

WEALTH IN RICO, COLORADO

Transfer of Wealth Opportunity

The following provides critical information on this community's Transfer of Wealth (TOW) opportunity.

10 Year TOW Opportunity

Over the next 10 years (2011-2020) this community's Transfer of Wealth (TOW) opportunity is:

\$5.14 Million

5% Capture Goal = \$257,000

Annual 5% Payout Rate = \$12,900

Within a decade a community endowment of \$257,000 could generate \$129,000 in community betterment grant making!

Source: Center for Rural Entrepreneurship, February 2013

Community Demographic Profile

Population	266	<i>Total household current net worth (CNW) for this community in 2012 is estimated at:</i>
Households	125	
Families	80	
Median Age	49.1 Years	\$55.8 million
Median Household Income	\$41,610	<i>Cash assets equal \$5.5 million and holdings of stocks, bonds and mutual funds are \$3.5 million.</i>
Median CNW	\$94,238	
Mean CNW	\$446,778	<i>Illustrated the wealth gap in a community.</i>
Median to Mean Ratio	4.7X	

Source: ESRI, January 2013 & Center for Rural Entrepreneurship, February 2013.

Rico Wealth

Major Donors

Every resident, both permanent and regular visitors, have the potential to give back to their hometown. Each will give based on their ability and motivation.

But in every community there is a smaller group of potential donors with great wealth and capacity for giveback. The following analysis highlights your community's high capability donors.

85% of households control 30% of your community's household current net worth or \$13 million with an average household CNW of \$346,244.

15% of your households (19 potential donors) control \$30 million of your community's household CNW (70%) with an average household CNW of \$1.6 million. *These residents have a significantly higher capacity for community giveback.*

Wealth Profile for Rico, Colorado

No Wealth Households	27.0%	<i>This is a fairly typical wealth profile for a rural community in the Rocky Mountain West. Wealth profiles are determined by the age and circumstance of the area.</i>
Low Wealth Households	23.8%	
Medium Wealth Households	34.1%	
High Wealth Households	15.1%	

Source: ESRI, January 2013 & Center for Rural Entrepreneurship, February 2013.

Other Considerations

This research includes only the permanent residents living in the municipality of Rico. There is additional donor potential associated with regular, but non-resident visitors who own land and homes in the region. There are those who live in the countryside and are part of the community. Finally, there are former residents that still have strong affinity for the community. These three additional donor groups could double this community's philanthropic giveback potential.

[The Center for Rural Entrepreneurship's](#) vision for rural America is one of vibrant communities and regions that embrace entrepreneurship, that find new sources of competitive advantage in their inherent assets, and that invest in a new more sustainable future for both present and future generations. The Center's mission is to help our local, regional and state partners achieve this future. We are committed to connecting economic development practitioners and policy makers to the resources needed to energize entrepreneurs and implement entrepreneurship as a core economic development strategy. We value collaboration and work with partners to bring the latest research, practice and policy innovations to leaders across rural America.

[The Rural Policy Research Institute \(RUPRI\)](#) provided founding support to create the Center for Rural Entrepreneurship in 2001. RUPRI's mission is to provide independent analysis and information on the challenges, needs, and opportunities facing rural people and places. The work of the Center for Rural Entrepreneurship, along with other centers and collaborations, helps RUPRI achieve this mission.