

Tourism Event of the Year – (River City Roots Festival)

Our next award is to be presented to an event that has benefited their community in an exemplary and creative manner.

Our winning event is an ideal example of supporting the heartbeat of our communities and hosting an event that brings people to our main streets and downtowns.

Entering into its 4th year this summer, this event hopes to double its inaugural year attendance and bring upwards of 10,000 people to the streets of their vibrant and culturally diverse downtown. It is a signature event which is a celebration of their community and an excellent opportunity to showcase their thriving town, their friendly people and the diverse opportunities available to their visitors.

In a year where the state of our economy leads every headline, the fact that this event is fully supported by private sponsorships and in-kind services and donations, thus providing a **free** 2-day festival filled with quality entertainment for all ages did not go unnoticed by our scoring committee. By providing free entrance to the festival, it allows attendees to spend their discretionary dollars supporting the participants in the event, such as local food vendors, Montana artisans and craftspeople and the businesses that encompass the downtown area.

This late-summer weekend festival is highlighted by an all-day music stage featuring quality live performances from local, regional and national performers as well as a juried art show, entertainment for children and families and fun run through downtown.

It is a true collaborative effort. Many organizations partner together to make this event the success that it is and it is through the guiding efforts of the Missoula Downtown Association that we congratulate **Missoula's River City Roots Festival** on being Montana's 2009 Tourism Event of the Year.