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Lovington MainStreet: Community Economic Assessment

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LOVINGTON MAINSTREET: COMMUNITY ECONOMIC ASSESSMENT

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TABLE OF CONTENTS

TABLE OF TABLES

TABLE OF FIGURES

LOVINGTON – COMMUNITY ECONOMIC ASSESSMENT

1. **Demographics:**[1] Lovington's population growth has been essentially flat since at least 1990, but the proportionately large share of youth suggests some possibility of relief, especially in labor markets, in coming years. However, low levels of educational achievement and an extreme lack of housing will continue to present challenges.

   a. The population of the city of Lovington is about 9,500, up slightly from 9,322 in 1990. The average household size of 2.75 is relatively large compared to Lea County (2.66) and the state (2.57). According to ESRI Business Analyst™ data, the population grew very slowly (.04 percent) between 2000 and 2006, and is expected to decline slightly between 2006 and 2011 (-.09 percent).

   b. The majority of Lovington's population (53%) is Hispanic (of any race), which is a higher percentage than either New Mexico's overall percentage (47%) or Lea County's (42%). The ethnic composition of Lovington's population is trending somewhat more rapidly than in other parts of the state or the U.S. toward an increased proportion of Hispanics and non-whites. A difficulty that Lovington faces is that a relatively large share of the Hispanic population remains linguistically isolated (4%).[2]

   c. The current structure of Lovington's population, by age, is characterized by a very high dependency ratio of 45 percent.[3] As in nearly all parts of the U.S., a large and growing share of Lovington's population is over 65, (11% in 1990, 13% in 2000). Yet, it is notable that a much larger share of the population is under 19 (32 percent), which is currently taxing the community structure, but should portend some relief of labor market constraints in coming years. In aggregate, the population of Lovington is generally younger than at the state level; the median age of Lovington residents is 31.3 vs. 35.2.

   d. The level of educational attainment in Lovington is lower than in both Lea County and the state. In 2000, the share of the population aged 25 and older without a high school diploma was twice as high as the state average (42 percent versus 21 percent) and nearly a third higher than the Lea County average (42 versus 33 percent). At

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[1] See **Table 1** in the Appendix.
[2] By U.S. Census Bureau definitions, a "linguistically isolated household" is one in which all members 14 years old and over speak a non-English language and also speak English less than "very well". (http://www.census.gov/prod/cen2000/doc/sf3.pdf, p. B-32.)
[3] The age dependency ratio is the ratio of the combined population under 18 and over 64 to the 18-64 year old population, which in general is indicative of the need for social support relative to the size of the working population. (American Community Survey and Population Estimates Program. http://factfinder.census.gov/home/en/epss/glossary_a.html.)

the other extreme, the share of the city's adult population with a Bachelors degree or higher is only half that of the state (11 percent versus 23 percent).

2. **Income:**[4] Lovington has a large number of working poor – average incomes are low, poverty is high – yet the unemployment rate is among the lowest in the state.

   a. The 2006 estimated per capita income in Lovington was $15,782, 28 percent (or about $6,000) lower than the New Mexico average and 9 percent lower than Lea County. Further inspection of the data suggests that low average incomes are principally the consequence of a disproportionately large number of households with the lowest levels of income, rather than an overall low rate of earnings. Twenty-three percent of Lovington households had incomes below $15,000, and another 23 percent of households earned between $15,000 and $30,000; for the state, the corresponding shares were 17 percent and 20 percent, respectively. By another measure, 22 percent of households in Lovington live in poverty, compared to 18 percent throughout New Mexico. By contrast, the percentage of households in Lovington earning between $30,000 and $50,000 exceeded the state share, 25 percent versus 22 percent.

   b. According to December 2008 data, the most recent available, unemployment in Lea County is only 2.5 percent, the second lowest rate of the 33 counties in New Mexico.[5] Historically, unemployment in Lea County is strongly (and negatively) correlated with the price of oil – higher oil prices drive up the demand for labor, reducing the rate of unemployment.[6]

   c. The conclusion that must be drawn from the above two factors – the persistence of poverty during periods of low unemployment – is that the benefits of higher oil prices do not reach the majority of the local population. Petroleum and mining-related industries employ about one-quarter of the workforce in Lea County, and pay about one-third of all wages, but the data seems to suggest that this money fails to create well-paying jobs in other sectors of the economy. Furthermore, higher oil prices may have the perverse effect of driving up costs of essential goods and services, such as housing, thus worsening the situation of many lower-income households in the region.

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[4] See **Table 1** in the Appendix.
[5] The source of data is the Bureau of Labor Statistics, Local Area Unemployment Statistics. Data is not available for towns with populations less than 25,000.
[6] For the period 1990-2007, the correlation between unemployment in Lea County and the price of oil is -.44, significant to more than 0.005 confidence.

3. **Housing:**[7] Lovington confronts a severe shortage of housing, but fortunately is distinguished from many other parts of the country in that it does not face the crises of foreclosure and abandonment.

   a. By most accounts, the supply of housing in Lovington is inadequate and the problem is becoming more pressing. In 2000, according to the U.S. Census Bureau's decennial census, there were 3,823 housing units in Lovington, with an average household size of 2.82. By comparison, the average household size was 2.63 in New Mexico and 2.59 throughout the U.S.

   a. The 2010 decennial census is likely to show that the shortage of housing in Lovington has worsened during the 10 year period since the last census. During the seven years from 2001-2007, 232 housing units were permitted for construction in Lovington, equal to an addition of 0.8 percent per year. This rate of construction is less than half of what would be necessary to only replace the aging stock, without allowing for any growth of the population. By comparison, the stock of housing in New Mexico grew by about 1.7 percent per year during the same seven year period.

   b. Related to the problem of housing scarcity, Lovington also faces a badly aging housing stock. Based on 2000 census and more recent building permit data, BBER estimates that more than 82 percent of all occupied housing in Lovington is more than 40 years old (built in or before 1979). By comparison, less than 55 percent of all housing units throughout New Mexico are 40 or more years old.

   c. The wild swings of the mid-decade real estate bubble had a relatively small impact on Lovington, with only minor increases in home building and comparatively modest appreciation in housing values. By the same token, the housing-based financial crisis impacting many parts of the country is likely to have significantly less of an impact on Lovington, as there is little over-supply of newly built homes.

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[7] See **Figures 1 and 2** in the Appendix.

Analysis of local housing markets is complicated by the difficulty of acquiring current and reliable data. In this analysis, we use several sources, each for specific purposes. The analysis of the housing stock (number, age, type and tenure of housing) is based on the 2000 C=census, now dated but still the most reliable complete count of housing. As the housing stock accumulates slowly, the age of the data is relatively unproblematic. BBER attempts to update the 2000 census counts with building permit data provided by the New Mexico Construction Industries Division and self-permitting agencies in individual communities throughout the state, including Lovington. These data are compiled and analyzed by BBER's Population Estimates and Projections program and Data Bank. The source of the housing price and sales data, which is very time sensitive, is data compiled by BBER from the Realtors Association of New Mexico, local boards and associations, the Multiple Listing Service (MLS), and the multi-board MLS. The MLS data does not reflect all activity in the market, and excludes owner-sold properties.

d. According to 2000 census data, the rate of homeownership in Lovington is relatively high – about 73 percent of households owned their home, compared to 70 percent throughout New Mexico and 66 percent throughout the U.S. Normally this is a positive indicator, suggesting investment by residents in the community. However, this statistic may also conceal a broader problem – the scarcity of affordable, high quality units available to renters. In 2000, the census reported that fewer than 5 percent of available housing units were in multifamily structures; a local realtor reports a limited inventory of apartment units. Without units available for rent, Lovington may be failing to attract new residents, some of whom, with time, may make a home in the town.

e. The scarcity of affordable, quality housing available for rent is especially problematic in a community so dependent on the oil and gas industry. As all of Lea County experienced during mid-decade, a boom in oil prices creates a near instantaneous demand for labor and, hence, housing. With the expectation that the earnings bump will be short term, few workers are willing to make the long-term investment in homeownership.

4. **Economy:**[8] Lovington is tightly integrated within the regional economy of Lea County. The industrial structure of the local economy is heavily dependent on companies proving services to oil fields. However, in a broader context, Lovington is very much a residential community, with its workforce employed primarily outside of the town. In 2006, an estimated 3,858 persons residing in Lovington were employed. For the same year, Lovington-based businesses employed 1,463, or about 37 percent of the workforce.

a. Trade area: **Figure 3** is a map of the city of Lovington and the surrounding region. Lovington is located less than twenty miles from Hobbs, which has population about three times the size of Lovington. Because of the size and proximity of Hobbs, residents of Lovington tend to make many of their larger shopping trips to the neighboring town. Similarly, many key services used by both Lovington households and businesses are based in Hobbs. Thus, the trade structure of Lovington businesses tends to favor lower-order goods purchased by local residents.[9] However, the description of Lovington as a residential community, with markets secondary to Hobbs, is incomplete. Unlike

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[8] See **Tables 2-4** and **Figure 4** for location quotient data and **Table 5** and **Figure 5** for gross receipts data.
[9] Economists and economic geographers order goods and services from lower- to higher-order. Lower-order goods are inexpensive, frequently purchased, and available in many locations: milk, gasoline, and barber shops are common examples. Middle-order goods include clothing, household goods, and furnishings. Higher-order goods include collectible art, jewelry, or specialized services such as medical surgery. An example may include an automobile, for which customer is willing to travel a greater distance to save on a rare but expensive purchase. Following the logic, a local economy is often analyzed in terms of the highest-order good or service that it offers.

most residential communities, Lovington's economy also features several businesses that provide higher-level industrial services to the regional economy, lending some stability to the community's finances.

b. <u>Location quotients</u>: Location quotients reflect the employment patterns of workers living in Lovington, rather than the jobs to be found in the city. By industry, the data show that Lovington residents are somewhat more likely to work in mining (oil and gas) than others in Lea County, and by extension nearly 12 times more likely to work in this industry than are others in New Mexico. Workers are also more likely to be employed in various services (including those indirectly connected to oil and gas) and educational services than others in either Lea County or New Mexico. By contrast, relatively few are employed in the construction, manufacturing, professional and technical, or retail sectors. In terms of occupations, residents of Lovington are disproportionately employed in education, transportation, and oil extraction-related occupations. Lovington residents are more likely than residents of the county or the state to be state government workers, to be self-employed, or to work for non-profits, and less likely to be local or federal government workers or employed by a private, for-profit business.

c. <u>Taxable gross receipts and pull factors</u>: on a net basis, Lovington tends to run slight surpluses in its exchanges with the rest of the state.[10] In 2007, the most recent year for which complete data is available, Lovington's businesses ran an exchange of about 5 percent, generating about $11 million in net inflows to the local economy.

