

# DOWNTOWN HELENA, INC. MEMBERSHIP INFORMATION



## **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.

## **DHI Vision Statements**

- Community members think of downtown as a great place to both shop, attend activities and events. It is universally considered a welcoming, family friendly, safe, clean, aesthetically attractive, easy to access, and with plenty of nearby parking.
- Downtown Helena is vibrant and retailers and restaurants are open during the hours customers want and need.
- There is a keen sense of pride and partnership in DHI membership. All downtown property owners and tenants are members of DHI – and help recruit new members.
- Downtown Helena Inc. is the go-to source for community groups to get involved in programs downtown, and downtown Helena is their preferred venue for events.
- DHI and the City of Helena are great partners in preserving what's great about our downtown and making it even better and more welcoming to businesses, customers and visitors.
- There is clarity by all involved about the distinct purposes, roles and values of DHI, BID and HPC, and they work together both collaboratively and with mutual benefit.

# DOWNTOWN HELENA, INC. BUSINESS & PATRON MEMBER BENEFITS

- ✓ Announcements included in the Do You Know? weekly newsletter
- ✓ Individual business page & listing on DHI's website with links to your website and social media
- ✓ \$2 discount on rolls of parking coins
- ✓ Posting on DHI's Facebook (4000+ likes) and other social media
- ✓ Reduced participation fees in DHI events/promotions. *See list of events below.*
- ✓ Monthly member programming consisting of panel discussions, presentations, round table discussions and more
- ✓ Opportunities to network and build valuable relationships with other DHI members
- ✓ Opportunity to serve on DHI's volunteer working committees, volunteer opportunities for employees avenues to give back to the downtown community
- ✓ Increased visibility through sponsorship opportunities, such as events and promotions.
- ✓ DHI is your collective voice and advocate for all issues affecting downtown i.e. parking, road closures, etc.
- ✓ Contribute to shaping the future of Downtown Helena
- ✓ Shared message in promoting Downtown as the heart of the community

## DHI MEMBERSHIP

**Business Member:  
\$199**

**Business Member +  
Gift Card Program:  
\$249\***

*\*Plus a one-time \$49  
activation fee*

*(See info below)*

**Bronze Patron: \$500**

**Silver Patron: \$1000**

**Gold Patron: \$2000+**

*All members enjoy the  
benefits listed. You do not  
have to be located  
downtown to be a member  
of Downtown Helena, Inc.*

## PATRONS OF DOWNTOWN HELENA

All Patrons are afforded the list of Downtown Helena Member benefits (above) **PLUS** the following:

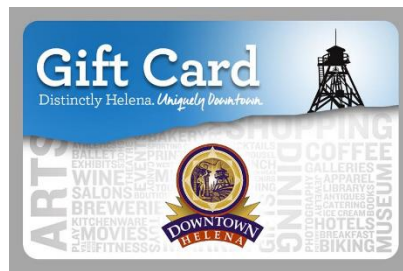
- ✓ Logo featured on DHI's website and recognition as a Patron of DHI
- ✓ Logo featured on sponsor banner which appears at every Alive @ 5 (13 weeks!)
- ✓ Regular social media promotion
- ✓ Features in Do You Know? weekly newsletter

# DOWNTOWN HELENA, INC. GIFT CARD PROGRAM

As a participating merchant in the Downtown Helena Inc. Gift Card Program, your business enjoys the following benefits in addition to all the regular member benefits listed above. This gift card is a debit MasterCard and functions as a regular debit MasterCard using your existing system for transactions.

- ✓ Access to customers' gift cards totaling over \$100,000 per year
- ✓ Customers can *only* use card at participating merchants
- ✓ Unique marketing opportunity to captive, existing audience
- ✓ Marketing tools provided by DHI

\*\*For more information, please contact [info@helenabid.com](mailto:info@helenabid.com) or call 447-1535.



*In the past, Blackfoot accepted Downtown Helena gift cards because we felt like it was the right thing to do for DHI and downtown customers and now with the new gift card program it makes solid financial sense!"*

*~Bethany Flint, Blackfoot River Brewing Company*

# DHI-PRODUCED EVENTS

These events are funded SOLELY by participation fees paid by interested businesses and separate from DHI membership. As a member, you can decide which of these events produce additional benefit for your business. Members enjoy a reduced participation fee.

