



BIG SKY ECONOMIC IMPACT ANALYSIS OVERVIEW

JACKIE HAINES, EXECUTIVE DIRECTOR

**NORTHERN ROCKY MOUNTAIN
ECONOMIC DEVELOPMENT
DISTRICT**



ANALYSIS ELEMENTS:

GENERAL DEMOGRAPHICS

Understanding the community through population growth, average age, income, etc.

GDP COMPARISON

How does the size of the industry compare to the region?

TOTAL ECONOMIC IMPACT

- Resident Expenditures
- Visitor Expenditures
- Private Construction Expenditures
- Total Economic Impact

REGIONAL EMPLOYMENT

Where does Big Sky's workforce live?

TAXES OVERVIEW

- Property Taxes
- Excise Taxes – Lodging, Fuel, Alcohol
- Business and Income Taxes

QUICK STATS



POPULATION GROWTH

- Big Sky has grown 176% between the 2010 and 2020 census
- 1,398 in 2010
- 3,854 in 2020



BSRAD EMPLOYMENT DATA

- 810 Businesses Registered with BSRAD
- Employ 15,748 individuals
- 7,408 work in the BSRAD District
- 4,322 are seasonal employees



WORKFORCE IN-MIGRATION

- 74% of the workers in Big Sky live in the County and NOT directly in Big Sky
- Estimated 2,409 year-round employees commute into Big Sky



DIRECT EFFECTS

- The initial changes that result from direct spending

INDIRECT EFFECTS

- The impact of local industries buying goods and services from other industries in response to direct spending

INDUCED EFFECTS

- Response by the economy to an initial change that occurs through the income received by wage earners and businesses

SOCIAL EFFECTS

- The qualitative impacts that occur in the community as a result of the economic activity

ECONOMIC IMPACT ANALYSIS

RESIDENT EXPENDITURES

- Per capita expenditures by industry for Montana
- Used Cost-of-Living multipliers to adjust to Big Sky
- Multiplied by the total Big Sky resident population (3,854 in 2020)

VISITOR EXPENDITURES

- Used 2022 BSRAD data to calculate total industry size

PRIVATE CONSTRUCTION EXPENDITURES

- Aggregated spending reported by private employers
- Does NOT include public spending on infrastructure

RESIDENT SPENDING IMPACTS

Direct: \$257M
Indirect: \$116.98M
Total Gross: \$374M

Local Impact: \$216.7M
Employment: 4,030 jobs

Resident Spending Category	Direct	Indirect and Induced Impact	Total Gross Impact	Gross County Impact	Labor Income	Employment Benefits	Capital Income	Indirect Business Tax
Financial Services and Insurance	\$12,167,078	\$5,408,693	\$17,575,771	\$7,781,750	\$2,755,997	79	\$4,659,107	\$366,646
Other Services	\$25,413,276	\$11,297,092	\$36,710,368	\$16,253,677	\$5,756,429	165	\$9,731,439	\$765,810
Transportation Services	\$5,172,068	\$2,410,751	\$7,582,819	\$3,480,217	\$2,362,617	96	\$621,593	\$496,007
Clothing and Footwear	\$4,486,056	\$2,034,460	\$6,520,516	\$4,000,462	\$2,025,865	90	\$1,236,340	\$738,256
Food and Beverages Purchased for Off-Premises Consumption	\$22,796,410	\$12,148,493	\$34,944,903	\$20,455,952	\$13,101,542	520	\$4,237,956	\$3,116,669
Food Services and Accommodations	\$12,718,200	\$6,332,646	\$19,050,846	\$8,832,529	\$5,609,396	332	\$2,277,476	\$945,535
Gasoline and Other Energy Goods	\$5,349,352	\$2,279,822	\$7,629,174	\$4,826,043	\$2,323,843	102	\$1,636,969	\$865,232
Other Durable Goods	\$2,902,062	\$1,884,847	\$4,786,909	\$2,560,466	\$2,044,035	76	\$379,152	\$137,251
Health Care	\$32,219,440	\$16,802,357	\$49,021,797	\$30,682,251	\$23,102,300	716	\$6,427,017	\$1,153,239
Other Nondurable Goods	\$13,496,708	\$7,296,883	\$20,793,591	\$13,926,207	\$9,212,555	458	\$2,416,372	\$2,297,280
Motor Vehicles and Parts	\$10,960,776	\$5,955,022	\$16,915,798	\$10,379,032	\$6,720,164	161	\$1,794,782	\$1,864,086
Furnishings and Durable Household Equipment	\$6,170,254	\$2,802,416	\$8,972,670	\$3,794,264	\$2,367,912	81	\$1,265,942	\$160,410
Recreation Services	\$6,420,764	\$3,318,755	\$9,739,519	\$5,538,039	\$3,088,655	124	\$1,788,513	\$660,872
Final Consumption Expenditures of Non-profits Serving Households	\$6,794,602	\$3,115,502	\$9,910,104	\$3,885,648	\$1,556,398	88	\$1,909,387	\$419,927
Housing and Utilities	\$81,663,593	\$29,321,398	\$110,984,991	\$72,791,526	\$22,274,193	692	\$38,993,483	\$11,523,070
Recreational Goods and Vehicles	\$8,459,530	\$4,573,095	\$13,032,625	\$7,505,585	\$4,683,027	248	\$1,421,059	\$1,401,419
Total Resident Benefits	\$257,190,169	\$116,982,231	\$374,172,400	\$216,693,649	\$108,984,930	4,030	\$80,796,586	\$26,911,708

