



Grand Profile Community Presentation



Devils Thumb Ranch
September 2, 2015

Overview of the Grand Profile






Grand Profile Overview

-  What is the Grand Profile?
-  Purpose of the Grand Profile

Community Assets (People & Physical Assets)

-  Demographics
-  Education
-  Public Assets
-  Housing Supply

Economic Trends and Markets

-  Economic Structure and Trends
-  Employment
-  Business Profile
-  Summer & Winter Visitor Profiles
-  Resident Profile

Grand Profile Overview

 **What is the Grand Profile?**

 Purpose of the Grand Profile

? What is the Grand Profile?

- In 2013 our communities started looking at creating a community profile, an overview and description of our area. Several meetings with stakeholders were held to talk about what type of data we all need in order to make informed decisions. Through these meetings a laundry list of over 5 pages of data sets/types were compiled.
- Several reoccurring themes kept coming to the surface including the fact that:
 - Many of the data sets were incomplete and at times, appeared inaccurate
 - Creating a Community Profile was great but by the time a report was published that many of these data sets were out of date
- With the assistance of the Steering Committee which includes Directors from the area Chamber of Commerce's, Town Managers, County Representatives including the Grand County Office of Economic Development and other stakeholders, the Grand Profile Project was created and is funded by the Grand County Board of County Commissioners

? What is the Grand Profile?

- The Grand Profile was created with the following goals:
 - To create a comprehensive collection of economic data sets for Grand County
 - To evaluate those data sets for accuracy
 - To develop a way to update all of the data sets on an on-going basis so that the data is always current
 - To create mechanisms that allow local governments, business owners, organizations and individuals to have the ability to interact with the data collected
- The data that is presented today is available online at:
Grandprofile.org
- Thanks to: the participants of the Grand Profile Steering Committee, the community leaders in our communities, and the Grand County Board of County Commissioners.



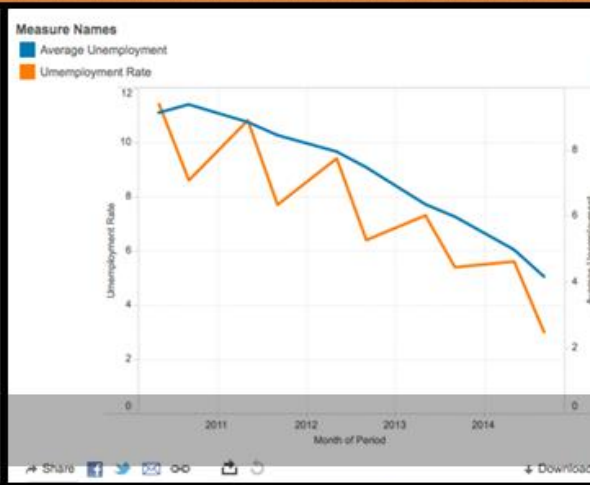
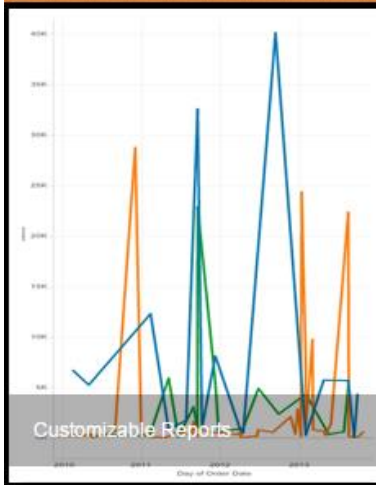
GRAND PROFILE

Community & Economic Data

search...

Community & Economic Data for Grand County

ABOUT DATA & REPORTS GRAND FACTS PRIVACY POLICY CONTACT



EMPLOYMENT RETAIL SALES DECEMBER 2014 EDITION GRAND FACTS

Economic Stress Indicator (ESI) Monthly Sales - May

Period	Employed Workers	Civilian Labor Force
November - 2013	2,759	8,793
November - 2014	8,035	8,925
Ratio	1.115	1.089

Year	Total Sales
May 2010	\$22,260,000
May 2011	\$24,480,000
May 2012	\$25,750,000
May 2013	\$28,744,000
May 2014	\$38,450,000

Data & Reports

Get Data & Reports to analyze the business community, like Employment, Infrastructure & Demographics.

[Read more](#)

Grand Facts

Study raw data through Graphs and Charts and discover unique business opportunities.

[Read more](#)

Request Information

Request information to learn more about specific data available to utilize for business decisions.

[Read more](#)

Upcoming Events

View our calendar of events for seminars, workshops, and community gatherings.

[Read more](#)

Grand Profile Overview



What is the Grand Profile?



**Economic Development and
the Purpose of the Grand
Profile**



Economic Development

Economic development is defined in the broadest possible terms to include not only traditional economic development activities such as business attraction, expansion, and diversification, but also to address the community development and enhancement activities that contribute to sustainable development and enhanced quality of life for existing and future residents. These community development enhancements include quality and affordable housing, a superior education system, cultural facilities and programs, and other community enhancements.



Economic /Community Development Balance



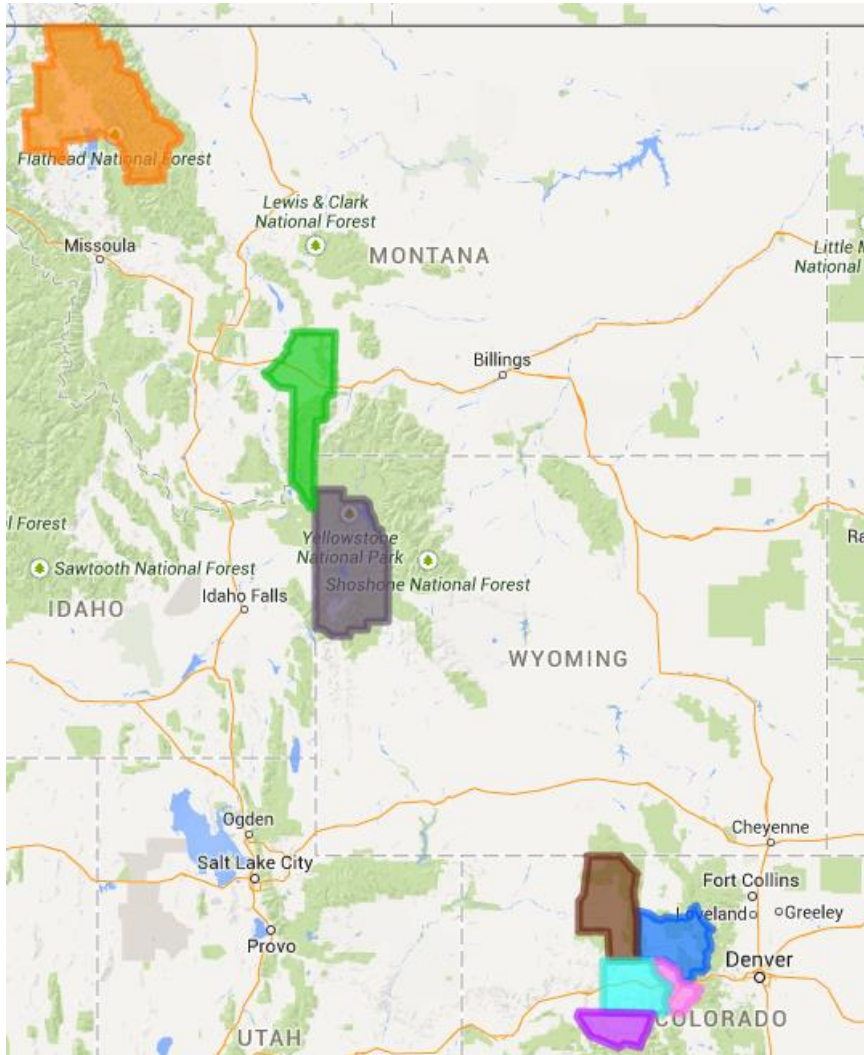


Grand Profile Overview





Competitive Analysis – by County



County Competitive Set

- Grand, CO
- Routt, CO
- Summit, CO
- Eagle, CO
- Pitkin, CO
- Teton, WY
- Flathead, MT
- Gallatin, MT

