

February 2020

Missoula Downtown Foundation

JOURNAL



Supporting Missoula through enhancement of Downtown, now and for future generations

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Missoula Downtown Foundation Board: Thanks & New Officers

Downtown resident Craig Burns and business property owner Nick Caras were both celebrated and thanked for their service to the Missoula Downtown Foundation Board of Directors at the MDA Awards Banquet last month. Both individuals served on the MDF Board from 2017-2019, contributing time, talent and treasure for the betterment of Downtown Missoula. We are grateful for their service and investment.

The Foundation Board also elected **Jared Kuehn of First Security Bank** to serve as President of the Board in 2020. Kuehn replaces Downtown property owner Alan Newell. Kuehn is a native Missoulian, who has worked in the banking industry since 2007. He is the son of Jim and Jennifer Kuehn, who used to own Hunting & Gathering on the Hip Strip. Jared is married to Tiffany and they have one daughter Claire.

The Foundation is looking for 2-3 additional board members. Interested individuals should have a passion for Downtown Missoula, time to serve, and interest in fundraising for downtown projects and improvements. To explore the potential for service to the MDF, please contact Linda McCarthy via phone (406-543-4238) or email (linda@missouladowntown.com).

Summary of Grants for 2019

The Missoula Downtown Foundation received several grants and gifts in 2019, all contributing to the Downtown experience and economy. Grants received for Downtown improvements and activities included:

- Destination Missoula/Tourism BID Grant for \$5,000: for hosting the Montana Downtown & Main Street Conference
- First Interstate Bank Foundation Grant of \$2,500: for Shade Umbrellas for Caras Park
- Montana Historic Preservation Grant of \$16,000: for Heritage Interpretive Plan
- Montana Tourism Grant of \$10,000: for Heritage Information Kiosks

The Missoula Downtown Foundation will continue to seek grants and gifts for holiday décor improvements, street décor expansion, implementation of the Downtown Master Plan, Caras Park Improvements and much more.



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DowntownMissoulaFriends.org | 218 E. Main Missoula MT 59802 | 406.543.4238



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MDF Investing in Holiday Decor



In partnership with Washington Companies, the Missoula Downtown Foundation will purchase new holiday lights for the Downtown Christmas Tree on North Higgins this year. For almost 40 years, the Lighting of the Downtown Christmas Tree has been a partnership between Washington Companies and the Missoula Downtown Association. The strings and their 1,500 light bulbs have worn out, and the community is craving for more lights on the tree. As a gift to the community,

the Missoula Downtown Foundation purchased new strings and 6,000 new bulbs for the tree. As always, the Lighting of the Downtown Christmas Tree takes place annually during the Parade of Lights on the first Saturday in December. 2020 will be a special year!

In partnership with the Missoula Downtown Association (MDA) and the Downtown BID, the Foundation will help raise funds to decorate the street lights with green garland and white lights; to expand the electrical system and brackets for holiday decorations on other streets; and to help fund the additional power costs to extend the season of lights.

For more information or to contribute to the campaign to Light Up Downtown, please contact Linda McCarthy via phone (406-543-4238) or email (linda@missouladowntown.com).

406 License Plate Revenue

Since 2017, the Missoula Downtown Foundation has generated an average of \$9,000 per month from the Montana State License Plate Program. The black & white Montana 406 plate is the seventh most popular license plate in the state. For every purchase or renewal, the MDF receives \$20. Nearly \$330,000 has been raised for the Foundation and Downtown Missoula since the inception of the program. In 2019 alone, the license plate generated \$144,600 for the Foundation.



Festival of Trees Generates \$5,000 for the Foundation

Last December's Festival of Trees was a great success with nearly 10 days of activities and events on the top floor of Stockman Bank at Broadway & Orange. The Tree Auction generated almost \$5,000 for the Foundation, and nearly 2,000 Missoulians attended one or more of the special events: Tour of Trees, Teddy Bear Teas, and Mimosa Brunches. Next year's event will be held again at Stockman Bank. For more information on the 2020 Festival of Trees, contact Mirtha Becerra via phone (406-543-4238) or email (mirtha@missouladowntown.com).

The Missoula Downtown Foundation is a 501(c)(3) non-profit organization which supports and promotes Missoula through enhancement of Downtown, now and for future generations: Commerce, Heritage, Culture & Living.

