



MISSOULA
Downtown
CONNECTING OUR
COMMUNITY



MISSOULA DOWNTOWN ASSOCIATION
BUSINESS IMPROVEMENT DISTRICT
MISSOULA DOWNTOWN FOUNDATION

2022
ANNUAL REPORT



DOWNTOWN *Missoula* PARTNERSHIP

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 nearly 550-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.

MEMBERSHIP

- Attracted 43 new businesses into membership for a total of 538 MDA Members
- Planned & hosted 15 Networking Socials

COMMUNICATIONS

- Curated & distributed 70 electronic communications and 4 printed newsletters to members, ratepayers and donors
- Grew electronic audience by 19% to 1,600 recipients (owners, employees, volunteers)
- Increased open rate for e-communications to an average of 44%

ADVOCACY TOPICS

- Graffiti tagging & challenges
- NorthWestern Energy Power Substation rebuild & art wall
- Transportation Options Plan
- Unionization of service industry workers



**DOWNTOWN
BUSINESSES
REDEEMED
MORE THAN
\$452,000 IN
DOWNTOWN
GIFT CARDS**

↑ 10% from 2021

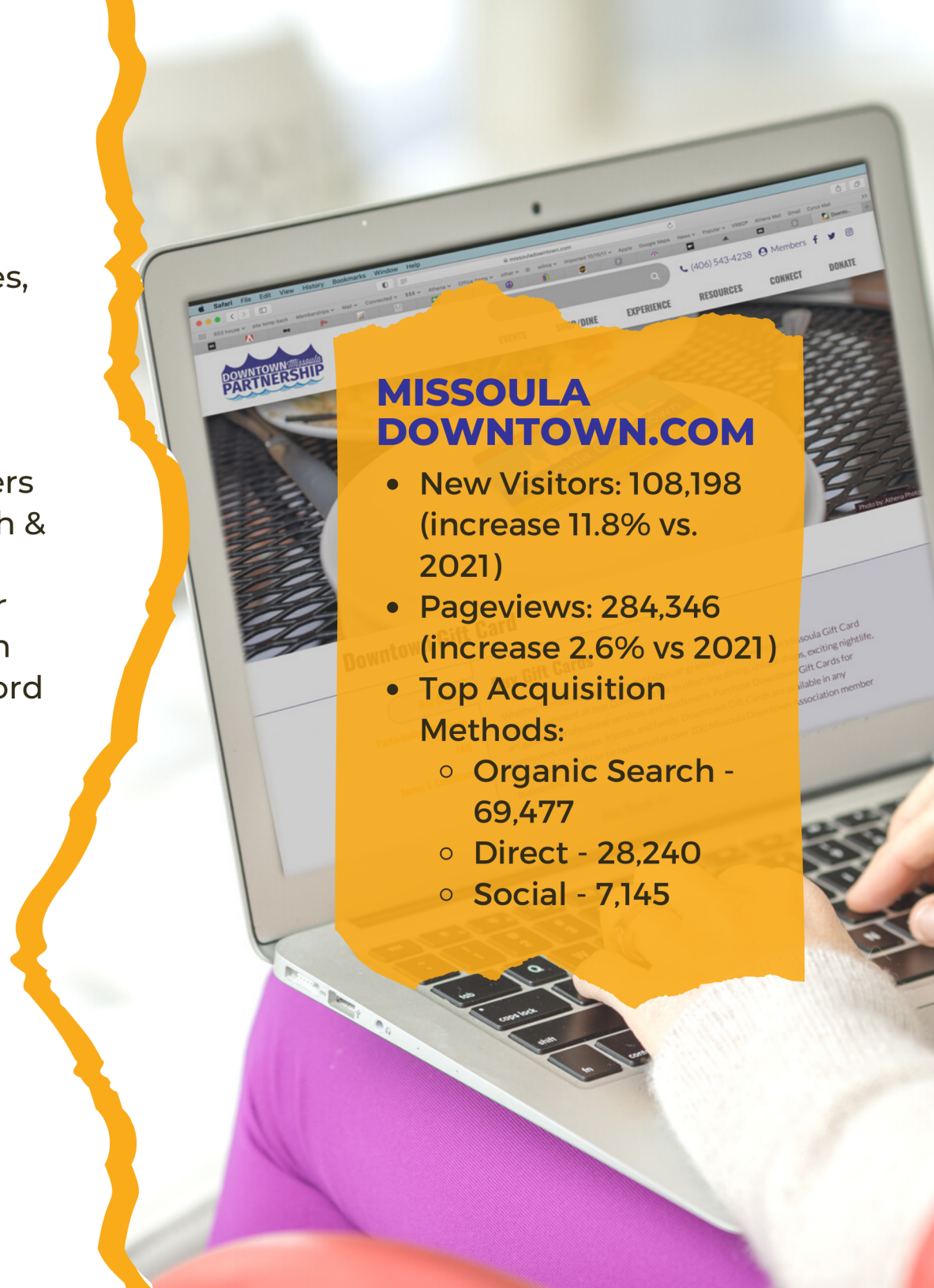


DOWNTOWN MARKETING

- Completed the DMP Strategic Marketing & Communications Plan, including messaging, target audiences, calendar and campaign language
- Created a 'Who is the Downtown Missoula Partnership?' video
- Designed and purchased 112 new Downtown Missoula boulevard banners
- Developed new logos for Out to Lunch & Downtown ToNight
- Executed another successful *Put Your Money Where Your Heart Is* campaign with most businesses reporting a record day for Small Business Saturday

DOWNTOWN SOCIAL MEDIA

- 20,654 Facebook Followers (18% increase)
- 10,047 Instagram Followers (19% increase)
- Social Media Marketing:
 - 62 Campaigns
 - 122,427 Reached
 - 506,823 Impressions
 - Increased reach by 77% and impressions by 40%



MISSOULA DOWNTOWN.COM

