

- Downtown Branding Workshops
- Brewers Brew Fest Oct 6
- Spotlight: Montana River Guides
- Downtown Shuffle
- State Offers E-Marketing \$
- Ped Counters Needed



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

I recently attended the monthly membership luncheon for the MDA and was struck with the fact that we, the MDA, offer some great opportunities for our members of which they may not always take full advantage. The staff at the MDA put together a great program by presenting candidates for local and state offices in a forum allowing them to discuss their ideas and objectives. The member that did attend had the opportunity to ask questions and converse with the candidates. This was the second such session in the last few months.

In the fall we will vote on the leaders who will move our community, our state, and our nation to the next level, whatever that will be. These luncheons present a great opportunity to learn more about some of these leaders. I am impressed with the quality and caliber of the people running for office, no matter the political leanings; they are passionate, well-spoken, and engaged individuals.

I recommend to you, our members, to remember that the MDA does more than Out to Lunch, Downtown ToNight, Brewfests, and the River City Roots Fest. We want an informed membership where it is easier to be engaged in the decisions and processes of downtown as well as Missoula as a whole by creating opportunities to learn. The more you know and understand, the better it is for all.

Please consider attending the  
*President's Message cont. on page 2*

**MCDC Adds \$5 Million  
to its Loan Fund**

Small business owners all over Montana should celebrate with the Montana Community Development Corporation for its recent good news. The MCDC's loan fund just received a \$1.4 million boost from the U.S. Department of Treasury's Community Development Financial Institution Fund. This award is intended to spur Montana's economic growth by providing funds for loans to small business owners. With this large financial installment, MCDC will advance its lending efforts and work with Montana business owners to create jobs and build economic vibrancy in their communities.

MCDC has also partnered with "Goldman Sachs 10,000 Small Businesses", to enhance MCDC's loan fund to \$4 million with an additional \$400,000 for capacity building. Senator Max Baucus helped Montana secure the funds through the Economic Summit held in Butte in 2010, where the MCDC was introduced to Goldman Sachs representatives. This year, Montana is the first state to be awarded funds dedicated to the advancement of small businesses in rural areas.

Said MCDC President Dave Glaser, "We are thrilled to bring this additional capital to Montana, with these funds, we now have the opportunity to do more for businesses throughout the state." "This initiative assures our ability to provide meaningful assistance to Montana business owners for years to come." Alicia Glenn, Managing Director and head of the Goldman Sachs Urban Investment group, also sees promise in Montana's economy.

"Montana is home to strong  
*MCDC cont. on page 2*

**2012 Board of Directors**

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MDA Staff

Linda McCarthy .....Executive Director

Colin Hickey ..... Marketing & Events Director

Jenny Mueller .....Program Director

Robert Giblin .....Bookkeeper

Julie Walsh .....Administrative Coordinator

*President's Message cont. from page 1*  
 next membership luncheon, the next Downtown on Tap, and/or the next morning Coffee Talk—which by the way, is a great networking opportunity. The times and places are enclosed in this newsletter. These events offer opportunities to learn more about what is happening and to learn more about other members or prospective members of the MDA. The staff of the MDA does a great job of organizing them and the hosts of the events do a great job putting them on. We are a fortunate membership organization to have so many willing to step up and provide a location, food, drink, and discussion for the rest of us. Take advantage of these monthly events, you will not regret it. •

*MCDC cont. from page 1*  
 communities and entrepreneurial spirit that will make this program a success here."

Businesses can apply for these funds through MCDC's standard lending program and are encouraged to call 728-9234 for more information. •

## MDA Committee Meetings

### Advocacy

Tuesday, September 11  
 4-5 pm MDA Office

### Caras Park Improvements

Thursdays, 10-11am  
 MDA Office

### Marketing

Wednesday, September 26  
 10-11 am MDA Office

### Master Plan Implementation Team

Thursday, September 21  
 12-2 pm at MRA Conference Room

### Membership

Wednesdays, September 19  
 4-5 pm MDA Office

### Parade of Lights

Wednesday, September 19  
 4-5pm MDA Office

## Montana Brewers - Host Oct 6 Brewfest in Caras

The Montana Brewers Association will be in Caras Park for the 4th Annual Montana Brewers Festival on Saturday, Oct. 6. Over 20 Montana brewers with more than 60 different Montana-made beers will be on display as four musical acts (John Floridis, The Growlers, Chele Bandulu, and Kung Fu Kongress) entertain local craft beer lovers.



The brewers will be unveiling their own 2012 Festival Release Beer, a brand new beer brewed by each brewery for this event. The 2012 Festival Releases will be tapped at 1pm and 4pm so everyone can have a taste.