   i. Strengths – the sectors that make the greatest contribution to this surplus are oil-service companies. Most notably, wholesalers of machinery, equipment, and industrial supplies pulled nearly $4 million into the local economy on a net basis. Similarly, petroleum producers brought in just over $19 million, on a net basis. Financial and insurance businesses also contributed to the net surplus, accounting for about $3.2 million.

   ii. Weaknesses – most other sectors of the town's economy run deficits in their regional exchanges. This pattern is consistent with the town's position as a residential community. The pull factor for retail businesses, for example, was 74 percent in 2007, resulting in a leakage of about $17 million from the local economy. Similarly, Lovington residents turn to other communities, primarily Hobbs, for most healthcare services (pull factor is 44 percent); construction services (69 percent);

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[10] Exchange surpluses are measured in terms of pull factors. A pull factor, based on 100 percent, indicates the value of sales made by local businesses relative to expenditures by local consumers. Pull factors are described in more detail in the Explanation of Tables section.

professional and technical services (19 percent); repair services (53 percent); and information-related services (51 percent).

d. The Lovington Economic Development Corporation (LEDC) provided BBER with more insight into local employers. The LEDC verified that the oil and gas extractive industry and related companies, such as pipeline construction firms, are the major employers in Lovington, but indicated that many residents of Lovington also work at Louisiana Energy Services uranium enrichment facility, in nearby Eunice, and at the Waste Isolation Pilot Project (WIPP) in Carlsbad. According to LEDC, the city is working to diversify its economy by attracting alternative energy companies and seeking a new food processing or other manufacturing customer for Lovington's former Dairy Farmers of America cheese plant, which ceased operations in mid-2007 at a cost of 61 jobs. Additional new jobs on the horizon include a proposed potash mine in Jal, where Colorado-based Intercontinental Potash Corp. could potentially employ 500. The nonprofit LEDC has recently begun refurbishing rail lines to warehouses in the city, in hopes of spurring industry, and is attempting to lease several empty buildings, including the former cheese plant, a former Furr's grocery store building just outside the downtown district, and a 375,000-square-foot fireproof warehouse, which was recently rehabbed. Also, on February 13th, the statewide nonprofit Small Business Development Center (SBDC) network opened an office in the LEDC's MainStreet district location, where a small staff will offer classes and workshops for entrepreneurs and business leaders.

5. **MainStreet:** Lovington's MainStreet district straddles Lovington's Main Street between Avenue B to the south and Jefferson to the north, and extends to Love Street to the east and 2nd Street to the west.

a. The residential population in the district is very small, predominately Hispanic, young, and poor.

i. The residential population in the MainStreet district of Lovington was only 55 in 2000, six percent of the city's total population.[11] Eighty percent of the population identified as

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[11] See **Tables 6-8** and **Figures 7** and **8** for data on businesses and employment by industry. It must be strongly noted that the following discussion of the socioeconomic indicators in the Lovington MainStreet district is based on a data source that BBER considers unreliable. Because no other source of information is available, we have decided to present this data, with appropriate corrections, and to bring attention to the specific problems.

  In previous reports of MainStreet communities, BBER has used ESRI's Business Analyst data to produce indicators in MainStreet districts in our reports produced for MainStreet communities across the state. These data have been compared to U.S. Census to confirm their reliability. However, in the case of Lovington's MainStreet, data provided by ESRI contains errors in its population and household counts that can be documented. Specifically, ESRI estimates the population of the MainStreet district to be 184 persons, living in seven households. BBER believes the errors is the result of incorporation of population counts from the detention center that was located in the district in 2000 when the U.S. Census was conducted (ESRI uses the

Hispanic in 2000, versus 53 percent in the city. The median age of the district's residents was between 25 and 29, versus 31 in the city.

ii. Of the 23 households in the district in 2000, 71 percent of them had household incomes less than $30,000, versus 46 percent in Lovington.[12] The median household income in the district was $15,000 less than in the city and $19,000 less than in the state.

iii. Only 40 percent of the MainStreet district residents who were 16 years old or older in 2000 were employed at that time, half in blue collar occupations related to mining and the other half evenly split between service and white collar jobs. Given the amount of governmental agencies located in the MainStreet district, it is striking that such a small percentage of the district residents held white collar jobs: 26 percent of the residents of the district held these jobs, versus 40 percent of the city's residents.

iv. Educational attainment in the district lags behind the city, with four percent fewer of these Lovington residents 25 years old or over in 2000 having graduated from high school than among this cohort in the city as a whole, and only two percent having obtained a bachelor's degree or more, versus 11 percent in Lovington.

b. The economy of the Lovington MainStreet district rests almost entirely on public administration, with little activity in key downtown sectors such as retail, personal services, restaurants, and accommodations.

i. In 2006, 18 percent of Lovington's business establishments and 17 percent of the town's total employment base were located in the MainStreet district.[13] The area is dominated by government. Of the 673 workers in the MainStreet district, 399 are employed by the public sector – 59 percent of the total.

Census as a baseline for its estimates). BBER recalculated these counts (shaded cells in sheet one of the table) for the district minus the block that formerly housed the detention center using the Census' SF1 dataset, which provides data on the population only. Other data based on population estimates, such as educational attainment and income, are likely effected by underlying errors in population estimates. BBER retained the percentage breakdowns calculated by ESRI because these data did not seem unreasonable for the district. Other data on households in the table are based upon ESRI's under-estimate of the number of households in the district. BBER used these data because the underestimate could be used as a proxy for a sample of the actual households in the district.

[12] As discussed in the previous footnote, the percentage breakdowns of MainStreet residents in this section should be interpreted cautiously.

[13] Data for MainStreet businesses comes from Dun and Bradstreet's NETS data. See "Explanation of Tables" section, below, for more details about this dataset. "Firms" includes governmental agencies and offices.

The largest of the public offices is the Lea County executive offices, followed by the three courts.

ii. As Figure 8 in the Appendix shows, the remaining 41 percent of the MainStreet district's employment is spread fairly evenly amongst the remaining industry sectors represented there, so that none of them dominates. Those with any concentration include the retail and the finance and insurance sectors at seven percent of the district's employees each and the professional services sector, which includes law offices, at five percent.

iii. The "MS%" column of Table 7 indicates MainStreet district employment as a percentage of total employment in the city. Here we see that, again, government work is concentrated in the district, but the city's share of employment in several other industry sectors also is concentrated in the district, namely finance and insurance at 47 percent, professional services at 44 percent, and arts, entertainment, and recreation at 29 percent.

iv. Lacking in the district are weekend and evening-oriented businesses, such as entertainment, retail, restaurants, and accommodations. As mentioned above, the retail industry makes up seven percent of the district's employment with 15 establishments and a total of 50 workers. In some of the more lively MainStreet districts in New Mexico, retail activity exceeds 25 percent of the district's total employment. Similarly, there are only four restaurants downtown, and no accommodations, with a total of only 34 persons employed in these sectors.

v. The Lea County Museum is housed in the former Plaza Hotel (or "The Commercial Hotel") building, which was built in 1918. Several additional historic buildings have been acquired by or donated to the museum and moved to museum grounds. They include several homes from the time of Lovington's founding in 1908, a store and post office from 1913, and a one-room schoolhouse built in 1914. In 2007, the museum also purchased the historic downtown Lister Building, a two-story commercial storefront built in 1931 that had fallen into disrepair. The museum intends to use the building for exhibits about regional sports history and notable athletes such as NFL football player Brian Urlacher.

6. **Challenges, Opportunities, and Strategies**

a. Lovington combines characteristics seldom found in small towns today. It is at once a residential community, without many of the retail and service functions common to these towns, and an

industrial center providing services to the regionally dominant petroleum industry. This combination presents a unique set of challenges, and opportunities as well.

b. The petroleum industry provides revenues to the local businesses and gross receipts taxes to the town, but it poses a principal challenge for social and economic development in Lovington. Oil prices and revenues are volatile, making medium- and long-term planning difficult both for residents, businesses and local government alike. During periods of high oil prices, all resources are committed to making the most of the present opportunity. Few resources remain to make long term investments in areas such as housing, infrastructure and economic diversification. Labor, for instance, is fully dedicated to oil operations, and construction stalls. During periods of low oil prices, the opposite occurs – labor is available but sobered by the scarcity of capital few are willing or able to make long term investments. Confronting this cycle of boom and bust is the principal challenge facing Lovington and Lea County as a whole.

c. Housing is a case in point. During the period of high oil prices during the earlier years of the decade, as workers poured into the community, the shortage of housing was binding. It was impossible to respond quick enough to the demand, for planners, construction firms, banks and all other institutions involved in the housing process. Now, with cooler oil prices, there is a new opportunity to confront future swings. In particular, the community should dedicate its resources to multifamily housing, which is more flexible in the face of rapidly changing economic tides.

d. Equally, Lovington should work to diversify its economy, providing ballast against the swings of the petroleum market. There are many avenues that can be taken to diversify, and all should be explored. One strategy, embraced by the Lovington Economic Development Corporation (LEDC), the recruitment of industry, particularly where there is potential to utilize existing facilities and resources. A second strategy would be to better develop the local retail and personal service sectors that provides for the town population. Gross receipts tax data indicates that these sectors are currently capturing about three-quarters of their potential markets, resulting in a revenue leakage of more than $20 million per year. A third option is for Lovington to begin to reclaim its role as a regional cultural center. The strong presence of the public sector, including the County Seat, offers the community an opportunity to draw more visitors to local businesses.

e. The MainStreet district should play a central role in these initiatives. Rental housing fits comfortably in the downtown, where residents have relatively easy access to services. The large amount of

underutilized space in the downtown district can help to reduce the cost of such redevelopment. Similarly, the MainStreet district is the most natural location for the development of retail and personal services providing for both town residents and visitors. And, of course, the historical downtown district is necessarily the best location for the redevelopment of the community's cultural life. At a minimum, planners should consider the development of a small hotel and restaurant facility which could address a number of markets.

f. Planning for downtown revitalization in Lovington should address from the outset questions of sequencing and markets. Do we begin with housing, and then attract retail and entertainment? Should visitors and cultural amenities be target market, with housing to follow? Although there are many theories, there is in practice no one formula because the needs of, and resources available to each community differ. In Lovington, it would appear that housing is the greatest and most persistent need, and should perhaps be the starting point. The growth of a residential community will in turn create a demand for accessible retail options as well as services such restaurants, beauty shops, and alike. Yet, retail and personal services should at the same time target existing markets, particular the relatively large nine-to-five working population of the downtown area. As this report shows, there are about 675 persons currently working in downtown Lovington, most in local and county government and private businesses associated with these activities. Perhaps as a final step, capping the revitalization of the district, will be the development of overnight accommodations, which along with restaurants and urban entertainment, will bring new life to evenings and weekends in downtown Lovington.

