



ONE BIG SKY DISTRICT

TRANSFORMING THE ECONOMIC FUTURE OF MONTANA

SO YOU'VE HEARD ABOUT ONE BIG SKY DISTRICT?? HERE ARE A FEW FACTS TO KNOW ...



ONE BIG SKY WILL PUT BILLINGS & MONTANA ON THE MAP!

The Development Plan for the ONE Big Sky District is a comprehensive strategy for how Billings should grow and develop over the next 20 years – positioning it as a leader in the state, region and nation for creative economic, workforce and infrastructure development.



ONE BIG SKY DISTRICT ADDRESSES THE FORK IN THE ROAD

Though Billings has seen slow and steady growth over the years, this has NOT created the momentum needed to attract and retain a strong workforce, drive visitation and grow new and existing businesses. One Big Sky is designed to break this stagnant cycle Billings has seen.



ONE BIG SKY IS A STRATEGY FOR EVERYONE – A WIN FOR ALL AGES

Baby boomers are retiring at a rapid rate, with nearly 45,000 jobs expected to be left vacant in Yellowstone County alone over the next 10 years. Unfortunately Montana ranks among the lowest states in the nation for growth in the Millennial population – the workforce of the future. A deliberate strategy, outlined in the Development Plan, will make Billings a more attractive live / work / learn / play environment for Millennials – and residents and visitors of all ages.



ONE BIG SKY PUTS A NEW TOOL IN THE ECONOMIC DEVELOPMENT TOOL BOX

The state lacks an economic development funding tool and strategy to build communities that can attract major private development and grow the statewide economy, overcoming current market constraints that keep rents low and vacancy rates high. The Development Plan outlines a new tool to be created by state law that will be available to not only Billings, but other communities that can formulate a similarly compelling vision and plan.



ONE BIG SKY IS “SHOVEL READY”

Private property owners, developers and investors have expressed interest in making significant financial commitments to new private development in Billings, including new commercial office space, multi-family housing, hotel rooms, and retail/ dining / entertainment venues that complement Billings existing businesses and amenities – estimated at as much as \$650 million in the first phase, and up to \$2 billion overall within the ONE Big Sky District boundaries.



ONE BIG SKY = ONE BILLINGS, ONE MONTANA

The One Big Sky plan will support downtown Billings, the broader city and region, and the entire State of Montana, including rural areas – to the tune of \$2+ billion in revenues to the public sector generated by existing taxes on new private development in the ONE Big Sky District. Growth in revenues to the state general fund gives legislators new dollars to address other critical state needs, including those in rural areas.



ONE BIG SKY BUILDS THE UNCONVENTIONAL CONVENTION CENTER OF TOMORROW

A big part of this big plan for the City is an anchoring convention center in the Events & Entertainment District. Unlike the traditional “box with docks,” non-descript meeting facilities found in most cities today, Billings’ version, which has been dubbed Montana Station, will reflect the community’s character and offer the authentic local experience that convention goers seek but rarely find. It is designed to be activated 365 days/year for both residents and visitors, and is equal parts broad tourism draw and asset for civic and community events. It will possess the amenities and character that will become the foundation of an authentic “Montana experience” – from the food served, to the artwork and culture on display, to the very design and materials of the facilities themselves.



ONE BIG SKY MEANS NO RISK, BUT BIG REWARD

One Big Sky District is privately financed. The plan requires the private sector to invest substantial capital on the front end to drive development of transformative anchors in the downtown core, which means the private sector will build, finance and operate the necessary civic infrastructure and the private development. Once this happens, there is certainty of growth in jobs and net new taxes at all levels of government. Then, and only then, does the public sector contribute to reimburse a portion – but not all – of the civic infrastructure costs. ONE Big Sky does not create a debt for the State, nor does it create a new tax, now or in the future.