

DOWNTOWN MISSOULA

2026 Edition



4 ravens gallery

fine contemporary craft

Wood
Boutique

MISSOULA
CENTRAL
MISSOULA



4 ravens gallery

fine contemporary craft

CONNECTING OUR COMMUNITY



LOCAL DECISIONS MONTANA VALUES



S Stockman Bank
Montana's Brand of Banking

Member FDIC | Equal Housing Lender 



LEGEND

Scale: 0 1/4 1/2 ml.

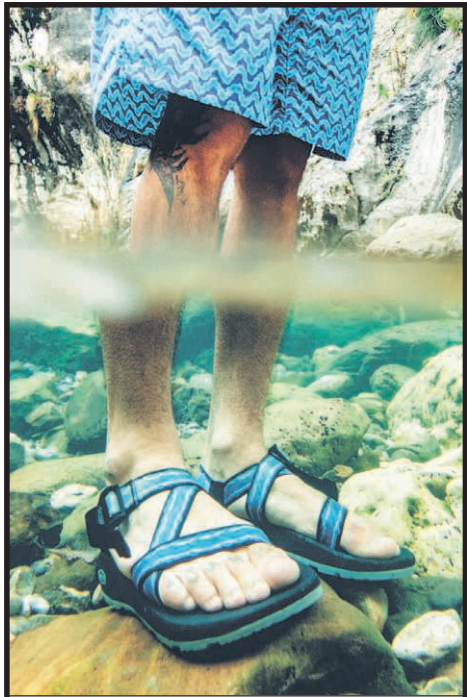
- | | | | |
|--|---|--|---|
| <ul style="list-style-type: none"> 1 A Carousel for Missoula & Dragon Hollow 2 Boone & Crockett Club 3 Destination Missoula 4 Downtown Missoula Partnership 5 Families First Children's Museum 6 Missoula Art Museum 7 MCT Center for the Performing Arts 8 MCAT Missoula Community Access TV 9 Missoula Public Library 10 Roxy Theatre 11 SpectrUM Science Learning Center | <ul style="list-style-type: none"> 12 The Wilma 13 ZACC
ZooTown Arts Community Center 14 Bess Reed Park 15 Brennan's Wave 16 Caras Park 17 East Caras Park 18 Clark Fork Natural Area 19 Greenough Park 20 Jacob's Island Dog Park 21 Kiwanis Park 22 Little McCormick Park 23 McCormick Park | <ul style="list-style-type: none"> 24 Missoula Art Park 25 Mobash Skatepark 26 Toole Park 27 Missoula City Hall 28 Missoula County Administration 29 Missoula County Courthouse 30 Mountain Line Transfer Center 31 Providence/St. Patrick Hospital 32 U.S. Post Office 33 Clark Fork River Market 34 Missoula Farmers' Market 35 Missoula People's Market | <ul style="list-style-type: none"> 36 Adams Center 37 Dennison Theater 38 Missoula College 39 Montana Museum of Art & Culture 40 Washington Grizzly Stadium 41 Central Park 42 Bank Street Park Place 43 ROAM |
|--|---|--|---|

- Trail System
- Heritage Trail
- Heritage Trail Medallion
- Parking Structures



Table OF CONTENTS

- 7 Welcome to Downtown Missoula
- 8 Getting Around Downtown Missoula
- 11 Transportation: Improvements Coming Soon
- 12 Experiencing Art & Culture Downtown
- 16 Look Closer. Downtown Missoula's Untold Stories
- 17 Look Up. Streetscapes Create Vibrancy for the Heart of Missoula
- 19 Experience Downtown Missoula in All Four Seasons
- 23 Host Your Next Event at Caras Park
- 25 Elevating Downtown Experience Through Partnership & Investment
- 26 Heroes of Downtown Missoula
- 28 Events in the Heart of Missoula
- 31 Downtown Foodies. Experiences High-End to Hidden Haunts



Hide & Sole
LEATHERGOODS • FOOTWEAR
DOWNTOWN MISSOULA SINCE 1972



Realty Group

**INDEPENDENT
TRUSTED
LOCAL**



inkMT.com 406.728.8270



PHOTOS BY ATHENA PHOTOGRAPHY

Welcome to Downtown Missoula - A Place of Inspiration!

City centers say a lot about their community. A visit to any Downtown will reveal what the community values, how residents interact with their community, and what sets the city apart from others.

Welcome to Downtown Missoula! This is a place where we value people from all places and walks of life, where we honor and uplift local businesses, and where arts & culture intoxicate us. This is a place where you will find exceptional bars and restaurants, excellent retail options, and amazing artists selling beautiful work. Downtown Missoula is a place where commerce and culture collide, where art can be found around nearly every corner, and where historic tours help connect people to place.

Downtown Missoula is home to amazing Farmers' Markets, festivals in Caras Park – Missoula's Town Square – and hiking trails just a bus ride away. Just across the river from the University of Montana, Downtown Missoula is filled with well-renowned scientists, authors, musicians, and business professionals.

Downtown Missoula is home to world-class nonprofit organizations such as Missoula Children's Theatre, Ecology Project International, Adventure Cycling Association, Clark Fork Coalition, and many more.

We invite you to join us in experiencing the good life Missoula has to offer. We have exceptional hotels and vacation rentals throughout town, and all bus routes lead to Downtown.

Go hiking in the Rattlesnake, mountain biking at Marshall Mountain, float the Clark Fork River, or ski on the surrounding mountains or lakes. Begin and end your day in the Heart of Missoula. Whether you live here year-round or are visiting for your first or fifth time, you will find something new and unique in Downtown Missoula every time.

Welcome to Downtown Missoula! We are so glad you are here!

*Linda McCarthy, Executive Director
Downtown Missoula Partnership*



Getting Around DOWNTOWN MISSOULA

Transportation and parking are key parts of the Downtown Missoula experience, and we're proud to offer a variety of convenient, sustainable ways to explore the Heart of Missoula! With miles of sidewalks, bike lanes, connections to world-class trails, and award-winning zero-fare transit services, getting around Downtown is easy and accessible for everyone.

