

DOWNTOWN MISSOULA

SUMMER 2025



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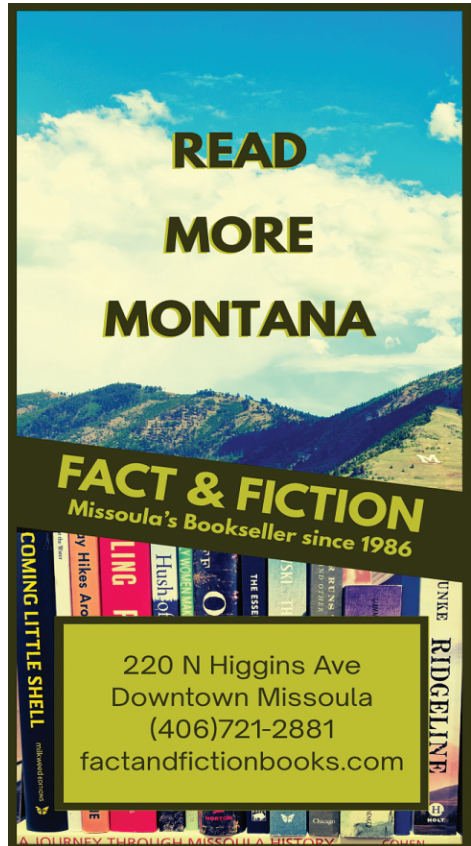






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Celebrating 50 Years of Downtown Leadership & Advocacy

1 975 was a remarkable year in America. It was the end of the Vietnam War, the beginning of Saturday Night Live, and the start of something special in the Heart of Missoula. With plans gearing up for a modern shopping mall in Missoula, the Downtown merchants decided to create their own non-profit association to provide support, advocacy, and cooperative marketing for the city-center businesses. When Southgate Mall opened in 1978, Downtown became a ghost town with local and national merchants and others moving from Downtown to the new shopping center.

The Missoula Redevelopment Agency was created in 1978 to help revitalize and improve the economic vitality of Downtown Missoula. Together the Missoula Downtown Association (MDA) and the MRA built a city-center park on the Clark Fork River and invested in flower baskets and holiday décor over the first 10 years. Parking structures, street trees, façade improvements, and code compliance projects happened all over Downtown. In partnership with MRA and Missoula Parks & Rec, the MDA developed the Out to Lunch Summer Series in 1986, and built the permanent Caras Park Pavilion in 1997.

Since then, the MDA created the Downtown Business Improvement District in 2005 and the Missoula Downtown Foundation in 2010. Bringing those three organizations together under one umbrella, the Downtown Missoula Partnership came to life in 2014. During that same time, the Downtown organization did the first Downtown Master Plan in 2008-09 and the second in 2018-19. Over the last 15 years, the work of the Downtown organization has attracted more than \$800 million-dollars of investment in Downtown, grown the MDA membership to 550 businesses, and invested almost \$4 million dollars into Caras Park.

Programs such as the Downtown Clean Team, Downtown policing, business development, community festivals, the Downtown Gift Card program, maintenance, décor expansion, and the Arts & Culture impact grants have come to life under the leadership of the Downtown Missoula Partnership. A clean, safe, vibrant, beautiful and thriving Downtown keeps people coming back to Downtown for new experiences and adventures.

In celebration of the 50th Anniversary of the Missoula Downtown Association, the staff and board members have mapped out a year of festivities, art, fundraisers and fun from and for the Downtown Missoula community. Summer festivals and markets, special events and promotions remind us how fortunate we are to live in a great city with a thriving Downtown.

Most long-standing Missoulians agree: 50 years of Downtown leadership and advocacy have made a real difference in making Downtown Missoula the best city-center in the region. There is so much to see, do and experience with both daytime and nighttime experiences that are good for the whole family. To learn more about what's happening in Downtown Missoula, visit www.missouladowntown.com.

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 helps folks commute to work, get to school, run errands, and stay mobile — all for free. Bonus: all Mountain Line buses are equipped with bike racks, making it easy to combine biking and busing! Visit mountainline.com for schedules and route info.

