

SAN MIGUEL COUNTY HOUSING NEEDS

Employer Survey Findings



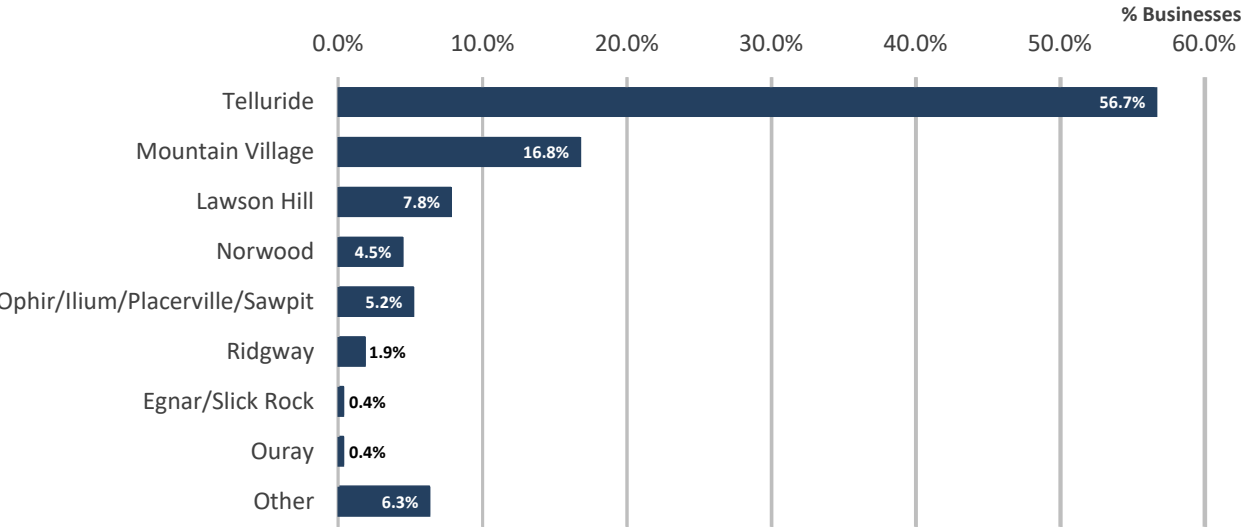
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The Economics of Land Use

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EMPLOYER SURVEY OVERVIEW

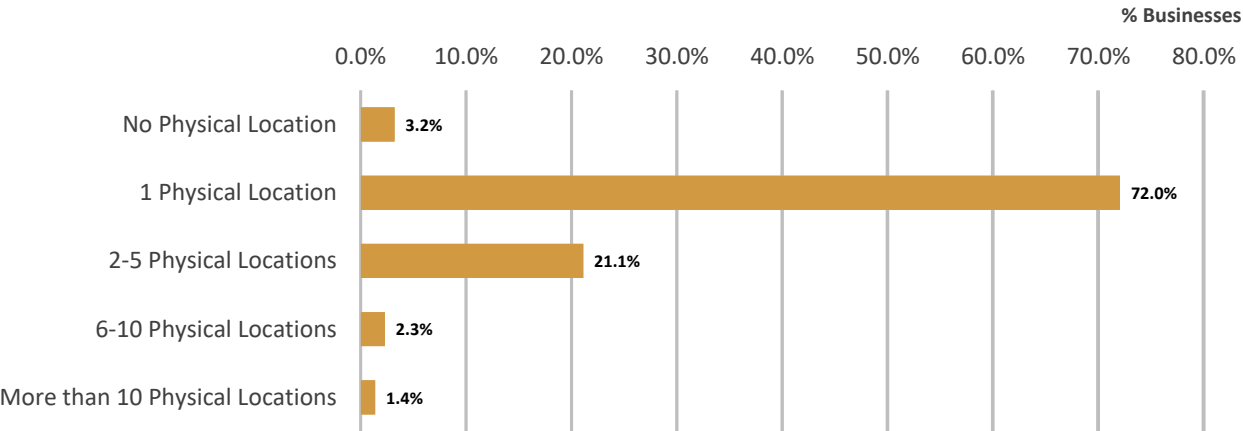
- The employer survey was conducted from July 22nd to September 13th 2024
- Survey was distributed to TOT and TOMV’s business licensees through SMRHA and through the Telluride Tourism Board’s business listserv
- **Approx. 220 total responses**
- Over 56% of business respondents are physically located in Telluride, followed by 16.8% in Mountain Village
- Over 70% of business respondents have at least one physical location; 3.2% are only remote, and 1.4% have over 10 physical locations