Whether you're commuting, visiting, or just soaking up a beautiful day, there's an option for you.

TRANSPORTATION OPTIONS

Zero-Fare Bus Services: Missoula is lucky to have two zero-fare bus systems:

Mountain Line: Our community bus system gets people to work, school, errands, social and cultural events, and our incredible public lands – all without a fare. Bonus: all Mountain Line buses are equipped with bike racks, making it easy to combine biking and busing. Beginning July 2026, every route will lead to Downtown! Download the Transit app or go to mountainline.com for schedules and route info. Make sure to check out the free shuttle from Downtown to Marshall Mountain, running weekends May through October!

UDASH: Operated by the University of Montana, UDASH shuttles are zero-fare for everyone – not just students! It's a great option if you're coming from campus or the University District to Downtown. Learn more at umt.edu/transportation/bus/.

MISSOULA IN MOTION (MIM):

MIM is a program of the Transportation Division of the City of Missoula's Development Services and is



here to help residents and visitors utilize transportation options in and around the City of Missoula. They offer:

Trip Planning Assistance: Find the best route, whether you're walking, biking, busing, or carpooling.

Way To Go! Missoula: Track your sustainable travel and earn rewards from local businesses.

Guaranteed Ride Home: Commute sustainably without the worry – if something unexpected pops up, you're covered for up to 12 free rides home a year.

Explore more options at missoulainmotion.com

BIKING & WALKING DOWNTOWN

Downtown Missoula is surrounded by beautiful off-street trails and commuter paths that connect you easily across the city – like the Riverfront Trail that runs right through Caras Park, or the Bitterroot Trail connecting Downtown to points south all the way to Hamilton!

You can ride your bike Downtown and find plenty of bike racks and bike parking – or just take a stroll and enjoy the vibrant street life, local shops, and river views. Pro





BRINGING
HEALTHCARE
HOME



Professional Care. Personal Touch.

*Locally Owned, Non-Profit, Caring for
Western Montana Since 1987*

- Hospice
- Home Health
- Palliative Care
- Infusion Therapy
- Home Medical Equipment
- Home & Community Based Services
- Hope Hospice Center Clinical Care Provider



(406) 728-8848

partnersinhomecare.org

tip: walking or biking Downtown is often faster than driving, especially during peak times!

PARKING IN DOWNTOWN MISSOULA



Park once, explore everywhere.

Downtown is designed for walking, so once you find a spot, your whole day is within easy reach. During weekdays, the fastest way to park, pay and be on your way is via the Passport Parking app available on Google Play and the Apple Store. This convenient method of payment allows you to pay from anywhere so you can skip the Parking Kiosks. Use the app to pay for on-street parking and the pay lots. Don't have the app? You can pay at the Parking Kiosks located throughout Downtown – look for the yellow “Pay Parking Here” signs and have your license plate number handy.

On-Street & Surface Lot Parking: Use the Passport Parking App to pay easily on your phone. Codes for on-street, public parking is 4061 Pay lot codes are: New Park - 4063, West Front Lot - 4065, Bank Street - 4067, East Front Lot - 4068

Hourly Parking Garages:

- Central Park (128 W. Main St)
- Park Place (201 E. Front St.)

- ROAM (305 E. Front St.)
- First hour is FREE, and it's just \$1 per hour after that.

Free Parking: After 5pm (6pm in garages) on weekdays, and all-day weekends and holidays.

Pro tip: Parking garages have tons of available space during evenings and weekends – and yes, public parking is allowed in leased spaces during those times!

PARKING FOR DOWNTOWN RESIDENTS AND EMPLOYEES

Long-Term Parking:

Perfect if you live or work Downtown but don't want to commit to a monthly lease. Park all day for just \$2.00! Contact the Missoula Parking Commission for more info.

Lease Parking:

Prefer to have a guaranteed spot? Lease options are available across Downtown. Learn more about lease areas: www.ci.missoula.mt.us/488/Lease-Areas

Have Questions?

If you have questions about parking in Downtown Missoula, contact the Missoula Parking Commission at 406.552.6250, via email at parkingadmin@ci.missoula.mt.us or visit missouladowntown.com/getting-around for more information about transportation and parking around Downtown.



KRISTEN VICTORIA PHOTOGRAPHY

Experiencing ART & CULTURE DOWNTOWN

You don't come to Downtown Missoula just for the basics; you come for the experience. Our Downtown offers something for anyone looking to connect with culture and the arts, and that energy is present year-round. Below are a list of events, locations, and activities to engage with to make the most of the Heart of Missoula.

FIRST FRIDAY

Held on the first Friday of every month, First Friday is an organic, community-driven event that a large portion of Missoula takes part in. Businesses stay open later and welcome the public inside. Storefronts transform into gathering spaces, often featuring live music, local art displays, or community-focused events with food and beverages. You don't need a plan for First Friday, just a place to start and the freedom to explore from there.

MURAL & ART WALKING TOURS

Downtown Missoula is filled with murals, sculptures, and public art woven throughout the area. From the "Welcome to Missoula" mural at the Ryman Street entrance to Caras Park, to the well-known Dorothy Dragon on Alder Street, to newer projects like the Indigenous art installations near Beartracks Bridge, there is art in every direction. Pick up a Downtown guide and take yourself on a walking tour through the city's creative landscape.



ATHENA PHOTOGRAPHY



BEN ALLAN SMITH, MISSOULIAN



**206 W Main St
406-926-6444**



***Merging foreign flavors with the
Local ingredients of Montana***





ATHENA PHOTOGRAPHY

CULTURAL EVENTS

Visitors are often surprised by the number and variety of cultural events hosted in Downtown Missoula, many of which take place at Caras Park. Annual favorites include the **Irish Festival**, **GermanFest**, and the **Indigenous Peoples Day Powwow** in October. Newer events like **Viva Montana Latin Heritage Festival** and the **Missoula Moonlight Asian Market** continue to expand the cultural landscape. Longstanding staples like **River City Roots Festival**, **Out to Lunch**, **Downtown ToNight**, and **Symphony in the Park** remain must-attend events each summer.

