

RESOLUTION 10476

A RESOLUTION BY THE CITY COMMISSION OF THE CITY OF
GREAT FALLS, MONTANA, APPROVING A REQUEST TO EXPEND
GREAT FALLS DOWNTOWN URBAN RENEWAL TAX INCREMENT
FINANCING (TIF) DISTRICT FUNDS

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WHEREAS, under the provisions of the Montana Code Annotated, Title 7, Chapter 15, Parts 42 and 43, as amended, an urban renewal district may be established so that a municipality may undertake urban renewal projects therein, provide for the segregation and collection of tax increment with respect to taxes collected in such district, and apply all or a portion of the tax increment derived from such district to the payment of costs of such urban renewal projects; and

WHEREAS, the City Commission, pursuant to Resolution No. 9961, duly adopted on March 6, 2012, created an urban renewal area as the Downtown Urban Renewal District and pursuant to Ordinance No. 3088, duly adopted on May 15, 2012 after a duly called and noticed public hearing thereon adopted the Downtown Urban Renewal Plan containing a tax increment financing provision; and

WHEREAS, in April, 2013, the City Commission approved the revised Tax Increment Application and Forms that outline eligible activities under state statute, the application process to be followed, and criteria to be used when evaluating applications; and

WHEREAS, the purpose of the Downtown Tax Increment Financing District is to stimulate revitalization and redevelopment of the central business district; and

WHEREAS, the Downtown Development Partnership is a non-profit corporation created for the purpose of revitalizing Downtown Great Falls, with the specific mission to promote, stimulate and effect community and economic development; forge alliances that recruit new businesses and development; provide access to financing to support development; support the implementation of the City's Downtown Master Plan; and cooperate with other organizations to support Downtown development in Great Falls and throughout the State of Montana; and

WHEREAS, City Staff has assessed the merits of the projects in relation to the goals and objectives of the Downtown Master Plan, evaluated the project based on the evaluation criteria, and determined that expenditure of TIF funds in the amount of \$53,884 for the purpose of paying for the operating costs of the Downtown Development Partnership for fiscal year 2022 to support economic development, especially in the Downtown Urban Renewal District.

NOW, THEREFORE, BE IT RESOLVED by the City Commission of the City of Great Falls, Montana, that the City approve the request to expend Great Falls Downtown Urban Renewal Tax Increment (TIF) District Funds for the purpose of paying for the operating costs of the Development Partnership for fiscal year 2022.

PASSED AND ADOPTED by the City Commission of the City of Great Falls, Montana, August 16, 2022.

Bob Kelly, Mayor

ATTEST:

Lisa Kunz, City Clerk

(CITY SEAL)

APPROVED FOR LEGAL CONTENT:

Jeff Hindoien, City Attorney

**CITY OF GREAT FALLS
TAX INCREMENT FINANCING (TIF)
APPLICATION FOR FUNDS**

Project Name: Downtown Development Partnership of Great Falls Support

Date submitted: April 12, 2022

Name of TIF District: Downtown Urban Renewal District

APPLICANT INFORMATION

Name: Downtown Development Partnership of Great Falls

Address: 318 Central Avenue, Great Falls MT 59401

Telephone: (406) 727-5430

DEVELOPMENT INFORMATION

1. Building Address: Not applicable

2. Legal Description: Not applicable

3. Ownership: Not applicable

Address: Not applicable

4. If property is not owned by the Applicant, list leasehold interest: (*Attach evidentiary materials*).

Name: Not applicable

Address: Not applicable

5. Existing/Proposed Businesses: Downtown Development Partnership of Great Falls

Business Description:

The Downtown Development Partnership of Great Falls (DDP) serves as the coordinating body for downtown development, including employment and physical construction. DDP members include NeighborWorks Great Falls, the Great Falls Development Authority, the Great Falls Business Improvement District, the Downtown Great Falls Association, the City of Great Falls, Great Falls Public Schools, the Great Falls Area Chamber of Commerce, Neighborhood Council #7, the City of Great Falls Parking Advisory Commission and Historic Preservation Advisory Commission, Cascade County, and downtown advocates. Each of these organizations and leaders play a role in the development of downtown. Together, they form the DDP, where the whole is greater than the sum of its parts, meaning that their combined influence and planning capacity is better than would be expected from the individual parts, because the way they combine adds a different quality.

