

CHOOSE  COLORADO

Bayfield Community Assessment 2017



COLORADO
Office of Economic Development
& International Trade

Assessment Team Members

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Community Vision

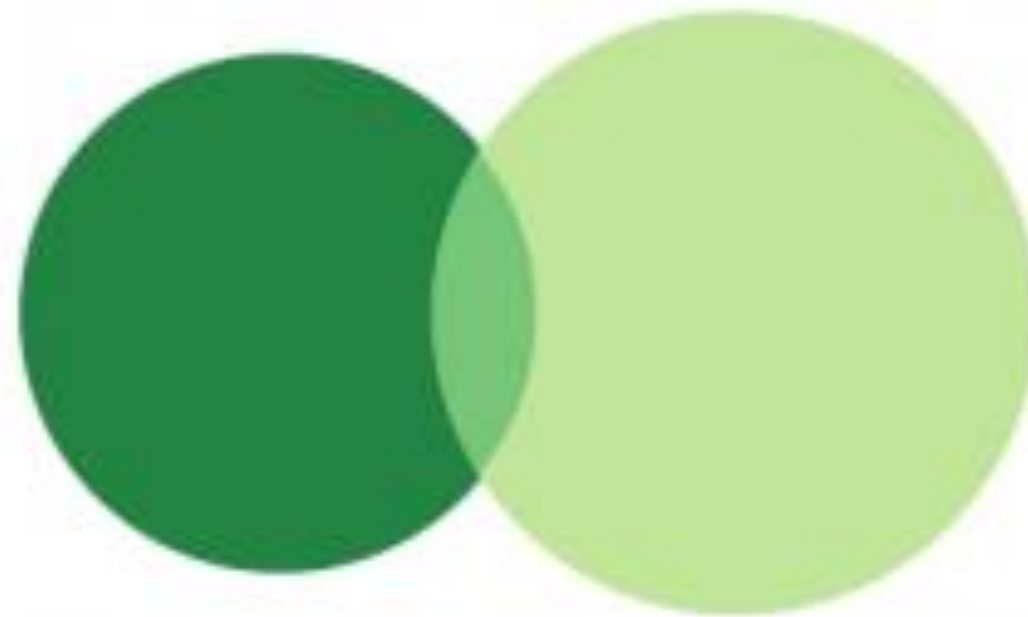
Bayfield is a safe, livable community, with a small town feel striving to become a multigenerational, diverse community that maintains its values while progressively pursuing ongoing sustainability of economic resources, natural resource stewardship and livability. We are committed to the promotion of a vibrant business community balanced by recreational and educational opportunities in order to foster a unique and complete community for future generations.




Opening Remarks

- ◆ Bayfield is not currently large enough to support a mid-size, chain grocer or hotel nor a community rec center.
- ◆ Shop Local
- ◆ Being a bedroom community has benefits
- ◆ There are jobs in this community