**WEDDING STROLL** -- Annual event and retail promotion that highlights all that Helena and surrounding areas have to offer for weddings, rehearsal dinners, honeymoons, engagement parties, bachelor/bachelorette parties, and wedding receptions.

**SPRING & FALL ART WALK** – Each event boasts over 65 artists featured at nearly 50 registered businesses from photography, paintings, ceramics, jewelry, poetry, and more spanning from the Great Northern Town Center to the Lewis and Clark Library. Refreshments and light snacks served at many businesses.

**FASHION'S NIGHT HELENA** – Downtown Helena's retail and restaurant scene will be in the spotlight as businesses host individual special events to reveal their new fall fashion offerings. From Rome to Milan, Atlanta to Australia, Savannah, Georgia to Boulder, Colorado, this after-hours shopping extravaganza and downtown party celebrates international Fashion Week and launch of a new season. On this night, parade your fanciest or favorite ensemble, and stroll downtown for exclusive VIP treatment by all participating locations.

**KIDS' FALL FEST** – This free family-oriented event will be held from 10 a.m. - 2 p.m. in Pioneer Park, located behind the Lewis & Clark Library. Helena's favorite fall kids' event will include activities, face painting, Henna tattoos, informational booths, entertainment and much more. Win prizes generously donated by local businesses, play games, make crafts and enjoy dance performances.

*\*\*For more information and registration fees, please email [info@helenabid.com](mailto:info@helenabid.com) or visit [downtownhelena.com](http://downtownhelena.com)*

These events are funded SOLELY by sponsorship or vendor participation fees. There are different levels of sponsorship for each event which directly relates to the marketing benefits the sponsors receive by contributing to the event.

**ALIVE AT 5** – Alive @ Five, a *free*, weekly summer concert series, will be held every Wednesday evening beginning June 3<sup>rd</sup> and running through August 27<sup>th</sup>. The event runs from 5-9 p.m. at different Downtown locations featuring local food vendors, beer and wine garden and live music performed by bands from around Montana. Helena residents and visitors of all ages are welcome to attend this long-anticipated summertime event.

*\*Several levels of sponsorship available. More information: [info@helenabid.com](mailto:info@helenabid.com) or 447-1535*

**PARADE OF LIGHTS** – A Holiday tradition to celebrate Helena’s historic landmark – the Firetower! The parade gathers friends and families to kick off the holiday season with the official lighting of the work’s only downtown Firetower as the Guardian of the Gulch.

**BREAKFAST WITH SANTA** – Breakfast with Santa is Saturday after Thanksgiving from 9AM-11AM at Bert & Ernie’s, located at 361 N Last Chance Gulch. This meal is free of charge to the public and co-sponsored by Downtown Helena, Inc. and the Helena Business Improvement District. DHI encourages bringing in an unwrapped toy for the Toys for Tots drop, which will be on-site at the event. The success of Toys for Tots relies largely on the support of the local community and the generosity of those who donate toys, bringing joy to less fortunate children during the holidays.

*\*\*For sponsorship opportunities or more information, please email [info@helenabid.com](mailto:info@helenabid.com).*

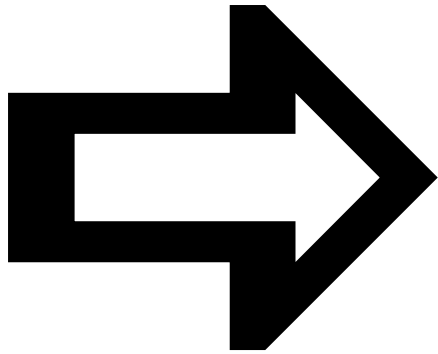
These events are supported by general membership dollars and do not require a separate participation fee or sponsorship opportunities to participate. For these events, DHI staff will request that you simply email us any special, promotion or activity you may be doing for the event, and we will include this information in general promotion of the event.

**LITTLE TYKES TRICK-OR-TREAT** – Downtown offers your little tykes a safe and fun alternative to trick-or-treating, on Halloween while there is still daylight. Over 100 businesses throughout the Downtown Helena and the Great Northern Town Center will pass out candy for children (5<sup>th</sup> grade and younger) between the hours of 11 a.m. and 3 p.m. on Halloween day.

