



Downtown Development Partnership of Great Falls, Inc.

318 Central Avenue, Great Falls, MT 59401

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2024 WAS ANOTHER GREAT YEAR FOR DOWNTOWN GREAT FALLS

Great Falls, Montana - As a certified member of the Montana Main Street Program, and a nationally accredited Main Street America member, the Downtown Development Partnership (DDP) collects data and submits quarterly Reinvestment Reports for Downtown Great Falls (utilizing the Downtown Master Plan boundaries that include 5th Avenue N to 5th Avenue S, west of 15th Street to the river). The data collected includes several downtown indicators including volunteer hours, impacts of events hosted, dollars invested in the rehabilitation/renovation of downtown buildings and the number of new businesses and associated jobs created. These statistics help demonstrate how the downtown area is performing.

In 2024 there were over 34,300 volunteer hours, over \$12.5 million invested in renovating/rehabilitating downtown buildings, \$146K in public investment, and 18 new businesses chose to locate downtown which created approximately 100 new jobs. The investment of over \$12.5M in renovation/rehabilitation of downtown buildings shows the consistent growth happening, and our community's dedication to making downtown a thriving place to be. In 2024, Wayfinding, a major project identified in 2012 during the Downtown Master Plan process, was wrapped up with the creation of 8 kiosks that were installed in various locations around Great Falls. The addition of 121 housing units in the Station Loft Apartments that opened in the fall of 2024 is a huge step in creating more housing options for downtown residents.

There is no doubt about it, volunteers make Downtown Great Falls tick. Downtown volunteers come from all walks of life and have a wide array of interests – volunteers may choose to donate their time with groups like the Downtown Chicks, The Mansfield Center of the Performing Arts or the Great Fall Police Department while others choose to help on special events like the Night Markets, Craft Beer Week or Downtown Summer Jam events. It says a lot about a community when individuals donate 34,300 hours of their time and

energy to groups, organizations, events and activities that they believe in. If downtown organizations and businesses had to compensate volunteers in real dollars, in 2024 it would have translated to approximately \$1,148,707 (based on the current federal rate of volunteer time of \$33.49 per hour). It is evident that volunteers provide a significant investment to Downtown Great Falls.

The DDP provides a central focus for downtown development, encourages collaboration and cooperation between downtown organizations and is a champion for Downtown Great Falls. The DDP works in conjunction with the City of Great Falls, the Great Falls Business Improvement District, the Downtown Great Falls Association, Neighborhood Council #7, NeighborWorks, Great Falls Development Authority, Cascade County, Great Falls Public School District, City-County Historic Preservation, Parking Commission and the Great Falls Area Chamber of Commerce. For more information about what's been happening downtown, contact the Downtown office at 318 Central Avenue 727-5430 or 453-6151.

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