

Missoula



INSIGHT

MISSOULAGIVES MAY 4 & 5

The Missoula Downtown Foundation is excited to participate again in the Missoula Gives community fundraising event! Missoula Gives, an initiative of the Missoula Community Foundation, is a 26-hour online celebration of the Missoula community. It connects generous Missoulians with the causes they care about. It is a day to celebrate all that Missoula is and the role nonprofits play in making our community great.

Read more on page 3



New in 2023: Arts & Culture Impact Grants

This year the Missoula Downtown Foundation launched a new program to elevate the enhancement and promotion of Downtown Missoula through the lens of the arts. The Downtown Arts & Culture Impact Grants – funded by private donations and license plate revenues – create partnerships between Downtown property owners and artists. The Foundation allocated \$15,000 in 2023 to fund large murals for the public's enjoyment.

In its first-ever grant cycle, the Foundation received 10 applications last month for a total of \$53,000 in art projects for Downtown Missoula. By the end of summer, the Heart of Missoula should have several new murals to enjoy.

If you love art and want to support the cultural, social, and economic uniqueness of Downtown Missoula, consider a gift to the MDF for the Arts & Culture Impact Grants Program.

Learn more by visiting www.missouladowntown.com/missoula-downtown-foundation/grants/.

A New Kind of Park:

MDF is collaborating with Missoula Parks & Recreation to bring a one-of-a-kind space to Caras Park!

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Giving in Action

Over the past 11 years, the Missoula Downtown Foundation has raised and invested more than \$1.8 million into Downtown Missoula. That total includes investments in Caras Park, wayfinding signs, flower baskets and boulevard banners, the Small Business Support Fund, and infrastructure upgrades for the Downtown holiday décor. These Downtown Missoula projects connect our community and enhance the quality of life for both residents and visitors.

From the President:

MDF Board President Dan Maronick



Springtime in the Rockies! What a great time of year. Whether you're pulling out your river gear, dusting off your golf clubs, or skiing some sweet corn at the Bowl, it's a wonderful season. I love Missoula any time of year, and that is what drew me to this beautiful and vibrant town.

I am a fourth-generation Montanan originally from Great Falls but spent most of my adult life in Helena before moving to Missoula in 2015. Because I was able to choose where I desired to live, I wanted to be involved with some of the many decisions that impact our community. Selfishly, giving back to the community also helps me connect with people who are influencers in Missoula, plus pouring beer at the many social events is a bonus.

The Missoula Downtown Foundation Board of Directors is tasked with raising awareness and funds to enhance the community experience through arts and culture, infrastructure, information, placemaking, and more. The board members connect with business owners and private donors to help alleviate the cost of improvements to our Downtown, as well as our riverfront parks and facilities. Anyone can help by donating their time to the many events sponsored by the Missoula Downtown Association or joining a committee.

Monetary donations of any kind can also help keep the vibrancy alive in Missoula. Another way to contribute is registering for Missoula Gives which is a 26-hour online celebration of the Missoula communities May 4-5 to raise money for the amazing projects on-going.

A change of seasons is a time to live, smile and laugh. A time for sunshine and rain. And if you live in Montana, a time for snow, rain, wind, and sleet on a sunny afternoon. A new season encourages growth and renewal. A time to replenish. During this time please consider why you live in this beautiful city and how you can help replenish and improve the wonderful spaces we call home. Please reach out to me via phone (406-459-8712) or email (dmaronick@gmail.com), if you would like to learn more about me or the Missoula Downtown Foundation.



2022 Fundraising Summary

- Invested over \$750,000 in Caras Park Improvements
- Invested \$25,000 into the Parks Interpretive Media Plan
- Raised over \$150,000 in grants & gifts
- Invested \$6,500 into Holiday Garland
- With Parks & Rec, received a \$1.2M grant to fund the Riverfront Terrace Project





Celebrate all that Missoula is and the role nonprofits play in making our community great! Participating in Missoula Gives allows us to easily raise funds and share the MDF story with a larger audience. We are looking for 750 individuals to each donate \$20 on May 4 & 5 to reach our \$15,000 fundraising goal.

When we meet our fundraising goal, we will help the Missoula Downtown Association fill all 115 flower baskets hanging in Downtown Missoula. Funding supports our team who repairs the brackets that hold the baskets on the streetlights and care for the baskets during the months of May – September. Consider a \$20 gift today and ask your friends to do the same!



