

## Santa Fe County Workforce Profile

Developed by SER Jobs for Progress  
For the  
Northern Area Local Workforce Board

Source: Santa Fe Historical Society

Santa Fe, New Mexico is the oldest capital city in North America and also the oldest European city west of the Mississippi.

1912 to present The Museum of New Mexico had opened in 1909, and by 1917, its Museum of Fine Arts was built. The state museum's emphasis on local history and native culture did much to reinforce Santa Fe's image as an "exotic" city.



Although Santa Fe has had history of conquest and frontier violence, the town has also been the region's seat of culture and civilization.

Today, Santa Fe is recognized as one of the most intriguing cities in the nation, due largely to the city's preservation of historic buildings and a modern zoning code, passed in 1958, that mandates the city's distinctive Spanish-Pueblo style of architecture. This architecture is based on the adobe (mud and straw) and wood construction of the past. Also preserved are the traditions of the city's rich cultural heritage which helps make Santa Fe one of the country's most diverse and interesting places to visit.

Source: Wikipedia, the free encyclopedia

**Santa Fe County** is a county located in the U.S. state of New Mexico. It is part of the Santa Fe, New Mexico Metropolitan Statistical Area. As of 2000, the population was 129,292. Its county seat is Santa Fe.

**Geography:** According to the U.S. Census Bureau, the county has a total area of 4,949 km<sup>2</sup> (1,911 mi<sup>2</sup>). 4,945 km<sup>2</sup> (1,909 mi<sup>2</sup>) of it is land and 4 km<sup>2</sup> (2 mi<sup>2</sup>) of it (0.08%) is water. The highest point in the county is the summit of Santa Fe Baldy at 12,622'.

**Demographics:** As of the census of 2000, there were 129,292 people, 52,482 households, and 32,801 families residing in the county. The population density was 26/km<sup>2</sup> (68/mi<sup>2</sup>). There were 57,701 housing units at an average density of 12/km<sup>2</sup> (30/mi<sup>2</sup>). The racial makeup of the county was 73.52% White, 0.64% Black or African American, 3.08% Native American, 0.88% Asian, 0.07% Pacific Islander, 17.74% from other races, and 4.07% from two or more races. 49.04% of the populations were Hispanic or Latino of any race.

There were 52,482 households out of which 30.40% had children under the age of 18 living with them, 45.50% were married couples living together, 11.70% had a female householder with no husband present, and 37.50% were non-families. 29.40% of all households were made up of individuals and 7.40% had someone living alone who was 65 years of age or older. The average household size was 2.42 and the average family size was 3.01.

In the county the population was spread out with 24.10% under the age of 18, 8.10% from 18 to 24, 29.70% from 25 to 44, 27.30% from 45 to 64, and 10.80% who were 65 years of age or older. The median age was 38 years. For every 100 females there were 95.80 males. For every 100 females age 18 and over, there were 93.40 males.

The median income for a household in the county was \$42,207, and the median income for a family was \$50,000. Males had a median income of \$33,287 versus \$27,780 for females. The per capita income for the county was \$23,594. About 9.40% of families and 12.00% of the population were below the poverty line, including 15.20% of those under age 18 and 9.70% of those ages 65 or over.

### **Priority Industries and Industry Career Cluster:**

The Northern Board has designated four “priority industries”: Health Services, Information Technology, Finance, and Small Businesses with Sustainable Wages. In selecting these industries, the Northern Board provides its support to four of Governor Bill Richardson’s New Mexico Career Clusters, specifically Business Services, Communications & Information, Energy & Environmental Technologies, and Health & Biosciences.

Source: Work in New Mexico <http://www.workinnewmexico.gov/clusters.html>

Career clusters are groups of related industries that share common resources, like raw materials or equipment, and employ workers who have similar interests and abilities. New Mexico has identified 7 strategic market sectors or “clusters” as the foundation for its future economy-its careers and businesses. Career clusters offer individuals valuable options. They prepare workers to face the uncertainties and volatility of the 21<sup>st</sup> century job market with the skills to be successful in a number of potential careers.

Emphasis will be given to the NALWDB Priority of Industries and associated Industry Clusters focusing on:

- ✚ Skill requirements for specific jobs or career paths;
- ✚ Training requirements for emerging, incumbent and/or expanding workforces
- ✚ Challenges pertaining to employee attraction and retention

**Health Services:** New Mexico has a booming healthcare industry, which has been one of the fastest growing sectors in the state's economy so far this decade. It is projected by the New Mexico Department of Labor to grow by thirty percent through 2012.

