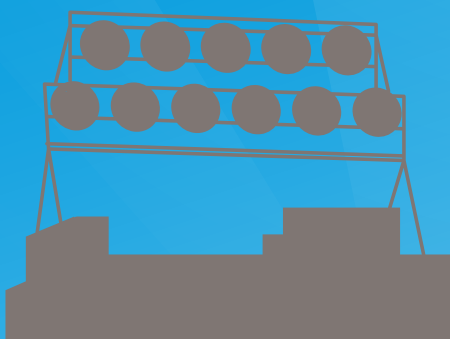


YOUR **BUSINESS RESOURCE GUIDE**

**DTN
BZN**



WWW.DOWNTOWNBOZEMAN.ORG

DOWNTOWN BOZEMAN PARTNERSHIP



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 the Parking Commission.

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.

CONTACT

DOWNTOWN BOZEMAN PARTNERSHIP

222 East Main Street, Suite 302

Bozeman, Montana 59715

info@downtownbozeman.org

P: 406.586.4008

DOWNTOWNBOZEMAN.ORG

[URD]

DOWNTOWN URBAN RENEWAL DISTRICT

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).

[BID]

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

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.

[DBA]

DOWNTOWN BOZEMAN ASSOCIATION

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.



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) 270 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 3700 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.



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.

[BID]



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.



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 collaborates with the Bozeman Parking Commission and Parking Division to make strategic improvements to the City-owned parking assets downtown. 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

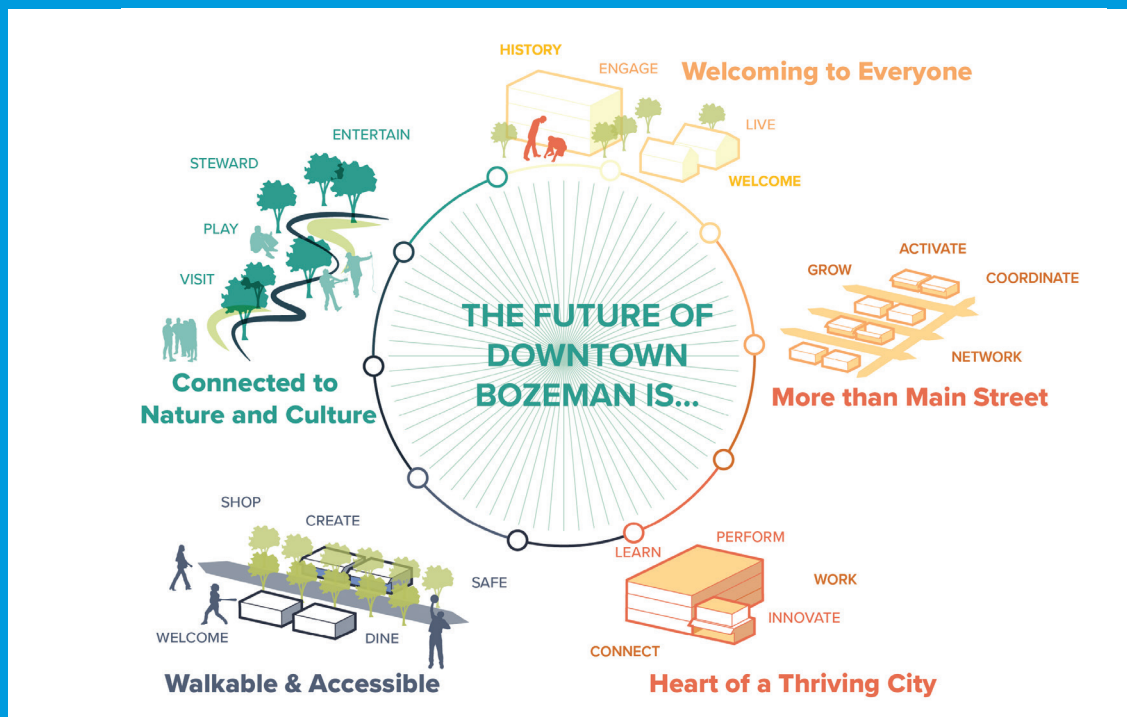
This URD program provides property owners with partial reimbursement for life-safety code compliance upgrades. The program is specific to the installation of dedicated fire lines connecting a building's sprinkler system to the municipal water main.

