

## February 2018

- Winter BrewFest
- Downtown Award Winners
- Meet New Board Members
- 2017 Gift Card Recap

### Shake Off the Winter Blues and Try Some Brews

Annual Winter BrewFest Comes to Caras Park Saturday, February 17

The Missoula Downtown Association will host the eighth annual Winter BrewFest on Saturday, February 17, 2018 from 3-9 pm. Held at Caras Park, it will feature live entertainment, beer, wine, food, and more. The public is invited to sample a variety drinks while experiencing a unique winter-time event in the heart of Downtown.

In addition to showcasing over a dozen microbrews from Montana's finest breweries, a brand new feature this year at Winter BrewFest is a mixed drink bar with tastings from The Montana Distillery and Montgomery Distillery with both cold and hot options, alongside a hot drink bar where non-drinkers and designated drivers can warm up with coffee and hot cocoa.

This year's event will also feature a DJ for the first time alongside food from some of Missoula's best food trucks. Grab delicious eats to pair alongside your brews from El Cazador, Big Thai Country, Just BBQ, and Polka Dot Patties. Attendees can stay warm throughout the event with burn barrels and propane heaters.

By moving Winter BrewFest to a Saturday, the event hopes to give families a way to connect with Downtown by offering free Carousel rides and s'mores making from 3-5pm thanks to Farmer's State Bank. After visiting the Carousel, families are encouraged to head to the Caras Park pavilion for hot drinks, dancing, and food.

While Winter BrewFest is free for all to enjoy, those looking to taste beers, wine, and mixed drinks will need to purchase an official event glass for \$15 per person which includes three drink tokens. Additional tokens are two for \$3. Event organizers encourage attendees to drink responsibly and bring designated drivers – pop, water, coffee and hot cocoa will be available.

Parking is free Downtown on weekends and don't forget to check mountainline.com or the Mountain Line mobile app for routes and times for Zero-Fare buses. Taxi service and Uber drivers are available as well.

More information can be found online at [www.missouladowntown.com/winter-brewfest](http://www.missouladowntown.com/winter-brewfest), by contacting the Missoula Downtown Association staff via phone (406-543-4238), or email ([info@missouladowntown.com](mailto:info@missouladowntown.com)).



Many thanks to the following sponsors who help make Winter BrewFest possible...

Gecko Designs • Rockin' Rudy's • Trail 103.3 • Farmer's State Bank  
 Runner's Edge • The Montana Distillery • Montgomery Distillery  
 Run Wild Missoula • Badlander Catering



MissoulaDowntown.com

### MDA Board & Staff

- President**  
 Brooke Redpath.....METLE
- Past President**  
 Anders Brooker.....Runner's Edge
- VP of Advocacy**  
 Heidi Starrett.....Missoula Broadcasting Company
- VP of Marketing & Events**  
 Aimee McQuilkin.....Betty's Divine
- VP of Master Plan Implementation**  
 Ellen Buchanan.....MRA
- VP of Membership**  
 Lynda Brown.....Brown HR Consulting
- Treasurer**  
 Rachel Golden.....Montana CDC

### Board of Directors

- Trent Baker.....Datsopoulos, MacDonald, & Lind  
 Bob Burns.....Stockman Bank  
 Lynda Brown.....Brown HR Consulting  
 Nick Checota.....Top Hat/Wilma  
 Paige Livingston.....One Eleven Boutique  
 Matt Ellis.....Missoula Osprey/Uptown Diner  
 Josh Eder.....S.G. Long & Co.  
 Jeff Kuchel.....Crowley Fleck  
 Kim Klages-Johns.....MSO Hub  
 Ashley Larkin.....First Montana Bank  
 Jed Liston.....University of Montana  
 Katie Ghen Simpson.....Bathing Beauties Beads  
 Bob McGowan.....Student Services Assoc, RMSP  
 Tom Snyder.....Five on Black  
 Zachary Millar.....Dram Shop  
 Matt Mellott.....Sterling Group