MUSEUMS

The Missoula Art Museum has been open for over 50 years and remains a key center for art in the community, with rotating exhibitions that often highlight the rich Indigenous art and culture of Montana. **The Montana Natural History Center** showcases the flora, fauna, and natural history of Western Montana, offering exhibits as well as programs and activities for both adults and children to connect more deeply with the natural world.

FILM FESTIVALS

The Big Sky Documentary Film Festival takes place each February and features a full week of screenings and

events across multiple downtown venues. The festival draws tens of thousands of attendees and showcases films from around the world. The **International Wildlife Film Festival** takes place each April at the Roxy Theater and focuses on wildlife and conservation storytelling. It is accompanied by **WildFest**, an annual themed parade along Higgins Avenue that features homemade costumes and mini-floats of creatures great and small.

MISSOULA ON MAIN

Missoula on Main is the city's annual New Year's Eve celebration, organized by Arts Missoula. This family-friendly, downtown-wide event features dozens of arts and music-focused experiences, creating a vibrant way to ring in the new year.

Arts and culture can be found in every corner of the Heart of Missoula and we encourage you to connect to your community more deeply thanks to what you'll find. To keep up to date on the various cultural happenings in Downtown Missoula throughout the year, be sure to visit missouladowntown.com/.





KRISTEN VICTORIA PHOTOGRAPHY

**FIND
YOURSELF
DOWNTOWN
MISSOULA
DOWNTOWN
GIFT CARDS**

Purchase online at
missouladowntown.com



JAKE TREECE PHOTOGRAPHY

At first glance, Downtown Missoula is just what you would expect, with riverfront views, historic buildings, and streets that hum with daily life. But beneath that welcoming surface lies a deeper story, one shaped long before the city's founding and layered with moments many of us pass without ever noticing. Thousands of years ago, the Missoula Valley sat at the bottom of Glacial Lake Missoula, its dramatic shorelines still etched into Mount Sentinel and Mount Jumbo from when the lake last drained roughly 13,000 years ago. Long before storefronts lined Higgins Avenue, this was a vital homeland for the Salish, whose presence in the valley stretches back just as far. Even the name Missoula reflects this history, rooted in a Salish word often translated to "Place of Little Bull Trout," a quiet reminder of the land's original identity.

As the town began to take shape in the late 1800s, the stories only grew. What is now Caras Park, Downtown's most beloved gathering place, was once an island in the Clark Fork River before later serving as a landfill, transforming over time into the vibrant community hub we see today. In 1908, a catastrophic flood swept through the valley, washing out the Higgins Avenue Bridge and reshaping the young city's relationship with the river it depended on.

Look a little closer, and the unexpected

continues to surface. In 1897, members of the all-Black 25th Infantry passed through Missoula in route to St. Louis on bicycles, a remarkable journey that remains one of the most interesting travels in local history. Just a few years earlier, Missoula's electric streetcars were powered by Milltown Dam, connecting the growing community in ways that feel both distant and strangely modern. Even the timeline of the city offers perspective. If 10,000 years of human history in the valley were condensed into a single day, Missoula's founding in 1865 would not occur until 11:38 p.m., a reminder of just how recent the visible version of Downtown really is.

Some of Downtown Missoula's most fascinating stories are not found on plaques or in plain sight. They are tucked beneath the surface, hidden in the back alleys, bricks and the walls of historic buildings. That is where Unseen Missoula comes in. Through guided walking tours that explore everything from the founders of Missoula to the city's more colorful past, these experiences invite you to step beyond the familiar and into the stories that shaped Missoula in ways you might never expect. In Downtown Missoula, what you see is only part of the story. There is always more waiting just out of view.

To get a deeper look into Downtown's history, book an Unseen Missoula tour online at www.missouladowntown.com/unseen-missoula/.

Look Up!

STREETSCAPES

Create Vibrancy For The Heart Of Missoula

One of the key features that sets Downtown Missoula apart is the vibrant street décor found throughout the public right-of-way. Throughout the year, the Downtown Missoula Partnership (DMP) dedicates significant time and financial resources to beautifying public spaces in the downtown district – from boulevard banners and flower baskets to festive holiday décor. Next time you're walking around Downtown, be sure to look up!

Downtown Missoula Boulevard Banner Program

For non-profits looking to enhance their out-of-home reach and visibility in the community, the Downtown Missoula Boulevard Banner Program is a great opportunity. Running since 1999, this program allows non-profit organizations in Missoula to book and display their custom banners on light pole fixtures across seven zones in Downtown Missoula.

Missoula Murphy Beds

“Crafted for Your Space”



Tom Diess
Furniture Designer



Mori Furniture Designs

406.239.7502

www.morifurnituredesign.com
500 E. Spruce St. Inside Spruce Street Studio



ATHENA PHOTOGRAPHY

This is an excellent way to bring color and energy to the downtown area while giving impactful organizations extra real estate to promote the variety of events and activities they host each year. Banners can be displayed from the Hip Strip and Beartracks Bridge all the way to the XXXX's on North Higgins – with more zones to come!

Downtown Missoula Flower Basket Program

Every year, the Downtown Missoula Partnership funds the installation of flower baskets in the downtown district. These beautiful and vibrant displays are installed at the start of May and remain up through early fall, bringing life to the area; 2026 marks the 25th year that Pink Grizzly Greenhouse will provide the flower baskets, and the program will be bigger than ever with the 150 baskets now extending to the Beartracks Bridge. The baskets are carefully maintained throughout the season by the DMP's seasonal staff.

