



## MISSOULA MIDTOWN ASSOCIATION

February 16, 2009

TO: Missoula County Commissioners  
FROM: Board of Directors, Missoula Midtown Association  
Re: Expo Center Feasibility Study

On behalf of the Missoula Midtown Association, we request that you, as our County Commissioners support the effort and information provided us by a feasibility study for a Multi-Purpose Exposition facility.

The Missoula Midtown Association Board of Directors approved our organization to take part in participating in a community coalition to research an Exposition Facility for the County of Missoula. It is this organizations belief that our region is missing too many opportunities to bring in larger events and larger conventions to our community. It is also our belief that our economy needs to diversify; we need to find ways to expand the lucrative months to twelve months per year. These extra months would allow us to generate new revenue into our community and make a positive difference in Missoula and the surrounding area.

Due to our lack of available large venue space; this community has lost the opportunity to bid on sporting events! Sporting events that bring citizens from all across Montana and surrounding states into our great city. These events bring spectators that turn into retail shoppers, recruits for our University; spend new dollars that support our local service sector. Missoula has turned away many conference requests over the years all wishing to visit our community for their meeting or event. We are certain Missoula would prefer the ability to say "yes" and book that business into Missoula.

The Missoula Midtown Association members believe Missoula County would be a perfect partner to work with the private sector to accomplish such a wonderful opportunity. Please support our request to work together supporting the data and information a feasibility study would provide the County's citizens as we collaborate to plan our region's future.

Missoula Midtown Association  
PO Box 4292  
Missoula, MT 59806-4292