



MISSOULA DOWNTOWN ASSOCIATION
BUSINESS IMPROVEMENT DISTRICT
MISSOULA DOWNTOWN FOUNDATION

2023 ANNUAL REPORT

The logo for the Downtown Missoula Partnership features the word "DOWNTOWN" in a bold, white, sans-serif font, followed by "Missoula" in a blue, cursive script font. Below this, the word "PARTNERSHIP" is written in a large, bold, blue, sans-serif font. The entire text is set against a dark blue background with a white, scalloped top edge and a blue, wavy bottom edge.

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 515-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.

SUCCESSSES FOR MISSOULA

\$25 MILLION R.A.I.S.E. GRANT

The federal R.A.I.S.E. Grant supports Downtown Safety, Access & Mobility (SAM) Transportation Projects, including two-way street conversion on Front & Main, a three-lane Higgins Avenue with separated bike lanes, and improved riverfront access.



- Acquisition of \$39 million Federal Grant for expansion and electrification of Mountain Line Transit Services
- Expansion of Mountain Line Transit Services to evenings and Sundays
- Completion and opening of 400 new low-income housing units at the Trinity and Villagio Apartment Complexes close to Downtown
- Grand Opening of the Montana Museum of Art & Culture at UM

SUCCESSSES FOR DOWNTOWN

FEDERAL BUILDING ACQUIRED

Following years of vacancy, the City of Missoula and Missoula County acquired the Federal Building in Downtown. It will serve as a central hub for local government and strengthen connection and collaboration among local leaders. The building will be renamed the John Engen Local Government Building.



- Completion of the newly-named Beartracks Bridge after three years of construction
- 100 block of Pattee Street reopened after nearly four years of construction
- Completion of the newly-built NorthWestern Energy power substation
- The Old Sawmill District saw the opening of the Cognizant Building as well as new townhomes under construction
- Return of the UM Homecoming Parade and the Festival of the Dead Parade to Downtown

DOWNTOWN MASTER PLAN PROGRESS

UNDERBRIDGE PLAYGROUND

Phase 1 implementation of the Underbridge Playground Project with colorful floor painting, three ping-pong tables, and two sets of cornhole games, a basketball hoop and colorful seating was completed in 2023. Next phases will include more play equipment, additional surfaces painted, and lighting.



- Completed the Clark Fork River Restoration & Access Plan
- Selected deChase Miksis and Edlen & Co. as development partners for the old library site.
- Design of riverfront terrace at Brennan's Wave nearing completion
- Launched the Destination Tourism Stewardship Plan: Destination Missoula
- Launched the Missoula Citywide Parking Plan: Missoula Parking Commission
- Launched the Parks, Recreation, Open Space and Trails (PROST) Plan: Missoula Parks & Rec
- Launched the Urban Forest Management Plan Update: Missoula Parks & Rec
- Launched the West Broadway River Corridor Project: Missoula Redevelopment Agency
- Launched Our Missoula Growth Policy Update and Zoning Code Rewrite: City of Missoula

MDA HIGHLIGHTS



\$2.07 MILLION IN GIFT CARDS SOLD

Since 2020, the MDA has sold over \$2 million in Downtown Gift Cards that support Downtown businesses. In 2023, more than \$540,000 in Downtown Gift Cards were sold (an increase of 3% from 2022). Over \$415,000 of Downtown Gift Card funds were redeemed at over 200 local businesses.

Membership

- Sustained and supported 515 members
- Met face-to-face with 55% of MDA members
- Improved membership communications and open rates to 45%
- Launched and hosted six new Business Workshops for Members
- Launched the new Downtowner Membership for individuals

Advocacy

- Helped inform and educate business and property owners on the Downtown Safety, Access & Mobility (SAM) Transportation Projects and the RAISE Grant for implementation
- Helped to secure \$25-million RAISE Grant for Downtown transportation improvements
- Helped preserve Tax Increment Financing (TIF) at the 2023 Montana Legislature
- Hosted a successful City Council & Mayoral Candidate Forum for MDA Members

