

**CITY OF
FRUITA**



Economic & Business Report 2011

325 E. Aspen
Fruita, Co 81521
(970) 858-3663
www.fruita.org
www.fruitabusdev.org

Table of Contents

1. Market Demographics
2. Economic and Business Conditions
3. Labor Force Participation
4. Business Resources

The 2011 Economic and Business Report provides up-to-date market and demographic data on Fruita and its surrounding customer area.

The purpose of this report is to provide a brief snapshot of market trends and business potential of the Fruita area.

Additional data and technical assistance is available. Contact Clint Kinney, City Manager, 858 -3663 or ckinney@fruita.org



1. Market Demographics

POPULATION	5 mile radius
2015 Projection	15,722
2010 Estimates	14,130
2000 Census	10,316
1990 Census	7,324
Growth 2010 – 2015	11.27%
Growth 2000 – 2010	36.97%
Growth 1990 - 2000	40.85%
HOUSEHOLDS	
2015 Projection	6,093
2010 Estimate	5,421
2000 Census	3,853
1990 Census	2,582
Growth 2010 – 2015	12.40%
Growth 2000 - 2010	40.70%
Growth 1990 – 2000	49.23%
Family Households	73.49%
Nonfamily Households	26.51%
2010 Est. EDUCATIONAL ATTAINMENT	
High School Graduate (or GED)	88.55%
Some college, no degree	24.81%
Bachelor's Degree	14.97%
Graduate or Professional Degree	5.31%



Demographics continued

2010 Est. POP BY SINGLE RACE	5 mile radius
White Alone	90.19%
African American Alone	0.99%
Amer. Indian and Alaska Native Alone	1.25%
Asian Alone	0.40%
Native Hawaiian and Other Pac. Isl. Alone	0.06%
Some Other Race Alone	5.11%
Two or More Races	2.01%
2010 Est. INCOME	
Median Household Income	\$54,353
Per Capita Income	\$27,094
Median Disposable Income	\$35,106
Age	
0 to 20 years	27.67%
20 to 24 years	5.04%
25 to 34 years	15.63%
35 to 44 years	11.89%
45 to 54 years	13.69%
55 to 64 years	11.37%
65 and older	14.72%
Median Age	36.40%

2. Economic & Business Conditions

Occupational & Industry Data - City of Fruita, City of Grand Junction, & Mesa County

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Occupation	Employees	Fruita			Grand Junction	Mesa County
		%	% Change from 2000	%	%	
Management, Professional	1,877	34.1	9.3	34.0	31.8	
Service	661	12.0	-0.2	17.3	16.7	
Sales and office	1,467	26.6	1.6	25.1	25.2	
Farming, fishing, and forestry	52	0.9	-0.2	0.3	0.7	
Construction, extraction, maintenance, & repair	795	14.4	2.5	13.2	14.0	
Production, transportation, and material moving	659	12.0	-5.3	10.2	11.6	
Industry	Employees	%	% Change from 2000	%	%	
Agriculture, forestry, fishing and hunting, and mining*	475	8.6	6.9	4.4	6.2	
Construction	706	12.8	4.3	9.0	10.2	
Manufacturing	360	6.5	2.5	5.5	5.9	
Wholesale trade	197	3.6	0.1	3.9	3.4	
Retail Trade	631	11.4	9.2	13.2	12.7	
Transportation and warehousing, and utilities	515	9.3	3.6	4.3	5.7	
Information	39	0.7	-1.4	1.9	1.7	
Finance and insurance, and real estate and rental and leasing	286	5.2	2.0	7.2	6.6	
Professional, scientific, and management, and administrative and waste services	410	7.4	2.5	8.1	8.0	
Educational services, and health care and social assistance	1,131	20.5	-2.6	22.7	21.4	
Arts, entertainment, and recreation, and accommodation and food services	356	6.5	-1.2	11.0	9.3	
Other services, except public administration	222	4.0	-2.5	4.3	4.9	
Public administration	183	3.3	-0.4	4.4	4.0	