The brewers will hold their first official Montana Brewers Conference the following Sunday and Monday at the Holiday Inn Downtown at the Park. They are coordinating a Sunday evening "pub crawl" in Downtown Missoula to support local taverns.

The Festival is from 1- 7pm, and tickets are \$12 for a tasting glass and 2 drink tokens. VIP tickets can be purchased online in advance for \$20, awarding early entry at noon and four drink tokens. Additional tokens are \$1. For more information, visit [www.montanabrewers.org](http://www.montanabrewers.org). •

## Signs of the Times

We love to keep our history alive here in Missoula, and the Historical Museum at Fort Missoula does much to accomplish this. Throughout 2013, the museum will be hosting Signs of the Times (A Trip Down Memory Lane), an exhibit that showcases over 250 vintage sketches of Missoula business signs circa 1945-1985. Linda Lennox, owner of Missoula's Walford Sign Company, is providing the original artwork and photographs featured in this exhibit, which she is co-organizing with Guest Curator Roger Bergmeier. The exhibit will also include sign technology, the art of

neon fabrication and inter-activities for families and children. Linda and Roger are seeking contributions from Missoula businesses to make the exhibit possible. If your business is willing to donate, your contribution will be acknowledged on the "Wall of Honor." Gifts to the Friends of the Historical Museum at Fort Missoula are tax deductible, and the Friends' EIN number is 81-0373490. If you have questions, please contact Roger at 240-0085 or [rogerb@dishmail.net](mailto:rogerb@dishmail.net).

## Volunteers Needed For Bike Ped Counts

The Missoula Metropolitan Planning Organization (MPO) is looking for volunteers to help with this fall's non-motorized traffic counts.

Twice each year Missoula counts the bicyclists and pedestrians on the roads, paths, trails and sidewalks throughout town. This is a 100% volunteer effort. The Fall count dates will be:

Tuesday, Sept 11, from 4 pm-6 pm  
 Saturday, Sept 15, from noon-2 pm

Please consider donating two hours of your time. Bike and pedestrian traffic data tells us which bike and pedestrian facilities are being used and how heavily so that we can plan for expanding and improving our non-motorized system.

Call 258-4989 for more information. A volunteer appreciation lunch will be provided after the Saturday counts. •

## Welcome New Members

### Missoula Economic Partnership

James Grunke 541-6461  
 2501 Catlin Plaza, Suite 205  
 Missoula, MT 59801  
[www.missoulaworks.org](http://www.missoulaworks.org)

### Consumer Direct Management Solutions, Inc.

Greer Woody 532-1900  
 125 Bank Street, Suite 200  
 Missoula, MT 59802  
[www.ConsumerDirectCare.com](http://www.ConsumerDirectCare.com)

### Arthritis Foundation

Carrie Strike 461-8368  
 P.O. Box 8113  
 Missoula, MT 59807  
[www.arthritis.org/montana](http://www.arthritis.org/montana)

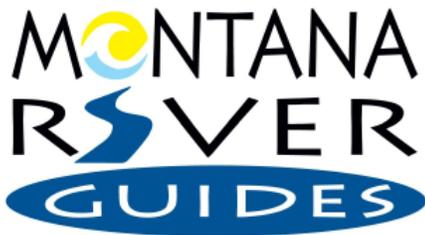
*Downtown Spotlight*  
**Montana River Guides**  
www.montanariverguides.com  
722-7238

Back in the old days, floating Al-ber-ton Gorge meant rafting, kayaking, or canoeing. Now, thanks to outfits like new MDA member Montana River Guides, the options have expanded to include inflatable duckies, river boards, and even stand up paddle boards (SUPs). The certified swiftwater rescue guides will take you down many of our Western Montana rivers for a company retreat, bachelor party, or family reunion.

What's SUP? Imagine standing on a surfboard propelled with a long paddle while rolling through a scenic flat water section of the Clark Fork. MRG can teach you how to stay on top of one and have a great time doing it. Recently clients on the river with MRG witnessed a bull moose swim across the river right in front of them while on their stand up paddleboards.

MRG also offers youth adventure camps, as well as courses on swift water rescue and raft guiding. Open since 1994, Montana River Guides provides a variety of ways for novice river runners and seasoned experts to enjoy local Montana rivers. Find them on Facebook and visit their website at [www.montanariverguides.com](http://www.montanariverguides.com) for more details.

*Tim O'Leary, The Kettlehouse*



## E-Marketing Grants Available

The Montana Office of Tourism is now offering \$150,000 in grant funds for e-marketing at tourism-based businesses and organizations. Grants are to be used for the creation or enhancement of e-marketing. "Establishing a successful online presence has become a major component in effective business marketing," said Dore Schwinden, Director of the Montana Department of Commerce. "It is critical for Montana businesses to be represented online." The application can be found at [www.travelmontana.org](http://www.travelmontana.org) and is due December 14. •

## Branding Workshops

The Missoula Downtown Association will be holding two Downtown Branding workshops in September. The workshops for members and other Downtown businesses will be conducted by MaryEllen Campbell. These workshops are free to members and offered at a nominal fee of \$20 to others. This fee can be applied to an annual MDA membership if the participants joins within a week of the workshop.

