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# Artesia MainStreet: Community Economic Assessment

Jeffrey Mitchell

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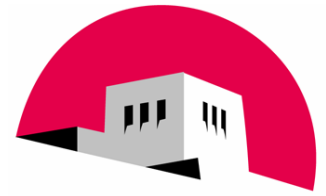
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University of New Mexico  
Bureau of Business and Economic Research

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# ARTESIA MAINSTREET: COMMUNITY ECONOMIC ASSESSMENT

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New Mexico MainStreet  
New Mexico Economic Development Department

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## ARTESIA– COMMUNITY ECONOMIC ASSESSMENT

1. **Demographics**<sup>1</sup>: Artesia's population is relatively stable, though slowly growing; the rate of growth of the Hispanic population far exceeds that of the White/non-Hispanic population; levels of educational attainment are very low.
  - a. Artesia's population grew by 3 percent between 1990 and 2000, below the 8.4 percent rate of growth in the SE New Mexico Region<sup>2</sup>, and well below the 20 percent growth of the statewide population. Significantly, despite the slow growth of the town's population, the age distribution of the town's residents remains relatively balanced, with a small decline among the children under 5 years old matched by a similar decline in the senior population.
  - b. The number of persons relocating from out-of-county to Artesia has remained stable between the 1985-1990 and 1995-2000 periods, in contrast to declining rates for Eddy County and the Southeast New Mexico Region. Indeed, as a result of these dynamics, the size of Artesia's work force has been growing, up by nearly 10 percent from 1990 to 2000.
  - c. Artesia's population is slightly less than one half White/non-Hispanic and one half Hispanic<sup>3</sup>; Black or African Americans and Native Americans comprise the remaining 3 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 Artesia's population that is Hispanic increased from 39 to 47 percent; the White/non-Hispanic population share of the population fell proportionately. The growing presence of the Hispanic population in Artesia is part of a broader trend that is evident throughout New Mexico and the U.S. Indeed, although the share of Artesia's population that is Hispanic slightly exceeds that of New Mexico (43 percent) and far exceeds that of the U.S. (14 percent), the 25 percent growth of the Hispanic population in Artesia 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. Notably, despite the overall growth of the Hispanic population in Artesia, this group is becoming far more integrated within the community. The number of persons who, by Census definitions, are linguistically isolated, declined from 5 to 2 percent between 1990 and 2000.
  - d. The level of educational attainment in Artesia is, by any standard, very low. As in all parts of the country and the state, the number of persons

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

<sup>2</sup> SE New Mexico Region in this report is defined as Eddy, Chaves, and Lea Counties.

<sup>3</sup> 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.

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without a high school degree has been declining, but in Artesia in 2000, 30 percent of the 25 years and older population had not completed high school (or earned a G.E.D.), compared to 24 percent in other parts of Eddy County, 21 percent in New Mexico, and 20 percent in the U.S. Even more pronounced is the limited achievement in higher education. In Artesia, only 16 percent of the 25 years and older population had earned a post-secondary degree, compared to nearly 20 percent in other parts of Eddy County and 29 percent in New Mexico.

2. **Housing**<sup>4</sup>: Based on available data through 2000, the supply of owner-occupied housing in Artesia is severely limited, resulting in sharp increases in housing costs and a decline in the rate of home ownership.
  - a. Between 1990 and 2000, the housing stock in Artesia increased by only 3 percent, slightly below the 5 percent increase in household formation; the increase was in the rental sector. The housing stock in Artesia is also very old: the median age of housing structures in Artesia was 38 years in Artesia in 2000, compared to 33 years in other parts of Eddy County and 23 years throughout New Mexico.
  - b. The consequences of slow housing construction in Artesia are not surprising. The value of owner-occupied housing increased by 6 percent in real terms during the 1990-2000 period, compared to real increases of 2 percent across New Mexico. Because of increasing housing values and stagnant wages, the cost of homeownership increased sharply, from 17.1 to 19.3 percent of median household income. Consequently, the rate of home ownership in Artesia fell from 69.4 to 68.1 percent; home ownership rates increased by 2 percent in both New Mexico and the U.S.
  - c. The stagnant supply of owner-occupied housing units and the increase in ownership costs were somewhat offset by the growth in the supply of rental units and, accordingly, an improvement in the affordability of rental housing.
3. **Income**<sup>5</sup>: Incomes in Artesia are below area and statewide averages.
  - a. Incomes in Artesia are low and, in real terms, flat. In 1999, average per capita income in Artesia was \$13,911, about 15 percent below the average for other parts of Eddy County (\$16,336) and 19 percent below the statewide average of \$17,261. Adjusting for inflation, the 1999 figure was about 0.5 percent less than in 1989; real incomes rose by 15 percent across New Mexico during the same period.
  - b. Low incomes in Artesia in 1999 (the most recent data for non-metropolitan areas) cannot be explained in terms of national economic patterns or oil prices that affect the regional economy. The rate of unemployment in Artesia in 1999 was below the statewide rate, and, though below prices

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<sup>4</sup> See Table 1 in the appendix

<sup>5</sup> Ibid

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during periods of Middle East turbulence, oil prices were up from previous lows.

- c. Rather, low average incomes are the result of persistent poverty among about 20 percent of Artesia's population. Between 1989 and 1999, poverty in other parts of Eddy County fell by 3.5 percentage points, to 17.1 percent, while New Mexico as a whole saw a decline to 18.4 percent. Further, to a greater extent than other parts of New Mexico and even Eddy County, low income households in Artesia saw a very sharp decline in public assistance, from 9 to 4 percent; in New Mexico as a whole the proportion of households receiving public assistance fell from 8 to 5 percent between 1989 and 1999<sup>6</sup>.

**4. Economy<sup>7</sup>:** For a small community of 11,000, Artesia's economy is diverse. The economy has strong 'base industries' (including oil & gas, utilities, construction, wholesale trade, transportation, federal government) that bring dollars into the community and strong retail and service sectors that recycle these dollars among local businesses. The weakness of the economy lies in its failure to provide adequate income for a sizeable minority of the population.

- a. Trade area: A map of the regional trade area is presented in Figure 3. Using standard regional economic measures based on population and economic activity, the outer limits of Artesia's trade area is estimated to be about a 20 minute drive from the town center, including most of northern Eddy County. However, geography tends to favor Artesia, as its central location with respect to communities in the southeastern region offers the town certain advantages. In general, Artesia is the regional market center for 'middle order' consumer goods and services such as clothing, groceries, auto repair and personal services<sup>8</sup>. Local and regional shoppers are somewhat more likely to go to larger cities, such as Roswell, for larger purchases. The advantages of Artesia's central location are more evident where transportation costs are determinant, such as the wholesale industry.
- b. Strengths: Base industries and retail provide a solid financial foundation for Artesia.

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<sup>6</sup> The number of households receiving public assistance fell in all parts of the U.S. following the 1996 implementation of welfare reform.

<sup>7</sup> See tables 3-8 and figures 1-3 in the appendix

<sup>8</sup> 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.

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- i. Base industries generated \$200 million in taxable gross receipts in Artesia, accounting for a net inflow of \$112 million in 2005.<sup>9</sup> This reflects continued and long term improvement – 2005 total taxable gross receipts were more than double those of 1989, adjusting for inflation. On a per capita basis, only oil & gas-rich Hobbs and Farmington, and Los Alamos, site of LANL, have greater financial inflows in New Mexico.
  - ii. Among the strongest sectors of Artesia’s economy are wholesale trade and transportation and warehousing, which generated an inflow of \$50 million in 2005. Comparing the performance of these sectors in Artesia with their relatively weak performance in Roswell and Carlsbad, it would appear that the community’s central location allows it to serve as a principal distribution center for the region.
  - iii. The retail sector, primarily discount or ‘Big Box’ retailers, also make a sizable contribution to Artesia’s economy, generating a net surplus of \$43 million in 2005. Together, net financial inflows associated with Artesia’s base industries and retail sector generate nearly \$3 million in gross receipts tax revenues for the town.
- c. Weaknesses: Strong industrial performance has not translated into income growth in Artesia, leaving more than 1 in 5 residents below the poverty line.
- i. Between 1989 and 1999 (the latest data for Artesia) average per capita incomes in Artesia, adjusted for inflation, fell slightly while incomes in the remainder of Eddy County and New Mexico as a whole increased by 13 percent and 15 percent, respectively. Stagnation of real earnings is not limited to the very poor – the median household income likewise fell during the 10 year period.
  - ii. Location quotients indicate the types of jobs found in the local economy, according to industry, type of employer, and occupations. A value of 1.00 (with a base geography of New Mexico) indicates that this employment in a given category is in proportion to New Mexico; a value less than 1.00 indicates that the employment category is less than proportionate and greater than 1.00 means that it is more than proportionate. Location quotients by industry show that employment in Artesia is relatively concentrated in mining, manufacturing and transportation – all high paying sectors – and that there are relatively few jobs in lower paying retail and services sectors. Similarly, a very large share of jobs in Artesia is created by private, for-profit firms, and very few jobs are with non-profit organizations and the public sector, again suggesting a tendency for relatively high wages. However,

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<sup>9</sup> ‘Base industries’ are those that market goods and services outside the local economy. Such industries draw revenues into the community and, to the extent that these revenues are effectively distributed and circulated, create and sustain local economic growth. Base industries include agriculture, mining, utilities, manufacturing, and some services.



location quotients for occupations may offer a partial explanation for low and stagnant wages in Artesia. These data show that management and professional employees are relatively few in Artesia, whether compared to the county, the region or, especially, the state. Likewise, higher paying service occupations, such as healthcare and protective services, are poorly represented in Artesia. Conversely, lower paying occupations such as administrative support, maintenance and material moving, are relatively plentiful. The overarching conclusion is that while Artesia features strong industries that draw substantial resources into the community, employment in these industries is mainly in lower-paying occupations, thus accounting for low average wages.

- 5. MainStreet<sup>10</sup>:** The economic structure of Artesia's downtown and the role that it plays in the overall economy is characteristic of a center of a much larger city. It offers a very solid foundation for the continued development of the MainStreet program.
- a. Artesia's MainStreet district is home to 22 percent of the town's businesses and 23 percent of the town's employment. MainStreet employers, on average, pay 17 percent higher wages than employers located in other parts of town.
  - b. Significantly, employers that predominate in the downtown area are engaged in business management and services. These employers include oil and gas companies and firms engaged in information, finance, insurance, administration and support services, and restaurants that are supported by these core businesses. The MainStreet district also has a number of small retail shops, although the vast majority of retail employment is concentrated in 'Big Box' outlets located outside downtown. Public institutions are all but absent from the downtown. This downtown structure is not characteristic of small towns in New Mexico (or other parts of the U.S.). In most small towns, private businesses have moved to office parks outside the downtown and public services and low-end retail have taken their place.
  - c. Compared to other towns in southeastern New Mexico (and most other parts of the state), the housing stock in downtown Artesia<sup>11</sup> is relatively sizeable (475 units, equal to about 10 percent of the total; 3 percent is typical for the region); fewer residential properties are very old and dilapidated, and the vacancy rate of 23 percent is lower than many towns, where commonly one-third or more of downtown housing units are empty.

## **6. Challenges and Opportunities**

- a. Where many towns face vacancies and disinvestment, Artesia has a significant step up in the development of its downtown. Artesia's

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<sup>10</sup> See tables 9-14 and figures 4-6 in the appendix

<sup>11</sup> In this section, 'downtown Artesia' encompasses areas within a 1 minute drive of the center of the MainStreet district, which is a radius of about ½ mile.

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advantages include a local economy that draws in much more activity than it leaks out, a location central to the Southeastern Region of New Mexico, and a well-established business community that provides stability to downtown markets.

