

ECONOMIC IMPACT

**ECONOMIC
PULSE**


BILLINGS HEIGHTS

33,494 REASONS TO INVEST IN A TREASURE FOR FAMILY, RECREATION, AND BUSINESS

Billings Heights is a family-oriented, suburban section of Montana's largest city that has major opportunities for increased business investment and amenities.



THE HEIGHTS BY THE NUMBERS

- **Total Population:** 33,494 (2024)
- **Population Density:** 349.39 people per square mile
(considered spacious living compared to traditional urban centers)
- **Median Age:** 36.6 years
- **Gender Distribution**
 - ▶ **Male:** 51.9%
 - ▶ **Female:** 48.1%

Source: Economic Overview Report, JobsEQ, 2025



COMMUTE & TRANSPORTATION

- **Average Commute Time:** 19.9 minutes
- **Transportation Highlights:**
 - ▶ **Skyway Drive (Inner Belt Loop)** is a key 7-mile direct connector between the Heights and the West End. This connectivity can reduce trips to Billings West End or Downtown by as much as 10 minutes or more and allows another route to the area besides Montana's busiest roadways - 4th and 6th Ave. - and Main St.
 - ▶ **Billings Logan International Airport** is a short commute taking Billings Heights residents and business professionals to 10 direct flight destinations daily.
 - ▶ **Billings Bypass Project** - Six-phase road project connecting I-90 (Lockwood) to US-87 (Billings Heights). The Yellowstone River Bridge is complete, the Railroad Overpass to open by July 2025, full completion by 2028.
- **Public Transit Connectivity**
 - ▶ **Billings Heights residents are served by three MET transit routes** - Heights to Downtown, East Heights, and West Heights offering 450+ weekly trips to connect residents across our community. Although public transit connectivity is strong, only 0.4% of Heights residents utilize public transit.

Source: Billings Bypass Project, Montana Department of Transportation, 2024

Source: Fixed-Route Service Map, City of Billings MET Transit, 2024

HOUSING AFFORDABILITY

MEDIAN HOUSEHOLD INCOME

\$74,572

State: \$69,922
National: \$80,610

MEDIAN HOME VALUE

\$314,900

State: \$495,100
National: \$419,200

HOUSING AVAILABILITY

- **Total Housing Units:** 14,198
- With **36%** of households in Billings Heights having children, the area stands out as one of the most family-oriented corners of our city—offering a strong sense of community, excellent schools, and amenities designed for growing families.
- **Rental Vacancy Rate:** 3.2% *(demand for housing is greater than supply)*
- **Homeowner Vacancy Rate:** 0.2% *(demand for housing is greater than supply)*
- **Owner-Occupied Housing:** Billings Heights: 76.6%
Yellowstone County: 69.5% ▶ State: 68.1%
- **Renter-Occupied Housing:** Billings Heights: 23.4%
Yellowstone County: 30.5% ▶ State: 31.9%

Source: U.S. Census Bureau, 2025

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HIGH END RESIDENTIAL ON THE HORIZON

- **The Timbers:** A sought-after Heights community blending contemporary homes, walkable parks, and top-rated schools—perfect for active families and professionals.
- **Bitterroot Heights:** A serene, well-established neighborhood offering spacious lots, mature landscaping, and a welcoming, close-knit feel.
- **Bar 11:** An exclusive enclave of custom-built homes perched with stunning Rim views, where luxury meets the quiet charm of the Heights.

Source: The Real Estate Collective, 2024

CRIME RATES IN BILLINGS HEIGHTS CONSISTENTLY LOWER THAN BOTH STATE AND NATIONAL AVERAGES

Location	Violent Crime	Property Crime	Total Crime
Billings Heights	3.4	11.7	22.1
Montana (State Avg.)	4.9	18.3	23.2
United States (Avg.)	3.8	19.1	22.9

Source: Monthly Task Force Reports, Billings Police Department, 2025, Crime Maps and Statistics, CrimeGrade, 2025

- **Billings Heights Crime Trends Compared to Other Billings Neighborhoods (Monthly)**
 - ▶ **Lower burglary rates** than South Side (12), Midtown (9), and West End (8).
 - ▶ **Fewer violent crimes** than in the South Side (15 assaults per month).
 - ▶ **Drug-related crime is lower** than South Side (10) and Midtown (6).
 - ▶ **Highest DUI rate in Billings** (12 per month, above all neighborhoods)



These trends reinforce Billings Heights' reputation as a secure, investment-ready district ideal for commercial growth and family-oriented amenities.

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LIVE / WORK / PLAY RECREATION, AMENITIES, AND ENTERTAINMENT

- **Lake Elmo State Park** (183 acres, year-round recreation)
- **Castle Rock Park** (scenic & ideal for outdoor activities)
- **Two Moons Park & Dover Park** (picnic & leisure spaces)
- **Dog Parks & Walking Trails** (pet-friendly community)
- **Oasis, Hawthorne Park & Castle Rock Park** (water park & wading/spray pool)
- **Lake Hills Golf Course**
- **High Sierra Park** (disc golf course, dog park, natural area, and athletic field)
- **Skyway Drive Trail** (a 5-mile trail running along the newly opened Skyway Drive)
- **Skyline Trail** (a 7-mile trail connecting Swords Park and Zimmerman Park)
- **First Interstate Bank Arena** (Yellowstone County venue providing entertainment, events, and state-wide hub for high school activities that offers plenty of opportunities for restaurants, hotels, and other amenities nearby for attendees from across the region).



