The Gross Domestic Product (GDP) for any region is the most broad-based measure of general economic activity. It measures final output across the entire spectrum of industries comprising an economy. A General Business Index (GBI) constructed from a region’s GDP statistics is designed to provide a systematic treatment of all officially collected and relevant economic indicators. Chart 1 provides a birds-eye view of the aggregate performance of the Wichita Falls Metropolitan Statistical Area (MSA) economy from mid-year 2005 through mid-year 2015. After falling precipitously for much of 2008 and 2009, the local Wichita Falls economy, as measured by the Wichita Falls General Business Index (WFGBI), has been steadily growing at a modest pace since 2010. While local area economic performance has gradually improved over the past year, it continues to operate below its potential trend. As indicated in Chart 1, the potential level of economic activity is based on a ten-year exponential trend, from 1998 through 2015.