

DOWNTOWN *Missoula* **PARTNERSHIP**

Missoula Downtown Association
Business Improvement District
Missoula Downtown Foundation

2021 Annual Report





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 550-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.



MEMBERSHIP

- Pivoted Annual Awards to a digital marketing campaign, honoring six individuals for their exceptional service to the Downtown community
- Attracted 50 new businesses into membership for a total of 536 MDA Members
- Brought back in-person networking events, including the MDA Barbecue with 250 attendees
- Sold over 11,000 Downtown Gift Cards
- Over \$407,000 in Downtown Gift Card redemptions that went into local businesses



**2021
MISSOULA
DOWNTOWN
GIFT CARD SALES**

\$570,500

**↑ 32%
FROM 2020**

ADVOCACY

- Provided education, support and connections on COVID Resources and Information



MARKETING & COMMUNICATIONS

- Developed 16 unique social media campaigns that generated over 360,000 impressions and reached over 68,000 individuals
- Created and hosted the first ever Downtown Dine Local Week in January 2021; over 25 businesses participated
- Hosted two Ladies Night promotions in April & October



WHO IS FOLLOWING DOWNTOWN?

- 96,707 new visitors to missouladowntown.com (*increase 46% vs. 2020*)
- 17,507 Facebook Followers
- 8,388 Instagram Users





COMMUNITY FESTIVALS

- Hosted nearly all of our major community events and festivals despite the pandemic
- Pivoted Winter BrewFest to Brews & Bonfires
- Provided 13 weeks of admission-free local music, food vendors, and nonprofit spotlights at Out to Lunch and Downtown ToNight, despite the pandemic and bridge construction
- Hosted a full-blown River City Roots Festival with nearly 10,000 attendees
- Attracted hundreds of Missoulians to the Festival of Trees and 10 different Downtown businesses to view the decorated trees and purchase raffle tickets
- Pivoted the Parade of Lights to a REVERSE Parade & Holiday Stroll, welcoming thousands of Missoulians for four hours on Higgins Avenue
- Featured the Missoula Public Library for Santa's Arrival & photos with Santa
- Brought back free horse-drawn carriage rides with The Resort at Paws Up after a two-year hiatus

DOWNTOWN MASTER PLAN

- Completed the West Broadway Plan with full adoption
- Phase 1 Implementation of North Riverside Parks & Trails Plan under construction
- Higgins “Beartracks” Bridge near completion
- Higgins Avenue Analysis contracted and in planning
- Engineering of Front & Main Conversion underway
- Completed the Downtown Alley Inventory

DOWNTOWN HERITAGE PLAN

- Completed the Interpretive Wayfinding Kiosk at the MAM; two more on their way
- Continued building the Downtown Missoula Legacy Trail through medallions and tours

UNSEEN MISSOULA

- Created and offered a new tour: Screams & Spirits, Unseen Missoula Haunted Tour
- Hosted nearly 700 residents and visitors for small-group guided tours
- Generated over \$7,500 in tour fees and sponsorships





FUNDRAISING

- Raised nearly \$1,000,000 in three-year pledges for implementation of North Riverside Parks & Trails Plan
- Generated \$20,000 through the Foundation's End-of-Year Campaign
- Supported the Santa Flyover efforts and raised over \$15,000
- Generated \$205,000 from (406) License Plate Sales
- Generated \$12,500 in grant revenue

PLACEMAKING INITIATIVES

- Invested in 60 new orange canvas Downtown Banners
- Purchased a new 5-foot Star for the Downtown Holiday Tree
- Maintained 110 flower baskets from mid-May to October with limited staff

CLEAN TEAM

- Removed 98 yards of garbage from Downtown sidewalks, alleys and parks
- Cleaned and swept 574 Downtown Alleys
- Returned 46 Shopping Carts
- Weeded nearly 1,700 Tree Wells
- Removed 185 Posters taped to public property



DOWNTOWN POLICING

- Interacted with more than 3,000 Downtown customers/visitors
- Provided 1,200 additional patrols to 16 different destinations in Downtown
- Responded to 208 mental health crises and provided 131 welfare checks
- Recorded 242 incidents for camping in city limits, 189 for trespassing, 177 for disorderly conduct, 129 for open container, and 13 for aggressive panhandling
- Utilized the Mobile Support Team and the Crisis intervention Team throughout the year to help enhance Missoula's quality of life for all

MAINTENANCE

- Removed 754 cubic yards of garbage and recycling from 110 Downtown Street Cans
- Invested in a second pickup truck for plowing, watering and garbage removal
- Removed 26 graffiti tags





