



DOWNTOWN *Missoula*
PARTNERSHIP

MISSOULA DOWNTOWN ASSOCIATION
BUSINESS IMPROVEMENT DISTRICT
MISSOULA DOWNTOWN FOUNDATION

2019 Annual Report

Organizational Overview

Created in 2014, the Downtown Missoula Partnership is the collective work of three distinct organizations dedicated to the VISION to lead and nurture a vibrant Downtown Missoula as a place where people are inspired to live, work, shop and play.

- The **Missoula Downtown Association (MDA)** is the membership-based business organization dedicated to the **MISSION** to promote, support, and enhance the vitality of Downtown Missoula for the betterment of the Missoula Community. The MDA was created in 1975 and serves 525 dues-paying members through advocacy, membership services, marketing & events, and the Downtown Master Plan.

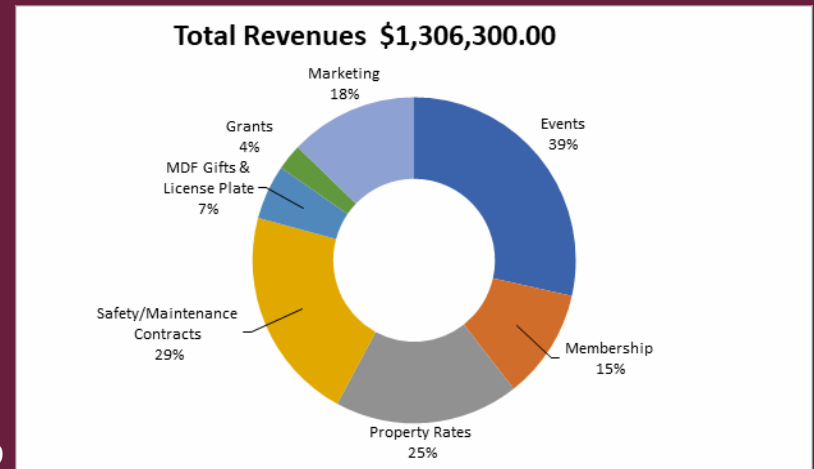


- The **Downtown Business Improvement District (BID)** is the property-owner organization dedicated to the **MISSION** to serve as a public use to promote the health, safety, prosperity, security and general welfare of the inhabitants of the BID to be of special benefit of the property within the district, pursuant to the provision of Montana law. Created in 2005, the Downtown BID serves 708 properties and 466 property owners within the boundaries of the BID by focusing on common-area maintenance (garbage, snow, graffiti removal) and Clean Team Services, safety (ambassador and police officer), planning, and business recruitment and investment.

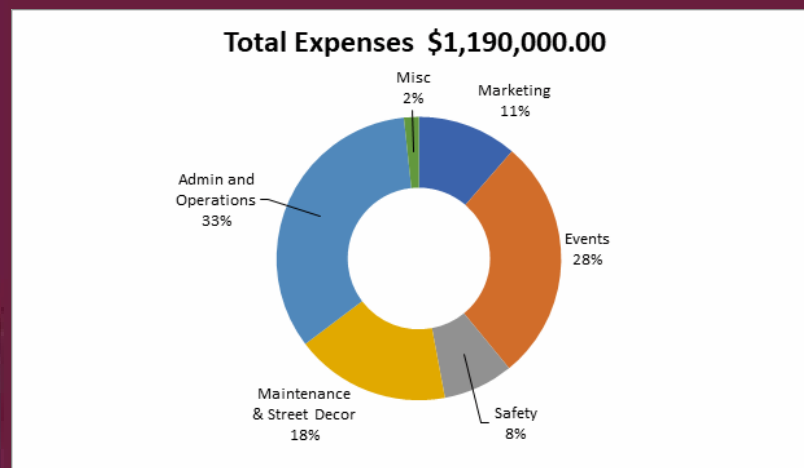
- The **Missoula Downtown Foundation (MDF)** is the 501c3 organization with the **MISSION** to support and promote Missoula through enhancement of Downtown, now and for future generations in the areas of commerce, heritage, culture and living. Created in 2010, the MDF focuses on the acquisition of grants and gifts for Downtown projects and improvements. Projects impacted by the Foundation include the Light Our Bridges, holiday décor updates, wayfinding, and placemaking projects (think painted pianos, flowers, and umbrellas).

