

July 2017

- Welcome April Sommers
- This Month in Caras Park
- New Member: MT SNO
- Play It Missoula! Pianos Back



**President's Column
by Anders Brooker**
Runner's Edge
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“Hey! what are your plans for the summer?” Sound familiar? When asked this question, my mind instinctively goes to the middle of July. In our business and in our personal life, “summer” doesn’t start until after the second Sunday of July, the Missoula Marathon (MM) race weekend. Things are not quite as busy for me like they were when I was the MM race director, but our focus the last 3 months always points towards the race weekend. From training classes to product planning to employee staffing, the Missoula Marathon weekend has become something The Runner’s Edge (RE) builds our business on.

The impact of the MM to Runner’s Edge is probably not surprising and is even a correlation that makes sense. With this said, I often wonder what our business would be like without this race. Did we know what it would mean to us or to our community when Run Wild Missoula started this event 11 years ago? No. We didn’t know it would change our running specialty business the way it has. It’s helped grow the Missoula running and walking community. Whether someone is running, walking or volunteering, it has turned into a Missoula weekend people love to be part of. I’d like to say the impact of this event was well planned and thought out in order to grow our running-specialty shop, but this wasn’t the MM’s purpose.

Although the purpose of the marathon was not to grow RE, the MM helped shape us as a business. It lead to creating other running events and encouraged more

people to become active. The MM showed us that not only do we need to sell product to help us stay in business, we want to sell product because we believe in the lifestyle we are living. We have a true passion for our sport and started RE because of this. If our community is active and more people are running, walking, and exercising, the chances are much greater we will sell more product. This is not always a direct correlation, but it is what continues to drive us and help our brand grow.

I received an email the other day asking what our “Why” is? In the email there was a link to a TED Talk by Simon Sinek. If you haven’t heard this yet, I highly recommend taking few minutes and listening. I think our “why” at The Runner’s Edge is to get Western Montana running. This is what has directed our decision making the last 16 years at The Runner’s Edge.

I know a running store supporting an event like the Missoula Marathon seems obvious. I hope you know your “why”. Take a moment to listen to “Simon Sinek: How Great Leaders’ Inspire Action” podcast and hopefully it can guide you into figuring out your why or help reconfirm it.■

We Wish All Our Members a Happy and Safe Fourth of July!



MissoulaDowntown.com

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This Month in Caras Park



Missoula Marathon

July 7-9
Caras Park
missoulamarathon.org



Big Sky BBQ

Saturday, July 22
4-10pm
Caras Park



Celtic Festival

Saturday, July 29
12-10:30pm
Caras Park

Welcome New Members!

Montana World Affairs Council

Lindsey Thompson
111 North Higgins, Suite 405
406-728-3328
montanaworldaffairs.org

Glacier Ice Rink

Laura Henning
1101 South Ave W
406-728-0316
glaciericerink.com

American National Insurance

Dawn McCloney Agency
1535 Liberty Lane Suite 110 D
406-926-2378



Downtown Missoula Partnership Welcomes New Membership & Events Director, April Sommers

With a significant amount of non-profit and event planning experience, April Sommers is the new Membership & Events Director for the Downtown Missoula Partnership.

She will be responsible for the Out to Lunch Summer Series, portions of River City Roots Festival, the Festival of Trees and all membership events. She is also responsible for membership recruitment, retention, outreach and benefits for members of the Missoula Downtown Association.

Sommers comes to the DMP from the Hamilton School District, where she served as a theater arts teacher and manager of the Hamilton Performance Arts Center in 2014. Prior to that, she served the Daly Mansion Preservation Trust, as its Events Coordinator from 2007-2010 and later as the Executive Director from 2010-2014. She also served as the

Executive Director of the Hamilton Players from 2001-2007.

"I am excited to return to the non-profit world and to join an organization that has done incredible work for Downtown Missoula," said Sommers. "I am looking forward to connecting with Missoula community members and business owners and to help elevate the benefits of membership and programming."

Sommers replaces Leidy Wagener, who recently accepted a position as the Development Director for United Way of Missoula County.

Sommers will hit the ground running, as the 32nd season of Out to Lunch has begun and will continue every Wednesday during June, July, and August 11am-2pm in Caras Park.

Sommers can be reached via phone at 543-4238 or email at april@missouladowntown.com. ■

Save the Date! Roots Fest 2017 August 25 & 26

Stay Tuned For Volunteer Opportunities & Get More Information About Missoula's Signature Event at
rivercityrootsfestival.com

MT SNO Brings Local Ingredients to a Favorite Cool Treat

New Member Spotlight
By Lynda Brown

Brown HR Consulting

While summer has just officially started, the residents of Missoula are fully in summer mode. We know this includes taking advantage of the full array of activities and events throughout the community and figuring out ways to “keep cool” while having fun.

