



STATE OF DOWNTOWN

A Supplement to the **IDAHO BUSINESS REVIEW** | 2016

IDAHO BUSINESS REVIEW

Events 2016



IBR BREAKFAST SERIES

June 7, Aug. 9
Oct. 11, Dec. 6, 2016
Forum 8-10 am
The Grove Hotel, Boise



CEO OF INFLUENCE

Wednesday, May 11, 2016
Awards Dinner 5:30 - 9:30 pm
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Thursday, May 26, 2016
Awards and Power Lunch 11:30 – 1:30PM
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ACCOMPLISHED UNDER 40

Thursday, June 23, 2016
Awards Reception 5:30 - 9 pm
Location: TBA
Nomination Deadline April 1, 2016



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Thursday, Sept. 22, 2016
Awards Reception 5:30 -8:30 pm
Location: Courtyard Marriott, Meridian
Nomination Deadline July 11, 2016



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Thursday, Nov. 17, 2016
Awards Reception 5:30 - 8:30 pm
Eighth & Main 17th Floor, Boise
Nomination Deadline Aug. 22, 2016



WOMEN OF THE YEAR

March 2017
Awards Dinner 5:30 - 9:30 pm
Boise Centre, Boise
2017 Nomination Deadline Nov. 4, 2016

For more information go to idahobusinessreview.com/events/



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STATE OF DOWNTOWN

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Photo on the cover courtesy of Downtown Boise Association

A Note From Mayor Dave Bieter

A NEW ERA FOR DOWNTOWN BOISE



LIV Boise aims to further the city's vision of making Boise the most livable city in the country. LIV stands for lasting, innovative and vibrant – the three qualities the city is hoping to create in Boise in order to make it a more livable city.

Here are three of LIV Boise's initiatives:

- Redefine Downtown, a new way to look at downtown Boise
- Connect Our Community, efforts to make it easier to walk, bike and use transit across the city
- Energize Our Neighborhoods, an effort to revitalize neighborhoods throughout the city

These are exciting times for downtown. A quick glance at the Boise skyline is all that's needed to understand that Boise is enjoying a period of unprecedented activity.

JUMP has opened its doors and Simplot Corporate headquarters will follow soon, bringing increased cultural opportunities and new life to downtown. City Center Plaza is just months from completion, when it will become the home to the Boise State Computer Science Department, local company Clearwater Analytics, expanded convention space for the Boise Centre, and a new downtown transit hub.

Three new hotels are under construction, as are two major residential developments, bringing us closer to our goal of 500 new hotel rooms and 1,000 downtown residential units by 2020.

But these impressive bricks-and-mortar projects tell only part of the story. Boise's retail sector is also thriving, with a wide variety of local and national retailers, restaurants and local boutiques choosing downtown because of its high level of activity and broad consumer base.

With the highest concentration of jobs in the state, downtown employers are capitalizing on the growing desire by many to live and work in Boise's innovative urban center. Downtown businesses and their employees are on the forefront of technology and innovation, and many of Boise's highly skilled workers have their offices in the heart of our city. And Trailhead, Boise's own start-up hub, is planting the seeds for Boise's future economy and building our city's next great companies.

Education is gaining a foothold in downtown. In addition to Boise State's expanded downtown presence, the University of Idaho opened their Law and Justice Learning Center in downtown this year, and the College of Western Idaho will be opening a downtown campus in the coming years.

This astonishing period in Boise's history provides a rare opportunity to elevate and improve our civic infrastructure and establish a new framework for future prosperity. To help chart our path forward, I have been meeting with downtown leaders in a series of roundtables to refine the vision for how we can use the years ahead to maximize the positive impact of new growth while still maintaining our high livability, our rich history, and the small-town feel we all love.

Boise is a wonderful place to live. In fact, *U.S. News and World Report* recently ranked Boise as one of the top ten places to live in the United States. But we can and must do more. With your involvement and support, I'm confident we can make Boise even better.

Stories from the Heart – of Downtown!

Lynn Hightower

Executive Director,
Downtown Boise Association

Downtown is often called the Heart of our city. And it is. This heart has a story.

Let's start with the vitals. For 2016 The U.S. Census Bureau's OnTheMap app shows:

- Boise's downtown supports 37,363 jobs. That's 13 percent, or about one in every eight jobs in our metro area are downtown.
- And most are good paying. About half of the highest paying jobs in our region, jobs that pay \$40,000 a year or more, are in downtown Boise.
- Management and public administration jobs are concentrated downtown. And 71 percent

professional, scientific and technical service jobs are more concentrated downtown than elsewhere.

The vitals show the heart of our city is healthy.

Economists confirm innovation and productivity increases when talented, educated, inspired people come together. Just look around. If bringing talented people together creates economic growth, opportunity abounds in downtown Boise.

Reviewing Enrico Moretti's book *The New Geography of Jobs*, *Forbes* Political Editor John Tamny wrote, "there's very definitely a trickle-down effect whereby the creation of one high-paying, high-

tech job has a job multiplier effect five times that number. Put simply, the well educated and well paid innovators have myriad demands in the marketplace – doctors, hairstylists, lawyers, stockbrokers, restaurants – such that their success leads to the forming of lots of high-paying service work."

From the construction cranes to busy sidewalks, we see that happening. Boise's downtown marketplace has an energy many cities would envy, from the vitality and age diversity that schools and universities bring, to our open-air markets, trendy boutiques, funky brew pubs and fine, local dining. The resurgence of residential and hotel



construction is more proof people want to be in downtown Boise. And they're bringing their dreams with them.

Alex Vega of the Boise Creative Center and his wife Jamie stumbled across a rundown warehouse on Front Street and saw something others hadn't – potential. Alex met with members the city's Downtown Occupancy Assistance Program. Today, Alex and Jamie run the Boise Creative Center, a bustling gallery and art studio where they create giant commissioned art pieces and host painting parties and art lessons.

Kelsey Miller and her sister Megan grew up in Boise, and after college, jobs took them to other cities. Coming home to visit, they wouldn't miss meeting friends downtown for shopping and a night out. The sisters shared a dream – to open a clothing store. Today, Kelsey and Megan are back in Boise and opened Shift boutique on Bannock just in time to welcome the crowds from the Treefort Music Festival. Megan is due with her first child in May and grandmother Paula cannot be happier her daughters are home.

How do stories like Alex and Jamie Vega's and Kelsey and Megan Miller's happen? Here's another stat:

- Almost half, 47.2 percent or 16,836 of the people who work at those good downtown jobs live in the city of Boise.

That says people want to live here, they take pride in the city and want it to be a healthy, successful place to work, to raise our families, to create, to educate, to innovate and to enjoy. That energy makes dreams and opportunity happen.

Finally, one more story. The stats cited here come from recent Census data and were compiled by a young economist from the Idaho Department of Labor. Ethan Mansfield graduated from Boise High. He now lives in what we call downtown's West End. When talking about the stats that tell the story of downtown Boise, in the same breath Ethan will speak to commuter patterns and then to the joy of biking in the foothills after leaving his job downtown. Ethan adeptly interprets Excel charts then lights up about the vermiculture (worm composting)

at Bittercreek Alehouse and the great deals he found at downtown consignment stores Backcountry Pursuit and Lux Fashion Lounge.

Much is written about the builders and planners, the financiers and policy makers whose decisions have a major impact on our city and its downtown. Their efforts are tremendous, truly noteworthy and will have a brilliant and lasting legacy. But when we talk of the Heart of Downtown, we talk about stopping into a boutique, talking to a restaurateur, chatting with an artist in their frame shop or gallery or talking with a craft beer maker. If Alex and Jamie Vega, Kelsey and Megan Miller and Ethan Mansfield are excited about downtown Boise, we know our future is in good hands.