EXPLANATION OF TABLES

Selected Demographic, Housing, and Economic Characteristics

Source: ESRI® ArcGIS Business Analyst 9.2, which uses the U.S. Bureau of the Census 2000 Census of Population and Housing for 2000 data, and Acxiom's InfoBase® household database residential delivery statistics and residential postal delivery counts from the U.S. Postal Service, and residential construction data from Hanley Wood Market Intelligence, as well as other undisclosed ancillary sources for its 2006 forecasts. (These ancillary sources and the company's forecasting formulas are considered proprietary information.)

Data is provided for Lovington's MainStreet, the city, and the state of New Mexico for the years 2000 and 2006. Values are given in absolute terms and in percentages. Because of problems with the estimates ESRI produced for the MainStreet district stemming from inclusion of the inmate population from the detention center formerly located in the district, BBER substituted census block level data (minus block 5088, which included the former detention center) from Census 2000 Summary File 1. These data points are shaded gray in Table 1. The remaining data for MainStreet in this table are from ESRI and should be read with caution. See footnote 11, above, for more information.

More information on the demographic forecasting methodology used by ESRI® can be found in "ESRI® Demographic Update Methodology 2006/2011, An ESRI® White Paper", Redlands, CA, June 2006.

Location Quotients

Source: Census 2000 Summary File 3 (SF3); Tables 59-61. Calculations by the University of New Mexico's Bureau of Business and Economic Research (BBER).

A location quotient indicates the relative concentration of employment by industry, occupation, and type of business ownership of the residents of a given community, county, or region. The measures are relative to that of a 'base geography'. A location quotient is calculated as the ratio of local employment in a given industry, occupation, or ownership type to total employment, in relation to the same ratio for the base geography. Thus, a value of 1.00 indicates that employment of residents in a given industry, occupation, or type of business ownership, compared to total employment in the economy, is in exact proportion to that of the base geography. Values greater than 1.00 indicate that the industry, occupation, or ownership type is more than proportionate to that of the base geography; a value less than 1.00 indicates the opposite.

The location quotient can be used to indicate the structure or 'role' of a local economy within its larger geography. This applies equally to the role of a community's economy within the county or state, or a county's economy within the state. As with pull factors, which are described below, a location quotient

helps to define the relative strengths and weaknesses of a local economy, measured in this case in terms of industrial, occupational, and ownership structures. This information can inform policies that aim to strengthen weaknesses or exploit strengths; the decision of which policy to choose is one of practicality and strategy, rather than theory.

Taxable Gross Receipts and Pull Factors

Source: New Mexico Taxation and Revenue Department (NMTRD); calculations by UNM/BBER. Pull factors and net gain/loss were calculated using personal income data from the Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce.

Data is provided for 2007. Starting January 1, 2005, as a result of the passage of HB625 during the 2004 New Mexico legislative session, sales of most food and medical items were no longer subject to gross receipts tax. The New Mexico Taxation and Revenue Department estimates the amount of food and medical deductions made by businesses, and this amount has been added (by BBER) to the taxable gross receipts (TGRs).

Pull factors are calculated by dividing the ratio of the community's TGRs divided by the total personal income for that community by the same ratio for the state, i.e.,

$$\frac{TGR_{Community} / Income_{Community}}{TGR_{New\ Mexico} / Income_{New\ Mexico}}$$

There are several problems associated with gross receipts data.
- The data does not account for the value of the products sold. Rather data is categorized according to the type of business; i.e., sales of food from gasoline convenience stores are included in gasoline stations and groceries sold at Wal-Mart are included in Miscellaneous Retailers.
- Businesses are self-classified, and sometimes inaccurately so.
- Not all products are taxable as gross receipts in New Mexico; a notable example is gasoline.

A 'pull factor' indicates the capacity of an industrial sector (e.g., services, retail, and so on) to draw revenues into the local economy. A value of 100 percent is the break-even point. Values greater than 100 percent indicate that the business sector is drawing revenues into the local economy (more money is spent in the economy by those whose income is earned outside the community than money is spent by locals outside the community), whereas values less than 100 percent indicate that the sector is leaking money to other communities. Net gain/loss is derived from the pull factors. It is calculated as the difference between actual gross receipts and the 'expected value' of gross receipts (i.e., that which would be associated with a pull factor of 100 percent).

Note that it is natural that not all sectors will have a positive balance – every economy has its strengths and weaknesses. From a policy perspective, policies that reduce leakages and that exploit strengths are equally valid. The decision is

a practical one – should energies be spent plugging holes or exploiting existing strengths?

Businesses by Industry, in Lea County, Lovington, and MainStreet Area

Source: Dun and Bradstreet Marketing Information, as compiled by Walls and Associates in the National Establishment Time-Series Database (NETS)©; aggregations and calculations by BBER.

The NETS dataset is based on individual contacts of businesses by Dun & Bradstreet researchers. The dataset includes names and locations of companies, number of employees, total sales, links to headquarters, industry classification, type of ownership (public, private, non-profit, etc.) and dozens of other variables. Because the data is geographically referenced, BBER is able to identify businesses that are located in the MainStreet boundaries, as provided by the Lovington MainStreet program.

This report is the first by BBER to utilities the NETS database, acquired in January, 2009. In all previous MainStreet community economic assessments, BBER used ES-202 data provided through a confidentiality agreement with the (then) New Mexico Department of Labor (now the Department of Workforce Solutions) to similar analysis of the economic structure of local economies and, in particular, economies of MainStreet districts. Preliminary analysis by BBER indicates that the summaries based on the NETS database are comparable to the previous summaries based on the ES-202 data.

MainStreet Geographical Definitions and Trade Area Maps

Sources: New Mexico Department of Labor, ES-202 (Covered Employment Statistics), 2005; Bureau of Labor Statistics, Product Line Data, calculations by BBER; ESRI® ArcGIS 9.2 Business Analyst; ESRI® StreetMap™ USA. ESRI data sources include: Bureau of Labor Statistics, Consumer Expenditure Surveys (CEX), 2001, 2002, and 2003; U.S. Bureau of the Census, Population Division. ("ESRI® Demographic Update Methodology 2006/2011, An ESRI® White Paper," Redlands, CA, June 2006. Available at www.esri.com/library/whitepapers/pdfs/demographic-update-methodology.pdf)

The city of Lovington provided boundaries for its MainStreet district. Utilizing latitude and longitude coordinates for business locations provided in the NETS data, BBER created polygons on maps using ESRI® ArcGIS 9.2. These coordinates allowed for the construction of polygons that included all business points within Lea County minus Lovington, within Lovington minus the MainStreet district, and within the MainStreet district.

Trade areas were created using two methods in Lovington. The first was trade areas based on geographical location. These included the MainStreet boundary, the city boundaries, and state boundaries. The second method utilizes drive-time

polygons to create regional trade areas. Drive-time polygons are based upon drive times to the MainStreet site and are generated using actual street networks and related data available through ESRI® StreetMap™ such as road access, road types, and speed limits.

Trade area reports were generated for the MainStreet, the city, and the county boundaries. Reports include demographic, marketing, and retail expenditure data. All of the population and marketing data for a particular geographic area or polygon is representative of the people living within the boundaries of that region. This data is derived from ESRI® ArcGIS 9.2 Business Analyst. The population data provided by this program are geographically derived at the census block level. The demographic, income, and expenditure data and projections utilized by ESRI® are derived from the U.S. Census Bureau and the Bureau of Labor Statistics' Consumer Expenditure Surveys.

APPENDIX: TABLES AND FIGURES

TABLE 1: SELECTED DEMOGRAPHIC, HOUSING, AND ECONOMIC CHARACTERISTICS

	MAINSTREET[1]	LOVINGTON	LEA COUNTY	NEW MEXICO
DEMOGRAPHICS				
Total Population (2000)	55[2]	9,471	55,511	1,819,046
Population (2006)	**NA**	**9,474**	**56,149**	**1,956,417**
2000-2006 Annual Growth Rate	NA	0.01%	0.19%	1.22%
2006-2011 Annual Growth Rate	NA	-0.09%	-0.07%	1.19%
Total Households (2000)	23	3,291	19,699	677,971
Households (2006):	**NA**	**3,376**	**20,372**	**745,219**
2000-2006 Annual Growth Rate	NA	0.43%	0.56%	1.59%
2006-2011 Annual Growth Rate	NA	0.12%	0.13%	1.40%
Average Household Size (2000 for MS, 2006 for remainder)	**2.4**	**2.75**	**2.66**	**2.57**
Race and Ethnicity (2000 for MS, 2006 for remainder)				
White	22%	60%	66%	73%
Black	0%	3%	5%	2%
American Indian, Eskimo, Aleut	0%	1%	1%	10%
Asian or Pacific Islander	0%	0%	0%	2%
Other	76%	33%	25%	16%
Two or More Races	2%	3%	3%	3%
Hispanic Origin	80%	53%	42%	47%
Age Distribution (2000 for MS, 2006 for remainder)				
Under 19 y/o	38%	32%	30%	29%
20-39 y/o	29%	28%	27%	27%
40-64 y/o	20%	28%	30%	32%
65 y/o and Over	13%	13%	12%	12%
Median Age (2000 for MS, 2006 for remainder)	**between 25 and 29 y/o**	**31.3**	**33.4**	**35.2**
INCOME				
Per Capita Income (2006)	**NA**	**$15,782**	**$17,319**	**$21,756**
Household Income (2006)				
<$15,000	29%	23%	21%	17%
$15,000-$29,999	43%	23%	22%	20%
$30,000-$49,999	14%	25%	24%	22%
$50,000-$99,999	14%	22%	25%	28%
$100,000 or more	0%	7%	8%	13%
Poverty Rate (2000)	**NA**	**22%**	**21%**	**18%**
Median Household Income (2006)	**$22,183**	**$37,579**	**$40,846**	**$41,539**
Average Household Income (2006)	**$42,939**	**$50,159**	**$54,021**	**$56,341**
Households by Net Worth (2006)				
<$15,000	38%	38%	36%	32%
$15,000-$49,999	25%	15%	14%	14%
$50,000-$249,999	25%	30%	30%	29%
$500,000 or more	13%	17%	19%	25%
Median Net Worth	**$35,000**	**$39,508**	**$48,479**	**$64,802**

[1] The shaded cells in the MainStreet column of this table come from the U.S. Census Bureau's 2000 census (SF1 tables). The remaining cells are from ESRI Business Analyst data. See text for details.

[2] In 2000, the Lea County Detention Center was located in the MainStreet district. One hundred seventy-four inmates of the center were counted among the district population, but have not been included in this cell. The center moved outside the district in 2005.

Source: U.S. Census Bureau Census 2000 and ESRI® ArcGIS 9.2 Business Analyst, using U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI® forecasts for 2006.

