



GOVERNOR'S
OFFICE OF
ECONOMIC
DEVELOPMENT

ECONOMIC
DEVELOPMENT
INTERIM COMMITTEE

OCTOBER • 2019

MONTANA KEY RANKINGS

#4

**Startup Activity
per Capita**

(Kauffman Foundation)

3.3

**Percent
Unemployment**

(Montana Department of Labor
and Industry)

#8

**Nationally
for Well
Being**

(Gallup 2016 Poll)

#1

Producer of Hemp

(MT Department of
Agriculture)

#1

**Median Household
Income Growth**

(American Community Survey)

#3

**Manufacturing GDP
Growth**

(National Association of
Manufacturers)

#4

**Business Tax
Climate**

(Tax Foundation)

#1

**Producer of Organic
Wheat**

(Montana Department of
Agriculture)

#4

**Fastest Wage Growth
over the last 10 years**

(Montana Department of Labor
and Industry)

#1

**Nationally for
Outdoor
Recreation
Participation Rate**

(Outdoor Industry of America)

#1

**Median
Household
Income Growth**

(American Community Survey)

#10

**Per Capita
Income Growth**

(Bureau of Economic Analysis)





ECOSYSTEM DEVELOPMENT

- Supported John Ruffato Business Plan Competition and Early Stage Montana to support entrepreneurs and Montana’s small business and startup communities.
- Supported Jobs for Montana Graduates ‘Ignite’ and ‘Lead Montana’ initiatives to support high school students in exploring meaningful careers.
- Coordinated with Dept. of Labor and local economic development agencies to develop tools to support remote workforce in Montana
- Supported local efforts in Bozeman and Missoula to promote Opportunity Zones within their communities.
- Support Montana’s business clusters through active participation in boards of directors, sponsorship of events, event marketing, and more.
- Bioscience Alliance
- Early Stage Montana
- Montana Photonics Industry Association
- Montana Outdoor Recreation
- Hosted the Montana Reception at Photonics West for Montana Photonics Industry Alliance to connect with customers, suppliers, sales reps., and distributors from across the world.

RECRUITMENTS

The Governor’s Office of Economic Development is the lead organization responsible for recruiting new businesses to the state of Montana. These efforts can often encompass many months of effort, but the impact is very large.

Businesses engaged in the recruitment process:

The Governor’s Office of Economic Development is currently engaged with 15 companies that are considering Montana for either a branch operation or a full relocation. These vary from high and low-tech manufacturing to software. We also coordinated with regional economic development agencies to attend Site Selector visits in Dallas and Chicago focused on bringing new businesses to Montana. Additionally, we have a seat on the Board of Directors for the MSU Innovation Campus and are engaged in recruitment efforts with several large prime contractors for the Advanced Research Lab.

Businesses recruited or assisted in relocating during the last 12 month:

- Bedrock Sandals
- Swarming Technologies
- FLIR
- Western States Asphalt
- Aurora
- Cognizant
- American Harvest



RETENTION

Business retention is of very high importance, particularly to rural areas. The loss of even a handful of jobs due to an inability to transition the ownership of a business can be impactful to rural communities. We're very focused on assisting with those transitions wherever possible.

Example: Hi Country Beef Jerky - GOED aligned the seller with the buyer in this large, multi-year acquisition effort. The new owner has already increased wages, and is growing the business. Hi Country will do it's best year ever in 2019.

INTERNATIONAL

- Participate on District Export Council, which is focused on improving the access of Montana companies to foreign markets.
- Led a joint effort with regional economic development agencies and the Montana World Trade Center to attend Select USA Investment Summit to attract Foreign Direct Investment to Montana.

MAIN STREET MONTANA RURAL PARTNERS

Held 6 community meetings in Fall 2018 in Troy, Choteau, Lincoln, Glendive, Glasgow, and Harlowton. Between 10-20 stakeholders attended each meeting including local officials, organizations and community groups, businesses, students, and community members.

Work with communities on placed based solutions to opportunities and challenges. Notable community outcomes include:

- Developed a broadband pilot project with Deloitte Consulting and Montana Telecommunications Association in Troy. The project developed a connectivity roadmap outlining next steps. The roadmap provides a framework to clarify the challenge of infrastructure deployment, an approach to addressing those challenges, and specific next steps to follow, including developing a Broadband Taskforce to implement next steps.
- Attend monthly Choteau Area Port Authority meetings to provide resources and information. Worked with Choteau to identify next steps for updating infrastructure and preparing the community for improvements to their main street. Connected community with MDT agency staff in order to install much-needed signage to visitors.
- Working with Lincoln on identifying funding and partners for an in-town trail project.
- Worked with Glasgow to connect with them with resources for their way finding and trail project.
- Jumpstarted the monthly Glendive community action meetings.



