



“Why we should STAY with the Department of Commerce and be SEPARATE from the Parks Department”

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**THE DEPARTMENT OF COMMERCE’S MISSION STATEMENT**

**“The Department of Commerce is committed to the state’s vision for economic prosperity and serving the many citizens, communities, businesses, and organizations. Commerce also acts as an information broker for businesses and communities in the economic and community development areas.”**

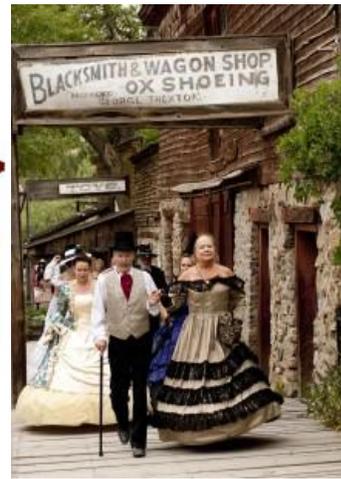
- The Heritage Commission plays a vital if not majority stakeholder role in the towns of Virginia and Nevada Cities, with being the principle owners of 248 Buildings, and 160 Acres of Land.
- The Town of Virginia and Nevada City has over 70 incorporated businesses and Madison and Jefferson Counties have over 319 Businesses associated with the tourism industry which benefit from Virginia and Nevada City being the “Hub” of attractions that help contribute to the economic prosperity of the individual business owners.
  - The Town of Virginia and Nevada City along with Reeder’s Alley are in Incorporated Towns that can make it extremely difficult to contrast with Parks regulations and procedures.
- I feel it would be a fair statement to indicate that the Parks Department has generated low revenues over the past couple of years and the merger/acquisition of the Heritage Commission could have the potential to stretch our earned revenues and appropriated funds that we have worked hard to stay within. This could also reduce our preservation dollars and marketing dollars that we use to help promote the businesses we have associations with and that also contribute to the Tax Revenue of the State of Montana.
- To be stereotyped as another preservation project is misleading as we do share historical history and architecture, but we have distinct differences with being associated with incorporated towns and the many businesses that we associate with and who we have stewardship over with the Heritage Commission.
- We are currently self-sufficient on earned revenues and appropriated funds. We have a very promising future to become totally self-sufficient on earned revenues with utilizing the programs that the department of commerce are in charge of such as: Business Resource Division, Small Business Development Centers, Community Development Bureau, Grants Bureau, Montana Promotion which includes Marketing, Montana Film, Tourism and Visitor Services.

**“The Department of Commerce is where we need to be because it is the ARM of Business development and we need their talents to accomplish continued success in economic and preservation objectives.”**

“We are the businesses that have relationships with the Heritage Commission”









# **Bannack State Park**



## REEDER'S ALLEY - Tenant Rent and Utilities Budget Billing

	Utilities	Rent	Total	Due date
Papa Tony's - 139 & SH Kitchen	217	293	510	1st
Shreiner - 105	84	650	734	1st
Dundee's Barber Shop - 107	110	321	431	1st
VACANT - 111	47	190	237	1st
VACANT - 113	57	190	247	1st
MHC - 115 & 117				1st
Theresa Boyar - 119	42	135	177	1st
Ted Mazzaresse - 121	133	450	583	1st
Marca Gibson - 123 & 125	71	275	346	1st
SOS - 127 & 129	92	315	407	1st
WELC - 131 & 133	90	450	540	15th
VACANT - 135	53	175	228	1st
Clay Scott - 137	53	175	228	1st
Mt Preservation Alliance - 120 #2	135	750	885	1st
CASA - 120 #1	136	765	901	1st
Caretakers Cabin	0	500	500	1st
<b>Total Monthly</b>	<b>1,411</b>	<b>5984</b>	<b>7,395</b>	
<b>Total Revenue from Rents</b>		<b>\$71,808</b>	<b>\$88,740</b>	
Operating and Maintenance costs		<b>32k</b>		
Net Profit		<b>\$39,808</b>		



### Billboards

62% of Visitors come to Montana to visit Glacier National Park and Yellowstone National Park  
10.2 Million people drive that interstate back and forth.

We have reserved 8 Billboards with one at Yellowstone and one at Glacier and six of them  
attracting them to come visit before Exit

### E-Commerce

Virginia/Nevada City App for I-Phones and Droid Phones  
(App will show Shopping, Restaurants, Lodging, Attractions and give a Audio Tour of the Historical  
Backgrounds of Virginia and Nevada City)

QC Scan Codes Linking to Heritage Commission Site, Virginia City Chamber  
and "Where History Lives" on YouTube.



### Print Advertising

Gold-West Magazine -Back Page  
Madisonian-Reserved 14 weeks (Memorial Day through September  
and the back cover of the Summer Times  
Rediscover MT ( Back Page) \$144,00 Circulation  
History Magazine (Full Color Ad)  
Yellowstone and Glacier Journal (Full Color Ad)

### TV and Radio Advertising

"We are Virginia and Nevada City Campaign" spotlighting top attractions in a 1 minute radio and TV  
ad. We have committed to run these ads through Memorial Day through September. KXLF TV and  
the Eagle will run 113 ads in between Memorial Day through September

## Business Model to Change Revenues

- 1- **We Must Operate Some of the Operations Ourselves !**
- 2- **Going forward businesses must participate in Percentage of Revenues Collected !**
- 3- **We Must Spend 10-25% of Earned Revenue in Marketing Virginia and Nevada Cities !**

Current Situation \$166,039 + 44k with Nevada Tours =\$210,039

(Trains currently not operating)

### Year One (2012)

(New) Train Operations and Revenue Projected (65k)

Nevada City Museum Tours (96k)

(New) River of Gold (Gold Panning Operation) (45k)

(New) School Tours/History Camp (May-June) (12k)

Gift Stores (25k)

**Total Projected Revenue \$253k + Rents Revenue (\$166,039) = \$420k**

### Year Two (2013) (150<sup>th</sup> Anniversary Celebration)

Manage and Operate Nevada City Hotels and Fairweather Inn

(Contract Ends 12/31/2012, we will take over management should the vendors not want to renew)

50 Rooms/90 Nights \$100-125dollars a night = \$450,000

**Total Projected Revenue \$869,000**

### Year Three

Going Forward on all new contracts businesses pay either 10% of revenue or minimum existing rents (whichever is higher) with the understanding that 10% of Revenue generated from all Montana Heritage Properties and businesses goes back to Marketing and Advertising for Virginia and Nevada City.

(Assuming each business generates 30k on average of the 13 businesses)

10% Revenue = \$390,000 vs \$166,039 (Rents) (Increase of \$223,961)

**Total Projected Revenue \$1,095,000**