

# Canyons of the Ancients National Monument



## A Summary of Economic Performance in the Surrounding Communities



Canyons of the Ancients, Photo: BLM

### BACKGROUND

The 164,000 acre Canyons of the Ancients National Monument in southwestern Colorado was created in 2000 in recognition of the area's more than 6,000 archeological sites, containing historical and cultural artifacts that span thousands of years. Located in Montezuma County, Colorado the monument is managed by the Bureau of Land Management.

### PUBLIC ACCESS AND USE OF THE MONUMENT

The monument allows current existing rights-of-way, grazing, and hunting and fishing. The national monument has up to 100 archeological sites per square mile in some places, representing ancient Puebloan and other Native American cultures and is an "outdoor museum" visited by thousands of Americans each year.

### TRAVEL AND TOURISM

Travel and tourism are important to communities in Montezuma County, representing about 23% of total private wage and salary employment, or 1,550 jobs, in 2015. In Colorado, the Outdoor Industry Association reports that recreation contributes more than \$13.2 billion annually to the state's economy.<sup>6</sup>

## SUMMARY FINDINGS

Research shows that conserving public lands like the Canyons of the Ancients National Monument helps to safeguard and highlight amenities that draw new residents, tourists, and businesses to surrounding communities.<sup>1</sup>

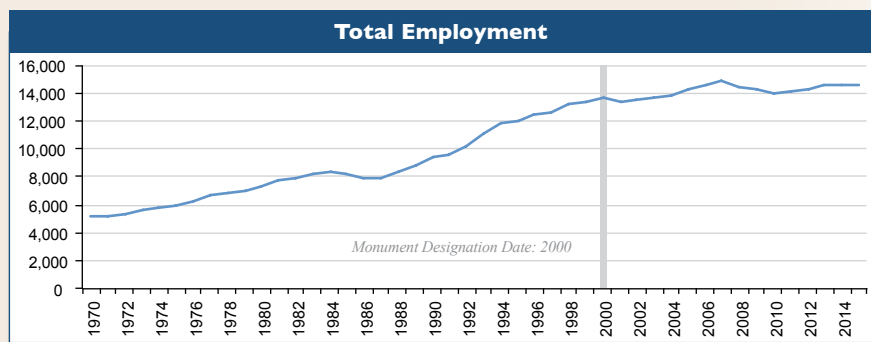
Western counties with protected public lands, like national monuments, have been more successful at attracting fast-growing economic sectors and as a result grow more quickly, on average, than counties without protected public lands.<sup>2</sup> In addition, protected natural amenities—such as the pristine scenery found at Canyons of the Ancients—also help sustain property values and attract new investment.<sup>3</sup>

## ECONOMY GROWS AFTER DESIGNATION

The communities in Montezuma County, Colorado neighboring the Canyons of the Ancients National Monument experienced strong growth after the designation of the monument, continuing previous growth trends.

### From 2001 to 2015, in Montezuma County:<sup>4</sup>

- Population grew by 10%
- Real personal income grew by 34%
- Jobs grew by 9%
- Real per capita income grew by 22%

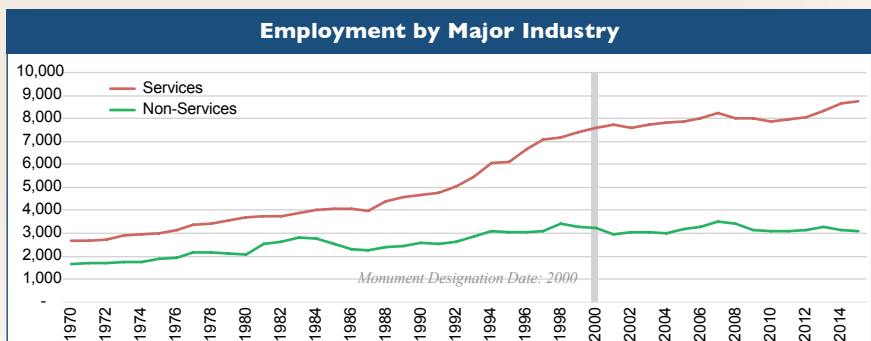


## SERVICES JOBS INCREASING ACROSS THE BOARD

Services jobs—such as doctors, engineers, and teachers—account for the majority of employment growth in Montezuma County in recent decades. These jobs are increasingly mobile, and many entrepreneurs locate their businesses in areas with a high quality of life.

### From 2001 to 2015, in Montezuma County:<sup>5</sup>

- Services grew from 7,727 to 8,738 jobs, a 13% increase
- Non-Services grew from 2,963 to 3,075 jobs, a 4% increase





*Canyons of the Ancients, Photo: BLM*

THE COMMUNITIES IN MONTEZUMA COUNTY NEIGHBORING THE NATIONAL MONUMENT EXPERIENCED STRONG GROWTH SINCE ITS DESIGNATION IN 2000.

THE INCREASES IN POPULATION, JOBS, PERSONAL INCOME, AND PER CAPITA INCOME MIRROR OTHER WESTERN COUNTIES WITH NATIONAL MONUMENTS OR OTHER PROTECTED LANDS.

