

DELIVERABLE 1

**RATON COMMUNITY AUDIT:
PRELIMINARY RESEARCH FINDINGS**

**Submitted to:
City of Raton, New Mexico**

**Submitted by:
The Bureau of Business and Economic Research
The University of New Mexico**

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1 INTRODUCTION

This report, Deliverable 1, presents the findings of the initial research tasks of a community audit for the City of Raton, New Mexico. While Raton is the focus of the community audit, this report looks beyond the City's borders to develop an understanding of the wider influences that have shaped the City's history and present, and its ties to communities in northeastern New Mexico and to southeastern Colorado. The relationship between Raton and Las Animas County and the western portion of Colfax County is the focus of much of the research.

A region is a place where people have a shared connection, whether that is through economic factors such as shopping, business, and work, or through other factors like culture, history, and family. Of particular interest to the community audit are business and labor force regions. Raton's businesses serve the population of the area immediately surrounding the City as well as nearby communities, such as Maxwell, Springer and Trinidad. The area's population can make their retail purchases in either Raton, Trinidad or outside the region. Similarly, many of the persons working in Raton commute in from surrounding areas, while some Raton residents commute to Trinidad and outlying communities. Thus, the connections that exist between Raton and other communities create a variety of different regions - be it a labor force, consumer, or governmental services region. In order to provide the context for the research that will take place in the next steps of the community audit, this report explores these and other connections that exist between Raton and surrounding towns, cities, and counties.

The boundaries of these regions are shaped by a number of factors such as transportation infrastructure, geography, and economic centers. For instance, the rail line between Raton and Trinidad (and points north and south) and Interstate-25 not only link the two communities, but provide important connections with other cities and areas and help shape Raton's business region. In contrast, the mountains (Raton Pass) between the two counties and the relative geographic isolation of Raton and Trinidad act as barriers. Governmental jurisdictions, such as school district boundaries, also help designate a region. Prior to becoming territories, and later, states of the United States, historically New Mexico and much of Colorado were part of the northern Spanish, then Mexican frontier, therefore sharing a cultural history. However, a state border divides the cultural and natural regions, with each state providing its own kind and level of services. Services that support the labor force (education, childcare, transportation, workforce training, and job placement services) are usually provided by state and local governments.

This report is divided into sections that explore Raton's business and labor force regions. Following this introduction, Section 2 provides an overview of the economy in the two county-region. This section orients the reader to the Raton region, including the rationale for defining the economic region as Colfax County, New Mexico and Las Animas County, Colorado. Colfax County, in particular, lies on the periphery of several larger, competing economic areas. As such, the Colfax County (and Raton) economy functions with some weaker linkages to these economic areas, and therefore has some degree of independence. Section 3 gives an overview of historical and current

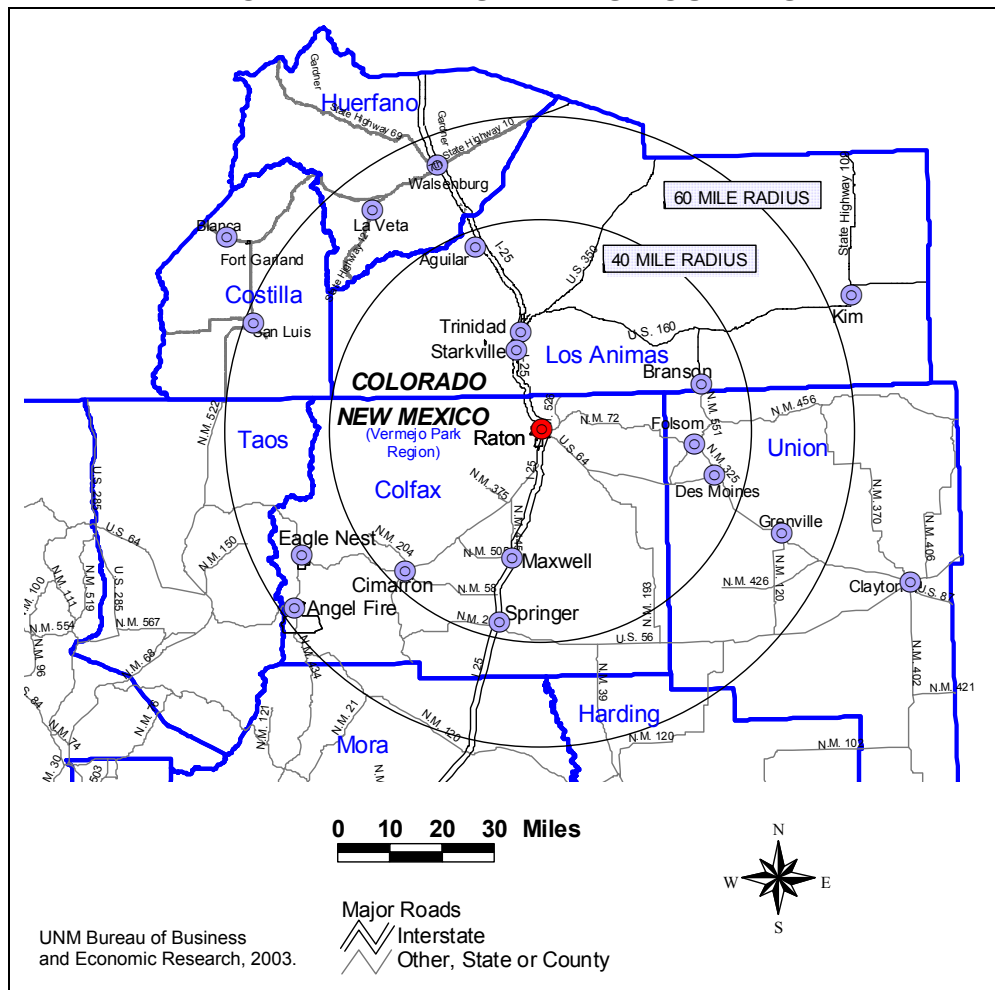
employment in the two-county region. Section 4 analyzes business activity in Colfax County and Raton by looking at taxable gross receipts. This analysis reveals whether industries in the County and Raton area have been declining or growing over the last decade and uses pull factors to explore the competitive advantage of these industries. In Section 5, the labor market area is examined using commuting data from the Census, which are a significant factor that has helped to define the economic region for this study. Section 6 provides an overview of the population, labor force, and business establishments in the City of Raton, Raton Area, and counties. Finally, in anticipation of the next research steps, Section 7 presents a preliminary inventory of stakeholder groups and specific stakeholders.

2 ECONOMY

2.1 Economic Overview

Raton, the county seat of Colfax County, is situated approximately 10 miles south of the Colorado border and 25 miles south of Trinidad, Colorado. Trinidad, the county seat of Las Animas County, is across the Raton Pass from Raton. Raton is approximately 225 miles from Albuquerque, Amarillo and Denver. While for some purposes Raton is relatively close to these three cities, a very large portion of the land surrounding Raton is unpopulated and can render the area somewhat isolated (Map 1.1). Much of the population in the area is found in Raton, Trinidad and in other communities along Interstate-25.

**MAP 1.1
COLFAX AND LAS ANIMAS COUNTIES**



Both Colfax and Las Animas counties share a common heritage of cattle ranching, supporting agricultural crops, and mining. Raton's economy has been impacted by a number of factors. The historic and cyclical presence of mining in the area has been a dominating force shaping the area's income and employment since the early 1900's.

Raton is part of a transportation hub, with Interstate-25, Route 64, and the railroad providing the quick and reliable transportation of people, products, and materials to and from the area. Additionally, the area's natural features have lured people and activities into the area. These features have helped attract enthusiasts of outdoor activities to the area's state parks, visitors to the Whittington Center and Philmont Scout Ranch, and a recent influx of "pre-retirees" to southern Colorado. Finally, the presence of Trinidad, to the north of Raton, has provided Raton both opportunities and obstacles to growth.

With the demise of mining, Colfax and Las Animas counties appear to have diverged from their shared economic base and have followed different paths in recent decades. In both counties, mining activity has been volatile, with employment levels fluctuating annually. Mining declined sooner, just after it peaked in 1983, in Las Animas County, and more recently in Colfax County. As a result, the people of Las Animas County made adjustments to their economy earlier. Now, just less than two decades later, Colfax County residents face a similar challenge.

2.2 Economic Area

The U.S. Department of Commerce, Bureau of Economic Analysis (BEA) geographically defines economic regions and economic areas within the United States. Economic regions are groups of states. Economic areas are collections of counties that may be contained in one state or may straddle states. An economic area usually is tied to a dominant metropolitan statistical area (MSA) or in some cases by a metropolitan node, which is a smaller, independent urban area. Because New Mexico generally is a more rural state, counties fall into nine economic areas, of which four are dominated by MSA's in surrounding states.

Three economic areas absorb northeastern New Mexico counties, including Colfax County and the four bordering counties: Taos, Mora, Union, and Harding. The Pueblo Economic Area spans most of the southern Colorado counties (including Las Animas County) and Colfax County, New Mexico. The Santa Fe Economic area covers most of the north central part of the state and includes Taos and Mora counties. The Amarillo Economic Area contains many of the state's eastern counties, including Union and Harding counties.

