

NWCCOG-Economic Development District

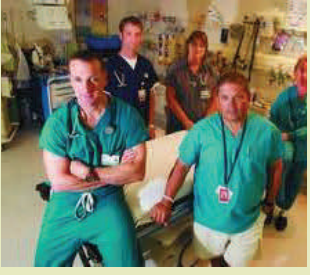
ECONOMIC UPDATE - DECEMBER 2014



This update is for the NWCCOG—Economic Development District (EDD) Region including the counties of Eagle, Grand, Jackson, Pitkin and Summit. The most recent available data sources were used for each category (*utilizes data from OCEW Q2 2014*).

UNEMPLOYMENT RATE AND LABOR FORCE

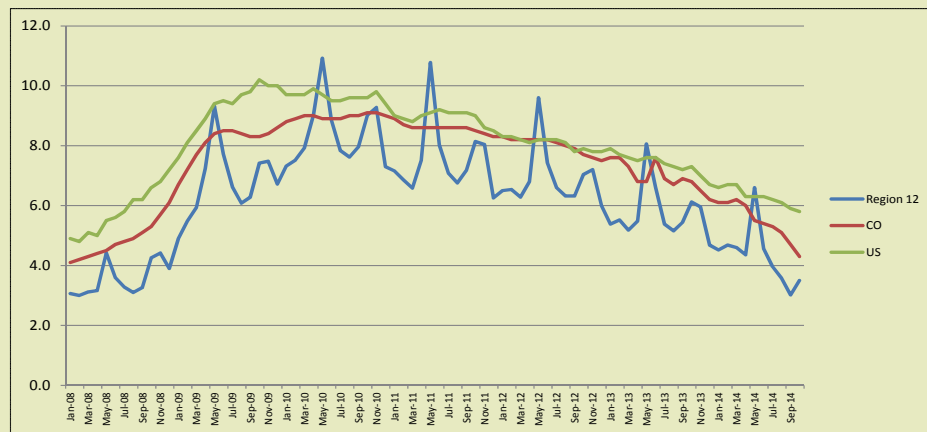
The unemployment rate in all 5 counties in NWCCOG EDD's region for the most recent month reported (October 2014) was lower than the reported rate the same month one year ago. It was also lower than both the State (in all but Pitkin County) and U.S. rate. As of October 2014, the region's total labor force is reported at 63,990. This is a 7% increase over the total labor force reported one year ago.



| | Eagle | Grand | Jackson | Pitkin | Summit | Region Avg. | Colorado | US |
|--------|-------|-------|---------|--------|--------|-------------|----------|------|
| Oct-13 | 6.5% | 6.0% | 3.7% | 8.3% | 6.1% | 6.1% | 6.8% | 7.3% |
| Oct-14 | 3.9% | 3.3% | 1.4% | 5.4% | 3.5% | 3.5% | 4.3% | 5.8% |

| Labor Force: Oct. 2014 vs. Oct. 2013 | | | |
|--------------------------------------|-----------|-----------|-------|
| | Oct. 2014 | Oct. 2013 | % Chg |
| Eagle | 28,527 | 26,885 | 6% |
| Grand | 8,106 | 7,642 | 6% |
| Jackson | 1,278 | 1,008 | 27% |
| Pitkin | 10,183 | 9,529 | 7% |
| Summit | 15,896 | 14,741 | 8% |
| Total | 63,990 | 59,805 | 7% |

REGIONAL UNEMPLOYMENT RATE OVER TIME



JOBS AND ESTABLISHMENTS

The total number of jobs, in all industries, increased by 3,012 jobs, or 4.6%, from Q2 2014 to Q2 2013. This is very positive growth, especially when compared to statewide job growth of 3.4% over the same period. There was a slight decrease of 5 establishments over the year, which is a 0.1% decrease.

| AVERAGE EMPLOYMENT | | | | |
|--------------------|---------|---------|-------|-------|
| | Q2 2014 | Q2 2013 | #Chg | %Chg |
| EAGLE | 28,114 | 27,175 | 939 | 3.5% |
| GRAND | 6,610 | 6,361 | 249 | 3.9% |
| JACKSON | 559 | 569 | -10 | -1.8% |
| PITKIN | 15,266 | 14,508 | 758 | 5.2% |
| SUMMIT | 17,931 | 16,855 | 1076 | 6.4% |
| TOTAL | 68,480 | 65,468 | 3,012 | 4.6% |

