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Roswell MainStreet: Community Economic Assessment

Jeffrey Mitchell

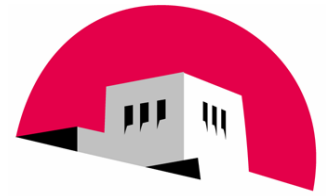
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ROSWELL MAINSTREET: COMMUNITY ECONOMIC ASSESSMENT

Dr. Jeffrey Mitchell
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TABLE OF CONTENTS

Table of Tables	ii
Table of Figures	ii
Roswell – Community Economic Assessment	1
1. Demographics	1
2. Housing	2
3. Income	2
4. Economy	3
5. MainStreet.....	5
6. Opportunities and Challenges	6
Explanation of Tables	7
Appendix: Tables and Figures	11

TABLE OF TABLES

Table 1: Selected Demographic, Economic, and Housing Characteristics	12
Table 2: Roswell Taxable Gross Receipts and Pull Factors, 1989 & 2002	14
Table 3: Chaves County Taxable Gross Receipts and Pull Factors, 1989 & 2002 ..	15
Table 4: Roswell Taxable Gross Receipts and Pull Factors, 2005	16
Table 5: Location Quotient: Roswell Employment, by Industry, in Relation to Chaves County, the SE New Mexico Region, and New Mexico; Chaves County Industries in Relation to the SE NM Region and New Mexico; and the SE NM Region in Relation to New Mexico	20
Table 6: Location Quotient: Roswell Employment, by Occupation, in Relation to Chaves County, the SE New Mexico Region, and New Mexico; Chaves County in Relation to the SE NM Region and New Mexico; and the SE NM Region in Relation to New Mexico	21
Table 7: Location Quotient: Roswell Employment, by Business Ownership, in Relation to Chaves County, the SE New Mexico Region, and New Mexico; Chaves County in Relation to the SE NM Region and New Mexico; and the SE NM Region in Relation to New Mexico	23
Table 8: Regional Trade Area	26
Table 9: Roswell Businesses by Industry, by Local Geography, 2005.....	30
Table 10: Roswell Employment by Industry, in Mainstreet Area, 2005	31
Table 11: Roswell Average Wages by Industry, in Mainstreet Area, 2005.....	34
Table 12: Roswell Employment by 3-Digit Retail & Service Subsector, In Mainstreet Area, 2005	35
Table 13: Roswell Average Wages by 3-Digit Retail & Service Subsector, in Mainstreet Area, 2005.....	37
Table 14: Local Trade Area	40

TABLE OF FIGURES

Figure 1: Roswell Taxable Gross Receipts Gain/Loss, by Industry, 2005.....	18
Figure 2: Roswell Location Quotients, by Occupation, 2005.....	24
Figure 3: Regional Trade Area.....	25
Figure 4: Roswell Employment by Industry and Local Geography, 2005.....	32
Figure 5: Roswell Employment in Mainstreet Area, by Industry, 2005	33
Figure 6: Local Trade Area	39

ROSWELL – COMMUNITY ECONOMIC ASSESSMENT

1. **Demographics**¹: As in other parts of Southeastern New Mexico, New Mexico as a whole, and indeed throughout the U.S., the trend in Roswell is toward an older and more Hispanic population.
 - a. Like most communities in southwestern New Mexico, Roswell is experiencing a very slow rate of population growth. Between 1990 and 2000, Roswell's population grew by just 1.8 percent, below even the rate of growth of Chaves County (6 percent) and well below the rate of growth of New Mexico (20 percent). Slow growth reflects a 'graying' of the population: in 2000 the number of children younger than 5 years old was 7.5 percent lower than in 1990; the number of children 5 to 17 years old was 2 percent lower; the working age population of 18 to 64 years olds was up by 3.6 percent; and the senior population, 65 years old and over, grew by 5.5 percent. The slow growth of the population is explained by both a small number of births (evidenced by the decline in the number of children under 5 years old) and a decline in migration into the community (down by 9 percent in 1995-2000 compared to the period 10 years earlier).
 - b. According to the 2000 Census, Roswell's population is one half White/non-Hispanic and 45 percent Hispanic²; Black or African American, Native American and other races comprise the remaining 5 percent of the population. The Hispanic community is by far the fastest growing segment of the town's population. Between 1990 and 2000, the share of Roswell's population that is Hispanic increased from 36 to 45 percent; the White/non-Hispanic population share of the population fell proportionately. The growing presence of the Hispanic population in Roswell is part of a broader trend that is evident throughout New Mexico and the U.S. Indeed, although the share of Roswell's population that is Hispanic slightly exceeds that of New Mexico (43 percent) and far exceeds that of the U.S. (14 percent), the 27 percent growth of the Hispanic population in Roswell between 1990 and 2000 is well below the 33 and 61 percent increases in New Mexico and the U.S., respectively, over the same period. Significantly, despite the overall growth of the Hispanic population in Roswell, this group is becoming better integrated within the community. The number of persons who, by Census definitions, are linguistically isolated, declined from 5 to 2.6 percent between 1990 and 2000.
 - c. The level of educational attainment in Roswell is low by state standards, but compared to the very poor performance throughout southeastern New

¹ See Table 1 in the appendix

² Beginning in the 1990 Decennial Census and continuing in 2000, the Hispanic population is defined as an ethnic group rather than a race. Those who identify themselves as Hispanic in the Census are also self-defined by racial characteristics. For this reason, the sum of racial groups and Hispanic ethnicity is greater than the size of the total population.

ROSWELL MAINSTREET – Community Economic Assessment

Mexico, it is somewhat less disappointing. In 2000, 26 percent of persons 25 years old and over had not completed high school (or earned a G.E.D.), slightly better than other parts of Chaves County (27 percent) and southeastern New Mexico (28 percent) but still much higher than the state level of 21 percent. Roswell has a somewhat higher rate of achievement in post-secondary education than other parts of the region. As of 2000, 23 percent of the 25 years old and older population had earned a post-secondary degree, compared to 20 percent in other parts of Chaves County and southeastern New Mexico. The rate for New Mexico is 29 percent. As the largest community in southeastern New Mexico, one might expect a higher level of achievement in this category.

2. **Housing**³: slow growth in the housing stock and declining real incomes have resulted in the high cost of homeownership, although this was partially offset by more affordable rental housing.
 - a. Between 1990 and 2000, the housing stock in Roswell grew by 6 percent, slightly outpacing the 5 percent increase in household formation. The growth of the housing stock (the balance of new construction and retirement of older structures) was slightly higher for rental units than for owner-occupied units. The median age of housing structures of 35 years is on par with other communities in southeastern New Mexico.
 - b. Between 1990 and 2000, homeownership became less affordable in Roswell – the median cost of homeownership rose from 19.4 to 20.2 percent of household income. The decline in affordability was principally a function of a decline in real incomes. During the 10 year period the real value of owner-occupied housing declined by 4 percent, while median household income fell by more than 7 percent.
 - c. The stagnant supply of owner-occupied housing units and the increase in cost of homeownership were somewhat offset by the growth in the supply of rental units and, accordingly, an improvement in the affordability of rental housing. Households in rental housing spent 25.8 percent of their median income on housing in 2000, down from 28.5 percent in 1990.
3. **Income**⁴: Incomes in Roswell are on par with area averages, but well below the statewide level.
 - a. Per capita incomes in Roswell are moderately low and, in real terms, flat. In 1999, average per capita income in Roswell was \$14,454, up by only 1 percent from 1989 after adjusting for inflation. As the average household size continues to decline, average household income dropped by more than 7 percent, adjusting for inflation, during the same 10 year period. It is notable that in Chaves County, excluding Roswell, real per capita incomes rose by more than 25 percent

³ See Table 1 in the appendix

⁴ Ibid

between 1990 and 2000, from about 9 percent below the Roswell level to nearly 8 percent higher. Still, per capita incomes in Roswell are on par with regional levels – somewhat higher than in Artesia and Hobbs, and somewhat lower than in Clovis.

- b. Reflecting the ‘graying’ of Roswell’s population and the decline in the size of the workforce, only 72 percent of Roswell’s households received incomes from earnings (wages, salaries and profits), compared to 80 percent for the state, while 18 percent of all households received some form of retirement income.
 - c. In Roswell, more than 1 in 5 persons (22.6 percent) live in poverty. This level of poverty is comparable to neighboring communities (poverty rates range from 15.6 percent in Eunice to 24.9 percent in Portales) but while poverty rates fell in most areas during the 1989-1999 period, the rate increased in Roswell. No doubt the increase in poverty rates is associated with the withdrawal of public assistance, but cutbacks in public assistance are a national phenomena that did not affect all communities equally⁵.
- 4. Economy⁶:** As the largest city in southeastern New Mexico, Roswell functions as the region’s economic hub. However, trends suggest that the city’s economic strength has begun to wane under the pressure of demographic change.
- a. Trade area: using standard regional economic estimations based on population and economic activity, the outer limits of Roswell’s trade area are estimated to be about a 45 minute drive from the city center. A map of Roswell’s regional trade area is presented in Figure 3. This trade area encompasses most of Chaves County, with the exception of the southern portion, as well as southeastern Lincoln County, east of Hondo. Roswell is the regional market center for most ‘higher order’⁷ consumer goods and services up to automobile sales and mid-level health care. Because Artesia to the south is more centrally located with respect to the communities in the southeastern region, it tends to exercise a pull somewhat disproportionate to its small size, particularly for wholesale industries. For these industries, Roswell’s trade area is somewhat biased to the north and east.

⁵ The number of households receiving public assistance fell in all parts of the U.S. following the 1996 implementation of welfare reform.

⁶ See tables 3-8 and figures 1-3 in the appendix

⁷ The trade area of a community is commonly defined in terms of the availability of goods and services. The smallest communities provide only the ‘lowest order’ goods and services, including frequently purchased items such as milk or newspapers; larger communities provide less frequently purchased, typically more expensive ‘higher order goods’ such as durable consumer goods (household appliances or automobiles) and specialized services (legal or healthcare); the highest order goods are available only in the very largest cities.

ROSWELL MAINSTREET – Community Economic Assessment

- b. Strengths: the principal strength of Roswell's economy derives from its position as a regional market center for middle to higher order goods and services.
- i. In 2005, the retail sector drew about \$85 million into Roswell – that is, on a net basis, persons living outside town spent \$85 million more in Roswell than residents of Roswell spent in other areas. 'Big Box' retailers (recorded in the tables as 'miscellaneous store retailers') captured the principal share of this retail surplus.
 - ii. Services also contribute significantly to Roswell's economy. For every \$100 of local income spent on health care and social assistance establishments generated from local residents, an additional \$58 is earned from persons living outside Roswell. In 2005, this represented a net surplus of nearly \$24 million. Outpatient services and nursing and residential care facilities account for nearly all of this surplus.
 - iii. Tables 5 through 7 show the employment patterns by industry, occupation, and business ownership relative to Chaves County, the southeastern region and the state of New Mexico; the tables also compare the county and region to the state. These data, known as location quotients, are suggestive of Roswell's role in the regional economy⁸. Industrial employment data indicate that Roswell plays a major role regionally in retail; finance, insurance and real estate; education, health and social services; and arts, entertainment and recreation. Likewise, the occupational employment data show that, compared to the regional economy, Roswell has a relatively large number of jobs in management and professional occupations, and service and retail occupations, but relatively few in construction, extractive, and agricultural occupations. In general, these patterns are characteristic of a small regional economic center.
- c. Weaknesses:
- i. On balance, Roswell's taxable gross receipt position fell into a slightly negative position in 2005 – the overall pull factor was 97%, resulting in a leakage of about \$30 million. The leakages are greatest in base industries such as manufacturing, construction, and wholesale trade.

⁸ Location quotients compare the number of jobs in a given industry, occupation, or ownership category in the local economy with the number of jobs in corresponding categories in a broader (base) economy. A value of 1.0 indicates parity; values greater than 1.0 indicate a relative concentration of such jobs. The top row of the tables is the study geography; the second row is the base geography (against which the study geography is compared). For example: a location quotient of 1.5 indicates that the local economy has a 50 percent greater *share* of employment in the given industry, occupation, or ownership than in the base geography.

ROSWELL MAINSTREET – Community Economic Assessment

- ii. Between 1989 and 1999 the number of persons living in Roswell below the poverty line increased by 7 percent, from fewer than 9,400 to more than 10,000. The increasing prevalence of poverty is in contrast to progress in other parts of southeastern New Mexico, where the number in poverty fell by more than 5 percent.
- iii. The low rate of in-migration and the small number of persons projected to enter adulthood over the coming years means a limited supply of labor in the local economy. This is already evident in Census data, which show a one percent decline in the labor force between the years 1989 and 1999. Labor shortages may result in continued upward pressure on wages – good news for the many households living below the poverty line, but bad news for industries that the community needs to strengthen its tax base.