1. Where is your business or organization physically located? Select all that apply.



Source: Economic & Planning Systems

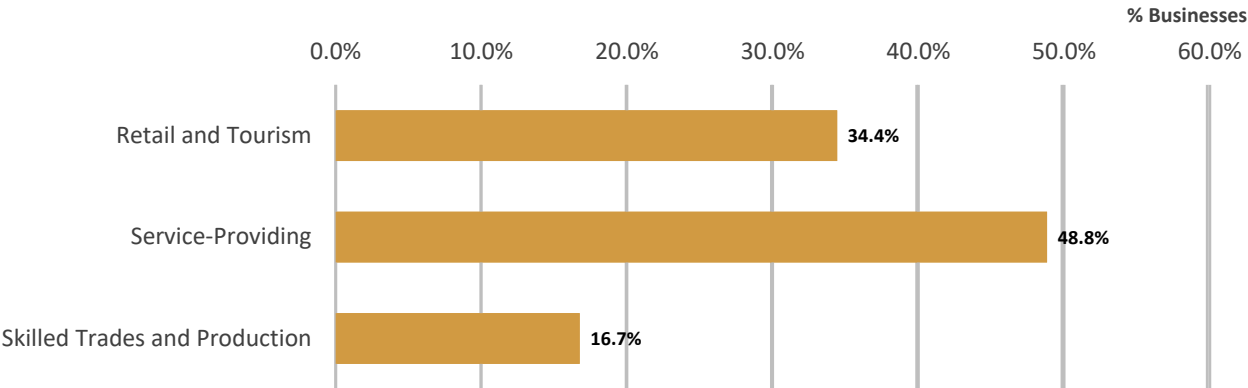
2. How many business locations do you have?



Source: Economic & Planning Systems

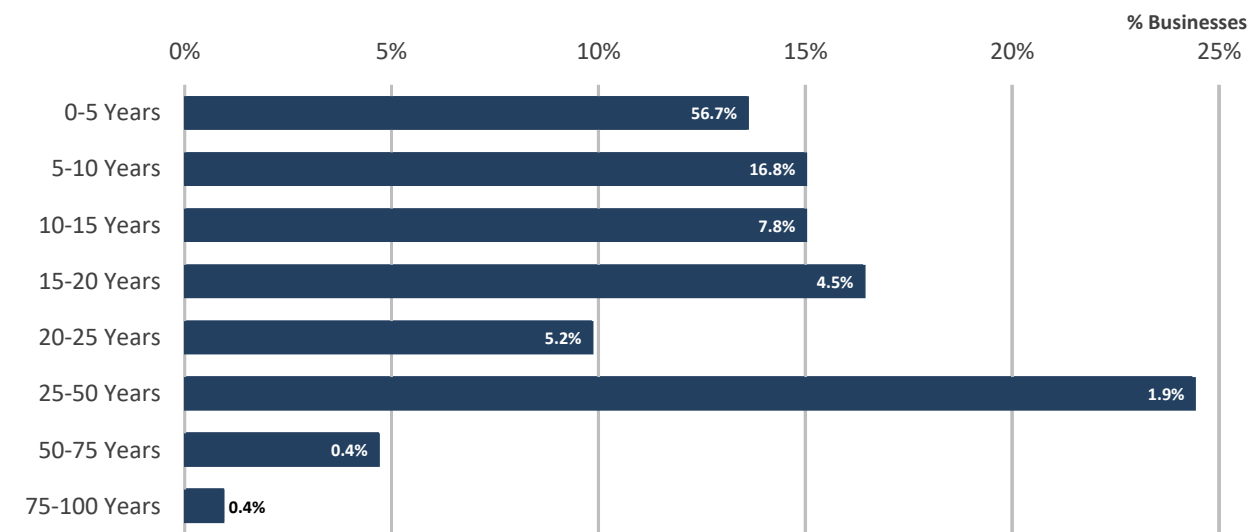
BUSINESS INFORMATION

4. Businesses by Industry Type



Source: Economic & Planning Systems

3. How long has your business or organization been in operation?



Source: Economic & Planning Systems

- Nearly half the respondents were service-providing industries, followed by 35% in Retail and Tourism, and 17% in Skilled Trades and Production
- Most respondents were in professional services, hotel/lodging, and construction
- Fairly even distribution of business ages

