

Harding MainStreet: Community Economic Assessment

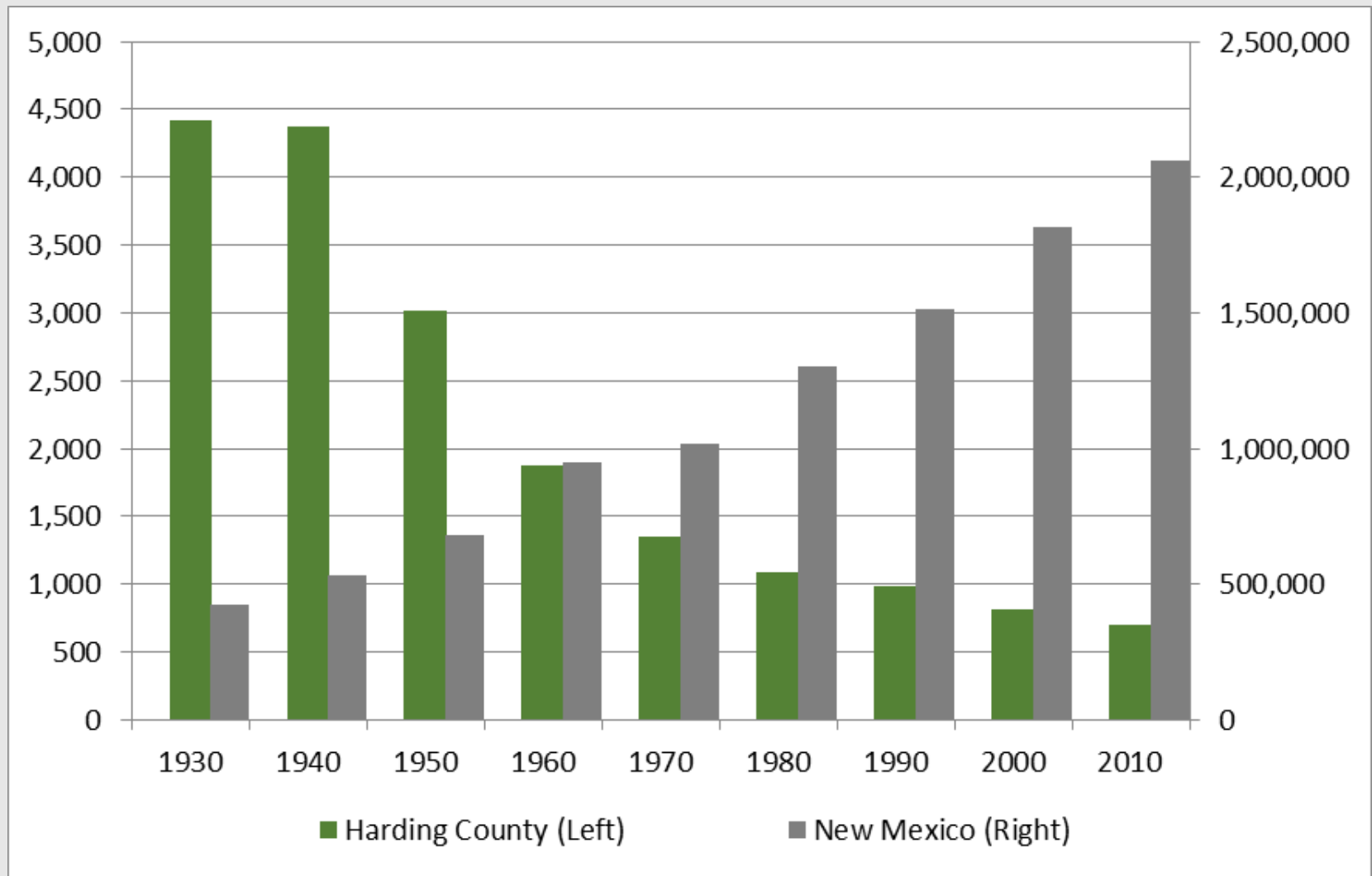


Gillian Joyce and
Jeffrey Mitchell
May, 2015



Bureau of Business
& Economic Research

Population - Harding Co. and New Mexico, 1930-2010

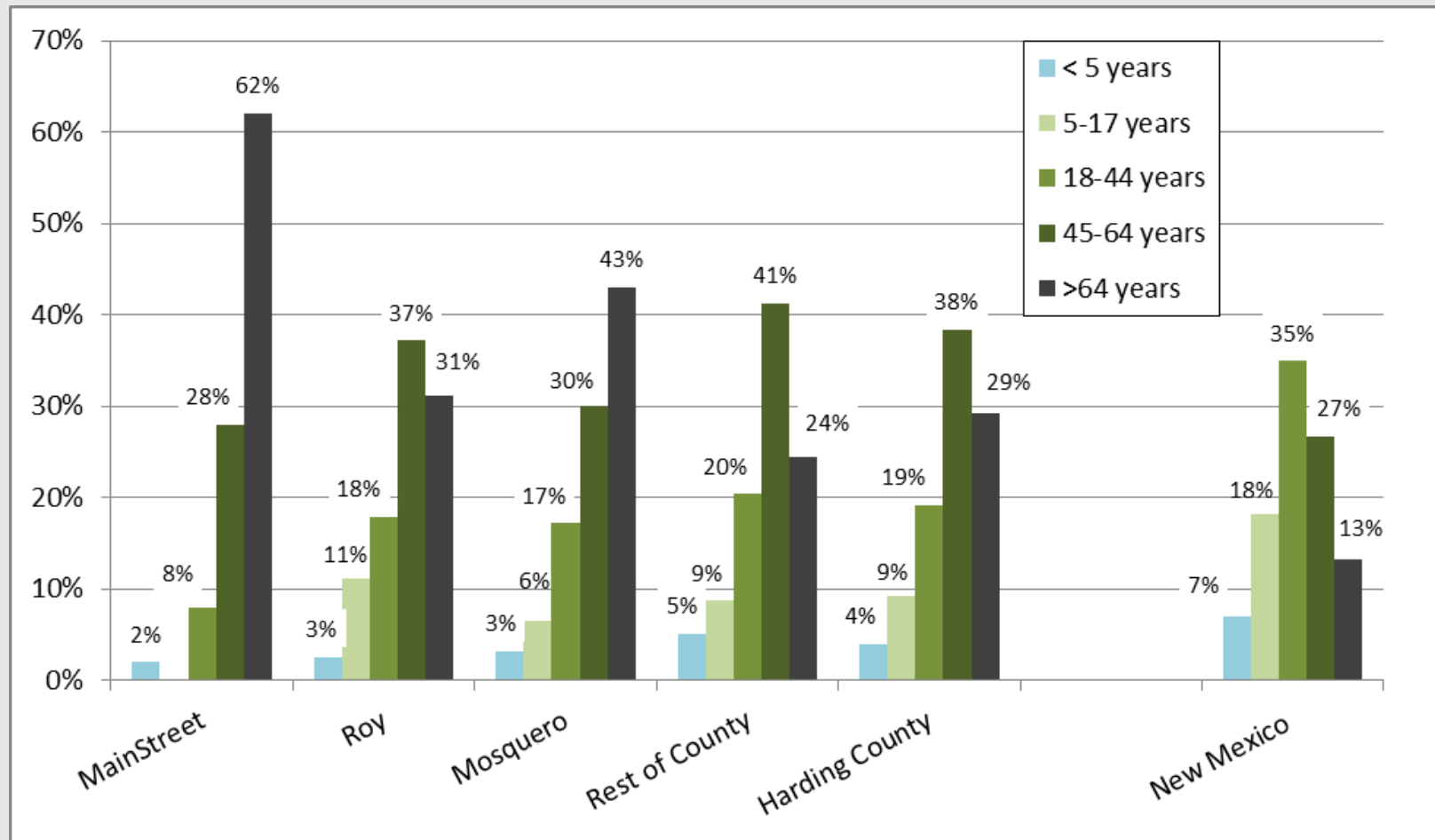


Households – Harding County and New Mexico

	Mosquero	Roy	Rest of Harding	Harding County	New Mexico
Population	88	243	355	686	2,026,755
Households (#)	42	90	129	261	761,938
Avg Household size	2.1	2.7	2.8	2.6	2.7
Households with children	12%	17%	9%	12%	29%
Married-couple with children	0%	11%	9%	8%	17%
