



**City Commission Meeting Agenda  
2 Park Drive South, Great Falls, MT  
Commission Chambers, Civic Center  
July 20, 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, July 20, 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. 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**

**PETITIONS AND COMMUNICATIONS**

1. 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**

2. Miscellaneous reports and announcements from Neighborhood Councils.

**BOARDS AND COMMISSIONS**

3. Miscellaneous reports and announcements from Boards and Commissions.

**CITY MANAGER**

4. 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.*

5. Minutes, July 6, 2021, City Commission Meeting
6. Total Expenditures of \$5,771,200 for the period of June 24, 2021 through July 7, 2021, to include claims over \$25,000, in the amount of \$4,994,794.
7. Contracts List.
8. Grants List.

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

## PUBLIC HEARINGS

9. Business Improvement District (BID) FY 2022 Budget and Work Plan. *Action: Conduct a public hearing and approve or deny the Budget and Work Plan. (Presented by Joan Redeen)*
10. Tourism Business Improvement District (TBID) 2021/2022 Budget and Work Plan. *Action: Conduct a public hearing and approve or deny the Budget and Work Plan. (Presented by Rebecca Engum)*
11. Annual Budget Hearing on Resolution 10411, Annual Budget Resolution. *Action: Conduct a public hearing and adopt or deny Res. 10411. (Presented by Melissa Kinzler)*
12. 2019/2020 Annual Action Plan Amendment Public Hearing – CDBG-CV Funding Allocation. *Action: Conduct a public hearing and approve or deny the 2019/2020 Annual Action Plan Amendment. (Presented by Craig Raymond)*
13. Resolution 10420, Amending Section (1) B of Resolution 10392 establishing the rates, fees and penalties associated with Title 10 of the Official Code of the City of Great Falls (OCCGF) pertaining to the City’s parking system. *Action: Conduct a public hearing and adopt or deny Res. 10420. (Presented by Craig Raymond)*
14. Permanent Supportive Housing Proposal by NeighborWorks Great Falls and Homeword, Inc. *Action: Conduct a public hearing to solicit input for a community housing need. (Presented by Sherrie Arey)*

## OLD BUSINESS

## NEW BUSINESS

## ORDINANCES / RESOLUTIONS

15. Ordinance 3231, Assigning R-2 Single-family Medium Density to Tract No. 2 of Certificate of Survey No. 2660 for property addressed as 2249 Upper River Road as requested by property owner Bryan Hicks. *Action: Accept or not accept Ord. 3231 on first reading and set or not set a public hearing for August 17, 2021. (Presented by Craig Raymond)*
16. Resolution 10423, Request of a Conditional Use Permit to allow a “Vehicular services” land use in the C-1 Neighborhood Commercial zoning district upon the property addressed as 620

57th Street South. *Action: Set or not set a public hearing on August 17, 2021. (Presented by Craig Raymond)*

## **CITY COMMISSION**

17. Great Falls Crime Task Force Nominee. *Action confirm or not confirm a replacement member to the Task Force.*
18. Miscellaneous reports and announcements from the City Commission.
19. 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.*

**JOURNAL OF COMMISSION PROCEEDINGS**  
**July 6, 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, Owen Robinson and Rick Tryon. Commissioner Mary Sheehy Moe participated electronically via Skype. 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; Human Resources Director Gaye McInerney; Fire Chief Jeremy Jones; City Attorney Sara Sexe; 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.
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**AGENDA APPROVAL:** City Manager Greg Doyon noted a typographical error on the agenda. The combined presentation is for the labor agreements under New Business, agenda items 38-43. He also noted that Schedule A of agenda item 43 was replaced. 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.

**MILITARY UPDATES**

**1. MISCELLANEOUS REPORTS AND ANNOUNCEMENTS.**

**Colonel Anita Feugate Opperman**, Malmstrom Air Force Base, provided the following update:

- Over 400 people participated in the Juneteenth celebration.

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- Ground Based Strategic Deterrent (GBSD) is in the beginning stages. Field surveys begin July 12, 2021 to include cultural, biological and wetland resources regarding areas to utilize in some manner during construction. The purpose of the survey is to gather information for future environmental impact statements.
- There will be a series of leadership changes in security forces, maintenance, and mission support, as well as several squadrons.
- Invitations will be going out for a combat dining out scheduled for July 23, 2021, and a career and education fair on July 22, 2021.
- Kick off to the bi-annual best missile competition global strike challenge begins next month. Malmstrom won the challenge three times in a row.
- MAFB had three Air Force level winners: the Air Force's key spouse non-military member that provides crucial support to family members on base, civilian supervisor in personnel programs, as well as commander support team of the year.
- Sixty-years ago this month the missile wing was re-designated as the 341<sup>st</sup> bombardment wing, which is what the wing's heritage was with bombers during WWII and it stood up as the 341<sup>st</sup> strategic missile wing bringing to MAFB the mission that they have now with ICBMs.

**PETITIONS AND COMMUNICATIONS**

**2. MISCELLANEOUS REPORTS AND ANNOUNCEMENTS.**

**Kevin Westie**, 602 35<sup>th</sup> Street North, discussed his opposition to battery electric vehicles stating they are being made with child slave labor and cause environmental destruction. As part of the crime prevention effort, he suggested opening up more trails and roads for ATVs, side by sides and dirt bike use.

**Joan Redeen**, on behalf of the Business Improvement District, commented that the Downtown Safety Alliance has worked in partnership with the Great Falls Police Department since 2009. A downtown safety plan was formally adopted in 2012. They are in the process of updating that document. It will go before the Downtown Development Partnership for review on July 28, 2021, and then to the Great Falls Police Department.

Personally, she is working with a national organization on a bike camp to teach kids with special needs how to ride a two-wheel bike. The camp is open to anyone eight years of age or older with a diagnosed disability. The camp is scheduled for August 2-6, 2021 at the MAFB Fitness Center and volunteers are needed.

**John Hubbard**, City resident, commented that he lost 5 family members due to Covid. He also discussed opposition to Legislator and County Commission pay raises and corrupt judges.

**Shyla Patera**, Neighborhood Council 2 Chairperson, discussed concerns about theft/crime that occurred during the last month and a half in the neighborhood, including a relative that was a victim. She urged the Crime Task Force to work on the root causes of crime, such as housing and

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homelessness and striking a balance between civil rights and public safety.

**Daniel Hartzell**, 609 Central Avenue, commented that he has literature to share about Cascade County child abuse statistics.

**Rae Grulkowski**, Stockett, MT, presented and read a prepared statement opposing the Big Sky Country National Heritage Area (BSCNHA) that, in part, the impacts of a federal designation of private property must be properly vetted, there is overwhelming concern regarding the impacts, and there should be more options proposed in this endeavor.

**Ken Mesaros**, 2191 Millegan Road, Cascade, MT, urged the Commission to pass a resolution opposing the BSCNHA. He commented that their efforts are a direct assault on private property owners. As a rancher, he has zero to gain and everything to lose. Property owners are not provided an option to opt out or provide input on their actions.

Mayor Kelly explained the process of staff review and updating policies for Commission consideration.

**Russell Miner**, 1350 55<sup>th</sup> Avenue South, on behalf of Cascade County Farm Bureau, presented and read a prepared statement from John Youngberg, Executive Vice President of Montana Farm Bureau Federation, urging the Commission to take the concerns of the agricultural interests to heart when making a decision on the future of the BSCNHA.

**Donna Anderson**, 310 S. Eden Road, read a prepared statement in opposition to the BSCNHA that, in part, the people who are the most affected have been given the least input, and have been given no option or avenue to withdraw their property from this designation. She urged the Commission to oppose this heritage area.

**Katie Hanning**, reported that Home Builders Association members oppose the BSCNHA designation for many of the reasons expressed. She urged the Commission to stay neutral on this issue.

**Janet Thayer**, Belt, MT, encouraged the Commission to utilize independent thinking skills and not those of the BSCNHA non-profit seeking a tourist based economy. NHAs are supposed to be self-sustaining. Yet all of the 55 NHAs established years ago are still relying on federal funding. It is not a sound economic model and there are more on record opposing it than supporting it.

**Jeni Dodd**, City resident, commented that in 2013 this designation was not a project detailed in the City's growth plan. It was merely an idea of something that may be proposed. The BSCNHA non-profit organized in 2015 and only proposed a narrow corridor along the river. It has grown to a monstrosity that includes all of Cascade County and part of Chouteau County. The private, non-profit BSCNHA provided no notification to land owners and there is no option to opt out.

Written communication was received from **Pam Erickson Cornelius** requesting that the Commission oppose the BSCNHA designation and encourage the proponents to use their energy to support programs and regulations that already exist to promote the economy and preserve the history and heritage of this area.

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**NEIGHBORHOOD COUNCILS**

**3. MISCELLANEOUS REPORTS AND ANNOUNCEMENTS.**

None.

**BOARDS AND COMMISSIONS**

**4. APPOINTMENT OF A MEMBER TO THE ETHICS COMMITTEE.**

City Attorney Sara Sexe reported that this item is Commission consideration of an appointment to the Ethics Committee. Robin Beatty resigned after being hired by the City Attorney's Office. Committee Member Justin Grohs chose to remain as the alternate member. The Ethics Committee met on June 9, 2021, and recommended that the Commission appoint Seana Westcarr-Gray.

**Commissioner Tryon moved, seconded by Commissioner Robinson, that the City Commission appoint Seana Westcarr-Gray to the Ethics Committee for the remainder of a three-year term through December 31, 2023.**

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.

**5. REAPPOINTMENT TO THE BUSINESS IMPROVEMENT DISTRICT BOARD OF TRUSTEES.**

**Commissioner Robinson moved, seconded by Commissioners Houck and Moe, that the City Commission reappoint Alison Fried to the Business Improvement District Board of Trustees to a four-year term expiring June 30, 2025.**

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.

**6. REAPPOINTMENTS TO THE TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD OF TRUSTEES.**

**Commissioner Tryon moved, seconded by Commissioner Houck, that the City Commission reappoint Peggy O'Hare-Becker and David Buckingham to the Tourism Business Improvement District Board of Trustees for a four-year term through June 30, 2025.**

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

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Motion carried 5-0.

**7. REAPPOINTMENT TO THE POLICE COMMISSION.**

**Commissioner Tryon moved, seconded by Commissioner Robinson, that the City Commission reappoint Morgan Kasuske to the Police Commission for a three-year term through June 30, 2024.**

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.

**8. MISCELLANEOUS REPORTS AND ANNOUNCEMENTS.**

None.

**CITY MANAGER**

**9. MISCELLANEOUS REPORTS AND ANNOUNCEMENTS.**

City Manager Greg Doyon updated the Commission on the following:

- Planning and Community Development Department will be holding a development partner town hall meeting from 4:00 – 6:00 pm on July 14, 2021. It's a continuation of efforts improve and streamline the development review and approval process. Specific discussion will focus on application submittals, checklists, and procedures, proposed public infrastructure plan review and inspection fees.
- Resident 911 calls over the Fourth of July holiday included 43 grass fires, 11 dumpster fires, 2 structure fires and 1 medical trauma related call. The Fire Department had a total of 139 calls. Great Falls Police Department had 45 fireworks related calls. He relayed that the Fire Marshal had fireworks thrown in front of his vehicle. Fireworks thrown at public safety officials who are out trying to keep the community safe may cause the governing body to contemplate how the Fourth of July is celebrated in this community.
- He publicly congratulated Maren Reilly, Great Falls Fire Rescue Firefighter for her promotion to Lieutenant. She is the first female to be promoted to an officer position at Great Falls Fire Rescue. He also reminded everyone that Great Falls Fire Rescue had the first paid female firefighter in Montana in 1982.
- With regard to the Big Sky Aim High Recreation Center (OF 1770), he has not received official word from the Office of Local Defense Community Cooperation (OLDCC) regarding the Phil Faccenda complaint. He is hoping to get an update during a scheduled call tomorrow. Design work on the facility is to be completed July 31<sup>st</sup>. He is expecting bids to go out for water main re-routing that goes through the park by August 26<sup>th</sup>. Final details are being made on the facility project.



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Planning and Community Development Director Craig Raymond discussed the extensive scaffolding around the Civic Center for the façade project. If interested, Commission members can schedule tours with the project manager.

Commissioner Robinson commented that discharging of fireworks ended at midnight on the 4<sup>th</sup> of July and are still going off.

Mayor Kelly noted that the majority of comments received are about the abuse of the fireworks rules in place.

**CONSENT AGENDA.**

10. Minutes, June 15, 2021, City Commission Meeting.
11. Total Expenditures of \$4,720,056 for the period of June 2, 2021 through June 23, 2021, to include claims over \$25,000, in the amount of \$3,881,575
12. Contracts List.
13. Grants List.
14. Approve the 2020/2021 Community Development Block Grant Agreement between the City of Great Falls and Great Falls Fire Rescue in the amount of \$355,042 for the purchase of a new fully equipped ambulance for Fire Station #1.
15. Approve the purchase of one 2020 E-450 Life Line Ambulance from Hughes Fire Equipment of Spokane, Washington, through H-GAC (Houston-Galveston Area Council) for \$288,668.
16. Approve the 2020/2021 Community Development Block Grant Agreement in the amount of \$85,000 for the City of Great Falls Public Works Department installation of new ADA compliant ramps and sidewalks at 1101 7th Ave S., Great Falls, MT (Longfellow Elementary).
17. Set the public hearing for July 20, 2021 to consider proposed amendments to the 2019/2020 Annual Action Plan identifying funding priorities for additional COVID-19 relief (CDBG-CV) funding.
18. Adopt Resolution 10409 and authorize the Public Works Director or his designee to request distribution of Bridge and Road Safety and Accountability Act (BaRSSA) program funds.
19. Award a contract in the amount of \$864,765 to Central Plumbing and Heating, Inc. for the Southwest Side Water Main Replacement – Phase II project, and authorize the City Manager to execute the contract documents. **OF 1432.1**
20. Approve a final payment for the Gibson Park and Elks Park Trail Restoration, in the amount of \$14,850.84 to Missouri River Trucking and Excavation, Inc. (MRTE) and \$150.01 to the State Miscellaneous Tax Fund and authorize the City Manager to make the payments. **OF 1737.2**

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21. Award a contract in the amount of \$176,915 to Missouri River Trucking and Excavation, Inc. (MRTE) for River Drive North Trail Improvements, and authorize the City Manager to execute the construction contract documents. **OF 1726.2**
22. Approve a construction agreement for the Library Roof Repair Project to CentiMark Corporation of Billings, MT in the amount of \$253,757 and authorize the City Manager to execute said agreement. **OF 1775**
23. Ratify the proposed agreements with Blue Cross Blue Shield of Montana, Sun Life Assurance, Benefit Harbor, Integrated Behavioral Health, Take Control, It Starts With Me, and Application Software, Inc. for the new health and benefit agreements for the employees of the City of Great Falls effective July 1, 2021.
24. Set a public hearing on Resolution 10420, amending section (1)B of Resolution 10392 establishing the rates, fees and penalties associated with title 10 of the Official Code of the City of Great Falls (OCCGF) pertaining to the City's parking system for July 20, 2021.
25. Set a public hearing for Business Improvement District (BID) FY 2022 Budget and Work Plan for July 20, 2021.
26. Set a public hearing for Tourism Business Improvement District (TBID) 2021/2022 Budget and Work Plan for July 20, 2021.
27. Set a public budget hearing on Resolution 10411, the Annual Budget Resolution, for July 20, 2021.
28. Set a public hearing for Resolution 10415 to Levy and Assess the General Boulevard Maintenance District No. 3570 for August 3, 2021.
29. Set a public hearing for Resolution 10416 to Levy and Assess Great Falls Park District No. 1 for August 3, 2021.
30. Set a public hearing for Resolution 10417 to Levy and Assess Properties within Special Improvement Lighting Districts for August 3, 2021.
31. Set a public hearing for Resolution 10418 to Levy and Assess the Portage Meadows Maintenance District No.1195 for August 3, 2021.
32. Set a public hearing for Resolution 10419 to Levy and Assess the Street Maintenance District for August 3, 2021.

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

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Mayor Kelly asked if there were any comments from the public.

**Shyla Patera**, 1013 7<sup>th</sup> Avenue NW, commented that Neighborhood Council 2 is appreciative of the work beginning on the Southwest Water Main project. On behalf of North Central Independent Living Services, she expressed appreciation for awarding ADA sidewalk projects, and considering ARP and CDBG community needs.

**John Hubbard**, City resident, commented that “levy and assess” means more taxes.

**Jeni Dodd**, City resident, referred to Item 17 and inquired about a grant to Great Falls Development Authority.

Mayor Kelly responded, at this time the action is to set the public hearing for July 20, 2021, when the amendments to the 2019/2020 Annual Action Plan will be discussed in detail.

Commissioner Tryon clarified that items on the consent agenda are to set public hearings for vetting the details later or are items already accounted for.

Mayor Kelly added that the consent agenda is for day-to-day items that require Commission action. However, any Commission member may pull items from the list for separate discussion.

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

Motion carried 5-0.

**PUBLIC HEARINGS**

**33. WEST RIDGE ADDITION PHASE IX, LEGALLY DESCRIBED AS PERETTI ADDITION TRACT 2, LOCATED IN THE SE1/4, SECTION 26, TOWNSHIP 21 NORTH, RANGE 3 EAST, PMM, CASCADE COUNTY, MT.**

**I. PRELIMINARY PLAT OF WEST RIDGE ADDITION PHASE IX AND ACCOMPANYING FINDINGS OF FACT SUBJECT TO FULFILLMENT OF CONDITIONS STIPULATED BY THE PLANNING ADVISORY BOARD.**

**II. SUPPLEMENT TO IMPROVEMENT 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 is a request to conduct a public hearing on the Preliminary Plat of West Ridge Phase IX. The subject property is approximately 7.69 acres and is located between 2nd Street Northeast and 4th Street Northeast, and will be a continuation of Choteau Avenue Northeast. Tonight’s preliminary plat is specifically for Phase IX of a development that is intended to be developed in 11 total phases. The City Commission approved the annexation of the entire property, assigning R-3 single-family high density zoning on August 18, 2015. At the request of the applicant, the Commission further approved the rezone of the property to Planned Unit Development on February 21, 2017 to give the applicant the ability to construct 2-unit townhomes.

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Since West Ridge, Phase VIII was approved by the City Commission in 2018, further platting of the development halted due to issues related to storm water management. The original 2015 annexation agreement stipulated that the City, the West Ridge development, and the adjacent Thaniel Addition development partner on the funding and installation of a regional storm water facility on a nearby property northwest of the two developments. However, the developers have concerns regarding the cost of such a facility and eventually made the decision to propose a private, on-site facility in lieu of previously agreed to participation in the construction of a regional storm water facility. The attached Improvement Agreement Supplement reflects this change in strategy on how to deal with storm water management. The new plan is not the preferred plan as it falls short in proactively planning for future growth but it is acceptable provided the developer designs and constructs all facilities in accordance with local, state and federal regulations.

The improvement agreement still stipulates that the developer is responsible to design and construct all other public improvements to support the development and the resulting impact of development in the area including transportation improvements. Traffic has been a significant neighborhood concern during previous phases of Westridge as well as other neighboring residential developments. As part of the 2015 agreement, the owner paid a proportionate share of the cost of the North End Transportation Study that is in review at this time in final draft form. Future phases of Westridge will be required to continue to construct improvements to the transportation network including the construction of 43<sup>rd</sup> Avenue NE.

With Phase IX of West Ridge Addition, the applicant is proposing townhomes, as well as single family homes. This proposed phase would create 28 new lots. The lots on the preliminary plat range from 10,656 – 10,662 square feet on the western portion, and 8,420 – 8,446 square feet on the eastern portion. The proposed lot standards are consistent with R-3 zoning district requirements as well as the PUD zoning designation that was applied to the development in 2017 to provide greater flexibility in housing choices.

Mayor Kelly asked if the Commission members had any questions.

Commissioner Tryon inquired if the previously agreed upon construction of a regional storm water facility has been abandoned.

Director Raymond responded that he is not aware of any current effort to construct the facility now.

Commissioner Tryon inquired about the \$130,000 contributed towards the construction of the facility in 2015.

Director Raymond explained that they have been building and using temporary facilities, as agreed to in 2015. Given their preference now not to participate in a regional facility, they will have to convert the temporary facilities to permanent facilities. As the development grows so will the size of the storm water facilities contained on their own properties.

Commissioner Tryon inquired the status of the Thaniel Addition storm water solution.

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Director Raymond responded he is not aware of new phases of Thaniel at this point in time, and storm water will be discussed when new phases are proposed.

Commissioner Moe requested clarification on whether this item was put before the Neighborhood Council for approval or if it was merely a discussion.

After reaching out to staff, Director Raymond commented that the Neighborhood Council did affirm and support the project.

Mayor Kelly asked if there were any comments from the public in support of the West Ridge Addition Phase IX Preliminary Plat, Findings of Fact, and the Supplement to Improvement Agreement.

**Brett Doney**, Great Falls Development Authority, commented that the regional storm water system is a great idea, but either one of two things need to happen. The City needs to grow faster to attract developers at scale or work together to come up with some kind of funding mechanism because it is not possible for a subdivision developer or homebuilder to come up with the upfront costs.

**Katie Hanning**, Home Builders Association, commented that infrastructure is super expensive. The EPA and DEQ make it overwhelming for developers. They are working on coming up with ideas, and Public Works staff is doing everything they can to work this out with developers.

**Shyla Patera**, City resident, would like to see neighborhood growth in that area with sidewalks and storm water infrastructure and plans for future development.

Mayor Kelly asked if there were any comments from the public in opposition to the West Ridge Addition Phase IX Preliminary Plat, Findings of Fact, or the Supplement to Improvement Agreement. Hearing none, Mayor Kelly closed the public hearing and asked the will of the Commission.

**Commissioner Houck moved, seconded by Commissioner Tryon, that the City Commission approve the Preliminary Plat of West Ridge Addition Phase IX and accompanying Findings of Fact, subject to fulfillment of conditions stipulated by the Planning Advisory Board.**

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

Mayor Kelly commented that as development goes on, he hopes the original plans for the Thaniel Addition can continue.

Motion carried 5-0.

**Commissioner Robinson moved, seconded by Commissioners Houck and Moe, that the City Commission approve the Supplement to the Improvement Agreement.**

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

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Motion carried 5-0.

34. **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 AS SET FORTH THEREIN.**

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 is a request to conduct a public hearing on Ordinance 3229, which amends the Downtown Urban Renewal Plan (DURP) by introducing three distinct new programs to the DURP.

The City Commission recently approved of another DURP amendment, which specifically targeted the inclusion of the Civic Center Façade renovation project as an eligible activity under the plan. During the course of that amendment, it became clear that the downtown community was interested in further expanding the eligible activities in the urban renewal area similar to what other Montana communities currently offer. Specific activities discussed have included Crime Prevention through Environmental Design, an ADA compliance life safety improvement program and a façade renovation program.

The Downtown Master Plan identifies the desire for preserving, restoring, and reusing downtown's historic buildings and sites as an objective to meet the goal of enhancing downtown aesthetics. The proposed Downtown Urban Renewal Area Façade Program opens up tax increment financing (TIF) 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.

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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 the initiation of the programs, the total annual TIF request to fund the programs is \$500,000. Depending on the success of the program and TIF fund balance health, it could conceivably be possible that a request could be made to the City Commission in the future to either increase or decrease the total program budget. It should also be noted that applicants may apply through all three programs at one time for a total possible allocation of TIF funds in the amount of \$80,000 under the program. Each property would be eligible for such consideration once every 15 years. Funding applications, which fall within the program funding caps, will be processed by City staff and final funding decisions will also be made by the Director of Planning & Community Development or the Deputy Director.

One more important element of the program is that from time to time, unique high impact opportunities present themselves that may need funding beyond the prescribed funding caps. In these cases, applicants may indeed submit an application that staff will present to the City Commission for consideration. This process preserves the City Commissions discretion to grant funds in excess of the caps for special circumstances.

On May 25, 2021, the Planning Advisory Board found that the proposed plan amendments are consistent with the Growth Policy, and on May 26, 2021, the Downtown Development Partnership voted unanimously to recommend that the City Commission approve of the proposed plan amendment.

Mayor Kelly asked if the Commission members had any questions of staff.

Commissioner Tryon received affirmation that the primary reason for Director Raymond or his deputy approving of the applications is to expedite the process.

Commissioner Tryon noted that applications would be considered on a first come first served basis. He inquired if staff anticipated a rush of applicants.

Director Raymond responded that he is aware of a few projects that are waiting for the ordinance effective date.

It was clarified that if the program funds ran out, applicants would have to wait until the following year to apply.

Mayor Kelly asked if there were any comments from the public in support of Ordinance 3229.

**Shyla Patera**, City resident, commented that she is excited about the Life Safety Code Compliance Program. She suggested that staff look at options for neighborhoods as well to help revive areas of the community.

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**Joan Redeen**, Business Improvement District, commented that the BID is in support of all three programs and urged the Commission to adopt the programs.

**Brett Doney**, Great Falls Development Authority, echoed prior comments, and added it is exciting to see what is happening downtown with new businesses. The City's support of downtown revitalization is working. An open house is scheduled for the Northern Lofts on Friday and Saturday.

**Kellie Pierce**, Downtown Great Falls Association, submitted written communication in full support of the amendment to the Downtown Urban Renewal Plan and implementation of the TIF Programs.

Mayor Kelly asked if there were any comments from the public in opposition to Ordinance 3229. Hearing none, Mayor Kelly closed the public hearing and asked the will of the Commission.

**Commissioner Houck moved, seconded by Commissioner Robinson, that the City Commission adopt Ordinance 3229.**

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

Commissioner Houck relayed recent positive expressions about the growth of Great Falls.

Director Raymond commented that Deputy City Attorney Jeff Hindoien brought up an interesting situation stating: The concept of *Principles of Crime Prevention Through Environmental Design* was identified to the Crime Task Force at its meeting yesterday afternoon by Bryan Lockerby of DCI as something the community can look to as a no-or-low cost mechanism for helping to reduce crime in communities.

Motion carried 5-0.

**35. PROGRAM YEAR 2021 ANNUAL ACTION PLAN PUBLIC HEARING.**

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 is a request to conduct a public hearing on the City's CDBG/HOME program that is funded by the federal government to help fund local community development. The primary goal is to assist the low to moderate-income individuals in the community.



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Because of the size and demographic profile, Great Falls is considered an entitlement city and is eligible to receive funding on an annual basis. Every year the amount changes slightly but this year the City will receive approximately \$810,605 in CDBG funds, and an award of \$283,494 in HOME Funds. This is not taking into account the specific Covid funds that the City has been allocated and which staff is still actively seeking to put to beneficial use. The Commission scheduled a public hearing to hear testimony regarding an amendment to the previous action plan relating to the Covid allocation.

Last year the Commission adopted the Program's 2020-2024 Consolidated Plan that provides policy guidance for funding priorities that are required to be incorporated into each year's Annual Action Plan. The Annual Action Plan implements the Consolidated Plan by focusing on the following programs to be implemented through the use of CDBG and HOME funds: 1) Public Services, 2) Affordable Housing, 3) Housing Rehabilitation, 4) Fair Housing, 5) Economic Development, and 6) Public Facilities and Improvements. Additionally, the Action Plan estimates the allocation of CDBG and HOME funds for each of these program categories as well as the number of individuals that may be assisted by each program.

Staff spent a considerable amount of time and effort in seeking community input through a number of means including direct contact with community partners, Neighborhood Council meetings and a Public Needs Hearing. To address the input provided during the process, the following provisions have been included in the proposed Action Plan:

- The Plan specifically identifies youth services and substance abuse services as priority goals under the Public Service program category, and
- The Plan identifies that both HOME funds and CDBG funds can be used to support affordable housing efforts. Specifically, the Action Plan proposes to use CDBG funds for slum and blight removal in association with affordable housing projects. For new affordable housing construction, staff notes that the City has approximately \$800,000 of unspent HOME funds from prior funding cycles available for eligible projects. Additionally, the City will be receiving approximately \$1 million of HOME funds later this year in association with the recently approved American Rescue Plan (ARP) Act. These HOME funds represent a significant opportunity to add new affordable housing stock into the Great Falls community.

Mayor Kelly asked if the ARP and additional HOME funds fall under the same categorization priorities in existence or are those funds available for different areas.

CDBG Administrator Tonya Shumaker responded that the HOME and ARP funds would require an amendment to the plan being considered for approval tonight. Guidance on use of the funds is expected to come out in October. At that time, staff will identify the priorities for those funds and bring an amendment for Commission consideration.

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Mayor Kelly asked if there were any comments from the public in support of the Program Year 2021 Annual Action Plan.

**Shyla Patera**, City resident, commented that the plan would impact housing and infrastructure in Great Falls. She hopes lower income services and connections can be made through housing, infrastructure and transit. An idea she had was building accessible tiny homes.

Due to timing of Great Falls Transit, Ms. Patera commented that she has to leave. On behalf of Northcentral Independent Living Services, she noted for the record support of agenda item 36, Carter Commons Affordable Housing proposal.

**Brett Doney**, Great Falls Development Authority, discussed workforce and average wage statistics. Great Falls was ranked by Heartland Forward as the 11<sup>th</sup> best metro area in the country for average annual wage growth from 2013-2017.

Mayor Kelly asked if there were any comments from the public in opposition to the Program Year 2021 Annual Action Plan. Hearing none, Mayor Kelly closed the public hearing and asked the will of the Commission.

**Commissioner Tryon moved, seconded by Commissioner Robinson, that the City Commission adopt the Program Year 2021 Annual Action Plan.**

Mayor Kelly asked if there was any discussion amongst the Commissioners. He expressed appreciation to Planning staff for their work on this program and for the process. He looks forward to the final directives on the ARP funds.

Motion carried 5-0.








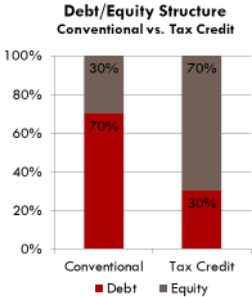
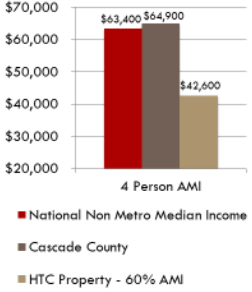

**36. CARTER COMMONS AFFORDABLE HOUSING PROPOSAL.**

Mayor Kelly reported that a record of this public hearing would be forwarded to the Department of Commerce and the Board of Housing. He declared the public hearing open and asked for presentation of the agenda report.

**Alex Burkhalter**, Housing Solutions, LLC, reviewed and discussed the Carter Commons Affordable Senior Living PowerPoint presentation:

# JOURNAL OF COMMISSION PROCEEDINGS

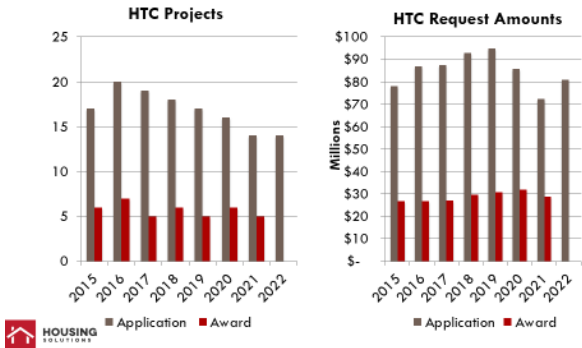
## July 6, 2021

<div style="text-align: center;"> <h3>CARTER COMMONS</h3> <p>Affordable Senior Living</p>  </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 10px;">  <div style="text-align: center;"> <p><b>HOUSING SOLUTIONS</b></p> <p>Great Falls, Montana</p> </div>  </div>	<div style="text-align: center; margin-bottom: 10px;"> <h3>Introduction</h3> </div> <ul style="list-style-type: none"> <li>□ Housing Solutions LLC             <ul style="list-style-type: none"> <li>■ Formed in 2012</li> <li>■ 7 Properties Completed &amp; 2 Underway</li> <li>■ 3 States                     <ul style="list-style-type: none"> <li>■ Montana - Kalispell, Missoula, Glendive, Polson</li> <li>■ North Dakota – Dickinson</li> <li>■ Wyoming – Casper, Cody, Evanston</li> </ul> </li> </ul> </li> <li>□ Alex Burkhalter             <ul style="list-style-type: none"> <li>■ 18 Years Experience</li> <li>■ 21 Properties</li> <li>■ 801 Apartment Homes</li> <li>■ Montana, North Dakota, Wyoming</li> </ul> </li> </ul>
<div style="text-align: center; margin-bottom: 10px;"> <h3>Senior Projects</h3> </div> <div style="display: flex; justify-content: space-around; align-items: center;">    </div> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <p>Aspen Place, Missoula, MT</p> <p>Meadowlark Vista, Casper, WY</p> <p>Depot Place, Kalispell, MT</p> </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 10px;">   </div>	<div style="text-align: center; margin-bottom: 10px;"> <h3>Housing Tax Credits</h3> </div> <ul style="list-style-type: none"> <li>□ Federal Program, enacted 1986</li> <li>□ 90% of New Affordable Rental Housing created with HTC's</li> <li>□ Administered by Individual States</li> <li>□ Success comes from Public/Private Partnership</li> <li>□ Assistance with Construction and Development Costs             <ul style="list-style-type: none"> <li>■ By creating tax incentive for investors, equity is increased, and debt is lowered.</li> <li>■ Lower debt servicing allows lower rents.</li> <li>■ No rental or operating assistance</li> </ul> </li> </ul> <div style="text-align: right; margin-top: 10px;"> <h4>Debt/Equity Structure Conventional vs. Tax Credit</h4>  </div>
<div style="text-align: center; margin-bottom: 10px;"> <h3>HTC's – Who Do They Serve?</h3> </div> <ul style="list-style-type: none"> <li>□ For Households at or below 60% AMI - Figures Published by HUD Annually             <ul style="list-style-type: none"> <li>■ Cascade County Income Limit @ 60% AMI 4 people - \$42,600</li> <li>■ Cascade County Income 100% AMI 4 People \$64,900</li> </ul> </li> <li>□ Some units targeted deeper             <ul style="list-style-type: none"> <li>■ 40% and 50%</li> </ul> </li> <li>□ Typical resident is in entry level position             <ul style="list-style-type: none"> <li>■ Retailers, Hotel's, Quick Service Food</li> </ul> </li> <li>□ Elderly on fixed income</li> </ul> <div style="text-align: right; margin-top: 10px;">  </div>	<div style="text-align: center; margin-bottom: 10px;"> <h3>Montana Housing</h3> </div> <ul style="list-style-type: none"> <li>□ State Agency (a division of the Department of Commerce) designated by the IRS to administer the the program</li> <li>□ 7-person board – appointed by Governor</li> <li>□ Monitors projects under development and throughout operations</li> <li>□ Enforcement of remedies against non-compliant projects</li> <li>□ Tasked with awarding the Housing Tax Credits annually</li> <li>□ Publish the Qualified Allocation Plan</li> <li>□ <i>Very strong demand for this valuable resource</i></li> </ul> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 10px;">   </div>

# JOURNAL OF COMMISSION PROCEEDINGS

## July 6, 2021

### Housing Tax Credits in Montana



### Senior Projects



### 2022 Round Letter's of Intent

Name	City	Units	Request
Carter Commons	Great Falls	36	\$6,491,250
Riverview Apts	Big Sky	25	\$6,491,250
Hardin Senior Housing	Hardin	24	\$4,438,010
Junegrass Place	Kalispell	24	\$4,780,000
Bicentennial Apts	Dillon	58	\$5,598,932
Cabinet Aff Housing	Libby	24	\$6,491,000
Beatz Perm Supp Apts	Great Falls	24	\$6,100,000
Tapestry Apts	Billings	34	\$6,435,000
<b>Total Requested</b>			<b>\$46,825,442</b>

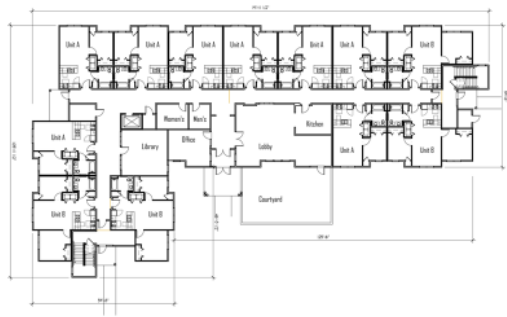
### A PROJECT FOR GREAT FALLS? Affordable Senior Living




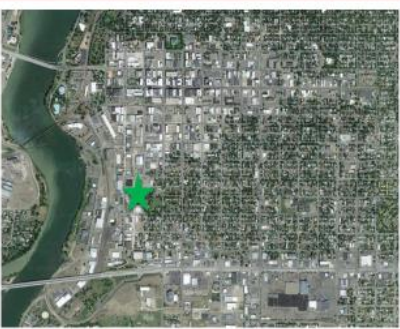

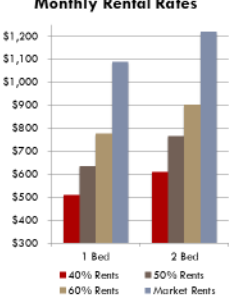
### Project Highlights

- **36 Homes**
  - For age 55+
  - 1 & 2 bed homes
  - New construction
  - Rents from \$510-\$900
- **Community**
  - Onsite Manager's Office
  - Community Room with Kitchen
  - Outdoor Patio
  - Crafting/multipurpose space
  - Card and Billiards room
  - Elevator Service
  - Secured Building Entry
- **Energy & Green**
  - LED Exterior Lighting
  - Motion sensing, dimmable switches
  - Energy Star Appliances
  - Low VOC paints and adhesives
  - Formaldehyde free laminates
  - Water efficient Landscaping
  - Smoke Free Policy
  - Project Location, walkable!
  - Redevelopment site

### Building Concept



**JOURNAL OF COMMISSION PROCEEDINGS**  
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<h3 style="text-align: center;">Unit Floor Plan</h3>  <p style="text-align: center;"><b>HOUSING SOLUTIONS</b></p>	<h3 style="text-align: center;">Location</h3>  <p style="text-align: center;"><b>HOUSING SOLUTIONS</b></p>																											
<h3 style="text-align: center;">Location</h3>  <p style="text-align: center;"><b>HOUSING SOLUTIONS</b></p>	<h3 style="text-align: center;">Affordability</h3> <p style="text-align: center;"><b>Rental Rates</b> 90% of the homes are here</p> <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th>AMI</th> <th>40%</th> <th>50%</th> <th>60%</th> <th>Market Rents</th> </tr> </thead> <tbody> <tr> <td>1 Bed</td> <td>\$510</td> <td>\$635</td> <td>\$775</td> <td>\$1,090</td> </tr> <tr> <td>2 Bed</td> <td>\$610</td> <td>\$765</td> <td>\$900</td> <td>\$1,220</td> </tr> </tbody> </table> <p style="text-align: center;"><small>Carter Commons rents include all utilities!</small></p> <p style="text-align: center;"><b>Resident Income Limits</b></p> <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th>Size</th> <th>40%</th> <th>50%</th> <th>60%</th> </tr> </thead> <tbody> <tr> <td>1 Person</td> <td>\$19,880</td> <td>\$24,850</td> <td>\$29,820</td> </tr> <tr> <td>2 Person</td> <td>\$22,720</td> <td>\$28,400</td> <td>\$34,080</td> </tr> </tbody> </table> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p><b>Monthly Rental Rates</b></p>  <p style="font-size: small;"> <span style="color: red;">■</span> 40% Rents    <span style="color: blue;">■</span> 50% Rents  <span style="color: green;">■</span> 60% Rents    <span style="color: grey;">■</span> Market Rents         </p> </div> </div> <p style="text-align: center;"><b>HOUSING SOLUTIONS</b></p>	AMI	40%	50%	60%	Market Rents	1 Bed	\$510	\$635	\$775	\$1,090	2 Bed	\$610	\$765	\$900	\$1,220	Size	40%	50%	60%	1 Person	\$19,880	\$24,850	\$29,820	2 Person	\$22,720	\$28,400	\$34,080
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<h3 style="text-align: center;">Preliminary Market Study</h3> <ul style="list-style-type: none"> <li>□ Senior Homes Needed!             <ul style="list-style-type: none"> <li>■ 317 new <b>SENIOR</b> homes needed!</li> <li>■ Low capture rate of 11%</li> <li>■ 3<sup>rd</sup> largest city in Montana                 <ul style="list-style-type: none"> <li>■ Last senior development, Cascade Ridge, was funded in 2015!</li> </ul> </li> </ul> </li> </ul> <p style="text-align: center;"><b>HOUSING SOLUTIONS</b></p>	<h3 style="text-align: center;">Development Timeline</h3> <ul style="list-style-type: none"> <li>□ Application and Award             <ul style="list-style-type: none"> <li>■ Letter of Intent – April 12<sup>th</sup></li> <li>■ Invitation to Apply – May 25<sup>th</sup></li> <li>July 6<sup>th</sup> <span style="border-bottom: 1px solid red; display: inline-block; width: 100px;"></span></li> <li>■ Complete Application Due – August 2<sup>nd</sup></li> <li>■ Projects Selected for Awards – October 18<sup>th</sup></li> </ul> </li> <li>□ Development             <ul style="list-style-type: none"> <li>■ Complete Plans &amp; Construction Start – June 2022</li> <li>■ Construction Complete – June 2023</li> </ul> </li> </ul> <p style="text-align: center;"><b>HOUSING SOLUTIONS</b></p>																											

Mr. Burkhalter concluded that the Commission is not approving the project. This public hearing is a mechanism for Housing Solutions LLC to transmit any Commission and public comments to the Board of Housing to go in with the housing credit application.

Mayor Kelly asked if there were any questions of the presenter.

Commissioner Houck inquired if the 55 years of age and over restricted children.

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Mr. Burkhalter responded that at least one tenant of the apartment has to be 55 years of age or older.

Mayor Kelly asked if there were any comments from the public.

**Kevin Westie**, 602 35<sup>th</sup> Street North, inquired the maintenance requirements for Carter Commons so that it doesn't depreciate and become a blighted area.

**Brett Doney**, Great Falls Development Authority, reported that GFDA believes this is an extremely important project. The developer is a high quality developer with a good reputation, and it is in their own interest to maintain the property. This type of tax credit properties seem to be well maintained over the life of the property. He believes the final market study will show that the need for these units is much higher than the developer is projecting. This is an infill development and serviced by police, fire and transit. It is an underutilized property right now. This type of infill development is not only great for the residents but it puts less fiscal burden on the City.

**Kimberliegh Thiel-Schaaf**, Director, Cascade County Aging Services, submitted written correspondence in support on this urgently needed project, and addresses a critical need in Great Falls for additional affordable housing for seniors as well as the need to ensure that their housing is safe, well maintained, and provides for their independence.

There being no one further to address the Commission, Mayor Kelly closed the public hearing.

In response to Mr. Westie, Mr. Burkhalter commented that one thing that is unique with the public-private partnership is the housing tax credits are a subsidy and they go towards the construction of the building, but they do not have any rental subsidy. It is in his interest to keep the building desirable, attractive and have people want to live there because, whether he has residents living there and paying rent or not, he is still responsible for a mortgage and utility costs. Even though he is the owner, he will hire a management company that will be well watched over because he wants them to succeed and continue to do well. He has not had any projects fall into financial straits. They take great pride in what they do and believes the community will be happy with the project in year one and year twenty.

Mayor Kelly inquired if Mr. Burkhalter was applying for the 4% or 9% discounts.

Mr. Burkhalter responded that he is competing for the 9% housing credits.

Mayor Kelly wished him good luck and noted that Great Falls needs this type of project. The location is fantastic, will bring community to that part of town, and the park is underused.

Commissioner Houck commented that she loves the fact that it is an infill project. Giving seniors a place to downsize and live also frees up additional homes in the community. She applauds the accessibility design and makes it affordable for people to move in. Very often people are moving out of their own homes because they cannot afford the renovations to make it accessible to their current lifestyle.

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Mayor Kelly concluded that there is a community housing need in Great Falls and he urged the Board of Housing to be generous in their consideration of this proposal.

**OLD BUSINESS**

**37. DEDICATION OF 29TH STREET SOUTHWEST DESCRIBED AS THE EAST 60 FEET OF LOT 2A, BLOCK 1 OF FLYING J TRAVEL PLAZA ADDITION LOCATED IN THE SE 1/4 OF SECTION 21, TOWNSHIP 20 NORTH, RANGE 3 EAST, P.M.M., CITY OF GREAT FALLS, CASCADE COUNTY, MONTANA PURSUANT TO THE IMPROVEMENT AGREEMENT WITH TURBO TRANSPORTATION GROUP, LLC APPROVED ON OCTOBER 6, 2020.**

Planning and Community Development Director Craig Raymond reported that this item is a request to approve the dedication to the public use and enjoyment 29<sup>th</sup> Street SW that is part of a previously approved project.

At the conclusion of a public hearing held on October 6, 2020, the City Commission approved Resolution 10372 to annex Tract 1B of Certificate of Survey No. 5077 and the adjoining right-of-way of Jasper Road. The City Commission also approved the minor subdivision to create Lots 1-4 of Double T Estates with establishment of C-3 Highway Commercial zoning for Lots 1-3 and R-2 Single-family Medium Density zoning for Lot 4 of the proposed Double T Estates subdivision.

Pursuant to the approved Improvement Agreement, the Owner was required to first dedicate and then construct 29th Street Southwest from 38th Avenue Southwest to the proposed Poplar Drive extension. This will allow the annexed 40.77-acre property to be accessed from existing City streets to the west and facilitate the first phase of development on Lot 1. Public infrastructure plans are currently under review for improvements to 29th Street Southwest and Poplar Drive along Lot 1 of the proposed Double T Estates.

Additionally, a building permit is under review for the planned truck wash located on Lot 1 of the proposed Double T Estates. It is anticipated that both public infrastructure improvements and development of Lot 1 will begin when all prerequisite items, such as this dedication and reimbursements, have been completed. Design and installation of the utilities and roadway improvements for the project are required to be consistent with City standards and the submitted plans shall be approved by the City of Great Falls before construction begins.

**Commissioner Tryon moved, seconded by Commissioner Robinson, that the City Commission approve the dedication of 29<sup>th</sup> Street Southwest described as the east 60 feet of Lot 2A, Block 1 of Flying J Travel Plaza as legally described in the staff report.**

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

Commissioner Houck stepped out of the meeting at 9:15 pm and returned at 9:16 pm.

Hearing none, Mayor Kelly called for the vote.

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Motion carried 5-0.

Mayor Kelly called a recess at 9:16 pm and called the meeting back to order at 9:22 pm.

**NEW BUSINESS**

- 38 **LABOR AGREEMENTS BETWEEN THE CITY OF GREAT FALLS AND THE MONTANA FEDERATION OF PUBLIC EMPLOYEES (MFPE), LOCAL #7796, GREAT FALLS POLICE PROTECTIVE ASSOCIATION (GFPPA), INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS, LOCAL #8, PLUMBERS AND PIPEFITTERS LOCAL NO. 41, INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS (IBEW), LOCAL #233, AND THE City OF GREAT FALLS PUBLIC EMPLOYEES CRAFTS COUNCIL.**

Human Resources Director Gaye McInerney reported that this report consolidates items 38-43. Two years ago, during the ratification of the 2019 collective bargaining agreements, there was a brief discussion regarding the double digit rising costs related to the City’s health insurance plan, which was previously provided by MMIA. The Commission provided direction to bid the health insurance plan for a new vendor and to change the employer/employee cost sharing split, which was Employer 90 percent, and Employee 10 percent in 2019. Since cost sharing is a bargained benefit in each of the collective bargaining agreements, 2021 was the next opportunity to bargain this item.

The health insurance plan was bid in March of this year, and the Commission is aware, the City made the move to BCBS-MT effective July 1, 2021. Collective bargaining began on April 26, 2021 and was completed on June 17, 2021 with successfully bargaining six contracts in nine weeks. Bargaining came down primarily to two items – cost-sharing percentages for health insurance and wage increases with the term of all the collective bargaining agreements as two years. All six collectively bargained memberships have ratified a new health insurance aggregate cost sharing percentage of Employer 85 percent and Employee 15 percent. The shift to an 85/15 split is estimated to save the City approximately \$576,000 in FY22.

Director McInerney highlighted the negotiated items for agenda items 38-43, and noted that each item will need to be voted on individually by the Commission.

Item #	Union	FY22	FY23	Financial Impact
38	MFPE	4.0%	4.0%	\$327,000
	MFPE – ECC	4.5%	4.0%	
39	GFPPA	4.0%	2.75%	\$658,532
40	IAFF, Local #8	3.5%	3.25%	\$473,000
41	Plumbers	3.5%	3.5%	\$33,513
42	IBEW	3.5%	3.25%	\$38,237



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43	CRAFTS	\$0.85/hr	\$0.70/hr	\$287,000
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Mayor Kelly inquired the potential savings to the City for the change in health insurance to BCBS and the 85/15 split with City employees.

Director McInerney responded in FY22, Finance Director Kinzler has indicated a \$576,000 savings with that 5% shift.

**Commissioner Robinson moved, seconded by Commissioner Houck, that the City Commission approve the labor agreement between the City of Great Falls and the Montana Federation of Public Employees (MFPE), Local #7796.**

Mayor Kelly asked if there were any comments from the public. Hearing none, Mayor Kelly asked if there was any discussion amongst the Commissioners.

Commissioner Tryon inquired if management felt this was a fair and equitable negotiation for each of the entities and both sides well served.

City Manager Greg Doyon responded the negotiation process was fair. Both sides had to give a little and leave a little on the table in the process. He opined the union negotiating teams might argue they are getting the minimum amount that they can live with when they go back to sell it to their memberships and vote on it because they know the City has a limited amount of funds. That is communicated to each of the unions during negotiations. Each side ultimately came to agreement.

Commissioner Robinson commented the new health insurance provider and the employees paying an extra 5% resulted in a big savings for the City. He thinks it is fair that the employees make a good salary and benefits. He is pleased with the outcomes.

Deputy City Manager Chuck Anderson recognized the department heads as the negotiating team.

Commissioner Houck expressed appreciation for having all of the contracts vetted and presented on time.

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

Motion carried 5-0.

**Commissioner Tryon moved, seconded by Commissioner Robinson, that the City Commission approve the labor agreement between the City of Great Falls and the Great Falls Police Protective Association (GFPPA).**

Mayor Kelly asked if there were any comments from the public. Hearing none, Mayor Kelly ask if there was any further discussion amongst the Commissioners. Mayor Kelly recognized each individual on the union negotiating team.

Mayor Kelly called for the vote.

**JOURNAL OF COMMISSION PROCEEDINGS**  
**July 6, 2021**

Motion carried 5-0.

**Commissioner Houck moved, seconded by Commissioner Tryon, that the City Commission approve the labor agreement between the City of Great Falls and the International Association of Fire Fighters (IAFF), Local #8.**

Mayor Kelly asked if there were any comments from the public. Hearing none, Mayor Kelly ask if there was any further discussion amongst the Commissioners. Mayor Kelly recognized each individual on the union negotiating team.

Mayor Kelly called for the vote.

Motion carried 5-0.

**Commissioner Robinson moved, seconded by Commissioner Houck, that the City Commission approve the labor agreement between the City of Great Falls and the Plumbers and Pipefitters Local No. 41.**

Mayor Kelly asked if there were any comments from the public. Hearing none, Mayor Kelly ask if there was any further discussion amongst the Commissioners. Mayor Kelly recognized each individual on the union negotiating team.

Mayor Kelly called for the vote.

Motion carried 5-0.

**Commissioner Tryon moved, seconded by Commissioner Robinson, that the City Commission approve the labor agreement between the City of Great Falls and the International Brotherhood of Electrical Workers (IBEW), Local #233.**

Mayor Kelly asked if there were any comments from the public. Hearing none, Mayor Kelly ask if there was any further discussion amongst the Commissioners. Mayor Kelly recognized each individual on the union negotiating team.

Mayor Kelly called for the vote.

Motion carried 5-0.

**Commissioner Robinson moved, seconded by Commissioner Houck, that the City Commission approve the labor agreement between the City of Great Falls and the City of Great Falls Public Employees Crafts Council.**

Mayor Kelly asked if there were any comments from the public. Hearing none, Mayor Kelly ask if there was any further discussion amongst the Commissioners. Mayor Kelly recognized each individual on the union negotiating team.

Mayor Kelly called for the vote.

**JOURNAL OF COMMISSION PROCEEDINGS**  
**July 6, 2021**

Motion carried 5-0.

**ORDINANCES/RESOLUTIONS**

**44. RESOLUTION 10421, TO AMEND RESOLUTION 10096 (CONDITIONAL USE PERMIT (CUP)) TO ALLOW HELENA AGRI-ENTERPRISES, LLC, PERIODIC STORAGE OF ANHYDROUS AMMONIA (NH<sub>3</sub>) ONSITE AT 6201 18<sup>TH</sup> AVENUE NORTH IN ORDER TO MANUFACTURE AMMONIUM POLYPHOSPHATE (APP).**

Planning and Community Development Director Craig Raymond reported that this item is a request to set a public hearing to consider Resolution 10421 amending Resolution 10096 which granted a Conditional Use Permit to Helena Chemical to construct and operate a business that handles hazardous substances on property addressed as 6201 & 6301 18<sup>th</sup> Avenue North.

The applicant, Helena Agri-Enterprises, LLC (Helena Chemical), is a national fertilizer company, which has been in operation since 1957 and has been established in Great Falls at AgriTech Park on Lot 3A since 2016. Helena Agri-Enterprises, LLC receives large quantities of dry and liquid fertilizer from rail and truck, then will mix, blend, repackage, store, and redistribute large quantities of fertilizer to farmers across Montana. The type of product redistributed depends on the specific need from each individual farmer.

During the 2015-CUP review process, staff identified two chemicals as not being permitted to be brought into the facility, ammonium nitrate and anhydrous ammonia. The caution at the time was related to the flammable nature of these chemicals. However, staff has recently been contacted by the applicant requesting that the CUP be modified to allow anhydrous ammonia because of the need to supply ammonium polyphosphate to local farmers. The amendment requested will allow Helena Chemical to periodically store anhydrous ammonia onsite in order to manufacture ammonium polyphosphate. The storage proposed will require rail cars or trucks to be staged on the existing rail line or facility for approximately two weeks. A truck mounted blending unit will be utilized to process the estimated 180,000 gallons of finished ammonium polyphosphate and will use all the anhydrous ammonia stored in the rail cars or trucks in approximately twenty-four hours. The rail cars or trucks will be connected to the vessels and attached to the blending unit by hose. The ammonia will be discharged from the unit by hose to existing plumbing and tanks. Helena Chemical anticipates the blending operation will be needed two times per calendar year. The anhydrous ammonia will be transported by four rail cars and involve usage of approximately 60,000 gallons of water.

Staff from various departments, including Fire Rescue staff, have reviewed the proposal and find that this amendment is a reasonable modification of the 2015 CUP. The Staff recommendation is based on the ongoing efforts that Helena Agri-Enterprises, LLC has taken over the years to ensure safety in their chemical handling processes. Additionally, the specific process proposed minimizes risk because the anhydrous ammonia is connected directly from its transport container to the on-site mixing tank.

**Commissioner Tryon moved, seconded by Commissioner Robinson, that the City Commission set Resolution 10421 for a public hearing on August 3, 2021.**

Mayor Kelly asked if there were any comments from the public.

**JOURNAL OF COMMISSION PROCEEDINGS**  
**July 6, 2021**

**Brett Doney**, Great Falls Development Authority, commented that GFDA is the developer of the Agri-Tech Park. Helena Chemical has proven to be an excellent partner at the park. GFDA has some new prospects for the park and most likely will be asking the Commission to endorse grant applications to the Economic Development Administration (EDA) to make improvements to 67<sup>th</sup> Street, including paving, water and sewer. Approval of an EDA grant will be less of a tax burden on the financing district and residents.

Mayor Kelly inquired if there has been trepidation expressed by the other tenants.

Mr. Doney responded the reason for an industrial park is to keep industrial uses away from residential areas. One concern is liability from spills. Each tenant needs to buy enough land to retain all of its runoff on its own lot. If it were not for the long history that Helena Chemical has and the experience he has had the last seven years working with them, then GFDA would have cause for concern because it could impact future lot sales.

Because it is a gas, Mayor Kelly noted that retention ponds do not come into play if there is an issue.

Director Raymond noted there is very little to no actual construction to take place to accommodate this request. They will be using closed, portable systems to some extent.

For the public hearing, Mayor Kelly requested additional information about Helena Chemical's safety record, the process, the risk profile, and whether it is normal under these circumstances to ask for some type of bond to be issued for the increased risk.

Director Raymond responded that Helena Chemical representatives would be present to answer questions.

Mr. Doney added that he would ask BNSF executives to be here as well.

Commissioner Tryon requested information also be provided regarding the danger of anhydrous ammonia being a target for methamphetamine producers.

Commissioner Houck inquired if this requested change has been discussed with Neighborhood Council 4.

Mr. Doney responded the council approved the change before the Planning Advisory Board meeting.

Commissioner Robinson would also like to know other places this chemical has been manufactured and if there were any safety issues.

Commissioner Houck inquired if Malmstrom had any concerns.

Director Raymond responded that Malmstrom has been notified and as of this date have not weighed in.

**JOURNAL OF COMMISSION PROCEEDINGS**  
**July 6, 2021**

Commissioner Moe would also like more information about this particular method of transport and delivery via train and to understand more the risk the City is taking on.

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

Motion carried 5-0.

