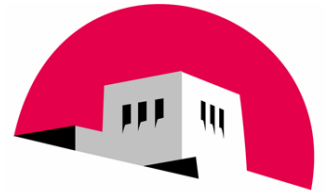


University of New Mexico  
Bureau of Business and Economic Research

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# SANTA ROSA MAINSTREET: COMMUNITY ECONOMIC ASSESSMENT

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## SANTA ROSA – COMMUNITY ECONOMIC ASSESSMENT

1. **Demographics**<sup>1</sup>: Demographic patterns in Santa Rosa are strongly impacted by the GEO-administered prison. Census data are skewed by the inclusion of the inmate population; the non-institutionalized population shows sharp declines in the population of children and elderly.
  - a. Santa Rosa's demographic statistics are strongly skewed by the construction and opening of the GEO-administered prison in the late-1990s. Statistically, the census shows a sharp increase in the male population between 20 and 50 years old and somewhat more modest declines in the population cohorts under 18 years old and over 65 years old. The entire increase in the 20 to 50 year old cohort can be explained by the 500-person prison population<sup>2</sup>.
  - b. With the exception of the inmate population, Santa Rosa has seen its population decline, particularly children. Between 1990 and 2000, the birth rate in Santa Rosa fell sharply, as the number of children under 5 years old declined from 271 in 1990 to only 159 in 2000, a decline of 41 percent. Similarly, indications are that families with young children moved away from the community. In 2000, Santa Rosa had 18 percent fewer children between 6 and 12 years old compared to 1990. Further, the senior population declined. The only population cohort to increase – from 20 to 50 years old – was that of the prison population and its associated workforce. The implication is that future population growth in Santa Rosa – apart from the inmate population – will not come from within; rather, the town must continue to attract workers for its businesses.
  - c. Santa Rosa is a predominately Hispanic community; Hispanics comprise about 87 percent of the town's non-institutionalized population. According to the 2000 Census, 58 percent of the institutionalized population was Hispanic.
2. **Income**<sup>3</sup>: Incomes in Santa Rosa are low by any standard, but prison-based employment has resulted in significant improvements.
  - a. As of 2000, the per capita income in Santa Rosa was just \$11,168, about 23 percent below the average for the five-county New Mexico

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<sup>1</sup> See Table 1 in the appendix. Local area demographic and economic data is not available beyond the 2000 Decennial Census.

<sup>2</sup> US Census tabulates population according to place of residence at the time of the census count. Prison population is thus considered part of the population of the community in which the prison is located. This population is categorized by the Census as living in 'group quarter' and 'institutionalized'.

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

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Eastern Plains (NMEP) region<sup>4</sup> and 35 percent below the New Mexico statewide average.

- b. Although still very low, the 2000 income levels are a significant improvement relative to the 1990 levels. Per capita incomes in Santa Rosa increased by 25 percent (adjusted for inflation) during the 1990-2000 period, compared to 15 percent for both the NMEP region and the state. The improvement is still more significant in terms of median household incomes, which increased by 35 percent over the 10 year period. Most of the gain in household income was from earnings, which include wages, salaries, and profits from proprietary businesses.
- c. One benefit of new employment and rising incomes is the decline from very high levels of poverty evident in 1990. In that year, nearly 36 percent of Santa Rosa's population lived below the poverty line; by 2000, the rate fell to 23.2 percent – still high compared to most of the state but a marked improvement relative to other parts of the NMEP region.

### 3. **Economy**<sup>5</sup>: On an aggregate level, Santa Rosa's economy is strong, providing for solid public finances.

- a. Trade area: Santa Rosa is located along I-40, about 120 miles east of Albuquerque. The towns of Vaughn (population 599) and Fort Sumner (population 1,249) are 40 and 44 miles away, respectively. Santa Rosa's trade area has two principal elements: the population of the town and passengers traveling along I-40. Residents of Fort Sumner are more likely to travel to Clovis (60 miles away) because of the city's larger retail and service markets. Given the static growth of Santa Rosa's population and the high penetration of the passenger market, the best opportunity to expand markets is to engage passengers in activities beyond those commonly associated with highway traffic (i.e. accommodations, food services, automotive repair).
- b. Strengths: Santa Rosa's location along I-40 and the location of the state prison provide the town with a solid financial foundation. Gross receipts analysis shows that in 2005 the town had a surplus of about \$28 million in its economic transactions with other parts of New Mexico. Otherwise stated, Santa Rosa's pull factor in 2005 was 173 percent – for every \$100 spent by Santa Rosa's

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<sup>4</sup> For the purposes of this report, the NMEP is comprised of Curry, Roosevelt, Guadalupe, De Baca and Quay Counties.

<sup>5</sup> Tables and figures to correspond to this section can be found in the appendix. See tables 3 and 4 and figures 1 and 2 for Tucumcari's regional and local trade area data; see tables 5-7 and figure 3 for gross receipts data; see tables 8-10 and figure 4 for location quotient data.

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population outside the local economy, \$173 were brought from other parts of New Mexico into the town's economy.

- i. Businesses supported by I-40 traffic are the principal engines of Santa Rosa's surplus. Accommodations in Santa Rosa have a pull factor of 779 percent, generating a surplus of more than \$3 million (2005); eating and drinking establishments are 369 percent, with \$4.86 million in surplus; automotive repair is 487% percent, with \$1.9 million in surplus; gasoline stations are 392 percent<sup>6</sup>.
- ii. In addition to these ongoing activities, road and highway construction contributes very significantly to Santa Rosa's I-40-based economy. In 2005, taxable gross receipts in contract construction were \$8 million (about 12 percent of total taxable gross receipts), contributing about \$2.9 million to the town's surplus of receipts (11 percent of the total surplus). These measures are down very significantly from earlier years – in 1989, for example, contract construction accounted for \$24.6 million in taxable gross receipts (35 percent of the town's total), and \$20.4 million of the total surplus of receipts (52 percent of the total surplus)<sup>7</sup>. No doubt this slow down is tied to the rhythm of I-40 construction.
- iii. Santa Rosa is also the seat of Guadalupe County, providing a very stable base of employment and incomes in public administration: public sector employment tends to be much less volatile than other economic sectors.
- iv. Available data does not directly capture the contribution of the GEO-administered prison to Santa Rosa's economy because the New Mexico Taxation and Revenue Department's publicly available data suppresses the disclosure of information that could be used to infer the performance of a single business. However, it is generally clear that the prison contributes to the local economy mainly through its employment, and, thus, through the indirect impacts of employee's local expenditures. Without access to more specific information and more detailed analysis, the nature or scale of other impacts is not clear.

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<sup>6</sup> Because gasoline sales are subject to taxes independent of standard gross receipt taxes, gasoline sales are not included in these data. However, gasoline stations do appear insofar as they register other, non-gasoline sales. It is reasonable to assume that these other sales are indicative of gasoline sales as a whole – thus the pull factor for gasoline stations is a useful proxy for gasoline sales, though the net gain/loss captures only a portion of the total.

<sup>7</sup> All 1989 data have been adjusted for inflation and are presented in 2002 dollars.

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- c. Weaknesses: Historical analysis of gross receipts data suggests that Santa Rosa has slowly lost market share in the I-40 business, although the greatest loss – construction – is unavoidable. Beyond this trend, the greatest difficulties facing Santa Rosa are persistently high poverty rates and the long term decline in the labor force.
  - i. Trends: comparisons of pre- and post-2002 data on gross receipts must be made with caution because of a fundamental classification of data from SIC to NAICS systems. Yet, patterns are evident: gross receipts for accommodations fell from 924 percent with a \$6 million surplus (1989) to 779 percent with a \$3 million surplus (2005); gasoline stations fell from 2745 percent (1989) to 392 percent (2005). These are offset by slight gains in eating and drinking establishments and automotive repair services' gross receipts.
  - ii. As noted, poverty has declined in Santa Rosa, particularly since the construction and opening of the prison facility. However, the poverty rate remains very high.
  - iii. The single greatest challenge facing Santa Rosa (and, indeed, most small towns in the eastern part of New Mexico) is the decline in the labor force. The sharp decline among children indicates the particular difficulty that Santa Rosa is facing in the coming years.

**4. Main Street<sup>8</sup>:** Santa Rosa's MainStreet district runs along historical Route 66 and also includes commercial and residential areas adjacent to and south of Route 66. Commercial activities are limited but diverse.

- a. The MainStreet district is the location of 18 businesses (21 percent of Santa Rosa's total) and 75 jobs (about 8 percent of Santa Rosa's total employment). On average, wages paid by MainStreet businesses are slightly above average for Santa Rosa.
- b. No one section dominates Santa Rosa's small MainStreet business community. Businesses engaged in health and social assistance are most likely to locate there – 5 of 10 such businesses in Santa Rosa are in the MainStreet district, and this is the single largest sector within the district – but public administration, accommodations and food services, and retail also have a presence in the area. Together, these four sectors account for about 3 of every 4 jobs in the district. Finance and insurance businesses also provide 10 jobs. Given the relative strength of the

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<sup>8</sup> See tables 11-13 and figures 5 and 6 in the appendix for MainStreet data.



downtown residential community, the retail sector is surprisingly small.

- c. Table 4 provides more detailed demographic information for the downtown residential community<sup>9</sup>. The data does not correspond narrowly to the MainStreet area, but the first column does cover the downtown area within a one minute drive to the center of the MainStreet district, with about a ½ mile radius. A map of the area is shown in figure 2.
- d. 700 persons live in the downtown area, equal to about one-third of the town's total (excluding the inmate population). Compared to many MainStreet communities, this residential population is relatively sizeable – in many towns the downtown residential population numbers fewer than 500 and often accounts for less than 20 percent of the total population of the community. The composition of the downtown residential population is consistent with that of the larger community – it is predominately Hispanic, includes very few children, a fairly large middle-aged population, and a somewhat greater than proportionate senior population. Incomes of downtown residents are only slightly below the town average, though net worth (principally a reflection of home equity) is a bit higher than average for Santa Rosa.
- e. Downtown resident retail and service market opportunities likewise parallel those of the outer rings of Santa Rosa. In all, the retail expenditures of the downtown community are estimated to be just under \$4 million per year; groceries account for \$840 thousand; restaurant and entertainment expenditures account for an additional \$950 thousand. Housing and housing-related expenditures account for the single largest share of expenditures.

## 5. Opportunities and Challenges:

- a. Although 2000 Census data may not capture the complete picture, it does suggest preliminarily that Santa Rosa is facing a critical demographic challenge – attracting and retaining young families that will provide the labor needed for Santa Rosa's economy to continue to grow. Santa Rosa is not alone in this regard – communities throughout eastern New Mexico are facing a loss of population and a decline in the size of the workforce – but the timing of the demographic shift in Santa Rosa does suggest that the prison has contributed to this population dynamic. To overcome this pattern, the town must find a way to turn the prison and other economic factors to its advantage, by investing a portion of the

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<sup>9</sup> The final two pages of Table 4 provide detailed data on consumer expenditures, which are discussed below.

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gross receipts in assets that make the town attractive to young families and by leveraging the employment to promote a positive environment.

- b. A second challenge is a slight but detectable decline in Santa Rosa's I-40 market share, perhaps exacerbated by what may be a broader decline in automobile-related activity in the US. Investments in local alternative energy sources such as wind are a well-conceived strategy – they serve as a hedge against possible declines in the automobile-related businesses.
- c. Santa Rosa has an unusually large downtown residential community – more than one third of the town's population lives within one half mile of the center of the MainStreet district. This residential community is under-served by nearby retail and personal service businesses. By integrating various markets, with the residential community as a stable foundation, the MainStreet district could support several well chosen retail and service businesses. Other markets would include travelers, including those spending the night in a local accommodation, and other destination visitors.

## EXPLANATION OF TABLES

### **Selected Demographic, Economic, and Housing Characteristics**

Source: US Census Bureau, 1990 & 2000 Decennial Census.

Data is provided for your community, county, and the state of New Mexico for the years 1990 and 2000. For the city and county, values are given in absolute terms and in percentages. For comparison, data is also provided for the county, region, and the state of New Mexico.

Eastern Plains Region is classified as Curry, De Baca, Guadalupe, Quay, and Roosevelt counties.

