

2024 ANNUAL REPORT



MISSOULA DOWNTOWN ASSOCIATION
BUSINESS IMPROVEMENT DISTRICT
MISSOULA DOWNTOWN FOUNDATION

The logo for the Downtown Missoula Partnership features the words "DOWNTOWN" and "PARTNERSHIP" in a bold, blue, sans-serif font. The word "Missoula" is written in a white, cursive script font, positioned between "DOWNTOWN" and "PARTNERSHIP". The text is set against a dark blue background with a scalloped top edge and wavy bottom edge, resembling a stylized roof or water.

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 520-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.

DOWNTOWN MASTER PLAN



- Advanced the Downtown SAM (Safety, Access & Mobility) Project, led by the City of Missoula, with appointment of the working group and hiring of the in-house project manager and design firm
- Completed the Destination Stewardship Plan, led by Destination Missoula
- Completed the Missoula Parking Plan, led by the Missoula Parking Commission
- Completed the Our Missoula Growth Policy Land Use Map, led by the City of Missoula, with Code Reform coming in 2025
- Launched the Long-Range Transportation Plan, led by the City, and the Mountain Line Strategic Plan, led by MUTD
- Launched the PROST (Parks, Recreation, Open Space & Trails) Plan, led by the City of Missoula, completing the current conditions and community surveys
- Launched the West Broadway River Corridor Plan

NORTH RIVERSIDE PARKS & TRAILS PLAN



- Completed the pillar painting, asphalt painting, and bike racks at the Beartracks Underbridge Playground
- Completed the Clark Fork River Restoration & Access Plan, led by Missoula Parks & Recreation
- Caras Terrace at Brennan's Wave is fully funded and under construction. MDF contributed \$200,000 to the project
- Planning for replacement of the Caras Park Pavilion canopy and painting of the steel structure in 2025

MISSOULA DOWNTOWN ASSOCIATION



MEMBERSHIP

- Retained 95% of members and set a new record for total members at 520
- Hosted 10 experiential Downtown on Taps, five Workshops, and two Downtown Dialogues, providing education-based networking socials for members
- Hosted three special membership events: Awards Banquet, Summer BBQ, and Holiday Party