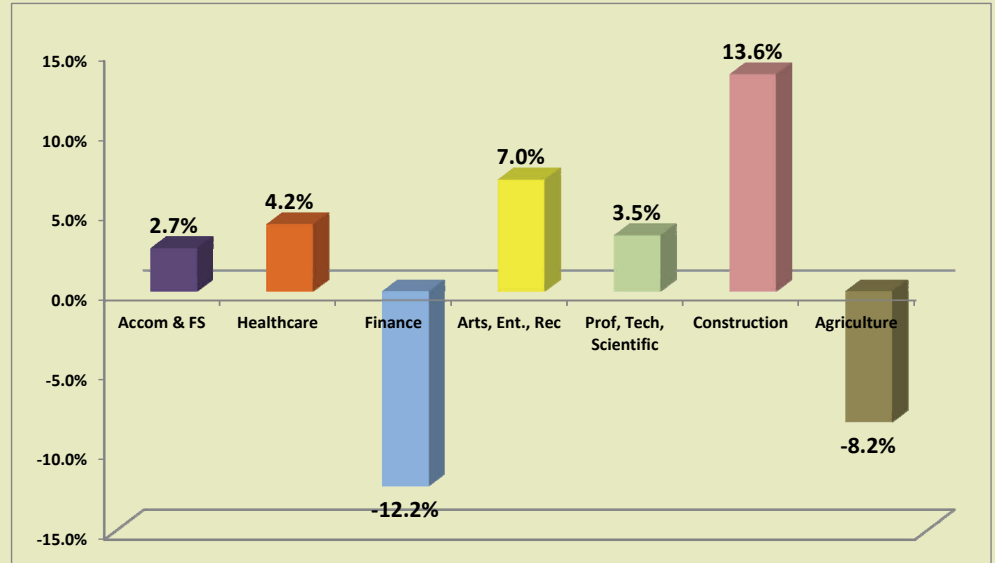
| AVERAGE ESTABLISHMENTS | | | | |
|------------------------|---------|---------|------|-------|
| | Q2 2014 | Q2 2013 | #Chg | %Chg |
| EAGLE | 3,178 | 3,202 | -24 | -0.7% |
| GRAND | 815 | 835 | -20 | -2.4% |
| JACKSON | 88 | 89 | -1 | -1.1% |
| PITKIN | 1,738 | 1,742 | -4 | -0.2% |
| SUMMIT | 2,129 | 2,085 | 44 | 2.1% |
| TOTAL | 7,948 | 7,953 | -5 | -0.1% |

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Regional Job Growth in Key Industries: Q2 2014 vs. Q2 2013

There was significant job growth in the construction industry (+13.6%), with positive growth in Accommodations and Food Service, Healthcare, Arts/ Entertainment/Recreation, and Professional/Technical Services. There was a decrease in job growth in both the Finance sector as well as Agriculture



MAIN DRIVERS OF OUR REGION’S ECONOMY—The following tracks job growth in the key industries that are main drivers of our region’s economy. The data compares number of jobs in the main NAICS codes over time in the region. This data compares the most recent quarter reported by QCEW (Q2 2014) to the same quarter one year ago.

| Accommodations & Food Services (NAICS 72) | | | | |
|---|---------------|---------------|------------|-------------|
| | Q2 2014 | Q2 2013 | #Chg | %Chg |
| EAGLE | 6,572 | 6,561 | 11 | 0.2% |
| GRAND | 1,689 | 1,639 | 50 | 3.1% |
| JACKSON | 67 | 59 | 8 | 13.6% |
| PITKIN | 3,892 | 3,723 | 169 | 4.5% |
| SUMMIT | 5,706 | 5,477 | 229 | 4.2% |
| TOTAL | 17,926 | 17,459 | 467 | 2.7% |

| Healthcare & Social Assistance (NAICS 62) | | | | |
|---|--------------|--------------|------------|-------------|
| | Q2 2014 | Q2 2013 | #Chg | %Chg |
| EAGLE | 2,003 | 2,010 | -7 | -0.3% |
| GRAND | 340 | 346 | -6 | -1.7% |
| JACKSON | 22 | 21 | 1 | 4.8% |
| PITKIN | 773 | 718 | 55 | 7.7% |
| SUMMIT | 1,190 | 1,060 | 130 | 12.3% |
| TOTAL | 4,328 | 4,155 | 173 | 4.2% |

