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Carlsbad MainStreet: Community Economic Assessment

Jeffrey Mitchell

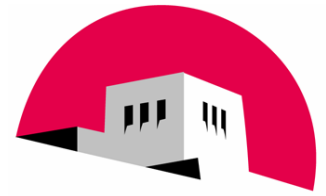
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CARLSBAD MAINSTREET: COMMUNITY ECONOMIC ASSESSMENT

Dr. Jeffrey Mitchell
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CARLSBAD – COMMUNITY ECONOMIC ASSESSMENT

1. **Demographics**¹: Carlsbad's population is relatively stable, though slowly growing; there is a small decline in the senior population which is contrary to the graying pattern seen in other parts of the southeast New Mexico (SE NM) region. Educational attainment has shown some improvement at the grade school level, but this has not yet translated into significant gains in post-secondary education.
 - a. Carlsbad's population grew by 4 percent between 1990 and 2000, below the 8.4 percent rate of growth in the SE NM region, and well below the 20 percent growth of the statewide population. Significantly, despite the slow growth of the city's population, the age distribution of the city's residents remains relatively balanced, with even a small decline in the city's senior population (over 65 years old). This is in sharp contrast to other communities in the southeastern region of New Mexico, where the senior population is the most rapidly growing population cohort. The economic significance of this demographic pattern is evident in the labor force – between 1990 and 2000, the number of workers in Carlsbad's labor force grew by 7 percent, more than twice the rate of the southeastern New Mexico region.
 - b. About 15 percent of Carlsbad's population moved into the county during the five years prior to the 2000 Census. This is down from 18 percent during the five years prior to the 1990 Census, and reflects a broader county-wide and regional slowing of the rate of population in-migration.
 - c. Carlsbad's population is 59 percent White/non-Hispanic and just over one-third (36 percent) Hispanic²; persons who defined themselves as Black or African American and as Native American comprise the remainder of the population. Between 1990 and 2000, the share of Carlsbad's population that is Hispanic increased from 33 percent to 36 percent; the White/non-Hispanic portion of the population fell proportionately. The rate of growth of Carlsbad's Hispanic population is well below that of all other geographies – below that of the southeastern New Mexico region, of New Mexico, and of the U.S. as a whole. Notably, despite the small growth in the Hispanic population in Carlsbad, this group is becoming far more integrated within the community as measured by linguistic isolation; the number of persons who, by Census definitions, are linguistically

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.

isolated declined from 6 percent to 2 percent between 1990 and 2000.

- d. Improvements in the level of educational attainment in Carlsbad generally tracked that of the region and the state between 1990 and 2000. The number of people 25 years and older without a high school degree dropped from 31 percent in 1990 to 23 percent in 2000, pushing Carlsbad below the 25 percent average in other parts of Eddy County, though still above the 21 percent average for New Mexico and the 20 percent average in the U.S. Those earning post-secondary degrees increased from 17 percent in 1990 to 20 percent in 2000, which was just above the average for Eddy County and equal to the average for the SE NM region but, again, below that of the state as a whole. By many accounts, a high level post-secondary educational attainment is increasingly critical to economic development, and is thus an area that Carlsbad must seek to improve to realize gains in investment and income.

2. **Housing**³: Consistent with patterns across the state and the U.S., Carlsbad's population is forming smaller households. The growth of the housing stock has not kept up with the pace of household formation, particularly in rental markets.
 - a. As in all parts of the U.S., the average household size declined in Carlsbad between 1990 and 2000. During the 10 year period, the number of households increased by 10 percent, compared to a 4 percent growth in the population. As a result, average household size declined from 2.66 to 2.51.
 - b. Smaller households have added pressure to housing affordability because fewer wage earners are available to contribute to housing payments. In Carlsbad, despite reasonably solid income gains (more on that below), an aging housing stock, and stable housing prices, the burden of homeownership increased. In 2000, the median homeowner spent 19 percent of total household income for housing, compared to 17 percent in 1990. Consequently, the rate of homeownership remained unchanged in Carlsbad during the 1990s, while the median age of the housing stock increased to 39 years old, well above the 33 years in other parts of Eddy County and 23 years throughout New Mexico. To a small degree, rental housing provided relief, as the real cost of rental housing decline by 3 percent over the 10 year period.

³ See Table 1 in the appendix

3. **Income**⁴: Per capita incomes, adjusted for inflation, increased significantly in Carlsbad during the 1990-2000 period and are now well above the regional average and only slightly below the statewide average.
 - a. Per capita income in Carlsbad, adjusted for inflation, rose by 18 percent between 1990 and 2000, above the 15 percent across New Mexico and well above the 8.4 percent increase throughout the SE New Mexico region. As of 2000, \$16,498 per capita income was less than 5 percent below the statewide \$17,261 average – an average strongly influenced by higher incomes (and costs) in larger cities such as Albuquerque and Santa Fe.
 - b. Perhaps more significant was the sharp drop in the poverty rate in Carlsbad from 20.7 percent in 1989 to 16.5 percent in 1999. While some of the decline in the poverty rate was the result of an improvement in the national economy, it is notable that as of 1999 the rate of poverty in Carlsbad was 3.5 percentage points lower than the region and nearly 2 points below the state rate.
 - c. Reflecting patterns described in the discussion of demographics above, Roswell saw a slight increase in the share of households receiving incomes for wages, salaries, and proprietor profits and a significant decrease in the share receiving retirement and/or social security incomes. Again, this is in marked contrast to nearly every geography (Eddy County, southeastern region, New Mexico and the U.S. as a whole), where the graying of the population means an increasing reliance on non-earned income.
4. **Economy**⁵: On a net basis, economic leakages (money spent by local residents outside the community) exceed inflows (residents of other communities spending money in Carlsbad) by about 10 percent, resulting in a net leakage of about \$57 million in 2005. Retail and services generally pull revenues into the economy, while ‘base industries’ (agriculture, mining, utilities, construction, and manufacturing) and wholesale trade are sources of revenue leakage.
 - a. Trade area: Carlsbad is hemmed in within the southeastern corner of New Mexico. Artesia and Roswell are to the north; Hobbs is about an hour to the east; to the south one must travel more than an hour to reach the east-west I-20 Interstate. To the west of Carlsbad is largely uninhabited federal land, including Lincoln National Forest and, further to the south, Carlsbad Caverns National Park. Thus, with the exception of the small community of Loving to the south and visitors to the Caverns, Carlsbad’s trade area is within its own boundaries. For higher-order goods and services (more expensive, less frequently purchased) residents are likely to travel north to Roswell, or perhaps two hours to Lubbock,

⁴ See Table 1 in the appendix

⁵ See tables 3-8 and figures 1-3 in the appendix

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Odessa/Midland or El Paso, Texas. Opportunities for the community to broaden this trade area are limited.

- b. Strengths: Carlsbad's economic strength is as a residential community for Waste Isolation Pilot Plant (WIPP) employees, and in its capacity to meet the retail and service needs of its own residents.
 - i. The retail sector has a pull factor of 114%, indicating that on a net basis 14 percent more dollars are spent in local shops by persons earning incomes in other areas than are spent by Carlsbad residents outside their community. Miscellaneous store retailers (primarily Big Box retail outlets) and grocery stores are by far the principal draws. It is likely that, in addition to local residents, the market for these outlets is persons from the few communities outside the town limits and visitors to the Caverns.
 - ii. The Carlsbad Medical Center and related outpatient services also draw revenues into the community, generating a net inflow of about \$20 million in health care expenditures.
 - iii. Transportation services and automobile repair, likely also related to the town's proximity to Carlsbad Caverns, generate an additional inflow of gross receipts to the town's economy.
- c. Weaknesses: Base industries are the principal source of leakage from the Carlsbad economy, although a review of historical data from the period 1989-2002 indicates a clear pattern of improvement. Subject to broad structural factors, there is generally little that can be done to reverse the fortunes of base industries in the short term, with the exception perhaps of developing small manufacturing shops that cater to niche markets or successfully landing a larger manufacturing firm, which generally requires substantial subsidy and a young and relatively inexpensive labor force.
 - i. A notable weakness in historical trends is the near precipitous decline in wholesale trade, where there has been a fall from a surplus of nearly \$17 million in 1989 (corrected for inflation), a pull factor of 156 percent, to a deficit of more than \$10 million in 2005 (a pull factor of 71 percent).
- d. Carlsbad Caverns National Park: Perhaps the greatest weakness in Carlsbad's economy is where one might expect its greatest strengths – revenues associated with the town's proximity to Carlsbad Caverns National Park. A 2004 study by Daniel J. Stynes

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of Michigan State University⁶ measures significant contributions of the park to the Eddy County economy – 1,000 jobs and \$17 million in labor income flowing from \$32 million in visitor expenditures outside the park. Yet, this impact of the Caverns on local businesses is difficult to identify.

- i. Accommodations (hotels and motels) in the town of Carlsbad received about \$10 million in 2005, a significant volume, but in relation to accommodations across the state this results in a net surplus of only \$2.8 million, a pull factor of 138 percent. Some communities in other parts of the state tally a pull factor over three hundred percent.
 - ii. Eating and drinking establishments, mainly including restaurants (bars are listed as 'drinking places') have a pull factor below 100 percent, indicating that on a net basis residents of Carlsbad are more likely to spend food service dollars elsewhere than are visitors likely to spend in Carlsbad. It is particularly interesting that third quarter data, including the peak months of July through September, indicates the pull factor of restaurants remained below 100 percent.
 - iii. Arts, entertainment and recreation drew less than \$200 thousand in revenues in 2005, a pull factor of only 10 percent.
 - iv. Overall, one might conclude that while accommodations are benefiting somewhat from proximity to the national park, the benefits are fairly modest and do not typically spread to related sectors such as restaurants and arts, entertainment, and recreation.
5. **MainStreet**⁷: Carlsbad's MainStreet district encompasses a 10 square-block area in the eastern part of town, straddling North Canal Street. The area serves primarily as a governmental and professional service center for the community, including courts, legal services, and banks.
- a. The MainStreet district is the location of 16 percent of Carlsbad's businesses, which provide 10 percent of the total employment in the town. On average, wages paid by MainStreet businesses are slightly below those paid by businesses located in other parts of town – about \$32,000 compared to \$33,600.

⁶ Stynes, Daniel J. 2004. Economic Impacts of Carlsbad Caverns National Park on the Local (Eddy County, NM) Economy, 2002. Available online at: <http://web4.canr.msu.edu/mgm2/Carlsbad%20National%20Park.pdf>

⁷ See tables 9-14 and figures 4-6 in the appendix

- b. Table 13 of the appendix provides disaggregated information on employment in the MainStreet by NAICS industry code⁸. As this table indicates, businesses that employ the greatest number of persons in the downtown area are professional and technical services (NAICS 541), including legal services; Justice, Public Order (Courts) (922), Credit Intermediation (banks) (522), Postal Service (491), and other government support (921). Restaurants (722) are available to serve the weekday demands of employees of these businesses.
- c. Absent in the MainStreet district is any significant tourism or visitor-related business. There are no hotels or motels (721 - Accommodation), museums (712), performing arts (711), and very little in the way of recreational businesses (713). Restaurants primarily serve weekday customers, and do not remain open for evening and weekend business.
- d. Figure 6 is a map of the areas encompassed by a one minute (roughly ½ mile), 3 minute, and 5 minute drive from 100 North Canyon Street, at the center of the district. Table 14 provides detailed demographic and consumer expenditure data corresponding to these three areas.
- e. As a center for governmental and professional services, the MainStreet district and the surrounding area has a very limited residential base. The inner region has less than 3 percent of the town's population; however, the next circle includes a substantially larger population, nearly 40% of all residents of Carlsbad, located to the west of the downtown. In general, younger adults live closer to the center, and move outward as their families grow. Correspondingly, the population of this middle area is somewhat less affluent than the outer ring, with a median household income about \$3,000 less than the outer ring. Disposable income and net worth are likewise lower.

