

- DTTN & OTL Return
- MADE Fair
- New Hire: Lincoln Mansch
- Unseen Missoula



A Word From Our President

Brooke Redpath, METTLE Strategic Marketing Solutions

For my column this month I wanted to give a little love to the fairly new mobile parking app – PassportParking. I have to say I absolutely love being able to manage my parking session on my phone vs paying the “archaic” way at the meter. No more quarters or running to the parking meter in a panic because I looked at my watch and realized what time it was. With PassportParking, you have the option to start and track (which is my favorite feature) parking sessions on your mobile device. It is quick and easy to use and has single-handedly decreased the number of times I risk getting a ticket (or actually got a ticket) because of getting stuck an extra 15 minutes in a meeting. Now I can extend my parking session right from my phone.

With event season approaching and the number of people downtown increasing dramatically over the next few months, I wanted to point out a really cool feature of PassportParking. When most of us think of parking validations, we think of a little postage stamp that is stuck on tickets. Although that model certainly still has the lion’s share of the market, PassportParking offers an automated validation system that is easy-to-use.

There are two different ways to offer automated validation to your customers. You can either apply a validation to an active parking session which can retroactively apply or you can fully validate a parking session by purchasing validation codes to be given out to customers before they initiate a new session. This is a great option if you have a pre-planned meeting or appointment and want to pay for your guests’ parking.

Give shoppers an incentive to visit your store this summer by offering a discount on their parking session when they pay with the PassportParking app. Here is how it works: 1. Create & fund your account 2. Generate unique codes 3. Distribute codes to customers 4. Customer enters code in app. Visit passportinc.com and select the Merchant tab under Login to begin registration. It is that easy!

Make sure you come to the MDA luncheon on June 12 hosted by the Missoula Parking Commission where we will be discussing PassportParking and the validation process in more detail. For those of you who have not tried the app, I urge you to give it a try. It is pretty slick!



MissoulaDowntown.com

MDA Board & Staff

President

Brooke Redpath.....METTLE

Past President

Anders Brooker.....Runner’s Edge

VP of Advocacy

Heidi Starrett.....Missoula Broadcasting Company

VP of Marketing & Events

Aimee McQuilkin.....Betty’s Divine

VP of Master Plan Implementation

Ellen Buchanan MRA

VP of Membership

Lynda Brown.....Brown HR Consulting

Treasurer

Rachel Golden.....Montana CDC

Board of Directors

Trent Baker Datsopoulos, MacDonald, & Lind

Bob Burns Stockman Bank

Nick Checota.....Top Hat/Wilma

Paige LivingstonOne Eleven Boutique

Matt EllisMissoula Osprey

Josh Eder.....S.G. Long & Co.

Jeff Kuchel.....Crowley Fleck

Kim Klages-JohnsMSO Hub

Ashley Larkin First Montana Bank

Jed Liston.....University of Montana

Katie Ghen Simpson.....Bathing Beauties Beads

Bob McGowan.....Student Services Assoc, RMSP

Tom Snyder.....Five on Black

Zachary Millar.....Dram Shop

Matt Mellott.....Sterling Group

Ex Officio Members

Rod Austin..... Missoula Parking Commission

Corey Aldridge.....Mountain Line

Shane Stack.....MT Dept. of Transportation

Downtown Partnership Staff

Linda McCarthyExecutive Director

April Sommers.....Membership & Events Director

Robert Giblin...Finance & Administration Director

Sarah Ferguson Operations

Karen Snow.....Director of Giving

Kalina WickhamCustomer Service

Pam Udall.....Development Director



Welcome New Members!

Orion Planning + Design

Allison Mouch
1105 Village Way
419-297-1604

www.orionplanningdesign.com

Hospice Care Foundation

Tara Westlie
715 Kensington Ave Suite 2C
406-541-2255

www.hcfmissoula.com



The Play It Missoula! pianos are back for another summer, bringing music and conversation to the streets of Missoula. Two pianos will be located Downtown at the following locations: Mountain Line Transfer Center (on Pine Street) and the First Interstate Bank Plaza (corner of Front and Pattee). Two additional pianos are located at the Missoula County Fairgrounds and in the lobby of the University Center on the UM campus.

Tuesday Evening Market to Expand Runtime by Two Weeks

The Tuesday evening Missoula Farmers' Market will expand their season by two weeks in 2018. Traditionally running from July through September, this year you'll be able to do your produce shopping Tuesday nights from 5:30-7 pm starting June 19! For questions, contact Market Master Claire Battaglia at clairebattaglia@gmail.com.



