

Missoula DOWNTOWN Dialog

July 2014



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

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President's Message

by Brent Campbell

WGM Group
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MDA board members and staff spend a great amount of time working on implementation of the Downtown Master Plan, unanimously approved by the Missoula City Council, County Commission, MDA and the Downtown Business Improvement District in 2009. Led by a committee comprised of 16 community members that meet monthly, The Downtown Master Plan has been an exceptional guiding tool for development, advocacy, funding allocations and much more. Here is an overview of what the Implementation Team has been focused on these past few months:

Riverfront Triangle: With assistance from the Tourism BID, the Downtown BID and the MDA, the City of Missoula and the Farran Group have taken on a feasibility study for a major conference center in conjunction with a hotel at the Riverfront Triangle, due west of the Orange Street Bridge. With expected completion this fall, the study will help us better understand what type of meeting business is being lost and what size of facility would be best suited for the community.

Front & Main Conversion: The feasibility study to convert Front & Main from one-way to two-way streets is expected to be completed this fall. Analysis is being done on the effects of the proposed conversion on the local economy, residential areas, motorized and non-motorized traffic flow, streetscape aesthetics, safety, parking, public transit, and air quality.

President's message cont. p2

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

Park Place Wins International Award

City of Missoula Press Release

Missoula's newest parking structure, Park Place, is one of seven winners in the International Parking Institute 2014 Awards of Excellence. Park Place won the Award for Architectural Achievement in the international competition, where it was called "visually striking" and honored for its energy-conserving, green features as well as its beauty.

"I was deeply honored and thrilled to receive this Award of Excellence on behalf of the Missoula Parking Commission and our new structure, Park Place," said Missoula Parking Commission director Anne Guest. "Missoula, Montana certainly held its own with this international recognition."

Park Place opened with a ribbon-cutting on March 1, 2013, at the corner of East Front and Pattee streets. The \$10 million public parking project was a joint venture of the Missoula Parking Commission and the Missoula Redevelopment Agency (MRA), both agencies of the City of Missoula. MacArthur, Means & Wells Architects of Missoula served as architects. The project team was Don MacArthur, Luke Jackson and Shane Morrissey.

The five-story building contains many green features, including state-of-the-art lighting systems, a high-efficiency elevator, infrastructure for electric car charging stations and one of the largest installations of solar panels in Montana.

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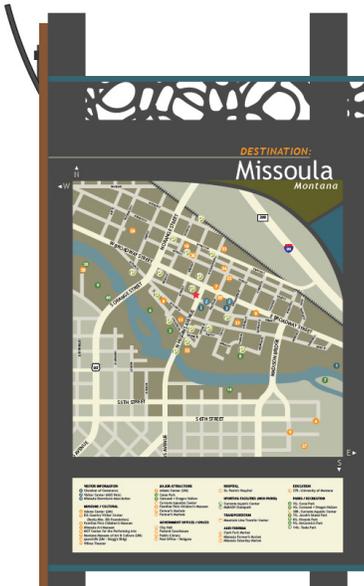
Robert Giblin Finance Director

Noreen Humes Community Development

Tom Aldrich Operations Coordinator

President's message cont.

Higgins & Madison Bridges: The Montana Department of Transportation just completed a major study of both the Higgins and Madison Bridges to determine their health and long-term ability to serve the community. Both bridges have been deemed structurally deficient and in poor condition. Major rehabilitation in the 1-5 year timeframe is expected to cost \$6-13 million for both bridges; bridge replacement in the 20-30 year timeframe would cost \$33 to \$46 million for both. MDA has worked hard to advocate for better bike-ped amenities and connectivity to the riverfront trail system. An interesting read, the study can be found online at www.mdt.mt.gov/pubinvolve/missoulabridges.



Wayfinding: The planning process for a community-wide signage system is wrapping up this summer, and Destination Missoula recently launched a new website (www.destinationmissoula.org) to complement the system. The Wayfinding Committee now transitions to implementation, which is expected to be phased in over the next 3-5 years. The system will include community and district gateways, vehicle and pedestrian signage, parking trailblazers, maps, kiosks, historical and cultural interpretive signs, and parks and trails signage. The Downtown portion is anticipated to cost about \$775,000.

Parking: Coming off the completion of the Park Place Parking Structure, which just won an international award for design this month (Congratulations MMW!), the final recommendation in the parking strategy is to replace approximately 1,200, 60-year-old meters in Downtown. Modernizing the meters will allow for credit card purchases, smart phone technologies, and continue to accommodate coins and short-term parking. The RFP process will commence this fall, and new meters will be a significant improvement for Downtown.

