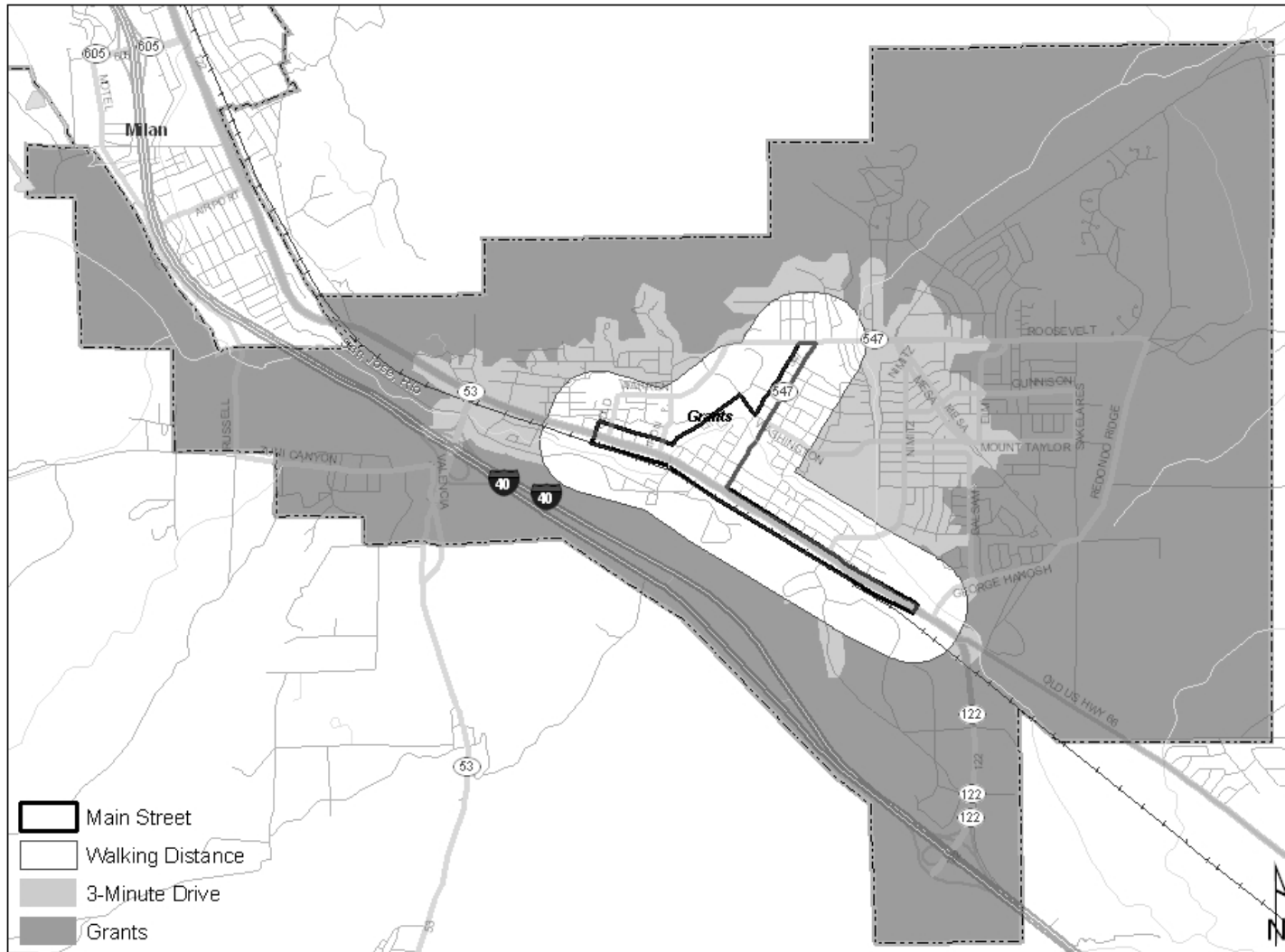
Source: State of New Mexico Taxation and Revenue Department Combined Reporting System; Report No. 80 -- NAICS Code Version; Calculations by BBER, 2007.