Wednesdays and Thursdays Just Got More Fun

Out to Lunch & Downtown ToNight Return to Caras Park for June, July & August

After five months of planning and preparation, the Missoula Downtown Association (MDA) will launch the 33rd annual Out to Lunch Summer Series on Wednesday, June 6 and the 18th annual Downtown ToNight Summer Series on Thursday, June 7 and the 33rd annual Out to Lunch Summer Series on Wednesday, June 7. These free summer outdoor concerts events take place every week in June, July and August in Caras Park in the heart of Downtown Missoula.

The Out to Lunch Summer Series was started in 1986 and is the longest-standing outdoor food and music event in Montana. Each Wednesday from 11 am to 2 pm, folks can enjoy live music free of charge and/or purchase lunch from one of 20 food trucks and vendors in the park.

The Downtown ToNight Summer Series was created in 2001 and modeled after the very successful Out to Lunch program. Every Thursday after work from 5:30-8:30 pm, Missoula families and their guests enjoy adult beverages, food trucks,

live music and children's playtime in Caras Park.

New food trucks and vendors will be joining the fun, bringing interesting and dynamic food choices to the mix. Of course many of Missoula's beloved favorites will also be serving up a wide variety of excellent foods for both programs.

Drawing close to 80,000 attendees over the course of the summer, Out to Lunch and Downtown ToNight are funded entirely by Missoula-area businesses or organizations that purchase sponsorships, as well as vending fees. Nearly 70 businesses and organizations are supporting the programs this year.

Thank you to all who make these programs possible and successful! Visit www.missouladowntown.com for the full schedule and pick up your handbills at the Downtown Missoula Partnership office at 218 E. Main Street. ■

It's Summer in Missoula!



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

Luncheon

*Missoula Parking Commission
Loft Missoula*

Tuesday, June 12
11:30 am - 1 pm
119 W. Main
\$13.00

Join The Missoula Parking Commission will be highlighting Passport parking validations and the upcoming PARCS project. Lunch will be catered by Burns St. Bistro. Cost is \$13 per person. Make reservations by visiting www.missouladowntown.com/event/mda-luncheon.

Downtown on Tap SG Long Financial

Tuesday, June 26
5 - 7pm
283 W Front St # 302

Celebrating their 32nd year in business, SG Long is excited to offer tours of their newly remodeled office, an opportunity to meet the research and investment team and a drawing to win one of three great giveaways!! Beverages and appetizers will be available.

Support Local Artists @ the MADE Fair

The summer Missoula MADE fair is a modern handcrafted open-air market. The show features over 120 local and regional artists making unique one-of-a-kind creations, a non-profit activity area, momma feeding zone, and local food & beverages! Enjoy the views of Caras park and soak up the sun while supporting local artists and a sweat-shop free economy. This event is family and hipster friendly! **June 24, 2018 // 10am-5pm // Caras Park.**

Downtown Missoula Partnership Welcomes New Marketing & Events Director



Missoula native Lincoln Mansch returned home this month, accepting the position as Marketing & Events Director for the Downtown Missoula Partnership.

He will be directly responsible for all broad-based marketing of Downtown Missoula; event planning, production and marketing; gift card marketing; and social media outreach. His primary events include the Downtown ToNight Summer Series, River City Roots Festival, Small Business Saturday, Winter BrewFest, and Garden City BrewFest.

A 2008 graduate of Loyola Sacred Heart High School, Mansch attended Peru State College in Peru, Neb., where he earned a B.S. in Communications, Sports Management and Exercise Science and played baseball for the Bobcats. Mansch earned an M.S. in Tourism Administration, Sports Management & Hospitality from the George Washington University in 2016.

Mansch served as the assistant director of media and public relations for the athletic department at the University of Wyoming, where he handled all sports information responsibilities for volleyball, wrestling, swimming & diving, and golf from 2015-2018. He also worked in medical records at Partnership Health Center in Missoula for several years and worked at Ford's Theatre in Washington, D.C. and Tandem Sports & Entertainment in Arlington, Va.

"It's a great feeling when you can bring someone home, back to Missoula, with employment opportunities," said Lin- (continues right)

da McCarthy, Executive Director of the Downtown Missoula Partnership. "Lincoln has a wide variety of experience in events, marketing, public relations and customer service. His education and experience are a good fit for our organization, and his love of our community will serve our Downtown well."