### **Taxable Gross Receipts and Pull Factors**

Source: New Mexico Taxation and Revenue Department (NMTRD); calculations by UNM/BBER. Data is provided for the years 1989 and 2002 (SIC classification) and 2005 (NAICS classification).

In 2003, NMTRD switched from SIC (Standard Industrial Classification) to NAICS (North American Industrial Classification System) as a basis for statistical tabulation. It is not possible to compare most data from the two classification systems. Data from 1989 and 2002 are presented to allow for historical comparison. Data from 1989 is adjusted for inflation and is presented in 2002 dollars. Data from 2005 provides the most up-to-date account of gross receipts activities; the data is presented in 2005 dollars.

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. 2005 data includes both taxable gross receipts and deductions associated with food and medical spending.

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%). As with all 1989 gross receipts data, it is presented in terms of 2002 dollars.

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, 1995 and 2004**

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005; 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 is ‘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 town (town name) or in unincorporated parts of the county (COUNTY).

### **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 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 for 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 town’s economy within the county, region, or state; a county’s economy within the state; or a region’s (multiple counties) economy within the state. As with pull factors, a location quotient helps to define

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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 lead to policies that aim to strengthen weaknesses or exploit strengths; the decision is again one of practicality and strategy rather than theory.

NOTE: Charts of location quotients are scaled to a value of 0, where this base indicates that employment for a given industry is the same proportion as the base geography. This is done for presentational purposes.

### **Trade Area**

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 9.0 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.)

Market or trade areas were established by generating drive time polygons around each city, the foci being the MainStreet districts. A target location was established for each MainStreet area based upon descriptions and maps provided by each of the New Mexico MainStreet (NMMS) cities. This provided a representative focal point within the MainStreet boundaries, without specifying any one particular location.

Trade areas were 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. Trade areas were determined by creating drive time polygons on two different scales, local and regional. A local scale polygon was drawn for the area that would be within a 1 minute drive time, or about ½ mile walking distance, from the MainStreet site. Additional polygons were calculated at the local scale for 3 and 5 minute drive times. These times were chosen to reflect a short and convenient route from a home or hotel. On a regional scale, drive time polygons were calculated for times ranging from 5 to 45 minutes. The regional scale represents travel for dedicated purposes, such as supply replenishment, large item purchases, etc.

Trade area reports were generated for each of the drive time polygons. 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 the ESRI® ArcGIS 9.0 Business Analyst. The population data provided by this program are geographically derived at the census block point level. The

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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.

The competition layers represented in the trade area analyses were derived from the New Mexico Department of Labor data combined with product line data from the Bureau of Labor Statistics. The proxy revenues, calculated by BBER, reflect the degree to which the competition has derived sales from the product line of interest.

**APPENDIX: TABLES AND FIGURES**

SANTA ROSA MAINSTREET – Community Economic Assessment

TABLE 1: SELECTED DEMOGRAPHIC, ECONOMIC, AND HOUSING CHARACTERISTICS

	SANTA ROSA			GUADALUPE COUNTY	EASTERN PLAINS	NEW MEXICO
	1990	2000	Change (%)	2000	2000	2000
<b>POPULATION</b>						
Total Population	2,249	2,754	22%	4,680	80,137	1,819,046
Urban	0%	92%		54%	73%	75%
Rural	100%	8%		46%	27%	25%
Households	800	915	14%	1,661	30,236	678,032
Household Size (Average)	2.78	2.46	-12%	2.50	2.56	2.63
<b>AGE</b>						
Under 5 yrs	10%	4%		5%	7%	7%
5 to 17 y/o	22%	18%		19%	21%	21%
18 to 64 y/o	55%	66%		62%	58%	60%
65 yrs and over	14%	12%		13%	13%	12%
<b>RACE &amp; ETHNICITY<sup>1</sup></b>						
White, non-Hispanic		14%		16%	57%	45%
Black or African American, non-Hispanic		1%		1%	4%	2%
Native American, non-Hispanic		2%		1%	1%	9%
Hispanic or Latino (of any race)	88%	82%		81%	35%	42%
Speak Spanish, linguistically isolated <sup>2,4</sup>	7%	5%		4%	2%	2%
Speak other than Spanish, linguistically isolated <sup>2,4</sup>	0%	0%		0%	0%	1%
<b>EDUCATIONAL ATTAINMENT</b>						
Population 25 yrs or older	1,329	1,838	38%	3,099	48,301	1,134,801
Less than high school graduate <sup>3</sup>	40%	29%		32%	24%	21%
High school graduate; and some college <sup>3</sup>	50%	63%		56%	54%	49%
Associate, bachelor's, or graduate degree <sup>3</sup>	10%	9%		12%	23%	29%
<b>MIGRATION</b>						
Moved since 1985/1995 <sup>2</sup>	501	1,152	130%	1,618	35,091	731,488
Moved to new house in county since 1985/1995 <sup>2</sup>	14%	17%		16%	24%	24%
Moved into county since 1985/1995 <sup>2</sup>	11%	27%		21%	24%	20%
<b>TRAVEL TO WORK</b>						
Less than 15 minutes	86%	86%		71%	65%	40%
15-29 minutes	6%	8%		16%	29%	48%
More than 30 minutes	8%	6%		12%	7%	13%

<sup>1</sup> Racial breakdown by ethnicity not available in the 1990 decennial census. Categories may not sum to 100% because some racial groups were left out.

<sup>2</sup> Includes persons 5 y/o and older.

<sup>3</sup> Includes persons 25 y/o and older.

<sup>4</sup> A household in which all members 14 years old and over speak a non-English language and also speak English less than "very well" (have difficulty with English).



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

	SANTA ROSA			GUADALUPE COUNTY	EASTERN PLAINS	NEW MEXICO
	1990	2000	Change (%)	2000	2000	2000
<b>HOUSEHOLD INCOME &amp; POVERTY</b>						
Real per capita income (1999 dollars)	8,968	11,168	25%	11,241	14,591	17,261
Median household income (1999 dollars)	18,625	25,085	35%	24,783	na	34,133
Households with earnings	69%	73%		71%	77%	80%
Households with social security income	30%	32%		33%	29%	25%
Households: with interest; dividends; or rental income	8%	15%		17%	25%	30%
Households with public assistance income	25%	7%		6%	5%	5%
Households with retirement income	12%	16%		17%	16%	17%
Persons below the poverty line	798	523	-34%	902	15,613	328,933
Poverty rate	35.7%	23.2%		21.6%	36.4%	18.4%
<b>LABOR CHARACTERISTICS</b>						
In labor force (population 16 yrs and over)	869	980	13%	1,731	35,915	834,632
Unemployment rate	6.7%	6.6%		7.7%	6.4%	7.2%
<b>HOUSING CHARACTERISTICS</b>						
Total housing units (#)	987	1,023	4%	2,160	36,089	780,579
Home ownership (%)	63%	63%			60%	68%
Owner-occupied housing units	514	591	15%	1,226	19,028	474,435
Vacancy rate (for sale)		2.3%		3.7%	4.5%	2.5%
Renter-occupied housing units	287	323	13%	429	11,155	203,536
Vacancy Rate (for rent)		9.8%		12.4%	11.5%	11.6%
Median age of housing structures	28	34		40	na	23
<b>HOUSING AFFORDABILITY</b>						
Median value of owner-occupied housing (1999 dollars)	54,721	59,900	9%	51,500	na	94,600
Median costs of homeownership (% of income)	26.8%	20.2%		21.6%	na	22.2%
Median rent (1999 dollars)	307	334	9%	322	na	503
Median cost of rental housing (% household income)	35.1%	21.9%		22.3%	na	26.6%

Source: US Census Bureau, 1990 and 2000 Decennial Census; calculations by BBER, 2007.

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**TABLE 2: SELECTED DEMOGRAPHIC, ECONOMIC, AND HOUSING CHARACTERISTICS – VAUGHN**

	VAUGHN			GUADALUPE COUNTY	EASTERN PLAINS	NEW MEXICO
	1990	2000	Change (%)	2000	2000	2000
<b>POPULATION</b>						
Total Population	638	599	-6%	4,680	80,137	1,819,046
Urban	0%	0%		54%	73%	75%
Rural	100%	100%		46%	27%	25%
Households	275	233	-15%	1,661	30,236	678,032
Household Size (Average)	2.32	2.57	11%	2.50	2.56	2.63
<b>AGE</b>						
Under 5 yrs	3%	9%		5%	7%	7%
5 to 17 y/o	24%	19%		19%	21%	21%
18 to 64 y/o	58%	57%		62%	58%	60%
65 yrs and over	15%	16%		13%	13%	12%
<b>RACE &amp; ETHNICITY<sup>1</sup></b>						
White, non-Hispanic		13%		16%	57%	45%
Black or African American, non-Hispanic		0%		1%	4%	2%
Native American, non-Hispanic		0%		1%	1%	9%
Hispanic or Latino (of any race)	83%	87%		81%	35%	42%
Speak Spanish, linguistically isolated <sup>2,4</sup>	4%	5%		4%	2%	2%
Speak other than Spanish, linguistically isolated <sup>2,4</sup>	0%	0%		0%	0%	1%
<b>EDUCATIONAL ATTAINMENT</b>						
Population 25 yrs or older	430	356	-17%	3,099	48,301	1,134,801
Less than high school graduate <sup>3</sup>	43%	31%		32%	24%	21%
High school graduate; and some college <sup>3</sup>	53%	56%		56%	54%	49%
Associate, bachelor's, or graduate degree <sup>3</sup>	3%	12%		12%	23%	29%
<b>MIGRATION</b>						
Moved since 1985/1995 <sup>2</sup>	139	196	41%	1,618	35,091	731,488
Moved to new house in county since 1985/1995 <sup>2</sup>	15%	17%		16%	24%	24%
Moved into county since 1985/1995 <sup>2</sup>	8%	18%		21%	24%	20%
<b>TRAVEL TO WORK</b>						
Less than 15 minutes	93%	67%		71%	65%	40%
15-29 minutes	5%	23%		16%	29%	48%
More than 30 minutes	2%	10%		12%	7%	13%

<sup>1</sup> Racial breakdown by ethnicity not available in the 1990 decennial census. Categories may not sum to 100% because some racial groups were left out.

<sup>2</sup> Includes persons 5 y/o and older.

<sup>3</sup> Includes persons 25 y/o and older.

<sup>4</sup> A household in which all members 14 years old and over speak a non-English language and also speak English less than "very well" (have difficulty with English).