Downtown Missoula Holiday Décor

Ever noticed how magical Downtown Missoula feels during the winter months? A big part of that magic comes from the more than 250 holiday decorations installed throughout the district by the DMP. This program has been in place since 1981 and includes the installation of garland wraps, snowflakes, Christmas trees and candlesticks. Keep an eye out as the holiday décor adorns the streets from December to February.

To participate in, or support in the Downtown Missoula décor program through a donation, contact the Downtown Missoula Partnership at info@missouladowntown.com or call (406) 543-4238. More details about the Downtown Missoula Street Décor programs can be found at missouladowntown.com/street-décor/.

Experiencing DOWNTOWN

In all four seasons

Missoula is an all-seasons destination for those who want a variety of dining options, endless trails, boutique shops, art galleries, culture and more. Downtown Missoula is known for its entrepreneurial spirit with locally owned shops and dining experiences, every aspect creates a welcoming and vibrant community. From live music to dive bars, to trivia night and DIY art projects, here are some fantastic ways to spend your time in Downtown Missoula—in every season.

SPRING:

Downtown is a spirited gathering spot for locals and visitors alike, especially in the warmer months. If you're looking for your next spring outfit, check out **Mood Boutique**, **Betty's Divine**, **Cloth & Crown**, and **Olive & Iron**. Show off that new spring outfit and hit up the best patios in Missoula at **FINN**, **Cranky Sam Public House**, the **Iron Horse**, and catch stunning sunsets from the **7R Bar** at the **AC Hotel**. Dreaming about a picnic in Caras Park? Get your supplies at **Worden's Market**, **Tagliare Delicatessen**, **Market on Front**, or **Biga Pizza**. Take a stroll down Higgins

Edison Electric
406-369-2886
Electrical Solar Generators

Missoula's #1 Choice For Electrical, Solar, & Generators!
Powering Missoula For Over 25 Years!

Electrical, Solar, Generators, EV Chargers, Hot Tubs, Smart Home, Security, Lighting, Remodels, New Construction, Residential, Commercial, Service, Electrical Panels, Powerwall / Battery Backup + More!

Call or Text **(406) 369-2886**
www.EdisonElectricMontana.com

Google 650+ ★★★★★

COMMUNITY VOTES
MISSOULA 2023 PLATINUM WINNER
Electrician

MISSOULA BEST OF MISSOULA 2023



on a warm, spring day and take in all that Downtown has to offer. More options for dining and shopping can be found at missouladowntown.com.

Have the kiddos with you? Enjoy the most well-known family space at **A Carousel for Missoula** and **Dragon Hollow**. Built solely by volunteers, the Carousel features hand-carved ponies while **Dragon Hollow** offers hours of outdoor entertainment. More play-space and learning opportunities can be found at the beautiful Missoula Public Library, which houses rows of books and stunning, purposeful architecture. Families can find **Families First Learning Lab**, **SpectrUM**, and the **UM Living Lab** for learning while having fun.

SUMMER:

Summer is arguably the best time to visit Missoula. A river really does run through it, with the Clark Fork River winding its way through Downtown Missoula, providing ample opportunities for recreation, relaxing, and cooling off. Locals often pump up their flamingo

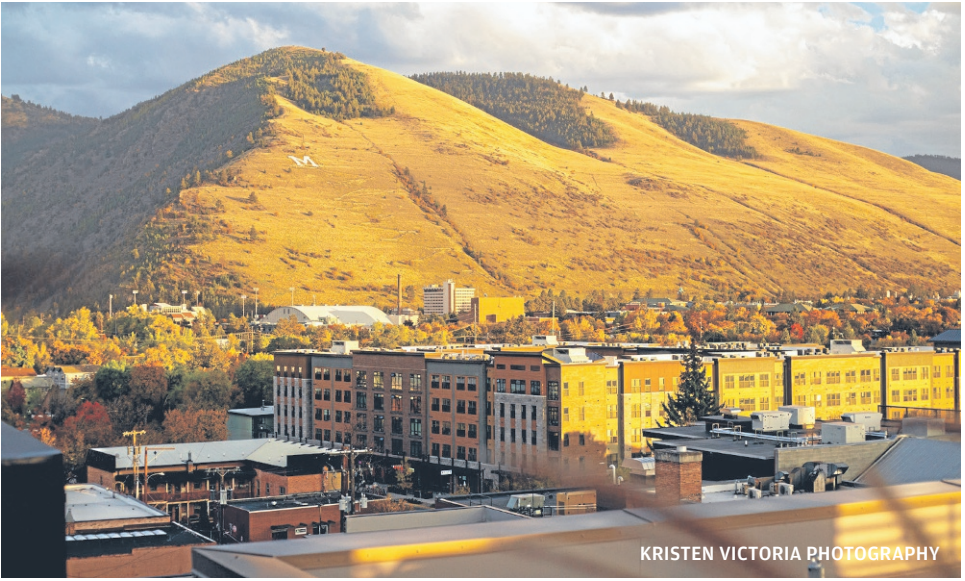
shaped innertubes and head to the river to cool off. You can find your own at **Ace Hardware** or rent one through **Clark Fork Yacht Club**. Need a safe lift upstream? Enjoy free rides from **UDASH and Mountain Line** to your river takeout spot.

If water activities aren't your thing and you're hitting the trail to see some of our area's most scenic locales, swing by **The Trail Head** for gear, **Hide & Sole** for adventure footwear, or **Runner's Edge** for trail running shoes and apparel. After you've finished all of your outdoor adventures and are looking for a great Montana gift to remind you of your time well spent in Missoula, check out **Noteworthy**, **One Eleven**, **Missoula Makers Collective**, **The Montana Scene**, and **Rockin' Rudys**.

Another beloved Missoula summer tradition is spending time at **Out to Lunch** or **Downtown ToNight** in Caras Park – where you'll find food trucks, free live music, great energy, and that unmistakable Missoula summer vibe. **Downtown ToNight** also features over 40



KRISTEN VICTORIA PHOTOGRAPHY



local makers, making it the perfect place to discover something special to take home.

