

April 2017

- Missoula in Motion's New App
- Seersucker Bike Ride
- Spotlight: Bridge Pizza

## Garden City BrewFest Celebrates 25 Years



Where were you 25 years ago when the very first Missoula BRIW Fest kicked off? And yes, that was how it was spelled back in the day when it was started by Bayern Brewing, the Rhino Bar, the Iron Horse Bar & Grill, and Worden's Market. What started as a way to celebrate the burgeoning craft beer industry in Missoula/Montana, Garden City BrewFest is now a signature, must attend event in Missoula.

Gifted to the MDA approximately 20 years ago, Garden City BrewFest has grown to be an event that offers 70 craft beer taps, seven food vendors, three bands, 200 volunteers, and over 5,500 attendees on average every year. It's the oldest running beer event in Montana and has become the official kick-off to the warmer weather event season in Caras Park. If you stop to look around during the event, there are people talking and laughing, dancing the afternoon away, sipping their new favorite brews, eating tasty eats from local food vendors, or even sitting along the banks of the Clark Fork River watching the surfers take on the spring snow melt runoff at Brennan's wave – Garden City BrewFest truly encapsulates all that is great about Downtown Missoula.

This event has even helped nur-

ture the ever-growing Craft Beer Week. In fact, Garden City BrewFest is the grand finale to a week that celebrates what Missoula is quickly becoming well known for in not only the Northwest, but the entire country. Ryan Newhouse and Alan McCormick have done a fantastic job creating fun and exciting beer related events for all to enjoy. Craft Beer Week runs April 29 – May 6.

This year's 25th Annual Garden City BrewFest is being held on Saturday, May 6 from noon to 8pm in Caras Park. Many thanks to title sponsors Bayern Brewing Company and Farmer's State Bank for being a part of the event this year. The Trail 103.3 will again be the media partner and the Missoula Independent will produce the official guide to Garden City BrewFest and Craft Beer week (be sure to get your copy in the April 20th issue). We'd also like to thank Mclean Properties, Thirstgear, and Montana Distillery for supporting the event.

As in the past, all are encouraged to come to Caras – attending the event is free. Those 21 and older who want to sample beer can purchase a glass and three tokens for \$15. Additional beer tokens are 2 for \$3. Designated Drivers receive free water and pop for the duration of the event and a designated driver white wristband is available at each entrance.

Take the time on May 6 to come down to Caras Park and celebrate 25 years of the best brewfest that Missoula has to offer! More information can be found at [missouladowntown.com/brewfest](http://missouladowntown.com/brewfest).



[MissoulaDowntown.com](http://MissoulaDowntown.com)

### MDA Board & Staff President

Anders Brooker ..... Runner's Edge

#### Past President

Aimee McQuilkin ..... Betty's Divine

#### VP of Advocacy

Emily Kannady ..... First Security Bank

#### VP of Marketing & Events

Brooke Redpath ..... METTLE

#### VP of Master Plan Implementation

Ellen Buchanan ..... MRA

#### VP of Membership

Lynda Brown ..... Brown HR Consulting

#### Treasurer

Ben Wright ..... Montana CDC

### Board of Directors

Trent Baker ..... Datsopoulos, MacDonald, & Lind

Larry Brehm ..... A.I.A., Architect, PLLC

Lynda Brown ..... Brown HR Consulting

Dan Cederberg ..... Cederberg Law Offices, P.C.

Paige Livingston ..... One Eleven Boutique

Matt Ellis ..... Missoula Osprey/Uptown Diner

Anne Guest ..(Ret.) Missoula Parking Commission

John Horner ..... First Interstate Bank

Kim Klages-Johns ..... MSO Hub

Diane Lanning ..... Providence/St. Patrick Hospital

Scott MacIntyre ..... Badlander/GPA ATM

Brooke Redpath ..... METTLE

Chad Strickland ..... Liquid Planet

Katie Ghen Simpson ..... Bathing Beauties Beads

Bob McGowan ..... Student Services Assoc, RMSP

Tom Snyder ..... Five on Black

### Ex Officio Members

Rod Austin ..... Missoula Parking Commission

Corey Aldridge ..... Mountain Line

Shane Stack ..... MT Dept. of Transportation

James Grunke ..... Missoula Economic Partnership

### Downtown Partnership Staff

Linda McCarthy ..... Executive Director

Leidy Wagener ..... Membership & Events Director

Kristen Sackett ..... Marketing & Events Director

Robert Giblin ..... Finance & Administration Director

Sarah Ferguson ..... Operations

Karen Snow ..... Director of giving

Madeleine Hoyt ..... Customer Service

# Save the Date!

May 4, 2017



MISSOULAGIVES



## Missoula Downtown Foundation

**M**issoula Gives is a powerful and growing 24-hour giving event organized by the Missoula Community Foundation to grow philanthropy in the Missoula area by connecting donors to the nonprofits that make our town so special. Please consider choosing the Missoula Downtown Foundation in your giving plan on May 4-5. The MDF is a 501(c)(3) charitable nonprofit organization formed to fund projects that help keep Downtown Missoula vibrant and a place for all to enjoy.

