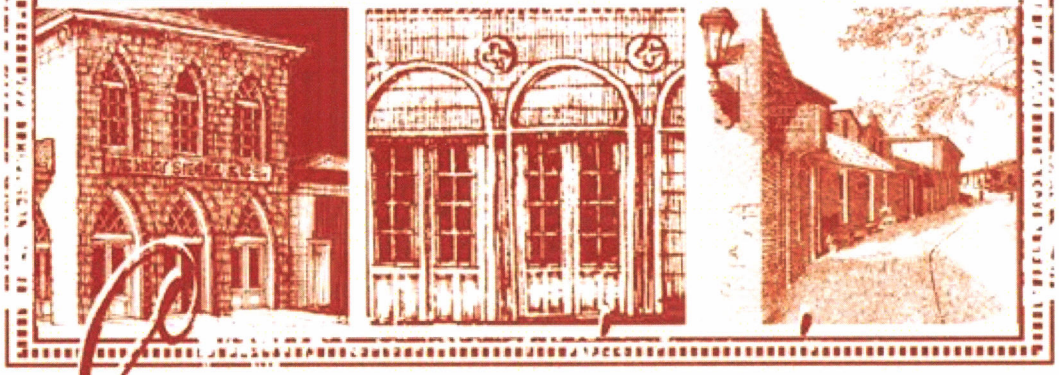
#5

MONTANA HERITAGE Commission



"We Preserve and Promote Where Montana's History Began"

Elijah Allen, Business and Operations Manager

EXHIBIT 5
DATE 1/23/13
HB 2

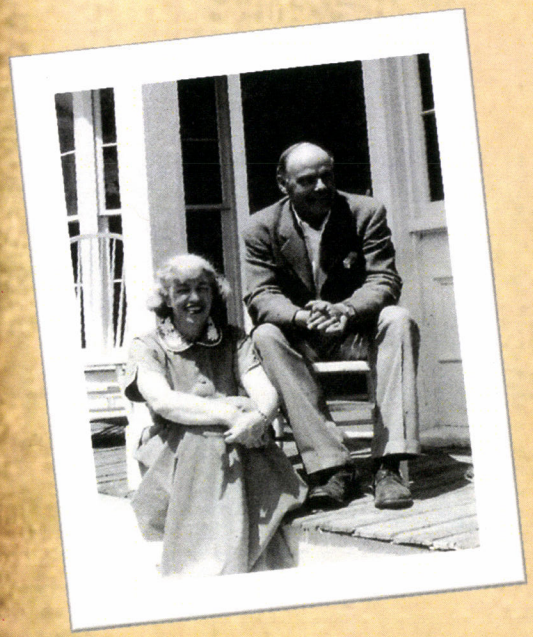
GOALS and OBJECTIVES

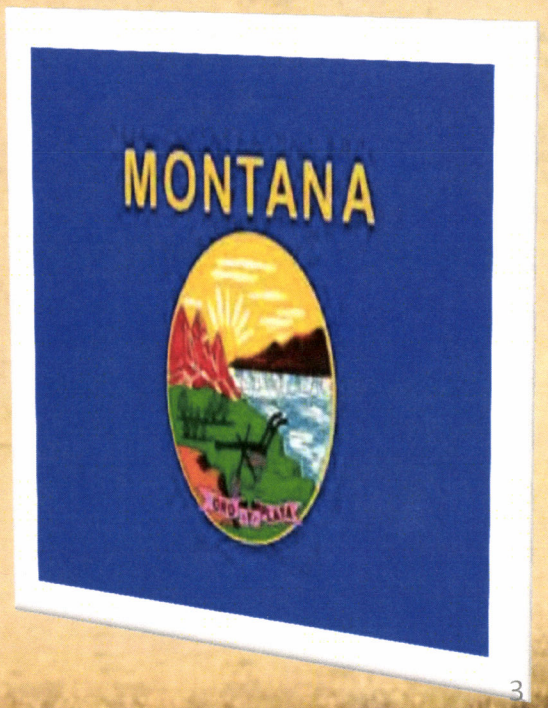
- Develop and implement a business model to help us achieve economic sustainability.
- Maintain and expand education and interpretation programs.
- Improve marketing and promotion of our sites.
- Complete critical historic building stabilization projects and address urgent life safety goals with occupied buildings.
- Continue the conservation and care of valuable historic artifacts.

