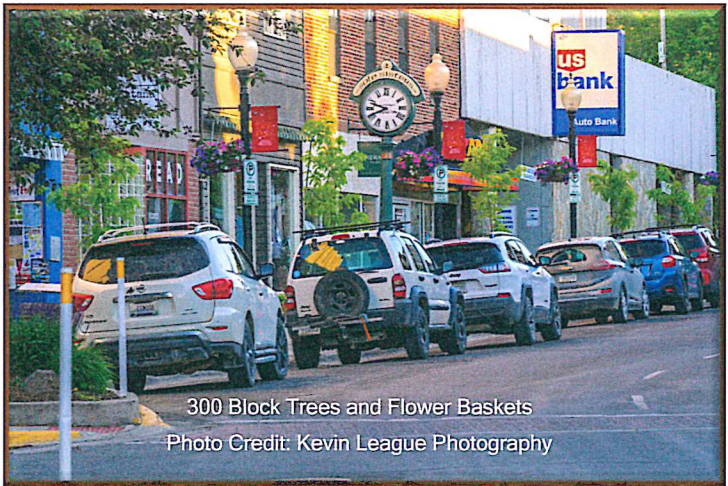


TO OUR PROPERTY OWNERS

The Helena Business Improvement District (BID) is a 501 (c)6 organization funded by over 400 properties who invest in the vitality of our downtown community. Through an annual assessment paid to the organization, the BID 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, the heart of Helena. We are pleased to share the BID's FY22 accomplishments, services, and programs.

Programs and Services Highlights

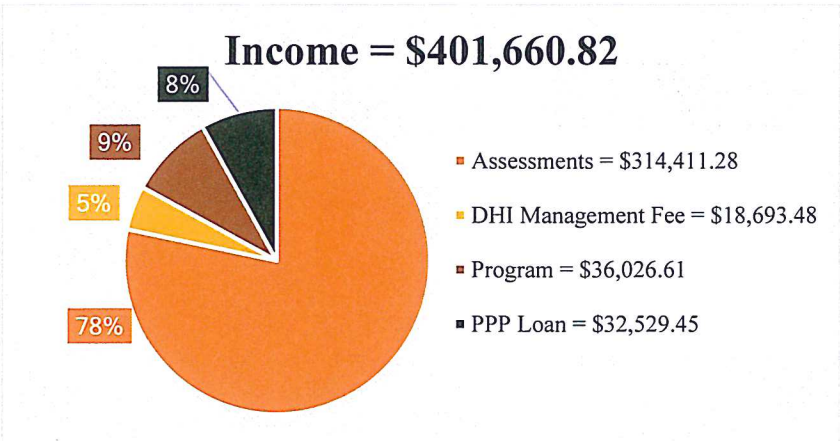
- ✓ Awarded \$10,000 in Façade Grants.
- ✓ Completed the 300-block tree project, 86% of the cost was funded by the Downtown Urban Renewal District.
- ✓ Continued the annual downtown calendar partnering once again with Kevin League Photography and Valley Bank.
- ✓ Successfully continued top tier designation (Accredited Member) of Montana Main Street.
- ✓ Community conversations addressing Multi-Modal Transportation and Downtown Capital Improvement Plan in partnership with the City and Helena Engineering firm, RPA.
- ✓ Serviced over 3000 44-gallon bags of pedestrian trash.
- ✓ Removed over 400 graffiti tags.
- ✓ Partnered with Chadwick Nursery hanging 125 flower baskets throughout the downtown major corridors.
- ✓ Partnered with Brow Tine Property Services, Inc. to decorate for the holiday season.



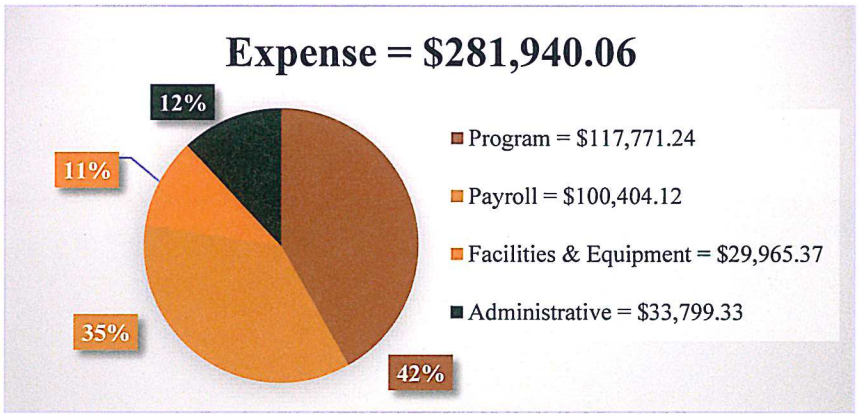
Note from the Board Chair – Rex Seeley

The BID continues to make the downtown area a great place to work, live, or visit. Our programs improve its appearance and image. Current work includes developing an equitable assessment, planning for a downtown area police officer, providing funding through grants, partnering with the city to enhance downtown services, and increase the visibility of the BID.