TABLE 1: SELECTED DEMOGRAPHIC, HOUSING, AND ECONOMIC CHARACTERISTICS, CONTINUED

	MAINSTREET[1]	LOVINGTON	LEA COUNTY	NEW MEXICO
LABOR FORCE CHARACTERISTICS				
Educational Attainment (2000, 25 y/o and over)	32	5,492	33,291	1,134,801
No HS Diploma	46%	42%	33%	21%
High School Degree	21%	23%	28%	27%
Some College or Associate Degree	31%	25%	28%	29%
Bachelors Degree or Higher	2%	11%	12%	23%
Employment Status (2000, 16 y/o and over)	41	6,859	40,893	1,369,176
Civilian Employed	40%	47%	50%	56%
Civilian Unemployed	6%	5%	5%	4%
In Armed Forces	0%	0%	0%	1%
Not In Labor Force	54%	48%	45%	39%
Employment by Industry (2006)	16	3,858	24,266	871,638
Agriculture/Mining	37%	29%	25%	4%
Construction	3%	5%	7%	9%
Manufacturing	4%	2%	2%	4%
Wholesale Trade	4%	3%	4%	3%
Retail Trade	10%	9%	10%	11%
Transportation/Utilities	1%	4%	6%	4%
Information	3%	1%	1%	2%
Finance/Insurance/Real Estate	3%	2%	3%	6%
Services	32%	39%	38%	47%
Public Administration	5%	6%	6%	9%
Employment by Occupation (2006)	16	3,857	24,266	871,638
White Collar	26%	40%	46%	58%
Management/Business/Financial	4%	7%	8%	11%
Professional	8%	14%	16%	23%
Sales	9%	8%	10%	11%
Administrative Support	6%	12%	11%	13%
Services	25%	19%	18%	19%
Blue Collar	49%	41%	36%	23%
Farming/Forestry/Fishing	0%	2%	2%	1%
Construction/Extraction	11%	17%	14%	9%
Installation/Maintenance/Repair	19%	6%	7%	4%
Production	5%	4%	4%	4%
Transportation/Material Moving	14%	13%	9%	5%
Travel Time to Work (2000)	41	3,147	19,828	759,177
Worked at Home	6%	3%	3%	4%
0-19 minutes	53%	58%	70%	52%
20 minutes or more	40%	39%	27%	44%

[1] The shaded cells in the MainStreet column of this table come from the U.S. Census Bureau's 2000 census (SF1 tables). The remaining cells are from ESRI Business Analyst data. See text for details.

Source: ESRI® ArcGIS 9.2 Business Analyst, using U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI® forecasts for 2006.

FIGURE 1: HOUSING UNIT BUILDING PERMITS ISSUED BETWEEN 2001 AND 2007, LOVINGTON AND TEN NEW MEXICO CITIES INDEX OF PERMITS
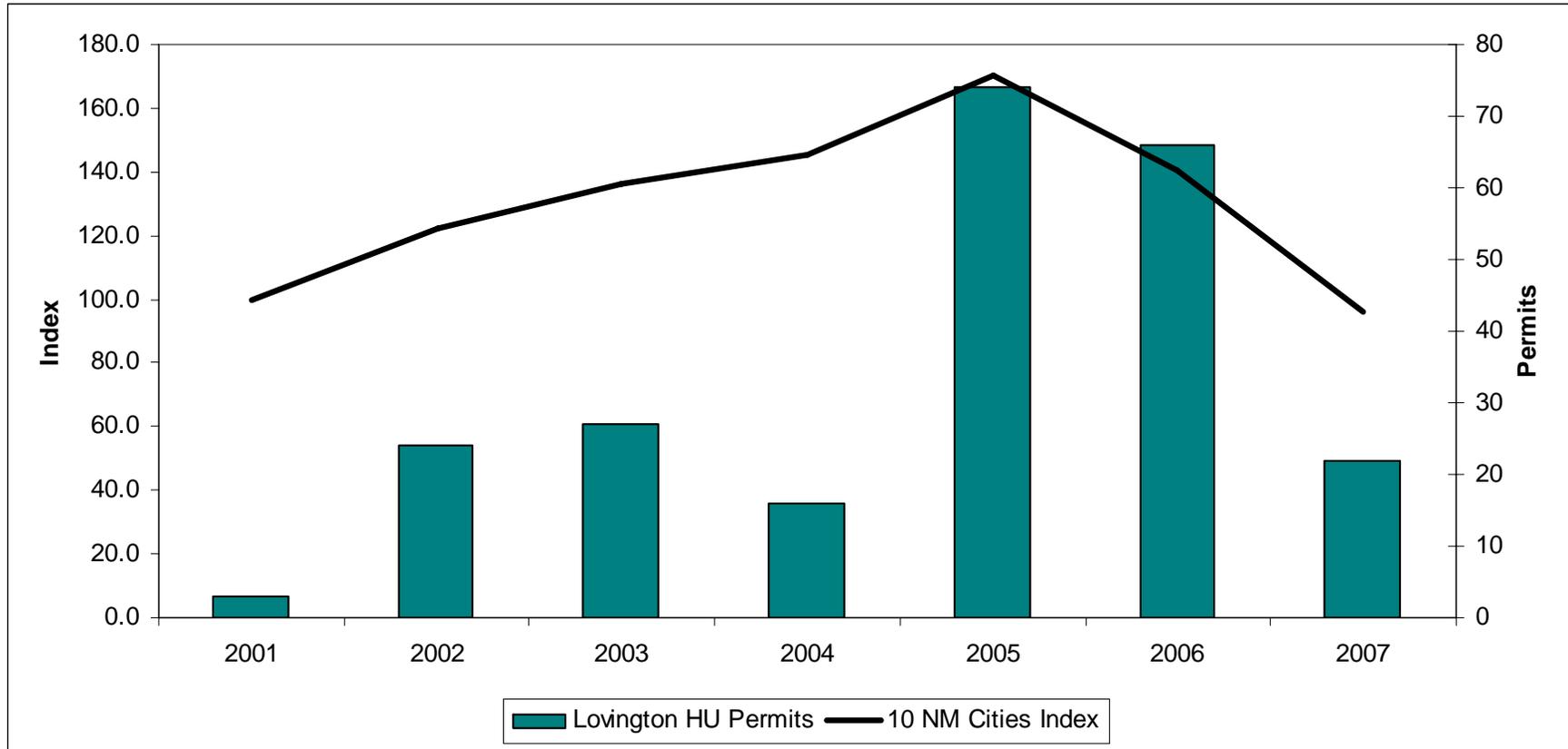
Sources: Lovington permit data is provided to BBER by the New Mexico Construction Industries Division and is processed by BBER's Population Estimates and Projections program. The authors created an index based on ten cities (Albuquerque, Las Cruces, Rio Rancho, Santa Fe, Roswell, Farmington, Alamogordo, Clovis, Hobbs, and Carlsbad) whose building permit data is provided to BBER's Data Bank by individual permit-issuing agencies and the U.S. Census Bureau. Data are compiled by BBER's Data Bank from these sources.

**FIGURE 2: AVERAGE SALE PRICE AND NUMBER OF HOUSES SOLD IN LOVINGTON,
2006 THROUGH 2ND QUARTER 2008**
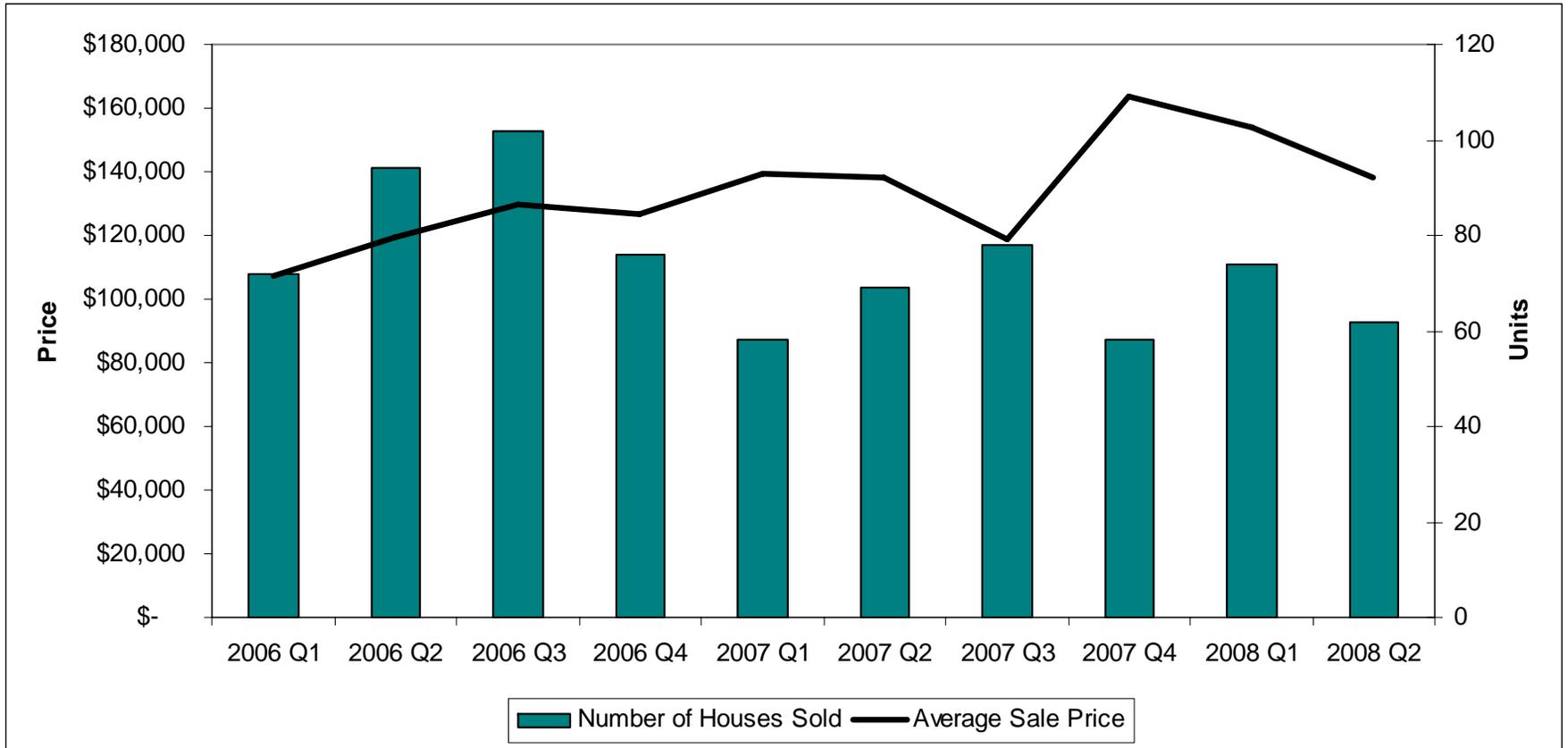
Source: the Realtors Association of New Mexico, local boards and associations, the Multiple Listing Service (MLS), and the multi-board MLS; compiled by BBER.