- New Visitors: 108,198 (increase 11.8% vs. 2021)
- Pageviews: 284,346 (increase 2.6% vs 2021)
- Top Acquisition Methods:
 - Organic Search - 69,477
 - Direct - 28,240
 - Social - 7,145



THE FIRST PHASE OF CARAS PARK IMPROVEMENTS, AN INVESTMENT OF \$2.1 MILLION, WAS COMPLETED IN 10 MONTHS

CARAS PARK

- Hosted 81 events in 2022, up 20% from the previous year, despite bridge & park construction
- Return of special events such as the Missoula Marathon, Irish Festival, PetFest, and the Clean Energy Expo alongside four brewfests and six weddings
- Missoula Downtown Foundation invested \$105,000 in the new amphitheater shade structure and sails



MDA EVENTS

- Brought back a full slate of 33 Downtown Community Events and Festivals to full capacity
- Hosted 27 bands, 14 vendors, 46 sponsors, and thousands of guests at Out to Lunch and Downtown ToNight, surpassing attendance and revenue expectations
- Added the Winter Makers' Market and had a record attendance at the stationary Parade of Lights & Lighting of the Holiday Tree
- Sold out a record 10 Teddy Bear Tea Parties with 200+ littles
- Attracted 250 volunteers to fill 450 shifts for 1,500 hours of service to Downtown events

UNSEEN MISSOULA & HERITAGE INTERPRETATION

- Offered 66 Guided Walking Tours (April-October)
 - Attracted 708 tour attendees, up 2% from 2021
 - Averaged 11 attendees per tour, up 22% from 2021
- Missoula Legacy Trail Kiosk #3 installed at Main & Ryman



DOWNTOWN INVESTMENT & BUSINESS DEVELOPMENT

- 32 Businesses Opened in 2022, with just 7 closures (4-to-1 ratio)
- Attracted \$12.5 million dollars in commercial investments
- Attracted \$6.6 million in residential investments, including 56 new condos and townhomes
- Partnered with Missoula Economic Partnership to expand capacity in Business Development

