

Vision: Hungry to grow the Great Falls region

Mission: Grow and diversify Great Falls regional economy.
 Create higher wage career opportunities.
 Improve market competitiveness.

Value Proposition: Leadership and resources to make things happen that otherwise would not.

Strategic Directions

Business Startup, Retention & Expansion

Work with companies & entrepreneurs throughout our trade area to support business retention, expansion & new business startups.

Downtown & Riverfront Redevelopment

Attract real estate & business investment in downtown Great Falls & the urban river corridor.

Business Attraction

Seek new, diversified business investment through market-based, targeted business attraction efforts.

Manufacturing Partnership

Work to expand & diversify targeted manufacturing industry clusters.

Workforce

Work with partners to develop workforce skills & attract more talent.

Great Falls AgriTech Park

Develop & market shovel-ready, competitive heavy industrial sites to support business retention, expansion, startups & attraction.

Commercial & Housing Development

Work with & attract real estate developers & retailers to invest in renovations, new construction, & new businesses.

Priorities

Higher Wage Primary Sector Job Creation

One new or expanded large employer.

AgriTech Park

One new capital-intensive park tenant.

Talent Attraction

Launch relocation marketing effort.

River Corridor

New private investment in development and businesses along Great Falls Missouri River corridor.

Digital Marketing

Enhanced web sites and digital content marketing.

Digital/IT Industries

Assess opportunities to grow digital and information technology industries in the region.

Investment

Increase local investment in GFDA's economic development efforts.

Strategic Sectors

Food/Agriculture/BioScience
 Business Services
 Regional Retail/Services

Energy
 Tourism
 Logistics

Advanced Manufacturing
 Defense
 Healthcare

Key Operations

Community Development Finance Institution (CDFI)

Provide gap and bridge financing for entrepreneurs, businesses, developers and non-profits in our trade area. Facilitate access to additional sources of capital and tax incentives. Priority to grow our capital base to \$15 million.

Community Development Corporation (CDC)

Provide SBA 504 loans state-wide. Priority to grow our portfolio to \$25 million.

Small Business Development Center (SBDC)

Provide coaching, training and technical assistance to entrepreneurs and businesses in our trade area. Priority to increase resources/revenue to enhance value to more clients.

Food & Ag Development Center

Grow and diversify food, agriculture, bioscience, and renewable energy industries in our trade area. Priority to increase agricultural production and value-added processing within region.

Procurement Technical Assistance Center (PTAC)

Provide coaching and training on government contracting to businesses in our trade area. Priority to increase resources/revenue to enhance value to more clients.

Brownfield Redevelopment

Provide environmental assessments and cleanup financing to businesses, developers and non-profits in our trade area. Priority to increase redevelopment of Great Falls downtown and riverfront properties.

Partnerships

Be a catalyst and leader for creation and strengthening of key community partnerships, including Downtown Development Partnership, Great Falls Tourism, and Montana Defense Alliance.

Strategic Planning Principles

- » Benefit regional 13-county Great Falls trade area.
- » Build on existing assets. Address weaknesses.
- » Be driven by market threats and opportunities.
- » Focus on maximum ROI for our investors.
- » Balance mission impact and organizational health.

Values

- » Integrity
- » Collaboration
- » Performance
- » Tenacity
- » Transparency
- » Fiscal Prudence
- » Communication
- » Continuous Improvement

Key Metrics

- 1) Documented investment, job creation, wages and benefits, revenue growth, business starts, and real estate successes of our clients.
- 2) Our clients' and partners' evaluation of the value we bring to their success.
- 3) Key economic indicators of Great Falls MSA

Benchmark MSA's

- » Billings, MT
- » Coeur d'Alene, ID
- » Idaho Falls, ID
- » Rapid City, SD
- » Bismarck, ND
- » Grand Forks, ND
- » Logan, UT
- » Yakima, WA
- » Casper, WY
- » Grand Junction, CO
- » Missoula, MT