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Ambassador hired for Great Falls Business Improvement District

9:00 PM, May. 17, 2011 | [Comments](#)



Justin Redeen started as the Business Improvement District's ambassador on Monday. He'll be a resources for visitors and locals downtown, in addition to caring for the flowers downtown and keeping the area clean. COURTESY PHOTO

Written by
ERIN MADISON

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A young man clad in royal blue will soon be a regular sight in downtown Great Falls.

Justin Redeen started in the newly created position of ambassador for the Business Improvement District on Monday.

As the community ambassador, Redeen will spend his days taking care of the flowers planted downtown and keeping sidewalks clean. He also will be on hand to answer question from visitors and locals about things to do, places to eat and where to find things downtown. Additionally, he will attend downtown events, where he will represent the BID.

Redeen is the son of Joan Redeen, administrative assistant for the BID. He was hired by the BID board from a pool of 11

applicants.

The ambassador position is the first step toward creating a Clean & Safe Team for downtown Great Falls, Joan Redeen said.

She hopes to recruit a group of volunteers to spend time downtown, working on cleanliness and safety.

"Many, many, many other cities have what they term their Clean And Safe teams," Joan said.

Those teams act as a presence in the downtown area, aiming to deter crime and keep the area clean.

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Justin is a senior at the University of Montana studying political science.

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For now, the ambassador position is a seasonal, part-time job, but if it's successful, Joan hopes to bring on a year-round employee.

After spending time in vibrant downtown Missoula, Justin hopes to attract more young people to downtown in Great Falls.

"I just want to be able to make downtown Great Falls a better place," he said.

Last summer, the BID hired someone to take care of the flowers that it plants every summer downtown. This year, Justin will handle those duties in addition to his other responsibilities.

Justin encourages anyone who has questions or needs any help to ask him.

"Look for the man in royal blue," Joan said.

Reach Tribune staff writer Erin Madison at 791-1466, 800-438-6600 or emadison@greatfallstribune.com.

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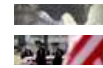
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