



2016 | Volume 1



Powering Montana's Business Community

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TABLE of CONTENTS

Chamber/MBAC.....	5
Cost of Living.....	6
Income/Employment	7
Workforce	8
Education.....	9
Population	10
Demographics	11
Real Estate	12
Housing	13
Transportation	14
Tourism/Military.....	15
Business Statistics & Economic Strength	16
Helena Accolades.....	17



Dear Businesses:

We are pleased to provide your business with the first Trends Report. This publication is designed to provide businesses with information and data that can be used in your daily business decision-making.

One of the biggest challenges facing all business owners and managers is making the right decisions to grow your companies, expand your products and/or improve your services.

Using data, understanding trends, understanding the local marketplace and local demographics can be helpful to your company as you strategically plan for the future of your business.

Please take time to review the information provided. Our goal is to provide this data annually. Reach out to us and let us know if we are missing information that would be valuable to your business.

Your feedback is encouraged—send to cburwell@helenachamber.com or to bobert@mbac.biz.


Sincerely,



Cathy Burwell, Pres/CEO
Helena Area Chamber of Commerce



Brian Obert, Exec. Director
Montana Business Assistance Connection





The Helena Area Chamber of Commerce is the oldest chamber in Montana currently celebrating our 126th year . Born from the Helena Board of Trade which operated for 17

years prior to becoming a chamber makes 143 years of leading business in the Capital City. The Chamber advocates for business, and works on business issues continuously along with addressing the many needs and challenges for business. Our current focus for the 750+ business members includes workforce attraction, being the conveners of business & community leaders/ elected officials and helping to move Helena forward for a strong economy and excellent quality of life.

Mission: Promoting business, quality of life and economic development through local business alliances.



Montana Business Assistance Connection (MBAC) is a state Certified Regional Development Corporation (CRDC) and a federal Economic Development District (EDD) serving Broadwater, Lewis & Clark, and Meagher Counties. MBAC provides business

counseling, business lending and community development services which includes market and demographic research. MBAC is an organization that works from the Federal level all the way down to the local departments of government. The MBAC region is truly a vibrant and growing area that is a great place to Live-Work-Play and MBAC is proud to serve this exciting area.



Cost of Living

Cost of Living 2011-2015

	<u>OVERALL INDEX</u>	<u>FOOD</u>	<u>UTILITIES</u>	<u>OTHER</u>
2015	103.5%	110.1%	94.0%	102.0%
2014	104.0%	110.0%	94.0%	102.0%
2013	105.5%	108.92%	92.0%	103.0%
2012	106.0%	108.0%	92.0%	103.0%
2011	100.0%	108.0%	92.0%	100.0%

Based on US cost of living average of 100. Above 100 is more expensive and below 100 is less expensive than US average. *info from www.BestPlaces.net

HELENA/Lewis & Clark County: 103.5%

Overall Montana Cost of Living: 106.90%

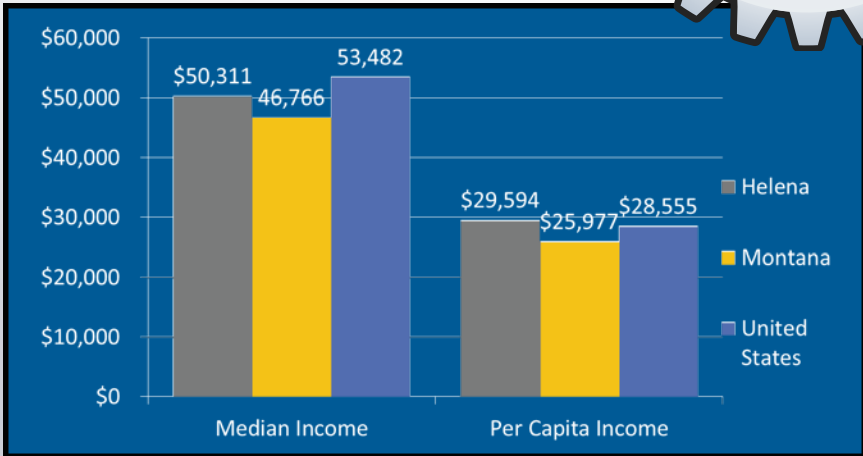
Other Counties:

Gallatin County: 114%

Jefferson County: 113%

Meagher County: 91%

Broadwater County: 101%



Sources: US Census (2008-2014), Bureau of Labor Statistics (2013) *Our Facts Your Future* (2015) NOTE: Median Wage = 1/2 are higher & 1/2 are lower, Per Capita Income = the mean money income received by every man, woman, and children over 15.

