

April 2016

- Spotlight: Bravo Catering
- Small Business Navigator
- April: Autism Awareness Month
- New MDA Members
- Missoula Craft Beer Week



**President's Column
by Aimee McQuilkin**
Betty's Divine
aimee@bettysdivine.com

As the days grow longer, the osprey return to the Clark Fork and the dusty remnants of winter road gravel gets swept off the streets, my thoughts start to look ahead to Downtown Missoula's busy event season. This month, Caras Park Pavilion is booked every weekend with a different event. UM graduation is on the horizon with its influx of proud parents and grandparents in May. Not long after that, summer tourist season is in full swing. Saturday morning streets are filled with farmer's market goers and we are once again welcoming visitors into our beautiful city.

As a purveyor of women's clothing, the upcoming months are my busiest...but the key word is upcoming. For us at Betty's Divine, we nervously bide our time the month of April, stocking and straightening the shop with exciting new offerings for when all those people start rolling in. It's stressful and nerve wracking, and you constantly push that thought, "What if they don't come?" out of your mind. Your business's off-months may not align with

mine, but I'm sure most of you can relate to this and experience something similar at some point of the year.

A few years back, we decided to take matters into our own hands and made a strategic effort to bring more customers into the store during April. First, we started with a bike sale that we ran all month. "Save Gas, Buy Clothes!" was the tagline and we asked customers to pull their bikes out of the garage, put some air in the tires, ride it down to Betty's and get 30% off one item of choice! Our customers loved the discount and appreciated the motivation to get back on their bikes. And suddenly...April just wasn't so bad anymore.

Similarly, about eight years ago a handful of Missoula boutiques put aside any feelings of rivalry and combined forces at various gathering spaces around Downtown for what became known as *the Collective Sale*. What better time to do this than April! It was a way for us to move some of last year's inventory in a different environment, to create a unique kind of shopping experience for our customers and to showcase to Missoula shoppers what we collectively had to offer. Most importantly, the feeling of comradery amongst the Down-

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MissoulaDowntown.com

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Save the Date!!

Saturday, May 7
12-8 pm
Caras Park
75+ Taps!

Music By:
Joan Zen
Gladys Friday
The John Adams
Smith Band



Volunteers Needed!

Email
missouladowntown-
intern@gmail.com or
call (406) 543-4238 for
more information on
how to get involved
with this fun event!

Missoula Craft Beer Week April 30 - May 7

Missoula Craft Beer Week is a joint effort of Growler Fills-Craft Beer Enthusiasm, and Montana Beer Finder to promote the Garden City and its thriving craft beer culture. Our goal is to provide an array of fun, educational and entertaining events that appeal to the craft beer explorer. Whether you're new in your craft beer journey, or a long-time pioneer, we invite you to explore everything Missoula Craft Beer Week has to offer. A full list of events and event details are available at www.MissoulaBeerWeek.com

Saturday, April 30

Brews Cruise, 12pm: A bicycling poker run to kick off Missoula Craft Beer Week!

Human Foosball Tournament, 2pm at Kettlehouse Southside: Advance registration required. \$45 per team of six players.

Sunday, May 1

Bacon n' Beer Brunch, 10am-noon at Draught Works Brewery: All-you-can-eat bacon and more! Tickets on sale at Draught Works.

Barbells & Brews Crossfit Competition at Big Sky Brewery: Get those quads ready. A partnership with 5 Valleys Crossfit.

Big Sky Beer Mile at Big Sky Brewery: Think you're fast? Think you're still fast while downing four beers? The world record is 4:47.17.

Wednesday, May 4

Cornhole Tournament at Caffè Dolce: Great Northern Brewing and Caffè Dolce partner for an exciting evening of cornhole action!

Thursday, May 5

Craft Beer Cup, 5:15-10:30pm in Downtown Missoula: Sink your ball in the hole while exploring Downtown Missoula in this fun-filled pub crawl and mini-golf tournament. DRESS THEME: Fiesta! After party at the Top Hat.

Saturday, May 7

Garden City Brew Fest, 12pm at Caras Park: Beers, live music and food vendors. Celebrate the end of Missoula Craft Beer Week in style at the longest running brewfest in Montana.

President continued

town boutiques was awesome! We now cross-promote each other effortlessly because we know more about each other. We realize that not just one of us can meet all the needs of every customer, that we each have our own niche...and that we actually depend on each other to create the diversity that is needed to attract customers to come Downtown rather than to shop online or at discount chain stores.

