



Downtown Bozeman Business Improvement District

2020-2030 Renewal Plan

The Downtown Business Improvement District (BID) Board has developed the framework plan outlined here to guide the renewal of the district for another 10-year term (2020-2030). As detailed below, the plan involves 1) concentrating on the core focus; 2) realigning the budget; and 3) elevating communications. As part of the renewal the Downtown Partnership District Manager, currently Emily Cope, will assume direct responsibility for administering the BID. The necessary transitions will be executed no later than July 1, 2020.

Core Focus and Mission

The BID is mandated to concentrate its programs and assessment expenditures to the purposes and powers established in the statutes governing BIDs. Here is a summary of the purposes and powers (complete excerpts from the MCA are included below).

The BID purposes include serve a public use; promote health, safety, prosperity, security and general welfare of inhabitants; be of a special benefit to the properties; aid in promotion and marketing.

The BID powers include: enter into contracts; hire employees; provide maintenance and cleaning services; landscape and beautify public areas; contract to maintain parking facilities, streets, alleys and other public facilities; promote private investment and business expansion; advertising, decorating, marketing, and promoting and managing events.

The Downtown BID Core Focus:

The Downtown Business Improvement District shall serve the public and be of special benefit to the properties within the district by cleaning and maintaining public areas; beautifying and decorating public areas; and supporting public events.

The Downtown BID Mission Statement:

The downtown Bozeman Business Improvement District (BID) is an organization of downtown property owners who through thoughtful, pro-active collaboration and partnership with local government, business owners, residents, and citizens strive to create a shared vision and voice for the community of downtown Bozeman. The BID will commit resources, identity, plan and act on short-term and long-term initiatives otherwise unavailable to individual owners. The BID has a goal of ensuring the long-term preservation and vitality of the city's underlying economic, cultural, social and environmental assets. The BID will work together to keep our downtown a safe, beautiful and vibrant place.

Realign Budget to Reflect Core Focus

Included below is a preliminary draft of the FY2021 (July 1, 2020—June 30, 2021) budget that better aligns with the BID's core focus by investing a larger portion of revenues to "on the ground" programs.

The BID's management fee will be reduced by 30% but still support the Partnership's administration costs and pay half of the Partnership's District Manager payroll expenses.

Investment in the maintenance program will increase by 50% to better provide services across the entire district. The BID will make a direct programmatic investment to support the DBA and its events. In FY21 the overall investment in program work will increase by 100%.

To provide predictability, the BID Board will request an assessment rate cap be added to the enabling ordinance. The assessment rate over the life of the district would not exceed \$0.03 per dollar of taxable value.

Elevate Communications and Engagement

Improved BID communication and engagement are needed downtown. The District Manager and BID Board will be responsible for administering improved communications with and engagement of the property owners about a range of downtown issues including policy considerations, development projects, BID governance (including board vacancies). See below for larger Downtown Partnership Communications and Engagement Framework. This broad ranging strategy involving the BID, DBA, URD and DBP will engage all downtown stakeholders—property owners, business owners, employees, and residents.

Downtown Business Improvement District Board

Eric Bowman, Chair

Eric Sutherland, Vice-Chair

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Ileana Indreland

Erik Nelson

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BID Statute Purpose and Power Excerpts

Montana Code Annotated 2019

TITLE 7. LOCAL GOVERNMENT

CHAPTER 12. IMPROVEMENT DISTRICTS

Part 11. Business Improvement Districts

7-12-1102. Purpose. The purpose of this part is to provide for the creation of business improvement districts having one or more of the purposes and powers provided in this part that will:

- (1) serve a public use;
- (2) promote the health, safety, prosperity, security, and general welfare of the inhabitants of the district and of the people of this state;
- (3) be of special benefit to the property within the boundaries of any district created pursuant to the provisions of this part; or
- (4) aid in tourism, promotion, and marketing within the district.

History: En. Sec. 2, Ch. 656, L. 1985; amd. Sec. 1, Ch. 253, L. 2007.