Yes, the statistics show our downtown is the economic engine that drives our region. Behind the stats are people with dreams and daring, working hard, cooperating and collaborating to fuel that engine.

The vitals of Downtown Boise are healthy. Thank you to all who work hard to keep the heart of our community beating strong.



LEFT: Freak Alley Gallery in downtown Boise is called “the largest outdoor gallery in the northwest.” **RIGHT:** Shift Boutique's Megan Miller (L) and Kelsey Miller (R) are sisters making a dream come true. *Photos courtesy of Downtown Boise Association*

FROM THE DESK OF JOHN BRUNELLE, CCDC EXECUTIVE



By John Brunelle
Executive Director,
Capital City Development Corporation

As developers, investors, planners, and city leaders know, the work of Capital City Development Corporation has significant influence on growth and development in downtown Boise. In the past year, our team-centered, collaborative approach helped us create a 5-Year Capital Improvement Plan (CIP) for CCDC's four urban renewal districts. It's a malleable plan rooted in the original district master planning documents and includes current input from public agencies and the private sector.

We created this 5-Year CIP document in the midst of unparalleled construction and development action within our urban renewal districts – it was challenging, but well worth the effort. In the coming years, CCDC will execute these initiatives through increasing our investment in infrastructure and conduit financing opportunities, expanding our role in public parking, and supporting active investors and developers. Our expertise with place making and flexibility to assist with special transformative projects and mobility issues will be apparent in upcoming projects as well.

Downtown housing has long been a focus area for Boise, and in 2015 CCDC's proactive work paid off in a big way. The agency commissioned and published a new downtown housing study to explore the aspiration of adding 1,000 new housing units by the year 2020. With little growth in this area over the past decade, the idea was to provide data for developers and investors to facilitate growth. It worked. Over 300 new housing units are underway with CCDC, Boise City Hall, and the private

sector working together to make it happen.

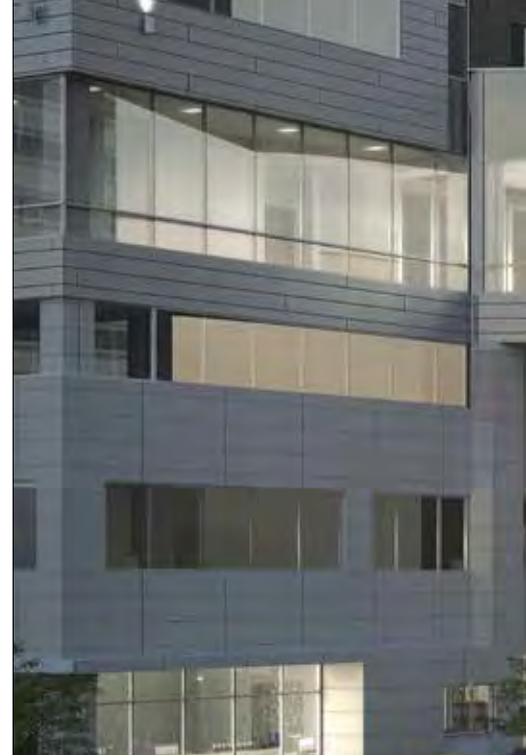
CCDC's competitive property disposition process was used twice in the past two years to catalyze downtown housing, which was the first time in many years the agency achieved back-to-back successful Request for Proposals. The Afton condominiums are underway at the corner of Eighth and River Streets, and the upcoming 1401 Idaho Street apartments will provide housing in the Westside district. Additionally, CCDC is contributing funds to public improvements at The Fowler, The One Nineteen, and Idaho Street Townhomes, all of which are helping get Boise closer to its 1,000 unit goal.

Last month, CCDC staff recommended the addition of 400 new daytime/weekday monthly parking passes to our system. The plan creates new monthly parking capacity similar to building a new parking garage – without any construction. We determined, and our board agreed, that the most timely and serious threat to sustaining downtown success is parking. Private and public parking garages have been instrumental in creating a walkable, active, and vibrant mixed-use downtown. But structured parking is only part of the solution for a healthy, modern, and balanced urban mobility system in a mixed-use environment like downtown Boise.

In the year ahead, inter-agency planning efforts will continue to envision a future where "parking demand reduction" is achieved by parking management strategies and practical alternatives to driving and parking downtown. This should lead to more options to bike, walk, and ride or drive safely and conveniently. Modernizing our transportation, parking, and circulation plans with a holistic approach using a mix of transit modalities will assure the next chapter of prosperity in downtown Boise.

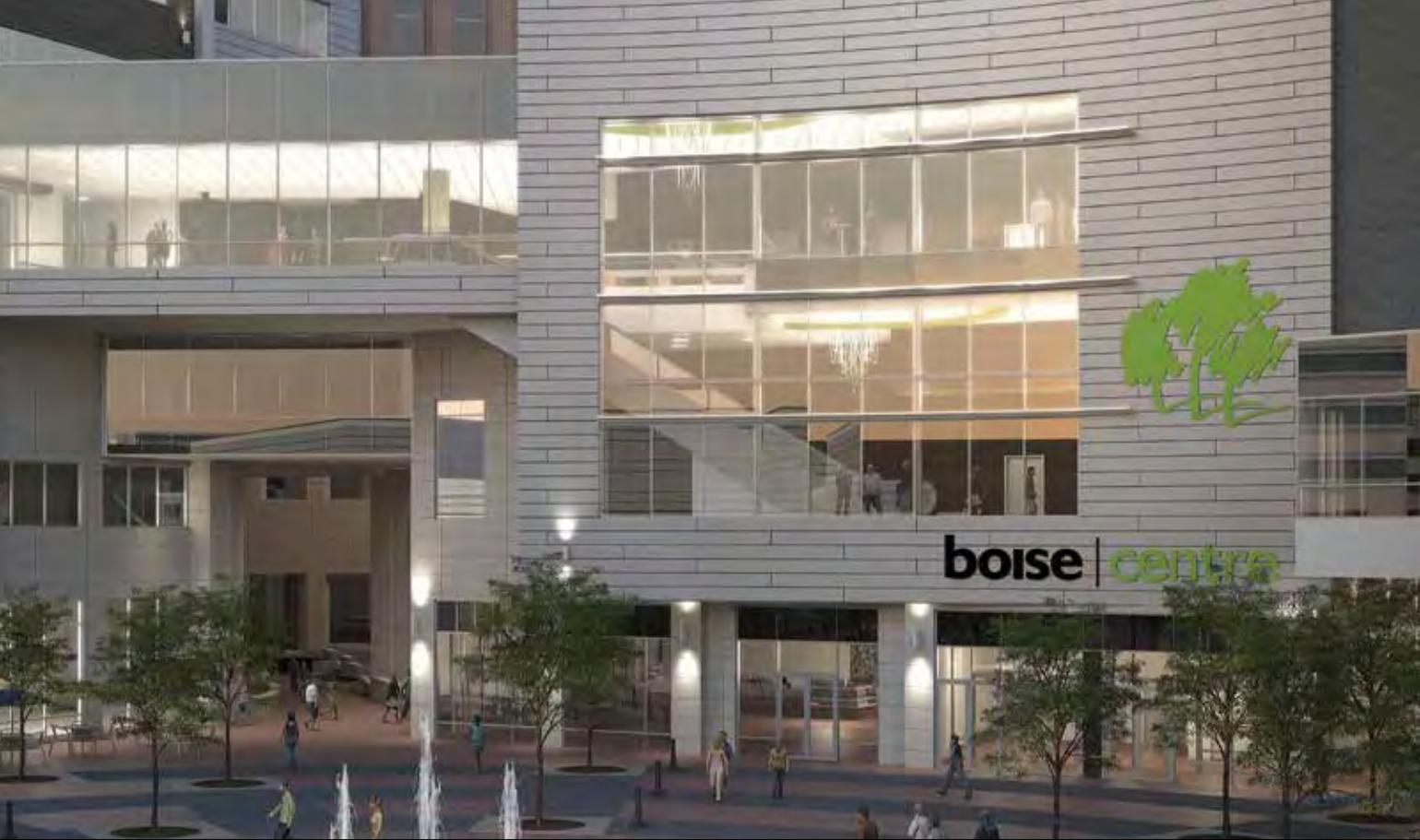
In addition to parking and housing initiatives, CCDC is collaborating on a number of other economic-development driven projects. To name just a few: Trailhead – Boise's startup hub; Athlos Academies – a charter school headquarters and training facility; Wayfinding – an initiative to make getting to and around downtown easier; and The Grove Plaza Renovation – a 30-year old public space ready for significant improvements.

