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President's Message
by Todd Frank

The Trail Head
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Spring is upon us and within a few weeks, we will have weather in the mid-70s, the rivers will rise and everything will come alive for the season. The MDA is no exception – this is the time of year almost everyone takes notice of this nonprofit's workings.

Events the MDA produces or sponsors, while certainly important and visible, are only one way the MDA interacts with the community. The organization is busy with planning and involvement in literally hundreds of things all winter long, and is looked at as a leadership entity in the community. We are continually asked to support, advocate and become involved in more all the time. So while you see the MDA as downtown's face of events, it's worth acknowledging that is just the tip of the iceberg for the organization.

When we face a big decision in my business, I always go back to re-read my mission statement. I make sure decisions do not lose sight of that mission and goal. I think it is a good idea for all MDA members to repeat the MDA mission statement that is some 38 years old. The Missoula Downtown Association (MDA) is a not-for-profit membership-based organization dedicated to promoting, supporting and enhancing the vitality of downtown Missoula. That is a powerful statement to make - are you doing all you can to support it?

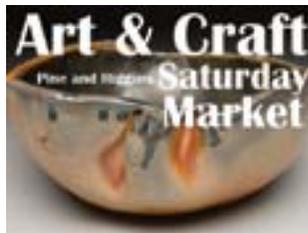
The other statement worth re-

Downtown Markets Commence May 4

It's May, and that means the Saturday Outdoor Markets commence this month! Downtown Missoula is extremely fortunate to have such a wide variety of markets and vendors who serve those markets. Thanks to these markets, Saturday mornings May-October are the quintessential Missoula experience. For the next six months, we will have 25 consecutive Saturdays of busy markets, and Downtown will be thriving with the bustle of consumers. Foot traffic by your storefronts will increase greatly as tourists and locals stroll through Downtown. It's a great chance to make your business's best impression on the community. Here's the low-down:

The Missoula Saturday Market, which begins May 4, was created in 1998 to support and serve the growing arts & crafts industry. Previously referred to as the People's Market and the Arts & Crafts Market, the East Pine Street location provides a distinct venue for vendors selling handmade art, clothing, home décor, jewelry, soaps and lotions, furniture, imports and prepared and prepackaged foods. At its peak, the Missoula Saturday Market showcases just over 90 vendors each weekend. More information can be found online at www.missoulasaturdaymarket.org.

The Clark Fork River Market was originally created by the Clark Fork



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(President's message cont.)
 peating is our "brand promise" to Missoula: "Connecting our Community." While it is a tagline, it's also huge promise to live up to and takes the dedicated work of the entire membership, not just the board and staff. If you belong to the MDA you ARE the MDA. With all the great benefits you get, please don't lose sight of your promise to the community; you all are the connecting parts that make the whole.

As the summer events season gets cranking and Downtown fills with people participating in all kinds of activities, recognize that all those folks are an opportunity for your business. Figure out how to get in front of them to build a relationship that makes them want to come to your store. Get a name tag and pour beer at some MDA events and see how many times you get to talk to potential customers. You will not be disappointed.

Helping out with events is altruistic and can have rewards of its own, but I encourage those of you who spend money trying to meet new customers to engage in the best marketing money can't buy. Relationship-building works very well when you are not in your business, but are supporting activities and events that your customers support. You will be amazed at how often they take notice, and you cannot buy that in an ad.

New Downtown T-Shirts!

In June, you'll notice frontline staff in downtown shops and restaurants sporting these new t-shirt designs to show off their pride in being downtown employees. The idea behind these shirts, designed by Matt LaRubio at The Shirt Shop, stems from the MDA's role in 'connecting our community,' and we look forward to many members representing these designs that promote the fun lifestyle of working downtown. If your business is interested in distributing these t-shirts to your employees, contact the MDA office this month.



Welcome New Members!

