



**MONTANA
MAIN STREET**
MONTANA DEPARTMENT OF COMMERCE

MONTANA MAIN STREET (MMS) PROGRAM
Application for Planning & Project Grant Funding

Grant Applications Due

December 9, 2021

<https://comdev.mt.gov/Programs-and-Boards/Montana-Main-Street-Program/>

Applicant Community: 6th Ward Community

Project: __The Murals of 6th Ward_____

Date Submitted: _____December 8 2021_____

Introduction

The Montana Main Street (MMS) Program is a state-funded program established in 2005 as a collaborative effort between the Community Development Division and the Montana Office of Tourism at the Montana Department of Commerce. The program is dedicated to bettering the economic, historic, and cultural vitality of Montana downtowns. The program helps local governments and Main Street partners by offering technical assistance and expertise to member communities as well as awards competitive grant funding to communities focusing on planning and projects directly related to downtown revitalization, economic development, and historic preservation. Main Street Grant program applications, grant application guidelines, grant administration manual, and other relevant information and resources are available on the Department of Commerce website at <https://comdev.mt.gov/Programs-and-Boards/Montana-Main-Street-Program/>. Interested persons can also email MMS Program staff at DOCCDD@mt.gov or call staff at (406)-841-2770 regarding any questions they may have about the MMS Program.

All MMS grants are dependent upon the availability of funding. Applications are accepted annually and the deadline for submitting grant applications for funding is **December 9, 2021**. *If the available funds are not expended on the deadline, they will be made available to member communities on a revolving basis until they are expended.*

Alternative accessible formats of this document will be provided upon request. If you need this document in an alternative format, such as large print, Braille, audio tape, or computer diskette, please contact the Montana Department of Commerce Community Development Division at (406) 841-2770, TDD (406) 841-2702, or the Relay Services number, 711.

The Department of Commerce does not discriminate on the basis of disability in admission to, access to, or operations of its program, services, or activities. Individuals who need aids or services for effective communications or other disability-related accommodations in the programs and services offered are invited to make their needs and preferences known. Please provide as much advance notice as possible for requests.

ELIGIBILITY FOR MAIN STREET ASSISTANCE

In order to be eligible for competitive assistance from the Montana Main Street Program, an applicant must be an official member of the state program, as an affiliate, designated, or certified community.

CRITERIA FOR AWARD OF MAIN STREET ASSISTANCE

In accordance with the goals of the Montana Main Street Program, competitive planning & project grant funding will be awarded based on the extent to which the proposed project:

- (a) Emphasizes downtown revitalization and historic preservation;
- (b) Incorporates the Main Street Center Four Point Approach™;
- (c) Is able to secure matching funds and identify/secure additional funding;
- (d) Demonstrates unified local effort and support; overall ability to fulfill project plan/goals;
- (e) Implements an existing long-range plan, or supports ongoing planning efforts;
- (f) Applicant community has submitted required Montana Main Street reinvestment statistics.

The Department retains sole discretion to approve, deny, modify, or table a request for grant assistance based upon the criteria identified above.

APPLICATION SUBMISSION

To apply for MMS funding, an eligible applicant must complete the required application information listed below by **December 9, 2021**. One electronic copy or one hard copy of the MMS application on or before the application deadline.

Electronic copies of the MMS application file(s) should be transmitted via the file transfer service at <https://transfer.mt.gov>. Applicants will need to create or log in to an account. Once logged in, click on "Send a New File," drag your application file(s) into the field and select "Continue." When prompted, select "State Employee or ePass Montana Customer." On the "Recipients" page, select "Find a State Group" tab. Type "DOC CDD FTS" into the search box, then select "DOC CDD FTS" and "Send." Please include the name of the applicant and "MMS" in the MMS application file(s) uploaded.

