

Home to the most populated areas of the Western Slope, much of the area's economy is heavily dependent on energy extraction services and tourism. The region contains plentiful sources of oil, natural gas, and coal.



Regional Data

Example of Largest Employers

- St. Mary's Hospital & Medical Center, Inc.
- Steamboat Ski & Resort Corporation
- Valley View Hospital
- Grand Junction Veterans Medical Center
- Community West Health Care System

Top 5 Key Industries by Employment

1. Energy & Natural Resources
2. Health & Wellness
3. Transportation & Logistics
4. Tourism & Outdoor Recreation
5. Infrastructure Engineering

Top 5 Regional Assets

- Natural resources - state and federal land
- Aviation opportunities - air space availability
- I-70 and I-80 interstate systems
- Low utility costs and tax rates
- Developed commercial and shovel ready industrial properties available

Where the Region would like to be in 5 years

- State-of-the art developed broadband and telecommunications system
- Strong regional collaboration and visibility
- Strong alignment between education, economic development and workforce to meet business labor needs

EXECUTIVE SUMMARY

The Northwest Colorado region (Region 11) is comprised of Garfield, Mesa, Moffat, Rio Blanco and Routt Counties. The region's population in 2012 was nearly 250,000, an increase of almost 20% since 2002. As of 2012, 60% of the population was between the ages of 20-64. During the same time period (2002-2012), this region had an increase in the number of jobs from 131,000 to 155,000. More than one-third of the region's population (35%) has an Associates Degree or higher.

The largest key industry in terms of employment in 2012 was Energy & Natural Resources. Between 2002-2012, this key industry saw a 130% increase in employment. In 2012 there were 950 establishments employing 17,000 workers at an average annual wage of \$78,000.

The second largest Key Industry is Health & Wellness. In 2012, there were nearly 800 establishments employing 16,000 employees at an average annual wage of \$50,000. This key industry had a 35% increase in employment from 2002-2012, an increase of approximately 4,000 jobs.

The third largest Key Industry by employment is Transportation & Logistics. This industry had 800 establishments with 9,300 employees at an average annual wage of 57,000 in 2012.

VISION

The Northwest Colorado region is one of the premier regions on the Western Slope of Colorado, drawing economic vitality from the region's natural resource opportunities and western heritage. Quality of life, access to the wild beauty of the region, and boundless opportunities connect Region 11 communities.

MISSION

The Northwest Colorado region will focus on:

- Continuing to recognize and develop strategies to support the economic, geographic, and cultural diversity of the region
- Working collaboratively to stabilize sectors of the regional economy
- Strengthening collaborative efforts to advocate for increased resources and programming in Region 11
- Continuing to open communication channels and educate elected officials, business owners, and partners on regional economic development goals and successes
- Identifying and growing the region's competitive advantage that will encourage business growth/development
- Targeting and growing the region's top 5 Key Industries, and becoming a center for innovation in these industries

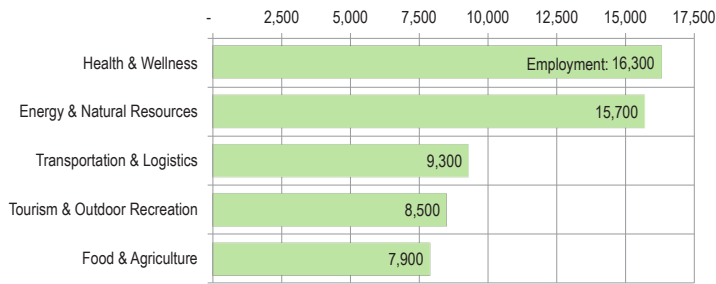
QUICK WINS

- Created the Outdoor Manufacturing Alliance for Western Slope
- Strengthening Economies Together (SET) plan for Rio Blanco, Moffatt and Routt
- Regional Broadband Plan coming together with NWCOCG
- DCI downtown assessment completed for the Town of Craig
- Infrastructure project started in Meeker for future industrial development
- Rio Blanco county has hired a person to head economic development efforts for the county
- Garfield County completed a sage grouse management economic impact study
- \$6 million toward bike trail improvements in