Community Assets

Community Assets



Demographics



Education



Public Assets

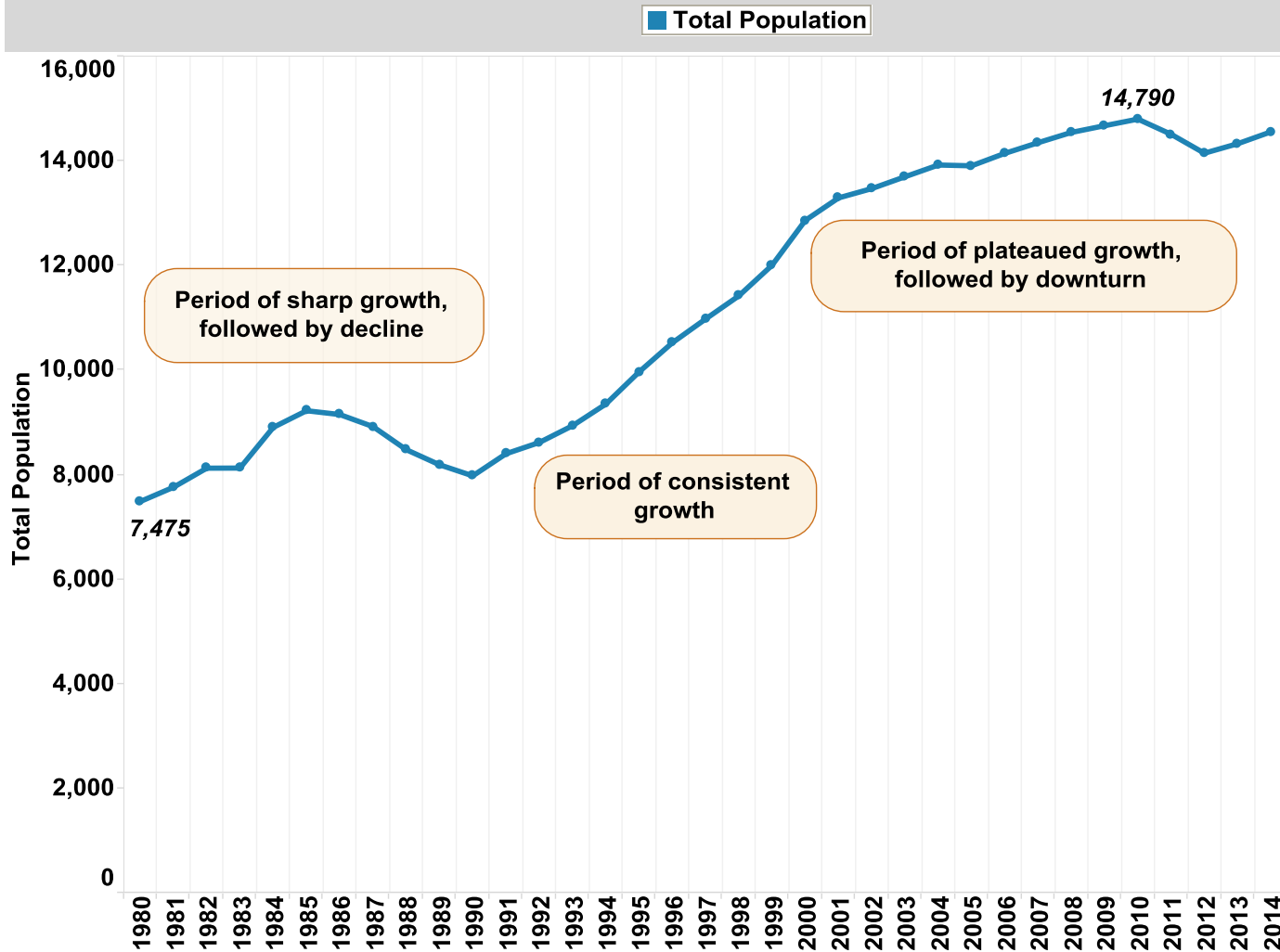


Housing Supply



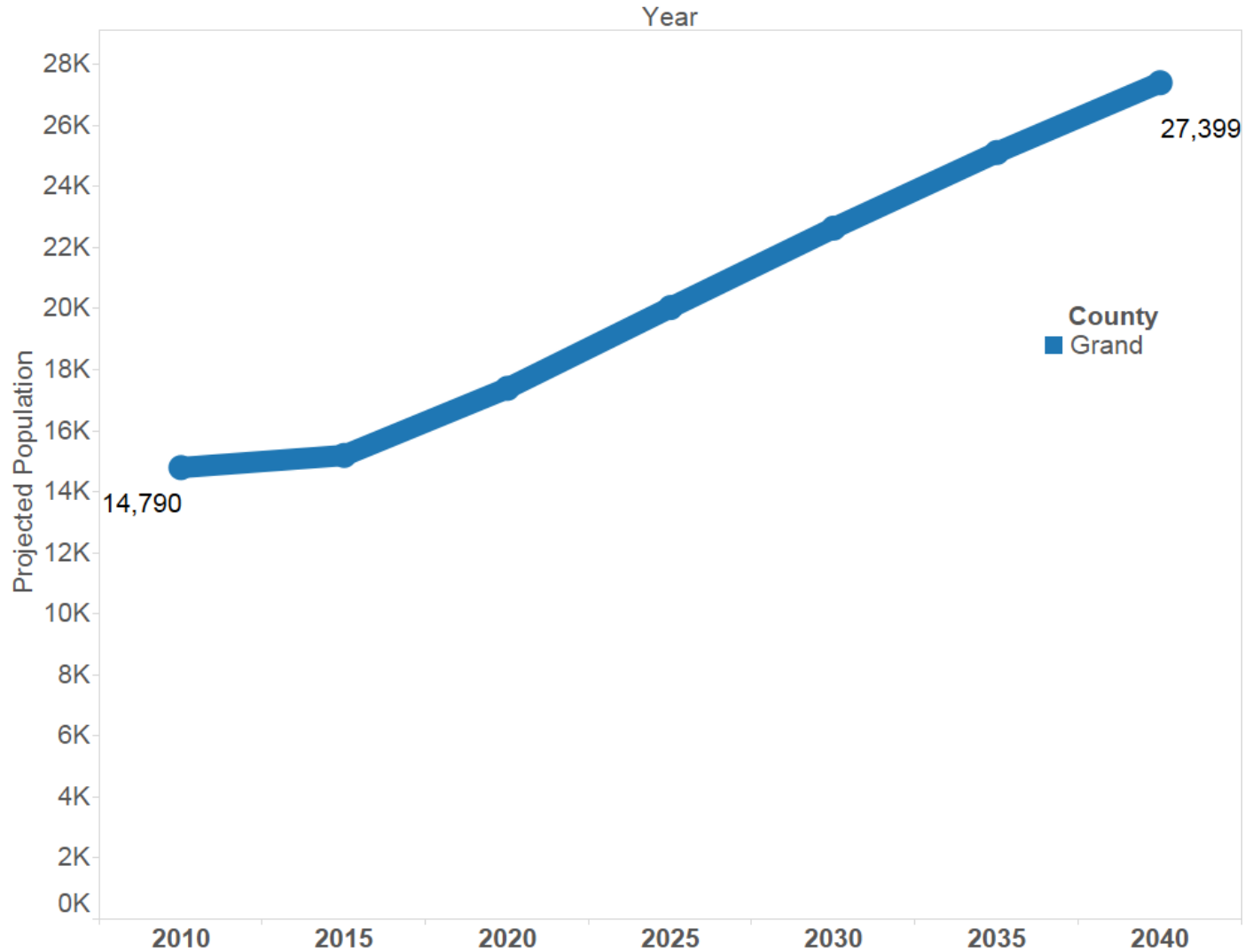
Grand County Population Growth

Grand County Total Population by Year





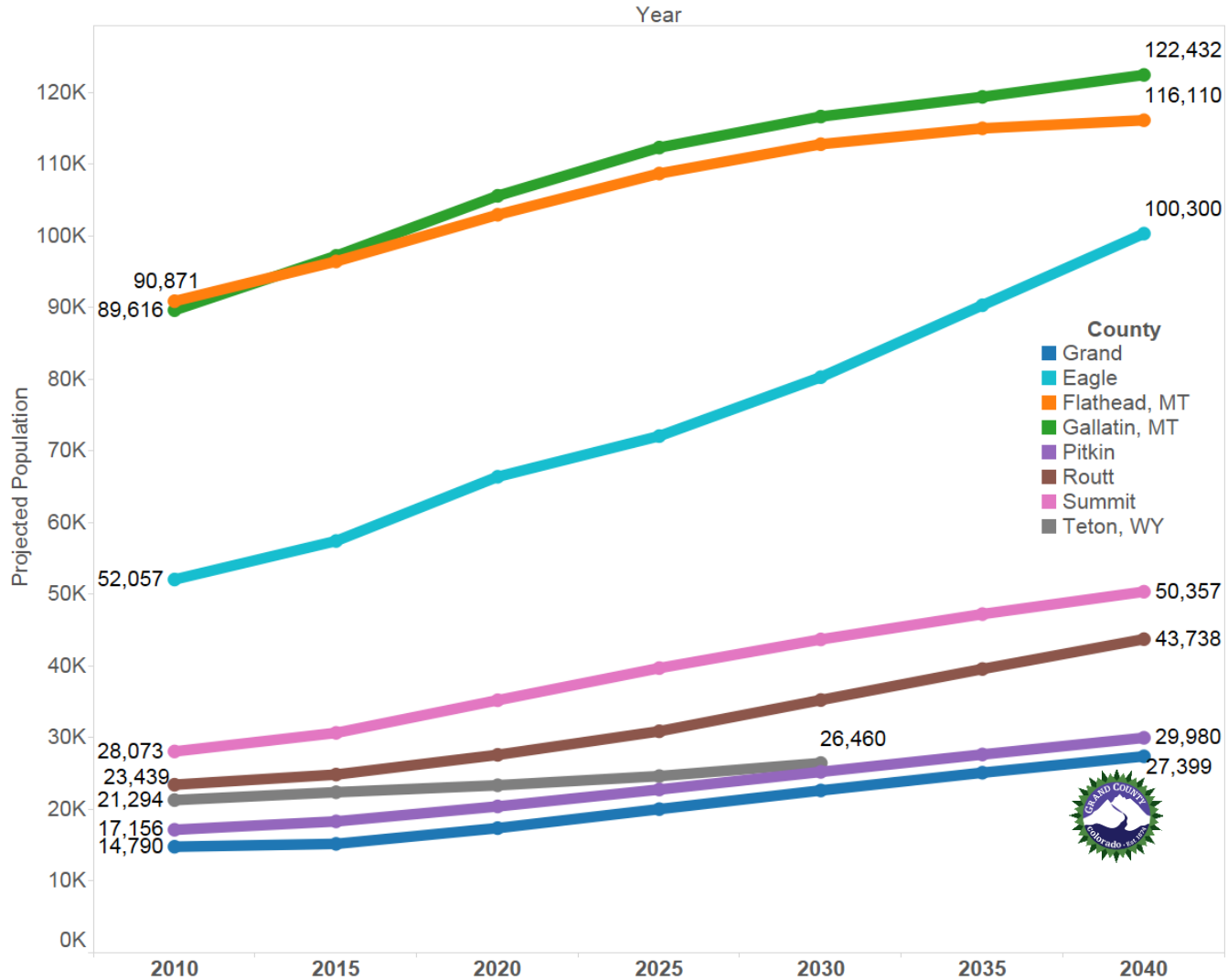
Grand County Population Projections



Source: CO State Demographer, WY Department of Administration & Information, MT Department of Commerce



Population Projections – by County



Source: CO State Demographer, WY Department of Administration & Information, MT Department of Commerce

Community Assets



Demographics



Education



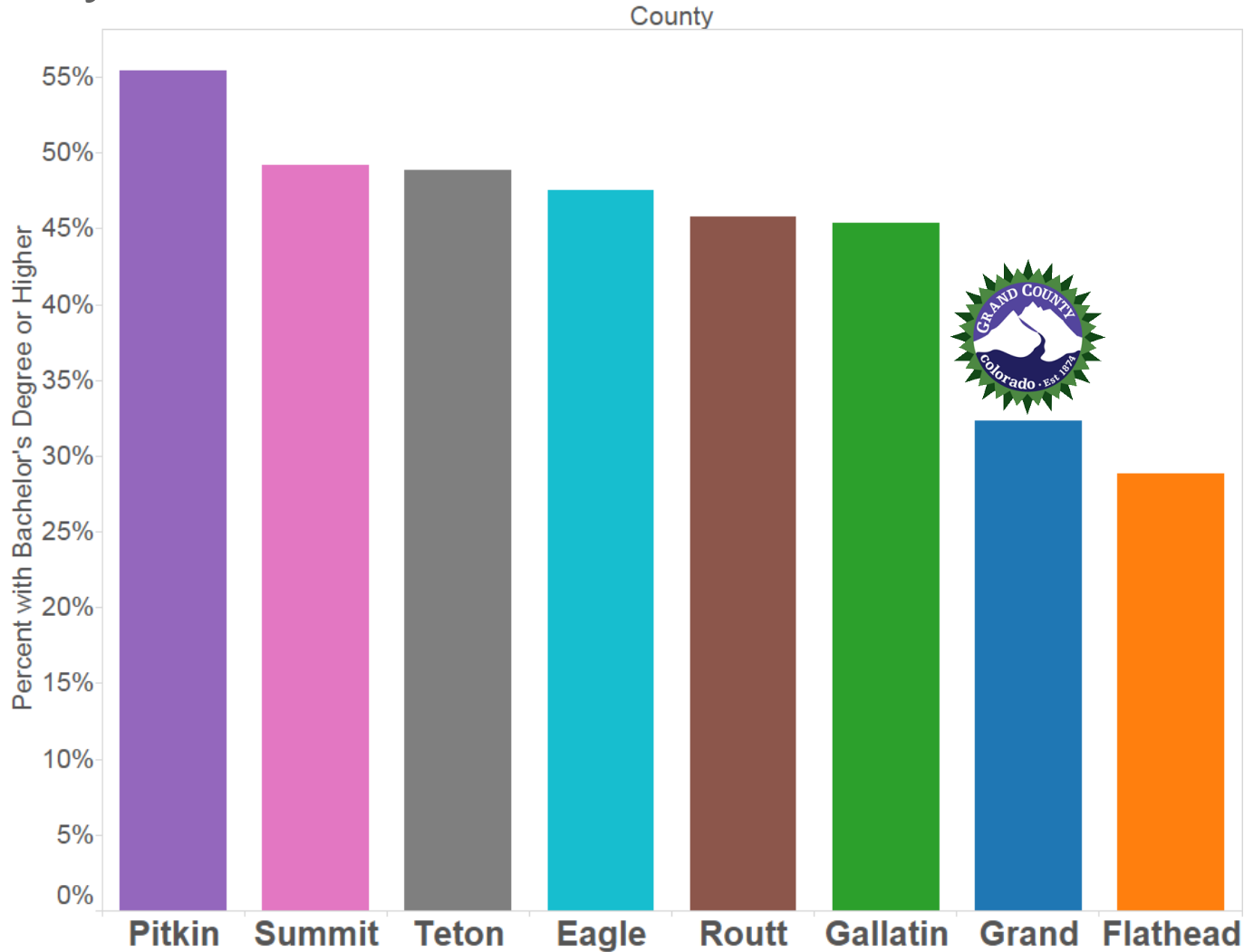
Public Assets



Housing Supply



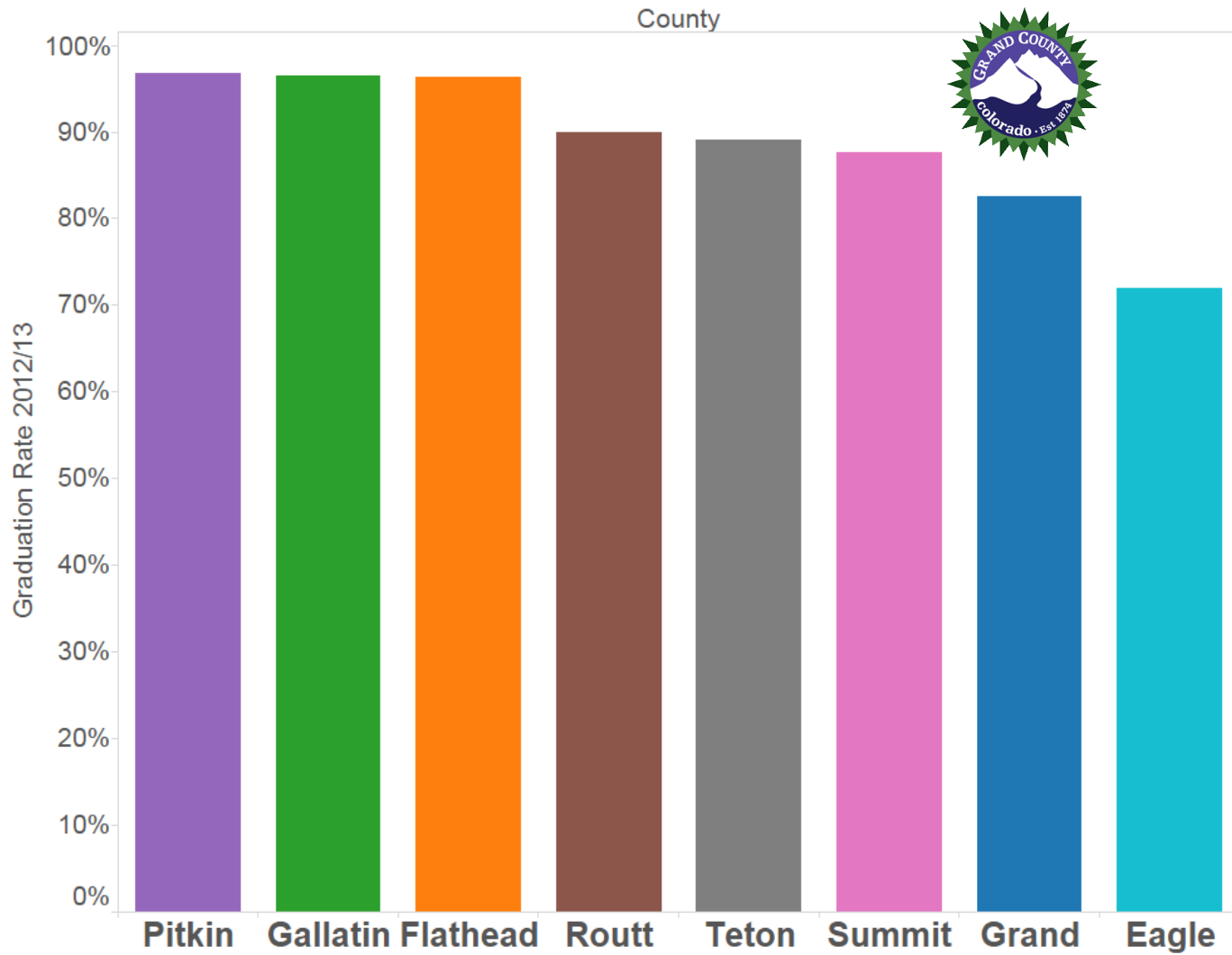
Percent of Population with College Degree – by County, 2012



Source: US Census Bureau, 2012 American Community 5-year estimates



Graduation Rates – by County, 2012/13



Source: CO Department of Education, WY Department of Education, MT Office of Public Instruction

Community Assets



Demographics



Education



Public Assets



Housing Supply



What is Included in the Physical Asset Inventory?

