

Missoula Downtown Lowdown



Connecting our Community

Promoting, Supporting & Enhancing the Vitality of Downtown Missoula for the Betterment of Our Community

April 2015

- Zero Waste Month
- Spring Fashion Fun
- Spotlight: Notorious P.I.G.
- Greenlight Back on Higgins
- Play it Missoula Pianos Return

Please share with friends and colleagues!



MissoulaDowntown.com



President's Column

by Heidi Starrett

Missoula Independent
hstarrett@missoulanews.com

Spring has arrived and it is busy time for all of us. In the MDA office it means a hectic time for the entire staff as we enter the summer event season.

It is true that Out To Lunch, Downtown ToNight and the Garden City River Rod Run don't happen until June. However, perhaps you've never thought about how it all comes together. There are months of preparation and planning that go into these events which have made our Downtown such a vibrant and unique place. Every year, the Missoula Downtown Association plans more than 70 public events for our community with the goal

of having as many admission free events as possible. We are proud to provide these long standing traditions to Missoula. It goes without saying that we could not accomplish this without the volunteers who give their time, skills and energy into making these events so successful.

Yes, you heard me mention this three months ago at the Annual Banquet, and I can guarantee you that this won't be the last you will hear me talk about the value of volunteering with the MDA. People volunteer for an endless variety of reasons. Many people want to gain experience, acquire new skills, meet new people or expand their network of contacts. Others just want to give back to the community of Missoula. They do it because it makes them feel good. No matter what your reason, I hope you will

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Winter BrewFest Ignites 2015's Event Season

Despite the cold February temperatures and the roaring Hell Gate winds, nearly three-thousand thirsty Missoulians came out to taste over 40 different brews from both local and regional breweries at the 2015 Winter BrewFest, Feb 27 at Caras Park.

The night was kicked off by emcees Mike Smith and Alanya Cherkas of the Trail 103.3 who introduced the first band Zeppo. By 7:30, when the next band Miller Creek took the stage, the pavillion was packed wall to wall. All 2,500 glasses were sold, nearly every keg was tapped out, and attendees were still enjoying the sounds of Miller Creek as clean-up began.

"It was one of the most successful Winter BrewFests to date and this event is clearly growing," said Kris-

ten Sackett, Marketing and Events Director for the MDA, "With nearly 3,000 people coming out, even in the middle of winter, it shows that Missoulians love their BrewFests and there isn't a better place to enjoy them than in Downtown Missoula. If this first event of 2015 is any indication, the MDA is going to have a great events season."

The MDA can't thank enough Kettlehouse Brewing Company and the Trail 103.3 for their sponsorship! Many thanks also goes out to those who volunteered their time - nearly 90 volunteers braved the cold to help make the 5th Annual Winter BrewFest a complete success!

Looking forward to the next MDA event? Save the date for Garden City BrewFest on Saturday, May 2 from 12-8pm in Caras Park.

President continued

consider volunteering for the MDA this year.

Beyond event committees, there are also opportunities for you to get involved on our mission committees. Currently, we are in need of members for the following event/mission committees: Out to Lunch, Garden City River Rod Run and Membership. Is this the year you decide to get more involved with the MDA? I hope so. Please reach out to our staff to get more information about these rewarding volunteer opportunities.

On a related note, this year the MDA has another exciting volunteer opportunity that we've never had before. The Special Olympics State Summer Games will be held in Missoula from May 19-22 and the MDA is excited to be a part of this event.

We've been asked to coordinate, host and staff the opening barbecue for 200-400 athletes, coaches, family members and officials on Tuesday, May 19 at Ogren Park Allegiance Field. This is a terrific opportunity if you don't have a lot of time to volunteer, but still have the desire to help out the MDA. We are very excited that the Special Olympics of Montana reached out to us, and we are looking forward to welcoming the participants and their families to our great city. If you'd like to learn more about this opportunity please contact our Membership & Events Director Topher Williams at topher@missouladowntown.com

For the Missoula Downtown Association "Connecting Our Community" means being an active participant in shaping our Downtown. I hope you will join us.

International Wildlife Film Festival Celebrates 28th Year, Starts April 19

This year's International Wildlife Film Festival includes over sixty films from around the world, from classics to recent festival favorites and a variety of events guaranteed to captivate and inspire.



