

Missoula
DOWNTOWN
Dialog



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



**President's
Message by
Brent Campbell**

WGM Group
bcampbell@wmggroup.com

The new Park Place Parking Structure, located on E. Front and Pattee Streets, is a fantastic addition to Downtown and the investment is paying off. New buildings are planned on surface parking lots near the new parking structure. There is renewed interest in the Old Mercantile building and there is little doubt the new structure contributes to the feasibility of new uses there. These new buildings will provide more customers, more residents and make downtown an even more desirable place to live and work. Structured parking is an

important component of a mature and densely developed downtown that we envision.

These projects also create important new tax revenues for improved city services. A recent study looked at the tax revenue per acre generated by a new building downtown versus a building in less dense areas with surface parking. The numbers are significant when you look at it on a per acre basis.

Structured parking is a key strategy in the downtown master plan and we are not done. Look at the areas downtown with lots of surface parking. Placing a parking structure near those areas is likely to spur additional investment. Structured parking allows the landowner the opportunity to find a "higher and

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

Give LOCAL Missoula Day

TUES, MAY 6 12:00am to 11:59pm

Missoula's Goal = \$100,000

Give LOCAL Missoula Day is part of a nation-wide program called *Give Local America*, and the Missoula Downtown Foundation is a participating organization. Every donation will be stretched further if you donate to the MDF through givelocalmissoula.org. This one day gives the opportunity to donate to more than one cause, conveniently located on one website or location, benefiting Missoula charities as a whole.

The Downtown Missoula Partnership is sponsoring two Donor Lounges:

218 E. Main Street. DMP office from 8am-5pm. Stop in to say hello, grab a drink or snack, and donate to the Missoula Downtown Foundation or any other non-profit organization.

111 N. Higgins Ave. Florence Building Foyer 7-9:30am, 11:30am-1:30pm, and 4-6pm. Please stop by to donate or say hello.

For more information email noreen@missouladowntown.com or call 543-4238 and visit givelocalmissoula.org



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President's message cont.
better use" for their property; uses that generate more income than surface parking provides. Structured parking near the Riverfront triangle and on the north end of Higgins will help those areas redevelop.

Structured parking is expensive to build, costing five to six times as much to build as surface parking lots. If parking prices could substantiate it, the private sector would build private parking structures like they do in bigger cities. Many factors keeps the price of parking low (affordable) and means fewer people choose other modes like transit. Because of these things, structured parking in downtown requires a public private partnership which works for a town of our size.

The Parking Commission has

been a great partner in building and managing parking for downtown. They have built a fantastic new structure in downtown that is helping downtown grow. Unfortunately, it will take them some time to pay off that investment and develop the bonding capacity for another parking structure. The Parking Commission bonding capacity limits our ability to grow and to build an additional parking structure in strategic locations. The City of Missoula also benefits from this investment.

Could the City pitch in and help bond part of additional structured parking in downtown, spur redevelopment and achieve a very good return on their investment? We believe it can and our downtown will also benefit from that investment.

Please Share: MDF a Worthy Cause

Before people donate to a worthy cause, they want to know what they are giving to and what impact their donation will have.



The MDF was created in 2010 to promote the spirit and heritage of Downtown Missoula. The MDF supports charitable and educational activities for cultural, historical, and economic enhancements that celebrate Downtown Missoula. The MDF's priority is to build a fund to support infrastructure and livability in Downtown Missoula. The most visible project to date is the ongoing Caras Park improvements project. The MDF is now directly involved in

the third phase of the project. It includes replacing the Pavilion's tent canopy and a permanent sound system.

It is no secret a full experience of Missoula includes Downtown, which is second to none. Downtown Missoula is an economic and cultural leader in Montana: a friendly, diverse, easily commutable place. It is a business hub, and a center of art, history, and fun. Downtown connects us all. Downtown is our sense of place. Downtown is the heart of Missoula. The MDF wants everyone, inside and outside Missoula, to connect to Missoula's Downtown experience

Downtown defines Missoula, and connecting these heartstrings is the MDF Board of Director's current passion. The MDF needs your help to spread the word.

