



DOWNTOWN
BOZEMAN
PARTNERSHIP

Life is
DOWNTOWN



2025

ANNUAL REPORT

MAKING DOWNTOWN BOZEMAN A VIBRANT
PLACE TO LIVE, WORK & PLAY.

An aerial photograph of downtown Bozeman, Montana, featuring the Hotel Baxter and surrounding city buildings. The image is overlaid with a semi-transparent blue filter and yellow horizontal lines. The text "Life is" is in a white script font, and "DOWNTOWN" is in a large, bold, white sans-serif font.

Life is
DOWNTOWN



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A NOTE FROM THE EXECUTIVE DIRECTOR

As I reflect on 2025, I am incredibly proud of what our downtown community accomplished together. This year was defined by collaboration, momentum, and a shared commitment to keeping Downtown Bozeman vibrant, welcoming, and resilient.

From packed Music on Main evenings and a reimagined downtown Trick-or-Treating event, to new businesses opening their doors and major infrastructure projects moving forward, downtown continued to evolve while maintaining the character that makes it so special. We also celebrated meaningful progress on long-term initiatives including public space improvements, parking and mobility planning, public art, and beautification efforts that will benefit downtown for years to come.

None of this happens without people who care deeply about downtown. I am endlessly grateful to our staff, board members, volunteers, business and property owners, sponsors, and community partners for their dedication and support.

Thank you for continuing to invest in Downtown Bozeman and the future of our community.

Ellie Staley

Executive Director
Downtown Bozeman Partnership

ORGANIZATIONAL OVERVIEW

The Downtown Bozeman Partnership is a member-managed LLC representing the Downtown Bozeman Association (DBA), Business Improvement District (BID), and Urban Renewal District (URD). The Partnership provides shared staffing and operational support while serving as the unified identity of the three organizations. Working both independently and collaboratively, the Partnership coordinates with the City of Bozeman, advisory boards, downtown property owners, and businesses to strengthen and support downtown as a vital part of the community.



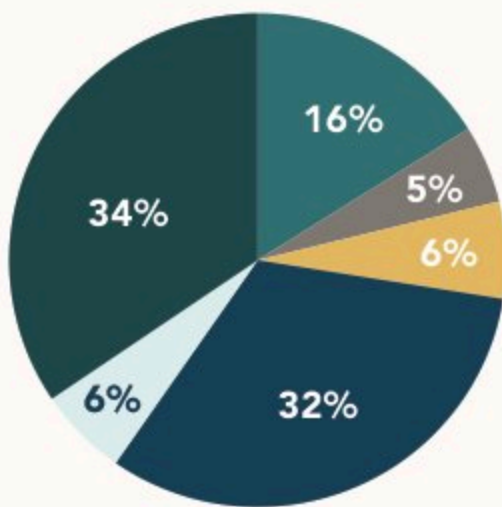
FINANCIALS

A strong financial foundation allows the Downtown Bozeman Partnership to lead with vision, invest in our district, and deliver impactful programs and events that benefit everyone.

EXPENSES

\$3,221,000

TOTAL EXPENSES

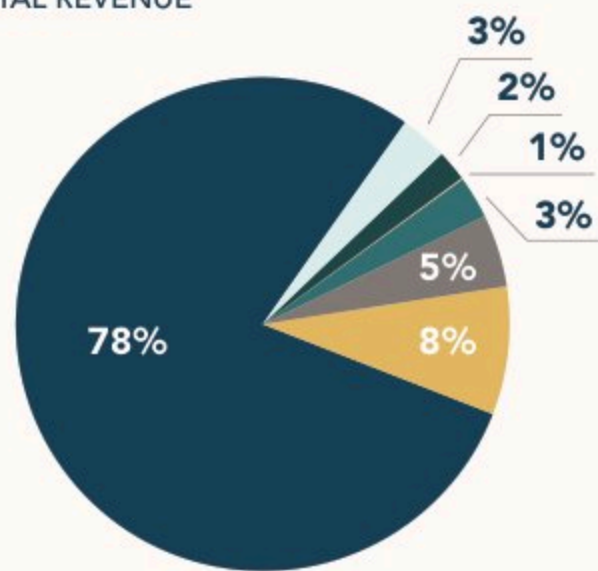


Operational Expenses	\$518,000
Events and Marketing	\$164,000
Clean and Safe Programming	\$204,000
Infrastructure & Improvements	\$1,036,000
Planning & Additional Programming	\$188,500
Encumbered Funds for Future URD Projects	\$1,110,500