Once the success of collaborating became ingrained, we gave it a twist by moving the Collective Sale to the Top Hat. Turns out some Saturday afternoons in April were pretty quiet for them too, so Nick Checota graciously gave us the floor to turn the beautifully refurbished space into the most hopping boutique in town for four hours only. Missoulians now can meet for lunch and an afternoon of shopping, and both the local boutiques and the Top Hat have turned a quiet Saturday into

the busiest of the month!

Two years ago, Missoula Fashion Week was born out of this same idea of collaboration, and to be honest, now April is no longer that month where we have to find chores to keep ourselves busy, quietly steaming dresses until the grads and their families come in May. We took matters into our own hands, put our heads together and went out and captured our audience in unique ways.

Point being, look for opportunities to step outside of your comfort zone and reach out to your neighbors in Downtown during those quiet months. Explore creative ideas for promoting each other. The most spaced-out ones will be the most successful, like turning eight clothing stores into one...inside a bar. The team effort that Five on Black, Red Rooster, Maddux Group and Cloth & Crown put into their holiday lighting this past season is another great example of Missoula collaboration. Let's inspire each other!

Submit Your Comments on the Proposed Mercantile Project

All of Missoula is interested in the future of the Missoula Mercantile. The recent proposal from HomeBase Montana involves environmental abatement, deconstruction of the existing building, and construction of a new mixed-used building. The proposed project will include a 154-room Residence Inn by Marriott; approximately 20,000 square foot of retail and restaurant space; 3,000 square feet of meeting space; and the Mercantile Mews, a central, museum-like, pedestrian corridor extending from Higgins to Pattee that showcases the history of the building.

The Historic Preservation Commission will meet on April 14 to discuss the submitted demolition permit. The commission has 90 days from the date of the submission to explore other options for the property. If the commission decides to not support demolition, then the applicant has the right to appeal the decision to the Missoula City Council.

The proposed development meets several goals of the Downtown Master Plan, including a mixed-use project that includes retail, restaurant and hotel use on that



block that will activate ground-floor dining and shopping opportunities, installing transparent windows, enhancing tourism-based businesses and encouraging employment. HomeBase estimates the project will create 300 jobs and generate eight million dollars in tax base over the first 10 years.

The building is currently owned by Octagon Partners, a Virginia-based developer, which purchased the property after Macy's closed its doors in March 2010. Octagon, among many other local and out-of-area groups, has opted to not redevelop the property.

HomeBase owner Andy Holloran and his team have met with multiple stakeholders throughout Missoula, and they welcome constructive input on the project. Interested parties can share their opinions with city leadership by emailing mercantilecomment@ci.missoula.mt.us or with the developer by emailing LC@homebasemontana.com. Please consider sharing your thoughts on the proposed development.

Bravo Catering Brings Fine Cuisine Downtown and to the Backcountry

New Member Spotlight By Trent Baker

Datsopoulos, MacDonald & Lind

You name the time and place, and Bravo Catering will bring the party to you. With a mobile kitchen staffed by experienced chefs, Bravo serves up fine cuisine of any style you choose in any place you can imagine. Whether it is an island in Flathead Lake or Yellowstone Park in the winter, Bravo will make it happen with quality ingredients and attention to every detail. "We specialize in bringing a fine dining experience to extreme locations," says co-owner Ryan Boehme.

Bravo began in 2002 as an outgrowth of Big Sky Mobile Catering, a Missoula company that uses semi-trailer-sized kitchens to serve firefighters and other government contractors in the field. Boehme joined Bravo in 2006, took the idea of the mobile kitchen and added his extensive experience in fine dining. He has been in the restaurant business since he was 15, cooking a wide variety of international cuisine in places like Spain and Vancouver Island. Locally, Boehme has cooked for Scotty's Table and the Red Bird.

Bravo does it all, from intimate private dinners, to fundraisers, cor-



porate events, and weddings. Its largest event, 8 years running, is the annual Patron's Ball at the Buffalo Bill Center of the West in Cody, Wyoming, where Bravo served 3,500 plates from five menus over three days, to a diverse crowd of ranchers, governors, senators and the Prince of Monaco. Bravo can go basic or fancy. It has catered elegant corporate events on Dennis Washington's private train and the wedding of Jon Huntsman's daughter.

"I really enjoy the weddings," says Boehme, "being a part of someone's biggest day and making sure everything is perfect." He also enjoys the challenges of cooking and serving remote outdoor locations. Whether it's a private ranch or the shores of a western lake or river, Boehme and his staff take the time to appreciate the surroundings, "I love that my office window is constantly changing."

