



MONTANA MAIN STREET

MONTANA DEPARTMENT OF COMMERCE



MONTANA MAIN STREET PROGRAM

- Housed within the Montana Department of Commerce (DOC).
- Collaborative effort between the Community Development Division and the Montana Office of Tourism
- Part of the National Main Street Center
- 21 member communities statewide
- Planning projects emphasizing Organization, Promotion, Design, and Economic Restructuring

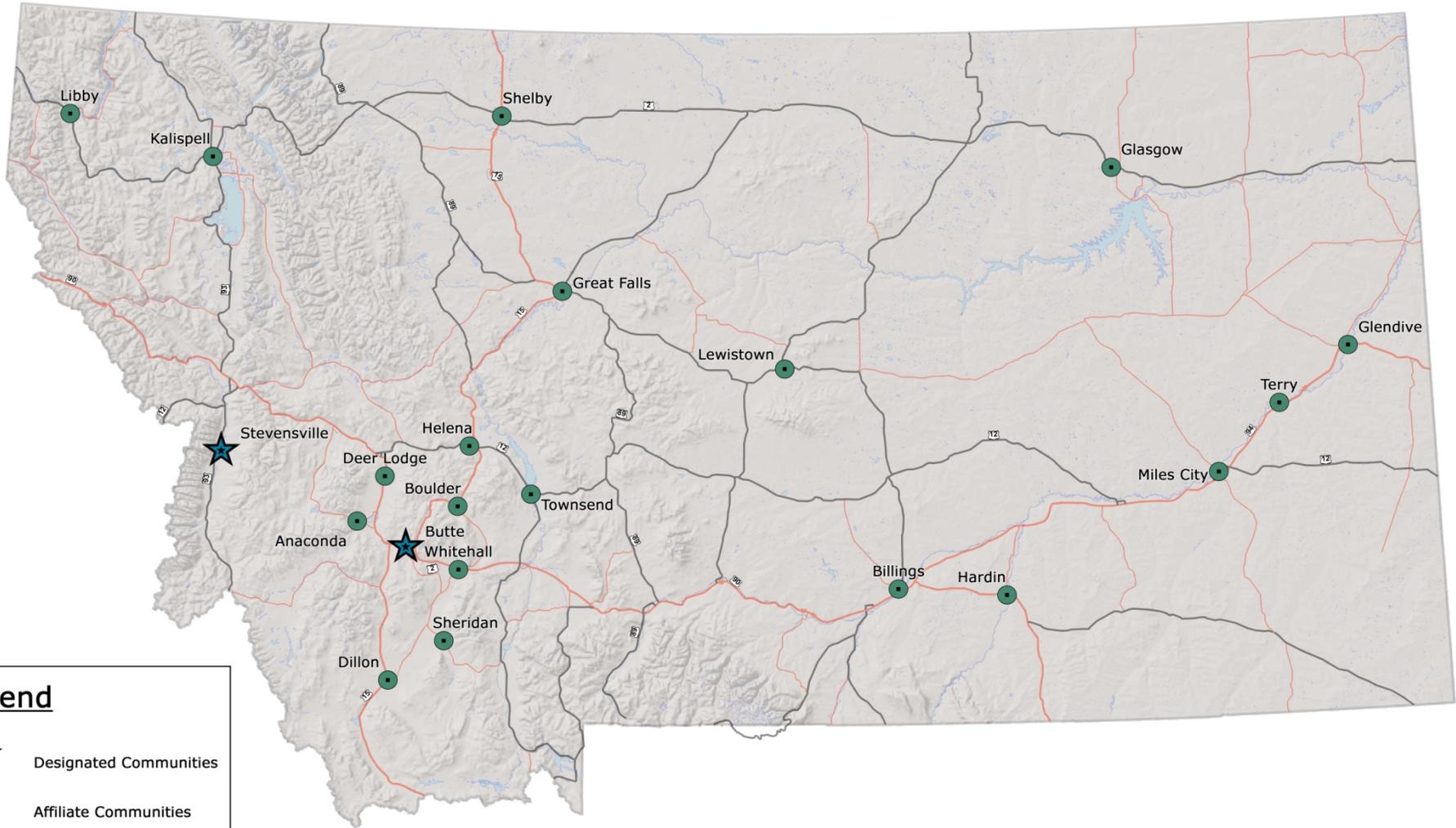
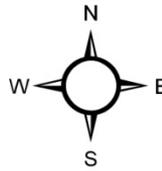




Montana Main Street Program

Active Communities

Community Development Division



Legend

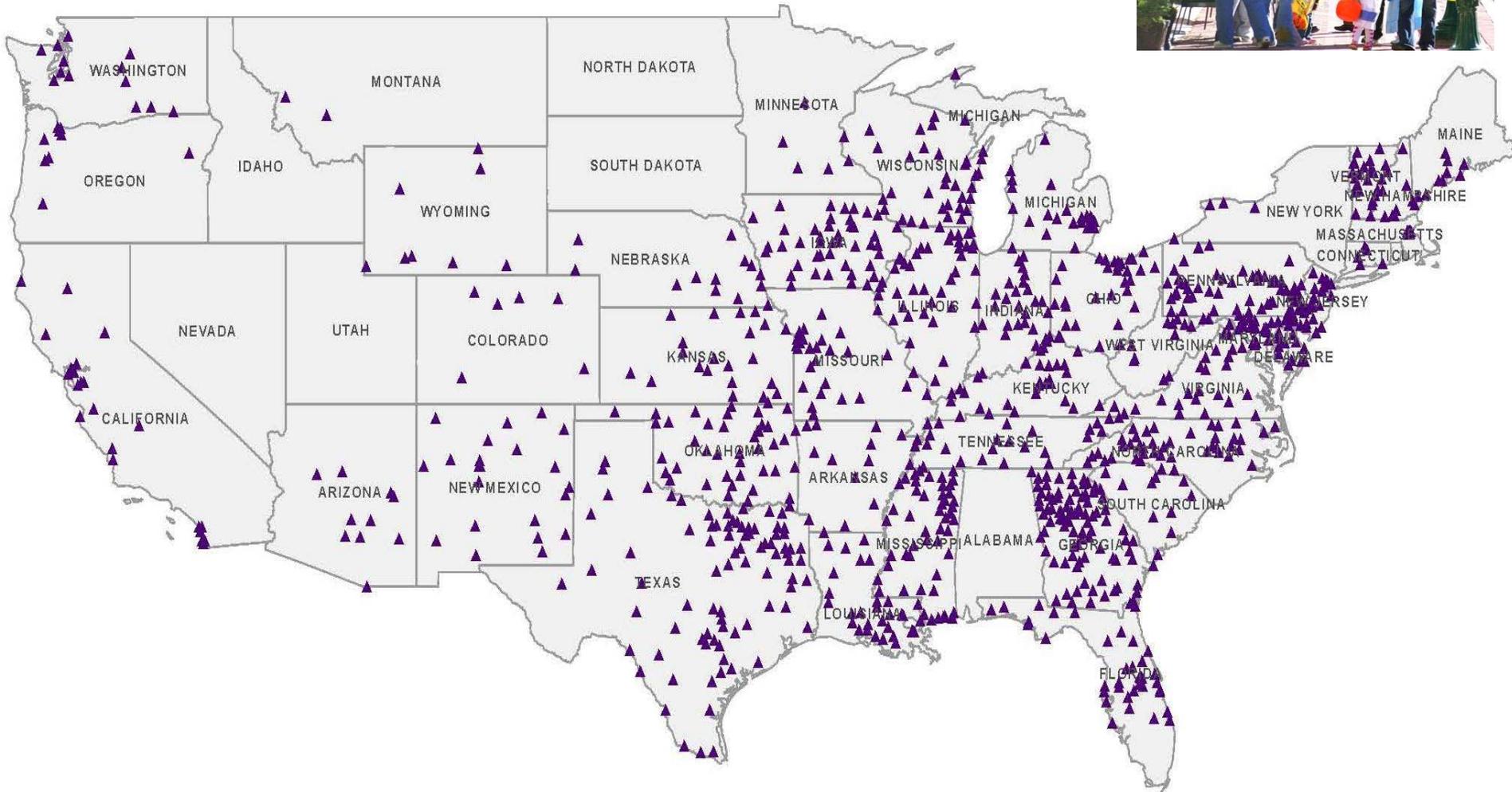
-  Designated Communities
-  Affiliate Communities