REVENUE

\$3,221,000

TOTAL REVENUE



Membership	\$90,000
Events & Sponsorships	\$153,000
BID Assessment	\$270,000
Downtown Tax Increment	\$2,540,000
Grants Received	\$100,000
Advertising, Contract Income	\$65,000
Interest Income	\$3,000

KEY TAKEAWAYS

SIGNIFICANT INVESTMENT IN DOWNTOWN

Nearly half of expenses go directly to infrastructure & improvement.

PUBLIC FUNDING DRIVES DOWNTOWN GROWTH

78% of revenue comes from tax increment financing.

DIVERSE PROGRAMS, FOCUSED IMPACT

Resources are spread across operations, events, clean & safe programs, and planning initiatives.

MEMBERSHIP

DBA MEMBERS

356

TOTAL MEMBERS IN 2025

+7.5%

GROWTH RATE FROM
2024>2025

217

DOWNTOWN
CORE

139

OUTSIDE DOWNTOWN
CORE

37

NEW MEMBERS
IN 2025

NEW: BUSINESS ACTIVITY

28

OPENINGS

9

CLOSINGS

Downtown Bozeman demonstrated strong business momentum in 2025, marked by continued investment, new business activity, and sustained economic vitality throughout the district.

NOTABLE ACTIVATIONS INCLUDED:

- **STOCKMAN'S BAR** at 35 E Main, a western-themed bar, restaurant, and adjacent curated vintage shop, owned by the team behind Plonk and JW Heist.
- **UMVELT** at 22 S Grand, a bathhouse with saunas and fresh, locally sourced food.
- **CAFÉ AURORE** at The Baxter Hotel, a second location for one of Bozeman's favorite French bakeries in the heart of downtown
- **TUTTI BENE** at 224 E Main, a completely refurbished space offering a fresh Italian dining experience with an amazing, inviting ambiance.

While some business closures occurred, additional food and beverage concepts were announced heading into 2026, reflecting continued entrepreneurial interest and confidence in downtown investment.



MEMBERSHIP

DOWNTOWN DOLLARS

In 2025, \$93,000 of Downtown Dollars were purchased by individuals and organizations for things such as gifts, "thank you's", and employee bonuses. In 2025, the DBA paid out \$79,000 in Downtown Dollars reimbursement checks in which were spent in local businesses.



OVERSTREET BANNERS

In 2025, 23 Non-Profits were represented across the 32 banners that were hung at the intersections of Main and Black and Main and Willson throughout the year. This is an increase from 2024 in which 21 Non-Profits were represented across 28 banners.



MARKETING, SPONSORSHIPS & OUTREACH

The Downtown Bozeman Partnership provides year-round marketing through a robust website, strategic digital outreach, social media engagement, and coordinated promotional campaigns that elevate downtown businesses and experiences.

Over the past several years, the DTNBZN brand has become highly recognizable across the region, serving as a trusted and consistent identity for events, economic development initiatives, advocacy efforts, and community connection. From seasonal campaigns to signature events, the DTNBZN mark is now strongly associated with the energy, authenticity, and vibrancy of Downtown Bozeman.

Building on that momentum, DTNBZN will embark on a comprehensive brand refresh in 2026. This initiative will evaluate visual identity, messaging, and positioning to ensure the brand continues to reflect downtown's growth, evolving character, and long-term vision while maintaining the strong recognition and equity already established.



