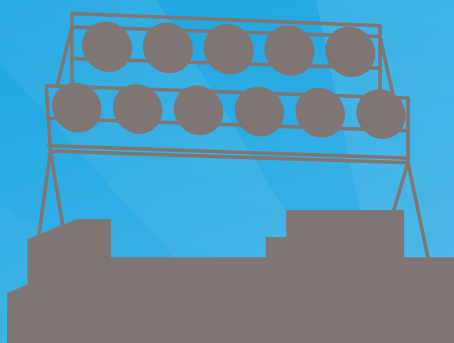


DTN BZN



DOWNTOWN BOZEMAN PARTNERSHIP

2022 Updates

The Downtown Bozeman Partnership provides combined support for its three member organizations: the Downtown Bozeman Association (**DBA**), Downtown Business Improvement District (**BID**), and Downtown Urban Renewal District (**URD**). As such, the Downtown Partnership is the unified identity of the DBA, BID, and URD, as each organization works independently and collectively on behalf of downtown Bozeman. The Downtown Bozeman Partnership coordinates extensively with Downtown Businesses, Property Owners, Stakeholders, City of Bozeman Staff, City Commissioners and organizations around the community.

2022 was another exciting year for the Downtown Bozeman Partnership. The DBP welcomed several new staff members and energetic new board members, and we continue to get events, projects and programming in full swing. We also have taken time to focus on our communications' platforms across all sectors of our organization to streamline and simplify. We've done this both externally with our community, partners, and stakeholders and internally with our DBA members, board members and extended staff. We are moving at a high capacity and look forward to continued growth here.



DOWNTOWN BOZEMAN PARTNERSHIP

Meet the DBP Team



ELLIE STALEY

Executive Director

Ellie Staley has been the Executive Director of the Downtown Bozeman Partnership since April of 2021. after 14 years of working at the partnership as the DBP Assistant Director and Downtown Bozeman Association Director. She has worked diligently to restructure the Downtown Bozeman Partnership into a more collaborative organization representing all businesses, properties, and stakeholders. And after extensive planning and coordination over the past year, she is excited to kick off many new beautification and safety projects in 2023.



EMILY COPE

Economic Development Director

Emily Cope is the Downtown Partnership's Economic Development Director. With Emily's extensive experience with property management and stakeholder coordination and communication, she works hard to facilitate and manage projects and initiatives to make downtown more beautiful and strengthen our local economy now and into the future.



CACHE PERDUE

Program Director

Cache Perdue has been the Program Director since June 2022. She has and distinct passion for event coordination, marketing and the Bozeman community. She is committed to bringing new ideas and practical approaches to DBA's events, marketing, and membership; the DBP's most visible and community-involved arm of the organization.



BRYNN GESTSON

Operations Manager

Brynn Gestson joined the DBP team in October of 2022 as our Operations Manager. She has provided the DBP with a fun, new approach to digital marketing, membership communication and business outreach. Brynn is excited to assist with many new and exciting advertising platforms and event collaborations.

DOWNTOWN BOZEMAN PARTNERSHIP

Marketing & Communications

The Downtown Bozeman Partnership provides extensive year-round marketing and communication with a robust website, incredible social media engagement and extensive stakeholder outreach. The past year was a memorable year for marketing and communication to our businesses, stakeholders and downtown customers.

As trends and habits changed dramatically over the past two years, it became evident that our strong outreach platforms filled an obvious need and desire from our community and beyond. Below are a few examples of how the DBP approached a whole new world of marketing and communication in 2022 through: new programming, updating existing programming and embracing any and all digital opportunities for our downtown district.



After extending efforts internally to formally combine the DBP into one cohesive Downtown organization with representatives from all sectors of business and community, the DBP staff and boards adopted an **Annual Communication Plan** in late 2020 and was able to put it into full action through 2022.

This evolving document provides a framework of reminders, deadlines and reports that the DBP staff and board members will use to ensure consistent, transparent and informative communication to all Downtown Bozeman members, owners, stakeholders, customers and visitors.

DOWNTOWN BOZEMAN PARTNERSHIP



Our **Weekly Downtown Newsletter**, sent to +8,000 emails with a +45% opening rate and +20% click rate, over 20% above industry standards.



The **@DowntownBozeman Social Media Platforms** like Instagram, Facebook, and TikTok had incredible growth and engagement throughout 2022. With over 50,000 engaged friends, fans, and followers, we grow at a consistent 2% every 90 days with Instagram being the most engaged platform. In addition to significant growth in audience and reach throughout 2022, we continue to see @DowntownBozeman consistently boast 30-100% higher engagement rate than our neighboring downtown communities such as Missoula, Billings, Kalispel, and others.



