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Micky Zurcher

Executive Director

Mike Rooney

Operations Director

330 N Jackson Street | 406-447-1535



KEVIN LEAGUE
PHOTOGRAPHY



2020 ANNUAL REPORT

I tell people that I picked the best job at the worst time.

This past year has been tough for local businesses, to put it mildly. From a full shutdown to scaled back openings, and everything in-between, our local downtown businesses felt the pressure in 2020. Take away the chance to host any type of events and the prospects for downtown Helena were looking a bit grim.

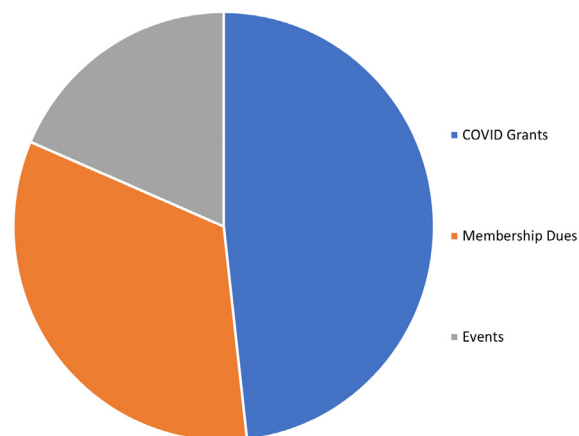
This past year saw the cancellations of events across the board, from Alive at Five to the Parade of Lights. We had to pivot and use these changes as an opportunity to focus on marketing and communications that would not only convince but implore locals and visitors alike to support our downtown businesses.

This marketing push was possible thanks to funding through the CARES Act, and we sure stretched it as far as possible. Thanks to funding from the Business Improvement District, The Helena Chamber of Commerce, and Visit Helena, we created and printed 15,000 new downtown Helena maps for distribution to local businesses and areas of lodging. We also rolled out Downtown Helena Nuggets, cash for cash gifts that come in \$10 and \$25 denominations that will eventually replace the gift cards and are redeemable at more than 30 businesses. Then Our Shop Local, Shop Now campaign asked our community to shop earlier and avoid the holiday rush thanks to stickers and a targeted social media campaign.

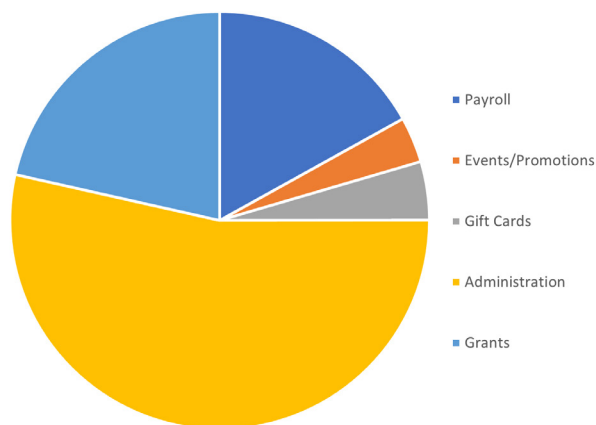
We're not done yet and we still have a ways to go as we enter 2021. But I'm confident that Helena is on the verge of some monumental changes and I look forward to supporting and encouraging our downtown businesses and community in the next year.

Thank You,

Mike Rooney
Operations Director



**2020 DHI
Income:
\$99,792.49**



**2020 DHI
Expense:
\$119,832.15**

Our Mission

Promote and publicize downtown Helena in our community; encourage and develop a spirit of cooperation among members; establish and develop cooperative advertising and promotional campaign activities; and foster favorable public relations for downtown Helena in various communities, organizations, and agencies in the area served by downtown Helena.



7,797 followers

- 8% increase
- 1 boosted post



2,065 followers

- 63% increase
- 8 boosted posts

98 Bus. Members

769 email contacts

- 30% email open rate; 14% more than industry average
- 13% click rate; 4% more than industry average



Downtown Map

Thanks to funding from BID, and additional support from The Helena Area Chamber of Commerce/CVB & Visit Helena, DHI worked with local designers & printers to create 15,000 new downtown maps for local businesses and lodging establishments.



Downtown Helena Nuggets

DHI unveiled the Downtown Helena Nuggets before the holiday season. The first print run consisted of \$40k worth of currency and sold out right before Christmas. with an additional order of \$60k in January 2021. Nuggets takes the place of DHI's previous gift cards and are cash for cash bills that come in \$10 and \$25 denominations, redeemable at more than 30 downtown businesses. Funding was possible thanks to a generous donation from Northwestern Energy.

Promotional Marketing

DHI hired Montana Radio for 3,427 radio ads that were featured on 8 stations and focused on the "Rediscover Helena" theme from May to December. We increased our social media with a focus on Instagram and Facebook ads that showcased downtown to a wider audience, leading to a more than 70% increase in followers.

Window Art Walk

DHI partnered with BID to support local artists in painting the storefronts of local businesses and focus on the theme of social distancing during the month of June.



Shop Local, Shop Now

This campaign focused on getting the Helena community to shop at local downtown businesses well-ahead of the holiday rush. 3,500 stickers were created for downtown businesses, as well as 50 larger window clings. The campaign also included boosted Instagram posts, an interview on 95.9's Coffee Break, and an article in the Helena Independent Record.



HISTORY. ART. CULTURE.

HELENA, MT

SOVRN

SOVRN Campaign

DHI partnered with MBAC, The Chamber, and Visit Helena to create three distinct marketing videos (through SOVRN Creative Agency) for Helena, two of which focus on downtown businesses and attractions. These three videos, as well as their assets, were showcased on our social media to drum up continued interest in safely visitng and exploring Helena.



2021 Calendar

With funding from BID, DHI partnered with Valley Bank on 2.8k calendars.

2021

Deck the Halls

Thanks to funding from the CARES Act, DHI provided \$2,000 to help businesses decorate, with a maximum payback of \$200 each.



Kevin League

Kevin League

We Moved

DHI & BID partnered with Community Crate, Kevin League Photography, and Vigilante Shuttles & Tours on a new space at 330 Jackson Street, between Cross Currents and Great Divide Cyclery and above Montana Book Company. Swing by to check us out!