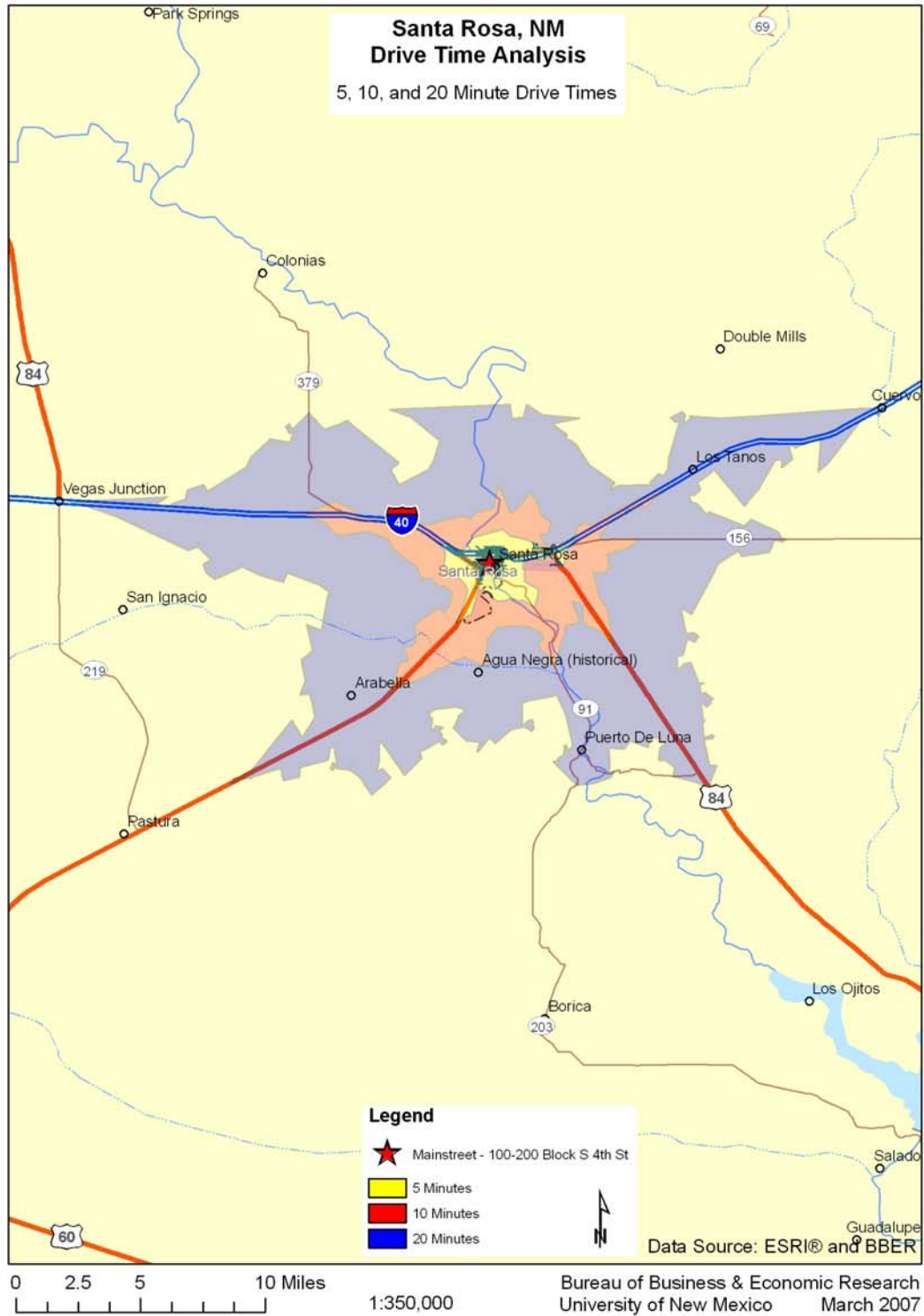
SANTA ROSA MAINSTREET – Community Economic Assessment

**TABLE 2: SELECTED DEMOGRAPHIC, ECONOMIC, AND HOUSING CHARACTERISTICS—  
VAUGHN, CONTINUED**

	VAUGHN			GUADALUPE COUNTY	EASTERN PLAINS	NEW MEXICO
	1990	2000	Change (%)	2000	2000	2000
<b>HOUSEHOLD INCOME &amp; POVERTY</b>						
Real per capita income (1999 dollars)	9,473	11,014	16%	11,241	14,591	17,261
Median household income (1999 dollars)	15,622	23,083	48%	24,783	na	34,133
Households with earnings	68%	70%		71%	77%	80%
Households with social security income	36%	36%		33%	29%	25%
Households: with interest; dividends; or rental income	16%	16%		17%	25%	30%
Households with public assistance income	30%	8%		6%	5%	5%
Households with retirement income	12%	15%		17%	16%	17%
Persons below the poverty line	234	130	-44%	902	15,613	328,933
Poverty rate	37.0%	21.7%		21.6%	36.4%	18.4%
<b>LABOR CHARACTERISTICS</b>						
In labor force (population 16 yrs and over)	258	224	-13%	1,731	35,915	834,632
Unemployment rate	6.2%	4.5%		7.7%	6.4%	7.2%
<b>HOUSING CHARACTERISTICS</b>						
Total housing units (#)	380	351	-8%	2,160	36,089	780,579
Home ownership (%)	69%	76%			60%	68%
Owner-occupied housing units	198	185	-7%	1,226	19,028	474,435
Vacancy rate (for sale)		4.1%		3.7%	4.5%	2.5%
Renter-occupied housing units	70	55	-21%	429	11,155	203,536
Vacancy Rate (for rent)		32.1%		12.4%	11.5%	11.6%
Median age of housing structures	40	47		40	na	23
<b>HOUSING AFFORDABILITY</b>						
Median value of owner-occupied housing (1999 dollars)	27,093	33,700	24%	51,500	na	94,600
Median costs of homeownership (% of income)	33.9%	32.8%		21.6%	na	22.2%
Median rent (1999 dollars)	231	292	26%	322	na	503
Median cost of rental housing (% household income)	34.2%	21.1%		22.3%	na	26.6%

Source: US Census Bureau, 1990 and 2000 Decennial Census; calculations by BBER, 2007.

FIGURE 1: REGIONAL TRADE AREA



SANTA ROSA MAINSTREET – Community Economic Assessment

TABLE 3: REGIONAL TRADE AREA

**Santa Rosa Regional Trade Area**

Center Point: 200 Block S 4th St	Drive Time (Minutes)		
	0 - 5	0 - 10	0 - 20
<b>Population by Age (2006):</b>			
<b>Total</b>	3,004	3,036	3,279
0-4	164	165	175
5-9	145	147	156
10-14	155	156	168
15-19	223	225	242
20-29	498	504	553
30-39	372	377	417
40-49	575	581	628
50-64	477	483	519
65-85	345	348	369
85+	50	50	52
Median Age	38.5	38.5	38.3
<b>Projected Population Growth by Age Cohort, 2006-2011 (%)</b>			
<b>Total</b>	-0.4%	-0.6%	-0.5%
0-4	-2%	-2%	-2%
5-9	6%	5%	4%
10-14	-1%	-1%	-2%
15-19	-29%	-29%	-29%
20-29	1%	1%	1%
30-39	12%	11%	11%
40-49	-25%	-25%	-25%
50-64	33%	33%	32%
65-85	-4%	-5%	-4%
85+	8%	8%	10%
Median Age (2011 Projection)	38.9	38.9	38.7
<b>Households</b>			
Households	1,010	1,018	1,108
Family Households	676	682	746
Average Household Size	2.58	2.57	2.51
<b>Race</b>			
White	1,733	1,751	1,903
Black	44	45	52
American Indian, Eskimo, Aleut	41	42	46
Asian or Pacific Islander	21	21	22
Other	1,039	1,044	1,112
Two or More Races	130	132	143
Hispanic Origin	2,449	2,466	2,642
<b>Gender</b>			
Male	1,677	1,695	1,860
Female	1,331	1,339	1,418

SANTA ROSA MAINSTREET – Community Economic Assessment

**TABLE 3: REGIONAL TRADE AREA, CONTINUED**

Center Point: 200 Block S 4th St	Drive Time (Minutes)		
	0 - 5	0 - 10	0 - 20
<b>Income</b>			
Median Household Income	\$28,591	\$28,682	\$28,886
Median Family Income	\$32,169	\$32,093	\$32,361
Median Disposable Income	\$24,884	\$25,000	\$25,156
Average Household Income	\$34,175	\$34,186	\$34,355
Average Family Income	\$37,653	\$37,632	\$37,869
Per Capita Income	\$14,207	\$14,210	\$14,190
<b>Households by Disposable Income (1)</b>			
< \$15,000	30.8%	30.7%	30.7%
\$15,000-\$24,999	19.3%	19.3%	18.8%
\$25,000-\$34,999	19.3%	19.3%	19.4%
\$35,000-\$49,999	17.3%	17.4%	17.6%
\$50,000-\$74,999	10.7%	10.7%	10.8%
\$75,000-\$99,999	1.5%	1.5%	1.6%
\$100,000-\$149,999	0.7%	0.7%	0.8%
\$150,000-\$199,999	0.1%	0.1%	0.1%
\$200,000+	0.2%	0.2%	0.2%
<b>Households by Net Worth</b>			
< \$15,000	41.7%	41.7%	42.2%
\$15,000-\$34,999	9.1%	9.1%	9.0%
\$35,000-\$49,999	5.5%	5.5%	5.4%
\$50,000-\$74,999	6.7%	6.7%	6.8%
\$75,000-\$99,999	6.3%	6.3%	6.1%
\$100,000-\$149,999	6.3%	6.3%	6.1%
\$150,000-\$249,999	7.4%	7.4%	7.4%
\$250,000-499,999	9.2%	9.2%	9.0%
500,000 +	7.8%	7.8%	8.0%
Median Net Worth	\$32,320	\$32,347	\$30,945

(1) Disposable Income is total income after direct taxes.

**TABLE 3: REGIONAL TRADE AREA, CONTINUED**

**CONSUMER EXPENDITURES (2006)**

<b>Retail Goods Total</b>	14,086,868	14,219,565	15,578,892
<b>Apparel</b>	957,421	920,583	1,052,668
Men`s Apparel	183,378	184,978	201,414
Women`s Apparel	291,161	259,855	319,474
Children`s Apparel	189,936	191,681	209,628
Infant Apparel (Under 2 Years)	55,260	55,759	60,900
Footwear	94,274	83,654	103,858
Watches & Jewelry	69,638	70,266	76,654
Apparel Products & Services	73,774	74,390	80,740
<b>Computer</b>			
Computers & Hardware for Home Use	97,960	98,845	107,845
Software & Accessories for Home Use	13,387	13,503	14,689
<b>Entertainment/Recreation</b>	1,674,779	1,690,622	1,852,155
<b>Fees &amp; Admissions</b>	221,180	223,161	243,223
Membership Fees	63,409	63,985	69,800
Fees for Participant Sports excluding Trips	44,046	44,445	48,489
Admission to Movies/Theater/Opera/Ballet	51,767	52,206	56,670
Admission to Sporting Events excluding Trips	21,203	21,398	23,384
Fees for Recreational Lessons	40,754	41,127	44,880
<b>TV/Video/Sound Equipment</b>	502,550	775,786	592,196
Community Antenna or Cable TV	334,448	556,591	367,766
Color TVs	54,376	54,866	59,876
VCRs/Video Cameras & DVD Players	18,687	18,857	20,596
Video Cassettes & DVDs	25,032	25,260	27,594
Video Game Hardware & Software	15,640	15,782	17,233
Satellite Dishes	1,250	1,263	1,396
Rental of Video Cassettes & DVDs	28,467	28,703	31,151
Sound Equipment	21,954	71,749	63,651
Rental/Repair of TV/VCR/Sound Equipment	2,695	2,716	2,934
Pets	270,507	273,225	300,951
Toys & Games	101,338	102,269	111,805
Recreational Vehicles & Fees	272,305	275,308	305,615
Sports/Rec/Exercise Equipment	91,395	92,272	101,199
Photo Equipment/Supplies	65,868	66,456	72,452
Film Processing	20,722	20,911	22,833
Reading	100,442	101,339	110,453
<b>Food at Home</b>	2,712,594	2,737,411	2,992,580
Bakery & Cereal Products	392,697	396,305	433,384
Meat/Poultry/Fish/Eggs	740,929	747,701	817,453
Dairy Products	294,803	747,701	325,314
Fruit & Vegetables	439,918	443,929	485,099
Snacks/Other Food	844,246	851,963	931,330
Nonalcoholic Beverages	242,722	244,965	268,033
<b>Food Away from Home</b>	1,622,733	1,637,303	1,786,942
<b>Alcoholic Beverages</b>	338,703	300,890	373,178
<b>Financial</b>			
Investments	864,731	872,333	946,756
Vehicle Loans	3,699,379	3,735,147	4,102,186

