



PRESERVE MONTANA



PILOT PROGRAM INFORMATION

How does it work?

| | |
|---|--|
| <p>MUSEUMS, HISTORICAL SOCIETIES, NONPROFITS, PRESERVATION COMMISSIONS</p> | <p>MTHS, MAM, PRESERVE MONTANA</p> |
| <p>Send MTHS a proposal for a Hidden History Montana event by Jan. 4.</p> | <p>We select up to 12 city/county groups to participate. Notify of acceptance by Jan. 18. Selection criteria includes: geographic distribution, rural/urban distribution, National register sites, selected dates, quality of sites, readiness</p> |
| <p>IF SELECTED</p> | |
| <p>Work with owners to get permission to include their property on the tour. Permission needed by March 15.</p> | <p>Provide tour planning guidance via Zoom meeting/phone calls</p> |
| <p>Make a self-guided tour map or pamphlet to guide attendees</p> | <p>Create event poster/graphics, press releases. Send to participants.</p> |
| <p>Print and distribute marketing materials locally using provided MTHS press and graphics files.</p> | <p>Provide \$200 to each group for printing and supplies (like shoe booties)</p> |
| <p>Find volunteers to work the event</p> | <p>Promote statewide, on our website, on radio, tv, and social media</p> |
| <p>Host the event</p> | <p>Your tour stop history/images published in Preserve Montana's Explore Montana app (pending)</p> |

What are the details?

THE BASICS

| | |
|-----------------|--|
| WHEN? | Weekend day between Memorial Day and Labor Day (you decide) |
| WHAT TIME? | Suggested 10 am to 4 pm or half day. Half day is fine for 6 or 8 concentrated sites. More sites/more distance need a longer day. |
| TICKETS? | Yes. Collect names/contact info and offer tickets for “will call” pick up at start point. Give the tour map as the entry ticket at each stop. Can also sell same day at museum/start site. Local businesses can help with sales. |
| HOW MUCH \$\$? | You decide. Ticket price covers entry to all buildings/places on the tour. Can be free. |
| COMMITTEE? | Yes, 2-4 people. Two minimum, but more is better. |
| HOW MANY SITES? | 6 to 12 |
| VOLUNTEERS? | Lots! Greeters, room monitors, one-hour shifts. |
| SAFETY? | Take all precautions. Offer access to safe, structurally sound spaces. Remove tripping hazards, fix low hanging fixtures, loose trim, patch or cover uneven floors, use “Caution” tape to block off-limits areas, post “Watch Your Step” type signage. Building owners should check their insurance policy coverages. |

PROMOTION

| | |
|---------------|--|
| POSTER | Professionally designed 11 x 17 PDF file for printing |
| GRAPHICS | Hidden Helena title bar to drop into your tour flyer and map |
| PRESS RELEASE | MTHS sends general press release out to daily, weekly, and arts papers before Memorial Day. MTHS encourages press coverage through news articles, radio/tv interviews. You share local specifics. |
| WEBSITE | MTHS will host Hidden History webpage with all locales/dates and lists of sites on each tour. |
| SOCIAL MEDIA | MTHS will post both general and specific tour events on MTHS Facebook and Instagram pages. You share on your own social media pages. |

MAPS

Find a good base map

Add pins, numbers, labels, legend

Drop file into the branded template provided

Add history, directions, other sponsors, and any rules to back side

Print a bunch!

