

The Region 9 Economic Development District of Southwest Colorado provides economic and community development services to a five county area, which includes Archuleta, Dolores, La Plata, Montezuma, and San Juan Counties; as well as the Southern Ute and Ute Mountain Ute Indian Tribes. For more information about this report, or other programs, contact Region 9 at (970) 247-9621, online at www.scan.org.



Retail Data for Decision Makers Dolores County Colorado

If we look at retail trade sectors in detail, we can see that some groups have a surplus (drawing in shoppers for these items from outside of the area), while others show leakage (purchases of these goods are being made outside of the county). Neither Dove Creek or Rico, the only towns in the county, are performing as might be expected based on comparisons to other small towns in western Colorado. Many of the retail sales in Dove Creek and Rico are migrating to other nearby retail trade centers such as Cortez (Montezuma County).

Total Retail Sales

Retail trade is a relatively important sector in the local economy, accounting for about 9% of jobs and 9% of job income. Retail sales can be broken down into 2 main categories; retail trade and retail services. **Retail trade** is composed of merchandise sectors such as food stores, hobby shops, clothing, etc. **Retail services** are businesses that provide a service, and also sell products in the course of that service. One example might be a movie theater, categorized as an arts/entertainment service, that provides entertainment and also sells drinks and popcorn. The proceeds of the snack bar are reported as retail sales revenue. **Together, these sectors comprise Total Retail Sales—All Industries.**

The following table shows the total retail sales for 2000, 2005, 2010, and 2015. During this time period total retail sales in Dolores County have grown by about 20%, though sales decreased in 2010 as the recession hit the area. Population grew by 6% during this same time period. Please note that the sales amounts may not be consistent with those presented in earlier reports. The Department of Revenue (DOR) makes adjustments to data from prior years, and some differences may be due to rounding.

Calendar Year	*Total Retail Sales All Industries	Population Estimate	Dolores Per Capita Sales	State Per Capita Sales	Pull Factor
2000	\$ 23,128,000	1,849	\$ 12,508	\$ 32,043	0.39
2005	\$ 36,982,000	1,888	\$ 19,588	\$ 31,991	0.61
2010	\$ 22,871,000	2,060	\$ 11,102	\$ 30,921	0.36
2015	\$ 27,861,000	1,953	\$ 14,266	\$ 33,509	0.43

* adjusted for inflation to 2015 constant dollars http://www.bls.gov/data/inflation_calculator.htm

Unadjusted actual sales 2000=\$16,802,904;2005=\$30,473,114;2010=\$21,041,442

When we compare Dolores County sales to the rest of the state, we see that state sales per capita are much higher. One way to quantify this comparison is by using a “pull factor”. A pull factor shows the relative strength of the retail sales sector in the county, as compared to the state. Pull factors, also known as location quotients, are good measures of sales activities because they reflect changes in population, inflation, and the state economy.

*The **pull factor** is derived by dividing the county’s sales per capita by the state’s sales per capita .*

Pull factors greater than 1 represent retail sector strength, while pull factors less than 1 show sector weakness.

Town Retail Sales 2015

Town	Population 2015	Retail Sales All Industries	Percent Sales
Dove Creek	695	\$ 18,664,536	67%
Rico	253	\$ 1,949,370	7%
Unincorporated	1,005	\$ 7,247,186	26%
Total	1,953	\$ 27,861,092	100%

We can also look at how retail trade is distributed within Dolores County. From this table we see that Dove Creek brings in the lion’s share (67%) of sales. Retail sales are growing in the unincorporated areas of the county. In our last report (May 2013) Dove Creek captured 71% of sales, unincorporated areas brought in 21%, and Rico had 8% of sales.

Actual versus Expected Sales

The sales in this diagram reflect **total retail sales - all industries**, which include retail trade and retail services. Expected sales are an estimate of the sales level a town would achieve if it were performing on par with Colorado towns of a similar size. This provides a means of comparing what is expected for a town of a certain size to what is actually happening. We selected 10 towns from western Colorado for comparison to calculate a median pull factor for each size class, as shown on page 4. The median pull factor for small towns in this analysis (population 1 to 999) is 1.0. The pull factor for Dove Creek is 0.80, and for Rico 0.23. Neither community is performing as might be expected.

2015 Actual Sales \$18,664,536	2015 Actual Sales \$1,949,370
Expected Sales \$19,795,552	Expected Sales \$7,206,151
Dove Creek -6% below expected	Rico -73% below expected

Dove Creek serves as a supply town and social center for the western portion of the county. However, many of the retail sales are migrating to other nearby retail trade centers such as Cortez (Montezuma County) and Monticello, Utah. Cortez captures most of the Rico sales as well, based on information from residents.

