

# November 2018

- Master Plan Update Underway
- November Socials
- Parade of Lights Dec 1!
- Small Business Saturday Nov. 24



## A Word From Our President

Brooke Redpath, METTLE Strategic Marketing Solutions

What will Downtown Missoula look like in 10 years and more importantly what will it feel like? If all goes as planned, it will be exactly what you want it to be. Participate in the process and your ideas and dreams for who we want to be as a community will be the framework that will help our leaders transform vision into implementation.

Whether you are a business owner who wants to be part of the decisions that will impact your success, an outdoor fanatic who wants to share your vision for the body of water flowing through our Downtown, a real estate developer who knows your foresight will support our vibe, a homeowner who wants to help guide the concept for your forever neighborhood, an artist or historian who wants to make sure we stay true to our eclectic history, an advocate fighting for affordable housing, or just a community member who cares about our future; there is a place for everyone at the table. This plan is truly designed to create prosperity and progress that involves everybody.

I couldn't be more excited to have the experts at Dover, Kohl & Partners taking the lead on this planning process. They have put together a dynamic team of experts in parking, infrastructure, mass transportation, retail, public opinion, public engagement, building design, landscape architecture and more. Dover, Kohl & Partners mentioned they are in the business of before-and-after. The fact I am deeply in love with the before, I can't wait to be inspired by the after.

**Mark your calendars for the week of January 14-18 for a weeklong charrette** where you are invited to participate and give your feedback to help fine-tune the vision for the next 10 years. Unity is strength... when there is teamwork and collaboration, wonderful things can be achieved.



MissoulaDowntown.com

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Tom Snyder.....Five on Black

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

Zachary Millar.....Dram Shop

Matt Mellott.....Sterling Group

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Corey Aldridge.....Mountain Line

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

#### Downtown Partnership Staff

Linda McCarthy.....Executive Director

April Sommers.....Membership & Events Director

Lincoln Mansch.....Marketing & Events Director

Robert Giblin... Finance & Administration Director

Sarah Ferguson.....Operations

Mirtha Becerra.....Director of Giving

Kalina Wickham.....Customer Service

Pam Udall.....Development Director



## Welcome New Members!

### Mountain Home Montana

Alysha Jannotta  
2606 South Avenue W  
406-360-4317  
mountainhomemt.org

### Art Attic Framing & Design

Emily Hall  
123 South Ave West  
406-728-5500  
artatticmt.com

### The Hope Center

Jay Bostrom  
2145 South Ave W  
(406) 459-7584  
thehopecenter.us

### Dakota Studio

Shannon Callaghan  
259 W. Front St. Ste. 7  
406-542-2213

### The Clay Studio of Missoula

Shalene Valenzuela  
406-543-0509  
theclaystudioofmissoula.org

### Mo' Dogs Inc.

Robert Pohndorf  
617 South Higgins Ave. Ste. B  
406-926-1094  
www.mo-dogs.com

### Six Pony Hitch

Spider McKnight  
2010 River Road  
406-880-6855  
sixponyhitch.com

## Downtown Holiday Window



## Decorating Contest

Once again, The MDA will be holding a holiday window decorating contest! Voting will begin on the evening of Friday, November 30 and will run online through noon on Tuesday, December 18. Prizes will be awarded on Wednesday, December 19. Contact Lincoln at [lincoln@missouladowntown.com](mailto:lincoln@missouladowntown.com) if you are interested in participating. ■

## Downtown Master Plan Update Underway Community Engagement and Listening Critical to Process



The Downtown Missoula Master Plan Update officially launched October 17-19, with more than 500 Missoulians participating in the listening process. A Community Kickoff was held Thursday, Oct. 18 at The Wilma, and 13 stakeholder meetings were held during the week. Dover, Kohl and Partners also solicited feedback at Saturday's Farmers Market.



The first and most critical stage of planning is "listening" says Jason King, principal Dover, Kohl and Part-

ners, and we plan to listen to everyone's hope and dreams for Downtown Missoula from now through the charrettes, slated for Jan. 14-18, 2019. A charrette is an intensive planning session where community members, designers and other collaborate on a vision for development. The listening process helps the consultants identify the issues that need to be addressed in the Master Plan Update and develop innovative solutions for the city.



For the next 12 weeks, listening sessions will be held across the city. A complete schedule can be found on the Downtown Missoula Partnership website later this month. In the mean time, please provide feedback by filling out a feedback form at [missouladowntown.com/downtown-master-plan](http://missouladowntown.com/downtown-master-plan) or email [info@missouladowntown.com](mailto:info@missouladowntown.com).

