

downtown *Billings*

ANNUAL REPORT: FY20 TO CURRENT

26% Increment
increase in the
TIF District in
2019

**30+ new
businesses
open their
doors
downtown
in 2020**

**6 TIF
applications
& \$598,432
TIF dollars
approved.**

14 additional
event days
added to the
event
calendar in
2019

September 2020

BOARD OF DIRECTORS FY21

DBA

Matt Blakeslee	Art House Cinema & Pub
Brandon Scala	Valley Credit Union
Jeff Keller	First Interstate Bank
Toni Schneider	Cushing Terrell Architects
Sam Merrick	Metra Park
Mia Yegan	Peter Yegan Insurance Co.
Travis Dimond	Berkshire Hathaway
Katie Zolnikov	Big Dipper Ice Cream
Chris White	Albertsons
Ann Kosempa	Pub Station, 11:11 Presents
Jeff Lethert	Billings Lifestyle Magazine
Kendra Fike	KTVQ

AD HOC MEMBERS

Ignacio Barron Viela	Billings Symphony
Mehmet Casey	DBP Representative
Tracey Mouser	Rocky Mountain College
Maureen Brakke	MSU Billings
Shelly Gayvert	Magic City Growers
David Fishbaugh	Parking Advisory Board
Jennifer Riser	Chamber of Commerce

BID

Sean Lynch	Becky Rogers
Randy Hafer	David Mitchell
George Maragos	Michael Tuss
Rudi Marlin	

DBP

James (Andy) Patten	Sam Merrick
Jock West	Norman Miller
Joni Harman	Ethan Kanning
Chris Montague	Stephen Wahrlich
Steve Tostenrud	Marguerite Jordy
REPRESENTATIVES	
Matt Blakeslee	Downtown Billings Association
David Fishbaugh	Parking Advisory Board
Sean Lynch	Business Improvement District
Steve Arveschoug	Big Sky Economic Development
Chris Kulkulski	City of Billings
Jana Hafer	Billings Public Schools
Dennis Pitman	Yellowstone County Commissioner
Kim Olsen	Property Owners Association
Penny Ronning	Billings City Council
Ignacio Barron Viela	Billings Cultural Partners

CI

Nell Eby	Native American Coalition
Dan Brooks	Billings Chamber of Commerce
Tina Volek	Community At Large
Denise Joy	Billings City Council
Marcee Neary	Community Crisis Center
Erika Willis	Tumbleweed
Stephanie Robinson	The Phoenix

DBA

STAFF FY21

Katy Easton	CEO
Mehmet Casey	Development Director
Joe Stout	Director of BID Operations
Lindsay Richardson	Director of Comm Engagement & Events
James Chandler	BID Street Team / Associate Development Director
Adam Robeling	BID Street Team
Kody Christensen-Linton	Resource Outreach Coordinator
Tony Nichols	BPD Downtown Officer
Brad Mansur	BPD Downtown Officer
Shannon Schmidt	Accountant
Jenny Ross	Office Manager
Caillin Bailey	Virtual Assistant

THANK YOU

to all those who sponsor our events and creative projects throughout the year:

Montana Brewing Company	Big Guy Barbecue
Hooligans Sports Bar	Chefs & Cooks of Montana
Back Country Family Chiropractic	Nate Sauter
Desert Mountain Broadcasting	One Source Lighting
Albertsons	Ashlie Tate Photography
Big Dipper Ice Cream	The Northern Hotel
First Interstate Bank	Community 7
Stockman Bank	Wise Wonders Children's Museum
Rocky Mountain Bank	Valley Credit Union
Visit Billings	Transition Landscaping
A & E Architects	Pillar Events
Darwin & Theresa George	The Pub Station
Magic City Growers	The Massage Company
Titan Machinery	St. Vincent Health Care
Billings Police Protective Assoc.	Better Off in Billings
Altana Federal Credit Union	Entre Technologies