6. Opportunities and Challenges:

- a. WIPP has created an employment base for Carlsbad, providing jobs for younger adults in the community. This has mitigated against the 'graying' of the population that is characteristic of other communities in the region. Incomes have increased; in general residents spend a reasonable share of their income locally, and visitors supplement the receipts. Likewise, services, particularly healthcare, provide for the needs of the community.

⁸ NAICS is an acronym for North American Industry Classification System, which is the standard for classifying business establishments by type and category. NAICS classifies businesses to 6-digit detail; only three digits are used here.

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- b. An opportunity exists to build on this reasonably solid foundation by capturing a greater share of the dollars that visitors bring to the region in their travels to Carlsbad Caverns and Guadalupe National Park. Available data indicates that spending in restaurants and other recreational services in Carlsbad are below average for the state, disappointing considering that the town is nearby one of the most important attractions in the state.
- c. The MainStreet program can play a key role in this initiative. Working with businesses to develop services and attractions of interest to the well-defined and generally very affluent group of outdoor enthusiasts could bring new energy to downtown. The risk of such businesses could be lessened by marketing to local residents, especially adults in their 20s, 30s and 40s, who are seeing a growth in their disposable income.
- d. An ambitious catalyst for this kind of urban renewal would be the development of a small hotel in the center of the city. This would bring visitors to the area, creating an evening and weekend market for restaurants and arts and entertainment venues. The economic advantage of this kind of plan is that the dollars will be almost entirely new. Unlike many other development plans, which serve only to redistribute revenues from one end of town to the other, or from one business to another, attracting visitors to the center would likely tap an entirely new source of revenues. Further, because visitors to the Caverns and Guadalupe National Park are such a clearly defined demographic, marketing could be very targeted. Another strategy that builds on this effort would include working with other MainStreet programs in the region to develop an initiative to encourage visitors to the national parks to spend time in southeastern New Mexico, extending visits by a day or two. Downtown districts could be featured in such an effort, perhaps by developing cultural attractions that promote the identity of southeastern New Mexico, which would broaden the experience of the nature enthusiasts who visit the parks.

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.

Taxable Gross Receipts and Pull Factors

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

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

There are several problems associated with gross receipts data:

- The data does not account for the value of the products sold; rather data is categorized according to the type of business; i.e. sales of food from gasoline convenience stores are included in gasoline stations; groceries sold at Wal-Mart are included in Miscellaneous Retailers.
- Businesses are self-classified, and sometimes inaccurately so.
- Not all products are taxable as gross receipts in New Mexico; a notable example is gasoline. 2005 data includes both taxable gross receipts and deductions associated with food and medical spending.

A 'pull factor' indicates the capacity of an industrial sector (e.g., services, retail, and so on) to draw revenues into the local economy. A value of 100% is the break-even point – values greater than 100% indicate that the business sector is drawing revenues into the local economy (more money is spent in the economy by those whose income is earned outside the community than money is spent by locals outside the community), whereas values less than 100% indicate that the sector is leaking money to other communities. Net Gain/Loss is derived from the pull factors. It is calculated as the difference between actual gross receipts and the 'expected value' of gross receipts (i.e. that which would be associated with a

pull factor of 100%). As with all 1989 gross receipts data, it is presented in terms of 2002 dollars.

Note that it is natural that not all sectors will have a positive balance – every economy has its strengths and weaknesses. From a policy perspective, policies that reduce leakages and that exploit strengths are equally valid. The decision is a practical one – should energies be spent plugging holes or exploiting existing strengths?

Businesses by Industry, In MainStreet Service Area, 1995 and 2004

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005; calculations by UNM-BBER.

ES-202 data is provided to UNM-BBER by the 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 (County).

Location Quotients

Source: Census 2000 Summary File 3 (SF3); Tables 59-61. Calculations by UNM-BBER.

A location quotient indicates the relative concentration of employment by industry, occupation, and type of business ownership in a given community, county, or region. The measures are relative to that of a ‘base geography’. A location quotient is calculated as the ratio of local employment in a given industry, occupation, or ownership type to total employment, in relation to the same ratio for the base geography. Thus, a value of 1.00 indicates that employment for a given industry, occupation, or type of business ownership compared to total employment in the economy is in exact proportion to that of the base geography. Values greater than 1.00 indicate that the industry, occupation, or ownership is more than proportionate to that of the base geography; a value less than 1.00 indicates the opposite.

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 program are geographically derived at the census block point level. The

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demographic, income, and expenditure data and projections utilized by ESRI® are derived from the U.S. Census Bureau and the Bureau of Labor Statistics' Consumer Expenditure Surveys.

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

APPENDIX: TABLES AND FIGURES

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TABLE 1: SELECTED DEMOGRAPHIC, ECONOMIC, AND HOUSING CHARACTERISTICS

	CARLSBAD			EDDY COUNTY	SE NM REGION	NEW MEXICO
	1990	2000	Change (%)	2000	2000	2000
POPULATION						
Total Population	24,896	25,947	4%	51,658	168,551	1,819,046
Urban	100%	96%		75%	77%	75%
Rural	0%	4%		25%	23%	25%
Households	9,146	10,080	10%	19,410	61,689	678,032
Household Size (Average)	2.66	2.51	-6%	2.62	2.67	2.63
AGE						
Under 5 yrs	7%	7%		7%	7%	7%
5 to 17 y/o	21%	20%		22%	22%	21%
18 to 64 y/o	53%	56%		57%	57%	60%
65 yrs and over	18%	17%		15%	14%	12%
RACE & ETHNICITY						
White	81%	77%		76%	72%	67%
Black or African American	3%	3%		2%	3%	2%
Native American	0%	1%		1%	1%	9%
Hispanic or Latino (of any race)	33%	36%		39%	41%	42%
Speak Spanish, linguistically isolated*†	6%	2%		2%	2%	2%
Speak other than Spanish, linguistically isolated*†	0%	0%		0%	0%	1%
EDUCATIONAL ATTAINMENT						
Population 25 yrs or older	15,977	16,727	5%	32,572	103,674	1,134,801
Less than high school graduate**	31%	23%		25%	28%	21%
High school graduate; and some college**	52%	57%		56%	52%	49%
Associate, bachelor's, or graduate degree**	17%	20%		19%	20%	29%
MIGRATION						
Moved since 1985/1995*	10,558	10,146	-4%	19,329	65,221	731,488
Moved to new house in county since 1985/1995*	28%	27%		26%	26%	24%
Moved into county since 1985/1995*	18%	15%		14%	15%	20%
TRAVEL TO WORK						
Less than 15 minutes	53%	61%		59%	56%	40%
15-29 minutes	18%	28%		31%	35%	48%
More than 30 minutes	29%	12%		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

	CARLSBAD			EDDY COUNTY	SE NM REGION	NEW MEXICO
	1990	2000	Change (%)	2000	2000	2000
HOUSEHOLD INCOME & POVERTY						
Real per capita income (1999 dollars)	14,025	16,496	18%	15,823	14,980	17,261
Median household income (1999 dollars)	30,170	30,658	2%	31,998	na	34,133
Households with earnings	72%	73%		76%	75%	80%
Households with social security income	37%	32%		30%	31%	25%
Households: with interest; dividends; or rental income	37%	28%		26%	26%	30%
Households with public assistance income	9%	5%		5%	6%	5%
Households with retirement income	20%	18%		16%	16%	17%
Persons below the poverty line	5,018	4,175	-17%	8,769	32,864	328,933
Poverty rate	20.7%	16.5%		17.2%	20.0%	18.4%
LABOR CHARACTERISTICS						
In labor force (population 16 yrs and over)	10,138	10,833	7%	22,104	69,767	834,632
Unemployment rate	8.5%	6.9%		6.8%	8.3%	7.2%
HOUSING CHARACTERISTICS						
Total housing units (#)	10,547	11,515	9%	22,249	71,301	780,579
Home ownership (%)	68%	68%		71%	70%	68%
Owner-occupied housing units	6,479	7,171	11%	14,401	44,683	474,435
Vacancy rate (for sale)		4.7%		4.0%	3.6%	2.5%
Renter-occupied housing units	2,776	2,893	4%	4,978	16,956	203,536
Vacancy Rate (for rent)		19.9%		18.4%	16.6%	11.6%
Median age of housing structures	32	39		34	na	23
HOUSING AFFORDABILITY						
Median value of owner-occupied housing (1999 dollars)	58,725	59,300	1%	60,900	na	94,600
Median costs of homeownership (% of income)	17.0%	18.9%		18.6%	na	22.2%
Median rent (1999 dollars)	424	411	-3%	394	na	503
Median cost of rental housing (% household income)	24.5%	24.5%		23.8%	na	26.6%

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

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TABLE 2: SELECTED DEMOGRAPHIC, ECONOMIC, AND HOUSING CHARACTERISTICS – ARTESIA & LOVING

	ARTESIA			LOVING			EDDY COUNTY	SE NM REGION
	1990	2000	Change (%)	1990	2000	Change (%)	2000	2000
POPULATION								
Total Population	10,610	10,931	3%	1,243	1,327	7%	51,658	168,551
Urban	100%	99%		0%	0%		75%	77%
Rural	0%	1%		100%	100%		25%	23%
Households	3,926	4,127	5%	390	432	11%	19,410	61,689
Household Size (Average)	2.69	2.63	-2%	3.16	3.07	-3%	2.62	2.67
AGE								
Under 5 yrs	8%	8%		10%	6%		7%	7%
5 to 17 y/o	22%	22%		24%	29%		22%	22%
18 to 64 y/o	54%	56%		54%	54%		57%	57%
65 yrs and over	15%	15%		12%	11%		15%	14%
RACE & ETHNICITY								
White	79%	71%		57%	54%		76%	72%
Black or African American	1%	2%		0%	0%		2%	3%
Native American	0%	1%		0%	2%		1%	1%
Hispanic or Latino (of any race)	39%	47%		78%	81%		39%	41%
Speak Spanish, linguistically isolated*†	5%	2%		12%	5%		2%	2%
Speak other than Spanish, linguistically isolated*†	0%	0%		0%	0%		0%	0%
EDUCATIONAL ATTAINMENT								
Population 25 yrs or older	6,494	6,679	3%	707	735	4%	32,572	103,674
Less than high school graduate**	35%	30%		58%	45%		25%	28%
High school graduate; and some college**	49%	54%		38%	46%		56%	52%
Associate, bachelor's, or graduate degree**	15%	16%		5%	9%		19%	20%
MIGRATION								
Moved since 1985/1995*	3,994	4,221	6%	472	318	-33%	19,329	65,221
Moved to new house in county since 1985/1995*	26%	27%		32%	18%		26%	26%
Moved into county since 1985/1995*	15%	15%		10%	7%		14%	15%
TRAVEL TO WORK								
Less than 15 minutes	73%	73%		22%	25%		59%	56%
15-29 minutes	13%	19%		44%	68%		31%	35%
More than 30 minutes	13%	8%		34%	7%		11%	9%

* 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).