**CITY COMMISSION**

**45. MISCELLANEOUS REPORTS AND ANNOUNCEMENTS.**

Mayor Kelly announced that a ceremony is being arranged tomorrow evening to commemorate the people that died from Covid over the past year at that the Municipal Band Shell in Gibson Park.

Commissioner Houck expressed condolences to Mr. Hubbard and his family. She also commented that fireworks are over and hopes that the Great Falls Police Department continues to enforce the ordinance. She was horrified to hear the amount of firework related calls.

Fire Chief Jeremy Jones announced that this afternoon the County went into Stage 1 restrictions, which is no open burning, and fires only in approved fire pits. Stage 2 restrictions will be implemented if the drought and weather continues. He added that GFFR is hearing about firework related fires that weren't reported. Although the firework related numbers that Manager Doyon reported are high, it isn't an accurate reflection of what happens in the community and it is hard to have a proactive approach to try to enforce the rules of no fireworks on sidewalks, streets and parking lots.

**46. COMMISSION INITIATIVES.**

Mayor Kelly requested that Crime Task Force Chairperson Sandra Guynn be invited to provide an update to the Commission and community.

Commissioner Tryon requested the Legal Department staff advise the Commission on the process of adopting a resolution stating the City of Great Falls takes a neutral position in relation to the BSCNHA. BSCNHA agenda proposes a heritage area for all of Cascade County and part of Chouteau County and goes well beyond Great Falls' jurisdiction.

City Attorney Sara Sexe responded such a resolution would go through the normal Commission agenda process and vetting by the public.

Commissioner Tryon added that it would entail amending the 2013 Growth Policy and the various boards appointed by the City to also remain neutral and not advocate the goals of the BSCNHA.

Commissioner Houck noted that the entire conversation perplexes her. The Commission is here to make sure the community flourishes, and is always looking for additional resources and collaboration with other people and organizations. She was on the founding board to look at the tourism aspect of it for a designation on the map to help people find us. She was recently approached at an outdoor event by a paid lobbyist opposed to the BSCNHA. If the Commission

**JOURNAL OF COMMISSION PROCEEDINGS**  
**July 6, 2021**

is going to have an open dialog she suggested that both parties be invited, as well as a state tourism representative.

Commissioner Tryon clarified that his point was to determine whether it was appropriate for the City to be advocating for a project that goes well beyond the City's jurisdictional boundaries, and using resources and the platforms of advisory committees to promote it when it goes beyond the City's jurisdiction.

Commissioner Houck suggested that would be a good conversation for the Commission members to have with Dan Clark.

Commissioner Moe commented that she continues to stumble upon documents that are supposed to be revised every now and then. With regard to the NHA discussion, the real issue is that the Commission should be having a community-wide conversation about how we want to see this community grow and in what manner. It's important to continually have those conversations and to get the growth plan into the next decade.

**ADJOURNMENT**

There being no further business to come before the Commission, **Commissioner Tryon moved, seconded by Commissioner Robinson, to adjourn the regular meeting of July 6, 2021, at 10:17 p.m.**

Motion carried 5-0.

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Mayor Bob Kelly

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City Clerk Lisa Kunz

**Minutes Approved: July 20, 2021**



Commission Meeting Date: July 20, 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	JUNE 24- JULY 7, 2021	552,759.49
ACCOUNTS PAYABLE CHECK RUNS FROM MUNIS	JUNE 24- JULY 7, 2021	5,218,440.17
<b>TOTAL: \$</b>		<u><u>5,771,199.66</u></u>

**SPECIAL REVENUE FUND**

**CENTRAL MT AG/TECH PARK**

US BANK TRUST	DEBT SERVICE PAYMENT	47,116.51
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**EAST INDUSTRIAL AG TECH PARK**

GREAT FALLS AGRITECH PARK	SEMI ANNUAL PAYMENT JULY 1	165,590.40
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**STREET DISTRICT**

GREAT FALLS SAND AND GRAVEL	11,000 TONS TYPE B AC; 3,000 OF TYPE C AC	105,312.06
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GREAT FALLS SAND AND GRAVEL	TYPE B ASPHALT - BID EXTENSION AND NEW PO	27,561.59
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**DEBT SERVICE**

**SOCCER PARK GO BONDS**

US BANK TRUST	DEBT SERVICE PAYMENT	150,000.00
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**GENERAL OBLIGATION TAXABLE BONDS**

US BANK TRUST	DEBT SERVICE PAYMENT	135,000.00
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**WEST BANK TID BONDS**

US BANK TRUST	DEBT SERVICE PAYMENT	40,000.00
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US BANK TRUST	DEBT SERVICE PAYMENT	85,000.00
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US BANK TRUST	DEBT SERVICE PAYMENT	56,712.50
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WEST BANK LLC	RESOLUTION 10397 WEST BANK LLC	750,000.00
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REIMBURSEMENT OF TID

<b>DOWNTOWN TID BONDS</b>		
US BANK TRUST	DEBT SERVICE CHARGE	50,000.00
US BANK TRUST	DEBT SERVICE CHARGE	34,870.28

**CAPITAL PROJECTS**

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<b>DOWNTOWN TID</b>		
TALISMAN CONSTRUCTION SERVICES	CIVIC CENTER FAÇADE	132,999.87

**ENTERPRISE FUNDS**

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**WATER**

US BANK TRUST	DEBT SERVICE PAYMENT	786,000.00
US BANK TRUST	DEBT SERVICE PAYMENT	356,443.67
A+ ELECTRIC MOTOR INC	HS 2 IMPELLER & CUTWATER REPAIRS RMVL & REINSTALL	69,547.50

**SEWER**

US BANK TRUST	DEBT SERVICE PAYMENT	730,000.00
US BANK TRUST	DEBT SERVICE PAYMENT	184,346.25

**STORM DRAIN**

US BANK TRUST	DEBT SERVICE PAYMENT	306,000.00
US BANK TRUST	DEBT SERVICE PAYMENT	93,103.75
WESTERN MUNICIPAL CONSTRUCTION	OF 1463.1 VALERIA WAY 4 STORM DRAIN REPL PH 2	92,789.64

**SANITATION**

OLYMPIC SALES INC	SANITATION ROLL-OFF'S 2,3,4,6, & 8 YARD CONTAINERS	78,931.00
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**TRUST AND AGENCY**

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**PAYROLL CLEARING**

STATE TREASURER	MONTANA TAXES	51,017.00
FIREFIGHTER RETIREMENT	FIREFIGHTER RETIREMENT EMPLOYEE & EMPLOYER CONTRIBUTIONS	50,086.20
STATEWIDE POLICE RESERVE FUND	POLICE RETIREMENT EMPLOYEE & EMPLOYER CONTRIBUTIONS	65,681.72
PUBLIC EMPLOYEE RETIREMENT	PUBLIC EMPLOYEE RETIREMENT EMPLOYEE & EMPLOYER CONTRIBUTIONS	126,854.44
US BANK	FEDERAL TAXES, FICA & MEDICARE	223,829.82

**CLAIMS OVER \$25000 TOTAL:** \$ 4,994,794.20



**CITY OF GREAT FALLS, MONTANA**

**COMMUNICATION TO THE CITY COMMISSION**

**DATE: July 20, 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>	Planning and Community Development	Montana Department of Commerce, Community Development Division	07/01/2021-09/30/2023	\$12,500 (grant award)	Ratification of Montana Department of Commerce Main Street Program Contract #MT-MMS-CG-21-002 for funding for main street activities (CR 121520.6A)
<b>B</b>	Planning and Community Development	Business Improvement District (BID)	07/01/2021-09/30/2023	N/A	Memorandum of Understanding to allow the BID to administer and comply with the terms of the Montana Department of Commerce Main Street Program Contract #MT-MMS-CG-21-002 (CR 072021.7A)

C	Planning and Community Development	Cushing Terrell	07/20/2021-written 30 day notice	\$31,200	Professional Services Agreement to provide design documents for the renovation of the Human Resources Area at the Great Falls Civic Center <b>OF 1750.1</b>
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**CITY OF GREAT FALLS, MONTANA**

**COMMUNICATION TO THE CITY COMMISSION**

**DATE: July 20, 2021**

**ITEM:** GRANTS LIST  
 Itemizing grants not otherwise approved or ratified by City Commission Action  
 (Listed grants are available for inspection in the City Clerk’s Office.)

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

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

**MAYOR’S SIGNATURE:** \_\_\_\_\_

**GRANTS**

	<b>DEPARTMENT</b>	<b>OTHER PARTY (PERSON OR ENTITY)</b>	<b>PERIOD</b>	<b>GRANT AMOUNT REQUESTED</b>	<b>CITY MATCH</b>	<b>PURPOSE</b>
<b>A</b>	Public Works/ Engineering	Montana Department of Natural Resources and Conservation (DNRC)	2021-2026	\$11,175,650	\$5,587,825	American Rescue Plan Act (ARPA) Grant for Lift Station No. 1 Improvements and Missouri River Forcemain Crossing <b>OF 1758.0</b>
<b>B</b>	Public Works/ Engineering	Montana Department of Natural Resources and Conservation (DNRC)	2021-2026	\$8,421,250	\$4,210,625	American Rescue Plan Act (ARPA) Grant for Water Treatment Plant (WTP) filtration system Improvements Phase 2 & 3 <b>OF 1637.1</b>
<b>C</b>	Public Works/ Engineering	Montana Department of Natural Resources and Conservation (DNRC)	2021-2026	\$7,600,000	\$3,800,000	American Rescue Plan Act (ARPA) Grant for Water Treatment Plant (WTP) solid residuals management and traveling screen replacement <b>OF 1698.1</b>



Commission Meeting Date: July 20, 2021  
**CITY OF GREAT FALLS**  
**COMMISSION AGENDA REPORT**

**Item:** Business Improvement District (BID) FY 2022 Budget and Work Plan

**From:** Melissa Kinzler, Finance Director

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

**Presented By:** Joan Redeen, Business Improvement District

**Action Requested:** Conduct Public Hearing and Accept the Business Improvement District FY 2022 Budget and Work Plan

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**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/reject) the FY 2022 Business Improvement District Budget and Work Plan.”
  2. Mayor requests a second to the motion, Commission discussion, and calls for the vote.
- 

**Staff Recommendation:** The BID recommends that the City Commission accept the FY 2022 BID Budget and Work Plan.

**Background:** The initial creation of the BID was in 1989. It was renewed in 1999, 2009, and 2019 each for periods of ten years by petition of the property owners within the District.

The Business Improvement District's overall purpose is to utilize assessment dollars through the BID to improve and revitalize the downtown area. If there are any material increases or decreases in the actual assessment from the approved budget, the BID's Board will either request a budget amendment from the City Commission or the Board will include the amount of revenue whether it be an increase, or decrease, in their Budget and Work Plan for the coming fiscal year. The BID has not changed the areas of the district boundaries since its origination date.

According to MCA Section 7-12-1132(3), the City Commission must hold a public hearing to hear any objections to the budget and work plan. Following the public hearing, the City Commission may

approve the plan or request that amendments be made to it, prior to levying an assessment on all properties within the district to defray the costs.

A separate resolution to levy and assess the properties within the district will be brought to the City Commission after Certified Market Values are received from the DOR.

**Fiscal Impact:** The BID is projecting annual revenue for Fiscal Year 2022 of approximately \$253,000 in assessments. The funds are used to operate the BID office, grant programs, tree maintenance, beautification efforts and additional projects for streetscapes, and economic growth.

The assessment will be according to the formula approved by the BID Board and the City Commission:

1. a flat fee of \$200.00 for each lot or parcel without Land Use Code of 125;
2. a flat fee of \$50.00 for each lot or parcel with a designated Land Use Code of 125 which is a Residential Condominium;
3. an assessment of \$.00165 times the market valuation as provided for by the Montana State Legislature;
4. and an assessment of \$.015 times the square footage of the land area.

**Alternatives:** The City Commission could request the BID Board make changes to either the Budget or Work Plan.

**Concurrences:** The BID partners with several organizations to provide results and follow the overall purpose for the BID. Finance staff is responsible for assessing and collecting the revenues.

**Attachments/Exhibits:**

Work Plan 2021-2022

BID Final Budget

Map of BID Boundaries



# GREAT FALLS BUSINESS IMPROVEMENT DISTRICT WORK PLAN 2021-2022



The mission of the Great Falls Business Improvement District (BID) is to represent the unique interests of the business and property owners located within the district. The goal of the BID is to create an environment that is appealing to shoppers, office workers, residents, tourists, and new businesses and investors. Overall, the BID is responsible for downtown revitalization through economic development, real estate development, short and long-range planning, grant program administration, and physical and environmental improvement programs.

## The BID will provide the following services within the designated boundaries over the next fiscal year:

- **Downtown Property Investments**
  - Invest in downtown properties through our many grant programs.
    - Current grant programs may include, but are not limited to: Interior & Business Incentive
  - Utilize additional grant programs to supplement BID grant monies
    - Tax Increment Financing (TIF)
      - The BID will continue to support the Downtown Development Partnership (DDP) in administering the TIF
- **Downtown Safety & Security**
  - Continue to take a lead role in organization and promoting Downtown Safety & Education
    - Working with partner organizations of the Downtown Safety Alliance
    - Support the BRIC Officer from the Great Falls Police Department
    - Support the Great Falls Police Department's Volunteer Program
    - Management of the Coins for a Cause Program
    - Continue Business Watch/Safety Education Programs
- **Unifying Entities**
  - Communication
    - Provide our property & business owners information on the BID and our programs
  - Volunteers
    - Continue support of the Downtown Chicks, an established pool of volunteers that can be utilized as a resource for events & special projects
    - Continue support of the Building Active Communities Initiative (BACI)
    - Work with organizations to coordinate improvement efforts of our downtown
  - Downtown Partnership
    - The BID will be an active participant in the DDP, working to implement the Downtown Master Plan
      - The BID will take the lead on citywide Wayfinding Implementation
    - The BID will support the Downtown Great Falls Association
    - The BID will support the Great Falls Development Authority and the Downtown Business Development Officer position
    - The BID will support the following organizations, the Great Falls Area Chamber of Commerce and Montana Tourism via Convention Visitors Bureau membership
  - City Boards
    - Serve as ex-officio on the Parking Commission
    - Serve as ex-officio on the Historic Preservation Advisory Commission
- **Beautification**
  - Downtown Public Art Projects – Lead in the organization of ArtsFest MONTANA
    - Continue support of the Urban Art Project
  - Trash Removal/Graffiti Removal
  - Snow Removal
  - Tree & Flower Maintenance –via funding for tree maintenance from the Downtown TIF
  - Holiday Décor/Banners/Flags
  - Sound System

**BID  
BUDGET  
FY 2022**

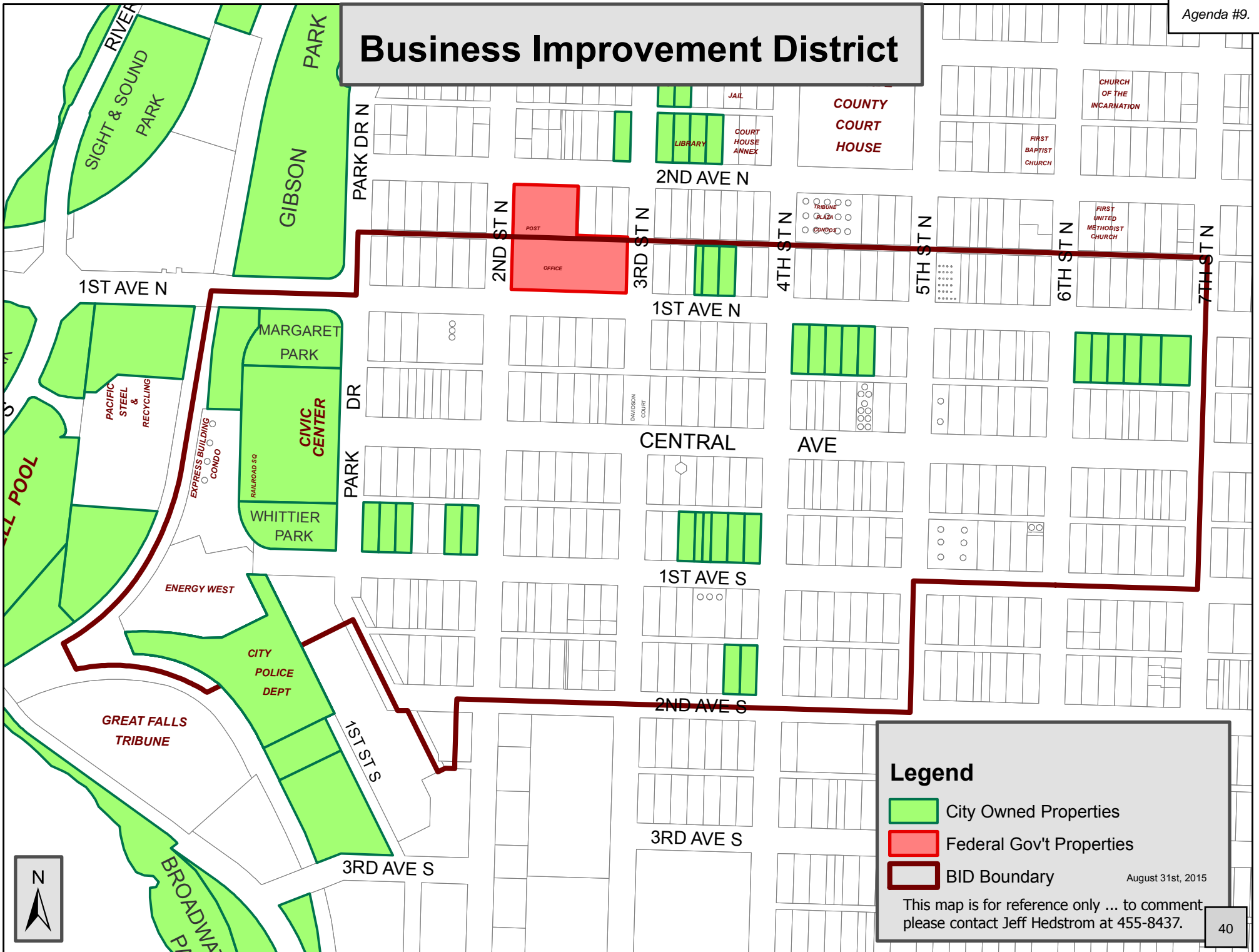


<b>Revenues</b>	
Assessments	\$ 253,000
Assessment Receivable	\$ 15,000
Business Watch	\$ 500
Coins for a Cause	\$ 500
Downtown Art - Sponsorships	\$ 25,000
Interest Income	\$ 150
TIF Funds - Tree Work	\$ 25,000
Urban Art Project	\$ 8,500
Wayfinding	\$ 150,000
Prior Year Carryover - Cash	\$ 100,000
<b>Total Revenues</b>	<b>\$ 577,650</b>

<b>Expenses</b>	
Advertising	\$ 100
Web Design	\$ 250
Beautification	\$ 2,500
Art Downtown	\$ 35,000
Flowers	\$ 500
Sound System	\$ 500
Snow Removal	\$ 5,000
Trash Removal	\$ 10,000
Tree Program	\$ 25,000
Holiday Décor	\$ 10,000
Business Grants	\$ 134,410
Business Watch	\$ 500
Coins for a Cause	\$ 500
Contract Services	\$ 35,000
Donations	\$ -
Dues & Subscriptions	\$ 2,950
Employee Benefits	\$ 300
Insurance	\$ 5,000
Miscellaneous	\$ -
Office Equipment	\$ 1,000
Office expense	\$ 1,000
Payroll taxes	\$ 13,000
Professional Services	\$ 4,800
Rent	\$ 5,000
Salaries	\$ 85,000
Special Projects	\$ 36,605
Supplies	\$ 3,000
Taxes, Licenses & Fees	\$ 35
Telephone/Internet	\$ 1,500
Travel & Education	\$ 500
Urban Art Project	\$ 8,500
Utilities	\$ 200
Wayfinding	\$ 150,000
<b>Total Expenses</b>	<b>\$ 577,650</b>

<b>Net Revenue/Loss</b>	<b>\$ -</b>
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# Business Improvement District



**Legend**

- City Owned Properties
- Federal Gov't Properties
- BID Boundary

August 31st, 2015

This map is for reference only ... to comment please contact Jeff Hedstrom at 455-8437.





Commission Meeting Date: July 20, 2021

**CITY OF GREAT FALLS  
COMMISSION AGENDA REPORT**

**Item:** Tourism Business Improvement District (TBID) 2021/2022 Budget and Work Plan

**From:** Melissa Kinzler, Finance Director

**Initiated By:** Tourism Business Improvement District

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

**Action Requested:** Conduct Public Hearing and Accept the Tourism Business Improvement District 2021/2022 Budget and Work Plan

**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/reject) the 2021/2022 Tourism Business Improvement District Budget and Work Plan.”
2. Mayor requests a second to the motion, Commission discussion, and calls for the vote.

**Staff Recommendation:** The TBID recommends the City Commission accept the 2021/2022 TBID budget and work plan.

**Background:** The initial creation of the TBID was in 2008. On February 6, 2018, the City Commission approved Resolution 10222 re-creating said TBID for a duration of ten (10) years. The TBID's overall purpose is to promote tourism, conventions, trade shows, and travel to the City of Great Falls through the use of assessment revenue. If there are any material increases or decreases in the actual assessment from the approved budget, the TBID's Board will either request a budget amendment from the City Commission, or the Board will include the amount of revenue whether it is an increase or decrease in their Work Plan and Budget for the coming Fiscal Year.

According to MCA Section 7-12-1132(3), the City Commission must hold a public hearing to hear any objections to the budget and work plan. Following the public hearing, the City Commission may approve the plan or request that amendments be made to it, prior to levying an assessment on all properties within

the district to defray the costs. A separate resolution to levy and assess the properties with the district will be brought to the City Commission in September.

**Fiscal Impact:** The TBID is projecting annual revenue for Fiscal Year 2021/2022 of approximately \$511,216 in assessment dollars.

The assessment will be according to the formula approved with the re-creation of the district:

The assessment will be a flat fee of two dollars (\$2.00) per occupied room night for establishments with 31 or more rooms and a flat fee of one dollar (\$1.00) per occupied room night for establishments with 1-30 rooms as prescribed in Mont. Code Ann. Section 7-12-1133(f). The new assessment method began on July 1, 2018, so Fiscal Year 2021/2022 will be the third year of billing the assessment with the new formula. A separate resolution will be adopted in September to levy and assess properties in the TBID.

**Alternatives:** The City Commission could request the TBID Board make changes to either the Budget or Work Plan.

**Concurrences:** The TBID partners with several organizations to provide results and follow the overall purpose for the TBID. Finance staff is responsible for assessing and collecting the revenues.

**Attachments/Exhibits:**

2021/2022 TBID Marketing Plan and Operation Strategy

2021/2022 TBID Budget

Map of TBID Boundaries



# 2022 Marketing Plan and Operation Strategy

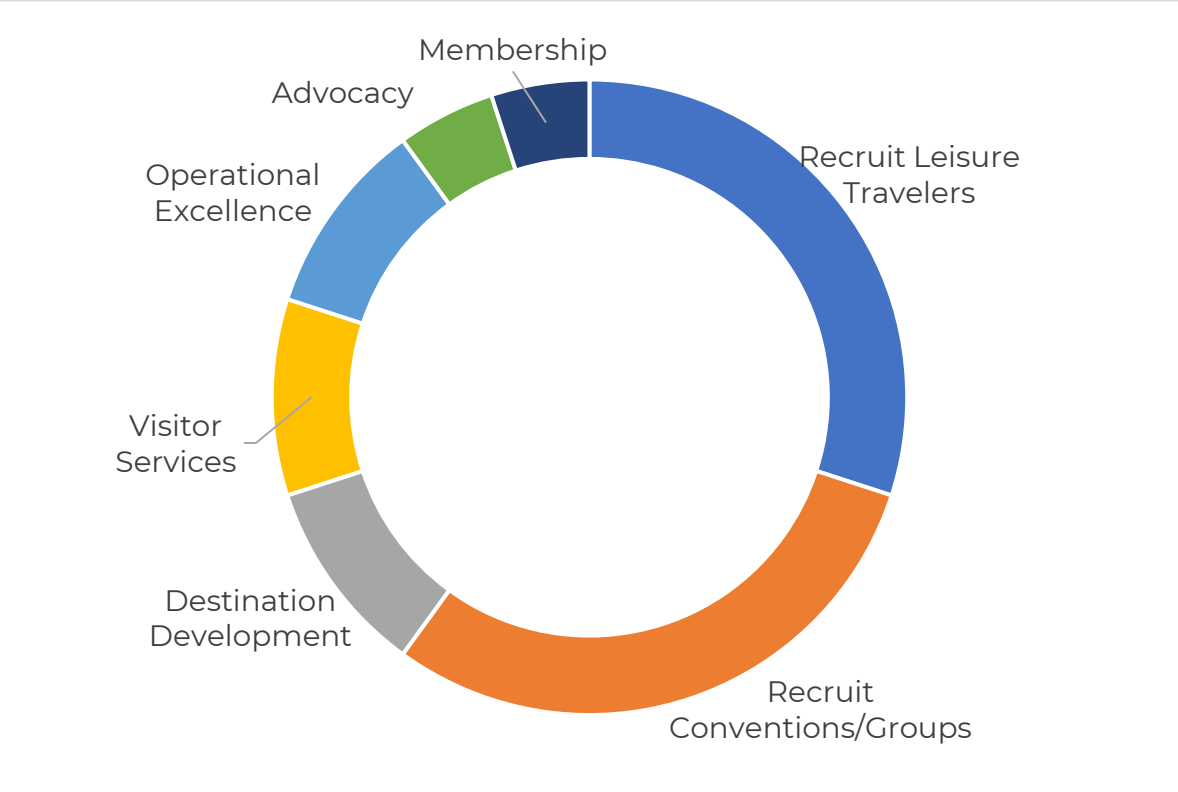


July 1, 2021 - June 30, 2022

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

Great Falls Montana Tourism is the destination management organization for Great Falls, Montana. Our efforts are to:

- 1. Promote Great Falls to potential leisure travelers.
- 2. Recruit meetings and conventions to Great Falls.
- 3. Support tourism infrastructure assets.
- 4. Assist in-market guests with having an only in Great Falls experience.
- 5. Invest in new and growing events.
- 6. Advocate for the Tourism industry.
- 7. Recruit members.



Our team is focused on the organization’s mission to strengthen our economy by promoting the uniqueness of Great Falls, Montana to visitors that will generate an overnight stay in Great Falls.

There are 466 incorporated places that have a population of between 50,000 to 99,999, Great Falls is 1 of them. 741 with 25,000 to 49,999. That is 1,206 options other than Great Falls that offer meeting and leisure travel opportunities. Our job is to get Great Falls known, and then, make people fall in love with our unique opportunities. That doesn’t account for the 314 other places with a population of 100,000 or more, just in the United States. (Attachment 1)

To stand out in a saturated destination marketing environment, Great Falls, Montana requires a bold and innovative approach. Great Falls is marketed as Montana’s greatest dam town that is a basecamp to unspoiled nature, breathtaking diverse landscapes, and friendly, relaxed hospitality. Our tone is conversational, punny (yes, pun-ny), simple, and confident. The use of the word dam is used in marketing headlines when images are of

dams, and sparingly in other efforts. We use a double exposed image over a landscape in our promotion to juxtapose the outdoors and illustrate the art in Great Falls that differentiates us from other Montana communities and from the 1,520 other communities via for attention. (Attachment 2)

We compare our efforts against benchmark communities as well as our own historic performance. Those benchmarks include:

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

According to the Institute of Tourism and Recreation Research (ITRR), Great Falls hosted 44% fewer overnight visitors in 2020 than it did in 2019. Room demand was 29% lower in 2020 compared to 2019. Our 2020 lodging collections were 40% lower than 2019. (Attachment 3) The Canadian Border was closed to non-essential travel and the east entrances to Glacier National Park were closed. As we begin to move forward, 2019 will be held as our benchmark for recovery and 2020 will remain an oddity for data due to COVID-19.

**RECRUIT LEISURE TRAVELERS**

ITRR data shows that Great Falls receives the propensity of its visitors from Washington, Idaho, Colorado, California, Minnesota, Florida, Illinois, Oregon, North Dakota, Utah, and Texas. Overnight visitors to Great Falls primarily enjoy scenic driving, day hiking, recreational shopping, wildlife watching, nature photography, and visiting museums/historical sites. Great Falls Montana Tourism has received 22,718 inquiries in fiscal year 2021, mostly coming from Texas, California, Florida, Ohio, Michigan, Illinois, Pennsylvania, Missouri. They predominately arrive by personal vehicle and are repeat visitors. Our visitors are couples, 55 years old and older, with an income range of \$75,000 to \$150,000. (Attachment 4)

**Target Markets**

- Active Independent Adventure Couples 35-65 years old who live in
  - Drive Markets – Spokane, Coeur d’Alene, Boise, Bismarck, Fargo, Rapid City, Alberta, Saskatchewan
  - Direct Fly Markets – Denver, Seattle, Chicago
  - Originating Flight Markets – Los Angeles, Texas (Dallas, San Antonio, Austin)
  - Emerging Markets – Nashville, Milwaukee



- Culture and History Buffs aged 50-65 who live in
  - Drive Markets – Spokane, Coeur d’Alene, Boise, Bismarck, Fargo, Rapid City, Alberta, Saskatchewan
  - Direct Fly Markets – Denver, Seattle, Chicago
  - Originating Flight Markets – Los Angeles, Texas (Dallas, San Antonio, Austin)
  - Emerging Markets – Nashville, Milwaukee
- Event Experiencers aged 25-45
  - Local Drive markets – Billings, Bozeman, Butte, Missoula, Kalispell
  - Drive Markets – Spokane, Coeur d’Alene, Bismarck, Fargo, Rapid City, Alberta, Saskatchewan
- Shop & Diners aged 25-65
  - Drive Markets – Alberta, Saskatchewan
- Flight Credit Holders (Delta, United)

(Attachment 5)



Traditional Paid Media

- Provide outdoor recreation, cultural amenities, event, and itinerary messaging through paid ads on Facebook, Instagram, SnapChat and YouTube.
- Market Great Falls’ outdoor recreation and cultural amenities through articles published on digital and print platforms.
- Place ads in niche print publications.
- Take advantage of media opportunities that leverage video assets.
- Take advantage of media opportunities that retarget audiences engaging with a first Great Falls message.
- Take advantage of media opportunities that leverage Glacier and Yellowstone National Park trip planners and visitors.
- Create custom landing pages to support all paid media placement for better tracking.

Non-Traditional Paid Efforts

- Find opportunities to leverage influencers that will produce a strong return on investment.
- Local product production partnerships: Pasta Montana, JJ Johnson, Mighty Mo, Mountain Wave Distilling, and others.
- Find ways to promote Great Falls through Great Falls Sporting Venues: Electric City Raceway, Great Falls Trap and Skeet Club, Centene Stadium, Montana ExpoPark, Great Falls Ice Plex, and Mclaughlin Center.
- Lead a targeted innovative “It’s Greater in Great Falls” guerilla marketing effort in Texas, if new direct flight announced.

Events

- Support Western Art Week show organizers by listing their shows and events at WesternArtWeek.com.
- Support Western Art Week shows by producing a comprehensive guide to all activities during the week and making them available to all guests.

- Promote Western Art Week to Event Experiencers, Shop & Diners, and History Buffs as a supplement to the show organizers promotion to art buyers.
- Coordinate “The Greatest Dam Mimosa Showdown” the weekend of National Mimosa Day, to include a pub crawl the night before and brunch the day after, leveraging technology assets to determine value.
- Support the launch of The Newberry with marketing grant investment.

#### Joint Ventures

- Participate in State of Montana Department of Tourism and Business Development opportunities that offer video or content placements.
- Participate in strategically aligned opportunities provided by partners.
- Provide opportunities to partners to capitalize on consumer awareness built by Great Falls Montana Tourism to increase interest for the member’s business.
  - These ads will appear among Great Falls Montana Tourism branded ads for increased impact. While the Great Falls, Montana brand ads provide orientation to answer the question, “Where in Montana?” joint venture ads have the opportunity to provide the answer to “How/What in Great Falls, Montana?”



#### Public Relations

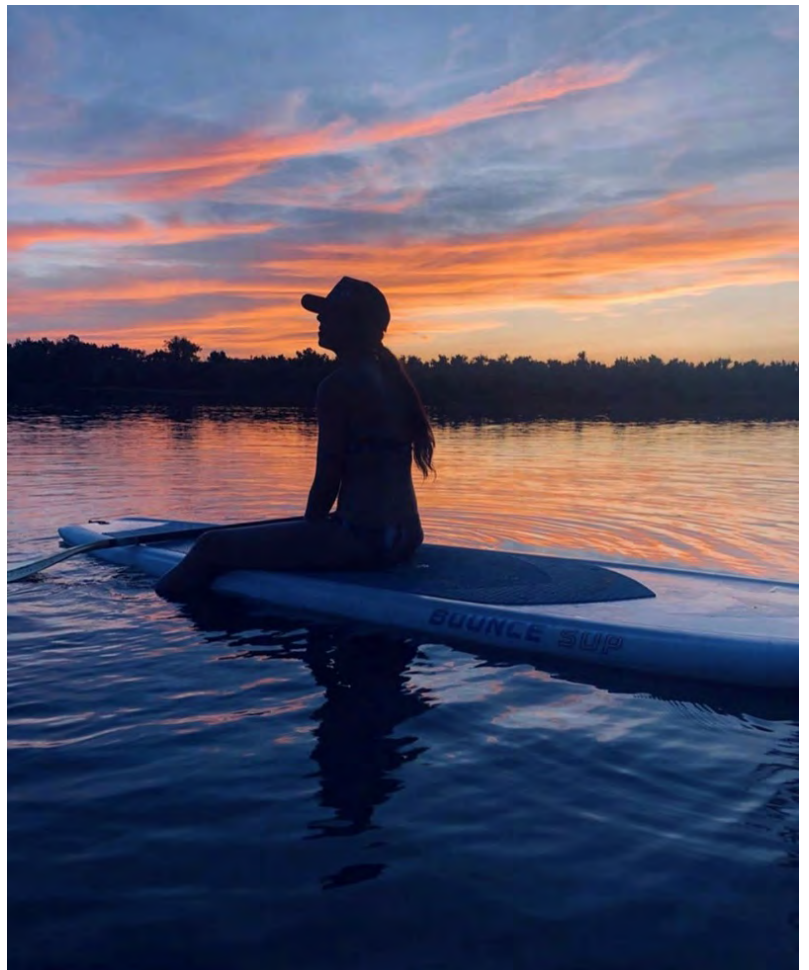
- Subscribe to media request service and respond to appropriate leads to generate interest for Great Falls, Montana.
- Establish relationships with writers and offer familiarization tours in exchange for media coverage.

## Facebook

- Be the leader in producing original content about Great Falls and posting Glimpse of Great Falls videos, Did you Know/Check this Out posts, podcast new episode announcement posts, new blog announcement posts.
- Members who create Facebook Events will have those events added to our page's event section.
- Launch member developed "Show Me" video segments where members will provide Great Falls Montana Tourism short videos that provide insider tips and behind the scene developed about their business.
- Relaunch "What's Up Wednesday" video segment that will feature a new event or special activity happening in two to three weeks from the time of post.
- Share posts of positive news highlighting the Great Falls' community, current non-political events, and exciting opportunities with the primary objective to make Great Falls, Montana the destination for a leisure traveler.
- Invite people who engage with our content to Like our page.
- Respond to comments and messages, both positive and negative, as appropriate.

## Instagram

- Post breathtaking, emotion invoking photos.
- Secure rights and leverage user-generated content that showcases our diverse landscapes and seasonal experiences in and around the basecamp; an approximate 60-mile radius from Great Falls.
- Include simple conversational toned captions, a location, and the minimum following hashtags: #VisitGreatFalls #GreatFallsMontana #GreatFallsMT #GreatFalls #Montana on all posts. Additional trending experience, season, and image specific hashtags will be included to leverage larger feeds.
- Post videos sparingly as we want the market to engage within seconds.
- Include shared stories that highlight outdoor adventure in Great Falls and the surrounding area that Great Falls Montana is tagged in, or with similar original content, as stories.



## Twitter

- Post in real time as events occur, conversational confident toned tweets and attempt to engage, as appropriate, people of notoriety with our tweets.



## YouTube

- Maintain a library of Great Falls Montana Tourism videos that currently includes Montana People of Great Falls series, Introduction to Great Falls series, and our podcast, We're No Dam Experts, episodes.
- If a partner, or staff capacity is found, launch "We Want You Here" video series for YouTube that builds off the Montana People of Great Falls video series by highlighting business owners and influential residents sharing what makes Great Falls unique and ending with inviting the viewer to Great Falls.

(Attachment 6)



## We're No Dam Experts Podcast

- Create, produce and deliver a weekly episode on a topic about Great Falls, Montana and publish to podcast libraries.
- Create a landing page for each episode and link that page to the show landing page.

## Website

- Develop and source, from partners and industry experts, blogs for [www.VisitGreatFallsMontana.org](http://www.VisitGreatFallsMontana.org) that will share first person experiences for other's to engage with.
- Create evergreen itineraries to inspire leisure travelers next trip to Great Falls.
- Develop custom content, as appropriate, to orient leisure travelers with Great Falls.
- Create digital passes that reduces the need for paper and will offer virtual guided engagement through Great Falls.
- Establish dedicated content for wedding and sport segments.

## Direct Communication

- Create and deliver a seasonal "Get to Know Great Falls" email to all new inquiries on the following Tuesday after they are received.
- Create and deliver a monthly "Adventure Awaits" email to our entire leisure traveler database.
- Create and deliver special edition focused email communications to targeted interests as the need arises.

## Photos and Videos

- Secure new photos for owned and paid media utilizing hired photographers for staged shoots, call for submission to amateur photographers, and photo contests.
- Develop new video content to promote Great Falls with connected to outdoors, art, food and shopping.

### Visitor Guide

- Provide enhanced, flippable, experience for Visitor Guide online.
- Print a limited run of guides and offer print on demand of the guide from our website.
- Distribute printed guides through Certified Folder for Yellowstone and Glacier Routes.
- Provide printed guides to those who request one.



### RECRUIT CONVENTIONS

The meeting industry will take more time than leisure to fully recover. According to a Meeting Planners International (MPI) survey, 45% of planners anticipate holding their next face to face event between July and December 2021 and 61% expect to offer a hybrid component to that face-to-face event. Hybrid will be part of all future face to face events according to 66% of meeting planners. COVID-19 continues to impact planning, with meeting planners giving preference to places with upgraded air filtration systems, rapid testing, outdoor space options and limiting capacity. (Attachment 7)

#### Target Market

- Associations west of Mississippi River who host meetings and conventions with 350+ attendees within the following industries:
  - o Agriculture
  - o Arts
  - o Culture
  - o Outdoor Recreation
- Montana Associations who are open to considering new locations.
- Montana regional sporting events.

### Leverage Competitive Advantages

- Access through direct flights to Seattle on Alaska, Salt Lake City and Minneapolis on Delta, Denver and seasonally Chicago on United, Las Vegas and Phoenix on Allegiant using GTF.
- Montana's 3<sup>rd</sup> Largest City with 60,000 residents.
- 2,300 available lodging rooms.
- Emotional connection to Montana.
- Variety of budget conscious options.
- Outdoor space options.

## Develop the Pipeline

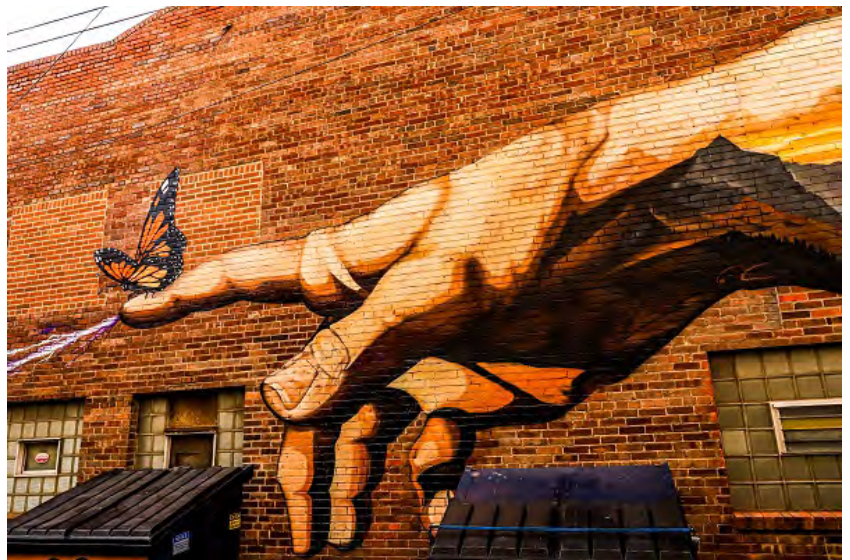
- Search MINT+ database for new meeting and convention opportunities by industry and location.
- Deliver Bring it to the Basecamp presentations to local civic organizations and ask for referrals of meeting and convention opportunities.
- Network with local leaders to find industry associations or passion projects connected to and ask for referral to bring opportunity to Great Falls.
- Attend Hosted Buyer Shows to pitch Great Falls 1:1 with targeted meetings planners.
- Work with local venues to develop a comprehensive calendar of projects and leverage for national opportunities connected to already secured business.
- Search like communities for booked business and research prospect.
- Prospect through LinkedIn to connect with meeting planners.

## Engage Meeting Planners

- Communicate directly by telephone, video, email and 1:1 meetings.
- Provide letters of interest highlighting Great Falls' competitive advantage.
- Incentivize communication with small, Great Falls specific, door openers.
- Host Familiarization Tours, in person and virtually.
- Utilize LinkedIn to highlight activities, space, unique opportunities, and successes.
- Create and deliver monthly "Bring it to the Basecamp" email communication and incentivize submission of open RFPs.
- Create and deliver content that demonstrates how Great Falls successfully hosts a variety of projects through direct email communication and LinkedIn.
- Conduct venue interviews showcasing capabilities and personality of Great Falls and deliver through direct email communication and LinkedIn.
- Create "Friday Feel" segments that showcase unique experiences for attendees that will be housed on YouTube and shared through direct email communication and LinkedIn.
- Maintain Memberships in
  - Destinations International
  - DMA West
  - Montana Society of Association Executives

## Respond to Requests for Proposals

- Request room rates & availability from all lodging properties via email for leads.
- Provide information on applicable resources, such as catering, live music, networking events, transportation, and family itineraries.
- Provide incentives and leverage incentive requirements for member benefit.
- Develop and deliver custom pre/post conference itineraries for attendees.



- Highlight unique industry opportunities available for keynote addresses or on-site tours.
- Pitch unique attendee experience opportunities to increase attendee interest.

Convention Services

- Provide Only Attendees digital pass for attendees to hold full conference agenda and plan for after conference activities and receive special offers from members.
- Aid meeting planners in building attendance by attending preceding event, providing social media posts about Great Falls, and/or distribute communications about Great Falls to potential attendees.
- Provide Family/Partner itineraries to increase add-on attendance.
- Develop pre/post conference itineraries for distribution to meeting attendees.
- Provide connections to community and industry leaders, local service providers, and community engagement opportunities.
- Survey meeting planners after event to obtain feedback on services and secure testimonials to use in future marketing.
- Offer Welcome Booth at event with Great Falls resources to provide attendees information about things to do after conference.
- Deliver sponsorship opportunities for landed projects to members.



**DESTINATION DEVELOPMNET**

- Provide education on the details and the economic value of improving Montana ExpoPark to civic groups, organizations, and resident groups.
- Invest in and support the efforts through the Small Community Air Service Development grant, led by Great Falls International Airport Authority.

- Invest in and support the efforts of the Low-Cost Air Initiative that looks to bring cost competitive new flights into Great Falls, led by Great Falls area Chamber of Commerce Foundation.
- Provide data and insight to efforts that will enhance Great Falls' competitiveness for overnight visitation.
- If EDA Grant secured, work with a consultant to analyze Great Falls' capacity for hybrid meetings at local venues.
- Conduct interviews with meeting planners for "Let's Give 'em What They Want" meeting partner engagement series.
- Establish relationships with University of Providence and Great Falls College-MSU to promote Great Falls to prospective students and parents to come visit.
- Establish relationships with Great Falls Clinic and Benefis Health Systems to promote Great Falls to outpatient users.
- If EDA Grant secured, make investments to support Voices of Montana Tourism and Great Falls Development Authority.
- Create and deliver "Let's Partner" Marketing Series Workshops to cover how to leverage Great Falls Montana Tourism's efforts and develop an event mini-marketing plan to attract overnight visitors.
- If EDA Grant secured, offer grants for marketing events.
- Continue to create alliances with willing partners to further the efforts of Great Falls Montana Tourism.

## VISITOR SERVICES

- Greet all in-market guests, answer questions, and add value by over sharing about Great Falls, Montana.
- Greet all callers, answer questions, and add value by over sharing about Great Falls, Montana.
- Provide printed materials as requested, while encouraging electronic delivery.
- Work with partners to bring additional opportunities to Overlook Park, such as food trucks, bike rentals, and disc golf equipment rentals once relocated to 15 Overlook Drive.
- Develop displays for in-market guests to engage with throughout 15 Overlook Drive.



## OPERATIONAL EXCELLENCE

- Conduct weekly Pipeline Meetings to prioritize leads, discuss what it will take to land projects, and strategize next steps for landed business.
- Conduct weekly Team Meetings to prioritize for the week, discuss hurdles, and strategize owned and paid media efforts.
- Create and deliver meeting progress reports as needed to venues and lodging properties regarding leads lost and secured and known business occurring in Great Falls.
- Create and deliver quarterly Basecamp Briefs for members, lodging properties and community leaders.
- Create and deliver weekly, Tourism Tuesday emails for interested parties and Board of Directors that highlights the team's results and pertinent items that affect Tourism, from the previous week.
- Create and deliver weekly Operations Update emails for the Board of Directors that provides insight to the pipeline, team's efforts, and paid media results.
- Create and deliver weekly, The Eventory, an inventory listing of events occurring in Great Falls for our event industry partners, interested parties, and lodging properties to aid in itinerary fillers for in-market guests and strategic planning or collaborating on established and new events.
- Provide staff opportunities for continuous education within the industry and their area of professional purpose.
- Oversee annual audit of assessment and tax funds. Coordinate 990 preparation for Great Falls Convention and Visitors Bureau. Submit annual reports for both Great Falls Tourism Business Improvement District and Great Falls Convention and Visitors Bureau. Deliver quarterly financial reports for Great Falls Convention and Visitors Bureau. Complete annual marketing evaluation report for Great Falls Convention and Visitors Bureau.
- If walk-in traffic reaches a level to warrant, add Guest Services Manager, either as part time, full-time seasonal, or in partnership with River's Edge Trail Foundation. (Attachment 8)
- If EDA Grant secured, conduct Destination Next assessment, strategic planning, and market analysis.
- Track all activity for inquiries, leads, projects, and partners through iDSS customer relationship management system.
- If EDA Grant secured, buy Economic Impact Calculator to integrate into iDSS to quickly assess impact of landed business.
- Track organization goal progress, owned and paid media, visitation, lodging tax collection, and TBID assessment collection in Performance Dashboard and deliver report monthly to Board of Directors.



- Conduct monthly Board of Directors Meetings to monitor financials, review progress towards goals, review strategy, and adopt changes in strategic efforts.
- Provide live and recorded Director orientation.
- Retain a high performing, professional staff.
- If American Rescue Plan Act funds or EDA Grant secured for operation costs, make investment into reserves.



#### ADVOCACY

- Increase awareness of Tourism efforts through civic group presentations.
  - Oppose any attempts to reduce or reallocate funds generated through current Tourism Business Improvement District laws.
  - Oppose any attempts to change the lodging facility use tax that would negatively impact its ability to be used for tourism promotion and tourism infrastructure.
  - Oppose efforts that reduce Great Falls' competitiveness to attract overnight visitors.
- Support efforts to reopen the northern US border for Canadian travel south.

#### MEMBERSHIP

- Recruit businesses and organizations for a \$100 investment that will receive value from and help support Tourism's efforts and provide them the following benefits:
  - Opportunity to participate in Joint Venture Opportunities from Montana Office of Tourism and Business Development: <https://marketmt.com/JointVenture>.
  - Facebook events created by member shared to Visit Great Falls Montana Facebook page.
  - First right of refusal to model for photo and video shoots as appropriate.
  - Photo image and link description for all DBA's in appropriate categories on Great Falls Montana Tourism website, within the context of Great Falls Montana Tourism's strategic plan, brand platform, marketing plan, and creative strategy.
  - Member developed content will be shared as appropriate for Great Falls Montana Tourism to fulfill its mission.
  - Opportunity to leverage event sponsorships and conference welcome services with specials, as available.
  - Opportunity to leverage Great Falls Montana Tourism led trade show attendance with donations.
  - Opportunity to buy-in to collaborative advertising as available and appropriate.
  - Discounts on sponsorships offered for incentive-based strategic opportunities.
  - First right of refusal for photo and video venue shoots.
  - Provided materials displayed in membership section of reception area.

- Basecamp Brief with current Tourism market data and strategic priority updates.
- Notice of upcoming conventions/events.
- Current Great Falls Montana Tourism Paid Media Schedule.
- Access to Paid Research.
- Use of Tourism Images and Video content.
- \$25 Credit for NEW Member Recruitment.
- Launch Member Portal to provide quick access to benefits and opportunities.
- Track and report to members results of media-based benefits that feature their business.
- Offer Members the opportunity to engage with Great Falls Montana Tourism through an Annual Meeting in June and Marketing Roundtable in February.
- Provide “Let Us Welcome You” retargeted offers/discount email and Visitor Magazine QR Code where members and lodging properties provide a discount to be delivered to travelers using a digital pass. Provided on a first come, first served basis.
- Provide 12 “We Want You Here” retargeted email opportunities where the member buys-in for a 100% of voice sponsored content retargeted email served as part of an automated series to a list of people who engaged in an initial Adventure Awaits email. The content will be approved and placed by Great Falls Montana Tourism. \$200 for members, \$600 for non-members. Provided on a first come, first served basis.
- Provide 21 “Friday Basecamp Sponsor” opportunities beginning on National Tourism Day (May 6, 2022) until the last Friday in September. Members will work with Tourism Staff to design a value-added sponsorship at 15 Overlook Drive on Fridays. Put your t-shirts on our team, provide samples of your food for guests, do a giveaway, provide a special coupon. It’s only good for one day – so make the most of it. \$25 for members, \$250 for non-members. Provided on a first come, first served basis. (Attachment 8)
- Provide 1 per week “Give us a Minute” sixty-second sponsored content spot on Montana’s #1 Podcast, We’re No Dam Experts. The scripted spot will be approved and produced by Great Falls Montana Tourism, in podcast style, and aired at the beginning of the weekly podcast episode as well as listed in the library as its own mini episode. \$100 for members, \$400 for non-members.

## RESULTS

- Recover overnight visitation to 85% of 2019 levels.
- Recover room demand to 85% of 2019 levels.
- Land 6 new meetings.
- Grow Facebook Followers by 30%.
- Grow Instagram Followers by 40%.
- Retain 85% of current members.
- Secure 55 new members.





