



EMPLOYMENT/ECONOMY

BACKGROUND

The 6.2 square mile Clifton-Fruitvale planning area has a density of 2,258 persons per square mile which is higher than any other area of Mesa County. The entire area is unincorporated but residents often request the types of services associated with an incorporated community. The area is taxed by the County; it has a very small commercial tax generating base and an ad valorem tax structure for all residential and non-residential properties which produces about \$600,000 dollars each year. The revenue generated within the area is not adequate to fund desired urban services, as a result, it will be necessary to identify ways to increase revenues to fund the levels of services desired by the community. This section of the plan will look closely at the existing conditions of the area and recommend some steps to take to improve the economic conditions of the plan area.

Economic development is perhaps the most direct route to help the Clifton-Fruitvale community transition into a sustainable, self-sufficient community that is able to establish itself within the Grand Valley as a competitive place to live and work and to market its unique identity. This plan makes recommendations to take those first steps to generate revenue while maintaining their sense of place.

EXISTING CONDITIONS

In terms of absolute growth in number of jobs, (according to the Colorado Department of Labor and Employment), the leading sector in the Clifton-Fruitvale area from 2000 to 2005 was services with a gain of 169 new jobs. Second was construction with 102 new jobs, followed by wholesale trade with 61 new jobs. Retail sales followed with 41 new jobs, and mining contributed 26 new jobs, while agriculture created 19 new jobs for the period. All other sectors lost jobs for the period. Finance, Insurance, Real Estate (FIRE) had the greatest absolute loss (-34) jobs. Two other sectors that lost jobs were manufacturing (-15) and transportation, communications, and utilities (-6) jobs.

In terms of rate of growth the mining sector expanded the fastest; however, it grew from a very small base – starting with just one employee in 2000. The sector grew at 2600 percent. The second fastest growing sector was wholesale trade; likewise, it grew from a very small base starting with three employees. The sector grew at 2033 percent. Agriculture followed with a 380 percent increase, with construction (100 percent), retail trade (35 percent) and services (30 percent) gaining respectively.

Manufacturing suffered the largest percent loss in jobs with a (-88 percent) decline. FIRE lost at a rate of (-28 percent) followed by transportation, communications, and utilities with a (-15 percent) decline.





A more significant analysis is required to identify strengths and weakness of the local economy as well as help identify areas for strategic investments to build the economy in areas where success is highly likely to provide a return. A shift/share and location quotient analysis is used to evaluate the Clifton-Fruitvale economy.

Economic Base

The two relatively simple, but important methods to determine base sectors and economic strengths and weaknesses are shift/share and location quotient. These two analyses break down sectors of the economy to identify the relative strength of Clifton-Fruitvale and compare the results to the Mesa County economy.

Shift/Share Analysis

Shift-share analysis is a quantitative method to analyze the trends in the composition of the local economy in relation to a larger reference economy. Shift/share analysis uses a series of mathematical equations to disaggregate a local industry's growth rate into three distinct components, as described below:

(a) The regional (Clifton-Fruitvale) economic growth component is the local industry's growth that can be attributed to the overall change in the larger reference economy (Mesa County). In essence, the interpretation of this component is that if the larger reference economy grows ten percent, every industry should also grow ten percent.

(b) The proportional shift component indicates the extent to which a particular sector is increasing or decreasing its share of the larger reference economy. For example, if a certain sector is expanding its share of the regional economy, because it is growing faster than the economy as a whole, we would expect that this same sector would also grow faster locally than the local economy as a whole.

(c) The differential shift component is the measure of the growth of the particular sector in the local economy relative to the same sector in the regional economy. This component indicates the extent to which the particular sector is growing more or less rapidly than the same sector in the regional economy.