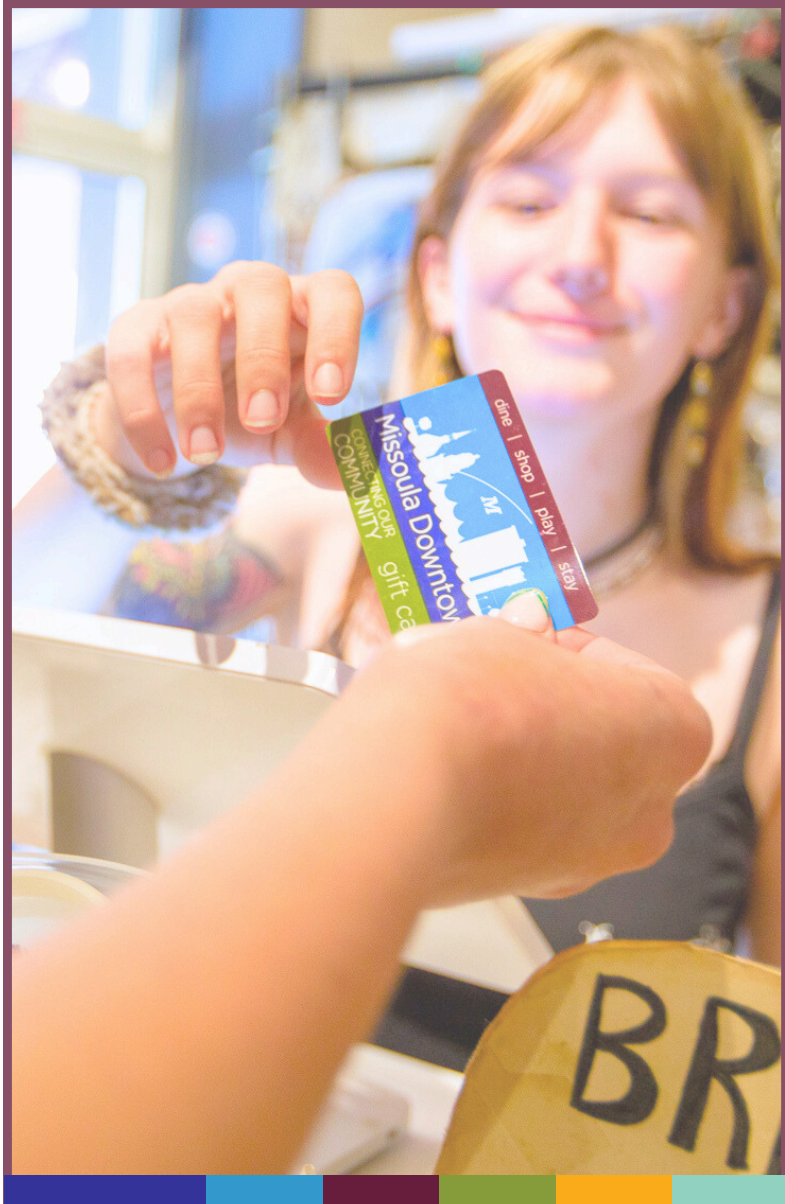


UNSEEN MISSOULA

- Hosted 1,100 individuals on guided Historical Walking Tours
- Revamped the Screams & Spirits tour and hosted 18 tours in October
- Hosted 70 individuals for the Foundation's *Past to Plate* Dinner Tours in partnership with The Depot & 1889
- Now offering 5 curated historic walking tours



MISSOULA DOWNTOWN GIFT CARDS



***Amount Sold:
\$542,000+***

***Number of cards sold:
9,297***

***Average card amount:
\$58.00***

***\$452,000+ redeemed in
2024 at over 200
member businesses***

MARKETING & COMMUNICATIONS



- Partnered with Ahead by 11 for a marketing audit of the DMP's marketing strategy and structure
- Partnered with Bonfire Brands to develop a new brand and new logos for the DMP and its partners
- Established the first Downtown Consumer Newsletter
- Communicated weekly with 1,300 MDA member employees, securing a 52% open rate (*13% increase from 2023*)
- Attracted 22,632 Facebook Followers (*7% increase from 2023*) and 14,400 Instagram Followers (*12% increase from 2023*)
- Hosted 159,000+ visitors to www.missouladowntown.com (*34% increase from 2023*)



COMMUNITY FESTIVALS

- Hosted the largest Winter Brewfest since its inception in 2010 (2,200 attendees)
- Produced the fourth-largest Garden City Brewfest since 2003 (3,100 attendees)
- Added liquor services to the Out to Lunch Summer Series
- Pivoted Roots Fest to September and acquired a \$25,000 Tourism Grant for out-of-area marketing
- Hosted 50+ Makers and 30+ floats at the Holidays on Higgins

CARAS PARK

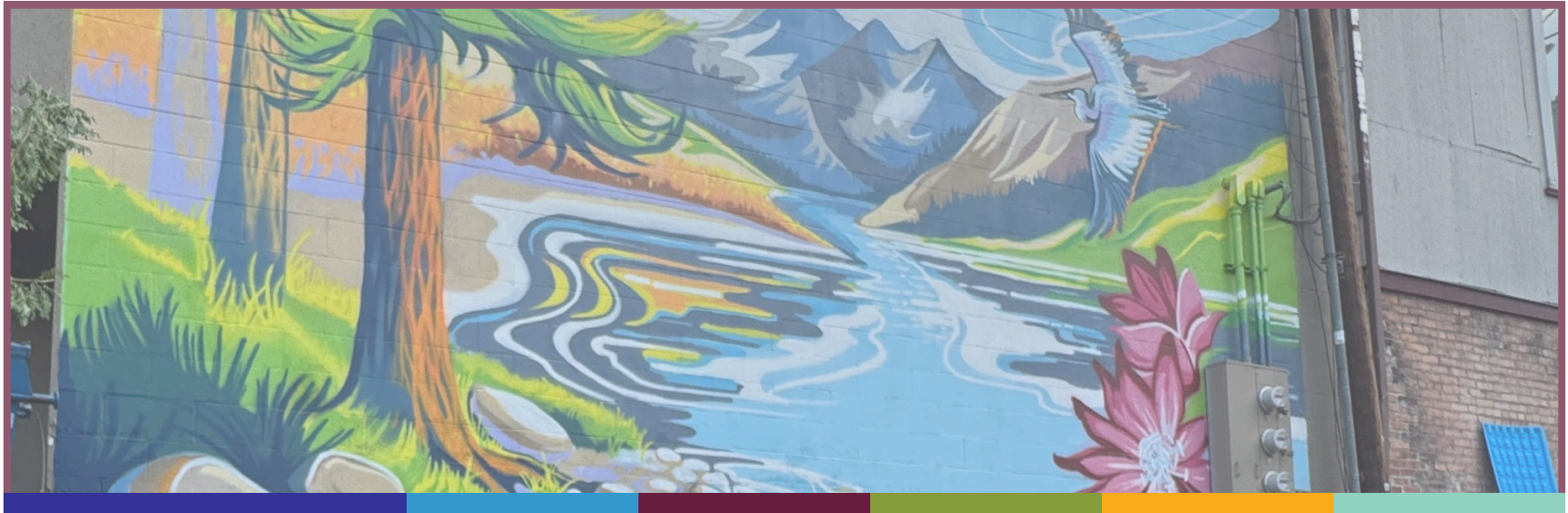
- Hosted 69 events and attracted 140,000+ individuals to Missoula's Town Square
- Installed new LED colored lighting under the pavilion canopy