The mission of the DDP is to be the catalyst bringing together our community to revitalize Downtown Great Falls. Formed as a Montana non-profit with 501-c-3 status, the DDP works to:

- Promote, stimulate and effect community and economic development;
- Forge alliance that recruit new businesses and development;
- Provide access to financing to support development;
- Support the implementation of the City's Downtown Master Plan; and,
- Cooperate with other organizations to support Downtown development in Great Falls and throughout the State of Montana.

The DDP is organized around the principles of the National Main Street Program and has been designated as a fully accredited member, the highest level of membership in this national program. The Main Street Approach is a time-tested framework for community-driven, comprehensive revitalization. It is built on four points: Economic Vitality; Design; Promotion; and, Organization. The DDP has cost-effectively organized around these four points by utilizing the strengths of its members.

Economic Vitality

Build a diverse economic base. Catalyze smart new investment. Cultivate a strong entrepreneurship ecosystem.

The Great Falls Development Authority (GFDA) takes the lead on Economic Vitality. The GFDA leads economic development efforts downtown including its Brownfield redevelopment program, the Downtown revolving loan fund, business and entrepreneur coaching and training, and downtown business development efforts. In addition, GFDA invests \$2,500/year in the DDP and has been paying 50% of the direct costs of the Downtown Business Development Officer position, as well as 100% of the associated costs.

Design

Create an inviting, inclusive atmosphere. Celebrate historic character. Foster accessible, people-centered public spaces.

The Great Falls Business Improvement District (BID) takes the lead on Design. The BID leads streetscape, façade improvements, safety, banners, sidewalks, trash receptacles, pedlets, flowers and many other efforts to enhance the downtown design. In addition, the BID invests \$1,000/year in the DDP. The BID has been paying 50% of the direct costs of the Downtown Business Development Officer position.

Promotion

Market the district's defining assets. Communicate unique features through storytelling. Support buy-local experience.

The Downtown Great Falls Association (DGFA) takes the lead on Promotion. The DGFA hosts numerous downtown promotional events throughout the year, maintains the downtown promotion website and social media sites, and many other efforts to promote Downtown Great Falls. In addition, the DGFA invests \$1,000/year in the DDP.

Organization

Build leadership and strong organizational capacity. Ensure broad community engagement. Forge partnerships across sectors.

The BID, DGFA, and GFDA are joined by City of Great Falls, NeighborWorks Great Falls (NWGF), and the Great Falls Area Chamber of Commerce as the key Organization leaders of the DDP. NWGF and the Chamber also each invest \$1,000/year in the DDP. The City has twice invested \$5,000 in providing annual operating support to the DDP.

All of the efforts above are approached in partnership with many additional public, private and nonprofit partners, as well as thousands of hours of volunteer time.

The cost-effective organizational structure has enabled the DDP collectively to achieve many downtown revitalization successes without the need for DDP staff. The DDP has earned recognition as one of the leading downtown revitalization efforts in Montana.

As a partnership, most of the investments in downtown revitalization are made directly by DDP partners. The DDP itself runs on a very lean budget. Up until fiscal year 2018, the DDP relied solely on member partner contributions, benefiting from its one-time hosting of the statewide downtown conference.

FY 2018

In fiscal year 2018, the City made its first investment in the DDP with the City Commission allocating \$10,000 from the Downtown TIF District. The DDP expended \$9,088 of the funds, achieving several cost savings. \$4,800 was invested in a web site consultant to greatly enhance the Downtown Great Falls web site, www.ExploreDowntownGF.com. This enabled us to have one downtown promotional web site, eliminating years of competing sites, and has greatly improved downtown promotional efforts. \$4,288 was expended in support of DDP operations, including \$1,328 for the DDP's annual insurance policies and \$2,610 to send one leader to participate in the National Main Street Conference.

