80 – Montana Heritage Commission

Mission:
“The Montana Heritage Commission Preserves and Promotes Montana’s Territorial Capital HISTORY for our FUTURE”

PRESERVATION – PROMOTION – PROTECTION – PARTNERSHIP
HISTORY
MCA 22-3-1000,1001,1003,1004

- Virginia City was Montana’s Territorial Capital from 1865-1875.

- In 1997, the Montana Legislature purchased Virginia City and Nevada City from the Charles Bovey family for $6.5 million, Reeder’s Alley was gifted to the state in 2000.

- Today the appraised value of our historic buildings and artifacts is $44.6 million. 
  (This equals a 586% Return on Investment)

- According to the New York Times, and the American Alliance of Museums, Virginia City and Nevada City, Montana are considered to be one of the largest historic sites in the United States.
STRATEGIC HIGHLIGHTS

• The Montana Heritage Commission has 276 heritage buildings it maintains and over 1.3 million Americana artifacts it preserves and repairs.

• Over 500,000 tourists visit Virginia City and Nevada City from Memorial Day to Labor Day each year. (Circa Analytics)

  • Virginia City and Nevada City are Montana’s number one state-owned tourist destination.

  • Our Economic footprint is $74.4 million and contributes to 1,226 jobs for Montana.
FINANCIALS

The Montana Heritage Commission’s annual operating budget is from Tourism-related income and voluntary donations.

*We receive no general fund money for our annual operating budget.*
HOW ARE WE FUNDED?

INCOME: REVENUE
FY2020
$1,343,708

We operate on earned revenue from MHC property/vacation rentals, hotels and operation tickets sales, bed tax allocations and voluntary light vehicle license plate fees.

*NO GENERAL FUND

*STATUTORILY APPROPRIATED

* We have been allocated funds from Long Range Preservation/HB652 in the past, but it is not an annual allocation.

- MHC Earned Revenue $689,357
- Bed Tax Allocation $400k
- Voluntary Light Vehicle License Fees $264,426
WHERE DOES THE MONEY GO?

EXPENSES:
FY 2020
$1,343,708

MHC Operations in Virginia City, Nevada City, and Reeder’s Alley operating costs include all personal services, preservation, promotion, repairs, insurance and admin fees.

- The admin fee to the Department of Commerce as an attached agency is 14.22% of personal services. ($70,733)

- MHC has 8 FTE’s positions. 5 fulltime and 15 (90-day) seasonals that work From May-Sept each year.

- Preservation and Repairs $558,095
- Personal Services $497,425
- Insurance/Admin Fee $123,458
- Utilities $92,570
- Advertising/Public Relations $72,160
STRATEGIC PRIORITIES

PRESERVATION
PROMOTION
PROTECTION
PARTNERSHIP
Montana’s Territorial Capital Building

- We maintain and preserve 276 historic registered heritage properties and over one million Americana artifacts from the 1860-1960 time period at Virginia City, Nevada City and Reeder’s Alley in Helena, MT.

For a copy of our detailed SB3 preservation annual report please visit and download from our website at: virginicitymt.com
2019-2020 Top PRESERVATION Project

The Virginia City Information Center and Village Pump Gas Station

1944 Village Pump
Collections and Archaeology

Please visit our website at virginiacitymt.com to view our electronic database on specific Americana artifacts. Click on the collections tab or view our annual report online.

Our current Americana artifact inventory is 1,363,281 and ranges from the 1860-1960 time period.
• Implemented an affordable Vigilante Family Pass and Stay and Play in Montana’s history packages.

• Advertising campaign that includes e-commerce, Social Media, redesigning website, downloadable Virginia City App, Brochures, TV and Radio.

• Increased MHC tourist related income by 106% from FY 2012- FY020.

• Download The Virginia City, MT app today.
We have over 42 incorporated businesses operating out of state-owned buildings. These businesses keep our Historic buildings standing!
EDUCATION OUTREACH & LIVING HISTORY

The Heritage Commission offers a diverse range of educational outreach programs and reaches out to Montana schools K-12, along with universities throughout the state and country.

- The MHC living history program has over 100 volunteers that help with historical interpretation. Our program has been ranked as a top historic destination in the United States according in the Chicago Tribune.

- Approximately 10,000 students come each year with school tours from over 93 school districts across Montana.
The insured value of our buildings and artifacts is $44.6 million.
PARTNERSHIPS

MONTANA

MADISON COUNTY

NATIONAL TRUST FOR HISTORIC PRESERVATION

UNIVERSITY OF MONTANA

MONTANA STATE UNIVERSITY

AMERICORPS

THE MONTANA HISTORY FOUNDATION

EXPLORE MONTANA

MONTANA HERITAGE COMMISSION

DEPARTMENT OF COMMERCE

SAVE THE PAST. ENRICH THE FUTURE.