We also improved our **CMS Online Forms and Payment System**. We increased the ease of access through our external online payment structure. Internally we established a consistent metric system and implemented a new operating process. This has been extremely successful and has resulted in increased online registrations and payments with decreased margin for error and potential for confusion.



Looking for a new home for your business? A resource was added to our website to list and view available **Downtown Commercial Properties** within the Business Improvement District. This platform allows for companies and individuals to list properties that are "For Sale" or "For Lease".



Staffing availability continues to impact our small businesses every day. **A Downtown Jobs Listing Page** on our website was created out of this apparent need and continues to draw interest for an internal downtown outreach system.

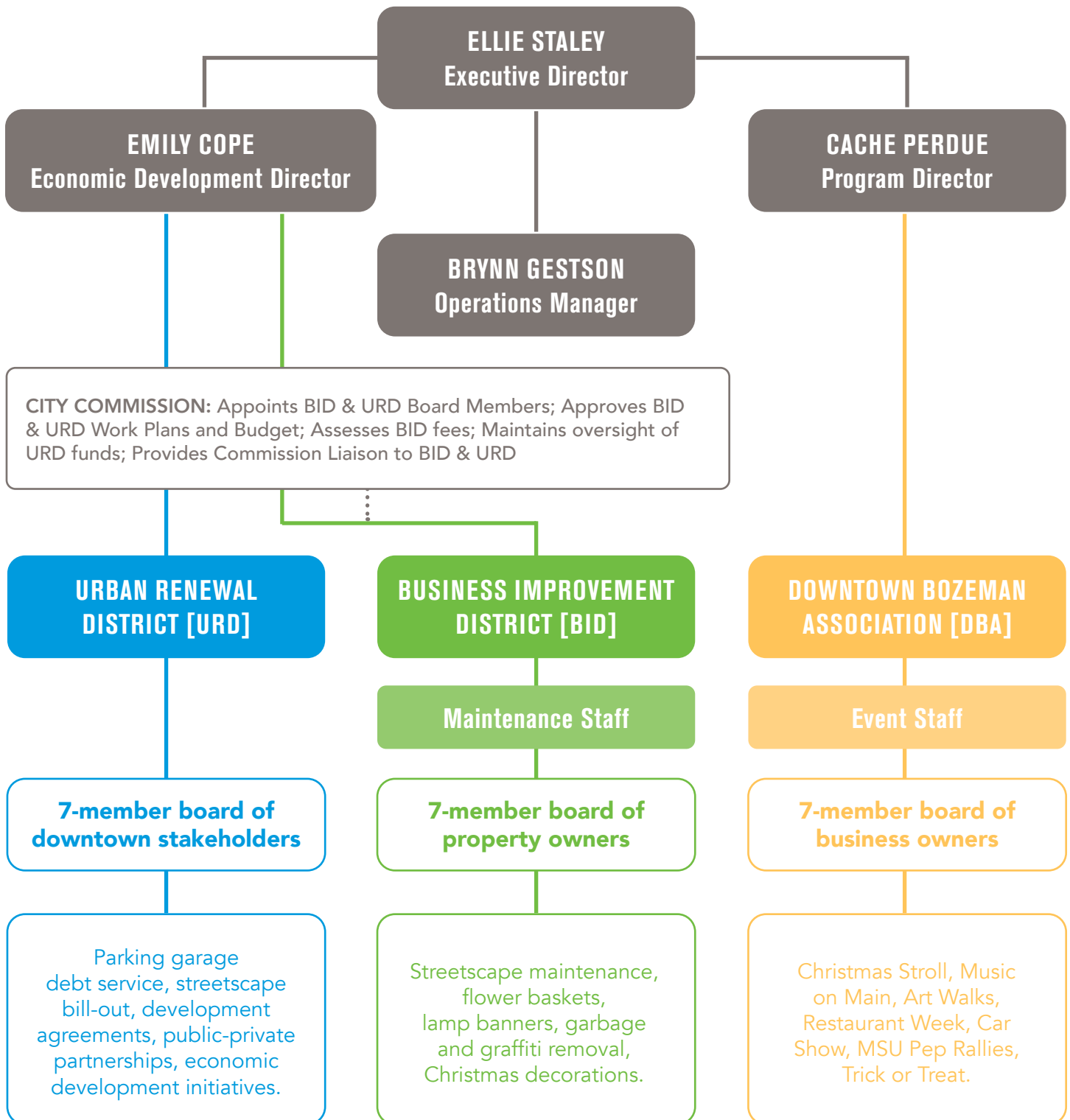


Our **Downtown Bozeman Partnership staff volunteer and give time in our community** in various ways throughout the year. This can be seen through partnerships and collaborations with organizations such as Cancer Support Community, Eagle Mount, HRDC, and Special Olympics Montana. Our internal team and board members also attend and engage in many other fundraising efforts through volunteer time and fiscal support. We are truly a community-driven organization.

