



December 9, 2015

Mr. Tash Wisemiller, Program Coordinator
Montana Department of Commerce
Montana Main Street Program
P.O. Box 200523
Helena, MT 59620-0523

RE: Main Street Revitalization in Red Lodge

Dear Mr. Wisemiller:

The Red Lodge Area Chamber of Commerce (RLACC) fully supports the Red Lodge Area Community Foundation's launch of the National Trust Main Street initiative here in Red Lodge. The Four Point Approach used by the program, includes: organization, promotion, design and economic restructuring to ensure a unified and organized community involvement. Red Lodge and the surrounding area continue to grow at a steady rate, requiring needed updates to our infrastructure system. We would like to urge the State to provide needed assistance in achieving a successful process and outcome for this charming community.

We understand the importance of consensus and having everyone work toward the same goal, which is the RLACC's primary goal during this process. We will work to educate the business community and residents of Red Lodge on the importance of preservation-based revitalization in enhancing our historic downtown corridor to ensure its long term sustainability.

Sincerely,

Sherry and Tim Weamer, Co-Directors
Red Lodge Area Chamber of Commerce



December 21, 2015

Tash Wisemiller, Program Coordinator
Montana Department of Commerce
Montana Main Street Program
P.O. Box 200523
Helena, MT 59620-0523

RE: Main Street initiative in Red Lodge

Dear Mr. Wisemiller:

The Red Lodge Merchants & Lodging Association represents the downtown businesses that would be most affected by a National Trust Main Street program in Red Lodge. Revitalizing our historic downtown is one of our highest priorities, and bringing a Main Street program to our town would support and extend our efforts. We have a history of building communication and cooperation among downtown businesses, and Main Street would be an excellent addition to the network of partnerships we have already created.

We strongly support and encourage the State of Montana to provide the Montana Main Street program with all possible assistance in launching a Main Street program here.

Thank you for your time.

Sincerely,

A handwritten signature in black ink, appearing to read "Kathy Robson", written over a light blue horizontal line.

Kathy Robson, President
Red Lodge Merchants & Lodging Association
kathy@robson.org
406-860-4595



December 14, 2015

Tash Wisemiller – Program Coordinator
Mt. DOC
Montana Main Street Program
P O Box 200523
Helena, Mt. 59620-0523

RE: Montana Main Street Community

Dear Mr. Wisemiller,

The TBID Committee of Red Lodge is in full support of the community application to become a Montana Main Street Affiliate.

With the Red Lodge Area Community Foundation taking the reins to spearhead the program in our area, we feel that we more than meet the basic criteria. Our community and its various organizations are cohesively working together to promote, revitalize and restructure our downtown area, making it welcoming to visitors and prosperous to businesses.

Sustainability and economic growth are vital to any community, and with the assistance of the Montana Main Street Program's varied resources, we could well be on the way to being recognized as Montana's "diamond in the rough".

Sincerely,

Piney Hardiman
President – Red Lodge TBID Committee

December 17, 2015

Mr. Tash Wisemiller
Program Coordinator
Montana Dept. of Commerce
Montana Main Street Program
P.O. Box 200523
Helena, MT 59620

RE: Red Lodge Montana Main Street Application

Dear Mr. Wisemiller,

The Realtor Association of Red Lodge is pleased to extend their full support to the application of the City of Red Lodge for inclusion in the Montana Main Street Program. We are proud of the cultural, architectural and historical nature of our downtown area and easily recognize it as one of the top assets to our community.

An attractive and engaging downtown is key to capturing visitor spending whether they are passing thru enroute to Yellowstone in the summer or for skiing in the winter. As Realtors we see every day, how the vitality, appearance and economic viability of our downtown area influences the decision of visitors to spend more time in Red Lodge. Some of these visitors eventually make the transition to becoming property owners; supporting our construction, real estate, banking, title, insurance and retail businesses.

While we have a beautiful and historic downtown, no doubt the envy of many communities, the age and condition of many of the buildings are by industry standards poor. And due to the seasonal nature of our tourism, there is a very high turnover rate and frequent vacancies in "anchor" downtown buildings. We also have deficiencies in parking and some infrastructure challenges to overcome. It is our hope that participation in the Montana Main Street Program will help us develop a road map for sustaining, improving and capitalizing upon our beautiful downtowns assets.

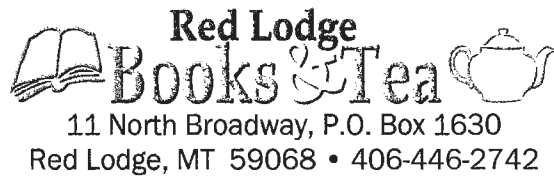
One of Red Lodge's greatest assets is the people who live here. You will find, if we are selected, an enthusiastic group of workers who love Red Lodge and whom are dedicated to bettering the economic, historic and cultural vitality of Red Lodge!

Thank you for considering our application. We look forward to working with the Montana Main Street Program!

Sincerely,

A handwritten signature in cursive script that reads "Harold Holman". The signature is written in dark ink and is positioned below the word "Sincerely,".