There were a number of groundbreaking events in the past year, and it appears



TOP AND RIGHT: Rendering of Boise Centre East, the expansion of Boise Centre. It is part of the Grove Plaza renovation. *Image courtesy of Boise Centre.* **Middle:** Groundbreaking ceremony at The Fowler. *Photo by Teya Vitu* **BOTTOM:** Construction on The Afton condominiums is underway. *Photo by Jeanne Huff*

even more will be slated in the coming 12 months. On behalf of the professionals at CCDC, we are grateful for the opportunity to serve at the agency during this time of tremendous growth and development in Boise. For any investors or developers considering downtown Boise, please contact CCDC and we will create a way to do something great together!



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Eighth Street Innovation Corridor

By Sharon Fisher

Special to the Idaho Business Review

The name may not be as catchy as “Silicon Valley,” but what some call the “Eighth Street Innovation Corridor” is jumpstarting Boise’s burgeoning tech industry.

With Eighth Street already home to White Cloud Analytics at Idaho Street, the Boise State University Computer Science department is slated to move downtown to City Center Plaza near Eighth and Main in July, sharing a building with Clearwater Analytics. Trailhead, a startup hub, is at Eighth and Myrtle. Anchor the other end of Eighth with the Boise Library, with its 3D printers and code education programs, and you’ve got a nerd’s paradise within a few blocks.

And Eighth Street is just the hub of a tech cluster that’s quietly been developing in downtown Boise for the past few years, says Amit Jain, associate chair for the BSU computer science department. In fact, it’s because of that cluster, consisting of dozens of companies, which led to the department’s decision to move downtown, because of the opportunities it will offer students.

“It’s a pretty bold move, moving us to the center of all these companies,” Jain says, noting that the department will still be only seven blocks, a 15-minute walk, from the center of the BSU campus.

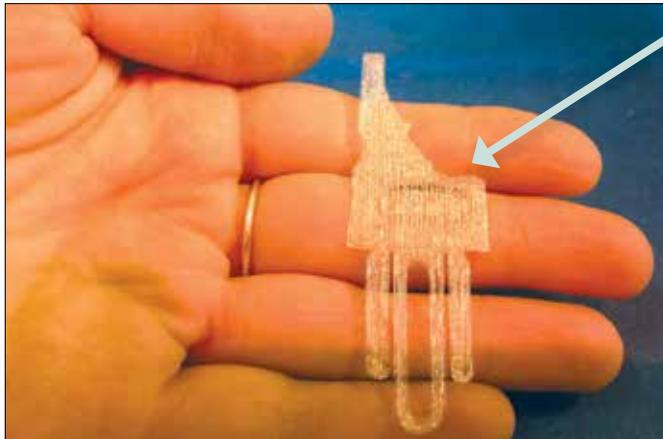
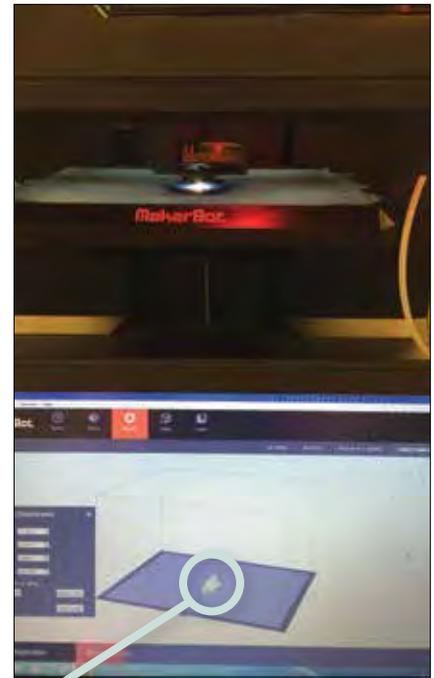
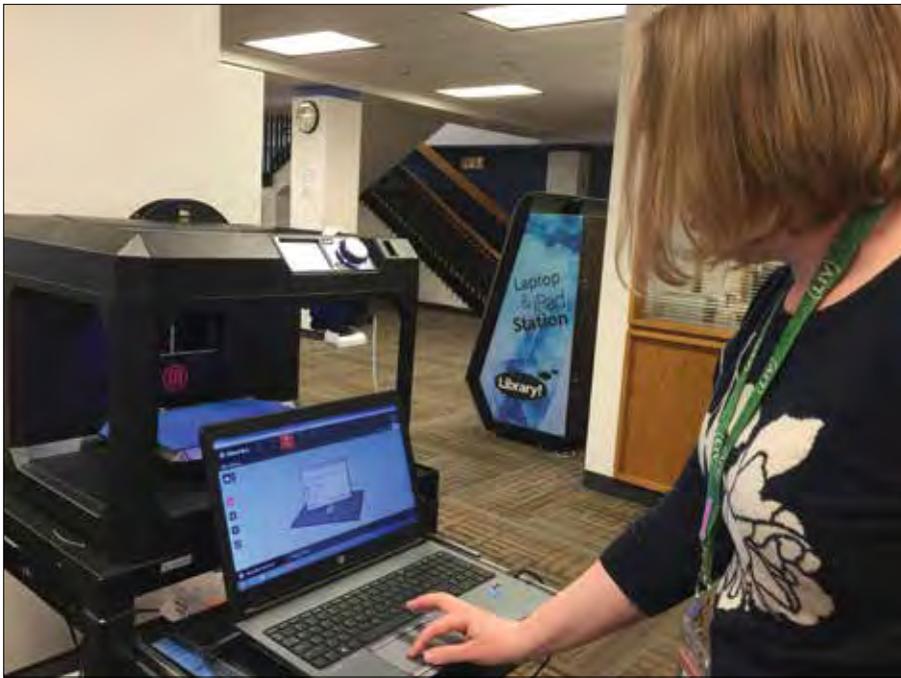
“The University of Washington isn’t going to move to downtown Seattle, because it’s five or six miles away.”

Already, almost 80 percent of the department’s students have internships, and most have jobs before they graduate, Jain says. Due to demand for computer scientists, the graduating class has more than doubled, to 60, and he expects it to go to a hundred in a couple of years.

In addition to jobs, the central location will offer more interaction with companies, Jain says. A company with



The Boise State University Computer Science department and Clearwater Analytics are both slated to move downtown into the City Center Plaza, currently under construction, in July. *Photo courtesy of Downtown Boise Association*



1. Boise Library Librarian Eliza Krumpe demonstrates 3D printing at the Main Library downtown. **2.** The 3D printer in action as it creates a bookmark designed by another librarian. **3.** The finished product: a bookmark in the image of Idaho featuring the word: "Library!" *Photos by Jeanne Huff*

an interesting new tool can more easily come in to talk about it with one of his classes, he says. While companies could do it today, they'd have to drive over and it might take two or three hours out of their day instead of just dropping in for 20 minutes, he explains.

