

# Great Falls Trade Area Outlook

25 January 2012



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## Challenges

- ◆ Growth
  - ◆ *Historic growth slower than graduations*
- ◆ Diversification
  - ◆ *Threat hinders long-term investment*
- ◆ Wages
  - ◆ *Low wages & limited benefits*

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## Great Falls Growth Drivers

◆ Agricultural Production	Some Growth Potential
◆ Agricultural Processing	Threats & Opportunities
◆ Defense	Threats & Opportunities?
◆ Regional Trade Center	Leakage & Growth Potential
◆ Tourism	Leakage & Growth Potential
◆ Energy Production	Challenged Growth
◆ Entrepreneurship	Threats & Opportunities

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**2011/2012**

- ◆ Investments Decisions Demonstrate Confidence
- ◆ Some Major Projects Moving Forward
- ◆ Slow Growth
- ◆ Housing Remains Stalled
- ◆ Better Position Than Most Trade Areas
- ◆ Aggressive Competition

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**Which Path Do We Take?**

- ◆ **Easy Path:** Continued Stability & Slow Growth
  - ◆ *Until outside forces pull the rug out*
- ◆ **Hard Path:** Growth, Diversification & High Wages
  - ◆ *Market driven, not incentive driven*

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**Game Changers**  
*Make Great Falls More Competitive*




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## Game Changer Efforts

- ◆ Public Policy
- ◆ Customer Service Network
- ◆ New Financing Tools
- ◆ High Growth Business Strategy
- ◆ Great Falls AgriTech Park
- ◆ Shelby Intermodal Facility
- ◆ Conrad & Shelby Industrial Parks
- ◆ Electric Transmission Capacity
- ◆ Discount Airline
- ◆ GTF Terminal Improvements
- ◆ Downtown, West Bank & 10<sup>th</sup> Avenue South Redevelopment
- ◆ Higher Education Programs
- ◆ Health Care Investment
- ◆ Great Falls Brand

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## Great Falls Development Authority

GreatFallsDevelopment.org  
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