THE ALLIANCE STRUCTURE



Downtown Billings Alliance
 116 N. 29th St Suite A
 Billings, MT 59101
info@downtownbillings.com
downtownbillings.com

downtown
Billings

FY20 HIGHLIGHTS

DEVELOPMENT



- 16 TAX INCREMENT FINANCING APPLICATIONS BETWEEN JULY 2019 TO CURRENT
- 6 TIF APPLICATIONS APPROVED
- \$598,432 TIF DOLLARS GRANTED
- 4 ACTIVE TIF PROJECTS
- \$4,321 TIF DOLLARS GRANTED FOR CPTED AND SIGN RELATED PROJECTS
- 10 CPTED EVALUATIONS CONDUCTED
- 26% TIF INCREMENT INCREASE IN 2019
- 9.3% TIF INCREMENT DECREASE IN 2020
- TIF SUNSET DATE EXTENDED TO 2045
 - \$19,700 BATTLE OF THE PLAN REIMBURSEMENTS (SOMETHING CHIC & THIS HOUSE OF BOOKS)

MARKETING

NEW
WEBSITE

2020

- DEVELOPED AS AN ONLINE GUIDE TO DOWNTOWN
- EASY ACCESSIBLE ONLINE DOWNTOWN CALENDAR
- 21 WEBSITE BLOGS/ARTICLES POSTED IN 2020

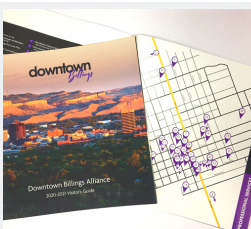


#1 INSTAGRAM
ENGAGEMENT 2019

4,120

#1 INSTAGRAM
ENGAGEMENT 2020

3,289



10,000

VISITORS GUIDES PRINTED
• DISTRIBUTED TO
HOSPITALS, HOTELS,
AIRPORT, MUSEUMS ETC



6,768
EMAIL
SUBSCRIBERS

18.1%
AVERAGE OPEN RATE

BID STREET TEAM



2,060 BAGS OF TRASH
50,000 POUNDS OF SIDEWALK LITTER
160 FLOWER BASKETS INSTALLED
200+ GRAFFITI REMOVED
20 GAL. OF SANITIZING SOLUTION
2 PUBLIC HAND-SANITIZING STATIONS INSTALLED



EVENTS

2019

- 14 DIFFERENT DBA EVENTS
- 5 NEW EVENTS
- 14 NEW EVENT DAYS ADDED
- 2 PET FRIENDLY EVENTS
- 36 TOTAL EVENT DAYS



St. Patrick's Day Parade & Celtic Fair | Purple 5K
Alive After 5 | Strawberry Fest | Restaurant
Week | HarvestFest | Downtown Trick or Treat
Holiday Parade | Small Business Saturday
Christmas Stroll | *Day of the Dog | *First Friday
*Downtown Summer Sounds | *Food Truck
Lunch | *Dog Days of Summer
**Crazy Days | **Virtual Cash Mob
**Chalk on the Walk

(*) Events added in 2019 (**) Events added in 2020

PUBLIC SAFETY & COMMUNITY INNOVATIONS

RESOURCE OUTREACH
COORDINATOR
HIRED: JULY 2020

+40% INCREASED
DOWNTOWN
ENGAGEMENT BY BPD
DOWNTOWN OFFICERS



BUSINESS



+30
NEW BUSINESSES OPENED
DOWNTOWN IN 2020
164
CURRENT DBA MEMBERSHIPS

FY20 THE 'VISIBLE' HIGHLIGHTS

40
MORE
FLOWER
BASKETS



NEW
COMMUNITY
HOLIDAYS FUN
ADDED



2
NEW DOG
FRIENDLY
POCKET
SQUARES



4
SCULPTURES
FOR
SKYPOINT



2
PUBLIC
ALLEY
MURALS



9
TRAFFIC
SIGNAL BOX
ART INSTALLS



LOOKING AHEAD

DOWNTOWN GIFT CARD PROGRAM

Marketed
program
available for
DBA members to use.



6 DOWNTOWN LIGHT BIKES

To be paired
with
alleyscape
projects



MOBILE CRISIS RESPONSE

Creation of the Downtown Mobile Crisis Response Team in partnership with community healthcare providers and City and County first responders. Funded in partnership with the County Matching Grant, Community Innovations, and Substance Abuse Connect Coalition.

UPGRADED HOLIDAY DECORATIONS

23 new LED
snowflakes & lit
garland.
Coming Winter
2020!



ONE TO TWO-WAY STREET CONVERSION

Project bonded through TIF:
N. 29th & N. 30th Streets will be
converted from one-way to
two-way.



What else would you
like to see?

email: info@downtownbillings.com