MISSOULA DOWNTOWN FOUNDATION



MDF HIGHLIGHTS



- Created two new Downtown murals with the Arts & Culture Impact Grants: *The Dorothy Dragon* at 131 West Alder and *Free Flow* at 218 E. Main.
- Hung the 2021 MAM Teen Art Project on the northside of the Central Park Garage
- Generated \$260,000 in (406) License Plate revenue for Downtown projects and programs
- Generated \$35,000 in grants and \$235,000 in charitable gifts
- Served as the fiscal sponsor for Festival of the Dead, the Downtown Riverside Art Walls (DRAW) Project, and the Western Montana Santa Flyover
- Established a Downtown Merchandise program with branded apparel and gifts available for online orders

HERITAGE MISSOULA



- Installed the final kiosks for the Missoula Legacy Trail in Downtown; content and medallions to be installed in 2025
- Installed seven Information Kiosks with Missoula Heritage stories and wayfinding maps
- Partnered with the Salish-Kootenai Culture Committee on Native American heritage training and stories

**DOWNTOWN
BUSINESS
IMPROVEMENT
DISTRICT**



CLEAN & SAFE PROGRAMMING



- Completed the conversion of sidewalk recycling receptacles, adding 15 new bins to Downtown (15 were added in 2023)
- Removed an estimated 390 yards of garbage through the work of the Downtown Clean Team and DMP maintenance staff
- Removed an estimated 50 graffiti tags from Downtown public and private properties
- Employed two full-time police officers to patrol Downtown Missoula 7 days a week

BUSINESS DEVELOPMENT & INVESTMENT

- Welcomed 24 new businesses to Downtown
- Supported the relocation or expansion of 19 more businesses in Downtown
- Attracted \$14M in commercial and residential investment