**Colorado, Mesa County, Clifton/Fruitvale
(EMPLOYMENT)**

SECTORS	Colorado 2000	Colorado 2005	Colorado Change	MC 2000	MC 2005	MC Change	Clifton 2000	Clifton 2005	Clifton Change
Agriculture	32,963	15,441	(17,522.0)	785	619	-166.00	5	24	19.00
Mining	12,880	16,494	3,614.0	345	1,161	816.00	1	27	26.00
Construction	162,604	158,618	(3,986.0)	3,834	4,729	895.00	102	204	102.00
Manufacturing	205,640	150,306	(55,334.0)	4,258	3,453	-805.00	17	2	-15.00
Trans., Comm., Util.	140,674	145,684	5,010.0	2,664	2,960	296.00	39	33	-6.00
Wholesale Trade	110,408	93,411	(16,997.0)	2,199	2,041	-158.00	3	64	61.00
Retail Trade	414,558	242,419	(172,139.0)	11,483	7,865	-3,618.00	119	161	42.00
F.I.R.E.	137,598	153,010	15,412.0	2,207	3,089	882.00	121	87	-34.00
Services	650,169	858,467	208,298.0	14,387	16,295	1,908.00	562	731	169.00
Government	319,140	350,503	31,363.0	7,787	8,302	515.00	10	10	0.00
TOTAL	2,186,634	2,184,353		49,949	50,514		979	1,343	

Source: Colorado Department of Labor and Employment

Mesa County

	Constant Share	Total Shift	Proportional Shift	Differential Shift
Agriculture	-417.28	-165.18	-417.28	251.28
Mining	96.80	816.36	96.80	719.20
Construction	-93.98	899.00	-93.99	988.98
Manufacturing	-1145.75	-800.56	-1145.75	340.75
Trans., Comm., Util.	94.88	298.78	94.88	201.12
Wholesale Trade	-338.53	-155.71	-338.53	180.53
Retail Trade	-4768.14	-3606.02	-4768.15	1150.14
F.I.R.E.	247.20	884.30	247.20	634.80
Services	4609.24	1923.01	4609.23	-2701.24
Government	765.26	523.12	765.25	-250.26
TOTAL				

Source: Mesa County, Colorado Department of Labor & Employment

Clifton

	Constant Share	Total Shift	Proportional Shift	Differential Shift
Agriculture	-1.06	17.14	-0.01	20.06
Mining	2.37	25.63	0.00	23.63
Construction	23.81	64.08	-0.12	78.19
Manufacturing	-3.21	-21.32	-0.03	-11.79
Trans., Comm., Util.	4.33	-20.50	-0.05	-10.33
Wholesale Trade	-0.22	59.88	0.00	61.22
Retail Trade	-37.49	-2.25	-0.21	79.49
Services	74.53	-39.96	-0.71	94.47
Government	0.66	-3.72	-0.01	-0.66
TOTAL				

Source: Mesa County, Colorado Department of Labor & Employment





The typical approach to interpreting shift/share results is to identify those sectors of the Clifton-Fruitvale economy that outperform the same sector in the Mesa County economy, as depicted by a positive differential shift, and where those specific sectors are also growing in the Mesa County economy at a rate that exceeds the rate of overall Mesa County economic growth, as measured by a positive proportional shift. In more simple terms, results of the analysis show sectors that are doing well in the Mesa County economy and are doing even better in Clifton-Fruitvale, signifying a relative strength in the Clifton-Fruitvale economy at attracting more than its “fair share” of the particular industry’s growth.

As depicted in the preceding table – Clifton – there are no local sectors with positive values for both differential shift and proportional shift. The best results for all sectors are mixed - a positive differential shift and a negative proportional shift, or vice-versa.

Sectors that have mixed results - a positive differential shift and a negative proportional shift, or vice-versa - are more difficult to label as either strong or weak prospects; however, oftentimes these may be sectors in which Mesa County intervention may be effective. For example, if a sector is doing well in the Mesa County economy, but poorly in the Clifton-Fruitvale economy, this may indicate that there is some form of barrier to this particular sector thriving in the Clifton-Fruitvale economy. An economic development strategy may identify means to remove such barriers so that the Clifton-Fruitvale economy can capture more of an industry that is thriving elsewhere within the County.