Great Falls Montana Tourism Budget  
July 1, 2021 - June 30, 2022

DRAFT

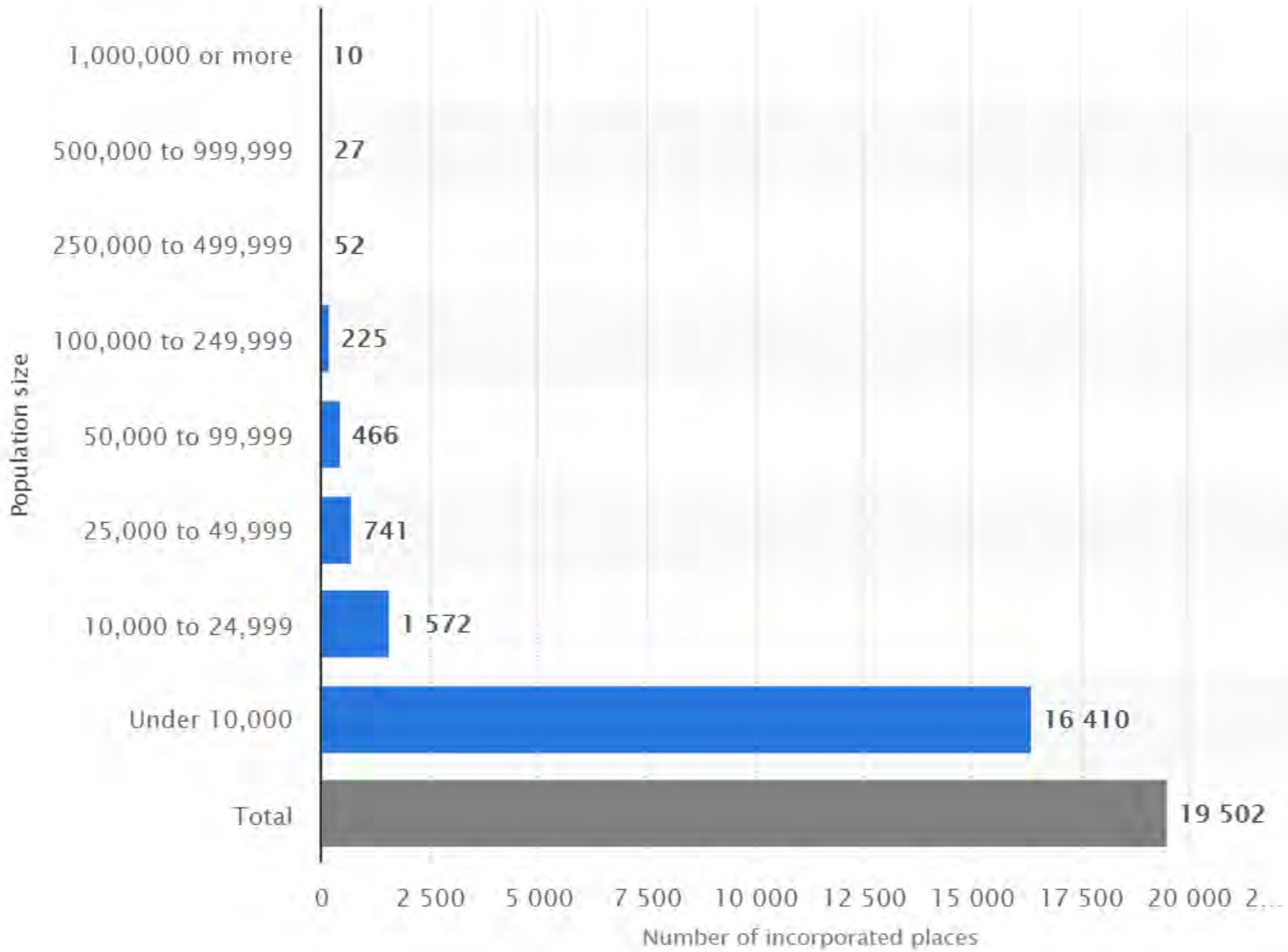
	CVB	General	EDA	PPP #2	TBID	Total
<b>Income</b>						
1 Bed Tax	\$150,000	\$0	\$0	\$0	\$0	\$150,000
a Previously Undistributed Bed Tax	\$0	\$0	\$0	\$0	\$0	\$0
2 TBID Assessment	\$0	\$0	\$0	\$0	\$511,216	\$511,216
a FY21 Reserves	\$0	\$0	\$0	\$0	\$149,195	\$149,195
b Committed Reserves	\$0	\$0	\$0	\$0	\$30,000	\$30,000
3 Membership	\$0	\$10,500	\$0	\$0	\$0	\$10,500
4 Loans	\$0	\$0	\$0	\$0	\$0	\$0
4 Grant	\$0	\$0	\$0	\$0	\$0	\$0
5 Advertising	\$0	\$11,725			\$0	\$11,725
<b>Total Income</b>	<b>\$150,000</b>	<b>\$22,225</b>	<b>\$0</b>	<b>\$0</b>	<b>\$690,411</b>	<b>\$862,636</b>
<b>Expenses</b>						
<b>Personnel</b>						
6 Wages	\$26,450	\$0	\$0	\$0	\$138,550	\$165,000
7 Payroll Expense	\$0	\$0	\$0	\$0	\$29,160	\$29,160
<b>Total Personnel</b>	<b>\$26,450</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$167,710</b>	<b>\$194,160</b>
<b>Administration</b>						
8 Rent	\$0	\$0	\$0	\$0	\$2,501	\$2,501
9 Utilities	\$0	\$0	\$0	\$0	\$19,680	\$19,680
10 Memberships	\$0	\$0	\$0	\$0	\$2,760	\$2,760
11 Subscriptions	\$0	\$0	\$0	\$0	\$16,000	\$16,000
12 Maintenance	\$0	\$0	\$0	\$0	\$3,900	\$3,900
13 Supplies	\$0	\$0	\$0	\$0	\$8,500	\$8,500
14 Postage	\$0	\$0	\$0	\$0	\$1,000	\$1,000
15 Insurance	\$850	\$0	\$0	\$0	\$3,200	\$4,050
16 Professional Fees	\$1,700	\$0	\$0	\$0	\$19,500	\$21,200
17 TAC	\$1,000	\$0	\$0	\$0	\$0	\$1,000
18 Professional Development	\$0	\$0	\$0	\$0	\$2,500	\$2,500
<b>Total Admin</b>	<b>\$3,550</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$79,541</b>	<b>\$83,091</b>
<b>Leisure Traveler Marketing</b>						
19a Media Placement	\$82,300	\$0	\$0	\$0	\$118,260	\$200,560
19b Management	\$10,400	\$0	\$0	\$0	\$14,300	\$24,700
19c Planning and Reporting	\$9,600	\$0	\$0	\$0	\$13,200	\$22,800
19d Production	\$7,200	\$0	\$0	\$0	\$9,900	\$17,100
20 Conventions Meetings & Groups	\$0	\$0	\$0	\$0	\$40,000	\$40,000
21 Destination Development	\$0	\$0	\$0	\$0	\$170,000	\$170,000
22 Opportunity	\$1,000	\$0	\$0	\$0	\$5,000	\$6,000
23 Marketing Grants	\$0	\$0	\$0	\$0	\$42,500	\$42,500
24 Photo & Video Library	\$0	\$0	\$0	\$0	\$10,000	\$10,000
25 Visitor Guide	\$4,500	\$7,500	\$0	\$0	\$0	\$12,000
26 Joint Venture	\$5,000	\$14,000	\$0	\$0	\$0	\$19,000
27 Trade Shows	\$0	\$0	\$0	\$0	\$0	\$0
28 Website	\$0	\$0	\$0	\$0	\$10,000	\$10,000
29 Events	\$0	\$725	\$0	\$0	\$10,000	\$10,725
30 Reserves	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Expenses</b>	<b>\$150,000</b>	<b>\$22,225</b>	<b>\$0</b>	<b>\$0</b>	<b>\$690,411</b>	<b>\$862,636</b>
<b>Net Profit</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

Great Falls Montana Tourism Budget Comparison

	CVB FY22	CVB FY21	General FY22	General FY21	TBID FY22	TBID FY21	Total FY22	Total FY21
<b>Income</b>								
1 Bed Tax	\$150,000	\$96,739	\$0	\$0	\$0	\$0	\$150,000	\$96,739
a Previously Undistributed Bed Tax	\$0	\$18,285	\$0	\$0	\$0	\$0	\$0	\$18,285
2 TBID Assessment	\$0	\$0	\$0	\$0	\$511,216	\$635,453	\$511,216	\$635,453
a FY21 Reserves	\$0	\$0	\$0	\$0	\$149,195	\$0	\$149,195	\$0
b Committed Reserves	\$0	\$0	\$0	\$0	\$30,000	\$0	\$30,000	\$0
3 Membership	\$0	\$0	\$10,500	\$0	\$0	\$0	\$10,500	\$0
4 Loans	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
4 Grant	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
5 Advertising	\$0	\$0	\$11,725	\$0	\$0	\$0	\$11,725	\$0
<b>Total Income</b>	<b>\$150,000</b>	<b>\$115,024</b>	<b>\$22,225</b>	<b>\$0</b>	<b>\$690,411</b>	<b>\$635,453</b>	<b>\$862,636</b>	<b>\$750,477</b>
<b>Expenses</b>								
<b>Personnel</b>								
6 Wages	\$26,450	\$0	\$0	\$0	\$138,550	\$103,000	\$165,000	\$103,000
7 Payroll Expense	\$0	\$0	\$0	\$0	\$29,160	\$35,190	\$29,160	\$35,190
<b>Total Personnel</b>	<b>\$26,450</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$167,710</b>	<b>\$138,190</b>	<b>\$194,160</b>	<b>\$138,190</b>
<b>Administration</b>								
8 Rent	\$0	\$0	\$0	\$0	\$2,501	\$15,600	\$2,501	\$15,600
9 Utilities	\$0	\$0	\$0	\$0	\$19,680	\$2,760	\$19,680	\$2,760
10 Memberships	\$0	\$0	\$0	\$0	\$2,760	\$20,810	\$2,760	\$20,810
11 Subscriptions	\$0	\$0	\$0	\$0	\$16,000	\$5,220	\$16,000	\$5,220
12 Maintenance	\$0	\$0	\$0	\$0	\$3,900	\$3,100	\$3,900	\$3,100
13 Supplies	\$0	\$0	\$0	\$0	\$8,500	\$8,500	\$8,500	\$8,500
14 Postage	\$0	\$0	\$0	\$0	\$1,000	\$1,000	\$1,000	\$1,000
15 Insurance	\$850	\$850	\$0	\$0	\$3,200	\$2,800	\$4,050	\$3,650
16 Professional Fees	\$1,700	\$1,550	\$0	\$0	\$19,500	\$19,525	\$21,200	\$21,075
17 TAC	\$1,000	\$1,500	\$0	\$0	\$0	\$0	\$1,000	\$1,500
18 Professional Development	\$0	\$0	\$0	\$0	\$2,500	\$2,500	\$2,500	\$2,500
Travel	\$0	\$0	\$0	\$0	\$0	\$1,500	\$0	\$1,500
<b>Total Admin</b>	<b>\$3,550</b>	<b>\$3,900</b>	<b>\$0</b>	<b>\$0</b>	<b>\$79,541</b>	<b>\$83,315</b>	<b>\$83,091</b>	<b>\$87,215</b>
<b>Leisure Traveler Marketing</b>								
9a Media Placement	\$82,300	\$70,042	\$0	\$0	\$118,260	\$85,715	\$200,560	\$155,757
9b Management	\$10,400	\$13,796	\$0	\$0	\$14,300	\$15,898	\$24,700	\$29,694
9c Planning and Reporting	\$9,600	\$9,551	\$0	\$0	\$13,200	\$11,007	\$22,800	\$20,558
9d Production	\$7,200	\$12,735	\$0	\$0	\$9,900	\$14,675	\$17,100	\$27,410
20 Conventions Meetings & Groups	\$0	\$0	\$0	\$0	\$40,000	\$27,989	\$40,000	\$27,989
21 Destination Development	\$0	\$0	\$0	\$0	\$170,000	-\$18,720	\$170,000	-\$18,720
22 Opportunity	\$1,000	\$0	\$0	\$0	\$5,000	\$98,762	\$6,000	\$98,762
23 Marketing Grants	\$0	\$0	\$0	\$0	\$42,500	\$0	\$42,500	\$0
24 Photo & Video Library	\$0	\$0	\$0	\$0	\$10,000	\$20,000	\$10,000	\$20,000
25 Visitor Guide	\$4,500	\$0	\$7,500	\$6,059	\$0	\$0	\$12,000	\$6,059
26 Joint Venture	\$5,000	\$5,000	\$14,000	\$0	\$0	\$0	\$19,000	\$5,000
27 Trade Shows	\$0	\$0	\$0	\$0	\$0	\$1,200	\$0	\$1,200
28 Website	\$0	\$0	\$0	\$0	\$10,000	\$15,000	\$10,000	\$15,000
29 Events	\$0	\$0	\$725	\$0	\$10,000	\$10,000	\$10,725	\$10,000
30 Reserves	\$0	\$0	\$0	\$0	\$0	\$149,195	\$0	\$149,195
<b>Total Expenses</b>	<b>\$150,000</b>	<b>\$115,024</b>	<b>\$22,225</b>	<b>\$6,059</b>	<b>\$690,411</b>	<b>\$652,226</b>	<b>\$862,636</b>	<b>\$773,309</b>
<b>Net Profit</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>-\$6,059</b>	<b>\$0</b>	<b>-\$16,773</b>	<b>\$0</b>	<b>-\$22,832</b>



# Attachment 1





# Attachment 2

# ERIC DAM VIEWS.

Agenda #10.

VISIT  
*Great Falls*  
MONTANA

Great Falls, Montana  
The best dam town in Montana!

Agenda #10.

# HANG AROUND OUR DAM TOWN.



VISIT  
*Great Falls*  
MONTANA

63

View

Ad

# GREAT DAM VIEWS.



VISIT  
*Great Falls*  
MONTANA

Host of the 2021 BMW MOA Rally June 24-27

[visitgreatfallsmontana.org/2021BMWMOARally](https://visitgreatfallsmontana.org/2021BMWMOARally)





GLACIER  
NATIONAL

*Agenda #10.*

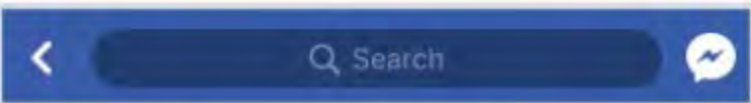
VISIT  
*Great Falls*  
MONTANA

**RIGHT IN THE  
DAM MIDDLE.**

**YELLOWSTONE  
NATIONAL PARK**



65



### Visit Great Falls Montana



Sponsored · 🌐

We told you once. Do we have to tell you twice?  
The best dam town in Montana has too dam  
much to do!



[VISITGREATFALLSMONTANA.ORG](http://VISITGREATFALLSMONTANA.ORG)

Come see for your dam self.

[Learn More](#)





### Visit Great Falls Montana

Sponsored · 🌐



Western Art Week is March 18-21. That's right, Montana's best dam town is transforming into the Western Art Capital of the World.



[VISITGREATFALLSMONTANA.ORG](http://VISITGREATFALLSMONTANA.ORG)

So Dam Good, it's Happening  
Twice!

[Learn More](#)



### Visit Great Falls Montana

Sponsored · 🌐



Around here summer starts with Voyager's Opening Day, May 26! Make plans to visit Great Falls—Orbit can't wait to meet you.



VISIT  
Great Falls  
MONTANA

[VISITGREATFALLSMONTANA.ORG](http://VISITGREATFALLSMONTANA.ORG)

Baseball=Summer in Great Falls

[Learn More](#)

Grab your bucket list. Pack up your gear. Head to the best dam town in Montana. It's about dam time to explore Great Falls.



**Adventure awaits in every dam direction**

Pick your path



**Book now and get 25% off select lodging**

Click for details



**Most visited state park in the 406 ✓**

Giant Springs awaits



**See mountain-fed waters @ Memorial Falls**

A short drive away



**Sick? STAY HOME! It's that dam simple**

We'll wait for you



**[visitgreatfallsmontana.org/enjoy-this-dam-town](http://visitgreatfallsmontana.org/enjoy-this-dam-town)**

Plan your weekend!



We just love puns!

In Great Falls, Montana, we have been socially distancing. Just like you. We've been washing our hands. Just like you. We've been wearing our masks. Just like you. And just like you, we can't wait to be done with with the air hugs and foot fives - because we really have been missing you!

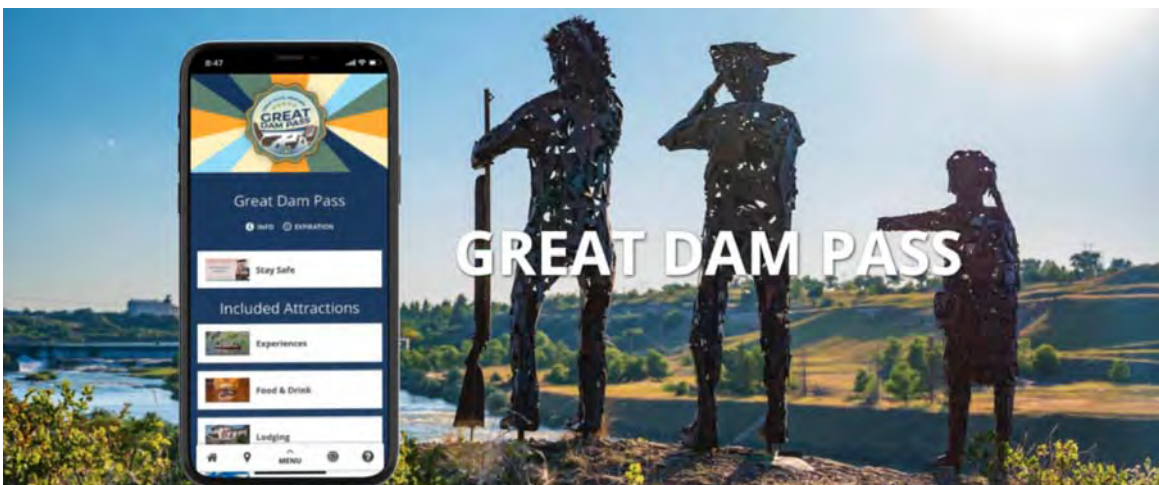
And just like you, we've still been moving forward the best we can. We'd love to see you, if you're healthy and ready for adventure! But, if you are sick, stay home. Until we see you again, here's what we've been up to in the greatest dam town you'll find in Montana!



[!\[\]\(7f5b5bceb230137a6d2f461f3a3db056\_img.jpg\) Share](#) [!\[\]\(9848544c7466d6031369e7c12058a8c5\_img.jpg\) Tweet](#) [!\[\]\(33f7f4acd4f1fef2c9fe9b48588e6b17\_img.jpg\) Share](#)



We launched a podcast! We named it *We're No Dam Experts*, because we aren't, but we know some stuff. Also, it was another opportunity to use a pun. It's all about Great Falls, Montana, but I bet you guessed that. It hasn't made us famous yet, but we are well on our way. Mari and Rebecca have more than enough to talk about - some of it is even the same stuff we would talk with you about if you stopped at the basecamp to see us. And we have a local music expert singing a created-just-for-us song - thanks Joel! Tune into the recorded claims from Great Falls, Montana wherever you [listen](#) to your podcasts.



We created passes for you to explore the Basecamp with! These passes lead you from one adventure to the next using your mobile phone. Checking in as you go will get you prizes and the pass is loaded with discounts. Honestly, its the safest, easiest way to see Great Falls. **Sign up now!**



We installed 11 new murals! Actually, we watched as world renowned muralists installed them. We also had two sculptures added to the River's Edge Trail - bringing the total pieces of art on the trail to . . . that's right, 26! You're so good at this. And, the total number of murals in the basecamp to . . . 30? Honestly, your guess is as good as ours, we've lost count.



We requested snow from Mother Nature and she started delivering in October. The powder is pretty dam deep and Montana's First Ski Hill, Showdown, will open December 11th for the 2020 season! Explore 34 trails full of natural, straight from the sky, snow! Maybe skiing isn't your thing, we've got snow shoeing, cross country



skiing, snowmobiling, ice fishing, fat tire biking, oh, and sitting by the fire, sipping an artfully crafted drink of your choice!



Great Falls Montana Tourism is the organization dedicated to making Great Falls, THE place in Montana to visit for a genuine experience. You get this email because you have inquired about Great Falls, Montana either through an ad we placed or because you registered to receive our Adventure Awaits communications. If you no longer want us to contact you, use the unsubscribe option below. Fee free to email us at [Information@VisitGreatFalls.org](mailto:Information@VisitGreatFalls.org) or call us at 406-761-4436 to chat about the memories you want to make in the Basecamp! When you call, you visit with one of our team members below. We are happy to help you plan your next adventure! You can also find us on [twitter](#) now, please follow us. We need the love, and frankly, don't have a clue what we are doing on twitter yet.

## GREAT FALLS MONTANA TOURISM TEAM



**Marisela**  
Content Director



**Rebecca**  
Executive Director



Great Falls Montana Tourism | 100 1st Avenue North, Lower Level Suite, Great Falls, MT 59401

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# VISIT Great Falls MONTANA



## DOES MARIAH GET EATEN BY A BEAR?

"We usually start at the upper trailhead, I want to see that expansive panoramic view first," Mariah notes there are two trailheads at Sluice Boxes State Park. The lower entrance takes you through the ground level of the limestone canyon and a few crossings of Belt Creek, and whether you select the upper or lower trailhead, the park is amazing.

"When I first arrived in Montana, our friends kept posting these great images from Sluice Boxes. I knew I had to go and get my own images. It was love at first sight, I kid you not. The old mining cabin and abandoned railroad got me thinking how lucky it would have been to live in this exact spot and how much has changed since mining was a cornerstone to the local economy. As I hiked around where train tracks once lay, I pictured the piles of silver that would have rolled across this land - and the jewelry it might have made!"

"After my trip, I went and bought bear spray, which accompanies me on every trip now." It doesn't happen every trip, but this particular time, Mariah saw two bears, from a safe distance. When asked if Mariah would recommend this State Park to visitors, she replies, "Dam right! Just be smart about your visit, beyond bears, the water can be swift and cold, and the cliffs are open and steep in areas. The views, and the walk through history, are so worth it. It's one of my top 5 places to distance and renew my spirit, and the short drive from Great Falls to the park is beautiful." We assume her dam right was in reference in Great Falls' 5 dams on the Missouri River. Maybe it wasn't.



Mariah is a Great Falls Champion! She moved to Great Falls with her husband 2 years ago when he was stationed at Malmstrom Air Force Base. It took her very little time to fall in love with Montana's Basecamp, exploring Great Falls' State Parks, Rivers, Mountains, and River's Edge Trail. Mariah loves the environmental art throughout Great Falls and the local food served at so many independent restaurants and breweries.



# VISIT Great Falls MONTANA

A person wearing a white hoodie is seen from behind, standing in a vast, open landscape. They are holding a paintbrush and painting a scene on an easel. The easel is positioned in the foreground, and the landscape extends to the horizon under a clear sky. The person's reflection is visible in the water in the foreground.

WAS IT A  
\$1,000,000 BAR TAB?

"When I hear the local folklore, or as some would say - rumors, of Charlie Russell, it sure adds layers to the historical figure's character. I want to believe a bar stool was thrown through that priceless work of art, but it just makes more sense to me that the Exalted Ruler has been treated with care and love."

The folklore that Soren references is that Charlie Russell's Exalted Ruler was a painting done for the local Elk's Lodge as payment for his bar tab. With Russell's work going for millions today, we wonder how big that bar tab would have been. "Knowing it hung in a local establishment for years is interesting, but to hear about the process to clean the dust, dirt, and smoke from it to bring it back to life was even more interesting, and how recent it was, is a little mind-blowing."

In 1994 the C.M. Russell Museum started raising funds to purchase the Exalted Ruler to be kept in Great Falls. Their efforts were successful, and the

names of everyone who donated is listed below the painting. For all those listed here, it's an honor," Soren says, "and it's an honor for me as an observer to be able to look back and see that so many people, including a local 4th grade class, helped make this possible. It proves to me that our pride in commemorating Charlie runs deep."



Soren is a Great Falls Champion! She was raised in Great Falls, moved away from a while, couldn't bear it, and moved back home! She loves the culture in Great Falls. Soren often is caught discussing the influence of the First People to the area, the Great Falls Symphony season, or the most recent exhibit at The Square, over a craft cocktail. She also digs a refreshing walk through Giant Springs State Park now and again.



GLACIER NATIONAL PARK TO GREAT FALLS, MONT.  
167 miles, 3 hours and 15 minutes



# GREAT FALLS SIGHTS

Stop in Great Falls, Mont., for hidden outdoor gems and world-class art.

By Tori Peglar

**N**orth America's longest river cuts through Great Falls, Mont., and it's worth stopping here to walk, hike or bike alongside the mighty Missouri River.

Spanning nearly 60 miles on either side of the river, the River's Edge Trail will take you on paved and dirt single-track trails that weave past a state park, five waterfalls, the Lewis and Clark National Historic Trail Interpretive Center and large public art pieces. If you don't have a bike with you, rent a road or hard-tail mountain bike in town. Along the way, stop at Giant Springs State Park, home to one of the world's largest natural springs and shortest river.

Just 34 miles from Great Falls, hike past former mines, historic cabins and limestone cliffs in Sluice Boxes State Park, a rugged, understated gem that's dog friendly. Follow the trails past limestone cliffs and dip your toes into the clear, cool waters of Belt River that runs through the park. While bear encounters are rare, bring bear spray as a safety precaution.

Forty minutes northeast of Great Falls lies Upper Missouri River Breaks National Monument, which spans 149 miles of the Upper Missouri River. A highlight is its striking White Cliffs area. Made of sandstone, this badlands area offers hiking, river floating, fishing and more.

Head 15 miles southwest of Great Falls, and you'll see a mile-long sandstone cliff, which Native Americans used to hunt bison for more than 2,000 years. Stop at First Peoples Buffalo Jump State Park to explore what is believed to be North America's largest bison cliff jumping site.

Back in town, visit the Lewis and Clark National Historic Trail Interpretive Center, which offers outdoor ranger tours. The center covers the explorers' entire 1804-06 journey, along with their experiences with Plains and Northwest Native Americans.

Then visit the C.M. Russell Museum to discover artist Charles Marion Russell whose evocative scenes from the 1800s and early 1900s appear on broad canvases with splashes of bright-colored paint. You'll find

herds of boisterous elk and the haunting sunlit faces of three Native Americans witnessing a steamboat on the Missouri River for the first time.

"I like to say that the more you dig into Charlie Russell and his art and writings, the more you are drawn into his world," says Duane Braaten, the museum's director of art and philanthropy. "You'll find you'd like to sit around a campfire with him and hear his stories. A visit to the museum is about the closest we'll ever get to that."

While artists of Russell's era like Thomas Moran and Frederic Remington traveled to the West periodically, Russell stayed, carving out a rich life in a corner of the West where the Great Plains roll up to the Rocky Mountain front. The museum, his home and log-hewn studio sit on the city block where Russell, his wife Nancy and son Jack lived.

Learn more about Great Falls at [VisitGreatFallsMontana.org](http://VisitGreatFallsMontana.org). Visit the C.M. Russell Museum, 400 13th St. N., and learn more at [CMRussell.org](http://CMRussell.org).

PHOTO: Sunset at Ryan Dam (Courtesy of Great Falls Montana Tourism)

# TAKE A DAM HIKE.



## Some historians work in watercolor and oil

Charles Marion Russell (1864-1926) is one of America's greatest artists. He lived the life he captured on canvas, creating a breathtaking historical record of Western cultures, landscapes, and wildlife. Come be inspired by the masterful works of Montana's Cowboy Artist and experience the West as it really was at his namesake museum on the road between Glacier and Yellowstone.



Charles M. Russell, *The Jerk Line*, 1912, oil on canvas, C.M. Russell Museum Collection, Gift of Fred Birch



**C.M. RUSSELL MUSEUM®**  
The Art and Soul of the American West

400 13<sup>th</sup> Street North | Great Falls, Montana | 406-727-8787 | [cmrussell.org](http://cmrussell.org)



# Attachment 3

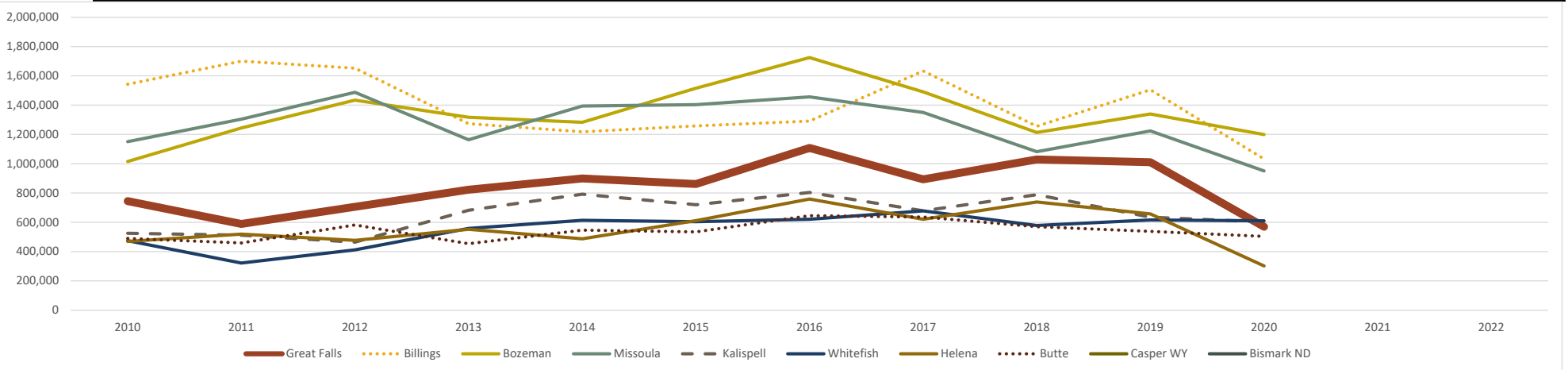


1-Mar-21

### Visitors Who Spent at Least One Night

Source: <http://www.itrr.umt.edu/interactive-data/default.php>

	Great Falls		Montana	Billings	Bozeman	Missoula	Kalispell	Whitefish	Helena	Butte	YNP	GNP	Casper WY	Bismark ND
010	744,518			1,542,640	1,015,259	1,150,093	525,569	474,220	469,385	489,534	271,934	375,167		
011	589,027	-21%		1,700,218	1,244,073	1,303,847	512,740	322,001	518,702	458,835	310,097	467,732		
012	706,200	20%		1,652,112	1,433,478	1,487,481	464,393	411,948	477,263	581,413	383,510	342,583		
013	822,069	16%		1,273,241	1,316,837	1,163,602	681,766	558,105	552,641	454,028	361,910	315,593		
014	898,730	9%		1,218,146	1,282,396	1,393,901	792,098	613,243	487,364	545,855	297,125	384,271		
015	861,685	-4%	11,729,000	1,258,530	1,515,520	1,402,949	719,456	604,238	610,719	535,042	401,478	386,585		
016	1,107,690	29%	12,334,000	1,291,669	1,724,621	1,456,409	803,645	620,420	758,968	645,275	4,085,517	2,963,844		
017	892,958	-19%	12,475,000	1,633,882	1,490,443	1,350,376	678,979	677,892	620,899	636,291	4,116,524	3,305,512		
018	1,029,502	15%	13,367,483	1,255,141	1,212,708	1,081,752	788,853	578,224	738,477	570,307	4,117,956	2,958,992		
019	1,009,959	-2%		1,505,266	1,339,979	1,224,278	634,572	616,235	656,868	537,604	3,727,464	3,130,137		
020	569,535	-44%		1,032,523	1,198,767	950,693	601,368	610,236	302,030	503,555	2,196,523	1,936,407		
021														
022														
023														
024														
025														
026														
027														
028														



CITY OF GREAT FALLS  
Gross Lodging Tax Revenue

Date of this Run: 4/7/2021

Please Note: Revenue collected is 4% of lodging price. The percentages listed below are affected by rate increases, delinquencies and other factors. They should not be considered an equal correlation of increase or decrease in the number of travelers. The total collections are not representative of the amount of funding received by Regions or CVB's.

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
/1 - 3/31		\$73,687	\$87,909 (+19%)	\$91,777 (+4%)	\$104,497 (+14%)
/1 - 6/30		\$93,136	\$108,096 (+16%)	\$114,334 (+6%)	\$135,366 (+18%)
/1 - 9/30	\$107,564	\$128,826 (+20%)	\$141,526 (+10%)	\$163,346 (+15%)	\$182,073 (+11%)
0/1 -12/31	\$72,843	\$85,573 (+17%)	\$96,590 (+13%)	\$108,070 (+12%)	\$119,942 (+11%)
<b>total:</b>	<b>\$180,407</b>	<b>\$381,221 (+19%)</b>	<b>\$434,121 (+14%)</b>	<b>\$477,527 (+10%)</b>	<b>\$541,878 (+13%)</b>

	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>
/1 - 3/31	\$114,927 (+10%)	\$105,117 (-9%)	\$111,914 (+6%)	\$111,515 (-0%)	\$124,575 (+12%)
/1 - 6/30	\$133,740 (-1%)	\$140,616 (+5%)	\$131,775 (-6%)	\$143,995 (+9%)	\$142,841 (-1%)
/1 - 9/30	\$188,562 (+4%)	\$188,292 (-0%)	\$176,449 (-6%)	\$197,647 (+12%)	\$189,907 (-4%)
0/1 -12/31	\$112,990 (-6%)	\$113,318 (+0%)	\$106,623 (-6%)	\$119,728 (+12%)	\$117,787 (-2%)
<b>total:</b>	<b>\$550,219 (+2%)</b>	<b>\$547,342 (-1%)</b>	<b>\$526,761 (-4%)</b>	<b>\$572,885 (+9%)</b>	<b>\$575,110 (+0%)</b>

	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
/1 - 3/31	\$115,832 (-7%)	\$122,577 (+6%)	\$124,129 (+1%)	\$126,918 (+2%)	\$132,309 (+4%)
/1 - 6/30	\$146,707 (+3%)	\$148,160 (+1%)	\$151,674 (+2%)	\$154,980 (+2%)	\$162,513 (+5%)
/1 - 9/30	\$199,423 (+5%)	\$196,648 (-1%)	\$188,563 (-4%)	\$218,604 (+16%)	\$204,785 (-6%)
0/1 -12/31	\$123,046 (-4%)	\$119,154 (-3%)	\$117,472 (-1%)	\$129,853 (+11%)	\$127,591 (-2%)
<b>total:</b>	<b>\$585,008 (+2%)</b>	<b>\$586,539 (+0%)</b>	<b>\$581,838 (-1%)</b>	<b>\$630,355 (+8%)</b>	<b>\$627,198 (-1%)</b>

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
/1 - 3/31	\$147,010 (+11%)	\$149,198 (+1%)	\$159,633 (+7%)	\$163,597 (+2%)	\$182,032 (+11%)
/1 - 6/30	\$178,140 (+10%)	\$178,029 (-0%)	\$175,766 (-1%)	\$201,678 (+15%)	\$224,463 (+11%)
/1 - 9/30	\$227,683 (+11%)	\$238,849 (+5%)	\$235,644 (-1%)	\$260,433 (+11%)	\$292,508 (+12%)
0/1 -12/31	\$135,865 (+6%)	\$138,002 (+2%)	\$150,150 (+9%)	\$160,994 (+7%)	\$179,212 (+11%)
<b>total:</b>	<b>\$688,698 (+10%)</b>	<b>\$704,078 (+2%)</b>	<b>\$721,193 (+2%)</b>	<b>\$786,703 (+9%)</b>	<b>\$878,216 (+12%)</b>

	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
/1 - 3/31	\$187,032 (+3%)	\$250,889 (+34%)	\$242,682 (-3%)	\$259,831 (+7%)	\$274,299 (+6%)
/1 - 6/30	\$235,990 (+5%)	\$302,121 (+28%)	\$284,642 (-6%)	\$295,077 (+4%)	\$328,940 (+11%)
/1 - 9/30	\$329,638 (+13%)	\$371,024 (+13%)	\$364,353 (-2%)	\$398,721 (+9%)	\$446,501 (+12%)
0/1 -12/31	\$239,275 (+34%)	\$234,689 (-2%)	\$229,345 (-2%)	\$253,559 (+11%)	\$289,091 (+14%)
<b>total:</b>	<b>\$991,934 (+13%)</b>	<b>\$1,158,724 (+17%)</b>	<b>\$1,121,022 (-3%)</b>	<b>\$1,207,187 (+8%)</b>	<b>\$1,338,831 (+11%)</b>

	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
/1 - 3/31	\$295,395 (+8%)	\$304,606 (+3%)	\$306,592 (+1%)	\$307,987 (+0%)	\$314,647 (+2%)
/1 - 6/30	\$367,467 (+12%)	\$371,368 (+1%)	\$370,178 (-0%)	\$344,568 (-7%)	\$360,060 (+4%)
/1 - 9/30	\$475,456 (+6%)	\$475,876 (+0%)	\$469,531 (-1%)	\$443,031 (-6%)	\$453,411 (+2%)
0/1 -12/31	\$305,265 (+6%)	\$285,441 (-6%)	\$299,500 (+5%)	\$273,686 (-9%)	\$252,090 (-8%)
<b>total:</b>	<b>\$1,443,583 (+8%)</b>	<b>\$1,437,291 (-0%)</b>	<b>\$1,445,801 (+1%)</b>	<b>\$1,369,272 (-5%)</b>	<b>\$1,380,208 (+1%)</b>

	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
/1 - 3/31	\$331,082 (+5%)	\$304,443 (-8%)	\$308,168 (+1%)	\$264,835 (-14%)	\$0 (+0%)
/1 - 6/30	\$359,653 (-0%)	\$357,143 (-1%)	\$390,510 (+9%)	\$160,895 (-59%)	\$0 (+0%)
/1 - 9/30	\$455,456 (+0%)	\$481,306 (+6%)	\$486,115 (+1%)	\$275,889 (-43%)	\$0 (+0%)
0/1 -12/31	\$260,469 (+3%)	\$283,893 (+9%)	\$289,259 (+2%)	\$182,248 (-37%)	\$0 (+0%)
<b>total:</b>	<b>\$1,406,660 (+2%)</b>	<b>\$1,426,785 (+1%)</b>	<b>\$1,474,052 (+3%)</b>	<b>\$883,866 (-40%)</b>	<b>\$0 (+0%)</b>

CITY OF BILLINGS  
Gross Lodging Tax Revenue

Date of this Run: 4/7/2021

Please Note: Revenue collected is 4% of lodging price. The percentages listed below are affected by rate increases, delinquencies and other factors. They should not be considered an equal correlation of increase or decrease in the number of travelers. The total collections are not representative of the amount of funding received by Regions or CVB's.

	<u>1987</u>		<u>1988</u>		<u>1989</u>		<u>1990</u>		<u>1991</u>	
/1 - 3/31			\$140,190		\$152,811	(+9%)	\$167,011	(+9%)	\$154,323	(-8%)
/1 - 6/30			\$187,466		\$204,662	(+9%)	\$213,422	(+4%)	\$218,343	(+2%)
/1 - 9/30	\$214,046		\$238,655	(+11%)	\$253,831	(+6%)	\$261,838	(+3%)	\$292,709	(+12%)
0/1 -12/31	\$138,651		\$154,320	(+11%)	\$160,945	(+4%)	\$156,426	(-3%)	\$181,733	(+16%)
<b>total:</b>	<b>\$352,697</b>		<b>\$720,631</b>	<b>(+11%)</b>	<b>\$772,249</b>	<b>(+7%)</b>	<b>\$798,697</b>	<b>(+3%)</b>	<b>\$847,108</b>	<b>(+6%)</b>

	<u>1992</u>		<u>1993</u>		<u>1994</u>		<u>1995</u>		<u>1996</u>	
/1 - 3/31	\$182,064	(+18%)	\$178,194	(-2%)	\$194,567	(+9%)	\$207,248	(+7%)	\$237,924	(+15%)
/1 - 6/30	\$235,398	(+8%)	\$247,715	(+5%)	\$265,494	(+7%)	\$289,554	(+9%)	\$332,975	(+15%)
/1 - 9/30	\$291,382	(-0%)	\$336,573	(+16%)	\$366,952	(+9%)	\$379,364	(+3%)	\$404,754	(+7%)
0/1 -12/31	\$178,395	(-2%)	\$202,831	(+14%)	\$223,619	(+10%)	\$242,825	(+9%)	\$257,225	(+6%)
<b>total:</b>	<b>\$887,239</b>	<b>(+5%)</b>	<b>\$965,312</b>	<b>(+9%)</b>	<b>\$1,050,632</b>	<b>(+9%)</b>	<b>\$1,118,991</b>	<b>(+7%)</b>	<b>\$1,232,878</b>	<b>(+10%)</b>

	<u>1997</u>		<u>1998</u>		<u>1999</u>		<u>2000</u>		<u>2001</u>	
/1 - 3/31	\$239,419	(+1%)	\$239,726	(+0%)	\$257,006	(+7%)	\$279,136	(+9%)	\$312,278	(+12%)
/1 - 6/30	\$319,739	(-4%)	\$347,100	(+9%)	\$353,050	(+2%)	\$368,569	(+4%)	\$419,818	(+14%)
/1 - 9/30	\$396,878	(-2%)	\$419,344	(+6%)	\$446,808	(+7%)	\$489,223	(+9%)	\$487,752	(-0%)
0/1 -12/31	\$247,682	(-4%)	\$261,179	(+5%)	\$274,672	(+5%)	\$286,780	(+4%)	\$328,513	(+15%)
<b>total:</b>	<b>\$1,203,719</b>	<b>(-2%)</b>	<b>\$1,267,349</b>	<b>(+5%)</b>	<b>\$1,331,537</b>	<b>(+5%)</b>	<b>\$1,423,707</b>	<b>(+7%)</b>	<b>\$1,548,362</b>	<b>(+9%)</b>

	<u>2002</u>		<u>2003</u>		<u>2004</u>		<u>2005</u>		<u>2006</u>	
/1 - 3/31	\$370,819	(+19%)	\$311,875	(-16%)	\$332,968	(+7%)	\$334,458	(+0%)	\$377,471	(+13%)
/1 - 6/30	\$586,890	(+40%)	\$435,291	(-26%)	\$431,874	(-1%)	\$461,358	(+7%)	\$503,176	(+9%)
/1 - 9/30	\$499,938	(+2%)	\$507,779	(+2%)	\$506,266	(-0%)	\$542,738	(+7%)	\$633,796	(+17%)
0/1 -12/31	\$303,887	(-7%)	\$324,020	(+7%)	\$330,027	(+2%)	\$366,175	(+11%)	\$409,060	(+12%)
<b>total:</b>	<b>\$1,761,534</b>	<b>(+14%)</b>	<b>\$1,578,965</b>	<b>(-10%)</b>	<b>\$1,601,134</b>	<b>(+1%)</b>	<b>\$1,704,730</b>	<b>(+6%)</b>	<b>\$1,923,503</b>	<b>(+13%)</b>

	<u>2007</u>		<u>2008</u>		<u>2009</u>		<u>2010</u>		<u>2011</u>	
/1 - 3/31	\$417,974	(+11%)	\$460,624	(+10%)	\$468,491	(+2%)	\$465,677	(-1%)	\$463,047	(-1%)
/1 - 6/30	\$591,448	(+18%)	\$619,898	(+5%)	\$612,466	(-1%)	\$629,790	(+3%)	\$657,915	(+4%)
/1 - 9/30	\$748,608	(+18%)	\$747,273	(-0%)	\$706,543	(-5%)	\$775,759	(+10%)	\$953,657	(+23%)
0/1 -12/31	\$469,713	(+15%)	\$467,784	(-0%)	\$435,256	(-7%)	\$482,332	(+11%)	\$568,481	(+18%)
<b>total:</b>	<b>\$2,227,743</b>	<b>(+16%)</b>	<b>\$2,295,579</b>	<b>(+3%)</b>	<b>\$2,222,756</b>	<b>(-3%)</b>	<b>\$2,353,557</b>	<b>(+6%)</b>	<b>\$2,643,100</b>	<b>(+12%)</b>

	<u>2012</u>		<u>2013</u>		<u>2014</u>		<u>2015</u>		<u>2016</u>	
/1 - 3/31	\$572,580	(+24%)	\$567,032	(-1%)	\$633,249	(+12%)	\$673,315	(+6%)	\$617,508	(-8%)
/1 - 6/30	\$777,769	(+18%)	\$804,302	(+3%)	\$906,160	(+13%)	\$895,517	(-1%)	\$909,493	(+2%)
/1 - 9/30	\$926,899	(-3%)	\$918,574	(-1%)	\$1,059,373	(+15%)	\$1,154,382	(+9%)	\$1,112,001	(-4%)
0/1 -12/31	\$607,534	(+7%)	\$589,962	(-3%)	\$686,551	(+16%)	\$665,868	(-3%)	\$636,423	(-4%)
<b>total:</b>	<b>\$2,884,781</b>	<b>(+9%)</b>	<b>\$2,879,870</b>	<b>(-0%)</b>	<b>\$3,285,334</b>	<b>(+14%)</b>	<b>\$3,389,082</b>	<b>(+3%)</b>	<b>\$3,275,425</b>	<b>(-3%)</b>

	<u>2017</u>		<u>2018</u>		<u>2019</u>		<u>2020</u>		<u>2021</u>	
/1 - 3/31	\$644,626	(+4%)	\$650,633	(+1%)	\$709,458	(+9%)	\$575,666	(-19%)	\$0	(+0%)
/1 - 6/30	\$965,800	(+6%)	\$931,798	(-4%)	\$868,347	(-7%)	\$396,662	(-54%)	\$0	(+0%)
/1 - 9/30	\$1,035,416	(-7%)	\$1,068,332	(+3%)	\$1,089,152	(+2%)	\$806,821	(-26%)	\$0	(+0%)
0/1 -12/31	\$643,562	(+1%)	\$712,051	(+11%)	\$685,712	(-4%)	\$496,969	(-28%)	\$0	(+0%)
<b>total:</b>	<b>\$3,289,404</b>	<b>(+0%)</b>	<b>\$3,362,814</b>	<b>(+2%)</b>	<b>\$3,352,669</b>	<b>(-0%)</b>	<b>\$2,276,118</b>	<b>(-32%)</b>	<b>\$0</b>	<b>(+0%)</b>

CITY OF BOZEMAN  
Gross Lodging Tax Revenue

Date of this Run: 4/7/2021

Please Note: Revenue collected is 4% of lodging price. The percentages listed below are affected by rate increases, delinquencies and other factors. They should not be considered an equal correlation of increase or decrease in the number of travelers. The total collections are not representative of the amount of funding received by Regions or CVB's.

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
/1 - 3/31		\$56,048	\$62,673 (+12%)	\$74,196 (+18%)	\$75,360 (+2%)
/1 - 6/30		\$72,327	\$88,941 (+23%)	\$90,078 (+1%)	\$97,117 (+8%)
/1 - 9/30	\$98,478	\$108,119 (+10%)	\$123,271 (+14%)	\$131,701 (+7%)	\$150,124 (+14%)
0/1 -12/31	\$50,854	\$55,043 (+8%)	\$65,489 (+19%)	\$63,844 (-3%)	\$75,717 (+19%)
<b>Total:</b>	<b>\$149,332</b>	<b>\$291,537 (+9%)</b>	<b>\$340,374 (+17%)</b>	<b>\$359,819 (+6%)</b>	<b>\$398,318 (+11%)</b>

	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>
/1 - 3/31	\$89,021 (+18%)	\$99,865 (+12%)	\$104,120 (+4%)	\$99,358 (-5%)	\$101,954 (+3%)
/1 - 6/30	\$112,264 (+16%)	\$128,156 (+14%)	\$135,544 (+6%)	\$139,899 (+3%)	\$138,386 (-1%)
/1 - 9/30	\$167,931 (+12%)	\$198,156 (+18%)	\$210,859 (+6%)	\$219,100 (+4%)	\$215,386 (-2%)
0/1 -12/31	\$85,593 (+13%)	\$90,487 (+6%)	\$99,309 (+10%)	\$99,447 (+0%)	\$89,091 (-10%)
<b>Total:</b>	<b>\$454,809 (+14%)</b>	<b>\$516,664 (+14%)</b>	<b>\$549,832 (+6%)</b>	<b>\$557,804 (+1%)</b>	<b>\$544,817 (-2%)</b>

	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
/1 - 3/31	\$99,451 (-2%)	\$106,868 (+7%)	\$109,819 (+3%)	\$121,559 (+11%)	\$123,402 (+2%)
/1 - 6/30	\$134,830 (-3%)	\$147,813 (+10%)	\$158,122 (+7%)	\$158,282 (+0%)	\$189,760 (+20%)
/1 - 9/30	\$233,386 (+8%)	\$235,265 (+1%)	\$244,029 (+4%)	\$232,813 (-5%)	\$255,130 (+10%)
0/1 -12/31	\$98,541 (+11%)	\$104,193 (+6%)	\$106,075 (+2%)	\$102,848 (-3%)	\$130,322 (+27%)
<b>Total:</b>	<b>\$566,208 (+4%)</b>	<b>\$594,139 (+5%)</b>	<b>\$618,044 (+4%)</b>	<b>\$615,502 (-0%)</b>	<b>\$698,614 (+14%)</b>

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
/1 - 3/31	\$138,811 (+12%)	\$137,869 (-1%)	\$150,669 (+9%)	\$156,845 (+4%)	\$187,581 (+20%)
/1 - 6/30	\$190,231 (+0%)	\$189,335 (-0%)	\$210,063 (+11%)	\$232,091 (+10%)	\$258,529 (+11%)
/1 - 9/30	\$268,223 (+5%)	\$298,930 (+11%)	\$302,135 (+1%)	\$343,574 (+14%)	\$397,689 (+16%)
0/1 -12/31	\$127,866 (-2%)	\$146,189 (+14%)	\$150,757 (+3%)	\$178,722 (+19%)	\$199,066 (+11%)
<b>Total:</b>	<b>\$725,130 (+4%)</b>	<b>\$772,323 (+7%)</b>	<b>\$813,625 (+5%)</b>	<b>\$911,231 (+12%)</b>	<b>\$1,042,865 (+14%)</b>

	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
/1 - 3/31	\$209,440 (+12%)	\$220,728 (+5%)	\$200,736 (-9%)	\$202,811 (+1%)	\$239,004 (+18%)
/1 - 6/30	\$303,207 (+17%)	\$320,029 (+6%)	\$287,620 (-10%)	\$308,158 (+7%)	\$338,724 (+10%)
/1 - 9/30	\$427,175 (+7%)	\$431,855 (+1%)	\$424,738 (-2%)	\$528,615 (+24%)	\$532,678 (+1%)
0/1 -12/31	\$223,917 (+12%)	\$205,310 (-8%)	\$200,977 (-2%)	\$220,482 (+10%)	\$251,265 (+14%)
<b>Total:</b>	<b>\$1,163,739 (+12%)</b>	<b>\$1,177,921 (+1%)</b>	<b>\$1,114,071 (-5%)</b>	<b>\$1,260,066 (+13%)</b>	<b>\$1,361,671 (+8%)</b>

	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
/1 - 3/31	\$263,148 (+10%)	\$283,866 (+8%)	\$293,622 (+3%)	\$329,304 (+12%)	\$357,935 (+9%)
/1 - 6/30	\$379,020 (+12%)	\$418,473 (+10%)	\$467,050 (+12%)	\$542,420 (+16%)	\$577,176 (+6%)
/1 - 9/30	\$591,160 (+11%)	\$702,503 (+19%)	\$778,371 (+11%)	\$872,424 (+12%)	\$928,303 (+6%)
0/1 -12/31	\$267,564 (+6%)	\$313,975 (+17%)	\$342,883 (+9%)	\$394,339 (+15%)	\$380,686 (-3%)
<b>Total:</b>	<b>\$1,500,892 (+10%)</b>	<b>\$1,718,816 (+15%)</b>	<b>\$1,881,925 (+9%)</b>	<b>\$2,138,488 (+14%)</b>	<b>\$2,244,100 (+5%)</b>

	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
/1 - 3/31	\$377,911 (+6%)	\$403,002 (+7%)	\$483,413 (+20%)	\$473,317 (-2%)	\$0 (+0%)
/1 - 6/30	\$620,163 (+7%)	\$657,376 (+6%)	\$749,113 (+14%)	\$297,009 (-60%)	\$0 (+0%)
/1 - 9/30	\$990,861 (+7%)	\$1,074,389 (+8%)	\$1,117,418 (+4%)	\$927,312 (-17%)	\$0 (+0%)
0/1 -12/31	\$419,286 (+10%)	\$477,693 (+14%)	\$526,989 (+10%)	\$490,784 (-7%)	\$0 (+0%)
<b>Total:</b>	<b>\$2,408,222 (+7%)</b>	<b>\$2,612,460 (+8%)</b>	<b>\$2,876,933 (+10%)</b>	<b>\$2,188,423 (-24%)</b>	<b>\$0 (+0%)</b>

CITY OF MISSOULA  
Gross Lodging Tax Revenue

Date of this Run: 4/7/2021

Please Note: Revenue collected is 4% of lodging price. The percentages listed below are affected by rate increases, delinquencies and other factors. They should not be considered an equal correlation of increase or decrease in the number of travelers. The total collections are not representative of the amount of funding received by Regions or CVB's.

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
/1 - 3/31		\$73,675	\$76,341 (+4%)	\$83,680 (+10%)	\$91,872 (+10%)
/1 - 6/30		\$124,527	\$139,901 (+12%)	\$149,956 (+7%)	\$170,540 (+14%)
/1 - 9/30	\$147,836	\$177,601 (+20%)	\$197,923 (+11%)	\$218,025 (+10%)	\$240,677 (+10%)
0/1 -12/31	\$84,307	\$93,541 (+11%)	\$101,796 (+9%)	\$104,980 (+3%)	\$118,060 (+12%)
<b>Total:</b>	<b>\$232,143</b>	<b>\$469,344 (+17%)</b>	<b>\$515,960 (+10%)</b>	<b>\$556,641 (+8%)</b>	<b>\$621,149 (+12%)</b>

	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>
/1 - 3/31	\$102,411 (+11%)	\$105,135 (+3%)	\$115,474 (+10%)	\$121,682 (+5%)	\$124,753 (+3%)
/1 - 6/30	\$183,253 (+7%)	\$188,995 (+3%)	\$210,295 (+11%)	\$219,132 (+4%)	\$242,318 (+11%)
/1 - 9/30	\$261,336 (+9%)	\$281,797 (+8%)	\$292,701 (+4%)	\$311,453 (+6%)	\$314,212 (+1%)
0/1 -12/31	\$115,592 (-2%)	\$133,624 (+16%)	\$147,209 (+10%)	\$150,098 (+2%)	\$146,829 (-2%)
<b>Total:</b>	<b>\$662,592 (+7%)</b>	<b>\$709,551 (+7%)</b>	<b>\$765,679 (+8%)</b>	<b>\$802,365 (+5%)</b>	<b>\$828,112 (+3%)</b>

	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
/1 - 3/31	\$119,408 (-4%)	\$123,379 (+3%)	\$133,344 (+8%)	\$149,547 (+12%)	\$165,022 (+10%)
/1 - 6/30	\$220,383 (-9%)	\$246,974 (+12%)	\$243,057 (-2%)	\$278,946 (+15%)	\$287,993 (+3%)
/1 - 9/30	\$319,351 (+2%)	\$324,392 (+2%)	\$345,891 (+7%)	\$394,521 (+14%)	\$396,638 (+1%)
0/1 -12/31	\$146,562 (-0%)	\$162,040 (+11%)	\$171,670 (+6%)	\$196,250 (+14%)	\$204,322 (+4%)
<b>Total:</b>	<b>\$805,704 (-3%)</b>	<b>\$856,785 (+6%)</b>	<b>\$893,962 (+4%)</b>	<b>\$1,019,264 (+14%)</b>	<b>\$1,053,974 (+3%)</b>

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
/1 - 3/31	\$168,733 (+2%)	\$174,280 (+3%)	\$192,636 (+11%)	\$186,744 (-3%)	\$200,576 (+7%)
/1 - 6/30	\$311,165 (+8%)	\$334,701 (+8%)	\$340,973 (+2%)	\$353,354 (+4%)	\$370,868 (+5%)
/1 - 9/30	\$415,208 (+5%)	\$464,988 (+12%)	\$461,615 (-1%)	\$483,908 (+5%)	\$516,942 (+7%)
0/1 -12/31	\$223,267 (+9%)	\$219,069 (-2%)	\$239,415 (+9%)	\$244,194 (+2%)	\$284,648 (+17%)
<b>Total:</b>	<b>\$1,118,373 (+6%)</b>	<b>\$1,193,038 (+7%)</b>	<b>\$1,234,639 (+3%)</b>	<b>\$1,268,200 (+3%)</b>	<b>\$1,373,034 (+8%)</b>

	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
/1 - 3/31	\$235,313 (+17%)	\$255,516 (+9%)	\$242,028 (-5%)	\$226,983 (-6%)	\$240,898 (+6%)
/1 - 6/30	\$401,927 (+8%)	\$450,237 (+12%)	\$405,115 (-10%)	\$400,093 (-1%)	\$410,937 (+3%)
/1 - 9/30	\$571,469 (+11%)	\$573,492 (+0%)	\$537,464 (-6%)	\$552,608 (+3%)	\$600,700 (+9%)
0/1 -12/31	\$291,407 (+2%)	\$314,087 (+8%)	\$289,298 (-8%)	\$290,298 (+0%)	\$295,955 (+2%)
<b>Total:</b>	<b>\$1,500,116 (+9%)</b>	<b>\$1,593,331 (+6%)</b>	<b>\$1,473,904 (-7%)</b>	<b>\$1,469,982 (-0%)</b>	<b>\$1,548,490 (+5%)</b>

	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
/1 - 3/31	\$232,240 (-4%)	\$295,486 (+27%)	\$296,488 (+0%)	\$330,627 (+12%)	\$347,546 (+5%)
/1 - 6/30	\$409,031 (-0%)	\$535,163 (+31%)	\$553,955 (+4%)	\$595,717 (+8%)	\$673,136 (+13%)
/1 - 9/30	\$640,721 (+7%)	\$763,804 (+19%)	\$815,896 (+7%)	\$881,296 (+8%)	\$912,337 (+4%)
0/1 -12/31	\$302,710 (+2%)	\$361,776 (+20%)	\$393,766 (+9%)	\$398,184 (+1%)	\$431,063 (+8%)
<b>Total:</b>	<b>\$1,584,702 (+2%)</b>	<b>\$1,956,229 (+23%)</b>	<b>\$2,060,105 (+5%)</b>	<b>\$2,205,824 (+7%)</b>	<b>\$2,364,082 (+7%)</b>

	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
/1 - 3/31	\$374,189 (+8%)	\$376,881 (+1%)	\$389,001 (+3%)	\$375,856 (-3%)	\$0 (+0%)
/1 - 6/30	\$723,953 (+8%)	\$787,016 (+9%)	\$840,186 (+7%)	\$291,007 (-65%)	\$0 (+0%)
/1 - 9/30	\$1,078,985 (+18%)	\$1,123,445 (+4%)	\$1,112,802 (-1%)	\$853,752 (-23%)	\$0 (+0%)
0/1 -12/31	\$457,660 (+6%)	\$502,786 (+10%)	\$502,136 (-0%)	\$394,652 (-21%)	\$0 (+0%)
<b>Total:</b>	<b>\$2,634,788 (+11%)</b>	<b>\$2,790,128 (+6%)</b>	<b>\$2,844,125 (+2%)</b>	<b>\$1,915,268 (-33%)</b>	<b>\$0 (+0%)</b>

CITY OF KALISPELL  
Gross Lodging Tax Revenue

Date of this Run: 4/7/2021

Please Note: Revenue collected is 4% of lodging price. The percentages listed below are affected by rate increases, delinquencies and other factors. They should not be considered an equal correlation of increase or decrease in the number of travelers. The total collections are not representative of the amount of funding received by Regions or CVB's.

