



**City Commission Meeting Agenda  
2 Park Drive South, Great Falls, MT  
Commission Chambers, Civic Center  
June 01, 2021  
7:00 PM**

The agenda packet material is available on the City's website: <https://greatfallsmt.net/meetings>. The Public may view and listen to the meeting on government access channel City-190, cable channel 190; or online at <https://greatfallsmt.net/livestream>.

Public participation is welcome in the following ways:

- Attend in person. Please refrain from attending in person if you are not feeling well.
- Provide public comments via email. Comments may be sent via email before 12:00 PM on Tuesday, June 1, 2021, to: [commission@greatfallsmt.net](mailto:commission@greatfallsmt.net). Include the agenda item or agenda item number in the subject line, and include the name of the commenter and either an address or whether the commenter is a city resident. Written communication received by that time will be shared with the City Commission and appropriate City staff for consideration during the agenda item and before final vote on the matter; and, will be so noted in the official record of the meeting.
- Call-in. The public may call in during specific public comment periods at [406-761-4786](tel:406-761-4786). All callers will be in a queued system and are asked to remain on hold and be patient. Calls will be taken in the order in which they are received. Callers will be restricted to customary time limits. This is a pilot service to test the feasibility of expanded public participation by phone. We ask for your patience in the event there are technical difficulties.

**CALL TO ORDER**

**PLEDGE OF ALLEGIANCE**

**ROLL CALL / STAFF INTRODUCTIONS**

**AGENDA APPROVAL**

**CONFLICT DISCLOSURE / EX PARTE COMMUNICATIONS**

**PROCLAMATIONS**

PTSD Awareness Month, Men's Health Month, NeighborWorks Week and Homeownership Month.

**MILITARY UPDATE**

1. Military Update from Montana Air National Guard.

**PETITIONS AND COMMUNICATIONS**

2. Miscellaneous reports and announcements.  
*(Public comment on any matter that is not on the agenda of the meeting and that is within the jurisdiction of the City Commission. Please keep your remarks to a maximum of 3 minutes. When at the podium, state your name and either your address or whether you are a city resident for the record.)*

**NEIGHBORHOOD COUNCILS**

3. Miscellaneous reports and announcements from Neighborhood Councils.

## BOARDS AND COMMISSIONS

4. Appointment to the Audit Committee
5. Reappointment to the Housing Authority Board of Commissioners.
6. Reappointments to the Historic Preservation Advisory Commission.
7. Miscellaneous reports and announcements from Boards and Commissions.

## CITY MANAGER

8. Miscellaneous reports and announcements from City Manager.

## CONSENT AGENDA

*The Consent Agenda is made up of routine day-to-day items that require Commission action. Items may be pulled from the Consent Agenda for separate discussion/vote by any Commissioner.*

9. Minutes, May 18, 2021, City Commission Meeting.
10. Total Expenditures of \$1,642,273 for the period of May 5, 2021 through May 19, 2021, to include claims over \$25,000, in the amount of \$1,219,463.
11. Contracts List.

**Action: Approve Consent Agenda as presented or remove items for separate discussion and/or vote by any Commission member.**

## PUBLIC HEARINGS

12. Tourism Business Improvement District (TBID) 2020/2021 Budget Amendment.  
*Action: Conduct a public hearing and approve or deny Budget Amendment. (Presented by Rebecca Engum)*

## OLD BUSINESS

## NEW BUSINESS

## ORDINANCES / RESOLUTIONS

13. Downtown Urban Renewal District Amendment.
  - I. Resolution 10408, Resolution of Intention approving the Façade Program, the Life Safety/Code Compliance Program, and the Environmental Safety Program; amend the Downtown Urban Renewal Plan for the Downtown Urban Renewal District in order to authorize, approve and incorporate thereunder such programs; and authorize the Great Falls Office of Planning & Community Development to provide for the administration of such programs. *Action: Adopt or deny Resolution of Intention 10408 and set or not set a public hearing for July 6, 2021. (Presented by Craig Raymond)*
  - II. Ordinance 3229, Approving the Façade Program, the Life Safety/Code Compliance Program, and the Environmental Safety Program; amending the Downtown Urban Renewal Plan for the Downtown Urban Renewal District in order to authorize, approve and incorporate thereunder such programs; and authorizing the Great Falls Office of Planning & Community Development to provide for the administration of such programs.

*Action: Accept or not accept on first reading and set or not set a public hearing for July 6, 2021. (Presented by Craig Raymond)*

**CITY COMMISSION**

14. Miscellaneous reports and announcements from the City Commission.

15. Commission Initiatives.

**ADJOURNMENT**

*(Please exit the chambers as quickly as possible. Chamber doors will be closed 5 minutes after adjournment of the meeting.)*

*Assistive listening devices are available for the hard of hearing, please arrive a few minutes early for set up, or contact the City Clerk's Office in advance at 455-8451. Wi-Fi is available during the meetings for viewing of the online meeting documents.*

*Commission meetings are televised on cable channel 190 and streamed live at <https://greatfallsmt.net>. City Commission meetings are re-aired on cable channel 190 the following Wednesday morning at 10 am, and the following Tuesday evening at 7 pm.*



Commission Meeting Date: June 1, 2021

**CITY OF GREAT FALLS  
COMMISSION AGENDA REPORT**

**Item:** Appointment to the Audit Committee

**From:** City Manager's Office

**Initiated By:** City Commission

**Presented By:** City Commission

**Action Requested:** Appoint one member to the Audit Committee to fill a private citizen position for a three-year term through June 30, 2024.

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**Suggested Motion:**

1. Commissioner moves:

“I move that the City Commission appoint \_\_\_\_\_ to the Audit Committee to fill a private citizen position for a three-year term through June 30, 2024.”

2. Mayor requests a second to the motion, public comment, Commission discussion, and calls for the vote.

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**Summary:**

Jeremy Trebas was appointed to the Audit Committee on December 1, 2015, to fill a three-year term and reappointed for a second term on June 5, 2018. The advertisement for this vacancy was done through the City's Website.

In February 2021 we received three applications for the vacancy of the other private citizen position. The Audit Committee met on Monday March 1<sup>st</sup> to review the applications. The City Commission appointed Mr. John Dutzer at the recommendation of the audit Committee. It was also discussed during the Audit Committee meeting that current Committee member, Jeremy Trebas will be completing his second term in June and will not be eligible for another term. The Committee recommended holding the other applications for consideration on that vacancy. The advertisement for Mr. Trebas' position was posted to the City's Website with a closing date of March 31<sup>st</sup> soliciting additional applications. We received one additional application.

The Audit Committee met on May 19, 2021 and reviewed the applications from Stephen Louks, Gerald Gavin and Stephanie Berg. The Committee recommended appointing Ms. Berg.

**Background:**

Purpose

The Audit Committee was established by the City Commission in October of 1992 and currently consists of six members to include the Mayor, a Commissioner, the City Manager, the Finance Department Director and two private citizens.

The Audit Committee provides assurance that the financial disclosures made by management reasonably portray the City's financial condition, results of operations and plans and long-term commitments. The Committee oversees the external audit coverage, reviews accounting policies and reviews financial statements.

Members of the Audit Committee should collectively possess technical expertise in accounting, auditing, and financial reporting to fulfill its duties.

#### Evaluation and Selection Process

Advertising was done through the local media and posted on the City of Great Falls website. Three applications were received.

Continuing members of this board are:

- Mayor Kelly
- Commissioner Houck
- City Manager Doyon
- Finance Director Kinzler
- Private Citizen John Dutzer

Citizens interested in serving on this board include:

- Gerald Gavin
- Stephen Louks
- Stephanie Berg

**Alternatives:** The Commission could choose to appoint one of the other applicants or choose to not appoint at this time and direct staff to continue to seek other applicants.

#### **Attachments/Exhibits:**

Applications

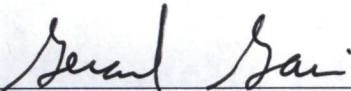


BOARDS AND COMMISSIONS  
CITIZEN INTEREST FORM  
(PLEASE PRINT OR TYPE)

**RECEIVED**  
FEB 4 2021  
CITY MANAGER

*Thank you for your interest. Citizen volunteers are regularly appointed to the various boards and commissions. This application subject to Montana Right to Know laws.*

Board/Commission Applying For: Audit Committee		Date of Application: 3 February 2021	
Name: Gerald Gavin			
Home Address: 1612 Central Avenue Great Falls, MT 59401		Email address: ggavin1@hotmail.com	
Home Phone:	Work Phone: 406-791-0362	Cell Phone: 845-417-5657	
Occupation: Management and Budget Analyst		Employer: Montana Air National Guard	
Would your work schedule conflict with meeting dates?    Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> (If yes, please explain)			
<b>Related experiences or background:</b> I currently work as management and budget analyst for the Montana Air National Guard. I am working towards my MBA with a financial magement concentration with an expected graduation date of June 2021. I also have a masters of public administration with a concentration in public management.			
<b>Educational Background:</b> Masters, Business Administration, Marist College (Poughkeepsie, NY)- Projected graduation date- June 2021 Masters, Public Administration- Marist College (Poughkeepsie, NY)- January 2012 Bachelors of Art, Criminal Justice and Political Science- State University of New York at Albany- May 2010			
<b>IF NECESSARY, ATTACH A SEPARATE SHEET FOR YOUR ANSWERS TO THE FOLLOWING:</b>			
<b>Previous and current service activities:</b> I previously served as president of the Ruby (NY) Fire Department from 2009-2011. I chaired the committees on fundraising, finance, and volunteer recruit and retention. I also served six years active duty at Malmstrom AFB (2012-2018).			
<b>Previous and current public experience (elective or appointive):</b> I am currently a management and budget analyst for the Montana Air National Guard. I am responsible for all of the refueling and ground service charges incurred while also managing three government purchase card accounts. The purchase card program averages \$150,000 in total purchases each fiscal year. I also compile the annual spend plan for the maintenance group, which for FY 21 is \$280,000. I review each purchase request for accuracy and ensure the correct funds are being spent in a			
<b>Membership in other community organizations:</b> Financial Coordinator- Make-a-Wish Montana, Great Falls Community Council			

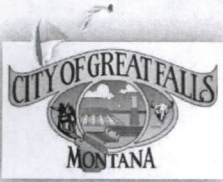
<p>Have you ever worked for or are you currently working for the City of Great Falls? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, where and when?</p>	
<p>Do you have any relatives working or serving in any official capacity for the City of Great Falls? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, who, which department, and relationship?</p>	
<p>Have you ever served on a City or County board? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, what board and when did you serve?</p>	
<p>Are you currently serving on a Board? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, which board?</p>	
<p>Please describe your interest in serving on this board/commission?</p> <p>I am interested on serving on the Audit Committee because I believe this is a great way as a private citizen, to give back to the community by ensuring our city is being fiscally responsible and financially transparent.</p>	
<p>Please describe your experience and/or background which you believe qualifies you for service on this board/commission?</p> <p>I believe my educational background in both public and business administration, coupled with my budgeting and accounting experience, qualifies me for service on the Audit Committee.</p>	
<p>Additional comments:</p>	
<p>Signature</p> 	<p>Date:</p> <p>3 February 2021</p>

If you are not selected for the current opening, your application may be kept active for up to one year by contacting the City Manager's office. Should a board/commission vacancy occur within 30 days from the last City Commission appointment, a replacement member may be selected from citizen interest forms submitted from the last advertisement. For more information, contact the City Manager's office at 455-8450.

**Return this form to:**  
 City Manager's Office  
 P.O. Box 5021  
 Great Falls, MT 59403

Fax:  
 (406) 727-0005

Email:  
 kartis@greatfallsmt.net



BOARDS AND COMMISSIONS  
CITIZEN INTEREST FORM  
(PLEASE PRINT OR TYPE)

RECEIVED  
FEB 8 2021  
CITY MANAGER

Agenda #4.

Thank you for your interest. Citizen volunteers are regularly appointed to the various boards and commissions. This application subject to Montana Right to Know laws.

Board/Commission Applying For: <b>Audit Committee</b>		Date of Application: <b>2-5-2021</b>	
Name: <b>Stephen Louks</b>			
Home Address: <b>433 Deerfield Ct Great Falls MT 59405</b>		Email address: <b>slouks@dd@gmail.com</b>	
Home Phone:	Work Phone:	Cell Phone: <b>501 772 8318</b>	
Occupation: <b>Quality Manager</b>		Employer: <b>ADF International</b>	
Would your work schedule conflict with meeting dates? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> (If yes, please explain)			
Related experiences or background:			
Educational Background: <b>BS in Mechanical Engineering</b>			
<b>IF NECESSARY, ATTACH A SEPARATE SHEET FOR YOUR ANSWERS TO THE FOLLOWING:</b>			
Previous and current service activities:			
Previous and current public experience (elective or appointive): <b>Secretary of Neighborhood Council 4 (current)</b>			
Membership in other community organizations:			



Have you ever worked for or are you currently working for the City of Great Falls? Yes  No  If yes, where and when?

Do you have any relatives working or serving in any official capacity for the City of Great Falls? Yes  No  If yes, who, which department, and relationship?

Have you ever served on a City or County board? Yes  No  If yes, what board and when did you serve?

Are you currently serving on a Board? Yes  No  If yes, which board?

Please describe your interest in serving on this board/commission?  
Since moving to Great Falls in 2018, I have looked for ways to involve myself in the community. That is why I applied for neighborhood council, and why I am looking for this appointment. I want to be a part of this community and help support its citizens.

Please describe your experience and/or background which you believe qualifies you for service on this board/commission?  
- Managing budget requirements of the Quality department at ADF  
- Degree in Mechanical Engineering

Additional comments:  
I hope to advance this community with my time and effort.

Signature 

Date:  
2-5-2021

If you are not selected for the current opening, your application may be kept active for up to one year by contacting the City Manager's office. Should a board/commission vacancy occur within 30 days from the last City Commission appointment, a replacement member may be selected from citizen interest forms submitted from the last advertisement. For more information, contact the City Manager's office at 455-8450.

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**BOARDS AND COMMISSIONS  
CITIZEN INTEREST FORM**  
(PLEASE PRINT OR TYPE)

*Thank you for your interest. Citizen volunteers are regularly appointed to the various boards and commissions. This application subject to Montana Right to Know laws.*

Board/Commission Applying For: <b>AUDIT COMMITTEE</b>		Date of Application: <b>5/3/2021</b>
Name: <b>Stephanie M. Berg</b>		
Home Address: <b>2824 Grenada Dr., Apt 1</b>		Email address: <b>stmberg@gmail.com</b>
Home Phone: <b>Ø</b>	Work Phone: <b>(406) 791-8533</b>	Cell Phone: <b>(509) 209-0260</b>
Occupation: <b>Accountant</b>		Employer: <b>Pacific Steel &amp; Recycling</b>
Would your work schedule conflict with meeting dates? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> (If yes, please explain)		
Related experiences or background: <b>Treasurer - Gore Hill Volunteer Fire Dept Board Member - Paris Gibson Museum of Art Accounting (various Industries) - 10+ years</b>		
Educational Background: <b>Carroll College - Bachelor of Arts 2012</b>		
<b>IF NECESSARY, ATTACH A SEPARATE SHEET FOR YOUR ANSWERS TO THE FOLLOWING:</b>		
Previous and current service activities:		
Previous and current public experience (elective or appointive): <b>Gore Hill Volunteer Fire Dept - 2 years Board member PGS - 1 year</b>		
Membership in other community organizations: <b>Leadership Great Falls - 2016 + 2017</b>		

Have you ever worked for or are you currently working for the City of Great Falls? Yes  No  If yes, where and when?

Do you have any relatives working or serving in any official capacity for the City of Great Falls? Yes  No  If yes, who, which department, and relationship?

Have you ever served on a City or County board? Yes  No  If yes, what board and when did you serve?

Are you currently serving on a Board? Yes  No  If yes, which board?

Please describe your interest in serving on this board/commission? I want to be more involved in the community to put it simply. I have extensive experience in auditing and financial statement preparation so I want to use my skills to better serve Great Falls.

Please describe your experience and/or background which you believe qualifies you for service on this board/commission? I am head of the Internal Audit Committee at Pacific and I bring 10+ years of experience to the table.

Additional comments:

Signature

Stephanie M Berg

Date:

5/3/21

If you are not selected for the current opening, your application may be kept active for up to one year by contacting the City Manager's office. Should a board/commission vacancy occur within 30 days from the last City Commission appointment, a replacement member may be selected from citizen interest forms submitted from the last advertisement. For more information, contact the City Manager's office at 455-8450.

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Commission Meeting Date: June 1, 2021

**CITY OF GREAT FALLS  
COMMISSION AGENDA REPORT**

**Item:** Reappointment to the Housing Authority Board of Commissioners

**From:** City Manager’s Office

**Initiated By:** Great Falls Housing Authority

**Presented By:** City Commission

**Action Requested:** Reappoint a Member to the Great Falls Housing Authority Board of Commissioners for a five-year term through June 30, 2026.

**Suggested Motion:**

1. Commissioner moves:

“I move that the City Commission (reappoint/not reappoint) Doug Spence for a five-year term through June 30, 2026 to the Great Falls Housing Authority Board of Commissioners.”

2. Mayor requests a second to the motion, public comment, Commission discussion, and calls for the vote.

**Board Recommendation:** It is recommended that the City Commission reappoint Doug Spence to the Great Falls Housing Authority Board of Commissioners to serve through June 30, 2026.

**Summary:** Doug Spence was appointed to the board in May 2020 to fill the remainder of Tim McKittrick’s term through June 30, 2021. Mr. Spence is interested in remaining on the Board. During their meeting on May 20, 2021, the Board of Commissioners recommended reappointing Mr. Spence for his first five-year term.

**Background:**

The Great Falls Housing Authority Board consists of seven commissioners appointed by the City Commission. Two commissioners must be residents of the Housing Authority properties. The Board is an independent authority responsible for setting policy for the operation and management of public housing properties, HUD Section 8 program and other affordable housing programs. The Board also serves as the loan committee for the City’s Housing Rehabilitation Program. The Board is also responsible for providing safe, decent, sanitary, and affordable housing for the community’s low-income residents. Tenant terms are two years and regular members are five years.

Continuing Commissioners of this board are:

Rosalie Kiernan	5/19/20 – 6/30/25
David Fink	7/17/18 – 6/30/23
Rodney Blake	4/6/21 – 6/30/22

Megan Bailly	7/16/19 – 6/30/24
Terri Sullivan	7/5/17 – 6/30/22
Lyle. W. LaPree	3/16/21 – 6/30/22

Commissioner seeking reappointment:

Doug Spence	5/19/20 – 6/30/21
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**Alternatives:** The City Commission could direct staff to advertise for other citizen interest.

**Concurrences:** Great Falls Housing Authority Board of Commissioners met on May 20, 2021 and recommended reappointing Mr. Spence.

**Attachments/Exhibits:**

Recommendation letter

May 20, 2021

To: Honorable Mayor and City Commission

From: Dave Fink, Chairman

Great Falls Housing Authority Board of Commissioners

Re: GFHA Board Appointment Recommendation

At its May 20th, 2021 meeting, the Great Falls Housing Authority Board of Commissioners approved recommending Doug Spence to his first 5 year term. Doug has filled the unexpired term left by Commissioner Tim McKittrick.

The GFHA Board of Commissioners would like to recommend to the City Commission that Doug Spence be appointed to his 1<sup>st</sup> 5 year term.

Commissioner Rosie Kiernan made a motion to recommend the appointment of Doug Spence to the GFHA Board of Commissioners. Commissioner Terri Sullivan seconded the motion with unanimous voice approval.



Commission Meeting Date: June 1, 2021

**CITY OF GREAT FALLS  
COMMISSION AGENDA REPORT**

**Item:** Reappointments to the Historic Preservation Advisory Commission.

**From:** City Manager's Office

**Initiated By:** City Commission

**Presented By:** City Commission

**Action Requested:** Reappoint two members to the Historic Preservation Advisory Commission.

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**Suggested Motion:**

1. Commissioner moves:

“I move that the City Commission (reappoint/not reappoint) Richard Ecke and Ellen Sievert to the Historic Preservation Advisory Commission for three-year terms through April 30, 2024.”

2. Mayor requests a second to the motion, public comment, Commission discussion, and calls for the vote.

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**Staff Recommendation:** It is recommended that the City Commission reappoint Richard Ecke and Ellen Sievert to the Historic Preservation Advisory Commission (HPAC) for three-year terms through April 30, 2024.

**Background:** Ms. Sievert was appointed in February 2018 for a partial term and reappointed for her first full three-year term in May 2018 running through June 2021. Mr. Ecke was appointed to HPAC in May 2018 for a three year term through June 2021. Both members are eligible for an additional three-year term.

Purpose

The Historic Preservation Advisory Commission was created to promote the preservation of historic and prehistoric sites, structures, buildings and districts through the identification, evaluation and protection of historic resources within the County and City. This program is intended to promote the public interest and welfare by:

1. Enhancing the visual character of the City and County by encouraging preservation ideals;
2. Promoting the tourist industry of the City and County by encouraging the preservation of historically significant buildings and structures;
3. Fostering public appreciation of and civic pride in the beauty of the community and the accomplishments of the past;
4. Integrating historic preservation into local, State and federal planning and decision-making processes;

5. Safeguarding the heritage of the community by providing a system for identification and evaluation of historic buildings and structures representing significant elements of its history.

Members shall have expertise/qualifications in one (1) or more of the following areas: history, planning, archaeology, architecture, architectural history, historic archaeology, or other history preservation-related disciplines such as cultural geography or cultural anthropology. Ownership of property nominated to the National Register of Historic Places may also qualify a person to serve on this commission.

The HPAC consists of nine members -- four appointed by the City Commission, four appointed by the County Commission and the ninth member with professional architectural expertise chosen by a majority of the eight other members.

Continuing members of this board are:

<b>Continuing members are:</b>	
Peter Jennings (City)	2/21/2017 – 4/30/2023
Ken Robison (City)	6/5/2018 – 4/30/2023
Chris Christiaens (County)	4/23/2019 – 4/30/2022
Carol Bronson (County)	4/23/2019 – 4/30/2021
Steven Taylor (County)	4/23/2019 – 4/30/2021
Suzanne Waring (County)	8/22/2017 – 4/30/2022
<b>Members seeking reappointment:</b>	
Rich Ecke (City)	5/1/2018 – 4/30/2021
Ellen Sievert (City)	2/20/2018 – 4/30/2021

**Concurrences:**

During the HPAC meeting on May 12, 2021 the Commission recommended the reappointment of Mr. Ecke and Ms. Sievert. The County Commission is currently considering the reappointment of their members, Carol Bronson and Steven Taylor.



**JOURNAL OF COMMISSION PROCEEDINGS**  
**May 18, 2021**

Regular City Commission Meeting

Mayor Kelly presiding

**CALL TO ORDER:** 7:00 PM

Commission Chambers Room 206

**PLEDGE OF ALLEGIANCE**

**ROLL CALL/STAFF INTRODUCTIONS:** City Commission members present: Bob Kelly, Tracy Houck, Mary Sheehy Moe, Owen Robinson and Rick Tryon. Also present were: City Manager Greg Doyon and Deputy City Manager Chuck Anderson; City Clerk Lisa Kunz; Finance Director Melissa Kinzler; Planning and Community Development Director Craig Raymond; Public Works Director Paul Skubinna; Park and Recreation Director Steve Herrig; City Attorney Sara Sexe and Deputy City Attorney Jeff Hindoien; and, Police Chief Jeff Newton.

Public participation is welcome as follows:

- Attend in person. Please refrain from attending in person if you are not feeling well.
- Provide public comments via email. Comments may be sent via email before 12:00 PM on Tuesday, May 18, 2021, to: [commission@greatfallsmt.net](mailto:commission@greatfallsmt.net). Include the agenda item or agenda item number in the subject line, and include the name and address of the commenter. Written communication received by that time will be shared with the City Commission and appropriate City staff for consideration during the agenda item and before final vote on the matter; and, will be so noted in the official record of the meeting.
- Call-in. The public may call in during specific public comment periods at 406-761-4786. All callers will be in a queued system and are asked to remain on hold and be patient. Calls will be taken in the order in which they are received. Callers will be restricted to customary time limits. This is a pilot service to test the feasibility of expanded public participation by phone. We ask for your patience in the event there are technical difficulties.
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**AGENDA APPROVAL:** There were no proposed changes to the agenda by the City Manager or City Commission. The agenda was approved as presented.

**CONFLICT DISCLOSURE/EX PARTE COMMUNICATIONS:** None.

Mayor Kelly read a proclamation he presented at a ceremony on May 14, 2021, recognizing Police Week (May 9-15, 2021) as well as Peace Officers' Memorial Day (May 15, 2021).

**PETITIONS AND COMMUNICATIONS**

Mayor Kelly noted that many in attendance submitted written concerns about the energy opportunities for the Aim High Big Sky Indoor Aquatic and Recreational Facility. However, what is on the agenda this evening is consideration of a Conditional Use Permit and vacating certain streets and alleyways. It is not the time to discuss design desires that many in the audience would like to address. He acknowledged the many written communications received and directed those wishing to also comment

**JOURNAL OF COMMISSION PROCEEDINGS**  
**May 18, 2021**

may do so under Petitions and Communications.

**1. MISCELLANEOUS REPORTS AND ANNOUNCEMENTS.**

**Gerry Jennings**, City resident, commented that Earth Day to her is very special. She believes the earth is in trouble, and has concerns about climate change. There used to be fire seasons and now there are fire years. To the design architects of the Aim High Big Sky facility she suggested use of more energy efficient systems.

**Charles Kuether**, 6 Bear Paw Place, is in favor of the Aim High Big Sky facility, but expressed concerns about the ongoing costs once construction has been completed. To reduce costs in the long run, he suggested a ground source heat pump or a geothermal system be used to heat and cool the building. He noted that Montana State University and Bismarck State University are currently using and expanding use of these systems.

**Sue Effertz**, 6 Bear Paw Place, read portions of her previously submitted written comments pertaining to use of geothermal energy. If the cost of the Aim High Big Sky facility is \$20 million, the approximate \$1 million dollar up front cost for this technology is good use of funds. She noted that her written communication contained YouTube video links as well.

**Richard Liebert**, 289 Boston Coulee Road, commented that the Aim High Big Sky facility could be a bold signature opportunity for Great Falls, similar to the Civic Center building back in the 1930's. The energy this facility is going to use must be measured and demands the highest efficiency possible. He suggested that the architect consider facing the facility to the south to get the best energy efficiency from the sun. If it cannot be afforded now, he suggested the facility be built so that it is ready to add a solar module.

**Ken Palisin**, 1200 32<sup>nd</sup> Street South, suggested the use of municipal solar-type bonds with the sun as collateral.

