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ECONOMIC CONSULTING

Spring Creek Economic Development Strategy

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The following report was prepared by Hansford Economic Consulting LLC and Mark Foree Consulting LLC.

The analyses and findings contained within this report are based on primary data provided by Spring Creek Association, as well as additional primary and secondary sources of data as of the date of this report. While it is believed that the primary and secondary sources of information are accurate, this is not guaranteed.

Every reasonable effort has been made in order that the data contained in this study reflects the most accurate and timely information possible. No responsibility is assumed for inaccuracies in reporting by Spring Creek Association, or any other data source used in the preparation of this report. Updates to information used in this report could change or invalidate the findings contained herein. Changes in economic and social conditions that may affect the findings of this report include, but are not limited to, national and local economic recessions, climate change, major environmental problems, and natural disasters.

This report was prepared for a specific use, and no other use is authorized,

A handwritten signature in blue ink that reads "C. Hansford". The signature is written in a cursive, flowing style.

Catherine Hansford
Hansford Economic Consulting LLC

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01. Executive Summary



Purpose of the Report

Spring Creek Association (SCA) commissioned this economic development strategy report to understand the current economic landscape of the region and to help direct its efforts to ensuring future prosperity for the community of Spring Creek¹. This effort builds on work conducted by the UNR cooperative extension which prepared a Comprehensive Economic Development Strategy (CEDS) for Elko County and the individual communities of the City of Elko, Jackpot, and Spring Creek². This report synthesizes updated economic conditions analysis with key findings from the CEDS specifically as they relate to Spring Creek, providing strategic action items for the SCA leadership to focus on.

Key Findings

Key findings from the analysis of current economic conditions include:

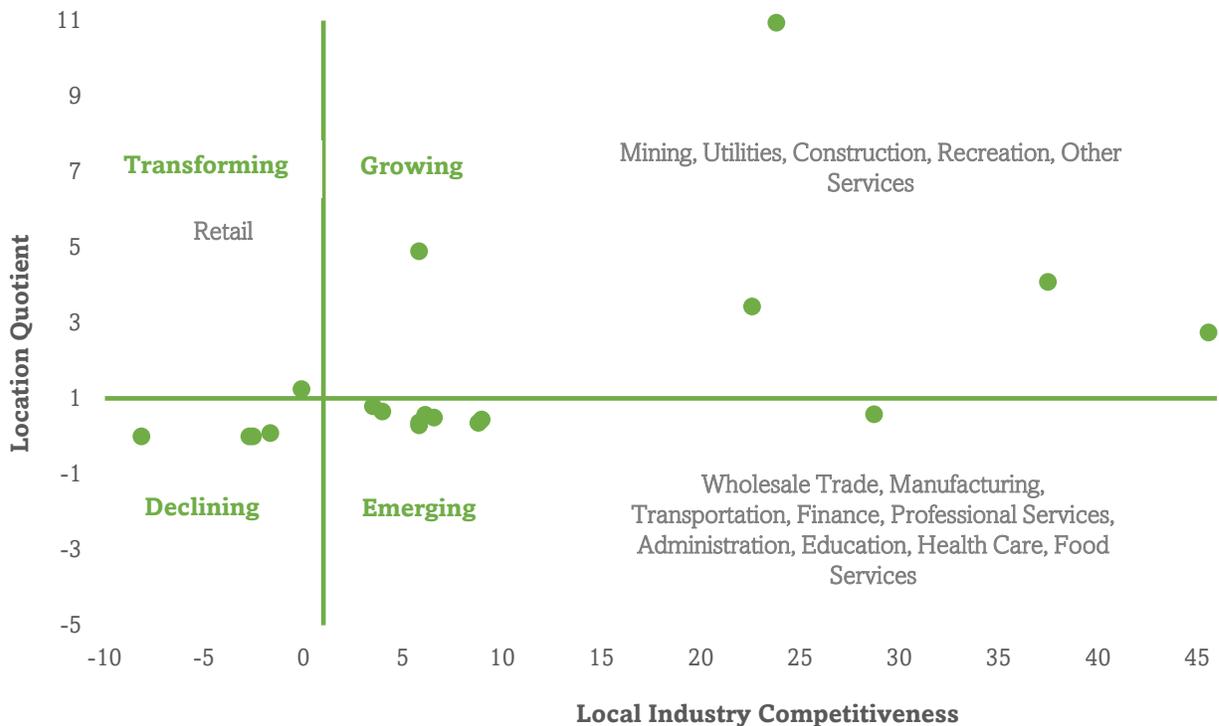
- Spring Creek is the second most populated place in Elko County (County), accounting for between 25% and 30% of the total County population. Spring Creek has a stable, year-round community with high home occupancy.
- The community has a younger population compared to the rest of the County, with high participation in the labor force. The community continues to be a desirable place to raise families with proximity to schools and other essential infrastructure, and access to many outdoor recreation and sports amenities.
- With higher educational attainment and higher incomes generally than other communities in the County, the community has strong purchasing power and potential to foster entrepreneurship with the area to enhance and expand employment-generating businesses. Income and poverty data since the start of the Covid-19 pandemic show that the Spring Creek community is experiencing a decrease in collective community wealth but remains the most prosperous community in the County.
- Health outcome and health rankings data indicate Spring Creek's population to be healthy. The area is a relatively safe place to live with a low crime rate and low social vulnerability index (meaning the community has relatively less need for support before, during, or after disasters, than most Nevada communities).
- Spring Creek is a bedroom community with workers traveling to Elko and elsewhere to

¹ SCA was formed to provide road maintenance services, recreation services, architectural design services, and security services to the Spring Creek Master Plan area.

² Technical Report UCED 2020/21-19 and UCED 2022/23-18 2022 Annual Update.

their place of employment. Although the total number of jobs located in Spring Creek is growing, the jobs are being filled with people who live outside of Spring Creek.

- With the exception of the Covid-19 pandemic years, Spring Creek consistently had a lower unemployment rate than Elko County or the State through 2023.
- About one-third of workers living in Spring Creek are employed in management, business, science, and arts occupations. There is a trend of workers moving out of natural resources, construction and maintenance occupations into the management, business, science, and arts occupations, and the production, transportation, and material moving occupations.
- Between 2002 and 2022, 904 non-farm jobs were added in Spring Creek. Local industry growth had the greatest impact on number of jobs generated in Spring Creek over the past 20 years. About 85% of jobs generated were due to local (unique regional) industry factors rather than State employment trends. Following regional employment trends, industries projected to add the most jobs in Spring Creek are other services, mining, quarrying, oil and gas extraction, transportation and warehousing, and health care and social assistance.
- As shown in this graph, there are several growing and emerging industry sectors in and around Spring Creek that should be the focus of business expansion. Retail needs to innovate in Spring Creek with new offerings.



- A high-level analysis of retail leakage demonstrates that about 115,000 building square feet

of additional commercial space is supportable. As such, Spring Creek could support a large grocery store or big box retailer (such as a Target or Walmart) that sells both groceries and general merchandise. Due to lack of available suitable vacant parcels, construction of a big box store would have to be in a proposed new development of the Spring Creek area. Land use zoning and lack of a regional wastewater master plan are current impediments to such building(s) in the near future.

- More niche retail could be successful in Spring Creek. Additionally, personal services such as beauty salons, spas, tax preparers, morticians, laundry/dry cleaning, and pet care/boarding, are lacking in Spring Creek and would be supportable with development of new commercial building spaces.
- A new hotel could help support the recreation industry, a growing industry in the area.

The SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis identifies four focus areas in which to maintain strengths of the community, limiting its weaknesses, provide avenues to capitalize on opportunities, and be vigilant against threats:

1. Governance
2. Infrastructure
3. Quality of Life
4. Business/Industry

Strategic action items include:

#1: Keep planning prudently for what SCA can control.

#2: Determine the best governance structure for Spring Creek and, if it differs from the current structure, execute that decision for change in the next 5 years.

#3: Promote a healthy lifestyle.

#4: Work with developers of surrounding properties and the County to develop new commercial space and promote Spring Creek as a business-friendly place

#5: Promote Spring Creek as a great place to live.

#6: Assist Spring Creek entrepreneurs to create jobs in Spring Creek.

Report Structure

Following this Section 1 Executive Summary, **Section 2** introduces Spring Creek and describes the current condition of the local and regional economy using an analysis of available data, primarily from the US Census Bureau American Community Survey (ACS). **Section 3** conducts SWOT analysis of Spring Creek using previously conducted efforts by the University of Nevada, Reno (UNR). **Section 4** provides strategic action items for SCA to focus on.

Appendix I provides supporting tables with data that inform the analysis of current economic conditions in Spring Creek and Elko County presented in Section 2 of the report. **Appendix II** describes North American Industrial Classification System (NAICS) industries.

02. Current Economic Conditions



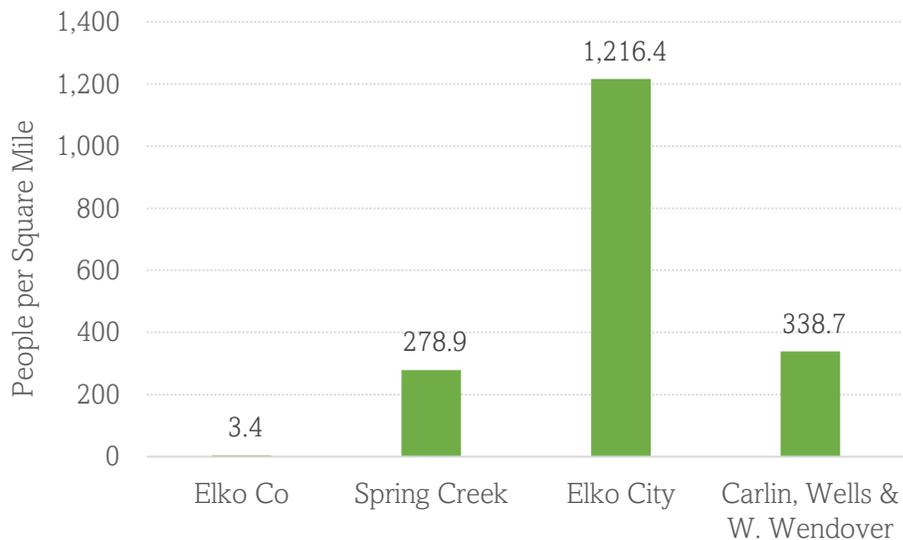
This section of the report assesses economic conditions as they relate to the people who live in Spring Creek.

People, Housing, Health, and Mobility

Spring Creek is a Census Designated Place (CDP) in Elko County, northeastern Nevada, located between the communities of Elko city (the County seat) and Lamoille. Elko County is the second-largest county by area in Nevada (Nye County is larger), and it is the fourth-largest county by area in the contiguous United States. The County was established on March 5, 1869, from Lander County. Population centers within Elko County include the City of Elko, the cities of Carlin, Wells, and West Wendover, Spring Creek, and the unincorporated towns of Jackpot, Montello, and Mountain City. Transportation access includes Interstate 80 and the Union Pacific railroad, which transect the County, and Elko Airport is located approximately 15 miles from Spring Creek. Highways 227 and 228 connect Spring Creek to Elko city. Outdoor activities abound in the Ruby mountains, with camping, hunting, skiing, hiking and fishing accessible within a 30-minute drive from Spring Creek. SCA provides many recreational and sporting amenities to homeowners within the community.

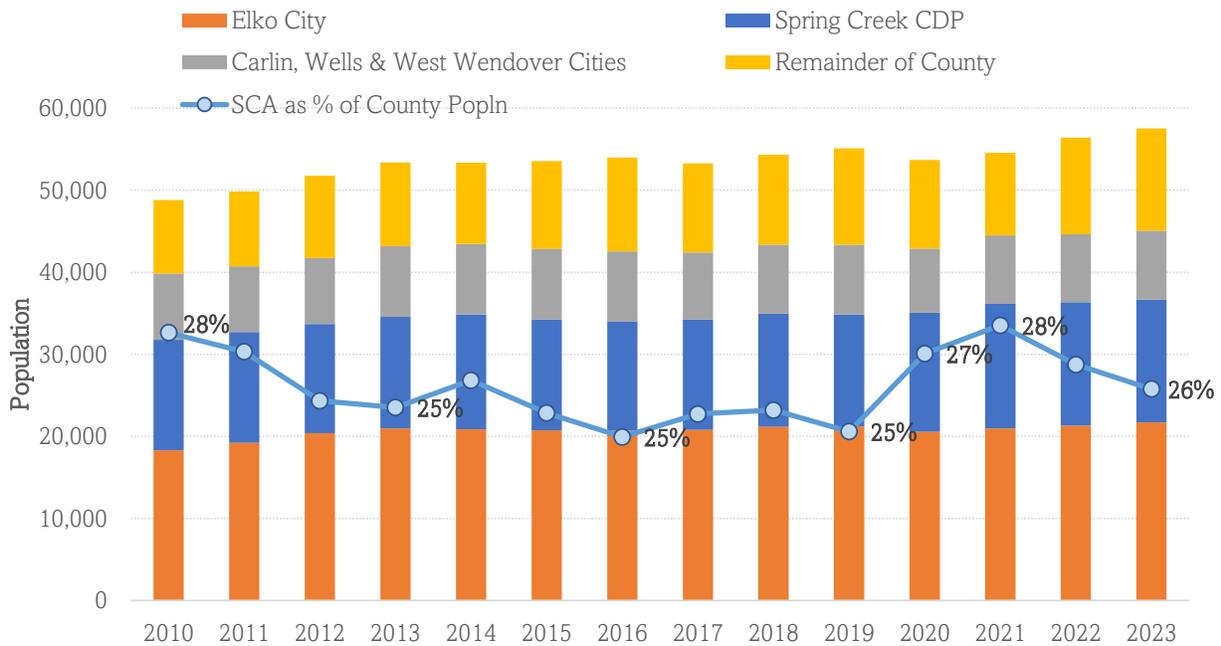
According to the US Census Bureau, Elko County has a low population density of 3.35 people per square mile. Population density is greatest in Elko city. Spring Creek has a similar population density to the combined cities of Carlin, Wells, and West Wendover, as shown in **Figure 1**.

Figure 1
Population Densities



Total population is the number of people who consider the area their primary residence. **Figure 2** shows historical annual population of Elko County and Spring Creek, the cities located in Elko County, and remainder of the County. The 2010 census estimated Elko County’s total population at 48,818. From 2010 to 2023, population grew by an average annual growth rate of 1.3%. Spring Creek’s population grew by an average annual growth rate of 0.8% over the same time period. Spring Creek’s population fluctuated between 25% and 28% of the total County population during the reported period.

Figure 2
Historical Annual Population of Elko County



- **At between 25% and 30% of the County’s population, Spring Creek is the second most populated place in the County.**

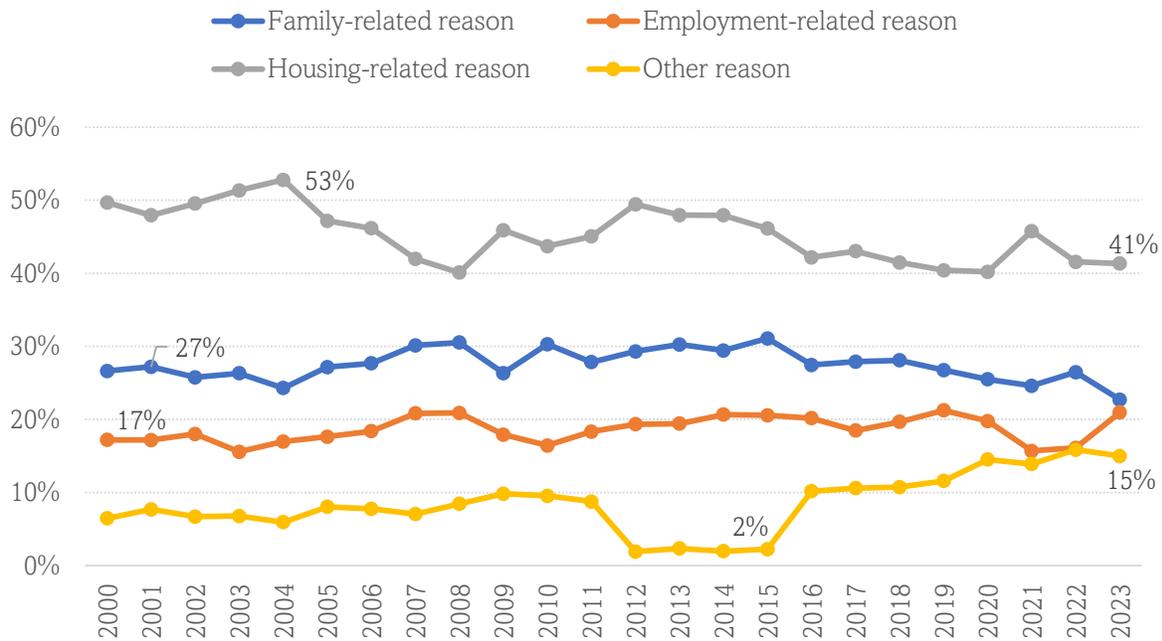
The majority of population change in Elko County since 2020 has been from net migration rather than natural population change (net births over deaths). Almost all migrations are domestic, and from within Nevada³. Migration may occur for several reasons: employment opportunities, housing prices, and quality of life.

Figure 3 shows that a housing-related move is the most frequent reason for families to move in the US; however, it has been declining as the top reason to move. A housing-related move includes reasons such as wanting a larger home, a better neighborhood, better school district, more affordable housing, a newer property, or more space for a growing family, for example. Family-related and employment-related reasons are the second and third most cited reasons to

³ Data provided by the Internal Revenue Service.

move. All other reasons for moving have increased from about 7% to 15% of moves in the US since 2000.

Figure 3
United States Reasons for Moving 2000-2023



Source: The U.S. Census Bureau, Current Population Survey, Annual Social and Economic Supplement collects information on the reasons why people move. While the categories are broad and may encompass many different reasons within each category, it does offer some insight as to why people move.

The Nevada Demographer estimates that the total population of Elko County will continue to increase over the next 20 years from about 57,500 to 60,100. The estimates suggest a slowing population growth rate for the County. See **Figure 4** in which blue bars are historical, and orange bars are the Demographer’s estimates for the next 20 years. Data is shown in 5-year intervals.

Age Distribution and Language Spoken

Figure 5 compares the change in age distribution of Spring Creek with Elko County, Nevada, and the United States between 2010 and 2023. The change in number of 65+ people (generally retirees) has increased the most and change in number of people 20 years and younger (generally persons still in education) has decreased the most overall; however, Spring Creek’s younger population has decreased the least, in comparison with the County, State, and Nation.

- **The Spring Creek community continues to support many younger families.**

Figure 4
Historical and Projected Elko County Population

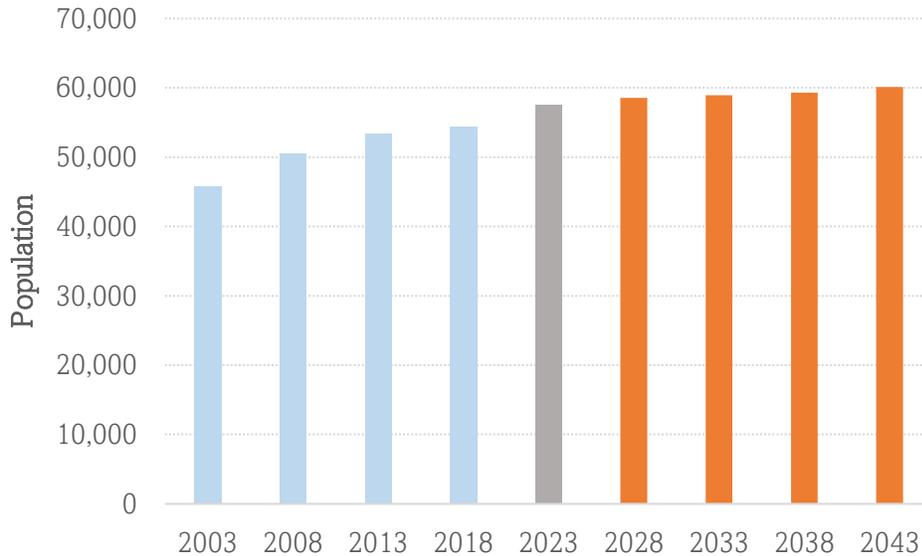
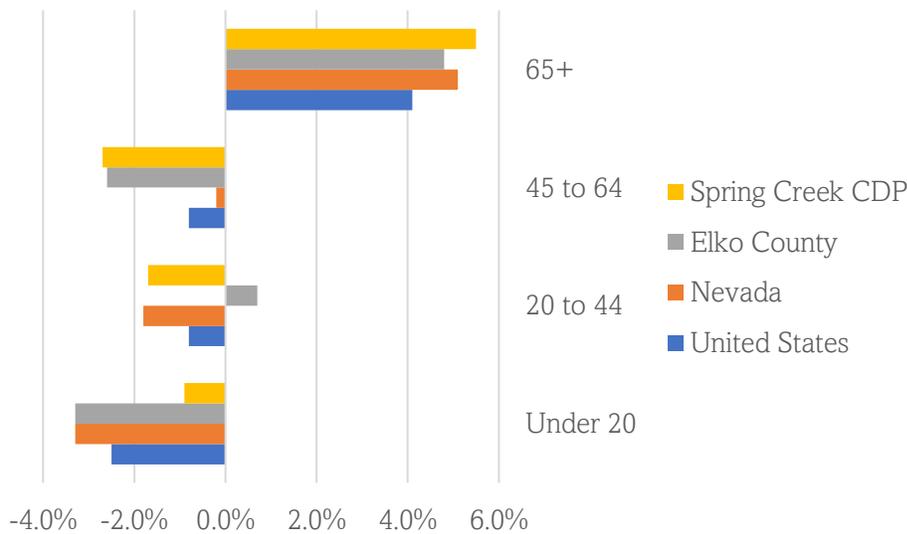
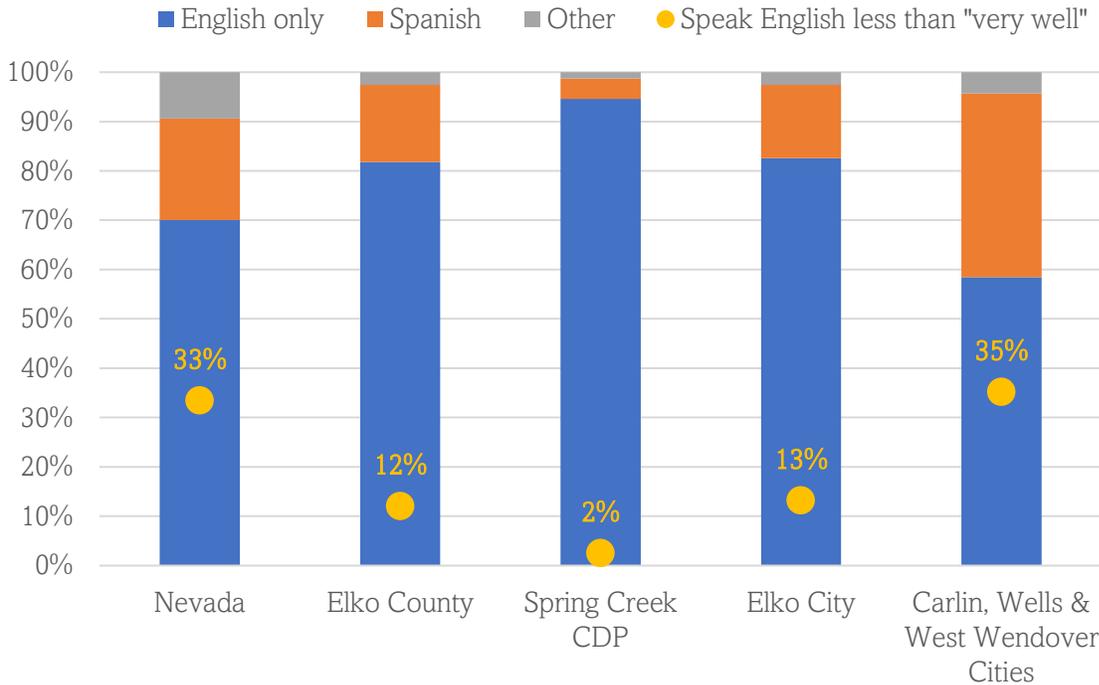


Figure 5
Change in Age Group Distributions by Area (2010 to 2023)



In Spring Creek, the vast majority of people speak English at home. **Figure 6** shows that only 2% of the population speak English less than very well. This compares with 13% in Elko City, and 35% in the other cities in Elko County. Statewide, about a third of the population speak English less than very well. The data indicates a high number of migratory people living in the cities of Carlin, Wells, and West Wendover, and a low number of migratory people living in Spring Creek.

