

# SAN MIGUEL COUNTY HOUSING NEEDS

## Employer Survey Findings



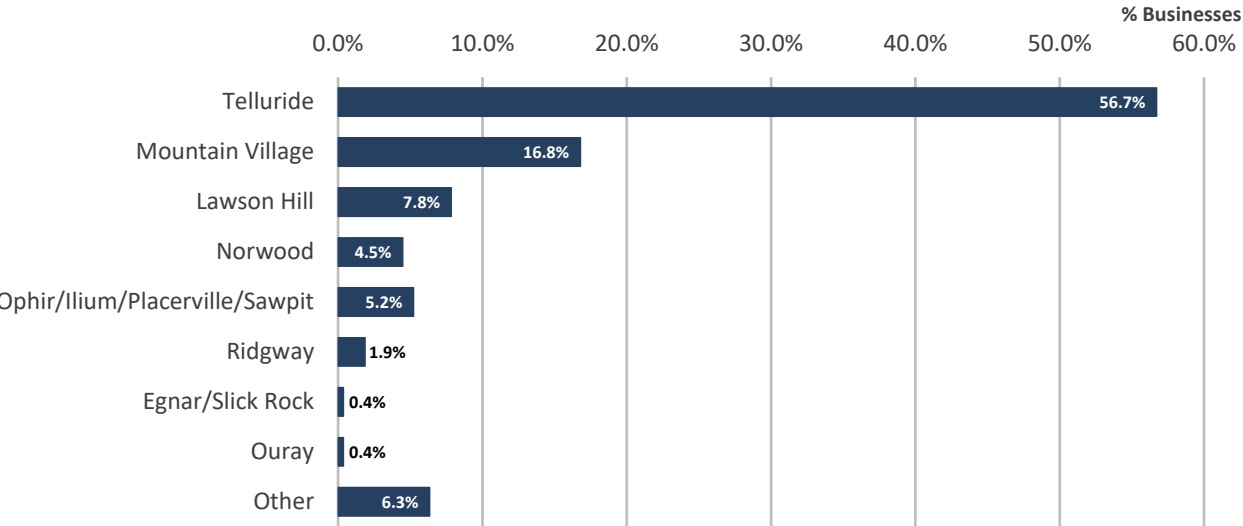
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*The Economics of Land Use*

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# EMPLOYER SURVEY OVERVIEW

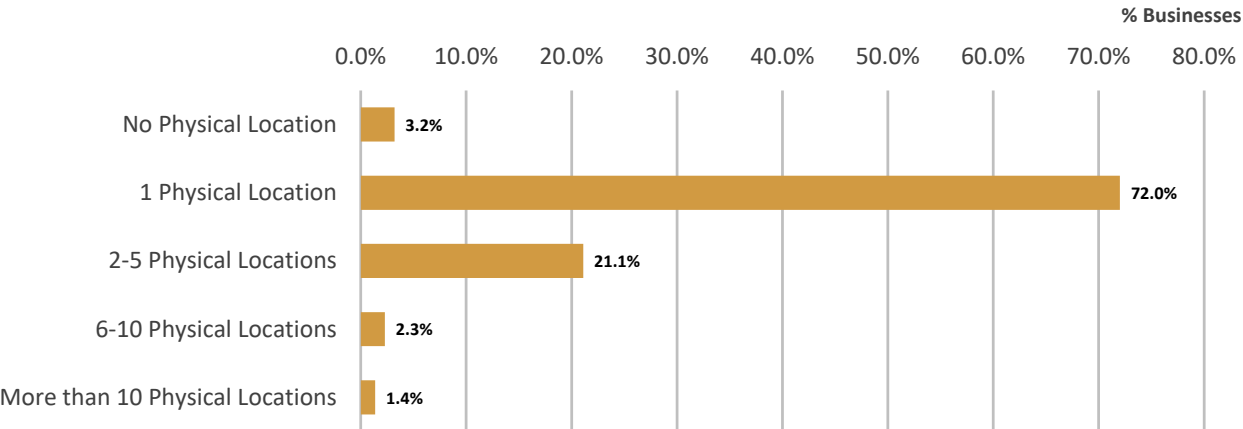
- The employer survey was conducted from July 22<sup>nd</sup> to September 13<sup>th</sup> 2024
- Survey was distributed to TOT and TOMV’s business licensees through SMRHA and through the Telluride Tourism Board’s business listserv
- **Approx. 220 total responses**
- Over 56% of business respondents 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