BUSINESS DEVELOPMENT

- Attracted nearly \$66 million in 300+ new housing units
- Attracted nearly \$40 in commercial investment
- Celebrated the Grand Opening of the brand-new AC Hotel in March
- Attracted 20 new businesses to Downtown, while losing just 10 in 2021



CARAS PARK MANAGEMENT

- Brought back nearly 50% of events to the park, despite the pandemic
- Held a more robust schedule of events - 56 total
- Brought people together in a safe, outdoor environment

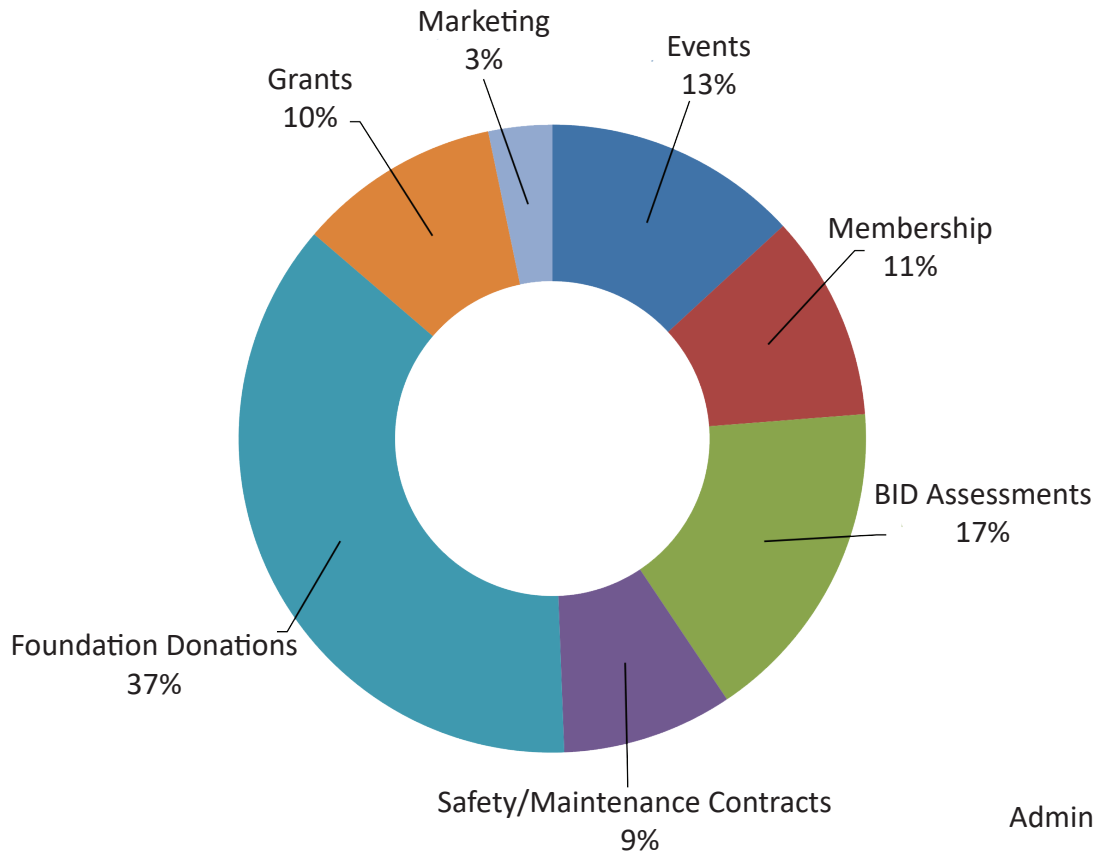


OTHER

- Maintained and cultivated 17 committees dedicated to doing the good work
- Invested in office painting and lighting and electrical upgrades
- Maintained all projects, programs, services, and campaigns through staffing turnover and the onboarding of new staff

