

May 2017

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## President's Column by Anders Brooker

Runner's Edge  
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Anyone that has worked with me knows I struggle with putting my thoughts on paper. It's not a lack of things going through my head; I struggle focusing on one subject and finding a way for it make sense to the reader. Before I send out a document of any importance, there are usually a few set of eyes to help proof read (so if you see any issues with article, it's not on me).

This month there are plenty of subjects I try to focus on including what is left of the Mercantile, the meeting we had this week with Missoula City Council and County Commissioners, summertime transients, safety, parking and affordable housing in Downtown Missoula.

These are all important subjects to the health of our Downtown and I am sure most of you have varying level of opinions on each matter. But today I would rather write about the Missoula youth, our future Downtown leaders.

I was in a meeting last month with a handful of retailers from around the country. One of the subjects touched on was concern about the younger generation not being more engaged in their local community and not financially supporting brick and mortar in the retail sector. Most of the group sees many high schoolers with their heads in their phones and killing time behind a computer screen. They have this vision that today's youth find their friends through smart phone apps and don't want to, or like to, verbally communicate with others. If this is true, why would this generation want to support local Downtown

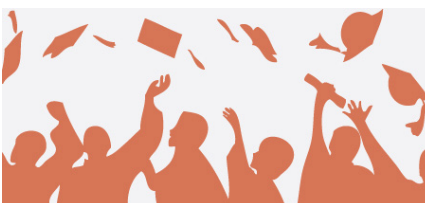
business where face-to-face communication is so important?

All the above concerns are valid. Every kid has a cell phone, a social media account, and, I would assume, spends a good amount of time in front of a screen. I have been lucky enough to be a high school coach for over 13 years with the last 11 being at Hellgate High School. I spend 300+ days a year with up to 130 student athletes on a weekly basis. These kids come from different financial, educational, and family backgrounds. What I can tell you is over the last 10 years, each class and group of kids I've coached is more engaged in the world around them than ever before.

What does that mean to us? This group of high schoolers believe in supporting their local market and being involved in their community. They volunteer, shop (not just on their phone), they work, and have passion for what goes on around them and in their community.

In a lot of ways, this is a scary time to be in business, but then again, when was it ever easy for the local business owner? If all I have to look at is our youth, I believe the future of our community is as strong as it has ever been. Let's just work on getting them out from behind the screen a bit more. ■

## Congrats to Our 2017 University of Montana Grads!



MissoulaDowntown.com

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## Mountain Line Seeks Community Input Via Strategic Plan Website and Survey



Every community faces difficult choices when designing a public transit network for the future and Missoula is no different. Mountain Line is updating their Strategic Plan, a 30-year guiding document for future transit investment in Missoula, and they want to hear from you!

Mountain Line benefits all Missoulians by getting employees to work, students to school, and keeping seniors and those with disabilities active and mobile. This is Missoula's community bus service, so it's important that the community is involved in the planning process.

Mountain Line is encouraging community members to fill out the Strategic Plan Community Survey online at [www.mountainline.com/strategicplan2017](http://www.mountainline.com/strategicplan2017). The survey is short and participants will be entered to win one of three \$25 Missoula Downtown Association gift cards, redeemable at over 100 area businesses.

If you'd like additional information on the current state of Missoula's transit system and the tradeoffs involved in planning for the future, the Choices Report is available for download on the website. This report describes Missoula's public transit system in greater detail and outlines the decisions Mountain Line faces in designing a system that reflects the values and priorities of the community.

In addition to the Community Survey, Mountain Line convened a Stakeholder Committee to assist in designing alternatives for the update. The Stakeholder Committee is composed of residents, business owners, professionals, and representatives of populations that depend on transit, among others.

The Stakeholder Committee will meet several times over the coming months to help Mountain Line evaluate a pair of alternatives that illustrate a key choice for the future. The alternatives will be brought to the Committee and to the public for comment this summer.