**Daniel Hartzell**, 609 Central Avenue, commented that he suggested to the state that it appropriate \$1.5 million dollars for family care centers. He also suggested the name Civic Center be changed to "City Hall" on the outside of the building.

**Aaron Weissman**, City resident, thanked the Commission for its leadership in bringing an in-door pool back to Great Falls. About 10 years ago in an effort to save the Natatorium, the Wayne and Sandy Thares family gave him an architectural drawing titled "The New Morony Natatorium" for use in some type of fund raising efforts. Mr. Weissman gave the drawing to the City of Great Falls for whatever purpose it wants to use it, but he hopes it will be hung up at the new pool facility.

The Commission applauded and thanked Mr. Weissman for his donation.

Commissioner Houck recognized Mr. Weissman as a proponent for all of the community for in-door swimming and recreation, and as a leader in getting information out to the community regarding why it is so important.

**Brett Doney**, Great Falls Development Authority, shared the latest Montana Department of Labor statistics for the City of Great Falls – 929 fewer people employed in the city than in March of 2020.

**JOURNAL OF COMMISSION PROCEEDINGS****May 18, 2021**

Supplemental unemployment insurance is ending. There will be childcare and transportation challenges for some people to get back to work.

**David Saslav**, 2736 Clover Drive, thanked Director Herrig for inviting him to participate in the Aim High Big Sky facility energy panel to discuss design ideas that L'Heureux Page Werner (LPW) and Morrison-Maierle were pursuing. The architects can design highly efficient energy constructs on the facility, but it is a question of what Great Falls is willing to pay for it in terms of the upfront expenditures for the construction of wells, panels or turbines. He suggested looking at the bus routes to make sure there is good public transportation options to reduce the number of cars parked and the expenditure of fuel to reduce carbon monoxide in the environment as a result of this project. Mr. Saslav also suggested hiring outside help to perform an energy audit on all City owned buildings to see what can be retrofitted to increase efficiencies.

**Ken Thornton**, 31 Paradise Lane, read portions of his previously submitted written comments pertaining to his concerns that a solar energy component is not being included in the HVAC life cycle analysis of the Aim High Big Sky facility. He asked the Commission not to treat it as adding solar on later for environmental reasons, but to treat it as an economic viability. He suggested the cost of \$40/ton for CO<sub>2</sub>, as set by the federal government, also be used in the analysis.

**Stuart Lewin**, 615 3<sup>rd</sup> Avenue North, is in support of looking forward as much as possible for the Aim High Big Sky facility to be as energy efficient as possible. As a member of Missouri River Citizens, he expressed concern about legislative impacts on water due to Great Falls being downstream from a potential copper mine.

**Talon Harrington**, City resident, commented that he attended the Park District work sessions and a pool such as the Aim High Big Sky facility was in the dream section on that plan. In response to contradictory comments he has heard, Mr. Harrington commented that the facility location is easily accessible, already City-owned, City hookups can be easily added, and will make the area of town more likely to see businesses that will want to build near it. He also hears "why should the City be in this business." Mr. Harrington concluded that this partnership is the best possible scenario, is a great addition for the City, will raise quality of life and home valuations, and statistics show that area pools have lower crime rates. The City needs to make sure it meets the target dates as they are coming up quickly.

**Kevin Westie**, 602 35<sup>th</sup> Street North, noted it is now common practice for engineering and architectural firms to look at energy efficiency when constructing new buildings. He suggested a geotech report be done if ground source heat systems is going to be considered because the ground can become saturated.

Mayor Kelly thanked those commenters for respecting the fact that the energy related comments pertaining to the Aim High Big Sky facility be done at this portion of the meeting. There may be Commission questions for the architects during consideration of the Conditional Use Permit (Agenda Item 12). Based upon the comments made, there may be an opportunity for Tim Peterson, L'Heureux Page Werner (LPW), to address some of the types of things that have been done already to address energy efficiency.

**NEIGHBORHOOD COUNCILS**

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**2. MISCELLANEOUS REPORTS AND ANNOUNCEMENTS.**

Mayor Kelly noted that Scott Miranti of Neighborhood Council 9 presented an update at the work session.

**BOARDS AND COMMISSIONS**

**3. MISCELLANEOUS REPORTS AND ANNOUNCEMENTS.**

Commissioner Owen Robinson noted that he was newly appointed to the City-County Health Board when the Board was interviewing for the Health Officer position and Tricia Gardner was chosen. She stepped in at the most critical time for a health officer in Cascade County.

**Tricia Gardner**, Health Officer, City-County Health Department, updated the Commission on the following:

- Covid restrictions have been lifted in the county and state
- The Centers for Disease Control (CDC) is now recommending, if people are two full weeks past their second shot of the Moderna or Pfizer vaccination or two weeks past their first shot of the Johnson and Johnson vaccination, they do not need to be masking. However, the CDC does caution people with underlying conditions or are immunocompromised to still take precautions and talk with their doctor before taking that step
- CDC recommends that unvaccinated individuals take all precautions
- Testing continues and is widely available around the City
- As of last Wednesday, the case rate was 28 per 100,000
- To date, there have been 9,174 cases in Cascade County
- 27 new cases today
- Both hospitals are still seeing patients with Covid, and are at capacity. As of today, Benefis had 12 patients with Covid
- The bulk of the cases now are between ages 20-40
- 18 cases to date of fully immunized people still catching Covid. Those people were 60+ years of age with underlying health conditions
- They have seen 13 variant cases to date that are being tracked
- As of May 11<sup>th</sup>, the positivity rate was at 7.7. They want to see that number below 5%
- Thirty-six percent of eligible population in Cascade County are fully vaccinated
- The vaccine is available throughout the community. She encouraged people to use [vaccinefinder.org](https://vaccinefinder.org), to choose the vaccine and make an appointment

On behalf of the Commission, Commissioner Robinson provided Health Officer Gardner a card of appreciation for her work during this very difficult year.

Commissioner Moe commented that there has been no crises like Covid 19 in our lifetime. In the center of a 21<sup>st</sup> century pandemic, Tricia Gardner and our nation's public health officers were suddenly

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charged with not just understanding a disease no one had seen before but giving directives that were hard for people to take, but could and did save lives.

During the pandemic nearly 250 public health officials in communities all across this nation left their jobs, mainly because of threats and political pushback. The Chief Public Health Officer for the State of Montana and for the Counties of Flathead, Ravalli, and Pondera were among them. By February of this year, nearly one in six Americans was living in a community at the height of a pandemic without a public health officer. Great Falls, Montana was not one of those communities, because Tricia Gardner kept her wits about her. As the crises intensified, she focused on what mattered and got the job done.

On October 16<sup>th</sup>, Benefis Chief Medical Officer stated we were in a healthcare crises. On October 25<sup>th</sup> between new patients and exposed healthcare workers, we had more sick people than beds in the City. In mid-November, Cascade County hit its peak of mortality rate. The Board of Health zoom meetings got ugly during that time. But, the Board, led by Health Officer Gardner, kept focused on what would keep us safest in the short term and Covid free in the long term.

Commissioner Moe concluded by reading a poem titled “To Be of Use” by Marge Piercy.

**CITY MANAGER**

**4. MISCELLANEOUS REPORTS AND ANNOUNCEMENTS.**

City Manager Greg Doyon made the follow announcements:

- Four new Great Falls Fire Rescue firefighter candidates began their training, with a completion date of July 9<sup>th</sup>
- The City is recruiting for a Grants and Project Administrator until May 16<sup>th</sup>. The position and requirement information can be found on the City’s website
- The City is implementing multi-factor authentication to bolster its cyber security
- The City is transitioning to a new health insurance plan, a self-funded model with Blue Cross Blue Shield of Montana
- Negotiations with all of the Collective Bargaining Units is ongoing, and agreements will be brought before the Commission for ratification

**CONSENT AGENDA.**

5. Minutes, May 4, 2021, City Commission Meeting.
6. Total Expenditures of \$2,296,339 for the period of April 22, 2021 through May 5, 2021, to include claims over \$25,000, in the amount of \$1,847,297
7. Contracts List.

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8. Approve the bid award for asphaltic concrete material to Great Falls Sand & Gravel, Inc. of Great Falls in the amount of \$787,550.
9. Approve final payment for the Water Treatment Plant Improvements Phase 1 – UV and Chemical Building, Surge Tank, and Electrical Building, to Sletten Construction Company in an amount of \$22,262.13 and \$224.87 to the State Miscellaneous Tax Fund and authorize the City Manager to make the payments. **OF 1519.6**
10. Set a public hearing for June 1, 2021 to consider the 2020/2021 Tourism Business Improvement District Budget Amendment.

**Commissioner Robinson moved, seconded by Commissioner Moe, that the City Commission approve the Consent Agenda as presented.**

Mayor Kelly asked if there were any comments from the public or discussion amongst the Commissioners. Hearing none, Mayor Kelly called for the vote.

Motion carried 5-0.

**PUBLIC HEARINGS**

11. **RESOLUTION 10399, APPROVING AN INDUSTRIAL DEVELOPMENT PROJECT PROPOSED BY THE GREAT FALLS INTERNATIONAL AIRPORT AUTHORITY WITHIN THE GREAT FALLS INTERNATIONAL AIRPORT DISTRICT; APPROVING THE APPLICATION FOR USE OF TAX INCREMENT REVENUES AND TAX INCREMENT REVENUE BONDS TO PAY, REIMBURSE OR FINANCE THE COSTS OF ASSOCIATED INFRASTRUCTURE IMPROVEMENTS, MAKING A REIMBURSEMENT DECLARATION AND APPROVING THE ASSOCIATED DEVELOPMENT AGREEMENT.**

Mayor Kelly declared the public hearing open and asked for presentation of the staff report.

Planning and Community Development Director Craig Raymond reported that this public hearing is for consideration of expenditure of public funds from the Great Falls International Airport Tax Increment Financing (TIF) District infrastructure improvements that will enhance and create further development opportunity within the Airport TIF district.

The Great Falls International Airport Tax Increment Financing Industrial District Plan was adopted by the Great Falls City Commission on November 5, 2008. The boundaries were amended on September 1, 2009. The Airport TIF District is unique in comparison to other industrial TIF Districts in that it is an Industrial Tax Increment Financing District as opposed to a Targeted Economic Development District.

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Prior to 1989, tax increments could only be used for rehabilitation efforts within urban renewal areas, but the Montana legislature amended the Montana Urban Renewal Law to enable municipalities to create TIF Industrial Districts (TIFID) to assist in the development and retention of secondary, value-adding industries. Montana has defined “secondary, value-adding industries” as those industries that transform raw resources into processed substances from which industrial or consumer products may be manufactured. The new Industrial TIF program created new opportunities to stimulate and support certain industrial businesses, but it also had constraints.

In 2013, the State created Targeted Economic Development Districts, otherwise known as TEDDS, and eliminated the previously allowed Industrial TIF Districts. While new TIFIDs cannot be created any longer, existing TIFIDs were allowed to continue their existence until they sunset. Additionally, remaining TIFIDS must follow the regulations in place at the time of their creation, limiting the activities that are supportable by TIF increment funds.

The Great Falls International Airport Authority is seeking TIF funds to begin development of a 300-acre area west of the Cascade County Detention Center, north of the I-15 corridor and south of the Ulm North Frontage Road. The area is owned by the Airport and was identified in the Airport Authority Master Plan Update for aviation commercial development. TIF funds are being requested to support construction of the following infrastructure improvements: water service lines, sewer service lines, storm sewer improvements, including a new detention pond, electric/data service lines, two roadway access points into the site and a circulation road that would both support the proposed development and open up additional area for future development. The infrastructure improvements will be constructed on land that is currently owned, and will continue to be owned, by the Airport. The infrastructure improvements will be constructed to support a phased industrial development project consisting of industrial condo spaces. Eventually, there will be large metal buildings subdivided into condominium bay spaces that will be marketed and leased or sold to businesses and individuals. The buildings will be capable of accommodating businesses looking for anywhere between 1,250 square foot bays to an entire 30,000 square foot building. The first phase of development will include construction of the infrastructure improvements as well as construction of a single building containing three to eight full drive-through bays, which could be further divided into six to 16 half-bays. At this point, Falls Truck Wash is one known building tenant and would utilize two of the building bays.

This project is estimated to require an investment of \$973,028 prior to building construction. The applicant is seeking \$110,000 of available cash on hand from the GFIA TIFID to reimburse eligible expenses. Additionally, the applicant has requested that the City bond against current and future TIF increment revenue to reimburse the Airport for an additional \$652,780 of eligible construction costs. This creates a total request of \$762,780 for TIF funding. The overall investment in the project over a 20-year development period, including the TIF contribution, is estimated to be over \$12.5 million dollars.

The proposed improvements specifically serving the new industrial complex are located within the boundary of the TIF District.

Staff has prepared a careful analysis of the review criteria as mandated by State Statute and the Great Falls City Commission. The findings of the review criteria are contained in the agenda report for consideration today and are in support of staff’s endorsement of the TIF funding request as outlined in the TIF application, Development Agreement and Agenda Report provided that the businesses and

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industry to be located within the development are consistent with the criteria established for Industrial TIF districts in that they are secondary value added industrial businesses.

At its February 23, 2021 meeting, the Planning Advisory Board considered and recommended that the City Commission approve the TIF funding request.

Mayor Kelly asked if the applicant was present and wished to make any additional comments.

**John Faulkner**, Great Falls International Airport Director, 2800 Terminal Drive, added that there are few industrial small spaces in Great Falls for people that want to start a business, move a business or expand a business. Oftentimes, subdividing a lot and all that goes with it is beyond small businesses. This project will allow building these economies to scale for smaller operators, such as fabricators, paint shops, and businesses that bring in parts for assembly. The condo units can be owned or leased and will have the industrial infrastructure for businesses that he feels is an unfilled need in the community. Trucking lines and Montana's only Fed Ex hub is right there at the Airport and small businesses will benefit from those proximities. This business model will be advantageous for the community in terms of growing these small businesses and allowing them to grow into larger spaces.

Mayor Kelly asked if the Commission members had any clarifying questions.

Commissioner Tryon inquired if the requested action was to approve the expenditure of \$110,000 of the \$118,000 available in the TIFID fund, in addition to agreeing to go into debt for the remaining \$652,000 that is required to do the total construction costs.

Director Raymond responded in the affirmative with regard to the expenditure of \$110,000, and explained that the right conditions have to exist within the TIFID district in order to pay debt service. There will be more work that will take place and more resolutions in order for the bonding to go forward.

Director Kinzler added that there is language in the Development Agreement that sets forth when the increment is available to make the debt service payments, the City will bond. The Commission will have additional resolutions to consider and adopt before bonding occurs.

City Attorney Sexe added that there is also language in the Resolution that a bond resolution will be brought before the Commission at a later time.

Mayor Kelly clarified that the TIFID district will be the source of funds for repayment of debt, not the citizens of Great Falls.

Commissioner Tryon noted, if the Commission were committing to the entire amount, then the TIFID district would need to be extended.

Director Raymond responded that is correct only if the bonds are issued.

Commissioner Moe commented that TIFIDs are unusual, and it is good to have a number of options available. She would think the Commission would want to keep this TIFID from sun setting to keep this additional option that will otherwise go away in 2023.



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Director Raymond noted that the new TEDDs are broader and more flexible than a TIFID.

Commissioner Houck was informed that the new condo/buildings would fall under City building codes.

Mayor Kelly asked if there were any comments from the public in support of Resolution 10399.

**Brett Doney**, Great Falls Development Authority (GFDA), commented that there is very little, modern industrial space available for businesses of any sizes in the City. Entrepreneurship has always been important to Great Falls. These types of spaces have proven to be very successful in other communities. This is a great use of TIF funds.

**Shane Etwiler**, Great Falls Area Chamber of Commerce, 100 1<sup>st</sup> Avenue North, commented that TIF funds and the use of bonds to create entities is a great economic leverage to use. Director Faulkner is a proven Airport Director and has a pattern of success. This is a phenomenal project. He noted discussions about the Ground Based Strategic Deterrent (GBSD) Missile Program bringing in manufacturing facilities to continue to manufacture components that these missile systems are going to need.

**Kevin Westie**, 602 35<sup>th</sup> Street North, commented that we do not need low income funding for low-income housing, we need factories here that this project will create. Factory paying jobs will put pressure on other companies to pay better wages to employees.

**Talon Harrington**, City resident, inquired the timeline of when the buildings would be constructed.

Mayor Kelly asked if there were any comments from the public in opposition to Resolution 10399. Hearing none, Mayor Kelly asked if staff or the applicant wanted to respond to any of the comments.

**Airport Director John Faulkner**, applicant, commented that the plan is to start infrastructure construction immediately. There has been preliminary designs and conversations with the Montana Department of Transportation (MDT) about access from the frontage road. The hope is utilities will be in the ground this year and units in place by the end of the next construction season. The biggest concern is being able to contract labor right now to get the utilities built.

Mayor Kelly closed the public hearing and asked the will of the Commission.

**Commissioner Houck moved, seconded by Commissioner Moe, that the City Commission adopt Resolution 10399, approving an Industrial Development Project proposed by the Great Falls International Airport Authority within the Great Falls International Airport District; approving the application for use of tax increment revenues and tax increment revenue bonds to pay, reimburse or finance the costs of associated infrastructure improvements, making a reimbursement declaration and approving the associated Development Agreement.**

Mayor Kelly asked if there was any further discussion amongst the Commissioners.

Commissioner Tryon expressed appreciation for the work everyone has done on this project.

There being no further discussion, Mayor Kelly called for the vote.

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Motion carried 5-0.

**12. AIM HIGH BIG SKY INDOOR AQUATIC AND RECREATIONAL FACILITY – LIONS PARK (OF 1770).**

**I. RESOLUTION 10400, APPROVING A CONDITIONAL USE PERMIT TO ALLOW AN “INDOOR SPORTS AND RECREATION” LAND USE IN THE PARKS AND OPEN SPACE (POS) ZONING DISTRICT AT THE PROPERTY ADDRESSED AS 900 29TH STREET SOUTH.**

**II. RESOLUTION 10402, RESOLUTION TO VACATE 28TH STREET SOUTH BETWEEN 8TH AVENUE SOUTH AND 10TH AVENUE SOUTH, 9TH AVENUE SOUTH AND 9TH ALLEY SOUTH BETWEEN 27TH STREET SOUTH AND 29TH STREET SOUTH AND 10TH ALLEY SOUTH BETWEEN 27TH STREET SOUTH AND 28TH STREET SOUTH; AND A NON-ADMINISTRATIVE PLAT TO AGGREGATE ALL ASSOCIATED PARCELS AND THE RIGHTS-OF-WAY TO BE VACATED.**

Mayor Kelly declared the joint public hearing open and asked for presentation of the staff report.

Planning and Community Development Director Craig Raymond reported that this public hearing is for consideration of a Conditional Use Permit to construct and operate an indoor sports and recreation facility in the Parks & Open Space zoning district and vacation of City rights-of-way.

Director Raymond reported that the primary review criteria for a basis of decision are:

1. The zoning and conditional use is consistent with the City’s Growth Policy and applicable neighborhood plans, if any.
  - Social: The social element recognizes that the biggest asset the City has is its people and their well-being.
  - Economic: An excellent opportunity to grow and develop the relationship with key partners in the community including the community’s military partners.
  - Physical: The project will enable the City to utilize and enhance a park with a facility that will benefit the whole community. The City will be able to utilize existing utilities and enhance the infrastructure system within both the park and surrounding areas.
2. The establishment, maintenance or operation of the conditional use will not be detrimental to, or endanger the health, safety, morals, comfort or general welfare.
  - Allow for a new facility that would fill voids in the City; replacing the closed Natatorium; executing a partnership with Malmstrom Air Force Base to provide a training facility that is lacking in Great Falls.
  - Will give the community a new facility with many health benefits.
  - Facility will enable the Park and Recreation Department to continue providing recreational opportunities to the community as well as increase opportunities due to greater programming capacity.

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3. The conditional use will not be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted, nor substantially diminish and impair property values within the neighborhood.
  - Facility is strategically placed closer to the commercial uses of the areas.
  - Parking has been designed to disperse the parking throughout the site, minimize large areas of asphalt and preserve as much greenspace as possible.
  - Facility is placed in an area that would not interfere with other elements of the park such as the memorial, trails, and the pavilion.
4. The conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.
  - The facility is being located with sensitivity so as to not be obtrusive onto adjoining property.
  - Location will not impact development of adjoining properties. Adjacent property lines, setback areas and access points are maintained.
  - The applicant is proposing to create a small developable parcel that fronts 10<sup>th</sup> Avenue South for possible future development that is harmonious and consistent with existing commercial uses.
5. Adequate utilities, access roads, drainage and/or necessary facilities have been or are being provided.
  - Being adjacent to a high-volume transportation network is ideal when siting commercial uses to help disperse traffic from the building.
  - Given the commercial/residential transition characteristics of the site, the access points are being located to minimize traffic being directed to the residential area as much as possible.
  - The area is well served by existing City utilities. Due to the location of existing water main, the project will include a relocation around the new building.
6. Adequate measures have been or will be taken to provide ingress and egress so designed as to minimize traffic congestion in the public streets.
  - Access is to come off 29<sup>th</sup> Street South in order to anticipate the majority of the traffic coming from 10<sup>th</sup> Avenue South and to reduce the amount of traffic dispersing into the adjacent neighborhood.
  - Parking facilities have been provided to minimize on-street parking in the neighborhood. A traffic analysis has been provided and included with this agenda report.
  - Traffic Analysis: Installation of nearby ADA ramps, monitoring of on-street parking activity along 29<sup>th</sup> Street South, as well as traffic count collection at various intersections along the 29<sup>th</sup> Street South corridor.
7. The conditional use shall, in all other aspects, conform to the applicable regulations of the district in which it is located, except as such regulations may, in each instance, be modified by the City Commission.
  - Per the Official Code of the City of Great Falls, the Parks and Open Space zoning designation does not have specific district development standards as far as density,

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height, setback regulations are concerned. The applicant is requesting that Public Lands & Institutional standards be applied to this site.

Staff recommends approval of the CUP and the Non-Administrative Plat with the following conditions:

- **Development Standards:** The proposed project shall be developed in compliance with the development standards as set forth in Exhibit 20-4 in the Land Use chapter of Title 17. The proposed project will follow the standards for the PLI Public Lands and Institutional zoning district.
- **Parking:** The minimum required parking on site will be set at 130 spaces with the possibility of expanding up to 180 spaces within the project area.
- **Landscaping:** The City's landscaping requirements will be 10 boulevard trees along the project's 29<sup>th</sup> Street frontage, but placement shall be allowed within both the boulevard and project area; the off-street vehicular area landscaping requirements may be met through additional landscaping provided outside the boundary of the proposed parking area; the rate of planting required shall be 25 trees and 100 shrubs including perennial substitutional at a ratio of 2:1.

Park and Recreation Director Steve Herrig reviewed and discussed the Project Background and Location PowerPoint slides:

- The City of Great Falls adopted a new Park and Recreation Master Plan in October of 2016
- It provides a detailed analysis of the community's park and facility inventory as well as both facility and maintenance needs for the department
- June of 2020, the City submitted an application to the former Office of Economic Adjustment, now the Office of Local Defense Community Cooperation (OLDCC), for a Defense Community Infrastructure Program (DCIP) grant
- 10 million dollar grant with a 10 million dollar match to build a new indoor aquatic and recreation center for the city

CAPITAL IMPROVEMENT PROGRAM	
VISIONARY	
PROJECT	COST
Construct a 10,000 sq. ft. Multi-Generational Center that replaces the existing Recreation Center and increases the Master Plan Annually \$5 Golf Course and convert Campground/Unknown Area through private public partnership	\$28,000,000
	\$100,000
<b>TOTAL</b>	<b>\$28,100,000</b>

Project Background

- Lions Park was established in 1952 by Resolution 4420
- Park system inventory in 1961, was tentatively planned to have a swimming pool
- Located between 27th Street South and 29th Street South, and 8th Avenue South and 10th Avenue South
- Approximately 14 acres with several amenities such as the Lions Club Memorial, tennis courts, a swing set and a pavilion.

Location

Emphasis of the grant is to create a City and Malmstrom Air Force Base partnership to accomplish goals for the community:

- create a training facility for Airmen to alleviate the cost of Temporary Duty (TDY) training for required water rescue
- improve the quality of life for Airmen and their families as well as residents in the community
- bring the community together as a whole.

Project Background

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Tim Peterson, L’Heureux Page Werner Architecture (LPW), reported that additional members of the team include: TD&H Engineering, Nagel Design Interiors, Morrison-Maierle (mechanical engineering), WTI (pool design) and PROS Consulting (pro forma for the facility). Mr. Peterson reviewed and discussed the Project Parameters, Project Schedule, Overview, and Considerations for Lion’s Site PowerPoint slides:

### Project Parameters

- Project timeframe is unusual, condensed, and driven by the DoD
- Design team was selected after award of grant and began due diligence
- Project has been presented at Neighborhood Council Meetings on 3 occasions
- Project updates have been presented to commissioners bi-weekly
- Input from swim groups, Malmstrom spouses club, green energy group, runners, kayakers, coaches, referees
- Information published on City FAQ site, in The Electric, Tribune, KRTV

### Project Schedule



- Pace of Project is stipulated by the DoD Grant
- Construction Systems. Selection factor is for expedited construction to reduce impact on neighborhood

### Overview

- Site Location Selection
  - Original Site – 57th Street
  - North Kiwanis Park
  - Lions Park
- Considerations
  - Great youth access to the facility
    - 862 kids within 1 mile walking distance
  - 6 parks within 1 mile radius
    - Chown Springs
    - Sand Hills
    - Charles Russell
    - Dudley Anderson
    - Sunrise
    - Boston Heights (small)



### Considerations for Lion's Site

- Accessibility is more centralized and promotes greater community access.
- MAFB recommended the location as compared to N. Kiwanis and felt it offered better Airmen Access
- Overflow accessibility using Lincoln School Parking lot (on weekends)
- Site development leaves ~ 8 acres of park land (Park is ~11.7 acres, building and parking is ~3.59 acres)
- Use of facility will likely deter criminal activity in Lions Park.
- Commercial Properties on 3 sides
- Design is driven by programming that will help generate sustainable revenue.

Mr. Peterson further reviewed and discussed PowerPoint slides detailing the facility 1<sup>st</sup> and 2<sup>nd</sup> Floor Plans, as well as several conceptual site plan renderings of the facility. The building is as far southeast as possible, away from the neighborhood and closer to 10<sup>th</sup> Avenue South, to minimize disruption and traffic in the neighborhood by bringing all of the access points off 29<sup>th</sup> Street South. The Park and Recreation Department will install a new restroom this summer, the current swing set will be moved, and the other amenities at Lion’s Park will remain.

