



Fiscal Year 2019/2020 Work Plan

ORGANIZATION SUMMARY

The Helena Business Improvement District (HBID) purpose is to promote the health, safety, prosperity, security, and general welfare of the inhabitants of the HBID and specifically protects and improves the value of property within the HBID. The HBID accomplishes its work by undertaking programs and promoting the HBID as a place to work, play, and live.

The HBID is funded by property assessment within the HBID boundary (map attached) signed by the owners of more than 60% of the area. The district duration is for a period of ten years. In August 2020, the HBID will be up for creation of the district.

Downtown Helena Inc. (DHI) is a membership organization whose purpose is to encourage a spirit of cooperation, establish and develop cooperative retail sales promotions, special events, and other activities, and to foster favorable public relations for the Downtown Helena community, organizations, and agencies served in Downtown. Through a Memorandum of Understanding (MOU) and Contract for Services, the HBID provides specific services to DHI.

The Helena Business Improvement District meets monthly on the second Tuesday at 4:00 p.m. in the Chamber Building conference room, 225 N Cruise Ave.

OBJECTIVES

Annually, the HBID meets to prepare their strategic plan identifying short term (0-12 month), medium term (12-24 month), and long term (24 plus month) activities. With guidance from the City adopted (resolution no. 20313) Master Plan, the Board of Trustees has established the following as objectives.

<i>Activities followed by a number are implementation strategies found in the Master Plan Activities colored indicates the HBID as the Lead Agency tasked with implementation stated in the Master Plan</i>		
Short Term	Medium Term	Long Term
Downtown Helena Initiative with City¹	Creation of Business Improvement District for another ten years	Assist City Departments to realign Cruse Avenue
Actively brand our work/programs (1.1)	Create wayfinding (1.1.c)	Encourage Downtown housing (2.3)
Market a consistent message in partnership with DHI (1.1.a)	Downtown security (provide foot patrols, bike patrols, and downtown ambassadors (1.3.c)	Assist City and partner agencies with homelessness
Establish a solution for graffiti removal	Montana Main Street designation advancement	PAR for Lyndale/Euclid
Improve aesthetics on Last Chance Gulch (i.e. trees) (1.3.a)	Assist City Departments to improve 14 th and Last Chance Gulch intersection (5.4.d)	File 501c3 paperwork (1.2.c) (subject to renewal)
Request additional funding to operate programs	Create Marlow Market (2.4)	
Assist City Departments on adoption of the Downtown Zoning Code (2.1.a)	Increase funding assessment formula ²	

Additionally, the board and staff continue to create interpersonal relationships within our constituency and partner organizations. (1.1.d)

2018/2019 ACCOMPLISHMENTS

Activities followed by a number are implementation strategies found in the Master Plan

Activities colored indicates the HBID as the Lead Agency tasked with implementation stated in the Master Plan

- ✓ Update bylaws and financial polices & procedures
- ✓ Develop a façade improvement program (1.3.b)
- ✓ Assist City Departments in creating a Tax Increment Financing District (2.2a)
- ✓ Develop a banner program
- ✓ Street reconstruction project (4.4c and 5.2.d)

¹ Details of this initiative are currently being worked but will increase the FY 19/20 budget as proposed on page 2.

² Flat rate per parcel or lot \$425; taxable rate 3% of market value; square footage rate .030 times the square footage of land area. Rate increase presentation to City in 2020 for 2020/2021 FY budget.

FINANCIAL (PROPOSED FY 19/20 BUDGET)

Revenue	
Assessments	\$ 219,329.00
DHI Management Fees	\$ 88,000.00
Programs/Projects	\$ 4,000.00
Interest Income	\$ 150.00
Total Revenue	\$ 311,479.00

Expense	
Administrative	\$ 48,650.00
Facilities & Equipment	\$ 34,190.00
Program/Projects	\$ 30,650.00
Payroll	\$ 197,930.00
Total Expense	\$ 311,420.00

Net income/loss	\$	59.00
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PROGRAMS

To achieve several of the objectives listed, the HBID and DHI execute several programs and activities that are ongoing:

- ✓ Downtown Helena Gift Card
- ✓ Façade Grant
- ✓ Banner Program
- ✓ Equipment Rental
- ✓ Trolley (MOU with City)
- ✓ Streetscape (includes Holiday décor)
- ✓ Events
- ✓ Membership
- ✓ By-weekly newsletters
- ✓ Social media platforms (Instagram, downtown Helena website, and Facebook)

STAFF

Micky Zurcher
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*Trustees serve terms of four years and may serve two consecutive terms