

DOWNTOWN

Dialog

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

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

Staff Member	I've read it!
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President's Message

by John Horner
First Interstate Bank

Well it is here. The events season is now fully upon us. The Garden City Brewfest was successfully held a few weeks ago and the Saturday markets started May 5. The MDA's website (www.missouladowntown.com) breaks down all of the upcoming events in and around the downtown.

Out to Lunch kicks off its 27th year under the newly-painted pavilion. Downtown ToNight fires up the next night on June 7. We want to give thanks to all the sponsors, vendors, organizers, and volunteers who participate. Please thank these people when you are out and about at the events. I am amazed at the amount of time, energy, focus, and commitment it takes from everyone. Thank you all.

Several other events offer a great time. First Friday Gallery Night is June 1 from 5-8 pm. Visit our galleries and museums, stop in the businesses hosting art exhibits and socialize with the artists and gallery owners. It is a great experience.

The Garden City River Rod Run takes place June 29-30. People will share their love and passion for custom and classic vehicles. The big Cruisin' Parade runs from 9-10 pm on Friday the 29th. If you like cars, this is the place to be.

Other great events include Sunday Streets on June 3, The Indy's 21st Birthday party, when the Missoula

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Mountain Water Replaces Century-Old Water Line on Main Street

In an effort to take advantage of a scheduled pavement project for Main Street in Downtown Missoula, the Mountain Water Company will replace the 98-year old main water line under the pavement from essentially Orange Street to Madison.

The old six-inch steel main will be replaced with eight-inch HDPE pipe throughout the next five weeks. SAK Construction and Western Excavation have been contracted by Mountain Water to do the project. A pipe-bursting process will be utilized and it is expected to cut construction time from 12 weeks to 5 weeks and reduce the overall expenses of the project by 30% from one-million dollars to \$700,000.

Water line replacement will commence in front of Zip Auto and move east block-by-block. Open pits will be dug up at intervals and a hydraulic pipe bursting machine will pull the new pipe into the same corridor, bursting the old pipe in its current location.

Once the main line replacement has been laid, each service line will be connected to the new main. Customers will be without water for one full day while the line is being connected, and Mountain Water will provide notice of water service shut down 48 hours in advance.

This is a most appropriate time for property owners to evaluate the age and condition of their own water service lines from the main to the building. Service lines are owned by the property owner, and many of them in Downtown Missoula are aged and most likely leaky. Since

Mountain Water cont. on page 2

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President's Message cont. from page 1
Summer Carnivale June 16, LocalFest June 23 and of course the Saturday Markets!

Downtown Missoula really is the place where Missoula Lives and where you can Dine, Shop, Play, and Stay! •

Jessica is Leaving

Jessica Daniels, program director for the MDA since January 2010, will be leaving her post on June 8 to pursue other opportunities in the planning field. She has done an exceptional job of maintaining membership, planning and hosting socials and special events, coordinating the Out to Lunch Summer Series and more. Her most prominent contribution during her tenure, however, was the development of a comprehensive building-by-building inventory of downtown that sets the baseline for future business and property development. A native of Georgia and a UM graduate, Jessica and her husband, Krisztian Varsa, plan to stay in Missoula. We are grateful for Jessica's service and contributions to the MDA and wish her the very best in her future endeavors.

Welcome New Members

Cindy Eksuzian, MS NDR
PO Box 8081
203-8636

Guild Mortgage Company
1001 S Higgins Ave, Suite 2 A
Trina Murphy
258-7520

Journeys Photography
833 S Higgins Avenue
Corrina Spelts
543-1604

Little Prints Photography
Nancy de Pastino
203-2975

Zoo Town Surfers
Jason Shreder
www.zootownsurfers.com
546-0370

the main line is being replaced now, there are potentially significant savings to having your service lines replaced during this project. Property owners should acquire estimates for service line replacement and can do so from Western Excavating (406-728-8658) or a preferred alternate. Given the short five-week length of the project, decisions and coordination need to happen immediately. Once the street is repaved, there are penalties for cutting open in the asphalt any time in the next twenty years and no cutting will be allowed for the first two years, without permission from the City engineer.