## Support Your Local Nonprofits and Our Downtown Community by Donating During Missoula Gives!

The Missoula Downtown Foundation (MDF) is participating in this 24-hour giving event organized by the Missoula Community Foundation to spotlight giving in our community. MDF is currently fundraising for:

- Phase II upgrades to the holiday décor infrastructure
- Deployment of five pianos throughout downtown as part of the Play It Missoula! program
- Expansion of the summer flower basket and plant program
- Fabrication and installation of Downtown kiosks for the Missoula Way-finding System
- Caras Park pavilion canopy replacement and restroom upgrades

Please consider helping to make a difference in our community by donating to the Missoula Downtown Foundation May 4-5 during Missoula Gives!!

## Rejoice! Saturday Markets Are Back! Don't Miss the Markets Opening Saturday, May 6

There is no better place to be than Downtown Missoula during the Saturday Morning Markets, and market season is finally here! Saturday, May 6 marks the Opening Day of the Missoula Farmers' Market at Circle Square and the Clark Fork River Market at the Riverfront Parking Lot. The Missoula People's Market, also known as the Saturday Arts & Crafts Market, will open on the same day – May 6 – and will be located on the 100 block of WEST Pine Street this year.

The original **Missoula Farmers' Market** started in 1972 and runs every Saturday from 8 am to 12:30 pm

on the north end of Downtown on East Railroad and East Alder streets. Fresh local produce, flowers, plants, baked goods and coffee are provided by more than 100 individual vendors, along with live music adjacent to the Historic Railroad Depot. More information can be found online at [www.missoulafarmersmarket.com](http://www.missoulafarmersmarket.com).

The **Clark Fork River Market** started in 2005 and runs every Saturday from 8 am to 1 pm through September and 9 am to 1 pm in October. The market features locally-produced fruits and vegetables, meats, poultry,

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## Missoula Current Emerges as Missoula's Premier Digital News Source

### New Member Spotlight

By Brooke Redpath

Mettle Strategic Marketing Solutions



The Missoula Current and those behind it are no stranger to downtown Missoula. From avocado sandwiches at Wordens to art shows at the Radius Gallery, the dedicated team at the Missoula Current know their way around the heart of the city.

Founded by former Marine, University of Montana graduate and Missoulian reporter Martin Kidston, the Missoula Current has increased its readership month over month since launching in December 2015.

In those early days, the Missoula Current brand had no name recognition, and their followers on Facebook were fewer in number than the tables outside the Thomas Meagher Bar. But that's how it goes when you're brand-spanking new.

Since then, the Missoula Current



has emerged as Missoula's premier digital news magazine (think modern newspaper), growing its page views month over month to become a leader in news that matters.

The Missoula Current's reporting staff focuses on hard local news while blending what makes Missoula special. Their development team also looks to paint Missoula in its true colors, and tell the world why we are all so dedicated to the Garden City.

The staff at Missoula Current would love to hear from you. Give them a shout at [info@MissoulaCurrent.com](mailto:info@MissoulaCurrent.com) and they'll set time for wine or beer. You name the place. There's too many to mention here. ■

(Markets cont.)

fish, and dairy products, as well as plants, flowers, baked goods, a variety of beverages hot and cold, prepared foods, wool and other wares from Western Montana farmers, ranchers and chefs. More information can be found online at [www.clarkforkrivermarket.org](http://www.clarkforkrivermarket.org).

The **Missoula People's Market**, created in 1998, runs from 9 am to 1 pm and features hand-crafted arts from nearly 100 local artists and craftsmen. Usually located on East Pine, this year the People's Market will take place on the 100 block of West Pine Street. For more information, visit [www.missoulapeoplesmarket.com](http://www.missoulapeoplesmarket.com).

Downtown parking is free evenings and weekends, and there is ample parking for market customers throughout Downtown.

The Mountain Line Market Trolley runs up and down Higgins Avenue from market to market. Additionally, Mountain Line remains zero-fare, and all routes begin and end in Downtown.