	<u>1987</u>		<u>1988</u>		<u>1989</u>		<u>1990</u>		<u>1991</u>	
/1 - 3/31			\$35,217		\$42,297	(+20%)	\$46,944	(+11%)	\$54,204	(+15%)
/1 - 6/30			\$61,640		\$69,010	(+12%)	\$77,715	(+13%)	\$93,787	(+21%)
/1 - 9/30	\$97,491		\$120,400	(+23%)	\$130,618	(+8%)	\$149,650	(+15%)	\$173,250	(+16%)
0/1 -12/31	\$32,311		\$41,454	(+28%)	\$47,384	(+14%)	\$52,839	(+12%)	\$57,425	(+9%)
<b>Total:</b>	<b>\$129,802</b>		<b>\$258,711</b>	<b>(+25%)</b>	<b>\$289,309</b>	<b>(+12%)</b>	<b>\$327,148</b>	<b>(+13%)</b>	<b>\$378,666</b>	<b>(+16%)</b>

	<u>1992</u>		<u>1993</u>		<u>1994</u>		<u>1995</u>		<u>1996</u>	
/1 - 3/31	\$54,695	(+1%)	\$50,216	(-8%)	\$50,401	(+0%)	\$51,255	(+2%)	\$44,384	(-13%)
/1 - 6/30	\$99,907	(+7%)	\$96,014	(-4%)	\$99,876	(+4%)	\$90,131	(-10%)	\$95,136	(+6%)
/1 - 9/30	\$184,217	(+6%)	\$190,909	(+4%)	\$194,166	(+2%)	\$187,445	(-3%)	\$184,498	(-2%)
0/1 -12/31	\$51,009	(-11%)	\$56,433	(+11%)	\$56,053	(-1%)	\$57,228	(+2%)	\$53,237	(-7%)
<b>Total:</b>	<b>\$389,828</b>	<b>(+3%)</b>	<b>\$393,573</b>	<b>(+1%)</b>	<b>\$400,496</b>	<b>(+2%)</b>	<b>\$386,059</b>	<b>(-4%)</b>	<b>\$377,255</b>	<b>(-2%)</b>

	<u>1997</u>		<u>1998</u>		<u>1999</u>		<u>2000</u>		<u>2001</u>	
/1 - 3/31	\$41,202	(-7%)	\$41,087	(-0%)	\$40,666	(-1%)	\$43,004	(+6%)	\$48,554	(+13%)
/1 - 6/30	\$80,577	(-15%)	\$87,740	(+9%)	\$86,585	(-1%)	\$92,810	(+7%)	\$86,232	(-7%)
/1 - 9/30	\$188,075	(+2%)	\$177,009	(-6%)	\$184,739	(+4%)	\$189,668	(+3%)	\$195,691	(+3%)
0/1 -12/31	\$48,342	(-9%)	\$42,550	(-12%)	\$49,769	(+17%)	\$47,495	(-5%)	\$46,999	(-1%)
<b>Total:</b>	<b>\$358,196</b>	<b>(-5%)</b>	<b>\$348,386</b>	<b>(-3%)</b>	<b>\$361,759</b>	<b>(+4%)</b>	<b>\$372,976</b>	<b>(+3%)</b>	<b>\$377,476</b>	<b>(+1%)</b>

	<u>2002</u>		<u>2003</u>		<u>2004</u>		<u>2005</u>		<u>2006</u>	
/1 - 3/31	\$43,386	(-11%)	\$45,697	(+5%)	\$45,223	(-1%)	\$51,655	(+14%)	\$54,203	(+5%)
/1 - 6/30	\$83,904	(-3%)	\$93,313	(+11%)	\$90,627	(-3%)	\$105,064	(+16%)	\$109,785	(+4%)
/1 - 9/30	\$194,615	(-1%)	\$199,712	(+3%)	\$206,058	(+3%)	\$223,791	(+9%)	\$252,491	(+13%)
0/1 -12/31	\$42,640	(-9%)	\$51,313	(+20%)	\$60,798	(+18%)	\$65,129	(+7%)	\$75,188	(+15%)
<b>Total:</b>	<b>\$364,545</b>	<b>(-3%)</b>	<b>\$390,036</b>	<b>(+7%)</b>	<b>\$402,705</b>	<b>(+3%)</b>	<b>\$445,639</b>	<b>(+11%)</b>	<b>\$491,668</b>	<b>(+10%)</b>

	<u>2007</u>		<u>2008</u>		<u>2009</u>		<u>2010</u>		<u>2011</u>	
/1 - 3/31	\$67,314	(+24%)	\$99,707	(+48%)	\$86,438	(-13%)	\$90,607	(+5%)	\$98,540	(+9%)
/1 - 6/30	\$135,517	(+23%)	\$181,802	(+34%)	\$161,548	(-11%)	\$171,944	(+6%)	\$167,899	(-2%)
/1 - 9/30	\$321,914	(+27%)	\$349,355	(+9%)	\$319,082	(-9%)	\$386,430	(+21%)	\$392,991	(+2%)
0/1 -12/31	\$101,837	(+35%)	\$101,222	(-1%)	\$94,862	(-6%)	\$109,247	(+15%)	\$118,338	(+8%)
<b>Total:</b>	<b>\$626,582</b>	<b>(+27%)</b>	<b>\$732,085</b>	<b>(+17%)</b>	<b>\$661,930</b>	<b>(-10%)</b>	<b>\$758,227</b>	<b>(+15%)</b>	<b>\$777,769</b>	<b>(+3%)</b>

	<u>2012</u>		<u>2013</u>		<u>2014</u>		<u>2015</u>		<u>2016</u>	
/1 - 3/31	\$110,644	(+12%)	\$128,031	(+16%)	\$135,923	(+6%)	\$143,153	(+5%)	\$141,169	(-1%)
/1 - 6/30	\$195,204	(+16%)	\$220,662	(+13%)	\$248,187	(+12%)	\$265,522	(+7%)	\$267,778	(+1%)
/1 - 9/30	\$448,692	(+14%)	\$527,469	(+18%)	\$607,974	(+15%)	\$551,043	(-9%)	\$595,931	(+8%)
0/1 -12/31	\$144,063	(+22%)	\$158,253	(+10%)	\$159,410	(+1%)	\$151,649	(-5%)	\$153,740	(+1%)
<b>Total:</b>	<b>\$898,603</b>	<b>(+16%)</b>	<b>\$1,034,415</b>	<b>(+15%)</b>	<b>\$1,151,494</b>	<b>(+11%)</b>	<b>\$1,111,367</b>	<b>(-3%)</b>	<b>\$1,158,618</b>	<b>(+4%)</b>

	<u>2017</u>		<u>2018</u>		<u>2019</u>		<u>2020</u>		<u>2021</u>	
/1 - 3/31	\$141,513	(+0%)	\$146,215	(+3%)	\$150,102	(+3%)	\$140,694	(-6%)	\$0	(+0%)
/1 - 6/30	\$276,809	(+3%)	\$321,377	(+16%)	\$345,047	(+7%)	\$148,249	(-57%)	\$0	(+0%)
/1 - 9/30	\$662,744	(+11%)	\$682,937	(+3%)	\$746,642	(+9%)	\$561,626	(-25%)	\$0	(+0%)
0/1 -12/31	\$160,330	(+4%)	\$171,207	(+7%)	\$163,989	(-4%)	\$142,064	(-13%)	\$0	(+0%)
<b>Total:</b>	<b>\$1,241,395</b>	<b>(+7%)</b>	<b>\$1,321,735</b>	<b>(+6%)</b>	<b>\$1,405,782</b>	<b>(+6%)</b>	<b>\$992,632</b>	<b>(-29%)</b>	<b>\$0</b>	<b>(+0%)</b>

CITY OF WHITEFISH  
Gross Lodging Tax Revenue

Date of this Run: 4/7/2021

Please Note: Revenue collected is 4% of lodging price. The percentages listed below are affected by rate increases, delinquencies and other factors. They should not be considered an equal correlation of increase or decrease in the number of travelers. The total collections are not representative of the amount of funding received by Regions or CVB's.

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
/1 - 3/31		\$28,234	\$37,251 (+32%)	\$44,337 (+19%)	\$53,212 (+20%)
/1 - 6/30		\$27,726	\$30,113 (+9%)	\$40,368 (+34%)	\$47,111 (+17%)
/1 - 9/30	\$44,564	\$53,676 (+20%)	\$64,554 (+20%)	\$74,869 (+16%)	\$102,678 (+37%)
0/1 -12/31	\$16,336	\$19,642 (+20%)	\$24,360 (+24%)	\$24,215 (-1%)	\$32,305 (+33%)
<b>total:</b>	<b>\$60,900</b>	<b>\$129,278 (+20%)</b>	<b>\$156,278 (+21%)</b>	<b>\$183,789 (+18%)</b>	<b>\$235,306 (+28%)</b>

	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>
/1 - 3/31	\$56,483 (+6%)	\$61,585 (+9%)	\$47,918 (-22%)	\$47,942 (+0%)	\$39,672 (-17%)
/1 - 6/30	\$57,183 (+21%)	\$70,053 (+23%)	\$57,129 (-18%)	\$53,387 (-7%)	\$56,711 (+6%)
/1 - 9/30	\$131,589 (+28%)	\$145,085 (+10%)	\$143,318 (-1%)	\$163,598 (+14%)	\$164,475 (+1%)
0/1 -12/31	\$40,842 (+26%)	\$39,889 (-2%)	\$36,032 (-10%)	\$35,764 (-1%)	\$32,025 (-10%)
<b>total:</b>	<b>\$286,097 (+22%)</b>	<b>\$316,611 (+11%)</b>	<b>\$284,397 (-10%)</b>	<b>\$300,691 (+6%)</b>	<b>\$292,883 (-3%)</b>

	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
/1 - 3/31	\$41,635 (+5%)	\$40,091 (-4%)	\$42,297 (+6%)	\$53,239 (+26%)	\$53,977 (+1%)
/1 - 6/30	\$56,732 (+0%)	\$57,802 (+2%)	\$63,271 (+9%)	\$69,131 (+9%)	\$66,569 (-4%)
/1 - 9/30	\$171,642 (+4%)	\$173,405 (+1%)	\$181,993 (+5%)	\$190,565 (+5%)	\$190,882 (+0%)
0/1 -12/31	\$35,092 (+10%)	\$32,300 (-8%)	\$40,569 (+26%)	\$41,125 (+1%)	\$40,962 (-0%)
<b>total:</b>	<b>\$305,101 (+4%)</b>	<b>\$303,598 (-0%)</b>	<b>\$328,130 (+8%)</b>	<b>\$354,060 (+8%)</b>	<b>\$352,390 (-0%)</b>

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
/1 - 3/31	\$47,874 (-11%)	\$51,819 (+8%)	\$53,491 (+3%)	\$55,015 (+3%)	\$62,114 (+13%)
/1 - 6/30	\$70,145 (+5%)	\$78,523 (+12%)	\$83,493 (+6%)	\$94,634 (+13%)	\$103,620 (+9%)
/1 - 9/30	\$203,793 (+7%)	\$198,494 (-3%)	\$228,632 (+15%)	\$242,482 (+6%)	\$288,194 (+19%)
0/1 -12/31	\$40,831 (-0%)	\$49,397 (+21%)	\$54,488 (+10%)	\$59,604 (+9%)	\$70,722 (+19%)
<b>total:</b>	<b>\$362,642 (+3%)</b>	<b>\$378,232 (+4%)</b>	<b>\$420,104 (+11%)</b>	<b>\$451,734 (+8%)</b>	<b>\$524,650 (+16%)</b>

	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
/1 - 3/31	\$64,989 (+5%)	\$78,757 (+21%)	\$63,046 (-20%)	\$65,629 (+4%)	\$75,479 (+15%)
/1 - 6/30	\$115,245 (+11%)	\$112,082 (-3%)	\$98,104 (-12%)	\$107,765 (+10%)	\$104,822 (-3%)
/1 - 9/30	\$316,016 (+10%)	\$330,749 (+5%)	\$283,003 (-14%)	\$324,254 (+15%)	\$360,552 (+11%)
0/1 -12/31	\$78,487 (+11%)	\$61,490 (-22%)	\$55,645 (-10%)	\$65,377 (+17%)	\$70,920 (+8%)
<b>total:</b>	<b>\$574,737 (+10%)</b>	<b>\$583,078 (+1%)</b>	<b>\$499,798 (-14%)</b>	<b>\$563,024 (+13%)</b>	<b>\$611,772 (+9%)</b>

	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
/1 - 3/31	\$80,440 (+7%)	\$104,050 (+29%)	\$115,683 (+11%)	\$117,988 (+2%)	\$111,980 (-5%)
/1 - 6/30	\$119,703 (+14%)	\$142,018 (+19%)	\$141,492 (-0%)	\$158,362 (+12%)	\$177,045 (+12%)
/1 - 9/30	\$383,987 (+6%)	\$431,187 (+12%)	\$447,030 (+4%)	\$438,690 (-2%)	\$551,892 (+26%)
0/1 -12/31	\$81,416 (+15%)	\$93,746 (+15%)	\$104,524 (+11%)	\$94,311 (-10%)	\$120,443 (+28%)
<b>total:</b>	<b>\$665,546 (+9%)</b>	<b>\$771,001 (+16%)</b>	<b>\$808,729 (+5%)</b>	<b>\$809,351 (+0%)</b>	<b>\$961,360 (+19%)</b>

	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
/1 - 3/31	\$137,974 (+23%)	\$165,210 (+20%)	\$197,956 (+20%)	\$180,795 (-9%)	\$0 (+0%)
/1 - 6/30	\$209,886 (+19%)	\$249,614 (+19%)	\$280,324 (+12%)	\$101,723 (-64%)	\$0 (+0%)
/1 - 9/30	\$640,615 (+16%)	\$694,820 (+8%)	\$762,755 (+10%)	\$721,468 (-5%)	\$0 (+0%)
0/1 -12/31	\$129,932 (+8%)	\$151,098 (+16%)	\$150,744 (-0%)	\$198,982 (+32%)	\$0 (+0%)
<b>total:</b>	<b>\$1,118,406 (+16%)</b>	<b>\$1,260,742 (+13%)</b>	<b>\$1,391,779 (+10%)</b>	<b>\$1,202,968 (-14%)</b>	<b>\$0 (+0%)</b>

CITY OF HELENA  
Gross Lodging Tax Revenue

Date of this Run: 4/7/2021

Please Note: Revenue collected is 4% of lodging price. The percentages listed below are affected by rate increases, delinquencies and other factors. They should not be considered an equal correlation of increase or decrease in the number of travelers. The total collections are not representative of the amount of funding received by Regions or CVB's.

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
/1 - 3/31		\$52,068	\$60,712 (+17%)	\$57,947 (-5%)	\$66,288 (+14%)
/1 - 6/30		\$69,069	\$77,907 (+13%)	\$86,882 (+12%)	\$87,905 (+1%)
/1 - 9/30	\$81,214	\$89,426 (+10%)	\$93,860 (+5%)	\$103,097 (+10%)	\$106,015 (+3%)
0/1 -12/31	\$51,628	\$52,102 (+1%)	\$56,820 (+9%)	\$53,797 (-5%)	\$63,882 (+19%)
<b>Total:</b>	<b>\$132,842</b>	<b>\$262,665 (+7%)</b>	<b>\$289,299 (+10%)</b>	<b>\$301,723 (+4%)</b>	<b>\$324,090 (+7%)</b>

	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>
/1 - 3/31	\$71,449 (+8%)	\$75,854 (+6%)	\$71,581 (-6%)	\$87,501 (+22%)	\$79,341 (-9%)
/1 - 6/30	\$94,733 (+8%)	\$99,790 (+5%)	\$107,312 (+8%)	\$109,149 (+2%)	\$108,634 (-0%)
/1 - 9/30	\$125,496 (+18%)	\$129,262 (+3%)	\$133,805 (+4%)	\$133,781 (-0%)	\$123,914 (-7%)
0/1 -12/31	\$70,492 (+10%)	\$76,364 (+8%)	\$84,864 (+11%)	\$69,710 (-18%)	\$75,974 (+9%)
<b>Total:</b>	<b>\$362,170 (+12%)</b>	<b>\$381,269 (+5%)</b>	<b>\$397,562 (+4%)</b>	<b>\$400,141 (+1%)</b>	<b>\$387,863 (-3%)</b>

	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
/1 - 3/31	\$87,536 (+10%)	\$82,791 (-5%)	\$97,904 (+18%)	\$92,313 (-6%)	\$103,512 (+12%)
/1 - 6/30	\$115,222 (+6%)	\$115,120 (-0%)	\$119,542 (+4%)	\$132,208 (+11%)	\$136,388 (+3%)
/1 - 9/30	\$144,924 (+17%)	\$156,905 (+8%)	\$153,131 (-2%)	\$173,323 (+13%)	\$164,842 (-5%)
0/1 -12/31	\$84,611 (+11%)	\$81,712 (-3%)	\$87,312 (+7%)	\$94,743 (+9%)	\$95,048 (+0%)
<b>Total:</b>	<b>\$432,293 (+11%)</b>	<b>\$436,528 (+1%)</b>	<b>\$457,889 (+5%)</b>	<b>\$492,587 (+8%)</b>	<b>\$499,789 (+1%)</b>

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
/1 - 3/31	\$93,536 (-10%)	\$105,568 (+13%)	\$102,590 (-3%)	\$141,236 (+38%)	\$134,544 (-5%)
/1 - 6/30	\$142,453 (+4%)	\$137,863 (-3%)	\$159,082 (+15%)	\$175,179 (+10%)	\$199,626 (+14%)
/1 - 9/30	\$176,782 (+7%)	\$178,608 (+1%)	\$196,229 (+10%)	\$210,714 (+7%)	\$232,186 (+10%)
0/1 -12/31	\$97,756 (+3%)	\$100,042 (+2%)	\$123,343 (+23%)	\$125,546 (+2%)	\$150,022 (+19%)
<b>Total:</b>	<b>\$510,527 (+2%)</b>	<b>\$522,082 (+2%)</b>	<b>\$581,244 (+11%)</b>	<b>\$652,675 (+12%)</b>	<b>\$716,378 (+10%)</b>

	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
/1 - 3/31	\$163,392 (+21%)	\$157,759 (-3%)	\$175,569 (+11%)	\$153,187 (-13%)	\$177,395 (+16%)
/1 - 6/30	\$212,115 (+6%)	\$230,467 (+9%)	\$214,716 (-7%)	\$227,123 (+6%)	\$214,835 (-5%)
/1 - 9/30	\$256,294 (+10%)	\$258,549 (+1%)	\$245,815 (-5%)	\$264,154 (+7%)	\$266,324 (+1%)
0/1 -12/31	\$163,902 (+9%)	\$157,232 (-4%)	\$154,581 (-2%)	\$152,549 (-1%)	\$168,003 (+10%)
<b>Total:</b>	<b>\$795,704 (+11%)</b>	<b>\$804,007 (+1%)</b>	<b>\$790,681 (-2%)</b>	<b>\$797,013 (+1%)</b>	<b>\$826,556 (+4%)</b>

	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
/1 - 3/31	\$161,416 (-9%)	\$196,956 (+22%)	\$190,692 (-3%)	\$217,068 (+14%)	\$210,001 (-3%)
/1 - 6/30	\$234,962 (+9%)	\$251,458 (+7%)	\$286,017 (+14%)	\$291,329 (+2%)	\$309,689 (+6%)
/1 - 9/30	\$270,928 (+2%)	\$302,979 (+12%)	\$326,343 (+8%)	\$349,566 (+7%)	\$353,419 (+1%)
0/1 -12/31	\$160,770 (-4%)	\$181,859 (+13%)	\$206,719 (+14%)	\$210,868 (+2%)	\$232,936 (+10%)
<b>Total:</b>	<b>\$828,076 (+0%)</b>	<b>\$933,253 (+13%)</b>	<b>\$1,009,772 (+8%)</b>	<b>\$1,068,831 (+6%)</b>	<b>\$1,106,045 (+3%)</b>

	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
/1 - 3/31	\$237,153 (+13%)	\$217,572 (-8%)	\$247,730 (+14%)	\$182,294 (-26%)	\$0 (+0%)
/1 - 6/30	\$316,727 (+2%)	\$326,438 (+3%)	\$338,581 (+4%)	\$108,271 (-68%)	\$0 (+0%)
/1 - 9/30	\$373,612 (+6%)	\$342,984 (-8%)	\$364,486 (+6%)	\$208,271 (-43%)	\$0 (+0%)
0/1 -12/31	\$222,577 (-4%)	\$222,608 (+0%)	\$219,694 (-1%)	\$120,356 (-45%)	\$0 (+0%)
<b>Total:</b>	<b>\$1,150,068 (+4%)</b>	<b>\$1,109,603 (-4%)</b>	<b>\$1,170,491 (+5%)</b>	<b>\$619,193 (-47%)</b>	<b>\$0 (+0%)</b>



CITY OF BUTTE  
Gross Lodging Tax Revenue

Date of this Run: 4/7/2021

Please Note: Revenue collected is 4% of lodging price. The percentages listed below are affected by rate increases, delinquencies and other factors. They should not be considered an equal correlation of increase or decrease in the number of travelers. The total collections are not representative of the amount of funding received by Regions or CVB's.

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
/1 - 3/31		\$45,061	\$50,314 (+12%)	\$52,143 (+4%)	\$61,621 (+18%)
/1 - 6/30		\$66,212	\$77,655 (+17%)	\$87,104 (+12%)	\$94,803 (+9%)
/1 - 9/30	\$89,979	\$106,424 (+18%)	\$112,613 (+6%)	\$127,544 (+13%)	\$150,086 (+18%)
0/1 -12/31	\$43,019	\$48,492 (+13%)	\$49,902 (+3%)	\$57,492 (+15%)	\$65,450 (+14%)
<b>Total:</b>	<b>\$132,998</b>	<b>\$266,189 (+16%)</b>	<b>\$290,484 (+9%)</b>	<b>\$324,283 (+12%)</b>	<b>\$371,960 (+15%)</b>

	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>
/1 - 3/31	\$70,400 (+14%)	\$72,212 (+3%)	\$77,445 (+7%)	\$72,130 (-7%)	\$70,823 (-2%)
/1 - 6/30	\$104,224 (+10%)	\$114,932 (+10%)	\$120,809 (+5%)	\$116,277 (-4%)	\$116,334 (+0%)
/1 - 9/30	\$162,272 (+8%)	\$174,953 (+8%)	\$173,093 (-1%)	\$181,345 (+5%)	\$171,158 (-6%)
0/1 -12/31	\$67,438 (+3%)	\$71,324 (+6%)	\$69,598 (-2%)	\$71,805 (+3%)	\$76,928 (+7%)
<b>Total:</b>	<b>\$404,334 (+9%)</b>	<b>\$433,421 (+7%)</b>	<b>\$440,945 (+2%)</b>	<b>\$441,557 (+0%)</b>	<b>\$435,243 (-1%)</b>

	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
/1 - 3/31	\$78,029 (+10%)	\$91,949 (+18%)	\$88,250 (-4%)	\$92,430 (+5%)	\$88,514 (-4%)
/1 - 6/30	\$130,566 (+12%)	\$139,455 (+7%)	\$133,790 (-4%)	\$146,054 (+9%)	\$141,722 (-3%)
/1 - 9/30	\$202,612 (+18%)	\$202,418 (-0%)	\$211,169 (+4%)	\$211,460 (+0%)	\$201,495 (-5%)
0/1 -12/31	\$97,985 (+27%)	\$86,460 (-12%)	\$84,648 (-2%)	\$88,791 (+5%)	\$85,320 (-4%)
<b>Total:</b>	<b>\$509,192 (+17%)</b>	<b>\$520,282 (+2%)</b>	<b>\$517,857 (-0%)</b>	<b>\$538,735 (+4%)</b>	<b>\$517,050 (-4%)</b>

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
/1 - 3/31	\$97,586 (+10%)	\$96,457 (-1%)	\$106,751 (+11%)	\$105,674 (-1%)	\$122,846 (+16%)
/1 - 6/30	\$146,724 (+4%)	\$155,814 (+6%)	\$157,551 (+1%)	\$162,674 (+3%)	\$175,703 (+8%)
/1 - 9/30	\$203,601 (+1%)	\$224,876 (+10%)	\$230,955 (+3%)	\$238,128 (+3%)	\$246,717 (+4%)
0/1 -12/31	\$85,486 (+0%)	\$100,186 (+17%)	\$98,825 (-1%)	\$102,737 (+4%)	\$121,083 (+18%)
<b>Total:</b>	<b>\$533,397 (+3%)</b>	<b>\$577,333 (+8%)</b>	<b>\$594,082 (+3%)</b>	<b>\$609,213 (+3%)</b>	<b>\$666,349 (+9%)</b>

	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
/1 - 3/31	\$133,146 (+8%)	\$144,517 (+9%)	\$130,906 (-9%)	\$132,130 (+1%)	\$138,834 (+5%)
/1 - 6/30	\$207,176 (+18%)	\$200,015 (-3%)	\$193,344 (-3%)	\$198,079 (+2%)	\$187,770 (-5%)
/1 - 9/30	\$279,596 (+13%)	\$276,149 (-1%)	\$277,832 (+1%)	\$297,053 (+7%)	\$299,477 (+1%)
0/1 -12/31	\$136,244 (+13%)	\$133,927 (-2%)	\$129,155 (-4%)	\$131,593 (+2%)	\$145,015 (+10%)
<b>Total:</b>	<b>\$756,162 (+13%)</b>	<b>\$754,608 (-0%)</b>	<b>\$731,237 (-3%)</b>	<b>\$758,855 (+4%)</b>	<b>\$771,095 (+2%)</b>

	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
/1 - 3/31	\$156,869 (+13%)	\$157,705 (+1%)	\$160,419 (+2%)	\$172,241 (+7%)	\$183,657 (+7%)
/1 - 6/30	\$210,003 (+12%)	\$220,238 (+5%)	\$243,889 (+11%)	\$261,009 (+7%)	\$273,103 (+5%)
/1 - 9/30	\$300,852 (+0%)	\$338,106 (+12%)	\$351,421 (+4%)	\$381,858 (+9%)	\$397,485 (+4%)
0/1 -12/31	\$149,194 (+3%)	\$146,190 (-2%)	\$168,854 (+16%)	\$174,875 (+4%)	\$183,714 (+5%)
<b>Total:</b>	<b>\$816,918 (+6%)</b>	<b>\$862,239 (+6%)</b>	<b>\$924,583 (+7%)</b>	<b>\$989,984 (+7%)</b>	<b>\$1,037,960 (+5%)</b>

	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
/1 - 3/31	\$184,149 (+0%)	\$203,790 (+11%)	\$200,376 (-2%)	\$176,382 (-12%)	\$0 (+0%)
/1 - 6/30	\$296,606 (+9%)	\$303,388 (+2%)	\$330,504 (+9%)	\$130,634 (-60%)	\$0 (+0%)
/1 - 9/30	\$433,966 (+9%)	\$434,459 (+0%)	\$425,816 (-2%)	\$337,679 (-21%)	\$0 (+0%)
0/1 -12/31	\$184,257 (+0%)	\$203,475 (+10%)	\$206,330 (+1%)	\$170,608 (-17%)	\$0 (+0%)
<b>Total:</b>	<b>\$1,098,978 (+6%)</b>	<b>\$1,145,113 (+4%)</b>	<b>\$1,163,027 (+2%)</b>	<b>\$815,303 (-30%)</b>	<b>\$0 (+0%)</b>



# Attachment 4

**This report summarizes nonresident visitors to Montana during quarter(s) 1,3,4, 2020.**

**These travelers spent at least one night in the following city: GreatFalls.**

**This sample size of 66 survey respondents, which equates to 6.5% of all nonresident visitors, represents a total of 569,535 people.**

**Sites Visited on Trip**

- 41% Glacier National Park
- 23% Other Montana State Parks
- 23% Flathead Lake State Parks
- 21% Yellowstone National Park
- 16% Hot springs
- 15% CM Russell Museum, Great Falls
- 11% Lewis & Clark Interpretive Ctr, Great Falls
- 11% Missouri River Breaks Nat'l Monument
- 11% Museum of the Rockies, Bozeman
- 11% Fort Peck Lake
- 10% Bob Marshall Wilderness
- 10% National Bison Range
- 8% Little Bighorn Battlefield
- 8% Virginia/Nevada City
- 7% C.M. Russell National Wildlife Refuge
- 6% Ghost towns
- 6% Lolo Pass Interpretive Center
- 4% Rocky Mountain Elk Foundation
- 4% Grizzly & Wolf Discovery Center, West Yellowstone
- 4% Bighorn Canyon Nat'l Recreation Area
- 3% Missouri Headwaters State Park
- 3% Clark Canyon Reservoir
- 2% Big Hole Battlefield
  - MT Historical Museum, Helena
  - Lewis & Clark Caverns State Park
  - Ft. Peck Interpretive Center & Museum
  - Pompey's Pillar

**Group Characteristics**

- 7% of groups with all first time visitors
- 79% of groups with all repeat visitors
- 14% of groups with mixed first time and repeat visitors
- 14% Flew on a portion of their trip
- 6% Own a 2nd property in MT
- <1% Hired an outfitter
- 87% Plan to return within 2 years

**Reasons for Trip**

primary reason		all reasons
46%	Visit friends/relatives/family event	50%
21%	Vacation/recreation/pleasure	36%
17%	Just passing through	24%
13%	Business/convention/meeting	14%
2%	Other	2%
1%	Shopping	1%

**Activities**

- 43% Scenic driving
- 34% Day hiking
- 26% Visit local brewery
- 23% Car / RV camping
- 19% Nature photography
- 18% Recreational shopping
- 15% Wildlife watching
- 13% Visiting other historical sites
- 10% Visiting Lewis & Clark sites
- 9% Visit farmers market
- 8% Dinosaur attraction
- 7% River rafting / floating
- 7% Golfing
- 7% Visiting museums
- 6% Motorboating
- 5% OHV / ATV
- 5% Fishing / fly fishing
- 5% Bicycling
- 5% Motorcycle touring
- 4% Viewing art exhibits
- 3% Road / tour bicycling
- 3% Visit local distillery
- 3% Canoeing / kayaking
- 3% Visiting Indian reservations
- 2% Backpacking
- 1% Skiing / snowboarding
- 1% Attending festivals or events
- 1% Horseback riding
  - Rock climbing
  - Attend wedding
  - Snowshoeing
  - Geocaching
  - Attending performing arts
  - Hunting
  - Sporting event
  - Birding
  - Mountain biking
  - Snowmobiling
  - Rockhounding
  - Cross-country skiing

**Average Length of Stay in MT 5.60 nights  
Of Nights Spent in MT**

- 48% of nights spent in Central Montana Region
- 23% of nights spent in Glacier Country
- 11% of nights spent in Southeast Montana Region
- 8% of nights spent in Southwest Montana Region
- 6% of nights spent in Missouri River Country
- 5% of nights spent in Yellowstone Country

**Percent of Nights Spent in Each Lodging Type**

- 50% Hotel/motel
- 19% Home/condo/cabin of friend/relative
- 19% Private campground
- 6% Other
- 4% Public land camping
- 2% Vehicle in parking area
- <1% Rented entire cabin/home
- <1% Guest ranch
- <1% Resort/condominium
  - Rented room in home
  - Bed & Breakfast
  - My second home/condo/cabin

**Montana Entry Points**

- 22% Wibaux/Beach
- 17% Superior
- 13% Monida
- 8% Bridger 310
- 7% Great Falls Air
- 7% Lodge Grass
- 3% Sidney
- 3% Biddle
- 3% Sweetgrass
- 2% Fairview

**Travel Mode to Enter MT**

- 72% Auto/Truck
- 15% RV/Trailer
- 10% Air
- 3% Motorcycle
  - Train
  - Bus
  - Other

If on Vacation, Attracted to Montana for...			All Attractions
Primary Attraction			
27%	Glacier National Park		45%
19%	Family / friends		30%
19%	Open space / uncrowded areas		43%
15%	Mountains / forests		74%
10%	Lakes		31%
5%	Other Montana history & culture		6%
5%	Hiking		11%
1%	Native American history & culture		3%
--	A Montana State Park		6%
--	Camping		11%
--	Fish		5%
--	Hunting		--
--	Lewis & Clark history		8%
--	Northern great plains / Badlands		2%
--	Resort / guest ranch		5%
--	Rivers		52%
--	Ski / Snowboard		1%
--	Snowmobile		--
--	Special events		<1%
--	Wildlife		20%
--	Yellowstone National Park		17%

Satisfaction with Aspects of Montana								
	Very dissatisfied	Dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Satisfied	Very satisfied	N/A	Mean
Highway rest areas	--	--	4%	3%	44%	34%	16%	5.31
Availability of recycling bins	1%	3%	2%	1%	23%	22%	48%	4.76
Availability of travel information	--	--	--	4%	43%	28%	26%	5.35
Amount of historical roadside information	--	--	<1%	5%	48%	26%	20%	5.27
Access to public lands	--	1%	2%	6%	30%	21%	41%	5.15
Amount of open space	--	--	1%	<1%	24%	69%	6%	5.68
Wildlife viewing opportunities	--	--	1%	3%	35%	44%	17%	5.5
Stewardship of the land	--	--	3%	--	35%	39%	23%	5.39
A feeling of being welcomed	--	--	3%	5%	31%	61%	1%	5.52
Main streets reflecting local culture/heritage	--	<1%	--	6%	47%	29%	17%	5.2
Restaurants with local products	--	--	<1%	9%	37%	34%	20%	5.25
Availability of local arts and crafts	--	--	<1%	3%	36%	16%	45%	5.2

**Residency**

18% Washington  
 11% Minnesota  
 10% North Dakota  
 9% Idaho  
 7% Oregon  
 6% Wyoming  
 6% California  
 6% Wisconsin  
 5% Alberta, Canada  
 3% Pennsylvania  
 2% Ohio  
 2% Iowa  
 2% Texas  
 2% New Mexico  
 2% Kentucky  
 1% Florida  
 1% Virginia  
 1% Oklahoma  
 1% Maryland  
 1% Alaska  
 1% Saskatchewan, Canada  
 1% Georgia  
 <1% Nevada, Arizona, Utah, Indiana, Colorado, Mexico, Michigan, West Virginia

**Respondent Age**

24 - 85 Age range  
 56 Average age  
 58 Median age

**Respondent Gender**

45% Male  
 55% Female  
 10% First time visitor

**Household Income**

25% Less than \$50,000  
 13% \$50,000 to less than \$75,000  
 14% \$75,000 to less than \$100,000  
 24% \$100,000 to less than \$150,000  
 9% \$150,000 to less than \$200,000  
 16% \$200,000 or greater

**Age Groups Represented**

5% 0-5 years  
 4% 6-10 years  
 5% 11-17 years  
 6% 18-24 years  
 8% 25-34 years  
 20% 35-44 years  
 25% 45-54 years  
 34% 55-64 years  
 33% 65-74 years  
 8% 75 and over

**Travel Group Type**

- 28% Self
- 49% Couple
- 14% Immediate Family
  - Family & Friends
- 2% Friends
- 2% Business Associates
- 5% Extended Family
  - Organized Group or Club

**Average Group Size: 1.93**

**Travel Group Size**

- 28% 1 traveler
- 55% 2 travelers
- 14% 3 travelers
- 3% 4 travelers
- 1% 5 travelers
  - 6 travelers
  - 7 travelers
  - 8 travelers
  - 9 travelers
  - 10 travelers
  - more than 10

**Info Sources Used for Trip Planning**

Most Useful		All Used
16%	Used no sources	26%
12%	Mobile apps	19%
8%	Info. from friend/relative living in MT	15%
5%	National Park brochure/book/website	16%
5%	Info. from previous visitor(s) to MT	14%
3%	Social media (i.e. Facebook)	10%
3%	Other	4%
--	"Made in Montana" website	1%
--	Automobile club (i.e. AAA)	6%
--	Called a MT visitor info. line/center	--
--	Consumer online reviews (i.e. TripAdvisor)	9%
--	Guide book (i.e. Frommer's Lonely Planet)	--
--	Info. from private businesses	7%
--	Info. from special events	--
--	MT community travel guide(s)	1%
--	Magazine/newspaper article online	6%
--	Magazine/newspaper articles	4%
--	Montana advertising campaign	2%
--	Official MT guidebook magazine	6%
--	Official MT website (VisitMT.com)	10%
--	Online Video	8%
--	Online travel agent (e.g., Travelocity)	2%
--	Other travel websites	6%
--	Professional online travel reviews	3%
--	Regional MT travel guide(s)	6%
--	Search Engine (i.e. Google)	50%
--	State Park brochure/website	1%

**Sources Used During Trip**

Most Useful		All Used
15%	Info. from friend/relative living in MT	24%
12%	Search engine (e.g., Google)	44%
9%	Used No Sources	19%
5%	National Park brochure/book/website	17%
1%	Visitor information center staff	5%
1%	Brochure information rack	10%
1%	Other	2%
1%	Official MT website (VisitMT.com)	2%
--	"Made in Montana" website	2%
--	Billboards	2%
--	Consumer online reviews (i.e. TripAdvisor)	7%
--	Guide book (i.e. Frommer's Lonely Planet)	<1%
--	Info. from private business (e.g., resort/motel/attraction)	2%
--	MT community travel guide(s)	2%
--	Map applications (i.e. GoogleMaps)	53%
--	Mobile apps	16%
--	Motel/restaurant/gas station employee	--
--	Official MT guidebook magazine	1%
--	Official highway information signs	9%
--	Regional MT travel guide(s)	4%
--	Social media (i.e. Facebook)	8%
--	State Park brochure/website	5%

**This report summarizes nonresident visitors to Montana during quarter(s) 1,2,3,4, 2019.**

**These travelers spent at least one night in the following city: Great Falls.**

**This sample size of 229 survey respondents, which equates to 8% of all nonresident visitors, represents a total of 1,009,959 people.**

**Sites Visited on Trip**

- 53% Glacier National Park
- 39% Yellowstone National Park
- 26% Lewis & Clark Interpretive Ctr, Great Falls
- 18% CM Russell Museum, Great Falls
- 17% Little Bighorn Battlefield
- 16% Flathead Lake State Parks
- 15% Other Montana State Parks
- 10% Hot springs
- 9% Missouri River Breaks Nat'l Monument
- 9% Bighorn Canyon Nat'l Recreation Area
- 8% Ghost towns
- 7% National Bison Range
- 6% Lewis & Clark Caverns State Park
- 5% Missouri Headwaters State Park
- 4% Virginia/Nevada City
- 4% Fort Peck Lake
- 4% Clark Canyon Reservoir
- 2% Grizzly & Wolf Discovery Center, West Yellowstone
- 2% Museum of the Rockies, Bozeman
- 2% Ft. Peck Interpretive Center & Museum
- 2% C.M. Russell National Wildlife Refuge
- 2% Lolo Pass Interpretive Center
- 2% Bob Marshall Wilderness
- 2% MT Historical Museum, Helena
- 2% Pompey's Pillar
- 2% Rocky Mountain Elk Foundation
- 1% Big Hole Battlefield

**Group Characteristics**

- 11% of groups with all first time visitors
- 79% of groups with all repeat visitors
- 9% of groups with mixed first time and repeat visitors
- 28% Flew on a portion of their trip
- 3% Own a 2nd property in MT
- 3% Hired an outfitter
- 83% Plan to return within 2 years

**Reasons for Trip**

<b>primary reason</b>		<b>all reasons</b>
49%	Vacation/recreation/pleasure	54%
20%	Visit friends/relatives/family event	29%
15%	Just passing through	27%
13%	Business/convention/meeting	14%
3%	Other	3%
1%	Shopping	2%



**Activities**

- 58% Scenic driving
- 32% Day hiking
- 31% Recreational shopping
- 30% Wildlife watching
- 27% Nature photography
- 26% Visiting other historical sites
- 26% Car / RV camping
- 25% Visiting Lewis & Clark sites
- 23% Visiting museums
- 17% Visit local brewery
- 10% Visiting Indian reservations
- 9% Fishing / fly fishing
- 9% Visit farmers market
- 9% Viewing art exhibits
- 8% Attending festivals or events
- 7% Motorcycle touring
- 6% Sporting event
- 4% Canoeing / kayaking
- 4% OHV / ATV
- 3% Birding
- 3% Dinosaur attraction
- 3% Golfing
- 3% Bicycling
- 3% Visit local distillery
- 2% Hunting
- 2% Attend wedding
- 2% River rafting / floating
- 2% Attending performing arts
- 1% Rockhounding
- 1% Horseback riding
- 1% Motorboating
- 1% Backpacking
- 1% Skiing / snowboarding
- 1% Rock climbing
- 1% Cross-country skiing
- <1% Mountain biking
- <1% Road / tour bicycling
- <1% Geocaching
  - Snowmobiling
  - Snowshoeing

**Travel Mode to Enter MT**

- 63% Auto/Truck
- 21% Air
- 13% RV/Trailer
- 3% Motorcycle
- <1% Bus
  - Train
  - Other

**Average Length of Stay in MT 5.38 nights  
Of Nights Spent in MT**

- 55% of nights spent in Central Montana Region
- 21% of nights spent in Glacier Country
- 12% of nights spent in Yellowstone Country
- 6% of nights spent in Southeast Montana Region
- 5% of nights spent in Southwest Montana Region
- 1% of nights spent in Missouri River Country

**Percent of Nights Spent in Each Lodging Type**

- 51% Hotel/motel
- 25% Home/condo/cabin of friend/relative
- 10% Private campground
- 4% Public land camping
- 3% Vehicle in parking area
- 3% Bed & Breakfast
- 2% Other
- 2% Rented entire cabin/home
- 1% Guest ranch
- 1% My second home/condo/cabin
- <1% Rented room in home
- <1% Resort/condominium

**Montana Entry Points**

- 14% Great Falls Air
- 12% Superior
- 12% Monida
- 7% Lodge Grass
- 7% Gardiner
- 7% Sweetgrass
- 5% Wibaux/Beach
- 4% Heron
- 4% Targhee Pass
- 4% West Yellowstone
- 3% Culbertson/Bainville
- 3% Bozeman Air
- 2% Alzada
- 2% Fairview
- 2% Missoula Air

If on Vacation, Attracted to Montana for...		
Primary Attraction		All Attractions
30%	Glacier National Park	52%
16%	Family / friends	28%
15%	Mountains / forests	64%
9%	Yellowstone National Park	39%
8%	Open space / uncrowded areas	55%
4%	Lewis & Clark history	24%
3%	Native American history & culture	18%
3%	Fish	17%
2%	Lakes	35%
2%	Camping	16%
2%	Hunting	4%
2%	Special events	8%
1%	Ski / Snowboard	2%
1%	Wildlife	34%
1%	Rivers	48%
1%	Hiking	20%
<1%	Other Montana history & culture	18%
--	A Montana State Park	12%
--	Northern great plains / Badlands	11%
--	Resort / guest ranch	5%
--	Snowmobile	--

Satisfaction with Aspects of Montana								
	Very dissatisfied	Dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Satisfied	Very satisfied	N/A	Mean
Highway rest areas	1%	1%	1%	4%	34%	39%	20%	5.32
Availability of recycling bins	5%	4%	3%	9%	29%	18%	32%	4.49
Availability of travel information	1%	1%	1%	4%	38%	38%	18%	5.32
Amount of historical roadside information	1%	--	1%	4%	36%	38%	20%	5.37
Access to public lands	1%	1%	1%	3%	23%	34%	38%	5.37
Amount of open space	1%	1%	<1%	1%	16%	71%	10%	5.66
Wildlife viewing opportunities	1%	<1%	2%	4%	26%	53%	14%	5.44
Stewardship of the land	1%	--	2%	3%	26%	45%	24%	5.43
A feeling of being welcomed	1%	--	<1%	3%	32%	62%	2%	5.56
Main streets reflecting local culture/heritage	1%	1%	1%	4%	44%	40%	10%	5.34
Restaurants with local products	1%	<1%	2%	5%	39%	39%	14%	5.3
Availability of local arts and crafts	1%	1%	1%	4%	30%	30%	33%	5.28

**Residency**

- 14% Alberta, Canada
- 7% Washington
- 7% Idaho
- 6% Colorado
- 6% California
- 5% Minnesota
- 4% Florida
- 4% Illinois
- 3% Oregon
- 3% North Dakota
- 3% Utah
- 3% Texas
- 3% Alabama
- 3% Oklahoma
- 3% Michigan
- 2% Wisconsin
- 2% Nevada
- 2% Missouri
- 2% Wyoming
- 2% Arizona
- 2% West Virginia
- 2% Alaska
- 1% Ontario, Canada
- 1% Kansas
- 1% Saskatchewan, Canada
- 1% North Carolina
- 1% South Dakota
- 1% Indiana
- 1% Tennessee
- 1% Australia
- 1% New Mexico
- 1% Pennsylvania
- 1% New York
- 1% New Jersey
- <1% Germany, Iowa, Holland, Nebraska, Louisiana, Hawaii, Georgia, Massachusetts, Maryland, Mississippi, South Carolina, Virginia, Manitoba, Canada, British Columbia, Canada

**Respondent Age**

- 19 - 85 Age range
- 58 Average age
- 61 Median age

**Respondent Gender**

- 57% Male
- 43% Female
- 14% First time visitor

**Household Income**

- 16% Less than \$50,000
- 21% \$50,000 to less than \$75,000
- 22% \$75,000 to less than \$100,000
- 21% \$100,000 to less than \$150,000
- 11% \$150,000 to less than \$200,000
- 9% \$200,000 or greater

**Age Groups Represented**

- 2% 0-5 years
- 3% 6-10 years
- 4% 11-17 years
- 5% 18-24 years
- 11% 25-34 years
- 12% 35-44 years
- 18% 45-54 years
- 34% 55-64 years
- 39% 65-74 years
- 11% 75 and over

**Travel Group Type**

- 27% Self
- 45% Couple
- 18% Immediate Family
- 3% Family & Friends
- 2% Friends
- 2% Business Associates
- 2% Extended Family
- <1% Organized Group or Club

**Average Group Size: 2.01**

**Travel Group Size**

- 27% 1 traveler
- 57% 2 travelers
- 7% 3 travelers
- 6% 4 travelers
- 1% 5 travelers
- 2% 6 travelers
- <1% 7 travelers
- 8 travelers
- 9 travelers
- <1% 10 travelers
- more than 10

**Info Sources Used for Trip Planning**

Most Useful		All Used
26%	Search Engine (i.e. Google)	48%
22%	Used no sources	28%
10%	Info. from friend/relative living in MT	17%
8%	Official MT website (VisitMT.com)	17%
6%	Info. from previous visitor(s) to MT	14%
5%	National Park brochure/book/website	18%
3%	Automobile club (i.e. AAA)	10%
3%	Mobile apps	12%
3%	Consumer online reviews (i.e. TripAdvisor)	9%
3%	Guide book (i.e. Frommer's Lonely Planet)	6%
1%	Other	5%
1%	Regional MT travel guide(s)	5%
1%	Online travel agent (e.g., Travelocity)	3%
1%	Social media (i.e. Facebook)	5%
1%	Official MT guidebook magazine	6%
1%	Other travel websites	6%
<1%	Info. from private businesses	2%
<1%	Online Video	3%
--	"Made in Montana" website	2%
--	Called a MT visitor info. line/center	1%
--	Info. from special events	2%
--	MT community travel guide(s)	1%
--	Magazine/newspaper article online	3%
--	Magazine/newspaper articles	3%
--	Montana advertising campaign	<1%
--	Professional online travel reviews	1%
--	State Park brochure/website	6%

**Sources Used During Trip**

Most Useful		All Used
28%	Map applications (i.e. GoogleMaps)	51%
17%	Search engine (e.g., Google)	42%
17%	Used No Sources	23%
9%	Info. from friend/relative living in MT	18%
4%	National Park brochure/book/website	21%
4%	Consumer online reviews (i.e. TripAdvisor)	8%
3%	Info. from private business (e.g., resort/motel/attraction)	4%
3%	Official MT website (VisitMT.com)	7%
3%	Official highway information signs	14%
2%	Other	4%
2%	Visitor information center staff	13%
2%	Mobile apps	12%
2%	Brochure information rack	12%
1%	Regional MT travel guide(s)	7%
1%	Social media (i.e. Facebook)	6%
1%	State Park brochure/website	7%
1%	MT community travel guide(s)	4%
<1%	Official MT guidebook magazine	5%
--	"Made in Montana" website	1%
--	Billboards	5%
--	Guide book (i.e. Frommer's Lonely Planet)	4%
--	Motel/restaurant/gas station employee	--



# Attachment 5

**Residency**

18% Washington  
 11% Minnesota  
 10% North Dakota  
 9% Idaho  
 7% Oregon  
 6% Wyoming  
 6% California  
 6% Wisconsin  
 5% Alberta, Canada  
 3% Pennsylvania  
 2% Ohio  
 2% Iowa  
 2% Texas  
 2% New Mexico  
 2% Kentucky  
 1% Florida  
 1% Virginia  
 1% Oklahoma  
 1% Maryland  
 1% Alaska  
 1% Saskatchewan, Canada  
 1% Georgia  
 <1% Nevada, Arizona, Utah, Indiana, Colorado, Mexico, Michigan, West Virginia

**Respondent Age**

24 - 85 Age range  
 56 Average age  
 58 Median age

**Respondent Gender**

45% Male  
 55% Female  
 10% First time visitor

**Household Income**

25% Less than \$50,000  
 13% \$50,000 to less than \$75,000  
 14% \$75,000 to less than \$100,000  
 24% \$100,000 to less than \$150,000  
 9% \$150,000 to less than \$200,000  
 16% \$200,000 or greater

**Age Groups Represented**

5% 0-5 years  
 4% 6-10 years  
 5% 11-17 years  
 6% 18-24 years  
 8% 25-34 years  
 20% 35-44 years  
 25% 45-54 years  
 34% 55-64 years  
 33% 65-74 years  
 8% 75 and over

**Residency**

- 14% Alberta, Canada
- 7% Washington
- 7% Idaho
- 6% Colorado
- 6% California
- 5% Minnesota
- 4% Florida
- 4% Illinois
- 3% Oregon
- 3% North Dakota
- 3% Utah
- 3% Texas
- 3% Alabama
- 3% Oklahoma
- 3% Michigan
- 2% Wisconsin
- 2% Nevada
- 2% Missouri
- 2% Wyoming
- 2% Arizona
- 2% West Virginia
- 2% Alaska
- 1% Ontario, Canada
- 1% Kansas
- 1% Saskatchewan, Canada
- 1% North Carolina
- 1% South Dakota
- 1% Indiana
- 1% Tennessee
- 1% Australia
- 1% New Mexico
- 1% Pennsylvania
- 1% New York
- 1% New Jersey
- <1% Germany, Iowa, Holland, Nebraska, Louisiana, Hawaii, Georgia, Massachusetts, Maryland, Mississippi, South Carolina, Virginia, Manitoba, Canada, British Columbia, Canada

**Respondent Age**

- 19 - 85 Age range
- 58 Average age
- 61 Median age

**Respondent Gender**

- 57% Male
- 43% Female
- 14% First time visitor

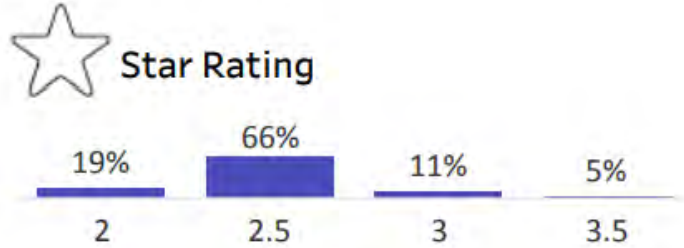
**Household Income**

- 16% Less than \$50,000
- 21% \$50,000 to less than \$75,000
- 22% \$75,000 to less than \$100,000
- 21% \$100,000 to less than \$150,000
- 11% \$150,000 to less than \$200,000
- 9% \$200,000 or greater

**Age Groups Represented**

- 2% 0-5 years
- 3% 6-10 years
- 4% 11-17 years
- 5% 18-24 years
- 11% 25-34 years
- 12% 35-44 years
- 18% 45-54 years
- 34% 55-64 years
- 39% 65-74 years
- 11% 75 and over

# Media Solutions Traveler Information



**Top 10 Origin Air Markets By Air Ticket Sales**

Market	Tickets	% of Total	Sales
Los Angeles, USA	991	6.5%	\$252.7K
Seattle, USA	594	3.9%	\$180.4K
Dallas, USA	480	3.2%	\$192.7K
Denver, USA	456	3.0%	\$203.3K
Phoenix, USA	425	2.8%	\$136.3K
Las Vegas, USA	410	2.7%	\$103.2K
San Diego, USA	397	2.6%	\$116.8K
Portland, USA	383	2.5%	\$144.9K
Sacramento, USA	380	2.5%	\$132.4K
Kansas City, USA	305	2.0%	\$109.3K

**Top 10 Origin Air Markets by YoY Ticket Growth**

Market	Last Year	Air Tickets	YoY %
Salt Lake City, USA	132	294	123%
Nashville, USA	166	227	37%
Washington, USA	195	266	36%
Austin, USA	190	252	33%
Denver, USA	345	456	32%
San Antonio, USA	178	216	21%
Orlando, USA	159	190	19%
Minneapolis, USA	255	303	19%
Kansas City, USA	273	305	12%
Detroit, USA	192	212	10%



# Inquiry/Visitor History

Date Entered: 7/1/2020 - 6/30/2021  
 Grouped By: State  
 Inquiry Source(s): All Inquiry Sources  
 Requested Item(s): All Inquiry Items

State	Inquiry Count
	41
AK	15
AL	442
AR	323
Arkansas	1
AZ	499
CA	1,699
California	1
CO	447
Connecticut	1
CT	184
DC	7
DE	66
FL	1,585
Florida	2
GA	669
HI	38
IA	468
ID	220
IL	880
IN	606
INTL	1
KS	327
KY	438
LA	455
Louisiana	1
MA	300
MD	282
ME	100
MI	905
Minnesota	1
MN	790
MO	816
MS	269
MT	102
NC	582
ND	112
NE	242
NH	116
NJ	392
NM	86
NV	219
NY	696

State	Inquiry Count
OH	940
Ohio	1
OK	397
OR	443
Out of the USA	3
PA	875
RI	51
SC	368
SD	128
Texas	3
TN	673
TX	1,711
UT	218
VA	415
VI	1
VT	43
WA	738
Washington	1
WI	812
WV	135
WY	58
<b>Grand Total:</b>	<b>23,440</b>



# Attachment 6



Paid Media Report

Markets	Impressions	Reach	Post Shares	Unique Clicks	Clicks /Reach	Cost	Cost/ Clicks	CPM Impressions	Full Video Views	View Through Rate
About Dam Time	Facebook	June 1 - July 12, 2020								
Billings, Bozeman, Butte, Kalispell, Missoula	421,338	86,992	3	1,199	1.4%	\$4,986.98	\$4.16	\$11.84	244,275	57.98%
Hiker/ArtsFest	Facebook	July 24 - Aug 21, 2020								
Missoula/Kalispell	57,016	18,320	1	294	1.6%	\$241.59	\$0.82	\$4.24	N/A	N/A
Billings	49,540	14,832	1	290	2.0%	\$220.21	\$0.76	\$4.45	N/A	N/A
Butte/Bozeman	33,912	10,040	1	171	1.7%	\$148.49	\$0.87	\$4.38	N/A	N/A
Misc.	15	16		0	0.0%	\$0.06	\$0.00	\$4.00	N/A	N/A
<b>Totals</b>	<b>140,483</b>	<b>43,208</b>	<b>3</b>	<b>755</b>	<b>1.7%</b>	<b>\$610.35</b>	<b>\$0.81</b>	<b>\$4.34</b>		
Kickball/Dining	Facebook	July 24 - Aug 21, 2020								
Missoula/Kalispell	72,478	22,032	1	423	1.9%	\$275.20	\$0.65	\$3.80	N/A	N/A
Billings	65,109	18,256	1	385	2.1%	\$263.51	\$0.68	\$4.05	N/A	N/A
Butte/Bozeman	44,490	12,432	1	261	2.1%	\$175.84	\$0.67	\$3.95	N/A	N/A
Misc.	11	0		0	0.0%	\$0.02	\$0.00	\$1.82	N/A	N/A
<b>Totals</b>	<b>182,088</b>	<b>52,720</b>	<b>3</b>	<b>1,069</b>	<b>2.0%</b>	<b>\$714.57</b>	<b>\$0.67</b>	<b>\$3.92</b>		
NO COVID 25% Off	Facebook	Aug 11-31, 2020								
Judith Basin, Philips, Teton & Valley counties	176,744	26,960	7	734	2.7%	\$902.37	\$1.23	\$5.11	N/A	N/A
counties	73,380	14,976	3	303	2.0%	\$381.05	\$1.26	\$5.19	N/A	N/A
Sheridan & Wibaux counties	43,066	6,648	2	157	2.4%	\$216.78	\$1.38	\$5.03	N/A	N/A
Carter, Dawson & Prairie counties	38,407	6,952		130	1.9%	\$184.63	\$1.42	\$4.81	N/A	N/A

Powder River, Sweetgrass & Treasure counties										
	31,938	6,944	1	135	1.9%	\$164.16	\$1.22	\$5.14	N/A	N/A
Powell county										
	21,116	4,445		102	2.3%	\$115.58	\$1.13	\$5.47	N/A	N/A
Misc.										
	4,636	2,395	0	21	0.9%	\$51.97	\$2.47	\$11.21	N/A	N/A
<b>Totals</b>	<b>389,287</b>	<b>69,320</b>	<b>13</b>	<b>1,582</b>	<b>2.3%</b>	<b>\$2,016.54</b>	<b>\$1.27</b>	<b>\$5.18</b>		

About Dam Time	Facebook Video		Aug 25-Oct 31, 2020							
Salt Lake City, UT	135,035	48,387	29	4,003	8.3%	\$1,939.00	\$0.48	\$14.36		
Coeur d'Alene, ID	45,711	15,633	15	1,284	8.2%	\$542.50	\$0.42	\$11.87		
Rapid City, SD	39,642	12,465	6	978	7.8%	\$450.00	\$0.46	\$11.35		
Bismarck & Williston, ND	30,889	9,313	3	736	7.9%	\$345.25	\$0.47	\$11.18		
Casper, WY	19,523	5,024	4	449	8.9%	\$229.26	\$0.51	\$11.74		
Misc.	710	399		23	5.8%	\$23.83	\$1.04	\$33.56		
<b>Totals</b>	<b>271,510</b>	<b>91,221</b>	<b>57</b>	<b>7,473</b>	<b>8.2%</b>	<b>\$3,529.84</b>	<b>\$0.47</b>	<b>\$13.00</b>	<b>73,766</b>	<b>27.17%</b>

SAFETY Carousel	Facebook		Oct 19 - Dec 30, 2020							
Denver, CO	506,279	153,598	12	3,375	2.2%	\$2,947.52	\$0.87	\$5.82		
Boise & Coeur d'Alene, ID	334,461	59,263	10	2,183	3.7%	\$2,017.00	\$0.92	\$6.03		
Salt Lake City, UT	330,544	101,055	13	2,491	2.5%	\$2,266.00	\$0.91	\$6.86		
Spokane, WA	169,134	38,336	8	1,036	2.7%	\$877.08	\$0.85	\$5.19		
Rapid City, SD	118,759	16,512	3	775	4.7%	\$600.96	\$0.78	\$5.06		
Bismarck & Williston, ND	92,632	15,424	1	591	3.8%	\$500.20	\$0.85	\$5.40		
Casper, WY	46,009	8,576	3	241	2.8%	\$251.13	\$1.04	\$5.46		
Misc.	18,537	3,520	4	122	3.5%	\$49.95	\$0.41	\$2.69		
<b>Totals</b>	<b>1,616,355</b>	<b>396,284</b>	<b>54</b>	<b>10,814</b>	<b>2.7%</b>	<b>\$9,509.84</b>	<b>\$0.88</b>	<b>\$5.88</b>	N/A	N/A

SAFETY Canadian	Facebook Video		Oct 19 - Dec 30, 2020							
Alberta, Canada	337,784	124,319	8	339	0.3%	\$2,407.16	\$7.10	\$7.13		
Saskatchewan, Canada	78,357	27,328		85	0.3%	\$592.82	\$6.97	\$7.57		
Misc.		1			0.0%	\$0.02				
<b>Totals</b>	<b>416,141</b>	<b>151,648</b>	<b>8</b>	<b>424</b>	<b>0.3%</b>	<b>\$3,000.00</b>	<b>\$7.08</b>	<b>\$7.21</b>	<b>147,357</b>	<b>35.41%</b>

SAFETY Winter Video	Instagram Video		Nov 20 - Dec 30, 2020							
Denver, CO	76,072	31,304		168	0.5%	\$1,711.42	\$10.19	\$22.50		
Salt Lake City, UT	59,637	26,304		120	0.5%	\$1,243.36	\$10.36	\$20.85		
Boise & Coeur d'Alene, ID	17,970	8,176		27	0.3%	\$370.92	\$13.74	\$20.64		
Spokane, WA	17,913	6,912		33	0.5%	\$422.41	\$12.80	\$23.58		