MDA HIGHLIGHTS



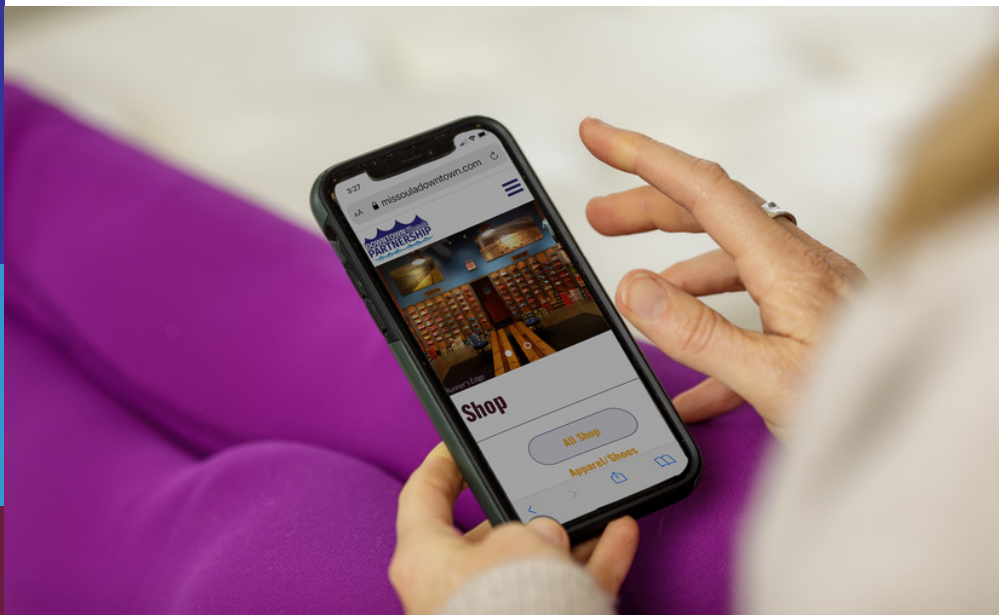
140,000 PEOPLE IN CARAS PARK

Caras Park hosted 61 public and private events with an estimated 140,000 people in attendance. Continual activation of Caras Park brings a vibrant atmosphere to the Heart of Missoula and brings a steady stream of potential customers for Downtown businesses.

Events

- Fully recovered from the COVID impact on events, attracting nearly 100,000 people to MDA festivals in Downtown Missoula
- Partnered with the Missoula Makers' Collective to add 30 artists to Downtown ToNight
- Food vendors at Out to Lunch and Downtown ToNight saw approximately \$497,000 in revenue (17% increase over 2022)
- Rebranded the Parade of Lights into Holidays on Higgins
- Doubled to 40 Missoula Makers' Collective artists at Holidays on Higgins
- Hosted the largest-ever River City Roots Fest and converted all plastic cups to aluminum
- Added Carnal Enterprises to the Unseen Missoula Guided Walking Tours; attracted 840 attendees across all tours

MDA HIGHLIGHTS



118,683 VISITORS TO MISSOULA DOWNTOWN.COM

Top Pages (excluding Homepage):

- .com/downtown-tonight
- .com/events/missoula-events
- .com/holidays-on-higgins
- .com/out-to-lunch
- .com/downtown-gift-card



21,620 Followers
(4.7% increase)



12,904 Followers
(28.4% increase)

Downtown Social Media

- Organic Reach
 - Facebook - 326,778 (100% increase over 2022)
 - Instagram - 96,758 (100% increase)
- Content Interactions
 - Facebook - 28,200 (111.6% increase)
 - Instagram - 29,880 (100% increase)
- Paid Social
 - 24 Campaigns
 - Reach - 196,866 (60.6% increase)
 - Impressions - 1,219,296 (135.8% increase)
 - Clicks - 63,925 (89.4% increase); CTR (Click Through Rate) - 5.24% (19.6% decrease)

DOWNTOWN POLICING 7 DAYS-A-WEEK

The contract for the Dedicated Downtown Policing was renewed and a second officer was acquired, meaning 7 day-a-week patrol for Downtown. From July-December, Downtown Police Officers engaged with more than 1,200 individuals.



- Added and hired a second full-time Maintenance Manager
- Acquired 15 new recycling bins for Downtown streets
- Downtown Clean Team removed 152 yards of garbage, weeded 2,200 tree wells, and cleared leaves and ice from 282 ADA ramps and 331 storm drains
- Contracted with the Missoula Economic Partnership for Downtown business development services
- Attracted 16 new businesses, \$13.5 million in commercial investment and \$900,000 in residential investment
- Invested \$20,000 in the Missoula Tourism Stewardship Plan
- Increased support to \$10,000 for the Poverello's Homeless Outreach Team (HOT)

MDF Highlights

ART FOR DOWNTOWN

The launch of the Arts & Culture Impact Grants program saw \$15,000 of funding put into two new art murals for Downtown. Located in the alley next to Office City and on the side of Grizzly Hackle, these new murals add to Downtown's vibrancy.