DOWNTOWN MASTER PLAN

- Completed Phase 1 of the North Riverside Parks & Trails Plan: stormwater infiltration gallery, new ADA-accessible amphitheater seating, widened sidewalks, lighting, shade canopy
- Higgins Analysis from Broadway to Brooks nearly completed
- Engineering of Front & Main Conversion nearly completed
- Completed the Clark Fork River Restoration & Access Plan
- Embarked upon Mountain Line Expansion & Facilities Planning

STREET DÉCOR

- Hung 120 garlands on Downtown light poles; purchased 35 garlands and repaired 20 broken decorations
- Lit up the entire Beartracks Bridge with Holiday Snowflakes for the first time since 2018
- Served 13 non-profits through the Downtown Boulevard Banner Program and nearly doubled bookings
- Maintained 110 Downtown Flower Baskets (May-Oct)

CLEAN TEAM

- Cleaned and weeded nearly 1,100 tree grates
- Cleared snow and ice from nearly 300 ADA ramps
- Picked up and removed 66 yards of garbage from Downtown
- Cleared 150 storm drains of garbage and organic debris





MAINTENANCE

- Removed 1,200 yards of garbage from 110 Downtown garbage & recycling cans
- Provided hot water power washing and snow removal services to 25 Downtown stakeholders
- Cleaned or removed 50 graffiti tags

DOWNTOWN POLICING

- Aided and responded to inquiries from 300 Downtown customers
- Responded to 177 mental health crises and engaged with 158 welfare checks in Downtown Missoula
- Officer Jay Gillhouse was honored with the Exchange Club Officer of the Year Award for 2022
- Officer Amanda Hardin hired to patrol Downtown Missoula in December

MISSOULA DOWNTOWN FOUNDATION FINANCIALLY SUPPORTED

GRANTS & GIFTS / FUNDRAISING

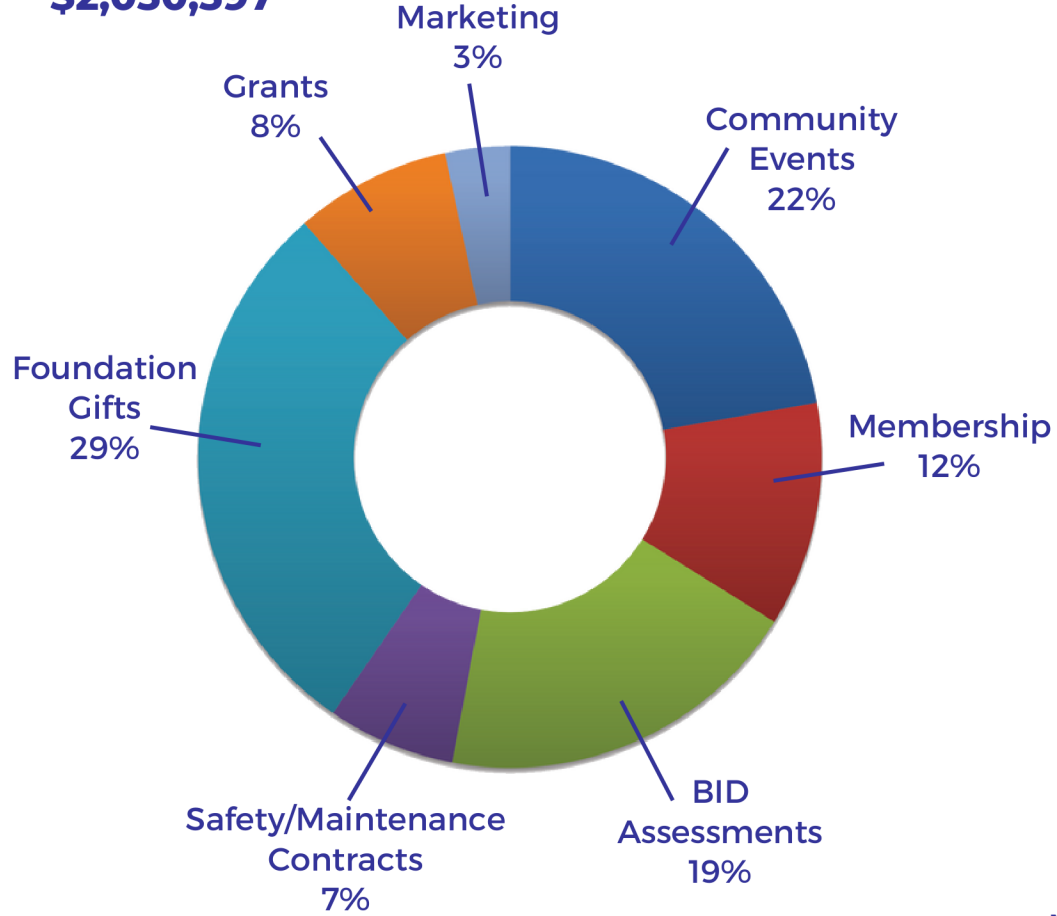
- Celebrated the completion of Phase 1 improvements with nearly 50 businesses and individuals
- Secured a \$1.2 million-dollar EDA Grant in partnership with the City of Missoula for the construction of the Riverfront Terrace
- Received nearly \$50,000 in grant funds for improvements, River City Roots Fest, Downtown Banners, and the Downtown Parks Heritage Interpretation Plan.
- Received over \$100,000 in local donations for Caras Park and Heritage Missoula



