

January 2018

- Maximize Your Membership
- Suicide Prevention Training
- Window Decorating Winners
- Get Your 2018 Calendar Today



**President's Column
by Anders Brooker**
Runner's Edge
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Wow. 2017 flew by. I know we say this every year, especially when we are in conversation and not sure what to say (don't worry, eventually the conversation will switch to the weather).

I started last year's article mentioning writing is not one of my strong suits and if I was being completely honest, I don't even enjoy the process (as they say, the struggle is real). The good news is it has forced me to sit down and think. As we look forward to a fresh start in 2018 and everything we hope to accomplish, we must take the time to reflect and reset our goals for the new year. Like most of you, finding the time to do this may be the biggest hurdle. Although I may not like the process of writing, it has forced me to stop and think, which I'm sure my wife would agree, is a good thing.

I was just listening to a coaching podcast on the subject of goal setting. I am not a big new year's resolution guy. Resolution stats say that most resolutions never see follow through. I do like goal setting however and, for a lot of people, the start of a new year is the right time to evaluate and look ahead. This podcast gave me some ideas on how to see our goals become reality. The funny thing is we ALL know these things; we learned them when we were in grade school, but are we doing them? It seems fairly simple and hasn't changed much over the years, but perhaps we're overthinking it. Below are some ways to help with goal setting:

1. Find something that is realistic yet challenging.
2. Write it down, write it down, WRITE IT DOWN.

3. Set a date or time frame to accomplish this goal by.

4. Look at it everyday.

5. Tell somebody in your life to help hold you accountable or help you accomplish your goal.

Like you, the MDA is always planning and looking forward to discover where they can improve and what they can accomplish. There were a lot of great things the MDA did in 2017. That being said, it doesn't mean the organization hasn't had its own growing pains and there are always areas to evaluate for each year. There are a few examples where the MDA's events have taken a hit due to weather, competition, and over-saturation. Because of this, we've had to take a long look at these specific areas and decide where to invest and divest in these projects. It has been rewarding for me to see the staff and board members work together to try to make 2018 the best year yet for our Downtown.

As I step away from the role of Board President, I can promise you that the staff and board are working hard to do right by the MDA members and Downtown Missoula as a whole. I look forward to seeing what we can get done in 2018 and what we will be talking about a year from now.

Together let's make 2018 a great year! ■

Happy New Year!



MissoulaDowntown.com

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Maximize Your MDA Membership in 2018

The Missoula Downtown Association is dedicated to promoting, supporting, and enhancing the vitality of Downtown Missoula for the betterment of our community. Membership with the MDA connects you to the community through events, programs, and promotional materials. Your membership helps us create a vibrant Downtown, helping your business grow and thrive.

Connect

- **Attend or Host Monthly Membership Socials (Every month with the exception of January, July, & December)**
 - **Membership Luncheon:** 2nd Tuesday of the month from 11:30am - 1pm; \$13 to attend.
 - Host organizes lunch and programming.
 - **Downtown on Tap:** Last Tuesday of the month from 5 - 7pm; free to attend.
 - Host organizes snacks and beverages; \$125 hosting fee.
- **Attend members-only events**
 - **Downtown Awards Banquet:** Wednesday, January 31, 2018 at the Missoula College (1205 E. Broadway).
 - **MDA Member BBQ:** Tuesday, July 17, 2018 at Caras Park.
 - **Downtown Holiday Party:** Date & Location TBA.
- **Join an MDA Committee or volunteer for events**
 - **Committees:** Advocacy, Marketing, Membership, and Master Plan.
 - **Event Committees and volunteer opportunities:** Winter BrewFest, Garden City BrewFest, Out to Lunch, Downtown ToNight, Member BBQ, River City Roots Fest, Parade of Lights, Festival of Trees, Awards Banquet.
- **Catch up with Downtown happenings with the Downtown Lowdown and weekly e-communications**
 - **Downtown Lowdown:** Sent at the beginning of every month. Send in your Shout Outs to sarah@missouladowntown.com by the 18th of every month to be included!
 - **E-Communications:** Anyone on your team can receive our weekly emails! Email info@missouladowntown.com to be included.

Promote

- **Purchase the MDA Member List or Mailing Labels for your direct mail promotions**
 - **MDA Member List:** \$50, hard copy includes contact information for all MDA members.
 - **Mailing Labels:** \$50, pre-printed mailing labels for all MDA members.
- **Representation on MissoulaDowntown.com and in the printed Guide to Downtown Missoula**
 - Review your listing online and send any updated information to april@missouladowntown.com.
 - New Guides will be printed in 2018, contact us if you would like to purchase an ad.
- **Offer a special discount or promotion for other MDA Members**
 - Member-to-Member benefits are a great way to get other members in your store or business!
- **Participate in the Downtown Gift Card Program**
 - Any point-of-sale system that can accept credit cards can redeem Downtown Gift Cards!
- **Join us on Social Media!**
 - Follow Missoula Downtown to stay informed on Downtown happenings.
 - Join the private MDA Member Group and share things happening at your business or organization with other members.
- **Host your next event at Caras Park**
 - Members receive a \$100 discount on Caras Park rentals - great for fundraisers, member picnics, and employee parties.