Figure 6
Language Spoken at Home



Educational Attainment

Educational attainment is the highest level of education attained by individuals 25 years and older living in an area. About one-quarter of Spring Creek’s population aged 25 and older holds a degree, and almost two-thirds have at least some level of higher education beyond high school. Spring Creek’s share of population with some level of higher education is about the same as the State’s, and greater than most of Elko County, as shown in **Figure 7**. In particular, Spring Creek has a higher rate of people having completed a bachelor’s or higher degree than the remainder of Elko County.

- **Higher educational attainment is generally linked to a higher likelihood of entrepreneurship and higher incomes.**

Households

The total number of households (occupied units) in Spring Creek grew at an average annual rate of 0.5% between 2010 and 2023. In contrast, Elko City grew 1.1%, and the remainder of the County at 1.0% per year. In total, Spring Creek has accommodated between 22% and 25% of households in the County over the last 13 years. **Figure 8** shows historical people per household in Elko County from 2010 to 2023. In 2023, Spring Creek had a higher number of persons per unit (3.05) than Elko city (2.67) and the other cities (2.82).

- **The data shows recent increased household size in Spring Creek since the Covid-19 pandemic. Household size can fluctuate greatly in different time periods.**

- **Spring Creek’s household size has been more stable than the cities in Elko County.**

Figure 7
Population 25 and Older with Some Higher Education

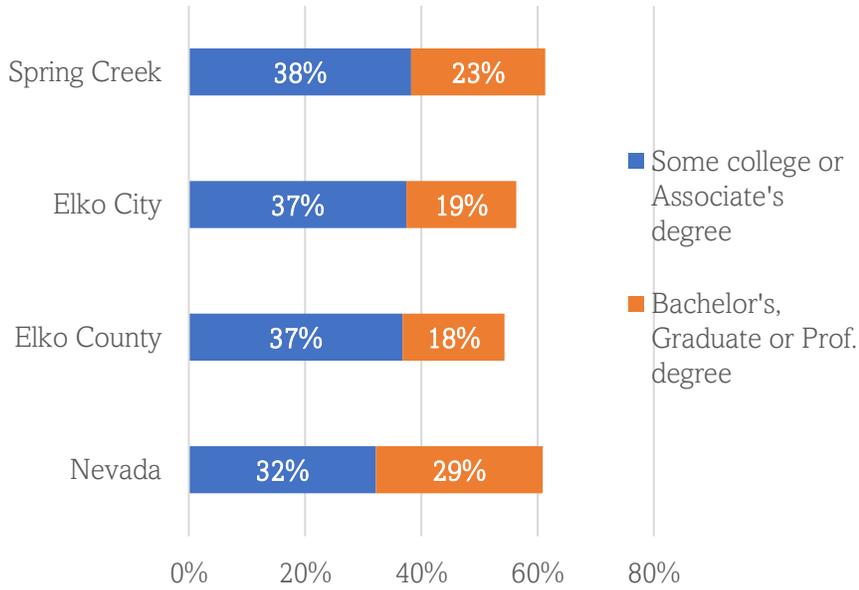
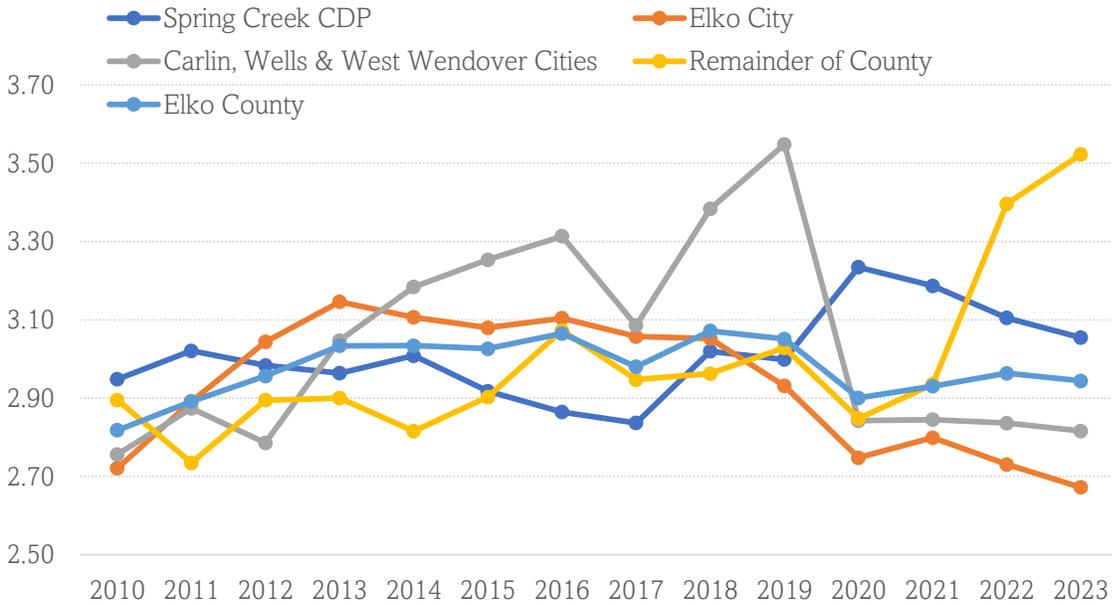


Figure 8
Change in Household Size

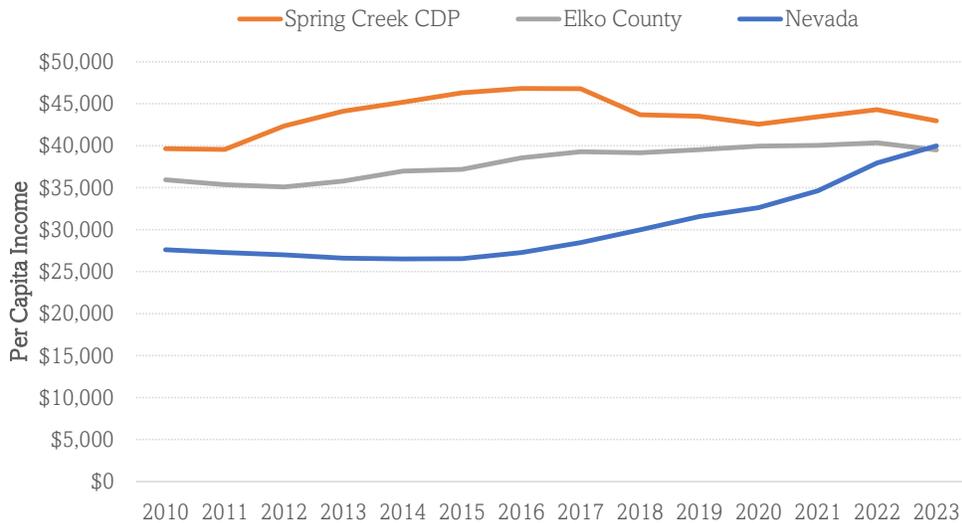


Income

Personal income is derived from employment, retirement distributions, returns on investments, and transfer payments (such as supplemental social security and Medicare/Medicaid) to recipients. Net earnings are wages and salaries, supplements to wages and salaries, and proprietors' income, minus contributions for government social insurance (such as social security and Medicare). Per capita personal income is one measure of economic vitality in a community as it reflects the availability of resources to an individual and it influences buying power. The annual real per capita personal income (adjusted for inflation) for Spring Creek CDP, Elko County and Nevada are shown in **Figure 9**.

- **Per capita personal income in Spring Creek is greater than in the County or the State, but the gap has narrowed noticeably since 2017 as individual incomes have risen at the State and County level but lowered in Spring Creek.**

Figure 9
Annual Real Per Capita Personal Income by Area



Spring Creek has the highest median household income (MHI) of the Elko County population centers, and a significantly higher MHI than the State. **Figure 10** shows MHI reported by the ACS in 2023.

Poverty Rates

Figure 11 shows the percentage of all ages in poverty in Spring Creek CDP, the County, Nevada, and the US from 2014 to 2023. The poverty threshold is the minimum level of resources that are adequate to meet basic needs; the official measure uses three times the cost of a minimum food diet in 1963 in today's prices and is based on household size. The share of people living in poverty in Spring Creek has increased over the past ten years from about 4% to about 11% whereas the poverty rate of the County has barely changed, and the poverty rate of

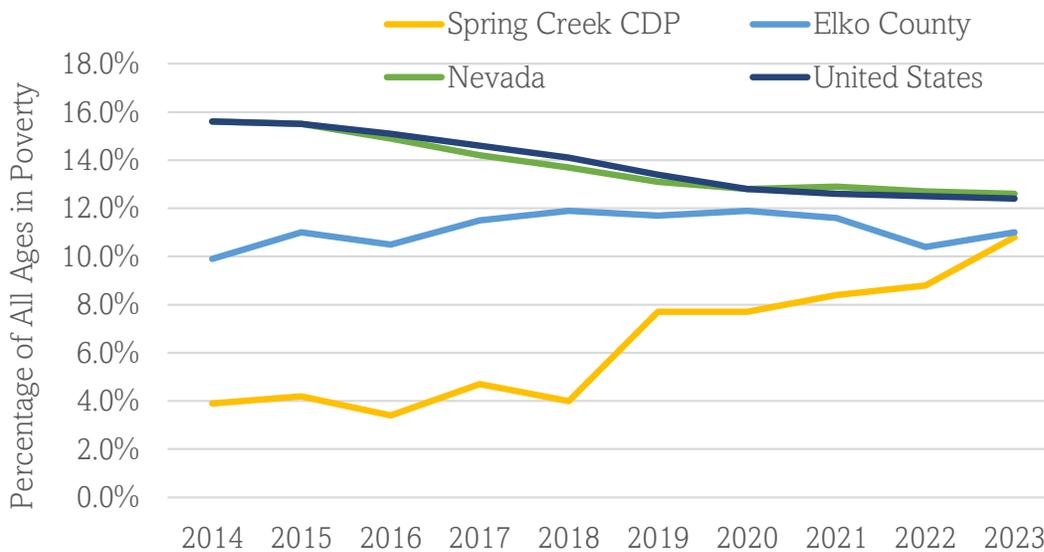
Nevada and the US has decreased from about 16% to about 12%.

- **The income and poverty data indicate that the Spring Creek community is experiencing a decrease in collective community wealth but remains the most prosperous community in the County.**

Figure 10
Median Household Income



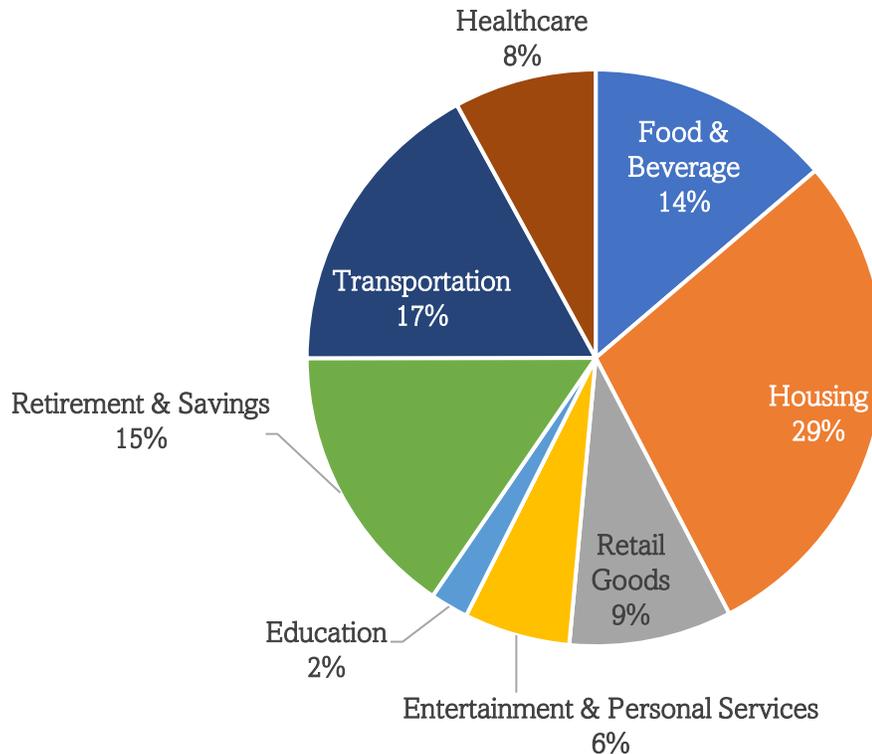
Figure 11
Percentage of All Ages in Poverty by Place



Consumer Spending

Figure 12 shows the amount and percentages of the categories that comprised consumer expenditure across the US in 2022. Typically, the US population spends the greatest portion of income on housing and transportation, which is why the report focuses on these two household expenditures.

Figure 12
US Per Capita Consumer Expenditures



Housing Stock

Housing plays an important role in economic development because the share of household spending on housing and the occupancy of housing by owners versus renters tends to reflect standard of living in an area.

According to the US Census Bureau, Spring Creek CDP contains about one-quarter of Elko County's housing stock, more than the combined housing stock of Carlin, Wells, and West Wendover. Since 2010, the city of Elko has experienced the greatest growth in housing units within the County at an annual average rate of 1.6%. In contrast, the remainder of the County (excluding other cities) has grown its housing stock at an average annual rate of 0.7%, and the Spring Creek CDP at an average annual rate of 0.4% per year. **Figure 13** shows US Census Bureau estimates of Elko County housing units.

Figure 13
Growth in Elko County Housing Units

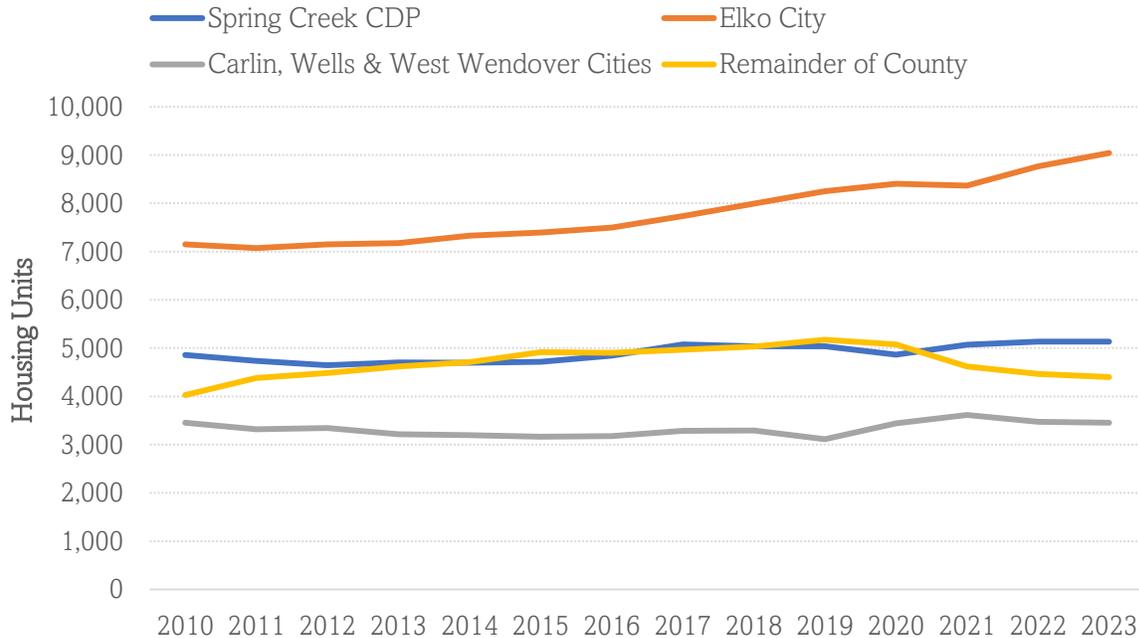


Figure 14 shows that the majority of Spring Creek was built between 1980 and 2010. The housing stock of Spring Creek is starting to age. Aging housing stock can have both advantages and disadvantages; for example, older homes can add charm and character to a community, and they can provide lower rent opportunities, but they can also require costly repairs and remodeling to prevent blight. Older homes also provide less revenue to the County due to the methodology used to charge property taxes in Nevada.

Housing Occupancy

In Spring Creek, 95% of housing units are occupied, which is a high occupancy figure compared to Elko city (90%), and the other cities in the County combined (86%). High home occupancy and high persons per household are reflective of the younger age of Spring Creek’s population, and a greater proportion of homes being occupied with families.

Figure 15 shows the percentage of occupied housing units that are owner occupied or renter occupied in the Spring Creek CDP, and comparison areas. Spring Creek has a similar percentage of renter-occupied units to the State, and a lower percentage of renter occupied units than the County. The low owner-occupation of housing units in Carlin, Wells and West Wendover is likely due to the transitory nature of the economies supporting those cities, which is mining and tourism/gambling.

- **Spring Creek has a stable, year-round community.**

Figure 14
2023 Housing Characteristics: Percentage Year Built by Place

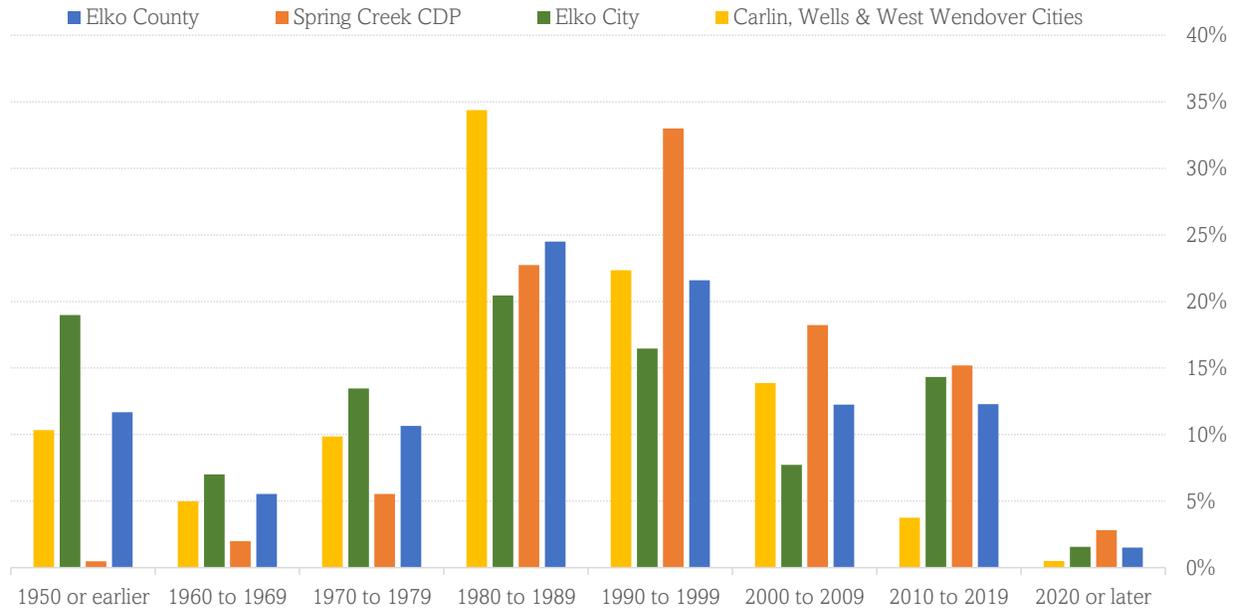


Figure 15
2023 Tenure of Housing Units

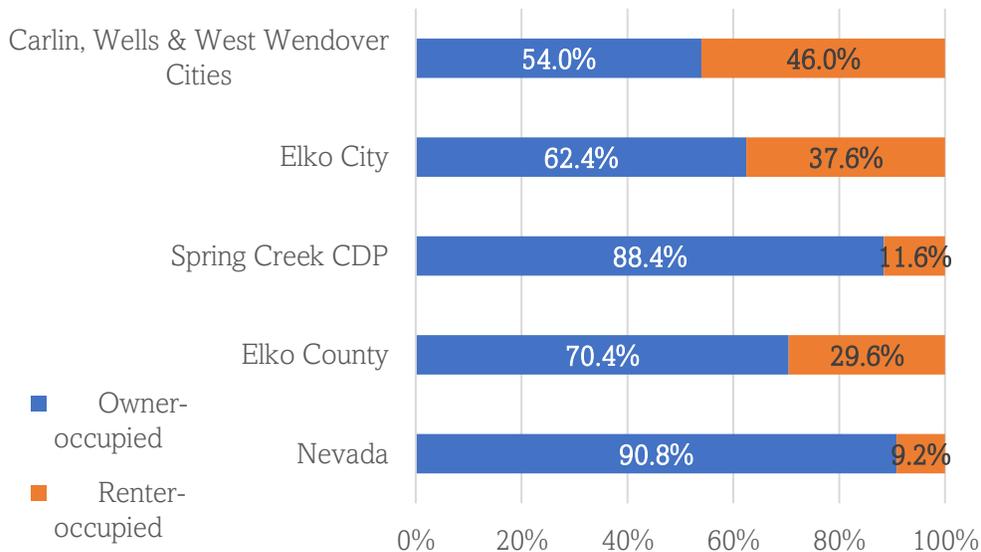
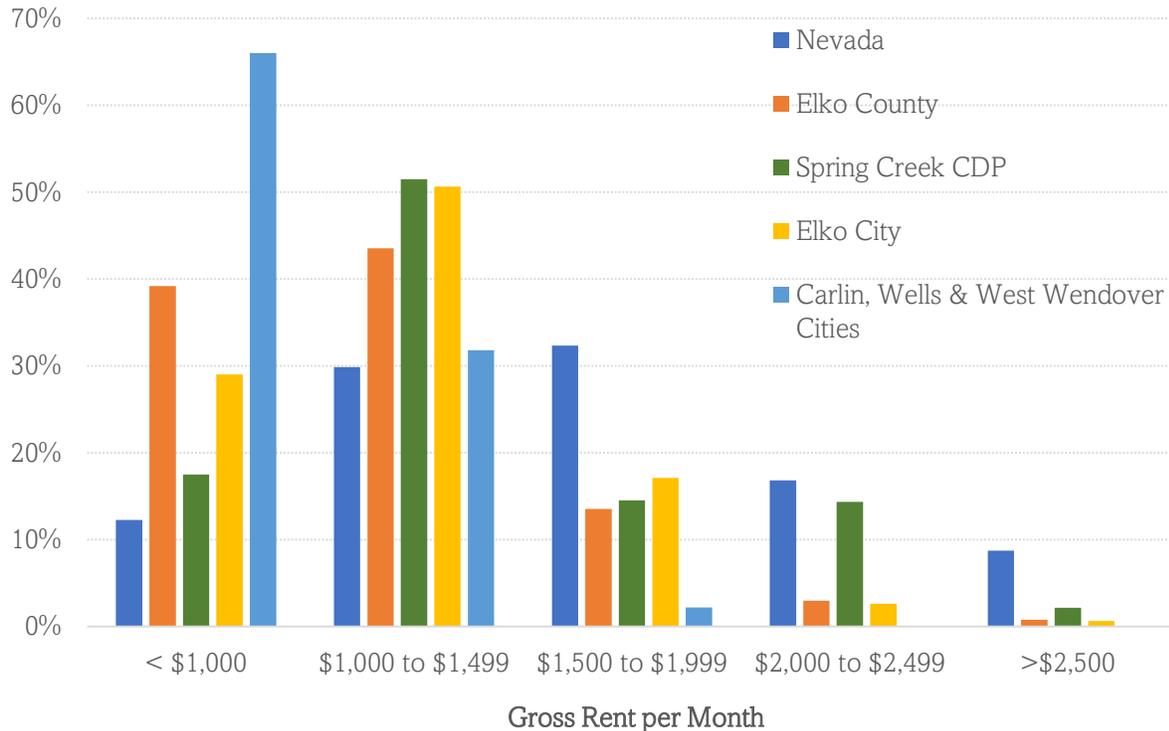


Figure 16 shows the gross rent for occupied units in Elko County and Nevada. Factors that could affect the monthly rent include quality of rental units and demand for rental units in the area. Generally, rent is lower in the County than the State overall. Rent is lowest in Carlin, Wells, and West Wendover where the housing stock is older. The majority of rental units in

Spring Creek are rented between \$1,000 and \$1,500 per month. The highest rents in the region (more than \$2,000 per month) are also mostly charged for homes in Spring Creek. This corresponds with MHI being highest in Spring Creek.

Figure 16
Monthly Gross Rent by Place



Quality of Life and Health

Per the U.S. Department of Health and Human Services (DHHS), social determinants of health are the conditions in the environment where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks. These determinants, which have a major effect on health, well-being, and quality of life, are grouped into the five domains shown in **Figure 17**. This graphic conveys that the built environment and transportation infrastructure and services cannot be viewed independently of social and economic factors.

