

# September 2018

- September Socials
- Unseen Missoula Dates
- Downtown Master Plan
- Loss Prevention



## A Word From Our President

Brooke Redpath, METTLE Strategic Marketing Solutions

It takes a community that truly embraces our college and takes ownership of our students' success to help UM thrive. As we work together as a community to increase student enrollment, I am proud to see some of the recent ideas roll out to help students feel locally connected. I have talked in my president's column before about how different my experience was living in Missoula as a college student vs living in Missoula as a professional. Missoula felt so much more like my "home" once I connected with the people whose hearts were already stolen by this charming town. The question I keep asking myself is why didn't I feel connected to Missoula (the way I feel now) as a college student and what can I do as a professional to change that for an incoming student that was once in my shoes?

The new program, Very Important Griz (VIG), which was designed to help create a bond between students, their families and the heart of our community is an example of us taking ownership of being the connector. I remember what it felt like to be an incoming Freshman at UM. It is a scary place to be. I can still feel the butterflies in my stomach when I think about sitting in my dorm room during orientation having no clue what to do or where to go. I would have loved to feel the warm welcome from local business owners and community members.

During each New Student Orientation, VIG participating businesses will offer special discounts and/or promotions. Participating students receive a special VIG pass at orientation check-in, as well as one reusable tote bag for a family member. These serve as the discount pass at participating businesses. The VIG collaboration embraces new students and shows how we can do a little more as a community to make our student population feel at home upon their arrival to Missoula. If you were not able to participate in the Fall Orientation VIG program we hope you will consider being involved next time.

Whether it is a small act or a big welcoming of new students, I believe we all play a role in connecting our student population to our community and our Downtown.



MissoulaDowntown.com

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Zachary Millar.....Dram Shop

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Lincoln Mansch.....Marketing & Events Director

Robert Giblin... Finance & Administration Director

Sarah Ferguson.....Operations

Karen Snow.....Director of Giving

Kalina Wickham.....Customer Service

Pam Udall.....Development Director



## Welcome New Members!

**Wells Fargo**  
Randy Riley  
234 West Main  
406-327-6200  
wellsfargo.com

**Soil Cycle**  
Olivia Hockenbroch  
1526 S. 5th St W  
717-525-0074  
o.hockenbroch@gmail.com

**Momentum Athletic Training**  
Rhea Black  
214 E Main  
406-531-1625  
rhearunner@gmail.com

**Glacier Stages**  
Tony Montoya  
1333 Washburn St  
406-740-0120  
info@glacierstages.com

**Mountain Berry Bowls**  
Jared Lynch  
3827 Landcaster Rd  
406-407-6188  
info@mountainberrybowls.com

**Western Montana Mental  
Health Recovery  
Center Missoula**  
Patrick Ryan  
1321 Wyoming St.  
406-532-8416, ext 2516  
pryan@wmmhc.org


## Changes and Education to Come for Longtime Missoula Event

Big things are happening for Missoula's favorite artistic, educational, expressive, family-friendly, community event series formerly known as the Missoula Festival of the Dead. In its 26th year, the festival planning committee has taken a deep look into its importance to our community and its citizens. In an effort to adjust to our ever-changing culture here, the event has made some major changes. In a new partnership, the Missoula Downtown Foundation, will now be the fiscal sponsor of the newly-named Missoula Festival of Remembrance, honoring the dead, celebrating life.

This year's festival has many facets including community conversations and educational panels; art workshops; film screenings; and

more. Events will start at the end of September and run through October, culminating on November 2nd, with the very popular procession down Higgins Ave. There have been several new partnerships formed in the community to keep this event energized and supportive to Missoulians.

All are encouraged to join in community sharing, workshops, and conversations to gain a deeper understanding of issues surrounding death and dying, as well as processing grief. The committee is currently working to finalize details and solidify sponsorships to make our many great events happen. If you want to help support this heart-felt festival please contact Nikki Robb at [NReventPartners@gmail.com](mailto:NReventPartners@gmail.com). ■



**SAVE THE DATE**

**FALL  
LADIES NIGHT**

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**WEDNESDAY, OCT 17  
5-8PM**

**DEALS!  
SNACKS!  
PRIZES!**

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

### Luncheon Homeward

Tuesday, September 11  
11:30 am - 1 pm  
1535 Liberty Lane  
\$13.00

### Downtown on Tap Downtown Missoula Partnership

Tuesday, September 25  
5 - 7pm  
218 E. Main St

Join Homeward for the MDA Member Networking Luncheon. Discover more about Homeward, the Solstice property, HomeOwnership Center programs and how they create sustainable communities. Hear inspiring stories of their residents and clients. Bernice's Bakery will be providing a lunch of sandwiches and salads. Cost of lunch is \$13 per person. Please park on the west side of Solstice building or on Liberty Lane. To RSVP go to [missouladowntown.com/rsvp](http://missouladowntown.com/rsvp). Payment is requested at time of reservation. Invoices can be sent upon request.

Come on down to the DMP office for the September Downtown On Tap! We'll be spotlighting our new members, celebrating our longtime friends, and talking about all of the exciting things happening in our office and in our Downtown community.