- b. The establishment of the regional facilities of the Federal Law Enforcement Training Facility Center (FLETC) in Artesia provides the town, and the MainStreet district in particular, with a new market with significant potential. The Center trains rotations of about 200 young officers during brief stays in southeastern New Mexico; trainees receive stipends and have little time to travel outside the immediate area. Restaurants, cafes, drinking establishments and specialty retail would do well to establish strong relations with the FLETC facility.
- c. These factors offer Artesia MainStreet an opportunity to broaden the appeal of the downtown district. One possibility is to extend the life of the district into the evening and to weekends, maybe by encouraging the development of a hotel or other accommodations that provide a market for restaurants and other downtown services. Strong weekday trade serves to reduce the risks associated with the establishment of such businesses. Another option is for Artesia MainStreet to promote integration among southeastern New Mexico communities, possibly creating a regional destination for visitors interested in a multi-day excursion. As a central location in the region, Artesia would likely see the greatest benefits of a regional initiative.
- d. Perhaps the greatest challenge that Artesia faces is raising the standard of living of the 20 to 30 percent of the population near or below the poverty line. This is particularly important given the broad scope of socioeconomic change occurring throughout New Mexico and the southwestern U.S. Historically, a principal function of the downtown is to serve as a site of social development, where persons with diverse backgrounds form a common sense of community and place through daily interactions. Where this does not occur, downtowns can function instead as a site of contestation, where groups seek visibility. Artesia MainStreet can play a vital role in promoting the constructive use of downtown with the development of public space and facilities that involve a broader segment of the town's population. This may involve encouraging the development of parks, arts and entertainment facilities, and other spaces that may be attractive and useful to various segments of the local population.

## 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 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

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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**

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

	ARTESIA, NEW MEXICO			EDDY COUNTY, NM	SE NM REGION	NEW MEXICO
	1990	2000	Change (%)	2000	2000	2000
<b>POPULATION</b>						
Total Population	10,610	10,931	3%	51,658	168,551	1,819,046
Urban	100%	99%		75%	77%	75%
Rural	0%	1%		25%	23%	25%
Households	3,926	4,127	5%	19,410	61,689	678,032
Household Size (Average)	2.69	2.63	-2%	2.62	2.67	2.63
<b>AGE</b>						
Under 5 yrs	8%	8%		7%	7%	7%
5 to 17 y/o	22%	22%		22%	22%	21%
18 to 64 y/o	54%	56%		57%	57%	60%
65 yrs and over	15%	15%		15%	14%	12%
<b>RACE &amp; ETHNICITY</b>						
White	79%	71%		76%	72%	67%
Black or African American	1%	2%		2%	3%	2%
Native American	0%	1%		1%	1%	9%
Hispanic or Latino (of any race)	39%	47%		39%	41%	42%
Speak Spanish, linguistically isolated*†	5%	2%		2%	2%	2%
Speak other than Spanish, linguistically isolated*†	0%	0%		0%	0%	1%
<b>EDUCATIONAL ATTAINMENT</b>						
Population 25 yrs or older	6,494	6,679	3%	32,572	103,674	1,134,801
Less than high school graduate**	35%	30%		25%	28%	21%
High school graduate; and some college**	49%	54%		56%	52%	49%
Associate, bachelor's, or graduate degree**	15%	16%		19%	20%	29%
<b>MIGRATION</b>						
Moved since 1985/1995*	3,994	4,221	6%	19,329	65,221	731,488
Moved to new house in county since 1985/1995*	26%	27%		26%	26%	24%
Moved into county since 1985/1995*	15%	15%		14%	15%	20%
<b>TRAVEL TO WORK</b>						
Less than 15 minutes	73%	73%		59%	56%	40%
15-29 minutes	13%	19%		31%	35%	48%
More than 30 minutes	13%	8%		11%	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).



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

	ARTESIA, NEW MEXICO			EDDY COUNTY, NM	SE NM REGION	NEW MEXICO
	1990	2000	Change (%)	2000	2000	2000
<b>HOUSEHOLD INCOME &amp; POVERTY</b>						
Real per capita income (1999 dollars)	13,979	13,911	0%	15,823	14,980	17,261
Median household income (1999 dollars)	30,275	29,529	-2%	31,998	na	34,133
Households with earnings	71%	75%		76%	75%	80%
Households with social security income	35%	30%		30%	31%	25%
Households: with interest; dividends; or rental income	32%	23%		26%	26%	30%
Households with public assistance income	9%	4%		5%	6%	5%
Households with retirement income	11%	14%		16%	16%	17%
Persons below the poverty line	2,234	2,177	-3%	8,769	32,864	328,933
Poverty rate	21.4%	20.1%		17.2%	20.0%	18.4%
<b>LABOR CHARACTERISTICS</b>						
In labor force (population 16 yrs and over)	4,314	4,706	9%	22,104	69,767	834,632
Unemployment rate	7.1%	6.3%		6.8%	8.3%	7.2%
<b>HOUSING CHARACTERISTICS</b>						
Total housing units (#)	4,510	4,627	3%	22,249	71,301	780,579
Home ownership (%)	69%	68%		71%	70%	68%
Owner-occupied housing units	2,783	2,872	3%	14,401	44,683	474,435
Vacancy rate (for sale)		2.1%		4.0%	3.6%	2.5%
Renter-occupied housing units	1,133	1,237	9%	4,978	16,956	203,536
Vacancy Rate (for rent)		14.6%		18.4%	16.6%	11.6%
Median age of housing structures	28	38		34	na	23
<b>HOUSING AFFORDABILITY</b>						
Median value of owner-occupied housing (1999 dollars)	57,257	60,500	6%	60,900	na	94,600
Median costs of homeownership (% of income)	17.1%	19.3%		18.6%	na	22.2%
Median rent (1999 dollars)	366	354	-3%	394	na	503
Median cost of rental housing (% household income)	23.1%	22.7%		23.8%	na	26.6%

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

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

ARTESIA INDUSTRIES	TAXABLE GROSS RECEIPTS (2002 \$)		PULL FACTOR		NET GAIN/LOSS (2002 \$)		CHANGE (1989-2002)	
	1989	2002	1989	2002	1989	2002	TGR Real	Real Gain/Loss
<b>Mining</b>	14,881,000	11,533,109	236%	242%	8,568,473	6,760,418	-22%	(1,808,055)
<b>Contract Construction</b>	10,935,985	41,824,719	63%	197%	(6,351,597)	20,621,617	282%	26,973,214
<b>Manufacturing</b>	4,280,076	8,399,490	93%	228%	(301,659)	4,708,446	96%	5,010,105
<b>Transportation, Communications, Utilities</b>	21,689,591	19,251,092	138%	169%	6,012,202	7,844,023	-11%	1,831,821
<b>Wholesale Trade</b>	13,106,488	33,577,229	143%	406%	3,923,651	25,300,728	156%	21,377,077
Building Materials	2,469,891		138%		681,308			
Retail Food Stores	25,519,343	20,530,979	229%	227%	14,372,219	11,502,793	-20%	(2,869,426)
Motor Vehicle Dealers		1,850,146		167%		741,543		
Gasoline Service Stations	1,687,085	82,768	161%	9%	641,329	(858,492)	-95%	(1,499,821)
Misc Vehicle and Accessory Dealers	714,084		38%		(1,176,656)			
Apparel and Accessory Stores	3,493,036	2,571,313	110%	110%	327,902	239,069	-26%	(88,833)
Furniture and Home Furnishings	1,632,051	1,808,640	69%	114%	(736,391)	224,483	11%	960,873
Eating and Drinking Establishments	7,747,138	10,727,309	101%	140%	114,034	3,088,759	38%	2,974,725
Liquor Dispensers	954,452	219,606	40%	24%	(1,452,525)	(700,551)	-77%	751,974
Drug and Proprietary Stores	3,580,445		146%		1,135,955			
Misc Retailers (ALL)*	22,095,353	28,989,474	64%	83%	(12,686,234)	(5,921,864)	31%	6,764,370
<b>Total Retail Trade</b>	<b>74,549,286</b>	<b>82,339,843</b>	<b>121%</b>	<b>130%</b>	<b>13,025,198</b>	<b>19,200,620</b>	<b>10%</b>	<b>6,175,422</b>
<b>Finance, Insurance and Real Estate</b>		<b>17,740,534</b>		<b>487%</b>		<b>14,096,856</b>		
Hotels, Motels	2,609,474	1,855,070	87%	70%	(377,925)	(781,562)	-29%	(403,637)
Personal Services	2,220,468	2,482,828	109%	103%	184,713	73,727	12%	(110,986)
Misc Business Services	2,805,356	14,528,386	37%	186%	(4,840,725)	6,699,791	418%	11,540,516
Auto Rental and Repair	1,478,145	1,616,536	55%	59%	(1,208,597)	(1,144,559)	9%	64,038
Misc Repair Services	3,525,876	664,918	341%	71%	2,493,020	(265,127)	-81%	(2,758,147)
Amusement	149,555		20%		(617,146)			
Physicians and Dentists	4,577,257	3,809,480	85%	83%	(792,940)	(757,624)	-17%	35,316
Hospitals and Other Health Services		961,888		26%		(2,693,494)		
Legal Services	1,856,311	1,477,900	62%	58%	(1,152,133)	(1,069,743)	-20%	82,391
Educational Services		48,333		9%		(462,634)		
Misc Services	7,166,154	29,395,647	100%	165%	(1,055)	11,570,930	310%	11,571,984
Engineering and Architectural Services	1,541,805		68%		(739,989)			
<b>Total Services</b>	<b>28,468,043</b>	<b>64,971,323</b>	<b>60%</b>	<b>121%</b>	<b>(19,189,597)</b>	<b>11,067,496</b>	<b>128%</b>	<b>30,257,092</b>
<b>Total Taxable Gross Receipts</b>	<b>168,510,978</b>	<b>282,046,832</b>	<b>134%</b>	<b>165%</b>	<b>43,217,462</b>	<b>110,766,884</b>	<b>67%</b>	<b>67,549,422</b>

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

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

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

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

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

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

EDDY 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
<b>Mining</b>	<b>75,857,573</b>	<b>103,366,619</b>	<b>262%</b>	<b>403%</b>	<b>46,896,218</b>	<b>77,710,914</b>	<b>36%</b>	<b>30,814,696</b>
<b>Contract Construction</b>	<b>131,862,265</b>	<b>114,540,987</b>	<b>166%</b>	<b>100%</b>	<b>52,548,265</b>	<b>563,242</b>	<b>-13%</b>	<b>(51,985,023)</b>
<b>Manufacturing</b>	<b>12,759,384</b>	<b>31,148,330</b>	<b>61%</b>	<b>157%</b>	<b>(8,261,240)</b>	<b>11,307,041</b>	<b>144%</b>	<b>19,568,281</b>
<b>Transportation, Communications, Utilities</b>	<b>114,641,691</b>	<b>120,520,011</b>	<b>159%</b>	<b>197%</b>	<b>42,715,119</b>	<b>59,201,057</b>	<b>5%</b>	<b>16,485,939</b>
<b>Wholesale Trade</b>	<b>62,975,234</b>	<b>79,203,846</b>	<b>149%</b>	<b>178%</b>	<b>20,845,135</b>	<b>34,713,332</b>	<b>26%</b>	<b>13,868,197</b>
Building Materials	8,613,473	5,553,468	105%	125%	407,604	1,112,181	-36%	704,577
Retail Food Stores	85,769,433	54,701,168	168%	113%	34,627,346	6,169,953	-36%	(28,457,393)
Gasoline Service Stations	2,489,922	545,168	52%	11%	(2,307,919)	(4,514,598)	-78%	(2,206,679)
Misc Vehicle and Accessory Dealers	6,882,388	7,377,199	79%	85%	(1,792,172)	(1,266,585)	7%	525,587
Apparel and Accessory Stores	10,307,624	8,115,252	71%	65%	(4,213,747)	(4,421,776)	-21%	(208,029)
Furniture and Home Furnishings	10,292,465	8,835,981	95%	104%	(573,752)	320,308	-14%	894,060
Eating and Drinking Establishments	29,153,693	32,773,658	83%	80%	(5,866,359)	(8,287,536)	12%	(2,421,177)
Liquor Dispensers	8,678,771	3,207,121	79%	65%	(2,364,243)	(1,739,202)	-63%	625,041
Drug and Proprietary Stores	11,099,238	7,560,400	99%	127%	(115,882)	1,620,658	-32%	1,736,540
Misc Retailers (ALL)*	102,409,064	167,834,358	64%	89%	(57,165,991)	(19,832,315)	64%	37,333,676
<b>Total Retail Trade</b>	<b>290,749,225</b>	<b>317,143,591</b>	<b>103%</b>	<b>93%</b>	<b>8,481,775</b>	<b>(22,262,706)</b>	<b>9%</b>	<b>(30,744,480)</b>
<b>Finance, Insurance and Real Estate</b>	<b>6,730,522</b>	<b>24,472,922</b>	<b>35%</b>	<b>125%</b>	<b>(12,458,107)</b>	<b>4,886,250</b>	<b>264%</b>	<b>17,344,357</b>
Hotels, Motels	9,114,015	11,527,416	66%	81%	(4,591,926)	(2,645,860)	26%	1,946,066
Personal Services	8,268,532	7,984,046	89%	62%	(1,071,345)	(4,966,129)	-3%	(3,894,784)
Misc Business Services	11,198,528	35,563,661	32%	85%	(23,881,064)	(6,519,127)	218%	17,361,936
Auto Rental and Repair	11,667,654	12,034,703	95%	81%	(658,900)	(2,807,627)	3%	(2,148,727)
Misc Repair Services	9,671,199	6,928,464	204%	139%	4,932,541	1,928,988	-28%	(3,003,553)
Amusement	1,284,659	447,679	37%	18%	(2,232,901)	(2,087,095)	-65%	145,805
Physicians and Dentists	25,388,409	22,620,318	103%	92%	750,389	(1,930,250)	-11%	(2,680,639)
Hospitals and Other Health Services	23,219,874	10,690,469	146%	54%	7,286,449	(8,959,120)	-54%	(16,245,569)
Legal Services	5,681,548	4,101,924	41%	30%	(8,120,948)	(9,592,987)	-28%	(1,472,039)
Educational Services	234,323	226,729	17%	8%	(1,174,874)	(2,519,986)	-3%	(1,345,112)
Misc Services	25,558,564	262,229,281	78%	274%	(7,323,999)	166,412,117	926%	173,736,116
Engineering and Architectural Services	9,186,620	9,599,627	88%	87%	(1,282,065)	(1,385,617)	4%	(103,552)
<b>Total Services</b>	<b>140,893,597</b>	<b>401,115,312</b>	<b>64%</b>	<b>138%</b>	<b>(77,755,731)</b>	<b>111,354,088</b>	<b>185%</b>	<b>189,109,819</b>
<b>Total Taxable Gross Receipts</b>	<b>840,861,863</b>	<b>1,195,651,012</b>	<b>146%</b>	<b>130%</b>	<b>266,025,532</b>	<b>274,931,838</b>	<b>42%</b>	<b>8,906,307</b>