Need a watermelon to enjoy at the river? If you can dream it (and it's in season) you'll find it at the **Clark Fork River Farmer's Market**. From the sweetest berries to heirloom tomatoes, the market is open weekly on Saturday's from 8am -1pm, adjacent to Caras Park.

You can also find one of Montana's oldest farmer's markets, the **Missoula Farmer's Market**, and the **Missoula's People Market** for additional goodies on your Saturday farmer's market journey. Before you purchase all the flowers and produce, maybe take a workout class at **Ritual Yoga**, **Headwaters Hot Yoga** or **Sacred Ally**.

WEDDINGS BY SARA

"My couples tell me I'm a calming presence—someone who keeps things fun, relaxed, and stress-free so you can soak up every joyful, heart-bursting moment of your day."

"I'm passionate about guiding couples through the exciting journey of planning their big day in this beautiful state. The joy and happiness I see in couples on their wedding day truly inspires me."

A few things I love:

- Coffee
- My husband, son, and mini Goldendoodle
- Tequila
- Traveling and attending concerts with my son
- Seeing the joy and relaxation in couples on their wedding day"

Phone: 406-260-0665

Instagram -
Weddingsbysaramt

photo by Alicia Magnus Photography



ATHENA PHOTOGRAPHY

FALL:

Cooler temps, changing colors, and pumpkin spice everything - what's not to love about fall? Fall is a great reminder of why we love Missoula with football games (did someone say tailgating?), haunted ghost tours, coffee shops, and more. Even if you're not a football fan, hitting a game at the **University of Montana** is something you need to put on your fall bucket list. Griz Football draws fans from across the state every fall, but sports like women's soccer, Griz and Lady Griz basketball, softball and others offer a change to see collegiate sports at its finest. Cheer on the Grizzlies, then head Downtown Missoula for some post-game indulging. If you're in need of official Griz gear, swing by **The M Store**. Can't make it to the stadium? Catch the game at **Red's Bar**, **Thomas Meagher Bar**, or **The Press Box**.

If sports aren't your thing and you'd rather learn a thing or two about Missoula, stop by the **Missoula Art Museum**, which boasts world-class exhibits and a gallery dedicated to contemporary Indigenous art. In October, the **Unseen Missoula Tours** explore the haunted side of Missoula with guided ghost tours. Find more information about the tours at missouladowntown.com/tours. Craving a pumpkin spice latte while you're strolling the museum exhibits and art galleries? Stop by **Black Coffee**, **Clyde Coffee**, **Bernice's Bakery and Basal**.

Fall is also the perfect time to reset and take care of yourself—treat yourself to a facial or spa day at **Cedar Creek Salon & Spa**, **Good Medicine Acupuncture**, **Skin Chic**, or **Gem Aesthetics and Wellness**.

WINTER:

Downtown Missoula is picturesque in the winter, with streets adorned with twinkling holiday décor and snowy sidewalks. Take advantage of the cozy weather by heading inside for an après ski cocktail at **The Merc**, **The Eddy Bar**, **Montgomery Distillery** and **Plonk**. If you're looking for that perfect date night spot and finer dining, hit up **Zoo Thai**, **1889**, **The Stables** and **Brasserie Porte Rouge**. Need something to do with the whole group? Try Trivia Night at **Cranky Sam Public House**, show your creativity at AR Workshop for DIY projects, comedy shows at the **ZACC** (Zootown Arts Community Center), or try your competitive side at the adult arcade at **GILD Brewing**.

When it comes to music, Missoula can surely compete with bigger cities, but has the benefit of venues that provide an intimate vibe. Keep the night going by enjoying live music at places like the **Union Club**, **Stave & Hoop**, **Old Post** and the **Wilma Theatre**. Once you're done dancing the night away and worked up an appetite, grab some late-night grub at **Pelz Pelmeni Dumplings** or the **Oxford Saloon**.

Winter doesn't seem to stop the heartbeat of Downtown. If you're looking for holiday spirit, December in Downtown brings you free horse-drawn carriage rides, **Holidays on Higgins** with a winter Makers Market and tree lighting (we hear Santa even makes an appearance!) and **Teddy Bear Tea Parties**. More information can be found at missouladowntown.com/events/.

There is truly something for everyone in every season in Downtown Missoula.

Host Your Next Event

AT CARAS PARK

– Missoula's Town Square

Caras Park serves as Downtown Missoula's town square and epicenter of community gatherings and culture. Nestled right along the Clark Fork River, it's central to everything in the Heart of Missoula.

Fun fact: Caras Park used to be underwater when the Clark Fork River ran right up against the Historic Wilma Theatre! It was then a non-descript parking lot starting in the late 1960s until the early 1980s when today's park started to take shape thanks to the Montana Rep Riverfront Summer Theatre. The permanent pavilion was built in 1997 and remains a prominent, visual icon of the Downtown skyline.

Today, positioned as a premier event venue with millions of dollars in upgrades in the past 25+ years, Caras Park is available to book year-round and home to events



Missoula's ORIGINAL SOCIAL NETWORK



It's Free. It's Fast. It's Fun.

It's #SoMissoula.

It's MissoulaEvents.net



like **Winter and Garden City BrewFests**, the **Missoula Marathon**, **Missoula Symphony in the Park**, and **Downtown ToNight**. The yearly events season is host to cultural experiences such as Asian, Latin, German, and Irish cultural events, six BrewFests, makers markets like **Missoula Made Fair** and the **Indigenous Made Market**, and even yoga and swing dancing on select nights throughout the summer.

Those who book Caras Park for private or public events get access to the entire space, including the iconic canopy-covered pavilion, the adjacent bandshell stage with arena-style seating, and the surrounding lawn areas. The venue also provides electricity, bathrooms, tables, chairs, facilities staff, and more, with no restrictions on food, beverage, or service vendors.