UDASH: Operated by the University of Montana, UDASH shuttles are free for everyone — not just students! It's a great option if you're coming from campus or the University District. 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 helps residents and visitors utilize transportation options in and around the City of Missoula. MIM 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.

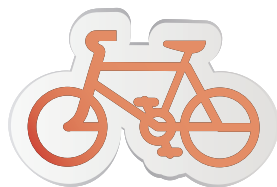
Guaranteed Ride Home: Commute sustainably without the worry — if something unexpected pops up, you're covered for up to 12 free rides home a year.

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

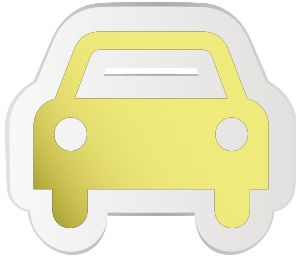


**PARKING IN DOWNTOWN
MISSOULA**



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.



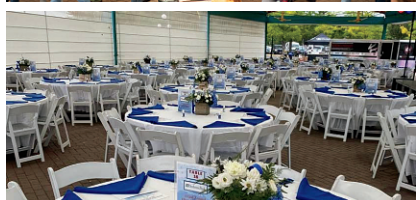
On-Street & Surface Lot Parking: Use the Passport Parking App to pay easily on your phone. (Don't want to download? Pay at any yellow “Pay Parking Here” kiosk.)

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 5 PM (6 PM 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 too!



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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!
Use Zone 4062 in the Passport App.

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.



Missoula's ORIGINAL SOCIAL NETWORK



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

It's #SoMissoula.

It's MissoulaEvents.net

Exploring MISSOULA'S PAST:

History Comes Alive Downtown

Downtown Missoula has long been the heart of the city's vibrant history, and it continues to honor that legacy through placemaking, wayfinding, and storytelling. Thanks to the Downtown Missoula Partnership and its collaborators, history is now more accessible than ever through the new Downtown Legacy Trail Kiosks and the returning Unseen Missoula Historical Walking Tours.

As part of the Missoula Comprehensive Wayfinding Plan adopted in 2013, Downtown Missoula recently completed the installation of six additional wayfinding kiosks, bringing the total to ten throughout the city center. Each kiosk offers a window into the past: one side features rich historical storytelling, while the other provides a detailed map to guide exploration. The kiosks highlight the diverse layers of Missoula's history — from Indigenous gathering places to the arrival of the automobile — and were thoughtfully curated by Historical Research Associates and designed by Art and Image Design. Completed in March 2025, the Downtown Legacy Trail provides a self-guided journey through time, celebrating the people, places, and pivotal moments that shaped Missoula.

If you want to further connect to the community and its history, Unseen Missoula's guided walking tours offer an even deeper dive into the city's colorful and sometimes surprising past. Now in its eighth season, Unseen Missoula presents five dynamic tours: Basements & Back Alleys, Hotels & Hooligans, Carnal Enterprises, Lower Rattlesnake & Greenough Park, and the seasonal Screams & Spirits. Each tour uncovers a different side of Missoula's heritage — from the



evolution of the economy in the early 1900s and the bustle of the railroad boom to the natural beauty and cultural history of historic Missoula.

Together, the Downtown Legacy Trail and Unseen Missoula tours offer meaningful ways to connect with the city's past and learn more about the Missoula community. Whether exploring the kiosks at your own pace or joining a guided tour, Downtown Missoula invites residents and visitors alike to step back in time, learn something new, and connect with the stories that continue to define the community.

To learn more about the Downtown Legacy Trail and Unseen Missoula, visit www.missouladowntown.com.