Employment by Occupation

* Data from www.ourfactsyourfuture.org

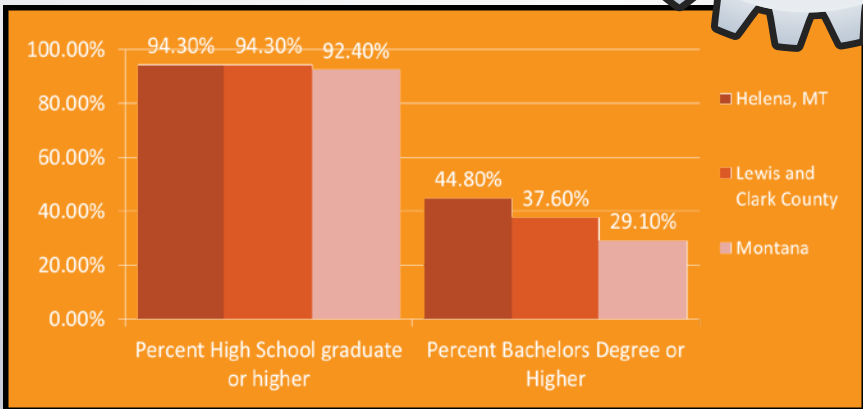
Industry	Annual Averages, 2014
Agriculture	3.1%-1,033
Construction	6.4%-2,107
Manufacturing.....	2.5%-830
Wholesale Trade.....	1.5%-507
Retail Trade	10.1%-3,356
Transportation.....	3.0%-989
Information.....	1.0%-329
Finance and Insurance, Real Estate.....	7.5%-2,488
Professional, Scientific, Management	9.3%-3,075
Education, Health Care.....	21.6%-7,151
Arts, Entertainment, Accommodations.....	9.6%-3,164
Other Services	5.1%-1,705
Public Administration	19.3%-6,387

Helena Unemployment Rate



QUICK FACTS

- 82% of Lewis & Clark County's population lives in the greater Helena Area.
- Lewis and Clark County Unemployment rate is currently at 2.8% (4/30/16).
- Helena's share of Lewis & Clark County's employment & income is close to 90%.
- As of Dec. 31, 2015 Lewis and Clark county had a total of 34,570 employed in a Labor Force of 35,566 - resulting in 996 unemployed.
- 78% of all businesses in the Helena Area have 10 or less employees.
- There are approximately 3,500 businesses in the entire Helena Valley.
- Approximately 3,000+ Jefferson Co. & 600+ Broadwater Co. workers travel to Helena to work each day.
- Historically Helena has the most stable economy of the larger cities in Montana.
- 62% of workforce is connected to state and government positions.



HIGHER EDUCATION IN HELENA



Helena College University of Montana (part of Montana's University System) is a comprehensive 2-year college that provides access to and support of lifelong educational opportunities and workforce skills .

- Staff vs. student ratio 1:15
- Tuition rates among lowest in Montana
- Diverse list of over 30 degree and certificate options plus partnerships with 4-year universities allowing completion of degrees in many fields right here in Helena.
- Averaging 1500 students
- Program/Certificate completion rates average 68%



Carroll is a private, Catholic liberal arts and pre-professional college founded in 1909. Its 63 acre campus sits in the heart of Helena's capital city and student enrollment is over 1,400 students. US News and World Report ranked Carroll as the #1 Regional

College (West) in 2016, 2015, 2014, 2013 and 2012.

