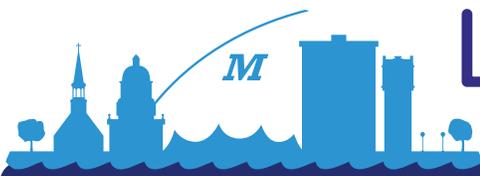


# Missoula Downtown Lowdown



Connecting our Community

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

## June 2015

- Sidewalk Dining Laws in Place
- Pianos Roll out First Fri, June 5
- New Trees for Downtown
- Summer Series Kicks Off
- Graffiti Removal Available

Please share with friends and colleagues!



MissoulaDowntown.com

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## President's Column

by Heidi Starrett

Missoula Independent  
 hstarrett@missoulanews.com



Many have heard about the Broadband Study that is being conducted in Missoula County. In an attempt to clarify the goals of the project and the necessity of it, I'd like to share important information with our members.

In 2012, a team of public and private sector leaders came together to identify ways to add value and capacity to the Missoula Economic Partnership's efforts to retain and grow local businesses as well as attract companies from targeted industries. After hearing numerous

complaints from business owners about existing Internet service in Missoula, the group decided that it was the biggest hurdle to achieving business growth in the city.

Once businesses were surveyed and the true demand for fast and reliable service was determined, the feasibility study was released in July 2014 and approved by the City Council and County Commission shortly thereafter. Then, after securing a Big Sky Trust Fund grant (matched by the city and county) it was decided that a consulting firm would be hired to identify ways in which to improve Missoula's fiber broadband access and for businesses. At this point, an operational and business model for a public-private

*continues p. 2*

## Downtown Gift Cards Now Sold at MSO HUB

Meeting the goal of increasing convenience through evening and weekend sales, Downtown Gift Cards are now available for purchase at the MSO Hub (140 N. Higgins).

The MSO Hub will have Downtown Gift Cards available for purchase during business hours Monday-Friday 9am to 7:30pm, Saturday 10am to 7pm and Sunday 12pm to 4pm.

The MDA offers the Downtown Gift Card Program to all of its members. Downtown Gift Cards can be spent at over 160 participating Downtown merchants.

Gifts cards remain available for purchase online at [www.missouladowntown.com](http://www.missouladowntown.com) and at the Downtown Missoula Partnership office, located at 218 East Main Street. DMP office hours are Monday-Friday 8am to 5pm.

Last year the MDA sold more than



Available at these Downtown Locations:



6,500 Downtown Gift Cards totaling nearly \$245,000 in annual sales. That represents a 26% increase in sales from the previous year.

The Downtown Gift Card Program began in 1997 and expanded to the current electronic program in 2009.

Downtown Gift Cards make great gifts for grads and dads. Keep Downtown Gift Cards in mind when purchasing gifts for Big Sky, Hellgate and Sentinel graduates (June 6) and for Father's Day (June 21).

**President continued**

vate community network needed to be determined. Several recommendations came out of the study that are expected to have a positive effect on local business. The recommendations could allow us to attract larger companies that might otherwise overlook Missoula due to the lack of fast and reliable Internet service.

**Two vital recommendations include:**

1. Building a 60-mile open-access, self-financing fiber network to increase competition and improve service to the K-12 schools, businesses, and public entities that need it.

2. The creation of a Broadband Task Force to implement the recommendations. In particular, this task force would attempt to determine the operational and business model for how to build and operate a self-financing, open-access community fiber network.

The MDA is proud to join Missoula County, the City of Missoula and other community stakeholders (including several of our members) in support of the implementation of the project. Fast, reliable and affordable Internet access is increasingly essential to conducting business in the 21st century. Not only do local businesses have an increasing need for high speed broadband, so do our government, healthcare, and education institutions. The Broadband Master Plan will help us in collectively reducing cost while improving speed and reliability. Improving Internet service for our businesses is an initiative that will drive economic growth and development Downtown.

The terms of the contract for the Broadband Master Plan are currently underway. I encourage all of our members to learn more about this significant development.