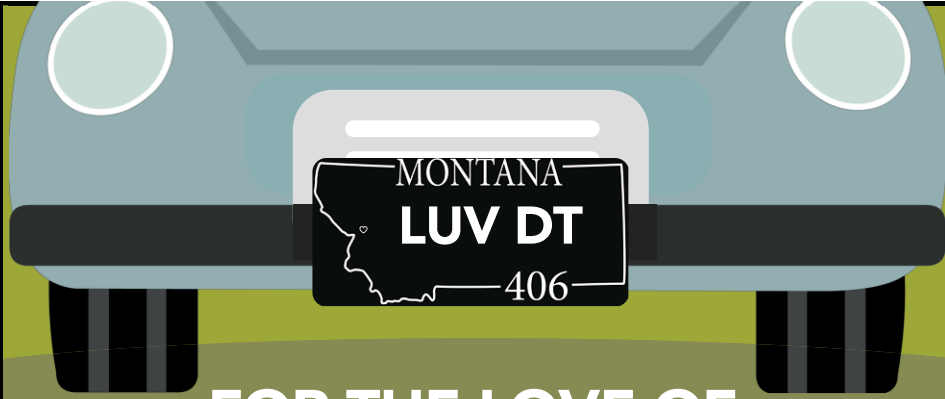
Galleries & MARKETS & MURALS, OH MY!

Missoula is Montana's most culturally-diverse city, and Downtown Missoula offers many incredible opportunities to immerse yourself in arts and culture.

Start with the art galleries and museums. The **Missoula Art Museum (MAM)** and the **Zootown Arts Community Center (ZACC)** and the Montana Museum of Arts and Culture (MMAC) and bold name of the museum are must-visits! Extending from

the museums, stroll into **Radius Gallery**, **Dana Gallery**, **4 Ravens Gallery** and the **Artist's Shop** to explore more art on display. While at Radius Gallery, don't miss out on the rotating mural project in the alleyway titled **ALLEZ!** End the stroll on Front Street at the **Missoula Makers Collective**; an ideal gift hunting spot to show appreciation for those right brained people in your life.

The Missoula MADE Fair (June 22, 2025) and **River City Roots Fest** (Aug.



**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



22-23, 2025) are great art festivals that showcase artists from across the state. If you are in town on any given Saturday morning during the warmer months, enjoy the **Missoula People's Market**, for another opportunity to shop locally-made art. The **Makers Market at Downtown ToNight**, every Thursday June, July and August in Caras Park from 5:00-9:00pm, provides a midweek opportunity to interact with Missoula's artisans and their work.

Downtown Missoula is filled with an abundance of performing arts opportunities. Street buskers, festivals in Caras Park, the **Westside Theater**, **Missoula Children's Theatre**, the **Wilma**, and so many others offer ample opportunities for live entertainment.

Another form of live entertainment is making your own artwork. **The Clay**

Studio, the ZACC, **Frame of Mind**, and **Bathing Beauties Beads** offer hands-on opportunities to create art you can take home with you.

Downtown Missoula is also robust with public art featuring more than 30 installations, including murals, sculptures, and indoor art. You can see them all on your own time via the self-guided Public Art Walking Tour located in the *Guide to Downtown Missoula*. Pick up a free copy at the Downtown Missoula Partnership Office (218 E. Main) for the route and descriptions. The newest additions include the *Greetings from Missoula* mural at the Ryman Street entrance to Caras Park, *Free Flow* on the backside of the downtown headquarters at 218 E Main and the *Dorothy Dragon* at 131 W Alder Street. Additionally, nearly every traffic signal box in Downtown is covered



with art by local artists.

First Friday Gallery Night – held on the first Friday of every month from 5-8pm – is a great way to immerse yourself in the Downtown arts scene as well. Many businesses – including retail stores, bars and restaurants, real estate, and non-profit offices – feature art and artists for the public’s enjoyment.

One of the reasons Missoula is such a great destination for those who love art is the well-renowned **University of Montana College of Arts & Media**, which

offers education degrees in filmmaking, ceramics, photography, digital arts, painting and drawing, sculpture, printmaking, art history, art education, and more. Artists and artwork contribute significantly to the vibrant arts & culture scene in Missoula.

For more information on arts & culture in Missoula, visit **Arts Missoula** (www.artsmissoula.org) or the Downtown Missoula Partnership (www.missouladowntown.com) websites. Immerse yourself in Montana’s most artistic and culturally-diverse community!

THERE’S ALWAYS SOMETHING
GOOD HERE.