- Avg. GPA, ACT & SAT Scores: 3.6, 24.8, 1607
- Academic Majors: 47
- Faculty/Student Ratio – 1:13
- 5 & 6-year Graduation Rates – 66% & 63%



Population

(Source: Montana Governor's Office of Economic Development,
svc.mt.gov/gov/siteselector)

HELENA:

Metro	2010	2015	2020
Population	34,762	35,999	37,324

30 Minute Radius

Population	61,287	64,002	66,727
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Population by County

	2010	2015	Percent Change 2010-2015
Lewis and Clark	63,395	66,418	4.80%
Gallatin	89,510	100,739	12.50%
Yellowstone	147,975	157,048	6.10%
Missoula	109,299	114,181	4.50%
Cascade	81,327	82,278	1.20%
Jefferson	11,406	11,645	2.10%
Broadwater	5,615	5,689	1.40%
Meagher	1,891	1,830	-3.20%

TOP EMPLOYERS BY FULL TIME EMPLOYEES (FTE) FTE

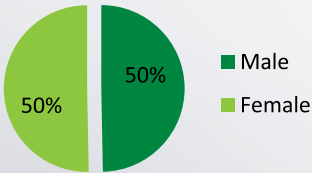
1. State of Montana (Lewis & Clark County) 6,000
2. Local Government (City, County, School District #1)..... 1,700
3. Federal Government (Lewis & Clark County) 1,650
4. St. Peter's Hospital..... 1,700
5. Blue Cross Blue Shield.....550
6. Wal-Mart435
7. VA Hospital425
8. Montana State Fund.....400
9. Albertsons/Safeway (3)340
10. Carroll College225



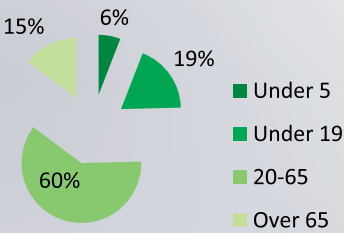
Top Employers

Demographics

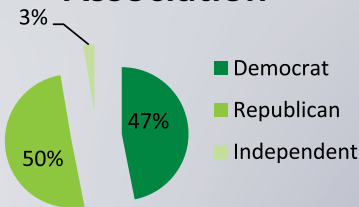
SEX



AGE



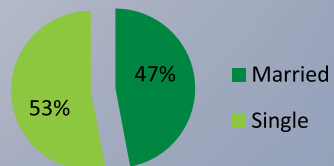
Political Association



Lewis & Clark County

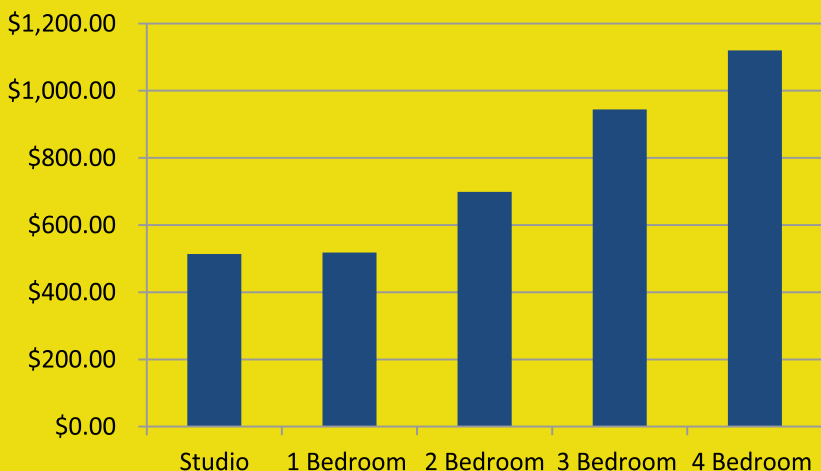


MARITAL STATUS



Real Estate

Average Rent for Home or Apartment



Source: Helena Association of Realtors, Bestplaces.net

Helena Housing Sales

Number of Homes Sold

2013	2014	2015
835	877	936

Average Home Sales Price

2013	2014	2015
\$221,894	\$229,894	\$233,868

Lewis and Clark County:

Housing Starts: (excludes Helena)

2012 - 212

2013 - 257 Up 28.9%

2014 - 203 Down 21% - Plus 48 in Helena

2015 - 182 Down 10% - Plus 62 in Helena

PLUS: 85 new multi-family dwellings in 2015 (duplexes, tri-plexes, fourplex, etc.)

