



ECONOMY

EMPLOYMENT

EMPLOYMENT GROWTH				
	2002	2014	Overall % Change	Annual % Growth
Manitou Springs	1,138	1,230	8%	0.7%
El Paso County	217,473	237,344	9%	0.7%
Colorado	2,072,701	2,366,928	14%	1.11%

Source: US Census Longitudinal Employer-Household Dynamics

Tourism Economy: Manitou Springs' economy is driven mainly by tourism-related businesses. In 2014, the largest sectors were: accommodations and food service; retail trade; and arts, entertainment, and recreation. Jobs in the accommodations and food services industry accounted for over 40% of all City jobs.

EMPLOYMENT CHANGE IN TOP 3 INDUSTRIES					
NAICS Classification	Change 2002-2014				
	2002	2014	Total #	Ann#	Ann%
Accommodation and Food Services	433	526	93	8	1.6%
Retail Trade	205	169	-36	-3	-1.6%
Arts, Entertainment, and Recreation	24	99	75	6	12.5%
<i>All Others</i>	476	436	-40	-3	-0.7%
ALL SECTORS	1,138	1,230	92	8	0.7%

Source: US Census Longitudinal Employer-Household Dynamics

MAJOR EMPLOYERS

Employers: The City has approximately 150 employers. The largest are:

- Manitou Springs School District 14
- The Broadmoor's Pikes Peak COG Railway
- TAT Enterprises (Garden of the Gods Trading Post, Manitou Outpost, Mountain High Gallery & Gifts, Mountain High Sportswear)
- The Cliff House
- Briarhurst Manor
- Emerald Fields
- Maggie's Farm
- Adam's Mountain Café
- PJ's Stagecoach



TRENDS & KEY ISSUES

Employment Change

Employment in Manitou Springs grew at an average annual rate of 0.7%, yielding 92 net new jobs between 2002 and 2014. El Paso County had a similar rate of job growth over the same period. The industries with the largest growth are associated with tourism: Accommodations and Food Services; Retail Trade; and Arts, Entertainment, and Recreation. These three industries added a total of 132 jobs over this period.

Employment growth also occurred in Administration and Support Services, Health Care, and Transportation and Warehousing. However, most other sectors showed a decline, offsetting the gains made in the three tourism-related sectors.

TRENDS & KEY ISSUES

Wages

Wages paid to workers employed in Manitou Springs were lower than the incomes earned by residents in 2014. The high percentage of lower wage jobs is likely attributable to the low average wages typically paid to workers in tourism and service-based industries. Combined with high housing costs, this helps explain why many people who work in the City do not live there.

Commuting Patterns

Over 88% of Manitou Springs' employed residents commuted out of the City to work in 2014, and 82% of those employed in the City commuted from other locations. 224 individuals lived and worked in Manitou Springs, which equates to 12% of employed residents and 18% of the City's labor force. Commuting patterns reveal the importance of Colorado Springs to Manitou Springs' economy. Not only is Colorado Springs the largest source of employees for businesses in Manitou Springs, but the majority of Manitou Springs residents work in Colorado Springs.

WAGES

DISTRIBUTION OF WORKERS EMPLOYED IN MANITOU SPRINGS & EL PASO COUNTY BY MONTHLY WAGE, 2014		
Earnings	Manitou Springs	El Paso County
\$1,250 per month or less	47.9%	25.0%
\$1,251 to \$3,333 per month	38.4%	36.3%
More than \$3,333 per month	13.7%	38.7%

Source: US Census Longitudinal Employer-Household Dynamics

COMMUTING PATTERNS

COMMUTING PATTERNS, 2014	
Location	Pct. Of Workers/Residents
Where Our Workers Live	
Colorado Springs	51.9%
Manitou Springs	18.2%
Fountain	1.7%
Security-Widefield	1.7%
Cascade-Chipita Park	1.4%
Denver	1.0%
Woodland Park	1.0%
Other	23.2%
Where Our Residents Work	
Colorado Springs	64.1%
Manitou Springs	11.8%
Denver	4.0%
Aurora	1.6%
Pueblo	1.1%
Other	17.3%

Source: US Census Longitudinal Employer-Household Dynamics

Out-commuting: Of the 1,905 City residents that are employed, 224 work in the City and 1,681 commute elsewhere.

In-commuting: Of the 1,230 jobs in Manitou Springs, 224 are held by residents and 1,006 people commute from other locations.