FY 2019

In fiscal year 2019, the City invested for a second time in the DDP with the City Commission allocating \$5,000 from the Downtown TIF District to be used "for costs associated with the operating costs of the Downtown Development Partnership." In FY 2019, the DDP expended \$7,213 for operations, and an additional \$3,607 on projects. Partners contributed \$6,650 to the DDP during the fiscal year, more than matching the City's TIF commitment. City support enabled the DDP to join the International Downtown Association to broaden our network of ideas and resources for downtown revitalization. And, it enabled the DDP to send two leaders to the National Main Street Conference, a valuable event for learning new ideas and finding new resources. Great Falls earned national recognition at the event with the local leaders giving a presentation on the City's unique pedlet program. City investment in the DDP's operating costs allowed for the DDP to use its member contributions to fund \$2,000 toward the required match for the pedlet Montana Main Street grant and \$1,607 toward more traffic box public art.

FY 2020 and 2021

In fiscal years 2020 and 2021, the City invested up to \$12,000 annually to support DDP operations. Due to the pandemic, operating expenses eligible for TIF reimbursement were less than anticipated, totaling \$5,955 in FY2020 and \$9,235.50 in FY2021.

Despite the economic turmoil caused by COVID 19, the City's continued support of the Downtown Development Partnership produced transformative results during these two fiscal years. Sparking significant private sector investment in the downtown master plan area that has generated considerable excitement amongst city residents and has strengthened downtown property tax values for years to come. We are building momentum in our decade-long downtown revitalization effort!

The City's support of the DDP also spurred DDP partners to invest significantly more in downtown revitalization work. In both fiscal years, the DDP, in partnership with the City, was able to leverage local funds to secure Main Street grants from the Montana Department of Commerce. In January of 2020, the Business Improvement District (BID) and the Great Falls Development Authority (GFDA) partnered to create a full-time Downtown Business Development Officer position to work to attract new private investment in downtown.

Key DDP initiatives in FY2020 and FY2021 included:

- The Targeted Block Redevelopment Visioning Project that demonstrated the development potential of underutilized downtown properties. These visions have proven to be very effective in attracting the interest of developers and businesses to explore downtown Great Falls opportunities.

- Development and implementation of the Great Falls Wayfinding Plan that will assist residents and visitors both downtown and throughout our city.
- ArtsFest Montana which continues to add murals in our downtown that attract visitors and have sparked much positive buzz across the state.
- A new Economic Vitality initiative (one of the four pillars of the National Main Street downtown revitalization strategy), led by the Downtown Business Development Officer, that has increased downtown business retention and expansion, and business/developer attraction efforts.
- Significant improvements to the ExploreDowntownGF.com website that promotes our downtown.
- Working with the City to develop three new TIF programs supporting increased private investment in downtown properties.

City TIF support has also enabled the downtown partners to continue to learn from downtown leaders across the state and country through participation in the Montana Main Street Program, the National Main Street Center, and the International Downtown Association. The DDP is proud to have maintained its fully accredited status from the National Main Street Center, the highest level that a community can reach.

City TIF Funding Impact

City support of the DDP with a modest amount of TIF dollars has had, and will continue to have, a transformative impact on DDP's downtown revitalization efforts. In addition to the pedlets, wayfinding, traffic box art, promotional web site and Livability project, and learnings from participating in national conferences, the City's demonstrated support of the DDP has had a major impact on the DDP's primary partners. In particular, the City's two year's of TIF funds motivated and supported NeighborWorks Great Falls to dedicate significant funds and staff time to downtown mural and community work. And, to the Great Falls Development Authority's Board to invest one-half the cost of creating a Downtown Business Development Officer in partnership with the BID. Due to the City's TIF support, Great Falls downtown revitalization efforts, and consequent successes, are stronger than ever.

The unique downtown partnership that Great Falls forged ten years ago is producing results. Over 120 new businesses have opened downtown since the formation of the DDP, and downtown property values have significantly increased. From 2011-2020, 119 new businesses opened downtown, building permits totaling \$61,334,106 were issued by the city for downtown property investment, and volunteers donated 267,991 hours downtown. From 2010-2019, property values within the BID increased in value by 61%. Downtown investment has continued to increase in 2021 and prospects look very good for 2022.

New investment downtown has generated TIF funds that have made it possible for our city to reinvest in downtown infrastructure, parking facilities, and the exciting Civic Center renovations currently underway.

6. Employment: Existing FTE Jobs: None directly by Partnership
 New Permanent FTE Jobs created by project: None Construction FTE jobs: None
7. Architectural/Engineeing Firm: Not applicable
 Address: Not applicable
 Representative: Not applicable
8. Please provide a description of the Total Project Development (attach a narrative explanation) .

