



Great Falls, Montana

Value-Added Agricultural Processing Park Development Business and Conceptual Plan

While employed with a major US engineering firm, Janus Economics' Principal, Jennifer Tanner, was retained by the Great Falls Development Authority to prepare a business and conceptual plan for a value-added agricultural processing park. The goal for this park is to promote industrial development and diversification of the local economy, including a group of six surrounding counties and the state of Montana. Benefits from the park's successful completion will include increased employment, payroll, spending, and total economic impact. In addition, the park will provide opportunities for local processing of agricultural output to increase farm incomes and improve income stability and security.

Ms. Tanner performed extensive analysis, which included interviews of industry experts and potential prospect companies, market and economic analysis of the food processing industry, consideration of the local resource base, and production and transportation economics and technology. We used state of the art economic impact, industry targeting and company identification predictive models. The planning team included a local engineering firm to prepare parts of the conceptual master plans for alternative land uses, siting, utilities, etc. of the proposed park.

The analysis included:

- Economic impact of food processing industries to support funding decisions
- National market assessment of existing crop base, as well as alternative crops and new technologies to influence diversification decisions
- Target industry and company analysis for marketing that pinpoints the audience most receptive to Great Falls' assets
- Analysis of best practices and regulatory review of similar agricultural parks and the support programs offered by competing locations and states to position Great Falls for competitive advantage
- Recommendations on how to create an enduring environment conducive to attracting value-added agricultural processing, using local and state resources and initiatives.
- Three alternative master plans for the development of the proposed park, with land use, phased development recommendations, and infrastructure needs
- One preferred master plan, based on expected industry needs and cost of infrastructure development