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**President's  
Message  
by John Horner**  
*First Interstate Bank*

As I write this in mid-September, I am not sure if everyone has noticed the exciting things happening around Missoula these days. The schools have all started back up and are in full swing. The University is active and vibrant once again. Fall sports are back; concerts, festivals, and theater are all gathering steam as well. Missoula has a heartbeat all its own, and this time of year is when it really gets pumping again. I love it. You can't help but find something to do any night of the week.

Look through this newsletter and you will see the activities that are planned over the next month. Go to our website and it will open the gates to other areas of our community you can investigate. Challenge yourself to attend an event you have never experienced before—I am pretty sure you won't be disappointed. I am always amazed at the local and regional talent that Missoula attracts. We have amazing artists, singers, bands, actors, athletes, and performers.

Building a better Missoula is the goal of many, and I am proud to be involved with the Missoula Downtown Association. We work hard to make Missoula a more active and vibrant community. By no means are we responsible for all the activities and events you see, but we do try to add our own little flavor—one that we hope you all appreciate. Please know, your Board of Directors and your staff are committed to doing what we can to improve your

*President's Message cont. on page 2*

**Smart Math of Mixed-Use  
Development**

Many communities across the country don't think about property tax implications when it comes to development, and different types of development have varied implications on city and county tax coffers. This month, the BID will bring an urban planning expert to Missoula to talk about and study the math of mixed-used development.

Joe Minicozzi, the former Executive Director of the Asheville, North Carolina Downtown Association, will be in Missoula October 22-23 to complete an analysis of the various property types, their tax assessments and their impact on our community's well-being.

His analysis in other communities, including Billings and Bozeman, has shown that mixed-use development can generate higher tax revenues than single-use buildings and big box developments, in some cases by enormous amounts. Minicozzi has a B.A. in Architecture and an M.A. in Urban Design from Harvard. He has served as a consultant and urban planner in a variety of communities in the southeast.

His philosophy lends itself well with recent planning efforts in Missoula that have led us to focus on a more sustainable community with a focus on the core and the healthy lifestyle that brings.

Minicozzi will present his findings at the City Council Committee of the Whole Meeting on October 22 and will meet with the Missoula County Commissioners on October 23. The public is invited to attend. For more information, contact BID Director Rod Austin (728-1140).

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Downtown by bringing people from all walks of life to this area to see it and enjoy it. We hope our activities bring people to downtown, and they experience all the wonderful shops, galleries, restaurants, and places of entertainment so they will come back over and over again.

I also want to thank all of you, the MDA membership, for your hard work, your patience, your ideas, your volunteerism, your sponsorships, and your overall generosity and belief in the Downtown Missoula experience. Have a great fall season, and get out there and enjoy Missoula.

### Gubernatorial Candidate Forum October 23

Just two weeks before Election Day, Montana's gubernatorial candidates will be in Missoula to respond to questions about tourism, the lodging tax and Main Street business issues. A group of forum panelists will be made up of Mike Dennison, Jim McGowan and Linda McCarthy. Join us on Oct. 23 to

cont. next column

### MDA Committee Meetings

#### Advocacy

Tuesday, October 9  
4-5 pm MDA Office

#### Caras Park Improvements

Thursdays, 10-11am  
MDA Office

#### Marketing

Wednesday, October 24  
10-11 am MDA Office

#### Master Plan Implementation Team

Thursday, October 18  
12-2 pm at MRA Conference Room

#### Membership

Wednesday, October 18  
4-5 pm MDA Office

#### Parade of Lights

Wednesdays  
4-5 pm MDA Office

cont.

learn where Democrat Steve Bullcock and Republican Rick Hill stand on the critical issues affecting small businesses and tourism stakeholders around the state.

The forum is hosted by the Montana Lodging and Hospitality Association, Destination Missoula, the Missoula Downtown Association and Voices of Montana Tourism. For more details please contact Jenny Mueller at the Missoula Downtown Association office: 543-4238.

An optional sandwich, soup and salad bar will be available to MDA members prior to the forum in the Great American Grill breakfast area of the Hilton Garden Inn. Cost will be \$12 per person. Please RSVP by Friday, October 19.

### Technology Infrastructure Survey

The Missoula City Council's recently revived Economic Development Subcommittee, chaired by Councilwoman Caitlin Cople and MDA President John Horner, is seeking business owners and entrepreneurs to take the Technology Infrastructure online survey: [www.surveymonkey.com/s/Q9HFGC8](http://www.surveymonkey.com/s/Q9HFGC8).

In addition to the online survey, a scientifically-valid hard copy version will be mailed out to a sample of companies in Missoula in the next month. The 100th respondent will receive a \$50 Downtown Gift Card.