Single-parent households	12%	6%	0%	4%	11%
Married-couple, no children	24%	24%	64%	44%	28%
Householder living alone	62%	44%	23%	37%	29%
Householder living alone, 65+ years	29%	20%	13%	18%	9%



Age distribution – Harding County and New Mexico

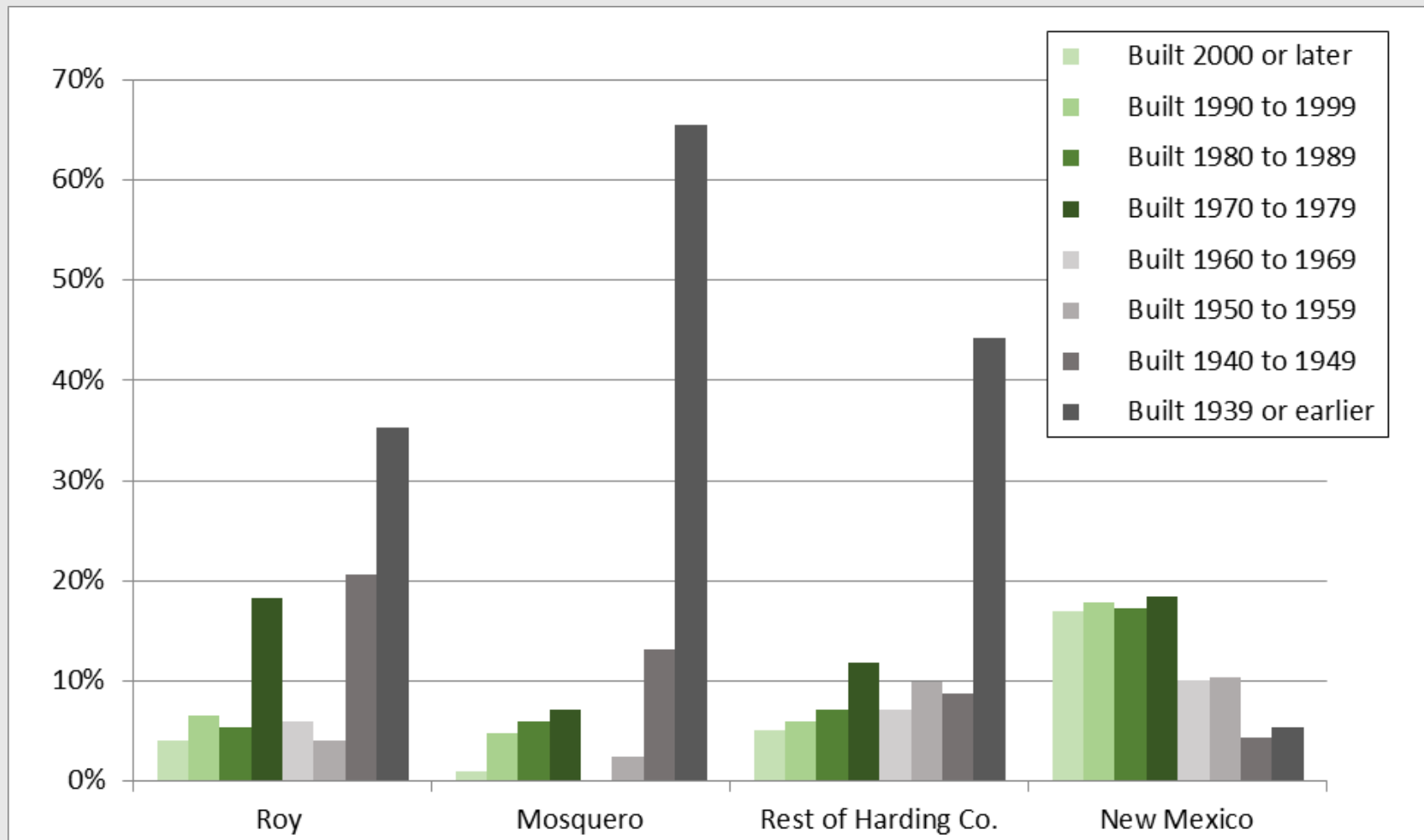


Education – Population over 25

	Roy	Mosquero	Harding Co.	New Mexico
Population 25 years of age or older	179	88	467	1347229
No HS Diploma or Equivelant	15%	16%	12%	16%
Highschool Diploma or Equivalent	41%	46%	42%	26%
Some College or Associate's Degree	26%	25%	27%	31%
Bachelor's Degree or Higher	18%	14%	19%	26%