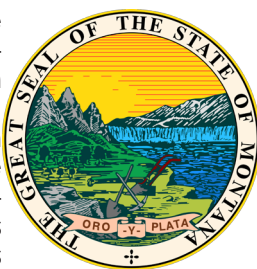
Bravo recently joined the MDA after partnering with the Wilma to cater its larger events. That included MDA's membership dinner. Next time you need a caterer, please consider Bravo.

State of Montana Launches Small Business Navigator

As a member of the Montana Small Business and Downtown KIN (Key Industry Network) for Governor Bullock's Main Street Initiatives, Charlie Beaton, owner of Big Dipper Ice Cream, represents Missoula's small business owners in assessing and improving opportunities for entrepreneurs across the state.

One of the group's most recent accomplishments is a new website, developed by the Governor's Office of Economic Development, is the Small Business Navigator. The Small Business Navigator was created to help individuals find their way around the layers of confusion when starting up a business in Montana.

What do I need to start a business? Where do I get financing?



What licenses am I required to obtain? These questions, among many others, are ones that entrepreneurs can have answered through this helpful tool. It is important for all Montana entrepreneurs and small business owners to know this valuable one-stop-shop resource is available to them.

"As a small business owner myself, this would have been very helpful tool to me, had it existed 20 years ago," said Beaton. "I think it's a great resource for anyone who wants to start a new business in Montana."

Check out the Small Business Navigator today, and share the news with anyone you think may benefit from it. Visit business.mt.gov/navigation for more information.

Welcome New Members!

Bitterroot Bison

Candy Westre
8721 Ruple Lane
(406) 531-5352
bitterrootbison@yahoo.com

Bravo Catering

Ryan Boehme
224 N. Higgins
bravocatering.msla@gmail.com
(406) 541-4900
www.bravocatering.net

Contract Design Associates

Jared Butterworth
1330 W. Broadway
jared@cdainteriors.com
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Farmers State Bank

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Ina's Indian Tacos

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Knuckleheads BBQ

Matt Crain
5364 Eastside Hwy, Stevensville
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(406) 544-1781

Sound Creations

Steve Jacobs
18525 Sorrel Springs, Frenchtown
jacobs@montana.com
(406) 544-6624

Stockman Bank

Bob Burns
135 W. Main, Ste A
bburns@stockmanbank.com
(406) 258-1400
www.stockmanbank.com

Downtown Retailer Safety

Join Downtown Police Officer Andy Roy, Downtown Ambassador Dave Chrismon, and fellow retailers for a discussion on theft prevention and employee safety on Thursday, April 14 from 8:30-10 am at the Trail Head Downtown (221 E. Front St.).

For additional information and to RSVP, email leidy@missouladowntown.com.

How is the MDA Connecting Our Community This Month?

Advocacy

(Meeting Wed., April 13 at 8:30 am)

- Seeking to make some modifications to the City Dog Ordinances to improve safety.
- Working to support permitting for the Max Wave project.

Marketing

- Final edits to Downtown promotional video for release in May.
- Developing Parking Meter Tips & Tricks handbill for distribution to Downtown customers.
- Marketing and outreach for upcoming summer events.

Master Plan

(Meeting Thurs., April 21 at 12 pm)

- Developing its annual presentation to Missoula City Council.
- Focused on the HomeBase Proposal for the Mercantile building.

Membership

(Meeting Tues., April 19 at 4 pm)

- New member recruitment.

Events

- Finalizing bands and vendors for Out to Lunch and Downtown To-Night.
- Coordinating volunteers for Garden City BrewFest.
- Planning for Garden City River Rod Run.
- Event sponsorship sales are ongoing.

For more information, contact info@missouladowntown.com

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

Shout Outs

Experience the Wilma like never before at the **Wilma Bravo Catering Showcase** on Thursday, April 21 from 5-7 pm. Enjoy free beer, wine, and catering courtesy of the Wilma and Bravo Catering. Free & open to the public, this showcase highlights the Wilma's catering partnership with Bravo and gives folks the opportunity to check out the Wilma as a venue for any event.

Thrivent Financial invites you to a Shredding Party on Friday, April 29! Bring your documents to be shredded for FREE. Tear It Up, LLC, will be at 2825 Stockyard Rd., Ste J-6 to shred items on site (limit to two banker-sized boxes per person). Snacks and refreshments will be served. Come down to be entered into a drawing to win \$500 to be donated to the charity of your choice! Call Mike Darrington with any questions at (406) 541-4665.

Mamalode Learn As You Go Lecture, April 29 from 2-3:30 pm at the UC Theater. This business lecture features Courtney Klein, Co-Founder of SEED SPOT - an Arizona-based nonprofit incubator focused on supporting innovative social entrepreneurs. She is a passionate champion for social entrepreneurship, a brilliant strategist, a sought after speaker and an award-winning change maker. This event - for businesses, nonprofits, students and startups - is organized in partnership with the UM's Blackstone Launchpad. For tickets visit: mamalodecourtney.bpt.me/.