Colfax County seems to lie on the periphery of the Pueblo Economic Area, as Pueblo, Colorado is over 100 miles from Raton along Interstate 25. Colfax County may have a weaker tie to this economic area because the county also is adjacent to both the Santa Fe and Amarillo economic areas. These may exert some economic pull such that the county may have weak or peripheral links to each. For instance, the western side of Colfax County contains the resort towns of Angel Fire and Eagle Nest, which are nearer to and are characterized by tourism-oriented economic activity that more closely resembles Taos County than the eastern portion of Colfax County. These recreational communities may also draw in workers from Taos and Mora counties. Similarly, Union County (except for its northwestern edge) and Harding County look towards Texas. Most of the economic activity in Union County is located in Clayton, which lies just a few miles from both the Texas and Oklahoma state lines.

3 EMPLOYMENT

3.1 Employment History (1970 to 2000)

While the population in the two county-region barely budged since 1970, total employment grew by over 6,000 jobs, at a 2.0% average annual rate of growth between 1970 and 2000 (Table 3.1). However, total employment growth advanced at a 3.2% average annual rate in the last decade. In 2000, total employment was 16,177, composed of 11,869 wage and salary jobs and 4,308 proprietors. Wage and salary employment accounted for about three-fourths and proprietors one-fourth of total employment over the 30-year period. Over time the share of proprietors has gained while wage and salary employment has slipped, to 73.4% in 2000. Since 1970, most of the growth in proprietor employment occurred among nonfarm proprietors, who increased by over 2,000. The more than 800 farm proprietors stayed about the same in 2000 as in 1970. Likewise farm employment, with over 1,100 jobs in 2000, declined modestly, and its share of the total dropped from 11.7% to 6.9%.

TABLE 3.1
HISTORICAL EMPLOYMENT, 1970-2001
(COLFAX COUNTY, NM AND LAS ANIMAS COUNTY, CO)

	Employment Number					Change	Avg Annual	% of Total	
	1970	1980	1990	2000	2001	1970-00	% Change	1970	2001
Total full-time and part-time employment	10,141	12,895	12,217	16,177	16,371	6,230	2.0%	100.0%	100.0%
Wage and salary employment	7,836	10,290	9,306	11,869	12,032	4,196	1.7%	77.3%	73.5%
Proprietors employment	2,305	2,605	2,911	4,308	4,339	2,034	2.9%	22.7%	26.5%
Farm proprietors employment	837	777	781	830	834	-3	0.0%	8.3%	5.1%
Nonfarm proprietors employment	1,468	1,828	2,130	3,478	3,505	2,037	4.6%	14.5%	21.4%
Farm employment	1,186	1,115	1,084	1,116	1,120	-66	-0.2%	11.7%	6.8%
Nonfarm employment	8,955	11,780	11,133	15,061	15,251	6,296	2.3%	88.3%	93.2%
Private employment	6,680	9,390	8,383	11,644	11,741	5,061	2.5%	65.9%	71.7%
Government and government enterprises	2,275	2,390	2,750	3,417	3,510	1,235	1.7%	22.4%	21.4%

Source: U.S. Department of Commerce, Bureau of Economic Analysis and University of New Mexico, BBER.

Total nonfarm employment increased 68%, from 8,955 to 15,061 between 1970 and 2000. See Table 3.2. Employment levels vacillated, though, increasing in the 1970's by 2,800 jobs, declining in the 1980's by about 650 jobs, before adding around 3,900 jobs in the 1990's – when average annual employment growth measured a faster 3.5%. Private employment accounted for about 5,000 jobs and grew more quickly than government employment (74% versus 50%) over the 30 years. Government added over 1,100 to the rolls, although at a mild 0.8% average annual growth rate, as state and local government accounted for most of the increase. In 2000, there were over 3,400 government employees, most working for state and local governments.

Government's share of total nonfarm employment dipped from about a quarter to 22.7% during 1970-2000 yet government remains the largest employment sector.

TABLE 3.2
PERCENT CHANGE OF NONFARM EMPLOYMENT BY SECTOR, 1970-2000
(COLFAX COUNTY, NM AND LAS ANIMAS COUNTY, CO)

	Employment Number				Avg Annual		% Change	
	1970	1980	1990	2000	Change	% Change	% Change	
					1970-00	1970-00	1970-00	1990-00
Nonfarm employment	8,955	11,780	11,133	15,061	6,106	2.3%	68.2%	35.3%
Private employment	6,680	9,390	8,383	11,644	4,964	2.5%	74.3%	38.9%
Ag. services, forestry, fishing and other	D	84	144	D	NA	NA	NA	NA
Mining	685	1,241	446	D	NA	NA	NA	NA
Construction	441	657	431	1,042	601	4.5%	136.3%	141.8%
Manufacturing	572	552	461	575	3	0.0%	0.5%	24.7%
Transportation and public utilities	471	622	652	665	194	1.4%	41.2%	2.0%
Wholesale trade	178	271	239	262	84	1.6%	47.2%	9.6%
Retail trade	1,824	2,188	2,231	3,077	1,253	2.3%	68.7%	37.9%
Finance, insurance, and real estate	376	655	642	1,154	778	6.9%	206.9%	79.8%
Services	2,085	3,120	3,137	D	NA	NA	NA	NA
Government and government enterprises	2,275	2,390	2,750	3,417	1,142	1.7%	50.2%	24.3%
Federal, civilian	161	140	138	149	-12	-0.2%	-7.5%	8.0%
Military	129	111	121	90	-39	-1.0%	-30.2%	-25.6%
State and local	1,985	2,139	2,491	3,178	1,193	2.0%	60.1%	27.6%
State government	D	755	1,118	1,447	NA	NA	NA	29.4%
Local government	D	1,384	1,373	1,731	NA	NA	NA	26.1%

D -- Withheld due to nondisclosure.

NA -- Not available.

Source: U.S. Department of Commerce, Bureau of Economic Analysis and University of New Mexico, BBER.

Table 3.3 shows that among private sectors the services sector is the largest with well over 3,000 jobs (although employment numbers are not disclosed for services and mining in 2000). Retail trade is next with nearly 3,100 jobs and added about 1,250 jobs between 1970 and 2000. Although the services sector's share of nonfarm employment increased from 23% to about 30%, retail trade continued to account for 1 of 5 nonfarm jobs.

In other sectors, the finance, insurance and real estate sector and construction sector saw the fastest growth, adding about 750 and 600 new jobs, respectively, over the 30-year period. By 2000, the former sector employed about 1,150 and the latter sector 1,050. All other sectors displayed below average job growth for the two county-region during 1970-2000. Except for a growth spurt in the 1970's, the transportation and public utilities sector has been flat and had over 650 jobs in 2000. Manufacturing employment, with 575 jobs in 2000, also has been steady and this sector's share of nonfarm employment has declined from 6.4% to 3.8%. The mining sector, which peaked in the early 1980's has experienced its ups and downs in employment levels. Mining had

about 1,250 jobs in 1980 and has since dropped to several hundred in the region. The decline in mining hit Las Animas County sooner in the 1980's than in Colfax County. Accordingly, the mining sector's proportion of nonfarm employment in the region measured 7.6% in 1970, rose to 10.5% in 1980, then declined to 4% in 1990, and now is less than that figure (though was not disclosed).

TABLE 3.3
SHARE OF NONFARM EMPLOYMENT BY SECTOR, 1970-2000
(COLFAX COUNTY, NM AND LAS ANIMAS COUNTY, CO)

	Employment Number				% of Nonfarm Employment			
	1970	1980	1990	2000	1970	1980	1990	2000
Nonfarm employment	8,955	11,780	11,133	15,061	100.0%	100.0%	100.0%	100.0%
Private employment	6,680	9,390	8,383	11,644	74.6%	79.7%	75.3%	77.3%
Aq. services, forestry, fishing and other	D	84	144	D	NA	0.7%	1.3%	NA
Mining	685	1,241	446	D	7.6%	10.5%	4.0%	NA
Construction	441	657	431	1,042	4.9%	5.6%	3.9%	6.9%
Manufacturing	572	552	461	575	6.4%	4.7%	4.1%	3.8%
Transportation and public utilities	471	622	652	665	5.3%	5.3%	5.9%	4.4%
Wholesale trade	178	271	239	262	2.0%	2.3%	2.1%	1.7%
Retail trade	1,824	2,188	2,231	3,077	20.4%	18.6%	20.0%	20.4%
Finance, insurance, and real estate	376	655	642	1,154	4.2%	5.6%	5.8%	7.7%
Services	2,085	3,120	3,137	D	23.3%	26.5%	28.2%	NA
Government and government enterprise:	2,275	2,390	2,750	3,417	25.4%	20.3%	24.7%	22.7%
Federal, civilian	161	140	138	149	1.8%	1.2%	1.2%	1.0%
Military	129	111	121	90	1.4%	0.9%	1.1%	0.6%
State and local	1,985	2,139	2,491	3,178	22.2%	18.2%	22.4%	21.1%
State government	D	755	1,118	1,447	NA	6.4%	10.0%	9.6%
Local government	D	1,384	1,373	1,731	NA	11.7%	12.3%	11.5%

D -- Withheld due to nondisclosure.

NA -- Not available.

Source: U.S. Department of Commerce, Bureau of Economic Analysis and University of New Mexico, BBER.