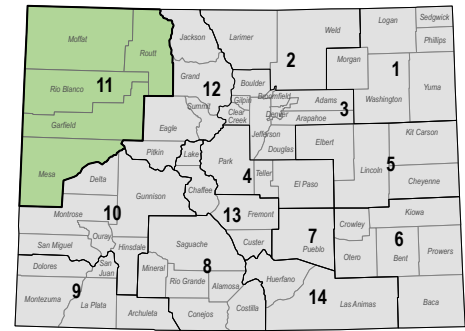
- Steamboat Springs: Colorado Riverfront Trail
- Rifle Regional Economic Development received funding for a revolving loan fund
- Reformed Mesa County Manufacturer's Council as Western Colorado Manufacturing Alliance in partnership with CAMA
- Satellite incubator established in Fruita established/also an Innovation/Makers Space for 3D printing being established at the GJ Business Incubator
- SBDC network had strong improvements
- Hwy 6 and 24 entrances into Rifle have been turned over to the city by CDOT which will help enhance this corridor for future business opportunities

- Carbondale expansion of Hwy 133 and Main Street roundabout
- Completed Rifle bike plan for the City of Rifle
- Solar garden created in Craig to generate 500kw for the city and its consumers
- Power Ice has expanded in Steamboat Springs
- Blanco County is undergoing a master planning process to identify OHV recreational opportunities. This plan will help ensure trails don't close, and the opportunities keep growing. Over \$350,000 has been awarded from the Colorado Parks and Wildlife OHV Grant
- Aviation improvements to Yampa Valley Regional, Meeker and Craig airports

TOP 5 KEY INDUSTRIES BY EMPLOYMENT



Source: EMSI, 2013.2



State of Colorado, Region 11

CORE OBJECTIVES

1 Build a Business-Friendly Environment

GOALS

- Monitor and advocate for pertinent legislation (Enterprise Zone status, sage grouse, hunting and EPA regs) relevant to the region
- Create a strong “customer service for business model” with local governments

DELIVERABLES

- Public stakeholders to collaborate and contribute to improvements for business - *In progress*
- Educate local governments on economic development mission - *In progress*
- Streamline permitting process, share best practices and improve local regulatory environment - *In progress/Ongoing*

4 Create and Market a Stronger CO Brand

GOALS

- Work to build a regional brand
- Align such regional brand with state business brand that is currently in development

DELIVERABLES

- Explore and understand regional “identity” - *In progress*
- Create a regional presence in the economic development world that is recognized globally - *In progress/Ongoing*

2 Recruit, Grow and Retain Business

GOALS

- Continue to build Outdoor Manufacturing Alliance - *In progress/Ongoing*
- Market region-wide shovel ready and commercial sites - *2014*
- Focus on development of energy industry - *In progress*
- Increase number of location neutral businesses in the region - *Ongoing*

DELIVERABLES

- Businesses within the region to build strong working relationships with the Key Industries to grow jobs - *2014*
- Align with and populate regional data on OEDIT Asset map program to increase site visits to the region - *2014*

5 Educate and Train the Future Workforce

GOALS

- Economic Development and Workforce to work closer with higher education and K-12
- Develop K-12 career pathways model in the region
- Understand business workforce needs - *In progress*

DELIVERABLES

- Include higher education and K-12 stakeholders at regional meetings - *Ongoing*
- Find good working model to implement, collaboration among all stakeholders and assist with business needs - *In progress*
- Engage with the state on their plan to better align economic development, workforce and education - *Complete*

3 Increase Access to Capital

GOALS

- Connect funding resources to new and existing business opportunities - *In progress*
- Develop Western Slope capital network
- Build the Northwest Revolving Loan Fund (NRF) - *Completed/Ongoing*

DELIVERABLES

- Inventory and market current funding resources
- Identify local money that may be available to businesses within the region - *Ongoing*
- Create Functional Revolving Loan Fund (RLF) system - *Completed*

6 Cultivate Innovation and Technology

GOALS

- Expand broadband and telecommunication capacity - *In progress*
- Expand innovation centers and incubators - *Ongoing (added 2)*

