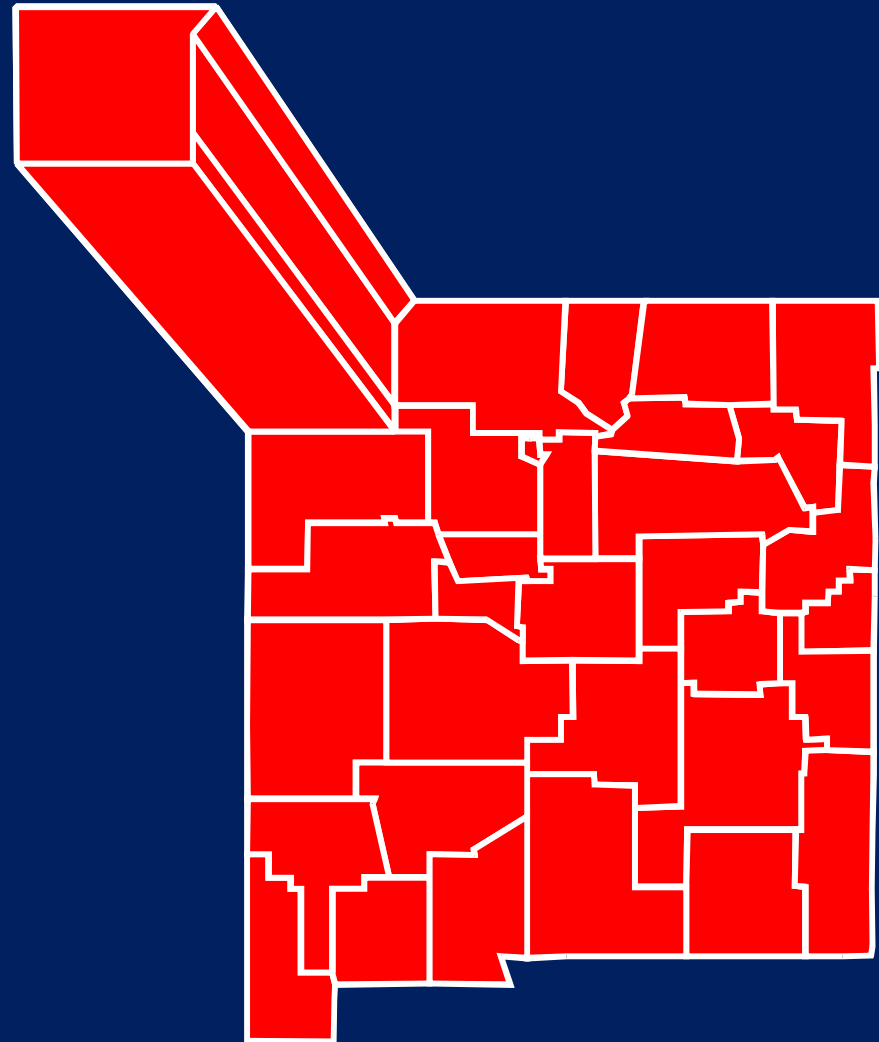


Where the Money Is...

In the
San Juan
County
Economy



Presented by

William H. Fruth

POLICOM Corporation

2740 SW Martin Downs Blvd.

Palm City, FL 34990

772-781-5559

fruth@policom.com

www.policom.com

***How a local
economy
works.***

***Primary or
contributory
industries
import money.***

***Consumptive or
dependent industries
use and consume this
money.***

***Growth in size
depends upon the
amount of money
flowing into the area.***

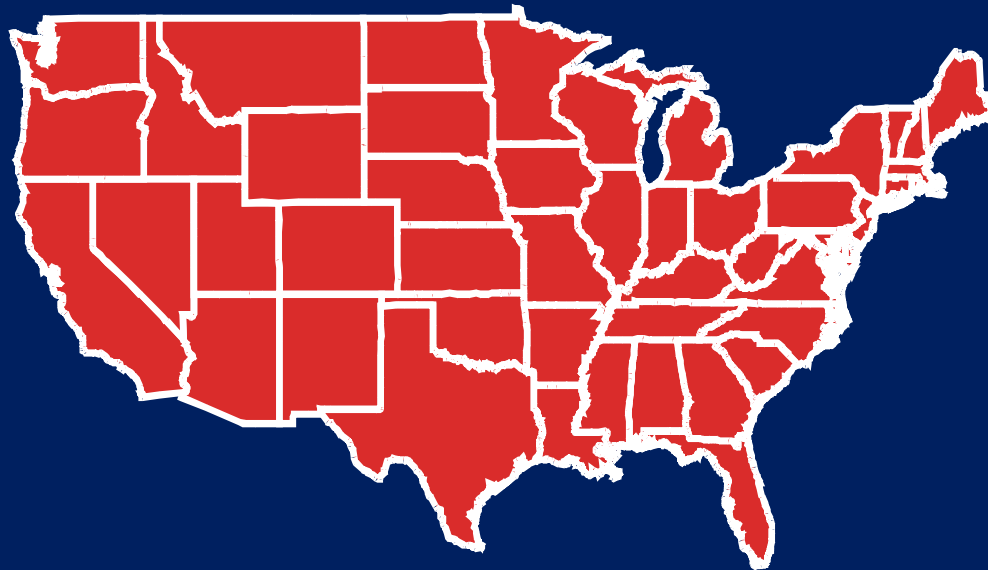
***Growth in quality
depends upon the
wage level of the
primary industries.***