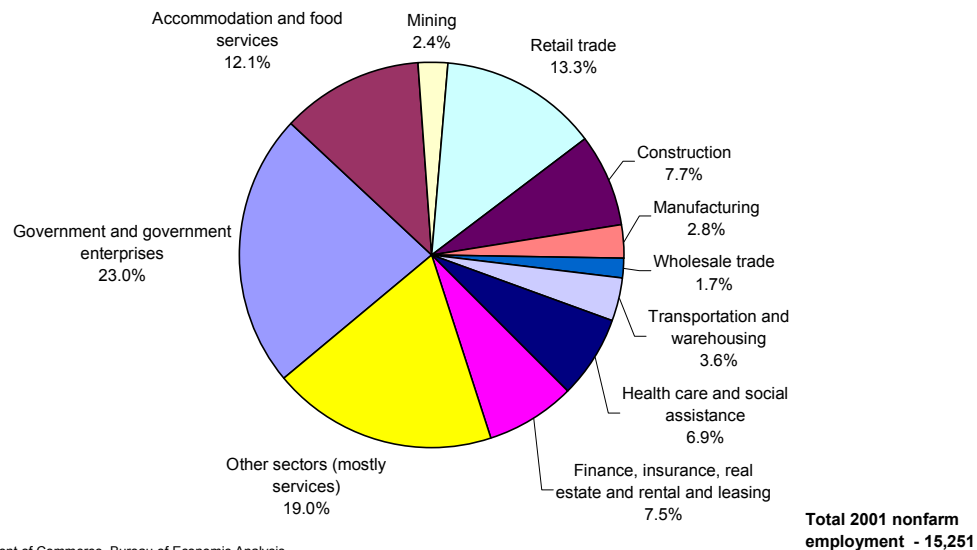
3.2 Current Employment (2001)

Colfax and Las Animas counties have similar population and employment levels in 2001. Total employment in the two county-region is 16,371, consisting of 12,032 wage and salary employees and 4,339 proprietors, of which 3,505 are nonfarm proprietors. (Refer to Table 3.1 in the previous section.) Wage and salary workers account for 73.5% and proprietors 26.5% of total employment. Total nonfarm employment is 15,251 and constitutes 93.2% of total employment. Farm employment is 1,120, and accounts for the remaining 6.8%. The 8,236 private, nonfarm, wage and salary workers compose 51% of total employment in this region.

Government is the largest employment sector in the region with 3,510 jobs, comprising 23.0% of nonfarm employment). See Figure 3.1. Local government employs 1,817 and state government 1,473 workers. Some of the larger state government employers are Trinidad State College, the New Mexico Boys School in Springer, and the Trinidad State Nursing Home. Larger local government entities include the local school districts, the city governments of Raton and Trinidad, and local health care facilities. The federal government is a small employer in the region and employs 220, including both civilian and military personnel.

FIGURE 3.1

**PERCENT OF REGIONAL NONFARM EMPLOYMENT BY NAICS SECTOR, 2001
(Colfax and Las Animas Counties)**



Source: U.S. Department of Commerce, Bureau of Economic Analysis.
UNM Bureau of Business and Economic Research.

There are six major business sectors as defined by NAICS (North American Industrial Classification System) in the two county-region. Table 3.4 shows employment levels and distribution by sector for the counties in 2001.

Retail trade is the largest business sector in the region, with 2,032 workers and a 13.3% share of nonfarm employment. Trinidad is the largest community in Las Animas County and functions as a trade and services center for the county and surrounding area. The city, located halfway between Albuquerque and Denver, is on Interstate 25 and attracts visitors en route. The Walmart super center in Trinidad is the biggest trade employer, followed by K-Mart in Raton.

TABLE 3.4
SHARE OF NONFARM EMPLOYMENT BY NAICS SECTOR, 2001
(COLFAX COUNTY, NM AND LAS ANIMAS COUNTY, CO)

	Employment Number			% Nonfarm Employment		
	Colfax	Las Animas	Combined	Colfax	Las Animas	Combined
Nonfarm employment	7,881	7,370	15,251	100.0%	100.0%	100.0%
Private employment	6,260	5,481	11,741	79.4%	74.4%	77.0%
Forestry, fishing, related activities, and other	103	99	202	1.3%	1.3%	1.3%
Mining	228	137	365	2.9%	1.9%	2.4%
Utilities	41	15	56	0.5%	0.2%	0.4%
Construction	540	627	1,167	6.9%	8.5%	7.7%
Manufacturing	260	163	423	3.3%	2.2%	2.8%
Wholesale trade	74	185	259	0.9%	2.5%	1.7%
Retail trade	1,086	946	2,032	13.8%	12.8%	13.3%
Transportation and warehousing	185	366	551	2.3%	5.0%	3.6%
Information	82	58	140	1.0%	0.8%	0.9%
Finance and insurance	210	250	460	2.7%	3.4%	3.0%
Real estate and rental and leasing	392	295	687	5.0%	4.0%	4.5%
Professional and technical services	249	216	465	3.2%	2.9%	3.0%
Management of companies and enterprises	52	0	52	0.7%	0.0%	0.3%
Administrative and waste services	180	178	358	2.3%	2.4%	2.3%
Educational services	31	54	85	0.4%	0.7%	0.6%
Health care and social assistance	458	596	1,054	5.8%	8.1%	6.9%
Arts, entertainment, and recreation	181	91	272	2.3%	1.2%	1.8%
Accommodation and food services	1,175	674	1,849	14.9%	9.1%	12.1%
Other services, except public administration	733	531	1,264	9.3%	7.2%	8.3%
Government and government enterprises	1,621	1,889	3,510	20.6%	25.6%	23.0%
Federal, civilian	58	73	131	0.7%	1.0%	0.9%
Military	46	43	89	0.6%	0.6%	0.6%
State and local	1,517	1,773	3,290	19.2%	24.1%	21.6%
State government	756	717	1,473	9.6%	9.7%	9.7%
Local government	761	1,056	1,817	9.7%	14.3%	11.9%

Source: U.S. Department of Commerce, Bureau of Economic Analysis and University of New Mexico, BBER.

Accommodation and food services is the third largest sector, with 1,849 workers, and constitutes 12.1% of nonfarm employment. This sector has seasonal variations, as the Angel Fire Resort alone provides 500-999 jobs. Holiday Inn is another decent sized employer with hotels in both Raton and Trinidad. The "Other services" sector follows as the fourth largest, with 1,264 workers, and accounts for 8.3% of nonfarm jobs. Next, construction is the fifth largest sector, employing 1,167, and provides 7.7% of nonfarm employment. This sector has many small businesses. The combined finance and insurance sector and real estate sector (the old FIRE sector) is the sixth largest sector, employing 1,147, and provides 7.5% of nonfarm jobs. Health care and social assistance is the seventh largest sector with 1,054 jobs, and a 6.9% share. Several private health care facilities are listed in the region's top employer list, the largest being

Mount San Rafael Hospital and Home Health Care in Trinidad and Colfax Miners Hospital in Raton. Moreover, several long-term care and rehabilitation facilities are among larger employers in this sector. These top 6 business sectors (excluding the government sector) account for about 55% of total nonfarm employment.

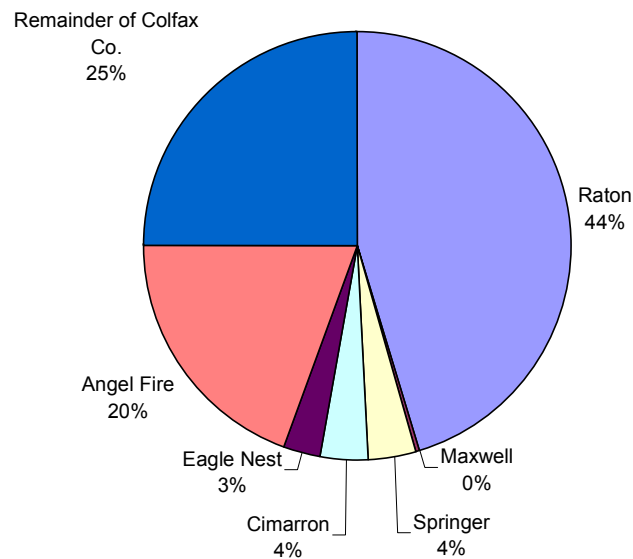
A couple of other sectors of note are transportation and warehousing with 551 employees and wholesale trade with 259. Together these two sectors provide over 5% of nonfarm jobs. Among industrial sectors, mining employs 365 and manufacturing 423, each accounting for less than 3% of nonfarm employment. The Raton area contains a handful of manufacturers and the majority of manufacturing employment in the region.

4 BUSINESS ACTIVITY

Most of the business activity occurring in Colfax County takes place in Raton, though the City's activities and relative role in the County has changed over the past decade. In 2000, 44% of the taxable gross receipts generated in Colfax County were generated in the City of Raton (Figure 4.1). This is a smaller share than the City generated in 1990 (52%), partly because of the increasing amount of activity taking place in Angel Fire. Over the decade, the total gross receipts generated by Angel Fire increased by 117% (adjusted for inflation), to a 2000 level of \$53.8 million, representing 20% of the County total. One-quarter of the County's taxable gross receipts were generated in unincorporated portions of the County where almost all of the mining activity occurred. Contract construction generated almost 40% of the gross receipts in the unincorporated portion of the County.