Healthy People 2030, a project of the DHHS, aims to “Create social, physical, and economic environments that promote attaining the full potential for health and well-being for all,” drawing attention to “upstream” factors (e.g., access to clean water, good transportation networks, affordable and sanitary housing) that ultimately influence well-being. Often, socially vulnerable areas correlate with areas having the greatest disparity in health equity. The United States Centers for Disease Control (CDC) developed the Social Vulnerability Index (SVI) to identify communities that may need support before, during, or after disasters with the goal of

decreasing human suffering, economic loss, and health inequities.⁴

The SVI is calculated using 16 U.S. Census variables that capture socioeconomic status, household characteristics, racial and minority status, and housing types and transportation.

Figure 17
Five Social Determinants of Health



Figure 18 presents a color-themed map of social vulnerability from the CDC. The map shows Spring Creek in the lowest category of social vulnerability.

The types of disabilities of people in Spring Creek CDP are compared with Elko County and Nevada in **Figure 19**. The percentage of people with disabilities in Spring Creek is lower than in the County as a whole, and the State.

- **Spring Creek has a lower proportion of people with ambulatory difficulty than the State or the County. This might reflect the tapestry of people choosing to live in Spring Creek, which has close access to many outdoor and sporting activities, as well as the lower median age of the community.**

⁴ Disasters include natural disasters (such as wildfire) and human-caused disasters (such as chemical spills).

Figure 18
Map of Social Vulnerability Index for Elko County

CDC/ATSDR Social Vulnerability Index 2022
 ELKO COUNTY, NEVADA

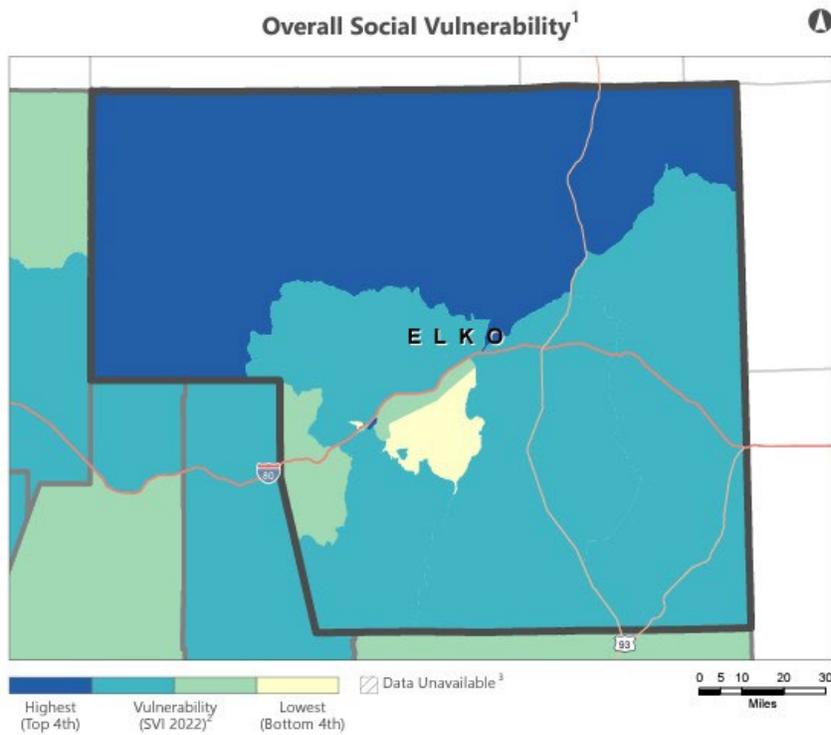
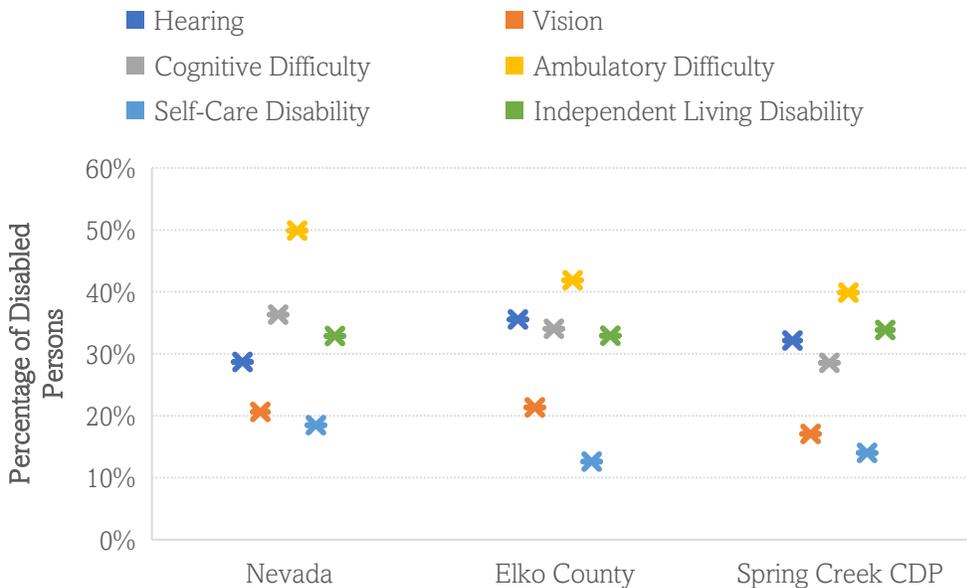


Figure 19
Type of Disabilities in Spring Creek, Elko County, and Nevada



Source: American Community Survey 5-year estimates, 2023.

Quality of Life Indicators

Quality of life indicators are measured by health factors and health outcomes by County Health Rankings (a program of the university of Wisconsin Population Health Institute)⁵. A Z-Score of 0 is the average of all US counties.

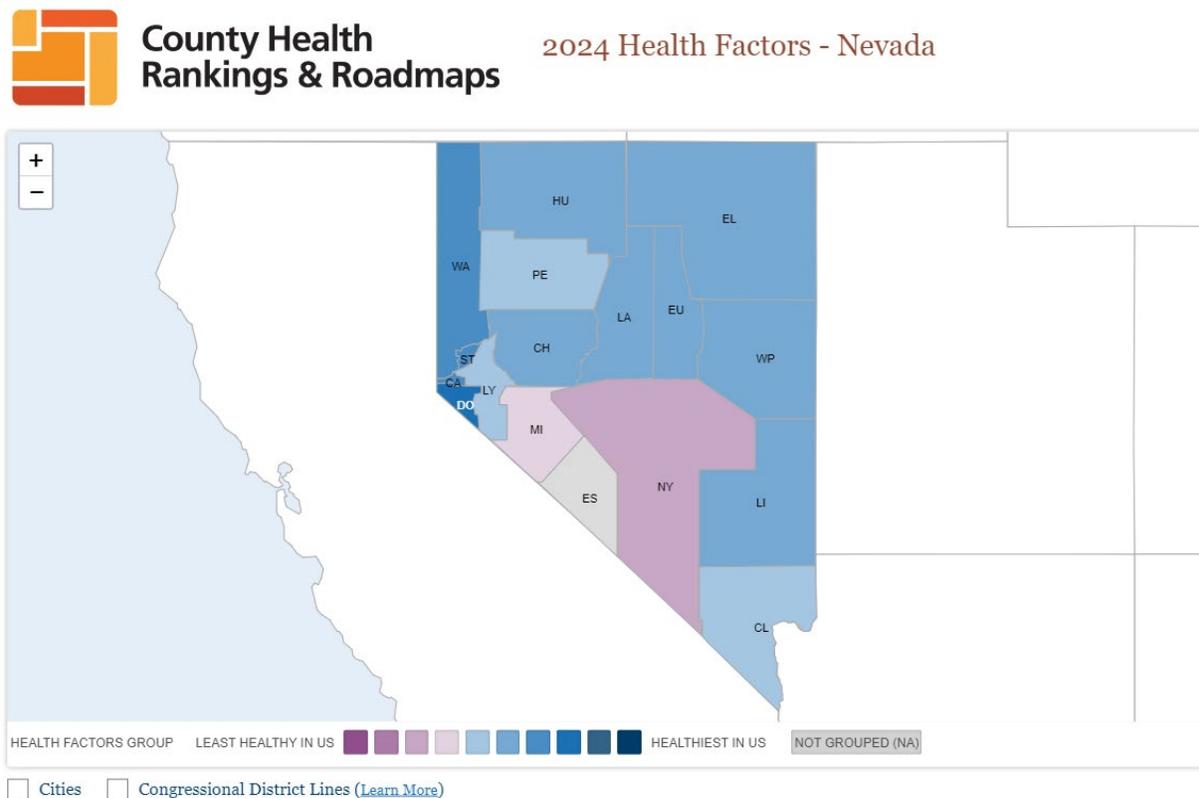
Health Factors are measured by:

- Health Behaviors
- Clinical Care
- Social and Economic Factors
- Physical Environment

Elko County has a Z-Score of -0.21, making health factors similar to the average of the US.

Figure 20 shows a map of the health factors group ranking by county in Nevada.

Figure 20
Nevada Counties Health Factors



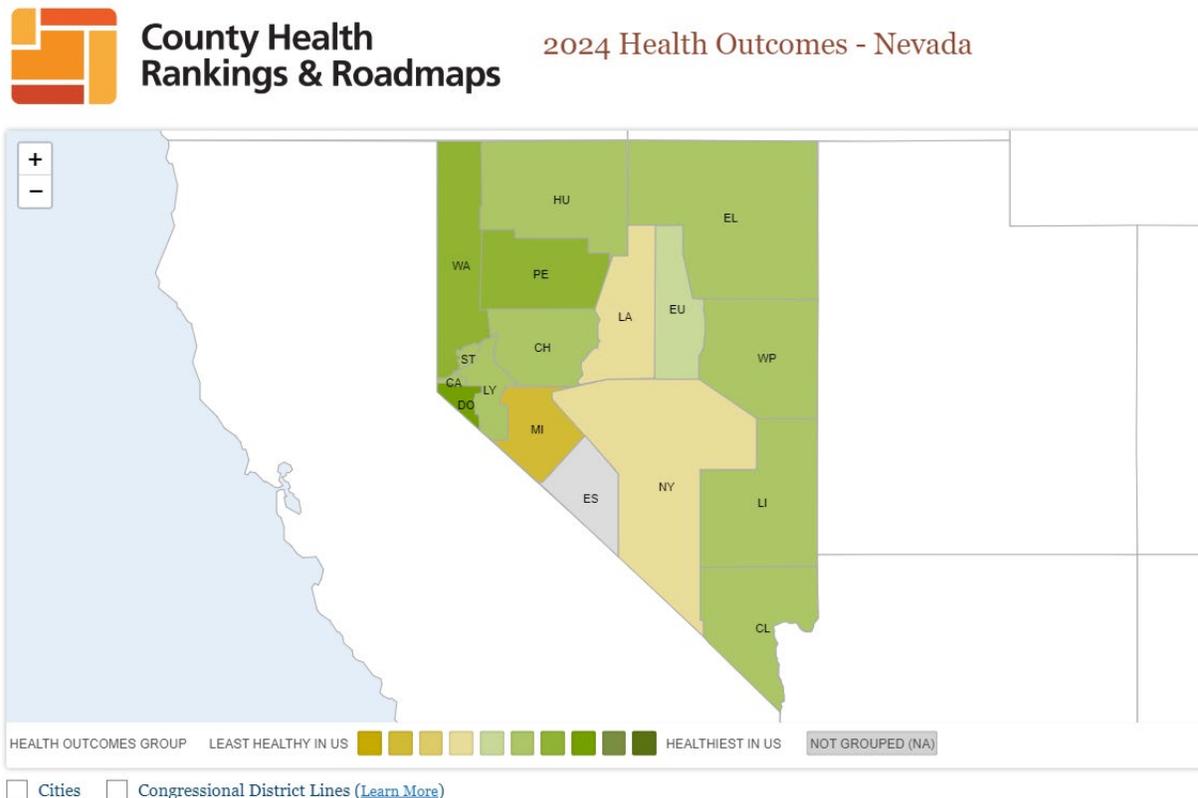
Health Outcomes are measured by:

- Length of Life
- Quality of Life

⁵ Countyhealthrankings.org

Elko County has a Z-Score of 0.04, making health outcomes very similar to the average of US counties. **Figure 21** shows a map of the health outcomes group ranking by county in Nevada.

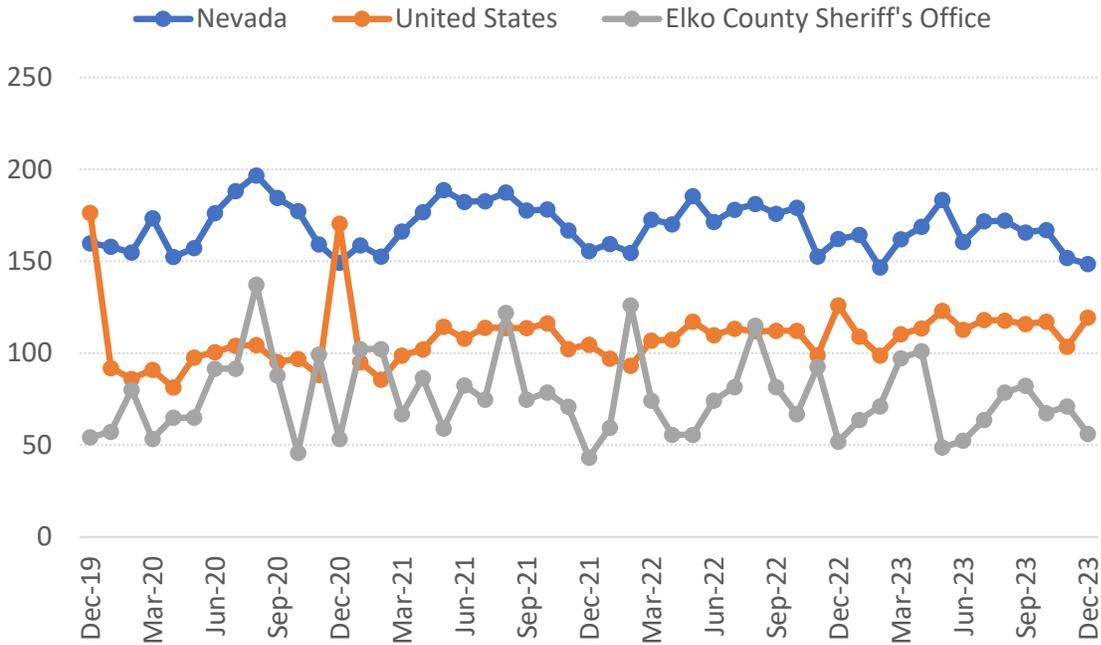
Figure 21
Nevada Counties Health Outcomes



Another quality of life indicator is the crime rate. The crime rate is measured by the rate of violent offenses (i.e., homicide, forcible rape, robbery, aggravated assault) per 100,000 people. Violence negatively impacts communities by reducing productivity, decreasing property values, and disrupting social services. Per the Federal Bureau of Investigation (FBI), Elko County has had a violent crime rate of about 74 per 100,000 population, which is lower than the national average of 108 for the last five years, and much lower than Nevada’s rate of about 169. **Figure 22** shows the violent offences rate per 100,000 people by area between 2022 and 2024.

- **Violent crime data for Elko County generally indicates that Spring Creek is a safe place to live.**

Figure 22
Violent Offences by Area



Workforce and Mobility

Place of Work

Spring Creek residents' place of work is shown in **Figure 23**. The City of Elko employs the greatest share (47%) of Spring Creek workers. About 7% of Spring Creek workers are employed in Spring Creek.

Workers' Place of Residence

Figure 24 shows place of residence for people employed in Spring Creek. Spring Creek generates the majority of workers employed in Spring Creek, followed by unknown places and Elko City.

Figure 23
Spring Creek Residents' Place of Work

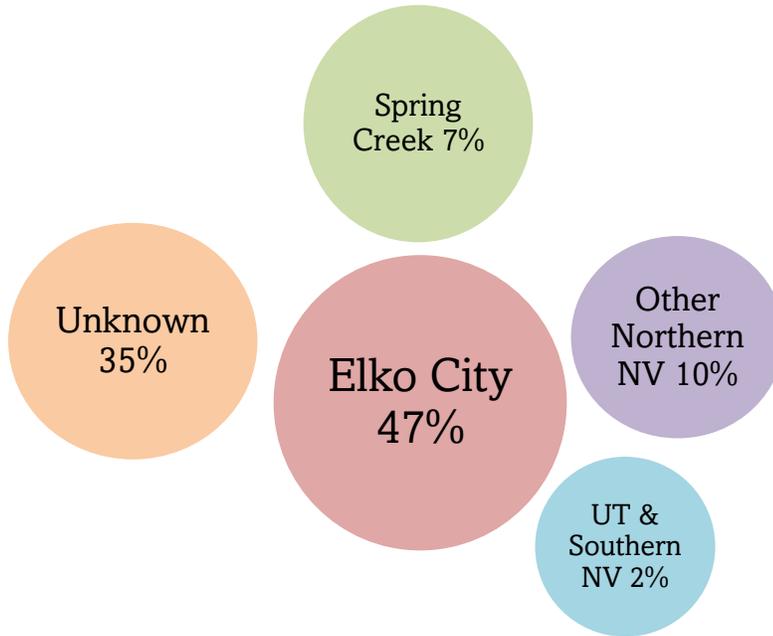
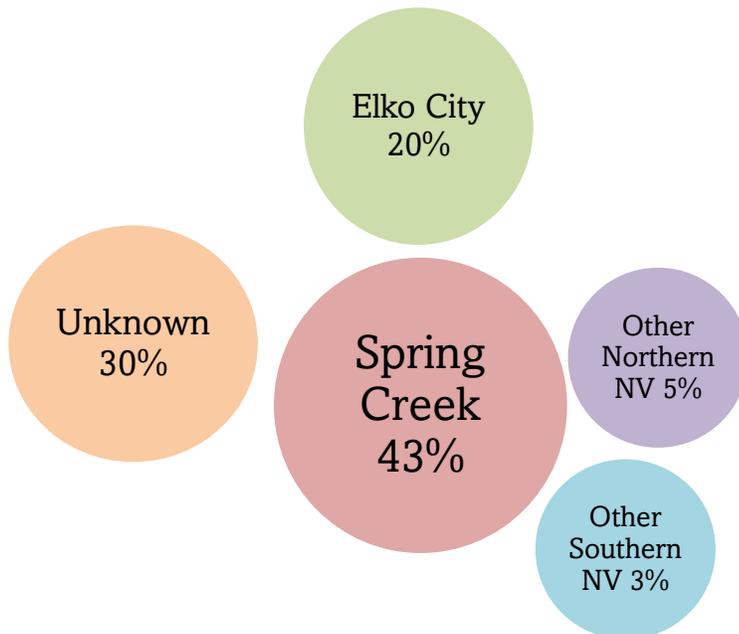


Figure 24
Place of Residence for Workers Employed in Spring Creek



Jobs to Housing Ratio

The jobs to housing ratio is used by planners to gauge how well land use is meeting economic development goals. Not only does the ratio indicate whether there is a jobs or a housing surplus or deficit in an area, it indirectly suggests whether an area is attractive to new residents and businesses. For example, an area with a jobs-housing balance ratio greater than 1.0 has more jobs than workers available within the area, suggesting an inflow of workers, which in turn implies greater drive time, and potentially congestion and pollution in an area.

Jobs to housing balance is a tool for local planners to assess how balanced their land uses are to meet the needs of current economic drivers and future potential growth. Typically, planners strive for a jobs to housing ratio between 1.0 and 1.2 for a region. The jobs to occupied housing ratio for Elko County is 1.19 (fairly well balanced), 1.89 for Elko city (more jobs than housing), and 0.24 for Spring Creek (more housing than jobs) as shown in **Figure 25**.

- **Spring Creek is a bedroom community; most workers drive elsewhere to work.**

Figure 25
Jobs to Housing Ratio

Item	Nevada	Elko County	Spring Creek CDP	Elko City	Carlin, Wells & West Wendover
Total Population	3,194,176	57,538	14,967	21,707	8,408
Total Housing Units	1,348,248	22,033	5,133	9,041	3,456
Occupied Units (Households)	1,224,685	19,546	4,900	8,124	2,986
Percent Occupied	91%	89%	95%	90%	86%
Persons per Unit	2.61	2.94	3.05	2.67	2.82
<i>Source: On the Map (2022 ACS Data)</i>					
Jobs (Work Area)	1,447,716	23,220	1,194	15,368	3,935
Jobs to Occupied Housing Ratio	1.18	1.19	0.24	1.89	1.32

Source: US Census Bureau, ACS 2023.

compare

The inflow and outflow of Spring Creek workers, as measured by the US Census Bureau ACS, is shown in **Figure 26**. More residents work outside of Spring Creek than inside it but there are also many workers commuting to Spring Creek for jobs. There is opportunity to capture a portion of the 683 workers commuting to Spring Creek from the 7,015 workers leaving Spring Creek for work.

Figure 27 shows commuting times for Spring Creek and Elko City workers. Consistent with the jobs to housing ratio and workers inflow and outflow data, more than 72% of Spring Creek workers experience commutes of 20 minutes or more, whereas 45% of City of Elko workers experience commutes of 20 minutes or more.