To continue positive momentum in Downtown Great Falls which is growing the revenue of the TIF district and creating significant economic impact and excitement citywide, the DDP seeks \$53,884 in TIF funds for FY 2022 and \$108,150 for FY 2023. City support of the DDP utilizing just a small portion of the tax increment generated by our hard work over the past decade and more will enable the DDP and its many partners to continue to increase our downtown revitalization efforts, resulting in new investment in Downtown Great Falls.

FY2022 Request

We request TIF funds to pay for 50% of the direct costs of Downtown Business Development Officer, a GFDA full time employee. This amounts to \$26,984 in salary and \$4,250 in benefits; total \$31,234. The BID and GFDA will pay the remaining 50% of direct costs, each paying 25%, and GFDA will pay 100% of the associated costs.

We request \$14,650 in DDP operating support which includes \$500 for membership in the International Downtown Association, \$2,500 for enhancements to the Explore Downtown Great Falls website, \$2,850 in advertising, \$8,600 for learning through participation in the National Main Street Center annual training event, the International Downtown Association annual event, the annual Montana Downtown Conference, and online webinars, and up to \$200 for miscellaneous operating expenses.

We request \$8,000 in DDP project support: \$6,500 for the completion of the Great Falls Wayfinding Plan; and, \$1,500 for the Downtown Traffic Box Art Project.

FY2023 Request

We request TIF funds to pay for 50% of the direct costs of Downtown Business Development Officer, a GFDA full time employee. This amounts to \$29,000 in salary and \$5,000 in benefits; total \$34,000. The BID and GFDA will pay the remaining 50% of direct costs, each paying 25%, and GFDA will pay 100% of the associated costs.

We request \$17,150 in DDP operating support which includes \$500 for membership in the International Downtown Association, \$5,000 for enhancements to the Explore Downtown Great Falls website, \$3,200 in advertising, \$8,200 for learning through participation in the National Main Street Center annual training event, the International Downtown Association annual event, the annual Montana Downtown Conference, and online webinars, and up to \$250 for miscellaneous operating expenses.

We request \$57,000 in DDP project support: \$2,000 for the Downtown Traffic Box Art Project; \$45,000 for ArtsFest Montana; and, \$10,000 for projects not yet designated. Not yet designated projects will require pre-approval by the DDP Board and City staff.

9. Please provide rehabilitation/construction plans (attach schematics, site and landscaping plans).

Not applicable

10. What is the development schedule or estimate completion date for the Total Project Development? The Total Project Development is best defined as the entire development, not just the TIF improvement (please include project phasing if appropriate).

Funds will be expended as the expenses occur. Estimated completion by June 30, 2023.

11. Do you plan on asking for any other tax abatement, grants, tax credits or other forms of relief? If so, what type?

No, not for this project

12. Please describe your funding needs and the anticipated timing schedule for your identified Eligible TIF Activities.

The Downtown Development Partnership seeks \$53,884 in TIF funds for FY 2022 and \$108,150 for FY 2023. The expenses will be paid by the Partnership, then reimbursed by the TIF funds. The current TIF fund balance is adequate to cover this cost.

13. Please indicate the amount of Public Infrastructure Need and the amount of Public Infrastructure being request to be financed by the TIF District.

Not applicable

TOTAL PROJECT DEVELOPMENT COSTS

The total project development cost is the cost to develop the entire project/site, and should include the cost of the TIF improvements.

Land and Site Preparation Improvements	\$ 0
Construction/Rehabilitation Costs	\$ 0
Equipment Costs	\$ 0
Total Project Development Costs	\$ 0

Land Acquisition

Total	Amount requested from TIF	Timing for Funds
\$0	\$0	Not applicable

Demolition and Removal of Structure

Total	Amount requested from TIF	Timing for Funds
\$0	\$0	Not applicable

Relocation of Occupants

Total	Amount requested from TIF	Timing for Funds
\$0	\$0	Not applicable

Public Improvements

Total	Amount requested from TIF	Timing for Funds
\$0	\$0	Not applicable

Fees (associated with eligible activities)

Total	Amount requested from TIF	Timing for Funds
\$162,034	\$162,034	As expenses occur

CERTIFICATION

I (we), Kellie Pierce and Brett Doney, certify that the statements and estimates within this Application as well as any and all documentation submitted as attachments to this Application or under separate cover are true and correct to the best of my (our) knowledge.