FIGURE 4.1

DISTRIBUTION OF COLFAX COUNTY TOTAL TAXABLE GROSS RECEIPTS BY COMMUNITY, 2000



Source: NM Taxation and Revenue Department, Rpt. 80.
UNM Bureau of Business and Economic Research.

As shown in Table 4.1, total taxable gross receipts (adjusted for inflation) in the County grew 46.3% between 1990 and 2000, a larger increase than experienced by Raton (29.6%), and attributable in part to the increased activity in Angel Fire. Retail trade, services and contract construction combined for over 80% of the County's taxable gross receipts in 2000. While the retail sector was responsible for much of the City's taxable gross receipts, when adjusted for inflation the sector decreased 4.2% over the decade. The much smaller sectors of transportation, utilities and communication and wholesale trade also declined. Services, an important sector for both the County and Raton, experienced large increases over the decade in both the City and the County. The

City's manufacturing sector saw growth of 113.3 percent. It should be noted that the data presented are for taxable gross receipts as opposed to total gross receipts, and any manufacturing exports to outside New Mexico will be excluded.

TABLE 4.1
CHANGE IN TAXABLE GROSS RECEIPTS FOR COLFAX COUNTY AND RATON,
1990 AND 2000 (in 2000 dollars)

	Colfax County			Raton		
	Taxable Gross Receipts (\$000)			Taxable Gross Receipts (\$000)		
	1990	2000	Percent Change	1990	2000	Percent Change
Total taxable gross receipts	187,848	274,883	46.3%	95,860	124,239	29.6%
Agriculture	3,368	2,001	-40.6%	N	N	na
Mining	495	8,101	1536.8%	0	N	na
Contract construction	27,835	55,947	101.0%	4,945	9,374	89.6%
Manufacturing	1,391	2,478	78.2%	834	1,779	113.3%
Transportation, communications and utilities	25,082	21,573	-14.0%	9,482	6,402	-32.5%
Wholesale trade	4,080	3,429	-16.0%	2,011	1,759	-12.5%
Retail trade	80,002	88,114	10.1%	54,271	51,988	-4.2%
Finance, insurance and real estate	9,865	7,860	-20.3%	1,297	1,908	47.1%
Services	34,821	79,746	129.0%	21,282	45,822	115.3%
Government	910	N	na	N	N	na

N = value was nondisclosed. na = not available.

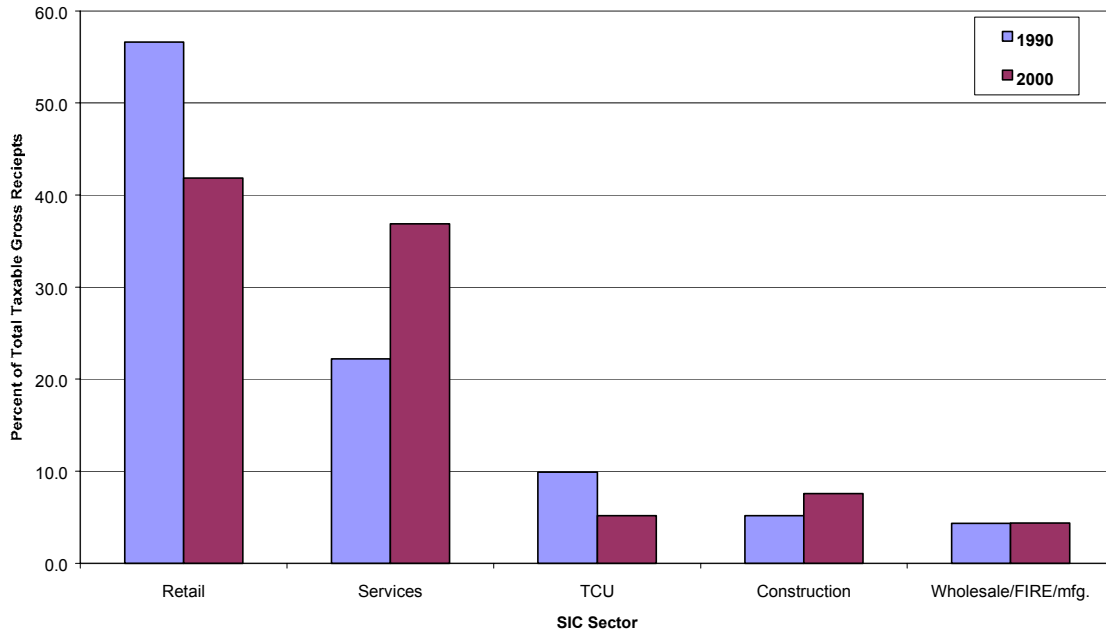
Source: Taxation and Revenue Department, State of New Mexico, Rpt. 80.

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Changes during the 1990's in activity levels of some of Raton's industrial sectors indicate some important changes taking place in the economy, including a decline in the retail sector's dominance (Figure 4.2). The retail sector, which in 1990 accounted for 56% of the City's taxable receipts, decreased to only 41.8% in 2000. Taxable receipts for retail food stores, an important retail subsector for Raton and most other New Mexico communities, increased by only \$1.5 million over the decade. The large increase in the amount of taxable gross receipts generated by the service sector increased its share of the City's total from 22% in 1990 to 37% in 2000. The service sector's increase in gross receipts was largely due to an increase in miscellaneous services, which grew from less than \$1 million in 1990 to over \$20 million in 2000.

FIGURE 4.2

DISTRIBUTION OF TAXABLE GROSS RECEIPTS BY MAJOR SIC SECTOR, RATON, 1990 AND 2000



Source: NM Taxation and Revenue Department, Rpt. 80.
UNM Bureau of Business and Economic Research.

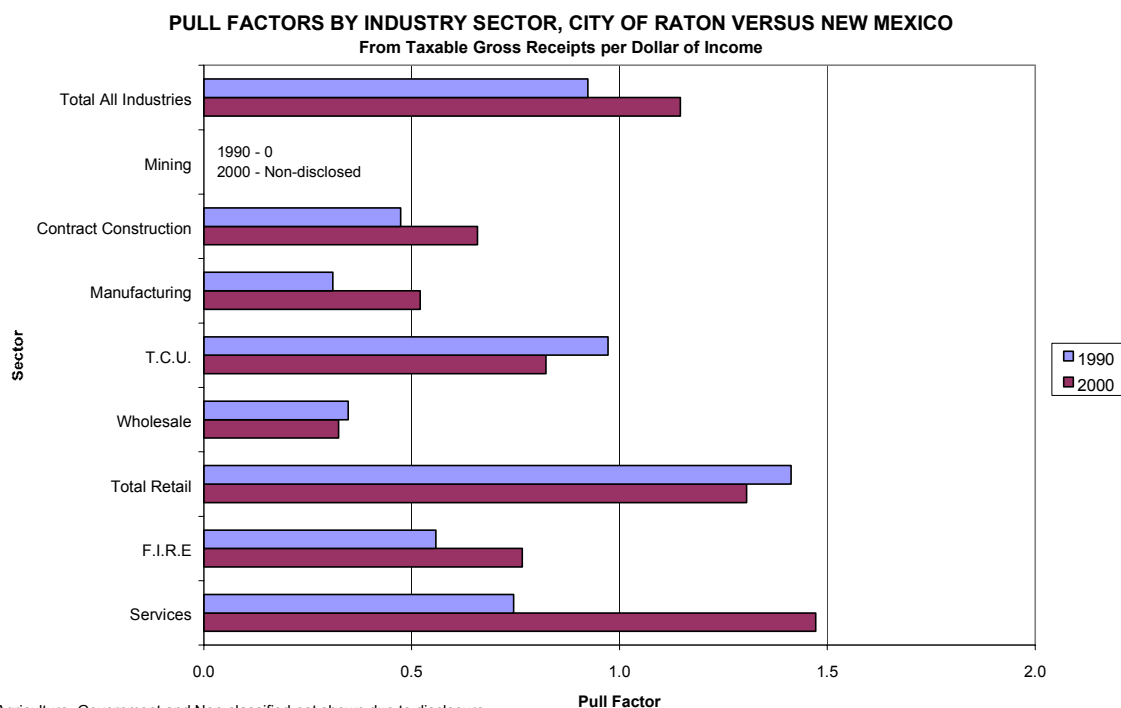
Raton's role in meeting the area's retail and services needs also helps define the City's relationship with northern New Mexico and southeastern Colorado. While data of retail receipts for Las Animas County and Trinidad are being compiled, it is clear that Raton and Trinidad are competing for the same retail dollars. Discussions with area residents show that Raton and Trinidad residents travel between the cities for their retail purchases. In the retail sector, the K-mart in Raton attracts customers from Trinidad and surrounding areas in Colfax County. Trinidad's Walmart, which recently relocated to the south side of the city and expanded to a Walmart supercenter carrying groceries, attracts consumers from Raton, from Angel Fire, Des Moines and Springer. While some specialty products and stores have developed some loyalty among area consumers, discussion generally indicated that area consumers base their shopping patterns primarily on product quality, selection and price, and less on location.