Enter Kolter Beneitone, owner of MT SNO. Kolter has opened the only snow cone distributor in Missoula and he does it all from his MT SNO mobile truck. Missoulians eager to beat the heat should try the special huckleberry snow cone. Kolter picks the huckleberries himself and makes his own natural syrup. He tries to locally source other ingredients for his 99% natural flavors including Flathead cherries for his Black Cherry cone. Kolter also recommends Tiger's Blood, a strawberry-coconut blend he especially likes.

Growing up in Missoula, he also owns a few other businesses but wanted to do something “hands
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on” in his hometown—owning a business that will give him the opportunity to get out and interact with people in the community and be a part of what he loves about Missoula.

When asked what made him so eager to join the MDA as a new member, he explained that he has gone to our events “forever.” He believes the MDA is a great organization that does an “upstanding job” in the community.

Kolter says he has never met people that are quite like those in Missoula and he can't wait to get more involved in serving the community. He is excited about this business and hopes people in town will also be excited to try his unique snow cones.

Look for MT SNO around town this summer. ■



Celebrate the 4th With the Return of the Tuesday Market!

The Tuesday evening Farmer's Market kicks off on Tuesday, July 4. The market will open with fresh local produce, flowers, baked goods and coffee provided by over 100 vendors. Located in Circle Square (at the north end of Higgins Avenue - by the XXXX's) the market will feature vegetables, bedding plants and a wonderful social atmosphere. The market runs every Tuesday from 5:30-8:30pm July 4-September 26.

Power Washing & Graffiti Removal Available Now!

Hot water power washing and graffiti removal services are available to Downtown business owners and property owners throughout the Business Improvement District. With a hot water power washer and specialized chemicals, Maintenance Manager Daniel Tulk can clean just about anything. Rates run between \$45 and \$65 per hour, depending upon the services needed. **To request services or get a quote for a project, call the Downtown Missoula Partnership office at 543-4238 or call Tulk directly at 370-7540.** One of the many tools to keep Downtown Missoula clean and beautiful, these services are available thanks to the Downtown BID.



Workshop and Grant Aim to Help Event Planners Expand and Produce Events in Missoula

Are you planning a new Missoula event or trying to expand an already successful event but need a little help with funding? Destination Missoula and the Missoula Tourism Business Improvement District (TBID) have good news for event planners: the Missoula TBID has a sports and events grant fund, and you could qualify!

To make matters easy, the Missoula TBID is hosting a FREE grant applicant workshop. The workshop includes specifics on how to apply for the Missoula TBID Grant Fund, applicant eligibility and deadlines, and required supporting documents. With only two application periods per year – March 1 and September 1 – this class will help you plan ahead so
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your event doesn't miss out on the opportunity for funding.

The workshop will be held Tuesday, August 1 from 5:30 - 6:30pm in the second floor conference room of the MSO Hub, 101 East Main. Registration for the workshop closes July 25. To register, please email your name and contact information to Brittany Jones at services@destinationmissoula.org or call 406.532.3398. All attendees who apply for a Missoula TBID Grant will also receive an extra five points towards their grant application scores. ■



Summer Essentials!!



Available at the Downtown
Missoula Partnership
281 E Main St

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

Shout Outs

Ever been abandoned in the jungle, adopted by wolves, taught by a bear, befriended by a panther and chased by a tiger? In the Missoula Children's Theatre musical adaptation of THE JUNGLE BOOK, Mowgli the man-cub has all these adventures and more. Join him as he escapes from the Monkey-People, outwits a tiger, enlists the help of a rock-python, explores what it means to be human and learns a lesson from the brave mongoose Rikki-Tikki-Tavi. Original music and rollicking humor give new life to the classic tale by Rudyard Kipling. **July 14 from 4-6pm at MCT Center for the Performing Arts.**

The Montana Food Bank Network will be hosting the **8th annual Big Sky BBQ in Caras Park on Saturday, July 22nd**. This isn't your typical backyard BBQ. The most lip-smackin' drool-worthy BBQ around will be available from; Burns St. Bistro, Montana Q, Bad Betty's BBQ, Notorious P.I.G. BBQ, Bitterroot Bison, Dickey's BBQ, Covered Wagon Hot Dogs and more! Ice cold draft beers will be available from Big Sky Brewing while the evening skies are filled with music from local favorites Cash For Junkers, Mudslide Charley and the hottest new bluegrass in town, Milltown Damn. Come support the efforts of the Montana Food Bank Network and their mission to end hunger in Montana with food, fun and free admission! **Saturday, July 22nd from 4 – 10pm at Caras Park.** More information and volunteer positions available at mfbnevents.org or call Cassidy at 406-215-1774