

# Missoula DOWNTOWN DIALOG

July 2013



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- Missoula Marathon
- Rock the Hood
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## President's Message by Todd Frank

The Trail Head  
tfrank@trailheadmontana.net

July is the month with everything. Long warm days, cool nights and much more consistently pleasant weather make July my favorite summer month. If you have not attended an event at Caras in July, you need to. The heartbeat of the community is happening in the park all summer long. As a member, I encourage you to spend some time at the park, have lunch or dinner and feel the pulse in the air.

At this point, the staff at the MDA office are in a sprint to October. They are an amazing group that deserves to be told what a great job they are doing, even when it's pouring rain during Out to Lunch. They are the living MDA, and they breathe life into everything we do as an organization. I encourage you to stop by an event and watch how it is run.

We are much more than events at the MDA, but to the community as a whole when you say, "I am an MDA member," almost everyone says "Caras Park rocks." Just remember – a big part of the reason it "rocks" is because the staff, board and membership stand behind almost every event in the park. This July, there are 19 events and 3 weddings at Caras. That is a major production 5-6 days every single week.

If you have not figured it out by now, my goal as president of the MDA is to get the membership and

## Celtic Festival Missoula

Join the wild cultural celebration of Celtic Festival Missoula in Caras Park on Friday, July 26 and Saturday, July 27. Admission is free and the Festival features Celtic dance, music and food. On Friday, the event begins at 5:30 pm with The Counsel General of Ireland announcing the opening ceremonies and goes until 10pm, featuring some fantastic Celtic Rock with the likes of The Screaming Orphans -- four sisters coming all the way from Donegal, Ireland to perform.



Starting at 9am Saturday morning, look for the ancient game of Irish Road Bowling just south of Missoula in Florence. Toss a 28-ounce cannon ball over a 1½ mile course in the fewest throws to win! Reserve a tee time for \$20 per team of two at CelticFestivalMissoula.com.

The main event on Saturday kicks off in Caras Park at noon and goes to 10pm. During the day, there will be Scottish bagpipers, Irish Dancers and some other great Celtic musicians to entertain you. There are lots of vendors to choose goods and food from, including The Silk Road and Sean Kelly's. Of course, there will be Highlander Beer and other beverages available. In the evening, turn it up a notch as we have more Celtic Rock, featuring The Fighting Jamesons, an award-winning band joining us from the East Coast.

Finally, on Sunday morning starting at 10am at K. Ross Toole Riverfront Park in Missoula, there will

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Michael Tree ..... Mountain Line

### MDA Staff

Melanie Brock ..... Acting Executive Director

Colin Hickey ..... Marketing & Events Director

Jenny Mueller ..... Program Director

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Julie Walsh ..... Operations Coordinator

(President's message cont.)

community engaged in what we do and inspire you to step up and help. I cannot tell you how to best serve your community or the MDA. That choice should be driven first by your goals and interests, and second by the community needs.

What I can tell you is that people tend to fall into two groups: those that are disengaged from the world around them or those who are active participants trying to shape the future. Which one are you?

(Celtic Fest cont.)

be the sport of Irish Hurling. This is a fast-paced game akin to field hockey and we are joined by 20 members of the Cascade Hurling League from Oregon. They will first put on a clinic to teach those interested in how to play the sport. This will be followed by a full hour-long demonstration game. Hurl it!

For a detailed schedule and more information about the Celtic Festival Missoula (or to volunteer!), visit our website at CelticFestivalMissoula.com. Again, admission is free. Cheers!

- Shannon Lukes  
MT Diva Foundation

### Missoula Marathon

The Missoula Marathon is coming July 12-14 for a full weekend of events! Run Wild Missoula has always aimed to produce an event anybody, runners and non-runners, can take part in. The weekend kicks off with the Marathon Beer Run on July 12, a free 3 or 5-miler starting 6pm at the Iron Horse. The Iron Horse will have drink specials and it's a great chance to meet runners from around the world.

Saturday the 13th is the Marathon Expo and Festival, an admission-free event for everyone at Caras, 8am-4pm. The Missoula 5k also takes place Saturday for the less intense athletes who want to compete in the weekend's fun. Also, the young ones will finish their 26.2 mile training program with the Missoula Kids Marathon at 10 am.

The big race on Sunday starts at 6 am, when runners begin their treks from Frenchtown (full marathon)

(cont. next column)

### Welcome New Members!

#### BeSpeak

Jennifer Briggs  
102 Tahoe Drive  
552-9690  
jenny@bespeakliteracy.org

#### Big Medicine Brewing Co.

Robert Rivers  
1310 Gerald Ave. # 5  
459-8993  
robert@bigmedicinebrewing.com

#### Eclipse Engineering, Inc.

Jesse Fortune  
229 East Front Street  
721-5733  
jfortune@eeimt.com

#### Market on Front

Ben Sokoloski  
201 E. Front St.  
bsokolos@gmail.com

#### TerraLuna Farms/Hot Saucer Sandwiches

David Colledge  
611 Feldspar Lane (Florence)  
360-0227  
david@terralunafarms.com

#### Trappings Studio

Melina Datsopoulos  
129 W. Alder  
721-4462  
melina@trappingsstudio.com

and Blue Mountain (half marathon). This year, they are expecting record participation (6,000) from around the world.