Collective Investments in Downtown Missoula

DMP Total Revenue 2019



DMP Total Expenses 2019



MISSOULA
Downtown
CONNECTING OUR
COMMUNITY



We do this through:

Advocacy

- Higgins Bridge Design & Communications
- Parking Education & Communications
- Successful renewal of the BID; 73% support from property owners
- Unanimous Adoption of the 2019 Downtown Master Plan

Master Plan

- New 10-Year Plan for Downtown
- Completed Retail Shopability Analysis & Downtown Parking Analysis
- Additional Planning for Master Planning for North Riverside Parks & Trails
- New Downtown Heritage Interpretive Plan



MISSOULA'S DOWNTOWN MASTER PLAN

Business Development & Investment

- 35 New Businesses in 2019
- Hosted the Montana Downtown Conference with 95 attendees

Marketing

- Three Downtown-Wide Major Shopping Events (Ladies Nights, Small Business Saturday)
- 1,200 Downtown Calendars
- 15,000 new Guides to Downtown
- First-ever Downtown Missoula Magazine for 55,000 Missoulians
- 17,500 followers and 17,000 likes on the Missoula Downtown Facebook page

Community Events

- 70 Public, Admission-Free Festivals & Events; 260,000 Event Attendees
- Composting and Education materials in support of Missoula's Zero by 50 Plan

Gift Cards

- \$365,644 sold in 2019; 12% increase in sales
- 200 Missoula businesses with \$279,280 in Gift Card Redemptions, an increase of 5% in redemption rate
- Since inception of current program in 2009, over \$2.4 Million in gift cards have been sold with \$1.9 Million redeemed at Downtown Missoula businesses

Membership

- 525 members
- 22 Membership Events. 1,200 attendees
- 12 monthly newsletters. 52 weekly e-news communications.
- 1,200+ business owners and employees

Caras Park

- 85 Community Events & Festivals in 2019
- New shade umbrellas to the picnic tables

Beautification & Maintenance

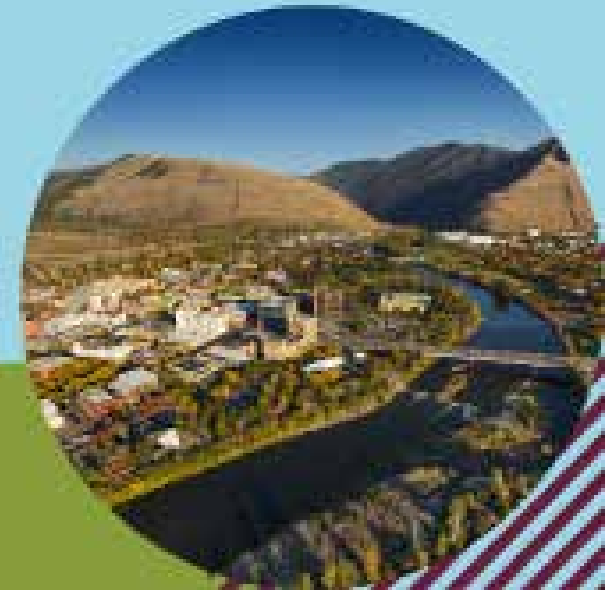
- 117 Flower Baskets May to October
- 110 Boulevard Banners on Streetlights
- Continued investment in Holiday Décor and electrical infrastructure improvements, adding white string lights on 12 trees
- Encouragement and support for planting the bulbouts and sidewalk planters

Cleanliness

- Removed 805 cubic yards of garbage from 100 street cans
- Cleaned or painted over more than 330 graffiti tags
- Power washed more than 40 sidewalks
- Removed 53 yards of garbage on sidewalks, gutters and alleys; removed 72 shopping carts and 3 couches; weeded 1,700 tree wells
- Plowed all Downtown commercial alleys and North Higgins bike lanes

Safety

- Downtown **Ambassador** Program assisted 11,060 residents or visitors, logged 1959 business contacts, 1,174 interactions with panhandlers or transients, and assisted police 36 times





Cont'd:

- Dedicated **Downtown Police Officer** Program relocated 16 homeless persons back to family or necessary social services; logged 2,114 law enforcement interactions within the BID