Have some drinks, snacks, conversation, and check out our much-admired wood floors. Our staff is excited to host this month's Downtown on Tap - we'll see you there!



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**THANK YOU TO THE  
COMMUNITY, OUR  
SPONSORS, AND  
COUNTLESS  
VOLUNTEERS FOR  
ANOTHER  
SUCCESSFUL  
OUT TO LUNCH &  
DOWNTOWN TONIGHT  
SEASON!**



NEW FALL DATES

# UNSEEN MISSOULA

BASEMENTS & BACK ALLEYS

This summer Unseen Missoula brought Downtown's history to life through two different tours: Secrets of the Clark Fork and Basements & Back Alleys. We had an astounding turn out for these tours and we want to keep it going! We have added more tour dates for Basements & Back Alleys through November on Saturdays at 10:30 am. Go to [missouladowntown.com/tours/unseen-missoula](http://missouladowntown.com/tours/unseen-missoula) to reserve your spot today!

## Downtown Master Plan Moves Closer to Getting Its Update

It's been 10 years since the first Downtown Master Plan was developed and more than 80 percent of the projects in the plan have been implemented. We now are in the beginning stage of creating the vision for the next 10 years. An RFP was issued in July for consulting firms to help us develop a comprehensive plan around business development, land use, transportation, housing and parking in Downtown Missoula. Ten outstanding firms submitted proposals. In August, the Master Plan Selection Committee interviewed five of these firms. We are happy to announce, Dover, Kohn & Partners was selected, and we hope to have a contract finalized by September 1. Dover, Kohn & Partners has an incredible reputation and will bring years of expertise, experience and innovation to our Downtown.

We look forward to initiating the public engagement for the Master Plan Update early this fall. Please keep your eyes peeled for updates and public meeting announcements in the weeks and months to come. If you have any questions, please contact the Downtown Missoula Partnership office at 406-543-4238.



The Missoula Downtown Association would like to issue a huge THANK YOU to the City of Missoula, all of our sponsors & volunteers for a successful 2018 River City Roots Festival!  
We'll see you in 2019!



## Calling All Decorators!

The MDA Festival of Trees is back this December 1-9 on the sixth floor of the Downtown First Interstate Bank building. The Festival committee invites individuals, businesses and organizations to decorate and donate trees, wreaths and other holiday items for public display during the week of the Festival of Trees. The trees and items will be raffled and auctioned off at the Holiday Soiree Saturday December 8. Gather your friends, family and co-workers and have fun designing and decorating. It is a great way to celebrate the holidays, share your talent and spotlight your business or organization. The deadline to submit to participate is September 30. For more information or to confirm your participation go [www.missouladowntown.com/festival-of-trees/](http://www.missouladowntown.com/festival-of-trees/) or email April Sommers at [april@missouladowntown.com](mailto:april@missouladowntown.com).

## You're Invited!

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The MDA Retail Committee invites you to attend a free Loss Prevention Presentation and Discussion at The Public House (130 East Broadway) Thursday, September 20 at 9am. Learn from Loss Prevention specialist Russell Ward and Missoula City Police Crime Prevention Officer Ethan Smith on how best to prevent loss in your business due to theft or fraud. Bring your questions on how to make your businesses safe and secure for you, your employees and your customers. Please rsvp by emailing April Sommers at [april@missouladowntown.com](mailto:april@missouladowntown.com).

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### This Month in Caras Park

**German Fest**  
September 2

**Maverick BrewFest**  
September 7

**Western Montana Mental Health  
Center Recovery Event**  
September 16

**Baby Fair**  
September 22

**MT Brewer's Fall Rendezvous**  
September 29

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

## Shout Outs

**Thursday, September 13: "Out of the Darkness: Voices of Hope" (6:30 to 8:30 p.m. at the Public House, 130 East Broadway).** This free event is part of Project Tomorrow's "Suicide Prevention Week" schedule; local authors, and others, will shine a light on depression and despair with words of hope and inspiration. Call 880-1013 for information or if you would like to add your voice to the event!

**Friday, September 21: NAMI Missoula's 3rd annual "Beautiful Minds" benefit** event will be held from 5:00 to 8:00 p.m. at Imagine Nation Brewing Company, 1151 West Broadway. The event features music by Mark Chase, Chris Pumphrey, and Robyn Shepherd; admission is free (donations to NAMI appreciated). NAMI Missoula does not receive any monies from the sale of alcohol at this event. Call 880-1013 for information..

**MCT, Inc., home of Missoula Children's Theatre and Missoula Community Theatre,** is organizing an eight-hour dance party to help raise funds for its performing arts programs and scholarships on **September 22**. The event, called the MCT Dance-A-Thon, is billed as a dance party through the decades, with DJs playing music from the 1920s through the present day. Registration for the Dance-A-Thon is \$25 and all participants are encouraged to raise at least \$100 to support the performing arts. Those who register can do so as a solo participant or as part of a team of up to 10 members. For more information and to register for the Dance-A-Thon, visit [MCTinc.org](http://MCTinc.org).