5. MainStreet⁹:

- a. About one third of all businesses in Roswell, which provide about 31 percent of all jobs in the city, are located in the MainStreet district. This generally reflects the relatively large area served by the Roswell MainStreet district.
- b. Roswell's MainStreet district benefits from a diverse mix of businesses. Businesses engaged in management, finance and insurance, real estate, and professional services are very common, and are more likely to locate in downtown Roswell than other parts of town. As in many towns and small cities in New Mexico, health care providers and social assistance organizations are also common downtown. The MainStreet district has a fair number of accommodation and food service businesses, including some of the largest employers in this sector.
- c. The diverse mix of businesses provides the area with a solid daytime market. However, the area has thus far failed to develop a residential community, although there is a fairly large population living just outside this inner core. Barely one percent of Roswell's population lives within a half mile of the downtown. Vacancy rates in this area are high – nearly 50 percent higher than other parts of the city.
- d. Although the residential population of downtown Roswell is very small, it is notable that compared with many other towns and small cities in New Mexico, incomes of downtown households are on average slightly higher than those of other parts of the city. Indeed, 1 in 5 households within a ½ mile of the center of the MainStreet district have incomes

⁹ See tables 9-14 and figures 4-6 in the appendix

over \$50,000, a bit higher than the share for the city as a whole. This provides a foundation for residential development in the area.

6. Opportunities and Challenges:

- a. The principal challenge facing Roswell is the aging of its population and labor force and its failure, thus far, to attract and retain young adults. It is particularly important that Roswell work to attract young adults that have the education and skills to fill positions in professional services. As the largest city in the region, professional services (including management, finance and insurance, real estate, information, health care, and social assistance) offer Roswell its greatest comparative advantage.
- b. Roswell's MainStreet district has an important role to play in this area. Downtown can be attractive to young professionals, offering a combination of employment, residence, services, and amenities. Residential development may be the best place to invest resources – the residential population of the MainStreet area is very low, and vacant residential properties are numerous. Many businesses providing services already exist in the area, supported by the relatively large market of people working in the downtown area. It is much easier and less risky for service-oriented businesses such as restaurants to expand their hours to accommodate evening and weekend markets than for new businesses to open.
- c. Residential development can be a difficult task for a small MainStreet organization to take on. Perhaps its resources could be best used in coordinating with other organizations, including residential developers, state and federal housing authorities, and possibly employers, while working with local businesses to ensure that services and amenities are available to serve new residents.

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.

Southeastern New Mexico Region is classified as Lea, Eddy, and Chaves counties.

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 and 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 NM 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) or in unincorporated parts of the county (UNINCORP).

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, occupations, and types 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.

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. 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 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.

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

ROSWELL MAINSTREET – Community Economic Assessment

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.

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

ROSWELL MAINSTREET – Community Economic Assessment

TABLE 1: SELECTED DEMOGRAPHIC, ECONOMIC, AND HOUSING CHARACTERISTICS

	ROSWELL			CHAVES COUNTY	SE NM REGION	NEW MEXICO
	1990	2000	Change (%)	2000	2000	2000
POPULATION						
Total Population	44,654	45,451	2%	61,382	168,551	1,819,046
Urban	100%	99%		77%	77%	75%
Rural	0%	1%		23%	23%	25%
Households	16,208	17,089	5%	22,559	61,689	678,032
Household Size (Average)	2.67	2.59	-3%	2.66	2.67	2.63
AGE						
Under 5 yrs	8%	7%		7%	7%	7%
5 to 17 y/o	22%	21%		22%	22%	21%
18 to 64 y/o	54%	55%		56%	57%	60%
65 yrs and over	16%	16%		15%	14%	12%
RACE & ETHNICITY						
White	82%	70%		72%	72%	67%
Black or African American	2%	3%		2%	3%	2%
Native American	1%	1%		1%	1%	9%
Hispanic or Latino (of any race)	36%	45%		44%	41%	42%
Speak Spanish, linguistically isolated*†	5%	3%		3%	2%	2%
Speak other than Spanish, linguistically isolated*†	0%	0%		0%	0%	1%
EDUCATIONAL ATTAINMENT						
Population 25 yrs or older	26,995	28,013	4%	37,811	103,674	1,134,801
Less than high school graduate**	31%	26%		27%	28%	21%
High school graduate; and some college**	49%	51%		50%	52%	49%
Associate, bachelor's, or graduate degree**	21%	23%		22%	20%	29%
MIGRATION						
Moved since 1985/1995*	20,541	18,752	-9%	24,355	65,221	731,488
Moved to new house in county since 1985/1995*	27%	27%		26%	26%	24%
Moved into county since 1985/1995*	23%	18%		17%	15%	20%
TRAVEL TO WORK						
Less than 15 minutes	59%	57%		52%	56%	40%
15-29 minutes	33%	37%		41%	35%	48%
More than 30 minutes	8%	6%		7%	9%	13%

* Includes persons 5 y/o and older.

** Includes persons 25 y/o and older.

† 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).

ROSWELL MAINSTREET – Community Economic Assessment

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

	ROSWELL			CHAVES COUNTY	SE NM REGION	NEW MEXICO
	1990	2000	Change (%)	2000	2000	2000
HOUSEHOLD INCOME & POVERTY						
Real per capita income (1999 dollars)	14,454	14,589	1%	14,990	14,980	17,261
Median household income (1999 dollars)	29,189	27,252	-7%	28,513	na	34,133
Households with earnings	73%	72%		75%	75%	80%
Households with social security income	34%	35%		33%	31%	25%
Households: with interest; dividends; or rental income	34%	29%		28%	26%	30%
Households with public assistance income	10%	7%		6%	6%	5%
Households with retirement income	18%	18%		17%	16%	17%
Persons below the poverty line	9,386	10,003	7%	12,778	32,864	328,933
Poverty rate	21.6%	22.6%		21.3%	20.0%	18.4%
LABOR CHARACTERISTICS						
In labor force (population 16 yrs and over)	18,642	18,407	-1%	25,361	69,767	834,632
Unemployment rate	6.5%	9.7%		9.0%	8.3%	7.2%
HOUSING CHARACTERISTICS						
Total housing units (#)	18,242	19,286	6%	25,647	71,301	780,579
Home ownership (%)	67%	67%			70%	68%
Owner-occupied housing units	11,188	11,760	5%	15,986	44,683	474,435
Vacancy rate (for sale)		3.1%		3.2%	3.6%	2.5%
Renter-occupied housing units	5,007	5,350	7%	6,575	16,956	203,536
Vacancy Rate (for rent)		14.8%		13.6%	16.6%	11.6%
Median age of housing structures	29	35		33	na	23
HOUSING AFFORDABILITY						
Median value of owner-occupied housing (1999 dollars)	57,924	55,800	-4%	56,700	na	94,600
Median costs of homeownership (% of income)	19.4%	20.2%		19.8%	na	22.2%
Median rent (1999 dollars)	458	411	-10%	402	na	503
Median cost of rental housing (% household income)	28.5%	25.8%		25.0%	na	26.6%

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

ROSWELL MAINSTREET – Community Economic Assessment

TABLE 2: ROSWELL TAXABLE GROSS RECEIPTS AND PULL FACTORS, 1989 & 2002

ROSWELL 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
Mining	7,583,645	8,961,859	28%	45%	(19,887,733)	(10,758,571)	18%	9,129,162
Contract Construction	49,833,202	50,385,884	66%	58%	(25,400,327)	(37,223,876)	1%	(11,823,549)
Manufacturing	8,227,785	15,785,190	41%	104%	(11,711,391)	534,050	92%	12,245,441
Transportation, Communications, Utilities	51,671,601	39,739,171	76%	84%	(16,554,563)	(7,394,055)	-23%	9,160,507
Wholesale Trade	21,219,243	27,471,008	53%	80%	(18,743,388)	(6,726,925)	29%	12,016,463
Building Materials	9,806,440	6,168,541	126%	181%	2,022,739	2,754,716	-37%	731,977
Retail Food Stores	66,004,155	38,920,039	136%	104%	17,493,177	1,616,194	-41%	(15,876,983)
Motor Vehicle Dealers	5,493,564	3,898,225	115%	85%	725,781	(682,448)	-29%	(1,408,229)
Gasoline Service Stations	1,867,690	3,232,509	41%	83%	(2,683,317)	(656,714)	73%	2,026,602
Misc Vehicle and Accessory Dealers	5,576,327	7,514,899	68%	113%	(2,651,952)	870,796	35%	3,522,749
Apparel and Accessory Stores	14,198,399	9,556,471	103%	99%	424,109	(80,200)	-33%	(504,309)
Furniture and Home Furnishings	11,232,083	8,437,409	109%	129%	924,900	1,891,780	-25%	966,879
Eating and Drinking Establishments	37,646,469	37,990,175	113%	120%	4,428,095	6,428,212	1%	2,000,117
Liquor Dispensers	7,102,168	2,359,268	68%	62%	(3,372,715)	(1,442,756)	-67%	1,929,959
Drug and Proprietary Stores	13,100,862	8,584,971	123%	188%	2,462,727	4,019,348	-34%	1,556,622
Misc Retailers (ALL)*	119,568,514	184,465,552	79%	128%	(31,796,877)	40,214,302	54%	72,011,178
Total Retail Trade	306,807,008	323,502,743	115%	124%	39,061,383	62,615,810	5%	23,554,427
Finance, Insurance and Real Estate	16,298,223	14,807,872	90%	98%	(1,903,207)	(247,555)	-9%	1,655,652
Hotels, Motels	8,561,711	10,906,239	66%	100%	(4,439,101)	11,855	27%	4,450,956
Personal Services	11,736,081	8,929,538	132%	90%	2,876,713	(1,024,701)	-24%	(3,901,415)
Misc Business Services	14,984,596	22,879,878	45%	71%	(18,290,254)	(9,467,340)	53%	8,822,914
Auto Rental and Repair	11,061,640	9,428,828	95%	83%	(630,749)	(1,979,829)	-15%	(1,349,080)
Misc Repair Services	5,324,838	2,857,993	118%	74%	829,970	(984,888)	-46%	(1,814,858)
Amusement	2,825,846	1,117,663	85%	57%	(510,746)	(830,708)	-60%	(319,963)
Physicians and Dentists	43,463,499	33,699,901	186%	179%	20,093,032	14,828,942	-22%	(5,264,090)
Hospitals and Other Health Services	5,755,095	21,775,374	38%	144%	(9,358,602)	6,671,585	278%	16,030,188
Legal Services	17,922,265	14,184,852	137%	135%	4,829,866	3,658,166	-21%	(1,171,700)
Educational Services	416,538	883,560	31%	42%	(920,159)	(1,227,721)	112%	(307,562)
Misc Services	20,605,614	90,720,618	66%	123%	(10,585,238)	17,070,110	340%	27,655,349
Engineering and Architectural Services	1,876,128	2,759,282	19%	33%	(8,053,974)	(5,684,600)	47%	2,369,374
Total Services	144,762,483	222,269,217	70%	100%	(62,637,984)	(457,697)	54%	62,180,287
Total Taxable Gross Receipts	613,343,030	704,309,378	112%	100%	68,080,327	(3,407,609)	15%	(71,487,936)

* 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.

