

November 2017

- Holiday Window Decorating
- Parade of Lights
- Friends of Downtown
- Sidewalk Sign Regulations

Support Someone's Dream on November 25

Shopping during the holidays. Some folks might say it's the most wonderful time of the year. Others might say it's the bane of their existence. No matter what your feelings are, we all experience the ups and downs of trying to find the perfect gift for your perfect someone(s). When the holidays are over, although there is a collective sense of relief that you've made it through you probably, truthfully, wouldn't have it any other way.



But what about the lead-up to the post-holidays relief? How do you find ways to make the shopping experience less painful? For many, they have started to turn to making a few quick clicks with their computer mouse and have the UPS man do the heavy lifting. It's a trend that many Downtown Missoula, as well as across the country, businesses are starting to feel the repercussions from. Sales are falling across the board and many of our local small business are left wondering – what is the future of small businesses in our community? What can we do to get feet walking across our

thresholds and our registers ringing again? Have our friends and neighbors forgotten about us?

Starting in 2010, a not-so-small business came up with a plan to get Americans refocused on supporting small, locally owned businesses. American Express – yes the credit card giant – developed Small Business Saturday and now eight Saturdays later it's become one of the most important days of the year for Small Businesses. Via American Express' support, towns across the country are having mini-Shop Small movements in their communities. They are rallying the troops and asking their communities to not forget about their neighbors and friends when they are planning out their Black Friday and Cyber Monday shopping binges. They are asking communities to come out and experience holiday shopping like it used to be many years ago – family affairs walking from store to store, saying hi to those they know on the street, and finding unique and special gifts one could only find at small boutiques and shops.

Downtown is asking you, Missoula, to once again remember your locally owned, small businesses this holiday season by joining in the Small Business Saturday movement. Once again the MDA will be hosting the Shop Small Headquarters at the MSO Hub (140 N. Higgins) on Saturday, November 25 from 10am-3pm. There will be free hot cocoa, free Shop Small swag, and lists of the sales, deals, and treats to be found throughout Downtown. Free carriage rides will again be provided by The Resort at Paws up on E. Pine Street to add to the family shopping experience.

Each and every store, shop, boutique, café, and restaurant in Downtown started as someone's dream. Support their dream and remember to Shop (and Dine) Small during the holidays this year. We'll see you on Saturday, November 25 for Downtown's Annual Small Business Saturday Celebration. ■



MissoulaDowntown.com

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2017 HOLIDAY MADE FAIRS

★ **NEW SHOW ADDED** ★

HELENA DECEMBER 2-3
LEWIS & CLARK FAIRGROUNDS

MISSOULA DECEMBER 10
ADAMS CENTER

AN ARTIST & HANDMADE MARKET FEATURING **200+** ARTISTS

The Winter Market is Back! Join in the Fun Nov 11-April 21

Colder temperatures got you down? Missing the Saturday Farmer's Markets in Downtown Missoula? Well, turn that frown upside down, because the Five Valleys Winter Market is making its return this month to give you your produce and local artisan fix!

The Winter Market this year will take place on Saturdays from 9am-1pm at the Missoula Senior Center (705 S. Higgins) and runs from November 11-April 21. The market will be closed on Saturday, February 24. For more information, email missoulavalleywintermarket@gmail.com or call (406) 396-0593. ■



Welcome New Members!

Missoula Valley Winter Market
Franco Salazar
705 S Higgins Ave
(406) 396-0593
missoulavalleywintermarket@gmail.com

The Sweat Shop Studio
Catherine Moderie
225 N Higgins Ave Ste B
(406) 926-6533
thesweatshopstudio.com

The Montana Scene
Mackenzie Ottman
101 East Broadway
(414) 469-8618
themontanascene.com

Downtown Holiday Window

Decorating Contest

Your employees work hard all year long... they deserve the most versatile gift in Missoula this Holiday Season!

MISSOULA DOWNTOWN
CONNECTING OUR COMMUNITY

NOW AVAILABLE AT TWO LOCATIONS

218 E. Main 406.543.4238
140 N. Higgins 406.543.3300

Note: When placing a large order, please allow 24-hours for processing. Checks preferred for orders over \$500 if not ordering via online. Please contact the Partnership office directly for more information.

Once again, The MDA will be holding a holiday window decorating contest! Gather your employees and friends to create a festive storefront that will leave a great impression on customers and passersby.

Voting will officially kickoff during First Friday on December 1 to encourage Downtown patrons to walk around, check out all the windows, and vote for their favorites. We will also have online voting again this year to get the rest of the community

involved in the contest! Photos of your decorated window must be provided to the MDA by Tuesday, November 28 if you would like to participate in the online portion of the voting.

Voting will begin on the evening of Friday, December 1 and will run online through noon on Tuesday, December 19. Prizes will be awarded on Wednesday, December 20. Contact Kristen at kristen@missouladowntown.com if you are interested in participating. ■

Festival of Trees Has Something for Everyone this Year

Festival of Trees is just around the corner and we can't wait to celebrate "Holiday Traditions from Around the World" with you! With Holiday festivities for the whole family, everyone's sure to start the season off with cheer. The festival runs December 1- 3 on the top floor of First Interstate Bank, 101 E. Front St.

The Tour of Trees showcases over 30 talented designers and decorators. You will want to make sure to check out their unique and beautifully decorated trees and holiday items during the Tour of Trees Friday from 11am-6pm and Saturday from 12-5pm. Tour admission is \$2 per person.

Interested in having one these beautiful trees or holiday decor items in your home as your own? Make sure to come to the Holiday Soiree on Friday, Dec 1 at 7pm. Reservations are \$50 per person and include the live and silent auction, hors d'oeuvres and one drink ticket for the no host bar.