For more information about additional membership benefits or about the benefits listed above, please contact Membership & Events Director April Sommers at april@missouladowntown.com or call (406) 543-4238.



Free Classes Offer Training in Suicide Prevention

For the Health Of It
By Heidi Kendall

Suicide Prevention Officer

Did you know that suicide is the ninth leading cause of death in Montana? Suicide is a serious public health issue. Montanans are at higher risk than most other states, the suicide rate in Montana is about twice the national average. Suicide happens in all age and socioeconomic groups, and is generally caused by feelings of hopelessness and helplessness.

The question then becomes as an individual or business, what can be done to prevent suicide? The answer is: take a free QPR class! QPR – Question, Persuade, Refer – is the most widely taught form of suicide prevention in the world. QPR is the mental health equivalent of CPR, and evidence shows it saves lives. The Missoula City-County Health Department is collaborating with the United Way's Project Tomorrow Montana initiative, and will offer free QPR classes to businesses, nonprofits, churches – you name it. With a QPR class, you will learn how to ask the right questions and get



help for a person who may be feeling suicidal.

A primary goal of Project Tomorrow Montana is to provide QPR training for as many people in the community as possible. This hour-long training is invaluable and again, always free.

Please visit the Project Tomorrow Montana website at projecttomorrowmt.org or call 258-3881 to request a QPR class.

If you or someone you know are concerned about the well-being of a loved one, please call the Suicide Prevention Lifeline at 1-800-273-8255 or text "MT" to 741 741. These resources are free and open 24/7 including holidays.

The goal is for all to have a happy and safe holiday season and 2018! ■

Holiday Window Decorating Contest Winners Are In!

Congratulations to the winners of the 2018 Downtown Holiday Window Decorating Contest! After tallying the votes from the online voting and collecting ballots from 21 participating businesses, the winners for each category are as follows:

- **Most Festive:** Interim Health
- **Best Use of Small Space:** Fact & Fiction
- **Kid's Choice:** Big Dipper
- **Most Elegant:** Noteworthy
- **Best Overall:** A&E Architects (pictured below)



Save The Date!

The Missoula Downtown Foundation's Annual Texas Hold'em Poker Tournament is Sunday, March 4, 2018.

Register online at missouladowntown.com/poker

**RSVP for the MDA Annual Awards Banquet
Wednesday, January 31 5-8pm
at Missoula College (1205 E Broadway St)!**

Join us at Missoula College to kick off another year of MDA Membership! With the presentation of the Downtown Awards, entertainment, and dinner and drinks, you won't want to miss out on the fun.

RSVP by Friday, January 26 at MissoulaDowntown.com/RSVP

Sponsor a Missoula Downtown Association Event in 2018!

It is hard to believe another year has come and gone. Last year flew by, and the time has already come for the Missoula Downtown Association to plan for another exciting 2018 Downtown event season!

The Missoula Downtown Association produces over 30 public events every year, connecting more than 250,000 people to the heart of Downtown Missoula. Showcase your business to the Missoula community by supporting these quality events.

To learn more about connecting to your community through sponsorship of one or more of our events, please call the Downtown Missoula Partnership at 406-543-4238.



Downtown Missoula 2018 Calendar

MISSOULA Downtown
CONNECTING OUR COMMUNITY

Downtown Missoula Partnership
218 E. Main | Missoula, MT | 406.541.4200 | missouladowntown.com

Track the upcoming year with beautiful images of Missoula! 2018 Downtown Missoula Calendars are available for purchase now!

Calendars are \$15 and can be purchased at the Downtown Missoula Partnership office (218 E. Main).

Please submit member shout outs by the 18th of each month to info@missouladowntown.com

Shout Outs

Join the Missoula Valley Winter Market on **Saturday, January 6 and every Saturday until April 21 from 9am-1pm at the Missoula Senior Center.** Available products: fruits and vegetables, fresh baked bread, pastries, fruit preserves, honey, eggs, cured meats, frozen meat cut, pickled products, breakfast and lunch items, soaps & lotions, handcrafted jewelry, quality art and craft items.

Discover the history of Front Street and the craft of distilling fine whiskey, gin, vodka, and aquavit at the **Montgomery Stillroom Tour & Spirits Tasting at 5pm on Friday, January 12.** This fun tour includes a guided tasting and \$5 bottle discount! **Sign up at montgomerydistillery.com.** (This event occurs every Friday for 1 year).

The **Missoula Tourism Business Improvement District (TBID)** is hosting its FREE grant applicant workshop for the Missoula TBID sports and events grant fund. The workshop includes specifics on how to apply for the Missoula TBID Grant Fund, applicant eligibility and deadlines, and required supporting documents. The workshop will be held **Thursday, January 25, 2018 from 5:30 - 6:30pm in the second floor conference room of the MSO Hub, 101 East Main.** Registration for the workshop closes January 22, 2018. To register, please email your name and contact information to Brittany Jones at brittany@destinationmissoula.org or call 406.532.3398. All attendees who apply for a Missoula TBID Grant will also receive an extra five points towards their grant application scores.