HELENA BUSINESS CLIMATE
5-YEAR TREND REPORT
From 2014 through Dec. 2018

Cathy Burwell, President/CEO
(updated January, 2019)
Policom Ranking for Economic Strength......

Of 550 cities across the nation under (50,000 People)

2012 - 2013: Helena ranked 2nd!!!
2014: Helena ranked 3rd!!!
2015: Helena ranked 14th (ND oil towns....!)
2016: Helena ranks 8th (back in top 10)
2017 - 38th
2018 - 54th
2019 - 49th

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...
Income Comparisons

- **Helena**: 
  - Median Income: $54,611
  - Per Capita Income: $29,829

- **Montana**: 
  - Median Income: $48,380
  - Per Capita Income: $27,308

- **United States**: 
  - Median Income: $55,322
  - Per Capita Income: $35,278
**Cost of Living Index**

*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](http://www.BestPlaces.net)  BOZEMAN 127.3%,
78% of all businesses in the Helena Area have 10 or less employees.

There are approx. 3800 businesses in the entire Helena Valley.

3000+ Jefferson Co. & 600+ Broadwater Co. workers travel to Helena each day.
Creditdonkey.com

Named Helena #1 of the 10 Best Cities to Live in Montana 2017

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...

Rank

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

- Helena: 99
- Billings: 312
- Missoula: 500
- Bozeman: 526
- Butte: 595
- Kalispell: 616
- Great Falls: 641

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 59
- Bozeman #34
- Billings, MT #39
- Helena #61
Helena is #7 on the list

- 3.5 Doctors’ Offices per 1000 people
- 2.2 Recreation Centers per 1000 people
- 18.3% Seniors of population
- Best Place to Retire Index - 35.52
RESIDENTIAL - City of Helena

2013 - 215 permits = $26.5 million
2014 - 205 permits = $41.8 million
2015 - 301 permits = $33.3 million
2016 - 217 permits = $94.8 million
2017 - 232 permits = $28.9 million
2018 - 364 permits = $43.65 million

PLUS 200+ permits for septic in the valley outside city limits
Of 364 Residential permits = 52 total new residences Single Family Dwellings (within city limits)

Home Cost Analysis:
- 5 - under $200,000.
- 27 - $200,000 - $300,000.
- 14 - $300,001 - $500,000.
- 6 - $500,001 - $1 million
• Of 364 Residential permits = 33 total new **multi-family** Dwellings (within city limits) (duplexes, tri-plexes, four-plex, etc.)
Average Home Sale Prices

*966 Units Sold in 2018  
Ave D.O.M. - 98 days  
Median $269,900.

2011: $208,486
2012: $201,351
2013: $221,894
2014: $229,894
2015: $233,868
2016: $256,331
2017: $269,385
2018: $285,743
Lewis and Clark County: Housing Starts:

2013 - 257
2014 - 203
2015 - 182
2016 - 212
2017 - 180
2018 - 183

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

- 2014 - 229 permits - 49.3 million
- 2015 - 261 permits - 68.9 million
- 2016 - 217 permits - 67.2 million
- 2017 - 196 permits - 47.1 million
- 2018 - 169 permits - 99.4 million
Larger projects permitted in 2017 - completed in 2018

- Sofi remodel - 1.5 mill
- Bill Roberts Golf Course (Munie’s/clubhouse) - 1.5 mill
- US Customs - 1.4 mill
- Home 2 Suites Hotel
Larger Projects permitted in 2018:

- Winco - 8.5 million
- Airport Terminal Expansion - 8.3 million
- Mtn. View Co-op - 2.9 million
- Town Pump Car Wash - 1.9 million
- Mt. Lil’s (Prospect) - 1.7 million
- Lucky Lil’s (Prospect) - 1.4 million
- GSA (National) - 1.5 million
- Sears - 1.4 million
More larger projects 2018

1. Schools, Schools, Schools - Bryant, Central, Jim Darcy plus the new Elementary in E. Helena (and a H.S. to follow)
2. Highwood Creek Outfitters Shooting Range - 1.1 mill
3. Burger King (Euclid) - 1.3 mill
4. Target Remodel - 1.1 mill
5. Diamond Const./Bjerke Architects - 1.3 mill
Large Projects Coming

- Airport - terminal building expansion and more
- Tear-down/rebuild at mall site
- K-Mart property development
- Further development at Trinity Center
Transportation

Commute Mode
- Auto Alone: 74%
- Carpool: 10%
- Mass Transit: 1%
- Bike/other means: 2.71%
- Walk: 7.9%
- Work at Home: 4%

Average Commute Time: 13.5 Minutes

Total Flight Passengers In & Out of HLN Airport

<table>
<thead>
<tr>
<th>Year</th>
<th>Passengers</th>
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<tr>
<td>2018</td>
<td>233,651</td>
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<tr>
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<td>209,488</td>
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<td>2015</td>
<td>199,384</td>
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<tr>
<td>2014</td>
<td>194,159</td>
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Total Flight Passengers: 1,033,176
Helena Regional Airport Update

- **Passenger Traffic**
- Up 11% from 2017 (over 233651 on/off) Gained 30,638 seats
- Flights are Full - over 90%
- Increased Services - Delta bigger planes (50 seat to 76 seat)
- Added United 2nd flight to Denver in July (Peak 76 seater)
Future Projects

7 Year Capital Improvement Program

63 Million Dollar in Projects

- Terminal Expansion
- Main Runway Re-Construction
- Replacement of Pavement on Airfield Infrastructure
- Fire Training Center (3 Mill)
- De-Icing facility
TOURISM – Helena Hotels – 2018

- Occupancy was 58.9% - down 4.6% (non-leg. Year)
- Average Daily Rate was $97.45 up $1.81 or 1.9%
- Revenue per available room – $57.44 – down $1.68 or 2.8% (Rev PAR)
- Total Revenue up to $33,771,618 – up $282,581 or .8%

(added 95 rooms with Home 2 Suites in March)

Smith Travel Research Report
Relocation Packets

- 2000+ last year

Tourist Packets

- Distribute over 25,000 per year
- plus 10,000 maps!
CREDITS.....

- City of Helena * L & C County
- Helena Airport Authority
- City-Data.com * US Census 2000
- www.policom.com * Smith Travel and Research
- Ourfactsyourfuture.org * Bestplaces.net
- Montana Building Industry Assoc.
- Helena Association of Realtors
- Helena Area Chamber of Commerce & Convention & Visitor Bureau

THANKS to my staff for their help with this presentation!
The Helena Area Chamber of Commerce

YOUR BUSINESS ADVOCATE