Housing: With an eye towards encouraging more housing developments in or near Downtown, our staff has created a task force to better understand the market conditions and impediments to downtown housing. Both national and regional trends indicate there is a desire to live closer to the urban core by folks of all ages, but financing a condominium project is extremely challenging across the country. With the Sawmill District ready for construction and Missoula College sited for East Broadway, more housing construction is expected to follow.

Silver Park: With a diligent eye towards redevelopment, the City of Missoula and its partners completed a 10-year cleanup of the former Champion Mill Site, celebrating with a ribbon cutting just last month. This 14-acre park continues the tradition of riverfront trails and parks in our community and brings significant recreation space and connectivity to Downtown.

These are just a few of the projects the Downtown Master Plan Implementation Team has been focused on in recent months. Led by MDA Vice President Matt Ellis, this group meets the third Thursday of every month from 12-2 pm. We are grateful for the commitment of those who serve on that committee. Please call the MDA office if you have questions about the Downtown Master Plan.

CONNECTING OUR COMMUNITY

MDA Committee Meetings

Advocacy

Tuesday, July 8
4-5 pm Downtown Partnership Office

Master Plan

Thursday, July 17
12-2 pm at 140 West Pine

Membership

Thursday, July 17
4-5 pm Downtown Partnership Office

Marketing

Thursday, July 24
1-2 pm Downtown Partnership Office

River City Roots Fest

Fridays
11 am Downtown Partnership Office

The MDA Thanks:

NorthWestern
Energy

For Helping Downtown Celebrate the USA

Downtown Missoula is an exemplar of the creativity and freedom celebrated in the democracy of the United States of America. As such, it is our duty to fly the colors of our country for the Fourth of July. Hanging flags high up on the Higgins Bridge is not for the faint of heart, especially if one looks down to the river. Because of safety concerns, using a harness and ladder is simply insufficient. Luckily, Northwestern Energy came to save the day! NWE trucks have built-in cherry picker lifts for getting up to power lines. They did the job with ease.

At the eleventh hour, Partnership staff were out of options with no solution in sight to hang the flags. Solutions from previous years fell through, and a group of volunteers stood ready with no means of orchestrating the job.

Just as it seemed there would be no flags this summer, a wonderful call came in. Northwestern Energy picked up the flags right away and hung them early in the morning on a peaceful Saturday. The MDA and BID thank Northwestern Energy for their dedication to our country and community.

Member Spotlight:



by Lynda Brown

Lynda Brown HRM Consulting

New to the MDA but not new to many Missoulians is Camp Mak-a-Dream. For 20 years, the Camp has provided cost-free, week long outdoor experiences for kids, teens, young adults and women who are cancer patients. Last year, Camp Mak-a-Dream added "sib" camps for kids whose siblings or parents are dealing with cancer or have lost family members to cancer. There were 46 children at the first session in 1995, and this year over 400 people will enjoy activities including a zip line, arts and crafts, and sports at 10 camp sessions. RAT-POD, a popular bike ride from Dillon through the Big Hole Valley, is one of the Camp's major fund raisers,

As Executive Director Laura Bian-

co Hanna pointed out, while Camp offices are in Missoula, many people don't connect with the Camp because it is in Gold Creek, 65 miles east of Missoula. The Camp was built on land donated by Sylvia and Harry Granader of the 6C Ranch in 1991 after Harry visited young cancer patients in a Detroit hospital while working to build a Ronald McDonald House. Local businesses and organizations then helped build the camp facilities and maintain its cost-free operation for campers.

To help celebrate their 20th anniversary, the Camp at Gold Creek will host an open house/family fun day on Sunday, August 17 from noon to 4. Information is at www.campdream.org. Hanna encourages folks to bring their families to Gold Creek to enjoy a typical day at the Camp.

Camp Mak-a-Dream is also available for rentals for weddings, retreats, and other events. A number of local businesses use the site for team building and strategic planning getaways.

Welcome New Members!

Bob's Sew Vac Center

Bob Snodgrass
120 W. Broadway
721-4677
bobsewvac@gmail.com

Brock Consulting LLC

Melanie Brock
370-8816
brock.melanie@gmail.com

Forward Montana

Kayje Booker
500 N. Higgins, Ste. 301
542-8683
kayje@forwardmontana.org

The MDA Thanks:



For Helping Downtown Stay Beautiful

For 2014, the volunteer driven streetscapes team placed 97 Flower Baskets Downtown, expanding from last year's 94. Shane Clouse and the Pink Grizzly family continue to partner with the Downtown Missoula Partnership in the name of keeping Downtown Missoula as beautiful as can be.

Shane cultivates the flowers as though they were his own children throughout the winter and early spring to ensure their quality and longevity for the summer season. This year, Shane was kind enough to donate a portion of the flower baskets to Downtown! Thanks to his generosity, the streetscapes team was able to expand the flower basket and hang baskets in areas of new businesses and developments.