**TABLE 3: REGIONAL TRADE AREA, CONTINUED**

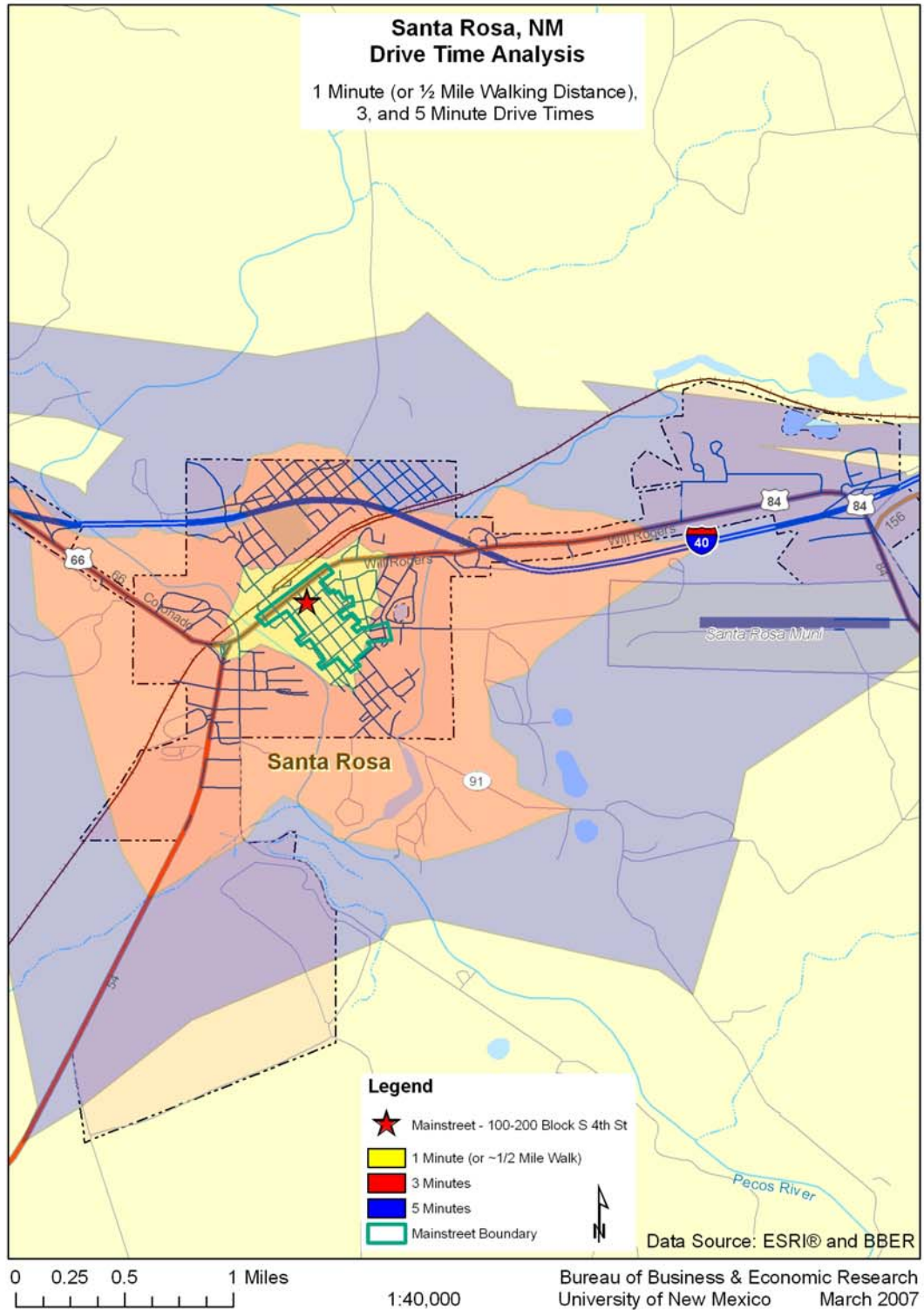
**CONSUMER EXPENDITURES (2006) continued**

<b>Health</b>	2,325,599	2,346,958	2,565,622
Nonprescription Drugs	67,483	68,093	74,350
Prescription Drugs	415,897	419,694	458,700
Eyeglasses & Contact Lenses	45,710	46,137	50,487
<b>Housing</b>	5,878,544	5,932,524	6,482,805
Mortgage Payment & Basics	3,409,843	3,443,100	3,779,952
Maintenance & Remodeling Services	776,031	783,644	860,426
Maintenance & Remodeling Materials	204,565	206,694	228,211
Utilities/Fuel/Public Services	2,387,248	2,408,981	2,632,604
Telephone Services	788,369	795,488	868,820
<b>Household Furnishings &amp; Equipment</b>	902,046	910,540	997,042
Household Textiles	58,584	59,122	64,591
Furniture	276,671	279,243	305,489
Floor Coverings	27,689	27,952	30,587
Major Appliances	153,213	154,683	169,662
Housewares	41,160	41,560	45,618
Small Appliances	19,576	19,755	21,585
Luggage	3,599	3,629	3,941
Telephones & Accessories	10,059	10,147	11,050
<b>Household Services &amp; Supplies</b>			
Computer Information Services	80,026	80,757	88,229
Child Care	143,454	144,689	157,317
Lawn & Garden	272,231	275,027	303,392
Moving/Storage/Freight Express	18,410	18,576	20,255
Housekeeping Services	49,247	49,686	54,142
Housekeeping Supplies	414,359	457,246	457,246
<b>Miscellaneous</b>			
Personal Care Products	232,136	206,327	255,528
School Books & Supplies	55,981	56,402	60,768
Smoking Products	338,703	300,890	373,178
<b>Insurance</b>			
Owners & Renters	256,953	259,416	284,559
Vehicle	738,637	652,018	816,689
Health	1,161,449	1,172,139	1,281,564
Life & Other Personal	298,466	376,916	770,166
<b>Transportation (Local)</b>			
Transportation-Vehicle Purchases (Net Outlay)	3,588,534	3,623,174	3,978,482
Transportation - Gasoline & Motor Oil	1,127,398	1,138,148	1,248,571
Vehicle Maintenance & Repairs	549,248	554,395	607,013
<b>Travel</b>	805,136	812,504	887,320
Airline Fares	147,989	149,299	162,564
Travel - Lodging on Trips	182,874	184,577	201,861
Auto/Truck/Van Rental on Trips	15,944	16,092	17,573
Travel - Food & Drink on Trips	215,971	217,966	238,212

Source: ESRI, 2006 Estimates & Projections.



**FIGURE 2: LOCAL TRADE AREA**



SANTA ROSA MAINSTREET – Community Economic Assessment

TABLE 4: LOCAL TRADE AREA

**Santa Rosa Local Trade Area**

Center Point: 200 Block S 4th St

Drive Time (Minutes)

	0 - 1	0 - 3	0 - 5
<b>Population by Age (2006):</b>			
<b>Total</b>	700	2,080	3,004
0-4	45	126	164
5-9	39	112	145
10-14	37	118	155
15-19	57	159	223
20-29	102	297	498
30-39	64	203	372
40-49	126	392	575
50-64	113	350	477
65-85	100	281	345
85+	17	42	50
Median Age	40.5	40.7	38.5
<b>Projected Population Growth by Age Cohort, 2006-2011 (%)</b>			
<b>Total</b>	-0.7%	-0.7%	-0.4%
0-4	0%	-2%	-2%
5-9	5%	4%	6%
10-14	11%	-1%	-1%
15-19	-35%	-27%	-29%
20-29	-3%	0%	1%
30-39	20%	17%	12%
40-49	-25%	-30%	-25%
50-64	35%	36%	33%
65-85	-8%	-7%	-4%
85+	6%	10%	8%
Median Age (2011 Projection)	41.3	41.4	38.9
<b>Households</b>			
Households	309	864	1,010
Family Households	197	570	676
Average Household Size	2.24	2.36	2.58
<b>Race</b>			
White	380	1,100	1,733
Black	5	12	44
American Indian, Eskimo, Aleut	6	20	41
Asian or Pacific Islander	3	14	21
Other	281	851	1,039
Two or More Races	23	80	130
Hispanic Origin	618	1,811	2,449
<b>Gender</b>			
Male	333	1,022	1,677
Female	366	1,056	1,331

SANTA ROSA MAINSTREET – Community Economic Assessment

**TABLE 4: LOCAL TRADE AREA, CONTINUED**

Center Point: 200 Block S 4th St	Drive Time (Minutes)		
	0 - 1	0 - 3	0 - 5
<b>Income</b>			
Median Household Income	\$26,750	\$27,649	\$28,591
Median Family Income	\$31,150	\$31,212	\$32,169
Median Disposable Income	\$22,669	\$23,723	\$24,884
Average Household Income	\$32,167	\$33,366	\$34,175
Average Family Income	\$36,860	\$36,850	\$37,653
Per Capita Income	\$13,988	\$14,089	\$14,207
<b>Households by Disposable Income (1)</b>			
< \$15,000	32.5%	31.2%	30.8%
\$15,000-\$24,999	20.7%	20.6%	19.3%
\$25,000-\$34,999	18.5%	19.2%	19.3%
\$35,000-\$49,999	16.2%	16.4%	17.3%
\$50,000-\$74,999	10.5%	10.4%	10.7%
\$75,000-\$99,999	1.1%	1.3%	1.5%
\$100,000-\$149,999	0.3%	0.5%	0.7%
\$150,000-\$199,999	0.1%	0.1%	0.1%
\$200,000+	0.1%	0.2%	0.2%
<b>Households by Net Worth</b>			
< \$15,000	40.1%	40.8%	41.7%
\$15,000-\$34,999	8.8%	9.5%	9.1%
\$35,000-\$49,999	5.8%	5.8%	5.5%
\$50,000-\$74,999	6.7%	6.7%	6.7%
\$75,000-\$99,999	7.0%	6.8%	6.3%
\$100,000-\$149,999	6.6%	6.5%	6.3%
\$150,000-\$249,999	7.1%	7.2%	7.4%
\$250,000-499,999	10.9%	9.6%	9.2%
500,000 +	7.1%	7.2%	7.8%
Median Net Worth	\$37,750	\$34,029	\$32,320

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(1) Disposable Income is total income after direct taxes.

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**TABLE 4: LOCAL TRADE AREA, CONTINUED**

**CONSUMER EXPENDITURES (2006)**

<b>Retail Goods Total</b>	3,946,749	11,736,155	14,086,868
<b>Apparel</b>	282,522	596,855	957,421
Men`s Apparel	54,651	155,029	183,378
Women`s Apparel	87,572	87,572	291,161
Children`s Apparel	53,669	159,025	189,936
Infant Apparel (Under 2 Years)	15,803	46,414	55,260
Footwear	27,433	27,433	94,274
Watches & Jewelry	20,794	58,529	69,638
Apparel Products & Services	22,600	62,853	73,774
<b>Computer</b>			
Computers & Hardware for Home Use	29,309	82,288	97,960
Software & Accessories for Home Use	4,066	11,334	13,387
<b>Entertainment/Recreation</b>	476,050	1,394,163	1,674,779
<b>Fees &amp; Admissions</b>	67,757	186,088	221,180
Membership Fees	19,317	53,224	63,409
Fees for Participant Sports excluding Trips	13,289	36,986	44,046
Admission to Movies/Theater/Opera/Ballet	16,362	43,989	51,767
Admission to Sporting Events excluding Trips	6,243	17,743	21,203
Fees for Recreational Lessons	12,546	34,148	40,754
<b>TV/Video/Sound Equipment</b>	162,535	649,492	502,550
Community Antenna or Cable TV	97,612	465,866	334,448
Color TVs	15,943	45,708	54,376
VCRs/Video Cameras & DVD Players	5,447	15,673	18,687
Video Cassettes & DVDs	7,258	20,995	25,032
Video Game Hardware & Software	4,528	13,135	15,640
Satellite Dishes	326	1,018	1,250
Rental of Video Cassettes & DVDs	8,607	24,281	28,467
Sound Equipment	21,954	60,493	21,954
Rental/Repair of TV/VCR/Sound Equipment	860	2,322	2,695
Pets	72,121	222,358	270,507
Toys & Games	29,063	84,855	101,338
Recreational Vehicles & Fees	68,509	219,136	272,305
Sports/Rec/Exercise Equipment	25,813	75,859	91,395
Photo Equipment/Supplies	19,728	55,454	65,868
Film Processing	6,087	17,387	20,722
Reading	30,525	84,546	100,442
<b>Food at Home</b>	839,133	2,272,907	2,712,594
Bakery & Cereal Products	111,322	328,782	392,697
Meat/Poultry/Fish/Eggs	209,406	620,932	740,929
Dairy Products	84,036	620,932	294,803
Fruit & Vegetables	126,333	368,845	439,918
Snacks/Other Food	239,813	707,538	844,246
Nonalcoholic Beverages	68,222	202,987	242,722
<b>Food Away from Home</b>	471,555	1,364,592	1,622,733
<b>Alcoholic Beverages</b>	95,151	95,151	338,703