EMPLOYEE INFORMATION

| Employment Summary | Total | % Total |
|--|--------------|---------------|
| Total Year-round Employees | | |
| Number of on-site full-time workers (32+ hrs/wk) | 1,440 | 64.9% |
| Number of on-site part-time workers | 647 | 29.1% |
| Number of remote full-time workers (32+ hrs/wk) | 63 | 2.8% |
| Number of remote part-time workers | <u>70</u> | <u>3.2%</u> |
| Total | 2,220 | 100.0% |
| Total Winter-seasonal Employees | | |
| Number of on-site full-time workers (32+ hrs/wk) | 997 | 67.0% |
| Number of on-site part-time workers | 442 | 29.7% |
| Number of remote full-time workers (32+ hrs/wk) | 16 | 1.1% |
| Number of remote part-time workers | <u>33</u> | <u>2.2%</u> |
| Total | 1,488 | 100.0% |
| Total Summer-seasonal Employees | | |
| Number of on-site full-time workers (32+ hrs/wk) | 1,039 | 68.4% |
| Number of on-site part-time workers | 423 | 27.8% |
| Number of remote full-time workers (32+ hrs/wk) | 16 | 1.1% |
| Number of remote part-time workers | <u>41</u> | <u>2.7%</u> |
| Total | 1,519 | 100.0% |

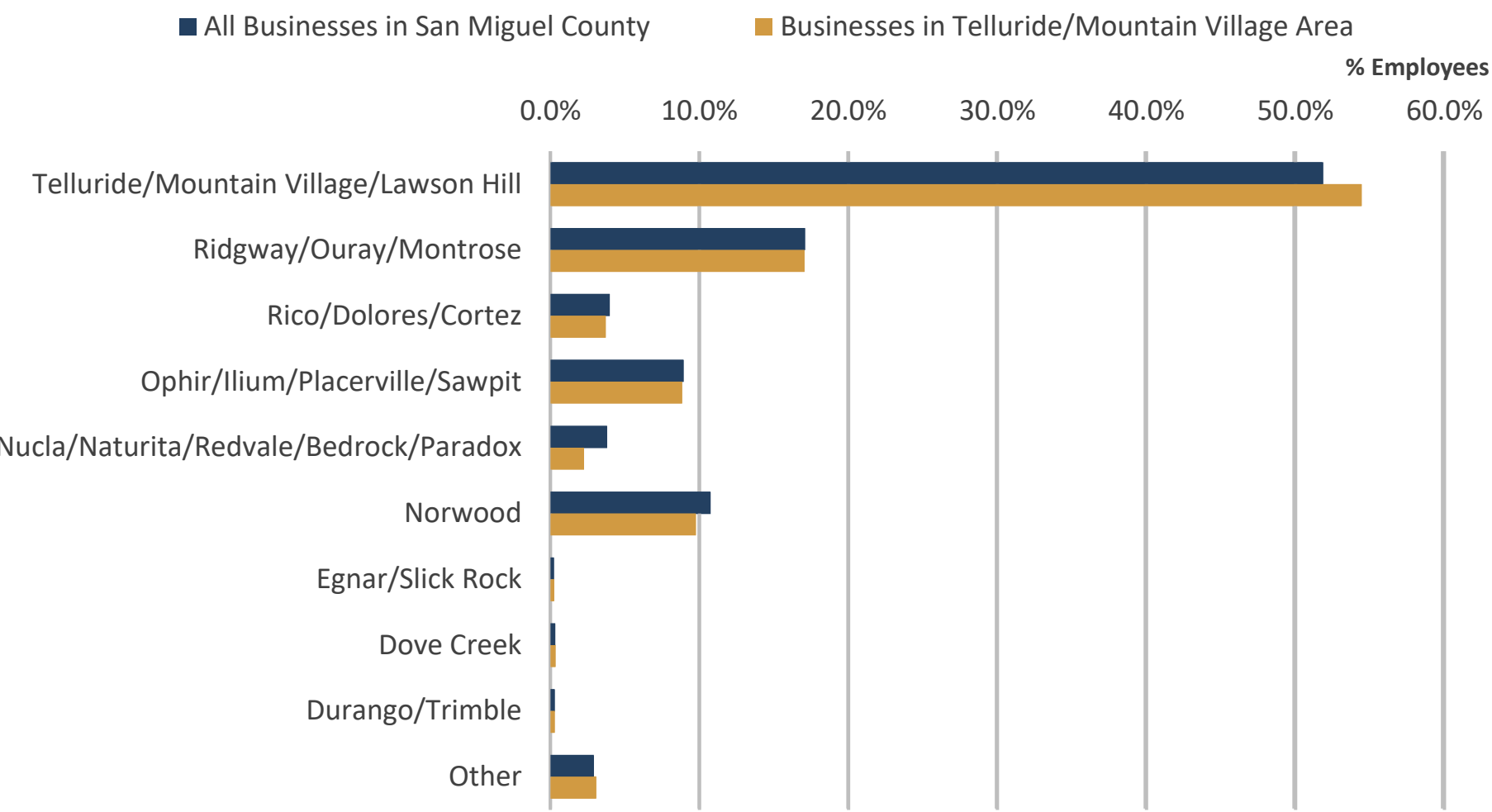
Source: Economic & Planning Systems

- ~40% of employees in the region are employed seasonally (either summer or winter)
- Winter and Summer job total are about the same – may suggest that employees are the same people working different second jobs