Hard copies of the MMS application file(s) should be postmarked or delivered to Commerce:

Department of Commerce,
Community Development Division,
CEV-Montana Main Street Program,
P.O. Box 200523
Helena, MT 59620-0523
Phone: 406-841-2770

Provide a brief description of proposed planning/project activity (one to two sentences)

Description: Murals designed and painted on walls to welcome guests of the 6th District of Helena Montana (see attached proposal)

Location: Gallatin Avenue and Helena Avenue west facing walls in Helena MT

Located in a designated Opportunity Zone? No

(To confirm please visit <http://comdev.mt.gov/programs/opportunityzones>)

SECTION A – CERTIFICATION

The Chief Executive, Mayor, or City Manager of the applicant community must sign to certify that to the best of the official’s knowledge and belief, the information provided in the application and the attached documents is true and correct. Applicant must certify that the proposed project complies with all state, federal, and local laws, ordinances, and regulations, including any necessary environmental review and procurement requirements.

Name (printed): Wilmot Collins

Title (printed): Mayor, City of Helena

Signature: SEE ATTACHED LETTER

Date: _____

SECTION B – SUMMARY INFORMATION

1. Name of Applicant: Susie & Ray Kuntz

2. Mailing Address: PO Box 6784 Helena MT 59604

3. Type of Entity: As part of “Ray Kuntz Development LLC”

4. Federal Tax ID Number: 83-2574467

5. Type of Project: Community Beautification

6. DUNS Number: 118392660

CHIEF ELECTED OFFICIAL/AUTHORIZED REPRESENTATIVE:

(Name)

(Title)

(Street/PO Box)

(City) (Zip)

(Telephone) (Fax No)

(Email)

PROJECT ENGINEER/ARCHITECT (if applicable):

(Name)

(Title)

(Street/PO Box)

(City) (Zip)

(Telephone) (Fax No)

(Email)

LEGAL COUNSEL/ATTORNEY:

(Name)

(Title)

(Street/PO Box)

(City) (Zip)

(Telephone) (Fax No)

PRIMARY CONTACT PERSON (if different from CEO/Auth Rep):

Ray Kuntz
(Name)

Owner
(Title)

PO Box 6784
(Street/PO Box)

Helena 59604
(City) (Zip)

406-422-3785
(Telephone) (Fax No)

Rayk138@hotmail.com
(Email)

GRANT/LOAN ADMINISTRATOR (if applicable):

Susie Alt-Kuntz
(Name)

Manager
(Title)

PO Box 6784
(Street/PO Box)

Helena 59604
(City) (Zip)

336.312.5724
(Telephone) (Fax No)

susanalthp@gmail.com
(Email)

CLERK/CHIEF FINANCIAL OFFICER:

(Name)

(Title)

(Street/PO Box)

(City) (Zip)

(Telephone) (Fax No)

(Email)

(Email)

PROJECT PARTNERS

Please list all project partners/contacts for the project:

Contact	Organization
Melissa Hiltunen vanillabeanhelena@gmail.com	Owner, The Vanilla Bean Café
Scott Cromwell scottc@slatearch.com	Principal, Slate Architecture
Dave Ulrich David@rockymtns.com	Owner, Rocky Mountain Computer Supply
Julia Bryant jbryant@intrepidcu.org	Co-owner, The Virago Collaborative
Dustin Burdick office@burdickslocksmith.com	Owner, Burdicks Locksmith
Adam Pentecost hmrswngr21@gmail.com	Owner, Pentecost Construction
Pamela Mencher pamela.mencher@gmail.com	President, The Helena Avenue Theatre & Montana Playwrights Network
Matt Kuntz matt@namimt.org	Executive Director, National Association on Mental Illness (NAMI) Montana
Kal Poole kal@grandstreettheatre.com	Grand Street Theatre
Jesse Mahugh Jesse@bbbs-Helena.org	Executive Director, Big Brothers Big Sisters (BBBS) of Helena

PROJECT FUNDING

Please list all funding sources for the project, the amount committed, and whether commitment is pending or firm:

<i>MONTANA MAIN STREET GRANT FUNDS REQUESTED: \$__16,000.00_____</i>		
<i>OTHER FUNDING SOURCES:</i>	<i>AMOUNT</i>	<i>STATUS OF COMMITMENT (Pending or Firm)</i>
• Cash Donation (Ray & Susie Kuntz)	\$ 5000.00	Firm
• Cash Donation (The Vanilla Bean)	\$ 2000.00	Firm
• Cash Donation (Slate Architecture)	\$ 2000.00	Firm
• Cash Donation (Burdicks Locksmith)	\$ 2000.00	Firm
• Cash Donation Helena Public Arts Committee	\$ 5000.00	Firm
• Cash and in-kind Donation (Non-profit group on Helena Ave: NAMI, Big Bros/Big Sis, Montana Playwrights)	\$ 2000.00	Pending
• Cash Donation (Rocky Mountain Computer)	\$ 500.00	Pending
• Cash and in-kind donation Pentecost Construction	\$ 1500.00	Pending
Total Committed	\$16,000.00	
TOTAL ESTIMATED PROJECT COST	\$ 32,000.00	

Note: Please attach a letter of commitment for each funding source and/or organization listed above that provides all or part of the required local match.

PROJECT IMPLEMENTATION SCHEDULE

Please provide a brief timeline of when the project will begin and conclude, identifying key deliverables and general timeframes using the format below:

TASK	MONTH
Meet with muralists and collect designs and costs	January 2022 – March 2022
Select Designs	April 2022
Prepare walls for murals ; purchase necessary supplies for mural	May 2022
Paint murals	June – July 2022
Grand Celebration of new murals	August 2022
COMPLETION DATE:	August 2022

DETAILED PROJECT PROPOSAL (SEE BELOW)

Please attach a detailed project proposal explaining your need for grant assistance as it relates to the award criteria. Please incorporate maps, photos, plans and other visual supplements as necessary that will support your proposal. Be sure to address each of the following prompts:

- (a) Please describe the need for the proposed project and how it will benefit the downtown community and support long term goals. Does the project address any of the National Main Street Four Points?
- (b) Please detail how your request relates to any previous or concurrent larger planning efforts (downtown revitalization plan, growth policy, historic preservation plan, etc.) in the community.
- (c) Describe the availability of matching funds and whether additional funding has been identified and/or secured at this time (this may include other grant sources, loans or cash on hand from the organization or local government entity).
- (d) Describe the local effort and support for the project to date, as well as the community's overall ability to complete the proposed project in accordance with the attached implementation schedule.

Note: If project includes historic building rehabilitation or a façade improvement, then applicant is strongly encouraged to contact the State Historic Preservation Office for feedback and advice to maintain the historic integrity of the building. Link: <https://mhs.mt.gov/Shpo>.

Helena's 6th Ward: Preserving and Promoting with Paintings

Helena's Sixth Ward district, just east of Montana Avenue and south of the railroad tracks, had become a neglected and blighted area of Helena. With the creation of an Urban Renewal District (2016) accompanied by a tax increment financing (TIF) district by the City Commission, the district is changing its look with the addition of several new businesses that attracts a variety of customers.

