

TEDD RECRUITMENT-MARKETING PLAN

BACKGROUND

The need for more industrial space was first highlighted in the Industry Cluster Analysis and Target Industry Analysis that was completed in 2013 and 2014 respectively. Based on the industries that Billings are best positioned to attract, our community was losing out on opportunities for business growth due to a lack of industrial space. In 2014 an Industrial Park Feasibility study was completed to help us understand where the best options were for an industrial park in Yellowstone County. In that report, Lockwood was identified – with private sector activity already occurring in the area the focus was placed on that option and the development of a Targeted Economic Development District began. Following the designation of the area as a TEDD, additional analysis has been completed both on the infrastructure and the community of Lockwood.

WHO ARE WE COMPETING WITH?

Agri-Tech Park, Great Falls

PROPERTY DETAILS:

The Agritech Park is an industrial development located in central Montana. Ten lots totaling 197 acres are shovel ready for new industrial customers to locate, or existing customers to expand. The park has room for growth with 903 acres surrounding the initial development making way for a 1,110 acre rail-served industrial park.

SITE DETAILS:

- 10 individual lots totaling 197 acres
- Access to BNSF railroad
- Foreign Trade Zone
- Existing infrastructure: water, sewer, roads and rail

Montana Connections, Butte

INFRASTRUCTURE OVERVIEW:

Water: Connections Park's water supply is reliable and plentiful all year long with an available 4 million gallons per day of industrial water and 2 million gallons of wastewater.

Power: Whether your business relies heavily on power or not, NorthWestern Energy, a regulated investor-owned utility, has you covered. Large power customers also have the option to negotiate with other preferred power providers.

Natural gas: Natural gas is plentiful and affordable in the northwest United States.

NorthWestern Energy, as one of the largest natural gas providers in the region, will meet your demands.

Telecommunications: In a connected world, your business can't afford a slow, unreliable communication. MCBDP parcels are ready to support your landline, high-

speed internet, and mobile communications through a number of providers. In addition, high-speed fiber connections are coming soon.

FOUNDATIONS OF RECRUITMENT STRATEGY

- 1) Relationships with Property Owners
 - a) Outreach - meet with all TEDD property owners to understand their plans for their property, existing uses, development barriers (in partnership with KLJ)
 - b) Outreach to existing industrial users in the county who may be ready to expand
- 2) Infrastructure
 - a) Water
 - b) Power
 - c) Natural Gas
 - d) Telecommunications
- 3) Cooperation with Railroads
 - a) Working toward certified sites
 - b) Relationship building with BN leadership
 - c) Exploring options for how rail can be developed
- 4) Civic Leader Alignment
 - a) Engaging with all elected officials to understand strengths, weaknesses, opportunities, and threats as we work to move the TEDD forward.
 - b) Buy-in needed when we have a catalyst user or are ready to make some upfront investments in infrastructure
- 5) Identifying Catalyst Projects - to build increment and infrastructure, there needs to be a catalyst project. A project of that nature can happen with private sector leading or public sector leading.
 - a) Put together think tank of realtors, engineers, to determine what the most impactful work would be in the TEDD to make it more viable for private development (partnership with KLJ)
 - i) Understand the costs and bring solutions forward to advisory board and commission. (partnership with KLJ)
- 6) Incentive Package for Prospects– as with all recruitment prospects, we leverage state programs along with local dollars to make a competitive package.
 - i) BSED Opportunity Fund
 - (1) Job Creation – typically the proposal for job creation is \$5,000 per net new employee paid on a reimbursement basis
 - (2) Infrastructure – if there is infrastructure critical to the relocating/expanding business, this fund can be used to help address those needs
 - ii) State Department of Commerce Grants

- (1) Big Sky Trust Fund Grants
- (2) Workforce Training Grants
- (3) Incumbent Worker Training Program

- 7) Marketing – there are several best practices and cutting-edge approaches to marketing industrial properties. This effort can begin when there is a strong timeline and cost evaluation for infrastructure.
 - i) Branding the industrial park
 - ii) Website
 - iii) Drone site imagery

TOTAL RECRUITMENT BUDGET INVESTMENT IN FY19/20: \$20,500

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