



# HELENA, MONTANA

TOURISM BUSINESS IMPROVEMENT DISTRICT

Photo Credit: Kevin League



# HELENA TOURISM IMPROVEMENT — DISTRICT FUNDING

## CREATION OF DISTRICT

The Helena City Commission established a Tourism Business Improvement District (“TBID”) on April 20, 2009, for a period of ten (10) years, by Resolution No. 19644. The TBID was renewed on April 21, 2019.

## PURPOSE

For promoting tourism within the City of Helena.

## BOUNDARIES OF THE DISTRICT

The District includes all those properties within the corporate limits of the City of Helena engaged in the operation of providing overnight stays at lodging facilities except those properties located within any area zoned primarily residential.

## ASSESSMENT

Each property in the District is assessed on a “per occupied room” basis. The amount of the “per occupied room” rate will be determined annually using the District’s proposed work plan and adopted budget. The “per occupied room” rate is currently \$2.00.

## PAYMENT

Each August, the District shall deliver the calculated assessment and property tax codes to the Administrative Services Department for the City of Helena to place the assessments on each property’s annual property tax bill.

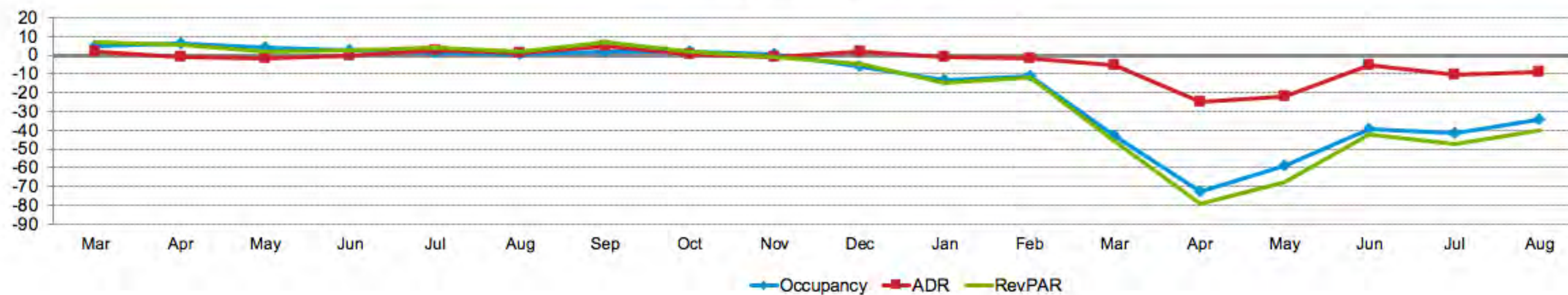
Each property owner within the District shall pay the first half of its assessments as part of the property tax bill, which is due on November 30th of each year, and the second half on or before May 31st of each year.