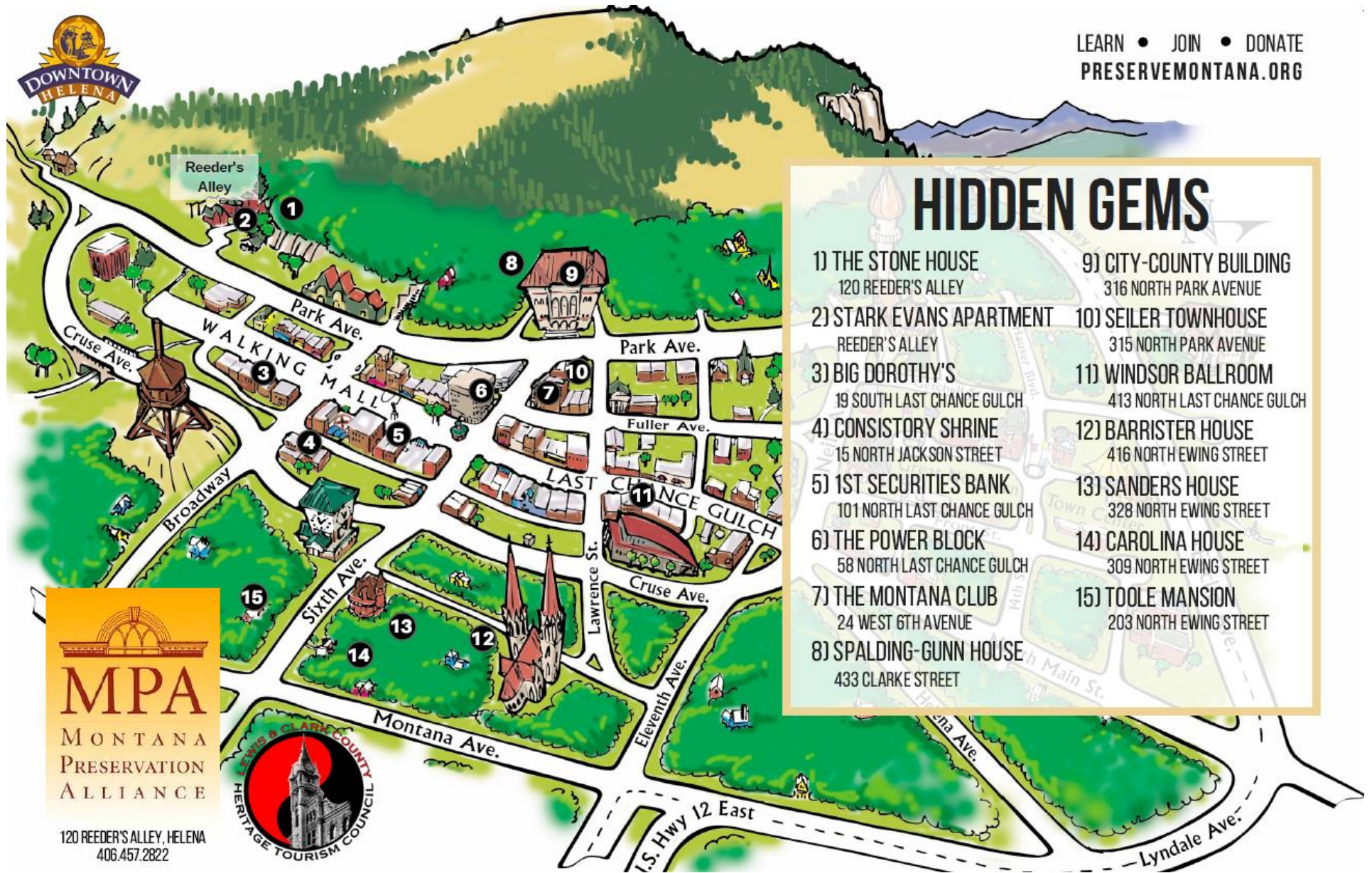
Doesn't have to be fancy, but does have to be clear

Map is entry ticket (instead of tickets, stamp, wristband)

See map examples next page

Map Front Example from Hidden Helena event. Used local Chamber map as the base. Used [Canva.com](https://www.canva.com) to overlay numbers and legend.

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PRESERVEMONTANA.ORG



HIDDEN GEMS

- | | |
|---|---|
| 1) THE STONE HOUSE 120 REEDER'S ALLEY | 9) CITY-COUNTY BUILDING 316 NORTH PARK AVENUE |
| 2) STARK EVANS APARTMENT REEDER'S ALLEY | 10) SEILER TOWNHOUSE 315 NORTH PARK AVENUE |
| 3) BIG DOROTHY'S 19 SOUTH LAST CHANCE GULCH | 11) WINDSOR BALLROOM 413 NORTH LAST CHANCE GULCH |
| 4) CONSISTORY SHRINE 15 NORTH JACKSON STREET | 12) BARRISTER HOUSE 416 NORTH EWING STREET |
| 5) 1ST SECURITIES BANK 101 NORTH LAST CHANCE GULCH | 13) SANDERS HOUSE 328 NORTH EWING STREET |
| 6) THE POWER BLOCK 58 NORTH LAST CHANCE GULCH | 14) CAROLINA HOUSE 309 NORTH EWING STREET |
| 7) THE MONTANA CLUB 24 WEST 6TH AVENUE | 15) TOOLE MANSION 203 NORTH EWING STREET |
| 8) SPALDING-GUNN HOUSE 433 CLARKE STREET | |

MPA
MONTANA
PRESERVATION
ALLIANCE

120 REEDER'S ALLEY, HELENA
406.457.2822



Map Back Example from Hidden Helena event. Used [Canva.com](https://www.canva.com) to add history blurbs, sponsors, other information.

MANY THANKS TO OUR GENEROUS SPONSORS

C Bar 3 Cabin - Ennis



Schafer & Company



HEY FOLKS! DOWN HERE!
WE LOVE HISTORY AND WE KNOW YOU DO TOO!

WE'RE DEPENDING ON YOU . . .

IF IT LOOKS COOL AND ANTIQUE LEAVE IT WHERE IT IS.

LOOK WITH YOUR EYES ONLY.

WATCH YOUR STEP!

IF A DOOR IS CLOSED, LEAVE IT CLOSED.

BE SURE TO THANK OWNERS/VOLUNTEERS ON HAND

WE WANT FOLKS TO CONTINUE TO EXPERIENCE HISTORY IN THIS WAY AND TO HAVE MANY MORE HIDDEN HELENA TOURS IN THE FUTURE.

