



2024

**LEWISTOWN
DOWNTOWN
ASSOCIATION**

General information and
2024 Strategic Plan





ABOUT US

The Lewistown Downtown Association is delighted to work for and with Central Montana, looking to our past successes as a launching point for the next three years in a thriving downtown.

The LDA seeks to clarify its structure, responsibilities, projects, and goals, and hopes this document will serve as a firm foundation for future partnerships and endeavors.

LEWISTOWN DOWNTOWN ASSOCIATION (LDA)

Founded in 2009, reorganized in 2014, the LDA is a 501(c)3 nonprofit that works in coordination with the City of Lewistown to promote and enhance Lewistown's Downtown Business District.

The LDA is responsible for a number of projects and annual events in Lewistown, including Hot Summer Nights and Crazy Days in recent years.

The LDA is responsible for overseeing the parklet, creating and installing banners on downtown lightpoles, creating the community 'brand,' downtown clean up initiatives, and so much more!

The LDA hosts the "Enjoy Lewistown" and several other websites, creating funding from the advertising income in recent years.

WHAT'S THE DIFFERENCE?

... between the LDA and the Lewistown Area Chamber of Commerce (LACC)? A few things! The LDA focuses primarily on the downtown core, is NOT a membership organization (unlike the LACC), and does NOT operate the Charlie Russell Chew Choo. The LDA serves to celebrate and promote all of downtown, was created through a City Resolution, and sometimes partners with the LACC on events like the Christmas Stroll.

Board & Mission



Mission

The Mission of the Lewistown Downtown Association is to celebrate, promote, and enhance the Lewistown Downtown District, the boundaries of which are 1st Ave to 7th Ave between Janeaux and Broadway.

Board of Directors

The LDA Board currently consists of an all-volunteer Board that pursues the LDA's mission in Lewistown. Our current Board members are:
Abby Franks (Chair),
Laura Tucek (Vice Chair),
Mary Callahan Baumstark (Secretary),
Chris Cooler (Treasurer),
Lee West and Jennifer Saunders.

We are accepting new Board Member applications now! To learn more, attend your first LDA meeting!



Lewistown Downtown Association Visual Strategic Plan