2twenty2 Productions

Eric Gaylord
 228 E. Spruce
 546-6371
 eric@2twenty2productions.com

AlphaGraphics Missoula

Troy Peissig
 1947 South Ave. W.
 728-4810
 tpeissig@alphagraphics.com

Hunting GPS Maps

Jason Ritthaler
 1925 Brooks St.
 396-3682
 jason@huntinggpsmaps.com

The Goodman Group

Cyndi Kenck
 2815 Old Fort Rd.
 531-1384
 ckenck@villagesenior.com

UM Student Survival Kit Coupon

Book by Giesa Communications

Rick Giesa
 20566 NE 33rd Court
 (800) 845-4906
 rick@thesurvivalkit.com

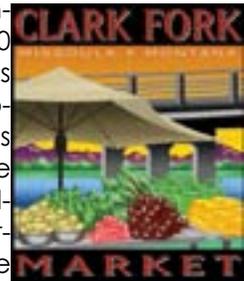
Valpak

Rod Harsell
 2501 Garland Dr.
 251-1411
 harsell@montana.com

UM Commencement Slated for May 18

The University of Montana will host Commencement on Saturday, May 18 at Washington Grizzly Stadium, and an estimated 3,000 UM students will walk through graduation ceremonies. The central ceremony begins promptly at 10am following the procession from the Oval to the stadium. The professional schools will have their own ceremonies starting at noon, and the College of Arts & Sciences and the College of Technology will commence their individual ceremonies at 2 pm. An estimated 8,000 people are expected to attend, so please showcase Downtown Missoula's exceptional customer service during the weekend of May 17-19. It's a great opportunity to draw additional customers and business while making a good impression on our visitors as tourist season kicks off.

(Markets cont.)
 Coalition in 2004 to bring upper Clark Fork valley foods to the consumers in an effort to sustain working ranchlands. The Clark Fork River Market has grown substantially over the years to include about 120 vendors at its peak. The introduction of this market near the river really elevated the market experience by creating the south anchor in Downtown under the Higgins Bridge and significantly enhancing the pedestrian experience. Visit www.clarkforkrivermarket.com for more or check in with Market Manager Franco Salazar.



The Missoula Farmers' Market is held every Saturday morning starting May 11 on East Railroad and East Alder and has almost 100 vendors at its peak. It also offers a Tuesday evening market in July, August and early September. Visit www.missoulafarmersmarket.com for more information, and meet new Market Manager John Lundquist this year.



The Carousel Market & Festival will commence on Sunday, June 16 in New Park Lot, adjacent to the Carousel, and carry on throughout the summer on Sundays from 10am-2pm. Created in 2010, the Sunday Carousel Market provides additional opportunities for a growing vendor population and additional revenues for the independent non-profit organization. The Carousel Market offers a distinct Sunday experience that draws people and consumers to Downtown on a day that needs an economic boost. Learn more online at www.carousel.com or by visiting with Market Manager Janet Metcalf.



Downtown Spotlight

Hunting GPS Maps

1925 Brooks St
(406) 396-3682



Founded in 2006 by avid hunter Eric Seigfreid, Hunting GPS Maps offers MicroSD chips that provide color-coded land ownership maps for Garmin GPS and PC/Mac. Their product features information on public and private lands, land owner names with property boundaries, water data, national forest roads and trails, game management and hunting units and are state-specific.

Hunting GPS maps are uniquely different than any other product out there. The maps have many detailed layers of information that would be far to cluttered to try to display on a paper map. In many cases they have gathered and organized data from over 15 different reliable sources to make a single statewide map. Each pre-loaded MicroSD chip covers an entire state or region. To date, Hunting GPS Maps has created chips for 27 states. Currently, their product is in over 100 stores across the nation and sought out by hunters, fishermen, game wardens, hikers and even realtors in rural areas.

In July, Hunting GPS Maps hopes to have their entire staff of 18 employees and 3 office dogs under their new roof which is currently under construction at 1925 Brook Street. Their product can be purchased online at www.huntinggps-maps.com or by contacting Jason Ritthaler at 406.396.3682

- Heidi Starrett

Missoula In Motion Seeks Nominations for Commuter Awards

Now through May 17, Missoula In Motion (MIM) is accepting nominations for its annual Transportation Best Practices Award and Commuter of the Year. The awards, consist-

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MDA Committee Meetings

Advocacy

Tuesday, May 14
4-5 pm MDA Office

Caras Park Improvements

Thursdays
10-11am MDA Office

Master Plan Implementation Team

Thursday, May 16
12-2pm at 140 West Pine

Membership

Thursday, May 16
4-5 pm MDA Office

Marketing Committee

Wednesday, May 22
10-11am MDA Office

ing of cash prizes and substantial community recognition, is MIM's way of formally recognizing local organizations and individuals that have chosen to "See Commuting Differently."