There will be several family-friendly offerings including Wild-Walk and WildFest, daily children's matinees at the Dennison Theater, and our opening night family film pick Enchanted Kingdom.

The festival offers new and engaging work from the world's most talented wildlife and environmental filmmakers including a special Earth Day presentation of Planetary, a breathtaking film that examines humanity's future as a species. Additionally, in conjunction with the

School of Forestry and Conservation we will have a free presentation of Return of the River with filmmakers John Gussman and Jessica Plumb at the UC Theater.

The festival will also be revisiting classic environmental cinema when NextDoorPrisonHotel performs a live, original score for Pare Lorentz's pioneering documentaries, The Plow The Broke The Plains and The River. The featured film strand, Artists on Nature, examines the work of creatives who use the natural world, and what man has made of the natural world, as their canvas.

With plenty of opportunities for exploration, discussion, and insight, this year's event will welcome filmmakers, industry executives, scientists, conservationists and enthusiasts from around the world to participate in screenings, Q&As, panel discussions, roundtables, workshops, and other free events at The Roxy and The University Of Montana. Nurtured by the enthusiasm of Missoula's local community, this year's festival brings a world of issues and ideas to our community. wildlifefilms.org

MDA Committee Meetings

Advocacy

Wednesday, April 8
830-930 am

Downtown Partnership Office

Downtown ToNight

Thursday April 9 & 23
4-5pm Downtown Partnership Office

Garden City BrewFest

Wednesdays
4-5pm Downtown Partnership Office

Master Plan

Thursday, April 16
12-2 pm at 140 W. Pine

Membership

Tuesday, April 28
4-5 pm Downtown Partnership Office

Out to Lunch

Mondays
4-5 pm Downtown Partnership Office

Spring Fashion Fun

April 11, 3-7 PM Collective Sale

Come on down and shop 'til you drop at Missoula's collective pop up sale at the Top Hat! Featuring Betty's Divine, Bhavana, Cloth & Crown, Green Light, La Bella Vita, Mood Boutique, Laurel Creek, One Eleven, Olive and Iron, Velvet Bride, and Weyeka!

April 20-26, Missoula Fashion Week

This event will be hosted at various locations in the heart of the city and celebrate the incomparable style of Missoula. Restaurateurs and retailers throughout Downtown Missoula are collaborating to benefit the Downtown business community and showcase unique retailers by hosting events, classes, sales, fashion shows and more!

May 9, Mother's Day Eve

Mamalode is Missoula's national magazine for the trendiest of moms. Mother's Day Eve is a party for moms, by moms the night before Mother's Day, celebrating the sisterhood of motherhood with a day of pampering, shopping, learning, eating & drinking. **Please contact the MDA Membership and Events Director Topher Williams for more info.** topher@missouladowntown.com

Member Spotlight



by **Anders Brooker**

Runners Edge

Saint Louis BBQ is coming to town! The Notorious P.I.G. will be opening at 247 W Front sometime mid-April! As owner Burke Homes describes his venture here in Missoula, he "... was born in Saint Louis, MO and has been in Missoula for 7 years. It's my home and the place I love, so I knew I wanted to start something here. I always felt like I needed to share some part of where I was born with where I want to be, and, since the St. Louis Cardinals weren't moving to Missoula, BBQ was the obvious choice."

Burke learned how to BBQ from a

few world-famous Pitmasters in Saint Louis, MO. Skip Steele and Mike Emerson, of Pappy's Smokehouse and Bogart's Smokehouse respectively. Now he's bringing the recipes and techniques that have won the restaurants in Saint Louis the titles of "Nation's Best" to Missoula.

The concept is simple. They start from scratch every day at 4am, only cooking enough food for the day. When they sell out, they close the doors. The focus is on the process, the technique, the rubs, and the wood. Almost every single one of their dishes comes without sauce on it. They have 4 crazy-delicious sauces – which the customer gets to choose! They have the obvious favorites: ribs, pulled pork, brisket, and burnt ends. But, they, also serve lots of things that wouldn't come to mind when people think about BBQ: chicken wings, tri-tip, and ham. Home smoked pastrami and bacon as well!

The Notorious P.I.G. will be a great addition to our smokin' hot Downtown! Find them online at

thenotoriouspigbbq.com

April is #ZeroWasteMissoula Month

What the heck is going on with recycling and waste in Missoula? If you have ever wondered this, you can join many Missoulians who are hungry for clear information on how to improve waste and recycling practices in the Garden City.