The computer science department will also be just a couple of blocks from Trailhead, a startup hub where people interested in getting involved in the entrepreneurial community can find the people, resources, and expertise that can help them start and scale their businesses, says Raino Zoller, founding executive director.

While it's similar to earlier efforts such as TechConnect and the WaterCooler, Trailhead is intended for more interactions and more

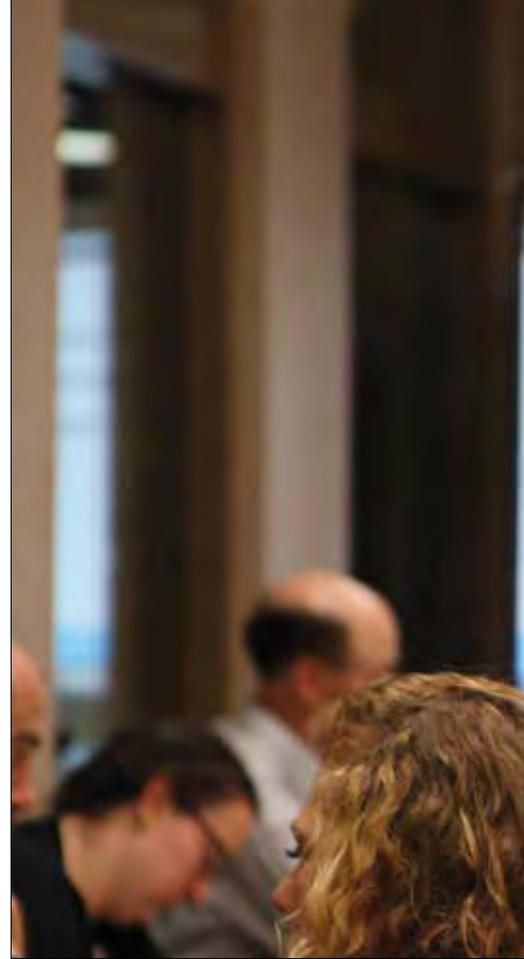
collaboration, Zoller says. A year old as of April 1, it has 250 members and has provided more than 150 programs, serving more than 6,000 attendees in its first year, he says.

Trailhead offers workshops, speakers, and space for groups such as Meetups, Zoller says. In fact, the facility also offers "Meetup mashup nights. It's multiple Meetups, at the same time, among people who might not know who each other are," he says. "It increases opportunities."

The tech cluster exemplified by Eighth Street will hopefully not just keep Idaho's young people in the state, but help attract more of them from out of state, says Nic Miller, director of economic development for the city of Boise. The city, as well as its urban

renewal agency, helps fund projects such as the library's technology programs, and was an early funder of Trailhead, he says.

"More opportunity to connect with companies early will help keep young, bright minds here," Miller says. "Companies that are looking at Boise will see that partnership between industry and university, and have confidence that they can find a job or grow a business here. We deal with a lot of companies looking at Boise, and talent is always the first thing they want to know about. What are you doing to increase the number of educated people? How are you investing in education? How are you meeting workforce demand? Computer science growing and coming downtown



RIGHT: Trailhead provides people, resources and expertise for entrepreneurs. *Photo by Jeanne Huff*

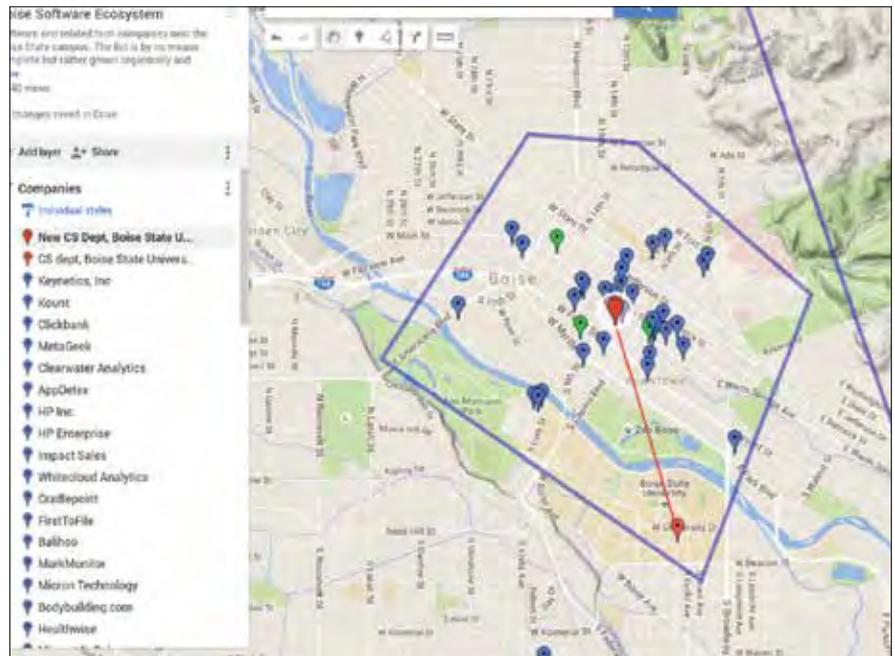
FAR RIGHT: Trailhead offers workshops, speakers, and space for groups such as Meetups. *Photo by Sibylle Gorla* **BELOW RIGHT:** This graphic illustrates the Boise software ecosystem and the Eighth Street Innovation Corridor. *Image by Amit Jain*

really is a key piece of all that.”

“People interested in Boise check in on Trailhead and talk to us about what’s going on,” Zoller says. “If we can point to a large number of companies, that sends a strong message that there’s lots of opportunities in our community to engage in.”

Indeed, Boise is cropping up on all sorts of high-tech lists. It’s No. 1 on *SpareFoot’s* “America’s Top 5 Under-the-Radar Tech Hubs,” No. 7 on *Fast Company’s* “Next Top 10 Cities for Tech Jobs,” and No. 21 on *NerdWallet’s* “America’s Most Innovative Tech Hubs.” In 2015, Boise experienced the biggest growth in venture funding in the nation, according to the National Venture Capital Association. Idaho itself is second only to Utah in growth in tech sector employment, according to CompTIA’s *Cyberstate 2016* report.

“You can call it the Eighth Street Corridor, but it’s happening all over downtown,” Jain says. “Eighth Street is just the center of it.”





LOOK: THE NEW FIRST THURSDAY LOGO!



First Thursday began as a gallery stroll in 1989. It's grown to become a celebration including all aspects of the downtown community, from retail to restaurants, wine, craft beers, the arts – and galleries. To freshen up the event, downtown Boise resident and nationally known poster artist Ward Hooper created a bright, bold new logo that debuted First Thursday, April 2016. Thank you, Ward!

GETTING AROUND IN DOWNTOWN

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TURNING 30, THE TWILIGHT CRITERIUM LOOKS BRIGHTER THAN EVER

By Lynn Hightower
Executive Director,
Downtown Boise Association

“She’s a grande dame and great to have downtown.”

The “grande dame” David Graves of Alexander Davis was speaking about marks her 30th birthday this summer. An estimated 15,000 people will join family and friends to celebrate along the bright and busy streets of downtown Boise.

Graves’ “grande dame” is the Twilight Criterium, a cycling race that’s grown to be one of the elite Tier 1 events for USA Cycling, and a fast and favorite event for fans and racers alike.

To celebrate her 30th anniversary, the Twilight Criterium is getting a makeover. The course is moving back to the same start and finish line used for the event that inspired the race; the National Cycling Championships hosted by Boise in 1986.

“After the enthusiasm of the 1986 event, we wanted to start an annual race in Boise and the place to host the race was where the people are, and that’s downtown,” said Mike Cooley, co-owner of George’s Cycles and the man who organized the first Twilight Criterium in 1987. Cooley continues to be the energy behind the bike race today.