**FIGURE 3: GRANTS TAXABLE GROSS RECEIPTS GAIN/LOSS BY INDUSTRY, 2004, 2005, AND 2006**



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

**FIGURE 4: GRANTS LOCAL MARKET AREA**



Source: ESRI® StreetMap™, UNM-BBER

GRANTS MAINSTREET – Community Economic Assessment

**TABLE 6: GRANTS BUSINESSES BY INDUSTRY BY LOCAL GEOGRAPHY, 2006**

INDUSTRY	MS <sup>1</sup>	GRANTS <sup>2</sup>	MS% <sup>3</sup>	COUNTY <sup>4</sup>	TOTAL <sup>5</sup>
Agriculture, Forestry, Fishing and Hunting				1	1
Mining	1		100%	2	3
Utilities		2		2	4
Construction	1	7	13%	20	28
Manufacturing	2	3	40%	4	9
Wholesale trade	3	4	43%	13	20
Retail Trade	15	28	35%	21	64
Transportation & Warehousing	3	2	60%	1	6
Information	4	2	67%	1	7
Finance & Insurance	9	5	64%	1	15
Real Estate, Rental & Leasing	4	5	44%	2	11
Professional, Scientific & Technical Services	6	4	60%	5	15
Mgt of Companies	1	1	50%		2
Administrative & Support Services	4	3	57%	7	14
Educational Services	2	5	29%	6	13
Health Care and Social Assistance	6	25	19%	9	40
Arts, Entertainment and Recreation	3	3	50%	4	10
Accommodations & Food Services	13	18	42%	12	43
Other Services	8	6	57%	8	22
Public Administration	7	3	70%	10	20
<b>TOTAL</b>	<b>92</b>	<b>126</b>	<b>42%</b>	<b>129</b>	<b>347</b>

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.

D indicates non-disclosure.

A zero indicates a number less than one and greater than zero.

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

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**TABLE 7: GRANTS EMPLOYMENT BY INDUSTRY IN MAINSTREET AREA, 2006**

<b>INDUSTRY</b>	<b>MS<sup>1</sup></b>	<b>GRANTS<sup>2</sup></b>	<b>MS%<sup>3</sup></b>	<b>COUNTY<sup>4</sup></b>	<b>TOTAL<sup>5</sup></b>
Agriculture, Forestry, Fishing and Hunting				48	48
Mining	2		100%	92	94
Utilities		166		30	196
Construction	7	51	12%	292	350
Manufacturing	4	12	26%	248	263
Wholesale trade	6	73	7%	55	134
Retail Trade	86	501	15%	303	890
Transportation & Warehousing	41	6	88%	0	47
Information	21	12	64%	34	66
Finance & Insurance	63	16	80%	2	81
Real Estate, Rental & Leasing	7	16	30%	9	32
Professional, Scientific & Technical Services	17	13	57%	16	46
Mgt of Companies	0	1	25%		1
Administrative & Support Services	46	6	88%	485	537
Educational Services	132	340	28%	256	728
Health Care and Social Assistance	38	810	4%	328	1,176
Arts, Entertainment and Recreation	37	30	55%	1,690	1,757
Accommodations & Food Services	137	291	32%	217	645
Other Services	27	14	65%	34	75
Public Administration	84	15	85%	1,012	1,111
<b>TOTAL</b>	<b>754</b>	<b>2,373</b>	<b>24%</b>	<b>5,150</b>	<b>8,276</b>