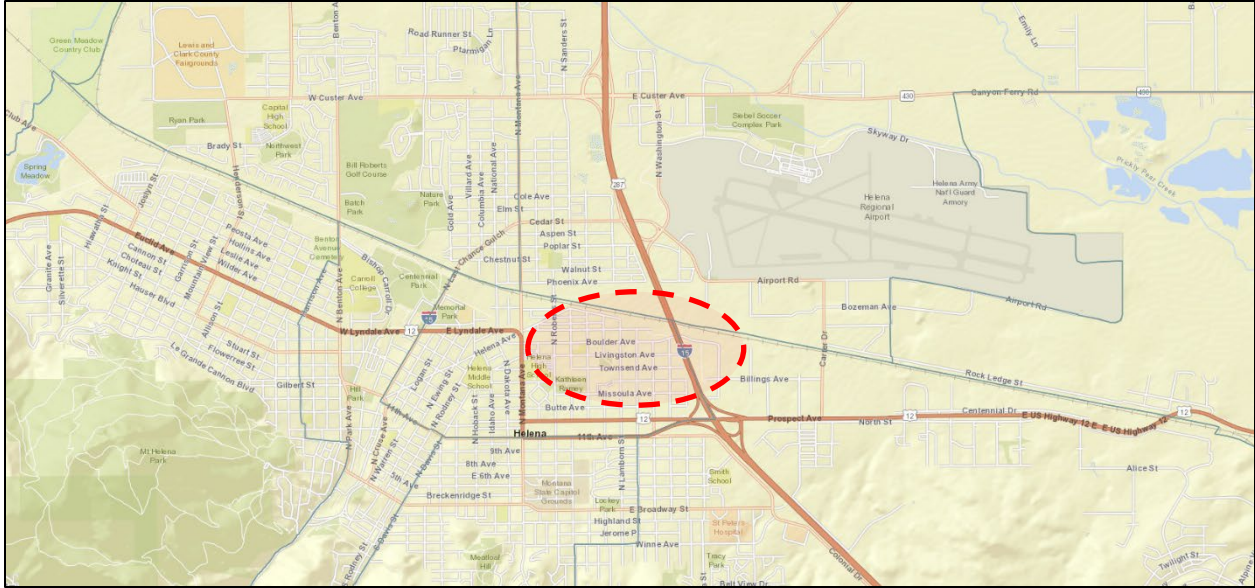


Driving Northeast on Helena Avenue you enter the 6th ward and are welcomed to the following new features from within the last ~5 years:

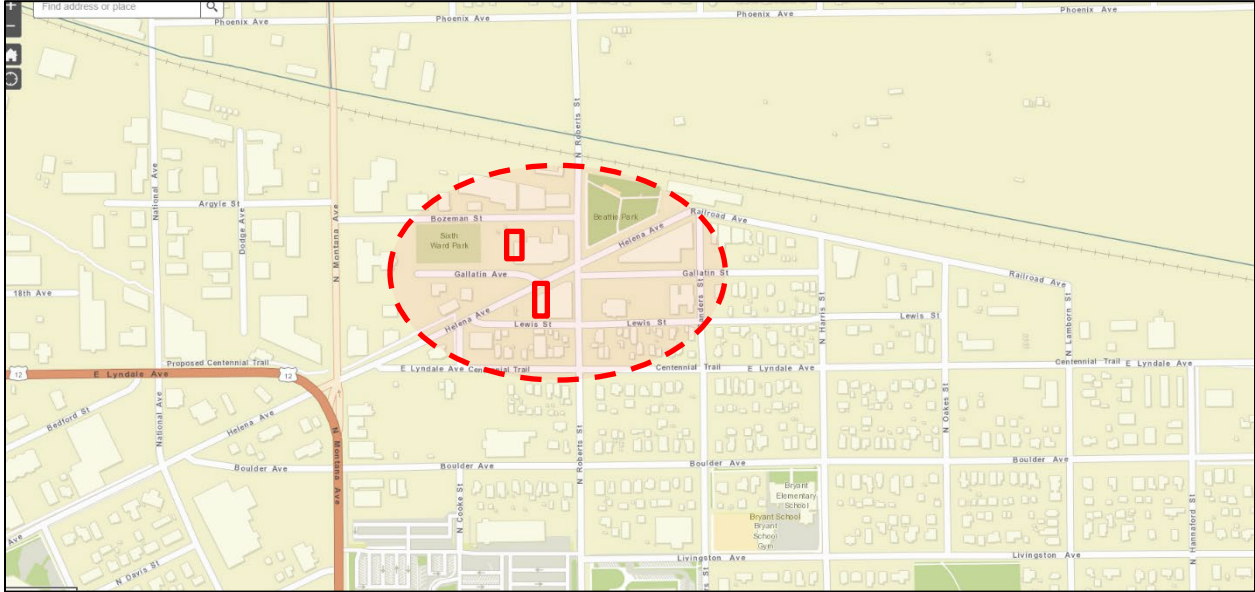
- Trendy bakery/café (The Vanilla Bean)
- female-focused co-working space (The Virago Collaborative)
- locksmith and security company (Burdick's Locksmith)
- Computer maintenance and support group (Rocky Mountain Computers)
- A community garden
- A vintage market (Mae & June)
- Architect Firm (Slate Architecture)
- Construction design and workshop (Pentecost Construction)
- Non-profit Center: provides state of the art office space at low costs for non-profits including Big Brothers Big Sisters and NAMI (National Association on Mental Illness)
- Newly designed 70-seat theater (Helena Avenue Theatre) for the Montana Playwrights Network
- Grandstreet Theatre set design and construction shop