## BOARD OF TRUSTEES

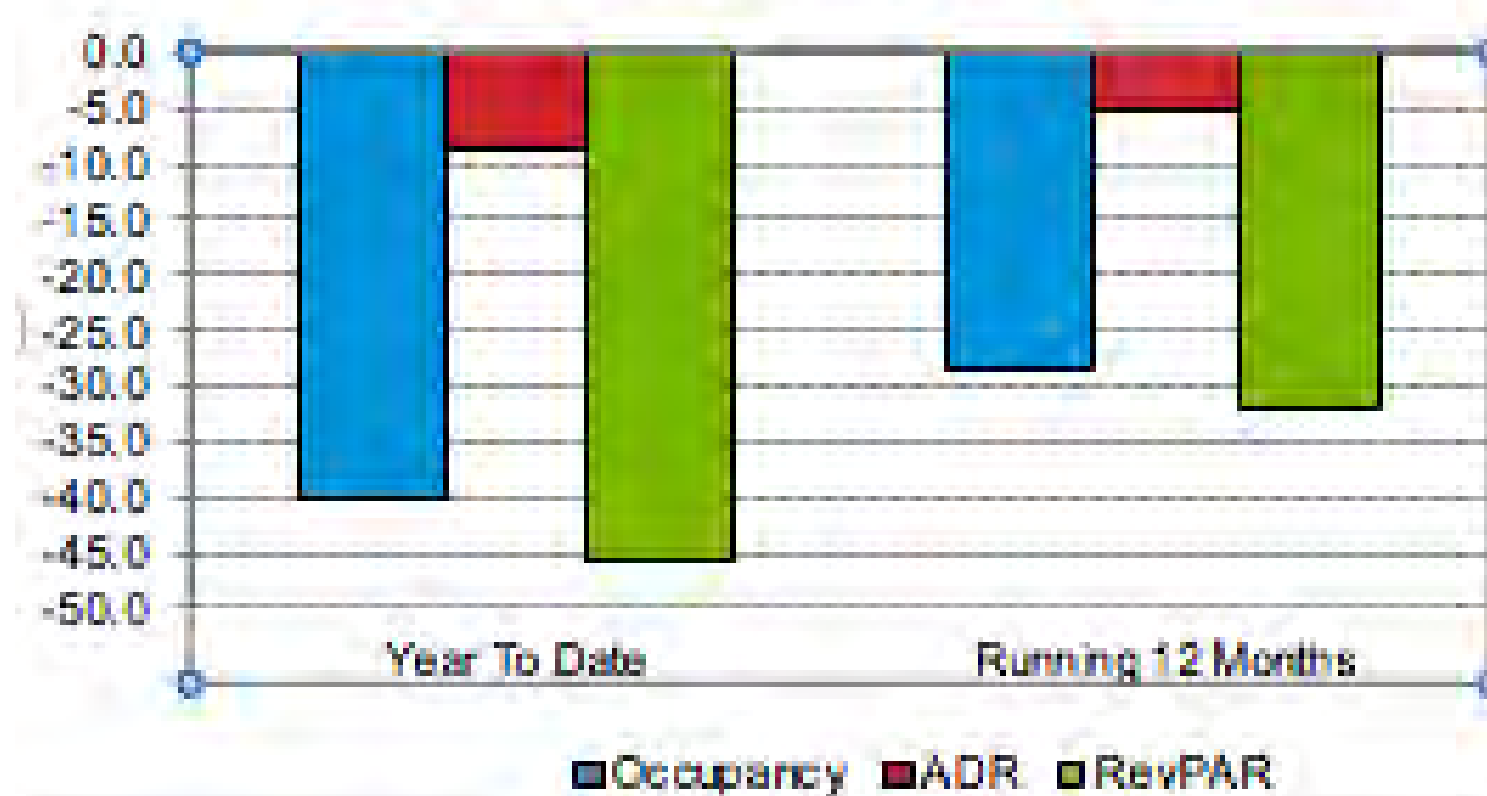
Board of Trustees is composed of seven (7) owners of property within the District or their assignees.



### Monthly Percent Change



### Overall Percent Change



## REVENUE PROJECTIONS

The TBID revenue is subject to significant financial pressures from the effects of COVID-19. We continue to research and perform cash management and cash flow projections; assess the vitals to determine what levers we can pull; and reorganize and reevaluate what are short, medium, and long-term priorities are for the Fiscal Year 2021 and beyond.

We will continue to manage any fluctuations by implementing sound financial management practices that help ensure that the TBID remains viable and sustainable.



## MISSION

To promote and preserve Helena as a unique destination in order to increase occupancy for lodging facilities thereby creating vibrant growth in the local economy.

## VISION

We are the premier partner and leading advocate for Helena's quintessential experiences and profound opportunities.



# PARTNERSHIPS



## COMMUNITY ORGANIZATIONS ACTIVE IN DISASTER WORKING GROUP

Coordinate effective, efficient, and streamlined service delivery to people affected by disaster, while eliminating unnecessary duplication of effort, through the four phases of disaster: preparation, response, recovery and mitigation.

# **COAD Economic Support & Recovery Working Group**



## **PARTICIPANTS**

- State Officials
- City Officials
- Tri-County Officials
- YMCA
- Montana Non-Profit Association
- Business Improvement District
- Montana Business Assistance Connection
- Tourism Business Improvement District
- Helena Chamber
- Lenders
- Etc.