**TABLE 4: LOCAL TRADE, CONTINUED**

**CONSUMER EXPENDITURES (2006) continued**

<b>Financial</b>			
Investments	298,466	730,257	864,731
Vehicle Loans	1,001,621	3,065,725	3,699,379
<b>Health</b>			
Nonprescription Drugs	669,457	1,947,229	2,325,599
Prescription Drugs	19,543	56,682	67,483
Prescription Drugs	118,836	348,628	415,897
Eyeglasses & Contact Lenses	13,258	38,134	45,710
<b>Housing</b>			
Mortgage Payment & Basics	1,719,697	4,922,436	5,878,544
Maintenance & Remodeling Services	965,948	2,820,900	3,409,843
Maintenance & Remodeling Materials	222,439	641,222	776,031
Utilities/Fuel/Public Services	54,697	166,864	204,565
Utilities/Fuel/Public Services	679,764	2,002,200	2,387,248
Telephone Services	225,316	662,236	788,369
<b>Household Furnishings &amp; Equipment</b>			
Household Textiles	258,670	751,614	902,046
Furniture	17,295	49,058	58,584
Floor Coverings	79,692	231,117	276,671
Floor Coverings	8,326	23,044	27,689
Major Appliances	43,046	127,178	153,213
Housewares	11,563	34,088	41,160
Small Appliances	5,757	16,393	19,576
Luggage	1,130	3,056	3,599
Telephones & Accessories	3,003	8,498	10,059
<b>Household Services &amp; Supplies</b>			
Computer Information Services	23,315	67,072	80,026
Child Care	43,900	121,583	143,454
Lawn & Garden	72,552	222,723	272,231
Moving/Storage/Freight Express	5,595	15,476	18,410
Housekeeping Services	15,000	41,474	49,247
Housekeeping Supplies	118,799	414,359	414,359
<b>Miscellaneous</b>			
Personal Care Products	67,162	67,162	232,136
School Books & Supplies	18,302	48,508	55,981
Smoking Products	95,151	95,151	338,703
<b>Insurance</b>			
Owners & Renters	71,711	213,332	256,953
Vehicle	208,197	208,197	738,637
Health	333,841	972,079	1,161,449
Life & Other Personal	105,022	310,285	298,466
<b>Transportation (Local)</b>			
Transportation-Vehicle Purchases (Net Outlay)	975,167	2,974,863	3,588,534
Transportation - Gasoline & Motor Oil	308,448	936,954	1,127,398
Vehicle Maintenance & Repairs	155,915	458,077	549,248
<b>Travel</b>			
Airline Fares	239,701	674,645	805,136
Airline Fares	45,788	124,785	147,989
Travel - Lodging on Trips	53,745	152,704	182,874
Auto/Truck/Van Rental on Trips	4,860	13,339	15,944
Travel - Food & Drink on Trips	63,859	180,646	215,971

Source: ESRI, 2006 Estimates & Projections.

SANTA ROSA MAINSTREET – Community Economic Assessment

TABLE 5: SANTA ROSA TAXABLE GROSS RECEIPTS AND PULL FACTORS, 1989 & 2002

SANTA ROSA INDUSTRIES	TAXABLE GROSS RECEIPTS (2002 \$)		PULL FACTOR		NET GAIN/LOSS (2002 \$)		CHANGE (1989-2002)	
	1989	2002	1989	2002	1989	2002	TGR Real	Real Gain/Loss
<b>Contract Construction</b>	1,677,427	14,400,728	71%	403%	(673,244)	10,824,740	759%	11,497,984
<b>Manufacturing</b>								
<b>Transportation, Communications, Utilities</b>	3,255,868	2,904,757	153%	151%	1,124,142	980,909	-11%	(143,233)
<b>Wholesale Trade</b>	695,927	1,820,911	56%	130%	(552,705)	425,046	162%	977,751
Retail Food Stores	4,897,439	7,439,830	323%	489%	3,381,715	5,917,190	52%	2,535,476
Gasoline Service Stations	5,533,968	1,054,457	3892%	664%	5,391,772	895,710	-81%	(4,496,062)
Misc Vehicle and Accessory Dealers								
Apparel and Accessory Stores	520,829	130,289	121%	33%	90,452	(263,053)	-75%	(353,505)
Furniture and Home Furnishings								
Eating and Drinking Establishments	4,601,211	6,482,738	443%	503%	3,563,303	5,194,466	41%	1,631,163
Liquor Dispensers	737,488	37,951	225%	24%	410,201	(117,237)	-95%	(527,438)
Misc Retailers (ALL)*	1,217,047	63,353	26%	1%	(3,512,363)	(5,824,583)	-95%	(2,312,220)
<b>Total Retail Trade</b>	<b>18,375,014</b>	<b>21,652,977</b>	<b>220%</b>	<b>203%</b>	<b>10,009,305</b>	<b>11,004,295</b>	<b>18%</b>	<b>994,990</b>
<b>Finance, Insurance and Real Estate</b>	<b>313,957</b>	<b>244,499</b>	<b>55%</b>	<b>40%</b>	<b>(254,746)</b>	<b>(370,022)</b>	<b>-22%</b>	<b>(115,276)</b>
Hotels, Motels	6,381,715	4,823,599	1571%	1085%	5,975,504	4,378,920	-24%	(1,596,584)
Personal Services	157,829	97,063	57%	24%	(118,982)	(309,241)	-39%	(190,260)
Misc Business Services		508,936		39%		(811,388)		
Auto Rental and Repair	1,136,523	1,848,732	311%	397%	771,194	1,383,062	63%	611,868
Misc Repair Services								
Motion Pictures	119,146		255%		72,393			
Physicians and Dentists	1,314,098		180%		583,888			
Hospitals and Other Health Services								
Legal Services								
Misc Services	3,848,048	9,588,887	395%	319%	2,873,490	6,582,677	149%	3,709,187
Engineering and Architectural Services	436,532	20,032	141%	6%	126,266	(324,624)	-95%	(450,890)
<b>Total Services</b>	<b>13,472,232</b>	<b>16,506,803</b>	<b>208%</b>	<b>182%</b>	<b>6,992,007</b>	<b>7,415,707</b>	<b>23%</b>	<b>423,700</b>
<b>Total Taxable Gross Receipts</b>	<b>37,924,430</b>	<b>48,387,705</b>	<b>223%</b>	<b>168%</b>	<b>20,887,703</b>	<b>19,500,658</b>	<b>28%</b>	<b>(1,387,045)</b>

\* Misc Retailers (ALL) includes Department Stores, General Merchandise, and Misc Retailers.

All values are adjusted for inflation and reported in terms of 2002 dollars.

Data is classified according to Standard Industrial Classification (SIC). 1989 and 2002 are the first and last years for which comparable data are available.

Major sectors do not sum to total taxable gross receipts because non-classified businesses are not included.

Source: NM Taxation & Revenue Department, RP80 tables; US Census Bureau. Calculations by BBER, 2007.

SANTA ROSA MAINSTREET – Community Economic Assessment

TABLE 6: GUADALUPE COUNTY TAXABLE GROSS RECEIPTS AND PULL FACTORS, 1989 & 2002

INDUSTRIES	TAXABLE GROSS RECEIPTS (2002 \$)		PULL FACTOR		NET GAIN/LOSS (2002 \$)		CHANGE (1989-2002)	
	1989	2002	1989	2002	1989	2002	TGR Real	Real Gain/Loss
<b>Contract Construction</b>	<b>24,596,289</b>		<b>583%</b>		<b>20,375,124</b>			
<b>Manufacturing</b>	<b>150,031</b>		<b>13%</b>		<b>(968,706)</b>			
<b>Transportation, Communications, Utilities</b>	<b>5,411,377</b>	<b>4,869,592</b>	<b>141%</b>	<b>148%</b>	<b>1,583,378</b>	<b>1,578,896</b>	<b>-10%</b>	<b>(4,482)</b>
<b>Wholesale Trade</b>	<b>726,134</b>	<b>2,019,298</b>	<b>32%</b>	<b>85%</b>	<b>(1,516,069)</b>	<b>(368,296)</b>	<b>178%</b>	<b>1,147,773</b>
Hardware Stores	<b>662,580</b>		527%		536,823			
Retail Food Stores	6,601,568	7,430,737	243%	285%	3,879,739	4,826,298	13%	946,559
Gasoline Service Stations	7,010,281	1,996,114	2745%	735%	6,754,935	1,724,580	-72%	(5,030,355)
Misc Vehicle and Accessory Dealers		(85,199)		-18%		(549,070)		
Apparel and Accessory Stores	520,829	1,694,493	67%	252%	(252,012)	1,021,691	225%	1,273,702
Furniture and Home Furnishings								
Eating and Drinking Establishments	5,634,964	6,594,729	302%	299%	3,771,164	4,391,171	17%	620,006
Liquor Dispensers	1,139,018		194%		551,299			
Misc Retailers (ALL)*	1,723,890	8,262,894	20%	82%	(6,768,843)	(1,808,281)	379%	4,960,562
<b>Total Retail Trade</b>	<b>23,643,404</b>	<b>25,383,309</b>	<b>157%</b>	<b>139%</b>	<b>8,620,868</b>	<b>7,168,992</b>	<b>7%</b>	<b>(1,451,875)</b>
<b>Finance, Insurance and Real Estate</b>	<b>437,430</b>	<b>473,675</b>	<b>43%</b>	<b>45%</b>	<b>(583,807)</b>	<b>(577,448)</b>	<b>8%</b>	<b>6,359</b>
Hotels, Motels	6,740,720	6,242,122	924%	821%	6,011,277	5,481,510	-7%	(529,767)
Personal Services	167,660	139,106	34%	20%	(329,417)	(555,868)	-17%	(226,451)
Misc Business Services	79,526	1,068,127	4%	47%	(1,787,443)	(1,190,256)	1243%	597,187
Auto Rental and Repair	1,175,411	2,625,228	179%	330%	519,381	1,828,711	123%	1,309,330
Misc Repair Services	42,336		17%		(209,860)			
Physicians and Dentists	1,314,098		100%		2,840			
Hospitals and Other Health Services								
Legal Services								
Misc Services	3,905,929	12,946,589	223%	252%	2,155,889	7,804,539	231%	5,648,650
Engineering and Architectural Services	439,541		79%		(117,612)			
<b>Total Services</b>	<b>14,017,730</b>	<b>23,679,115</b>	<b>120%</b>	<b>152%</b>	<b>2,381,009</b>	<b>8,129,012</b>	<b>69%</b>	<b>5,748,003</b>
<b>Total Taxable Gross Receipts</b>	<b>69,505,473</b>	<b>75,046,574</b>	<b>227%</b>	<b>152%</b>	<b>38,912,149</b>	<b>25,635,968</b>	<b>8%</b>	<b>(13,276,181)</b>

\* Misc Retailers (ALL) includes Department Stores, General Merchandise, and Misc Retailers.

All values are adjusted for inflation and reported in terms of 2002 dollars.

Data is classified according to Standard Industrial Classification (SIC). 1989 and 2002 are the first and last years for which comparable data are available.

Major sectors do not sum to total taxable gross receipts because non-classified businesses are not included.

Source: NM Taxation & Revenue Department, RP80 tables; US Census Bureau. Calculations by BBER, 2007.

