



Reignite Our Economy

REGIONAL ISSUES SUMMIT NOVEMBER 10, 2020

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IF 2020 WAS A SCENTED CANDLE...



Economic Situation

What the Data is Telling Us

To create a tool to track the economic recovery in Northern Colorado, we selected a set of indicators that represent critical aspects of the local economies, are based on data that is accessible in a useable format, and updated frequently with little lag time.

The selected indicators are updated at least monthly with no more than a two-month lag and are primarily available at the county level. They provide almost real-time insights about economic conditions and recovery status.

They address the following questions:

Are residents engaged in engaged in the labor market and do they have jobs?

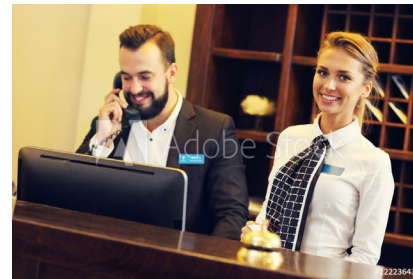
Are regional businesses able to maintain their workforce? Are they hiring?

Are consumers spending money in our economy?

Are visitors coming back?

Is our real estate market stable? Are businesses closing and leaving unoccupied commercial spaces?

Is the construction industry active and purchasing materials to support future growth?



INDICATOR	STATUS	TREND
Initial Unemployment Claims	Elevated	↓
Continued Unemployment Claims	Elevated	↓
Unemployment Rate	Elevated	↓
Labor Force	Low	↔
Job Postings	Low	↑
Local Merchant Sales	Low	↑
Retail Sales	Mixed	↑
Hotel Occupancy and Revenue	Low	↑
Median Home Price	High	↑
Commercial Vacancy Rates	Elevated	↑
Building Materials Use Tax	High	↔

EMPLOYMENT | Initial Claims

	CURRENT SEP 19, 2020	COMPARISON TO 2019 AVERAGE	LOW	HIGH
Northern Colorado	547	2.7x	203 Mar 7	9,026 Mar 28
Larimer	260	2.5x	96 Mar 7	5,505 Mar 28
Weld	287	2.8x	107 Mar 7	3,539 Apr 4

What: Unemployment Insurance (UI) Initial Claims are the number of people who have filed a claim after a separation from an employer, requesting determination of eligibility for the UI program.

Why: Initial claims are a leading indicator that are sensitive to emerging labor market trends. The comparison with the 2019 Weekly Average shows how many times greater the weekly claims were than the average for the weekly claims in 2019.

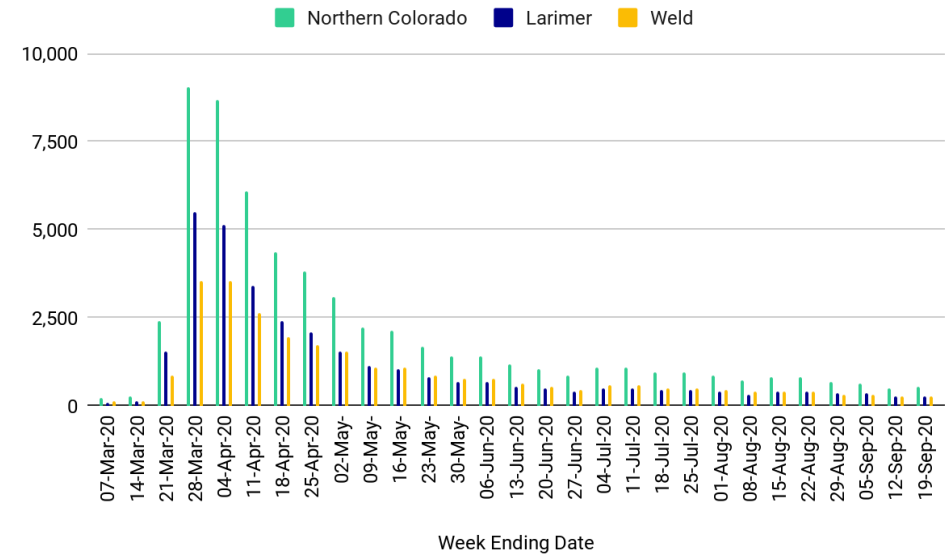
Summary: The number of individuals filing initial claims peaked at the end of March and early April and has been steadily declining. However, the number of initial claims each week remains more than twice the 2019 weekly average. This means that there is still a high number of individuals that are being laid off or furloughed.

