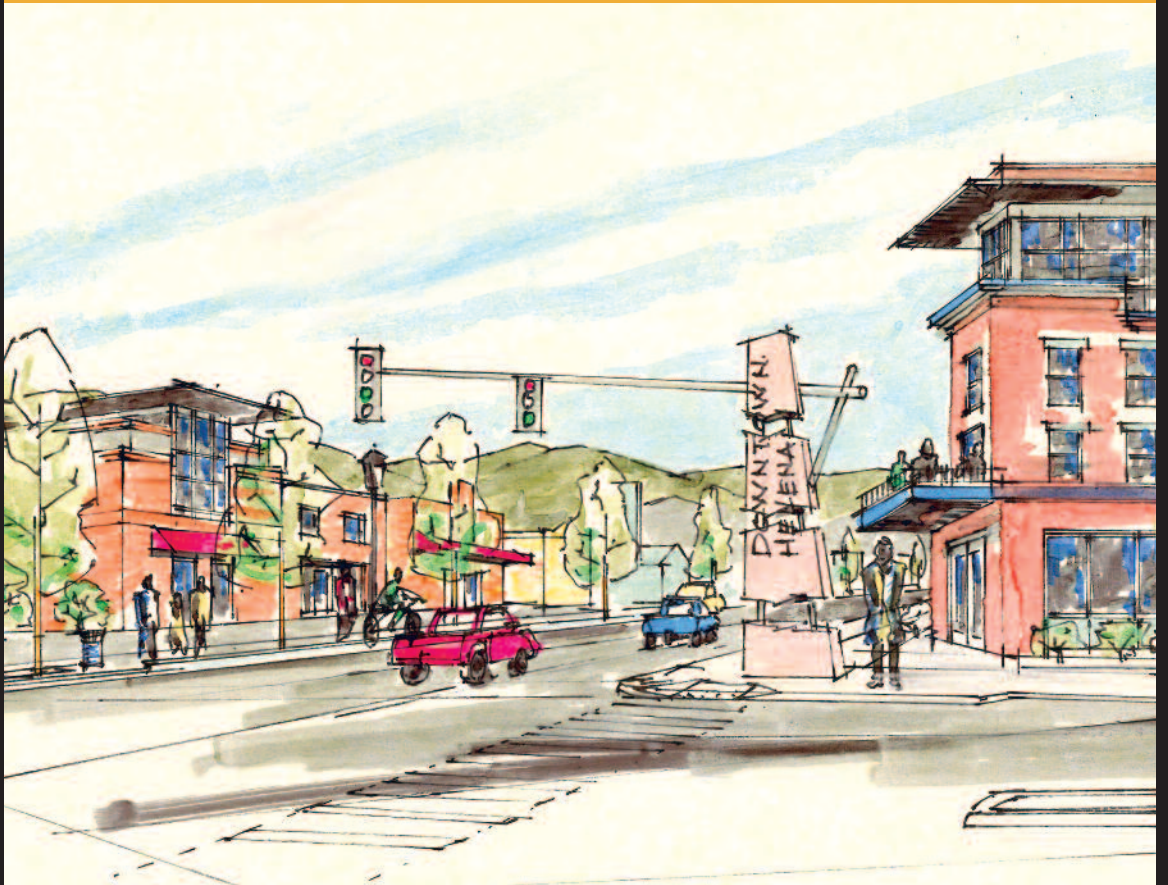


A VISION FOR DOWNTOWN HELENA



HELENA
BUSINESS IMPROVEMENT DISTRICT

ANNUAL
REPORT

.....
2015-16

2015-2016 HBID Year in Review

Dear HBID Stakeholders,

Fiscal year 2015-16 was one of tremendous progress and on behalf of the Helena Business Improvement District board and staff I would like to begin by expressing our immense gratitude to the Helena community for your engagement, ideas, volunteerism and entrepreneurial spirit.

Our primary focus this year was to create a community driven vision for what our district could and should be. We believe that the clarity of mission outlined in our Downtown Master Plan will allow the HBID, its partners and its stakeholders to properly plan and execute on key strategies that will help our plan become reality. We are committed to consistently evaluating our progress in achieving our goals and reevaluating timelines and prioritization to take advantage of changing market conditions and opportunities arise.

As an organization we were also mindful to avoid letting the Master Planning process impede on the progress we are making in some of our core committees. You will see throughout this document the significant improvements that have been made to marketing efforts, streetscapes, clean and safe programs and in our advocacy efforts. We are seeing the tangible benefits of these efforts through the ad-



ditional investment, entertainment opportunities and vibrancy that is occurring throughout our District.

FY 2016-17 looks to be one of significant transformation for our Business Improvement District and we will continue to need the support of this incredible community to carry out our mission as it is truly the people of Helena that make our district distinctly Helena and uniquely Downtown.