Characteristics of Primary Employers

- Sell goods and services outside the economy, importing money to the area.***
- Geographic location influences operating costs, thus profitability.***
- Since their market is not local, they do not have to be in an area to sell their product.***
- They will move when it is unprofitable to be located in an area.***

Metropolitan Statistical Areas
363

Micropolitan Statistical Areas
577



Economic Strength

***The long term tendency for
an area to consistently
grow in both
size and quality.***

TEN STRONGEST METROPOLITAN AREAS

- 1 Charlotte-Gastonia-Concord, NC-SC**
- 2 Washington-Arlington-Alexandria, DC-VA-MD**
- 3 San Diego-Carlsbad-San , CA**
- 4 Nashville-Davidson-Murfreesboro-Franklin, TN**
- 5 Sacramento-Arden-Arcade-Roseville, CA**
- 6 Phoenix-Mesa-Scottsdale, AZ**
- 7 Dallas-Fort Worth-Arlington, TX**
- 8 Houston-Sugar Land-Baytown, TX**
- 9 Salt Lake City, UT**
- 10 Las Vegas-Paradise, NV**

TEN WEAKEST METROPOLITAN AREAS

- 363 Danville, IL**
- 362 Pine Bluff, AR**
- 361 Danville, VA**
- 360 Pascagoula, MS**
- 359 Abilene, TX**
- 358 Pocatello, ID**
- 357 Weirton-Steubenville, WV-OH**
- 356 Gadsden, AL**
- 355 Muncie, IN**
- 354 Springfield, OH**

TEN STRONGEST MICROPOLITAN AREAS

- 1 Hilton Head Island-Beaufort, SC**
- 2 Edwards, CO**
- 3 Concord, NH**
- 4 Lebanon, NH-VT**
- 5 Kahului-Wailuku, HI**
- 6 Durango, CO**
- 7 Truckee-Grass Valley, CA**
- 8 Bozeman, MT**
- 9 East Stroudsburg, PA**
- 10 Gillette, WY**

TEN WEAKEST MICROPOLITAN AREAS

- 577 Tallulah, LA**
- 576 Lamesa, TX**
- 575 Indianola, MS**
- 574 Jennings, LA**
- 573 Silver City, NM**
- 572 Pecos, TX**
- 571 Levelland, TX**
- 570 , AR**
- 569 Bogalusa, LA**
- 568 Pittsburg, KS**

