

November 2016

- Spotlight: Wally & Buck
- Holiday Window Decorating Contest
- New MDA Members



President's Column
by Aimee McQuilkin
Betty's Divine
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If I made a B-movie based on last year's holiday season sales, I'd probably call it "The Amazon Beast Strikes Again". As many of us lament the changing landscape of retail, open discussions between MDA member retailers led to the same conclusion what we already knew, but really felt this year: on-line shopping was taking its toll on locally-owned businesses. The UPS man told me he'd never seen so many little brown boxes delivered... even huge bags of dog food were loaded in and out of his truck daily because of Amazon Prime's free shipping policies. A few people in the conversation embarrassingly admitted that they did most of their shopping online despite the fact that they are committed and engaged members of the MDA.

Anders Brooker, owner of The Runner's Edge, then told us of a self-imposed challenge he and his wife Meg did recently: for an entire year, they committed to shopping ONLY in Downtown Missoula. No Amazon, no Reserve Street...if they couldn't get it Downtown, they couldn't buy it. They even took it a level deeper by buying things made or grown in Missoula if it was an option; choosing a Kettlehouse IPA over a Coors Light or a loaf of Le Petit Outre's Birdman bread versus one from a bakery in Oregon.

Was there a disconnect between the philosophy of supporting our Downtown and the actual monetary support of it?

In an attempt to find out, the MDA board took on a similar challenge. For the month of September, we were challenged to shop first and foremost according to **location:**

Downtown Missoula. We based the geography within the Downtown Master Plan Study Area: North to I-90, East to Van Buren (including Eastgate Shopping Center), West to Russell and South across the river on Higgins Avenue to include the Hip Strip. We then thought about **ownership** to show support for locally-owned businesses. For example, we could buy groceries at Missoula Fresh Market as opposed to Albertson's, though both are within the geographic boundary. We then tried to buy **products that are locally sourced** at such stores. Finally, we shopped while thinking about **membership** to the MDA. With 462 current members, it shouldn't be too hard to do so.

I know, I know, we hear about the importance of shopping local all the time, but let me remind you of a few key points:

- Each dollar you spend at an independent business returns an average of 3 times more money to your community than spending at a chain store.
- Local businesses are better at creating higher-paying jobs for your neighbors. When you shop locally, you help create jobs for teachers, firemen, police officers and many other essential professions.
- Local business owners know you, and you know them. They pick the items and products they sell based on what they know you like and want.
- Studies show that local businesses donate to community causes at more than twice the rate of chains.
- Creativity and entrepreneurship are what the American economy is founded on. Nurturing local business ensures a strong community.

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MissoulaDowntown.com

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Looking for Police? Call 911

If you haven't already noticed, we have a new Dedicated Downtown Police Officer. Her name is Rebecca Potter, and she will hold the position until a permanent replacement is selected, which will likely take place in November or December. Chief Brady has offered BID a seat on the interview panel for the next selection of the Dedicated Downtown Police Officer. Officer Potter is available to meet with you and your employees to discuss safety in Downtown and security measures you and your staff can make.

If you or your employees feel threatened or need to engage a city police officer for help, it is imperative for you to call 911 instead of calling Officer Potter directly. While it may feel counter-intuitive to seek help for an issue that may not feel like an emergency, 911 is the only comprehensive dispatch service in Missoula. Seeking help through 911 will ensure an officer is deployed to your location and will capture the details of the call for service.

If there are any concerns about the service you receive from the 9-1-1 dispatch center or the officers you can also call the city police desk at 552-6300 and ask to speak to a shift commander. However, this is a non-emergency option and should be utilized only if you don't get the desired response from calling 911.

Police Chief Mike Brady has deployed over two hundred hours of overtime patrol in Downtown Missoula this year. He and his staff care very much about our community, and they work hard to improve safety in Downtown and throughout Missoula. Chief Brady can be reached via email at mbrady@ci.missoula.mt.us if you would like to visit with him directly. ■



President continued

Spending logs were totalled at the month's end and results were analyzed. About 50% of the board participated actively in this challenge, and those 14 individuals spent almost \$20,000 in 30 days; 47% of that was spent Downtown; 81% of it was spent at locally-owned businesses. thirty percent was spent at MDA-Member businesses. When we make an effort to shop mindfully, the effect on the local economy can definitely be seen and felt.

I've always considered myself pretty conscious of shopping local, but I learned so much when I actually made an intentional effort to do so. Did you know that Noon's on Broadway and Van Buren is both locally owned and a MDA Member? I filled up on gas there every time it was necessary in September and have continued to do so since. I also found out that I could buy chicken food at Ace (Downtown and Locally-owned), not only do they sell a variety of animal foods, but the chicken scratch is made nearby in the Bitterroot Valley!

Of course, there were things we couldn't purchase Downtown, like pillows and a pair of dress shoes after 8 pm. With more residents set to be living Downtown in the next five years, these results told us a lot about what kind of businesses we still need to make Downtown more sustainable and livable.

Are you interested in investing in our Downtown? I challenge you to challenge yourself this Holiday season. Make a dedicated effort to shop Downtown, whether it be for dog food or a sweater for your mother. ■



Festival of the Dead Returns Wednesday, November 2

This year the Festival of the Dead Parade presented by the Zootown Arts Community Center will be held on November 2 and will start promptly at 6:30 p.m. at the red XXXX's on the North end of Higgins. The processional will continue down Higgins Avenue, ending at Caras Park. All are welcome to participate in the walk. If you'd like to join the parade come dressed up to march at 5 p.m. If you need a group to march with, find the Zootown Arts Community Center and stand alongside your community arts center.