ROSWELL MAINSTREET – Community Economic Assessment

TABLE 3: CHAVES COUNTY TAXABLE GROSS RECEIPTS AND PULL FACTORS, 1989 & 2002

CHAVES COUNTY 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
	Agriculture		3,228,830		175%		1,384,086	
Mining	18,691,788	15,878,157	54%	58%	(15,975,264)	(11,485,299)	-15%	4,489,964
Contract Construction	65,614,640	91,916,429	69%	76%	(29,325,069)	(29,648,153)	40%	(323,084)
Manufacturing	9,603,568	17,598,369	38%	83%	(15,558,344)	(3,563,639)	83%	11,994,705
Transportation, Communications, Utilities	72,023,982	65,553,258	84%	100%	(14,072,897)	152,657	-9%	14,225,554
Wholesale Trade	25,178,789	31,113,198	50%	66%	(25,251,392)	(16,338,792)	24%	8,912,600
Building Materials	10,188,274	6,168,541	104%	130%	365,761	1,431,623	-39%	1,065,863
Hardware Stores	6,106,980		216%		3,278,528			
Retail Food Stores	71,596,778	44,398,339	117%	86%	10,379,150	(7,363,318)	-38%	(17,742,468)
Motor Vehicle Dealers	5,530,841	3,921,249	92%	62%	(485,785)	(2,434,751)	-29%	(1,948,966)
Gasoline Service Stations	3,641,079	4,144,913	63%	77%	(2,101,989)	(1,251,652)	14%	850,336
Misc Vehicle and Accessory Dealers	5,653,832	7,526,767	54%	82%	(4,729,709)	(1,692,383)	33%	3,037,326
Apparel and Accessory Stores	15,299,668	9,574,919	88%	72%	(2,082,569)	(3,796,626)	-37%	(1,714,057)
Furniture and Home Furnishings	12,360,363	8,863,605	95%	98%	(646,615)	(218,907)	-28%	427,708
Eating and Drinking Establishments	40,112,006	39,156,741	96%	89%	(1,807,373)	(4,637,659)	-2%	(2,830,286)
Liquor Dispensers	7,517,474	3,321,106	57%	63%	(5,701,131)	(1,954,465)	-56%	3,746,666
Drug and Proprietary Stores	13,100,862	8,584,971	98%	136%	(323,757)	2,249,855	-34%	2,573,612
Misc Retailers (ALL)*	124,698,186	198,413,327	65%	99%	(66,314,868)	(1,745,228)	59%	64,569,640
Total Retail Trade	325,791,839	348,200,416	96%	96%	(12,085,328)	(13,798,190)	7%	(1,712,862)
Finance, Insurance and Real Estate	17,388,049	15,846,239	76%	76%	(5,580,945)	(5,044,204)	-9%	536,741
Hotels, Motels	8,614,216	11,146,240	53%	74%	(7,791,944)	(3,970,469)	29%	3,821,475
Personal Services	12,177,927	9,049,378	109%	66%	997,994	(4,762,815)	-26%	(5,760,810)
Misc Business Services	16,385,900	24,016,436	39%	54%	(25,604,748)	(20,867,560)	47%	4,737,189
Auto Rental and Repair	13,297,738	11,720,499	90%	74%	(1,457,279)	(4,109,799)	-12%	(2,652,520)
Misc Repair Services	6,275,518	3,597,917	111%	67%	603,294	(1,734,345)	-43%	(2,337,639)
Amusement	2,950,007	1,424,744	70%	53%	(1,260,549)	(1,278,756)	-52%	(18,207)
Physicians and Dentists	43,570,199	33,970,345	148%	130%	14,078,224	7,785,588	-22%	(6,292,636)
Hospitals and Other Health Services	5,793,019	21,816,953	30%	104%	(13,279,462)	859,405	277%	14,138,867
Legal Services	17,929,745	14,184,852	109%	97%	1,408,009	(421,650)	-21%	(1,829,659)
Educational Services	435,966	945,944	26%	32%	(1,250,857)	(1,983,603)	117%	(732,746)
Misc Services	23,109,567	106,431,783	59%	104%	(16,251,214)	4,236,626	361%	20,487,840
Engineering and Architectural Services	1,928,139	2,224,376	15%	19%	(10,602,988)	(9,492,092)	15%	1,110,897
Total Services	152,804,282	243,073,092	58%	79%	(108,921,311)	(65,975,857)	59%	42,945,454
Total Taxable Gross Receipts	698,660,180	833,291,323	102%	85%	10,574,922	(148,714,789)	19%	(159,289,710)

* 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.

ROSWELL MAINSTREET – Community Economic Assessment

TABLE 4: ROSWELL TAXABLE GROSS RECEIPTS AND PULL FACTORS, 2005

ROSWELL	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
AGRIC, FORESTRY, FISHING & HUNTING	1,227	158	209	130	730	74%	43%	45%	31%	183%	(423)	(207)	(259)	(289)	331
MINING	16,555	4,070	4,115	3,800	4,570	52%	57%	54%	45%	52%	(15,485)	(3,019)	(3,509)	(4,737)	(4,220)
UTILITIES	35,578	9,193	6,933	9,348	10,105	94%	91%	87%	104%	95%	(2,146)	(856)	(1,073)	362	(578)
CONSTRUCTION	83,399	14,211	19,097	22,521	27,570	70%	56%	66%	72%	81%	(36,211)	(11,303)	(9,886)	(8,715)	(6,307)
MANUFACTURING	11,209	2,953	2,754	2,719	2,783	52%	63%	52%	50%	48%	(10,152)	(1,731)	(2,586)	(2,772)	(3,063)
WHOLESALE TRADE	19,715	4,876	4,825	4,760	5,255	39%	45%	38%	36%	39%	(30,351)	(5,850)	(7,748)	(8,560)	(8,193)
RETAIL TRADE	328,029	75,984	82,877	77,996	91,172	125%	128%	127%	121%	123%	65,013	16,617	17,671	13,540	17,184
Motor Vehicle & Parts Dealers	36			36		17%			67%		(173)			(18)	
Automobile Dealers	3,024	658	827	794	745	64%	60%	66%	63%	65%	(1,727)	(443)	(418)	(470)	(396)
All Other Motor Vehicle Dealers	235	122		112		39%	99%		68%		(368)	(1)		(53)	
Auto Parts, Accessories & Tire Stores	7,958	1,920	2,050	2,105	1,883	108%	110%	113%	109%	101%	608	176	235	178	18
Furniture & Home Furnishings Stores	8,024	1,965	1,913	2,029	2,117	114%	118%	103%	122%	113%	956	299	61	361	236
Floor Covering Stores	47	47				80%	479%				(12)	38			
Building Material & Supply Dealers	5,760	1,244	1,721	1,422	1,372	154%	167%	166%	135%	152%	2,019	497	685	368	468
Hardware Stores	3,153	1,067	1,217		870	213%	340%	299%		229%	1,673	753	811		489
Grocery Stores	34,075	7,612	9,103	7,611	9,749	92%	92%	97%	89%	90%	(3,013)	(660)	(266)	(969)	(1,118)
Baked Goods Stores	114			114		295%			644%		76			97	
Beer, Wine & Liquor Stores	899		479		420	85%		170%		152%	(155)		197		144
Pharmacies & Drug Stores	10,511	3,009	2,287	2,286	2,929	189%	190%	186%	189%	193%	4,964	1,425	1,055	1,074	1,409
Other Health & Personal Care Stores	3			3		0%			1%		(609)			(210)	
Gasoline Stations	3,989	640	933	1,310	1,106	150%	106%	136%	185%	165%	1,325	38	249	602	437
Women's Clothing Stores	867	204	250	124	288	304%	442%	377%	197%	262%	581	158	184	61	178
Clothing Assesory Stores	8,888	1,993	2,048	1,961	2,886	100%	101%	96%	93%	108%	9	22	(91)	(141)	219
Other Clothing Stores	955	247	208	247	252	299%	812%	640%	304%	144%	635	217	176	166	77
Sporting Goods Stores	50	50				11%	64%				(398)	(28)			
Gift,Novelty & Souvenir Stores	4,434	1,238		1,429	1,768	792%	1071%		984%	1002%	3,875	1,122		1,284	1,591
Electronic Shopping & Mail Order Houses	24	14	8	(1)	3	8%	28%	14%	-3%	2%	(264)	(37)	(51)	(53)	(123)
Miscellaneous Store Retailers (All)*	225,577	52,150	56,861	53,961	62,606	131%	134%	134%	128%	129%	53,410	13,187	14,472	11,762	14,359
TRANSPORTATION AND WAREHOUSING	3,852	1,164	1,175	800	712	49%	65%	59%	43%	31%	(4,036)	(619)	(810)	(1,055)	(1,551)
INFORMATION AND CULTURAL INDUSTRIES	17,273	4,324	4,284	4,350	4,314	99%	100%	103%	101%	93%	(144)	(4)	144	45	(329)
FINANCE AND INSURANCE	9,087	2,141	2,381	2,154	2,411	174%	161%	187%	171%	177%	3,857	809	1,110	892	1,047
REAL ESTATE AND RENTAL AND LEASING	7,019	1,239	1,817	1,898	2,064	53%	47%	54%	54%	55%	(6,238)	(1,395)	(1,579)	(1,593)	(1,672)
PROF, SCIENTIFIC & TECHNICAL SERVICES	48,556	11,790	12,326	12,023	12,418	59%	54%	60%	62%	60%	(33,942)	(10,032)	(8,352)	(7,397)	(8,161)
Legal Services	17,234	4,670	4,474	3,998	4,092	163%	184%	169%	163%	139%	6,658	2,133	1,831	1,543	1,151
Architectural, Engineering & Related Services	2,584	724	577	723	560	29%	37%	25%	31%	25%	(6,252)	(1,237)	(1,757)	(1,609)	(1,649)
Specialized Design Services	432	99	108	115	110	112%	132%	114%	123%	89%	45	24	13	21	(14)
Management, Scientific, Technical Services	2,554	650	447	518	939	111%	177%	91%	89%	110%	260	282	(46)	(63)	88
Advertising & Related Services	20				20	8%				29%	(233)				(50)
ADMIN & SUPPORT, WASTE MGT & REMED	1,087.0	241.1	197.3	233.1	415.6	29.3%	30.0%	21.7%	24.8%	39.5%	(2,618.4)	(562.3)	(713.0)	(705.4)	(637.7)

