

July 2016

- Spotlight: Copperopolis
- Sunday Streets Return
- Missoula Marathon
- New MDA Members



**President's Column
by Aimee McQuilkin**
Betty's Divine
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I was chatting with the barista at a coffee shop in Spokane last week, and when I told him I was in town from Missoula, he responded with, "That place is growing like mad, right?"

I was momentarily caught off guard. As we left, my friend leaned over and whispered, "No it's not." I gave this some thought and whispered back, "Yes it is."

It's true folks. Our town has decided to become a city.

As business owners and managers, we are overjoyed! This means a larger market, more customers, more added diversity to the Downtown shopping environment, allowing us to better compete against Reserve Street and online shopping.

But as we all know, this kind of infrastructure growth comes at a cost, and I'll forewarn you now, Downtown Missoula is going to be torn up over the next few years. First Madison, then Russell and finally Higgins Ave Bridges will all be rehabbed between now and 2020. Mid-market workforce housing for a generation that wants to be close to the amenities downtowns have to offer will be popping up in and around our urban core. Water main and electrical box replacements, one way street conversions, libraries, hotels...I predict that the upcoming construction and road closures will be unlike anything we've seen before.

I think of Todd Frank from The Trail head when I get nervous about Higgins Bridge being replaced and the thoroughway in front of my shop being off limits during my busy Summer season.

In August of 2004 The Trail Head relocated to a 100+ year old his-

toric warehouse building after an extensive complete remodel. The current location at 221 East Front Street is now near the center of new development in Downtown. This means that Todd hasn't seen one summer without a major construction project in close proximity for 12 years. With the Student Housing Project getting underway, the prospects of the library bond passing in the fall, and the new project beginning just down the block, this trend continues. Regardless, Todd remains positive, creative and engaged all while keeping a finger on the pulse of the ever-changing industry he is in and working hard to stay relevant. He pushes on through without complaint and is always a staunch promoter of Downtown. He has set a high standard that I know I will look to when the time comes.

Having the street closed or clogged or torn up in front of your business is a drag, but rather than getting caught up in the complaints and the frustrations, my advice to you is to do your best to remain optimistic. Try to remember the end goal is totally worth it! Start planning now ways you will deal with it and how you can collaborate with others on your block for better visibility during the rough times, and be sure to reach out to the MDA. It's times like these that we are your biggest ally and cheerleaders.

Brace yourselves, friends. As we blossom as a city, there may be a few growing pains, but that barista was right...Missoula is growing like mad. ■

MISSOULA Downtown CONNECTING OUR COMMUNITY



MissoulaDowntown.com

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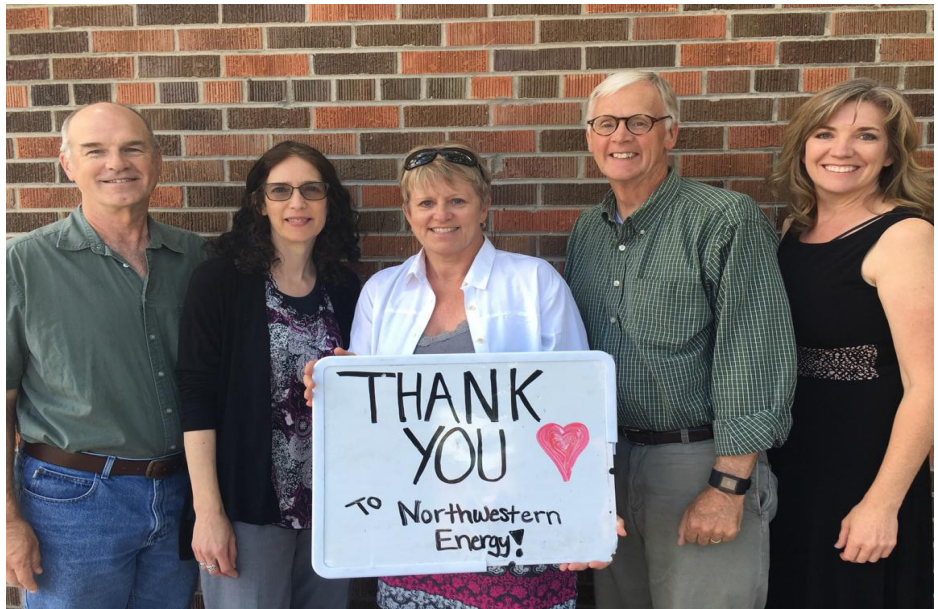
Supporting Roots Fest Good for Downtown Economy

With just eight weeks left until Missoula's Signature Celebration takes over the streets of Downtown Missoula, there is still opportunity to support the 11th annual River City Roots Festival August 26-27, 2016. This annual festival brings more than 15,000 people to heart of Missoula for a weekend of art, music, food, family fun and much more. This year's lineup includes Rodney Crowell, Darrell Scott, the Jeff Austin Band, Sol Driven Train, and Missoula's own Lil' Smokies and Whizpops.