FIGURE 3: LOVINGTON AND SURROUNDING REGION
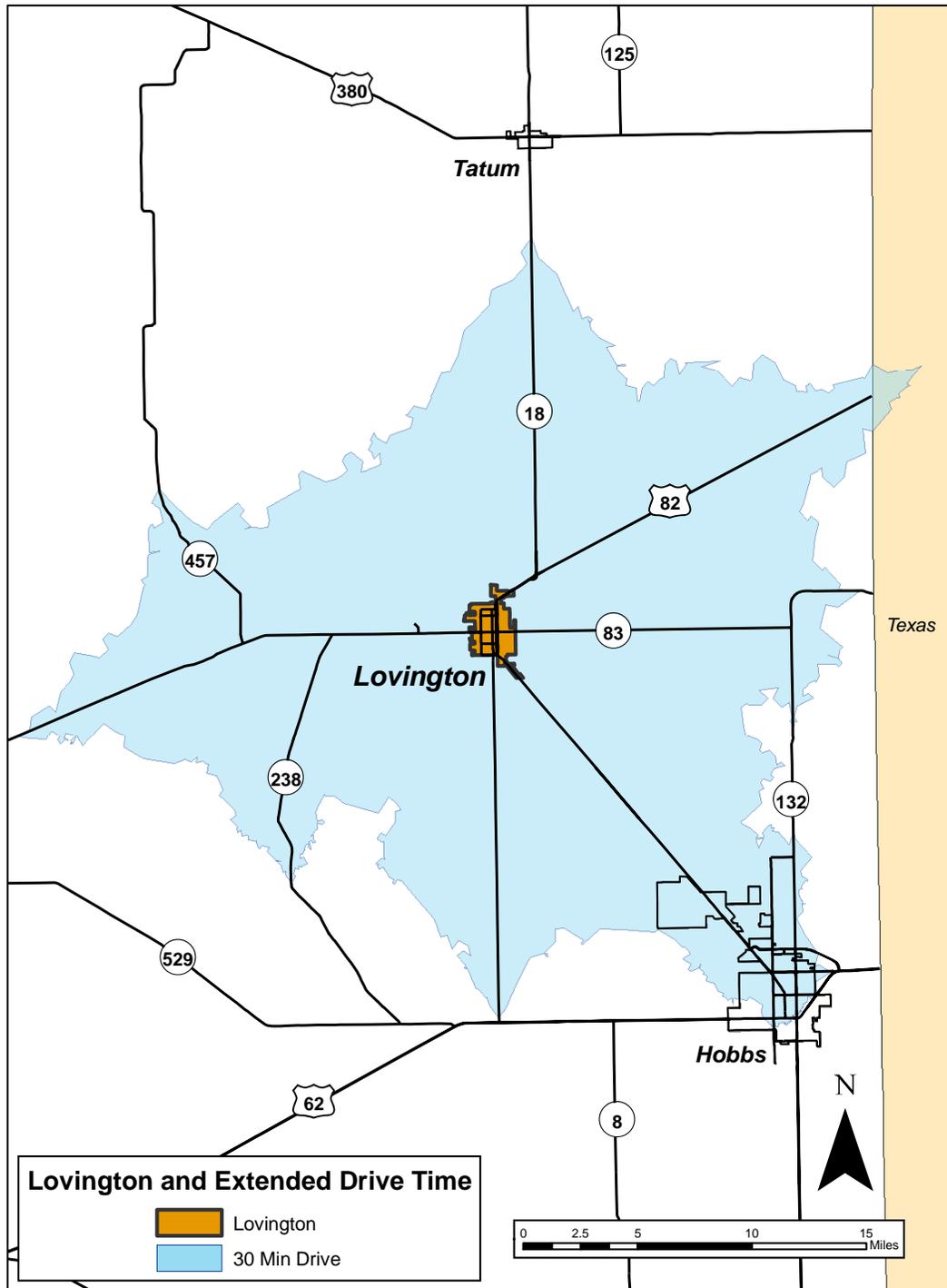
Source: ESRI® StreetMap™, UNM-BBER

TABLE 2: LOCATION QUOTIENT: LOVINGTON EMPLOYMENT BY INDUSTRY IN RELATION TO LEA COUNTY AND NEW MEXICO, AND LEA COUNTY EMPLOYMENT BY INDUSTRY IN RELATION TO NEW MEXICO

	LOVINGTON		LEA COUNTY
	LEA COUNTY	NEW MEXICO	NEW MEXICO
Agriculture; forestry; fishing and hunting; and mining	**1.18**	**6.12**	**5.17**
Agriculture; forestry; fishing and hunting	0.82	1.20	1.47
Mining	1.25	11.65	9.33
Construction	**0.78**	**0.62**	**0.79**
Manufacturing	**0.74**	**0.40**	**0.54**
Wholesale trade	**0.68**	**0.81**	**1.19**
Retail trade	**0.92**	**0.90**	**0.98**
Transportation and warehousing; and utilities	**0.69**	**0.98**	**1.42**
Transportation and warehousing	0.85	0.90	1.06
Utilities	0.49	1.20	2.47
Information	**1.35**	**0.62**	**0.46**
Finance; insurance; real estate and rental and leasing	**0.53**	**0.30**	**0.58**
Finance and insurance	0.72	0.34	0.47
Real estate and rental and leasing	0.33	0.25	0.77
Professional; scientific; management; administrative; and waste management services	**0.96**	**0.46**	**0.48**
Professional; scientific; and technical services	0.90	0.28	0.31
Management of companies and enterprises	0.00	0.00	0.00
Administrative and support and waste management services	1.00	0.82	0.82
Educational; health and social services	**1.09**	**1.03**	**0.95**
Educational services	1.20	1.13	0.94
Health care and social assistance	0.98	0.93	0.95
Arts; entertainment; recreation; accommodation and food services	**1.04**	**0.69**	**0.67**
Arts; entertainment; and recreation	0.86	0.44	0.51
Accommodation and food services	1.07	0.77	0.72
Other services (except public administration)	**1.23**	**1.60**	**1.30**
Public administration	**1.06**	**0.67**	**0.63**

Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P49. Universe: Employed civilian population 16 years and over. Calculations by BBER, 2008.

TABLE 3: LOCATION QUOTIENT: LOVINGTON EMPLOYMENT BY OCCUPATION IN RELATION TO LEA COUNTY AND NEW MEXICO, AND LEA COUNTY EMPLOYMENT BY OCCUPATION IN RELATION TO NEW MEXICO

	LOVINGTON		LEA COUNTY
	LEA COUNTY	NEW MEXICO	NEW MEXICO
Management; professional; and related occupations	**0.85**	**0.62**	**0.74**
Management; business; and financial operations occupations	0.70	0.56	0.79
Management occupations; except farmers and farm managers	0.78	0.67	0.85
Farmers and farm managers	0.41	0.70	1.74
Business and financial operations occupations	0.61	0.29	0.48
Business operations specialists	0.00	0.00	0.35
Financial specialists	0.94	0.57	0.60
Professional and related occupations	0.94	0.66	0.71
Computer and mathematical occupations	0.00	0.00	0.26
Architecture and engineering occupations	0.88	0.42	0.48
Architects; surveyors; cartographers; and engineers	0.56	0.22	0.39
Drafters; engineering; and mapping technicians	1.22	0.81	0.67
Life; physical; and social science occupations	1.46	0.41	0.28
Community and social services occupations	0.61	0.56	0.92
Legal occupations	1.33	0.62	0.46
Education; training; and library occupations	1.22	1.14	0.94
Arts; design; entertainment; sports; and media occupations	0.90	0.43	0.48
Healthcare practitioners and technical occupations	0.65	0.58	0.89
Health diagnosing and treating practitioners and technical occupations	0.48	0.44	0.93
Health technologists and technicians	1.13	0.90	0.80
Service occupations	**1.11**	**1.06**	**0.96**
Healthcare support occupations	1.11	1.24	1.12
Protective service occupations	1.17	1.17	1.00
Fire fighting; prevention; and law enforcement workers; including supervisors	1.22	1.59	1.30
Other protective service workers; including supervisors	0.99	0.59	0.59
Food preparation and serving related occupations	1.02	0.91	0.90
Building and grounds cleaning and maintenance occupations	1.32	1.12	0.85
Personal care and service occupations	1.02	1.08	1.07
Sales and office occupations	**0.85**	**0.76**	**0.89**
Sales and related occupations	0.70	0.66	0.94
Office and administrative support occupations	**0.99**	**0.84**	**0.85**
Farming; fishing; and forestry occupations	**1.00**	**1.64**	**1.64**

TABLE 3: LOCATION QUOTIENT: LOVINGTON EMPLOYMENT BY OCCUPATION IN RELATION TO LEA COUNTY AND NEW MEXICO, AND LEA COUNTY EMPLOYMENT BY OCCUPATION IN RELATION TO NEW MEXICO, CONTINUED

	LOVINGTON		LEA COUNTY
	LEA COUNTY	NEW MEXICO	NEW MEXICO
Construction; extraction; and maintenance occupations	**1.14**	**1.84**	**1.61**
Construction and extraction occupations	1.30	2.13	1.65
Supervisors; construction and extraction workers	0.58	1.31	2.27
Construction trades workers	0.87	0.61	0.70
Extraction workers	1.91	21.80	11.42
Installation; maintenance; and repair occupations	0.88	1.37	1.55
Production; transportation; and material moving occupations	**1.18**	**1.72**	**1.46**
Production occupations	0.89	1.04	1.16
Transportation and material moving occupations	1.36	2.36	1.74
Supervisors; transportation and material moving workers	1.10	1.57	1.42
Aircraft and traffic control occupations	0.00	0.00	0.14
Motor vehicle operators	1.02	1.55	1.51
Rail; water and other transportation occupations	1.57	1.72	1.10
Material moving workers	1.71	4.03	2.36

Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P49. Universe: Employed civilian population 16 years and over. Calculations by BBER, 2008.