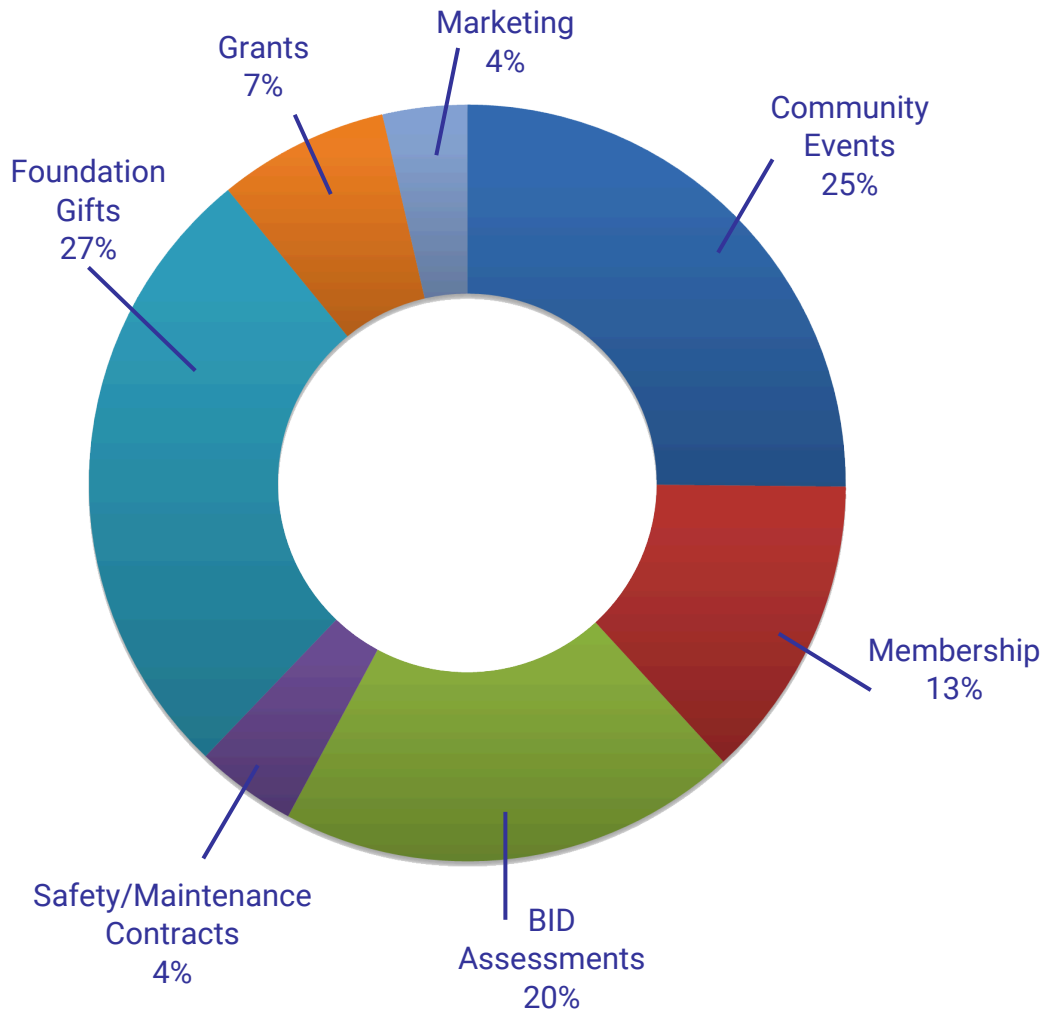
STREET DECOR

- Completed the Boulevard Banner Capital Improvement Project (200 new banners in 3 years)
- Hung 150-holiday decorations and wrapped winter garland around 120 light poles; purchased 15 new garlands
- Provided boulevard banner placement opportunities to 16 non-profit organizations