Signature 
Kellie Pierce
Title President, Downtown Development Partnership Board of Directors

Address 318 Central Avenue, Great Falls MT 59401

Date 4/12/22

Signature 
Brett Doney
Title Treasurer, Downtown Development Partnership Board of Directors

Address 318 Central Avenue, Great Falls MT 59401

Date April 12, 2022

Downtown Development Partnership of Great Falls

TIF Application Supplemental Information

6/7/22

Downtown Business Development Officer

The Downtown Business Development Officer (DBDO) is a GFDA employee dedicated full-time to retaining and attracting business and real estate investment in the Downtown Urban Renewal Area. The five primary duties of the DBDO are:

1) Existing Businesses & Property Owners

The DBDO reaches out to and visits with existing business owners and managers and property owners to determine if they have opportunities or challenges, and if so connect them with the appropriate resources. In economic development, this is fundamental Business Retention & Expansion (BRE) work. Visits to businesses are augmented by trainings and workshops about various resources as needed. The DBDO coordinates with the GFDA team and many partners to connect businesses and property owners with resources and support services. BRE targets and all interactions are recorded in GFDA's Salesforce CRM.

The DBDO has worked with 97 downtown businesses and property owners this FY (July 1, 2021 to June 7, 2022).

The DBDO has completed 26 official Business Retention and Expansion visits in FY22. These are mini-SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis in a 1.5 to 2 hour appointment.

The current downtown BRE list is comprised of 368 business and property owners. Some will have official BRE visits where we conduct a mini-SWOT analysis, some will reach out to us for help, and some will have phone calls and drop in visits as reflected in our Salesforce CRM tracking. It can be very difficult to schedule BRE visits with busy business owners so we adjust to meet their needs and schedules.

2) Targeted Investment Attraction

The DBDO identifies businesses and real estate developers that would be good targets to attract to downtown Great Falls. The DBDO visits other Montana downtowns, connects virtually with businesses and downtown partners, and monitors online websites and publications to identify targets. Existing businesses, property owners, brokers, residents, and visitors in Great Falls are asked about potential targets. The DBDO reaches out to and visits targets to attempt to get them interested in our downtown, then tries to get interested parties to visit. Attraction targets and all interactions are recorded in GFDA's Salesforce CRM.

The DBDO currently has 62 identified targets. This number changes as we add and take off targets. The targets represent a mix of office employers, retail, restaurant, and commercial and housing developers.

3) Pipeline Servicing

The DBDO provides business development services, what we refer to as concierge work, to active downtown leads, prospects, clients, and projects. Our goal is to thank and celebrate downtown investments that are moving forward, and to concentrate the DBDO's services on those that are stuck for some reason, working with partners to try to get the deal moving forward to fruition. All interactions are recorded in GFDA's Salesforce CRM.

The DBDO is currently working on 54 downtown projects. These projects also represent the desired mix of re-development projects, job creation projects, retail, restaurant, housing, and hotel.

4) Investment Promotion

The DBDO leads downtown investment marketing efforts including websites, email, social media, materials, and special events including the annual Invest Downtown Great Falls event.

5) Coordination with Downtown Partners

The DBDO provides regular reports to downtown partners and works daily to coordinate downtown revitalization efforts as it involves the economic vitality pillar of the National Main Street strategy. The DBDO participates in professional development focused on downtown business development and shares learnings with downtown partners.

Downtown Great Falls Urban Renewal Plan Goals

The DBDO's work is directly tied to helping achieve a number of the goals in the Downtown Great Falls Urban Renewal Plan. These include:

DESTINATION:

3. Ensure Downtown is active and vibrant during the evenings and weekends.

- a. Actively pursue development of a Downtown boutique hotel to provide quality lodging and amenities for Downtown visitors.
- c. Actively recruit an already successful restaurant to relocate or expand into Downtown.
- d. Work with existing restaurant and bar/tavern owners to identify, develop and promote a Downtown Dining District.
- f. Create a year-round public market/food and arts incubator that would cater to residents, employees and visitors.