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.

[URD]

DOWNTOWN BOZEMAN IMPROVEMENT PLAN



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.

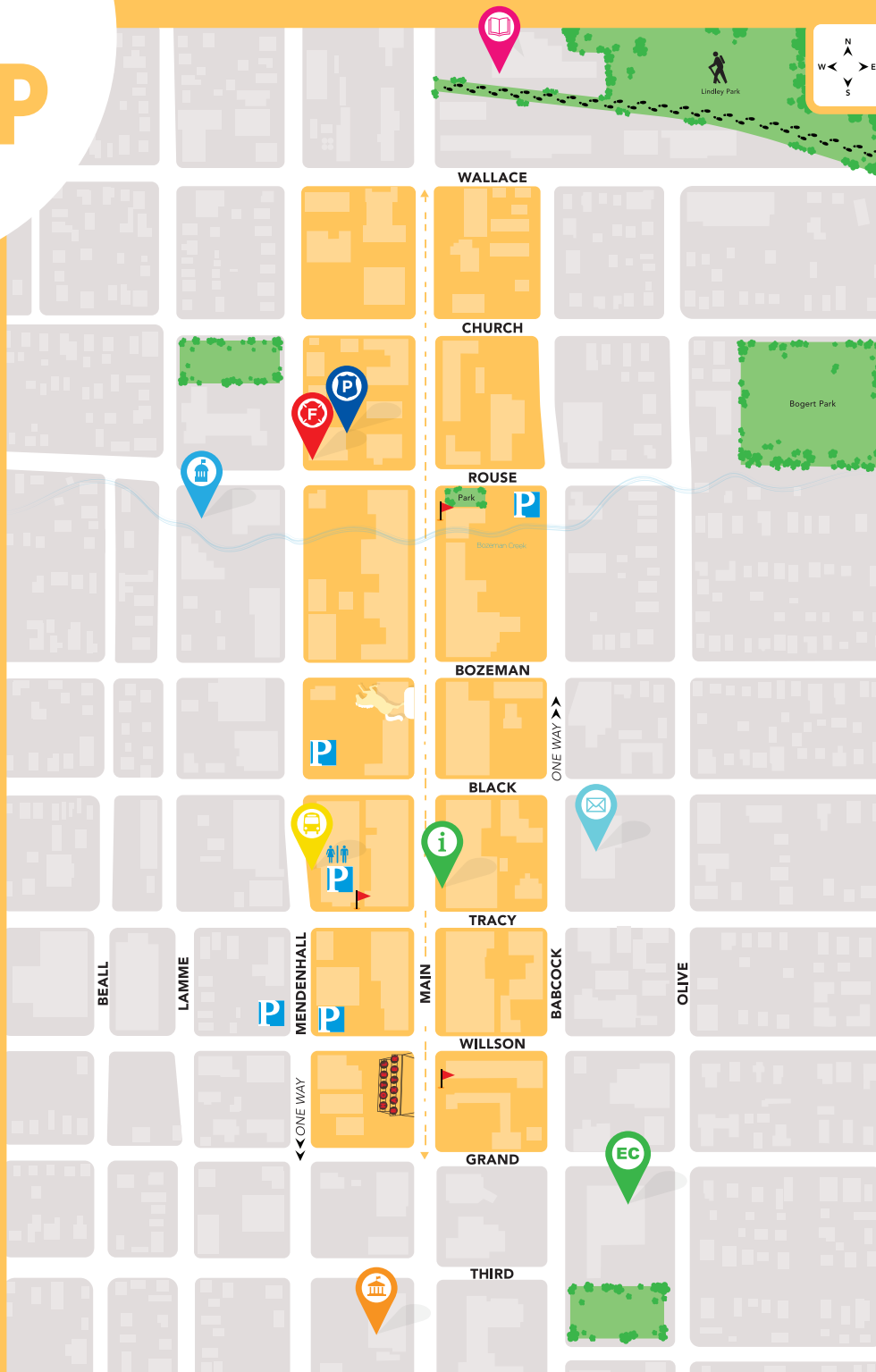
DOWNTOWN DOLLARS

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

Visit downtownbozeman.org/downtowndollars for more information



YOUR MAP



KEY TO THE CITY

- | | | |
|----------------------------------|--------------------------------------|-------------------------------|
| Bozeman Fire Department | City of Bozeman (City Hall) | Post Office |
| Bozeman Police Department | County Courthouse | Public Restroom |
| Bozeman Public Library | Parking (Free 2-Hour Parking) | Streamline Bus Service |
| Emerson Center | Informational Kiosk | Visitors Center |

IMPORTANT CONTACTS:

Bozeman Fire Department	www.bozeman.net	406.582.2350
Bozeman Police Department	www.bozeman.net	406.582.2000
Bozeman Police, Non-Emergency Line	www.bozeman.net	406.582.2000

GENERAL CONTACTS:

Bozeman Public Library	www.bozemanlibrary.org	406.582.2400
City of Bozeman (City Hall)	www.bozeman.net	406.582.2303
County Courthouse	www.gallatincomt.virtualtownhall.net	406.582.3030
Downtown Visitors Center/ERA Landmark	www.eralandmark.com	406.556.5001
Streamline Bus Service	www.streamlinebus.com	406.587.2434
Downtown Bozeman Association (DBA)	ellie@downtownbozeman.org	406.586.4008
Business Improvement District (BID)	emily@downtownbozeman.org	406.586.4008
Urban Renewal District (URD)	emily@downtownbozeman.org	406.586.4008
Bozeman Police-Community Resource Officer	www.bozeman.net/police	406.582.2234
City of Bozeman Parking Division	www.bozeman.net	406.582.2903
City of Bozeman-Office of Public Works	www.bozeman.net	406.582.2273
City of Bozeman-Community Development	www.bozeman.net	406.582.2260