Updated: 10/16/2013, Community Technical Assistance Program



National Trust *for*
Historic Preservation

Main Street



MONTANA

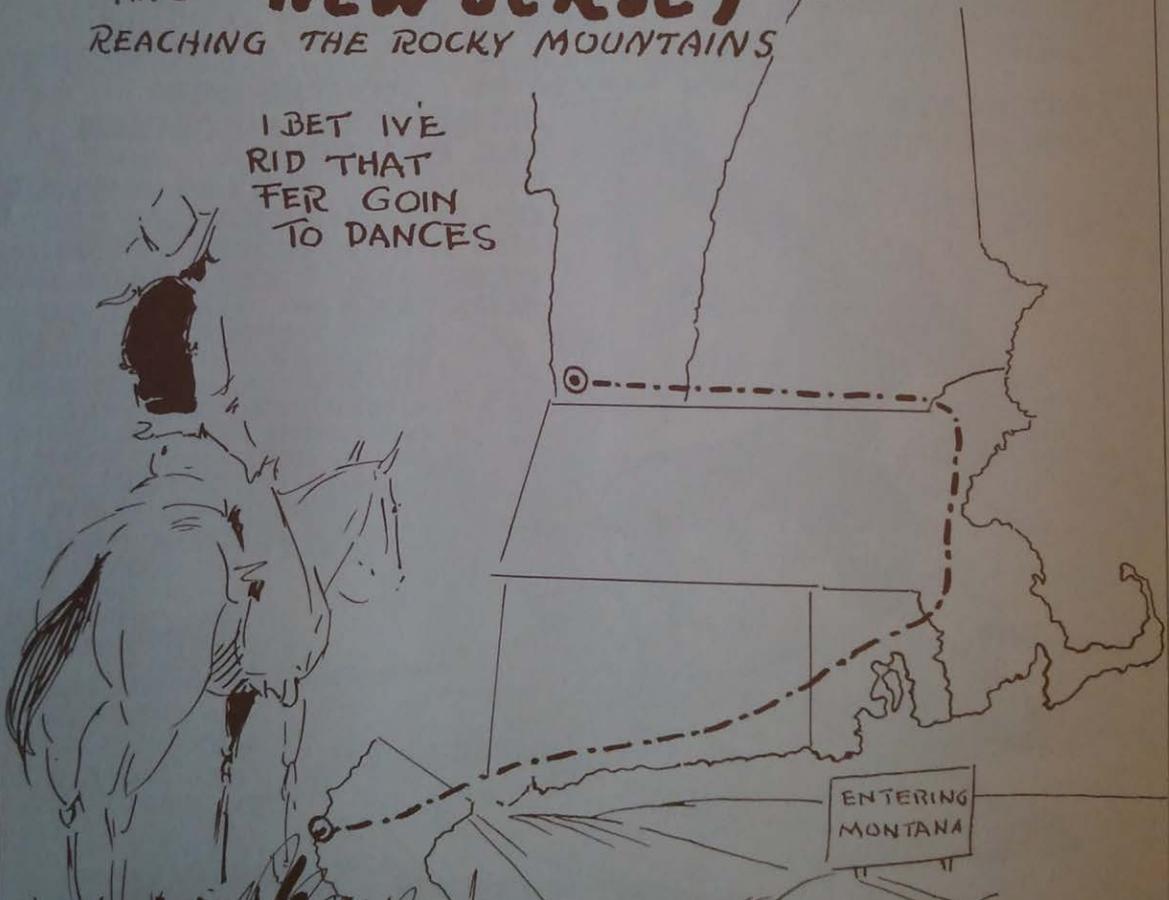
IS THOUGHT OF AS A
LAND OF MOUNTAINS.

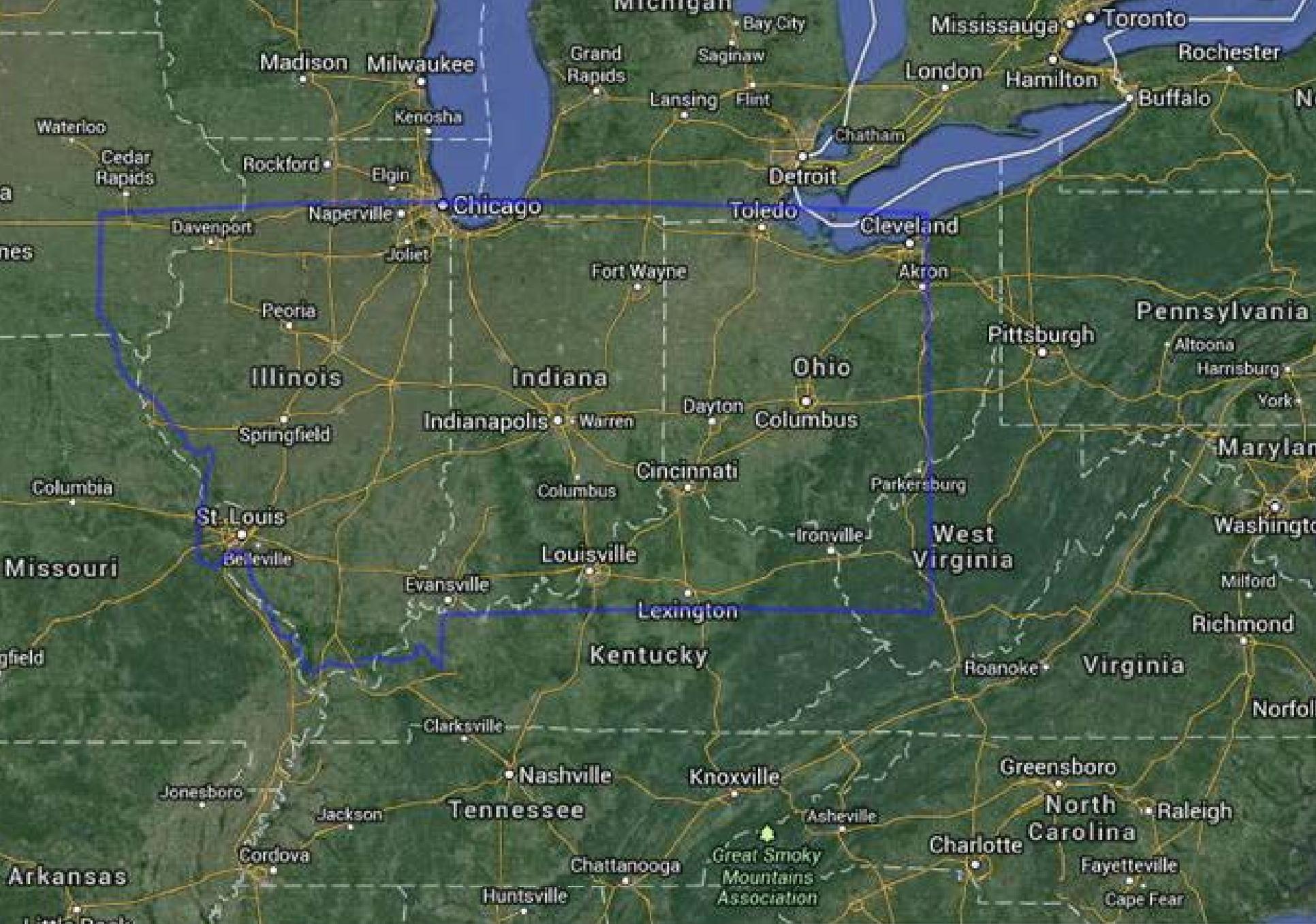
YET A TOURIST, AT ITS EASTERN BOUNDARY,
WOULD HAVE TO TRAVEL A DISTANCE EQUAL TO
CROSSING