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

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

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

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

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

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**TABLE 4: ARTESIA TAXABLE GROSS RECEIPTS AND PULL FACTORS, 2005**

<b>ARTESIA</b>	<b>TAXABLE GROSS RECEIPTS and FOOD &amp; MEDICAL DEDUCTIONS (Thousands \$)</b>					<b>PULL FACTOR</b>					<b>NET GAIN/LOSS (Thousands \$)</b>				
	<b>2005</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>2005</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>2005</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
<b>Industries</b>															
<b>AGRIC, FORESTRY, FISHING &amp; HUNTING</b>	2,572	664	725	724	458	615%	719%	612%	684%	453%	2,154	572	607	619	357
<b>MINING</b>	24,297	3,331	6,534	7,104	7,328	299%	186%	338%	329%	329%	16,180	1,536	4,602	4,941	5,101
<b>UTILITIES</b>	21,593	4,645	4,359	6,056	6,532	226%	182%	215%	266%	241%	12,036	2,100	2,331	3,780	3,825
<b>CONSTRUCTION</b>	55,247	11,133	14,097	13,791	16,227	182%	172%	192%	174%	189%	24,948	4,670	6,755	5,878	7,645
<b>MANUFACTURING</b>	7,275	1,557	1,672	1,843	2,202	134%	131%	124%	132%	149%	1,863	371	319	452	721
<b>WHOLESALE TRADE</b>	59,479	14,309	14,793	16,308	14,070	469%	527%	464%	483%	413%	46,797	11,592	11,608	12,934	10,663
<b>RETAIL TRADE</b>	109,458	24,355	26,378	25,524	33,201	164%	162%	160%	156%	177%	42,831	9,316	9,861	9,196	14,458
Furniture & Home Furnishings Stores	982	241	251	250	240	55%	57%	54%	59%	50%	(808)	(181)	(218)	(172)	(237)
Automobile Dealers	2,074	432	526	436	680	172%	155%	167%	136%	235%	871	153	211	116	391
Auto Parts, Accessories & Tire Stores	1,182	527			655	64%	119%			139%	(679)	86			183
Grocery Stores	19,867	4,330	6,093	5,738	3,705	211%	207%	257%	264%	135%	10,472	2,235	3,719	3,565	953
Convenience Stores	1,271	284	272	379	336	721%	910%	585%	859%	617%	1,095	252	226	335	281
Pharmacies & Drug Stores	32				32	2%				8%	(1,373)				(353)
Clothing Assesory Stores	3,194	725	755	735	979	142%	145%	139%	138%	145%	944	226	213	202	303
Miscellaneous Store Retailers	57,753	12,461	11,759	11,819	21,715	151%	143%	124%	126%	205%	19,570	3,764	2,261	2,413	11,131
Other General Merchandise Stores	2,209	463	541	424	781	134%	126%	130%	109%	165%	561	95	125	33	307
Department Stores	8,012	2,444	3,234	2,334		260%	358%	504%	312%		4,935	1,762	2,593	1,586	
All Other Miscellaneous Stores	867	306	165	201	195	149%	247%	108%	139%	122%	286	182	12	57	35
Electronic Shopping & Mail Order Houses	6	6				8%	45%				(67)	(7)			
Miscellaneous Store Retailers (All)*	68,842	15,673	15,699	14,779	22,691	158%	158%	146%	138%	185%	25,066	5,803	4,991	4,089	11,474
<b>TRANSPORTATION AND WAREHOUSING</b>	5,039	1,308	1,120	1,056	1,556	252%	290%	223%	225%	271%	3,041	857	617	586	982
<b>INFORMATION AND CULTURAL INDUSTRIES</b>	8,015	2,472	1,623	2,077	1,843	182%	225%	155%	191%	157%	3,603	1,376	574	987	667
<b>FINANCE AND INSURANCE</b>	2,198	621	517	490	570	166%	184%	161%	153%	165%	873	284	195	170	225
<b>REAL ESTATE AND RENTAL AND LEASING</b>	1,967	508	546	402	511	59%	76%	63%	45%	54%	(1,391)	(159)	(314)	(482)	(435)
<b>PROF, SCIENTIFIC &amp; TECHNICAL SERVICES</b>	28,837	3,928	7,180	8,767	8,963	138%	71%	137%	178%	172%	7,939	(1,600)	1,941	3,847	3,750
Legal Services	1,601	473	348	355	425	60%	74%	52%	57%	57%	(1,078)	(169)	(321)	(267)	(321)
Management, Scientific, Technical Services	373		344	29		64%		275%	19%		(208)		219	(119)	
Scientific Research & Development Services	9	9				0%	0%				(6,337)	(2,180)			
<b>ADMIN &amp; SUPPORT, WASTE MGT &amp; REMED</b>	686	61	12	119	494	73%	30%	5%	50%	185%	(253)	(142)	(219)	(119)	227
<b>EDUCATIONAL SERVICES</b>	41				41	6%				24%	(634)				(131)
<b>HEALTH CARE AND SOCIAL ASSISTANCE</b>	3,912	918	1,156	952	885	38%	36%	42%	38%	34%	(6,492)	(1,614)	(1,611)	(1,531)	(1,738)

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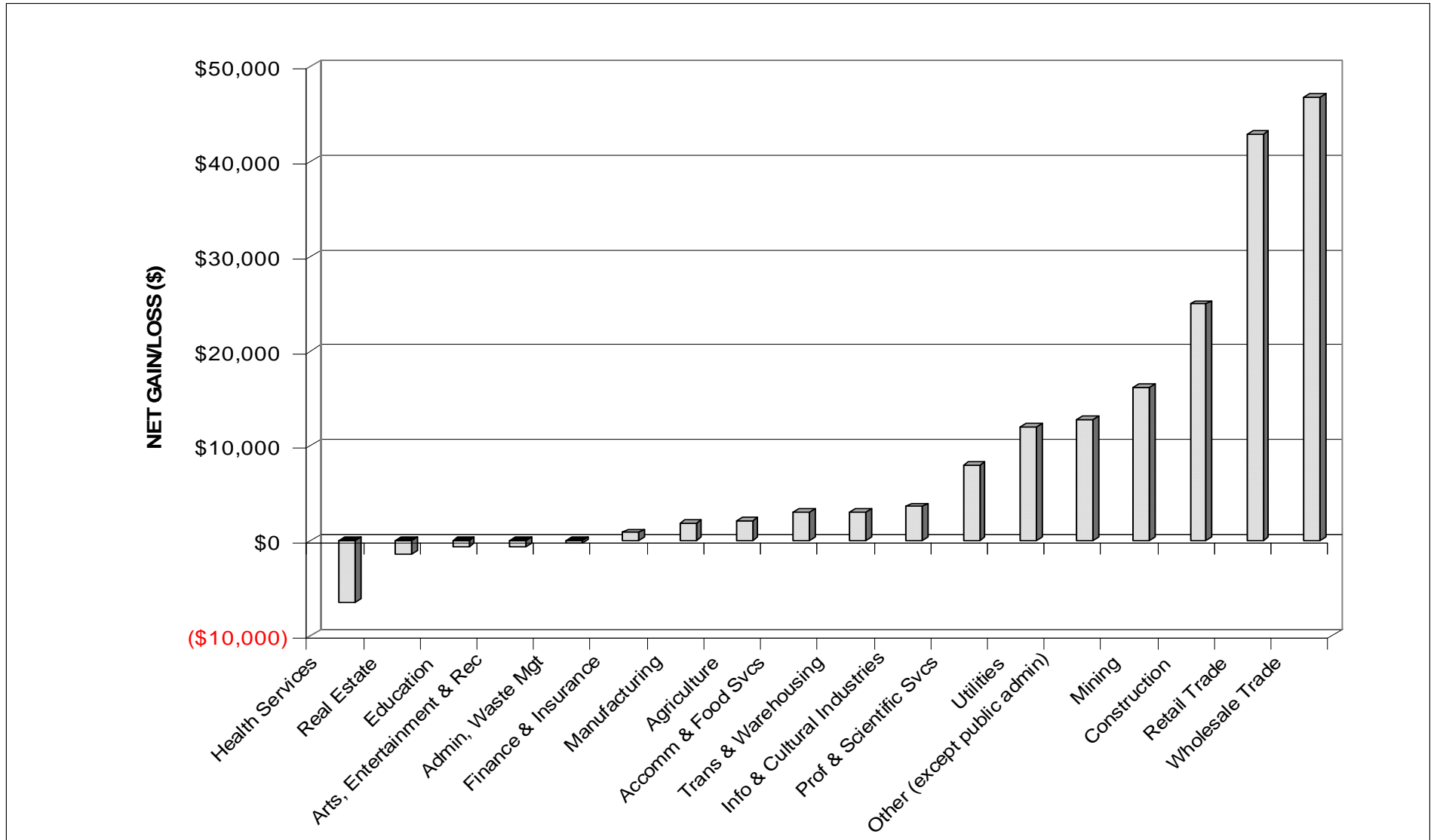
**TABLE 4: TAXABLE GROSS RECEIPTS AND PULL FACTORS, 2005, CONTINUED**

