

ANNUAL REPORT 2019-2020



HELENA BUSINESS IMPROVEMENT DISTRICT

www.downtownhelena.com

 Downtown Helena

 downtown_helena



318 Fuller Ave.
Helena, MT 59601
(406) 447-1535

TO OUR CONSTITUENTS

Operating Highlights

- ✓ Secured 70% petition signatures for creation of the BID for another ten years
- ✓ Awarded \$5000 in façade grants
- ✓ Became of Main Street America Accredited Community
- ✓ Printed over 1700 Downtown Helena Calendars
- ✓ Produced video marketing campaign “Moments Happen Downtown”
- ✓ Partnered with the Downtown Urban Renewal Plan

Looking Ahead FY 20-21 Objectives

- Plant 300 block trees
- Enhance Façade program
- Support development on Cruse Ave.
- Review assessment formula
- Improve event fencing and holiday décor

Letter from the Board Chair

In 1776 Thomas Paine published *The American Crisis* and penned the celebrated words “These are the times that try men’s souls....” COVID-19 has made those words as relevant today as they were nearly two and a half centuries ago.

The virus has directly hit Helena’s business and commerce. Valiantly our merchants and professionals, doctors and nurses, pubs and restaurants have met the adversity head-on, and are persevering to survive in difficult times. So, it is with guarded optimism - a 2020 vision - that the Helena Business Improvement District (HBID) reflects on the past year and anticipates the next.

Adversity aside, HBID’s celebratory moment this year occurred on January 13, 2020, when the City Commission passed a resolution re-creating a business improvement district for the next decade, thereby extending HBID’s mission until 2030. HBID’s task is facilitated by a partnership with Downtown Helena Inc. (DHI), a membership organization comprised of Helena merchants and businesses, among others. Together, we have sought to bring special events, promotions, and activities to Helena’s downtown. This past year HBID awarded \$5,000 in façade improvement grants, garnered community status with Main Street America (a source for developmental funding), raised funds to improve walking mall holiday decorations, and implemented a \$7,500 video marketing campaign - “Moments Happen Downtown.” We also collaborated on radio and billboard campaigns to stimulate consumer awareness of, and visitation to, downtown during the height of the pandemic. This is all in addition to HBID’s routine maintenance involving hanging flower baskets, trash removal, and promotional banners.

Going forward, HBID aims to further promote the health, safety, prosperity, security and general welfare for the inhabitants of the City of Helena and the business district that the City created in January 2020.



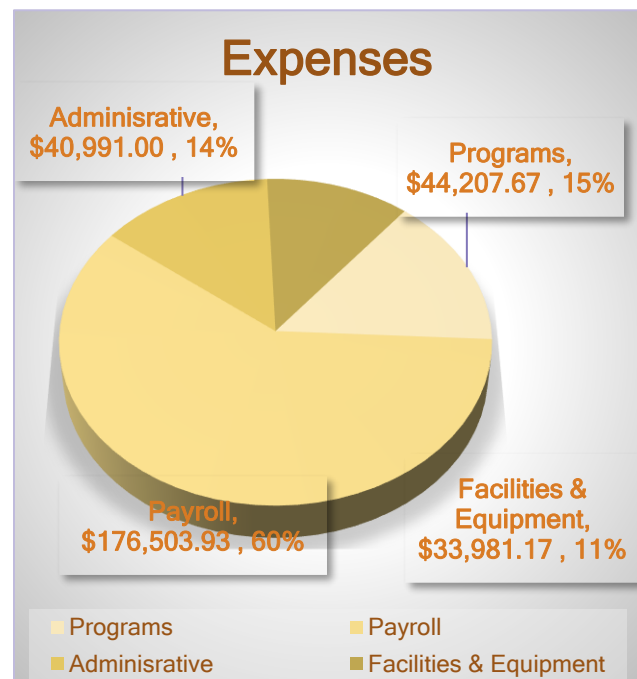
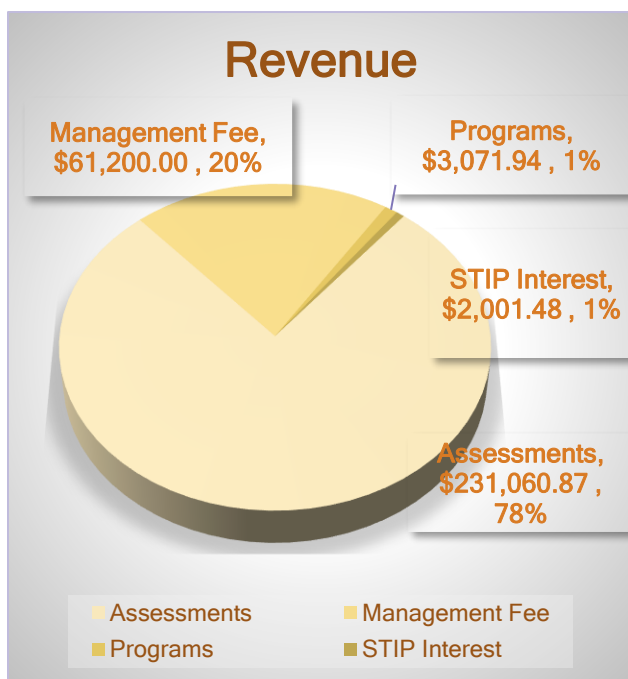
FINANCIAL SUMMARY

Curious about the monthly profit & lost and balance sheet? Sign up to receive our newsletter. You can sign up by going to our website www.downtownhelena.com.