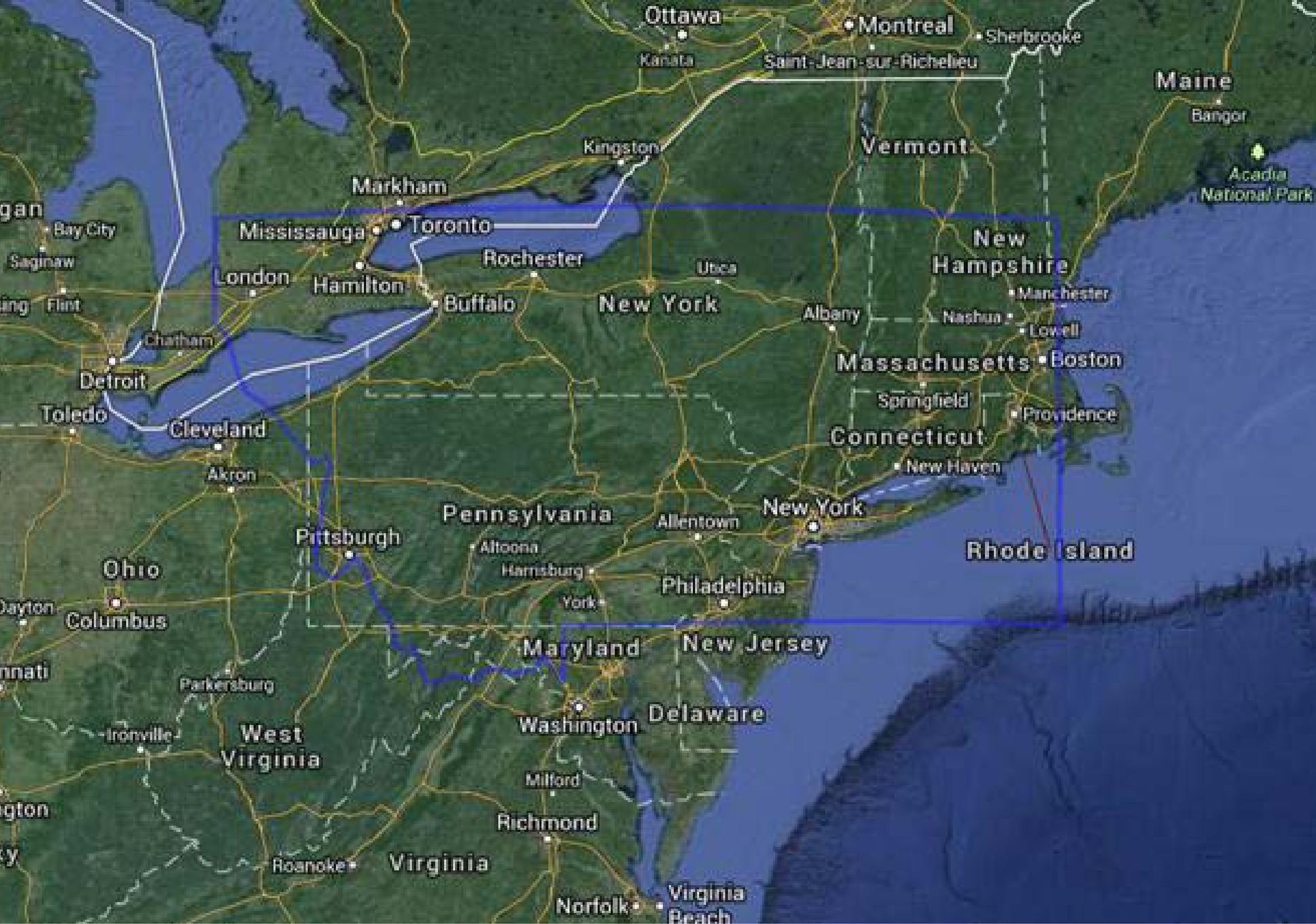
VERMONT-NEW HAMPSHIRE
MASSACHUSETTS - RHODE-
ISLAND - CONNECTICUT

AND **NEW JERSEY** BEFORE
REACHING THE ROCKY MOUNTAINS

I BET I'VE
RID THAT
FER GOIN
TO DANCES









United Kingdom

Isle of Man

Ireland

Netherlands

Denmark

Map

Traffic



Montana

Czech Republic

France

Austria

Switzerland

Bay of Biscay

Slovenia

Croatia

Bosnia Herzego

Monaco

Italy

200 mi
200 km

Our Mission

The Montana Main Street (MMS) program is dedicated to bettering the economic, historic, and cultural vitality of Montana downtowns through a comprehensive approach of community development, revitalization, tourism, and historic preservation.





ORGANIZATION

Establish consensus, cooperation, and coordination.

PROMOTION

Create a positive image that will rekindle community pride and improve consumer and investor confidence.

DESIGN

Means getting Main Street into top physical shape and creating an inviting environment.

ECONOMIC RESTRUCTURING

Economic restructuring strengthens a community's existing economic assets while diversifying its economic base.



HERITAGE ASSETS

DESIGN

leverages the built history

PROMOTION

leverages the cultural history

HUMAN ASSETS

ECONOMIC RESTRUCTURING

leverages entrepreneurs

ORGANIZATION

leverages an engaged public

- The design committee or team must take the lead on developing **space** by leveraging built history and other related local assets;
- The promotion committee or team must take the lead on developing **markets** by leveraging cultural history and other related local assets;
- The economic restructuring committee or team must take the lead on developing **businesses** by leveraging entrepreneurs and other related local assets; and
- The organization committee or team must take the lead on developing **partners** by leveraging an engaged public and other related local assets.