Source: Colorado Department of Labor and Employment

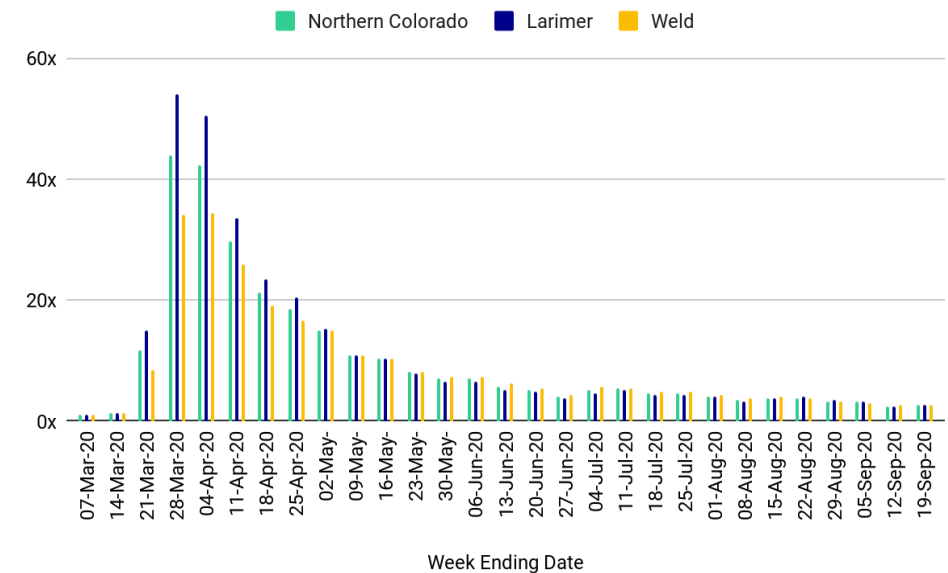
Frequency: weekly, 2-week delay

Updated: 10/8/2020

UI Initial Claims



UI Initial Claims: Comparison with 2019 Weekly Average



EMPLOYMENT | Continued Claims

	CURRENT SEP 19, 2020	COMPARISON TO 2019 AVERAGE	LOW	HIGH
Northern Colorado	15,185	8.3x	2,171 Mar 7	26,037 May 9
Larimer	7,257	9.3x	1,120 Mar 7	14,860 May 2
Weld	7,928	9.7x	1,051 Mar 7	11,338 May 9

What: Unemployment Insurance (UI) Continued Claims is the number of people who have already filed an initial claim and who have experienced a week of unemployment and then filed a continued claim to claim benefits for that week of unemployment. Continued claims data are based on the week of unemployment, not the week when the initial claim was filed.

Why: Continued claims represents the total number of individuals claiming benefits any given week, not just the newly unemployed. The comparison with the 2019 Weekly Average shows how many times greater the weekly claims were than the average for the weekly claims in 2019.

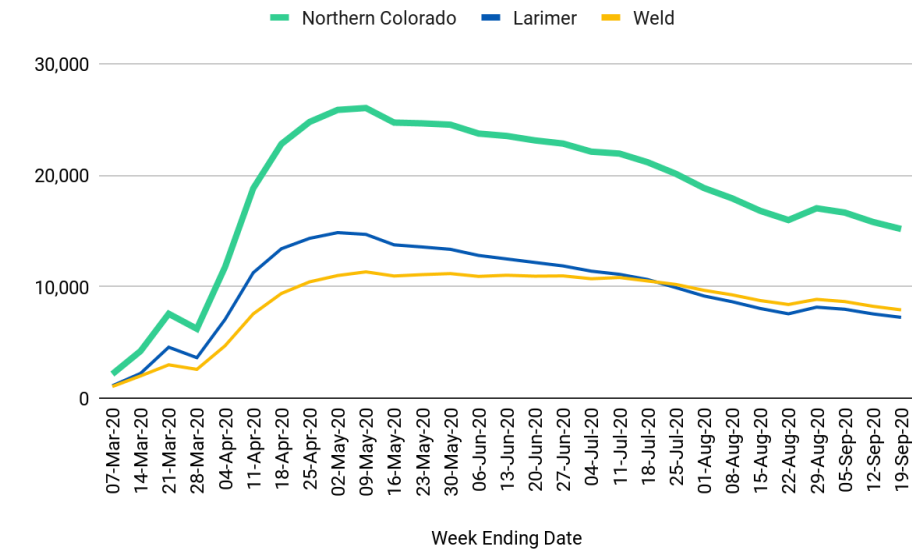
Summary: Continued claims peaked in early May but continue to be 8 to 9 times higher than the 2019 weekly average.

Source: Colorado Department of Labor and Employment

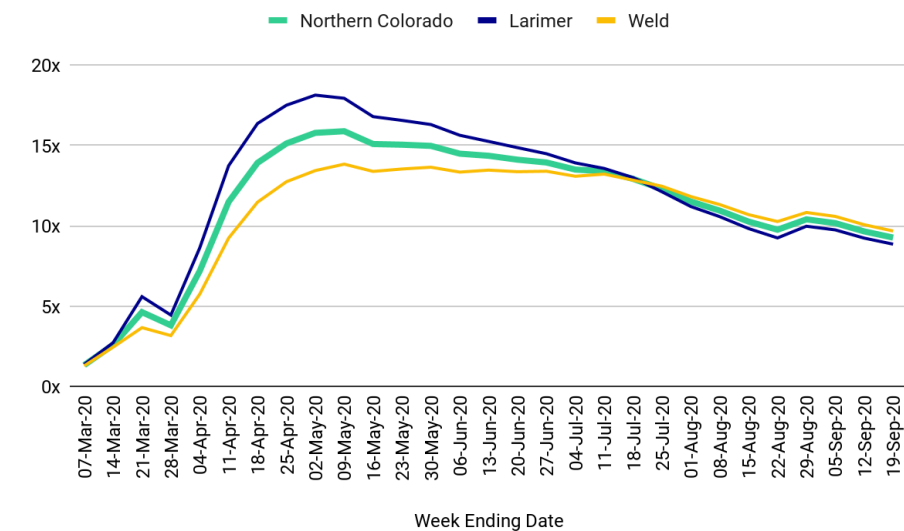
Frequency: weekly, 2-week delay

Updated: 10/8/2020

UI Continued Claims



UI Continued Claims: Comparison with 2019 Weekly Average



EMPLOYMENT | Unemployment Rate

	CURRENT AUG 2020	COMPARISON TO 2019 AVERAGE	LOW	HIGH
Northern Colorado	6.0%	+3.6 percentage pts	2.6% Jan	10.6% Apr
Larimer	5.6%	+3.2 percentage pts	2.5% Jan	11.1% Apr
Weld	6.6%	+4.0 percentage pts	2.7% Jan	10.1% Jun

