

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

Shopping Local Supports the Community

by **Pete Aklestad**

Exact Image

Think globally, buy locally. You have probably seen the expression, or something similar, many times. What does it mean to you when you are making your buying decisions?

When you are considering a purchase, do you go to the internet first? Is it because you can do so without leaving the comfort of your home? Do you assume online prices are always going to be lower? Is price the most important thing? Is weather a reason? Is parking a reason? Is it avoiding crowds? Who services the items you purchase online? What about returning something you purchased online? Can you buy it locally?



When I moved to Missoula in 1989 to attend the University of Montana, the landscape of Missoula, and Downtown in particular, was much different than it is today. There were a multitude of empty storefronts, Caras Park didn't remotely resemble the cultural hub it has become, and honestly, Downtown Missoula did not have much appeal.

Well, the transformation of Downtown Missoula and the city of Missoula in general is light years from what it was 25 years ago.

What the casual observer doesn't see is the turnover of businesses, many of them small. If you take the time to visit with small business owners, the threat to them is not local competition, because they will tell you competition makes

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Sackett new MDA Marketing & Events Director

Kristen Sackett is the new Marketing & Events Director for the Downtown Missoula Partnership.



In her new position, Sackett is responsible for the comprehensive marketing and communications on behalf of Downtown Missoula and the Partnership organizations: the Missoula Downtown Association, the Downtown Business Improvement District and the Missoula Downtown Foundation. This includes image and program marketing; event planning, marketing

and execution; communications; publications and more.

Originally from Williamson, New York, Sackett most recently served as the assistant marketing director for the University of Montana Athletic Department, where she was responsible for marketing and promotions for women's basketball, soccer and volleyball and also staffed game-day promotions for football, men's basketball and more. Prior to that, Sackett was the marketing coordinator for athletics at Yale University in New Haven, Conn.

Sackett has earned three college degrees: a B.S. in Exercise

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The Downtown Dialog should be shared with all your staff members! Please pass it around your office.

Supplee Family Gifts the MDF

The Missoula Downtown Foundation has received a wonderful surprise from a Missoula family dedicated to building community, local living, and economic and social enrichment. The Supplee Family has shown their appreciation and enjoyment of Downtown Missoula by donating a significant gift in honor of Corrine Supplee helping create and enhance the spirit and heritage of the greater Downtown area.



Corrine O. Supplee was born Corrine Olson, in Sioux City, Iowa. She was always very proud of her small-town heritage, which included tree-lined streets, a public library, Morn-

ingside College, and the Missouri River. After her marriage, Corrine moved to her husband Ted's hometown of West Chester, Pennsylvania, which shares many qualities with both Sioux City and Missoula. During the 1980s Corrine became extensively involved in a very successful movement to re-vitalize and enhance her new community. Had she been a tad younger than 90 when she moved to Missoula no doubt she would have actively supported the Downtown Foundation's many vital projects.

Corrine's daughters were struck by the similarities between Sioux City and Missoula when they moved here in the mid-1990s, and the family recently made a gift to both honor Corrine and support the Missoula Downtown Foundation. It's the Supplees' hope that their gift will help make Downtown Missoula even better for future generations as well as encourage others to donate any amount, or make a planned gift, to help continue building a vibrant city center.

MDA Committee Meetings

Advocacy

Tuesday, December 9
4-5 pm Downtown Partnership Office

Master Plan

Thursday, December 18
12-2 pm at 140 West Pine

Membership

Thursday, December 18
4-5 pm Downtown Partnership Office

Marketing

TBA
1-2 pm Downtown Partnership Office

Shop Local Continued

them all better. The threat is the amount of money that leaves our local economy via the Internet.

When you are enjoying the vast array of cultural events in Missoula, take a moment to look at who is sponsoring these events. What you will find is it is the local small business owner. When you attend a Griz game, take a look at the signage in the stadium. Again, it is dominated by local small business. When you attend your kid's soccer, football, little league game, etc.; take a look at the back of those jerseys. What you will find once again, it is the local small business owner who is sponsoring the team.