“It blossomed. The people and the

businesses in Boise wrapped their arms around the race. The riders heard about it and people have been coming out for it ever since. I think everyone is really going to like the new course and the new events surrounding the race this year.”

This July 16, the historic Idaho Statehouse will be the backdrop for the race. The course will be wider and faster, a thrill for both cyclists and fans. Spectators will have more room to sit in awe of the racers as the statehouse steps are built-in bleachers. Fans can also park themselves under the shade of the trees in Capitol Park and watch as racers fly from Jefferson to Sixth, Bannock to Ninth Streets.

“Having the crowd like Boise come out to support the race is amazing. They support it so much and that just makes it so easy to come here,” said last year’s men’s pro winner Dan Holloway to a KTVB news reporter after the event.

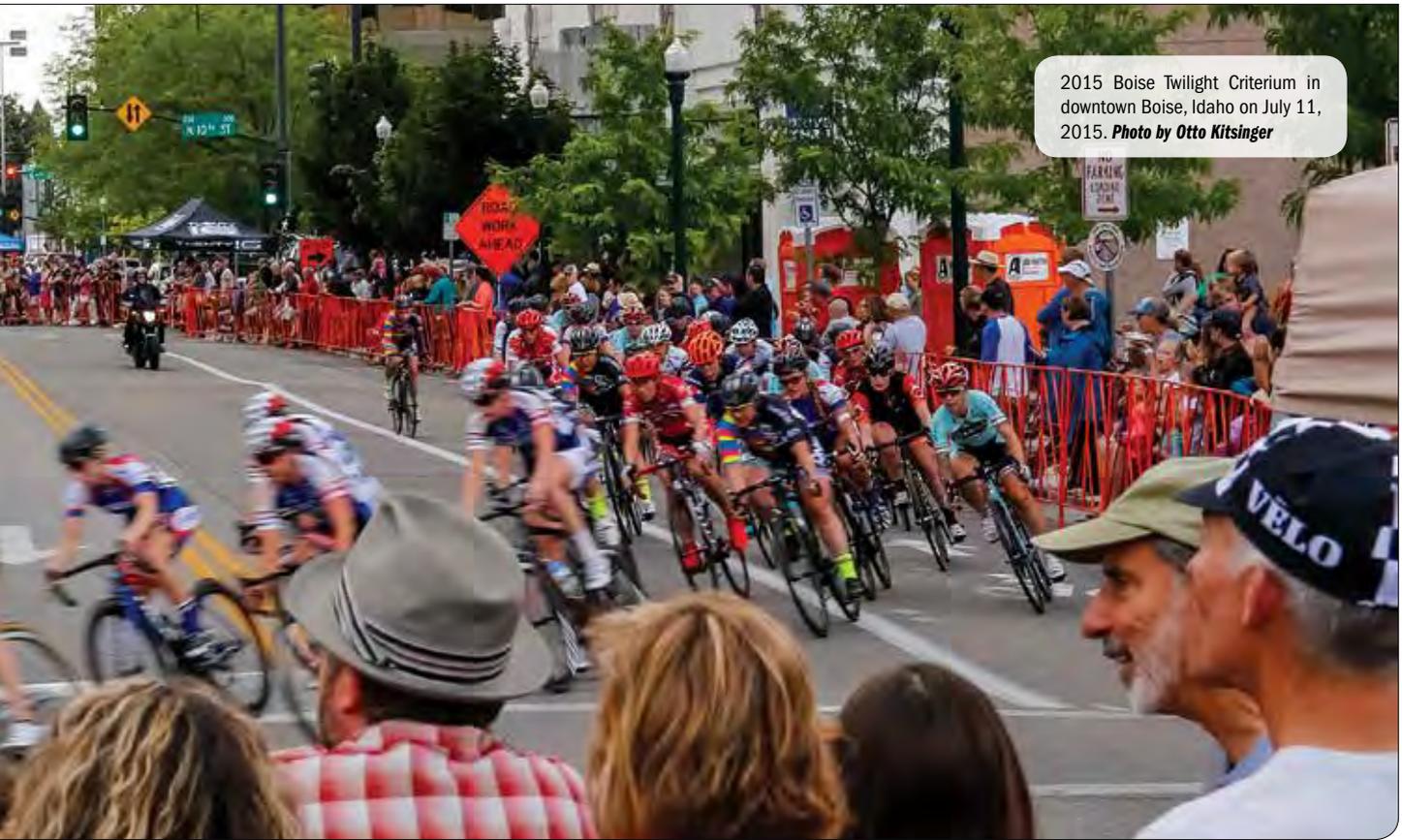
After winning the Twilight Criterium in Boise, Holloway went on to win the UBC Grand Prix in Vancouver. The Boise race has attracted world champions, Tour de France competitors and Olympians.

Boise’s own two-time Olympic Gold Medal winner Kristin Armstrong has led the kids race, a chance for tiny tikes to race like the grown-ups and be tire to tire with the Olympic Champion.

With Capitol Park as a grass-covered hub for sponsors, fans, food and festivities, the Twilight Criterium promises a fresh, active, exciting new look to usher in her third decade. Race fans can expect the new location to mean front row seats to turns one and two of the race. A live webcast will take Criterium action to cycling fans around the world and plans are in the works to show the full race on a big screen in the park. The location means an expanded craft beer garden, food trucks, and afterwards, a family Movie in the Park in partnership with Boise Parks & Recreation.

Thankfully, some things will stay the same. The great folks with Andersen Banducci law offices remain as presenting sponsors. Boise Greenbike will bring back a fan favorite, the celebrity bike race just prior to the women’s and men’s pro races. And the affiliation with USA Cycling means the athletes will be in top shape and poised for a hot July competition.

Plan to join us, Saturday, July 16 for the race through downtown Boise. Races begin at 2:30 p.m. Come down for our public markets that morning, stay for lunch, then stake out a spot to watch the excitement. She’s a grande dame, a premier, only-in-Boise event that we’re proud to host in your downtown.



2015 Boise Twilight Criterium in downtown Boise, Idaho on July 11, 2015. Photo by Otto Kitsinger

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Rendering of Boise Centre East, the expansion of Boise Centre. *Image courtesy of Boise Centre.*

THE BOISE CENTRE EXPANSION: 'IF YOU BUILD IT, THEY WILL COME'

By Sharon Fisher

Special to Idaho Business Review

If you want to know how the expansion of the Boise Centre is going to help downtown Boise, the magic number is 251.

“\$251 per person per day,” explains Pat Rice, executive director of the Boise Centre and the auditorium district. “If you take a look at what you’re spending in a hotel room, flying in, eating in restaurants, buying some trinkets, renting cars, socializing in watering holes – all of that contributes.”

And that’s why cities like having convention facilities: They bring in outside people. Then, all the people go away, because when they leave, it means the city doesn’t have to build the infrastructure – roads, sewers, housing – to support that population.

Currently the Boise Centre has 87,000 “gross” square feet – the total from wall to wall – and 50,000 “usable” square feet, or the area Rice can make money on by renting to people. The new facility, due to open in September, will add 35,000 square feet to the usable space, he says.

So what does that mean in terms of the magic \$251 figure? “Right now, we can do conventions for 450 to 500 people,” Rice says. With the new space, the facility will be able to support 900 to 1,000 people.

That doesn’t necessarily mean a convention twice as big. It could mean two smaller conventions, simultaneously. Or, it could mean a convention in one space, and a local event such as a fundraiser in the other, Rice explains.

Currently, the Boise Centre holds 40 conventions per year, as well as 185 local events, for a total of some \$20 million in economic impact. “Realistically, we could double that, by the mid-2020s,” Rice says, noting that he had to turn away 30 local events between September and December last year due to a lack of space.