The awards aim at showcasing Missoula businesses, organizations, and individuals that have chosen to turn the "daily grind" of getting around town into something positive for their customers, employees,



and the community. These nominees have implemented innovative, sustainable programs and policies that save money, reduce emissions, ease traffic congestion, alleviate parking pressure and improve the health of employees/customers - and are easily replicated in other Missoula workplaces.

nominations are welcome. Businesses can nominate themselves, a customer could nominate a business, or an employee could nominate a particular department or individual. Whoever you are, whatever your role, MIM wants to hear from you about businesses and Missoulians that are making a difference with their transportation practices.

The winners will receive a cash award starting at the bronze level to bolster their sustainable transportation program, and the gold and platinum winners will be prominently featured in local media. Nomination forms are due on Friday, May 17th by 4 pm. To receive a nomina-

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tion form, call 552-6675, email Sherry Lewis at slewis@ci.missoula.mt.us, or stop by the Missoula In Motion office at 435 Ryman. The awards will be presented at a ceremony during Downtown ToNight on Thursday, June 13th, 2013 at Caras Park.

Secret Seconds Expanding

On February 14, YWCA Missoula broke ground at 1136 W. Broadway on a 5800-square-foot Secret Seconds Thrift Store expansion that is projected to increase the non-profit's annual net revenue by an additional \$200,000 to support women and families in Missoula.

"The additional income will help cover so many of the gaps we have in funding," said Cindy Weese, YWCA Missoula executive director. "When we put dollars and time into our stores, the return is huge."

In fiscal year 2012, the two Secret Seconds stores (1136 W. Broadway and 920 Kensington) provided \$306,000 in net income, which supported the organization's domestic and sexual violence programs, housing for homeless families, the GUTS (Girls Using Their Strengths)! program and administration costs.

The expansion will allow for more retail space and a bigger donation and processing center. The additional

revenue generated from the store will create long-term stable funding for YWCA programs, even

more clothing and household items - at no charge - for program participants, and increase the amount of clothing and items donated to the stores rather than being deposited in the local landfill. And finally, it will add capital into the community and build a solid assets base for the future.

The project is slated to cost \$650,000, of which the organization has already raised \$436,000. To donate, visit www.fundraise.com/secretseconds.



How is the MDA Connecting our Community in May?

Advocacy

Discussing graffiti prevention
efforts downtown

Marketing

Working on a new Spring &
Summer campaign

Master Plan

Building partnerships to con-
duct a Market Analysis

Membership

Finishing 2013 dues
collections

Events

Don't forget Garden City
BrewFest is on May 4!



MISSOULA
Downtown
CONNECTING OUR
COMMUNITY

Member Shout-Outs

YMCA Riverbank Run – May 11. The YMCA Riverbank Run is a fun event for the entire family. From its humble beginnings with less than 300 participants to its current stature as one of the largest foot races in Missoula, this flat, fast 1-Mile, 5K or 10K course will knock your socks off. The YMCA is proud of the event's top ranking with Runner's World magazine, as well as the fact that your registration fees help them empower kids, create opportunities for families, and encourage them to make a difference, too. Race-day registration is 7-8 am, and races begin at 9 am at Higgins and Broadway. Visit ymcamissoula.org for more details.

Hip Strip Sidewalk Sale – May 18. The Hip Strip is celebrating graduation weekend with a sidewalk sale! On Saturday, May 18 from 10am-6pm, check out the businesses from Brooks Street to the Bridge on Higgins Avenue for great deals on good stuff. Do you have visitors in town that weekend? Bring them to the Hip Strip on your way to the markets!

Mountain West Bank Relocation.

MDA welcomes Mountain West Bank back downtown! The branch at 301 E. Broadway will be open after May 22 and Anna Reid will serve as the bank manager.

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