# COAD Economic Support & Recovery Working Group



## WEEKLY MEETINGS

- TARGET AUDIENCE & NEEDS
  - EMPLOYERS + EMPLOYEES
    - Audience considerations
- What are the safety measures?
- What are the short and long-term impacts
- What can we control?
- What does recovery look like?

# VISIT HELENA PIVOTS



- Spreads messages of support for our community and stakeholders
- Provides safety and grant funding information
- Shares updates on American Travel in the period of coronavirus
- Reaches out to stakeholders to gauge resident sentiment
- Educates visitors on safety protocols and expectations
- Inspires future travel to stay front of mind



# SOCIAL MEDIA

## Visit Helena Montana

We support Montana Aware, a statewide effort to slow the spread of COVID-19 by promoting safety measures for those traveling in the state.

To learn how to help protect our public health, visit [www.visitmt.com/montana-aware](http://www.visitmt.com/montana-aware).

Montana Aware

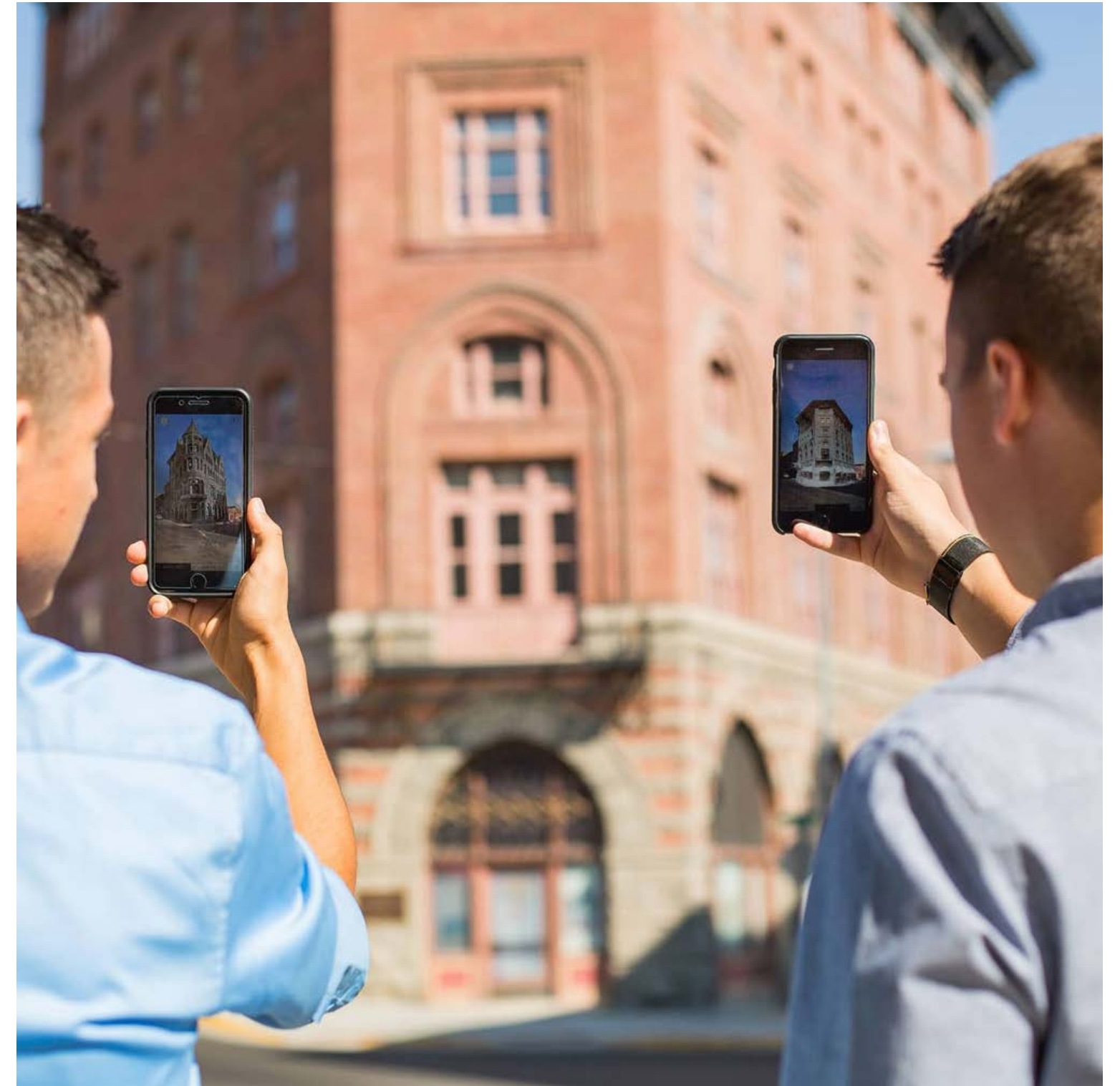


# SOCIAL MEDIA

Visit Helena Montana

The Helena Walking Tour app guides locals and visitors through Helena's unique history and architecture, and includes Historic Views of the past using augmented reality.

Download the free app today by searching "Helena Walking Tours".





# SOCIAL MEDIA



## VISIT HELENA MONTANA

It is things like the Old Fire Tower, Guardian of the Gulch, that make Helena truly feel like home to every one of our residents.

The spirit of travel isn't only found in far-off places. When residents embrace the spirit of travel by supporting local businesses and helping their neighbors, they are also playing a key role in rebuilding their community—and America.

Photo Credit: Visit Montana



# SOCIAL MEDIA

Montana Aware is a statewide effort to slow the spread of COVID-19 by promoting safety measures for those traveling in the state. We are committed to protecting the health of residents and visitors and ask that you do the same.

[www.visitmt.com/montana-aware](http://www.visitmt.com/montana-aware)





# NEW DESTINATION WEBSITE



**WWW.HELENAMT.COM**

- Redirected marketing dollars to invest in a multimedia content experience to inform and inspire viewers