Please share the mission of the MDF. Your contribution can be as simple as making an announcement at your next staff meeting. The MDF seeks to connect with people from all corners of Montana and beyond. Ask your colleagues, friends, and employees to share a favorite memory and why you love Downtown Missoula on the Facebook page.

MDA Committee Meetings

Advocacy

Tuesday, May 13
4-5 pm Downtown Partnership Office

Master Plan

Thursday, May 15
12-2 pm at 140 West Pine

Membership

Thursday, May 15
4-5 pm Downtown Partnership Office

Marketing

Thursday, May 29
1-2 pm Downtown Partnership Office

Out to Lunch

Wednesdays
4-5 pm Downtown Partnership Office

Downtown ToNight

Thursdays
4-5 pm Downtown Partnership Office

River City Roots Fest

Fridays
11 am Downtown Partnership Office

Out to Lunch & Downtown ToNight start June 4, Sponsorships Still Open

Missoula's favorite weekly outings are back for 2014. Out to Lunch and Downtown ToNight kick off in June and repeat every week until the end of August.

In its 29th year, Out to Lunch runs Wednesdays from 11am-2pm and features live music beginning June 4 with The Bottom Feeders and Downtown's favorite food vendors.

Now in its 14th year, Downtown ToNight runs Thursdays from 5:30-8:30pm, also featuring favorite food vendors and live music beginning with Shakewell on June 5. Both events run weekly, all summer long, at Caras Park.

The summer concert series continue to be admission free to the public thanks to support from community-minded local and regional businesses. There are still opportunities to sponsor these events, including two remaining spotlight sponsorships for Out to Lunch and four more for Downtown ToNight.

Visit MissoulaDowntown.com for complete vendor lists and performer schedules.

Downtown Spotlight:



Dylan Shultz was on a local river guiding a group when his customers gave him an idea. One of the most frequent questions his customers asked was, "What is there to do around town? Where do we go?" His first suggestion was to check out the great local breweries. But that's where the disconnect began. He realized that they didn't have the local knowledge to truly know where to go and enjoy this great piece of Missoula. So, the 24-year-old University of Montana business student took charge by founding Montana Brewery Tours.

At Montana Brewery Tours, their mission is to cultivate an appreciation for the art of craft beer in Montana by offering guided, behind the scenes brewery tours, enabling tourists and locals alike to experience Montana's awesome craft beer scene.

Dylan explains his vision: "there

is a growing craft beer movement in Montana that has created great diversity in beer. Breweries are a culturally rich place for tourists or locals wanting to experience Montana. The idea to start a brewery tour business has been around for a while. After hearing dozens of "I want to start a brewery tour business" from many places, I knew it was bound to happen soon. Last fall I said it's time and decided to get things started."

Montana Brewery Tours will be starting with brewery tours in Missoula and the Bitterroot Valley with hopes to expand to the Flathead Valley. They will be offering specialty tours soon as well; maybe some whitewater beer tastings, or beer and cheese pairings. They have developed, and continue to develop positive relationships with all the local breweries and organizations involved.

Dylan is a true entrepreneur. He worked two full time jobs all winter in order to get this business started and has had to do everything himself from the graphic design to the website creation. His business is an exciting one for downtown Missoula. Not only does he promote our local businesses but he connects them directly to the customers.

To learn more, book a brewery tour, or contact Montana Brewery Tours visit www.mtbrewtours.com or call Dylan at 544-6864.

Housing Task Force Launches

The Downtown Missoula Partnership (DMP) has created a Housing Task Force to engage many private and public entities to pursue collaboration and advancement of housing in Downtown Missoula. The layers of impediments to



Downtown housing developments are multiplied by the number of people who need to be at the table.

Market rate and affordable housing are not new issues in Downtown Missoula. The discussion has taken many forms, and was derailed by the recession. Now, the discussion must include current socioeconomic and community factors.

