

PROFILE FOR

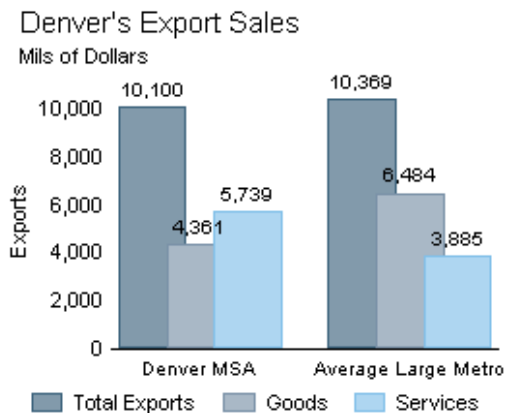
Denver-Aurora-Broomfield, CO MSA

Why Exports Matter to the Country, And Why Metros Matter to Exports

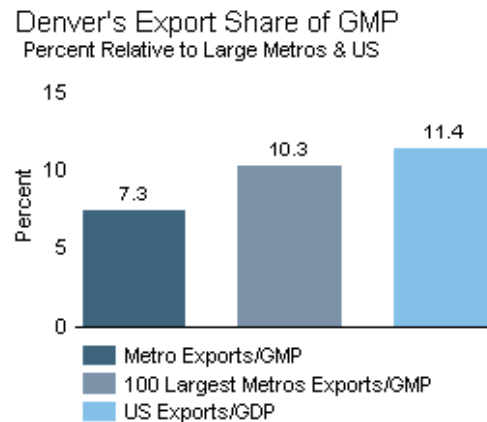
Even before the devastation wrought by the Great Recession, the U.S. economy was struggling against substantial structural weakness. Despite periods of rising prosperity, the last three decades have been characterized by middle- and lower-income wage stagnation; a lack of job opportunities for those without college degrees; and a speculative bubble-inducing trade deficit. A significant increase in U.S. exports could dramatically improve each of these conditions. Because metro areas are where over 83 percent of U.S. exports are produced, strategies to enhance their unique concentrations of industry clusters and specific competitive advantages would greatly strengthen national export performance.

Denver's Unique Export Profile

Denver produces \$10.1 billion in total exports. As a share of its total economy, 7.3 percent of what it produces was exported in 2008, supporting 74,397 jobs. Recent export growth in Denver has been above average, expanding at 10.9 percent. Average wages in its largest export industry were \$77,981, much higher than U.S. average. The metro has 7 export industry clusters. Finally, its major export industries are Business, Professional, and Technical Services, Tourism, Transportation Equipment Manufacturing, Royalties from Intellectual Property, and Passenger Transportation.



Brookings Institution analysis of various data for Denver-Aurora-Broomfield, CO MSA



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AT A GLANCE

EXPORTS ANNUALLY

\$10.1 billion
(Rank 28)

EXPORT SHARE OF GMP

7.3%
(Rank 87)

EXPORT JOBS

74,397
(Rank 28)

Denver's Key Export Indicators For 2008

	Metro	Metro Rank ¹	100 Largest Metro Areas	United States ²
Exports (in blns USD)	10.1	28	1,037	1,609
Exports as a share of GMP	7.3	87	10.3	11.4
Number of export-related jobs	74,397	28	7,688,744	11,854,390
Percent annual growth rate of exports, 2003-2008 (inflation adjusted)	10.9	33	8.7	9.2
Average wages in leading export industry ³	\$77,981	29	\$66,449	\$45,563*
Number of export clusters ⁴	7	33	6.7	N/A
Percentage of exports sold to Brazil, India and China	8.0	91	8.6	8.8

Source: Brookings analysis of Moody's Economy.com, the Institute of International Education (IIE), the Internal Revenue Service (IRS), the United States Bureau of Economic Analysis (BEA), the United States Bureau of Labor Statistics (BLS), Quarterly Census of Employment and Wage (QCEW) and Integrated Public Use Microdata Series (IPUMS) (for metro industry wages), and the United States International Trade Commission (USITC) data. GMP refers to Gross Metropolitan Product. 1. A rank of 1 signifies the highest value among the 100 largest metropolitan areas. 2. The export values for the United States refer to U.S. domestic private exports, excluding scrap materials and used merchandise. 3. Data for individual metros refer to the leading exporting industry by value; data for the largest 100 metros refer to the average large metro's wage in its leading export-industry (using QCEW and IPUMS); *data for the US refer to all industries as reported by the QCEW. 4. An export industry is defined as clustered in a metropolitan area if its export value is at least 50 percent larger as a share of the metro economy than the industry's exports are relative to the U.S. economy.

Denver's Export Markets For 2008

Largest Export Markets Based on Metro Industry Composition	Value of Metro Exports (in mils USD)
Canada	1,508
UK	853
Mexico	740
Japan	706
Germany	473
Largest U.S. Export Markets for Top Metro Export Industry—Business, Professional, and Technical Services	Value of Metro Exports (in mils USD)
UK	111
Japan	75
Canada	69
Mexico	39
Ireland	39

Example Export Companies

Carestream Health Inc.
Eastman Kodak Company
CH2MHill
RNL

Sources: ITA Foreign Trade Zones, Journal of Commerce, local chambers of commerce

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