- Offered businesses the opportunity to tell their story by adding and managing their own business listing & maximizing exposure by displaying captivating images
- Receives hundreds of thousands of visits per year points viewers directly to local businesses, attractions and experiences in the Helena area
- Mobile-first design, sleek look and feel, and emphasis on vivid imagery showcases Helena and its hospitality businesses in an authentic, compelling way
- Committed to creating the best experience for visitors and our partners

Photo Credit: Kevin League



# COOPERATIVE MARKETING

## BUILDING OFF OF THE MONTANA AWARE CAMPAIGN

### PRIMARY PURPOSE OF THE CAMPAIGN

To prioritize the health and safety of our citizens and visitors.

- Multiple organizations involved
- Focus on elevating Helena
- Branded, open source campaign that any of the organizations can use, build upon, and promote
- Campaign will have greater longevity and be relevant past this immediate need





# COOPERATIVE MARKETING



## FOCUS ON (3) KEY TOURISM ELEMENTS

1. Downtown Helena Atmosphere/Shopping and Dining Proximity + Community Strength
2. Healthy Lifestyle and Outdoor Activity + Solitude and Easy Social Distancing
3. Art + History + Unique Culture



## REIMAGINE

Reimagine what it means to be great storytellers, creating content that can be adapted more strategically to target the right audience throughout the long journey to economic recovery.

Establish Helena as a leader in sustainable and responsible tourism through effective partnerships and collaborations which contribute to increased protection of our most valuable assets.

### Build Meaningful Partnerships

We are more efficient through partnerships and we will continue to leverage existing partnership as well as develop new ones to reach our goals.

## REDEVELOP

### Ensure Organizational Excellence

The TBID will strive to consistently become stronger and more efficient to better serve our constituents.

Diversification of Tourism Offerings:  
Continue cultivation of Helena's non-outdoor recreation tourism offerings.

## REINVENT

Reinvent what it means to be a sustainable and responsible community, while again welcoming tourists who will leave a positive impact both financially and socially.



## ADDRESS

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