While not effective at defining specific flows of consumer spending between two communities, New Mexico gross receipts tax data also can be used to analyze whether a community is attracting customers from outside the area or losing sales to other areas. Pull factors calculated from gross receipts taxes can help identify sectors that are generating more or less activity than would be expected based on the income of area residents. Raton's pull factors are the ratio of gross receipts per dollar of personal income of city residents compared to that of New Mexico. A local pull factor greater than 1.0 indicates local purchases are high relative to income and that the area may be pulling in customers from elsewhere. Conversely, a local pull factor of less than 1.0

may indicate that the local market is underserved and that there are opportunities for businesses.

Figure 4.3 presents the pull factors for 1990 and 2000 for the City of Raton by industrial sector. Overall, in 2000 Raton had a pull factor over 1.0 (1.15), which represented an increase over 1990. This is attributable largely to the performance of the retail and services sectors, both of which had pull factors over 1.25 in 2000. As was shown earlier in this section, the retail and service sectors account for about three-quarters of the City's taxable gross receipts. Sectors with low pull factors include wholesale (0.3), manufacturing (0.5), and contract construction (0.7). Mining, which had zero taxable gross receipts in the City of Raton in 1990, was not disclosed in 2000. Additionally, the agriculture, government and non-classified sectors, which are not displayed in the Figure 4.3, had activity in both 1990 and 2000, though because of disclosure gross receipts data were not available.

FIGURE 4.3

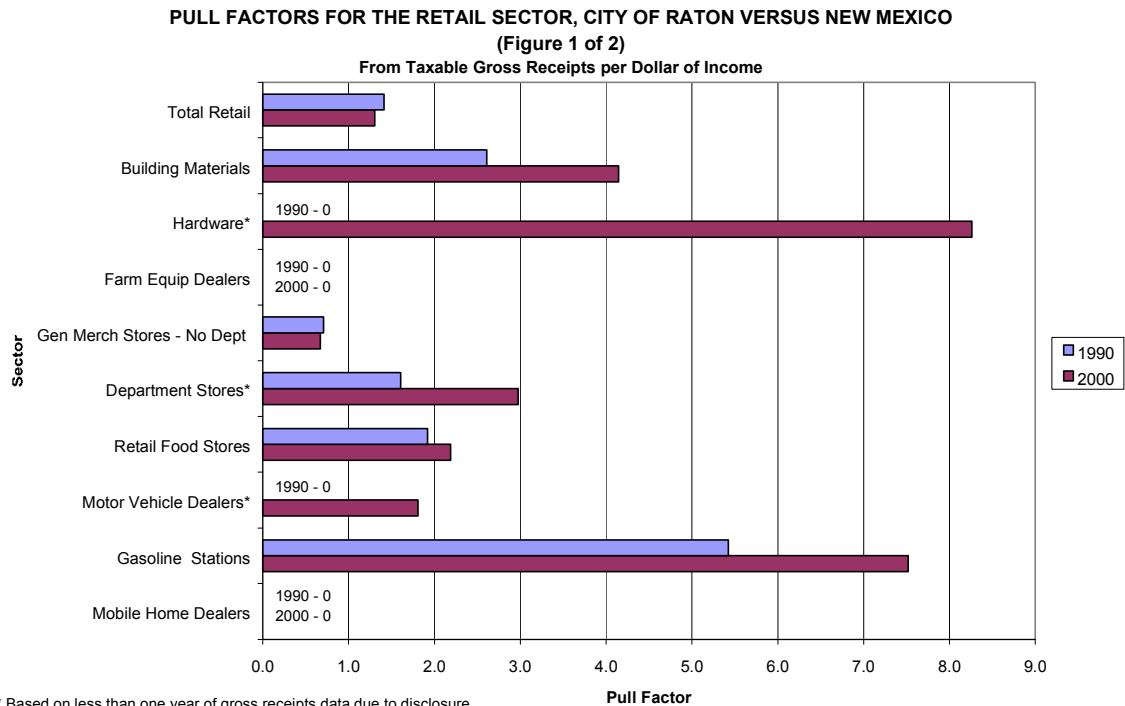


Agriculture, Government and Non-classified not shown due to disclosure.
Source of Data: NM Taxation and Revenue Dept Rpt 80 and 1990 and 2000 Decennial Census.
UNM Bureau of Business and Economic Research, 2003.

Figures 4.4 and 4.5 present pull factors for the subsectors of the service sector. (Note that the figures presenting the pull factors for subsectors of the services and retail sectors are on a different scale than the figure showing the main sectors.) Miscellaneous services, which in 2000 accounted for approximately \$20 million of the service sector's \$50 million total taxable gross receipts, increased dramatically, from a pull factor of 0.2 in 1990 to 2.3 in 2000. Other services subsectors with pull factors over 1.0 include hotels, motels, trailer parks and other lodging, personal services; auto rental, repair and other services; and hospitals and other health services.

Raton's role as a small market center is confirmed by its retail sector's pull factor of 1.3, which while above 1.0, is a decrease from its 1990 pull factor of 1.4. As shown in Figures 4.6 and 4.7, hardware and gasoline stations, both of which are very small subsectors of the services sector, have very high pull factors and have both increased substantially since 1990. Retail food stores, which account for approximately one-quarter of the retail sectors gross receipts, had a pull factor of 2.2 in 2000, reflecting an increase from 1990.

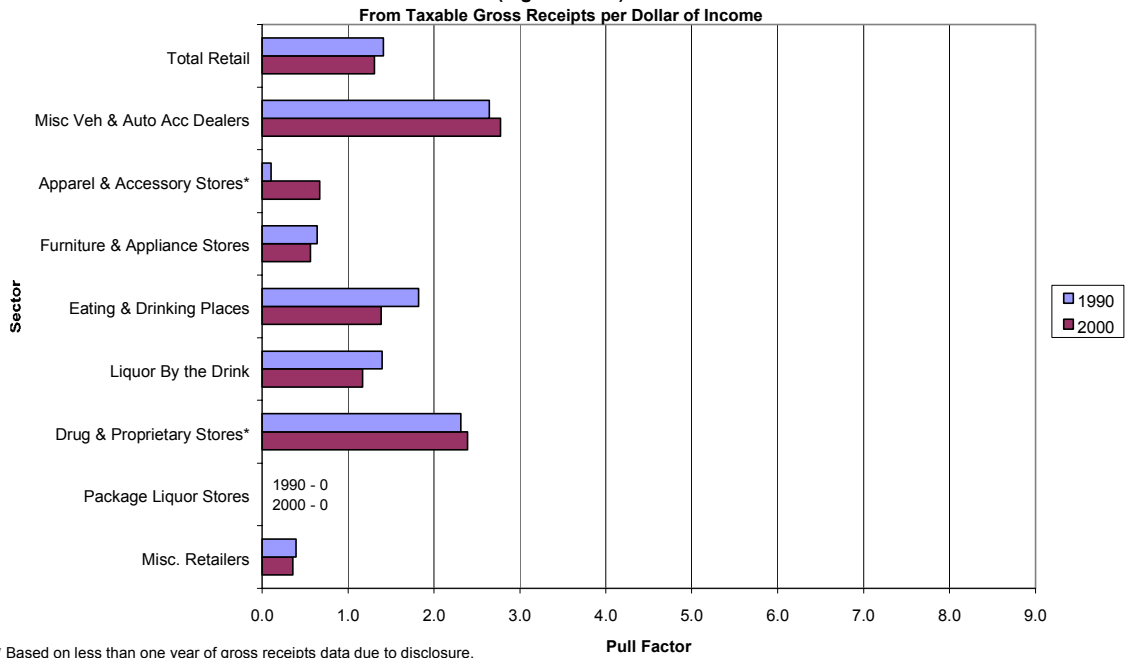
FIGURE 4.4



* Based on less than one year of gross receipts data due to disclosure.
Source of Data: NM Taxation and Revenue Dept Rpt 80 and 1990 and 2000 Decennial Census.
UNM Bureau of Business and Economic Research, 2003.

FIGURE 4.5

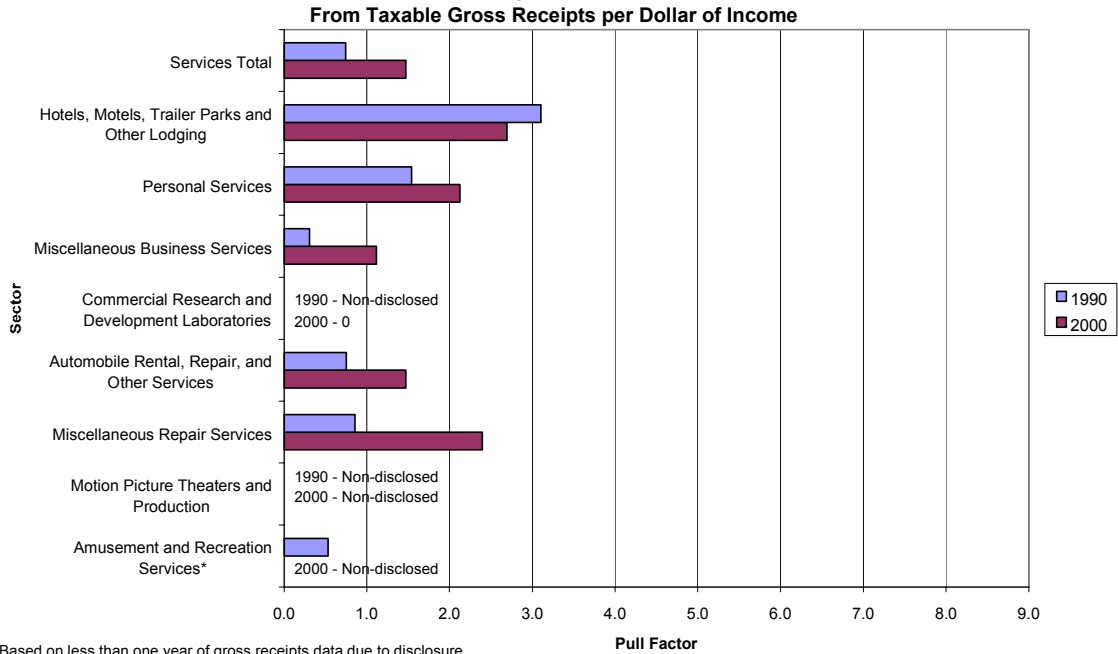
PULL FACTORS FOR THE RETAIL SECTOR, CITY OF RATON VERSUS NEW MEXICO
(Figure 2 of 2)



* Based on less than one year of gross receipts data due to disclosure.
Source of Data: NM Taxation and Revenue Dept Rpt 80 and 1990 and 2000 Decennial Census.
UNM Bureau of Business and Economic Research, 2003.

