

The Greater Arvada Chamber and partners on the Arvada Resiliency Taskforce are committed to using data to support programs, resources, education, and policy shifts. This data briefing will inform our strategies and support key leaders in making decisions that ensure our local economy thrives. Each edition will feature current business pulse results, labor market data and an overview of new data that we are watching. After reports are published, we will work with key stakeholders to determine how we can positively impact the findings in the report.

### Q1 2025 TOP BUSINESS CHALLENGES

1. Cost of goods increasing (41%) ▲ (Change vs Q3 2024)
2. Not enough customers (34%) ▲
3. Lack of capital dollars (30%) ▲
4. Increased property taxes (28%) ▼
5. Ability to market my business (25%) ▲
6. Finding skilled employees (24%) ▼
7. Attainable housing options for staff (22%) ▲
8. State of Colorado regulations (21%) ▼
9. Increasing cost of healthcare (18%) ▲
10. Tariffs (18%) ▲

### Q3 2024 TOP BUSINESS CHALLENGES

1. Finding skilled employees (39%)
2. Increased property taxes (37%)
3. Cost of goods increasing (34%)
4. Not enough customers (30%)
5. State of Colorado regulations (27%)
6. Homelessness or public safety (24%)
7. Retaining employees (20%)
8. Attainable housing options for staff (20%)
9. Ability to market my business (16%)
10. Lack of capital dollars (16%)

### THE HEALTH OF OUR BUSINESSES

Q1 2025

6.2

The average business health rating of 107 businesses (10 is doing extremely well, 1 is not thriving)

Q3 2024

7

The average business health rating of 74 businesses (10 is doing extremely well, 1 is not thriving)

### 2025 BUSINESS OUTLOOK

58%



#### Revenue Growth

The majority of businesses (58%) expect to grow in revenue, while 36% anticipate staying the same size and 10% expect to downsize.

58%



#### Staff Size

Most businesses (58%) plan to maintain their current staffing levels, with 34% expecting to grow and 9% planning to downsize.



The Greater Arvada Chamber and its partners on the Arvada Resiliency Taskforce are committed to understanding and responding to the latest business needs. Our work includes implementing feedback loops, providing timely and critical education, and designing programs to support business resilience.

# The Arvada Economy

	Arvada	Jefferson County
Population	120,492	574,384
Total Employment	47,168 Arvada saw 1% growth between 2019-2024 and projected growth is 5.6%.	278,886 Jefferson County jobs grew by 4,603 over the last 5 years and are projected to grow by 14,545 over the next 5 years.
Median Household Income	\$88,750	\$103,300
Trends We Are Watching	<p>As of 2024 the region's population declined by 1.4% since 2019, falling by 8,416. Population is expected to decrease by 1.9% between 2024 and 2029, losing 10,988.</p> <p>From 2019 to 2024, jobs increased by 1.7% in Jefferson County from 274,282 to 278,886. This change fell short of the national growth rate of 3.9% by 2.2%. As the number of jobs increased, the labor force participation rate increased from 68.6% to 72.4% between 2019 and 2024.</p> <p>Concerning educational attainment, <b>32.3% of Jefferson County residents possess a Bachelor's Degree</b> (10.9% above the national average), and 7.6% hold an Associate's Degree (1.3% below the national average).</p> <p>The <b>top three industries in 2024</b> are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.</p>	

## ARVADA GROWTH (SOURCE: ARVADA ECONOMIC DEVELOPMENT ASSOCIATION)

- 2024 Sales Tax: \$24,185,320 reported in Q4. Total sales tax collected in 2024 increased 1.8% from 2023.
- 2024 Net Business Growth: 68

# Inflation Index

“Cost of Goods Increasing” was the biggest business challenge in the last Arvada Business Pulse Survey, and consistently a top concern over the last two years. Below is data and analysis on the impacts of inflation growth in Colorado and across the country.

## INFLATION RATE CHANGES

Between March 2024 and March 2025, the inflation rate in the Denver area was 1.9%, slightly lower than the national rate of 2.4%. In the more recent period from December 2024 to January 2025, prices in Denver increased by 0.2%, compared to a 0.47% rise in inflation across the United States.

## TREND OVERVIEW

Throughout late 2024 and early 2025, Colorado's inflation rate consistently remained below the national average. For instance, in late 2024, Colorado recorded an annual inflation rate of 2.0%, compared to 2.7% across the U.S. Nationally, inflation continued to ease, with the U.S. annual rate dropping from 4.1% in 2023 to 2.9% in 2024.

# 2025 Marketing Trends

As businesses in Arvada navigate the evolving landscape of 2025, marketing has emerged as a pivotal focus. According to the latest survey from the Arvada Resiliency Taskforce, two foremost challenges local businesses face are attracting enough customers (34%) and effectively marketing their offerings (25%) .

### 1. Hyper-Personalization Through AI

Businesses can now use AI tools to tailor messages, offers, and product recommendations based on customer behavior, increasing engagement and conversion rates. For instance, a coffee shop with a rewards app could send personalized drink offers based on a customer's favorite orders and notify a user when a seasonal item they've liked before returns.

### 2. Short-Form Video Domination

Platforms like TikTok, Instagram Reels, and YouTube Shorts continue to dominate attention. Authentic, quick content drives brand visibility and trust. Businesses can try a behind the scenes video (show how a product is made or what your day looks like) or tips and hacks (quick advice related to your product or service).

### 3. Local SEO & Google Business Optimization

Google continues to prioritize local results. Keeping business listings accurate, responding to reviews, and posting updates helps drive foot traffic and calls. More than 46% of all Google searches are local in nature (searching for products or services nearby).

### 4. Sustainability & Purpose-Driven Messaging

Consumers are increasingly drawn to brands that demonstrate a commitment to sustainability and ethical practices. Businesses that incorporate these values into their marketing messages and operations can build stronger connections with their audience, enhancing brand loyalty and trust.

### 5. Data-Driven Content Marketing

Content marketing remains a cornerstone of digital strategies. In 2025, there's a shift towards data-driven content creation, where businesses analyze customer behavior and preferences to produce relevant and engaging content. As consumer attention spans decrease, data can be an easily digestible and efficient message.