



2020 Business Development Plan

Adopted 2/7/20

Business development efforts fill the pipeline of clients with high priority leads for economic growth across the Golden Triangle. Results Matter. Each year we update our Business Development Plan so that we best utilize our limited time and cash resources to generate high priority leads, projects, and results.

Our first focus is always on adding value to our active high priority client pipeline, fulfilling commitments, earning a high client satisfaction rating, and making things happen that otherwise would not. We do not take credit for client achievements, rather we rely on clients to assess the value we bring to make their success possible.

GFDA is a regional public/private economic development partnership. Partnerships are key to our success and to our ability to bring value to our clients. Maintaining, strengthening and expanding our partnership network is an important part of our business development efforts.

Market Research

- Utilize organization membership/affiliations to build relationships, referral sources, and gain access to member databases.
- Attend three industry (same three events as under relationship building) events to strengthen relationships with clients, targets, identify new targets, track market conditions, and identify new targets.
- Monitor and subscribe targeted industry publications and online media.
- Identify developers and businesses in other communities that we want in the Great Falls region, new target.

Media and Communications

Use content across platforms including our website, media stories, eblasts, and advertising.

- Use earned media (stories and articles) to celebrate client successes, build awareness of available tools/services, and generate new leads from in and out of market sources.
- Continue to build relationship with print, TV, online, and radio news media.
- Continuous communication with stakeholders: weekly Top Ten, quarter index, primary sector growth highlights, and quarterly investor letter.
- Purchase Small Business Administration (SBA) Resource Guide back-cover 504 ad.

Digital Presence

- Engage team, clients, and partners to create and distribute compelling, useful content for target audiences to generate high value leads.
- Grow the Top Ten distribution by implementing a campaign including digital and traditional media/advertising.
- Grow our targeted eblast lists for wider distribution and continue to send out regular eblasts.

- Update and continue to build upon the website and social media sites.
- Generate leads by featuring our digital tools: Size Up, Live Plan, GIS Planning, Growth Wheel, and Jobs EQ.
- Sponsor MATR.net and TheElectricGF.com websites.
- Amplify digital content through Social Toaster and by engaging investors and partners via ongoing implementation of the Great Falls Champions initiative.

GFDA Events

These events are hosted for the purpose of generating high priority leads:

- Ignite 2020
- The Fire Within
- Invest Downtown (replaces Downtown Showcase)
- Great Falls Montana FDI Celebration
- Golden Triangle Pitch Nights
- Monthly Development Coffees
- Announcements, groundbreaking, and grand opening events in partnership with clients.

Use GFDA trainings, roundtables and meetings to generate additional high priority leads.

Relationship Building

Activities to build relationships with existing businesses, targets, and referral sources.

- Conduct 150 business retention and expansion visits with existing businesses focusing on primary sector companies across Golden Triangle.
- Identify, meet, and establish on-going relevant communications with targets in our strategic sectors.
- Identify and build relationships with developers, property owners, and primary sector businesses located in the Downtown Master Plan District.
- Identify and bring to our market targeted developers and businesses.
- Attend three site selector events.
- Attend three targeted industry events.
- Exhibit at Select USA in Washington DC.
- Build relationships with Trans-Atlantic Business Investment Council (TBIC) and US Commercial Service agents to cultivate foreign direct investment.
- Partner with other Montana Economic Development Organizations (EDOs) to host site selector lunches in cities with large site selector presence (i.e. Atlanta, Dallas, etc.).
- Conduct four business development trips to meet with target companies, site selectors, referral sources, and also when appropriate existing business headquarters.
- Conduct pulse processing specific business development trips paid for by a grant from the Montana Pulse Committee.
- Strengthen relationship with Lethbridge Economic Development for cross-border partnership.

Additional Strategic Priorities

River Corridor – increase number of businesses on and along the Missouri River.

- Hold Missouri River Business Pitch Fest for entrepreneurs and coaches to discuss business ideas.

AgriTech Park – increase lot sales and capital investment.

- Engage a consultant to aid us in developing the AgriTech Park by analyzing opportunities with transload and distribution facilities.
- Continue to engage with Loopnet and OppSites to market lots.
- Signage in the AgriTech Park.

Digital/IT Industries

- Assess Digital/IT Economy to identify current reality and potential opportunities.

Memberships, Partnerships, and Alliances

Maintain memberships, partnerships, and alliances in targeted trade organizations and clubs, utilizing membership as market research, referral development, and lead generation.

Trade Area

- Downtown Great Falls Association
- Downtown Business Improvement District
- Great Falls Area Chamber of Commerce and Military Affairs Committee
- Great Falls Rotary Club
- Meadowlark Country Club
- Rural Chambers of Commerce across Golden Triangle
- Downtown Development Partnership
- Great Falls Chamber GTF Air Service
- Great Falls Tourism
- Montana Defense Alliance
- Montana Manufacturing Extension Center (MMEC)

Montana

- Montana Bankers Association
- Montana Chamber of Commerce and Manufacturing Council
- Montana Farm Bureau Federation
- Montana Farmers Union
- Montana Grain Growers Association
- Montana Organics Association
- Montana Petroleum Association
- Montana Renewable Energy Association
- Montana Stock Growers Association

Target Industries

- American Association of Cereal Chemists (AACC)
- American Oil Chemists Society (AOCS)
- CompTIA Information Technology (IT) Industry and Association
- CoreNet Global
- Institute of Food Technologists (IFT)
- International Council of Shopping Centers (ICSC)
- Northern Pulse Growers Association