

# RESOLUTIONS OF THE CITY OF HELENA, MONTANA

## RESOLUTION NO. 20285

### A RESOLUTION APPROVING THE WORK PLAN AND BUDGET FOR THE BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2017

**WHEREAS**, pursuant to Title 7, chapter 12, part 11, MCA, the City of Helena created a Business Improvement District on August 9, 2010 for a ten year period; and,

**WHEREAS**, pursuant to §7-12-1132, MCA, the Board of Trustees of said Business Improvement District are to present to the City of Helena Commission a work plan and budget for the fiscal year ensuing from the creation of the Business Improvement District; and,

**WHEREAS**, the said work plan and budget was submitted to the Helena City Commission by the Board of Trustees of the Helena Business Improvement District on May 11, 2016; and,

**WHEREAS**, a public hearing was held on this matter on the 22<sup>nd</sup> day of August, 2016, in the City Commission Chambers at 316 North Park Avenue in Helena, Montana.

**NOW, THEREFORE, BE IT RESOLVED BY THE COMMISSION OF THE CITY OF HELENA, MONTANA:**

**Section 1.** The Business Improvement District work plan and budget for fiscal year 2017 as shown on Exhibit "A" is approved.

**PASSED AND EFFECTIVE BY THE COMMISSION OF THE CITY OF HELENA, MONTANA, THIS 22<sup>nd</sup> DAY OF AUGUST, 2016.**

**/S/ JAMES E. SMITH**  
**MAYOR**

**ATTEST:**

**/S/ DEBBIE HAVENS**  
**CLERK OF THE COMMISSION**

# HELENA

**BUSINESS IMPROVEMENT DISTRICT**

## FY 2016-17 Work Plan



Dowling Studio Architects

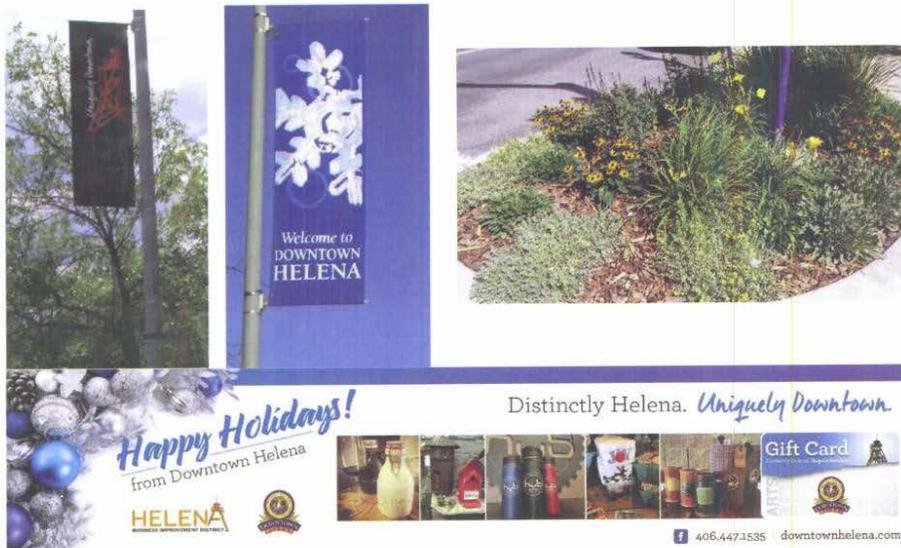
## Helena Business Improvement District 2016-17 Work Plan

### Review of 2015-16:

2015-16 was dominated by the Downtown Master Planning process. Over 1700 individual contacts were made through surveys, presentations, steering committee meetings, and three public charrettes. The end of the fiscal year should mark the adoption of the plan by the HBID, City/County Planning Board, and City Commission.



HBID also began upgrading the street pole banners with new summer and winter banner designs. New bracket hardware was installed in two sections of downtown. Partnering with the Lewis and Clark County Extension Agent and the Master Gardener Program, HBID completely redesigned the landscaping bulb outs on the 300 and 400 blocks of Last Chance Gulch. New ad designs were created and a new holiday advertising campaign was launched.