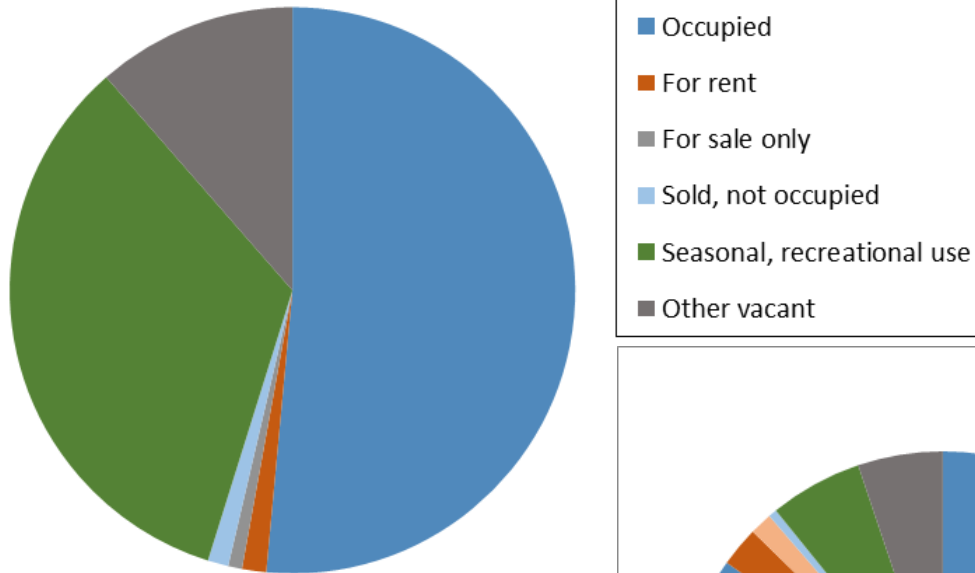


Housing - Age

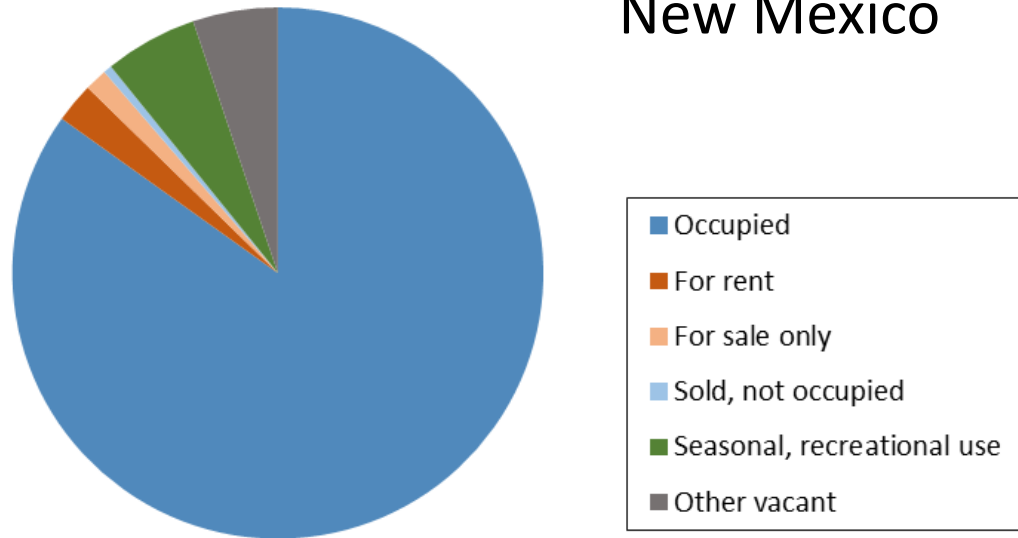


Housing – Occupancy & Vacancy Status

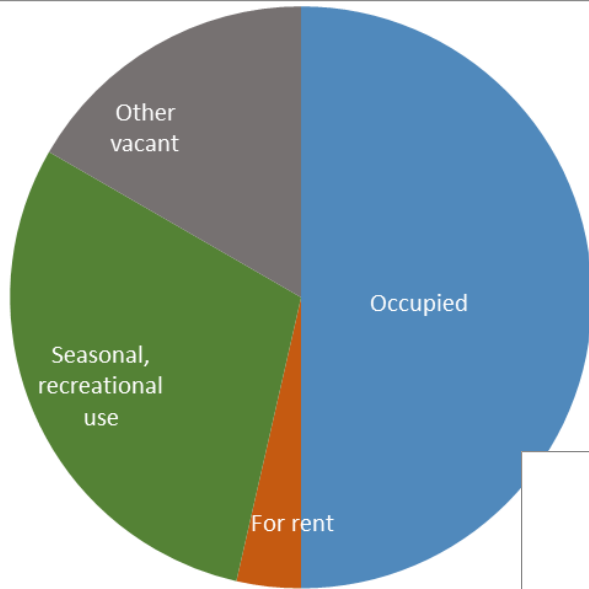
Harding County



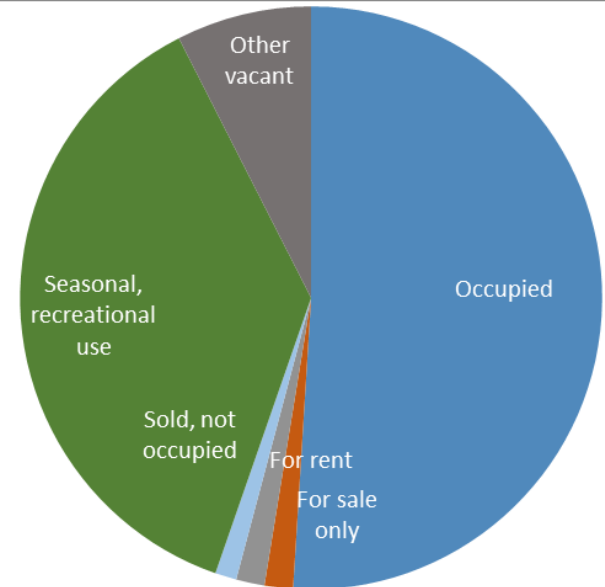
New Mexico



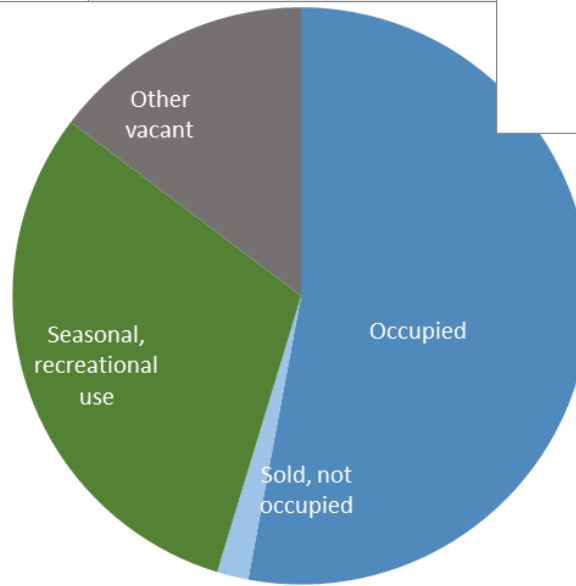
Housing – Occupancy & Vacancy Status



Mosquero

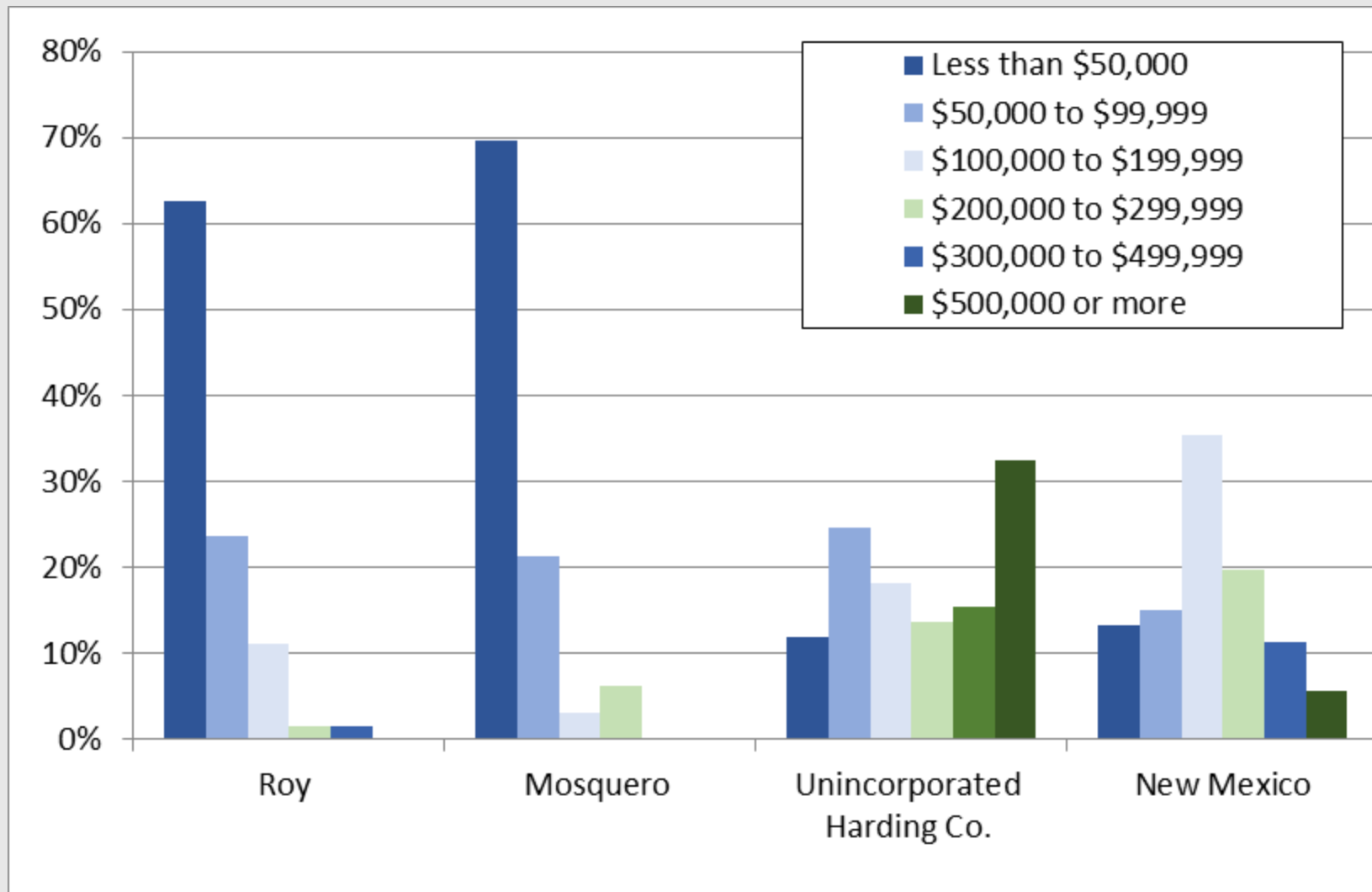


Rest of Harding Co



Roy

Housing Values - Owner-Occupied Units



Labor Force – Harding County and New Mexico, 2005-2013

	2005	2006	2007	2008	2009	2010	2011	2012	2013
Harding County									
Population (#)	740	731	710	668	663	688	709	699	693
Labor Force (#)	379	364	389	398	387	320	310	307	299
Unemployment Rate	4.2%	4.1%	2.8%	3.0%	4.9%	5.6%	6.1%	5.9%	5.0%
Labor force/Pop	51%	50%	55%	60%	58%	47%	44%	44%	43%
New Mexico									
Population (#)	1,916,538	1,942,608	1,968,731	1,986,763	2,009,671	2,064,982	2,077,919	2,083,540	2,085,287
