Great Falls Trade Area Outlook
25 January 2012

Challenges

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

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
2011/2012

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

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*

Game Changers

*Make Great Falls More Competitive*
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 & 10th Avenue South Redevelopment
- Higher Education Programs
- Health Care Investment
- Great Falls Brand

Great Falls Development Authority

GreatFallsDevelopment.org