MONTANA HERITAGE Commission

In 1997, the Montana Legislature purchased Virginia and Nevada Cities from the Senator Charles Bovey family for 6.5 Million.

Today the historical and the value we insure our properties and artifacts is 41.7 million.





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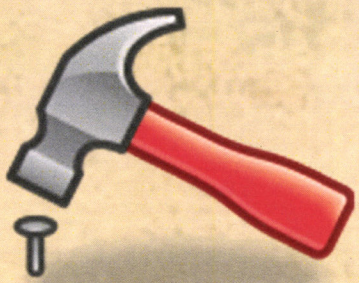
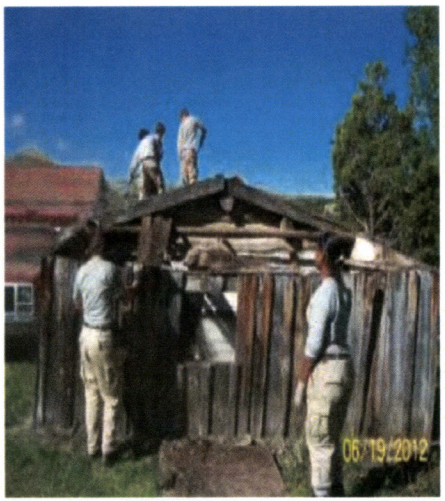
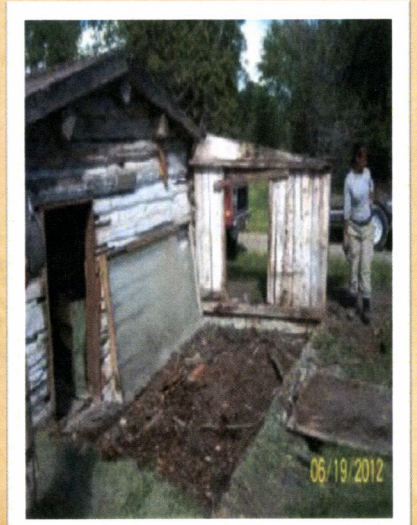
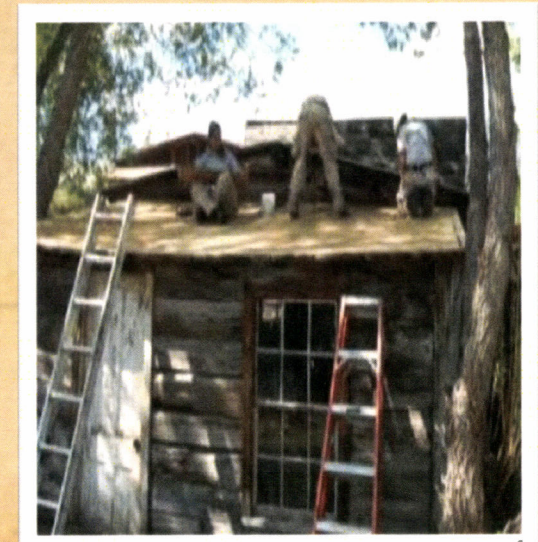


Historic Preservation

We preserve and maintain 249 buildings in Virginia and Nevada City and Reeder's Alley in Helena, Montana.