CARLSBAD MAINSTREET – Community Economic Assessment

TABLE 2: SELECTED DEMOGRAPHIC, ECONOMIC, AND HOUSING CHARACTERISTICS – ARTESIA & LOVING CONTINUED

	ARTESIA			LOVING			EDDY COUNTY	SE NM REGION
	1990	2000	Change (%)	1990	2000	Change (%)	2000	2000
HOUSEHOLD INCOME & POVERTY								
Real per capita income (1999 dollars)	13,979	13,911	0%	8,761	10,715	22%	15,823	14,980
Median household income (1999 dollars)	30,275	29,529	-2%	21,212	22,414	6%	31,998	na
Households with earnings	71%	75%		73%	74%		76%	75%
Households with social security income	35%	30%		30%	27%		30%	31%
Households: with interest; dividends; or rental income	32%	23%		10%	11%		26%	26%
Households with public assistance income	9%	4%		8%	6%		5%	6%
Households with retirement income	11%	14%		11%	14%		16%	16%
Persons below the poverty line	2,234	2,177	-3%	369	317	-14%	8,769	32,864
Poverty rate	21.4%	20.1%		29.7%	24.0%		17.2%	20.0%
LABOR CHARACTERISTICS								
In labor force (population 16 yrs and over)	4,314	4,706	9%	458	469	2%	22,104	69,767
Unemployment rate	7.1%	6.3%		10.7%	12.6%		6.8%	8.3%
HOUSING CHARACTERISTICS								
Total housing units (#)	4,510	4,627	3%	479	528	10%	22,249	71,301
Home ownership (%)	69%	68%		73%	77%		71%	70%
Owner-occupied housing units	2,783	2,872	3%	296	348	18%	14,401	44,683
Vacancy rate (for sale)		2.1%			4.1%		4.0%	3.6%
Renter-occupied housing units	1,133	1,237	9%	95	100	5%	4,978	16,956
Vacancy Rate (for rent)		14.6%			21.9%		18.4%	16.6%
Median age of housing structures	28	38		29	39		34	na
HOUSING AFFORDABILITY								
Median value of owner-occupied housing (1999 dollars)	57,257	60,500	6%	37,370	36,300	-3%	60,900	na
Median costs of homeownership (% of income)	17.1%	19.3%		15.8%	20.4%		18.6%	na
Median rent (1999 dollars)	366	354	-3%	340	333	-2%	394	na
Median cost of rental housing (% household income)	23.1%	22.7%		24.0%	28.6%		23.8%	na

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

CARLSBAD MAINSTREET – Community Economic Assessment

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

CARLSBAD 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	5,396,676	10,127,625	31%	75%	(12,189,686)	(3,306,873)	88%	8,882,813
Contract Construction	12,776,443	28,909,158	27%	48%	(35,385,832)	(30,774,792)	126%	4,611,041
Manufacturing	5,603,702	10,953,533	44%	105%	(7,160,767)	563,729	95%	7,724,495
Transportation, Communications, Utilities	30,420,151	29,810,357	70%	93%	(13,256,216)	(2,299,046)	-2%	10,957,170
Wholesale Trade	40,020,892	21,764,543	156%	93%	14,438,001	(1,532,721)	-46%	(15,970,722)
Building Materials	5,567,342	4,083,702	112%	176%	584,447	1,758,041	-27%	1,173,594
Retail Food Stores	57,699,569	30,951,628	186%	122%	26,644,279	5,538,469	-46%	(21,105,810)
Gasoline Service Stations	757,195	194,596	26%	7%	(2,156,225)	(2,454,928)	-74%	(298,704)
Misc Vehicle and Accessory Dealers	5,802,754	5,785,243	110%	128%	535,254	1,258,963	0%	723,709
Apparel and Accessory Stores	6,809,153	5,541,690	77%	84%	(2,008,739)	(1,023,270)	-19%	985,469
Furniture and Home Furnishings	8,615,021	7,026,691	131%	158%	2,016,668	2,567,496	-18%	550,828
Eating and Drinking Establishments	20,518,368	21,780,526	96%	101%	(747,050)	279,010	6%	1,026,061
Liquor Dispensers	7,245,356	2,901,020	108%	112%	539,647	310,900	-60%	(228,747)
Drug and Proprietary Stores	6,648,308	1,258,243	98%	40%	(161,911)	(1,852,077)	-81%	(1,690,166)
Misc Retailers (ALL)*	63,727,775	115,504,902	66%	118%	(33,171,862)	17,234,066	81%	50,405,928
Total Retail Trade	190,182,211	212,082,576	111%	119%	18,779,398	34,353,947	12%	15,574,549
Finance, Insurance and Real Estate	4,964,403	6,526,516	43%	64%	(6,687,613)	(3,729,960)	31%	2,957,654
Hotels, Motels	6,335,094	9,465,766	76%	128%	(1,987,640)	2,043,992	49%	4,031,632
Personal Services	5,957,970	5,292,678	105%	78%	286,466	(1,488,625)	-11%	(1,775,091)
Misc Business Services	7,642,612	11,470,227	36%	52%	(13,658,961)	(10,566,242)	50%	3,092,719
Auto Rental and Repair	8,646,902	9,013,387	116%	116%	1,161,781	1,241,265	4%	79,484
Misc Repair Services	3,946,398	4,803,886	137%	183%	1,068,917	2,185,932	22%	1,117,015
Physicians and Dentists	20,820,149	18,808,772	139%	146%	5,859,069	5,952,974	-10%	93,905
Hospitals and Other Health Services	22,896,504	9,383,647	237%	91%	13,221,163	(905,775)	-59%	(14,126,937)
Legal Services	3,825,237	2,624,024	46%	37%	(4,556,129)	(4,547,257)	-31%	8,872
Educational Services		128,078		9%		(1,310,227)		
Misc Services	9,037,681	70,520,278	45%	141%	(10,929,778)	20,346,037	680%	31,275,815
Engineering and Architectural Services	7,553,683	2,299,415	119%	40%	1,196,727	(3,452,960)	-70%	(4,649,687)
Total Services	97,618,927	159,970,151	74%	105%	(35,152,704)	8,237,948	64%	43,390,653
Total Taxable Gross Receipts	388,176,952	480,611,645	111%	100%	39,115,932	(1,518,940)	24%	(40,634,872)

* 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.

CARLSBAD MAINSTREET – Community Economic Assessment

TABLE 4: 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
Mining	75,857,573	103,366,619	262%	403%	46,896,218	77,710,914	36%	30,814,696
Contract Construction	131,862,265	114,540,987	166%	100%	52,548,265	563,242	-13%	(51,985,023)
Manufacturing	12,759,384	31,148,330	61%	157%	(8,261,240)	11,307,041	144%	19,568,281
Transportation, Communications, Utilities	114,641,691	120,520,011	159%	197%	42,715,119	59,201,057	5%	16,485,939
Wholesale Trade	62,975,234	79,203,846	149%	178%	20,845,135	34,713,332	26%	13,868,197
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
Total Retail Trade	290,749,225	317,143,591	103%	93%	8,481,775	(22,262,706)	9%	(30,744,480)
Finance, Insurance and Real Estate	6,730,522	24,472,922	35%	125%	(12,458,107)	4,886,250	264%	17,344,357
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)
Total Services	140,893,597	401,115,312	64%	138%	(77,755,731)	111,354,088	185%	189,109,819
Total Taxable Gross Receipts	840,861,863	1,195,651,012	146%	130%	266,025,532	274,931,838	42%	8,906,307

* 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 5: CARLSBAD TAXABLE GROSS RECEIPTS AND PULL FACTORS, 2005

CARLSBAD	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	295	164	6	39	87	25%	63%	2%	13%	30%	(881)	(96)	(328)	(260)	(198)
MINING	18,928	4,703	3,804	4,852	5,569	83%	93%	70%	80%	89%	(3,918)	(352)	(1,633)	(1,234)	(699)
UTILITIES	21,895	5,426	4,264	6,090	6,114	81%	76%	75%	95%	80%	(5,005)	(1,740)	(1,445)	(317)	(1,504)
CONSTRUCTION	34,563	7,536	8,962	7,765	10,300	41%	41%	43%	35%	43%	(50,726)	(10,657)	(11,704)	(14,509)	(13,856)
MANUFACTURING	13,971	4,122	3,886	3,304	2,660	92%	123%	102%	84%	64%	(1,260)	782	78	(611)	(1,509)
WHOLESALE TRADE	25,403	6,065	6,200	6,704	6,435	71%	79%	69%	71%	67%	(10,297)	(1,583)	(2,766)	(2,794)	(3,154)
RETAIL TRADE	214,350	50,650	53,670	51,676	58,354	114%	120%	115%	112%	111%	26,804	8,318	7,175	5,715	5,596
Automobile Dealers	3,376	647	900	890	940	100%	82%	101%	99%	115%	(12)	(138)	12	(11)	126
Auto Parts, Accessories & Tire Stores	6,905	1,714	1,778	1,697	1,716	132%	138%	137%	124%	129%	1,664	471	484	323	387
Furniture & Home Furnishings Stores	8,411	2,301	1,988	1,833	2,288	167%	194%	151%	154%	171%	3,371	1,113	668	644	947
Building Material & Supply Dealers	4,679	1,087	1,220	1,232	1,140	175%	204%	165%	164%	177%	2,011	554	481	481	496
Hardware Stores	6,609	1,456	1,844	1,711	1,598	626%	650%	637%	632%	589%	5,553	1,232	1,554	1,440	1,327
Grocery Stores	36,964	8,349	9,596	8,662	10,357	140%	142%	144%	142%	134%	10,519	2,450	2,915	2,545	2,609
Convenience Stores	185	64		121		37%	73%		97%		(311)	(24)		(4)	
Beer, Wine & Liquor Stores	381		381			51%		190%			(370)		180		
Pharmacies & Drug Stores	3,792	1,126	799	769	1,099	96%	100%	91%	89%	101%	(163)	(4)	(79)	(95)	15
Other Health & Personal Care Stores	45		45			10%		51%			(392)		(44)		
Gasoline Stations	37			37		2%			7%		(1,863)			(468)	
Clothing Assesory Stores	7,134	1,684	1,572	1,542	2,335	113%	120%	103%	103%	123%	803	280	46	44	433
Sewing & Needlework Stores	3		3			17%		77%			(16)		(1)		
Gift,Novelty & Souvenir Stores	95			95		24%			92%		(304)			(9)	
Electronic Shopping & Mail Order Houses	14	6	6		2	7%	16%	14%		2%	(192)	(30)	(36)		(88)
Miscellaneous Store Retailers (All)*	129,229	30,804	32,408	31,494	34,524	105%	111%	107%	104%	100%	6,813	3,021	2,267	1,404	121
TRANSPORTATION AND WAREHOUSING	16,577	4,547	2,525	4,123	5,382	295%	358%	178%	312%	333%	10,953	3,276	1,110	2,800	3,768
INFORMATION AND CULTURAL INDUSTRIES	10,267	2,650	2,558	2,577	2,482	83%	86%	87%	84%	75%	(2,153)	(437)	(395)	(492)	(829)
FINANCE AND INSURANCE	3,680	923	851	997	909	99%	97%	94%	111%	93%	(49)	(27)	(55)	96	(64)
REAL ESTATE AND RENTAL AND LEASING	4,212	628	1,113	1,418	1,052	45%	33%	46%	57%	40%	(5,241)	(1,250)	(1,308)	(1,071)	(1,612)
PROF, SCIENTIFIC & TECHNICAL SERVICES	33,897	9,015	8,348	9,223	7,312	58%	58%	57%	67%	50%	(24,929)	(6,546)	(6,396)	(4,625)	(7,362)
Legal Services	3,311	950	709	737	914	44%	53%	38%	42%	44%	(4,230)	(859)	(1,175)	(1,014)	(1,183)
Architectural, Engineering & Related Services	2,107	492	748	400	466	33%	35%	45%	24%	30%	(4,194)	(906)	(917)	(1,262)	(1,109)
Management, Scientific, Technical Services	56				56	3%				9%	(1,580)				(551)
Scientific Research & Development Services	3,822	3,354			468	21%	54%			12%	(14,041)	(2,808)			(3,280)
ADMIN & SUPPORT, WASTE MGT & REMED	674	121	120	217	216	25%	21%	18%	32%	29%	(1,969)	(452)	(529)	(452)	(535)
EDUCATIONAL SERVICES	30			30		2%			6%		(1,869)			(463)	
HEALTH CARE AND SOCIAL ASSISTANCE	49,805	11,490	13,201	12,461	12,652	170%	161%	169%	178%	171%	20,516	4,363	5,413	5,472	5,269
Ambulatory Health Care Services	23,553	5,612	7,084	5,331	5,526	184%	171%	207%	172%	183%	10,731	2,329	3,656	2,240	2,506
Offices of Physicians (except mmental health)	403	94	113	102	94	81%	93%	94%	84%	61%	(94)	(7)	(8)	(20)	(59)
Hospitals	24,233	5,467	5,544	6,599	6,623	249%	227%	218%	281%	273%	14,503	3,057	3,000	4,249	4,196
Child Day Care Services	80	17	22	17	24	33%	40%	31%	26%	38%	(161)	(26)	(48)	(49)	(39)
ARTS, ENTERTAINMENT, AND RECREATION	191.28496	52.7823	58.6383	38.1537	41.7107	10%	11%	14%	7%	8%	(1,775)	(418)	(366)	(525)	(466)

