



# TRENDS REPORT

2017 | Volume 2



# Powering Montana's Business Community

At NorthWestern Energy, we're proud of our longstanding role in fulfilling the growing energy demands of Montana's businesses, and we're always glad to lend our support to new ventures, expansions and energy efficiency measures. To find out how NorthWestern Energy can assist your small business, visit our website or call us at (888) 467-2669.

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**Energy**  
*Delivering a Bright Future*

We create solutions that build better communities



Helena Regional Airport



Carroll College - Hunthausen Activities Center



Helena DNRC Building



Systems Leadership Team

## *Caring* for our *Communities*

We value our community and  
are honored to support  
youth education, civics, athletics  
and non-profits

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Dear Businesses:

We are pleased to provide your business with the second edition of the *Trends Report*. This publication is designed to provide businesses with information and data that can be used in your daily business decision-making.

One of the biggest challenges facing all business owners and managers is making the right decisions to grow your companies, expand your products and/or improve your services.

Using data, understanding trends, understanding the local marketplace and local demographics can be helpful to your company as you strategically plan for the future of your business.

Please take time to review the information provided. Our goal is to provide this data annually. Reach out to us and let us know if we are missing information that would be valuable to your business.

Your feedback is encouraged—send to [cburwell@helenachamber.com](mailto:cburwell@helenachamber.com) or to [bobert@mbac.biz](mailto:bobert@mbac.biz).

Sincerely,



Cathy Burwell, Pres/CEO  
Helena Area Chamber of Commerce



Brian Obert, Exec. Director  
Montana Business Assistance Connection



The Helena Area Chamber of Commerce is the oldest chamber in Montana currently celebrating our 127<sup>th</sup> year. Born from the Helena Board of Trade which operated for 17 years prior to becoming a chamber makes

144 years of leading business in the Capital City. The Chamber advocates for business, and works on business issues continuously along with addressing the many needs and challenges for business. Our current focus for the 750+ business members includes workforce attraction, being the conveners of business & community leaders/elected officials and helping to move Helena forward for a strong economy and excellent quality of life.

*Mission: Promoting business, quality of life and economic development through local business alliances.*



MBAC is a state Certified Regional Development Corporation (CRDC) and a federal Economic Development District (EDD) for Broadwater, Lewis & Clark, and Meagher Counties. MBAC provides business counseling, business lending and community development including market and

demographic research. MBAC's loan portfolio includes (12) different revolving loan funds that help to serve businesses with startup capital or business expansion. Through the Community Development functions, MBAC provides grant writing and research capabilities that can fund business development, infrastructure development or improvements, and workforce training initiatives. Overall, MBAC is an organization that works from the Federal level, all the way down to local departments of government. The MBAC region is truly a vibrant and growing area this is a great place to live, work, play, and MBAC is proud to serve this area.

### **Montana is Business-Friendly**

For the second year in a row, Montana is ranked 6<sup>th</sup> in the nation for best business climate ([www.taxfoundation.org](http://www.taxfoundation.org)). The index takes into account over one hundred variables including corporate taxes, individual income taxes, sales tax (there is none), unemployment insurances and property taxes. Helena remained in the top 100 best places to live in small to mid-sized cities across the nation ([www.livability.com](http://www.livability.com)).



# COST OF LIVING

## Cost of Living 2011-2016

	<u>OVERALL INDEX</u>	<u>FOOD</u>	<u>UTILITIES</u>	<u>OTHER</u>
2016 .....	105.0%	101.4%	93.0%	104.0%
2015 .....	103.5%	110.1%	94.0%	102.0%
2014 .....	104.0%	110.0%	94.0%	102.0%
2013 .....	105.5%	108.92%	92.0%	103.0%
2012 .....	106.0%	108.0%	92.0%	103.0%
2011 .....	100.0%	108.0%	92.0%	100.0%

*Based on US cost of living average of 100. Above 100 is more expensive and below 100 is less expensive than US average. (Source: [www.BestPlaces.net](http://www.BestPlaces.net))*

**Overall Helena/Lewis & Clark County: 105.0%**

**Overall Montana Cost of Living: 102.80%**

Other Counties:

Gallatin County: 118.0%

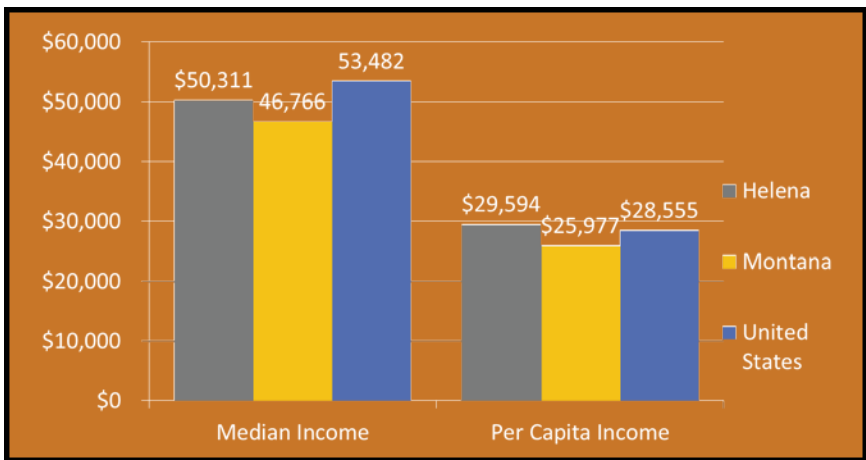
Jefferson County: 110.7%

Meagher County: 92.9%

Broadwater County: 102.6%



# INCOME & EMPLOYMENT



Sources: US Census (2008-2014), Bureau of Labor Statistics (2013) Our Facts Your Future (2015) NOTE: Median Wage = 1/2 are higher & 1/2 are lower, Per Capita Income = the mean money income received by every man, woman, and children over 15.

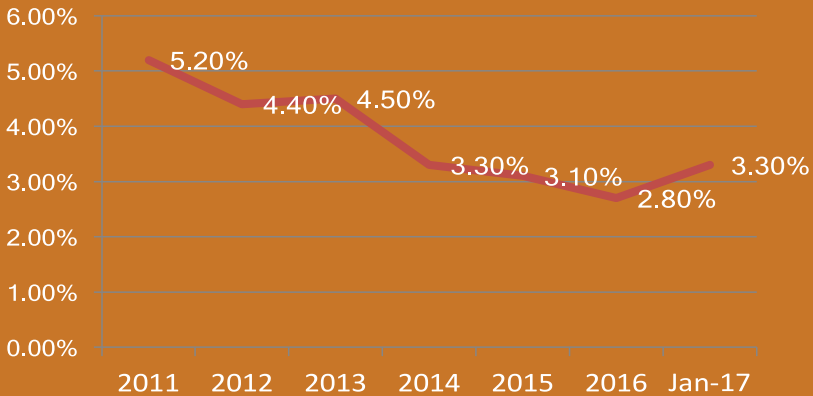
## Employment by Occupation

(Source: [www.ourfactsyourfuture.org](http://www.ourfactsyourfuture.org))

Industry	Annual Averages, 2016	
Agriculture .....	3.1%	1,033
Construction .....	6.4%	2,107
Manufacturing.....	2.5%	830
Wholesale Trade.....	1.5%	507
Retail Trade .....	10.1%	3,356
Transportation.....	3.0%	989
Information.....	1.0%	329
Finance and Insurance, Real Estate.....	7.5%	2,488
Professional, Scientific, Management .....	9.3%	3,075
Education, Health Care.....	21.6%	7,151
Arts, Entertainment, Accommodations.....	9.6%	3,164
Other Services .....	5.1%	1,705
Public Administration .....	19.3%	6,387

# WORKFORCE

## Helena Unemployment Rate



### QUICK FACTS

- 82% of Lewis & Clark County's population lives in the greater Helena Area.
- Lewis and Clark County Unemployment rate is currently at 3%
- As of December 2016 Lewis and Clark County had a total of 34,393 employed in a Labor Force of 35,566; resulting in 1,173 unemployed.
- 78% of all businesses in the Helena Area have 10 or less employees
- There are approx. 3500 businesses in the entire Helena Valley
- Approximately 3000+ Jefferson Co. & 600+ Broadwater Co. workers travel to Helena to work each day.
- Helena's share of Lewis and Clark County's employment & income is close to 90%
- Historically Helena has the most stable economy of the larger cities in Montana.
- 60% of workforce is connected to state and government positions.
- 2016 increase of 516 jobs in Lewis & Clark County



# K-12 EDUCATION

The mission of the Helena Public Schools is to challenge and empower each student to maximize individual potential and become a competent, productive, responsible, caring citizen.