Although road closures can be an inconvenience, the financial impact of this nationally-recognized run outweighs any issues that may arise in the community.

A 2012 economic impact study revealed the Marathon brought over \$1.2 million into the local economy.

Runners appreciate the support of the Missoula community, so take this opportunity to welcome the thousands of visitors to our beautiful city and show them the uniqueness downtown offers. The event needs 900 volunteers, and if you'd like to volunteer, visit [missoulamarathon.com](http://missoulamarathon.com). If nothing else, come out and

### Rock the Hood Block Party

Bands, non-profits, and street-vendors are closing down North 1st Street to celebrate Northside /Westside Missoula pride. On July 20, the Zootown Arts Community Center (ZACC) hosts the 2nd Annual Rock The Hood Northside/Westside Block Party, an all-day festival recognizing the rich history and promising future of the oldest neighborhoods in Missoula. The block party will close down North 1st St. between The ZACC and The Stensrud building 12-9 pm.

Rock The Hood is the only annual event in honor of the Northside and Westside neighborhoods of Missoula.

In addition to a dozen bands and local talents taking stage, the block party works to educate Missoula about the organizations, resources, and businesses unique to the North and West sides.

The second year of this annual party will highlight the successes of the many contributors to the revitalization efforts in this previously disinvested and under-served Missoula neighborhood. It's come a long way over the past 15 years, and this block party is a well-deserved celebration.

There will be live music from Tom Catmull and The Clerics, Skinflowers, Vera and more. The party will also feature a Mister Rogers tribute by Jeff Medley, a Garden City Ladies Arm Wrestling competition, a performance by Unity Dance and Drum's ZACC summer camp, and craft vendors lining the street.

Activities for youth and adults include silkscreen printing of Northside/Westside Pride Tees with the ZACC, writing fun with Cutbank, throwing pots with the Clay Studio, flower pot painting with MUD and much more. Food will be available from Burns St. Bistro, Clove Cart Pizza Peddlers, and Big Dipper Ice Cream. Beer will be provided by Kettlehouse and Pabst.

Get involved by volunteering! For more info, visit [zootownarts.org/blockparty](http://zootownarts.org/blockparty) or contact Kia Liszak at [kia@zootownarts.org](mailto:kia@zootownarts.org).



CONNECTING OUR  
COMMUNITY

## Downtown Spotlight

### Big Medicine Brewing

bigmedicinebrewing.com  
459-8993

"The Country's First Combination of Microbrewery + Center for Positive Change:" that's how the owners of Big Medicine Brewing Co. describe their new venture. As they become part of Missoula's thriving brewing community, Fernanda Menna Barreto Krum and Robert Rivers want to provide a venue and vehicle to connect Missoulians who have common passions: the enjoyment of great beer and a commitment to positive social change in the world and our community. Their ultimate goal is to facilitate conversations among a diverse group of people about ways to collaborate and organize for social change, and to do it in a setting that will make it fun as well as productive. Fernanda and Robert want Missoulians to enjoy BMBC's handcrafted beer, but emphasize that the beer itself is not the end goal as much as it is a "fuel" to help nurture and open doors for relationships.

Fernanda and Robert bring their passion to Missoula along with a solid background of hands-on experience helping people all over the world learn and apply skills that effect positive social change in their communities. Why did they choose Missoula for their new business? Fernanda, a native of Brazil, and Robert from the U.S., have had ties with Missoula since 2008. Missoulians, they appreciate, love beer. And, in supporting over 700 non-profits, they see that Missoula has demonstrated an exceptional desire to foster change that benefits a diverse group of people in our community. They believe Missoula has the perfect formula to make their mission happen!

Big Medicine Brewing Co. will be open for business by 2014. Using a 7-10 barrel brewing system to produce smaller batches of beer, they will have 6-7 revolving beers on tap (cont. next column)



### MDA Committee Meetings

**Advocacy**  
No July meeting.  
**Caras Park Improvements**  
Thursdays  
10-11am MDA Office  
**Master Plan Implementation Team**  
Thursday, July 25  
12-2 pm at 140 West Pine  
**Membership**  
Thursday, July 18  
4-5 pm MDA Office  
**Marketing Committee**  
Wednesday, July 24  
10-11am MDA Office

in their taproom. The taproom will contain meeting space, and Big Medicine will sponsor workshops and activities to "create a common ground for sustaining social change."

Check out their website at [www.bigmedicinebrewing.com](http://www.bigmedicinebrewing.com); [info@bigmedicinebrewing.com](mailto:info@bigmedicinebrewing.com).

- Lynda Brown

Tamarack Management, Inc.

### Montana Pro Audio

Long-time MDA member Sound Creations has recently merged with two other companies to form Montana Pro Audio. With facilities in Missoula and Butte, Montana Pro Audio is a full-service production company that offers audio, lighting, video, staging, installations, rentals and DJ's.

