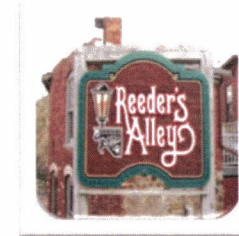


80 – Montana Heritage Commission



Mission:

“The Montana Heritage Commission
Preserves and Promotes
Montana’s Territorial Capital
HISTORY for our **FUTURE**”

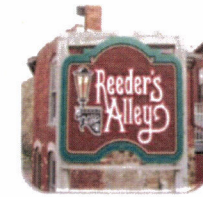
PRESERVATION – PROMOTION – PROTECTION - PARTNERSHIP

MONTANA



HISTORY

MCA 22-3-1000,1001,1003,1004



- Virginia City was Montana's Territorial Capital from 1865-1875.
- In 1997, the Montana Legislature purchased Virginia City and Nevada City from the Charles Bovey family for \$6.5 million, Reeder's Alley was gifted to the state in 2000.
- Today the appraised value of our historic buildings and artifacts is \$44.6 million.
(This equals a 586% Return on Investment)
- According to the *New York Times*, and the *American Alliance of Museums*, Virginia City and Nevada City, Montana are considered to be one of the largest historic sites in the United States.

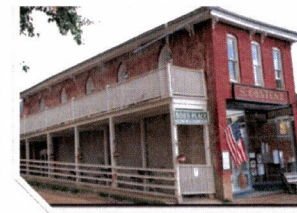
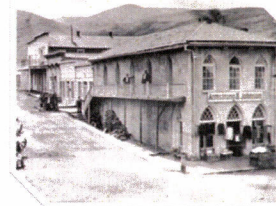
MONTANA





STRATEGIC HIGHLIGHTS

- The Montana Heritage Commission has 276 heritage buildings it maintains and over 1.3 million Americana artifacts it preserves and repairs.
- Over 500,000 tourists visit Virginia City and Nevada City from Memorial Day to Labor Day each year. (Circa Analytics)
 - Virginia City and Nevada City are Montana's number one state-owned tourist destination.
 - Our Economic footprint ^{CS3}_{AE1} is 74.4 million and contributes to 1,226 jobs for Montana.



MONTANA



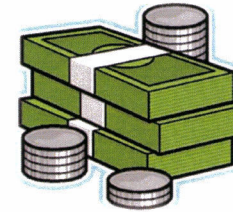
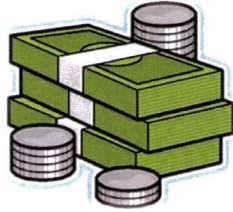
Slide 3

OS3 I just added the dollar sign here - this is great!

Offerdahl, Samantha, 1/20/2021

AE1 Thank-you

Allen, Elijah, 1/21/2021



FINANCIALS

The Montana Heritage Commission's
annual operating budget is from

Tourism-related income

and

voluntary donations.

***We receive no general fund money for our
annual operating budget.**





HOW ARE WE FUNDED?

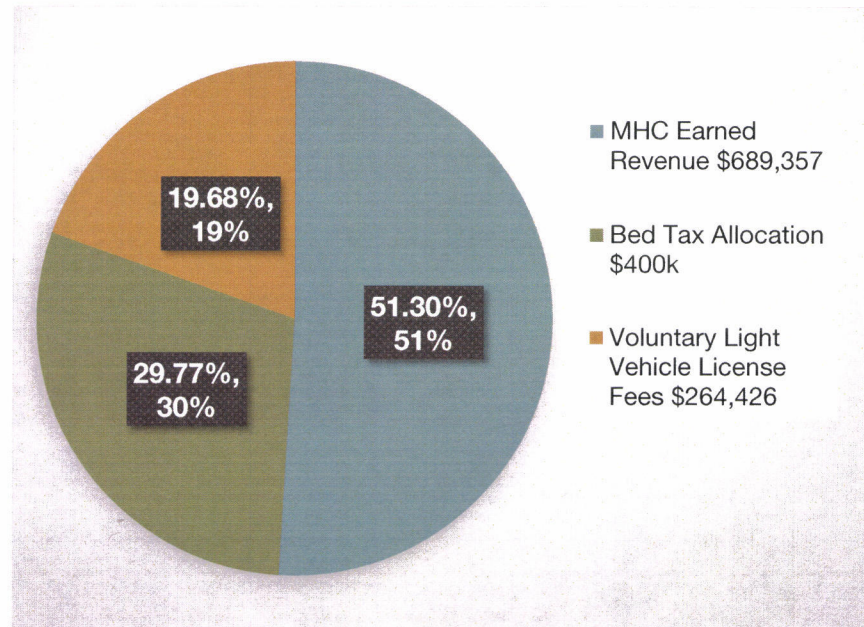
INCOME: REVENUE
FY2020
\$1,343,708

We operate on earned revenue from MHC property/vacation rentals, hotels and operation tickets sales, bed tax allocations and voluntary light vehicle license plate fees.

***NO GENERAL FUND**

***STATUTORILY APPROPRIATED**

* We have been allocated funds from Long Range Preservation/HB652 in the past, but it is not an annual allocation.



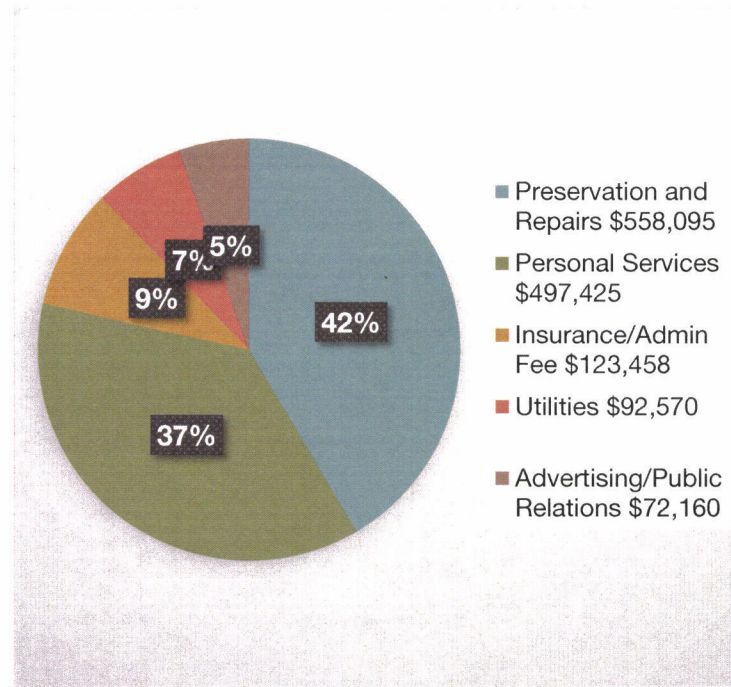


WHERE DOES THE MONEY GO?

EXPENSES:
FY 2020
\$1,343,708

MHC Operations in Virginia City, Nevada City, and Reeder's Alley operating costs include all personal services, preservation, promotion, repairs, insurance and admin fees.

- **The admin fee to the Department of Commerce as an attached agency is 14.22% of personal services. (\$70,733)**
- **MHC has 8 FTE's positions. 5 fulltime and 15 (90-day) seasonals that work From May-Sept each year.**





STRATEGIC PRIORITIES



PRESERVATION
PROMOTION
PROTECTION
PARTNERSHIP



MONTANA

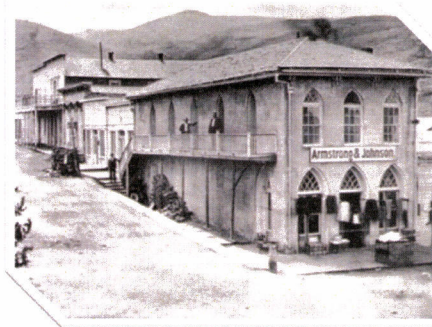


HISTORIC BUILDING PRESERVATION & MAINTENANCE

For a copy of our
detailed SB3
preservation annual
report please visit
and download from
our website at:
virginiacitymt.com



PRESERVATION



(1864)



(2021)

Montana's Territorial Capital Building

- We maintain and preserve 276 historic registered heritage properties and over one million Americana artifacts from the 1860-1960 time period at Virginia City, Nevada City and Reeder's Alley in Helena, MT

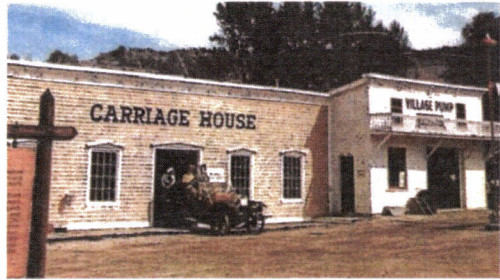
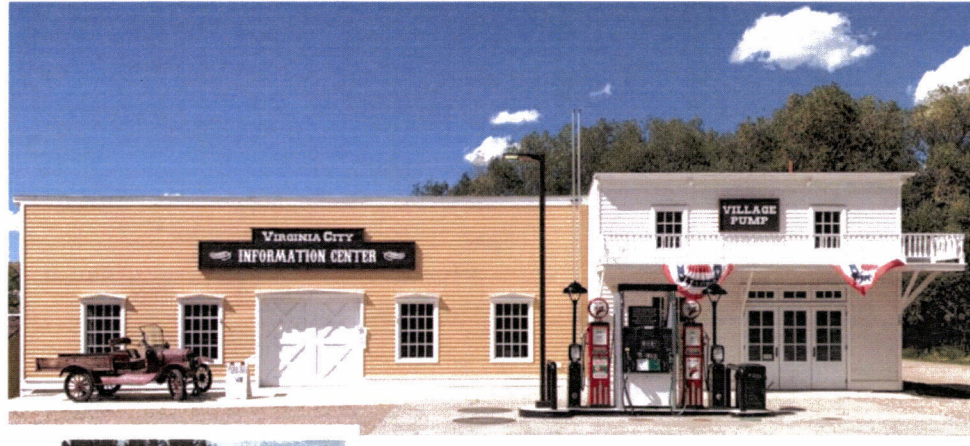
MONTANA



2019-2020 Top PRESERVATION Project



The Virginia City Information Center and Village Pump Gas Station



1944 Village Pump



MONTANA



2019-2020 Top PRESERVATION Projects

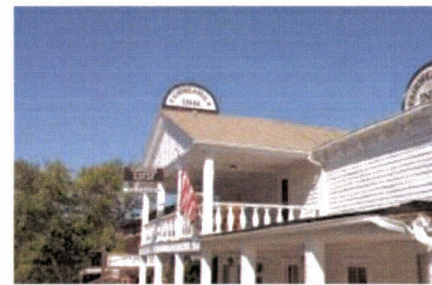


Stay and Play in Montana's History



HeritageAccommodations.com

AlderGulchAccommodations.com



MONTANA



Collections and Archaeology

Please visit our website at virginiacitymt.com to view our electronic database on specific Americana artifacts.

Click on the collections tab or view our annual report online.

 PROJECT
ARCHAEOLOGY



PRESERVATION

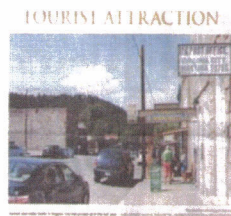


Our current Americana artifact inventory is 1,363,281 and ranges from the 1860-1960 time period.

MONTANA




PROMOTION



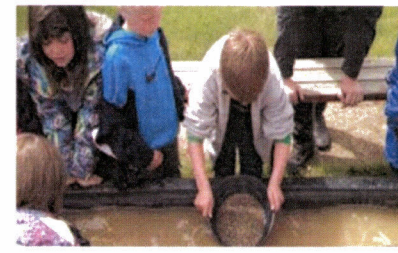
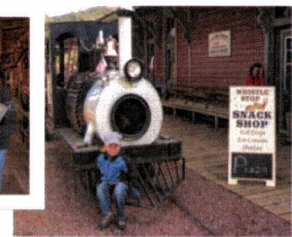
Record-breaking tourism in Virginia City, Nevada City

Virginia City, Nev., has seen a record-breaking year in tourism, with more than 1 million visitors to the historic town in 2020, according to the Nevada State Travel Bureau.