Figure 26
2022 Inflow and Outflow of Workers in Spring Creek

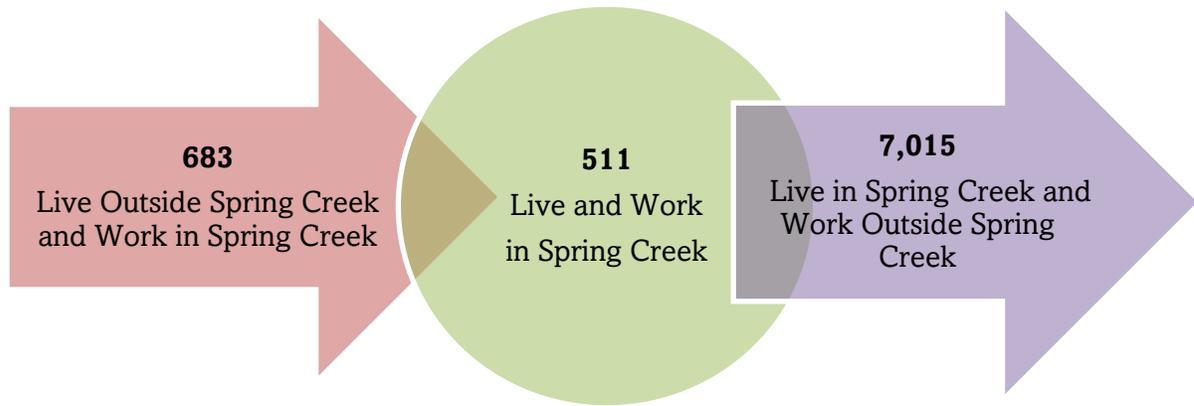


Figure 27
2022 Travel to Work Time by Place

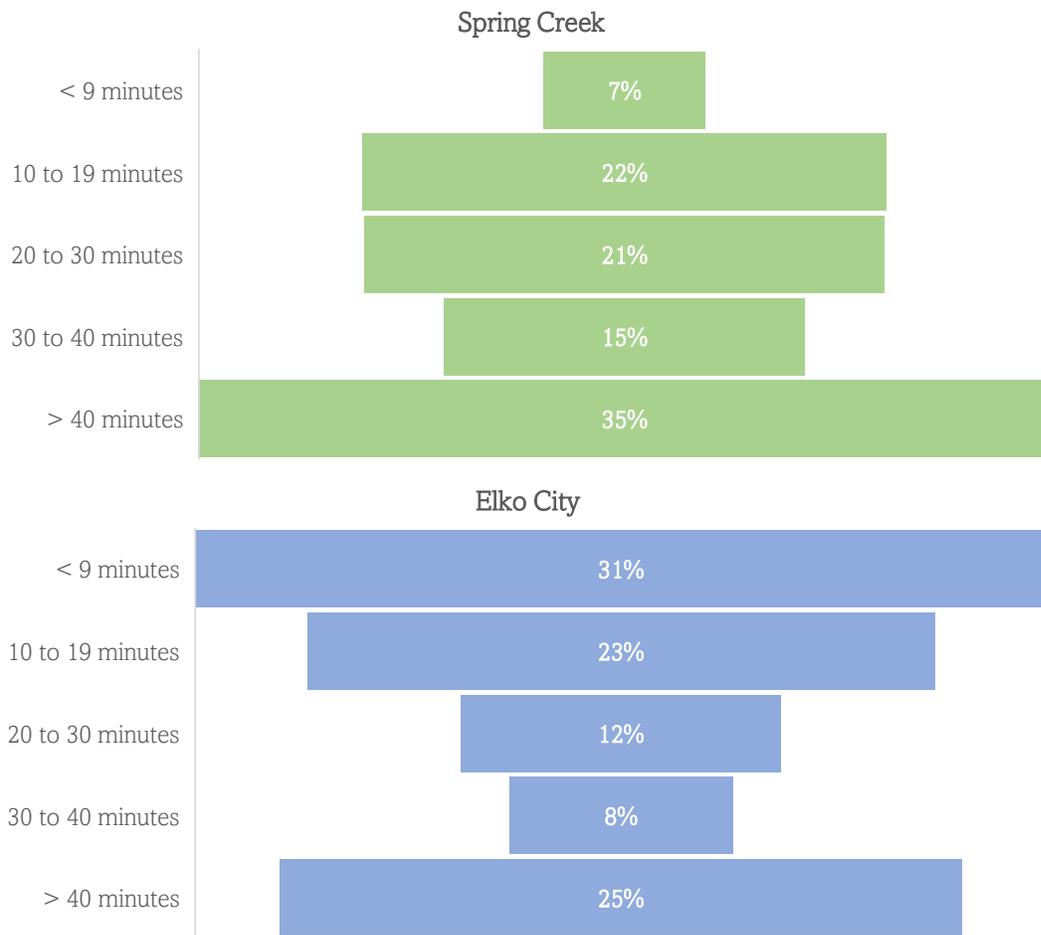
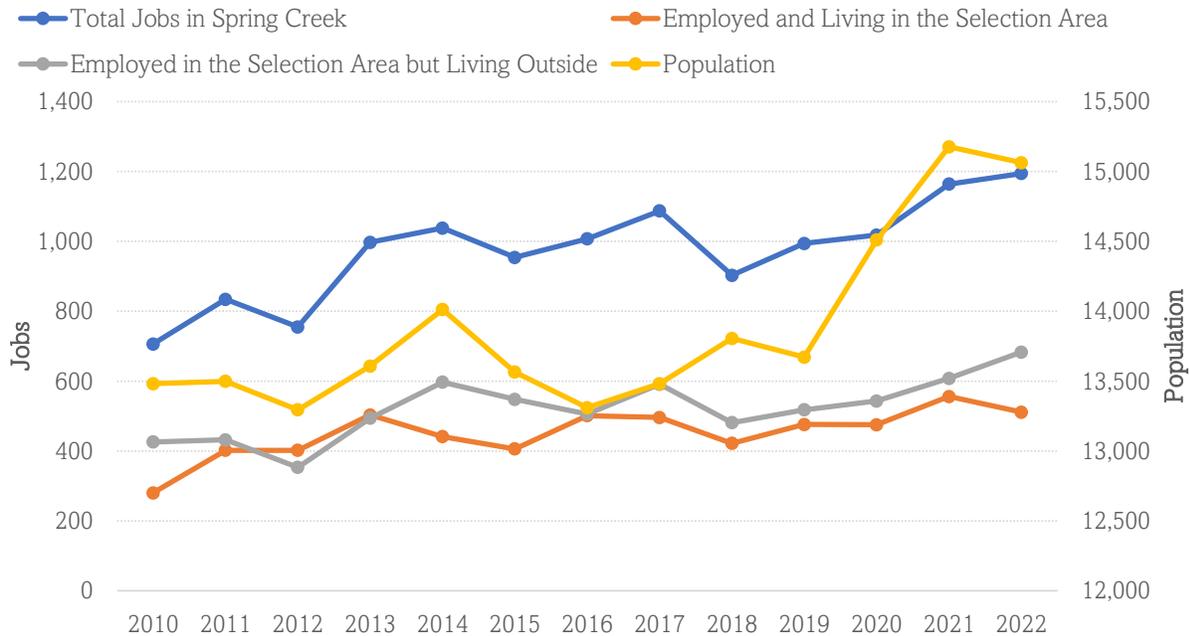


Figure 28 shows historical population, jobs and workers in Spring Creek. The data show a jump in population in 2020, which may have been brought about by the Covid-19 pandemic as it appears the number of residents is levelling off. The total number of jobs in Spring Creek increased from about 700 in 2010 to about 1,200 in 2022 (blue line); however, the number of jobs in Spring Creek (orange line) filled by Spring Creek workers has stayed the same for about the past 10 years. The number of workers employed in Spring Creek but living elsewhere (gray line) has increased steadily since 2018.

The jobs that have been created in Spring Creek are being filled by workers living elsewhere possibly because the types of jobs in Spring Creek are generally lower paying jobs. This concept is explored in the next subsection.

Figure 28
Historical Population, Jobs and Workers in Spring Creek



Industry and Jobs

Labor Force, Employment and Unemployment

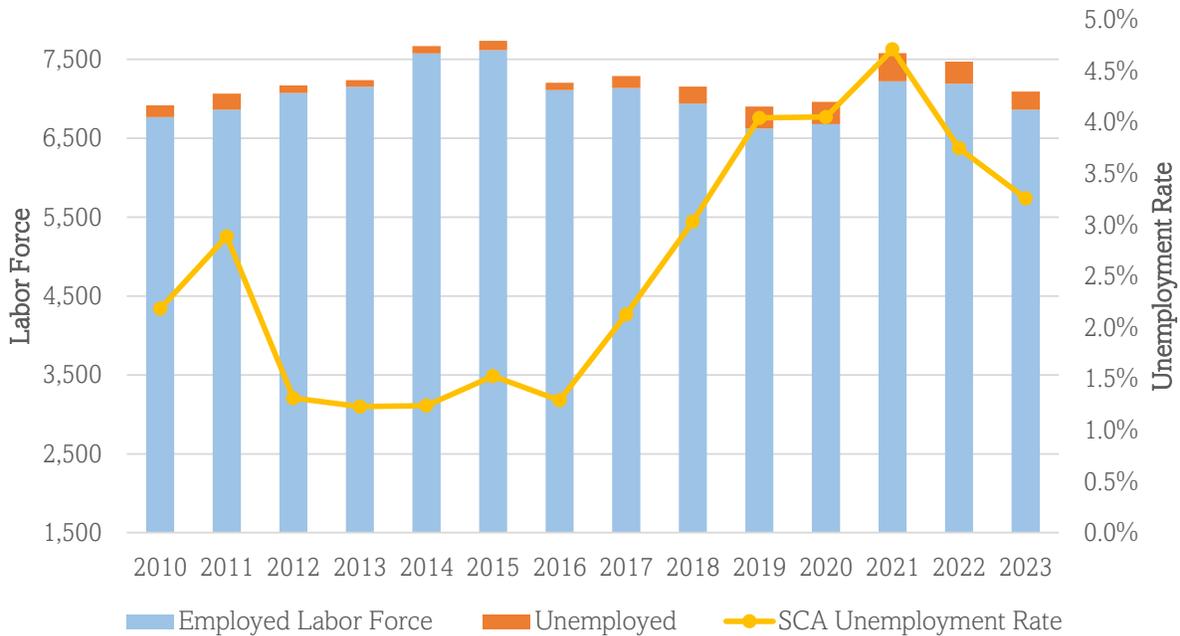
The labor force (the number of people living in the area that are willing and able to work over the age of 16 that are not in the military or institutionalized) is the sum of the employed and unemployed people. People who are unemployed and no longer actively seeking work (discouraged workers) are not counted in the labor force.

Employment counts only filled jobs, whether full or part-time, temporary or permanent, by place of work. Self-employed workers, most agricultural workers on small farms, military, elected officials, most employees of railroads, and some domestic workers are excluded.

Unemployment is an estimation of the number of people who are actively seeking work and who are not self-employed; a person does not have to be receiving unemployment benefits to be considered unemployed.

Spring Creek’s historical labor force, proportion of the labor force that is employed, and the unemployment rate, are shown in **Figure 29**.

Figure 29
Spring Creek Employment and Unemployment

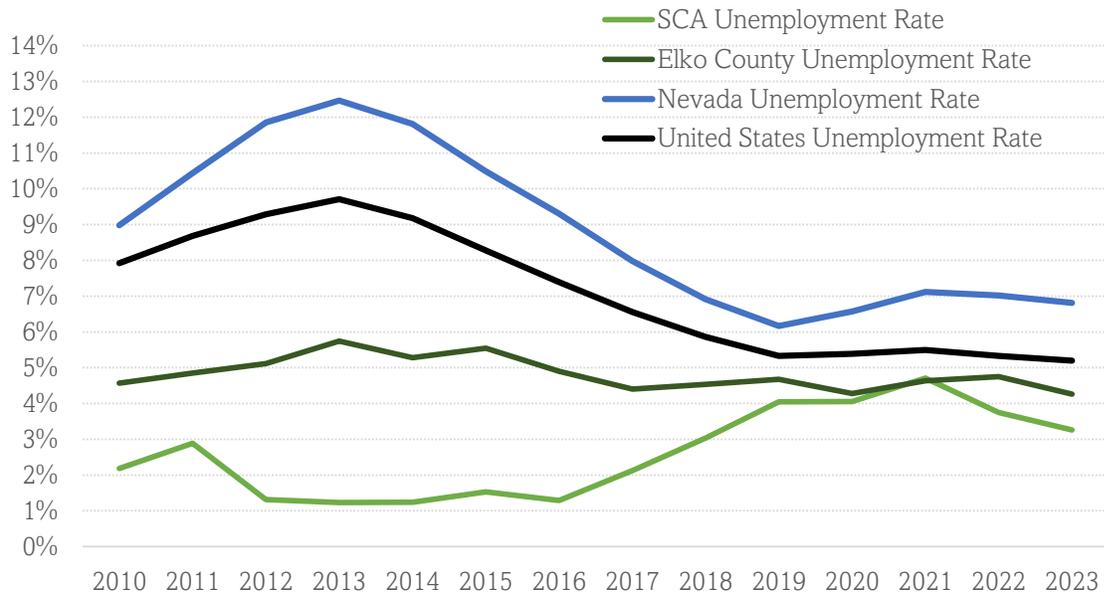


From 2010 to 2023, Spring Creek’s labor force fluctuated from about 6,900 to about 7,600, peaking in 2015. The proportion of the labor force in employment decreased in recent years. The unemployment rate started increasing in 2016 and was exacerbated by the Covid-19 pandemic.

While the unemployment rate did spike in 2021, it is important to put the unemployment rate in context. **Figure 30** shows Spring Creek CDP, Elko County, Nevada, and United States unemployment rates since 2010.

- **With the exception of the Covid-19 pandemic years, Spring Creek has consistently had a lower unemployment rate than the comparison areas.**

Figure 30
2010 to 2023 Unemployment Rates



Source: Department of Employment, Training, and Rehabilitation⁶.

Most Spring Creek workers are employed in the private sector (about 78%), about 13% are employed in the public sector, and about 9% are self-employed.

Jobs by Occupation

About one-third of workers living in Spring Creek are employed in management, business, science, and arts occupations. **Figure 31** shows a trend of workers moving out of natural resources, construction and maintenance occupations into the management, business, science, and arts occupations, and the production, transportation, and material moving occupations. The number of Spring Creek workers in service occupations, and sales and office occupations has remained about the same for the past decade.

Jobs by Industry

The North American Industry Classification System (NAICS) categorizes jobs by industry. **Figure 32** shows the number of jobs by industry held by Spring Creek workers. The total number of jobs decreased from 7,148 in 2013 to 6,859 in 2023. The greatest decreases were in mining and agriculture, followed by transportation, warehousing, utilities, and the arts, entertainment, recreation and accommodation industries.

Nevada Department of Employment, Training, and Rehabilitation (DETR) Occupational Employment Statistics provides data on the largest employers at the county level. The largest employers are primarily casino hotels and mining companies in the private sector. There are 9 mines in Elko County accounting for almost all the jobs in the Mining, Quarrying and Oil and

⁶ DETR data used for 2000 to 2015 is based on place of residence.

Gas Extraction industry sector. Most of the mining in Elko County is for gold and silver. There is also one large limestone quarry.

Figure 31
Spring Creek Jobs by Occupation

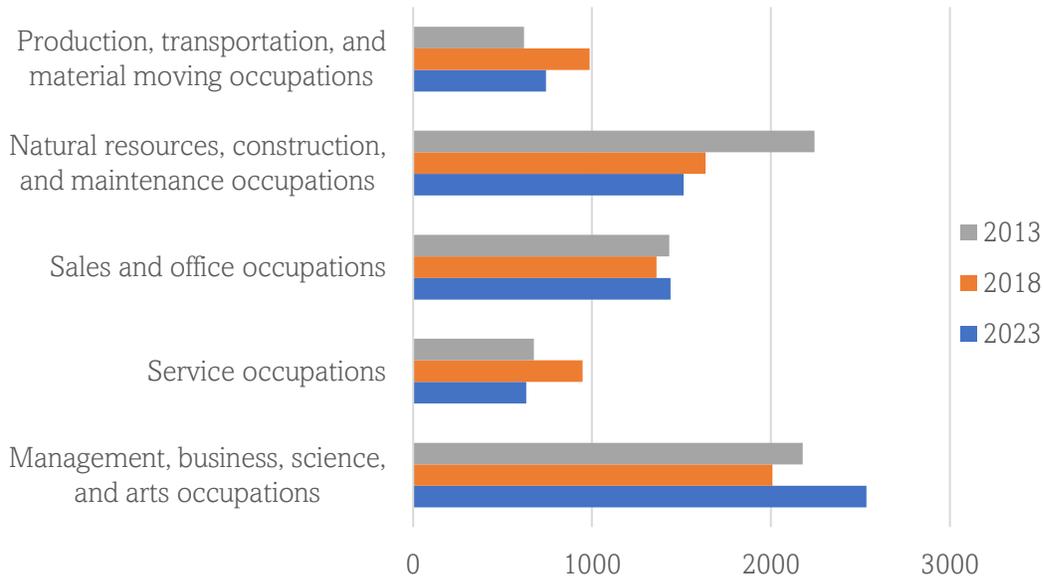
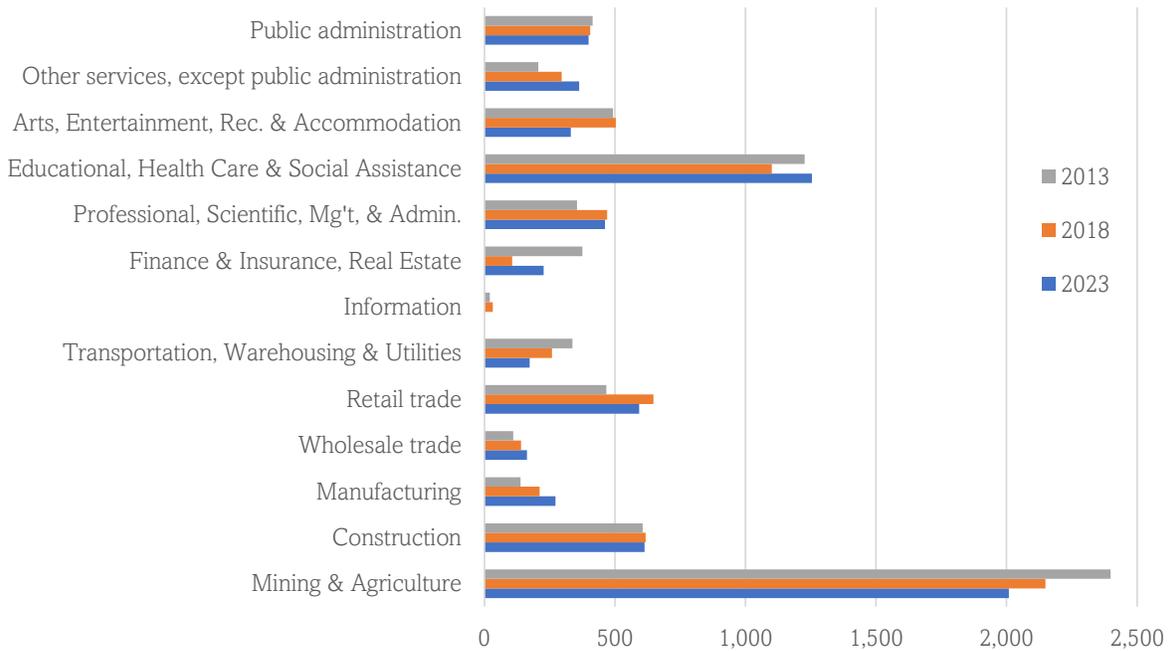


Figure 32
Spring Creek Jobs by Industry



Jobs in Spring Creek

The US Census estimates 1,194 jobs located in Spring Creek in 2022. An inventory of businesses was created in January 2025. In addition to 104 private businesses, there are 6 educational places, 10 churches, and 8 institutional places that are all employment generating. Professional services constitute the largest number of businesses in Spring Creek; these include taxidermy, landscaping, cabinet and woodworking, event planning, fencing, travel agency, notary, florist, pest control, and artist businesses.

A list of business types is provided in **Figure 33**. Many of the businesses (taxidermy is a good example) are supported by outdoor recreation. In 2023, the Bureau of Economic Analysis (BEA) found that outdoor recreation adds 3.3-percent to Nevada’s gross domestic product⁷. Nevada ranks 11th among the US States for recreation value added. The value added is likely even higher in Spring Creek given its proximity to the Ruby mountains.

Figure 33
Spring Creek Businesses

Businesses Type		Businesses Type	
Appliance Repair	1	Lumber Store	1
Archery Store	1	Pharmacy	1
ATV Dealer	1	Professional Services	16
Bakery	2	Real Estate Office	3
Bank	2	Restaurant	12
Bar	1	Sand & Gravel Supplier	1
Beauty Salon	4	Self Storage	4
Bottled Water Supplier	1	Shopping Mall	1
Candle Shop	1	Sign Store	1
Car Wash	1	Utilities	5
Casino	2	Veterinary	2
Casino & Restaurant	1	Vitamins Shop	1
Clothes Store	2	Welding Supply Store	1
Convenience	1	Auto & Auto-Related	8
Dentist	2	Shoe Store	1
Dog Wash	1	Powder Coating, Apparel Printing	1
Firearm Training	1	Equipment Rental	2
Flag Store	1	Total Businesses	105
Gas Station	3		
Grocery	2	Education	6
Gym	4	Institutional	8
Hardware Store	1	Places of Worship	10
Health Care	7		
Home Goods Store	1	Total Employment-Generating	129

Source: SCA and Google Maps, January 2025.

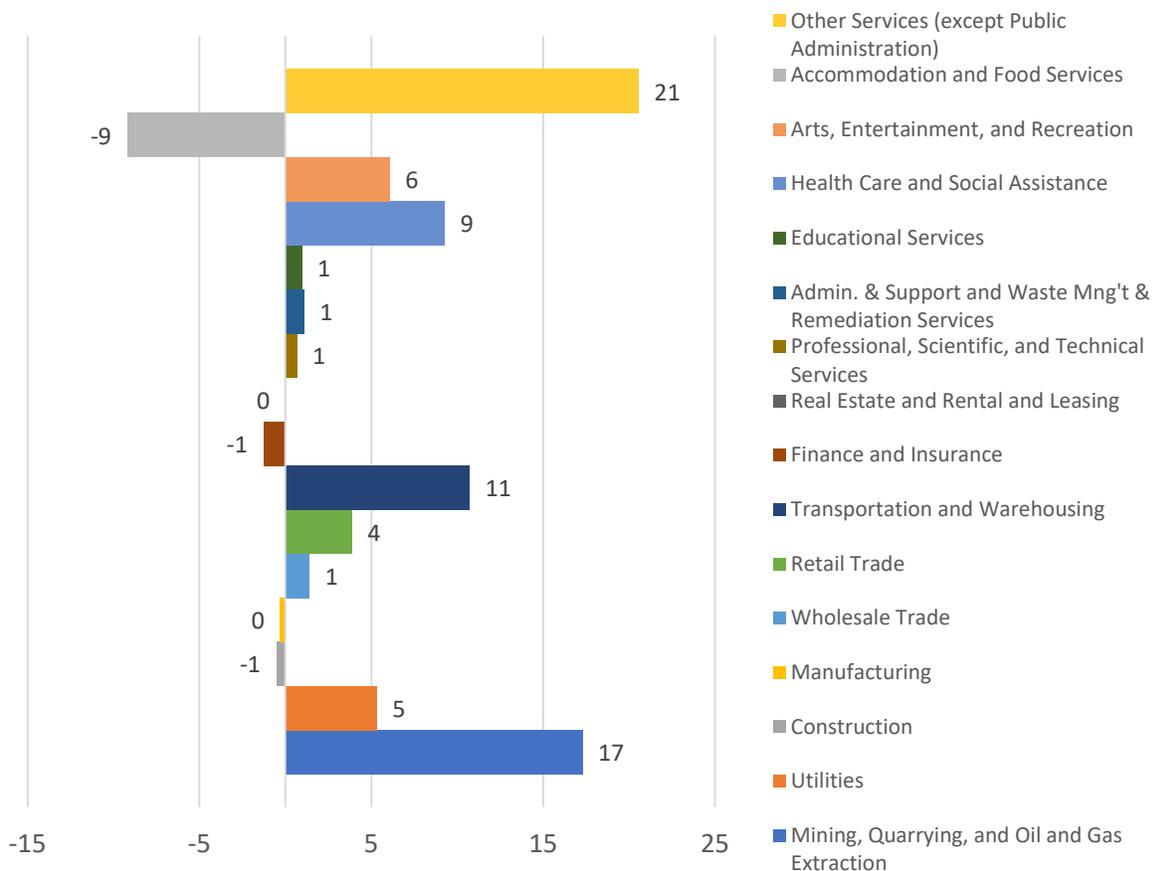
⁷ BEA, ‘Outdoor Recreation Satellite Account, U.S. and States, 2023’, released November 20, 2024.

Jobs Projected by Industry in Spring Creek

DETR produces long-term industry projections for the major metropolitan statistical areas and balance of state areas every two years. Elko County is included in the balance of state areas that also includes Lincoln, Esmeralda, Nye, Pershing, Eureka, Humboldt, Lander, and White Pine counties. The most recent published projection is from 2022 to 2032. The DETR annual average growth projections for each industry were applied to BEA employment data for Elko County to derive the projected employment growth by industry through 2032 in Spring Creek⁸. This methodology results in an estimated 66 new net jobs created in Spring Creek by 2032. The increase, or decrease, in jobs by industry sector estimated using this methodology is displayed in **Figure 34**.

- **Following the trend of the balance of the State, industries projected to add the most jobs in Spring Creek are other services, mining, quarrying, oil and gas extraction, transportation and warehousing, and health care and social assistance.**

Figure 34
Projected Change in Jobs by Industry in Spring Creek (next 10 Years)



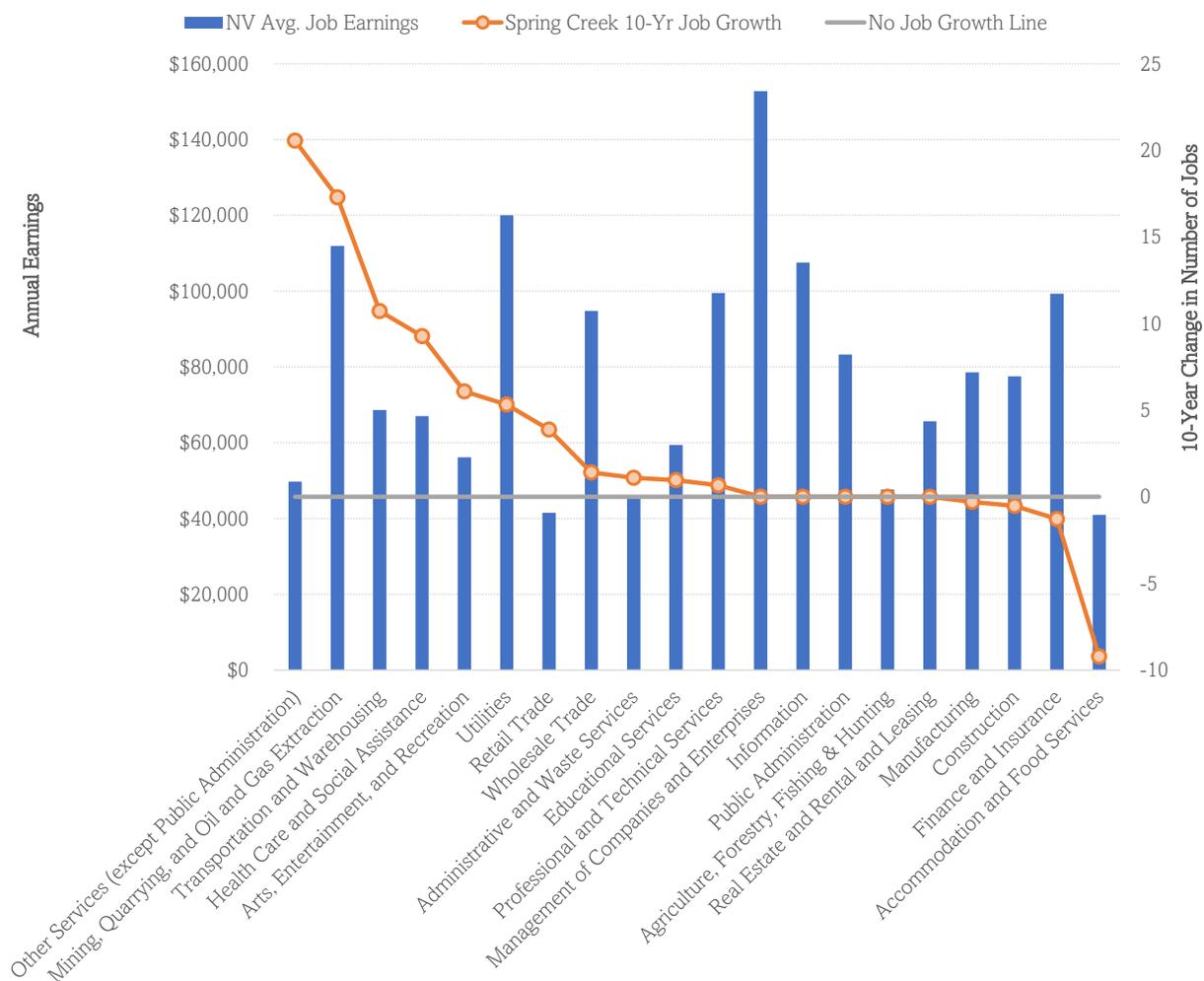
⁸ DETR data is based on “covered” (payroll) employment. This data does not include sole proprietors.