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Meat & Seafood • Cheese Corner
Beer & Wine • Health & Beauty
Supplements • Housewares
Gifts • Floral



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

Making LOCAL CHOICES:

Seven Ways To Put Your Money Where Your Heart Is

Downtown is the heart of the city, and the place where the Missoula community comes together to connect with friends and family. Missoulians have always shared their love for Downtown in big and small ways. Supporting Downtown Missoula is easy! Here are seven ways to support what you love:

SHOP SMALL

Downtown Missoula boasts over 100 locally-owned retailers to fill all of your shopping needs. Supporting locally-owned small shops and boutiques year-round means your money stays in our local economy. For every dollar you spend at a small business, 67 cents remains in the local community, and a majority of that (44 cents) goes to the small business owner and the wages and benefits of their employees.

DINE LOCAL

Food connects us all and Downtown's 100+ cafes and dining locations have tasty eats to fit every palette. Many restaurants source their ingredients locally, which further helps support the local economy and gives you food you can feel good about. Take a break from your kitchen and let Downtown's talented chefs treat you to something delicious.

ATTEND EVENTS

Events found in Downtown are not only ways to connect with the community, many are also fundraisers for local organizations. By attending events, you are supporting their ability to support our community. Some events, such as the Missoula MADE Fair or Saturday markets, directly support local artisans, farmers, ranchers or small businesses. Keep tabs on what events are happening

by visiting [**missoulaevents.net**](https://missoulaevents.net) or [**missouladowntown.com**](https://missouladowntown.com).

DONATE TO LOCAL NONPROFITS

Missoula is a place full of folks who care, and that's evident by the hundreds of non-profit organizations found throughout the city. Supporting Missoula non-profits means they will be able to support our community in a myriad of ways now and for future generations. Did you know you could support Downtown through a donation? Consider a gift to Missoula Downtown Foundation, which fundraises for things such as Caras Park improvements, flower baskets, holiday décor, and more. Learn more at [**missouladowntown.com/missoula-downtown-foundation**](https://missouladowntown.com/missoula-downtown-foundation).

BUY DOWNTOWN GIFT CARDS

Accepted at over 200 locations, Downtown Gift Cards are the perfect way to allow someone to choose their gift and support local businesses at the same time. In 2024, over \$520,000 in Downtown gift cards were sold. Imagine the positive impact if at least half of those funds were redeemed? Downtown gift cards can be purchased at the Downtown Missoula Partnership (218 E. Main), the PaddleHeads Post (140 N. Higgins), or you can order Gift Cards online at [**missouladowntown.com/downtown-Gift-Card**](https://missouladowntown.com/downtown-Gift-Card).



Visit St. Francis Xavier!
 Beautiful frescoes
 illuminate the interior
 of this 133 year old
 church, which is
 listed on the National
 Historic Register.



420 West Pine Street

406.542.0321

sfxmissoula.org



TELL YOUR FRIENDS

Share your experiences and promote your favorite businesses through referrals. Inspire your family and friends to check out your favorite locations, old and new. Share posts on social media. Give them a like. Tag your friends. Send links. You never know when you will create a new customer for a business.

GO ON AN UNSEEN MISSOULA TOUR

Missoula has an abundance of history,

most of which modern day Missoulians know little about. By taking a tour, you will grow an even greater appreciation and connection with our Downtown community. While you're walking around, get inspired to come back and check out businesses you may not have ever noticed. You never know what you will discover.

For more inspiration on ways to support local businesses, visit the Downtown Missoula Partnership in person (218 E. Main) or online (missouladowntown.com).



Beartracks Underbridge TRANSFORMATION

From Gray to Great

What was once a dreary and overlooked parking lot beneath the Beartracks Bridge has undergone a remarkable transformation over the past two years, evolving into a vibrant, colorful community space filled with energy, activity, and creativity for all Missoulians and visitors alike to enjoy.

Today, the Beartracks Underbridge Playspace has a variety of improvements that invite people of all ages to gather, play, and connect. So far, the area has a basketball hoop, five picnic tables, two bike racks, two table tennis setups, and two sets of cornhole boards. Beyond these amenities, the asphalt itself has been turned into a playspace, featuring brightly painted four-square courts, hopscotch areas, and other vibrant designs that encourage spontaneous play and joy.