The bureau's annual survey shows that Virginia City was the most visited historic town in Nevada, with a 10% increase in visitors over the previous year. The bureau also reported that Nevada City, Calif., was the most visited historic town in California, with a 15% increase in visitors.

The bureau's survey also found that more than 50% of visitors to Virginia City were from out of state, and that more than 20% of visitors were from outside the United States.

The bureau's survey also found that more than 50% of visitors to Virginia City were from out of state, and that more than 20% of visitors were from outside the United States.



- Implemented an affordable Vigilante Family Pass and Stay and Play in Montana's history packages.
- Advertising campaign that includes e-commerce, Social Media, redesigning website, downloadable Virginia City App, Brochures, TV and Radio.
- Increased MHC tourist related income by 106% from FY 2012- FY020.
- Download The Virginia City, MT app today.



MONTANA

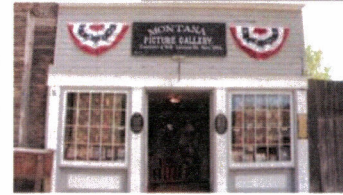




PROMOTION (Business Development)



We have over 42 incorporated businesses operating out of state-owned buildings. These businesses keep our Historic buildings standing!



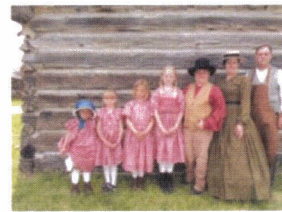
MONTANA



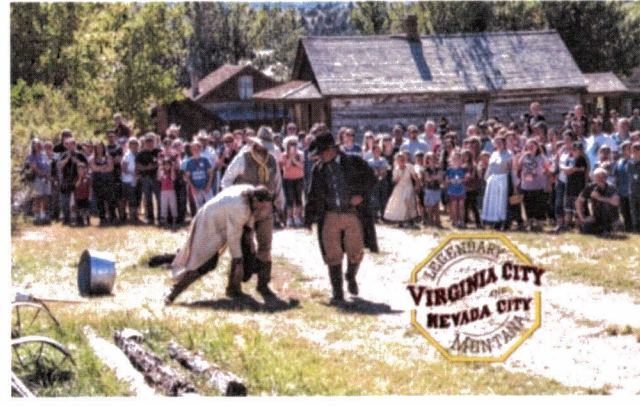


EDUCATION OUTREACH & LIVING HISTORY

The Heritage Commission offers a diverse range of educational outreach programs and reaches out to Montana schools K-12, along with universities throughout the state and country.



PROMOTION



- The MHC living history program has over 100 volunteers that help with historical interpretation. Our program has been ranked as a top historic destination in the United States according in the Chicago Tribune.
- Approximately 10,000 students come each year with school tours from over 93 school districts across Montana.