As referenced in the preceding table – “Clifton” - the local sectors with mixed values for both differential shift and proportional shift include: agriculture, mining, construction, wholesale trade, retail trade, and services.

If an industry is declining in both the Mesa County and Clifton-Fruitvale economies (negative differential and proportional shifts), then this is a strong signal that the industry is at risk, and that even if actions are taken for the Clifton-Fruitvale community to improve conditions, the industry may be affected by industry-wide trends and conditions that would over-ride local efforts. The only sector that declined at the Mesa County level and which declined even more rapidly in the Clifton-Fruitvale economy was Manufacturing.

Shift/Share Summary and Conclusions

The analysis indicate that six of the eight sectors of the economy have a mixed results outcome, one sector (manufacturing) is declining both in Mesa County and in Clifton and one sector (government) has incomplete data and a conclusion cannot be drawn for that sector. The sectors with mixed results should be looked at closely to see if activities and investments are worth pursuing; for example, have recent events had an effect that will encourage or discourage development opportunities?





It is also necessary to look at historic trends (local) in the sectors to identify the most inconsistent or variable and to target the most stable of those for development opportunities. Investments should focus on groups of businesses that have similar technologies, products or markets to foster business growth and improve competitiveness. The declining sector of the economy (manufacturing) should be investigated closely to determine what direction should be taken with respect to a development strategy and infrastructure investments.

Sectors with mixed results don't necessarily mean that the sector is bad or that it is not a viable sector, it just means that extensive research and planning should be done prior to investment and development in those sectors. In addition, the steady growth rate of the population within the planning area may act to sustain some sectors that show mixed outcomes in the analysis.

Location Quotient

The second relative measure of the Clifton-Fruitvale economy is a location quotient analysis. Location quotient is a measure of the relative significance of an (employment sector) in a local economy (Clifton-Fruitvale) compared with its significance in a larger ("benchmark") region (Mesa County).

Any sector of the economy with a location quotient greater than 1 is likely a basic industry (sector of economy). Any basic sector is producing its resources for export. Any basic sector of the economy is considered a strength within the overall economy. Clifton-Fruitvale's economic strengths are; agriculture, construction, wholesale trade, FIRE, and Services.

Any sector of the economy with a location quotient of less than 1 is a non-basic industry (sector of economy), meaning that it is an importing sector. It must bring in goods and services to the community. The non-basic sectors of the Clifton-Fruitvale economy are; mining, manufacturing, transportation-communications and utilities, and retail trade.

**Clifton / Fruitvale
Location Quotient Analysis**

NAISC	SECTORS	Clifton 2005 Employment	% of Total Local Econ.	MC 2005 Employment	% of Total MC Econ.	Location Quotient	Basic Employment	Non-basic Employment	BASE Multiplier	Proj. Total Basic Emp.	Proj. Total Non-basic emp.
01	Agriculture	24	1.79	619	1.23	1.46	8	16	0.32	39	86
10	Mining	27	2.01	1,161	2.30	0.87		27	0.00	0	141
15	Construction	204	15.19	4,729	9.36	1.62	78	126	0.38	406	656
19	Manufacturing	2	0.15	3,453	6.84	0.02		2	0.00	0	10
40	Trans., Comm., Util.	33	2.46	2,960	5.86	0.42		33	0.00	0	172
50	Wholesale Trade	64	4.77	2,041	4.04	1.18	10	54	0.15	51	282
52	Retail Trade	161	11.99	7,865	15.57	0.77		161	0.00	0	838
60	F.I.R.E.	87	6.48	3,089	6.12	1.06	5	82	0.06	26	427
70	Services	731	54.43	16295	32.26	1.69	299	432	0.41	1,556	2,249
91	Government	10	0.74	8,302	16.44	0.05		10	0.00	-	52
	TOTAL	1,343	100.00	50,514	100.00		399	944	0.30	2,077	4,912

Source: Colorado Department of Labor and Employment





Location Quotient Summary and Conclusions

The location quotient analysis indicates that the industries have a surplus of work product in the service, FIRE, Wholesale Trade, Agriculture, and Construction sectors of the planning area economy. The local economy benefits from exporting its products to non local markets – areas outside of the Clifton-Fruitvale planning area. Conversely, the mining, manufacturing, transportation, communications, and utilities, and retail trade sectors of the economy require the import of work product and labor and do not produce enough to supply the local market within the planning area.