7-12-1131. Powers of board in administering district. The board in administering a district has all powers necessary to carry out the functions of the district contained in the ordinance creating it, including the power to:

- (1) sue and be sued, enter into contracts, and hire and terminate personnel needed for its purposes;
- (2) provide special police, maintenance, or cleaning personnel for the protection and enjoyment of the general public using the business district;
- (3) landscape and beautify public areas and to maintain those areas;
- (4) contract with the governing body to maintain, operate, or repair public parking facilities;
- (5) contract with the governing body to maintain streets, alleys, malls, bridges, ramps, tunnels, landscaping, and other public facilities as mutually agreed upon;
- (6) promote private investment and business expansion in the district;
- (7) provide for the management and administration of the affairs of the district;
- (8) promote business activity by advertising, decorating, marketing, and promoting and managing events and other actions designed for the general promotion of business activities in the district; and
- (9) perform such other functions as are necessary to carry out the purposes of this part and to further the objectives of the district.

History: En. Sec. 13, Ch. 656, L. 1985.

BID Assessment Budget FY2021 FINAL	
	APPROVED
	FY2021
Income	
BID Assessment	\$ 175,000
BID Assessment--residual	-
Contract Income	\$ 17,000
Interest Income	\$ 100
Mobile Vending Fees	\$ 2,000
Flower Sponsorships	\$ 8,000
Board Savings for flowers	
Christmas Light Sponsorships	\$ 4,000
Streetlamp Banners	\$ 9,000
Total Income	\$ 215,100
Expenses	
Management Fee	
Partnership Administration	\$ 35,000
District Manager	\$ 21,000
Total Expenses	\$ 56,000
Payroll Expenses	
Maintenance Staff	\$ 37,500
Taxes	\$ 3,300
Work Comp	\$ 2,250
Maintenance Staff--Garage	\$ 10,000
Taxes	\$ 750
Work Comp	\$ 750
Total Payroll Expenses	\$ 54,550
Programs	
Pilot Sidewalk Cleaning and Alley Snow Removal	\$ 20,000
Downtown Bozeman Association (DBA) Support	\$ 25,000
Christmas Lights	\$ 2,000
Christmas Light Spider Repair	\$ 1,500
Christmas Lights Storage	\$ 1,000
New Banners	\$ 3,000
Flower Expenses	\$ 24,000
Flower Water	\$ 200
Tree Purchases	\$ 2,000
Marketing	\$ 2,500
Maintenance Supplies	\$ 3,000
Garbage Bags	\$ 2,625
Graffiti Supplies	\$ 1,125
Graffiti Contracted Removal	\$ 4,500
Mule Service & Fuel	\$ 1,500
Truck Service & Fuel	\$ 2,100
Vehicle Insurance	\$ 3,250
Program Contingency	\$ 1,000
Total Program Expenses	\$ 100,300
Total BID Expenses	\$ 210,850
NET ASSESSMENT INCOME	\$ 4,250
Board Approved Project Expenses	
Downtown Plan Implementation OR COVID-19 Economic Recovery	\$ 15,000
Total Project Expenses	\$ 15,000
Estimated Year End Cash-on-Hand	

Downtown Bozeman Partnership

2020 Communication and Engagement Framework—DRAFT

The Downtown Bozeman Partnership (DBP) recognizes the need to proactively coordinate, communicate and engage with a broad spectrum of constituents, stakeholders and partners to better serve Downtown Bozeman.

In order to do so, the DBP is committed to establishing expectations and procedures that will improve the communication and engagement functions of the DBP's members: the Business Improvement District, the Downtown Bozeman Association, and the Urban Renewal District.

This framework will be further developed into an implementation plan detailing action items, deliverables, and task assignments to be executed no later than July 1, 2020.

Coordination

The DBP will do a more collaborative and comprehensive job of coordinating with stakeholders and partners. This includes better networking with the Downtown Urban Renewal District, Downtown Bozeman Association and Business Improvement District boards. Other improved coordination will take place with Bozeman Parking Commission (BPC), City Commission (CC), City staff, residents of downtown, employees of downtown and other citizen advisory boards.