Owners of the new company are Steve Jacobs, Alex Bruce, Ryan Johnston, Chris Henry and Jason Blanchard. The company continues to provide production for Out to Lunch and Downtown ToNight, as well as larger productions like those in the Adams Center, with a full-sized Meyer MSL4 PA rig



and digital Midas consoles. Montana Pro Audio strives to become the go-to production and install company on the I-90 corridor through Montana and the region. Experience includes tours with Ricky Martin, Blue Man Group and the Buddy DeFranco Jazz Festival, making MPA an exceptionally capable production company. Visit [montanaproaudio.com](http://montanaproaudio.com) for more.

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### Don't Miss the International Choral Festival! July 17-20

The International Choral Festival, which comes once every three years, welcomes 16 choirs visiting from South Korea, Costa Rica, Estonia and more!

Check out the schedule below and find details online at [choralfestival.org](http://choralfestival.org).

#### Wednesday, July 17

(all concerts this day are free)

Kick-Off Concert at Out to Lunch  
11am-2 pm

Showcase at Southgate Mall JC  
Penny Court 2:30-4 pm

ICF Youth Chiors at  
Bonner Park  
7-9 pm

#### Thursday, July 18

"Choral Insights from  
Around the World" at  
the Music Recital Hall  
9-11:30 am

"Meet the Choirs" no-host lunch at  
Caras 11:30am-1pm

Afternoon Concerts around town\*  
2-3:30 pm

Evening Concerts around town\*  
7:30-9 pm

#### Friday, July 19

Afternoon Concerts around town\*  
2-3:30 pm

Evening Concerts around town\*  
7:30-9

#### Saturday, July 20

ICF Finale Concert at the Adams  
Center 7-9 pm

\* Admission button required. These can be purchased online or at various outlets.

#### Get involved! Get Acquainted!

Host families are still needed for these travelers! Host families provide all breakfasts, lunches and some dinners; comfortable sleeping arrangements with privacy; and transportation to and from concert venues and social events. Visit the website to learn more about hosting!

MISSOULA  
Downtown  
CONNECTING OUR  
COMMUNITY



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 Fax: 406.543.9831

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 Missoula, MT 59801



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

**Wayfinding Info Now Online**

Wayfinding consultants MERJE Design presented three potential design schemes for the Missoula Wayfinding system at an Open House in June. If you were un-



able to make it, their PowerPoint presentation can be viewed on Destination Missoula's website at the link: <http://www.destination-missoula.org/pdf/Initial-Design-Concepts-Presentation.pdf>.

MERJE will be incorporating the feedback they hear this month into the final designs and will be back in Missoula for another presentation in late-Summer/early-Fall. If you have feedback or questions, please feel free to email [melanie@missouladowntown.com](mailto:melanie@missouladowntown.com).

**NEW Downtown Dollars!**

**\$5** out to lunch **DOWNTOWN TONIGHT**  
 Downtown Dollars  
 Out to Lunch Wednesdays 11am-2pm  
 Downtown ToNight Thursdays 5:30-8:30pm  
\*This certificate is good for \$5 toward the purchase of food and/or beverage at Out to Lunch and Downtown ToNight in Caras Park, Wednesdays and Thursdays June-August 2013. Vendors please treat as cash and return to the Missoula Downtown Association.  
 543-4238 [www.missouladowntown.com](http://www.missouladowntown.com)

Downtown Dollars can be purchased at the MDA office or at Out to Lunch and Downtown ToNight. Gift them to your employees to encourage them to take lunch at Caras, or use them as incentives or rewards. Downtown Dollars work the same as cash at Out to Lunch and Downtown ToNight all summer!



**Member Shout-Outs**

**Downtown ToNight is a Fourth of July Party!** Independence Day falls on a Thursday this year, so the MDA is inviting everyone to celebrate in the Heart of Missoula at Downtown ToNight. If you don't have plans to leave town, hang out with us at Caras Park, 5:30-8:30pm. Kung Fu Kongress will put on a great show, and the YMCA will have fun activities for the kids. So whether you spend the day floating, fishing or picnicking, make sure you get to Downtown ToNight for some dinner, drinks and a great time! You'll even have time to catch the fireworks show at Southgate Mall at 9pm. We're excited to see you there!

**Missoula Farmers' Market Adding Tuesday Evenings.** Beginning July 9, the Missoula Farmers' Market will take place on Tuesday evenings, 5:30-7 pm. This is in addition to its Saturday schedule, 9am - 1pm. The Missoula Farmers' Market is located at Circle Square on North Higgins. It gives Missoulians a mid-week opportunity to purchase local produce and plants and learn what various nonprofits are up to. More information can be found at [missoulasaturdaymarket.org](http://missoulasaturdaymarket.org).

**Don't Miss Kids Fest on July 30!** Missoula Parks and Recreation will host this celebration of kids and kids at heart on Tuesday, July 30, 10:30am-3pm at Caras Park. There will be activities all day for free!

Stay up-to-date by visiting [www.missouladowntown.com](http://www.missouladowntown.com).