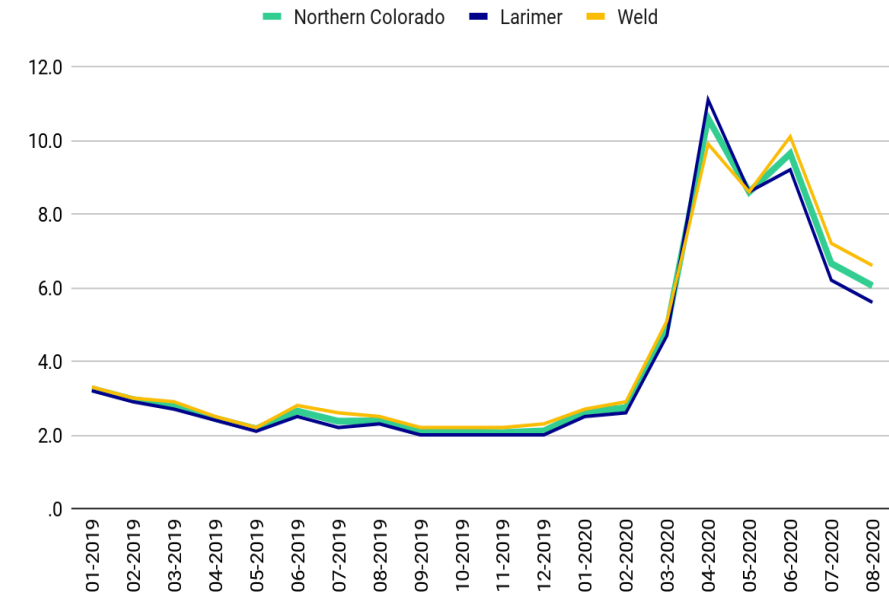
What: The unemployment rate measures the percent of people who are jobless, looking for a job, and available for work as a percent of the labor force.

Why: The unemployment rate is an indicator of access to economic opportunity. High unemployment represents a loss of jobs and a loss of income, which impacts economic self-sufficiency and influences consumer expenditures.

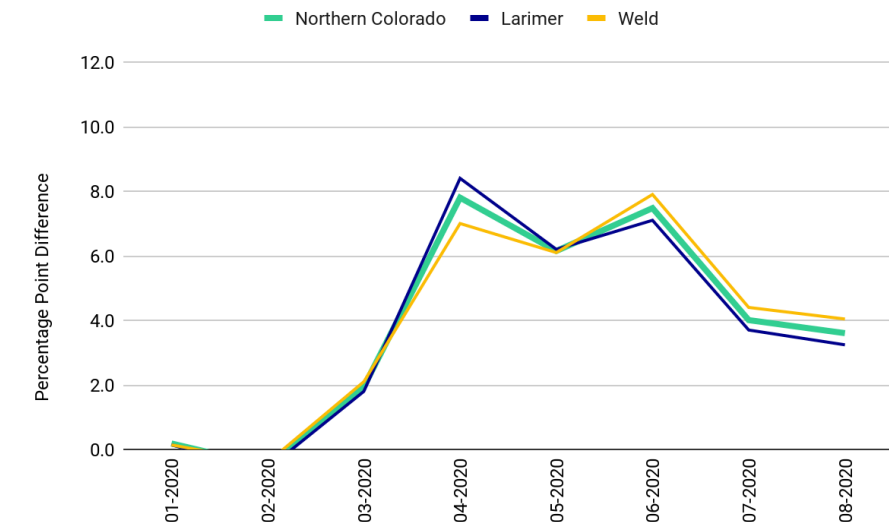
Summary: While the unemployment rate peaked in Larimer County in April, it peaked in Weld County in June. After rising about 8 percentage points higher than the monthly average in 2019, the unemployment rate has been steadily declining since these peaks.

*Source: US Bureau of Labor Statistics
Frequency: monthly, 2-month delay
Updated: 10/8/2020*

Unemployment Rate



Unemployment Rate: Difference from 2019 Monthly Average



EMPLOYMENT | Civilian Labor Force

	CURRENT AUG 2020	COMPARISON TO 2019 AVG.	LOW	HIGH
Northern Colorado	364,453	-3.2%	364,405 Jul	381,624 Feb
Larimer	198,592	-3.8%	198,592 Aug	209,794 Feb
Weld	165,861	-2.4%	164,491 Apr	172,414 Feb

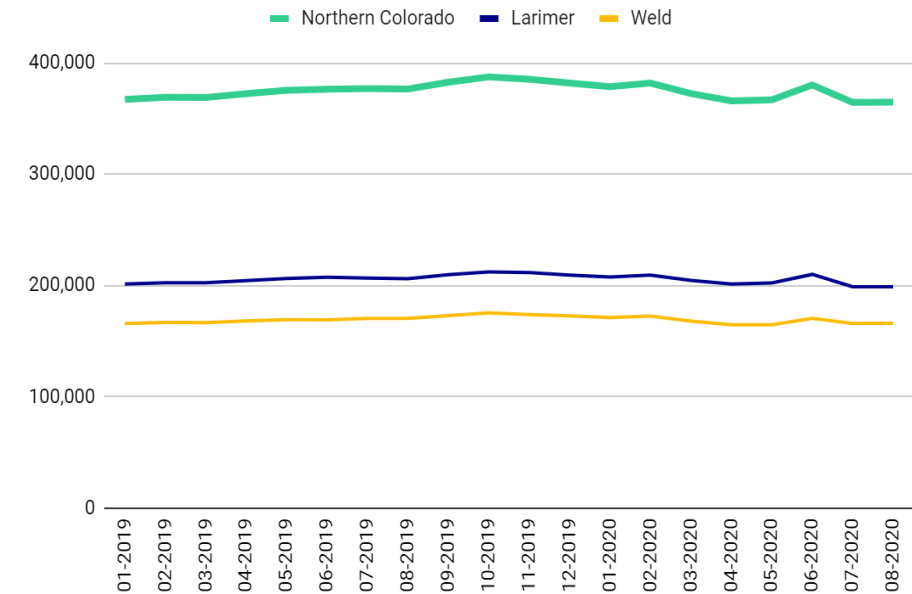
What: The labor force consists of the employed (people with jobs) and the unemployed (people who are jobless, looking for a job, and available for work).

Why: Changes in the labor force can measure worker encouragement or discouragement. During normal years, the labor force is fairly stable. However, during periods of economic uncertainty and job losses, workers can become discouraged and choose not to participate in the labor force. When conditions improve, workers may be drawn back into the labor force.

