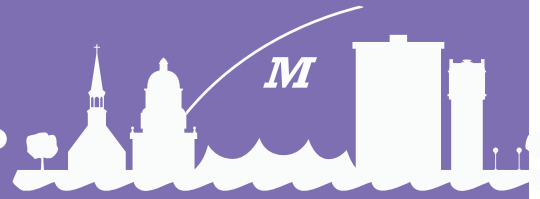


# Missoula Downtown Foundation

# JOURNAL



Supporting Missoula through the enhancement of Downtown, now and for future generations



## NOVEMBER 2021

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## Caras Park Investments Move Master Plan Implementation Forward

With an eye towards investing in significant improvements to Caras Park, the Missoula Downtown Foundation partnered with the City of Missoula Parks & Public Works to move forward with Phase 1 implementation of the North Riverside Parks & Trails Plan. Construction is now underway to install a stormwater infiltration gallery to filter contaminants from Downtown streets before the water is dumped into the Clark Fork River.

With an opportunity to save a construction season and nearly \$100,000 in additional costs, the Foundation and Missoula Parks & Rec generated the revenue needed to rebuild and flatten the green hill into useful space, rebuild and expand the amphitheater seating, and widen the riverfront trail to 18 feet during this project. Other added amenities include ADA access to seating, a seating wall around the green space, new lighting, electrical outlets, pathways and trees.

Construction is now underway, and the improvements should be completed by May 2022. This project is just the first phase of many to improve and upgrade the parks and trails along the north side of the Clark Fork River.



Rendering of the Pavilion & Multi-Use Lawn Area in Caras Park



Rendering of the Bandshell Area in Caras Park

Major donors to this project include the Downtown Missoula Partnership and its organizations – the MDA, the BID and the MDF – as well as Missoula County and nearly 50 Missoula-area businesses.

Funds are still needed for future phases, so if you are interested in supporting Caras Park improvements, please reach out to Linda McCarthy via phone (406-543-4238) or email ([linda@missouladowntown.com](mailto:linda@missouladowntown.com)). Next step improvements include Higgins Underbridge play space with art and lighting, gateway upgrades at Ryman & Pattee, heritage interpretation signage and much more.



## Interpretive Wayfinding Kiosks Fostering Civic Pride Through Meaningful Story-Telling

Downtown Missoula, from time immemorial to present, has been a gathering place for people of all walks of life. It is a place where transportation routes converge, where people gather to express themselves, and where they gather for community. To showcase and preserve Missoula's spirit of place through the Heritage Missoula program, the Downtown Missoula Partnership (DMP), along with partners Historical Research Associates, Inc. and the Séliš-Qlispé Cultural Committee, have completed the first two of nine interpretive wayfinding kiosks in Downtown Missoula.



*Wayfinding and Interpretive Kiosk*

Heritage Missoula is a program to help shape the Downtown experience and celebrate the distinct character of the community by tying together natural and cultural resources into a cohesive network. The Downtown Missoula Heritage Interpretive Plan is focused on four different themes related to gathering: Landscape and Homelands, Create & Exchange, Community Life, and Memory & Experience.

The interpretive wayfinding kiosks encourage audiences to make meaningful connections to the shared human experience through education and story-telling. The installation of the first kiosk happened in October 2020 at the newly-built Missoula Public Library at 455 E Main St. The content, written by the Séliš-Qlispé Cultural Committee, tells the story of how Missoula — Nłʔay, meaning Place of Little Bull Trout — has been a central part of the homelands of the Séliš and Qlispé nations for thousands of years, how it has been transformed in recent centuries — and how it continues to be a place of importance to tribal people today.

The second kiosk's interpretive story, written by Kayla Blackman at Historical Research Associates, Inc., focuses on the arts heritage within Missoula and how that energy speaks to Missoula's spirit of place. This kiosk is located at the Missoula Art Park.

"We're thrilled to see these first visible pieces of the Heritage Interpretive Plan come together," explained Jimmy Grant, a historian with Historical Research Associates, Inc. who led the interpretive planning efforts on behalf of the DMP.

"There are so many things that make Downtown Missoula a special place, so we hope that these new interpretive features will bring our community's stories to light and make them accessible to the public at large. We're especially grateful for the contributions of the Séliš-Qlispé Culture Committee and their ongoing commitment to this project. I can think of no better way to get this project started than with our first kiosk acknowledging that this place has been homelands for countless generations."

These kiosks are part of the Missoula Wayfinding System that is intended to help citizens find their way and showcases community assets and Missoula's sense of place. The Downtown Missoula Partnership continues to raise funds for more informational and interpretive wayfinding signs installed in key locations throughout Downtown.

The Interpretive Wayfinding Kiosks can be seen at the Missoula Public Library and the Missoula Art Park. The Downtown Missoula Heritage Interpretive Plan can be viewed online at [www.missouladowntown.com/heritage-missoula](http://www.missouladowntown.com/heritage-missoula). For more information about Heritage Missoula ideas, contact DMP Program Director Kalina Wickham via email ([kalina@missouladowntown.com](mailto:kalina@missouladowntown.com)) or phone (406-543-4238).