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TABLE 7: SANTA ROSA TAXABLE GROSS RECEIPTS AND PULL FACTORS, 2005

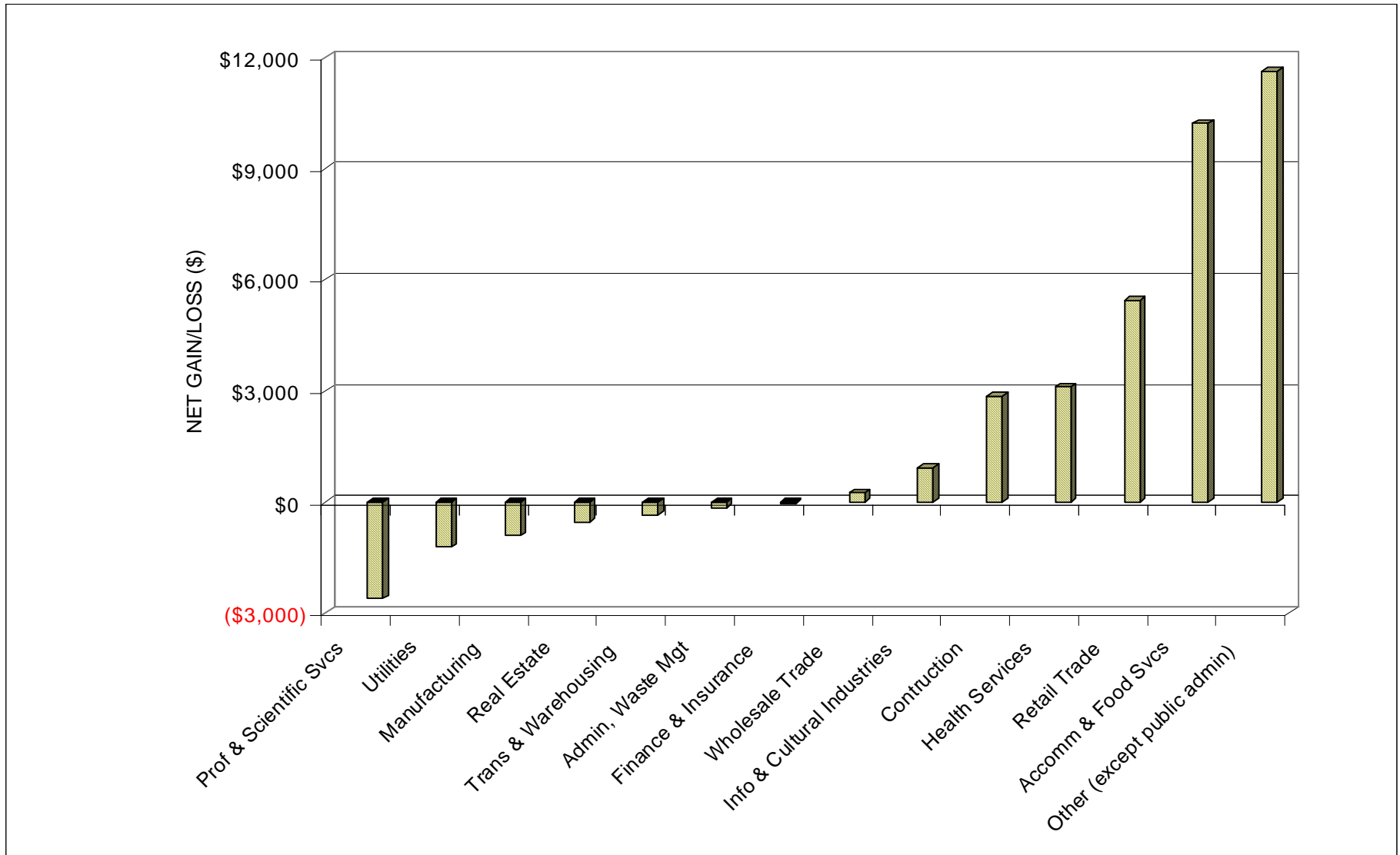
SANTA ROSA Industries	TAXABLE GROSS RECEIPTS and FOOD & MEDICAL DEDUCTIONS (Thousands \$)					PULL FACTOR					NET GAIN/LOSS (Thousands \$)				
	2005	Q1	Q2	Q3	Q4	2005	Q1	Q2	Q3	Q4	2005	Q1	Q2	Q3	Q4
UTILITIES	421				421	26%				91%	(1,211)				(41)
CONSTRUCTION	8,040	2,358	2,510	1,728	1,444	155%	214%	200%	128%	98%	2,864	1,254	1,256	376	(22)
MANUFACTURING	19	3	4	8	4	2%	2%	2%	3%	1%	(906)	(200)	(227)	(230)	(249)
WHOLESALE TRADE	2,418	683	563	568	603	112%	147%	103%	99%	104%	251	219	19	(8)	21
RETAIL TRADE	16,825	3,581	4,053	4,856	4,335	148%	139%	144%	174%	135%	5,443	1,012	1,231	2,066	1,133
Grocery Stores	6,298	1,081	1,338	2,228	1,651	392%	302%	330%	600%	351%	4,694	723	933	1,857	1,181
Gasoline Stations	77		77			67%		260%			(38)		48		
Clothing Assessorly Stores	141	30	37	33	42	37%	35%	40%	36%	36%	(243)	(56)	(56)	(58)	(74)
Miscellaneous Store Retailers (All)*	9,101	2,079	2,393	2,315	2,314	122%	123%	130%	127%	110%	2,296	530	700	641	425
TRANSPORTATION AND WAREHOUSING	1			1		0%			1%		(341)			(80)	
INFORMATION AND CULTURAL INDUSTRIES	1,693	402	502	423	367	225%	214%	280%	227%	183%	939	214	322	236	166
FINANCE AND INSURANCE	183	65	39	39	40	81%	112%	72%	72%	67%	(43)	7	(16)	(15)	(19)
REAL ESTATE AND RENTAL AND LEASING	46	7	7	14	17	8%	6%	5%	9%	11%	(528)	(107)	(140)	(137)	(144)
PROF, SCIENTIFIC & TECHNICAL SERVICES	968	181	215	325	247	27%	19%	24%	39%	28%	(2,602)	(764)	(680)	(515)	(643)
ADMIN & SUPPORT, WASTE MGT & REMED	9				9	6%				20%	(151)				(36)
HEALTH CARE AND SOCIAL ASSISTANCE	4,883	851	1,808	995	1,227	275%	197%	383%	235%	274%	3,105	419	1,336	571	779
Ambulatory Health Care Services	74		28	26	20	10%		13%	14%	11%	(704)		(180)	(162)	(163)
Hospitals	367			367		62%			258%		(223)			225	
ACCOMMODATION AND FOOD SERVICES	12,590	2,564	3,394	3,830	2,802	531%	472%	553%	622%	469%	10,221	2,021	2,780	3,214	2,205
Accommodations	3,477	608	872	1,172	825	779%	588%	765%	926%	805%	3,030	505	758	1,045	722
Eating & Drinking Establishments	6,664	1,518	1,938	1,815	1,393	369%	361%	414%	399%	302%	4,859	1,098	1,470	1,359	932
OTHER SERVICES (EXCEPT PUBLIC ADMIN)	16,338	3,973	4,097	4,171	4,097	347%	367%	348%	349%	326%	11,627	2,890	2,920	2,977	2,840
Automotive Repair & Maintenance	2,386	565	589	624	608	487%	500%	478%	464%	512%	1,897	452	466	490	489
Personal & Household Goods Repair & Mntc	18	8			10	11%	23%			22%	(147)	(28)			(35)
Personal & Laundry Services	160	34	38	48	40	43%	38%	39%	55%	42%	(211)	(56)	(59)	(40)	(56)
<b>TOTAL</b>	<b>66,212</b>	<b>15,089</b>	<b>17,612</b>	<b>17,446</b>	<b>16,065</b>	<b>173%</b>	<b>171%</b>	<b>186%</b>	<b>181%</b>	<b>155%</b>	<b>27,942</b>	<b>6,290</b>	<b>8,165</b>	<b>7,801</b>	<b>5,686</b>

\* Misc Store Retailers (ALL) includes Other General Merchandise Stores and Misc Store Retailers.

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



**FIGURE 3: SANTA ROSA TAXABLE GROSS RECEIPTS GAIN/LOSS, BY INDUSTRY, 2005**



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

SANTA ROSA MAINSTREET – Community Economic Assessment

**TABLE 8: LOCATION QUOTIENT: SANTA ROSA EMPLOYMENT, BY INDUSTRY, IN RELATION TO GUADALUPE COUNTY, THE EASTERN PLAINS NEW MEXICO REGION, AND NEW MEXICO; GUADALUPE COUNTY IN RELATION TO THE EASTERN PLAINS NEW MEXICO REGION AND NEW MEXICO; AND THE EASTERN PLAINS NEW MEXICO REGION IN RELATION TO NEW MEXICO**

	SANTA ROSA			GUADALUPE COUNTY		EASTERN PLAINS
	Guadalupe County	Eastern Plains	New Mexico	Eastern Plains	New Mexico	New Mexico
<b>Base Geography</b>						
<b>Agriculture; forestry; fishing and hunting; and mining</b>	<b>0.27</b>	<b>0.17</b>	<b>0.36</b>	<b>0.63</b>	<b>1.31</b>	<b>2.07</b>
Agriculture; forestry; fishing and hunting	0.21	0.11	0.41	0.54	1.98	3.68
Mining	0.51	1.08	0.29	2.10	0.57	0.27
<b>Construction</b>	<b>0.79</b>	<b>1.34</b>	<b>1.10</b>	<b>1.68</b>	<b>1.39</b>	<b>0.82</b>
<b>Manufacturing</b>	<b>0.67</b>	<b>0.20</b>	<b>0.13</b>	<b>0.29</b>	<b>0.20</b>	<b>0.69</b>
<b>Wholesale trade</b>	<b>1.75</b>	<b>0.25</b>	<b>0.16</b>	<b>0.14</b>	<b>0.09</b>	<b>0.64</b>
<b>Retail trade</b>	<b>1.19</b>	<b>0.87</b>	<b>1.07</b>	<b>0.72</b>	<b>0.90</b>	<b>1.24</b>
<b>Transportation and warehousing; and utilities</b>	<b>1.21</b>	<b>0.94</b>	<b>1.33</b>	<b>0.77</b>	<b>1.10</b>	<b>1.42</b>
Transportation and warehousing	1.19	0.83	1.35	0.69	1.14	1.64
Utilities	1.29	1.62	1.27	1.26	0.99	0.78
<b>Information</b>	<b>1.16</b>	<b>0.55</b>	<b>0.54</b>	<b>0.47</b>	<b>0.46</b>	<b>0.99</b>
<b>Finance; insurance; real estate and rental and leasing</b>	<b>1.05</b>	<b>0.38</b>	<b>0.30</b>	<b>0.36</b>	<b>0.29</b>	<b>0.80</b>
Finance and insurance	1.16	0.35	0.32	0.30	0.27	0.90
Real estate and rental and leasing	0.87	0.44	0.27	0.50	0.31	0.63
<b>Professional; scientific; management; administrative; and waste management services</b>	<b>0.89</b>	<b>0.84</b>	<b>0.38</b>	<b>0.94</b>	<b>0.43</b>	<b>0.46</b>
Professional; scientific; and technical services	0.79	0.42	0.16	0.53	0.20	0.38
Management of companies and enterprises	0.00	0.00	0.00	0.00	0.00	0.00
Administrative and support and waste management services	0.93	1.34	0.84	1.43	0.90	0.63
<b>Educational; health and social services</b>	<b>0.78</b>	<b>0.72</b>	<b>0.81</b>	<b>0.93</b>	<b>1.04</b>	<b>1.12</b>
Educational services	0.75	0.78	0.99	1.03	1.32	1.28
Health care and social assistance	0.82	0.65	0.62	0.80	0.76	0.96
<b>Arts; entertainment; recreation; accommodation and food services</b>	<b>1.33</b>	<b>3.41</b>	<b>3.02</b>	<b>2.58</b>	<b>2.28</b>	<b>0.89</b>
Arts; entertainment; and recreation	1.12	1.09	0.42	0.97	0.37	0.38
Accommodation and food services	1.33	3.68	3.85	2.76	2.88	1.04
<b>Other services (except public administration)</b>		<b>0.71</b>	<b>0.77</b>	<b>0.64</b>	<b>0.70</b>	<b>1.09</b>
<b>Public administration</b>	<b>1.07</b>	<b>1.51</b>	<b>1.44</b>	<b>1.41</b>	<b>1.35</b>	<b>0.95</b>

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

SANTA ROSA MAINSTREET – Community Economic Assessment

**TABLE 9: LOCATION QUOTIENT: SANTA ROSA EMPLOYMENT, BY OCCUPATION, IN RELATION TO GUADALUPE COUNTY, THE EASTERN PLAINS NEW MEXICO REGION, AND NEW MEXICO; GUADALUPE COUNTY IN RELATION TO THE EASTERN PLAINS NEW MEXICO REGION AND NEW MEXICO; AND THE EASTERN PLAINS NEW MEXICO REGION IN RELATION TO NEW MEXICO**