Bismarck & Williston, ND	4,183	1,424	7	0.5%	\$107.43	\$15.35	\$25.68		
Rapid City, SD	4,007	1,312	7	0.5%	\$102.11	\$14.59	\$25.48		
Casper, WY	2,557	992	6	0.6%	\$64.45	\$10.74	\$25.21		
Misc.	90	72	0	0.0%	\$1.29		\$14.33		
<b>Totals</b>	<b>182,429</b>	<b>76,496</b>	<b>368</b>	<b>0.5%</b>	<b>\$4,023.39</b>	<b>\$10.93</b>	<b>\$22.05</b>	<b>74,066</b>	<b>40.60%</b>

SAFETY Winter Video - Update									
	Facebook Video		Dec 26 -30, 2020						
Denver, CO	10,323	8,644	18	0.2%	\$168.83	\$9.38	\$16.35		
Salt Lake City, UT	8,819	6,920	15	0.2%	\$150.20	\$10.01	\$17.03		
Boise & Coeur d'Alene, ID	3,851	2,700	5	0.2%	\$63.58	\$12.72	\$16.51		
Spokane, WA	2,672	2,100	3	0.1%	\$56.26	\$18.75	\$21.06		
Bismarck & Williston, ND	1,247	700	4	0.6%	\$26.64	\$6.66	\$21.36		
Rapid City, SD	816	584	2	0.3%	\$18.02	\$9.01	\$22.08		
Casper, WY	607	524	1	0.2%	\$13.11	\$13.11	\$21.60		
Misc.	7	11	0	0.0%	\$3.36		\$480.00		
<b>Totals</b>	<b>28,342</b>	<b>22,183</b>	<b>48</b>	<b>0.2%</b>	<b>\$500.00</b>	<b>\$10.42</b>	<b>\$17.64</b>	<b>22,916</b>	<b>80.86%</b>

SAFETY Winter Video - Update									
	Instagram Video		Dec 26 -30, 2020						
Denver, CO	17,150	14,296	13	0.1%	\$205.13	\$15.78	\$11.96		
Salt Lake City, UT	16,142	13,344	17	0.1%	\$216.74	\$12.75	\$13.43		
Boise & Coeur d'Alene, ID	5,726	4,720	6	0.1%	\$73.47	\$12.25	\$12.83		
Spokane, WA	2,534	2,360	2	0.1%	\$35.14	\$17.57	\$13.87		
Bismarck & Williston, ND	568	480	1	0.2%	\$14.22	\$14.22	\$25.04		
Rapid City, SD	524	392	0	0.0%	\$15.73		\$30.02		
Casper, WY	307	248	0	0.0%	\$13.03		\$42.44		
Misc.	95	73	0	0.0%	\$1.29		\$13.58		
<b>Totals</b>	<b>43,046</b>	<b>35,913</b>	<b>39</b>	<b>0.1%</b>	<b>\$574.75</b>	<b>\$14.74</b>	<b>\$13.35</b>	<b>41,614</b>	<b>96.67%</b>

Summer About Dam Time									
	Facebook Video		Feb 5 - Mar 31, 2021						
Chicago, IL	147,034	56,258	15	2,635	4.7%	\$1,325.22	\$0.50	\$9.01	
Minneapolis, MN	76,610	30,081	8	1,485	4.9%	\$687.62	\$0.46	\$8.98	
Seattle, WA	70,525	27,105	13	1,166	4.3%	\$602.14	\$0.52	\$8.54	
Denver, CO	57,460	21,537	11	921	4.3%	\$452.98	\$0.49	\$7.88	
Salt Lake City, UT	39,194	16,321	6	652	4.0%	\$320.79	\$0.49	\$8.18	
Boise & Coeur d'Alene, ID	23,612	8,864	6	355	4.0%	\$172.24	\$0.49	\$7.29	
Spokane, WA	20,824	7,936	12	361	4.5%	\$157.33	\$0.44	\$7.56	
Misc.	16,312	4,352	1	318	7.3%	\$152.24	\$0.48	\$9.33	
Bismarck & Williston, ND	7,209	2,560	3	109	4.3%	\$46.50	\$0.43	\$6.45	

Rapid City, SD	7,044	2,272	1	106	4.7%	\$47.52	\$0.45	\$6.75		
Casper, WY	4,680	1,536	2	67	4.4%	\$30.51	\$0.46	\$6.52		
<b>Totals</b>	<b>470,504</b>	<b>178,822</b>	<b>78</b>	<b>8,175</b>	<b>4.6%</b>	<b>\$3,995.09</b>	<b>\$0.49</b>	<b>\$8.49</b>	<b>14,228</b>	<b>3.02%</b>

We Told You Once	Facebook Video Retargeting March 5 - 31, 2021									
Chicago, IL	69,855	9,296	4	763	8.2%	\$747.38	\$0.98	\$10.70		
Minneapolis, MN	33,740	5,056	3	357	7.1%	\$346.34	\$0.97	\$10.26		
Seattle, WA	31,649	4,464	4	319	7.1%	\$319.73	\$1.00	\$10.10		
Denver, CO	24,757	3,576	2	258	7.2%	\$246.08	\$0.95	\$9.94		
Salt Lake City, UT	20,246	2,904	1	220	7.6%	\$200.05	\$0.91	\$9.88		
Spokane, WA	15,075	2,168	2	148	6.8%	\$149.14	\$1.01	\$9.89		
Boise & Coeur d'Alene, ID	13,344	1,944	2	155	8.0%	\$134.74	\$0.87	\$10.10		
Misc.	8,545	272		95	34.9%	\$91.16	\$0.96	\$10.67		
Rapid City, SD	5,513	704	1	49	7.0%	\$54.27	\$1.11	\$9.84		
Bismarck & Williston, ND	5,044	704		56	8.0%	\$45.54	\$0.81	\$9.03		
Casper, WY	4,344	512	1	35	6.8%	\$40.86	\$1.17	\$9.41		
<b>Totals</b>	<b>232,112</b>	<b>31,600</b>	<b>20</b>	<b>2,455</b>	<b>7.8%</b>	<b>\$2,375.29</b>	<b>\$0.97</b>	<b>\$10.23</b>		

Western Art Week	Facebook Tile Ad		March 5 - 18, 2021							
Kalispell & Missoula, MT	66,761	20,000	11	637	3.2%	\$462.12	\$0.73	\$6.92		
Billings, MT	57,014	16,928	9	458	2.7%	\$385.14	\$0.84	\$6.76		
Rapid City, SD	52,052	13,696	4	384	2.8%	\$316.24	\$0.82	\$6.08		
Bismarck, ND	36,589	10,880	2	282	2.6%	\$236.46	\$0.84	\$6.46		
Butte, MT	26,692	6,192	7	207	3.3%	\$179.94	\$0.87	\$6.74		
Helena, MT	25,159	7,936	7	228	2.9%	\$165.36	\$0.73	\$6.57		
Glasgow & Malta	7,264	1,712	2	56	3.3%	\$49.71	\$0.89	\$6.84		
Glendive & Plentywood, MT	5,597	1,248	1	54	4.3%	\$33.71	\$0.62	\$6.02		
Misc/Unknown	8					\$0.03				
<b>Totals</b>	<b>277,136</b>	<b>78,592</b>	<b>43</b>	<b>2,306</b>	<b>2.9%</b>	<b>\$1,828.71</b>	<b>\$0.79</b>	<b>\$6.60</b>		

Summer About Dam Time	YouTube :30		June 1 - July 12, 2020							
State of Montana except										
Great Falls	92,168	N/A	N/A	209	0.2%	\$4,917.85	\$23.53	\$53.36	46,845	50.83%

Summer About Dam Time	weather.com mobile		June 1 - July 15, 2020							
Billings, Butte, Kalispell,										
Missoula	600,041	N/A	N/A	1,455	0.2%	\$7,500.00	\$5.15	\$12.50	N/A	N/A

Summer About Dam Time	weather.com		June 1 - July 15, 2020							
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Billings, Butte, Kalispell, Missoula	600,042	N/A	N/A	1,015	0.2%	\$8,700.00	\$8.57	\$14.50	N/A	N/A
Summer About Dam Time	ConnectedTV	June 1 - July 12, 2020								
Billings, Bozeman, Butte, Kalispell, Missoula	148,631	N/A	N/A	1,315	0.9%	\$3,506.85	\$2.67	\$23.59	90,942	61.19%
Rock Climber	Banner Ads	Aug 20 - Oct 18, 2020								
Salt Lake City, UT	1,109,982	N/A	N/A	1,234	0.1%	\$5,083.72	\$4.12	\$4.58	N/A	N/A
Bismarck, ND	164,247	N/A	N/A	159	0.1%	\$752.25	\$4.73	\$4.58	N/A	N/A
Rapid City, SD	136,594	N/A	N/A	135	0.1%	\$625.60	\$4.63	\$4.58	N/A	N/A
Coeur d'Alene, ID	95,131	N/A	N/A	129	0.1%	\$435.70	\$3.38	\$4.58	N/A	N/A
Casper, WY	80,626	N/A	N/A	106	0.1%	\$369.27	\$3.48	\$4.58	N/A	N/A
MISC	43,960	N/A	N/A	127	0.3%	\$201.34	\$1.59	\$4.58	N/A	N/A
Williston, ND	24,434	N/A	N/A	159	0.7%	\$111.91	\$0.70	\$4.58	N/A	N/A
<b>Totals</b>	<b>1,654,974</b>			<b>2,049</b>	<b>0.1%</b>	<b>\$7,580.96</b>	<b>\$3.70</b>	<b>\$4.58</b>		
SAFETY Distance Right Dam Here/ Pretty Dam	Banner Ads	Oct 20 - Dec 30, 2020								
Denver, CO	842,065	N/A	N/A	1,147	0.1%	\$4,185.06	\$3.65	\$4.97	N/A	N/A
Salt Lake City, UT	525,528	N/A	N/A	1,124	0.2%	\$2,611.87	\$2.32	\$4.97	N/A	N/A
Spokane, WA	191,183	N/A	N/A	409	0.2%	\$950.18	\$2.32	\$4.97	N/A	N/A
Boise, ID	134,267	N/A	N/A	194	0.1%	\$667.31	\$3.44	\$4.97	N/A	N/A
Coeur d'Alene, ID	116,196	N/A	N/A	546	0.5%	\$577.49	\$1.06	\$4.97	N/A	N/A
Bismarck, ND	77,322	N/A	N/A	117	0.2%	\$384.29	\$3.28	\$4.97	N/A	N/A
Rapid City, SD	59,936	N/A	N/A	82	0.1%	\$297.88	\$3.63	\$4.97	N/A	N/A
Casper, WY	42,947	N/A	N/A	65	0.2%	\$213.45	\$3.28	\$4.97	N/A	N/A
Williston, ND	21,974	N/A	N/A	39	0.2%	\$109.21	\$2.80	\$4.97	N/A	N/A
MISC	221	N/A	N/A	9	4.1%	\$1.10	\$0.12	\$4.97	N/A	N/A
<b>Totals</b>	<b>2,011,639</b>			<b>3,732</b>	<b>0.2%</b>	<b>\$10,000.00</b>	<b>\$2.68</b>	<b>\$4.97</b>		
SAFETY? Best Dam Town	Audio Ads	Aug 20 - Oct 18, 2020								
Bismarck, Casper, Couer D'Alene, Rapid City, Salt Lake City & Williston.	628,010	N/A	N/A	318	0.1%	\$11,265.42	\$35.43	\$17.94	N/A	N/A
SAFETY & SAFETY Winter	Audio Ads	Oct 6 - Dec 30								



Bismarck, Boise, Casper, Couer D'Alene, Denver, Rapid City, Salt Lake City, Spokane, & Williston.	1,453,704	N/A	N/A	309	0.0%	\$20,000.00	\$64.72	\$13.76	N/A	N/A
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SAFETY Absence	Audio Ads	Nov 1 - Dec 30, 2020								
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Southern Alberta and Southern Saskatchewan	711,665	N/A	N/A	235	0.0%	\$8,000.00	\$34.04	\$11.24	N/A	N/A
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SAFETY? About Dam Time	YouTube	Aug 20 - Oct 18, 2020								
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Bismarck, Casper, Couer D'Alene, Rapid City, Salt Lake City & Williston.	737,897	N/A	N/A	259	0.0%	\$9,999.87	\$38.61	\$13.55	209,043	28.33%
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SAFETY About Dam Time	ConnectedTV	Aug 20 - Oct 30, 2020								
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Salt Lake City, UT	1,049,747	N/A	N/A	935	0.1%	\$12,754.43	\$13.64	\$12.15		
Bismarck, ND	148,789	N/A	N/A	156	0.1%	\$1,807.79	\$11.59	\$12.15		
Rapid City, SD	119,532	N/A	N/A	143	0.1%	\$1,452.31	\$10.16	\$12.15		
Coeur d'Alene, ID	99,424	N/A	N/A	96	0.1%	\$1,208.00	\$12.58	\$12.15		
Williston, ND	97,363	N/A	N/A	249	0.3%	\$1,182.96	\$4.75	\$12.15		
Casper, WY	81,908	N/A	N/A	81	0.1%	\$995.18	\$12.29	\$12.15		
MISC	50,532	N/A	N/A	205	0.4%	\$613.96	\$2.99	\$12.15		
<b>Totals</b>	<b>1,647,295</b>			<b>1,865</b>	<b>0.1%</b>	<b>\$20,017.97</b>	<b>\$10.73</b>	<b>\$12.15</b>	<b>1,220,884</b>	<b>74.11%</b>

SAFETY About Dam Time Revised	ConnectedTV	Oct 20 - Dec 30, 2020								
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Salt Lake City, UT	116,667	N/A	N/A	0		\$4,481.18		\$38.41		
Boise, ID	98,845	N/A	N/A	0		\$3,796.64		\$38.41		
Spokane, WA	40,721	N/A	N/A	0		\$1,564.09		\$38.41		
Coeur d'Alene, ID	30,511	N/A	N/A	0		\$1,171.93		\$38.41		
Denver, CO	29,879	N/A	N/A	0		\$1,147.65		\$38.41		
Williston, ND	19,650	N/A	N/A	0		\$754.76		\$38.41		
Bismarck, ND	9,573	N/A	N/A	0		\$367.70		\$38.41		
Rapid City, SD	9,204	N/A	N/A	0		\$353.53		\$38.41		
Casper, WY	9,125	N/A	N/A	0		\$350.49		\$38.41		
MISC	302	N/A	N/A	0		\$11.60		\$38.41		
<b>Totals</b>	<b>364,477</b>			<b>0</b>		<b>\$14,000.00</b>	<b>\$0.00</b>	<b>\$38.41</b>	<b>355,877</b>	<b>97.64%</b>

SAFETY Rock Climber	SnapChat	Sept 1 - Oct 18, 2020								
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Salt Lake City, UT	532,056	N/A	N/A	3856	0.7%	\$3,907.81	\$1.01	\$7.34		
Bismarck & Williston, ND	144,534	N/A	N/A	987	0.7%	\$1,061.18	\$1.08	\$7.34		
MISC	84,059	N/A	N/A	533	0.6%	\$617.41	\$1.16	\$7.34		
Coeur d'Alene, ID	81,260	N/A	N/A	488	0.6%	\$596.85	\$1.22	\$7.34		
Casper, WY	81,141	N/A	N/A	581	0.7%	\$595.98	\$1.03	\$7.34		
Rapid City, SD	61,468	N/A	N/A	460	0.7%	\$451.48	\$0.98	\$7.34		
<b>Totals</b>	<b>984,518</b>			<b>6,905</b>	<b>0.7%</b>	<b>\$7,230.71</b>	<b>\$1.05</b>	<b>\$7.34</b>	<b>N/A</b>	<b>N/A</b>

SAFETY Distance Right Dam Here/ Pretty Dam  
 SnapChat Oct 17 - Dec 30, 2020

Salt Lake City, UT	898,524	N/A	N/A	6311	0.7%	\$4,779.07	\$0.76	\$5.32		
Denver, CO	720,608	N/A	N/A	4,218	0.6%	\$3,830.04	\$0.91	\$5.32		
Coeur d'Alene, ID	105,148	N/A	N/A	776	0.7%	\$558.87	\$0.72	\$5.32		
Spokane, WA	48,939	N/A	N/A	291	0.6%	\$260.12	\$0.89	\$5.32		
Boise, ID	47,138	N/A	N/A	475	1.0%	\$250.54	\$0.53	\$5.32		
Bismarck & Williston, ND	26,102	N/A	N/A	281	1.1%	\$138.74	\$0.49	\$5.32		
Rapid City, SD	21,888	N/A	N/A	152	0.7%	\$116.34	\$0.77	\$5.32		
Casper, WY	12,469	N/A	N/A	98	0.8%	\$66.28	\$0.68	\$5.32		
<b>Totals</b>	<b>1,880,816</b>			<b>12,602</b>	<b>0.7%</b>	<b>\$10,000.00</b>	<b>\$0.79</b>	<b>\$5.32</b>	<b>N/A</b>	<b>N/A</b>

SAFETY Dam are you Missed/ O"fish"ally missing  
 SnapChat Oct 17 - Dec 30, 2020

Canada	1,809,992	N/A	N/A	13,489	0.7%	\$8,000.00	\$0.59	\$4.42		
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Search Terms  
 SEM Feb 1 - Mar 31, 2021

California	35,779			2,245	6.3%	\$2,379.37	\$1.06	\$66.50		
Texas	32,105			1,994	6.2%	\$2,171.18	\$1.09	\$67.63		
Alberta & Saskatchewan,	6,785			558	8.2%	\$640.76	\$1.15	\$94.44		
Chicago, IL	4,182			157	3.8%	\$188.07	\$1.20	\$44.97		
Seattle & Spokane, WA	2,938			76	2.6%	\$91.13	\$1.20	\$31.02		
Minneapolis, MN	2,576			114	4.4%	\$125.71	\$1.10	\$48.80		
Boise & Coeur D'Alene, ID	2,501			71	2.8%	\$75.14	\$1.06	\$30.04		
Denver, CO	2,319			87	3.8%	\$95.85	\$1.10	\$41.33		
Salt Lake City, UT	1,420			131	9.2%	\$138.15	\$1.05	\$97.29		
Bismarck & Williston, ND	1,356			32	2.4%	\$51.32	\$1.60	\$37.85		
Rapid City, SD	636			24	3.8%	\$26.85	\$1.12	\$42.22		
Casper, WY	349			18	5.2%	\$22.47	\$1.25	\$64.38		
<b>Totals</b>	<b>92,946</b>			<b>5,507</b>	<b>5.9%</b>	<b>\$6,006.00</b>	<b>\$1.09</b>	<b>\$64.62</b>	<b>N/A</b>	<b>N/A</b>

Spring/Summer "About Dam Time"  
 ConnectedTV March 1 - 31, 2021

Chicago, IL	77,661			95		\$2,227.57		\$28.68		
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Seattle, WA	39,631	35	\$1,135.14	\$28.64		
Minneapolis, MN	35,605	29	\$1,017.35	\$28.57		
Denver, CO	27,799	20	\$795.22	\$28.61		
Rapid City, SD	15,818	0	\$450.68	\$28.49		
Salt Lake City, UT	12,392	20	\$354.82	\$28.63		
Bismarck & Williston, ND	11,227	3	\$321.41	\$28.63		
Boise & Coeur d'Alene, ID	7,409	6	\$211.83	\$28.59		
Spokane, WA	5,931	5	\$169.90	\$28.65		
Casper, WY	2,515	0	\$71.44	\$28.41		
<b>Totals</b>	<b>235,988</b>	<b>213</b>	<b>\$6,755.36</b>	<b>\$31.72</b>	<b>\$28.63</b>	<b>226,054 95.79%</b>

Right in the Dam Middle	Search Retargeting	March 10 - 31, 2021				
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Chicago, IL	41,277	55	0.1%			
Denver, CO	21,228	41	0.2%			
Minneapolis, MN	21,154	23	0.1%			
Salt Lake City, UT	13,593	16	0.1%			
Seattle, WA	13,341	19	0.1%			
Spokane, WA	8,931	7	0.1%			
Boise & Coeur d'Alene, ID	7,417	8	0.1%			
Bismarck & Williston, ND	3,867	9	0.2%			
Rapid City, SD	2,821	3	0.1%			
Casper, WY	1,914	4	0.2%			
<b>Totals</b>	<b>135,543</b>	<b>185</b>	<b>0.1%</b>	<b>\$1,667.00</b>	<b>\$9.01</b>	<b>\$12.30</b>

Hang Around our Dam Town	SnapChat	March 10 - 31, 2021				
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Denver, CO						
Boise & Coeur d'Alene, ID						
Chicago, IL						
Bismarck & Williston, ND						
Minneapolis, MN						
Casper, WY						
Spokane, WA						
Seattle, WA						
Rapid City, SD						
Salt Lake City, UT						
<b>Totals</b>	<b>434,665</b>	<b>636</b>	<b>0.1%</b>	<b>\$2,500.00</b>	<b>\$3.93</b>	<b>\$5.75</b>

Right in the Dam Middle	Expedia	March 15 - 31, 2021				
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Chicago, IL	106,601	32		\$924.80	\$28.90	\$8.68
Denver, CO	38,080	9		\$361.65	\$40.18	\$9.50
Seattle, WA	37,606	12		\$335.85	\$27.99	\$8.93
Minneapolis, MN	34,796	13		\$312.36	\$24.03	\$8.98
Salt Lake City, UT	19,378	10		\$178.99	\$17.90	\$9.24
Spokane, WA	6,910	4		\$66.26	\$16.57	\$9.59
Boise & Coeur d'Alene, ID	6,296	5		\$61.69	\$12.34	\$9.80
Bismarck & Williston, ND	2,154	1		\$22.01	\$22.01	\$10.22
Rapid City, SD	1,589	1		\$16.02	\$16.02	\$10.08
Casper, WY	1,200	0		\$11.93		\$9.94
<b>Totals</b>	<b>254,610</b>	<b>87</b>	<b>0.0%</b>	<b>\$2,291.56</b>	<b>\$26.34</b>	<b>\$9.00</b>
Epic Dam Views	Site Conquesting	March 15 - 31, 2021				
Texas	47,128	49		\$294.67	\$6.01	\$6.25
California	35,058	33		\$219.41	\$6.65	\$6.26
Chicago, IL	28,793	29		\$179.59	\$6.19	\$6.24
Seattle, WA	20,916	24		\$131.65	\$5.49	\$6.29
Alberta & Saskatchewan	17,324	18		\$109.20	\$6.07	\$6.30
Denver, CO	14,669	15		\$92.09	\$6.14	\$6.28
Minneapolis, MN	14,350	7		\$90.43	\$12.92	\$6.30
Salt Lake City, UT	9,386	9		\$59.15	\$6.57	\$6.30
Spokane, WA	2,501	4		\$15.67	\$3.92	\$6.27
Boise & Coeur d'Alene, ID	2,410	3		\$15.20	\$5.07	\$6.31
Rapid City, SD	909	1		\$5.66	\$5.66	\$6.23
Bismarck & Williston, ND	902			\$5.68		\$6.30
Casper, WY	310			\$1.93		\$6.23
<b>Totals</b>	<b>194,656</b>	<b>192</b>	<b>0.1%</b>	<b>\$1,220.33</b>	<b>\$6.36</b>	<b>\$6.27</b>



Owned Media Performance

	Facebook								Instagram						YouTube				Twitter						
	Likes	Followers		Post Reach		Engagement			Followers	Reach		Engagement		Subscribers	Views		Watch Time		Followers						
January 2021	8,889	8,901		11,547		8,275			3,540					87	1,932		15.3		56						
February 2021	9,919	11.6%	10,065	13.1%	58,000	402%	60,237	628%	3,610	2%				100	15%	2,333	21%	15.5	1%	65	16%				
March 1-7, 2021	9,969	0.5%	10,111	0.5%	92,843	60%	5,575	-91%	3,721	3%		3,122		584	111	11%		152	4.5		74	14%			
March 8-14, 2021	10,008	0.4%	10,411	3.0%	124,718	34%	6,374	14%	3,743	1%		3,934		26%	605	4%		112	1%	131	-14%	4.7	4%	77	4%
March 15-21, 2021	10,034	0.3%	10,442	0.3%	172,354	38%	4,026	-37%	3,754	0%		3,482		-11%	804	33%		113	1%	122	-7%	3.8	-19%	77	0%
March 22-28, 2021	10,058	0.2%	10,467	0.2%	69,062	-60%	4,842	20%	3,773	1%		3,192		-8%	836	4%		114	1%	102	-16%	3.9	3%	78	1%
March 29-April 4, 2021	10,073	0.1%	10,628	1.5%	504,290	630%	571,123	11695%	3,789	0%		2,819		-12%	630	-25%		114	0%	126	24%	4.3	10%	78	0%
April 5-11,2021	#####	#####		-100%		-100%			-100%	-100%		-100%		-100%	-100%		-100%		-100%						
April 12-18, 2021	#####	#####		#####		#####			#####	#####		#####		#####	#####		#####		#####						
April 19-25, 2021	#####	#####		#####		#####			#####	#####		#####		#####	#####		#####		#####						
April 26-May 2, 2021	#####	#####		#####		#####			#####	#####		#####		#####	#####		#####		#####						
May 3-9, 2021	#####	#####		#####		#####			#####	#####		#####		#####	#####		#####		#####						
May 10-16, 2021	#####	#####		#####		#####			#####	#####		#####		#####	#####		#####		#####						
May 17-23, 2021	#####	#####		#####		#####			#####	#####		#####		#####	#####		#####		#####						
May 24-30, 2021	#####	#####		#####		#####			#####	#####		#####		#####	#####		#####		#####						
May 31 - June 6, 2021	#####	#####		#####		#####			#####	#####		#####		#####	#####		#####		#####						
June 7-13, 2021	#####	#####		#####		#####			#####	#####		#####		#####	#####		#####		#####						
June 14-20, 2021	#####	#####		#####		#####			#####	#####		#####		#####	#####		#####		#####						
June 21-27, 2021	#####	#####		#####		#####			#####	#####		#####		#####	#####		#####		#####						
June 28-July 4, 2021	#####	#####		#####		#####			#####	#####		#####		#####	#####		#####		#####						
TOTAL					1,032,814		660,452			16,549		3,459			4,898		52.0								



**Paid Media Landing Page Performance**

	Search Enging Marketing /SEM				Facebook - WAW /WesternArtWeek				SnapChat /SnapChatQ12021				Expedia /Expedia				Facebook, SEM Retargeting /searching-for-adventure				Site Conquesting /SiteConquesting				Facebook - Video, ConnectedT /things-to-do			
	New Users	Avg Time			New Users	Avg Time			New Users	Avg Time			New Users	Avg Time			New Users	Avg Time			New Users	Avg Time			New Users	Avg Time		
March 1-7, 2021	548	0:42			148	2:55			37	0:08			0	0:00			98	1:30							128	1:39		
March 8-14, 2021	619	13%	0:38	-10%	253	71%	3:12	10%	37	0:08			0	0:00			165	68%	0:24	-73%					134	5%	2:26	47%
March 15-21, 2021	542	-12%	0:36	-5%	502	98%	2:53	-10%	51	38%	0:01	-88%	31	0:31			107	-35%	0:07	-71%	226	0:08			149	11%	2:21	-3%
March 22-28, 2021	504	-7%	0:38	6%	50	-90%	1:59	-31%	45	-12%	0:02	100%	28	-10%	0:27	-13%	50	-53%	0:08	14%	94	-58%	0:05	-38%	182	22%	2:08	-9%
March 29-April 4, 2021	419	-17%	0:34	-11%		-100%		-100%	57	27%	0:04	100%	23	-18%	0:08	-70%	67	34%	0:03	-63%	81	-14%	0:06	20%	148	-19%	1:57	-9%
April 5-11, 2021		-100%		-100%	####	####				-100%		-100%		-100%		-100%		-100%		-100%						-100%		-100%
April 12-18, 2021	####	####	####	####	####	####			####	####			#DIV/0!	####	####		####	####			####	####			####	####		####
April 19-25, 2021	####	####	####	####	####	####			####	####			#DIV/0!	####	####		####	####			####	####			####	####		####
April 26-May 2, 2021	####	####	####	####	####	####			####	####			#DIV/0!	####	####		####	####			####	####			####	####		####
May 3-9, 2021	####	####	####	####	####	####			####	####			#DIV/0!	####	####		####	####			####	####			####	####		####
May 10-16, 2021	####	####	####	####	####	####			####	####			#DIV/0!	####	####		####	####			####	####			####	####		####
May 17-23, 2021	####	####	####	####	####	####			####	####			#DIV/0!	####	####		####	####			####	####			####	####		####
May 24-30, 2021	####	####	####	####	####	####			####	####			#DIV/0!	####	####		####	####			####	####			####	####		####
May 31 - June 6, 2021	####	####	####	####	####	####			####	####			#DIV/0!	####	####		####	####			####	####			####	####		####
June 7-13, 2021	####	####	####	####	####	####			####	####			#DIV/0!	####	####		####	####			####	####			####	####		####
June 14-20, 2021	####	####	####	####	####	####			####	####			#DIV/0!	####	####		####	####			####	####			####	####		####
June 21-27, 2021	####	####	####	####	####	####			####	####			#DIV/0!	####	####		####	####			####	####			####	####		####
June 28-July 4, 2021	####	####	####	####	####	####			####	####			#DIV/0!	####	####		####	####			####	####			####	####		####
TOTAL	2,632				953				190				82				487				401				741			



**Website Top 5**

	Locations	Users	Referral Sources	Users	Pages	Unique Pageviews
March 1-7, 2021	Great Falls	295	Organic Search	1,421	SEM	588
	Chicago	227	Social	1,038	Home	453
	Salt Lake City	179	Paid Search	619	Western Art Week	240
	Not Set	133	Direct	309	Things to do	258
	Denver	120	Referral Sources	66	The Falls	192
March 8-14, 2021	Great Falls	343	Organic Search	1,616	Western Art Week	409
	Not Set	258	Social	1,542	SEM	661
	Chicago	225	Paid Search	696	Home	486
	Salt Lake City	175	Direct	451	Things to Do	275
	Seattle	164	Display	161	Searching for Adventure	174
March 15-21, 2021	Great Falls	677	Organic Search	1,957	Western Art Week	815
	Salt Lake City	292	Social	1,173	SEM	568
	Not Set	264	Direct	644	Things to do	470
	Chicago	228	Paid Search	623	Montana Heritage Show	281
	Denver	180	Referral Sources	270	Siteconquesting	230
March 22-28, 2021	Great Falls	278	Organic Search	1,540	Home	594
	Chicago	222	Social	694	SEM	535
	Not Set	167	Paid Search	591	Things to do	321
	Salt Lake City	141	Direct	386	About Great Falls/The Falls	201
	Seattle	120	Referral Sources	112	Events	148
March 29-April 4, 2021	Great Falls	328	Organic Search	1,440	Home	492
	Chicago	239	Social	788	SEM	445
	Not Set	175	Paid Search	506	Things to do	297
	Salt Lake City	154	Direct	358	Events	149
	Seattle	148	Referral Sources	105	About Great Falls/The Falls	161

April 5-11, 2021

April 12-18, 2021

April 19-25, 2021

April 26-May 2, 2021



### Website Metrics

	New Users		Avg Session		Pageviews	
March 1-7, 2021	3,273		1:28		28,515	
March 8-14, 2021	4,318	32%	1:21	-8%	35,675	25%
March 15-21, 2021	4,514	5%	1:20	-1%	38,487	8%
March 22-28, 2021	3,204	-29%	1:20	0%	26,610	-31%
March 29-April 4, 2021	3,132	-2%	1:11	-11%	25,013	-6%
April 5-11, 2021		-100%		-100%		-100%
April 12-18, 2021		####		####		####
April 19-25, 2021		####		####		####
April 26-May 2, 2021		####		####		####
May 3-9, 2021		####		####		####
May 10-16, 2021		####		####		####
May 17-23, 2021		####		####		####
May 24-30, 2021		####		####		####
May 31 - June 6, 2021		####		####		####
June 7-13, 2021		####		####		####
June 14-20, 2021		####		####		####
June 21-27, 2021		####		####		####
June 28-July 4, 2021		####		####		####
TOTAL					154,300	





# Attachment 7



# Industry Recovery, Innovation and Sustainability

February 12<sup>th</sup>, 2020

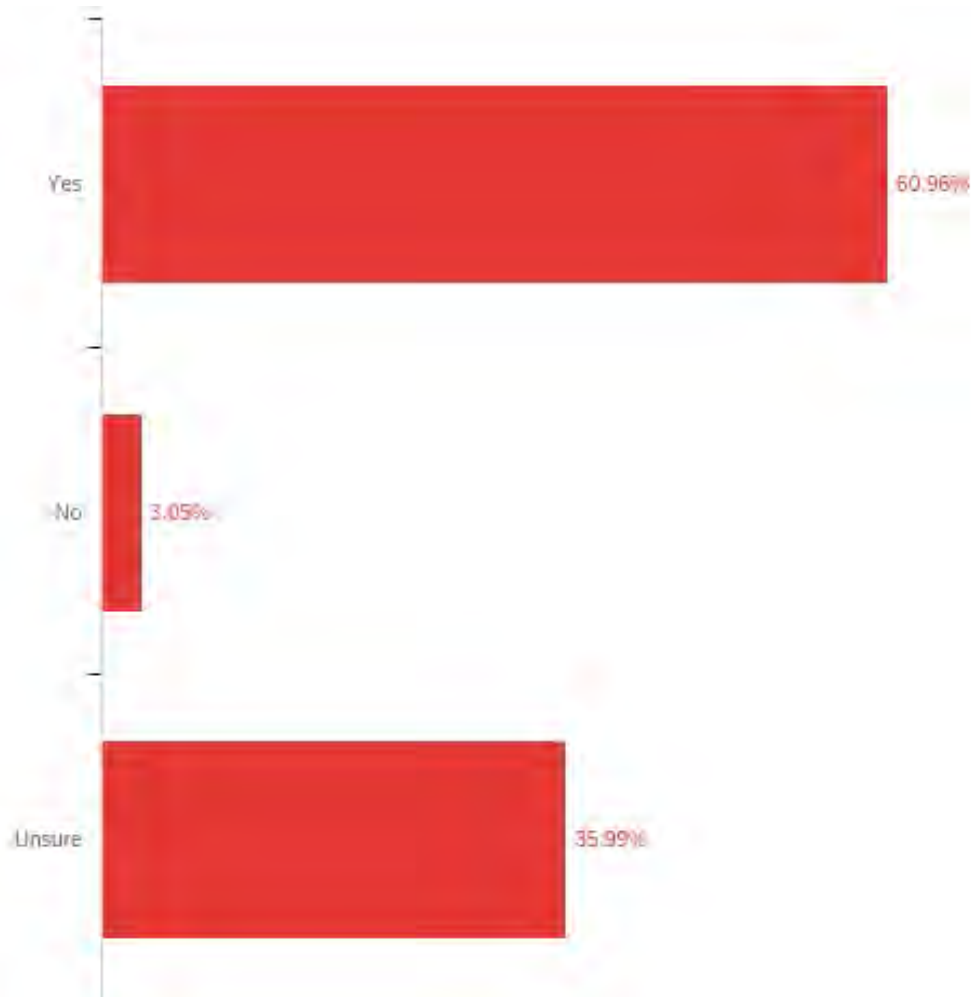
# INDUSTRY RECOVERY

When do you anticipate holding your next face-to-face event?



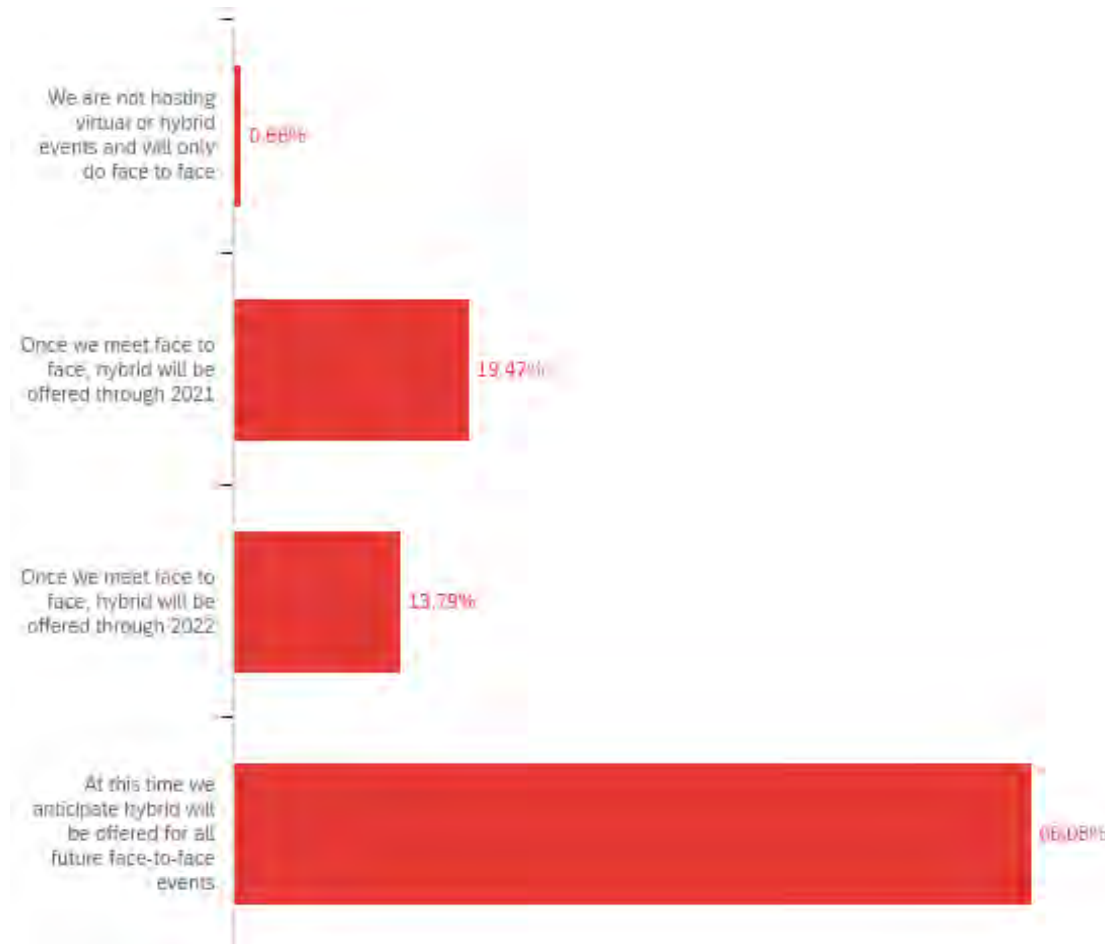
# INDUSTRY RECOVERY

Will the future of your face-to-events offer a hybrid component?



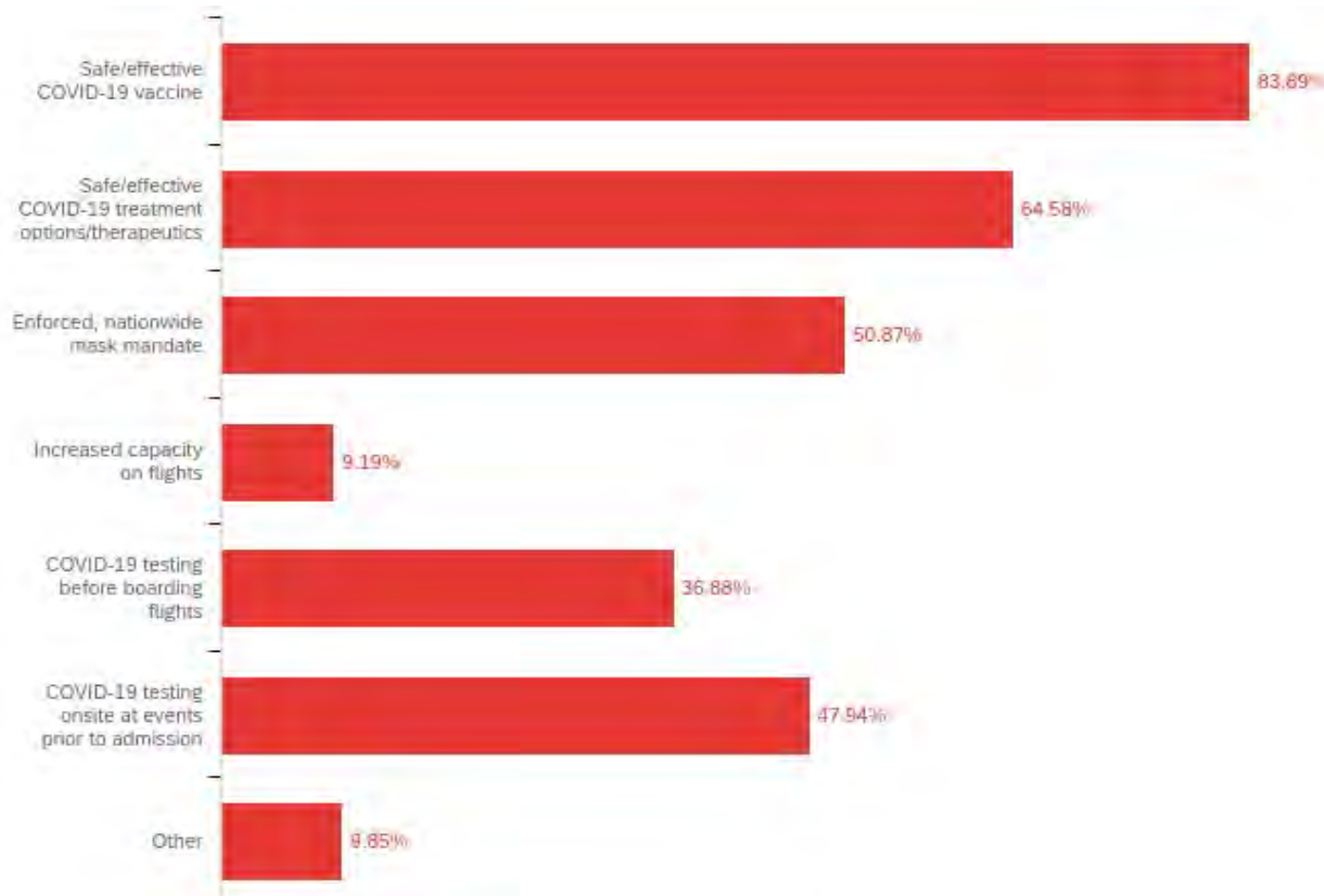
# INDUSTRY RECOVERY

## How long do you anticipate hosting hybrid events?



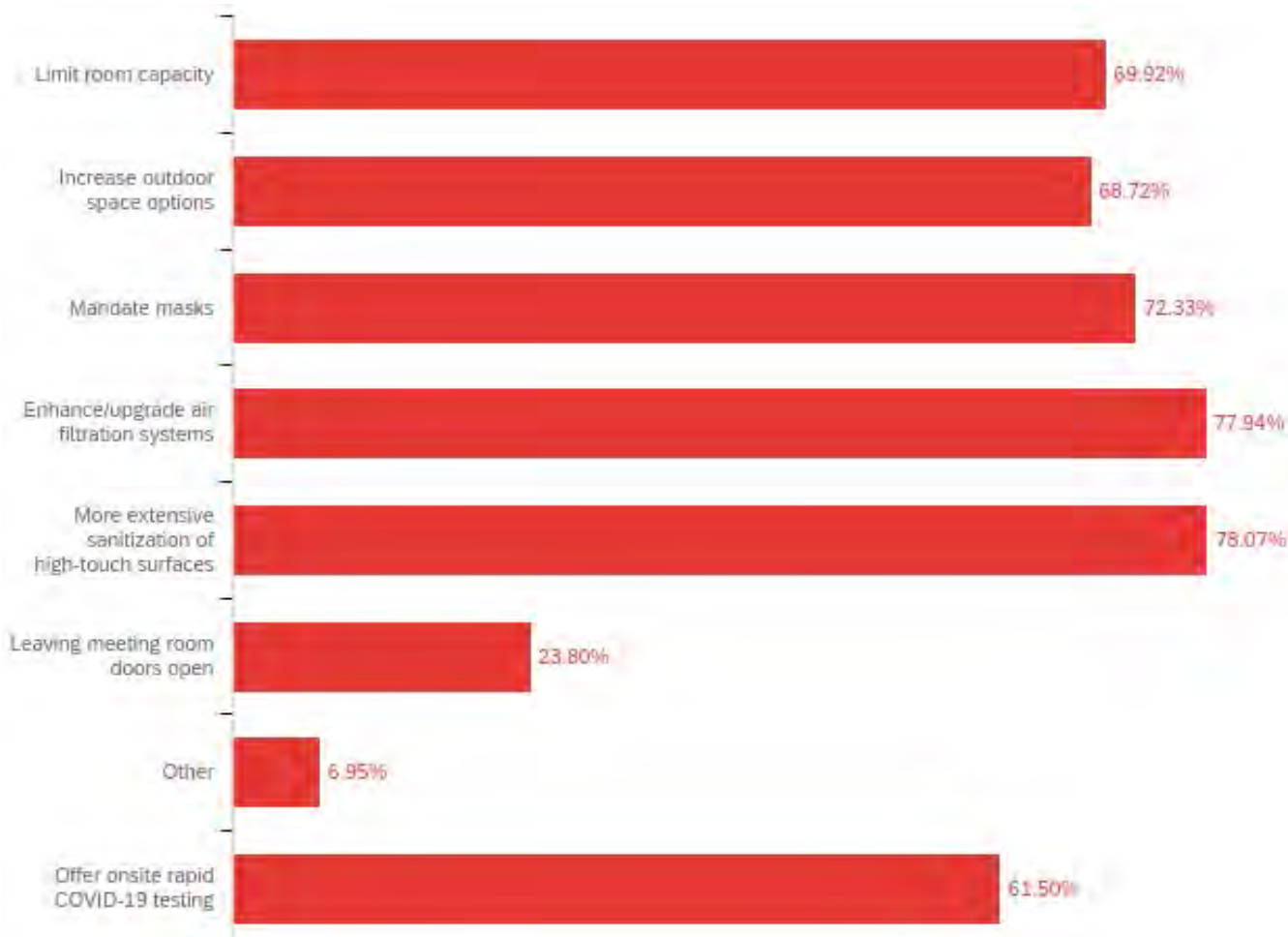
# INDUSTRY RECOVERY

What do you believe is necessary to meet face-to-face again?  
(Select all that apply)



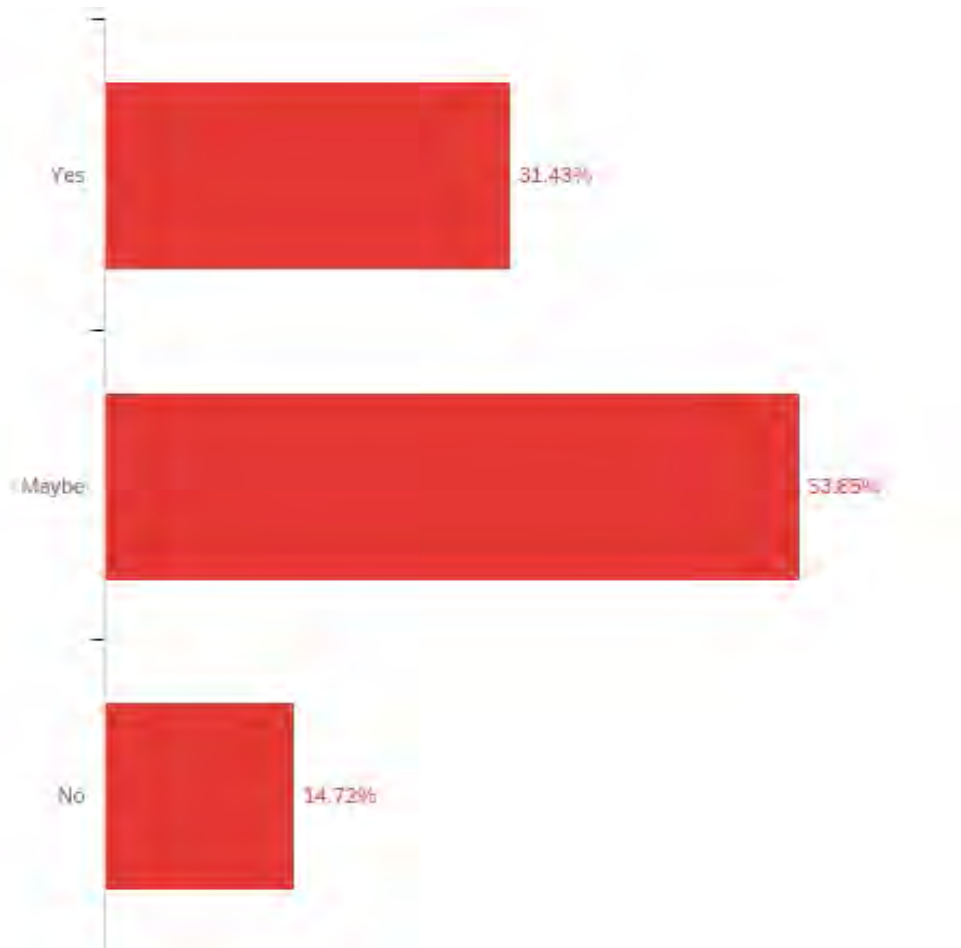
# INDUSTRY RECOVERY

What specifically can venues do to increase your comfort level and that of your stakeholders? (Select all that apply)



# INDUSTRY RECOVERY

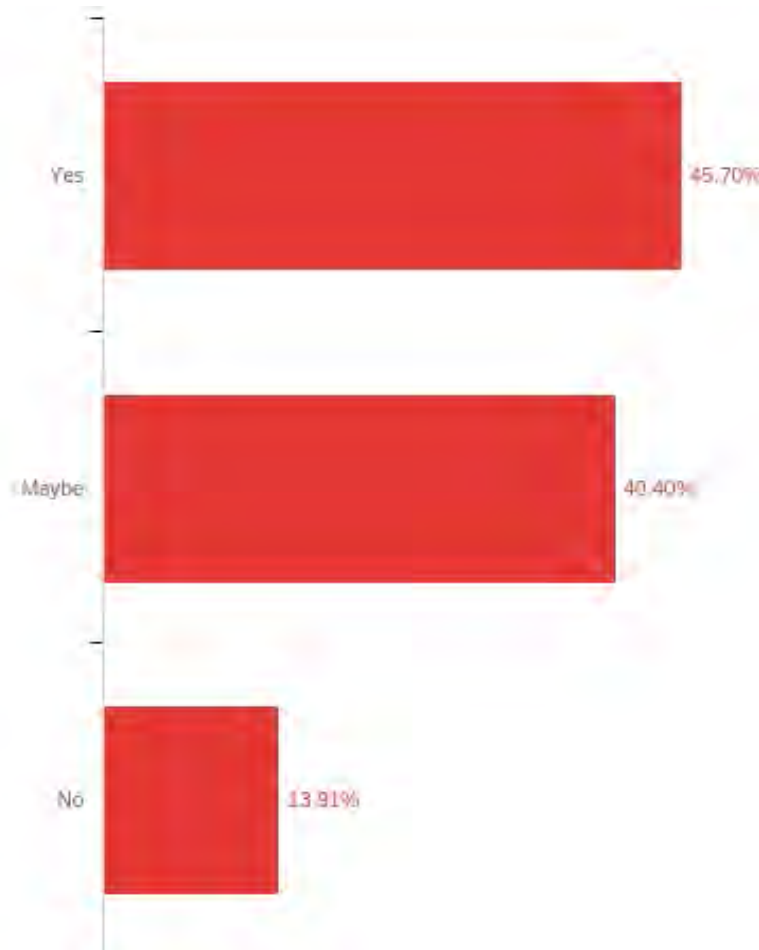
Will you be increasing your budget to account for health and safety protocols?





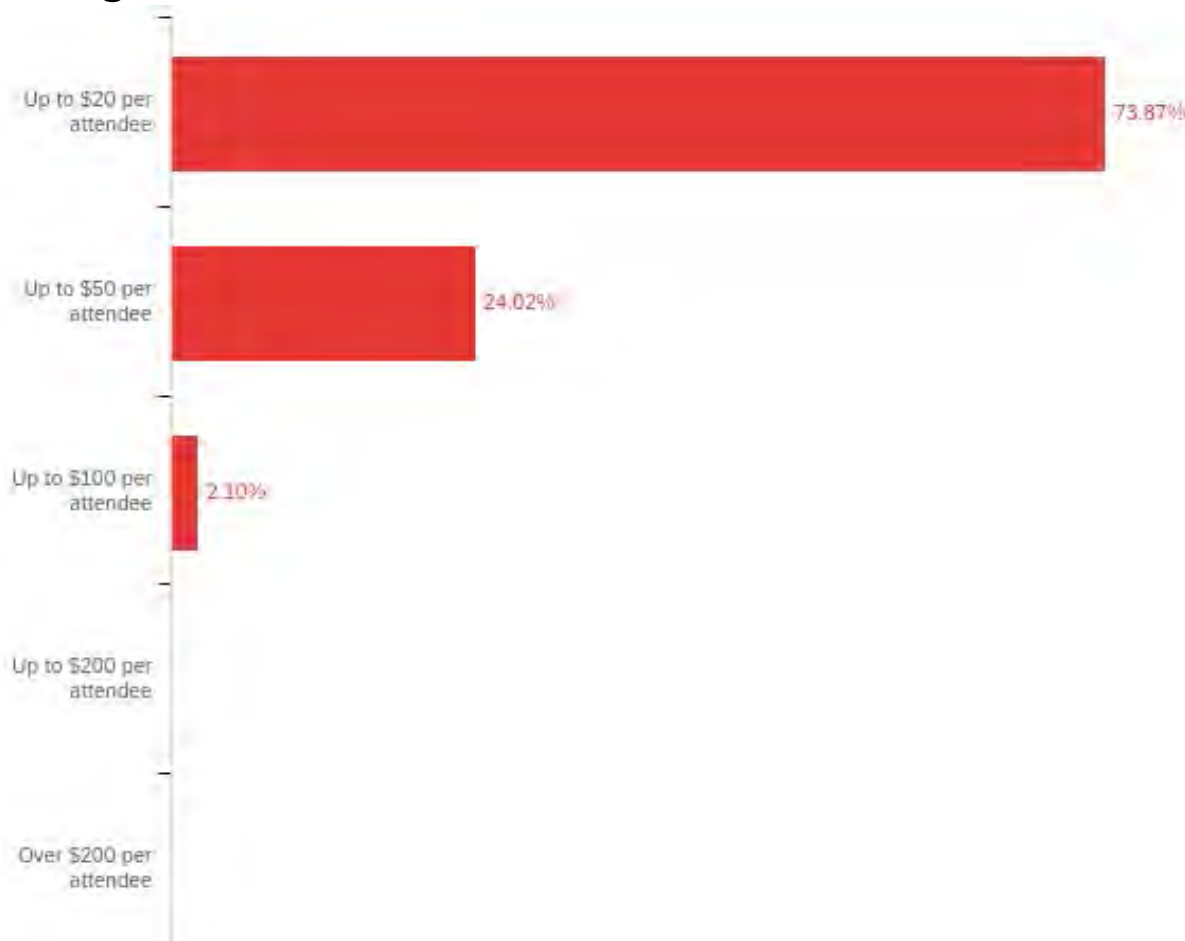
# INDUSTRY RECOVERY

Does it provide value in your venue selection if a property offers onsite rapid COVID testing?