ROSWELL MAINSTREET – Community Economic Assessment

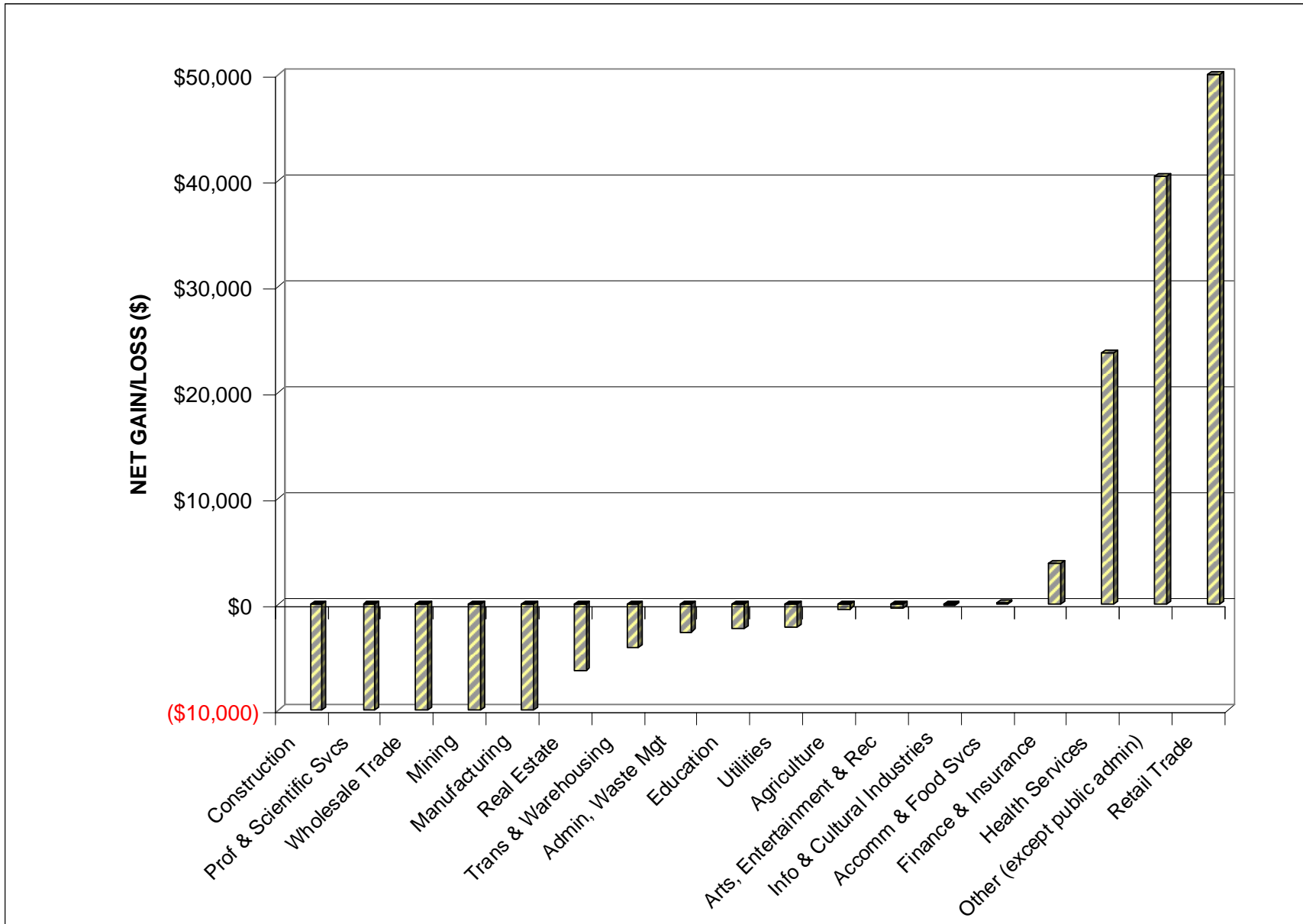
TABLE 4: ROSWELL TAXABLE GROSS RECEIPTS AND PULL FACTORS, 2005, CONTINUED

ROSWELL	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
EDUCATIONAL SERVICES	340	47	89	152	53	13%	8%	13%	22%	8%	(2,323)	(556)	(601)	(539)	(627)
HEALTH CARE AND SOCIAL ASSISTANCE	64,833	16,626	17,565	14,165	16,478	158%	166%	161%	145%	159%	23,759	6,631	6,642	4,363	6,124
Ambulatory Health Care Services	32,146	8,692	8,307	7,067	8,080	179%	189%	173%	163%	191%	14,165	4,088	3,501	2,732	3,844
Offices of Physicians (except mmental health)	409				409	59%				191%	(287)				194
Offices of Dentists	762	187	163	180	233	82%	103%	66%	79%	86%	(164)	5	(85)	(46)	(37)
Offices of Physical Occup & Speech Therapists	81				81	53%				172%	(71)				34
Medical & Diagnostic Laboratories	2,173	646	616	455	456	240%	293%	258%	209%	199%	1,267	425	377	237	227
Home Health Care Services	434			221	213	260%			488%	375%	267			175	156
Hospitals	9,022	1,959	2,888	2,106	2,069	66%	58%	81%	64%	61%	(4,625)	(1,421)	(679)	(1,190)	(1,335)
Nursing & Residential Care Facilities	12,638	3,647	3,331	2,430	3,231	479%	563%	502%	413%	439%	10,002	3,000	2,667	1,841	2,495
Child Day Care Services	1,041	184	305	350	202	308%	307%	314%	378%	230%	704	124	208	258	114
ARTS, ENTERTAINMENT, AND RECREATION	2,400	522	698	605	575	87%	79%	117%	77%	81%	(358)	(139)	103	(184)	(137)
Amusement, Gambling & Recreation Industries	1,286	252	415	274	344	73%	52%	101%	57%	86%	(485)	(230)	5	(203)	(58)
ACCOMMODATION AND FOOD SERVICES	54,874	12,938	14,188	14,123	13,626	100%	103%	100%	99%	99%	124	386	19	(100)	(181)
Accommodations	8,200	1,827	2,411	2,124	1,839	80%	76%	92%	73%	78%	(2,113)	(562)	(223)	(799)	(529)
Eating & Drinking Establishments	45,541	10,952	11,566	11,797	11,226	109%	113%	107%	112%	105%	3,826	1,233	748	1,277	567
Drinking Places (Alcoholic Beverages)	2,364	559	661	563	581	59%	62%	67%	49%	58%	(1,668)	(344)	(323)	(574)	(427)
OTHER SERVICES (EXCEPT PUBLIC ADMIN)	149,208	35,916	35,498	40,117	37,677	137%	143%	131%	145%	130%	40,337	10,887	8,310	12,510	8,631
Automotive Repair & Maintenance	9,693	2,101	2,376	2,587	2,629	86%	80%	83%	83%	96%	(1,621)	(510)	(475)	(523)	(113)
Personal & Household Goods Repair & Mntc	4,126	981	1,584	766	795	108%	118%	160%	81%	76%	318	149	596	(176)	(250)
Personal & Laundry Services	6,608	1,694	1,750	1,571	1,593	77%	81%	78%	78%	72%	(1,955)	(387)	(489)	(454)	(626)
UNCLASSIFIED ESTABLISHMENTS	57	20	14	11	12	1%	1%	0%	6%	0%	(9,343)	(2,735)	(3,146)	(179)	(3,282)
TOTAL	854,791	198,461	211,403	211,945	232,983	97%	98%	97%	95%	97%	(29,558)	(4,866)	(6,901)	(10,935)	(6,856)

* Misc Store Retailers (ALL) includes General Merchandise Stores; Department Stores; Other General Merchandise Stores; Misc Store Retailers; and All Other Misc Stores.

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

FIGURE 1: ROSWELL TAXABLE GROSS RECEIPTS GAIN/LOSS, BY INDUSTRY, 2005



ROSWELL MAINSTREET – Community Economic Assessment

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

ROSWELL MAINSTREET – Community Economic Assessment

TABLE 5: LOCATION QUOTIENT: ROSWELL EMPLOYMENT, BY INDUSTRY, IN RELATION TO CHAVES COUNTY, THE SE NEW MEXICO REGION, AND NEW MEXICO; CHAVES COUNTY INDUSTRIES IN RELATION TO THE SE NM REGION AND NEW MEXICO; AND THE SE NM REGION IN RELATION TO NEW MEXICO

	ROSWELL			CHAVES COUNTY		SE NM REGION
	Chaves County	SE NM Region	New Mexico	SE NM Region	New Mexico	New Mexico
Base Geography						
Agriculture; forestry; fishing and hunting; and mining	0.64	0.43	1.57	0.67	2.47	3.68
Agriculture; forestry; fishing and hunting	0.50	0.79	1.70	1.57	3.39	2.16
Mining	0.99	0.26	1.42	0.27	1.43	5.39
Construction	0.99	1.01	0.85	1.03	0.86	0.84
Manufacturing	1.02	1.50	1.52	1.46	1.48	1.01
Wholesale trade	0.90	0.94	1.01	1.04	1.12	1.08
Retail trade	1.10	1.11	1.15	1.00	1.05	1.04
Transportation and warehousing; and utilities	0.96	0.88	1.08	0.92	1.13	1.22
Transportation and warehousing	0.89	0.97	1.04	1.09	1.16	1.06
Utilities	1.17	0.72	1.20	0.61	1.03	1.67
Information	0.86	1.00	0.63	1.15	0.73	0.63
Finance; insurance; real estate and rental and leasing	1.15	1.38	1.06	1.20	0.92	0.77
Finance and insurance	1.15	1.45	1.08	1.26	0.94	0.74
Real estate and rental and leasing	1.16	1.28	1.03	1.10	0.89	0.80
Professional; scientific; management; administrative; and waste management services	1.01	1.04	0.68	1.03	0.67	0.65
Professional; scientific; and technical services	0.92	1.12	0.49	1.22	0.54	0.44
Management of companies and enterprises	1.39	3.85	11.28	2.77	8.12	2.93
Administrative and support and waste management services	1.10	0.94	0.99	0.85	0.90	1.06
Educational; health and social services	1.06	1.12	1.03	1.06	0.98	0.92
Educational services	0.98	1.07	0.94	1.08	0.96	0.89
Health care and social assistance	1.13	1.17	1.12	1.04	1.00	0.96
Arts; entertainment; recreation; accommodation and food services	1.13	1.23	0.95	1.09	0.84	0.77
Arts; entertainment; and recreation	1.19	1.34	0.76	1.13	0.64	0.57
Accommodation and food services	1.12	1.21	1.01	1.08	0.91	0.84
Other services (except public administration)	0.94	0.80	0.97	0.85	1.03	1.22
Public administration	1.03	0.96	0.60	0.94	0.58	0.62

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

ROSWELL MAINSTREET – Community Economic Assessment

TABLE 6: LOCATION QUOTIENT: ROSWELL EMPLOYMENT, BY OCCUPATION, IN RELATION TO CHAVES COUNTY, THE SE NEW MEXICO REGION, AND NEW MEXICO; CHAVES COUNTY IN RELATION TO THE SE NM REGION AND NEW MEXICO; AND THE SE NM REGION IN RELATION TO NEW MEXICO

	ROSWELL			CHAVES COUNTY		SE NM REGION
	Chaves County	SE NM Region	New Mexico	SE NM Region	New Mexico	New Mexico
Base Geography						
Management; professional; and related occupations	0.99	1.05	0.80	1.06	0.81	0.76
Management; business; and financial operations occupations	0.91	1.00	0.84	1.10	0.92	0.84
Management occupations; except farmers	1.02	1.05	0.89	1.03	0.88	0.85
Farmers and farm managers	0.27	0.38	0.68	1.40	2.47	1.77
Business and financial operations occupations	1.07	1.22	0.77	1.13	0.72	0.63
Business operations specialists	0.98	1.25	0.68	1.27	0.69	0.54
Financial specialists	1.15	1.19	0.86	1.04	0.75	0.72
Professional and related occupations	1.04	1.08	0.78	1.04	0.75	0.72
Computer and mathematical occupations	0.79	0.50	0.13	0.63	0.16	0.25
Architecture and engineering occupations	1.03	0.96	0.45	0.93	0.43	0.47
Architects; surveyors; cartographers; and engineers	1.17	1.22	0.51	1.04	0.43	0.42
Drafters; engineering; and mapping technicians	0.77	0.59	0.33	0.77	0.43	0.56
Life; physical; and social science occupations	0.91	0.88	0.45	0.97	0.50	0.51
Community and social services occupations	1.12	1.11	1.00	1.00	0.89	0.89
Legal occupations	1.21	1.79	1.07	1.48	0.89	0.60
Education; training; and library occupations	1.00	1.04	0.98	1.04	0.98	0.94
Arts; design; entertainment; sports; and media occupations	1.16	1.30	0.64	1.12	0.55	0.49
Healthcare practitioners and technical occupations	1.04	1.09	0.95	1.05	0.92	0.87
Service occupations	1.08	1.06	1.03	0.98	0.96	0.97
Healthcare support occupations	1.04	0.99	1.22	0.95	1.17	1.23
Protective service occupations	1.05	1.01	0.83	0.96	0.78	0.82
Food preparation and serving related occupations	1.12	1.10	0.98	0.98	0.88	0.89
Building and grounds cleaning and maintenance occupations	1.04	1.08	1.04	1.05	1.00	0.96
Personal care and service occupations	1.08	1.04	1.15	0.96	1.06	1.11
Sales and office occupations	1.06	1.08	1.02	1.02	0.96	0.94
Sales and related occupations	1.07	1.00	0.94	0.94	0.88	0.94
Office and administrative support occupations	1.05	1.14	1.08	1.09	1.03	0.94

ROSWELL MAINSTREET – Community Economic Assessment

TABLE 6: LOCATION QUOTIENT: ROSWELL EMPLOYMENT, BY OCCUPATION, IN RELATION TO CHAVES COUNTY, THE SE NEW MEXICO REGION, AND NEW MEXICO; CHAVES COUNTY IN RELATION TO THE SE NM REGION AND NEW MEXICO; AND THE SE NM REGION IN RELATION TO NEW MEXICO CONTINUED

Base Geography	ROSWELL			CHAVES COUNTY		SE NM REGION
	Chaves County	SE NM Region	New Mexico	SE NM Region	New Mexico	New Mexico
Farming; fishing; and forestry occupations	0.59	0.94	2.61	1.58	4.39	2.78
Construction; extraction; and maintenance occupations	0.96	0.71	0.94	0.74	0.97	1.32
Construction and extraction occupations	0.97	0.65	0.86	0.67	0.88	1.32
Supervisors; construction and extraction workers	1.01	0.62	0.97	0.62	0.96	1.57
Construction trades workers	0.99	0.93	0.80	0.94	0.81	0.86
Extraction workers	0.83	0.22	1.36	0.26	1.64	6.26
Installation; maintenance; and repair occupations	0.95	0.80	1.06	0.84	1.12	1.33
Production; transportation; and material moving occupations	0.99	1.02	1.46	1.03	1.47	1.43
Production occupations	0.98	1.20	1.50	1.23	1.54	1.25
Transportation and material moving occupations	1.00	0.89	1.42	0.89	1.41	1.59