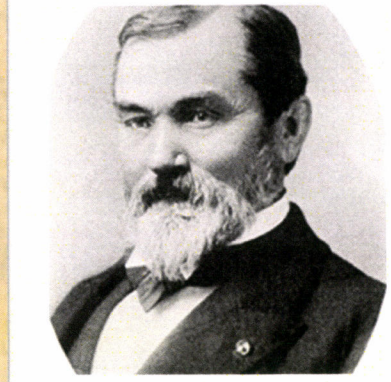
MONTANA HERITAGE Commission

(1863)

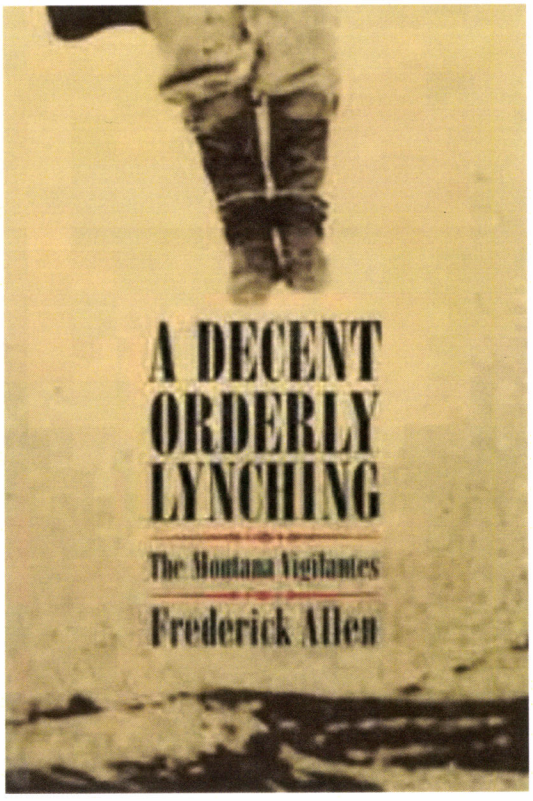
(Present Day)

Montana's 1st Active Territorial Capital

Irish General Thomas Francis Meagher



Colonel
Wilbur F. Sanders
"Men do your duty"



"Montana Vigilantes"

The famous hangings of 21 men such as George Ives who was tried, convicted and hung in 48 minutes and the famous Jack Slade.

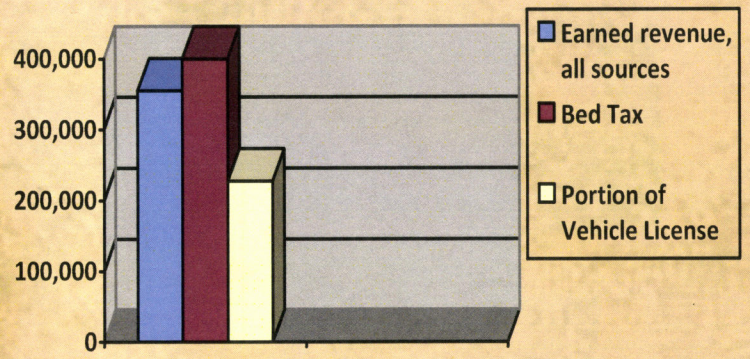
Financials

- Our approved Operating Budget for 2012-2013 is 960k.
- We do not have access to general funds according to our governing statutes. (MCA, 22-3-1003)

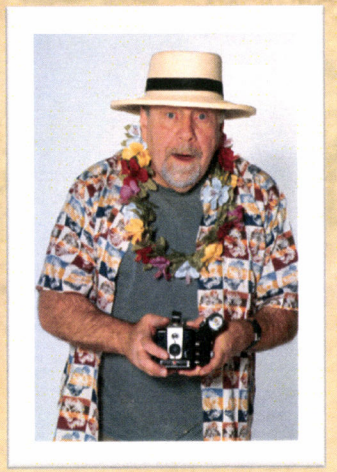
Income:

Statutory Funds and Earned Revenue

- Earned revenue includes all MHC properties, leases, gate and train fees, rents and private donations.



MONTANA HERITAGE Commission



Tourism and Business Development

We Must Change Business Model from just being a landlord.

1-10% of Revenue must be reinvested into Marketing!

2-Businesses must participate in a percentage of revenue!

3-We must run some of the businesses ourselves!