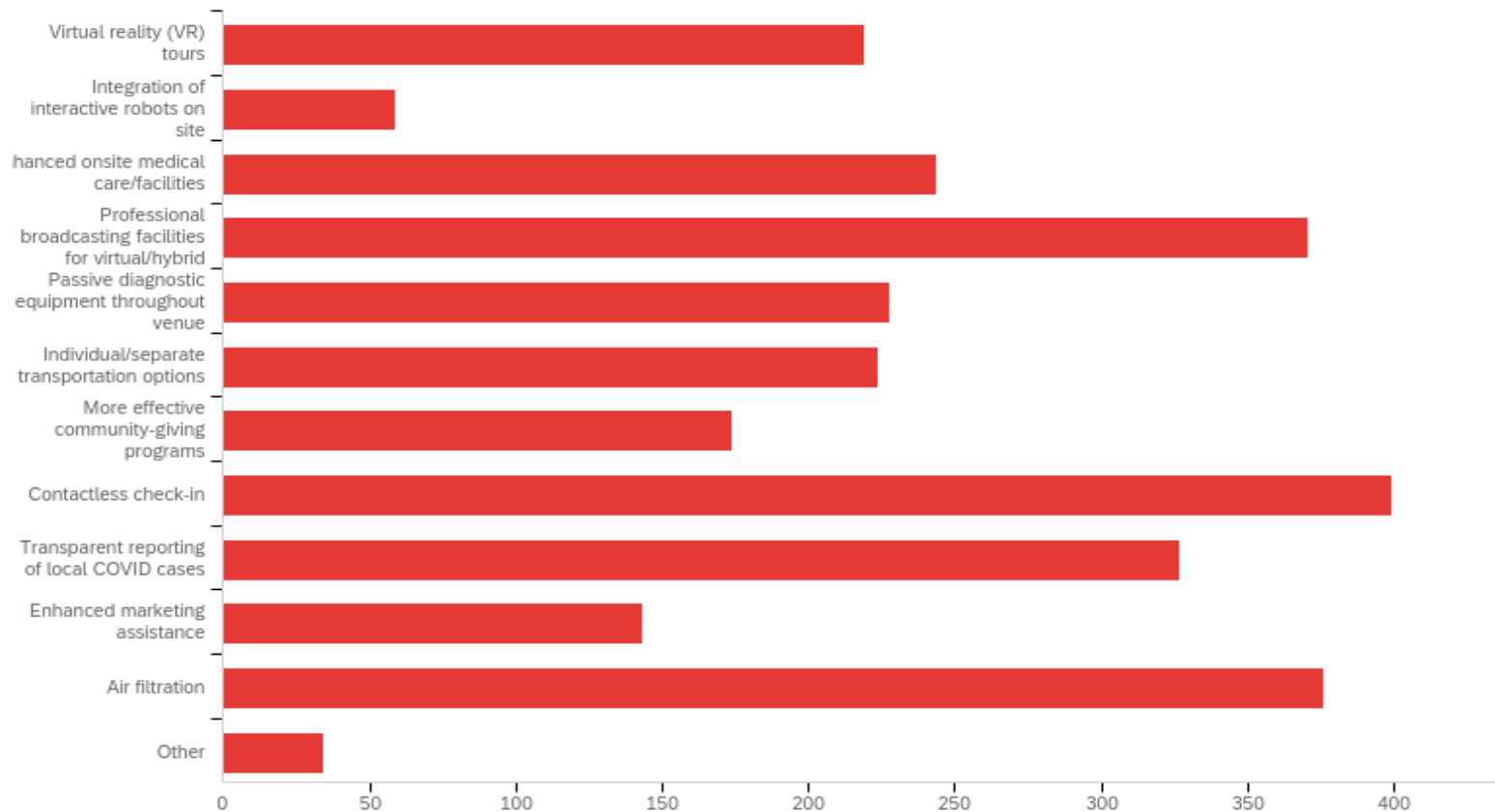


# INDUSTRY RECOVERY

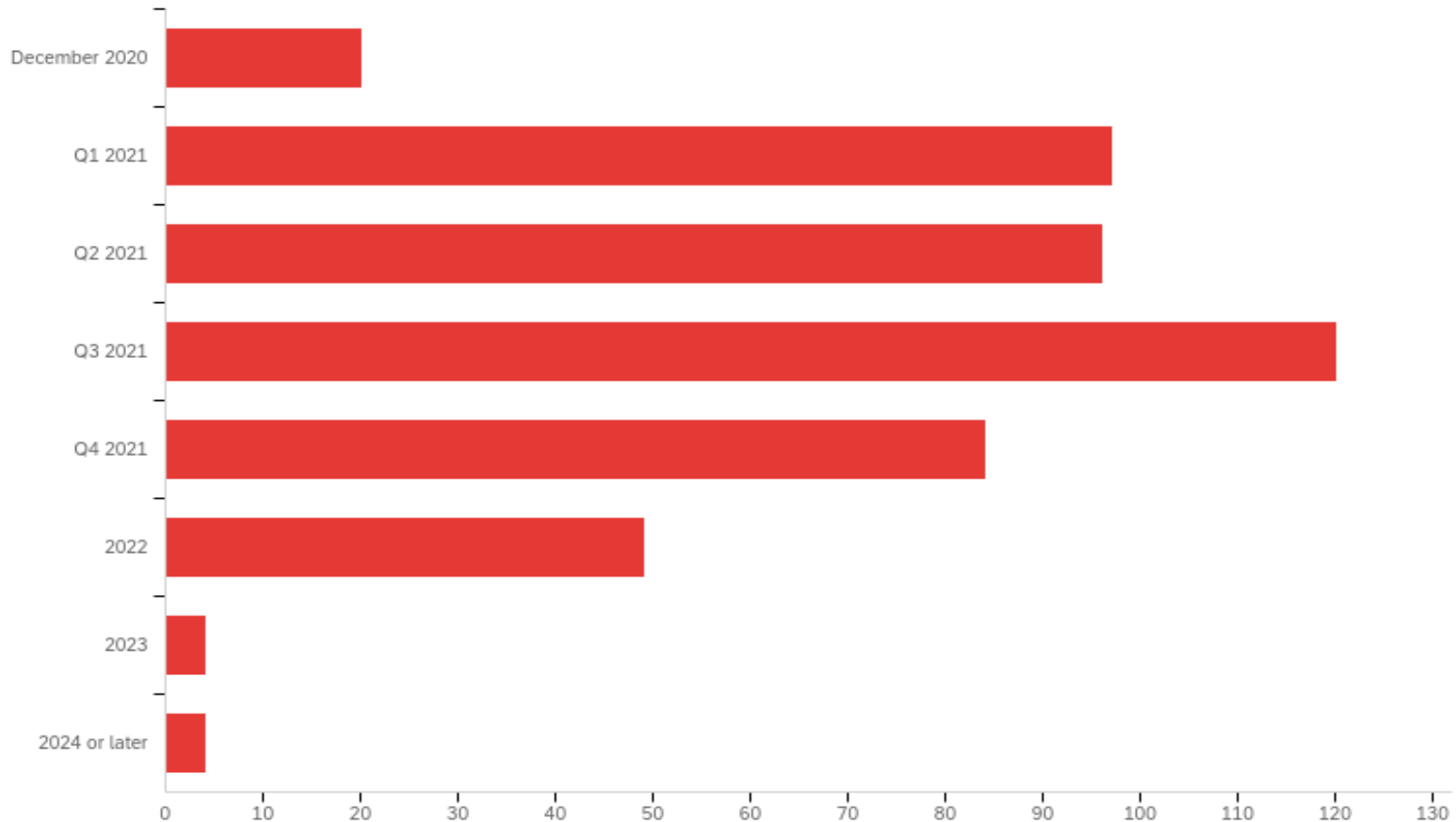
What would you be willing to pay to offer onsite rapid COVID testing?



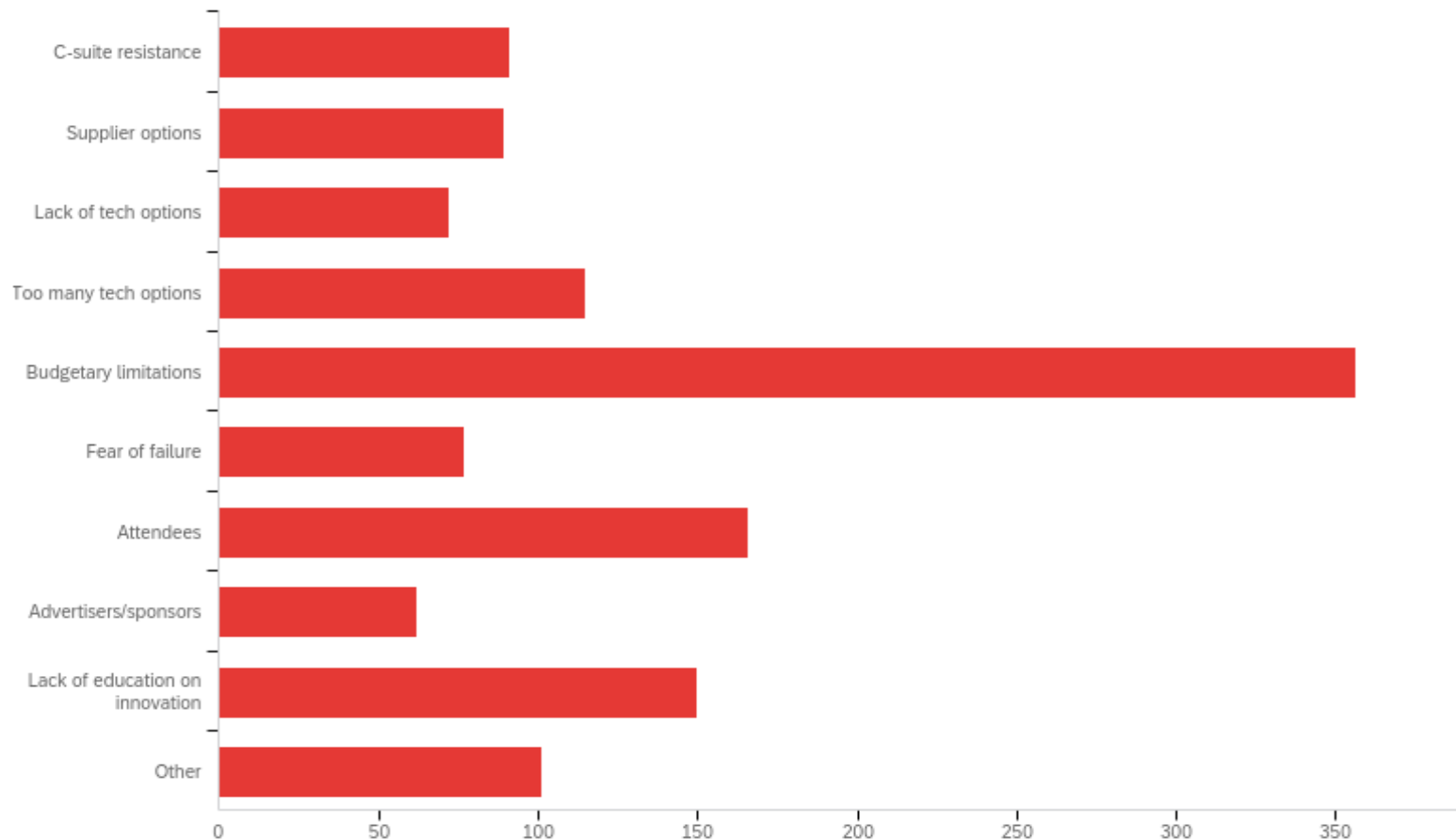
What types of innovation do you want to see from suppliers as the pandemic continues? (Select all that apply)



When do you next intend to incorporate what you deem to be a major innovation into your meetings/events?

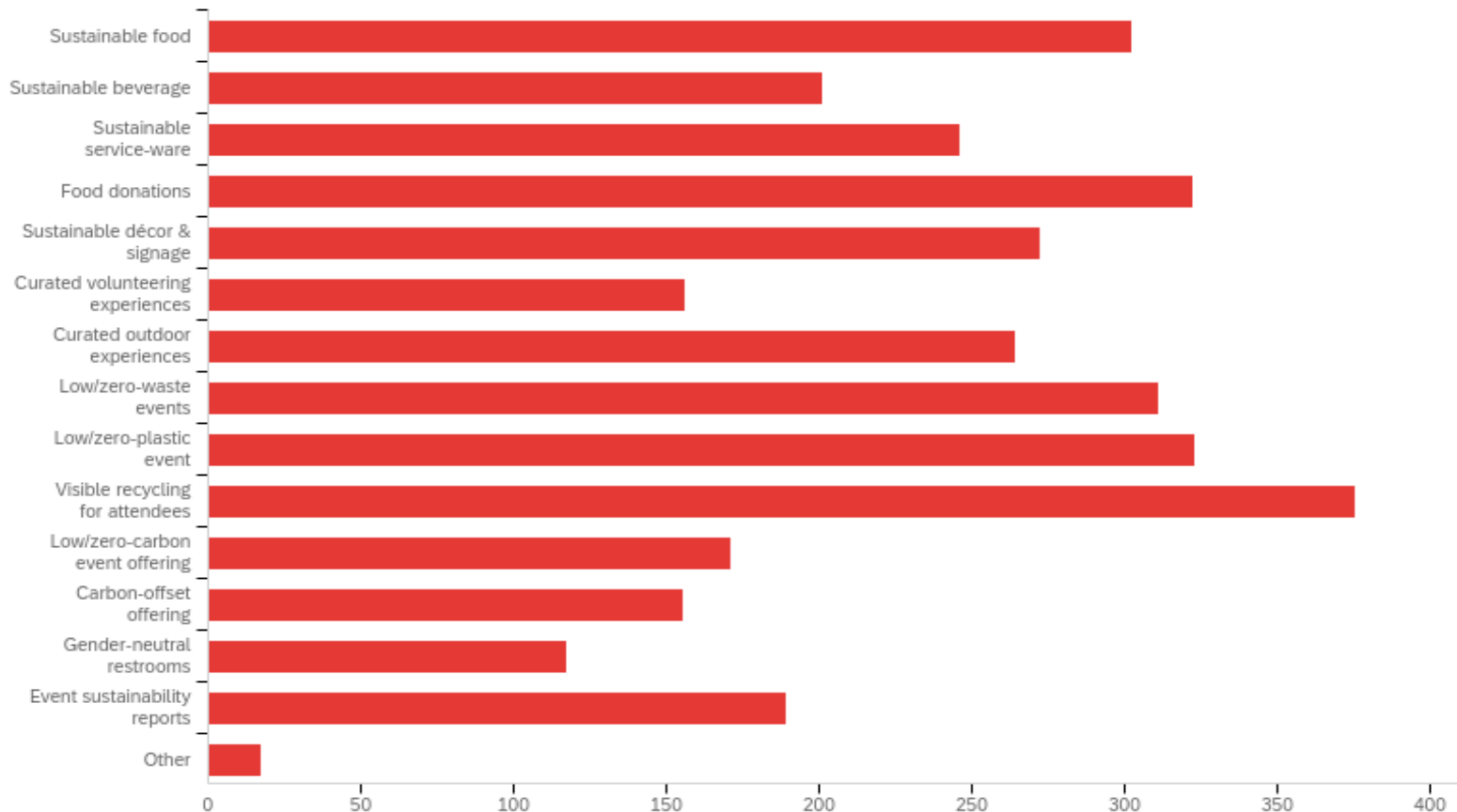


Which of the following elements are preventing you from innovating? (Select all that apply)



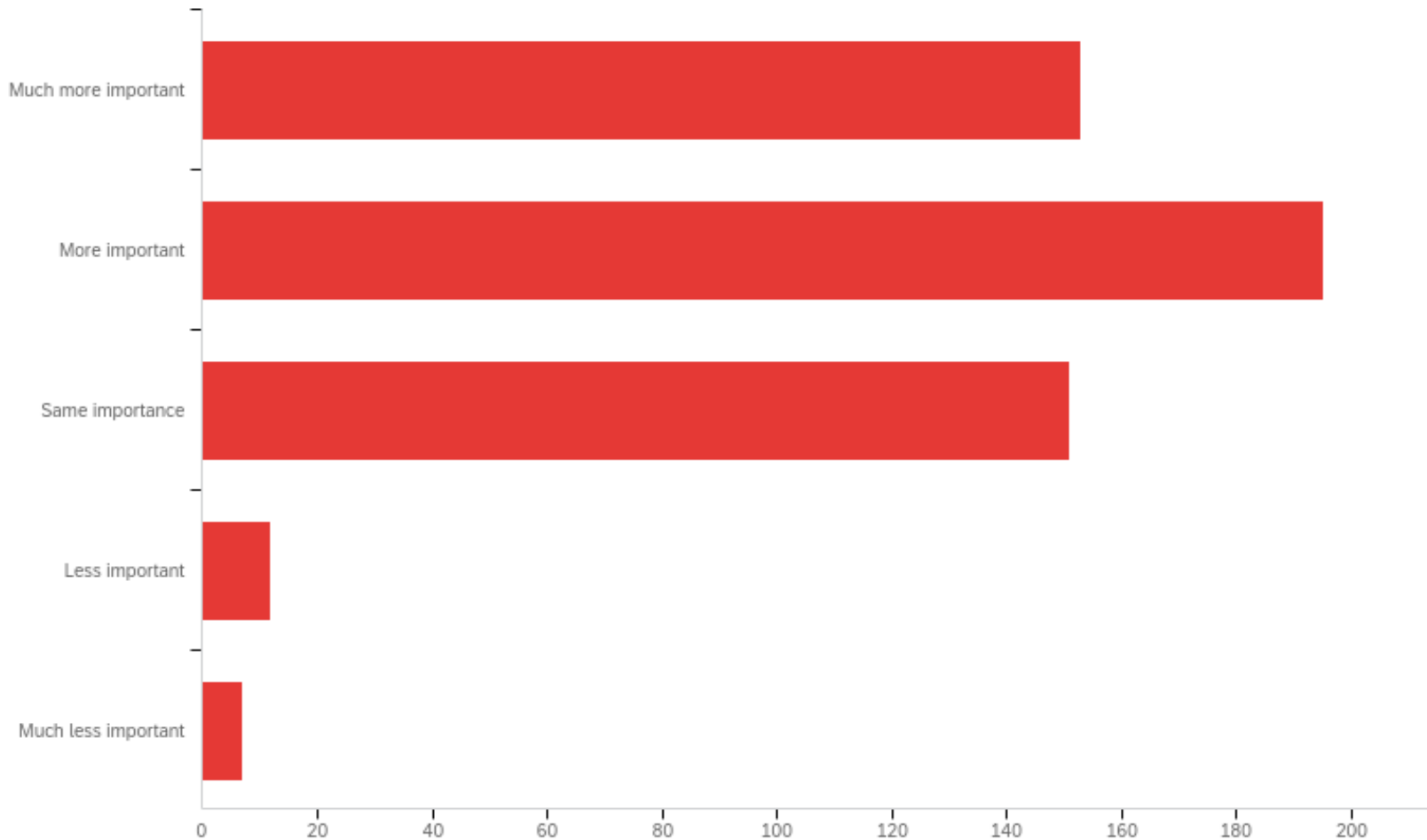
# SUSTAINABILITY

What types of social impact and sustainability offerings would you most like venues to offer during the events you will host post-pandemic? (Select all that apply)



# SUSTAINABILITY

When we return to live events, how important will social impact and sustainability elements be for the events you plan?



## What can venues do to be a leader in bringing meetings back?

- Have a plan and articulate what's being done to ensure safety, security and communication with guests/attendees
- Accurate numbers on impact of CV-19 on the destination and sustainable efforts by business community to combat the crisis
- Introduce new technologies like contactless check in to complement increased sanitation across F&B, public spaces, meeting rooms, hand sanitation stations, etc
- Social distancing norms (F&B redesigns, excursion changes and contingency plans)
- Available testing and medical facilities/resources in market
- Flexibility, open for business, booking incentives offered
- Hybrid - Ability to support virtual meetings alongside face-to-face



## What is the data telling us?

- Prepare for a busy second half of 2021
- Hybrid is not likely going away – Build that studio!
- Increased sanitation across F&B, public spaces, meeting rooms, hand sanitation stations, etc
- Large-scale global sustainability trends will lead to more sustainable meeting requests
- Available testing and medical facilities/resources in market
- The past 11 months have proven the value of live entertainment and face-to-face meetings. Patience will continue to be your most valuable asset



# Attachment 8

July 2016

2015	Growth	2014	2013
1922	0%	2084	2497

Volunteer Hours	3.5	0	7	21	11	11	11	14	3.5	7	21	21	11	11	11	11	3.5	7	21	21	11	7	7	3.5	7	14	18	11	14	7	3.5	7	322			
Hours Open	9	6	6	9	9	9	9	9	6	6	9	9	9	9	9	9	6	6	9	9	9	9	9	6	6	9	9	9	9	9	6	6	249			
Total Visitors	62	53	56	44	64	53	58	65	54	63	59	56	71	102	94	63	70	88	63	64	24	51	39	46	83	92	43	66	66	45	60	1917				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total				
Great Falls	17	2	4	8	14	8	14	2	1	9	9	11	11	6	27	10	4	10	10	8	1	3	5	2	6	10	5	7	22	10	256	13%				
Alabama	2	2	5																		1											11	1%			
Alaska	2	1															2																5	0%		
Alberta	20	14	9	12	14	10	4	6	15	7	6	10	16	7	3	8	5	6	11	2	22	4	8	15	17	11	8	9	12	21	312	16%				
Argentina																																		0%		
Arizona		2			12	7	2	4	4	2	2		8	6	2	10	4	4	5		1	2		7	1			2	6			93	5%			
Arkansas		2											2																				4	0%		
Australia									2			2					2				2										2		12	1%		
Austria																																		0%		
Belgium	2												1	1																			4	0%		
British Columbia				2							5																	4		2	4		21	1%		
California	2	8	1			2	2	6	3			6	8	3	4	1	6	2	3	3	2	4			2	4	5	4		2		83	4%			
China											1										3												4	0%		
Colorado	6	2			2			2				2			4						1				2						2		23	1%		
Connecticut									2																								10	1%		
Czech Republic																																			0%	
Delaware																																			0%	
Denmark							4																										4	0%		
England								5		2	2		6			2		4																21	1%	
Finland								1																										1	0%	
Florida	2	4	3	4		4	2	4	2	2		2	6	4		2			4	7	3				4		8		3			70	4%			
France						2									2											12		2	2	2				22	1%	
Georgia						2			2					6	1									2								2		16	1%	
Germany														4					2												1		7	0%		
Hawaii																	1									2								3	0%	
Idaho		2		2	1			2	2		4	2	1	2						2						2	1	3					26	1%		
Illinois			2			2	3				4	2	2	2		4		3							5			2		2			33	2%		
Indiana														2										4				2					10	1%		
Iowa							4								2				2								3	2				2		15	1%	
Ireland																																			0%	
Israel						3							2																				5	0%		
Italy																																			0%	
Japan																																			0%	
Kansas							2								2										1		3							8	0%	
Kentucky																	10	1	2							2								18	1%	
Louisiana				2			1					2							2															7	0%	
Maine																																			0%	
Manitoba			2							2																				2	2			10	1%	
Maryland							2					2	2			3									6		2							17	1%	
Massachusetts			2										2	2											1									7	0%	
Mexico			2																															2	0%	
Michigan			2				2												4					2		4		2				1		20	1%	
Minnesota				4				2	4		2		2					1		4								2					2		25	1%
Mississippi													18	2						2														24	1%	
Missouri									2	2						2			4							3	2			2				17	1%	
Montana	2	2	2	2	4		3	4	2	1	8	1		2	11	3	5	6			2	2	6	9		8	5		8	6	2		106	6%		
Nebraska										11																								13	1%	

















March 2017	2016		Growth		2015		2014		All Canadian		% of Total																						
	203	-17%	313	231	29	17%																				Total	%						
Volunteer Hours	8	13	5	3	0	3	13	5	8	5	3	0	5	10	5	5	5	3	0	5	10	3	3	5	3	0	5	13	8	5	5	175	
Hours Open	6	6	6	4	4	6	6	6	6	6	4	4	6	6	6	6	6	4	4	6	6	6	6	6	4	4	6	6	6	6	6	170	
Total Visitors	2	6	4	3	3	6	6	0	5	7	1	0	13	8	7	7	5	6	8	9	11	0	5	4	4	4	11	11	2	6	5	169	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total	
Great Falls	1	1	1			2	1					1	11	2	2	1	1	5		3	4		1	1	2	2	5	2		2	51	30%	
Alabama								3																							3	2%	
Alaska																															0	0%	
Alberta	1	4											6	1	2					2	2				2	2		6		28	17%		
Argentina																															0	0%	
Arizona																															0	0%	
Arkansas																															0	0%	
Australia																															0	0%	
Austria																															0	0%	
Belgium																															0	0%	
British Columbia																															0	0%	
California									1										1											2	4	2%	
China																															0	0%	
Colorado																									1						1	1%	
Connecticut																										1					0	0%	
Czech Republic																															0	0%	
Delaware																															0	0%	
Denmark																															0	0%	
England																															0	0%	
Finland																															0	0%	
Florida																			2												2	1%	
France																															0	0%	
Georgia																															0	0%	
Germany																															2	1%	
Hawaii																															0	0%	
Idaho																															2	1%	
Illinois																															0	0%	
Indiana																															0	0%	
Iowa																															0	0%	
Ireland																															0	0%	
Israel																															0	0%	
Italy																															0	0%	
Japan																															0	0%	
Kansas																															0	0%	
Kentucky																															1	1%	
Louisiana																															0	0%	
Maine																															0	0%	
Manitoba																															1	1%	
Maryland																															0	0%	
Massachusetts			1																												1	1%	
Mexico																															0	0%	
Michigan																															0	0%	
Minnesota																											4	2			6	4%	
Mississippi																															0	0%	
Missouri																															0	0%	
Montana				3	3		5			4			1		3		4		5	6	1			2	4	2		3	2		48	28%	
Nebraska																															0	0%	
Netherlands																															0	0%	
Nevada																															0	0%	
New Brunswick																															0	0%	
New Hampshire																															0	0%	
New Jersey																															0	0%	
New Mexico																															0	0%	
New York																															1	1%	
New Zealand																															0	0%	
Newfoundland and Labrador																															0	0%	
North Carolina																															0	0%	
North Dakota							4																								4	2%	
Northwest Territories																															0	0%	
Nova Scotia																															0	0%	
Norway																															0	0%	
Nunavut																															0	0%	
Ohio																															0	0%	
Oklahoma																															0	0%	
Ontario																															0	0%	
Oregon				2																											2	1%	
Pennsylvania																															0	0%	
Phillipines																															0	0%	
Prince Edward Island																															0	0%	
Quebec																															0	0%	
Rhode Island																															0	0%	
Russia																															0	0%	
Saskatchewan																															0	0%	
South Carolina																															0	0%	
South Dakota																															0	0%	
Spain																																	

April 2017

2016	Growth	2015	2014	All Canadian	% of Total
300	-5%	414	428	93	33%

Volunteer Hours	2.5	0	5	15	5	2.5	5	2.5	0	5	15	5	7.5	5	2.5	0	7.5	13	5	7.5	2.5	2.5	0	7.5	15	5	7.5	5	2.5	0	158
Hours Open	4	4	6	6	6	6	6	4	4	6	6	6	6	6	4	4	6	6	6	6	6	4	4	6	6	6	6	6	4	4	160
Total Visitors	18	9	4	10	7	10	7	6	3	4	3	6	17	31	24	3	9	4	7	16	7	12	2	6	4	2	3	16	24	11	285
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	Total
Great Falls	5		2	4		1	3		3	1	1	2	15		3	1	4	3	2	1	1	7		6	1	3	6	12	1	88	31%
Alabama																														3	1%
Alberta	6	7		2		1	3	4				2	2	17	18		2		4	4			1				3	5	83	29%	
Arizona																			1										1	0%	
Australia																										2			2	1%	
British Columbia					2																								2	1%	
California										3		1								2	2		1						9	3%	
Colorado						1						1																	2	1%	
Connecticut																					1								1	0%	
Florida																					2								2	1%	
France																	2												2	1%	
Germany		2																											2	1%	
Idaho																			2					2					4	1%	
Illinois				1									5																6	2%	
Iowa																											1		1	0%	
Manitoba	4																												4	1%	
Minnesota																										2			2	1%	
Mississippi																													1	0%	
Missouri										2																			6	2%	
Montana			1	1	7	2							7	2			2		1				1			1	1	3	1	3	11%
Nevada								2																					2	1%	
New Jersey	1																												2	1%	
New York						1																							1	0%	
New Zealand						2																							2	1%	
Ontario						1							2														4	2	9	3%	
Oregon																			2	2									4	1%	
Pennsylvania	2		1											1															4	1%	
Saskatchewan																										1	3		4	1%	
Texas					1												3												4	1%	
Utah				1																									1	0%	
Virginia																					2								2	1%	
Washington																							1						1	0%	
Wyoming																										2			3	1%	

May 2017	2016		Growth		2015		2014		All Canadian		% of Total																									
	676		5%		564		936		108		15%																									
Volunteer Hours	4	14	4	11	7	4	0	4	18	4	11	4	0	0	4	18	7	11	7	4	0	7	21	11	11	7	4	0	7	21	11	11	228			
Hours Open	9	9	9	9	9	6	6	9	9	9	9	9	6	6	9	9	9	9	9	6	6	9	9	9	9	9	6	6	9	9	9	255				
Total Visitors	7	9	9	34	11	9	8	10	32	9	29	28	19	10	18	19	3	20	32	27	26	129	27	13	30	9	30	19	17	24	43	710				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total				
Great Falls	4	2		15	1	4	4	9	2	10	10	1	4	1	2		7	4	4		6		2	7	3	4	3	7	7	1	124	17%				
Alberta		2	2	12	2	2	3			2		5	2	1	4	2		1	8	10	19	5	2		1	10					95	13%				
Arizona		2								1					2	2		4				4									15	2%				
Australia												6										100			1					38	145	20%				
Austria																									2							2	0%			
British Columbia																		1		2											1	0%				
California							1	2	4		6							1		2			2	2		1	2	1		2		26	4%			
Colorado				1																					3							4	1%			
England														2	2					3	1	4										12	2%			
Florida			1								2													2	1							6	1%			
Georgia											2																	1				3	0%			
Germany																																	1	0%		
Hawaii															1																		1	0%		
Idaho																				2		1											12	2%		
Illinois																																1	5	1%		
Indiana																2																	2	0%		
Kansas			2																														2	0%		
Louisiana																																	6	1%		
Massachusetts																												2					2	0%		
Mexico																2																	2	0%		
Michigan																		1												2			3	0%		
Minnesota							2																										2	0%		
Mississippi			2		2																												4	1%		
Missouri																2			2						1	3							8	1%		
Montana				2		3		1	1	4	1	6	5		1		2	5	1					6	1		3	9	4	1	1	57	8%			
Netherlands																							2										2	0%		
Nevada				3				15											3														23	3%		
New Hampshire																																	2	0%		
New Mexico					2															2													4	1%		
North Carolina																2					1	3											6	1%		
North Dakota													4																				6	1%		
Ohio														2																			6	1%		
Oklahoma																																		9	1%	
Ontario																																		3	0%	
Oregon											2																							7	1%	
Pennsylvania											2																							2	0%	
Prince Edward Island																																		2	0%	
Quebec									2										2	2													2	8	1%	
Saskatchewan																																	2	2	4	1%
South Dakota																																		4	1%	
Tennessee		2																																7	1%	
Texas				2		2																												1	12	2%
Utah											2	1																						2	8	1%
Vermont																1																		3	0%	
Virginia																																		2	0%	
Washington					2	2			2	2		3	3					2	1	4		2		2	1				2	2	1		31	4%		
West Virginia																																		2	0%	
Wisconsin									1																										3	0%
Wyoming				2												2				1														7	1%	





Visitor Services/In-Market Guests  
Source: Guest Book Sheets

FY18	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total
July	26	65	58	48	24	47	23	36	44	27	55	29	34	18	46	49	146	47	27	52	32	41	50	59	32	54	31	37	34	26	83	1,380
August	40	49	45	59	55	62	86	44	38	45	26	49	20	31	45	73	39	29	49	45	69	53	33	24	49	31	38	53	22	71	54	1,426
September	49	41	22	67	21	135	24	24	34	22	29	37	45	30	26	36	21	17	20	19	26	28	22	14	14	17	14	22	20	13	909	
October		4	4	1	1	13			0	5	9	0	4			3	9	1	0	0			2	1	3	3	0			0	1	64
November	6	2	0			0	0	0	1	0			0	2	0	3	2			0	0	0				3	1	0	0		20	
December	1			0	0	0	4	1			2	0	0	0	0			0	0	0	0	0			0	0	0	0			8	
January																																0
February																																0
March																																0
April																																0
May																																0
June																																0
																	<b>FY18 TOTAL</b>	<b>3,807</b>														

Lost Data

FY19	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total	% +/-
July		1	2	1	1				4	5	5	5	12			10	6	8	5	24			6	0	9	4	16			7	10	141	-90%
August	2	10	9			14	12	8	11	7			12	15	12	6	6			11	6	4	6	11			3	10	0	2	1	178	-88%
September			0	8	8	8	4			6	11	2	4	5			10	8	5	7	6			4	4	5	0	3			108	-88%	
October	2	1	2	2	0			2	0	0	0	2			0	2	3	1	1			0	2	2	0	0			0	0	1	23	-64%
November	0	0			0	0	0	0			0	0	0	0	2					0	0	0	0	0	2	0	0	0	0	0	4	-80%	
December			0	0	0	0	0			0	0	0	0	0			1	0	0	0	0			0	0	0	2			0	3	-63%	
January	0	0	7	2			0	0	0	0	0				0	0	0	0			0	1	0	0	1			0	0	0	11	#DIV/0!	
February	0			0	0	0	0	0			0	0	0	0	0			0	0	0	0	0			0	0	0	0			0	#DIV/0!	
March	0			0	0	0	0	0			0	0	0	0	0			0	0	0	1	0			0	2	0	0	0		3	#DIV/0!	
April	0	0	0	0	0			0	0	0	0	2			0	0	5	0	0			3	2	0	0	2			0	0	14	#DIV/0!	
May	0	0	9			2	0	3	0	0			4	0	2	0	0			1	4	8	2	0			0	0	2	2	0	39	#DIV/0!
June			1	13	6	8	8			8	6	6	1	5			17	5	12	15	11			24	11	8	14	9			188	#DIV/0!	
																	<b>FY19 TOTAL</b>	<b>712</b>	<b>-81%</b>														

FY20	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total	% +/-
July	26	13	28	6				17	20	7	16	16			4	9	25	12	11			18	12	6	14	8			17	9	19	313	122%
August	9	15			12	15	4	7	16			10	11	10	13	15			7	10	8	5	8			14	11	8	6	4	218	22%	
September			7	8	8	20			14	26	20	14	4			4	5	5	5	9			6	1	11	0	0		1		168	56%	
October	3	1	2	0			9	0	0	3	0			0	2	2	0	6			0	0	0	0	0			0	0	0	2	30	30%
November	0			2	1	0	0	0			0	1	0	0	3			0	0	0	0	0			0	0	0	0	0		7	75%	
December	0	0	3	0	0	0			0	0	2	0	0			0	0	0	0	4			0		0	0			0	0	9	200%	
January		0	0			0	2	0	0	0			0	0	0	0	0			0	0	0	0			0	0	0	0	1	3	-73%	
February			0	1	3	4	2			0	0	1	0	0				2	1	0	0			0	1	1	0	0			16	#DIV/0!	
March		2	0	0	0	0			0	2	2	0	0			0	0	0	1												7	133%	
April																																0	-100%
May																																0	-100%
June	1	0	0	0	1			0	2	4	2	4			1	1	2	2	0			3	5	2	1	0		2	0		33	-82%	
																	<b>FY20 TOTAL</b>	<b>804</b>	<b>13%</b>														

FY21	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total	% +/-
July	1	0			3	6	5	6	10			8	3	4	7	6			2	5	6	2	8			4	2	0	3	2	93	-70%	
August			4	4	2	7	4			7	2	10	3	5			2	6	4	3	4			1	4	0	3	0		8	83	-62%	
September			8	2			0	9	6	3			9	10	9	5	0			0	6	5	2	8			2	5	2		91	-46%	
October	2	3			1	0	0	0	2			0	1	3	4	0			2	1	0	0	0			0	0	0	0		19	-37%	
November	0	0	0	0	0	0			0	0	0	0			2	0	1	0	0			0	0	0						0	3	-57%	
December	0	0	0	0			0	2	0	0	1			0	1	0	0			0	0	0					2	1	0	0	7	-22%	
January				3	0	0	0	0			0	0	0	0	0			2	0	0	0	1			0	0	0	1			7	133%	
February	1	0	0	0	0			0	0	0	0	0			0	0	0	0				0	0	0	0						1	-94%	
March	2	0	0	3	0			0	0	1	0	2			1	0	0	0				1	0	0	1	0		3	0	0	14	100%	
April	0	2			2	1																									5	#DIV/0!	
May																																0	#DIV/0!
June																																0	-100%
																	<b>FY21 TOTAL</b>	<b>323</b>	<b>-60%</b>														



# Attachment 9



## STRENGTHS

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. The Sun River connects to the Missouri in Great Falls and flows from the Bob Marshall Wilderness Complex.

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 is Glacier National Park.

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.

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. It is set to expand if support secured from Small Community Air Service Development grant. Having an airport makes Great Falls marketable for conventions.

Capacity | There is very few times when lodging isn't available in Great Falls, making this a perfect stop or launch point for adventures into Glacier or Yellowstone, who can fill quickly.

## WEAKNESS

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

Occupancy | As our venues are very established, they are often booked with historic business and unable to accommodate new projects.

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.

Camping | Great Falls has two RV Parks and fill quickly. The availability for more natural camping isn't readily available within the area and still capture spending.

## OPPORTUNITIES

Developments | Great Falls will see it's first distillery finally open in the market this summer and a new concert venue that will host 90 ticketed events each year.

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 | Cascade County currently has no capacity restrictions or mask mandate. Nationally, meeting planning and travelers are making decisions with the COVID-19 veil. Mini spikes in cases locally, and potential changes in the landscape still loom.

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.

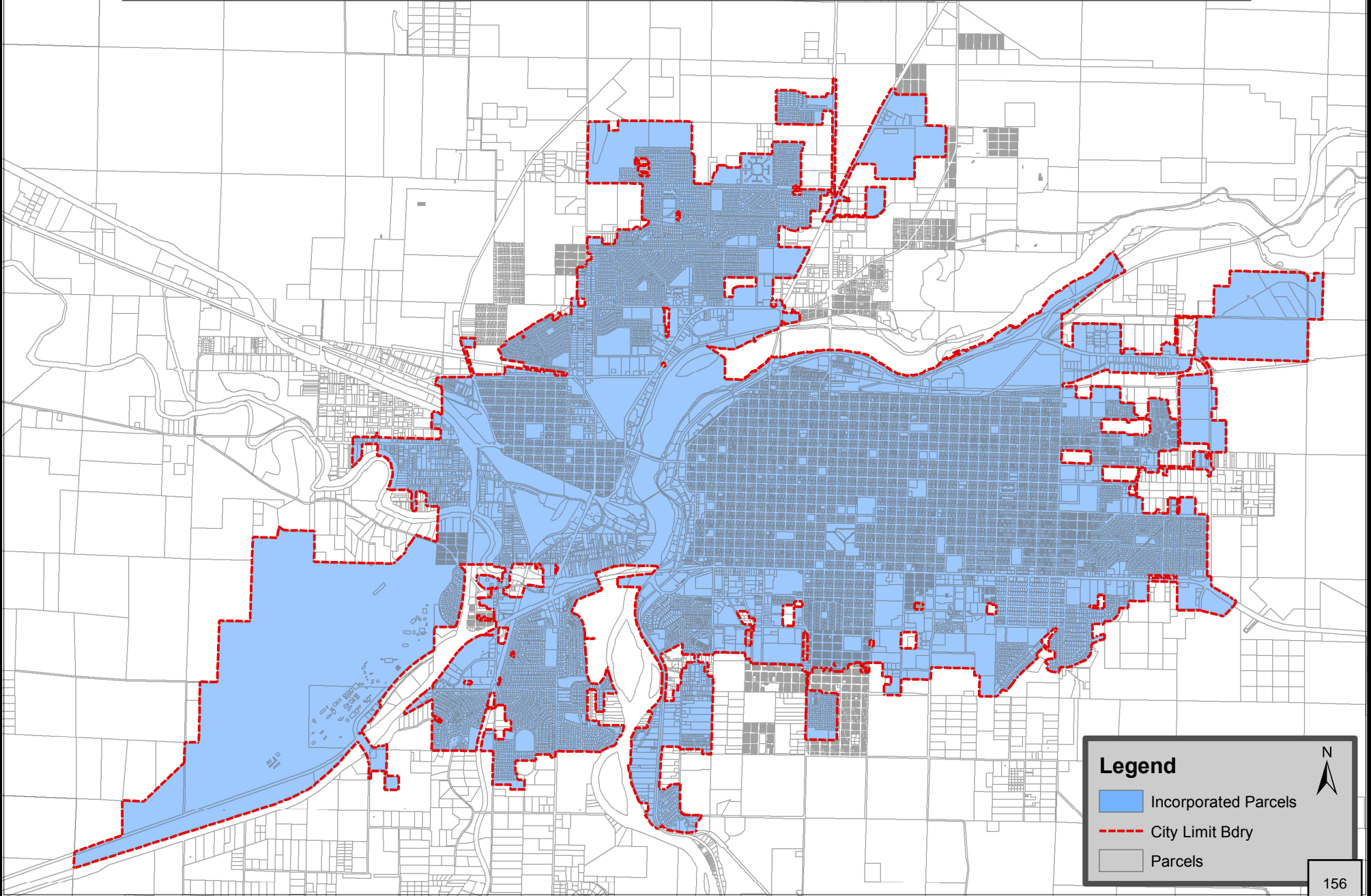
Market Economy | Volatility in the local economy of our target market communities can directly impact travel decisions.

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.

Great Falls Montana Tourism Budget  
 July 1, 2021 - June 30, 2022  
 Adopted 6-17-2021

	CVB	General	EDA	PPP #2	TBID	Total
<b>Income</b>						
1 Bed Tax	\$150,000	\$0	\$0	\$0	\$0	\$150,000
a Previously Undistributed Bed Tax	\$0	\$0	\$0	\$0	\$0	\$0
2 TBID Assessment	\$0	\$0	\$0	\$0	\$511,216	\$511,216
a FY21 Reserves	\$0	\$0	\$0	\$0	\$149,195	\$149,195
b Committed Reserves	\$0	\$0	\$0	\$0	\$30,000	\$30,000
c Carryover	\$0	\$0	\$0	\$16,751	\$110,000	\$126,751
3 Membership	\$0	\$10,500	\$0	\$0	\$0	\$10,500
4 Grant	\$0	\$0	\$0	\$0	\$0	\$0
5 Advertising	\$0	\$11,725	\$0	\$0	\$0	\$11,725
<b>Total Income</b>	<b>\$150,000</b>	<b>\$22,225</b>	<b>\$0</b>	<b>\$16,751</b>	<b>\$800,411</b>	<b>\$989,387</b>
<b>Expenses</b>						
<b>Personnel</b>						
6 Wages	\$26,450	\$0	\$0	\$16,751	\$121,799	\$165,000
7 Payroll Expense	\$0	\$0	\$0	\$0	\$29,160	\$29,160
<b>Total Personnel</b>	<b>\$26,450</b>	<b>\$0</b>	<b>\$0</b>	<b>\$16,751</b>	<b>\$150,959</b>	<b>\$194,160</b>
<b>Administration</b>						
8 Rent	\$0	\$0	\$0	\$0	\$10,001	\$10,001
a 15 Overlook Dr	\$0	\$0	\$0	\$0	\$110,000	\$110,000
9 Utilities	\$0	\$0	\$0	\$0	\$19,680	\$19,680
10 Memberships	\$0	\$0	\$0	\$0	\$2,760	\$2,760
11 Subscriptions	\$0	\$0	\$0	\$0	\$16,000	\$16,000
12 Maintenance	\$0	\$0	\$0	\$0	\$3,900	\$3,900
13 Supplies	\$0	\$0	\$0	\$0	\$8,500	\$8,500
14 Postage	\$0	\$0	\$0	\$0	\$1,000	\$1,000
15 Insurance	\$850	\$0	\$0	\$0	\$3,200	\$4,050
16 Professional Fees	\$1,700	\$0	\$0	\$0	\$19,500	\$21,200
17 TAC	\$1,000	\$0	\$0	\$0	\$0	\$1,000
18 Professional Development	\$0	\$0	\$0	\$0	\$2,500	\$2,500
<b>Total Admin</b>	<b>\$3,550</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$197,041</b>	<b>\$200,591</b>
<b>Leisure Traveler Marketing</b>						
9a Media Placement	\$82,300	\$0	\$0	\$0	\$118,260	\$200,560
9b Management	\$10,400	\$0	\$0	\$0	\$14,300	\$24,700
9c Planning and Reporting	\$9,600	\$0	\$0	\$0	\$13,200	\$22,800
9d Production	\$7,200	\$0	\$0	\$0	\$9,900	\$17,100
20 Conventions Meetings & Groups	\$0	\$0	\$0	\$0	\$40,000	\$40,000
21 Destination Development	\$0	\$0	\$0	\$0	\$170,000	\$170,000
22 Opportunity	\$1,000	\$0	\$0	\$0	\$5,000	\$6,000
23 Marketing Grants	\$0	\$0	\$0	\$0	\$51,751	\$51,751
24 Photo & Video Library	\$0	\$0	\$0	\$0	\$10,000	\$10,000
25 Visitor Guide	\$4,500	\$7,500	\$0	\$0	\$0	\$12,000
26 Joint Venture	\$5,000	\$14,000	\$0	\$0	\$0	\$19,000
27 Trade Shows	\$0	\$0	\$0	\$0	\$0	\$0
28 Website	\$0	\$0	\$0	\$0	\$10,000	\$10,000
29 Events	\$0	\$725	\$0	\$0	\$10,000	\$10,725
30 Reserves	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Expenses</b>	<b>\$150,000</b>	<b>\$22,225</b>	<b>\$0</b>	<b>\$16,751</b>	<b>\$800,411</b>	<b>\$989,387</b>
<b>Net Profit</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

# Tourism Business Improvement District No. 1307 Map of District Boundaries



**Legend**

-  Incorporated Parcels
-  City Limit Bdry
-  Parcels

N



Commission Meeting Date: July 20, 2021  
**CITY OF GREAT FALLS**  
**COMMISSION AGENDA REPORT**

**Item:** Annual Budget Hearing on Resolution 10411 – Annual Budget Resolution

**From:** Gregory T. Doyon, City Manager

**Initiated By:** Statutory Budget Requirements

**Presented By:** Melissa Kinzler, Finance Director

**Action Requested:** Annual Budget Hearing

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**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 (adopt/deny) Resolution 10411 - Annual Budget Resolution.”

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

**Staff Recommendation:** Staff recommends the City Commission conduct the budget hearing, consider any budget changes which may be recommended during the budget hearing; and adopt Resolution 10411.

**Background:** Prior to the adoption of the City’s annual budget, the City is required to hold public hearings on the proposed annual budget.

The City started the Fiscal Year 2022 budget process in April with internal discussions about how the process would look different than prior years because of federal COVID-19 relief. After discussing with staff, the City Manager determined the development of department requested budgets would be done primarily within the Finance office, and then each department would be asked to review their prepared budget.

The budget strategy for FY 2022 and for the prior year, FY 2021, was one of economic recovery from COVID-19. Therefore, the budget was developed without utilizing any increases to property taxes, property assessments, or utility rates. Also, departments were asked to only request additional budget for items critically essential to their operations.

The final proposed budget was presented to the City Commission in its entirety at a Special Work Session on June 21, 2021. An additional Special Work Session was June 22, 2021 to discuss any budget questions.

The City will be having separate budget discussions and mid-year budget amendments will be made to allocate the spending of the CARES Grant and American Rescue Plan Act COVID relief money from the federal government. This proposed budget is for the normal operations of the City without considering the use of this one-time money.

Section 7-6-4024, MCA, requires that a hearing be held on the preliminary budget prior to its adoption. The budget must be approved and adopted by resolution by the later of the first Thursday after the first Tuesday in September or within 30 calendar days of receiving certified taxable values from the Montana Department of Revenue. The budget is not considered finalized until the setting of tax levies. The setting of the tax levies will be scheduled when the Montana Department of Revenue has certified taxable values for the City of Great Falls, usually in August.

**Fiscal Impact:** There is no fiscal impact for property owners with this budget because the inflationary factor and increases for the permissive medical levy were not utilized. The City anticipates \$400,000 from newly taxable property, which will be known for certain after receipt of Certified Taxable Values from the DOR. The General Fund budget is presented using \$736,648 of fund balance. This would lower the projected FY 2022 Fund Balance to 20.8%. The recommended minimum policy of the City is 22%.

**Alternatives:** If the hearing on the budget is not held, the City would not be able to adopt the Annual Budget Resolution required by state statute. The City could choose to utilize the inflationary factor and increase for the permissive medical levy to offset the use of fund balance in the budget. Likewise, the City could reduce General Fund expenditures by \$736,648.

**Concurrences:** The proposed Fiscal Year 2022 Budget was presented by the City Manager on June 21, 2021, and June 22, 2021, at City Commission Special Work Sessions.

**Attachments/Exhibits:**

Resolution 10411

Resolution 10411 Appendix A

**RESOLUTION NO. 10411**  
**ANNUAL BUDGET RESOLUTION**  
**A RESOLUTION RELATING TO FINAL BUDGETS AND ANNUAL**  
**APPROPRIATIONS FOR THE FISCAL YEAR**  
**BEGINNING JULY 1, 2021 AND ENDING JUNE 30, 2022**

**WHEREAS**, Montana Code Annotated (MCA), 7-6-4024, requires that the budget be approved and adopted by resolution by the later of the first Thursday after the first Tuesday in September or within 30 calendar days of receiving certified taxable values from the Department of Revenue, and

**WHEREAS**, the notice of hearing on preliminary budget was published in accordance with Section 7-1-4127, MCA, as required by Section 7-6-4021, MCA, and

**WHEREAS**, the hearing on preliminary budget from property taxes was held in accordance with Section 7-1-4131, MCA, and Section 7-6-4024, MCA, and,

**WHEREAS**, the Official City Code of the City of Great Falls, Title 2, Chapter 3, Section 2.3.040 states the Municipal Court Clerk salary set by Commission resolution, and,

**WHEREAS**, the Government Finance Officers Association recommends an unreserved fund balance in the General Fund of “no less than two months of regular general operating revenues or regular general fund operating expenditures”,

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF GREAT FALLS, MONTANA:**

Section 1. - Legal Spending Limits

The legal spending limits of the City of Great Falls are established at the fund level. Appendix A establishes each fund’s level. (7-6-4030, MCA)

Section 2. - Implementation Authority

2.1 The City Manager is hereby delegated appropriation authority for the expenditure of funds from any or all of the following:

- a. debt service funds for obligations related to debt approved by the governing body;
- b. trust funds for obligations authorized by trust covenants;
- c. any fund for federal, state, local or private grants and shared revenue accepted and approved by the governing body;
- d. any fund for special assessments approved by the governing body;
- e. the proceeds from the sale of land;
- f. any fund for gifts or donations; and,
- g. money borrowed during the fiscal year. (7-6-4006, MCA)

2.2 The City Manager is hereby delegated authority to adjust appropriations funded by fees throughout the fiscal year in any or all of the following:

- a. proprietary fund appropriations (enterprise and internal service funds);
- b. general fund for fee supported services;

- c. information technology fund for fee supported mapping services;
  - d. natural resources fund for fee supported forestry services; and,
  - e. permits fund. (7-6-4012, MCA)
- 2.3 The authority to make transfers of appropriations between funds is retained by the City Commission.
- 2.4 The City Manager is hereby delegated the authority to make transfers or revisions within appropriations of any fund.
- 2.5 The City Manager may delegate to his department directors the authority to make transfers or revisions within or among appropriations of specific operations within a fund, limited to the division level of accountability.
- 2.6 Joint operating agreements approved by the governing body; insurance recoveries or dividends; hazardous material recoveries, and refunds or reimbursements of expenditures shall automatically amend the annual appropriations or reduce recorded expenditures whichever is correct in accordance with Generally Accepted Accounting Principles (GAAP).

### Section 3. - Appropriation Carryovers

Generally Accepted Accounting Principles (GAAP) require expenditures to be recognized in the fiscal year in which the goods or services are received.

- 3.1 Previous fiscal year appropriations for incomplete improvements in progress of construction, or segments thereof, are hereby declared authorized appropriations in addition to the appropriations set out in Appendix A., provided they meet the following criteria:
- a. related financing was provided in the prior fiscal year;
  - b. the appropriations were not obligated by year end;
  - c. the purpose was not included, or rejected, in current budget financing or appropriations; and,
  - d. the City Manager determines the appropriation is still needed.
- 3.2 Outstanding purchase orders and other obligations, representing a City obligation to pay the claim after receipt of the goods or services, are recognized as "claims incurred". They are hereby declared authorized "carryover" appropriations in addition to the appropriations set out in Appendix A., provided they meet the following criteria:
- a. related financing was provided in the prior fiscal year;
  - b. the appropriations were not otherwise obligated by year end;
  - c. the purpose was not included, or rejected, in current budget financing or appropriations; and,
  - d. the City Manager determines the appropriation is still needed.

### Section 4. - Appropriated Reserves

Reserves which have been established for specific purposes, such as Equipment Revolving Scheduled (ERS) reserves, are hereby declared to be appropriations available for expenditure according to the reserve purpose. They shall be acknowledged as current appropriations upon



the determination by the City Manager that they are currently needed to serve their intended purpose. Unexpended reserves shall be carried forward to meet future needs in accordance with their purpose.

#### Section 5. Contingency Account

- 5.1 Contingency account appropriations are provided by the City Commission as flexible appropriations. They are intended to provide the City Manager with an effective management tool for adjusting to changing circumstances throughout the budgetary year.
- 5.2 The City Manager is delegated the authority to transfer part or all of any contingency appropriation and related financing. Use of contingency appropriations is restricted to transfers of that appropriation authority to specific operating budgets. Proper classification of expenditures to specific operations is required. Accordingly, charging of expenditures directly to Contingency accounts is prohibited.
- 5.3 The Contingency appropriation is a two part authorization, determined on whether cash funding has been allocated in the General Fund during budget development:
  - a. General Fund financed; and,
  - b. Unfunded - a specific fund cash balance, additional revenue, or other funding source must be identified before the “unfunded” contingency appropriation may be used.

#### Section 6. - Classification and Pay Plan

- 6.1 The objective of the City’s Classification and Pay Plan is to enable the City to retain, and when necessary, recruit competent employees. Therefore, the Plan must be a dynamic tool which is continuously updated.
- 6.2 The City Manager is authorized to administratively change the Classification and Pay Plan. Annual pay surveys, continual or periodic review of positions with changed duties or responsibilities, and additions to the classification plan of changed and new classes of work will assure that the Classification and Pay Plan remains current and equitably meets the needs of the City and its employees.

#### Section 7. - Budgetary Authority

References to statutes, or to consistency with statutory authority, are for information purposes only. Nothing in this resolution shall be considered to mitigate or compromise the City’s self-governing authority.

#### Section 8. - Accounting Structure

Staff is hereby directed to establish and maintain City accounting structure in accordance with Generally Accepted Accounting Principles (GAAP). Statutes, ordinances, resolutions or other authoritative sources shall be implemented according to their intent and GAAP. Staff shall provide for conformance with the Commission's limits for financing and appropriation under authorized budgets whenever making proper modifications to accounting structure.

Section 9. – Municipal Court Clerk Salary

The City Manager is authorized to administratively set the salary of the Municipal Court Clerk using the following salary range:

Municipal Court Clerk                      \$42,692 to \$64,038

Section 10. – Fund Balance

As permitted by Mont. Code Ann. § 7-6-4034, the General Fund unreserved fund balance shall be considered adequate at 22% of annual appropriations. All other tax levy supported funds shall be considered adequate at 17% of annual appropriations. An unreserved fund balance for other operating funds of the City shall be considered adequate at a range of 8% to 17% of annual appropriations for seasonal operations, and 8% to 17% of annual appropriations for all other operating funds.

Such unreserved fund balances shall be used to meet extended revenue cycles, meet short term economic difficulties, respond to unique opportunities, provide for one-time expenditures, and respond to emergency and disaster situations. The balances should not be available to meet recurring operating expenses.

PASSED AND ADOPTED by the City Commission of the City of Great Falls, Montana, July 20, 2021.