MAIN STREET MONTANA RURAL PARTNERS

Held community meetings with all tribal communities in Spring 2019. Notable community outcomes include:

- Working with Crow Reservation on identifying solutions and funding for sewer infrastructure issues.
- Developing another broadband pilot program with Deloitte Consulting to take place in a tribal community.
- Held the first ever Reimagining Rural Summit in partnership with MSU Extension and Montana Community Foundation, bringing over 100 diverse stakeholders together to talk about the future of rural Montana. Relunched the Main Street Montana website with new information and resources for communities.
- Gathered rural community success stories to be compiled into best practice white papers on topics including childcare, cooperative businesses, trails and recreation, local capacity, and funding strategies.
- Developing a community development funding database to be completed by end of 2019.
- Sat on advisory committee for Western Governors Association on Chair's new initiative, Reimagining the Rural West.

OFFICE OF OUTDOOR RECREATION

- Business of Outdoor Recreation Summit - Brought together 275 attendees, 7 industry sectors, 20 communities represented with a diverse mix of stakeholders in the outdoor recreation economy from Montana and the Greater Crown of the Continent region to begin the discussion around what it takes to grow and enhance the outdoor recreation economy. Conversations were centered around infrastructure, business and public policy.



- Recreation Innovation Lab - A deep dive into what it takes so create successful front-country outdoor recreation infrastructure to support the health and wellbeing of 28 communities and aid in economic growth and diversification. 150 attendees.
- Project R - Creation of a DIY outdoor recreation planning and implementation framework to enable local communities to identify and use their outdoor recreation identity to its maximum benefits for all sectors and economic growth. Spearheaded by the MT Office of Outdoor Recreation, this is a tri-state university collaborative with UT and WY created in consultation with state and federal stewards. The pilot community is Columbia falls and the learnings will be scaled out to 5 US communities, then released for broad use.



OFFICE OF OUTDOOR RECREATION

- Apprenticeship Development - Expansion of the Montana apprenticeship program to include the outdoor recreation economy. First apprenticeship launched with Montana Ski Areas Association.
- Montana Outdoor Industry Directory - The first ever comprehensive list of outdoor recreation industry companies in Montana.
- Confluence of States - Drafting and adoption of the Confluence Accords by the original 8 states with Offices of Outdoor Recreation to identify common goals between states, and establish where we can share best practices and work together on the national level to impact outdoor recreation in the states. Fifteen states now are a part of this with the formal establishment of NGA Outdoor Recreation Learning Network to elevate recreation on the state and national level. Montana leads the efforts.
- Federal Land Recreation Engagement - Established new communication and planning tools to grow and enhance the outdoor rec economy.
- Brewers Association Outdoor Rec Tour - Outreach and interactive conversations around the state in conjunction with Montana's breweries to identify and understand what priorities are to Montanan's and our business owners.
- Teton Pass Ownership Transition - Organizing efforts to lead the community in re-opening Teton Ski Pass. The community was awarded a \$70,000 grant to create a feasibility study to inform the community on ownership options and potential buyers. The resort has recently been privately purchased and is working to be operational this year.
- West Glacier / Thompson Falls - Connected West Glacier with a 2-year community recreation and conservation planning grant from NPS Gateway community program/ Thompson Falls awarded the EPA/ USDA recreation planning grant.
- Montana Outdoor Recreation Principles - Establishment of guiding principals for partnerships and joint work and vision around recreation use/ commercial use and conservation and stewardship with in state agencies and with private partners. Broadening cross department and agency work on behalf of the outdoor recreation economy.
- Worked with many businesses to improve their impact and grow their companies in the Outdoor Rec space.

INNOVATE MONTANA SYMPOSIUM

Planned and executed the 4th Annual Innovate Montana Symposium in Butte, which attracted 370 attendees.

TECHNOLOGY

- Redesigned Governor's Office of Economic Development Website and Governor's Office of Outdoor Recreation due to be released October 31st.
- "Innovative by Nature" campaign - Designed and implemented a new marketing campaign focused on showcasing Montana's innovators to audience in-state and out-of-state.
- Includes a video series featuring 12 Montana businesses and 3 industries.
- Developed new branded social media clips and printed materials for tradeshow
- Launched a redesigned Business Checklist application.
- Made several enhancements to the Montana Site Selector application, including the addition of Montana's Opportunity Zones.
- Launched a redesigned InnovateMontana.com, and have been engaged in content development.
- Designed new digital and analog marketing materials to showcase Montana to prospective companies.

