

BUSINESS OWNER BREAKFAST

11.15

VISION:



INCREASE WAYS TO GET AROUND

How To "CAPTURE" VISITATION & PULL VISITORS FROM HWY. INTO DOWNTOWN

MAKE KNOWN EASE OF ACCESS FROM HWY.
↳ CO-MARKET BUSINESSES

EMPHASIZE CO-BENEFITS TO BUSINESS USES



GET WORD OUT ON COLLABORATION & EVENTS

NEED FOR BASIC SERVICES

↳ "UNDERWEAR & SOCKS!"

• UNDERSTAND OTHER BUSINESS OFFERINGS

CONNECT UNDER-DEVELOPED, INDUSTRIAL AREAS



CLEAN & SAFE & ACCESSIBLE

STRENGTHS

- + WE ARE A DESTINATION
↳ LOVING PLACE TO DEATH
- + RIVER & ACTIVITIES
- + WORLD-CLASS MUSEUM & ASSETS
- + ICONIC SMALL, MONTANA TOWN
- + LOCALLY OWNED, QUIRKY BUSINESSES
↳ NO NATIONAL CHAINS
- + ARTS PRESENCE - OF ALL KINDS!
- + STRONG BID.
- + LACK OF INFILL → TRANSITION TO N^IHOOD
- + UNPRETENTIOUS (BUT PROUD)
- + NATIONAL PARK CONNECTION & HISTORY

WEAKNESSES

- OFFICES USING STOREFRONT SPACES
- COULD USE ANCHOR STORES
 - ↳ ESP. S. OF LEWIS
- RELUCTANCE TO WALK A FEW BLOCKS TO VISIT BUSINESSES
- PARKING NEEDS CAUSE STRAIN ON N'HOODS
 - ↳ UTILIZE SOME PRIVATE SPACES W/ CREATIVE SOLUTIONS?
 - PRIORITIZE ACCESSIBLE NEED → DEDICATED BUSINESS OWNER PARKING
- LACK OF PUBLIC RESTROOMS
- LACK OF EFFICIENT STRIPING/MARKING FOR PARALLEL PARKING
- 2-HR LIMIT IS CHALLENGING FOR LONG-TERM USE BUSINESS USE NEEDS → ie. SPAS
- WEEKEND STRAIN ON PARKING CAPACITY
 - ↳ NEED FOR RESIDENT PARKING & NEW DEVELOPMENT

- RESTAURANT CLOSURES / STAGGERED SCHEDULES → WORKFORCE SHORTAGE

- CHALLENGE TO COMMUTE IN / VISIT IN WINTER

↳ PASSENGER RAIL / BUS SERVICES TO / FROM BOZEMAN, ETC.

OPPORTUNITIES

+ HELP LOCAL BUSINESSES PROBLEM-SOLVE

↳ LINK HOUSING TO EMPLOYMENT

+ SHARED BUSINESS

HOUSING

↳ MODULAR?

+ INCREASED PARKING CAPACITY W/ DIFFERENT CONFIGURATIONS

+ SHUTTLE TO / FROM PARK & AROUND DOWNTOWN CORE

+ MIXED-USE SPACES → SEASONAL USE CHANGE
↳ MORNING / EVENING POP-UP

+ FOOD TRUCK / POP-UP TO SUPPLEMENT DEMAND
↳ LUNCH (STRAIN LABOR)

+ TELL "UNTOLD" STORIES OF DOWNTOWN!

+ "WORK TO SCHOOL" PROGRAMS

+ HOUSING ALONG RAILROAD OWNED
PROPERTIES

THREATS

- WORKFORCE SHORTAGE DIRE
↳ LACK OF SKILLED LABOR
- LACK OF HOUSING AVAILABILITY
↳ AFFORDABILITY & HIGH RENTAL RATES
- CYCLE OF LACK OF HOUSING INCREASING LABOR COST & OPERATIONS COST
- REMOTE WORKFORCE FURTHER STRAINING HOUSING SHORTAGE
↳ LIVE IN PARADISE & WORK REMOTE
- LACK OF HIGH SCHOOLERS IN WORKFORCE
- PARKING STRAIN BY STRS
- BOZEMAN'S LACK OF AFFORDABILITY
- LACK OF PUBLIC TRANSIT PRECLUDING WORKFORCE OPPORTUNITY
- STR TAKING AFFORDABLE HOUSING CAPACITY

ONE CHANGE:

- 2ND-STORY DEVELOPMENT
- REVITALIZE/INFILL
- RETAIL 1ST FLOORS
- BUSINESSES LIT AT NIGHT
- MORE BUSINESS COLLAB.
- CLEANER STREETS & ALLEYS
- CIGARETTE BUTT STANTIONS
- LANDSCAPING
- MIXED-USE HOTEL