- Information gathered from local governments, rec districts, and state sources
- Core Infrastructure
- Recreation Assets
- Commercial Real Estate Assets
- Schools



Communications Infrastructure – Broadband

Barriers to progress

- Rough terrain
- Sparse population density
- Weak state and federal investment
- Changing nature of technology

Community Assets



Demographics



Education



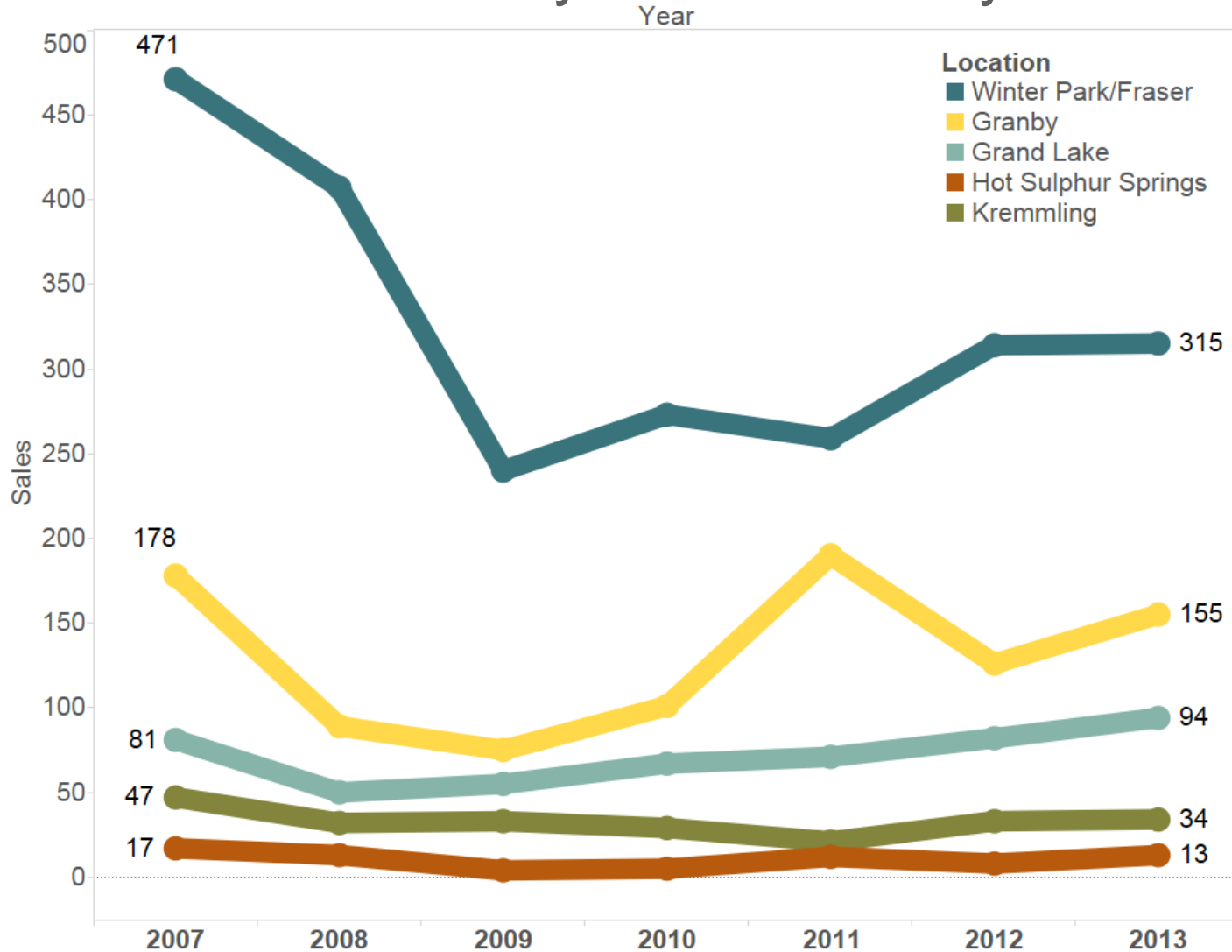
Public Assets



Housing Supply



MLS Historic Sales by Grand County Location

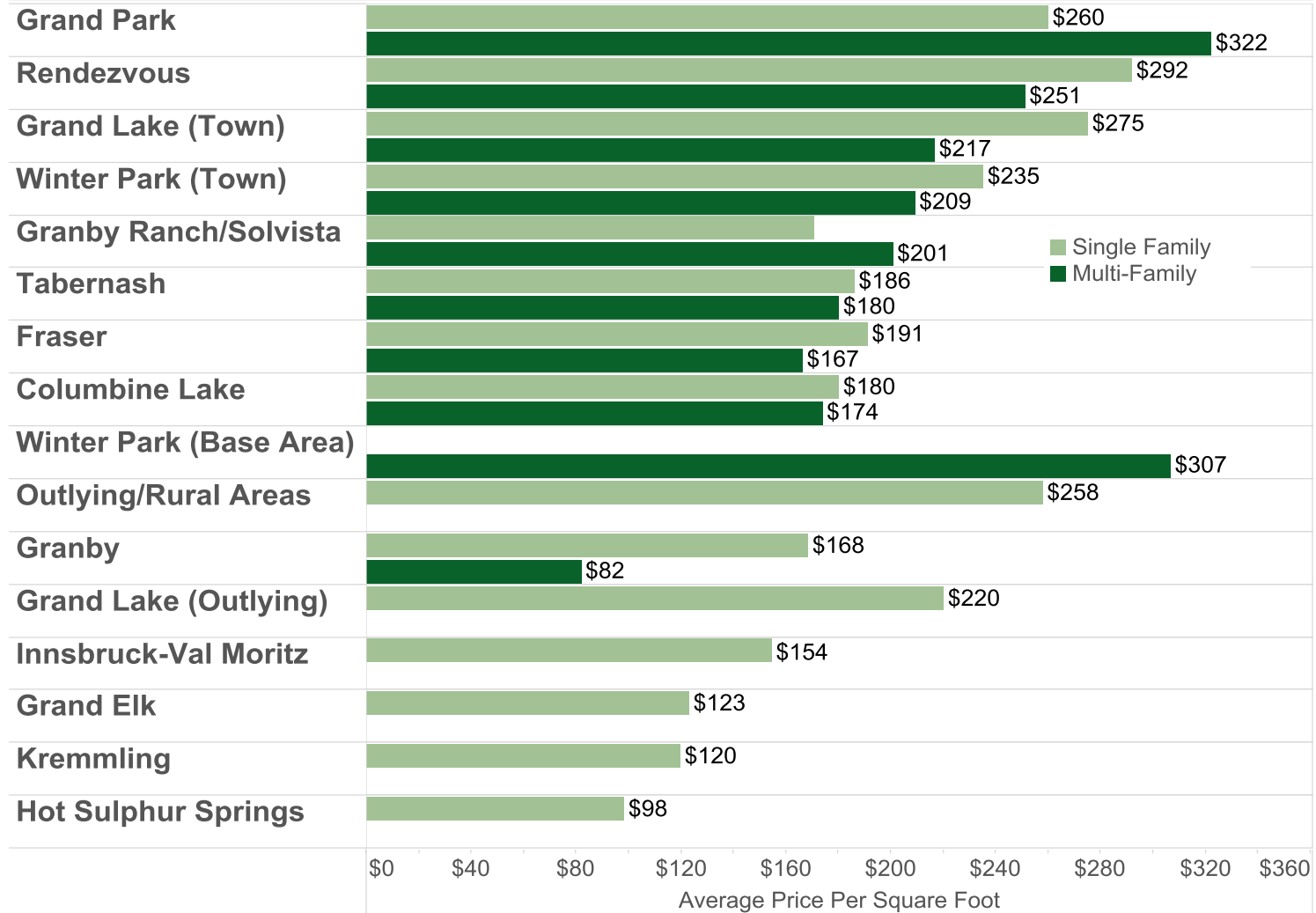


Source: MLS



Average Price Per Square Foot

2014 Average Price per Square Foot by Unit Type



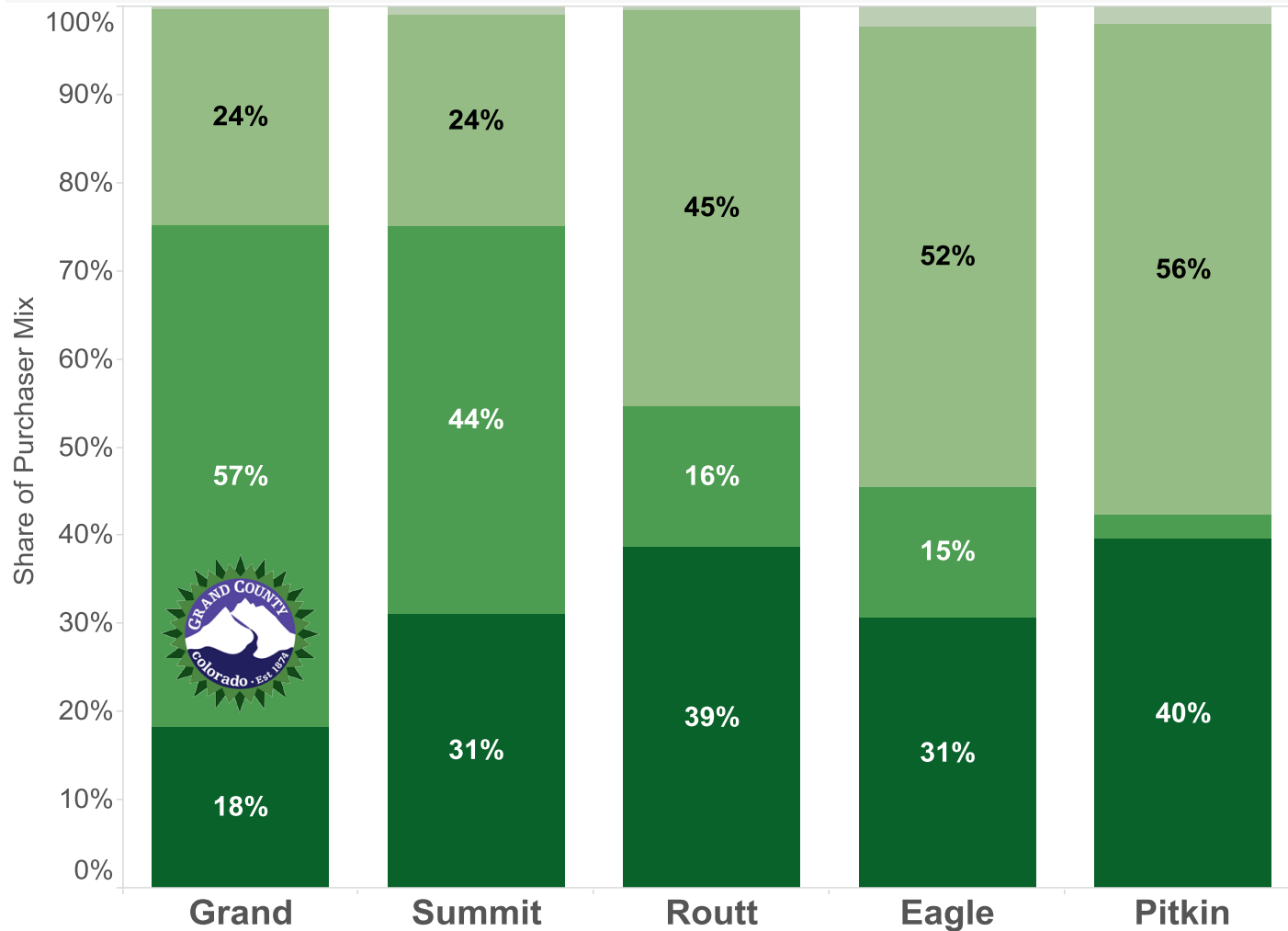
Source: Land Title Grand County Market Analysis 2014