**SAVE
THE
DATE!**

red ants pants

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
MUSIC FESTIVAL

**JULY 24-27
2014**

White Sulphur Springs, Montana





WHITE SULPHUR SPRINGS

633

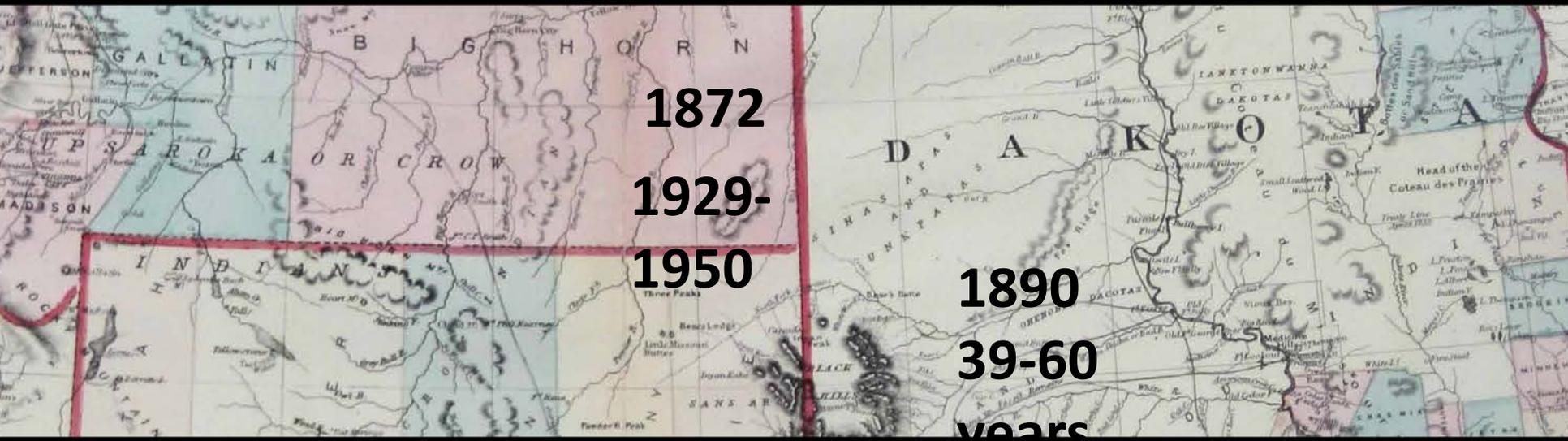






1910

1889



1872

1929-

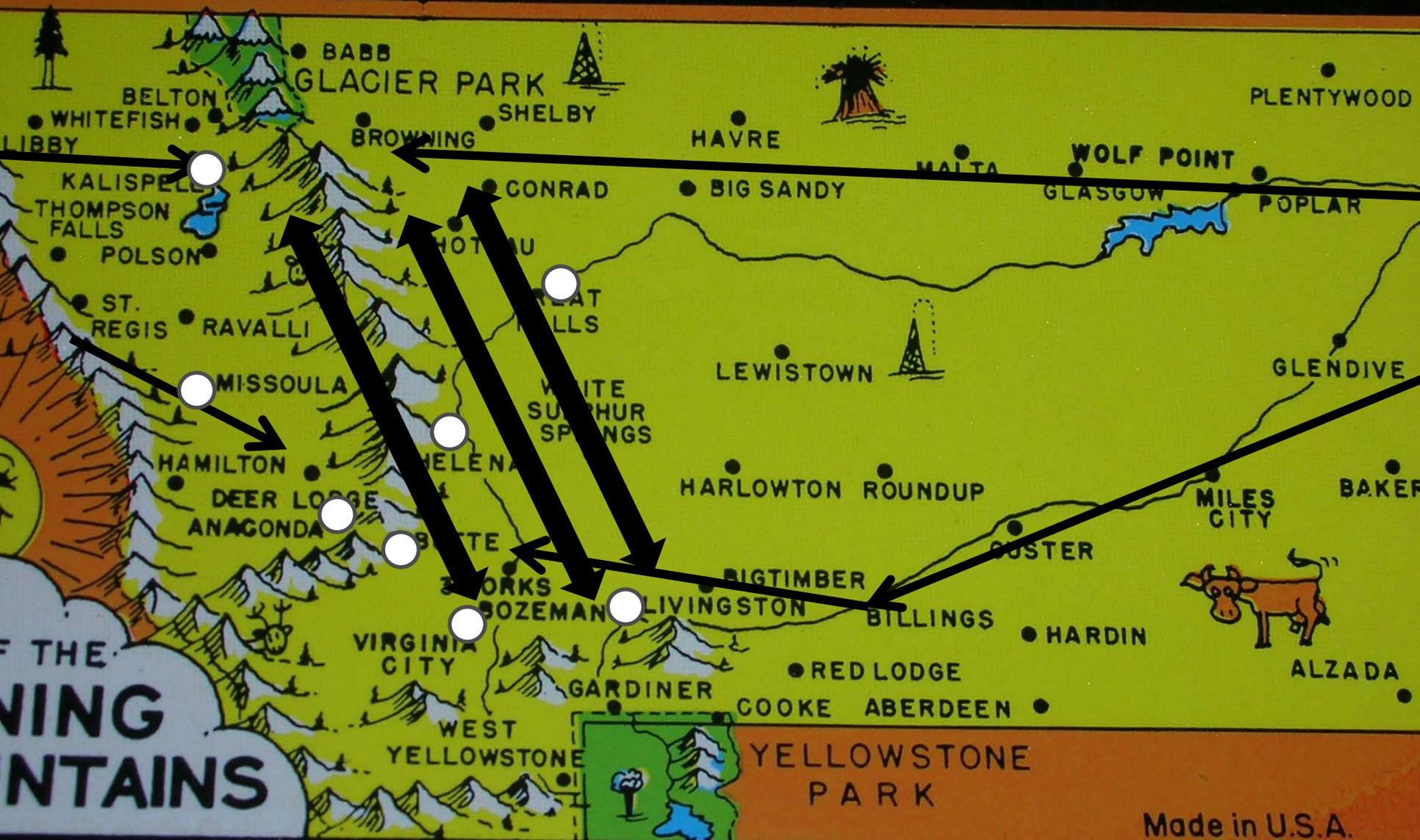
1950

1890

39-60

years

MONTANA



BABB GLACIER PARK
BELTON
WHITEFISH
LIBBY
KALISPELL
THOMPSON FALLS
POLSON
ST. REGIS
RAVALLI
MISSOULA
HAMILTON
DEER LODGE
ANAGONDA
VIRGINIA CITY
WEST YELLOWSTONE
SHELBY
BROWNING
CONRAD
HOT SPRINGS
GREAT FALLS
HELENA
BOZEMAN
GARDINER
HAVRE
BIG SANDY
LEWISTOWN
HARLOWTON
ROUNDUP
BIG TIMBER
LIVINGSTON
BILLINGS
RED LODGE
COOKE
ABERDEEN
YELLOWSTONE PARK
WOLF POINT
GLASGOW
POPLAR
GLEN DIVE
MILES CITY
BAKER
ALZADA
PLENTYWOOD

OF THE
NING
NTAINS

Made in U.S.A.

