

SCEDD overview of sub-region #4

Pueblo

Including Pueblo County

Geography

The Pueblo sub-region is comprised of Pueblo County. Given its strategic geographic location, its size, and its economic activity, it serves as the hub for the region and anchors the surrounding sub-regions.

Pueblo Sub-Region

Located at the confluence of the Arkansas River and Fountain Creek, Pueblo County is situated geographically along Interstate 25. Pueblo has served as a crossroads for transportation and trading for more than 150 years. Its mild climate with cool nights and hot days produces the widely known Pueblo Chiles. The main variety of pepper that Pueblo farmers grow is the Mirasol “Mosco” Chile. The variety is unique because it grows with its tip pointing upwards to the sun. Prime agricultural lands have been identified in the Pueblo region and are identified in Appendix D.

Lake Pueblo State Park is in Pueblo County and is one of the top two most visited state parks in Colorado. It includes a State Wildlife Area, along with several additional SWAs throughout the County. A small amount of BLM land exists in Pueblo County. The Wet Mountains of the Pike/San Isabel National Forest are in the southwest part of the county and include the Greenhorn Wilderness Area. Pueblo County has 63,588 acres of public land, which is 4.16% of the land. Several endangered plant species have been identified in Pueblo County along with this partial list of endangered animals: bald eagle, plains leopard frog, Arkansas darter, and the ferruginous hawk.

Pueblo is a multi-cultural community, predominantly comprised of Hispanic, Italian, and Slovenian populations who have been here for generations. Drawing from this unique cultural makeup, the community is well known for their diverse and delicious foods, signature events - - such as the annual Chile & Frijoles Festival and Flavor of Pueblo. One of the largest steel-producing cities in the U.S., Pueblo is sometimes referred to as the Steel City. As the hometown of four Medal of Honor recipients — more per capita than any other city in the United States — Pueblo is also known as the "Home of Heroes.



Pueblo Riverwalk, with Center for American Values in the right background.

Pueblo is also home to the Colorado State Fair and additional attractions, including the Historic Arkansas River Project (HARP), Lake Pueblo, one of the first state-designated Creative Arts Districts in downtown Pueblo, and a variety of museums such as the El Pueblo History Museum, Rosemount Museum, Sangre de Cristo Arts Center, and Buell Children's Museum.

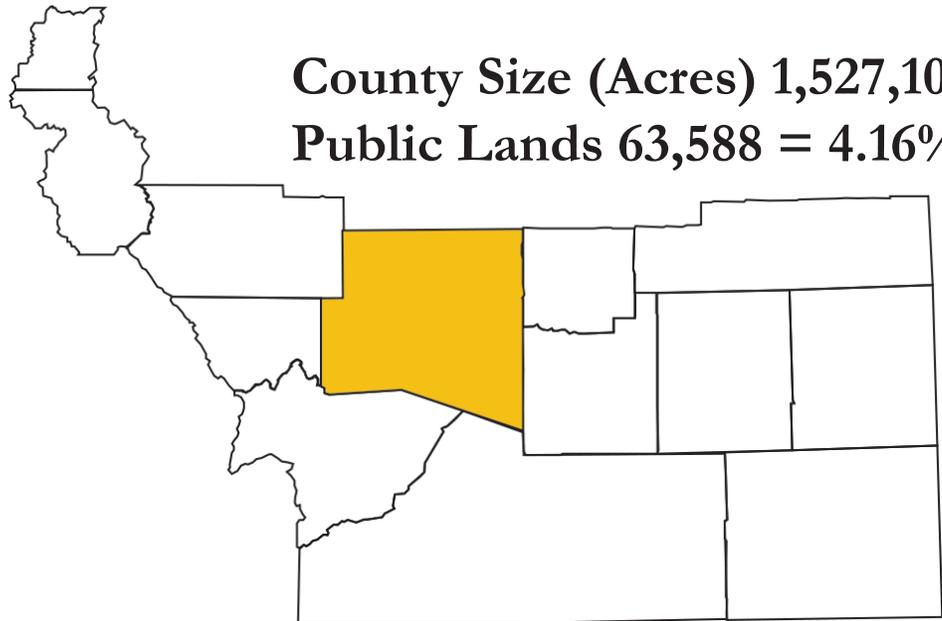
Major Industries-

In 2019 the GDP for Pueblo County was \$5.77 billion. (See Appendix E.) The top industries include Health Care/Social Assistance providing over 20% of local jobs, Retail is second, Education is next, followed by Accommodations/Food, with Construction as number five. Part of the core section of the City of Pueblo is an Opportunity Zone and this area extends primarily to the south, with sections to the northwest and southeast included.

Regional Economic Priorities- The One Pueblo Report was complete in the summer of 2021 and serves as a comprehensive and essential tool in Pueblo's economic planning and actions. It not only identifies economic priorities, but also provides specific steps that should be taken by key organizations and players in Pueblo's economy.

The report identifies these economic priorities: Workforce housing, economic diversification, critical infrastructure (including water and wastewater projects), broadband development, and improving raw land to be suitable for industrial and commercial development.