**PARKING INFORMATION**

Downtown Bozeman offers a variety of customer and employee parking options. Managed by the Bozeman Parking Commission and City Parking Division, 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:
<http://www.bozeman.net/Residents/Parking-Garage>

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:

www.bozeman.net/Smarty/files/e3/e314ef36-a371-43b7-b4ce-d8d5bdd66c42.pdf

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

Bozeman Area Chamber of Commerce

www.bozemanchamber.com

Prospera Business Network

www.prosperamt.org

Montana Community Development Corporation

www.mofi.org

Bozeman Business and Professional Women (BPW)

www.bozemanbpw.org



MEMBER BENEFITS

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, printed 2 times per year
- 1 category per member

DOWNTOWN BOZEMAN TEAR-OFF MAPS

- 80,000 produced, printed once per year

DBA MAILING LIST

- 700+ mailing contacts in Excel form

DBA EMAIL BLASTS

- 1500+ contacts
- 1 email per DBA member every 30 days
- PLUS 1 additional email blast for new members
- Email ellie@downtownbozeman.org for more information on formatting and scheduling these emails.

ABILITY TO PARTICIPATE IN "DBA HOSTED" EVENTS

Ex. Bridal Walk, Ladies' Night)

ABILITY TO USE DBA SOCIAL MEDIA PLATFORMS FOR EVENT SHARING, POSTS, ETC. (based on social media calendar availability)



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
- 5% Fee AND mail-in or walk-in exchange 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

- 1500+ contacts
- 1 email per DBA member every 90 days
- PLUS 1 additional email blast for new members

ABILITY TO PARTICIPATE IN "DBA HOSTED" EVENTS

ABILITY TO USE DBA SOCIAL MEDIA PLATFORMS FOR EVENT SHARING, POSTS, ETC. (based on social media calendar availability)

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

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 Non-Profit 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.