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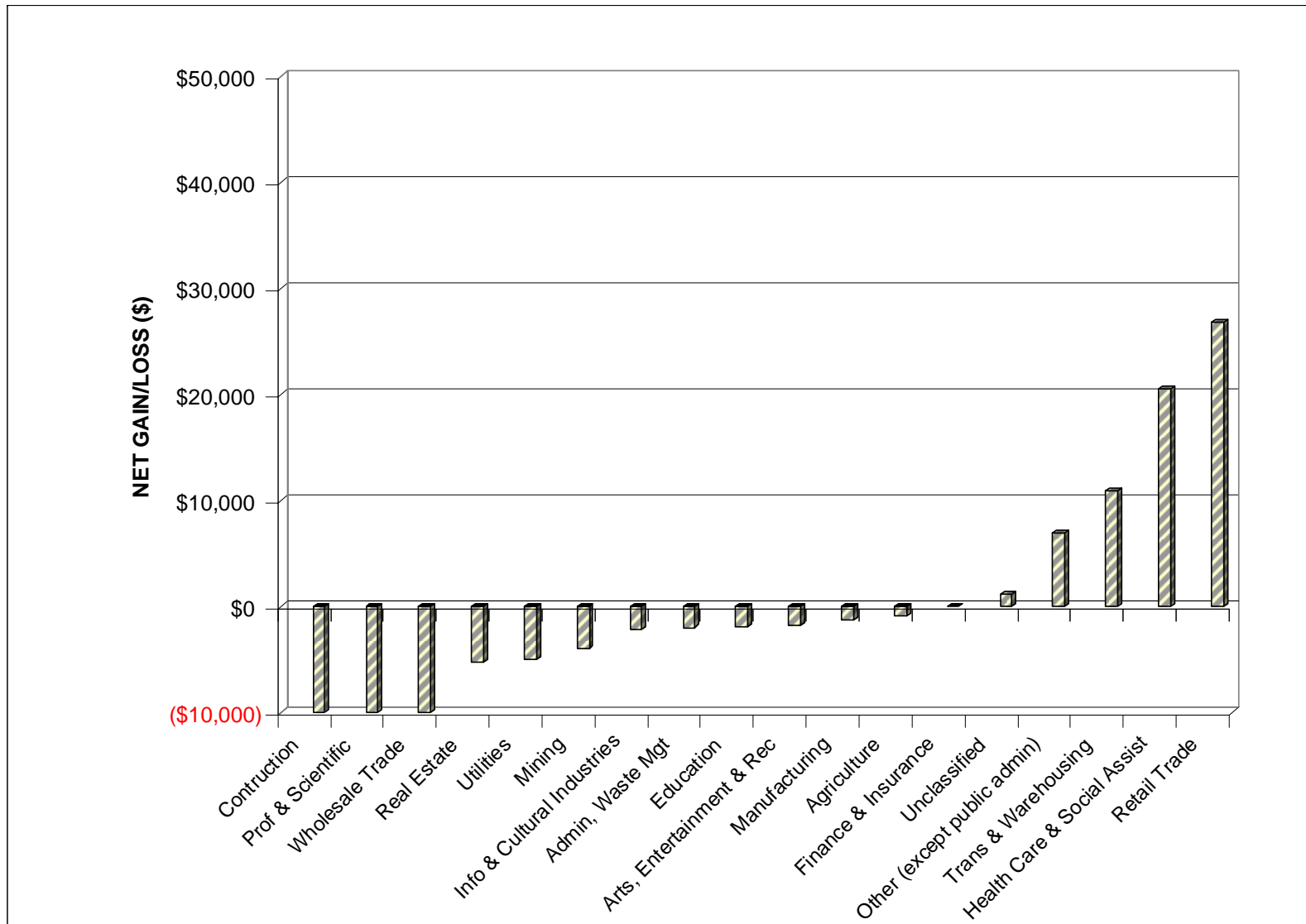
TABLE 5: TAXABLE GROSS RECEIPTS AND PULL FACTORS, 2005, CONTINUED

CARLSBAD	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
Amusement, Gambling & Recreation Industries	50	16	14	11	10	4%	5%	5%	3%	3%	(1,212)	(327)	(278)	(329)	(277)
Accommodations	10,173	2,188	2,892	2,613	2,480	138%	128%	154%	125%	147%	2,819	485	1,014	528	792
Eating & Drinking Establishments	28,802	6,976	7,068	7,350	7,408	97%	101%	92%	98%	97%	(943)	47	(646)	(151)	(192)
Drinking Places (Alcoholic Beverages)	2,007	589	539	540	338	70%	91%	77%	67%	47%	(869)	(55)	(163)	(270)	(381)
OTHER SERVICES (EXCEPT PUBLIC ADMIN)	84,558	22,429	21,426	20,291	20,412	109%	126%	111%	103%	99%	6,926	4,582	2,039	606	(300)
Automotive Repair & Maintenance	10,767	2,434	2,809	2,996	2,528	133%	131%	138%	135%	129%	2,699	573	776	778	572
Personal & Household Goods Repair & Mntc	22	465	516	(1,439)	480	1%	78%	73%	-214%	64%	(2,693)	(129)	(188)	(2,111)	(265)
Personal & Laundry Services	4,901	1,062	1,552	1,120	1,167	80%	72%	97%	78%	74%	(1,205)	(422)	(44)	(324)	(415)
UNCLASSIFIED ESTABLISHMENTS	40,168	9,421	10,134	10,369	10,244	103%	105%	100%	102%	104%	1,128	471	31	228	398
TOTAL	573,824	140,044	141,235	142,244	150,303	91%	97%	91%	90%	88%	(56,769)	(4,940)	(14,429)	(16,683)	(20,716)

* Misc Store Retailers (ALL) includes 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: CARLSBAD 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.

CARLSBAD MAINSTREET – Community Economic Assessment

TABLE 6: LOCATION QUOTIENT: CARLSBAD 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

	CARLSBAD			EDDY COUNTY		SE NM REGION
	Eddy County	SE NM Region	New Mexico	SE NM Region	New Mexico	New Mexico
Base Geography						
Agriculture; forestry; fishing and hunting; and mining	0.60	0.59	2.16	0.97	3.57	3.68
Agriculture; forestry; fishing and hunting	0.23	0.15	0.33	0.67	1.45	2.16
Mining	0.71	0.78	4.21	1.10	5.95	5.39
Construction	0.95	0.98	0.82	1.03	0.86	0.84
Manufacturing	0.84	0.79	0.80	0.94	0.95	1.01
Wholesale trade	1.03	0.88	0.95	0.85	0.92	1.08
Retail trade	1.10	1.16	1.21	1.05	1.10	1.04
Transportation and warehousing; and utilities	0.79	0.73	0.90	0.93	1.13	1.22
Transportation and warehousing	0.80	0.73	0.77	0.90	0.96	1.06
Utilities	0.77	0.75	1.25	0.97	1.62	1.67
Information	1.25	1.37	0.86	1.10	0.69	0.63
Finance; insurance; real estate and rental and leasing	1.00	1.01	0.78	1.01	0.78	0.77
Finance and insurance	1.05	1.13	0.84	1.07	0.80	0.74
Real estate and rental and leasing	0.90	0.83	0.67	0.93	0.74	0.80
Professional; scientific; management; administrative; and waste management services	1.17	1.43	0.93	1.22	0.79	0.65
Professional; scientific; and technical services	1.24	1.29	0.57	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	1.13	1.56	1.65	1.39	1.47	1.06
Educational; health and social services	1.13	1.02	0.94	0.90	0.83	0.92
Educational services	1.04	0.88	0.78	0.84	0.74	0.89
Health care and social assistance	1.21	1.16	1.11	0.96	0.92	0.96
Arts; entertainment; recreation; accommodation and food services	1.29	1.33	1.03	1.04	0.80	0.77
Arts; entertainment; and recreation	1.19	1.14	0.65	0.96	0.54	0.57
Accommodation and food services	1.30	1.37	1.15	1.05	0.88	0.84
Other services (except public administration)	1.02	1.12	1.37	1.10	1.34	1.22
Public administration	1.04	1.10	0.69	1.06	0.66	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.

CARLSBAD MAINSTREET – Community Economic Assessment

TABLE 7: LOCATION QUOTIENT: CARLSBAD 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	CARLSBAD			EDDY COUNTY		SE NM REGION
	Eddy County	SE NM Region	New Mexico	SE NM Region	New Mexico	New Mexico
Management; professional; and related occupations	1.00	0.97	0.74	0.97	0.74	0.76
Management; business; and financial operations occupations	0.83	0.79	0.66	0.95	0.80	0.84
Management occupations; except farmers	0.86	0.83	0.71	0.97	0.83	0.85
Farmers and farm managers	0.14	0.08	0.14	0.58	1.02	1.77
Business and financial operations occupations	0.96	1.04	0.66	1.09	0.69	0.63
Business operations specialists	1.12	1.18	0.64	1.05	0.57	0.54
Financial specialists	0.85	0.95	0.68	1.11	0.80	0.72
Professional and related occupations	1.11	1.09	0.79	0.98	0.71	0.72
Computer and mathematical occupations	1.32	1.83	0.46	1.39	0.35	0.25
Architecture and engineering occupations	1.27	1.34	0.63	1.05	0.49	0.47
Architects; surveyors; cartographers; and engineers	1.36	1.41	0.59	1.03	0.43	0.42
Drafters; engineering; and mapping technicians	1.16	1.24	0.70	1.07	0.60	0.56
Life; physical; and social science occupations	1.09	1.62	0.83	1.48	0.76	0.51
Community and social services occupations	1.08	1.06	0.95	0.98	0.88	0.89
Legal occupations	1.44	0.99	0.60	0.69	0.41	0.60
Education; training; and library occupations	1.07	1.02	0.96	0.95	0.90	0.94
Arts; design; entertainment; sports; and media occupations	1.01	0.89	0.44	0.88	0.43	0.49
Healthcare practitioners and technical occupations	1.09	1.01	0.88	0.93	0.81	0.87
Service occupations	1.17	1.21	1.18	1.04	1.01	0.97
Healthcare support occupations	1.06	1.22	1.50	1.15	1.43	1.23
Protective service occupations	1.18	0.98	0.80	0.83	0.68	0.82
Food preparation and serving related occupations	1.33	1.34	1.20	1.01	0.91	0.89
Building and grounds cleaning and maintenance occupations	1.02	1.08	1.04	1.06	1.02	0.96
Personal care and service occupations	1.17	1.27	1.41	1.09	1.20	1.11
Sales and office occupations	1.05	1.07	1.01	1.02	0.96	0.94
Sales and related occupations	1.14	1.22	1.14	1.06	0.99	0.94
Office and administrative support occupations	0.96	0.96	0.90	0.99	0.94	0.94

CARLSBAD MAINSTREET – Community Economic Assessment

TABLE 7: LOCATION QUOTIENT: CARLSBAD 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

	CARLSBAD			EDDY COUNTY		SE NM REGION
	Eddy County	SE NM Region	New Mexico	SE NM Region	New Mexico	New Mexico
Base Geography						
Farming; fishing; and forestry occupations	0.34	0.26	0.71	0.75	2.08	2.78
Construction; extraction; and maintenance occupations	0.95	1.03	1.36	1.08	1.43	1.32
Construction and extraction occupations	0.95	1.07	1.41	1.13	1.49	1.32
Supervisors; construction and extraction workers	0.76	0.75	1.18	0.99	1.55	1.57
Construction trades workers	1.03	1.28	1.10	1.25	1.07	0.86
Extraction workers	0.88	0.89	5.56	1.01	6.34	6.26
Installation; maintenance; and repair occupations	0.95	0.96	1.28	1.01	1.34	1.33
Production; transportation; and material moving occupations	0.87	0.82	1.17	0.94	1.34	1.43
Production occupations	0.93	0.76	0.95	0.82	1.03	1.25
Transportation and material moving occupations	0.84	0.86	1.37	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.