### Missoula In Motion to Launch Website and App Encouraging Cheap, Efficient, and Healthy Transportation Options

**A**s Missoula's Downtown continues to flourish and the population continues to grow, we can expect more and more people traveling on our roads and parking on our streets and garages. Building new parking facilities and widening streets to meet increased demand cannot be done without also jeopardizing the unique character that defines our Downtown and makes it such an attractive place to do business. We know from communities throughout the nation that a city cannot build itself out of congestion or build enough parking struc-

tures to house everyone's vehicle. Instead, we must have a balanced approach that provides opportunities for people to bike, walk, bus, and carpool, so that we can maximize efficient use of our existing infrastructure and resources. Nowhere is this more important than in our Downtown, where land and space is at a premium, and where we need to focus on creating livable, attractive, safe, and diverse spaces that residents and visitors want to frequent.

Missoula In Motion has been promoting the use of sustainable transportation in the Missoula

*(continues right)*

Valley for 20 years and this April the program is getting a makeover. Missoula In Motion is launching a new and improved website and app that will include a number of easy-to-use resources and tools to help all Missoulians get to where they need to be using the cheapest, healthiest, and most efficient means possible. Among the most notable new offerings is a state-of-the-art carpool matching web platform where users can easily find and connect with co-workers or neighbors to set up convenient ridesharing. The new platform will also allow businesses and organizations to set up and organize their own transportation management programs. Creating individualized programs tailored to each specific workplace is a best practice in fostering long term, sustainable commute habits and has proven true in Missoula In Motion's annual Commuter Challenge, engaging over 1,500 employees each year.

Upgrades to the trip logging tool will make it easier than ever for commuters to track their commute habits and see corresponding calories burned, pounds of CO2 diverted, etc. Later this year, even more features will be added, such as "School Pool" rideshare coordination for families within individual schools and neighborhoods.

The new website and resources will be unveiled on April 10th: just in time for Missoula In Motion's Annual Commuter Challenge kicking off on May 1st! To learn more about the program, and how Missoula In Motion can help your business support sustainable transportation options, visit [missoulainmotion.com](http://missoulainmotion.com).



**missoula in motion**

## Bridge Pizza Earns Their Missoula Success Story Status

New Member Spotlight  
By Aimee McQuilkin

Betty's Divine

Most of us are familiar with one of our newest MDA members because they have been a family run business in Missoula for 20 years, turning out delicious hand tossed New York style brick oven pizza daily. But did you know that Bridge Pizza's high profile location at the corner of 4th and Higgins on the Hip Strip hasn't always been their home? Or that they have the smallest kitchen in town? I got a chance to talk with Matty Kurr, who answered a Craigslist ad four years ago for employment at Bridge, and is now their Director of Operations, or their "Doo." He filled me in on all sorts of fun details about Bridge Pizza and here are some of my faves:

It all began as The Bridge Bistro, a 90's fine dining establishment on the second floor of 515 Higgins founded by Shirley Juhl and Dave McEwan. When the old auto body shop across the street became available, and the downstairs



neighbors of The Bridge Bistro (The Crystal Theater) decided to move their VHS video rental shop over to it, Bridge partnered with them and put in a small kitchen where one could get a slice or two of pepperoni while renting a movie simply by tapping on a door. As the video rental industry declined, The Bridge took over the whole space and became what you see today.

Bridge serves a wide base of hungry Missoulians. It's pretty casual and is a great place to dine alone. Monday thru Friday, they gear up to serve anywhere from 75-100 Hellgate High School students who pile into the dining room, forming a line that snakes throughout. Pepperoni and cheese slices, as you might imagine, are the stars of the hour!

Did you know that Bridge carries more than just pizza? On a re-

cent visit my mind was blown by the soup du jour and the salad special - it was no different than what you'd see described at a trendy cafe in Portland! According to Matty, the best "secret" item on the menu is the Teriyaki Wings. They are served fresh, unlike most wing joints that flash cook them, plus the sauce is made in house. Order these next time you visit if you're not in the mood for pizza. My favorite sneaky item on the menu is their basic burrito. First, it's only \$6. Second, it's big enough for you to eat the other half for lunch the next day. And the pineapple salsa option is top-notch.