In response, the Sustainable Business Council (SBC) has declared April 2015 as Moving Missoula Toward Zero Waste Month. To kick it off, the SBC will distribute a 40+ page online Toward Zero Waste Guide packed with information on recycling options, how-to articles, case studies, maps, and more. Whether

you are looking for signs to help organize your recycling or a business opportunity ripe for picking, the Toward Zero Waste Guide will be a resource for Missoula long after April. A condensed 24 page print Guide will also be available in select copies of the April 2nd Independent and at a full month of Toward Zero Waste events.

Check out MissoulaEvents.net/ZeroWasteMissoula for a full listing of Toward Zero Waste and Earth Day events. Join us for the MDA Luncheon and Coffee Talk on April 14 & 15. The April calendar is filled with tours, demonstrations, family activities, and more, all showcasing creative solutions.

Pick up a Guide, stop by an event, or visit the SBC website to learn how you can get involved in moving Missoula toward Zero Waste. By educating ourselves, our businesses, and our community, we can work towards a #ZeroWaste-Missoula.

Welcome New Members!

ASUM Transportation

Jordan Hess
University Center #105
243-4599
jordan.hess@mso.umt.edu

Genre Boutique LLC

Cheyenne Oliver
216 W. Main Ste 100
370-2906
GenreBoutiqueMT@gmail.com

Olive + Iron

Mandy Burns
806 W. Spruce
541-4766
info@oliveiron.com

Retailer Returns to Higgins

As of April 1, The Green Light will be back and re-opening at their original location on the corner of Higgins and Broadway in the heart of Downtown Missoula.



After suffering a unexpected flood at their Higgins location just 10 days before 2014's "Black Friday", The Green Light was forced to move to a temporary location just 1/2 block east on Broadway. Owner Sabrina Smith and her crew quickly made the transition in order to be open for the community and they rocked it for the holidays.

The Green Light is Missoula's premiere eco-boutique and healthy-living department store, proudly representing nearly 40 local artists, designers and craftspeople via jewelry, apparel, accessories, skin and body care, candles, and gifts! Also your [406] headquarters!

They are happy to announce their move back to the corner that they love so much. Join them on April 3rd (First Friday) featuring local painter, RandyZielinski, DJ music by Colin Hickey, and drinks from Summer Sun Garden & Brew.



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Promoting, Supporting & Enhancing the Vitality of Downtown Missoula for the Betterment of Our Community

**Pick Your Package
 Support Downtown**

Purchase Raffle Tickets & Win Packages Worth \$1000 or more.

The Missoula Downtown Foundation is holding a charitable raffle with 6 different packages, including an Auto package valued @ \$1235, a Family Fun package valued @ \$1019, a Sports & Recreation package valued @ \$1075 and several more available. Stop by the DMP office for more details on all packages. Tickets are \$10 each, 6 for \$50, or a lucky 13 for \$100. Drawing will be Friday, May 1.

**Pianos Return
 First Friday, April 3**



Starting on First Friday, April 3, look for the Play It Missoula Pianos in local galleries and coffee spots. Four pianos will be painted to be placed on Downtown sidewalks, and three additional pianos placed in other locations. Look for Play It Missoula Pianos to roll out on Downtown sidewalks on First Friday, May 1. For April painting locations, go to www.missoulacultural.org (MCC Events/First Friday). Thank you to the BID, the Missoula Community Forum, and the Missoula Downtown Foundation for program funding and First Interstate Bank, Dotz Piano, Jeff Stickney, and The Missoula Cultural Council for program support.



Shout Outs

A public meeting regarding the Front St. & Main St. two-way traffic conversion will take place April 14 at 6pm in the City Council chambers at 140 W. Pine.

The US Green Building Council (USGBC) Montana Chapter has awarded OZ Architects with a Sustainable Building Award for their work on the Garlington Building in Downtown Missoula. The 2014 Commercial Building Honor Award was presented to Principal Architect, Marty Noyd, at the USGBC Annual Summit in Big Sky, Montana on January 30.

The MDA brings International Speaker, Author & Business Strategist, Barbara Wold to Missoula on Thurs, May 7. She will share her global expertise in retail, consumer, hospitality and tourism strategies. More details will follow.