- Scroll to the bottom of the page
- Click on “Sign Up for The Downtown Helena Newsletter”
- And/or email the Executive Director at mzurcher@helenabid.com

For more updates, you can find the minutes by following these steps:

- Scroll to the bottom of the page
- Click on “Business Improvement District”
- Click on “Meeting Agendas and Minutes”



Total Revenue = \$310,423.99

Total Expenses = \$295,683.77



PROJECTS AND PROGRAMS SUMMARY

Façade Grants

The Base Camp located at 5 E Broadway St



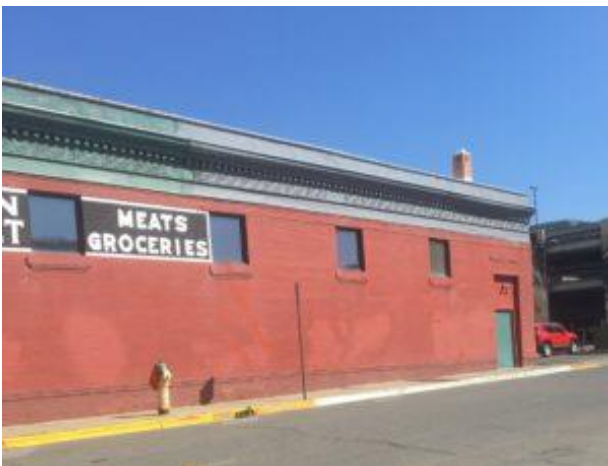
Before: A dated, canvas awning



After: A galvanized, crisp awning

***"Thank you for this great opportunity to improve our business!"
Tim Lynch Manager/Buyer***

Union Market Block located at 101 E 6th Ave



Before: Worn paint, in need of an update



After: Fresh, vibrant paint

"We are very pleased with the work and have received many positive comments." Seth Brandenberger Union Market Properties, LLC

PROJECTS AND PROGRAMS CONTINUED

Communications

Website
86,239
Page Views

Newsletter Blasts
60,810 sends
33% open rate

Social Media



900 organic monthly reach
6919 Followers



1572 organic followers

To check out some of our marketing videos follow these links

<https://downtownhelena.com/business-improvement-district/> - The Work of the BID

<https://downtownhelena.com/event/holiday-stroll-weekend/> - Holiday Moments Happen Downtown



The Helena Business Improvement District was designated a 2020 Accredited Main Street America™ program. Accredited status is Main Street America's top tier of recognition and signifies a demonstrated commitment to comprehensive commercial district revitalization and proven track record of successfully applying the Main Street Approach™.

The second annual downtown Helena calendar was produced using community wide submitted photos which were voted on by the community via social media and at Kids' Fall Fest in October. Roughly 200 voters picked the top 12 out of 16. We partnered with Valley Bank and together over 1700 calendars were distributed.



HOLIDAY'S 2019



Community Monday at Blackfoot Brewing Company

As part of a yearlong initiative to raise donations to enhance our holiday décor, Blackfoot Brewing invited us to their Community Monday on November 25, 2019. Additionally, some businesses displayed donation buckets at their registers. Those along with having donation buckets at our 19 events, we raised \$1287.64 towards new holiday décor.

We partnered with the local Boy Scouts and the City of Helena Parks and Recs division and decorated Anchor Park with trees and lights.



Breakfast with Santa is always a treasured event.

Partnering with Bert and Ernie's and Silver Star, we invite families to enjoy a free breakfast only requesting they bring a toy for Toys for Tots. Though the highlight is a chance to meet Santa and get their picture taken with the legend himself.

Holiday Stroll event in conjunction with Small Business Saturday. It was a frigid Saturday, but we had seven businesses brave the cold and join us on the Pedestrian Mall for a holiday market. Four local artists submitted posters in the 1st annual holiday stroll poster contest. Once again, the community voted for their favorite poster. We had 429 votes. Pictured left is our community winner, Onawa Linden, with the BID staff at the holiday market.



BOARD & STAFF

Board of Trustees

Trustees serve terms of four years and may serve two consecutive terms



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DISTINCTLY *Helena* UNIQUELY *Downtown*



318 Fuller Ave., Helena, MT 59601

***“Recovery and growth will necessitate creativity, experimentation, and collective thinking as requisites to addressing both immediate needs and those unanticipated in the future”
~Patrice Frey, President MSA on COVID-19***