#### METHODOLOGY

This fact sheet is part of a series that assesses the economic performance of local communities that are adjacent to national monuments. The series examines national monuments in the eleven western continental states that are larger than 10,000 acres and were created in 1982 or later.

#### FOR MORE INFORMATION

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Series: [The Economic Importance of National Monuments to Local Communities](#)

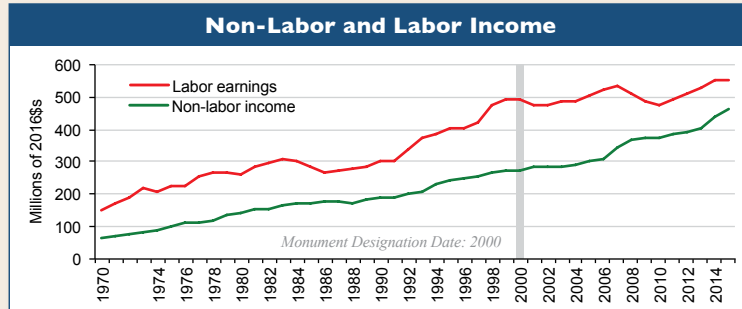
## NON-LABOR INCOME GROWS FASTEST

One of the largest and fastest growing sources of new personal income in Montezuma County is non-labor income, which is made up of investment income such as dividends, interest and rent, and government transfer payments such as Social Security and Medicare.

For people with investment income and many retirees, protected public lands and recreation provide important aspects of a high quality of life. Non-labor income already represents more than a third of all personal income in the West—and will grow as the Baby Boomer generation retires.<sup>7</sup>

#### From 2001 to 2015, in Montezuma County:

- Non-Labor income grew from \$284 million to \$465 million, a 64% increase
- As a result, in 2015 non-labor income made up 46% of total personal income



## TRADITIONAL JOBS HOLD STEADY

Long before the monument's creation, commodity industries (agriculture, mining, timber) were becoming a smaller share of the overall economy in Montezuma County. These industries remain part of the region's economy today.

#### In 2015, in Montezuma County:

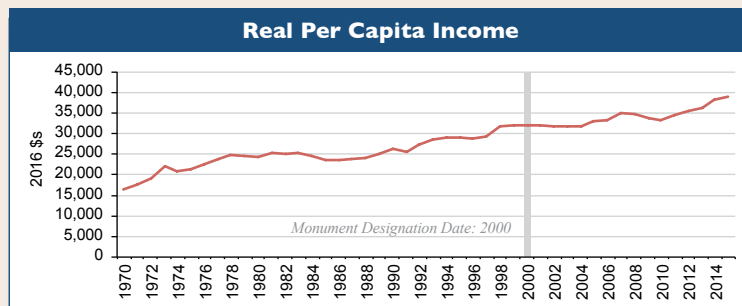
- Agriculture accounted for almost 8% of total employment
- Mining accounted for 3% of total private employment
- Timber accounted for 2% of total private employment

## PROSPERITY ON THE RISE

As the economy has grown since designation of the Canyons of the Ancients National Monument, per capita income has risen as well. This indicates growing prosperity in the region.

#### From 2001 to 2015, in Montezuma County:

- Real per capita income grew from \$31,952 to \$38,892, a 22% increase



<sup>1</sup> Headwaters Economics. [The Value of Public Lands](#); Lorah, P. and R. Southwick. 2003. Environmental Protection, Population Change, and Economic Development in the Rural Western United States. *Population and Environment* 24(3): 255-272; McGranahan, D.A. 1999. Natural Amenities Drive Rural Population Change. ERS, Agric. Econ. Rep. No. 781. USDA: Washington, DC; Haas, W.H. and W.J. Serow. 2002. The Baby Boom, Amenity Retirement Migration, and Retirement Communities: Will the Golden Age of Retirement Continue? *Research on Aging* 24(1): 150-164.

<sup>2</sup> Rasker, R., P.H. Gude, and M. Delorey. 2013. The Effect of Protected Federal Lands on Economic Prosperity in the Non-Metropolitan West. *Journal of Regional Analysis and Policy* 43(2): 110-122.

<sup>3</sup> Deller, S.C., T.H. Tsai, D.W. Macrouiller, and D.B.K. English. 2001. The Role of Amenities and Quality of Life in Rural Economic Growth. *American Journal of Agricultural Economics* 83(2): 352-365.

<sup>4</sup> All economic data come from U.S. Department of Commerce. 2016. Bureau of Economic Analysis, *Regional Economic Accounts*, Washington, DC; U.S. Department of Commerce. 2017. Census Bureau, *County Business Patterns*, Washington, DC.

<sup>5</sup> The U.S. Department of Commerce changed the way it classifies industries between 2000 and 2001. To show a continuous timeline for services and non-services employment, we subtracted non-services jobs from total private employment to derive services jobs.

<sup>6</sup> Outdoor Industry Association. 2012. [The Outdoor Recreation Economy](#).

<sup>7</sup> Headwaters Economics, [Non-Labor Income: Large and Growing in Importance Across the West](#); Frey, W.H. 2006. America's Regional Demographics in the '00s Decade: The Role of Seniors, Boomers, and New Minorities. Washington, DC: The Brookings Institution.