FIGURE 4: LOVINGTON LOCATION QUOTIENTS BY OCCUPATION IN RELATION TO LEA COUNTY
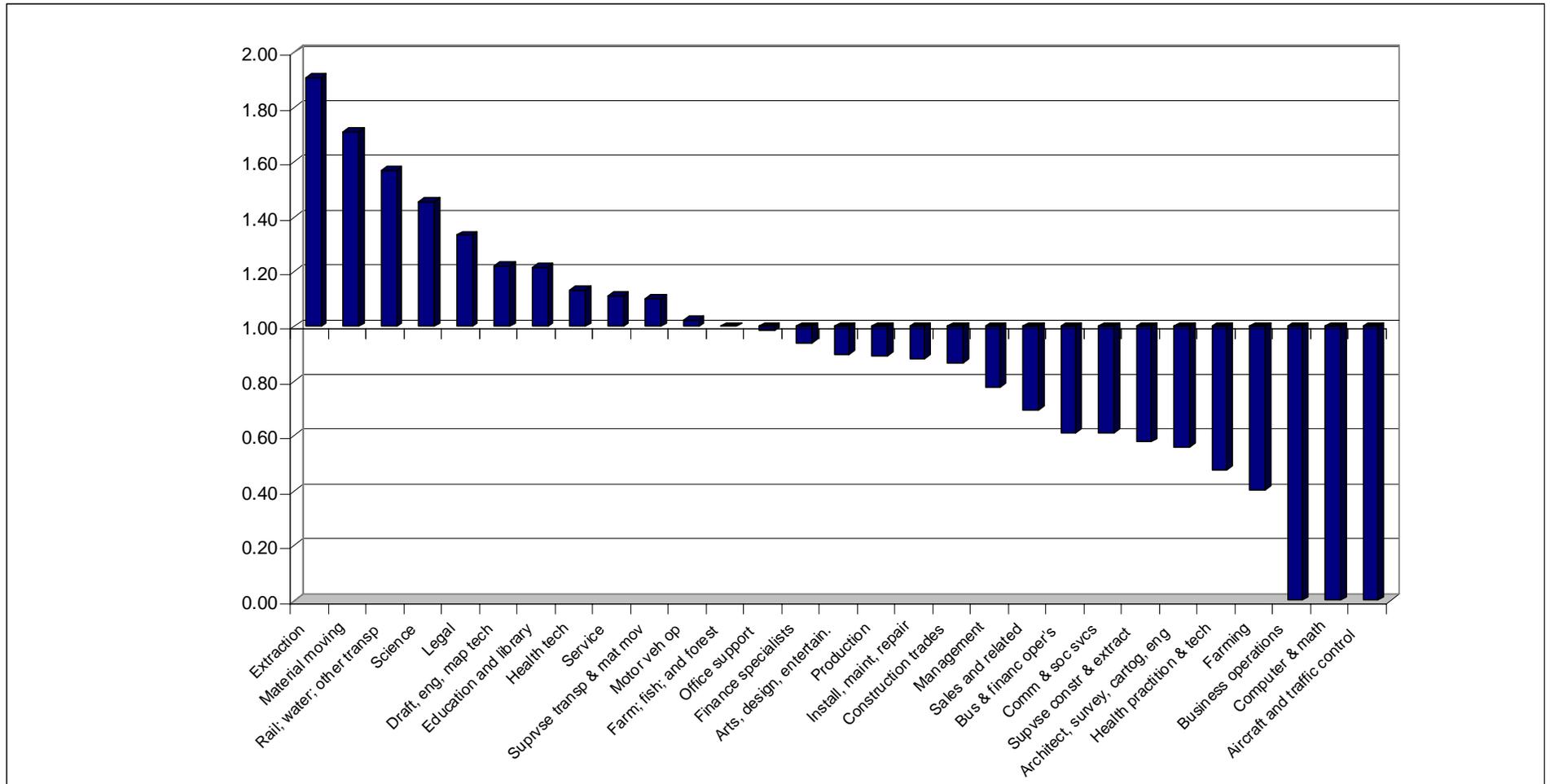
Source: State of New Mexico Taxation & Revenue Department Combined Reporting System; Report No. 80 -- NAICS Code Version; calculations by BBER, 2009.

TABLE 4: LOCATION QUOTIENT: LOVINGTON EMPLOYMENT BY BUSINESS OWNERSHIP TYPE IN RELATION TO LEA COUNTY AND NEW MEXICO, AND LEA COUNTY EMPLOYMENT BY BUSINESS OWNERSHIP TYPE IN RELATION TO NEW MEXICO

	LOVINGTON		LEA COUNTY
	LEA COUNTY	NEW MEXICO	NEW MEXICO
Private for-profit wage and salary workers	**0.96**	**1.08**	**1.13**
Employee of private company	0.97	1.10	1.13
Self-employed in own incorporated business	0.68	0.77	1.13
Private not-for-profit wage and salary workers	**1.06**	**0.79**	**0.75**
Local government workers	**0.88**	**0.95**	**1.08**
State government workers	**1.31**	**1.04**	**0.79**
Federal government workers	**0.98**	**0.21**	**0.22**
Self-employed workers in own not incorporated business	**1.21**	**1.15**	**0.96**
Unpaid family workers	**1.09**	**1.64**	**1.51**

Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P49. Universe: Employed civilian population 16 years and over. Calculations by BBER, 2008.

TABLE 5: LOVINGTON TAXABLE GROSS RECEIPTS AND PULL FACTORS, 2007

LOVINGTON[1]	LOVINGTON TAXABLE GROSS RECEIPTS AND FOOD & MED DEDUCTIONS					PULL FACTOR[2]					NET GAIN/LOSS[2]				
2007	Q1	Q2	Q3	Q4	TOTAL	Q1	Q2	Q3	Q4	TOTAL	Q1	Q2	Q3	Q4	TOTAL
Mining	5,649,604	6,078,177	5,085,985	2,951,095	**19,764,861**	235%	271%	200%	135%	**210%**	3,240,608	3,834,587	2,538,690	757,153	**10,371,039**
Utilities	3,134,783	1,844,462	1,777,193	2,037,051	**8,793,490**	119%	92%	85%	96%	**99%**	501,768	(156,245)	(316,806)	(75,612)	**(46,894)**
Construction	6,231,092	4,549,968	6,900,821	5,200,115	**22,881,997**	84%	56%	79%	60%	**69%**	(1,152,979)	(3,616,145)	(1,809,635)	(3,497,352)	**(10,076,110)**
Manufacturing	793,740	776,111	421,576	590,828	**2,582,254**	60%	45%	27%	38%	**42%**	(530,317)	(929,734)	(1,124,200)	(963,614)	**(3,547,866)**
Wholesale Trade	6,199,788	9,016,865	6,700,666	6,671,221	**28,588,540**	203%	330%	219%	233%	**244%**	3,152,864	6,280,556	3,634,314	3,812,217	**16,879,951**
Machinery, Equip, Supplies Wholesalers	4,520,918	7,171,488	4,606,535	4,795,956	**21,094,896**	813%	1382%	850%	977%	**1001%**	3,964,933	6,652,744	4,064,539	4,305,033	**18,987,249**
Retail Trade	11,935,172	11,868,083	12,393,617	12,347,043	**48,543,916**	80%	70%	77%	70%	**74%**	(3,000,634)	(5,128,334)	(3,712,324)	(5,362,791)	**(17,204,083)**
Transportation and Warehousing	294,166	584,721	475,689	486,282	**1,840,857**	60%	85%	71%	74%	**73%**	(196,132)	(106,472)	(195,869)	(174,868)	**(673,340)**
Information	855,603	1,088,938	1,010,117	676,439	**3,631,097**	88%	80%	82%	54%	**76%**	(113,632)	(265,617)	(218,191)	(577,913)	**(1,175,353)**
Finance and Insurance[3]	973,745	1,636,262	969,058	1,193,022	**4,772,087**	280%	426%	270%	271%	**312%**	626,374	1,252,338	610,278	752,992	**3,241,983**
Real Estate and Rental and Leasing	529,240	421,735	875,592	509,713	**2,336,281**	64%	45%	101%	53%	**65%**	(299,258)	(510,090)	5,139	(451,849)	**(1,256,058)**
Professional, Scientific, and Tech Svcs	776,244	887,774	1,107,959	893,601	**3,665,578**	15%	18%	27%	20%	**19%**	(4,449,493)	(4,144,366)	(3,042,915)	(3,681,131)	**(15,317,905)**
Admin, Support, Waste Mgt & Remed Svcs	43,614	59,250	33,097	51,909	**187,870**	3%	4%	2%	5%	**3%**	(1,459,997)	(1,411,070)	(1,722,386)	(987,259)	**(5,580,713)**
Educational Services	17,815	3,868	11,683	16,227	**49,593**	10%	2%	6%	9%	**7%**	(152,355)	(208,818)	(183,599)	(161,663)	**(706,435)**
Health Care and Social Assistance	1,141,398	1,308,581	1,231,365	1,095,798	**4,777,142**	42%	47%	48%	40%	**44%**	(1,583,162)	(1,458,926)	(1,308,996)	(1,668,630)	**(6,019,713)**
Ambulatory Health Care Services	317,547	627,920	659,252	529,328	**2,134,047**	30%	59%	68%	54%	**52%**	(728,075)	(440,395)	(309,628)	(458,138)	**(1,936,236)**
Hospitals	646,049	413,553	352,903	332,860	**1,745,366**	81%	50%	46%	41%	**55%**	(152,191)	(407,119)	(412,067)	(476,937)	**(1,448,315)**
Accommodation and Food Services	2,395,620	3,481,479	2,332,281	2,996,702	**11,206,082**	76%	96%	64%	88%	**81%**	(747,622)	(152,772)	(1,313,792)	(418,314)	**(2,632,500)**
Full-Service Restaurants	1,855,277	2,907,417	1,886,115	2,271,966	**8,920,776**	93%	129%	85%	107%	**104%**	(146,412)	652,269	(335,944)	158,432	**328,345**
Other Services (exc Pub Admin)	7,003,211	8,630,747	6,702,371	9,649,083	**31,985,410**	112%	130%	100%	147%	**122%**	777,221	2,006,717	(19,467)	3,086,867	**5,851,338**
Automotive Repair and Maintenance	607,697	718,277	857,102	808,568	**2,991,645**	103%	111%	103%	126%	**110%**	19,207	69,000	26,220	165,836	**280,262**
Personal and Hshld Goods Repair and Maint	132,179	126,300	129,080	219,872	**607,431**	53%	42%	45%	72%	**53%**	(119,357)	(176,348)	(158,372)	(87,616)	**(541,693)**
Personal and Laundry Services	68,697	86,148	70,019	138,332	**363,196**	16%	19%	17%	31%	**21%**	(373,075)	(378,274)	(349,452)	(303,600)	**(1,404,400)**
TOTAL	58,984,067	57,769,879	52,916,846	67,290,583	**236,961,374**	109%	100%	93%	117%	**105%**	5,102,402	233,517	-3,934,687	9,597,750	**10,998,982**

[1] All data in this table combines gross receipts for both the city of Lovington and Lovington Industrial Park.

[2] Calculated using U.S. Census decennial data for 1999 and inflated using Bureau of Economic Analysis data for Lea County. See Explanation of Tables section for more detail about how pull factors and net gain/loss are calculated.

[3] In the fourth quarter of 2007, taxable gross receipts for this sector were over $16 million. In seeking an explanation for this figure, BBER learned that it was not an error, but was unable to discover an explanation for it because of confidentiality rules. As the fourth quarter receipts of previous years were more in line with the preceding quarters in those years, BBER replaced the 2007 fourth quarter receipts with the average of the receipts from the first three quarters of 2007.

Data is classified by North American Industry Classification System (NAICS). Two-digit NAICS sectors are shown in bold; non-bold, indented rows represent more detail (i.e., 3-, 4-, 5-, or 6-digit NAICS) for a sector. Sector totals may not sum to the total due to non-disclosure and because sectors that have zero taxable gross receipts for all four quarters are not shown. Sub-sectors are not nested in sectors, and not all sub-sectors are shown; therefore, subsectors do not sum to sector totals.