Jobs and Commuting in Bayfield

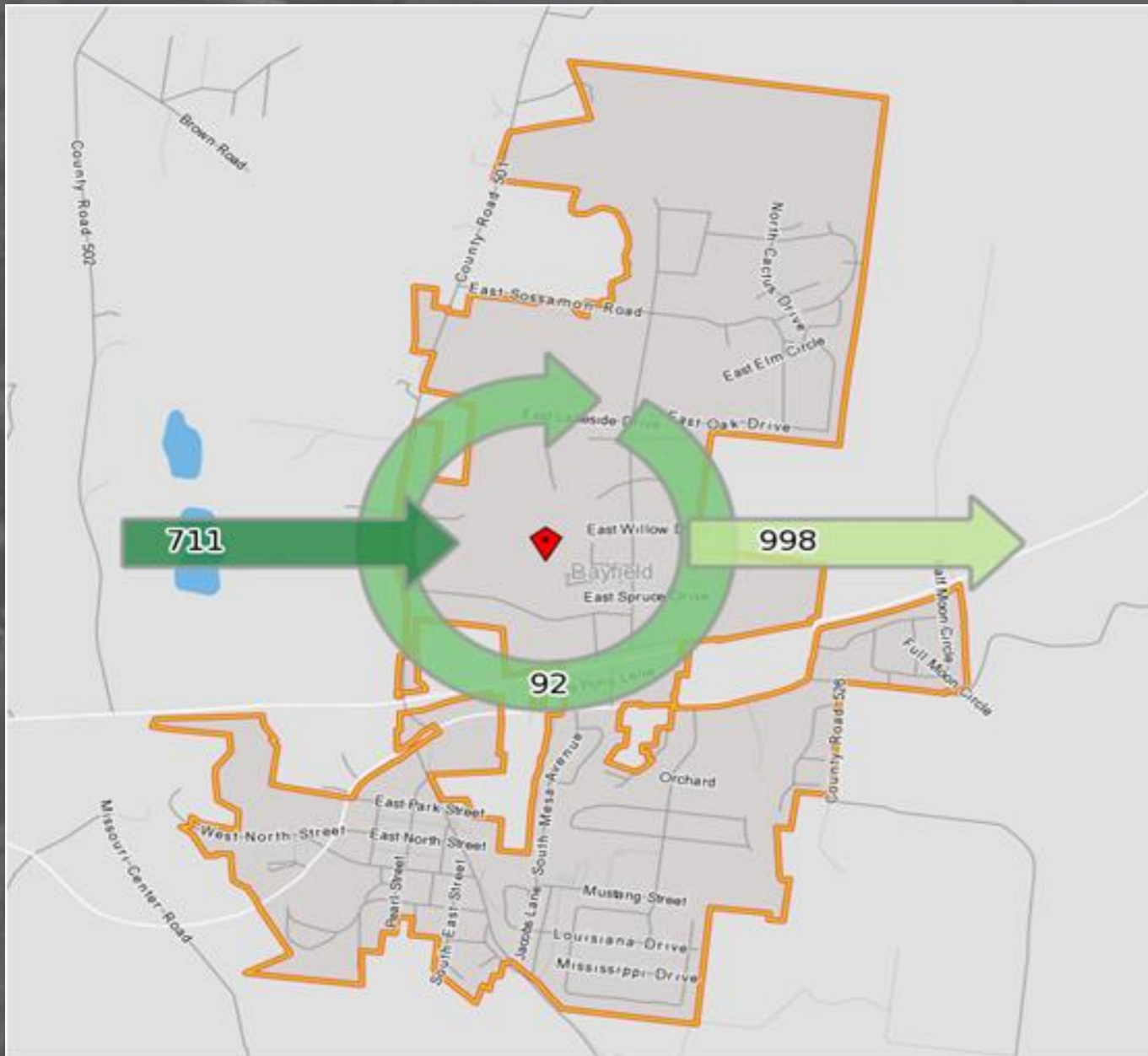
Bayfield town Commuting Patterns, 2014



-  Jobs in Bayfield town
-  Workforce in Bayfield town
-  Overlap: Work and Live in Bayfield town

Source: LEHD On the Map, 2016

Commuting in Bayfield



**Jobs Counts by Places (Cities, CDPs, etc.)
Where Workers Live - Primary Jobs
2014**

	Count	Share
<u>All Places (Cities, CDPs, etc.)</u>	803	100.0%
<u>Bayfield town, CO</u>	92	11.5%
<u>Durango city, CO</u>	80	10.0%
<u>Cortez city, CO</u>	14	1.7%
<u>Ignacio town, CO</u>	10	1.2%
<u>Farmington city, NM</u>	5	0.6%
<u>Dolores town, CO</u>	4	0.5%
<u>Shiprock CDP, NM</u>	4	0.5%
<u>Center town, CO</u>	3	0.4%
<u>Manassa town, CO</u>	3	0.4%
<u>Pagosa Springs town, CO</u>	3	0.4%
All Other Locations	585	72.9%

Bayfield job count by where workers are from

**Jobs Counts by Places (Cities, CDPs, etc.)
Where Workers are Employed - Primary Jobs
2014**

	Count	Share
<u>All Places (Cities, CDPs, etc.)</u>	1,090	100.0%
<u>Durango city, CO</u>	386	35.4%
<u>Bayfield town, CO</u>	92	8.4%
<u>Colorado Springs city, CO</u>	29	2.7%
<u>Denver city, CO</u>	28	2.6%
<u>Grand Junction city, CO</u>	22	2.0%
<u>Ignacio town, CO</u>	17	1.6%
<u>Cortez city, CO</u>	16	1.5%
<u>Lakewood city, CO</u>	11	1.0%
<u>Westminster city, CO</u>	11	1.0%
<u>Farmington city, NM</u>	11	1.0%
All Other Locations	467	42.8%