| Finance & Insurance (NAICS 52) | | | | |
|--------------------------------|--------------|--------------|-------------|---------------|
| | Q2 2014 | Q2 2013 | #Chg | %Chg |
| EAGLE | 472 | 617 | -145 | -23.5% |
| GRAND | 99 | 103 | -4 | -3.9% |
| JACKSON | conf. | conf. | conf. | conf. |
| PITKIN | 238 | 236 | 2 | 0.8% |
| SUMMIT | 265 | 267 | -2 | -0.7% |
| TOTAL | 1,074 | 1,223 | -149 | -12.2% |

| Arts, Entertainment, Recreation (NAICS 71) | | | | |
|--|--------------|--------------|------------|-------------|
| | Q2 2014 | Q2 2013 | #Chg | %Chg |
| EAGLE | 3,232 | 2,998 | conf. | conf. |
| GRAND | 1,005 | 942 | 63 | 6.7% |
| JACKSON | conf. | conf. | conf. | conf. |
| PITKIN | 1,602 | 1,531 | conf. | conf. |
| SUMMIT | 1,054 | 973 | 81 | 8.3% |
| TOTAL | 6,893 | 6,444 | 449 | 7.0% |

| Professional, Scientific, Tech. Services (NAICS 54) | | | | |
|---|--------------|--------------|-----------|-------------|
| | Q2 2014 | Q2 2013 | #Chg | %Chg |
| EAGLE | 1,118 | 1,090 | 28 | 2.6% |
| GRAND | 146 | 138 | 8 | 5.8% |
| JACKSON | 43 | 37 | 6 | 16.2% |
| PITKIN | 683 | 687 | -4 | -0.6% |
| SUMMIT | 661 | 609 | 52 | 8.5% |
| TOTAL | 2,651 | 2,561 | 90 | 3.5% |

| Construction (NAICS 23) | | | | |
|-------------------------|--------------|--------------|------------|--------------|
| | Q2 2014 | Q2 2013 | #Chg | %Chg |
| EAGLE | 2,810 | 2,473 | 337 | 13.6% |
| GRAND | 650 | 522 | 128 | 24.5% |
| JACKSON | 62 | 48 | 14 | 29.2% |
| PITKIN | 646 | 596 | 50 | 8.4% |
| SUMMIT | 949 | 866 | 83 | 9.6% |
| TOTAL | 5,117 | 4,505 | 612 | 13.6% |

| Agriculture, Forestry, Fishing, Hunting (NAICS 11) | | | | |
|--|------------|------------|------------|--------------|
| | Q2 2014 | Q2 2013 | #Chg | %Chg |
| EAGLE | 47 | 55 | -8 | -14.5% |
| GRAND | 62 | 56 | 6 | 10.7% |
| JACKSON | 74 | 108 | -34 | -31.5% |
| PITKIN | 68 | 62 | 6 | 9.7% |
| SUMMIT | 28 | 23 | 5 | 21.7% |
| TOTAL | 279 | 304 | -25 | -8.2% |

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ANNUAL EARNINGS BY KEY INDUSTRY (COVERED EMPLOYMENT)—Q2 2014

Annual earnings for all industries, when averaging all counties, is \$36,494 for the 2nd quarter of 2014. The highest paying jobs are in the Finance & Insurance, Professional/Scientific/Technical, Construction, and Healthcare industries.

| | All Industries | Accom. & Food Services | Healthcare & Social Asst. | Finance & Insurance | Arts, Entertainment, Recreation | Prof., Scientific, Tech. Svcs | Construction | Ag, Forestry, Fishing, Hunting |
|---------|----------------|------------------------|---------------------------|---------------------|---------------------------------|-------------------------------|--------------|--------------------------------|
| EAGLE | \$41,132 | \$29,328 | \$61,620 | \$64,324 | \$39,728 | \$59,696 | \$47,944 | \$35,568 |
| GRAND | \$31,044 | \$19,032 | \$45,656 | \$46,644 | \$25,116 | \$54,236 | \$40,040 | \$28,392 |
| JACKSON | \$31,980 | \$13,676 | \$14,144 | <i>conf.</i> | <i>conf.</i> | \$80,912 | \$36,608 | \$30,212 |
| PITKIN | \$43,264 | \$29,068 | \$66,300 | \$103,636 | \$38,168 | \$71,240 | \$60,944 | \$30,576 |
| SUMMIT | \$35,048 | \$35,048 | \$50,856 | \$62,452 | \$30,056 | \$58,032 | \$42,380 | \$17,836 |
| AVERAGE | \$36,494 | \$25,230 | \$47,715 | \$69,264 | \$33,267 | \$64,823 | \$45,583 | \$28,517 |