2012 Results

- ✓ 37 Businesses associated with MHC and these businesses employ over 400 people!
- ✓ According to the Office of Tourism we were #1 in 2012 with 123% increase in visitor traffic!
- ✓ We increased our visitor service earned income by 135%!

GET LOST. (IN MONTANA)

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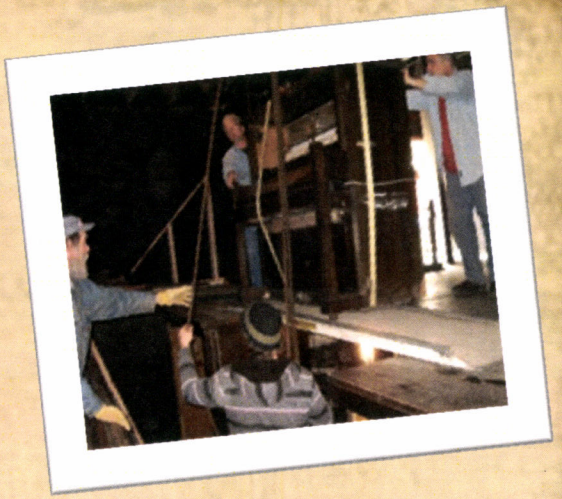
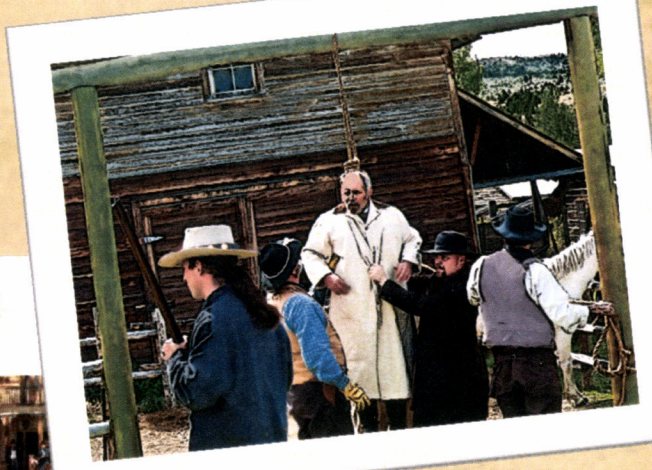


Collections and Archeology

"Virginia City has the 2nd largest Americana site in the United States next to the Smithsonian"
-New York Times-

- ✓ Our Current Artifact Inventory Count is 1,234,714

MONTANA HERITAGE Commission



2013 NEVADA CITY MUSEUM LIVING HISTORY SCHEDULE

May16-17	Educational Outreach Days
May 25-27	The Gold Discovery
June 1-2	The Murder of Dillingham
June 8-9	George Ives Trial & Hanging
June 15-16	The Hanging of Red Yeager
June 15	Lantern Tour
June 22-23	Con Orem & Hugh O'Neil Fight
June 22 6:30pm	The Main Event
June 29	30 Alder Gulch Legends
June 29	Lantern Tour
July 5-7	Fourth of July
July 13-14	The Great Duel
July 13	Lantern Tour
July 20-21	Steve Marshland
July 27-28	Miner's Court
July 27	Lantern Tour
August 3-4	Placer Gold
August 10-11	Beans, Bacon & Bannock Bread
August 17-18	The Flour Riot
August 17	Lantern Tour
August 24-25	The Women of the Gulch
August 31-Sept 2	Jack Slade's End
August 31	Lantern Tour
September 7-8	Winter Apples
September 14-15	Trails End
September 19-22	ALHFAM Tri Regional Conference
October 25-26	All Hallows Eve

For More Information:
(406) 843.5247
www.virginiacitymt.com

ALHFAM

Preserving American Living History

Partnerships

- Americorps (NCCC)
- Elderhostel
- Madison County
- Montana History Foundation
- Montana Preservation Alliance
- Montana State University
- Montana Tech
- National Trust for Historic Preservation
- Town of Virginia City
- Montana Youth Challenge
- The University of Montana

FUN FACTS ABOUT
Virginia and Nevada City, Montana!