There are several ways in which you can support the festival:

- Write a check. Your cash contribution helps keep the festival admission-free and available to all. The festival costs the MDA \$118,000 to produce.
- Volunteer. MDA needs almost 300 volunteers to staff this two-day event. Shifts are generally 3-4 hours, and all volunteers receive a Roots Fest t-shirt, cup, wristband, and food and beverages.
- Participate in the Roots Fest Hangover Sidewalk Sale, scheduled for Sunday, Aug. 28. We encourage all Downtown retailers and restaurateurs to host a sale or offer a discount.
- Buy Art. This year's festival will feature almost 30 regional artists, selling hand-crafted artwork.
- Attend. Missoula music, art and family festival is a great way to celebrate the end of summer and to welcome college students to or back to Missoula.

For more information on Roots Fest, visit www.rivercityrootsfestival.com or call the Downtown office at 406-543-4238. Your support of Roots Fest is valued and appreciated! ■



Board members of the Missoula Downtown Foundation show their heartfelt thanks to NorthWestern Energy for their generous \$10,000 donation towards replacing the canopy at Caras Park! NorthWestern's support continues to improve our community every year!

Sunday Streets Coming This Month!

Sunday Streets Missoula returns to Downtown on July 17 from 12 – 4pm. Higgins Ave. from the XXXXs to 5th St. will be temporarily closed to cars and filled with free activities for all ages, abilities and interests. Aerial art, live music, Yoga and Oula on Higgins Bridge, pickle ball, bike polo, four square and more! BIKEapalooza kicks off Sunday Streets at 12 pm.

New this year is a free bus shuttle courtesy of ASUM Transportation along South Higgins from the Lewis & Clark Transfer Center to Big Dipper. Sunday Streets goers are encouraged to utilize Dornblaser parking at South and Higgins and the ample parking at Lewis & Clark

Transfer Center. Bus service will run every 15 minutes. The last shuttle will be at 4:15 pm from Big Dipper back to the Lewis & Clark Transfer Center.

For more information about hosting an activity, volunteering or being connected to the 8,500+ participants, visit SundayStreetsMissoula.org and find Sunday Streets Missoula on Facebook. Volunteers are thanked with this summer's coolest t-shirt and lunch. Sunday Streets is the culminating activity of this year's inaugural Montana Bicycle Celebration. Join the fun Downtown Higgins Ave on Sunday, July 17th from 12-4 pm! ■



Copperopolis Finds a New Home in Downtown Missoula



New Member Spotlight By Heidi Starrett

Missoula Independent

Recently opened at 132 N. Higgins Ave., Copperopolis of Missoula offers shoppers a unique shopping opportunity in Downtown Missoula. In her search for "just the right place in Missoula", the variety of locally owned businesses and the overall atmosphere of Downtown, drew Owner Jodi McCarthy to open her second location in Missoula. McCarthy enjoys the tourists and local foot traffic her store attracts. McCarthy and her Manager, Lisa King, represent Downtown well with their warm and friendly top-notch customer service.

The store is a shopper's paradise, offering home décor and gifts for practically any occasion. Not only can you find a unique gift, you can also custom order a plethora of home décor items such as made in the US sectionals and sofas. Lamps, art work, table top decorations and unique accent pieces also round out the beautiful selection. Copperopolis of Missoula is the only shop downtown that offers one-of-a-kind copper art pieces and unique weather vanes.

As an added bonus, McCarthy and King are available to assist you in finding just the right accent piece for your home. They are both more than willing to lend their decorating expertise and impeccable taste to help you put the finishing touches on your design project. Whether searching for a unique gift or a decorative item for your home, you will undoubtedly enjoy a lovely shopping experience at Copperopolis of Missoula. ■



Missoula Gears Up for the Marathon

6,000 Runners Expected to Participate in a Weekend Full of Running

Downtown Missoula will come alive with runners the weekend of July 8, 9 and 10 during the 10th Annual Missoula Marathon. According to race director Tony Banovich, "We have a full slate of events on marathon weekend. We start with a low-key beer run on Friday at 6:00 pm. On Saturday we have the Missoula 5K at 8:00 am, Expo from 8:00 am to 4:00 pm and Missoula Kids Marathon at 10:00 am. Then the main events take place on Sunday morning – the Missoula Marathon and Half Marathon."

