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## **DOWNTOWN MISSOULA HERITAGE INTERPRETIVE PLAN BEGINS REVIEW AND ADOPTION PHASE WITH AN OPEN HOUSE ON TUESDAY, NOVEMBER 26**

After almost a year of research, public engagement and analysis, Missoula's first Heritage Interpretive Draft Plan is ready to be reviewed by the public and will be entering the adoption phase in December. The draft plan can be reviewed at <https://www.missouladowntown.com/heritage-interpretive-plan/>. The draft plan will be presented to the community on Tuesday, November 26 at 5:30 pm at City Council Chambers (140 W. Pine) in Downtown Missoula.

In 2018, the Downtown Missoula Partnership collaborated with the Missoula Historic Preservation Officer and other Downtown Missoula stakeholders to form a Downtown Missoula Heritage Committee. One result of these efforts was the development of a downtown heritage program, Unseen Missoula. The initial success of Unseen Missoula was evidenced by a season's worth of tours selling out in a matter of weeks.

The popularity of Unseen Missoula led the Heritage Committee to consider interpretive planning in order to chart a path forward for future downtown interpretation. In support of this effort, the Montana Department of Commerce awarded the Missoula Downtown Foundation (MDF) a tourism grant to begin the interpretive planning process. MDF and Historical Research Associates, Inc., (HRA), a historical consulting firm headquartered in Downtown Missoula since 1974, provided the remaining resources to produce the plan. The City of Missoula Historic Preservation Officer provided oversight and served as an active participant throughout this effort.

This plan is designed to guide downtown heritage interpretation by encouraging audiences to make meaningful connections to the shared human experience represented there. It identifies interpretive goals and programs, examines existing conditions, and provides recommendations to implement over a period of time. More than anything, it presents a vision for a comprehensive heritage program that will shape the downtown experience and celebrate the distinct character of the community by tying together key natural and cultural resources into a cohesive network.

The public review period for the draft plan will be approximately three weeks. Written comments should be directed to the Downtown Missoula Partnership via email ([info@missouladowntown.com](mailto:info@missouladowntown.com)) or mail (218 East Main, Missoula, MT 59802). The deadline for this review period is Friday, December 13.

*Downtown Missoula: Connecting Our Community!*