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

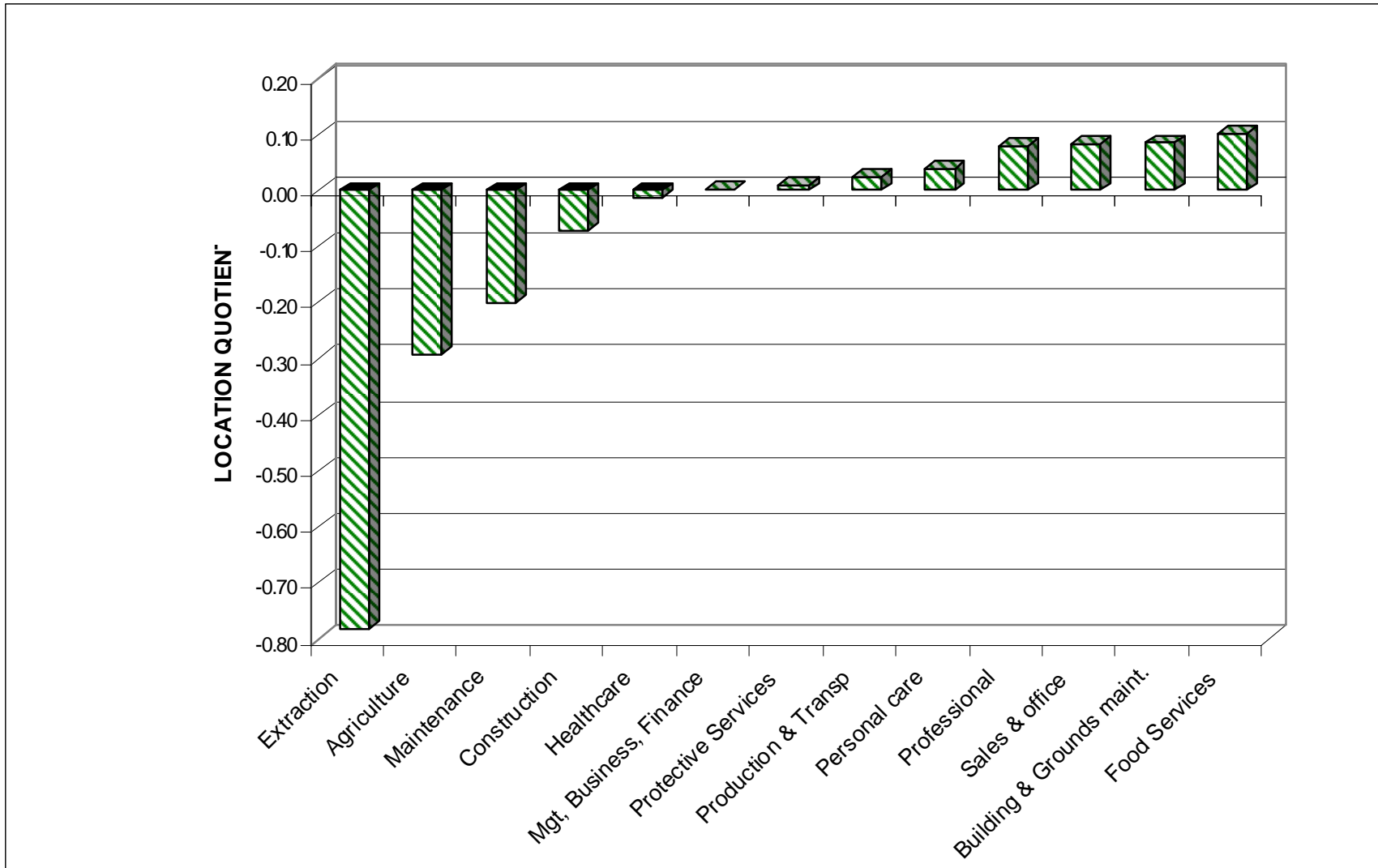
ROSWELL MAINSTREET – Community Economic Assessment

TABLE 7: LOCATION QUOTIENT: ROSWELL EMPLOYMENT, BY BUSINESS OWNERSHIP, IN RELATION TO CHAVES COUNTY, THE SE NEW MEXICO REGION, AND NEW MEXICO; CHAVES COUNTY IN RELATION TO THE SE NM REGION AND NEW MEXICO; AND THE SE NM REGION IN RELATION TO NEW MEXICO

	ROSWELL			CHAVES COUNTY		SE NM REGION
	Chaves County	SE NM Region	New Mexico	SE NM Region	New Mexico	New Mexico
Base Geography						
Private for-profit wage and salary workers	1.00	0.99	1.10	0.99	1.09	1.11
Employee of private company	1.01	0.99	1.10	0.98	1.09	1.11
Self-employed in own incorporated business	0.80	0.95	0.97	1.19	1.21	1.02
Private not-for-profit wage and salary workers	1.06	0.95	0.79	0.90	0.75	0.83
Local government workers	1.05	0.85	0.81	0.81	0.77	0.95
State government workers	1.02	1.33	1.14	1.30	1.11	0.86
Federal government workers	1.02	1.05	0.42	1.03	0.41	0.40
Self-employed workers in own not incorporated business	0.91	0.95	0.94	1.04	1.04	0.99
Unpaid family workers	0.70	0.77	1.10	1.10	1.56	1.42

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

FIGURE 2: ROSWELL 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.

FIGURE 3: REGIONAL TRADE AREA

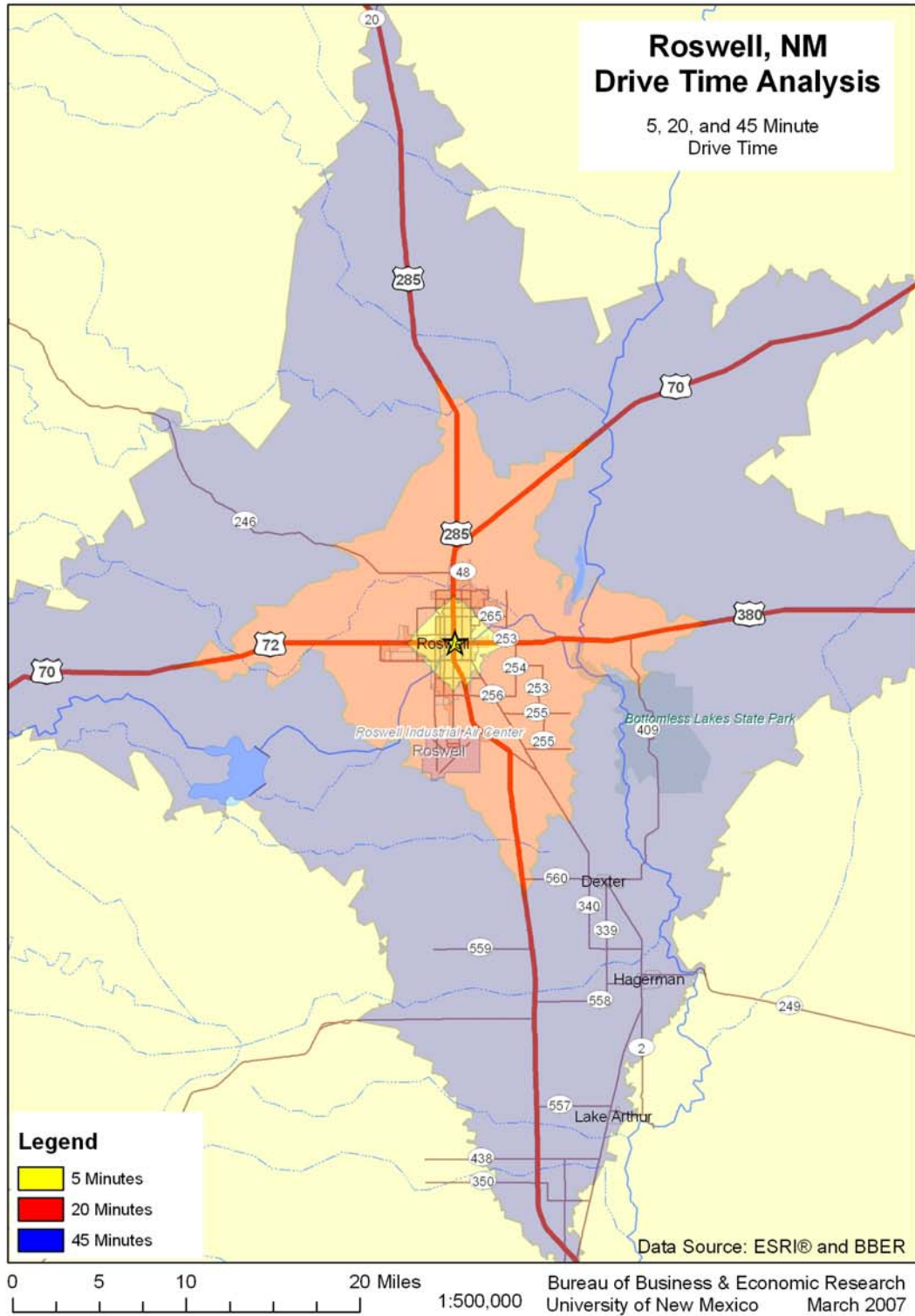


TABLE 8: REGIONAL TRADE AREA

Roswell Regional Trade Area

Center Point: 100-200 Block W 2nd St	Drive Time (Minutes)		
	0 - 5	0 - 20	0 - 45
Population by Age (2006):			
Total	31,194	55,219	62,211
0-4	2,447	4,065	4,623
5-9	2,130	3,628	4,173
10-14	2,211	3,931	4,553
15-19	2,418	4,363	4,952
20-29	4,803	8,058	9,008
30-39	3,433	5,900	6,740
40-49	4,063	7,466	8,518
50-64	4,996	9,395	10,531
65-85	3,815	7,039	7,683
85+	878	1,374	1,430
Median Age	34.4	36.0	35.5
Projected Population Growth by Age Cohort, 2006-2011 (%)			
Total	0.0%	0.1%	0.1%
0-4	1%	0%	1%
5-9	0%	0%	0%
10-14	-4%	-6%	-6%
15-19	-1%	-3%	-3%
20-29	-6%	-4%	-3%
30-39	6%	5%	5%
40-49	-8%	-10%	-10%
50-64	13%	14%	14%
65-85	-5%	-4%	-4%
85+	5%	8%	9%
Median Age (2011 Projection)	34.9	36.5	36.1
Households			
Households	12,201	20,738	22,962
Family Households	7,724	14,249	16,011
Average Household Size	2.47	2.57	2.62
Race			
White	21,009	39,498	44,377
Black	793	1,220	1,261
American Indian, Eskimo, Aleut	397	670	713
Asian or Pacific Islander	242	393	411
Other	7,615	11,660	13,458
Two or More Races	1,139	1,777	1,992
Hispanic Origin	15,998	25,032	28,860
Gender			
Male	15,219	27,108	30,718
Female	15,974	28,109	31,494

ROSWELL MAINSTREET – Community Economic Assessment

TABLE 8: REGIONAL TRADE AREA, CONTINUED

Center Point: 100-200 Block W 2nd St

Drive Time (Minutes)

	0 - 5	0 - 20	0 - 45
Income			
Median Household Income	\$29,038	\$33,105	\$33,384
Median Family Income	\$33,947	\$38,626	\$38,814
Median Disposable Income	\$25,534	\$28,678	\$28,880
Average Household Income	\$40,025	\$46,350	\$46,346
Average Family Income	\$45,129	\$51,973	\$51,785
Per Capita Income	\$16,033	\$17,866	\$17,601
Households by Disposable Income (1)			
< \$15,000	28.5%	23.7%	23.4%
\$15,000-\$24,999	20.2%	18.8%	18.8%
\$25,000-\$34,999	17.2%	16.6%	16.7%
\$35,000-\$49,999	16.0%	17.2%	17.5%
\$50,000-\$74,999	11.9%	15.2%	15.4%
\$75,000-\$99,999	3.4%	4.3%	4.3%
\$100,000-\$149,999	1.7%	2.5%	2.5%
\$150,000-\$199,999	0.5%	0.7%	0.7%
\$200,000+	0.7%	0.9%	0.9%
Households by Net Worth			
< \$15,000	39.6%	35.6%	35.7%
\$15,000-\$34,999	9.7%	9.2%	9.3%
\$35,000-\$49,999	5.3%	5.1%	5.2%
\$50,000-\$74,999	6.4%	6.4%	6.4%
\$75,000-\$99,999	6.6%	6.3%	6.3%
\$100,000-\$149,999	7.0%	7.5%	7.5%
\$150,000-\$249,999	8.9%	9.8%	9.7%
\$250,000-499,999	7.9%	9.7%	9.8%
500,000 +	8.5%	10.5%	10.3%
Median Net Worth	\$36,557	\$50,201	\$49,398

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

**TABLE 8: REGIONAL TRADE AREA, CONTINUED
CONSUMER EXPENDITURES (2006)**

Retail Goods Total	181,172,992	355,478,208	393,959,534
Apparel	14,652,662	22,811,181	31,290,325
Men`s Apparel	2,788,975	5,399,644	5,965,249
Women`s Apparel	4,469,875	4,469,875	9,491,623
Children`s Apparel	2,669,174	5,151,243	5,746,439
Infant Apparel (Under 2 Years)	790,373	1,489,913	1,662,689
Footwear	1,400,782	1,400,782	2,989,861
Watches & Jewelry	1,201,587	2,393,300	2,652,326
Apparel Products & Services	1,331,896	2,506,423	2,782,137
Computer			
Computers & Hardware for Home Use	1,515,329	2,956,594	3,273,960
Software & Accessories for Home Use	215,138	414,361	459,409
Entertainment/Recreation	22,746,062	45,273,576	50,066,682
Fees & Admissions	3,874,660	7,803,284	8,605,923
Membership Fees	1,067,863	2,177,216	2,392,148
Fees for Participant Sports excluding Trips	747,994	1,505,621	1,663,188
Admission to Movies/Theater/Opera/Ballet	953,956	1,851,953	2,045,037
Admission to Sporting Events excluding Trips	358,824	724,267	801,822
Fees for Recreational Lessons	746,023	1,544,227	1,703,728
TV/Video/Sound Equipment	7,936,863	21,620,598	15,525,766
Community Antenna or Cable TV	4,556,534	15,164,397	9,595,554
Color TVs	868,680	1,689,046	1,878,395
VCRs/Video Cameras & DVD Players	274,219	533,882	592,204
Video Cassettes & DVDs	360,866	689,257	766,802
Video Game Hardware & Software	240,298	464,194	516,016
Satellite Dishes	14,699	29,947	33,653
Rental of Video Cassettes & DVDs	442,305	824,423	917,689
Sound Equipment	1,134,391	2,142,553	1,134,391
Rental/Repair of TV/VCR/Sound Equipment	44,871	82,899	91,060
Pets	3,180,429	6,497,217	7,208,034
Toys & Games	1,377,748	2,699,258	2,984,208
Recreational Vehicles & Fees	2,684,968	5,807,460	6,457,923
Sports/Rec/Exercise Equipment	1,172,148	2,351,391	2,605,719
Photo Equipment/Supplies	980,232	1,920,848	2,119,645
Film Processing	294,361	577,793	637,166
Reading	1,539,014	3,029,720	3,320,993
Food at Home	39,405,241	69,827,705	77,389,478
Bakery & Cereal Products	5,280,036	10,197,369	11,291,580
Meat/Poultry/Fish/Eggs	9,708,610	18,607,277	20,640,518
Dairy Products	3,922,567	18,607,277	8,381,566
Fruit & Vegetables	6,198,370	11,936,813	13,235,161
Snacks/Other Food	11,179,041	21,517,046	23,840,653
Nonalcoholic Beverages	3,116,617	6,006,789	6,657,371
Food Away from Home	23,611,648	45,580,262	50,503,587
Alcoholic Beverages	3,960,768	3,960,768	8,204,877
Financial			
Investments	25,207,247	52,756,965	58,119,866
Vehicle Loans	43,743,082	86,095,686	96,139,448