Source: State of New Mexico Taxation and Revenue Department Combined Reporting System; Report No. 80 -- NAICS Code Version; Calculations by BBER, 2009.

FIGURE 5: LOVINGTON TAXABLE GROSS RECEIPTS GAIN/LOSS BY INDUSTRY, 2007
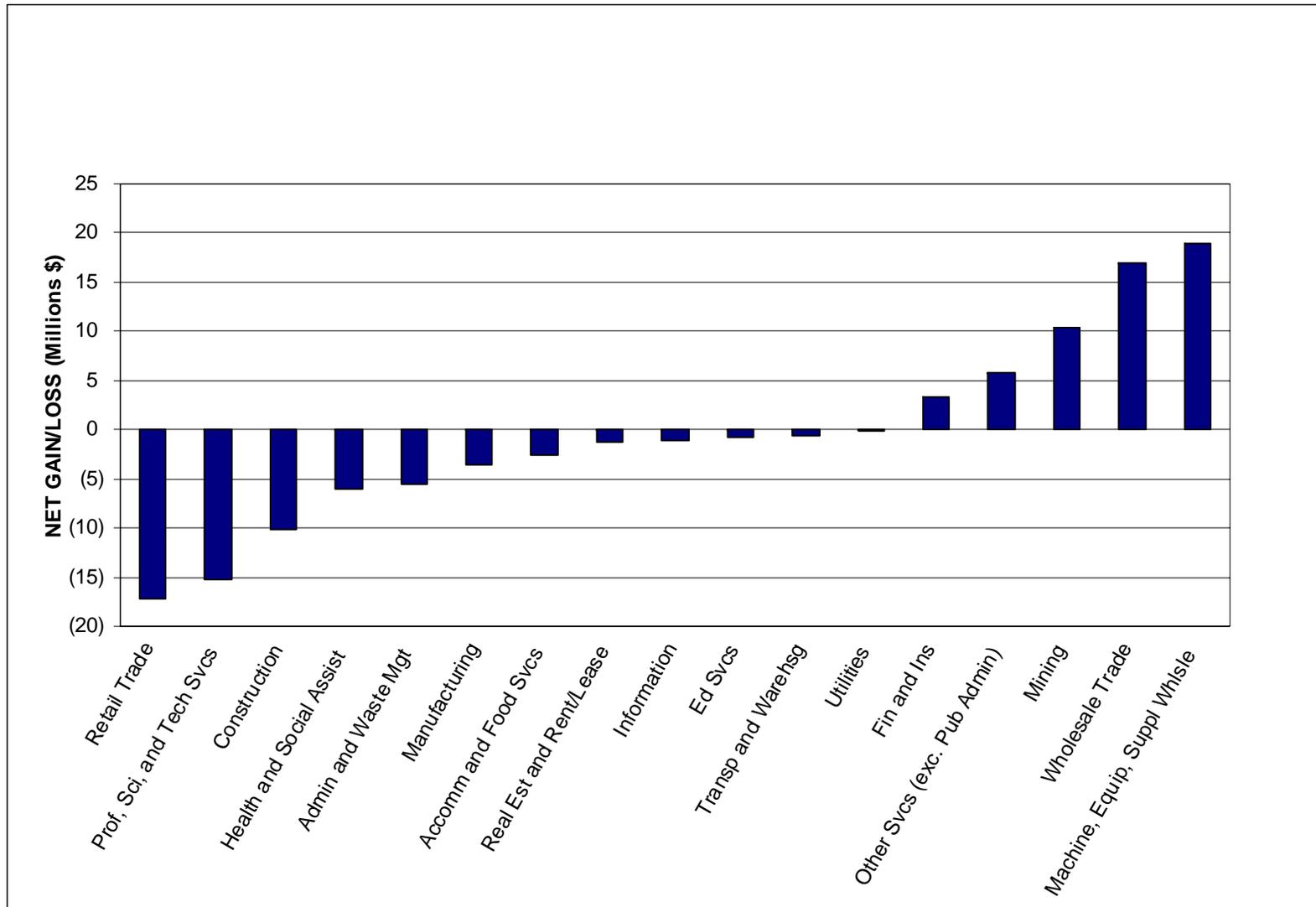
Source: State of New Mexico Taxation & Revenue Department Combined Reporting System; Report No. 80 -- NAICS Code Version; calculations by BBER, 2009

FIGURE 6: LOVINGTON AND LOVINGTON MAINSTREET
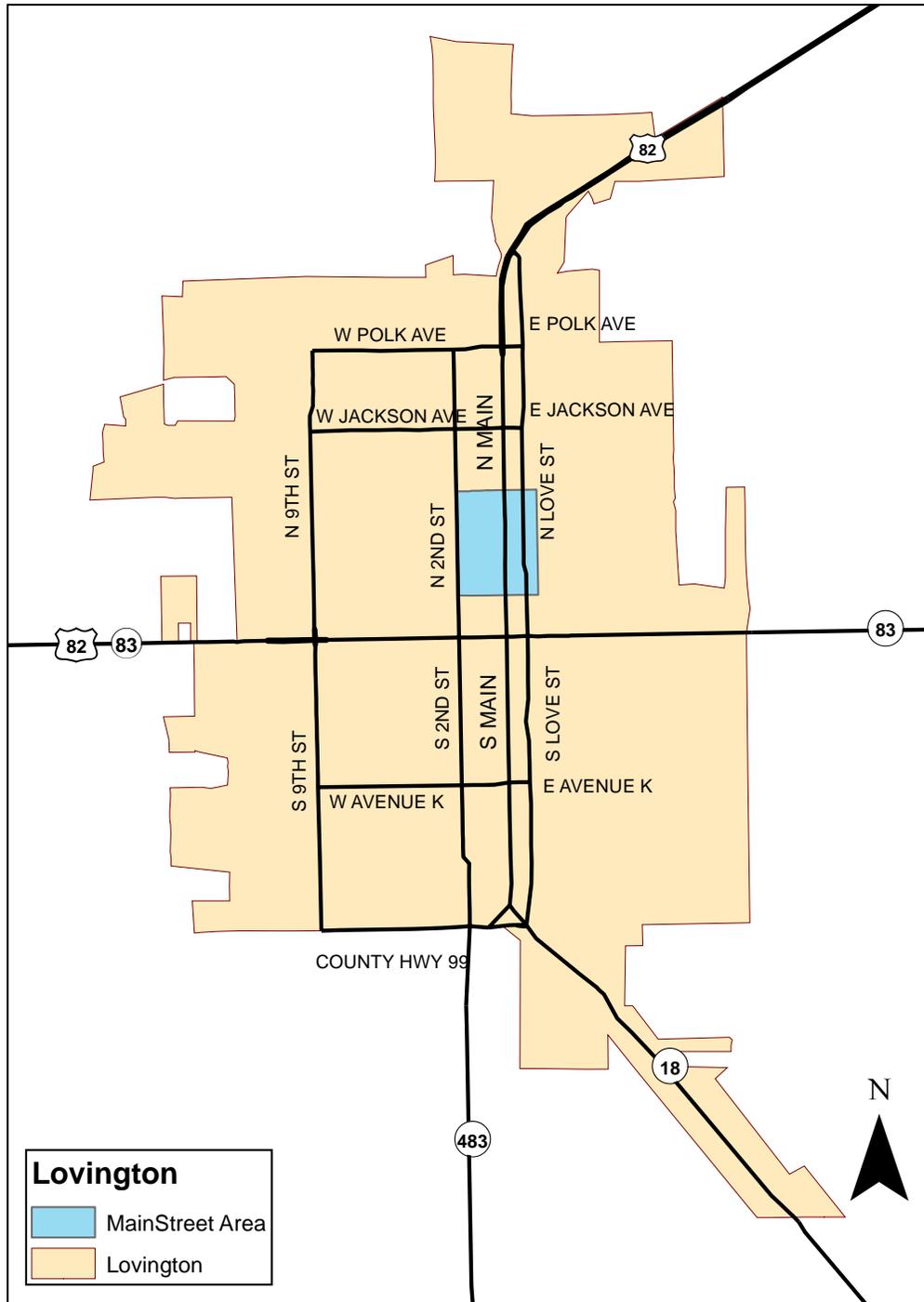
Source: ESRI® StreetMap™, UNM-BBER

TABLE 6: LOVINGTON BUSINESSES BY INDUSTRY BY LOCAL GEOGRAPHY, 2006

INDUSTRY	MS[1]	LOVINGTON[2]	MS%[3]	COUNTY[4]	TOTAL[5]
Agriculture, Forestry, Fishing and Hunting	1	19	5%	81	101
Mining	1	39	3%	196	236
Utilities	1	4	20%	17	22
Construction		33	0%	208	241
Manufacturing	1	15	6%	87	103
Wholesale		18	0%	167	185
Retail	15	48	24%	368	431
Transportation and Warehousing		14	0%	107	121
Information	3	4	43%	38	45
Finance and Insurance	12	18	40%	107	137
Real Estate and Rental and Leasing	2	23	8%	134	159
Professional, Scientific, and Technical Services	8	19	30%	165	192
Management of Companies and Enterprises		1	0%	3	4
Admin, Support, Waste Mgmnt, & Remed Svcs		27	0%	156	183
Educational Services	3	6	33%	41	50
Health Care and Social Assistance	8	27	23%	161	196
Arts, Entertainment, and Recreation	4	7	36%	46	57
Accommodation and Food Services	4	18	18%	125	147
Other Services (except Public Administration)	16	68	19%	382	466
Public Administration	14	12	54%	55	81
TOTAL	93	420	18%	2,645	3,158

1 MainStreet District.

2 Town, not including MainStreet District.

3 MainStreet District as a percentage of entire town.

4 County, not including town.

5 County total.

Source: Walls, Donald W., National Establishment Time-Series Database©, 2006. Calculations by BBER, 2009.

TABLE 7: LOVINGTON EMPLOYMENT BY INDUSTRY BY LOCAL GEOGRAPHY, 2006

INDUSTRY	MS[1]	LOVINGTON[2]	MS%[3]	COUNTY[4]	TOTAL[5]
Agriculture, Forestry, Fishing and Hunting	1	64	2%	230	295
Mining	1	248	0%	2,741	2,990
Utilities	5	141	3%	265	411
Construction		352	0%	1,011	1,363
Manufacturing	2	225	1%	688	915
Wholesale		86	0%	1,260	1,346
Retail	50	284	15%	2,813	3,147
Transportation and Warehousing		92	0%	1,083	1,175
Information	10	71	12%	465	546
Finance and Insurance	46	52	47%	524	645
Real Estate and Rental and Leasing	4	150	3%	774	928
Professional, Scientific, and Technical Services	36	45	44%	626	707
Management of Companies and Enterprises		3	0%	6	9
Admin, Support, Waste Mgmnt, & Remed Svcs		75	0%	496	571
Educational Services	20	259	7%	2,187	2,466
Health Care and Social Assistance	26	463	5%	1,935	2,424
Arts, Entertainment, and Recreation	6	15	29%	328	349
Accommodation and Food Services	34	194	15%	1,578	1,806
Other Services (except Public Administration)	33	229	13%	1,569	1,831
Public Administration	399	189	68%	883	1,471
TOTAL	673	3,237	17%	21,462	25,395

1 MainStreet District.

2 Town, not including MainStreet District.

3 MainStreet District as a percentage of entire town.

4 County, not including town.

5 County total.

Employment is based upon the number of people who did any work at all for pay or profit during the survey week.