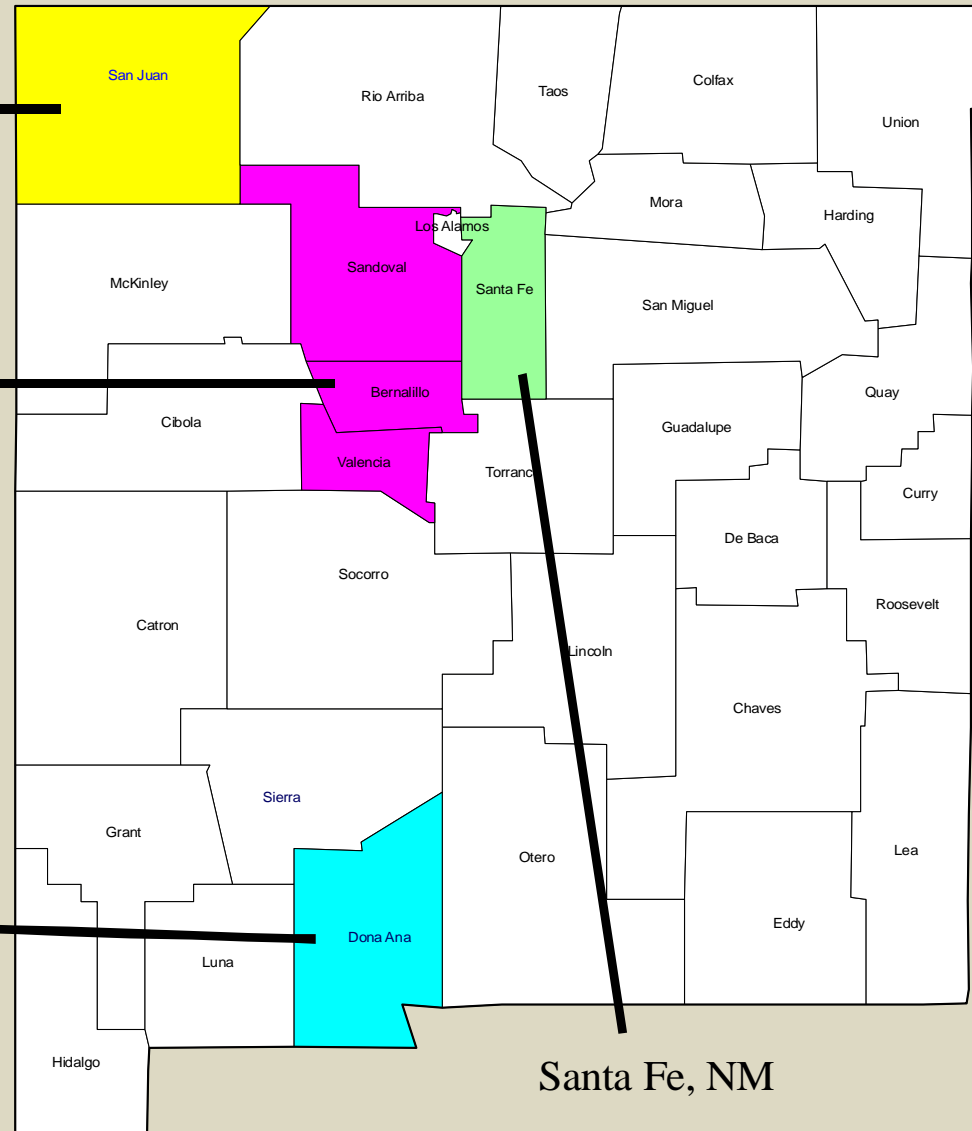
New Mexico Metropolitan Areas

Farmington, NM

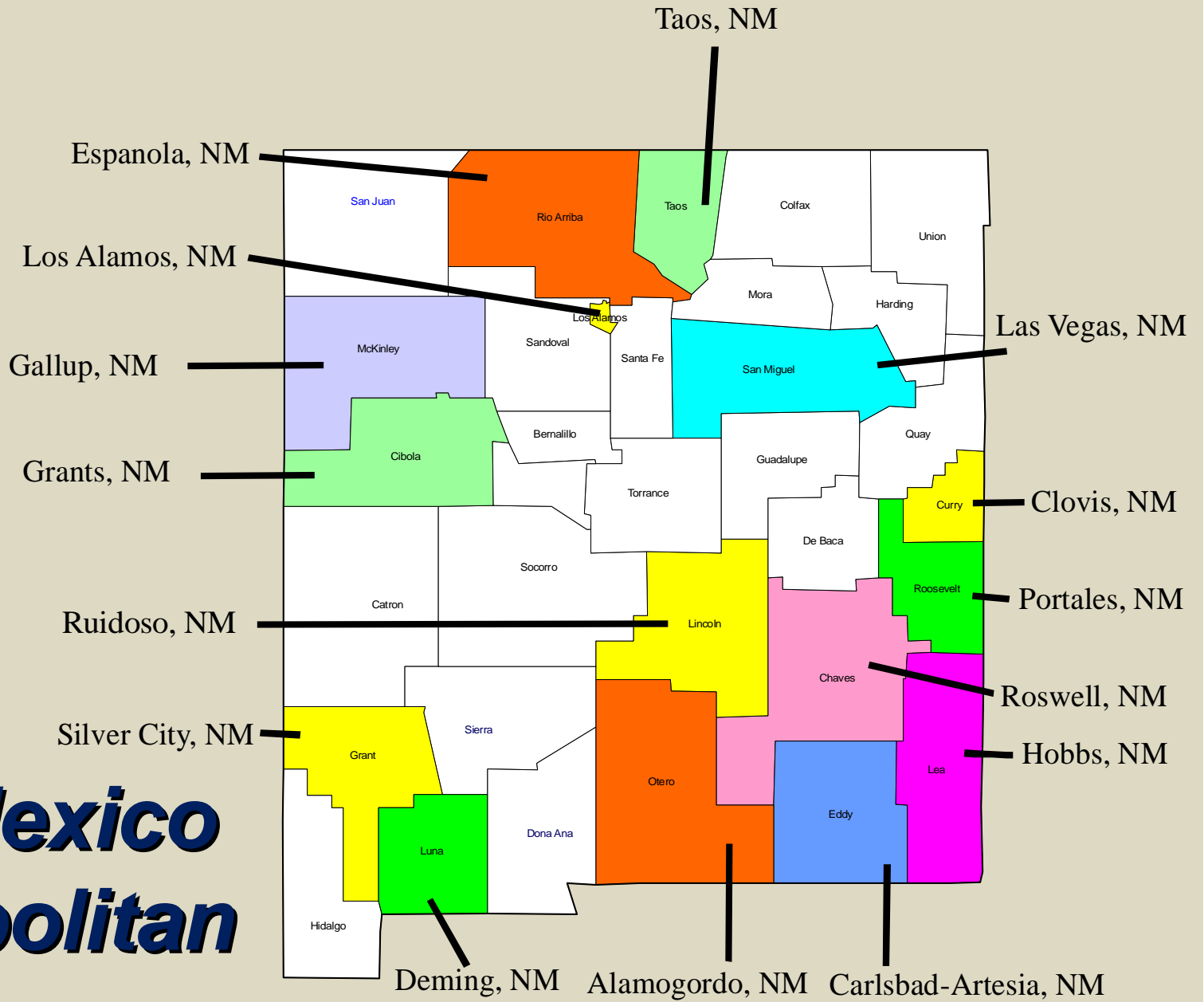
Albuquerque, NM

Las Cruces, NM

Santa Fe, NM



New Mexico Micropolitan Areas



New Mexico Metropolitan Areas

	2008	2007	2006	2005	2004
Albuquerque, NM	111	100	88	74	61
Santa Fe, NM	134	133	155	124	92
Farmington, NM	288	317	340	312	307
Las Cruces, NM	329	335	333	339	324

