

downtown *Billings*

ANNUAL REPORT: FY22

25 additional
flower baskets
installed



14 new
downtown
businesses
opened their
doors
in 2021

14 TIF
applications
& \$2,645,565
TIF dollars
approved

21 DBA
event days
on the
calendar
in 2021



May 2022

BOARD OF DIRECTORS FY22

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
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 Martin	

DBP

*James (Andy) Patten	Sam Merrick
Joek 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 Kulakowski	City of Billings
Jana Hafer	Billings Public Schools
Dennis Pilman	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

* = Board Chair

Current Alliance STAFF

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	Resource Outreach Coordinator
Sean Weston	BPD Downtown Officer
Mike Freeman	BPD Downtown Officer
Jenny Ross	Operations
Lexie Mann	Office Manager

THANK YOU

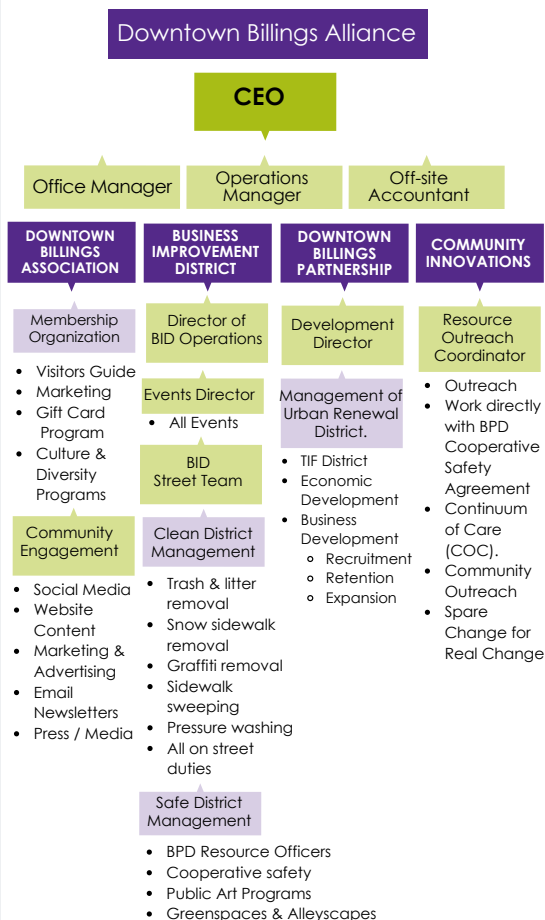
to all who sponsored our events and creative projects
throughout 2021:

Montana Brewing Company	Altana Federal Credit Union
Hooligans Sports Bar	TDS Fiber
Peter Yegen Jr, Insurance Co.	White Heating & Air Conditioning
Desert Mountain Broadcasting	Bravera Bank
First Interstate Bank	Valley Credit Union
Titan Machinery	Entre Technology
Magic City Growers	Wise Wonders

Top 3 Volunteers of 2021

Ryan Lahey, Valley Credit Union employee
Jennifer Webber, downtown resident
Judy Weddel, long time volunteer

THE ALLIANCE STRUCTURE



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

downtown
Billings

FY22 HIGHLIGHTS



DEVELOPMENT

- 14 TAX INCREMENT FINANCING APPLICATIONS
- 14 TIF APPLICATIONS APPROVED
- \$2,645,565 TIF DOLLARS GRANTED
- 6 ACTIVE TIF PROJECTS
- \$9,990 TIF DOLLARS GRANTED FOR 5 SIGNAGE PROJECTS
- \$6,857 TIF DOLLARS GRANTED FOR CPTD IMPROVEMENTS
- 15 CPTD EVALUATIONS COMPLETED
- 14% TIF INCREMENT INCREASE
- DBP IDENTIFIED HOUSING PROJECTS AS PRIORITY
- DOWNTOWN INVESTMENT PACKET CREATED

2021 MARKETING

66 WEBSITE
BLOGS/ARTICLES
POSTED IN 2021
+214%

- 12 1ST FRIDAYS WITH 24 1ST FRIDAY EMAILS
- 2 'CRAZY DAYS' PROMOTION EMAILS
- 14 PUBLIC NEWS & EVENT EMAILS
- 8 FULL PAGES IN GAZETTE'S DESTINATION DOWNTOWN PRINT INSERT
- 13 PRESS RELEASES SENT



