



DOWNTOWN *Missoula*
PARTNERSHIP

Missoula Downtown Association | Business Improvement District | Missoula Downtown Foundation
2020 Annual Report

No one could have anticipated the impact of the COVID-19 virus, and the pandemic will continue into 2021. However, Missoula is RESILIENT. We will recover from this economic shutdown. While there is much uncertainty for the near future, hope is greater today than it was just a few weeks ago.

Like most in our community, the Downtown Missoula Partnership was significantly impacted by COVID-19. Essentially all public events and Caras Park rentals were lost, resulting in a \$450,000 deficit. The Downtown Clean Team has been at 50% capacity since its return to work in June, and the DMP office has been staffed at 50% for most of the year.

Despite these challenging times, the Downtown Missoula Partnership board members and staff were successful at many endeavors, many of which were new or changed because of the pandemic. Here is a brief overview of accomplishments for 2020, a year we will never forget. We are incredibly grateful for our members, ratepayers, donors, sponsors and volunteers. Each of you plays an important role in ensuring Downtown Missoula is the best it can be. Thank you for your support!

Linda McCarthy
Executive Director





With the VISION to lead and nurture a vibrant Downtown as a place where people are inspired to live, work, shop and play, the Downtown Missoula Partnership represents three distinct organizations dedicated to making Downtown the best it can be.

The MISSOULA DOWNTOWN ASSOCIATION supports over 500-member businesses by providing benefits, services, advocacy, marketing, events and more.

The DOWNTOWN BUSINESS IMPROVEMENT DISTRICT, funded by property owners, is focused on ensuring Downtown Missoula is clean, safe and economically viable.

The MISSOULA DOWNTOWN FOUNDATION is the fundraising organization focused on acquiring grants and gifts for Downtown projects and improvements.

Together these three organizations help shape Downtown Missoula to create a community experience.



ADVOCACY

- Developed and distributed 15 COVID-specific communications to MDA members
- Worked with MCCHD on Reopening Guidelines for Missoula businesses
- Supported REVIVE Missoula Bars & Restaurants Initiative

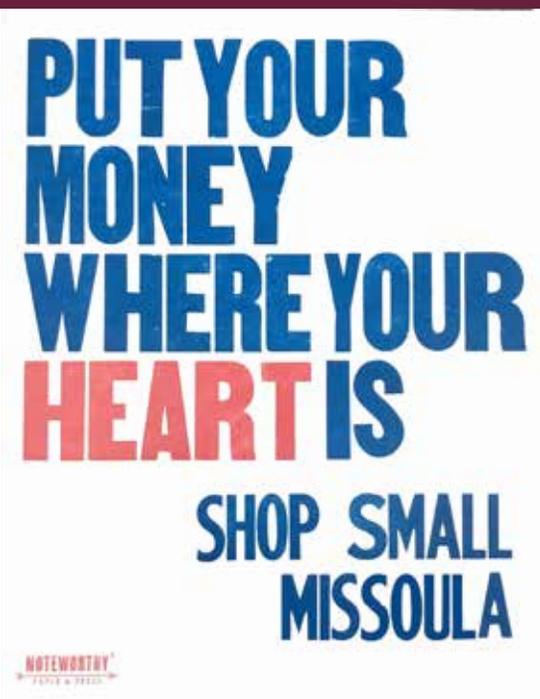


MEMBERSHIP

- Sold more than \$430,000 in Downtown Gift Cards, an increase of 18% in sales
- Celebrated five Downtown legacy businesses at the Awards Banquet
- Pivoted MDA networking socials to monthly Member Webinar Series on Zoom
- Expanded monthly retail meetings to weekly Retail & Restaurant calls to keep interested parties informed and connected, sharing COVID resources and best practices

MARKETING & COMMUNICATIONS

- *Put Your Money Where Your Heart Is*: developed a six-week campaign to encourage Missoulians to support local businesses during the holidays. Pivoted from Shop Small Saturday to Small Business Season and generated community-wide support from partner organizations
- Developed 20 unique social media campaigns that generated almost 400,000 impressions and reached over 51,000 individuals
- Curated and designed 60 digital communications distributed to 1,400 MDA member employees
- Designed and printed four newsletters, 60 printed advertisements, and the annual Downtown Missoula magazine