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

ATTEST:

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

(Seal of the City)

APPROVED FOR LEGAL CONTENT:

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

# Resolution No. 10411 Annual Budget Resolution: Appendix A

Funds	+ Working Capital Sources				- Working Capital Uses			Ending Balance	Reserved Balance	Available Balance
	Beginning Balance	Revenues	Transfers In	Total Sources	Expenditures	Transfers Out	Total Uses			
General	12,528,137	34,699,938	0	34,699,938	33,777,408	1,659,178	35,436,586	11,791,489	4,584,830	7,206,659
<b>Special Revenue Funds</b>										
Covid Recovery Fund	15,286,428	9,736,368	0	9,736,368	0	0	0	25,022,796	0	25,022,796
Park & Rec Special Revenue	902,840	77,900	0	77,900	28,319	0	28,319	952,421	405,777	546,644
Parkland Trust	134,293	0	0	0	0	0	0	134,293	134,293	0
Library	568,976	1,135,824	350,000	1,485,824	1,718,249	0	1,718,249	336,551	0	336,551
Library Foundation	338,947	240,356	0	240,356	239,256	0	239,256	340,047	340,047	0
Planning & Comm Dev	123,129	1,128,840	271,932	1,400,772	1,472,213	0	1,472,213	51,688	0	51,688
Central MT Ag Tech TID	1,194,292	371,517	0	371,517	122,344	0	122,344	1,443,465	1,443,465	0
Airport TID	185,395	98,023	0	98,023	7,918	0	7,918	275,500	275,500	0
Downtown TID	2,398,286	0	0	0	0	0	0	2,398,286	2,398,286	0
East Industrial Ag Tech TID	122,513	514,000	0	514,000	475,794	0	475,794	160,719	160,719	0
Economic Revolving	20,411	0	0	0	0	0	0	20,411	20,411	0
Permits	487,143	980,721	0	980,721	1,375,561	0	1,375,561	92,303	0	92,303
Natural Resources	379,531	448,617	256,277	704,894	842,348	0	842,348	242,077	31,886	210,191
Portage Meadows	82,550	65,252	0	65,252	67,073	0	67,073	80,729	0	80,729
Park Maintenance District	2,487,466	1,500,000	0	1,500,000	2,232,796	0	2,232,796	1,754,670	0	1,754,670
Street District	2,358,494	6,194,575	0	6,194,575	7,420,447	50,000	7,470,447	1,082,622	0	1,082,622
Support & Innovation	96,658	764,216	0	764,216	764,216	0	764,216	96,658	0	96,658
Gas Tax BaRSAA	1,572,234	1,000,000	50,000	1,050,000	2,325,000	0	2,325,000	297,234	0	297,234
911 Special Revenue	916,803	612,447	0	612,447	0	346,674	346,674	1,182,576	1,182,576	0
Police Special Revenue	273,677	37,761	0	37,761	900	0	900	310,538	310,538	0
HIDTA Special Revenue	(29,806)	216,975	0	216,975	69,998	0	69,998	117,171	117,171	0
Fire Special Revenue	54,957	6,600	0	6,600	0	0	0	61,557	61,557	0
Federal Block Grant	1,288,010	1,286,120	0	1,286,120	1,286,120	0	1,286,120	1,288,010	1,288,010	0
HOME Grant	56,077	283,494	0	283,494	283,494	0	283,494	56,077	56,077	0
Housing Authority	0	1,587,641	0	1,587,641	1,587,641	0	1,587,641	0	0	0
Street Lighting Districts	1,550,496	1,111,842	0	1,111,842	1,416,335	0	1,416,335	1,246,003	0	1,246,003
<b>Special Revenue Funds Total</b>	<b>32,849,802</b>	<b>29,399,089</b>	<b>928,209</b>	<b>30,327,298</b>	<b>23,736,022</b>	<b>396,674</b>	<b>24,132,696</b>	<b>39,044,404</b>	<b>8,226,312</b>	<b>30,818,092</b>
<b>Debt Service Funds</b>										
Soccer Park Bond	46,381	164,500	0	164,500	171,013	0	171,013	39,868	39,868	0
West Bank TID	1,244,858	865,684	0	865,684	327,670	0	327,670	1,782,872	1,782,872	0
Downtown TID Bonds	1,014,764	1,582,000	0	1,582,000	514,463	0	514,463	2,082,301	2,082,301	0
Improvement District Revolving	39,935	0	0	0	1,280	0	1,280	38,655	38,655	0
Master Debt SILD	42,393	15,984	0	15,984	3,308	0	3,308	55,069	55,069	0
General Obligation Taxable Bond	9,038	0	144,846	144,846	145,390	0	145,390	8,494	8,494	0
<b>Debt Service Funds Total</b>	<b>2,397,369</b>	<b>2,628,168</b>	<b>144,846</b>	<b>2,773,014</b>	<b>1,163,124</b>	<b>0</b>	<b>1,163,124</b>	<b>4,007,259</b>	<b>4,007,259</b>	<b>0</b>
<b>Capital Projects Funds</b>										
General Capital Projects	374,126	0	0	0	0	0	0	374,126	374,126	0
Improvement Districts Projects	5,812	0	0	0	0	0	0	5,812	5,812	0
Downtown TID Capital Projects	5,471,871	0	0	0	0	0	0	5,471,871	5,471,871	0
Hazard Removal	44,831	0	0	0	0	0	0	44,831	44,831	0
<b>Capital Projects Funds Total</b>	<b>5,896,639</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5,896,639</b>	<b>5,896,639</b>	<b>0</b>
<b>Enterprise Funds</b>										
Golf Courses	(964,832)	1,530,597	0	1,530,597	1,402,295	0	1,402,295	(836,530)	0	(836,530)
Water	10,396,527	13,384,445	0	13,384,445	16,191,152	0	16,191,152	7,589,820	4,004,597	3,585,223
Sewer	15,771,869	10,759,996	0	10,759,996	14,867,921	0	14,867,921	11,663,944	5,252,465	6,411,479
Storm Drain	2,193,242	2,950,800	0	2,950,800	3,730,469	0	3,730,469	1,413,573	919,928	493,645
Sanitation	554,227	3,870,325	0	3,870,325	4,139,138	0	4,139,138	285,414	180,609	104,805
Swimming Pools	277,903	478,200	267,861	746,061	762,682	0	762,682	261,282	0	261,282
911 Dispatch Center	1,772,092	1,869,706	346,674	2,216,380	2,266,463	0	2,266,463	1,722,009	1,722,009	0
Parking	138,995	440,900	0	440,900	669,378	0	669,378	(89,483)	49,026	(138,509)
Recreation	(211,444)	408,500	39,206	447,706	526,023	0	526,023	(289,761)	0	(289,761)
Multisports	(18,062)	152,160	0	152,160	171,730	0	171,730	(37,632)	0	(37,632)
Ice Breaker Run	10,999	72,400	0	72,400	70,756	0	70,756	12,643	0	12,643
Civic Center Events	(163,885)	379,325	265,913	645,238	677,489	0	677,489	(196,136)	(0)	(196,136)
Special State Projects	0	383,402	0	383,402	383,402	0	383,402	0	0	0
Port Authority	127,453	0	0	0	0	0	0	127,453	127,453	0
<b>Enterprise Funds Total</b>	<b>29,885,084</b>	<b>36,680,756</b>	<b>919,654</b>	<b>37,600,410</b>	<b>45,858,898</b>	<b>0</b>	<b>45,858,898</b>	<b>21,626,596</b>	<b>12,256,086</b>	<b>9,370,510</b>
<b>Internal Service Funds</b>										
Central Garage	3,221,865	3,332,924	0	3,332,924	3,313,671	0	3,313,671	3,241,118	1,638,200	1,602,918
Information Tech	265,277	1,607,775	0	1,607,775	1,774,239	0	1,774,239	98,813	163,953	(65,140)
Insurance & Safety	382,757	1,434,460	0	1,434,460	1,541,785	0	1,541,785	275,432	0	275,432
Health & Benefits	(20,735)	11,138,527	0	11,138,527	11,138,527	0	11,138,527	(20,735)	0	(20,735)
Human Resources	60,209	979,508	0	979,508	1,003,401	0	1,003,401	36,316	0	36,316
City Telephone	40,687	89,435	0	89,435	83,024	0	83,024	47,098	0	47,098
Finance	143,775	1,911,150	0	1,911,150	1,957,258	0	1,957,258	97,667	0	97,667
Engineering	376,416	1,855,528	63,143	1,918,671	2,191,903	0	2,191,903	103,184	11,593	91,591
Public Works Admin	248,222	725,685	0	725,685	728,004	0	728,004	245,903	5,271	240,632
Civic Center Facility Services	239,456	645,161	0	645,161	645,161	0	645,161	239,456	97,116	142,340
<b>Internal Service Funds Total</b>	<b>4,957,929</b>	<b>23,720,153</b>	<b>63,143</b>	<b>23,783,296</b>	<b>24,376,973</b>	<b>0</b>	<b>24,376,973</b>	<b>4,364,252</b>	<b>1,916,133</b>	<b>2,448,119</b>
<b>Total</b>	<b>88,514,960</b>	<b>127,128,104</b>	<b>2,055,852</b>	<b>129,183,956</b>	<b>128,912,425</b>	<b>2,055,852</b>	<b>130,968,277</b>	<b>86,730,639</b>	<b>36,887,259</b>	<b>49,843,380</b>



Commission Meeting Date: July 20, 2021

**CITY OF GREAT FALLS  
COMMISSION AGENDA REPORT**

**Item:** 2019/2020 Annual Action Plan Amendment Public Hearing – CDBG-CV Funding Allocation

**From:** Planning & Community Development Department

**Initiated By:** Tonya Shumaker, CDBG Administrator, Planning & Community Development

**Presented By:** Craig Raymond, Director, Planning & Community Development

**Action Requested:** Adoption of the Amendment to the 2019/2020 Annual Action Plan

**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 (adopt/not adopt) the Program Year 2019/2020 Annual Action Plan Amendment.”
2. Mayor requests a second to the motion, Commission discussion, and calls for the vote.

**Staff Recommendation:** Staff recommends that the City Commission adopt the Program Year 2019/2020 Annual Action Plan Amendment.

**Summary:** The purpose of amending the already amended 2019/2020 Annual Action Plan is to identify funding priorities for additional COVID-19 relief (CDBG-CV) funding that is being provided to the City from the U.S. Department of Housing and Urban Development (HUD) as well as the remaining CDBG-CV funds which have not yet been spent from previous allocations. On March 27, 2020, the Coronavirus Aid, Relief, and Economic Security Act (CARES Act) made available \$5 billion in CDBG funds that must be used “to prevent, prepare for, and respond to the coronavirus (COVID-19).” The City received a letter from HUD indicating that the City’s additional allocation of funds will be \$236,375, resulting in \$711,890 of CDBG-CV funding in the aggregate. To date, the City Commission has approved two grant agreements for CDBG funds, one in the amount of \$185,725 to Alluvion Health to purchase a mobile vaccination and testing unit and another in the amount of \$50,000 to the YWCA for COVID-19 counseling.

Staff has amended the Annual Action Plan and already completed the required public comment period. There was one comment submitted during that period, which is attached. The amendment has outlined Public Service activities that prevent, prepare for, and respond to the coronavirus (COVID-19) as the main project priority for the CDBG-CV funding. It is noted that Economic Development was removed as a project priority due to a lack of applications for this type of funding. Presuming approval, the funds will be available for potential grant applicants by the late summer/early fall.

**Fiscal Impact:** If the City is able to eventually award grants from the new allocation of CDBG-CV funds, this could greatly assist social service agencies in providing services to those that have been negatively impacted by the COVID-19 pandemic.

**Alternatives:** The Commission could choose not to adopt the amended plan. This would eliminate the possibility of the City's CDBG program being able to allocate funds from the new grant program offered by HUD. The City has a final deadline of August 16, 2021 for the Amended 2019/2020 Action Plan to be submitted in order for the CDBG-CV additional allocation to be made available to the City.

**Concurrences:** No other City department concurrences are necessary for this item.

**Attachments/Exhibits:**

Amendment to 2019/2020 Annual Action Plan – CDBG-CV  
Public Comment

## Second Amendment to the 2019-2020 Annual Action Plan

**NOTE:** The City received an additional allocation of CDBG-CV funding in the amount of \$236,375 that has been added as part of this amendment. Additionally, CV-Economic Development was removed as a priority due to a lack of applications. As a result CV-Public Service activities greatly increased which will provide a unique opportunity for the community to address the growing need of Public Services in response and the prevention of the Coronavirus.

### AP-35 Projects – 91.220(d)

**Projects**

#	Project Name
1	2019 Residential Housing Rehab
2	2019 Economic Development
3	2019 Public Improvements
4	2019 Public Services
5	2019 Fair Housing Specialist
6	2019 Loan Program Specialist
7	2019 CDBG/HOME Administration
8	2019 HOME Investment Partnership Program
9	2019 CHDO Project
<b>10</b>	<b>CV-Public Services</b>
<b>11</b>	<b>CV-CDBG Admin</b>

### AP-38 Project Summary

<b>10</b>	<b>Project Name</b>	<b>CV-Public Services</b>
	<b>Target Area</b>	City of Great Falls
	<b>Goals Supported</b>	Public Services
	<b>Needs Addressed</b>	Public Services
	<b>Funding</b>	<b>CDBG-CV: \$569,512</b>
	<b>Description</b>	Public service activities specifically to LMI individuals. This includes but is not limited to providing equipment, supplies, and materials to new or expanding public service activities that are directly related to prevent, prepare for, or respond to the Coronavirus.
	<b>Target Date</b>	6/30/2022
	<b>Estimate the number and type of families that will benefit from the proposed activities</b>	70 LMI families will be served
	<b>Location Description</b>	All activities will be undertaken within the City of Great Falls.

	<b>Planned Activities</b>	Public service activities specifically to LMI individuals. This includes but is not limited to providing equipment, supplies, and materials to new or expanding public service activities that are directly related to prevent, prepare for, or respond to the Coronavirus.
<b>11</b>	<b>Project Name</b>	<b>CV-CDBG Admin</b>
	<b>Target Area</b>	City of Great Falls
	<b>Goals Supported</b>	Public Services
	<b>Needs Addressed</b>	Public Services
	<b>Funding</b>	<b>CDBG-CV: \$142,378 (20% Administrative Allowance)</b>
	<b>Description</b>	Staff to Administer, Manage, and Monitor the CDBG-CV Grant.
	<b>Target Date</b>	6/30/2022
	<b>Estimate the number and type of families that will benefit from the proposed activities</b>	
	<b>Location Description</b>	All activities will be undertaken within the City of Great Falls.
	<b>Planned Activities</b>	Staff to Administer, Manage, and Monitor the CDBG-CV Grant.

## Tonya Shumaker

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**From:** Shyla Patera <shycpat@icloud.com>  
**Sent:** Thursday, June 17, 2021 10:30 AM  
**To:** Tonya Shumaker; Tom Osborn; Shyla Patera; commission  
**Subject:** City CDBG and Annual Action Plan Amendments

My name is Shyla Patera. I am writing this comment in regards to the CDBG admin amendment that is to be submitted to hide shortly. I'll submit these comments on both long-term goals in short term needs. During the COVID-19 stay at home crisis or period, I heard from a lot of people that needed food delivered and equipment for wheelchairs and other types of durable medical equipment. I particularly found the farm the food box helpful in my own situation. I appreciate that EBT is taken by

many farmers markets including our own to purchase food . An idea as a short term solution for coronavirus ARPA funds is to maybe consider like a restaurant collective similar to the little free pantries being considered now! This idea would involve local restaurants delivering meals in a food box if individuals or families needed and are or food boxes through local churches or nonprofits.

Another issue is housing Great Falls homeless population. Many of us had talked about tiny homes and how to make them wheelchair or mobility accessible! Gateway ,ZYL Vardos, and Med Cottage, ( Pennsylvania)and TinyIdahomes (Emmett, Idaho ) FabCab (Seattle) Zoning may be an issue in Great Falls as it has been for other community issues but I thought I'd bring the short term issues and ideas to the local discussion!

Now ,for the longer-term ideas that NCILS and others have been discussing over a frequent period of time. The first is we need more visitable, affordable, universally designed housing in Great Falls. This may take many discussions with community developers and city staff as well as advocates from North Central Independent Living Services Inc. I am advocating that GFPD, and GFFR ,and Great Falls Emergency Services approach FEMA about getting an accessible medical transport vehicle in their combined fleet .I am also advocating for ADA accessible funding for housing rehab and community sidewalks as well as curb ramps at the same time! I believe that we need to study pedestrian and traffic safety and measure how beneficial the current traffic timing and crosswalk system is to those who use mobility devices and our pedestrians in Great Falls.

I would also hope that employment and accessibility for citizens of Great Falls include competitive integrated employment options I am hopeful that city leaders will sit down with employers, Social Security benefits planners and advocates for hiring and accommodating people with disabilities. I am hopeful that we can potentially write an ADA employment plan for the City of Great Falls.

On policies and procedures, particularly as it involves potential eviction proceedings regarding the eligibility and keeping of HUD vouchers for our city residents who utilize them! I am advocating for Great Falls leaders as well as city staff to meet through Zoom with landlords, tenants and advocates to discuss short term and long term city eviction protections if the federal eviction moratorium is lifted or modified. Why is the city not applying for ARPA vouchers, utilizing main stream vouchers for people with disabilities and other potential funding streams to construct visitable universal designed housing or rehabilitation modifications? Thank you for your time and consideration of these short term and long time CDBG amendment asks of myself and North Central Independent Living Services, Inc.

Shyla Patera IL Specialist  
 North Central Independent Living Services ,Inc.  
 1120 25 th Avenue North East  
 Black Eagle, Montana 59414  
 (406) 452-9834  
 spaterra@ncils.org





Commission Meeting Date: July 20, 2021

**CITY OF GREAT FALLS**  
**COMMISSION AGENDA REPORT**  
**REVISED**

**Item:** Resolution 10420 - A Resolution by the City Commission of the City of Great Falls, Montana, amending Section (1) B of Resolution 10392 establishing the rates, fees and penalties associated with Title 10 of the Official Code of the City of Great Falls (OCCGF) pertaining to the City's parking system.

**From:** Craig Raymond, Director, Planning & Community Development

**Initiated By:** Craig Raymond, Director, Planning & Community Development

**Presented By:** Craig Raymond, Director, Planning & Community Development

**Action Requested:** City Commission adopt Resolution 10420

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**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 (adopt/deny) Resolution ~~10240~~ **10420**."

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

**Staff Recommendation:** Staff recommends that the City Commission adopt Resolution 10420.

**Summary:** On May 4, 2021, The City Commission adopted Resolution 10392 which provided for various changes to parking program fees. The Commission also approved the purchase of parking enforcement equipment and software in November of 2020. Since the installation of the new multi-space pay stations, staff, Parking Advisory Commission (PAC) members and downtown merchants have been receiving significant amounts of negative feedback regarding the inconvenient location of the new equipment for citizens with mobility or other physical impairments. Given the new machines are typically located as close to mid-block as possible, it was felt that the distance from many of the ADA parking spots to the pay stations and then onward to the desired business was too far to be considered reasonably located. Although the current configuration is not likely out of compliance with ADA requirements, staff placed the item on the May 2021 PAC meeting for discussion and possible action. The PAC discussed the matter and considered multiple options to resolve the issue including replacing the old meters at the head of each

ADA signed parking stall. This was not preferred as it would void any benefits and savings that purchasing and utilizing the new LPR enforcement technology afforded. It was also noted that any citizen could use the Passport app instead of using the pay stations. Regardless, it was ultimately decided to recommend to the City Commission that all officially signed ADA parking stalls should be free of charge thereby eliminating those parking in these designated spots from needing to use the mid-block pay stations. This approach appears to be the most cost effective and reasonable solution considered.

**Fiscal Impact:** Given the antique nature of the old meters and their lack of ability to provide essential data it is not known exactly how much revenue would be lost by providing limited free parking spots although it is thought to be the least cost approach to resolving the issue.

**Alternatives:** The City Commission may choose not to adopt Resolution 10420 and remand the matter back to the PAC for further consideration or keep parking fees unchanged.

**Concurrences:** The PAC has been advised of the proposed fee change and is supportive of the measure.

**Attachments/Exhibits:**

Resolution 10420

Downtown Parking District Map

**RESOLUTION NO. 10420**

**A RESOLUTION BY THE CITY COMMISSION OF THE CITY OF GREAT FALLS, MONTANA, ESTABLISHING THE RATES, FEES AND PENALTIES ASSOCIATED WITH TITLE 10 OF THE OFFICIAL CODE OF THE CITY OF GREAT FALLS (OCCGF) PERTAINING TO THE CITY'S PARKING SYSTEM.**

\*\*\*\*\*

**WHEREAS**, Title 10 of the OCCGF provides for various parking system related rates, fees and penalties to be established by Resolution; and

**WHEREAS**, a financially sound parking system and properly maintained parking facilities are essential to the continuing redevelopment of downtown Great Falls and to the many citizens and visitors who use those facilities; and

**WHEREAS**, the parking meter equipment was archaic making it difficult to repair or replace; and

**WHEREAS**, after considerable public input and fully studying the matter, the Parking Advisory Commission recommended the implementation of new equipment and technologies; and

**WHEREAS**, at the recommendation of the Parking Advisory Commission, the City Commission adopted Resolutions 10375 on November 4, 2020, and 10392 on May 4, 2021, implementing fees associated with the new equipment and technology; and

**WHEREAS**, subsequently, the Parking Advisory Commission received numerous complaints regarding the Americans with Disabilities Act (ADA) accessible parking spaces not being conducive to the locations of the newly installed payment kiosks; and

**WHEREAS**, after further review of the matter, the Parking Advisory Commission has set forth the recommendations herein.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF GREAT FALLS, MONTANA, THAT:**

**(1) Metered Parking.**

**A. Metered parking rate.** The rate for metered parking shall be \$1.00 per hour.

**B. Metered parking rate exception.** Mobility impaired individuals displaying an approved Disability Placard/License Plate parked in a signed, designated ADA parking space in the Downtown District, are exempt from the metered parking rate.

**C. Courtesy ticket.** The first violation by a particular vehicle, as identified by license plate number, for failure to pay for parking as required by OCCGF Title 10, Chapter 9, or for an expired meter or overtime parking as provided by OCCGF Title 10, Chapter 9, shall result in the issuance of a courtesy ticket. Said courtesy ticket thanks the driver for visiting downtown Great Falls and reminds him or her of the parking regulations. For the duration of ownership of each vehicle, only one courtesy ticket shall be issued. Courtesy tickets will not be issued for any of the other violations listed in OCCGF Title 10. A courtesy ticket will not be issued to the occupant of a vehicle that is associated with unpaid fees and/or penalties.

**D. Accelerated penalties per year for failure to pay, expired meter, and overtime violations.** The penalty for the second violation within a calendar year for failure to pay for metered parking as set forth in OCCGF Title 10, Chapter 21, or violation of expired meter or overtime parking as set forth in OCCGF Title 10, Chapter 21, shall be \$5. The penalty for the third violation within a calendar year shall be \$10; and, all subsequent violations by a particular vehicle within a calendar year shall be \$20 for each violation.

**E. Other parking penalties.** Penalties for all other violations listed in Title 10 of the OCCGF shall be \$20, except the fine for violations in disabled parking zones shall be \$100.

**F. Miscellaneous parking fees.**

- i. A \$.35 per transaction Mobile Payment for Parking (MPP) fee will be added to each parking transaction using the Mobile Payment App.
- ii. A \$3.00 per ticket paid, Citation Management Platform (CMP) Service and License fee will be added to each citation paid.
- iii. An additional 25% (CMP) service fee will be added to each citation that has not been paid within 30 days after the date of the citation for collection efforts.
- iv. A \$10 administrative fee shall be added to all penalties that are not paid within thirty (30) days after the date of the citation.
- v. A \$1.50 per notification letter fee shall be added to all citations that require notification letters to be sent to the registered owner(s) of vehicles which receive citations that are not paid within the (30) days after the date of the citation

vi. Pursuant to OCCGF Title 10, Chapter 10, the immobilization or “boot” fee shall be \$150.

vii. Pursuant to OCCGF Title 10, Chapter 9, the daily charge for a meter bag shall be \$5.

viii. Pursuant to OCCGF Title 10, Chapter 9, the monthly metered parking permits shall be \$25.

ix. Pursuant to OCCGF Title 10, Chapter 9, a nonrefundable \$100 fee must accompany an application to establish a freight or passenger loading zone, which is in addition to the actual costs of marking and/or signing the zone if the application is approved. The fee shall be waived for passenger loading zones at public schools.

x. Pursuant to OCCGF Title 10, Chapter 9, a \$75 combined application and installation fee shall be charged for disabled parking zones.

(2) **Courtesy parking.** Pursuant to OCCGF 10, Chapter 9, the cost of a courtesy parking space shall be \$400 per year for each parking space on Central Avenue, and \$300 per year for each parking space that is within the Downtown Parking Management District, but not on Central Avenue. This annual fee is in addition to the actual cost of installing the courtesy parking sign(s).

(3) **Pedlet Space Lease.** The cost for leasing each on-street parking space for the construction and occupancy of a “Pedlet” shall be the same cost as is established for a "Courtesy Parking Spot" prorated by month for the duration that the “Pedlet” consumes each on-street parking spot.

(4) **City parking facilities.** Pursuant to OCCGF Title 10, Chapter 9, the City Manager shall, on recommendation of the Parking Advisory Commission, establish the hourly, daily and monthly lease rates charged for parking in City owned or operated off street lots or garages.

**A. Parking Ramps/Garages.** The monthly lease rates for the City’s parking ramps/garages located at Second Avenue South/Third Street and First Avenue North/Fourth Street North shall be \$51 monthly. The City Manager may negotiate and authorize special incentive rates for bulk parking leases for customers who either lease numerous garage spaces and/or pre-pay leases for a period of one year or more. All fees for leases shall be non-refundable.

**B. City parking lots.** The lease rates for parking lots 2, 4, 6, 7 & 8, shall be \$0.50 per hour/\$5 per day/\$35 monthly. The City Manager may negotiate and authorize special incentive rates for bulk parking leases for customers who either lease numerous surface lot

spaces and/or pre-pay leases for a period of one year or more. All fees for leases shall be non-refundable.

**C. Digital Permits for Parking.** A \$2.50 per month service and license fee will be added to each active monthly garage or parking lot permit. Those customers purchasing an annual permit will be charged \$4.00, or charged \$.33 per month for each active annual permit.

(5) **Parking management district map.** The “Official Parking Management District Map of the City of Great Falls, Montana,” is adopted as appended to this Resolution.

**BE IT FURTHER RESOLVED BY THE CITY COMMISSION OF THE CITY OF GREAT FALLS, MONTANA,** this Resolution 10420 supersedes Resolution 10392 effective upon adoption.

PASSED AND ADOPTED by the City Commission of the City of Great Falls, Montana, July 20, 2021.

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

ATTEST:

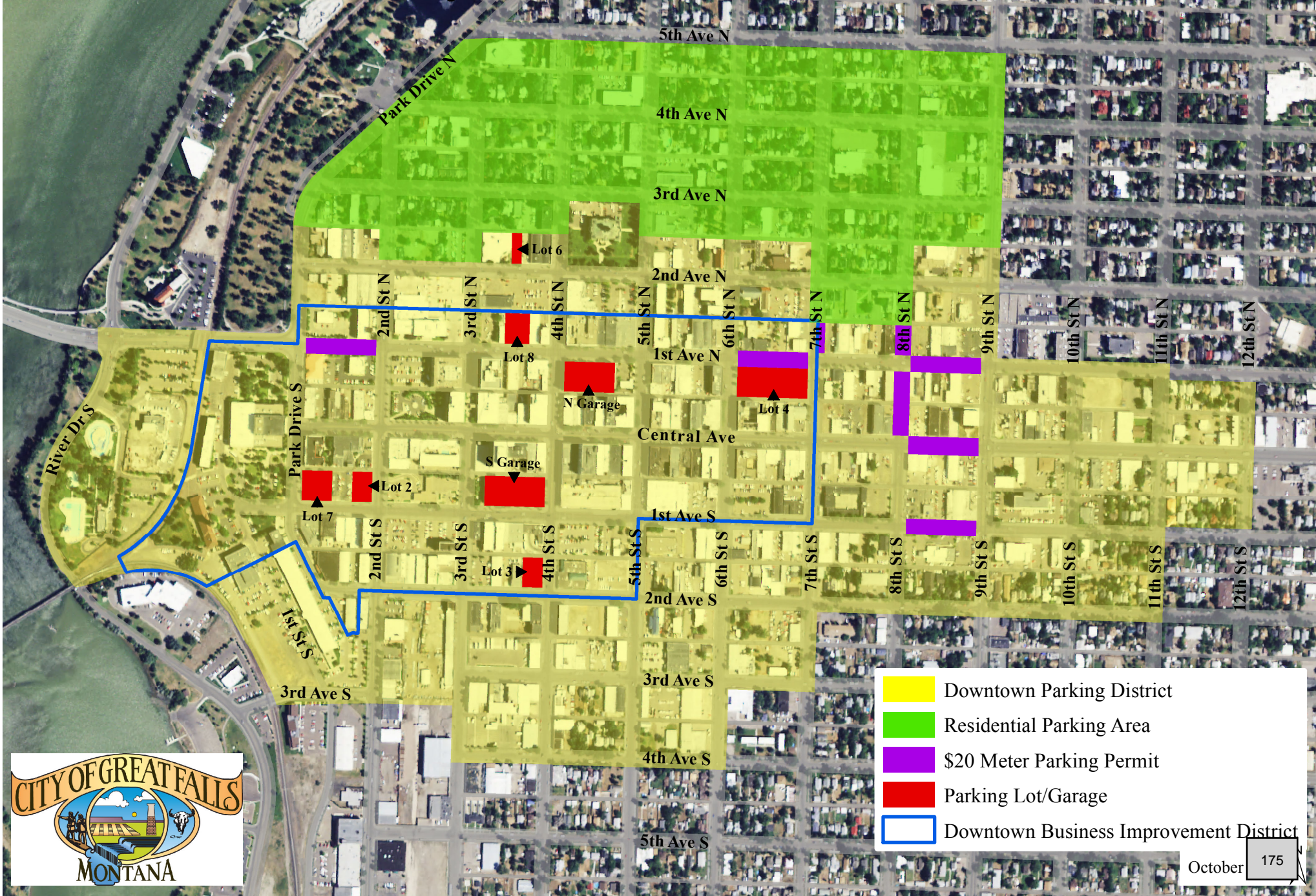
\_\_\_\_\_  
Lisa Kunz, City Clerk

(CITY SEAL)

APPROVED FOR LEGAL CONTENT:

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

# The Official Parking Management District Map of the City of Great Falls, Montana



- Downtown Parking District
- Residential Parking Area
- \$20 Meter Parking Permit
- Parking Lot/Garage
- Downtown Business Improvement District





Commission Meeting Date: July 20, 2021  
**CITY OF GREAT FALLS**  
**COMMISSION AGENDA REPORT**

**Item:** Permanent Supportive Housing Proposal Public Hearing

**From:** NeighborWorks Great Falls and Homeword

**Initiated By:** NeighborWorks Great Falls

**Presented By:** Sherrie Arey, NeighborWorks Great Falls

**Action Requested:** Conduct Public Hearing

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**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:**

No action is required by the City Commission. A record of the public hearing will be forwarded to the Department of Commerce, Board of Housing.

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**Staff Recommendation:** Staff recommends the City Commission conduct the public hearing on whether the proposed permanent supportive housing project meets a community housing need. The notice of the public hearing before the City Commission was ran in the Great Falls Tribune on July 1, 2021 and July 17, 2021.

**Summary:** NeighborWorks Great Falls and Homeword, Inc. in partnership are pursuing development of the former Baatz Building as a permanent supportive rental housing complex on the site at 400 2<sup>nd</sup> Ave. South, Great Falls. This complex will consist of approximately 24 (twenty-four), studios, one- and two-bedroom rental homes primarily for people experiencing homelessness or who have experienced chronic homelessness. Permanent supportive housing is an intervention that combines affordable housing assistance with voluntary support services to address the needs people experiencing chronic homelessness. The services are designed to build independent living and tenancy skills and connect people with community-based health care, treatment, and employment services. The project is contingent upon federal Low-Income Housing Tax Credit financing, an application will be submitted in August with awards decided in October. As a part of the application this public hearing is for the purpose of obtaining public comments regarding the community benefit (low income housing and community services) provided by the proposed project.



**Community Benefit:** The redevelopment of this building will benefit the Great Falls community in a multitude of ways. The first being, the betterment of a blighted building in downtown Great Falls. NeighborWorks Great Falls and Homeward plan to transform this vacant, boarded up building into quality apartments with a community service center, all while keeping the historic charm of the building. The second community benefit is a direct result of the permanent supportive housing model. Investments in permanent supportive housing have helped decrease the number of chronically homeless individuals by [8 percent since 2007](#). In addition to ending homelessness for people who are chronically homeless, research has demonstrated that permanent supportive housing can also increase housing stability and improve health. A cost-effective solution, permanent supportive housing has been shown to lower public costs associated with the use of crisis services such as shelters, hospitals, jails and prisons. NeighborWorks Great Falls and Homeward have included many community service partners in preliminary discussions to create a high quality project with input from across the community.

**Attachments/Exhibits:** See attached flyer.

# BAATZ BUILDING REDEVELOPMENT

400 2nd Ave South, Great Falls MT

## PERMANENT SUPPORTIVE APARTMENTS

The proposed redevelopment of the Baatz building is a partnership between NeighborWorks Great Falls and Homeward. The project will feature approximately 24 permanent supportive housing apartments for individuals and families who have experienced housing instability.

### What is Permanent Supportive Housing:

Permanent supportive housing is an intervention that combines affordable renter assistance with voluntary support services to address the needs of people experiencing chronic homelessness. The services are designed to build independent living and renting skills and connect people with community-based health care, treatment and employment services.

### Project Details:

- Approximately 24 Apartments
- Studio, 1 & 2 Bedrooms Apartments
- Service provider offices on ground level





Commission Meeting Date: July 20, 2021

**CITY OF GREAT FALLS  
COMMISSION AGENDA REPORT**

**Item:** Ordinance 3231 – An Ordinance by the City Commission of the City of Great Falls to assign R-2 Single-family Medium Density to Tract No. 2 of Certificate of Survey No. 2660.

**From:** Lonnie Hill, Planner I, Planning and Community Development

**Initiated By:** Bryan Hicks, Owner

**Presented By:** Craig Raymond, Director, Planning and Community Development

**Action Requested:** City Commission accept Ordinance 3231 on first reading and set a public hearing for August 17, 2021.

**Suggested Motion:**

1. Commissioner moves:

“I move that the City Commission (accept/not accept) Ordinance 3231 on first reading and (set/not set) a public hearing for August 17, 2021.”

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

**Staff Recommendation:**

The Zoning Commission recommended the City Commission approve the establishment of R-2 zoning of the subject property at the conclusion of a public hearing held on June 22, 2021. Staff also recommends approval of the applicant’s proposed R-2 zoning request, subject to the fulfillment of the following Conditions of Approval:

**Conditions of Approval for Annexation and Establishment of Zoning:**

1. **General Code Compliance.** Any future development of the property shall be consistent with the conditions in this report, and all codes and ordinances of the City of Great Falls, the State of Montana, and all other applicable regulatory agencies.
2. **Annexation Agreement.** The applicant shall abide by the terms and conditions as well as pay all fees specified in the attached Annexation Agreement for the Subject Property. The Annexation Agreement must be signed by the applicant and recorded at the Cascade County Clerk and Recorder.
3. **Land Use & Zoning.** Development of the property shall be consistent with the allowed uses and specific development standards of the R-2 Single-family Medium Density zoning district.

**Summary:**

The owner of the property legally described above and addressed as 2249 Upper River Road submitted an annexation by petition application on April 21, 2021 for the purpose of connecting his existing single-family residence to City water and sewer utilities. The applicant has requested R-2 Single-family Medium Density zoning for the property.

This property is located in Phase 5 of the Upper/Lower River Road Water and Sewer District (ULRRWSD). This is one of five Service Districts created to improve water quality, resolve public health issues, remove sources of groundwater contamination in the area, and improve the tax base of the community. Previously, Service Districts 1, 2, most of 3, and 4 were wholly annexed into the City. District 5 is next in line to be annexed at an undetermined date. Although the District received funding and installed water and sewer mains within the Phase 5 area, the City has not received enough petitions to move forward with a district annexation. Instead, individual property owners have petitioned for annexation over the last several years.

**Background:****Establishment of Zoning Request:**

Tract No. 2 is being proposed for R-2 Single-family Medium Density zoning. The R-2 zoning district aligns with the existing use of a single-family residence. This zoning district is also compatible the zoning for existing lots located in the nearby Grandview Addition as well as lots previously annexed into the Phase 5 Service District.

The basis for decision on zoning map amendments is listed in Official Code of the City of Great Falls (OCCGF) §17.16.40.030 of the Land Development Code. The decision of City Commission shall at a minimum consider the criteria which are attached as Findings of *Fact/Basis of Decision – Zoning Map Amendment*.

**Neighborhood Council Input:**

The subject property is located adjacent to Neighborhood Council #6. Staff provided information to the Neighborhood Council before their regularly scheduled May 5<sup>th</sup> meeting. Staff attended the May 5<sup>th</sup> meeting to present and answer questions about the ULRRWSD and informed the Council if they wanted to make a formal recommendation the item would need to be added to the agenda of their next scheduled meeting. Council Members decided to break for summer and forgo a formal vote on the project as they saw it unnecessary after questions had been answered and no issues were raised specific to this request.

**Fiscal Impact:**

Water and sewer service will be provided by the City, and the cost of the connection improvements will be borne by the applicant per the agreed upon terms of the attached Annexation Agreement. The annexation will add one lot within the city which will increase the City's tax base and increase revenue.

**Alternatives:**

The City Commission could deny acceptance of Ordinance 3231 on the first reading and not set the public hearing.

**Concurrences:**

Representatives from the City's Public Works and Legal Departments have been involved throughout the review and approval process for this project, and will continue to participate throughout the permit approval process. Both Engineering and Environmental Divisions of Public Works and the Legal Department have collaborated on the submitted Annexation Agreement.

**Attachments/Exhibits:**

- Ordinance 3231
- Ordinance 3231 Exhibit A
- Findings Of Fact/Basis of Decision – Zoning Map Amendment
- Zoning Map
- Project Narrative
- Allowable Uses by District for R-2
- Lot Area and Dimensional Standards for R-2
- Annexation Agreement

**ORDINANCE 3231**

**AN ORDINANCE ASSIGNING A ZONING CLASSIFICATION OF R-2 SINGLE-FAMILY MEDIUM DENSITY TO TRACT NO. 2 OF CERTIFICATE OF SURVEY NO. 2660, LOCATED IN THE SE 1/4 SE 1/4 OF SECTION 14, TOWNSHIP 20 NORTH, RANGE 3 EAST, P.M.M., CASCADE COUNTY, MONTANA AND THE ADJOINING RIGHT-OF-WAY OF UPPER RIVER ROAD FROM THE WEST PROPERTY LINE OF TRACT NO. 2 TO THE EXISTING CITY LIMITS LINE TO THE SOUTHEAST.**

\* \* \* \* \*

**WHEREAS**, the property owner, Bryan Hicks, has petitioned the City of Great Falls to annex the subject property, consisting of ±0.24 acre, as legally described above; and,

**WHEREAS**, Bryan Hicks has petitioned the City of Great Falls to assign a zoning classification of R-2 Single-family Medium Density to Tract No. 2 of Certificate of Survey No. 2660, upon annexation to the City; and,

**WHEREAS**, the Great Falls Zoning Commission conducted a public hearing on June 22, 2021, to consider said assignment of zoning of R-2 Single-family Medium Density district and, at the conclusion of said hearing, passed a motion recommending the City Commission assign said zoning to the property legally described as Tract No. 2 of Certificate of Survey No. 2660 located in the SE 1/4 SE 1/4 of Section 14, T20N, R3E, P.M.M., Cascade County, Montana and the adjoining right-of-way of Upper River Road from the west property line of Tract No. 2 to the existing City limits line to the southeast; and,

**WHEREAS**, notice of assigning said zoning classification to the subject property was published in the *Great Falls Tribune* advising that a public hearing on this zoning designation would be held on the 17th day of August, 2021, before final passage of said Ordinance herein; and,

**WHEREAS**, following said public hearing, it was found and decided that the assignment of R-2 zoning on said property meets the Basis of Decision requirements in the Official Code of the City of Great Falls (OCCGF), Section 17.16.40.030, and that the said zoning designation be made.

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF GREAT FALLS, MONTANA:**

Section 1. It is determined that the herein requested R-2 zoning request meets the criteria and guidelines cited in Mont. Code Ann. § 76-2-304, and Section 17.16.40.030 of the OCCGF.

Section 2. That the zoning classification of “R-2 Single-family Medium Density” be assigned to Tract No. 2 of Certificate of Survey No. 2660 located in the SE 1/4 SE 1/4 of Section 14, T20N, R3E, P.M.M., Cascade County, Montana and the adjoining right-of-way of Upper River Road from the west property line of Tract No. 2 to the existing City limits line to the southeast as shown in “Exhibit A”, subject to the setbacks, and other development standards and by this reference made a part hereof, as well as all other applicable regulatory codes and ordinances.

Section 3. This ordinance shall be in full force and effect thirty (30) days after its passage and adoption by the City Commission.

ACCEPTED by the City Commission of the City of Great Falls, Montana on first reading July 20, 2021.

ADOPTED by the City Commission of the City of Great Falls, Montana on second reading August 17, 2021.

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

ATTEST:

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

(SEAL OF CITY)

APPROVED FOR LEGAL CONTENT:

\_\_\_\_\_  
Sara Sexe, City Attorney

State of Montana )  
County of Cascade : ss  
City of Great Falls )

I, Lisa Kunz, City Clerk of the City of Great Falls, Montana, do certify that I did post as required by law and as prescribed and directed by the City Commission, Ordinance 3231 on the Great Falls Civic Center posting board and the Great Falls City website.




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

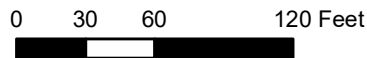
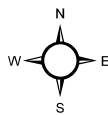
(CITY SEAL)



# Ordinance 3231 Exhibit A



-  City Limits
-  Resolution 3231
-  Parcels



Date: 7/6/2021

## FINDINGS OF FACT – ZONING MAP AMENDMENT

Tract No. 2 of COS 2660, located in the SE ¼ of SE ¼ of Section 14, Township 20 North, Range 3 East, P.M.M., Cascade County, Montana and the adjoining right-of-way of Upper River Road from the west property line of Tract No. 2 to the existing City limit boundary to the southeast.

### PRIMARY REVIEW CRITERIA:

The basis for decision on zoning map amendments is listed in Official Code of the City of Great Falls (OCCGF) § 17.16.40.030 of the Land Development Code. The recommendation of the Zoning Commission and the decision of City Commission shall at a minimum consider the following criteria:

#### **1. The amendment is consistent with and furthers the intent of the City's growth policy.**

The proposal to annex and establish R-2 Single-family medium density zoning is consistent with the overall intent and purpose of the 2013 City Growth Policy Update. The proposed zoning map amendment specifically supports the following goals and policies:

- Social Policy 1.4.2 – Expand the supply of residential opportunities including single family homes, apartments, manufactured homes, and assisted living facilities.
- Physical Policy 4.2.5 – Promote orderly development and the rational extension of infrastructure and City services.

#### **2. The amendment is consistent with and furthers adopted neighborhood plans, if any.**

The subject property is located adjacent to Neighborhood Council #6. There is no adopted neighborhood plan for Neighborhood Council #6, or any other Council within the City. Neighborhood Council #6 discussed the project at their May 5<sup>th</sup> meeting. The Council generally supported the request, and chose not to place it on a future agenda for vote due to lack of concerns.

#### **3. The amendment is consistent with other planning documents adopted by the City Commission, including the river corridor plan, transportation plan and sub-area plans.**

The subject property is not located within any adopted plan or sub-area planning areas. The lot proposed to be zoned R-2 consists of an existing residential home and will not generate any additional traffic. As noted in the staff report, the subject property is located within Phase 5 of the Upper and Lower River Road Water and Sewer District (ULRRWSD). Previously, Service Districts 1, 2, most of 3, and 4 were annexed into the City. District 5 is the next in line to be annexed at an undetermined date. The ULRRWSD's were created to improve water quality, resolve public health issues, remove sources of groundwater contamination, and improve the tax base of the community.

#### **4. The code with the amendment is internally consistent.**

The proposed establishment of R-2 zoning is not in conflict with any portion of the existing City Code and will be consistent with the adjacent existing zoning of Grandview Tracts to the east. The existing single-family home on Tract No. 2 will fit the context of the surrounding area. The proposal will not be injurious to the use and enjoyment of other property in the immediate vicinity.

#### **5. The amendment is the least restrictive approach to address issues of public health, safety, and welfare.**

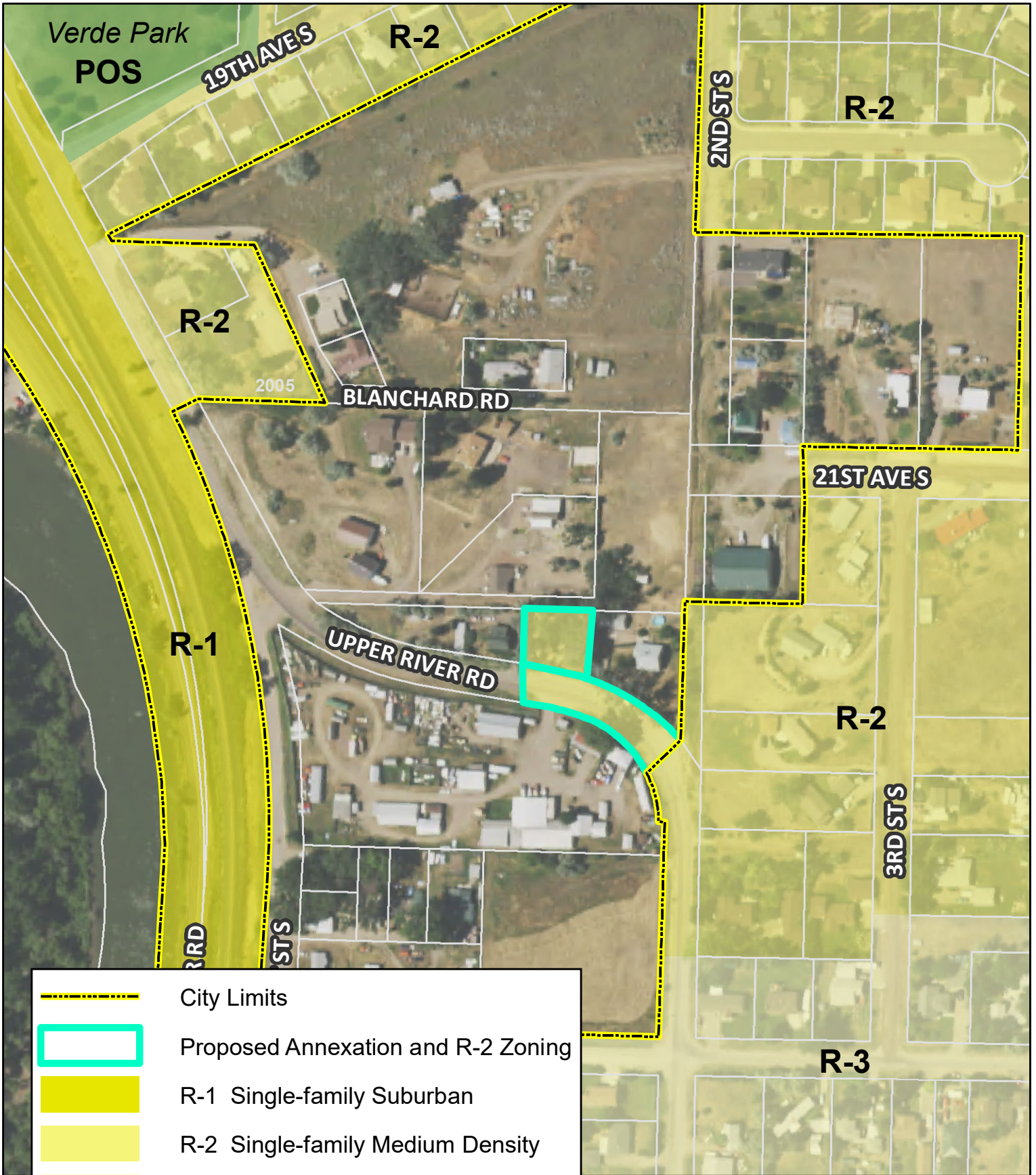
There are no existing public health, safety, or welfare issues that have been identified for the subject property. The zoning assignment will have no impact on these issues. The purpose of the Service Districts







is to eliminate future public health concerns through the extension of utility infrastructure and eventual incorporation of properties into the City's jurisdiction.

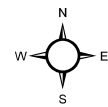
**6. The City has or will have the financial and staffing capability to administer and enforce the amendment.**

The City has the financial and staffing capability to administer and enforce the amendment if it is approved. The use of property conforms to the proposed zoning, and no public infrastructure needs to be provided to support the new zoning designation on the property.

# Zoning Map



	City Limits
	Proposed Annexation and R-2 Zoning
	R-1 Single-family Suburban
	R-2 Single-family Medium Density
	R-3 Single-family High Density
	POS Parks and Open Space



Date: 6/28/2021  
 Drawn By: Planning



# CITY OF GREAT FALLS

**Civic Center**  
**P. O. Box 5021**  
**Great Falls, MT 59403**

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Date : April 21, 2021

To : Planning & Community Development

From : Bryan Hicks

2249 Upper River Road

Great Falls, MT 59405

Subject : Land Use Application

Annexation by Petition

Attention : Lonnie Hill

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A primary reason for annexation request to the City of Great Falls is for an upgrade of sewer line service. My operating septic system has been problematic over the years, and currently has ongoing concerns. I was told by a drain company two decades ago that it could fail and possibly even collapse at any time. Since

(surprisingly) it still barely works, the time to repair, replace, or remove, said existing tank is paramount.

I have been residing at 2249 Upper River Road, for over 20 years, and have had city water line service all during that time (notably the "poor farm" line). For the above stated purposes, a practical decision to connect with new service lines recently installed, as part of [the] Phase Five Sewer and Water District Program, is clear.

The information shared with me last month regarding "connection" to new sewer and water line service, requires applying for annexation to the City of Great Falls, in order to comply. With Phase Five having been completed for two years, I am very much interested in moving forward. Thank you for your consideration!

Sincerely,

A handwritten signature in black ink, appearing to read "Bryan Hicks", with a stylized flourish at the end.

Bryan Hicks

**Exhibit 20-1. Principal Uses by District**

Use	R-2	Special Standards
Agriculture, horticulture, nursery	-	17.20.6.005
Mobile home/park	-	17.20.6.010
Residence, single-family detached	P	
Residence, zero lot line	-	17.20.6.020
Residence, two-family	C	
Residence, multi-family	-	17.20.6.040
Residence, townhouse	C	17.20.6.050
Residence, manufactured/factory-built	P	17.20.6.060
Retirement home	C	
Community residential facility, type I	P	
Community residential facility, type II	C	
Day care center	C	
Emergency shelter	-	
Family day care home	P	
Group day care home	P	
Nursing home	-	
Campground	-	17.20.6.070
Hotel/motel	-	
Micro-brewery	-	
Restaurant	-	

Tavern	-	17.20.6.080
Agriculture sales	-	
Auction sales	-	
Construction materials sales	-	
Convenience sales	-	
General sales	-	
Manufactured housing sales	-	
Off-site liquor sales	-	
Secondhand sales	-	
Shopping center	-	
Administrative services	-	
Commercial kennel	-	17.20.6.090
Financial services	-	
Funeral home	-	
General services	-	
Professional services	-	
Sexually-oriented business	-	17.20.6.100
Veterinary clinic, large animal	-	
Veterinary clinic, small animal	-	17.20.6.110
Large equipment rental	-	
Small equipment rental	-	
General repair	-	
Vehicle fuel sales	-	

Vehicle repair	-	17.20.6.120
Vehicle sales and rental	-	
Vehicle services	-	
Agricultural commodity storage facility	-	
Climate controlled indoor storage	-	
Fuel tank farm	-	
Mini-storage facility	-	17.20.6.130
Freight terminal	-	
Warehouse	-	
Casino, type I	-	17.20.6.140
Casino, type II	-	17.20.6.150
Indoor entertainment	-	
Indoor sports and recreation	-	
Golf course/driving range	C	
Miniature golf	-	
Outdoor entertainment	-	
Park	P	
Recreational trail	P	
Administrative governmental center	-	
Animal shelter	-	17.20.6.160
Cemetery	C	17.20.6.170
Civic use facility	C	
Community center	C	

Community cultural facility	C	
Community garden	P	17.20.6.175
Public safety facility	C	
Worship facility	C	17.20.6.180
Health care clinic	-	
Health care facility	-	
Health care sales and services	-	
Commercial education facility	-	
Educational facility (K–12)	C	17.20.6.200
Educational facility (higher education)	-	
Instructional facility	-	
Composting facility	-	17.20.6.210
Recycling center	-	17.20.6.220
Solid waste transfer station	-	17.20.6.230
Amateur radio station	P	17.20.6.240
Telecommunication facility		17.20.6.250
Concealed facility	C	
Unconcealed facility	-	
Co-located facility	-	
Utility installation	C	
Airport	-	
Bus transit terminal	-	
Heli-pad	-	17.20.6.260



Parking lot, principal use	-	
Parking structure	-	
Railroad yard	-	
Taxi cab dispatch terminal	-	
Contractor yard, type I	-	17.20.6.270
Contractor yard, type II	-	17.20.6.280
Artisan shop	-	
Industrial, heavy	-	
Industrial, light	-	
Industrial park	-	
Junkyard	-	17.20.6.290
Light manufacturing and assembly	-	17.20.6.300
Motor vehicle graveyard	-	17.20.6.310
Motor vehicle wrecking facility	-	17.20.6.320

- The use is not permitted in the district

C The use is allowed through the conditional use process

P The use is permitted in the district by right, consistent with the development standards contained in Article 6 of this chapter, as appropriate

(Ord. No. 3056, § 1, 8-17-2010; Ord. No. 3068, § 2, 4-5-2011; Ord. No. 3087, § 1(Exh. A), 6-19-2012, eff. 7-19-2012; Ord. 3166, 2017)

**Exhibit 20-2. Accessory uses by district**

Use	R-2	Special Standards
Accessory living space	P	17.20.7.010
Agriculture, livestock	-	17.20.7.080
ATM, exterior	-	17.20.7.020
Bed and breakfast	C	17.20.7.030
Fences	P	17.20.7.040
Gaming, accessory	-	17.20.7.050
Garage, private	P	17.20.7.060
Home occupation	P	17.20.7.070
Private stable/barn	-	17.20.7.080
Residence, accessory	-	17.20.7.085
Roadside farmer's market	-	17.20.7.090
Storage containers	-	17.20.7.100
Wind-powered electricity systems	P	17.20.7.110

- The use is not permitted in the district

C The use is allowed in the district through the conditional use process

P The use is permitted in the district by right, consistent with the development standards contained in Article 7 of this chapter, as appropriate

(Ord. No. 3034, § 1, 7-21-2009; Ord. No. 3056, § 1, 8-17-2010; Ord. No. 3087, § 1(Exh. A), 6-19-2012, eff. 7-19-2012)

**Exhibit 20-3. Temporary uses by district (see 17.20.8.010 for Special Standards)**

Use	R-2	Special Standards
Garage sales	P	17.20.8.015
Itinerant outdoor sales	-	17.20.8.020
On-site construction office	P	17.20.8.030
On-site real estate sales office	P	17.20.8.040
Outdoor entertainment, temporary	-	
Sidewalk café	-	17.20.8.050
Sidewalk food vendor	-	17.20.8.060

- The use is not permitted in the district

C The use is allowed in the district through the conditional use process

P The use is permitted in the district by right, consistent with the development standards contained in Article 8 of this chapter, as appropriate

**Exhibit 20-4. Development standards for residential zoning districts  
(see footnotes [4], [5] & [7] for general standards)**

Standard	R-1	R-2	R-3	R-5	R-6	R-9	R-10
Residential density	-	-	-	1,875 sq. feet of lot area per dwelling unit	500 sq. feet of lot area per dwelling unit	1,200 sq. feet of lot area per dwelling unit	10 dwelling units per acre
Minimum lot size for newly created lots	15,000 sq. feet	11,000 sq. feet	7,500 sq. feet	7,500 sq. feet	7,500 sq. feet	7,500 sq. feet	n/a
Minimum lot width for newly created lots	90 feet	80 feet	60 feet	50 feet	50 feet	50 feet	n/a
Lot proportion for newly created lots (maximum depth to width)	3:1	3:1	2.5:1	2.5:1	2.5:1	2.5:1	n/a
Maximum building height of principal building	35 feet	35 feet	35 feet	45 feet	65 feet	35 feet, single-family 50 feet, multi-family	12 feet to exterior wall
Maximum building height of detached private garage [1]	24 feet, but may not be higher than the uppermost elevation of the principal building	24 feet, but may not be higher than the uppermost elevation of the principal building	24 feet, but may not be higher than the uppermost elevation of the principal building	24 feet, but may not be higher than the uppermost elevation of the principal building	24 feet, but may not be higher than the uppermost elevation of the principal building	24 feet, but may not be higher than the uppermost elevation of the principal building	16 feet

Maximum building height of other accessory buildings	12 feet	12 feet	12 feet	12 feet	12 feet	12 feet	12 feet
Minimum front yard setback [2]	30 feet	20 feet	20 feet	10 feet	15 feet	10 feet	n/a
Minimum side yard setback [3]	Principal building: 15 feet each side; accessory building: 2 feet each side provided the front of the building is at least 50 feet from the front lot line	Principal building: 8 feet each side; accessory building: 2 feet each side provided the front of the building is at least 40 feet from the front lot line	Principal building: 6 feet each side; accessory building: 2 feet provided the front of the building is at least 40 feet from the front lot line	4 feet; 8 feet if adjoining a R-1, R-2, R-3 district	5 feet; 10 feet if adjoining a R-1, R-2, R-3 district	Principal building: 6 feet each side; accessory building: 2 feet each side provided the front of the building is at least 40 feet from the front lot line	n/a
Minimum rear yard setback [7]	20 feet for lots less than 150 feet in depth; 25 feet for lots 150 feet in depth and over	15 feet for lots less than 150 feet in depth; 20 feet for lots 150 feet in depth and over	10 feet for lots less than 150 feet in depth; 15 feet for lots 150 feet in depth and over	10 feet for lots less than 150 feet in depth; 15 feet for lots 150 feet in depth and over	15 feet	10 feet for lots less than 150 feet in depth; 15 feet for lots 150 feet in depth and over	n/a
Maximum lot coverage of principal and accessory buildings	Corner lot: 40% Other types: 30%	Corner lot: 45% Other types: 35%	Corner lot: 55% Other types: 50%	Corner lot: 60% Other types: 50%	Corner lot: 70% Other types: 60%	Corner lot: 70% Other types: 60%	none

[1] Attached private garages are considered a part of the principal building for application of height and setback development standards.

[2] An unenclosed front porch on a single family residence may extend into the front yard setback up to nine (9) feet, provided the porch does not occupy more than sixty (60) percent of the length of the main part of the house.

(Ord. 2950, 2007)

[3] See Section 17.20.6.020 for side yard requirements for zero lot-line projects and Section 17.20.7.010 for accessory buildings with accessory living spaces.

[4] Smaller lots and reduced setbacks and frontages may be accomplished through a Planned Unit Development (PUD).

[5] An existing structure that does not meet the setback requirements stated above can be rebuilt on its original foundation or the original foundation location.

[6] For townhouses, see Section 17.20.6.050 for additional and superseding requirements.

(Ord. 2950, 2007)

[7] Permitted accessory structures and buildings shall have a minimum rear setback of 2 feet in all residential zoning districts.

(Ord. 2950, 2007)

**ANNEXATION AGREEMENT**  
**TRACT OF LAND LEGALLY DESCRIBED AS TRACT NO. 2 OF COS 2660, LOCATED IN THE SE 1/4 SE**  
**1/4 OF SECTION 14, TOWNSHIP 20 NORTH, RANGE 3 EAST, P.M.M., CASCADE COUNTY,**  
**MONTANA.**

The following is a binding Agreement dated this \_\_\_\_\_ day of \_\_\_\_\_, 2021, between Bryan Hicks, hereinafter referred to as "Owner", and the City of Great Falls, Montana, a municipal corporation of the State of Montana, hereinafter referred to as "City", regarding the requirements for annexation of a tract of land into the corporate limits of the City legally described as Tract No. 2 of COS 2660, located in the SE 1/4 SE 1/4 of Section 14, Township 20 North, Range 3 East, P.M.M., Cascade County, Montana, hereinafter referred to as "Subject Property". Owner of the aforementioned Subject Property agrees to, and is bound by, the provisions of this Agreement, and by signing this Agreement, therefore agree to terms applicable to the Subject Property. The City is authorized to enter into this Agreement by §17.68.010-040 of the Official Code of the City of Great Falls (OCCGF).

