The Downtown Bozeman Partnership provides combined support for its three member organizations: the Downtown Business Improvement District (BID), the Downtown Bozeman Association (DBA), 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 City of Bozeman staff, the City Commission, and City Advisory Boards.

The Partnership continually strives to foster strong relationships with downtown property and business owners. These cooperative efforts strengthen downtown as a critical piece of the greater community fabric.
DOWNTOWN BANNERS
The BID purchases, installs and maintains the Downtown Bozeman streetlamp banners. Seasonally the BID installs banners for MSU, Bozeman Farmers Market, S.L.A.M., Bridger Bowl, Big Sky Resort, and Sweet Pea.

SUMMER FLOWER BASKETS
The BID purchases, installs and maintains (which includes watering 7 days a week) 300+ hanging baskets of Super-Petunias. These flower baskets are hung throughout downtown from June through September on the historic streetlamps.

GRAFFITI REMOVAL PROGRAM
Since 2008, this program has removed 4,000 graffiti tags. The BID maintenance staff removes tags from public property and works with property owners to clean private buildings of graffiti. The BID will continue to actively remove new tags as quickly as possible considering immediate removal has proven to be the most effective deterrent.

TREE REPLACEMENT
The BID replaces trees that have died in the downtown district. In coordination with the City Forestry Division, dead trees are removed and then replaced by a local nursery. The BID replaces between two and six trees a year.

HOLIDAY DECORATIONS & LIGHTING
The BID installs the following holiday lighting downtown: 1) lighted garland on each historic lamp post along Main Street; 2) lights on the large conifer trees in Soroptomist Park; 3) garland wreaths at the Rouse, Church, Wallace, and Grand intersections; and 4) the infamous holiday “spider” decoration above the downtown intersections.

MAINTENANCE PROGRAM
Primary tasks performed by the BID maintenance staff include garbage collection, flower watering, Soroptomist Park upkeep, installation of the streetlamp banners, maintenance of pedestrian benches, graffiti removal, and limited snow removal. The BID maintenance staff removes over 2500 bags of garbage and 500 bags of recycling each year.

PUBLIC PARKING INVESTMENTS
The URD works with the City of Bozeman to market and manage downtown public parking for our customers and employees. The URD also pays the annual debt service on the construction bond for Bridger Park, the downtown parking garage.

FIBER BROADBAND INFRASTRUCTURE
The URD has committed a million dollars the construction and implementation of the downtown fiber optic broadband network. The downtown network is one component of the Bozeman Fiber Master Plan and is managed by Bozeman Fiber.

RESIDENTIAL INCENTIVE PROGRAM
The purpose of this grant program is to encourage the creation of new housing units within downtown URD. The intent is to increase the residency rate and subsequently the tax base of the URD.

STREETScape ASSISTANCE PROGRAM
This URD program provides property owners with partial reimbursement for the installation of historic street lamps in accordance with the Downtown Streetscape Plan. The program is designed to stimulate private investment, redevelopment of property and the improvement of public areas in the downtown urban renewal district.

TECHNICAL ASSISTANCE GRANT PROGRAM
This program supports current or potential developers, owners, and tenants with technical assistance during the preliminary phases of possible redevelopment projects in the downtown tax increment district.

LIFE-SAFETY CODE COMPLIANCE PROGRAM
This URD program provides property owners with partial reimbursement for life-safety code compliance upgrades. The program is specific to the installation of dedicated fire lines connecting a building’s sprinkler system to the municipal water main.

STREETScape ELEMENT PURCHASES AND MAINTENANCE
The URD manages the existing streetscape inventory by purchasing additional historic street lamps, trash receptacles, pedestrian benches, tree guards and bike racks. The URD also funds the ongoing maintenance of Soroptomist Park.
The 2019 Downtown Bozeman Improvement Plan (the DBIP) builds on Bozeman’s planning history and recent energy. A successful downtown contains a diverse mix of uses, encourages interaction, and creates unique experiences that cannot be duplicated. It brings people together, sparking the spontaneity and play that creates a great community. Downtown Bozeman is just that place - here’s a plan to keep it that way and nurture it forward.

Visit www.downtownbozeman.org/downtown-plans for more information.

DOWNTOWN DOLLARS

Downtown Dollars are a gift certificate good anywhere in Downtown Bozeman. From your favorite shopping retailer, to bars and restaurants, spa treatments, professional services and more - it’s truly the gift for everyone and every occasion!