Labor Force (#)	918,156	928,094	934,027	944,548	940,352	936,088	929,862	928,050	922,960
Unemployment Rate	5.1%	4.2%	3.8%	4.5%	7.5%	8.1%	7.6%	7.1%	6.9%
Labor force/Pop	48%	48%	47%	48%	47%	45%	45%	45%	44%



Household Income, 2009-2013 average

	Roy	Mosquero	Rest of County	Harding	New Mexico
Median Per Capita Income	\$16,725	\$17,574		\$25,686	\$23,763
< \$15,000	25%	17%	5%	18%	16%
\$15,000-\$24,999	16%	4%	24%	16%	13%
\$25,000-\$34,999	17%	41%	9%	21%	12%
\$35,000-\$49,999	29%	7%	16%	19%	15%
\$50,000-\$99,999	7%	15%	21%	15%	29%
\$100,000 or More	6%	15%	25%	11%	17%



Source of Income, 2009-2013 average

	Roy	Mosquero	Rest of County	Harding	New Mexico
Earnings	62%	69%	73%	69%	76%
Social Security Income	51%	17%	40%	40%	30%
Supplemental Security Income	7%	10%	0%	4%	6%
SNAP Benefits/Food Stamps	18%	0%	3%	8%	14%
Cash Public Assistance	9%	0%	4%	5%	3%
Retirement Income	15%	14%	16%	14%	19%

