

LIVE, WORK, SHOP AND PLAY: MISSOULA

Nestled in the Rocky Mountains of Western Montana, there is no place like Missoula, and Downtown is no exception! With unique shops, restaurants, breweries, art galleries, events, and even a river running through it, Missoula is a place where everyone can find something to connect with. If you're looking to start or bring a business to Missoula, Downtown should be your top location to consider.

Montana was named by "The Blueprint" investment newsletter #1 of the Top 10 Best States to Start Your Small Business in 2021. And Missoula, it continues to experience unprecedented growth and investment. The City has taken intentional steps to map and stage development ensuring sustainable success while maintaining its rich historical past and beauty. More than \$700 million dollars have been invested into Downtown Missoula in recent years with more investment to come, thanks to private and public cooperation and implementation of its recently updated Master Plan.



LIVE

117,309

County Population

37

Median Age

44%

Bachelor's degree or higher

820

Downtown apartments built since 2019

55,540

Households

Missoula County population has increased 9.3% in 10 years

Retail Rates

Lease - \$15.84* avg. PSF

Vacancy - 4.6%*

*County-wide rate

Office Rates

Lease - \$14.58* avg. PSF

Vacancy - 9.6%*

*County-wide rate

79,700

Labor base 16 yrs.+

WORK

18 MINUTES

Mean travel time to work



Montana has more entrepreneurs per capita than any other state.

SHOP & DINE

100+

Stores & Galleries

100+

Restaurants & Bars

Markets

Seasonal Maker & Farmers Markets

9,000

of parking spaces in Downtown



PLAY

A Carousel for Missoula & Dragon Hollow

Arts & Culture

Missoula Art Museum

Missoula Community/Children's Theatre

Missoula Symphony

The Roxy Theater

Wilma Theater

Zootown Arts Community Center

200+ Annual Community Events

Nationally-Recognized Marathon

5 Downtown Area Breweries

(14+ in Missoula)

Missoula Paddleheads

Minor League Baseball

New Public Library & spectrUM

Discovery Area

MISSOULA AIRPORT

6 Regional Carriers
15 Direct Flight Routes
10 min. from Downtown

1.5MILLION
Annual rides on
Zero-Fare public bus
Mountain Line

8,400
Pedestrian per day
at Higgins Ave &
Broadway St. corners

MOBILITY

Higgins Ave. - 14,500
Orange St. - 19,300
Vehicles per day across Clark Fork
River bridges in Downtown



DOWNTOWN DESIRABILITY

Culture

Wildlife Film Festival, Big Sky Documentary Film Festival, Montana Book Festival, and more

Live music, theater, and community events

Cultural & Art Museums, Art Galleries

Historic tours, 10 Historic Districts, 40 National Historic Buildings in Downtown

Outdoor Recreation

60,000 wilderness acres minutes from Downtown

Clark Fork River runs through Downtown

Bicycle-friendly community with 22 miles of off-street trails and 40 miles of on-street bike lanes leading to and from Downtown

Skiing, Kayaking, Hiking, Fishing & more

10+ City Parks in/near Downtown



INVESTMENT

Nearly \$950M invested in Downtown over the last 12 years

Workforce Pipeline: The University of Montana and Missoula College adjacent to Downtown with over 11,000 students

Over 100 technology companies call Missoula home led by large companies ATG/Cognizant, Submittable, LumenAd, TOMIS, Satic USA, Inimmune, Ahana, FYR Diagnostics, OnX Maps, and more.

Renewed Downtown Master Plan, new North Riverside Parks & Trails Plan, new Envision West Broadway Plan, new Downtown Alley Inventory & Activation Plan

DOWNTOWN MISSOULA PARTNERSHIP: missouladowntown.com

DESTINATION MISSOULA: destinationmissoula.org

MISSOULA ECONOMIC PARTNERSHIP: missoulapartnership.com

CENSUS INFORMATION: census.gov/quickfacts/MT

LINKS



MISSOULA DOWNTOWN ASSOCIATION
BUSINESS IMPROVEMENT DISTRICT
MISSOULA DOWNTOWN FOUNDATION

The Downtown Missoula Partnership is the collaboration of three distinct organizations, each contributing to the collective vibrant environment and economy of Downtown Missoula.

VISION: to lead and nurture a vibrant Downtown Missoula as a place where people are inspired to live, work, shop, and play.

If you are interested in starting a business Downtown or moving your business here, please contact the Downtown Missoula Partnership.

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