

# MONTANA

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## DEPARTMENT OF COMMERCE

*Effectively and efficiently deliver programs and resources through technical assistance, funding/investments, training/consulting, promotion, research, reporting, and outreach to provide affordable housing, create sustainable business and economic growth to enhance community vitality to benefit the citizens of Montana.*

## DEPARTMENT OF COMMERCE

### ANNUAL PLAN

FY2024

The Montana Department of Commerce works with statewide and local partners, private industry, and small businesses to enhance and sustain economic prosperity in Montana. The Department works to improve the state's economy through business creation, expansion, retention, and diversification of the state's economic base; provides direct technical assistance, grants and loans for Montana's entrepreneurs, businesses and their employees; strengthens the economy through the promotion of tourism development, promoting and protecting historic sites, and marketing Montana as a travel and filmmaking destination; promotes access to new markets, both foreign and domestic, for Montana goods and services; provides financing for homeownership and rental assistance opportunities for Montana families; and develops and improves public infrastructure and housing for Montana citizens by providing grants and technical assistance to Montana communities and counties.

## **BRAND MT DIVISION**

The marketing, communications, film and tourism programs are all part of a versatile and cohesive Brand MT team that works to sustain and grow Montana's economy. The programs develop and use communications, advertising, development and promotional campaigns to showcase Montana and create awareness about the state as a place to visit and do business. Through data-driven strategies and grant programs, the team aims to preserve and promote the genuine character of Montana and partners to achieve a sustainable economic future for all.

## **BUSINESS MT DIVISION**

The Business MT Division markets Montana's strengths and promotes the state as a desirable place to visit and do business. Business MT's programs aim to support businesses through technical assistance, research, and access to grants and loans while simultaneously inspiring visitation to strengthen the state's economy and Montanans' quality of life. Business MT also includes ExportMontana which helps Montana companies to compete at home and around the globe and supports the Chief Protocol Officer in establishing diplomatic relationships. Business Attraction and Choose Montana provides confidential, streamlined business development consulting to support corporate expansion and relocation projects.

## **COMMUNITY MT DIVISION**


The Community MT Division helps Montana communities offer safe, efficient and quality public facilities, including streets, water and sewer services, schools, excellent health care facilities and social services, a vibrant economy, and job opportunities. The Community MT Division has resources, including financial and technical assistance, to help your community attain its goals.


## **MONTANA HOUSING**

Montana Housing strengthens our vibrant communities by supporting access to safe, affordable and sustainable homes for Montanans whose housing needs are not met by the market. Our professional and courteous staff work to create a variety of housing opportunities for Montanans by partnering with local organizations across the state and leveraging federal housing funds available to Montana. Montana Housing staff can assist with buying a home, down payment assistance, mortgage servicing, reverse annuity mortgages, rental housing assistance, and multifamily rental development.

## **DIRECTOR'S OFFICE – CENTRALIZED SERVICES**

The Commerce Director's Office provides centralized finance, budget, communications, marketing, legal, IT and HR services and resources for the Department Divisions and attached boards.

 <p>Strategic Outcome</p> <p>#1</p>	<h2>IMPROVE CUSTOMER SERVICE, ACCOUNTABILITY AND EFFICIENCIES</h2>	
	<p>Improve stakeholder and customer knowledge of our programs, timelines and guidelines through improved communications, marketing, and roll-out of new programs for tourism, economic development, infrastructure and affordable housing.</p>	
	<p><b>Key Measures</b></p>	<ul style="list-style-type: none"> <li>• Successful roll-out of revised tourism grant and loan programs with focus on pilot communities, determined on readiness for additional tourism capacity. Goal to select the 7 pilot communities and begin roll-out of asset creation and infrastructure development.</li> <li>• Successful roll-out of Montana Growth Fund (replacing Big Sky Trust Fund). Obligate all annual funds in first year.</li> <li>• Proactive community assistance for grant, planning and loan programs managed within Community MT. Utilize outreach coordinator and specialist positions to proactively reach at least 95% of eligible communities and improve application numbers over LY by 5%.</li> <li>• Department wide rebranding and website redesign completed December 2023.</li> </ul>

 <p>Strategic Outcome</p> <p>#2</p>	<h2>PROGRAM PROCESS IMPROVEMENTS</h2>	
	<p>Improve application processes for housing, economic development, infrastructure, planning and tourism grant and loan programs through a digitized process. Review internal processes to determine viability for moving specific tasks and workload to third-party vendors.</p>	
	<p><b>Key Measures</b></p>	<ul style="list-style-type: none"> <li>• Review of mortgage servicing processes and RFP to begin moving processes to third-party vendor. Release and award RFP by December 2023.</li> <li>• RFP awarded and contracts in place for local housing field agency services. Within the contract, there are bi-annual metrics and vendor accountability reviews completed.</li> <li>• Roll-out of ServiceNow online grants and loans application process. All grant and loan programs transitioned by January 2024.</li> <li>• Review and update centralized services internal processes, procedures and policies to update by December 2023. Work with DOA where there are opportunities for enterprise improvements.</li> </ul>



## BUSINESS ATTRACTION & ECONOMIC DEVELOPMENT

Enhance the Montana economy through business growth, job creation and business attraction.

Strategic  
Outcome

#3

### Key Measures

- Minimum of 5 Red Carpet visits per quarter.
- Minimum of 10 press announcements on businesses moving to or expanding in Montana.
- 5% growth per quarter over established job creation baseline since Business Attraction program inception.