The New Mexico Department of Labor projects 47,870 new jobs will be created in the healthcare sector over the next 6 years. The fastest growth within the health services industry is anticipated to occur within the ambulatory health care services, approaching 44 percent and growing by 13,170 jobs. Nursing and residential care facilities are projected to add 4,460 jobs, equating to roughly 35 percent growth, growing from 12,770 jobs in 2002 to 17,230 in 2012. Social assistance employment is projected to increase by 41.4 percent, rising from 15,350 jobs in 2002 to 21,710 in 2012.

In Santa Fe County there were 457 work locations in the Health and Bioscience industry sector in 2006, with a total of 7,015 employees. The average weekly wage for the Healthcare and Bioscience Sector in Santa Fe County in 2nd Quarter, 2006 was \$796. This would be equivalent to \$19.90 per hour or \$41,392 per year, assuming a 40-hour week worked the year around.

❖ **Health and Biosciences Cluster Definition:** The career cluster is comprised of courses and/or programs related to planning, managing and providing diagnostic, therapeutic, and information and environmental services in health care and to planning, managing, and providing scientific professional and technical services in the biosciences, including laboratory testing and Research and Development.

❖ **Health and Biosciences Industry Sector Clusters:**

- Healthcare
- Information Technology
- Research and Development
- Homeland Security
- Social Services Home Medical Equipment
- Law

❖ **Types of Business in Health and Biosciences Industry Cluster:**

- |                          |                            |
|--------------------------|----------------------------|
| • Home Medical Equipment | • Equipment Sales          |
| • Hospitals              | • Research and Development |
| • Agri-engineering       | • Telemedicine             |

- Social Work/Counseling
- Forensics
- Environmental Waste Engineering
- Electronic Records
- Medical Transcription
- Insurance
- Laboratory Testing
- Pharmaceuticals
- Disaster Management

❖ **Skills Needed in the Industry Cluster**

- Trigonometry,
- Physical and Biological Science
- Business Strategy
- Drafting
- Technical Writing
- Grammar and Spelling
- Advanced Reading Comprehension
- Computer Programs and Systems
- Statistics
- Global Awareness
- Customer Service
- Listening
- Teamwork
- Public Speaking
- Verbal Communication.

**Current Economic Activity Related to Health and Social Services:**

Source: NMDOL Laser market analysis <http://laser.state.nm.us>

Industry	Average Establishments	Employment			Average Employment	Average Weekly Wage
		4/06	5/06	6/06		
Health Care and Social Assistance	457	7,004	6,995	7,045	7,015	\$796
Ambulatory Health Care Services	359	3,258	3,249	3,254	3,254	\$853
Nursing and Residential Care Facilities	18	744	746	742	744	\$494
Social Assistance	***	***	***	***	***	***
Hospitals	***	***	***	***	***	***

Note: Asterisks indicate non-disclosable data

## **Information Technology/Finance Cluster:**

Changes in technology and globalization have permanently altered the way we work and live. In today's society, all individuals must be able to generate and use electronic information and equipment on the job, for entertainment, and for media.

Communications and Information industries are a fast-growing segment of the New Mexico economy.

According to the New Mexico Department of Labor the information industry is projected to have growth approximating 40 percent with 6,680 jobs being added for the period 2002 through 2012. The fastest growing information sub sector is the one encompassing Internet service providers, web search portals, and data processing services. Growth for this category is projected to be much faster than average, exceeding 80 percent, by 2012. The telecommunications sector is also anticipated to experience faster than average growth with jobs increasing by 3,330 or roughly 48 percent.

In Santa Fe County there were 83 work locations in the Information Technology sector in 2006, with a total of 2,440 employees. The average weekly wage for the Information Technology Sector in Santa Fe County in 2nd Quarter, 2006 was \$819. This would be equivalent to \$20.48 per hour or \$42,588 per year, assuming a 40-hour week worked the year around.

**Information Technology Cluster Definition:** The career cluster is comprised of courses and/or programs related to designing, producing, exhibiting, performing, writing and publishing multimedia content and to designing, developing, managing and operating communication and information technology networks and related hardware and software for the recording, storage, transformation, transmission and distribution of voice, video images and data including both telecommunications and computing services.