EMPLOYEE INFORMATION

- About half of the employees live in the Telluride and Mountain Village area
- Most other employees commute, with Ridgway/Ouray/Montrose and Norwood having the largest share of commuters

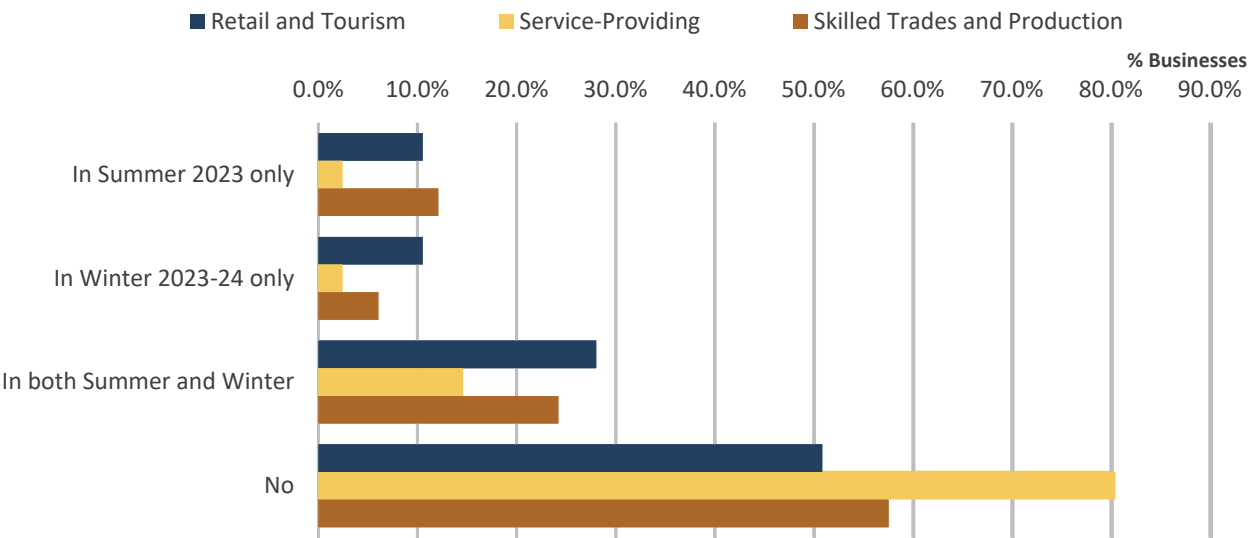
8. To the best of your knowledge, where do your employees live?



Source: Economic & Planning Systems

RECRUITMENT

9. Were you unable to fill any jobs during the past 12 months?



Source: Economic & Planning Systems

- Over 30% of all business respondents experience hiring challenges
- Hiring challenges are faced across all industries, and most by retail and tourism industries

| Question | Description | Total |
|---|------------------------|-----------|
| 9a. How many jobs went unfilled in Summer 2023? | Full-time (32+ hrs/wk) | 123 |
| | Part-time | <u>81</u> |
| | Total | 204 |

Source: Economic & Planning Systems

| Question | Description | Total |
|--|------------------------|-----------|
| 9b. How many jobs went unfilled in Winter 2023-24? | Full-time (32+ hrs/wk) | 106 |
| | Part-time | <u>81</u> |
| | Total | 187 |