## Planned Giving Opportunities

The Missoula Downtown Foundation has two planned giving funds set up for Foundation Sustainability and Caras Park. Both of these funds are dedicated to providing a meaningful long-term impact for the future of Downtown Missoula.

The Caras Park Endowment partners with the Montana Community Foundation for contributions for long-term health and vibrancy of the park. The Endowment will be used for maintenance and upgrades to keep Caras Park as Missoula Downtown's premier outdoor venue for music, craft food, and gathering.


The Sustainability Fund partners with S.G. Long for contributions to sustain the Foundation for the long term so that its mission to serve Downtown as a place for arts and culture, heritage, living, and economic vibrancy maintains for years to come.

For more information on planned giving, please contact Josh Eder via email ([jeder@sglong.com](mailto:jeder@sglong.com)) or phone (406-721-0999).



*Heritage Missoula Legacy Trail Medallion*

**XXXX** **TOP 10 WAYS TO GIVE IN SUPPORT OF DOWNTOWN MISSOULA** 

**ONE**  
Give a gift to the Spirit of Place Campaign 


**TWO**  
 Support Implementation of the North Riverside Parks & Trails Plan

**THREE**  
Give to the Caras Park Endowment 


**Missoula Downtown Foundation** **FOUR**  
Give to the MDF Sustainability Fund

**FIVE**  
Buy the MDF's (406) Montana License Plate 

 **SIX**  
Attend the Festival of Trees: design a tree or buy raffle tickets

**SEVEN**  
Take an Unseen Missoula Guided Walking Tour 

 **EIGHT**  
Volunteer for the Missoula Downtown Association

**NINE** Buy Downtown Gift Cards: at the DMP office or online 

 Shop, Dine & Play in Downtown Missoula **TEN**



## Holiday Festivities in Downtown Missoula

A holiday tradition since 1999, the Festival of Trees is a celebration of the holiday season. The festival is a week-long experience for all ages in the heart of Downtown Missoula offering a variety of inclusive and accessible holiday activities.

Activities include a public display of beautifully-decorated trees, wreaths and other holiday items created by businesses, organizations, schools, and the general public through the Tour of Trees at various locations around Downtown Missoula, Teddy Bear Tea Kits for children, and a community raffle for a chance to take home displays and packages. The Festival of Trees will be held November 26 - December 5, 2021.

With a focus on community health and inclusivity, the Downtown Missoula Partnership pivoted the 2020 Festival of Trees to a multi-space, multi-day Tour of Trees with opportunities to win one of 10 designer-decorated trees this holiday season and will continue with this format for 2021. Many of the trees will be viewable from outside of the businesses. Public viewing of the trees are available during business hours from Friday, Nov. 26 through Sunday, Dec. 5, and everyone is encouraged to stay in small groups.

For more information about tree locations, Teddy Bear Tea Kits, and the various raffle packages, visit the website at: [www.missouladowntown.com/festival-of-trees/](http://www.missouladowntown.com/festival-of-trees/).

If you are interested in being a future designer or interested in supporting this event, please reach out to the Event Director, Kalina Wickham, via email ([kalina@missouladowntown.com](mailto:kalina@missouladowntown.com)) or phone (406-543-4238).

## Holiday Schedule

**Festival of Trees:** November 26 - December 5

**Lighting of the Downtown Tree:** November 26 - December 5 at 6 PM

**Small Business Saturdays:** Nov. 27 & Dec. 4

**Reverse Parade of Lights:** Saturday, Dec. 4, 4-8 PM on N. Higgins Avenue



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## MAM Teen Art Brightens Downtown

Last summer the Missoula Downtown Foundation supported the Missoula Art Museum’s Teen Art Project that resulted in the creation of five large public art murals painted on vinyl and hung around the Missoula Art Park and at Allez, the new public-access art venue in the alley, between Radius Gallery (120 N. Higgins) and Basal (114 N. Higgins).



MAM Art Mural

The Free Summer Teen Artist Project (TAP) was led by local artist Janaina Vieira-Marques, who did the Missoula Mandala Project several years ago. She and nearly 20 teens met twice a week throughout June and July and created large, vibrant murals specific to our current state of affairs. With the goal of providing supportive, engaging and accessible arts instruction, supplies and mentorship during a difficult time when remote learning, lockdowns, and pandemic uncertainty have increased anxiety and depression and heightened concerns about health and mental health. This year’s theme was “What is Freedom?”

Public art contributes to our cultural, social and economic vitality of our Downtown, and public art speaks to our history and current day issues. It allows for the expression of community values and heightens our awareness and cultural identity.

Others who supported this project include Adventure Cycling Association, Velvet Bride, Merrill Lynch, the Missoula Food Bank, the Missoula YMCA, the Missoula Boys & Girls Club, and many others. Visit the Missoula Art Park to see Downtown’s Teen Art murals.



MAM Art Mural

## MDF Board of Directors

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Created in 2010, the Missoula Downtown Foundation supports Missoula through the enhancement of Downtown, now and four future generations. Foundation Board members are dedicated fundraisers who have passion for improving Downtown. If you are interested in volunteering to serve as a fundraiser and board member, please reach out to Linda McCarthy, Executive Director, via phone (406-546-6251) or email (linda@missouladowntown.com).