<b>ARTESIA</b>	<b>TAXABLE GROSS RECEIPTS and FOOD &amp; MEDICAL DEDUCTIONS (Thousands \$)</b>					<b>PULL FACTOR</b>					<b>NET GAIN/LOSS (Thousands \$)</b>				
<b>ARTS, ENTERTAINMENT, AND RECREATION</b>	<b>66</b>			<b>66</b>		<b>9%</b>			<b>33%</b>		<b>(633)</b>			<b>(134)</b>	
<b>ACCOMMODATION AND FOOD SERVICES</b>	<b>16,845</b>	<b>4,038</b>	<b>4,113</b>	<b>4,312</b>	<b>4,382</b>	<b>121%</b>	<b>127%</b>	<b>115%</b>	<b>120%</b>	<b>125%</b>	<b>2,976</b>	<b>858</b>	<b>524</b>	<b>709</b>	<b>885</b>
Accommodations	2,355	492	626	639	598	90%	81%	94%	86%	100%	(258)	(113)	(41)	(102)	(2)
Drinking Places (Alcoholic Beverages)	299	74	41	82	103	29%	32%	16%	28%	40%	(723)	(155)	(208)	(207)	(153)
<b>OTHER SERVICES (EXCEPT PUBLIC ADMIN)</b>	<b>40,399</b>	<b>7,820</b>	<b>8,401</b>	<b>8,318</b>	<b>15,860</b>	<b>146%</b>	<b>123%</b>	<b>122%</b>	<b>119%</b>	<b>216%</b>	<b>12,820</b>	<b>1,480</b>	<b>1,513</b>	<b>1,325</b>	<b>8,502</b>
Personal & Laundry Services	2,435	523	600	722	590	112%	99%	106%	141%	105%	266	(4)	33	209	28
Automotive Repair & Maintenance	2,527	405	616	800	707	88%	61%	85%	101%	102%	(339)	(257)	(106)	12	12
Personal & Household Goods Repair & Mntc	3,405	841	874	903	786	353%	399%	349%	378%	297%	2,440	631	624	664	521
<b>TOTAL</b>	<b>388,461</b>	<b>81,764</b>	<b>93,368</b>	<b>98,094</b>	<b>115,235</b>	<b>173%</b>	<b>159%</b>	<b>169%</b>	<b>174%</b>	<b>190%</b>	<b>164,438</b>	<b>30,257</b>	<b>38,067</b>	<b>41,634</b>	<b>54,480</b>

\* Misc Store Retailers (ALL) includes Misc Store Retailers; Other General Merchandise Stores; Department Stores; 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: ARTESIA TAXABLE GROSS RECEIPTS GAIN/LOSS, BY INDUSTRY, 2005**



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

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

	ARTESIA			EDDY COUNTY		SE NM REGION
	EDDY COUNTY	SE NM REGION	NEW MEXICO	SE NM REGION	NEW MEXICO	NEW MEXICO
<b>Base Geography</b>						
<b>Agriculture; forestry; fishing and hunting; and mining</b>	<b>1.38</b>	<b>1.34</b>	<b>4.93</b>	<b>0.97</b>	<b>3.57</b>	<b>3.68</b>
Agriculture; forestry; fishing and hunting	1.24	0.84	1.81	0.67	1.45	2.16
Mining	1.42	1.57	8.45	1.10	5.95	5.39
<b>Construction</b>	<b>0.96</b>	<b>0.99</b>	<b>0.83</b>	<b>1.03</b>	<b>0.86</b>	<b>0.84</b>
<b>Manufacturing</b>	<b>1.52</b>	<b>1.43</b>	<b>1.45</b>	<b>0.94</b>	<b>0.95</b>	<b>1.01</b>
<b>Wholesale trade</b>	<b>1.07</b>	<b>0.91</b>	<b>0.98</b>	<b>0.85</b>	<b>0.92</b>	<b>1.08</b>
<b>Retail trade</b>	<b>0.93</b>	<b>0.98</b>	<b>1.03</b>	<b>1.05</b>	<b>1.10</b>	<b>1.04</b>
<b>Transportation and warehousing; and utilities</b>	<b>1.19</b>	<b>1.10</b>	<b>1.34</b>	<b>0.93</b>	<b>1.13</b>	<b>1.22</b>
Transportation and warehousing	1.10	0.99	1.06	0.90	0.96	1.06
Utilities	1.34	1.29	2.16	0.97	1.62	1.67
<b>Information</b>	<b>0.62</b>	<b>0.68</b>	<b>0.43</b>	<b>1.10</b>	<b>0.69</b>	<b>0.63</b>
<b>Finance; insurance; real estate and rental and leasing</b>	<b>0.95</b>	<b>0.96</b>	<b>0.74</b>	<b>1.01</b>	<b>0.78</b>	<b>0.77</b>
Finance and insurance	0.89	0.95	0.71	1.07	0.80	0.74
Real estate and rental and leasing	1.05	0.97	0.78	0.93	0.74	0.80
<b>Professional; scientific; management; administrative; and waste management services</b>	<b>0.61</b>	<b>0.75</b>	<b>0.49</b>	<b>1.22</b>	<b>0.79</b>	<b>0.65</b>
Professional; scientific; and technical services	0.58	0.60	0.26	1.04	0.46	0.44
Management of companies and enterprises	0.00	0.00	0.00	0.00	0.00	2.93
Administrative and support and waste management services	0.64	0.88	0.93	1.39	1.47	1.06
<b>Educational; health and social services</b>	<b>0.89</b>	<b>0.81</b>	<b>0.74</b>	<b>0.90</b>	<b>0.83</b>	<b>0.92</b>
Educational services	1.02	0.86	0.76	0.84	0.74	0.89
Health care and social assistance	0.79	0.76	0.72	0.96	0.92	0.96
<b>Arts; entertainment; recreation; accommodation and food services</b>	<b>0.77</b>	<b>0.80</b>	<b>0.62</b>	<b>1.04</b>	<b>0.80</b>	<b>0.77</b>
Arts; entertainment; and recreation	0.25	0.24	0.13	0.96	0.54	0.57
Accommodation and food services	0.87	0.91	0.77	1.05	0.88	0.84
<b>Other services (except public administration)</b>	<b>0.93</b>	<b>1.03</b>	<b>1.25</b>	<b>1.10</b>	<b>1.34</b>	<b>1.22</b>
<b>Public administration</b>	<b>0.87</b>	<b>0.93</b>	<b>0.58</b>	<b>1.06</b>	<b>0.66</b>	<b>0.62</b>

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

ARTESIA MAINSTREET – Community Economic Assessment

**TABLE 6: LOCATION QUOTIENT: ARTESIA EMPLOYMENT, BY OCCUPATION, IN RELATION TO EDDY COUNTY, THE SE NEW MEXICO REGION, AND NEW MEXICO; EDDY COUNTY INDUSTRIES IN RELATION TO THE SE NM REGION AND NEW MEXICO; AND THE SE NM REGION IN RELATION TO NEW MEXICO**

Base Geography	ARTESIA			EDDY COUNTY		SE NM REGION
	Eddy County	SE NM Region	New Mexico	SE NM Region	New Mexico	New Mexico
<b>Management; professional; and related occupations</b>	<b>0.95</b>	<b>0.91</b>	<b>0.70</b>	<b>0.97</b>	<b>0.74</b>	<b>0.76</b>
Management; business; and financial operations occupations	1.16	1.10	0.92	0.95	0.80	0.84
Management occupations; except farmers	1.23	1.19	1.02	0.97	0.83	0.85
Farmers and farm managers	0.78	0.45	0.79	0.58	1.02	1.77
Business and financial operations occupations	1.07	1.17	0.74	1.09	0.69	0.63
Business operations specialists	0.36	0.38	0.21	1.05	0.57	0.54
Financial specialists	1.55	1.73	1.24	1.11	0.80	0.72
Professional and related occupations	0.81	0.80	0.58	0.98	0.71	0.72
Computer and mathematical occupations	0.88	1.23	0.31	1.39	0.35	0.25
Architecture and engineering occupations	0.59	0.62	0.29	1.05	0.49	0.47
Architects; surveyors; cartographers; and engineers	0.33	0.34	0.14	1.03	0.43	0.42
Drafters; engineering; and mapping technicians	0.93	1.00	0.56	1.07	0.60	0.56
Life; physical; and social science occupations	0.92	1.36	0.70	1.48	0.76	0.51
Community and social services occupations	1.40	1.37	1.22	0.98	0.88	0.89
Legal occupations	0.00	0.00	0.00	0.69	0.41	0.60
Education; training; and library occupations	0.88	0.84	0.79	0.95	0.90	0.94
Arts; design; entertainment; sports; and media occupations	0.39	0.34	0.17	0.88	0.43	0.49
Healthcare practitioners and technical occupations	0.72	0.67	0.58	0.93	0.81	0.87
<b>Service occupations</b>	<b>0.89</b>	<b>0.92</b>	<b>0.89</b>	<b>1.04</b>	<b>1.01</b>	<b>0.97</b>
Healthcare support occupations	0.88	1.01	1.25	1.15	1.43	1.23
Protective service occupations	0.83	0.69	0.56	0.83	0.68	0.82
Food preparation and serving related occupations	0.90	0.91	0.81	1.01	0.91	0.89
Building and grounds cleaning and maintenance occupations	1.01	1.08	1.04	1.06	1.02	0.96
Personal care and service occupations	0.78	0.84	0.93	1.09	1.20	1.11
<b>Sales and office occupations</b>	<b>1.02</b>	<b>1.04</b>	<b>0.98</b>	<b>1.02</b>	<b>0.96</b>	<b>0.94</b>
Sales and related occupations	0.86	0.91	0.85	1.06	0.99	0.94
Office and administrative support occupations	1.15	1.14	1.08	0.99	0.94	0.94



ARTESIA MAINSTREET – Community Economic Assessment

**TABLE 6: LOCATION QUOTIENT: ARTESIA EMPLOYMENT, BY OCCUPATION, IN RELATION TO EDDY COUNTY, THE SE NEW MEXICO REGION, AND NEW MEXICO; EDDY COUNTY INDUSTRIES IN RELATION TO THE SE NM REGION AND NEW MEXICO; AND THE SE NM REGION IN RELATION TO NEW MEXICO, CONTINUED**

Base Geography	ARTESIA			EDDY COUNTY		SE NM REGION
	Eddy County	SE NM Region	New Mexico	SE NM Region	New Mexico	New Mexico
<b>Farming; fishing; and forestry occupations</b>	<b>1.48</b>	<b>1.11</b>	<b>3.08</b>	<b>0.75</b>	<b>2.08</b>	<b>2.78</b>
<b>Construction; extraction; and maintenance occupations</b>	<b>0.90</b>	<b>0.97</b>	<b>1.29</b>	<b>1.08</b>	<b>1.43</b>	<b>1.32</b>
Construction and extraction occupations	0.95	1.07	1.41	1.13	1.49	1.32
Supervisors; construction and extraction workers	1.11	1.10	1.71	0.99	1.55	1.57
Construction trades workers	0.96	1.20	1.03	1.25	1.07	0.86
Extraction workers	0.83	0.85	5.29	1.01	6.34	6.26
Installation; maintenance; and repair occupations	0.81	0.82	1.09	1.01	1.34	1.33
<b>Production; transportation; and material moving occupations</b>	<b>1.24</b>	<b>1.17</b>	<b>1.67</b>	<b>0.94</b>	<b>1.34</b>	<b>1.43</b>
Production occupations	1.12	0.92	1.16	0.82	1.03	1.25
Transportation and material moving occupations	1.32	1.36	2.15	1.03	1.64	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.

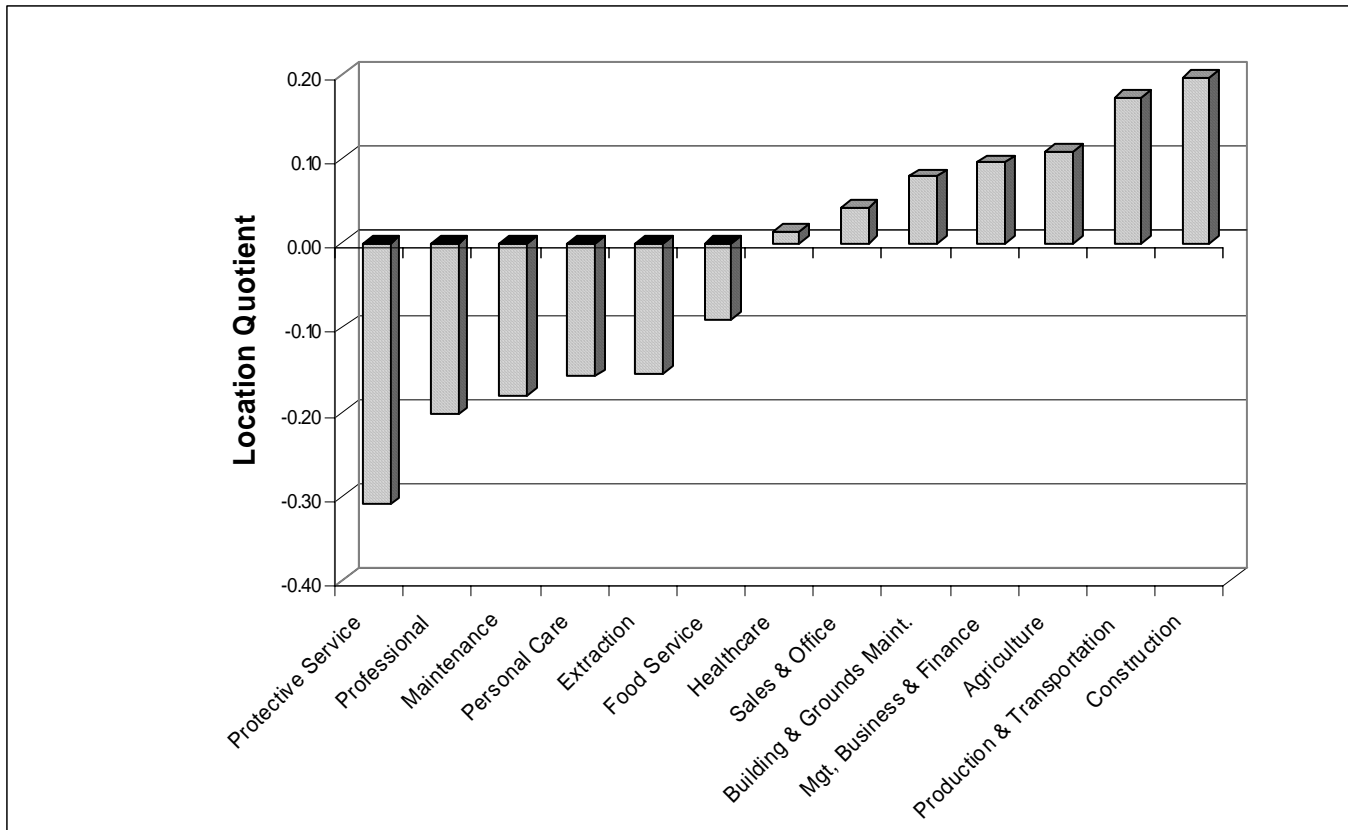
ARTESIA MAINSTREET – Community Economic Assessment