Wages

Some occupations, and industries as a whole, pay higher wages than others do. **Figure 35** provides a visual of which industries are projected to add the most jobs in the balance of the State over the next ten years (and by extrapolation, Spring Creek), and the average annual earnings of those industries. Other Services is projected to add the most jobs in Spring Creek (21 jobs), but it pays less wages than most other industry sectors. Industries with higher wages that are projected to add jobs in Spring Creek include mining, quarrying and oil and gas extraction, utilities, wholesale trade, and professional and technical services.

- **If Spring Creek followed the projection for the balance of the State, jobs would be lost in the manufacturing sector, the finance and insurance sector, the construction sector, and the accommodation and food services sector. The first three of these generate relatively high annual wages. The latter sector is one of the lowest generating wages industry.**

Figure 35
Nevada Job Income by Industry and Job Growth in Spring Creek



Location Quotients

Location quotients (LQ) are an analysis tool used to determine how concentrated a particular industry (sector) is within a geographic area. It compares the sector's percentage of total payroll employment in an area to the sector's percentage of total payroll employment in Nevada. A LQ greater than one indicates a sector of greater concentration than Nevada, and one that is likely exporting their product outside the region. A LQ less than one indicates a sector with less concentration than that of Nevada, and one that is likely importing to satisfy much of the demand for the products of that sector in the area.

Figure 36 shows the employment location quotients by industry for Spring Creek in 2002 and 2022, with the green highlighted figures indicating a sector with a LQ greater than one. If the LQ is declining over a time period, that indicates a sector that is contracting; likewise, if the LQ is increasing over time, that sector is growing. In Spring Creek, jobs in utilities, construction, quarrying, arts/entertainment/recreation, and other services have been expanding. Relative to Nevada, Spring Creek has a strong employment sector in mining, quarrying, oil and gas, utilities, construction, retail trade, arts/entertainment/recreation, and other services industry sectors. This finding correlates with projected growth by industry achieved by applying the DETR projection for the balance of counties for about half of the industries. These industries are performing better in Spring Creek:

- Construction
- Arts/Entertainment/Recreation
- Accommodation/Food Services
- Other Services (excludes Public)

These industries are performing worse in Spring Creek:

- Retail Trade
- Management of Companies
- Health Care / Social Assistance

Shift Share Analysis

Shift share analysis is an analytical tool used to determine the role of local and national trends on regional employment. Three contributing factors that affect changes in regional employment are:

1. Changes due to the State economy (national growth),
2. Share of regional industry growth explained by the growth of the specific industry at the State level (industry mix); and,
3. Changes due to the competitiveness (or unique regional factors) of local industries (competitive effect).

Figure 37 shows the shift share analysis results for non-farm industries.

Figure 36
Spring Creek Employment Location Quotients Relative to Nevada

Industry Sector	Spring Creek Location Quotient	
	2002	2022
Agriculture/Forestry/Fishing	17.0	0.0
Mining, Quarrying, Oil & Gas	0.0	4.9
Utilities	2.4	10.9
Construction	1.1	3.4
Manufacturing	0.5	0.5
Wholesale Trade	0.3	0.4
Retail Trade	3.7	1.2
Transportation/Warehousing	0.3	0.6
Information	1.0	0.0
Finance/Insurance	0.0	0.4
Real Estate/Rental/Leasing	0.5	0.1
Professional/Scientific/Tech	1.0	0.7
Management of Companies	2.7	0.0
Admin/Support/Waste Management	0.3	0.4
Educational Services	0.0	0.3
Health Care/Social Assistance	1.3	0.8
Arts/Entertainment/Recreation	0.5	2.7
Accommodation/Food Services	0.5	0.6
Other Services (Excluding Public)	1.1	4.1
Public Administration	0.8	0.0

- **Between 2002 and 2022, 904 non-farm jobs were added in Spring Creek. Local industry growth had the greatest impact on number of jobs generated in Spring Creek over the past 20 years. About 85% of jobs generated were due to local (unique regional) industry factors.**

Figure 37
Spring Creek Shift Share Analysis 2002 to 2022

Industry Sector	Industrial			Total
	State	Mix	Competitive	
Agriculture/Forestry/Fishing	4	12	-26	-10
Mining, Quarrying, Oil & Gas	8	1	45	54
Utilities	2	-2	41	40
Construction	12	-6	270	276
Manufacturing	3	1	17	20
Wholesale Trade	1	-1	11	12
Retail Trade	50	-6	-5	39
Transportation/Warehousing	1	4	37	42
Information	2	-2	-5	-5
Finance/Insurance	2	0	11	13
Real Estate/Rental/Leasing	1	0	-2	-1
Professional/Scientific/Tech	5	4	19	27
Management of Companies	3	14	-24	-7
Admin/Support/Waste Management	3	2	23	27
Educational Services	3	0	18	21
Health Care/Social Assistance	12	18	42	72
Arts/Entertainment/Recreation	2	0	78	79
Accommodation/Food Services	16	-12	97	100
Other Services (Excluding Public)	3	1	112	116
Public Administration	5	-3	-13	-11
Total Change in Number of Jobs	136	25	742	904
Share of Change	14%	1%	84%	100%

Source: onthemap; Work Area, Area Profile, All Jobs.

ssa

1. State Growth Share

The table shows that if Spring Creek's economy was identical to the State economy and grew at 43% from 2002 to 2022, the number of non-farm jobs in Spring Creek would've increased by 136. The actual growth of jobs in Spring Creek was 904. As detailed below, the difference in growth is attributable to the industrial mix and competitiveness of local industries outperforming their State counterparts.

2. State Industry Mix Share

Industry mix is the additional gain (or loss) in local employment that would have occurred for a specific industry (additional to the State growth effect) due to the industry growing faster (or slower) than the rate of all industries combined. Spring Creek added 25 jobs due to industry mix effects.

A positive industrial mix share for an industry indicates that Statewide, the industry

experienced more growth than the total State average growth rate. A negative industrial mix share for an industry indicates that the industry experienced slower growth than the State average growth rate. The industries with the greatest positive industrial mix effect are health care/social assistance and management of companies.

3. Competitive Effect

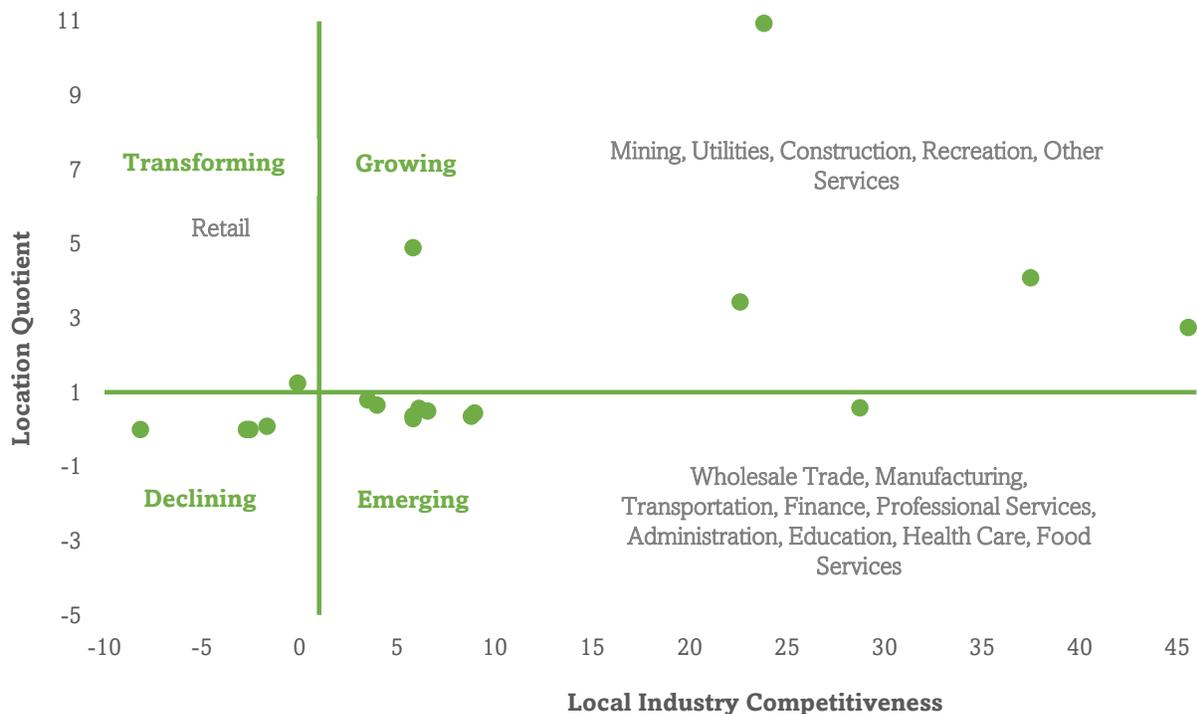
Competitive effect measures whether a specific industry is faring better or worse than the State trend for that industry. When the difference between an industry’s local growth rate and the industry’s State growth rate is multiplied by the 2002 employment number, it shows how many jobs were gained or lost based on local industry growth. Overall, the competitive effect number of 742 indicates that Spring Creek gained a greater share of employment than the State did on average due to the relative competitiveness of local industries.

The local industries that outperformed the State the strongest are construction, other services, accommodation/food services, recreation/arts/entertainment, mining and quarrying, health care/social assistance, utilities, and transportation/warehousing.

Identification of Growing and Emerging Industries Compared to Nevada

Figure 38 shows which industries are growing, emerging, transforming, or declining in and around Spring Creek using the location quotient and competitive shift share analysis results.

Figure 38
Industry Sector Trends for Spring Creek



Growing Industries

Industries with local industry competitiveness greater than zero, and a location quotient greater than one, are industries that are growing due to a high local concentration and a competitive advantage. In Spring Creek these include:

- Mining and Quarrying
- Utilities
- Construction
- Recreation, and
- Other services.

Emerging Industries

Emerging industries have a competitive advantage but are not currently well established in and around Spring Creek. There is potential to grow these sectors into an economic cluster(s).

- Manufacturing
- Wholesale Trade
- Transportation/Warehousing
- Finance/Insurance
- Professional/Scientific/Technical Services
- Admin/Support/Waste Management
- Educational Services
- Health Care/Social Assistance, and
- Accommodation/Food Services

Transforming Industries

Retail is a net exporter industry that currently has a competitive disadvantage. Retail will need to be innovative to remain competitive.

Declining Industries

Declining industries have a location quotient less than one and local industry competitiveness less than one. These include:

- Information Services,
- Real Estate,
- Management of Companies, and
- Public Administration.

Limitations to Location Quotient and Shift Share Analysis

Shift share analysis is a tool to see how different local industries are performing compared to Statewide performance, and how the performance of the industry affected the gain or loss of local jobs. It is important to note that shift share analysis and location quotient analysis do not explain the underlying reasons causing the gain or loss of jobs, or the improvement or decline of any one industry.

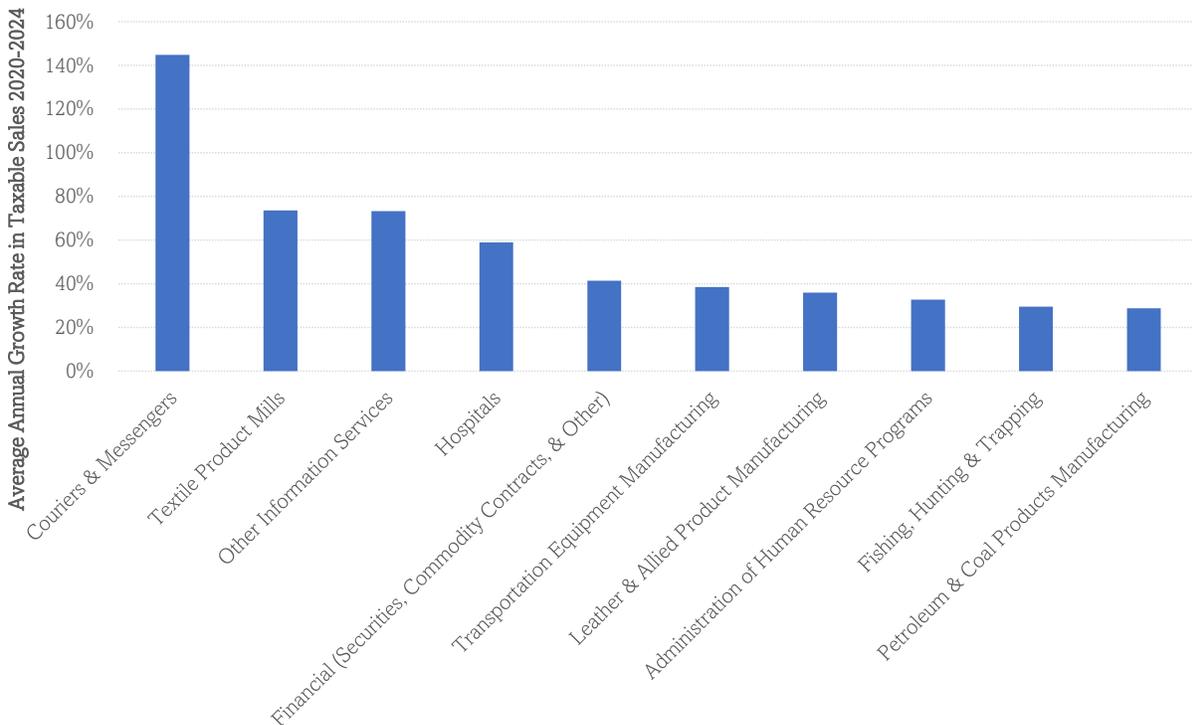
Taxable Sales

Another measure of gains and losses in private industry sectors is taxable sales. **Figure 39**

shows the non-farm business types that experienced the greatest growth in taxable sales in Elko County between fiscal years 2020 and 2024, as reported by the Nevada Department of Taxation. Crop production taxable sales are excluded from the graph.

The fastest growth in taxable sales was for couriers and messengers, followed by textile product mills, other information services, and hospitals.

Figure 39
Fastest Growing Taxable Sales by Business Type in Elko County (2020-2024)



- **Fishing, hunting and trapping are in the top 10 business types with fastest growing taxable sales. Spring Creek has several such businesses within the community.**
- **A new hotel could help support the recreation industry, a growing industry in the area.**

Additional Supportable Commercial Space

A high-level analysis of supply and demand for commercial activities in Spring Creek was conducted. The analysis compares demand for goods purchased in the area (excludes online sales) with estimated taxable sales from Spring Creek to determine ‘leakage’ of retail sales, personal services, food stores, and eating and drinking places. The analysis is provided in **Figure 40.**

Figure 40
Estimated Additional Supportable Commercial Building Square Feet

Item	Calculation	General Retail	Personal Care & Products	Food Stores	Eating & Drinking Places	Total
Spending (Demand)						
Estimated Annual Household Spending	a	\$9,354	\$1,263	\$8,891	\$5,227	\$24,735
Estimated Market Area Number of Households	b	4,900	4,900	4,900	4,900	4,900
Estimated Market Area Spending	c = a*b	\$45,833,915	\$6,186,732	\$43,567,618	\$25,613,070	\$121,201,335
Visitor Spending as % of Total Sales [1]	d	2%	2%	2%	5%	
Estimated Visitor Spending	e = d*k	\$674,455	\$6,988	\$86,267	\$1,338,124	\$2,105,834
Sales (Supply)						
Elko County Taxable Sales	f	\$460,660,359	\$15,528,103	\$71,889,337	\$135,164,020	\$683,241,819
Online Taxable Sales	g	\$105,683,980				\$105,683,980
In-Store Taxable Sales	h = f-g	\$354,976,379	\$15,528,103	\$71,889,337	\$135,164,020	\$577,557,839
Percent Sales Spring Creek (of Total County) [1]	i	10%	15%	20%	20%	
Percent Sales Non-Taxable [1]	j	5%	85%	70%	1%	
Estimated Regional Supply (Total Sales)	k = h*i*j	\$33,722,756	\$349,382	\$4,313,360	\$26,762,476	\$65,147,975
Demand-Supply Relationship						
Resident Spending (Demand)	l	\$45,833,915	\$6,186,732	\$43,567,618	\$25,613,070	\$121,201,335
Visitor Spending (Demand)	m	\$674,455	\$6,988	\$86,267	\$1,338,124	\$2,105,834
Sales (Supply)	n	\$33,722,756	\$349,382	\$4,313,360	\$26,762,476	\$65,147,975
Market Area Injection or (Leakage)	o = l+m-n	(\$12,785,614)	(\$5,844,337)	(\$39,340,525)	(\$188,718)	(\$58,159,195)
Percent Leakage	p = o/(l+m)	-27%	-94%	-90%	-1%	-47%
Estimated Sales per Square Foot	q	\$350	\$400	\$600	\$300	
Est. Add'l Supportable Square Feet	r = -o/q	36,530	14,611	65,568	629	117,338

Source: HEC, Solink, US Census Bureau, Nevada Department of Taxation, and Bureau of Labor Statistics.
 [1] HEC estimate.

The analysis finds:

- **Demand is about saturated for eating and drinking places (restaurants and bars).**
- **Spring Creek has significant leakage in food stores and personal services businesses.**
- **About 25% of potential general retail sales in Spring Creek leaks elsewhere.**

Further, dividing the leaked taxable sales from Spring Creek by estimated sales per square foot provides an estimate of additional supportable commercial building square feet in the community. About 115,000 square feet of commercial space could potentially be supportable provided infrastructure (water, sewer, gas, electric, broadband) is in place to develop the lots.

The analysis suggests that:

- **Spring Creek could support a large grocery store or big box retailer (such as a Target or Walmart) that sells both groceries and general merchandise. A grocery store is typically about 40,000 square feet. A larger big box store could be a 'neighborhood' size, around 80,000 to 100,000 square feet.**

- **More niche retail could be successful in Spring Creek. Additionally, personal services such as beauty salons, spas, tax preparers, morticians, laundry/dry cleaning, and pet care/boarding, are lacking in Spring Creek and would be supportable with development of new commercial building spaces.**

Land to develop the identified supportable new commercial space is not available in Spring Creek. Using County Assessor records from February 2025, there are 28 vacant lots within Spring Creek that are zoned for commercial use. All of these parcels are smaller than 5 acres in size (79% of them are smaller than 2 acres in size) and they are almost all under different ownership which makes purchase of several parcels to create a neighborhood center too challenging.

- **A big box store would have to be constructed in a proposed new development of the Spring Creek area.**

Summary of Economic Conditions

Main themes that emerge from the economic conditions analysis include:

1. **Spring Creek provides a positive contribution to Elko County's economy** in these ways:
 - Younger population = greater labor force participation.
 - Higher MHI = greater purchasing power and spending in the regional economy.
 - Higher educational attainment = greater likelihood of entrepreneurs to drive innovation.
2. **Socioeconomics in Spring Creek are changing in these ways:**
 - Per capita income is declining as population per household is increasing.
 - The poverty rate is increasing.
 - The unemployment rate remains low but increased sharply between 2016 and 2021.
 - The mix of occupations and growth in occupations of Spring Creek workers is anticipated to remain diverse.
3. The **local and regional economy is stronger than the State economy** in several industries. In the short term, the growing industries should be supported, while assisting the emerging industries to find a better foot hold. Targeted industries are:
 - **Growing Industries:** Construction, Other Services, Recreation and Arts/Entertainment, Mining and Quarrying, and Utilities.
 - **Emerging Industries:** Accommodation and Food Services, Health Care, Warehousing and Transportation, Education Services, Wholesale Trade, Finance, Manufacturing, and Professional Services.

03. SWOT Analysis

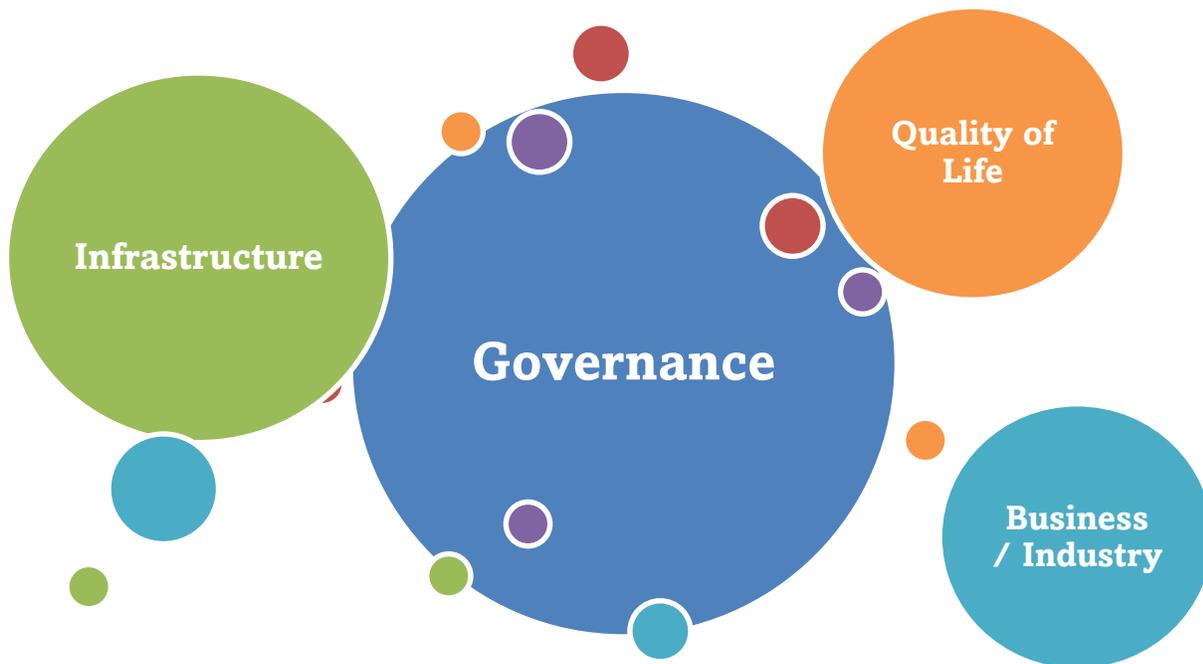


The economic development strategy draws on maintaining strengths of a community, limiting its weaknesses, providing avenues to capitalize on opportunities, and being vigilant against threats. This section of the report primarily uses information contained in the 2022 CEDS update.

Focus Areas

The 2022 CEDS Update of the SWOT analysis was based on individuals' responses to an online survey. **Figure 40** highlights the SWOT analysis focus areas. The SWOT for each is addressed in order of importance. Governance is the most important because many of the items in the other topics can be better addressed once this critical topic has been addressed. Following Governance, Infrastructure is next most important because in order to attract either population or business/industry, there must be adequate infrastructure. Third, Quality of Life, because a thriving labor force attracts business, and lastly Business/Industry.

Figure 40
SWOT Focus Topics



SWOT Summary

As identified by the public and stakeholders, below are summaries of the SWOT for each focus area.

Governance

Spring Creek is governed by Elko County but extraordinarily, given that the community houses between 25% to 30% of the County population, it is not a Town, and it does not have an advisory board. Elko County owns the public roads in Spring Creek, but the Spring Creek residents pay almost exclusively for the maintenance of the roads. All the passive and active recreation and sporting facilities in Spring Creek (trap/skeet, equestrian, golf, indoor sports, camping and fishing) are provided by the SCA. This large homeowners association provides many benefits to the residents, including the ability to be nimble with regards to roads and amenities provision, provided there is sufficient funding to do so. However, the association will expire in April 2033, leaving many questions regarding how the community will be governed in the future. Without a government-created avenue (such as a Town advisory board) to provide input to land use decisions, the community has little local control over governance and economic development initiatives. The public must attend County Planning Commission and County Commission meetings to provide input to the public process of governance in Spring Creek.