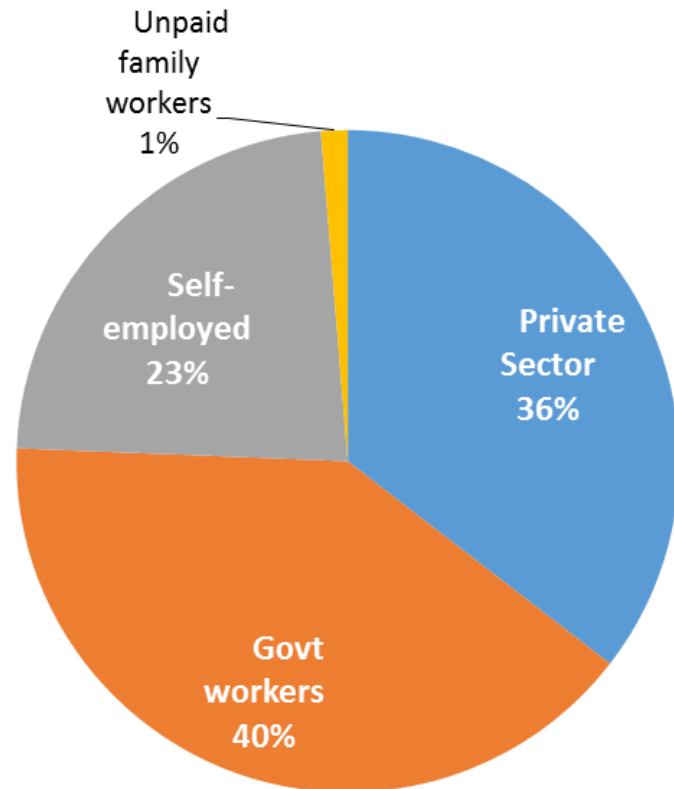


Poverty by age group, 2009-2013 average

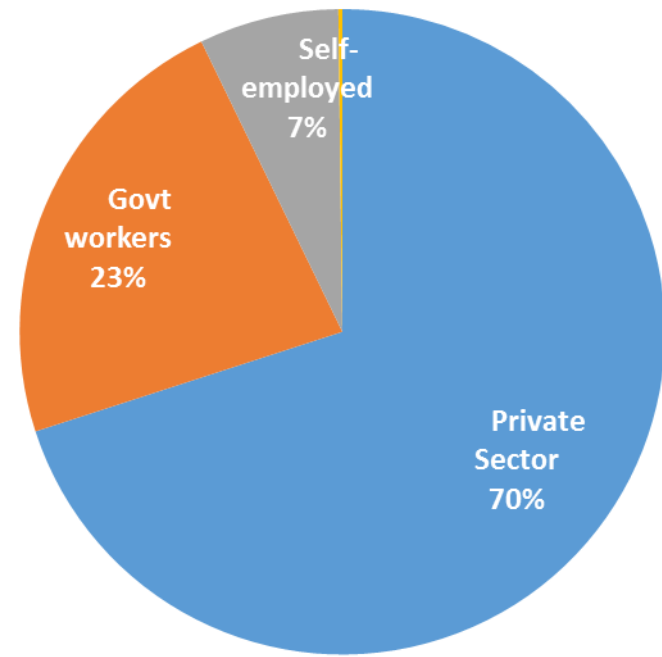
	Roy	Mosquero	Rest of County	Harding	New Mexico
Total	19.8%	29.5%	11.5%	16.7%	20.4%
Under 18 y/o	23.7%	29.5%	18.8%	22.1%	28.9%
18-64 y/o	15.1%	31.0%	2.8%	11.0%	18.8%
65 y/o and Over	28.8%	25.0%	28.3%	28.2%	12.1%



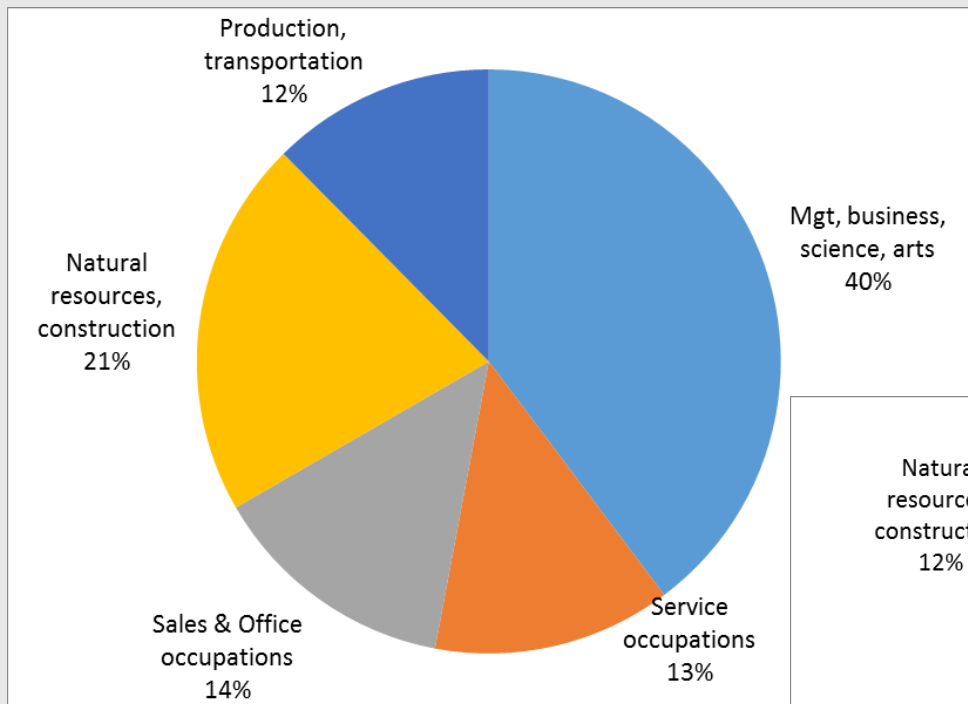
Employment by Employer type (2009-2013)