DOWNTOWN BOZEMAN PARTNERSHIP

Organizational Structure

A Six-Member Partnership Management Committee, consisting of two representatives from the DBA [Downtown Business Association], BID [Business Improvement District], and URD [Urban Renewal District] Boards.

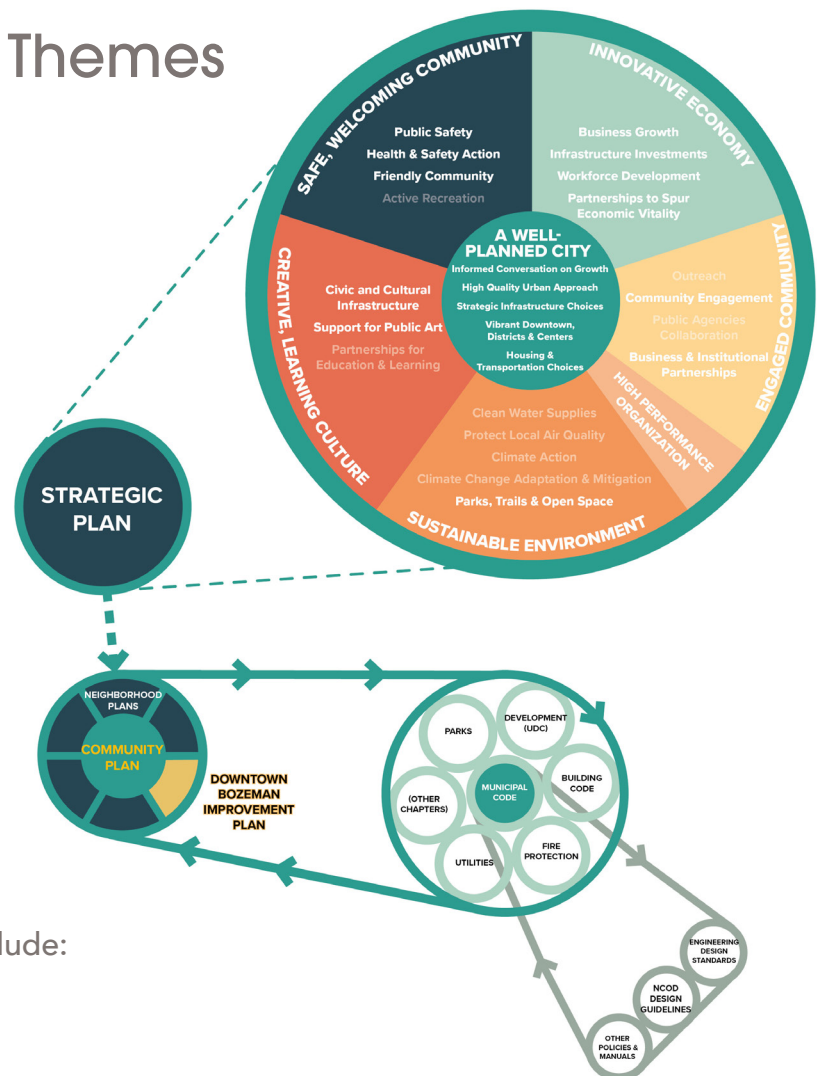


DOWNTOWN BOZEMAN PARTNERSHIP

Downtown Business Improvement Plan

The **2019 Downtown Bozeman Improvement Plan (DBIP)** is a critical document for future Downtown Bozeman growth and development and provides a comprehensive vision for the next decade of social, cultural, and economic vitality. Through 2022, the DBP Boards; within their individual organizations DBA, BID and URD have committed to prioritizing our projects and funds with a strategic focus on short-term and long-term projects.

Community Plan Themes



Some of the current **DBIP Projects** include:

- Alley Enhancements
- Public Space Upgrades
- Continued Streetscape Improvements
- Further Structured Parking and Funding
- Capacity Analysis
- Pedestrian Safety Initiatives and more

The DBIP was also adopted by the City of Bozeman and works in coordination with our Community Plan. The Downtown Bozeman Partnership office and staff consistently work closely with the city staff and leaders for increased community education and outreach. Some notable collaborative projects in 2022 include; the Asphalt Art Project, ADA Compliance and Engage Bozeman.