The Saturday Morning Markets add an incredible vibe to Downtown Missoula that is the envy of many Downtowns across the Rocky Mountain West. We are grateful for all the vendors, farmers, ranchers, crafters, board members, market masters and customers who support the markets. ■

## Missoula Hosts Special Olympics for 3rd & Final Year

For the past 2 years, Missoula has been the host-city for the Montana Special Olympics State Summer Games. This is the last of a three-year hosting stint for Missoula before the games move on the Great Falls in 2018. The Missoula Downtown Association (MDA) is thrilled to be a part of the Games by hosting the Law Enforcement Torch Run BBQ and Torch Arrival at Allegiance Field, home of the Missoula Osprey baseball team. The BBQ will take place on Tuesday, May 16 from 5-8pm.

In partnership with the Missoula Osprey, the MDA organizes food, activities, and music for the Athletes to enjoy as they arrive in Missoula to compete in the State Summer Games. The event kicks

off with the Law Enforcement Torch Run in partnership with the Missoula Police Department. Music by the RetroTones will welcome the Athletes and activities provided by local nonprofit organizations will get them ready for the games happening May 17-19.

All are encouraged to attend the games and cheer on athletes from across the state as they compete in Missoula for the last time. A full schedule of events can be found online at [somt.org](http://somt.org).

**Special  
Olympics  
Montana**



## Join Missoula In Motion For Breakfast on the Bridge!



**missoula in motion**

Join Missoula In Motion for a commuter Breakfast near the California Street Bridge. Be sure to get your free coffee and breakfast treats when you walk or bike from 7:45-9:45am on Friday, May 26. City Brew Coffee and the Good Food Store will be donating the coffee and treats. You won't want to miss it!



## Get the perfect gift for the Moms and Grads in your life!

Good at over 170 locations,  
Downtown Gift Cards are the  
perfect way to say thank you  
or congratulations.

Purchase gifts cards at the Down-  
town Missoula Partnership, 218 East  
Main Street & the MSO Hub, 140 N.  
Higgins.

Also available online @  
[missouladowntown.com](http://missouladowntown.com).

*Please submit  
member shout outs by the 18th  
of each month to  
[sarah@missouladowntown.com](mailto:sarah@missouladowntown.com)*

## Shout Outs

**The Missoula Community Theatre presents The Wizard of Oz, May 3-6 and 10-14.** On Tuesday, May, there is an adapted performance for people living on the autism spectrum. Call 728-7529 for ticket information!

Join **MUD and artist and educator Sally Rodriguez for a DIY intro to carpentry tools as part of MUD's women-led Carpentry Tools Intro Workshop Series.** **The first workshop on May 6 from 1:00 pm - 3:00pm at MUD Central** will be an introduction to common carpentry tools and safety and can be taken as a stand alone workshop or as part of the series of workshops throughout May. \$15 per workshop for MUD members. \$30 per workshop for non-members \*Sign up early for the complete 3-part series and save! \$40 MUD Members and \$80 nonmembers if you register by May 1st. Visit [mudproject.org](http://mudproject.org) for more information.

MCAT, Missoula's community media resource, is celebrating another year, and would like you to join them for a special **"First Friday" birthday party: Friday, May 5 from 5:30 to 8:00pm at Downtown Dance Collective 121 W Main St.** RSVP online at [bit.ly/MCATb\\_day](http://bit.ly/MCATb_day). Enjoy complimentary appetizers, a drink, and conversation with friends. Get your picture taken at the green screen photo booth, experience the wonders of virtual reality and enjoy the evening! A short program will begin at approximately 6:15pm.

Mark your calendars for Five Valleys Land Trust's biggest event of the year! Join **Five Valleys for their 23rd Annual Banquet and Auction on May 20 at 5:30pm.** Celebrating 45 incredible years of conservation in western Montana, the annual Five Valleys Banquet includes an exciting live and silent auction, musical entertainment, a catered dinner, and the opportunity to meet and mingle with others who care about this extraordinary place. For more information and to register, visit [www.fvlt.org](http://www.fvlt.org).