New Mexico

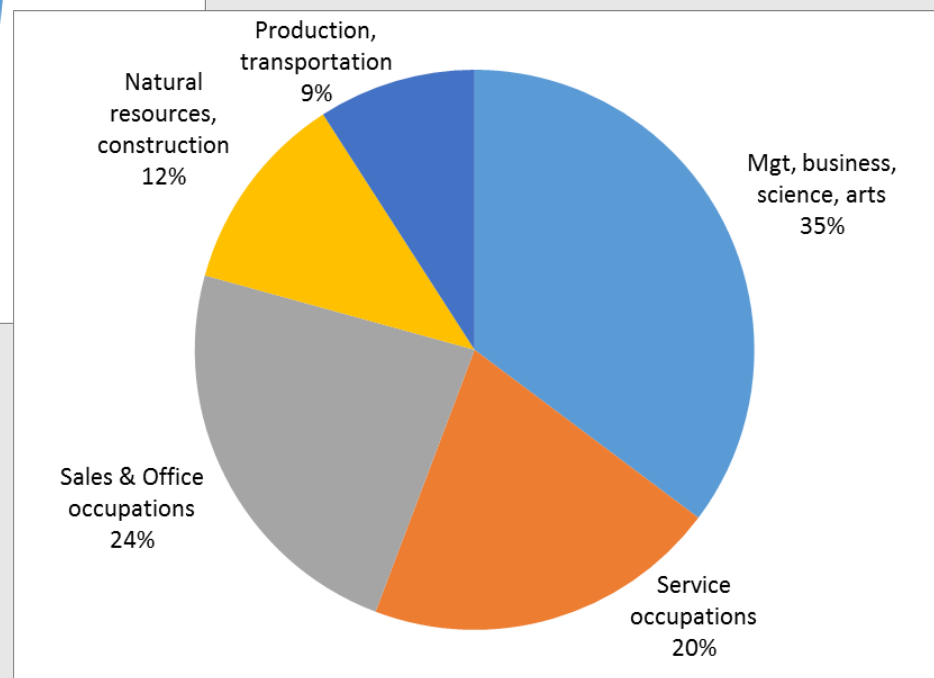


Employment by Occupation (2009-2013)

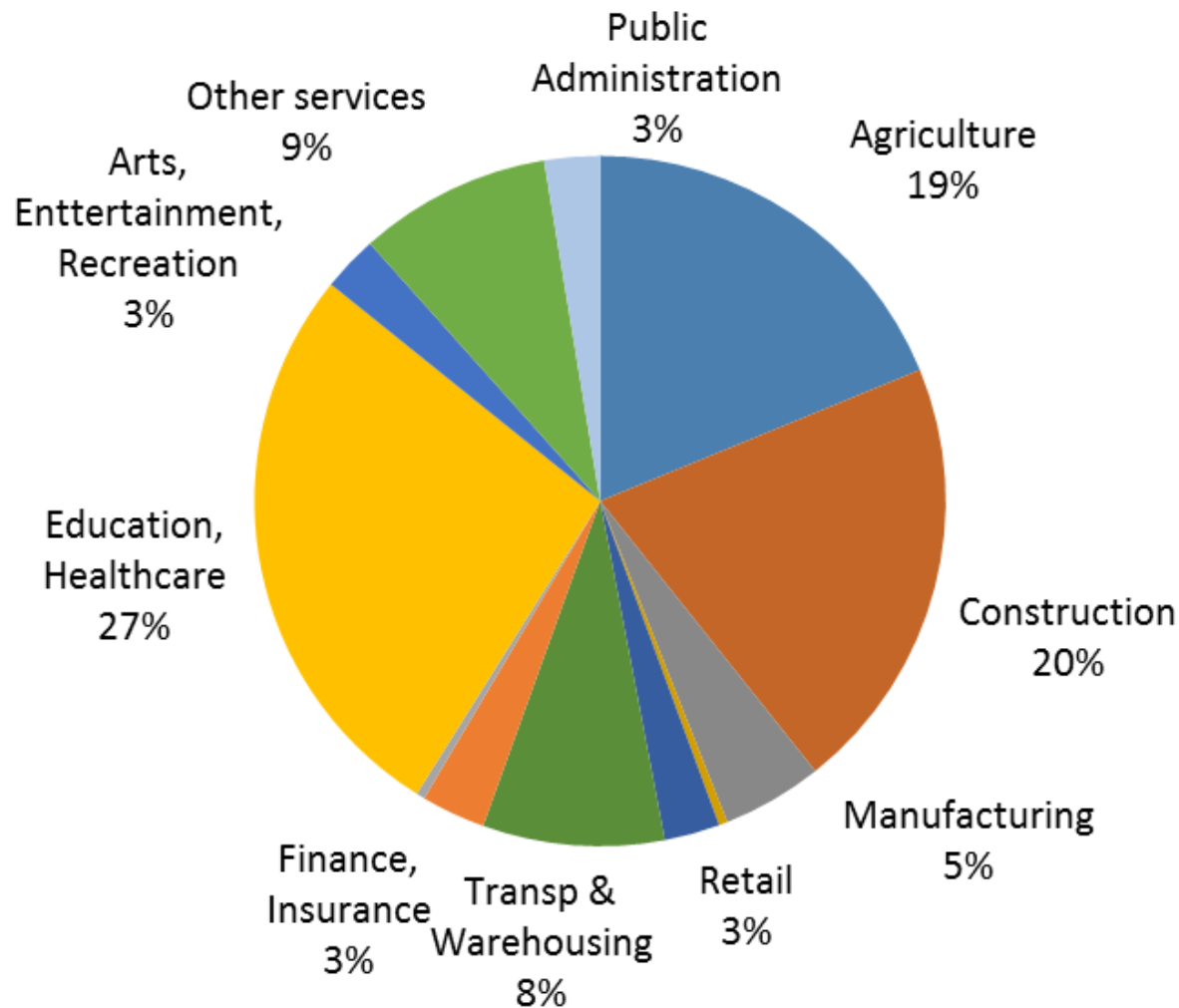


Harding County

New Mexico



Employment by Industry (2009-2013)



Harding County: Agricultural Statistics

	2007	2012
Number of Farms	168	202
Land in Farms (acres)	944,306	1,034,059
Average Farm Size (acres)	5,621	5,119
Economic Characteristics		
Market Value of Products Sold (\$000)	13,361	13,495
Crop Sales (\$000)		285
Livestock Sales (\$000)		13,495
Government Payments (\$000)	754	1,289
Average Per Farm Receiving Payments	9,307	15,909
Total farm production expenses, average per farm		66,313
Net cash income, average per farm		10,143