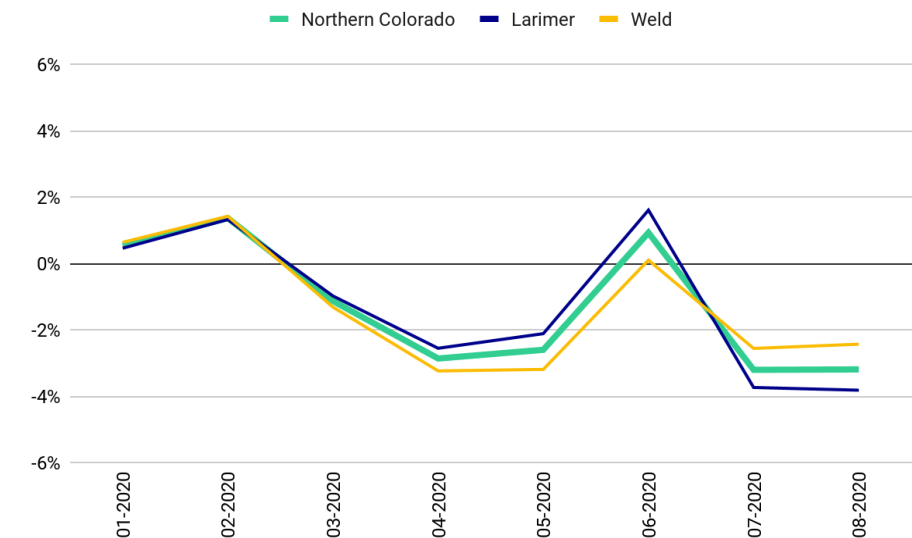
Summary: At the beginning of the pandemic, many workers dropped out of the labor force. Although workers re-entered in June, the recovery was temporary and the labor force in July and August contracted once again.

Source: US Bureau of Labor Statistics
Frequency: monthly, 2-month delay
Updated: 10/8/2020

Labor Force



Labor Force: Percent Difference from 2019 Monthly Average



EMPLOYMENT | Unique Job Postings

	CURRENT SEP 2020	COMPARISON TO 2019 AVERAGE	LOW	HIGH
Northern Colorado	20,264	-12.3%	17,409 Apr	23,722 Jan
Larimer	11,550	-7.2%	10,219 Apr	13,637 Jan
Weld	8,714	-18.2%	7,190 Apr	10,085 Jan

What: The job postings in this dataset are those considered to be unique and “active,” meaning they are currently available online and are open for applications.

Why: Job postings are a leading indicator of emerging labor market trends. They are a measure of recruitment marketing by employers purportedly looking to fill job vacancies. Higher levels of job posting activity can be indicative of heightened hiring activity in a labor market and vice versa.

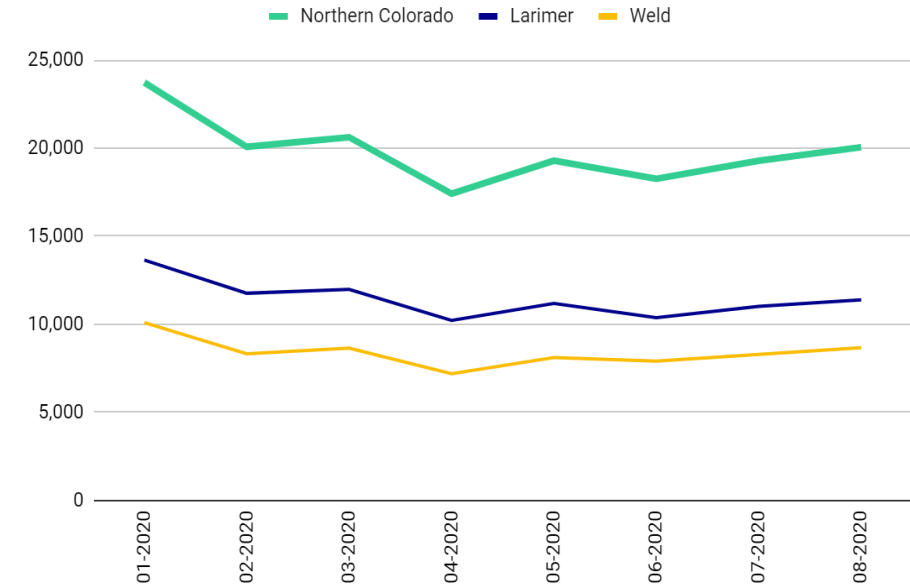
Summary: In April, job posting activity bottomed out. Since then, posting activity has picked up but remains below the 2019 monthly average.

Source: Emsi.