Sources: Billings Trail Net, 2025; Billings Celebrates Opening of Inner Belt Loop/Skyway Drive Connecting Heights and West End, KTVQ News, 2024.

33,494 REASONS TO INVEST IN THE BILLINGS HEIGHTS:

The Billings Heights is the population equivalent of Kalispell (31,540) or Helena (32,529), respectively. Residents have historically been expected to commute to Billings Downtown or West End for services that could very well be saturated and supported by the existing population alone, in addition to creating destination-based experiences that would attract other neighborhoods to the Billings Heights.

Opportunities for new business investment and amenities in the Billings Heights:

- **Skyview High School and surrounding neighborhoods:**
 - **1,600 students**, a growing network of residential neighborhoods, and new connectivity via Skyway Drive make for a perfect location for food and drink kiosks, restaurants, and other amenities to serve students, staff, and residents alike.
- **Skyway Drive**
 - This **scenic thoroughfare** provides opportunities for new business investment to add vibrancy and destinations for vehicles and recreation enthusiasts traveling the 7-mile connector by car, bike, and foot.
- **Wicks, Bench, Hilltop and other neighborhood routes**
 - Experiences like neighborhood shops, boutique professional services, walk-in or kiosk-style food and drink and more would add vibrancy to these densely residential neighborhoods.
 - **New Business Highlight:** 105 Coffee and Brewing, founded by Heights-native Travis Zeilstra, offering events, a food-truck hub, and indoor/outdoor seating is now open at 815 Yellowstone River Road.
- **Main Street**
 - Connected to two of the busiest roadways in Montana - 4th and 6th Ave - Main Street continues to be a busy route at almost **39,000 trips a day**. Opportunities for larger retail, warehouse clubs, household recognizable brands, car dealerships, and locally owned fare would catch the eye of daily commuters.

Statistical Atlas of the United States, 2025

A "LAST BEST PLACE" FOR MONTANA'S FAMILIES

BILLINGS HEIGHTS: WALKABILITY & PARKLAND SNAPSHOT

Metric	Value	Interpretation
Homes within 0.5 miles of a K-12 school	3,392 homes	24.3% of all homes — just under 1 in 4
Homes within 0.5 miles of a park/recreation area	4,524 homes	32.4% of all homes — slightly over 1 in 3
Total parkland and natural areas	293 acres	3.1% of Billings Heights' total land area

Source: Yellowstone County GIS Mapping Portal, 2025

COMMERCIAL SPACES READY FOR ACTIVATION

- **Total Office Space Inventory in Billings Heights:**

44,845 sq ft 

Whether it's service-based businesses, community clinics, destination dining, or professional offices, this inventory provides a turnkey opportunity for entrepreneurs and investors.

Note: These figures are estimates based on publicly available listings and do not reflect current vacancies. They provide a general snapshot of commercial space in Billings Heights (59105).

Source: Montana Site Selector Market Profile Report, 2025; Multiple Listing Service (MLS), 2025; Commercial Real Estate Exchange Incorporated (CREXI), 2025.

INDUSTRY VOID ANALYSIS

- **Sectors with High Location Quotients (LQ) - Strong Industry Presence:**
 - **Transportation & Warehousing: LQ = 1.99**
 - **Real Estate & Leasing: LQ = 1.83**
 - **Accommodation & Food Services: LQ = 1.76**
- **Industries with Opportunity Gaps - Underrepresented Sectors Needing Growth:**
 - **Healthcare & Social Assistance: LQ = 0.54**
 - **Professional, Scientific, & Technical Services: LQ = 0.54**
 - **Information Technology: LQ = 0.08** (highly underrepresented)



Source: National Multi-Family Housing Council 2025

LABOR FORCE & WORKFORCE PARTICIPATION

- **Labor Force Participation Rate: 66.5%** - The percentage of all working-age individuals (16+) who are employed or actively seeking work. (Includes retirees, students, and those not in the workforce, which lowers the rate.)
- **Prime-Age Workforce (25-54 years): 88.1%** - Measures participation among individuals in their peak working years, where employment is more common. (This rate is higher than state (83.4%) and national average (82.1%))

Source: Montana Site Selector Market Profile Report, 2025



HIGHEST-EARNING INDUSTRIES

- **Mining, Quarrying, & Oil Extraction: \$116,335** avg. annual wage (highest-paying industry, though workforce size is lower)
- **Management of Companies: \$94,755** avg. annual wage (high-skill, executive-level employment sector)
- **Wholesale Trade: \$86,620** avg. annual wage (supports business-to-business sales, logistics, and distribution)

Source: Montana Site Selector Market Profile Report, 2025