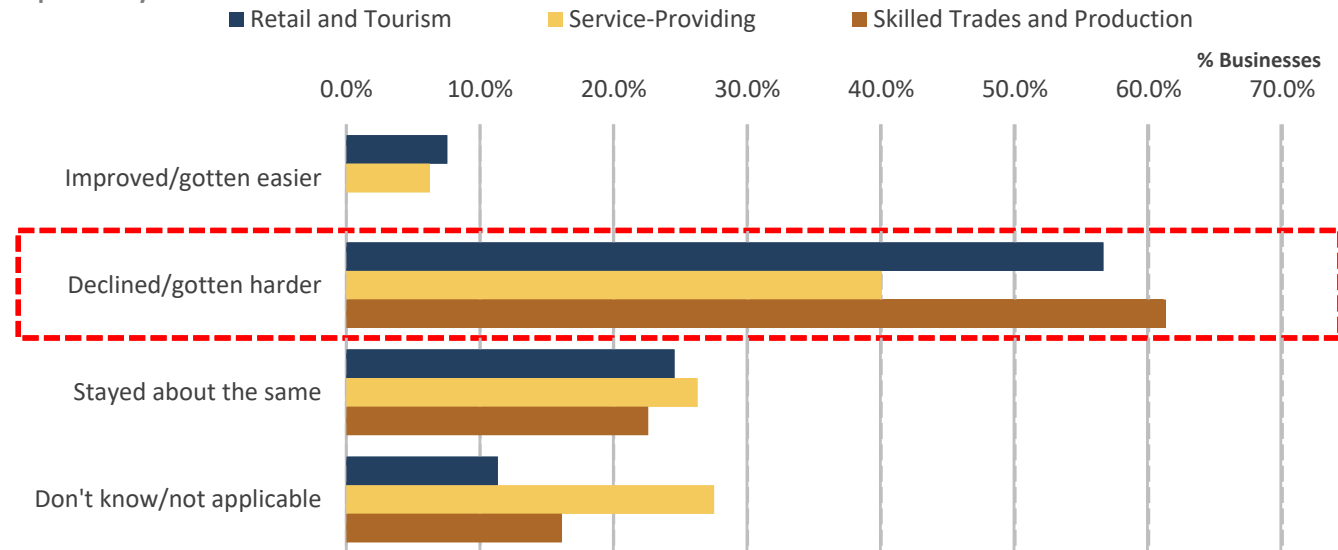
Source: Economic & Planning Systems

- Approximately 120 full-time jobs and 80 part-time jobs were left unfilled in the last year

RECRUITMENT

- Half of the business respondents say their ability to find and retain qualified employees has become harder over the past five years
- Skilled Trades and Production and Retail and Tourism industries are affected the most
- Similar trends are observed in the Telluride region compared to SMC

10. To what extent has your ability to find and retain qualified employees changed over the past five years?



Source: Economic & Planning Systems

RECRUITMENT

- The lack of affordable housing and high costs of living were cited as the top challenges for hiring/retaining employees, followed by the lack of skilled applicants in the hiring pool and long commutes

| Question | Description | Skilled Trades and Production | | | Total |
|--|---|-------------------------------|-------------------|-------------------------------|--------|
| | | Retail and Tourism | Service-Providing | Skilled Trades and Production | |
| 11. What are the primary challenges you face in recruiting and retaining employees? Select all that apply. | No challenges | 9.4% | 22.5% | 12.9% | 16.5% |
| | Lack of available affordable housing | 69.8% | 52.5% | 71.0% | 61.6% |
| | High costs of living (excluding housing) | 64.2% | 51.3% | 61.3% | 57.3% |
| | Low wages | 7.5% | 16.3% | 6.5% | 11.6% |
| | Lack of year-round positions | 15.1% | 2.5% | 3.2% | 6.7% |
| | Lack of childcare | 13.2% | 7.5% | 6.5% | 9.1% |
| | Transportation/long commutes | 45.3% | 20.0% | 25.8% | 29.3% |
| | Seasonality of community activity | 13.2% | 6.3% | 6.5% | 8.5% |
| | Lack of suitable job opportunities for partner/family | 3.8% | 6.3% | 3.2% | 4.9% |
| | Unskilled applicants | 22.6% | 27.5% | 48.4% | 29.9% |
| | No/few applicants | 26.4% | 17.5% | 32.3% | 23.2% |
| | Other | 0.0% | 0.0% | 0.0% | 0.0% |
| Total Responses | | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Economic & Planning Systems

RECRUITMENT

| Question | Description | % Total |
|--|------------------------|---------------|
| 12. Aside from statutory minimum wage increases over the past five years, have you had to increase wages and/or offer bonuses to recruit employees? | Yes, has helped | 56.1% |
| | Yes, has not helped | 22.6% |
| | No | 21.3% |
| | Total Responses | 100.0% |

Source: Economic & Planning Systems

| Question | Description | % Total |
|--|-----------------------------------|---------------|
| 13. During the next five years, do you plan to: | Increase your number of employees | 35.6% |
| | Decrease your number of employees | 3.1% |
| | Stay the same | 40.0% |
| | Don't know | 21.3% |
| | Total Responses | 100.0% |

Source: Economic & Planning Systems

| Question | Description | Total |
|---|---------------------|------------|
| 13a. By how many employees do you plan to increase/decrease the size of your business? | Increase | 275 |
| | Decrease | 7 |
| | Net Increase | 268 |

Source: Economic & Planning Systems

- Bonuses have helped with hiring
- Over 35% of business respondents plan on increasing in size, while 40% expect to stay the same
- Business respondents plan on adding (or would like to add) ~270 new employees

