

# August 2017

- Roots Fest Returns
- This Month in Caras Park
- New Member: Big Sky PR
- Final Month Out to Lunch and Downtown ToNight

## River City Roots Festival Returns To Downtown

*Missoula's Signature Celebration to be held August 25 & 26*

On Friday, August 25, the Missoula Downtown Association will open the 12th Annual River City Roots Festival in the streets of Downtown. This year's festival will feature the award-winning John Jorgenson Bluegrass Band as the headliner Friday night, while New Orleans native Anders Osborne will close out the festival Saturday, August 26.

Roots Fest is admission free and full of family-friendly fun thanks to support from more than 30 Missoula-area businesses that sponsor the event. The festival celebrates all Missoula has to offer, including exceptional arts and culture, healthy living, sustainability, and local food and beverages. Major sponsors include the Missoulian/Missoula.com, the Trail 103.3, Gecko Designs, Big Sky Brewing, Bob Ward's Sports and Outdoors, Destination Missoula, and First Interstate Bank. ■

### Friday, August 25

11am-5pm.....FAMILY FUN FESTIVAL  
 11am-7pm.....ART SHOW  
 11am-10pm....FOOD COURT OPEN  
 2-10pm.....STREET BARS OPEN  
 12-10:30pm....MUSIC ON MAIN  
 6-10pm.....Boys & Girls Club  
 FAMILY CONCERT(Caras Park)

### Friday, August 25 - MAIN STAGE

12-12:30pm.....3rd Capo Kids & Satellite Jacket  
 1-1:30pm.....ZACC Rock Camp  
 2:30-4pm.....Rotgut Whines  
 4:30-6pm.....Taj Weekes & Adowa  
 6:30-8pm.....Ryan Shupe & The Rubberband  
 8:30-10:30pm..John Jorgenson Bluegrass Band

### Saturday, August 26

8:30am.....4-Mile Run  
 10am-3:30pm.FAMILY FUN FESTIVAL  
 11am-7pm.....ART SHOW  
 11am-10pm....FOOD COURT OPEN  
 12-10pm.....STREET BARS OPEN  
 12-10:30pm....MUSIC ON MAIN

### Saturday, August 26 - MAIN STAGE

12:30-2pm.....The Whizpops  
 2:30-4pm.....Malcolm Holcombe  
 4:30-6pm.....Ghost of Paul Revere  
 6:30-8pm.....The Band of Heathens  
 8:30-10:30pm..Anders Osborne

### Sunday, August 27

10am-5pm.....Roots Fest "Hangover"  
 Sidewalk Sale (Downtown Retailers)



**Many thanks to following additional sponsors who help make Roots Fest FREE for all to enjoy...**

Children's Dentistry of the Rockies • Opportunity Bank • Stockman Bank • Five on Black • Anchor Electric • Badlander Catering • Montana Distillery • NorthWestern Energy • Territorial Landworks • Mountain Line • HomeBase Montana • Farran Realty Partners • First Security Bank • Runner's Edge • DJ & A • Lithia Ford of Missoula • Good Food Store • Holiday Inn Downtown • Dorsey Whitney • LumenAd • RDO Equipment • First Montana Bank • Red's Bar • Grizzly Liquor • George's Distributing



MissoulaDowntown.com

## MDA Board & Staff

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### Past President

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 Shane Stack.....MT Dept. of Transportation  
 James Grunke ..... Missoula Economic Partnership

### Downtown Partnership Staff

Linda McCarthy ..... Executive Director  
 April Sommers.....Membership & Events Director  
 Kristen Sackett ..... Marketing & Events Director  
 Robert Giblin... Finance & Administration Director  
 Sarah Ferguson ..... Operations  
 Karen Snow..... Director of Giving  
 Kalina Wickham ..... Customer Service

## This Month in Caras Park

MISSOULA SYMPHONY  
ORCHESTRA & CHORAL

**Symphony in the Park**  
Sunday, August 13  
7pm



**Bayern & Rhino 30<sup>th</sup>  
Anniversary**  
Saturday, August 19



**Roots Fest - Family Fun Fest**  
Friday & Saturday August 25-26

## Welcome New Members!

### Great Burn Brewing

Greg Howard & Diana Garrett  
2230 McDonald Ave  
(406) 240-1785  
www.greatburnbrewing.com

### Dirty Treasures

Jhawn & Misty Thompson  
112 S. Garfield  
(406) 543-0658  
dirtytreasuresmt@gmail.com  
septicpumpingmissoula.net

### William & Sherry McLaughlan

Individual Members



## Treat Your Staff!

Caras Cash can be used at Out to Lunch and Downtown ToNight to purchase food or beverage at any vendor, including the bar at Downtown ToNight. They work hard all year....treat them to lunch or dinner! Sold in \$5 increments. Call the MDA office at 543.4238 to order today!