FLOURISHING:

1. Identify and support an organization to lead and champion Downtown revitalization.

- a. Establish a formal Downtown Development Agency within the City of Great Falls, in partnership with public and private entities, to foster new development and redevelopment Downtown and implement the goals, objectives and strategies identified in the Plan.

3. Identify and attract high paying employers and jobs to Downtown.

- a. Develop a comprehensive Downtown business retention and development plan that focuses on successful and emerging business clusters Downtown.
- b. Utilize GFDA's business attraction and retention resources to leverage Downtown business investment.

4. Support existing and attract new commercial and retail business Downtown.

b. Utilize national research and trends to identify and attract “Downtown friendly” retailers.

5. Attract a diverse mix of visual and performing artists to live and work Downtown.

b. Encourage the development of lofts, studios and work/live spaces in vacant or underutilized buildings to attract artists to Downtown and increase arts and culture activity.

LIVING:

1. Promote a wide range of housing choices throughout Downtown.

a. Ensure that the proposed City of Great Falls Downtown Development Agency is a champion of Downtown housing development.

3. Attract private investment and financing for Downtown housing.

a. Create new and promote existing incentive programs to encourage residential development.
c. Establish a clearinghouse and/or database of residential financing options and incentives.

4. Attract retailers and neighborhood services that cater to Downtown residents.

b. Encourage mixed-use development that places residents within close proximity to commercial activities.

AESTHETICS:

1. Preserve, restore, and reuse Downtown’s historic buildings and sites.

a. Market Downtown’s historical resources to facilitate improvements and restoration of properties through tax incentives and preservation grants.
b. Educate current property owners and developers of the funding programs available to make improvements to the Downtown buildings.
c. Establish a technical assistance and incentive program to encourage the adaptive reuse, rehabilitation and preservation of historic buildings and sites.

6. Actively pursue the preservation and rehabilitation of the Rocky Mountain Building.

a. Identify an organization or partnership to lead restoration efforts including assisting in permitting process and requirements, identifying funding options, leading fundraising efforts and recruiting a mix of building tenants.
b. Encourage current building owners to move forward with restoration improvements before weathering and damage continue to a point where rehabilitation is no longer feasible.

ArtsFest MONTANA

ArtsFest MONTANA was created in 2019. One of the original goals of creating our mural festival was to work toward eliminating graffiti and blight. According to the Project for Public Spaces, “Research suggests that painting multi-colored designs or murals on surfaces will discourage graffiti, since tagging is more difficult.” With ArtsFest MONTANA we specifically look at buildings that are known for targets of graffiti or being areas where individuals have been involved in illicit activity. We are actively attracting artists to work downtown, from all over Great Falls and the surrounding area. We have established a program that provides artists with education and has allowed artists to generate income from their art.

With ArtsFest MONTANA we are working on some of the goals mentioned under Flourishing, on Page 10, Item 5 of the Downtown Urban Renewal Plan that was formally adopted by the City Commission in May 2012.

Page 10, Goal 5 under Flourishing, Attract a diverse mix of visual and performing artists to live and work Downtown.

ArtsFest MONTANA was created in 2019 to work toward elimination of blight on buildings in Downtown Great Falls. We have installed 24 murals since the inception of the mural festival. The BID is working on finding ways to financially sustain the festival. We educate and employ local artists, alongside artists with international followings in order to promote Downtown Great Falls to audiences far and wide. Utilizing TIF funding the BID will fund artists stipends and supplies during ArtsFest MONTANA 2022 that is being held August 12-19.

- a. Revive and support the Great Falls Arts Council to develop and promote arts programs, events and education.

ArtsFest was created by the BID, who works under the guidelines of the Discovery Gallery in City Code. ArtsFest promotes art; ArtsFest is an event that draws artists, residents and visitors to view the many murals in Downtown Great Falls; and ArtsFest has established an educational component whereby we educate artists in how to create large scale projects in a short time period.

- a. Develop a roster of visual and performing artists and craftsperson's living in and around Great Falls to utilize for Downtown program and events.

The BID has established a listing of local artists who might be interested in installing murals in Downtown Great Falls. We have worked with many artists over the years and our list continues to grow and change; we continue to support our local artists by referring projects to them for additional work outside of Downtown Great Falls.

- a. Capitalize on the success of Western Art Week by drawing visitors to Downtown galleries, shops and restaurants.