Governance

- **Strengths:** Nimble
- **Weaknesses:** Lack of revenue-raising authority for public services & infrastructure
- **Opportunities:** New governance structure(s)
- **Threats:** Insufficient State-level influence to support economic development initiatives

Infrastructure

Essential infrastructure and services include water, wastewater, garbage, electricity and gas, broadband, public safety and justice, roads, recreation, wildlife and vegetation, schools, healthcare, and postal services. These services provide the means by which people can live safely and meet their basic living needs.

Water and wastewater services are provided by Great Basin Water Company and individual septic systems. While sufficient water rights exist to serve Spring Creek through buildout, and to serve identified future growth areas around Spring Creek, wastewater service capacity is a

limiting factor to development. A regional wastewater system, including treatment and disposal of wastewater needs to be developed. Electricity is provided by NV Energy. Gas is provided by various propane providers and increasingly by Southwest Gas. Southwest Gas is in the final stages of installing infrastructure to provide service throughout Spring Creek; much of the community has pipelines already installed or listed on the construction route for 2025⁹. Broadband is currently being rolled out in Spring Creek by CC Communications using a grant provided by the National Telecommunications and Information Administration’s Broadband Infrastructure Program¹⁰. Sanitation (garbage service) is provided by Elko Sanitation¹¹.

Public safety includes policing by the County Sheriff, fire protection by the Elko County Fire Department, and ambulance service from Elko County Ambulance. Spring Creek has 24/7 ambulance service provided at fire station 28 with one paramedic and one advanced EMT on duty at all times. Road maintenance and recreation are provided by SCA. A USPS full-service facility is located on Spring Valley Court in the 200 Tract. Wildlife services are provided by Nevada Department of Wildlife. Vegetation is managed partly by SCA (along the roadsides), and by Elko County. The County formed a General Improvement District to manage weeds and pests¹². Residents and stakeholders identified strengths in the transportation network and the schools, but the roads continue to deteriorate due to lack of funding.

The criminal justice system and courts are run by Elko County. Spring Creek is home to Spring Creek High School, Sage Elementary, Liberty Peak Elementary, Spring Creek Elementary School, and Spring Creek Middle School, all run by the Elko County School District.

Healthcare is provided by Northeastern Nevada Regional Hospital, located in Elko city, various health centers in Elko city, and urgent care – Aspen Quick Care – located in Spring Creek, as well as First Choice Physical Therapy located in Spring Creek. The only pharmacy in Spring Creek is The Pill Box, but it is currently closed.

Infrastructure

- **Strengths:** Transportation network, schools & higher education
- **Weaknesses:** Deterioration of roads
- **Opportunities:** Continued investment
- **Threats:** n/a

⁹ Information available at www.springcreekgas.com.

¹⁰ As of this writing, broadband installation in the 400 Tract is complete.

¹¹ Information at www.elkosanitation.com.

¹² Ordinance 2024-07 was approved February 5, 2025.

Quality of Life

There is general agreement that the region's natural amenities and outdoor recreation opportunities are a major contributor to a good quality of life (as well as added value to businesses) in Spring Creek. However, if outdoor and recreation activities are promoted, there is concern that increased visitation can negatively impact the value they provide; as such, there must be careful management and protection of those resources. Greater identity as a community, by creation of public places in a central area, and greater local governance would be beneficial to the residents and businesses in Spring Creek.

Quality of Life

- **Strengths:** Community identity & culture, public amenities, access to outdoor recreation
- **Weaknesses:** n/a
- **Opportunities:** New governance structure(s), strengthen identity (town center etc.), market outdoor opportunities, increase capacity of history & resources for visitation
- **Threats:** Increased outdoors visitation without adequate natural resources protection

Business/Industry

Although there is a diversity in the skill set of workers (as shown by their occupations in Section 2 of this report), there is not much diversity in shopping options in the community. The community has identified a need to work collaboratively with regional partners to retain and expand current businesses and provide a wider array of shopping alternatives.

Business/Industry

- **Strengths:** n/a
- **Weaknesses:** Lack of diversity, lack of available land
- **Opportunities:** Retention and expansion efforts, diversity, collaborate, diversify
- **Threats:** n/a

This effort is hampered by lack of available land for commercial and industrial development within Spring Creek, or around it. Of the total 5,381 lots in Spring Creek, 5,054 (94%) have been developed. The remaining vacant lots with zoning for commercial development are small, have fractured ownership and are scattered within the community.

Surrounding Spring Creek there are three proposed developments. The largest, Ruby Vista, is located on the west side of Lamoille Highway (highway 227). This potential development encompasses 1,437 acres. Two parcels surrounding Spring Creek to the south and adjacent to the 400 Tract encompass 901 acres. These parcels were granted a rezone to develop with minimum five-acre residential parcels. The third potential development is 878 acres north of the Lamoille Highway due east of the 100 Tract. This development was granted rezoning to develop minimum 2.5 acre residential parcels.

- **None of the potential developments have yet submitted maps to the County. Only Ruby Vista has potential for future commercial development.**

04. Strategic Action Items



This section summarizes findings from the detailed analysis of the local economy presented in Section 2, and couches this with the SWOT analysis performed by UNR in 2022¹³ to provide an economic development strategy framework for Spring Creek that SCA leadership can use.

Per the 2020 CEDS, the economic development vision for Spring Creek (and Jackpot) is,

“The foothills of the Ruby Mountains will cultivate and integrate new businesses creating a diverse economy through education and fostering health and wellness of our residents while embracing the natural beauty of our rural surroundings.”

The ability to positively influence regulatory and policy decision making at the local and state level has become increasingly important for Spring Creek to be able to achieve this vision.

Strategic Action Item #1: Keep Planning Prudently for what SCA can Control

SCA needs to keep planning prudently for what it can control. SCA can plan for life-cycle needs of the roads and assets owned by the SCA, and paths to link the community better.

- SCA should create an asset management plan with estimated cost of roads and amenities upkeep, establishing desired levels of service.
- SAC should create a plan for better community linkage, including open space and trails to build better non-vehicular movement within the community.

Strategic Action Item #2: Determine the best Governance Structure

Without a reliable and sustainable source of public revenues that are sufficient to support improved public service provision and needed infrastructure improvements, and without additional land zoned for commercial uses, Spring Creek lacks the necessary resources to jump-start local community actions to support economic development diversification efforts.

- SCA should study feasible governance structure alternatives for provision of roads maintenance and recreation facilities and programs
- Understand the costs (in order of magnitude) of moving SCA service provision from the private sector to the public sector
- Using the study of governance structure and costs, poll the community to gauge appetite to move these services to the public sector
- Decide on the best form of governance for Spring Creek and execute that decision in the

¹³ The 2022 Annual Update to the Comprehensive Economic Development Strategy for Elko County, Nevada and the Individual Communities of the City of Elko, Jackpot, and Spring Creek, 2020 through 2025. Technical Report UCED 2022/23-18.

next 5 years. The best governance structure may prove to be status quo; if so, the community needs to understand the consequences of keeping the current governance structure.

Strategic Action Item #3: Promote a healthy lifestyle

The social determinants of health show that health and community prosperity are linked.

- SCA should coordinate efforts with local non-profits, the State of Nevada, and regional outdoor recreation managers to improve access to and overall capacity of existing outdoor recreational assets. In this way, SCA can better promote a healthy lifestyle while also supporting the community's existing and changing economic base. SCA could create a plan to execute this strategy.
- SCA should keep searching for funding opportunities to link the community and enhance safe passage with sidewalks and lighting.
- SCA should continue to enhance and offer new healthy living options at recreation facilities by polling homeowners for what they want (for example, different types of fitness programs).

Strategic Action Item #4: Work with Developers of Surrounding Properties, and Elko County, to Develop New Commercial Space and Promote Spring Creek as a Business-Friendly Place

The leakage analysis shows that spending in Spring Creek would support additional development, such as a neighborhood-sized large retailer (such as a Target), but there are not any existing parcels large enough in Spring Creek to accommodate such commercial space.

- SCA should create and publish a map showing remaining vacant lots and zoning (land uses allowed in them) to attract businesses to the area, offering residents more opportunities to live and work in Spring Creek.
- Encourage developers of surrounding properties¹⁴ to carve out a portion of the land for commercial use when developing their plans to take forward for County approval. Ruby Vista is located along Highway 227 and could provide an ideal site for new commercial development.
- Work with Northeastern Nevada Regional Development Authority (NNRDA) to increase healthcare services in Spring Creek
 - Population and demographic data were sent to various healthcare providers in 2021 in an effort to initiate interest in a new provider moving to the area. Only one response was received. No progress has been made since that effort to enhance

¹⁴ This is most likely the Ruby Vista parcel because the other large developments proposed (on three parcels surrounding Spring Creek) have already received County approval for residential only. There is at least 34 acres of proposed commercial development in phase 1 of Ruby Vista.

medical facilities in Spring Creek.

Strategic Action Item #5: Promote Spring Creek as a Great Place to Live

To develop the remaining vacant residential lots in Spring Creek, SCA should:

- Market to people who value a rural and active lifestyle (this may require professional marketing assistance).
- Determine the desirability of a central gathering place for civic activities.
 - The CEDS report identified an action item to create a more walkable area or center within the community; however, this is challenging given the lack of clustering of vacant parcels suited to this purpose. The only identified potential area is in the 100 Tract south of Spring Creek Parkway bounded by Country Club Parkway and Parkchester Drive (13 developable acres), but the parcels are all under different ownership, and zoning changes may be necessary to create a true townsite. Still, this site could provide a good central place for civic activities.
 - If desirable, create a plan to purchase properties for this purpose.

Strategic Action Item #6: Assist Spring Creek entrepreneurs to create jobs in Spring Creek

The availability of skilled workers in key industries and occupation sectors is a significant barrier to successfully creating and attracting new businesses and to retaining and expanding existing businesses. The limitation of available undeveloped land within the community of Spring Creek remains a significant barrier in developing various land uses, primarily commercial, industrial and affordable housing uses.

- SCA should promote pathways to careers developed by NNRDA, the Elko County School District and Great Basin College.
- SCA should survey local businesses to identify what makes them successful, and what difficulties they encounter, then work with the NNRDA to craft programs that address the difficulties.
- SCA should stay involved with the County’s planning process.
 - Voice support for a new hotel to help the food and accommodation industry sector, which also supports recreation and personal services.
 - Actively support regional public transportation options, which would provide greater access to affordable housing funding.

APPENDIX I

SECTION 2 TABLES

Figure I.1
Components of Population Change April 1, 2020 to July 1, 2023

Component	Nevada	Elko County
Vital Events		
Births	33,055	566
Deaths	-29,322	-495
Total Vital Events	3,733	71
Net Migration		
International	4,266	-15
Domestic	8,642	253
Total Net Migration	12,908	238
Residual	114	5
Total Population Change	16,755	314

Source: U.S. Census Bureau.

popcomp

Figure I.2
Elko County-to-County Migration, Calendar Years 2018-2022

Migration	# Persons Net Inflow				
	2017/18	2018/19	2019/20	2020/21	2021/22
US					
Same State	-68	-106	265	238	260
Different State	53	31	-126	-50	-294
Foreign [1]	0	0	0	0	0
Total US and	-15	-75	139	188	-34

Source: Internal Revenue Service.

mig

[1] Foreign migration to Elko County suppressed to prevent disclosure.

Figure I.3
Ten-Year Population Projection for Elko County

Year	Estimated Total Population	Change from Previous Year	Percentage Change
2023	57,538	ELKO COUNTY	
2024	57,827	289	0.5%
2025	58,055	228	0.4%
2026	58,266	211	0.4%
2027	58,427	161	0.3%
2028	58,558	131	0.2%
2029	58,657	99	0.2%
2030	58,738	81	0.1%
2031	58,810	72	0.1%
2032	58,877	67	0.1%
2033	58,934	57	0.1%
2034	58,993	59	0.1%
2035	59,057	64	0.1%
2036	59,121	64	0.1%
2037	59,199	78	0.1%
2038	59,295	96	0.2%
2039	59,415	120	0.2%
2040	59,546	131	0.2%
2041	59,702	156	0.3%
2042	59,884	182	0.3%
2043	60,087	203	0.3%

Source: Nevada State Demographer.

popproj

Figure I.4
Estimates of Population, Housing, and Households

Area	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	13-Yr Change	Avg. Annual % Change
Population																
Spring Creek CDP	13,482	13,499	13,295	13,607	14,012	13,564	13,310	13,482	13,805	13,671	14,510	15,176	15,062	14,967	1,485	0.8%
Elko City	18,297	19,209	20,406	20,958	20,865	20,714	20,704	20,789	21,158	21,199	20,564	20,976	21,303	21,707	3,410	1.3%
Carlin, Wells & West Wendover Cities	8,070	8,020	8,023	8,611	8,562	8,576	8,546	8,130	8,384	8,498	7,799	8,339	8,267	8,408	338	0.3%
Remainder of County	8,969	9,133	10,047	10,208	9,919	10,697	11,437	10,886	10,979	11,748	10,829	10,055	11,764	12,456	3,487	2.6%
Total Elko County Population	48,818	49,861	51,771	53,384	53,358	53,551	53,997	53,287	54,326	55,116	53,702	54,546	56,396	57,538	8,720	1.3%
Housing																
Spring Creek CDP	4,861	4,739	4,647	4,702	4,699	4,716	4,847	5,078	5,037	5,039	4,865	5,069	5,134	5,133	272	0.4%
Elko City	7,151	7,075	7,147	7,175	7,332	7,396	7,499	7,739	7,992	8,248	8,404	8,367	8,763	9,041	1,612	1.6%
Carlin, Wells & West Wendover Cities	3,453	3,322	3,346	3,217	3,197	3,167	3,177	3,290	3,292	3,116	3,443	3,616	3,475	3,456	3	0.0%
Remainder of County	4,027	4,380	4,484	4,618	4,711	4,913	4,902	4,968	5,029	5,176	5,076	4,617	4,466	4,403	376	0.7%
Total Elko County Housing Units	19,492	19,516	19,624	19,712	19,939	20,192	20,425	21,075	21,350	21,579	21,788	21,669	21,838	22,033	2,541	0.9%
Households (Occupied Units)																
Spring Creek CDP	4,573	4,469	4,456	4,591	4,658	4,649	4,647	4,753	4,572	4,559	4,486	4,762	4,851	4,900	327	0.5%
Elko City	6,725	6,644	6,705	6,662	6,717	6,726	6,670	6,800	6,932	7,232	7,484	7,495	7,802	8,124	1,077	1.1%
Carlin, Wells & West Wendover Cities	2,928	2,791	2,880	2,826	2,689	2,636	2,579	2,635	2,478	2,395	2,744	2,931	2,915	2,986	58	0.2%
Remainder of County	3,098	3,340	3,471	3,520	3,523	3,685	3,722	3,694	3,706	3,879	3,802	3,426	3,464	3,536	438	1.0%
Total Elko County Households	17,324	17,244	17,512	17,599	17,587	17,696	17,618	17,882	17,688	18,065	18,516	18,614	19,032	19,546	2,222	0.9%
Persons per Unit																
Spring Creek CDP	2.95	3.02	2.98	2.96	3.01	2.92	2.86	2.84	3.02	3.00	3.23	3.19	3.10	3.05		
Elko City	2.72	2.89	3.04	3.15	3.11	3.08	3.10	3.06	3.05	2.93	2.75	2.80	2.73	2.67		
Carlin, Wells & West Wendover Cities	2.76	2.87	2.79	3.05	3.18	3.25	3.31	3.09	3.38	3.55	2.84	2.85	2.84	2.82		
Remainder of County	2.90	2.73	2.89	2.90	2.82	2.90	3.07	2.95	2.96	3.03	2.85	2.93	3.40	3.52		
Elko County	2.82	2.89	2.96	3.03	3.03	3.03	3.06	2.98	3.07	3.05	2.90	2.93	2.96	2.94		
Percent of Housing Occupied																
Spring Creek CDP	94%	94%	96%	98%	99%	99%	96%	94%	91%	90%	92%	94%	94%	95%		
Elko City	94%	94%	94%	93%	92%	91%	89%	88%	87%	88%	89%	90%	89%	90%		
Carlin, Wells & West Wendover Cities	85%	84%	86%	88%	84%	83%	81%	80%	75%	77%	80%	81%	84%	86%		
Remainder of County	77%	76%	77%	76%	75%	75%	76%	74%	74%	75%	75%	74%	78%	80%		
Elko County Percent Housing Occupied	89%	88%	89%	89%	88%	88%	86%	85%	83%	84%	85%	86%	87%	89%		

Source: Nevada State Demographer and the US Census Bureau 5-Yr ACS.

units

**Figure I.5
Population by Age Group**

Age Group	United States		Nevada		Elko County		Spring Creek CDP	
	2010	2023	2010	2023	2010	2023	2010	2023
Under 5 years	6.6%	5.7%	7.2%	5.6%	8.2%	6.8%	8.6%	7.1%
5 to 9 years	6.6%	6.0%	6.8%	6.0%	7.6%	7.8%	9.6%	8.7%
10 to 14 years	6.8%	6.5%	6.8%	6.5%	8.3%	7.6%	7.2%	7.4%
15 to 19 years	7.3%	6.6%	6.7%	6.1%	8.2%	6.8%	7.1%	8.4%
20 to 24 years	7.0%	6.5%	6.7%	5.8%	6.8%	6.0%	4.8%	5.1%
25 to 34 years	13.2%	13.7%	14.4%	14.4%	12.9%	14.5%	15.1%	13.8%
35 to 44 years	13.9%	13.1%	14.6%	13.7%	13.8%	13.7%	14.2%	13.5%
45 to 54 years	14.6%	12.3%	13.9%	12.7%	15.4%	11.9%	14.7%	10.3%
55 to 59 years	6.2%	6.4%	6.0%	6.3%	5.8%	6.7%	4.6%	7.4%
60 to 64 years	5.1%	6.4%	5.4%	6.1%	5.4%	5.4%	6.5%	5.4%
65 to 74 years	6.7%	10.0%	6.9%	10.2%	5.0%	8.5%	5.7%	8.8%
75 to 84 years	4.3%	4.9%	3.5%	5.0%	2.1%	3.4%	1.1%	3.8%
85 years and over	1.7%	1.9%	1.1%	1.4%	0.8%	0.8%	0.6%	0.3%
All Ages	100%	100%	100%	100%	100%	100%	100%	100%

Source: 5-year American Community Surveys, US Census Bureau.

age

Figure I.6
Language Spoken at Home

Description	Nevada	Elko County	Spring Creek CDP	Elko City	Carlin, Wells & West Wendover Cities
Population 5 years and over	3,023,013	50,179	13,905	19,165	7,292
English only	2,116,390	41,058	13,150	15,830	4,260
Language other than English	906,623	9,121	755	3,335	3,032
Speak English less than "very well"	353,436	2,471	162	1,040	749
Spanish	622,983	7,818	576	2,841	2,720
Speak English less than "very well"	252,546	2,213	152	915	668
Other Indo-European languages	71,825	445	149	53	211
Speak English less than "very well"	19,677	9	0	9	0
Asian and Pacific Islander languages	182,159	379	30	224	100
Speak English less than "very well"	73,198	204	10	105	81
Other languages	29,656	479	0	217	1
Speak English less than "very well"	8,015	45	0	11	0

Source: U.S. Census Bureau DP02, 2023 ACS.

lang

Figure I.7
2023 Estimate of Educational Attainment by Age and Location

Description	Nevada	Elko County	Elko City	Spring Creek
Population 25 years and over	2,253,253	34,999	13,528	9,457
Less than 9th grade	123,326	1,989	818	41
9th to 12th grade, no diploma	152,978	2,486	984	583
High school graduate (includes equivalency)	604,973	11,516	4,104	3,033
	527,270	9,060	3,487	2,566
Some college, no degree				
Associate's degree	197,555	3,810	1,573	1,053
Bachelor's degree	421,005	3,865	1,453	1,353
Graduate or professional degree	226,146	2,273	1,109	828

Source: 2023 American Community Survey, DP02, U.S. Census Bureau.

edu

Figure I.8

Annual Per Capita Personal Income, Nominal and Real (2023) Dollars

Year	Per Capita Income - Nominal Dollars		GDP Deflator	Per Capita Income - Inflated Dollars	
	Spring Ck CDP	Elko County		Spring Ck CDP	Elko County
2010	\$29,640	\$26,879	0.748	\$39,627	\$35,936
2011	\$30,448	\$27,233	0.770	\$39,537	\$35,363
2012	\$33,101	\$27,440	0.782	\$42,333	\$35,094
2013	\$34,967	\$28,358	0.793	\$44,111	\$35,774
2014	\$36,369	\$29,762	0.805	\$45,177	\$36,970
2015	\$37,328	\$29,988	0.806	\$46,287	\$37,185
2016	\$38,119	\$31,378	0.814	\$46,822	\$38,542
2017	\$38,696	\$32,498	0.827	\$46,779	\$39,287
2018	\$36,924	\$33,091	0.845	\$43,686	\$39,151
2019	\$37,285	\$33,875	0.857	\$43,510	\$39,531
2020	\$36,865	\$34,601	0.866	\$42,550	\$39,937
2021	\$39,364	\$36,273	0.906	\$43,432	\$40,022
2022	\$42,837	\$39,001	0.967	\$44,290	\$40,324
2023	\$42,959	\$39,474	1.000	\$42,959	\$39,474

Source: Bureau of Economic Analysis, Table 1.1.9 Implicit Price Deflator for Personal Consumption Expenditures, CA5N, SA1, July each year

real

Figure I.9
Spring Creek per Capita and Household Income

Description	Year													
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Per Capita Income	\$29,640	\$30,448	\$33,101	\$34,967	\$36,369	\$37,328	\$38,119	\$38,696	\$36,924	\$37,285	\$36,865	\$39,364	\$42,837	\$42,959
Median household income (dollars)	\$85,951	\$88,176	\$90,900	\$90,158	\$94,513	\$92,513	\$92,908	\$94,951	\$97,143	\$99,854	#####	#####	#####	#####
Income and Benefits (Inflation-Adjusted Dollars)														
Less than \$10,000	92	63	56	52	47	30	61	131	101	109	108	131	76	101
\$10,000 to \$14,999	37	56	20	52	66	77	65	98	76	59	56	48	87	101
\$15,000 to \$24,999	153	180	144	204	181	94	58	88	99	129	124	106	140	209
\$25,000 to \$34,999	236	133	159	132	98	131	134	112	96	97	75	97	175	167
\$35,000 to \$49,999	399	413	478	448	436	373	342	243	282	377	393	460	353	287
\$50,000 to \$74,999	1,132	1,093	745	842	747	975	1,023	943	892	688	503	450	552	697
\$75,000 to \$99,999	1,004	1,027	1,136	929	853	781	812	932	885	827	835	803	783	761
\$100,000 to \$149,999	1,236	1,055	1,131	1,250	1,400	1,423	1,381	1,365	1,254	1,380	1,422	1,511	1,339	1,321
\$150,000 to \$199,999	188	269	312	336	472	399	438	593	622	647	698	791	794	627
\$200,000 or more	96	180	275	346	358	366	333	248	265	246	272	365	552	629
Mean earnings (dollars)	85,605	89,605	96,031	99,593	106,045	102,989	104,400	108,221	109,167	106,170	110,363	111,424	118,744	119,622
With Social Security	960	1,009	937	1,009	941	860	823	900	869	866	902	995	1,061	1,159
Mean Social Security income (dollars)	17,829	18,822	20,055	18,514	16,945	14,827	15,968	15,952	17,279	20,815	23,020	24,801	25,370	25,232
With retirement income	875	774	758	841	670	683	632	656	666	760	803	952	1,100	1,189
Mean retirement income (dollars)	20,318	23,205	19,189	23,144	24,218	29,902	31,140	33,461	30,298	30,932	32,155	39,140	43,342	40,947
With Supplemental Security Income	165	192	178	173	92	53	52	68	56	70	100	95	172	212
Mean Supplemental Security Income (dollars)	11,142	10,664	10,771	9,934	12,616	7,781	22,752	21,746	25,191	20,917	17,159	11,498	14,365	13,880
With cash public assistance income	25	11	16	10	14	16	21	29	33	49	98	81	112	163
Mean cash public assistance income (dollars)	1,008	1,036	1,063	1,080	8,857	N	6,133	7,103	7,785	1,508	1,027	707	729	1,604
With Food Stamp/SNAP benefits in the past 12 months	22	71	84	110	106	120	106	137	112	107	122	87	104	192

Source: US Census Bureau, ACS 2023.

