

DTN BZN

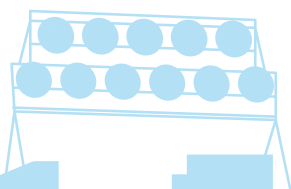


DOWNTOWN BOZEMAN **PARTNERSHIP**

2021 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 City of Bozeman staff, the City Commission, and the Parking Commission.

Fiscal Year 2021 was a challenging, yet exciting year for the Downtown Bozeman Partnership. After a difficult year getting through the height of the pandemic, the DBP welcomed some necessary and refreshing changes in 2021 including many internal staffing transitions and facilitating the return of many of our beloved Downtown Bozeman events and programming after most were reinvented or put on hold.



DOWNTOWN BOZEMAN **PARTNERSHIP**

Meet the DBP Team



ELLIE STALEY

Executive Director

Ellie Staley was hired as the Executive Director of the Downtown Bozeman Partnership in April of 2021. After 14 years of working at the partnership as the DBP Assistant Director and Downtown Bozeman Association Director. With her passion for collaboration, community partners and social infrastructure, she is excited to take on new tasks and challenges in her new role.



EMILY COPE

Economic Development Director

Emily Cope also transitioned into a new role at the DBP as the first-ever, Economic Development Director. With Emily's extensive experience with property management and stakeholder coordination and communication, she looks forward to taking on new challenges and projects to make downtown more beautiful and strengthen our local economy heading into the future.



MAKAI-LYNN RANDALL

Program Director

Makai-Lynn Randall moved into the Program Director role after two years as the Operations Manager. With Makai-Lynn's apparent passion for event coordination and the Bozeman community, she is eager to oversee events, marketing, and membership, DBP's most visible and community-involved arm of the organization.



GABY KREVAT

Operations Manager

Gaby Krevat joined the DBP team in July of 2021 as our new Operations Manager. With experience in media and communications, she has provided the DBP with a fun, new approach to digital marketing and membership communication and outreach. With most events and programs back in full-swing, Gaby is excited to assist with many new and exciting advertising platforms.

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 transformative year for marketing and communication to our businesses, stakeholders and downtown customers.

As trends and habits changed dramatically over 2021, our platforms began to present 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 2021 through: new programming, updating existing programming and embracing any and all opportunities for our downtown district.



After years of formally combining the Downtown Bozeman Partnership into one cohesive Downtown organization with representatives from all sectors of business and community, the DBP staff and boards have adopted an **Annual Communications Plan**.

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



WEEKLY NEWSLETTER

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

SOCIAL MEDIA

The @DowntownBozeman social media platforms like Instagram, Facebook, TikTok and YouTube saw incredible growth and engagement throughout 2021. With over **50,000 engaged friends, fans, and followers**, we embraced the apparent desire to engage with our community through social media due to the lack of in-person engagement. In addition to significant growth in audience and reach through 2021, we saw @DowntownBozeman consistently boast **30-100% higher engagement rate** than our neighboring downtown communities such as Missoula, Billings, Kalispell, and others.



CAMPAIGNS

Several NEW marketing campaigns were developed out of the pandemic and in response to the needs of our small businesses including #myDTNBZN live Instagram campaign, the Life is "Still" Downtown campaign, LoveDTNBZN, sidewalk social distancing stickers and more. Through these efforts and others, we saw a huge desire from our community and beyond to **support our small businesses** more than ever and in unique and creative ways.

WEBSITE OVERHAUL

The DBP took on a complete **www.downtownbozeman.org** website overhaul with an updated Content Management System with dynamic design elements and better overall internal capabilities.



PANDEMIC RESOURCES

Throughout the pandemic, the Downtown Bozeman website was also reformatted to provide a consistent and easy-to-use Covid Resource Page on website for national, statewide, and local COVID relief grants, small business relief and safety toolkits.