Join Shootin' the Bull Toastmasters every Thursday from 12-1 pm at the ALPS conference room in the Florence Building (111 N. Higgins Ave, Ste 200). From public speaking and presentations to general conversations, Toastmasters will strengthen your communication skills and boost your confidence.

Mamalode presents 11th Annual Mother's Day Eve Saturday, May 7. Holy Cow, Mamalode invented a holiday! Mother's Day Eve®, is a party for moms, by moms. Join us for an entire day of fun, learning, pampering and celebration. The day will end with a gala affair at the Roxy (YES, you should dress up!) for an evening of stories, sing-a-longs, film – and a special announcement by our very own Mayor John Engen.



**International
Wildlife Film
Festival**

APRIL 16-23, 2016

ROXY THEATER · MISSOULA, MT · WILDLIFEFILMS.ORG

39th International Wildlife Film Festival

The International Wildlife Film Festival rounds out a fourth decade of exploring the past, present and future of our natural world April 16-23 in Downtown Missoula.

This year's festival includes over 50 groundbreaking and inspirational films from around the world and some of the most talented wildlife filmmakers working today.

Tickets are available at the Roxy Theatre and range from \$5-8 per person.

Step into the distant past and visit ancient Glacial Lake Missoula through the lens of the Oculus Rift when you try the VR headsets in the Roxy lobby all week.

Celebrate the 100th birthday of the National Parks Service with a series of films on America's legendary outdoor playgrounds including Yellowstone, Glacier, Yosemite and Arches.

Family-friendly programming remains a priority and this year's fest includes the ever popular WildWalk Parade which begins at 11:30am at the Red X's (100 Railroad St. W.). The parade culminates in Caras Park with WildFest, a community celebration from 12-3pm.

The International Wildlife Film Festival welcomes extraordinary wildlife and conservation filmmakers, including the latest from Academy Award nominated director Josh Fox: *How to Let Go of the World (And Love All the Things Climate Can't Change)*, screening Tuesday, April 19 at 7 pm.

Nurtured by the enthusiasm of

Missoula's local community, this year's festival brings a world of issues and ideas to Missoula.

Visit www.wildlifefilms.com for more information and the full schedule of festival films.



Missoula Fashion Week: April 16-24

Missoula Fashion Week is an annual celebration of our community's incomparable style engaging various locations in Downtown. Restaurateurs and retailers collaborate to benefit the Downtown business community and showcase unique retailers by hosting events, classes, sales, and more. The week culminates in a collaborative fashion show that highlights styles from multiple local boutiques. For a full schedule of events, check out Missoula Fashion Week on Facebook. Some of the week's events include:

Saturday, April 16

Pop-Up Collective Sale, 4-7 pm at the Top Hat

Saturday, April 24

Champagne Pedal Boutique Tour: Pedal around Downtown and check out local boutiques with Thirst Gear at either 12-2 pm or 2-4pm. Visit www.thirstgear.com to sign up, availability is limited!

Cold Moon Collective

Pop-Up Bazaar, 1-6 pm at the Top Hat

There will be many events taking place at individual locations so stop by your favorite Downtown shop to see what they have planned for Missoula Fashion Week!

CONNECTING OUR COMMUNITY

Member Spotlight



REPUBLIC SERVICES

The team at Republic Services has been serving Missoula for over 40 years before officially taking over under the Republic Services name in 2007. Republic Services prides itself on providing the community with reliable and environmentally responsible waste management services.

With 81 employees, Republic Services is well-known for its environmentally-friendly options available to their residential, municipal, commercial and industrial customers. They are committed to providing excellent customer service and continuing to work hard to expand their services to meet the needs of Missoula residents.

Over the past year Republic Services Missoula has successfully expanded its All-In-One recycling program to meet the rapidly growing demands for recycling pick-up in Missoula. They have also been able to reduce the rates for recycling pick-up due to the growing interest and participation in the program. Republic Services Missoula continues to grow in 2016 and has made 99% service reliability their goal for this year.

As the need for waste management services continues to grow in Missoula, Republic Services hopes to see others in the community recognize the needs of waste management companies and the importance of accessibility in Missoula.

Republic Services Missoula greatly values its relationship with the MDA and the opportunity to network with other MDA members who share similar interests. They are confident knowing that the MDA is available to support and look out for the best interests of the people and businesses of Missoula.