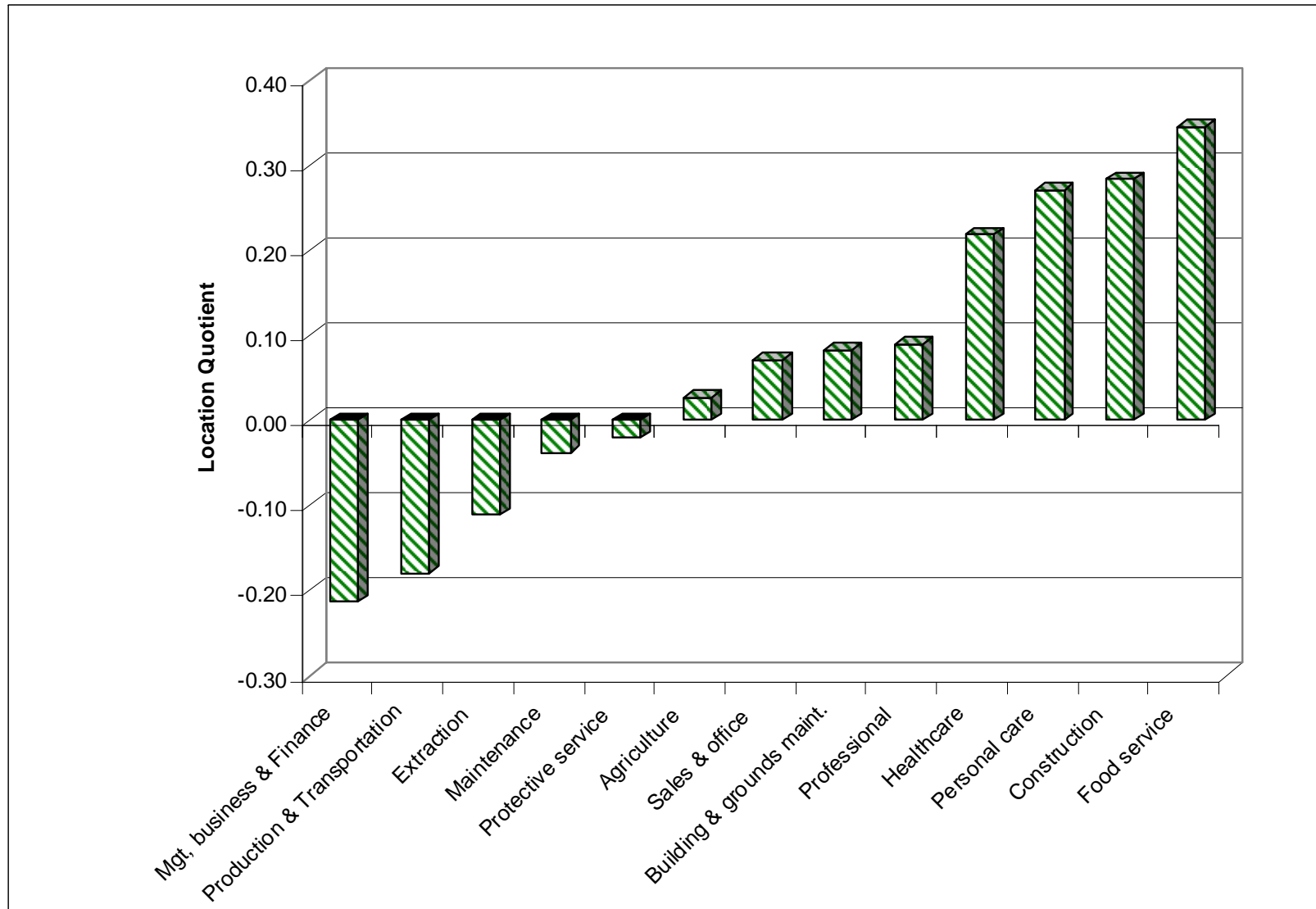
CARLSBAD MAINSTREET – Community Economic Assessment

TABLE 8: LOCATION QUOTIENT: CARLSBAD 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

Base Geography	CARLSBAD			EDDY COUNTY		SE NM REGION
	Eddy County	SE NM Region	New Mexico	SE NM Region	New Mexico	New Mexico
Private for-profit wage and salary workers	1.01	1.00	1.10	0.99	1.09	1.11
Employee of private company	1.01	1.02	1.13	1.01	1.12	1.11
Self-employed in own incorporated business	0.92	0.63	0.65	0.69	0.70	1.02
Private not-for-profit wage and salary workers	1.21	1.47	1.22	1.21	1.01	0.83
Local government workers	1.04	1.12	1.07	1.08	1.03	0.95
State government workers	0.96	0.70	0.60	0.73	0.63	0.86
Federal government workers	0.92	1.30	0.52	1.41	0.56	0.40
Self-employed workers in own not incorporated business	0.81	0.80	0.80	0.99	0.98	0.99
Unpaid family workers	0.54	0.45	0.63	0.83	1.17	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: CARLSBAD 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

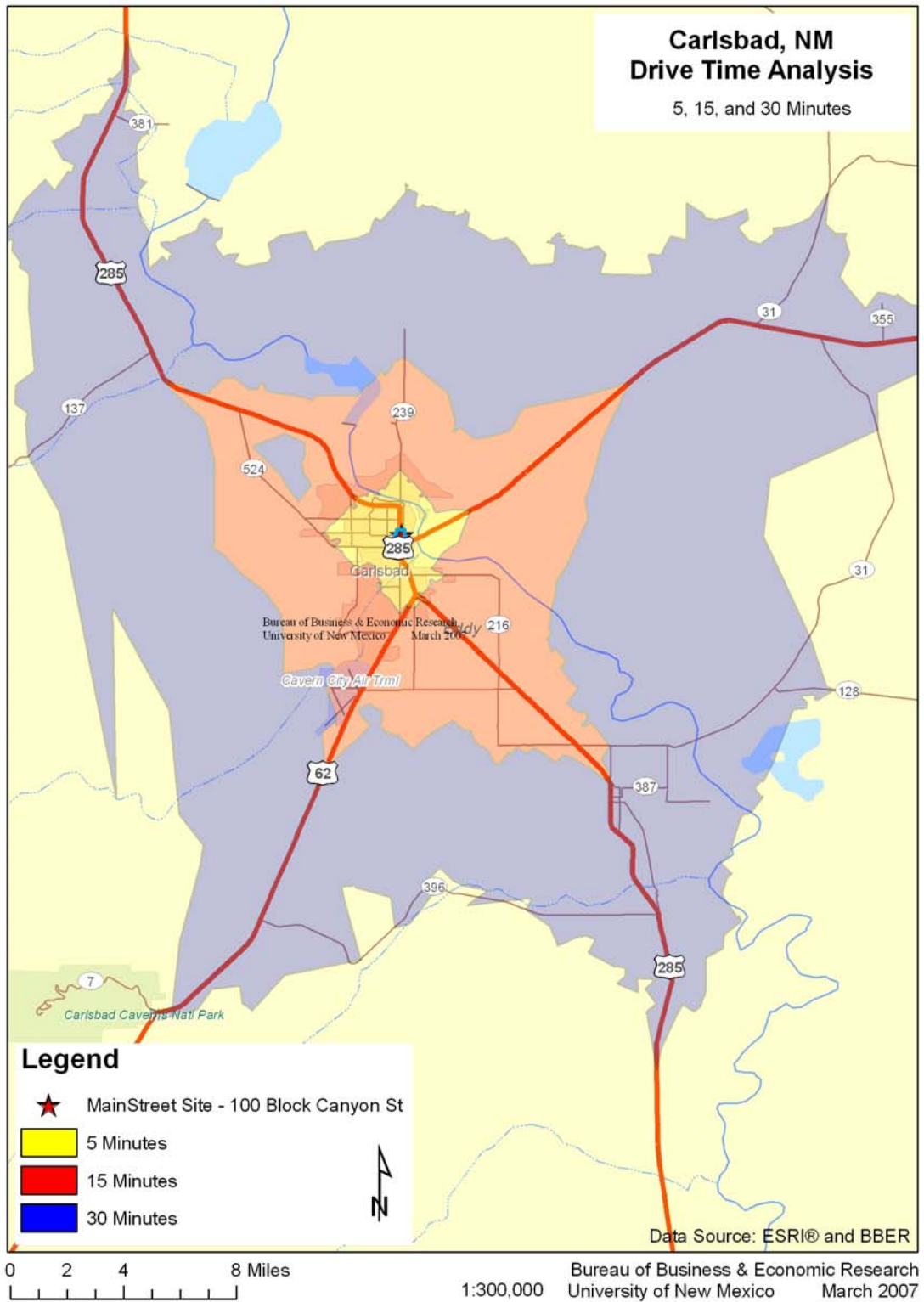


TABLE 9: REGIONAL TRADE AREA

Carlsbad Regional Market Area

Center Point: 100 Block Canyon St.

	Drive Time (Minutes)		
	0 - 5	0 - 15	0 - 30
Population by Age (2006):			
Total	19,105	31,587	34,427
0-4	1,425	2,307	2,543
5-9	1,293	2,121	2,327
10-14	1,260	2,184	2,425
15-19	1,286	2,166	2,381
20-29	2,722	4,270	4,662
30-39	2,053	3,321	3,639
40-49	2,497	4,403	4,820
50-64	3,483	5,972	6,491
65-85	2,555	4,024	4,297
85+	531	819	842
Median Age	37.6	38.2	37.9
Projected Population Growth by Age Cohort, 2006-2011 (%)			
Total	0.2%	0.2%	0.3%
0-4	1%	0%	0%
5-9	-1%	-1%	0%
10-14	2%	-2%	-3%
15-19	-7%	-6%	-5%
20-29	-1%	3%	3%
30-39	1%	0%	-1%
40-49	-10%	-13%	-13%
50-64	11%	12%	12%
65-85	-5%	-2%	-2%
85+	12%	12%	12%
Median Age (2011 Projection)	37.9	38.5	38.2
Households			
Households	7,748	12,351	13,329
Family Households	5,166	8,657	9,417
Average Household Size	2.41	2.50	2.53
Race			
White	14,465	24,497	26,435
Black	488	618	631
American Indian, Eskimo, Aleut	237	386	418
Asian or Pacific Islander	143	254	259
Other	3,263	5,016	5,775
Two or More Races	513	814	905
Hispanic Origin	7,879	11,926	13,672
Gender			
Male	9,178	15,319	16,735
Female	9,931	16,265	17,689

CARLSBAD MAINSTREET – Community Economic Assessment

TABLE 9: REGIONAL TRADE AREA, CONTINUED

Center Point: 100 Block Canyon St.