JOB LISTING PAGE

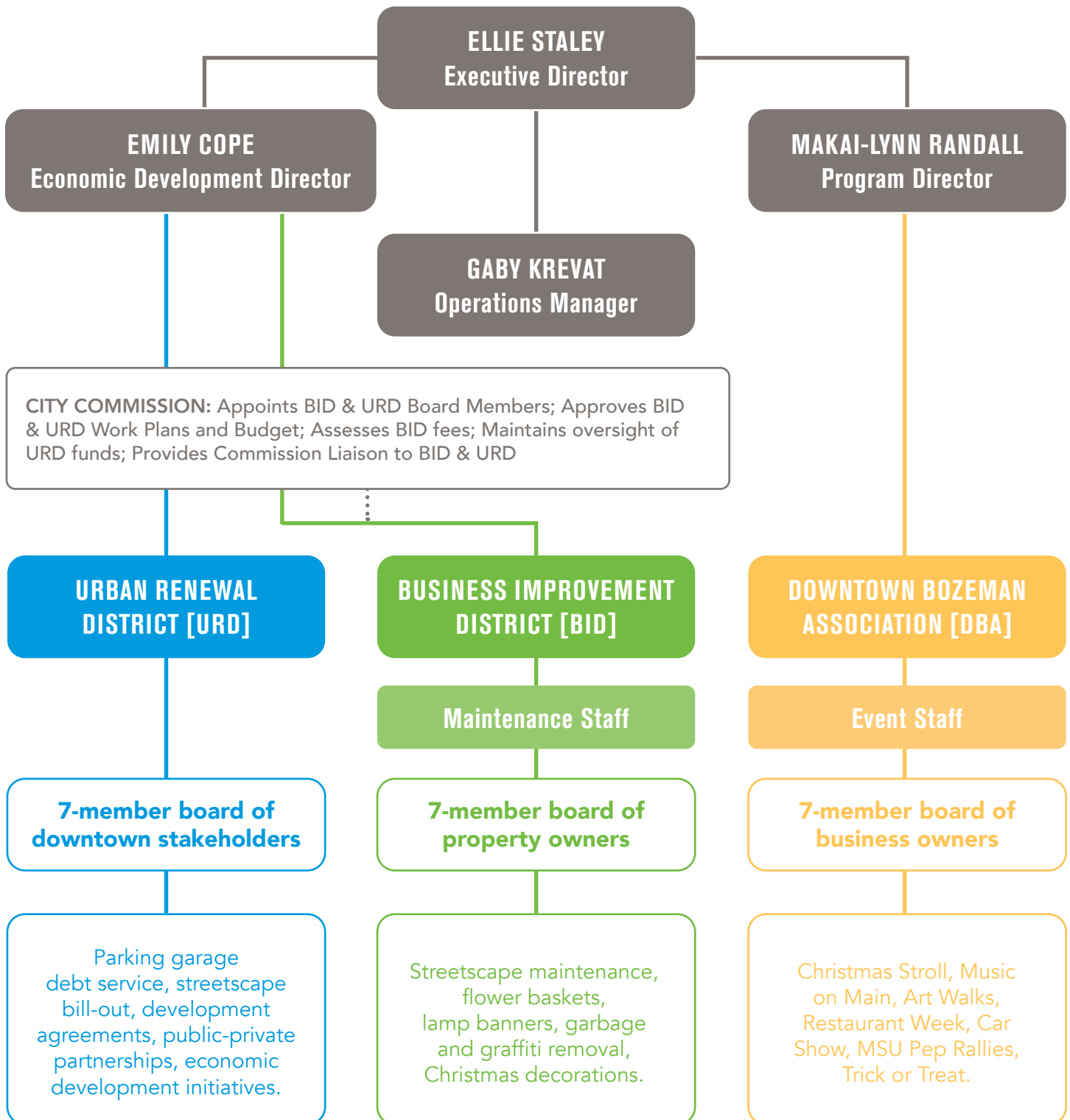
Staffing was a massive issue throughout 2021 and continues to impact our small businesses every day. A Downtown Jobs listing page on our website was created out of this apparent need and **saw hundreds of postings from Downtown Business and Members.**



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.