FIGURE 4.6

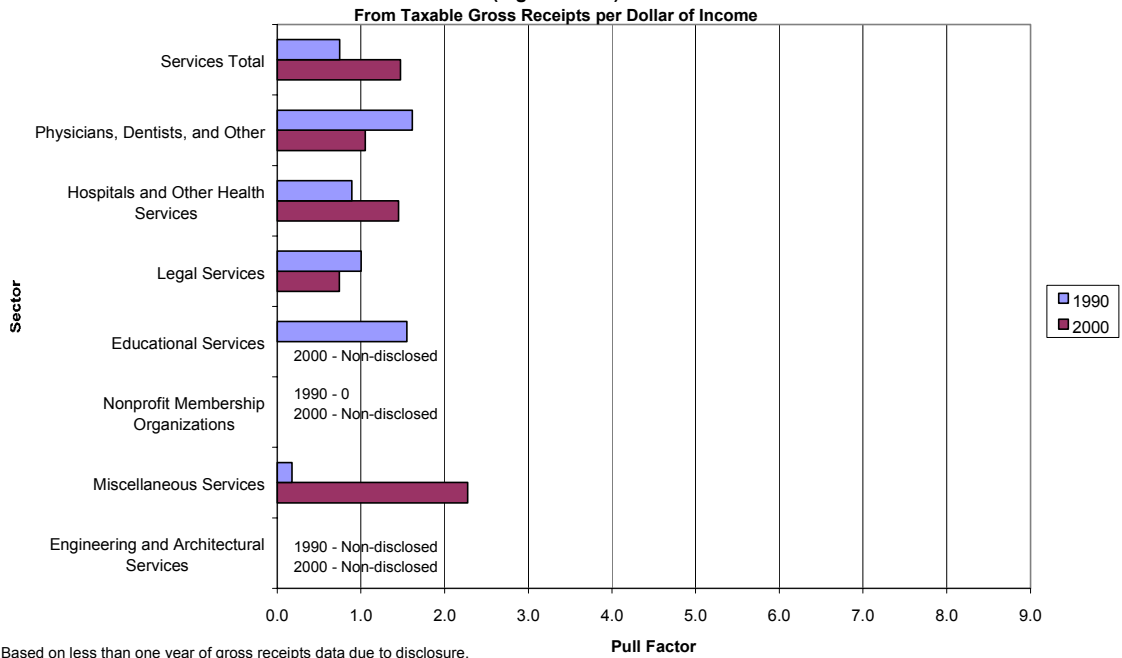
PULL FACTORS FOR THE SERVICE SECTOR, CITY OF RATON VERSUS NEW MEXICO
(Figure 1 of 2)



* Based on less than one year of gross receipts data due to disclosure.
Source of Data: NM Taxation and Revenue Dept Rpt 80 and 1990 and 2000 Decennial Census.
UNM Bureau of Business and Economic Research, 2003.

FIGURE 4.7

PULL FACTORS FOR THE SERVICE SECTOR, CITY OF RATON VERSUS NEW MEXICO
 (Figure 2 of 2)

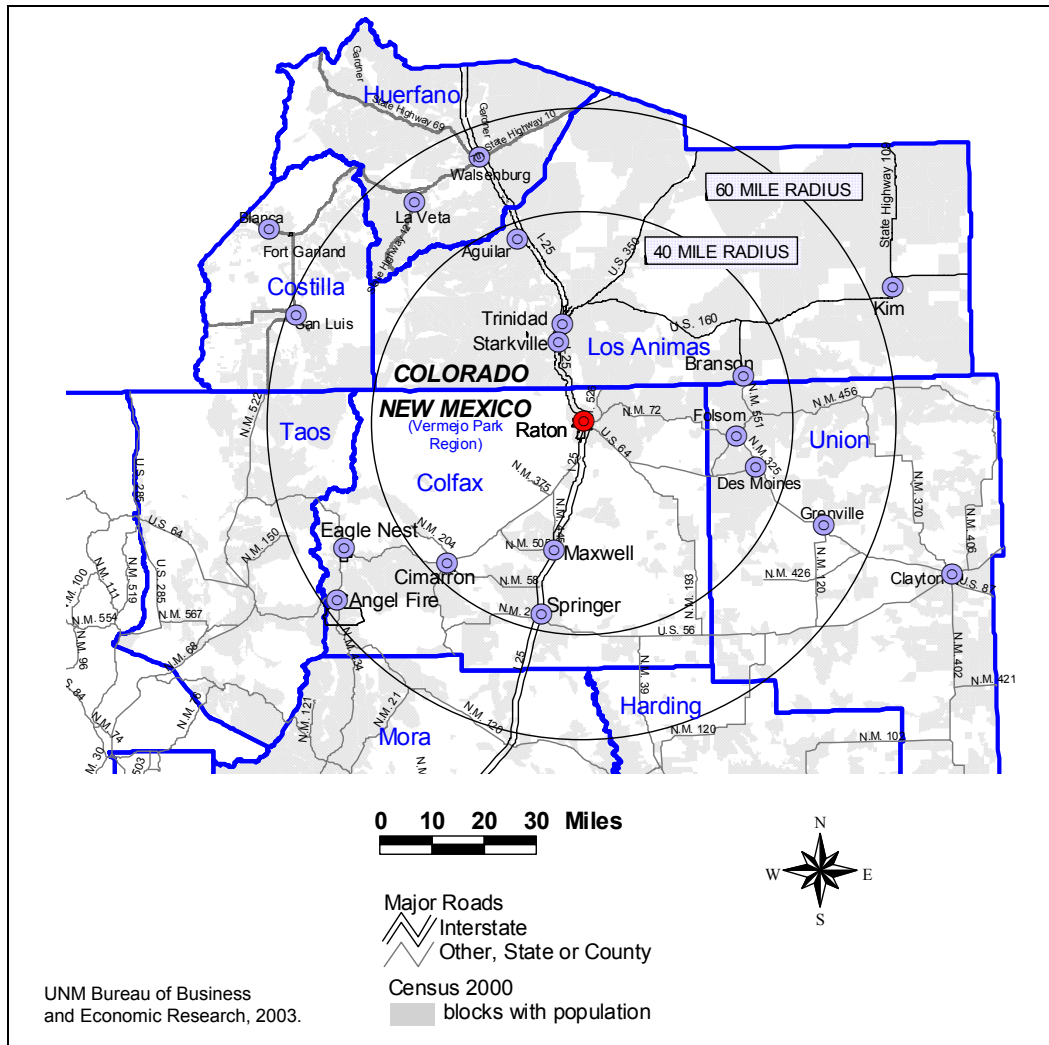


* Based on less than one year of gross receipts data due to disclosure.
 Source of Data: NM Taxation and Revenue Dept Rpt 80 and 1990 and 2000 Decennial Census.
 UNM Bureau of Business and Economic Research, 2003.

5 LABOR MARKET AREA

Raton businesses and industries employ persons who live in a number of towns in northern New Mexico and southeastern Colorado. Determining the geographic area that supplies the City's labor force is the first step in an analysis of Raton's labor force. For this study, the area within 40 miles of Raton is used to define the labor force area, referred to as the "Raton Area" (Map 5.1). The Raton Area was determined by examining census data on commuting, by preliminary interviews with local representative familiar with the area's labor force, and based on the distribution of the population in the area.

**MAP 5.1
POPULATED AREAS IN COLFAX AND LAS ANIMAS COUNTIES**



The 40-mile area extends north to Aguilar, Colorado, south slightly below Springer, west to Cimarron, and east to Des Moines. Communities captured in this area include Trinidad, Maxwell, and Cimarron. Many of the larger communities in the area are located along the I-25 corridor. Angel Fire and Eagle Nest are both outside of the labor

market area. As Table 5.1 shows, travel times to these communities are estimated to be at least 99 minutes and are considered beyond the generally acceptable commute distance. Included in this area is the Vermejo Park Ranch, which contains approximately 580,000 acres of generally unpopulated land to the west of Raton, a number of parcels of state owned land, and some national wildlife refuge land.