Delicious food, drink and merriment will continue Saturday night at 5:30pm. In celebration of the



Parade of Lights, join us Up Near the Rooftop for the very best view of the parade and live musical entertainment. Reservations are \$25 per person. The Soiree and Up Near the Rooftop are adults-only events.

Kids and parents alike will love the Teddy Bear Teas Saturday at 10am and Sunday at 9am and 11am. Children are encouraged to bring their

own teddy bears to enjoy some light refreshments, make a craft and enjoy story time with Princess Poppy from Trolls! Coming on Sunday? Santa will also be making an appearance and will be available for pictures. Tea reservations are \$5 each.

All proceeds from these events will benefit Mountain Home Montana, The Missoula Downtown Association and The Missoula Downtown Foundation. To make reservations for any or all of these events (reservations are not required for the Tours), visit bit.ly/mdafestivaloftrees or call 543-4238. Thank you to the Festival of Trees Sponsors First Interstate Bank, Goodrich & Reely, Campus Inn, ATTIC RRG, The Washington Companies and Lithia Ford of Missoula. ■

Amendments to City Sign Regulations: Two Sidewalk Signs Allowed

The Missoula City Council adopted amendments to the Signs (20.75) and Terminology (20.100) sections of Title 20, Missoula Zoning Ordinance on October 2, and the amendments could apply to users in the Downtown area when pursuing new sign or changing existing signs. The amendments made the chapters content neutral to comply with the U.S. Supreme Court case Reed vs. the Town of Gilbert, Arizona. The court ruled signs could not be regulated on their content but only on physical attributes like size, location, materials used, and time.

In addition to addressing these issues, City Council also approved other sign-related zoning changes. Amendments specific to the Central Business District area include:

1. Permanently allow a second

sidewalk sign within the boundaries of the Business Improvement District subjects to criteria;

2. Remove the maximum 200 square foot cumulative sign area limit;

3. Remove the 22 foot wall height limitation, and;

4. Add limitations on signage in areas located within 100 feet of a residential zoning district or visible from a residential zoning district. Signs meeting these criteria will be limited to wall signs of 50 square feet, ground signs of 16 square feet, and prohibited projecting signs.

All amendments will be in effect as of November 1, 2017. Any questions can be directed to the Zoning Information Desk at Development Services in City Hall via phone (552-6625) or email (CityZoner@ci.missoula.mt.us). ■

A Christmas Carol to Warm Even the Biggest Scrooge this Season

MCT INC.

MISSOULA CHILDREN'S THEATRE
MISSOULA COMMUNITY THEATRE

"Bah! Humbug!" is how miserly Ebenezer Scrooge feels about Christmas and any of its corresponding festivities. In fact, Scrooge feels all of humanity is a humbug, and his staunch reluctance to help anyone less fortunate than himself is how he expresses his humbuggery. It will take the Christmas night visits of otherworldly spirits to remind him of the power of love and kindness to transform the world.

A delightful musical adaptation of Charles Dickens' holiday treasure, A Christmas Carol will warm and inspire even the scrooggiest of hearts! A Christmas Carol will run from November 30 – December 17. Music by Alan Menken, composer of Disney's Beauty and the Beast, Newsies and Little Shop of Horrors.

Visit mctinc.org for more information and tickets to a classic holiday tale.

Happy Veteran's Day Saturday, November 11

Thank you to all who serve.



MISSOULA Downtown

CONNECTING OUR COMMUNITY

Sponsor a Missoula Downtown Association Event in 2018!

It is hard to believe another year is coming to a close. 2017 is flying by, and the time has already come for the Missoula Downtown Association to plan for another exciting 2018 Downtown event season!

The Missoula Downtown Association produces over 30 public events every year, connecting more than 250,000 people to the heart of Downtown Missoula each year. Showcase your business to the Missoula community by supporting these quality events.

To learn more about connecting to your community through sponsorship of one or more of our events, please call the Downtown Missoula Partnership at 406-543-4238.

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

Shout Outs

Like solving puzzles? Looking for a team-building activity for you and your co-workers? Sign-up for the **2017 Escape Room Scramble** hosted by Big Sky Breakout with net proceeds benefiting the Hospice Care Foundation and Ronald McDonald House Charities of Western Montana on **Sunday, November 12 starting at 9:30am!** The Escape Room Scramble was conceived as a community outreach event to inform participants about the missions, goals, and activities of the Ronald McDonald House Charities Western Montana and the Hospice Care Foundation, all the while providing a fun and interactive problem-solving experience. **Register by visiting www.hcfmissoula.com/event/2017-escape-room-scramble.**

Show off your skills or learn something new at **Naturalist Trivia Night** on **November 15 from 7-9pm!** This program is great for all abilities and backgrounds. You can bring a team or join up with other friendly folks when you arrive. The Missoula Butterfly House and Insectarium will host this evening's competition. Get ready to identify all kinds of beautiful bugs! You can't beat this fun way to learn about insects. The Insectarium is bringing a collection of photos and plenty of information to share.

Run Wild Missoula is hosting their annual **Turkey Day 8K and 3K Family Fun Run, at McCormick Park, on Thursday, November 23, 2017.** The 8K run/walk is chip timed and starts at 9:30 a.m. The 3K Family Fun Run is untimed and begins at 9:40 a.m. Both courses travel along the Kim Williams Trail, with short distances on a few Missoula city streets, and are open to strollers and walkers. The race is open to anyone wanting to get some fresh air and exercise before feasting on a Thanksgiving meal! **NO DOGS PLEASE.** There are no aid stations on either course. Participants are strongly encouraged to bring non-perishable food items and monetary donations for the Missoula Food Bank. Donations will be collected at the race registration and packet pickup tables, both Wednesday and Thursday.