

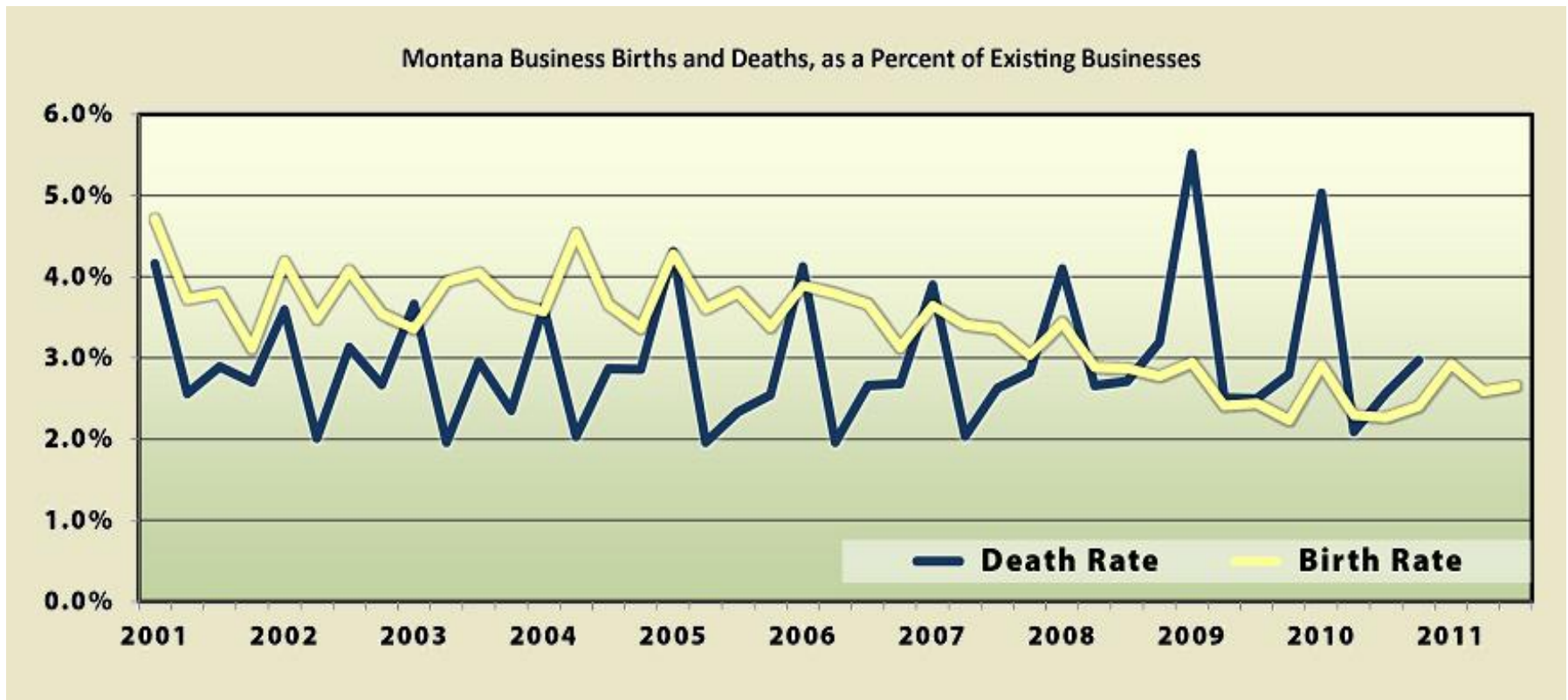


**2013 Economic Outlook Seminar
February 1, 2013**

WHO ARE WE

- The Missoula Economic Partnership is a broad, collaborative effort of more than 30 strategic partners and 80 business, individual and government investors, all of whom share a vision of a vibrant, growing and diversified regional economy in Western Montana.

