



The University of Montana

Wednesday, Feb. 11, 2009

To Whom It May Concern:

I would like to pledge my support in asking the Missoula County Commissioners to consider doing a feasibility study to look into a proposed new multi-purpose facility for Missoula. Even with the Adams Center on The University of Montana campus, I believe there are many other opportunities out there that by-pass Missoula because of logistical concerns, prior scheduling commitments, etc. Such a new facility could attract many of these events, and would be an economic boost to the local community.

For example, the Adams Center can rarely bid for the State Class AA, A, B or C men's or women's basketball tournaments because of our need to hold those dates should the Griz or Lady Griz basketball teams host the Big Sky Conference Tournament. Similar other post-season problems also arise. We cannot bid on the All-Class State Wrestling Tournament as either our men's or women's basketball teams will be home in Dahlberg Arena at the same time.

Concerts and floor shows also have to pass through Missoula often because UM Athletics has facility "holds" in the Adams Center on key dates for its many sporting activities. I know this can be a source of frustration to many in the community.

Having relocated to Missoula 11 years ago after running a small business in Cut Bank, Montana, for the previous 16 years, I know the importance of generating traffic into a community. It is not only a source of new revenue and income that is much needed, but a source of pride for the town and its citizens. I know how attractive Missoula is to others who prefer traveling to the western side of this great state to attend various cultural and sporting events.

To make good decisions, I believe it imperative that we have good numbers and accurate information. With your assistance, and by doing a feasibility study, the Missoula Area Chamber of Commerce would have the best information available to make good, logical choices moving forward. I hope you will support their request for such a feasibility study. A comprehensive study may tell us a new facility is not economically feasible at this time. Then again, it might show that such a multi-purpose venue is sorely needed in the area. In my opinion, I do not believe we have all the information necessary to make these critical decisions. A study would provide many valuable answers.

If I can be of additional assistance, or you have any further questions, please don't hesitate to call me. I can be reached at the following telephone numbers: 406.243.5348 (work) or 406.370.3020 (cell). Thanks so much for listening, and I hope you will give this request serious consideration. Best wishes.

Sincerely,

Jim O'Day
Director of Athletics
The University of Montana