Yellowstone

1920 (80,000 visitors)

1925 (150,000)

1929 (260,000)

1940 (500,000)

1948 (1,000,000)

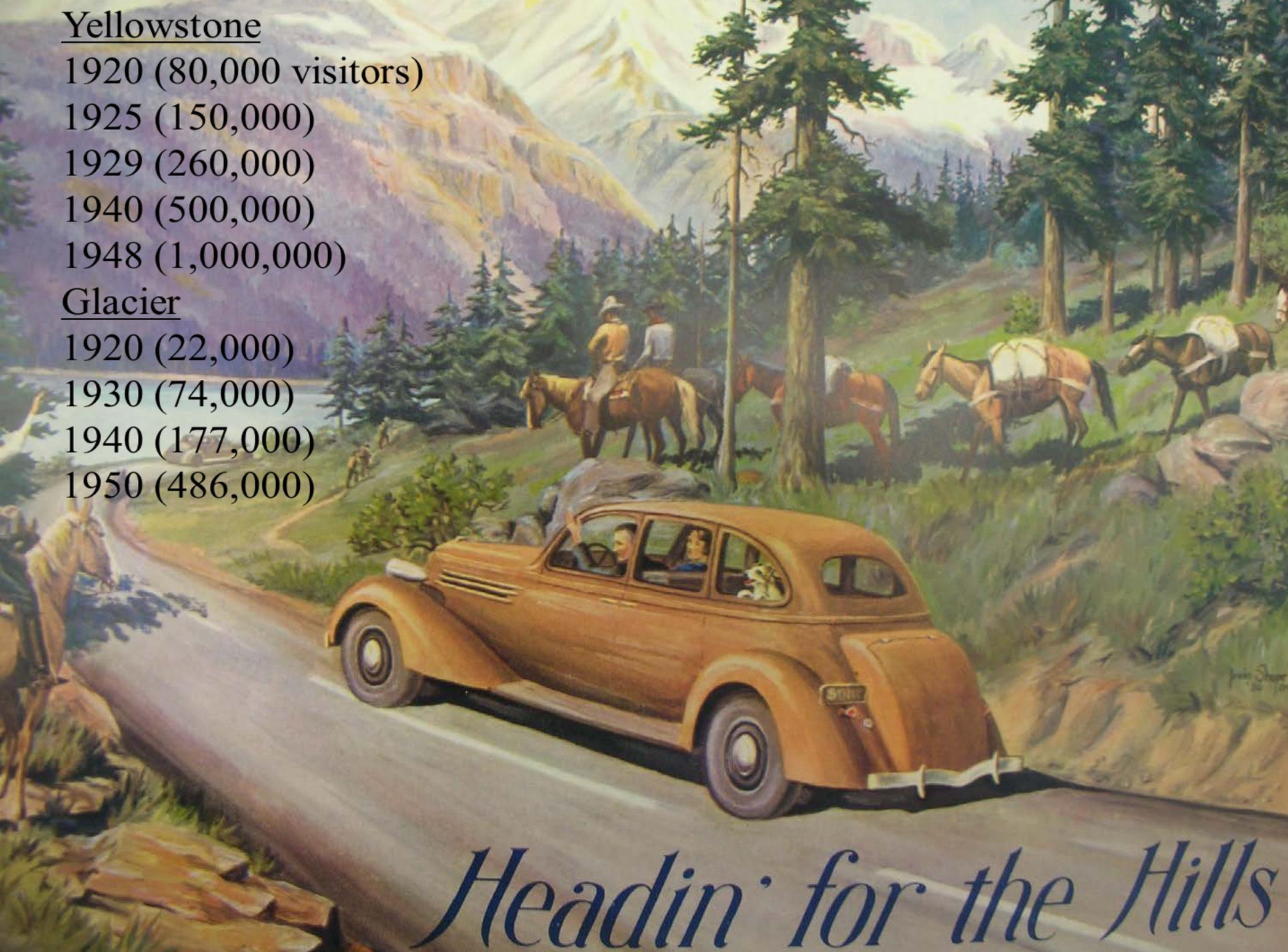
Glacier

1920 (22,000)

1930 (74,000)

1940 (177,000)

1950 (486,000)



Headin' for the Hills



Affiliate Community



Designated Community



Certified Community



- A vision and direction for downtown revitalization
- A collaborative effort in the community that includes a core group of those invested in the downtown district
- Strong potential for a solid volunteer base
- Understanding of the Main Street Four Point Approach
- A completed membership application
- Formation of a Main Street committee (can be in combination with existing board or committee)
- Direct involvement of the city or town
- Quarterly reporting of local re-investment statistics

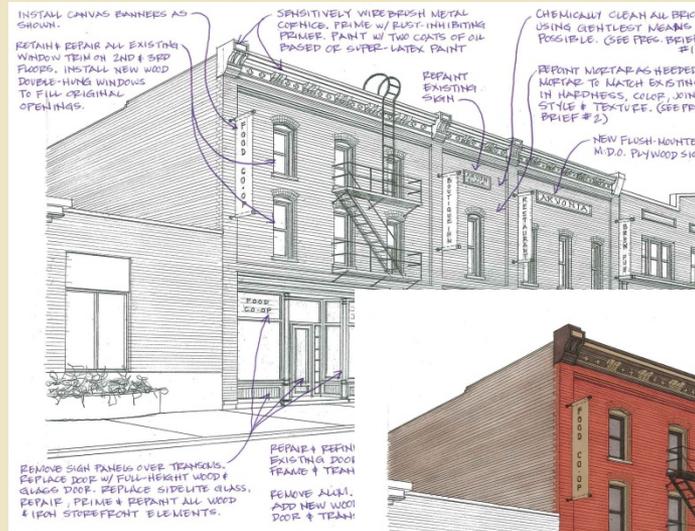
- Has learned and is administering the Main Street Four Point Approach
- Has received Main Street 101 Four Point Foundational Training from Montana Main Street Program
- Maintains part-time or full-time paid staff
- Established Main Street committee structure
- Active Board of Directors
- Member of National Main Street Center
- Annual review via assessment by Montana Main Street Program
- Comprehensive Main Street work plan

- Has mastered and practices the Main Street Four Point Approach
- Demonstrates excellence in meeting the rigorous National Accreditation Standards of Performance of the National Main Street Center
- Serves a mentorship and leadership role in supporting and guiding other member communities in local revitalization efforts

MONTANA MAIN STREET PROGRAM

How we can help:

- Technical and Organizational Assistance
- Annual Conference (Sept 24-26, 2014 in Helena)
- MMS Resource Library
- Wider Community Network of Best Practices
- Competitive Grant Funding for Revitalization Projects