BUSINESS OPERATIONS

| Question | Description | No impact (have been able to absorb costs) | Increased prices of product | Has had a major impact on the viability of the business |
|---|-----------------------------|--|-----------------------------|---|
| 14. Where have you seen the most increase in business operational costs? How has it impacted your business? Select all that apply. | Payroll | 22.5% | 44.9% | 32.6% |
| | Transportation/fuel | 40.9% | 51.2% | 7.9% |
| | Utilities | 48.8% | 45.0% | 6.2% |
| | Building rent/purchase cost | 33.1% | 41.5% | 25.4% |
| | Taxes | 26.1% | 48.5% | 25.4% |
| | Supplies and materials | 18.8% | 64.7% | 16.5% |

Source: Economic & Planning Systems

- Business respondents have had to increase prices due to increases in operational costs
- Some have been able to absorb cost increases in transportation/fuel and utilities, but have had a harder time absorbing costs related to payroll, building rent/purchase costs, and taxes

HOUSING CONDITIONS

| Question | Description | | | | | |
|---|------------------------------------|------------------|----------------------|----------------|---------------------------|-----------------------|
| | | 1 (very easy) | 2 (somewhat easy) | 3 (neutral) | 4 (somewhat difficult) | 5 (very difficult) |
| 15. How difficult is it for your employees to find affordable housing in the region? Rate for all categories that apply. | Seasonal employees | 3.6% | 8.3% | 13.1% | 19.0% | 56.0% |
| | Construction/repair/skilled trades | 1.4% | 5.4% | 16.2% | 17.6% | 59.5% |
| | General labor/service | 2.5% | 2.5% | 15.2% | 24.1% | 55.7% |
| | Retail/service clerks | 1.6% | 3.2% | 16.1% | 25.8% | 53.2% |
| | Office support staff | 5.8% | 7.0% | 14.0% | 17.4% | 55.8% |
| | Entry-level professionals | 2.4% | 4.9% | 13.4% | 15.9% | 63.4% |
| | Mid-management/professional | 2.2% | 5.6% | 14.6% | 22.5% | 55.1% |
| | Upper management/professional | 4.8% | 6.0% | 14.3% | 16.7% | 58.3% |

Source: Economic & Planning Systems

- Respondents say that finding housing is very difficult across almost all wage and career levels

HOUSING ASSISTANCE

- Assistance with housing search is the most common type of assistance being currently provided
- 20% of respondents currently provide assistance through rental units
- Over a third respondents would consider providing assistance through rental units and rental assistance

| Question | Description | Currently provide | Would consider providing in the future | Do not provide and would not consider providing in the future |
|---|---|-------------------|--|---|
| 16. Do you now provide, or would you consider providing in the future, the following types of housing assistance for your employees? Select all that apply. | Employer-owned rental units | 19.2% | 41.5% | 39.2% |
| | Master leasing units to rent to your employees | 6.8% | 42.7% | 50.4% |
| | Rental assistance | 10.6% | 38.1% | 51.3% |
| | First/last month and/or security deposit subsidy for your employees | 8.3% | 36.7% | 55.0% |
| | Down-payment/mortgage assistance | 7.5% | 18.7% | 73.8% |
| | Temporary/relocation housing | 8.5% | 27.4% | 64.2% |
| | Land on which housing could be built | 5.4% | 17.1% | 77.5% |
| | Assistance with housing search | 34.8% | 30.4% | 34.8% |

Source: Economic & Planning Systems

HOUSING ASSISTANCE

| Question | Description | Total |
|---|---|-------|
| 16a. If you currently provide housing assistance, please indicate the number of employees assisted in the last 12 months | Employer-owned rental units | 125 |
| | Master leasing units to rent to your employees | 74 |
| | Rental assistance | 94 |
| | First/last month and/or security deposit subsidy for your employees | 67 |
| | Down-payment/mortgage assistance | 10 |
| | Temporary/relocation housing | 47 |
| | Land on which housing could be built | 6 |
| | Assistance with housing search | 210 |

Source: Economic & Planning Systems

| Question | Description | % Total |
|--|--|---------|
| 16b. If you currently provide housing assistance, do you plan to increase or decrease the amount of housing assistance you provide to employees in the next five years? | Increase | 10.1% |
| | Decrease | 1.4% |
| | Stay about the same | 19.6% |
| | Do not know/uncertain | 11.6% |
| | Not Applicable/Do not currently provide housing assistance | 57.2% |

Source: Economic & Planning Systems

- Most common types of assistance:
 - Employer-owned rental housing
 - Assistance with search
- Over half the respondents provide the above