TABLE 8: REGIONAL TRADE AREA, CONTINUED
CONSUMER EXPENDITURES (2006) continued

Health	29,190,688	56,641,046	62,295,461
Nonprescription Drugs	892,250	1,706,465	1,880,063
Prescription Drugs	4,916,685	9,426,093	10,333,138
Eyeglasses & Contact Lenses	624,846	1,235,317	1,358,757
Housing	93,255,919	184,134,691	204,245,947
Mortgage Payment & Basics	51,881,755	108,420,236	120,593,800
Maintenance & Remodeling Services	11,475,712	24,227,067	26,689,897
Maintenance & Remodeling Materials	2,433,087	5,138,224	5,681,601
Utilities/Fuel/Public Services	31,896,266	61,634,053	68,178,904
Telephone Services	10,843,452	20,718,246	22,971,306
Household Furnishings & Equipment	13,030,073	25,953,880	28,792,717
Household Textiles	899,126	1,780,479	1,970,663
Furniture	4,173,921	8,271,632	9,187,850
Floor Coverings	502,176	1,056,664	1,166,747
Major Appliances	2,000,844	4,003,792	4,440,102
Housewares	564,332	1,130,413	1,253,365
Small Appliances	268,921	524,766	578,161
Luggage	65,803	131,100	144,535
Telephones & Accessories	159,451	304,495	337,810
Household Services & Supplies			
Computer Information Services	1,163,495	2,286,074	2,531,607
Child Care	2,585,188	5,042,663	5,617,139
Lawn & Garden	3,111,372	6,449,483	7,115,037
Moving/Storage/Freight Express	339,258	642,120	718,919
Housekeeping Services	850,713	1,743,391	1,921,236
Housekeeping Supplies	5,558,316	11,957,868	11,957,868
Miscellaneous			
Personal Care Products	3,281,401	3,281,401	6,970,027
School Books & Supplies	909,842	1,606,380	1,774,849
Smoking Products	3,960,768	3,960,768	8,204,877
Insurance			
Owners & Renters	3,303,892	6,653,418	7,365,046
Vehicle	9,903,027	9,903,027	21,521,299
Health	14,385,927	27,918,870	30,678,935
Life & Other Personal	4,751,576	9,587,045	25,207,247
Transportation (Local)			
Transportation-Vehicle Purchases (Net Outlay)	42,886,958	84,680,695	94,237,463
Transportation - Gasoline & Motor Oil	13,680,568	26,744,570	29,736,715
Vehicle Maintenance & Repairs	7,520,266	14,732,082	16,359,012
Travel	12,200,934	24,347,712	26,822,824
Airline Fares	2,566,883	5,100,413	5,623,932
Travel - Lodging on Trips	2,683,309	5,456,183	5,995,255
Auto/Truck/Van Rental on Trips	281,860	574,623	633,635
Travel - Food & Drink on Trips	3,169,206	6,306,664	6,953,223

Source: ESRI, 2006 Estimates & Projections.

ROSWELL MAINSTREET – Community Economic Assessment

TABLE 9: ROSWELL BUSINESSES BY INDUSTRY, BY LOCAL GEOGRAPHY, 2005

INDUSTRY	MS ¹	ROSWELL ²	MS% ³	COUNTY ⁴	TOTAL ⁵
Agriculture, Forestry	3	32	9%	52	87
Mining	27	27	50%	5	59
Utilities	2	2	50%	8	12
Construction	15	103	13%	29	147
Manufacturing	14	41	25%	8	63
Wholesale trade	14	48	23%	15	77
Retail Trade	71	130	35%	23	224
Transportation & Warehousing	6	45	12%	23	74
Information	10	12	45%	3	25
Finance & Insurance	59	38	61%	8	105
Real Estate, Rental & Leasing	25	40	38%	5	70
Prof, Scientific, Tech Services	53	47	53%	13	113
Mgt of Companies	5	1	83%	1	7
Administrative & Support Services	16	34	32%	11	61
Educational Services	5	28	15%	7	40
Health Care and Social Assistance	41	116	26%	10	167
Arts, Entertainment and Recreation	5	7	42%	10	22
Accommodations & Food Services	28	81	26%	14	123
Other Services	42	87	33%	28	157
Public Administration	14	23	38%	30	67
Other		7			7
TOTAL	455	949	32%	303	1,707

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.

ROSWELL MAINSTREET – Community Economic Assessment

TABLE 10: ROSWELL EMPLOYMENT BY INDUSTRY, IN MAINSTREET AREA, 2005

INDUSTRY	MS ¹	ROSWELL ²	MS% ³	COUNTY ⁴	TOTAL ⁵
Agriculture, Forestry	20	481	4%	995	1,496
Mining	229	269	46%	28	526
Utilities	40	5	90%	76	120
Construction	149	930	14%	158	1,237
Manufacturing	56	1,003	5%	77	1,136
Wholesale trade	154	476	24%	104	734
Retail Trade	739	1,903	28%	92	2,733
Transportation & Warehousing	187	608	24%	200	995
Information	91	151	38%	30	273
Finance & Insurance	442	121	78%	21	585
Real Estate, Rental & Leasing	84	113	43%	8	205
Prof, Scientific, Tech Services	221	264	46%	37	523
Mgt of Companies	34	8	81%	0	43
Administrative & Support Services	112	184	38%	29	325
Educational Services	549	1,355	29%	325	2,228
Health Care and Social Assistance	1,072	2,266	32%	142	3,479
Arts, Entertainment and Recreation	29	119	19%	137	285
Accommodations & Food Services	970	1,520	39%	113	2,604
Other Services	204	313	39%	78	595
Public Administration	189	383	33%	432	1,004
Other		1			1
TOTAL	5,570	12,471	31%	3,083	21,125

1 MainStreet District.

2 Town, not including MainStreet District.

3 MainStreet District as a percentage of entire town.

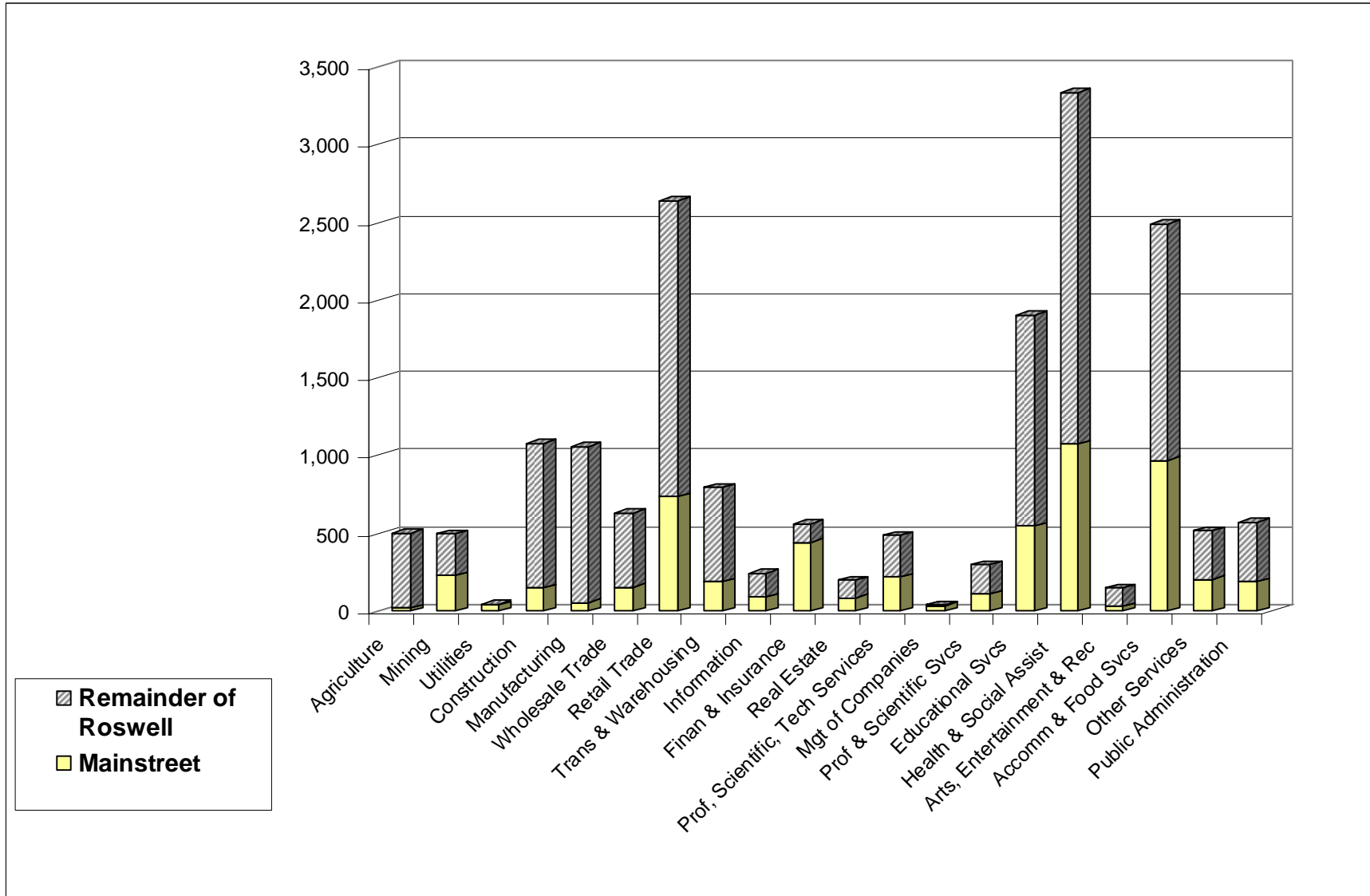
4 County, not including town.