Figure I.10
Percentage of All Ages in Poverty by Area

Area	Year									
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Spring Creek CDP	3.9%	4.2%	3.4%	4.7%	4.0%	7.7%	7.7%	8.4%	8.8%	10.8%
Elko County	9.9%	11.0%	10.5%	11.5%	11.9%	11.7%	11.9%	11.6%	10.4%	11.0%
Nevada	15.6%	15.5%	14.9%	14.2%	13.7%	13.1%	12.8%	12.9%	12.7%	12.6%
United States	15.6%	15.5%	15.1%	14.6%	14.1%	13.4%	12.8%	12.6%	12.5%	12.4%

Source: U.S. Census Bureau S1701.

pov

Figure I.11
Household Occupancy Characteristics

Subject	United States		Nevada		Elko County		Spring Creek CDP	
	2010	2023	2010	2023	2010	2023	2010	2023
			% Change	% Change	% Change	% Change	% Change	% Change
Owner-Occupied								
Family Households	56,529,288	60,252,689	7%	498,906	17%	9,612	10,298	7%
Nonfamily Households	19,560,362	22,639,348	16%	163,567	24%	2,701	3,472	29%
Total Owner-Occupied	76,089,650	82,892,037	9%	589,050	19%	12,313	13,770	12%
Renter-Occupied								
Family Households	19,725,030	21,967,476	11%	217,417	257,464	18%	2,825	2,825
Nonfamily Households	18,421,316	22,623,352	23%	173,154	224,015	29%	2,380	2,951
Total Renter-Occupied	38,146,346	44,590,828	17%	390,571	481,479	23%	5,011	5,776
Total Households								
Family Households	76,254,318	82,220,165	8%	642,900	756,370	18%	12,243	13,123
Nonfamily Households	37,981,678	45,262,700	19%	336,721	427,023	27%	5,081	6,423
Total Households	114,235,996	127,482,865	12%	979,621	1,183,393	21%	17,324	19,546
Share of Households with Families	67%	64%		66%	64%		71%	67%
							79%	75%

Source: 5-year American Community Surveys, US Census Bureau.

hhchar

Figure I.12
2023 Selected Housing Characteristics Comparison

Item	Nevada	Elko County	Spring Creek CDP	Elko City	Carlin, Wells & West Wendover Cities
Year Structure Built					
Total housing units	1,348,248	22,033	5,133	9,041	3,456
Built 2020 or later	5%	2%	3%	2%	0%
Built 2010 to 2019	13%	12%	15%	14%	4%
Built 2000 to 2009	26%	12%	18%	8%	14%
Built 1990 to 1999	21%	22%	33%	16%	22%
Built 1980 to 1989	14%	24%	23%	20%	34%
Built 1970 to 1979	11%	11%	6%	13%	10%
Built 1960 to 1969	5%	6%	2%	7%	5%
Built 1950 to 1959	3%	3%	0%	5%	2%
Built 1940 to 1949	1%	3%	0%	5%	1%
Built 1939 or earlier	1%	6%	0%	9%	8%
Housing Tenure					
Occupied housing units	1,224,685	19,546	4,900	8,124	2,986
Owner-occupied	90.8%	70.4%	88.4%	62.4%	54.0%
Renter-occupied	9.2%	29.6%	11.6%	37.6%	46.0%
Gross Rent					
Occupied units paying rent	466,956	5,183	509	2,959	1,050
Less than \$500	2.2%	9.9%	0.0%	6.5%	15.7%
\$500 to \$999	10.1%	29.3%	17.5%	22.5%	50.3%
\$1,000 to \$1,499	29.9%	43.5%	51.5%	50.6%	31.8%
\$1,500 to \$1,999	32.3%	13.5%	14.5%	17.1%	2.2%
\$2,000 to \$2,499	16.8%	3.0%	14.3%	2.6%	0.0%
\$2,500 to \$2,999	4.8%	0.8%	2.2%	0.6%	0.0%
\$3,000 or more	4.0%	0.0%	0%	0.0%	0.0%
Median (dollars)	\$1,622	\$1,126	\$1,391	\$1,174	n.a.

Source: 2023 American Community Survey, DP04, U.S. Census Bureau.

house

Figure I.13
Labor Force Living and Working in Elko county (All Jobs)

Area	Spring Creek	Elko County
	<i>2022 Census Bureau data</i>	
Total Jobs	1,194	23,220
Jobs Filled by Persons Living in SCA	511	6,730
Jobs Filled by Persons Living Outside SCA	683	16,490
% of Jobs Filled by Persons Living In the Area	57%	71%
% of Jobs Filled by Persons Living Outside the Area	43%	29%
Employed Persons (Residents)	7,526	24,646
Employed Persons (Residents) Commuting Elsewhere	7,015	8,156
% of Employed Residents Commuting Elsewhere	93%	33%

Source: On the Map, U.S. Census Bureau, 2022 ACS.

work

Figure I.14
Spring Creek Residents' Place of Work

Description	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Population	13,482	13,499	13,295	13,607	14,012	13,564	13,310	13,482	13,805	13,671	14,510	15,176	15,062
Total Jobs in Spring Creek	706	834	755	997	1,038	954	1,007	1,087	903	994	1,018	1,164	1,194
Employed and Living in the Selection Area	280	402	402	503	441	406	501	496	422	476	475	556	511
Employed in the Selection Area but Living Outside	426	432	353	494	597	548	506	591	481	518	543	608	683
Year to Year Change													
Population		0.1%	-1.5%	2.3%	3.0%	-3.2%	-1.9%	1.3%	2.4%	-1.0%	6.1%	4.6%	-0.8%
Total Jobs in Spring Creek		18.1%	-9.5%	32.1%	4.1%	-8.1%	5.6%	7.9%	-16.9%	10.1%	2.4%	14.3%	2.6%
Employed and Living in the Selection Area		43.6%	0.0%	25.1%	-12.3%	-7.9%	23.4%	-1.0%	-14.9%	12.8%	-0.2%	17.1%	-49.6%
Employed in the Selection Area but Living Outside		1.4%	-18.3%	39.9%	20.9%	-8.2%	-7.7%	16.8%	-18.6%	7.7%	4.8%	12.0%	-29.9%

place work

Source: On the Map, U.S. Census Bureau, 5-year ACS.

Figure I.15
2022 Travel to Work Time by Place

Travel Time	Spring		Elko City	
	Creek CDP	Percentage	Elko City	Percentage
Less than 5 minutes	164	3%	2,093	8%
5 to 9 minutes	243	4%	5,713	23%
10 to 14 minutes	557	9%	3,343	13%
15 to 19 minutes	763	13%	2,416	10%
20 to 24 minutes	832	14%	1,930	8%
25 to 29 minutes	477	8%	1,008	4%
30 to 34 minutes	817	13%	1,847	7%
35 to 39 minutes	92	2%	200	1%
40 to 44 minutes	117	2%	317	1%
45 to 59 minutes	193	3%	1,326	5%
60 to 89 minutes	655	11%	2,509	10%
90 or more minutes	1,179	19%	2,103	8%
Total	6,089	100%	24,805	100%

Source: US Census Bureau 2023 American Community Survey B08303.

ttime

Figure I.16
Spring Creek Residents' Place of Work

Location	Workers	Percentage
Elko City	3,542	47%
Spring Creek CDP	511	7%
McGill CDP	252	3%
Battle Mountain CDP	145	2%
Reno City	130	2%
Carlin City	102	1%
Winnemucca City	66	1%
Osino CDP	62	1%
Salt Lake City CDP	51	1%
Ely City	50	1%
All Other Locations	2,615	35%
Total	7,526	100%

Source: On the Map, U.S. Census Bureau, 2022 ACS.

pcpow

Figure I.17
Place of Residence for Workers Employed in Spring Creek

Location	Workers	Percentage
Spring Creek CDP	511	43%
Elko City	235	20%
Battle Mountain CDP	19	2%
Henderson City	15	1%
Las Vegas City	12	1%
Reno City	12	1%
Pahrump CDP	11	1%
Winnemucca City	10	1%
Fallon City	7	1%
Lamoille CDP	7	1%
All Other Locations	355	30%
Total	1,194	100%

Source: On the Map, U.S. Census Bureau, 2022 ACS.

wpor

**Figure I.18
Civilian Labor Force**

Labor Force	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Spring Creek														
Labor Force	6,916	7,065	7,167	7,237	7,668	7,732	7,203	7,289	7,154	6,900	6,959	7,578	7,471	7,090
Employed Labor Force	6,765	6,861	7,073	7,148	7,573	7,614	7,110	7,134	6,937	6,621	6,677	7,221	7,191	6,859
SCA Unemployment Rate	2.2%	2.9%	1.3%	1.2%	1.2%	1.5%	1.3%	2.1%	3.0%	4.0%	4.1%	4.7%	3.7%	3.3%
Elko County Unemployment Rate	4.6%	4.8%	5.1%	5.7%	5.3%	5.5%	4.9%	4.4%	4.5%	4.7%	4.3%	4.6%	4.7%	4.3%
Nevada Unemployment Rate	9.0%	10.4%	11.9%	12.5%	11.8%	10.5%	9.3%	8.0%	6.9%	6.2%	6.6%	7.1%	7.0%	6.8%
United States Unemployment Rate	7.9%	8.7%	9.3%	9.7%	9.2%	8.3%	7.4%	6.6%	5.9%	5.3%	5.4%	5.5%	5.3%	5.2%

Source: U.S. Census Bureau 5-year ACS estimates.

labor

Figure I.19
Top 20 Employers in Elko County

Employer Name	City	NAICS Code	Business Description	Ownership Type	Employment Range
Peppermill Resort	West Wendover	721120	Casino Hotels	Private	1000-4,999
Wendover Nugget Hotel-Casino	West Wendover	721120	Casino Hotels	Private	500-999
Rainbow Hotel Casino	West Wendover	721120	Casino Hotels	Private	500-999
Cactus Petes Resort Casino	Jackpot	721120	Casino Hotels	Private	500-999
Maverick Hotel-Casino By Red	Elko	721120	Casino Hotels	Private	500-999
Shoshone-Paiute Tribes	Owyhee	921150	Government Offices-Native American	Federal	500-999
KG Mining	Elko	212220	Mining Companies	Private	500-999
Commercial Casino	Elko	713210	Casinos	Private	250-499
Walmart Supercenter	Elko	455211	Warehouse Clubs and Supercenters	Private	250-499
Montego Bay Casino Resort	West Wendover	721120	Casino Hotels	Private	250-499
Northeastern NV Regional Hospital	Elko	622110	Hospitals	Private	250-499
Barton's Club 93	Jackpot	721120	Casino Hotels	Private	250-499
Nevada System of Higher Education	Elko	611210	Junior Colleges	State	100-249
Stockmen's Casino	Elko	721120	Casino Hotels	Private	100-249
High Mark Construction LLC	Elko	2377110	Water and Sewer Line and Related Structures Construction	Private	100-249
Barrick Goldstrike Mines Inc	Elko	212220	Gold Ore Mining	Private	100-249
Owyhee Community Health Center	Owyhee	621498	Community Clinic	Federal	100-249
Elko City Hall	Elko	921140	City Hall	Municipal	100-249
Red Garter Hotel-Casino By Red	West Wendover	721120	Casino Hotels	Private	100-249
Transportation Dept-Nevada	Elko	926120	State Government-Regulation & Administration	State	100-249
Gold Dust West Casino-Elko	Elko	713210	Casinos	Private	100-249

Source: NV DETR Research & Analysis Bureau Labor Market Information, Q2 2024.

lrg

Figure I.20
Statistics of Major Mines in Elko County

Mine	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Arturo Mine										
Employees			177	7	30	30	0	54	66	59
Gold Production (oz)			223,145	142,810	52,451	21,029	58,877	53,303	35,982	21,211
Hollister Mine										
Employees	22	0	0	115	105	6	6	29	8	8
Gold Production (oz)	2,342	0	0	6,751	26,612	3,264	0	0	0	0
Silver Production (oz)	9,433	0	0	47,305	246,080	53,025	0	0	0	0
Jerritt Canyon Mine										
Employees	439	472	450	450	400	480	526	600	600	70
Gold Production (oz)	160,921	167,683	140,990	129,439	145,064	117,985	112,749	98,303	72,411	21,101
Silver Production (oz)	7,273	4,000	0	0	0	0	0	1,809	1,617	0
Long Canyon Mine										
Employees			326	244	271	368	320	226	85	28
Gold Production (oz)			22,500	174,462	170,205	189,965	260,650	260,924	89,988	15,002
Silver Production (oz)			0	0	0	0	0	531	2,054	897
Meikle Mine										
Employees	1,542	638	595	584	599	563	533	502	501	521
Gold Production (oz)	386,679	411,003	417,438	332,315	337,376	3,331,271	350,336	325,826	246,587	213,026
Silver Production (oz)	15,707	17,749	37,615	20,632	15,918	12,606	18,122	24,425	9,989	17,083
Midas Mine										
Employees	85	180	154	168	140	39	18	8	8	8
Gold Production (oz)	21,984	28,838	29,577	34,343	13,852	6,096	0	0	0	0
Silver Production (oz)	1,489,149	1,513,112	1,345,990	780,316	164,054	42,439	0	0	0	0
Pilot Peak Quarry										
Employees	55	52	66	69	69	69	66	69	69	69
Limestone Production (tons)	1,726,619	1,259,359	1,236,227	1,465,164	1,306,610	1,634,908	1,523,599	1,192,834	805,000	1,320,000
Rossi Mine										
Employees	85	40	6	5	6	3	2	20	21	22
Barite Production (tons)	258,464	184,613	0	0	0	0	0	414	398,569	171,365
Big Ledge Mine										
Employees	24	15	12	0	0	0	0	0	0	0
Barite Production (tons)	96,919	15,549	19,286	0	0	0	0	0	0	0

mines

Source: Nevada Division of Minerals Open Data Site.

Figure I.21
Spring Creek Civilian Employment by NAICS Industry and Class of Worker

Industry	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
WORKER INDUSTRY														
Agriculture, forestry, fishing and hunting, and mining	1,914	1,995	1,988	2,398	2,383	2,272	2,429	2,488	2,149	2,039	2,081	1,987	1,897	2,009
Construction	782	562	626	606	700	646	521	364	618	527	493	600	891	613
Manufacturing	180	181	194	138	144	189	230	286	211	227	301	243	276	272
Wholesale trade	187	87	103	110	136	126	114	133	140	123	99	136	169	163
Retail trade	367	533	488	467	518	709	521	591	647	767	779	943	677	593
Transportation and warehousing, and utilities	280	248	323	337	276	323	326	288	259	261	256	247	149	173
Information	32	12	32	21	19	47	53	24	32	25	0	0	0	0
Finance and insurance, and real estate and rental and leasing	210	449	453	375	403	343	209	117	106	121	104	132	184	227
Professional, scientific, and management, and administrative and waste management services	398	315	345	355	464	496	462	420	470	307	297	401	425	462
Educational services, and health care and social assistance	1,113	1,020	1,035	1,227	1,253	1,185	1,172	1,276	1,101	1,079	1,015	1,102	1,268	1,254
Arts, entertainment, and recreation, and accommodation and food services	375	527	636	493	632	667	581	547	503	460	464	415	323	331
Other services, except public administration	412	351	350	206	335	272	227	308	296	297	352	431	480	363
Public administration	515	581	500	415	310	339	265	292	405	388	436	584	452	399
WORKER OCCUPATION														
Management, business, science, and arts occupations	1,652	1,931	1,905	2,177	2,225	2,276	2,173	2,207	2,008	1,921	2,067	2,249	2,402	2,533
Service occupations	1,060	968	937	675	816	858	793	931	948	795	848	805	689	633
Sales and office occupations	1,301	1,387	1,472	1,432	1,571	1,686	1,343	1,314	1,360	1,359	1,267	1,562	1,531	1,438
Natural resources, construction, and maintenance occupations	1,977	1,841	2,010	2,244	2,221	1,964	2,023	1,900	1,634	1,659	1,658	1,652	1,651	1,512
Production, transportation, and material moving occupations	775	734	749	620	740	830	778	782	987	887	837	953	918	743
TYPE OF WORKER														
Private wage and salary workers	5,401	6861	5,735	5,968	6,294	6,328	5,922	5,776	5,530	5,310	5,354	5,628	5,641	5,322
Government workers	1,118	5473	1,093	1,052	943	933	934	1,078	1,140	1,112	1,065	1,249	1,110	920
Self-employed in own not incorporated business workers	246	1110	245	128	309	321	223	252	244	199	236	321	414	576
Unpaid family workers	0	278	0	0	27	32	31	28	23	0	22	23	26	41
Total Employment (Civilian employed population 16+ yrs)	6,765	6,861	7,073	7,148	7,573	7,614	7,110	7,134	6,937	6,621	6,677	7,221	7,191	6,859

jobs

Source: U.S. Census Bureau DP03.

Figure I.22
Number of Jobs and Change in Last 20 Years

Industry Sector	Nevada			Spring Creek SCA		
	2002	2022	Change	2002	2022	Change
Agriculture/Forestry/Fishing	2,061	5,396	162%	10	0	-100%
Mining, Quarrying, Oil & Gas	9,081	13,363	47%	0	54	--
Utilities	5,728	4,874	-15%	4	44	1000%
Construction	87,366	107,247	23%	28	304	986%
Manufacturing	41,541	63,817	54%	6	26	333%
Wholesale Trade	34,956	41,072	17%	3	15	400%
Retail Trade	109,967	151,408	38%	117	156	33%
Transportation/Warehousing	34,207	94,038	175%	3	45	1400%
Information	18,170	19,765	9%	5	0	-100%
Finance/Insurance	35,450	43,276	22%	0	13	--
Real Estate/Rental/Leasing	20,803	28,674	38%	3	2	-33%
Professional/Scientific/Tech	39,995	70,502	76%	11	38	245%
Management of Companies	9,212	32,039	248%	7	0	-100%
Admin/Support/Waste Management	64,193	112,099	75%	6	33	450%
Educational Services	64,587	88,710	37%	0	21	--
Health Care/Social Assistance	73,545	152,905	108%	28	100	257%
Arts/Entertainment/Recreation	27,731	36,600	32%	4	83	1975%
Accommodation/Food Services	267,949	292,521	9%	37	137	270%
Other Services (Excluding Public)	22,967	36,532	59%	7	123	1657%
Public Administration	45,511	52,878	16%	11	0	-100%
All Jobs	1,015,020	1,447,716		290	1,194	
Change in Jobs		432,696	43%		904	312%

Source: onthemap; Work Area, Area Profile, All Jobs.

job ch

Figure I.23
Nevada 10-Year Employment Projections by Industry

Balance of State (excl. Las Vegas, Reno & Carson Areas)

Industry Code	Industry	Employment by Industry		Est. 10-Yr Change	Avg. Annual
		2022	2032		
Total All Industries		101,079	108,150	7,071	0.7%
	Goods-Producing	21,938	24,720	2,782	1.2%
	Service-Providing	73,507	76,022	2,515	0.3%
	Self-Employed & Unclassified	5,634	7,408	1,774	2.8%
11	Agriculture, Forestry, Fishing and Hunting	2,211	2,403	192	0.8%
21	Mining, Quarrying, and Oil and Gas Extraction	8,308	10,967	2,659	2.8%
22	Utilities	817	916	99	1.2%
23	Construction	6,410	6,399	-11	0.0%
31-33	Manufacturing	5,009	4,951	-58	-0.1%
42	Wholesale Trade	2,490	2,723	233	0.9%
44-45	Retail Trade	11,094	11,370	276	0.2%
48-49	Transportation and Warehousing	3,571	4,422	851	2.2%
51	Information	553	672	119	2.0%
52	Finance and Insurance	1,392	1,255	-137	-1.0%
53	Real Estate and Rental and Leasing	1,170	1,169	-1	0.0%
54	Professional, Scientific, and Technical Services	3,972	4,042	70	0.2%
55	Management of Companies and Enterprises	735	912	177	2.2%
56	Admin. & Support and Waste Mng't & Remediation Services	3,743	3,867	124	0.3%
61	Educational Services	7,101	7,428	327	0.5%
62	Health Care and Social Assistance	7,221	7,891	670	0.9%
71	Arts, Entertainment, and Recreation	3,059	3,283	224	0.7%
72	Accommodation and Food Services	14,132	13,182	-950	-0.7%
81	Other Services (except Public Administration)	2,441	2,849	408	1.6%
90	Government, Excluding Education and Hospitals	10,016	10,041	25	0.0%
610	Self Employed Workers, All Jobs	5,478	7,234	1,756	2.8%
999	Unclassified Payroll Employment	156	174	18	1.1%

Source: Nevada Department of Employment, Training, and Rehabilitation.

stateproj

Figure I.24
2023 Nevada Average Weekly Wages by Industry (all occupations)

Industry	Avg. Weekly Wages
55 -Management of Companies and Enterprises	\$2,938
22 -Utilities	\$2,308
21 -Mining, Quarrying, and Oil and Gas Extraction	\$2,152
51 -Information	\$2,068
54 -Professional and Technical Services	\$1,914
52 -Finance and Insurance	\$1,910
42 -Wholesale Trade	\$1,822
92 -Public Administration	\$1,601
33 -Manufacturing	\$1,511
23 -Construction	\$1,491
48 -Transportation and Warehousing	\$1,320
62 -Health Care and Social Assistance	\$1,288
53 -Real Estate and Rental and Leasing	\$1,263
32 -Manufacturing	\$1,239
61 -Educational Services	\$1,143
48-49 -Transportation and Warehousing	\$1,101
71 -Arts, Entertainment, and Recreation	\$1,079
31 -Manufacturing	\$1,056
81 -Other Services (except Public Administration)	\$956
44 -Retail Trade	\$953
49 -Transportation and Warehousing	\$947
11 -Agriculture, Forestry, Fishing & Hunting	\$916
56 -Administrative and Waste Services	\$883
44-45 -Retail Trade	\$798
72 -Accommodation and Food Services	\$787
45 -Retail Trade	\$682

Source: Nevada DETR, annual 2023 QCEW data.

medwage

Figure I.25
Summary of Taxable Sales in Elko County

Fiscal Year	Elko County	State	Elko Co. Share of State
2020	\$1,619,856,813	\$61,365,683,690	2.6%
2021	\$1,728,422,285	\$67,704,797,544	2.6%
2022	\$1,867,971,349	\$81,787,630,231	2.3%
2023	\$1,966,362,650	\$86,967,168,094	2.3%
2024	\$2,012,148,834	\$90,418,468,437	2.2%
Change	\$392,292,021	\$29,052,784,747	
Avg. Annual Growth	5.6%	10.2%	

Source: NV Dep't of Taxation Statistics Publications,
 Taxable Sales Statistics - Annual.