Did You Know?

DOWNTOWN FLOWER BASKETS ARE WATERED AND MAINTAINED BY DMP STAFF 7-DAYS A WEEK!



THE 115 BASKETS CONSUME OVER 7,500 GALLONS OF WATER EACH SUMMER!



MDF Board Welcomes New Faces

Molly Bradford & Brady Henthorn Join MDF Board

The Missoula Downtown Foundation Board of Directors is comprised of 12 Missoula-area residents who are passionate about Downtown Missoula and interested in connecting people to the projects and programs that make Downtown Missoula such a special place. New to the MDF Board this year are Molly Bradford, co-founder and CEO of GatherBoard and MissoulaEvents.net, and Brady Henthorn, sales executive at PayneWest Insurance. Both bring a lifelong love for the Heart of Missoula and a network of Missoulians who should know about the Foundations great work.



Molly Bradford has lived in Missoula since 1998 and been engaged with the Missoula Downtown Association ever since through volunteering and service to committees. She is a tech-forward marketing and communications professional, with a human-centered and place-based approach to sales, connection, consensus and negotiation. Molly and her husband, Spencer, have two active kids, EB & Will. They all spend much of their free time recreating in all sorts of weather in the mountains and on the rivers of Montana.



Brady Henthorn was born and raised in Missoula, graduating from Hellgate High School and the University of Montana with a degree in Health and Human Exercise (2018), Henthorn has a passion for sports and basketball. He helped kick-start the UM Lady Griz practice player program and served as the co-head coach of the Hellgate Girls' Basketball Team, alongside his father, Rob, from 2015-2021. Henthorn is a Health & Benefits Consultant at PayneWest Insurance and has the privilege of working with employers throughout Montana.

Learn more about Molly, Brady, and other board members at www.missouladowntown.com/missoula-downtown-foundation. The Missoula Downtown Foundation Board of Directors gives a significant amount of time, energy, creativity, resources and leadership to ensure the Downtown Missoula is the best it can be. If you have interest in serving on the MDF Board, please reach out to Dan Maronick, Board President, via phone (406-459-8712) or email (dmaronick@gmail.com).



An old space is **REIMAGINED** in Caras Park

As envisioned in the North Riverside Parks and Trails Plan, there is a unique opportunity to better utilize the space underneath the Beartracks Bridge in Downtown Missoula. Historically, the space was unwelcoming and created a void between East Caras Park and Caras Park.

Through a collaborative process with Missoula Parks & Recreation, a design has been created that incorporates infrastructure to support recreational activities, installing art, adding unique lighting, and enhancing pedestrian circulation to create a welcoming space with activity to reduce crime and bring a new experience to those who use Caras Park.

The improvements under the bridge will create a year-round park destination that is accessible and engaging for people of all ages.

The initial stages of activation and implementation of the project seek to transform the space in a short timeframe so that event promoters, youth programs, and everyday park users can begin to use the space in the summer of 2023. These improvements include.

- Ground surface painting
- Table tennis
- Half-court basket ball
- Picnic tables & seating
- Flexible use space with skate boarding features
- Enclosure of dumpsters
- Bicycle parking

