



## Attention Potential Downtown Bozeman Association Members

During a time when properly marketing your business and knowing exactly where your money is going is more important than ever, it may be the best time to look into becoming an official member of the Downtown Bozeman Association for the reasons listed below.

First, 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. A healthy downtown is a symbol of Economic Health, Quality of Life, Local Pride, and Community History and Identity, all of which are examples of what make Bozeman, Montana unique and one of the most livable communities in the country.

**The following list includes the numerous marketing avenues your DBA membership dues entitles you to at no additional cost:**

- **Your DBA Printed Directory** listing includes your contact information and a brief business description. There are 20,000 directories printed each year and are distributed at all DBA member businesses, all local hotels and motels, Bozeman and Big Sky Chamber locations, the airport, our downtown visitor center and more. This is a valuable resource for visitors and locals. All members can be listed under up to 2 categories.
- **The Downtown Bozeman Partnership Website** includes the same listing information as the directory with interactive maps and links to your website. Our content-rich website also makes it the “go to” resource for locals and tourists alike in order to obtain information about community events, downtown news, and other area information. All members can be listed under up to 4 categories.
- **Downtown Directory Kiosks** are located at 3 locations; Soroptimist Park at Rouse and Main, Outside the Bridger Park parking garage on Tracy Avenue and to the west of Chalet Sports near Willson and Main Street. These kiosk directories include ALL downtown located DBA members listed under one directory category, a location coordinate relating to the map and contact information. Installed in early August of 2011, these have already shown to be a very popular way to find downtown businesses. We will update this 2 times per year with any updated information and will also utilize the second side of the kiosks to market DBP and DBA sanctioned events and programs.

- **The DBA Mailing Lists and Email Blasts** are priceless ways to get your news and updates directly to your customers. Over the last few years the DBA has worked hard to develop a database of over 1000 addresses that can be broken down to utilize however you see fit. You can send your materials to just DBA members, downtown located businesses, to the entire community and more! Next, the email blasts get out to over 750 emails. Your business is entitled to one email blast per event, promotion or employment opportunity not to exceed 1 email blast per month per member business. If you are a DBA member and you are not located in the general downtown area, we will not send out email blasts about an event or promotion that directly competes with an event or promotion located downtown.
- **The DBA works with ERA Landmark to run the Downtown Visitor Center.** This location is open Monday through Saturday 10am to 6pm and is a valuable resource for anyone, locals and visitors to gain information about their community through pamphlets, guides, maps and local publications as well as being a key location to distribute the Downtown Directory that has your general listing included. As a DBA member your business can keep any information about your business for easy distribution including business cards, racks cards, pamphlets etc....
- **The "Life is Downtown" Publication** is a monthly "tab" that will contain everything from revolving business profiles, "What's New" with businesses, "Talk of the Town" questions on Main Street, an events calendar, restaurant and bar directory and MORE! It will be inserted into the Bozeman Daily Chronicle on the 3rd Thursday of each month, it will also be available as a separate publication located at many of your favorite restaurants and coffee shops, distributed to area hotels and motels and inserted into the Big Sky Lookout. It is not only an incredible way for you to get your events and calendar information listed but now it will be easy to keep track of all the fun and exciting things going on in Downtown Bozeman! There are also some amazing advertising opportunities with this new publication with 2 pick-up ads in the Get Out so...check out the attached flyer for more information on that!

### **Downtown Dollar Program:**

- This program generates over \$50,000 in sales at downtown businesses each year. It is also an even exchange program which means that your business is not responsible for a percentage of these Downtown Dollar sales. A portion of your membership dues help to cover printing and personnel costs incurred by the running of this program. Anyone can conveniently purchase Downtown Dollars at 3 downtown locations; the First Security Bank Downtown at all tellers stations, at the Downtown Visitor Center located at 8 East Main Street and at the Downtown Partnership Office at 222 East Main Street, Suite 302.
- If you receive Downtown Dollars and are located downtown, simply call 586-4008 and give us your business name and amount and we will bring you payment in check form within 3 business days. You can also bring your dollars to our office location at 222 East Main, Suite 302 during regular business hours and we can pay you in person. If you are NOT located in the general downtown area, we request that you bring or send your dollars directly to our office located at 222 East Main Street, Suite 302. Your check will be mailed back to you.
- Note: 60 cents of every dollar spent at local businesses goes directly back into the community compared to only 20 cents of every dollar spent at a chain store and 6 cents at a national discount store. Please help the DBA work to keep money in our local economy through this Downtown Dollar Program!

