

DTN BZN



DOWNTOWN BOZEMAN PARTNERSHIP

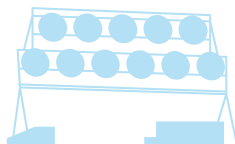
2023 Updates

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 Downtown Businesses, Property Owners, Stakeholders, City of Bozeman Staff, City Commissioners and organizations around the community.

2023 has been a banner year for the Downtown Bozeman Partnership, brimming with new ideas and vibrant energy. We welcomed a dynamic mix of spirited board members with new creative ideas and all eager to propel our initiatives forward. Our calendar has been packed with lively events, impactful projects, and engaging programs that have truly hit their stride within our seasoned staff.

This year, we've also revolutionized our communication strategies. By refining our platforms, we've ensured seamless interaction both externally with our community, partners, and stakeholders, and internally with our DBA members, board members, and extended staff. This streamlined approach has amplified our efficiency and reach.

As we surge ahead with full momentum, we're excited about the growth and opportunities that lie ahead in Downtown Bozeman. The future is bright, and we're ready to embrace it!



DOWNTOWN BOZEMAN PARTNERSHIP

Meet the DBP Team



ELLIE STALEY
Executive Director

Ellie Staley has been the Executive Director of the Downtown Bozeman Partnership since April of 2021. After 14 years of working at the partnership as the DBP Assistant Director and Downtown Bozeman Association Director. She has worked diligently to restructure the Downtown Bozeman Partnership into a more collaborative organization representing all businesses, properties, and stakeholders. After extensive planning and coordination over the past year, she is excited to kick off numerous new infrastructure improvements and partnership initiatives through 2024.



EMILY COPE
Economic Development Director

Emily Cope is the Downtown Partnership's Economic Development Director. Emily joined the team in August 2019 and with her extensive experience with property management and stakeholder coordination and communication, she works hard to facilitate and manage projects and initiatives to make downtown more beautiful and strengthen our local economy now and into the future.



CACHE MAPLES
Program Director

Cache Maples has been the Program Director since June 2022. She has a distinct passion for event coordination, marketing and the Bozeman community. She is committed to bringing new ideas and practical approaches to DBA's events, marketing, and membership; the DBP's most visible and community-involved arm of the organization.



BRYNN GESTSON
Operations Manager

Brynn Gestson joined the DBP team in October of 2022 as our Operations Manager. She has provided the DBP with a fun, new approach to digital marketing, membership communication and business outreach. Brynn is the woman behind all of the DBP's email and social media campaigns and announcements. She continues to bring originality and creativity resulting in outstanding outreach and communication to our supporters.

DOWNTOWN BOZEMAN PARTNERSHIP

DTNBZN By the Numbers

**Public Infrastructure
Funds Managed**

\$6.1 Million

**Grant Funds Paid or Allocated
to Public Improvements**

\$396,000

**Salaries and Operational
Expenses**

\$395,000

**Member Program and
Event Expenses**

\$270,000

Sponsorship Funds Raised

\$127,000

Clean and Safe Programming

\$280,000

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



Our Weekly Downtown Newsletter, sent to 6,000+ emails with a 48% opening rate and 12% click rate, which is notable against the industry average of 21.5%.

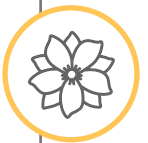


In 2023, the @DowntownBozeman social media platforms have witnessed phenomenal growth and engagement. Our presence on Instagram, Facebook, and TikTok has flourished, with over 41,000 active friends, fans, and followers. We've maintained a steady growth rate averaging 2% every quarter, with Instagram leading the charge in terms of engagement.

This year, our audience and reach have expanded even further, solidifying our position as a social media powerhouse. Impressively, @DowntownBozeman continues to achieve engagement rates that are 30-100% higher than those of our neighboring downtown Montana communities. As we look ahead, we remain committed to fostering a vibrant and interactive online community that reflects the dynamic spirit of Downtown Bozeman.