**TABLE 7: LOCATION QUOTIENT: ARTESIA EMPLOYMENT, BY BUSINESS OWNERSHIP, IN RELATION TO EDDY COUNTY, THE SE NEW MEXICO REGION, AND NEW MEXICO; EDDY COUNTY INDUSTRIES IN RELATION TO THE SE NM REGION AND NEW MEXICO; AND THE SE NM REGION IN RELATION TO NEW MEXICO**

	ARTESIA			EDDY COUNTY		SE NM REGION
	EDDY COUNTY	SE NM REGION	NEW MEXICO	SE NM REGION	NEW MEXICO	NEW MEXICO
<b>Base Geography</b>						
<b>Private for-profit wage and salary workers</b>	<b>1.04</b>	<b>1.02</b>	<b>1.13</b>	<b>0.99</b>	<b>1.09</b>	<b>1.11</b>
Employee of private company	1.04	1.04	1.16	1.01	1.12	1.11
Self-employed in own incorporated business	1.04	0.71	0.73	0.69	0.70	1.02
<b>Private not-for-profit wage and salary workers</b>	<b>0.66</b>	<b>0.80</b>	<b>0.67</b>	<b>1.21</b>	<b>1.01</b>	<b>0.83</b>
<b>Local government workers</b>	<b>0.92</b>	<b>1.00</b>	<b>0.95</b>	<b>1.08</b>	<b>1.03</b>	<b>0.95</b>
<b>State government workers</b>	<b>1.09</b>	<b>0.80</b>	<b>0.68</b>	<b>0.73</b>	<b>0.63</b>	<b>0.86</b>
<b>Federal government workers</b>	<b>0.96</b>	<b>1.36</b>	<b>0.54</b>	<b>1.41</b>	<b>0.56</b>	<b>0.40</b>
<b>Self-employed workers in own not incorporated business</b>	<b>0.97</b>	<b>0.96</b>	<b>0.96</b>	<b>0.99</b>	<b>0.98</b>	<b>0.99</b>
<b>Unpaid family workers</b>	<b>1.76</b>	<b>1.46</b>	<b>2.06</b>	<b>0.83</b>	<b>1.17</b>	<b>1.42</b>

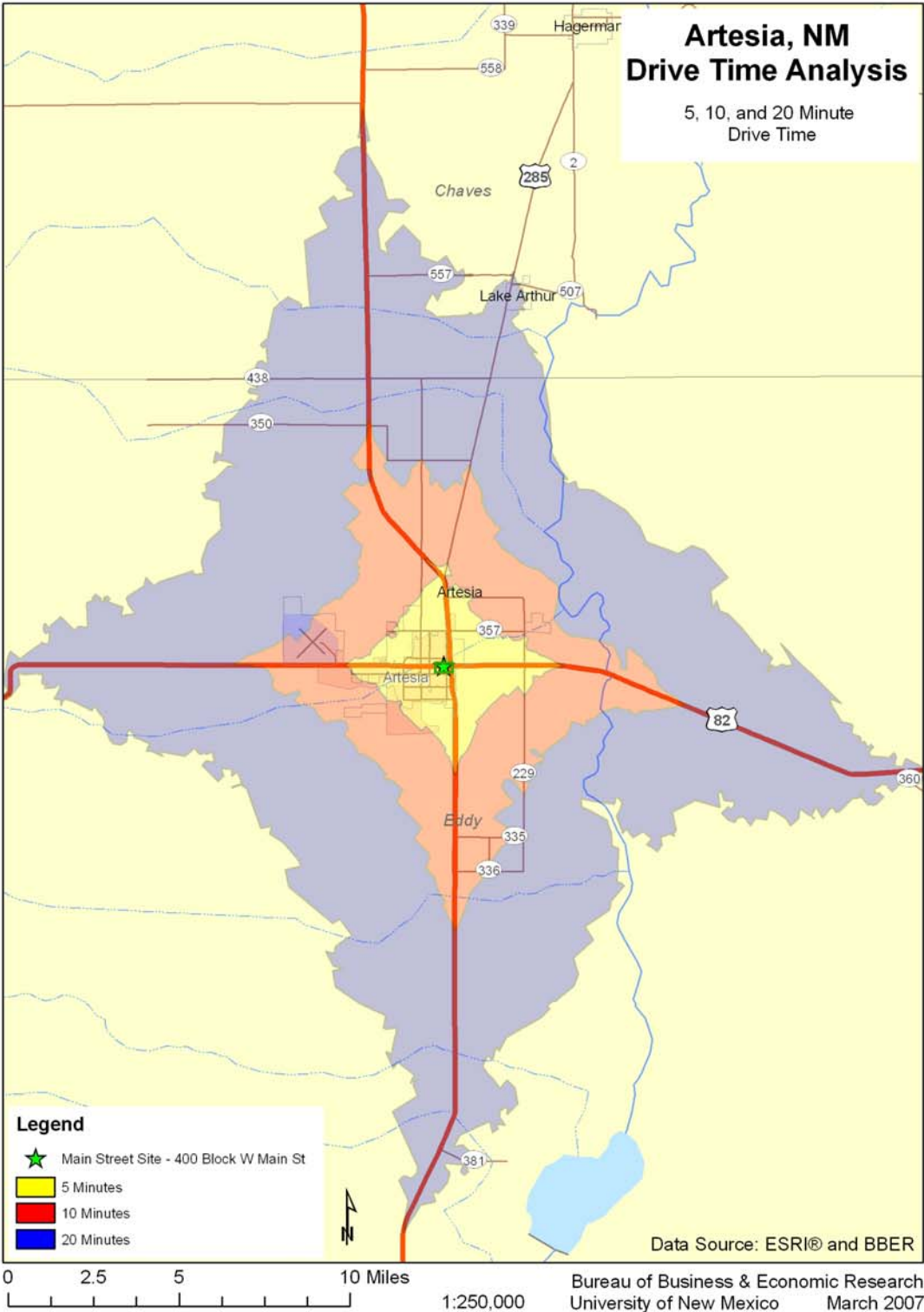
Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P51 Universe: Employed civilian population 16 years and over. Calculations by BBER, 2007.

**FIGURE 2: ARTESIA 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**

**Artesia Regional Trade Area**

Center Point: 400 Block of W Main St	Drive Time (Minutes)		
	0 - 5	0 - 10	0 - 20
<b>Population by Age (2006):</b>			
<b>Total</b>	11,725	14,551	16,181
0-4	993	1,205	1,336
5-9	902	1,096	1,223
10-14	879	1,093	1,227
15-19	876	1,092	1,230
20-29	1,589	1,982	2,195
30-39	1,262	1,559	1,750
40-49	1,700	2,162	2,428
50-64	1,907	2,408	2,679
65-85	1,362	1,663	1,810
85+	255	291	303
Median Age	35.1	35.4	35.2
<b>Projected Population Growth by Age Cohort, 2006-2011 (%)</b>			
<b>Total</b>	0.9%	0.9%	0.9%
0-4	-3%	-3%	-2%
5-9	2%	2%	2%
10-14	6%	4%	3%
15-19	-3%	-4%	-5%
20-29	-3%	-2%	-1%
30-39	0%	1%	1%
40-49	-16%	-16%	-16%
50-64	22%	22%	21%
65-85	-3%	-2%	-2%
85+	9%	9%	9%
Median Age (2011 Projection)	35.2	35.5	35.3
<b>Households</b>			
Households	4,475	5,456	6,009
Family Households	3,125	3,864	4,294
Average Houshold Size	2.61	2.65	2.68
<b>Race</b>			
White	8,429	10,599	11,808
Black	174	193	205
American Indian, Eskimo, Aleut	175	204	217
Asian or Pacific Islander	43	47	49
Other	2,570	3,102	3,449
Two or More Races	335	404	452
Hispanic Origin	5,512	6,670	7,400
<b>Gender</b>			
Male	5,692	7,109	7,952
Female	6,033	7,440	8,229

ARTESIA MAINSTREET – Community Economic Assessment

**TABLE 8: REGIONAL TRADE AREA, CONTINUED**

Center Point: 400 Block of W Main St	Drive Time (Minutes)		
	0 - 5	0 - 10	0 - 20
<b>Income</b>			
Median Household Income	\$34,196	\$34,791	\$35,220
Median Family Income	\$40,370	\$40,709	\$41,027
Median Disposable Income	\$29,093	\$29,439	\$29,755
Average Household Income	\$43,933	\$44,560	\$44,923
Average Family Income	\$50,174	\$50,588	\$50,742
Per Capita Income	\$16,968	\$16,970	\$16,930
<b>Households by Disposable Income (1)</b>			
< \$15,000	24.5%	24.0%	23.6%
\$15,000-\$24,999	17.4%	17.5%	17.5%
\$25,000-\$34,999	16.4%	16.1%	16.1%
\$35,000-\$49,999	18.1%	18.3%	18.5%
\$50,000-\$74,999	15.8%	16.3%	16.7%
\$75,000-\$99,999	4.5%	4.3%	4.3%
\$100,000-\$149,999	2.4%	2.4%	2.4%
\$150,000-\$199,999	0.4%	0.4%	0.4%
\$200,000+	0.5%	0.6%	0.6%
<b>Households by Net Worth</b>			
< \$15,000	33.4%	33.2%	33.2%
\$15,000-\$34,999	9.1%	9.8%	10.0%
\$35,000-\$49,999	5.1%	5.4%	5.6%
\$50,000-\$74,999	7.4%	7.4%	7.3%
\$75,000-\$99,999	6.9%	6.7%	6.7%
\$100,000-\$149,999	8.0%	8.1%	8.1%
\$150,000-\$249,999	9.7%	9.5%	9.3%
\$250,000-499,999	11.1%	10.6%	10.5%
500,000 +	9.4%	9.4%	9.3%
Median Net Worth	\$56,921	\$54,490	\$53,532