**The Role of the Business Improvement District:**

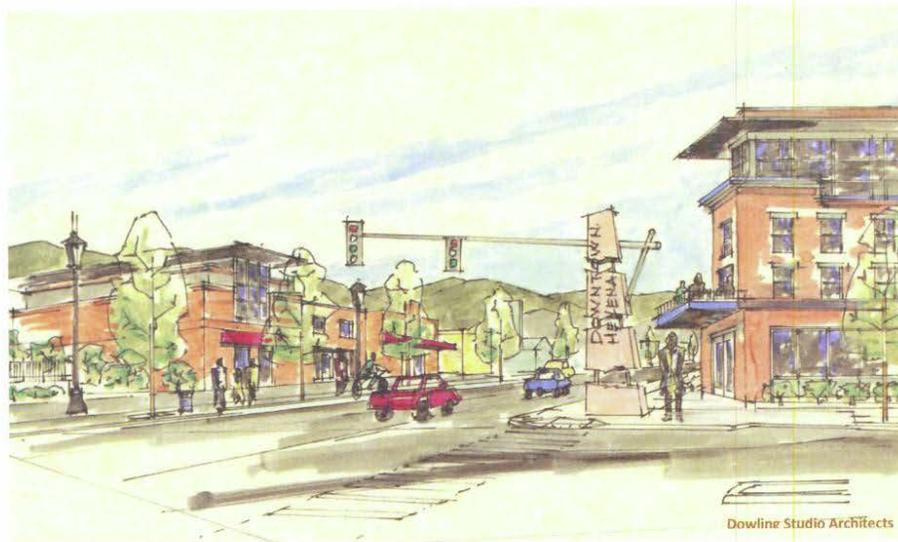
The HBID is a leader, facilitator, provider and advocate for a planned, creative program that results in the continual improvement of property values and properties within the district.

The role of the BID is essential for continued success in building the momentum in making Downtown Helena a great place to own property, conduct business, invest, live, work and play. The BID does not replace City services, per State statute, but enhances operations within the BID boundaries to increase property values and market visibility. The HBID works with many partners in the continual management of the District and providing key services to the rate payers. The HBID takes on various roles in working collaboratively. Many times we will be the leader, other times an advocate. We are a provider and other times we will facilitate. No matter what the HBID's role is, or our partners' role, we all will be working towards the same goal: maintaining a healthy vibrant Downtown Helena.

For Fiscal Year 16-17, HBID will embody all of its roles to be the champion of the Downtown Helena Master Plan implementation. HBID is looking forward to stewarding this plan into implementation.

HBID has prioritized a number of projects in the Downtown Helena Master Plan to start implementing. We look forward to working with the Community Development Department and the Zoning Commission in revising the zoning codes in Downtown. Branding, traffic signals, parking, communications, a public market and housing are some of the priority topics to begin tackling this coming year. We look forward to working with the various City departments to discuss how maintenance is currently done throughout downtown and explore if there is a more streamlined way to achieve a clean and inviting downtown environment we are all proud of.

In addition, we will continue to provide additional garbage collection, street banners, landscaping in key locations and support Downtown Helena Inc. with their programs and activities.



## 2016-17 Work Plan Action Items

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[Action items in bold orange are priority items.]

### Marketing & Communication

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Enhance the image and brand of the District with visitors and residents while working closely with partners to promote the vitality of the District and Downtown.

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- **Create/implement master plan marketing campaign**
- Create a Master Plan visual to present at BID, DHI, Zoning and City meetings
- Create structure for follow up on Master Plan implementation once or twice a year
- Update and continue implementation of marketing plan:
  - Annual Report
  - Newsletter
  - Downtown map
  - Holiday and other advertising
  - Website redesign
  - Fitness Challenge
  - Day Itineraries



### Beautification/Clean & Safe

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State tourism data shows the number one item visitors notice in a downtown environment is its' cleanliness, its character and whether they feel safe or not. We will implement programs to enhance the physical environment of the HBID while collaborating on City services and leading a long term strategy for the District.