A friend of mine once told me one of the reasons he shops local, even though he knows he might save a few dollars online, or at a big box store, is he wants to be sure that business will always be there. I would ask that when you are considering a purchase, please give the local businesses a chance. I think you will be pleasantly surprised at what you find.



Missoula Bicycle Works a Top-Tier Bike Shop

Missoula Bicycle Works has been named one of America's Best Bike Shops for 2014 by the National Bicycle Dealers Association.



There are approximately 4,000 bike shops in the United States, and fewer than 300 were chosen to be named "America's Best."

Missoula Bicycle Works, owned and operated by Alex Gallego since 2001, began as a small service and repair shop in 1996. Service has always remained at the core of the business and the result was an expansion into sales of bicycles, parts and accessories. Steady growth and a desire to better meet the needs of customers and the greater community of Missoula led to expansion and a new location. Gallego purchased the former Sprouse-Reitz/Western Montana

Lighting building in 2004.

To be considered as one of America's Best each shop was asked to fill out a detailed application describing what sets them apart from the average store. Mystery shoppers then evaluated the business in more detail by visiting the store, reviewing their website, and contacting the shop by phone to assess the performance from a consumer's perspective.

The recipients of the America's Best Bike Shops title not only offer great shopping experiences, but are also rated on their support for their communities, as well as support for bicycle advocacy both locally and nationally.

Missoula Bicycle Works is a neighborhood shop located at the south end of the "Hip Strip" and is surrounded by an eclectic variety of restaurants, cafes and retail shops. They can be reached by calling 406.721.6525 or you can visit their website www.missoulabicycleworks.com

Member Spotlight:

blackcoffee ROASTING co. SINCE 2010

By John Horner

First Interstate Bank

Black Coffee Roasting Co. has moved. On November 24 the business is expecting to move from its current location on Wyoming St. to its new facility at 525 E. Spruce St.

I met with Matt McQuilkin at the new Spruce St. store and it is going to be quite a place. When walking into the large open seating area you will be hit with the tremendous smell of fresh roasting coffee beans that is being generated from the roasting ovens in the production area. This all inclusive store will offer a hot cup of the latest



blend along with bags of the various coffees. Matt explained Black Coffee Roasting buys beans from all over the world as they look for the best product available at that particular time. They don't like to be confined to any particular growing region. This allows them to offer unique, craft coffees. A particular feature of Black Coffee Roasting is they are 100% organic. They are proud of this feature and they recognize it allows them to offer specialty coffees throughout the year. As the fall season passes us by the latest craft offering, 'The Hunt' is giving way to the newest craft offering, 'Drift'.

Black Coffee Roasting can be purchased at several locations throughout Missoula. You can get more information and subscribe to their communications at blackcoffeeroastingco.com. Stop by the new store and welcome Black Coffee Roasting Co. to the MDA.

Welcome New Members!

Courtyard by Marriott Missoula

Katrina Watt
4559 N. Reserve
549-5260

kwatt@cymmissoula.com

Marketing Director Continued

Science and an M.S. in Exercise Science with a Sport Psychology Concentration from Ithaca College and an M.S. in Management of Sports Industries from the University of New Haven. She relocated to Missoula, Montana in August 2013.

"We are delighted that Kristen has agreed to join our team and help guide our efforts in marketing all Downtown Missoula has to offer," said Linda McCarthy, Executive Director of the Downtown Missoula Partnership (DMP). "We are confident her education and experience will be major contributors in our efforts to showcase the best of our community."

"I am extremely excited and grateful for the opportunity to work for the Missoula Downtown Partnership," Sackett said. "I fell in love with Missoula the first time I visited in May 2012, and now that I live here I can really see why the city is so enchanting. Being part of an organization that works tirelessly to improve the Missoula experience is an honor. I am looking forward to being more involved in the community and showcasing everything Downtown Missoula has to offer."