- 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 non-profit (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

- 1500+ contacts
- 1 email per "friend" per year (or 365 days)

ABILITY TO PARTICIPATE IN "DBA HOSTED" EVENTS

ABILITY TO USE DBA SOCIAL MEDIA PLATFORMS FOR EVENT SHARING, POSTS, ETC. (based on social media calendar availability)

FLAT-RATE FOR "FRIENDS" OF \$125/YEAR



ADDITIONAL ADVERTISING & SPONSORSHIP OPPORTUNITIES

DBA Annual Directory Advertising*

Social Media SPOTLIGHT Ads*

DBA Annual Tear-off Map Advertising*

BID Flower Basket Sponsorships**

BID Holiday Decoration Sponsorships**

BID Streetlamp Banners**

(available to non-profit organizations ONLY)

Overstreet Banners***

(available to non-profit organizations ONLY)



PLEASE EMAIL:

*Ellie at ellie@downtownbozeman.org or

**District Manager at emily@downtownbozeman.org or

***Operations Manager at info@downtownbozeman.org



BUSINESS/EVENT HOURS

GENERAL

Suggested Hours of Operation

RETAIL

Mon.-Sat. • 10am-8pm
Sunday • 11am-5pm

RESTAURANT

11am - 10pm

SERVICES

9am - 5pm

WINTER

Suggested Hours of Operation

RETAIL

Mon.-Sat. • 10am-8pm
Sunday • 11am-5pm

If you do not extend your hours until 8pm the entire winter, we do suggest trying extended hours Thanksgiving through Dec. 23

RESTAURANT

11am - 10pm

SERVICES

9am - 5pm

SUMMER

Suggested Hours of Operation

RETAIL

Mon.-Sat. • 10am-8pm
Sunday • 11am-6pm

RESTAURANT

11am - 11pm

SERVICES

9am - 5pm

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, last week in June through end of 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 or @JohnBozeman 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.



BRIDAL WALK

Every year in early April from 11am to 3pm, brides and their entourage are invited to roam the streets of downtown and take advantage of the numerous businesses that can offer you all of your wedding needs. Same-Day registration at the Baxter Hotel.*



ART WALKS

Art Walks occur from 6-8pm on the second Friday of the month, June through September, with a special "Winter" Art Walk happening in December. The galleries feature artists' openings and receptions while often providing hors d'oeuvres and complimentary refreshments to attendees. Separate participation for the Winter Art Walk is available.*



LADIES' NIGHT

On the Thursday before Thanksgiving, Downtown Bozeman offers the ladies' a fun, stress-free evening of dining and holiday shopping with specials and promotions being offered at over 40 downtown retailers and restaurants.*

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 Ellie at ellie@downtownbozeman.org.



DOWNTOWN BOZEMAN EVENTS



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.

BOBCAT FEST ON MAIN

Downtown Bozeman, several local businesses and MSU organizations invite all MSU students & faculty and the Bozeman community to help thank Montana State University for being an essential part of the Bozeman community. There is free food, t-shirts, live music and more.*



MUSIC ON MAIN

Every Thursday evening beginning late June until mid-August, enjoy live music, food and fun in Downtown Bozeman. Over 4,000 people attend this extremely popular weekly summer event and it remains one of Bozeman's favorite social gatherings in Downtown Bozeman.*



CRUISIN' ON MAIN

Nearly 300 cars line Main Street in downtown Bozeman on the 3rd Sunday in August each year. This popular regional car show has over 5,000 attendees throughout the day who come to check out the amazing rides, enjoy live music, partake in a selection of fun activities, raffles and more.*



MSU/DOWNTOWN HOMECOMING PEP RALLY

Help the community get pumped for MSU Homecoming weekend and the big game on Saturday. It takes place the Friday evening of homecoming weekend, generally the last week in September. Free food, drinks, Bobcat gear and prize raffles.*



CHRISTMAS STROLL

Be a part of Downtown Bozeman's greatest holiday tradition by attending the Christmas Stroll on Main Street. The first Saturday in December is set to officially kick-off the holiday season with over 7,000 people in attendance and an array of fun and festive activities.*





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 Monday,



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

#Life is
DoWntown





Life is DoWntown

DOWNTOWN BOZEMAN PARTNERSHIP

222 East Main Street, Suite 302

Bozeman, Montana 59715

info@downtownbozeman.org

P: 406.586.4008

DOWNTOWNBOZEMAN.ORG

**DTN
BZN**