While the conventions typically bring more revenue to downtown, even the local events help economically, Rice says. In fact, his office makes a point of notifying all the nearby eating and drinking places of the auditorium’s events each week, including the local ones, so they can plan their staffing levels accordingly.

Indeed, the Boise Centre can take credit for much of the vibrancy of Boise’s

downtown, says Carrie Westergard, executive director of the Boise Convention and Visitors Bureau. “Twenty-five years ago, before the convention center was built, there wasn’t that vibrancy in the heart of downtown,” she says. “There wasn’t a need for a hundred restaurants and bars in a six-block area. That all grew with the vitality that’s been inserted into downtown.”

However, there’s more to the convention situation than just the size of the Boise Centre space. “What’s hindering us now is hotel rooms,” Rice explains. And developers are meeting the challenge, with three downtown hotels under construction, with a total of 435 rooms that will be available in the next couple of years.

It sounds like a lot, but Rice wishes he



The Residence Inn by Marriott at the corner of Capitol and Myrtle will be a 186-room hotel. *Image courtesy of Penbridge Lodging*

could get even more. "I need one hotel with 400 rooms that can be a convention center hotel," he explains. "Most meeting planners, they want to keep all their people in one hotel so everyone's in the same place. If a meeting planner comes to me and says, 'I've got 600 attendees,' and I say, 'I've got seven hotels you can stay at,' they say, 'Are you kidding me?'"

This is particularly true for the most desired conventioners: The associations. "They're the ones with money," Rice says. But he can balance those conventions with other conventions geared toward organizations that are more budget-conscious, where people have per diems and their own vehicles and may not mind driving in a little further to save money. "That's going to be our goal: How do we maximize that opportunity, to get two at the same time, or go after larger conventions that aren't hung up on the number of hotels they stay in. And I think we'll be successful."

That said, the new hotels are already helping Westergard do her job. "We're working on groups further out – 2018, 2020 – that are considering Boise for the first time because, 'Oh, you can accommodate us,'" she says, even if Boise doesn't yet have a one-stop



Rendering of Hyatt Place, a 150-room hotel slated to open April 1, 2017 at 10TH and Bannock in downtown Boise.

Image courtesy of Hyatt Place

convention center hotel. "When we bring them here and they see how walkable and close everything is, we still land a lot of business even if they're split up."

Scott Schoenherr is director of development for Rafanelli and Nahas. The company, which owns 2 million square feet of space in Boise, is building Hyatt Place at the corner of 10th and Bannock, which is scheduled to open April 1, 2017. "It's not that much about building a hotel as energizing that part of downtown," Schoenherr says. It will have 150 rooms and is "a step above the Hampton Inn – more like a Hilton Garden Inn level," he says.

Hyatt Place will let people stay and eat downtown, he says. "The last thing we want is for Pat to book a big convention

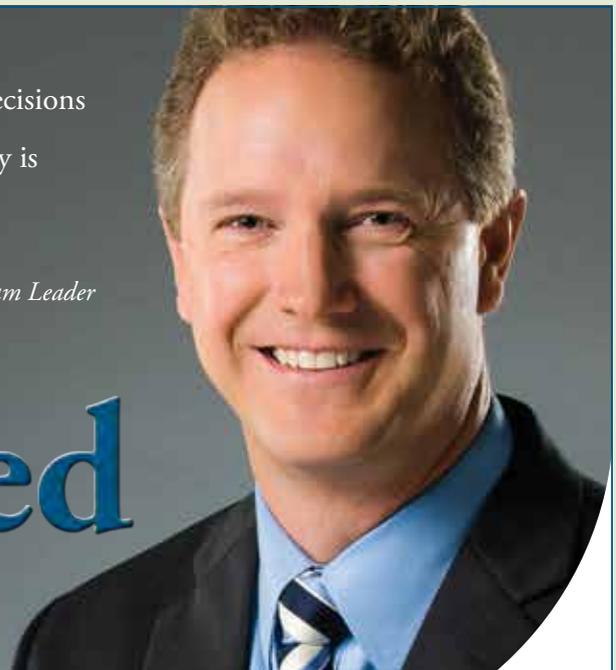
and have people stay outside downtown," he says. "Downtown has gotten so nice in the last ten years or so that I think people want to be downtown. If you can give them a place to stay downtown, they'll spend their money downtown."

In an ideal world, the hotels and convention business, as well as airlines, feed off each other, Rice says. "We need hotel space to bring in conventions. The more people we bring in, that helps the airport. Airlines aren't going to do direct flights unless there's a demand. Bringing more conventions to Boise will keep that demand increasing. It's a symbiotic relationship: We continue to grow, and everything else continues to grow." \$251 at a time.

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Kelsey Miller, standing in front of Shift Boutique, a new shop in downtown Boise. Kelsey says she and her sister Megan Miller always wanted to open a story in downtown Boise. *Photo courtesy of Shift Boutique*

WE CHOOSE DOWNTOWN!



The new Ruby Lou, located at 130 N. Eighth St., opened in February. *Photo courtesy of Downtown Boise Association*

By Chris Langrill

Special to Idaho Business Review

Cranes dot the horizon. Construction can be seen from almost every street corner. People are constantly on the move.

Yes, downtown Boise is booming. And business owners are taking notice.

At least two dozen new shops, restaurants and bars opened their doors in downtown Boise in 2015. Another half dozen or so have set up shop in 2016, with more and more openings on the horizon.

What is luring businesses to downtown Boise?

Lynn Hightower, the executive director of the Downtown Boise Association, can cite any number of reasons. High on the list, however, is the sense of community she has experienced in meeting business owners since joining the DBA in November.

“One of the best things about working downtown is meeting the store and restaurant owners,” Hightower says. “These people put their heart and soul into their businesses. Of

course they want to be successful, but they also know they’re building community.”

Here’s a look at four new or future businesses and what drew the owners to downtown.

WEAR BOISE

Paul Carew, who owns Wear Boise along with his wife, Lisa McGrath, says he has become infinitely aware of the sense of community since opening the retail shop at 828 W. Idaho St. in July.