Location quotients are used in combination with the shift-share analysis to classify those sectors in the Clifton-Fruitvale economy that may be considered “established” (or basic) and those that are considered “emerging”, (non basic but strong or increasing). Results of the analyses may be used along with other public and private factors to create an economic development strategy to diversify and strengthen the Clifton-Fruitvale economy where appropriate and without investing resources in sectors of the economy that will not respond.

Such economic analysis also help with the allocation of future land use classifications; coordinating economic development strategies with land use zone districts can help target desired industries and prime locations which will aid in economic development of the community.

Existing Real Estate Conditions

As depicted in the table below, the community has 781,767 square feet of commercial building space. That space is dispersed through multiple zone districts within the planning area. Interpretation of the data indicates that at least 75 percent of the commercial square footage is located in the C-2 zone district. At this time it is unknown how much of the space is occupied, vacant or available for lease or purchase. The data also depicts that there are no empty or vacant lots available for commercial development.

The industrial classification as depicted in the table reveals that there is 67,135 square feet of industrial space. It is unknown how much of the space is occupied, vacant, or available for lease or purchase. The analysis also indicates that there is one vacant lot (1.9 acres in size that is classified as industrial), although it is located in the AFT zone district. At least 61 percent of the industrial space is located in the C-2 zone district, with the Business, PUD and Residential Multi-Family-8 districts making up the rest of the square footage.





Zoning District	Capacity/Use --- Commercial & Industrial Lands									
	Commercial		Vacant		Sq Ft Building	Industrial		Vacant		Sq Ft Building
	# Lots	Acres	# Lots	Acres		# Lots	Acres	# Lots	Acres	
AFT	1	0.35	0	0	1,824	2	3.2	1	1.9	0
RSF-R	1	1.2	0	0	4,484	1	5			0
RSF-E	0	0	0	0	0	0	0	0	0	0
RSF-1	0	0	0	0	0	0	0	0	0	0
RSF-2	0	0	0	0	0	0	0	0	0	0
RSF-4	1	5				0	0			0
RMF-5	0	0			0	0	0			0
RMF-8	10	1.4			20,525	3	1.5			21,729
RMF-16	0	0	0	0		0	0	0	0	0
RMF-24	0	0	0	0		0	0	0	0	0
PUD	14	38.3	0	0	234,805	1	0.34	0	0	2,190
R-O	0	0	0	0	0	0	0	0	0	0
B-1	2	0.42			6,780	0	0			0
B-2	2	2.4			7,550	1	0.33			2,400
C-1	1	1.6			5,000	0	0			0
C-2	64	91			500,799	2	2.4			40,816
I-1	0	0	0	0	0	0	0	0	0	0
I-2	0	0	0	0	0	0	0	0	0	0
SUM - ALL	96	141.7			781,767	10	12.77	1	1.9	67,135





Overall Community Image

The general view of the Clifton-Fruitvale image and attractiveness to business in relation to the larger competitive region (Mesa County and the Mesa Mall /24 Road corridor in particular) is not overly appealing. According to comments received at neighborhood meetings many area residents believe that the Clifton-Fruitvale image is positive towards attracting distribution and warehouse companies, but that other types of businesses might not be attracted to the Clifton-Fruitvale area because it is uncompetitive with other areas within Mesa County. The common belief is that Clifton-Fruitvale's community image discourages skilled workforce businesses because of a perceived lack of upscale housing and a limited supply of skilled workers living within the planning area. Adding to that issue is the problem of high turn-over and short duration of rental units, suggesting an unstable workforce. The high turnover of residents is due, largely, to young families living in inexpensive apartments and the availability of inexpensive apartments. Others perceive Clifton's downtown to be stagnant and that the local economy is relatively weak compared to the rest of Mesa County.

