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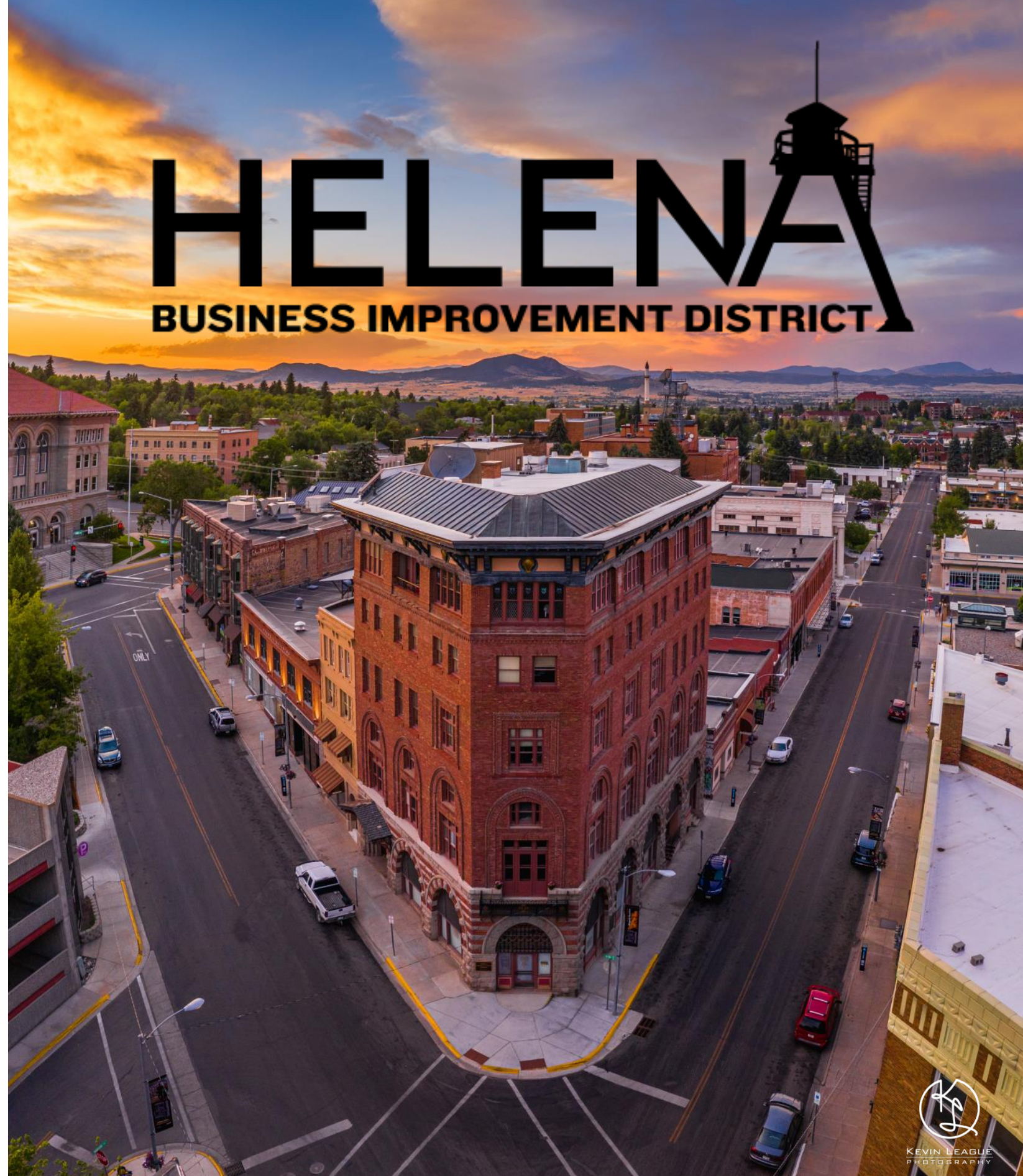
Page Followers
7176
79,701 Reach
13% increase



Page Followers
2417
35,401 Reach
942% increase



Website Page Views
74,361
Downtownhelena.com



Fiscal Year 2021 Annual Report



Dear Downtown Helena Property Owner,

The Helena Business Improvement District (HBID) is a public organization funded by over 400 properties who invest in the vitality of our downtown community. Through an annual assessment paid to the organization, the HBID funds programs and services in the form of streetscape beautification, assists with economic development, partners with the City and other local organizations, and continues to support vibrancy in our historical downtown. We are pleased to share the HBID’s FY21 accomplishments, services, and programming. But first, here is a letter from the Chair of the HBID, *Rex Seeley*.

The HBID is continuing to improve our good relationships with the city manager and departments. We are considering additional services that we are good at to help improve and consolidate downtown processes like pedestrian trash removal, event coordination, and streetscape beautification.

We are working with property owners, the city manager and finance to make the HBID tax assessment equitable and simple. The subcommittee has made progress, especially in making it understandable and fair. Jim Burrington is doing a great job cleaning up property definitions and working with data bases to evaluate the impact of different fees on the assessment.

Downtown survived COVID and many businesses have increased sales after adapting and improving their appeal to customers. It was great to see Helena shoppers support the businesses they love. Alive at 5 is back, as are other downtown events. Parking issues have decreased, and we have an hour free parking. Parking permits and metered parking have returned to normal levels, with some months even surpassing prior years.

