

# AUGUST 2018

- ADA Project Update
- Symphony in the Park
- Roots Fest
- TBID Grant Opportunity



## A Word From Our President

Brooke Redpath, METTLE Strategic Marketing Solutions

It doesn't get much better than summer in Montana. This year, in particular, summer has been pretty amazing. The season that seems made for exploration has us packing in as much fun as possible. With the long days and seemingly endless nights, we are able to enjoy summer to its fullest potential. If you are anything like me you feel like you have been running a marathon all summer and the finish line won't be here until the fall. So keep on running and make sure to mark your calendars for Missoula's signature celebration.

If you are looking to immerse yourself in the string-band culture of roots music, look no further, the 13th Annual River City Roots Festival is just around the corner. You will hear a perfect blend of blues, zydeco, old country, rock, folk music and more. With two days of high-energy live performances on Main Street, you are sure to find yourself moving to the sound of the music. Bluegrass music is best enjoyed outside on warm summer days with your best friends and family so invite your loved ones Downtown to enjoy Missoula's must-see event.

Held in the heart of our downtown, Roots Fest is legendary for its community spirit and ability to stay true to the Missoula vibe. There is something for everyone at River City Roots Festival. Whether you are an art lover, a mom/dad looking for something to do with the kiddos, a music aficionado, or a member of our avid running community this one-of-a-kind two-day event is designed with all of you in mind. The signature celebration of the place we all love so much is a chance for us to come together in the heart of our community to dance, laugh, play and explore. Activities start at noon on Friday, August 24th. Please join us for the 13th Annual River City Roots Festival where we hope you leave feeling like the experience was handcrafted just for you.



MissoulaDowntown.com

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## Welcome New Members!



**Tree House LLC**  
Brian & Karen Sippy  
120 N. Higgins Ave  
406-360-8809  
twosippys@yahoo.com

**Green Tree  
Ben Zeimet**  
129 N Higgins Suite A  
406-493-6008  
ben@hi-linefilms.com

## Give Our Trees A Drink!

Please do your part to keep our trees alive and well in our Downtown! If you are a property or business owner Downtown, please make sure you are watering the trees outside your businesses as hot temperatures and dry conditions settle into the valley.



## Missoula ADA Project Update

The Montana Department of Transportation continues to work on the Missoula ADA project, improving the sidewalks and street corners and making them more accessible to those with disabilities. MDT has completed the corners on Fifth, Sixth and Orange streets and recently moved to Stephens.

However, there have been some schedule adjustments that will benefit Downtown businesses. Improvements to Gerald Avenue will commence soon, and improvement on the Hip Strip will be initiated in late August or September. ADA Im-

provements on Higgins north of the river will most likely be deferred until spring 2019, along with the improvements on Broadway. This means the Downtown sidewalks will not be torn up during the peak of the 2018 tourism season.

Property owners in impacted areas will be updated in the coming weeks. Additional information can be found online here: [mdt.mt.gov/pubinvolve/missoulaada/](http://mdt.mt.gov/pubinvolve/missoulaada/). Follow-up questions can be directed to the MDT Hotline at 406-207-4484.■

## Symphony in the Park to Dazzle Missoula August 12

A can't miss Missoula summertime tradition, the orchestra presents a free family-friendly summer evening of pops and light classics. Prepare a picnic, pack a blanket and meet your favorite Missoulians at Caras Park for this memorable musical evening!



## Connect to Your Community By Attending a Missoula Downtown Association Monthly Social!

**Luncheon**  
Project Tomorrow Montana  
United Way of Missoula County  
**Saketome Sushi**  
Tuesday, August 14  
11:30 am - 1 pm  
137 W. Front Street  
\$13.00

**Downtown on Tap**  
Cambium Place  
Tuesday, August 28  
5 - 7pm  
945 Wyoming St

Join Project Tomorrow Montana: Suicide Prevention & Education for the August luncheon to learn about how they are helping people in Western Montana, and how you can get involved during Suicide Prevention week Sept. 7-14. Cost is \$13 per person. Make reservations by visiting [www.missouladowntown.com/event/mda-luncheon](http://www.missouladowntown.com/event/mda-luncheon).

