



JOIN THE HAMILTON DOWNTOWN ASSOCIATION AS A 2021 MEMBER!

Dear Hamilton Business Owners, Community Members, and Nonprofit Partners,

COVID has changed everything! Though many of our projects can carry on through the pandemic, we have obviously not been able to host our regular events. Once it is safe to resume our normal activities, we will be looking forward to throwing some great parties! We know this has been a trying time as business owners and non-profit managers, and like you, we are innovating each day to figure out how to sustain through this time. Because the future is unknown, we wanted to list our "normal" activities so you're informed and can sustain hope that we'll return as soon as it is safe to do so. We hope you and yours are safe and healthy. We are fortunate to live in a community that cares for each other and this year has been an overwhelming example of our shared values.

To sustain our efforts, we need your support through membership! Please take a moment to read about our goals and activities. Attached is your membership form for 2021. We look forward to working with you and making 2021 a success!

Cheers,

Claire Kemp

Executive Director

CURRENT PROJECTS

- HDA is on the organizing committee for the Connect 93 project. For more info: connect93hamilton.com
- HDA is helping to facilitate the Wayfinding project with the City of Hamilton. Signage and Wayfinding inform and connect people to our business districts, parks, and outdoor amenities.
- HDA created a logo/brand for the City of Hamilton to use for the Wayfinding project.
- Coordinating and assisting with private fundraising efforts to gift the bronze sculpture, *Along the Banks*, to the City to display in a prominent place in Hamilton.
- Assisting the City to create a Historic Preservation Committee.

WHAT WE DO FOR HAMILTON

- Promote local business growth and success by utilizing all forms of media and facilitating Hamilton community events.
- Implement goals outlined in the Downtown Master Plan.
- Collaborate with the City of Hamilton, the Downtown Hamilton Business Improvement District, Ravalli County Economic Development Authority, the Bitterroot Valley Chamber of Commerce, MSU Extension, and Bitterroot Cultural Heritage Trust.
- Networking at our monthly meetings.
- Beautify and decorate Downtown Hamilton.

HDA COMMUNITY EVENTS AND INVOLVEMENT

- Crab Feed
- Wine Fest
- Daly Days
- Culture Crawl
- Halloween Parade
- Moonlight Madness
- Small Business Saturday
- Holiday Stroll and Tree Lighting
- Holiday lighting and decor in Downtown
- Save the Date Event Card mailed to 15,000 households promoting local events
- Walking Map of Hamilton
- Monthly Newsletter--Digital and Print

HAMILTON DOWNTOWN ASSOCIATION

PO BOX 424

HAMILTON, MT 59840

406.360.9124

HAMILTONDOWNTOWNASSOCIATION@GMAIL.COM

HAMILTONDOWNTOWNASSOCIATION.ORG

SHOP. LIVE. GIVE.
LOCAL



2020 Accomplishments

To say 2020 has been challenging is an understatement! But at Hamilton Downtown Association, we have been busy, sometimes behind the scenes, fulfilling our mission of making Hamilton an ideal place to live, work, shop, and play. We have had to shift, change, accept, create, and listen. As many of you know, when COVID first arrived in the Spring and stay in place orders were implemented, we knew many Hamilton businesses were going to need assistance. Within a few short days, we created a committee, a website, an application and a fundraiser through GoFundMe and the Hamilton Business Relief Fund was established. Our original goal was \$20,000, feeling that may be too ambitious for our small community. To our delight and surprise, YOU raised over \$50,000 in a matter of 6 weeks. Those funds immediately went out the door to Hamilton businesses in need. It paid rent, power bills, employees, goods, anything that businesses needed to keep their doors open until government funding came through. Julie Foster, the Executive Director of Ravalli County Economic Development Authority, a member of the HBRF committee, spoke with each applicant to assist them finding any programs or funds that could further help. It was an amazing collaboration of talent and knowledge. That has always been a key piece of our mission; to work collaboratively with the many agencies in our town to solve problems and achieve our goals.

Connect 93

Perhaps our most exciting accomplishment this year has been the Connect 93 project. For over 20 years, the downtown community has identified the 93 and Main Street intersection as needing improvement in not only aesthetics, but pedestrian safety and connectivity to the many businesses east of Main Street. Through a grant awarded to the City, we began working with Community Builders, a non profit organization that works with small communities throughout the mountain west on these sorts of planning challenges. It is a tremendous collaboration between MDT, MRL, the City, the County, HDA and DHBID. This is a long term plan, but one we're working towards completing over the coming years. Below is the accepted plan as it stands now.



New Bike Racks!

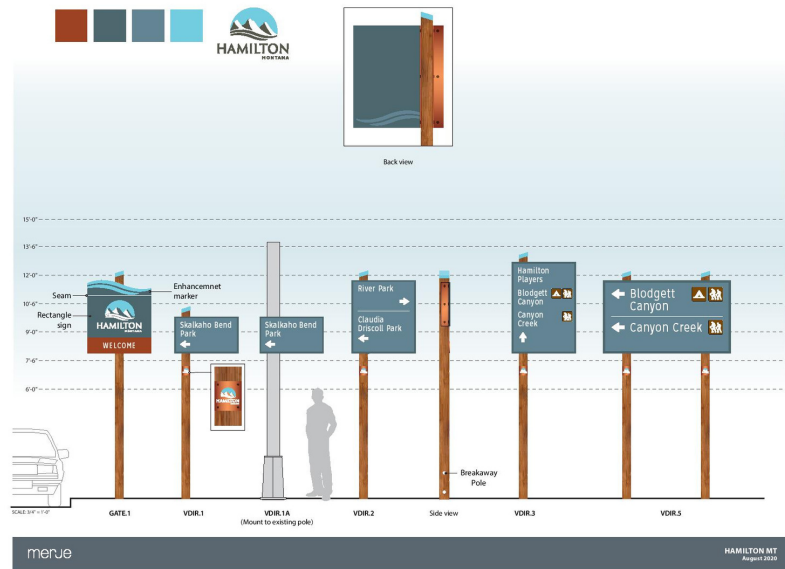
Through collaboration with HDA, DHBID, the City, and Bike Walk Bitterroot, we are getting new bike racks for the downtown with Hamilton's new logo! Keep your eyes open as we install these in the next year!





Wayfinding

Another very exciting project we accomplished this year was a Wayfinding Plan for the City of Hamilton. This was identified as needed in the Downtown Master Plan. We were awarded a grant and hired a firm to design the plan. HDA paid for a new, fresh logo that will be incorporated on the signs. Wayfinding is important to direct people to our businesses, and many outdoor and cultural amenities throughout Hamilton. It adds not only a functional purpose, but an aesthetic one as well. We are now applying for grants to implement the accepted designs and hope to see some of these signs being placed within the next year and half.



Building Better Places Training

Because we are currently working with Community Builders on our Connect 93 project, we were invited to bring a team of community leaders to a special training in Colorado hosted by Community Builders called Building Better Places. In February of 2020, our team joined 8 other communities throughout the Mountain West to address a range of challenges. Most small, western towns are experiencing tremendous growth, yet do not have the civic culture to address these changes that reflect the values and character of the place. It was an intense 3 days of active workshoping to identify the issues we want to address and how to create an action plan. We were filled with excitement and inspiration. And then.....COVID. Our dynamic group will regroup and plan to share our knowledge and plans in the coming year.