The MDA and BID thank Shane and Pink Grizzly for their generosity and continued dedication to Downtown. Please be sure to give them a visit at 1400 Wyoming St (off of Russell) or call 728-3370.

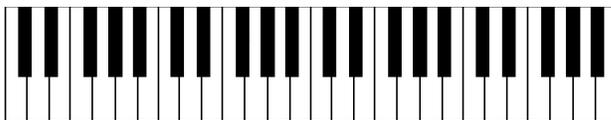
CONNECTING OUR COMMUNITY

Open Air Pianos Unite Downtowners

The Downtown Missoula Partnership and UM Keyboard Society have partnered up to place two pianos Downtown for the public to enjoy. This exciting project brings together visual art and music to enhance our sense of community and pride as people stop to listen, talk and, of course, play.

One piano has been placed on the corner of the North Higgins Plaza and the alley across from Worden's Market parking lot. The second piano can be heard in the Bank Street Pocket Park near Hunter Bay Coffee.

Now that they have been placed,



the pianos will be painted on-site thanks to the Zootown Arts Community Center's Community Art Youth Program.

The pianos have generously been donated to Downtown Missoula by the University Congregational Church and Dotz Piano with

Morgenroth Music Center assisting with delivery. Many other cities have well-developed downtown piano programs and community members have taken it upon themselves to care for the pianos. If you enjoy playing the piano or listening to community members play, help protect them during inclement weather by covering them with their attached tarps.

The Downtown Missoula Partnership hopes business men and women, tourists, and community members will share music, experiences, and stories as the pianos draw people to them. Together, with beautiful music, Downtown Missoula can enhance the sound of a community immersed in the arts. It takes a lot of people to create the Downtown culture we have come to enjoy. Thank you to all who have their fingers on this project!

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2014 Firefighter Combat Challenge July 4-5 Sean Kelly's

The Missoula Combat Challenge Team, with two World Championships and the current team World Record is very excited about the regional competition in the City of Missoula. They expect 5,000 to 10,000 people throughout the weekend.

With the availability of Friday night activities and Saturday markets that already exist not only will this event bring a unique experience to downtown Missoula but provide a great promotional opportunity for the Garden City.

The FCC is also family friendly. The Kid's Firefighter Challenge is a scaled-down version of the real FCC, complete with miniature bunker gear, miniature fire hoses and inflatable obstacles. This side-by-side attraction is a huge hit with the kids. Call 360-6030 for more info.

Get Tagged? BID Can Help!

The Downtown BID of Missoula offers graffiti removal service during warm weather months, and the power washer is back in action for 2014.



The BID continues to give great support for removing graffiti from Downtown. Please do your part by reporting incidents to Missoula PD (552-6335) and the Downtown Ambassadors (396-7806).

BID maintenance can offer bids for graffiti removal and power washing (728-1140). Please visit missouladowntown.com for info.



Member Shout Outs

Missoula Marathon Runs July 11-13.

July 12 - Missoula 5K - Race starts on Higgins Avenue just north of the Higgins Street Bridge at 8 a.m. and finishes just below the bridge at the Missoula Marathon Expo (8am-4pm) in Caras Park.

July 12 - Missoula Kid's Marathon - 10am at Caras Park Pavilion, adjacent to the Higgins Avenue Bridge and along the Clark Fork River in downtown Missoula.

July 13 - Missoula Marathon & Half Marathon - Half starts at 6 a.m. on Blue Mountain Road. Full starts at 6 a.m. in Frenchtown. Shuttles available to each start line. More at MissoulaMarathon.org

Celtic Festival Returns to Caras Park June 25-26.

This year's festival will feature performances by Enter the Haggis, traveling from Toronto, Canada. ETH has performed on numerous TV shows and given huge concerts, and this summer, they will be in Missoula, Montana. Returning for 2014: the Young Dubliners -- one of the greatest Celtic rock bands in history. Nothing brings your true Irish spirit out like an evening with the Young Dubliners. Eric Rigler will perform in his duo with Dirk Freymuth. Drawing from haunting Irish melodies, barn-burning jigs & reels, and themes from Eric's film & television work, the duo produce a hearing-is-believing sonic experience. Overall, Celtic Festival Missoula offers a dozen performances, spread over two days. There's also the Kid Zone, with a red hair and freckle contest for the younger ones -- not to mention Irish Dance lessons and the Irish Storytelling Hour.

Join us for the height of summer celebration. Admission is Free! For a full schedule, go to celticfestivalmissoula.com.

Stay up-to-date by visiting www.missouladowntown.com.