

December 2017

- Winter Fair Dec 16 & 17
- Thank You Donors!
- Hoilday Reflections
- MDA Annual Dinner: Jan 31



**President's Column
by Anders Brooker**
Runner's Edge
anders@runnersedgemt.com

The slogan "Shop Local" gets thrown around a lot, especially in Downtown Missoula this time of year. I love idea of shopping local and when I do make a purchase, these words are always on my mind. As a family, we work hard to try to spend our money Downtown and preferably at a locally owned business. This is not practical sometimes, and like most folks, I find myself on Reserve or Brooks looking for things we need. As someone who lives and works Downtown, I wish I could find everything right in front of me, but that can be unrealistic.

When "Shop Local" isn't in the cards, what if we would try to "Shop Missoula"? I believe most Missoulians care about their community and want to see businesses in Missoula thrive. Sometimes I wonder if we as businesses are not having the right conversation with customers? As I talk to fellow business owners, friends, and Missoula consumers, I think some find the idea of "shopping local" a bit daunting and, at times, not practical.

There are a lot of statistics out there about how much money stays in our local economy when a purchase is made at a locally owned business versus a national chain. The last one that I saw said:

- Spend \$100 at a locally owned business and \$68 goes back to the local economy.
- Spend \$100 at a national chain and \$43 goes back to the local economy.

I am not sure how accurate these stats are. But I do believe when you

buy online (from a business outside of Missoula), this money is gone and has a hard time making its way back to the Missoula economy. Money spent locally helps things like tax base and employ fellow residents and this is why it is so important to think about where we are making purchases.

Over the last few years, I personally, including our business, have made a few purchases outside of Missoula. I look back at those and am disappointed in myself. I preach spending money in Missoula and know the effect it has, but have not always followed through. What I can do for this holiday season and the coming new year is to practice what I preach. Below are a few ideas.

My family is asking what I want or need for Christmas. Some of them don't live in Missoula. Instead of a link to an online store, maybe I ask them to make a purchase in their own Downtown or local economy? Maybe better yet, I ask for a MDA gift card or one to a Missoula business.

I will also make a commitment to not make any Christmas purchases outside of Missoula. This may mean spending extra time to find those items.

As a business owner, I will make purchases (besides inventory) in Missoula. This includes everything from office supplies to items we give away at our events.

The above are just a few ideas that are going through my head. Whether they become a reality, I will continue to "Shop Local", but when I can't, I will try my hardest to "Shop Missoula." Who else is in? ■

Happy



Holidays



MissoulaDowntown.com

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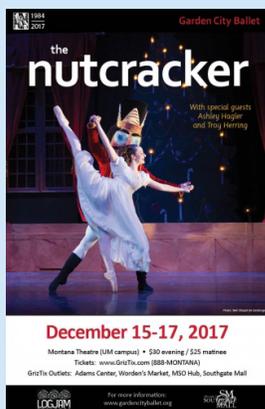
Karen Snow..... Director of Giving

Kalina Wickham..... Customer Service

Welcome New Members!

Clover Social Media
2734 Fleet Street
Missoula, MT 59808
Rebekah Cockrell
406-203-6441
cloversocialmedia.com

Two Men And A Truck
Devin O'Neill
1620 Rodgers St, 2
Missoula, MT 59802
406-251-9818
twomenandatruck.com/
movers/mt/missoula



Garden City Ballet celebrates its 33rd season of The Nutcracker, featuring over 100 local performers! This is truly a community event, as it welcomes dancers from all studios-Ballet Arts Academy, Downtown Dance Collective, On Center Performing Arts, Rocky Mountain Ballet Theatre, Show Tyme, and the University of Montana. Experience timeless choreography under the direction of Michele Antonioli (Professor, UM School of Theatre and Dance, and Founder, Ballet Arts Academy) who returns as Artistic Director. Full of holiday joy, fantasy and action, with a blend of Tchaikovsky's music and irresistible ballet, The Nutcracker is a classic enjoyed by generations of young and old alike! Performances will be December 15 (7:30pm), December 16 (2:00 and 7:30pm) and December 17 (2:00 and 6:00pm) in the Montana Theatre (PAR-TV Building) on the University of Montana campus.



Missoula Fairgrounds to host First Annual Winter Fair: Sat and Sun, Dec 16-17

As part of its mission to serve the community year-round, the Missoula County Fairgrounds and Glacier Ice Rink will host the first annual Western Montana Winter Fair, scheduled for Saturday and Sunday afternoons: December 16 and 17, 2017.

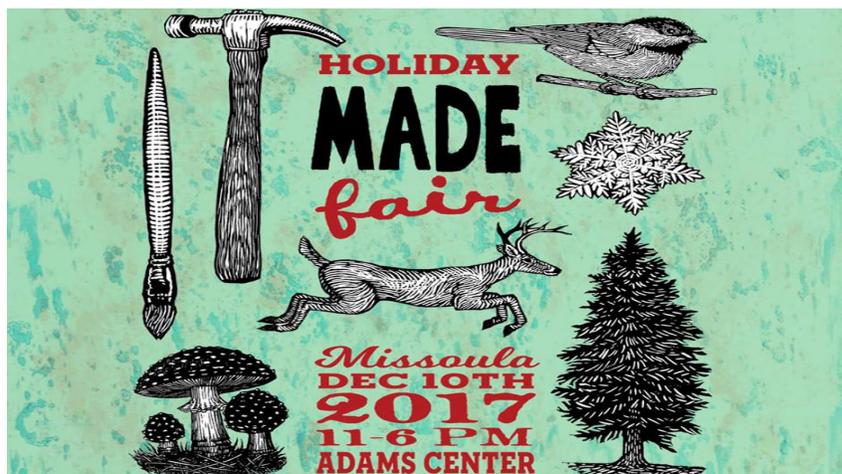
This new event will be free admission for all and offers fun for the whole family. The Winter Fair brings together many existing traditions, including The Missoula Lions Club Tree Sale, gift shopping for local crafts, many ice sports activities, and adds more interactive activities and giving opportunities for the community.