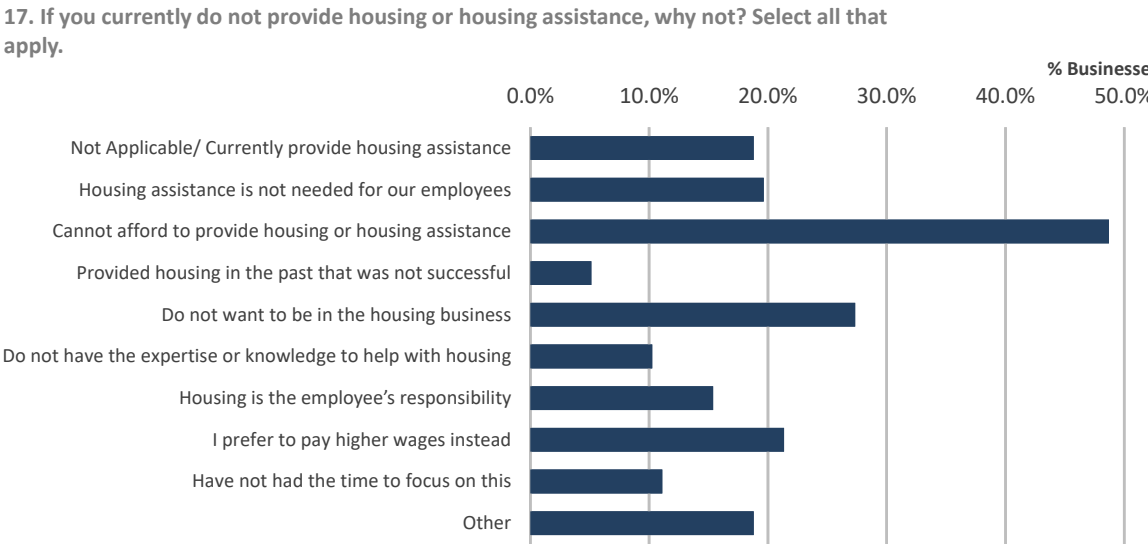
HOUSING ASSISTANCE

- 20–25% of retail/tourism and skilled trades respondents have employer-owned rental units
 - Master leasing ~10%
 - Rental assistance and first/last month and security deposits ~15–20%

| Description | Currently provide | Would consider providing in the future | Do not provide and would not consider providing in the future | Total |
|---|-------------------|--|---|--------|
| 16. Do you now provide, or would you consider providing in the future, the following types of housing assistance for your employees? | | | | |
| Retail and Tourism Industries | | | | |
| Employer-owned rental units | 25.0% | 43.2% | 31.8% | 100.0% |
| Master leasing units to rent to your employees | 9.8% | 46.3% | 43.9% | 100.0% |
| Rental assistance | 15.4% | 41.0% | 43.6% | 100.0% |
| First/last month and/or security deposit subsidy for your employees | 12.8% | 41.0% | 46.2% | 100.0% |
| Down-payment/mortgage assistance | 2.6% | 18.4% | 78.9% | 100.0% |
| Temporary/relocation housing | 18.4% | 28.9% | 52.6% | 100.0% |
| Land on which housing could be built | 10.5% | 10.5% | 78.9% | 100.0% |
| Assistance with housing search | 45.2% | 26.2% | 28.6% | 100.0% |
| Service-Providing Industries | | | | |
| Employer-owned rental units | 14.3% | 34.9% | 50.8% | 100.0% |
| Master leasing units to rent to your employees | 3.4% | 41.4% | 55.2% | 100.0% |
| Rental assistance | 8.9% | 26.8% | 64.3% | 100.0% |
| First/last month and/or security deposit subsidy for your employees | 1.9% | 28.3% | 69.8% | 100.0% |
| Down-payment/mortgage assistance | 11.3% | 15.1% | 73.6% | 100.0% |
| Temporary/relocation housing | 1.9% | 25.0% | 73.1% | 100.0% |
| Land on which housing could be built | 0.0% | 21.8% | 78.2% | 100.0% |
| Assistance with housing search | 25.5% | 27.3% | 47.3% | 100.0% |
| Skilled Trades and Production Industries | | | | |
| Employer-owned rental units | 21.7% | 56.5% | 21.7% | 100.0% |
| Master leasing units to rent to your employees | 11.1% | 38.9% | 50.0% | 100.0% |
| Rental assistance | 5.6% | 66.7% | 27.8% | 100.0% |
| First/last month and/or security deposit subsidy for your employees | 17.6% | 52.9% | 29.4% | 100.0% |
| Down-payment/mortgage assistance | 6.3% | 31.3% | 62.5% | 100.0% |
| Temporary/relocation housing | 6.3% | 31.3% | 62.5% | 100.0% |
| Land on which housing could be built | 11.1% | 16.7% | 72.2% | 100.0% |
| Assistance with housing search | 38.9% | 50.0% | 11.1% | 100.0% |