The BID hosts ArtsFest MONTANA in August annually, 2022 will be our 4th Annual ArtsFest MONTANA and we are committed to finding a way to sustain it for many years. During ArtsFest many residents and visitors come downtown to view the artwork, and while downtown they frequent our restaurants and shops.

Downtown Development Partnership of Great Falls

TIF Application Supplemental Information

7/5/22

ArtsFest MONTANA

The Great Falls Business Improvement District (BID) established ArtsFest MONTANA in 2019. One of the original goals of creating our mural festival was to work toward eliminating graffiti and blight. According to the Project for Public Spaces, "Research suggests that painting multi-colored designs or murals on surfaces will discourage graffiti, since tagging is more difficult." With ArtsFest MONTANA we specifically look at buildings that are known for targets of graffiti or being areas where individuals have been involved in illicit activity. We are actively attracting artists to work downtown, from all over Great Falls and the surrounding area. We have established a program that provides artists with education and has allowed artists to generate income from their art. With ArtsFest MONTANA we are working on some of the goals of the Downtown Urban Renewal Plan that was formally adopted by the City Commission in May 2012.

Our estimate of costs associated with all artists involved in ArtsFest MONTANA 2022, per artist, is as follows:

- \$1,500-3,000 Artist stipend
- \$500 Paint stipend
- \$600 Lift equipment
- \$1,500 Curating and administration
- \$600 Travel
- \$1,000 Hotel
- \$350 Meals – Lunch and Dinner provided daily
- \$1,500 Prep before and sealant of murals upon completion

TOTAL \$7,550-10,550

ArtsFest MONTANA 2022 is scheduled to be held August 12-19, 2022. We plan to bring nine (9) artists to Great Falls for this year's annual mural festival and will have a minimum of nine new murals installed.

Based upon our estimate of cost per artist, with nine artists participating in ArtsFest MONTANA 2022 our total estimate for this year's mural festival is \$67,950-\$94,950. Rates do vary depending on how far individual artists are traveling, what building an artist is assigned (and therefore what type of equipment they may need and how much spray paint, etc.). We have artists participating this year from Montana as well as Argentina and Los Angeles.

ArtsFest was created by the BID, who works under the guidelines of the Discovery Gallery in City Code. ArtsFest promotes art; ArtsFest is an event that draws artists, residents and visitors to view the many murals in Downtown Great Falls; and ArtsFest has established an educational component whereby we educate artists in how to create large scale projects in a short time period.

The BID has established a listing of local artists who might be interested in installing murals in Downtown Great Falls. We have worked with many artists over the years and our list continues to grow and change; we continue to support our local artists by referring projects to them for additional work outside of Downtown Great Falls.

The BID hosts ArtsFest MONTANA in August annually, 2022 will be our 4th Annual ArtsFest MONTANA and we are committed to finding a way to sustain it for many years. During ArtsFest MONTANA many residents and visitors come downtown to view the artwork, and while downtown they frequent our restaurants and shops.

As the Design pillar of the National Main Street strategy the BID organizes ArtsFest MONTANA in partnership with several organizations, all members of the Downtown Development Partnership.

Downtown Great Falls Urban Renewal Plan Goals

ArtsFest MONTANA is directly tied to helping achieve the goals in the Downtown Great Falls Urban Renewal Plan.

These include, but may not be limited to:

FLOURISHING:

5. Attract a diverse mix of visual and performing artists to live and work Downtown.

- a. Revive and support the Great Falls Arts Council to develop and promote arts programs, events and education.
- b. Encourage the development of lofts, studios and work/live spaces in vacant or underutilized buildings to attract artists to Downtown and increase arts and culture activity.
- c. Develop a roster of visual and performing artists and craftsperson's living in and around Great Falls to utilize for Downtown program and events.
- d. Capitalize on the success of Western Art Week by drawing visitors to Downtown galleries, shops and restaurants.

AESTHETICS:

1. Preserve, restore, and reuse Downtown's historic buildings and sites.

- a. Market Downtown's historical resources to facilitate improvements and restoration of properties through tax incentives and preservation grants.
- b. Educate current property owners and developers of the funding programs available to make improvements to the Downtown buildings.
- c. Establish a technical assistance and incentive program to encourage the adaptive reuse, rehabilitation and preservation of historic buildings and sites.