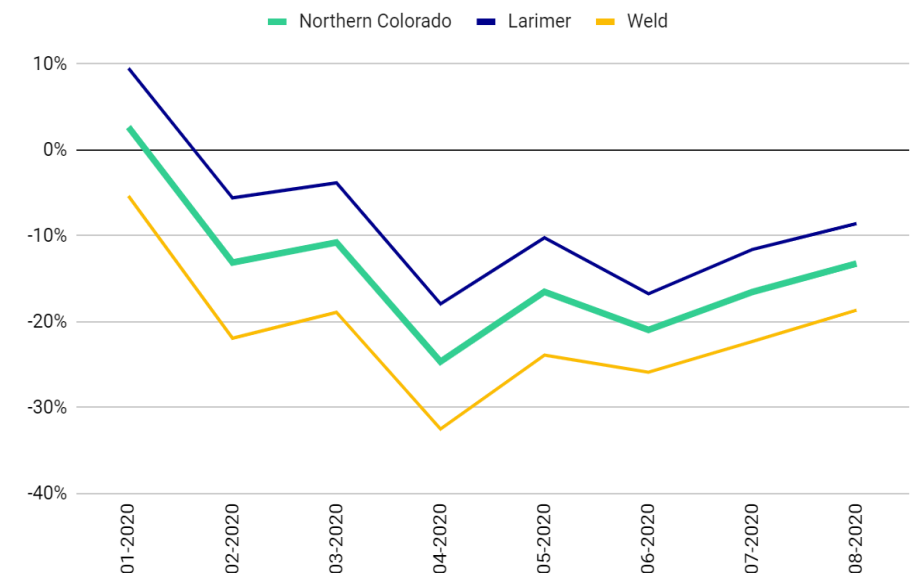
Frequency: monthly, **no** delay

Updated: 10/8/2020

Job Postings



Job Postings: Percent Difference from 2019 Monthly Average



SMALL & LOCAL BUSINESS | Local Merchant Sales

	CURRENT SEP 20	COMPARISON TO 2019 WEEKLY AVERAGE	LOW	HIGH
Northern Colorado	n/a	n/a	n/a	n/a
Larimer	-13.9%	n/a	-37.7% Apr 2	6.0% Mar 14
Weld	-5.7%	n/a	-38.5% Apr 1	3.1% Jan 26

What: Local merchant sales are represented by the seasonally adjusted credit/debit card spending (7-day moving average) relative to January 4-31 2020.

Why: These figures are indicators of revenues of local retailers and can be a signal of the health of local establishments in the face of mounting competition with online retailers.

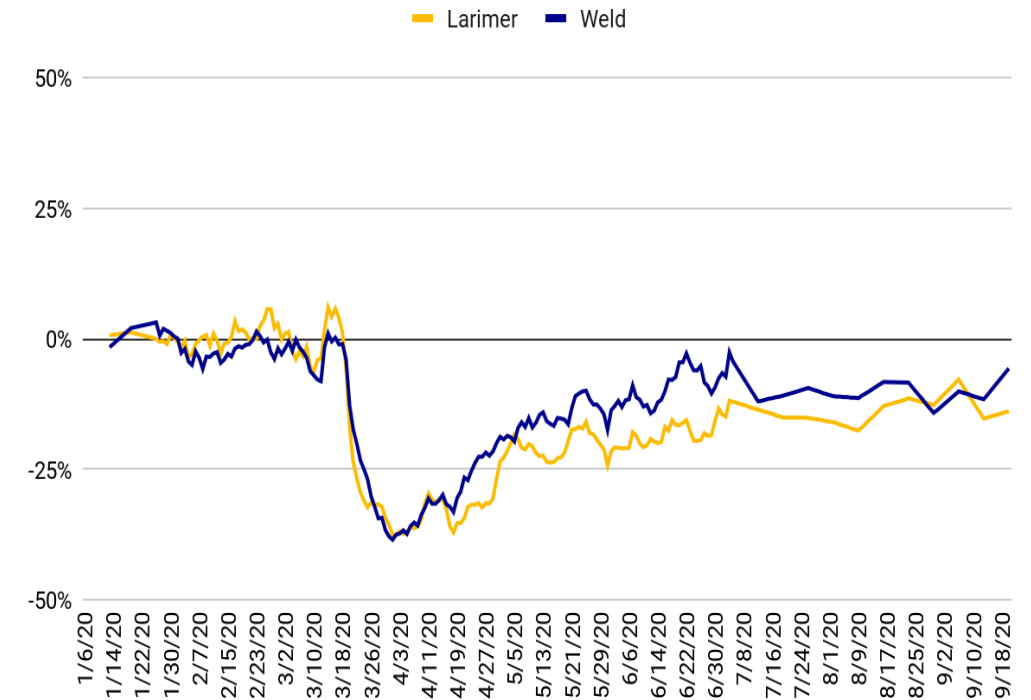
Summary: Local merchant sales fell dramatically in March and early April and gradually recovered as the economy re-opened. Sales continue to be lower than they were in January 2020 - Larimer County is almost 14% lower and Weld County is almost 6% lower.

Source: Affinity Solutions via Opportunity Insights Economic Tracker.

Frequency: weekly, 1-week delay

Updated: 10/8/2020

Local Merchant Sales: Comparison to January 2020 Average



RETAIL & HOSPITALITY | Retail Sales

	CURRENT JUL 2020 (MILLIONS)	COMPARISON TO SAME MONTH IN 2019	LOW	HIGH
Northern Colorado	\$2,114.9	-1.3%	\$1,682.5 Apr	\$2,274.8 Jun
Larimer	\$1,131.1	+10.2%	\$806.2 Apr	\$1,204.3 Jun
Weld	\$983.7	-11.9%	\$876.3 Apr	\$1,176.6 Jun

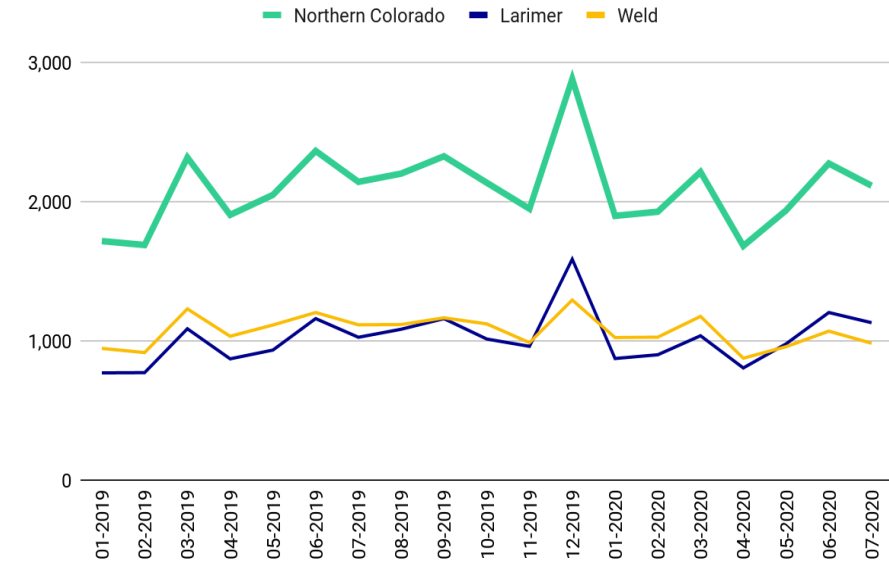
What: Retail sales are an indicator of consumer spending. As of 2019, retail sales are reported as of the location of the purchaser, which would include any online purchases shipped to locations in Larimer and Weld Counties.