Proposed coordination improvements include:

- Draft BID, DBA and URD annual workplans and budgets provided to each other before being finalized.
 - What: Notify other member organizations of board meeting dates when the work plan and budget will be on their board meeting agendas. Provide copy of work plan and budget via email directly to boards or to appropriate DBP staff member to make available to appropriate board.
 - Who: DBA Director (DBA), District Manager (BID), Executive Director (URD)
 - When: Annually
- Staff attendance at and reporting of relevant BPC, CC, and other advisory board meetings.
 - What: Staff will attend public meetings involving topics relevant to downtown or as they pertain to a specific member organization.
 - Who: DBA Director (DBP/DBA), Executive Director (DBP/URD), District Manager (DBP/BID), Operations Manager (DBP/DBA)
 - When: As needed
- Improve process of noticing constituents of pending BID, DBA and URD board vacancies.
 - What: Use each organization's database to inform constituents about upcoming opportunities to apply for board service.
 - Who: DBA Director (DBA), District Manager (BID), Executive Director (URD)
 - When: As needed
- Establish orientation process for new downtown board members to familiarize them with the DBP and all three membership organizations.
 - What: Create standard orientation process and educational materials relating to the DBP and unique materials for each member to instill a better understanding of downtown's organizational structure.
 - Who: DBA Director (DBA), District Manager (BID), Executive Director (URD)
 - When: As needed

Communication

We acknowledge that the DBP could better serve downtown stakeholders with more frequent and informative communications. The DBP needs to be a clearing house of information about a wide range of downtown issues and initiatives. Improved communications would involve a variety of methods between numerous stakeholders and partners.

Proposed communication efforts include:

- Better define and publicize the DBP and its three member organizations (BID, DBA, URD) to all downtown stakeholders.
 - What: Create branded material that better explains the DBP structure and the roles of the three member organizations.
 - Who: Operations Manager
 - When: Ongoing
- Collect and maintain comprehensive stakeholder contact databases including but not limited to property owners (BID) and business owners (DBA).
 - What: Collect and maintain databases of various downtown constituencies to facilitate more effective communications and engagement reach.
 - Who: District Manager (BID), DBA Director (DBA), Operations Manager (DBP)
 - When: Ongoing
- Monthly announcement of relevant public meetings (BID, DBA, URD, BPC, CC, and other citizen advisory boards).
 - What: Create recurring email format with meeting details, agendas, and material links and send out to all downtown stakeholders.
 - Who: Operations Manager
 - When: Monthly
- Timely dissemination of detailed information about public meeting agendas, relevant meeting materials, and summary memo for issues of particular relevance to downtown.
 - What: Prepare summary email of information pertaining to specific member organization.
 - Who: DBA Director (DBA), Executive Director (URD/DBP), District Manager (BID)
 - When: As Needed
- Posting of more documents for public access at www.downtownbozeman.org.
 - What: Post agendas, minutes, strategic plans, professional studies, work plans and budgets, and other documents as appropriate when they become available.
 - Who: Operations Manager
 - When: Ongoing
- Systematic compilation of board and staff communications with stakeholders to document, consider feedback and provide follow up.
 - What: Create standard process to log and track public comments from downtown stakeholders.
 - Who: DBA Director (DBP/DBA), Executive Director (DBP/URD), District Manager (DBP/BID), Operations Manager (DBP/DBA)
 - When: Ongoing

Engagement

The DBP will provide more opportunities for stakeholders to directly engage with the downtown staff and boards. Some efforts will be specific to the BID, DBA or URD while others will be more broadly initiated by and within the Downtown Partnership.

Proposed engagement initiatives include:

- Annual joint DBA-BID-URD board meetings in March and September.
 - What: Schedule dates/times, reserve meeting space, develop discussion topics agenda, and invite all boards within the DBP to attend.
 - Who: DBP Staff
 - When: Biannually

- Downtown Partnership will consider hosting periodic all-comers meetings for board members, property owners, business owners, city officials/staff, employees, and residents to discuss current/relevant topics.
 - What: Schedule dates/times, schedule meeting space, develop discussion topics agenda, and invite the entire downtown community to attend.
 - Who: DBP Staff
 - When: TBD

- Annual downtown work sessions with the City Commission and Parking Commission.
 - What: Coordinate with City Commission, Parking Commission and DBP boards to schedule a date/time/location and suggest discussion topics.
 - Who: DBP Staff
 - When: Annually

- Consider holding board meetings in a larger space to invite and accommodate more public participation.
 - What: Potentially move board meetings to a larger space than the DBP conference room.
 - Who: District Manager (BID), DBA Director (DBA), Executive Director (URD)
 - When: Monthly