**1. Purpose.** The purpose of this Agreement is to ensure that certain improvements are made and certain conditions are fulfilled by the Owner, as required by the City's approval of the supporting documents. Generally, this Agreement:

- 1.1** Declares that the Owner is aware of and has properly accounted for any natural conditions that may adversely affect the Subject Property;
- 1.2** Insulates the Owner of the Subject Property from the impact of changes in the City's zoning regulations, provided that no substantial changes are proposed;
- 1.3** Requires the Owner to guarantee that the promised on-site improvements are made in a timely manner by as required by the Official Code of the City of Great Falls (OCCGF);
- 1.4** Waives protest by the Owner and their successors against the creation of special improvement districts that would provide and maintain necessary infrastructure;
- 1.5** Indemnifies the City from challenges to its approval of the Subject Property and holds it harmless from errors and omissions in the approval and oversight of the project.

**2. Supporting Documents.** Each of the following supporting documents are to be submitted for review and approval by the City.

**2.1 Legal Documentation.** Legal documents, including but not limited to any easements, covenants, and restrictions establishing the authority and responsibilities of Owner, which may be recorded in the Clerk and Recorder's Office of Cascade County, Montana.

**3. Changes.** The Owner understands that failure to install required improvements in accord with the final construction plans is a breach of, and may void, this Agreement. The Owner also understands that such failure is a violation of the OCCGF, subject to the penalties provided for such violations. The City recognizes, however, that minor changes are often necessary as construction proceeds and the Administrator (the Administrator is the person or persons charged by the City Manager with the

administration of this improvement agreement) is hereby authorized to allow minor changes to approved improvements, as provided below:

**3.1 Minor Changes.** Minor changes to the improvements that are deemed appropriate and necessary by the Administrator and which do not materially affect the hereinabove mentioned Subject Property, can be made as follows:

**3.1.1** Before making changes, the Owner must submit revisions to the Administrator for review. Failure to do this before the proposed change is made may be considered by the City to be a breach of this Agreement and a violation of the OCCGF. The Administrator shall respond to all proposed changes within fourteen (14) days of receipt of the revised plans.

**3.1.2** Based on a review of the revisions, the Administrator may permit minor dimensional changes provided they do not result in a violation of the conditions of approval for the annexation Subject Property or the OCCGF.

**3.1.3** Minor changes in the location and specifications of the required improvements may be permitted by the Administrator. The Owner must submit revised plans showing such changes to the Administrator. Revised plans are not accepted until approved by the Administrator.

**3.2 Substantial Changes.** Substantial changes are not permitted by this Agreement. A review and permitting process will be required for such changes. "Substantial Change" versus "Minor Change" is described as follows in order to further clarify what may be permitted as a "Minor Change":

**3.2.1** A substantial change adds one or more lots; changes the permitted use; changes the location or extent of the area proposed to be cleared, graded, or otherwise disturbed by more than 4,000 square feet (a smaller change in the area that will be cleared, graded, or otherwise disturbed may be treated as a minor dimensional change); changes the location, extent, or design of any required public improvement, except where a minor change is approved by the Administrator; changes the approved number of buildings, structures or units; or the size of any building or structure by more than 10%. A smaller change in the size of a lot, building, or structure may be treated as a minor dimensional change.

**4. Fees.** The Owner understands that it is required to pay the following fees as they come due. The absence of any fee from this Agreement which is lawfully charged by the City in connection with construction activity associated with Subject Property shall not constitute a waiver by the City.

**4.1 Recording Fees.** The Owner will pay all recording fees at the rate charged by Cascade County at the time a document or plat is submitted for recording.

**4.2 Connection and Construction Fees.** Water service tapping and water and sewer service connection fees have been previously paid as part of joining the Service District.

**4.3 Storm Drain Fee.** The Owners will pay a storm drain fee in the amount of \$250 per acre for annexation of the Subject Property. This equates to **\$60.00** for the total 0.24 acres of the Subject

Property. The total storm drain fee shall be paid to the City no later than 30 days after City Commission action to annex the Subject Property into the City.

**4.4 Payment of Application Fees Acknowledged.** The following fees have been paid by the Owners: \$2,000.00 application fee for the establishment of zoning, and a \$500.00 application fee for annexation.

**5. Site Conditions.** The Owner warrants that they have conducted site investigations sufficient to be aware of all natural conditions, including, but not limited to, flooding, slopes, and soils characteristics, that may affect the installation of improvements of the Subject Property. The Owner further warrants that all plans submitted pursuant to this Agreement and all applications for building permits within the Subject Property will properly account for all such conditions. The Owner holds the City harmless for natural conditions and for any faults in their own assessment of those conditions.

**6. On-Site Improvements.** The on-site improvements shall include everything required to provide water, sanitary sewer, access, and other requirements as may be required by OCCGF. If required, access for purposes of emergency vehicles shall be installed to the specifications of the Public Works Department. If necessary, the Owner shall provide public utility easements for all required public utilities.

**7. Permits.** This Agreement must be approved by the City Commission and signed by the City Manager and the Owner before permits for any work will be approved, including, but not limited to trenching for the installation of utilities.

**8. Vested Rights.** This Agreement and approval by the City creates a vested right that protects the Owner from changes in the City zoning requirements within Title 17 of the OCCGF until this Agreement expires. This vested right does not exempt the Owner from compliance with other provisions of the OCCGF, including specifically those intended to prevent and remediate public nuisances, nor does it protect the Owner from changes in the City's building codes and fees, development fees, and inspection fees. This vested right does not exempt the Owner from compliance with changes to state and federal requirements. This vested right may be voided, in whole or in part, if the Owner proposes substantial changes in the approved improvements of the Subject Property.

**9. Maintenance Districts.** Owner hereby agrees to waive their right to protest and appeal the lawful creation by the City of maintenance districts for any proper purpose and shall pay the proportionate share of the costs associated with said maintenance districts as they may be applied to the Subject Property.

**10. Park District.** Owner acknowledges that the Subject Property is, by operation of law and pursuant to Resolution No. 10238, adopted by the City Commission on June 5, 2018, included within the boundaries of the Great Falls Park District Number 1. Owner acknowledges that property within the Great Falls Park District Number 1, including the Subject Property, is subject to annual assessments for the purposes of the Great Falls Park District Number 1 in amounts to be determined by the City Commission each year, in accordance with Resolution No. 10238, as it may be amended or supplemented.

**11. City Acceptance and Zoning.** In consideration of the terms of this Agreement, the City hereby accepts the Subject Property incorporation by annexation into the corporate limits of the City of Great Falls, Montana, with an assigned City zoning classification of R-2 Single-family Medium Density.



**12. Limitation of Liability.** The City will conduct a limited review of plans and perform inspections for compliance with requirements set forth in this agreement and/or in applicable law. The scope of such review and inspections will vary based upon development type, location and site characteristics. The Owner is exclusively responsible for ensuring that the design, construction drawings, completed construction, and record drawings comply with acceptable engineering practices, State requirements, and other applicable standards. The City’s limited plans review and inspections are not substantive reviews of the plans and engineering. The City’s approval of any plans or completed inspections is not an endorsement of the plan or approval or verification of the engineering data and plans. Neither the Owner, nor any third party may rely upon the City’s limited review or approval.

The Owner shall indemnify, hold harmless and defend the City of Great Falls, its officers, agents, servants and employees and assigns from and against all claims, debts, liabilities, fines, penalties, obligations and costs including reasonable attorney fees, that arise from, result from or relate to obligations relating to that Owner’s Subject Property described herein. Upon the transfer of ownership of the property, the prior owner’s (whether it is the Owner that signed this agreement or a subsequent owner) indemnity obligation herein for the transferred property is released as to that owner and the indemnity obligation runs to the new owner of the property. Only the owner of the parcel of property at the time the City incurs the claim, debt, liability, fine, penalty, obligation or cost is obligated to indemnify, and no owner of property is obligated to indemnify for adverse conditions on property owned by someone else. This indemnification by the Owner of the property shall apply unless such damage or injury results from the gross negligence or willful misconduct of the City.

**13. Binding Effect.** The provisions, covenants and terms of this Agreement shall run with the land and bind the present owners, their devisees, heirs, successors, and assigns; and any and all parties claiming by, through, or under them, shall be taken to agree and covenant with each of the parties to the Agreement, their devisees, heirs, successors and assigns, to conform to the provisions, covenants and terms of this Agreement.

IN WITNESS WHEREOF, the parties hereto have set their hands and seal the day, month and year first hereinabove written.

THE CITY OF GREAT FALLS, MONTANA  
A Municipal Corporation of the State of Montana

\_\_\_\_\_  
Gregory T. Doyon, City Manager





Commission Meeting Date: July 20, 2021

**CITY OF GREAT FALLS  
COMMISSION AGENDA REPORT**

**Item:** Resolution 10423 – Set the public hearing for the request of a Conditional Use Permit to allow a “Vehicular services” land use in the C-1 Neighborhood Commercial zoning district upon the property addressed as 620 57<sup>th</sup> Street South and legally described as the South 132 feet of Lot 1, Block 5, Third Supplement to Sunrise Terrace Addition Part 3, Section 10, T20N, R4E, P.M.M., Cascade County, Montana.

**From:** Lonnie Hill, Planner I, Planning and Community Development

**Initiated By:** Jim Woods, Set Five LLC

**Presented By:** Craig Raymond, Director, Planning and Community Development Department

**Action Requested:** City Commission set Resolution 10423 for public hearing on August 17, 2021.

**Suggested Motion:**

1. Commissioner moves:

“I move that the City Commission (set/not set) Resolution 10423 for a public hearing on August 17, 2021.”

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

**Staff Recommendation:**

The Zoning Commission recommended that the City Commission approve the applicant’s request for a conditional use permit for “Vehicular services” at the conclusion of a public hearing held on June 22, 2021. In addition, staff recommends approval with the following conditions:

**Conditions of Approval:**

- Subsequent Modifications and Additions:** If, after establishment of the conditional use, the owner proposes to expand or modify the use, buildings, and/or structures, the Director of the Planning and Community Development Department shall determine in writing if such proposed change would alter the finding for one or more review criteria found in OCCGF 17.16.36.040. If such proposed change would alter a finding, the proposal shall be submitted for review as a new conditional use application. If such proposed change would not alter a finding, the owner shall obtain all other permits as may be required.

2. **Non-establishment:** The conditional use permit shall expire one (1) year after the date of issuance unless substantial work has commenced under the permit and continues in good faith to completion.
3. **Abandonment:** If the permitted conditional use ceases to operate for more than six months, the Conditional Use Permit shall expire.
4. **General Code Compliance:** The proposed project shall be developed consistent with the conditions of approval adopted by the City Commission, and all codes and ordinances of the City of Great Falls, the State of Montana, and all other applicable regulatory agencies.
5. **Potential Mitigation:** The applicant shall employ mitigation measures as may be necessary in order to maintain compliance with ordinances listed within the Official Code of the City of Great Falls, including but not limited to provisions within Title 8, Chapter 53 – Noise and Title 17, Chapter 40 – Outdoor Lighting.
6. **Acceptance of Conditions:** No zoning or building permits shall be issued until the property owner acknowledges in writing that it has received, understands, and agrees to comply with the conditions of approval.

#### **Background:**

Set Five LLC submitted an application requesting a Conditional Use Permit to allow a “Vehicular services” land use in the C-1 Neighborhood Commercial zoning district for the property located at 620 57<sup>th</sup> Street South on February 19, 2021. The original application was removed from the Zoning Commission Agenda on March 23, 2021 at the applicant’s request. The applicant requested a reduced landscape buffer from the code-required fifteen (15) feet to five (5) feet along the north property line to allow for a larger turn radius within the site to accommodate for longer vehicles. In response to the applicant requesting a smaller than required buffer, City Staff requested the applicant submit additional information to address the potential impacts of the project to the surrounding properties. This agenda report includes the additional information provided by the applicant and is included as an Attachment named, “Additional Materials”.

The subject property is currently being used as a gas station that was developed around the 1960’s. The applicant intends to remove all existing features of the gas station and develop a car wash containing three self-wash bays, one auto wash bay, and a potential dog washing station. The applicant also has interest in developing dedicated space for a future on-site electric car charging station. The applicant has stated the redevelopment is in response to changing economics due to competition of other gas stations in the area, but that the automotive nature of the site will remain consistent with its historical use.

The use of “Vehicle services”, which includes car washes, is conditionally permitted in the C-1 zoning district. Because this project includes a complete redevelopment of the subject property, the applicant was notified that the proposed use of a car wash must be approved through the conditional use process. The existing use of “Vehicle fuel sales” is also conditionally permitted in the C-1, but did not go through a Conditional Use process at time of development around the 1960’s.

The basis of decision for a Conditional Use Permit is listed in OCCGF §17.16.36.040. The Zoning Commission’s recommendation and the City Commission’s decision to approve, conditionally approve, or deny an application shall be based on whether the application, staff report, public hearing, and

additional information demonstrates that the criteria which are attached as *Basis of Decision* have been met.

**Improvements:**

The applicant is proposing a near complete redevelopment of the site as part of the establishment of the car wash. The only structure to remain is the existing sign along 57<sup>th</sup> Street South. As stated above, the proposal is to develop three self-wash bays, one auto wash bay, and vacuum stalls, with potential for a dog washing station and electric car charging stations in the future. City Staff concludes that the proposed improvements to this site will improve the vehicular safety and functionality as well as the overall aesthetics of the site. Because this site is an existing commercial property, the adaptive reuse of this underutilized property takes advantage of the City's existing infrastructure, while also bringing a neighborhood commercial lot more into conformance with the City's current Land Development Code requirements.

This redevelopment will require site improvements in conformance with most of the standards of the City Land Development Code and Public Works Design Standards. This will include establishment of curb, gutter, sidewalks, and boulevard landscaping along 56<sup>th</sup> Street South and 7<sup>th</sup> Avenue South, and controlled access points along each street frontage.

The applicant is proposing a five (5) foot buffer and construction of a six (6) foot fence with plantings along the north property line to screen the proposed development from the existing residences. This proposal deviates from the required fifteen (15)-foot landscape buffer between a commercial use and an adjacent residential use. The applicant has stated the reduced buffer is necessary to allow for circulation of longer vehicles throughout the site. City Staff concludes the proposed reduced buffer, in conjunction with the proposed fence and plantings may be a reasonable plan to mitigate negative impacts to the residence to the north. In addition to the improvements of the north property line, the required boulevard improvements along 56<sup>th</sup> Street South will create a landscaped transition between the proposed car wash and the existing residences. The existing site does not have a landscaped boulevard along the western property line. These proposed improvements will improve the aesthetics of the property and soften the transition into the existing neighborhood to the west.

In addition to the required site improvements listed above, the project is required to meet the standards for "Light commercial Districts" within Chapter 53 – Noise of Title 8 of the OCCGF. Specifically, the development is limited to 65 decibels (dB(A)) from 7:00 a.m. to 8:00 p.m. and 60 dB(A) from 8:00 p.m. to 7:00 a.m. per OCCGF § 8.53.040 – Noise Levels—Limitations for structures and open spaces—dB(A) criteria—Table I. The applicant is also required to meet the standards within Chapter 40 - Outdoor Lighting of Title 17. Specifically, the applicant is required to not exceed three tenths (0.3) foot-candles along the northern property line adjoining the existing residences and not to exceed one (1.0) foot-candle along all other property lines. Staff has listed these compliance requirements within the conditions of approval to ensure that noise and light will not impact the surrounding properties as a result of the reduce buffer. If the development is not in compliance with City codes, mitigation will be necessary.

**Proximity to Other Uses:**

The subject property has been used commercially as a gas station since the 1960's. The property directly north is a four-plex multi-family residence. To the west, across 56<sup>th</sup> Street South, are single-family residences. To the south, across 7<sup>th</sup> Avenue South, is a C-1 zoned property with a vacant structure. The City limit line runs along the east property line of the subject property, with an agriculture field outside of the City limits across 57<sup>th</sup> Street South.

**Neighborhood Council Input:**

The subject property is located within Neighborhood Council #4. Information was presented to the Council by City Staff and the applicant's Consultant at their regularly scheduled meeting on June 24, 2021. The Council voted in favor of the project.

**Fiscal Impact:**

Approval of the Conditional Use Permit would have no adverse fiscal impacts upon the City of Great Falls as the property is already served by City Water and Sewer as well as City Police and Fire. New water and sewer services will be required, and the cost of the connection improvements will be borne by the applicant. The redevelopment of the site will increase the City's tax base and increase revenue.

**Alternatives:**

The City Commission could decline to set the public hearing for Resolution 10423 for the conditional use permit. Due process normally requires that the City Commission schedule public hearings to hear requests of this type.

**Concurrences:**

Representatives from the City's Public Works, Fire/Rescue, and Building Departments have reviewed the proposal and have no objections to the issuance of the Conditional Use Permit.

**Attachments/Exhibits:**

- Resolution 10423
- Basis of Decision
- Aerial Map
- Zoning Map
- Project Narrative
- Preliminary Site Plan
- Additional Information

RESOLUTION 10423

A RESOLUTION APPROVING A CONDITIONAL USE PERMIT TO ALLOW A “VEHICLE SERVICES” LAND USE IN THE NEIGHBORHOOD COMMERCIAL ZONING DISTRICT UPON A PARCEL OF LAND ADDRESSED AS 620 57TH STREET SOUTH, GREAT FALLS, MONTANA.

\* \* \* \* \*

WHEREAS, Set Five LLC has petitioned the City of Great Falls to approve a Conditional Use Permit to allow for the establishment of a “Vehicle services” land use upon the property addressed as 620 57th Street South, Great Falls, Montana (subject property); and,

WHEREAS, the subject property is presently zoned C-1 Neighborhood Commercial, wherein a "Vehicle services" land use is permitted upon receiving approval of a Conditional Use Permit; and,

WHEREAS, the proposed Conditional Use Permit for the establishment of a “Vehicle services” land use upon the subject property meets the Basis of Decision requirements in the Official Code of the City of Great Falls (OCCGF) Section 17.16.36.040; and,

WHEREAS, the Great Falls Zoning Commission conducted a public hearing on June 22, 2021, to consider said Conditional Use Permit application and, at the conclusion of said hearing, passed a motion recommending a Conditional Use Permit for a “Vehicle services” land use be granted by the City Commission for the subject property, subject to the following conditions:

CONDITIONS OF APPROVAL FOR CONDITIONAL USE PERMIT

- 1. Subsequent Modifications and Additions:** If, after establishment of the conditional use, the owner proposes to expand or modify the use, buildings, and/or structures, the Director of the Planning and Community Development Department shall determine in writing if such proposed change would alter the finding for one or more review criteria found in OCCGF 17.16.36.040. If such proposed change would alter a finding, the proposal shall be submitted for review as a new conditional use application. If such proposed change would not alter a finding, the owner shall obtain all other permits as may be required.

2. **Non-establishment:** The conditional use permit shall expire one (1) year after the date of issuance unless substantial work has commenced under the permit and continues in good faith to completion.
3. **Abandonment:** If the permitted conditional use ceases to operate for more than six months, the Conditional Use Permit shall expire.
4. **General Code Compliance:** The proposed project shall be developed consistent with the conditions of approval adopted by the City Commission, and all codes and ordinances of the City of Great Falls, the State of Montana, and all other applicable regulatory agencies.
5. **Potential Mitigation:** The applicant shall employ mitigation measures as may be necessary in order to maintain compliance with ordinances listed within the Official Code of the City of Great Falls, including but not limited to provisions within Title 8, Chapter 53 – Noise and Title 17, Chapter 40 – Outdoor Lighting.
6. **Acceptance of Conditions:** No zoning or building permits shall be issued until the property owner acknowledges in writing that it has received, understands, and agrees to comply with the conditions of approval.

WHEREAS, the City Commission having allowed for proper public notice, conducted a public hearing to consider said application, and considered the comments and recommendations made by the Zoning Commission.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF GREAT FALLS, MONTANA:

That a Conditional Use Permit be granted for a “Vehicle services” land use at the property addressed as 620 57<sup>th</sup> Street South, Great Falls, Montana, conditioned upon the owner complying with the conditions listed herein; and,

BE IT FURTHER RESOLVED BY SAID CITY COMMISSION that, pursuant to the Official Code of the City of Great Falls (OOCGF) 17.16.36.090, the permit shall be considered a covenant that runs with the land and shall be binding on all subsequent property owners. Additionally, pursuant to OOCGF 17.16.36.100, the Conditional Use Permit shall expire two (2) year after the date of issuance unless substantial work has commenced under the permit and continues in good faith to completion. If the Conditional Use is established, but ceases to operate for more than six (6) months, the Conditional Use Permit shall expire.

BE IT FURTHER RESOLVED BY SAID CITY COMMISSION that this Resolution shall become effective from and after the date of the filing of said document in the office of the Cascade County Clerk and Recorder.



PASSED AND ADOPTED by the City Commission of the City of Great Falls,  
Montana, on August 17, 2021.

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

ATTEST:

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

(SEAL OF CITY)

APPROVED FOR LEGAL CONTENT:

\_\_\_\_\_  
Sara Sexe, City Attorney

## CONDITIONAL USE PERMIT - BASIS OF DECISION

The applicant is requesting the approval of a Conditional Use Permit (CUP) for a Vehicle services land use to develop a car wash within the C-1 zoning district for the property addressed as 620 57<sup>th</sup> Street South and legally described as the South 132 feet of Lot 1, Block 5, Third Supplement to Sunrise Terrace Addition Part 3, Section 10, T20N, R4E, P.M.M., Cascade County, Montana.

### **1. The zoning and conditional use is consistent with the City's Growth Policy and applicable neighborhood plans, if any.**

The proposed conditional use is consistent with the overall intent and purpose of the 2013 City Growth Policy Update. The proposal to redevelop an existing gas station into a car wash will allow the property owner to redevelop an underutilized property with a use that is appropriate for the C-1 zoning district.

The proposed conditional use for the subject property specifically supports the following Goals and Policies:

- Environmental Policy 2.3.1 – In order to maximize existing infrastructure, identify underutilized parcels and areas with infill potential as candidates for redevelopment in the City.
- Physical Policy 4.1.5 – Encourage and incentivize the redevelopment or adaptive reuse of vacant or underutilized properties so as to maximize the City's existing infrastructure.
- Physical Policy 4.2.3 – Support actions that bring properties into conformance with the City's Land Development Code requirements over time.

### **2. The establishment, maintenance or operation of the zoning and conditional use will not be detrimental to, or endanger the health, safety, morals comfort or general welfare.**

The proposed conditional use will not be detrimental to, or endanger the health, safety, morals, comfort or general welfare of the community. The subject property has an existing commercial use of a gas station. The proposed use of a car wash is similar in intensity and fits with the adjacency of 57<sup>th</sup> St S, which is classified as a principal arterial roadway.

As part of the site improvements, the applicant is required to meet the standards within Chapter 40 - Outdoor Lighting of Title 17. Specifically, the applicant is required to not exceed three tenths (0.3) foot-candles along the northern property line adjoining the existing residences and not to exceed one (1.0) foot-candle along all other property lines. The project is also required to meet the standards for "Light commercial District" within Chapter 53 – Noise of Title 8 of the OCCGF. Specifically, the development is limited to 65 dB(A) from 7:00 a.m. to 8:00 p.m. and 60 dB(A) from 8:00 p.m. to 7:00 a.m. per OCCGF § 8.53.040 – Noise Levels—Limitations for structures and open spaces—dB(A) criteria—Table I.

The applicant is proposing a five (5) foot buffer and construction of a six (6) foot fence with plantings along the north property line to screen the proposed development from the existing residences. This proposal deviates from the code required fifteen (15) foot landscape buffer between a commercial use and an adjacent residential use. The applicant has stated the reduced buffer is necessary to allow for circulation of longer vehicles throughout the site. City Staff concludes the proposed reduced buffer, in conjunction with the fence and plantings is a reasonable proposal to

mitigate negative impacts to the residence to the north. In addition, the required boulevard improvements will create a landscape transition between the proposed car wash and the existing residences across 56th Street South. The existing gas station does not have a landscaped boulevard along the western property line. These boulevard improvements will improve the aesthetics of the property and soften the transition into the existing neighborhood to the west.

**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.**

The conditional use will not be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted. The proposed use of a car wash is similar in intensity as other uses allowed by right within the C-1 zoning district. In addition, as part of the proposed site development the property will be brought more into conformance with the City's Land Development Code. Specifically, the applicant is proposing to construct a fence to mitigate light and noise impacts associated with the car washes operation on the residences to the north. Additionally, the existing gas station does not have a landscaped boulevard along the western property line. This boulevard will be developed to meet current standards which will create another greenbelt between the car wash and 56<sup>th</sup> Street South. This will greatly improve the aesthetics of the property and soften the transition into the existing neighborhood. As a result, the conditional use will not substantially diminish and impair property values within the neighborhood.

**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 proposed project will not impede the normal and orderly development and improvement of surrounding properties. The subject property is zoned C-1, an existing multi-family residence exists to the north, an existing single-family residence to the west across 56<sup>th</sup> Street South, a vacant C-1 zoned lot to the south across 7<sup>th</sup> Avenue South, and the City limits boundary runs along the eastern property line. The proposed conditional use will not negatively impact the future development options for the vacant, commercially zoned property to the south.

**5. Adequate utilities, access roads, drainage and/or necessary facilities have been or are being provided.**

Utilities, access roads, drainage and other necessary facilities currently exist in the vicinity of the subject property. City water and sewer mains are currently within the right-of-way of 56<sup>th</sup> Street South. The applicant will be required to connect to these existing facilities. The site is located near existing drainage facilities and the redevelopment of the site will likely improve runoff as most of the site is currently paved with impermeable surfaces. Existing access roads surround the site on three sides and the applicant intends to connect to these roadways for circulation through the site.

**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.**

As part of the required site improvements, access points will be restricted from their existing condition of uncontrolled access along the three street frontages, to access

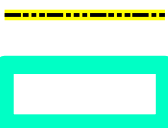
driveways that conform to current City standards. This will greatly improve the safety of vehicular movement through the site and onto adjoining public roads.

**7. The conditional use shall, in all other respects, 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.**

The proposed conditional use will conform to all applicable regulations of the Land Development Code with the exception of one requested deviation from the requirements of Title 17, Chapter 44 - Landscaping. The applicant is requesting a five (5) foot buffer rather than the required fifteen (15) foot landscaped buffer between a commercial use and an adjacent residential use. The applicant proposes to conform to the other standards within the chapter, including construction of a six (6) foot fence with plantings along the north property line to screen the proposed development from the existing residences. The applicant has stated the reduced buffer is necessary to allow for circulation of longer vehicles throughout the site.

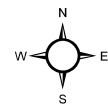
The purpose of the 15 foot landscaped buffer requirement is to provide noise and light protection for residential properties located next to commercial developments. The concern about noise is particularly important in this case since the car wash features vacuum cleaners. After careful consideration of the applicant's request, City Staff concludes that the proposed buffer can be reduced for the following reasons: 1) the six (6) foot fence and plantings will still act to soften noise and light impacts, and 2) the arrangement of the car wash bays and vacuums is proposed to be a reasonable distance away from the northern boundary line of the property.

# Aerial Map

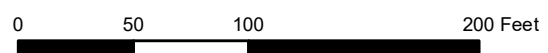


City Limits

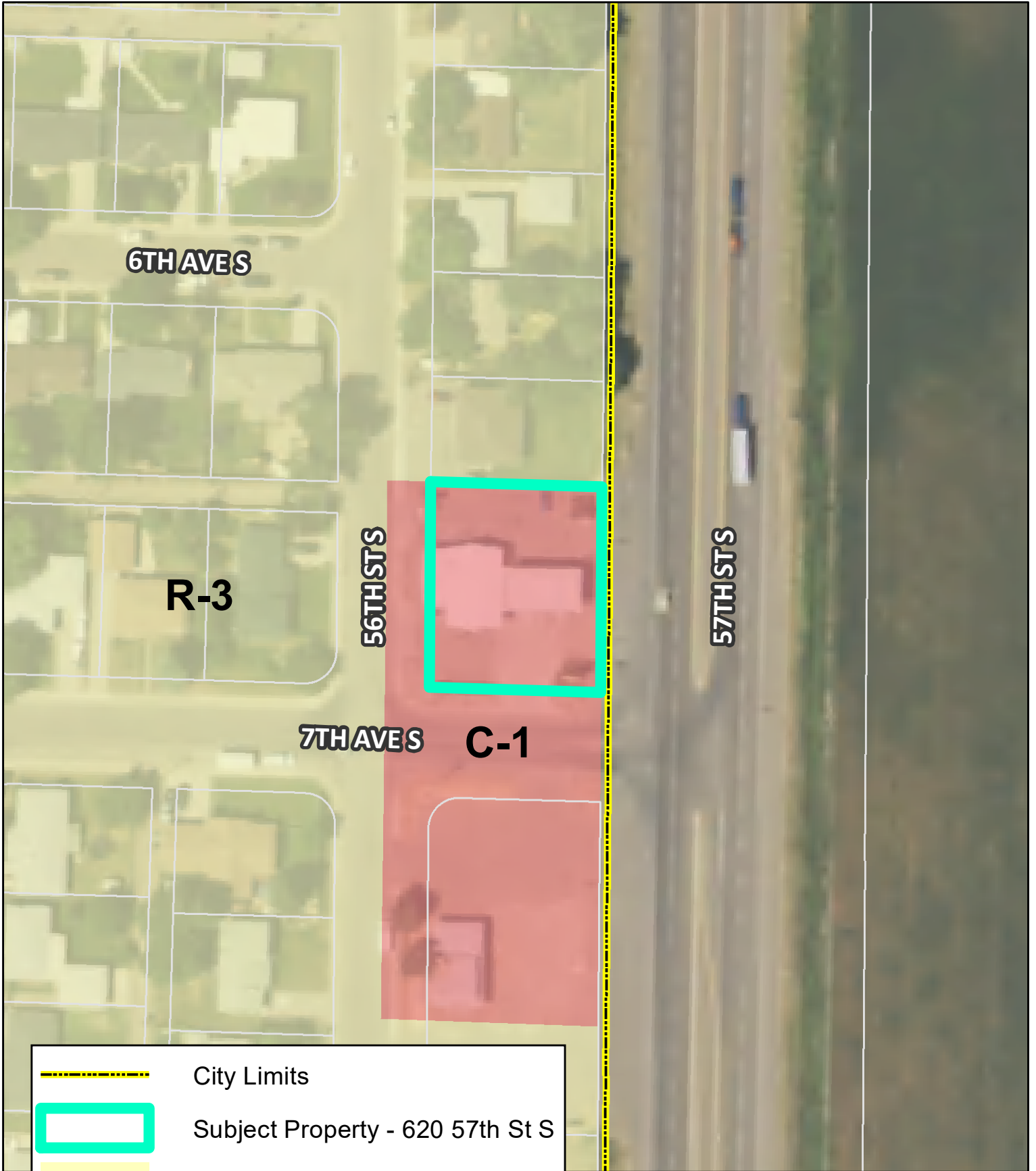
Subject Property - 620 57th St S







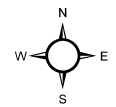
Date: 6/14/2021  
Drawn By: Planning



# Zoning Map



	City Limits
	Subject Property - 620 57th St S
	R-3 Single-family High Density
	C-1 Neighborhood Commercial



Date: 3/3/2021  
Drawn By: Planning





February 19, 2021

Mr. Lonnie Hill, Planner  
 City of Great Falls Planning & Community Development  
 P.O. Box 5021  
 Great Falls, MT 59403

RE: Proposed CUP; 620 57<sup>th</sup> Street South  
 Property Owner: Set Five LLC

Dear Mr. Hill,

Thank you for the assistance you have provided to my client and myself during the past several days. Please let this correspondence serve as our formal “*narrative explaining the project and the reason for the request of a conditional use permit.*” Also attached, please find written narrative from Mr. Woods.

Written Description of Proposed Property Use

The intended project, as proposed, will remove all existing features (e.g., convenience store, fuel islands/pumps, canopy, signage, utilities, and all existing surfacing) and develop a carwash containing three (3) self-wash bays, one (1) auto wash bay, and conceptually a dog wash station. The new development will be a major improvement to the aging building and fueling facilities.

Permit Application

Please see attached, executed permit application with appurtenant fees.

Site Plan

Please see attached site plan containing the conceptual site layout and well as parking and landscaping codes, and how the City requirements will be addressed.

On behalf of my client, we appreciate the City’s cooperation and assistance on this matter. Please let me know if you have any questions or concerns regarding this submittal.

Sincerely,

**Big Sky Civil & Environmental, Inc.**

Joseph N. Murphy, P.E.

encl. Permit Application (w/ \$1500 fee)  
 Site Plan

cc: Jim Woods, Set Five LLC

**LANDSCAPING (PER 17.44.3.030)**

- REQUIRES 15% OF GROSS PROPERTY AREA

- LOT SIZE = 0.336 AC (14,654 SF)

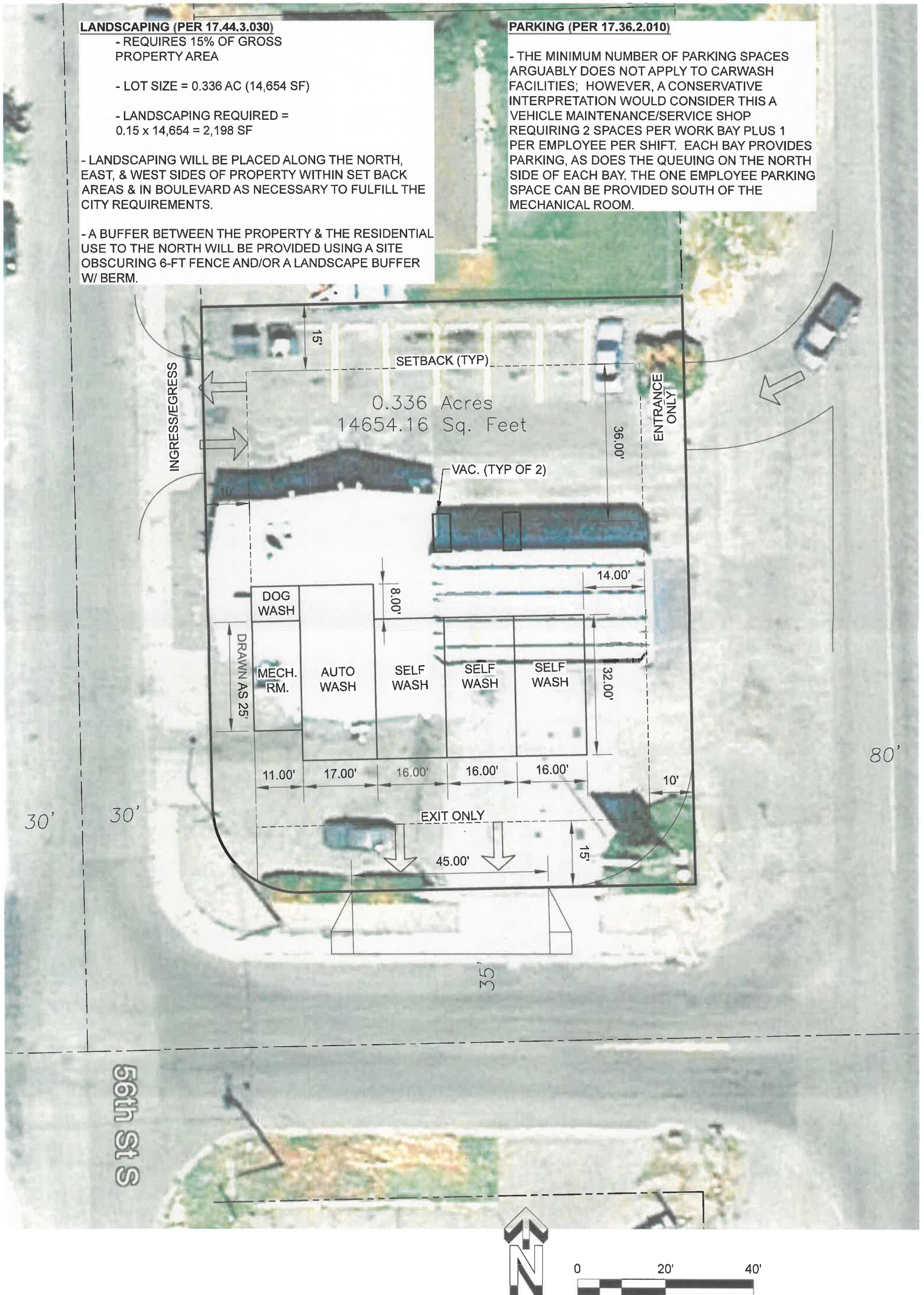
- LANDSCAPING REQUIRED =  $0.15 \times 14,654 = 2,198$  SF

- LANDSCAPING WILL BE PLACED ALONG THE NORTH, EAST, & WEST SIDES OF PROPERTY WITHIN SET BACK AREAS & IN BOULEVARD AS NECESSARY TO FULFILL THE CITY REQUIREMENTS.

- A BUFFER BETWEEN THE PROPERTY & THE RESIDENTIAL USE TO THE NORTH WILL BE PROVIDED USING A SITE OBSCURING 6-FT FENCE AND/OR A LANDSCAPE BUFFER W/ BERM.

**PARKING (PER 17.36.2.010)**

- THE MINIMUM NUMBER OF PARKING SPACES ARGUABLY DOES NOT APPLY TO CARWASH FACILITIES; HOWEVER, A CONSERVATIVE INTERPRETATION WOULD CONSIDER THIS A VEHICLE MAINTENANCE/SERVICE SHOP REQUIRING 2 SPACES PER WORK BAY PLUS 1 PER EMPLOYEE PER SHIFT. EACH BAY PROVIDES PARKING, AS DOES THE QUEUING ON THE NORTH SIDE OF EACH BAY. THE ONE EMPLOYEE PARKING SPACE CAN BE PROVIDED SOUTH OF THE MECHANICAL ROOM.





Lonnie,

As discussed last week and on behalf of Mr. Woods, we wish to present information to the City regarding noise levels generated by vacuums at the proposed carwash facility. According to our meeting with the City several weeks ago, vacuum noise was the primary concern related to the proposed use. Attached to this email are several exhibits. The first attachment shows the distance from the edge of the nearest residence to the north edge of the vac islands; i.e., ~60-ft. The second attachment contains noise generation levels from the specific vacuum manufacturer intended for this site. Looking at the second page of the manufacturer's literature, the noise level at the 60 feet distance is in the range of 59.5-62.5 decibels. Keep in mind the proposed vegetation and site-obscuring fence along the property line will buffer noise levels *even further* for nearby residents.

The 3<sup>rd</sup> and 4<sup>th</sup> attachments give ranges of decibel levels for varying noises. The ~60 dB range is the equivalent of a "normal conversation" and "background music." Existing road noise from traffic on 57<sup>th</sup> Street S clearly presents much higher decibel levels than the vacuums. As an example, "jake" brakes on semis have noise levels in the range 100 dB.

In summary, the vacuums proposed for this site will create less noise than existing conditions and should not be cause for concern at the proposed locations. With this email, we respectfully request City support for the previously submitted CUP, including a 5-ft landscape buffer along the north property line.

*Joseph N. Murphy, P.E.*  
*Big Sky Civil & Environmental, Inc.*  
*P.O. Box 3625*  
*Great Falls, MT 59403*  
*(406) 727-2185 ph*  
*(406) 727-3656 fax*  
*(406) 799-7096 cell*  
[www.bigskyce.com](http://www.bigskyce.com)



**LANDSCAPING (PER 17.44.3.030)**

- REQUIRES 15% OF GROSS PROPERTY AREA

- LOT SIZE = 0.336 AC (14,654 SF)

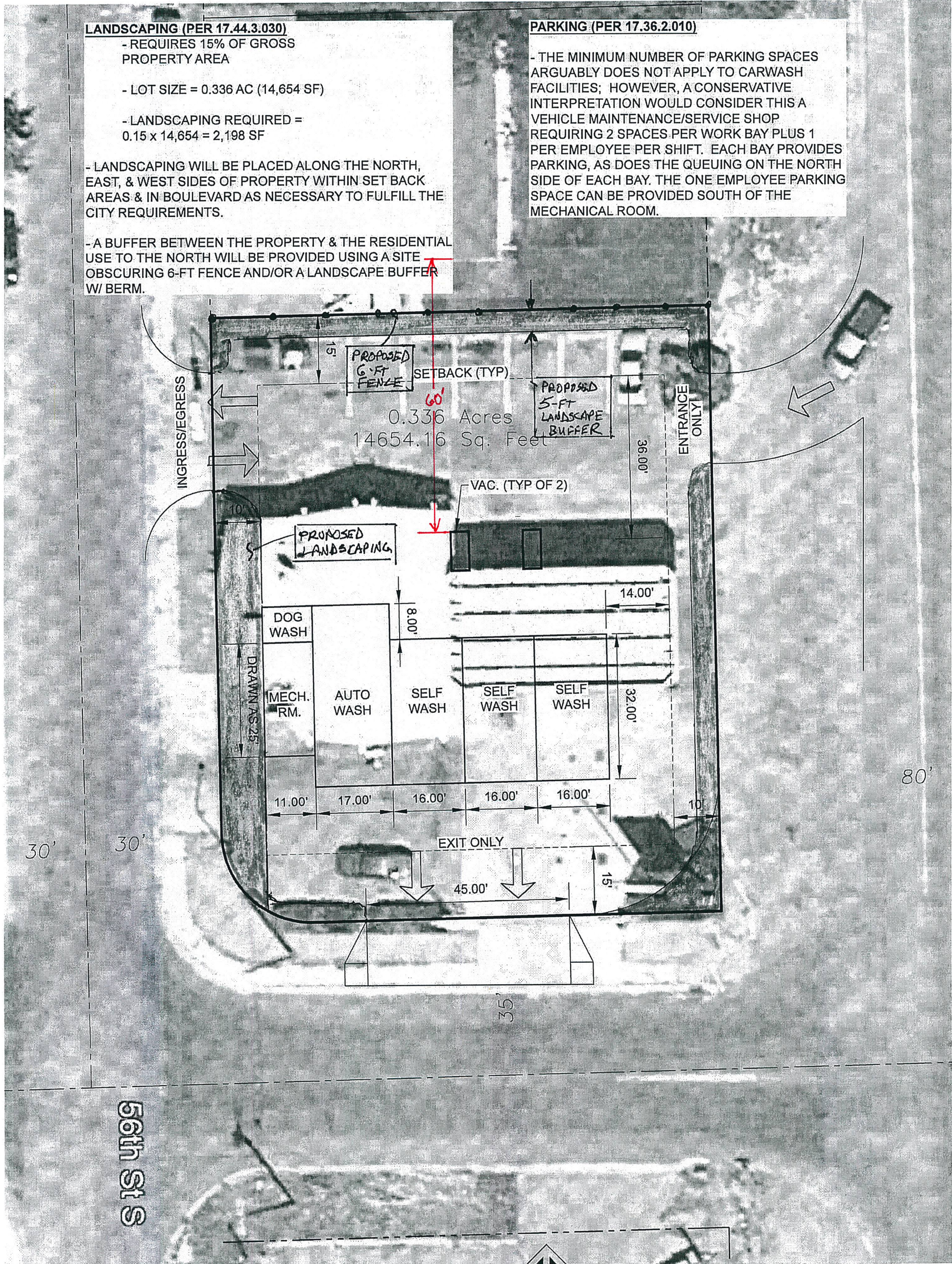
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# Sound Power and Narrow Band Report

**Test Condition:**

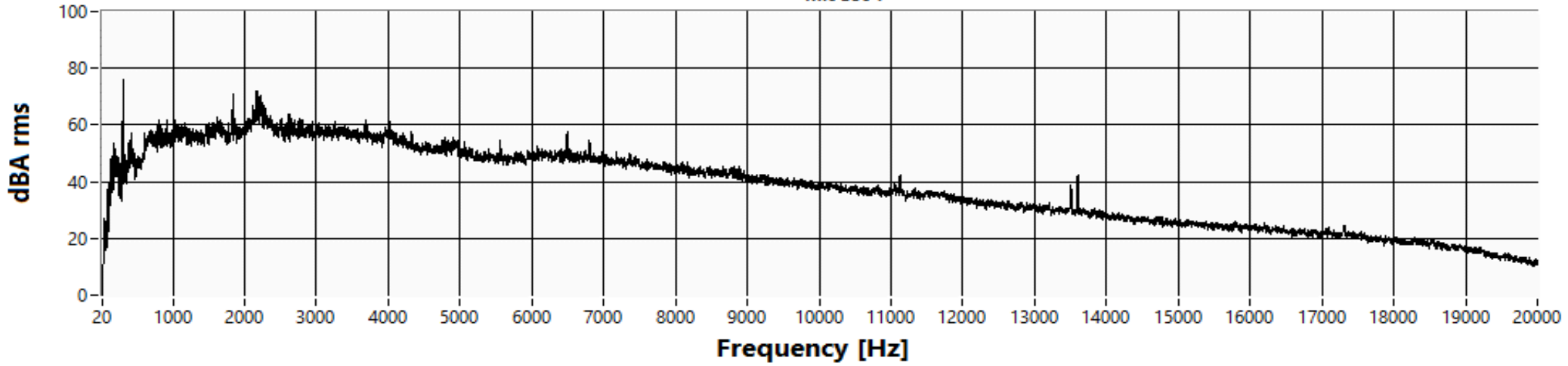
Customer: JE Adams  
 Date: 5/10/2019  
 Mtr Model Q6600-092T (2 mtrs)  
 Unit: 9235-2

Volts 120  
 Frequency 60 Hz  
 By: Jonathan Johnson  
 Test Method: ASTM F1334

JE Adams Unit 9235  
 2 Motor Unit with Q6600-092T Motors.  
 Large Steel Dome With Foam  
 Inlet In Room Open Nozzle

### FFT Data (Sound Pressure)

Mic Loc 1



Sound Power dBA 1/3 Octave Band		1/3 Octave Band Sound Pressure (RAW) dBA									
FREQUENCY BAND (Hz)	Sound Power: dBA	Center Freq (Hz)	Sound Power:	RSS Corr. Factor	Avg Sound Pressure	Mic Location					
						1	2	3	4	5	6
20000	62.0	25	12.4	6.9	5.5	4.6	3.4	4.1	9.1	4.4	4.4
16000	65.0	31.5	14.4	-5.0	19.4	22.7	13.7	17.3	21.1	19.5	16.4
12500	68.0	40	21.1	4.4	16.7	14.9	18.1	16.5	17.0	16.9	16.2
10000	70.0	50	31.9	3.7	28.2	13.5	27.6	29.5	16.5	32.7	27.6
8000	72.0	63	36.6	9.7	26.9	24.6	27.7	28.1	25.2	25.4	28.8
6300	73.0	80	37.0	7.7	29.3	21.7	30.7	29.5	20.3	32.6	29.7
5000	74.0	100	44.0	2.0	42.0	42.4	42.0	40.7	41.0	41.6	43.5
4000	75.0	125	55.4	5.4	50.0	52.1	49.9	47.8	49.9	50.3	48.8
3150	76.0	160	58.5	2.2	56.3	56.8	56.5	55.6	54.5	54.6	58.7
2500	77.0	200	60.7	0.8	59.9	58.2	59.1	60.2	59.3	62.0	59.4
2000	78.0	250	60.3	1.1	59.2	60.4	58.0	58.5	56.8	59.9	60.4
1600	79.0	315	77.3	0.6	76.7	77.1	71.7	76.5	70.7	78.1	79.7
1250	80.0	400	67.0	0.3	66.7	68.1	66.9	67.3	64.1	67.6	65.0
1000	81.0	500	65.4	1.7	63.7	65.1	64.5	63.6	63.4	62.4	62.5
800	82.0	630	72.1	1.3	70.8	70.9	71.7	70.5	71.6	69.4	70.1
630	83.0	800	74.6	0.4	74.2	73.8	75.1	74.3	73.6	73.9	74.5
500	84.0	1000	76.3	0.3	76.0	76.1	76.4	75.0	75.5	76.8	75.8
400	85.0	1250	78.0	1.2	76.7	77.3	76.5	76.0	77.4	76.1	77.0
315	86.0	1600	80.8	1.5	79.3	79.4	79.0	79.5	79.5	79.5	78.9
250	87.0	2000	85.3	1.2	84.1	84.3	83.3	83.9	84.0	84.7	84.4
200	88.0	2500	85.5	2.3	83.1	82.7	82.8	83.1	83.4	83.5	83.4
160	89.0	3150	84.4	2.7	81.7	81.8	81.5	81.8	81.5	81.8	81.8
125	90.0	4000	83.0	2.7	80.3	80.3	80.3	80.0	80.3	80.2	80.4
100	91.0	5000	80.3	3.6	76.7	76.7	76.9	76.8	76.3	76.8	76.5
80	92.0	6300	80.3	4.7	75.6	75.4	75.8	75.5	75.4	75.4	75.7
63	93.0	8000	79.7	6.4	73.3	73.3	73.4	73.7	73.3	73.2	73.1
50	94.0	10000	75.6	7.5	68.1	68.2	68.0	68.9	68.1	67.7	67.8
40	95.0	12500	72.0	9.8	62.1	62.2	62.6	61.8	61.2	62.4	62.5
31.5	96.0	16000	68.5	13.2	55.3	55.0	55.5	55.7	54.4	55.7	55.5
25	97.0	20000	64.0	17.7	46.3	46.4	46.5	46.6	45.4	46.3	46.6

**Overall Sound Power dBA: 92.7**

(Sound Power = Total Sound Pressure + Reference Sound Source (RSS) Correction Factor)

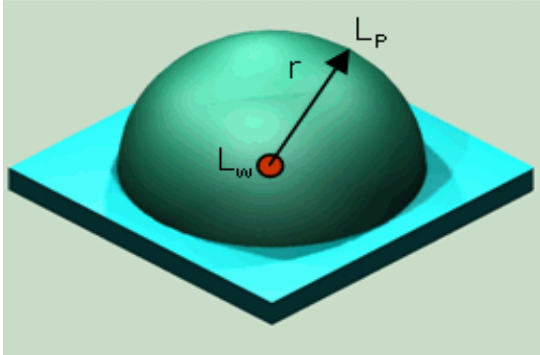
Customer: JE Adams  
 Date: 5/10/2019  
 Mtr Model Q6600-092T (2 mtrs)  
 Unit: 9235-2

Volts 120  
 Frequency 60 Hz  
 By: Jonathan Johnson  
 Test Method: ASTM F1334

**Test Condition:**

JE Adams Unit 9235  
 2 Motor Unit with Q6600-092T Motors.  
 Large Steel Dome With Foam  
 Inlet In Room Open Nozzle

## Sound Pressure At Distances From Unit (Sound Treated as Point Source)

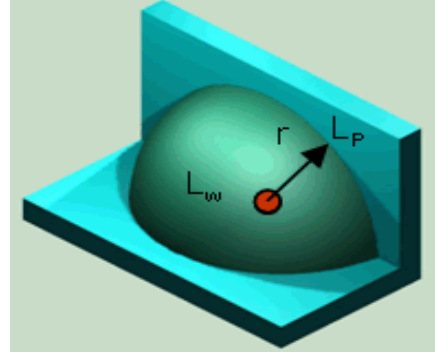


Half Sphere Q = 2

$$L_p = L_w + 10 \log \left( \frac{Q}{4\pi r^2} \right)$$

Lp = Sound Pressure dBA  
 Lw = Sound Power  
 Q = Directivity Factor  
 r = Distance from Source

**Sound Power = 92.7**



Quarter Sphere Q = 4

Distance		Sound Pressure (dBA)
Feet	Meters	
5	1.5	81.1
10	3.0	75.1
15	4.6	71.5
25	7.6	67.1
30	9.1	65.5
35	10.7	64.2
40	12.2	63.0
45	13.7	62.0
50	15.2	61.1
55	16.8	60.2
60	18.3	59.5
75	22.9	57.6
80	24.4	57.0
85	25.9	56.5
90	27.4	56.0
95	29.0	55.5
100	30.5	55.1

Distance		Sound Pressure (dBA)
Feet	Meters	
5	1.5	84.1
10	3.0	78.1
15	4.6	74.5
25	7.6	70.1
30	9.1	68.5
35	10.7	67.2
40	12.2	66.0
45	13.7	65.0
50	15.2	64.1
55	16.8	63.3
60	18.3	62.5
75	22.9	60.6
80	24.4	60.0
85	25.9	59.5
90	27.4	59.0
95	29.0	58.5
100	30.5	58.1

### Noise Sources and Their Effects

Noise Source	Decibel Level	comment
Jet take-off (at 25 meters)	150	Eardrum rupture
Aircraft carrier deck	140	
Military jet aircraft take-off from aircraft carrier with afterburner at 50 ft (130 dB).	130	
Thunderclap, chain saw. Oxygen torch (121 dB).	120	Painful. 32 times as loud as 70 dB.
Steel mill, auto horn at 1 meter. Turbo-fan aircraft at takeoff power at 200 ft (118 dB). Riveting machine (110 dB); live rock music (108 - 114 dB).	110	Average human pain threshold. 16 times as loud as 70 dB.
Jet take-off (at 305 meters), use of outboard motor, power lawn mower, motorcycle, farm tractor, jackhammer, garbage truck. Boeing 707 or DC-8 aircraft at one nautical mile (6080 ft) before landing (106 dB); jet flyover at 1000 feet (103 dB); Bell J-2A helicopter at 100 ft (100 dB).	100	8 times as loud as 70 dB. Serious damage possible in 8 hr exposure
Boeing 737 or DC-9 aircraft at one nautical mile (6080 ft) before landing (97 dB); power mower (96 dB); motorcycle at 25 ft (90 dB). Newspaper press (97 dB).	90	4 times as loud as 70 dB. Likely damage 8 hr exp
Garbage disposal, dishwasher, average factory, freight train (at 15 meters). Car wash at 20 ft (89 dB); propeller plane flyover at 1000 ft (88 dB); diesel truck 40 mph at 50 ft (84 dB); diesel train at 45 mph at 100 ft (83 dB). Food blender (88 dB); milling machine (85 dB); garbage disposal (80 dB).	80	2 times as loud as 70 dB. Possible damage in 8 h exposure.
Passenger car at 65 mph at 25 ft (77 dB); freeway at 50 ft from pavement edge 10 a.m. (76 dB). Living room music (76 dB); radio or TV-audio, vacuum cleaner (70 dB).	70	Arbitrary base of comparison. Upper 70s are annoyingly loud to some people.

Conversation in restaurant, office, background music, Air conditioning unit at 100 ft	60	Half as loud as 70 dB. Fairly quiet
Quiet suburb, conversation at home. Large electrical transformers at 100 ft	50	One-fourth as loud as 70 dB.
Library, bird calls (44 dB); lowest limit of urban ambient sound	40	One-eighth as loud as 70 dB.
Quiet rural area	30	One-sixteenth as loud as 70 dB. Very Quiet
Whisper, rustling leaves	20	
Breathing	10	Barely audible

[modified from <http://www.wenet.net/~hpb/dblevels.html>] on 2/2000. SOURCES: Temple University Department of Civil/Environmental Engineering ([www.temple.edu/departments/CETP/enviro10.html](http://www.temple.edu/departments/CETP/enviro10.html)), and *Federal Agency Review of Selected Airport Noise Analysis Issues*, Federal Interagency Committee on Noise (August 1992). Source of the information is attributed to *Outdoor Noise and the Metropolitan Environment*, M.C. Branch et al., Department of City Planning, City of Los Angeles, 1970.



Commission Meeting Date: July 20, 2021  
**CITY OF GREAT FALLS**  
**COMMISSION AGENDA REPORT**

**Item:** Great Falls Crime Task Force Nominees

**From:** Greg Doyon – City Manager

**Initiated By:** City Commission

**Presented By:** Greg Doyon – City Manager

**Action Requested:** Confirm a Nominee to replace Mary Lynne Billy on the Great Falls Task Force

**Suggested Motion:**

1. Commissioner moves:

“I move that the City Commission (confirm/not confirm) Dugan Coburn as a replacement for Mary Lynne Billy on the Great Falls Crime Task Force.”

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

**Staff Recommendation:** Confirm nominee Dugan Coburn to the Great Falls Crime Task Force.

**Summary:** Pursuant to Resolution 10395, the City Manager was asked to advance names of members for the Great Falls Crime Task Force. Manager Doyon nominated two: City Attorney Sara Sexe and Chief of Police, Jeff Newton. Manager Doyon asked Commissioners to also submit nominees for consideration by the City Commission. On May 18, 2021 the City Commission confirmed the following members:

1. Mary Lynne Billy – Indian Family Health Clinic
2. Shawna Jarvey – Transition Consultant, Benefis Health
3. Nichole 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

At the end of June staff received a resignation from Ms. Billy due to personal reasons. Manager Doyon reached out to Mayor Kelly and Commissioner Moe for a replacement recommendation as they initially recommended Ms. Billy.

Both Mayor and Commissioner Moe recommended Mr. Coburn. Mr. Coburn is the Director of Indian Education with the Great Falls Public School District.

**Alternatives:** Nominate a new member.