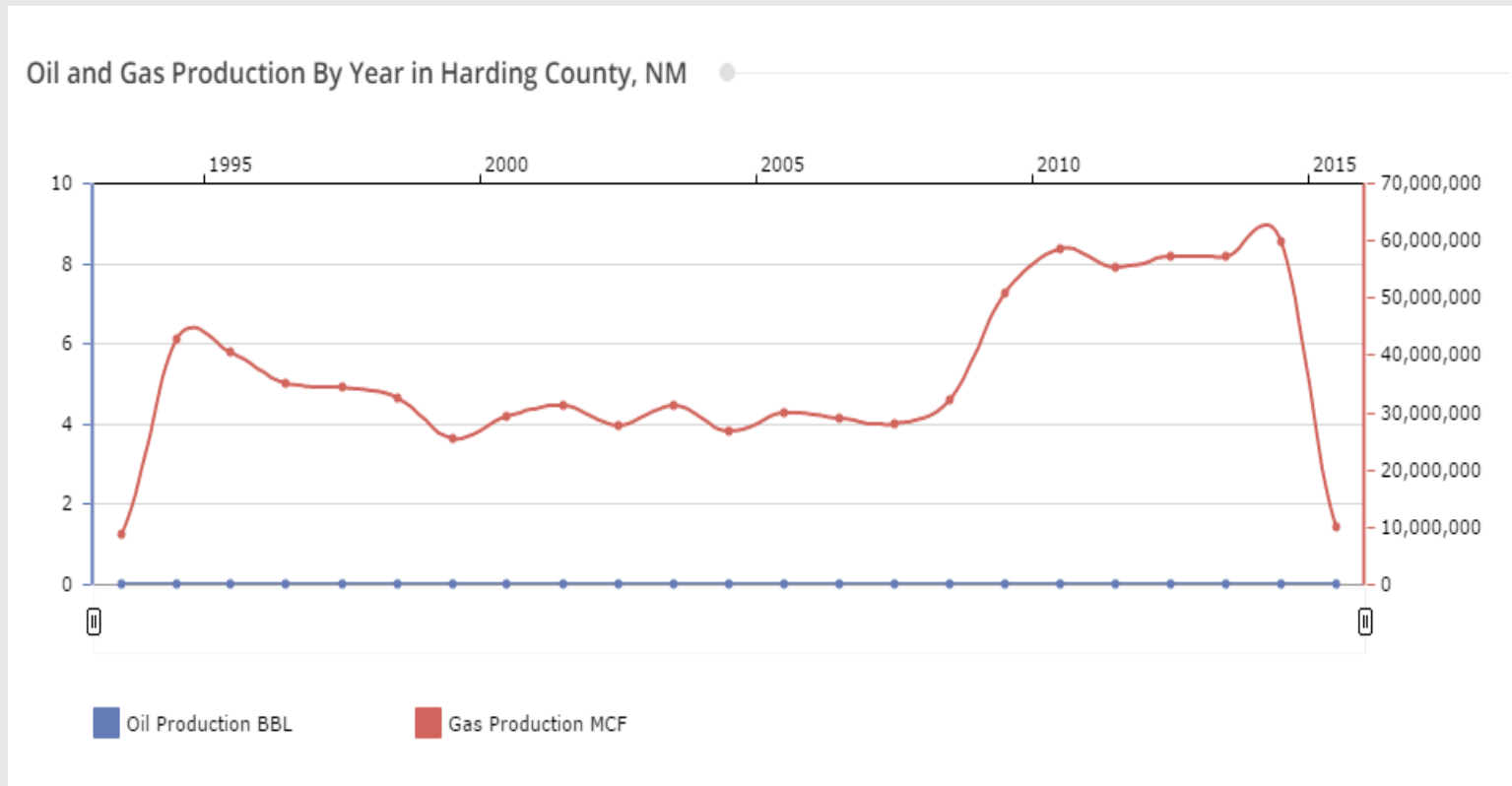


Harding County: Agricultural Operators, 2012

Operator Characteristics	
Principal operators by primary occupation:	
Farming	135
Other	67
Principal operators by sex:	
Male	181
Female	21
Average age of principal operator (years)	64
Operators, Spanish, Hispanic, or Latino Origin	131



Harding CO2 Extraction



Source:Drilling Edge Inc.