DOWNTOWN BOZEMAN ASSOCIATION [DBA]

2022 Updates

Included below are some highlights and details about the accomplishments and successes of the Downtown Bozeman Association through 2022.

DBA Events & Programs

Through 2022, we've established a solid base line to build on, post pandemic. We were able to host every event at full capacity since 2019 and had strong attendance and support from our community and beyond. Below are a few highlights



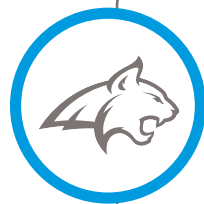
The DBA hosts 15 unique annual events with over 25 occurrences through the calendar year. These events vary from our legacy events like **Music on Main** and **Christmas Stroll** to business-focused events like **Art Walks, Ladies' Night, Summer Crazy Days and Winter Crazy Days**. The DBA also provides additional philanthropic and community outreach efforts such as the month-long PNKBZN campaign. With this full year of success under our belt, we see notable and positive trends toward growth and business support.



We hosted our **2nd Annual Restaurant Week** event with over 40 participants serving breakfast, lunch, dinner and craft drink specials for a whole week with amazing prizes to win and epic community support. This event continues to be a fun and innovative way to create economic stimulus to a business sector that continues to recover post pandemic.



The **Cruisin' on Main Car Show** saw a record number of registered vehicles in 2022 resulting in increased net income and support for our non-profit partner Cancer Support community. Our online registration platform, with its ease of use and direct access to online payments resulted in a more efficient event planning and facilitation process. We are proud to continue to be the largest car show in the region with continued growth in attendance and support for local cancer research.



The DBA was excited to bring back the **MSU Homecoming Pep Rally** and **Community Cat Walk** in 2022! Both events are aimed at blending the downtown community, businesses and citizens alike, and stirring up Bobcat spirit! These two events were extremely successful and brought back a long-standing relationship with MSU and the DBA.

DOWNTOWN BOZEMAN ASSOCIATION [DBA]

DBA Membership & Outreach

In 2022, **Downtown Dollars** had exceptional sales of over \$130,000, reflecting the growing support for local businesses in our community. This program's success has also prompted neighboring communities to seek advice on establishing a similar initiative, as their gift card platforms have seen a decrease in interest and support.



We saw unbelievable support and involvement from our **DBA Event Volunteers** through 2022. Over 25 annual events attracted hundreds of volunteers from various local clubs, organizations, and demographics, including the Bridger Solar Club, Sigma Nu Fraternity, Miss Montana Volunteer, Montana Youth Challenge Cadets, as well as working-age and retired individuals. The volunteers' enthusiastic support and participation made a significant impact on the success of these events.

The DBA once again offered **Marketing Bundles** as an added benefit to our annual Tear-Off Map advertising and online marketing avenues. These Bundles included a print ad, boosted social media ads, and Newsletter spotlight ads. We had over half of 2021's participants opt in to 2022's, which is a testament to the return on investment.

In 2022, downtown businesses faced challenges, resulting in some closures or relocations. However, the **DBA maintained consistent membership** by removing barriers to benefits, featuring businesses with low engagement, and creating organic content. The DBA's engaged audience also attracted businesses outside of downtown to join.



DBA Board Members

BABS NOELLE
Board Chairperson
Alara Jewelry

NATALIE VANDUSEN
Board Member
Treeline
Coffee Roasters

COCO DOUMA
Board Treasurer
First Security Bank

BRANDI PELLERIN
Board Member
Indikoi

COURTNEY REEVES
Board Member
The Armory

ELENA DE DIEGO
Board Member
Nova Cafe

TASHA STARR
The Lark Bozeman
The Armory

MARY PAT HARRIS
Board Member
Bozeman Spirits

BOZEMAN IMPROVEMENT DISTRICT [BID]

2022 Updates

The BID is an organization of downtown property owners who fund beautification and maintenance services downtown. BID programs include hanging the summer flower baskets and winter holiday decorations, collecting garbage and recycling, streetlamp banner installation, and graffiti removal.

BID Clean & Safe Programs

Below are some interesting statistics demonstrating the quantity of work accomplished by the BID through 2022.



275

Number of graffiti tags removed

3691

Number of trash and recycling receptacles emptied



1350

Number of streetlamp banners installed



310

Number of flower baskets purchased and installed

98

Number of consecutive days flowers watered



3500

Number of hours worked by BID maintenance staff



MIKE
BID Maintenance Employee



TRISH
BID Maintenance Employee



108

Number of holiday decorations installed

BOZEMAN IMPROVEMENT DISTRICT [BID]

- In 2022, the Downtown BID board voted to expand the **existing flower basket boundary** to Babcock St and Mendenhall St. A total of 40 Earth Planter self-watering baskets were purchased and placed in the expanded boundary. The Earth Planters eliminate the need to be watered seven days a week to just two to three times a week.
- **The Green Christmas Spider** was completely refurbished by the Bozeman Fire Department after it fell at the 2021 Christmas Stroll.
- A new **2022 Kawasaki Mule** was added to the BID maintenance vehicle fleet!