Why: Consumer spending accounts for about 70% of the US economy; thus, retail sales can be an important indicator of the general health of an economy. In addition, local governments derive much of their tax revenue from retail sales. In this way, retail sales are an indicator of the health of the public sector.

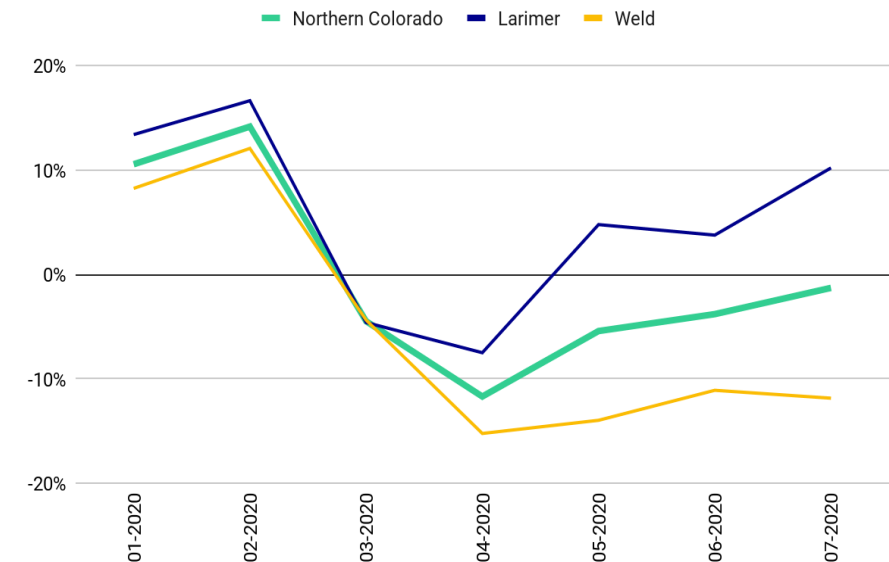
Summary: In Larimer County, retail sales bottomed out in April and have since surpassed 2019 levels. In Weld County, retail sales also bottomed out in April but remain lower than 2019 levels.

*Source: Colorado Department of Revenue
Frequency: monthly, 2-month delay
Updated: 10/8/2020*

Retail Sales



Retail Sales: Percent Difference from Same Month 2019



RETAIL & HOSPITALITY | Hotel Occupancy

	CURRENT AUG 2020	COMPARISON TO SAME MONTH IN 2019	LOW	HIGH
Estes Park	70.4%	-13.0%	7.0% Apr	71.1% Jul
Fort Collins	62.1%	-23.9%	14.8% Apr	62.1% Aug
Greeley	52.0%	-37.3%	31.9% Apr	68.6% Feb
Longmont	44.3%	-44.8%	14.4% Apr	44.8% Feb
Loveland	52.6%	-39.3%	19.7% Apr	57.4% Feb

What: The hotel occupancy shows the percent of open hotel rooms that are occupied.

Why: The hotel occupancy rate is an indicator of the performance of the hospitality sector. It shows capacity utilization and reflects the visitation level to these destinations. The hospitality sector, a major employment sector, also generates visitor spending which supports other sectors.

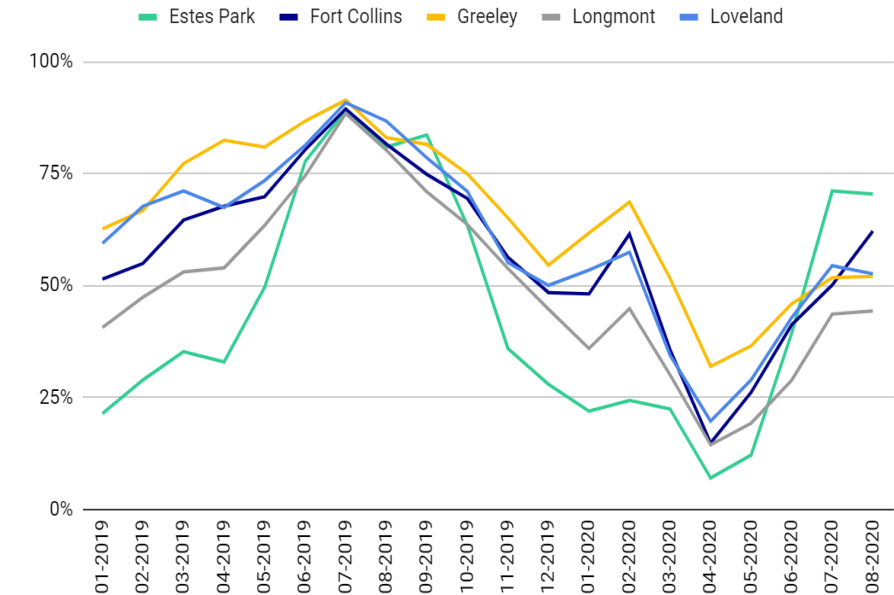
Summary: The hotel occupancy rate declined dramatically in April 2020 and recovered somewhat by August but still remains between 13% (Estes Park) and 45% (Longmont) lower than 2019 rates.