**Detailed information can be found at [bredd.org](http://bredd.org)**

**MDA Committee Meetings**

**Advocacy**

Wednesday, June 10  
830-930 am

Downtown Partnership Office

**Master Plan**

Thursday, April 18  
12-2 pm at 140 W. Pine

**Membership**

Tuesday, April 30  
4-5 pm Downtown Partnership Office

**Roots Fest**

Friday, June 12 & 26  
1130am Downtown Partnership Office

**New Trees for Downtown**



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According to the Urban Forester, twenty-five Honey locust trees are currently in the process of being planted in the Downtown area. Last fall the Downtown Ambassadors compiled a comprehensive list of dead and dying trees and empty tree grates around Downtown. That list was submitted to the city Forester of Missoula Parks & Recreation and this is the wonderful result!

It is the responsibility of the business or property owners to water all trees in front of their locations and is especially important to tend to these brand new trees as they are adjusting to their new homes. Please use clean, fresh water only when watering trees and also consider how thirsty they become as the weather heats up. Mop water, emptying ice coolers and using other waste water is detrimental to the trees' health. We are so fortunate to have these beautiful trees in our downtown area, let's do our best to care for them!

**DMP Summer Marketing Campaign Gets Stylish**

Sometime towards the end of June, Downtown Missoula Partnership (DMP) staff members and volunteers will be distributing the brand new Downtown Connection shopping bags and how-to guides to MDA members and BID rate-payers. A major marketing and outreach project, the bags and guides will help accomplish some major goals, including business recruitment and retention, downtown workforce education and outreach, and general marketing and communications for Missoula's city center.



estate agents and government officials. The guides and bags will be distributed throughout Downtown and with key organizations who work in business development and real estate. Downtown retailers will have the opportunity to sell the 16x12-inch bags, made of recycled plastic bottles and designed by local artist Megan Richter.

If all things remain on schedule, the new bags and guides will hopefully be fully distributed by early July. Inquiries can be directed to DMP staff via phone (543-4238) or email ([info@missouladowntown.com](mailto:info@missouladowntown.com)).

## Play It Missoula! Pianos Return Fri, June 5

Over the past year, more than five pianos have been donated to the Play It Missoula! program from individuals throughout the community. These pianos, along with the two located in Downtown last year, have been stored over the winter by First Interstate Bank. Due to rain damage, last year's pianos have gone to local residents to use the parts for artistic creations. Five of the newly donated pianos have been hosted by local galleries and coffee shops, painted by local artists during April and May, and are scheduled to be delivered to their locations on First Friday, June 5 for the community to enjoy. Rollie Dotz of Dotz Piano and Jeff Stickney will continue to provide generously discounted delivery, tuning, and repair services for the summer season. This year the pianos will be protected from the elements by a custom covering system developed by Noah's Fabrics.

This project is a collaborative effort by the Downtown BID, the Missoula Downtown Foundation, the Missoula Community Forum, First Interstate Bank and numerous local businesses and individuals. Play It Missoula! brings together music, art, and stories as people play, listen, and enjoy the pianos. Two of the

five pianos will be located outside of the urban core to help connect the heart of Missoula to the rest of the community through arts and place-making qualities. Please support the local businesses and artists who have generously donated to this project.

**Bank Street Pocket Park** (120 S. Higgins Ave.) "Ghosts" Piano Artist: Bayla Arietta

**Broadway Bar & Grill** @ The Broadway Inn (1609 W. Broadway) "Real Good" Piano artist: Jack Metcalf

**Hip Strip Piano** - (501 S. Higgins Ave.) "Myrtle's Stop" Piano Artist: Amber Prouty (who also created the new Hip Strip Mural)

**North Higgins Ave.** (Near Worden's Market) "The Fox" Piano Artist: Luke Smith, Madeline Carr, and Logan Van Damme

**Starving Artist Cafe** (3020 S. Reserve St.) Piano artist: Paul Tiede

**For more information on locations, the artists, and the generous sponsors of this program, go to [missouladowntown.com/pianos](http://missouladowntown.com/pianos) or [Noreen@missouladowntown.com](mailto:Noreen@missouladowntown.com).**

### Welcome New Members!

**Brian MacDonald**  
**MT Educators Credit Union**  
PO Box 2668  
541-8736  
[bmacdoald@mtedcu.org](mailto:bmacdoald@mtedcu.org)

