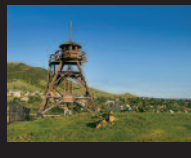
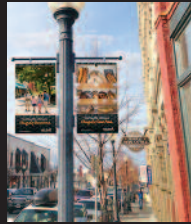


Helena Business Improvement District

An Assessment district approved by property owners in the Downtown Helena area. Revenues go to manage the district "environment" by administering programs to enhance downtown's physical appearance and overall visitor experience.

Downtown Helena, Inc.

Downtown Helena Inc. is a membership organization that provides programs to benefit its members and events and promotions that enhance the vibrancy of Downtown.



www.downtownhelena.com



LOCATION
The District's boundaries are roughly from Lyndale/Euclid to the north, where Park meets Cruse to the south, Park/Benton to the west, and Cruse/Jackson to the east.

MISSION
The Helena Business Improvement District is a leader, facilitator, provider and advocate for a planned, creative program that results in the continual improvement of property values and properties in Downtown Helena.

PRIMARY RESPONSIBILITIES
Increase property values through a variety of programs and services to create a vital commercial area for office, retail, restaurants, and services.

ACTIVITIES
Clean and Safe activities such as trash removal, landscaping on the 300 and 400 blocks, banners, flower baskets, Trail Rider program, and Trolley rental. BID is undertaking the creation and implementation of a comprehensive downtown master plan. Market a cohesive Downtown image and brand to locals and tourists. Contract with DHI to provide staffing and support of DHI events.

FUNDING
The funding for the HBID comes from property tax assessments in the District boundaries; property owners have elected to assess themselves to make their community cleaner, safer, and more vibrant. Additional funding comes from sponsorships and grants.

STAFF
HBID employs a full-time Executive Director and Program Coordinator as well as a part-time Administrative Assistant, Financial Coordinator and Maintenance Coordinator. Additional temporary part-time help is hired during the summer season to assist with landscaping and events.

BOARD OF DIRECTORS
Seven member board appointed by the Mayor and City Commission. Board members are property owners within the District or property owner representatives.

Downtown Helena from Lyndale to the Library

Downtown Helena Inc.'s mission is to Promote and publicize Downtown Helena in our community; Encourage and develop a spirit of cooperation among members; Establish and develop cooperative advertising and promotional campaigns and activities; Foster favorable public relations for Downtown Helena in various communities, organizations and agencies in the area served by Downtown Helena.

Raise awareness with locals and tourists about all Downtown has to offer, with the end goal being to bring people to Downtown Helena businesses repeatedly across time.

Events and promotional activities such as Alive @ Five, Wedding Stroll, Spring Art Walk, Fashion's Night Helena, Kids Fall Fest, Little Tykes Trick or Treat, Fall Art Walk, Parade of Lights, and Breakfast with Santa. DHI works jointly with HBID on holiday decorations and flower baskets and offers a gift card program to encourage patronage of downtown businesses.

Downtown Helena Inc.'s funding comes from membership dues, event sponsorships, and event revenues.

DHI currently contracts with the HBID for all staffing services; the Program Coordinator is the primary staff person for DHI.

Seven to ten member board elected from the membership. Board members must be DHI members in good standing.