VISITOR SPENDING IMPACTS

Visitor Spending Category	Direct Impact	Indirect and Induced Impact	Total Impact	Gross County Impact	Labor Income	Employment Benefits	Capital Income	Indirect Business Tax
Professional Services	\$677,905	\$301,353	\$979,258	\$433,571	\$153,554	4	\$259,588	\$20,428
Restaurant/Bar/ Food Vendor/Caterer	\$46,152,984	\$22,980,493	\$69,133,477	\$32,052,301	\$20,355,897	1,204	\$8,264,717	\$3,431,245
Hotel/Lodge/Resort	\$207,829,654	\$99,772,992	\$307,602,646	\$180,995,856	\$101,902,119	4,310	\$55,725,089	\$23,370,608
Event	\$3,841,975	\$2,077,132	\$5,919,107	\$3,964,236	\$2,622,447	130	\$687,845	\$653,944
Retail	\$36,559,655	\$19,765,673	\$56,325,328	\$37,723,075	\$24,954,814	1,240	\$6,545,429	\$6,222,832
Recreational Service/Activity	\$14,702,120	\$7,599,210	\$22,301,330	\$12,680,877	\$7,072,332	285	\$4,095,296	\$1,513,250
Spa/Fitness	\$1,867,399	\$965,218	\$2,832,617	\$1,610,670	\$898,297	36	\$520,167	\$192,206
Liquor License	\$14,285,691	\$6,349,732	\$20,635,423	\$8,766,787	\$5,288,335	128	\$3,194,083	\$284,504
Club or HOA	\$81,735,489	\$29,347,212	\$111,082,701	\$72,855,611	\$22,293,803	693	\$39,027,813	\$11,533,215
Vacation Rental Management	\$76,580,979	\$27,496,480	\$104,077,459	\$68,261,095	\$20,887,882	649	\$36,566,590	\$10,805,892
Short Term Rentals - Individual	\$2,954,604	\$1,060,854	\$4,015,458	\$2,633,611	\$805,884	25	\$1,410,791	\$416,907
Wholesale Supplier	\$157,175	\$77,755	\$234,930	\$145,622	\$81,566	2	\$37,496	\$26,559
Totals:	\$487,345,630	\$217,794,102	\$705,139,732	\$422,123,311	\$207,316,929	8,707	\$156,334,904	\$58,471,591

Direct: \$487M
Indirect: \$217.7M
Total: \$705.1M

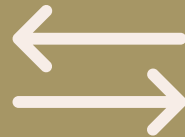
Local Impact: \$422.1M
Employment: 8,707 jobs

PRIVATE CONSTRUCTION SPENDING IMPACTS

Construction Spending	Direct	Indirect and Induced Impact	Total Gross Impact	Gross County Impact	Labor Income	Employment Benefits	Capital Income	Indirect Business Tax
Big Sky Construction	\$772,822,000	\$424,755,738	\$1,197,577,738	\$630,223,330	\$489,855,236	13,328	\$114,415,300	\$25,952,794



Direct Impact:
\$772.8M



Indirect Impact:
\$424.76M



Total Impact:
\$1.198 Billion



Local Impact:
\$630.2M



Employment:
13,328 jobs

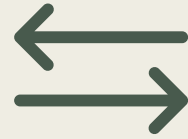
TOTAL ECONOMIC IMPACT

Resident + Visitor + Construction Spending



DIRECT

\$1,517,357,799



INDIRECT

\$759,532,071



TOTAL GROSS IMPACT

\$2,276,889,870



LOCAL IMPACT

\$1,269,040,290



EMPLOYMENT

26,065 jobs



SUMMARY



STATE-WIDE

- Big Sky's taxable value is 4% of the entire state of Montana
- Montana's state-wide GDP is \$49.B
- Big Sky's total economic impact (\$2.276B) is 4.6% of MT GDP
- Community less than 4,000



REGIONAL

- Economic activity impacts 26,065 jobs – 19% of the two-county total
- Two-county GDP is \$8.665B
- Big Sky's local economic impact (\$1.269B) is 14.64% of the regional GDP



LOCAL

- 176% growth from 2010 to 2020 (1,398 to 3,854)
- 3% of two-county population
- 79% of families have both parents working
- 96% of women with children are in the labor force
- 74% of workforce lives in the two-county region



FINAL THOUGHTS...

- Industry diversity and resiliency should be top of mind for economic stability and disaster preparedness
- Due to population growth, additional infrastructure is needed
- Investments in infrastructure to support the ongoing and robust tourism industry may help stave off construction spending cliff
- Investments in infrastructure will support 19% of the regional workforce
- Forthcoming economic impact analysis report



THANK YOU

JACKIE HAINES
JACKIE@NRMEDD.ORG
406-599-9898