**SATURDAY, MAY 6**

12-8PM | CARAS PARK



**70+ BEER TAPS**

PLUS

**FOOD VENDORS**

**\$15** INCLUDES GLASS  
AND 3 TOKENS  
ADDITIONAL TOKENS 2 for \$3

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**ROTGUT WHINES  
LETTER B  
DODGY MOUNTAIN  
MEN**

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# MISSOULA Downtown CONNECTING OUR COMMUNITY

## MDA Committees Get Down to Business

As the summer season approaches, the Missoula Downtown Association's committees have been busy and we want to give you a quick update on some of the recent happenings and projects underway!

The **Downtown Advocacy Committee**, which meets the second Wednesday of the month at 8:30 am, has been focused on tracking legislative activity in Helena, tracking and distributing communications regarding Downtown construction projects, and building support for the Fox Triangle Development contracts. Improving safety continues to be a priority, and the MDA recently hosted city and county leadership in the annual State of Downtown Missoula event on April 19.

The **Downtown Master Plan Implementation Team**, which meets monthly on the second Thursday of the month at 12 pm, is targeting 2018 for updating the plan. Presentations to City and County leadership took place in March, and the group is seeking to raise approximately \$350,000 to update the plan. More importantly, the group is focused on the planning process for Design Guidelines for Downtown and activating implementation of the vehicle layer of Wayfinding. Mountain Line's Strategic Planning Process, and finding a new representative from UM are also priorities.

The **MDA Membership Committee** has been focusing on membership retention, reaching out to more than 100 businesses this past month. Networking socials have been particularly interesting and well-attended recently, and the Retailers had great success last month with Fashion Week and Downtown Ladies' Night. Upcoming opportunities for members include the Guide

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to Downtown Missoula (listings and advertising) and participation in MDA's efforts to host all the athletes, coaches and families for the May 16 Barbecue for the Montana Special Olympics State Games.

The **MDA Marketing Committee** is updating some organizational logos, showcasing the new Passport Pay-by-Phone app for the parking meters, and building the summer campaigns for Downtown Missoula's community events. The group is also planning for an overhaul of the Downtown website to occur in early 2018.

All of **MDA's Community Event Committees** are in full swing, selling sponsorships, selecting vendors, entertainment, and children's activity providers. Volunteer recruitment, acquisition of supplies and preparation of Caras Park for the summer event season are also underway. Those include Garden City BrewFest (May 6), Downtown ToNight (starts June 1), Out to Lunch (starts June 7), River City Roots Festival (Aug. 25-26), and the newly-acquired Festival of Trees (late November). If you're interested in partnering on one of these upcoming events, please let us know! ■

## Power Washing & Graffiti Removal Available Soon

Hot water power washing and graffiti removal services will soon be available to Downtown business owners and property owners throughout the Business Improvement District. With a hot water power washer and amazing 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.



## Flowers to Line Downtown Streets Starting in May

Missoula's beloved Downtown Flower Baskets will be installed in the mid-May this year. Approximately 100 baskets will be moved from Pink Grizzly Greenhouse to the Central Park Parking Structure where a team of community volunteers and Downtown Missoula Partnership staff members will hang every basket throughout Downtown Missoula and Caras Park.

The Downtown Flower Basket program is one of many created and managed by the Missoula Downtown Association in its effort to make Downtown Missoula the most beautiful and welcoming place it can be. Other street décor programs managed by the MDA include the boulevard banner program, the American flags and the holiday décor.

The permanent all-black metal baskets that hold most of the flowers carry the mark of a famous artist. They were designed by Russell Smith, son of Russell Smith, Sr., after whom the Federal Courthouse is named. The metal barrels were constructed in 1981 and 1985. Each of the 70 baskets was individually designed and crafted with a unique theme. The remaining flower baskets hang directly from brackets that were installed in a 2010 expansion.

The MDA spends \$10,000 on the Downtown Flower Baskets each year and uses membership dues to pay for improvements. ■