CHANGE IN ANNUAL EARNINGS BY KEY INDUSTRY—in comparing Q2 2014 to Q2 2013, annual earnings increased in all but 2 key industries in the region. The largest gains were seen in the Accommodations/Food Service (+12.5%), Construction (+7.7%) and Professional, Scientific and Technical Services (+6.5%).

| | All Industries | Accom. & Food Services | Healthcare & Social Asst. | Finance & Insurance | Entertainment, Recreation | Prof., Scientific, Tech. Svcs | Construction | Forestry, Fishing, Hunting |
|----|----------------|------------------------|---------------------------|---------------------|---------------------------|-------------------------------|--------------|----------------------------|
| \$ | \$1,175 | \$2,798 | \$52 | (\$4,472) | \$390 | \$3,942 | \$3,276 | (\$458) |
| % | 3.3% | 12.5% | 0.1% | -6.1% | 1.2% | 6.5% | 7.7% | -1.6% |

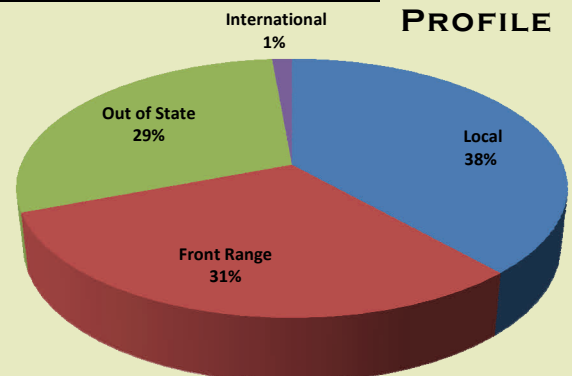
REAL ESTATE MARKET TRENDS

In 3 out of 4 counties reporting (*no data was available for Jackson County*), median residential price for a single family home increased when comparing Q3 2014 to Q3 2013. There was a slight decrease (-1%) in Pitkin County. Average residential price for a single family home rose in all 4 counties reporting. Average price per square foot rose in all counties except Summit, which decreased by 1.4%. The number of transactions in the region increased by 4.1% when comparing Q3 2014 to Q3 2013, and the number of bank sales decreased by 32.5%.



| | Median SFH Residential Price | | | Average SFH Residential Price | | | Avg. Res. Price Per SF | | |
|--------|------------------------------|------------|-------|-------------------------------|--------------|-------|------------------------|-----------|-------|
| | Q3 2014 | Q3 2013 | % chg | Q3 2014 | Q3 2013 | % chg | Q3 2014 | Q3 2013 | % chg |
| Eagle | \$ 431,481 | \$ 405,200 | 6.5% | \$ 829,068 | \$ 805,903 | 2.9% | \$ 383.79 | \$ 367.06 | 4.6% |
| Grand | \$ 194,450 | \$ 175,000 | 11.1% | \$ 302,253 | \$ 280,565 | 7.7% | \$ 207.43 | \$ 178.35 | 16.3% |
| Pitkin | \$ 952,500 | \$ 962,500 | -1.0% | \$ 2,599,515 | \$ 2,311,606 | 12.5% | \$ 867.27 | \$ 836.17 | 3.7% |
| Summit | \$ 375,000 | \$ 353,500 | 6.1% | \$ 495,240 | \$ 486,354 | 1.8% | \$ 307.23 | \$ 311.67 | -1.4% |

REGIONAL BUYER PROFILE



| | # of Transactions | | | # of Bank Sales | | |
|--------|-------------------|---------|-------|-----------------|---------|--------|
| | Q3 2014 | Q3 2013 | % chg | Q3 2014 | Q3 2013 | % chg |
| Eagle | 494 | 534 | -7.5% | 23 | 38 | -39.5% |
| Grand | 386 | 313 | 23.3% | 24 | 26 | -7.7% |
| Pitkin | 186 | 206 | -9.7% | 7 | 13 | -46.2% |
| Summit | 670 | 615 | 8.9% | 2 | 6 | -66.7% |
| Total | 1,736 | 1,668 | 4.1% | 56 | 83 | -32.5% |

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SALES TAX

Total taxable sales were up 5.3% for the region as a whole, comparing the most recent month reported (May 2014 vs. May 2013.) The largest increase was seen in the Food and Beverage category, showing a 9.1% increase year over year for the month of May. Retail sales were up 6.7%. May is considered "mud season" for the region, a time of year where ski resorts are closed for the season and tourist numbers are typically down. When comparing the most recent winter ski season to last years (December—March), total sales for the most recent period (Dec. 13-March-14) were up 8% for the region as a whole.