BID Board Members

ERIC BOWMAN
Board Chairperson
Owenhouse Ace
Hardware

ERIC SUTHERLAND
Board Vice-Chair
360 Commercial
Management

ERIK NELSON
Board Member
ThinkTank
Design Group

**ILEANA
INDRELAND**
Board Member
Delaney & Company

SUSAN NEUBAUER
Board Member
Fresco Cafe

TERRY CUNNINGHAM
Board Liaison
Bozeman City
Commission

DOWNTOWN URBAN RENEWAL DISTRICT [URD]

2022 Updates



The Downtown Urban Renewal District manages several **Economic Assistance Grants** with encumbered funds for private projects in 2022 totaling over \$100,000 and over \$300,000 additional grant funding available for infrastructure improvements, utility upgrades and safety enhancements through the next fiscal year.



The URD replaced 5 large trees along Main street during summer of 2022. We saw 13 beautiful downtown trees removed between 2020 and 2021, which is an unusually high number for the city to manage. The Downtown URD is assisting the city with these replacements in order to keep up with the annual planned maintenance and there are plans to replace the remaining 8 trees in spring 2023.



In 2022 the URD purchased additional **Streetscape Elements** to augment those already located in the downtown district. This year's purchases included: recycling receptacles, trash receptacles, and bike racks. DURD also continues to provide ongoing maintenance and improvements for our minimal downtown greenspaces including **Soroptimist Park and the North Black Pocket Park**.



The Bozeman Alleyways Concept Plan was developed in 2021, providing a vision for the beautification and future use of our downtown alleyways. In 2022 the URD kicked-off its first full block-face alley project with construction slated to be completed summer of 2023. The DURD hired Groundprint Consulting and owner Susan Riggs as our project manager and Design 5 as the landscape architect. Concept plans have been established and planned artistic elements include, two large murals, three large sculptures, asphalt art, imitation greenery and several more creative and unique elements. The DURD is excited to head up this community art activation project with hopes that it will continue throughout downtown and will additional private investment and support.



Current Alley Photo



Future Alley Project



2022 Downtown Asphalt Art Project

DOWNTOWN URBAN RENEWAL DISTRICT [URD]



After nearly a year of discussion regarding instituting a paid parking program in downtown, City Commissioners voted not to move forward with this management approach. **Parking access and availability in Downtown Bozeman** continues to be a priority. The Downtown URD will continue to play an integral role in parking solutions and collaborations into the future. Adding parking supply has been and will continue to be a priority for the URD and we will continue our efforts to establish parking garage site plans, research on URD bonding capacity analysis and additional funding opportunities for supply funding.



The MySidewalk "State of Downtown" Economic Profile was completed again this year in accordance with the MySidewalk 2022 Economic Profile for Gallatin and Park Counties performed by Prospera Business Network and additional community partners. The goal is to assemble the most up-to-date information on economic, population and demographic trends to help business leaders plan for the future and the goal of the "State of Montana" data is also to compile the latest demographic data used to track our progress and compare Downtown Bozeman to our peer communities.



In 2022, we completed a **"Pedlet Plan"** which establishes the idea of a pedlet as an economic stimulus opportunity for businesses along our downtown side-streets who may want to extend their sidewalk space for added business square footage and patio service space. The DURD is looking to establish a formal Pedlet Program with the help of the city of Bozeman hopes to pilot a "pedlet" in summer of 2023.



The DURD entered into **Phase II of a Downtown Transportation Plan** aimed at pedestrian safety and decreased congestion. This plan will focus on safety enhancements and traffic-calming on Babcock and Mendenhall, our two one-way arterial streets that feed into our downtown core.

URD Board Members

BOBBY BEAR
Board Chairperson
Citizen
Representative

CORY LAWRENCE
Board Vice-Chair
Armory Hotel

MARLEY MCKENNA
Board Member
McKenna Realty

TONY RENSLOW
Board Member
Berkshire Hathaway
Realty

**ANGIE
RUTHERFORD**
Board Member
CommonFont

NICHOLAS WICKES
Board Member
Check This Out

NICK ZELVER
Board Member
Montana State
University

JENNIFER MADGIC
Board Liaison
Bozeman City
Commission



Life is DoWntown

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