Mayor Kelly requested that Mr. Peterson respond to the comments he heard earlier this evening and about the steps the design team took.

Mr. Peterson noted that the team had a couple of meetings with members of Citizens for Clean Energy. The team is doing everything they can do within the current project budget to make the facility as energy efficient as possible. He reviewed the following high points:

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- Architectural Design – The team is using the State of Montana High Performance Building Standards (which is not required for this project). Energywise, it is 20% better than what the International Energy Conservation Code requires; 50% better U-Factor for windows; 50% better R-Factor for walls; and, 20% additional roof insulation.
- Leed Performance Scoring - The Leed project checklist for scoring consists of: location and transportation, sustainable sites, water efficiency, energy and atmosphere, materials and resources, and indoor environmental quality. As of now, the team feels it can meet 37 points on that scorecard. Twenty points are easily achievable if asked to do at an additional cost. Sixty points is required to meet a Leed Certified building. The City did not direct the team to go through the Leed process, which he estimates would have added \$50,000 to the costs.
- Electrical – LED lighting; control systems with occupancy sensors; daylight harvesting; solar ready; and roughed in conduits in parking lot for future vehicle electrical charging stations.
- Mechanical – high efficiency condensing boilers for the heating system and the pool water heating system. The pool water heating system itself is being designed to tie into ground source heat pumps if that funding ever becomes available in the future. The pool designers have done ground source heat pumps for pools, but noted they are typically used for supplemental heating. Two alternates are also being looked into – a water source condenser and an exhaust heat recovery system.

Mayor Kelly called a recess at 9:10 PM and called the meeting back to order at 9:17 PM.

There being no further questions of the applicant or staff, Mayor Kelly asked if there were any comments from the public in support of Resolution 10400 or Resolution 10402.

**Richard Liebert**, 289 Boston Coulee Road, commented this is a great facility and a great opportunity for health, wealth, fitness and welfare.

**Brett Doney**, Great Falls Development Authority (GFDA), urged the Commission to move forward with this important project.

**Aaron Weissman**, City resident, applauded the Commission for its efforts in bringing in-door swimming back to Great Falls. He encouraged staff to bring the Lincoln School PTA into discussions.

**Shane Etwiler**, Great Falls Area Chamber of Commerce, 100 1<sup>st</sup> Avenue North, commented that the Chamber and the Montana Defense Alliance wrote letters of support for the grant to the Department of Defense. Great Falls currently scores on the low end of the scale due to lack of amenities for livability in a community. This is a phenomenal project to add to the amenities for our military and community. The support of the Department of Defense in the community of Great Falls is incredible.

**Sherrie Arey**, City resident, commented that this aquatic center will be the place that children will talk about 50 years from now of where they learned to swim.

Written communication was received from: **Cheryl Reichert, MD, PhD**, founder and member, Citizens for Clean Energy Inc., in support of plans for the Aquatics Recreation Center at Lion's Park,

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and in support of direct Tenth Avenue South access, and incorporating solar and geothermal energy into the construction plans; **Charles Bocoock**, #51 Prospect Drive, in support of the CUP to build the Aquatic Recreation Center at Lion's Park, and advocating for the use of geothermal energy to heat the facility; **David Saslav**, suggesting the maximum amount of solar, wind and/or geothermal energy sources be included in the initial design plans for a power-intensive project like the Aquatics Recreation Center; **Dorothy Starshine**, 1200 32<sup>nd</sup> Street South, in support of renewable energy for the Aquatic Center even if it costs more; **Lita Sharone**, in support of incorporating alternative energy systems from the outset and suggesting that the initial extra costs will be offset in about five or so years; **Ken Thornton**, suggesting that it would not be good engineering or economic practice not to fully explore as many solar options as possible; **Ken Palisin**, suggesting use of the municipal bond market for solar installation during initial construction for cost savings over the life of the building; **Sue Effertz**, advocating for a ground source heat pump geothermal system in the aquatic and recreation center; **Shannon Wilson**, 1201 6<sup>th</sup> Avenue South, encouraged more forward thinking before a final design is accepted, and that renewable energy options should not be considered as "extras" for the project, but at the forefront; **Clark Carlson-Thompson**, President, Board of Directors, Get Fit Great Falls, in support of the aquatics center proposed for Lion's Park; **Joan Redeem**, City resident, encouraged Commission support of this project; **TJ Ferrin**, in favor of the aquatics center; **Bill Ferrin**, Military Affairs Committee (MAC) Chairman, the MAC fully backs the Aim High Big Sky Aquatics Facility and resolutions presented tonight; **Any Ferrin** and **Kellie Pierce**, on behalf of the Downtown Great Falls Association, in support of the Resolutions 10400 and 10402.

Mayor Kelly asked if there were any comments from the public in opposition to Resolution 10400 or Resolution 10402.

**Jeni Dodd**, City resident, commented that she is not opposed to the project, but has concerns regarding: total budget for the project, soil adequacy for the building, contingency plan for increased construction costs, City versus privately managed facility, use of general fund if the facility is not self-sustaining; a biased process for contracting; traffic impacts; and, competing against private businesses for the non-water activities proposed for the project.

There being no one further to address the Commission, Mayor Kelly asked if the applicant or staff wanted to respond to any of the comments. Hearing none, Mayor Kelly closed the public hearing and asked the will of the Commission.

**Commissioner Moe moved, seconded by Commissioner Tryon, that the City Commission adopt Resolution 10400, a Conditional Use Permit to allow an "Indoor Sports and Recreation" land use in the Parks and Open Space (POS) zoning district at the property addressed as 900 29<sup>th</sup> Street South, and the accompanying Findings of Fact/Basis of Decision, subject to the Conditions of Approval being fulfilled by the applicant.**

Mayor Kelly asked if there was any discussion amongst the Commissioners. Hearing none, Mayor Kelly called for the vote.

Motion carried 5-0.

**Commissioner Moe moved, seconded by Commissioner Houck, that the City Commission adopt Resolution 10402 to vacate 28<sup>th</sup> Street South between 8<sup>th</sup> Avenue South and 10<sup>th</sup> Avenue South,**

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**9<sup>th</sup> Avenue South and 9<sup>th</sup> Alley South between 27<sup>th</sup> Street South and 29<sup>th</sup> Street South and 10<sup>th</sup> Alley South between 27<sup>th</sup> Street South and 28<sup>th</sup> Street South.**

Mayor Kelly asked if there was any discussion amongst the Commissioners. Hearing none, Mayor Kelly called for the vote.

Motion carried 5-0.

**Commissioner Moe moved, seconded by Commissioner Robinson, that the City Commission approve the amended plat aggregating the parcels as legally described in the staff report, and the accompanying Findings of Fact/Basis of Decision, subject to the Conditions of Approval being fulfilled by the applicants.**

Mayor Kelly asked if there was any discussion amongst the Commissioners. Hearing none, Mayor Kelly called for the vote.

Motion carried 5-0.

**OLD BUSINESS**

**NEW BUSINESS**

**13. MINOR SUBDIVISION – SUN RIVER PARK ADDITION ADDRESSED AS 8 22<sup>ND</sup> STREET SOUTHWEST AND LEGALLY DESCRIBED AS LOT 3-A1, BLOCK 18, SECTION 9, T20N, R3E, P.M., CASCADE COUNTY, MONTANA**

Planning and Community Development Director Craig Raymond reported that this is a request to consider an application to subdivide the parcel addressed as 8 22<sup>nd</sup> St SW that is slightly less than one acre located at the southwest corner of Central Avenue West and 22nd Street South. The property is zoned R-1 Single-family Suburban which is the dominant zoning district in the area.

The proposed Lot 3-A1-A would consist of approximately 0.344 acres or 15,000 square feet. The applicant is proposing to construct a single-family residence on this lot. The proposed Lot 3-A1-B would consist of approximately 0.553 acres, or 24,094 square feet. A single-family residence currently sits on this proposed lot. The proposed lots in their divided state conform to the R-1 zoning district development standards as outlined in the Land Development Code.

The basis for a decision to approve, conditionally approve, or deny a proposed subdivision is whether it is demonstrated that development of the proposed subdivision meets the requirements of the Montana Code Annotated, is consistent with the City's zoning regulations and is in the public interest.

Staff has reviewed the proposed project in relation to all of the above. In addition, staff developed Findings of Fact for the proposed subdivision and concludes the subdivision meets the requirements provided by MCA § 76-3-608(3).

The minor plat request was emailed to Neighborhood Council members and, to date, no feedback has been received.



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Staff requests that the City Commission approve the proposed minor subdivision, subject to the conditions of approval listed in the agenda report and recommended by the Planning Advisory Board.

**Commissioner Tryon moved, seconded by Commissioners Moe and Robinson, that the City Commission approve the Amended Plat of the Minor Subdivision, as legally described in the staff report, and the accompanying Findings of Fact, subject to the conditions.**

Mayor Kelly asked if there were any comments from the public or discussion amongst the Commissioners.

Hearing none, Mayor Kelly called for the vote.

Motion carried 5-0.

**ORDINANCES/RESOLUTIONS**

14. **REQUEST FROM STEVE SCHEFFELS TO VACATE 8<sup>TH</sup> ALLEY SOUTH BETWEEN 7<sup>TH</sup> AVENUE SOUTH AND 8<sup>TH</sup> AVENUE SOUTH, AND FOR A CONDITIONAL USE PERMIT ON PROPERTY ADDRESSED AS 214 7<sup>TH</sup> AVENUE SOUTH.**

**I. RESOLUTION 10404, A RESOLUTION OF INTENTION BY THE CITY COMMISSION OF THE CITY OF GREAT FALLS, MONTANA, TO VACATE 8TH ALLEY SOUTH BETWEEN 7TH AVENUE SOUTH AND 8TH AVENUE SOUTH.**

**II. RESOLUTION 10391, A RESOLUTION APPROVING A CONDITIONAL USE PERMIT TO ALLOW “CONTRACTOR YARD, TYPE II” LAND USE UPON A PARCEL OF LAND ADDRESSED AS 214 7<sup>TH</sup> AVENUE SOUTH, AND LEGALLY DESCRIBED AS LOTS 5-10, BLOCK 479, GREAT FALLS ORIGINAL TOWNSITE, CASCADE COUNTY, MONTANA.**

Planning and Community Development Director Craig Raymond reported that this item is a request to adopt Resolution of Intention 10404 to set a public hearing to consider the partial vacation of an alley, and to also set a public hearing to consider Resolution 10391 pertaining to a request for a Conditional Use Permit.

Sheffels Farms, Inc. has owned the subject property since the 1950s. For quite some time, the property has typically been used in a fashion that would be considered industrial or at least commercial in nature. However, in recent years the property has been mostly vacant. Within the last year, a local bank has been renting the property in order to store heavy construction equipment that has been in the bank’s possession while a bankruptcy case is being resolved. The land use that most closely resembles this type of property usage is a “Contractor Yard, Type, II,” which is conditionally permitted in the M-2 zoning district.

This Conditional Use request is coming forward in response to a citizen’s complaint on the property regarding the amount of heavy equipment being stored at the location. When staff contacted the property owner, he indicated that he was unaware that the activity was not permitted by City zoning. Since the family had used the property for this type of land use in the past, they wanted the flexibility for contracting businesses to use the site in the future and brought forward this Conditional Use request.

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After a review of the property, existing uses in the surrounding area and the desired use of the property under consideration, the only site improvement recommended is that the existing chain-link fence have privacy slats installed in order to screen the interior use of the property from the neighboring public, particularly the residentially zoned area to the east. There is a portion of the fence that juts out into the public 3rd Street South right-of-way that will need to be moved so that it is placed along the property line.

A large portion of 8th Alley South was vacated in 1958 but a small portion was never vacated. Resolution of Intention 10404 will set the public hearing to consider vacating the rest of the un-vacated portion. The applicant's request to vacate 8th Alley South between 2nd Street South and 3rd Street South allows the owner to assume full control of their portion of the block. A 20-foot easement has been prepared allowing the City to access the sewer main that exists in the former alley partially vacated in 1958.

The subject property is located in Neighborhood Council 7. The applicant met with the Council on February 8, 2021, to discuss the request. The Council voted unanimously to recommend approval of the Conditional Use Permit.

**Commissioner Robinson moved, seconded by Commissioner Tryon, that the City Commission adopt Resolution of Intention 10404, and set a public hearing for June 15, 2021.**

Mayor Kelly asked if there were any comments from the public or discussion amongst the Commissioners.

Hearing none, Mayor Kelly called for the vote.

Motion carried 5-0.

**Commissioner Houck moved, seconded by Commissioner Moe, that the City Commission set a public hearing for June 15, 2021, to hear Resolution 10391 for a Conditional Use Permit to allow a "Contractor Yard, Type II" land use at the property addressed as 214 7<sup>th</sup> Avenue South.**

Mayor Kelly asked if there were any comments from the public or discussion amongst the Commissioners.

Hearing none, Mayor Kelly called for the vote.

Motion carried 5-0.

**15. RESOLUTION 10407, AMENDING RESOLUTION 10395, ESTABLISHING A CRIME TASK FORCE TO INCLUDE LANGUAGE PERTAINING TO RESIDENCY AND TO INCREASE THE NUMBER OF MEMBERS FROM SEVEN TO NINE.**

City Manager Greg Doyon reported that the requested action is for the Commission to amend previously adopted Resolution 10395, to expand the Great Falls Crime Task Force from seven to nine members, and to allow members to be non-residents, but who work or have a business interest in the City.

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**Commissioner Tryon moved, seconded by Commissioner Houck, that the City Commission adopt Resolution 10407.**

Mayor Kelly asked if there were any comments from the public or discussion amongst the Commissioners.

Hearing none, Mayor Kelly called for the vote.

Motion carried 5-0.

**CITY COMMISSION**

**16. GREAT FALLS CRIME TASK FORCE NOMINEES.**

City Manager Greg Doyon reported that the list before the Commission for consideration is names of candidates to serve on Great Falls Crime Task Force.

**Commissioner Moe moved, seconded by Commissioner Houck, that the City Commission confirm the City Manager's nominees to the Great Falls Crime Task Force:**

- 1. Mary Lynn Billy – Indian Family Health Clinic**
- 2. Shawna Jarvey – Transition Consultant, Benefis Health**
- 3. Nicole Griffith – Victim Witness Program**
- 4. Sandra Guynn – Chair of Neighborhood Council of Councils and President of Crime Stoppers**
- 5. Sara Sexe – City Attorney**
- 6. Jeff Newton – Chief of Police**
- 7. Jesse Slaughter – Cascade County Sheriff**
- 8. John Parker – District Court Judge**
- 9. Shane Etwiler – Chamber of Commerce**

Mayor Kelly asked if there were any comments from the public or discussion amongst the Commissioners.

**Shane Etwiler**, Great Falls Area Chamber of Commerce, thanked Manager Doyon and the Commission for consideration of his appointment to the Crime Task Force. Mr. Etwiler shared his background information including 25 years in retail, the detrimental effects of shoplifting to retailers, trends that have changed over the years, drug addiction and other factors, and attendance at many organized retail crime conferences. He has facilitated many trainings and has served on the Crime Stoppers Board and the Downtown Safety Alliance.

Commissioner Tryon noted that he is happy with the list of nominees, and looks forward to starting the process. He reminded everyone to keep their expectations realistic. The Crime Task Force is not going to solve all of the problems in Great Falls. He looks forward to the Crime Task Force submitting a list of recommendations that the Commission can further vet and discuss.

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Manager Doyon commented that he would notify the members of the Crime Task Force, and try to organize a good meeting time for these very busy folks. The first couple of meetings will be educational.

Motion carried 5-0.

**17. APPOINTMENTS, GREAT FALLS CITIZEN’S COUNCIL**

**Mayor Kelly moved, seconded by Commissioner Moe, that the City Commission appoint Commissioners Robinson and Houck to serve on the Great Falls Citizen’s Council, also known as Council of Councils, for the May 25, 2021, meeting.**

Mayor Kelly asked if there were any comments from the public or discussion amongst the Commissioners.

Hearing none, Mayor Kelly called for the vote.

Motion carried 5-0.

**18. MISCELLANEOUS REPORTS AND ANNOUNCEMENTS**

None.

**19. COMMISSION INITIATIVES.**

None.

**ADJOURNMENT**

There being no further business to come before the Commission, **Commissioner Moe moved, seconded by Mayor Kelly, to adjourn the regular meeting of May 18, 2021, at 9:48 p.m.**

Motion carried 5-0.

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Mayor Bob Kelly

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City Clerk Lisa Kunz

**Minutes Approved: June 1, 2021**



Commission Meeting Date: June 1, 2021  
**CITY OF GREAT FALLS**  
**COMMISSION AGENDA REPORT**

**ITEM:** \$25,000 Report  
 Invoices and Claims in Excess of \$25,000

**PRESENTED BY:** Finance Director

**ACTION REQUESTED:** Approval with Consent Agenda

**LISTING OF ALL ACCOUNTS PAYABLE CHECKS ISSUED AVAILABLE ONLINE AT**  
<http://greatfallsmt.net/finance/checkregister>

**TOTAL CHECKS ISSUED AND WIRE TRANSFERS MADE ARE NOTED BELOW WITH AN ITEMIZED LISTING OF ALL TRANSACTIONS GREATER THAN \$25,000:**

ACCOUNTS PAYABLE CHECK RUNS FROM NEW WORLD MAY 6, 2021-MAY 19, 2021	530,992.65
ACCOUNTS PAYABLE CHECK RUNS FROM MUNIS MAY 6, 2021 - MAY 19, 2021	1,104,842.17
MUNICIPAL COURT ACCOUNT CHECK RUN FOR MAY 5, 2021 - MAY 17, 2021	6,438.50
<b>TOTAL: \$</b>	<b><u>1,642,273.32</u></b>

**SPECIAL REVENUE FUND**

<b>POLICE SPECIAL REVENUE</b>			
HIDTA	IR21-4344 RELEASE OF SEIZED PROPERTY		50,000.00
<b>STREET DISTRICT</b>			
NEIGHBORWORKS GREAT FALLS	MERIWETHER CROSSING MAJOR SUBDIVISION OF 1729.1 (SPLIT AMOUNG FUNDS)		28,812.80
<b>PARK DISTRICT</b>			
L'HEUREUX PAGE WERNER PC	INDOOR AQUATIC & RECREATION CENTER		79,748.90

**ENTERPRISE FUNDS**

<b>WATER</b>			
UNITED MATERIALS OF GREAT FALLS	OF 1494.9 FOX FARM 20"& SW SIDE WMR		93,359.20
UNITED MATERIALS OF GREAT FALLS	OF 1467 LOWER NORTH SIDE WATER MAIN REPLACEMENT		167,567.56
NEIGHBORWORKS GREAT FALLS	MERIWETHER CROSSING MAJOR SUBDIVISION OF 1729.1 (SPLIT AMOUNG FUNDS)		109,103.00

**PARKING**

PASSPORT LABS INC	LICENSE PLATE RECOGNITION SOFTWARE PARKING	29,291.50
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**TRUST AND AGENCY**

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**PAYROLL CLEARING**

STATE TREASURER	MONTANA TAXES	45,373.00
FIREFIGHTER RETIREMENT	FIREFIGHTER RETIREMENT EMPLOYEE & EMPLOYER CONTRIBUTIONS	48,417.36
STATEWIDE POLICE RESERVE FUND	POLICE RETIREMENT EMPLOYEE & EMPLOYER CONTRIBUTIONS	65,783.36
PUBLIC EMPLOYEE RETIREMENT	PUBLIC EMPLOYEE RETIREMENT EMPLOYEE & EMPLOYER CONTRIBUTIONS	123,400.03
US BANK	FEDERAL TAXES, FICA & MEDICARE	192,332.12

**UTILITY BILLS**

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ENERGY KEEPERS INC	ACTIVITY INVOICE FOR APRIL 2021	42,120.00
NORTHWESTERN ENERGY	ACCT # 05614938 MAR 21 SLDR CHARGES	60,093.21
HIGH PLAINS LANDFILL	APRIL 2021 SANITATION CONTRACT	84,060.91

**CLAIMS OVER \$25000 TOTAL:** \$ 1,219,462.95

**CITY OF GREAT FALLS, MONTANA**

**COMMUNICATION TO THE CITY COMMISSION**

**DATE: June 1, 2021**

**ITEM:** CONTRACTS LIST  
Itemized listing of administratively approved contracts.  
(Listed contracts are available for inspection in the City Clerk’s Office.)

**PRESENTED BY:** Lisa Kunz, City Clerk

**ACTION REQUESTED:** Ratification of Contracts through the Consent Agenda

**MAYOR’S SIGNATURE:** \_\_\_\_\_

**CONTRACTS LIST**

	<b>DEPARTMENT</b>	<b>OTHER PARTY (PERSON OR ENTITY)</b>	<b>PERIOD</b>	<b>AMOUNT</b>	<b>PURPOSE</b>
<b>A</b>	Park and Recreation	Great Falls Original Farmer’s Market	06/05/2021- 09/25/2021	\$750	Use Agreement to conduct Farmer’s Market at Whittier Park (south side of Civic Center), Park Drive between Central Avenue and 1 <sup>st</sup> Avenue South, the City parking lot behind the Downtown, and the 100 block of Central Avenue



Commission Meeting Date: June 1, 2021

**CITY OF GREAT FALLS  
COMMISSION AGENDA REPORT**

**Item:** Tourism Business Improvement District (TBID) 2020/2021 Budget Amendment

**From:** Rebecca Engum, Great Falls Montana Tourism Executive Director

**Initiated By:** Tourism Business Improvement District Board of Directors

**Presented By:** Rebecca Engum, Great Falls Montana Tourism Executive Director

**Action Requested:** Conduct a Public Hearing and approve the Tourism Business Improvement District 2020/2021 Budget Amendment

**Public Hearing:**

1. Mayor conducts public hearing, pursuant to OCCGF 1.2.050 and Title 17, Chapter 16, Article 6.
2. Mayor closes public hearing and asks the will of the Commission.

**Suggested Motion:**

1. Commissioner moves:
 

“I move that the City Commission (approve/deny) the 2020/2021 Tourism Business Improvement District Budget Amendment.”
2. Mayor requests a second to the motion, Commission discussion, and calls for the vote.

**TBID Board Recommendation:** Conduct a public hearing and approve the 2020/2021 Tourism Business Improvement District Budget Amendment.

**Background:** The Commission approved the 2020/2021 TBID Budget and Work Plan on July 21, 2020 amid the COVID-19 pandemic. At that time, the TBID assumed the worst in putting together the budget.

The TBID and CVB secured grants, received relief funds, and the TBID obtained an SBA Paycheck Protection Loan. What we know today is vastly different than what we knew in April of 2019.

With the grants and relief funds covering some of the previously budgeted operating expenses and the assessment funds collected higher than originally budgeted, the TBID took advantage of opportunities invest in recovery strategies to include the Big River Ruckus and airline marketing. Recovery in Convention, Meetings, and Groups is just starting.



The TBID promotes Great Falls to potential leisure travelers, recruits meetings and conventions to Great Falls, supports tourism infrastructure assets invests in new and growing events, advocates for the Tourism industry, and assists in-market guests with having an only in Great Falls experience. To better be able to perform all operations, the TBID Trustees have taken advantage of the opportunity to relocate our operations to 15 Overlook Drive and make an investment in leasehold improvements. This strategic move will better showcase Great Falls to in-market guests and present a better first impression to meeting planners.

The TBID has had increases in income and changes across the board in expenses. This amendment is a combination of additional income, right-sizing of expenses based on year-to-date actual expenses and adjustments to expenses that aren't occurring due to impacts from COVID-19.

In a previous audit of the Great Falls Tourism Business Improvement District, the auditor delivered one finding related to increased expenses over the approved budget. This finding noted that an amendment to the budget was not submitted to the City of Great Falls, even though presented, and approved by the TBID Board.

To prevent any future findings, the TBID Board approved budget amendment is presented to the City of Great Falls for approval.

**Fiscal Impact:** There is no fiscal impact to the City of Great Falls. The increased budget funds are coming from previously received TBID Assessment that have been placed in reserves.

**Alternatives:** The City Commission could request TBID Board cut expenses to meet approved 2020/2021 Budget.

**Concurrences:** Finance staff is responsible for assessing and collecting the revenues for the TBID. TBID maintains a staff to fulfil the strategic plan as set by the Board of Directors.

**Attachments/Exhibits:**

Approved 2020/2021 Work Plan and Budget  
TBID Approved Budget Amendment  
5-4-2021 Board of Directors Meeting Minutes



Great Falls  
MONTANA  
TOURISM

# 2021 Marketing Plan

July 1, 2020 to June 30, 2021

[www.VisitGreatFallsMontana.org](http://www.VisitGreatFallsMontana.org)



Overlook Park

**2020 SUCCESS**

Great Falls Montana Tourism offered a NEW Event Grant in 2020 and awarded \$19,000 in funding to Montana Performing Arts Consortium to develop RegFest, a performing arts festival featuring Reggie Watts. Reggie is a Great Falls native and current band leader for The Late Late Show with James Corden.

Our Social channels grew with the creation of a Content Director in February 2019. Instagram audience

exceed our goal with 30% growth and Facebook audience met our goal at 20% growth. Our goal for Instagram was 25% growth.

We are at 50% of our Convention and Meeting goal with 3 new pieces of business. The CDC guidance related to COVID-19 has halted our progress.

Great Falls saw a 54% increase in new overnight visitors in 2019, even though we saw a 2% decline in total overnight visitors. Our goal for new overnight visitors and total overnight visitors was 5% growth for each.

**GREAT FALLS, MONTANA**

Great Falls is the 3rd largest city in the Nation's 4th largest state. With 1 million residents in the State and just under 60,000 residents in the city, the open space appeals to residents and non-residents alike. Last year alone, 12 million people visited Montana, and 1 million spent a night in Great Falls.