To reserve Caras Park for your next event, contact the Downtown Missoula Partnership's Operations Coordinator, Jake Treece, at info@missouladowntown.com or visit missouladowntown.com/caras-park/.



Elevating DOWNTOWN EXPERIENCE

through Partnership & Investments

Downtown Missoula keeps getting better because of both public and private investments in ensuring the community's vision – the Downtown Master Plan – comes to life. New businesses, art murals, and events keep people coming back time and time again for a unique experience in a place that truly cares about community.

Wondering what the most recent new additions are? Here's the rundown:

■ The Caras Park Pavilion and Bandstand have a new coat of paint, and the 30-year canopy on the pavilion has been replaced.

■ The Beartracks Underbridge Playground is complete! Decorative lighting was installed winter 2026, and the street skating features will be installed in June 2026.

■ The new & improved Riverfront Terrace at Brennan's Wave was completed in 2025.



Visit St. Francis Xavier!

Beautiful frescoes
illuminate the interior
of this 134 year old
church, which is
listed on the National
Historic Register.



420 West Pine Street

406.542.0321

sfxmissoula.org

■ The Downtown Riverside Art Walls (DRAW) Project will be completed in 2026 and features local Native American art wrapped around NorthWestern Energy's power substation.

■ The Bank Street Parking Structure renovations were completed, opening up 140+ parking spaces for the public's use.

■ Three new murals were completed in 2025 at **The Wren**, **Worden's Market**, and **Adventure Cycling Association**. Two more will be added in 2026.

■ The **Downtown Legacy Trail and Information Kiosks** have been completed, providing a self-guided walking tour and heritage stories from Missoula's past.

■ Twenty-two new businesses opened their doors in Downtown in 2025, and 16 more relocated to or expanded within Downtown.

■ The **Doubletree Hotel** completed a year-long major renovation, and **Bridge Pizza** on the Hip Strip also completed a renovation.

In addition to all that, the City of Missoula is close to finishing the design and deploying construction on the Downtown SAM (Safety, Access & Mobility) Project, a major transportation

transformation project that will bring significant improvements to Higgins Avenue, Main and Front streets, and the access points to the riverfront trails and parks.

■ Both public and private investments have been significant in bringing these improvements to life in the Heart of Missoula, and the **Missoula Downtown Foundation** (MDF) has played a key role in fundraising and supporting projects both large and small. Over the past 15 years, the MDF has invested more than \$3.5 million in Downtown Missoula on projects such as the Beartracks Underbridge Playspace, Caras Park improvements, the Arts & Culture Impact Grant program, Downtown Wayfinding, Downtown flower baskets, the Heritage Missoula Legacy trail, holiday décor, and more. For more information about the ways the MDF contributes to Downtown projects and programs, visit missouladowntown.com/mdf/.

Reach out to the Downtown Missoula Partnership via phone (406-543-4238) or email (info@missouladowntown.com) if you are interested in learning more about engagement, connection, and support opportunities in Downtown Missoula.

Heroes OF DOWNTOWN MISSOULA

People from everywhere often express their delight in how clean and comfortable Downtown Missoula is. Clean and safe programming is key to attraction and vibrancy, and the Downtown Clean Team and Maintenance Crew play a significant role in keeping

garbage, graffiti, ice and tripping hazards at bay!

The Downtown Clean Team spends its time diligently sweeping, weeding, and picking up garbage and organic matter throughout Downtown Missoula each week. Funded by the Downtown Business Improvement District since 2006, the

Clean Team is comprised of five adults with developmental disabilities who have regular and meaningful employment and connection to the community, thanks to the support and supervision of Opportunity Resources (ORI). Everyone in town knows the Downtown Clean Team, and some on the team have been serving Downtown for more than a decade!

ORI also provides valuable services for the Missoula Downtown Association's weekly Out to Lunch Summer Series, assisting with setup, management and cleaning of the admission-free weekly festival featuring live music and food trucks.

"Our community has such an affection for the Downtown Clean Team, and each member of the team – including our supervisor Bryce – give so much of themselves in service to ensuring people have a great experience when they are Downtown!" said Linda McCarthy, Executive Director of the Downtown Missoula Partnership.

The Downtown Maintenance Crew also plays a significant role in ensuring people have a positive and comfortable experience when visiting Downtown. Ray and Spencer empty 130 garbage and recycling cans throughout Downtown seven days a week. They pick up garbage, plow the alleys and cycle tracks, power wash sidewalks, stairways and plazas. The maintenance crew also hangs boulevard banners, holiday décor, and assist with management of the Downtown's flower baskets.

The Downtown Clean Team and Maintenance Crew are funded by the Downtown Business Improvement District through property assessments for common-area maintenance and management. Downtown's clean and safe programming elevates the experience for everyone and makes a real difference in how Missoulians and our guests support Downtown shopping, dining and events.

Welcome to Montana's cleanest and most vibrant city center!

At **Arts Missoula**, we believe that art and culture are vital to the strength and growth of our community. We are dedicated to seeing strong arts and cultural programs in our schools, to increase public and private support for local arts and cultural activities, and to connect and engage our community through these creative and educational experiences.

CONTACT US

MAILING ADDRESS

1637 S. Higgins Ave.
Missoula, MT 59801

PHONE 406.541.0860

FAX 406.541.0861



Events

IN THE HEART OF MISSOULA

If Missoula weren't called the Garden City, it would probably be called Festival City, Event City or even Music City based upon all the different festivals and events that take place throughout the year. Much of that can be attributed to the vibrant arts and cultural amenities; or to the University of Montana's art, music and performing arts schools; or to those who make amazing things to sell, such as clothing, furniture, jewelry and more. If you're looking for authentic Missoula experiences, we recommend hitting up some of these fantastic events.