	SANTA ROSA			GUADALUPE COUNTY		EASTERN PLAINS
	Guadalupe County	Eastern Plains	New Mexico	Eastern Plains	New Mexico	New Mexico
<b>Base Geography</b>						
<b>Management; professional; and related occupations</b>	<b>0.85</b>	<b>0.76</b>	<b>0.66</b>	<b>0.89</b>	<b>0.77</b>	<b>0.87</b>
Management; business; and financial operations occupations	1.03	0.86	0.85	0.84	0.82	0.98
Management occupations; except farmers	1.16	1.52	1.17	1.31	1.01	0.77
Farmers and farm managers	0.26	0.12	0.61	0.45	2.37	5.21
Business and financial operations occupations	1.75	0.35	0.21	0.20	0.12	0.61
Business operations specialists	1.75	0.56	0.25	0.32	0.14	0.44
Financial specialists	1.75	0.23	0.17	0.13	0.10	0.76
Professional and related occupations	0.74	0.69	0.55	0.93	0.75	0.81
Computer and mathematical occupations	0.00	0.00	0.00	0.00	0.00	0.32
Architecture and engineering occupations	0.38	1.00	0.29	2.61	0.75	0.29
Architects; surveyors; cartographers; and engineers	0.00	0.00	0.00	0.00	0.00	0.16
Drafters; engineering; and mapping technicians	0.38	1.56	0.83	4.08	2.16	0.53
Life; physical; and social science occupations	0.58	0.80	0.23	1.37	0.39	0.28
Community and social services occupations	1.02	1.05	1.41	1.04	1.38	1.34
Legal occupations	1.75	1.55	0.78	0.89	0.45	0.51
<b>Education; training; and library occupations</b>	<b>0.71</b>	<b>0.65</b>	<b>0.80</b>	<b>0.91</b>	<b>1.13</b>	<b>1.23</b>
Arts; design; entertainment; sports; and media occupations	0.93	0.82	0.43	0.88	0.46	0.53
Healthcare practitioners and technical occupations	0.64	0.43	0.37	0.68	0.57	0.85
<b>Service occupations</b>	<b>1.18</b>	<b>1.98</b>	<b>2.10</b>	<b>1.68</b>	<b>1.78</b>	<b>1.06</b>
Healthcare support occupations	0.30	0.53	0.54	1.76	1.78	1.01
Protective service occupations	1.44	3.09	2.68	2.14	1.86	0.87
Food preparation and serving related occupations	1.22	2.58	2.86	2.12	2.35	1.11
Building and grounds cleaning and maintenance occupations	1.44	2.32	2.41	1.61	1.68	1.04
Personal care and service occupations	0.99	0.65	0.77	0.66	0.78	1.18
<b>Sales and office occupations</b>	<b>1.12</b>	<b>0.84</b>	<b>0.84</b>	<b>0.75</b>	<b>0.74</b>	<b>0.99</b>
Sales and related occupations	1.31	0.85	0.91	0.65	0.69	1.07
Office and administrative support occupations	1.00	0.84	0.78	0.84	0.78	0.93

SANTA ROSA MAINSTREET – Community Economic Assessment

**TABLE 9: LOCATION QUOTIENT: SANTA ROSA EMPLOYMENT, BY OCCUPATION, IN RELATION TO GUADALUPE COUNTY, THE EASTERN PLAINS NEW MEXICO REGION, AND NEW MEXICO; GUADALUPE COUNTY IN RELATION TO THE EASTERN PLAINS NEW MEXICO REGION AND NEW MEXICO; AND THE EASTERN PLAINS NEW MEXICO REGION IN RELATION TO NEW MEXICO, CONTINUED**

	SANTA ROSA			GUADALUPE COUNTY		EASTERN PLAINS
	Guadalupe County	Eastern Plains	New Mexico	Eastern Plains	New Mexico	New Mexico
<b>Base Geography</b>						
<b>Farming; fishing; and forestry occupations</b>	<b>0.44</b>	<b>0.14</b>	<b>0.44</b>	<b>0.31</b>	<b>1.01</b>	<b>3.24</b>
<b>Construction; extraction; and maintenance occupations</b>	<b>0.82</b>	<b>0.95</b>	<b>0.94</b>	<b>1.16</b>	<b>1.15</b>	<b>0.99</b>
Construction and extraction occupations	0.76	1.11	0.91	1.46	1.19	0.82
Supervisors; construction and extraction workers	1.31	0.77	0.65	0.59	0.50	0.85
Construction trades workers	0.71	1.16	0.99	1.62	1.39	0.86
Extraction workers	1.75	1.57	0.46	0.90	0.26	0.29
Installation; maintenance; and repair occupations	0.91	0.78	0.98	0.85	1.08	1.27
<b>Production; transportation; and material moving occupations</b>	<b>0.92</b>	<b>0.75</b>	<b>0.87</b>	<b>0.82</b>	<b>0.94</b>	<b>1.15</b>
Production occupations	0.84	0.61	0.55	0.73	0.65	0.90
Transportation and material moving occupations	0.95	0.84	1.16	0.88	1.22	1.39

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

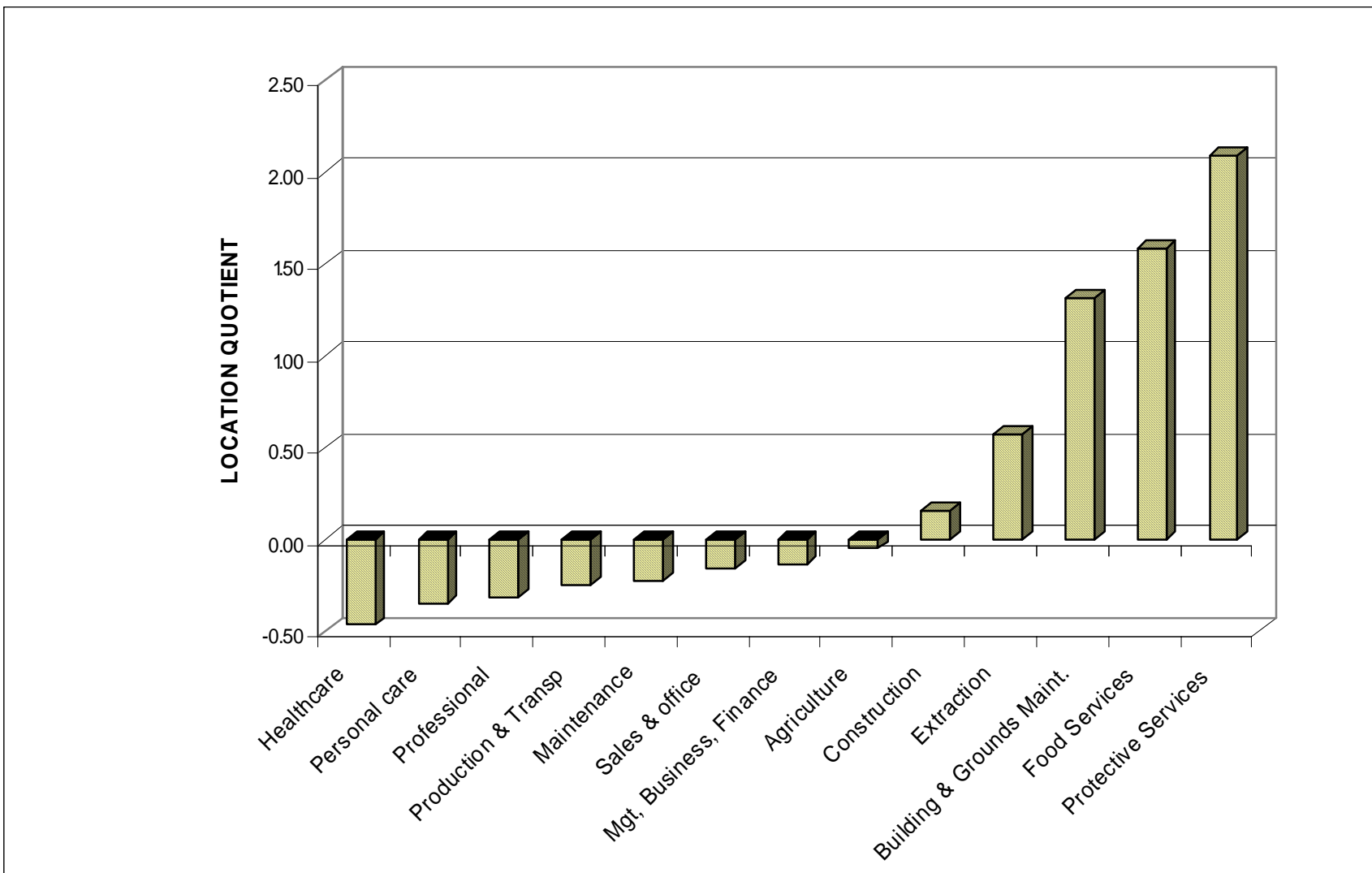
SANTA ROSA MAINSTREET – Community Economic Assessment

**TABLE 10: LOCATION QUOTIENT: SANTA ROSA EMPLOYMENT, BY BUSINESS OWNERSHIP, IN RELATION TO GUADALUPE COUNTY, THE EASTERN PLAINS NEW MEXICO REGION, AND NEW MEXICO; GUADALUPE COUNTY IN RELATION TO THE EASTERN PLAINS NEW MEXICO REGION AND NEW MEXICO; AND THE EASTERN PLAINS NEW MEXICO REGION IN RELATION TO NEW MEXICO**

Base Geography	SANTA ROSA			GUADALUPE COUNTY		EASTERN PLAINS
	Guadalupe County	Eastern Plains	New Mexico	Eastern Plains	New Mexico	New Mexico
<b>Private for-profit wage and salary workers</b>	<b>1.20</b>	<b>1.11</b>	<b>1.04</b>	<b>0.92</b>	<b>0.87</b>	<b>0.94</b>
Employee of private company	1.20	1.13	1.07	0.95	0.89	0.94
Self-employed in own incorporated business	1.46	0.69	0.65	0.48	0.44	0.93
<b>Private not-for-profit wage and salary workers</b>	<b>0.58</b>	<b>0.60</b>	<b>0.52</b>	<b>1.03</b>	<b>0.89</b>	<b>0.86</b>
<b>Local government workers</b>	<b>0.80</b>	<b>1.18</b>	<b>1.22</b>	<b>1.48</b>	<b>1.53</b>	<b>1.03</b>
<b>State government workers</b>	<b>0.83</b>	<b>1.46</b>	<b>1.79</b>	<b>1.75</b>	<b>2.15</b>	<b>1.23</b>
<b>Federal government workers</b>	<b>0.82</b>	<b>0.41</b>	<b>0.36</b>	<b>0.50</b>	<b>0.45</b>	<b>0.90</b>
<b>Self-employed workers in own not incorporated business</b>	<b>0.64</b>	<b>0.41</b>	<b>0.56</b>	<b>0.64</b>	<b>0.88</b>	<b>1.36</b>
<b>Unpaid family workers</b>	<b>1.75</b>	<b>1.03</b>	<b>1.24</b>	<b>0.59</b>	<b>0.71</b>	<b>1.21</b>

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

**FIGURE 4: SANTA ROSA LOCATION QUOTIENTS, BY OCCUPATION, 2005**



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

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**TABLE 11: SANTA ROSA BUSINESSES BY INDUSTRY, BY LOCAL GEOGRAPHY, 2005**

INDUSTRY	MS <sup>1</sup>	SANTA ROSA <sup>2</sup>	MS% <sup>3</sup>	COUNTY <sup>4</sup>	TOTAL <sup>5</sup>
Agriculture, Forestry				3	3
Mining		1			1
Utilities		1		4	5
Construction	1	7	13%	6	14
Manufacturing	1	8	11%	6	15
Wholesale trade		2		1	3
Retail Trade	2	9	18%	6	17
Transportation & Warehousing	1	3	25%	1	5
Information		2		3	5
Finance & Insurance	2			1	3
Real Estate, Rental & Leasing		1		1	2
Prof, Scientific, Tech Services				1	1
Mgt of Companies				1	1
Administrative & Support Services	1			2	3
Educational Services		2		2	4
Health Care and Social Assistance	5	5	50%	7	17
Arts, Entertainment and Recreation				5	5
Accommodations & Food Services	2	22	8%	7	31
Other Services	1	6	14%	1	8
Public Administration	3	5	38%	17	25
<b>TOTAL</b>	<b>18</b>	<b>67</b>	<b>21%</b>	<b>69</b>	<b>154</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.