Lincoln is the son of Larry & Kim Mansch of Missoula, and he has three sisters. He played baseball for the Missoula Mavericks and was an all-conference scholar athlete at Peru State in 2010. His uncle, Scott Mansch, is the sports editor of the Great Falls Tribune. His uncle, Bill Lamberty, is the sports information director at Montana State University.

Mansch can be reached at the Downtown Missoula Partnership office via phone (406-543-4238) or email (Lincoln@missouladowntown.com). ■

Missoula Organizations Partner to Bring Guided Tours of Missoula's Unknown to Downtown

Enter UNSEEN MISSOULA! The Downtown Missoula Heritage Program (Unseen Missoula), a partnership of the Missoula Downtown Association, City of Missoula's Historic Preservation Office, and Historical Research Associates, will be offering historical guided walking tours **every Thursday and Saturday to the public starting in June 2018.**



Unseen Missoula Tours will promote the heritage and uniqueness of downtown Missoula and work to engage Missoulians, visitors, civic groups, downtown businesses, and property owners in fostering cultural identity and promoting heritage tourism. Regularly scheduled hour-long tours built around specific themes will include historical/cultural content such as architecture, underground, natural history, unseen, and native history.

For more information or to book a tour, visit missouladowntown.com/tours/unseen-missoula.

Missoula's Peacemaker: Steve McArthur

The Jeannette Rankin Peace Center and the Missoula Peace Quilters honored and celebrated Steve McArthur as this year's Peacemaker on Sunday, May 20 at the University Congregational Church. The Missoula Peace Quilters presented Steve with a unique quilt made to reflect his commitment to peace, as they do for each of the award recipients.

The peacemaker award is given each year to individuals or groups who demonstrate a long-term commitment to peace and justice and take a leadership role in creating a better world.

To Steve, peace means respecting others, listening deeply to other points of view and working to build consensus. He has often recognized a dissonance and stopped to follow-up and ask how he can better understand another person. He is a natural problem-solver and mediator.

Steve is above all, a good citizen and a great steward of our earth and he believes we all have a responsibility to care about our planet, and each other. His life is a testament to the actions inherent in living up to that responsibility. This commitment to peace extends to his own willingness to walk lightly on the earth, composting and recycling, working the earth to grow food to share with others and volunteering for so many Missoula organizations it would be difficult to list them all.

Congratulations to Steve! To learn more about the Peacemaker Award, visit www.jrpc.org.





Get the perfect gift for the teachers, coaches, dads, and grads in your life!

Good at nearly 200 locations, Downtown Gift Cards are the perfect way to say thank you or congratulations.

Purchase gifts cards at the Downtown Missoula Partnership, 218 East Main Street & the MSO Hub, 140 N. Higgins.

Also available online @ missouladowntown.com.

Please submit
member Shout Outs by the 18th
of each month to
sarah@missouladowntown.com

Shout Outs

Saturday, June 2 is the fourth annual National Gun Violence Awareness Day, and Downtown employees are encouraged to wear orange on that day. Wear Orange Day is a time to remember victims and survivors of gun violence and all American communities affected by gun violence. It is also a day to focus on opportunities to make homes, schools, workplaces and communities safe from gun violence. Community-focused activities **June 1-2 will include a First Friday Goes Orange** contest, an Orange Procession to the M, and a Ponies Wear Orange event with free Carousel rides. For more information, email missoulamomsmemandaction@gmail.com.

Catch two unique musical experiences June 14. This year, **Adventure Cycling's Great Divide Mountain Bike Route (GDMBR)** — the longest mapped, off-road cycling route in the world — is turning 20. To celebrate, bikepacker, musician, and poet, Ben Weaver is traveling the full-length of the GDMBR with his instruments strapped to his rig, performing free concerts along the way. Ben will be descending into Missoula on the GDMBR's newly minted Missoula Spur to perform at Adventure Cycling headquarters, **June 14 at 12:00 PM in the Art Park**. Pedal on over with your lunch and join us for this free event! If you want more or missed the early show, head over to the **Top Hat for a very special evening of storytelling and music at 7:00 PM**.

The Garden City River Rod Run is Missoula's premiere classic car show held annually the last weekend in June in beautiful Caras Park. Hundreds of classic cars join the festivities and the Five Valley Ford Club will continue the tradition of the Garden City River Rod Run, hosting the annual event **June 22-23 in Caras Park**. More information can be found at fivevalleyfordclub.com.