THANK YOU!

HIDDEN GEMS IN HISTORY

The Stonehouse, 120 Reeder's Alley

Built in the early 1870s to house miners, the Stonehouse is one of the oldest buildings in Reeder's Alley. It is rumored to have been home to a woman who famously "sold canaries" as a front for her liquor sales during prohibition.

Consistory Shrine, 15 N. Jackson St.

John Ming's 1880 opera house was among the most famous in the Pacific Northwest. The original building had a circular floor plan with seating for 900 and gas lighting. A major remodel in 1915 by the Scottish Rite Masons added another story, an Egyptian theme facade and lodge hall.

The Montana Club, 6th & Fuller

The first gentleman's club on this site was opened in 1893, but destroyed by fire in 1903. The first story remains were salvaged, and the new six-story building, designed by St. Paul architect, Cass Gilbert, reopened in 1905. It was a private club until 2017 and is now open to the public.

Windsor Ballroom, 413 N. Last Chance

The Iron Front Hotel opened in 1888, a meeting place for Oddfellows, captains of industry, and politicians. The oak floor in the vintage ballroom rests on springs to lighten the step of dancers.

Gans Mansion/Barrister B & B, 416 N. Ewing

Herman Gans was a partner in the early day mercantile firm of Gans & Klein, and built this residence in the late 1870s. Gans was a pillar in Helena's Jewish community and was instrumental in building Helen's synagogue, the first in the Pacific Northwest.

Power Mansion/Carolina B & B, 309 N. Ewing

Originally built for C. B. Power in 1906, Senator Thomas Carter later lived here, as did lawyer Wellington Rankin, whose influential sister, Jeannette, was a frequent guest.

Adami Barn, 316 S. Park Avenue

All that remains of the Adami homestead is the early 1870s barn, built by Jacob Adami, an early pioneer freighter, quarryman, and general contractor who built many of Helena's first stone buildings. In 1976 a residential addition was added to the west end using salvaged materials from the old quarry.

First Securities Bank

The rear staircase stained glass window and intricate wood paneling and carved pillars in this opulent 1886 Romanesque Revival style bank recalls the wealth and power of Helena's early developers, including S.T. Hauser, A.M. Holter, E.W. Knight, C.P. Higgins, and Thomas Power.

Seiler Townhouse, 315 N. Park Ave.

In 1991 Art and Pat Seiler renovated this early 1900s brick commercial building, once the Ray-D-Ant Dry Cleaners, into a modern yet vintage townhome featuring four bedrooms, six bathrooms, and a rooftop patio.

Spalding-Gunn House

Built in 1889 for Sarah and William Spalding, this often overlooked Queen Anne style home was designed by John C. Paulsen, and built by George C. Appleton, builder of many of Helena's high-end late nineteenth-century homes.

Toole Mansion

Montana's first governor, Joseph K. Toole hired Eugene Fisk to build this stately red porphyry and brick home in 1903. Tragedy struck not long after the Toole's moved in when an escaped prisoner from the nearby jail tried to hide in the basement. Lily Toole, awaiting help, held the man off with a broom. Sadly, he took his own life in the basement stairwell before police arrived.

Big Dorothy's Rooms, 19 N. Last Chance

Originally home to Gamer's Boots and Edward's Crocker in the 1880s, it was a bordello by the late 1920s. Under Dorothy Baker's ownership in the 1950s, she modernized the dated "rooms" in high style. The striking black and green tile bathroom is all that remains of her long reign.

The Power Block, Sixth & Last Chance

Mercantile magnet, Thomas C. Power hired a Chicago firm to design the massive 1889 Power Block in the Romanesque Revival style. The landmark building holds many architectural treasures, such as the unchanged basement heating plant, ornate carved staircase, and the original steel-frame atrium, a new innovation at the time used to bring in more daylight.

City-County Building, 316 N. Park Ave.

Helena's refined Renaissance Revival style Federal Building was constructed in 1904. Its heavy ashlar and sandstone facade masks a then-modern steel structure. Although remodeled in the 1930s, the interior retains many original features, including the old federal courtroom, now the Commission Chambers.

Sanders Mansion, 328 N. Ewing

Lawyer Wilbur F. Sanders and wife Harriet built their family home here in 1875 in the Italianate style. Just 14 years later, they completely remodeled the home in the fashionable Queen Anne style. The gracious home is a time capsule of the era and still holds Sanders family antiques.

Simple Google Map Front Example. Uses Google's Atlas Base Map as the base. Uses Word or PowerPoint to overlay numbers and legend.

1. The Stone House, 120 Reeder's Alley
2. Adami Barn, 316 S. Park Ave.
3. Big Dorothy's Bathroom, 19 S. Last Chance Gulch
4. Consistory Shrine Temple, 15 North Jackson St.
5. The Power Block, 101 N. Last Chance Gulch
6. The Montana Club, 24 W. 6th Ave.