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





Adding to the space's lively atmosphere, local artist Ann Karp of Sideways Gaze has completely transformed the visual character of the Underbridge. Her bold, eye-catching artwork brings life to the ground and bridge pillars, turning concrete and asphalt into a dynamic canvas that reflects the spirit of community and creativity. Not even the dumpsters were left behind — Karp reimagined these everyday objects as colorful works of art, further contributing to the playful, welcoming environment.

This space was designed for the entire Missoula community and visitors to use and enjoy, and there are even bigger dreams on the horizon. In partnership with Missoula Parks and Recreation, plans are underway to continue evolving the Beartracks Underbridge Playspace. Upcoming improvements include enhanced and colored lighting to make the space even more inviting during evening hours, as



well as the expansion of the remaining two bays. Future additions could include new skate features and a possible climbing wall, further diversifying the types of activities available.

Today, when you walk by the once-empty parking lot, you're likely to see families shooting hoops, kids playing four square, or community members enjoying a casual game of table tennis. The enhanced lighting will play a key role in the future of the space, allowing activities to continue even after the sun sets and creating a safe, welcoming environment for evening play and gatherings. With every new addition, the Beartracks Underbridge continues to evolve into a true hub of connection, creativity, and community spirit in Downtown Missoula.

More information can be found at missouladowntown.com.

Downtown MISSOULA'S SPECIAL Underground Places

Downtown Missoula is full of interesting places and spaces that speak to the community history and where we are as a community today. We don't always think about basement businesses when we're out and about, but Downtown Missoula has nearly a dozen destinations under the sidewalks and streets that can make your night out just a little more interesting. Some are open to the public, some are for private events, but all of them bring a new and collective underground experience to Downtown Missoula. ➤



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**SUNDAE!
SUNDAE!
SUNDAE!**



**OPEN EVERY DAY
11AM - 11PM
5TH & HIGGINS**

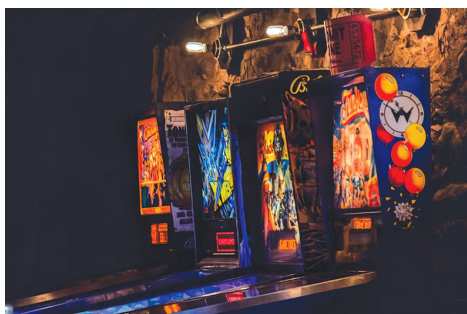


CIAO MAMBO CELLAR

The ceilings are low, the wooden walls and flooring are beautiful, and the bench seating sets the perfect environment for groups from 20-50 in the Cellar at Ciao Mambo (541 S. Higgins). With traditional Italian food along with wine and beer, the Ciao Mambo Cellar is a great place for special events and private reservations. ciaomambo.com.

DEPOT WINE ROOM

The Depot Restaurant (201 Railroad St) hosts private events in the Wine Room, a small and intimate space for parties up to 12 people. The Wine Room has been a destination for intimate settings for over 40 years. Reservations are to be made via phone at 406-728-7007. depotmissoula.com.



GILD BREWING ARCADE

The most playful basement for kids

and adults can be found at the The GILD Arcade (515 S. Higgins) on the Hip Strip. A cozy bar filled with classic pinball games and arcade cabinets along old river rock walls and brick floors, the Arcade is a popular place for both private events and the general public. The Arcade is open Thursdays-Sundays during late afternoons and evenings. gildbrewing.com/news-item/arcade

THE GROTTTO

Downtown Missoula's newest basement venue is The Grotto (103 W. Spruce), located in the basement underneath the Old Post Pub. With historical brick and stucco walls and arched doorways, The Grotto is a creative space for exploring eclectic cocktails and rotating global bites. Operated by the Old Post family, The Grotto is open Tues-Thurs 5-11pm, Fri-Sat 5pm-midnight. grottobarmissoula.com

DOUBLE FRONT CHICKEN

Known for its long history and famous fried chicken, Double Front Café & Bar (122 W. Alder) has been around for 60+ years! With no alley or back door, the bar has two front doors and a basement bar open to the public. Double Front is open seven days a week, but closing time is 9:30pm. doublefrontcafe.com