## Help Keep 'A Carousel for Missoula' Turning

By Theresa Cox

The Carousel's grand opening, on May 27, 1995, was the beginning of a new time in Missoula's history. The Carousel helped turn the City's sights toward the majestic Clark Fork River and it quickly became a landmark on the river trail and a focal point for the entire community. Many of you helped with the creation of the Carousel or Dragon Hollow, through financial support or donations of labor, materials or services. Thank you for being part of our past and our present.

While the Carousel often enjoys a helping hand from the City, we do not receive any financial operational support from any city, state or federal government. We keep the ponies fed and ready to go through our own operational income, and your tax-deductible donations.

We are creating an endowment to ensure the long-term viability of the Carousel and Dragon Hollow, while also raising approximately \$75,000 each year to support op-



erations. Here are just a few of the ways to support the Carousel operationally and for the long-term:

- Name a space in our building
- Sponsor an event or a program
- Adopt a picket in Dragon Hollow
- Make a direct donation to A Carousel for Missoula Foundation, Inc. The Foundation is a 501(c)(3), so your contribution is tax-deductible.
- Ride the Carousel, shop in our gift shop, and send your customers to see us

We cherish our place in the Missoula community. Thank you for recognizing we are in this together. When we support each other as we are able, we create a stronger and more welcoming community. ■

## Connect to Your Community By Attending a Missoula Downtown Association Monthly Social!

### Luncheon Hosted by MUD & Home Resource

Tuesday, August 8  
11:30 am - 1 pm  
1527 Wyoming Street  
\$13.00

Have you been to Missoula's sustainability strip? Join MUD Project Director Ellie Costello and Home Resource Executive Director Katie Deuel for a tour and discussion of the evolution of Missoula's sustainability efforts.

RSVP at [missouladowntown.com/rsvp](http://missouladowntown.com/rsvp)

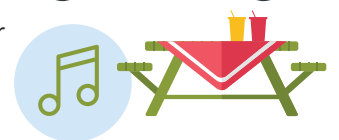
### Downtown on Tap Hosted by The Roxy Theater

Tuesday, August 29  
5 - 7pm  
718 S. Higgins Ave.

The Roxy is getting a make-over to bring her back to her historical, Art Deco aesthetic. Come see all of the latest updates and hear about the Roxy's ongoing efforts to restore and enhance the experience of going to the movies in Downtown Missoula.

## There's Only 4 More Weeks of Out to Lunch & Downtown ToNight!

If you haven't made it down to Caras Park from 11:00am-2:00pm on Wednesdays and 5:30-8:30pm on Thursdays, what are you waiting for?!? It's the last month of our summer series....you don't want to miss what we've got in store!



**New Member Spotlight**  
**By Courtenay Sprunger**

*Big Sky Public Relations*

At Big Sky Public Relations, the vision is simple: To use our communications expertise to foster stronger communities, in turn providing growth and opportunity for our friends and neighbors.

Our goal is to work with organizations that serve communities, whether by promoting economic development, improving infrastructure, or extending a hand to those in need. Specifically, we provide public involvement/awareness, media relations, marketing and media-buying services to our clients. Basically, we've boiled it down to this: We work hard to get people saying good things about you. Then we teach you how to keep them saying good things.

Founded in 2008 by Montana native, Courtenay Sprunger, Big Sky Public Relations has a state-wide client base. In Missoula, we are currently coordinating public awareness efforts for the Montana Department of Transportation's Madison Street Bridge Rehabilitation. Headed up by prime contractor, Frontier West, the project showcases the strong collaborative capacity of the Missoula community. Inspired by that example, we look forward to future opportunities to ease the community challenges arising with progress and development *(continues right)*



In addition to the Madison Street Bridge Rehabilitation, our team has worked with (or currently serves) a panoply of state and area organizations. They include Flathead County Economic Development Authority, Kalispell Chamber of Commerce, Knife River, Schellinger Construction, Frontier West Construction, Oftedal Construction, Glacier Park International Airport, The Event at Rebecca Farm, Montana's Outdoor Legacy Foundation, Child Bridge, Coolworks.com, Sletten Construction and LC Staffing, among others.

The team at Big Sky Public Relations is grateful to play a progressive role in a state known for its pioneers, homesteaders, and trailblazers. It is because of the amazing Montanans who have sacrificed, dreamed big dreams and dared to step out that we were able to build Big Sky Public Relations as a Montana business. Through our work, we hope to be a contributing force for the next generation.