Harold Holman
President, Red Lodge Realtors Association



December 14, 2015

Tash Wisemiller, Program Coordinator
Montana Department of Commerce
Montana Main Street Program
P.O. Box 200523
Helena, MT 59620-0523

RE: Main Street initiative in Red Lodge

Dear Mr. Wisemiller:

The nascent economic development programs in Red Lodge are showing significant positive effects on downtown businesses like mine today largely due to unified efforts by organizations like our Community Foundation, Chamber of Commerce, Merchants & Lodging Association, and Convention/Visitors Bureau.

The implementation of a National Trust Main Street program in Red Lodge would bring exactly the kind of assistance that we need to coordinate our efforts and bring the revitalization of our historic downtown shopping district to fruition.

Red Lodge Books & Tea strongly supports the launch of this program in Red Lodge and encourages the State to provide all possible assistance in making it happen.

Thank you for your time.

Sincerely,

A handwritten signature in black ink, appearing to read "Gary", with a long horizontal flourish extending to the right.

Gary D. Robson
Red Lodge Books & Tea



18 North Broadway
Red Lodge, MT 59068
December 18, 2015

Tash Wisemiller
Montana Department of Commerce Montana Main Street Program
P.O. Box 200523
Helena, MT 59620-0523

Mr. Wisemiller:

Thank you for coming to Red Lodge to explain the Main Street program. After hearing your remarks, I believe this program can greatly benefit our community, and for this reason I want to express Kids Corner's support for Red Lodge's Main Street application.

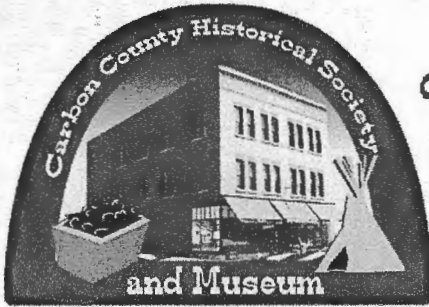
Those of us who run Kids Corner, a non-profit thrift store located on Red Lodge's main street, are acutely aware of how critical the economic health of the entire street is to the economic health of each of the individual businesses on the street. Since we are a small-town seasonal tourist destination, our merchants tend to do well during the tourist season, but our year-round population base is sometimes not large enough to sustain the businesses throughout the off-season. Each winter we have businesses that fail to make it through the season. The difference between the volume of our store's summer business and our winter business has made it clear to us how dependent we are on walk-by traffic and tourists to make us sustainable.

The Main Street program has tools that can help our community to optimize the attractiveness and viability of our business district. We believe these tools can help make us more economically sustainable. We urge you to act favorably on Red Lodge's Main Street application.

Sincerely,

A handwritten signature in cursive script that reads 'Susan Foisy'.

Susan Foisy
Chairman of the Kids Corner Board



Carbon County Historical Society and Museum

224 Broadway Ave. N. • P.O. Box 881
Red Lodge, MT 59068-0881
Phone: 406/ 446-3667 • Fax: 406/ 446-1920
www.carboncountyhistory.com • info@carboncountyhistory.com

December 19, 2015

Re: Montana Main Street program

To Whom It May Concern:

The Carbon County Historical Society and the Carbon County Historic Preservation Office enthusiastically supports the Montana Main Street program.

There is strength in unity. A diverse group of people and organizations dedicated to the continued revitalization and preservation of our Historic and Commercial districts will create a plan to promote the proper growth and changes needed to move Red Lodge forward.

Grant funding to aid in proper renovation of historic structures, creating space for community events such as a cultural and arts center and other projects could be the deciding factor in accomplishing these goals.

The historical society and preservation office are housed in the historic Labor Temple built in 1909. Plans for continued renovation include bringing the grand ballroom located on the third floor back to its former glory. Funding for a project of this scope is difficult to find, and the Montana Main Street program might be a way to help us attain that goal.

The Carbon County Historical Society and the Carbon County Preservation Office are dedicated to the preservation of our area's history, our historic structures and many other aspects of preservation. We hope to be an integral part of the Montana Main Street program.

Sincerely,

Debbi Brown
Executive Director
Carbon County Historical Society

Samantha Long
Historic Preservation Officer
Carbon County Historic Preservation Office



December 14, 2015

Tash Wisemiller
Main Street Program

Dear Tash,

Thank you for considering Red Lodge for your Main Street Program. Organization, Promotion, Design and Economic Restructuring approaches definitely support and grow resilient communities like Red Lodge. We are counting on this Main Street affiliation to take us to the next level.

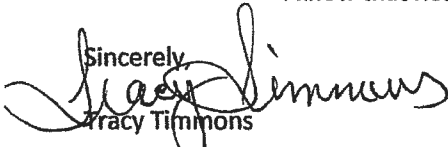
Organization and Economic Restructuring has been a primary focus of the Community Foundation for the past five years. The Foundation has committed some of its organizational capabilities in the form of "neutral convener" for the Main Street project. We are adept at organizing the community to work together to build all types of community assets: financial, grants management, leadership, organization creation, initiatives and cross sector developments. We include initiative partners from inside and outside of our community who meaningfully contribute time, talents and treasures. Through consensus and cooperation the Foundation has facilitated the community to come together to address and develop several recent projects:

- ✓ A Place for Our Arts was facilitated in which a long time arts director stated, "This is the first time in her 25 years in Red Lodge, in which all of the artist groups worked together, in the same room."
- ✓ Connecting Youth brought nonprofits, citizens, and the school district together to create the first community service hours graduation requirement, the first mentoring program, and the high school youth volunteer program that generated over 2,000 youth volunteer hours in 2014.
- ✓ We just got started on a Healthy Communities initiative that will seek our largest cross sector partnership yet!

