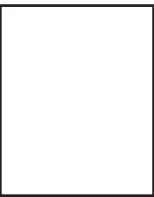




Helena Business Improvement
318 Fuller Ave, Helena, MT 59601



MARKETING & COMMUNICATIONS

NEW BRAND DESIGN

The HBID and DHI had a new logo designed that showcases the Helena skyline with the words “Distinctly Helena Uniquely Downtown”. A variety of swag was produced including: stickers, campfire mugs, tote bag, t-shirts, coasters, and a metal art piece



Photo by Emily Irene Photography

2019 CALENDAR

The first annual downtown Helena calendar was produced this year using imagery from local amateur photographers. The calendar highlights all the DHI and HBID events as well as submitted events from DHI members.

DID YOU KNOW MONTHLY NEWSLETTER

The content within our newsletter is informational and meant to keep our constituency updated on what’s going on downtown

640 36%
AVG. REACH OPEN RATE

SOCIAL MEDIA

Our social channels continue to gain followers with Instagram being new as of January.

6,705 1,011
FACEBOOK LIKES INSTAGRAM FOLLOWERS

WEBSITE

One of our greatest tools and resources.

112,876
PAGE VIEWS

HOLIDAY MOMENTS HAPPEN
DOWNTOWN VIDEOS

We launched two Holiday Moments Happen Downtown videos last December showcasing the vibrant downtown during the holiday season. Moments Happen Downtown is part of our new marketing strategy.



LETTER FROM THE BOARD CHAIR

Dear Fellow Helenian:

The Helena Business Improvement District (“HBID”) is Distinctly Helena Uniquely Downtown. Since 1986 when HBID began, it’s underlying mission has been to promote Helena’s downtown and to foster a vibrant business district.

HBID serves all the citizens of Helena because a vibrant business district is fundamental to the economic health and wellbeing of the entire community. We closely partner with Downtown Helena Inc., an organization of Helena’s business owners, to provide numerous downtown events and entertainment including Alive at Five, Art Walks, Breakfast with Santa, Little Tykes Trick or Treat, and the Parade of Lights, among many other happenings. The HBID major programs and projects include our façade grant, hanging and maintaining banners, summer flower baskets, garbage receptacles, and holiday decorations in your downtown.

Think a moment about Helena without all these things. Bleak!

In 2020 HBID’s existing charter expires. HBID is invested in its creation — the rekindling of its charter — so it may continue to serve its constituency, the businesses of downtown, and all the citizens of Helena. HBID needs an approving vote of 60% of the business district’s property owners. Your signed petition is needed to support the creation and enable us to actively continue our mission of promoting and fostering a distinctly unique and vibrant downtown Helena business district. Not signing the petition works against us. If you misplaced your petition, please contact the Business Improvement district office at 447-1535.

Respectfully yours,

Lee Shubert, Chair

CREATION TIMELINE

MAY – JULY
Collected 34.4% petitions from the May mailing

AUGUST – OCTOBER
Face to face outreach

- NEXT STEPS:**
- Under City Commission a notice of passage of resolution will be published and provided to every owner of real property within the district.
 - A public hearing will be set on a City Commission agenda to consider a resolution creating the Business Improvement District.
 - The City Commission will motion to approve a resolution creating a Business Improvement District for a period of ten year.

FOLLOW OUR PROGRESS
www.downtownhelena.com/2020-creation-status/

BOARD & STAFF

- LEE SHUBERT, Chair**
HBID Resident
- REX SEELEY, Vice-Chair**
Montana Outdoor Sports
- JOHN GRANT**
Jackson, Murdo & Grant Law Firm
- AL ROY**
Trophy Case
- MARK ROYLANCE**
Mosaic Architecture
- RYAN STAVNES**
Exit Realty Helena
- CHRISTOPHER TALEFF**
Cottonwood, LLC
- MICKY ZURCHER**
Executive Director
- CASSIDY MERCER**
Membership & Marketing Coordinator
- BRIANNA STEELE**
Events & Maintenance Coordinator

PROGRAMS



GARBAGE RECEPTACLES
In addition to collections, maintenance staff refinished our cans.

23 TRASH CANS **1,500 COLLECTIONS**

HOLIDAY DECORATIONS
Over 150 wreaths, lights, and garland are distributed throughout the district. In 2018, Silver Star Steak Company sponsored a 5’ lighted snowflake.

BANNERS
We have two banner types: Summer and Winter and offer a program for outside businesses to rent our poles.

256 BANNERS

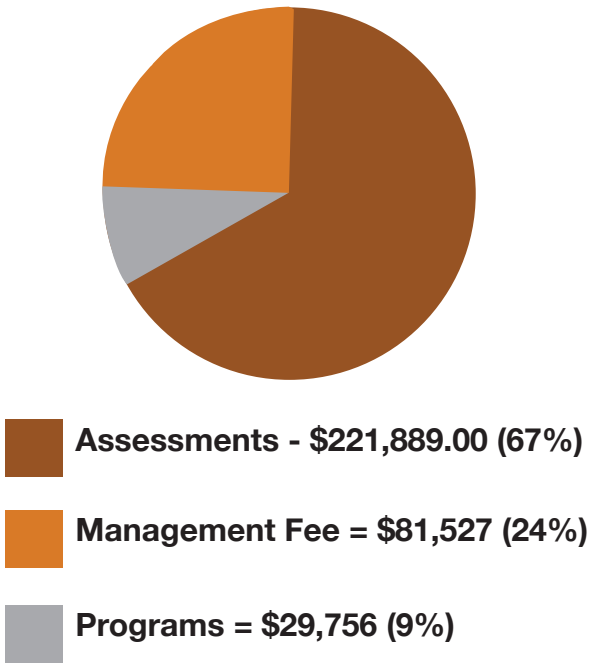
Façade Grant
We awarded \$5000 in grants through our annual grant program. The Base Camp and Union Market Properties, LLC were this year’s recipients.



Photo by Jason O’Neil Photo

FINANCIALS

REVENUE - \$333,172



EXPENSES - \$280,578