Purchaser Mix – by County

2014 Purchaser Profile by County

International Local Front Range Out of State



Source: Land Title CO Mountain Resorts Market Analysis

Economic Trends & Markets

Economic Trends & Markets



Economic Structure and Trends



Employment



Business Profile



Summer Visitor Profile

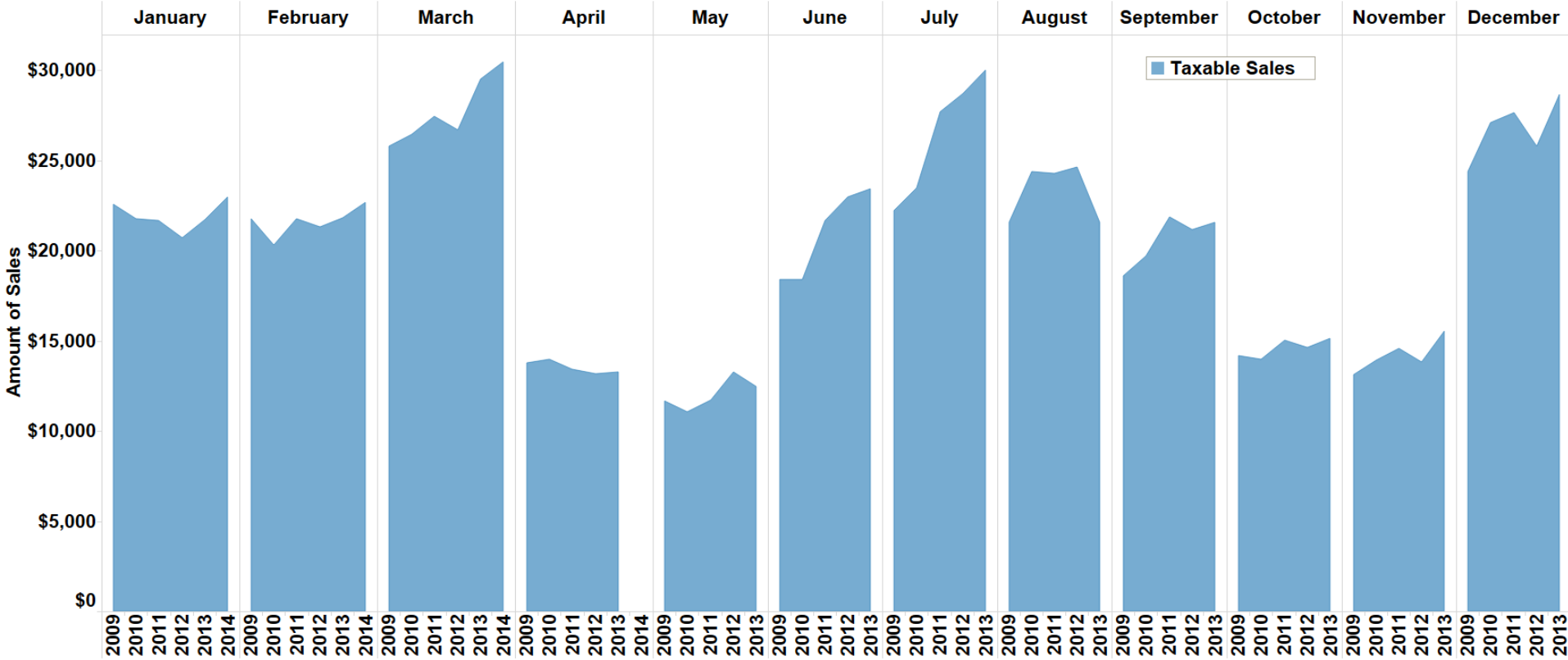


Resident Profile



Grand County Sales Tax Profile

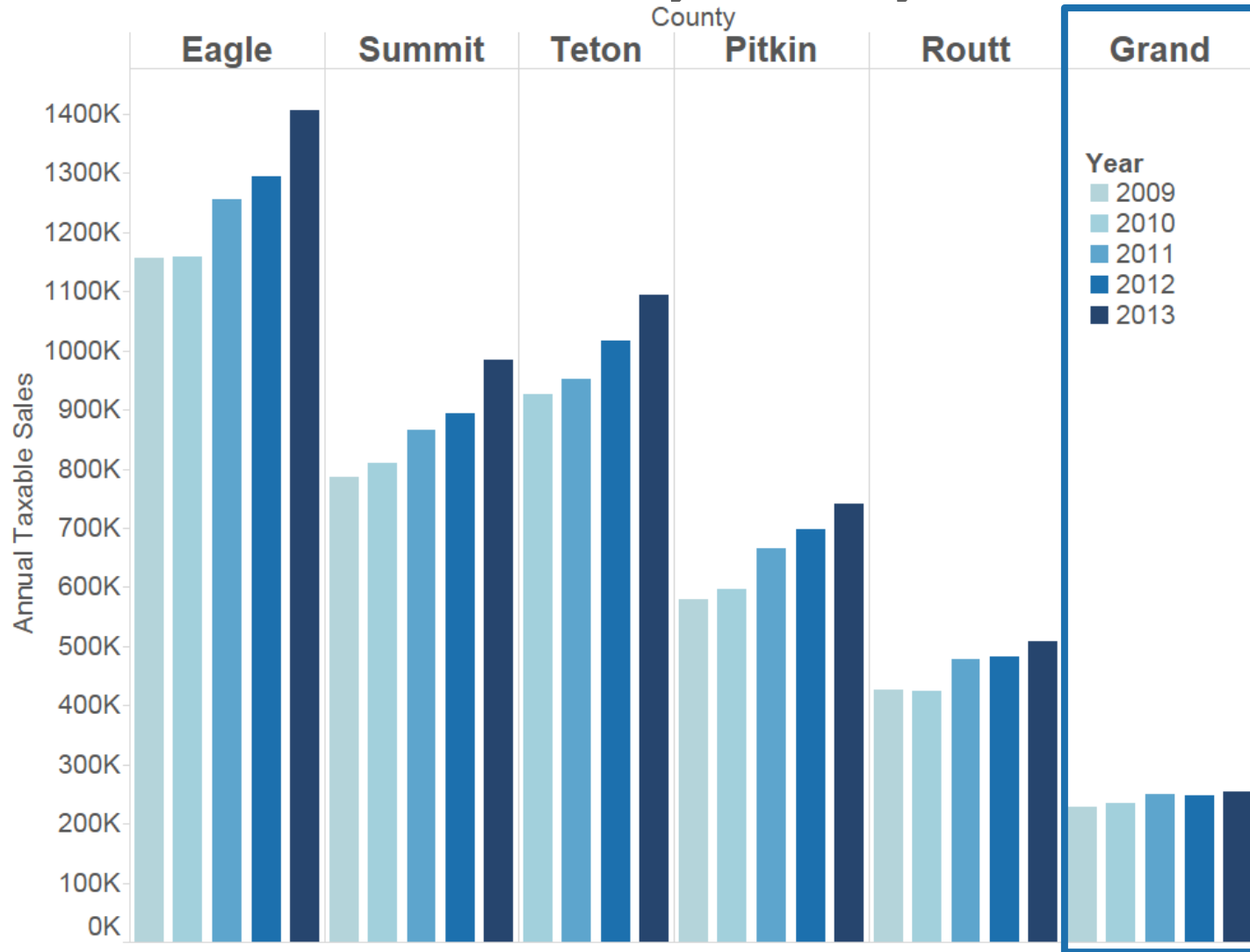
Grand County Sales Tax Profile, 2009-2013



Source: CO Department of Revenue



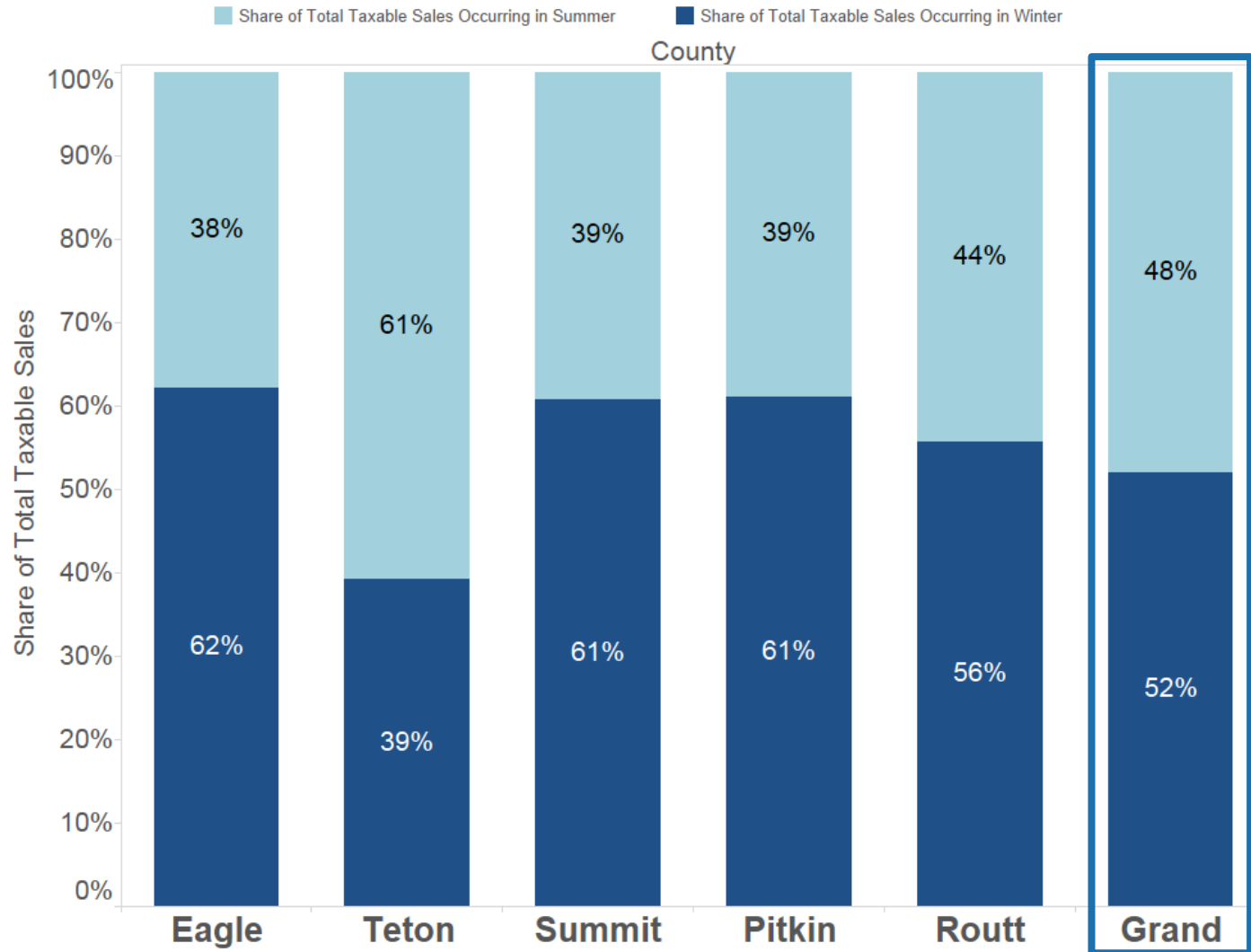
Total Taxable Sales – by County



Winter= Nov-Apr Summer=May-Oct
 Source: CO Department of Revenue, WY Department of Revenue



Share of Taxable Sales by Season – by County



Winter= Nov-Apr Summer=May-Oct
Source: CO Department of Revenue, WY Department of Revenue

Economic Trends & Markets



Economic Structure and Trends



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Business Profile



Summer Visitor Profile

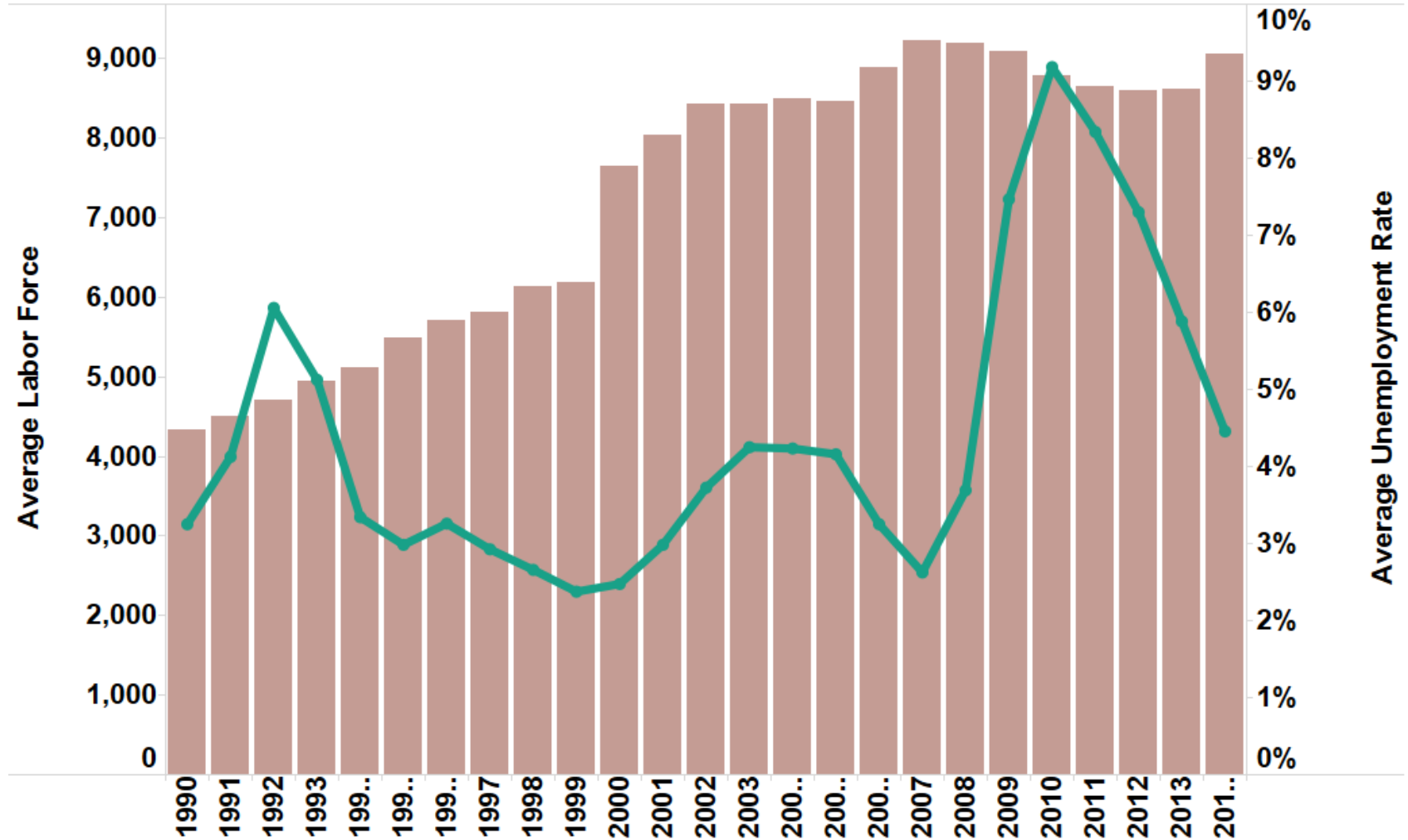


Resident Profile



Grand Labor Force & Employment, 1990 – 2014

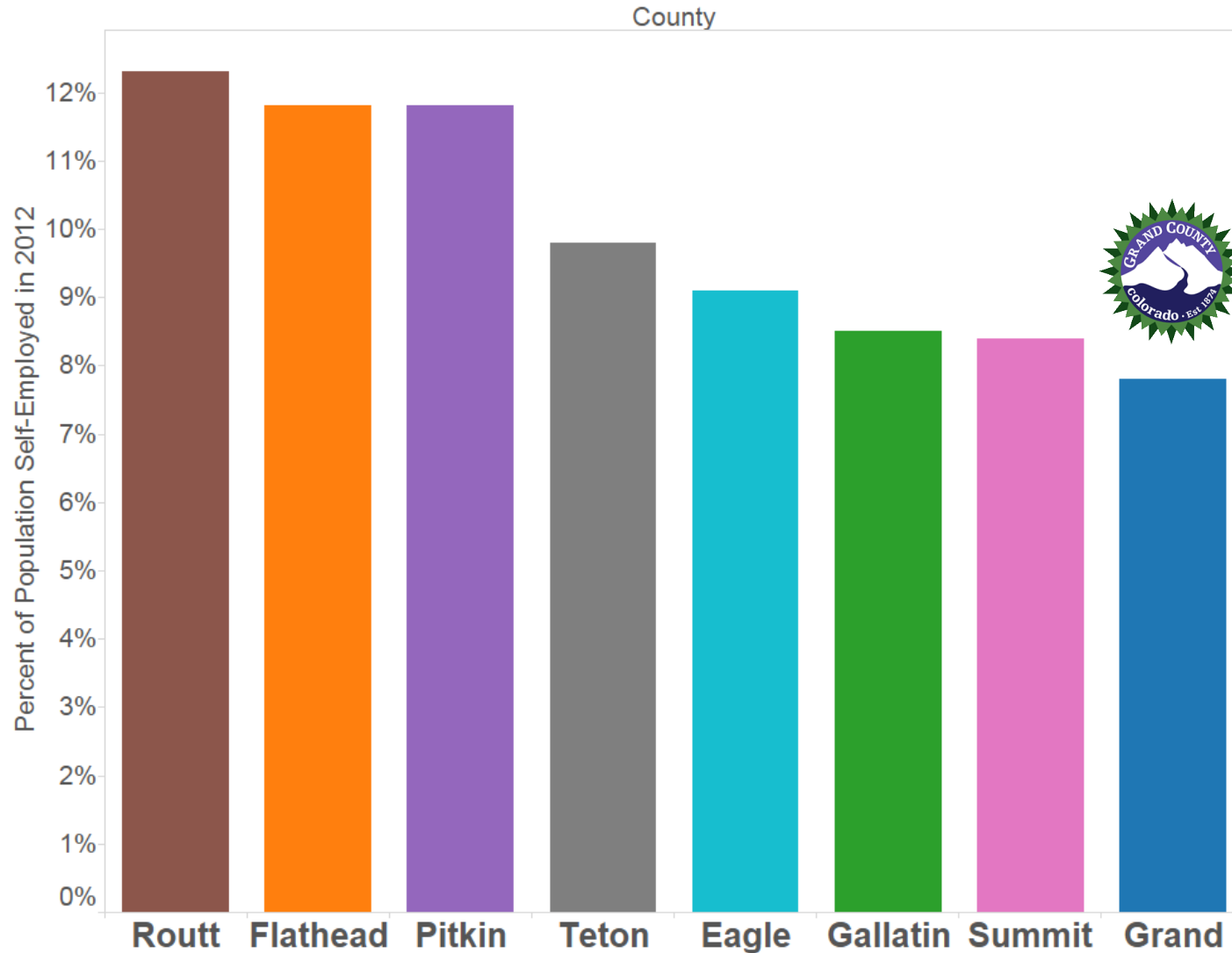
Grand County Labor Force and Employment



Source: CO Department of Labor and Employment



Self-Employment Rate – by County, 2012



Source: US Census Bureau, 2012 American Community Survey 5-year estimates

Grand Profile Surveys

Resident
Survey

Business
Survey

Visitor Surveys –
Winter &
Summer



Resident Survey: Methodology & Response Rate

- Methodology
 - Mailed over 6,000 surveys to Grand County Residents
 - Survey invite offered an online version as well as paper survey return
 - Survey posted online at grandprofile.org as well
 - Respondents could be entered to win 1 of 5 \$100 Visa Gift Cards
- Response Rate
 - 1,627 responses collected



Business Survey: Methodology & Response Rate

- Methodology
 - Emailed business owners or managers identified by each of the Grand County Chambers of Commerce.
 - Offered survey sign-up online at grandprofile.org, upon sign-up a survey was emailed to the respective business
 - Respondents could be entered to win 1 of 5 \$100 Visa Gift Cards
- Response Rate
 - 206 responses

Economic Trends & Markets



Economic Structure and Trends



Employment



Business Profile



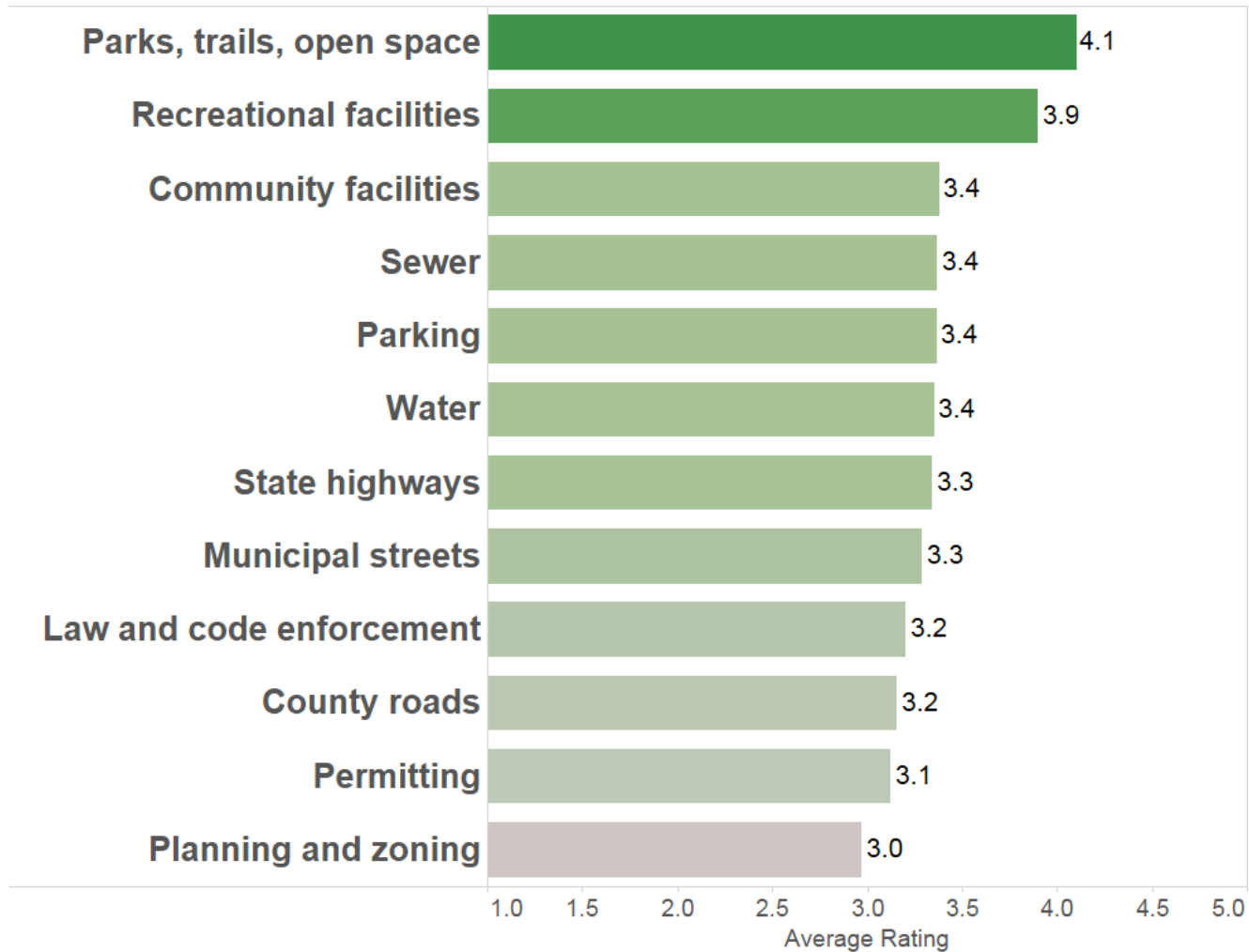
Summer Visitor Profile



Resident Profile



Satisfaction with Public Facilities and Services in Grand County



Source: Grand Profile Business Survey 2014, RRC Associates



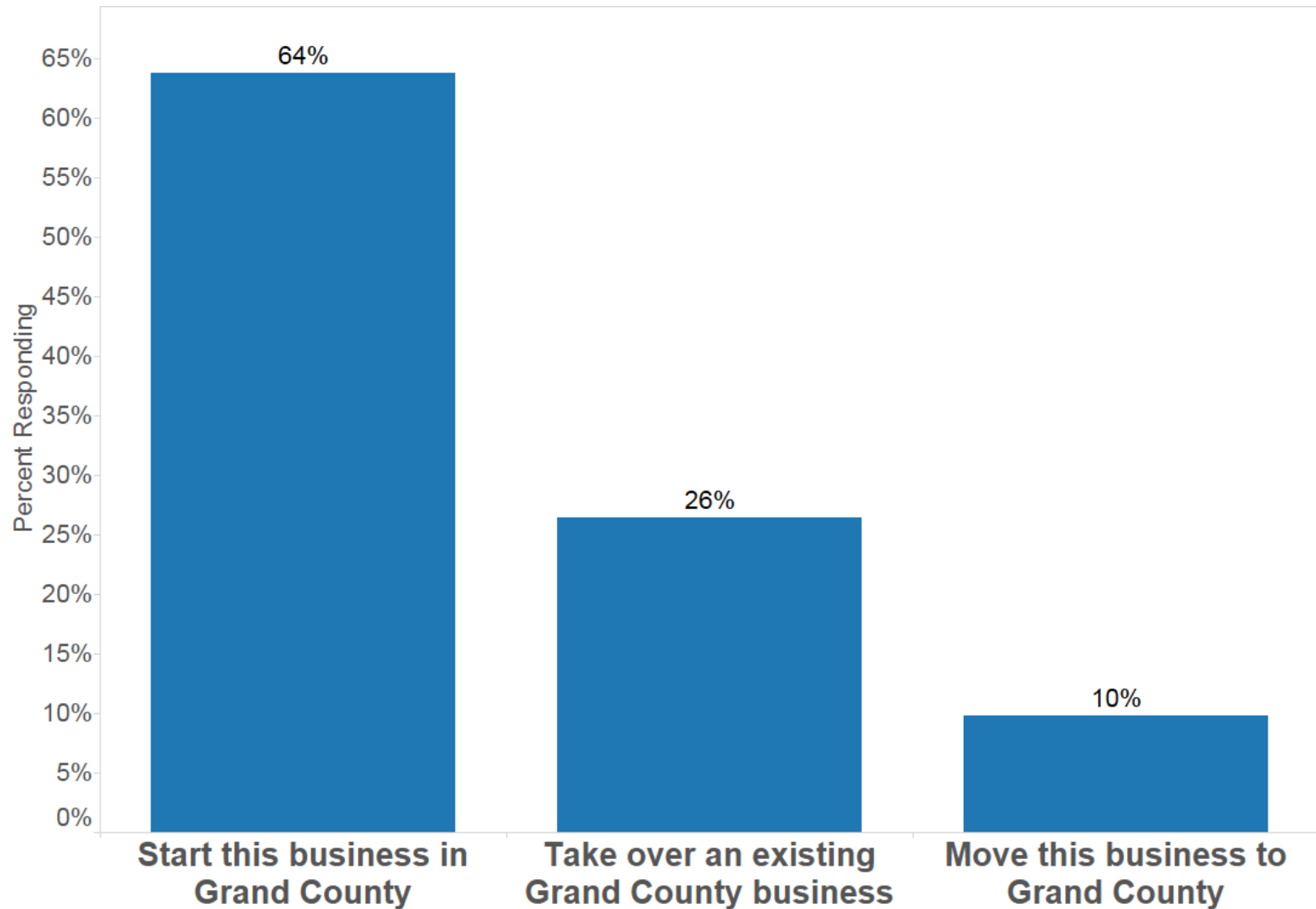
Importance of Factors to Locate Business In Grand County