	Drive Time (Minutes)		
	0 - 5	0 - 15	0 - 30
Income			
Median Household Income	\$33,173	\$38,395	\$38,046
Median Family Income	\$40,044	\$45,342	\$44,806
Median Disposable Income	\$28,558	\$32,632	\$32,362
Average Household Income	\$45,501	\$51,398	\$50,869
Average Family Income	\$51,611	\$58,471	\$57,586
Per Capita Income	\$18,729	\$20,419	\$19,991
Households by Disposable Income (1)			
< \$15,000	23.3%	20.0%	20.2%
\$15,000-\$24,999	19.4%	17.3%	17.4%
\$25,000-\$34,999	16.7%	15.6%	15.7%
\$35,000-\$49,999	18.8%	19.7%	19.7%
\$50,000-\$74,999	14.5%	17.5%	17.5%
\$75,000-\$99,999	3.8%	5.0%	4.8%
\$100,000-\$149,999	2.1%	3.1%	3.0%
\$150,000-\$199,999	0.6%	0.8%	0.8%
\$200,000+	0.8%	1.0%	1.0%
Households by Net Worth			
< \$15,000	34.4%	31.9%	32.3%
\$15,000-\$34,999	9.2%	8.7%	8.7%
\$35,000-\$49,999	5.1%	4.9%	4.9%
\$50,000-\$74,999	6.4%	6.2%	6.2%
\$75,000-\$99,999	5.8%	5.6%	5.7%
\$100,000-\$149,999	8.2%	8.6%	8.6%
\$150,000-\$249,999	9.4%	10.2%	10.1%
\$250,000-499,999	9.9%	11.5%	11.1%
500,000 +	11.7%	12.5%	12.4%
Median Net Worth	\$54,115	\$66,832	\$65,073

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

**TABLE 9: REGIONAL TRADE AREA, CONTINUED
CONSUMER EXPENDITURES (2006)**

Retail Goods Total	128,616,099	231,421,481	248,956,789
Apparel	10,580,258	15,525,057	19,977,063
Men`s Apparel	2,018,235	3,585,889	3,813,476
Women`s Apparel	3,222,295	3,222,295	6,047,812
Children`s Apparel	1,913,336	3,408,003	3,653,330
Infant Apparel (Under 2 Years)	559,898	983,248	1,054,065
Footwear	1,005,498	1,005,498	1,902,724
Watches & Jewelry	898,809	1,631,781	1,722,927
Apparel Products & Services	962,187	1,688,343	1,782,729
Computer			
Computers & Hardware for Home Use	1,114,088	1,994,866	2,116,548
Software & Accessories for Home Use	158,070	281,397	298,225
Entertainment/Recreation	16,481,473	29,842,331	31,931,132
Fees & Admissions	2,925,909	5,302,536	5,583,020
Membership Fees	805,756	1,468,722	1,547,939
Fees for Participant Sports excluding Trips	561,680	1,024,093	1,080,416
Admission to Movies/Theater/Opera/Ballet	710,116	1,256,579	1,320,935
Admission to Sporting Events excluding Trips	271,291	495,820	524,011
Fees for Recreational Lessons	577,066	1,057,321	1,109,719
TV/Video/Sound Equipment	5,648,270	14,302,203	9,939,235
Community Antenna or Cable TV	3,196,718	9,964,404	6,032,163
Color TVs	634,006	1,138,075	1,208,476
VCRs/Video Cameras & DVD Players	199,454	355,450	378,896
Video Cassettes & DVDs	259,644	461,221	492,910
Video Game Hardware & Software	174,569	311,696	332,071
Satellite Dishes	10,515	19,816	21,444
Rental of Video Cassettes & DVDs	317,941	555,976	592,044
Sound Equipment	823,465	1,440,968	823,465
Rental/Repair of TV/VCR/Sound Equipment	31,959	54,598	57,766
Pets	2,277,343	4,215,788	4,559,753
Toys & Games	992,833	1,770,119	1,896,582
Recreational Vehicles & Fees	1,946,273	3,759,496	4,104,747
Sports/Rec/Exercise Equipment	853,209	1,558,583	1,672,275
Photo Equipment/Supplies	716,659	1,278,917	1,359,654
Film Processing	213,538	380,959	406,334
Reading	1,120,976	1,992,487	2,111,547
Food at Home	27,684,026	45,248,440	48,606,117
Bakery & Cereal Products	3,715,485	6,597,799	7,084,990
Meat/Poultry/Fish/Eggs	6,774,580	12,003,431	12,920,378
Dairy Products	2,762,751	12,003,431	5,263,948
Fruit & Vegetables	4,383,208	7,782,713	8,327,799
Snacks/Other Food	7,864,965	13,962,884	15,009,003
Nonalcoholic Beverages	2,183,036	3,877,205	4,177,740
Food Away from Home	16,922,605	30,097,319	32,131,907
Alcoholic Beverages	2,702,924	2,702,924	5,089,185
Financial			
Investments	20,031,345	37,397,290	38,568,280
Vehicle Loans	30,813,080	56,326,215	61,055,628

TABLE 9: REGIONAL TRADE AREA, CONTINUED
CONSUMER EXPENDITURES (2006) continued

Health	20,310,494	36,149,766	38,898,465
Nonprescription Drugs	621,785	1,094,817	1,175,605
Prescription Drugs	3,331,005	5,881,965	6,365,352
Eyeglasses & Contact Lenses	449,440	803,312	858,205
Housing	68,457,098	123,444,005	130,956,981
Mortgage Payment & Basics	39,353,629	73,727,382	78,237,513
Maintenance & Remodeling Services	8,688,470	16,198,984	17,174,114
Maintenance & Remodeling Materials	1,794,678	3,325,993	3,583,067
Utilities/Fuel/Public Services	22,451,988	39,951,395	42,909,266
Telephone Services	7,632,097	13,516,404	14,501,486
Household Furnishings & Equipment	9,536,273	17,333,639	18,476,565
Household Textiles	661,236	1,193,635	1,266,846
Furniture	3,053,809	5,537,238	5,892,323
Floor Coverings	389,665	725,314	761,406
Major Appliances	1,442,724	2,632,164	2,822,998
Housewares	411,911	751,344	803,149
Small Appliances	192,430	341,915	365,207
Luggage	49,678	89,427	93,959
Telephones & Accessories	115,566	204,613	217,338
Household Services & Supplies			
Computer Information Services	846,112	1,522,946	1,623,160
Child Care	1,936,175	3,457,673	3,648,532
Lawn & Garden	2,220,623	4,124,060	4,460,215
Moving/Storage/Freight Express	248,324	448,363	472,669
Housekeeping Services	639,026	1,182,745	1,244,745
Housekeeping Supplies	3,938,588	7,526,707	7,526,707
Miscellaneous			
Personal Care Products	2,333,052	2,333,052	4,430,877
School Books & Supplies	641,771	1,085,954	1,151,092
Smoking Products	2,702,924	2,702,924	5,089,185
Insurance			
Owners & Renters	2,369,410	4,350,058	4,671,201
Vehicle	7,050,491	7,050,491	13,607,471
Health	9,971,333	17,720,356	19,086,506
Life & Other Personal	3,411,759	6,217,815	20,031,345
Transportation (Local)			
Transportation-Vehicle Purchases (Net Outlay)	30,263,576	55,055,471	59,601,635
Transportation - Gasoline & Motor Oil	9,600,831	17,288,900	18,707,355
Vehicle Maintenance & Repairs	5,397,028	9,728,644	10,417,224
Travel	8,985,685	16,238,345	17,224,308
Airline Fares	1,918,044	3,459,322	3,642,407
Travel - Lodging on Trips	1,986,314	3,618,081	3,841,999
Auto/Truck/Van Rental on Trips	215,020	392,586	412,725
Travel - Food & Drink on Trips	2,321,726	4,197,804	4,461,372

Source: ESRI, 2006 Estimates & Projections.

CARLSBAD MAINSTREET – Community Economic Assessment

TABLE 10: CARLSBAD BUSINESSES BY INDUSTRY, BY LOCAL GEOGRAPHY, 2005

INDUSTRY	MS ¹	CARLSBAD ²	MS% ³	COUNTY ⁴	TOTAL ⁵
Agriculture, Forestry	1	7	13%	12	39
Mining	2	28	7%	25	104
Utilities	1	8	11%	5	23
Construction	2	66	3%	20	136
Manufacturing	1	21	5%	1	36
Wholesale trade	3	27	10%	6	68
Retail Trade	16	82	16%	13	168
Transportation & Warehousing	2	28	7%	11	68
Information	3	9	25%	2	25
Finance & Insurance	18	28	39%	2	63
Real Estate, Rental & Leasing	4	27	13%	2	51
Prof, Scientific, Tech Services	19	30	39%	11	82
Mgt of Companies	2	4	33%	1	7
Administrative & Support Services	3	28	10%	7	60
Educational Services	1	25	4%	7	39
Health Care and Social Assistance	8	68	11%	5	110
Arts, Entertainment and Recreation	1	10	9%	5	19
Accommodations & Food Services	5	56	8%	8	104
Other Services	12	62	16%	22	149
Public Administration	14	24	37%	23	70
Other				2	2
TOTAL	118	638	16%	190	1,423

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.

CARLSBAD MAINSTREET – Community Economic Assessment

TABLE 11: CARLSBAD EMPLOYMENT BY INDUSTRY, IN MAINSTREET AREA, 2005

INDUSTRY	MS ¹	CARLSBAD ²	MS% ³	COUNTY ⁴	TOTAL ⁵
Agriculture, Forestry	4	57	6%	106	358
Mining	48	1,284	4%	309	2,825
Utilities	35	65	35%	10	228
Construction	8	545	1%	47	1,174
Manufacturing	18	355	5%	3	783
Wholesale trade	18	160	10%	24	483
Retail Trade	71	1,182	6%	135	2,115
Transportation & Warehousing	88	274	24%	161	874
Information	9	89	9%	5	270
Finance & Insurance	193	129	60%	6	602
Real Estate, Rental & Leasing	16	344	4%	2	410
Prof, Scientific, Tech Services	175	112	61%	59	519
Mgt of Companies	5	152	3%	22	178
Administrative & Support Services	13	1,127	1%	10	1,475
Educational Services	23	1,012	2%	102	1,819
Health Care and Social Assistance	85	1,608	5%	15	2,372
Arts, Entertainment and Recreation	2	165	1%	69	265
Accommodations & Food Services	101	987	9%	97	1,744
Other Services	38	578	6%	65	862
Public Administration	225	381	37%	192	931
Other				7	7
TOTAL	1,173	10,606	10%	1,447	20,293

1 MainStreet District.

2 Town, not including MainStreet District.

3 MainStreet District as a percentage of entire town.

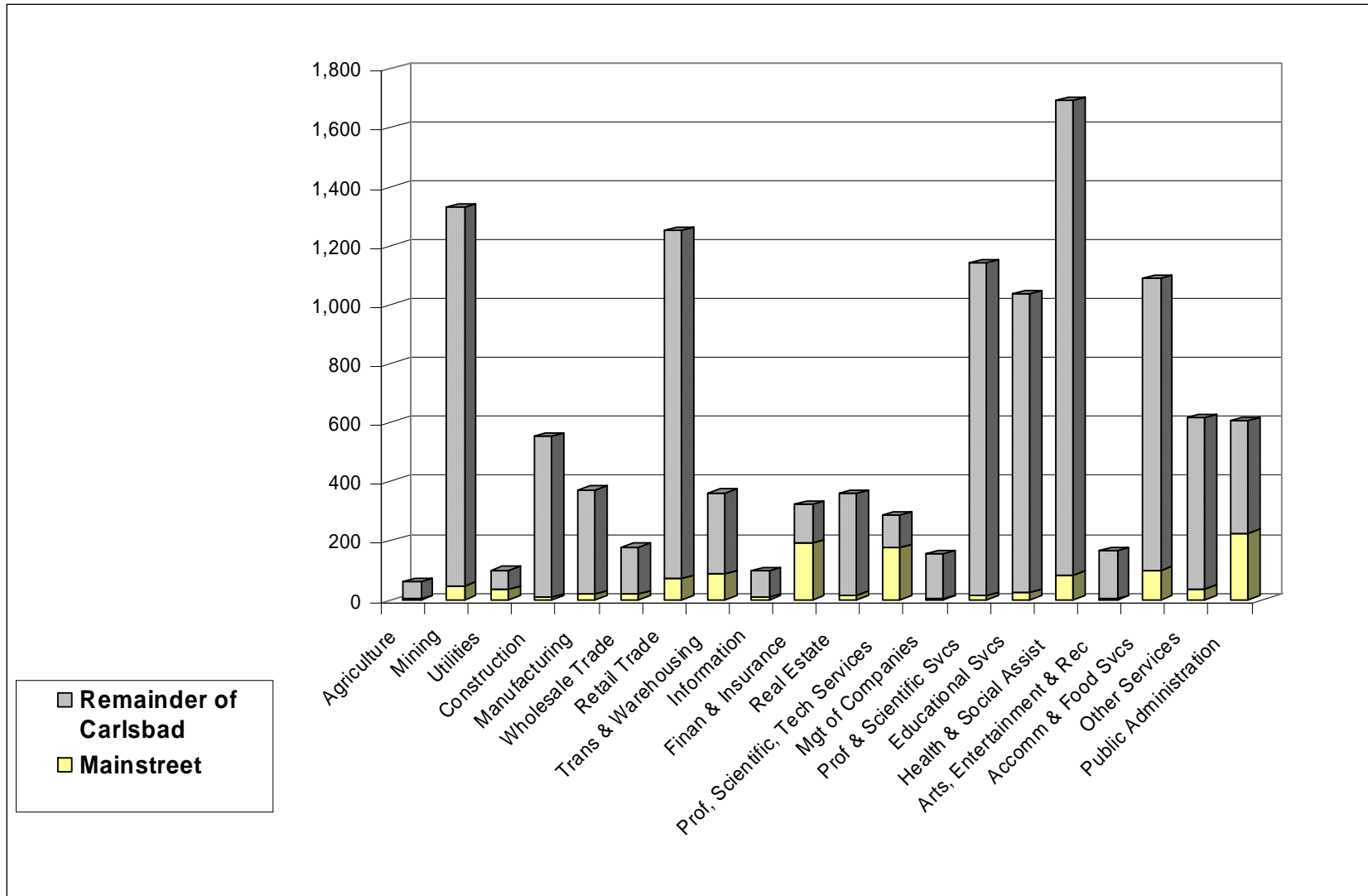
4 County, not including town.