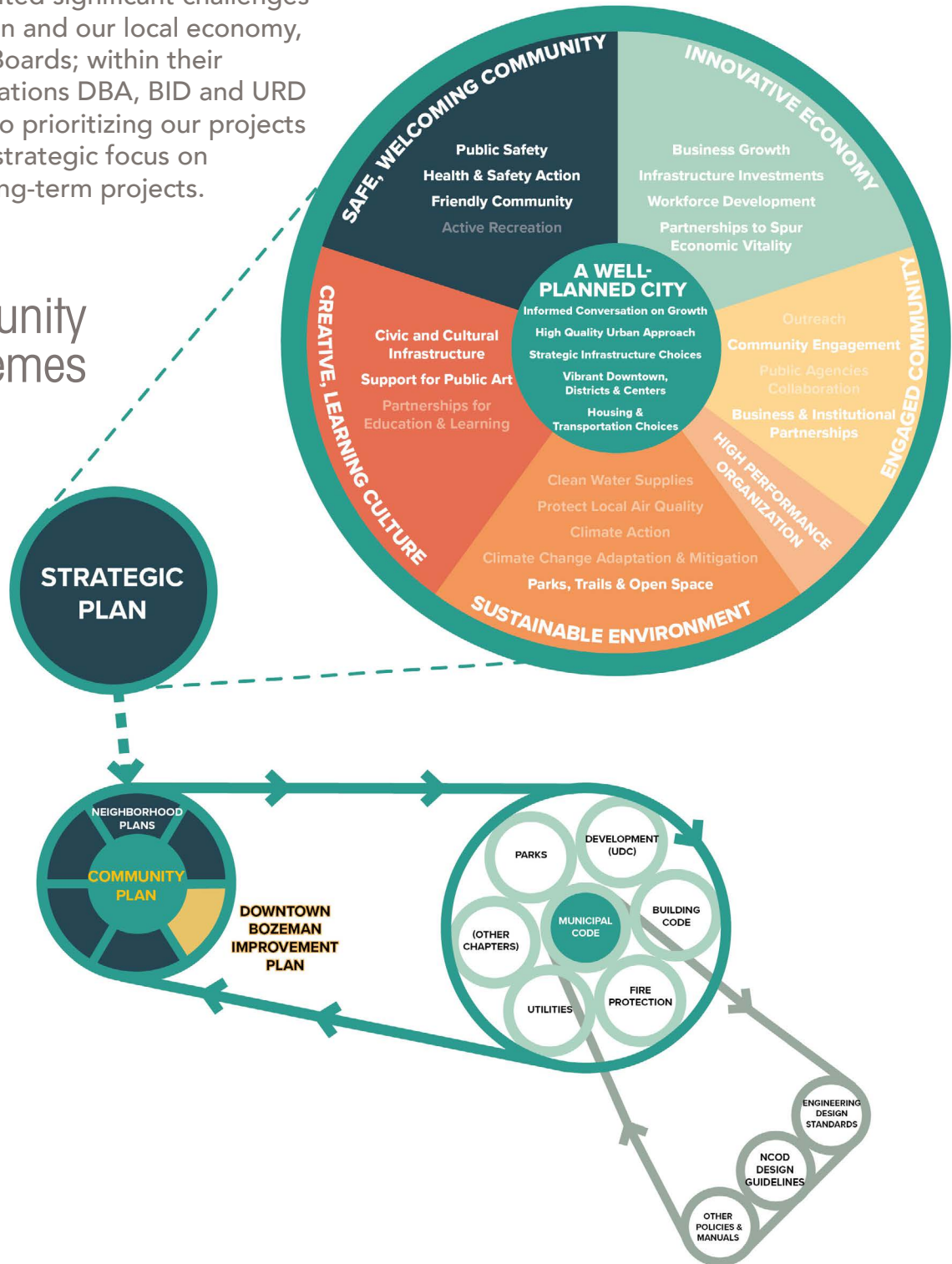
DOWNTOWN BOZEMAN PARTNERSHIP

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. After 2020 presented significant challenges to the organization and our local economy, in 2021 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.