The planned water line bursting schedule is:

May 21-25: Orange to Woody
May 29-June 1: Woody to Higgins
June 4-8: Higgins to Washington
June 11-15: Washington to Adams
June 18-22: Adams to Madison

Mountain Water will keep at least one lane of traffic open at all times, keep sidewalk open as much as possible with safety as a priority, and do its best to ensure open access to all area businesses and events. The team at Mountain Water will provide parking vouchers for area businesses to give to their customers or employees for free parking in the Central Park Garage. Additionally, the staff will provide portable toilets and bottled water for all area businesses and customers during times when there is no access to water.

As with all downtown infrastructure projects, managers oftentimes find unexpected issues to address that cannot be planned for. Mountain Water and their contractors will do their best to keep business owners and property owners informed on the project. Full visuals, maps, schedules and up-to-date information can be found online at www.mtnwater.com or www.facebook.com/mountainwaterco. Updates and information can be acquired via email (mainstreet@mtnwater.com) or in person at the Main Street Constructions Meetings Mondays

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at 9:30 am at the MSO HUB Conference Room (2nd floor) at 140 N. Higgins. All are invited. Specific questions can be directed to Shanna Adams at Mountain Water (721-5570).

Following the water line replacement project, the Montana Department of Transportation will load in to remove and replace the asphalt on Main Street on essentially the same route. That project is slated to take approximately 10-14 days. More information will be forthcoming.

The Missoula Downtown Association and the Downtown Business Improvement District greatly appreciate the foresight and investment from Mountain Water and the State of Montana to improve the aging infrastructure in Downtown.

Downtown - Where Missoula Works!

2012 MDA Member BBQ



Warm weather season is upon us, which means the MDA Member BBQ is quickly approaching. This year's event, a "Honkytonk Hoedown"

featuring live music by Bob Wire, will take place on Tuesday, July 10 from 5:30 to 8:30 pm in Caras Park. The event includes a hugely popular raffle with quality items from your favorite Downtown merchants, salads and desserts from your favorite eateries, all-you-can drink beer and wine from local microbreweries and wineries, not to mention live music.

Last year's raffle donations included a men's and women's watch from Studio Pandora, \$200 worth of Missoula Children's Theater VIP Tickets and Griz Game Day baskets from the Mo Club.

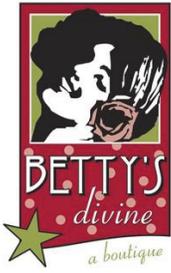
If your business has an item to donate, please call the MDA office at 543-4238. Your business will be recognized at the event during stage announcements. Highlight your business to your fellow members! •

Downtown Spotlight

Betty's Divine

521 South Higgins Ave

721-4777



Betty's Divine is a boutique clothing store located on Missoula's Hip Strip south of the river in Downtown. Betty's opened in 2005 with a solid concept and inspired vision. The shop's proprietor and owner, Aimee McQuilkin, identified a need in Missoula for bright, fun, vintage-inspired clothing in a mid-price range. She wanted a product selection to provide one-stop shopping for everything one would need for a complete outfit, for work or a night on the town. She approached the Montana Community Development Corporation (MCDC) with her vision, and they helped her develop a business plan and obtain financing for start-up. "Doing a business plan for me was a totally foreign concept", says Aimee, "MCDC was a huge help and that was an invigorating and energizing effort that really helped get us get going".

From day one, Aimee has been open from 10-7 Monday through Saturday and 11-4 on Sundays. According to Aimee, "It is really important for us to be open consistently so our customers have confidence to come downtown and know we will be there for them". Sundays turn out to be some of her best days when many other downtown retail businesses are closed. Aimee has been a strong advocate for having downtown stores open longer and more consistently. "If downtown retailers work together and more retail stores are open, that gives more people a reason to come downtown".

Aimee also loves being on the Hip Strip in Downtown Missoula. Her neighbors have formed a close knit community of lifestyle businesses that work together on many things including advertising and throwing the famously fun Hip-Strip Block Party.

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Aimee's vision for Betty's Divine helped guide the development of her strong brand. She was thoughtful and careful about her product and the experience provided for the customer. "I was very particular about the vintage image I wanted to present and that guided the development of the logo, the name and the look and feel of the store". All of that creates an experience for the customer that has formed and emotional bond and strong customer loyalty. And bond they have as Betty's has become a destination store for customers from all over.

Even though Aimee has no formal business education, it is apparent she is a natural entrepreneur. We are all glad Aimee chose Downtown Missoula for Betty's Divine.