1 MainStreet District.

2 Town, not including MainStreet District.

3 MainStreet District as a percentage of entire town.

4 County, not including town.

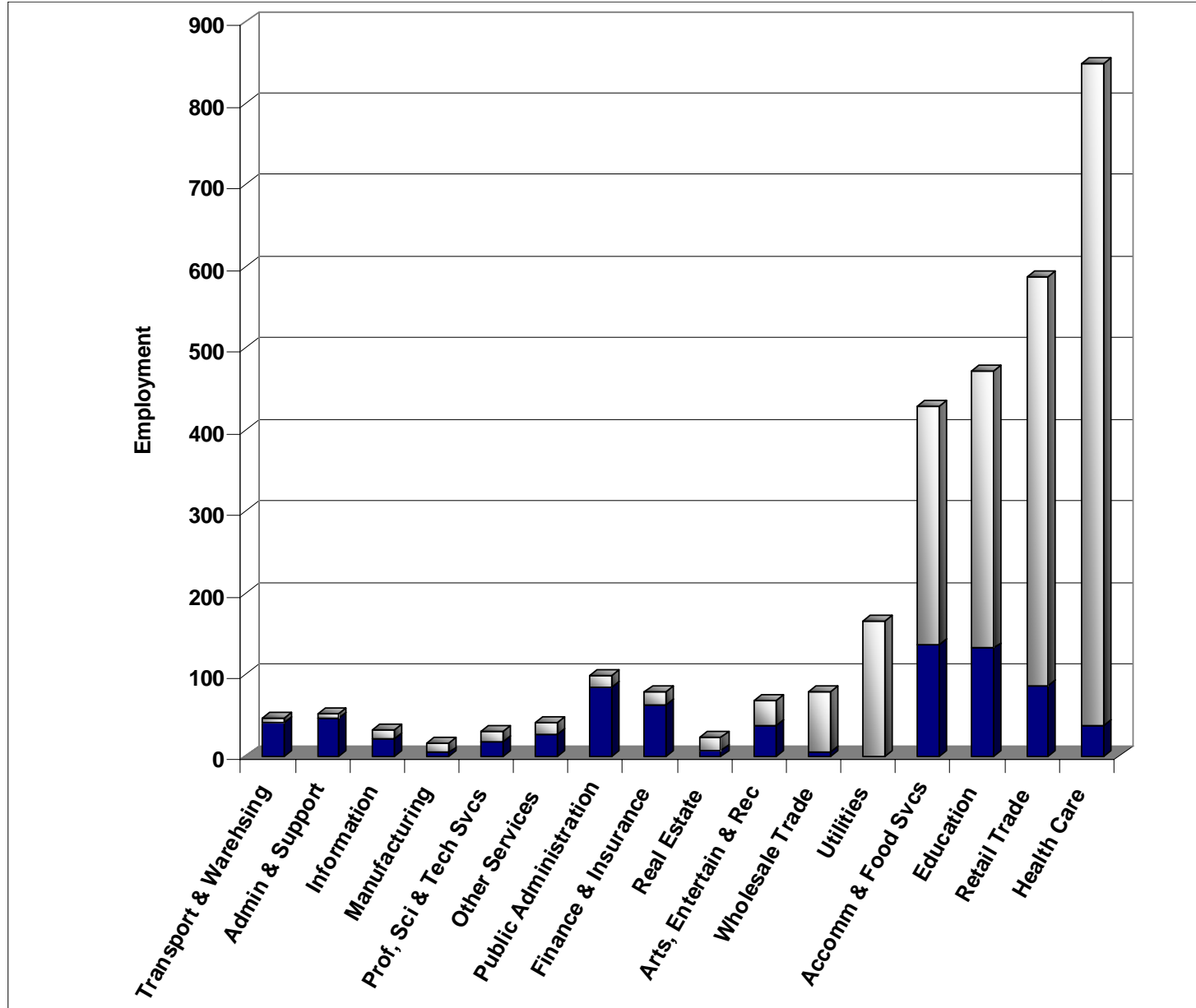
5 County total.

D indicates non-disclosure.

zero.