The Festival of the Dead event insurance and the City of Missoula Parade permit restrict the use of motorized vehicles, use of fire or fireworks at any activity site, or throwing of candy, flowers, confetti, etc. during the parade and other site activities. Please be respectful of these restrictions and plan your costume and float accordingly. ■

The Time to Make a Difference is Now, Vote on November 8!



Wally & Buck Brings Creativity and Experience to Missoula Food Truck Market

New Member Spotlight
By Anders Brooker

Runner's Edge

We've got some great food in Missoula and the Wally & Buck food truck is no exception. Opened in 2015, husband and wife team of Travis & Kelsey Walnum spent a couple of years dreaming, planning, and building their burger cart.

Travis started working in the food industry as a young teenager at a small breakfast café in New Hampshire. He moved from mom and pop pizza joints to fine dining establishments, cultivating his passion and knowledge in the kitchen. After 15 years of work, Travis felt like he gained enough confidence in the kitchen, he approached his wife about an idea to open a Wally & Buck on the Hip Strip. They decided a food truck is a relatively low cost and low risk way to begin a business and their burger cart, Wally & Buck, was born.

Kelsey and Travis work with Ox-



bow Cattle Company in Missoula, the sole supplier of beef, for their business, which has been growing quickly thanks to support from Missoulians. They also have a great relationship with the Kettlehouse who host W&B at their southside location. This business has quickly become a popular spot to grab a burger and beer before heading to a concert at the Wilma or an event at Caras Park.

Wally & Buck cart is currently shut down for the season, but be sure to visit them when Missoula starts to thaw this spring! Follow them on on their website: <http://wallyandbuck.com/> for more information and updates. ■

Become a Friend of Downtown Today!

Downtown Missoula is a special place that needs special care and the Missoula Downtown Foundation is grateful to their Friends of Downtown for their dedication of making Downtown the best in the Rocky Mountain West.

The Missoula Downtown Foundation (MDF) works closely with the Missoula Downtown Association and the Downtown Business Improvement District to lead, manage, market, share, grow and show all that is good about Downtown.

The MDF knows this fall you will consider a number of worthy non-profit organizations for your support and as you make final decisions on your year-end giving, they hope you will consider the Missoula Downtown Foundation.

To donate, please visit: <https://www.missouladowntown.com/friends-of-downtown-missoula-membership-form>. ■

PARADE OF LIGHTS

14th Annual



SATURDAY, DECEMBER 3
Downtown Missoula

ENTER THE PARADE BY NOVEMBER 25!

Enter online at
missouladowntown.com/float-entry

SATURDAY HIGHLIGHTS

Family Friendly
Activities
Downtown
Missoula
12 - 5 pm

Santa's Arrival
The Florence
Building
1 pm

Photos with Santa
The Florence
Building
1 - 5 pm

Downtown
Carriage Rides
Pine & Pattee St.
1:15 - 5 pm

Parade of Lights
Higgins Ave.
6 pm

Lighting of the
Tree & Caroling
The XXXs on
North Higgins
6:30 pm

Visit missouladowntown.com/parade-of-lights
for more information.

Boost your marketing/advertising
presence with year-end specials
from MDA Members ONLY FOR
MDA Members!



Please email Kristen Sackett at
kristen@missouladowntown.com for the
available specials.
The compiled member-to-member deals
will also be posted under 'Member News'
at missouladowntown.com.



218 E. Main
406.543.4238
missouladowntown.com

*Please submit
member shout outs by the
18th of each month to
info@missouladowntown.com*

Shout Outs

Kitchen Table Conversations is a two-part workshop with local advance care planning experts Kathy & Brian Derry. Sessions are designed to help you prepare and have a conversation with those you love about what is important to you when it comes to how you want to live the end of your life. Information on advanced directives will be given, plus assistance with completion. The workshops are being held **November 1 & 3, 2-4 pm in Conference Center 3 at St. Patrick Hospital**. Snacks will be provided. Please enroll online or call 728-7682. <https://kitchentableconversations.eventbrite.com>

Friends of the HMFM Annual Used Book Sale starts at 10 am on Thursday, November 10 and runs through Sunday, November 13 at Heritage Hall (N. Rockies Heritage Foundation). Attendees will be able to browse the stacks of pre-sorted selections and create your own unique collection of reading material for those long Missoula winters. Books are priced at the incredibly low price of \$1.50 an inch. (Specialty books are not included in the per inch or bag sale pricing.) Your purchase supports your community museum. All proceeds go back to the museum to create new exhibits, restore and preserve historic buildings, and create educational tours and programming for all ages.

Stop by the **Montana Natural History Center on November 30 at 5:00 PM for Holiday Wreath Making**. Learn how to create a beautiful holiday wreath, garland, or door hanging from local conifers! We will cover identification tips and facts about Montana evergreens as you work. Using fragrant boughs you will build the base of your creation. Add cones, sprigs of evergreen shrubs, ribbon, and holiday decorations for flair. We will also have non-traditional wreath materials such as sage, dried grasses, dogwood twigs and more to work with. Let your imagination guide you!