Source: Business Profile Survey 2014, RRC Associates



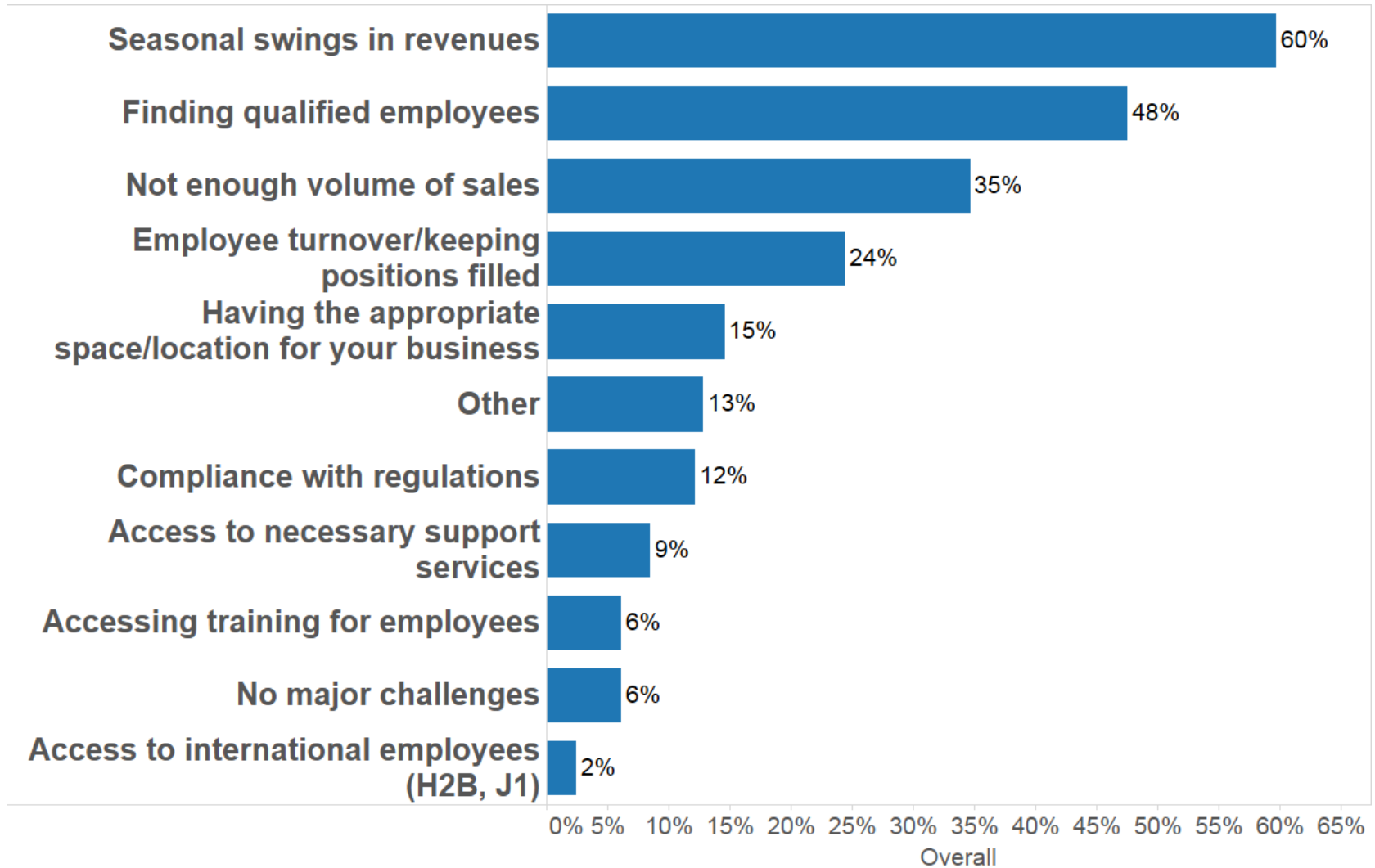
How Owner Started Business



Source: Grand Profile Business Survey 2014, RRC Associates



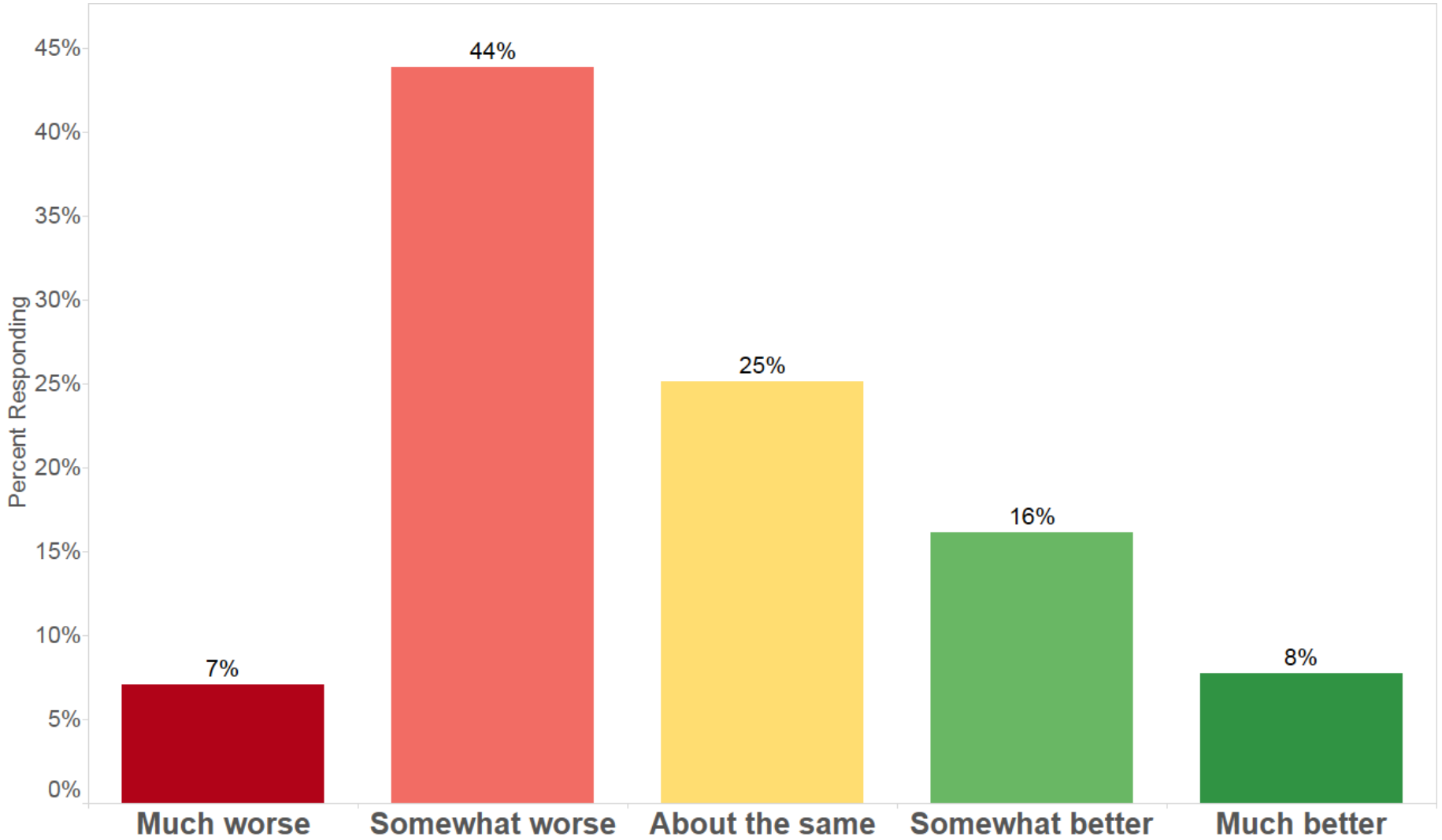
Challenges Faced by Business in Grand County



Source: Grand Profile Business Survey 2014, RRC Associates



Grand County vs. Other Communities for Business



Source: Grand Profile Business Survey 2014, RRC Associates

Economic Trends & Markets



Economic Structure and Trends



Employment



Business Profile



Summer Visitor Profile



Resident Profile

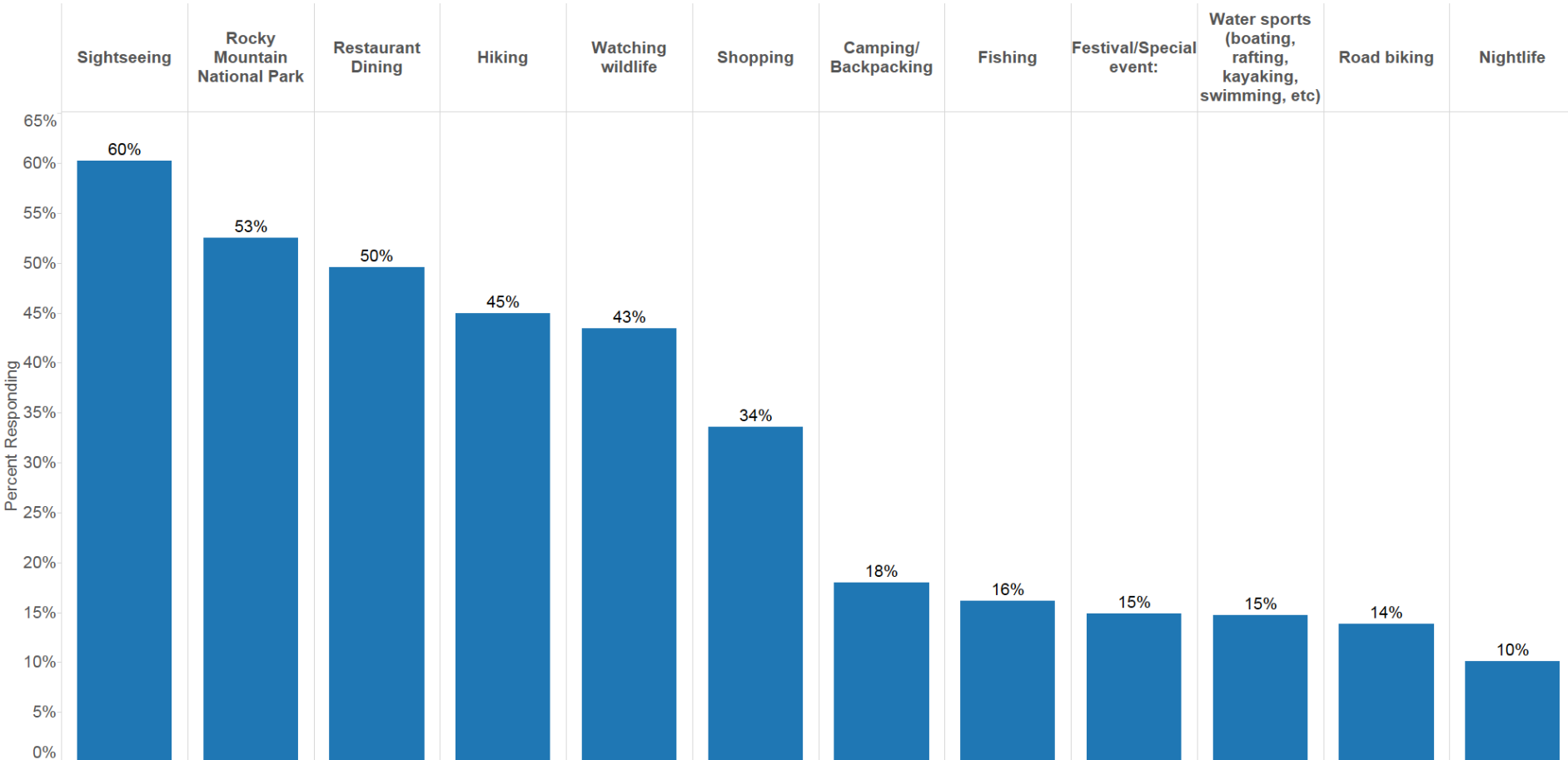


Summer Visitor Survey Methodology and Response Rate

- Methodology
 - Emailed identified visitors provided by each of the Grand County Chambers of Commerce and various businesses
 - Supplemented the email campaign with 150 intercept interviews
 - Respondents included Transactional Leads, Visitors, Second Homeowners, and Locals visiting other areas of the County
 - Respondents could be entered to win a Grand County 2 Night Getaway
- Response Rate
 - 4,945 responses collected
- The following analysis will focus only on summer visitor respondents



