



MISSOULA DOWNTOWN ASSOCIATION  
BUSINESS IMPROVEMENT DISTRICT  
MISSOULA DOWNTOWN FOUNDATION

Local Media  
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## **DOWNTOWN MISSOULA POP-UPS IN CARAS PARK START JUNE 16**

Starting Tuesday, June 16, the Missoula Downtown Association (MDA) will launch Downtown Pop-Ups in Caras Park every Tuesday, Wednesday and Thursday through August, as a substitute for the beloved Out to Lunch and Downtown ToNight Summer Series events.

The Downtown Pop-Ups will feature a small pod of food trucks and vendors under the pavilion on Tuesdays from 5-8 pm, Wednesdays from 11am-2pm, and Thursdays from 5-8 pm. Missoulians and their guests can enjoy local food and the great outdoors in Missoula's Town Square.

Vendors participating in the program from the beginning include: Baskin Robbins, Big Dipper, Bitterroot Bison, Clove Cart Pizza, Covered Wagon Hot Dogs, El Cazador, Kamoon, Lil' Orbits, Mountain Berry Bowls, Pattie Wagon, River City Eats, and Thai Spicy Noodle Wagon. Additional vendors and activities may be added over time.

"With the goal of protecting the health and well-being of our community, the Downtown Pop-Ups will provide a small, more intimate opportunity to enjoy Caras Park and support those entrepreneurs who have essentially lost most of their business opportunities this year due to the pandemic," said Bob McGowan, President of the MDA Board of Directors. "We hope Missoula will come to Caras Park at least once a week to support a local vendor."

In 2019 vendors generated over \$365,000 in direct sales at 26 Out to Lunch and Downtown ToNight events. Downtown Pop-Ups will help Missoula vendors generate some revenue this year, while also activating Caras Park and encouraging people to enjoy the riverfront corridor and Downtown Missoula.

The weekly schedule will be posted online at <https://www.missouladowntown.com/downtown-pop-ups/> and promoted on Missoula Downtown's social media streams. For more information, contact the Downtown Missoula Partnership staff via phone (406-543-4238) or email ([info@missouladowntown.com](mailto:info@missouladowntown.com)).

*Downtown Missoula: connecting Our Community!*