Sackett was selected from a pool of 51 applicants that collectively offered 64 college degrees amongst the group. Her experience in marketing, event planning and management, retail sales and social media, in addition to her college education, will be of significant service to the DMP and Downtown Missoula. She replaces Adam Reel and can be reached via email (Kristen@missouladowntown.com) or phone (543-4238).

CONNECTING OUR COMMUNITY

First Night Missoula, Dec 31

21st Annual New Year's Eve Celebration of the Arts

The Missoula Cultural Council is preparing for the twenty-first annual New Year's Eve community-wide, alcohol-free celebration of the arts. First Night 2015 will showcase 80 performances and activities in more than 30 venues throughout downtown Missoula, the University of Montana campus and Southgate Mall from 12:00 noon until midnight on December 31, 2014.



Music, theatre, dance, children's programs, visual arts, and more highlight this magical day-long event. The festival promises something for everyone, and includes free shuttle service for all participants provided

by Beach Transportation. Admission buttons are \$15 in advance (\$18 on December 31), with children ages 7 and under free, and starting in December will be available on line at www.missoulacultural.org/firstnight and at over 20 locations throughout Missoula and in the Bitterroot Valley. Volunteer and get a free button by calling 541-0860.

Special events include the Children's Parade of Hats at Southgate Mall at 1:00 p.m. (come any time after 12:00 noon, and the Mall will provide masks and decorations); Ice Carvings on the Courthouse Lawn; Rocky Mountain Ballet Theatre, Dublin Gulch, The Celtic Dragon Pipe Band, Salsa Loca, the John Floridis Trio, Tom Catmull & Radio Static, the First Night Spotlight High School talent competition, and the Grand Finale at the University Center with a choice the Ed Norton Big Band and the Drum Brothers.

Visit www.missoulacultural.org.



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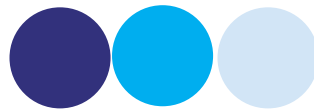
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Furoshiki: the Japanese Art of Gift Wrapping Cloth

This reusable gift wrap is also a guaranteed way to eliminate that mountain of single use wrapping paper and bows this holiday season! Join the Sustainable Business Council at a variety of Missoula events to learn furoshiki and other creative ways to make your holidays more meaningful. As a part of our Holiday Buy Local campaign, the SBC is encouraging Missoulians to take back the holidays by shopping at locally owned businesses. Think outside the box-store by picking up our Holiday Gift Guide complete with a list of SBC members, educational articles, and local gift ideas. A better giving season is on its way when we put less in the landfill and more in the hearts of our friends and family. To learn more about the SBC's Holiday Buy Local campaign and how the organization is advancing a vibrant local economy built on sustainable practices, visit SustainableBusinessCouncil.org.



Place orders in advance & check the merchant list online at missouladowntown.com



Shout Outs

The Green Light has relocated to 130 E. Broadway for the holiday season due to an unexpected flood and damage to their usual storefront. The Green Light will be carrying out its holiday operations in the retail space located at 130 E. Broadway, two doors down from Lake Missoula Tea Company in the Masonic Temple building.

A retirement party will be held in honor of Tim Wolfe, December 2nd 2014, 5:30pm, 1817 South Ave West Suite A. Tim began his journey back in 1983 when he founded Territorial Engineering & Surveying, Inc., which later merged with Landworks Consulting & Design in 2007 to form TLI. Tim has been a trusted confidant amongst the community leaders and fellow consultants and retires after over 30 years in service.

Missoula Symphony Orchestra and Chorus present the annual "Holiday Pops" concert. Don't miss Missoula's most popular holiday tradition as the orchestra and chorus ring in the season with a joyful and touching program of holiday favorites. December 6 at 7:30 p.m. and December 7 at 3 p.m. Dennison Theatre. www.missoulasymphony.org or 406-721-3194 for tickets and more information.

Momentum Breakfast: Employer Transportation Tax Benefits
Thursday, December 18 8:15-9:15AM @ Adventure Cycling Association
(FREE)RSVP to mim@missoulainmotion.com

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www.MissoulaDowntown.com