This mission will be supported through the wise use of resources to meet students' needs, regardless of interests and talents. Students, families, educators and the community are committed to sharing the responsibility for creating a student-centered educational community that acknowledges learning as a life-long process. *(source: helenaschools.org)*

## HELENA PUBLIC SCHOOLS

### Elementary Schools

#### **Broadwater Elementary School**

900 Hollins

#### **Four Georgians Elementary School**

555 Custer Ave

#### **Jim Darcy Elementary**

990 Lincoln Rd. West

#### **Smith Elementary School**

2320 5th Ave

#### **Bryant Elementary School**

1529 Boulder

#### **Hawthorne Elementary**

430 Madison Ave

#### **Kessler Elementary School**

2420 Choteau St

#### **Central Elementary**

402 N. Warren

#### **Jefferson Elementary School**

1023 Broadway

#### **Rossiter School**

1497 Sierra Rd. East

### Middle Schools

#### **C R Anderson Middle School**

1200 Knight St.

#### **Helena Middle School**

1025 N. Rodney

### High Schools

#### **Capital High School**

100 Valley Dr.

#### **Helena High School**

1300 Billings Ave

## HELENA PRIVATE SCHOOLS

#### **St. Andrew School**

1900 Floweree St, Helena, MT

#### **Helena Christian School**

3384 Canyon Ferry Road, East Helena

## EAST HELENA PUBLIC SCHOOLS

### Elementary Schools

#### **Radley Elementary, 2-5**

226 East Clinton

#### **Eastgate Elementary, PK-1**

4010 Gradestake

### Middle Schools

#### **East Valley Middle School, 6-8**

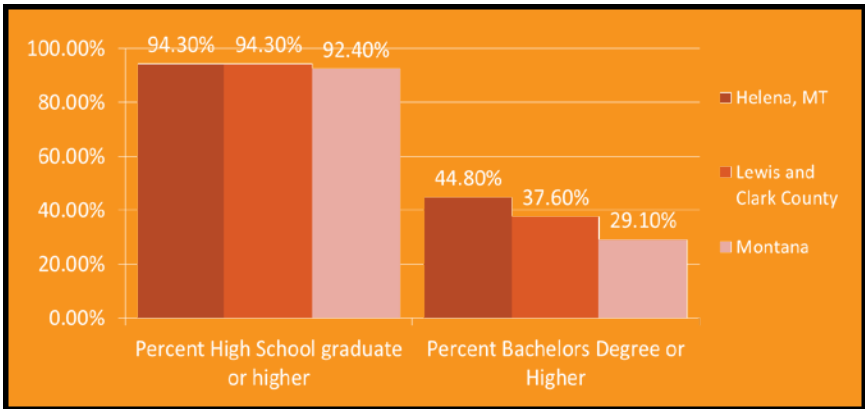
400 East Kalispell N

## EAST HELENA PRIVATE SCHOOLS

#### **Helena Christian School, PK-12**

3384 Canyon Ferry Rd

# HIGHER EDUCATION



## HIGHER EDUCATION IN HELENA



Helena College University of Montana (part of Montana's University System) is a comprehensive 2-year college that provides access to and support of lifelong educational

opportunities and workforce skills .

- Staff vs. student ratio 1:15
- Tuition rates among lowest in Montana
- Diverse list of over 30 degree and certificate options plus partnerships with 4-year universities allowing completion of degrees in many fields right here in Helena.
- Averaging 1500 students
- Program/Certificate completion rates average 68%



Carroll is a private, Catholic liberal arts and pre-professional college founded in 1909. Its 63 acre campus sits in the heart of Helena's capital city and student enrollment is over 1,400 students. US News and World Report ranked Carroll as the #1 Regional

College (West) in 2016, 2015, 2014, 2013 and 2012.

- Avg. GPA, ACT & SAT Scores: 3.6, 24.8, 1607
- Academic Majors: 47
- Faculty/Student Ratio – 1:13
- 5 & 6-year Graduation Rates – 66% & 63%

Do more. Be more.



Reach Higher Montana guides, prepares, and supports Montana students with inspiration, information, and resources for college.