SATURDAY MARKETS

Missoula Farmers Market: May-October

The oldest market in Montana. Located on North Higgins by Downtown's iconic red XXXXs. Also adds a Tuesday evening market in the same location June-September.

Clark Fork River Market: May-October

Located next to Caras Park and offers a large selection of goods in addition to food trucks.

Missoula's People Market: June-September

Perfect location to find unique handmade crafts and art. Located on W. Pine.

HALLMARK DOWNTOWN COMMUNITY EVENTS

First Fridays: First Friday of Every Month

Downtown comes alive with new art shows at galleries and local businesses every month.



**Big Sky Documentary Film Festival:
Third Week in February**

Growing in prestige, Big Sky Doc (as the locals call it) features documentaries from around the globe and features films that have the power to transform our world.

Winter BrewFest: Last Saturday in February

Shake off the winter blues and enjoy Montana-only brews at one of the only outside, winter brewfests in the state. Free to attend, pay to taste brews. Located in Caras Park.

**International Wildlife Film Festival:
Late April**

Kicking off with the community favorite Wild-Walk Parade and WildFest, this film festival helps to advance awareness, knowledge and understanding of our natural world through film. Located at the Roxy Theater.

Garden City BrewFest: First Saturday in May

As Montana's original BrewFest, attendees

experience over 50 craft beers and ciders in addition to wine, local food trucks, and live music. Free to attend, pay to taste brews. Located in Caras Park.

**Out to Lunch: Wednesdays (11am-2pm)
June-August**

Features live music, local food trucks, and activities for kids. Montana's longest-running food and music festival. Free Admission. Located in Caras Park.

**Downtown ToNight: Thursdays (5-9pm)
June-August**

Sibling event to Out to Lunch that features live music, local food trucks, kids' activities, a makers market, and a bar that features crafts beers and cocktails. Free Admission. Located in Caras Park.

Missoula Pride: Third weekend in June

LGBTQIA+ Pride celebration for Missoula and greater Western Montana region. Pride events happen throughout the month of June as well.

THERE'S ALWAYS SOMETHING
GOOD HERE

Deli & Café • Bakery • Produce • Bulk
Meat & Seafood • Cheese Corner
Beer & Wine • Health & Beauty
Supplements • Housewares
Gifts • Floral



goodfoodstore.com
1600 S. 3rd St. West
406.541.3663



Missoula Marathon: Last weekend in June

Considered one of the best Marathons/ Half-Marathons in the country, the Missoula Marathon offers three days of activities and the most scenic route runners will ever experience.

Symphony in the Park: Second Sunday in August

As a free community experience of classical music, Caras Park fills up with the sounds of everything from Johann Sebastian Bach to John Williams.

River City Roots Festival: Late August

Missoula’s Signature Celebration of the city’s rich culture and community with two days of live music, local food trucks, an art show, family activities, 4-mile Run, and a beverage garden. Free admission. Located on W. Main.

Holidays on Higgins: First Saturday in December

The holiday spirit comes alive with holiday-themed family activities throughout the day and Santa’s arrival in Downtown. The day ends with a Holiday Stroll with floats parked along Higgins Avenue for families and friends to enjoy and interact with as well as a Holiday Village filled with makers and artists for a unique shopping experience.



Other noteworthy events

Downtown Dine Local Week (January)

Missoula MADE Fair (June)

UM Homecoming Parade (October)

GermanFest (October)

Indigenous People’s Day Powwow (October)

Small Business Saturday (Saturday after Thanksgiving)

Missoula on Main (New Year’s Eve)

These are just a few of the community events held in Downtown throughout the year. Visit missouladowntown.com or missoulaevents.net for information on additional events.

Downtown Foodie

EXPERIENCES:

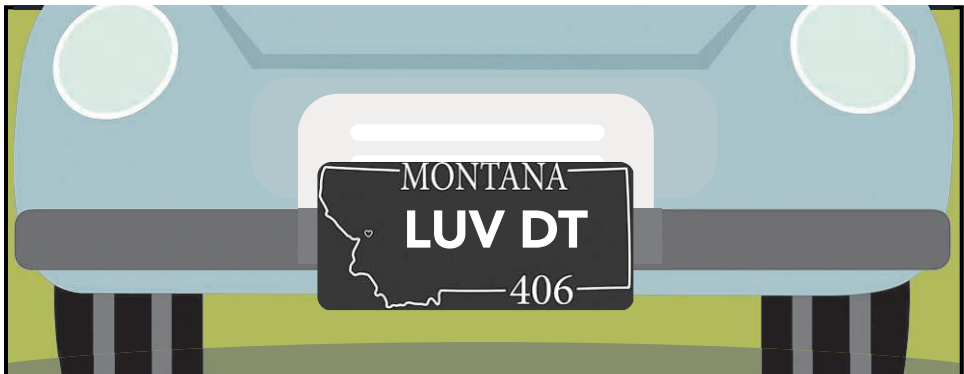
High-End to Hidden Haunts

Welcome, fellow food enthusiasts, to a journey through the heart of Missoula. Nestled amidst the stunning backdrop of Montana's natural beauty lies a vibrant culinary scene that beckons both locals and visitors alike. Join us as we explore the array of dining experiences that Downtown Missoula has to offer, from upscale eateries to cozy hidden gems.

Upscale Eateries:


Downtown Missoula boasts an impressive lineup of upscale eateries, each offering a distinct culinary experience that delights the senses. As the only dining location that is right on the Clark Fork River, **FINN** features sweeping views of both the water and mountains alongside their surf and turf fare that has a contemporary twist. **Brasserie Porte Rouge** stands out as a culinary gem with its chef earning a

coveted James Beard nomination, promising an exquisite French dining experience. For those seeking an elegant ambiance paired with an extensive wine selection, **Florabella** is an Italian wine lover's paradise, while **Plonk** features a tin ceiling, velvet chairs, and finely crafted cocktails and food, perfect for date-night vibes. Finally, **The Stables** is found in one of, if not the oldest, buildings in Downtown. The stone walls and timber framing speaks to



**FOR THE LOVE OF
THE HEART OF MISSOULA**

**\$25 from each
'406' license plate supports
Downtown
projects & programs**



Info about the MDF available at missouladowntown.com/mdf



ATHENA PHOTOGRAPHY

Missoula's history while the food speaks to modern culinary innovation.