MISSOULA
Downtown
CONNECTING OUR
COMMUNITY



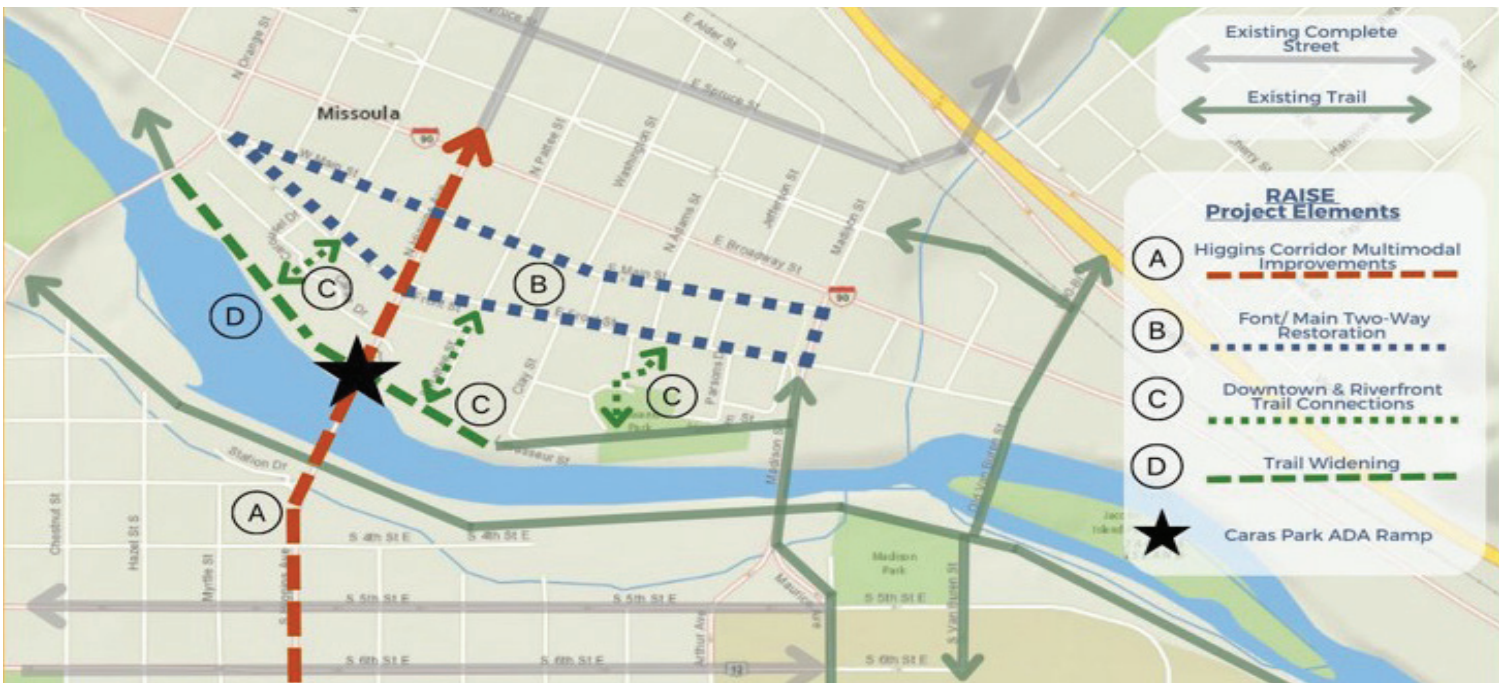
BIG IDEAS: MAKING THE SPACE ONE OF A KIND

Activation of the underbridge space in Summer 2023 will set the stage for future plans and improvements that will create a one of a kind experience for visitors to Caras Park.

The Missoula Downtown Foundation continues its efforts to fundraise for future improvements to the underbridge space to even further enhance the space.

- A **climbing feature** for ages 5+ with required fall protection. (pictured below)
- **Dynamic and interactive lighting** that activates the space during non-daylight hours in an artistic and engaging way.
- **Paint on the pillars** to add vibrancy to the space.





Pulling it all together: The Downtown Safety and Mobility Project

The Infrastructure Investment and Jobs Act of 2021 authorized \$1.5 billion to be awarded by the Department of Transportation for National Infrastructure Investments. RAISE (Rebuilding American Infrastructure with Sustainability and Equity) grants are for investments in surface transportation infrastructure projects that have a significant local or regional impact. Awards are made for projects that will improve: safety; environmental sustainability; quality of life; mobility and community connectivity; economic competitiveness and opportunity including tourism; state of good repair; partnership and collaboration; and innovation. The program includes provisions to integrate transportation planning, housing, employment opportunities, and economic development strategies.

In February of 2023, the City of Missoula submitted an application for the RAISE Grant, which proposes a dynamic multi-modal project in the heart of the community and centrally connects Missoula’s Long-Range Transportation Plan.

The project contains key elements identified in the Downtown Master Plan and the North Riverside Parks & Trails Plan

and is the result of a decades-long planning effort.

What’s in the project:

If funded, the project would include the following elements:

- Higgins Avenue Corridor: Brooks to Broadway 3-lane conversion with bicycle lanes.
- Front & Main Two-Way Restoration: Conversion from one-way traffic to two-way traffic
- Riverfront Trail Connections: widening of the Riverfront Trail and improving ADA access to parks at Ryman, Higgins, Pattee, and Kiwanis Park with ramps and gateway improvements.
- Downtown Signal Optimization: Upgrading and integrating 22 Downtown traffic signals, Orange to Van Buren.