Come over to Cambium Place for August's MDA Downtown On Tap! Cambium Place is a newly constructed mixed-use building in the Old Sawmill District that will house 69 "Rent-By-Choice" residential tenants, commercial tenants, a neighborhood market, and C3 WorkLounge. Food will be provided by Old Sawmill District's own Casey Engel, who was brought on board this year to be the Food & Beverage Director for the neighborhood as well as start up The Sawmill Grille. See you there!



# With August Comes Fun Events, Great Music and LOTS of People

Due to the efforts of multiple organizations and businesses in town, the month of August will likely draw more than 40,000 people to Missoula-area events that weekend. Downtown retailers are encouraged to staff up if needed and consider extended hours, based upon the number of anticipated visitors in the marketplace. Here is the overview of special events coming up:

PIXIES in Concert.....Fri., Aug. 3 at 8 pm at KettleHouse Amphitheater  
 CHRIS STAPLETON in concert.....Fri., Aug. 3 at 7 pm at the Adams Event Center  
 Travelers' Rest Fest: The DECEMBERISTS in Concert.....Aug. 4-5 at Big Sky Brewing Amphitheater  
 NATHANIEL RATELIFF & THE NIGHT SWEATS in Concert.....Thurs., Aug. 9 at 8 pm at KettleHouse Amphitheater  
 Western Montana Fair.....Aug. 7-12 at the Fairgrounds  
 Missoula Symphony in the Park.....Sun., Aug. 12 at 4 pm at Caras Park  
 PEARL JAM in Concert.....Mon., Aug. 13 at 7 pm at Washington-Grizzly Stadium  
 HALESTORM in Concert.....Tues., Aug. 14 at 7 pm at Big Sky Brewing Amphitheater  
 GREENSKY BLUEGRASS in Concert.....Thurs., Aug. 10 at 7:30 pm at KettleHouse Amphitheater  
 JUSTIN MOORE in Concert.....Thurs., Aug. 16 at 8 pm at KettleHouse Amphitheater  
 ANDREW BIRD & THE PUNCH BROTHERS in concert.....Fri., Aug. 17 at 8 pm at KettleHouse Amphitheater  
 ALICE COOPER in concert.....Sat., Aug. 18 at 8 pm at KettleHouse Amphitheater  
 REBELUTION in concert.....Sun., Aug. 19 at 6:30 pm at KettleHouse Amphitheater  
 RIVER CITY ROOTS FESTIVAL.....Aug. 24-25 in Downtown Missoula  
 SHAKEY GRAVES in concert.....Sat., Aug. 25 at 7:30 pm at Big Sky Brewing Amphitheater

## The 13th Annual River City Roots Fest Returns to Downtown Missoula August 24-25 and you Won't Want to Miss This Year's Activities and Line-up!

### MUSIC ON MAIN

#### FRIDAY, AUGUST 24, 2018

12:30-2:00pm Tangled Tones Kids Bands:  
On the Spot, Almost Six-Two, Tambourine Queen  
 2:30-4:00pm Good Old Fashioned  
 4:30-6:00pm Laney Lou & the Bird Dogs  
 6:30-8:00pm Nathan Williams & the Zydeco Cha Chas  
 8:30-10:30pm New Orleans Suspects

#### SATURDAY, AUGUST 25, 2018

12:30-2:00pm The Salamanders  
 2:30-4:00pm Rapidgrass  
 4:30-6:00pm Jon Stickley Trio  
 6:30-8:00pm Billy Strings  
 8:30-10:30pm The Infamous Stringdusters

#### ROOTS FEST EVENTS

#### FRIDAY, AUGUST 24, 2018

12:00pm-5:00pm Family Fun Festival  
 11:00am-7:00pm Art Show  
 11:00am-10:00pm Food Court  
 2:00pm-10:00pm Street Bars

#### SATURDAY, AUGUST 25, 2018

8:00am-1:00pm Saturday Markets  
 10:00am-3:00pm Family Fun Festival  
 11:00am-7:00pm Art Show  
 12:00pm-10:00pm Food Court  
 2:00pm-10:00pm Street Bars