5 County total.

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

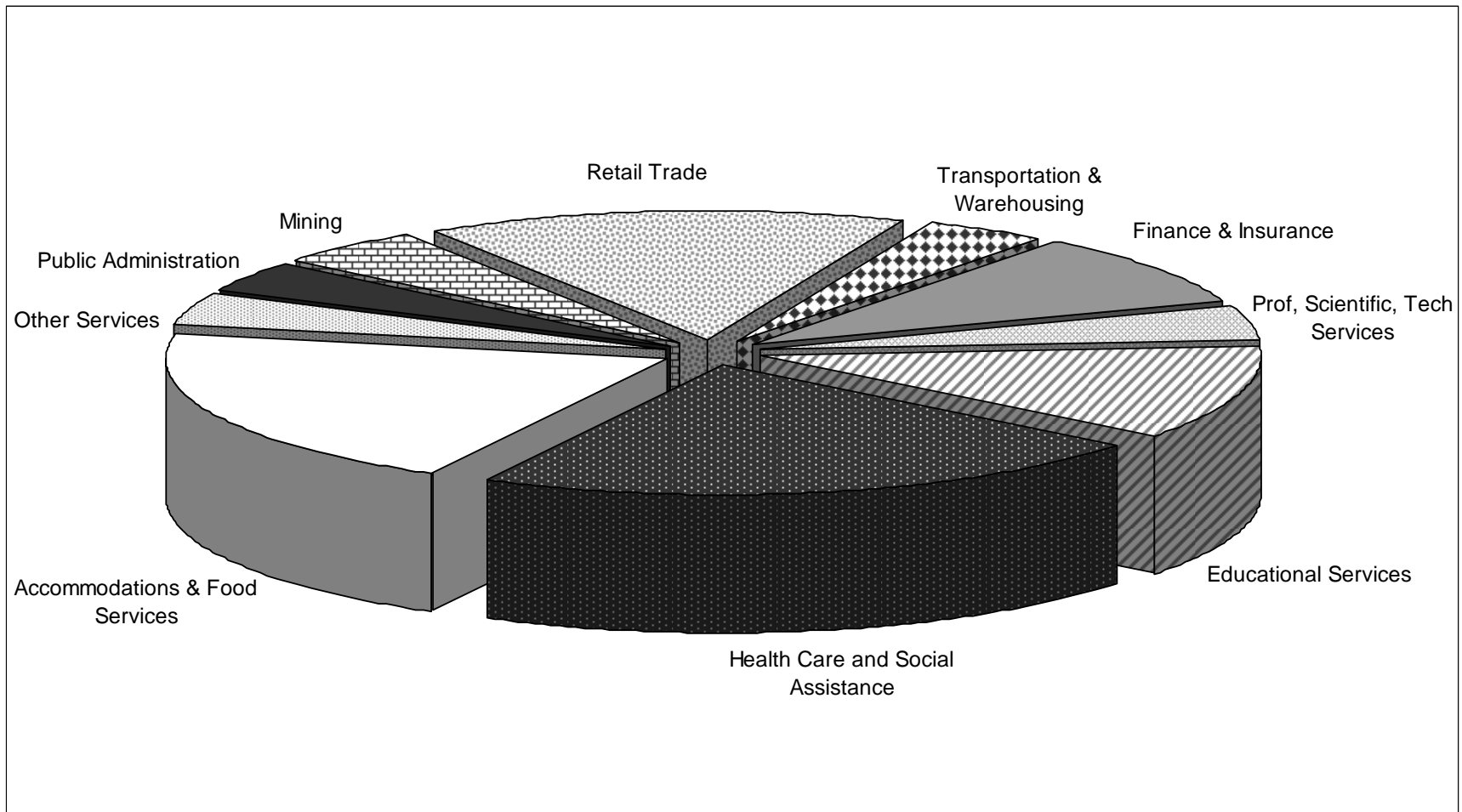
ROSWELL MAINSTREET – Community Economic Assessment

FIGURE 4: ROSWELL EMPLOYMENT BY INDUSTRY AND LOCAL GEOGRAPHY, 2005



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

FIGURE 5: ROSWELL EMPLOYMENT IN MAINSTREET AREA, BY INDUSTRY, 2005



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

ROSWELL MAINSTREET – Community Economic Assessment

TABLE 11: ROSWELL AVERAGE WAGES BY INDUSTRY, IN MAINSTREET AREA, 2005

INDUSTRY	MS ¹	ROSWELL ²	COUNTY ³	TOTAL ⁴
Agriculture, Forestry	33,253	22,964	26,100	25,189
Mining	37,385	39,034	14,536	37,011
Utilities	59,448	24,233	25,283	36,458
Construction	33,450	27,627	26,234	28,152
Manufacturing	16,614	31,237	33,337	30,660
Wholesale trade	21,728	31,539	29,170	29,149
Retail Trade	22,896	19,640	23,136	20,638
Transportation & Warehousing	52,224	24,840	43,675	33,768
Information	34,285	24,867	28,319	28,403
Finance & Insurance	36,293	32,838	30,369	35,361
Real Estate, Rental & Leasing	23,072	18,386	8,652	19,926
Prof, Scientific, Tech Services	37,166	37,781	29,863	36,956
Mgt of Companies	70,294	30,121	22,824	62,455
Administrative & Support Services	26,777	20,762	24,409	23,166
Educational Services	31,715	33,046	32,169	32,591
Health Care and Social Assistance	18,687	34,232	37,808	29,590
Arts, Entertainment and Recreation	10,285	8,696	17,724	13,210
Accommodations & Food Services	9,882	9,974	10,108	9,946
Other Services	20,318	17,023	25,019	19,200
Public Administration	39,182	39,062	35,486	37,545
Other		25,880		25,880
TOTAL	25,337	26,368	28,857	26,460

1 MainStreet District.

2 Town, not including MainStreet District.

3 County, not including town.

4 County total.

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

ROSWELL MAINSTREET – Community Economic Assessment

TABLE 12: ROSWELL EMPLOYMENT BY 3-DIGIT RETAIL & SERVICE SUBSECTOR, IN MAINSTREET AREA, 2005

INDUSTRY	MS ¹	ROSWELL ²	MS% ³	COUNTY ⁴	TOTAL ⁵
Merchant Wholesalers, Durable Goods	55	117	32%	15	187
Merchant Wholesalers, Nondurable Goods	91	351	21%	83	525
Wholesale Electronic Markets	8	8	48%	6	22
Motor Vehicle & Parts Dealers	143	266	35%	8	417
Furniture & Home Furnishings Stores	10	16	38%		26
Electronics & Appliance Stores	5	37	11%		41
Building Material, Garden Equipment Dealers	63	177	26%	14	254
Food & Beverage Stores	150	148	50%	28	326
Health & Personal Care Stores	88	38	70%		125
Gasoline Stations	95	144	40%	36	275
Clothing & Clothing Accessories Stores	31	52	38%		83
Sporting Goods, Hobby, Book, & Music Stores	15	57	21%		73
General Merchandise Stores	91	693	12%		784
Miscellaneous Store Retailers	29	128	18%	6	162
Nonstore Retailers	19	148	11%		167
Air Transportation	1		100%		1
Truck Transportation		192		134	326
Transit and Ground Passenger Transport		91		33	124
Pipeline Transportation	29		100%	14	43
Support Services for Transportation	2	278	1%	18	298
Postal Service	135	1	99%		137
Couriers and Messengers	20	45	31%	1	66
Publishing Industries	11	59	16%	5	75
Motion Picture & Sound Recording Industries		30			30
Broadcasting (except Internet)	19	20	49%		39
Telecommunications	56	35	62%		91
Internet Service Providers & Data Processing Svcs	3	6	35%	1	10
Other Information Services	2	2	55%	24	28
Credit Intermediation & Related Activities	309	75	81%	12	396
Securities, Commodity Contracts & Fin Investments	59	9	87%		67
Insurance Carriers & Related Activities	72	38	65%	7	117
Funds, Trusts, and Other Financial Vehicles	3	0	100%	2	5
Real Estate	66	86	43%	8	160

ROSWELL MAINSTREET – Community Economic Assessment

TABLE 12: ROSWELL EMPLOYMENT BY 3-DIGIT RETAIL & SERVICE SUBSECTOR, IN MAINSTREET AREA, 2005, CONTINUED

INDUSTRY	MS ¹	ROSWELL ²	MS% ³	COUNTY ⁴	TOTAL ⁵
Rental & Leasing Services	18	27	40%		44
Professional, Scientific, & Technical Services	221	264	46%	37	523
Management of Companies & Enterprises	34	8	81%	0	43
Administrative & Support Services	109	181	38%	29	319
Waste Management & Remediation Service	3	3	56%		6
Educational Services	549	1,355	29%	325	2,228
Ambulatory Health Care Services	591	731	45%	9	1,330
Hospitals		685			685
Nursing & Residential Care Facilities	5	514	1%	130	650
Social Assistance	476	336	59%	3	814
Performing Arts, Spectator Sports		3			3
Museums, Historical Sites	15		100%	24	39
Amusement, Gambling & Recreation Industries	14	116	11%	113	243
Accommodation		227		20	247
Food Services & Drinking Places	970	1,294	43%	93	2,357
Repair & Maintenance	80	90	47%	48	217
Personal & Laundry Services	72	69	51%	10	151
Religious, Grantmaking, Civic, Prof. Orgs	41	103	28%	3	147
Private Households	12	51	19%	17	80
Executive, Legislative & Gov't Support	38	43	47%	48	129
Justice, Public Order, and Safety Activities	77	177	30%	292	545
Administration of Human Resource Programs	12	2	86%	4	18
Admin of Environmental Quality Programs		156		54	211
Admin of Housing, Urban Pln & Community Dev'l	35	4	90%	1	40
Administration of Economic Programs	26	1	96%	25	52
National Security and International Affairs				9	9

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.

ROSWELL MAINSTREET – Community Economic Assessment

TABLE 13: ROSWELL AVERAGE WAGES BY 3-DIGIT RETAIL & SERVICE SUBSECTOR, IN MAINSTREET AREA, 2005

INDUSTRY	MS ¹	ROSWELL ²	COUNTY ³	TOTAL ⁴
Merchant Wholesalers, Durable Goods	23,744	33,537	28,881	30,284
Merchant Wholesalers, Nondurable Goods	18,346	30,393	27,617	27,861
Wholesale Electronic Markets	47,641	51,728	50,366	49,944
Motor Vehicle & Parts Dealers	29,677	29,351	24,492	29,372
Furniture & Home Furnishings Stores	12,711	20,003		17,202
Electronics & Appliance Stores	9,873	19,235		18,159
Building Material, Garden Equipment Dealers	20,732	22,704	19,399	22,027
Food & Beverage Stores	25,503	15,334	14,077	19,904
Health & Personal Care Stores	33,790	20,645		29,822
Gasoline Stations	17,288	14,689	22,700	16,638
Clothing & Clothing Accessories Stores	14,343	12,887		13,437
Sporting Goods, Hobby, Book, & Music Stores	10,056	9,483		9,603
General Merchandise Stores	15,082	16,360		16,211
Miscellaneous Store Retailers	15,214	27,908	76,868	27,431
Nonstore Retailers	18,453	21,957		21,566
Air Transportation	59,727			59,727
Truck Transportation		27,940	41,633	33,559
Transit and Ground Passenger Transport		12,538	18,638	14,152
Pipeline Transportation	57,019		68,956	60,928
Support Services for Transportation	9,141	26,554	85,784	30,032
Postal Service	50,566	16,830		50,257
Couriers and Messengers	60,350	26,008	27,283	36,439
Publishing Industries	27,275	22,531	46,754	24,887
Motion Picture & Sound Recording Industries		5,647		5,647
Broadcasting (except Internet)	26,183	28,322		27,280
Telecommunications	37,808	43,622		40,041
Internet Service Providers & Data Processing Svcs	58,452	27,139	70,586	40,992
Other Information Services	14,846	15,330	23,002	21,960
Credit Intermediation & Related Activities	36,178	28,637	26,162	34,451
Securities, Commodity Contracts & Fin Investments	51,818	66,271		53,696
Insurance Carriers & Related Activities	25,056	33,382	39,324	28,620
Funds, Trusts, and Other Financial Vehicles	9,758		25,032	16,577
Real Estate	24,233	20,574	8,652	21,486

ROSWELL MAINSTREET – Community Economic Assessment

TABLE 13: ROSWELL AVERAGE WAGES BY 3-DIGIT RETAIL & SERVICE SUBSECTOR, IN MAINSTREET AREA, 2005, CONTINUED

INDUSTRY	MS ¹	ROSWELL ²	COUNTY ³	TOTAL ⁴
Rental & Leasing Services	18,777	11,267		14,288
Professional, Scientific, & Technical Services	37,166	37,781	29,863	36,956
Management of Companies & Enterprises	70,294	30,121	22,824	62,455
Administrative & Support Services	26,835	20,794	24,409	23,187
Waste Management & Remediation Service	24,782	18,474		21,999
Educational Services	31,715	33,046	32,169	32,591
Ambulatory Health Care Services	18,509	45,089	32,762	33,206
Hospitals		41,155		41,155
Nursing & Residential Care Facilities	12,719	18,915	38,600	22,811
Social Assistance	18,977	19,920	16,991	19,359
Performing Arts, Spectator Sports		16,154		16,154
Museums, Historical Sites	13,833		22,574	19,230
Amusement, Gambling & Recreation Industries	6,412	8,514	16,692	12,208
Accommodation		10,527	13,300	10,753
Food Services & Drinking Places	9,882	9,877	9,418	9,861
Repair & Maintenance	21,038	19,807	30,286	22,574
Personal & Laundry Services	19,557	15,969	22,094	18,076
Religious, Grantmaking, Civic, Prof. Orgs	21,753	16,331	18,365	17,868
Private Households	15,175	14,953	13,111	14,587
Executive, Legislative & Gov't Support	37,944	28,379	25,531	30,165
Justice, Public Order, and Safety Activities	44,710	33,007	35,808	36,149
Administration of Human Resource Programs	60,299	30,269	62,648	57,548
Admin of Environmental Quality Programs		49,068	36,358	45,797
Admin of Housing, Urban Pln & Community Dev'l	22,552	29,718	25,029	23,334
Administration of Economic Programs	36,973	62,492	42,638	40,150
National Security and International Affairs			42,127	42,127