### Ex Officio Members

- Rod Austin.....Missoula Parking Commission  
 Corey Aldridge.....Mountain Line  
 Shane Stack.....MT Dept. of Transportation

### Downtown Partnership Staff

- Linda McCarthy.....Executive Director  
 April Sommers.....Membership & Events Director  
 Kristen Sackett.....Marketing & Events Director  
 Robert Giblin.....Finance & Administration Director  
 Sarah Ferguson.....Operations  
 Karen Snow.....Director of Giving  
 Kalina Wickham.....Customer Service

## Welcome New Members!

### Engel & Volkers Western Montana

Dawn Maddox & Katie Moriarty  
321 N. Higgins  
(406) 926-3322  
westernfrontier.evusa.com

### Firefly Private Dining, LLC

Orion & Eleanor Heyman  
1985 Big Flat Rd  
(406) 546-7959  
fireflyprivatediningmt.com

### Montana Wax Bar

Jessie Kirsch  
125 W. Main St Suite C  
(406) 317-1780  
montanawaxbar.com

### Missoula Mavericks Legion Baseball

Tom Barkley  
PO Box 7622  
(406) 240-8089  
missoulamavericks.net

The MDA manages the banners you see in Downtown Missoula. The Missoula Downtown Banner Program was created in 1999 with support from the City of Missoula and the Missoula Redevelopment Agency. With this program, local nonprofit organizations are eligible to apply to reserve banner space throughout the year. For information on reserving, contact the DMP office at 543-4238 or visit [missouladowntown.com](http://missouladowntown.com).

## Membership Benefit Spotlight:

### Facebook MDA Member Group Page

Promote your products, services, events and programs via the Missoula Downtown Association's Facebook Member Group. This is a MDA Member only group page and it is a great way to dialogue with other MDA Members, offer Member to Member benefits via special discounts and more. To be included, use your private Facebook account and search MDA Member Group. Ask to join and if you are a MDA Member, you will be accepted.

## Downtown Award Winners Announced and Beloved Board Member Honored

The Missoula Downtown Association recognized fifteen individuals and businesses who contributed to a healthy, vibrant Downtown in 2017 at its annual Membership Awards Banquet on Wednesday, January 31 at the Missoula College.

The MDA Awards program was created in 1983 and expanded in 2004 and again in 2014 to include a total of six prestigious categories.

The Downtown Award Winners are:

- **Downtown Committee Member of the Year:** Amy Doty, Frame of Mind
- **Downtown Board Member of the Year:** Heidi Starrett, Missoula Broadcasting Company
- **Downtown Employee of the Year:** Sara Murray, First Interstate Bank **and** Becky Smith, Missoula Broadcasting Company
- **Downtown Volunteer of the Year:** Sarah Eastlund, Opportunity Bank
- **Downtown Business of the Year:** Farran Realty Group



- **Downtowner of the Year:** Dan Cederberg, Cederberg Law

This year's event was a celebration of Dan Cederberg, who is stepped down from the MDA Board after 31 years of service. The evening also included the ratification of eight new board members, as well as the slate of officers for 2018.

Thank you to all who attended and to the Missoula College for hosting and providing the wonderful dinner. ■



## Connect to Your Community By Attending a Missoula Downtown Association Monthly Social!

### Luncheon

Hosted by MDA & The Public House

Tuesday, February 13  
11:30 am - 1 pm  
130 East Broadway  
\$13.00

Hosted by the MDA and sponsored by The Public House, this month's luncheon is entitled Boost Your Brand and will feature a panel of marketing and branding experts. RSVP at [missouladowntown.com](http://missouladowntown.com)

### Downtown on Tap

Hosted by United Way

Tuesday, February 27  
5 - 7pm  
412 West Alder

United Way is preparing for another exciting year with new engagement opportunities including an exciting, new-to-Missoula event, volunteering, and giving back to our community. Join them for snacks and beverages to hear about their 2018 plans at Downtown on Tap!

