



FOR IMMEDIATE RELEASE  
Thursday – Nov 10, 2016

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## NEW AND EXISTING EVENTS BRING EXCITEMENT TO MISSOULA

*Grant funding helps bring new events to Missoula and helps existing events continue to expand and thrive.*

**November 10, 2016 —Missoula, MT—** Where else can you find industry leaders from Alaska, Argentina, Spain, British Columbia and Mongolia converging to discuss fly fishing other than Missoula, Montana? This is just the question that perhaps solidified the decision of awarding Missoula Tourism Improvement District (TBID) Grant Funds to the Orvis Down the Hatch Spring Festival.

"We found that Missoula attracts the biggest, most enthusiastic crowd," said Tom Evenson, Pro and Endorsed Program Manager for The Orvis Company, Inc. "Missoula and those who live there are among the most passionate outdoors communities in the west. Whether it's boating, fishing, hiking or hunting Missoula is 'all in'. They not only understand and appreciate the value of an outdoor lifestyle, they live it. Attendance at the Guide Rendezvous has grown exponentially each year, bringing together guides, lodge owners, outfitters, and anglers from all over the world."

Destination Missoula and the Missoula TBID are excited to support events such as the Orvis Down the Hatch Spring Festival because it not only brings people from all over the world to our community, it truly embodies Missoula culture. The Missoula TBID grant funds are generated from a \$2 per-room-night fee collected by participating hotels. The purpose of the Missoula TBID grant fund is to provide funding for new and/or growing events, preferably in non-peak months (October-April) that will provide an economic benefit through increased hotel room nights and other spending within the Missoula community.

Destination Missoula and the Missoula TBID are also excited to support the Missoula Strikers Soccer Club's Intermountain Champions Cup that will host its inaugural championship from June 9 – 11, 2017. Missoula Strikers Soccer Club began thinking of hosting a youth tournament when construction began on the Fort Missoula Regional Park. Strikers' Board members Ruth Frame and Jeremy Brown, along with longtime Missoula soccer advocate, Charlie Vandam, brainstormed on what the tournament should represent for the Strikers, for Missoula, and for the teams attending the tournament. They envisioned a tournament that represents the best of Montana, Idaho, Washington, and Alberta, Canada, all meeting in Missoula to play for the cup.

"Youth soccer tournaments draw thousands of visitors and the timing of the tournament is perfect to show off Missoula when the excitement and anticipation of summer is at its peak," said Charlie Vandam, Tournament Director for the Missoula Strikers. "Mount Sentinel and Waterworks Hill are lush, the rivers are running full, the downtown farmer's markets are filled with early season vegetables and school is out. While soccer will be the focus of the tournament and weekend, we expect visitors will be wowed by everything else Missoula offers."

Destination Missoula/Missoula TBID Grant Selection Committee also awarded funds to MisCon, Inc. for MisCon 31, a four day celebration of fantasy and science fiction over Memorial Day Weekend in 2017 and Missoula Lacrosse's Montana State Youth Lacrosse Tournament June 2 – 4, 2017.

For more information about Destination Missoula or the Missoula TBID, visit [www.destinationmissoula.org](http://www.destinationmissoula.org). For more information on how to apply for a TBID Grant by the next application deadline of March 1, 2017 please visit [www.destinationmissoula.org/tbid/grant-opportunities](http://www.destinationmissoula.org/tbid/grant-opportunities).

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