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

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

<b>Retail Goods Total</b>	74,941,755	93,311,724	103,409,077
<b>Apparel</b>	5,720,441	6,524,969	7,794,338
Men`s Apparel	1,088,628	1,332,897	1,478,474
Women`s Apparel	1,727,865	1,739,319	2,337,959
Children`s Apparel	1,089,734	1,352,009	1,503,497
Infant Apparel (Under 2 Years)	314,987	389,916	433,268
Footwear	551,064	554,831	752,346
Watches & Jewelry	465,764	569,886	636,508
Apparel Products & Services	482,399	586,111	652,287
<b>Computer</b>			
Computers & Hardware for Home Use	595,707	730,614	812,655
Software & Accessories for Home Use	83,010	101,341	112,807
<b>Entertainment/Recreation</b>	9,382,607	11,628,614	12,904,677
<b>Fees &amp; Admissions</b>	1,514,468	1,839,401	2,048,480
Membership Fees	423,004	514,895	572,732
Fees for Participant Sports excluding Trips	291,080	355,605	396,714
Admission to Movies/Theater/Opera/Ballet	357,010	429,775	477,415
Admission to Sporting Events excluding Trips	142,821	175,231	196,026
Fees for Recreational Lessons	300,553	363,894	405,593
<b>TV/Video/Sound Equipment</b>	2,717,259	5,439,210	4,097,688
Community Antenna or Cable TV	1,801,721	3,831,507	2,458,182
Color TVs	338,904	416,453	464,219
VCRs/Video Cameras & DVD Players	109,876	135,185	150,074
Video Cassettes & DVDs	143,138	176,778	196,657
Video Game Hardware & Software	95,362	117,487	130,946
Satellite Dishes	6,516	8,263	9,212
Rental of Video Cassettes & DVDs	169,510	207,410	230,739
Sound Equipment	35,880	526,458	435,963
Rental/Repair of TV/VCR/Sound Equipment	16,350	19,670	21,694
Pets	1,393,107	1,753,799	1,946,652
Toys & Games	569,145	704,436	781,015
Recreational Vehicles & Fees	1,299,586	1,666,735	1,851,624
Sports/Rec/Exercise Equipment	499,236	621,690	690,644
Photo Equipment/Supplies	392,797	481,120	533,779
Film Processing	119,400	146,863	162,725
Reading	599,732	729,925	806,850
<b>Food at Home</b>	14,571,589	18,045,935	19,967,872
Bakery & Cereal Products	2,122,106	2,626,417	2,905,613
Meat/Poultry/Fish/Eggs	3,912,802	4,855,866	5,370,928
Dairy Products	1,582,732	4,855,866	2,165,791
Fruit & Vegetables	2,442,157	3,009,828	3,331,528
Snacks/Other Food	4,511,794	5,595,357	6,194,011
Nonalcoholic Beverages	1,271,829	1,580,595	1,748,285
<b>Food Away from Home</b>	9,330,832	11,501,693	12,764,930
<b>Alcoholic Beverages</b>	1,636,042	1,647,308	2,245,212
<b>Financial</b>			
Investments	8,567,068	10,067,496	11,265,860
Vehicle Loans	18,798,401	23,780,091	26,471,863

**TABLE 8: REGIONAL TRADE AREA, CONTINUED**

**CONSUMER EXPENDITURES (2006) continued**

<b>Health</b>	11,789,567	14,637,415	16,149,623
Nonprescription Drugs	353,612	436,926	482,208
Prescription Drugs	1,978,824	2,465,857	2,711,928
Eyeglasses & Contact Lenses	254,273	312,978	345,767
<b>Housing</b>	36,585,313	44,843,082	49,885,944
Mortgage Payment & Basics	21,764,136	26,908,060	30,079,132
Maintenance & Remodeling Services	4,805,080	5,912,381	6,570,079
Maintenance & Remodeling Materials	1,116,616	1,394,415	1,543,171
Utilities/Fuel/Public Services	12,838,247	15,922,898	17,632,763
Telephone Services	4,302,954	5,330,639	5,909,210
<b>Household Furnishings &amp; Equipment</b>	5,298,710	6,546,331	7,281,257
Household Textiles	356,464	437,230	486,004
Furniture	1,677,485	2,068,412	2,302,556
Floor Coverings	199,743	242,575	270,700
Major Appliances	835,005	1,037,409	1,150,919
Housewares	231,802	287,767	319,792
Small Appliances	108,424	133,192	147,088
Luggage	25,057	30,310	33,746
Telephones & Accessories	61,267	74,954	83,354
<b>Household Services &amp; Supplies</b>			
Computer Information Services	466,029	575,147	639,380
Child Care	1,013,509	1,235,534	1,381,553
Lawn & Garden	1,375,194	1,732,119	1,916,454
Moving/Storage/Freight Express	121,623	149,008	167,437
Housekeeping Services	325,306	397,156	442,810
Housekeeping Supplies	2,250,413	3,078,318	3,078,318
<b>Miscellaneous</b>			
Personal Care Products	1,293,401	1,302,336	1,770,945
School Books & Supplies	327,185	395,073	437,738
Smoking Products	1,636,042	1,647,308	2,245,212
<b>Insurance</b>			
Owners & Renters	1,382,219	1,728,540	1,920,465
Vehicle	4,041,857	4,070,497	5,570,357
Health	5,832,918	7,244,588	7,986,389
Life & Other Personal	628,844	2,484,953	8,618,157
<b>Transportation (Local)</b>			
Transportation-Vehicle Purchases (Net Outlay)	18,317,127	23,056,319	25,602,763
Transportation - Gasoline & Motor Oil	5,769,952	7,229,497	8,011,218
Vehicle Maintenance & Repairs	3,039,380	3,766,456	4,181,264
<b>Travel</b>	4,849,556	5,937,421	6,588,014
Airline Fares	978,989	1,186,450	1,319,404
Travel - Lodging on Trips	1,091,687	1,340,265	1,486,204
Auto/Truck/Van Rental on Trips	109,939	133,296	148,389
Travel - Food & Drink on Trips	1,269,414	1,558,937	1,729,876

**Source: ESRI, 2006 Estimates & Projections.**



ARTESIA MAINSTREET – Community Economic Assessment

**TABLE 9: ARTESIA BUSINESSES BY INDUSTRY, BY LOCAL GEOGRAPHY, 2005**

NAICS	Sector	MAIN STREET <sup>1</sup>	ARTESIA <sup>2</sup>	MS % <sup>3</sup>	COUNTY <sup>4</sup>	TOTAL <sup>5</sup>
11	Agriculture, Forestry		19	0%	12	31
21	Mining	12	37	24%	25	74
22	Utilities	2	7	22%	5	14
23	Construction	4	44	8%	20	68
31-33	Manufacturing	1	12	8%	1	14
42	Wholesale trade	4	28	13%	6	38
44-45	Retail Trade	21	36	37%	13	70
48-49	Transportation & Warehousing	2	25	7%	11	38
51	Information	5	6	45%	2	13
52	Finance & Insurance	12	3	80%	2	17
53	Real Estate, Rental & Leasing	3	15	17%	2	20
54	Prof, Scientific, Tech Services	8	14	36%	11	33
55	Mgt of Companies			0%	1	1
56	Administrative & Support Services	4	18	18%	7	29
61	Educational Services	1	5	17%	7	13
62	Health Care and Social Assistance	3	26	10%	5	34
71	Arts, Entertainment and Recreation	2	1	67%	5	8
72	Accommodations & Food Services	8	27	23%	8	43
81	Other Services	17	36	32%	22	75
92	Public Administration	2	7	22%	23	32
99	Other			0%	2	2
<b>TOTAL</b>		111	366		190	667

<sup>1</sup> MS includes businesses in the Main Street district

<sup>2</sup> Artesia includes businesses in Artesia, excluding the Main Street district

<sup>3</sup> Percent of town businesses in Main Street district

<sup>4</sup> Total includes all businesses in Artesia MS, Artesia, and the remainder of the county, excluding Carlsbad

<sup>5</sup> County includes businesses in the remainder of Eddy county, excluding both Artesia and Carlsbad

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

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**TABLE 10: ARTESIA EMPLOYMENT BY INDUSTRY, IN MAINSTREET AREA, 2005**

NAICS	Sector	MAIN STREET <sup>1</sup>	ARTESIA <sup>2</sup>	MS % <sup>3</sup>	COUNTY <sup>4</sup>	TOTAL <sup>5</sup>
11	Agriculture, Forestry		191	0%	106	297
21	Mining	495	690	42%	309	1,494
22	Utilities	37	81	31%	10	128
23	Construction	61	513	11%	47	621
31-33	Manufacturing	10	397	2%	3	411
42	Wholesale trade	54	227	19%	24	305
44-45	Retail Trade	79	649	11%	135	863
48-49	Transportation & Warehousing	6	345	2%	161	512
51	Information	83	85	49%	5	172
52	Finance & Insurance	255	19	93%	6	280
53	Real Estate, Rental & Leasing	8	40	16%	2	50
54	Prof, Scientific, Tech Services	50	123	29%	59	232
55	Mgt of Companies			0%	22	22
56	Administrative & Support Services	118	206	36%	10	335
61	Educational Services	6	676	1%	102	783
62	Health Care and Social Assistance	22	642	3%	15	679
71	Arts, Entertainment and Recreation	8	21	26%	69	98
72	Accommodations & Food Services	170	390	30%	97	656
81	Other Services	52	128	29%	65	246
92	Public Administration	7	126	6%	192	325
99	Other			0%	7	7
<b>TOTAL</b>		<b>1,519</b>	<b>5,549</b>		<b>1,447</b>	<b>8,514</b>

<sup>1</sup> MS includes businesses in the Main Street district

<sup>2</sup> Artesia includes businesses in Artesia, excluding the Main Street district

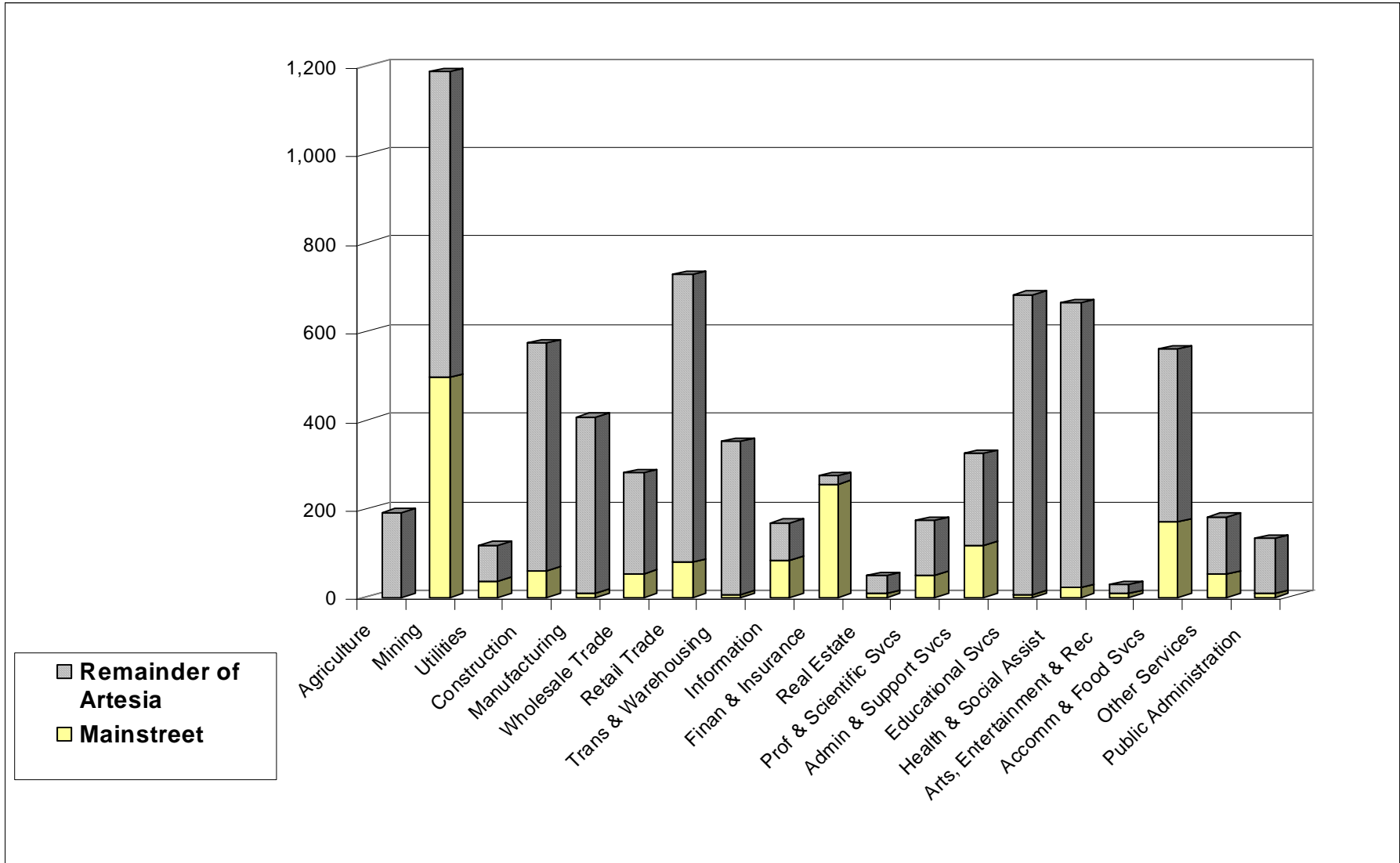
<sup>3</sup> Percent of town businesses in Main Street district

