HELENA BUSINESS CLIMATE
5-YEAR TREND REPORT
From 2011 through Dec. 2015

Cathy Burwell
President/CEO
Helena Area Chamber of Commerce
(updated January, 2016)
HELENA – Your Montana Capital City!

- Historically Most Stable Economy Of The Larger Cities In Montana
- Higher Median Income Levels
- Many corporate offices located here
- 60% of workforce is connected to State government positions.
FACTS TO REMEMBER....

• 82% of L&C County’s population lives in the Greater Helena Area
• Lewis and Clark County Unemployment rate is currently at 3%
• Helena’s share of Lewis & Clark County’s employment & income is close to 90%
• As of November 2015 Lewis and Clark county had a total of 34,515 employed in a Labor Force of 35,566; resulting in 1,051 unemployed. (lower since this number....960)
Helena and Surrounding Area Trends
Policom Ranking for Economic Strength……..

Of 536 cities across the nation under (50,000 People)

2011: Helena ranked 2\textsuperscript{nd}!!!
2012: Helena ranked 2\textsuperscript{nd}!!!
2013: Helena ranked 2\textsuperscript{nd}!!!
2014: Helena ranked 3\textsuperscript{rd}!!!
2015: Helena ranked 14\textsuperscript{th} (ND oil towns....!)

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."
Employment in Helena Area...

Helena Unemployment Rate

- 2011: 5.20%
- 2012: 4.40%
- 2013: 4.50%
- 2014: 3.30%
- 2015: 3.10%
- 2016: 2.70%
Income Comparisons

Median Income:
- Helena: $50,311
- Montana: $46,766
- United States: $53,482

Per Capita Income:
- Helena: $29,594
- Montana: $25,977
- United States: $28,555
Education Rates
(Lewis and Clark County)

Percent High School graduate or higher:
- Helena, MT: 94.30%
- Lewis and Clark County: 94.30%
- Montana: 92.40%

Percent Bachelors Degree or Higher:
- Helena, MT: 44.80%
- Lewis and Clark County: 37.60%
- Montana: 29.10%
# Cost of Living Index

**Cost of Living 2011-2015**

<table>
<thead>
<tr>
<th>Year</th>
<th>Overall Index</th>
<th>Food</th>
<th>Utilities</th>
<th>Other</th>
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<tbody>
<tr>
<td>2015</td>
<td>103.50%</td>
<td>110.10%</td>
<td>94.00%</td>
<td>102.00%</td>
</tr>
<tr>
<td>2014</td>
<td>104.00%</td>
<td>110.00%</td>
<td>94.00%</td>
<td>102.00%</td>
</tr>
<tr>
<td>2013</td>
<td>105.50%</td>
<td>108.92%</td>
<td>92.00%</td>
<td>103.00%</td>
</tr>
<tr>
<td>2012</td>
<td>106.00%</td>
<td>108.00%</td>
<td>92.00%</td>
<td>103.00%</td>
</tr>
<tr>
<td>2011</td>
<td>100.00%</td>
<td>108.00%</td>
<td>92.00%</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

*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*
• 78% of all businesses in the Helena Area have 10 or less employees

• There are approx. 3500 businesses in the entire Helena Valley

• 3000+ Jefferson Co. & 600+ Broadwater Co. workers travel to Helena to work each day.
Quick Facts

52.7% of Households are Family Household

41 is the overall Median Age

56% of people over 65 are Female
CreditDonkey.com

Named **Helena #1**
of the 10 Best Cities to
Live in Montana

1. **Helena**

- Odds of Being a Victim of a Violent Crime: 1 in 226.7
- Commute Time: 13.5 Minutes
- Restaurants: 1 per 237 inhabitants
Where the Millionaires live...

*Based on 961 Metro City Areas in the U.S.

Source: Wall Street Journal
Helena: Top 100 Best Places to Live 2016

- **Livibility.com**: Ranked over 2,000 small to mid-sized *US Cities*.
- Missoula #32
- Bozeman #34
- Billings, MT #39
- **Helena** #61
Residential Permits

- RESIDENTIAL – 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)
CITY: HOME PERMIT

INFO:

• Of 301 Residential permits = 62 total new residences Single Family Dwellings (within city limits) (48 in 2014)

Home Cost Analysis:

• 15 – under $200,000.
• 23 - $200,000 - $300,000.
• 17 - $300,001 - $500,000.
• 7 - $500,001 – $1 million
Of 301 Residential permits = 85 total new multi-family Dwellings (within city limits) (31 in 2014) (duplexes, tri-plexes, four-plex, etc.)
### Average Home Sale Prices

<table>
<thead>
<tr>
<th>Year</th>
<th>Price</th>
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<tbody>
<tr>
<td>2011</td>
<td>$208,486</td>
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<tr>
<td>2012</td>
<td>$201,351</td>
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<tr>
<td>2013</td>
<td>$221,894</td>
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<tr>
<td>2014</td>
<td>$229,894</td>
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<tr>
<td>2015</td>
<td>$233,868</td>
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</tbody>
</table>

*936 Units Sold in 2015 - Ave D.O.M. - 122
Housing Starts

Lewis and Clark County:

Housing Starts: (excludes Helena)

2012 - 212
2013 - 257 - Up 28.9%
2014 - 203 - Down 21%
2015 - 182 - Down 10%

FROM: Mt. Building Industry Association
Commercial Building permits in the City

- 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
Projects finished in 2015