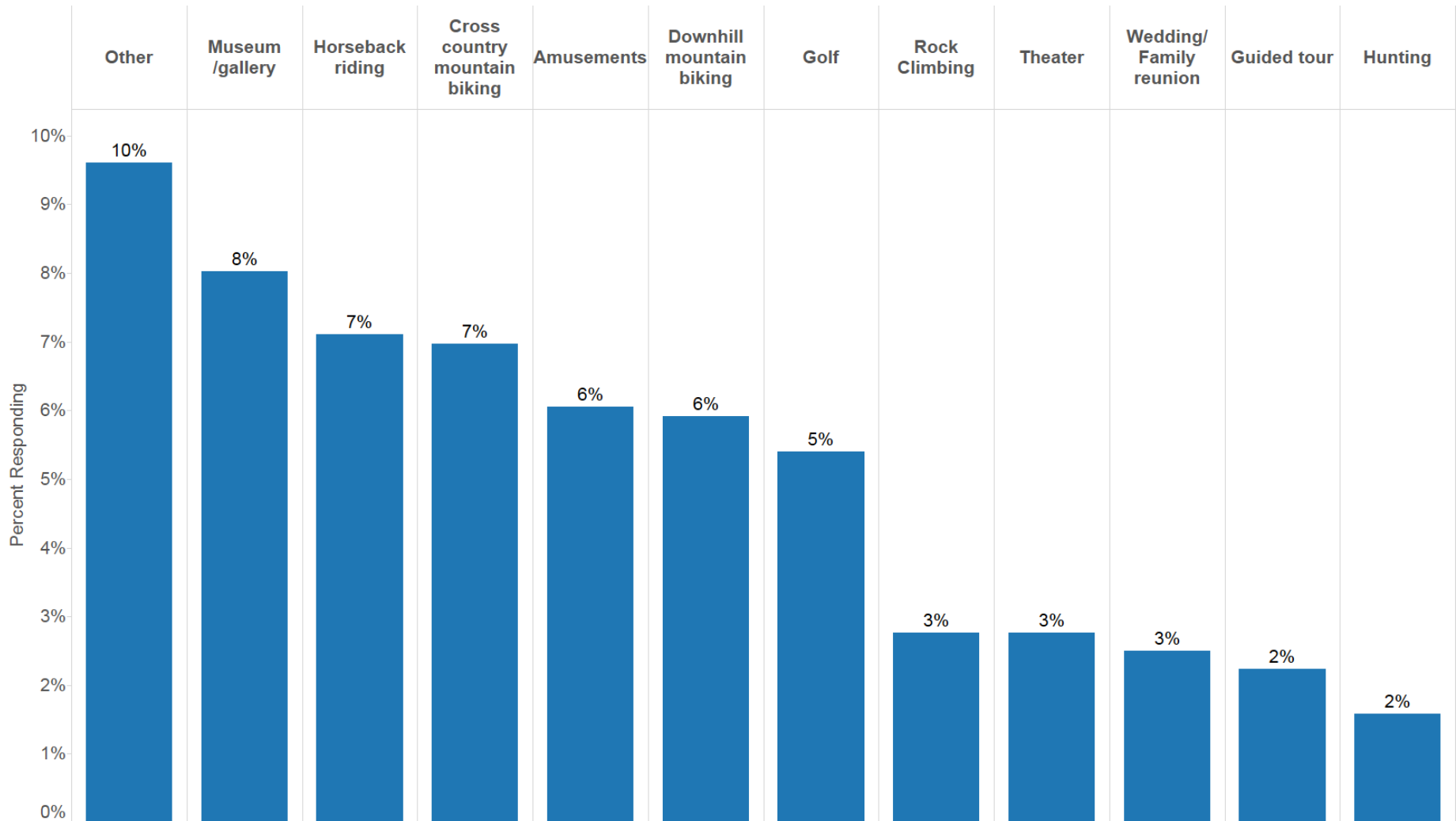
Top Summer Activities – Part 1



Source: Grand County Visitor Survey, RRC Associates



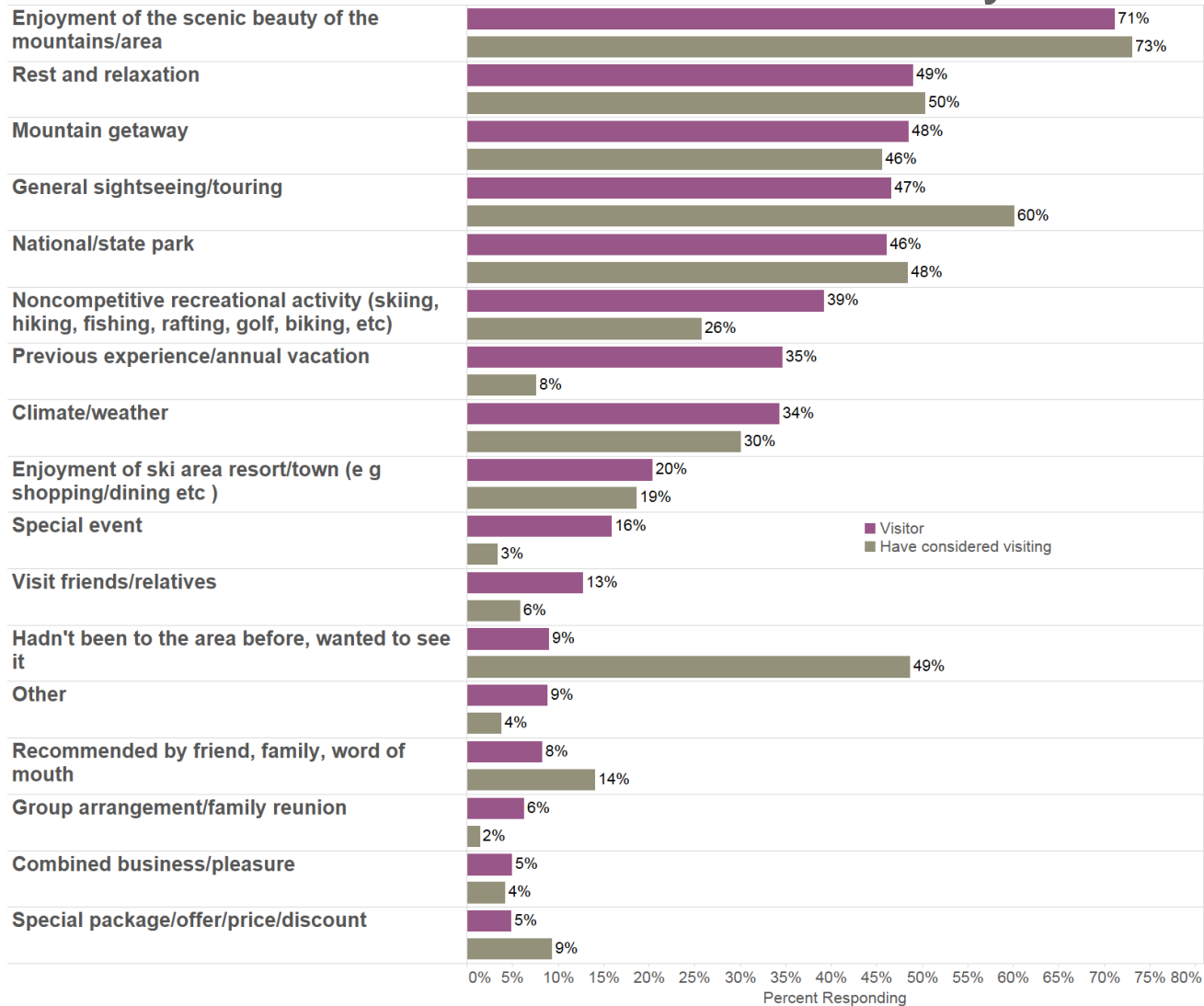
Top Summer Activities – Part 2



Source: Grand Profile Visitor Survey, RRC Associates



Main Reasons to Visit Grand County

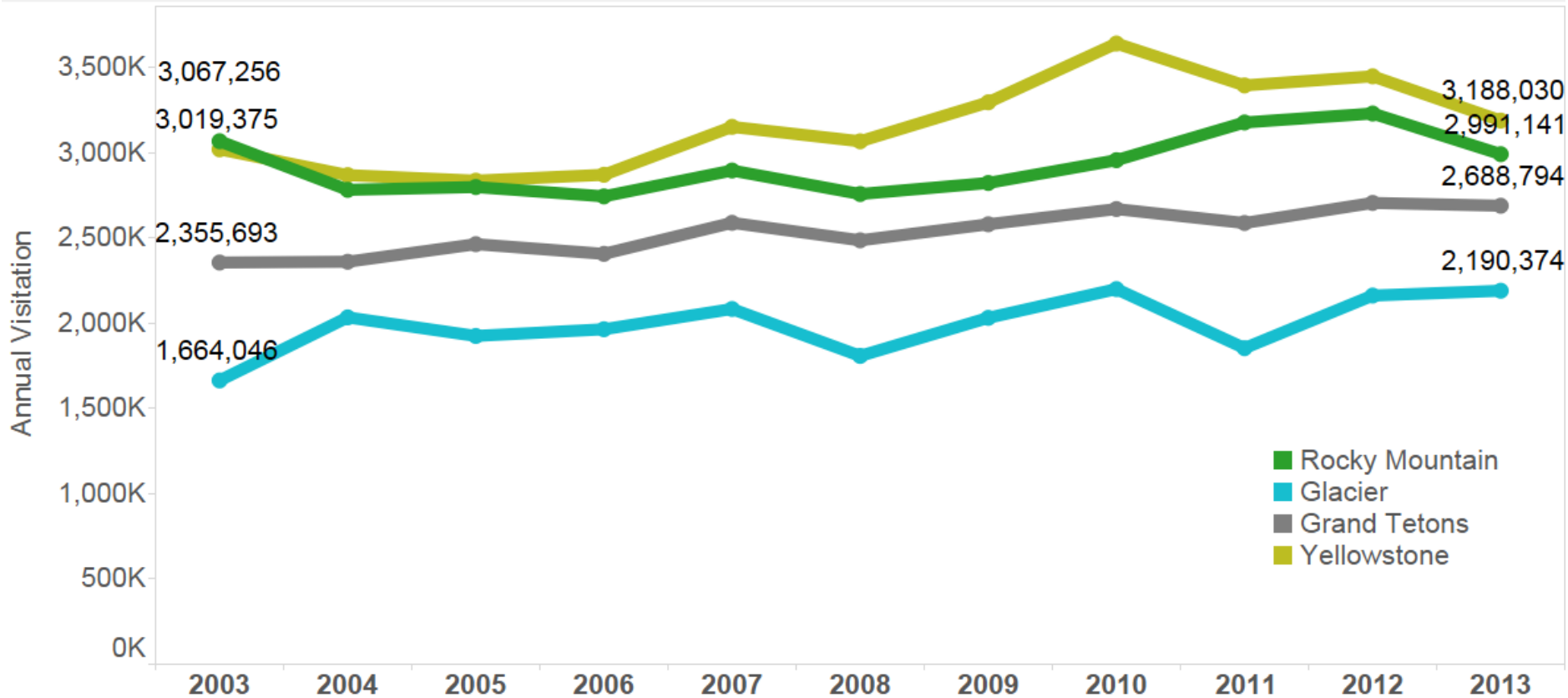


Source: Grand County Visitor Profile Survey, RRC Associates



Annual Visitation by National Park

Annual Visitation by National Park: 2003-2013

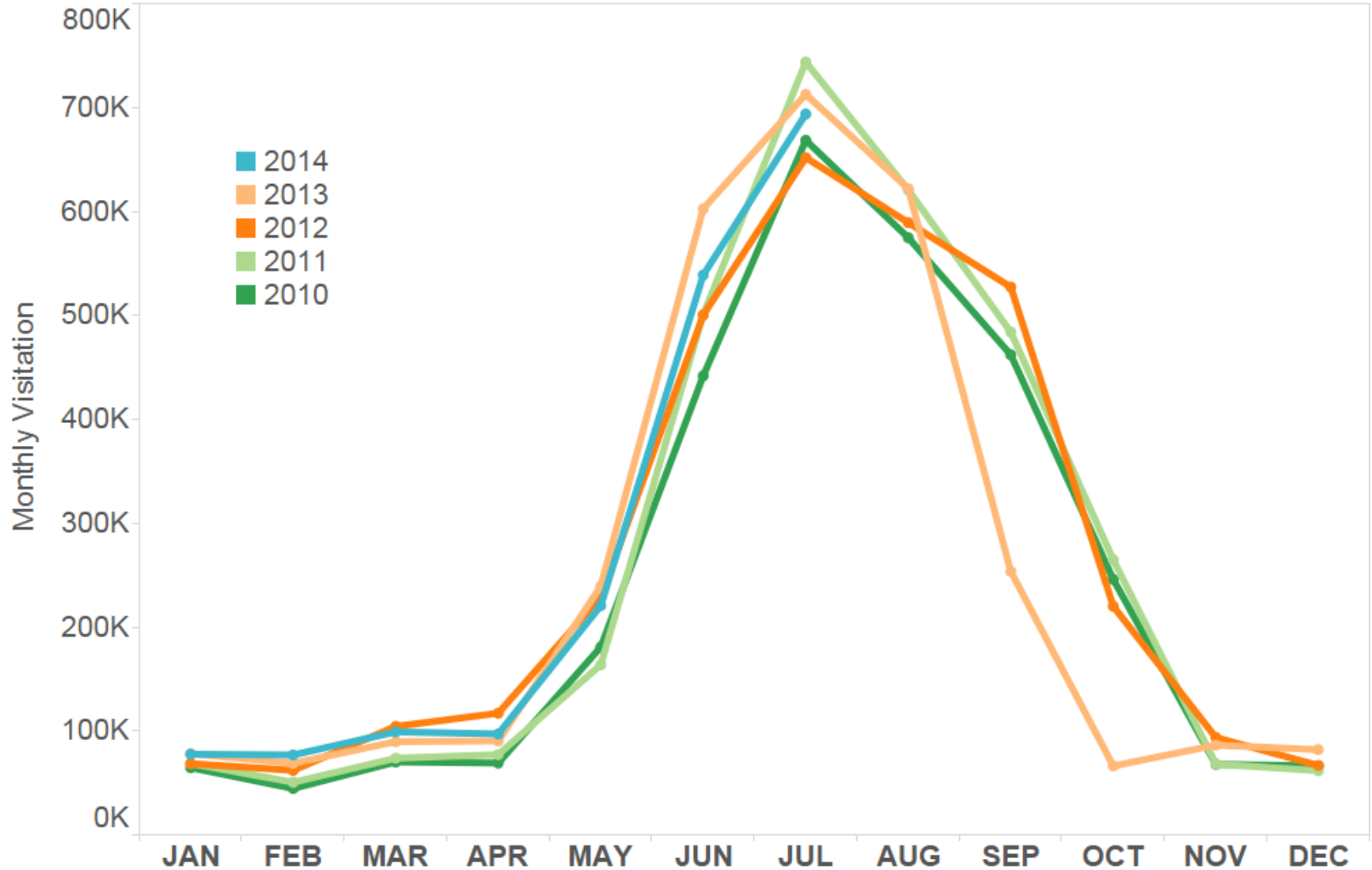


Source: National Park Service Public Use Statistics Office



Monthly Visitation at RMNP

Rocky Mountain National Park Monthly Visitation, 2010-2014



Source: National Park Service Public Use Statistics Office

Economic Trends & Markets



Economic Structure and Trends



Employment



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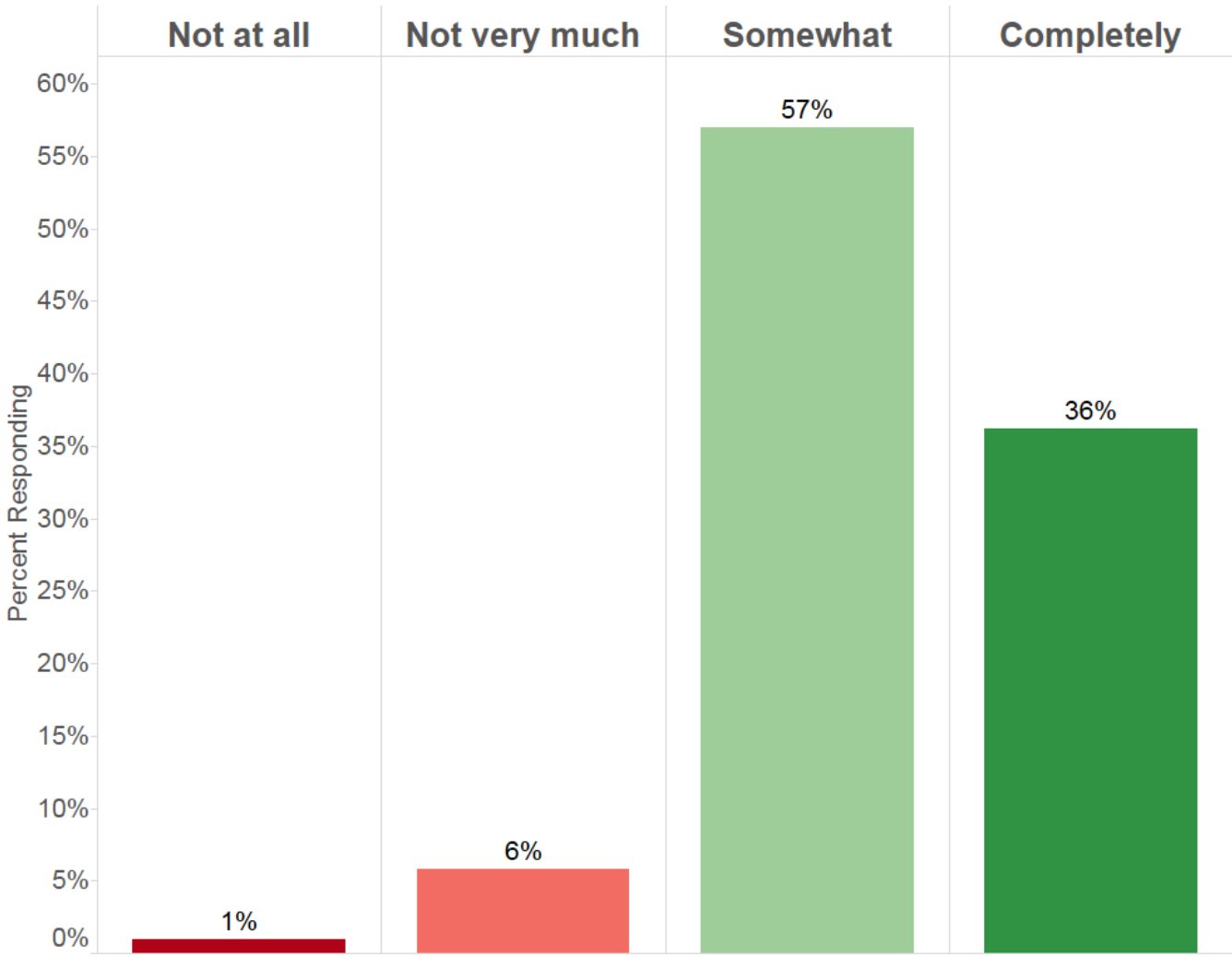
Summer Visitor Profile