Source: Rocky Mountain Lodging Report, Colorado Hotel and Lodging Association

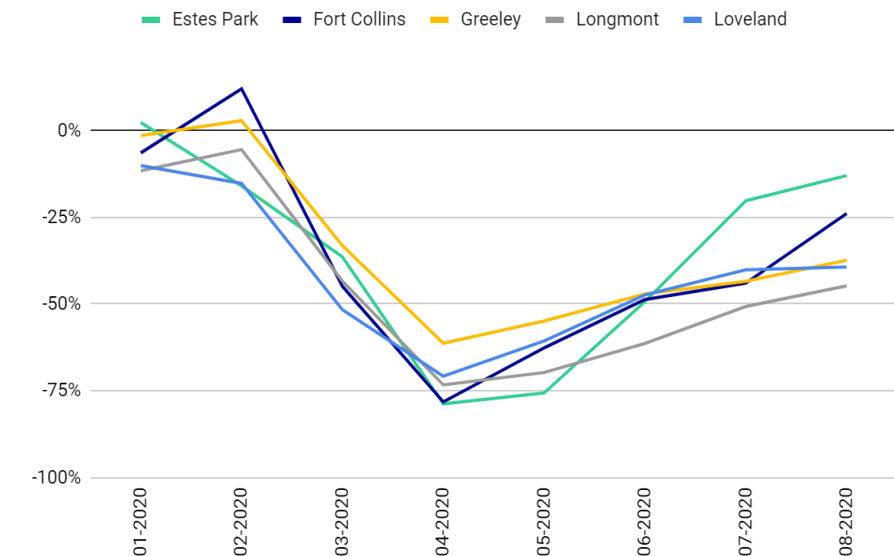
Frequency: monthly, 1-month delay

Updated: 10/8/2020

Hotel Occupancy



Hotel Occupancy: Percent Difference from Same Month 2019



Response, Recovery, Reopening

Your One Stop Shop for Recovery Information in Northern Colorado

The intent of NoCoRecovers.com is to provide a single source of up-to-date information on potential funding resources available to support the business community of Northern Colorado.

RESOURCE HUB

NOCO SAFETY SUPPLY



A marketplace for Northern Colorado small business safety gear

NoCoSafetySupply.com is a resource exchange for PPE, cleaning, and safety supplies for businesses and the workplace in response to the increased demand from the COVID-19 pandemic.

Post what you have or what you need to keep Northern Colorado employees and workplaces safe.

Quick Links

Find a Supplier

Add a Supplier

Find a Request

Add a Request

Created by



FOR FORT COLLINS

Keeping Fort Collins Strong with Resources for Businesses & Community Members

Tools for Businesses

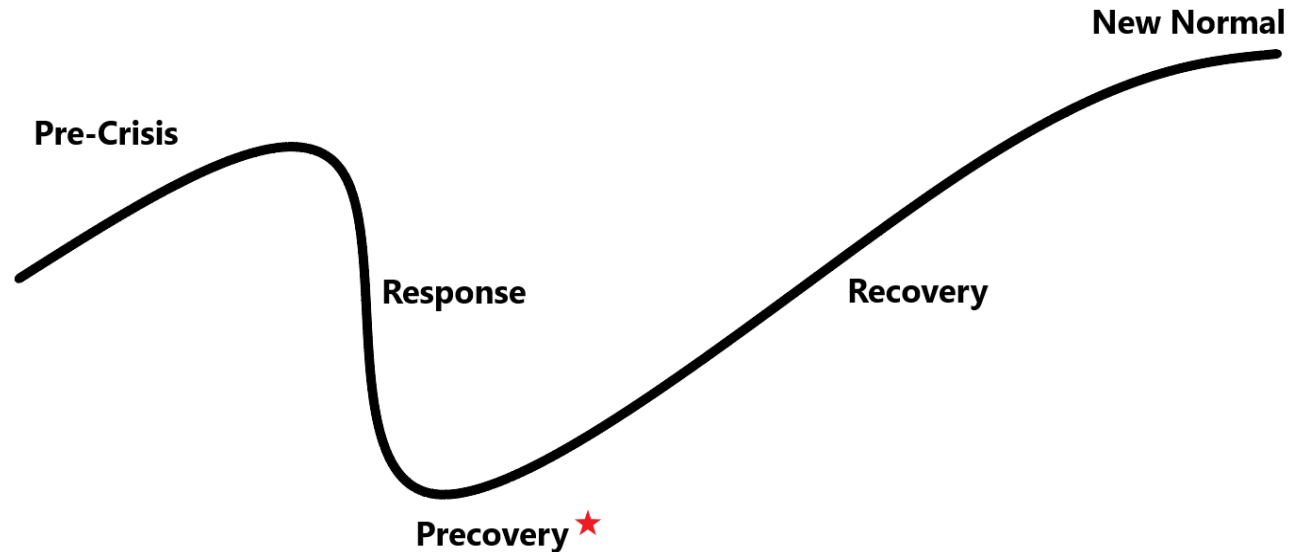
How You Can Help



Reignite, Rebuild

Reignite Northern Colorado

- Late May - Reignite Northern Colorado economic development planning
- Mission: create a plan to replace the regional domestic product and jobs lost during the government response to the covid-19 pandemic



Reignite Northern Colorado

PRINCIPLES FOR SUCCESS

- Re-instill confidence.
- This work is both practical and symbolic.
- We all have a vested interest.
- Be data and experience driven.
- Focus on Economic Recovery.
- Focus on resilience.
- Re-open Economic Drivers.
- Do no harm.
- Avoid being short-sighted.
- Let form follow function.