<sup>4</sup> Total includes all businesses in Artesia MS, Artesia, and the remainder of the county, excluding Carlsbad

<sup>5</sup> County includes businesses in the remainder of Eddy county, excluding both Artesia and Carlsbad

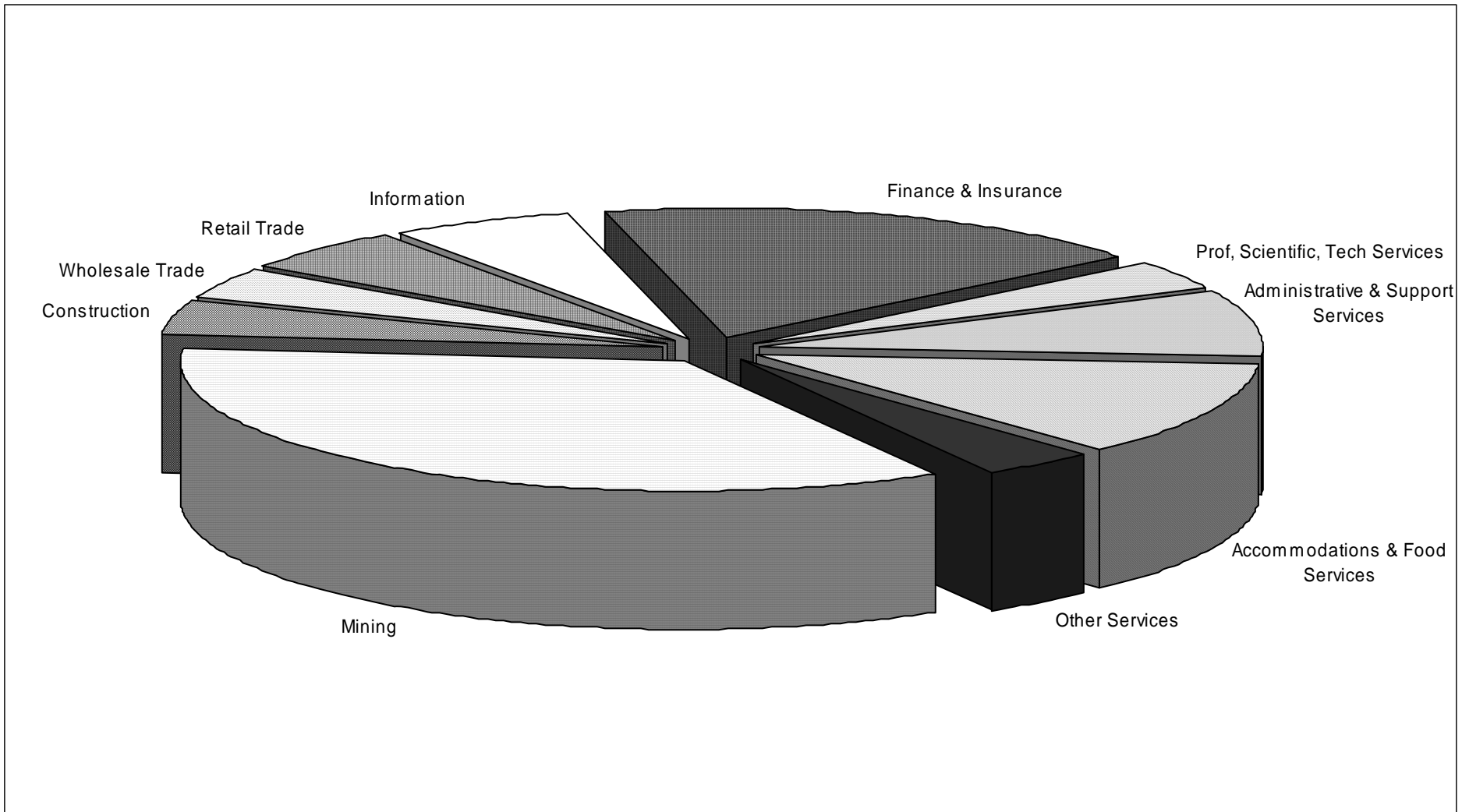
Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005. Calculations by BBER, 2007.

**FIGURE 4: ARTESIA EMPLOYMENT, BY INDUSTRY AND LOCAL GEOGRAPHY, 2005**



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

**FIGURE 5: ARTESIA EMPLOYMENT IN MAINSTREET AREA, BY INDUSTRY, 2005**



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

ARTESIA MAINSTREET – Community Economic Assessment

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

NAICS	Sector	MAIN STREET <sup>1</sup>	ARTESIA <sup>2</sup>	COUNTY <sup>3</sup>	TOTAL <sup>4</sup>
11	Agriculture, Forestry		22,904	19,853	42,757
21	Mining	68,703	62,038	60,007	190,748
22	Utilities	53,240	43,231	10,299	106,771
23	Construction	34,965	35,264	17,784	88,014
31-33	Manufacturing	11,194	67,371	43,820	122,385
42	Wholesale trade	61,456	44,279	51,022	156,758
44-45	Retail Trade	17,255	18,351	28,098	63,704
48-49	Transportation & Warehousing	56,744	43,051	28,185	127,980
51	Information	30,461	45,454	18,932	94,847
52	Finance & Insurance	32,644	41,202	25,845	99,690
53	Real Estate, Rental & Leasing	32,699	25,466	27,076	85,240
54	Prof, Scientific, Tech Services	52,045	31,980	69,727	153,752
55	Mgt of Companies			65,483	65,483
56	Administrative & Support Services	30,420	19,044	15,719	65,183
61	Educational Services	6,331	40,549	33,738	80,619
62	Health Care and Social Assistance	21,835	24,436	25,697	71,968
71	Arts, Entertainment and Recreation	14,776	19,706	22,480	56,962
72	Accommodations & Food Services	10,753	10,526	13,458	34,738
81	Other Services	15,358	19,623	32,103	67,085
92	Public Administration	36,576	33,780	68,345	138,701
99	Other			19,697	19,697
<b>TOTAL</b>		<b>587,454</b>	<b>648,256</b>	<b>697,369</b>	<b>1,933,080</b>

<sup>1</sup> MS includes businesses in the Main Street district

<sup>2</sup> Artesia includes businesses in Artesia, excluding the Main Street district

<sup>3</sup> County includes businesses in the remainder of Eddy county, excluding both Artesia and Carlsbad

<sup>4</sup> Total includes all businesses in Artesia MS, Artesia, and the remainder of the county, excluding Carlsbad

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

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

NAICS INDUSTRY	MS <sup>1</sup>	ARTESIA <sup>2</sup>	MS% <sup>3</sup>	COUNTY <sup>4</sup>	TOTAL <sup>5</sup>
423 Merchant Wholesalers, Durable Goods	5	110	4%	21	259
424 Merchant Wholesalers, Nondurable Goods	48	59	45%	2	152
425 Wholesale Electronic Markets	1	57	2%	1	72
441 Motor Vehicle & Parts Dealers	12	63	16%	29	280
442 Furniture & Home Furnishings Stores	13	14	48%		84
443 Electronics & Appliance Stores				12	27
444 Building Material, Garden Equipment Dealers	10	27	27%	61	152
445 Food & Beverage Stores		131			327
446 Health & Personal Care Stores		23		3	102
447 Gasoline Stations	12	150	7%	26	278
448 Clothing & Clothing Accessories Stores	14	3	80%	2	43
451 Sporting Goods, Hobby, Book, & Music Stores	1	23	4%	0	82
452 General Merchandise Stores	14	181	7%	1	598
453 Miscellaneous Store Retailers	4	34	11%	2	144
481 Air Transportation	1		100%		1
484 Truck Transportation		248		121	507
485 Transit and Ground Passenger Transport		29		36	126
486 Pipeline Transportation	5	60	8%		86
488 Support Services for Transportation		5			22
491 Postal Service					66
492 Couriers and Messengers					28
493 Warehousing and Storage		4		4	38
511 Publishing Industries	14		100%		28
512 Motion Picture & Sound Recording Industries	10		100%		41
515 Broadcasting (except Internet)	12		100%	4	35
517 Telecommunications	41	85	33%		129
518 Internet Service Providers & Data Processing Svcs				1	15
519 Other Information Services	6		100%		22
522 Credit Intermediation & Related Activities	215	3	99%	6	441
523 Securities, Commodity Contracts & Fin Investments	4		100%		36
524 Insurance Carriers & Related Activities	35	16	69%		121
525 Funds, Trusts, and Other Financial Vehicles					3
531 Real Estate	8	16	33%	1	74
532 Rental & Leasing Services		23		1	328
533 Lessors of Nonfinancial Intangible Assets		2			8

ARTESIA MAINSTREET – Community Economic Assessment

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

NAICS INDUSTRY		MS <sup>1</sup>	ARTESIA <sup>2</sup>	MS% <sup>3</sup>	COUNTY <sup>4</sup>	TOTAL <sup>5</sup>
541	Professional, Scientific, & Technical Services	50	123	29%	59	519
551	Management of Companies & Enterprises				22	178
561	Administrative & Support Services	118	191	38%	9	838
562	Waste Management & Remediation Service		16		1	637
611	Educational Services	6	676	1%	102	1,819
621	Ambulatory Health Care Services	10	179	5%	15	639
622	Hospitals		139			672
623	Nursing & Residential Care Facilities		161			789
624	Social Assistance	12	164	7%		272
711	Performing Arts, Spectator Sports				6	6
712	Museums, Historical Sites	3		100%	47	153
713	Amusement, Gambling & Recreation Industries	4	21	17%	17	106
721	Accommodation	4	99	4%	94	409
722	Food Services & Drinking Places	166	290	36%	4	1,335
811	Repair & Maintenance	2	62	3%	52	264
812	Personal & Laundry Services	0	37	1%	3	110
813	Religious, Grantmaking, Civic, Prof. Orgs	29	11	73%		417
814	Private Households	21	20	52%	11	71
921	Executive, Legislative & Gov't Support	7		100%	12	107
922	Justice, Public Order, and Safety Activities		105		139	560
923	Administration of Human Resource Programs					2
924	Admin of Environmental Quality Programs		13		22	139
925	Admin of Housing, Urban Pln & Community Dev'l		8			10
926	Administration of Economic Programs				18	111
999	Nonclassified				7	7