Source: Walls, Donald W., National Establishment Time-Series Database©, 2006. Calculations by BBER, 2009.

FIGURE 7: LOVINGTON AND MAINSTREET EMPLOYMENT BY INDUSTRY, 2006
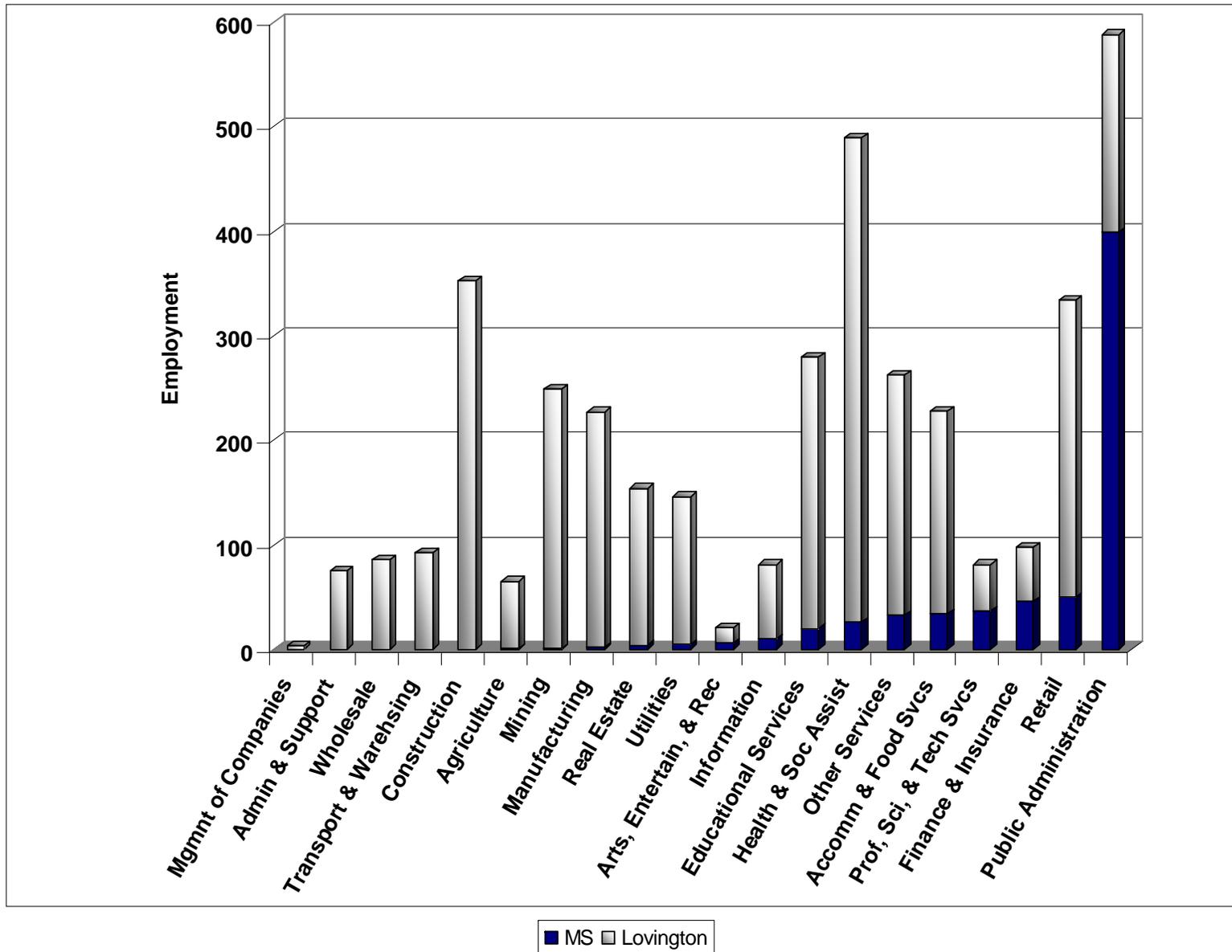
Data source: Walls, Donald W., National Establishment Time-Series Database©, 2006. Calculations and chart by BBER, 2009.

FIGURE 8: LOVINGTON EMPLOYMENT IN MAINSTREET AREA BY INDUSTRY, 2006
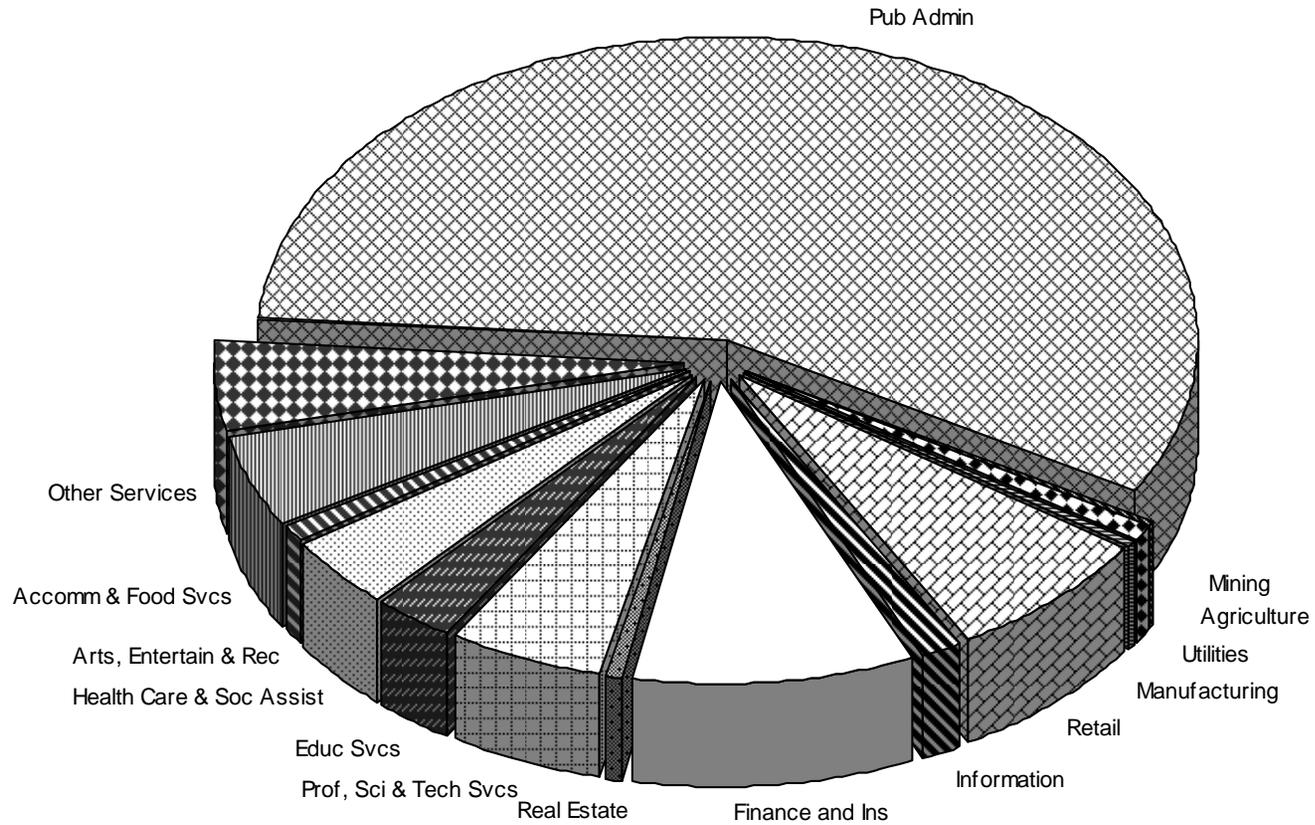
Data source: Walls, Donald W., National Establishment Time-Series Database©, 2006. Calculations and chart by BBER, 2009.

TABLE 8: LOVINGTON TOTAL SALES BY INDUSTRY BY LOCAL GEOGRAPHY, 2006

INDUSTRY	MS[1]	LOVINGTON[2]	MS%[3]	COUNTY[4]	TOTAL[5]
Agriculture, Forestry, Fishing and Hunting	$53,300	$5,551,000	1%	$17,242,400	$22,846,700
Mining	$126,700	$27,294,300	0%	$271,728,807	$299,149,807
Utilities	$500,000	$76,735,879	1%	$76,606,500	$153,842,379
Construction		$29,594,214	0%	$102,648,013	$132,242,227
Manufacturing	$91,000	$58,903,000	0%	$90,727,036	$149,721,036
Wholesale		$14,141,100	0%	$268,861,810	$283,002,910
Retail	$3,286,814	$30,776,831	10%	$368,656,977	$402,720,622
Transportation and Warehousing		$22,738,700	0%	$83,494,946	$106,233,646
Information	$305,400	$6,353,267	5%	$26,881,400	$33,540,067
Finance and Insurance	$5,425,101	$5,232,600	51%	$70,239,461	$80,897,162
Real Estate and Rental and Leasing	$235,800	$11,072,756	2%	$58,777,632	$70,086,188
Professional, Scientific, and Technical Services	$2,070,000	$2,310,100	47%	$36,822,899	$41,202,999
Management of Companies and Enterprises		$10,000	0%	$420,000	$430,000
Admin, Support, Waste Mgmnt, & Remed Svcs		$5,138,500	0%	$29,995,690	$35,134,190
Educational Services	$120,000	$8,702,400	1%	$117,285,069	$126,107,469
Health Care and Social Assistance	$1,055,000	$28,917,200	4%	$77,103,213	$107,075,413
Arts, Entertainment, and Recreation	$146,700	$665,600	18%	$13,224,900	$14,037,200
Accommodation and Food Services	$1,023,200	$4,893,400	17%	$51,023,838	$56,940,438
Other Services (except Public Administration)	$1,376,700	$10,406,400	12%	$87,634,956	$99,418,056
TOTAL	$15,815,715	$349,437,247	4%	$1,849,421,547	$2,214,674,509

1 MainStreet District.

2 Town, not including MainStreet District.

3 MainStreet District as a percentage of entire town.

4 County, not including town.

5 County total.

Source: Walls, Donald W., National Establishment Time-Series Database©, 2006. Calculations by BBER, 2009.