\$20,000 in Art Enhancement and Public Safety Grants were approved in 2023 and the program is kicking off through 2024, ensuring more murals and public safety measures will be enhanced in our district.



The DBP Staff and Board Members coordinate extensively with the City of Bozeman and State of Montana specifically through TIF state policy, Transportation Management, Economic Development as well as through statewide programming such as; The Montana League of Cities and Towns, Montana Main Street Program and the Annual Montana Downtown and Main Street Conference

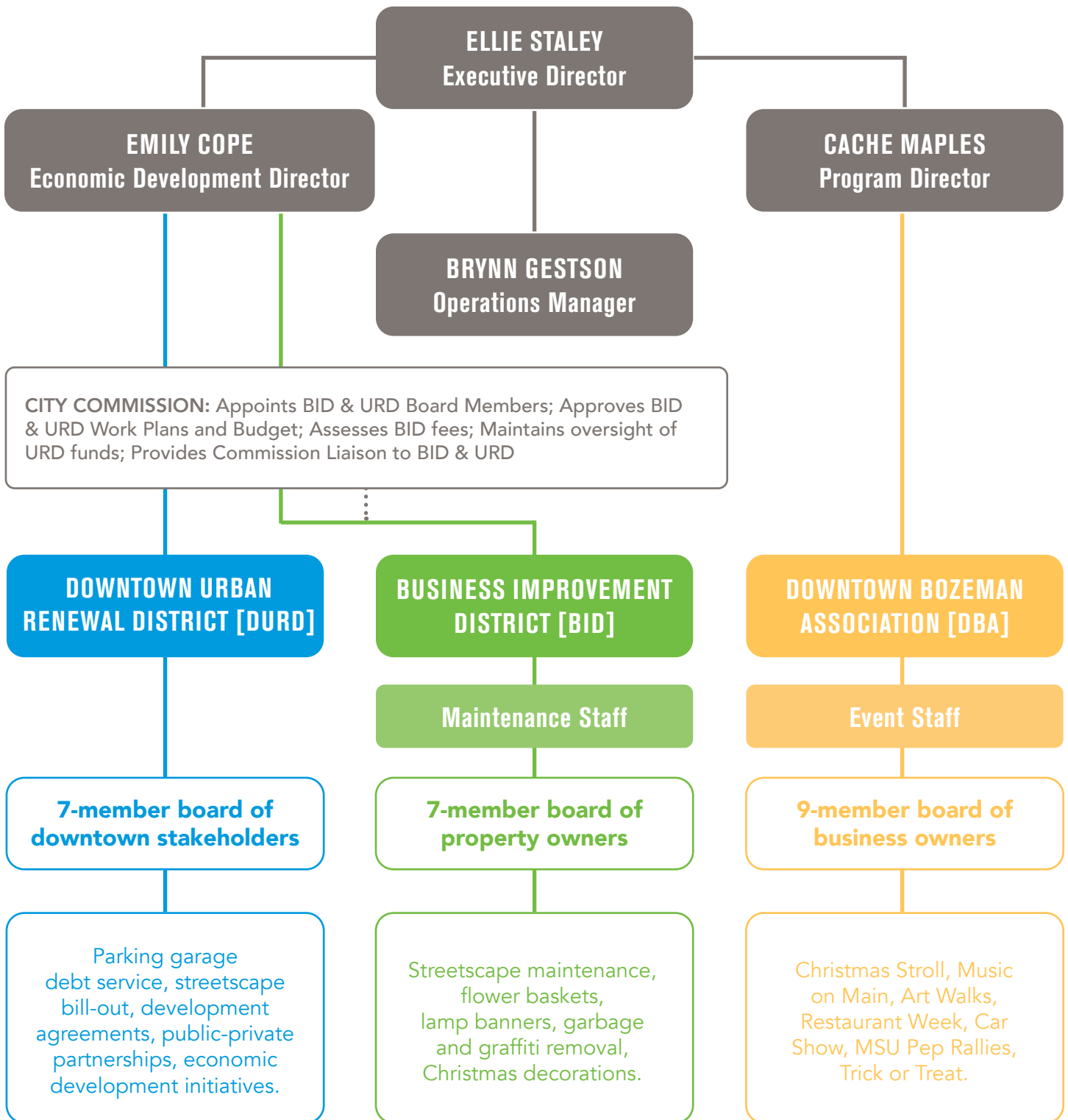


Our Downtown Bozeman Partnership staff volunteer and give time in our community in various ways throughout the year. This can be seen through partnerships and collaborations with organizations such as Cancer Support Community, Eagle Mount, HRDC, and Special Olympics Montana. Our internal team and board members also attend and engage in many other fundraising efforts through volunteer time and fiscal support. We are truly a community-driven organization.

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 DURD [Downtown Urban Renewal District] Boards.



DOWNTOWN BOZEMAN PARTNERSHIP

Downtown Bozeman Improvement Plan (DBIP)

The 2019 Downtown Plan is a comprehensive vision for the next decade of social, cultural, and economic vitality. The Plan was formally adopted by the Bozeman City Commission in April 2019. As the Economic Development and Infrastructure arm of the DBP, the Downtown Urban Renewal District Board is committed to establishing priorities and supporting projects that align with the vision outlined in the DBIP.

Below is a list of the current Downtown Urban Renewal Board priorities through 2025:

- Improve & Upgrade Public Infrastructure with a focus on safety and sustainability
- Parking Supply & Data Collection
- Beautification & Placemaking
- Transportation Improvements for increased accessibility, public improvements, safety and alternative transportation options