sales

Figure I.26
Elko County Historical Taxable Sales by Business Type – page 1

Elko County Business Code and Type	FY24 No. of Locations	Fiscal Year Ending					Total Change	Avg. Annual Change
		2020	2021	2022	2023	2024		
111 Crop Production	13	\$1,132,706	\$1,274,233	\$5,800,828	\$28,284,203	\$27,337,488	\$26,204,782	121.6%
112 Animal Production	12	\$209,810	\$203,185	\$164,755	\$386,211	\$124,449	(\$85,361)	-12.2%
114 Fishing, Hunting and Trapping	0	\$4,091	\$2,993	\$4,776	\$727	\$11,484	\$7,393	29.4%
115 Support Activities for Agriculture and Forestry	6	\$220,502	\$165,890	\$224,482	\$348,038	\$417,463	\$196,961	17.3%
211 Oil and Gas Extraction	3	\$166,891	\$199,827	\$317,522	\$139,833	\$206,797	\$39,906	5.5%
212 Mining (except Oil and Gas)	14	\$74,011,482	\$40,388,181	\$49,481,104	\$45,706,435	\$43,957,083	(\$30,054,399)	-12.2%
213 Support Activities for Mining	12	\$12,485,103	\$17,873,872	\$26,530,917	\$27,375,115	\$26,437,078	\$13,951,975	20.6%
221 Utilities	13	\$2,988,698	\$3,199,568	\$2,309,154	\$4,000,327	\$3,333,227	\$344,529	2.8%
236 Construction of Buildings	11	\$5,161,869	\$5,741,005	\$6,127,097	\$1,732,729	\$7,496,836	\$2,334,967	9.8%
237 Heavy and Civil Engineering Construction	12	\$6,267,090	\$5,622,011	\$6,125,305	\$7,528,724	\$10,125,415	\$3,858,325	12.7%
238 Specialty Trade Contractors	90	\$32,339,986	\$33,064,973	\$33,928,638	\$36,818,956	\$30,034,530	(\$2,305,456)	-1.8%
311 Food Manufacturing	50	\$742,627	\$627,686	\$652,392	\$771,007	\$1,086,461	\$343,834	10.0%
312 Beverage and Tobacco Product Manufacturing	66	\$420,040	\$421,912	\$419,236	\$437,210	\$501,063	\$81,023	4.5%
313 Textile Mills	7	\$36,307	\$46,723	\$47,149	\$35,696	\$37,413	\$1,106	0.8%
314 Textile Product Mills	20	\$157,483	\$462,861	\$1,365,404	\$912,254	\$1,429,029	\$1,271,546	73.6%
315 Apparel Manufacturing	49	\$213,581	\$312,566	\$352,206	\$430,826	\$440,253	\$226,672	19.8%
316 Leather and Allied Product Manufacturing	25	\$64,478	\$92,975	\$119,046	\$152,608	\$219,748	\$155,270	35.9%
321 Wood Product Manufacturing	10	\$1,560,687	\$1,173,414	\$1,587,241	\$736,277	\$1,339,418	(\$221,269)	-3.8%
322 Paper Manufacturing	9	\$332,952	\$458,786	\$637,479	\$478,611	\$545,174	\$212,222	13.1%
323 Printing and Related Support Activities	93	\$2,296,112	\$2,150,481	\$2,524,246	\$2,503,591	\$2,886,723	\$590,611	5.9%
324 Petroleum and Coal Products Manufacturing	8	\$473,397	\$1,106,043	\$928,383	\$1,689,431	\$1,298,152	\$824,755	28.7%
325 Chemical Manufacturing	153	\$26,384,283	\$27,816,369	\$31,764,255	\$28,638,036	\$17,432,863	(\$8,951,420)	-9.8%
326 Plastics and Rubber Products Manufacturing	26	\$4,307,492	\$2,130,104	\$7,118,861	\$3,193,558	\$2,214,126	(\$2,093,366)	-15.3%
327 Nonmetallic Mineral Product Manufacturing	19	\$63,391,651	\$42,267,779	\$38,788,737	\$44,855,142	\$50,739,543	(\$12,652,108)	-5.4%
331 Primary Metal Manufacturing	4	\$2,679,847	\$735,544	\$3,129,184	\$3,393,239	\$3,688,194	\$1,008,347	8.3%
332 Fabricated Metal Product Manufacturing	75	\$21,409,405	\$17,676,227	\$18,372,772	\$17,717,827	\$13,166,586	(\$8,242,819)	-11.4%
333 Machinery Manufacturing	103	\$111,048,902	\$104,186,143	\$120,033,449	\$146,347,363	\$141,567,383	\$30,518,481	6.3%
334 Computer and Electronic Product Manufacturing	56	\$6,377,499	\$2,736,660	\$3,809,082	\$4,004,269	\$4,848,840	(\$1,528,659)	-6.6%
335 Elec Equip, Appliance & Comp Manuf	35	\$610,204	\$554,983	\$680,593	\$1,005,828	\$953,594	\$343,390	11.8%
336 Transportation Equipment Manufacturing	50	\$864,067	\$2,861,759	\$1,807,335	\$1,977,715	\$3,179,535	\$2,315,468	38.5%
337 Furniture and Related Product Manufacturing	18	\$2,082,739	\$957,637	\$893,673	\$1,071,744	\$1,776,774	(\$305,965)	-3.9%
339 Miscellaneous Manufacturing	157	\$11,425,905	\$11,487,358	\$13,806,425	\$16,058,640	\$13,535,375	\$2,109,470	4.3%
423 Merchant Wholesalers, Durable Goods	747	\$263,550,469	\$316,536,102	\$353,865,062	\$389,237,894	\$405,872,539	\$142,322,070	11.4%
424 Merchant Wholesalers, Nondurable Goods	392	\$91,196,729	\$54,560,947	\$63,872,876	\$67,323,511	\$64,371,220	(\$26,825,509)	-8.3%
425 Wholesale Electronic Markets and Agents and Broker	64	\$7,145,941	\$9,106,398	\$8,944,070	\$8,758,504	\$8,506,191	\$1,360,250	4.5%
441 Motor Vehicle and Parts Dealers	151	\$206,346,200	\$254,428,599	\$240,875,183	\$243,004,075	\$272,864,332	\$66,518,132	7.2%
442 Furniture and Home Furnishings Stores	57	\$14,105,053	\$16,264,303	\$13,326,225	\$12,467,938	\$11,917,515	(\$2,187,538)	-4.1%
443 Electronics and Appliance Stores	64	\$9,800,783	\$10,842,127	\$12,373,471	\$11,177,072	\$9,493,555	(\$307,228)	-0.8%
444 Building Material and Garden Equipment and Supplie	94	\$81,041,892	\$90,053,064	\$97,617,325	\$95,931,211	\$104,577,319	\$23,535,427	6.6%
445 Food and Beverage Stores	58	\$57,610,033	\$66,191,077	\$67,101,303	\$66,273,833	\$71,889,337	\$14,279,304	5.7%
446 Health and Personal Care Stores	286	\$10,562,571	\$12,518,902	\$16,963,571	\$14,280,465	\$12,697,140	\$2,134,569	4.7%

Figure I.26
Elko County Historical Taxable Sales by Business Type – page 2

Elko County Business Code and Type	FY24 No. of Locations	Fiscal Year Ending					Total Change	Avg. Annual Change
		2020	2021	2022	2023	2024		
447 Gasoline Stations	10	\$23,471,244	\$25,661,646	\$26,894,736	\$29,618,111	\$33,555,013	\$10,083,769	9.3%
448 Clothing and Clothing Accessories Stores	384	\$19,529,027	\$25,837,110	\$28,398,135	\$29,542,967	\$29,658,056	\$10,129,029	11.0%
449 Furniture, Home Furnishings, Electronics, and Appliance	9				\$27,754	\$830,988	\$830,988	
451 Sporting Goods, Hobby, Book, and Music Stores	206	\$13,231,416	\$17,553,747	\$15,441,252	\$14,398,650	\$13,945,884	\$714,468	1.3%
452 General Merchandise Stores	90	\$90,046,344	\$98,867,208	\$105,162,405	\$107,000,992	\$105,423,391	\$15,377,047	4.0%
453 Miscellaneous Store Retailers	386	\$34,857,226	\$58,806,571	\$58,157,344	\$41,680,416	\$43,442,031	\$8,584,805	5.7%
454 Nonstore Retailers	1,585	\$65,018,047	\$87,305,207	\$96,130,290	\$97,497,754	\$105,683,980	\$40,665,933	12.9%
455 General Merchandise Retailers	97				\$51,705	\$580,025	\$580,025	
456 Health and Personal Care Retailers	95				\$31,252	\$196,329	\$196,329	
458 Clothing, Clothing Accessories, Shoe, and Jewelry Retailers	74				\$415,463	\$852,261	\$852,261	
459 Sporting Goods, Hobby, Musical Instrument, Book, and Music Stores	79				\$132,951	\$700,341	\$700,341	
481 Air Transportation	2	\$140,817	\$97,913	\$316,159	\$124,857	\$147,198	\$6,381	1.1%
482 Rail Transportation	1	\$3,929,996	\$4,084,679	\$5,775,333	\$8,592,033	\$4,912,501	\$982,505	5.7%
483 Water Transportation	0	\$255	\$26	\$0	\$613	\$0	(\$255)	
484 Truck Transportation	7	\$308,507	\$91,735	\$21,468	\$79,132	\$218,893	(\$89,614)	-8.2%
485 Transit and Ground Passenger Transportation	2	\$3,453,603	\$2,864,429	\$4,350,452	\$2,756,543	\$2,057,656	(\$1,395,947)	-12.1%
488 Support Activities for Transportation	6	\$219,224	\$363,765	\$158,030	\$223,730	\$283,063	\$63,839	6.6%
492 Couriers and Messengers	6	\$130,941	\$768,222	\$1,916,200	\$3,091,292	\$4,699,169	\$4,568,228	144.8%
493 Warehousing and Storage	12	\$857,956	\$852,678	\$688,394	\$682,771	\$676,668	(\$181,288)	-5.8%
511 Publishing Industries (except Internet)	72	\$825,616	\$790,301	\$806,041	\$767,953	\$621,143	(\$204,473)	-6.9%
512 Motion Picture and Sound Recording Industries	14	\$904,543	\$672,604	\$1,548,738	\$1,152,300	\$962,559	\$58,016	1.6%
513 Publishing Industries	10				\$1,385	\$9,963	\$9,963	
515 Broadcasting (except Internet)	5	\$2,067,331	\$2,047,057	\$1,901,428	\$1,848,233	\$1,476,731	(\$590,600)	-8.1%
517 Telecommunications	93	\$11,584,993	\$12,163,279	\$14,637,674	\$14,022,923	\$13,836,434	\$2,251,481	4.5%
518 Data Processing, Hosting, and Related Services	22	\$140,755	\$314,061	\$183,093	\$443,605	\$284,682	\$143,927	19.3%
519 Other Information Services	18	\$59,982	\$137,934	\$270,297	\$314,877	\$539,795	\$479,813	73.2%
521 Monetary Authorities - Central Bank	0	\$2,949	\$2,464	\$2,867	\$602	\$0	(\$2,949)	
522 Credit Intermediation and Related Activities	35	\$3,918,575	\$4,821,472	\$5,310,780	\$3,186,231	\$3,142,923	(\$775,652)	-5.4%
523 Securities, Commodity Contracts, and Other Financial Activities	3	\$13,936	\$66,488	\$9,287	\$59,852	\$55,575	\$41,639	41.3%
524 Insurance Carriers and Related Activities	3	\$36,576	\$31,339	\$19,881	\$25,643	\$20,502	(\$16,074)	-13.5%
525 Funds, Trusts, and Other Financial Vehicles	1	\$208,994	\$289,464	\$159,660	\$108,951	\$82,437	(\$126,557)	-20.8%
531 Real Estate	12	\$413,113	\$336,358	\$185,678	\$553,710	\$1,109,594	\$696,481	28.0%
532 Rental and Leasing Services	135	\$24,610,000	\$30,981,255	\$29,434,309	\$32,156,435	\$34,700,461	\$10,090,461	9.0%
533 Lessors of Nonfinancial Intangible Assets (except Patents)	1	\$363,917	\$197,484	\$189,311	\$28,964	\$4,134	(\$359,783)	-67.4%
541 Professional, Scientific, and Technical Services	188	\$22,562,675	\$23,255,105	\$17,590,195	\$24,961,504	\$20,747,171	(\$1,815,504)	-2.1%
551 Management of Companies and Enterprises	13	\$2,377,655	\$4,386,033	\$5,459,712	\$8,378,335	\$5,352,370	\$2,974,715	22.5%
561 Administrative and Support Services	122	\$11,645,938	\$6,272,018	\$7,069,674	\$7,883,423	\$8,308,688	(\$3,337,250)	-8.1%
562 Waste Management and Remediation Services	6	\$733,849	\$751,502	\$704,954	\$758,613	\$942,931	\$209,082	6.5%
611 Educational Services	21	\$203,813	\$284,643	\$295,297	\$404,469	\$390,258	\$186,445	17.6%
621 Ambulatory Health Care Services	34	\$1,096,345	\$1,235,175	\$982,406	\$1,974,730	\$1,437,161	\$340,816	7.0%
622 Hospitals	2	\$453,712	\$737,933	\$960,259	\$2,140,267	\$2,895,436	\$2,441,724	58.9%
623 Nursing and Residential Care Facilities	0	\$1,061	\$0	\$368	\$0	\$158	(\$903)	-37.9%
624 Social Assistance	1	\$42,389	\$15,433	\$27,265	\$24,384	\$25,615	(\$16,774)	-11.8%
711 Performing Arts, Spectator Sports, and Related Industries	20	\$288,324	\$139,782	\$270,971	\$387,411	\$453,671	\$165,347	12.0%
712 Museums, Historical Sites, and Similar Institutions	1	\$58,351	\$32,623	\$32,672	\$71,368	\$73,327	\$14,976	5.9%
713 Amusement, Gambling, and Recreation Industries	14	\$5,614,705	\$6,313,011	\$7,107,628	\$5,623,101	\$4,830,081	(\$784,624)	-3.7%
721 Accommodation	19	\$14,291,792	\$12,095,390	\$15,791,472	\$13,619,651	\$12,596,210	(\$1,695,582)	-3.1%
722 Food Services and Drinking Places	146	\$101,039,338	\$111,138,465	\$124,504,885	\$130,510,753	\$135,164,020	\$34,124,682	7.5%
811 Repair and Maintenance	103	\$22,050,876	\$22,900,365	\$27,410,143	\$35,844,059	\$33,937,416	\$11,886,540	11.4%
812 Personal and Laundry Services	44	\$2,089,259	\$1,699,209	\$3,148,978	\$2,819,404	\$2,634,634	\$545,375	6.0%
813 Religious, Grantmaking, Civic, Professional, and Similar Activities	24	\$1,714,492	\$2,575,168	\$3,706,055	\$3,124,904	\$3,067,667	\$1,353,175	15.7%
814 Private Households	0	\$597	\$0	\$9,648	\$0	\$0	(\$597)	
922 Justice, Public Order, and Safety Activities	2	\$12,555	\$34,953	\$9,824	\$11,916	\$10,810	(\$1,745)	-3.7%
923 Administration of Human Resource Programs	1	\$4,380	\$41,630	\$28,889	\$17,035	\$13,585	\$9,205	32.7%
924 Administration of Environmental Quality Programs	0	\$1,307	\$6,084	\$0	\$0	\$0	(\$1,307)	
Total		\$1,619,858,833	\$1,728,424,306	\$1,867,973,371	\$1,966,364,673	\$2,012,150,858	\$392,292,025	5.6%

Source: NV Dep't of Taxation Statistics Publications, Taxable Sales Statistics - Annual.

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APPENDIX II

DESCRIPTION OF NAICS INDUSTRIES

INDUSTRY CATEGORIZATION

Goods-Producing	Service-Providing
Sector	Sector
Natural Resources and Mining	Trade, Transportation and Utilities
21 – Mining, Quarrying, & Oil and Gas Production; 11 – Ag, Forestry, Fishing and Hunting	42 – Wholesale Trade; 44,45 – Retail Trade; 48,49 – Transportation & Warehousing; 22 - Utilities
Construction	Information
23 - Construction	51 - Information
Manufacturing	Financial Activities
31, 32, 33 - Manufacturing	52 – Finance and Insurance; 53 – Real Estate
	Professional and Business Services
	54 – Professional, Scientific and Technical Services; 55 – Management of Companies; 56 – Admin. And Support & Waste Management and Remediation
	Education and Health Services
	61 – Educational Services; 62 – Health Care and Social Assistance
	Leisure and Hospitality
	71 – Arts, Entertainment, and Recreation; 72 – Accommodation and Food Services
	Other Services
	81 – Other Services, except Public Administration
	Government
	92 – Public Administration

INDUSTRY SECTORS DESCRIPTIONS FOR GOODS-PRODUCING INDUSTRIES

11 - Agriculture, Forestry, Fishing and Hunting

Comprises establishments primarily engaged in growing crops, raising animals, harvesting timber, and harvesting fish and other animals from a farm, ranch, or their natural habitats, as well as establishments that support these activities. The establishments in this sector are often described as farms, ranches, dairies, greenhouses, nurseries, orchards, or hatcheries.

21 – Mining, Quarrying, and Oil and Gas Extraction

Comprises establishments that extract naturally occurring mineral solids, such as coal and ores; liquid minerals, such as crude petroleum; and gases, such as natural gas. The term mining is used in the broad sense to include quarrying, well operations, beneficiating (e.g.,

crushing, screening, washing, and flotation), and other preparation customarily performed at the mine site, or as a part of mining activity.

23 - Construction

Comprises establishments primarily engaged in the construction of buildings or engineering projects (e.g., highways and utility systems). Establishments primarily engaged in the preparation of sites for new construction and establishments primarily engaged in subdividing land for sale as building sites also are included in this sector.

Construction work done may include new work, additions, alterations, or maintenance and repairs. Activities of these establishments generally are managed at a fixed place of business, but they usually perform construction activities at multiple project sites. Production responsibilities for establishments in this sector are usually specified in (1) contracts with the owners of construction projects (prime contracts) or (2) contracts with other construction establishments (subcontracts).

31-33 - Manufacturing

Comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products.

Establishments in the Manufacturing sector are often described as plants, factories, or mills and characteristically use power-driven machines and materials-handling equipment. However, establishments that transform materials or substances into new products by hand or in the worker's home and those engaged in selling to the general public products made on the same premises from which they are sold, such as bakeries, candy stores, and custom tailors, may also be included in this sector. Manufacturing establishments may process materials or may contract with other establishments to process their materials for them. Both types of establishments are included in manufacturing.

INDUSTRY SECTORS DESCRIPTIONS FOR SERVICE-PROVIDING INDUSTRIES

22 – Utilities

Comprises establishments engaged in the provision of the following utility services: electric power, natural gas, steam supply, water supply, and sewage removal. Within this sector, the specific activities associated with the utility services provided vary by utility: electric power includes generation, transmission, and distribution; natural gas includes distribution; steam supply includes provision and/or distribution; water supply includes treatment and distribution; and sewage removal includes collection, treatment, and disposal of waste through sewer systems and sewage treatment facilities.

42 - Wholesale Trade

Comprises establishments engaged in wholesaling merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The merchandise described in this sector includes the outputs of agriculture, mining, manufacturing, and certain information industries, such as publishing.

The wholesaling process is an intermediate step in the distribution of merchandise. Wholesalers are organized to sell or arrange the purchase or sale of (a) goods for resale (i.e., goods sold to other wholesalers or retailers), (b) capital or durable non consumer goods, and (c) raw and intermediate materials and supplies used in production.

Wholesalers sell merchandise to other businesses and normally operate from a warehouse or office. These warehouses and offices are characterized by having little or no display of merchandise. In addition, neither the design nor the location of the premises is intended to solicit walk-in traffic. Wholesalers do not normally use advertising directed to the general public. Customers are generally reached initially via telephone, in-person marketing, or by specialized advertising that may include Internet and other electronic means. Follow-up orders are either vendor-initiated or client-initiated, generally based on previous sales, and typically exhibit strong ties between sellers and buyers. In fact, transactions are often conducted between wholesalers and clients that have long-standing business relationships.

44, 45 - Retail Trade

Retail establishments, such as grocery stores, gas stations, home improvement stores, pharmacies, florists, etc.

48, 49 - Transportation and Warehousing

Industries that provide transportation of passengers and cargo, warehousing and storage for goods, scenic and sightseeing transportation, and support activities related to modes of transportation. The modes of transportation include air, rail, water, road, and pipeline. This sector also includes support activities such as routine repair and maintenance of transportation equipment.

51 – Information

The Information sector comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data.

The main components of this sector are the publishing industries, including software publishing, and both traditional publishing and publishing exclusively on the Internet; the motion picture and sound recording industries; the broadcasting industries, including traditional broadcasting and those broadcasting exclusively over the Internet; the telecommunications industries; Web search portals, data processing industries, and the information services industries.

The Information sector groups three types of establishments: (1) those engaged in producing and distributing information and cultural products; (2) those that provide the means to transmit or distribute these products as well as data or communications; and (3) those that process data.

52 – Finance and Insurance

Comprises establishments primarily engaged in financial transactions (transactions involving the creation, liquidation, or change in ownership of financial assets) and/or in facilitating financial transactions. Three principal types of activities are identified:

1. Raising funds by taking deposits and/or issuing securities and, in the process, incurring liabilities. Establishments engaged in this activity use raised funds to acquire financial assets by making loans and/or purchasing securities. Putting themselves at risk, they channel funds from lenders to borrowers and transform or repackage the funds with respect to maturity, scale, and risk. This activity is known as financial intermediation.
2. Pooling of risk by underwriting insurance and annuities. Establishments engaged in this activity collect fees, insurance premiums, or annuity considerations; build up reserves; invest those reserves; and make contractual payments. Fees are based on the expected incidence of the insured risk and the expected return on investment.
3. Providing specialized services facilitating or supporting financial intermediation, insurance, and employee benefit programs.

In addition, monetary authorities charged with monetary control are included in this sector.

53 – Real Estate and Rental and Leasing

Comprises establishments primarily engaged in renting, leasing, or otherwise allowing the use of tangible or intangible assets, and establishments providing related services. The major portion of this sector comprises establishments that rent, lease, or otherwise allow the use of their own assets by others. The assets may be tangible, as is the case of real estate and equipment, or intangible, as is the case with patents and trademarks.

This sector also includes establishments primarily engaged in managing real estate for others, selling, renting and/or buying real estate for others, and appraising real estate. These activities are closely related to this sector's main activity, and it was felt that from a production basis they would best be included here. In addition, a substantial proportion of property management is self-performed by lessors.

The main components of this sector are the real estate lessors industries (including equity real estate investment trusts (REITs)); equipment lessors industries (including motor vehicles, computers, and consumer goods); and lessors of nonfinancial intangible assets (except copyrighted works).

54 – Professional, Scientific, and Technical Service

Comprises establishments that specialize in performing professional, scientific, and technical activities for others. These activities require a high degree of expertise and training. The establishments in this sector specialize according to expertise and provide these services to clients in a variety of industries and, in some cases, to households. Activities performed include: legal advice and representation; accounting, bookkeeping, and payroll services; architectural, engineering, and specialized design services; computer services; consulting services; research services; advertising services; photographic services; translation and

interpretation services; veterinary services; and other professional, scientific, and technical services.

55 – Management of Companies and Enterprises

Comprises (1) establishments that hold the securities of (or other equity interests in) companies and enterprises for the purpose of owning a controlling interest or influencing management decisions or (2) establishments (except government establishments) that administer, oversee, and manage establishments of the company or enterprise and that normally undertake the strategic or organizational planning and decision making role of the company or enterprise. Establishments that administer, oversee, and manage may hold the securities of the company or enterprise.

Establishments in this sector perform essential activities that are often undertaken, in-house, by establishments in many sectors of the economy. By consolidating the performance of these activities of the enterprise at one establishment, economies of scale are achieved.

56 – Administrative and Support and Waste Management and Remediation Services

Comprises establishments performing routine support activities for the day-to-day operations of other organizations. These essential activities are often undertaken in-house by establishments in many sectors of the economy. The establishments in this sector specialize in one or more of these support activities and provide these services to clients in a variety of industries and, in some cases, to households. Activities performed include: office administration, hiring and placing of personnel, document preparation and similar clerical services, solicitation, collection, security and surveillance services, cleaning, and waste disposal services.

61 – Educational Services

Comprises establishments that provide instruction and training in a wide variety of subjects. This instruction and training is provided by specialized establishments, such as schools, colleges, universities, and training centers. These establishments may be privately owned and operated for profit or not for profit, or they may be publicly owned and operated. They may also offer food and/or accommodation services to their students.

Educational services are usually delivered by teachers or instructors that explain, tell, demonstrate, supervise, and direct learning. Instruction is imparted in diverse settings, such as educational institutions, the workplace, or the home, and through diverse means, such as correspondence, television, the Internet, or other electronic and distance-learning methods. The training provided by these establishments may include the use of simulators and simulation methods. It can be adapted to the particular needs of the students, for example sign language can replace verbal language for teaching students with hearing impairments. All industries in the sector share this commonality of process, namely, labor inputs of instructors with the requisite subject matter expertise and teaching ability.

62 - Health Care and Social Assistance

Comprises establishments providing health care and social assistance for individuals, such as hospitals, long-term care homes, doctors' offices, and social workers.

71 – Arts, Entertainment and Recreation

Includes a wide range of establishments that operate facilities or provide services to meet varied cultural, entertainment, and recreational interests of their patrons. This sector comprises (1) establishments that are involved in producing, promoting, or participating in live performances, events, or exhibits intended for public viewing; (2) establishments that preserve and exhibit objects and sites of historical, cultural, or educational interest; and (3) establishments that operate facilities or provide services that enable patrons to participate in recreational activities or pursue amusement, hobby, and leisure-time interests.

Some establishments that provide cultural, entertainment, or recreational facilities and services are classified in other sectors.

72 - Accommodation and Food Services

Comprises establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption, such as hotels, motels, and restaurants.

81 – Other Services (except Public Administration)

Comprises establishments engaged in providing services not specifically provided for elsewhere in the classification system. Establishments in this sector are primarily engaged in activities, such as equipment and machinery repairing, promoting or administering religious activities, grantmaking, advocacy, and providing drycleaning and laundry services, personal care services, death care services, pet care services, photofinishing services, temporary parking services, and dating services.

92 - Public Administration

Comprises federal, state, and local government agencies that administer, oversee, and manage public programs and have executive, legislative, or judicial authority over other institutions within a given area. These agencies also set policy, create laws, adjudicate civil and criminal legal cases, provide for public safety and for national defense.