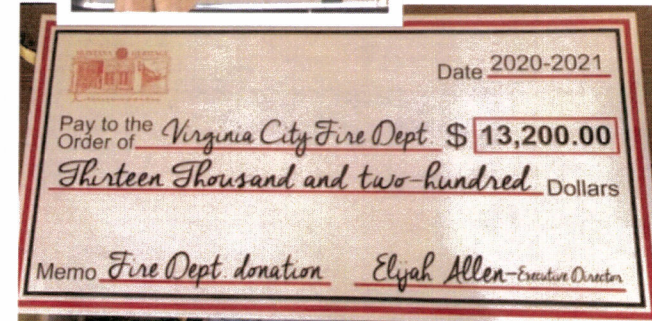
MONTANA



PROTECT



The insured value of our buildings and artifacts is \$44.6 million



MONTANA



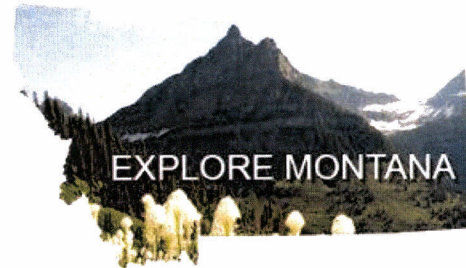
PARTNERSHIPS



MADISON COUNTY
MONTANA



National Trust for
Historic Preservation
Save the past. Enrich the future.™



MONTANA





PRESERVING AND PROMOTING OUR HISTORY



FOR OUR FUTURE

MONTANA HERITAGE AND DEVELOPMENT COMMISSION

Montana Department of Commerce
montanaheritagecommission.mt.gov

virginiacitymt.com

406.843.5247

MONTANA



Montana Heritage Commission: Program and Budget Costs

About:

The mission of the Montana Heritage Commission is to preserve and promote Montana's Territorial history for our future. In 1997 the 55th legislature approved the purchase of Virginia and Nevada Cities based on the historical history of it being the Territorial Capital from 1865-1875. Both cities consist of 276 registered historic heritage buildings, reside on 1960 (3 Miles) acres of land, and contain 1.2 Million artifacts ranging from 1860's Civil War memorabilia to 1960's Americana artifacts. The Montana Land Board approved two additional acquisitions of historic Reeder's Alley and the Pioneer Cabin in Helena. The Montana legislature authorizes the Montana Heritage Commission to care for heritage resources "in a manner that protects the properties and encourages economic independence" (MCA 22-3-1001-1004).

Needs/Who Served:

Virginia and Nevada City are Montana's number one state owned tourist destination with 566,313 tourists visiting our historic site in 2020. According to Circa analytics and the Rocky Mountain Economic development district this contributes \$74.4 million in economic footprint and contributes to 1,226 jobs for Montana. The earned revenue from tourists is put back into preserving Montana's Territorial Capital structures. When calculating our annual operating budget compared to economic footprint we have the highest return on investment compared to other state agencies. "History pays for Montana"

Goals/Measurements:

Our goal is to continue being the number one state owned tourist destination and to increase tourist related income to help put income towards preserving future preservation projects that are significant to Montana's history. Please feel free to see specific goals on page 6 of Montana Heritage Commission Biennial Report.

Future Milestones:

Our future milestone is to increase the preservation of lodging accommodations and working with other state and national historic sites for cross sell opportunities to increase tourism earned revenue and become a nationally recognized historic site which will increase the economic footprint for all of Montana.

Challenges and Opportunities:

The Montana Heritage Commission annual operating budget comes from tourism related income and donations. We have over 300 registered historical structures and buildings and over 1 million Americana artifacts and have not seen an increase in our \$400k bed tax allocation for 23 years.

Consequences if Lost:

The loss of Montana's Territorial Capital history and heritage structures would be devastating for the citizens of Montana. The Montana Heritage Commission has business relationships with 42 businesses that operate out of our state-owned properties and the Economic footprint of \$74.4 million that contributes to 1,226 jobs would be eliminated. (Source: Rocky Mountain Improvement District).

Division	Program Name	2016 Actuals	2017 Actuals	2018 Actuals	2019 Actuals	2020 Actuals	2021 Budgeted
Source of Auth	02 State/Other Spec Rev	02 State/Other Spec Rev	02 State/Other Spec Rev	02 State/Other Spec Rev	02 State/Other Spec Rev	02 State/Other Spec Rev	02 State/Other Spec Rev
		2,524,715.29	2,455,531.68	3,348,182.28	2,437,475.72	1,708,121.25	4,288,009.17
HB2 & HB13				405,000.00	336,892.64	200,000.00	200,000.00
SA Statutory		2,524,715.29	2,455,531.68	2,943,182.28	2,100,583.08	1,508,121.25	4,088,009.17
Grand Total		2,524,715.29	2,455,531.68	3,348,182.28	2,437,475.72	1,708,121.25	4,288,009.17
Total FTE		3	3	3	3	4	4
FTE by Titles						1 Section Manager/Program Specialis	3 Program Specialists
% of Costs Admin							