The Missoula Downtown Foundation Board has supported the application through match dollars because of the safety and economic benefits that the project provides for Downtown.

To learn more visit www.engagemissoula.com.



North Riverside Parks Interpretation Strategy

Caras Park is undergoing an extraordinary transformation, and this period of transition offers an important opportunity to prioritize heritage interpretation as a cornerstone of the visitor experience in this revitalized space. This project recognizes Caras Park, East Caras Park, and Bess Reed Park as the heart of Missoula’s Northside Parks and Trails system. The consultation process and interpretive sign implementation criteria and guidance will acknowledge the North Riverside Parks as part of a broader network of Missoula heritage interpretation. The plan will assess existing interpretation in the parks to develop a long-term vision for interpretation in the North Riverside Parks and Trails system.

Learn more at www.engagemissoula.com/park-interpretation-and-signage-in-north-riverside-parks

A note from Mary Rutherford Executive Director of the Montana Community Foundation

Over the last three years, we have all learned just how hard it is to predict the future. We also saw first-hand how important it is for us to have reliable sources of revenue to help fuel the mission of the Missoula Downtown Foundation. A combination of pressures created from and exacerbated by the pandemic has shown just how vital Missoula Downtown Foundations' work is to Missoula.

To help ensure a strong future for the organization and the community, the Missoula Downtown Foundation Endowment for Caras Park was established with the Montana Community Foundation (MCF) in 2018 for the permanent support of Downtown Missoula.

You can help ensure a strong future for Downtown Missoula.

With a contribution to the endowment, you can make a lasting impact while ensuring the Missoula Downtown Foundation can meet the needs of Downtown Missoula, now and for future generations. The word "endowment" means simply that your gift will be managed for the benefit of the Caras Park forever. The earnings from the invested endowment funds will be contributed to the Missoula Downtown Foundation and used to fulfill its mission of supporting Caras Park.

Giving to the endowment can help you meet your financial and charitable goals while receiving some fantastic tax benefits. With a qualified contribution of \$2,500 or more to the endowment, you can take advantage of the Montana Endowment Tax Credit (METC) – a direct credit toward your Montana state tax liability. Individuals can claim up to \$10,000 in METC annually or \$20,000 for couples filing jointly, and business donors are eligible for up to \$10,000 as well. There are a variety of ways you can give to the endowment:

A gift of stock – A cash gift – A gift made in your will or trust – A gift that pays you income for life – A gift of life insurance

By establishing this endowment at MCF, the Missoula Downtown Foundation benefits from being part of a larger investment portfolio, which has historically provided a more consistent rate of return. Another great benefit of the endowment is having the assistance of MCF's gift-planning professionals to help build it. MCF provides fundraising expertise and handles all administrative details and investment responsibilities for the fund, freeing Missoula Downtown Foundation staff to concentrate on their mission.

To learn more about how you can support the Missoula Downtown Foundation through the endowment fund at MCF and take advantage of the tax credit and other benefits, contact Jack Hall, Finance Director at jack@missouladowntown.com. He will be happy to connect you with the experts at the Montana Community Foundation.

MONTANA ENDOWMENT TAX CREDIT What is a tax credit?

It is an above-the-line tax credit on your Montana income tax.

40%

Percentage of individual planned gift value eligible for tax credit

20%

Percentage of business direct gift value eligible for tax credit

Maximum Allowable Amount:



\$10,000



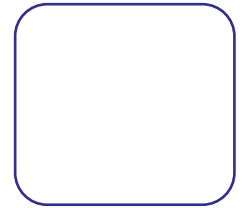
\$20,000



\$10,000



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MISSOULA Downtown

CONNECTING OUR COMMUNITY

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(406) License Plate Among Montana's Top 10



With more than 230 license plate choices in Montana, the Missoula Downtown Foundation is extraordinarily fortunate that the black (406) Montana plate is so popular! The (406) plate ranks in the top 10 list, and has generated over \$825,000 for the MDF, making projects like Caras Park Improvements, Downtown holiday decor, and so much more possible.

The gift that keeps on giving, the Foundation receives \$25 per plate renewal. For more information or to get your (406) license plate, visit <https://dojmt.gov/driving/plate-designs-and-fees/>.