| Taxable Sales (in millions) | | | | | | | | | |
|-----------------------------|------------------|------------------|-----------------|------------------|------------------|-----------------|-------------|-------------|-------------|
| | May-14 | | | May-13 | | | % Chg. | % Chg. | % Chg. |
| | Total | Retail | Food & Bev. | Total | Retail | Food & Bev. | | | |
| Eagle | \$115,675 | \$60,017 | \$9,787 | \$111,054 | \$56,549 | \$8,752 | 4.2% | 6.1% | 11.8% |
| Grand | \$25,309 | \$11,535 | \$1,873 | \$24,373 | \$10,709 | \$1,744 | 3.8% | 7.7% | 7.4% |
| Jackson | \$2,474 | \$824 | \$38 | \$1,638 | \$629 | \$118 | 51.0% | 31.0% | -67.8% |
| Pitkin | \$45,557 | \$15,295 | \$5,210 | \$43,582 | \$15,510 | \$4,651 | 4.5% | -1.4% | 12.0% |
| Summit | \$81,638 | \$42,730 | \$6,484 | \$76,407 | \$38,771 | \$6,177 | 6.8% | 10.2% | 5.0% |
| Total | \$270,653 | \$130,401 | \$23,392 | \$257,054 | \$122,168 | \$21,442 | 5.3% | 6.7% | 9.1% |

| Taxable Sales (in millions) - Winter '13-'14 vs. Winter '12-'13 | | | |
|---|---------------------|---------------------|-----------|
| | Dec 13 - Mar 14 | Dec 12 - Mar 13 | % Chg |
| Eagle | \$ 1,117,482 | \$ 1,028,113 | 9% |
| Grand | \$ 210,870 | \$ 204,169 | 3% |
| Jackson | \$ 8,450 | \$ 6,266 | 35% |
| Pitkin | \$ 585,692 | \$ 545,152 | 7% |
| Summit | \$ 741,271 | \$ 671,622 | 10% |
| Total | \$ 2,663,765 | \$ 2,455,322 | 8% |

TRENDS...

Colorado mountain resort projects emerge from torpor of the recession

Denver Post 10/19/14 by Jason Blevins

Big high-country construction projects are emerging from a nearly six-year hibernation. Investors are freeing the flow of cash. Buyers are stepping up. And in Breckenridge, Vail and the Roaring Fork Valley, large-scale condominium and hotel projects in limbo during the recession finally are sprouting. From the wealthiest enclaves of Aspen to the community-centric Basalt and middle-market affordability of Silverthorne, fractional residences and hotels are under construction for the first time since 2008. "It feels like we have been asleep for a while, hasn't it?" said Ed Mace, a hotel veteran whose Denver-based Silverwest Hotel Partners is backing an environmentally friendly, 113-room Westin Element hotel in the Willits neighborhood of Basalt and a Hampton Inn in Silverthorne. [Read entire article](#)

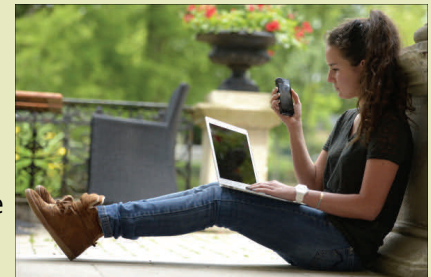


The Rise of the Millennials: The Data

Source: Badgeville

It's no secret: Millennials (born between 1981-2000) are a key economic driver in our world today. A company called Badgeville has developed an infographic called "The Rise of the Millennials" which displays data on today's Millennial worker and consumer. Here are some interesting tidbits:

- Millennials make up 27.4% of the U.S. population
- Characteristics: tech-savvy; lifestyle-centered; connected 24/7; choose where they want to live then choose a job; success-driven
- Overeducated and Underemployed: 63% have Bachelors Degrees; 48% college grads work in jobs that don't require a college degree
- Travel spending of millennials rose 20% in 2010, making this age group the fastest-growing age segment for travel
- They are brand-loyal: 70% say they always come back to the brands they love
- 84% say that user-generated content on company websites at least somewhat influences what they buy
- 53% said they would rather give up their sense of smell than give up their technology



[View the info graphic HERE.](#)

Data Sources: Unemployment, labor force, jobs & establishments, employment in key industries, annual earnings by key industry, sales tax data—Colorado Department of Labor & Employment LMI Gateway; Real estate data—Land Title Guarantee Company mountain offices (Aspen, Avon, Breckenridge, Dillon, Eagle, Frisco, Vail, Winter Park); Trends in tourism—Denver Post; Badgeville