

Mainstreet Uptown Butte works to rejuvenate Uptown Butte, Butte, Montana's traditional central business district.

A century after its heyday, Butte, Montana remains rich in history, art and culture in the midst of the mountains and valleys of Southwest Montana.

Butte is part of the largest National Historic Landmark District in the country, with thousands of historic structures still intact on the Hill. These include some of the country's first multi-story "skyscrapers," elegant hotels, banks, boarding houses and mansions, Victorian homes, and miner's cottages.

A walk along any Butte street lined by these buildings makes it easy to imagine what it must have felt like to live here during the days when millionaires and miners alike built one of the West's greatest cities.

Butte's wealth of attractions, like the ore beneath the surface, can remain hidden from anyone driving by on the Interstate highways that intersect at Butte. We invite you to come take a closer look.

You may decide, as many have, that the greatest treasure here is the quality of life and decide to invest yourself in Butte's future.



Where Did We Come From?

Since 1999, Mainstreet Uptown Butte, a 501 (c)(3) non-profit organization, has been affiliated with the National Trust for Historic Preservation. In 2000, the Butte Uptown Association merged with Mainstreet and decided to continue to have the

organization represent the interests of Uptown small businesses. Mainstreet Uptown Butte relies on the input and support (through dues and volunteer efforts) of its members — 165 businesses, non-profits, and individuals with the common interest of wanting to see Uptown Butte thrive again.

What's The Big Idea?

The idea is simple.

If businesses in the historic zone remain viable, they will help preserve historic buildings by building on established community assets. This basic support is provided from four directions.

Design—improve the physical appearance of streets, buildings, windows, parking areas, signs, sidewalks, and other elements that convey a visual message that Butte is a clean and safe place to visit, work, play and live. For example, Mainstreet plants trees and flowers and sponsors clean up campaigns that remove litter and weeds.

Promotion—broadcast Uptown Butte's most compelling qualities through retail and special promotional events, festivals, and projects to build positive perceptions of the district.

With outreach to print and broadcast media throughout the year, Mainstreet sings the praises of Uptown Butte to audiences near and far.

Mainstreet is the main sponsor for the Annual Butte Christmas Stroll, Ice Sculpting Contest, and the Butte Farmers' Market in Uptown Butte.

We also help to promote Butte's annual Chinese New Year Parade, St. Patrick's Day, Freedom Festival, National Folk Festival, Evel Knievel Days, and Montana Irish Festival (An Ri Ra).

Organization—work closely with community stakeholders to improve communication and create a common pathway toward economic viability.

Economic Restructuring—strengthen the local economy by helping small businesses to expand, recruit new businesses to complement existing businesses and work with property owners to convert unused commercial space into productive properties.

Where Do We Go From Here?

We have several projects planned for 2012. In design, we plan to work to make Uptown streets cleaner, brighter and safer.



In promotions, we are planning special events and retail promotions and providing support for community events planned by others. Thanks to the efforts of Mainstreet, in 2008-2010 Butte was the host city for the National Folk Festival. In 2011 this event made the transition to the Montana Folk Festival which will continue for a second year in 2012 with the leadership of Mainstreet Uptown Butte (see www.montanafolkfestival.com).



I want to be a 2012 member:

- | | | |
|--------------------------|-------------------|--------------|
| <input type="checkbox"/> | STUDENT/SENIOR | \$20 A YEAR |
| <input type="checkbox"/> | INDIVIDUAL/FAMILY | \$35 A YEAR |
| <input type="checkbox"/> | FRIEND/NON-PROFIT | \$75 A YEAR |
| <input type="checkbox"/> | BUSINESS | |
| | 1-10 EMPLOYEES | \$150 A YEAR |
| | 11-25 EMPLOYEES | \$175 A YEAR |
| | 26-50 EMPLOYEES | \$225 A YEAR |
| | 51-100 EMPLOYEES | \$350 A YEAR |
| | 101-200 EMPLOYEES | \$400 A YEAR |
| | 201+ EMPLOYEES | \$500 A YEAR |

Name (business & individual)

Address

Owner/Manager

Contact Person

Phone

e-mail & web site

Method of Payment

- Check - Make Check Payable to Mainstreet Uptown Butte
- Bill Me

Signature

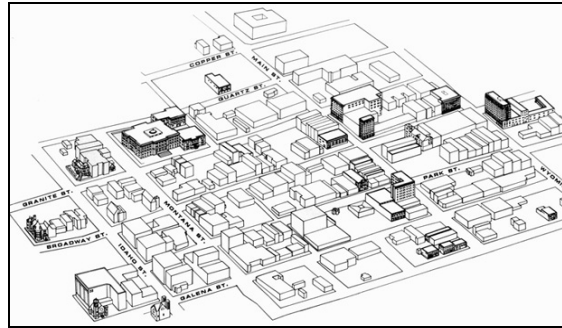
Mail your membership form and check to:



Mainstreet Uptown Butte
P.O. Box 696
Butte, MT 59703
(406) 497-6464

To donate your time or other resources rather than money, visit www.mainstreetbutte.org or call us at 497-6464.

Our Service Area



While Mainstreet Uptown Butte works to make the heart of the Uptown district cleaner and safer, we also operate in the broader area of Uptown Butte that is bounded by the World Museum of Mining on the West, Berkeley Pit Viewing Stand on the East, and from Walkerville on the north to Front Street on the south.

Member Benefits

- ✓ Online directory listing with web link
- ✓ Uptown Bucks premium program
- ✓ Available Property listings
- ✓ Restaurant guide
- ✓ Shopping guide
- ✓ Tree and flower purchases
- ✓ Uptown Events Calendar
- ✓ Uptown UPdate emails
- ✓ Networking opportunities with members including our annual member dinner
- ✓ Window Sticker and membership card



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MEMBERSHIP BROCHURE