A new steak restaurant and butcher shop featuring Montana ranchers' livestock is being planned to move into an existing storage warehouse. This array of business owners not only took the financial risk to invest in this district, but also have become a community promoting the area.

Within a few blocks of the district you will find Helena College, Helena High School, Bryant Elementary School, and an eclectic neighborhood of homes built decades ago with tenants yearning to see upgrades to the commercial space that had dilapidated around them. Helena's Centennial Trail – which provides a safe off-street corridor running east-west across Helena – will run adjacent to the district.



The red dotted circle highlights the location of the 6th Ward in Helena (just south and west of the Helena Regional Airport). The shot below zooms in on the particular location with the red squares providing the location of the mural walls:



Now, imagine driving into the 6th Ward and actually being LURED by its attractiveness. We are requesting matching funds to support a community inspired design and installation of two murals on the west sides of the buildings as you approach the district:



Murals make for amazing entrances and are markers of an area’s history and significance of a community. According to the US Bureau of Economic Analysis, arts and culture generate \$135 billion in economic activity. Art installations have been a proven method of fueling new development, catalyzing growth opportunities, and drawing tourists. Rural communities have found great success in using art installations as a tool for community development and marketing their community’s unique culture, heritage and history. The **“Woman’s Mural”** (see below) in the southwest corner of downtown Helena provides a great example of how Helena utilized this downtown wall to tell a story:



The success of such art installations has prompted economic agencies to create mural initiatives to spark tourism. The East Allen’s Rural Revival Regional Development Plan, for example, is dedicated to community and economic development for rural Allen County communities in Indiana. The initiative recently completed their fifth installment.

“These improvements will help welcome residents and tourists into town, and further incentivize community and economic development.” Denny Spicer, Community & Rural Affairs Executive Director, East Allen Indiana

What would the design of a 6th ward mural look like? We don’t know but we will hire a muralist to provide the designs with a theme of **“Preserving and Promoting the 6th Ward”** And we have plenty of professional local and national ideas to help us out including HGTV’s **“Home TOWN makeover”** – learn more at: <https://www.housebeautiful.com/lifestyle/a30534325/home-town-renaissance-hgtv-show-ben-erin-napier/>

Additional examples below only help promote the concept and vary in the detail of their design and size:



A mural to welcome children as they walk into school



A multi-story mural in remembrance of the Chinese culture that once flourished in the neighborhood is much more detailed than the mural of the school shown above – and more expensive.

How much does a mural cost?

Well, it depends on the detail and the size. There will be costs to prepare the walls for the mural and then the overcoat to protect it once completed. Many of these expenses will be donated in-kind by the community. The larger expense (investment) will be in the design and actual painting of the mural. Estimates for these size walls vary greatly from muralists we have contacted around the country. They range from \$10,000 to \$50,000 (or more)/mural with variation dependent on the size and detail of the design. We are budgeting for \$16,000/mural. Working with our community partners, we think this will allow us to provide 2 beautiful murals for the 6th Ward.