#s as of 5/4/2022
increase from 5/2021



18,631
LIKES
+6.5%



7,869
FOLLOWERS
+18%



7,391
SUBSCRIBERS
+10%

#1 INSTAGRAM REACH
2021

14.8K



downtownbillings.com
annual re-cap

15,301 UNIQUE CALENDAR VIEWS
12,923 UNIQUE DIRECTORY PAGE VIEWS
144,244 UNIQUE WEBPAGE VIEWS

DOWNTOWN GIFT CARD PROGRAM

60
BUSINESSES
ACCEPTING
THE
GIFT CARD

\$113,735 TOTAL \$ SOLD
5,381 TOTAL # OF CARDS SOLD
\$37,152 TOTAL \$ REDEEMED
1,956 TOTAL TRANSACTIONS

TOP 3 CARD \$ REDEEMERS:

MONTANA BREWING CO. \$7,310
LIBERTY AND VINE \$3,095
STACKED \$2,212



BID STREET TEAM

2,373 BAGS OF TRASH
45,000 LBS. OF SIDEWALK LITTER
200+ GRAFFITI REMOVED
4 GAL. OF GRAFFITI
REMOVER



185
FLOWER
BASKETS
INSTALLED



252
MILES OF SIDEWALK
SNOW REMOVAL

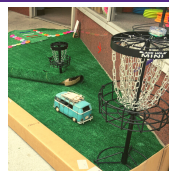
NEW EQUIPMENT:

1 ATV
1 GATOR



2021 EVENTS

15 UNIQUE DBA EVENTS
4 NEW EVENTS
21 TOTAL DBA EVENT DAYS



*Mug Crawl | First Fridays | *Mini Golf Tournament
*Spotlight Social | Chalk on the Walk
Strawberry Festival | Downtown Summer Sounds
Alive After 5 | Crazy Days Weekend
*Candidate Forum | Harvest Fest
Downtown Trick or Treat | Holiday Parade
Holiday Stroll

(*) New Event in 2021



BUSINESS NEWS

14 NEW BUSINESSES OPENED
DOWNTOWN IN 2021

133 CURRENT DBA MEMBERS
26 BUSINESSES IN THEIR 1ST YEAR DOWNTOWN

PUBLIC SAFETY & COMMUNITY INNOVATIONS

PUBLISHED THE 2021
COMMUNITY IMPACT STUDY

SCAN TO
READ



3 PEER SUPPORT SPECIALISTS
FROM RIMPROCK FOUNDATION
MAKE UP THE HOMELESS
OUTREACH TEAM (H.O.T.)

66 # OF INDIVIDUALS THE HOT
TEAM WORKED WITH DIRECTLY

48 # OF INDIVIDUALS THROUGH
*M.A.A.P.

* Motivated Addiction Alternative Program

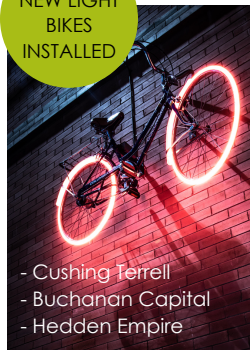
FY22 THE 'VISIBLE' HIGHLIGHTS

**NEW
OVERHEAD
ALLEY
LIGHTS**



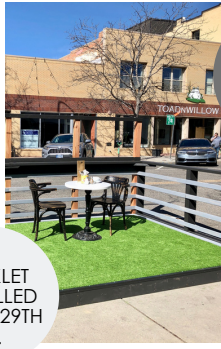
Hedden Empire
N. 29th Alley

**3
NEW LIGHT
BIKES
INSTALLED**



- Cushing Terrell
- Buchanan Capital
- Hedden Empire

**1
PARKLET
INSTALLED
ON N. 29TH
ST.**



**1
COMPLETED
PUBLIC ART
ALLEY
MURAL**



**NEW
FREE HOLIDAY
PARKING
PROGRAM**



LOOKING AHEAD AT FY23

DOWNTOWN'S FIRST PUBLIC RESTROOM

A 'Portland Loo' restroom facility is scheduled to be installed summer 2022 on 2nd Ave N. at Park 3.



UP-TO-DATE HOUSING STUDY

A study to assess the housing needs within the downtown Urban Renewal District & East Billings Urban Renewal District in order to keep up with the current housing demands.



Scan to access the 2017 Downtown Housing Strategy Study and other downtown studies on our development page.

ALL 11 LIGHT BIKES INSTALLED & TRAIL MAP COMPLETE

Each to be paired with alleyscape & public art projects



SKYPOINT 20+ YEAR ANNIVERSARY UPDATES

Skypoint updates will include replaced sails, new lighting, and more.



**What else would you
like to see?**

email: info@downtownbillings.com

