



# GREAT FALLS BUSINESS IMPROVEMENT DISTRICT

## WORK PLAN

### 2021-2022



The mission of the Great Falls Business Improvement District (BID) is to represent the unique interests of the business and property owners located within the district. The goal of the BID is to create an environment that is appealing to shoppers, office workers, residents, tourists, and new businesses and investors. Overall, the BID is responsible for downtown revitalization through economic development, real estate development, short and long-range planning, grant program administration, and physical and environmental improvement programs.

#### **The BID will provide the following services within the designated boundaries over the next fiscal year:**

##### ➤ **Downtown Property Investments**

- Invest in downtown properties through our many grant programs.
  - Current grant programs may include, but are not limited to: Interior & Business Incentive
- Utilize additional grant programs to supplement BID grant monies
  - Tax Increment Financing (TIF)
    - The BID will continue to support the Downtown Development Partnership (DDP) in administering the TIF

##### ➤ **Downtown Safety & Security**

- Continue to take a lead role in organization and promoting Downtown Safety & Education
  - Working with partner organizations of the Downtown Safety Alliance
  - Support the BRIC Officer from the Great Falls Police Department
  - Support the Great Falls Police Department's Volunteer Program
  - Management of the Coins for a Cause Program
  - Continue Business Watch/Safety Education Programs

##### ➤ **Unifying Entities**

- Communication
  - Provide our property & business owners information on the BID and our programs
- Volunteers
  - Continue support of the Downtown Chicks, an established pool of volunteers that can be utilized as a resource for events & special projects
  - Continue support of the Building Active Communities Initiative (BACI)
  - Work with organizations to coordinate improvement efforts of our downtown
- Downtown Partnership
  - The BID will be an active participant in the DDP, working to implement the Downtown Master Plan
    - The BID will take the lead on citywide Wayfinding Implementation
  - The BID will support the Downtown Great Falls Association
  - The BID will support the Great Falls Development Authority and the Downtown Business Development Officer position
  - The BID will support the following organizations, the Great Falls Area Chamber of Commerce and Montana Tourism via Convention Visitors Bureau membership
- City Boards
  - Serve as ex-officio on the Parking Commission
  - Serve as ex-officio on the Historic Preservation Advisory Commission

##### ➤ **Beautification**

- Downtown Public Art Projects – Lead in the organization of ArtsFest MONTANA
  - Continue support of the Urban Art Project
- Trash Removal/Graffiti Removal
- Snow Removal
- Tree & Flower Maintenance –via funding for tree maintenance from the Downtown TIF
- Holiday Décor/Banners/Flags
- Sound System