Off the “Eaten” Path:

In the streets and alleys of Downtown Missoula lie hidden culinary treasures and experiences beyond the traditional upscale dining scene. Dive into **Flippers**, a beloved local dive bar with the best cheeseburgers and tater tots, where you might find a local enjoying a cold beverage and a game of Pinball. Craving some fire? Look no further than **M-80 Chicken**, where hot chicken sandwiches and french fries are devoured by all those looking for adventure. Starting out as food truck, which they still operate, M-80 now boasts a brick-and-mortar location, which showcases the entrepreneurial spirit Missoula is known for. If you're looking for the taste of foreign flavors, **Bayern Brewing** has the **Edelweiss Café** who offers the only place you can find authentic schnitzel in town while **Masala** offers Indian food made with local Montana ingredients.

A unique addition to Downtown is **Gary's Local**, a food truck parked in the front yard of a home on the corner of E. Front and Clay St. Grab your \$6.00 burger and then bop next door to **The Dram Shop** to wash it down with a craft beer. And finally, if you're looking for speak-easy vibes, wander your way down to **The Grotto**. You'll sit within the dimly lit space curious about its pre-1900 history – oh if only these walls could talk.

The Something in Between:

For those seeking a dining experience that falls somewhere between upscale and off-the-beaten path charm, Downtown

Missoula really does have it all. Located in a building that once housed a theater, **GILD** has quintessential Missoula vibes alongside craft beers and some of the best tacos in town. GILD also boasts a basement arcade for post food and drink fun. Looking for a sandwich to take on your outdoor adventure? **Calypso Sandwich Shop** is the perfect option with fresh ingredients locally-sourced. You can smell **Notorious P.I.G.** before you even get there. Starting at 4am, their smokers slowly cook their bbq to delicious, mouth-watering perfection every day. And if you're looking to grab a casual bite to eat and cheer for your favorite teams on big-screen TVs, **The Press Box**, **Tamarack Brewing**, **Thomas Meagher Bar**, and **The Iron Horse** have you covered.

Coffee & Croissants:

Downtown Missoula beckons early risers with an array of breakfast offerings that cater to every palate and preference. Begin your day at **Market on Front**, where the scent of freshly brewed coffee mingles with the aroma of sizzling bacon, inviting patrons to indulge in their world-famous breakfast burritos. For a contemporary twist on the



morning meal, **Basal** offers a sophisticated spread of breakfast bowls, healthy smoothies, oatmeal with fruit, and more. Meanwhile, **Bernice's Bakery** tempts with its irresistible selection of freshly baked muffins, croissants, and cinnamon rolls, each lovingly crafted with locally sourced ingredients and a dash of nostalgia. And for health-conscious diners, **Green Source** promises a guilt-free breakfast experience with their vibrant smoothie bowls bursting with fresh fruit and nutrient-rich superfoods. If you're fueling up for a busy day ahead or savoring a leisurely morning ritual, Downtown Missoula's breakfast scene offers something to satisfy every craving and set the tone for a good day.

Need a mid-afternoon break? Coffee is an entire love language in Missoula, so Downtown is full of cozy spots for a little pick-me-up. **Clyde Coffee** has two convenient locations: one at the must-see, internationally recognized Missoula Public Library and their other is down on the Hip Strip. Want a relaxing and leisurely afternoon stop? **The Historic Florence** now boasts the **Cocktails & Coffee** bar. Sit among the restored Art Moderne décor on plush couches and chairs. **Butterfly Herbs**



secretly houses a coffee bar in the back of the store, so don't get too distracted by the wall of spices and herbs before you grab a cup to go. Or if you're in the mood, be sure to grab one of their creamy milkshakes.

Whether you're looking for a lavish evening of fine dining, or a casual meal off the "eaten" path, Downtown Missoula has something to satisfy every palate. So, gather your friends and prepare to indulge in the flavors of this vibrant culinary landscape. Need more inspiration on where to indulge in the best eats and drinks in Downtown Missoula? Visit www.missouladowntown.com/categories/dine/. Happy eating!

PUBLIC EVENTS | FESTIVALS | CONCERTS | PRIVATE PARTIES | WEDDINGS

TRAILWEST BANK



WESTERN MONTANA'S COMMUNITY BANK

LOCAL OWNERSHIP. LOCAL STAFF. LOCAL DECISIONS



LIFE HAPPENS 7 DAYS A WEEK, SO DOES YOUR BANKING. LIVE! VIDEO BANKING
CONNECTS YOU WITH REAL TRAILWEST EXPERTS 363 DAYS A YEAR.

WWW.TRAILWEST.BANK

Member
FDIC

FROM OUR PASTURES TO YOUR PLATE

Double K Ranch



Premium grass-fed & finished Angus beef and Berkshire heritage pork.

Pasture-raised. Never confined.

Processed right here on the ranch for unmatched quality and transparency.

Double K Ranch Deli



Fresh meats, sausages, old-world salami, smoked specialties & more

Burgers, sandwiches, beer & wine in our dining room

Open 7 days a week • (406) 493-0306

Double K Ranch Bar

Opening June 2026



Full bar • Cocktails • Beer • Wine

Smash burgers & Neapolitan pizza

Upscale western atmosphere with handcrafted details

(406) 493-0126



GRAND OPENING JULY 17, 2026

A new national museum
sharing the story of America's
public lands and the people
who care for them.

Presented
by



**OPEN DAILY
10AM - 4PM**



The National Conservation Legacy Center 6305
US Highway 10, Missoula, Montana