Competitive Strengths

The Clifton-Fruitvale community has several strengths which will be important to exploit in economic development and redevelopment in the future. Clifton-Fruitvale's small town atmosphere, steady growth, and location are major advantages of doing business in the area. It is strategically located along I-70 and State Highway 141 which will present numerous opportunities and challenges for economic/business development as the community grows.

- Ideally situated for distribution and warehouse
- Niche market - medium size chain stores
- Construction and incubator business (small entrepreneurial businesses)
- Suited to corporate offices for natural gas and oil exploration
- Suited to agricultural business and value added agricultural products such as:
 - agricultural research capabilities, which would make Clifton-Fruitvale an excellent agricultural-business location
 - wineries
 - Farmer Markets
 - Proximity to rural roadside fruit stands

Competitive Weaknesses

As inferred in the Demographic Chapter, interpretation of the data suggests a need for the Clifton-Fruitvale area to develop the amenities and community image that will attract households of "knowledge workers" who will tend to be more educated, more likely to work managerial or technical occupations or in the business services or entrepreneurial sectors, and bring with them, or create higher incomes. The numbers are supported by a frequently heard belief that labor lacked sufficient skills, that a stagnant local economy, especially in the Clifton downtown area (F Road), is a detriment, and that housing types (density and appearance) are a weakness for economic development in Clifton-Fruitvale.





Also, a common complaint heard throughout the planning process was that parking and traffic circulation was not only a safety issue, but also an encumbrance to economic vitality and interest in investment.

Economic Opportunities

The County has made a commitment (financial and procedural) to help Clifton-Fruitvale move toward self-sufficiency and sustainability, what ever form that may take. The County has limited resources and will need to leverage those limited financial resources and the best way to do that is by using federal and state grants, and no-interest loans. The following is a list of the most relevant sources that are applicable to the Clifton-Fruitvale area.

Colorado State Grants

The Department of Local Affairs has a number of grant and loan programs specifically designed to address public facility and service needs. Through coordination and outreach with the department's field offices, grant and loan resources are distributed on both a formula and discretionary basis depending upon applicable state statutory provisions, federal requirements and/or program guidelines. Access to more information about any of their grants is found at the following web site.
<http://www.dola.state.co.us/Grants.htm>

Energy and Mineral Impact Assistance Fund

Field Services administers the Energy and Mineral Impact Assistance program, which assists communities affected by the growth and decline of energy and mineral industries in the state. Funds come from the state severance tax on energy and mineral production and from a portion of the state's share of royalties paid to the federal government for mining and drilling of minerals and mineral fuels on federally-owned land. The program was created by the legislature in 1977.

Eligible entities to receive grants and loans include municipalities, counties, school districts, special districts and other political subdivisions and state agencies. The kinds of projects that are funded include -- but are not limited to -- water and sewer improvements, road improvements, construction/improvements to recreation centers, senior centers and other public facilities, fire protection buildings and equipment, and local government planning.

Maximum amount - \$500,000.00

Matching \$ - Dollar-for-Dollar preferred

Community Revitalization Partnership

The Department of Local Affairs (DOLA) and the Colorado Community Revitalization Association (CCRA) coordinate the administration of the Community Revitalization Partnership Program. The partnership is a program that provides assistance in the following three areas relating to downtown revitalization:





1. Advisory Services/Assessment Visit- Focusing on current conditions in the downtown, these visits provide valuable information about the strengths and opportunities of the downtown and create the foundation from which a work plan can be developed.
2. Targeted Technical Assistance- A community may request help with a specific issue affecting downtown revitalization. See specific technical assistance subjects.
3. Educational Opportunities/Scholarships- Numerous scholarships will be available for either CCRA's annual Main Street 101 Workshop or statewide community revitalization conference.