- Beartracks Bridge Dedication
- MAM Teen Art Installation
- Caras Park Improvements, Re-Dedication, & Shade Canopy
- Santa Flyover



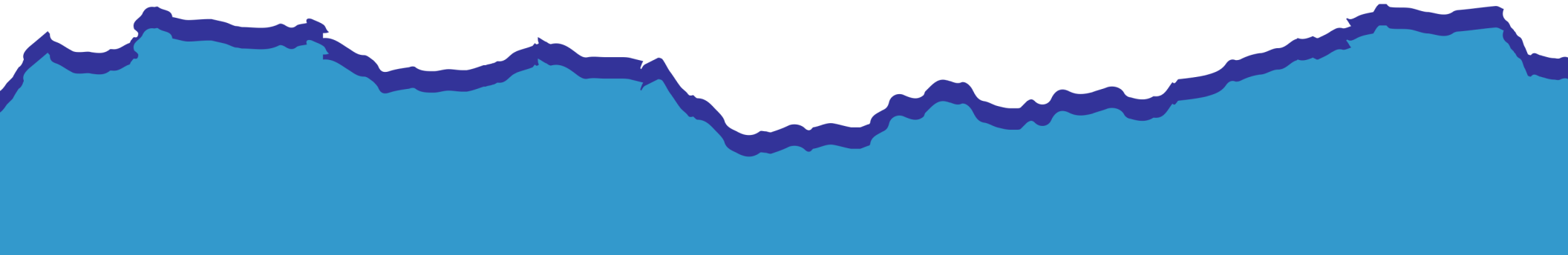
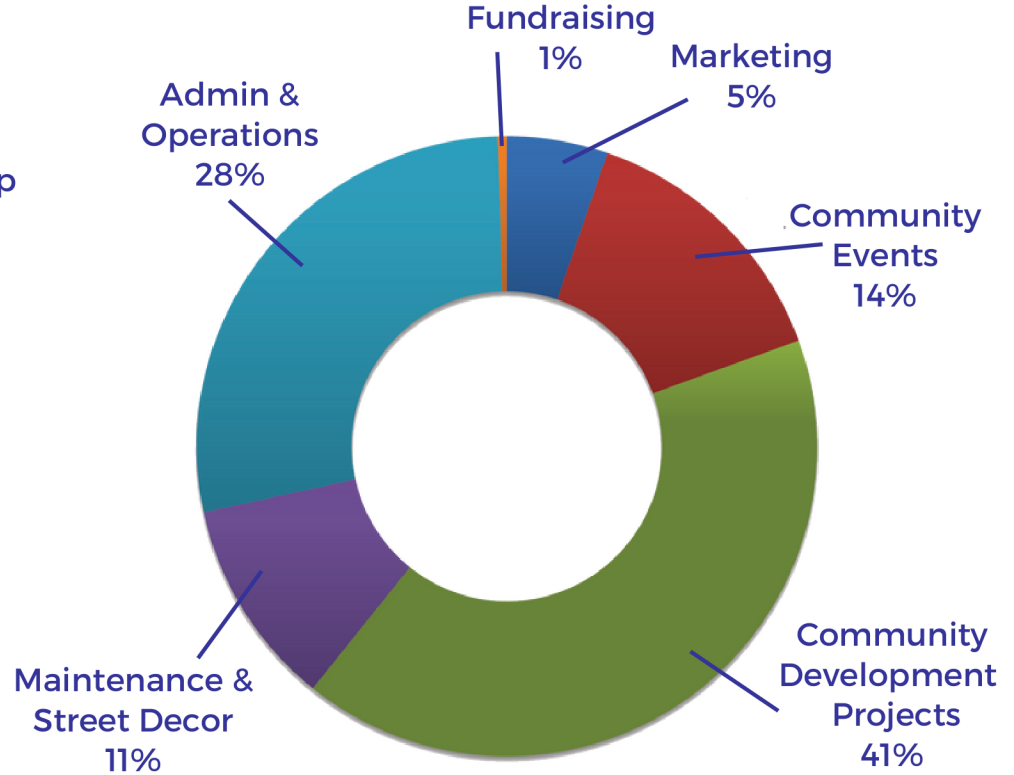
TOTAL REVENUES \$2,050,597