MONK'S BAR

Since the 1960s, Monk's has served as a staple of Missoula's counter culture with a full-service bar and music venue located in the basement underneath the Import Market at 221 Ryman Street. With stunning brick arched doorways, an original rock bar, and modern lighting, Monk's Bar offers live music on a regular basis. The space can also be reserved for private events. Monk's Bar has limited hours: Fri & Sat 8pm-2am. monksbarmt.com





PLONK WINE CELLAR

The Wine Cellar at Plonk (322 N. Higgins) is whatever you want it to be: a place where six people can dine in total luxury, a backdrop for a small, relaxed dinner with friends and family, or a venue to host a customized event accompanied by a four- to seven-course wine tasting and dinner. Perfect for customized events of 6 to 24 people, you can reserve the space online at plonkwine.com

THREE IN THE SIDE

Open to the public from 5pm-2am seven days a week, Three in the Side is Downtown's pool and billiard hall in the basement of the Historic Palace Hotel (147 W. Broadway). Operated by PRAHA – which also owns the Badlander and the Golden Rose, it's a great place for pool lovers.



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STAVE & HOOP

Missoula's first modern speakeasy, Steve & Hoop opened in the midst of the pandemic and came out as one of Downtown's favorite destinations. Located underneath Pangea Restaurant (223 N. Higgins), Stave & Hoop is only accessible from the alley's wooden door and a long set of stairs. The bar serves beer, wine, cocktails and Montana-stay comfort food and is open Mon-Thurs 4-11pm and Fri-Sat 4pm-midnight with open seating only. staveandhoop.com

THE BARREL ROOM

The Barrel Room is an 800-square-foot event space underneath Pangea Restaurant (223 N. Higgins). Original 1900's arched brick and stone walls blackened from a 1925 fire mingle with contemporary lighting & furniture to make it a one-of-a-kind space for anything from wine tastings to private dinners to business lunches. The space seats up to 25 people comfortably and is by reservation only. mtpangea.com/the-barrel-room

STUDIO SWEAT WEIGHT ROOM

A boutique fitness business in the Heart of Missoula, Studio Sweat (113 W. Broadway) operates a cycling gym on the first floor and a basement weight room accessible from the same alley as Stave & Hoop. With a variety of exercise opportunities, you can sign up for classes, drop in, or simply shop. Classes are on the website at sweatmsla.com, and all are welcome.

HAMMOND ARCADE BASEMENT VENUE

The Hammond Arcade Building, located at the corner of Higgins and Front, is home to a multitude of businesses and will be welcoming a new food & beverage concept in the coming years. On the National Register of Historic Buildings, the Hammond Arcade uses the basement space for special events and Unseen Missoula Historic Walking Tours. Contact Access Property Management at accessmissoula.com to reserve the space for your special event.



Cheers to 30 Years

A CAROUSEL FOR MISSOULA

Where Happiness Comes Full Circle

A Carousel for Missoula, built to provide the community of Missoula a new option for good old-fashioned fun, stands as a testament to community spirit and craftsmanship as one of the first fully hand-carved carousels built in the United States following the Great Depression.

The idea for Missoula's Carousel originated in 1988

with Missoula cabinetmaker Chuck Kaparich who sought to purchase a carousel horse. Carousel expert Frederick Fried challenged Chuck to carve his own. Completing not only one but four unique wooden horses prompted Kaparich to embark on the dream of creating an entire carousel for Missoula.

The dream spark caught fire and the Carousel's construction soon became a community endeavor. Over 100,000 volunteer hours were lovingly contributed to carving, sanding, and painting the 38 original horses and two chariots. Families, businesses, and individuals contributed funding to adopt and design a carousel horse. Notably, four horses were funded by local school children who collected more than one million pennies.

Each horse was carved from basswood in multiple pieces and assembled with

care. The Carousel carvers, known as the Pony Keepers, have continued to carve and create new horses for three decades. Some are created for other carousels around the country, while some go to private organizations or homes. Community members wishing to learn the art of woodcarving, or just to watch the amazing process of turning a block of wood into a

magical creature are always welcome to join the Pony Keepers on Tuesday evenings at the Carousel.