### **❖ Information Technology Industry Sector Cluster:**

- Digital Media
- Customer Care Call Centers
- Information Technology
- Publishing
- Design

### **❖ Types of Business in Information Technology Industry Clusters:**

- Journalism
- Publishing
- Marketing
- Design
- Advertising
- Security
- Telecommunications
- Web Development
- Software Design
- Software Implementation
- Computer Networking Services
- Sales

- Information Exchange
- Maintenance
- Data Centers

- Medical Transcription/Call Centers
- Research and Development

❖ **Skills Needed for the Industry Cluster**

- Calculus
- Writing
- Grammar and Spelling
- Reading Comprehension
- Computer Programs and Systems
- Statistics
- Customer Service
- Foreign Language

- Global Awareness
- Logic
- Creative and Critical Thinking
- Information Research and Analysis
- Public Speaking/Verbal Communications
- Digital Media.

**Economic Activity Related to Information Technology:**

Source: NMDOL Laser market analysis <http://laser.state.nm.us>

Industry	Average Establishments	Employment			Average Employment	Average Weekly Wage
		4/06	5/06	6/06		
Information	112	1,677	1,453	1,534	1,555	\$670
Publishing Industries	49	589	585	595	590	\$834
Motion Picture & Sound Recording	***	***	***	***	***	***
Broadcasting (except Internet)	8	56	56	59	57	\$498
Internet Publishing and Broadcasting	***	***	***	***	***	***
Telecommunications	14	136	145	146	142	\$1,131
ISPs, Search Portals, & Data Processing	12	227	226	225	226	\$960
Other Information Services	***	***	***	***	***	***

Note: Asterisks indicate non-disclosable data

**Finance Industry Cluster Definition:** The cluster is comprised of courses and/or programs related to planning, managing and providing administrative support, information processing, accounting, and human resource management services and related management support services and to planning, managing and providing banking, investment, financial planning, and insurance services.

❖ **Finance Industry Sector Clusters**

- Administrative Services
- Professional Services
- Financial Services
- Customer Support
- Information Technology
- Management
- Consulting
- Sales and Marketing
- Entrepreneurship

❖ **Types of Businesses in the Finance Industry Cluster**

- Human Resources
- Consulting
- IT
- Management
- Financial
- Sales
- Insurance
- Law
- Teaching and Training
- Retail Trade
- Contact (Call) Centers
- Accounting
- Investment
- Banking
- Logistics
- Transportation
- Warehousing/Facilities
- Public and Community Relations
- Economic Development

❖ **Skills Needed in the Industry Cluster**

- Business Strategy
- Advanced Writing
- Reading
- Comprehension
- Customer Service
- Financial Accounting
- Logic
- Critical Thinking
- Public Speaking
- Verbal Communication
- Computer Literacy
- Global Awareness
- Teamwork
- Listening
- Entrepreneurship
- Creativity

**Current Economic Activity Related to Finance:**

Source: NMDOL Laser market analysis <http://laser.state.nm.us>

Industry	Average Establishments	Employment			Average Employment	Average Weekly Wage
		4/06	5/06	6/06		

Finance and Insurance	243	1,901	1,903	1,906	1,903	\$1,002
Credit Intermediation & Related Activity	92	988	977	973	979	\$802
Financial Investment & Related Activity	58	368	370	375	371	\$1,671
Insurance Carriers & Related Activities	79	410	418	416	415	\$805
Funds, Trusts & Other Financial Vehicles	14	135	138	142	138	\$1,208

### **Small Business w/ Sustainable Wages:**

In New Mexico, small businesses are vital to the financial well-being of the state's economy. Their contribution is essential for economic growth since they make up almost all employer firms in the state. As entrepreneurs and innovators, small business owners represented a diverse group and continued to keep the state's economy productive. Commercial bank lenders are an important source of small business loans, and small firms usually rely on them for financing. In Santa Fe County there were 784 work locations in the Small Business sector in 2006, with a total of 8,959 employees. The average weekly wage for the Small Business Sector in Santa Fe County in 3rd Quarter, 2006 was \$554. This would be equivalent to \$13.85 per hour or \$28808 per year, assuming a 40-hour week worked the year around.

