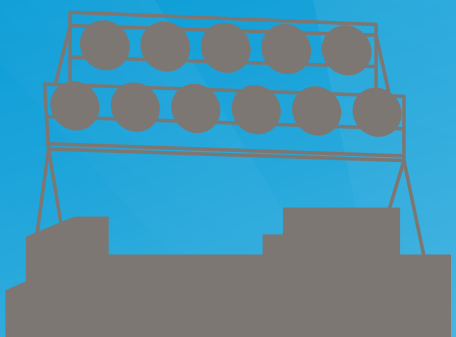


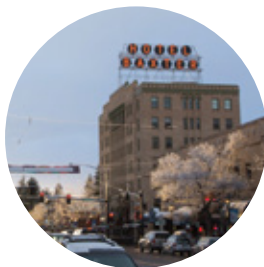
YOUR BUSINESS RESOURCE GUIDE

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 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.

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 nonprofit 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.

[BID]



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.



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.

[URD]

PUBLIC PARKING INVESTMENTS

The URD partners with the City of Bozeman to manage and improve public parking downtown, ensuring accessibility for businesses, employees, and visitors.

DOWNTOWN STREETScape STANDARDS

Guiding the aesthetic and functional improvements of downtown, these standards ensure cohesive, high-quality streetscape elements that enhance walkability and public spaces.

BEAUTIFICATION & PUBLIC IMPROVEMENT PROJECTS

The URD invests in projects that enhance the vibrancy of downtown, from public art and landscaping to infrastructure upgrades that create a welcoming environment.

PUBLIC INFRASTRUCTURE IMPROVEMENTS AND UPGRADES

The URD supports essential infrastructure projects that improve downtown's functionality, including utility upgrades, sidewalk enhancements, and pedestrian-friendly initiatives to support long-term growth.

DURD GRANT PROGRAMS

A variety of grant opportunities are available to support property owners and businesses in improving safety, aesthetics, and functionality within the URD district.

DOWNTOWN BOZEMAN IMPROVEMENT PLAN



The 2019 Downtown Bozeman Improvement Plan (DBIP) builds on Bozeman's rich planning history and recent momentum. A thriving downtown offers a diverse mix of uses, fosters connection, and creates unique, irreplaceable experiences. It's a place where people come together, inspiring spontaneity, play, and a strong sense of community. Downtown Bozeman embodies these qualities—this plan ensures it continues to flourish.

Current DBIP Projects Include:

- The Alley Beautification Pilot Project
- I-Ho Pomeroy Peace Park
- 5th and Main Street Lighting Project
- Downtown Tree Replacement Program
- Future Parking Planning and Collaborations
- South Willson Pedlet Pilot Program

Learn more at www.downtownbozeman.org/downtown-plans.