Almost 6,000 runners are expected to participate in one, or more, of the events over the weekend. All of that activity will take place in downtown, with Caras Park being the center of operations for the weekend. Higgins in front of the Wilma will host the start of the 5K and the finish of the Marathon and Half Marathons. "We've made a conscious decision to focus the weekend in and around downtown" says Banovich. "Being downtown helps us to create an unparalleled energy and level of excitement."

Now in its 10th year, the Missoula Marathon has won numerous

accolades over the years, including being named the Best Overall Marathon in the U.S. by readers of Runner's World in 2010. As a summer destination race, runners will travel to Missoula from all 50 states and 9 foreign countries. Banovich believes that the great community spirit is what has made the marathon so successful. "People from out of state are always blown away by the support and friendliness displayed by Missoulians. That's why we get people who come back year after year after year....they just can't get enough of this great community." ■

Welcome New Members!

Edward Jones Investments

Lucca Scariano

1215 S Higgins

(406) 542-8790

www.edwardjones.com

People's Republic of Health

Zoe Strauss

206 S 3rd St W

(406) 577-2650

www.prhacupuncture.com

How is the MDA Connecting Our Community This Month?

Advocacy

- Seeking funds for an additional Dedicated Downtown Police Officer.
- Working on the language for updates to the city dog laws.
- Tracking activity on the Missoula Mercantile.

Marketing

- The Downtown promotional video was completed and can be found on the website and the Missoula Downtown Facebook page.

Master Plan

- Presented Master Plan accomplishments and necessary updates.
- Major development and transportation projects on the horizon.

Membership

- New member recruitment is ongoing.
- Reaching out to members for donation raffle items for the Member BBQ. If you would like to donate an item, contact leidy@missouladowntown.com.

Events

- Out to Lunch and Downtown To-Night wrap-up the first month.
- River City Roots Fest sponsorship sales are ongoing.

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

Shout Outs

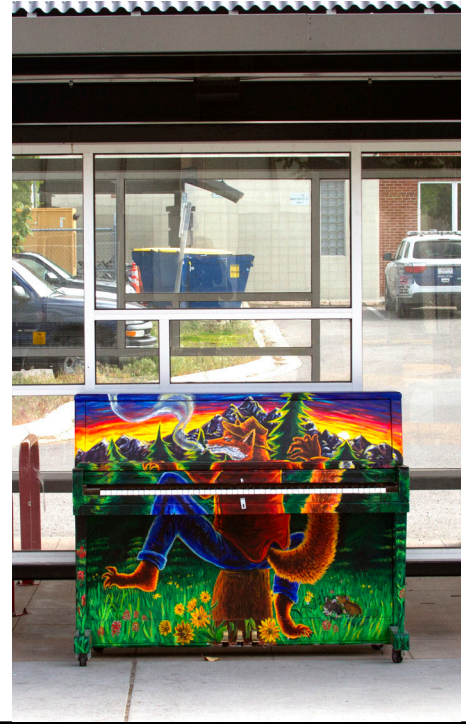
Will you have enough to retire? Will your retirement income last? Are your assets protected? Join us for **Retire Wisely – A Thrivent Financial Event** at Imagine Nation Brewing on July 11th at 6:30 pm. Mike Darrington and Karl Moritz will host this complimentary event, and will share how to manage six risks all retirees face: outliving income, inflation, unpredictable events, market volatility, income taxes and rising health care costs. To RSVP, contact the Thrivent office at 406-541-4665. Refreshments will be served. No products will be sold.

Celtic Festival Missoula is an annual celebration of great Celtic culture, focusing on music, dance and food. The mission is to perpetuate Celtic culture and to introduce the culture to future generations in Montana. The festival presents the culture both in its historical form, and as it has evolved into new and modern forms, such as Celtic Rock. Celtic Festival Missoula takes place in beautiful Caras Park in Missoula, alongside the Clark Fork River. Admission is Free. Next year's Celtic Festival Missoula is scheduled for Friday, July 29 and Saturday, July 30, 2016.

Planning has started for the annual fall **Peace Party**. This year will be a Celebration of the 30th anniversary of the Jeannette Rankin Peace Center held on Sunday October 16, 3-7 pm in the Home Arts Building at the Missoula County Fairgrounds. Sponsorships from local businesses and organizations are being sought for this gala event. Sponsors will get their name and logo on the poster and all event publications, a thank you at the event, publicity in the center and mailings from now until the event. The event will feature a local, organic dinner, auction and raffle prizes and entertainment by the Montana Women's Chorus. The Peace Center is also looking for raffle and auction prizes with the theme of "30" for example, \$30 worth of something or a group of thirty things, etc. To contribute, contact: Betsy Mulligan-Dague, peace@jrpc.org or 543-3955.