EVENTS

- Modified the Out to Lunch and Downtown ToNight programs into Summer Pop-Ups in the Park three times a week (33 events), limiting attraction and attendees to ensure compliance
- Reimagined Roots Fest into *Support Your Roots*, a weeklong campaign with a finite focus on supporting local art, local music, local businesses, sustainability practices, healthy living and the river
- Hosted Swing for Downtown, a unique top-golf fundraiser, in partnership with the Missoula PaddleHeads
- Shifted Festival of Trees from a single-location auction to a multiple-locations raffle. Sold \$7,400 in tickets and 100 Teddy Bear Tea Kits, bringing foot traffic and inclusivity to the traditional fundraiser for the Foundation
- Pivoted the Parade of Lights into a REVERSE “stay in your car” drive-by parade that attracted thousands of Missoulians, in partnership with the University of Montana

DOWNTOWN MASTER PLAN

- Completed the North Riverside Parks & Trails Plan, which was unanimously adopted by multiple organizations
- Assembled the funds to execute planning processes for West Broadway & the Payne Block
- Commenced the Downtown Alley Inventory & Activation Plan, slated for completion in 2021

DOWNTOWN HERITAGE PLAN

- Completed the Downtown Heritage Interpretive Plan, which was unanimously adopted by multiple organizations
- Created the Downtown Missoula Legacy Trail with the first anchor medallion and kiosk fabricated and installed adjacent to the new Missoula Public Library
- Hosted 128 people for 20 Unseen Missoula guided walking tours



DOWNTOWN BUSINESS SUPPORT FUND

- Raised over \$100,000 in just two weeks, supporting nearly 80 Downtown businesses and MDA members suffering from COVID restrictions
- Provided financial support for 26 retailers, 22 food & beverage businesses, 19 service providers and 8 entertainment companies.

PLACEMAKING INITIATIVES

- Funded new lights for the Downtown Holiday Tree, replacing 40-year-old strings and bulbs with 3,000 new LED lights
- Purchased and installed 90 strings of new garland and lights for the Downtown street lights
- Designed and fabricated 56 new orange canvas boulevard banners promoting Downtown
- Generated \$74,500 through the *Spirit of Place* campaign, including special dinner tours in partnership with Downtown restaurants
- Generated \$160,000 for Downtown projects and programs through the (406) License Plate

GRANTS

- Acquired \$380,000 in CARES Act funding to support the DMP and its member organizations
- Received \$10,000 in state funds for Wayfinding
- Received \$2,000 in county funds for the Missoula Legacy Trail

CLEAN & SAFE

- Expanded the Downtown Police Program to seven days a week with the addition of Officer Jay Gillhouse
- Removed 837 cubic yards of garbage in Downtown through the dedicated service of the maintenance crew and the Downtown Clean Team
- Assisted 103 individuals having a mental health crisis and 190 individuals camping in Downtown

ECONOMIC VITALITY

- Recorded \$16 million of investments in Downtown development projects
- 21 New Businesses Opened in Downtown Missoula, despite the pandemic
- 5 Downtown housing projects are under construction or in planning





WHO IS FOLLOWING DOWNTOWN?

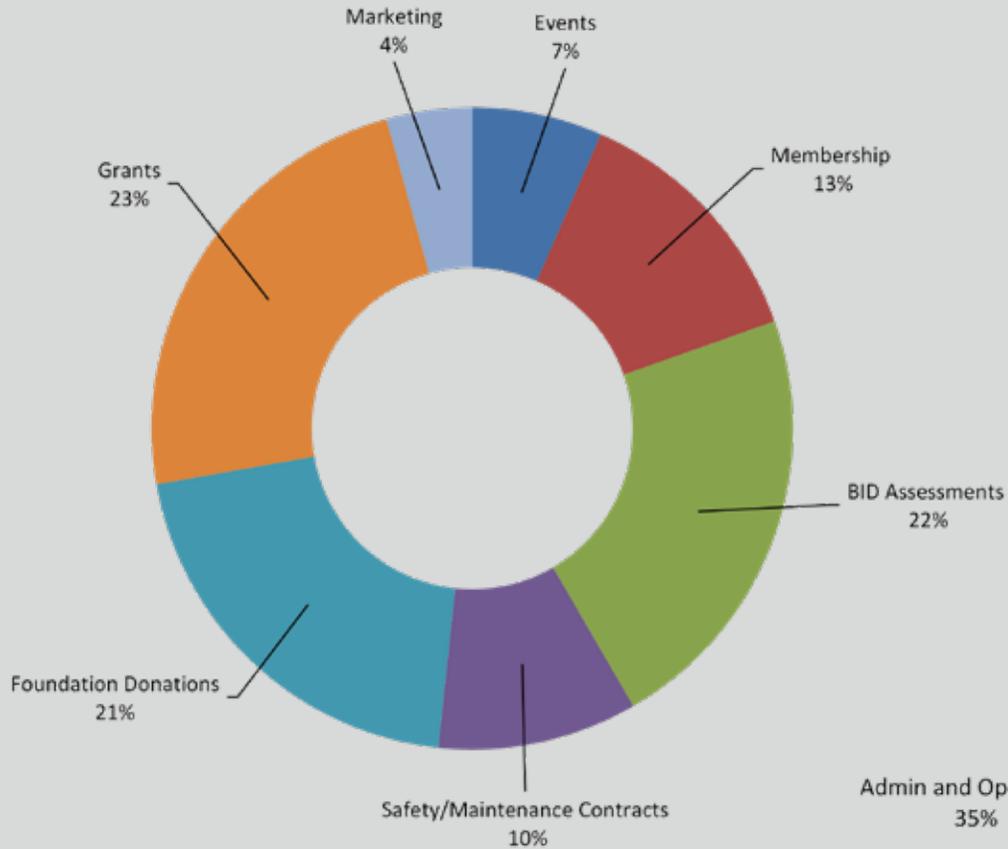
- 63,000 Unique Visitors to missouladowntown.com
- 18,700 Facebook Followers
- 6,400 Instagram Users

