

- Ladies Night
- April Socials
- MCPS Levies
- Over the Edge



A Word From Our President

Brooke Redpath, METTLE Strategic Marketing Solutions

With event season approaching and the list of things to do seems to grow by the day, remember to give love to the events that bring us together as a community. We are truly lucky to live in this indie charmed town but there is nothing that brings me more pride in Missoula than seeing everyone from different walks of life coming together to celebrate "us".

Do you ever travel to a new place and immediately fall in step and say... "I could live here"? I can't tell you how many times I have heard that about Missoula over the years. Why do people immediately feel connected to our groove? It is because Missoula and its people build an awesome ambiance and the MDA plays a huge role in that. We know how to come together and put on a good event - we just need all of you to be there because each and every one of you makes Missoula what it is today.

There is a reason "Increasing Attendance at MDA Signature Events" is one of MDA's strategic goals for 2018. These signature events are a vibrant part of Missoula culture but how does each event maintain its relevance financially and culturally in what is an increasingly saturated market? We do that together. We stand behind the events that showcase Missoula's magic. Whether it is through attendance, volunteering or sponsoring there are many ways to make a personal impact on these events we love so much. The good news is we are having this conversation because of the rapid movement toward an ever-expanding list of things to do. That is certainly not a bad thing. Sometimes it just takes a reminder of how important these signature events are to our community and our downtown. Out to Lunch, Downtown Tonight, River City Roots Festival, Garden City Brewfest - these are events that showcase our "groove". Put the dates on your calendar and fit them into what looks like a very busy spring/summer for those of us who love to be entertained.

Participate, engage, support, sponsor, attend, volunteer, and just take a minute to appreciate how lucky we are to live in this beautiful place. The more engaged and connected we are, the stronger we are as a community. Keep on being you Missoula and see you at our next signature event - Garden City Brewfest Saturday, May 5, 2018. While you are there take an intentional moment to breathe it in and feel the sense of pride and belonging radiating from everyone you see. ■

“We do that together. We stand behind the events that showcase Missoula's magic.”



MissoulaDowntown.com

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- Jeff Kuchel.....Crowley Fleck
- Kim Klages-Johns.....MSO Hub
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- Jed Liston.....University of Montana
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- Bob McGowan.....Student Services Assoc, RMSP
- Tom Snyder.....Five on Black
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- Matt Mellott.....Sterling Group

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- Linda McCarthy.....Executive Director
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- Kristen Sackett.....Marketing & Events Director
- Robert Giblin.....Finance & Administration Director
- Sarah Ferguson.....Operations
- Karen Snow.....Director of Giving
- Kalina Wickham.....Customer Service



Garden City BrewFest
Saturday, May 5
Caras Park
Noon-8pm



Welcome New Members!

Your Energy Fix

James Fix
127 E. Main St, Ste. 314
(406) 210-9805
www.yourenergyfix.com

The Little Company – Moonlight Kitchens

Pat & Anne Little
1951 Kensington Ave. Unit 2
(406) 926-2720
www.moonlightkitchens.com

Charter College

Shelley Flesch
1930 Brooks St
(406) 303-3259
www.chartercollege.edu

SBG Missoula

Bekah Bell
218 W. Main St
(406) 721-7244
www.sbgmontana.com

Two Crows Tacos

Ruth Crystal
(650) 207-0761
www.twocrowstacosmt.com

Two Chicks' Scratch

Sheri Martinez
(406) 240-5889
www.facebook.com/twochicksscratch

Erika's Event Planning

Erika Sherek
7445 Cherokee Ct
(406) 830-9556
www.erikaseventplan.com

Missoula Engineering

James Sage
PO Box 2833
(406) 215-1555
www.missoulaengineering.com

JL + KO

Jenifer Bain
(406) 396-1185
www.jlandko.com

Need a power washing to make your sidewalks shine? Contact Downtown Maintenance Manager, Daniel Tulk for an estimate today and get added to his list for priority service when the power washer is back up and running for the summer!

Daniel Tulk: (406) 370-7540



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

Luncheon

Berkshire Hathaway Homeservices Montana Properties

Tuesday, April 10
11:30 am - 1 pm
314 N. Higgins
\$13.00

In celebration of the arrival of Spring, the topic will be "Home Gardens and Green houses". Is your home garden ready for Spring? The luncheon will feature guest speaker Sandy Perrin. Sandy is a Master Gardener from the Missoula County Plant Clinic and will provide helpful gardening tips!

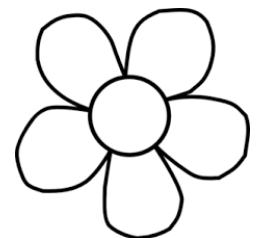
Downtown on Tap Caras Real Estate

Tuesday, April 24
5 - 7pm
Hammond Arcade
101 South Higgins

Featuring: AB Hammond - One of Missoula's most influential historic figures, a collection of artifacts from the original Arcade, the Missoula Mercantile, and the infamous steam tunnels running beneath the street!

Time to Spring Clean!

The Downtown Missoula Partnership encourages property owners to get into the warmer weather spirit by tending to your sidewalks and making your flower plans to beautify your storefronts and keep our Downtown welcoming for this wonderful time of year!



MCPS Board of Trustees Place Two Operations Levies on the May Ballot

MCPS Trustees have approved two levies to appear on the May 8, 2018 ballot. This will be an all-mail election and will include the levies and four trustee seats up for re-election.

Schools are a unique governmental organization in that they have to raise money locally through a voter-approved levy to maintain the funding that allows them to reach their maximum budget beyond what the state provides.