New Mexico Micropolitan Areas

	2008	2007	2006	2005	2004
Los Alamos, NM	135	111	125	113	191
Carlsbad-Artesia, NM	137	186	219	300	385
Taos, NM	245	225	266	192	145
Espanola, NM	301	213	182	106	64
Clovis, NM	302	263	301	368	422
Hobbs, NM	370	438	488	551	550
Gallup, NM	389	350	377	377	444
Alamogordo, NM	422	401	354	271	337

New Mexico Micropolitan Areas

	2008	2007	2006	2005	2004
Roswell, NM	430	415	472	502	441
Deming, NM	435	377	427	399	321
Las Vegas, NM	474	372	305	235	165
Grants, NM	535	540	548	521	486
Ruidoso, NM	537	514	490	nr	nr
Portales, NM	546	571	569	523	511
Silver City, NM	573	562	575	574	567

San Juan County
Farmington MSA

San Juan

Growth Ranking - 2002 - 2006

363 Metropolitan Areas

Population	146
Employment	57
Earnings	70
Annual Wages	141
Number of NF Proprietors	252
Per Capita Personal Income	22
Per Capita Government Transfers	79

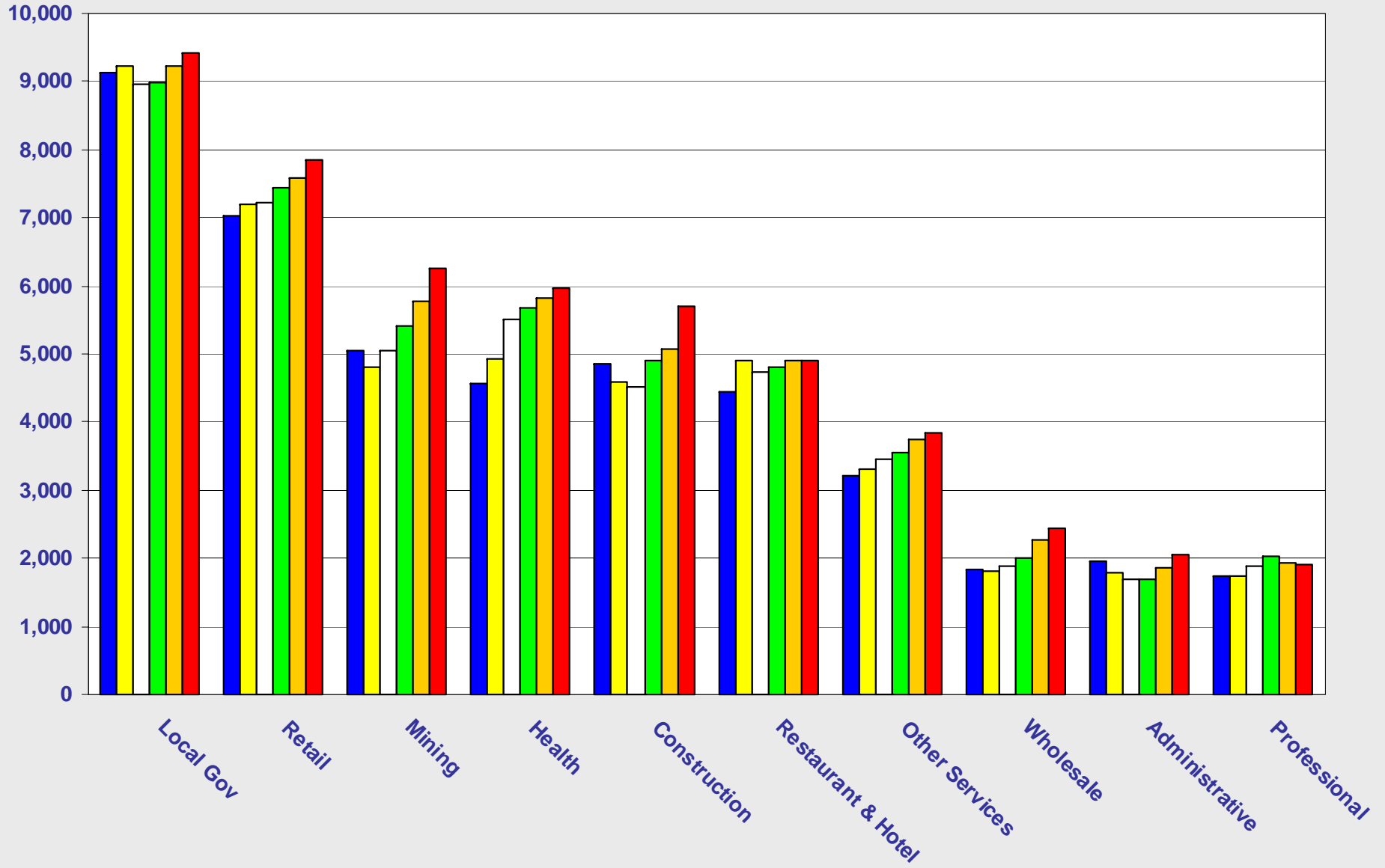
Actual Amount	2006	Rank
363 Metropolitan Areas		
Population	121,763	300
Annual Wages	40,709	159
Per Capita Personal Income	27,155	317
Per Capita Government Transfers	4,725	268
Per Capita Medicare	919	310
Per Capita Retire	1,438	320
Per Capita Welfare - Actual	595	100
Per Capita Medical Transfers	2,064	218
Per Capita Medicaid	1,136	254