*-Brent Campbell
WGM Group*

10th Annual Sustainability Tour

Homeward, a statewide, 18-year-old affordable housing development group is hosting its 10th Annual Sustainability Tour, June 9. Showcasing excellent examples of green building techniques and energy efficient practices in private homes, this tour features six residences and is a celebration of smart building and sustainable living in Missoula.

The tour begins at Homeward's Solstice Building, a LEED-registered, mixed-use development with commercial space on the ground floor, and residential apartments for moderate-level income earners on the second and third floors.

The tour includes five other residences throughout Missoula with features such as reclaimed wooden beams, radiant heat, retro re-used light fixtures, organic and native plant gardens, a cobb oven, and solar arrays. Participants can tour by bike, bus, moped or self-guided. The tour will end at Draught Works with a complimentary pint of beer for participants. For more information or to purchase tickets, visit Homeward.org or contact Joellen Shannon at 532-4663 x 16.

Sunday Streets June 3



Sunday Streets Missoula is a free community event that celebrates Missoula as a bikeable and walkable community. On Sunday, June 3, Missoulians can enjoy walking, biking and using all other forms of human powered transportation on a car-free Higgins Avenue from the Red XXX's to 5th Street. By providing a venue for safe on-street activities like walking, biking and opportunities to support local businesses, Sunday Streets encourages spontaneous fun & festivities, games & activities, and dining & shopping in the Downtown Missoula area. Sunday Streets Missoula promotes healthy physical activity and supports active transportation choices for everyone who lives, works or plays in Missoula.

Over 80 businesses and organizations have hosted many free activities such as yoga classes, sidewalk chalk, urban golf, bike maintenance, dog training, a bounce house, a climbing wall, and more. Sunday Streets Missoula continues to promote biking, walking, and all of the connections that can happen when we all share the public space and you can help. For information about sponsorship, event registration, and volunteer opportunities, please visit sundaystreetsmissoula.org.

MDA Committee Meetings

Advocacy

Tuesday, June 12
4-5 pm MDA Office

Caras Park Improvements

TBA MDA Office

Marketing

Wednesday, June 27
10-11 am MDA Office

Master Plan Implementation Team

Thursday, June 21
12-2 pm at MRA Conference Room

Membership/Membership BBQ

Wednesdays Weekly 4-5pm
No Meeting June 6
4-5 pm MDA Office

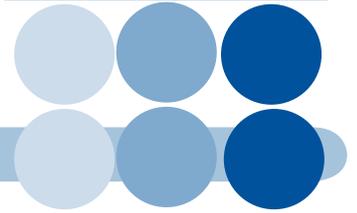


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Join us for the MDA's

Monthly Membership Luncheon

Tuesday, June 12
 11:30 am - 1 pm

Holiday Inn Downtown

200 S. Pattee St.

Hear from candidates for Missoula County Commissioner and House District 94 advancing to the General Election about their vision for Downtown Missoula.



Holiday Inn

MDA Luncheon
Cost: \$12 each

Please RSVP to the MDA office by Friday, June 8.



Member Shout-Outs

Please Water Your Trees & Wash Your Sidewalks

Now that spring has sprung please remember to water the street trees in front of your business/property. Each tree needs an equivalent of at least two inches of water each week. Saturating the tree well every week will keep our Downtown trees healthier.

While you have the hose out, please take a few minutes to wash your sidewalks too! In the core of Downtown, property owners pay into the Downtown Flushing District which provides for a street cleaning three times a week and all that is washed into the street will be cleaned up.

Allegra Print and Imaging and Signs Now Have Moved!

Their new location is at 200 Prince Street, on the corner with Wyoming, one block east of Russell behind Pink Grizzly Nursery. They are ready to provide you with the same great service in their new building after 25 great years in Downtown Missoula. Their presence is already missed and we hope for their continued success.

15-minute Service Introduced and 70,000 New Rides Projected

Mountain Line recently released Phase I of its Preferred Alternative after hosting three public workshops to receive comment on alternatives for the future of transit services.

When Phase I is implemented, Mountain Line will provide—for the first time ever in Missoula—15 minute, all-day service along one of the busiest corridors in the city. The result of the 15-minute service and other changes will be a net increase of 70,000 rides each year over the current operations.

Residents can review the first phase of the Preferred Alternative and accompanying map at www.mountainline.com.