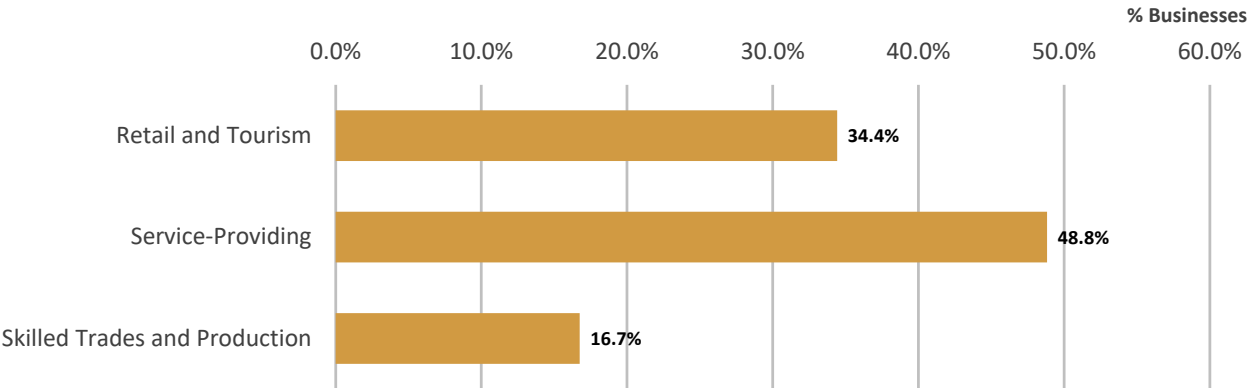
2. How many business locations do you have?



Source: Economic & Planning Systems

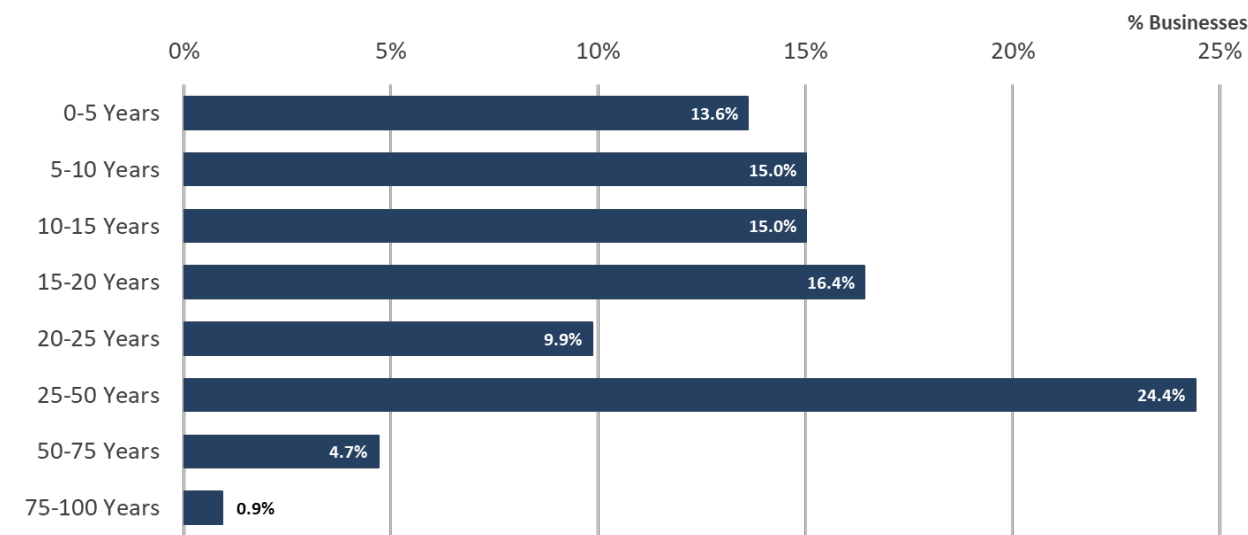
# BUSINESS INFORMATION

4. Businesses by Industry Type



Source: Economic & Planning Systems

How long has your business or organization been in operation?