## Sponsor an Event and Support Our Community!

THE MISSOULA DOWNTOWN ASSOCIATION PRODUCES OVER 30 PUBLIC EVENTS EVERY YEAR, CONNECTING MORE THAN 250,000 PEOPLE TO THE HEART OF DOWNTOWN MISSOULA. SHOWCASE YOUR BUSINESS TO THE MISSOULA COMMUNITY BY SUPPORTING THESE QUALITY EVENTS.



## The MDA Welcomes Eight Extraordinary Community Members to the Board of Directors

Last month's Annual Meeting of the MDA saw the ratification of eight new Downtown professionals to serve on the Board of Directors. Below read about how each new member brings a unique perspective, skillset, and experience to the board.

**Bob Burns** is a native of Livingston, Mont. and has served as the Missoula Market President for Stockman Bank since 2014. He earned his degree in Business Administration & Finance from The University of Montana in 1996 and has worked in finance for over 20 years. Since its start in Missoula, Burns has grown the staff to 38 employees in the Missoula market, offering full service banking along with Stockman Wealth Management and Stockman Insurance. Bob enjoys golfing, hunting, and fishing in the great Montana outdoors and recently became a father with the birth of his daughter, Maeve Kelly Burns, on December 30, 2017.

**Nick Checota** is an experienced developer and business strategist, Nick Checota has delivered a burst of energy and activity to the arts and culture scene in Missoula upon his arrival in 2010. He first purchased and renovated the building at 322 North Higgins, where Plonk restaurant is currently located. Shortly thereafter he purchased and redeveloped the Top Hat Lounge in 2012 and the Historic Wilma Theater in 2014. Checota partnered with Tim O'Leary and Susie Rizza to build the KettleHouse Amphitheater on the banks of the Blackfoot River in Bonner. In 2016 he created Logjam Presents to serve as the overarching entertainment company for his three venues.

A native of Missoula, **Josh Eder** has worked in financial advising since 2006 and has been with S.G. Long Financial, which just celebrated its 30th year in business, since 2009. He earned a B.S. in Business Finance from the University of Montana in 2005 and has earned multiple licenses, including Series 7, 65 and 63, and health and disability insurance.

**Jeff Kuchel** is an attorney in the Missoula office of Crowley Fleck PLLP. *(continues right)*

He is a Montana native and grew up in Florence. He attended the University of Arizona, and then served six years in the military as a medic. He returned to college and earned a B.S. in Interdisciplinary Studies with an emphasis in Public Management from Northern Arizona University in 2009.

A native of Billings, Mont., **Ashley Larkin** has been with First Montana Bank since 2011 and has been promoted several times, most recently to Commercial Loan Officer in 2016. She earned a B.S. in Business Finance and a dual-minor in Mathematics and Economics from the University of Montana and has served as a volunteer for Downtown events and committees for several years. She is a member of the Chamber Red Coats, is a graduate of Leadership Missoula 31 and was active with the Big Brothers Big Sister program for three years. She also enjoys hiking, going to local concerts and supporting the Griz at sporting events.

**Jed Liston** is the newly-appointed Director of Alumni Relations at the University of Montana. He is a life-long Grizzly, having spent 30 years in Admissions, overseeing many years of record enrollments. He served as the Director of Marketing in Integrated Communications from 2014-2016. Liston, a fifth-generation Montanan, originally from Helena, has two degrees from UM, a BA in Communications Sciences & Disorders and a Master's in Educational Leadership. Jed is married to Jorrun Liston, and they have three kids who all attend UM.

**Matt Mellott** is the owner and lead advisor with the Sterling Group, which includes Sterling Commercial Real Estate Advisors, Sterling Commercial Management Group, and Sterling Capital Investment Group. He is also a partner with Renewal Real Estate Services which builds modern, sustainable and affordable homes in Missoula. Mellott specializes in commercial real estate and affordable housing development.