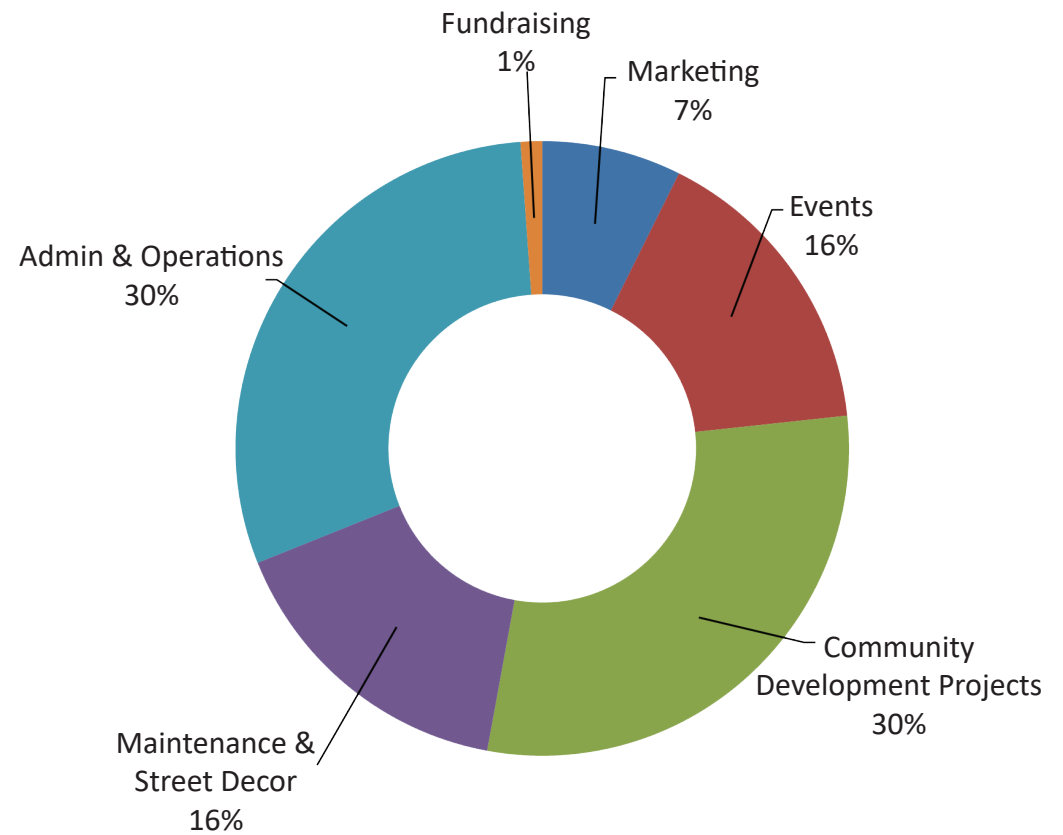
DOWNTOWN MISSOULA PARTNERSHIP

TOTAL REVENUE: \$1,980,552



DOWNTOWN MISSOULA PARTNERSHIP

TOTAL EXPENSES: \$1,316,697



OUR COLLECTIVE LEADERSHIP

Downtown BID Board of Trustees

*Appointed by the Mayor
& Approved by the City Council*

- 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

Missoula Downtown Foundation Board of Directors

Elected by the MDF Board

- Libby Brunell Cascadia Business Dev.
- Dan Cederberg Cederberg Law
- Josh Eder S.G. Long
- Jimmy Grant Historical Research Assoc.
- Anne Guest Retiree
- Jared Kuehn First Security Bank
- Christine Littig SBDC
- Dan Maronick ATTIC
- Travis Neil Dick Anderson Const.
- Alan Newell Retiree

Missoula Downtown Association Board of Directors

Elected by the General Membership

- Ashley Larkin First Montana Bank
- Bob McGowan Rocky Mtn. Sch. of Photo.
- Ellen Buchanan Missoula Redev. Agency
- Bob Burns Stockman Bank
- Josh Eder S. G. Long
- Jed Liston University of Montana
- Conor Newman Boyle, Devany & Meyer
- Matt Ellis Missoula PaddleHeads
- Paige Livingston One Eleven
- Mimi Hall Gustafson Holiday Inn Downtown
- Kim Klages-Johns Missoula PaddleHeads
- Aimee McQuilkin Betty's Divine
- Matt Mellott Sterling Real Estate
- Zachary Millar The Dram Shop
- Katie Ghen Simpson Bathing Beauties Beads
- Jeff Smith Garlington, Lohn & Robinson
- Tom Snyder Five on Black
- Heidi Starrett Missoula Broadcasting
- Corey Aldridge Mountain Line
- Ian Ortlieb Missoula Parking Comm.
- Grant Kier Missoula Economic Partn.
- Megan Redmond MT Dept. of Transportation

Downtown Partnership Staff

- Linda McCarthy Executive Director
- Robert Giblin/Jack Hall Finance Director
- Kalina Wickham Program Director
- Kristen Sackett Marketing & Events
- Chelsee Kucera/McKenna Cramer Membership & Events
- John Corwin Business Development
- Bram Moore Operations
- Ray Kroenke Maintenance Manager

CONNECT TO YOUR COMMUNITY

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Photography provided by Athena Photography and Kristen Victoria Photography