TABLE 5.1
ROAD DISTANCE AND TRAVEL TIME FROM RATON

From Raton, NM to:					
Place	State	Zip Code	Distance (miles)	Time (minutes)	In Raton Area? ¹
Aguilar	CO	81020	43.4	47	Yes
Trinidad	CO	81082	21.1	23	Yes
Weston	CO	81091	42.8	60	Yes
Angel Fire	NM	87710	77.4	112	No
Cimarron	NM	87714	40.7	56	Yes
Clayton	NM	88415	83.4	121	No
Des Moines	NM	88418	38.3	55	Yes
Eagle Nest	NM	87718	68.8	99	No
Folsom	NM	88419	38.4	55	Yes
Mora	NM	87732	122.0	160	No
Springer	NM	87747	40.3	42	Yes
Taos	NM	87571	96.3	148	No
Wagon Mound	NM	87752	66.0	67	No

1-the Raton Area is within a 40-mile radius of Raton

Source: www.mapquest.com

UNM Bureau of Business and Economic Research

5.1 Commuting Patterns

The commuting patterns of employed persons show a surprisingly small amount of commuting between Colfax and Las Animas counties, with a slightly higher number and percentage of Colfax County residents commuting to Las Animas County than vice versa. Because the data on commuting show county-to-county travel, the data may underemphasize the amount of commuting taking place between Raton and Trinidad, since many of the people commuting from these two counties may actually be between these two cities.

As shown in Table 5.2, a large proportion (89.3%) of employed Colfax County residents both live and work in Colfax County. The largest percentage of persons who work in Colfax County (3.2%) reside in Mora County followed by Las Animas County (1.6%), and Taos County (1.1%). We expect that a disproportionate amount of those persons commuting from Mora and Taos counties work in either Angel Fire or Eagle Nest. Union and Harding counties, the only other counties sharing borders with Colfax County, each provide less than 1% of Colfax County's workforce.

TABLE 5.2
COMMUTERS TO COLFAX COUNTY IN 2000 FROM..

Residence State- County Name	Workplace State- County Name	Count	Percent
Colfax Co. NM	Colfax Co. NM	5,582	89.3%
Mora Co. NM	Colfax Co. NM	197	3.2%
Las Animas Co. CO	Colfax Co. NM	97	1.6%
Taos Co. NM	Colfax Co. NM	69	1.1%
San Miguel Co. NM	Colfax Co. NM	58	0.9%
Union Co. NM	Colfax Co. NM	54	0.9%
Harding Co. NM	Colfax Co. NM	11	0.2%
Other NM	Colfax Co. NM	97	1.6%
Other CO	Colfax Co. NM	51	0.8%
Other US	Colfax Co. NM	36	0.6%
		<hr/> 6,252	100.0%

Source: Census Transportation Planning Package 2000.
UNM Bureau of Business and Economic Research, 2003.

While Raton's labor force region includes Trinidad, it is important to remember that Trinidad's labor force region includes Raton. Compared to other counties, employers in Las Animas County attracted the largest number (109) of Colfax County residents, followed by Union County, which attracted only 32 persons (Table 5.3). Santa Fe and Taos counties each brought in 25 Colfax County residents, some of which we expect are from western and southern Colfax County.

TABLE 5.3
COMMUTERS FROM COLFAX COUNTY IN 2000 TO..

Residence State- County Name	Workplace State- County Name	Count	Percent
Colfax Co. NM	Colfax Co. NM	5,582	93.6%
Colfax Co. NM	Las Animas Co. CO	109	1.8%
Colfax Co. NM	Union Co. NM	32	0.5%
Colfax Co. NM	Santa Fe Co. NM	25	0.4%
Colfax Co. NM	Taos Co. NM	25	0.4%
Colfax Co. NM	Huerfano Co. CO	21	0.4%
Colfax Co. NM	Mora Co. NM	13	0.2%
Colfax Co. NM	Pueblo Co. CO	12	0.2%
Colfax Co. NM	Harding Co. NM	6	0.1%
Colfax Co. NM	Other New Mexico	47	0.8%
Colfax Co. NM	Other Colorado	7	0.1%
Colfax Co. NM	Other United States	66	1.1%
Colfax Co. NM	Other	18	0.3%
		<hr/> 5,963	100.0%

Source: Census Transportation Planning Package 2000.
UNM Bureau of Business and Economic Research, 2003.

While some difficulties were identified for those persons living in one state and working in the other, as for example, the filing of state income taxes and health insurance costs

and coverage, at this point it seems unlikely that these are having a large impact on the employment seeking strategies of area residents. Discussions with a representative of the South Central Workforce Center, the Trinidad office of the Colorado Workforce Center, showed that approximately 30 Raton residents were active in the office's database of persons seeking employment in Colorado, though there were over 300 Raton residents in the database. Discussions with representatives of the Raton One-Stop Career Center will also be conducted to gather information on Las Animas County residents seeking employment in Colfax County.

The amount of time Raton City residents travel to work also shows that most residents work in or are close to Raton (Table 5.4). Over three-quarters of employed residents living in the City commuted less than 15 minutes to work, which would exclude those persons who would be traveling the 20+ mile trip to Trinidad, though this may capture some of those persons working to the south of the City. Seven percent of employed persons living in the City of Raton traveled between 15 and 29 minutes to work, a travel time that would capture most of Trinidad as well as other parts of Colfax County.

TABLE 5.4
TRAVEL TIME TO WORK FOR WORKERS 16+ YEARS
RATON CITY, RATON AREA AND NEW MEXICO, 2000

	Number of Workers		
	Raton City	Raton Area	New Mexico
Total	2,839	10,667	759,177
Did not work at home	2,772	10,184	727,204
Less than 15 min.	2,174	6,537	268,892
15 to 29 min.	205	1,632	268,023
30 to 44 min.	152	876	111,782
45 min. or more	241	1,139	78,507
Worked at home	67	483	31,973
	Percent of Workers		
Total	100%	100%	100%
Did not work at home	98%	95%	96%
Less than 15 min.	77%	61%	35%
15 to 29 min.	7%	15%	35%
30 to 44 min.	5%	8%	15%
45 min. or more	8%	11%	10%
Worked at home	2%	5%	4%

1 - the Raton Area is within a 40-mile radius of Raton.
Source: US Census Bureau, Decennial Census, SF-3.
UNM Bureau of Business and Economic Research, 2003.

6 POPULATION, LABOR FORCE, AND BUSINESSES

6.1 Population

Roughly 27,500 persons live in the Raton Area (Area) in 2000, of which 7,200 are in the City of Raton and 9,000 in Trinidad (Table 6.1). The remaining 11,300 persons reside in outlying areas in Colfax and Union counties in New Mexico and in Las Animas County, Colorado.

TABLE 6.1
DISTRIBUTION OF POPULATION IN THE RATON
AREA¹, 2000

	<u>Within the Raton Area</u>
Raton	7,197
Trinidad	9,017
Remainder	<u>11,318</u>
Total Raton Area	27,532

1 - the Raton Area is within a 40-mile radius of Raton.
Source: US Census Bureau, Decennial Census, SF-3.
UNM Bureau of Business and Economic Research, 2003.

6.2 Labor Force

The labor force status of Raton Area (Area) residents can provide valuable information for economic development efforts in the Area. This information includes the size of the Area's workforce, the age and gender characteristics of employed and unemployed persons, and can help us understand those persons not looking for work. While the labor force analysis will take place in the next steps of the community audit, Table 6.2 provides an overview of the Area's population and their labor force status. There were 27,500 persons living in the Area in 2000, of which roughly 21,000 persons were aged 16 and over. Of this population, 12,200 were in the civilian labor force (which means they were either employed or unemployed), while the remaining 9,400 were not participating in the labor force¹. Of the Area's civilian labor force, 740 persons were unemployed, for a civilian unemployment rate of 6.1% compared to 7.3% for the entire state. At 7.2%, the unemployment rate for the City of Raton is much higher than the Area as a whole.

¹ All civilians 16 years old and over are classified as unemployed if they were neither "at work" nor "with a job but not at work" during the reference week, were looking for work during the last 4 weeks, and were available to start a job.

TABLE 6.2
EMPLOYMENT STATUS FOR THE POPULATION OF RATON, THE RATON
AREA AND NEW MEXICO, 2000¹

	Raton	Raton Area ¹	New Mexico
Total Population	7,197	27,532	1,819,046
Population 16 years and over	5,628	21,627	1,369,176
In labor force	3,110	12,216	834,632
In Armed Forces	5	16	11,192
Civilian	3,105	12,200	823,440
Employed	2,881	11,460	763,116
Unemployed	224	740	60,324
Percent of civilian labor force	7.2%	6.1%	7.3%
Not in labor force	2,518	9,411	534,544

1 - because of data availability, in this case the Raton area is defined as Colfax County, New Mexico, and the Trinidad and Weston CCD's, Colorado.

Source: US Census Bureau, Decennial Census, SF-3, PCT 35.
 UNM Bureau of Business and Economic Research, 2003.

6.3 Large Employers and Business Establishments

The preliminary identification of establishments with the most employees was completed using Reference USA, the New Mexico Department of Labor (presented in Table 6.3). This list will be refined through interviews with the employers, area economic development practitioners, and members of the local business community. Further research also includes gathering employment numbers and specific occupations found at these establishments, information on the linkages that exist between these and other industries, and attempts to identify factors that would facilitate business and employment expansion.