***Employment
Industrial
Sectors***

Employment - NAICS

■ 2001 ■ 2002 □ 2003 ■ 2004 ■ 2005 ■ 2006

San Juan

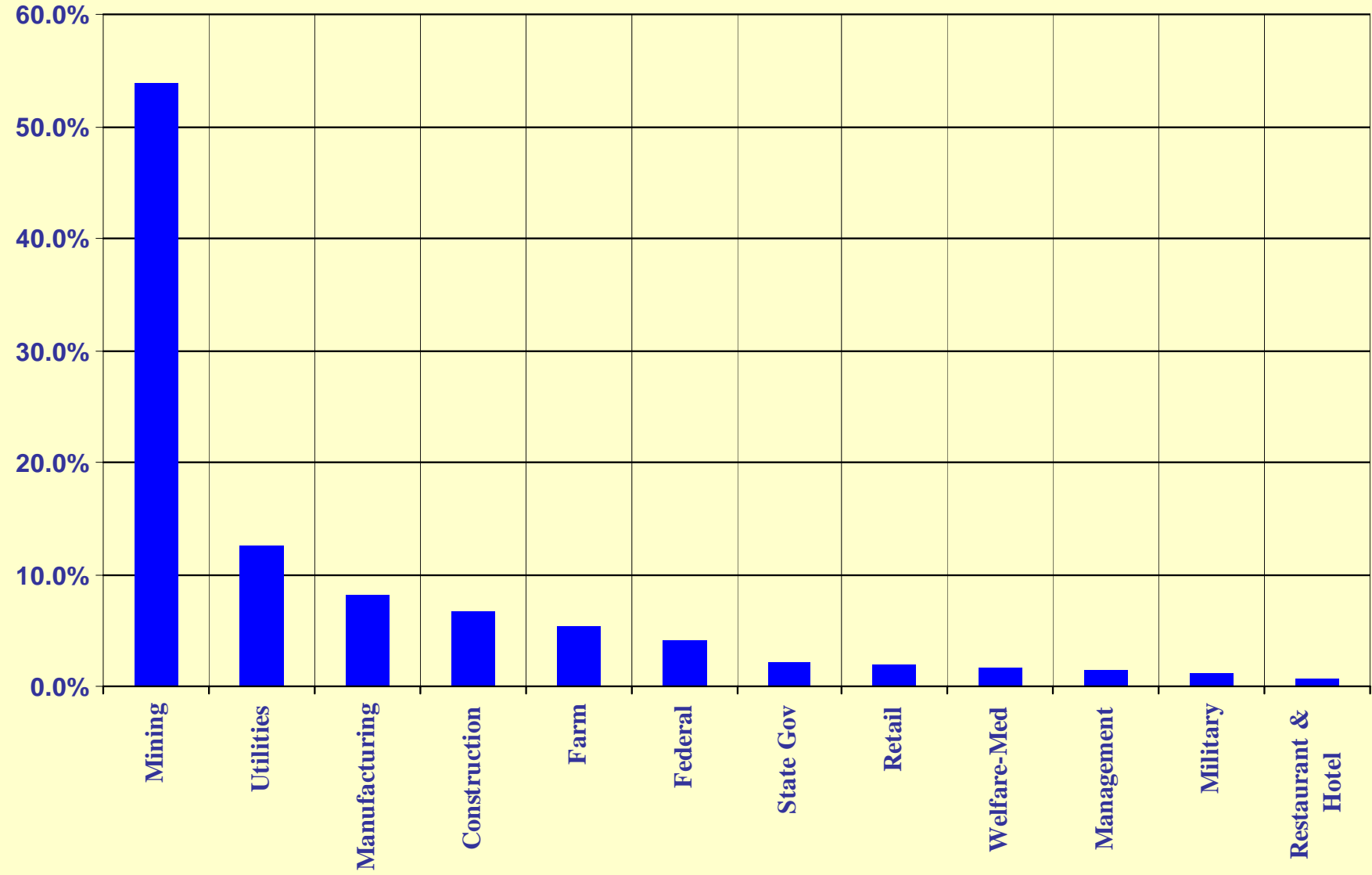


Primary Industries

*% of
Contribution*

San Juan

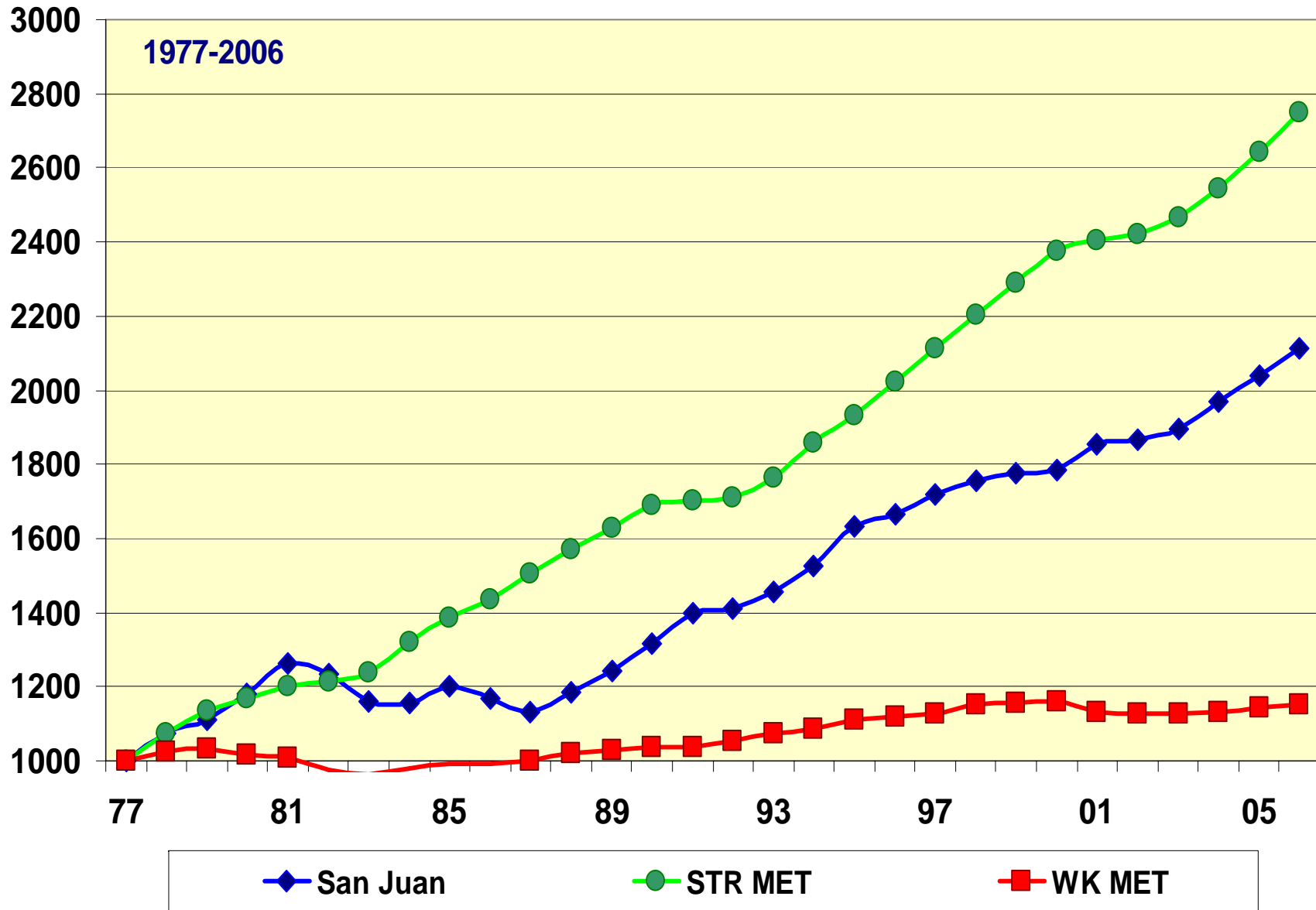
Primary Industries - % of Contribution



Growth In Size

