HELENA BUSINESS
CLIMATE
5-YEAR TRENDS REPORT
From 2016 through Dec. 2020

Cathy Burwell, President/CEO
(updated January, 2021)
Historically Most Stable Economy Of The Larger Cities In Montana

Higher Median Income Levels

60% of workforce is connected to State government positions.
MORE FACTS TO REMEMBER....

82% of L&C County’s population lives in the Greater Helena Area

Helena’s share of Lewis & Clark County’s employment & income is close to 90%

As of Dec. 2020 Lewis and Clark county had a total of 35,277 in our Labor Force up 681 from 2019; We have 33,865 currently employed resulting in 4% (Dec. 31) unemployment or approx. 1412 unemployed.
Helena and Surrounding Area Trends
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
2020 - 24th
2021 - 40th

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

Helena has been in the top rankings since 2010
Employment in Helena Area...

Covid brought an all-time high of 10.7% UE rate in April 2020
Income Comparisons

- Helena Median Income: $54,611
- Montana Median Income: $55,322
- United States Median Income: $35,278
- Helena Per Capita Income: $27,308
- Montana Per Capita Income: $29,829
- United States Per Capita Income: $48,380

Median Household Income: $66,075.00
### 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 118.5%,  
Montana Overall - 94%
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.
RESIDENTIAL - City of Helena

- 2015 - 301 permits = $33.3 million
- 2016 - 217 permits = $94.8 million
- 2017 - 232 permits = $28.9 million
- 2018 - 364 permits = $43.65 million
- 2019 - 316 permits = $42.3 million
- 2020 - 247 permits = $22.5 million

HOUSING STARTS (2020) IN CITY OF HELENA:
39

PLUS 260 permits for new septic systems in the valley outside city limits (L&C County)
Of the Residential permits = _39_ total new residences Single Family Dwellings (within city limits)

83 new **multi-family** Dwellings (within city limits)(duplexes, tri-plexes, four-plex, etc.)Nearly double the 2019 amount)
Average Home Sale Prices

- 2015: $233,868
- 2016: $256,331
- 2017: $269,385
- 2018: $283,190
- 2019: $301,411
- 2020: $352,234

*1,050* homes sold in 2020 - Ave D.O.M. - 10 (comp. to 53 in ‘19)
<table>
<thead>
<tr>
<th>Year</th>
<th>Starts</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>257</td>
<td>Up 28.9%</td>
</tr>
<tr>
<td>2014</td>
<td>203</td>
<td>Down 21%</td>
</tr>
<tr>
<td>2015</td>
<td>182</td>
<td>Down 10%</td>
</tr>
<tr>
<td>2016</td>
<td>212</td>
<td>Up 16.5%</td>
</tr>
<tr>
<td>2017</td>
<td>225</td>
<td>Up 6.1%</td>
</tr>
<tr>
<td>2018</td>
<td>183</td>
<td>Down</td>
</tr>
<tr>
<td>2019</td>
<td>208</td>
<td>Up 13.5% (note down 23% over 2013)</td>
</tr>
<tr>
<td>2020</td>
<td>260</td>
<td>Up 28% (and now up to 2013 builds) (plus 39 in town)</td>
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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
- 2019 - 156 permits - 46.2 million
- 2020 - 146 permits - 51.8 million
Larger Projects permitted in 2019 completed in 2020:

- **E. Helena High School** - 29.5 million
- **Helena Regional Airport Terminal** - 11 Million
- **L&C County Jail** - Demolition and build/remodel - 8.8 million
- **St. Peters Health** - Operating Room Reno, Parking lot, and Pharmacy renos - 7.41 Million
- **Farmers State Bank** - New Bank - 5.23 million
- **Lewis and Clark Library** - 4.5 million
More permitted in 2019 for 2020

- **U=Haul project** at K-Mart - 1.29 Million
- **High Country Outfitters Rifle Range** - $900,000+
- **Heidi’s Casino** - $950,000
- **Salvation Army** - $845,000
Notable Projects Coming:

Montana Historical Society History Museum - approx. 40 million

Greenway bike path between E. Helena and Montana City - 3.2 million (ASARCO funds through Prickly Pear Land Trust)
Projects Coming and possible....

• **Flying Giant Adventure Zone** 15,000 sq. ft. *(just opened today)*
• Projects at the **mall site**..........
  • Benefis Medical Building
  • Starbucks
  • Stockman Bank
• **New Benefis Clinic (IHOP building)**
### Transportation

#### Commute Mode
- **Auto Alone**: 73.3%
- **Carpool**: 9.4%
- **Mass Transit**: 0.7%
- **Bike/other means**: 2.3%
- **Walk**: 8.5%
- **Work at Home**: 5.4%

### Total Flight Passengers In & Out of HLN Airport

<table>
<thead>
<tr>
<th>Year</th>
<th>Passengers</th>
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<tbody>
<tr>
<td>2020</td>
<td>92019</td>
</tr>
<tr>
<td>2019</td>
<td>238,000</td>
</tr>
<tr>
<td>2018</td>
<td>214,649</td>
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<tr>
<td>2017</td>
<td>209,488</td>
</tr>
<tr>
<td>2016</td>
<td>207,500</td>
</tr>
<tr>
<td>2015</td>
<td>199,384</td>
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<tr>
<td>2014</td>
<td>194,159</td>
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Helena Regional Airport Update

- **Passenger Traffic**
- Down 61% (covid) from 2019 (92,019 passengers - on and off)
- Nationally - ave. was down 79%
- New Terminal building completed.

**Working to get direct flight to Phoenix on American Airlines**
TOURISM – Helena Hotels – 2020

- Occupancy was down 37%
- Average Daily Rate was down 10% $88.26
- Total Revenue down 43% to $19.7 Million after being over $36 Million in 2019—(Highest ever)

Smith Travel Research Report
Business Survey Notables:
When asked “how was your business impacted negatively by the pandemic?”

* 48.6% noted that mandates by L&C Health Dept. impacted their bottom-line.
* 49% noted that schools not being open 5 days a week + lack of daycares had great impact.
* 41% said their supply chains were interrupted.
* 29% had to decrease their staff.
* 32% lost productivity due to staff contracting Covid-19.
Business Survey Notables:
*During Covid-19 in 2020 - their business:*

- 76% received PPP Funds
- 19% received EIDL Funds
- 30% received stimulus funds from the State
- 14% did not qualify for pandemic funding
- 8% got private funding
- 13.5% had a good year w/o assistance
THANKS TO MY STAFF for their help with this presentation!
The
Helena Area
Chamber of Commerce

YOUR BUSINESS ADVOCATE