

GET TO KNOW RED LODGE:

- Population peaked at 4,860 in 1910 and has been steady over recent decades (2,125 in 2010; 2,177 in 2000; 1,958 in 1990; 1,896 in 1980; 1,844 in 1970 (Source, Census).
- The economy of Red Lodge has evolved over the past 100+ years from one based on mining to one based on agriculture to one based on tourism, outdoor recreation and services to a growing professional community, including the arts. Red Lodge employment is unique in that the following sectors are well above state and national averages: information (largely internet based), 3.4%; arts, accommodation and food services; 18.4%; finance and insurance/real estate, 12.1%; professional services, 10.9% and public administration, 12.8% (Source, Census/Red Lodge Growth Policy).
- 25.4% of total housing units are seasonal (Source, Census).
- 28.8% of workers commute to work by either walking (23.5%) or by other means including bicycling (5.3%). This is four times the Montana average (7.3%) combined and more than five times the U.S. average (4.5%) combined (Source, Census, Red Lodge Growth Policy).
- There is a higher median age (47.3) than Montana (39.8) and the U.S. (37.2) (Source, Census/Red Lodge Growth Policy).
- 41.9% of the population 25 years and older have a bachelors or graduate degree, much higher than Montana (28.5%). (Source, Census).
- 50.9% of residents were born in a different state, higher than Montana percentage (42.7%) and the U.S. (27.2%) (Source, Census).
- The median household income of \$46,354 and per capita income of \$25,478 is slightly higher than the Montana average (\$45,324/\$24,640) (Source, Census/Red Lodge Growth Policy).
- Median monthly household rent is \$775, higher than Montana (\$649). Low availability of long-term rentals is an ongoing concern negatively affecting businesses that require seasonal housing for their workforce. 22.8% of mortgages require 35% or more of household income, slightly lower than the Montana average (26.5%) (Source, Census, Red Lodge Growth Policy).

RED LODGE IS KNOWN FOR:

- Clean air, clean water and low crime rates are part of Red Lodge's small town appeal. It is a community that celebrates its agricultural, western and independent heritage even as it becomes more diverse (Source, Red Lodge Growth Policy).
- Being a very special place that appeals to those attracted to a genuine community feel,

wonderful environment, recreational opportunities, general ambience, and is a place that retains its unique character and culture (Source, Red Lodge Growth Policy).

- The Central Business District is where the people of Red Lodge and the surrounding area collect their mail, shop, dine, and conduct public business and stage events. Its historic building buildings and pedestrian scale are also the foundations of its appeal to visitors and the small town character residents cherish (Source, Red Lodge Growth Policy).

RED LODGE IS MOST PROUD OF:

- Qualities that include a historic downtown composed primarily of independent/entrepreneurial businesses, unique architecture, air and water quality, and mountain views from most areas of the town. (Source, Red Lodge Growth Policy).
- An economy based on retirees, young families, lone eagles, artists and entrepreneurs who are drawn to the town's special qualities that are unusual in today's mass, one-size-fits all consumer culture (Source, Red Lodge Growth Policy).
- Red Lodge is committed to the health and growth of young families by having a state of the art high schools and newly refurbished elementary and middle school, along with ten dedicated parks for families to enjoy diverse recreational opportunities (Source, Red Lodge Growth Policy).

RED LODGE'S UNIQUE CHALLENGES:

- Retaining the traditional character of downtown Red Lodge was among the issues most frequently listed by the people who took part in developing the original Master Plan as well as the Growth Policies (Source, Red Lodge Growth Policy).
- Red Lodge's tourist economy is seasonal. Maintaining business viability during the shoulder seasons and off-seasons is important. The seasonal nature of the economy is demonstrated through the collection of resort tax in which 40% of collections are during the June-August quarter (Source, Red Lodge Growth Policy, Resort Tax Collections Report).
- That all neighborhoods have safe non-motorized access to schools, parks, public buildings and to the City Center (Source, Red Lodge Growth Policy).
- Develop community entrances that promote a multi-modal transportation network that emphasizes walkability, is aesthetically pleasing, and is pedestrian and bicycle friendly (Source, Red Lodge Growth Policy).