



2018-2019 Strategic Plan

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March 1, 2018 Annual Board Retreat

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Strategic Plan

Mission Statement

i *The Helena Business Improvement District (BID) 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.*

Strategic Plan

i *Paul Lachapelle led the Board of Directors through a condensed Strategic Planning process. Strategic planning begins with a vision and mission statement followed by the guiding principles to help achieve the goals of the mission. The goals formulate the critical success factors and barriers to achieve the objectives and strategies. Once the objectives are identified, the action plan commences.*

Paul began by having the Board popcorn style objectives for the next six months, 18 months, and 2 year plan or short-term, medium-term, and long-term respectively.

Short-Term Activities 6/mo.

i Ten short-term activities were identified. For voting purposes, the ten tasks listed were broken into “New” or “Ongoing.”

No.	Task
1	Update the By-laws, financial policies/procedures
5	Determine our legal status
7	Marketing/PR(i.e. bag)
8	Budget for Banner approval/program
10	Development of marketing for Renewal
2	City adopt Downtown Zoning Code
3	TIF District URD
4	Stronger relationships with City Depart.
6	300 Block Trees
9	Façade Grant

Medium-Term Activities 18/mo.

i Nine medium-term activities were identified. For voting purposes, the nine tasks listed were broken into “New” or “Ongoing.”

No.	Task
1	Get renewed
3	Front Street Development
4	Walking Mall Police
5	Main Street Walking Mall Master Plan
9	New Full Time Position (TBD)
2	Wayfinding
6	14th St. and Last Chance Traffic Light
7	Foundation/Partnership
8	PAR for Lyndale/Euclid

Long-Term Activities 2/yrs.

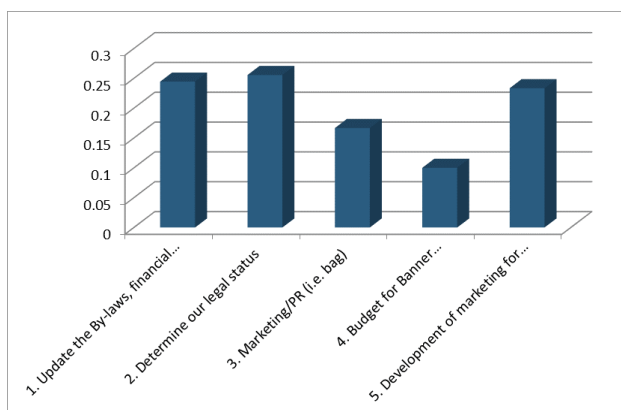
i Four long-term activities were identified.

No.	Task
1	Marlow Market
2	Housing
3	5 point intersection & LCG two way
4	DT monument

Results from Voting

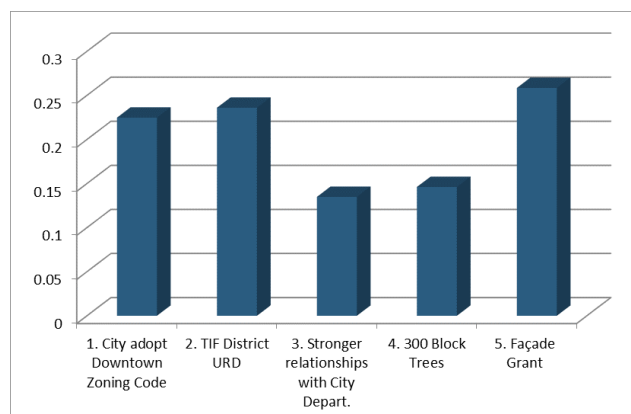
Question 1: Short-Term Activities (New)

Activity	Percent
Determine our legal status	25.56%
Update the by-laws, financial policies/procedure's	24.44%
Development of marketing for Renewal	23.33%
Marketing/PR (i.e. BID Missoula Recycle Bag)	16.67%
Budget for Banner approval/program	10.00%



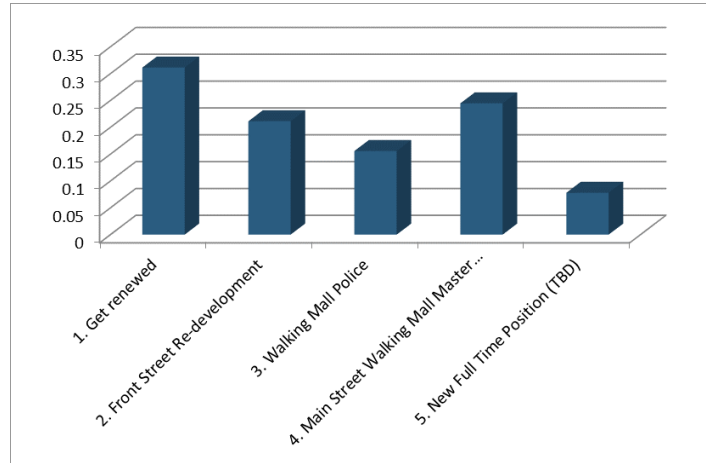
Question 2: Short-Term Activities (Ongoing)

Activity	Percent
Façade Grant	25.84%
TIF District URD	26.60%
City Adopt Downtown Zoning Code	22.47%
300 Block Trees	14.61%
Stronger Relationships with City Departments	13.48%



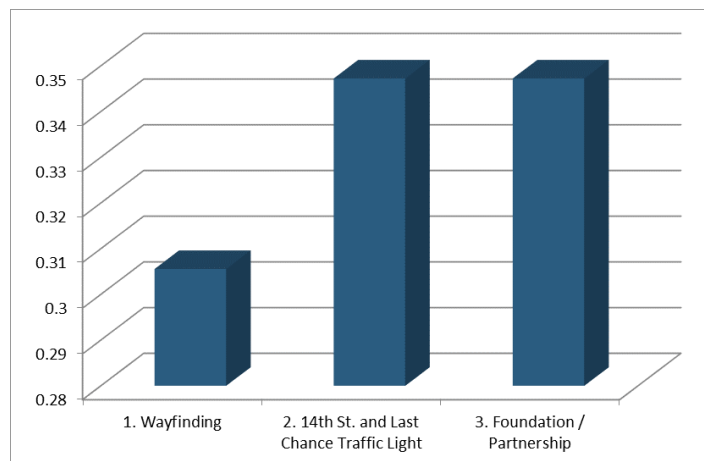
Question 3: Medium-Term Activities (New)

Activity	Percent
Get Renewed	31.11%
Main Street Walking Mall Master Plan	24.44%
Front Street Re-development	21.11%
Walking Mall Police	15.56%
New Full Time Position	7.78%



Question 4: Medium-Term Activities (Ongoing)

Activity	Percent
14 th St. and Last Chance Traffic Light	34.72%
Foundation/Partnership	32.74%
Wayfinding	30.56%



Question 5: Long-Term Activities 24/mo.

Activity	Percent
Marlow Market	32.41%
Housing	31.50%
5-Point Intersection & Last Chance Gulch Two Way	18.90%
Downtown Monument	17.19%