Expected sales is the product of town population, state per capita sales, the index of income, and the median pull factor.

Index of income (.85) is county per capita income (\$41,652) divided by state per capita income (\$48,869).

Data Sources - This report is patterned after a series of studies that were done by the Office of Social and Economic Trend Analysis at Iowa State University. We have used their definitions of terms, calculations, and methods of analysis. They no longer produce that particular report because of the way that the Iowa Department of Revenue disseminates information about retail sales, they now have a different reporting format (<http://www.icip.iastate.edu>).

For this report we used retail sales data from sales tax filings, which was provided by the Colorado Department of Revenue – Office of Research and Analysis at their website <https://www.colorado.gov/pacific/revenue/retail-sales-report>. We appreciate their assistance.

Dolores County Potential Sales by Merchandise Category 2015

The remainder of this report focuses primarily on retail trade sectors rather than retail services, but includes food and beverage services (restaurants and bars) and lodging as a matter of interest. Non-store outlets include catalog and internet sales, businesses that come to you, as well as traveling sales, i.e. festivals and art shows. Unfortunately, due to confidentiality concerns and small numbers, we are able to say very little about retail trade sales in most sectors. Confidentiality (non-disclosure) occurs when there are less than 3 companies reporting and/or one company controls 80% of the retail sales in that jurisdiction. The sectors with negative numbers are not meeting their sales potential, and a closer look at them could provide opportunities for new businesses, or expansion of existing businesses. These sectors include motor vehicles/parts, health care products, and miscellaneous retail stores. **Potential sales** are the product of the county population (1,953), state per capita sales (\$33,509), and the index of income (.85).

Dolores County Retail Trade Sectors 2015	Actual Sales	Potential Sales	Surplus or Leakage	Surplus or Leakage as a % of Potential	% of Actual Retail Trade Sales
Motor Vehicles/Parts	\$ 149,000	\$ 5,769,886	\$ (5,620,886)	-97%	4%
Furniture, etc.	ND	\$ 870,180	ND	ND	ND
Electronics/Appliances	ND	\$ 713,872	ND	ND	ND
Bldg Materials/Garden	ND	\$ 1,916,469	ND	ND	ND
Food/Beverage Stores	ND	\$ 5,050,749	ND	ND	ND
Health Care Products	\$ 1,000	\$ 1,310,423	\$ (1,309,423)	-100%	5%
Gas Stations	ND	\$ 1,396,838	ND	ND	ND
Clothing	ND	\$ 1,158,394	ND	ND	ND
Sport/Hobby Shops	ND	\$ 914,375	ND	ND	ND
General Merchandisers	ND	\$ 3,732,121	ND	ND	ND
Misc Retail Stores	\$ 158,000	\$ 1,571,521	\$ (1,413,521)	-90%	7%
Non-Store Outlets	\$ 563,000	\$ 492,932	\$ 70,068	14%	5%
*Confidential Sectors	\$ 12,179,000	ND	ND	ND	78%
Total Retail Trade	\$ 13,050,000	\$ 24,897,762	\$ (11,847,762)	-48%	100%
Food Services	\$ 776,000	\$ 3,531,977	\$ (2,755,977)	-78%	
Lodging	ND	\$ 1,228,582	ND	ND	

ND = Not Disclosed (confidential); *Includes all confidential sectors for which specific data is not available

Dolores County	Retail Sales \$			
	Percent Above Or Below Potential Sales			
Retail Trade	2003	2005	2011	2015
Motor Vehicles/Parts	91%	ND	ND	-97%
Furniture, etc.	ND	ND	ND	ND
Electronics/Appliances	ND	ND	ND	ND
Bldg Materials/Gard	ND	ND	ND	ND
Food/Beverage Stores	ND	ND	ND	ND
Health Care Products	ND	ND	-99%	-100%
Gas Stations	ND	ND	ND	ND
Clothing	ND	ND	ND	ND
Sport/Hobby Shops	ND	ND	-99%	ND
General Merchandise	ND	ND	ND	ND
Misc Retail Stores	ND	ND	ND	-90%
Non-store outlets	19%	185%	1037%	14%
Food Services	-77%	-84%	-76%	-78%
Lodging	151%	108%	36%	ND

if we look at trends over time we see that in Dolores County non-store outlets (catalog and internet sales) consistently exceed their potential. This may be a growth sector in the future as well, as broadband capacity becomes more available throughout the region.

FOR MORE INFORMATION

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Comparable Towns - Western Colorado 2015

Town	County	Population	Total Retail Sales	Town Per Capita Sales	State Per Capita Sales	Pull Factor
Small Towns (Population 0-999)						
Creede	Mineral	295	\$ 17,508,436	\$ 59,351	\$ 33,509	1.77
Naturita	Montrose	530	\$ 16,502,627	\$ 31,137	\$ 33,509	0.93
Lake City	Hinsdale	369	\$ 13,310,113	\$ 36,071	\$ 33,509	1.08
Ridgway	Ouray	972	\$ 44,678,878	\$ 45,966	\$ 33,509	1.37
South Fork	Rio Grande	365	\$ 29,551,997	\$ 80,964	\$ 33,509	2.42
Red Cliff	Eagle	279	\$ 5,358,571	\$ 19,206	\$ 33,509	0.57
Crawford	Delta	409	\$ 3,982,750	\$ 9,738	\$ 33,509	0.29
Norwood	San Miguel	554	\$ 16,640,020	\$ 30,036	\$ 33,509	0.90
Poncha Springs	Chafee	774	\$ 30,636,828	\$ 39,582	\$ 33,509	1.18
Saguache	Saguache	480	\$ 7,883,506	\$ 16,424	\$ 33,509	0.49
Median Pull Factor for Comparable Small Towns						1.00
Dolores	Montezuma	962	\$ 17,468,487	\$ 18,159	\$ 33,509	0.54
Dove Creek	Dolores	695	\$ 18,664,536	\$ 26,855	\$ 33,509	0.80
Ignacio	La Plata	730	\$ 30,861,587	\$ 42,276	\$ 33,509	1.26
Rico	Dolores	253	\$ 1,949,370	\$ 7,705	\$ 33,509	0.23
Silverton	San Juan	642	\$ 20,143,459	\$ 31,376	\$ 33,509	0.94
Medium Towns (Population 1,000-5,000)						
Minturn	Eagle	1,052	\$ 36,799,317	\$ 34,980	\$ 33,509	1.04
Cedaredge	Delta	2,162	\$ 30,175,586	\$ 13,957	\$ 33,509	0.42
Olathe	Montrose	1,796	\$ 35,708,231	\$ 19,882	\$ 33,509	0.59
Paonia	Delta	1,650	\$ 20,719,509	\$ 12,557	\$ 33,509	0.37
Crested Butte	Gunnison	1,580	\$ 187,340,521	\$ 118,570	\$ 33,509	3.54
Ouray	Ouray	993	\$ 38,398,468	\$ 38,669	\$ 33,509	1.15
Mountain Village	San Miguel	1,379	\$ 86,421,159	\$ 62,669	\$ 33,509	1.87
Telluride	San Miguel	2,480	\$ 186,801,923	\$ 75,323	\$ 33,509	2.25
Palisade	Mesa	2,692	\$ 46,061,805	\$ 17,111	\$ 33,509	0.51
Orchard City	Delta	2,997	\$ 11,269,608	\$ 3,760	\$ 33,509	0.11
Median Pull Factor for Comparable Medium Towns						0.82
Bayfield	La Plata	2,573	\$ 300,544,111	\$ 116,807	\$ 33,509	3.49
Mancos	Montezuma	1,407	\$ 23,148,392	\$ 16,452	\$ 33,509	0.49
Pagosa Springs	Archuleta	1,804	\$ 238,849,454	\$ 132,400	\$ 33,509	3.95
Large Towns (Population 5,001- 20,000)						
Montrose	Montrose	19,008	\$ 853,152,049	\$ 44,884	\$ 33,509	1.34
Alamosa	Alamosa	9,285	\$ 546,545,317	\$ 58,863	\$ 33,509	1.76
Delta	Delta	8,769	\$ 333,667,775	\$ 38,051	\$ 33,509	1.14
Fruita	Mesa	12,674	\$ 186,008,389	\$ 14,676	\$ 33,509	0.44
Gunnison	Gunnison	6,184	\$ 325,811,002	\$ 52,686	\$ 33,509	1.57
Carbondale	Garfield	6,646	\$ 199,658,709	\$ 30,042	\$ 33,509	0.90
Avon	Eagle	6,536	\$ 485,868,012	\$ 74,337	\$ 33,509	2.22
Rifle	Garfield	9,359	\$ 483,007,810	\$ 51,609	\$ 33,509	1.54
Steamboat Springs	Routt	12,399	\$ 782,300,783	\$ 63,094	\$ 33,509	1.88
Glenwood Springs	Garfield	9,909	\$ 1,308,196,774	\$ 132,021	\$ 33,509	3.94
Median Pull Factor for Comparable Large Towns						1.56
Cortez	Montezuma	8,727	\$ 522,856,433	\$ 59,913	\$ 33,509	1.79
Durango	La Plata	18,228	\$ 1,589,684,450	\$ 87,211	\$ 33,509	2.60
Colorado	All	5,456,584	\$ 182,845,245,000	\$ 33,509	\$ 33,509	1.00