5 County total.

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

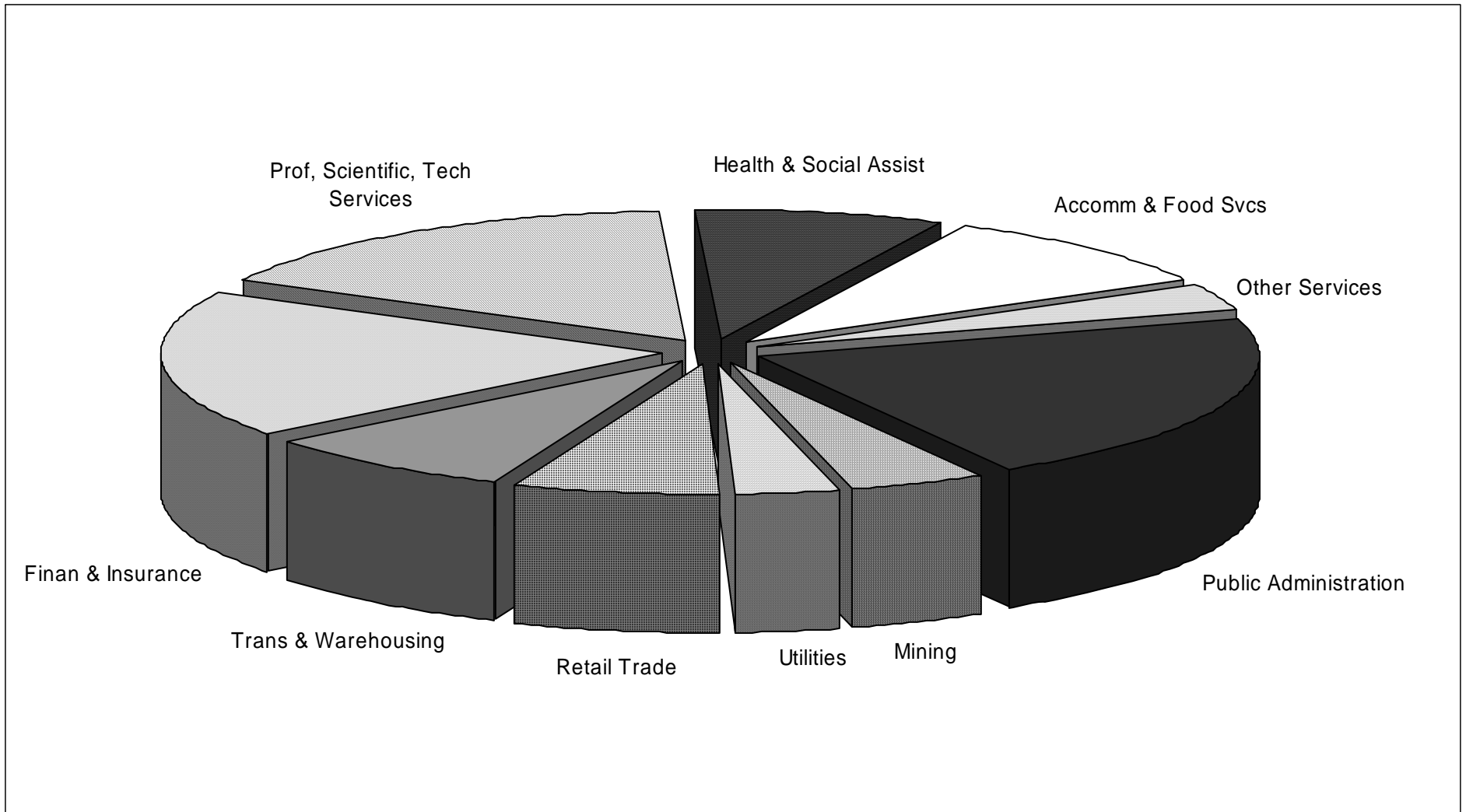
CARLSBAD MAINSTREET – Community Economic Assessment

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



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

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



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

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TABLE 12: CARLSBAD AVERAGE WAGES BY INDUSTRY, IN MAINSTREET AREA, 2005

INDUSTRY	MS ¹	CARLSBAD ²	COUNTY ³	TOTAL ³
Agriculture, Forestry	28,559	27,818	19,853	10,621
Mining	30,832	47,448	60,007	28,642
Utilities	25,800	39,067	10,299	15,563
Construction	27,592	29,300	17,784	14,512
Manufacturing	37,225	34,018	43,820	16,456
Wholesale trade	35,544	38,071	51,022	16,489
Retail Trade	15,385	22,284	28,098	14,758
Transportation & Warehousing	46,430	31,714	28,185	19,796
Information	19,903	21,170	18,932	7,978
Finance & Insurance	35,296	24,670	25,845	16,865
Real Estate, Rental & Leasing	60,613	43,604	27,076	39,045
Prof, Scientific, Tech Services	33,808	34,969	69,727	26,857
Mgt of Companies	74,879	47,621	65,483	50,490
Administrative & Support Services	18,726	46,811	15,719	36,048
Educational Services	29,320	39,171	33,738	24,058
Health Care and Social Assistance	23,555	34,552	25,697	24,431
Arts, Entertainment and Recreation	9,031	32,037	22,480	25,891
Accommodations & Food Services	9,401	10,707	13,458	7,352
Other Services	19,916	17,148	32,103	14,813
Public Administration	41,955	44,380	68,345	42,398
Other			19,697	19,697
TOTAL	31,949	33,569	40,995	22,314

1 MainStreet District.

2 Town, not including MainStreet District.

3 County, not including town.

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

CARLSBAD MAINSTREET – Community Economic Assessment

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

NAICS INDUSTRY	MS ¹	CARLSBAD ²	MS% ³	COUNTY ⁴	TOTAL ⁵
423 Merchant Wholesalers, Durable Goods		122		21	259
424 Merchant Wholesalers, Nondurable Goods	8	35	19%	2	152
425 Wholesale Electronic Markets	10	3	77%	1	72
441 Motor Vehicle & Parts Dealers	6	169	4%	29	280
442 Furniture & Home Furnishings Stores	9	48	16%		84
443 Electronics & Appliance Stores		15		12	27
444 Building Material, Garden Equipment Dealers	2	53	4%	61	152
445 Food & Beverage Stores	11	185	6%		327
446 Health & Personal Care Stores		76		3	102
447 Gasoline Stations		90		26	278
448 Clothing & Clothing Accessories Stores	12	12	51%	2	43
451 Sporting Goods, Hobby, Book, & Music Stores	1	57	2%	0	82
452 General Merchandise Stores	3	399	1%	1	598
453 Miscellaneous Store Retailers	27	77	26%	2	144
484 Truck Transportation		138		121	507
485 Transit and Ground Passenger Transport		62		36	126
486 Pipeline Transportation	21		100%		86
488 Support Services for Transportation		17			22
491 Postal Service	66		100%		66
492 Couriers and Messengers		28			28
493 Warehousing and Storage		30		4	38
511 Publishing Industries		14			28
512 Motion Picture & Sound Recording Industries		31			41
515 Broadcasting (except Internet)	4	15	23%	4	35
517 Telecommunications		4			129
518 Internet Service Providers & Data Processing Svcs	4	10	29%	1	15
519 Other Information Services		16			22
522 Credit Intermediation & Related Activities	136	82	62%	6	441
523 Securities, Commodity Contracts & Fin Investments	11	21	35%		36
524 Insurance Carriers & Related Activities	46	23	67%		121
525 Funds, Trusts, and Other Financial Vehicles		3			3
531 Real Estate	10	40	20%	1	74
532 Rental & Leasing Services		304		1	328
533 Lessors of Nonfinancial Intangible Assets	6		100%		8
541 Professional, Scientific, & Technical Services	175	112	61%	59	519

CARLSBAD MAINSTREET – Community Economic Assessment

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

NAICS INDUSTRY	MS ¹	CARLSBAD ²	MS% ³	COUNTY ⁴	TOTAL ⁵
551 Management of Companies & Enterprises	5	152	3%	22	178
561 Administrative & Support Services	13	508	2%	9	838
562 Waste Management & Remediation Service		619		1	637
611 Educational Services	23	1,012	2%	102	1,819
621 Ambulatory Health Care Services	60	376	14%	15	639
622 Hospitals		533			672
623 Nursing & Residential Care Facilities		628			789
624 Social Assistance	25	72	26%		272
711 Performing Arts, Spectator Sports				6	6
712 Museums, Historical Sites		104		47	153
713 Amusement, Gambling & Recreation Industries	2	61	3%	17	106
721 Accommodation		212		94	409
722 Food Services & Drinking Places	101	775	12%	4	1,335
811 Repair & Maintenance	2	147	1%	52	264
812 Personal & Laundry Services	13	57	19%	3	110
813 Religious, Grantmaking, Civic, Prof. Orgs	23	355	6%		417
814 Private Households		20		11	71
921 Executive, Legislative & Gov't Support	47	41	53%	12	107
922 Justice, Public Order, and Safety Activities	112	205	35%	139	560
923 Administration of Human Resource Programs	2		100%		2
924 Admin of Environmental Quality Programs	11	94	10%	22	139
925 Admin of Housing, Urban Pln & Community Dev'l		2			10
926 Administration of Economic Programs	54	38	59%	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 Carlsbad and Artesia.

