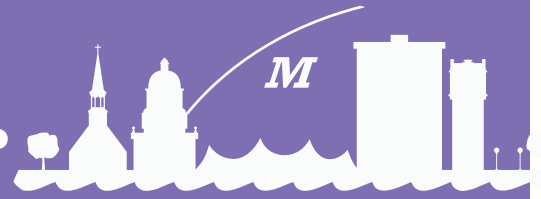


Missoula Downtown Foundation JOURNAL



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



APRIL 2022

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Welcome from Board President Christine Littig

Missoula has been my lifetime landscape. I have had the unique opportunity to own two businesses that have called Downtown Missoula their home. I have built friendships and community with people who dined, wound down from their day, held meetings, laughed, cried and celebrated. I feel intimately connected to the place, community, and lives of so many people that are part of the shared Missoula story.

It was my honor, in my early 30's, to sit as chair of the Missoula Downtown Association. I am acutely aware of the good this organization can do. Not only for Downtown Missoula, but for all of Missoula. Throughout my experience I have witnessed tremendous change. And, it is not without recognition that the change we have been experiencing with Missoula in the last seven to ten years has been at an unprecedented pace.

We are only a blip in the line of multiple generations of people who have converged on the river banks. There is a need now more than ever for us to not only identify but plan, engage, and discuss how we will manage new challenges. It is in our hands to not only preserve the integrity, beauty, and weirdness of what we love about Missoula, but to actively engage in finding ways to support, encourage, and help younger generations and newer generations of Missoulians love and invest in this place we all call home.

There will continue to be opportunities to create and build a connected future that resonates MisSOULa. I encourage you to volunteer for a committee or event, donate funds of any size when you can, and have regular conversations with those with whom you agree with and those whom you do not. Hold space for those whose lived experience is different from yours, acknowledge your own abundance, and choose your path of engagement.

I look forward to more friendships, challenging conversations, and community building. I, like so many Missoulians, am available to discuss and imagine the future of the valley we call home and the Downtown within it. And, I thank you for what you have already given. *Christine Littig can be contacted at xtinelittig@gmail.com*



Share the Joy of Giving Back!

The Missoula Downtown Foundation is excited to participate again in the Missoula Gives community fundraising event! Missoula Gives, an initiative of the Missoula Community Foundation, is a 26-hour online celebration of the Missoula community. It connects generous Missoulians with the causes they care about. It is a day to celebrate all that Missoula is and the role nonprofits play in making our community great. See page 3 for ways you can engage and help MDF reach our \$10,000 goal!

New Faces at MDF

Following six years of dedicated service to the Foundation, Anne Guest stepped down from the Board of Directors in December. Downtown Missoula has benefitted from her commitment to serve and help raise funds for downtown projects and programs. Thank you, Anne. We will miss you!

Three new Missoula faces are stepping up to serve on the Foundation Board of Directors!

Rob Fleming is a lifelong resident of Missoula and is more than proud to call it his “forever” home. After graduating with a business degree from the University of Montana in the early 1990’s, he found his way into mortgage lending in 1995 and is still actively helping Missoulians achieve homeownership as a mortgage lender and branch manager of Mann Mortgage. Fleming is passionate about continuing to nourish what has always made Missoula such a special place: an engaged, diverse and welcoming community, amazing outdoor access, incredible educational opportunities and a first-class downtown.



Rob Fleming



Hailey Kern



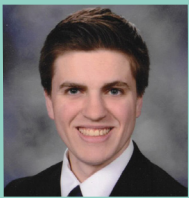
Michelle McCue

Hailey Kern and her husband, Peter, own both of the Bicycle Hangar locations in Missoula, and she is the co-founder of Cancer Support Community Missoula. A native of Tulsa, Oklahoma, she came to Missoula in 2005 for college at the University of Montana. Kern has served on the Board of Directors for both Living Art of Montana and Cancer Support Community Missoula.

As a lifelong Missoulian, Michelle McCue loves Downtown and all it has to offer. After 10 years at Neptune Aviation in a Community Relations role, Michelle recently embarked on a new career as Director of Community Outreach at CostCare, continuing her passion for connecting local businesses to the community through events, marketing, communications, and media. She is an avid volunteer for many organizations including Sentinel Kiwanis, St. Francis Xavier parish, Girl Scouts, and Missoula Catholic Schools.

President Christine Littig and the MDF Board invite others to get involved with the Foundation through giving, volunteering, or service to a committee or on the board. Visit our website for more information.

3 individuals have recently joined the Downtown Missoula Partnership (DMP) staff to support the Foundation in its mission to support the Downtown community.



Jack Hall came to the DMP in November as the new Director of Finance. A Missoula native, Hall is a 2020 graduate of the University of Connecticut, earning a B.S. in Business Management. He previously worked for the UConn Center for Career Development and the UConn Daily campus newspaper. Most recently Hall served as the Activities Supervisor for the Resort at Paws Up. During his younger years, Hall was an Eagle Scout and President of the National Honor Society.