Montana Business Births and Deaths



“**Barbara Wagner**, Senior Economist, Research and Analysis
Bureau, Montana
Department of Labor and Industry”

WHAT WE DO

Missoula Economic Partnership serves as a centralized resource to accelerate the growth of existing and startup businesses and attract relocating businesses to Missoula County. Our strategy is divided into a few, broad areas.

BUSINESS RETENTION & EXPANSION

The Partnership provides direct, individualized prescriptive strategic planning consultation to local businesses.

Additionally, we offer specific programs aimed at helping businesses grow:

- ❑ A2B Business Mentoring – provides free, individualized mentorship from experienced business experts
- ❑ Air Service Task Force – works to attract a low-cost carrier to Missoula International Airport, with the ultimate aim of reducing business travel costs

START UP ASSISTANCE

In today's globalized economy , continuous innovation is an essential ingredient in sustainable local economic development. Programs to support entrepreneurship include:

- ❑ MEP Angel Network – connects Missoula-based investors with local, growing companies

START UP ASSISTANCE

- ❑ Innovation Initiative – brings together a variety of businesses and entrepreneurs to connect with one another and obtain guidance from seasoned business professionals. Over 20 speakers have been scheduled for the Spring session. Topics include:
 - Big Data / Business Intelligence Isn't Just for Fortune 100 Companies Anymore
 - Protecting Your Business Against Fraud
 - Developing Your Brand
 - How to Monetize Your Website

OTHER RESOURCES

BREDD – BitterRoot Economic Development District, Inc

Economic Gardening often focuses on working with growth oriented entrepreneurs that can create primary (businesses that sell outside of the area economy) economic growth. A key feature of Economic Gardening is its attention to providing market research and high-level technical assistance to growth entrepreneurs.

Benefits to Businesses

- Strategic growth planning assistance and high-level market research provided by qualified professionals, matched with companies based on areas of expertise
- Objective recommendations provided by unbiased, third party service providers
- Bridges are built among diverse resource providers and businesses, allowing for increased depth and breadth in networking, collaboration and innovation
- Develop connections between businesses and the people and organizations that can help take them to the next level

MARKET INTELLIGENCE

Market Intelligence for Growth-Oriented Companies

Market intelligence is a process that enables growth-oriented companies to access and use high-level technical expertise and strategic market information to explore new markets and growth strategies.

❑ **Competitors**

- Who are my competitors? Who else is in my space? What are their market advantages and strategies? Where are their potential weaknesses?

❑ **Customers**

- What are my ideal customers groups, and how do I reach them? What does the customer need and value? How can I satisfy that need?

❑ **Market and Industry Trends**

- What are the trends in my market? Is it shrinking or growing? How saturated is it? Who are the key players? What are the market drivers?

Armed with strategic market intelligence that addresses these questions, a business owner can proceed more confidently in assessing current opportunities and committing his or her limited resources to the avenues most likely to succeed.

