

## Taos County Workforce Profile

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



Taos Plaza circa 1883



Taos Plaza late 1800's

Source: Taos County Historical Society

The once geographically-isolated village became more accessible when the Atchison, Topeka and the Santa Fe Railroad reached Santa Fe. The era of American's love affair with the West had begun. As tales of the region's beauty spread, tourists, writers and artists from the east discovered Northern New Mexico's uniqueness. Some settled permanently.

In 1898, two artists with a broken wagon wheel ushered in the period that would lead to Taos' reputation as a world-famous art colony. That tradition continues, as does the legacy of the primary three cultures of Taos: the Indian, the Spanish and the Anglo.

Source: Wikipedia, the Free Encyclopedia

Taos County is a county located in the state of New Mexico. As of 2000, the population was 29,979. Its county seat is Taos.

**Geography:** According to the U.S. Census Bureau, the county has a total area of 5,710 km<sup>2</sup> (2,205 mi<sup>2</sup>). 5,706 km<sup>2</sup> (2,203 mi<sup>2</sup>) of it is land and 4 km<sup>2</sup> (1 mi<sup>2</sup>) of it (0.07%) is water. The highest point in the county is the summit of Wheeler Peak at 13,161'. This is also the highest point in the state of New Mexico.

**Demographics:** As of the census of 2000, there were 29,979 people, 12,675 households, and 7,757 families residing in the county. The population density was 5/km<sup>2</sup> (14/mi<sup>2</sup>). There were 17,404 housing units at an average density of 3/km<sup>2</sup> (8/mi<sup>2</sup>). The racial makeup of the county was 63.77% White, 0.35% Black or African American, 6.59% Native American, 0.38% Asian, 0.12% Pacific Islander, 24.84% from other races, and 3.95% from two or more races. 57.94% of the populations were Hispanic or Latino of any race.

There were 12,675 households out of which 29.90% had children under the age of 18 living with them, 42.70% were married couples living together, 12.70% had a female householder with no husband present, and 38.80% were non-families. 32.10% of all households were made up of individuals and 8.90% had someone living alone who was 65 years of age or older. The average household size was 2.34 and the average family size was 2.98.

In the county the population was spread out with 24.50% under the age of 18, 6.90% from 18 to 24, 27.40% from 25 to 44, 28.80% from 45 to 64, and 12.30% who were 65 years of age or older. The median age was 40 years. For every 100 females there were 96.20 males. For every 100 females age 18 and over, there were 93.70 males.

The median income for a household in the county was \$26,762, and the median income for a family was \$33,995. Males had a median income of \$27,310 versus \$21,121 for females. The per capita income for the county was \$16,103. About 16.10% of families and 20.90% of the population were below the poverty line, including 24.60% of those under age 18 and 20.80% of those ages 65 or over.

### **Priority Industries:**

The Northern Board has developed plans to provide all businesses with a range of value-added services to meet their workforce requirements. The services focus on referral of qualified applicants to any Northern Area business requesting the services. While workforce services will continue to be available to all businesses in the Northern Area, the Board's identification of priority industries reflects its intention to target businesses in priority industries. The purpose of identifying priority industries is to better focus the Northern Board's resources (and in accordance with New Mexico's One-Stop Guide), within an area. Selection of Priority Industries are or most likely will be high-growth/high-wage, to provide job and career opportunities for workers and to contribute significantly to the quality of life in the Northern Area and to the wealth of the state of New Mexico.

The Northern Board may designate an industry "priority" based on a number of factors, including the following: growing industry (i.e., increasing employment and payrolls); significant numbers of new and existing businesses; contribution to the Area's quality of life; clear paths or opportunities for career mobility and promotion; and high-wage, high-growth.

The following Industries meet the guidelines as identified by the NALWDB and are suggested priority industries:

- **Health and Social Services;**
- **Small Business;**
- **Accommodation and Food Services**

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

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.

❖ **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
- Hospitals
- Agri-engineering
- Equipment Sales
- Science Research and Development
- Telemedicine
- Social Work/Counseling
- Forensics
- Social Work/Counseling
- Environmental, Waste Engineering
- Electronic Records
- Medical Transcription
- Insurance
- Laboratory Testing
- Pharmaceuticals
- Disaster Management

❖ **Skills Needed for the Health and Bioscience 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 Services Activity:**

**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	106	1,708	1,693	1,669	1,690	\$539
Ambulatory Health Care Services	65	594	591	583	589	\$611
Hospitals	***	***	***	***	***	***

Nursing and Residential Care Facilities	7	420	428	423	424	\$307
Social Assistance	***	***	***	***	***	***