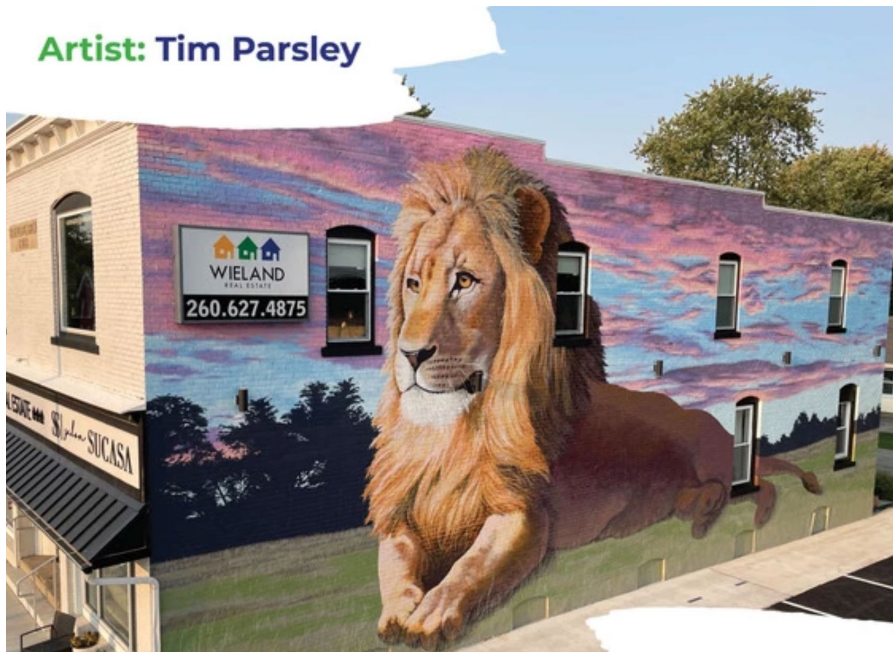
Artist: Julie Wall



Mural Complete:
4409 Bull Rapids Road,
Woodburn, IN

This mural is a relatively simple design and the cost was ~ \$12,000, while the design below has more detail and on a larger wall and would cost more (est. \$15,000) :

Artist: Tim Parsley



Conclusion:

We think the 6th Ward's continuing revitalization will be spurred with the addition of these 2 murals welcoming residents and guests alike.

Attached are letters of support from:

- Mayor of Helena, Wilmot Collins
- Helena Public Arts Committee
- Burdick's Locksmith Group
- The Vanilla Bean
- Slate Architecture



Office of the
Mayor & Commission
316 North Park Avenue, Room 322
Helena, MT 59623

Phone: 406-447-8410
Email: dmclayborn@helenamt.gov

helenamt.gov

December 7, 2021

Community Development Division
Montana Dept. of Commerce
301 S. Park Ave.
PO Box 200523
Helena, MT 59620-0523

Subject: Support for the Montana Main Street Grant for funding Murals in the 6th Ward

Greetings,

I write today in earnest support of awarding the Montana Main Street Grant to the City of Helena's 6th Ward Mural Project. In recent years, a once neglected 6th Ward has been bustling with new businesses and development. The proposed murals project is in line with the latest improvement being made to the district. This project would highlight the area's history and significance in the community as well as further developing the area into another attractive City Center.

If awarded, the Helena Public Art Committee wishes to commit funding for 10% of the 50% match up to \$5,000.

We are grateful for the work of the Montana Department of Commerce and urge support for the proposed Montana Main Street Grant to fund Murals in the City of Helena's 6th Ward under consideration.

Sincerely,

Wilmot J. Collins
Mayor

C

BURDICK'S INTEGRATION GROUP, INC.
1316 Gallatin Ave.
Helena, MT 59601
(406) 449-6420
www.burdickslocksmith.com



December 3, 2021

Dear Selection Committee of the Montana Main Street Program,

My family has owned and operated Burdick's Locksmith in Helena since 1982. In July 2020, we moved our main office from Last Chance Gulch to Gallatin Avenue in the 6th ward and are thrilled to be part of the revitalization of the 6th Ward.

We fully support the plan to paint murals in the 6th Ward and commit to investing \$2000 toward the project.

