




MEMORANDUM

TO: MRA Board of Commissioners

FROM: Jil Dunn, Business/Project manager 

DATE: February 14, 2022

SUBJECT: “What is Tax Increment Financing?” graphic & Engage Missoula webpage

Action Requested: N/A - informational
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During fiscal year 2021, MRA engaged Six Pony Hitch to perform a communications study for the Agency, which culminated in a communication plan entitled [Tax Increment Financing: Public Communication and Collaboration](#) that was presented to the Board in July 2021. Overall, the Plan recommends MRA have a clear vision and strategic plan that ties to set community goals and communicate that effectively using the tools at its disposal.

As you know, MRA has been implementing recommendations from the Plan since it was presented. Some examples include:

- Developing and updating website content
- Using project summary cover sheets for funding requests
- Updating the Master Projects list
- Developing informational material
- Developing an Engage Missoula page
- Hiring a Communication Specialist

The Communications Specialist position is addressed under a different memo. One consistent feedback provided to our consultants during the communication study was that tax increment financing (TIF) is hard to understand. The most notable questions were:

- How does TIF work?
- What does MRA funding pay for?
- How does MRA prioritize the projects it supports?

To help answer these questions and educate our residents on how TIF works, MRA would like to officially announce the completion of an educational graphic [What is Tax Increment Financing?](#) The graphic is on the MRA homepage for easy access by residents, staff, Council members and the media. Printed copies will also be available.

The next step in MRA’s plan to provide more education, transparency and communication about its activities is the creation of an Engage Missoula page that summarizes the types of projects the Agency funds, illustrates how they tie back to the City’s adopted strategic goals and invites public feedback and participation. We anticipate launching the MRA Engage Missoula webpage within 1-2 weeks.