DOWNTOWN MISSOULA PARTNERSHIP FINANCIALS



TOTAL EXPENSES \$2,137,491



OUR COLLECTIVE LEADERSHIP

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

Bob Burns	Stockman Bank
Ellen Buchanan	Missoula Redev. Agency
Josh Eder	SG Long
Matt Ellis	Missoula Paddleheads
Ashley Larkin	First Montana Bank
Jed Liston	Families First Learning Lab
Mimi Hall Gustafson	Holiday Inn Downtown
Kia Liszak	ZACC
Paige Livingston	One Eleven
Bob McGowan	Rocky Mtn. Sch. of Photo.
Aimee McQuilkin	Betty's Divine
Matt Mellott	Sterling CRE
Zachary Millar	The Dram Shop
Conor Newman	Boyle, Deveny & Meyer
Katie Ghen Simpson	Bathing Beauties Beads
Jeff Smith	Garlington, Lohn & Robinson
Tom Snyder	Five on Black
Heidi Starrett	Missoula Broadcasting
Scott Whittenburg	University of Montana
Corey Aldridge	Mountain Line
Grant Kier	Missoula Economic Part.
Ian Ortlieb	Missoula Parking Comm.
Megan Redmond	MT Dept. of Transportation

Elected by the General Membership

MISSOULA DOWNTOWN FOUNDATION BOARD OF DIRECTORS

Libby Brunell	Cascadia Business Dev.
Dan Cederberg	Cederberg Law
Josh Eder	SG Long Financial
Rob Fleming	Mann Mortgage
Jimmy Grant	Historical Research Assoc.
Hailey Kern	Bicycle Hangar
Jared Kuehn	First Security Bank
Christine Littig	Missoula Economic Part.
Dan Maronick	ATTIC
Michelle McCue	Cost Care
Travis Neil	Dick Anderson Construction
Alan Newell	Retiree

Elected by the MDF Board

DOWNTOWN MISSOULA PARTNERSHIP STAFF

Linda McCarthy	Executive Director	Gretchen Sutherland/Hanna Reese	Membership & Events
Jack Hall	Finance Director	Kristen Sackett	Marketing & Events
Brandon Dewey	Program Director	Denise Higgins	Director of Giving
	Bram Moore	Operations	
	Ray Kroenke	Maintenance Manager	