The survey is part of the subcommittee's work to identify opportunities and obstacles to doing business in Missoula through a lens of collaboration. It is currently exploring high-speed broadband connectivity and capacity in hopes of supporting existing businesses that depend on such technology to thrive, as well as to ensure Missoula is as competitive as possible when it comes to supporting the Missoula Economic Partnership's recruitment efforts. If you or your business would like to learn more about the efforts, email [caitlin.j.copple@gmail.com](mailto:caitlin.j.copple@gmail.com) or attend the monthly meetings the last Wednesday each month at 4 pm at 140 W. Pine St.

### Montana Wine & Beer Festival Set For October 12

The "social event of the year" is coming soon. Summit Beverage and the Grizzly Scholarship Association (GSA) are excited to announce Montana Wine & Beer Festival (formerly Western Montana Wine Festival) is scheduled for Friday, October 12, at the Adams Center in Missoula. The event will run from 7-10 p.m.

The festival consists of fine wine and craft beer tasting with food samples from some of Missoula's top restaurants and caterers. In addition, Montana artists will be on site displaying and selling art. A silent auction consisting of limited edition originals and a variety of collector's wine items will be a part of the evening festivities. All proceeds from this event benefit the GSA.

Tickets are \$60 per person and you must be 21 or older to attend. Tickets are available at the GSA office in the Adams Center and Worden's Market. To order by phone call 243-6481.



### Welcome New Members

#### Creative Oasis Designs by Lissa Melissa Bodnar

2400 Old Fort Rd. #325  
Missoula, MT 59804  
[galaxygirl1963@yahoo.com](mailto:galaxygirl1963@yahoo.com)

#### The M Store

Greg Sundberg  
124 N. Higgins  
Missoula, MT 59802  
[thegrizstore@hotmail.com](mailto:thegrizstore@hotmail.com)

#### Upcycled

Donovan Peterson  
517 S. Higgins  
Missoula, MT 59801  
[donovan@upcycledonline.com](mailto:donovan@upcycledonline.com)

#### World Affairs Council of Montana

Aimee Ryan  
201 W. Main Street #101  
Missoula, MT 59802  
[Aryan@montanaworldaffairs.org](mailto:Aryan@montanaworldaffairs.org)

## Downtown Spotlight

### Upcycled

www.upcycledonline.com

240-4731



It was to no one's surprise when my town wedding bells rang this past summer that our celebratory toast would be consummated with Kettle-House Cold Smoke brew, but surely not in champagne flutes? That's why we walked into Missoula's very own Upcycled.

Owner Donovan Peterson looked up from crafting a wallet from a salvaged billboard for a clinic in Havre. He greeted us with a warm downtown smile and hello. "What can I do for you two today?"

We shared with Donovan our desire to toast in Missoula style with local brew and he immediately jumped up to proudly display the Dempsey cup...the perfect cup for almost any liquid bevy. The cup was by no means simple in design; crafted from a recycled jelly jar - complete with lid and a stylish wooden handle, crafted by nothing less than a bicycle powered jig saw. The tag, a Queen of Diamonds, made from an old deck of cards proudly displayed the characteristics of the cup, and immediately we eagerly collected two.

Donovan wrapped each cup and neatly placed them into a bag made out of last week's Independent newspaper and shared with us that the cups would soon be featured in Rachel Ray's Magazine. We walked out of the store with pride in supporting our fellow Missoulians and started brainstorming on how we could contribute to Upcycled. Until we find something to craft to stock the shelves, we will be back and enjoy all the store has to offer.

Upcycled features only Made in Montana products that are more Montana than you would ever believe. Local artists have used everything from grandma's 1930s Griz

sweater to bicycle tires that have ridden across Higgins Street Bridge to the Hip Strip store. Like the Upcycled Facebook page at upcycled-missoula and enjoy the 32 Hours Open Straight Fire Sale, which will feature great products to get the shelves cleared for Christmas.

Stop in today and welcome them as a member to the Missoula Downtown Association.

*Racquel Williams Holiday Inn*

### Festival of the Dead

Friday, November 2, 2012 will mark the 20th year of the uniquely Missoula tradition—Festival of the Dead—an annual, all-inclusive multicultural event that honors life and death through community involvement in the arts. Inspired by the traditions of El Dia de los Muertos, the Festival includes a month of arts workshops, events, and performances, culminating in a traditional Day of the Dead processional down Higgins Avenue to Caras Park.