We offer:

- Free Application for Federal Student Aid (FAFSA) completion help
- Scholarship search and application assistance
- Financial education
- Support and advice for pursuing your goals for higher education

To find out more, stop in our Helena office at 40 W. Sixth Ave.  
or call us at (406) 422-1275 x 802

Visit us at [ReachHigherMontana.org](http://ReachHigherMontana.org)

follow us



#406students

#406parents

#406educators

# POPULATION & TOP EMPLOYERS

## HELENA:

Metro	2010	2016	2020
Population .....	34,762	36,463	38,007

## 30 Minute Radius

Population .....	61,287	65,165	68,409
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## Population by County

	2010	2016	Percent Change 2010-2016
Lewis and Clark .....	63,395	66,418	4.80%
Gallatin .....	89,510	100,739	12.50%
Yellowstone .....	147,975	157,048	6.10%
Missoula .....	109,299	114,181	4.50%
Cascade .....	81,327	82,278	1.20%
Jefferson .....	11,406	11,645	2.10%
Broadwater .....	5,615	5,689	1.40%
Meagher .....	1,891	1,830	-3.20%

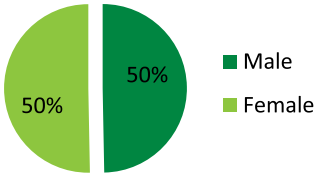
## TOP EMPLOYERS BY FULL TIME EMPLOYEES (FTE) ..... FTE

1. State of Montana (Lewis & Clark County) .....	6,000
2. Local Government (City, County, School District #1) .....	1,700
3. Federal Government (Lewis & Clark County) .....	1,650
4. St. Peter's Hospital .....	1,700
5. Blue Cross Blue Shield .....	550
6. Wal-Mart .....	435
7. VA Hospital .....	425
8. Montana State Fund .....	400
9. Albertsons/Safeway (3) .....	340
10. Carroll College .....	225

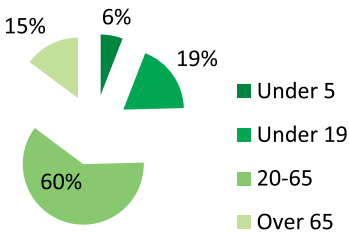
(Source: Montana Governor's Office of Economic Development,  
[svc.mt.gov/gov/siteselector](http://svc.mt.gov/gov/siteselector))

# DEMOGRAPHICS

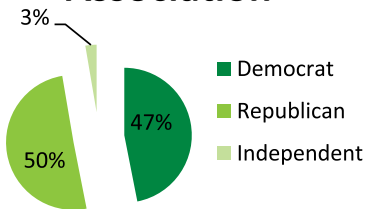
## SEX



## AGE



## Political Association



## CLIMATE

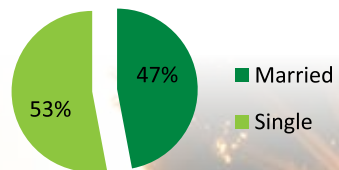
### ANNUAL CLIMATE

	HELENA, MT
Rainfall (inches)	11.6
Snowfall (inches)	37.1
Sunny Days	189
Avg. July High	84.6
Avg. Jan. Low	14.2
Elevation ft.	4,100

## Lewis & Clark County

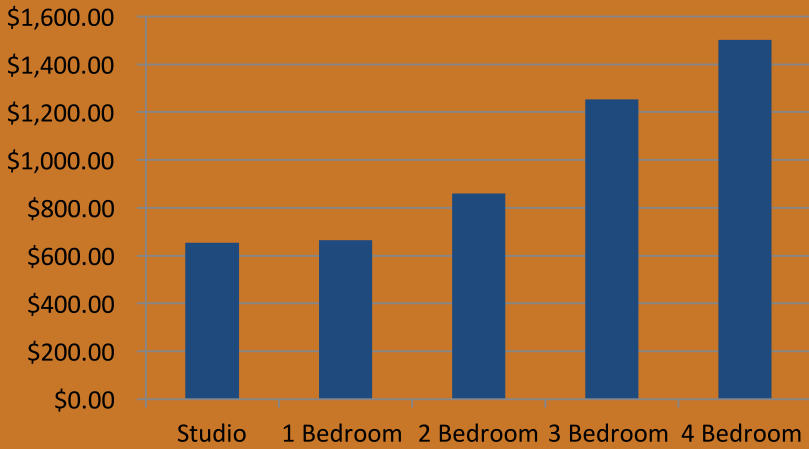


## MARITAL STATUS



# REAL ESTATE

## Average Rent for Home or Apartment



(Sources: Helena Association of Realtors, Bestplaces.net)