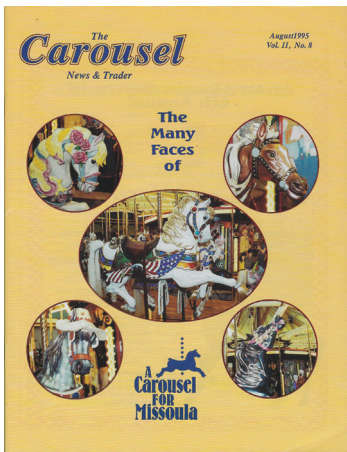
The Carousel also features a hand-carved dragon named Lucky Red Ringer, which dispenses rings for riders to grab—a nod to traditional carousel games. Additionally, a

custom-built band organ, with over 400 hand-made wooden pipes and the sound capacity of 23 different instruments, provides lively carousel music enhancing the nostalgic atmosphere.

A Carousel for Missoula officially opened on May 27, 1995, in Caras Park. Since then, it has delighted countless visitors from around the world and stands as a symbol of what a community can achieve together.

Thirty years later, A Carousel for Missoula continues to represent the spirit and pride of Missoula through ongoing community support. This support plays a crucial role in







allowing the Carousel to remain open year-round and to continue to offer low priced rides in order to be accessible to all.

As well as being a perfect venue for simple old-fashioned fun, the Carousel is a great place to hold a birthday party, company gathering or any special event. The Carousel isn't just for kids. Missoula's carousel is proud to be the fastest carousel in the west with its outside horses running at nearly 8 mph. Everyone is invited to come Ride the Dream!

In celebration of thirty years of generating

smiles, A Carousel for Missoula will be hosting a fundraising gala on the evening of Friday, August 22, 2025 at Bretz RV & Marine as well as a community celebration on Saturday, August 23, 2025 at the Carousel in Caras Park. Everyone is invited to join in sharing Carousel memories and in helping to keep our Carousel spinning long into the future for many generations to enjoy. Additional information can be found at www.carouselformissoula.com or via email at mslacarousel@gmail.com.



The crowd was estimated to be as high as 10,000 persons as enthusiasm ran rampant on this community event.

The Canopy THAT CONNECTS US ALL

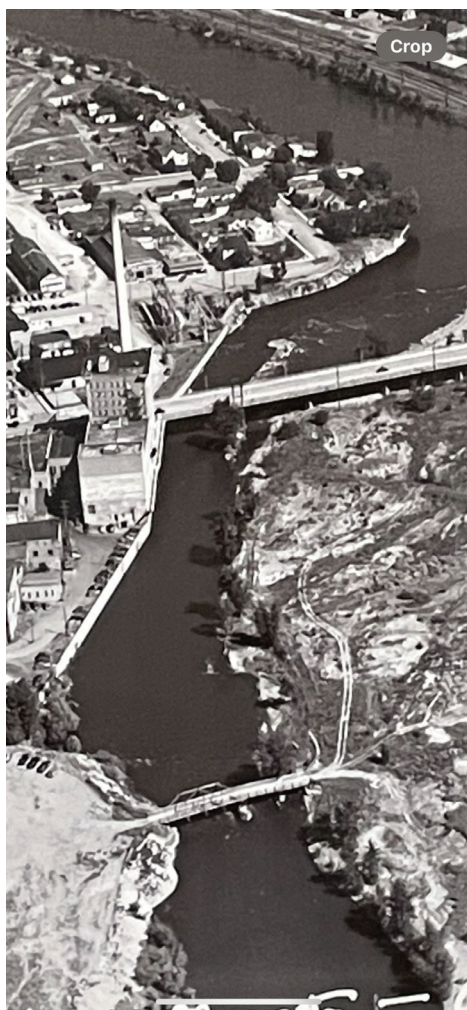
The Caras Park Canopy Project

The Downtown Missoula Partnership (DMP) cultivates a thriving urban center with Caras Park at the heart of it all.