### **Current Economic Activity Related to Small Business:**

Source: NMDOL Laser market analysis <http://laser.state.nm.us>

Industry	Average Establishments	Employment			Average Employment	Average Weekly Wage
Retail Trade	784	8,971	9,016	8,891	8,959	\$554
Motor Vehicle and Parts Dealers	40	874	887	864	875	\$863
Furniture and Home Furnishings Stores	55	379	381	392	384	\$624

Electronics and Appliance Stores	22	193	198	201	197	\$529
Building Material & Garden Supply Stores	49	943	965	968	959	\$603
Food and Beverage Stores	43	1,654	1,650	1,650	1,651	\$502
Health and Personal Care Stores	30	297	284	291	291	\$601
Gasoline Stations	32	332	340	333	335	\$325
Clothing and Clothing Accessories Stores	144	1,081	1,107	1,062	1,083	\$422
Sporting Goods/Hobby/Book/Music Stores	45	377	370	372	373	\$345
General Merchandise Stores	18	1,250	1,272	1,212	1,245	\$395
Miscellaneous Store Retailers	275	1,491	1,461	1,445	1,466	\$719
Nonstore Retailers	31	100	101	101	101	\$473

### **Economic Initiative:**

**Santa Fe Economic Development, Inc:** Santa Fe Economic Development, Inc. (SFEDI) has launched the **Santa Fe Internship Collaborative**. This internship program will supplement education and training by providing area job seekers access to area employers via an internship program that will allow employees to advance past entry level positions.

**Santa Fe Railyard Project:** The project’s mission is to transform the historic rail yard into a sustainable space for commercial, artistic, social and recreational activities that supports Santa Fe’s cultural and historic significance. When the project is completed, the rail yard area will contain art studios, galleries, museums as well as live-in artist studios, a permanent structure for the Farmer’s Market, cinemas and more than 13 acres of park, plaza and pedestrian promenades.

**High-tech in Santa Fe:** “The second oldest city in the country is positioned to emerge as a tech-driven 21st-century hot spot. Santa Fe’s strong technical legacy inherited from the nearby Los Alamos National Laboratory makes it ideally positioned to benefit from growth in the high-tech sector.

- The informatics industry has a firm footing in Santa Fe. Companies such as the National Center for Genome Resources, Genzyme Genetics, and others are showing how new technology businesses can thrive in an environment where it is desirable to live.

- Santa Fe is also home to a large number of software companies, web designers and smaller technology related businesses. New Mexico Information Technology and Software Association [www.nmitsa.org](http://www.nmitsa.org) is strengthening corporate competitiveness and linkages, enhancing New Mexico's high-tech workforce, and assisting in the development of core competencies among its members.
- New Mexico Biotechnology & Biomedical Association represents a diversity of more than 100 medical device, diagnostics, bio-informatics, and pharmaceutical companies with more than 400 participants and 180 members from throughout New Mexico.

Santa Fe is envisioned to become the leading arts, design and cultural industry center in the United States.

- **Santa Fe Design Week** is an initiative established to make Santa Fe visible as a leading international design and creative industry center.
- Industry sectors represented at the Design Week events are:
  - Interior Design
  - Design/Build
  - Architecture, including Eco-Design
  - Green Design/Build
  - Healthy Home Design
  - Water Conservation Technologies
  - Renewable Energy
  - Landscape
  - New Media/Web Technology Design
  - Graphic Design and Publishing
  - Product Design
- In terms of dollar sales, Santa Fe is among the largest art markets in the U.S. according to University of New Mexico's Bureau of Business and Economic Research (BBER). Santa Fe's arts and cultural industries (ACIs) and cultural tourism generated over \$1 billion in receipts, employed 12,567 workers (17.5 percent of the total employment in Santa Fe County), and paid \$231.5 million in wages and salaries. The \$814 million that arts and cultural tourism bring into the community may account for as much as 39 percent of the total inflow into the local economy. ACIs produce an estimated \$22.6 million in taxes and other revenues to the City of Santa Fe – about five dollars for every dollar that the city spends on arts and culture. The city boasts the largest proportion of artists, performers and writers as a share of local employment of any U.S. city.

BBER estimates that the total flow of funds into Santa Fe County by the export of goods and services and financial transactions by all sectors of the economy is approximately \$2.098 billion per year. By this estimate, the arts and cultural industries as defined in this study are responsible for 39 percent of the total flow of funds into the local economy. Simply stated, this suggests that the cultural sector is responsible for three of every five dollars, and three of every five jobs added to the Santa Fe economy each year.