WEEKLY DOWNTOWN NEWSLETTER



9,500+

EMAIL SUBSCRIBERS
SENT WEEKLY

48%

OPEN RATE

Our weekly downtown newsletter reaches **9,500+** subscribers and earns a **48%** open rate, **more than double the industry average.**

MARKETING, SPONSORS & OUTREACH

continued

SOCIAL MEDIA COMMUNITY

46,800+

ACTIVE FRIENDS,
FANS & FOLLOWERS



25.3K
INSTAGRAM
FOLLOWERS



17K
FACEBOOK
FOLLOWERS



4.8K
FACEBOOK
FRIENDS

Our social audience continues to grow, connecting thousands with Downtown Bozeman every day.

SOCIAL ENGAGEMENT & GROWTH

2%

AVG. QUARTERLY
GROWTH



30-100%

HIGHER ENGAGEMENT

than neighboring downtown
Montana communities

Instagram leads the charge in engagement, helping @DowntownBozeman outperform peer communities and build a vibrant online community.

GOOGLE BUSINESS PROFILE PERFORMANCE



13,767

AVG. MONTHLY
VIEWS



7,422

AVG. MONTHLY
SEARCH RESULTS



779

AVG. MONTHLY
INTERACTIONS

(calls, directions,
reviews, etc.)



165

AVG. MONTHLY
CLICKS TO WEBSITE

from Google
Business Profile

POPULAR SEARCHES INCLUDE:

"things to do in bozeman", "what to do in bozeman", "downtown bozeman"



Strong visibility on Google helps visitors and locals discover and engage with Downtown Bozeman.

EVENTS



The DBA hosts 15 unique annual events with over 23 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' Nights**, **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.



For the first time ever, Main Street was closed for the **Annual Downtown Bozeman Trick-or-Treating!** From Grand Ave to Church Ave, families were able to visit over 100 businesses in a safe and fun environment. This was by and large due to a focus on safety from the Bozeman Police Department, Montana Department of Transportation, City of Bozeman Streets and Police, as well as the Downtown Bozeman Association.



Music on Main continues to be a true community tradition with 6 weekly concerts and Main Street filled with local food favorites and various kid's activities. Every year over \$75,000 is raised through sponsorships and donations from local businesses and organizations. Each week we see over 2,500 residents and visitors head downtown with their dancing shoes on!



The DBA continues to embrace our "Town and Gown" relationship through celebrations in the heart of our community at the **MSU Homecoming Pep Rally** and **Community Cat Walk**. Both events are aimed at blending the downtown community, businesses and citizens alike, and stirring up Bobcat spirit!

KEY TAKEAWAYS

The Annual MSU Community Cat Walk returned with huge Bobcat spirit and welcomed new MSU President Brock Tessman.

The 45th Annual Christmas Stroll drew thousands downtown with fun activities, festive décor, and beloved traditions, kicking off the weeks leading to Christmas, which provide a major economic boost to local retailers and restaurants.

Winter Art Walk maintained cultural activity throughout the winter season by bringing residents and visitors downtown to experience local art, businesses, and community connections.

INFRASTRUCTURE

PROJECTS, IMPROVEMENTS & INVESTMENTS

ART ENHANCEMENT & PUBLIC SAFETY GRANTS: A TOTAL OF \$20,000

\$20,000 in Art Enhancement and Public Safety Grants were approved in 2025, supporting new murals and district safety enhancements. These projects reinforce both the vibrancy and functionality of downtown public spaces.

URD INVESTMENTS

In 2025, the URD administered multiple Economic Assistance Grants and Public Improvement Agreements supporting private reinvestment projects within the district. More than \$400,000 in public improvement funding was deployed to enhance infrastructure and strengthen long-term taxable value.

Five rehabilitation projects and four public improvement projects were completed within the Downtown Urban Renewal District this year, reflecting continued reinvestment in existing public infrastructure and public realm improvements.