MONTANA
MAIN STREET

ARVON BLOCK
APRIL 26, 2011

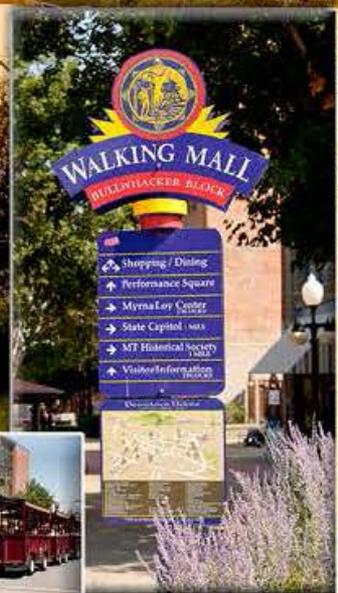
GREAT FALLS, MT
JOE LAWNICZAK



MONTANA DOWNTOWNS

HARNESSING PRIDE, PLACEMAKING, AND POTENTIAL

SAVE THE DATE



SAVE THE DATE

7TH ANNUAL MONTANA DOWNTOWN CONFERENCE

WHEN: SEPTEMBER 24-26, 2014

WHERE: Holiday Inn, Downtown Helena

JOIN US TO EXPLORE THE INTERSECTIONS OF OUR CONFERENCE AVENUES

PRIDE Capitalizing on ideas & innovation, local history, culture & volunteerism

PLACEMAKING Building better communities with a comprehensive plan & vision

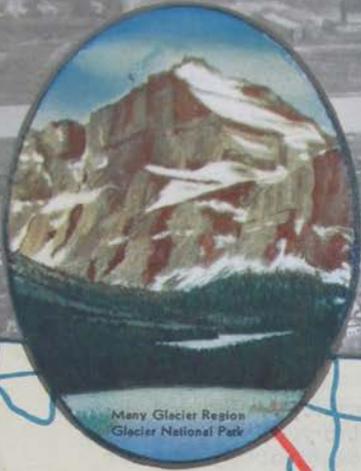
POTENTIAL Leveraging local assets, entrepreneurs, business & buildings



MONTANA
DEPARTMENT OF COMMERCE

GREAT FALLS

Montana's Distributing Center
Halfway Between the Parks



Many Glacier Region
Glacier National Park



Old Faithful

A good place
- TO LIVE
- TO DO
BUSINESS
- TO HAVE
A VACATION



ARVON
BLOCK

CO
L
L
E
C
T
I
O
N
S

110%



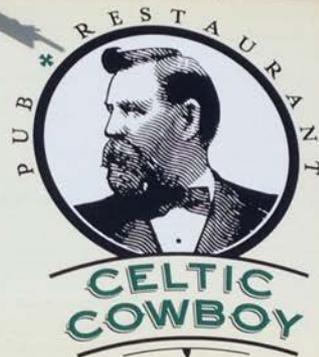
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VISIT
IRELAND.

Just four
blocks ahead.



LAMAR 22601

Revitalization is gaining traction



The \$6.6 million renovation of the vintage-1890 Arvon Block will restore the building in the 100 block of 1st to house The Celtic Cowboy pub and restaurant, plus a lodging portion.

"We're looking at more in mid-September" for opening The Celtic Cowboy and the hotel right after that, said Wayne Thares, one of the developers. For the lodging portion, "It looks like 18-20 rooms and eight extended stay rooms."

The Arvon came together as an

partners, from left: Steve Jennings, Channing Hartman, Wayne Thares, and Mike Smith stand in front of the Arvon Building they purchased with the goal of turning it into an Irish pub and hotel. TRIBUNE PHOTO/RIION SANDERS

Great Falls with potential for historic preservation funding.

That study led to selection of the Arvon Block and the Rocky Mountain Building as potential recipients of historic preservation investment, Hafer said.

"We were able to show that they could qualify for tax credits and could be done economically," he

said. If the right restaurant shows interest, there could be space for that in the corner of the building, he said.

He said there's also a doughnut space at the building's entry — the former Pantages Theater — which he'd like to use as an events space or performing arts space, but

caution will house about 60 workers, Redeen said. The Goodwill renovation is expected to cost more than \$2 million and probably will bring more people downtown than worked at the bank, she said. "We're excited Easter Seals is starting to move along."

Condo conversion in the Montana Building at 1st Avenue North and 5th Street is moving more quickly now. The fourth floor of the building has been remodeled with concrete and masonry.

TERRY HISTORIC TRAIL
Journey through the past



What is the Volkswalk?
 The full Volkswalk is listed as a 10k trail (6.2 miles) by the American Volkssport Association - www.ava.org. Both the 10k and the shorter 3.5k (2.2 miles) versions of the trail meander through Terry's tree-lined streets, past our most historic homes, businesses, and buildings (see reverse).

Pick Up a Trail Pamphlet

Stop in the lobby of the Kempton Hotel, the longest continuously operated hotel in Montana, to pick up a full pamphlet with historic information about each stop along the trail and a map of the tour routes.

Trail Recommendations

The walk should be completed during daylight hours. While the route in town can easily accommodate strollers and leashed animals, the full trail has graveled and highway sections that may be insufficient for large groups, very young children, and pets.



JOURNEY OF DISCOVERY
www.VisitTerryMontana.com



Discover
TERRY MONTANA

A kaleidoscope of color in its badlands and a treasure of recreational opportunities in its countryside - Terry is steeped in western history and loaded with charm and hospitality.

Bring your camera to Terry, the Home of Evelyn Cameron, for unique photographic excursions into the history, landscape, and culture of Montana.

Hike and photograph the Terry Badlands, including the famous Calypso Trail.

Fish, hunt, and prospect for agates - all in abundance.

Relive western history on the Historic Terry Walking Tour.

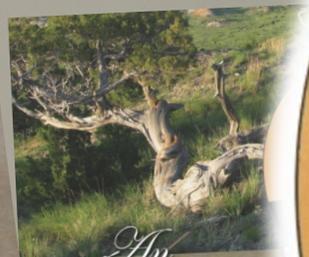
Have fun! Be spontaneous!

Turn off I-94 at Exit 176 for shopping, ice cream, a dog and kid run in the park, and the warmest hospitality from some of the best people on earth.



A CHARMING TREASURE
www.VisitTerryMontana.com

Take I-94 to Exit 176



An Invitation to visit Terry - the Home of Montana's Historic Photography
 Evelyn Cameron

Evelyn Cameron personified the strength and perseverance of Montana women, and with her camera and her diaries she recorded history and culture through the wildlife, landscapes, and unapologetic lives of ranchers, sheepherders, and families living on eastern Montana's high plains in the 19th century.

Born in England to wealth and privilege, Evelyn gave it up to move with her husband to Montana in 1893. She recorded life here till her death in 1928 and is buried in Terry.