Grants

- Acquired five major Grants, totaling \$33,310

Long-Term Giving

- Established the Caras Park Endowment with Montana Community Foundation
- Created the Missoula Downtown Foundation Sustainability Fund with SG Long

Short-Term Giving

- Raised \$144,600 in 406 License Plate Revenue in 2019
- Generated more than \$11,000 through Locals Only promotion
- Raised \$16,500 in the annual Friends of Downtown Campaign
- Since 2010, the Missoula Downtown Foundation has invested more than \$1.1 Million in Downtown Missoula

Goals for 2020

- Grow Downtown Economy
- Grow MDA Membership, MDF Donors and Investment in Downtown Missoula
- Improve Strategic Communications: internal & external
- Support & Promote Downtown businesses and events during the Higgins Bridge Rehabilitation
- Update Business Development Collateral and Strategies
- Business Education Series
- Retention Initiatives
- Recruitment of Specific Goods & Services
- Refocus to Implementation of the Downtown Master Plan
- Finish North Riverside Parks & Trails Plan
- Commence Implementation on Downtown Heritage Interpretive Plan
- Develop Comprehensive Fundraising Strategy for MDF & Downtown Improvement Projects
 - Street Décor: expansion of flowers, boulevard banners and holiday decor
 - Wayfinding: Information Kiosks, District Gateways
 - Caras Park Improvements: Canopy, Sound System, Gateway, Pavers, Restrooms, more
- Explore Additional Needs for Common-Area Maintenance & Management



MISSOULA DOWNTOWN ASSOCIATION
BUSINESS IMPROVEMENT DISTRICT
MISSOULA DOWNTOWN FOUNDATION



Downtown BID Board of Trustees

Appointed by the Mayor
& Approved by the City Council

- Dan Cederberg Cederberg Law
- Kirk Bodlovic Providence St. Pat's
- Scott Stearns Boone Karlberg
- Tim France Worden's Market
- Carma Gilligan Retiree
- Charlie Beaton Big Dipper Ice Cream
- Ellen Buchanan Missoula Redev. Agency

MISSOULA
Downtown
CONNECTING OUR
COMMUNITY



Our Collective Leadership

Missoula Downtown Association Board of Directors

- Elected by the General Membership
- Tom Snyder Five on Black
 - Bob McGowan Rocky Mtn Sch. of Phot.
 - Aimee McQuilkin Betty's Divine
 - Rachel McDonough MOFI
 - Brooke Redpath METTLE Marketing
 - Anders Brooker Runner's Edge
 - Lynda Brown Brown HR Consulting
 - Bob Burns Stockman Bank
 - Matt Ellis Missoula PaddleHeads
 - Katie Ghen Simpson Bathing Beauties Beads
 - Kim Klages-Johns Missoula PaddleHeads
 - Jeff Kuchel Crowley Fleck
 - Ashley Larkin First Montana Bank
 - Jed Liston University of Montana
 - Paige Livingston One Eleven
 - Matt Mellott Sterling Real Estate
 - Zachary Millar The Dram Shop
 - Heidi Starrett Missoula Broadcasting
 - Corey Aldridge Mountain Line
 - Tiffany Brander Missoula Parking Comm.
 - Donny Pfeifer Montana Dept. Tran.
 - Grant Kier Missoula Economic Partn.

For more information on all things Downtown Missoula, visit www.missouladowntown.com.



Photography provided by Athena Photography,
Andy Benson at Benson Media & Mark Mesenko.

Missoula Downtown Foundation Board of Directors

Elected by the MDF Board

- Alan Newell Retiree
- Anne Guest Retiree
- Jared Kuehn First Security Bank
- Geoff Badenoch Badenoch Consulting
- Libby Brunell Cascadia Business Dev.
- Craig Burns Retiree
- Nick Caras Caras Real Estate
- Josh Eder S.G. Long
- Christine Littig Missoula Food Bank
- Sheila Mischke Keller Williams

Downtown Partnership STAFF

- Linda McCarthy Executive Director
- Robert Giblin Adm. & Finance
- Kalina Wickham Program Director
- Lincoln Mansch Marketing & Events
- Chelsee Kucera Membership & Events
- Mirtha Becerra Director of Giving
- John Corwin Business Development
- Bram Moore Operations
- Ray Kroenke Maintenance Manager
- Dave Chrismon Downtown Ambassador