“One of the aspects we love about our location is the inherent



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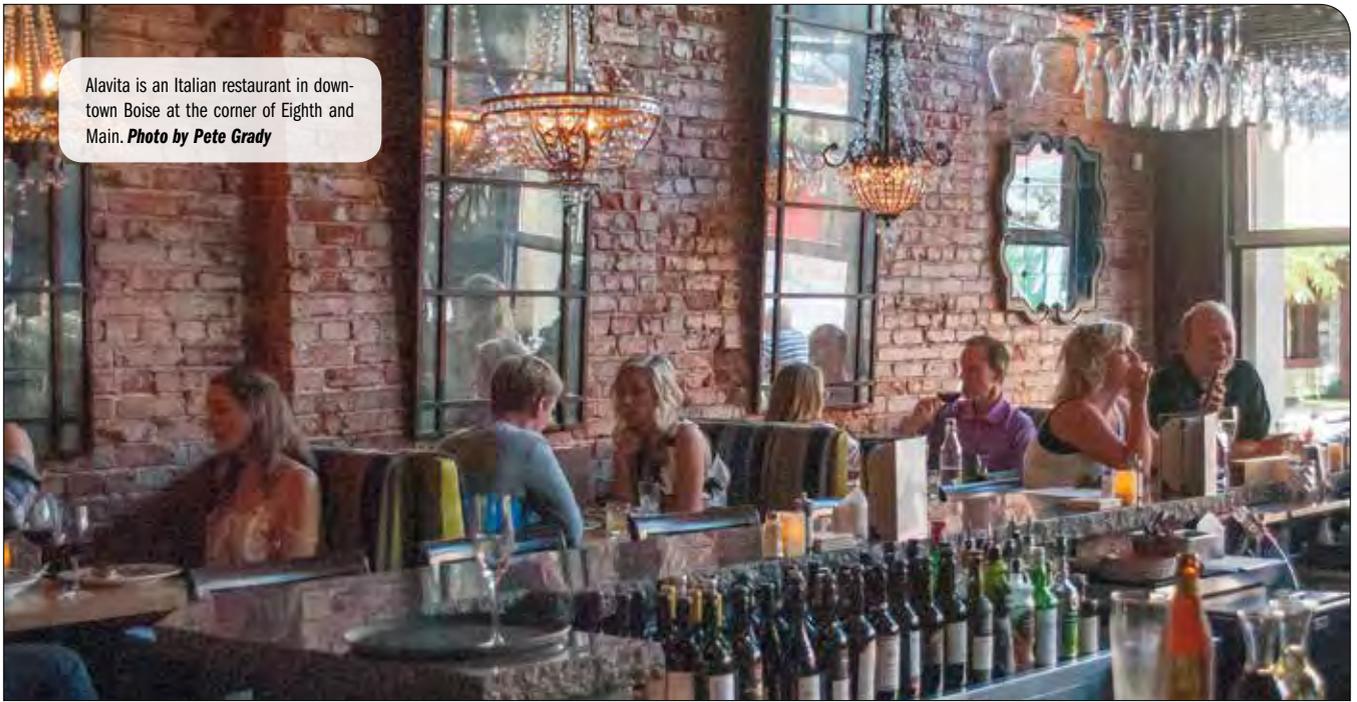


6

A collage of downtown shops and restaurants, featuring some new faces.

1) Lux Fashion Lounge is a favorite for locals and visitors in their new expanded space on Idaho Street. *Photo courtesy Downtown Boise Association* 2) Wear Boise features Boise-centric apparel – “Don’t just love your city – wear it.” *Photo courtesy of Wear Boise* 3) Eighth Street streetscape. *Photo courtesy Downtown Boise Association* 4) The art of world-renowned and Boise’s own Ward Hooper is available at the Ward Hooper Gallery and Vintage Swank on Idaho Street. *Photo courtesy Downtown Boise Association* 5) The Owyhee Tavern restaurant is moving in to the space formerly occupied by The Gamekeeper in The Owyhee. *Photo by Jeanne Huff* 6) Meagan Jones and her dog Turk with Meagan’s custom designed gowns at Rooney Mae in BoDo. *Photo courtesy Downtown Boise Association*

Alavita is an Italian restaurant in downtown Boise at the corner of Eighth and Main. **Photo by Pete Grady**



camaraderie of fellow downtown business owners,” Carew says. “We know each other and communicate regularly about business and downtown. We send customers to each other’s stores because it’s the neighborly thing to do.”

Carew says choosing a location in the heart of downtown Boise was a no-brainer for his store.

“With a company named Wear Boise, and with our local focus and Idaho focus, we thought it was important to be in downtown Boise,” Carew says.

Another good reason: It makes for an easy commute. Carew and McGrath live in the Idaho Building at the corner of 8th and Bannock. In fact, Carew owns another business in downtown Boise, Carew Co., a creative agency located at Sixth and Idaho.

“So my whole life, and my wife’s whole life, basically happens within five square blocks,” Carew says.

Carew moved to Boise in 1996, and he says he’s watched the downtown area grow dramatically.

“It’s definitely fun to be a part of where downtown Boise is now,” Carew says. “It’s really nice to see a lot more vibrancy in our town and a lot more happening. It’s definitely an exciting time.”

SHIFT BOUTIQUE

Kelsey and Megan Miller grew up enjoying all that downtown Boise had to offer.

“Downtown was always a fun experience, just going out to dinner and drinks,” Kelsey Miller says. “So downtown Boise was where we always wanted to open a store, if we were going to.”

That desire was strong enough to get Megan to move back from Portland and Kelsey from San Francisco. The grand opening of their women’s clothing boutique was in mid-March.

“With the resurgence of new restaurants and things we thought it was a really great time to open a store here,” Miller says.

Shift is located at 807 W. Bannock, which previously was occupied by Barbara Barbara.

“It just checked off everything on our list,” Miller says. “It’s a good size, it has a back room, it’s on a great street with a lot of foot traffic, great neighbors. It was just the area of downtown Boise that we wanted to be a part of, that we know.”

RUBY LOU

Lou Russell’s shop is new to downtown Boise, but her women’s clothing store isn’t new to Treasure Valley shoppers. Ruby Lou was previously located in Eagle.

“For the last year or two I felt like I had done what I could with my store in Eagle,” Russell said. “I loved it out there, but I wanted to grow. ... So I spent a year or two trying to figure out whether I really wanted to make this

move. I told myself I was going to look in Boise, and if I found what I thought was a good location I was going to go for it.”

The new Ruby Lou, located at 130 N. Eighth St., opened in February.

“It feels totally like the right thing,” Russell says. “Boise has its own little vibe going on. I believe in it. It’s thriving and growing.”

THE OWYHEE TAVERN

Barry Werner and John and Kristy Toth have been serving food and drinks at the Tavern at Bown Crossing for nearly 10 years. They had considered a second restaurant for some time, but they weren’t going to settle for something that didn’t feel like the right fit.

“We’ve waited a long time,” John Toth says. “We’ve been waiting for right spot.”

That spot turned out to be in the Owyhee Building, in the space previously occupied by the Gamekeeper.

“It was just the right place at the right time,” Toth says. “It worked out perfect for us. It’s a really clean, nice building. I think it’s going to be a unique spot for Boise.”

Toth says he and his co-owners had considered other options before landing at the Owyhee.

“I’m excited because you can go down four or five or six different streets now and there’s something to go see or do,” he says. “The core of downtown is really picking up ... and I think it’s going to be good for more places.”

DOWN HOUSE

By Sharon Fisher

Special to the Idaho Business Review

“It’s people, not traffic, that creates economic vibrancy,” says Deanna Smith, program coordinator for Idaho Smart Growth (ISG), a nonprofit dedicated to smart growth principles. “If you have a vibrant downtown workforce, it empties out and you no longer have activity downtown. But when you have people living here, you have more of a 24/7. When they go home, they go downtown,

because they’re there. They go out their door.”

That’s why Boise has been working this century to help develop new residential housing downtown, Smith says. A number of downtown residential developments were built in the early 2000s, which stalled during the housing crisis. “There was a real lull from 2009 to 2011, but there was a lull in everything,” she says.

Actually, encouraging residential development downtown at all had been a switch for Boise, Smith says. “For decades, we got rid of our people who lived downtown in most places,” she says. “Cities back East, they always had it. Places like Boise, you have to go back really far to find people living downtown.”

What that meant, though, was a downtown that lacked vibrancy and where it was tough for retail establishments to survive. “In the early 1980s, at the end of the work day, downtown closed,” Smith says. “It was empty.” And while you can change that with events such as Treefort, what helps provide a more reliable, constant source of retail income is people who live there, she says.

“Rooftops drive retail,” says Clay Carley, general manager of Old Boise LLC, who converted the Owyhee Plaza from a hotel to apartments. Lack of downtown residents makes up to 80 percent of downtown Boise businesses fragile, he warns. “It’ll take a couple thousand-plus residential units to



Owyhee Flats, the hotel turned apartment complex in Downtown Boise. *Photo courtesy of Owyhee Flats*

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really make an impact.” But once that happens, Boise will see more retail, he predicts, pointing to examples such as Whole Foods and Trader Joe’s.