BUSINESS ATTRACTION

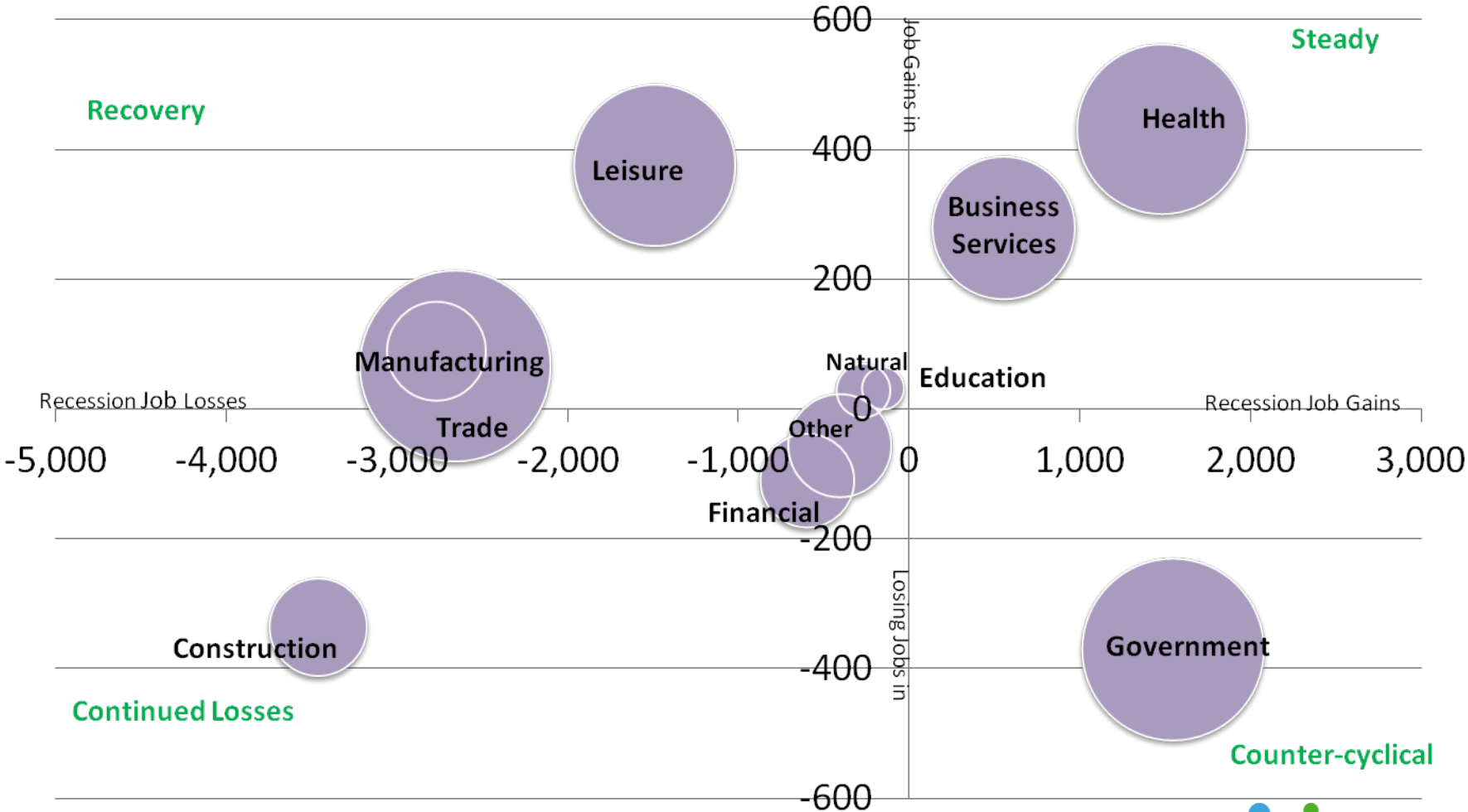
For companies considering a move to Missoula, our dedicated staff of economic development professionals provides detailed, customized reports and consultation services; and arranges site visits that include face-to-face meetings with public and regulatory officials, area business leaders, real estate agents and others.

While our Business Attraction

Program is designed to cast a wide net, we specifically recruit business in industry sectors deemed “best fit” for Missoula:

- Life Sciences
- Back Office & Creative Professional Services
- Information Technology
- Forest Products & Renewables
- Manufacturing

Industry Job Change Northwest



“Barbara Wagner, Senior Economist, Research and Analysis Bureau, Montana Department of Labor and Industry”

Source: Quarterly Census of Employment and Wages, Bureau of Labor Statistics and Montana Department of Labor and Industry, Annual Averages.



STRATEGIC PARTNERSHIPS

Missoula Economic Partnership serves to foster connections between the business community and our Strategic Partners. Those partners include public, private and nonprofit organizations that offer services to enhance the local economy and workforce.

www.missoulapartnership.com

Missoula Economic Partnership provides one of the most comprehensive economic development websites. Visit our website for detailed community information, sector reports and other resources.



QUESTIONS & ANSWERS