Bridge offers over 30 microbrews and keeps two rotating beers on tap. And did you know about their happy hour special? Any day of the week between 3 and 5 pm, you get a free 10 oz. beer with a slice of pizza and a free pint with two slices! Now that's a deal!

Locally and family owned they pride themselves on local ingredients. What could top that? How about another location? That's right, besides the DT Missoula spot and the one next to The Blackfoot Brewery in Helena, Bridge has recently closed in on the former Tower Pizza location in Mid-town. Here's to a Missoula success story! ■

## Missoula Art Park

### Dedication Ceremony to Honor Inaugural Artists, Partners, and a Commitment to Community

Missoula Art Museum, the City of Missoula, and Adventure Cycling invite the public to dedicate the Missoula Art Park on Friday, April 21 with a ceremonial tree planting and an artist reception to follow. Meet the inaugural artists of the Missoula Art Park, explore the sculpture installation, and celebrate at the museum with live music, food and refreshments. Adventure Cycling will offer free tours of their facility until 6 PM. The artist reception continues at Missoula Art Museum until 7:30 PM.

The Missoula Art Park will function as an outdoor gallery, featuring changing public art installations in a highly-designed park setting that communicates the museum's commitment to contemporary art

and community. The park was created by MAM in partnership with the City of Missoula and Adventure Cycling, with the endorsement of a broad spectrum of stakeholders, and thanks to the support of public and private grantors, and hundreds of businesses and individuals. It's a people's park in the best sense!

The inaugural exhibition in this newly created city park features art made with or inspired by bicycles in honor of MAM's partnership with Adventure Cycling. Artists Ann Appleby, Kim Reineking, Whitney Ford-Terry, Keith Goodhart, Jeremy Hatch, and Patrick Zentz will each create an artwork that incorporates or responds to the bicycle physically, conceptually, or abstractly. ■





## Welcome New Members!

### Mindfulness Coaching Works

Geraldine Carter  
259 W Front St  
(406) 241-1111  
[www.mindfulnesscoachingworks.com](http://www.mindfulnesscoachingworks.com)

### The Poke Sushi Bowl

Annie Kirk  
101 S Higgins Ave, Ste 5  
(406) 207-5418  
[www.thepokesushibowl.com](http://www.thepokesushibowl.com)

### Missoula Current

Martin Kidston  
P.O. Box 2935  
[www.missoulacurrent.com](http://www.missoulacurrent.com)

### Child Start Inc., Head Start

MaryPat Hertz  
1001 Worden  
(406) 728-5460  
[www.childstartinc.net](http://www.childstartinc.net)

### Big Sky Public Relations

Sheetal Evjene  
17 2nd St. E., Ste 214  
(406) 261-7665  
[www.bigskypublicrelations.com](http://www.bigskypublicrelations.com)

### Mary Donnelly, Realtor® – Berkshire Hathaway Homeservices Montana Properties

314 N Higgins Ave  
406-396-9152  
[mary.donnelly@bhhsmt.com](mailto:mary.donnelly@bhhsmt.com)

## Shout Outs

**Healthy Kids Day/Super Saturday Camp Signup** while celebrating fitness and healthy living with the Missoula Family Y on **Saturday, April 8!** This free event includes family-friendly activities, community partnerships, and more. Plus, it's the last day to receive summer camp discounts when you register for 5+ camps. Get more information at [www.ymcamissoula.org/healthy-kids-day](http://www.ymcamissoula.org/healthy-kids-day).

**Radius Gallery** presents its 2nd group show of all-ceramics **April 14 - May 20**. Viewing begins at 4 pm on April 14. This show features over 50 jaw-dropping functional and sculptural clay artworks by a dozen innovators, from emerging to master ceramicists of the region.

**Global Gauntlet: Montana World Affairs Council will be held Saturday, April 22 at 6:00 PM at the Doubletree Hotel Ballroom.** A trivia competition of global proportions! This fundraising event will benefit the Montana World Affairs Council. Teams of six compete to answer questions that test global knowledge of current events, geography, customs, culture, language, etc. This year, Maestro of Ceremonies, Darko Butorac of the Missoula Symphony, will be presenting the trivia questions. A guaranteed great time!

Whether you're an employer looking for workers to round out your staff or a job seeker who is ready for a new job, don't miss the **Missoula Job Service Career Fair April 27 at 3:00 PM at the Hilton Garden Inn**. This is Western Montana's largest career fair and it happens just once a year, bringing together about 100 employers with hundreds of potential employees. The job fair is free to the public and opens a half hour early for veterans. Come and introduce yourself to your next newest employee or boss!

MISSOULA  
Downtown  
CONNECTING OUR  
COMMUNITY