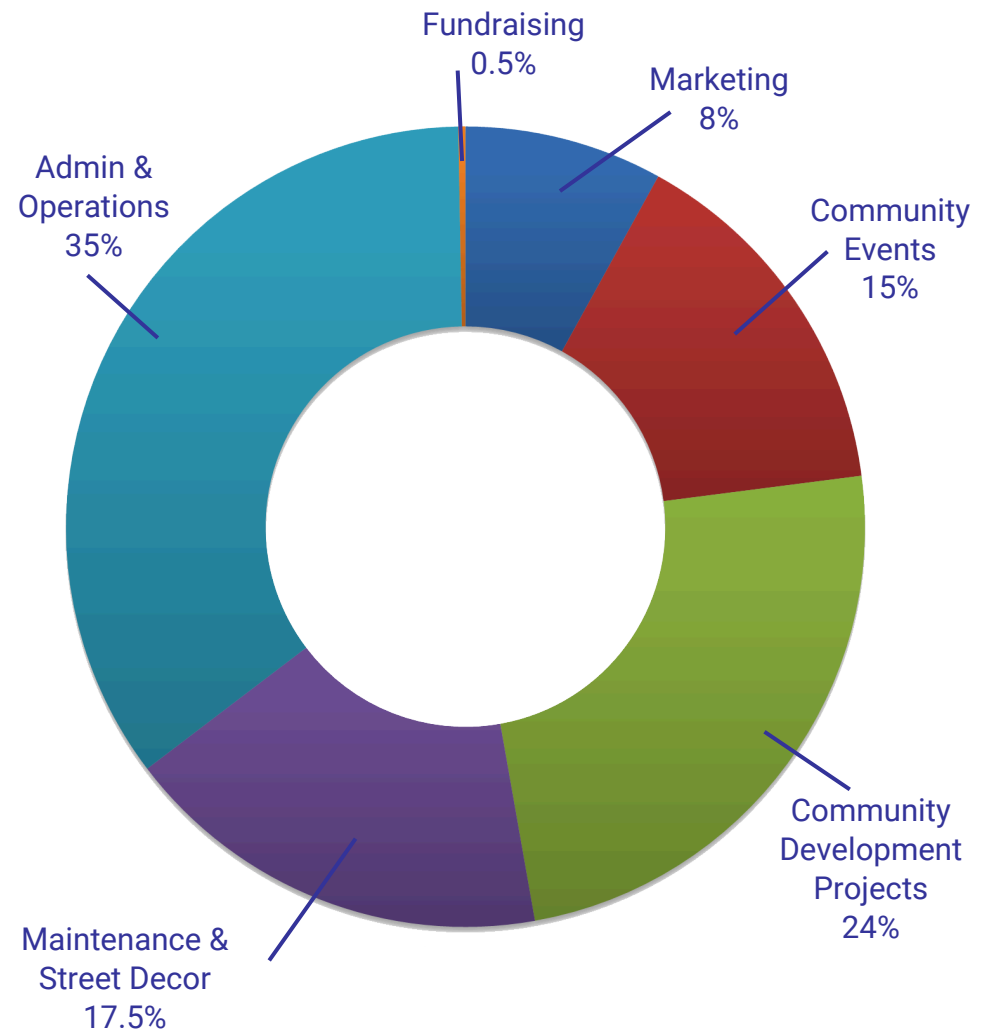


2024 FINANCIALS

TOTAL REVENUES \$2,234,674



TOTAL EXPENSES \$1,980,799



LEADERSHIP & STAFF

DOWNTOWN BID BOARD OF TRUSTEES

Charlie Beaton	Big Dipper Ice Cream
Ellen Buchanan	Missoula Redev. Agency
Dan Cederberg	Cederberg Law
Carma Gilligan	Retiree
James McKay	Providence St. Pat's
Karen Sippy	Relic, Allez
Scott Stearns	Boone Karlberg

Appointed by the Mayor &
Approved by the City Council

MISSOULA DOWNTOWN ASSOCIATION BOARD OF DIRECTORS

C. Aldrich/J. Hess	Mountain Line
Ellen Buchanan	Missoula Redev. Agency
Bob Burns	Stockman Bank
Bailey Durnell	Missoula Makers Collective
Josh Eder	SG Long
Grant Kier	MSO Economic Partnership
Ashley Larkin	First Montana Bank
Jed Liston	Community Medical Center
Mimi Hall Gustafson	Holiday Inn Downtown
Bryan Hickey	Big Dipper Ice Cream
Kia Liszak	UM College of Arts & Media
Paige Livingston	One Eleven Boutique
Aimee McQuilkin	Betty's Divine
Matt Mellott	Sterling CRE Advisors
Conor Newman	Boyle, Deveny & Meyer
Jodi Pilgrim	Missoula Parking Comm.
Joan Redeen	Montana Dept. of Transportation
Katie Ghen Simpson	Bathing Beauties Beads
Heidi Starrett	Missoula Broadcasting
Scott Whittenburg	University of Montana

Elected by the General Membership

MISSOULA DOWNTOWN FOUNDATION BOARD OF DIRECTORS

Molly Bradford	Gatherboard
Libby Brunell	Cascadia Business Dev.
Dan Cederberg	Cederberg Law
Rob Fleming	Mann Mortgage
Brady Henthorn	Marsh McLennan
Hailey Kern	Bicycle Hangar
Jared Kuehn	First Security Bank
Christine Littig	Master Littig, LLC.
Dan Maronick	TDS Fiber
Michelle McCue	Cost Care
Travis Neil	Dick Anderson Construction

Elected by the MDF Board

DOWNTOWN MISSOULA PARTNERSHIP STAFF

Linda McCarthy	Executive Director	Ray Kroenke	Maintenance Manager
Amber Gagen	Program Director	Spencer Bryant	Maintenance Manager
Jack Hall	Finance Director	Brandon Dewey	Director of Giving (until Oct.)
Hanna Reese	Membership & Events Director	Bram Moore	Operations Coordinator (until Sept.)
Kristen Sackett	Marketing & Events Director		
Jake Treece	Operations Coordinator (Oct.-present)		