**PLAID FRIDAY** – The name Plaid Friday was conceived from the idea of weaving the individual threads of small businesses together to create a strong fabric that celebrates the diversity and creativity of independent businesses. Plaid Friday is the relaxing and enjoyable alternative to the big box store “Black Friday,” and is designed to promote both local and independently owned businesses during the holidays.

**SMALL BUSINESS SATURDAY** – First there was Black Friday, then Cyber Monday. November 27, 2010 was the first ever Small Business Saturday. Small Business Saturday is the day we celebrate the Shop Small movement to drive shoppers to local merchants across the U.S. More than 200 organizations have already joined American Express OPEN, the company’s small business unit, in declaring the Saturday after Thanksgiving as Small Business Saturday.

# PLEASE RETURN THE REGISTRATION FORM TO COMPLETE YOUR MEMBERSHIP!



**Make checks payable to:** Downtown Helena

**Mail to:**

Downtown Helena Inc.  
318 Fuller Ave.  
Helena, MT 59601

**OR** you can complete your membership online: [www.downtownhelena.com/dhibid/membership/](http://www.downtownhelena.com/dhibid/membership/)

# DOWNTOWN HELENA, INC. MEMBER REGISTRATION FORM

## MEMBERSHIP LEVEL:

- Business Member \$199
- Bus. Member + Gift Card Program \$ 249\*  
\*Plus a one-time set-up fee of \$49
- Bronze Patron Members \$500
- Silver Patron Members \$1000
- Gold Patron Members \$2000  
or another amount: \$ \_\_\_\_\_

## Billing Info:

- Bill Annually  Bill Bi-annually (billed July 1 and January 1)  
*Membership cycle runs from July 1 thru June 30. New members joining mid-cycle enjoy pro-rated membership dues.*

**Business name:** \_\_\_\_\_

**Contact Information - Name (Main Contact):** \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## Business Information

Physical Address (Street): \_\_\_\_\_ Zip: \_\_\_\_\_

Business Mailing Address (if different): \_\_\_\_\_

Business phone: \_\_\_\_\_ Business email: \_\_\_\_\_

Website: \_\_\_\_\_

## Secondary Contact Info – most appropriate person to send correspondence for the following:

Billing --- Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Events/News/Announcements --- Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Who is your target customers/clients/audiences?** \_\_\_\_\_

**Does your business own or rent at your current location?**  Own  Rent  Other \_\_\_\_\_

**How many years have you been at your current location?** \_\_\_\_\_

**Do you have other locations in Helena?**  Yes  No

**Is your business for profit or non-profit:**  Non-profit  For profit

**How many employees do you have?**  Under 5  5-10  10-20  20-50  50

**Annual Revenue**

- \$0-\$249,999
- \$250,000 - \$499,999
- \$450,000 - \$999,999
- \$1,000,000 - \$1,999,999
- \$2,000,000+
- Not Applicable

**What level are you located on?**

- Ground Level
- First Floor
- Second Floor
- Third Floor
- Other: \_\_\_\_\_

**What is attracting people to your business? Choose all that apply**

- Storefront
- Internet
- Walk-in
- Newspaper
- Social Media
- Word of Mouth
- Print Advertising
- Radio
- Television
- Not Applicable

**Do you have a business Facebook page?**  Yes  No

**Business Profile:** *please check all that apply*

Shop/Retail Categories

- Apparel or Footwear
- Food and Beverage
- Jewelry
- Art
- Gifts
- Books and Music
- Health and Beauty
- Outdoor Gear
- Floral
- Home Décor
- Specialty Items
- Other \_\_\_\_\_

Business Categories

- Computers & Connectivity
- Fitness
- Insurance
- Non-profit & Gov't
- Real Estate
- Auto & Transportation
- Education
- Health & Beauty
- Legal
- Catering/ Vending & Food
- Financial
- Health Care
- Marketing, Printing & Media
- Photography
- Architecture & Engineering
- Other \_\_\_\_\_

Dine Categories

- Bars or Pubs
- Fast Eats
- Breweries & Wine
- Casual Dining
- Fine Dining
- Coffee & Tea
- Markets
- Distilleries
- Breakfast

Entertainment/Play Categories

- Hotel or Motel
- Family-friendly
- Arts & Cultural
- Museum/Gallery