ECONOMIC ACTIVITY

TAXABLE SALES & REVENUES, 2006 - 2015			
Year	Total Annual Sales Volume Base	Sales Tax Generated	Percent Change
2015	110,803,174	4,321,324	66%
2014	66,754,759	2,603,436	23%
2013	54,274,599	2,116,709	-2%
2012	55,377,802	2,159,734	1.1%
2011	54,790,079	2,136,813	3.8%
2010	52,801,163	2,059,245	6.9%
2009	49,374,621	1,925,610	0.7%
2008	49,027,145	1,912,059	-2.3%
2007	50,198,667	1,957,748	7%
2006	46,931,455	1,830,327	-2.1%

Source: City of Manitou Springs 2016 Budget; Economic & Planning Systems

COMMERCIAL REAL ESTATE INVENTORY: MANITOU SPRINGS AND METROPOLITAN STATISTICAL AREA (MSA)					
Type	2007	2016	Change 2007-2016		
			Total#	Ann.#	Ann.%
Retail					
Manitou Springs	480,421	479,612	-809	-90	0.0%
Co. Springs MSA	38,040,557	40,503,526	2,462,969	273,663	0.7%
Office					
Manitou Springs	17,656	16,156	-1,500	-167	-1.0%
Co. Springs MSA	27,332,510	28,661,617	1,329,107	147,679	0.5%
Industrial/Flex					
Manitou Springs	32,483	22,651	-9,832	-1,092	-3.9%
Co. Springs MSA	33,247,344	33,532,355	285,011	31,668	0.1%

Source: CoStar; Economic & Planning Systems

TRENDS & KEY ISSUES

Sales Tax Revenue

City sales tax revenue can fluctuate greatly from year to year due to weather events and economic downturns. This is notable in 2013, when a series of flood events and alerts disrupted tourism activities. Since 2014, sales tax revenue has increased dramatically, in part due to two retail marijuana stores permitted to operate in the City.

Commercial Growth

The region's supply of commercial real estate has grown at about 0.5% annually over the past 10 years, adding nearly 4.1 million square feet of commercial space. Over the same period, Manitou Springs has lost commercial inventory in all three categories. In particular, industrial/flex space has decreased by nearly one third, or nearly 10,000 sq. ft.

Vacancy Rate

The retail vacancy rate has been extremely low in Manitou Springs over the past 10 years, which suggests that the market may be able to absorb more retail space. MSA vacancy is about 5.7% higher than the City, with the only spike coming during the recession in 2009.

TRENDS & KEY ISSUES

Retail Rent

Retail rents for Manitou Springs have fluctuated significantly from 2007 to 2016, while the MSA has remained relatively steady. Rents peaked during the recession and declined in 2013, likely correlating with flood events that year.

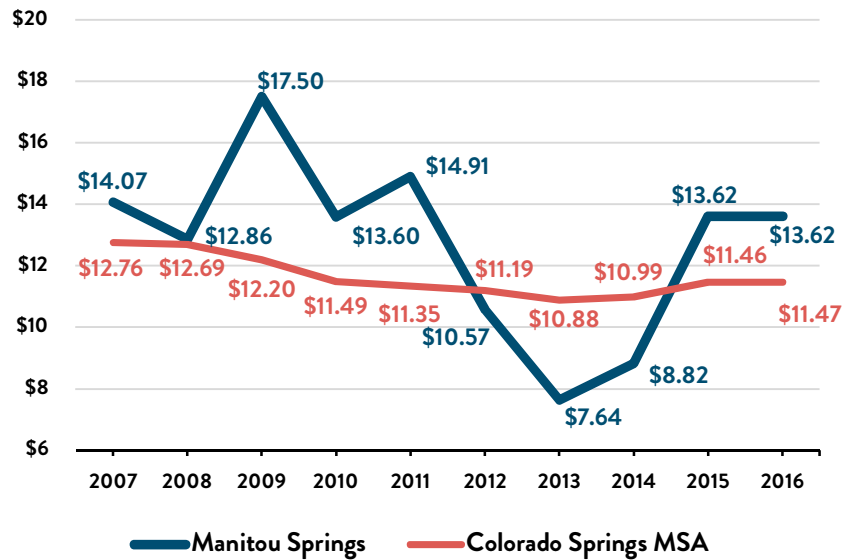
Tourist Attractions

There are a number of attractions for visitors to enjoy in Manitou Springs. Besides the City’s historic downtown and neighborhoods, attractions include the Cog Railway, the Incline Trail, the Mineral Springs, art galleries, and numerous special events held throughout the year, including Carnivale and the Emma Crawford Coffin Races.

Major Events

The City hosts numerous events during the year that bring thousands of people to shop, eat, hike, and enjoy all that the City has to offer. Continuing to provide a welcoming environment for event organizers and participants, while balancing concerns from residents, is a particular challenge. In response, the City hired an Events Coordinator to work with City departments to better coordinate the permitting process and to address impacts.

RETAIL RENTS PER SQUARE FOOT, 2007-2016



Source: CoStar

RECREATION & TOURISM



Visitor Numbers: The City’s economic health is largely dependent on its tourist destinations, which can attract hundreds of thousands of visitors annually. Major attractions and events, along with attendance estimates (provided by the Chamber of Commerce) include:

- **Cog Rail Annual Visitation:** 301,000
- **Incline Visitation:** An average of approximately 270,000 people each year since July 2013. Daily visitation can reach 2,966 people (recorded on July 3, 2015).
- **Cave of the Winds Annual Visitation:** 167,000 (access from, but not within the City)
- **Pikes Peak Annual Visitation:** 100,000 (cars)

- **Garden of the Gods Annual Visitation:** 500,000 (park is partially in Manitou Springs)
- **Commonwheel Arts and Crafts Festival:** 9,000 attendees (3-day event)
- **Wine Festival:** 3,000 attendees (1-day event)
- **Emma Crawford Coffin Races:** 10,000-12,000 participants and attendees (1-day event)
- **Pikes Peak Marathon and Ascent:** 2,600 participants
- **Carnivale:** 5,000-8,000 attendees
- **Cliff Dwellings Annual Visitation:** 151,000 (2015)

Tourist “Season”: Visitation to Manitou Springs fluctuates, with most visitors coming to the City during the summer. Based on the City’s 2015 parking revenues, visits peak in July, and are above the year-round average during June, July, August, and September. Visitation is lowest in November, December, and January.

ECONOMIC DEVELOPMENT

Urban Renewal Area: Established in 2006, the City’s Urban Renewal Area is primarily intended to eliminate blight and encourage urban renewal along the eastern end of Manitou Avenue, and is governed by an Urban Renewal Authority Board. Urban renewal authorities in the state are able to use a range of tools and incentives to implement the plan, such as acquiring and disposing of property, entering into redevelopment agreements, and tax increment financing.

El Paso County Enterprise Zone: El Paso County’s Enterprise Zone (EZ) program provides tax incentives to new and existing business for activities such as: making capital investments, hiring new employees, rehabilitating old buildings, and conducting research and development. The EZ extends the length of Manitou Avenue, and includes portions of Ruxton Avenue.

Business Improvement District: Formed in 2004, the Business Improvement District (or BID) operates by levying an additional tax on participating businesses located in the City’s downtown area and by using the revenue to make improvements to the streets and sidewalks; market the District; and sponsor events, among other activities.

TRENDS & KEY ISSUES

Economic Development Roles & Responsibilities

Responsibilities for economic development activities are jointly shared between the City and the Manitou Springs Chamber of Commerce and Visitors Bureau. El Paso County also helps to promote economic development in Manitou Springs through incentive programs such as the Enterprise Zone.

LOCAL & REGIONAL PARTNERS

- Manitou Springs Chamber of Commerce and Visitors Bureau
- Downtown Business Improvement District
- Manitou Springs Urban Renewal Authority Board
- Colorado Springs Business Alliance
- El Paso County Economic Development Division
- Manitou Springs Creative District Steering Committee
- Colorado Small Business Development Center (SBDC)

RELATED PLANS & STUDIES

- [*Manitou Springs East Corridor Urban Renewal Plan \(2006\) – City of Manitou Springs*](#)
- [*El Paso County, Colorado – Economic Development Assessment Team Report \(2014\) – U.S. Economic Development Administration*](#)
- [*Manitou Springs Economic Consolidation Project \(2010\) – City of Manitou Springs*](#)

SOURCES

- US Census Bureau – Longitudinal Employer-Household Dynamics (LEHD)
- City of Manitou Springs
- CoStar
- Manitou Springs Chamber of Commerce and Visitors Bureau
- Economic & Planning Systems (EPS)