Great Falls is Montana's Basecamp for Art and Adventure. Designed for independent, outdoor adventurers and planners of meetings, Great Falls provides a true, authentic Montana experience. Our community sits on the banks of the Missouri River in the center of the State. Great Falls is a basecamp to the Rocky, Big Belt, Highwood, and Little Belt Mountain Ranges; each providing public access for a variety of outdoor recreation. It is also a basecamp to the Sun and Smith Rivers; Belt Creek, and Holter Lake; it is 2.5 hours south of the East entrance to Glacier National Park, and 3.5 hours north of the

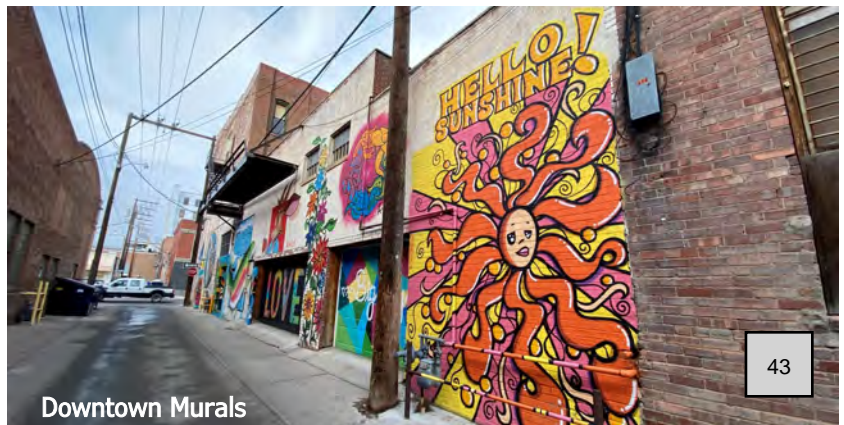
**EXECUTIVE SUMMARY**

Great Falls Montana Tourism is the Destination Management Organization [DMO] focused on promoting the city of Great Falls, Montana to overnight visitors. It includes efforts of the Convention and Visitors Bureau and the Tourism Business Improvement District. As we plan for 2021, we are in uncertain times that will be taken day by day, then week by week, then month by month as the situation surrounding COVID-19 evolves. Our strategies and budget may change by July 1, 2020 as we continue to get new data and guidance.

Great Falls Montana Tourism will leverage the Montana Brand and use paid and owned media to orient overnight visitors to Great Falls' unique spectacular unspoiled nature and the only in Great Falls breathtaking experiences that can be had by day, with the ability to come back to the relaxing hospitality of our community to renew their spirit for the next day. By developing itineraries around specific events, we will facilitate extended stays in Great Falls, a vibrant and charming small town full of art and modern amenities, prior to departing for adventures in more of Montana's spectacular, unspoiled nature.

Our team will continue to work alongside the leaders at Cascade County and in the community to bring the Future of Montana ExpoPark into reality. We will incentivize conventions and events that can generate overnight visitors. We will leverage our Great Falls Champions to share positive content and leverage reach.

We will focus efforts for Convention and Meetings inside Montana and continue to build relationships with regional and National meeting planners where Great Falls, Montana has a competitive advantage. Our team will be focused on strengthening the economy by promoting the uniqueness of Great Falls, Montana to overnight visitors that will result is Great Falls being THE place in Montana to visit for a genuine experience with the funding received in partnerships with our Great Falls lodging facilities.



Downtown Murals

North Entrance to Yellowstone National Park. Great Falls’ access to a variety of outdoor adventures is complimented by a haven of rich arts, culture, and history in a vibrant, modern community where you can renew your spirit.

Great Falls is Montana’s Museum Capital. Famed Cowboy artist and humanitarian, Charlie Russell made Great Falls, Montana his basecamp and the museum that bears his name has the largest collection of Russell’s work, the complex has his studio and home, and The C.M. Russell Museum has been named Montana’s Museum worth driving for. The Lewis & Clark Interpretive Center has North America’s most extensive display of the Lewis & Clark expedition. First People’s Buffalo Jump is North America’s Largest and is a National Historic Landmark. The remaining museums in Great Falls celebrate our history, the life of Brother Van, modern artists, the railroad, the artwork of Sister Mary Trinitas Morin and Mother Raphael Schweda, the military missions at Malmstrom Air Force Base, and a hands-on Children’s Museum.

Great Falls is known as the Western Art Capital of the World during Western Art Week. This signature event brings in over 750 artists at 15+ shows for a variety of auctions, direct purchase, quick finishes, demonstrations, lectures, music and more.

Businesses that make up the Tourism Industry account for 2,180 jobs and over \$42 million in payroll locally. Tourism Industry businesses account for over \$16 million in property taxes. Great Falls’ tourism industry accounts for 5% of Montana’s total overall tourism impact. The State, the Region, and the City’s tourism economy is driven by outdoor recreation.

**BENCHMARK COMMUNITIES**

Communities that we compete with are numerous, however, we benchmark our efforts against a few specific communities:

Billings MT | Missoula MT | Kalispell MT | Casper WY  
 Spokane WA | Boise ID | Sioux Falls SD  
 Grand Forks ND | Bismarck ND

**ANAYLSIS**

The appeal of Montana’s spectacular, unspoiled nature inspires people to travel to the fourth largest state in the US and experience its over 100 vibrant and charming small towns that provide impressive outdoor experiences. As a result, Great Falls competes within the state, as well as the Northwest region and the nation to orient and facilitate the visitor to experience Montana’s Basecamp for Art & Adventure.

**STRENGTHS**

Art | In the broadest sense of the term, Great Falls has art—from statutes and murals on the river’s edge trail and downtown, to state parks and museums that capture our history and culture, to restaurants who source local food, to residents who create masterpieces on canvasses or using batik, and our entrepreneurs who create industry changing products. Great Falls is creative, innovative, and full of art.

River | The Missouri River connects Great Falls’ history to the Plains Indians, Corp of Discovery, mining and electricity. Today it provides access to outdoor recreation, bird viewing, a path for scenic drives, and a backdrop for stunning photography.



Basecamp | In about an hour or less from Great Falls, you can be in the Rocky Mountain Front and the greater Bob Marshall Wilderness Complex, Sluice Boxes State Park and the Little Belt Mountains, the Highwood Mountains, on Holter Lake, at Smith River, Sun River. And, just a little further in Glacier National Park.

Malmstrom | 3,300 personnel, along with their families, are stationed in Great Falls' air force base. The base itself draws national contractor business, and the personnel's extended family come to visit.

GTF | Our international airport is small and accessible, offering direct flights from Seattle, Denver, Las Vegas, Minneapolis, Phoenix, Salt Lake City, and seasonally to Chicago.

**WEAKNESS**

Venues| Tried and true, our facility infrastructure is stable but suffers from deferred maintenance and lack of capital investment for industry demanding improvements.

Impression| Immediate thoughts of Montana include mountains, roaming wildlife, and backpacking adventures, and Great Falls is a modern community on the Missouri River with an industrial history.

Detractors | 34% of Great Falls residents hold a low-self image of and are negative about the community being a great place to visit.

**OPPORTUNITIES**

I-15 Corridor | Great Falls is roughly halfway between Salt Lake City, Utah, and Edmonton, Alberta (via Highway 2 in Alberta, Canada). Through traffic provides a chance to convert travelers for experiences and events. 55% of travelers drive through Great Falls without spending a night.

Air Service | United, Delta, Alaska, and Allegiant are great partners, however, there are opportunities to add carriers and direct flights.

Events| Signature events give visitors a specific time to travel to Great Falls. We have room to add more.

In-Market Experience | The Missouri River is amazing; however, we are missing the opportunity to make it, and other experiences, easier to access. Great Falls can benefit from easy access equipment rentals, tour guides, facilitated experiences, and review worthy interactions.

**THREATS**

COVID-19 | We have already witnessed postponed, cancelled, and rescheduled events, conventions, and meetings. The uncertainty of how long the current shelter-in place and group size restrictions will remain, prevents travel. In addition, local businesses

that support the tourism ecosystem will have taken dramatic losses and may not be able to continue operations or support the industry as they did. Recovery in our target markets may take longer than in Montana and could delay travel.

I-90/I-94 CORRIDOR | This Montana route has larger communities with larger population bases, sees higher traffic counts and has had more success in event routing than I-15.

Market Economy | Volatility in the local economy of our target market communities can directly impact travel decisions.

Growth | The success of peer and benchmark communities related to increased retail experiences and capital investments in infrastructure have increased their tourism budgets to attract more visitors, causing Great Falls to lag.



St. Peter's Mission

**THE BASECAMP BRAND**

From every direction, Montana’s spectacular, unspoiled nature calls you closer – from two of America’s most amazing national parks, a short drive in either direction, to the miles of trails along the Missouri River and beyond, it is all accessible beginning right in Great Falls. It beckons you to discover Montana’s rugged and alluring outdoors freely with independence.

One of the greatest things about our community is we are welcoming, down-to-earth and proud of what we have. We are forward thinking and unapologetic about creating a future based on our potential. Great Falls is a place where you feel more independent, more liberated from conformity and convention. You are more free to pursue your passion, from outdoor recreation to embracing your inner artist.

It’s a place where you can be in the middle of an evolving and vibrant downtown life near the riverfront and yet never far from getting away from it all. If you look at life as a wonderful, ever-changing adventure (as we do), we invite you to come to a place where you can live it abundantly, celebrate your independence every single day.

Great Falls provides a basecamp for a wide range of outdoor adventures and offers a haven of rich arts, culture, and history in a vibrant, modern community where an expansive, unspoiled, diverse landscape renews one’s spirit!

- We share the unique stories.
- We keep it conversational.
- We play up our diverse landscapes.
- We show hospitality in our community.
- We use dynamic images and videos.
- We are consistent in our style.

We use a lighthearted, conversational tone with personality and a little humor in our communications. We use specific words to set a tone, reinforce the attributes of our community and unify our voice.

Independent | Adventurous | Fun | Courageous | Refreshing | Creative | Scenic | Freedom Alluring | Artistic | Rugged | Spirited | Real | Curiosity | Open | Breathtaking | Authentic

**We Show, Not Tell.**

It is one thing to tell people we have the largest veggie omelet in town. It is quite another to show them a picture of someone eating the largest veggie

omelet in town. We refrain from the use of big, flowery words, and a ton of adjectives. Show them.

**We Build Anticipation.**

Telling a person’s story about their experience can create the excitement for other’s to have their own experience. When people start dreaming about the experience they could have, it builds the anticipation and desire to make the experience happen.

**We Let people create their story.**

Leave room for people to experience their way. Each person has their own way to experience something, so let them. Don’t plan every step or pre-package every product, leave some mystery for people to discover something for their own unique story to retell.

**We Make no assumptions.**

Someone may be a frequent flyer to our community or frequent certain members, but they may not know we have North America’s most extensive display of the Lewis & Clark expedition at the Lewis & Clark Interpretive Center or that Celtic Cowboy was named the Best Irish Pub in Montana.



**MARKET**

**ROOM INVENTORY**

Great Falls will have 2,292 rooms available any given night across 30 properties beginning in the Fall of 2020. Our inventory by property is broke down by room capacity with:

- 17% with less than 30 Rooms
- 57% with 31—99 Rooms
- 27% with 100+ Rooms

Room demand had been in decline since 2015. We saw an increase in 2018, then 2019 took a dip again.

**OVERNIGHT VISITOR HISTORY**

Great Falls saw a slight decrease in overnight visitors in 2019, down 19,543 visitors from 2018.



First People's Buffalo Jump

Alberta was back in the leader seat for location our visitors came from, and retail shopping took back the 3<sup>rd</sup> location in the Top 5 Activities.

Top 5 markets out of state overnight visitors came from:

- Alberta 14%
- Washington 7%
- Idaho 7%
- Colorado 6%
- California 6%

Our overnight visitors top 5 activities were:

- Scenic driving 58%
- Day hiking 32%
- Recreational shopping 31%
- Wildlife watching 30%
- Nature photography 27%

The Business traveler continues to trail the Leisure traveler, with only 13% of overnight visitors being here for a convention or meeting. We saw an increase in first time visitors to 11%, over 7% the previous year.

Our overnight In-State Traveler is arriving from:

- Billings 45%
- Missoula 40%
- Bozeman 38%
- Kalispell 21%
- Helena 17%

Our overnight visitors primarily arrive by vehicle [63%]. Spending continues to decrease, from \$198 million [2017] to \$184 million [2018]. Top spending categories include:

1. Fuel
2. Restaurants
3. Retail
4. Grocery
5. Lodging

*PROCESS*

Developing and growing the tourism effort is driven by market and consumer behavior research. This research ensures the delivery of a specifically crafted trip planning message during a critical stage of the consumer purchase process in targeted markets on specific platforms.

Knowing what activities visitors like to experience, how they make decisions, and how to help influence the decisions at each stage all form the cornerstones to Great Falls Montana Tourism's marketing strategies.

Great Falls Montana Tourism invests in paid media placement, developing compelling content, and leveraging that content through owned media.

The Montana Department of Commerce's Office of Tourism and Business Development makes significant investment to support the inspiration stage of the trip planning cycle. Great Falls Montana Tourism leverages that investment with joint marketing opportunities and focusing efforts on orienting.

As part of the orientation step of the trip planning process, Great Falls Montana Tourism provides infographics on direct flights, drive time, and distance from our target markets to support the message that making a trip to the city can be done in a day or less. That "getting here" message is supported by various trip ideas for weekend trips and weeklong vacations. One of our one-day trips shows how to spend a day in Great Falls before an evening concert – highlighting day hikes, kayaking, fishing, and shopping along with dining options to make a memorable time connected to an event.

**STRATEGY 1 | Get the Leisure Traveler in Great Falls, Montana Overnight.**

The road to recovery for leisure travel is expected to take 36 months to get back to where we were in 2019. This strategy will use paid and owned media to generate overnight travelers.

**TACTICS** – Paid Media, Joint Ventures, Owned Media, Trade Shows

**PAID MEDIA**

Great Falls Montana Tourism will relaunch paid media at a time when people can consider traveling again. When paid media relaunches, we will focus first on our Montana travelers and out of state markets where airline capacity hasn't been reduced and COVID recovery isn't delayed.

Paid media that has been successful in the past and are likely to be part of our 2021 strategy include: Digital Display Ads, Social Media Ads, Activity Focused Print, Online Audio, and Content.

In looking at Great Falls assets, we determined that our community stands apart in 5 areas:

- Outdoor Adventures (Little Belt mountains, Rocky mountain front, open spaces, big skies)
- Water Features (Missouri river, Sun river, Smith river, Giant Springs, the falls)
- Art Scene (museums, murals, sculptures, statues, local food)
- Unique Experiences (Sip 'n Dip, Borries, Tracy's)
- Historical Encounters (military, mining, Paris Gibson, Charlie Russell, Lewis & Clark)

The message delivered through our paid media will be phased, focusing on key messages throughout the year and varying what our market engages with.

		April	May	June
Message	Outdoor Adventures			
	Water Features			
	Art Scene			
	Unique Experiences			
	Historical Encounters			

**JOINT VENTURES**

Great Falls Montana Tourism will use joint ventures to leverage its paid media by sharing costs with a partner.

**OWNED MEDIA**

Great Falls Montana Tourism will continue to support our paid media with media developed in-house and delivered through:

**Adventure Awaits**

This email communication is delivered to our database of over 75,000 leisure traveler inquiries to orient potential travelers to the experiences available in Great Falls, Montana. The objective is to provide specific experiences that will entice leisure travelers to plan an overnight visit. The content of this communication will focus on seasonal outdoor recreation, art features, a significant seasonal event, and unique only in Great Falls dining/drinking establishments. This communication provides preference to members.

**Welcome to Great Falls**

This email communication is delivered to every leisure inquiry received through email, telephone, and reader service. It is a seasonally appropriate introduction to Great Falls, getting here, places to stay, our State Parks, Outdoor Recreation, Art, and Signature Events.

**Great Falls Champions**

Forty percent of Great Falls residents would recommend visiting Great Falls to a friend. We want to work our promoters of Great Falls to increase overnight visitation. Champions are local residents that share our branded content (through the use of Social Toaster and organically from our owned channels), write a blog, volunteer for strategic efforts, refer a lead, and capture and share videos and photos for Tourism's use.

**Facebook**

Tourism staff will make organic posts using carousel itineraries with preference provided to members, sharing blog content from our website, posting of Adventure Awaits newsletter, giveaways, polls, contests, sharing content from our website, and posting emotion evoking images. The use of stories will increase and include more opportunity for user engagement. Story content will provide preference for members.

		July	August	September
Message	Outdoor Adventures			
	Water Features			
	Art Scene			
	Unique Experiences			
	Historical Encounters			

		October	November	December
Message	Outdoor Adventures			
	Water Features			
	Art Scene			
	Unique Experiences			
	Historical Encounters			

		January	February	March
Message	Outdoor Adventures			
	Water Features			
	Art Scene			
	Unique Experiences			
	Historical Encounters			



**Instagram**

Tourism staff will make organic posts using emotion evoking images, sometimes driving traffic to blog content from our website and leveraging hashtags. We will engage users with giveaways, polls, contests using stories, and promote using organic posts. Story content will provide preference for members.

**Twitter**

Tourism staff will make more in the moment posts organically with this media, leveraging hashtags. Posts will include breaking news, activity completion, visitor interactions, and unique facts.

**Basecamp Blog**

Tourism staff will utilize Champions, as well as their own experiences to share first person experiences, suggestions for experiences in Great Falls, inspiration travel itineraries, interesting details about Great Falls, best of lists, and monthly to do lists. Mentions within content will give preference to members.

**The Eventory**

This is a weekly email communication that is an inventory style listing of events that Tourism Staff have found happening in the Basecamp. This list is inclusive, showing no preference for members of nonmembers. From this list, Tourism Staff add mission relevant events to the Event Page of VisitGreatFallsMontana.org. The objective of this effort is twofold. First is to inform anyone planning events in Great Falls what is happening that could cannibalize attendance or to find events to partner with to enhance an event. The second objective is for all our partners to quell the "there is nothing to do in Great Falls" and provide itinerary fillers for any in-market guests.

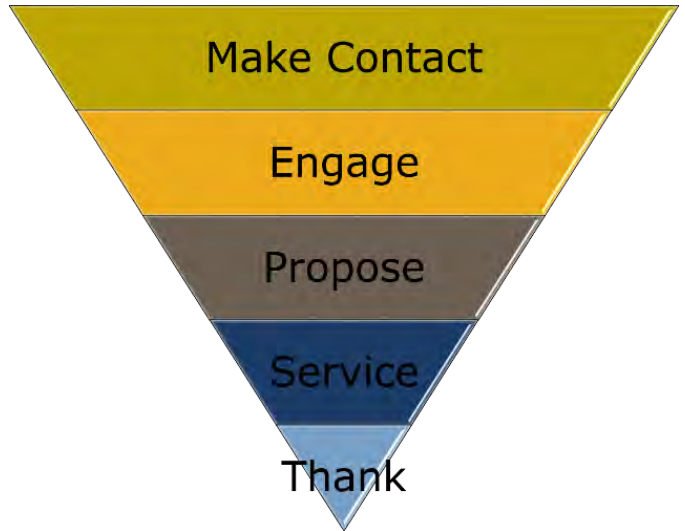
This email is delivered through Constant Contact to partners, and those who sign-up to receive it.

**TRADE SHOWS**  
The Calgary Outdoor Travel & Adventure show for 2020 was cancelled



due to COVID-19. The already paid booth fee will be transferred to our 2021 attendance. Great Falls Montana Tourism will attend the 2021 Calgary Outdoor Travel & Adventure show. Additional trade shows will be considered with respect to any increases to projected budget numbers, however, with a reduced staff team, additional shows may not produce needed return on investment at this time.

**STRATEGY 2 - Get Meetings and Conventions in Great Falls, Montana.**



The regional and national meeting and convention market may take longer than leisure travel to start bouncing back in Great Falls, Montana. Each State and Industry's COVID-19 recovery could hinder attendance and the uncertainty of group size allowances by CDC could hinder the ability to even have a gathering. Great Falls Montana Tourism will take a Montana focused approach to begin with while maintaining and growing relationships with regional and national meeting planners. Great Falls Montana Tourism will use our sales funnel strategy as the core to its tactics.

**TACTICS** – Outreach, 1:1 Meetings, In-Market Support, Owned Media

**OUTREACH**

Great Falls Montana Tourism staff will research what conventions and meetings are held by the associations within Montana and through our national database, MINT+. The potential projects will be placed into our pipeline as prospects. Staff will utilize telephone to make first introductions, and follow up by telephone, email, video calls, mail, and face to face meetings to qualify the prospect into a lead. Once the lead is qualified, the team will deliver a Letter of Interest to inspire the planner to consider Great Falls, Montana for their project.

Great Falls Montana Tourism will deliver Bring it to the Basecamp presentations throughout Great Falls

to find Great Falls Champions who have conventions and meetings within their industry or passion area to refer us to.

Through our outreach efforts, we will find leads to make proposals for.

**1:1 MEETINGS**

Great Falls Montana Tourism staff will meet with meeting planners face to face to get additional details on potential projects the planner has, through familiarization tours for meeting planners with qualified leads, and after a proposal is submitted for site visits.

We will monitor COVID-19 national recovery and the meetings industry to determine if hosted buyer shows would produce a return on investment. Currently, hosted buyer shows are not part of our strategy.

**IN-MARKET SUPPORT**

Once the business is secured, we will service them with what we committed to, which can include:

- Building attendance for hosted business
- Connecting with local service providers and key leadership
- Fundraising support
- Assisting to secure room blocks

**OWNED MEDIA**

Bring it to the Basecamp

This is an email communication distributed monthly to our meeting planners with highlights of venues, showcase of successes, familiarization trip opportunities, and requests projects. Preference will be provided for members within the content.

**LinkedIn**

Tourism staff will make posts highlighting current projects in Great Falls, share testimonials of meeting planners, highlight the economic vitality Tourism provides to the community, share Bring it to the Basecamp email, and post case studies of projects that were unique and successful in Great Falls.

**STRATEGY 3 – Improve the Great Falls, Montana online experience.**

*TACTICS* – Website, Photo Library, Video Development

**WEBSITE**

The current theme used to host [www.VisitGreatFallsMontana.org](http://www.VisitGreatFallsMontana.org) is 3 years old. The theme hinders certain video features, event posting, ADA compliance, and site updating. Great Falls Montana Tourism will use 2021 to redevelop and relaunch a new website.

**PHOTO LIBRARY**

Great Falls Montana Tourism will refresh its photos with contests, nonexclusive & unlimited use purchase agreements, and staged photo shoots to support a new creative direction.

**VIDEO DEVELOPMENT**

Great Falls Montana Tourism will develop new video content that will support a new creative direction and will be used through Paid Media strategies.

**STRATEGY 4 - Sustain Great Falls Montana Tourism as a Destination Management Organization**

*TACTICS* – Membership, Reserve Funds, Retain Staff

**MEMBERSHIP**

Great Falls Montana Tourism offers businesses and individuals to invest in our annual efforts. The investment of \$100 provides benefits to expose businesses to meeting planners, conference attendees, and leisure travelers. The guidance connected to COVID-19 has caused damaged to our local economy, hitting the businesses that make up the Tourism industry the hardest. Membership is one of the ways we can spread the Tourism efforts locally. For Tourism, there is more benefit to having members versus having the financial investment. To show strong support for our members and our industry, we will be waiving the investment for 2021. All credits will be applied to 2022



membership. Great Falls Montana Tourism will still work to recruit members and provide them benefits.

**RESERVE FUNDS**

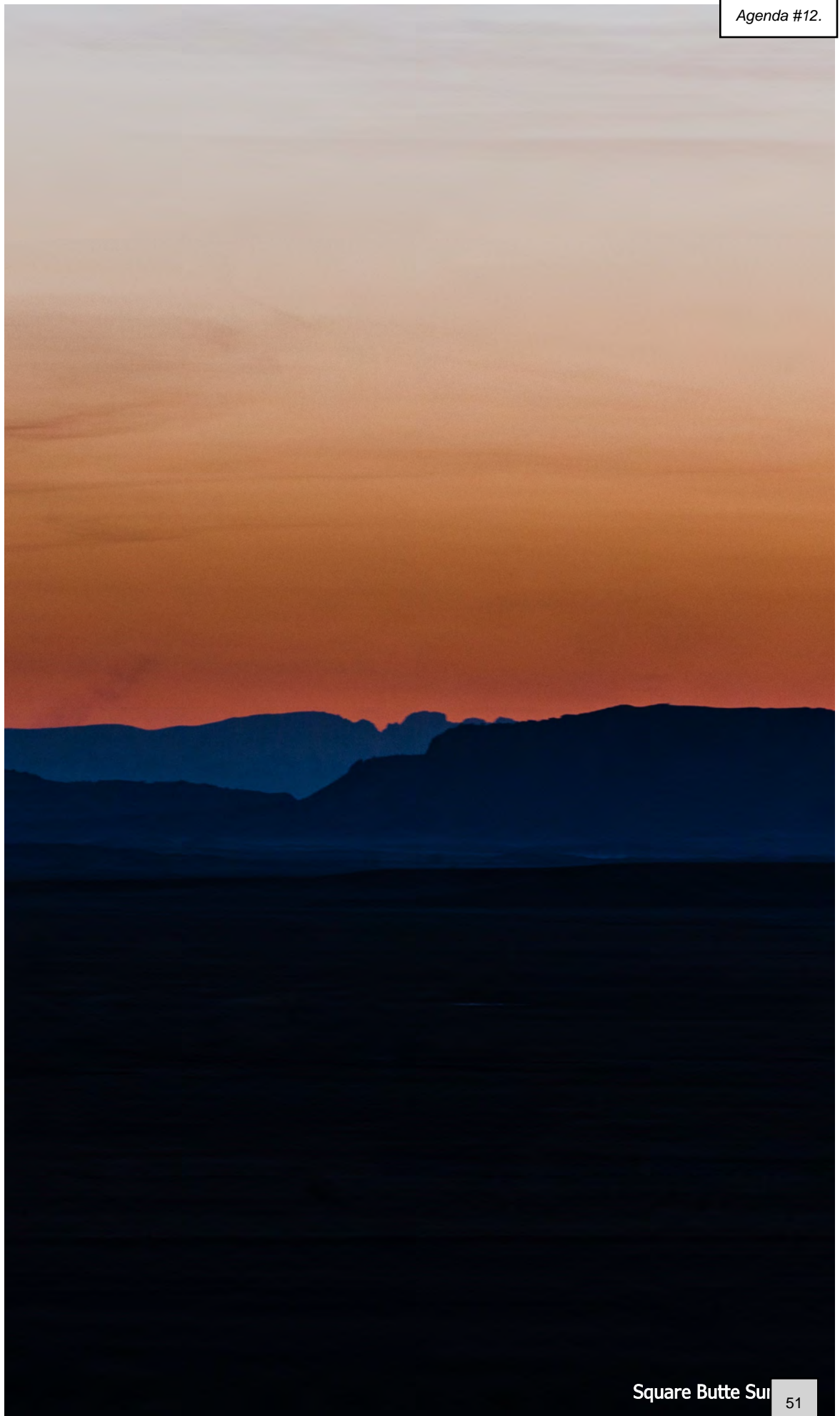
Great Falls Montana Tourism has maintained Reserves for investment in strategic priorities. The largest of these has been Montana ExpoPark, followed by Airline Service. In addition to strategic priority reserves, COVID-19 has taught us operating reserves are necessary. Great Falls Montana Tourism will maintain a \$350,000 operating reserve and work to rebuild a \$350,000 strategic investment reserve.

