* Zuni MainStreet, located in the heart of the Zuni Pueblo, was the first Native American MainStreet District in 2012.
  + Several trading stores and galleries that sell arts and crafts.
  + Inn
  + Restaurants
  + Grocery stores
* Zuni essentially saw no population growth between 2000 and 2010 (0.16%).
  + Likely due to outmigration of Pueblo people from New Mexico.
* 95.7% of those living on the Zuni Reservation are of American Indian identity.
* Zuni’s popultion is decidedly younger than New Mexico’s. The median age on the Reservation is 31, compared to 36.7 for New Mexico.
* Black Rock, New Mexico is different than the rest of the reservation.
  + Young families and medical professional live in Black Rock
  + Lower Median age of 24.5
  + 8.9% of the population lacks a high school diploma
  + 26.6% of the population has a bachelor’s degree or higher.
* Median household: $30,250 with average household size is 6.74.
* Zuni ranks 18th of the 19 Pueblos in New Mexico in median household income and per capita income.
* Zuni Reservation houses are built for larger families. The houses are likely to have more occupants per room than the rest of the state.
* Government is the largest employer on the Zuni Reservation.
* The McKinley County official unemployment rate was 9.9%
* Women 16 and older had higher rates of labor force participation and of employment in Zuni Pueblo and on the Reservation than men.
* McKinley County has a high concentration of health care practitioners and technical workers.
* Page 25.
* 55% sell their art craft at stores in Zuni. 39% sell in stores in Gallup. 7% sell in Santa Fe stores, and 10% sell in stores in Albuquerque.
* Business tends to improve in the summer and decline in the winter due to lack of tourism.
* Finding buyers outside of Zuni is another challenge. Artists have mentioned that they could save money if they were able to work and sell in Zuni.
* In order to address the issue of supplies, participants recommended that Zuni open an arts and crafts supply store with reasonable prices. The store should include all necessary supplies for all art forms in a variety of colors and types (in particular, a few artists mentioned the need for painting supplies and a variety of yarn colors). Having an arts and crafts store in town will keep Zuni artists from needing to drive to Gallup or elsewhere for supplies. Further, reasonable prices for supplies will allow for artists to make a greater profit on sales. Participants in the survey also suggest that Zuni bring in more businesses in addition to an arts and crafts store, i.e. a laundromat, a dollar store, and another bank. Additional grocery stores, hardware stores, feed stores, lumber stores, and auto parts stores were also recommended.
* Along the same lines, several recommended that Zuni hold more markets and festivals in the summer to encourage tourism. As a means to attract tourists, Zuni should open more jewelry stores, turquoise stores, pottery stores, etc.; these stores should only buy works from the Zuni community.
* Along the same lines, several recommended that Zuni hold more markets and festivals in the summer to encourage tourism. As a means to attract tourists, Zuni should open more jewelry stores, turquoise stores, pottery stores, etc.; these stores should only buy works from the Zuni community.
* A small percentage of Zuni’s have bank loans and the local credit union does not service business loans. To support small-scale and locally based economic development, Zuni’s nee to find creative was to finance local business ventures.
* USDA Rural Development and Business and Cooperative Programs provide Tribally-run micro-lending programs. For example, the Lakota Fund for the Pine Ridge Reservation operates as a non-profit economic development center that provides many financial services not available to its community.
* The Choctaw Nation Credit and Loan Department provides loans to Native Americans who cannot borrow money from other lenders. They provide three types of loans: small business loans, agriculture loans, and home purchase and improvement loans.
* Arts provide primary employment for roughly 40% of the population.
  + Employed in arts have lower incomes.
  + Artists are engaged in informal cash economy.
  + Artists receive public assistance.
  + Artists are less likely to have a savings account or a bank loan.
* Importance of tourism when it comes to supporting Zuni’s arts market and many made suggestions that Zuni work to expand tourism. However, relative distance from population centers and lack of local amenities make tourism development a challenge for Zuni.