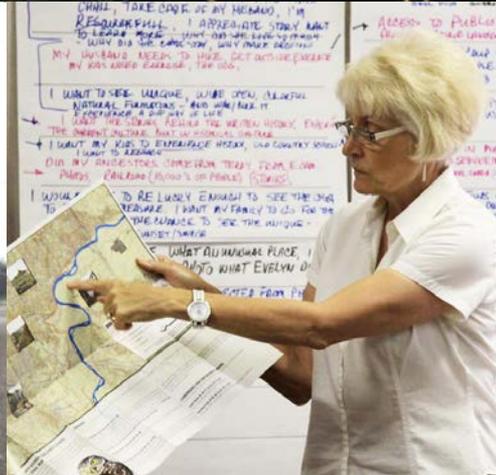


PROUD OF OUR HISTORY
www.VisitTerryMontana.com





EVELYN CAMERON
HERITAGE TOURISM ACTION PLAN
TERRY, MONTANA



Butte lands \$150,000 award from NEA

Posted: Sep 6, 2013 3:35 PM by MTN News

Updated: Sep 6, 2013 3:39 PM

On the heels of this year's Montana Folk Festival, Mainstreet Uptown Butte, got word that Butte would receive an Our Town creative placemaking award of \$150,000 for 2013-2014.

Butte is only one of a dozen communities to receive the award from the **National Endowment for the Arts**.

The Butte Art Works project will require efforts to raise a match of \$200,000 in grants and in-kind services.

Mainstreet Uptown Butte, the lead organization that has produced the Montana Folk Festival since 2011, applied for this grant and will coordinate its implementation.

In a press release, the organization states:

The grant will support a new project, Butte Arts Works, providing funding for three tracks as a "fogon de tres piedras."

First, cultural assets mapping will continue work that began two years ago to build a stock of the substantial cultural assets and reflect back what the community most strongly that we have in our community through a variety of a



Very interesting (studying mining history), people here are very friendly and informed.

Very historic.

Very good town

Unique atmosphere Uptown

Trolley, mine & museum & trip down mine, Our Lady of the Rockies.

To get out of my hometown

The unique urban feel of the town. A city in the midst of the mountains.

The people, the food

The people were nice, the tours were great

The people are the sweetie and nice

The people are SO very friendly.

The people are always so friendly.

The people

The people

The old homes

The nice accommodations we had at the Civic Center

The museum, pizza shop, the stone fly shop.

the history, the mineral museum, the Uptown Cafe.

The history of Butte, Copper King Mansion

The history is so interesting

The history

The history



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and Conservation
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The University of Montana
Missoula, MT 59812

Phone (406) 243-6885
Fax (409) 243-4845
www.itrr.umt.edu

Butte Visitor Study

Museum

*Old
Buildings*

Prepared by:
Christine Oschell, Ph.D.

**78 of
200**

Institute for Tourism & Recreation Research
College of Forestry and Conservation
The University of Montana
Missoula, MT 59812
www.itrr.umt.edu

January 2014

Case Study Report 2014-2

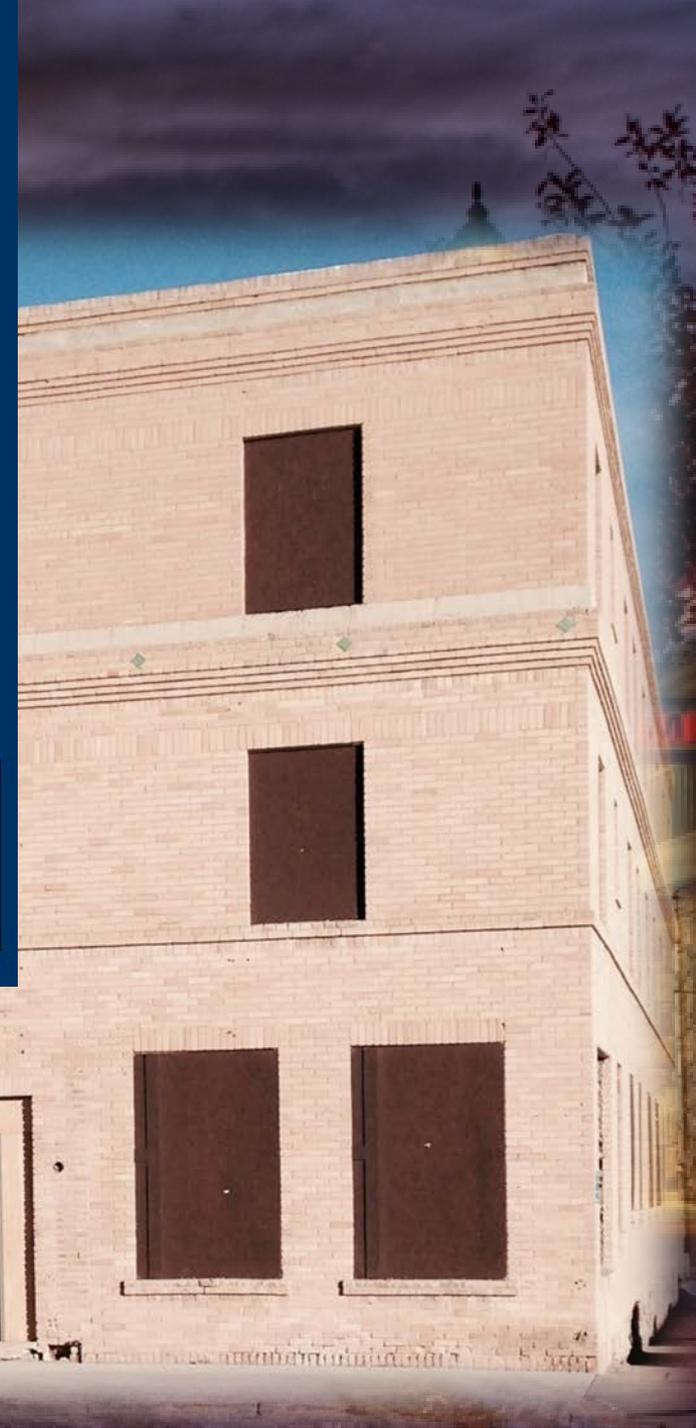
History

Historic

CITY OF SHELBY, MONTANA NEXT STEPS PLAN FOR DOWNTOWN DEVELOPMENT



August 2008

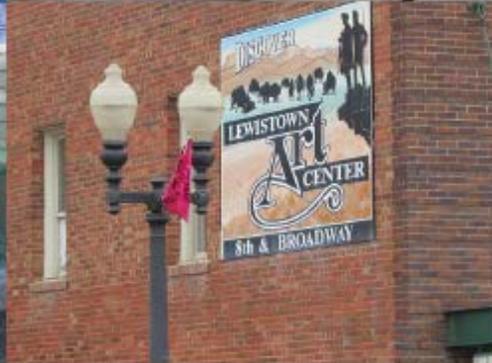






Visitor Assessment Lewistown, Montana

January, 2013



Does Lewistown make a good first impression?

Can Visitors find Lewistown?



MONTANA DEPARTMENT OF COMMERCE
COMMUNITY DEVELOPMENT DIVISION
Media Release

FOR IMMEDIATE RELEASE

CONTACTS

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Ronja Abel, Communications Director, (406) 841-2557

Montana Main Street Planning Grants Awarded to Lewistown, Great Falls, Miles City and Shelby

(HELENA) – The Montana Department of Commerce announced the award of \$40,200 in planning grant funds to four Montana communities through the Montana Main Street Program. The recipients of the planning grants include the City of Lewistown, the City of Great Falls, the City of Miles City and the City of Shelby.

