

January 2019

- Going DIGITAL!
- Master Plan Charrette Week: January 14-18
- MDA Award Dinner January 16
- Winter BrewFest February 2



A Word From Our President

Brooke Redpath, METTLE Strategic Marketing Solutions

All my life, I have always been fascinated by quotes. I love how a couple of words perfectly placed together can evoke such strong feeling. I love how the same set of words can mean different things to different people. Since I live and breathe marketing and photography these days I guess you could say I am always in search of 'the simple yet powerful'

which is why I appreciate a good quote.

For my last article as President, I naturally gravitated toward some of my favorite quotes to get my mind flowing. I eventually landed on one that isn't necessarily a favorite, but one that allows me to point out how much I appreciate everyone who has served alongside me since the beginning and one that helps explain why (or how) we are able to give so much of ourselves to the heart of our community.

"The more you lose yourself in something bigger than yourself, the more energy you will have."

This quote speaks to me because I know the individuals who give the most are not the ones who are sitting back looking for something to do. The people who give the most usually have a completely full schedule but still find time to be part of something bigger. We are energized by each other's passion for downtown. We are energized by a thriving, robust community. We are energized by progress, and we are energized by being part of something bigger than ourselves.

So cheers to you and thanks for being there with me. Thanks for giving yourself to better our community. Thanks for advocating for Downtown. Thanks for the countless hours of volunteer work. Thanks for your ideas and vision but most of all thanks for losing yourself in something bigger.

There are many ways to get more involved. If you are reading this and know you want to start connecting more in 2019, mark your calendars for the week of January 14-18 where we will be shaping the future of downtown through the Master Plan Charrette Week. If you haven't done so already, purchase your tickets for the MDA Annual Dinner taking place Wednesday, January 16 from 5-8pm with speaker Jason King from Dover, Kohl and Partners. An evening you truly do not want to miss. ■



MissoulaDowntown.com

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Rent Caras Park!

The Caras Park Pavilion, located in the heart of Downtown Missoula along the Clark Fork River, is available for public and private events. The Pavilion can accommodate events ranging from a dinner party for 150 to a community-wide festival.

Remember: MDA members get a \$100 discount for renting the park!

Contact Kalina Wickham at kalina@missouladowntown.com to rent Caras Park for your next gathering! ■

Downtown Missoula Shopability Presentation Jan. 14 at the Public House

Join us for a special presentation from Robert Gibbs, founder of Gibbs Planning Group and one of the foremost retail market consultants in America.

Gibbs will provide retail layout and façade display strategies that merchants can use to heighten the experience offered to customers and improve retail sales.

This presentation will benefit downtown merchants and anyone interested in Downtown business and retail strategies. ■

Downtown Master Plan Charrette

The next intensive phase of work to update the Downtown Master Plan will take place January 14-18, 2019, when Dover, Kohl & Partners return to Missoula for an intensive planning charrette. This week of collaboration will feature a group of professional town designers working with Missoulians to generate ideas, pursue interests, and explore innovative thinking around what we want Downtown Missoula to look like 10 years from now.

What is a charrette? The term charrette describes the rapid, intensive, and creative work session in which a design team focuses on a particular design problem and arrives at a collaborative solution. Public charrettes bring all stakeholders to the table over a short period of time to work intensively with the design team to reach consensus over the future of an area.



MISSOULA'S DOWNTOWN MASTER PLAN



Monday, Jan. 14: Kickoff & Hands-On Sessions

Doubletree Hotel | 5-7 pm or 7-9 pm
Dover, Kohl & Partners will guide participants through a design process where you will work alongside your neighbors to draw Downtown Missoula's future.

January 15-17: Open Design Studio

The Public House | 10 am - 7 pm
A team of urban designers and planners led by Dover, Kohl & Partners will

spend the week working on the Master Plan. Stop by the design studio anytime between 10 am - 7 pm on January 15 - 17, and provide your input.

January 18: Work-In-Progress Presentation

The Wilma, 131 S. Higgins | 4-6 pm

Join us for this wrap-up of the charrette week. The engaging session will showcase how the plan reflects a broad base of real-time input from our community.

For more information, visit <https://www.missouladowntown.com/downtown-master-plan/> or contact Pam Udall via email (pam@missouladowntown.com). ■





DREAM BIG at the Annual Awards Dinner

Recognize the champions of Downtown at the MDA Annual Awards Dinner at the DoubleTree Hotel on Wednesday, January 16 from 5-8 pm. We want to thank the amazing supporters and volunteers who make Downtown so great!

There will be no host cocktails at 5 pm followed by dinner at 6 pm. Jason King from Dover, Kohl & Partners will give a presentation on our Downtown Missoula Master Plan. Please RSVP by January 8.

Look back on the good and look forward to the future!

Make your reservations at missouladowntown.com.

Ticket prices are as follows:

Single Reservation: \$40
 Sponsored Half Table of 4: \$200
 Sponsored Full Table of 8: \$400

If you have any questions, please contact April Sommers via email at april@missouladowntown.com or by phone at (406) 543-4238. ■

Join A Downtown Committee in 2019

If you are interested in getting involved in something bigger than yourself, consider joining a committee this year or volunteering at MDA events and festivals.

We have short-term and long-term opportunities in both mission and events committees:

- Advocacy: policy, planning, problem-solving
- Membership: recruitment, retention, events
- Retail: all retailers welcome
- Winter BrewFest: Feb. 2
- Poker Tournament: March 3
- Garden City BrewFest: May 4
- Out to Lunch Series
- Downtown ToNight Series
- Roots Fest: Aug. 23-24
- Montana Downtown Conference: Oct.
- Parade of Lights: Dec. 7
- Festival of Trees: Dec. 7-15

Send an email to info@missouladowntown.com to let us know where you want to invest your time, talent and treasure towards Downtown Missoula. ■

Winter BrewFest is on February 2!

The Missoula Downtown Association will host the eighth annual Winter BrewFest on Saturday, February 2, 2019 from 12-6 pm. Held at Caras Park, it will feature live entertainment, beer, wine, food, and more. The public is invited to sample a variety drinks while experiencing a unique winter-time event in the heart of Downtown!

While Winter BrewFest is free for all to enjoy, those looking to taste beers, wine, and mixed drinks will need to purchase an official event glass for \$20 per person that includes five drink tokens. Additional tokens are 2 for \$3. Event organizers encourage attendees to drink responsibly and bring designated drivers – pop, water, coffee and hot cocoa will be available for non-drinkers.

For more information, head to our website at missouladowntown.com/winter-brewfest. ■





Sponsor an Event!

It is hard to believe another year has come and gone. Last year flew by, and the time has already come for the Missoula Downtown Association to plan for another exciting 2019 Downtown event season!

The Missoula Downtown Association produces nearly 40 public events every year, connecting more than 250,000 people to the heart of Downtown Missoula. Showcase your business to the Missoula community by supporting these quality events.

To learn more about connecting to your community through sponsorship of one or more of our events, please call the Downtown Missoula Partnership at (406) 543-4238. ■

Happy New Year!



ATTENTION: The Lowdown is Going Digital!

After many wonderful years of sending out the Missoula Downtown Association Lowdown we are officially converting to an all-digital platform! This change will allow the Downtown Missoula Partnership to reach a much wider audience while still delivering the information our members want and need. This will also be in line with Missoula's Zero-Waste initiative. We send out nearly 600 copies every month, and this will eliminate a lot of paper waste.

We would preemptively thank all our members for your patience while we enact this exciting transition! ■