The workshops will answer the question: "Why bother to brand?" Campbell will go over ways to tie your personal business brand to the efforts of Downtown Image brand.

Campbell and the joint marketing committee came up with the word "Connect" as the brand. The committee believes Downtown connects people in many ways through retail, art, history, entertainment, dining, professional services, lodging, outdoors, government and much more.

Don't miss this chance to learn from one of the industry's best.

The workshops will be held Thursday Sept 6, 12-1:30 pm and Wednesday Sept 12, 5:30-7 pm at the MSO Hub. Seating will be limited so sign up today by calling the MDA office at 543-4238 or email [mda@missouladowntown.com](mailto:mda@missouladowntown.com). One lucky member will win a two-month communications campaign. •

## Summer is over Festivities are not!

As the temperature starts to cool down, Caras Park continues to thrive with activity. September kicks off with the 14th annual Maverick Brewfest on Friday Sept. 7th. From 4 to 10 pm, The Missoula Athletic Council will be at Caras Park serving over 40 beers from the five-state region. Entrance is \$10 and includes a mug and three drinks. Sip additional beers for \$1 while enjoying food and live music.

On Sat., Sept. 8, the Montana Hemp Council holds its annual fundraiser aimed at increasing awareness of the many uses of traditional hemp. Come to Hempfest in Caras Park from 12-10:30 pm, and learn how hemp can be used as a viable economic resource.

This bustling weekend finishes off with Germanfest on Sunday, Sept. 9. This Missoula Cultural Council event is a celebration of German culture and Missoula's relationship with its sister city, Neckargemünd, Germany. The Bavarian Echos will provide Oom-pah music and folk dancing. The Shack Restaurant will provide Brautwurst and fixings, and traditional keg beer will be tapped by Jurgen Knoeller of Bayern Brewing. There will also be kids' activities, so bring the whole family!

Later on, party with Missoula Airport as it vies for Allegiance Airline services in Missoula. This event, Vote for Vacation, is on Thursday, Sept. 13, from 3-7 pm at Caras Park.

Celebrate Missoula's impressive civic spirit at Rock Against Racism on Friday, Sept. 14, and at the Jeanette Rankin Peace Center's annual Peace Party two days later, September 16. Closing out the month is Townsquare Media hosting Missoula 101 on September 29, where you can hang with fellow Griz fans as the Eastern Washington away game is broadcasted at Caras.

It's a busy autumn in Downtown Missoula, so enjoy what's in store for September and stay tuned as October nears.

Join us for the MDA's

# Membership Luncheon

Tuesday, Sept. 11  
11:30am - 1:00 pm

**MCT Center for the  
Performing Arts**  
200 North Adams St  
Downtown Missoula

Michael McGill,  
Executive Director and  
Terri Elander,  
International & PR  
Director will present  
updates and  
information on the  
international tour, local  
children's programming  
and the upcoming  
Missoula Community  
Theatre season!

The logo for MCT Inc. features the lowercase letters "mct" in a bold, sans-serif font, followed by "Inc." in a large, elegant, cursive script.

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

Please RSVP to the MDA  
office by Friday, Sept 7.

## Member Shout-Outs

### All American Trophy Turns 50

In June of this year, Randy and Colleen Rogers at All American Trophy reached a big milestone in their career - their family business celebrated its 50-year anniversary! In addition to trophies, they provide a wide array of engraving services. Happy 50th Birthday, All American Trophy!

### Blue Mountain Clinic Welcomes New Physician

In celebration of its 35th anniversary, Blue Mountain Clinic welcomes Dr. Joey Banks as its newest Family Practice Physician. Dr. Banks is relocating from Tanzania after completing a travel medicine certification program. With this new energy on the team, Blue Mountain Clinic looks forward to expanding the ways it serves the Missoula community.

### Downtown Shuffle

Three well-loved downtown businesses do the "downtown shuffle" in a round-robin move to new Higgins Ave locations this month. The Artists' Shop, Runner's Edge and Whippersnappers all find new downtown homes this fall.

Whippersnappers, relocated with sister-business, Twist at 127 N Higgins. In early September, the Artists' Shop, fine craft and art gallery, moves to its new home next door, at 127 N. Higgins. Following renovations, The Runners' Edge move to 306 N. Higgins. All three are locally-owned businesses that contribute to the vitality of the downtown community. •

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