Visit downtownbozeman.org/downtowndollars for more information
Bozeman Public Library
Emerson Center
City of Bozeman (City Hall)
County Courthouse
Parking (Free 2-Hour Parking)
Informational Kiosk
Post Office
Public Restroom
Streamline Bus Service
Visitors Center
Downtown Bozeman Partnership Office
222 E Main, #203
Downtown Bozeman offers a variety of customer and employee parking options. Managed by the City of Bozeman, Downtown is home to 2-hour free on-street parking, 4 Public Parking lots and the Bridger Park Garage with 435 available parking spaces.

**DID YOU KNOW?**
Downtown has nearly 2,500 public parking spaces and all are free for the first two hours.

To learn more about parking downtown or inquire about employee parking permits visit: [www.downtownbozeman.org/parking](http://www.downtownbozeman.org/parking)

**ENCROACHMENT PERMITS**
City of Bozeman allows businesses to place a variety of items on the sidewalk such as sandwich board signs, tables and chairs, flower pots and more. These items do require an encroachment permit and following a few friendly rules. For more information about encroachment permits visit: [https://www.bozeman.net/government/engineering/plans-projects/encroachment-permit-application](https://www.bozeman.net/government/engineering/plans-projects/encroachment-permit-application)

**CONNECT TO ADDITIONAL BUSINESS RESOURCES**
Numerous local organizations can help you and your business—from basic business counselling to financial assistance!

**Downtown Partnership Resources**
[www.downtownbozeman.org/resources](http://www.downtownbozeman.org/resources)

**Bozeman Area Chamber of Commerce**
[www.bozemanchamber.com](http://www.bozemanchamber.com)

**Prospera Business Network**
[www.prosperamt.org](http://www.prosperamt.org)

**Montana Community Development Corporation**
[www.mofi.org](http://www.mofi.org)

**Bozeman Business and Professional Women (BPW)**
[www.bozemanbpw.org](http://www.bozemanbpw.org)
As a member of the Downtown Bozeman Association (DBA), you receive not only the numerous member benefits listed below but your membership and dues support the only organization in Bozeman that advocates solely for a healthy and vibrant Downtown district.

1. DOWNTOWN CORE MEMBERS*

**DBA ANNUAL PRINTED DIRECTORY LISTING**
- 20,000 produced, professionally distributed
- 2 categories per member

**THE DOWNTOWN BOZEMAN PARTNERSHIP WEBSITE/MOBILE SITE LISTING**
- 4 categories per member

**DOWNTOWN DIRECTORY KIOSK LISTING**
- 3 convenient downtown locations
- 1 category per member

**DOWNTOWN BOZEMAN TEAR-OFF MAPS**
- 30,000 distributed annually

**DBA MAILING LIST**
- 700+ mailing contacts in Excel form

**DBA EMAIL BLASTS**
- 5,000+ contacts
- 1 email per DBA member every 30 days
- PLUS 1 additional email blast for new members
- Email info@downtownbozeman.org for more information on formatting and scheduling these emails

**DBA SOCIAL MEDIA POSTS**
- 1 social media post per DBA member every 30 days reaching over 18,000 engaged followers
- Additional posts based on social media calendar availability; no limit to posts pertaining to DBA-hosted events
- Email info@downtownbozeman.org for more information on formatting and scheduling these posts

**ABILITY TO PARTICIPATE IN “DBA HOSTED” EVENTS**
Ex. Restaurant Week, Art Walk, Ladies’ Night

**DOWNTOWN VISITOR CENTER PAMPHLET SPACE** at ERA Landmark at 8 East Main St.

**DBA MEMBER WINDOW STATICS**

**DIRECT-EXCHANGE OF DOWNTOWN DOLLARS**
- Generates over $100,000.00 annually in Downtown sales
- DBA to bring a check directly to your member business in exchange for dollars received
- Please note, a 5% exchange fee applies for exchange of Downtown Dollars for Non-Members

To Sign Up for DBA Membership, complete the Online Registration Form: at downtownbozeman.org/membership
2. OUTSIDE DOWNTOWN MEMBERS**

DBA ANNUAL PRINTED DIRECTORY LISTING
• 20,000 produced, professionally distributed
• 2 categories per member

THE DOWNTOWN BOZEMAN PARTNERSHIP
WEBSITE/MOBILE SITE LISTING
• 4 categories per member