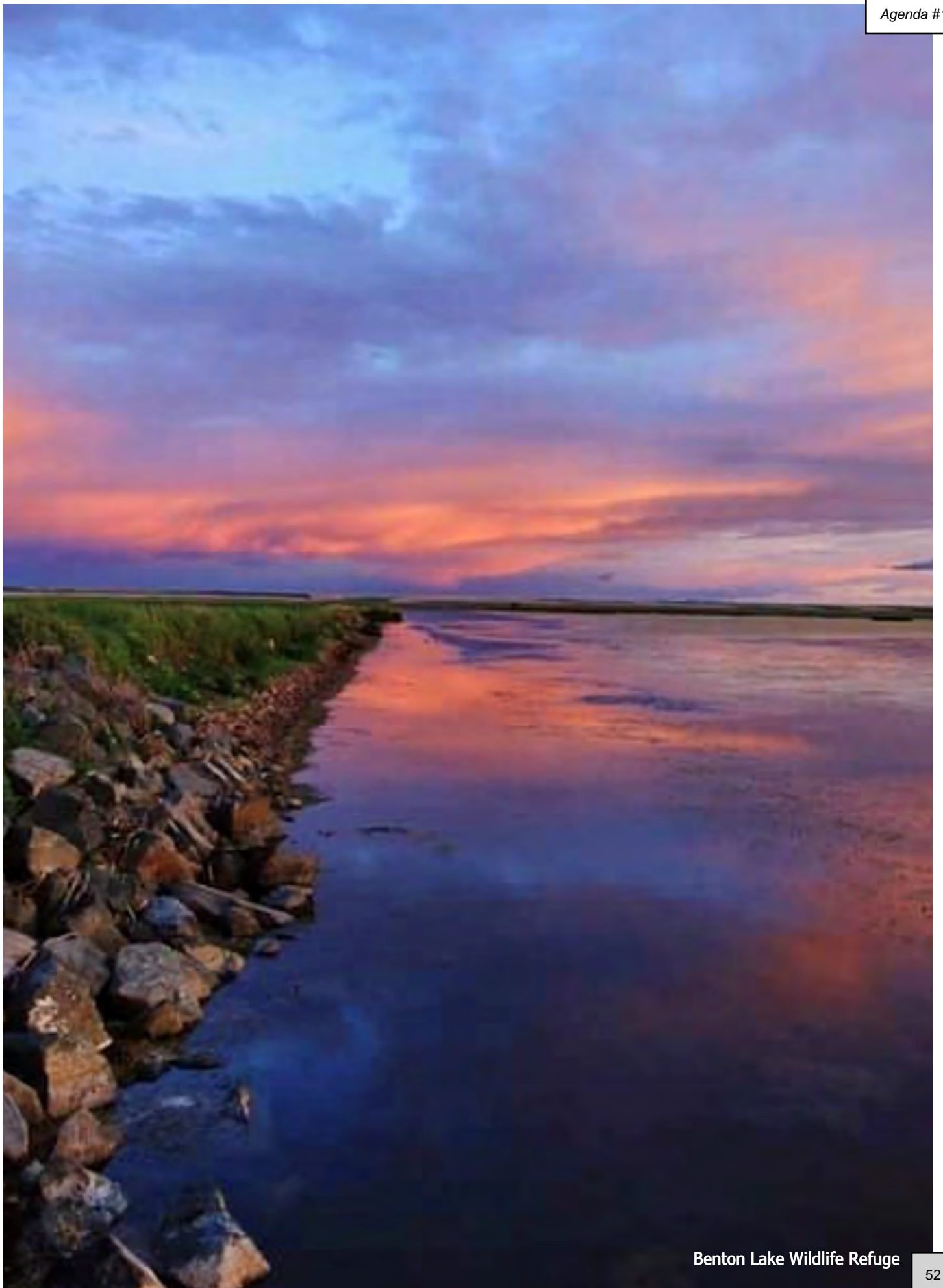
**RETAIN STAFF**

A professional, qualified staff produces returns on investment. With our team, we have seen 30%+ growth in social media followers, national conventions and events, and highly functioning operations. Great Falls Montana Tourism will continue to invest in highly trained staff and work to retail a quality workforce.

**MEASUREMENT FOR SUCCESS**

- Retain 90% of Current Members
- Get 75 NEW Members
- Get 4 NEW Conventions
- 45% Growth in Facebook Followers
- 45% Growth of Instagram Followers
- Establish 1,500 Twitter Followers
- Recover room demand to 60% of 2019 levels





Great Falls Montana Tourism Budget Summary  
 July 1, 2020 - June 30, 2021

DRAFT

	CVB	GENERAL	TBID	Total		National
Income						
1 Bed Tax	\$96,739	\$0	\$0	\$96,739		
2 TBID Assessment	\$0	\$0	\$486,258	\$486,258		
3 Membership	\$0	\$0	\$0	\$0		
4 Advertising	\$0	\$0	\$0	\$0		
Total Income	<u>\$96,739</u>	<u>\$0</u>	<u>\$486,258</u>	<u>\$582,997</u>		
Expenses						
Personnel						
5 Wages	\$16,948	\$0	\$136,052	\$153,000		
6 Payroll Expense		\$0	\$35,190	\$35,190		
Total Personnel	<u>\$16,948</u>	<u>\$0</u>	<u>\$171,242</u>	<u>\$188,190</u>	32%	40%
Administration						
7 Rent	\$0	\$0	\$15,600	\$15,600		
8 Memberships	\$0	\$0	\$2,760	\$2,760		
9 Subscription	\$0	\$0	\$20,810	\$20,810		
10 Phone	\$0	\$0	\$5,220	\$5,220		
11 Maintenance	\$0	\$0	\$3,100	\$3,100		
12 Supplies	\$0	\$0	\$8,500	\$8,500		
13 Postage	\$0	\$0	\$1,000	\$1,000		
14 Insurance	\$850	\$0	\$2,800	\$3,650		
15 Professional Fees	\$1,550	\$0	\$19,525	\$21,075		
16 TAC	\$1,500	\$0	\$0	\$1,500		
17 Professional Development	\$0	\$0	\$2,500	\$2,500		
18 Travel	\$0	\$0	\$1,500	\$1,500		
Total Admin	<u>\$3,900</u>	<u>\$0</u>	<u>\$83,315</u>	<u>\$87,215</u>	15%	12%
19 Leisure Traveler Marketing	\$70,891	\$0	\$157,528	\$228,419	39%	
20 Conventions Meetings & Groups	\$0	\$0	\$42,989	\$42,989	7%	
21 ExpoPark	\$0	\$0	\$0	\$0	0%	
22 Opportunity	\$0	\$0	\$275,167	\$275,167	47%	
23 Photo Library	\$0	\$0	\$10,000	\$10,000	2%	
24 Video			\$10,000	\$10,000		
25 Visitor Guide	\$0	\$6,059	\$0	\$6,059	1%	
26 Joint Venture	\$5,000	\$0	\$0	\$5,000	1%	
27 Trade Shows	\$0	\$0	\$1,200	\$1,200	0%	
28 Website	\$0	\$0	\$15,000	\$15,000	3%	
31 Events	\$0	\$0	\$10,000	\$10,000	2%	
Total Expenses	<u>\$96,739</u>	<u>\$6,059</u>	<u>\$776,441</u>	<u>\$879,239</u>	102%	48%
Net Profit	<u>\$0</u>	<u>-\$6,059</u>	<u>-\$290,183</u>	<u>-\$296,241</u>		

Great Falls Montana Tourism Budget Summary  
 July 1, 2020 - June 30, 2021  
 Adopted 5-4-2021

	CVB	General	Safety	Relief	PPP #1	TBID	Total	+/-
<b>Income</b>								
1 Bed Tax	\$125,946	\$0	\$0	\$0		\$0	\$125,946	\$29,207
1a Previously Undistributed Bed Tax	\$18,285	\$0	\$0	\$0	\$0	\$0	\$18,285	\$18,285
2 TBID Assessment	\$0	\$0	\$0	\$0	\$0	\$635,453	\$635,453	\$149,195
3 Membership	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
4 Grant			\$206,222	\$36,165	\$0	\$0	\$242,387	\$242,387
6 Loan	\$0	\$0	\$0	\$0	\$33,572	\$0	\$33,572	\$33,572
5 Sponsorships	\$0	\$0	\$0	\$0	\$0	\$30,000	\$30,000	\$30,000
<b>Total Income</b>	<b>\$144,231</b>	<b>\$0</b>	<b>\$206,222</b>	<b>\$36,165</b>	<b>\$33,572</b>	<b>\$665,453</b>	<b>\$1,085,643</b>	<b>\$63,572</b>
<b>Expenses</b>								
<b>Personnel</b>								
6 Wages	\$0	\$0	\$52,939	\$10,000	\$33,572	\$56,489	\$153,000	\$0
7 Payroll Expense	\$0	\$0	\$0	\$0	\$0	\$35,190	\$35,190	\$0
<b>Total Personnel</b>	<b>\$0</b>	<b>\$0</b>	<b>\$52,939</b>	<b>\$10,000</b>	<b>\$33,572</b>	<b>\$91,679</b>	<b>\$188,190</b>	<b>\$0</b>
<b>Administration</b>								
8 Rent	\$0	\$0	\$0	\$0	\$0	\$15,600	\$15,600	\$0
a Leasehold Improvements	\$0	\$0	\$0	\$0	\$0	\$120,000	\$120,000	\$120,000
9 Memberships	\$0	\$0	\$0	\$0	\$0	\$2,760	\$2,760	\$0
10 Subscription	\$0	\$0	\$0	\$240	\$0	\$20,810	\$21,050	\$240
11 Phone	\$0	\$0	\$0	\$0	\$0	\$5,220	\$5,220	\$0
12 Maintenance	\$0	\$0	\$0	\$815	\$0	\$3,100	\$3,915	\$815
13 Supplies	\$0	\$0	\$3,400	\$8,693	\$0	\$8,969	\$21,062	\$469
14 Postage	\$0	\$0	\$0	\$0	\$0	\$1,000	\$1,000	\$0
15 Insurance	\$850	\$0	\$0	\$0	\$0	\$2,800	\$3,650	\$0
16 Professional Fees	\$1,550	\$0	\$0	\$0	\$0	\$19,525	\$21,075	\$0
17 TAC	\$1,500	\$0	\$0	\$0	\$0	\$0	\$1,500	\$0
18 Professional Development	\$0	\$0	\$0	\$0	\$0	\$2,000	\$2,000	-\$500
19 Travel	\$0	\$0	\$0	\$0	\$0	\$500	\$500	-\$1,000
<b>Total Admin</b>	<b>\$3,900</b>	<b>\$0</b>	<b>\$3,400</b>	<b>\$9,748</b>	<b>\$0</b>	<b>\$202,284</b>	<b>\$219,332</b>	<b>\$132,117</b>
<b>Leisure Traveler Marketing</b>								
a Media	\$99,249	\$0	\$104,607	\$6,506	\$0	\$85,715	\$296,077	\$150,083
b Management	\$13,796	\$0	\$5,076	\$1,282	\$0	\$11,118	\$31,272	
c Production	\$9,551	\$0	\$1,904	\$887	\$0	\$7,007	\$19,348	
d Planning, Placement, & Reporting	\$12,735	\$0	\$5,711	\$1,183	\$0	\$12,175	\$31,804	
21 Podcast	\$0	\$0	\$0	\$1,520	\$0	\$0	\$1,520	\$1,520
21 Conventions Meetings & Groups	\$0	\$0	\$3,000	\$0	\$0	\$45,000	\$48,000	\$5,011
22 ExpoPark	\$0	\$0	\$0	\$0	\$0	-\$18,720	-\$18,720	-\$18,720
23 Opportunity	\$0	\$0	\$22,000	\$0	\$0	\$110,000	\$132,000	-\$143,167
24 Photo Library	\$0	\$0	\$0	\$0	\$0	\$10,000	\$10,000	\$0
25 Video	\$0	\$0	\$7,586	\$0	\$0	\$5,000	\$12,586	\$2,586
26 Visitor Guide	\$3,657	\$6,059	\$0	\$5,039	\$0	\$0	\$14,755	\$8,696
27 Joint Venture	\$5,000	\$0	\$0	\$0	\$0	\$0	\$5,000	\$0
28 Trade Shows	\$0	\$0	\$0	\$0	\$0	\$0	\$0	-\$1,200
29 Website	\$0	\$0	\$0	\$0	\$0	\$15,000	\$15,000	\$0
30 Events	\$0	\$0	\$0	\$0	\$0	\$10,000	\$10,000	\$0
31 Reserves	\$0	\$0	\$0	\$0	\$0	\$79,195	\$79,125	\$149,195
<b>Total Expenses</b>	<b>\$147,889</b>	<b>\$6,059</b>	<b>\$206,222</b>	<b>\$36,165</b>	<b>\$33,572</b>	<b>\$665,453</b>	<b>\$1,095,289</b>	<b>\$216,051</b>
<b>Net Profit</b>	<b>-\$3,657</b>	<b>-\$6,059</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>-\$9,646</b>	<b>\$286,595</b>



Tuesday, May 4, 2021, 1:00 PM – 2:00 PM,

<https://us02web.zoom.us/j/5456501810?pwd=WjlYbXp5dkl5MjEzNEMwZ2ZVT3RDUT09>

Trustees: Peggy O’Hare-Becker, Scott Schull, Sandra Johnson-Thares, Becky Amaral-Miller, Laurie Price, David Buckingham

Guests: Susan Shannon, Lexi Jones, Scott Lettre, Peter Jennings, Tom Nelson

Staff: Rebecca Engum

1:06 | 1. Welcome, Call to Order –Sandra Johnson-Thares

1:07 | 2. Public Comment – Sandra Johnson-Thares  
Opportunity for public comment related to items on the agenda

No Public Comment

1:09 | 4. Big River Ruckus – Tom Nelson  
Take action as deemed necessary.

Motion made to approve \$12,000 investment from reserves for additional entertainment for the Big River Ruckus. Seconded. Discussion about the acts and impact to lodging, marketing budget, sponsorships secured, interest of people to attend based on acts, other activities occurring, investment already committed. All in favor. None apposed. The motion passed.

1:35 | 3. 2021 Budget Amendment – Rebecca Engum  
Approve/Deny 2021 Budget Amendment to include new line-item expense for 15 Overlook Drive leasehold improvements.

Motion made to approve \$120,000 for leasehold improvements at 15 Overlook Drive. Seconded. Discussion about construction costs, reserves, prioritized investment, grant potential, lease agreements. All in favor. None apposed. The motion passed.

Motion made to approve 2021 Budget Amendment to include new line-item expense for 15 Overlook Drive leasehold improvements. Seconded. All in favor. None apposed. The motion passed.

2:05 | 5. Paycheck Protection Program #2 Loan – Rebecca Engum  
Approve/Deny apply for Paycheck Protection Program #2 Loan.

Motion made to approve apply for Paycheck Protection Program #2 Loan. Seconded. Discussion on forgiveness for PPP#1 and PPP#2, eligibility, interest rate. All in favor. None apposed. The motion passed.

2:14 | 6. Public Comment – Sandra Johnson-Thares

Opportunity for public comment related to Tourism in Great Falls, Montana

No Public Comment

2:16 | 7. Adjourn – Sandra Johnson-Thares





Commission Meeting Date: June 1, 2021

**CITY OF GREAT FALLS  
COMMISSION AGENDA REPORT**

- Item:** Resolution 10408 – Resolution of Intention To Approve The Façade Program, The Life Safety/Code Compliance Program, And The Environmental Safety Program, Amend The Downtown Urban Renewal Plan For The Downtown Urban Renewal District In Order To Authorize, Approve And Incorporate Thereunder Such Programs, And Authorize The Great Falls Office Of Planning & Community Development To Provide For The Administration Of Such Programs As Set Forth Therein; And Calling For A Public Hearing Thereon
- Ordinance 3229 – Ordinance Approving The Façade Program, The Life Safety/Code Compliance Program, And The Environmental Safety Program; Amending The Downtown Urban Renewal Plan For The Downtown Urban Renewal District In Order To Authorize, Approve And Incorporate Thereunder Such Programs; And Authorizing The Great Falls Office Of Planning & Community Development To Provide For The Administration Of Such Programs As Set Forth Therein
- From:** Craig Raymond, Director, Planning and Community Development
- Initiated By:** Planning and Community Development
- Presented By:** Craig Raymond, Director, Planning and Community Development
- Action Requested:** City Commission adopt Resolution 10408, accept on first reading Ordinance 3229 and set a public hearing for July 6, 2021.

**Suggested Motion:**

Commissioner moves:

“I move that the City Commission (adopt/deny) Resolution of Intention 10408, and (set/not set) the public hearing for July 6, 2021.”

Mayor requests a second to the motion, Commission discussion, public comment, and calls for the vote.

And

Commissioner moves:

“I move that the City Commission (accept/not accept) Ordinance 3229 on first reading and (set/not set) the public hearing for July 6, 2021.”

Mayor requests a second to the motion, Commission discussion, public comment, and calls for the vote.

**Staff Recommendation:**

Staff recommends that City Commission adopt Resolution 10408 and accept Ordinance 3229 on first reading, and set the public hearing for July 6, 2021.

**Background:** In 2012, the City Commission adopted the Downtown Urban Renewal Plan (DURP). The creation of the DURP was the result of the development and adoption of the Downtown Master Plan. The Downtown Master Plan (DMP) provides a blueprint for the revitalization and redevelopment of Downtown, and recommended the creation of an Urban Renewal District that utilizes Tax Increment Financing to help fund public improvements called out within the DMP and the City's Growth Policy.

Several Great Falls citizens as well as vested interest groups including the Business Improvement District, the Downtown Great Falls Association, Chamber of Commerce, Great Falls Development Authority and the Downtown Development Partnership have increasingly expressed concern that the City has not been more progressive in allowing for expanded opportunities to utilize TIF funds for revitalization, code compliance and safety projects on private property within the downtown area. Historically, the City of Great Falls has taken a somewhat cautious and conservative approach in favor of funding revitalization through improvement of public utilities, infrastructure and supporting other organizational and planning initiatives. Recently however, the City Commission, after hearing from the business community, has expressed an interest in learning about and supporting an expanded Downtown Urban Renewal Plan with the intent of decreasing blight, promoting public safety and increasing the vitality of the Downtown Urban Renewal Area. Based on a City Commission stated initiative and continued public support, Planning & Community Development staff have worked with Joan Redeen of the Business Improvement District, Kellie Pierce of the Downtown Great Falls Association, Brett Doney of the Great Falls Development Authority as well as the City's outside counsel Erin McCrady of Dorsey Whitney, LLC, to produce drafts of three distinct improvement programs intended to encourage and support public safety, blight elimination and increased code compliance in the historic Downtown Urban Renewal Area. In other words, authentic and enduring revitalization of not only private property but also of the public realm.

**Proposed Amendment:**

Not only did the Downtown Master Plan identify the need for an Urban Renewal District Plan, it also identified the desire for preserving, restoring, and reusing Downtown's historic buildings and sites as an objective to meet the goal of enhancing Downtown aesthetics. In support of that goal, the City Commission recently approved a DURP amendment specifically targeting the restoration of the Civic Center façade. Taking that successful amendment a significant step further, the proposed Downtown Urban Renewal Area Façade Program opens up TIF financing to potentially assist in the financing of many more façade renovation efforts. The program provides for up to a \$50,000 reimbursement per project for eligible façade renovation activities.

The Life Safety Code Compliance Program is designed to stimulate increased public safety and handicap accessibility improvement projects. Due to the historic nature of the downtown building inventory, many buildings are rife with building and fire code violations as well as features that impede the use and enjoyment of services and activities for those with physical and mobility impairments. The total reimbursement available for each requested project under the Life Safety Code Compliance Program is \$25,000.

The Environmental Safety Program works toward the elimination of blight based upon the principles of Crime Prevention Through Environmental Design (Environmental Safety) and other safety and security design principles. Environmental Safety is a set of design principles used to discourage crime and promote

building security. It can also be used to create inviting and safe public spaces where people can gather and socialize. The total reimbursement benefit for each project is \$5,000.

At this time, the total proposed amount to fund these programs is \$500,000 annually. The remaining balance of annual TIF increment earned will either be utilized to cover bond debt payments (for example, the Civic Center façade project) or left in the account for utilization outside of the three new programs in the existing Downtown Urban Renewal Plan. The current balance in the Downtown TIF is just over \$2 million, so there is adequate funding to support both the new programs as well as more traditional infrastructure needs in the downtown area. Although each program is designed to promote distinct activities, applicants can simultaneously apply for TIF reimbursements through all three programs to subsidize one project. The total aggregate amount that can be approved for an individual property is \$80,000 for one project every 15 years. One additional and important element of each program is the recognition that special and unique high impact projects present themselves from time to time. The end result of these projects not only creates job growth within the business itself but also tend to create significant spin-off development and activity in the area in which the project is located. As such, these programs leave the City Commission with the flexibility to approve reimbursements which exceed the normal limits within the programs provided there are sufficient funds in the TIF account to do so. All other projects that fall within the program reimbursement limits will be processed by P&CD staff and final funding decisions will be rendered by the P&CD Director or Deputy P&CD Director as may be necessary from time to time.

**Concurrences:**

The Planning and Community Development Department has coordinated with the City Commission, interested downtown interest groups as well as the City's outside legal counsel from Dorsey & Whitney LLP throughout the process. The Planning Advisory Board will consider the matter on May 25, 2021 and the Downtown Development Partnership will also consider its recommendation on May 26, 2021.

**Fiscal Impact:**

While there is no direct fiscal impact with the adoption of the amendment of the Downtown Urban Renewal Plan, the amendment will provide an opportunity to utilize Downtown Tax Increment Financing funds to attain goals that will ultimately result in an increased tax base and economic growth.

**Alternatives:**

The City Commission could vote to deny Resolution of Intention 10408, not accept Ordinance 3229 on first reading and not set a public hearing on the matter if there is a desire to amend the programs further prior to final action. The City Commission may also elect to not support expanded programs in favor of support for the existing DURP.

**Attachments/Exhibits:**

Resolution of Intent 10408

Ordinance 3229

2020 Downtown Urban Renewal Plan Update

2021 Downtown Urban Renewal Area Façade Program

2021 Downtown Urban Renewal Area Life Safety/Code Compliance Program

2021 Downtown Urban Renewal Area Environmental Safety Program

Downtown Urban Renewal/TIF District Map

CERTIFICATE AS TO RESOLUTION AND ADOPTING VOTE

I, the undersigned, being the duly qualified and acting recording officer of the City of Great Falls, Montana (the "City"), hereby certify that the attached resolution is a true copy of Resolution No. 10408, entitled: "RESOLUTION OF INTENTION TO AMEND THE DOWNTOWN URBAN RENEWAL PLAN FOR THE DOWNTOWN URBAN RENEWAL DISTRICT IN ORDER TO AUTHORIZE, APPROVE AND INCORPORATE THEREUNDER THE FAÇADE PROGRAM, THE LIFE SAFETY/CODE COMPLIANCE PROGRAM, AND THE ENVIRONMENTAL SAFETY PROGRAM; AUTHORIZE THE GREAT FALLS OFFICE OF PLANNING & COMMUNITY DEVELOPMENT TO PROVIDE FOR THE ADMINISTRATION OF SUCH PROGRAMS AS SET FORTH THEREIN; AND CALLING FOR A PUBLIC HEARING THEREON" (the "Resolution"), on file in the original records of the City in my legal custody; that the Resolution was duly adopted by the City Commission of the City of Great Falls at a regular meeting on June 1, 2021 and that the meeting was duly held by the City Commission and was attended throughout by a quorum, pursuant to call and notice of such meeting given as required by law; and that the Resolution has not as of the date hereof been amended or repealed.

I further certify that, upon vote being taken on the Resolution at said meeting, the following Commission Members voted in favor thereof: \_\_\_\_\_; voted against the same: \_\_\_\_\_; abstained from voting thereon: \_\_\_\_\_; or were absent: \_\_\_\_\_.

WITNESS my hand officially this 1<sup>st</sup> day of June, 2021.

(SEAL)

\_\_\_\_\_  
City Clerk

## RESOLUTION 10408

RESOLUTION OF INTENTION TO APPROVE THE FAÇADE PROGRAM, THE LIFE SAFETY/CODE COMPLIANCE PROGRAM, AND THE ENVIRONMENTAL SAFETY PROGRAM; AMEND THE DOWNTOWN URBAN RENEWAL PLAN FOR THE DOWNTOWN URBAN RENEWAL DISTRICT IN ORDER TO AUTHORIZE, APPROVE AND INCORPORATE THEREUNDER SUCH PROGRAMS; AUTHORIZE THE GREAT FALLS OFFICE OF PLANNING & COMMUNITY DEVELOPMENT TO PROVIDE FOR THE ADMINISTRATION OF SUCH PROGRAMS AS SET FORTH THEREIN; AND CALLING FOR A PUBLIC HEARING THEREON

BE IT RESOLVED by the City Commission (the “Commission”) of the City of Great Falls, Montana (the “City”), as follows:

Section 1. Recitals.

1.01. Pursuant to Montana Code Annotated, Title 7, Chapter 15, Parts 42 and 43, as amended (the “Act”), and Ordinance 3088, adopted by the Commission on May 15, 2012, and as further amended and supplemented pursuant to Ordinance No. 3222, adopted by the Commission on October 6, 2020 (collectively, the “Ordinance”), the City has created the Downtown Urban Renewal District (the “District”) as an urban renewal area and approved the Downtown Urban Renewal Plan (the “Plan”) as an urban renewal plan for the District. The Plan provides for the segregation and collection of tax increment revenues with respect to the District in accordance with the provisions of the Act.

1.02. Pursuant to the Act, the City has the power to formulate and coordinate “workable programs” for utilizing private and public resources in order to encourage needed rehabilitation in the District, including voluntary or compulsory repair and rehabilitation of buildings and other improvements. Such programs may be implemented in order to: (i) eliminate and prevent the development or spread of blighted areas; (ii) encourage needed urban rehabilitation; (iii) provide for the redevelopment of such areas; or (iv) undertake such of the aforesaid activities or other feasible municipal activities as may be suitably employed to achieve the objectives of such programs. Such programs may include, without limitation, provision for the rehabilitation of blighted areas or portions thereof by encouraging voluntary rehabilitation and compelling the repair and rehabilitation of deteriorated or deteriorating structures, and the redevelopment of blighted areas of portions thereof. The Act further authorizes the City to use tax increment revenues to pay for costs of or incurred in connection with such programs.

1.03. The City has developed the following “workable programs” for the District, the primary objectives of which are the elimination and prevention of blight in the District and the redevelopment of the Downtown core by encouraging voluntary repair of existing commercial property within the District and providing for the undertaking of specific improvements and measures with respect thereto (collectively, the “TIF Programs”), which program materials and guidelines are attached hereto as Exhibit A and made a part hereof:

Façade Improvement Program

Life Safety/Code Compliance Program

Environmental Safety Program

The TIF Programs provide for the grant of subsidies payable from tax increment (as defined in the Act) revenues of the District, subject to the terms and conditions of the TIF Programs.