Some of the current DBIP Projects include; Alley Enhancements, Public Space Upgrades, continued Streetscape Improvements, further Structured Parking and Funding Capacity Analysis, Alternate Transportation research and more.

Community Plan Themes



DOWNTOWN BOZEMAN ASSOCIATION [DBA]

2021 Updates

The DBA is a 501c6 non-profit membership organization that represents the downtown businesses, the district and its members. The DBA is the marketing, event and membership arm of the Downtown Bozeman Partnership.

DBA Events & Programs



Restaurant Week was NEW Downtown Bozeman event in 2021 and was born out of an obvious desire to proclaim our support for our restaurants, coffee shops, breweries and tasting rooms after many were severely affected by closures and pandemic restrictions. With over 40 participants serving breakfast, lunch, dinner and craft drink specials for a whole week and amazing prizes to win...it's sure to be a Downtown Bozeman staple event for years to come.



Many Annual **DBA Events** were able to continue in 2021 with small modifications to times and dates including: **Summer Crazy Days, Winter Crazy Days, Art Walks and Ladies' Nights.**



Music on Main "LIVE from the Rialto" was presented to thousands of virtual attendees with amazing production and outstanding community engagement.



The Cruisin' on Main Car Show was transformed into an online showcase featuring hundreds of cool rides with great ways for participation through voting and prize drawings.



Christmas Stroll "Re-Imagined" was a magical re-invention of Bozeman's favorite holiday tradition. With the help of a Montana Social Services Grant, we were able to invite families and friends of Downtown Bozeman to delight in some of Bozeman's most beloved holiday activities, with a twist. Activities included a virtual "lighting of the Christmas Spiders", the annual gingerbread contest, an elf on the shelf scavenger hunt, an inspiring window decorating contest with outstanding business participation were enjoyed by thousands both in-person and virtually.

DOWNTOWN BOZEMAN ASSOCIATION [DBA]

DBA Membership & Outreach

Downtown Dollars saw a record number of sales in 2021, totaling over \$130,000. We feel this increase was due to an apparent desire to support locally owned business during the height of the pandemic and with Downtown Bozeman home to over 200.



In Spring of 2021, we presented the **NEW DBA Marketing Bundles** as an added benefit to our annual printed directory and map advertising avenues. With a consistent year-round presence on email through email campaigns and social media ads, many members took advantage of this new marketing avenue and greatly benefited with high opening rates and many direct to website clicks.



Despite the pandemic, many new businesses opened in Downtown Bozeman and the DBA added a **record number of new DBA Members in 2021.**



DBA Board Members

BABS NOELLE
Board Chairperson
[Alara Jewelry](#)

COCO DOUMA
Board Treasurer
[First Security Bank](#)

MATTHEW BEEHLER
Board Member
[The Lark](#)

TESSA BURNETT WITMER
Board Member
[Hattie Rex](#)

NATALIE VANDUSEN
Board Member
[Treeline Coffee Roasters](#)

BRANDI PELLERIN
Board Member
[Indikoi](#)

ELENA DE DIEGO
Board Member
[Nova Cafe](#)

ARIANA PALIOBAGIS
Board Member
[Country Bookshelf](#)

BOZEMAN IMPROVEMENT DISTRICT [BID]

2021 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

By the Numbers



3926

Number of trash and recycling receptacles emptied



1180

Number of streetlamp banners installed



270

Number of flower baskets purchased and installed

118

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 2021, the BID launched Outreach Bozeman, a new program in partnership with HRDC, City of Bozeman, Downtown Bozeman and the Bozeman Police Department. This program has had one-on-one conversations with many businesses owners and has offered de-escalation training to downtown business and property owners and to other members of the community. Customers were provided with resource information for permanent housing, day services at the Warming Center, and peer support services.



before



after

Future of the BID

In 2020, the BID was renewed for another 10 years. During this renewal the boundary of the district was expanded to include more area to the north and south of the existing district. The BID continues to expand current programs and looks forward to implementing new programs such as Outreach Bozeman.