Source: Economic & Planning Systems - 2024 San Miguel County Employer Survey

- 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
- Nearly a quarter of the businesses have been in operation between 25–50 years

# EMPLOYEE INFORMATION

Employment Summary	Total	% Total
<b>Total Year-round Employees</b>		
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>
<b>Total</b>	<b>2,220</b>	<b>100.0%</b>
<b>Total Winter-seasonal Employees</b>		
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>
<b>Total</b>	<b>1,488</b>	<b>100.0%</b>
<b>Total Summer-seasonal Employees</b>		
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>
<b>Total</b>	<b>1,519</b>	<b>100.0%</b>

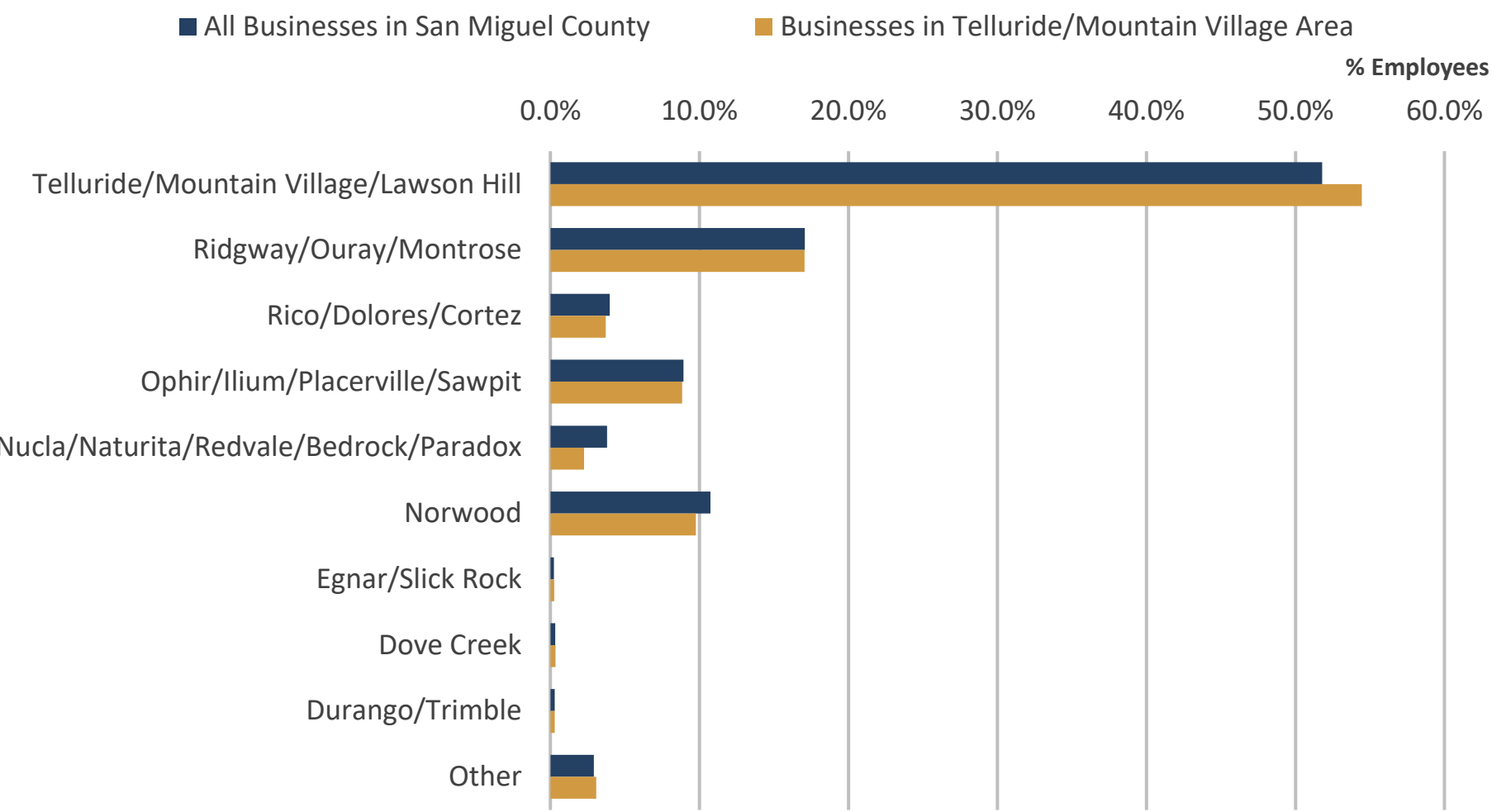
Source: Economic & Planning Systems

- ~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

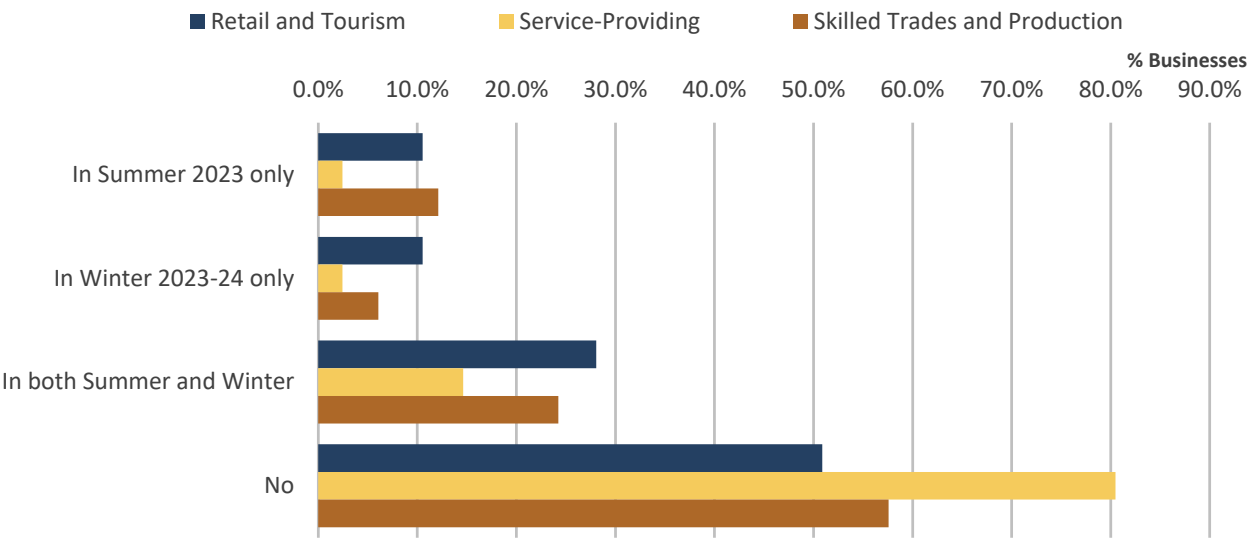
8. To the best of your knowledge, where do your employees live?



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	81
	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	81
	Total	187

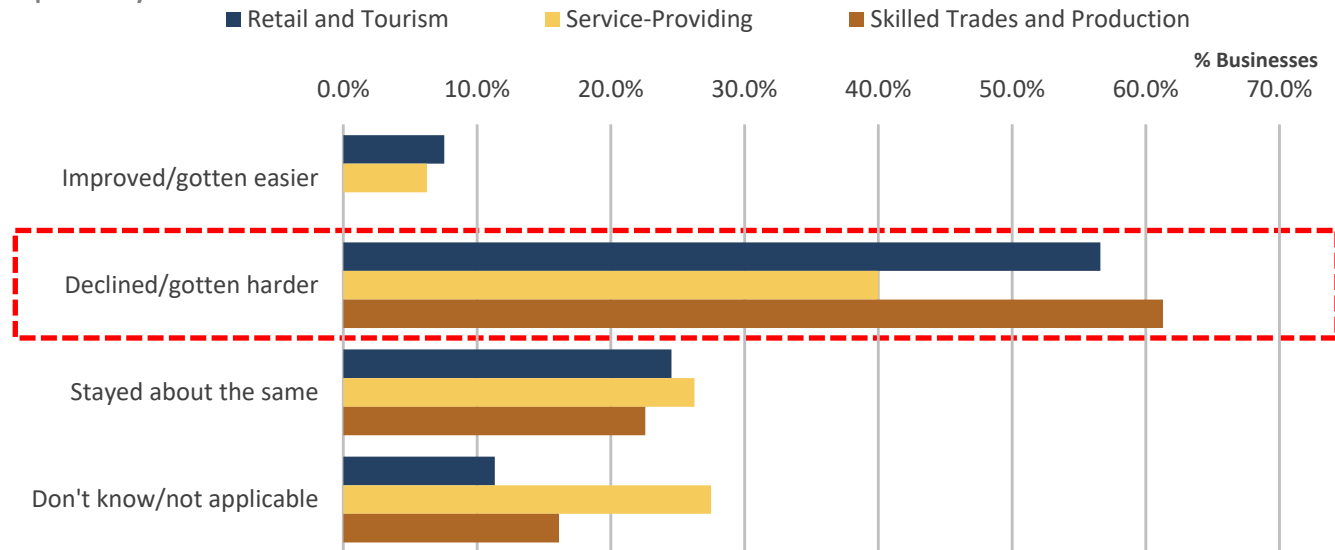
Source: Economic & Planning Systems

- Approximately 115 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	Retail and Tourism	Service-Providing	Skilled Trades and Production	Total
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%