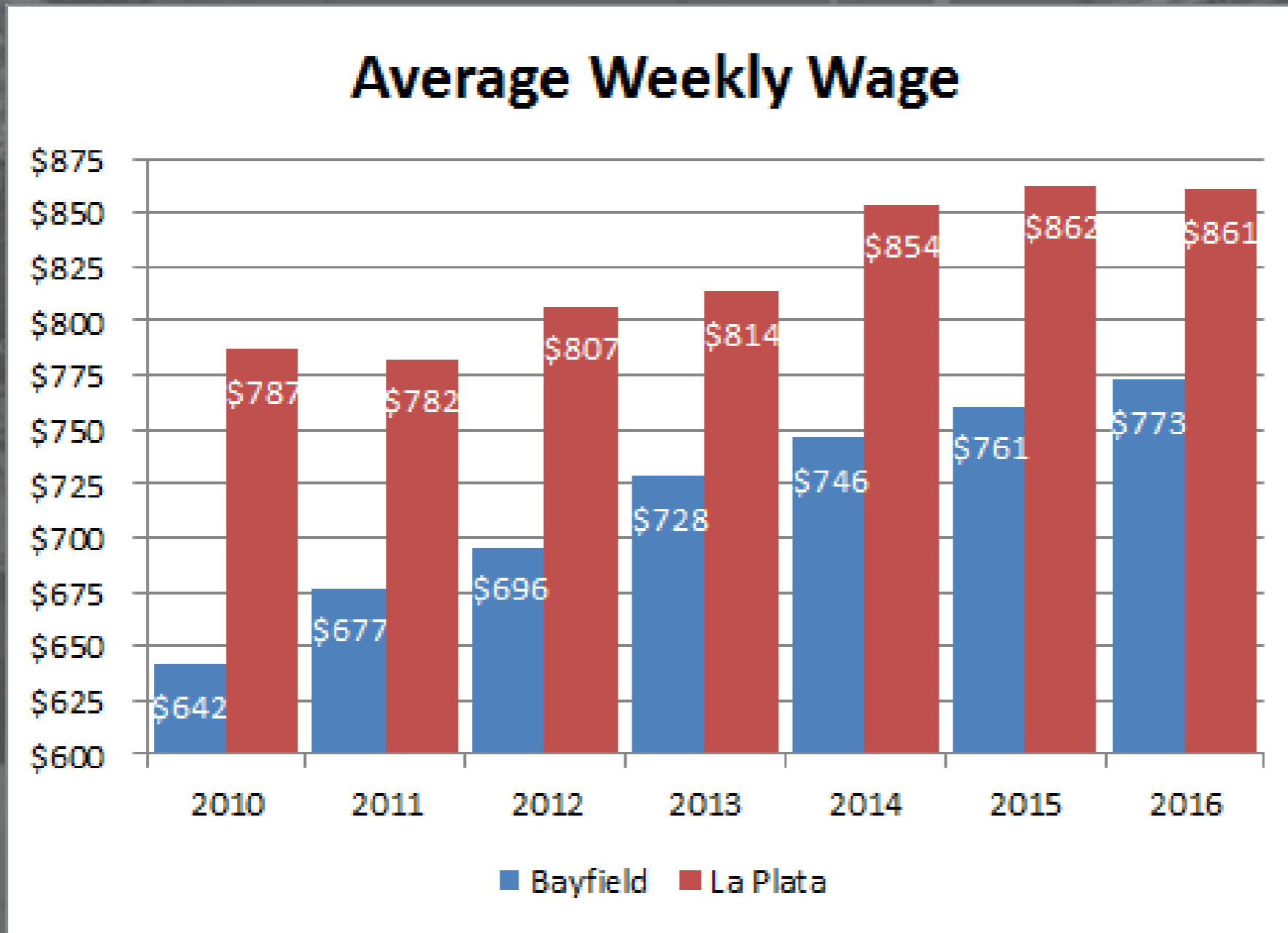
Where Bayfield residents go to work

Bayfield Share of Jobs by Industry

2015 Share of Jobs by Industry			
Sector Name	Bayfield	La Plata	
Agriculture	0.7%	2.8%	
Mining	2.6%	2.2%	
Utilities	0.3%	0.4%	
Construction	15.7%	10.2%	
Manufacturing	0.6%	2.3%	
Wholesale Trade	4.8%	2.0%	
Retail Trade	13.2%	10.6%	
Transportation & Warehousing	0.7%	2.1%	
Information	1.1%	1.6%	
Finance and Insurance	1.7%	3.2%	
Real Estate and Rental and Leasing	2.1%	3.8%	
Professional and Technical Services	4.3%	6.3%	
Management of Companies	0.5%	0.2%	
Administrative and Waste Services	7.7%	3.8%	
Educational Services	0.1%	1.6%	
Health Care and Social Assistance	3.6%	11.2%	
Arts, Entertainment, and Recreation	0.2%	3.6%	
Accommodation and Food Services	9.2%	9.9%	
Other Services	3.0%	5.1%	
Government	27.9%	17.1%	

Source: QCEW and SDO Total Estimated Jobs

Bayfield Average Weekly Wage



Observation: Improve Communication

1. Town can better communicate their activities and accomplishments
 - a. Utilize social media message boards, paper, website etc.

1. Engage community
 - a. Get creative with outreach
 - i. Ex: Plan more frequent events

Communication: Be Business Friendly

- Transparency with fees and process
- Bayfield Economic Development Policy
 - Work with LPCEDA
- The town does not have to be the expert...Economic Development Partners
 - Bayfield Area Chamber of Commerce
 - LaPlata County ED Alliance
 - Region 9

Observation: Increase Capacity

Need to bolster local government capacity to make this happen

- ◆ Rural Economic Development Initiative (DOLA) Grants
- ◆ Energy Impact Grants-DOLA
- ◆ Internships
- ◆ Partnerships with businesses and organizations

Observation: Infrastructure

- Current Status
- East Side Development
- Broadband

Infrastructure

- Current Status-Water Wastewater Roads, Drainage Grade A
- DCI Accomplishments-Branding, Wayfinding, Road Sales tax, SCAN Broadband
- East Side Intersection/Development
 1. Is a major project identified in the CDOT/Bayfield/La Plata County Access Control Plan
 2. It may provide a critical connectivity piece of infrastructure for pedestrian auto, bike in all directions: East/West; North/South