This program is for communities under 20,000 in population that have not been designated Colorado Main Street communities. CCRA will use the structure provided by the Main Street Four Point Approach as the basis for identifying and delivering services.

Maximum amount – based on availability.

Matching \$ – 50% local for assessment and technical assistance, no match for scholarships.

Colorado Heritage Planning Grant Program

The Colorado Heritage Planning Grant Program is designed to recognize and reward those communities cooperatively planning to manage growth. Eligible recipients include: municipalities, counties, and Title 32, Article 1 special districts.

The projects funded address many of the impacts of growth, including traffic congestion, loss of agriculture, loss of open space, fiscal impacts to local governments, wildfire hazards and a lack of affordable housing.

Maximum amount – \$50,000 maximum suggested based on availability in 2006

Matching \$ - Local and partnership preferred

Community Development Block Grants (CDBG)

Local Government Services coordinates the overall administration of the federally funded "Small Cities" Community Development Block Grant (CDBG) program. Funds are provided to the department through the U.S. Department of Housing and Urban Development (HUD) and are primarily intended to benefit low-to-moderate income persons through community development efforts.





Eligible recipients include all municipalities and counties, except those larger jurisdictions that receive CDBG funding on an "entitlement" basis directly from HUD. CDBG funds received by the department are divided approximately into thirds for housing, economic development and public facilities projects. A Local Government Services advisory committee reviews public facilities projects; housing projects are considered by the Division of Housing; and most business financing is handled by the Governor's Office of Economic Development and International Trade.

Maximum amount – based on availability

Matching \$ - None required but local and partnership matches are preferred where possible

Great Outdoors Colorado (GOCO)

Local Government Grants

Competitive grants are awarded to counties, municipalities and special districts to acquire, establish, expand, and enhance park, outdoor recreation and environmental education facilities. Projects include ballfields, sports complexes, skate parks, playgrounds, and swimming pools.

- **Local Government Application**

The maximum grant request is \$200,000. There is no maximum for the total project cost.

- **Mini Grants**

The Mini-Grant cycle is to assist local governments in acquiring, expanding or enhancing parks, outdoor recreation and environmental education facilities. The total project cost in this cycle can't exceed **\$45,000**. Applicants may request **up to 70% of the total project cost**. As in the past, projects for deferred maintenance are not eligible.

State Trails

The State Trails Grants Program funds projects involving design, equipment, planning and/or construction of trails. State Trails Grants are a partnership between Colorado State Parks, Great Outdoors Colorado, Colorado Lottery, the Colorado Off-Highway Recreation fund, the Recreational Trails Program, and the Land and Water Conservation Fund.

Trails grants are awarded for projects involving construction, improvements, maintenance and planning for trails and trail networks. Eligible applicants are local, state and federal governments, school districts, special districts with recreation responsibilities and non-profit organizations.

Maximum amount – Varies by type of grant

Matching \$ – Varies by type of grant





GRANT/LOAN	USE	ELIGIBILITY	MAXIMUM AMOUNT	MATCHING
Energy Impact Grant	Water and sewer improvements, road improvements, construction/improvements to recreation centers, senior centers and other public facilities, fire protection buildings and equipment, and local government planning.	Municipalities, counties, school districts, special districts and other political subdivisions and state agencies	\$500,000	Dollar-for-Dollar
Community Revitalization Partnership Program Grant	<ul style="list-style-type: none"> • Advisory Services/Assessment Visit • Targeted Technical Assistance • Educational Opportunities/Scholarships 	Communities under 20,000 population. Communities that have not been designated Colorado Main Street communities.	Based on availability determined on a year-by-year basis	50% local match to pay for the assessment and technical assistance services. No match is required for scholarships.
Heritage Planning Grant	Towns, cities, cities and counties, counties, and Title 32, Article 1 special districts	Local Government	Varies by year	None required but local and partnership matches are preferred where possible
Community Development Block Grants	Funds are provided to the department through the U.S. Department of Housing and Urban Development (HUD) and are primarily intended to benefit low-to-moderate income persons through community development efforts.	Eligible recipients are all municipalities and counties, except those larger jurisdictions that receive CDBG funding on an "entitlement" basis directly from HUD.	Varies by year	None required but local and partnership matches are preferred where possible