VSA Montana, ZACC, and Hospice of Missoula are partnering to offer numerous arts events and grief workshops, and all of the events are open and welcoming of anyone who wants to participate. The Festival of the Dead is entirely community-driven and has been a success because of our community's love and commitment to this event. The Festival is seeking volunteers, donations of money or items for silent auction fundraisers, and businesses that would like to have Festival-themed window displays! More info can be found on the Festival of the Dead Facebook page: [www.facebook.com/Missoula.Festival.of.the.Dead](http://www.facebook.com/Missoula.Festival.of.the.Dead) or by contacting Tarn Ream, 549-7933 or [tarn.ream@umontana.edu](mailto:tarn.ream@umontana.edu). Tax-deductible donations can be mailed to: VSA Montana, P.O. Box 7225, Missoula, MT 59807.

### CINE International Film Festival

The 9th Annual Montana CINE International Film Festival will unveil itself at the Roxy Theater, as more than fifty films on hundreds of issues will screen October 22-28. For public audiences, it will be an unforgettable journey.

'Journey of the Universe' is a

good description of the 9th edition of Montana CINE. While it's the title of one of this year's award-winning films, it also reflects the theme of this year's festival: taking audiences on a universal journey from issue to issue and place to place for a remarkable view of humanity.

The mission of CINE (Cultures Issues Nature Environment) is to provide a global window to our world, uniquely different from our other annual film event. Where the International Wildlife Film Festival's focus is on wildlife, CINE is aimed at completing a global vision of our world culturally, socially, and politically. Who are we, and how do we interact with our environment?

This year, CINE hits the mark through hard-hitting, insightful, stunning and sometimes shocking documentaries and features. The stories of CINE tell the stories of people, places, and cultures. The issues presented in CINE stories, from native cultures to the American Bison, wild horses to energy, cultural activism to battles for freedom, clean water to health, food and agriculture, are stories of hope. Montana CINE delivers a truly global snapshot of the world and create dialogue on critical and contemporary issues.

Visit the historic Roxy Theater for 7 days of films, dynamic meet and greet opportunities with filmmakers, incredible speakers and truly unforgettable stories on screen, October 22-28. Tickets available at the Roxy Theater in advance, day of, or by calling 728-9380. To volunteer, email Janet Rose, Festival Director, at [iwff@wildlifefilms.org](mailto:iwff@wildlifefilms.org). For a screening and events schedule, visit [www.wildlifefilms.org](http://www.wildlifefilms.org).

*Janet Rose*

### Markets Wrap Up Downtown

October is your last month of the year to enjoy the offerings of Missoula's downtown markets. Browse Montana-made crafts, stock your fridge with local produce, meet friends for coffee, or just people watch. The Missoula Saturday Market on East Pine continues through October 20, and the Missoula Farmer's Market and Clark Fork River Market last until October 27.

Join us for the MDA's

# Membership Luncheon

**Tuesday, Oct. 9**  
11:30am - 1:00 pm

**Holiday Inn Downtown  
at the Park**  
200 South Pattee St  
Downtown Missoula

With just under a month remaining until Election Day we have Gail Gutsche and Bob Lake, candidates for District 4 Public Service Commissioner, joining us to explain the importance of the Public Service Commission and to spend some time discussing topics that are important to them as candidates for this position.



**MDA Luncheon**  
**Cost: \$12 each**

Please RSVP to the MDA office by Friday, Oct 5.

## Member Shout-Outs

### Pray for Snow party at Caras October 5th

Formerly known as the "Burning Dog Pray for Snow," this event is a fundraiser for the West Central Montana Avalanche Foundation (WCMAF), a nonprofit organization dedicated to avalanche awareness and education. WCMAF. Pray for Snow is WCMAF's major fundraising event of the year.

Join us for beer, music, movies and a dunk tank where you can take a crack at Missoula Celebrities Like Snowbowl Owner Ronnie Morris. We'll see you Friday October 5th from 6-11 pm!

### Archtoberfest with Gavin-Hanks Architects

You are cordially invited to join us for an "Open Haus" party with our friends, clients and colleagues. Lots of German Bier & Wine, Imported Bavarian Pretzels & plenty of tasty food. Friday, October 12, 2012 4:30 p.m. to 8:00 p.m. 300 W. Broadway, Ste 4. Lederhosen Optional (But Encouraged).

### Take care of Downtown this fall

The temperature is falling along with those colorful autumn leaves. To make sure the trees outside your storefront survive the imminent chilly weather, take some time to flood their grates with water these next few weeks. Urban trees get less water than others, so it's important to give them extra attention. Also, make sure to sweep the leaves on your sidewalk into the curb. The street cleaner makes passes throughout October, so take advantage of this service you already pay for. When we all do our part to keep Downtown Missoula looking clean, it shows! •

**Stay Up to Date by Visiting [www.missouladowntown.com!!](http://www.missouladowntown.com!!)**