RESIDENTIAL PERMITS – City of Helena

2011 211 permits = \$26.5 million

2012 195 permits = \$27.4 million

2013 215 permits = \$26.5 million

2014 205 permits = \$41.8 million

2015 301 permits = \$33.3 million

PLUS: 235 permits for septic in the valley outside city limits. (comp. to 248 in '14 and 232 in '13)

COMMERCIAL PERMITS – City of Helena

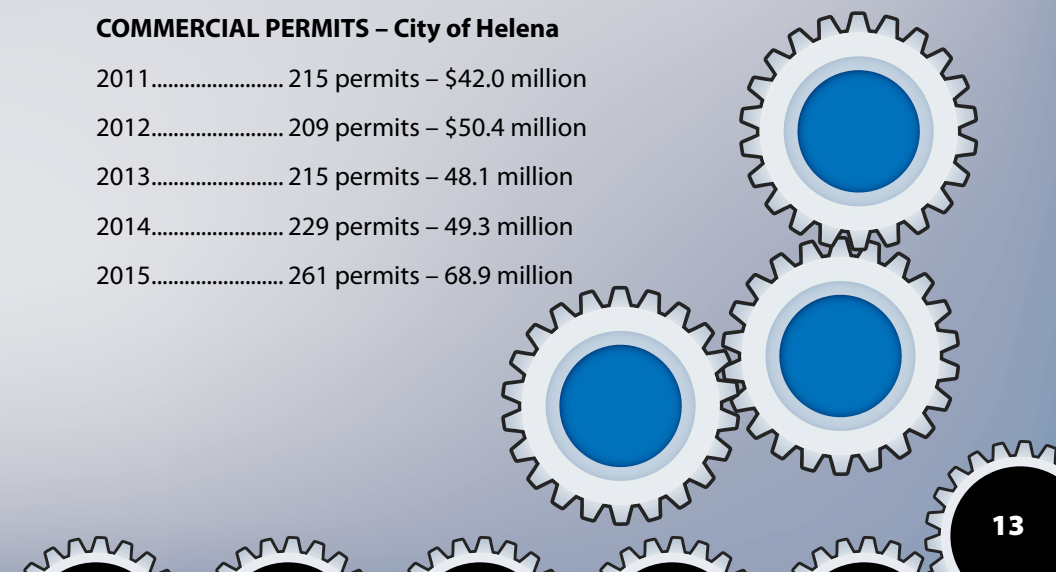
2011 215 permits – \$42.0 million

2012 209 permits – \$50.4 million

2013 215 permits – 48.1 million

2014 229 permits – 49.3 million

2015 261 permits – 68.9 million



Transportation

Sources:

Helena Airport Authority,

Bestplaces.net,

US Census Bureau 2010-2014

COMMUTE TIMES:

National Average:



25.4 Minutes

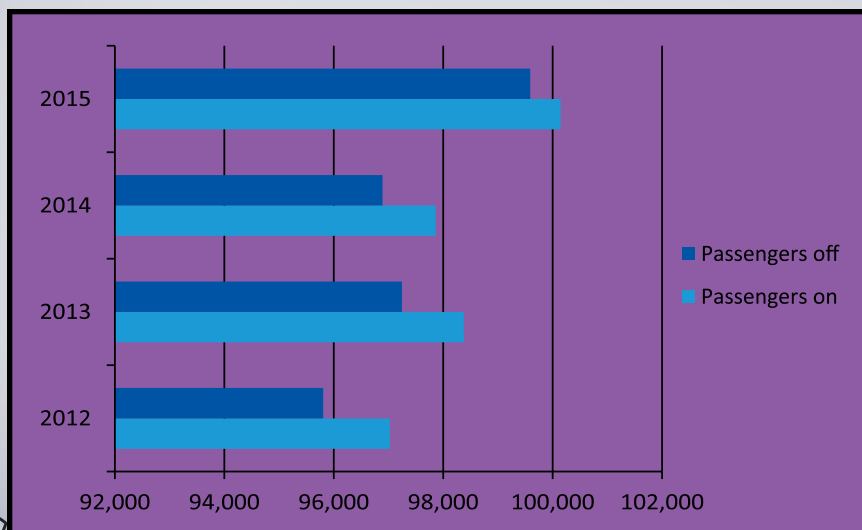
Helena Average:



13.5 Minutes



HELENA REGIONAL AREA PASSENGERS STATS





Tourism

Source: Smith Travel Research Report

2015 Helena Hotels Stats (vs. 2014 stats)

- Occupancy was up 4.8%
- Average Daily Rate was up \$1.18
- Revenue per available room – up \$3.09
- Total Revenue up \$1.75 million . (2014 was up \$1.46 million)

2015 – Best year in past five years for Helena Hotels

- 2015 was back to 61% occupancy compared to 2010
- 20% increase in number of rooms since 2010
- Average Daily Rate at an all-time high - \$92.00
- Total Revenue exceeded \$30 million for first time in 2015

2013 – Designated: Rand McNally's "Best Geocaching Destination"

2015 – Designated Silver-level Ride Center for mountain biking (Int'l Mtn. Bicycling Assoc.)

2005 – One of America's Dozen Distinctive Destinations (Nat'l Trust for Hist. Preservation)

MILITARY IMPACT

Source: Montana Dept. of Military Affairs

Number of Active Military in Helena: 1056

Army Reserve National Guard: 1006,

Army National Guard: 23

Veterans Admin: 8

Dept. of Emergency Services: 19



Military Impact

National Guard: Local Impact

- | | |
|-------------------------|-----------------------------|
| • Butte: \$4,116,717 | • Helena: \$44,006,067 |
| • Missoula: \$4,913,378 | • Great Falls: \$56,080,023 |
| • Billings: \$7,658,678 | |



Business Statistics

Metro Helena

2015

Businesses3,155

Total Employees 40,315

30 Minute Radius

Businesses3,795

Total Employees 46,108

(Source: Montana Governor's Office of Economic Development, svc.mt.gov/gov/siteselector)



Economic Strength

Source: www.policom.com

Policom Ranking for Economic Strength...

Of 577 cities across the nation under (50,000 People)

2011: Helena ranked 2nd

2012: Helena ranked 2nd

2013: Helena ranked 2nd

2014: Helena ranked 3rd

2015: Helena ranked 14th (ND oil towns)

2016: Helena ranks 8th (back in top 10)

Helena has been in the top rankings since 2010

“Economic strength is the long term tendency for an area to consistently grow in both size and quality.”



Helena Accolades



100 Best Places to Live

2016: Helena remained in the top 100 best places to live in ranked #61 of 2000 small to mid-sized cities across the nation. www.livability.com



Economic Strength

2016: Policom Report – ranked #8 of 577 micropolitan cities (under 50,000 people) in economic strength. www.policom.com



Most Millionaires Per Capita

2015 - 99th of 961 metro city areas in the U.S. most millionaires per capita with 1,878 residents with over \$1 million in assets. *Wall Street Journal*



Best Cities in Montana to Live

2014 - #1 of 10 best cities in Montana to live. www.creditdonkey.com



Largest Population within 90 minutes

2005 – Helena has the largest population within a 90-minute drive of any city in Montana (*Study done by the Mt. Office of Tourism, MT Dept. of Transportation, and MT Aeronautics Dept. (226,000 people) (note: doesn't include Missoula, 15 minutes further)*)



MONTANA - 6th in the Nation – Best Business Climate

For the second year in a row, Montana is ranked 6th in the nation for best business climate (www.taxfoundation.org). The index takes into account over one hundred variables including corporate taxes, individual income taxes, sales tax (there is none), unemployment insurances and property taxes.



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