My sincere thanks,

RANDY RILEY

Helena Business Improvement District Board Chair

2015-2016 HBID Financial Report

2015-16 Revenue:

■ Assessments	\$217,576
<i>Paid by property owners within the BID boundaries</i>	
■ Management Fees	\$73,610
<i>Paid by DHI for administrative services and event support</i>	
■ Program/Project Revenue	\$82,813
<i>Includes Trail Rider sponsorships, DHI support of flower baskets, fees for equipment usage, other sponsorships</i>	
■ Interest income	\$238
■ Miscellaneous	\$151
Total Revenue	\$374,388



2015-16 Expenses:

■ Programs	\$202,145
<i>Includes Trail Rider, flower baskets, landscaping, banners, clean and safe, trolley, support of events held Downtown, and DHI event support.</i>	
■ Personnel	\$114,114
<i>Includes FT Executive Director, FT Program Coordinator, PT administrative and Financial staff, and PT temporary program staff.</i>	
■ Facilities & Equipment	\$38,811
■ Administrative	\$30,231
Total Expense	\$385,301



HBID planned additional infrastructure expenditures from reserves for FY 15-16; this revenue has already been recognized so it is not included in the fiscal year financials.

2015-2016 HBID Accomplishments

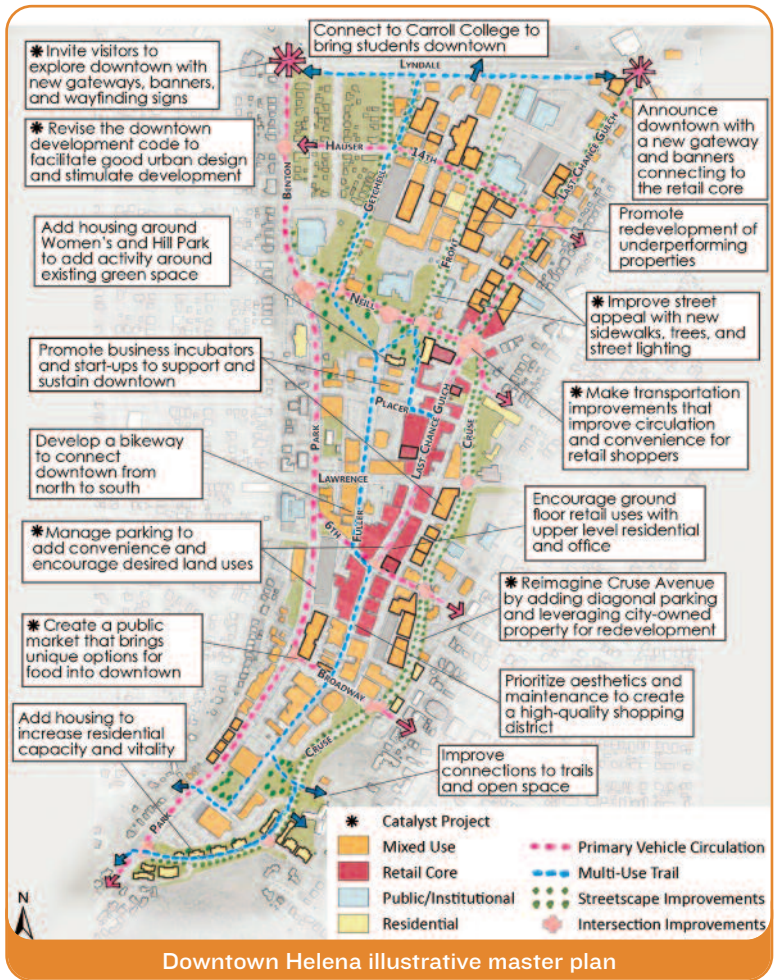
A COMPLETED MASTER PLAN

- ▶ Over 1700 people weighed in over the course of 10 months to create a comprehensive plan for Downtown for the next 20 years.



MARKETING

- ▶ Installed new winter banners
- ▶ Created and implemented trash can branding
- ▶ Created a new Downtown map, and working on an artistic rendering
- ▶ Created new advertising



LANDSCAPING IMPROVEMENTS

- ▶ New trees were planted on the 400 block of Last Chance Gulch
- ▶ New benches were installed
- ▶ Additional work was completed on the bulb-outs.



2016-2017 HBID Looking Forward:

- ▶ New downtown zoning code
- ▶ Public market feasibility study
- ▶ Redesigned downtownhelena.com website
- ▶ Continued HBID services and programs!



Coming soon:

BID Property Owners E-news! Keep in touch with the progression the Downtown Helena Master Plan and HBID services. Send us your email to receive this twice-a-year update!



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