- Support Residential Incentives or Housing Assistance Fund
- Community Engagement & Involvement



DOWNTOWN BOZEMAN ASSOCIATION [DBA]

2023 Updates

Included below are some highlights and details about the accomplishments and successes of the Downtown Bozeman Association through 2023.

DBA Events



The DBA hosts 15 unique annual events with over 25 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.



We hosted our **3rd Annual Restaurant Week** event with over 30 participants serving breakfast, lunch, dinner and craft drink specials for a whole week with amazing prizes to win and epic community support. This event continues to be a fun and innovative way to celebrate our food professionals and enthusiasts.



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!

DOWNTOWN BOZEMAN ASSOCIATION [DBA]

Membership and Programs

Downtown Dollars

\$130,000 sold, used at 250+ businesses, sold at 5 locations and online at downtownbozeman.org/downtowndollars

Events and Volunteer Engagement

100+ Volunteers from 20+ Non-Profits and Clubs helping at 20+ Annual Events that attracted 20,000+ Annual Visitors.

DBA Membership

349 Current Members supporting \$90,000 in membership programs

Marketing Bundles

27 of packages sold; 234 of print, newsletter, and social media ads viewed annually.

Google Business Profile

"Customer Interactions" - 3,000+ from January-June 2023, 900+ website clicks via Google

DBA Board Members

BABS NOELLE
Board Chairperson
Alara Jewelry

COCO DOUMA
Board Treasurer
First Security Bank

COURTNEY REEVES
Board Member
The Armory

BRANDI PELLERIN
Board Member
Indikoi

MATTHEW COOK
Board Member
Allegra

Natalie VanDusen
Board Member
Treeline
Coffee Roasters

JEREMIAH DAWSON
Board Member
Vino Per Tutti

SAM RICKENBAUGH
Board Member
The Great Rocky Mountain
Toy Company

MARY PAT HARRIS
Board Member
Bozeman Spirits

BOZEMAN IMPROVEMENT DISTRICT [BID]

2023 Updates, BID by the numbers

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.