When the need has arisen, Missoula taxpayers have passed operations levies for the past 17 years. These levies allow MCPS to sustain current staffing and programs. Operations levies allow the District to sustain continued success toward student outcomes like:

- In 2016-17, MCPS met an 85.5% 4-year cohort graduation rate with a 3.2% drop out rate.
- One elementary school has 78-85% of students in every grade level in the At/Above
- At least 3 of 9 elementary schools have 80% of students achieving in the At/Above
- All three middle schools moved up to 4 students out of the Intervention category and into the On Watch category.
- Every high school increased 2-4% of students achieving in the At/Above Benchmark-category.
- MCPS high school students compete at the state, regional, national and international levels in high school athletics, Speech and Debate, DECA, BPA, Robotics, Choir, Band and Orchestra.
- MCPS juniors performed a point higher than the state average on the ACT test.
- MCPS 6th grade students performed 7-11% higher than state averages on the English-Language Arts and Math portions of the national Smarter Balanced Assessment, 6th-8th grade students also compete statewide in Robotics competitions.
- MCPS 3rd (continues right)

grade students performed 13% higher than state averages on the national Smarter Balanced Assessment in English Language Arts.

- MCPS 5th grade students performed 15% higher than state averages on the national Smarter Balanced Assessment in Mathematics.
- Taxpayer investment allows MCPS to maintain 21st Century Strategic Investments in programs such as STEM, Career and Technology Education, International Baccalaureate, Agricultural Education, Dual Language Immersion, Dual Credit, and Advanced Placement.

Operations levies also pay for utilities, supplies, teaching materials and represent a 20% investment in the maximum budget. This additional 20% allows the District to sustain the current level of staffing and programs.

Ballots will be mailed on April 18, 2018. Voters should receive them in mailboxes by the week of April 23, 2018. All ballots must be returned on or before Tuesday, May 8, 2018. ■

Save The Date! Design Standard Excellence Sets Latest Community-Wide Workshop

The City of Missoula is currently engaged in a project to examine building and design quality in the Downtown and key commercial corridors with the purpose of exploring ways to promote attractive long lasting development that reflects the character of Missoula. The Missoula Design Excellence Project seeks to reinforce recent development successes which have demonstrated that high quality design can add value to properties and the city as a whole.

Come and learn more about the project and share your ideas:

Tuesday May 2nd, 2018
6-8:00 p.m.
Holiday Inn Missoula Downtown
200 South Pattee
Missoula, MT 59802

United Way of Missoula County Introduces "Over the Edge" to Missoula

One hundred Missoulians have the opportunity to raise funds for United Way of Missoula County by rappelling down the side of First Interstate Bank's Downtown branch on May 19.

Participants wishing to go Over the Edge must raise at least \$1,000 by crowd-funding among their friends, family, and colleagues. All proceeds will support United Way of Missoula County, and participants (also known as Edgers) can choose to direct their funds toward one of United Way's programs (more information can be found at MissoulaUnitedWay.org).

Over the Edge is a national company that facilitates rappelling events as nonprofit fundraisers. Its events are compliant with governmental Occupational Safety and Health Administration (OSHA) standards. Trained Over the Edge staff manage all training and safety the day of the event.

Would-be Edgers can register online at otecwe.com/missoula/. Registration includes a landing page where supporters can make their donations. The page also includes reminders and fundraising tips, and safety and day-of event information.

United Way will be hosting a ground party with food, beverages, and music in the Bank Street Pocket Park next to First Interstate Bank Downtown, on May 19 to accompany the event.

Contact Erin Steele at United Way of Missoula County for more information: Erin@MissoulaUnitedWay.org or (406) 549-6104.



This Month in Caras Park!

Back Country BrewFest

April 6
Caras Park
backcountryhunters.org

IWFF Wild Walk

April 14
Caras Park
wildlifefilms.org

Bacon & Brew Fest

April 20
Caras Park
facebook.com/baconandbrewfest

Clark Fork Coalition River Clean-up

April 21
Caras Park
clarkfork.org/events/2018-clark-fork-river-cleanup

Wildland Firefighter Putt & Pull

April 28
Caras Park
wffoundation.org

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

Shout Outs

The International Wildlife Film Festival returns on **April 14-22, 2018**. IWFF is an annual wildlife and conservation themed film festival held each April in scenic Missoula, Montana. The event draws in hundreds of filmmakers, scientists, conservationists and enthusiasts. Housed at The Roxy Theater, Missoula's historic independent arthouse theater. Founded in 1977 at the University of Montana, it is the first and longest running event of its kind. In 2002, they purchased the historic Roxy Theater as the home for the festival. In 2013, The Roxy launched its year-round screening series and began extensive collaboration with the university, businesses, and the community, serving a diverse, all-ages population with broad programming, from wildlife and environmental film and new and classic fiction and documentaries, to live music, poetry, performance and other cultural offerings, including our monthly IWFF Presents series.

Missoula's annual day of giving is right around the corner! **Missoula Gives will take place on May 3-4 from 5pm through 10pm**. Now in its 5th year, the goal is for 3,000 generous Missoulians to raise \$375,000 to benefit local nonprofits. Hosted since 2014 by the Missoula Community Foundation, Missoula Gives has generated over \$952,000 for more than 150 organizations. If your nonprofit hasn't yet registered, you have until April 15 at 11:59pm to sign up. Head over to MissoulaGives.org and click the register button. Participating nonprofits get access to marketing and fundraising trainings to make your giving day campaign a standout. If your business wants to support Missoula Gives or get involved, please contact Nikki Robb with the Missoula Community Foundation at 406-926-2846 to discuss sponsorship opportunities.