Resident Profile



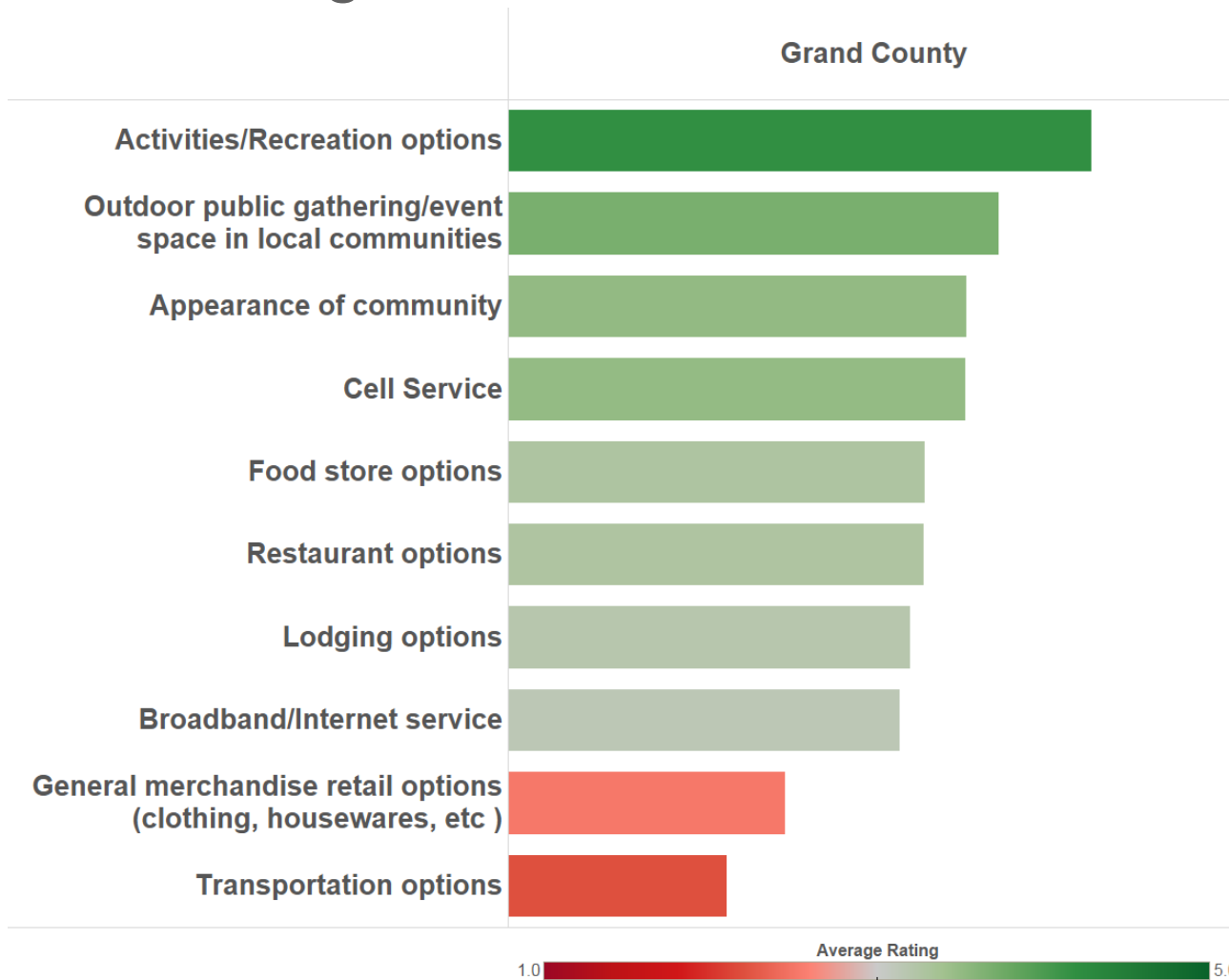
As a Place to Live, How Well Has Your Community Met Your Needs



Source: Grand County Resident Profile Survey, RRC Associates



Satisfaction with Grand County Facilities and Services Ratings

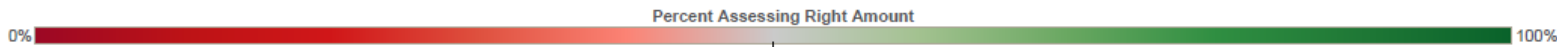
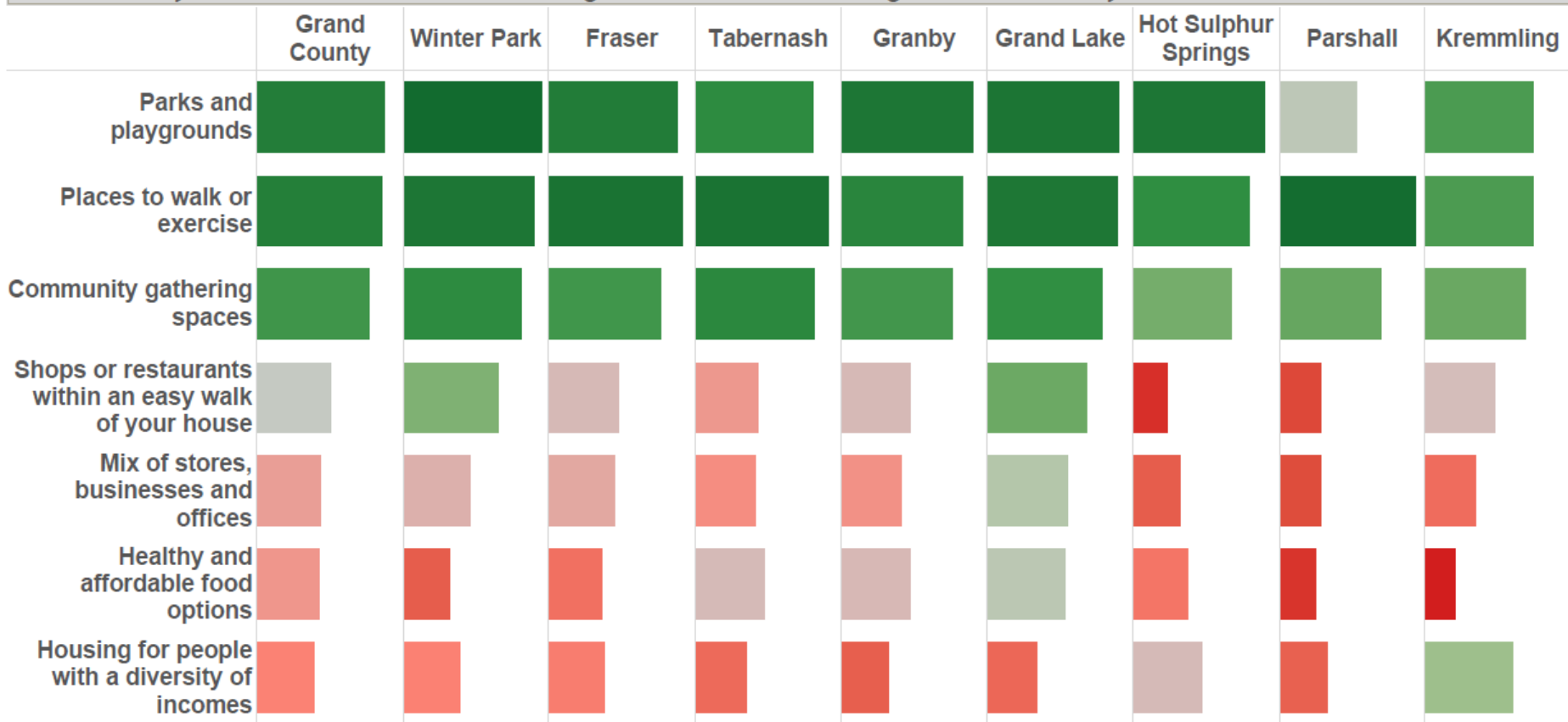


Source: Grand County Resident Profile Survey, RRC Associates



Ratings of Amenities and Services – by Town

Resident Survey - Do You Think That There Is the Right Amount of the Following in Your Community

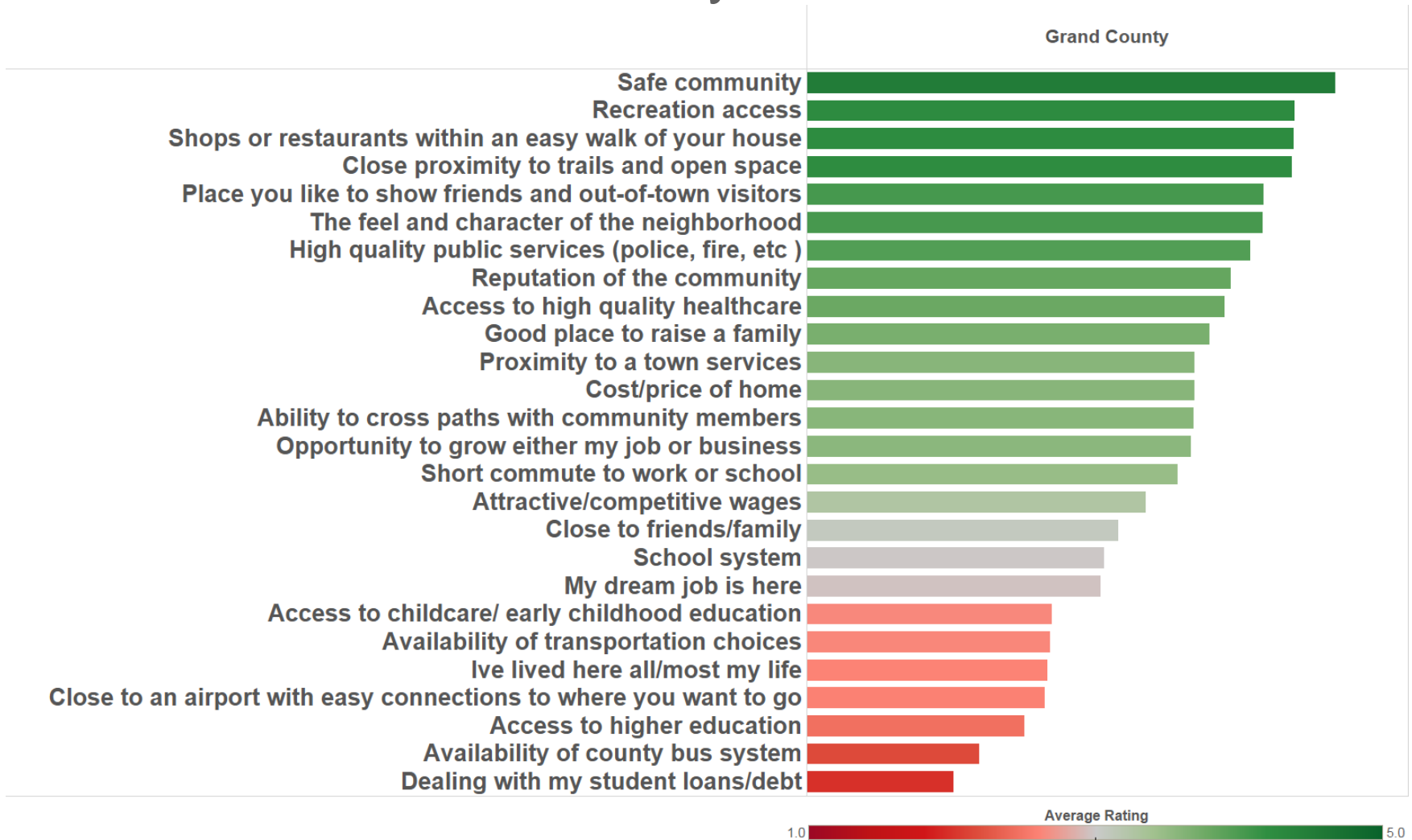


Source: Grand County Resident Survey 2014, RRC Associates





Importance of Factors to Decision to Locate or Remain in Grand County



Source: Grand County Resident Profile Survey, RRC Associates

The Grand Profile in Use

The Strategic Planning Economic Development Group

- A joint effort by the towns of Fraser and Winter Park with participation from other entities including the Winter Park & Fraser Chamber of Commerce, Grand County Office of Economic Development, and the Fraser Valley Metropolitan Recreation District.
 - Schedule:

8/30/2015	Survey Concluded and Results Analyzed
9/2015	Development of the Strategic Planning Economic Development Plan
10/2015	Presentation to Towns for Adoption and Implementation of Programs and Initiatives in the Plan

Winter Park & Fraser Economic Development Study

Expanding digital infrastructure/broadband

Developing additional transit and multimodal transportation options in the valley

Increasing the availability of early education opportunities for children 0 to 5 yrs.

Increasing the availability of adult education opportunities

Increasing housing opportunities for the current and future workforce at a variety of price points

Nurturing and grow the tourism industry

Focusing on creating a quality of life that is attractive to a younger generation

Increasing opportunities for seniors

Increasing business recruitment

Improving K-12 education

Pursuing advanced education opportunities for post-secondary

Improving access to and quality of health care in the Valley

Conclusions

- The Grand Profile is available for use at Grandprofile.org
- The Profile is a dynamic data base that will be continuously expanded and updated as opportunities arise
- Survey results describing Residents, Visitors and Business Owners are available for use by communities, business owners and individuals
- The Grand Profile is being used – it has helped to “jump start” the Strategic Planning Economic Development group’s effort that includes the Towns of Fraser and Winter Park



For more information
please visit
<http://GrandProfile.org>