## Helena Housing Sales

### Number of Homes Sold

2013	2014	2015	2016
835	877	936	1,041

### Average Home Sales Price

2013	2014	2015	2016
\$221,894	\$229,894	\$233,868	\$256,532



# HOUSING

## Lewis and Clark County:

### Housing Starts: (excludes Helena)

2012 - 212

2013 - 257..... Up 28.9%

2014 - 203..... Down 21% - Plus 48 in Helena

2015 - 182..... Down 10% - Plus 62 in Helena

2016 - 212..... Up 16.5% - Plus 50 in Helena

*PLUS: 35 new multi-family dwellings in 2016 (duplexes, tri-plexes, fourplex, etc.)*

### RESIDENTIAL PERMITS – City of Helena

2011..... 211 permits = \$26.5 million

2012..... 195 permits = \$27.4 million

2013..... 215 permits = \$26.5 million

2014..... 205 permits = \$41.8 million

2015..... 301 permits = \$33.3 million

2016..... 263 permits = \$48.6 million

*PLUS: 263 permits for septic in the valley outside city limits. ... (comp. to 235 in '15 and 248 in '14)*

### COMMERCIAL PERMITS – City of Helena

2011..... 215 permits – \$42.0 million

2012..... 209 permits – \$50.4 million

2013..... 215 permits – 48.1 million

2014..... 229 permits – 49.3 million


2015..... 261 permits – 68.9 million


2016..... 217 permits – 58.3 million

# TRANSPORTATION

Sources:  
Helena Airport Authority,  
Bestplaces.net,  
US Census Bureau 2010-2014

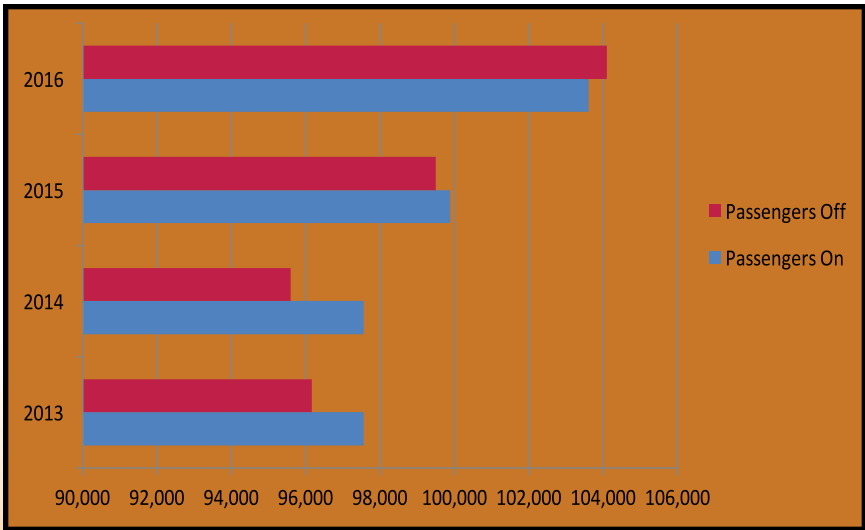
## COMMUTE TIMES:

National Average:  
 25.4 Minutes

Helena Average:  
 13.5 Minutes



## HELENA REGIONAL AREA PASSENGERS STATS





## **The Helena Regional Airport Campus Supports 2,000 jobs and \$284 Million in Annual Economic Impact to the Helena Community**

- ♦ **World-Class Aerospace Manufacturing Facilities**
- ♦ **Modern Wildland Fire Tanker Base**
- ♦ **State-of-the Art Fire Training Center & Paved Driving Track**
- ♦ **Non-Aeronautical Business Park—Lots Available for Development**

### **Modern Terminal Building**

- ♦ **Free, Convenient Short-Term Parking**
- ♦ **Affordable Long-Term Parking (\$3/Day)**
- ♦ **Smokejumper Station – Our Great New Restaurant  
Opening June 2017**
- ♦ **\$6 Million Terminal Expansion Planned for 2018**