OTHER NOTES OF INTEREST FOR 2020

- 110 flower baskets: watered daily by the DMP
- 135 holiday decorations
- 10,982 Downtown Gift Cards sold
- \$272,000 in Downtown Gift Card redemptions

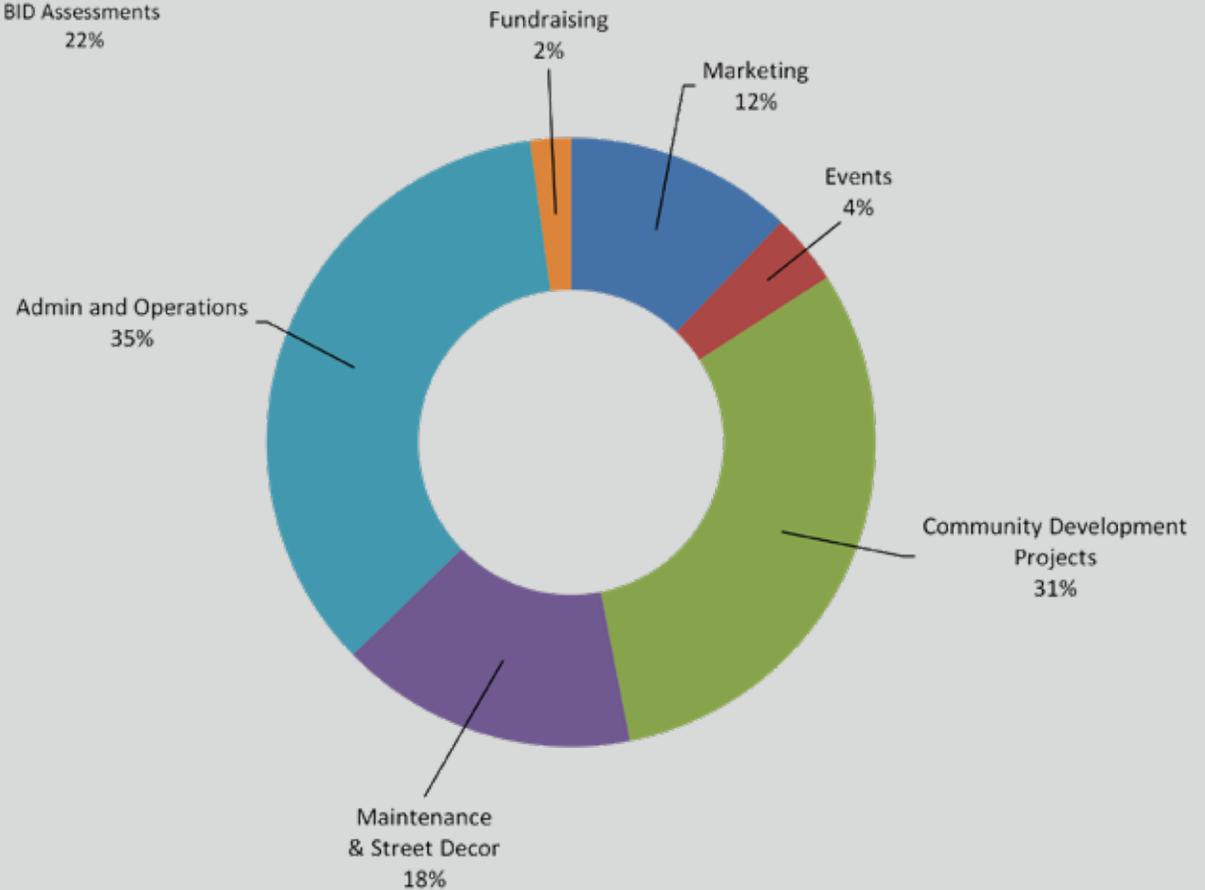
DOWNTOWN MISSOULA PARTNERSHIP

TOTAL REVENUE: \$1,619,444



DOWNTOWN MISSOULA PARTNERSHIP

TOTAL EXPENSES: \$1,112,765



THINGS WE MISSED IN 2020

- Garden City BrewFest, Downtown ToNight Summer Series, Out to Lunch Summer Series, and River City Roots Festival
- 14 MDA member networking events
- MDA Member Summer Barbecue
- Downtown Holiday Party
- 50 Caras Park rentals
- BID Annual Ratepayer Meeting
- Annual meeting with City and County Leadership
- 8 Downtown businesses that closed in 2020
- 27 MDA Members
- Two employees, who resigned due to COVID
- Concerts and other special events in Downtown
- Riverfront Triangle development kickoff
- Providence St. Pat's development kickoff

MISSOULA
Downtown
CONNECTING OUR
COMMUNITY

OUR COLLECTIVE LEADERSHIP

Downtown BID Board of Trustees

*Appointed by the Mayor
& Approved by the City Council*

- | | |
|------------------------|------------------------|
| • Charlie Beaton | Big Dipper Ice Cream |
| • Dan Cederberg | Cederberg Law |
| • Kirk Bodlovic | Providence St. Pat's |
| • Ellen Buchanan | Missoula Redev. Agency |
| • Tim France (retired) | Worden's Market |
| • Carma Gilligan | Retiree |
| • Karen Sippy | Relic, Allez |
| • Scott Stearns | Boone Karlberg |

Missoula Downtown Foundation Board of Directors

Elected by the MDF Board

- | | |
|--------------------|------------------------|
| • Alan Newell | Retiree |
| • Anne Guest | Retiree |
| • Jared Kuehn | First Security Bank |
| • Geoff Badenoch | Badenoch Consulting |
| • Libby Brunell | Cascadia Business Dev. |