Source: Economic & Planning Systems - 2024 San Miguel County Employer Survey



# RECRUITMENT

Question	Description	% Total
<b>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?</b>	Yes, has helped	56.1%
	Yes, has not helped	22.6%
	No	21.3%
	<b>Total Responses</b>	<b>100.0%</b>

Source: Economic & Planning Systems

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

Source: Economic & Planning Systems

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

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 in the next 5 years

# 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
<b>14. Where have you seen the most increase in business operational costs? How has it impacted your business? Select all that apply.</b>	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)
<b>15. How difficult is it for your employees to find affordable housing in the region? Rate for all categories that apply.</b>	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

- 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
<b>16. Do you now provide, or would you consider providing in the future, the following types of housing assistance for your employees?</b>				
<b>Retail and Tourism Industries</b>				
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%
<b>Service-Providing Industries</b>				
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%
<b>Skilled Trades and Production Industries</b>				
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

Question	Description	Total
<b>16a. If you currently provide housing assistance, please indicate the number of employees assisted in the last 12 months</b>	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

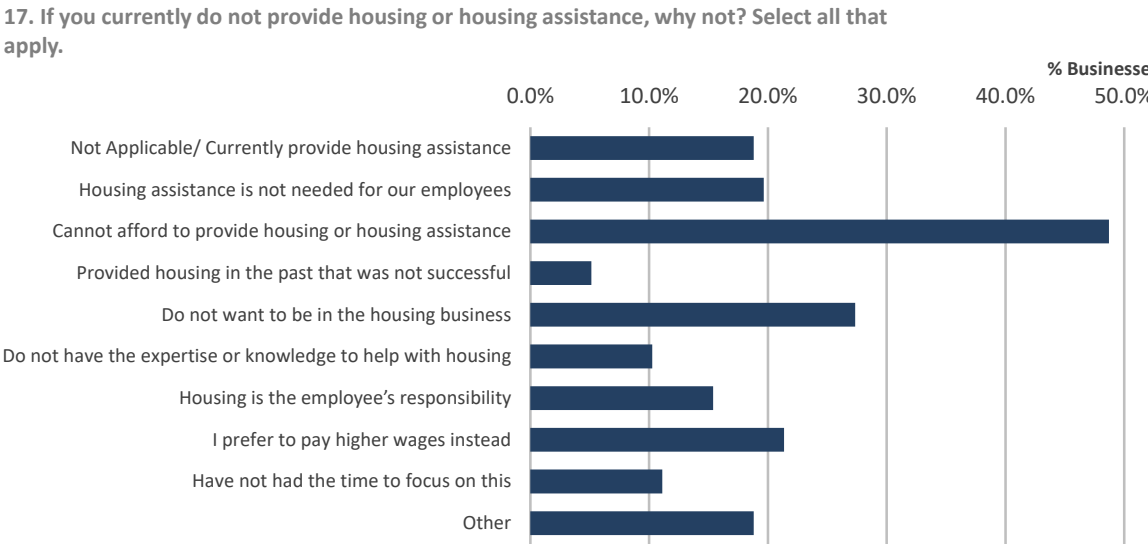
Source: Economic & Planning Systems

Question	Description	% Total
<b>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?</b>	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



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
<b>18. What would encourage or help you provide housing or housing assistance now? Select all that apply.</b>	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
<b>19. Please rank the types of housing local governments should prioritize creating.</b>	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
<b>19. Please rank the types of housing local governments should prioritize creating.</b>	<b>Retail and Tourism Industries</b>				
	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%
	<b>Service-Providing Industries</b>				
	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%
	<b>Skilled Trades and Production Industries</b>				
	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 service-providing industries would like to see some rental housing for seasonal employees
- Skilled trades and production industries would additionally like to see entry-level for sale housing for year-round employees