Markets and Flowers, and Pianos, Oh My!

Missoula Downtown is bustling with the sights and sounds of summer. Be sure to grab some fresh produce, smell the flowers and test your skills on the keys while enjoying the beautiful Montana summer!



Missoula's 10th International Choral Festival Scheduled July 13-16, 2016

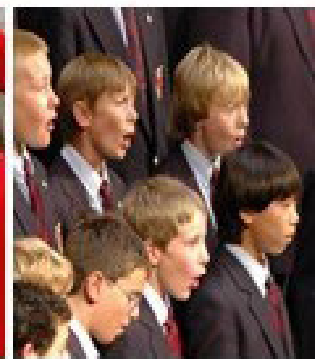
Missoula's 10th International Choral Festival is scheduled for July 13-16, 2016 and will feature 13 world-class choirs. Since 1987, this triennial Choral Festival has brought 5,546 singers from 45 countries to Missoula. Choirs participating at the 2016 Festival will represent the following countries: Hong Kong, Canada, Costa Rica, Estonia, Cuba, Poland, and Georgia along with U.S.

choirs from Washington, Iowa and Montana.

The Festival begins with free preview concerts on Wednesday, July 13 starting with "Out to Lunch at Caras Park"; then an afternoon concert at Southgate Mall; and ending with an evening performance at Bonner Park. On July 14 & 15, concerts will be presented in the afternoon and evening. The big Finale Concert, which

includes all choirs and a Parade of Nations, is scheduled for Saturday, July 16 at UM's Adams Center.

A concert admission button is a pass to all concerts. Buttons are available on the Choral Festival website. Buttons will be for sale at several Missoula locations as well as a few locations in the Bitterroot Valley. For more information, visit www.choralfestival.org.



Congratulations to Missoula's Anne Guest for the Recognition of her Work for the MPC



The International Parking Institute (IPI) announced its recipients of their 2016 James M. Hunnicutt, CAPP, Parking Professional of the Year award and Missoula's own Anne Guest, retired director of the Missoula (Mont.) Parking Commission (MPC) was one of two to have this prestigious award bestowed upon them.

The award, part of IPI's 10th annual Professional Recognition Program, was announced at the association's 2016 Conference & Expo, May 17-20 in Nashville, Tenn. It honors management-level professionals who direct an entire parking/transportation operation or manage multiple units within a department. Recipients are nominated by their peers and selected by IPI's Professional Recognition Committee.

During Anne's 20-year career, the MPC, grew into a full-service agency that builds and manages community parking and serves as a major player in local economic-development initiatives. Under her leadership, MPC was an early adopter of broader-access management strategies that actively support alternative transportation programs. Her understanding of the value of strong community engagement prompted its involvement with a wide range of community initiatives, agencies, and institutional organizations; this consistent, high-level engagement helped make the parking program into a respected community partner and leader.

MPC's state-of-the-art parking program, developed under Guest's leadership, led to the organization's

early accreditation in IPI's new Accredited Parking Organization (APO) program. Despite its fairly remote location, she helped MPC meet and often exceed industry standards, demonstrating that a quality parking management program can help contribute to a healthy, vibrant, and successful downtown.

Please join us in congratulating Anne Guest! ■

Tuesday Evening Farmer's Market Opens July 5

Since 1972, the Missoula Farmers' Market has been a staple of Downtown Missoula, and beginning this month folks can shop the market on Tuesday evenings. From July 5 through September 7, 2016, the Missoula Farmers' Market is open from 5:30-7 pm on Tuesdays at Circle Square on North Higgins.

The Tuesday Market offers a more relaxed shopping environment, and many Downtown restaurants purchase their farm-to-table supplies at the Tuesday Market. Parking is free Downtown after 5 pm, and Mountain Line runs until almost 10 pm. For more information, visit www.missoulafarmersmarket.com. ■



Member BBQ July 12

It's not too late to contribute a prize or donate a food/drink item to the MDA Member BBQ!

If you are interested in donating a prize for the raffle or refreshments for the BBQ, contact Leidy Wagener at leidy@missouladowntown.com

Wishing everyone a safe and enjoyable Fourth of July!



Special thanks to NorthWestern Energy for volunteering to hang the American flags from Higgins Bridge!