Prowers County

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Overview of the Presentation

1. What are the main problems that Prowers County faces that we seek to resolve

2. What are the strengths of Prowers County

3. What is the general trend that it has shown

4. Lastly, how does this all contribute to potential growth in the future
BACKGROUND

Prowers county Location: (SE) Colorado

County is made up of 5 cities: Lamar, Holly, Grenada, Wiley, and Hartman


Over the years, Significant decrease in Prowers county population

Median household income from 2012-2016 grew approximately 214% ranging from $40,179-$41,037.

Unemployment rate: 2.2% (2018)
Agriculture is the backbone of Prowers county. Extremely stable that it withstood the 2008 economic recession losing a minute amount of jobs.

Total Jobs: As of 2017, there were 6030 jobs.
Manufacturing: 333 (2017)
Agriculture: 920 (2017)

We observed Total Jobs in Prowers County is constantly declining (7283-6030)
POVERTY LINE

Poverty rate: 20.6% live below poverty line in Prowers

- Mostly Ages between:
  - (Male 6-11, female 18-24 and female less than 5)

According to FRED Economic Data

- 2000: 2,600 individuals
- 2008/2010: 3000 individuals (GR probably)
- 2015: 2250 individuals (18.75%)
- 2018: 2496 individuals (20.6%)
  - The numbers keep fluctuating in the last decade.

https://fred.stlouisfed.org/series/PEAACO08099A647NCEN
NET MIGRATION

POPULATION % CHANGE: -3.8%
Age Profile

From 1990 to 2010 (excluding forecasts)

- Youth: dropped 14%
- Young Adults: dropped 19%
- Adults: grew 21%
- Seniors: grew 12%
Assets

- Lamar Community College
- Main Street in Lamar
- Highway Traffic
- Affordable Living
Lamar Community College

- Just over 1,000 students
- Employ around 120 people
- Enrollment rate increased last year due to struggles over last decade
- Economic Benefits:
  - $33 million increase in spending from students alone
  - $5.9 million added income through their employment
Main Street in Lamar

- Lamar has been a Colorado main street program until 2016.
- Accomplishment:
  1. Create a healthy non-profit organization.
  2. Raise awareness of the benefits of historic preservation and improve the aesthetics of Lamar.
  3. Enhance Main street’s physical appeal.
  4. Market a positive image of downtown.
  5. Improve the business climate and encourage reinvestment.
Highway Traffic

- American Discovery Trail
- Santa Fe Trail
- Highway 287 and 50
- (Ports to Plains Highway)
Affordable Living

Housing Prices

- Median property value: $88,100
- Median rent: $633 per unit
Reasons to live in Prowers County

1. Middle of everywhere
2. Colorado’s most affordable place to live
3. Strong in Education
4. Healthy community
Resiliency

Key indicators of Prowers County

- Total Jobs
- Income
- Wage Salaried Workers
- Proprietors
- Establishments
  - Retail Sector
  - Food and Accommodation
  - Health Care and Social Services
Total Jobs

Prowers
Growth Rate: -1.9%

Colorado
Growth Rate: 1.2%

United States
Growth Rate: 1.0%
Income Per Capita

Prowers
Growth Rate: 3.7%

Colorado
Growth Rate: 2.9%

United States
Growth Rate: 3.1%
Wage Salaried Workers

Prowers
Growth Rate: -1.6%

Colorado
Growth Rate: 1.1%

United States
Growth Rate: 0.5%
Proprietors

Prowers
Growth Rate: -0.5%

Colorado
Growth Rate: 1.9%

United States
Growth Rate: 2.8%
Retail Sector

This was the most dynamic sector in terms of births and deaths of establishments

- Since 2007 Prowers had a total of 21 births and 26 deaths in the Retail sector
- Since 2001 a decrease of 161 total jobs
- Proprietor Jobs fell by 30 since 2001
Health Care and Social Services

This is the second most Dynamic Sector as far as births and deaths

- Since 2007 there have been 11 births and 14 deaths in this sector
- There has been a loss of 21 proprietors
- However it has increased by 92 total jobs since 2001
- Also there was an increase of 119 wage salaried jobs
Food and Accommodation

The Third most dynamic as far as births and deaths of establishments

- Since 2007 there were 9 births and 12 deaths in establishments
- Only a decrease in 23 total jobs since 2001
- Proprietors have maintained an average 13 proprietors over the years
So What?

Key Issues

- Aging Population
- Negative Net Migration
- Decrease in Total Jobs
- Poverty

Suggested Action

- Attract & Retain Steady Growth
Attract

Highway Traffic

- Increase amount of motels, restaurants, or rest stops

Main Street Appearance

- Investing and refurbishing downtown Lamar
- Retail, Health care/Social Services, and Food/Accommodation
Retain Steady Growth

Affordable Housing
WORKS CITED