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

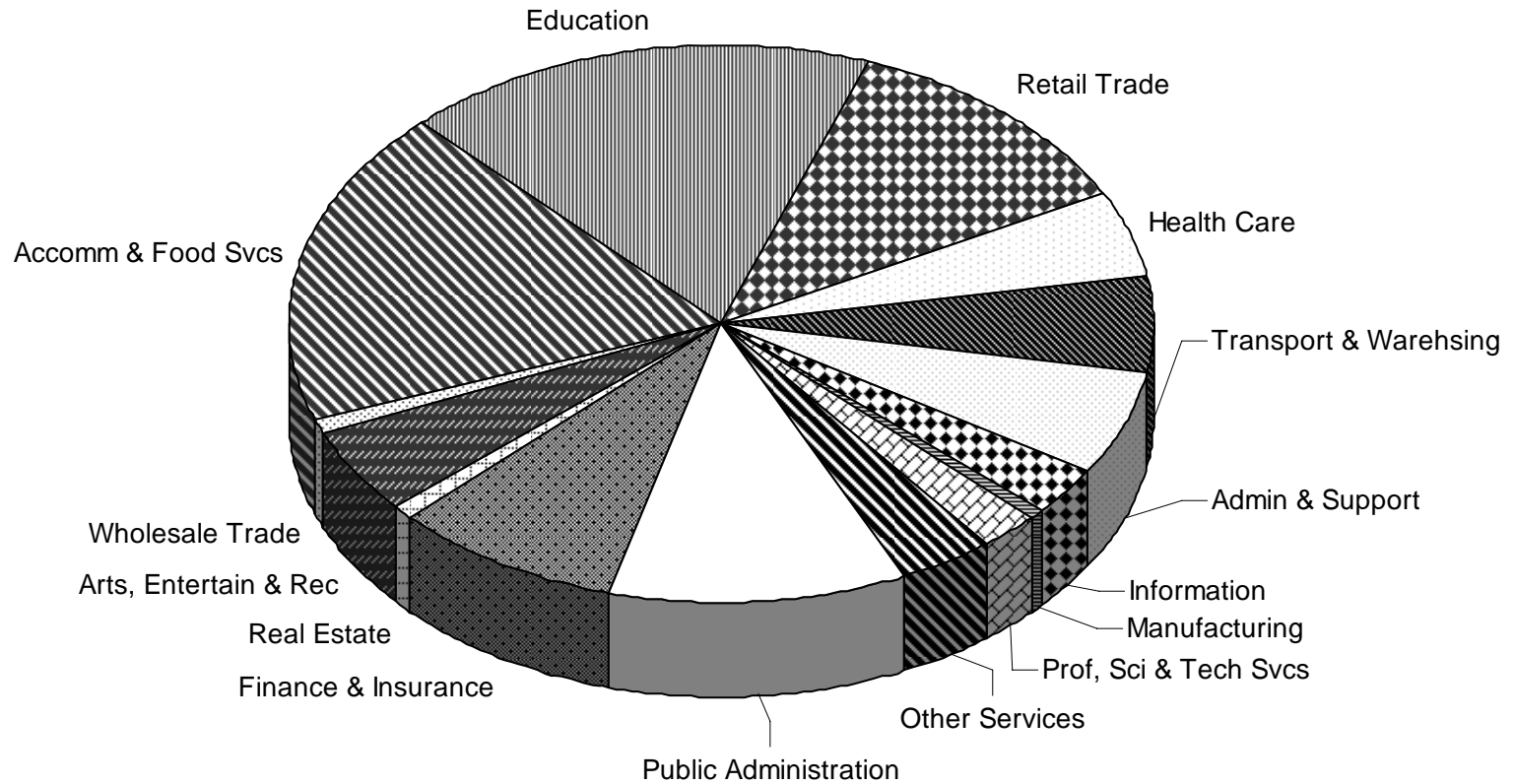
**FIGURE 5: GRANTS EMPLOYMENT BY INDUSTRY AND LOCAL GEOGRAPHY, 2006**



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



**FIGURE 6: GRANTS EMPLOYMENT IN MAINSTREET AREA BY INDUSTRY, 2006**



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

GRANTS MAINSTREET – Community Economic Assessment

**TABLE 8: GRANTS AVERAGE WAGES BY INDUSTRY, IN MAINSTREET AREA, 2006**

INDUSTRY	MS <sup>1</sup>	GRANTS <sup>2</sup>	MS% <sup>3</sup>	COUNTY <sup>4</sup>	TOTAL <sup>5</sup>
Agriculture, Forestry, Fishing and Hunting				26,353	26,353
Mining	24,081			48,289	47,796
Utilities		41,330		26,449	39,061
Construction	12,240	25,959	47%	39,845	37,263
Manufacturing	18,014	10,762	167%	33,221	32,002
Wholesale trade	84,694	28,274	300%	29,733	31,230
Retail Trade	25,672	20,218	127%	16,770	19,571
Transportation & Warehousing	38,731	27,285	142%	17,160	37,163
Information	22,021	71,901	31%	34,720	37,190
Finance & Insurance	33,110	15,758	210%	15,640	29,251
Real Estate, Rental & Leasing	20,130	15,884	127%	11,742	15,692
Professional, Scientific & Technical Services	39,400	127,419	31%	26,086	59,584
Mgt of Companies	20,070	9,750	206%		12,330
Administrative & Support Services	22,196	11,422	194%	26,528	25,989
Educational Services	31,953	30,389	105%	31,222	30,965
Health Care and Social Assistance	26,192	29,050	90%	26,192	28,160
Arts, Entertainment and Recreation	29,941	38,650	77%	24,499	24,857
Accommodations & Food Services	14,108	8,999	157%	11,178	10,817
Other Services	17,628	15,160	116%	23,764	19,944
Public Administration	18,656	44,203	42%	32,519	31,631
<b>TOTAL</b>	<b>25,372</b>	<b>26,240</b>	<b>97%</b>	<b>27,533</b>	<b>26,965</b>

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.

D indicates non-disclosure.

A zero indicates a number less than one and greater than zero.