### Small Business

In Taos County there were 167 work locations in the Small Business industry in 2006, with a total of 1,442 employees. The average weekly wage for Small Business Retail Trade in Taos County in 2nd Quarter, 2006 was \$405. This would be equivalent to \$10.13 per hour or \$21060 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
		4/06	5/06	6/06		
Retail Trade	227	1,376	1,445	1,506	1,442	\$405
Motor Vehicle and Parts Dealers	12	127	132	131	130	\$490
Furniture and Home Furnishings Stores	17	44	44	43	44	\$381
Electronics and Appliance Stores	7	28	29	27	28	\$418
Building Material & Garden Supply Stores	11	153	169	176	166	\$370
Food and Beverage Stores	17	320	326	365	337	\$437
Health and Personal Care Stores	3	26	37	39	34	\$566
Gasoline Stations	11	77	80	80	79	\$415
Clothing and Clothing Accessories Stores	37	120	119	135	125	\$341
Sporting Goods/Hobby/Book/Music Stores	15	64	69	66	66	\$321
General Merchandise	***	***	***	***	***	***

Stores						
Miscellaneous Store Retailers	88	189	209	223	207	\$337
Nonstore Retailers	***	***	***	***	***	***

New Mexico is recognized as one of the world's leading tourist destinations. Its rich, ancient Native American and Hispanic history, art, peoples, cultures, traditions, and landscapes are virtually unparalleled in the United States and around the globe.

The state's Hospitality and Tourism industries are crucial to sustaining the New Mexico economy, and represent a fundamental component of its future promise.

The New Mexico Department of Labor projects this industry will grow by 27 percent or create 23,370 new jobs over the next 6 years. The Tourism Association of New Mexico estimate their industry generates over \$4.5 billion in expenditures annually and is New Mexico's second largest private sector industry. Projections say the industry will continue to grow.

Food services and drinking places, the largest sector of employment in the industry, are projected to grow from 58,940 jobs to 73,660 or 25 percent through 2012 according to the New Mexico Department of Labor. Accommodations jobs are expected to grow by 19 percent, growing from 13,760 to 16,330 jobs. Amusement, gambling and recreation industries are expected to experience faster than average growth. This sub sector is expected to create 5,330 jobs, growing from 11,580 in 2002 to 16,910 in 2012 or 46 percent.

In Taos County there were 167 work locations in the Accommodations and Food Service industry in 2006, with a total of 2,068 employees. The average weekly wage for Accommodation and Food Services in Taos County in 2nd Quarter, 2006 was \$269. This would be equivalent to \$6.73 per hour or \$13988 per year, assuming a 40-hour week worked the year around.

**Accommodation and Food Service Cluster Definition:** The career cluster is comprised of courses and/or programs related to hospitality and tourism and to planning, managing and providing lodging, food, recreation, convention and tourism, and related planning and support services such as travel-related services.

❖ **Education Services Industry Sector Clusters:**

- Parks
- Cultural and Historical Sites
- Hotels and Lodging
- Gaming
- Food Services
- Travel and Tourism
- Wholesale and Retail Trade

❖ **Types of Businesses in Education Services Industry Clusters:**

- Travel
- Tours
- Restaurants
- Catering
- Hotels/Bed and Breakfast Inns
- Resorts
- Casinos
- Special Event Planning
- Camps
- Retail Trade
- Groundskeeping and Landscaping
- Logistic/Warehouse/Facility
- Visitors and Convention Bureaus
- Marketing
- Ticket Sales
- Equipment Rental
- Transportation

❖ **Skills Needed for Industry Cluster:**

- Entrepreneurship
- Administrative Services and Information Support
- Business Financial Management and Accounting
- Visual Arts
- Performing Arts
- Foreign Languages
- Media Technology
- Construction
- Consumer Sales and Service
- Marketing
- Communications
- Logistics and Inventory Control

**Current Economic Activity Related to Accommodation and Food Service:**

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		
Accommodation and Food Services	167	1,935	2,049	2,219	2,068	\$269
Accommodation	79	853	854	939	882	\$326
Food Services and Drinking Places	88	1,082	1,195	1,280	1,186	\$227

## **Economic Initiative:**

The town of Taos plans for expanding its airport, putting in more golf courses, new shops, more housing and luxury hotels.

- Las Sierras, a planned housing complex with \$175,000, half-acre lots, a 250-room resort hotel, plaza, shops and golf course, could bring more than 200 new jobs to a town with unemployment exceeding the official 16 percent.
- Tourism, long a backbone of the Taos economy, brings in roughly \$75 million a year and about 500,000 visitors, but jobs are still scarce, particularly for local young people who often wind up moving elsewhere for employment.
- The planned \$8.5 million expansion of the Taos airport will bring a boost to the economy with more charter flights and possibly commercial service carriers.
- The business incubator project, begun in '87, has been the spark plug for 16 small businesses, 70 new jobs and help for 450 entrepreneurs in the town of Taos. Since the incubator opened, entrepreneurs have begun a Southwest style designer clothing manufacturing operation; a jewelry firm; a gourmet coffee business; and a shuttle bus operation. Other entrepreneurs include an art distributorship; shipping a packaging firm; secretarial support operations; a computer consulting firm; and an upholstery company.
- The Taos County Economic Development Corp. sponsored the Taos Institute of Art with established artists teaching the finer techniques. At least 40 courses are being taught with 300 students involved.