 3. It may provide new opportunities for residential and commercial development.
 4. It will require creative financing and collaboration
- Broadband

Infrastructure: Main Street Program

A town's main street says a lot about the community, and bringing to life the history and unique aspects inspire creative energy and pride. The program is designed to advocate and support a return to local empowerment, and the rebuilding of central business districts based on the traditional assets of each community's unique architecture, character, and local ownership

- Economic Vitality
- Design
- Organization
- Promotion

Observation: Engagement

Location Neutral Employees

Creative Sector

Co-Work Space

- Explore Coworking Space
 - Assess community need & desire
 - Apply for the Colorado Blueprint 2.0 Coworking 101 Initiative
 - Contact DurangoSpace Cowork space for a possible satellite
 - Possible Mill St. Location in empty storefronts
 - High Speed Broadband a need

Creative Sector

- ◆ Connect & Collaborate with Creative Professionals
- ◆ Explore Creative District Certification with Colorado Creative Industries
 - Hubs of economic activity, enhancing the area as appealing places to live, visit and conduct business, and generate new economic activity
 - Program support offers selected communities access to financial and technical support, networking and training programs
- ◆ Other grants - Colorado Creates, Career Advancement, Arts in Society

Housing and Density

- ◆ The future opportunities for the Town necessitates expansion of the number of “rooftops.”
- ◆ Grow responsibly with an intentional process.
- ◆ Create housing opportunities that are affordable for the people that work in the Town of Bayfield!
(Teachers; Police; Fire and other services)
- ◆ Consideration of appropriate and available lot sizes
- ◆ Impacts to transportation, schools, infrastructure

Collaboration is the Key!

Experience isn't about what happens
to you;

It is about what you do with what
happens to you!



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