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

GRANTS MAINSTREET – Community Economic Assessment

**TABLE 9: GRANTS MARKET AREA CONSUMER SPENDING**

	MAINSTREET <sup>1</sup>	3-MINUTE DRIVE <sup>2</sup>	GRANTS	REGION <sup>3</sup>	NEW MEXICO
<b>CONSUMER SPENDING (2006, in Thousands \$)</b>					
<b>Retail Goods</b>	<b>\$10,817</b>	<b>\$29,528</b>	<b>\$55,014</b>	<b>\$88,763</b>	<b>\$15,274,537</b>
Average Spent per Household	\$16	\$16	\$16	\$16	\$20
<b>Apparel &amp; Services</b>	<b>\$746</b>	<b>\$2,240</b>	<b>\$4,241</b>	<b>\$6,558</b>	<b>\$1,186,955</b>
Men's Apparel	\$152	\$453	\$851	\$1,314	\$237,347
Women's Apparel	\$242	\$726	\$1,355	\$2,079	\$370,989
Children's Apparel	\$151	\$432	\$826	\$1,313	\$232,175
Footwear	\$77	\$227	\$431	\$673	\$120,140
Watches & Jewelry	\$60	\$195	\$374	\$574	\$109,151
Apparel Products & Services	\$65	\$208	\$403	\$605	\$117,153
<b>Computers &amp; Accessories</b>	<b>\$94</b>	<b>\$289</b>	<b>\$548</b>	<b>\$843</b>	<b>\$152,617</b>
Computers & Hardware for Home Use	\$83	\$253	\$480	\$739	\$133,740
Software & Accessories for Home Use	\$12	\$36	\$68	\$104	\$18,877
<b>Entertainment/Recreation</b>	<b>\$1,324</b>	<b>\$3,779</b>	<b>\$7,068</b>	<b>\$11,244</b>	<b>\$1,962,440</b>
Fees & Admissions	\$196	\$645	\$1,220	\$1,850	\$347,923
TV/Video/Sound Equipment	\$446	\$1,291	\$2,411	\$3,757	\$656,419
Pets	\$199	\$527	\$987	\$1,641	\$279,357
Toys & Games	\$81	\$232	\$434	\$684	\$116,798
Recreational Vehicles & Fees	\$192	\$464	\$860	\$1,511	\$248,147
Sports/Rec/Exercise Equipment	\$72	\$200	\$375	\$601	\$103,145
Photo Equipment/Supplies	\$55	\$166	\$309	\$477	\$83,552
Reading	\$84	\$256	\$472	\$722	\$127,098
<b>Food at Home</b>	<b>\$2,102</b>	<b>\$5,785</b>	<b>\$10,810</b>	<b>\$17,256</b>	<b>\$3,005,686</b>
Bakery & Cereal Products	\$304	\$843	\$1,577	\$2,514	\$438,347
Meat/Poultry/Fish/Eggs	\$568	\$1,533	\$2,857	\$4,589	\$796,380
Dairy Products	\$229	\$631	\$1,177	\$1,877	\$324,889
Fruit & Vegetables	\$347	\$976	\$1,834	\$2,906	\$519,804
Snacks/Other Food	\$654	\$1,802	\$3,365	\$5,369	\$926,266
<b>Food Away from Home</b>	<b>\$1,310</b>	<b>\$3,815</b>	<b>\$7,199</b>	<b>\$11,266</b>	<b>\$2,009,504</b>
<b>Alcoholic Beverages</b>	<b>\$218</b>	<b>\$662</b>	<b>\$1,251</b>	<b>\$1,903</b>	<b>\$339,524</b>
<b>Investments</b>	<b>\$945</b>	<b>\$3,821</b>	<b>\$7,441</b>	<b>\$10,891</b>	<b>\$2,516,088</b>
<b>Health Care</b>	<b>\$1,781</b>	<b>\$4,732</b>	<b>\$8,483</b>	<b>\$13,639</b>	<b>\$2,268,502</b>
Health Insurance	\$885	\$2,332	\$4,171	\$6,716	\$1,109,613
Nonprescription Drugs	\$53	\$144	\$264	\$418	\$70,324
Prescription Drugs	\$310	\$785	\$1,377	\$2,241	\$359,652
Eyeglasses & Contact Lenses	\$36	\$104	\$190	\$300	\$51,228
<b>Life &amp; Other Personal Insurance</b>	<b>\$286</b>	<b>\$782</b>	<b>\$1,415</b>	<b>\$2,287</b>	<b>\$389,932</b>

<sup>1</sup> MainStreet boundaries with 1/4-mile buffer.

<sup>2</sup> Three-minute drive from center of MainStreet area, 216 N. 2nd St.

<sup>3</sup> Twenty-five-minute drive from center of MainStreet area, 216 N. 2nd 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.