Source: Economic & Planning Systems

HOUSING ASSISTANCE



Source: Economic & Planning Systems

- Most respondents find that they cannot afford to provide housing or housing assistance for their employees

| Question | Description | Total |
|--|----------------------------------|-------|
| 17a. If you currently do not provide housing or housing assistance, how many employees would you want to be able to provide housing or housing assistance for <u>with your available resources</u> ? | Year-round employees | 141 |
| | Winter-seasonal employees | 19 |
| | Summer-seasonal employees | 21 |
| | Undecided about type of employee | 6 |
| | Total | 187 |

Source: Economic & Planning Systems

| Question | Description | Total |
|--|----------------------------------|-------|
| 17b. If you currently do not provide housing or housing assistance, how many employees would you want to be able to provide housing or housing assistance for <u>with help from external funding sources</u> ? | Year-round employees | 270 |
| | Winter-seasonal employees | 54 |
| | Summer-seasonal employees | 68 |
| | Undecided about type of employee | 9 |
| | Total | 401 |

Source: Economic & Planning Systems

- Businesses prefer to assist year-round employees

HOUSING PREFERENCES (EMPLOYER RESPONSES)

| Question | Description | % Total |
|---|--|---------|
| 18. What would encourage or help you provide housing or housing assistance now? Select all that apply. | Help understanding programs/resources available | 35.7% |
| | Low-cost loans | 19.6% |
| | Matching grants | 31.3% |
| | Opportunities to participate with other employers | 24.1% |
| | Partnering with government, private, or non-profit entities | 37.5% |
| | Ability to buy deed restricted units which I rent to employees | 33.0% |
| | Centralized property management service that removes employers from functioning as landlords | 25.0% |
| | Nothing, I am not interested and/or able to provide housing or housing assistance | 29.5% |
| | Other | 9.8% |

Source: Economic & Planning Systems

- A third of the respondents are not interested in assisting employees with housing
- Many would like to:
 - Partner with government or other entities
 - Help understand available resources
 - To buy deed restricted units to rent to their employees

HOUSING PREFERENCES (EMPLOYER RESPONSES)

| Question | Description | Most Preferred | | Least Preferred | |
|---|---|----------------|-------|-----------------|-------|
| | | 1 | 2 | 3 | 4 |
| 19. Please rank the types of housing local governments should prioritize creating. | Rental housing for year-round employees | 55.2% | 24.8% | 14.6% | 2.8% |
| | Rental housing for seasonal employees | 6.0% | 32.1% | 17.5% | 41.7% |
| | Entry-level for-sale housing for year-round employees | 23.3% | 30.3% | 34.0% | 14.8% |
| | Move-up for-sale housing for year-round employees | 15.5% | 12.8% | 34.0% | 40.7% |

Source: Economic & Planning Systems

| Question | Description | Most Preferred | | Least Preferred | |
|---|---|----------------|-------|-----------------|-------|
| | | 1 | 2 | 3 | 4 |
| 19. Please rank the types of housing local governments should prioritize creating. | Retail and Tourism Industries | | | | |
| | Rental housing for year-round employees | 65.9% | 25.6% | 5.3% | 2.5% |
| | Rental housing for seasonal employees | 12.2% | 38.5% | 15.8% | 30.0% |
| | Entry-level for-sale housing for year-round employees | 12.2% | 28.2% | 42.1% | 22.5% |
| | Move-up for-sale housing for year-round employees | 9.8% | 7.7% | 36.8% | 45.0% |
| | Service-Providing Industries | | | | |
| | Rental housing for year-round employees | 53.6% | 24.5% | 17.3% | 0.0% |
| | Rental housing for seasonal employees | 1.8% | 24.5% | 19.2% | 54.7% |
| | Entry-level for-sale housing for year-round employees | 30.4% | 34.0% | 28.8% | 9.4% |
| | Move-up for-sale housing for year-round employees | 14.3% | 17.0% | 34.6% | 35.8% |
| | Skilled Trades and Production Industries | | | | |
| | Rental housing for year-round employees | 36.8% | 23.5% | 30.8% | 13.3% |
| | Rental housing for seasonal employees | 5.3% | 41.2% | 15.4% | 26.7% |
| | Entry-level for-sale housing for year-round employees | 26.3% | 23.5% | 30.8% | 13.3% |
| | Move-up for-sale housing for year-round employees | 31.6% | 11.8% | 23.1% | 46.7% |

Source: Economic & Planning Systems

- Businesses would like local governments to prioritize providing rental housing for year-round employees
- A higher % of retail and tourism and skilled trade and production industries would like to see some rental housing for seasonal employees
- Service-providing industries prefer entry-level for sale housing for year-round employees as the second choice