Brandon Dewey is the new Program Director, joining the team in February. He is primarily responsible for managing projects such as implementation of the Heritage Missoula Interpretive Plan and the North Riverside Parks & Trails Plan. He oversees the Unseen Missoula program and provides support for fundraising and more. Dewey comes to Missoula from the Bitterroot Valley, where he served in several different staff roles for the Town of Stevensville over a 10-year period. He was elected to public office and served as Mayor of Stevensville from 2018-2021.



Denise Higgins is now the DMP’s Director of Giving. Her responsibilities include fundraising strategies, donor development, grant writing, and community engagement. She works closely with the MDF to assure a longtime investment into the greater Downtown Missoula area. A native of Northern Illinois, Higgins holds a B.S. in Medical Technology. Prior to joining the DMP, she held leadership positions at Community Medical Center and the Montana Department of Public Health and Human Services. As a Montanan for the last 30 years, Higgins is passionate about community service.

Giving Back (cont. from page 1)

Downtown is a special destination that connects people with this place that brings vibrancy and life and vibrancy to Missoula. There are many ways you can give to make a difference in Downtown Missoula!



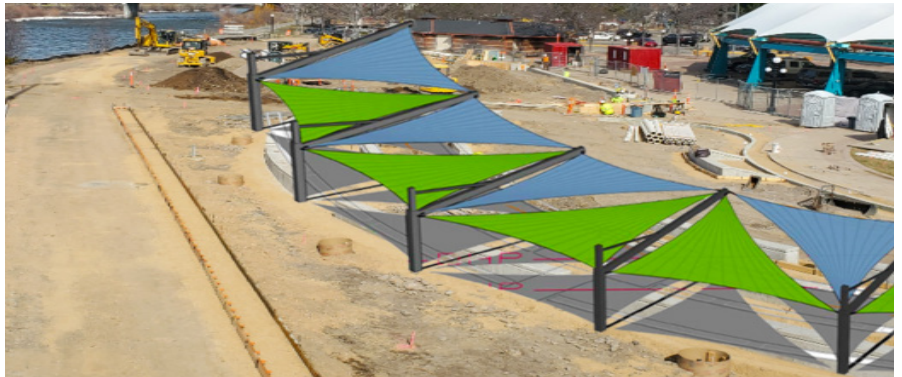
A contribution of just **\$50** fills one of 115 flower baskets hung from the streetlights downtown. These baskets are created specifically for our downtown by Pink Grizzly Greenhouse.

Baskets are maintained and watered daily throughout the season by Downtown staff who are dedicated to a clean and vibrant place for all.

There are 160 boulevard banners lining the streets of Downtown Missoula. Your contribution of **\$100** purchases a new banner with one of many designs that highlight the landmarks you love in Downtown Missoula.

These banners are designed by our in-house marketing team and fabricated locally by our friends at Fabricon.

The Phase I Caras Park Improvements are nearing completion! The phase I project includes the re-design and expansion of the amphitheater seating. Your contribution of **\$250** goes toward the purchase of a new shade awning over the seating, so you can enjoy the summertime beats while staying cool. Read the latest update for the improvements project on page 4.



Placemaking inspires people to collectively reimagine and reinvent public spaces. The Higgins Street Underbridge project embarks on a mission to create a space unlike any other in Downtown Missoula. Your contribution of **\$500** will support the development of this project.



Visit www.missoulagives.org to donate on May 5-6, 2022



(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 \$725,000 for the MDF, making projects like Caras Park Improvements and Downtown holiday decor 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/>.



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218 E Main St, Suite C
Missoula, MT 59802
Ph: 406.543.4238
MissoulaDowntown.com

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Phase I Caras Park Improvements Update

Construction of the Phase I improvements to Caras Park will be complete just in time for the events Missoula loves, including Garden City BrewFest on Saturday, May 7! Prospect Construction continues the final grading and finishing work that will complete the space. While the park will be ready for occupancy and events in May, some area closures will be necessary while the grass takes hold.

This initial phase of the North Riverside Parks and Trails Plan is the result of a collaboration between the Downtown Missoula Partnership, Missoula Parks and Recreation and Public Works and Mobility. The park improvements were implemented in conjunction with a Stormwater Infiltration gallery that will help clean and infiltrate stormwater from downtown before it enters the river.

Phase I Improvements include rebuilding the amphitheater seating, flattening the green hill following the installation of the infiltration gallery, widening of the riverfront trail, additional lighting and electrical infrastructure, and upgrades to the entry points from the trail to the park. This is a true public-private partnership, as the Missoula Downtown Foundation has matched funding from the City of Missoula and contributed \$750,000 thanks to the generous support of nearly 50 Missoula businesses.





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