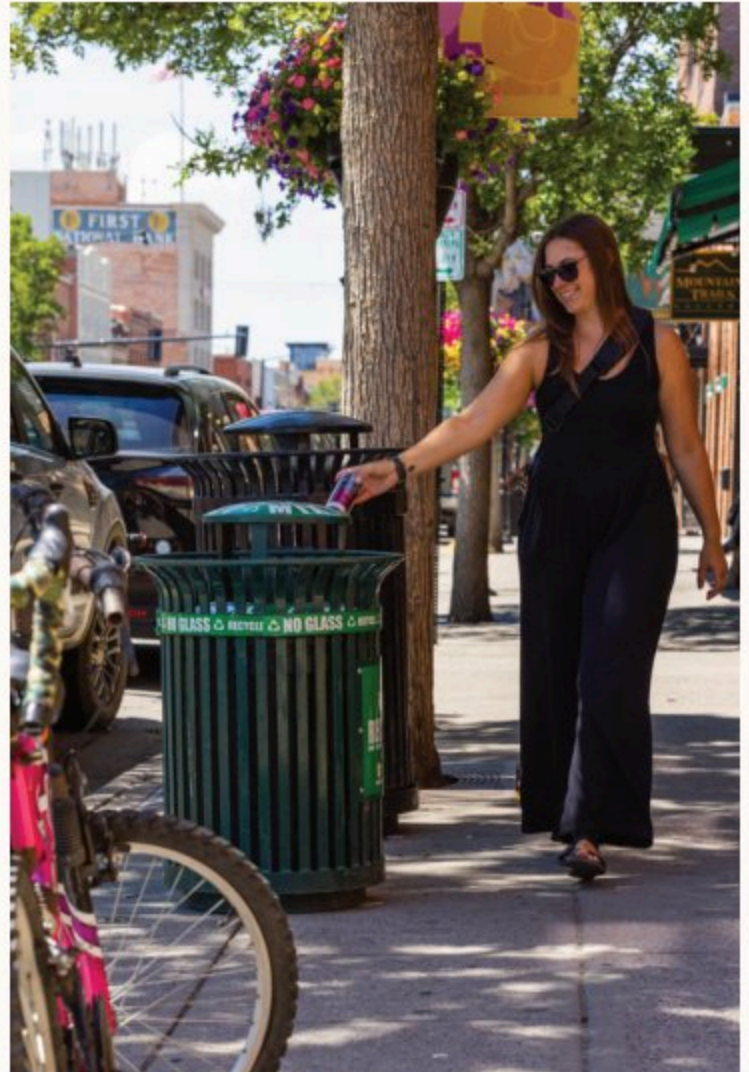


Photo Credit: Bozeman Health



INFRASTRUCTURE

continued

I-HO POMEROY PEACE PARK

Construction began in early November on the I-Ho Pomeroy Peace Park, marking a major milestone in this community-driven effort to honor the late I-Ho Pomeroy, a beloved City Commissioner, longtime downtown business owner, and dedicated community leader. Initial demolition and site preparation were completed before a planned winter pause, with construction set to resume as weather allows. The park is expected to be completed in summer 2026, with a dedication planned to celebrate its opening that season.



This project represents a meaningful investment in downtown’s cultural heritage and public gathering space. Inspired in part by Pomeroy’s Korean heritage and her spirit of community service, the design features elements that reflect her values and contributions. The park was made possible through collaboration among civic and community partners, County and State grants, contributions from local nonprofits and civic groups, and coordinated efforts across multiple City departments.

The I-Ho Pomeroy Peace Park reflects a shared commitment to honoring history, enhancing public space, and creating a place that will serve the community for generations.

- **The DURD Infrastructure Grant and TIF Assistance Program** was formally revised through 2025 and approved by the DURD Board in November. Updates were designed to improve clarity, efficiency, and accessibility for property owners pursuing public infrastructure assistance.
- Formal planning began to establish a **Special Improvement Lighting District (SILD)** downtown, creating a more sustainable structure for long-term lighting infrastructure funding and maintenance.
- **Downtown Parking Management Strategy:** Work progressed on a comprehensive Downtown Parking Vision focused on both short- and long-term strategies. Materials are anticipated for board and City Commission review in early 2026.