“The Montana Main Street Program assists communities in revitalizing and strengthening our state’s downtowns,” said Department of Commerce Director Meg O’Leary. “We look forward to working with these four communities in planning the improvement of the economic, historic and cultural vitality of their vibrant and charming downtowns.”

The Montana Main Street Program is a collaborative effort between the Community Development Division and the Montana Office of Tourism at the Department of Commerce. The collaboration combines the Divisions’ goal to create and maintain vibrant and charming Montana towns with the mission to facilitate a comprehensive sense of place for Montana communities through planning and providing for safe, efficient, and quality public facilities. The program helps communities strengthen and preserve their historic downtown commercial districts by focusing on economic development, urban revitalization and historic preservation through proactive long-rang planning, organization, design and promotion.

The following awards were made:

- City of Lewistown - \$10,000 – The City of Lewistown will use their Montana Main Street Planning Grant to develop a way-finding plan. The project will include the design of non-customized signage and will provide guidance as to the most effective signage types and locations based on community needs as part of a wider effort to grow regional tourism infrastructure and economy.
- City of Great Falls - \$5,200 – The City of Great Falls will use their Montana Main Street Planning Grant to create façade improvement design renderings. The project builds upon past successes incorporating renderings of historic district buildings into the Great Falls Master Plan, local collaborative planning efforts, and building rehabilitation.
- City of Miles City - \$10,000 – The City of Miles City will use their Montana Main Street Planning Grant to create a Tax Increment Financing (TIF) District. The project emphasizes the beginnings of downtown revitalization and historic preservation.
- City of Shelby - \$15,000 – The City of Shelby will use their Montana Main Street Planning Grant to prepare a preliminary architectural report and conduct a feasibility study for the historic Rainbow Hotel. The overall project will include a business plan and potential investor structure as part of a collaborative funding effort between Department of Commerce programs. The City of Shelby was awarded \$15,000 from the Big



MONTANA MAIN STREET

MONTANA DEPARTMENT OF COMMERCE



- Long range planning—TIF District creation; growth policy development/update; capital improvements planning, strategic planning; board development training;
- Assessments/Studies—architectural assessment/renderings; tourism assessment; business recruitment/retention plan; business plan development; historic preservation assessment/inventory; wayfinding study; market research; feasibility study;
- Infrastructure/Brick and mortar—public signage; streetscape/public improvements; lighting; building façade improvement;
- Promotion—website development; branding; tourism promotional material; historical walking tour; e-marketing; speaker sponsorship; local workshops.





CAPITALIZING ON THE PRIDE AND POTENTIAL
OF YOUR COMMUNITY

MONTANA IS A SERIES OF SIDEWALK SQUARES NEXT
TO DINERS WITH AMAZING HOMEMADE MILKSHAKES IN

VIBRANT & CHARMING SMALL TOWNS

THAT SERVE AS GATEWAYS TO OUR
NATURAL WONDERS

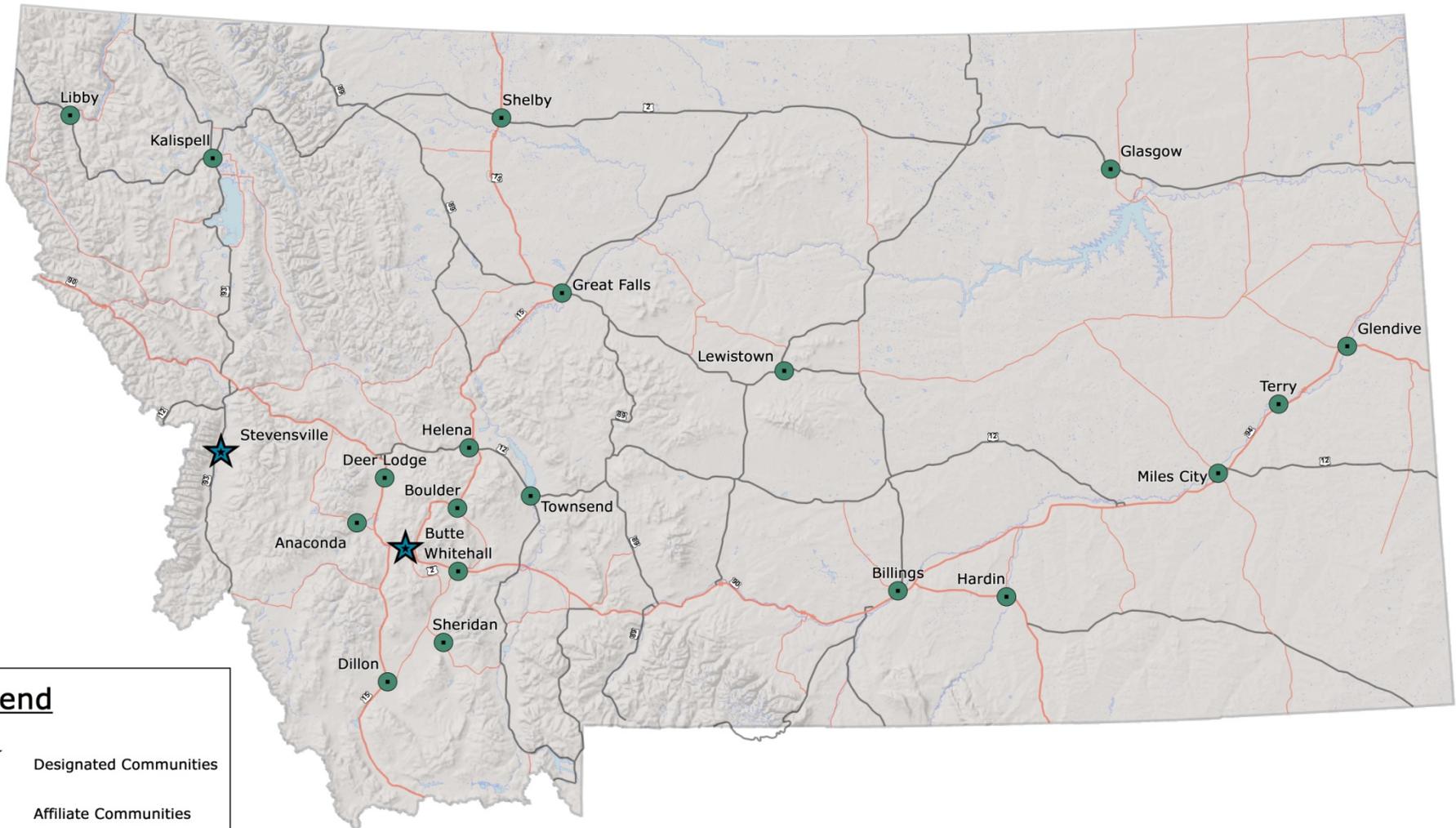
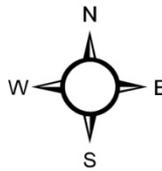




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Active Communities

Community Development Division



Legend

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Updated: 10/16/2013, Community Technical Assistance Program

"Never doubt
that a small group of
thoughtful, committed citizens can
change the world. Indeed, it is the
only thing that ever has."



Tash Wisemiller
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mtmainstreet.mt.gov



MONTANA
DEPARTMENT OF COMMERCE