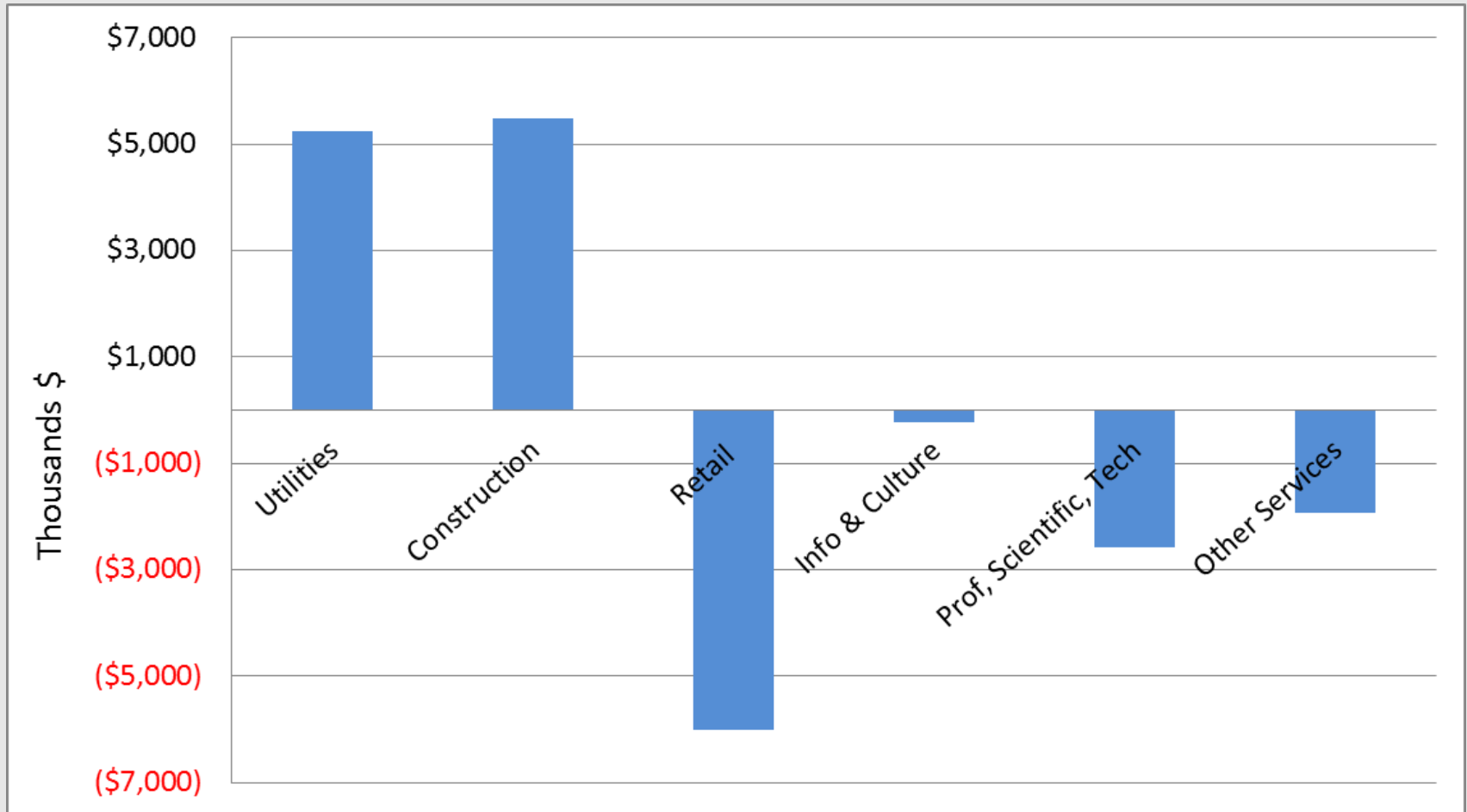


Harding: Taxable Gross Receipts & Pull Factors

Agriculture	N/A	N/A
Mining	N/A	N/A
Utilities	\$6,276,371	599%
Construction	\$8,511,477	280%
Manufacturing	N/A	N/A
Retail	\$2,635,272	30%
Transp & Warehousing	N/A	N/A
Info & Culture	\$716,071	75%
Finance, Insurance, RE	N/A	N/A
Prof, Scientific, Tech	\$239,295	8%
Administrative Services	N/A	N/A
Education & Health Services	N/A	N/A
Hospitality	N/A	N/A
Other Services	\$1,236,441	39%



Gains/Losses by Harding County Businesses



MainStreet Demographics

Population		Age	
Total Population 2000	77	Median Age	69
Total Population 2010	50		
2000-2010 Avg. Annual Growth Rate	-4.4%	0-18 Years	2%
		18-34 Years	4%
Households		35-44 Years	4%
Average Household Size	1.78	45-64 Years	28%
Family Households	47%	65 and Over	62%
With Own Children Under 18	7%		
Householder Living Alone	43%		
Race and Ethnicity		Households	
Race		Total Households	30
White	92%	Family households	43%
Black	0%	Family households: Husband-wife family	33%
American Indian and Alaska Native	2%	Householder living alone	50%
Asian	0%		
Some Other Race	6%		
Two or More Races	0%		
Ethnicity			
Hispanic or Latino (of any race)	54%		
Not Hispanic or Latino (of any race)	46%		
White Alone, Not Hispanic	46%		

MainStreet Housing

Housing Units	
Total	30
Occupied	53%
Vacant	47%
For rent	0%
Rented, not occupied	0%
For sale only	7%
Sold, not occupied	0%
For seasonal, recreational, or occasional use	7%
For migrant workers	0%
Other vacant	85%
Owned with a mortgage or a loan	17%
Owned free and clear	70%
Renter occupied	13%



MainStreet Economy

Impressive recent re-investment

Roy gas station upgrade

Ma Sally's

Rough and Tough Embroidery

Mesa Theater efforts

MainStreet's facade work in Roy

Paint the Town program in Roy

Public Restrooms



MainStreet Economy

The recent reinvestment in the MainStreet district in both Roy and Mosquero are impressive.

- Mosquero's Paint the Town Project

- Public Restrooms

- The Mosquero Schools Paint the Town Project

- 24 hour gas station

- Roy's MainStreet Façade efforts to update exterior paint jobs

- Ma Sallys and Rough and Tough Embroidery

- Accommodations are developing in and around the district

However, both districts are lacking in both basic services and amenities that contribute to quality of life.

Business success within the district will be dependent on the business development strategy of individual businesses.



Challenges and Opportunities



Challenges and Opportunities

o Your greatest asset is you culture.

- Can-do-it people.
- As American as apple pie and baseball.
- A community here and outside of Harding who identifies deeply with this place.

o Quality of life for raising children –

- programs such as the Mosquero media program and the Paint the Town program, new gym and rodeo grounds.
- 4-H and FFA
- Distance from crime, drugs etc.



Challenges and Opportunities

O Harding's elderly population is facing a broad range of challenges:

- High poverty rates
- Geographic Isolation
- Aging housing
- Heat
- Living alone
- Lack of services.



Challenges and Opportunities

- Harding, without a very aggressive and creative economic development plan and major investment is unlikely to continue as a viable county far into the future.
- The lack of population density makes all forms of economic development challenging. The area lacks the critical mass to justify the provision of many services within the county – from medical to social to financial services to amenities.
- Without being able to provide consistently available medical services within the county, there is little chance of attracting desperately needed working and family aged population.
- The county's private sector is heavily reliant on ranching and CO2 extraction – both greatly affected by the caprices of drought and the oil market.
- Local and Regional collaboration efforts should be further developed.



Challenges and Opportunities – tapping local opportunities

- The North East Economic Development Organization Inc. (NEEDO NM), a collaboration between Colfax, Guadalupe, Harding, Mora, Quay, San Miguel and Union counties, provides an important opportunity for a unified approach to development across the region. Such a regional approach will be important to the success of development efforts within Harding.
- While the local philanthropic community may not be viewed as large, the opportunities for philanthropic giving may be greater than known and could provide investment in local service development that would otherwise be challenging.
- Your kids are getting great educations – incentivize their return to the area in the future.



Challenges and Opportunities: Blank Slates (The very short list)

- o Roy Library possibility
 - o Florsheim Building
 - o Solano Gym
 - o Pat's Bar
 - o Mesa Theater
-
- o Taking a new approach to business development



Opportunities Tourism

- o Highway 39, running through the MainStreet District has great potential for capturing through traffic dollars.
- o Tourism Market is changing in a way beneficial to Places like Harding – Cultural and Adventure tourism have potential here.
 - Kiowa Grasslands
 - Infrastructure in Mills Canyon
 - Ranch Culture
 - Historic architecture



Opportunities – tourism.

In this day and age, the experience you have to offer tourists is only as strong as the quality of life you offer your locals. Increasing activities, social opportunities, retail opportunities for locals will help a good bit with tourism.

Tourists today want less and less to shop in run of the mill tchotchky shops and visit museums. They want opportunities for experience and immersion.

In increasing tourism beyond through-tourism, you need to look at what the town offers a person as the move through their day. And don't rely on passive sightseeing as a daytime activity.



Your greatest asset is you culture.

Harding County MainStreet: Community Economic Assessment



Gillian Joyce and
Jeffrey Mitchell, PhD
May, 2015



Bureau of Business
& Economic Research