**Zach Millar** and his wife, Sarah, founded The Dram Shop - Montana's first-ever, stand-alone growler fill station - in 2015. Prior to that, Millar was a member of the staff at Big Sky Brewing Company for 11 years, working his way up from tap room manager to distribution manager. ■

## Downtown Gift Card Sales Set All-Time Record in 2017

Downtown Missoula Gift Card Sales hit an all-time high at \$287,691.00 in 2017, an increase of 15% from total sales in 2016! A total of 6,492 cards were purchased in 2017, an average of \$44.31 per card.

Downtown Gift Cards can be redeemed at nearly 200 businesses that belong to the Missoula Downtown Association (MDA). Redemption rates also increased 5% last year from \$215,250.48 in 2016 to \$225,921.65 in 2017.

The Downtown Gift Card Program was started in 1997 as a paper program, and total sales in 1999 were just over \$22,000 that year. The program elevated to a more professional and modern plastic program in September 2009.

In 2015, the program expanded to include an additional outlet for Gift Card Sales at the MSO Hub on the corner of Higgins and Main. The Hub sold 1,113 cards in 2017 for a total of \$50,977, an increase of 47% from the previous year.

From 2010 through 2017, nearly \$1.5 million dollars of Downtown Gift Cards has been redeemed in the local economy. The top five Downtown businesses that benefited from the program, redeeming more than \$7,000 per year in Downtown Gift Cards, are Hide & Sole, Rockin' Rudy's, Runners' Edge, Tamarack Brewing Company, and the Trail Head.

For more information on the Downtown Gift Card Program or other Downtown activities, contact the Downtown Missoula Partnership office via phone (406-542-4238) or email (info@missouladowntown.com).



TOMALDRICH

CASH & PRIZES FOR FINAL TABLE

4TH ANNUAL DOWNTOWN MISSOULA  
**TEXAS HOLD 'EM TOURNAMENT**  
**SUNDAY MARCH 4, 2018**

HELL GATE ELKS LODGE 383, 112 N. PATTEE STREET  
 DOORS @ 11AM \ TOURNAMENT @ NOON

MISSOULADOWNTOWN.COM/POKER  
 OR CALL 543.4238 TO REGISTER

A FUNDRAISER FOR AMERICA'S GREAT NEIGHBORHOOD HOSTED BY THE MISSOULA DOWNTOWN FOUNDATION

Missoula Downtown Foundation

## Shout Outs

*Take your summer company picnic, fundraiser, or large gathering to the next level when you rent Caras Park!*

Rain or shine, the Caras Park Pavilion offers a built-in tent for inclement weather and walls that can be lowered to provide for extra privacy. Close to hotels, restaurants, and bars, Caras Park has the convenience and capacity many other venues cannot offer.

For more information, contact [sarah@missouladowntown.com](mailto:sarah@missouladowntown.com) or call the office at **406-543-4238**.

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

**Handel's Julius Caesar** is this year's exciting bi-annual creative collaboration between the University of Montana Opera Theater, UM Symphony Orchestra, and MCT, Inc. A story in which bold, charismatic personalities collide at the dramatic intersection of human passion and politics is intriguing on its own. But add the sumptuous score by George Frideric Handel and the exquisite voices of the UM Opera Theater, and the upcoming production of Handel's Julius Caesar will truly be something to behold. The opera will be presented at the **MCT Center for the Performing Arts February 9-11**.

Explore hunting and gathering, from food and medicine to the naturalist's habit of creating collections at the **Hunting & Gathering Lecture Series on Wednesday, February 7 at 7pm at the Montana Natural History Center**. Each of our six speakers will share their expertise, from identification and use of the object of the hunt to identifying the landscape or phenology clues that will help hunters and gatherers to find what they're looking for. Cost per lecture: \$10; \$5 members; FREE for high school and college students. **Ticket includes beer and/or wine (if over 21) from The Dram Shop; non-alcoholic beverages will also be available.**