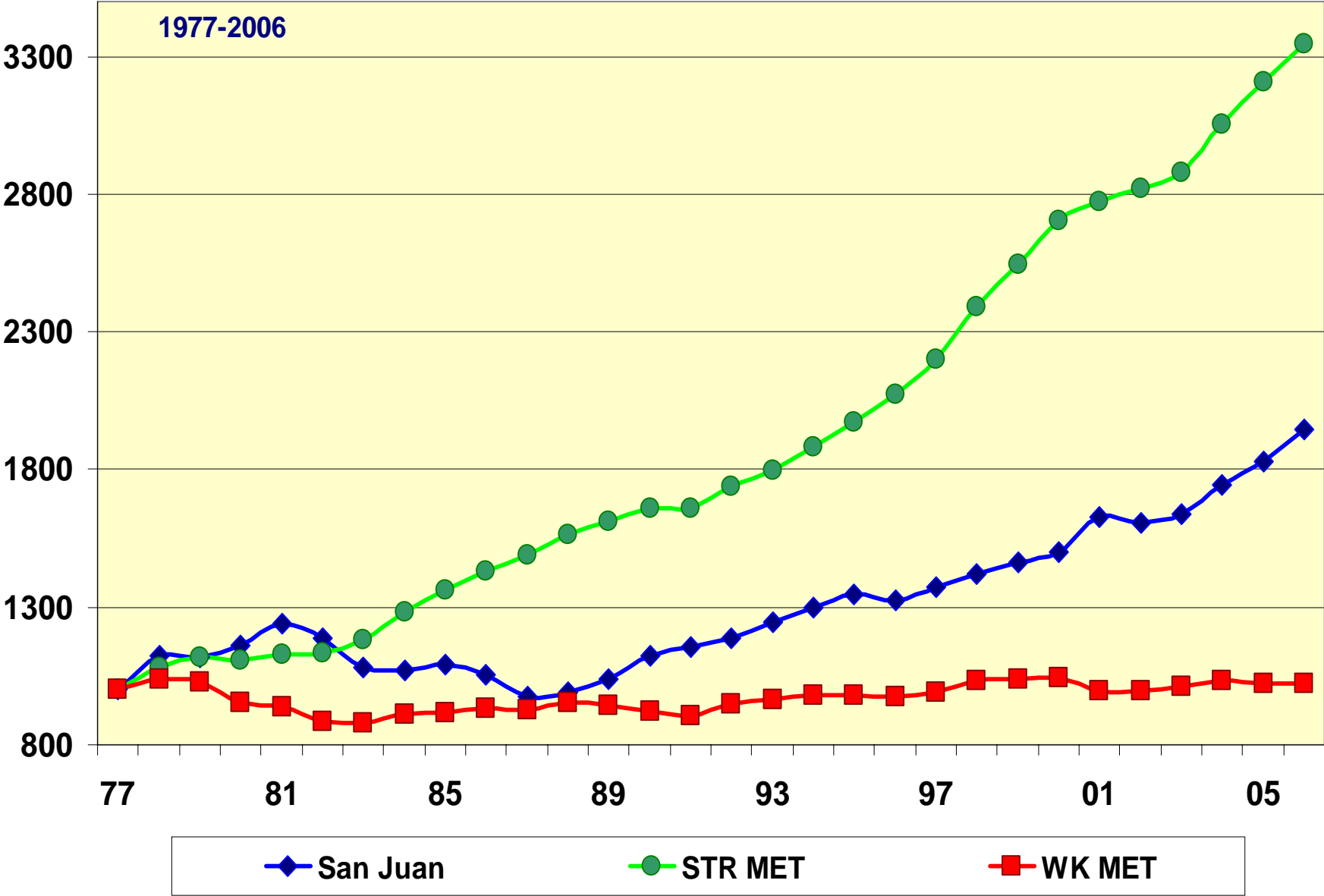
Factored Employment

Employment Factored



***Inflation
Adjusted
Earnings***

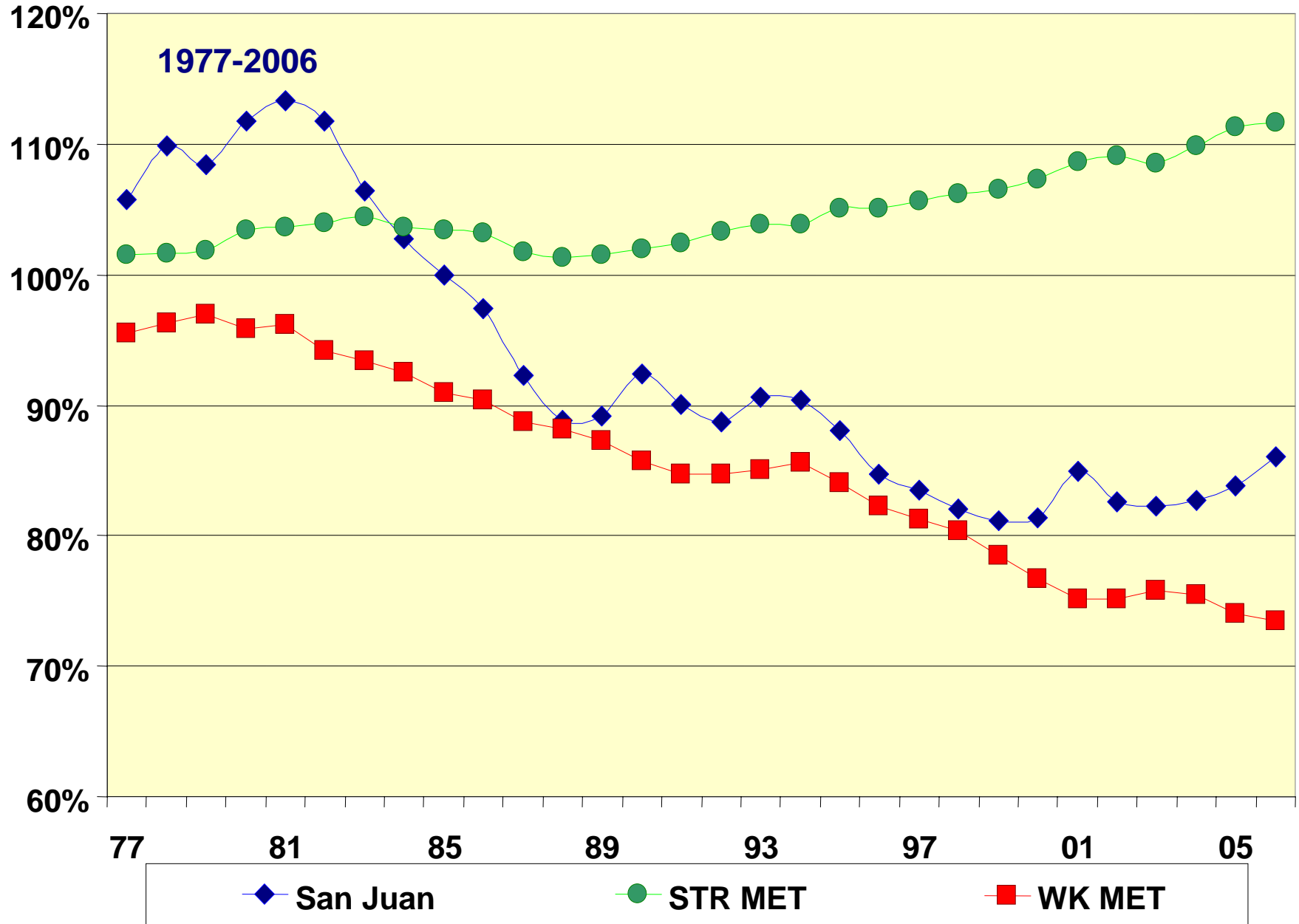
CPI Earnings Factored



***Growth In
Quality***

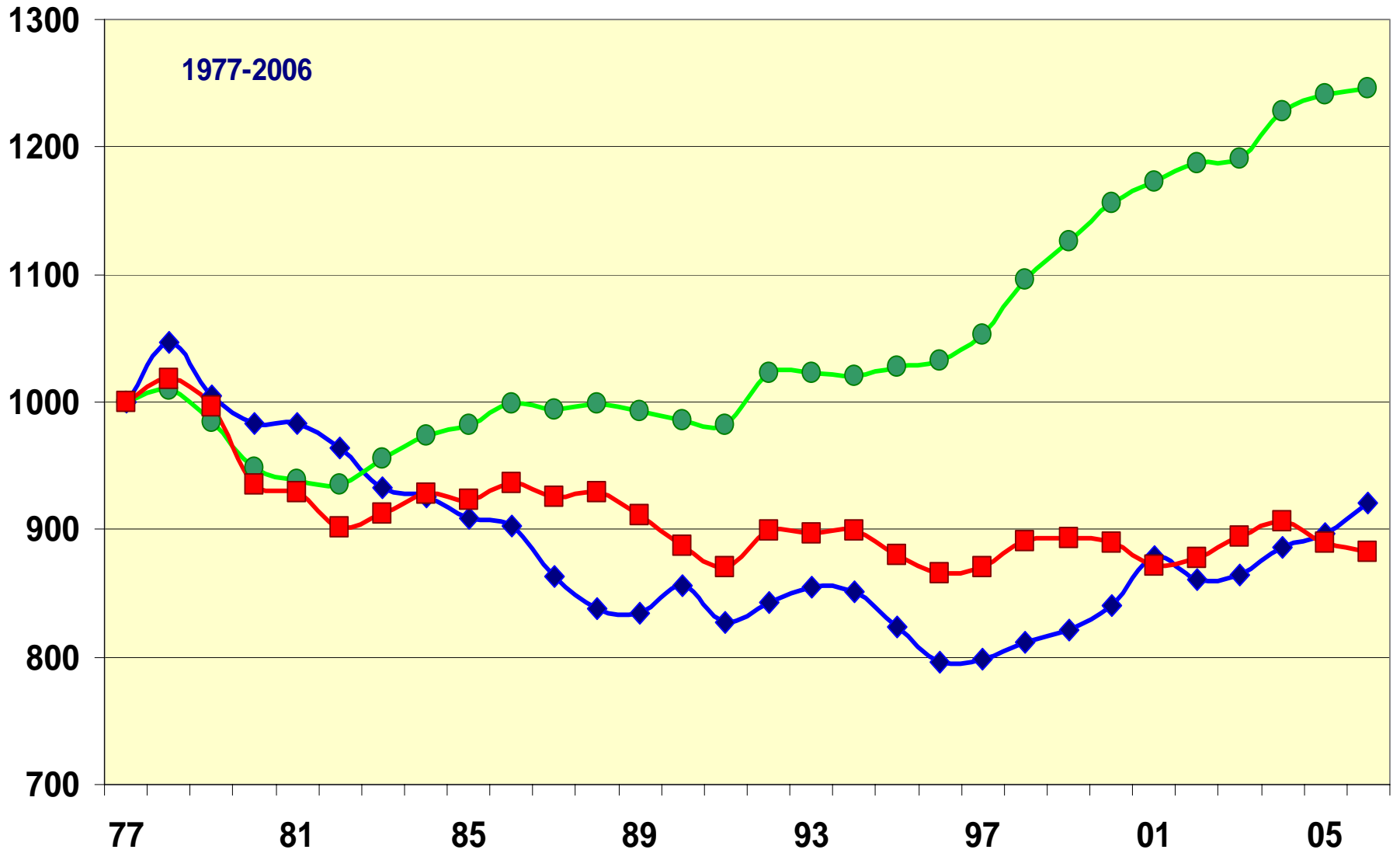
Percentage of National Wage

% USA Wage



Inflation
Factored Wages

CPI Factored Wages



◆ San Juan

● STR MET

■ WK MET

How To Improve a Local Economy

***Create more primary
industry jobs which pay a
wage higher than the area
average.***

Economic Development

Economic Development

***The process which improves
the standard of living for the
people who live and work in
an area.***

***Existing Industry
Recruitment
Start-Up***

Site Selection Criteria

Two Issues

2nd Most Important Issue.

***The availability of trained
or trainable labor.***

***Economic
Development is
ultimately a
real estate transaction.***

***The most important
issue relative to the
“site”***

***selection process
is having an actual
“site.”***