1.04. The City’s Director of Finance and Director of Planning and Community Development (the “City Staff”) have jointly reviewed and evaluated the TIF Programs and made a report and recommendation (the “City Staff Report”) that the TIF Programs be approved. On May 25, 2021, the City Planning Board (the “Planning Board”) received, reviewed and considered the City Staff Report and has made recommendation to the Commission to the effect that the Plan, as amended to incorporate the TIF Programs, conforms to the City’s Growth Policy adopted in accordance with Title 76, Chapter 1.

1.05. The City proposes to approve the TIF Programs and amend the Plan in order to authorize, approve and incorporate the TIF Programs thereunder as “workable programs” for the District in accordance with the Act. In addition, for the fiscal year commencing July 1, 2021, the City proposes to allocate to the TIF Programs tax increment revenues of the District for grants thereunder. Prior to such approvals, the Commission is required to conduct a public hearing and make certain findings set forth in the Act.

Section 2. Preliminary Findings. Based on the foregoing representations and subject to the public hearing called for herein, the Commission hereby finds as follows:

- (a) no persons will be displaced from their housing by the TIF Programs;
- (b) the Plan, as amended to incorporate the TIF Programs, conform to the City’s Growth Policy adopted in accordance with Title 76, Chapter 1;
- (c) the Plan, as amended to incorporate the TIF Programs, will afford maximum opportunity, consistent with the sound needs of the City as a whole, for the rehabilitation or redevelopment of the District by private enterprise; and
- (d) a sound and adequate financial program exists for the financing of the costs of the TIF Programs using tax increment revenue of the District.

Section 3. Public Hearing. A public hearing is hereby called and shall be held on July 6, 2021 at 7:00 p.m. in the Commission Chambers at 2 Park Drive South, Great Falls, Montana regarding the approval of the TIF Programs and the amendment of the Plan.

Section 4. Notice. Notice of the public hearing shall be published in the *Great Falls Tribune* on [\_\_\_\_\_] and [\_\_\_\_\_], 2021, in substantially the form attached as Exhibit B hereto (which is incorporated by reference and made a part hereof).

Section 5. Reading of Ordinance. The first reading of the Ordinance substantially in the form attached as Exhibit C hereto (the “Ordinance”) shall occur at the Commission’s regular meeting on June 1, 2021 and the second reading of the Ordinance shall occur at the Commission’s regular meeting on July 6, 2021, and it is the Commission’s intention that the Ordinance will be voted upon at the conclusion of the second reading.

Passed and adopted by the City Commission of the City of Great Falls, Montana, on this 1st day of June, 2021.

\_\_\_\_\_  
Bob Kelly, Mayor

Attest:

\_\_\_\_\_  
Lisa Kunz, City Clerk

APPROVED FOR LEGAL CONTENT:

\_\_\_\_\_  
Sara R. Sexe, City Attorney

EXHIBIT A  
TIF PROGRAMS



## EXHIBIT B

NOTICE OF PUBLIC HEARING ON  
AMENDMENT OF  
CITY OF GREAT FALLS  
DOWNTOWN URBAN RENEWAL PLAN AND  
APPROVAL OF FAÇADE PROGRAM,  
LIFE SAFETY/CODE COMPLIANCE PROGRAM AND  
ENVIRONMENTAL SAFETY PROGRAM THEREUNDER

NOTICE IS HEREBY GIVEN that Ordinance 3229 titled “ORDINANCE APPROVING THE FAÇADE PROGRAM, THE LIFE SAFETY/CODE COMPLIANCE PROGRAM, AND THE ENVIRONMENTAL SAFETY PROGRAM; AMENDING THE DOWNTOWN URBAN RENEWAL PLAN FOR THE DOWNTOWN URBAN RENEWAL DISTRICT IN ORDER TO AUTHORIZE, APPROVE AND INCORPORATE THEREUNDER SUCH PROGRAMS; AND AUTHORIZING THE GREAT FALLS OFFICE OF PLANNING & COMMUNITY DEVELOPMENT TO PROVIDE FOR THE ADMINISTRATION OF SUCH PROGRAMS AS SET FORTH THEREIN” will be brought before the Great Falls City Commission for a public hearing on July 6, 2021 at 7:00 p.m. in the Commission Chambers Room 206, Civic Center Building, 2 Park Drive South, Great Falls, Montana. Any interested person may appear and speak for or against said Ordinance 3229 or submit in writing any comments to the City Clerk prior to or during the Commission Meeting. Documents pertaining to this agenda item are posted on the City’s website at <https://greatfallsmt.net> under “Meetings,” and are on file for public inspection during regular office hours at the City Clerk’s Office, 2 Park Drive South, Room 204, Great Falls, Montana, or contact us at (406) 455-8451.

The City has developed the following programs for the Downtown Urban Renewal District (the “District”), the primary objectives of which are the elimination and prevention of blight in the District and the redevelopment of the Downtown core by encouraging voluntary repair of existing commercial property within the District and providing for the undertaking of specific improvements and measures with respect thereto (collectively, the “TIF Programs”):

Façade Improvement Program

Life Safety/Code Compliance Program

Environmental Safety Program

The TIF Programs provide for the grant of subsidies payable from tax increment revenues of the District, subject to the terms and conditions of the TIF Programs.

The City proposes to approve the TIF Programs and amend the Downtown Urban Renewal Plan for the District in order to authorize, approve and incorporate the TIF Programs thereunder. In addition, for the fiscal year commencing July 1, 2021, the City proposes to allocate to the TIF Programs tax increment revenues of the District for subsidy grants thereunder.

**Public participation is welcome in the following ways:**

- Attend in person. Refrain from attending in person if you are not feeling well.
- Provide public comments via email. Comments may be sent via email before 12:00 PM on Tuesday, July 6, 2021, to: **commission@greatfallsmt.net**. Include the agenda item or agenda item number in the subject line, and include the name and either the address or whether the commenter is a City resident. Written communication received by that time will be shared with the City Commission and appropriate City staff for consideration during the agenda item and before final vote on the matter; and, will be so noted in the official record of the meeting.
- Call-in. The public may call in during specific public comment periods at **406-761-4786**. All callers will be in a queued system and are asked to remain on hold and be patient. Calls will be taken in the order in which they are received. Callers will be restricted to customary time limits. We ask for your patience in the event there are technical difficulties.

/s/ Lisa Kunz, City Clerk

Publication Dates:    [\_\_\_\_], 2021  
                                  [\_\_\_\_], 2021

**EXHIBIT C**

**ORDINANCE**

CERTIFICATE AS TO ORDINANCE AND ADOPTING VOTE

I, the undersigned, being the duly qualified and acting recording officer of the City of Great Falls, Montana (the "City"), hereby certify that the attached ordinance is a true copy of an ordinance entitled: "ORDINANCE APPROVING THE FAÇADE PROGRAM, THE LIFE SAFETY/CODE COMPLIANCE PROGRAM, AND THE ENVIRONMENTAL SAFETY PROGRAM; AMENDING THE DOWNTOWN URBAN RENEWAL PLAN FOR THE DOWNTOWN URBAN RENEWAL DISTRICT IN ORDER TO AUTHORIZE, APPROVE AND INCORPORATE THEREUNDER SUCH PROGRAMS; AND AUTHORIZING THE GREAT FALLS OFFICE OF PLANNING & COMMUNITY DEVELOPMENT TO PROVIDE FOR THE ADMINISTRATION OF SUCH PROGRAMS AS SET FORTH THEREIN" (the "Ordinance"), on file in the original records of the City in my legal custody; that the Ordinance was duly presented for first reading by the City Commission of the City at a regular meeting on June 1, 2021, and that the meeting was duly held by the City Commission and was attended throughout by a quorum, pursuant to call and notice of such meeting given as required by law; and that the Ordinance has not as of the date hereof been amended or repealed.

WITNESS my hand and seal officially this 6th day of July, 2021.

(SEAL)

\_\_\_\_\_  
Lisa Kunz, City Clerk

I further certify that the Ordinance was duly adopted on second reading by the City Commission of the City at a regular meeting on July 6, 2021, and that the meeting was duly held by the City Commission and was attended throughout by a quorum, pursuant to call and notice of such meeting given as required by law; and that the Ordinance has not as of the date hereof been amended or repealed.

I further certify that, upon vote being taken on the Ordinance at said meeting, the following Commissioner members voted in favor thereof: \_\_\_\_\_; voted against the same: \_\_\_\_\_; abstained from voting thereon: \_\_\_\_\_; or were absent: \_\_\_\_\_.

WITNESS my hand and seal officially this 6th day of July 2021.

(SEAL)

\_\_\_\_\_  
Lisa Kunz, City Clerk

## ORDINANCE 3229

ORDINANCE APPROVING THE FAÇADE PROGRAM, THE LIFE SAFETY/CODE COMPLIANCE PROGRAM, AND THE ENVIRONMENTAL SAFETY PROGRAM; AMENDING THE DOWNTOWN URBAN RENEWAL PLAN FOR THE DOWNTOWN URBAN RENEWAL DISTRICT IN ORDER TO AUTHORIZE, APPROVE AND INCORPORATE THEREUNDER SUCH PROGRAMS; AND AUTHORIZING THE GREAT FALLS OFFICE OF PLANNING & COMMUNITY DEVELOPMENT TO PROVIDE FOR THE ADMINISTRATION OF SUCH PROGRAMS AS SET FORTH THEREIN

BE IT ORDAINED by the City Commission (the “Commission”) of the City of Great Falls, Montana (the “City”), as follows:

### Section 1. Recitals.

1.01. Pursuant to Montana Code Annotated, Title 7, Chapter 15, Parts 42 and 43, as amended (the “Act”), and Ordinance 3088, adopted by the Commission on May 15, 2012, and as further amended and supplemented pursuant to Ordinance No. 3222, adopted by the Commission on October 6, 2020 (collectively, the “Ordinance”), the City has created the Downtown Urban Renewal District (the “District”) as an urban renewal area and approved the Downtown Urban Renewal Plan (the “Plan”) as an urban renewal plan for the District. The Plan provides for the segregation and collection of tax increment revenues with respect to the District in accordance with the provisions of the Act.

1.02. Pursuant to the Act, the City has the power to formulate and coordinate “workable programs” for utilizing private and public resources in order to encourage needed rehabilitation in the District, including voluntary or compulsory repair and rehabilitation of buildings and other improvements. Such programs may be implemented in order to: (i) eliminate and prevent the development or spread of blighted areas; (ii) encourage needed urban rehabilitation; (iii) provide for the redevelopment of such areas; or (iv) undertake such of the aforesaid activities or other feasible municipal activities as may be suitably employed to achieve the objectives of such programs. Such programs may include, without limitation, provision for the rehabilitation of blighted areas or portions thereof by encouraging voluntary rehabilitation and compelling the repair and rehabilitation of deteriorated or deteriorating structures, and the redevelopment of blighted areas of portions thereof. The Act further authorizes the City to use tax increment revenues to pay for costs of or incurred in connection with such programs.

1.03. The City has developed the following “workable programs” for the District, the primary objectives of which are the elimination and prevention of blight in the District and the redevelopment of the Downtown core by encouraging voluntary repair of existing commercial property within the District and providing for the undertaking of specific improvements and measures with respect thereto (collectively, the “TIF Programs”), which program materials and guidelines are attached hereto and made a part hereof:

Façade Improvement Program

Life Safety/Code Compliance Program

Environmental Safety Program

1.03. The TIF Programs provide for the grant of subsidies payable from tax increment (as defined in the Act) revenues of the District, subject to the terms and conditions of the applicable TIF Program. Grants under the TIF Programs will be awarded based upon review of an Applicant's compliance with program objectives and eligibility requirements, as provided under the TIF Programs.

1.04. The Act provides that a municipality may amend an urban renewal plan by ordinance pursuant to the procedures set forth in Sections 7-15-4212 through 7-15-4219 of the Act. On June 1, 2021, the Commission declared its intention to approve the TIF Programs and amend the Plan in order to authorize, approve and incorporate the TIF Programs thereunder as "workable programs" for the District in accordance with the Act.

Section 2. Findings. The Commission hereby finds as follows:

- (a) no persons will be displaced from their housing by the TIF Programs;
- (b) the Plan, as amended to incorporate the TIF Programs, conform to the City's Growth Policy adopted in accordance with Title 76, Chapter 1;
- (c) the Plan, as amended to incorporate the TIF Programs, will afford maximum opportunity, consistent with the sound needs of the City as a whole, for the rehabilitation or redevelopment of the District by private enterprise; and
- (d) a sound and adequate financial program exists for the financing of the costs of the TIF Programs using tax increment revenue of the District.

Section 3. Approval of TIF Programs and Amendment of Plan. This Commission hereby approves, ratifies and confirms the TIF Programs and amends the Plan in order to authorize, approve and incorporate the TIF Programs thereunder as "workable programs" for the District in accordance with the Act. All actions of this Commission heretofore taken with respect to the TIF Programs, to the extent not inconsistent herewith, are hereby ratified and confirmed.

Section 4. Delegation of Authority to City Planning Office; Budgetary Allocations. The City's Office of Planning & Community Development is hereby delegated authority to administer the TIF Programs as set forth therein, including the award and payment of grants thereunder in accordance with the budgetary caps provided therein. For the fiscal year commencing July 1, 2021, the City allocates tax increment revenues of the District for grants under and pursuant to the TIF Programs in the aggregate amount of \$500,000. For each subsequent fiscal year, the City's Office of Planning & Community Development will make an annual request to the Commission with respect to allocation of tax increment revenues for grants

under and pursuant to the TIF Programs. Notwithstanding the foregoing, the Commission reserves the right and discretion, upon the demonstration of extraordinary circumstances, to (1) approve grants in excess of the TIF Program budgetary caps and/or (2) approve grants in excess of such annual allocations.

Section 5. Modification of TIF Programs. The TIF Programs may be modified by the Commission if it determines by Resolution that an adjustment to the TIF Programs is required and in the best interest of the City.

Section 6. Effect. This Ordinance shall take effect from and after 30 days of its passage by the Commission.

Passed and adopted by the City Commission of the City of Great Falls, Montana, on this 6th day of July, 2021.

\_\_\_\_\_  
Bob Kelly, Mayor

Attest:

\_\_\_\_\_  
Lisa Kunz, City Clerk

APPROVED FOR LEGAL CONTENT:

\_\_\_\_\_  
Sara R. Sexe, City Attorney



# CITY OF GREAT FALLS

## Amended and Restated Downtown Urban Renewal Plan



October 2020

## **Introduction:**

The City of Great Falls has embarked on an ambitious program to revitalize downtown Great Falls. In October 2011 the Great Falls City Commission unanimously adopted the Downtown Master Plan (DMP). Referenced throughout the 2013 Growth Policy Update, the DMP serves as the guiding policy document for downtown. The DMP provides a strategically focused, goal driven “blueprint” for the future growth and development of downtown. The DMP creates a vision and outlines strategies, actions, partnerships and timeframes that will facilitate the re-development of a regional destination.

The 82 strategies within the DMP are each designed to capitalize on downtown’s assets and proactively address downtown’s issues. The strategies all seek to create a downtown that has a balance of amenities, housing and transportation options, goods and services and cultural, entertainment and educational opportunities.

The DMP recommends the creation of an Urban Renewal District that utilizes Tax Increment Financing (TIF) to fund public improvements recommended in the DMP in an effort to revitalize Downtown Great Falls. The proposed Downtown Urban Renewal District (DURP) will be the third urban renewal district established in the City of Great Falls. The Central Place Revitalization Urban Renewal Program, established in 1977, has since expired while the West Bank Urban Renewal District, established in 2006 is currently operational.

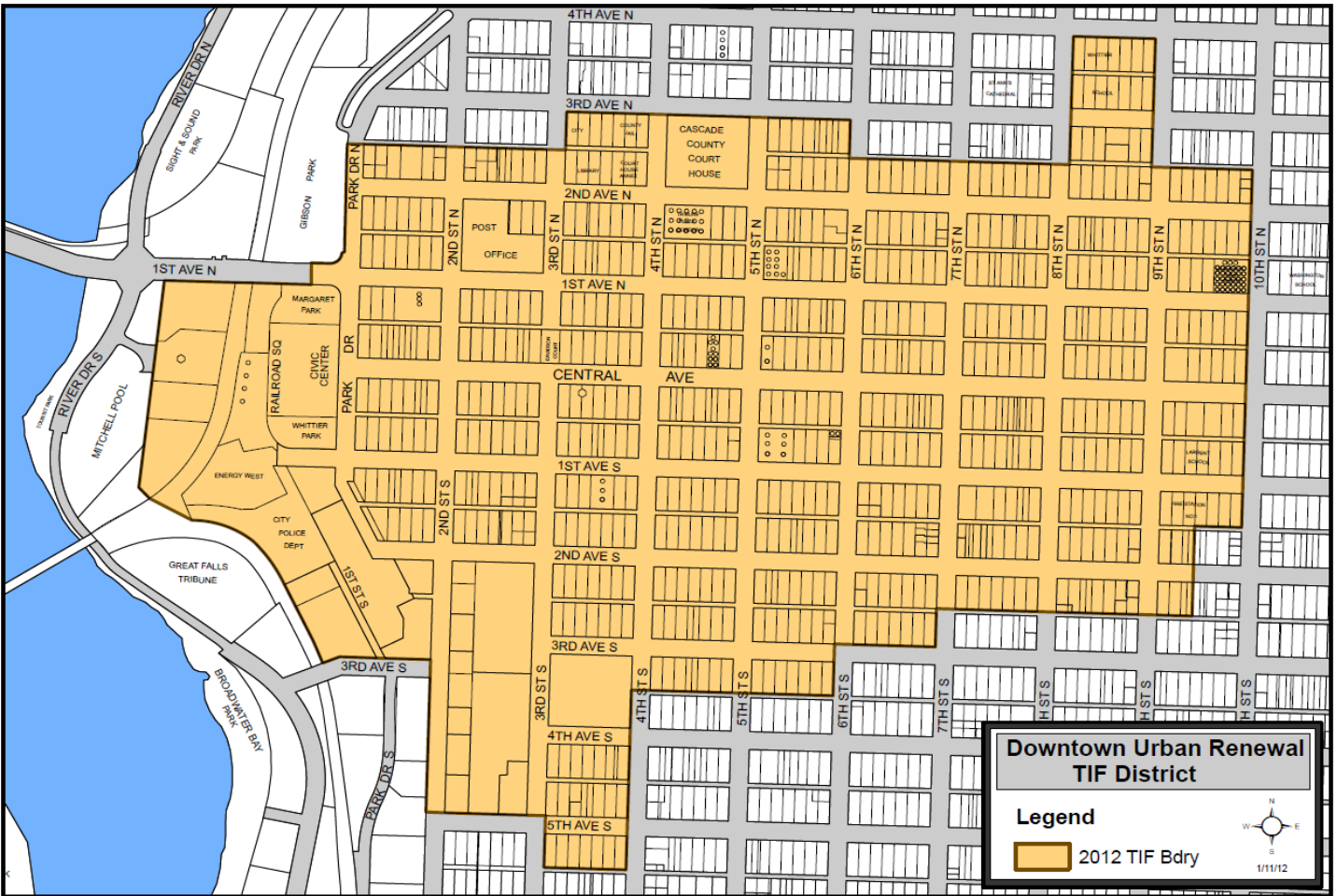
The Downtown Urban Renewal District and TIF funds generated through the improvements to property in the district are anticipated to be the primary funding sources to implement the recommendations of the DMP. Previous urban renewal districts in the City have been successful in redevelopment and revitalization efforts. It is the hope of the City of Great Falls and the Downtown stakeholders that this urban renewal district will yield the same positive results.

# Amended and Restated Downtown Urban Renewal District Plan

## Legal Description of the District:

Beginning at a point that is the southeast corner of Lot 1, Block 11, of the Broadwater Bay Business Park; thence south across 3rd Ave So to the northeast corner of Lot 6, Block 9, of the Broadwater Bay Business Park; thence south along the west right of way line of 2nd St So to a point that is directly west of the southwest corner of Lot 8, of the Amended Plat of Block 453, of the Great Falls Original Townsite (GFOT); Thence east across 2nd St So to the southwest corner of Lot 8, of the Amended Plat of Block 453, of the GFOT; thence east to the southwest corner of Lot 14, Block 452, of the GFOT; thence south to the southwest corner of Lot 1, Block 455, of the GFOT; thence east to the southeast corner of Lot 7, Block 455; of the GFOT; thence north along the west right of line of 4th St S to a point directly west from the southwest corner of Lot 1, Block 420, of the GFOT; thence east across 4th St So to the southwest corner of Lot 1, Block 420, of the GFOT; thence east to the southeast corner of Lot 7, Block 421, of the GFOT; thence north to the southeast corner of Lot 8, Block 413, of the GFOT; thence east across 6th St So to the southwest corner of Lot 14, Block 412, of the GFOT; thence east to the southeast corner of Lot 8, Block 412, of the GFOT; thence north to the southeast corner of Lot 7, Block 412, of the GFOT; thence east to the southwest corner of Lot 1, Block 411, of the GFOT; thence east to the southeast corner of Lot 3, Block 409, of the GFOT; thence north to the southeast corner of Lot 3, Block 376, of the GFOT; thence east to the southeast corner of Lot 7, Block 376, of the GFOT; thence north along the west right of way line of 10th St N to the northeast corner of Lot 8, Block 258, of the GFOT; thence west to the northeast corner of Lot 8, Block 257, of the GFOT; thence north to the northeast corner of Lot 7, Block 242, of the GFOT; thence west to the northwest corner of Lot 1, Blk 242, of the GFOT; thence south to the northwest corner of Lot 14, Blk 257, of the GFOT; thence west to the northeast corner of Lot 8, Blk 254, of the GFOT; thence north to the northeast corner of Lot 7, Blk 254, of the GFOT: thence west to the northwest corner of Lot 1, Blk 252, of the GFOT; thence south to the northwest corner of Lot 14, Blk 252, of the GFOT; thence west to the northwest corner of Lot 13, Blk 250, of the GFOT; thence continuing west to a point that is located on the west right of way of Park Dr N; thence south along the west right of way of Park Dr N to the corner of Park Dr N and 1st Ave N; thence around a curve to the left to a point of tangent thence continuing west eighty feet along the north right of way of 1st Ave N; thence south on a perpendicular line to the south right of way line of 1st Ave N; thence west along the south right of way line of 1st Ave N to the northwest corner of Lot 5, Blk 13, of the Broadwater Bay Business Park Addition (BBBP); thence southwesterly to the southwest corner of Lot 2, Blk 13, of the BBBP; thence southeasterly to the southeast corner of Lot 2, Blk 13, of the BBBP; thence continuing southeasterly to a point that is the intersection of the north railroad right of way line and the westerly boundary of Mark 22A (City of Great Falls Police Department); thence southeasterly along a curve to the right also being the north railroad right of way line to the southwest corner of Lot 1, Blk 12, of the BBBP; thence easterly along the north right of way line of 3rd Ave S to the point of beginning.

## District Boundary



# Amended and Restated Downtown Urban Renewal District Plan

## Determination of Blight:

To establish an Urban Renewal District in Montana, it must be found that conditions of blight are present in the area. Section 7-15-4206 (2) MCA defines blight as “an area that is conducive to ill health, transmission of disease, infant mortality, juvenile delinquency, and crime, that substantially impairs or arrests the sound growth of the city or its environs, that retards the provision of housing accommodations, or that constitutes an economic or social liability or is detrimental or constitutes a menace to the public health, safety, welfare, and morals in its present condition and use, by reason of:

- the substantial physical dilapidation, deterioration, age obsolescence, or defective construction, material, and arrangement of buildings or improvements, whether residential or nonresidential;
- inadequate provision for ventilation, light, proper sanitary facilities, or open spaces as determined by competent appraisers on the basis of an examination of the building standards of the municipality;
- inappropriate or mixed uses of land or buildings;
- high density of population and overcrowding;
- defective or inadequate street layout;
- faulty lot layout in relation to size, adequacy, accessibility, or usefulness;
- excessive land coverage;
- unsanitary or unsafe conditions;
- deterioration of site;
- diversity of ownership;
- tax or special assessment delinquency exceeding the fair value of the land;
- defective or unusual conditions of title;
- improper subdivision or obsolete platting;
- the existence of conditions that endanger life or property by fire or other causes; or
- any combination of the factors listed in this subsection (2).



With the adoption of Resolution 9961, the Great Falls City Commission found that the following conditions of blight are present in the District:

**The substantial physical dilapidation, deterioration, age obsolescence, or defective construction, material, and arrangement of buildings or improvements, whether residential or nonresidential.**

Vacancy, underutilization and a lack of maintenance has led to the substantial physical dilapidation and deterioration of a number of buildings within the district. Not only does this affect the aesthetic character of these buildings, and the district it also produces conditions that are unsafe, unsanitary and not conducive to economic development.



**Inappropriate or mixed uses of land or buildings.**

A large amount of land within the District is currently used as surface parking for automobiles. While a certain amount of parking is necessary to support other uses within the District, surface parking lots are an inefficient use of land in the City's commercial core. This land could potentially be redeveloped as commercial, office, residential or mixed use activities that would improve the vitality of the downtown and increase the taxable value of the District.



The heavy industrial nature of the southwest area of the District is incompatible with the adjacent commercial and retail and residential uses of the area. This area has the potential to be redeveloped in a mixed-use or transitional fashion to provide a key entry corridor into the District.

**Defective or inadequate street layout.**

Three one-way couplets currently traverse through the district. Multiple studies and analyses conducted across the U.S. indicate that downtown access and circulation, customer parking and property values increase when downtown one-ways are restored to two-way streets. The City of Great Falls conducted and completed a study in April 2013, which resulted in the *Downtown Access, Circulation, and Streetscape Plan*. Although it was never adopted, the study is used as a resource and guide for city staff.

A primary intersection within the district - Park Drive and 1st Avenue N - is unsafe and difficult to navigate for pedestrians. Additionally, the configuration of the intersection produces inefficient conditions for automobiles, especially those making turns at high volume portions of the day.

# Amended and Restated Downtown Urban Renewal District Plan

## **Deterioration of site.**

Vacant, underutilized or unmaintained buildings and parcels concentrated within specific areas of the district have created pockets of site deterioration throughout the district. The deterioration of sites has often led private investment and development to move to outlying areas of the City and has also slowed redevelopment and infill efforts downtown. If site deterioration is not addressed, the exodus of commercial and residential development will continue and ultimately lead to further deterioration.