Fruita Retail Leakage Analysis (5 mile radius), 2010

Industry Summary	Demand (Consumer Expenditures)	Supply (Retail Sales)	Retail Gap
Total Retail Trade and Food & Drink	210,926,509	208,832,733	2,093,776
Industry Group	Demand (Retail Expenditures)	Supply (Retail Sales)	Retail Gap
<u>Motor Vehicle & Parts Dealers</u>	38,867,766	65,531,657	(26,663,891)
Automobile Dealers	31,890,032	60,695,491	(28,805,459)
Auto Parts, Accessories, and Tire Stores	2,985,853	4,459,785	(1,473,932)
<u>Furniture & Home Furnishings Stores</u>	4,434,913	160,482	4,274,431
Furniture Stores	2,366,825	85,865	2,280,960
Home Furnishings Stores	2,068,088	74,618	1,993,470
<u>Electronics & Appliance Stores</u>	4,888,081	0	4,888,081
<u>Bldg Materials, Garden Equip. & Supply Stores</u>	21,259,041	40,150,271	(18,891,230)
Building Material and Supplies Dealers	19,288,933	34,524,107	(15,235,174)
Lawn and Garden Equipment and Supplies Stores	1,970,108	5,626,164	(3,656,056)
<u>Food & Beverage Stores</u>	29,028,603	22,441,332	6,587,271
Grocery Stores	26,282,090	19,600,268	6,681,822
Specialty Food Stores	902,317	37,986	864,331
Beer, Wine, and Liquor Stores	1,844,196	2,803,078	(958,882)
<u>Health & Personal Care Stores</u>	11,251,719	2,032,732	9,218,987
<u>Gasoline Stations</u>	18,388,292	47,679,635	(29,291,343)
<u>Clothing and Clothing Accessories Stores</u>	9,428,040	2,123,201	7,304,839
<u>Sporting Goods, Hobby, Book, and Music Stores</u>	4,221,947	2,198,912	2,023,035
<u>General Merchandise Stores</u>	28,085,760	4,398,157	23,687,603
<u>Miscellaneous Store Retailers</u>	5,595,198	1,878,024	3,717,174
Florists	401,437	459,072	(57,635)
Office Supplies, Stationery, and Gift Stores	2,132,571	417,715	1,714,856
Used Merchandise Stores	450,093	8,679	441,414
<u>Food Services & Drinking Places</u>	21,223,459	9,341,605	11,881,854
Full-Service Restaurants	9,491,209	7,439,172	2,052,037
Limited-Service Eating Places	8,947,798	1,532,578	7,415,220
Special Food Services	1,757,589	47,159	1,710,430
Drinking Places - Alcoholic Beverages	1,026,863	322,696	704,167

Fruita Workplace & Employment Summary

Business Description	Total Establishments	Total Employees	Employees Per Establishment
<u>Industries (All)</u>	505	4,375	9
Industries (Private Sector)	449	3,313	7
Industries (Government & Non-profit)	56	1,062	19
<u>Agriculture</u>	24	79	3
<u>Mining</u>	14	142	10
<u>Construction</u>	65	279	4
<u>Manufacturing</u>	30	243	8
<u>Transportation, Communications/Public Utilities</u>	30	372	12
<u>Wholesale Trade</u>	18	141	8
<u>Retail (All)</u>	85	932	11
Building Matls & Garden Supply	12	101	8
General Merchandise Stores	2	7	4
Food Stores	8	181	23
Auto Dealers and Gas Stations	13	176	14
Apparel and Accessory Stores	5	14	3
Home, Furniture, Furnishings and Equipment	4	15	4
Eating and Drinking Places	23	380	17
Misc. Retail Stores	18	58	3
<u>Finance (All)</u>	43	130	3
Bank, Savings and Lending	11	59	5
Securities and Commodity Brokers	4	7	2
Insurance Carriers and Agencies	6	19	3
Real Estate	22	45	2
Trust, Holdings and Other Investments	0	0	0
<u>Service (All)</u>	183	1,885	10
Hotel & Lodging	6	68	11
Personal Services	49	135	3
Business Services	40	225	6
Motion Picture & Amusement	8	100	13
Health Services	22	437	20
Legal Services	6	11	2
Educational Services	13	669	52



3. Labor Force Characteristics

Mesa County Employment & Wages Estimates

Source: Bureau of Labor Statistics

<u>Occupational Title</u>	<u>Employment Est.</u>	<u>Av. Annual Wage</u>
Office and administrative support occupations	9,460	\$31,070
Sales and related occupations	6,860	\$32,120
Food preparation and serving related	5,780	\$23,360
Construction and extraction	5,000	\$43,870
Transportation and moving materials	3,860	\$33,170
Healthcare practitioners and technical occupations	3,470	\$74,240
Retail salespersons	2,510	\$27,960
Installation, maintenance, and repair	2,540	\$40,440
Production occupations	2,110	\$31,640
Management occupations	2,050	\$84,240
Building, grounds cleaning & maintenance occupations	1,680	\$26,640
Business and financial operations occupations	2,020	\$59,020
Office clerks, general	790	\$26,870
Cashiers	1,660	\$20,620
Personal care and service occupations	1,690	\$22,810
Bookkeeping, accounting, and auditing clerks	880	\$32,390
Community and Social Services Occupations	940	\$39,270
Truck drivers, heavy and tractor-trailer	1,230	\$41,180
Architecture and engineering occupations	780	\$64,060

4. Local Business Resources

City of Fruita

www.fruita.org
(970) 858-3663

Grand Junction Economic Partnership

www.gjep.org
(970) 245-4332

The Business Incubator Center

www.gjincubator.org
(970) 243 -5242

Fruita Area Chamber of Commerce

www.fruitachamber.org
(970) 858 -3894

Grand Junction Visitor and Convention Bureau

www.visitgrandjunction.com
(970) 244 -1480

Mesa County Enterprise Zone

enterprisezone.mesacounty.us

Colorado Business Express

www.colorado.gov/cbe

Colorado Business Resource Guide

www.colorado.gov/cs/Satellite/OEDIT/OEDIT/1154721645662