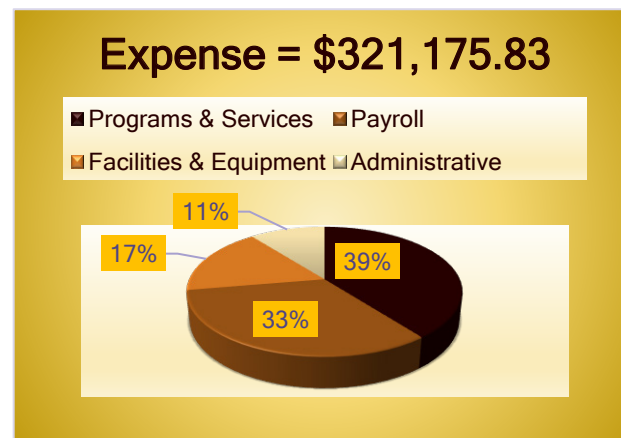
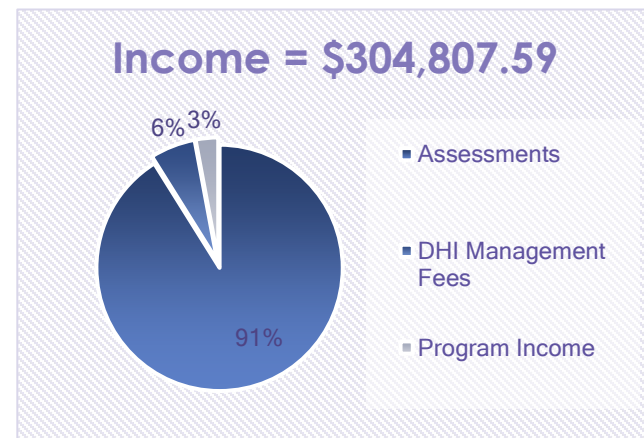
We are seeing increased investment downtown with new building and remodeling going on. Investment and growth should increase with the availability of Urban renewal TIF funding and the city surplusing more property. This will help increase downtown property values and the vitality of Helena.

Things just keep getting better downtown.

Board of Trustees: John Grant, Jake Heaton, Al Roy, Mark Roylance, Rex Seeley, Lee Shubert, Ryan Stavnes

Staff: Micky Zurcher, Executive Director

***Income Notes - We received \$14,000 less in assessments than projected; received a PPP loan for \$32,529.45 which will show up in FY22 budget; and received a \$30,000 URD grant for the 300-block tree project which will show on the books for FY22 instead of FY21 as hoped.**



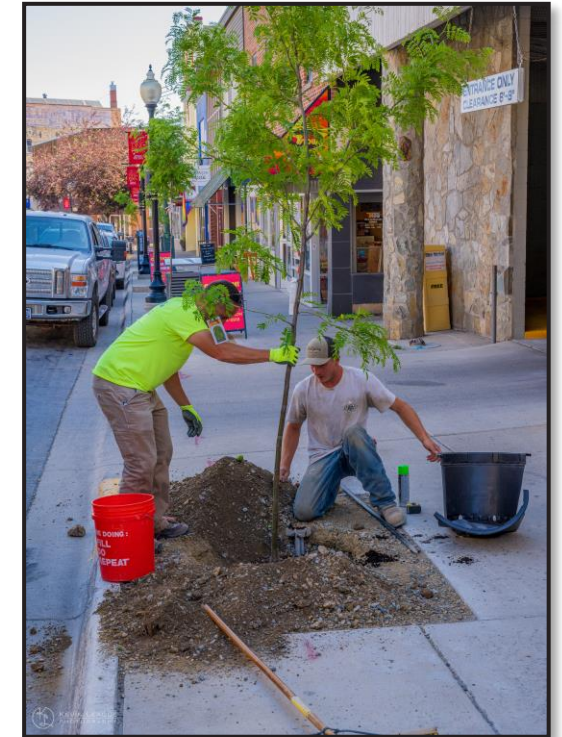
How did we do with FY21 objectives?	Result
Plant 300 block trees	Construction began in May 2021
Enhance Façade program	Updated application and scoring sheet for better transparency
Support development on Cruse Ave.	Creating a Downtown Capital Improvement Plan to assist with future development – Received a Montana Main Street Grant (\$12,500)
Review assessment formula	Group of three property owners and three Trustees worked to suggest a new assessment formula intended for FY23
Improve event fencing and holiday decor	Updated a quarter of the fencing – rest to be completed FY22 for a total of 80 pieces of fence; Added additional holiday décor

Additional projects and services completed in FY21

- ✓ Awarded \$10,000 in Façade Grants
- ✓ Member of the Montana Main Street program top tier designation
- ✓ Updated 145 summer banners to a bright red “Shop Dine Play”
- ✓ Updated 15 trash receptacles in historic downtown and added advertising decals on the lids
- ✓ Maintained streetscape clear of trash
- ✓ Marketing “Rediscover Downtown Helena” radio ads, yard signs, bulletin boards

Projects accomplished by working with great local partners

- ✓ 300 block trees – received \$30,000 funding from the DURD – **City**
- ✓ Completed the “create a single downtown map for way-finding, parking, attractions, and tourist information” (I.I.c. Master Plan) – **Tourism Alliance, DHI, CVB, Goodson Designs, Kevin League Photography, and Allegra Marketing Print and Mail**
- ✓ Printed and distributed over 2800 Free Downtown Helena Calendars – a 40% increase from FY21 - **Kevin League Photography and Valley Bank**
- ✓ Holiday décor and upgrades - **Browtime Property Services, City, and DHI**
- ✓ Moved office locations creating a community friendly co-working space – **Vigilante Shuttles, Community Crate, and Kevin League Photography**
- ✓ Graffiti abatement – **Clean Slate Group**
- ✓ 125 Streetscape flower baskets – **Chadwick Nursery**



Trees planted on the eastside of the 300 block