



Great Falls Development Authority *New Initiatives*

September 2019

We are undertaking five new initiatives to boost regional economic development efforts to generate more impact and address issues of priority to our investors. We need to raise an additional \$110,000/year to support these efforts.

Talent Attraction

We are creating a full time Talent Attraction Director position to undertake a digital marketing effort to **attract workforce to relocate to Great Falls**. This effort will complement the Livability Media project we started last fiscal year. The digital marketing effort will tie closely with efforts by Great Falls Tourism and the Great Falls Area Chamber of Commerce. This will be a targeted multi-year marketing campaign developed from what we have learned has worked for other communities across the country.

Business Development Expansion

We are expanding our business development team by another full-time person so that we can dedicate more time to digital marketing to **attract business investment** to the Great Falls region, and to invest more time in **existing business retention and expansion**.

Small Business Development Center (SBDC) – Rural Expansion

We are creating a full time Rural Business Coach to support more **entrepreneurial startups and business expansions** in rural Cascade, Fergus, Glacier, Judith Basin, Pondera, Teton and Toole counties. The Montana Department of Commerce is providing 62% of the costs of the new position.

Downtown Business Development

We are creating a full time Downtown Business Development Director to increase efforts to **attract new business and real estate development investment in downtown** Great Falls. The Director will also work to help existing downtown businesses to expand. This effort is being undertaken as part of the Downtown Development Partnership. The downtown Business Improvement District is providing 50% of the costs of the new position.

Procurement Technical Extension Center (PTAC) Expansion

We are expanding our government contracting technical assistance team by 0.5 FTE. This will allow us to double our efforts to help existing businesses throughout the Golden Triangle to **identify and compete for government contracts**. The Defense Logistics Agency, through Big Sky EDA, is providing 62% of the costs of the new half-time position.