The DMP's role is to uncover all the relevant issues and to unify efforts. In order for all types of housing developments to be successful, a strategic housing market analysis needs to be conducted and the Downtown Master Plan updated.

Welcome New Members!

EcoGeek/VidCon
Colin Hickey
127 E. Main Suite 214
colin@vmppsp.com

Gecko Designs
Gabe Silverman
523 N. Higgins
662-1123
gabe@geckodesigns.com

Laurel Creek Clothing and Gifts
Debra Dudley
117 W. Front
721-5368
laurelcreek@live.com

Montana Brewery Tours
Dylan Shultz
Downtown Missoula
544-6864
dylan@mtbrewtours.com

Press Box
James Jones
835 E. Broadway
721-1212
jamesrjobnes5@aim.com

Downtown Missoula Gift Card: Your Ticket to Summer

Mother's Day is just around the corner. What better way to overcome the difficulty of choosing the right gift than giving your mom a Downtown Missoula Gift Card? Brunches, flowers, chocolate, or a new wardrobe: all available through the wonderful gift card.

Father's day isn't far off either. UM and MCPS Graduations are this month too. Show those graduates how proud you are!

As membership expands, so does the reach of the gift card.

See a complete list of vendors and get yours now from the DMP office or MissoulaDowntown.com.





218 E Main St, Suite C
 Missoula, MT 59802
 Ph: 406.543.4238
 Fax: 406.543.9831
www.missouladowntown.com

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

Commuter Challenge May 4-17



missoula in motion

Was your work place one of the hundreds that participated in the 2013 Commuter Challenge? If you weren't able to compete last year, now is the time to register your business for the 2014 Commuter Challenge and de-throne these MDA member businesses (2013 Winners):

Bernice's Bakery, Biga Pizza, CTA Architects, Garlington Lohn & Robinson, Hide & Sole, Home Resource,

This two-week Business to Business challenge is an opportunity to try a new commute, get back to old habits or be rewarded for your everyday sustainable commute ritual. It is aimed at raising awareness and rewarding commuters who chose sustainable transportation for their work/school commute.

The 2014 Commuter Challenge begins May 4 and runs for two weeks (May 4 - 17).

**Registration Deadline:
 Friday, May 2. Register online at
missoulainmotion.com.**



Member Shout Outs

Child Start Inc. Head Start is looking for a facility to place two-three classrooms for three and four year old children. Child Start Inc. needs approximately 700 sq. ft. per classroom, would prefer kitchen space, and a fenced outdoor play area. The program operates mid-August until approximately June 1st. Children are in attendance Mon.-Thurs. from 8-4:00 and staff on Fridays from 8-4:00. Please contact Loren at: 258-7001.

The Missoula Symphony Orchestra presents "Lords of the Ring," the season finale concert. Featuring music director Darko Butorac, horn soloist Eric Ruske and Wagner's powerful Ring Symphony. April 26, 7:30 p.m. and April 27, 3 p.m. at the Dennison Theatre.

For tickets and more information go to www.missoulasymphony.org, call 406-721-3194 or stop by the symphony office at 320 E. Main Street in Missoula.

FARM FRESH PITCHFEST: Supporting Local Food Innovation

An opportunity for community members to learn about, and invest in, the latest new businesses in our local food economy. An opportunity for a select group of farmers, ranchers, and food business owners to pitch their businesses to the community. For more info, visit www.MissoulaCFAC.org RSVP: contact Annie at annie@missoulacfac.org or call 406-763-6862

Five Valleys Land Trust 20th Annual Banquet and Auction

May 10, 5:30 p.m. University Center Ballroom, U of M
 Annual fundraiser started in 1996 to benefit the preservation of open space in western Montana. Features dinner and live & silent auction. Reservation deadline is Friday, May 2.

To purchase tickets, view auction items, menu and other details, go to www.fvlt.org or call 406-549-0755

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