DELIVERABLES

- In order to meet business telecom needs, support NWCCOG broad feasibility study - *Complete*
- Foster a regional entrepreneurial hub that will spur innovation and job growth - *In progress*

STRATEGIC PROJECTS

- Broadband plan in place
- SBDC network built out in region
- Stronger regional collaboration with workforce and education around local key industries - sector partnerships

STAKEHOLDERS

City of Craig
City of Rifle
City of Steamboat Springs
Colorado Department of Local Affairs
Roaring Fork Business Resource Center
Craig Chamber of Commerce Rio Blanco County

Craig/Moffat County Economic Development Corp
Garfield County
Grand Junction Business Incubator
Grand Junction Economic Partnership
Meeker Chamber of Commerce
Moffat County Commissioners

Northwest Workforce Center
Rifle Regional Economic Development Corp
Steamboat Springs Chamber of Commerce
Town of Meeker
Town of Rangely

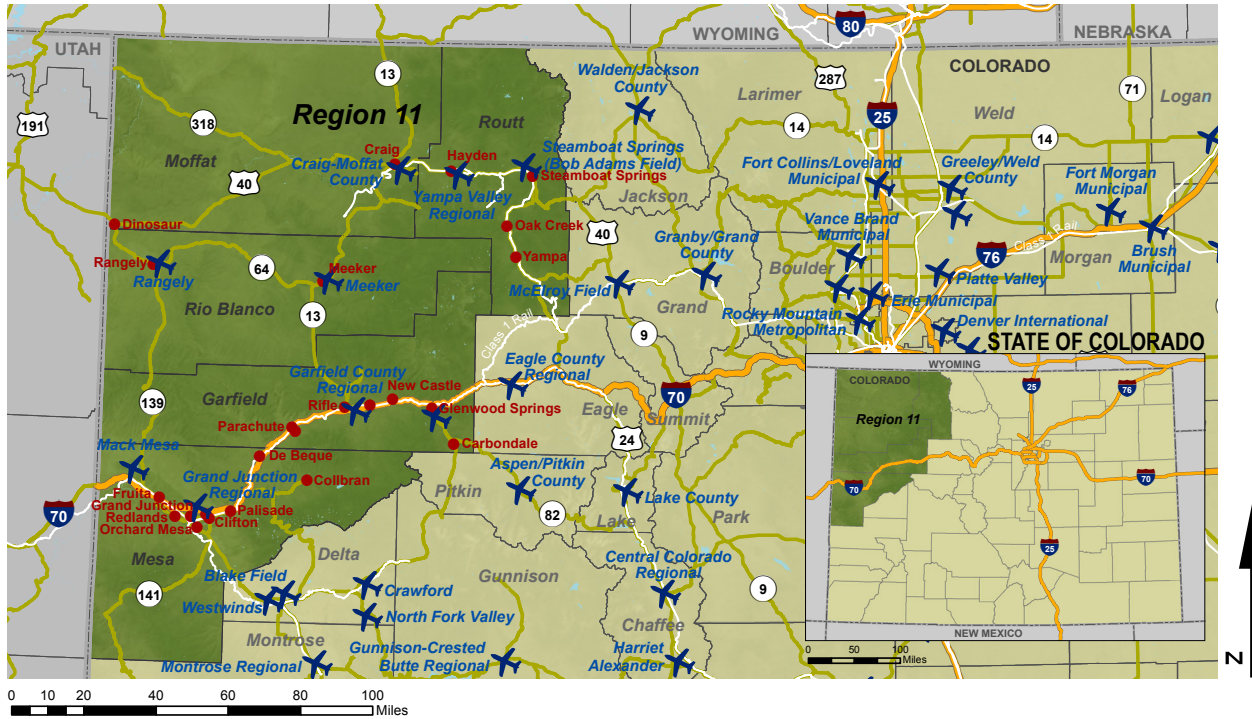


Colorado
Office of Economic Development and International Trade

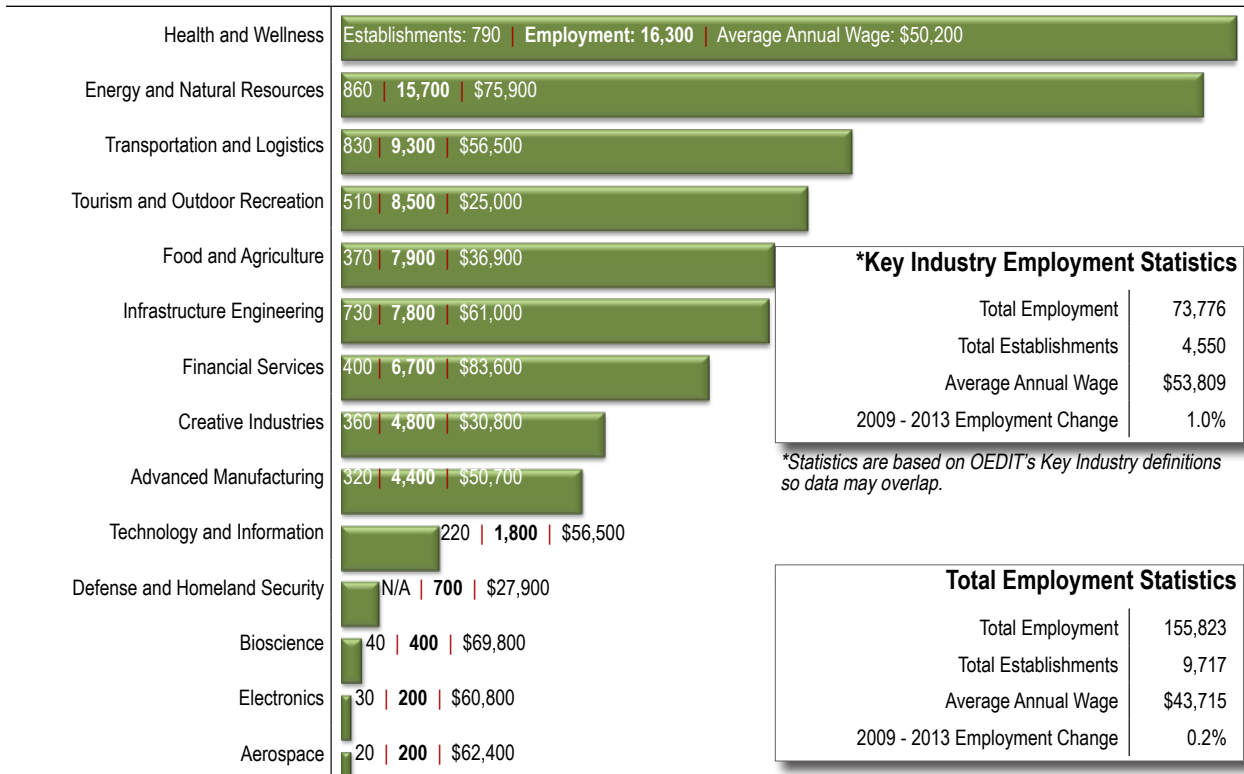
www.advancecolorado.com/blueprint

Colorado Office of Economic Development and International Trade

COLORADO - REGION 11: Economic Profile



Employment by Key Industry



SOURCE: Colorado Office of Economic Development and International Trade and EMSI, 2013.2

Top Employers by Employment

Sectors*	Business or Organization	Jobs
■	St. Mary's Hospital & Medical Center, Inc.	2,000
■	Steamboat Ski & Resort Corporation	1,800
■	Valley View Hospital	1,000
■	Grand Junction Veterans Medical Center	600
■	Community West Health Care System	600
■	Yampa Valley Medical Center	600
■	Hilltop Health Services Corporation	500
■	Lower Valley Hospital Association	400
■	Mesa Developmental Services	400
■	Peabody Energy	400

Note: Table does not include establishments that are primarily classified as Public Administration, Educational Services, and/or Retail Trade

* Sectors represented by business and establishment locations



About Top Employers by Employment

St. Mary's Hospital & Medical Center, Inc. - a not-for-profit health care organization with more than 350 beds. They serve western Colorado and eastern Utah from Grand Junction and provide a number of services such as bariatric and metabolic surgery, cancer treatment, intensive care, neurosurgery, occupational medicine, and respiratory care.