- Boeing Helena Expansion – 10.7 million (part of a 35 million project)
- Payne West Insurance – 2.8 million
- Sherwin Williams – ¾ million
- Montana Eyecare – 2.37 million
- Ron’s Place (WestMont) 865,000
- YWCA – Renov. 1.64 million
More completed in 2015

- **Hobby Lobby** – 4 million
- **Mattress Firm** – \(\frac{3}{4}\) million
- **Christopher & Banks** – \(\frac{1}{2}\) million
- **Gold Leaf Physical Therapy** just under 1 mill.
- **Pure View (Co. Clinic)** 1-2 million
Projects STARTED in 2015

Remington Apts. - 216 Units - McHugh Dr. - 20.3 million

Carroll College Hunthausen Activity Center - large project (permits so far are at 7+ million incl. pool demo)
Large Projects Started in 2015:

Blue Cross Blue Shield – 100,000 sq. ft. building – Permits so far – mostly the foundation, 3 million.

DNRC (former Dept. of Corrections building) on 11th w/parking garage
Approx. 10.25 million
MORE 2014 Starts:

PREFERRED AUTO AND RV – new office/shop – ½ million

4 New Assisted Living Facilities
(McHugh, Green Meadow, Saddle, South Interchange) (Renaissance – just under 1 million - done), Imperial - Ptarmigan – 22 million (28 bed)
Coming Large Projects

Robert Peccia & Assoc. (So. Interchange) – planning a new office building
Placer Motors – new shop 2 million
Guardian Apts (Logan St.) 2.24 million
Starbucks – Last Chance – just under 1 million
Town Pump/Lucky Lil’s – 1.6 mill
Pioneer Aerospace Expansion
Average Commute Time
13.5 Minutes

Total Flight Passengers
Out of HLN Airport

2015: 199,384
2014: 194,159
2013: 193,704
2012: 191,808

Transportation

Commute Mode
- Auto Alone: 73.8%
- Carpool: 10.1%
- Work at Home: 4.2%
- Walk: 8%
- Bike/other means: 3.2%
- Mass Transit: 0.8%
Helena Regional Airport Update

- **Passenger Traffic**
- Up 3% from 2014
- Flights are Full
- Exploring Efforts to Explore Increased Services
Helena Regional Airport Update

• **Other Projects**
  • Long-Term Parking Improvements
  • Airport Master Plan Update
  • National Guard Airport Facility
  • Pioneer Aero-structures Continues to Expand
  • Rocky Mountain Emergency Services Training Center – Most Successful Year
Helena Regional Airport Update

- **Future Projects**
- 7 Year Capital Improvement Program (2016-2022) 23 Million Dollar Project
- Terminal Expansion -
- Main Runway Re-Construction
- Replacement of Pavement on Airfield Infrastructure
MT Dept. of Military Affairs
Economic Impact

National Guard: Local Impact
• Butte: $4,116,717
• Missoula: $4,913,378
• Billings: $7,658,678
• Helena: $44,006,067
• Great Falls: $56,080,023
Department of Military Affairs Personnel Totals

- Helena (1056)

<table>
<thead>
<tr>
<th>Army Reserve National Guard</th>
<th>Army National Guard</th>
<th>Veterans Administration</th>
<th>Department of Emergency Services</th>
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<tbody>
<tr>
<td>1,006</td>
<td>23</td>
<td>8</td>
<td>19</td>
</tr>
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</table>
Veterans Affairs

• Provides statewide support to approx. 101,000 Veterans and 160,000 family members who access earned Veterans Federal & State entitlements and benefits
• $107 of Federal VA money goes to MT Vets for every $1 of State General Fund & Special Revenue Investments
• Helena’s Service Office brings in $12,632,121 of Veteran Income.
MT National Guard
Construction and Sustainability

• Positive Impact on Business and Communities

• FY 2015:

• $38M Helena Airport Aviation Readiness Center.

• $5M 120 AW terminal, engine shop, hanger, CP
TOURISM – Helena Hotels – 2015

- Occupancy was up 4.8%
- Average Daily Rate was up $1.18
- Revenue per available room – up $3.09 (Rev PAR)
- Revenue up $1.75 million compared to being up $1.46 million in 2014
MORE TOURISM - 2015

2015

BEST YEAR IN PAST 5 YEARS

• Back to 79% occupancy compared to 2010. PLUS we’ve had a 20% increase in number of rooms in those 5 years.
• ALSO ADR all-time high - $92.00.
• Total Revenue exceeded $30 million for the first time.
CHAMBER REQUESTS

Relocation Packets
- 2000+ last year

Tourist Packets
- Distribute over 20,000 per year
- + additional 10,000 guides and 20,000 maps!
CREDITS.....

• City of Helena
• Helena Airport Authority
• City-Data.com
• www.policom.com
• Ourfactsyourfuture.org
• Montana Building Industry Assoc.
• MT National Guard - Department of Military Affairs
• Helena Area Chamber of Commerce & Convention & Visitor Bureau

* L & C County
* Helena Association of Realtors
* US Census 2000
* Smith Travel and Research
* Bestplaces.net

THANKS TO MARGARET HENNEN - Helena Chamber for her help with this presentation!
The Helena Area Chamber of Commerce

YOUR BUSINESS ADVOCATE