

## STREETSCAPE / BEAUTIFICATION

### HBID Provides & Maintains:



225 Flower Baskets

100 Seasonal Banners

18 Trash Receptacles

17 Landscaped Bulbouts  
& Planters

### WE'VE LAUNCHED OUR NEW WEBSITE!



Visit us at <http://downtownhelena.com>

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## HBID Office

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ANNUAL  
REPORT  
2016-17

HELENA  
BUSINESS IMPROVEMENT DISTRICT



## 2016-2017 HBID Year in Review

Over the past year, the Helena Business Improvement District has made great progress on a number of Master Plan-driven initiatives while continuing to enhance the Downtown experience through our ongoing Clean and Safe and Streetscape beautification programs. The City's adoption of the Downtown Master Plan in October, 2016 was a watershed moment for Downtown Helena. The culmination of a nearly year-long development process with heavy public participation, the Master Plan provides the roadmap for downtown redevelopment for the next 20 years, and guides HBID's Work Plan.

Current Master Plan-based projects underway include creating a new, simplified **form-based zoning code**, completing a feasibility study for a downtown **public market**, developing a **Façade Improvement Grant Program** (currently being reviewed for approval), and laying the ground work for a Downtown **TIF District**. These projects were made possible through successful pursuit of grant funding with our partners such as MBAC and the City of Helena. Goals for 2018 include implementing the above initiatives, earning **National Mainstreet accreditation**, creating a **business recruitment Toolbox** to expand and diversify the Downtown business mix, establishing a **501c3** to better leverage grant funding, advocating for planned **Front Street Improvements** and the **signalization at Last Chance Gulch and 14th** to adhere to the Master Plan's design

intent, and laying the groundwork for a successful **BID renewal** in 2020.

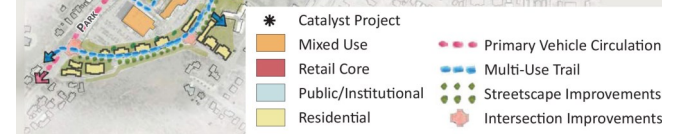
HBID is continuously working to maintain and improve Downtown's physical environment through **Clean & Safe** and **Streetscape** improvements including providing and maintaining **landscaping, flower baskets, seasonal banners, and sidewalk trash collection**. As part of our **marketing** effort to increase visibility of the organization, awareness of Downtown, and to assist the Tourism Alliance and Convention and Visitors Bureau in promoting Downtown as a destination, we have just launched a completely redesigned **HBID/DHI website** which is much more user- and mobile-friendly.

Our work to improve the vitality of the District and showcase the value of Downtown Helena to the region could not happen without the assistance of downtown property and business owners and our partners at the City, various state agencies and community organizations. Our goal is to serve as the catalyst for sustainable economic development in the Heart of Helena. The BID is essential for continued success in making the district a great place to do business, invest, live, work and play: and we couldn't do it without you.

Many thanks,  
**Mark Roylance**  
Helena Business Improvement District Board Chair

## Master Plan-based Initiatives

- **Simplified, Form-based Downtown Zoning Code**
- **Public Market Feasibility Study**
- **Façade Improvement Grant Program**
- **Advocacy:**
  - **Downtown TIF District**
  - **Front Street Improvements**
  - **14th & LCG Signalization**
  - **Connectivity & Wayfinding**
- **Historic Preservation**

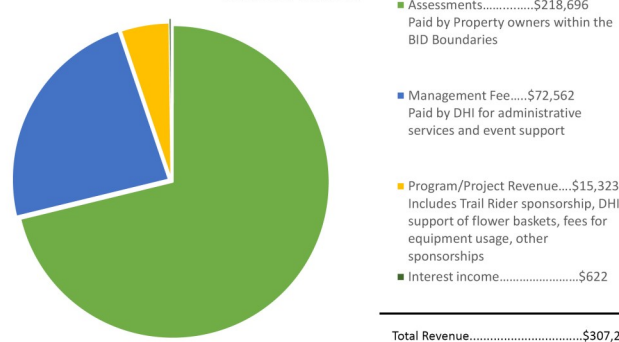


## The Role of the Business Improvement District:

The HBID is a leader, facilitator, provider and advocate for a planned, creative program that results in the continual improvement of properties and their values within the district. The BID is essential for continued success in making Downtown Helena a great do business, invest, live, work and play. The HBID works with many partners in the continual management of the District and providing key services to our rate payers. The HBID takes on various roles in working collaboratively: often times as the leader; other times an advocate. We are a provider and other times we will facilitate. No matter what the HBID's role is, or what our partners' role will be, we are all working towards the same goal: maintaining a healthy, vibrant Downtown Helena.

## 2016-2017 HBID Financial Report

2016-2017 Revenue:



2016-2017 Expenses:

