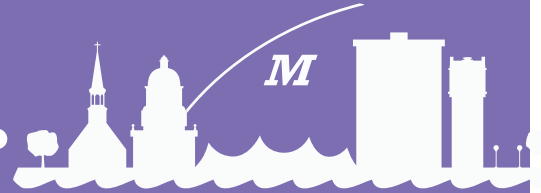


# Missoula Downtown Foundation JOURNAL



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



## FALL 2022

- Caras Park Update
- End of Year Giving
- Holiday Happenings
- 406 License Plate

### A Word from Board President Christine Littig

It's Fall again. Another moment to begin again. Like January, Fall brings a fresh start, a new lens. Is it because September has always begun with clothes, books, haircuts, and friends new and old? I love Fall.

The Foundation and Fall are friends as well. Fellow board members reflect on summer successes and begin again imagining what we can do to support and promote the spirit and heritage of Missoula. The Foundation is charged with building a sense of place and community by funding enhancements to Downtown, be they structural, informational, cultural, or placemaking. It feels important to note, you fund it. *WE* fund it.

*WE* brought forth the results of the EDA grant supporting Missoulians of all shapes and sizes and their desire to play in the river; protect the river. *WE* are building a terrace for access to our river. *WE* commit to each other to meet and discuss, discern, engage in discourse, engage in fundraising, and engage in community. *WE* do this at the Foundation and there are many "*WEs*" throughout Missoula wrapping around tables to support causes *WE* believe in and raise funds for those causes.

It is the reciprocity of receiving and giving that ignites my spirit: the connective tissue of all that exists. And it is the depth of our relationships with one another that allows for fall fundraising. Now is as important a time to give as ever. It is the giving, the discourse, and the engaging in our community, that has gotten us here. And I like here. I chose to live here. *WE* choose to live here. As the asking kicks in again, where will your dollars be sprinkled in support of all that is Missoula? I ask you to reflect on, and consider, the Missoula Downtown Foundation which focuses on keeping the Heart of Missoula pumping. *Christine Littig can be contacted at [xtinelittig@gmail.com](mailto:xtinelittig@gmail.com)*



### MDF Supports Missoula Art Museum's Teen Art Project

Young artists from Missoula County high schools and regional Indigenous teens from the University of Montana's TRIO-Upward Bound created magic this summer at MAM. Led by MAM's education department and Brazilian-American resident artist Janaina Vieira Marques, 15 teens worked collaboratively to design a site-specific public art installation on the sidewalk along First Interstate Bank in Downtown Missoula. The MDF provided \$7,500 in funding to support the project.

# Caras Park Phase I Complete

## Public-Private Partnership Moves to Phase II

The installation of the shade structure over the amphitheater seating officially marked the end of the phase I improvements for Caras Park! This initial phase of implementing the North Riverside Parks and Trails Plan is the result of a collaboration between the Downtown Missoula Partnership, Missoula City Parks and Recreation, and Public Works and Mobility Departments. The park improvements were implemented in conjunction with a Stormwater Infiltration gallery that will help clean and filter stormwater from downtown into the ground before it enters the river. Phase I Improvements included rebuilding the amphitheater seating, flattening the green hill following the installation of the infiltration gallery, widening the riverfront trail, additional lighting and electrical infrastructure, and upgrades to the entry points from the trail to the park. This project was a true public-private partnership, as the Missoula Downtown Foundation matched funding from the City of Missoula and contributed \$750,000 thanks to the generous support of nearly 50 Missoula businesses.



Underbridge Play Space Concept, Caras Park

### Grant Moves Phase II Improvements Forward

With the completion of phase I, plans are already underway for the next phase of park improvements. The implementation team will focus energy on the underbridge play space: a drab, unfriendly space creating a barrier and divide between Caras and East Caras Parks. The plan envisions more active uses that create opportunities for this underutilized space.

Through a partnership with the City of Missoula, a \$1.2 million grant from the U.S. Economic Development Administration has been awarded to complete the river access near Brennan’s Wave. The EDA investment will be matched with local funds, which will come from the partnership between the Missoula Downtown Foundation, and the City of Missoula.

The grand funds come from EDA’s \$240 million competitive American Rescue Plan Travel, Tourism, and Outdoor Recreation program. Missoula’s grant comes from the \$2.9 million allocated to Montana. The upgrades will improve access to the river and water for people of all ages and abilities. Learn more about the North Riverside Parks & Trails Plan at [www.missouladowntown.com](http://www.missouladowntown.com).



Proposed Riverfront Terrace, Caras Park

### How You Can Help

Your support makes a difference in the lives of Missoula residents and visitors by contributing to projects that preserve Missoula’s culture and history, support the beautification of our downtown, or help to improve and maintain the *Heart of Downtown* – Caras Park. Reliable sources of revenue ensure a strong future for Downtown Missoula.

You can provide a charitable contribution to support Downtown or the improvements in Caras Park by visiting our website: [donations.missouladowntown.com](http://donations.missouladowntown.com)

Missoula  
Downtown  
Foundation



SCAN ME

## Planned Giving: One Way to Save Taxes and Support your Favorite Non-Profit

There are many ways in which you can support Missoula-area non-profit organizations. Planned Giving – also referred to as estate planning or legacy giving – allows donors to be more intentional in their investments. A Planned Gift is typically a major gift that comes in the form of equity, annuities, land trust, life insurance, real estate, personal property, or cash. Contributions typically come from a donor's assets or estate, rather than from current income. Donors receive income and tax benefits from the Planned Gift, while the actual benefit to the charity is deferred to a future date. Planned Gifts are usually made in consultation with financial and legal advisors.

### A Moment of Giving....



The Missoula Downtown Foundation offers two Planned Giving opportunities. The Foundation created the **Caras Park Endowment** in partnership with the Montana Community Foundation in 2017. The Endowment ensures Caras Park will be cared for in perpetuity and provides donors access to the Montana Endowment Tax Credit (METC). The METC was created in 1997 to encourage gifts to endowments supporting Montana charities. The credit is 40% of the gift's federal charitable deduction value, up to a maximum of \$10,000 per individual or \$20,000 per couple. The credit is 20% of the gift's federal charitable deduction value.

The Foundation's **Sustainability Fund** was established in partnership with S.G. Long in 2018 for the purpose of sustaining the Foundation's work of enhancing Downtown for future generations.

Planned Giving is a mutually-beneficial relationship that provides tax incentives and continued revenues to the donor for at least five years, while the non-profit organization builds funding for the future. Planned Gifts can be an outright gift that use appreciated assets, gifts that return income or other financial benefits to the donor in return for the contribution, and/or payable upon the donor's death. Planned Giving provides the opportunity to make larger gifts with big impact, while minimizing the impact on a donor's annual income.

Would you consider making a Planned Gift that would support all the things you love about Downtown Missoula? If you are interested in learning more about Planned Giving or the Montana Endowment Tax Credit, please reach out to MDF Board Member Josh Eder ([jeder@sglong.com](mailto:jeder@sglong.com)) or Director of Giving Denise Higgins ([denise@missouladowntown.com](mailto:denise@missouladowntown.com)).

## Full Sleigh of Holiday Happenings

### Events bring the season's magic to Downtown

The Downtown holiday decorations will soon be hung by the DMP maintenance staff, marking the start of Small Business Season! Beginning November 25 in Downtown Missoula, shoppers and diners are encouraged to put their money where their *HEART* is.

The annual Parade of Lights is scheduled for Saturday, December 3, 2022. This holiday spectacular brings the community together with family-friendly activities held at more than 30 businesses throughout Downtown. Here's an overview of what activities and events to expect this holiday season:

#### Thanksgiving Weekend (Nov. 25-27):

**Free Parking:** November 25  
Holiday Window Decorating Contest begins  
Small Business Season kick-off: Shop Business Saturday

#### December 3-4: Parade of Lights

Santa's Arrival in Downtown!  
Children's activities throughout Downtown  
Horse-drawn carriage rides  
Lighting of the Holiday Tree  
Teddy Bear Tea Parties

#### December 10-11 & 17-18:

Horse-drawn carriage rides  
Teddy Bear Tea Parties





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# MISSOULA Downtown

CONNECTING OUR  
COMMUNITY

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### (406) License Plate Among Montana's Top 10



With more than 230 license plate choices in Montana, the Missoula Downtown Foundation is extraordinarily fortunate that the black (406) Montana plate is so popular! The (406) plate ranks in the top 10 list, and has generated over \$825,000 for the MDF, making projects like Caras Park Improvements, Downtown holiday decor, and so much more possible.

The gift that keeps on giving, the Foundation receives \$20 per plate renewal. For more information or to get your (406) license plate, visit <https://dojmt.gov/driving/plate-designs-and-fees/>.