Pueblo County- Community and Economic Profile

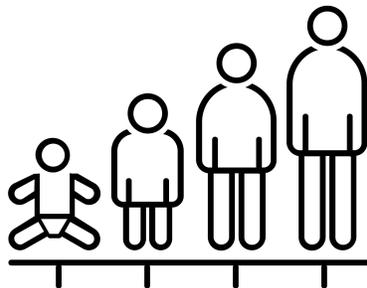


Total Population
2010- 159,496
2020- 169,110
% Change= 6%

Median Wage
\$48,199



Median Age
39.3 Years Old



Household Size
2.46



Unemployment
8.7%



High School
Graduation Rate
86%



Median Home
Value
\$164,600



Pueblo County - Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2020, nominal GDP in Pueblo County, Colorado contracted 0.5%. This follows growth of 5.3% in 2019. As of 2020, total GDP in Pueblo County, Colorado was \$5,737,158,000.

Of the sectors in Pueblo County, Colorado, Health Care and Social Assistance contributed the largest portion of GDP in 2020, \$1,025,246,000. The next-largest contributions came from Manufacturing (\$579,203,000); Retail Trade (\$549,540,000); and Construction (\$464,103,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2020.



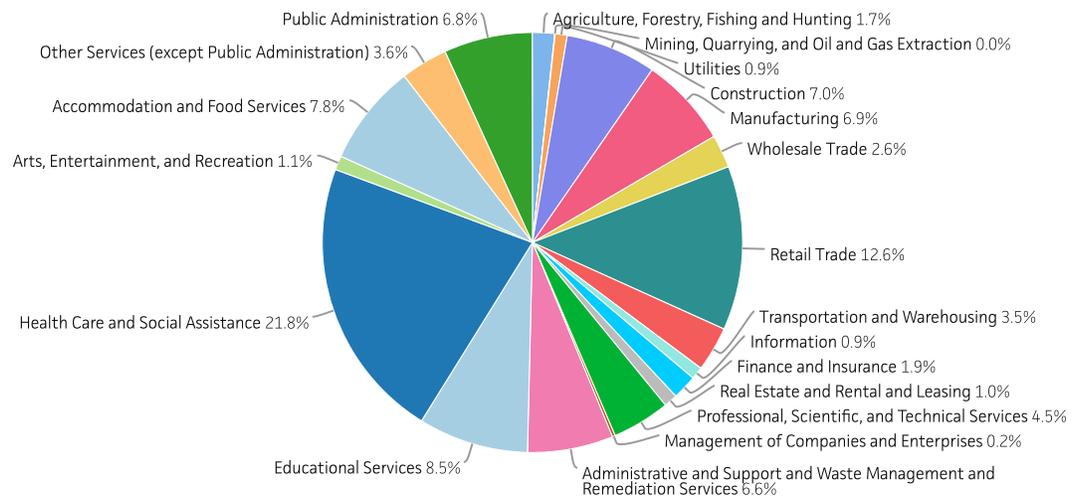
Downtown Pueblo; Pueblo County-Shutterstock Jacob Boomsma

Pueblo County - Industry Snapshot

The total number of jobs in Pueblo County at the end of 2020 was 64,259. Job growth in the county is projected to be .5 percent per annum over the next five years which will produce a total of 1,775 new jobs.

The largest sector in Pueblo County, Colorado is Health Care and Social Assistance, employing 14,012 workers. The next-largest sectors in the region are Retail Trade (8,120 workers) and Educational Services (5,435). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Utilities (LQ = 1.68), Health Care and Social Assistance (1.46), and Public Administration (1.36).

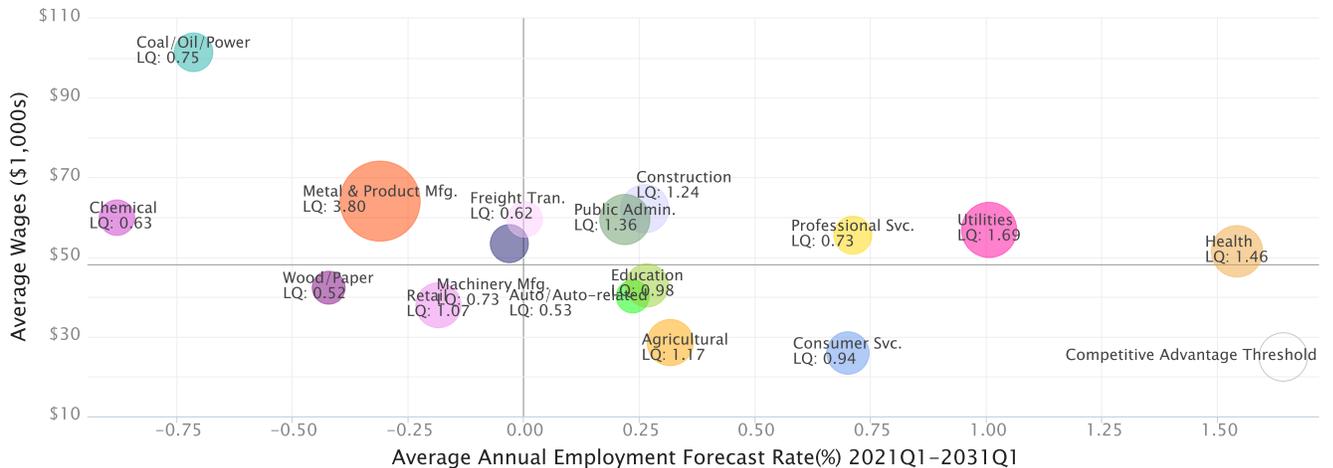
Total Workers for Pueblo County, Colorado by Industry



Source: JobsEQ®, Data as of 2021Q1

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2020Q4 with preliminary estimates updated to 2021Q1.

Industry Clusters for Pueblo County, Colorado as of 2021Q1



Source: JobsEQ®, Data as of 2021Q1