We would love to learn more about your organization. To connect with the team at Big Sky Public Relations, visit [www.bigskypublicrelations.com](http://www.bigskypublicrelations.com), email [info@bigskypublicrelations.com](mailto:info@bigskypublicrelations.com), or call 406-261-7665.■

**How is the MDA Connecting Our Community This Month?**

- **Advocacy:** focused on improving safety in Downtown, exploration of additional parking kiosk amenities, tracking construction projects and street closures in Downtown, and preparing for the upcoming city election.
- **Master Plan:** preparing to launch a fundraising campaign to update the plan in 2018. Continued work to implement multiple components of Wayfinding, including the information kiosks. Seeking a new representative from UM to serve on the committee.
- **Membership:** production of a new edition of the Guide to Downtown Missoula, setting recruitment goals for the latter half of the year, improving member outreach and communications.
- **Marketing:** focus on summer events' outreach, growing social media connections, and preparing for a major overhaul of the Downtown Missoula website.

**Do Your Part to Help Our Downtown Trees!**

As temperatures continue to remain high and rain continues to remain scarce, the trees Downtown rely on us to help them stay healthy. If you own a business or live Downtown, show the trees near you some love and water them so they continue to bring beauty and shade to our Downtown area.



**Power Washing & Graffiti Removal Available!**

Hot water power washing and graffiti removal services are available to Downtown business owners and property owners throughout the Business Improvement District. Rates run between \$45 and \$65 per hour, depending upon the services needed. **To request services or get a quote for a project, call Daniel Tulk directly at 370-7540.**



**Symphony in the Park, a summertime MUST attend event, returns to Caras Park on Sunday, August 13 at 7pm. This year's performance will pay tribute to music from the silver screen with scores from Back to the Future, Indiana Jones, and Dances with Wolves.**

**Bring a picnic, bring a blanket, and be prepared to experience an unforgettable night in Downtown Missoula.**

**This event is FREE and family-friendly.**

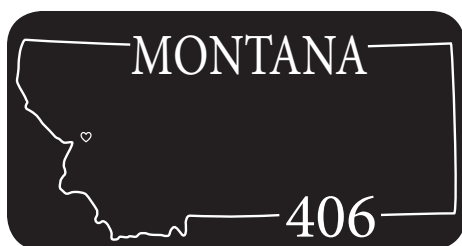
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## VOLUNTEERS NEEDED!

Roots Fest needs around 300 volunteers to help make the event a huge success. Help is needed with setup, volunteer check-in, beer pouring, any many more! Shifts range from 3-5+ hours.

All volunteers get a free t-shirt and free food and drinks in the hospitality area.

Please call 543.4238 or email [sarah@missouladowntown.com](mailto:sarah@missouladowntown.com) to sign up today!



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SUPPORT DOWNTOWN....



A FUNDRAISER FOR THE  
MISSOULA DOWNTOWN FOUNDATION  
[MISSOULADOWNTOWN.COM/MDF](http://MISSOULADOWNTOWN.COM/MDF)

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*Please submit  
member shout outs by the 18th  
of each month to  
[sarah@missouladowntown.com](mailto:sarah@missouladowntown.com)*

## Shout Outs

**LAST BEST CONFERENCE** is the only experience in Montana where eight, national speakers come together with 300 amazing people and share their stories of courage and what it takes to pursue their passion. LBCon was inspired by the incredible startup activity in Montana, across the state, and the Mountain West. The Kauffman Foundation has ranked Montana as #1 in startup activity four years running. Stakeholders from the across the state have worked tirelessly to get this conference off the ground. Held August 3-4. More information available at [lastbestconference.com](http://lastbestconference.com)

The **Missoula Relay For Life** will be held September 9 at Community Medical Center from 4 p.m. to midnight. It's easy to sign up a team or to walk - visit [Relayforlife.org/Missoulamt](http://Relayforlife.org/Missoulamt). If you are interested in being a sponsor, please give Sandra Marks a call at 406-240-8086 or email her at [Sandra.bill406@gmail.com](mailto:Sandra.bill406@gmail.com). Your participation in Relay For Life helps the American Cancer Society provide assistance to cancer patients in your community by providing rides to treatment, hotel rooms for out-of-town patients, and other care and assistance.

The oldest craft brewery in the state is turning 30! Bayern Brewery and the Rhino are pairing up to celebrate 30 years of business. Join Bayern Brewery and the Rhinoceros at Caras Park August 19th from 3-10pm for the **Bayern Brewery 30th Anniversary** featuring live music featuring Reverend Slanky and Royal Bliss. Food vendors and full bar provided by Rhinoceros Wine & Spirits Catering.

**The Western Montana Fair:** August 8-13, 2017. Wagon Wheels and Ferris Wheels Since 1879! The Fair is a very important part of the Missoula City and County economic structure bringing over 60,000 participants into mid-town Missoula. The Fair is held at the Missoula County Fairgrounds located on the corner of Russell Street and South Avenue in Missoula during the second week of August every year.

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