**Community of St Columba**  
Justin Read-Smith  
113 West Front St., Ste 301  
219-1352  
[rector@stcolumbamissoula.org](mailto:rector@stcolumbamissoula.org)

**K Design Marketing**  
Holly Ondrasek  
1613 South Ave W  
273-6193  
[Holly@KDesignMarketing.com](mailto:Holly@KDesignMarketing.com)

**Mettle**  
**Strategic Marketing Solutions**  
Brooke Redpath  
1800 S. Reserve St.  
829-8210  
[brooke@mettlesms.com](mailto:brooke@mettlesms.com)

**Missoula County Public Schools**  
Hatton Littman  
215 South 6th Street West  
728-2400  
[hlittman@mcps.k12.mt.us](mailto:hlittman@mcps.k12.mt.us)

**Rhoades & Siefert PLLC**  
Cheryl Jacobson  
430 North Ryman 2nd Floor  
721-9700  
[cheryl@montanalawyer.com](mailto:cheryl@montanalawyer.com)

## New Sidewalk Dining Regulations in Place

The Missoula City Council unanimously approved the proposed Sidewalk Dining ordinance last month, and the ordinance will serve the Downtown community well. With the goal of complying with Montana Department of Revenue (DOR) regulations surrounding service of alcohol in the public right of way, city staff spent over a year working on the details of the ordinance, working with MDA representatives and Downtown stakeholders to create policies that would enhance the experience of dining outside.

Downtown businesses who wish to commence or continue sidewalk service will need to apply for a sidewalk dining license with City De-

velopment Services. Requirements include a floor plan for food and beverage service in the public right of way; a clear pedestrian pathway of five feet or greater; demarcation of the service area; appropriate storage for sidewalk furniture; general liability insurance that lists the city as an additional insured; and the noted license fee. City staff will work with DOR staff to acquire state approval for those businesses who serve beer, wine or liquor in addition to food.

Inquiries on the new sidewalk dining ordinance can be directed to Doug Harby of Development Services. He can be reached via phone (552-6091) or email ([dharby@ci.missoula.mt.us](mailto:dharby@ci.missoula.mt.us)).

## Last Best Solstice Showcases Art on the Riverfront June 21

The Missoula Cultural Council hosts an artist showcase and riverfront gallery on June 21 in Bess Reed Park. More than 30 local artists across multiple disciplines will be sharing their unique processes as they offer one of a kind works for sale. This is a distinct opportunity to catch a glimpse of the creative process from some of Missoula's most talented artists. Enjoy brunch and mimosas provided by Brooks & Browns as you chat with the artists and discover new talent. The event runs from 10 am to 4 pm. More information at [www.missoulacultural.org](http://www.missoulacultural.org)



218 E Main St, Suite C  
 Missoula, MT 59802  
 Ph: 406.543.4238  
 MissoulaDowntown.com

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

## Best Ever BrewFest in 2015

Missoulians love attending BrewFests no matter the weather. So when the first Saturday in May ends up having picture perfect weather, it makes for the most successful Garden City BrewFest in its 23 year history. From start to finish, Caras Park was completely packed.

The MDA can't thank enough Bayern Brewing Company, the Missoula Independent, Five on Black, The Trail 103.3, Montana Brewery Tours, George's Distributing, Grandstand Glassware, and "Oh Snap" Shot Photo Booth for their sponsorship! Many thanks also goes out to those who volunteered their time - nearly 160 volunteers helped make the event a huge success!

Looking forward to the next MDA event? Out to Lunch and Downtown ToNight kick off on June 3 and 4!

## Power Washing & Graffiti Removal Now Available

Hot water power washing and graffiti removal services are now 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.



## Shout Outs

**Missoula in Motion wants to recognize your dedication to supporting sustainable transportation** options for customers and employees. Submit your application for the Transportation Best Practice Awards by Friday, June 5, and join us in celebration at Downtown ToNight on Thursday, June 25 in Caras Park. Winners receive monetary awards and media coverage! Applications available online at [missoulainmotion.com/On%20The%20Job](http://missoulainmotion.com/On%20The%20Job).

