



GREAT FALLS BUSINESS IMPROVEMENT DISTRICT WORK PLAN 2024-2025



The Great Falls Business Improvement District (BID) is authorized by Montana Code Annotated, Title 7, Chapter 12, Part 11.

The map of the Great Falls Business Improvement District boundaries is attached as a part of this document. The BID currently has 212 parcels within its boundaries.

The BID was first created in 1989, we serve as the second oldest BID in the State of Montana, working with the smallest budget. We have successfully been recreated every ten (10) years since 1989. We exist until we work toward recreation next in 2029. BID services are designed to supplement existing City services and will be in addition to City services that are currently provided in Downtown Great Falls.

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.

This is an ambitious work plan outlined by the BID Board and Executive Director.

The plan will be fluid as funding, conditions and priorities evolve. In no particular order, the plan includes and may not be limited to the following:

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 grant programs.
 - Grant programs may include, but are not limited to:
 - Interior Grant
 - Business Incentive Grant
- 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 Downtown TIF
 - The BID may pursue TIF Funds for extraordinary projects
 - Community Block Development Grants (CDBG)
 - Seek additional revenue streams, as deemed appropriate.
- Begin the process of acquiring property in the BID for reinvestment opportunities
- Continue efforts to expand the boundaries of the BID to provide our services to additional property owners as our work continues to improve Downtown Great Falls
- Streetscape Improvements
- Work with partners to commission and implement a Downtown Lighting Study
- Begin the conversation of conversion of one-ways

➤ **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
 - Organization 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
 - Continuation of part-time staff to help in day-to-day revitalization and safety



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➤ Unifying Entities

- Communication
 - Provide our property & business owners information on the BID and our programs
 - BID insert in the Downtown Association's eblast at a minimum of once a month
 - Regular social medias posts and marketing in regard to BID activities/events
 - Bring more awareness to the Community about the work of the BID
- 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)
 - Support the annual Serve Day, NWGF CommUnity Clean-Up and other volunteer led events when focused on Downtown
 - Work with organizations to coordinate improvement efforts of our downtown
- Downtown Partnerships
 - The BID will be an active participant in the Downtown Development Partnership (DDP), working to implement the Downtown Master Plan
 - The BID representative will be available to serve in an officer capacity on the Board of the DDP
 - Support the pursuit of a Downtown Revitalization Plan
 - Begin the process of submitting for the Great American Main Street (GAMSA) award through the National Main Street Center.
 - The BID will support the Downtown Great Falls Association (DGFA)
 - The BID will support the Downtown Business Development Officer, an employee of the Great Falls Development Alliance
 - The BID will support the following organizations, the Great Falls Area Chamber of Commerce and Montana Tourism via Convention Visitors Bureau membership
- Advocacy
 - Relay and support a unified voice for Downtown
 - Advance policies
 - Increased partnerships and opportunities to promote the heart of the City
- City Boards
 - Serve as ex-officio on the Historic Preservation Advisory Commission and the Parking Advisory Commission

➤ Beautification

- Downtown Public Art Projects
 - The BID will serve as the lead in the organization of ArtsFest MONTANA
 - Pursue lighting the existing murals
 - Continue support of the Urban Art Project
 - The BID will continue creation of additional Traffic Signal Box artwork within the Downtown Master Plan boundaries, utilizing DDP funding, as that funding permits
- Trash Removal
- Graffiti Removal
- Snow Removal
- Flower Maintenance
- Tree Maintenance
 - Utilizing funding for tree maintenance from the Downtown TIF through FY 2026
- Holiday Décor – including upgrades to current inventory
- Banners/Flags
- Sound System



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➤ Administration

- Day to day matters
- Reporting
- Staffing & support
- Continued educational opportunities for staff
- Attendance at regional and national conferences for growth and education opportunities

Assessment Formula:

The assessment of the BID consists of the following:

- A flat fee of \$200.00 for each lot or parcel without a Land Use Code of 125,
- A flat fee of \$50.00 for each lot or parcel with a designated Land Use Code of 125 which is a residential condominium,
- An assessment of \$.00165 times the market valuation as provided by the Montana Department of Revenue, and
- An assessment of \$.015 times the square footage of the land area.

BID Governance:

As per MCA 7.12.11 the Board shall consist of not less than five or more than seven owners of property within the district or their assignees. The Great Falls BID has consisted of seven property owners, or their representatives, since its inception in 1989. These property owners volunteer to serve and are appointed by the City Commission.

Program Structure:

The BID delivers programs and services for the area of the district that pays into the BID. The BID has its own board, work plan and staff to support programming. The BID follows the principles of the National Main Street Program, having worked to succeed the highest level of membership in this program as an Accredited Program. The National Main Street program has four pillars; Design (BID), Economic Vitality (GFDA), Promotion (DGFA) and Organization which is largely led by the BID.