- Created From Past to Plate Dinner Tours for Donor Engagement
- Completed the Heritage Interpretive Media Plan for North Riverside Parks & Trails
- Served as the Fiscal Sponsor for the Festival of the Dead, Santa Flyover, and the Downtown Riverside Art Walls (DRAW Project)

\$250,000

in donations to support
Downtown projects & programs

\$19,700

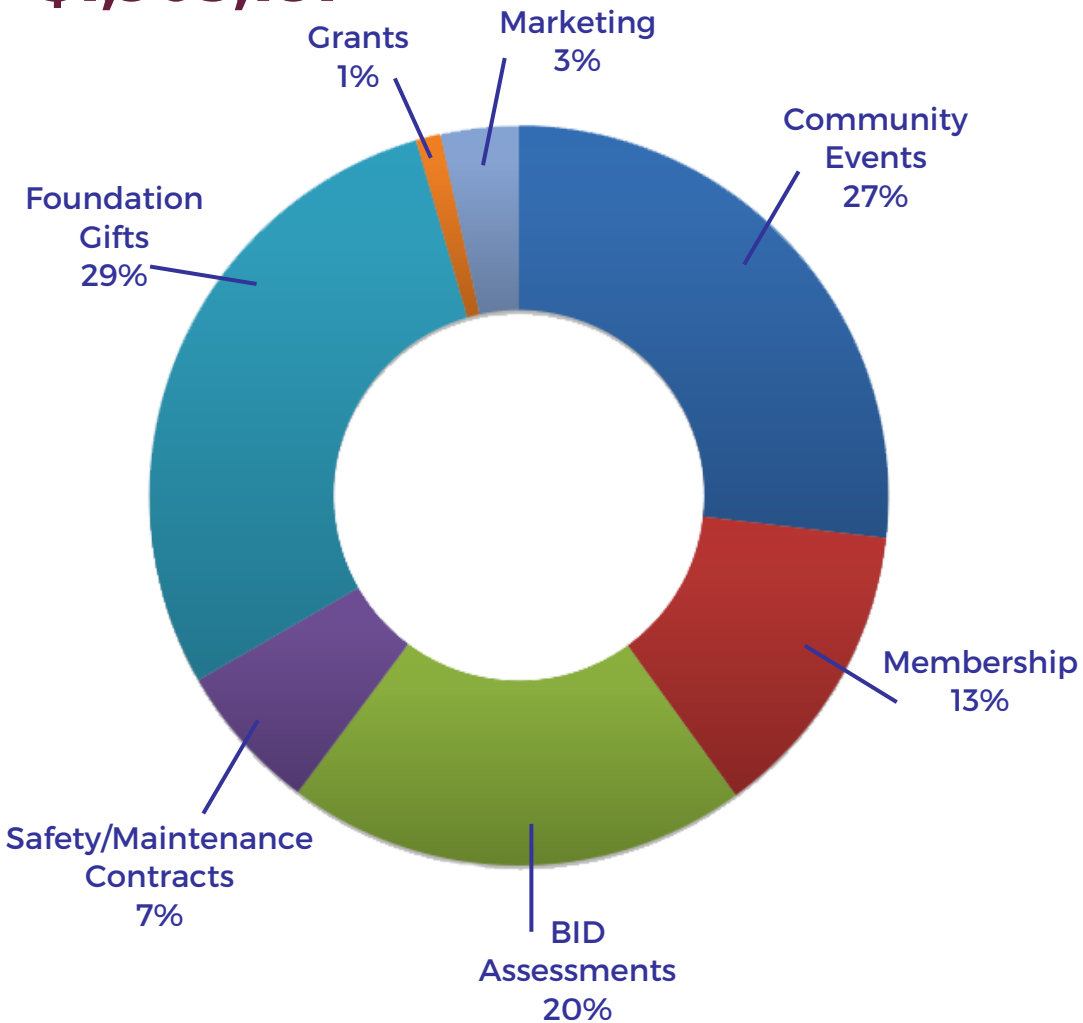
in grants to support
Downtown projects & programs