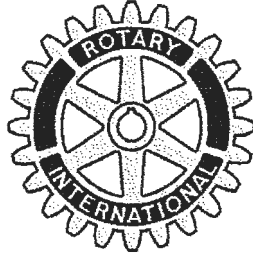
The Foundation has also committed some of our Economic Restructuring capabilities in the form of collaboration and leadership. Our "big experiment" in economic restructuring has vetted a new truth to us: That it takes more than a single organization to drive economic development. Over the long term, economic development will be realized when all sectors are working on it together, as illustrated in our most recent economic activities:

- ✓ Revitalize Old Roosevelt-a reuse plan has been written, building ownership being considered, funding identified.
- ✓ We were able to retain the financial assets of the Carbon County Habitat for Humanity when they closed rather than allow the assets to leave the county (as they were positioned to do).

I know that Red Lodge is positioned to be one of your best community successes yet!

Sincerely,

Tracy Timmons
Executive Director

Connecting People ~ Building Community
122 Hauser Avenue S, P.O. Box 1871, Red Lodge MT 59068
www.rlacf.org
446-2820



Rotary Club of Red Lodge
PO Box 1205
Red Lodge, MT 59068

"Service above Self"

December 18, 2015

Dear Montana Main Street Committee Members,

The Rotary Club of Red Lodge strongly supports both the goals of the Montana Main Street Program as well as Red Lodge Area Community Foundation's application. We are proud to offer this Letter of Support.

The Rotary Club of Red Lodge works closely with local community development, educational and non-profit organizations to improve Red Lodge's quality of life, sense of place and most importantly, the positive development of Red Lodge's youth population.

The objectives and resources of the Montana Main Street Program would complement and strengthen the goals of the Red Lodge Rotary Club via its integrated relationship with our local Community Foundation, Chamber of Commerce and School District. Examples of this convergence of goals include:

- A partnership between Rotary, the Community Foundation and the Red Lodge School District enabled local students to work with experts from Hollywood film studios regarding web development and various graphics arts disciplines. This, in turn, enabled local students to work directly with local businesses to create or improve business web sites, business systems applications and graphics arts supporting local marketing and promotion efforts. Although local fundraising helped transport students to the Walt Disney Studio in California to meet with technology media experts, additional resources would broaden like projects to a greater number of students.
- Similarly, Red Lodge's integrated Youth Development efforts seek to retain valuable human assets in the form of highly educated youth who can be employed locally rather than seek opportunities elsewhere. For example, Rotary has recently been active in raising awareness regarding the rural in sourcing of technology jobs, previously outsourced overseas. We would encourage the Main Street program to also examine these efforts to retain talent in rural communities in Montana like Red Lodge.

If there's any additional information that Red Lodge Rotary can provide to support this application, please let us know.

Sincerely,

A handwritten signature in black ink that reads "Randy Dragon". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Randy Dragon
President, Rotary Club of Red Lodge
Randy.dragon@gmail.com

Resolution No. 3404

A RESOLUTION AUTHORIZING THE SUBMITTAL OF AN APPLICATION TO THE MONTANA DEPARTMENT OF COMMERCE SPECIFIC TO THE MONTANA MAIN STREET PROGRAM.

WHEREAS, the City of Red Lodge is applying to the Montana Department of Commerce, Community Development Division, for acceptance into the Montana Main Street Program as an Affiliate Member; and

WHEREAS, the City of Red Lodge has the legal jurisdiction and authority to apply for acceptance into the Main Street Program, and such participation is supported by the Red Lodge Growth Policy; and

WHEREAS, the City of Red Lodge agrees to comply with all State Laws and Regulations, and the requirements described in the Montana Main Street Application; and

WHEREAS, the City of Red Lodge plans to participate in the Main Street Program as a member within a partnership of existing community groups directly focused upon the Main Street Program.

Now Therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF RED LODGE, MONTANA;

That the Mayor of the City of Red Lodge is hereby authorized to submit the application for Affiliate Membership into the Montana Main Street Program to the Montana Department of Commerce on behalf of the City of Red Lodge, and to act on its behalf and to provide such additional information as may be required.

This Resolution shall be effective as of the 8th day of December, 2015.

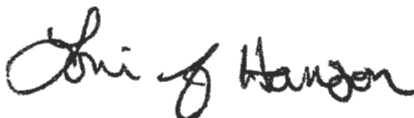
PASSED AND APPROVED BY THE RED LODGE CITY COUNCIL ON THIS 8th DAY OF DECEMBER, 2015.

City of Red Lodge



Ed Williams, Mayor

ATTEST:



Loni Hanson, City Clerk