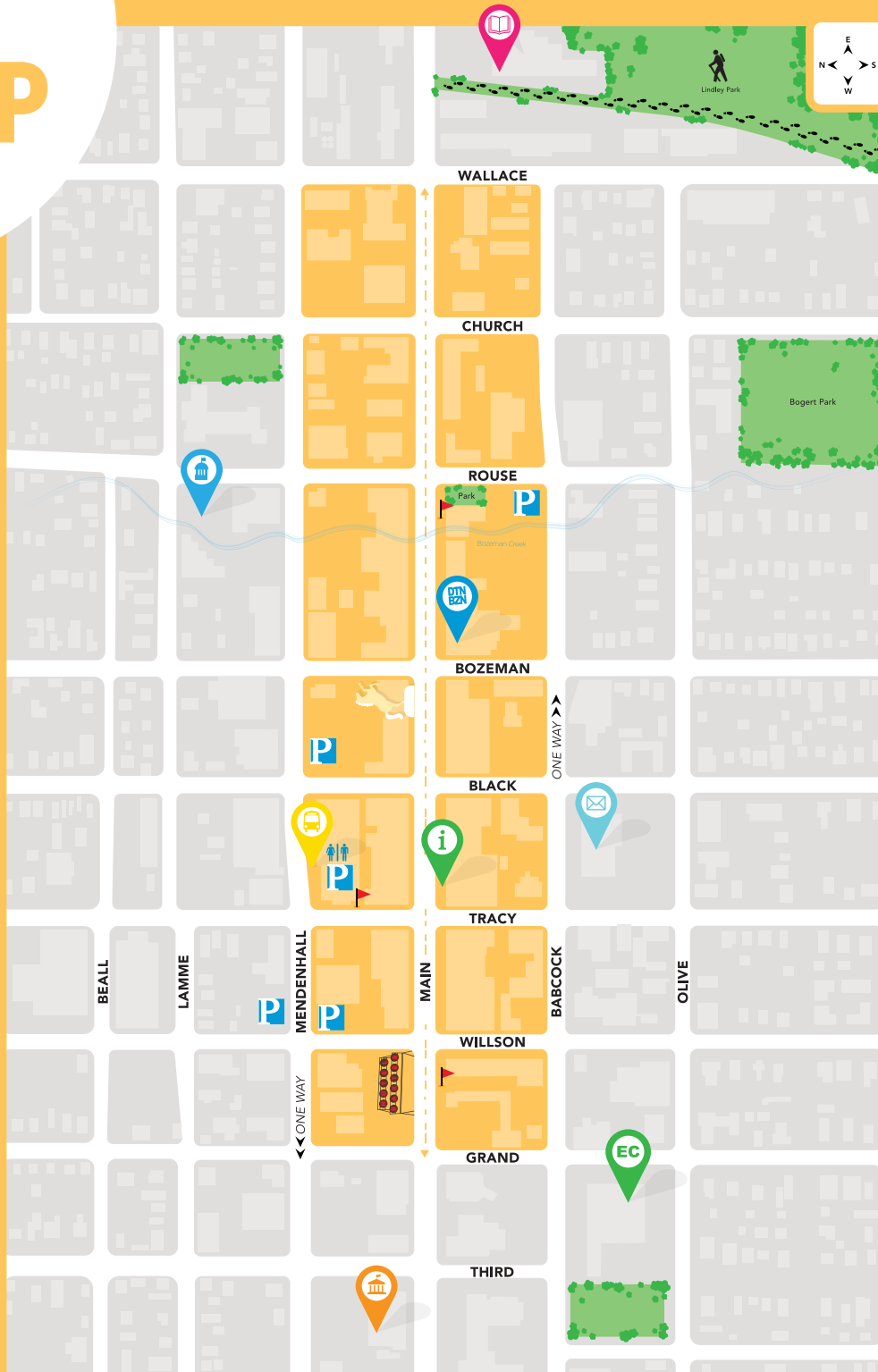
DOWNTOWN DOLLARS

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/D\\$](http://downtownbozeman.org/D$) for more information



YOUR MAP



KEY TO THE CITY

- | | | |
|--|--|--|
|  Bozeman Public Library |  Parking (Free 2-Hour Parking) |  Streamline Bus Service |
|  Emerson Center |  Informational Kiosk |  Visitors Center |
|  City of Bozeman (City Hall) |  Post Office |  Downtown Bozeman Partnership Office
222 E Main, #203 |
|  County Courthouse |  Public Restroom | |

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)	cache@downtownbozeman.org	406-586-4008
Business Improvement District (BID)	emily@downtownbozeman.org	406-586-4008
Urban Renewal District (URD)	ellie@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 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:
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:

bozeman.net/departments/transportation-engineering/engineering/development-center/permits

CONNECT TO ADDITIONAL BUSINESS RESOURCES

Numerous local organizations can help you and your business—
from basic business counseling to financial assistance!

Downtown Partnership Resources

www.downtownbozeman.org/resources

Bozeman Area Chamber of Commerce

www.bozemanchamber.com

Prospera Business Network

www.prosperamt.org

MoFi

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

- 2 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 SNAIL MAIL 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 22,000+ 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

- 2 categories per member

DBA SNAIL MAIL 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@downtownbozeman.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 22,000+ 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

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
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- 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) - **\$330/year**
- Medium Retail (4-15 Employees) - **\$500/year**
- Large Retail (16 Or More Employees) - **\$690/year**

SERVICE CATEGORY:

Media, Banks, Professional Services and Nonprofit Organizations

- Small Service (1-3 Employees) - **\$180/year**
- Medium Service (4-15 Employees) - **\$340/year**
- Large Service (16 Or More Employees) - **\$510/year**

DOWNTOWN PATRONS:

*Any business who would like to contribute to the Downtown Bozeman Association for the progression of their downtown community.
Email dba@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 SNAIL MAIL 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 22,000+ 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 \$130/YEAR



ADDITIONAL ADVERTISING & SPONSORSHIP OPPORTUNITIES

Marketing Bundles*

- Printed Directory Ads
- Printed Tear-Off Map Ads
- Sponsored META Ads
- Newsletter Spotlight Ads