Steamboat Ski & Resort Corporation - a ski resort providing beginner and intermediate skiers of nearly 3,000 acres of skiable terrain, located at and near Mount Werner, Sunshine Peak, Storm Peak, Thunderhead Peak, Christie Park, and Pioneer Ridge. They operate within the Park Range of the Colorado Rocky Mountains.

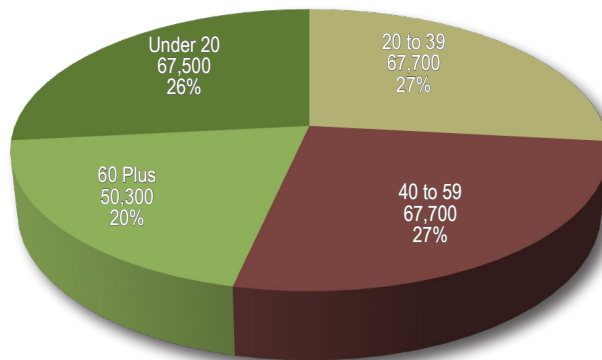
Valley View Hospital - a community owned hospital with 80 beds providing inpatient and outpatient services, urology care, cancer treatment and neurosurgical services. The hospital also has a 24-hour emergency room.

Grand Junction Veterans Medical Center - serves 37,000 veterans residing on the Western Slope. They operate 53 beds comprised of 23 acute care and 30 Transitional Care Unit beds from the Grand Junction location.

Community West Health Care System - a full-service, acute-care hospital licensed for 78 beds. As part of the Colorado West Healthcare System, they offer full outpatient diagnostic services and inpatient care for the Western Slope region of Colorado, and Eastern Utah. Community Hospital brings together expert staff and world-class technology in a healing, family-centered environment.

SOURCE: Dun & Bradstreet, Equifax, Local Economic Development Groups, Corporate Websites, and Other Sources

Population by Age Groups



SOURCE: EMSI, 2013.2

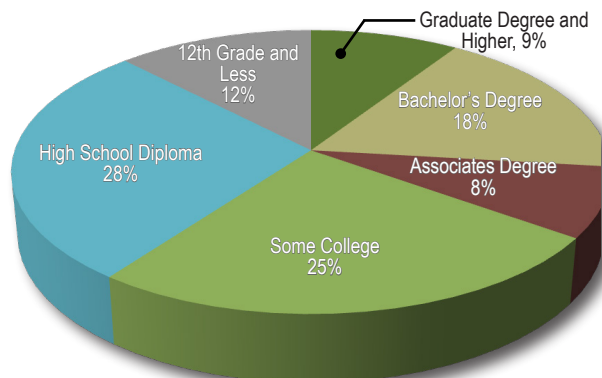
Top Occupation Categories by Employment

	Jobs	Median Wage	Annual Wage*
Sales and Related	23,600	\$14.97	\$31,100
Office and Administrative Support	18,700	\$15.73	\$32,700
Construction and Extraction	14,300	\$19.79	\$41,200
Management	12,600	\$23.66	\$49,200
Food Preparation and Serving Related	11,100	\$10.13	\$21,100
Transportation and Material Moving	8,600	\$17.26	\$35,900
Business and Financial Operations	8,100	\$27.05	\$56,300
Education, Training, and Library	7,200	\$20.69	\$43,000
Healthcare Practitioners and Technical	6,900	\$35.36	\$73,500
Installation, Maintenance, and Repair	6,400	\$20.31	\$42,200

* Annual wage is based on a 40 hour work week

SOURCE: EMSI, 2013.2

Educational Attainment



SOURCE: EMSI, 2013.2

Population and Households

Population	247,082
Total Households	99,408
*Median Age	37
*Median Household Income	\$59,000
*Mean Household Income	\$71,000
*Median Family Income	\$69,400
*Per Capita Income	\$28,300

* Average of median or mean values of all counties in region

SOURCE: U.S. Census, 2010 and ACS 2007-2011 5 Year Estimate