

MT Main Street FY 2012 Q1 (July-Sept 2011) Review 1.4.2.4.1: MT Main Street revitalizes Montana's historic downtowns as vibrant destinations for travelers.

***** Julie Burk is the Stakeholder Reporter *****

Review Status Symbols Legend

First Column:
 Strategy Status: ★ Ahead of Plan ○ On Track ⊗ Behind Plan ● Off Track ➔ Change
 Tactic Start Status: ○ Started on Time ⊗ Started Late ● Incomplete

Second Column:
 Strategy Trend: ↑ Getting Better → Staying the Same ↓ Getting Worse
 Tactic Current Status: ○ On Track ⊗ Behind Plan ● Off Track

Third Column:
 Strategy Future Concern: L Low Concern M Medium Concern H High Concern
 Tactic Final Status: ○ Completed on Time ⊗ Completed Late ● Incomplete
 ✓ Completed ⌚ On Hold ✕ Cancelled

Business Unit	Function	Plan Owner	Plan Year(s)											
		Victor Bjornberg	Jul 2007 - Jun 2012											
Business Situation														
Achieve the Montana Tourism and Recreation Vision														
Objective/Strategy (Owner)	Metrics (Actual / Target)		Status	Reason for Difference	Corrective Action									
1.4.2.4.1: MT Main Street revitalizes Montana's historic downtowns as vibrant destinations for travelers. (Victor Bjornberg)	# of projects completed annually to revitalize Montana's historic downtowns: (18 / 14)		○ → L											
Tactic (Owner)	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Status St-Cu-Fi	Remarks
1.4.2.4.1.1: Collaborate with state agencies and statewide non-profit organizations to promote downtown development (Victor Bjornberg)	1 -	---	---	---	---	---	---	---	---	---	---	-30	○ ○	Collaborate in the formation of the MT Downtown Coalition composed of Main Street Communities, downtown assocs., and BIDS from across MT. Develop programs to assist downtowns.
1.4.2.4.1.2: With MT Downtown Coalition, host Montana				12-14									○ ○	Bozeman will host the Oct 2011 conference

Objective/Strategy (Owner)	Metrics (Actual / Target)										Status	Reason for Difference	Corrective Action	
Downtown Conference (Victor Bjornberg)														
1.4.2.4.1.3: Through the MT Downtown Coalition create a grant program for downtown projects. (Victor Bjornberg)			15-	---	---	---	---	---	---	---	---	-30	○ ○	
1.4.2.4.1.4: Work with MT Downtown Coalition to raise awareness of economic importance of downtowns (Victor Bjornberg)	1 -	---	---	---	---	---	---	---	---	---	---	-30	○ ○	
1.4.2.4.1.5: Work with state agencies, non- profit organizations and private consultants to provide technical assistance services related to the 4 Points of Main Street: Organization, Design Promotion, Economic Restructuring (Victor Bjornberg)	11-13	22	27										○ ○	July Preserve America planning visit to Sheridan & Stevensville; Aug Branding/Marketing Workshop in Terry with Cynroc Inc.of Billings; Sept Heritage Tourism workshop in Shelby with MPA of Helena

FY 2012 Q1 Review 1.8.1.2: Expand and strengthen the Montana Main Street Program to improve downtown vitality, and extend visitor stays and spending.

Business Unit	Function	Plan Owner	Plan Year(s)	
		Victor Bjornberg	Jul 2007 - Jun 2012	
Business Situation				
Achieve the Montana Tourism and Recreation Vision				
Objective/Strategy (Owner)	Metrics (Actual / Target)	Status	Reason for Difference	Corrective Action
1.8.1.2: Expand and strengthen the Montana Main Street Program to improve	# of new Montana communities participating in	○ →		

Objective/Strategy (Owner)		Metrics (Actual / Target)												Status	Reason for Difference	Corrective Action
downtown vitality, and extend visitor stays and spending. (Victor Bjornberg)		MT Main Street Program annually: (0 / 0) \$ invested in MT Main Street Communities quarterly: (\$1.8 million / 0)												L		
Tactic (Owner)		Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Status St- Cu-Fi	Remarks	
1.8.1.2.1: Showcase the business growth as a result of improved economic and community development, emerging from historic preservation and sustainable downtown revitalization. (Victor Bjornberg)		1	-	-	-	-	-	-	-	-	-	-	-30	○ ○	No new Main Street communities being recruiting due to budget constraints; \$1.8 million invested in Main Street Communities and involved in 18 projects.	