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005. Calculations by BBER, 2007.

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**TABLE 12: SANTA ROSA EMPLOYMENT BY INDUSTRY, IN MAINSTREET AREA, 2005**

INDUSTRY	MS <sup>1</sup>	SANTA ROSA <sup>2</sup>	MS% <sup>3</sup>	COUNTY <sup>4</sup>	TOTAL <sup>5</sup>
Agriculture, Forestry				8	8
Mining		7			7
Utilities		6		14	20
Construction	4	86	4%	80	170
Manufacturing	4	92	4%	80	176
Wholesale trade		1		3	4
Retail Trade	13	169	7%	27	209
Transportation & Warehousing	2	14	12%	12	28
Information		1		8	9
Finance & Insurance	10			3	13
Real Estate, Rental & Leasing		2		2	4
Prof, Scientific, Tech Services				5	5
Mgt of Companies				1	1
Administrative & Support Services	3			5	8
Educational Services		136		20	156
Health Care and Social Assistance	14	70	17%	18	102
Arts, Entertainment and Recreation				13	13
Accommodations & Food Services	15	305	5%	46	365
Other Services	0	20		3	23
Public Administration	14	28	34%	104	146
<b>TOTAL</b>	<b>75</b>	<b>849</b>	<b>8%</b>	<b>372</b>	<b>1,295</b>

1 MainStreet District.

2 Town, not including MainStreet District.

3 MainStreet District as a percentage of entire town.

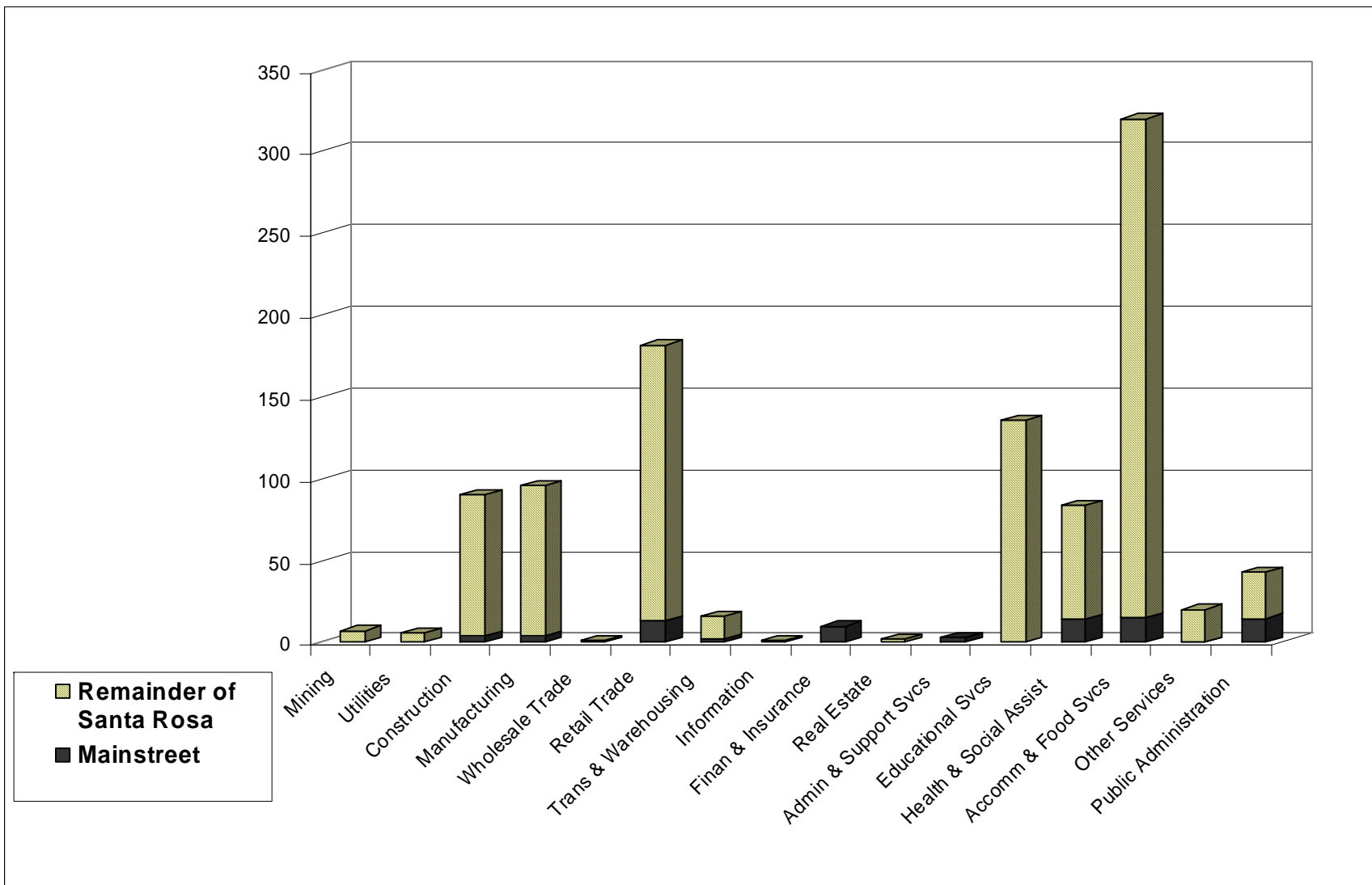
4 County, not including town.

5 County total.

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005. Calculations by BBER, 2007.

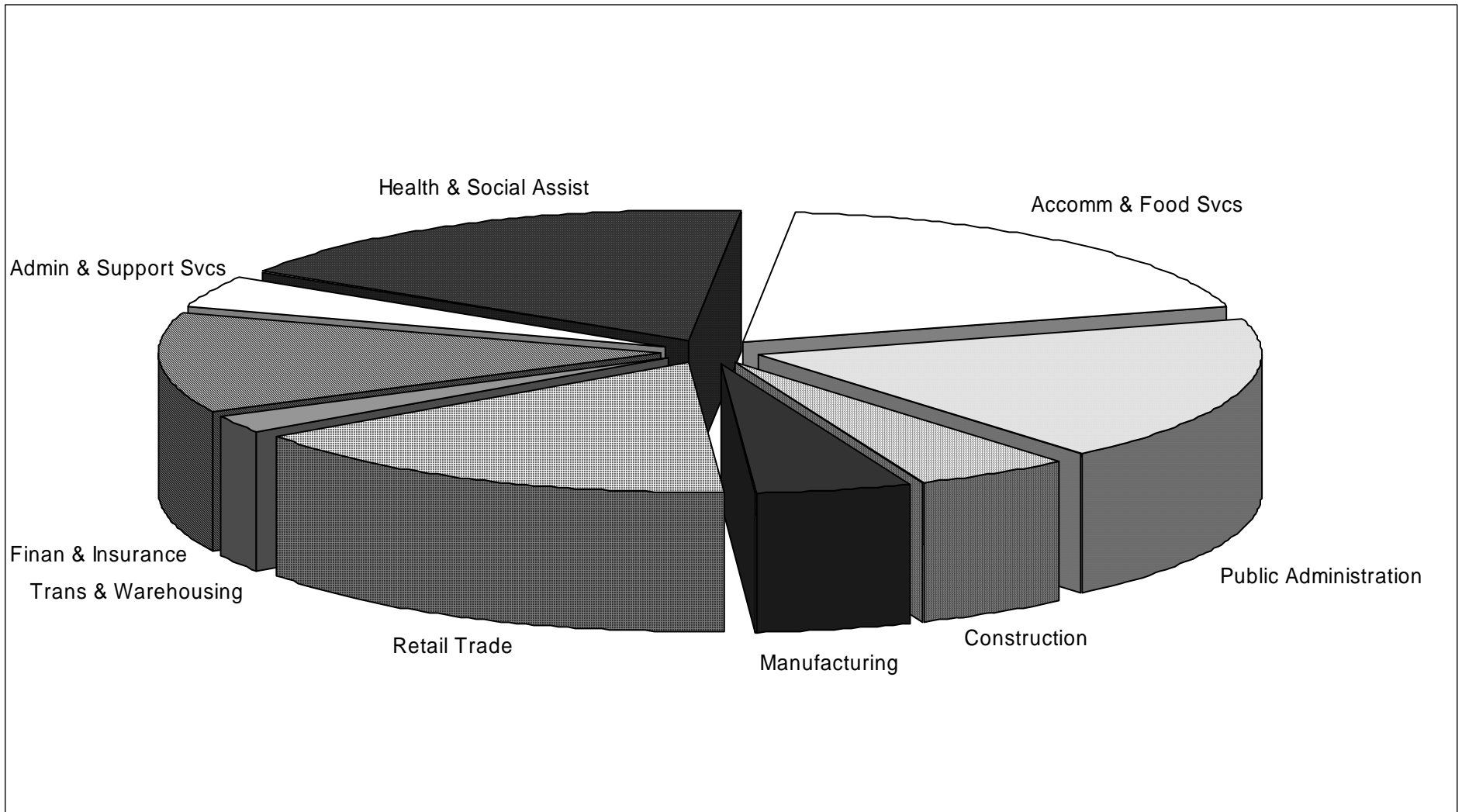


**FIGURE 5: SANTA ROSA EMPLOYMENT, BY INDUSTRY AND LOCAL GEOGRAPHY, 2005**



Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005. Calculations by BBER, 2007.

**FIGURE 6: SANTA ROSA EMPLOYMENT IN MAINSTREET AREA, BY INDUSTRY, 2005**



Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005. Calculations by BBER, 2007.

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**TABLE 13: SANTA ROSA EMPLOYMENT BY 3-DIGIT RETAIL & SERVICE SUBSECTOR, IN MAINSTREET AREA, 2005**

NAICS INDUSTRY	MS <sup>1</sup>	SANTA ROSA <sup>2</sup>	MS% <sup>3</sup>	COUNTY <sup>4</sup>	TOTAL <sup>5</sup>
424 Merchant Wholesalers, Nondurable Goods		1		3	4
441 Motor Vehicle & Parts Dealers		4			4
443 Electronics & Appliance Stores	11		100%		11
444 Building Material, Garden Equipment Dealers		10		1	11
445 Food & Beverage Stores		32		2	34
447 Gasoline Stations		119		20	138
452 General Merchandise Stores		5		5	10
454 Nonstore Retailers	2		100%		2
484 Truck Transportation	2		100%		2
488 Support Services for Transportation		14			14
491 Postal Service				12	12
517 Telecommunications		1		2	3
519 Other Information Services				6	6
522 Credit Intermediation & Related Activities	8		100%	3	11
524 Insurance Carriers & Related Activities	2		100%		2
531 Real Estate		2		2	4
541 Professional, Scientific, & Technical Services				5	5
561 Administrative & Support Services	3		100%		3
562 Waste Management & Remediation Service				5	5
611 Educational Services		136		20	156
621 Ambulatory Health Care Services	4	29	12%	11	45
622 Hospitals		32			32
624 Social Assistance	10	8	56%	7	25
712 Museums, Historical Sites				6	6
713 Amusement, Gambling & Recreation Industries				7	7
721 Accommodation		141		41	183
722 Food Services & Drinking Places	15	163	8%	5	183

SANTA ROSA MAINSTREET – Community Economic Assessment

**TABLE 13: SANTA ROSA EMPLOYMENT BY 3-DIGIT RETAIL & SERVICE SUBSECTOR, IN MAINSTREET AREA, 2005, CONTINUED**

NAICS INDUSTRY	MS <sup>1</sup>	SANTA ROSA <sup>2</sup>	MS% <sup>3</sup>	COUNTY <sup>4</sup>	TOTAL <sup>5</sup>
811 Repair & Maintenance		18			18
814 Private Households		1		3	4
921 Executive, Legislative & Gov't Support	7	25	22%	38	70
922 Justice, Public Order, and Safety Activities	6	2	73%	39	47
923 Administration of Human Resource Programs				2	2
924 Admin of Environmental Quality Programs				16	16
926 Administration of Economic Programs	2	1	1	7	10

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), 2005. Calculations by BBER, 2007.