DBA MAILING LIST
• 700+ mailing contacts in Excel form

DBA EMAIL BLASTS
• 5,000+ contacts
• 1 email per DBA member every 90 days
• PLUS 1 additional email blast for new members
• Email info@downtowbozeman.org for more information on formatting and scheduling these posts

DBA SOCIAL MEDIA POSTS
• 1 social media post per DBA member every 90 days reaching over 18,000 engaged followers
• Additional posts based on social media calendar availability; no limit to posts pertaining to DBA-hosted events
• Email info@downtowbozeman.org for more information on formatting and scheduling these posts

ABILITY TO PARTICIPATE IN “DBA HOSTED” EVENTS

DOWNTOWN VISITOR CENTER PAMPHLET SPACE at ERA Landmark at 8 East Main St.

DBA MEMBER WINDOW STATICS

DIRECT-EXCHANGE OF DOWNTOWN DOLLARS
• Generates over $100,000.00 annually in Downtown sales
• DBA to bring a check directly to your member business in exchange for dollars received
• Please note, a 5% exchange fee applies for exchange of Downtown Dollars for Non-Members

MEMBERSHIP RATES AND BILLING OPTIONS

Billed ½ January, ½ July • Pay Annually in January • Pay Annually in July

RETAIL CATEGORY:
Retail Stores, Restaurants, Bars & Lodging
• Small Retail (1-3 Employees) - $315/year
• Medium Retail (4-15 Employees) - $475/year
• Large Retail (16 Or More Employees) - $650/year

SERVICE CATEGORY:
Media, Banks, Professional Services and Nonprofit Organizations
• Small Service (1-3 Employees) - $160/year
• Medium Service (4-15 Employees) - $315/year
• Large Service (16 Or More Employees) - $475/year

DOWNTOWN PATRONS:
Any business who would like to contribute to the Downtown Bozeman Association for the progression of their downtown community.
Email Cache@downtownbozeman.org about patron member added benefits.
• Silver - $1000/year
• Gold - $1500/year
• Platinum- $2000/year

To Sign Up for DBA Membership, complete the Online Registration Form at downtownbozeman.org/membership

*business must be within the “downtown Bozeman” area as shown on “Exhibit A; DBA ByLaws” or have been given “honorary Downtown status”
**any business within Bozeman and surrounding areas not located within “downtown Bozeman” as shown on “Exhibit A; DBA ByLaws” and not given “honorary Downtown status”
3. FRIENDS OF DOWNTOWN

Any solopreneur or nonprofit (with one employee) who would like to be a “friend” of Downtown Bozeman:

**DBA ANNUAL PRINTED DIRECTORY LISTING**
- 20,000 produced, professionally distributed
- 2 categories per member

**THE DOWNTOWN BOZEMAN PARTNERSHIP WEBSITE/MOBILE SITE LISTING**
- 1 category per member

**DBA MAILING LIST**
- 700+ mailing contacts in Excel form

**DBA EMAIL BLASTS**
- 5,000+ contacts
- PLUS 1 additional email blast for new members
- Email info@downtownbozeman.org for more information on formatting and scheduling these emails

**DBA SOCIAL MEDIA POSTS**
- 1 social media post per DBA member per year (or 365 days) reaching over 18,000 engaged followers
- Additional posts based on social media calendar availability; no limit to posts pertaining to DBA-hosted events
- Email info@downtownbozeman.org for more information on formatting and scheduling these posts

**ABILITY TO PARTICIPATE IN “DBA HOSTED” EVENTS**

**FLAT-RATE FOR “FRIENDS” OF $125/YEAR**

**ADDITIONAL ADVERTISING & SPONSORSHIP OPPORTUNITIES**

- DBA Annual Directory Advertising*
- Weekly Newsletter & Social Media SPOTLIGHT Ads*
- DBA Annual Tear-off Map Advertising*
- BID Flower Basket Sponsorships**
- BID Holiday Decoration Sponsorships**
- BID Streetlamp Banners**
  (available to nonprofit organizations ONLY)
- Overstreet Banners*
  (available to nonprofit organizations ONLY)

**PLEASE EMAIL:**
*Cache, Program Director at cache@downtownbozeman.org or **Emily, Economic Development Director at emily@downtownbozeman.org
EVENT/HOLIDAY SPECIAL HOURS

SUMMER ART WALKS
Extend hours until 8PM, nearly 5,000 people downtown for each of the 5 annual Art Walk nights (2nd Fridays June – Sept)

LADIES’ NIGHT
Over 40 participating businesses will be open until 8PM or later, event shown to be a very successful pre-holiday shopping night

CRAZY DAYS/WINTER CRAZY DAYS
We suggest opening at 9AM through the weekend for “early-bird” specials and extending hours until 8PM for those wanting to participate after work in the evenings.