## **The existence of conditions that endanger life or property by fire or other causes.**

A number of buildings in the district are in conditions that could potentially endanger life of property. Multiple factors have contributed to these conditions including fire damage, the use of hazardous construction materials, negligence on behalf of a property owner and extended vacancy among others. Buildings that have reached this condition are often the target of graffiti and other forms of vandalism, leading to further deterioration in the district.

## **Urban Renewal Plan**

The DMP will guide the urban renewal and revitalization efforts within the district. The overall vision of the DMP and the goals, objectives and strategies of the Plan provide a comprehensive framework for the redevelopment of the downtown core. The following table displays the 82 strategies of the DMP and additional project priorities, with associated timelines, categories and partner organizations.



Strategy	Partners	Timeframe	Category
<b>1. CONNECTED:</b>			
<b>1. Improve pedestrian connectivity and safety Downtown.</b>			
a. Ensure streetscape improvements are designed to enhance pedestrian safety and pleasure by providing sufficient space for pedestrian needs and uses.	CofGF (P&CD, PW)	Short	Regulatory Framework
b. Develop public/private partnerships to ensure Downtown is safe, clean and accessible for all users.	CofGF, DAA (Safety team)	Immediate	Program
c. Identify, prioritize and correct accessibility barriers to sidewalks, curbs, pedestrian signals and other pedestrian facilities.	CofGF (P&CD, PW) Accessibility group	Short	Program
<b>2. Develop a comprehensive Downtown bicycle network to connect into a city-wide system.</b>			
a. Prepare a complete streets policy to guide roadway construction and rehabilitation.	CofGF, GFGF, GFBC	Immediate	Regulatory Framework
b. Update the bikeway chapter of the Long Range Transportation Plan, including prioritization of improvements and routes for implementation.	CofGF (P&CD, P&R), GFBC, RTI, TWG	Short	Regulatory Framework
c. Improve and expand bicycle connections to the River's Edge Trail through signage and routes.	CofGF (P&CD, P&R), GFBC, RTI, TWG	Short	Capital Improvement
d. Ensure that bike routes link and connect neighborhoods, employment centers, amenities and destinations.	CofGF (P&CD), GFBC, RTI	Short	Regulatory Framework
e. Develop public education and marketing programs to maximize the use of the bicycle network.	RTI, GFBC	Short	Program
<b>3. Reduce or eliminate Downtown one-ways.</b>			
a. Conduct a one-way conversion plan to help facilitate an environment that is pedestrian and retail friendly, improves local circulation, and increase access to Downtown businesses.	CofGF (P&CD, PW), MDT	Medium	Program
b. Effectively communicate the costs and benefits of one-way conversions to all stakeholders.	CofGF, DAA (BID, DGFA)	Medium	Program
c. Develop roadway and streetscape design standards to further the intended benefits of one-way conversions for all users.	CofGF	Medium	Regulatory Framework
<b>4. Improve connectivity to the Missouri River, River's Edge Trail, and Gibson Park for bicycles and pedestrians.</b>			
a. Improve the attractiveness and enhance the visibility of railroad crossings and underpass tunnels that connect Downtown to the Missouri River, River's Edge Trail and Gibson Park.	CofGF (P&CD, PW, P&R), RTI	Medium	Capital Improvement
b. Identify locations and develop design options to develop an additional separated grade bike and pedestrian crossing of railroad tracks.	CofGF (P&CD, PW, P&R), RTI	Long	Capital Improvement
c. Utilize signage, pathways and striping to provide pedestrians and bicyclists with safe and efficient connections between Downtown and the surrounding neighborhoods.	CofGF (P&CD, PW), RTI, TWG	Short	Capital Improvement
<b>5. Develop a comprehensive Downtown wayfinding system.</b>			
a. Develop a comprehensive wayfinding program.	CofGF, DAA (GFDA), Private Business	Short	Capital Improvement



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b. Supplement proposed wayfinding program with printed maps and brochures, digital and audio tours and websites and apps to guide visitors throughout Downtown.	CofGF (P&CD), HPAC, CVB, TBID	Medium	Program
c. Incorporate a series of named or themed pathways that connect Downtown amenities and destinations.	CofGF (P&CD), HPAC, CVB, TBID	Long	Capital Improvement
<b>6. Optimize Downtown parking for all stakeholders.</b>			
a. Conduct a comprehensive parking study to guide Downtown parking program.	CofGF (P&CD)	Short	Regulatory Framework
b. Improve bicycle parking facilities Downtown.	CofGF (P&CD, PW), GFBC, BID, private business	Short	Capital Improvement
<b>7. Expand the use of public transit Downtown.</b>			
a. Promote the use of transit for Downtown specific events.	GFTD, DGFA	Short	Program
b. Encourage expanded partnership between the Great Falls Transit District and Great Falls Public Schools to promote transit usage to reach Downtown events and activities.	GFTD, GFPS, DAA (DGFA)	Short	Program
c. Encourage Downtown businesses to work with the Great Falls Transit District to provide subsidized bus passes for employees as an alternative to Downtown parking.	DGFA, BID, GFTD, Private Business	Short	Program

**DESTINATION:**

**1. Market Downtown's entertainment, culture, shopping and dining.**

a. Continue to actively cross-promote and package Downtown's entertainment, culture, shopping and dining facilities with Downtown events.	MT, MEC, DGFA	On-going	Program
b. Work with various groups and organizations including the Convention and Visitors Bureau, Tourism BID, Montana Expo Park and Airport Authority to promote Downtown as a tourism and convention destination to the region and Canada.	DAA (CVB, TBID), MTEP, GFIA	Short	Program
c. Develop a comprehensive and coordinated Downtown marketing campaign utilizing print, radio, television and social media.	DAA (all), TA	Immediate	Program

**2. Promote a broad range of family friendly entertainment and recreational opportunities and activities Downtown.**

a. Review existing Downtown events and add free or low cost activities that engage a variety of age groups including: families, teens, young adults and older adults.	CofGF (P&R), DGFA	Short	Program
b. Promote new and exciting events in Downtown's parks, pools and recreational facilities that attract families with young children.	CofGF (P&R), DGFA	Short	Program
c. Encourage Downtown organizations and facilities to establish programs for parents to drop children off while they utilize Downtown's shopping and amenities.	Private Business, DGFA, Museum Group	Short	Program

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

a. Actively pursue the development of a Downtown boutique hotel to provide quality lodging and amenities for Downtown visitors.	DAA (GFDA, CofGF), Private Business	Medium	Site Specific
b. Develop programs and events that provide opportunities for people to remain in and visit Downtown in the evening and on the weekend.	DAA (DGFA), CofGF (P&R)	Short	Program
c. Actively recruit an already successful restaurant to relocate or expand into Downtown.	GFDA, BID, DGFA	Short	Program

d. Work with existing restaurant and bar/tavern owners to identify, develop and promote a Downtown Dining District.	DGFA, TA, DAA (all)	Medium	Program
e. Market Downtown’s amenities and activities to current employers and employees to encourage the workforce to stay Downtown after business hours.	DAA (DGFA), TA, Restaurant owners	Immediate	Program
f. Create a year-round public market / food and arts incubator that would cater to residents, employees and visitors.	GFDA, DGFA, CofGF	Medium	Site Specific

**4. Increase the utilization of the Convention Center and Mansfield Center for the Performing Arts (Mansfield).**

a. Develop public/private partnerships to package the facilities at the Civic Center and Mansfield with catering and dining services and lodging facilities to enhance the attractiveness of Downtown as a convention destination.	CVB, TBID, MCPA	Medium	Program
b. Enhance partnerships with entertainment promoters to utilize the Mansfield as a concert venue.	MCPA	Short	Program
c. Educate potential users of the Civic Center and Mansfield about the opportunities available at the facility, policies and prices.	MCPA	Immediate	Program

**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.	CofGF, DAA (all), Private Business	Immediate	Regulatory Framework
b. Establish a Downtown TIF and associated Urban Renewal Plan district to fund Downtown projects, improvements and organizational management.	CofGF, GFPS, CC	Immediate	Regulatory Framework
c. Update zoning and land use regulations to support recommendations of the Plan.	CofGF (P&CD)	Short	Regulatory Framework

**2. Improve the public realm to provide a safe, attractive and welcoming environment.**

a. Encourage a partnership between Downtown organizations and stakeholders and the City Police Department to ensure a clean and safe environment.	DAA (W&S), GFDP	Short	Program
b. Establish a volunteer based Downtown clean-up day and/or program.	DAA (W&S)	Short	Program
c. Increase street level vitality by encouraging the active use of ground floor space in the Downtown core.	CofGF (P&CD), BID, DGFA	Short	Regulatory Framework

**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.	GFDA, CofGF	Short	Program
b. Utilize GFDA’s business attraction and retention resources to leverage Downtown business investment.	GFDA	Immediate	Program

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

a. Establish a mentor program to pair new entrepreneurs with successful Downtown business owners.	DGFA, BID, GFDA	Short	Program
b. Utilize national research and trends to identify and attract “Downtown friendly” retailers.	GFDA, BID, NW	Short	Program

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c. Conduct a Downtown market analysis to guide commercial and retail development.	GFDA, BID, DGFA	Medium	Program
d. Provide existing business owners with market research and technical and financial assistance.	CofGF, GFDA, DGFA, BID	Medium	Program
e. Conduct a Downtown business and building inventory to establish and maintain an accurate database of what is currently located Downtown and what opportunities exist for business expansion, attraction and relocation.	CofGF (P&CD), BID, DGFA	Immediate	Program
<b>5. Attract a diverse mix of visual and performing artists to live and work Downtown.</b>			
a. Revive and support the Great Falls Arts Council to develop and promote arts programs, events and education.	CofGF, DAA (all)	Short	Regulatory Framework
b. Encourage the development of lofts, studios and live/work spaces in vacant or underutilized buildings to attract artists to Downtown and increase arts and culture activity.	CofGF (P&CD), DAA (GFCC, GFDA)	Medium	Program
c. Develop a roster of visual and performing artists and craftsperson's living in and around Great Falls to utilize for Downtown programs and events.	DGFA	Short	Program
d. Capitalize on the success of Western Art Week by drawing visitors to Downtown galleries, shops and restaurants.	DAA (GFCC)	Immediate	Program
e. Continue to promote Downtown art galleries and artists through events such as the First Friday Art Walk.	DAA (DGFA)	Immediate	Program

## 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.	NW, CofGF (P&CD)	Short	Regulatory Framework
b. Evaluate zoning and land use regulations to ensure policies allow for and encourage Downtown housing in the form of rehabilitation and preservation of existing buildings, infill development and new construction.	CofGF (P&CD)	Short	Regulatory Framework
c. Conduct a Downtown housing inventory to establish and maintain an accurate database of housing and property available for rent, ownership, and/or rehab.	NW, W&S, CofGF (P&CD)	Short	Program

### 2. Ensure existing housing is safe and attractive.

a. Actively monitor the condition of existing housing and enforce the City's Property Maintenance Code.	CofGF (P&CD), W&S	On-going	Program
b. Promote and utilize the City of Great Falls Housing Rehab Loan program and Neighborworks Great Falls programs to enhance existing homes and rental properties.	CofGF, NWGF	On-going	Program
c. Develop a volunteer based residential improvement plan to ensure Downtown neighborhoods are clean and safe.	W&S, NC	Short	Program

### 3. Attract private investment and financing for Downtown housing.

a. Create new and promote existing incentive programs to encourage residential development.	NW, CofGF	Short	Program
b. Prepare a housing market study to assist developers, lending institutions and private property owners in developing Downtown housing.	Realtors, HBA, NW, GFDA	Short	Program
c. Establish a clearinghouse and/or database of residential financing options and incentives.	Realtors, HBA, NW, GFDA	Short	Program

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

a. Survey Downtown residents and utilize national research to identify neighborhood based commercial, retail and services that are missing Downtown.	NW, NC	Immediate	Program
b. Encourage mixed-use development that places residents within close proximity to commercial activities.	CofGF (P&CD)	Short	Regulatory Framework

**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.	CofGF, HPAC	Immediate	Program
b. Educate current property owners and developers of the funding programs available to make improvements to the Downtown buildings.	HPAC, DAA (BID)	Immediate	Program
c. Establish a technical assistance and incentive program to encourage the adaptive re-use, rehabilitation and preservation of historic buildings and sites.	CofGF, HPAC	On-going	Program

**2. Increase the number and diversity of public spaces Downtown.**

a. Actively pursue the development of an indoor/outdoor community gathering space to host activities and events and attract residents, employees and visitors throughout the year.	CofGF, Private Business	Short	Site Specific
b. Encourage diversity in the form and function of Downtown parks, plazas and gathering spaces.	CofGF (P&CD, P&R)	Medium	Regulatory Framework
c. Explore the feasibility of developing rooftop green spaces.	CofGF (P&CD, PW), Private business	Medium	Regulatory Framework

**3. Promote quality design and construction in Downtown’s built environment.**

a. Develop design guidelines to enhance the character of Downtown through the quality design and construction of Downtown’s built environment.	CofGF, DAA (all)	Short	Regulatory Framework
b. Evaluate the function, authority and scope of the City’s Design Review Board to ensure aesthetic goals of the Plan are achieved.	CofGF	Short	Regulatory Framework

**4. Create attractive gateway design features that welcome residents and visitors to downtown.**

a. Identify priority entrances into Downtown to construct gateway design features.	CofGF (P&CD, P&R), GFDA	Short	Capital Improvements
b. Establish a program to encourage community and/or service groups, private businesses and other stakeholders to “sponsor” the construction of gateway features.	DAA (all)	Short	Capital Improvements

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<b>5. Expand and enhance the existing downtown streetscape.</b>			
a. Develop a comprehensive Downtown streetscape plan that prioritizes future improvements and builds upon the existing streetscape.	CofGF (P&CD, PW)	Short	Regulatory Framework
b. Ensure streetscape improvements are implemented in coordination with the construction of gateway design features.	CofGF (P&CD)	Short	Regulatory Framework
c. Work with the City Forester to establish tree planting programs throughout Downtown.	DAA (BID), NC	Short	Program
<b>6. Actively pursue the preservation and rehabilitation of the Rocky Mountain Building.</b>			
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.	CofGF (P&CD), DAA (all)	On-going	Program
b. Encourage the current building owners to move forward with restoration improvements before weathering and damage continue to a point where rehabilitation is no longer feasible.	CofGF (P&CD), DAA (all)	On-going	Program
<b>7. Actively pursue the preservation and rehabilitation of the Civic Center.</b>			
a. Fund and complete the Civic Center façade renovation project.	CofGF	Immediate	Capital Improvement
b. Identify and complete rehabilitation projects within the Civic Center property including, but not limited to, landscape and asphalt restoration.	CofGF	On-going	Capital Improvement
c. Determine and complete preservation projects within the Mansfield Center for the Performing Arts including, but not limited to, seat and architectural	CofGF	On-going	Capital Improvement
d. Identify and complete rehabilitation projects within the Convention Center including, but not limited to, upgrading lighting and architectural features	CofGF	On-going	Capital Improvement

## **Funding and Administration:**

Tax Increment Financing (TIF) is necessary to encourage private reinvestment within the District, create employment opportunities, implement the goals set forth in this plan and increase the tax base of the District. The Downtown Urban Renewal District is hereby established as a tax increment financing urban renewal area in accordance with 7-15-4282-4292 and 4301-4324 (MCA).

For the purpose of calculating the incremental taxable value each year for the life of the district, the base taxable value shall be calculated as current base taxable value of the district as of January 1, 2012.

### **Administration**

The District will be administered in accordance with 7-15-4232 (MCA). The Great Falls City Commission has the authority to administer and manage the District and the implementation of the DURP. Under 7-15-4232 (MCA) the City Commission may authorize a City Department to manage the program and implement the recommendation of the DURP. It is envisioned that the Commission will receive recommendations and input from the Planning and Community Development Department in partnership with the Downtown Partnership of Great Falls (the Partnership).

Planning and Community Development Staff will work with the Partnership to prepare an annual District work plan and budget, which the Partnership will submit to the City Commission for consideration and adoption. The work plan will list the activities and cost of activities for the coming fiscal years and a method of financing those activities. The Partnership will enter into an Memorandum of Understanding (MOU) or other form of agreement that outlines the roles and responsibilities of this group in relation to the District.

The Planning and Community Development Department will provide initial staffing to assist the Partnership in preparing the annual District work plan and budget, preparing and presenting annual reports to the City Commission, and coordinating the review of proposed projects and development requesting TIF funding. It is anticipated that TIF moneys will be used in the future to fund a permanent staff position.

Planning and Community Development Staff will provide to the City Commission and the public an annual program evaluation as part of the annual report.

# Amended and Restated Downtown Urban Renewal District Plan

## Conformity with the Growth Policy

The establishment of the Partnership and the Downtown TIF are both direct recommendations of the Downtown Master Plan. Additionally, specific themes, goals and policies of the City's Growth Policy (displayed below) are supported by recommendations contained within the DURP.

- Encourage livable, walkable, visually and functionally cohesive neighborhoods that incorporate traditional design concepts (Land Use pg. 20).
- Formulate and adopt modern, flexible land development regulations in order to preserve and enhance the scale, quality, and character of existing neighborhoods (Land Use pg. 21).
- Encourage mixed land uses in new and redeveloping areas to achieve a high degree of self-containment, reduce auto dependence, and foster a strong live-work-play pattern of activity within neighborhoods (Land Use pg. 22).
- Encourage preservation of corridors of land for non-motorized transportation routes/trails and provide public investment for non-motorized transportation facilities (Land Use pg. 22).
- Review existing zoning to ensure it is consistent with neighborhood objectives, and pursue rezoning of areas where conflicts are found (Land Use pg. 23).
- Increase code enforcement activity in order to help protect neighborhoods from decay, decline and disinvestment (Land Use pg. 23).
- Allow for compatible, small-scale commercial uses that support existing neighborhoods and reduce dependence on automobile travel (Land Use pg. 24).
- Encourage public investment in parks and schools that are neighborhood focal points, consistent with the Comprehensive Park and Recreation Master Plan (Land Use pg. 25).
- Proactively direct development through public investment in infrastructure (Land Use pg. 28).

## Amendment of the DURP

The DURP may be modified at any time by the City Commission as necessary to eliminate and prevent the development or spread of blight and to encourage urban rehabilitation. The process for plan amendment shall be consistent with the procedures outlined in 7-15-4212 - 4219 (MCA).

**Conclusion:**

The City of Great Falls Downtown Master Plan recommends the establishment of an Urban Renewal District that utilizes TIF funding to revitalize and rehab downtown. The Plan provides an ambitious yet obtainable framework of goals, objectives and strategies that are intended to transition this area from its current condition to a vibrant and thriving destination. The Downtown Urban Renewal District has tremendous potential to re-emerge as the commercial, cultural and entertainment center of Great Falls.



# Amended and Restated Downtown Urban Renewal District Plan



**CITY OF GREAT FALLS  
DOWNTOWN URBAN RENEWAL DISTRICT  
FAÇADE IMPROVEMENT PROGRAM**

**IMPORTANT: Costs to be paid with Tax Increment Funds (TIF) may not be incurred by the Applicant prior to funding approval and the satisfaction of any conditions of such approval.**

**INTRODUCTION:**

The Downtown Development Partnership (DDP) advocated for the creation of several programs that would allow developers to utilize TIF for assistance in redevelopment or rehabilitation of private properties within the Downtown Urban Renewal District (District).

Any approved subsidies are in the form of matching funds to private investment, up to a maximum of \$50,000 for permanent Façade Improvements. The Applicant has the sole responsibility to repay any loans used to finance the private portion of the project.

Information on these programs is available through Planning & Community Development at the City of Great Falls (City). Each program targets various conditions and has different criteria that must be addressed through the application process.

The following is a summary of the Façade Improvement Program.

**PROGRAM OBJECTIVES:**

The primary objective of the Façade Improvement Program is the elimination and prevention of blight and the redevelopment of the Downtown core by encouraging voluntary repair of existing commercial property within the District and providing for improvements of the public facing exteriors of buildings in the District.

The intent of the Façade Improvement Program is to improve the urban core and encourage redevelopment and elimination of blight through the use of TIF funds as specified by Montana Urban Renewal Act, Title 7, Chapter 15, Parts 42 and 43, Montana Code Annotated (MCA). Authorization for the City to administer a program such as the Façade Improvement Program can be found in Montana Urban Renewal Act, including:

- 7-15-4206 MCA – Blight – the substantial physical dilapidation, deterioration, age obsolescence, or defective construction, material, and arrangement of building or improvements;
- 7-15-4206 MCA – Rehabilitation – carrying out plans for a program of voluntary or compulsory repair and rehabilitation of buildings or other improvements;
- 7-15-4233 MCA – Powers which may be exercised by an urban renewal agency – to formulate and coordinate a workable program as specified in 7-15-4209; and to prepare plans for carrying out a program of voluntary or compulsory repair and rehabilitation of buildings and improvements;
- 7-15-4209 MCA – a municipality may formulate a workable program for utilizing appropriate private and public resources to encourage needed urban rehabilitation; and
- 7-15-4288 MCA – Costs that may be paid by Tax Increment Financing (TIF) – costs incurred in connection with the redevelopment activities allowed under 7-15-4233.

Authorization for these programs was called for in the Downtown Master Plan under Aesthetics, item 1.c.

Additional objectives are to:

1. Encourage elimination of conditions that could be a serious and growing menace, injurious to public health, safety, and welfare.
2. Encourage private investment in commercial property in the District through the use of public incentives.
3. Stimulate economic and business development within the District by providing safe environments for workers, businesses, and the public.
4. Retain and expand safe employment opportunities through economic development.

The approved funding is given at the discretion of the City based upon review of the Applicant's compliance with program objectives, eligibility requirements, eligible construction activities, and availability of TIF funds.

#### **ELIGIBILITY REQUIREMENTS:**

The following eligibility requirements have been established to accomplish the Façade Improvement Program objectives. These requirements involve the specifics of individual requests for approved funds, and the materials that the Applicant must submit to have a successful application. Application forms may be obtained from the City – Planning and Community Development. Application forms must be completed in their entirety before the project will be considered.

1. For the purposes of the Façade Improvement Program, a "project" is defined as any permanent improvements on public facing exterior surfaces within the District. This could include, but is not limited to, window upgrades/installation, entryways, masonry, installation, and refurbishment or major overhaul of permanent overhangs
2. Matching funds for the subsidy may total up to fifty percent (50%) of the project's eligible expenses.
3. The maximum aggregate limit of TIF funds granted through the Façade Improvement Program by the City on any one project is \$50,000.
4. The maximum aggregate limit of TIF funds granted through the TIF Programs by the City on any one project is \$80,000.
5. The maximum aggregate limit of TIF funds granted through the TIF Programs by the City on any one parcel is \$80,000 over a fifteen (15) year period.
6. The maximum aggregate limit of TIF funds granted through the TIF Programs by the City in any one fiscal year is \$500,000; provided that TIF funds granted in a fiscal year may be disbursed in a subsequent fiscal year.
7. Notwithstanding anything herein to the contrary, the City Commission reserves the right and discretion, upon the demonstration of extraordinary circumstances, to approve grants in excess of the above referenced aggregate limits.
8. All applications will be reviewed in the order in which they are received by the City.
9. All commercial property within the District is eligible for the Façade Improvement Program, with the exception of publicly owned buildings. For the purposes of the Façade Improvement Program, residential properties with four or more units will be considered commercial properties.

10. All property taxes, special improvement district assessments, and other assessments on the project property must be paid to date. Evidence of payment in the form of a tax receipt is required and must be submitted with the application.
11. Documentation from architects or engineers licensed to practice in Montana will be accepted if their analysis and plans are verified in writing. In addition, a listing of the construction materials, project elements, and a rendering of the proposed project may also be required.
12. If approved for TIF funds, the Applicant is required to follow requirements for public construction contracts as it pertains to payment, competitive bidding and standard prevailing rate of wages. All expenditures must be itemized by materials and labor, and construction estimates must be obtained from licensed and bonded contractors and submitted with the application. Receipts, or invoices marked as paid by the contractor or vendor or comparable documentation will be required for all work undertaken on eligible project improvements prior to reimbursement being approved.
13. All plans, materials, construction techniques and the completed project are subject to inspection and verification by City personnel.
14. If any one of these requirements are not met TIF funding may be withheld.
15. The Office Planning & Community Development will review Applications and determine eligibility for TIF subsidies and project reimbursements.

**ELIGIBLE ACTIVITIES:**

**IMPORTANT:** All construction undertaken pursuant to the Façade Improvement Program must be in accordance with a design that has been reviewed and approved by City Building Officials to ensure compliance with program objectives, design criteria and City Code compliance. The Applicant must also obtain all applicable permits and comply with all municipal ordinances and applicable building codes.

The Façade Improvement Program was created to encourage voluntary repair of existing commercial property within the District and provide for improvements of public facing exteriors of the buildings in the District. All applications must meet these specific criteria to be eligible for TIF funds subsidy, if applicable.

Eligible activities include, but are not limited to the following:

1. Installation, construction, or significant permanent improvements to include replacement of public facing exterior surfaces including, but not limited to, window upgrades/installation, entryways, masonry, installation, and refurbishment or major overhaul of permanent overhangs.
2. All improvements covered by the Façade Improvement Program must be of a permanent nature.
3. Architectural/engineering assistance and design fees are eligible expenses. All fees and permit charges must be itemized, and receipts provided.
4. The following are ineligible activities for funding through the Façade Improvement program:
  - a. Improvements that are not of a permanent nature;
  - b. Routine maintenance or repair of window casings, entryways, or permanent overhangs;
  - c. Corrections of structural deficiencies of the building;
  - d. Fines or charges levied against the property for any reason; and
  - e. Work initiated prior to necessary program approvals.

**PLEASE NOTE:** Items ineligible for assistance under the Façade Improvement Program may be eligible under other TIF Programs offered by the City. An Applicant may submit an application for or be concurrently involved in those programs, subject to the caps set forth above. Items listed in the application for TIF assistance will be reviewed by the City to determine the appropriate program or programs they may fall under. All applications are evaluated on a case-by-case basis. The City shall have sole discretion with respect to the administration of TIF funds under the Façade Improvement Program and the other programs and the submission of application materials by an Applicant shall in no way result in any entitlement by such Applicant to any TIF funds under the Façade Improvement Program and the other programs unless and until awarded by the City and then only upon satisfaction of all pre-requisites established by the City for receipt of TIF funds.

#### **APPLICANT RESPONSIBILITIES:**

The Applicant agrees to the following pursuant to the Façade Improvement Program.