Sincerely,

A handwritten signature in blue ink that reads "Dustin Burdick". The signature is fluid and cursive.

Dustin Burdick
President
dustln@burdickslocksmith.com



1324 Gallatin Avenue
Helena, MT 59601

406-443-2257

December 2, 2021

Dear Montana Main Street Program,

Since opening the Vanilla Bean Bakery & Cafe in the 6th Ward in January 2020, I have been overwhelmed with the community support of my store. As a small business owner, being active in and promoting my local community is a necessity. As such, I not only fully support the mural(s) that will be painted on the wall(s) in the 6th Ward as shown in the proposal, but will also commit to financially supporting the project with \$2000.00.

Sincerely,
Melissa Hiltunen
Owner, Vanilla Bean Bakery & Cafe



December 4, 2021

Dear Selection Committee of the Montana Main Street Program:

In February 2018, we officially closed on our own office space for Slate Architecture in Helena. Located on the corner of North Roberts Street and Helena Avenue at 1470 North Roberts Street, we were told 'this is the new up and coming part of Helena.' For me personally, it was fortuitous because just eighteen years earlier, my wife and I had returned back home to Montana after six years away, renting an apartment in the Sixth Ward and walking/exploring the area almost every night. When the opportunity to own a piece of the 6th Ward surfaced, we jumped at the chance. We were excited to renovate and join the 6th Ward area of Helena. Two weeks after we purchased the property, a local long-standing business announced that it would be closing its doors forever. It was devastating for the community of Helena but more importantly for our little community here. The 'new up and coming area' didn't appear to be all that up and coming after all. By the time we had our space renovated, occupied and open for business in September 2018, this area had become a ghost town. Parking certainly wasn't a problem.

Shortly after we were up and running, the buildings surrounding ours went on the auction block. While our leadership team contemplated purchasing a building or two to renovate and reinvigorate the area, the prices eclipsed what we were able to spend. But through that, we met a husband/wife team with a vision. As a result of Ray and Susie Kuntz's dedication to the area, we have worked alongside them to proudly breathe life back into our 6th Ward on the edge of Midtowne Helena. Slate Architecture has had the honor to assist the Kuntz's with all of the architecture along the way. NAMI, HAT Theatre, Big Brothers and Big Sisters, Pentecost Construction, Virago Collaborative, Rocky Mountain Computer Supply, Grandstreet Theatre set shop and the Vanilla Bean are now all new vibrant organizations that inhabit the spaces formally home to just one business. This has become a very active part of Helena in a short time. So much in fact that parking is getting a little tougher...and that's a nice problem to have.

Tonight marks our first "Christmas in the Midtowne" for our community. In fact the businesses on the next block east had asked if they could be a part of it. Since we have created a more vibrant community on our block, they now desire to be a part of it. This in turn has put the wheels in motion to become the 'up and coming' Helena area that we were once hoping for in 2018.

To that end, we desire to keep the momentum surging forward and as such would like to create two new murals as a gateway to the 6th Ward. Our area is not easy to get to, per se, but can be if people know about it. Situated just east of "malfunction junction" in Helena off of the main arterial labeled Hwy 12, brightly colored murals will easily grab people's attention as they sit at the six-way stoplight. The murals will create yet another opportunity for businesses to gain the often times forgotten attention of our local Helena patrons as well as those passing through our great city.

1470 N. Roberts St. | Helena, MT 59601
Tel | 406.457.0360

www.slatearchitecture.com

Page 2:



Slate Architecture is in full support of the project to paint murals in the 6th Ward with the theme of "Preserving and Promoting the 6th Ward". Additionally, Slate Architecture will commit to financially supporting the project by up to \$2,000 if the matching funds are awarded.

Please feel free to contact me at 406.457.0360 or via email at scottc@slatearch.com for additional questions. Thank you for your consideration.

Sincerely,

Slate Architecture™

Scott W. Cromwell, AIA, NCARB, LEED AP BD+C
Principal