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:

*Program Director at dba@downtownbozeman.org or

**Economic Development Director at bid@downtownbozeman.org



BUSINESS/EVENT HOURS

GENERAL

Suggested Hours of Operation

RETAIL

Mon.- Sat. • 10 AM - 7 PM
Sunday • 11 AM - 5 PM

RESTAURANT

11 AM - 10 PM

SERVICES

9 AM - 5 PM

WINTER

Suggested Hours of Operation

RETAIL

Mon.- Sat. • 10 AM - 6 PM
Sunday • 11 AM - 5 PM

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

RESTAURANT

11 AM - 10 PM

SERVICES

9 AM - 5 PM

SUMMER

Suggested Hours of Operation

RETAIL

Mon.- Sat. • 10 AM - 8 PM
Sunday • 11 AM - 6 PM

RESTAURANT

11 AM - 11 PM

SERVICES

9 AM - 5 PM

EVENT/HOLIDAY SPECIAL HOURS

SUMMER ART WALKS

Extend hours until 9 PM, nearly 5,000 people downtown for each of the 5 annual Art Walk nights (2nd Fridays June – Sept.)

LADIES' NIGHT

Over 50 participating businesses will be open until 8 PM or later, event shown to be a very successful pre-holiday shopping night

CRAZY DAYS/WINTER CRAZY DAYS

We suggest opening at 8 AM through the weekend for "early-bird" specials and extending hours until 8 PM for those wanting to participate after work in the evenings.

THANKSGIVING – EARLY HOURS FROM 10 AM TO 3 PM.

WINTER ART WALK

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

CHRISTMAS EVE

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

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 (~11 AM to 3 PM) 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 4:30 PM – 7:30 PM), Cruisin' on Main" Car Show (3rd Sunday in August, event from 9 AM to 2 PM)

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**.

DOWNTOWN BOZEMAN EVENTS

Our 16 unique well-attended annual 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.



RESTAURANT WEEK*

In mid-to-late April over 25+ participating downtown restaurants, pubs and cafes invite you to Downtown Bozeman Restaurant Week. This 7-day event will be filled with good eats and drinks, off-menu specials, exclusive dining experiences and chances to win some amazing prizes from our sponsors.**



ART WALKS*

Art Walks occur from 6-8 PM 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 50 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 Program Director dba@downtownbozeman.org.



MUSIC ON MAIN**

Every Thursday evening beginning in July to mid-August, enjoy live music, food and fun in Downtown Bozeman. Over 3,500 people attend this extremely popular weekly summer event and it remains one of Bozeman's favorite social gatherings in Downtown Bozeman.**



MSU 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. Enter to win fabulous prizes from our local sponsors.**



CRUISIN' ON MAIN CAR SHOW**

Nearly 250+ 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.**



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.**



*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 10 AM (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 100 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 11 AM - 1 PM. MSU President, 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 4-6 PM on October 31st (or the Friday prior if Halloween lands on a weekend). Over 100 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



Downtown Bozeman Partnership, LLC

A Cooperative Administrative Management Agency

6-member Partnership Management Committee Consists of 2 representatives from the DBA, BID, URD Boards

Partnership Office: A downtown office for the Partnership, BID, DBA, URD and all staff



Executive Director
Ellie Staley



Economic Development Director
Emily Cope



Program Director
Cache Maples



City Commission: Appoints BID & URD Board Members; Approves BID & URD Work Plans and Budget; Assesses BID fees; Maintains oversight of URD funds; Provides Commission Liaison to BID & URD

Operations Manager
Brynn Gestson



Urban Renewal District (URD)

7-member board of downtown stakeholders

Funds infrastructure projects and capital investments that increase the long-term taxable value to the district.

Parking garage debt service, streetscape build-out, development agreements, public-private partnerships, economic development initiatives.

Business Improvement District (BID)

Maintenance Staff

7-member board of property owners

Manages downtown "environment" by administering programs to enhance downtown's physical appearance and overall visitor experience.

Streetscape maintenance, flower baskets, lamp banners, garbage and graffiti removal, x-mas decorations.

Downtown Bozeman Association (DBA)

Event Staff

9-member board of business owners

501(c)(6) Member association of businesses responsible for promoting downtown via marketing, special events, and sponsorships.

Christmas Stroll, Music on Main, Art Walks, Car Show, MSU Pep Rally & Cat Walk, Ladies' Night, Restaurant Week, Trick-or-Treating.



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**