ECONOMIC LANDSCAPE OF THE NAVAJO NATION, PART I.

The Navajo Nation
Division of Economic Development
Support Services

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NAVAJO ECONOMIC LANDSCAPE, PART I

- What is the population at Navajo?
- What does the economic landscape look like?
- Who are the key players?
- What are some important factors that shape the landscape?
- What are some ways to measure these factors?
- What are some changes being developed by DED?
ACCORDING TO US CENSUS, WHAT IS THE POPULATION AT NAVAJO?
All Races on:

- Navajo Res/Off Res Tribal Lands: 170,254
- Total Self-Identified Navajos: 276,775
- Difference: 106,521 (38.49% Off Rez

Comparison:

- All Races on Navajo Res/Off Res Tribal Lands: 173,667
- Total Self-Identified Navajos: 308,013
- Difference: 134,346 (43.62% Off Rez

WHO ARE KEY PLAYERS IN ECONOMIC DEVELOPMENT AT NAVAJO?
- Navajo Nation Government
- Navajo Nation Enterprises (NTUA, NECA, NAPI)
- Indian Health Service
- Bureau of Indian Affairs
- Small Businesses
- Schools
- Health Care
- Navajo Gaming
- “Bordertowns”
- Flea Markets
WHAT ARE SOME FACTORS THAT DEFINE THE ECONOMIC LANDSCAPE AT NAVAJO?
WHAT DOES POVERTY LOOK LIKE AT NAVAJO?
WHAT DOES UNEMPLOYMENT LOOK LIKE AT NAVAJO?
WHAT DOES MEDIAN INCOME LOOK LIKE AT NAVAJO?
WHAT DOES LANGUAGE SPOKEN LOOK LIKE AT NAVAJO?
BASED ON ORIGINAL SURVEY DATA, HOW MUCH DO CONSUMERS EARN PER YEAR AT NAVAJO?
HOW FAR DO THESE CONSUMERS TRAVEL FOR PURCHASES?
WHERE DO THESE CONSUMERS PURCHASE GROCERIES?
STORES – GROCERIES

Walmart, 29.84%
Safeway, 17.82%
Bashas, 18.67%
Sam's Club, 7.21%
Lowes, 7.78%
Albertson's, 5.37%
IGA, 0.71%
City Market, 5.23%
Fry's, 1.27%
T&R, 1.84%
Local Store, 0.42%
Dollar Store, 0.28%
Shop n Save, 1.56%
Trading Post, 1.98%
WHAT DO THESE CONSUMERS WANT LOCALLY AT NAVAJO?
WHERE DO THESE CONSUMERS SPEND THEIR "SALES TAX"?
2011 Combined Annual “Bordertown” TPT & GR Taxes around Navajo Nation: $219,109,163

Notes:
(1) In a Dec 2011 survey of 700+ Navajo consumers, 80% indicated shopping off Navajo Nation for groceries. In addition, they indicated shopping destinations, which included Gallup, Farmington, Page, and Flagstaff.
(2) The State of NM uses Gross Receipts Tax (GRT) as a “Sales Tax.” Source of NM GRT Information is NM Department of Revenues (3/21/2012). State of AZ uses Transaction Privilege Tax (TPT) as a “Sales Tax.” Source of AZ TPT information is AZ Department of Tax Revenues (04/09/2012).
(3) Fuel Excise Tax and other tax data were not included for AZ and NM. Chart By: NN Division of Economic Development, Support Services.
2011 “SALES TAX” LEAKAGE PIE

**Navajo Nation Bordertowns**
2011 "Sales Tax" (GRT/TPT)

- Farmington: $133,098,048
- Gallup: $48,718,799
- Holbrook: $2,607,108
- Winslow: $4,420,674
- Flagstaff: $23,362,125
- Page: $6,902,409
- Page, $6,902,409
- Farmington, $133,098,048

**TOTAL:** $219,109,163

WHAT DO I DO TO HELP BUILD A STRONG ECONOMY AT NAVAJO?
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