Republic Services Missoula would like the MDA members to know their community is important to them and they are always ready and willing to extend a helping hand to their fellow MDA members and customers.

For more information on Republic Services and the services that they provide, visit www.republic-services.com.

Accept ME, Accept Autism on First Friday, April 1

By Jamie Wolf
Childhood Development Center

April is National Autism Awareness Month, but the Child Development Center is asking Missoulians to do more than be aware: they challenge you to practice acceptance of individuals on the autism spectrum.

On First Friday in April, "Accept ME, accept Autism" will kick off in vibrant downtown with an event at the MSO Hub and adjoining Bicycle Hangar. As you enjoy refreshments and chat with fellow community members, you can also learn about acceptance and support the Child Development Center's autism programs:

- Appreciate art work by youth with autism.
- Watch short video clips featuring Missoula families living with autism, talking about their experiences and why acceptance matters.
- Donate to help buy educational tools—toys, equipment, technology and experiences—that enhance learning for kids in the Child Development Center's autism programs.
- Enter to win GREAT raffle packages (for kids and adults!) donated by local businesses. Tickets are \$1 and proceeds support the campaign.

Progressing from awareness to acceptance is ever more important as the rate of people with autism continues to rise. One in 68 U.S. children have autism spectrum disorders. Participating in a popular public event like First Friday taps into the inclusive spirit, and provides an opportunity for kids with differently-wired brains to shine and be supported.

A special thanks to campaign sponsor Karl Tyler Auto Group, hosts MSO Hub and the Bicycle Hangar, partners Imagination Station and Bitterroot Arts for Autism, and all Missoula businesses and community members who support Accept ME, accept autism.

Palatable Permits: Digesting New Changes to Temporary Food Permits

By Todd Seib
Missoula City-County Health Dept.

Summer in Missoula means Caras Park comes alive with festivals galore, and quality food and beverages are key to success. We want customers to have a memorable experience (as opposed to a food-borne illness), and all food vendors must be committed to serving safe food.

Most vendors are considered a Temporary Food Service. Unlike a food truck, they will set up a temporary booth with unsecured equipment under an awning. While food safety requirements have not changed much, there have been recent changes to state statute and the local health code affecting both the fee structure and the number of days allowed with each permit.

The biggest legislative change is with how a Temporary Food Service (TFS) establishment is licensed. The legislature removed state oversight of TFS approval, so now local counties issue permits and establish their own fees. This means an easier process for vendors -- only one application and one check!

The state legislature also changed the definition of a TFS. In the recent past, it was defined as an event taking place for 14 consecutive days, but the law now allows for 21 days at a single event or 45 days for a recurring event (like a Farmers' Market). Accordingly, the Health Department developed fees for 1 day, 21 day, and 45 day event permits. When compared to past fees, the new fee structure gives vendors more operational days for equal or lower cost.

With food safety as a priority, TFS applicants should have the food safety training, and menus should have limited onsite prep and involve only quick cook and serve or assemble and serve dishes. Vendors should keep the menu simple and keep potentially hazardous foods to a minimum. All TFS operations must be supported by a licensed kitchen for food storage, cooking, dishwashing, sourcing hand-wash water, and properly disposing of waste. Questions or concerns regarding food safety should be directed to the Missoula Health Department. Todd Seib can be reached via email (tseib@co.missoula.mt.us) or phone (406-258-4755).



Sponsor A Major Downtown Event!

The Missoula Downtown Association is getting ready for another summer full of fun events!

Out to Lunch and Downtown To-Night collectively bring Downtown Missoula approximately 5,000 people each week for live music, food and fun. River City Roots Festival draws more than 15,000 individuals to the heart of downtown Missoula for a variety of fun activities and exceptional music.

All of these programs provide a great opportunity to display and promote your business to thousands of potential customers or clients.

Sponsorships for Out to Lunch and Downtown ToNight start at \$150 to be included in the program and stage announcements at each event. Spotlight Sponsorships are \$500 each, or you can sponsor both events for \$900! Exclusive sponsorship is available for those events as well for \$1,500. Both Spotlight and Exclusive sponsorships include the opportunity to table at the event, display your business banner on the bridge, and many other opportunities to get your business name out there.

Roots Fest sponsorship levels range from \$500 Festival Supporter level to \$6,000 Main Stage Sponsor. Sponsorship opportunities include food court sponsor, art show sponsor, and Family Fun Fest sponsor.

Take advantage of this one-of-a-kind promotional opportunity by being sponsor for one or all of these events! Email Kristen Sackett at kristen@missouladowntown.com or Leidy Wagener at leidy@missouladowntown.com to learn more about supporting Downtown Missoula's signature summer programs.