



Downtown Helena BID
Downtown Helena, Inc.
Helena Parking Commission
225 Cruse Ave., Suite B
Helena, MT 59601
406.447.1535
www.downtownhelena.com

April 28, 2009

Greetings from Downtown Helena!

Don't we all love wintertime in the Rockies? Next week the springtime weather will improve as we get ready for the 2009 Montana Downtown Conference. Hopefully, your plans still have you Helena bound on May 7 and 8th via car, snowmobile or dogsled.

The conference will begin in the historic Montana Club located in the heart of Downtown Helena at 24 West 6th Avenue. It is just one block west of Last Chance Gulch. We will provide parking passes in our 6th Avenue Ramp which is right across the street from the Montana Club. Registration will begin at 11 a.m. on the 6th floor with lunch being served at noon. The day will be filled with quality presentations that will benefit both large and smaller communities throughout Montana as we collectively share our experiences, successes and setbacks as advocates of our downtowns.

At 6 p.m., the evening social will be held upstairs in the new Blackfoot Brewery located at 60 South Park Avenue less than two blocks from the Montana Club. Karmadillos Restaurant will cater a special southwest buffet complimented with handcrafted beers and non-alcoholic beverages.

On Friday morning, the conference will move to the new Exploration Works Museum in the Great Northern Town Center adjacent to the Carousel. Once again we will provide parking passes for the Great Northern Parking Ramp located at the corner of Getchell and 14th Streets. Exploration Works is an interactive children's museum with changing exhibits covering a wide array of topics. Be sure to give yourself some time to play and explore.

The closing break out sessions will cover a broad range of topics and we encourage everyone to select areas of their interests and participate in these roundtables. At the conclusion of the conference, the oldest parade in Montana will kickoff at noon. The Vigilante Day Parade features floats created by students of Capitol and Helena High Schools.

Each participant at the conference will receive a complimentary \$10 gift certificate to use at any of our participating merchants. We would love for you to be our secret shoppers and let us know how your shopping or dining experience was – good or not so good.

The All-Inclusive Registration fee per person for the Conference will be \$95 (US) and we do accept VISA & MasterCard. Downtowns with 3 or more participants will be \$90 per person. We do ask you to RSVP by Monday, May 4th via email to Heidi O'Brien at heidio'Brien@mt.net.

Once again we look forward to seeing you on Thursday, May 7th.

Jim McHugh, Executive Director
Business Improvement District
Helena Parking Commission
Downtown Helena, Inc.

Heidi O'Brien, Communications Coordinator
Business Improvement District
Downtown Helena, Inc.

Montana Downtown Conference
Downtown Helena
May 7 & 8, 2009

AGENDA

Thursday, May 7th Montana Club 6th Floor Original Dining Room

11 am to 12 noon

- Registration at the Montana Club 6th Floor

12 noon to 1:30 pm Lunch – Original Dining Room

- Welcome by Jim McHugh, Downtown Helena BID
- Lunch Presentation – ***“Downtown Bozeman & the Recovery”***
Chris Naumann, Downtown Bozeman Partnership

1:30 pm to 2:45 pm Break-out Sessions

- ***“Downtown Website Development: the Good, the Bad, and the Ugly”***
Ben Bennett, Massive Studios Original Dining Room
- ***“Downtown Boards: Recruitment, Retention and Productivity”***
Paul Bentley, MSU Leadership Program

2:45 pm to 3:00 pm Refreshment Break

3:00 pm to 4:30 pm Plenary Session - Original Dining Room

- ***“Historic Preservation - Our Past is Our Future: Perspectives from Developers & Investors”***
John Leith-Tetrault, President, National Trust Community Investment Corporation
Nick Kujawa, President, Kujawa Development LLC
Peter Brown, Historic Preservation Officer, State of Montana

4:30 pm

- Nord Johnson, General Manager
Guided Tour of the Historic Montana Club

6:00 pm to 8 pm ***Blackfoot River Brewery Social (upstairs)***

- Cerveza & Fiesta Dinner

Friday, May 8th Exploration Works Museum @ Great Northern Town Center

7:45 am to 8:30 pm 2nd Floor

- Breakfast Roundtable Community Updates from Around the State

8:30 am to 10:00 2nd Floor

- ***“Downtown Master Planning”***
Chris Naumann, Downtown Bozeman Partnership and Linda McCarthy, Missoula
Downtown Association

10:00 am to 10:15 am Refreshment Break & Playtime

10:15 a.m. to 10:30 am Exploration Works Tour

10:30 am to 11:15 pm Break-out Sessions (1 upstairs, and 3 downstairs in basement)

- Electronic Media Communications & Marketing Strategies
- Membership Ideas, Techniques and Results
- Successful Event Planning & Marketing
- Developing Clean & Safe Programs

11:15 a.m. to noon Break-out Sessions (1 upstairs, and 3 downstairs in basement)

- Information & Training Resources from Local to National
- Tourism Development & Branding
- Parking more than Enforcement, its an Economic Tool
- Merchant Services On-line & Real Time: Cost Savings for Gift Cards, Fees & more...

Noon

- Informal Goodbye in Ex-Works Basement
- Vigilante Day Parade on Last Chance Gulch the Oldest Parade in Montana

Below is a link to the map of all Montana Downtown Conference locations. Please copy it into your browser if you find you cannot directly click it from this word document.

<http://maps.google.com/maps/ms?ie=UTF8&hl=en&msa=0&msid=108182457329342901454.000468b733ce4c1d91c74&z=15>



Montana Downtown Conference

May 7 & 8, 2009

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1. Attendee's Name: _____

e-mail: _____

2. Attendee's Name: _____

e-mail: _____

3. Attendee's Name: _____

e-mail: _____

4. Attendee's Name: _____

e-mail: _____

Organization/Business: _____

Address: _____

Phone: _____ Website: _____

The cost per person to attend the Montana Downtown Conference is \$95. For downtown's with three or more participants, the price is \$90 per person. This price includes: lunch and dinner appetizers on Thursday and breakfast on Friday morning.

Total Amt Due: _____

Payment Method:

___ Will present a check upon arrival. *or*

___ MC/VISA

Number: _____ - _____ - _____ - _____ exp date: _____

Three digit security code: _____

If you would like to call in credit card info, feel free to do so.

Signature: _____