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- Upgrade signage: Internal to downtown, highway exits, and within Helena
- Work with Master Gardener Program to refresh landscaping
- Complete implementation of landscaping plan
- Deliver ongoing clean and safe services including pedestrian-oriented garbage service
- Continue to upgrade banner hardware and banners

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### Financing

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Develop a set of tools for project and program implementation of the master plan.  
Develop funding sources for programs and projects.

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- Start budgeting for a loan program
- Create a tool box of business recruitment and retention tools
- Develop a plan for new funding sources for specific projects including grant sources, loan/bond options, creation of a foundation/501(c)(3), and creation of a TIF district.



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### Master Plan Implementation

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Engage our constituency and partners in shaping the future of Downtown and its composition. The Master Plan is a long term vision and strategy for managing Downtown's economic growth as a cohesive district. HBID is the champion and steward of the plan.

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- Prioritize items from master plan; begin implementation
- **Change the Zoning downtown: Contribute and actively work on zoning change**
- Work with the City to contract with HBID for the maintenance of the walking mall and streamline downtown maintenance
- Select priority projects/parcels and woo developers
- **Begin Marlow Market development – create business plan, issue RFQ**
- Work with architect on Entrance Monument design, find funding; work with City and MDT on placement
- **Advocate for 14<sup>th</sup>/LCG Signal**
- Assist the Parking Commission as needed with the parking recommendations  
*(other master plan elements reflected in other categories)*





**Advocacy & Partnerships**

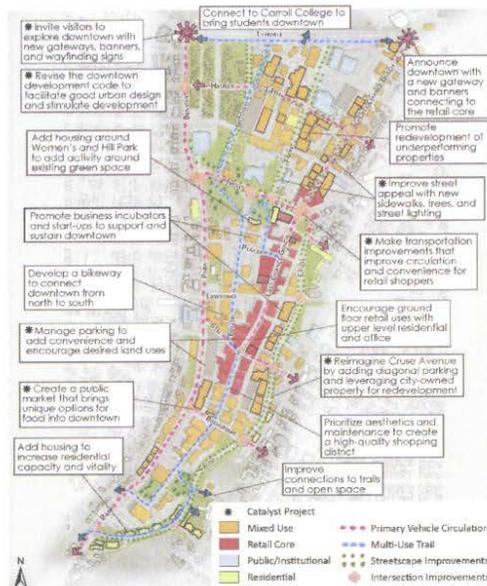
Educate on behalf of stakeholder interests. Develop and nurture partner relationships.

- Evaluate and influence school bond for the future of Central School and the Front Street Learning Center
- Work with the City departments to inform business and residents about their plans prior to implementation; coordinate plans within context of Master Plan
- **Strengthen working relationship with City Manager**

**Organization:**

Internally increase the effectiveness and efficiency of the HBID's infrastructure.

- Conduct Board work sessions to improve the effectiveness of the Board's work and to increase the Board's awareness, knowledge, and development around various topics, programs, and internal workings.
- Support DHI with professional staffing, back office services, and expertise to effectively carry out their mission and goals per the memorandum of understanding and service agreement
- Evaluate programs and services for updates, partnership opportunities, and relevance
- Recruit Board members to who fulfill the board skills and area matrix to have a highly skilled, engaged, diverse and geographically representative board.



Helena Business Improvement District FY16-17 Budget

**Revenue**

**4000 - Revenue**

4010 - Assessments	\$221,259
4020 - Management Fees	\$74,800
4200 - Program/Project Revenue	\$21,125
4900 - Interest Income	\$150
<b>Total 4000 - Revenue</b>	<b>\$317,334</b>

**Expense**

**5100 - Programs/Projects**

5110 - Marketing	\$13,500
5120 - Clean and Safe*	\$2,500
5150 - Trolley	\$6,000
5170 - Events*	\$500
5175 - Event Equipment	\$2,000
5180 - Grant Program	\$5,000
5130 - Landscaping*	\$15,000
5140 - Banner Program	\$11,000
<b>Total 5100: Programs/Projects</b>	<b>\$55,500</b>

**5300 - Payroll Expenses** \$198,854

**6000 - Facilities & Equipment** \$36,213

**8000 - Administrative** \$26,350

**Total Expense** \$316,917

**Net Income/Loss Before Reserves** \$417

*\*This program has additional staffing costs included under Payroll*