### **Worldwide Connections Through Three Airline Brands**

**Alaska Airlines\* – Seattle**

**Delta Air Lines – Salt Lake City & Minneapolis**

**United Airlines – Denver**

***\*Efforts currently underway to Secured Second Daily Flight to Seattle  
and***

***New Service to Portland***

**Learn more at [www.helenaairport.com](http://www.helenaairport.com)**

# TOURISM & MILITARY

## 2016 Helena Hotels Stats (vs. 2015 stats)

- Occupancy was down slightly by 1.9% (compare to up 4.8% in 2015)
- Average Daily Rate was up \$0.94
- Revenue per available room – up \$3.30
- Total Revenue exceeded \$30 million for second year in a row

## 2015 – Best year in past five years for Helena Hotels

- 2015 was back to 61% occupancy compared to 2010
- 20% increase in number of rooms since 2010
- Average Daily Rate at an all-time high - \$92.00
- Total Revenue exceeded \$30 million for first time in 2015

## 2013 – Designated: Rand McNally's "Best Geocaching Destination"

## 2015 – Designated Silver-level Ride Center for mountain biking (International Mountain Bicycling Assoc.)

## 2005 – One of America's Dozen Distinctive Destinations (National Trust for Historic Preservation)

(Source: Smith Travel Research Report)

## MILITARY IMPACT

Number of Active Military in Helena: 1056

Army Reserve National Guard: 1006,

Army National Guard: 23

Veterans Admin: 8

Dept. of Emergency Services: 19

(Source: Montana Dept. of Military Affairs)

### National Guard: Local Impact

- |             |             |                |              |
|-------------|-------------|----------------|--------------|
| • Butte:    | \$4,116,717 | • Helena:      | \$44,006,067 |
| • Missoula: | \$4,913,378 | • Great Falls: | \$56,080,023 |
| • Billings: | \$7,658,678 |                |              |

# BUSINESS STATISTICS

## **Metro Helena**

**2016**

Businesses .....	3,128
Total Employees .....	40,223

## **30 Minute Radius**

Businesses .....	3,787
Total Employees .....	45,448

*(Source: Montana Governor's Office of Economic Development, [svc.mt.gov/gov/siteselector](http://svc.mt.gov/gov/siteselector))*

## **Economic Strength**

*Source: [www.policom.com](http://www.policom.com)*

### **Policom Ranking for Economic Strength...**

***Of 577 cities across the nation under (50,000 People)***

2011: Helena ranked 2<sup>nd</sup>

2012: Helena ranked 2<sup>nd</sup>

2013: Helena ranked 2<sup>nd</sup>

2014: Helena ranked 3<sup>rd</sup>

2015: Helena ranked 14<sup>th</sup> (ND oil towns)

2016: Helena ranks 8<sup>th</sup> (back in top 10)

***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."***

# LOCAL RECOGNITIONS

## 100 Best Places to Live

2017: Helena remained in the top 100 best places to live in ranked #83 of 2000 small to mid-sized cities across the nation. [www.livability.com](http://www.livability.com)

## Economic Strength

2017: Policom Report – ranked #38 of 577 micropolitan cities (under 50,000 people) in economic strength. [www.policom.com](http://www.policom.com)

## Most Millionaires Per Capita

2015 - 99<sup>th</sup> of 961 metro city areas in the U.S. most millionaires per capita with 1,878 residents with over \$1 million in assets. *Wall Street Journal*

## Best Cities in Montana to Live

2014 - #1 of 10 best cities in Montana to live. [www.creditdonkey.com](http://www.creditdonkey.com)

## Largest Population within 90 minutes

2005 – Helena has the largest population within a 90-minute drive of any city in Montana (*Study done by the Mt. Office of Tourism, MT Dept. of Transportation, and MT Aeronautics Dept. (226,000 people) (note: doesn't include Missoula, 15 minutes further)*)

## MONTANA - 6<sup>th</sup> in the Nation – Best Business Climate

2016 – For the second year in a row, Montana is ranked 6<sup>th</sup> in the nation for best business climate ([www.taxfoundation.org](http://www.taxfoundation.org)). The index takes into account over one hundred variables including corporate taxes, individual income taxes, sales tax (there is none), unemployment insurances and property taxes.





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**Helena: 447-9000**



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