5 County total.

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

FIGURE 6: LOCAL TRADE AREA

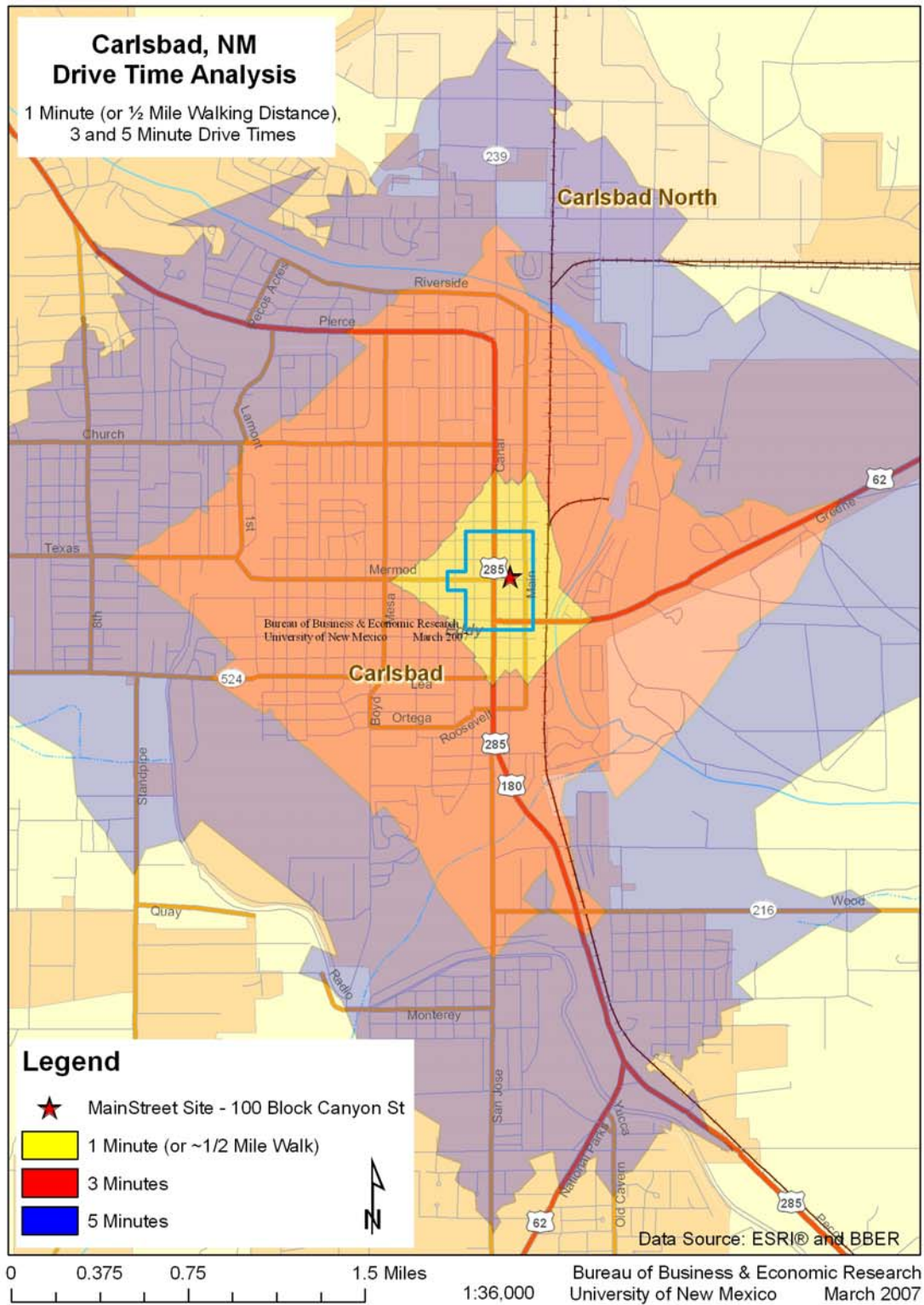


TABLE 14: LOCAL TRADE AREA

Carlsbad Local Market Area

Center Point: 100 Block Canyon St.

Drive Time (Minutes)

	0 - 1	0 - 3	0 - 5
Population by Age (2006):			
Total	555	9,493	18,991
0-4	38	713	1,412
5-9	34	629	1,280
10-14	29	597	1,248
15-19	36	629	1,276
20-29	92	1,479	2,704
30-39	67	1,060	2,038
40-49	76	1,261	2,479
50-64	97	1,668	3,463
65-85	70	1,197	2,557
85+	16	260	534
Median Age	37.0	36.5	37.7
Projected Population Growth by Age Cohort, 2006-2011 (%)			
Total	0.4%	0.1%	0.1%
0-4	5%	1%	1%
5-9	-6%	-2%	-1%
10-14	21%	7%	2%
15-19	-8%	-7%	-7%
20-29	-8%	-5%	-1%
30-39	12%	5%	1%
40-49	-9%	-8%	-10%
50-64	10%	10%	11%
65-85	-3%	-5%	-5%
85+	6%	5%	12%
Median Age (2011 Projection)	37.0	36.6	37.9
Households			
Households	156	3,901	7,706
Family Households	92	2,431	5,134
Average Household Size	3.35	2.36	2.41
Race			
White	451	7,264	14,401
Black	10	177	482
American Indian, Eskimo, Aleut	7	116	235
Asian or Pacific Islander	5	70	143
Other	70	1,603	3,219
Two or More Races	13	261	510
Hispanic Origin	203	4,193	7,791
Gender			
Male	278	4,577	9,114
Female	279	4,914	9,876

CARLSBAD MAINSTREET – Community Economic Assessment

TABLE 14: LOCAL TRADE AREA, CONTINUED

Center Point: 100 Block Canyon St.

	Drive Time (Minutes)		
	0 - 1	0 - 3	0 - 5
Income			
Median Household Income	\$28,846	\$30,041	\$33,243
Median Family Income	\$34,188	\$35,374	\$40,088
Median Disposable Income	\$25,573	\$26,035	\$28,610
Average Household Income	\$39,016	\$38,865	\$45,658
Average Family Income	\$45,129	\$44,013	\$51,761
Per Capita Income	\$17,372	\$16,776	\$18,820
Households by Disposable Income (1)			
< \$15,000	27.2%	26.5%	23.2%
\$15,000-\$24,999	21.4%	21.1%	19.4%
\$25,000-\$34,999	15.9%	16.9%	16.7%
\$35,000-\$49,999	16.8%	17.7%	18.8%
\$50,000-\$74,999	14.1%	13.1%	14.5%
\$75,000-\$99,999	2.8%	2.9%	3.8%
\$100,000-\$149,999	1.4%	1.4%	2.1%
\$150,000-\$199,999	0.1%	0.2%	0.6%
\$200,000+	0.2%	0.3%	0.8%
Households by Net Worth			
< \$15,000	42.5%	38.8%	34.4%
\$15,000-\$34,999	8.8%	8.9%	9.2%
\$35,000-\$49,999	5.2%	5.4%	5.1%
\$50,000-\$74,999	6.7%	6.9%	6.4%
\$75,000-\$99,999	5.1%	5.7%	5.8%
\$100,000-\$149,999	6.3%	7.3%	8.1%
\$150,000-\$249,999	8.5%	9.1%	9.4%
\$250,000-499,999	7.9%	8.3%	9.9%
500,000 +	9.0%	9.5%	11.8%
Median Net Worth	\$29,756	\$40,360	\$54,444

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

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

Retail Goods Total	2,287,846	56,081,480	128,297,254
Apparel	182,096	2,833,375	10,554,688
Men`s Apparel	35,177	872,513	2,014,282
Women`s Apparel	56,459	56,459	3,217,885
Children`s Apparel	32,796	844,030	1,905,903
Infant Apparel (Under 2 Years)	9,809	251,717	557,635
Footwear	17,424	17,424	1,002,730
Watches & Jewelry	14,450	375,916	896,879
Apparel Products & Services	15,981	415,316	959,374
Computer			
Computers & Hardware for Home Use	19,372	484,962	1,110,999
Software & Accessories for Home Use	2,745	69,118	157,579
Entertainment/Recreation	287,914	7,111,103	16,446,768
Fees & Admissions	47,555	1,221,277	2,921,791
Membership Fees	13,237	333,455	805,550
Fees for Participant Sports excluding Trips	9,126	232,975	560,933
Admission to Movies/Theater/Opera/Ballet	11,826	304,053	708,576
Admission to Sporting Events excluding Trips	4,371	114,418	270,742
Fees for Recreational Lessons	8,996	236,376	575,989
TV/Video/Sound Equipment	101,013	3,565,004	4,829,987
Community Antenna or Cable TV	58,274	2,484,306	3,192,628
Color TVs	10,484	271,343	632,078
VCRs/Video Cameras & DVD Players	3,449	87,236	198,836
Video Cassettes & DVDs	4,641	116,581	258,673
Video Game Hardware & Software	3,001	77,013	174,020
Satellite Dishes	180	4,535	10,458
Rental of Video Cassettes & DVDs	5,705	143,567	316,682
Sound Equipment	14,701	366,241	14,701
Rental/Repair of TV/VCR/Sound Equipment	577	14,183	31,911
Pets	39,697	977,260	2,271,560
Toys & Games	17,633	438,259	990,606
Recreational Vehicles & Fees	34,291	824,384	1,939,797
Sports/Rec/Exercise Equipment	15,358	373,487	850,838
Photo Equipment/Supplies	12,670	312,751	715,345
Film Processing	3,797	93,283	213,173
Reading	19,696	479,379	1,120,699
Food at Home	492,774	11,165,756	25,435,738
Bakery & Cereal Products	65,689	1,622,678	3,706,776
Meat/Poultry/Fish/Eggs	120,955	2,970,783	6,756,274
Dairy Products	49,410	2,970,783	2,755,914
Fruit & Vegetables	76,254	1,896,995	4,371,873
Snacks/Other Food	141,060	3,462,933	7,844,901
Nonalcoholic Beverages	39,406	964,764	2,177,119
Food Away from Home	294,785	7,371,325	16,880,666
Alcoholic Beverages	52,900	52,900	2,698,337

TABLE 14: LOCAL TRADE AREA, CONTINUED

CONSUMER EXPENDITURES (2006) continued

Financial			
Investments	273,736	7,444,032	19,994,376
Vehicle Loans	554,177	13,604,686	30,696,788
Health			
Nonprescription Drugs	377,719	8,830,192	20,297,597
Prescription Drugs	11,450	273,741	621,032
Eyeglasses & Contact Lenses	64,140	1,456,296	3,331,845
	7,980	193,983	448,970
Housing			
Mortgage Payment & Basics	1,127,996	29,019,719	68,269,565
Maintenance & Remodeling Services	609,602	15,922,493	39,250,353
Maintenance & Remodeling Materials	137,782	3,471,641	8,682,097
Utilities/Fuel/Public Services	30,105	760,252	1,790,852
Telephone Services	399,169	9,774,858	22,410,224
	135,444	3,354,414	7,612,709
Household Furnishings & Equipment			
Household Textiles	161,172	4,063,384	9,510,611
Furniture	11,152	280,764	659,748
Floor Coverings	50,542	1,293,843	3,045,212
Major Appliances	5,837	153,745	389,077
Housewares	25,076	616,099	1,439,069
Small Appliances	7,044	175,930	410,828
Luggage	3,490	84,109	192,123
Telephones & Accessories	804	20,650	49,601
	2,004	50,741	115,220
Household Services & Supplies			
Computer Information Services	14,659	365,012	844,145
Child Care	31,286	837,198	1,929,009
Lawn & Garden	38,695	928,884	2,218,757
Moving/Storage/Freight Express	4,185	107,817	247,272
Housekeeping Services	10,004	251,651	638,650
Housekeeping Supplies	70,177	3,931,309	3,931,309
Miscellaneous			
Personal Care Products	41,250	41,250	2,326,418
School Books & Supplies	12,875	304,479	639,772
Smoking Products	52,900	52,900	2,698,337
Insurance			
Owners & Renters	40,738	993,973	2,366,290
Vehicle	123,039	123,039	7,033,588
Health	186,540	4,341,791	9,967,003
Life & Other Personal	60,017	1,442,329	273,736
Transportation (Local)			
Transportation-Vehicle Purchases (Net Outlay)	542,003	13,285,706	30,166,967
Transportation - Gasoline & Motor Oil	172,334	4,231,989	9,569,892
Vehicle Maintenance & Repairs	94,092	2,338,473	5,380,818
Travel			
Airline Fares	154,173	3,797,870	8,975,334
Travel - Lodging on Trips	31,819	801,690	1,915,395
Auto/Truck/Van Rental on Trips	33,770	827,546	1,985,494
Travel - Food & Drink on Trips	3,426	88,216	214,679
	40,492	989,307	2,318,721

Source: ESRI, 2006 Estimates & Projections.