

Memorandum

REPORT TO: City Commission

FROM: Mitch Overton, Director of Parks and Recreation
Anhad Bajwa, Administrative Assistant II

SUBJECT: Authorize the City Manager to Sign a One Year License Agreement with ADVAN Research Corporation, LLC for Park and Trail District Visitation Trend Analysis

MEETING DATE: March 24, 2026

AGENDA ITEM TYPE: Administration

RECOMMENDATION: Authorize the City Manager to Sign a One Year License Agreement with ADVAN Research Corporation, LLC for Park and Trail District Visitation Trend Analysis

STRATEGIC PLAN: 6.5 Parks, Trails & Open Space: Support the maintenance and expansion of an interconnected system of parks, trails and open spaces.

BACKGROUND: ADVAN Research provides anonymous use data for organizations to view property (parks and trails) use trends and impacts such as peak days, times, and numbers of individuals, all within a reasonable margin of error. This data not only assists organizations in more accurately accounting for visitation numbers, but also better predicts maintenance and management schedules.

UNRESOLVED ISSUES: none at this time.

ALTERNATIVES: Multiple organizations were reviewed for this service and ADVAN currently provides the best product for our needs.

FISCAL EFFECTS: Funds are currently allocated in the Parks Department budget for fiscal year 2026 for this contract.

Attachments:

[Advan - Bozeman Parks and Recreation Dept. License Agreement.docx](#)

[Cloud Services Questionnaire.docx](#)

Report compiled on: February 27, 2026