1. Applicant completes TIF application and complies with all program requirements. This material is provided to the City for review.
2. In the application process, Applicant provides expected date of completion of the project. If project is not completed by this date, TIF funds obligated may be rescinded.
3. Applicant selects the architect, engineer, and contractors who will participate in the project, complies with competitive bidding and standard prevailing wage requirements, and obtains all permits and necessary approvals from the City associated with the project.
4. If the Applicant finances all or part of the private portion of the project using a lending institution, the Applicant will be solely responsible for all loan repayments and for compliance with all lender requirements.
5. Applicant is solely responsible for the full payment of all material, laborers and subcontractors employed in the project.
6. At the completion of the Project, the Applicant must submit copies of all relevant contractor or vendor invoices, receipts verifying payment. Invoices must be marked as paid by the contractor or vendor.
7. It is the Applicant's responsibility to ensure that the Applicant and all of the Applicant's contractors or sub-contractors have adequate liability and workers compensation insurance for the project.
8. Applicant agrees to protect, indemnify, defend, and save harmless the City against and from any and all claims, liabilities, demands, causes of action, judgments (with any costs and fees that might be awarded), attorney's fees, and losses to the City arising in favor of or asserted by any person or entity on account of personal injury, death or damage to property arising out of, in connection with, or incidental to the negligence or willful misconduct of Applicant, or its agents or employees related to the activities under the Façade Improvement Program.

#### **CITY RESPONSIBILITIES:**

1. The City provides the Applicant with the Façade Improvement Program application.
2. The City reviews the application and determines which activities and expenses are eligible.
3. The City evaluates the eligible expenses as they relate to the program objectives and calculates the matching funds subsidy to determine any potential TIF contribution to the project.
4. The City notifies the Applicant of project approval.

5. The City closes out the application upon satisfactory completion of the project:
  - a. Inspection of the project for completeness and compliance to design submitted in the application.
  - b. Reviews lien waivers from contractors, subcontractors, and vendors.
  - c. Reviews paid invoices and/or prevailing wage payroll certification from contractors and vendors.
  - d. Processes claim for payment.
6. The City has absolutely no responsibility for payment of any Applicant's material, laborers, or contractors.
7. The City shall have no civil liability for any damages or claims arising from any of the Applicant's undertakings.

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**CITY OF GREAT FALLS  
DOWNTOWN URBAN RENEWAL DISTRICT  
LIFE-SAFETY CODE COMPLIANCE PROGRAM**

**IMPORTANT: Costs to be paid with Tax Increment Funds (TIF) may not be incurred by the Applicant prior to funding approval and the satisfaction of any conditions of such approval.**

**INTRODUCTION:**

The Downtown Development Partnership (DDP) advocated for the creation of several programs that would allow developers to utilize TIF for assistance in redevelopment or rehabilitation of private properties within the Downtown Urban Renewal District (District).

Any approved subsidies are in the form of matching funds to private investment, up to a maximum of \$25,000, to correct existing Life-Safety Code violations. The Applicant has the sole responsibility to repay any loans used to finance the private portion of the project.

Information on these programs is available through Planning & Community Development at the City of Great Falls (City). Each program targets various conditions and has different criteria that must be addressed through the application process.

The following is a summary of the Life-Safety Code Compliance Program (CCP).

**PROGRAM OBJECTIVES:**

The primary objective of the CCP is the elimination and prevention of blight and the redevelopment of the Downtown core by encouraging voluntary repair of existing commercial property within the District and providing for improvements to correct existing Life-Safety Code violations.

The intent of the CCP is to improve the urban core and encourage redevelopment and elimination of blight through the use of TIF funds as specified by Montana Urban Renewal Act, Title 7, Chapter 15, Parts 42 and 43, Montana Code Annotated (MCA). Authorization for the City to administer a program such as the CCP can be found in the Montana Urban Renewal Act, including:

- 7-15-4206 MCA – Blight – the substantial physical dilapidation, deterioration, age obsolescence, or defective construction, material, and arrangement of building or improvements; and unsanitary or unsafe conditions;
- 7-15-4206 MCA – Rehabilitation – carrying out plans for a program of voluntary or compulsory repair and rehabilitation of buildings or other improvements;
- 7-15-4233 MCA – Powers which may be exercised by an urban renewal agency – to formulate and coordinate a workable program as specified in 7-15-4209; and to prepare plans for carrying out a program of voluntary or compulsory repair and rehabilitation of buildings and improvements;;
- 7-15-4209 MCA – a municipality may formulate a workable program for utilizing appropriate private and public resources to encourage needed urban rehabilitation; and
- 7-15-4288 MCA – Costs that may be paid by Tax Increment Financing (TIF) – costs incurred in connection with the redevelopment activities allowed under 7-15-4233.

Authorization for these programs was called for in the Downtown Master Plan, under Aesthetics, item 1.c. Additional objectives are to:

1. Encourage elimination of conditions that could be a serious and growing menace, injurious to public health, safety, and welfare.
2. Encourage private investment in commercial property in the District through the use of public incentives.
3. Stimulate economic and business development within the District by providing safe environments for workers, businesses, and the public.
4. Retain and expand safe employment opportunities through economic development.

The approved funding is given at the discretion of the City based upon review of the Applicant's compliance with program objectives, eligibility requirements, eligible construction activities and availability of TIF funds.

### **ELIGIBILITY REQUIREMENTS:**

The following eligibility requirements have been established to accomplish CCP objectives. These requirements involve the specifics of individual requests for approved funds, and the materials that the Applicant must submit to have a successful application. Application forms may be obtained from the City – Planning and Community Development. Application forms must be completed in their entirety before the project will be considered.

1. For the purposes of the CCP, a "project" is defined as the remedial actions with respect to existing Life Safety Code violations per building on commercial properties located within the District.
2. Matching funds for the subsidy may total up to fifty percent (50%) of the project's eligible expenses.
3. The maximum aggregate limit of TIF funds granted through the CCP by the City on any one project is \$25,000.
4. The maximum aggregate limit of TIF funds granted through the TIF Programs by the City on any one project is \$80,000.
5. The maximum aggregate limit of TIF funds granted through the TIF Programs by the City on any one parcel is \$80,000 over a fifteen (15) year period.
6. The maximum aggregate limit of TIF funds granted through the TIF Programs by the City in any one fiscal year is \$500,000; provided that TIF funds granted in a fiscal year may be disbursed in a subsequent fiscal year.
7. Notwithstanding anything herein to the contrary, the City Commission reserves the right and discretion, upon the demonstration of extraordinary circumstances, to approve grants in excess of the above referenced aggregate limits.
8. All applications will be reviewed in the order in which they are received by the City.
9. All commercial property within the District is eligible for the CCP, with the exception of publicly owned buildings. For the purposes of the CCP, residential properties with four or more units will be considered commercial properties.
10. All property taxes, special improvement district assessments, and other assessments on the project property must be paid to date. Evidence of payment in the form of a tax receipt is required and must be submitted with the application.
11. Documentation from architects or engineers licensed to practice in Montana will be accepted if their analysis and plans are verified in writing. In addition, a listing of the construction materials, project elements, and a rendering of the proposed project may also be required.



12. If approved for TIF funds, the Applicant is required to follow requirements for public construction contracts as it pertains to payment, competitive bidding, and standard prevailing rate of wages. All expenditures must be itemized by materials and labor, and construction estimates must be obtained from licensed and bonded contractors and submitted with the application. Receipts, or invoices marked as paid by the contractor or vendor or comparable documentation will be required for all work undertaken on eligible project improvements prior to reimbursement being approved.
13. All plans, materials, construction techniques and the completed project are subject to inspection and verification by City personnel.
14. If any one of these requirements are not met TIF funding may be withheld.
15. The Office Planning & Community Development will review Applications and determine eligibility for TIF subsidies and project reimbursements.

**ELIGIBLE ACTIVITIES:**

**IMPORTANT:** All construction undertaken pursuant to the CCP must be in accordance with a design that has been reviewed and approved by City Building Officials or Fire Code Officials to ensure compliance with program objectives, design criteria and Life-Safety Code compliance. The Applicant must also obtain all applicable permits and comply with all municipal ordinances and applicable building codes.

The CCP is designed to address existing Life-Safety Code violations on existing commercial properties, which may endanger occupants, visitors, or the public. All applications must address resolution of documented Code violations to be eligible for TIF funds subsidy, and the project must result in the resolution of such Code violations in order to be eligible for reimbursement.

Eligible activities include, but are not limited to the following:

1. Installation, construction, or significant improvement including, but not limited to, required emergency exits, fire suppression systems, fire escapes, fire detection and alarm systems, protection of open stairways, stairway shafts and/or other exit enclosures, and provision of fire-rated door, floor, ceiling and/or wall assemblies.
2. Installation, construction, or significant improvement in regard to ADA compliance including, but not limited to, installation of ADA compliant doorways, restrooms, or ramps.
3. Installation, construction, or significant improvement including, but not limited to, elevator installation.
4. All improvements covered by the CCP must be of a permanent nature.
5. Architectural/engineering assistance and design fees are eligible expenses. All fees and permit charges must be itemized, and receipts provided.
6. The following are ineligible activities for funding through the CCP:
  - a. Utility connections or replacement other than those which may be directly required by the installation of eligible item(s) such as fire suppression water connections;
  - b. Improvements or upgrades to existing electrical or plumbing systems other than those directly required by installation of an eligible item(s);
  - c. Corrections of structural deficiencies of the building;
  - d. Fines or charges levied against the property for any code violations;
  - e. Work initiated prior to necessary program approvals.

**PLEASE NOTE:** Items ineligible for assistance under the CCP may be eligible under other TIF Programs offered by the City. An Applicant may submit an application for or be concurrently

involved in those programs, subject to the caps set forth above. Items listed in the application for TIF assistance will be reviewed by the City to determine the appropriate program or programs they may fall under. All applications are evaluated on a case-by-case basis. The City shall have sole discretion with respect to the administration of TIF funds under the CCP and other programs and the submission of applications materials by an Applicant shall in no way result in any entitlement by such Applicant to any TIF funds under the CCP or other programs unless and until awarded by the City and then only upon satisfaction of all pre-requisites established by the City for receipt of TIF funds.

### **APPLICANT RESPONSIBILITIES:**

The Applicant agrees to the following pursuant to the CCP.

1. Applicant completes TIF application and complies with all program requirements. This material is provided to the City for review.
2. In the application process, Applicant provides expected date of completion of the project. If project is not completed by this date, TIF funds obligated may be rescinded.
3. Applicant selects the architect, engineer, and contractors who will participate in the project, complies with competitive bidding and standard prevailing wage requirements, and obtains all permits and approvals associated with the project.
4. A letter or Certificate of Occupancy from the relevant City Building Officials or Fire Code Officials stating the work has been completed satisfactorily must be received by the City upon project completion and prior to TIF fund disbursement.
5. If the Applicant finances all or part of the private portion of the project using a lending institution, the Applicant will be solely responsible for all loan repayments and for compliance with all lender requirements.
6. Applicant is solely responsible for the full payment of all material, laborers and subcontractors employed in the project.
7. At the completion of the Project, the Applicant must submit copies of all relevant contractor or vendor invoices, receipts verifying payment. Invoices must be marked as paid by the contractor or vendor.
8. It is the Applicant's responsibility to ensure that the Applicant and all of the Applicant's contractors or sub-contractors have adequate liability and workers compensation insurance for the project.
9. Applicant agrees to protect, indemnify, defend, and save harmless the City against and from any and all claims, liabilities, demands, causes of action, judgments (with any costs and fees that might be awarded), attorney's fees, and losses to the City arising in favor of or asserted by any person or entity on account of personal injury, death or damage to property arising out of, in connection with, or incidental to the negligence or willful misconduct of Applicant, or its agents or employees related to the activities under the CCP.

### **CITY RESPONSIBILITIES**

1. The City provides the Applicant with the Code Compliance Program application.
2. The City reviews the application and determines which activities and expenses are eligible.
3. The City evaluates the eligible expenses as they relate to the program objectives and calculates the matching funds subsidy to determine any potential TIF contribution to the project.
4. The City notifies the Applicant of project approval.
5. The City closes out the application upon satisfactory completion of the project:

- a. Reviews Certificate of Occupancy or other documentation from City Building Officials or Fire Code Officials.
  - b. Inspection of the project for completeness and compliance to design submitted in the application.
  - c. Reviews lien waivers from contractors, subcontractors, and vendors.
  - d. Reviews paid invoices and/or prevailing wage payroll certification from contractors and vendors.
  - e. Processes claim for payment.
6. The City has absolutely no responsibility for payment of any Applicant's material, laborers, or contractors.
  7. The City shall have no civil liability for any damages or claims arising from any of the Applicant's undertakings.

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**CITY OF GREAT FALLS  
DOWNTOWN URBAN RENEWAL DISTRICT  
ENVIRONMENTAL SAFETY PROGRAM**

**IMPORTANT: Costs to be paid with Tax Increment Funds (TIF) may not be incurred by the Applicant prior to funding approval and the satisfaction of any conditions of such approval.**

**INTRODUCTION:**

The Downtown Development Partnership (DDP) advocated for the creation of several programs that would allow developers to utilize TIF for assistance in redevelopment or rehabilitation of private properties within the Downtown Urban Renewal District (District).

Any approved subsidies are in the form of matching funds to private investment, up to a maximum of \$5,000 for Environmental Safety improvements. The Applicant has the sole responsibility to repay any loans used to finance the private portion of the project.

The Environmental Safety Program works toward the elimination of blight based upon the principles of Crime Prevention Through Environmental Design (Environmental Safety) and other safety and security design principles. Environmental Safety is a set of design principles used to discourage crime and promote building security.

Information on these programs is available through Planning & Community Development at the City of Great Falls (City). Each program targets various conditions and has different criteria that must be addressed through the application process.

The following is a summary of the Environmental Safety Program.

**PROGRAM OBJECTIVES:**

The primary objective of the Environmental Safety Program is the elimination and prevention of blight and the redevelopment of the Downtown core by encouraging commercial property and business owners to install measures that provide for safety and security on the exterior of the buildings in the Downtown Urban Renewal District.

The intent of the Environmental Safety Program is to improve the urban core and encourage redevelopment and elimination of blight through the use of TIF funds as specified by Montana Urban Renewal Act, Title 7, Chapter 15, Parts 42 and 43, Montana Code Annotated (MCA). Authorization for the City to administer a program such as the Environmental Safety Program can be found in the Montana Urban Renewal Act, including:

- 7-15-4206 MCA – Blight – the substantial physical dilapidation, deterioration, age obsolescence, or defective construction, material, and arrangement of building or improvements; and unsanitary or unsafe conditions;
- 7-15-4206 MCA – Rehabilitation – carrying out plans for a program of voluntary or compulsory repair and rehabilitation of buildings or other improvements;
- 7-15-4233 MCA – Powers which may be exercised by an urban renewal agency – to formulate and coordinate a workable program as specified in 7-15-4209; and to prepare plans for carrying out a program of voluntary or compulsory repair and rehabilitation of buildings and improvements;

- 7-15-4209 MCA – a municipality may formulate a workable program for utilizing appropriate private and public resources to encourage needed urban rehabilitation; and
- 7-15-4288 MCA – Costs that may be paid by Tax Increment Financing (TIF) – costs incurred in connection with the redevelopment activities allowed under 7-15-4233.

Authorization for these programs was called for in the Downtown Master Plan, under Aesthetics, item 1.c.

Additional objectives are to:

1. Reduce/remove the opportunity for crime to occur in our Downtown core.
2. Prevent crime by designing a physical environment that positively influences human behavior.
3. Promote positive interactions for those frequenting Downtown.
4. Retain and expand safe employment opportunities in our Downtown core.

The approved funding is given at the discretion of the City based upon review of the Applicant's compliance with program objectives, eligibility requirements, eligible construction activities, and availability of TIF funds.

#### **ELIGIBILITY REQUIREMENTS:**

The following eligibility requirements have been established to accomplish the Environmental Safety Program objectives. These requirements involve the specifics of individual requests for approved funds, and the materials that the Applicant must submit to have a successful application. Application forms may be obtained from the City – Planning and Community Development. Application forms must be completed in their entirety before the project will be considered.

1. For the purposes of the Environmental Safety Program, a "project" is defined as installation of specific safety and security measures that consist of exterior lighting and/or security cameras on commercial properties/businesses located within the District.
2. Matching funds for the subsidy may total up to fifty percent (50%) of the project's eligible expenses.
3. The maximum aggregate limit of TIF funds granted through the Environmental Safety Program by the City on any one project is \$5,000.
4. The maximum aggregate limit of TIF funds granted through the TIF Programs by the City on any one project is \$80,000.
5. The maximum aggregate limit of TIF funds granted through the TIF Programs by the City on any one parcel is \$80,000 over a fifteen (15) year period.
6. The maximum aggregate limit of TIF funds granted through the TIF Programs by the City in any one fiscal year is \$500,000; provided that TIF funds granted in a fiscal year may be disbursed in a subsequent fiscal year.
7. Notwithstanding anything herein to the contrary, the City Commission reserves the right and discretion, upon the demonstration of extraordinary circumstances, to approve grants in excess of the above referenced aggregate limits.
8. All applications will be reviewed in the order in which they are received by the City.
9. All commercial property within the District is eligible for the Environmental Safety Program, with the exception of publicly owned buildings. For the purposes of the Environmental Safety Program, residential properties with four or more units will be considered commercial properties.

10. All property taxes, special improvement district assessments, and other assessments on the project property must be paid to date. Evidence of payment in the form of a tax receipt is required and must be submitted with the application.
11. Documentation from architects or engineers licensed to practice in Montana will be accepted if their analysis and plans are verified in writing. In addition, project elements, and a rendering of the proposed project may also be required.
12. If approved for TIF funds, the Applicant is required to follow requirements for public construction contracts as it pertains to payment, competitive bidding and standard prevailing rate of wages. All expenditures must be itemized by materials and labor, and construction estimates must be obtained from licensed and bonded contractors and submitted with the application. Receipts, or invoices marked as paid by the contractor or vendor or comparable documentation will be required for all work undertaken on eligible project improvements prior to reimbursement being approved.
13. All plans, materials, construction techniques and the completed project are subject to inspection and verification by City personnel.
14. If any one of these requirements are not met TIF funding may be withheld.
15. The Office Planning & Community Development will review Applications and determine eligibility for TIF subsidies and project reimbursements.

**ELIGIBLE ACTIVITIES:**

**IMPORTANT:** All construction undertaken pursuant to the Environmental Safety Program must be in accordance with a design that has been reviewed and approved by City Building Officials to ensure compliance with program objectives, design criteria and City Code compliance. The Applicant must also obtain all applicable permits and comply with all municipal ordinances and applicable building codes.

The Environmental Safety Program was created to eliminate blight and encourage redevelopment of the Downtown through the implementation of public safety and security measures of the buildings in the District. All applications must meet these specific criteria to be eligible for TIF funds subsidy, if applicable.

Eligible activities include, but are not limited to the following:

1. Installation of exterior lighting and/or security cameras on the exterior of commercial buildings located within the District.
2. All improvements covered by the Environmental Safety Program must be of a semi-permanent nature.
3. All fees and permit charges must be itemized, and receipts provided.
4. The following are ineligible activities for funding through the Environmental Safety Program:
  - a. Architectural/engineering assistance and design fees;
  - b. Improvements that are not of a semi-permanent nature;
  - c. Fines or charges levied against the property for any reason; and
  - d. Work initiated prior to necessary program approvals.

**PLEASE NOTE:** Items ineligible for assistance under the Environmental Safety Program may be eligible under other TIF Programs offered by the City. An Applicant may submit an application for or be concurrently involved in those programs, subject to the caps set forth above. Items listed in the application for TIF assistance will be reviewed by the City to determine the appropriate program or programs they may fall under. All applications are evaluated on a case-

by-case basis. The City shall have sole discretion with respect to the administration of TIF funds under the Environmental Safety Program and other programs and the submission of applications materials by an Applicant shall in no way result in any entitlement by such Applicant to any TIF funds under the Environmental Safety Program and other programs unless and until awarded by the City and then only upon satisfaction of all pre-requisites established by the City for receipt of TIF funds.

### **APPLICANT RESPONSIBILITIES:**

The Applicant agrees to the following pursuant to the Environmental Safety Program.

1. Applicant completes TIF application and complies with all program requirements. This material is provided to the City for review.
2. In the application process, Applicant provides expected date of completion of the project. If project is not completed by this date, TIF funds obligated may be rescinded.
3. Applicant selects the architect, engineer, and contractors who will participate in the project, complies with competitive bidding and standard prevailing wage requirements and obtains all permits and necessary approvals from the City associated with the project, if applicable.
4. If the Applicant finances all or part of the private portion of the project using a lending institution, the Applicant will be solely responsible for all loan repayments and for compliance with all lender requirements.
5. Applicant is solely responsible for the full payment of all material, laborers and subcontractors employed in the project.
6. At the completion of the Project, the Applicant must submit copies of all relevant contractor or vendor invoices, receipts verifying payment. Invoices must be marked as paid by the contractor or vendor.
7. It is the Applicant's responsibility to ensure that the Applicant and all of the Applicant's contractors or sub-contractors have adequate liability and workers compensation insurance for the project.
8. Applicant is responsible to register security cameras with the Great Falls Police Department.
9. Applicant agrees to protect, indemnify, defend, and save harmless the City against and from any and all claims, liabilities, demands, causes of action, judgments (with any costs and fees that might be awarded), attorney's fees, and losses to the City arising in favor of or asserted by any person or entity on account of personal injury, death or damage to property arising out of, in connection with, or incidental to the negligence or willful misconduct of Applicant, or its agents or employees related to the activities under the Environmental Safety Program.

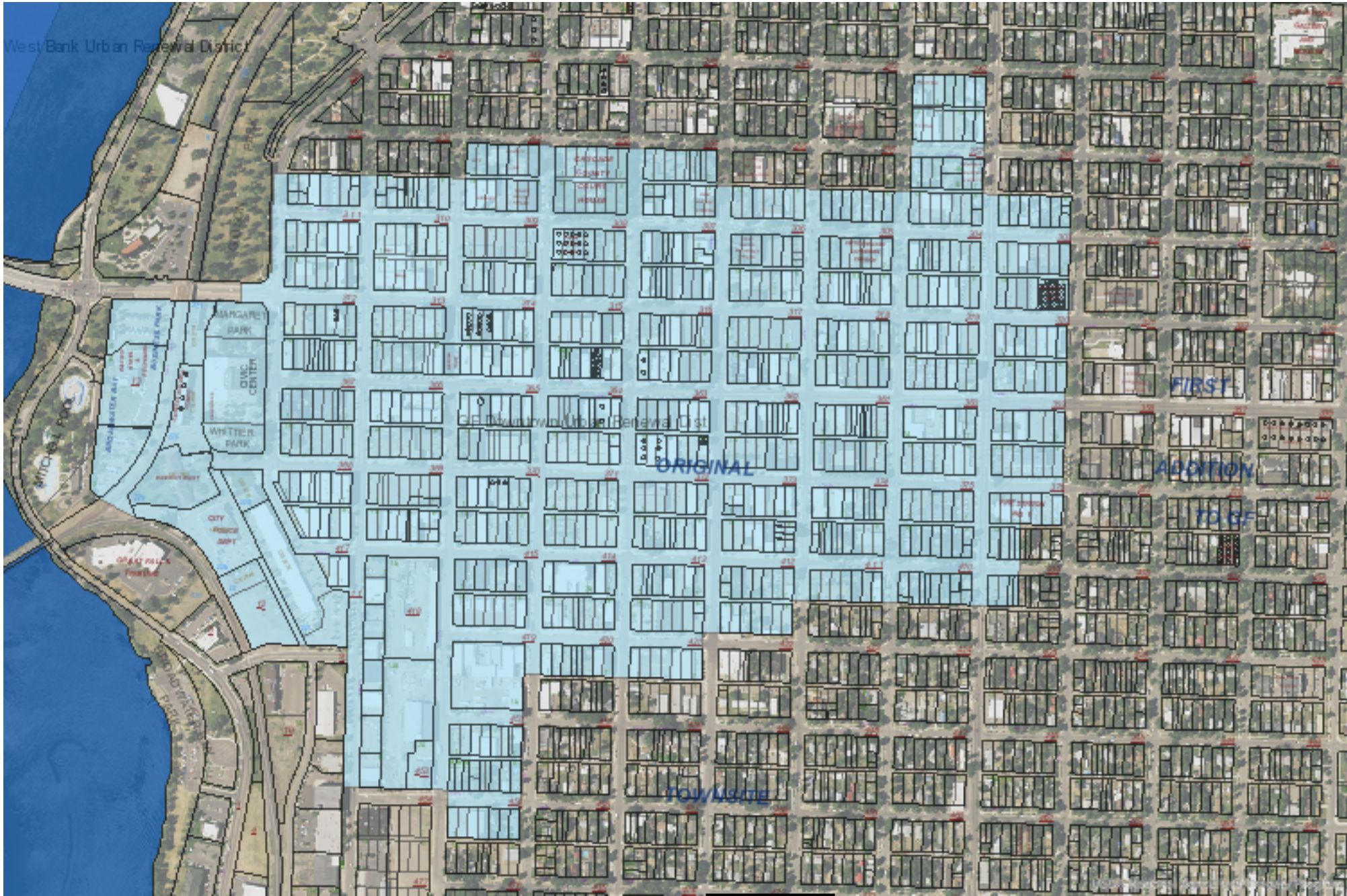
### **CITY RESPONSIBILITIES**

1. The City provides the Applicant with the Environmental Safety Program application.
2. The City reviews the application and determines which activities and expenses are eligible.
3. The City evaluates the eligible expenses as they relate to the program objectives and calculates the matching funds subsidy to determine any potential TIF contribution to the project.
4. The City notifies the Applicant of project approval.
5. The City closes out the application upon satisfactory completion of the project:
  - a. Inspection of the project for completeness and compliance to design submitted in the application.

- b. Reviews lien waivers from contractors, subcontractors, and vendors.
  - c. Reviews paid invoices and/or prevailing wage payroll certification from contractors and vendors.
  - d. Processes claim for payment.
6. The City has absolutely no responsibility for payment of any Applicant's material, laborers, or contractors.
  7. The City shall have no civil liability for any damages or claims arising from any of the Applicant's undertakings.

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The City of Great Falls uses the most current and complete data available. However, GIS data and product accuracy may vary. GIS data and products may be developed from sources of differing accuracy, accurate only at certain scales, based on modeling or interpretation, incomplete while being created or revised, etc. The City of Great Falls reserves the right to correct, update, modify, or replace, GIS products without notification. The City of Great Falls cannot assure the accuracy, completeness, reliability, or suitability of this information for any particular purpose. Using GIS data for purposes other than those for which they were created may yield inaccurate or misleading results. The recipient may neither assert any proprietary rights to this information nor represent it to anyone as other than City Government-produced information. The City of Great Falls shall not be liable for any activity involving this information with respect to lost profits, lost savings or any other damages