NORTHERN COLORADO REGIONAL COVID-19 RESPONSE & RECOVERY MAP

NOCORECOVERS.COM

RESPONSE

- Business Support Partners
- Business Communication Group
- Larimer County Collaborative
- Economic Development Partners

EXISTING COLLABORATION

- Business Retention & Expansion Partnership
- Talent 2.0
- NoCo Regional Economic Development Initiative

ADVOCATE

- Northern Colorado Legislative Alliance
- Northern Colorado Prospers
- NoCo Strong

FUNDING

- ⚙ Federal Government
- ⚙ State Government
- ⚙ Local Government
- Private Funders

TOOLS

- NoCoRecovers.com
- NoCoSafetySupply.com
- #KeepNoCoOpen

- PUBLIC/PRIVATE PARTNERSHIP
- PRIVATE
- ⚙ PUBLIC

PHASE 1
ANALYZE & UNDERSTAND

PHASE 2
BUSINESS ENGAGEMENT

PHASE 3
STRATEGY DEVELOPMENT

PHASE 4
RECOVERY PLAN EXECUTION

REIGNITE NORTHERN COLORADO

Strategically lead and align resources around the development and implementation of an economic plan to mitigate the economic impacts of COVID-19.

RESPONSE

Business Support Partners
Coordinate response efforts between biz associations and public health.

Business Communication Group
Align, Collaborate and support regional business messaging between economic developers and public health.

Larimer County Collaborative
Cross-sector initiative working together to help the region recover

Economic Development Partners
Strategically lead and align resources and activities.

EXISTING COLLABORATION

Business Retention & Expansion Partnership
Planned and coordinated to gain greater engagement with the business community.

Talent 2.0
Support and strengthen the area's workforce development system

NoCo Regional Economic Development Initiative
Increase the region's economic resilience and improve the business ecosystem.

ADVOCATE

Northern Colorado Legislative Alliance
Lead and influence policy on issues affecting business interests.

Northern Colorado Prospers
A 5-year regional strategic initiative of the Fort Collins Area Chamber of Commerce.

NoCo Strong
Platform for collaboration and sharing by elected officials.

FUNDING

Federal Government
Funding to support economic recovery provided by the Federal Government.

State Government
Funding to support economic recovery provided by the State Government.

Local Government
Funding to support economic recovery provided by local government entities.

Private Funders
Funding provided by private groups, foundations or organizations.

TOOLS

NoCoRecovers.com
NoCoRecovers.com provides up-to-date information on potential funding resources.

NoCoSafetySupply.com
NoCoSafetySupply.com is a resource exchange for PPE, cleaning, and safety supplies for businesses and the workplace.

#KeepNoCoOpen
This hashtag was created to make easier to find information related to economic recovery in Northern Colorado.



Pivot Larimer County

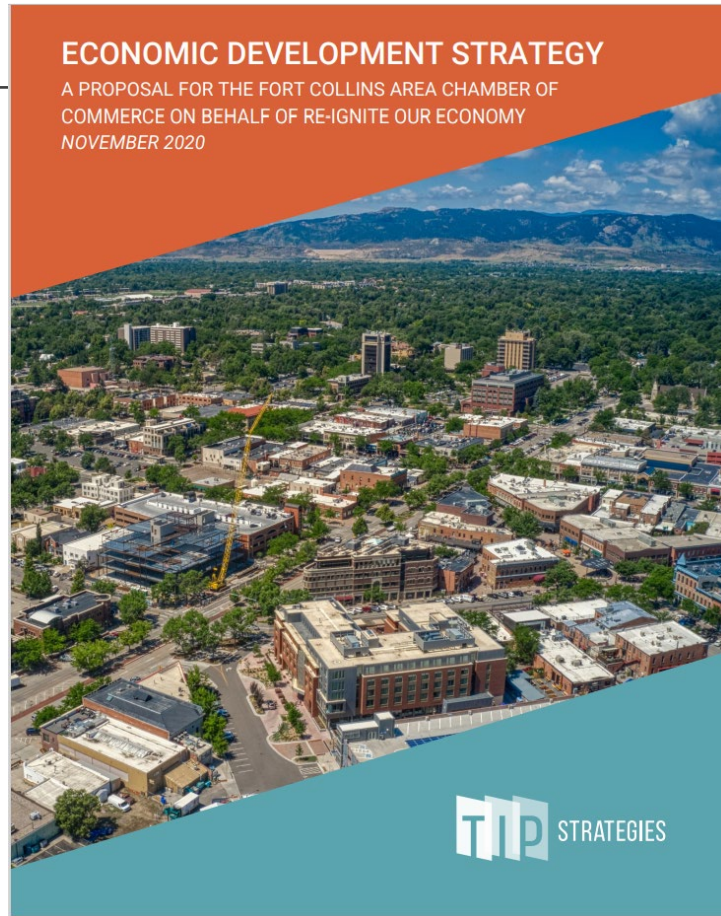
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// Help your business become resilient in the face of major change

Economic Plan



Economic Plan

- What is the current economic situation of the Larimer-Weld County region (the “two-county region”), including impacts caused by COVID-19 on the current economy?
- What national trends are impacting the two-county region? For instance, is there actually an in-migration of people and companies leaving the West Coast or is that a myth? How does the two-county region compare to similar regions?
- Where is the two-county region headed, again factoring in impacts from COVID-19?
- Where should the two-county region be going? Are there new opportunities presented by the economic impacts of COVID-19?
- How does the region get there? This involves both the economic strategy and how the region organizes its economic development efforts to implement that strategy.

The 80% Economy

Lack of vaccine = a cautious public = reduced economic activity = slower economic recovery (80% economy)

- Short-term wide disruption of **business models** with long-term implications - retail, health care, manufacturing supply chains, higher education, airlines, etc.
- **CSU** huge part of economy
- **Childcare** is a significant workplace impediment if schools do not fully reopen
- Some American **manufacturers** rethinking supply chains and places with bad business climates (ex. Seattle's new payroll tax on employers) represent opportunity
- **Residential real estate** will be fine. Under-built market, lots of demand
- **Office** disrupted short-term as remote work seen as viable option for some; long-term impacts unknown
- **Government** revenues down

The Longer-term Economy

- Prior to Covid-19 had strong economy
- Some economic drivers damaged – some short-term, some long-term
- Probably several years to fully recover
- Data-driven
- Intentional in economic development planning

“Things turn out the best for the people who make the best of the way things turn out.”
– John Wooden