| • Dan Cederberg | Cederberg Law |
| • Josh Eder | S.G. Long |
| • Christine Littig | Missoula Food Bank |
| • Sheila Mischke | Keller Williams |
| • Travis Neil | Dick Anderson Const. |

Missoula Downtown Association Board of Directors

Elected by the General Membership

- | | |
|-----------------------|-----------------------------|
| • Bob McGowan | Rocky Mtn. Sch. of Photo. |
| • Ashley Larkin | First Montana Bank |
| • Ellen Buchanan | Missoula Redev. Agency |
| • Rachel McDonough | MOFI |
| • Josh Eder | S. G. Long |
| • Paige Livingston | One Eleven |
| • Tom Snyder | Five on Black |
| • Bob Burns | Stockman Bank |
| • Matt Ellis | Missoula PaddleHeads |
| • Katie Ghen Simpson | Bathing Beauties Beads |
| • Mimi Hall Gustafson | Holiday Inn Downtown |
| • Kim Klages-Johns | Missoula PaddleHeads |
| • Jed Liston | University of Montana |
| • Aimee McQuilkin | Betty's Divine |
| • Matt Mellott | Sterling Real Estate |
| • Zachary Millar | The Dram Shop |
| • Conor Newman | Boyle, Devany & Meyer |
| • Jeff Smith | Garlington, Lohn & Robinson |
| • Heidi Starrett | Missoula Broadcasting |
| • Corey Aldridge | Mountain Line |
| • Tiffany Brander | Missoula Parking Comm. |
| • Grant Kier | Missoula Economic Partn. |

Downtown Partnership Staff

- | | |
|-------------------|----------------------|
| • Linda McCarthy | Executive Director |
| • Robert Giblin | Adm. & Finance |
| • Kalina Wickham | Program Director |
| • Kristen Sackett | Marketing & Events |
| • Chelsee Kucera | Membership & Events |
| • John Corwin | Business Development |
| • Bram Moore | Operations |
| • Ray Kroenke | Maintenance Manager |

CONNECT TO YOUR COMMUNITY

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Photography provided by Athena Photography
and Kristen Victoria Photography