Just as the summer event helped fundraise over half-a-million dollars for local nonprofits, the Western Montana Winter Fair aims to gather charity groups from around the area to help raise awareness and donations for the giving season. *(continues right)*

Planned and Potential Activities Include:

- Carriage rides
- Free coffee and hot cocoa
- Giving opportunities through local charities
- Holiday gift shopping
- Festive drinks for kids and adults
- Hands-on crafts and activities—indoors and outside
- Ice sports demonstrations and holiday favorites such as 'Skate with Santa'
- Holiday tree sale
- Holiday folk
- Cross-country skiing and snowshoeing courses (snow dependent)
- Caroling and musical entertainment

For more information, contact Tom Aldrich, Production Manager at taldrich@missoulacounty.us.



Holidays Offer Time For Reflection and Thanks

A Message from Linda McCarthy
Executive Director, Downtown Missoula Partnership



The spirit of the holiday season makes me feel incredibly grateful for all the riches we have in our community. Downtown Missoula comes alive with lights and holiday décor as we prepare for the holidays, and our business owners give so much of themselves and their businesses in ways beyond measure.

When you need support for a cause, a gift for an auction, a raffle prize, a name on your list of supporters, or an in-kind donation of advertising, our Downtown business owners are there for you.

When you need someone to cater your event, provide a meal for a sick friend or complimentary beverages for a special meeting, our Downtown businesses owners respond to your call.

When you need volunteers for your project or a place for your daughter to do an internship or job shadow experience, our Downtown business owners are there to help.

One of the best benefits of membership with the Missoula Downtown Association is connectivity. Nearly 500 businesses in Missoula support the MDA because they believe in our mission to promote, support and enhance the vitality of Downtown for the betterment of our community. The MDA connects all Missoulians to the heart of our community through events, street décor, venues, marketing, networking socials, Downtown gift cards, advocacy, investment, busi-

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ness development, volunteerism and more.

It is the people and the places that make Downtown Missoula America's Great Neighborhood!

As we close our 2017, the MDA Board of Directors want to encourage you – our members – to refresh your commitment to making Downtown Missoula the best it can be. We encourage you to engage at a higher level with the MDA by sponsoring an event, serving on a committee, volunteering, advertising, and sharing our communications with your employees.

Remind your customers and employees that when they shop Downtown, their dollars circulate throughout the Missoula community seven times more than when they spend that dollar at a box store on shopping online. Thank them for investing their time and treasure in the heart of Missoula.

Remember that your investment in MDA projects and programs builds a stronger economy, brings people to our city center, and creates opportunities for engagement, creativity, and commerce.

Our Board of Directors and Staff are grateful for you – our members - and we thank you for your ongoing support. May you and your staff and families have a blessed holiday season.

SAVE THE DATE!

The Annual MDA Awards Dinner is Wednesday, January 31 from 5-8 pm at Missoula College
(1205 E. Broadway)

Mark Your Calendar and Make Your Nominations For:

- Downtowner of the Year
- Downtown Business of the Year
- Downtown Employee of the Year
- Committee Member of the Year
- MDA Board Member of the Year
- Volunteer of the Year

To make nominations visit missouladowntown.com. Nomination Deadline is January 12.



BID Offering Winter Snow Removal Services

Winter is coming..did you know the BID offers winter snow removal for a small fee throughout the winter? With both the Downtown truck and Kubota equipped with plows during the winter months, the BID maintenance team can plow almost any sidewalk, alley, or parking lot.

Contact Daniel Tulk, BID Maintenance Manager, at (406) 370-7540 for a preliminary assessment of your plowing needs and a quote. Pricing starts at \$45 per hour.



Give anyone the gift of Downtown with a Missoula Downtown Gift Card!

Accepted at close to 200 Businesses!

Available for purchase at the Downtown Missoula Partnership, MSO Hub and online at missouladowntown.com.

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

Shout Outs

When the Ghosts of Christmas Past, Present, and Future come knocking, where will you be? Those ghosts will visit Ebenezer Scrooge **Nov.30-Dec. 17 when the Missoula Community Theatre presents "A Christmas Carol: The Musical."** The Charles Dickens classic story, accompanied by the glorious music of composer Alan Menken ("Disney's Beauty and the Beast"), has become a new holiday favorite. MCT, Martinez, the cast, the crew, and all of the Cratchits, from Bob to Tiny Tim, invite you to get swept up in the glow of the Christmas spirit and human spirit. Watch Scrooge rediscover his humanity and the joy of giving and simple kindness. From Scrooge's first "Humbug!" of Act I to Tiny Tim's "God bless us, everyone!" in Act II, the wise and moving words of Dickens will come alive through the song and spectacle of live theatre. For ticket information visit mctinc.org.

The **11th annual Missoula Holiday MADE fair** will be filling the Adams Center with over 200 booths located on the balcony, arena floor, and upper gyms. Preview participating artists and non-profits by visiting their website and plan your route to check out all the amazing handmade creations. Support your local artist and purchase a gift that will be treasured for years to come. Come check out the talented artisans and makers on **Sunday, December 10th, 11am-6pm**. The Missoula Holiday MADE fair will include free entry, free parking, great food & beverage options, and plenty of room to shop.

The Stockman Bank Building is almost complete! The Grand Opening is week **December 18-22**. Visit www.stockmanbank.com and be sure to watch for more Grand Opening details!