**Join Ecology Project International on First Friday, May 5,** as they celebrate 15 years of global impact through conservation education with three other local nonprofits who call the Swift Center home. As part of this family-friendly First Friday, your kids can participate in live bug and ground water flow activities guided by the Watershed Education Network, and you can tour the offices of the Wild Rockies Field Institute, EPI, and the Missoula Community Foundation. With a complimentary beer or wine in hand, you'll also enjoy photography by local artists who feature the flora and fauna of the places EPI works to protect - from Yellowstone to Costa Rica to the Sea of Cortez.

CONNECTING OUR  
 COMMUNITY

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



# Member Socials **40 Years** June 2015 CONNECTING OUR COMMUNITY

## Membership Luncheon

Tuesday, June 9 from 11:30am to 1pm - **Holiday Inn Downtown ( 200 S. Pattee St. )**



Summer has come at last to the Garden City and to celebrate, so join us on the patio at Brooks and Browns. Joining us for lunch is John Driscoll Executive Director of the Missoula Symphony Association. This year our community's Orchestra is 60 years old! John will give some insight into the Symphony's history, how they remain successful today, and a sneak peek into the Symphony's summer activities and exciting new projects in the future. Please RSVP by June 5 at 3:00 pm by visiting [missouladowntown.com/RSVP](http://missouladowntown.com/RSVP).

## Coffee Talk

Wednesday, June 17 from 8-9am – **United Way of Missoula County ( 412 W. Alder St. )**



United Way has a reputation of reaching the most vulnerable citizens in our community. Providing funds to 35 programs at 25 organizations, while working alongside countless more, United Way's reach is run deep and wide. With their focus being on Education, Income and Health, United Way is one of Missoula's most beloved non-profits. Come down and join the MDA for a cup of coffee and meet the people behind the change!

## Downtown On Tap

Tuesday, June 23 from 5-8pm – **First Security Bank ( Downtown - 100 E. Broadway)**



This month, First Security Bank will be hosting the Missoula Downtown Association's Downtown on Tap! Come down and hear first hand about the exciting changes happening at First Security Bank. With the acquisition of Community Bank, First Security will be serving more customers than ever before. We look forward to seeing you for a drink and bite on June 30th from 5:00-7:00 PM. Head to the Downtown office located at 100 E. Broadway!

# JUNE 2015

more info at [missouladowntown.com](http://missouladowntown.com)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3 	4 	5 Pianos Roll Out  First Friday Gallery Night	6 Airstream Expo @ Caras Park
7	8	9 MDA Luncheon 1130am @ Holiday Inn Missoula Downtown	10 	11 	12	13
14 Flag Day	15	16	17  Coffee Talk 8am @ United Way	18 	19	20
21 Last Best Solstice  Father's Day	22	23	24  Osprey Home Game	25  Osprey Home Game	26  Osprey Home Game	27  Osprey Home Game
28 MADE Fair  Osprey Home Game	29 Osprey Home Game	30 Downtown on Tap 5pm @ FSB 100 E. Broadway Osprey Home Game				

# JULY 2015

more info at [missouladowntown.com](http://missouladowntown.com)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			<b>1</b> 	<b>2</b>  Osprey Home Game	<b>3</b> First Friday Gallery Night Osprey Home Game	<b>4</b> Independence Day ADA 25th Anniv @ Caras Park
<b>5</b>	<b>6</b>	<b>7</b> Osprey Home Game	<b>8</b> 	<b>9</b>  Osprey Home Game	<b>10</b> Osprey Home Game	<b>11</b> Missoula Marathon Expo Osprey Home Game
<b>12</b> Missoula Marathon Osprey Home Game	<b>13</b> Osprey Home Game	<b>14</b> MDA BBQ @ Caras Park	<b>15</b> 	<b>16</b>  Tour of MT @ Caras Park	<b>17</b> Tour of MT @ Caras Park	<b>18</b> Tour of MT @ Caras Park
<b>19</b> Sunday Streets Tour of MT @ Caras Park	<b>20</b>	<b>21</b>	<b>22</b> 	<b>23</b>  Osprey Home Game	<b>24</b> Celtic Festival @ Caras Park Osprey Home Game	<b>25</b> Celtic Festival @ Caras Park Osprey Home Game
<b>26</b> Celtic Festival	<b>27</b>	<b>28</b> Osprey Home Game	<b>29</b> 	<b>30</b>  Osprey Home Game	<b>31</b> Osprey Home Game	