### **DBA Events Participation and Sponsorship Opportunities:**

- Our 20+ well-attended community events that are proven to drive foot traffic into downtown means increased visibility for your business as well as contact with the buying public. The DBA hosts and organizes community events such as Christmas Stroll, Downtown Art Walks, Summer and Winter Crazy Days, the Music on Main concert series, the Cruisin' on Main Car Show, Bridal Walk, Downtown Trick or Treating and more help create Downtown Bozeman as the "place-to-be" and assist in keeping commerce at our local downtown businesses throughout the year.
- **As a DBA member you can be an integral part of each and every downtown event either by simply being located in the downtown area or through event participation or sponsorship opportunities.**
- **Most events that are hosted or organized by the DBA do not spend your actual DBA membership dues on the event** with the exception of Crazy Days and Downtown Trick or Treating, which do, in fact, spend a small portion of general membership marketing dollars. Generally, all events are either sustained by event sponsor contributions or through participation fees to cover the marketing costs accrued by us. For example, events like the Christmas Stroll and the Car Show either sell event buttons or charge entry fees that cover about ½ of the overall event expenses while the other ½ is obtained by cash sponsors or in-kind donations. Music on Main is 100% supported by cash sponsorships and in-kind donations. On the contrary, events like the Art Walks and the Bridal Walk are supported by its participants. In these cases, there is a fee to participate in this event and all business participants must either be DBA members or located downtown. These participation fees are pooled and nearly 100% of the participation fees are used to directly market the event. This basically allows the DBA to market an event more than an individual business can and better utilize the marketing dollars of each business. **Emails will be sent to you in case you would like to participate or sponsor events. It is your responsibility to respond to those emails by the deadlines provided in order to get officially signed up.**

### **Community Involvement:**

- The DBA also acts as a community liaison to many local organizations by advocating our downtown community. Some examples of this include outstanding relationships with the City of Bozeman and the State of Montana on issues that affect Downtown Bozeman, the Chamber of Commerce in promoting cultural tourism, MSU by encouraging education and important community relations and more.
- The DBA is also part of a larger organization called the Downtown Bozeman Partnership (DBP) that is also responsible for historic preservation and enhancement of the area's physical beauty so that it can continue to be enjoyed in the future. The DBP works to create a unique "Downtown Bozeman ambiance" through support of banners, flags, Christmas lights and decorations, flower baskets and a year-round downtown maintenance program including year-round garbage removal and general downtown tidiness.

# Downtown Bozeman Association Membership Registration

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Phone: \_\_\_\_\_

Business Website: \_\_\_\_\_

Business Email: \_\_\_\_\_

Would you like your email address to:

- be on the DBA Website                       be on the alert email lists (this includes updates from our office and DBA members)

Annual Rates, please choose what membership category you fall under and what billing option you would prefer:

Billed ½ January, ½ July

Pay annually in January

Pay annually in July

Retail Category: Retail stores, restaurants and bars

Small Retail (1-3 Employees) - \$300/year

Medium Retail (4-15 employees) - \$450/year

Large Retail (16 or more employees)-\$600/year

Service Category: Media, Banks, Professional Services and Non-Profits Organizations

Small Service (1-3 employees) - \$150/year

Medium Service (4-15 employees) - \$300/year

Large Service (16 or more employees) - \$450/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

Please describe your business in 2-3 sentences.

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Please visit our website at [www.downtownbozeman.org](http://www.downtownbozeman.org) and choose up to 2 categories for the printed directory and 4 categories for the web directory.

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Please send completed registration to Downtown Bozeman Association at 222 E. Main Street, Suite 302 Bozeman, MT 59715, FAX at 406-586-3882 or email to [ellie@downtownbozeman.org](mailto:ellie@downtownbozeman.org)