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

### Luncheon

Missoula Senior Center  
Tuesday, November 13  
11:30 am - 1 pm  
705 South Higgins Ave  
\$13.00

### Downtown on Tap Conflux Brewing Company

Tuesday, November 25  
5 - 7pm  
200 E. Main St

The Missoula Senior Center (705 South Higgins Avenue) will be hosting the November 13 MDA Member Luncheon. Learn about the center's outstanding programming and projects. Enjoy a great lunch catered by their kitchen while networking with MDA members. The luncheon begins at 11:30am and is \$13 per person. To RSVP go to [www.missouladowntown.com/event/mda-luncheon](http://www.missouladowntown.com/event/mda-luncheon). To cover catering costs, payment is requested at time of reservation. Invoices can be sent upon request.

The November Downtown On Tap is Tuesday, November 27 5pm to 7pm at Conflux Brewing Company (200 E. Main Street). If you've been to Conflux Brewing Company, then you know what a great time is in store for you. If you haven't been to Conflux yet, now's your time to taste their beer, sample their food and enjoy the modern atmosphere! Cohosted by Jackson Contractor Group, learn the story behind the build and the brew!



# 16<sup>th</sup> Annual PARADE OF LIGHTS



**SATURDAY, DECEMBER 1**  
Downtown Missoula

**SIGN UP TO HOST A KIDS ACTIVITY  
AND ENTER THE PARADE TODAY!**

## SATURDAY HIGHLIGHTS

Family Friendly  
Activities  
*Downtown  
Missoula*  
12 - 5 pm

Santa's Arrival  
*The Florence  
Building*  
1 pm

Photos with Santa  
*The Florence  
Building*  
1 - 5 pm

Downtown  
Carriage Rides  
*Pine & Pattee St.*  
1:15 - 5 pm

Parade of Lights  
*Higgins Ave.*  
6 pm

Lighting of the  
Tree & Caroling  
*The XXXs on  
North Higgins*  
6:30 pm

To learn more and sign up, visit:  
[www.missouladowntown.com/  
parade-of-lights](http://www.missouladowntown.com/parade-of-lights)

## The Parade of Lights Returns to Downtown Missoula Saturday, December 1!

Start the holiday season off right at the 15th Annual Parade of Lights on Saturday, December 1! Not just a parade, this event features children's activities at various locations throughout Downtown, photos with Santa himself at the Florence Building, a lighted parade on Higgins and the Lighting of the Downtown Holiday Tree on North Higgins.

You and your family won't want to miss everything the day has to offer with numerous free or low-cost activities starting at noon, the Parade of Lights is sure to bring a smile to your face and put you and yours in the holiday spirit.

For a full list of activities and to learn about how you can be involved, visit [MissoulaDowntown.com/Parade-of-Lights](http://MissoulaDowntown.com/Parade-of-Lights) or contact Sarah Ferguson by email ([sarah@missouladowntown.com](mailto:sarah@missouladowntown.com)) or phone (406)-543-4238. ■

★ SMALL BUSINESS SATURDAY ★  
NOV 24

**COME #SHOPSMALL WITH US**



Small Business Saturday is set to take place on Nov. 24! Help support someone's dream and shop at small, locally owned businesses. Stop by the Shop Small Headquarters at the MSO Hub (140 N. Higgins) from 10am-3pm to pick up free Shop Small gear, hot cocoa and a list of sales in Downtown Missoula. Contact Lincoln Mansch at [lincoln@missouladowntown.com](mailto:lincoln@missouladowntown.com) for more information.

## Festival of Trees to Delight Downtown Missoula for a Full Week November 30-December 9

Join the community in celebrating the holidays November 30 through December 9 at the Festival of Trees on the 6th floor of the downtown First Interstate Bank. Festival activities include a week-long display of trees, wreaths and other holiday items. Beautiful and creative in design, the trees and holiday items provide a gorgeous setting for festival activities including four Teddy Bear Teas, the Merry Mimosa Brunch and the evening

Holiday Soiree and Tree Auction. For days and times, see the Festival of Trees insert in this newsletter and for activity tickets go to [www.missouladowntown.com/festival-of-trees/](http://www.missouladowntown.com/festival-of-trees/). ■







Daylight Savings time ends on Sunday, November 4 at 2am! Turn back your clocks and catch an extra hour of shut eye!



Please submit member Shout Outs by the 18th of each month to [sarah@missouladowntown.com](mailto:sarah@missouladowntown.com)

## Shout Out

**Nov 3-17:** Griz Nation, it's time to help our neighbors struggling with hunger & once again beat the MSU Bobcats off the field in this year's **Can the Bobcats Food Drive! Donate food & funds to help Missoula Food Bank & Community Center** this Thanksgiving season & be part of outreasing our rivals in Bozeman. Learn more at [missoulafoodbank.org](http://missoulafoodbank.org) or [canthecats.com](http://canthecats.com).