**Number of hours worked
by BID maintenance staff**

2745

**Number of trash and recycling
receptacles emptied**

4008

**Number of graffiti tags
removed**

245

**Number of flower baskets
purchased and installed**

316

**Number of consecutive days
flowers watered**

104

**Number of holiday
decorations installed**

108

**Number of streetlamp
banners installed**

1250

BOZEMAN IMPROVEMENT DISTRICT [BID]

- In 2023, the Downtown BID purchased 120 Earth Planter hanging baskets to replace the existing wrought-iron baskets on all of the side streets. The board also voted to replace the remaining 156 wrought-iron baskets on Main Street to Earth Planter baskets which will happen in summer of 2024.
- The Red Christmas Spider was completely refurbished by the Bozeman Fire Department in 2023 after the Green Spider was rebuilt in 2022. There are plans to rebuild the final 2 in the coming years to extend the tradition for many more years to come.



BID Board Members

ERIC BOWMAN
Board Chairperson
Ovenhouse Ace
Hardware

ERIC SUTHERLAND
Board Vice-Chair
360 Commercial
Management

ERIK NELSON
Board Member
ThinkTank
Design Group

RANDY SCULLY
Board Member
ScullyWest
Properties

**ILEANA
INDRELAND**
Board Member
Delaney & Company

SUSAN NEUBAUER
Board Member
Fresco Cafe

TERRY CUNNINGHAM
Board Liaison
Bozeman City
Commission

DOWNTOWN URBAN RENEWAL DISTRICT [URD]

2023 Updates



The Downtown Urban Renewal District manages several **Economic Assistance Grants** and Public Improvement Agreements to assist with public improvements for private developments in 2023 totaling over \$400,000.



The URD replaced 9 large trees along Main street during spring and summer of 2023 with a total of 24 trees replaced between 2021 and 2023. With severe impact on our urban trees in recent years, the Downtown URD is assisting the city with these replacements in order to keep up with the annual planned maintenance so we can ensure future survival and maintenance of our beautiful downtown streetscape.



In 2023 the URD purchased additional Streetscape Elements to augment those already located in the downtown district. This year's purchases included: recycling receptacles, trash receptacles, tree grates and guards and bike racks. DURD also continues to provide ongoing maintenance and improvements for our minimal downtown greenspaces including **Soroptimist Park and the North Black Pocket Park.**



In 2019, we developed a Downtown Alleyway concept plan and in 2023, we officially began construction on our first **Alley Beautification Project** along with general contractor at Constructive Solutions Inc.. This project is located along the alley spanning from Black to Tracy Avenue on the northside of Main Street. The project will begin with the completion of an amazing mural by Stella Nall, that features Bozeman's spirit animal. Work will continue with the addition of another large format mural on the east side, 3 large sculptures, the Gallatin River along the ground using a product called "Streetbond" which is used for New York City Bike paths, the addition of unique lighting elements and more.



DOWNTOWN URBAN RENEWAL DISTRICT [URD]



The Urban Renewal Board also continues to work closely with the City Economic Development and Parking Staff to **maintain and improve downtown’s public parking assets**. In addition to servicing the construction debt for the Bridger Park Garage, the URD is committed to adding much needed parking supply to the district in the coming years as well as work with our property owners to develop a better parking management program for our downtown employees, residents and customers.



The MySidewalk “State of Downtown” Economic Profile was completed again this year in accordance with the MySidewalk 2022 Economic Profile for Gallatin and Park Counties performed by Prospera Business Network and additional community partners. The goal is to assemble the most up-to-date information on economic, population and demographic trends to help business leaders plan for the future and the goal of the “State of Montana” data is also to compile the latest demographic data used to track our progress and compare Downtown Bozeman to our peer communities.



\$1.6 million was allocated by the City Commission for a **Workforce Housing Project** at the corner of Rouse and Mendenhall. The DURD hopes this commitment will result in several workforce housing units directly within the downtown core by 2027.

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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