Simultaneously, development advanced on a Public-Private Partnership RFP leveraging \$5 million in approved TIF funding for future downtown parking infrastructure. These efforts position downtown for strategic growth while addressing access and mobility needs.

- **Pedlet:** Downtown Bozeman’s first pedlet was installed on South Willson Ave in partnership with Bitterroot Bistro.
- **Historic Preservation Award:** Downtown Alley Enhancement Project received the Cultural Heritage Award which celebrates contributions to preserving and promoting the cultural heritage of the Greater Gallatin area.



CLEAN & SAFE

BID PROGRAMS

In 2025, the white holiday spider at the intersection of Main and Willson was refurbished by the Bozeman Fire Department. This was the fourth and final spider to be rehabilitated over the past four years. This project received a Preservation Craft Award presented by the City of Bozeman at the 2025 Historic Preservation Awards.

The BID was thrilled to replace our old flower watering truck with a new-to-us truck donated by the City of Bozeman. Having a reliable vehicle for our staff to use makes all of the difference to ensure the job gets done!

Mike Grant (celebrated his 10 year anniversary in 2025!), Trish Riha, Luke Petrus and Patty Silversmith made up the 2025 maintenance team. Downtown Bozeman is truly lucky to have a BID staff who make downtown shine everyday!



PARTNERSHIPS & VOLUNTEERS

STATE & LOCAL POLICY COORDINATION

Throughout 2025, staff and board members coordinated extensively with the City of Bozeman and the State of Montana on:

- Tax increment financing policy
- Transportation and multi-mobility planning
- Economic development initiatives
- Parking infrastructure strategy

Continued active participation in the Montana League of Cities and Towns and the Montana Main Street Program ensures Downtown Bozeman remains aligned with statewide best practices and leadership initiatives.



MONTANA MAIN STREET



BOARDROOM BOBCAT

In 2025, the DBA partnered with Montana State University's Boardroom Bobcats Program. Boardroom Bobcats is an experiential leadership program that places undergraduate and graduate students on nonprofit boards in the Bozeman community as non-voting members for a full academic year. Our paired Bobcat attends monthly DBA board meetings, assists in preparation and execution of events, to gain understanding of our structure and processes.

VOLUNTEER RETENTION

We are grateful to have year over year volunteers for key events such as Music on Main and Christmas Stroll, with volunteers' involvement ranging from 2 years to 11+. Through our partnerships with community volunteers and MSU organizations, such as Sigma Nu and Bridger Solar Club, we have cultivated an engaged network of volunteers who support our larger events. Their longstanding knowledge, continued involvement, and dedication are invaluable to the downtown community.



BOARD MEMBERS & STAFF

BID BOARD

Eric Bowman
Owenhouse Ace Hardware

Eric Sutherland
360 Commercial Management

Erik Nelson
Nest Partners

Ileana Indreland
Delaney & Company

Randy Scully
Scully Partner Group

Susan Neubauer
Fresco Café

Mark Kehke
23 East Main Partners

DBA BOARD

Babs Noelle
Alara Jewelry

Coco Douma
First Security Bank

Natalie Van Dusen
Treeline Coffee Roasters

Sam Rickenbaugh
The Great Rocky Mountain
Toy Company

Mollie Bryan
Element Bozeman

Sarah Brewster
Mountain Trails Gallery

Haley Connolly
Meridian

Julie Collins
SHINE Beer Sanctuary

William Hope
Rocking R Bar

URD BOARD

Jake Van Dusen
Dick Anderson
Construction

Tony Renslow
Berkshire Hathaway

Sky Cook
Cushing Terrell

Amy Horton
The Baxter Hotel

John How
Montana State University

Marley McKenna
McKenna Adams
Commercial Realty

Nicholas Wickes
Check This Out

DBP STAFF

Ellie Staley
Executive Director

Emily Cope
Economic Development
Director

Cache Maples
Program Director

Brynn Gestson
Operations Manager

Mike Grant
Maintenance Team

Trish Riha
Maintenance Team

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