THANKSGIVING – EARLY HOURS FROM 10AM TO 3PM.

WINTER ART WALK
2nd Friday in December, extend hours until 8 or 9PM. This event has shown to be a very successful holiday shopping night for retailers.

CHRISTMAS EVE
Early hours for those last minute shoppers from 10AM until 3 or 4PM.

CHRISTMAS DAY
Most businesses are closed for Christmas Day with the exception of a couple of restaurants and bars.

NEW YEAR’S DAY
Most businesses are closed for New Year’s Day with the exception of a couple of restaurants and bars. We do suggest trying shortened hours (~11AM to 3PM) as we have received feedback that it has the potential to be a good day for shopping.

ADDITIONAL SPECIAL EVENTS FOR POTENTIAL EXTENDED HOURS:
Sweet Pea Festival weekend (first full weekend in August), Music on Main (Thursdays in July to mid-August), Christmas Stroll (first Saturday in Dec., event is from 4:30PM – 7:30PM), Cruisin’ on Main Car Show (3rd Sunday in August, event is from 9AM to 3PM)

HOW TO TAG US:
Members are also encouraged to tag any of the above listed social media pages in order to expand the reach of their posts:
@downtownbozeman and use our favorite hashtags #lifeisdowntown and #downtownbozeman.
Our 30+ well-attended annual community events are proven to create foot traffic to downtown which means increased visibility for your business as well as contact with consumers. Each event is strategically orchestrated to benefit different types of businesses in a variety of different ways.

Downtown Bozeman Association hosted events are separate from DBA membership. Most are self-sustainable and funded through business participation fees or business sponsorship opportunities.

**Events that are funded solely by Business Sponsorships and/or Registration and Vendor Fees.**

There are different levels of sponsorship for each event which directly relates to the marketing benefits the sponsors receive with their contribution to the event.

*For current Participation/Sponsorship Packets; including more information, participation costs, sponsorship pricing and levels, contact Cache at cache@downtownbozeman.org.

**Events that have a separate participation fee.**

As a DBA member, you can decide which, if any of these events will benefit your business and whether you would like to pay the participation fee and get the additional benefits of formally participating.
WINTER CRAZY DAYS***
This seasonal retail-oriented sales event generally takes place over President’s Weekend in late February and is a great chance to save on those items you have wanted all winter long. Over 100 merchants offer unbelievable end-of-winter sales starting at 10am (earlier at select locations) on Friday and continuing through Sunday.

CRAZY DAYS***
It’s the biggest, the best and the original. The Downtown Crazy Days lands on the 3rd weekend in July. Over 200 Downtown merchants take to the sidewalks with unbelievable sales on spring and summer merchandise.

CAT WALK***
Join us for the Montana State University Cat Walk on the Friday before fall classes begin from 11am-1pm. MSU President Waded Cruzado, Champ, the MSU Spirit of the West Marching Band, MSU representatives and community members will make their way down Main Street visiting businesses, playing the fight song and passing out Bobcat gear and schedules along the way.

DOWNTOWN TRICK OR TREATING***
In the spirit of Halloween, we invite Bozeman to enjoy a safe avenue of traditional trick or treating in beautiful Downtown Bozeman from 4-6pm on October 31st (or the Friday prior if Halloween lands on a weekend). Over 150 businesses welcome kids and families with loads of candy and Halloween decorations!

SMALL BUSINESS SATURDAY***
Small Business Saturday is a day dedicated to supporting small businesses on one of the busiest shopping weekends of the year. On the Saturday after Thanksgiving, we invite Bozeman to head downtown to shop small at their favorite local stores and help fuel the local economy.

PNKBZN***
Downtown Bozeman turns pink for the entire month of October with pink street banners lining Main Street and window displays created by partnering businesses.

***We encourage all of our members and downtown businesses to participate in these events below at no cost.

These additional marketing opportunities are intended to help promote individuality during these events.

HOW CAN I GET INVOLVED?

HAVE QUESTIONS?
CALL 406-586-4008
OR EMAIL
INFO@DOWNTOWNBOZEMAN.ORG

SIGN-UP TODAY!
downtownbozeman.org/membership