Financial Summary



- We received \$18,640.28 more in assessments than we projected.
- The PPP loan income was not originally in the budget thus giving us an increase in income for FY22.
- We completed the 300 Block Tree Project and were awarded the Downtown URD grant totaling \$30,000. We had previously projected this project to be completed in FY21.
- Thus, we collected \$81,169.73 more in FY22 than what was in our projected budget.



Communication & Social Media Highlights

 62,728 Views
7,937 Likes

 17,397 Views
3,002 Followers

Website = downtownhelena.com
118,696 Views

Newsletters
82,097 Sends
39% Open Rate

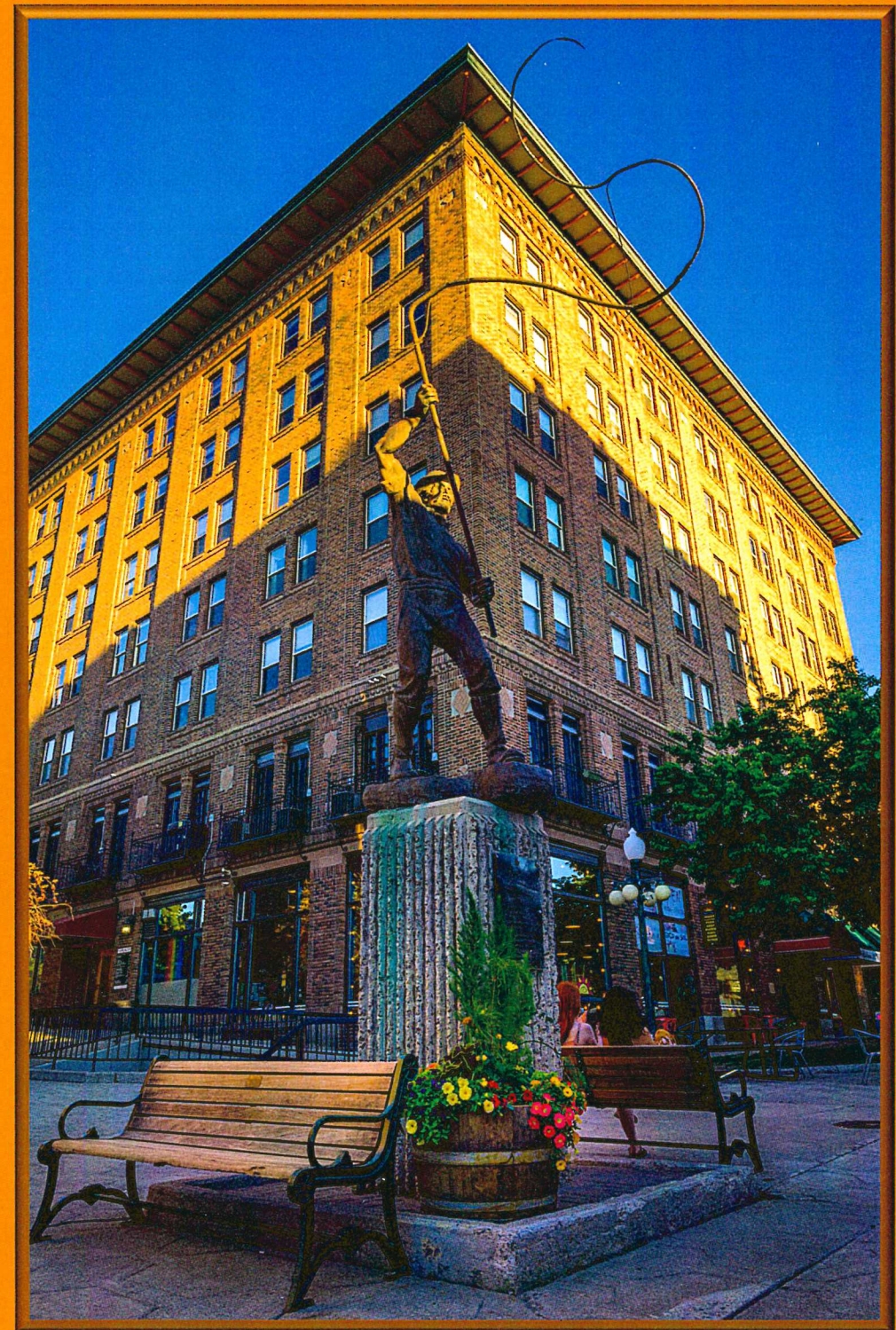
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Board of Trustees: Rex Seeley – Chair; Seth Brandenberger – Vice-Chair; Jake Heaton (July-January); Sean Morrison; Alicia Pichette (April-June); Mark Roylance, Lee Shubert, Ryan Stavnes
Staff: Micky Zurcher, Executive Director; Al Roy, Maintenance Ambassador



Photo Credit: Kevin League Photography



Historic Placer Hotel and statue of the Bullwhacker on the walking mall

Photo Credit: Kevin League Photography

Helena Business Improvement District FY22 Annual Report

 facebook.com/downtownhelena

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