1 MainStreet District.

2 Town, not including MainStreet District.

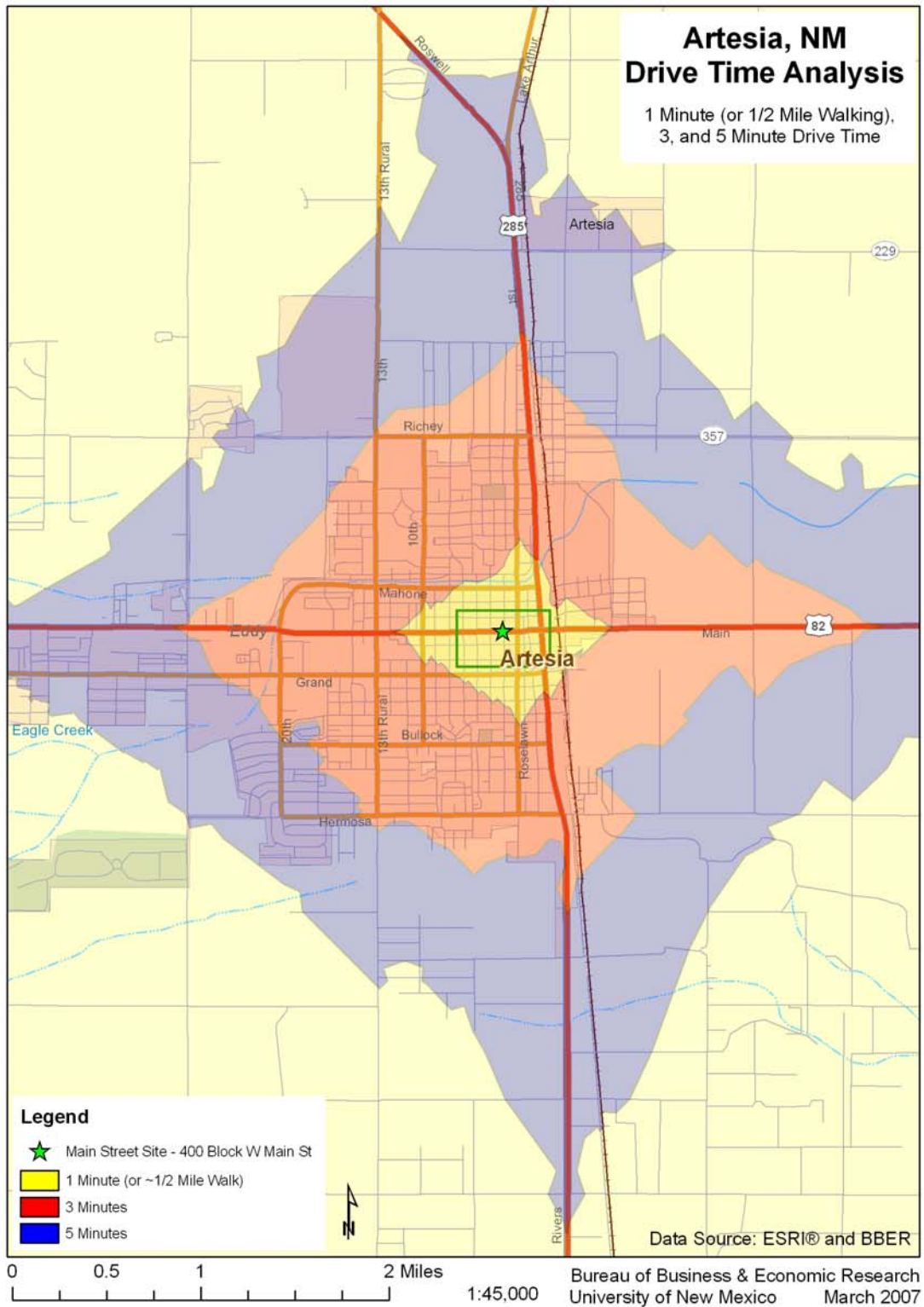
3 MainStreet District as a percentage of entire town.

4 County, not including Artesia and Carlsbad.

5 County total.

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

FIGURE 6: LOCAL TRADE AREA





**TABLE 13: LOCAL TRADE AREA**

**Artesia Local Trade Area**

Center Point: 400 Block of W Main St	Drive Time (Minutes)		
	0 - 1	0 - 3	0 - 5
<b>Population by Age (2006):</b>			
<b>Total</b>	879	7,981	11,725
0-4	79	720	993
5-9	68	646	902
10-14	64	604	879
15-19	71	596	876
20-29	123	1,104	1,589
30-39	95	846	1,262
40-49	108	1,097	1,700
50-64	139	1,254	1,907
65-85	99	920	1,362
85+	33	194	255
Median Age	33.6	33.9	35.1
<b>Projected Population Growth by Age Cohort, 2006-2011 (%)</b>			
<b>Total</b>	1.6%	1.0%	0.9%
0-4	-1%	-3%	-3%
5-9	0%	1%	2%
10-14	3%	9%	6%
15-19	-3%	-2%	-3%
20-29	2%	-5%	-3%
30-39	2%	4%	0%
40-49	-16%	-17%	-16%
50-64	17%	21%	22%
65-85	0%	-2%	-3%
85+	9%	6%	9%
Median Age (2011 Projection)	33.8	34.0	35.2
<b>Households</b>			
Households	383	3,117	4,475
Family Households	234	2,131	3,125
Average Household Size	2.28	2.55	2.61
<b>Race</b>			
White	581	5,481	8,429
Black	16	138	174
American Indian, Eskimo, Aleut	14	112	175
Asian or Pacific Islander	3	30	43
Other	241	1,986	2,570
Two or More Races	25	235	335
Hispanic Origin	496	4,215	5,512
<b>Gender</b>			
Male	420	3,868	5,692
Female	462	4,115	6,033

ARTESIA MAINSTREET – Community Economic Assessment

**TABLE 13: LOCAL TRADE AREA, CONTINUED**

Center Point: 400 Block of W Main St	Drive Time (Minutes)		
	0 - 1	0 - 3	0 - 5
<b>Income</b>			
Median Household Income	\$27,527	\$30,561	\$34,196
Median Family Income	\$30,248	\$36,118	\$40,370
Median Disposable Income	\$25,345	\$26,678	\$29,093
Average Household Income	\$38,913	\$39,876	\$43,933
Average Family Income	\$43,795	\$45,670	\$50,174
Per Capita Income	\$15,463	\$15,331	\$16,968
<b>Households by Disposable Income (1)</b>			
< \$15,000	27.7%	27.1%	24.5%
\$15,000-\$24,999	21.5%	19.0%	17.4%
\$25,000-\$34,999	18.2%	17.4%	16.4%
\$35,000-\$49,999	15.7%	17.4%	18.1%
\$50,000-\$74,999	9.7%	12.7%	15.8%
\$75,000-\$99,999	4.4%	3.6%	4.5%
\$100,000-\$149,999	2.1%	1.9%	2.4%
\$150,000-\$199,999	0.3%	0.3%	0.4%
\$200,000+	0.5%	0.4%	0.5%
<b>Households by Net Worth</b>			
< \$15,000	33.9%	35.5%	33.4%
\$15,000-\$34,999	10.7%	9.4%	9.1%
\$35,000-\$49,999	5.4%	5.2%	5.1%
\$50,000-\$74,999	7.8%	7.7%	7.4%
\$75,000-\$99,999	6.8%	7.2%	6.9%
\$100,000-\$149,999	4.9%	7.4%	8.0%
\$150,000-\$249,999	9.4%	9.4%	9.7%
\$250,000-499,999	9.5%	9.7%	11.1%
500,000 +	11.4%	8.4%	9.4%
Median Net Worth	\$50,000	\$49,597	\$56,921

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

**TABLE 13: LOCAL TRADE AREA, CONTINUED****CONSUMER EXPENDITURES (2006)**

<b>Retail Goods Total</b>	5,609,721	47,448,993	74,941,755
<b>Apparel</b>	452,498	2,377,117	5,720,441
Men`s Apparel	86,054	695,095	1,088,628
Women`s Apparel	137,783	137,783	1,727,865
Children`s Apparel	84,411	692,639	1,089,734
Infant Apparel (Under 2 Years)	25,264	202,706	314,987
Footwear	43,214	43,214	551,064
Watches & Jewelry	35,911	291,738	465,764
Apparel Products & Services	39,860	313,943	482,399
<b>Computer</b>			
Computers & Hardware for Home Use	46,768	377,143	595,707
Software & Accessories for Home Use	6,765	53,087	83,010
<b>Entertainment/Recreation</b>	698,509	5,870,781	9,382,607
<b>Fees &amp; Admissions</b>	114,530	939,828	1,514,468
Membership Fees	31,426	261,040	423,004
Fees for Participant Sports excluding Trips	22,016	181,255	291,080
Admission to Movies/Theater/Opera/Ballet	28,522	226,764	357,010
Admission to Sporting Events excluding Trips	10,934	87,980	142,821
Fees for Recreational Lessons	21,632	182,789	300,553
<b>TV/Video/Sound Equipment</b>	248,277	2,845,202	2,717,259
Community Antenna or Cable TV	141,960	2,002,523	1,801,721
Color TVs	26,541	215,797	338,904
VCRs/Video Cameras & DVD Players	8,512	69,550	109,876
Video Cassettes & DVDs	11,536	91,528	143,138
Video Game Hardware & Software	7,610	60,397	95,362
Satellite Dishes	444	4,039	6,516
Rental of Video Cassettes & DVDs	14,395	110,367	169,510
Sound Equipment	35,880	280,249	35,880
Rental/Repair of TV/VCR/Sound Equipment	1,398	10,752	16,350
Pets	97,124	859,052	1,393,107
Toys & Games	43,685	357,623	569,145
Recreational Vehicles & Fees	81,924	775,232	1,299,586
Sports/Rec/Exercise Equipment	36,731	310,315	499,236
Photo Equipment/Supplies	30,424	247,747	392,797
Film Processing	9,156	75,171	119,400
Reading	45,815	378,461	599,732
<b>Food at Home</b>	1,213,951	9,354,304	14,571,589
Bakery & Cereal Products	161,974	1,357,636	2,122,106
Meat/Poultry/Fish/Eggs	299,427	2,521,338	3,912,802
Dairy Products	120,657	2,521,338	1,582,732
Fruit & Vegetables	186,697	1,570,916	2,442,157
Snacks/Other Food	347,934	2,891,241	4,511,794
Nonalcoholic Beverages	97,262	813,954	1,271,829
<b>Food Away from Home</b>	730,199	5,960,341	9,330,832
<b>Alcoholic Beverages</b>	131,541	131,541	1,636,042
<b>Financial</b>			
Investments	628,844	5,262,072	8,567,068
Vehicle Loans	1,392,103	11,855,204	18,798,401

**TABLE 13: LOCAL TRADE AREA, CONTINUED**

**CONSUMER EXPENDITURES (2006) continued**

<b>Financial</b>			
Investments	628,844	5,262,072	8,567,068
Vehicle Loans	1,392,103	11,855,204	18,798,401
<b>Health</b>			
Health	886,160	7,559,036	11,789,567
Nonprescription Drugs	27,468	228,088	353,612
Prescription Drugs	149,750	1,283,148	1,978,824
Eyeglasses & Contact Lenses	18,955	160,157	254,273
<b>Housing</b>			
Housing	2,767,946	23,039,053	36,585,313
Mortgage Payment & Basics	1,501,066	13,283,765	21,764,136
Maintenance & Remodeling Services	326,155	2,920,748	4,805,080
Maintenance & Remodeling Materials	73,716	671,491	1,116,616
Utilities/Fuel/Public Services	986,236	8,220,153	12,838,247
Telephone Services	337,956	2,769,482	4,302,954
<b>Household Furnishings &amp; Equipment</b>			
Household Furnishings & Equipment	394,766	3,322,067	5,298,710
Household Textiles	26,999	224,609	356,464
Furniture	125,927	1,055,789	1,677,485
Floor Coverings	13,972	121,321	199,743
Major Appliances	60,490	524,146	835,005
Housewares	17,023	144,993	231,802
Small Appliances	8,189	68,870	108,424
Luggage	1,948	15,732	25,057
Telephones & Accessories	4,997	39,357	61,267
<b>Household Services &amp; Supplies</b>			
Household Services & Supplies	35,586	294,232	466,029
Computer Information Services	35,586	294,232	466,029
Child Care	80,325	635,750	1,013,509
Lawn & Garden	92,320	844,430	1,375,194
Moving/Storage/Freight Express	10,073	78,973	121,623
Housekeeping Services	23,495	203,450	325,306
Housekeeping Supplies	170,153	2,250,413	2,250,413
<b>Miscellaneous</b>			
Miscellaneous	102,420	102,420	1,293,401
Personal Care Products	102,420	102,420	1,293,401
School Books & Supplies	30,535	220,829	327,185
Smoking Products	131,541	131,541	1,636,042
<b>Insurance</b>			
Insurance	98,677	866,127	1,382,219
Owners & Renters	98,677	866,127	1,382,219
Vehicle	301,964	301,964	4,041,857
Health	435,752	3,737,403	5,832,918
Life & Other Personal	143,408	1,246,631	628,844
<b>Transportation (Local)</b>			
Transportation (Local)	1,351,416	11,543,950	18,317,127
Transportation-Vehicle Purchases (Net Outlay)	1,351,416	11,543,950	18,317,127
Transportation - Gasoline & Motor Oil	430,797	3,661,295	5,769,952
Vehicle Maintenance & Repairs	229,676	1,929,554	3,039,380
<b>Travel</b>			
Travel	363,754	3,042,346	4,849,556
Travel	363,754	3,042,346	4,849,556
Airline Fares	74,844	616,257	978,989
Travel - Lodging on Trips	79,528	676,598	1,091,687
Auto/Truck/Van Rental on Trips	8,149	67,953	109,939
Travel - Food & Drink on Trips	95,121	797,662	1,269,414

Source: ESRI, 2006 Estimates & Projections.