As a landmark of Downtown Missoula, Caras Park has been central to Missoula's outdoor gatherings for close to 40 years. Since 1997, Caras Park has hosted an average of 500,000+ annual visitors for nearly 100 Pavilion events yearly, 26 weeks of Saturday markets, and visits to A Carousel for Missoula, Dragon's Hollow, and Brennan's Wave. Caras Park is clearly a vital economic driver for the Missoula community. It is a major asset and attraction for all who visit Missoula from across the country and around the globe. It hasn't, however, always been that way.

Caras Park was underwater until the river levee was built in the late 1960s. The park began to take shape in the early 1980s, and the weekly Wednesday Out to Lunch Summer Series was launched in 1986. Following two temporary tents, the permanent pavilion was built in 1997, thanks to a great partnership with and the City of Missoula.

The Missoula Downtown Association, partner organization of the DMP, contracts with the City of Missoula to manage, maintain, and enhance Caras Park, the city's most treasured Downtown park. After nearly three decades of use, the Caras Park Pavilion needs renewal to continue serving our community. At 28 years old, well beyond its 15-year lifespan, the canopy shows signs of wear. Fabricon, a local Missoula company, conducted a comprehensive inspection of the Caras Park



canopy in 2024. Findings indicate the Caras Park canopy membrane and cable system shows signs of aging and deterioration, particularly along the south-facing side



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and peak areas. Notable concerns include splitting at three seam junctures and widespread crazing of the Tedlar coating. These factors highlight the necessity for replacement.

The Missoula Downtown Foundation is currently focused on securing funds for the Caras Park Canopy Project. This project, budgeted at \$500,000, includes replacing the canopy with durable materials to withstand Montana's climate, a full structural repaint with graffiti-resistant coatings, and improvements to the adjacent Beartracks Underbridge Playspace.

The renewed Caras Park canopy and pavilion will enhance Missoula's downtown experience with improved weather protection, modernized aesthetics, and increased functionality. This project preserves a space for memories and community bonds for generations.

The Caras Park Canopy Project benefits our entire community by investing in the local economy, enhancing the physical environment, fostering a sense of belonging through many public events, and preserving the unique character and history of Downtown Missoula. This project plays a vital role in the renewal and longevity of our city-center park, making it an accessible, safe, and attractive space to gather,

connect, and play for many generations. Construction will begin fall 2025 and is scheduled for completion by spring 2026.

Investing in the Caras Park Canopy Project helps secure this community gathering place for generations, ensuring a vibrant and accessible riverfront. Visit donations.missouladowntown.com/ to give online or donate by check. Checks, made payable to the Missoula Downtown Foundation, can be mailed to 218 E. Main St., Missoula, MT 59802.

Your contribution helps to preserve the Heart of Missoula for 30 more years!

HOST YOUR NEXT EVENT AT CARAS PARK

Caras Park is not only Downtown Missoula's town square — it's also a premier venue available to rent year-round. Home to events like Winter BrewFest, Garden City BrewFest, the Missoula Marathon, and the Missoula Symphony, Caras Park regularly welcomes both private and public gatherings of all kinds.

When you rent Caras Park, you gain access to the iconic pavilion, the adjacent bandshell stage with arena-style seating, and the surrounding lawn areas. Your event can even extend into the Beartracks Underbridge Playspace. This versatile



venue is yours to take advantage of — whether you’re planning a festival, concert, wedding, company party, or market — all with the mountains and Clark Fork River as your scenic backdrop.

Each booking includes essential amenities such as electricity, adjacent restroom facilities, tables, chairs, hand-sanitizing stations, cornhole boards, ping pong tables, and on-site facilities staff to assist with setup, tear-down, and maintenance throughout your event. The

pavilion also features retractable walls to create a more intimate atmosphere for private gatherings.

Best of all, you have the freedom to partner with any food and beverage vendors you choose — food trucks can even pull up directly under the pavilion for convenient service.

To reserve Caras Park for your next event, contact the Downtown Missoula Partnership at info@missouladowntown.com.



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 Mon-



tana-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.

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 (September)

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.

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312 N Higgins, Missoula, MT 59802

406-493-0557

lewisiahome.com

info@lewisiahome.com

@lewisiahom