The two employers reporting over 500 employees, the Angel Fire Resort and the Philmont Scout Ranch, are located in the western portion of Colfax County. Interviews with these organizations will help determine the extent of their relationship with Raton. With the exception of the Boys School in Springer, all employers with 100 to 249 employees are located in Las Animas County. These employers represent a variety of different industries, including education, healthcare, retail and extraction. Raton has a number of employers with 50 to 99 employees, which also include a variety of different industries – retail, healthcare, lodging, manufacturing and extraction.

As shown in Table 6.4, 24% of all establishments in Colfax and Las Animas counties are located in Raton. Raton's share of establishments varies by sector, ranging from 7% of agriculture, forestry and fishing establishments to 35% of manufacturing establishments. Slightly more than one-quarter of the retail establishments in the combined counties are in Raton.

Table 6.3
COLFAX AND LAS ANIMAS COUNTY LARGE EMPLOYERS, 2003

Employer	Location	Number of Employees
Angel Fire Resort	Angel Fire	500 to 999
Philmont Scout Ranch (BSA)	Cimarron	500 to 999
Trinidad State Junior College	Trinidad	250 to 499
Boys School	Springer	100 to 249
Mount San Rafael Hospital	Trinidad	100 to 249
Mount San Rafael Hospital (Home Health Care)	Trinidad	100 to 249
Evergreen Operating Corp.	Trinidad	100 to 249
Wal-Mart Supercenter	Trinidad	100 to 249
Trincon Timber	Cimarron	50 to 99
Hoehne School District 3	Hoehne	50 to 99
Holiday Classic	Raton	50 to 99
Holiday Inn	Raton	50 to 99
International Bank	Raton	50 to 99
K Mart	Raton	50 to 99
Morgan Building & Spa Manufacturing Co.	Raton	50 to 99
Rocky Mountain Metals	Raton	50 to 99
Sunbridge Care and Rehab. Center	Raton	50 to 99
Super Save Discount Foods	Raton	50 to 99
W M Serazio Co.	Raton	50 to 99
Colfax General Long-Term Care	Springer	50 to 99
Duran Oil Co.	Trinidad	50 to 99
Fisher's Peak Assisted Care	Trinidad	50 to 99
Head Start Program	Trinidad	50 to 99
Trinidad High School	Trinidad	50 to 99
Trinidad State Nursing Home	Trinidad	50 to 99
Holiday Inn	Trinidad	50 to 99
Las Animas County Rehab. Center	Trinidad	50 to 99
Mission Adventures	Weston	50 to 99
Felix Chavez & Son Construction	Weston	50 to 99

Source: InfoUSA, August 2003, and Large Employers in New Mexico by County, New Mexico Department of Labor, 2003.

UNM Bureau of Business and Economic Research.

*Numbers for the estimated employment level are from a variety of sources and have not been confirmed. Employment levels will be confirmed and/or revised in further research.

TABLE 6.4
THE DISTRIBUTION OF CITY OF RATON, COLFAX COUNTY, AND LAS
ANIMAS COUNTY ESTABLISHMENTS BY SIC SECTOR

SIC Description	Total Number of Establishments			Percent in Raton
	Raton	Colfax County	Colfax and Las Animas	
Agriculture, Forestry, and Fisheries	3	16	43	7%
Mineral Industries	3	4	14	21%
Construction Industries	28	55	136	21%
Manufacturing	13	37	37	35%
Transportation, Communications, and Utilities	21	40	102	21%
Wholesale Trade	10	23	75	13%
Retail Trade	107	203	417	26%
Finance, Insurance, and Real Estate	39	85	182	21%
Service Industries	166	335	689	24%
Public Administration	37	52	112	33%
Non-Classified	2	2	12	17%
Total (all industries)	429	852	1,819	24%

Source: Reference USA, August 2003
UNM Bureau of Business and Economic Research

7 STAKEHOLDERS

BBER and The Learning Center collaboratively developed an inventory of stakeholder groups – basically, areas of activity – and specific stakeholders. Stakeholder groups were identified to represent the range of activities and interests involved with the area’s business and workforce development. In future steps of the community audit, stakeholders may be asked to participate in focus group discussions or be interviewed to provide information about their business, services or activities, and how they relate to business workforce development.

Five stakeholder groups, which to some degree overlap, were identified. First, the Employer Group is intended to represent the range of employers in Raton and the immediate surrounding area. While specific employers have not yet been identified as stakeholders, a comprehensive list of area employers has been obtained, and specific stakeholders will be identified from this list. Employer stakeholders will be selected to represent the range of businesses and governmental organizations present in Raton: employers of skilled and unskilled workers, employers with low and high paid employees, and seasonal and non-seasonal employers. The Economic Development and Public Sector Stakeholder Group represents the variety of economic development organizations active in Raton. This stakeholder group includes local government because of its role in infrastructure development and representatives from other key municipalities in the Raton Area. The Labor Force Stakeholder Group is designed to provide information on the experiences and situations of the employed and unemployed population in Raton. Stakeholders will be targeted to reflect the diverse characteristics of the labor force: full-time and part-time employees, skilled and unskilled, year-round and seasonal, and young and old. The Education and Workforce Training and Development Stakeholder Group provides information on the training resources available to the workforce. Stakeholders for this group include primary, secondary, and postsecondary providers and other organizations that are involved with improving workforce skills. The fifth stakeholder group, Support Services, represents providers of services that assist Raton’s labor force to obtain and maintain employment and to pursue educational opportunities. These support services include transportation, childcare and other services.

Stakeholder groups and some potential stakeholders are presented in Table 7.1. This list will be further refined through additional research and discussions with specific stakeholders and group representatives.

TABLE 7.1

PRELIMINARY LIST OF STAKEHOLDERS BY STAKEHOLDER GROUP

EMPLOYERS STAKEHOLDER GROUP

Specific Employers (to be identified)

Employers mentioned to date:

Stolar Horizon, Inc

Miners' Colfax Medical Center

Retail sector

Tourism (Philmount, Whittington, Angel Fire, State Parks)

Agriculture

Transportation/distribution activities in Trinidad

El Paso Energy Raton, LLC

Trinidad Correctional Facility

Public Schools

ECONOMIC DEVELOPMENT AND PUBLIC SECTOR STAKEHOLDER GROUP

Economic Development

Northern Area Workforce Development Board

Small Business Development Centers

Raton Chamber & Economic Development Council

Raton/Colfax County Hispanic Chamber of Commerce

NM Economic Development Department

Red River Chamber of Commerce

Trinidad-Las Animas County Economic Development, Inc

Trinidad and Las Animas County Chamber of Commerce

EDCC (Economic Developer's Council of Colorado)

SCEDD (Southern Colorado Economic Development District)

Cimarron Chamber of Commerce

Angel Fire Chamber of Commerce

Eagle Nest Chamber & the Village of Eagle Nest

Springer Chamber of Commerce

Historic Downtown Merchants Association

Community Corporation of Raton

Colfax County Cooperative Extension Service

Government

Raton / Trinidad City

Colfax / Las Animas County

Infrastructure

Raton / Trinidad City

Colfax / Las Animas County

ISP Directory for Raton, New Mexico

Amtrak

Raton Municipal Airport

continued on next page

PRELIMINARY LIST OF STAKEHOLDERS BY STAKEHOLDER GROUP (continued)

LABOR FORCE

Individual Workers (to be identified)
Representing organizations:
Northern New Mexico Central Labor Council, AFL-CIO
AFSCME Nuevo Mexico Council 18
UMWA
Unemployed persons (to be identified)
Unemployed miners (to be identified)
Person not in labor force (to be identified)

EDUCATION AND WORKFORCE TRAINING AND DEVELOPMENT STAKEHOLDER GROUP

Northern Area Workforce Development Board
New Mexico Highlands University
Trinidad State Junior College
The Learning Center (Northeastern New Mexico Educational Foundation)
Raton School District
Des Moines School district
Maxwell School District
Cimarron School District
High Plains Regional Education Cooperative
Luna Voc.- Tec. School - Springer
Raton One-Stop Career Center
Family Community, Education Club, Raton
Home Education Livelihood Program
High Plains Regional Education Cooperative
Life Skills Program, New Mexico Highlands University WORKS Program
New Mexico Department of Labor
Personnel Management Services
Raton Home School Support Group
Springer Municipal Schools
Springer Municipal Schools PEACE Project

LABOR FORCE AND SUPPORT SERVICES STAKEHOLDER GROUP

Support Services

Colfax Community Mental Health
Youth Empowerment Services
CYFAR (Children, Youth and Families at Risk)
Head Start Programs
Family Preservation Services Unit
Cimarron Housing Authority
Family Self-Sufficiency Program through Raton Housing Authority
Human Services Department/Colfax County Income Support Division
Luna Community College Child Care Resource & Training Project
NMDH District II Families FIRST Family Planning
Raton Housing Authority
Raton Recreation and Education Council
Service Organization for Youth
Springer Housing Authority
Colfax Community Services
Veterans' Administration Medical Outreach

Transportation

Durham School Services
TNM & O Coaches
Colfax County Transportation
Raton Cab
Victory Royal Express