GRANTS MAINSTREET – Community Economic Assessment

**TABLE 9: GRANTS MARKET AREA CONSUMER SPENDING, CONTINUED**

	MAINSTREET <sup>1</sup>	3-MINUTE DRIVE <sup>2</sup>	GRANTS	REGION <sup>3</sup>	NEW MEXICO
<b>CONSUMER SPENDING (2006, in Thousands \$)</b>					
<b>Smoking Products</b>	<b>\$253</b>	<b>\$660</b>	<b>\$1,211</b>	<b>\$1,938</b>	<b>\$305,224</b>
<b>Personal Care Products</b>	<b>\$185</b>	<b>\$527</b>	<b>\$993</b>	<b>\$1,566</b>	<b>\$276,292</b>
<b>Housing:</b>	<b>\$4,888</b>	<b>\$15,003</b>	<b>\$28,705</b>	<b>\$44,615</b>	<b>\$8,349,143</b>
Mortgage Payment & Basics	\$2,770	\$8,439	\$15,945	\$25,575	\$4,808,937
Maintenance & Remodeling Services	\$629	\$1,887	\$3,467	\$5,521	\$1,020,863
Maintenance & Remodeling Materials	\$154	\$420	\$772	\$1,282	\$214,491
Home Improvement Services	\$636	\$1,908	\$3,512	\$5,589	\$1,034,547
Home Improvement Materials	\$163	\$440	\$810	\$1,344	\$224,172
Utilities/Fuel/Public Services	\$1,851	\$5,113	\$9,465	\$15,105	\$2,600,753
Telephone Services	\$619	\$1,733	\$3,252	\$5,153	\$900,334
Insurance - Owners & Renters	\$196	\$534	\$972	\$1,589	\$273,652
<b>Household Furnishings &amp; Equipment</b>	<b>\$728</b>	<b>\$2,133</b>	<b>\$4,022</b>	<b>\$6,374</b>	<b>\$1,151,460</b>
Household Textiles	\$49	\$147	\$276	\$431	\$78,649
Furniture	\$226	\$672	\$1,272	\$2,007	\$369,852
Floor Coverings	\$24	\$82	\$154	\$238	\$47,090
Major Appliances	\$119	\$326	\$607	\$985	\$172,613
<b>Housewares</b>	<b>\$33</b>	<b>\$93</b>	<b>\$175</b>	<b>\$280</b>	<b>\$49,960</b>
Small Appliances	\$16	\$45	\$82	\$129	\$22,213
Luggage	\$3	\$11	\$20	\$30	\$5,835
Telephones & Accessories	\$9	\$26	\$50	\$77	\$13,866
<b>Household Services:</b>	<b>\$775</b>	<b>\$2,217</b>	<b>\$4,137</b>	<b>\$6,574</b>	<b>\$1,167,191</b>
Computer Information Services	\$65	\$191	\$360	\$564	\$100,884
Child Care	\$129	\$426	\$830	\$1,259	\$239,893
Lawn & Garden	\$199	\$511	\$928	\$1,558	\$262,131
Moving/Storage/Freight Express	\$17	\$54	\$108	\$165	\$31,962
Housekeeping Supplies	\$324	\$901	\$1,665	\$2,650	\$457,331
Housekeeping Services	\$42	\$133	\$245	\$378	\$74,990
<b>Education</b>	<b>\$404</b>	<b>\$1,341</b>	<b>\$2,578</b>	<b>\$3,768</b>	<b>\$668,548</b>
<b>Transportation (Local):</b>	<b>\$4,519</b>	<b>\$12,043</b>	<b>\$22,531</b>	<b>\$36,904</b>	<b>\$6,315,931</b>
Vehicle Insurance	\$574	\$1,597	\$2,988	\$4,791	\$838,658
Vehicle Purchases (Net Outlay)	\$2,670	\$7,011	\$13,101	\$21,637	\$3,669,251
Gasoline & Motor Oil	\$842	\$2,215	\$4,144	\$6,803	\$1,155,258
Vehicle Maintenance & Repairs	\$432	\$1,219	\$2,299	\$3,672	\$652,763
<b>Travel</b>	<b>\$669</b>	<b>\$2,021</b>	<b>\$3,757</b>	<b>\$5,828</b>	<b>\$1,048,567</b>
Airline Fares	\$130	\$421	\$794	\$1,204	\$226,926
Lodging on Trips	\$150	\$447	\$822	\$1,284	\$229,655
Auto/Truck/Van Rental on Trips	\$14	\$47	\$88	\$134	\$25,722
Food & Drink on Trips	\$178	\$527	\$980	\$1,529	\$271,244

<sup>1</sup> MainStreet boundaries with 1/4-mile buffer.

<sup>2</sup> Three-minute drive from center of MainStreet area, 216 N. 2nd St.

<sup>3</sup> Twenty-five-minute drive from center of MainStreet area, 216 N. 2nd 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.