

BOARD OF DIRECTORS

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STAFF

Mike Rooney

Operations Director

330 N Jackson Street | 406-447-1535



2021 ANNUAL REPORT

Photo Credit: Kevin League

Well, they never said that working for a business organization right after a pandemic was going to be easy.

Even with that in mind, I've been incredibly humbled by the support from the Helena community and our downtown businesses as we worked to bring back events. Streamlining them and making them hyper local was the key to success for 2021; from local Montana bands to local vendors, Revive at Five proved that Helena wants and needs events like this in our community. On the flipside, it was a tough decision to cancel the annual Fall Art Walk, but the brand new Septemberfest Soapbox Derby showed that weird, unique events like that attract quite the crowd to our downtown.

Events weren't our only focus this past year, though; DHI worked to dig deeper into supporting our local businesses as they continued to weather COVID-19. At the tail end of 2021, DHI partnered with local health insurance companies and Montana Primary Care Association to host events for local downtown employees to sign up for health care. I plan on continuing these into 2022 before registration closes on January 15.

And speaking of support, I must admit that Nuggets exceeded all of our expectations. With \$60k sold out at the end of 2020, and an additional \$40k purchased at the beginning of this year, I can proudly say that there are no more original bills left, meaning that \$100k is now being circulated in our downtown community and thereby supporting our local businesses.

I'm looking forward to continuing this momentum into 2022 as we look for more unique ways to support our businesses, entertain our community, and show that downtown Helena is an amazing place to visit, live, and work.

Thank You,

Mike Rooney
Operations Director



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.



8,293 followers

- 6% increase from 2020



2,714 followers

- 31% increase from 2020

112 Members

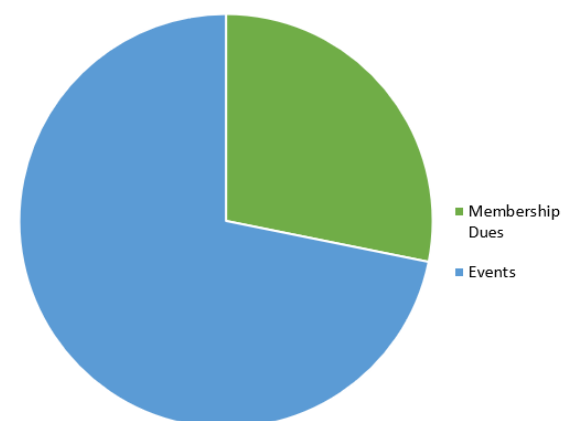
1,104 contacts



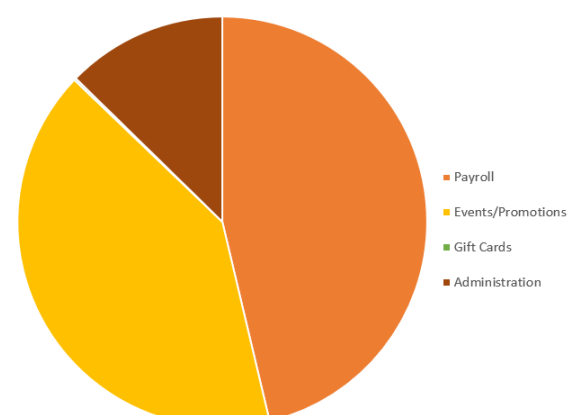
- 40% email open rate; 13% more than industry average

- 3% click rate; 1% more than industry average

2021 DHI Income:



2021 DHI Expense:



THE SAFE RETURN OF DOWNTOWN EVENTS

The lack of events in 2020 was tough on Helena; the absence of camaraderie and social interaction hit many harder than expected. That's why DHI was looking forward to a year of safe, fun events for the downtown Helena community.

Spring Window Art Walk



Kids' Fall Festival



Little Tykes Trick or Treat



Parade of Lights & Deck the Halls



Revive at Five

Alive at Five returned in 2021 with 34 sponsors, 8 Montana bands, 8 food trucks, 8 local non-profits, 4 alcohol distributors, and 12 volunteers across an 8-week season.



Septemberfest Soap Box Derby

DHI partnered with Point S Tire & Auto for the first annual downtown soap box derby that saw more than 3,000 attendees & 17 cars.



DOWNTOWN HELENA NUGGETS

DHI and the other locations that sell Nuggets (Birds & Beasley's, Valley Bank, First Interstate) sold out of \$60k worth of Nuggets at the end of 2020, forcing us to purchase an additional \$40k for circulation in 2021.

By the end of December 2021, DHI and the other locations sold all of the original bills, meaning that almost \$100k is now in circulation. Sales of Nuggets in 2021 ranged from simple \$10 purchases to some as large as \$3k, all of which will eventually be spent downtown.



DEEPER INVESTMENTS DOWNTOWN

Even with the return of signature events, DHI wanted to expand our support of downtown businesses and the Helena community with deeper investments.

One way that we did so was through health insurance events for downtown employees. DHI hosted mini-events with Montana Primary Care Association at our office during a week in December that saw full timeslots with their agent. These were followed by a larger event at Ten Mile Creek Brewery with agents from PacificSource, Blue Cross Blue Shield, and Mountain Health Co-Op.

DHI and BID also met monthly with The Chamber, Helena City, MBAC, and Visit Helena to create a cohesive and comprehensive brand for the city of Helena to be used by all of us and the community as a whole. Visit Helena created an RFP at the end of 2021 and we plan on selecting a consulting firm early next year.

2022 DOWNTOWN CALENDAR

Thanks to funding from the Helena Business Improvement District and Valley Bank, DHI worked with Action Print and Kevin League Photography on the latest iteration of our annual calendar.



LOOKING AHEAD TO 2022

DHI is partnering with other event spaces across downtown on a Winter Festival in February 2022 in order to bring some life downtown during an otherwise slow shoulder season. We're also working closely with our downtown businesses to bring back First Friday's, but this time on Thursdays, starting in January.

DHI is also looking into ways to better involve the community through the possible creation of a 501(c)3. It would give community members the chance to directly support our work and downtown events.