1 MainStreet District.

2 Town, not including MainStreet District.

3 County, not including town.

4 County total.

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

FIGURE 6: LOCAL TRADE AREA

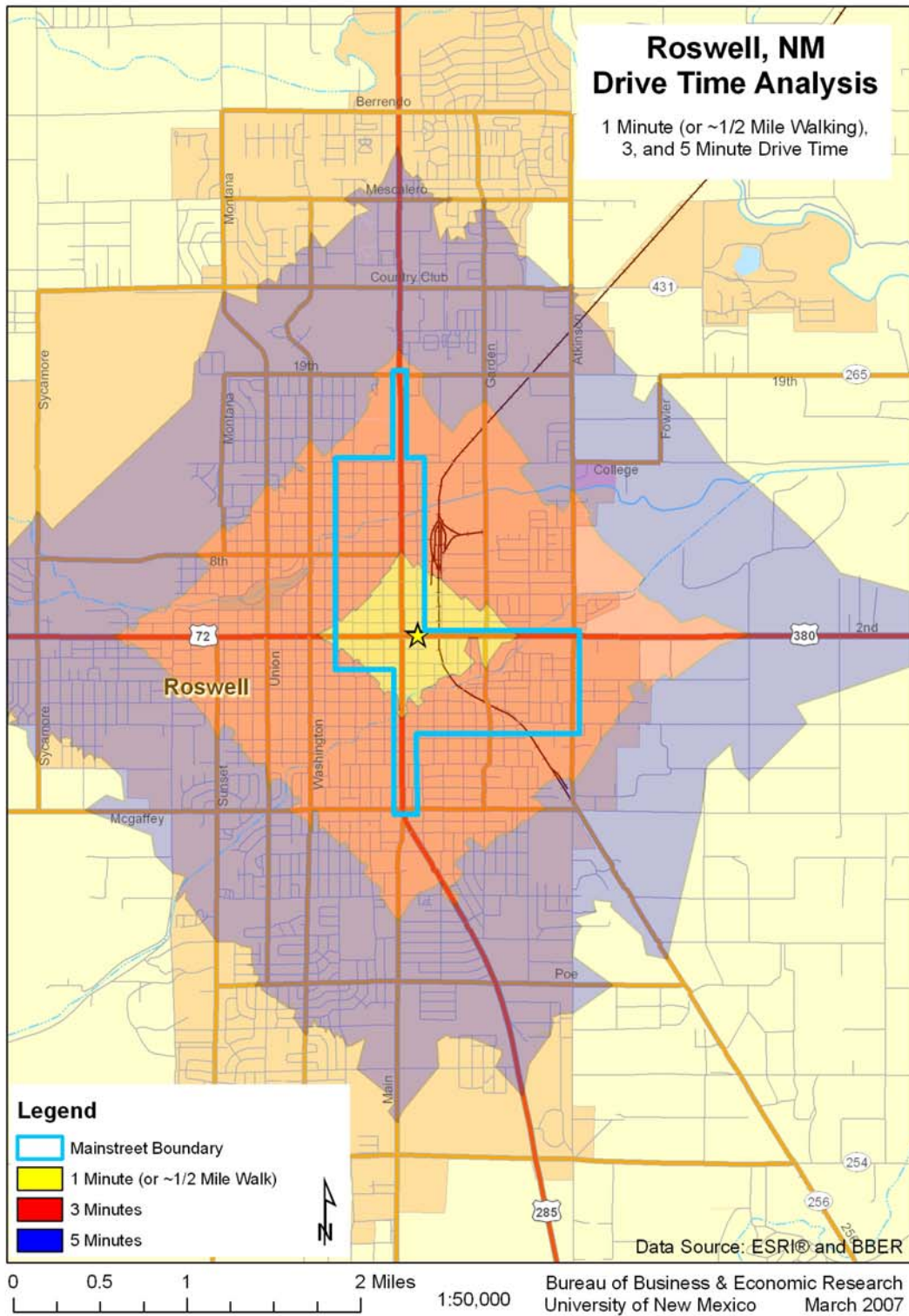


TABLE 14: LOCAL TRADE AREA

Roswell Local Market Area

Center Point: 100-200 Block W 2nd St

	Drive Time (Minutes)		
	0 - 1	0 - 3	0 - 5
Population by Age (2006):			
Total	605	13,349	30,961
0-4	48	1,100	2,438
5-9	45	956	2,124
10-14	41	961	2,200
15-19	44	1,174	2,405
20-29	92	2,177	4,784
30-39	65	1,499	3,415
40-49	77	1,771	4,030
50-64	122	2,121	4,958
65-85	60	1,359	3,758
85+	11	231	849
Median Age	34.4	32.0	34.3
Projected Population Growth by Age Cohort, 2006-2011 (%)			
Total	3.7%	0.5%	0.1%
0-4	2%	-1%	1%
5-9	2%	0%	0%
10-14	0%	-1%	-4%
15-19	-2%	3%	-1%
20-29	-4%	-10%	-6%
30-39	11%	8%	6%
40-49	-8%	-9%	-8%
50-64	16%	15%	13%
65-85	7%	-3%	-5%
85+	9%	11%	5%
Median Age (2011 Projection)	35.5	32.9	34.8
Households			
Households	236	4,938	12,121
Family Households	152	3,105	7,687
Average Household Size	2.55	2.58	2.47
Race			
White	407	8,508	20,799
Black	10	297	791
American Indian, Eskimo, Aleut	8	214	396
Asian or Pacific Islander	2	121	239
Other	155	3,644	7,607
Two or More Races	23	565	1,129
Hispanic Origin	359	7,592	15,961
Gender			
Male	298	6,748	15,119
Female	307	6,601	15,842

ROSWELL MAINSTREET – Community Economic Assessment

TABLE 14: LOCAL TRADE AREA, CONTINUED

Center Point: 100-200 Block W 2nd St

Drive Time (Minutes)

	0 - 1	0 - 3	0 - 5
Income			
Median Household Income	\$26,205	\$25,951	\$28,984
Median Family Income	\$35,000	\$30,713	\$33,908
Median Disposable Income	\$22,372	\$22,520	\$25,498
Average Household Income	\$38,596	\$37,780	\$39,963
Average Family Income	\$47,092	\$42,193	\$45,016
Per Capita Income	\$15,215	\$14,822	\$15,965
Households by Disposable Income (1)			
< \$15,000	33.3%	31.6%	28.5%
\$15,000-\$24,999	20.4%	22.3%	20.2%
\$25,000-\$34,999	13.3%	16.5%	17.1%
\$35,000-\$49,999	13.6%	13.9%	16.0%
\$50,000-\$74,999	10.7%	9.8%	11.8%
\$75,000-\$99,999	6.0%	3.3%	3.4%
\$100,000-\$149,999	2.3%	1.5%	1.7%
\$150,000-\$199,999	0.3%	0.6%	0.5%
\$200,000+	0.3%	0.6%	0.7%
Households by Net Worth			
< \$15,000	48.1%	44.9%	39.8%
\$15,000-\$34,999	8.3%	9.5%	9.7%
\$35,000-\$49,999	5.4%	5.3%	5.4%
\$50,000-\$74,999	5.6%	6.4%	6.4%
\$75,000-\$99,999	7.0%	6.2%	6.6%
\$100,000-\$149,999	7.2%	6.6%	7.0%
\$150,000-\$249,999	7.5%	7.6%	8.9%
\$250,000-499,999	4.9%	6.4%	7.9%
500,000 +	6.1%	7.2%	8.4%
Median Net Worth	\$18,287	\$23,290	\$36,124

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

**TABLE 14: LOCAL TRADE AREA, CONTINUED
CONSUMER EXPENDITURES (2006)**

Retail Goods Total	3,954,001	28,537,850	36,537,152
Apparel	322,698	1,417,449	2,697,010
Men`s Apparel	60,838	412,290	515,531
Women`s Apparel	98,741	98,741	824,428
Children`s Apparel	58,569	403,280	509,862
Infant Apparel (Under 2 Years)	17,283	119,468	150,380
Footwear	30,793	30,793	262,613
Watches & Jewelry	25,860	165,306	205,411
Apparel Products & Services	30,614	187,570	228,785
Computer			
Computers & Hardware for Home Use	30,900	220,878	277,481
Software & Accessories for Home Use	4,536	31,000	38,603
Entertainment/Recreation	479,929	3,464,409	4,427,870
Fees & Admissions	78,284	527,746	657,064
Membership Fees	21,538	147,073	184,301
Fees for Participant Sports excluding Trips	15,352	102,978	128,620
Admission to Movies/Theater/Opera/Ballet	19,467	130,406	160,320
Admission to Sporting Events excluding Trips	7,608	48,797	61,073
Fees for Recreational Lessons	14,319	98,492	122,750
TV/Video/Sound Equipment	176,369	1,704,066	1,334,877
Community Antenna or Cable TV	103,836	1,208,491	899,532
Color TVs	19,143	124,959	155,844
VCRs/Video Cameras & DVD Players	5,751	40,665	51,319
Video Cassettes & DVDs	7,728	54,317	68,534
Video Game Hardware & Software	5,312	35,014	43,845
Satellite Dishes	303	2,370	3,103
Rental of Video Cassettes & DVDs	9,662	65,326	81,000
Sound Equipment	23,641	166,356	23,641
Rental/Repair of TV/VCR/Sound Equipment	993	6,568	8,059
Pets	68,204	509,124	664,923
Toys & Games	29,247	209,530	266,976
Recreational Vehicles & Fees	52,666	456,193	618,764
Sports/Rec/Exercise Equipment	23,482	182,468	235,357
Photo Equipment/Supplies	19,831	144,614	182,401
Film Processing	6,050	44,236	56,101
Reading	31,846	226,242	284,524
Food at Home	885,348	5,696,363	7,220,367
Bakery & Cereal Products	118,872	824,499	1,045,375
Meat/Poultry/Fish/Eggs	221,268	1,543,681	1,958,062
Dairy Products	86,204	1,543,681	782,373
Fruit & Vegetables	138,411	954,246	1,202,679
Snacks/Other Food	250,650	1,758,061	2,231,878
Nonalcoholic Beverages	69,942	496,449	632,705
Food Away from Home	521,012	3,550,698	4,465,070
Alcoholic Beverages	93,215	93,215	845,967

TABLE 14: LOCAL TRADE AREA, CONTINUED

CONSUMER EXPENDITURES (2006) continued

Financial			
Investments	520,291	2,913,912	3,460,225
Vehicle Loans	966,489	7,110,445	9,201,959
Health			
Nonprescription Drugs	639,107	4,727,663	6,049,742
Prescription Drugs	19,915	141,579	179,671
Eye-glasses & Contact Lenses	113,287	827,387	1,061,596
	13,058	95,860	122,326
Housing			
Mortgage Payment & Basics	1,995,287	13,397,401	16,777,308
Maintenance & Remodeling Services	1,018,068	7,294,787	9,294,881
Maintenance & Remodeling Materials	224,938	1,637,659	2,098,422
Utilities/Fuel/Public Services	45,421	375,834	497,034
Telephone Services	726,689	4,992,135	6,330,545
	249,537	1,682,340	2,122,999
Household Furnishings & Equipment			
Household Textiles	273,120	1,932,632	2,453,019
Furniture	18,750	130,848	164,746
Floor Coverings	89,033	608,771	767,447
Major Appliances	9,723	65,723	82,309
Housewares	41,910	310,989	399,307
Small Appliances	11,936	85,663	109,579
Luggage	5,507	41,568	52,865
Telephones & Accessories	1,361	8,924	10,998
	3,537	23,266	28,950
Household Services & Supplies			
Computer Information Services	24,755	173,685	219,409
Child Care	52,788	348,453	430,086
Lawn & Garden	66,618	506,394	665,724
Moving/Storage/Freight Express	7,809	47,925	58,658
Housekeeping Services	17,654	117,118	145,690
Housekeeping Supplies	120,934	1,102,090	1,102,090
Miscellaneous			
Personal Care Products	74,112	74,112	632,985
School Books & Supplies	18,580	137,826	168,732
Smoking Products	93,215	93,215	845,967
Insurance			
Owners & Renters	70,594	515,022	662,358
Vehicle	216,732	216,732	1,954,365
Health	313,272	2,344,264	3,004,823
Life & Other Personal	103,444	747,935	520,291
Transportation (Local)			
Transportation-Vehicle Purchases (Net Outlay)	946,142	6,930,997	8,962,425
Transportation - Gasoline & Motor Oil	304,726	2,209,740	2,845,129
Vehicle Maintenance & Repairs	162,791	1,155,041	1,468,618
Travel			
Airline Fares	249,048	1,783,471	2,251,148
Travel - Lodging on Trips	52,082	357,123	443,613
Auto/Truck/Van Rental on Trips	54,853	393,113	499,652
Travel - Food & Drink on Trips	5,665	38,204	47,677
	64,562	471,241	596,862

Source: ESRI, 2006 Estimates & Projections.