Celebrate Camp Mak-A-Dream's 20th Anniversary by attending "20 Years Under the Stars" an evening of Camp fun Friday, May 8th, 6-10pm at The Ranch Club Event Barn. Tickets are \$65/person, \$120/couple or \$600 for a table for 10 and can be purchased online at campdream.org or call 549-5987.

The MDA is hosting the Special Olympics Torch Run BBQ on Tuesday, May 19 at Ogren Park Allegiance Field. Come and join in the festivities that are the prelim to the opening of the Summer Games. We will be needing volunteers for various activities so if you are interested in helping please contact Topher at the MDA offices topher@missouladowntown.com

Please submit member shout outs by the 18th of each month to info@missouladowntown.com

APRIL 2015

more info at missouladowntown.com

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
#ZeroWasteMissoula Month			1 April Fools Day	2	3 First Friday Gallery Night	4 Passover
5 Easter Sunday	6	7	8	9	10	11 Collective Pop Up Sale 3pm @ Top Hat
12 Run for the Trees 9:45am @ Currents	13	14 MDA Luncheon 11:30am @ The Loft Front/Main Conversion Public Meeting. 6pm @ Council Chambers	15 Tax Day Coffee Talk 8am @ Energetechs	16	17	18 Clark Fork River Clean Up @ Caras Park IWFF Begins
19 Wildwalk Parade & Wildfest	20 Fashion Week	21	22 Earth Day	23	24	25 Orvis Down the Hatch @ Caras Park
26 MUD Earth Day Celebration @ Caras Park	27	28 Downtown on Tap 5pm @ Missoula Organization of Realtors	29	30		

MAY 2015

more info at missouladowntown.com

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					First Friday 1 Gallery Night Pianos Roll Out Commuter Challenge Begins	 2 Color Me Rad Saturday Markets Begin
3	4	5	6	7	8	9
		Give LOCAL Missoula Day		Barbara Wold Workshop		
10	11	12	13	14	15	16
Mother's Day		MDA Luncheon			Bike to Work Day	UM Commencement
17	18	19	20	21	22	23
		Special Olympics Torch Run BBQ @ Ogren Park Allegiance Field	Coffee Talk			
24	25	26	27	28	29	30
	Memorial Day	Downtown on Tap			JFK's Birthday	
31						



Member Socials **40 Years** CONNECTING OUR COMMUNITY

April 2015

Membership Luncheon

Tuesday, April 14 from 11:30am-1:00pm - **Loft of Missoula (119 W. Main St.)**



With Earth Day approaching, it is good to remind ourselves what it looks like to be environmental citizens. At our Luncheon at the Loft this month, you can be a part of the action making Missoula just a little more sustainable. Norma Nickerson with the Institute for Tourism and Recreation Research and Melinda Barns with Bike Walk Montana will be discussing the economic impacts of Bike tourism and how downtown can be more inviting to cyclists. Jenny Mish with the Sustainable Business Council will be discussing zero-waste month in Missoula. This is sure to be an informative and fun lunch, so we will see you there!
Please RSVP by Friday, April 10 at missouladowntown.com/RSVP

Coffee Talk

Wednesday, April 15 from 8-9am - **Energetechs (1001 S. 4th St. W, Ste 1)**



energetechs

Both the SBC and Energetechs are known for making Missoula a more environmentally friendly place. The Sustainable Business Council is celebrating April as Zero-waste Month in Missoula! Learn all about what it means to host a zero-waste event at this month's coffee talk hosted by Energetechs. Energetechs is a full service building contractor in Missoula. What really makes these folks special is their unparalleled ability to design energy efficient facilities. Come see their beautiful offices and make this month about being green!

Downtown On Tap

Tuesday, April 28 from 5-7pm - **Missoula Organization of Realtors (1610 S. 3rd St. W Ste 201)**



Join us for a drink and some appetizers at the Missoula Organization of Realtors! We will join them for their first time hosting Downtown on Tap and learn all about what they do! By functioning as a trade association, MOR works to provide programs and resources to the community. Whether you are a current property owner, or prospective owner, MOR has something for you!

Pulling together fun, friends,
and little doses of beer savvy....



APRIL 25 - MAY 2, 2015
missoulabeerweek.com



SATURDAY, MAY 2
CARAS PARK, 12-8PM
DOWNTOWN MISSOULA



40 Years
Connecting Our Community

70+ BEERS ON TAP
Wine Bar, Live Music, & Food
missouladowntown.com