GRANT/LOAN	USE	ELIGIBILITY	MAXIMUM AMOUNT	MATCHING
Great Outdoors Colorado (GOCO) Grant Local Government	Acquire, establish, expand, and enhance park, outdoor recreation and environmental education facilities. Projects include ballfields, sports complexes, skate parks, playgrounds, and swimming pools.	Counties, municipalities and special districts.	\$200,000	Varies
Great Outdoors Colorado (GOCO) Grant Mini Grants	Acquiring, expanding or enhancing parks, outdoor recreation and environmental education facilities.	Local governments	\$45,000	Varies
State Trails	Construction, Maintenance, Planning, Special Projects, Equipment	Local, state and federal governments, school districts, special districts with recreation responsibilities and non-profit organizations.	Varies by type See following table	Varies by type See following table

State Trails Grants

Grant Type	Minimum Amount Funded	Maximum Amount Funded	Grantee Match Requirement
Construction			
Small Grant	\$0.00	\$25,000.00	25% Match
Mid Size Grant	\$25,001.00	\$150,000.00	Equal Match
Large Grant	\$150,001.00	\$200,000.00	Equal Match
Maintenance			
Small Grant	\$0.00	\$25,000.00	25% Match
Mid Size Grant	\$25,001.00	\$150,000.00	Equal Match
Large Grant	\$150,001.00	\$200,000.00	Equal Match
Planning			
	\$0.00	\$20,000.00	25% Match
Special projects			
	\$0.00	\$20,000.00	25% Match
Equipment			
	\$0.00	\$100,000.00	Equal Match

Source: Colorado State Parks 2006





Employment/Economy Key Issues and Public Comments

- Need more businesses to draw people away from the “mall”.
- Encourage retail growth in the area.
- Need shopping, movies, restaurants.
- Locate another mall south of I-70 and east of I-70 Business loop.
- We do all of our banking and shopping in Clifton.
- Need shopping on east side of town.
- We own a Clifton business and business is great.
- Want enough business in the area to keep us on this side of the valley.
- Need a Home Base, Lowes, type business.
- Need a department store like Target.
- Lack of job opportunities.
- Redevelopment/revitalization opportunities.
- Low tax base of the area needs to be improved.
- Expand the economic Enterprise Zone to encourage more business.
- A lot of cottage industries in the Clifton area interested in being in the Enterprise Zone, e.g., greenhouses, pottery, sculpture and rock and gravel.
- Home based service companies have less to gain from being in the EZ.
- The traffic pattern F Rd in Clifton is not conducive for ingress/egress into the businesses. Effects people’s ability to shop at those businesses.
- Business strips are orientated to drive up, walk in, and get back in your car and drive to the next strip. Perceived as dangerous to walk in-between these shops.
- Desire to preserve an agriculture or rural flavor to the business areas.
- Concerns that commercial rents may be driven up out of reach.
- Cottage businesses interested in a shared retail area.
- Many small construction companies in the area with a lot of equipment. May be an opportunity for a heavy commercial/ industrial area to accommodate this.
- Lack of job opportunities and diversity of job types and salaries.
- Access to transportation for jobs.
- Image of the area may hurt efforts to invest and redevelop the area.
- Most non-residential development is retail.
- Willingness/ability to pay for urban levels of service (taxes and fees).
- Lower than average property values (real v. perceived).
- Area not attracting much development and redevelopment.
- Access to Community Development Block Grants and other sources of funds.
- Is disposable income adequate to support more commercial development?
- No local business organization.
- What is the area’s business service area – includes Palisade?
- Grand Junction Area and Palisade Chambers of Commerce roles.
- Major highways through area should provide good access to businesses.
- Lack of railroad access.
- Identify a clear and on-going leadership group for economic development.
- Is there a local arts community and economy?