#### ★ EXTEND YOUR WEEKEND ★

#### THURSDAY, AUGUST 23

Downtown ToNight Summer Series in Caras Park • 5:30-8:30pm

#### SUNDAY, AUGUST 26

Roots Fest "Hangover" Sidewalk Sale • Downtown Missoula

### FAMILY FUN FEST

#### FRIDAY, AUGUST 24

#### YOUTH PERFORMANCE STAGE

12:00pm-1:00pm Animal Wonders  
 1:15pm-1:45pm Championship Training  
 2:00pm-2:45pm On Center Performing Arts Company  
 3:00pm-3:45pm Sophie Beaton  
 4:00pm-5:00pm On The Spot, Almost Six-Two, Tambourine Queen

#### ACTIVITY BOOTHS | 12:00PM-5:00PM

Childbloom Guitar • On Center Performing Arts • Championship Training  
 Poverello Center • Travelers Rest & Heritage Center • Learning & Meaning  
 Child Start Inc. • Head Start • Zootown Arts Community Center  
 Hospice Care Foundation • Climate Smart Missoula • out.Land.ish Podcast  
 Animal Wonders • CASA of Missoula • Rattle & Roll • and more!

#### SATURDAY, AUGUST 25

#### YOUTH PERFORMANCE STAGE

10:00am-10:45am Jr. & Sr. Bella Corda Guitar Quartets  
 11:00am-12:00pm Jack Gladstone  
 12:00pm-12:45pm Living Rhythym - Community Drum Circle  
 1:00pm-1:45pm MASC Artisans  
 1:45pm-2:30pm Evan Disney  
 2:30pm-3:00pm Syren

#### ACTIVITY BOOTHS | 10:00AM-3:00PM

All activities from Friday will be present, with the exception of:  
 Animal Wonders, Child Start Inc., and Head Start.



## Grant Opportunity Ahead!

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**A**re you planning a new Missoula event or trying to expand an already successful event but need a little help with funding? Destination Missoula and the Missoula Tourism Business Improvement District (TBID) have good news for event planners: the Missoula TBID has event grant funds available, and you could qualify!

The purpose of the Missoula TBID Grant Fund is to provide funding to new and/or growing events, preferably in non-peak months (October-April) that will provide economic benefit through increased hotel room nights and other spending within the Missoula Community. These funds are made available through the support of the Missoula TBID lodging partners. For every occupied room night, guests are assessed \$2.00 that is returned to Missoula to aid in tourism marketing and promotion within the district.

For more information about application requirements, questions, or to apply, visit [destinationmissoula.org/tbid/grant-opportunities/](http://destinationmissoula.org/tbid/grant-opportunities/).

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*Please submit member Shout Outs by the 18th of each month to [sarah@missouladowntown.com](mailto:sarah@missouladowntown.com)*

## Shout Outs

For 40 years, the Missoula Children's Theatre (MCT) has invited young performers from all over the world to audition for its Performing Arts Camps. Through both its international tour and Missoula-based productions, MCT has worked with approximately 65,000 kids this past year. Of those, hundreds auditioned for MCT's summer Performing Arts Camps. From that group, nearly 200 teens were chosen to participate in this year's camp and production of *I Love NY*. This exhilarating showcase of young talent will take place Thurs., Aug. 9-Sat., Aug. 11 at the MCT Center for the Performing Arts. \*\*\**I Love NY* show times are Thursday, Aug. 9 at 7:30 PM; Friday, August 10 at 5 PM and 7:30 PM; and Saturday, August 11 at 1 PM, 4 PM, and 7:30 PM. All performances are at the MCT Center for the Performing Arts. Tickets are available at [MCTinc.org](http://MCTinc.org); by calling 406-728-7529; or at MCT's Box Office. *I Love NY* is sponsored by PayneWest Insurance; Park Side Credit Union, and Granite Peak Orthodontics.

### **Calling All ROOTS FEST VOLUNTEERS! It's that time of year again...**

Held this year on August 24 & 25, Roots Fest needs around 300 volunteers to help make the event a huge success. Help is needed with setup, volunteer check-in, beer pouring, and much more! Shifts range from 3-5+ hours. All volunteers get a free T-shirt and free food and drinks in the hospitality area. Please call 543.4238 or email [sarah@missouladowntown.com](mailto:sarah@missouladowntown.com) to sign up today!