\$225,000

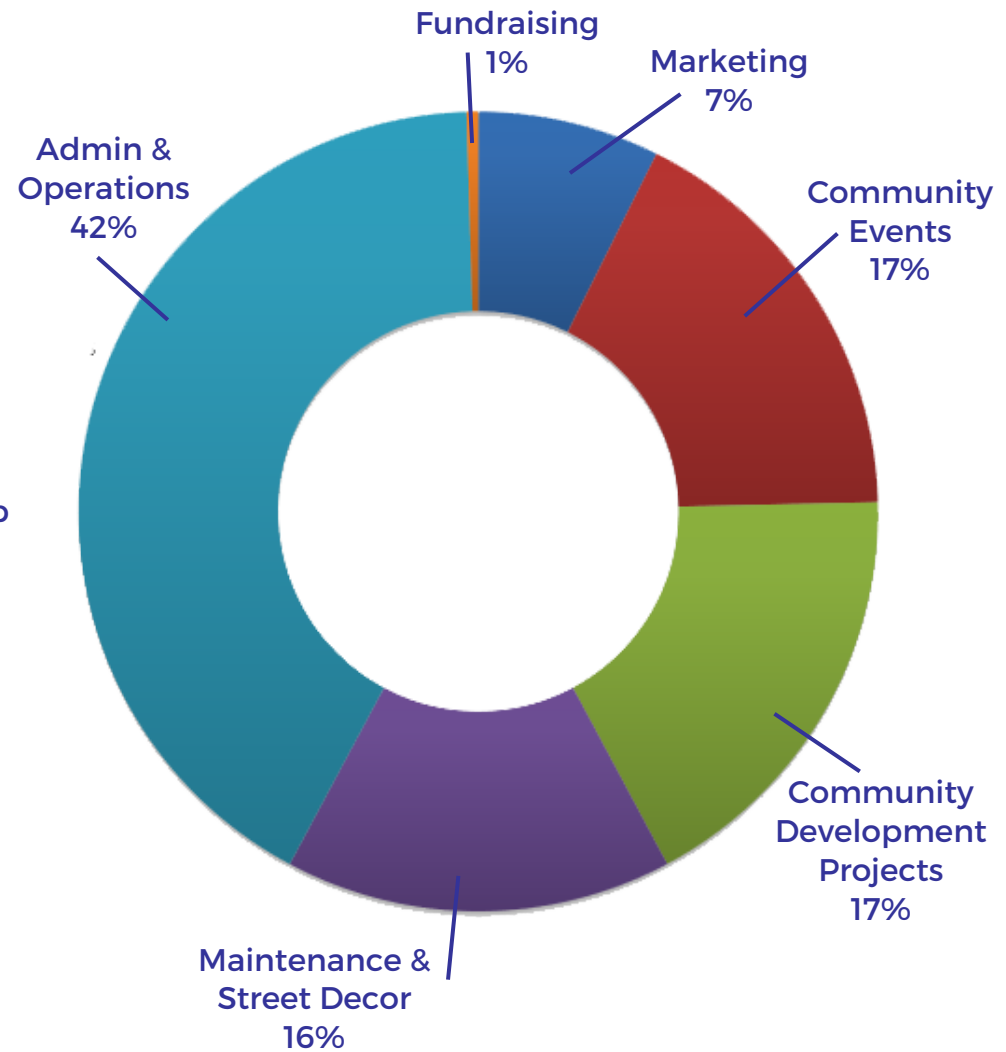
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FINANCIAL HIGHLIGHTS

TOTAL REVENUES \$1,905,181



TOTAL EXPENSES \$1,608,663



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

Bob Burns	Stockman Bank
Ellen Buchanan	Missoula Redev. Agency
Josh Eder	SG Long
Ashley Larkin	First Montana Bank
Jed Liston	Families First Learning Lab
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
Zachary Millar	The Dram Shop
Conor Newman	Boyle, Deveny & Meyer
Katie Ghen Simpson	Bathing Beauties Beads
Heidi Starrett	Missoula Broadcasting
Scott Whittenburg	University of Montana
Corey Aldridge	Mountain Line
Grant Kier	MSO Economic Partnership
Ian Ortlieb	Missoula Parking Comm.

Elected by the General Membership

MISSOULA DOWNTOWN FOUNDATION BOARD OF DIRECTORS

Molly Bradford	Gatherboard
Libby Brunell	Cascadia Business Dev.
Dan Cederberg	Cederberg Law
Josh Eder	SG Long Financial
Rob Fleming	Mann Mortgage
Jimmy Grant	Historical Research Assoc.
Brady Henthorn	Marsh McLennan
Hailey Kern	Bicycle Hangar
Jared Kuehn	First Security Bank
Christine Littig	MSO Economic Partnership
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	Bram Moore	Operations Coordinator
Brandon Dewey	Director of Giving	Ray Kroenke	Maintenance Manager
Jack Hall	Finance Director	Spencer Bryant	Maintenance Manager
Amber Kukla	Program Director		
Hanna Reese	Membership & Events Director		
Kristen Sackett	Marketing & Events Director		