



## 2nd Quarter 2021 Index

Great Falls metro area national rank for Best Market for First-Time Homebuyers: 4<sup>th</sup>

Great Falls rank for best metro area in nation for Average Annual Pay Growth: 11<sup>th</sup>

Number of units in Arc Apartment Homes that just started construction: 216

Increase in GFDA loan capital during FY 2021: 63%

Estimated need for additional GFDA loan capital to fill financing gaps and bridges in the next year: \$11 million

Number of students Touro University will have each year in Masters program added to Great Falls medical school plan: 70

Final amount of Brownfield cleanup grant GFDA was able to provide to Cascade County:  
\$146,489

New Brownfield clean-up grants awarded by GFDA during quarter: \$205,000

Cost of living in Great Falls compared to national average: 90.5%

Cost of living in Great Falls compared to Bozeman: 19% less

Average wage increase in Great Falls MSA in 2020: 4.6%

Dollar amount of average wage increase: \$1,938

Average wage increase in Golden Triangle in 2020: 5.1%

Number of local entrepreneurs and businesses advised by GFDA during quarter: 188

Of these, number of new advising clients: 68

Number of business training sessions offered during quarter: 17

Number of training participants: 197

Number of businesses bought or started by advised clients during quarter: 5

New capital secured by entrepreneur clients during quarter: \$4,911,618

Federal government contracts won by clients during quarter: \$2,229.120

State government contracts won by clients during quarter: \$946,822

Jobs supported by our Small Business Development Center during quarter: 627

Businesses active with our Procurement Technical Assistance Center during quarter: 120

Amount of local GFDA gap and bridge loans closed during quarter: \$7,703,789

Additional private investment leveraged by these GFDA loans: \$29,561,571

Amount of loans we approved during quarter: \$512,000

Additional private investment to be leveraged: \$754,500

Building permits issued by City of Great Falls during quarter: 62

Dollar amount of permits: \$39,700,670

Free Brownfield assessments completed during quarter: 5

Free Brownfield assessments in progress: 5

Brownfield cleanups completed during quarter: 1

Brownfield cleanups underway: 4

New leads generated into our pipeline during quarter: 34

New active projects generated into our pipeline: 30

Total active projects this quarter: 49

New companies added to our pipeline CRM: 61

Companies actively engaged this quarter: 328

Number of web microsite users generated by business attraction account-based-marketing campaign during quarter: 6,031

Number of microsite sessions during quarter: 7,742

Top cities where sessions initiated: Salt Lake City, Columbus OH, Missoula, Washington DC, Spokane, Seattle, and Dallas

Number of companies targeted on preliminary list for FY 2022 business attraction AMB campaign: 460

Website sessions generated in 2020 through Live In Great Falls talent attraction partnership with Livability.com: 18,700

Top cities where sessions originated: Salt Lake City, Missoula, Seattle, Denver, Bozeman, Billings, and Helena

Google search rank: 2<sup>nd</sup> and 3<sup>rd</sup>

Facebook engagement with Great Falls Livability.com articles: 182,000

Unique users: 206,000

Post reactions: 370,000

Average monthly users: 26,700

Total views of online Livability Great Falls digital magazine: 4,900

Montana infrastructure report card grade: C

Estimated percent of full workdays in U.S. that will be worked from home post-pandemic: 20%

Pre-pandemic percentage: 5%

Gen Zers who say they eventually plan to start their own business: 60%+

Most important elements of business agility according to survey of North America foodservice companies: Digital transformation 71%; Rapid decision and learning cycles 50%

U.S. consumers who have used restaurant delivery in the past month: 17%

Most-cited drawback of restaurant delivery services: Added fees 63%

Estimated percent of new electric generation capacity to be installed in U.S. in 2021: Solar 39%; wind 31%; natural gas 16%

Cost per hour to cuddle with a cow at Mountain Horse Farms in NY: \$75



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