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

JOLEE BARRY
Board Member
Property Owner

MIKE BASILE
Board Member
Berkshire Hathaway

SUSAN NEUBAUER
Board Member
Fresco Cafe

I-HO POMEROY
Board Liaison
Bozeman City
Commission

DOWNTOWN URBAN RENEWAL DISTRICT [URD]

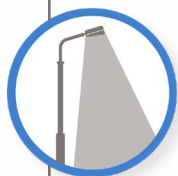
2021 Updates



The Downtown Bozeman Urban Renewal Plan and District were established in 1995. The URD invests tax increment funds in vital infrastructure such as the Bridger Park Garage, the downtown fiber broadband network, Soroptomist Park, and downtown's streetscapes (sidewalks, street lamps, trees, benches, bike racks, and trash cans.)



The Bozeman Alleyways Concept Plan



As the final piece of the Rouse Avenue Street Project from Main to Oak. The URD completed the **Rouse Lighting Project** from Lamme to Main Street with 20 Downtown Streetlamps installed and providing much needed pedestrian safety along a critical stretch of sidewalk from our Main Street district to City Hall and Hawthorne Elementary.



The **MySidewalk "State of Downtown" Economic Profile** was completed to accordance with the MySidewalk 2021 Economic Profile for Gallatin and Park Counties performed by Prospera Business Network and additional community partners.



The Downtown Urban Renewal District manages several **Economic Assistance Grants** with encumbered funds for private projects in 2021 totaling over \$150,000 and over \$300,000 additional grant funding available for infrastructure improvements, utility upgrades and safety enhancements through the next fiscal year.



In 2021 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. The URD also invested over maintenance project at Soroptomist park and adjacent parking lot which includes fencing improvements, new plantings, water upgrades and more totaling over \$60,000 in maintenance and hardware.

DOWNTOWN URBAN RENEWAL DISTRICT [URD]



The Downtown Partnership Staff and Montana State University Landscape Architect students worked together to compile a document titled “**Alternative Future for Bozeman Creek and Soroptimist Park.**” In collaboration with Montana State University’s Community-engaged And Transformational Scholarships (CATS) Program, students completed this report to show alternative uses and improvements for **Soroptimist Park** and **Bozeman Creek**. This visual document is intended to provide inspiration and a high-level framework for future projects intended for the Soroptimist Park area, and possible adjoining lots adjacent to Bozeman Creek.



The Bozeman Alleyways Concept Plan was developed providing a vision for the beautification and future use of our downtown alleyways. This plan had numerous public outreach elements and provides an outstanding template for future alley improvement projects. The URD hopes to kick-off the first bull block face alley project to be completed in 2022.



The URD assisted with the **South Wallace Asbestos mitigation project** with over \$75,000 invested to mitigate the site including South Wallace Avenue and adjoining public right-of-way. The project will add incentive for future development to adjacent sites and enhance the safety and accessibility of the area surrounding it.



Parking access and availability in Downtown Bozeman continues to be a priority now and into the future for the URD. Multiple studies on designated have been performed through 2021 and plans for a future Parking Garage to be built within the URD district is underway. The City of Bozeman also performed a Downtown Parking Study that will provide needed insight into future parking management. Additional site plans as well as URD bonding capacity and further financial analysis are the next steps in this ongoing process of adding parking inventory.

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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