The worlds longest bare knuckle fight was in Virginia City!
(Con Orem and Hug O' Neil Fight)
(148 nonstop Rounds)

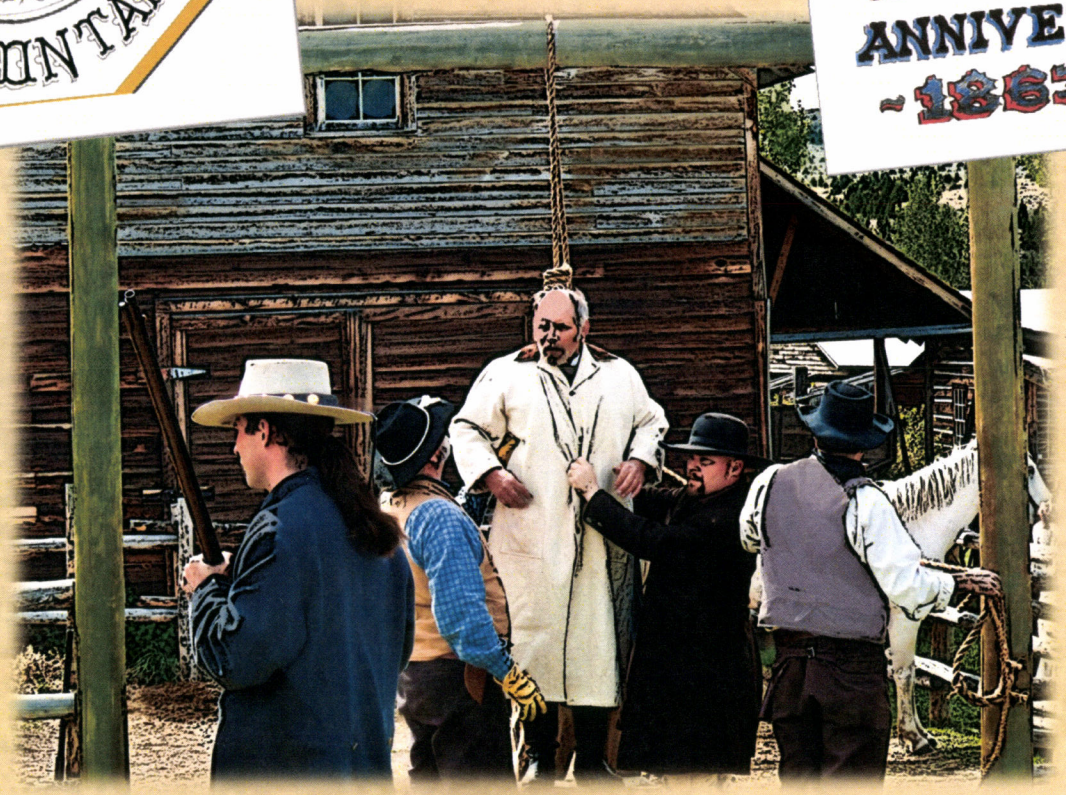
Over 100 million dollars in Gold were mined in Alder Gulch and used by President Lincoln as a primary source to help finance the Civil War!
($19 oz in 1863 = Today $1,131.00)

3-7-77
(Montana Highway Patrol)
24 hours to leave, or
(They would be digging a hole that was 3 feet wide, 7 feet long and 77 inches deep!)

LEGENDARY
VIRGINIA CITY
AND
NEVADA CITY
MONTANA

MONTANA HERITAGE
Commission

VIRGINIA CITY
MONTANA
150TH
ANNIVERSARY.
~1863~2013~



COME "HANG OUT" WITH US

MONTANA HERITAGE Commission

Our Mission

The Montana Heritage Commission preserves and manages historic resources in Virginia City, Nevada City and Reeder's Alley and promotes the appreciation of history through quality visitor experiences.

LEGENDARY VIRGINIA CITY AND NEVADA CITY MONTANA

VIRGINIA CITY MONTANA 150TH ANNIVERSARY. ~1863-2013~