Two demographics are particularly interested in living downtown, for the same reasons, says Boise planning director Hal Simmons. “It makes a big difference to the Millennial generation that wants to live without a car, and wants to live in a place that has a sense of character and style,” he says. “Downtowns are coming back partly because that particular generation isn’t interested in living in the suburbs where everything is sterile and you’re stuck in your car.” And this is true for the increasing number of companies situating themselves

downtown, he adds. “When you look at the companies that are hiring people downtown, their workers want to work in a downtown where they can work without driving, and come in on transit or on a bike.”

Similarly, Baby Boomers are interested in living downtown, either because they’re having a harder time driving, or they simply prefer not to. “As baby boomers retire, they get to the point where driving isn’t such an easy proposition and they can meet most of their needs by walking,” Simmons says.

Residential developers are noticing the same thing. “From my standpoint, the majority of interested buyers are empty nesters,” says Michael

Hormaechea, manager of Hormaechea Development LLC, which is behind such projects as the Aspen Lofts. “We have a small percentage of, not necessarily Millennials, but young professionals of varying ages.” And those people want to be able to go to work or entertain or recreate without having to get into their car every time, he says. “They want to do all those within walking distance of home,” he says. “It’s a lifestyle decision.”

Cathy Rosera, property manager for 951 Front Street, a half mile east of Broadway, credits the project’s downtown proximity as a factor in its success. All 68 units in the project, which includes amenities such as bicycle rooms and large areas for storage, were leased

The 951 apartment complex, is a four story, wood framed, mixed-use development, of approximately 74,400 square feet. It includes 68 apartment units, 4,000 square feet of retail space and stand-alone office space. **Photo by Phil King**



Construction is underway on The Afton Condominiums at Eighth, Ninth and River Streets in downtown Boise. "More than just a place to call home, living at The Afton is about being a part of a downtown community whose heartbeat is the Boise lifestyle." Photo by Jeanne Huff **Photo by Jeanne Huff**



within two months of opening. "More and more people want to live near downtown where they can walk, instead of out in Meridian," she says. "Our first 25 applications were from baby boomers. They just want to be freer and don't want to maintain a house. I knew we would get some boomers, but I didn't realize it would be that much in demand."

And downtown residential success will drive more success, predicts Carley, who says that the Owyhee is now commanding rents as much as 25

percent higher than the banks originally thought he could get. "Downtown Boise has very few residential options," he says, noting that cities like Des Moines are way ahead of Boise when it comes to downtown residential. "When those become available, they're going to see demand that everyone thought didn't exist because there was nothing to look for. People will come out of the woodwork that you never expected to live downtown, and they'll be living downtown."



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The Foothills School of Arts and Sciences is the Treasure Valley's oldest independent preschool through ninth grade school. It was founded in 1992. *Photo by Jeanne Huff*

Old school to new school: TEACHING IN DOWNTOWN BOISE

By Elizabeth Kasper

Special to Idaho Business Review

FOOTHILLS SCHOOL OF ARTS AND SCIENCES

Founded in 1992, Foothills School is the Treasure Valley's oldest independent preschool through ninth-grade school. Today educating 150 students every year, the school uses collaboration and "project-based learning" as its core education models and strives to create educational experiences catered to the needs of individual students.

The school also creates multi-age groupings called "dyads" to offer different methods of instruction, usually including students from two grades. The dyads change frequently and can be assigned by ability, student's choices and teacher preference. These unique teaching methods, the school says, helps them foster "passionate citizens of the world."

RIVERSTONE INTERNATIONAL SCHOOL

In 1997, Hidden Springs Community School opened its doors in Dry Creek Valley. Nearly 20 years later, the school now calls downtown Boise home and is known as Riverstone International School.

As its name suggests, Riverstone seeks to educate its approximately 325 preschool through 12th-grade students with a broad world view. It begins with preschool classes: both English and Spanish are spoken to pre-kindergarten students. The school uses the International Baccalaureate Diploma Programme for its older students, which focuses on geographic and cultural mobility and promotes international understanding. Its enrollment and faculty also bring a worldwide perspective to the school -

families and students come from more than 35 countries across the globe.

The school recently announced plans to offer a residential boarding program for high school students.

"We've hosted many international students over the years, but this will be a new opportunity for students, regional and international," says Kathleen Gilton, director of community engagement and communications.

SAGE INTERNATIONAL SCHOOL

With its vision to "equip students with the ability to think across disciplines and international boundaries," Sage International School teaches the International Baccalaureate curriculum as well. Its other unique facets include its four-day school week, "assessment for

learning” evaluations versus traditional grading methods and its focus on a student’s entire 13-year pre-college education as a whole.

Now in its sixth year, Sage International will graduate its first 12th-grade class in 2016. At the same time, the school is preparing to transition from a three-campus entity to a single kindergarten through 12th-grade location at Parkcenter, which is scheduled to be ready in time for school to start this fall.

BOISE HIGH SCHOOL

This year’s Boise High Braves have an unusual fascination: trash.

Taking care of the planet is big news around campus. The school, using grant money, put a copy of the book “Garbology: Our Dirty Love Affair with Trash” into the hands of every student, and the topic has sparked innovation all over the school. Students frequently work at a teaching farm downtown, where they learn where food starts, and the school recently added a composting component to the lunchroom.

“It’s almost impossible to describe all the wonderful things that are happening at Boise High,” says Pat St. Tourangeau, teacher librarian.

Another project the kids are buzzing about is the Sustainability Summit, scheduled for April 8. Students will headline more than 80 presentations on the subject and Bea Johnson, author of the book “Zero Waste Home,” will be the keynote speaker.

“This is where I see Boise High going beyond the ‘come in, I talk for 50 minutes, you have a quiz on Friday’ model,” says St. Tourangeau. “We have more students imagining and creating their own learning.”

BOISE STATE UNIVERSITY

A first-time visitor to downtown Boise might think the city had been assigned a color scheme. The orange and blue of Boise State University is everywhere, from flags to t-shirts to bumper stickers, and Boise residents will be the first to tell you they’re awfully proud of their Broncos.

Home to more than 22,000 students, Boise State University is a staple in community life for Boise. Its famous blue AstroTurf draws thousands to football games every year, the Morrison Center presents everything from Tchaikovsky to Beatles tribute bands and even the buildings carry names notable to Idahoans, spanning



ABOVE: Boise High School’s first two-story building was built in 1903. The high school now includes several buildings on its campus in downtown Boise. *Photo by Jeanne Huff* **BELOW:** The B sculpture sits at Administration Plaza at Boise State University. *Photo by Carrie Quinney | Courtesy of Boise State University*

Albertson to Micron and Simplot. And even with the heart of the university situated right across from Julia Davis Park, parts of the school are scheduled to move even closer to the center of town: the Department of Computer Science and the Venture College will soon be headquartered in Boise Center.

“One of our core missions is to align university programs and activities with community needs,” says Greg Hahn,

university spokesman. “We’re Boise’s university. That’s how we make a whole lot of our decisions.”

BOISE ROCK SCHOOL

From the outside, Boise Rock School might seem at best, a place for kids to learn to play instruments, and at worst, just a source of noise. But it’s much more than that.

“I think what we bring to downtown



ABOVE: Concordia University School of Law is the only three-year law school based in Idaho's capital. **BELOW:** The University of Idaho College of Law's Idaho Law and Justice Center is located in the historic and newly renovated Ada County Courthouse. *Photos by Sophie Allen*

Boise Rock School offers classes for young and old because you're "never too old to rock." Photo taken at a JUMP open house. *Photo by Pete Grady*

is a really important cultural experience for teens," says Ryan Peck, managing director. "We're trying to get kids passionate about whatever they want to do, and music is our vehicle."

Founded in 2008, the school runs on the idea that the best way to generate excitement for music education in kids is to have them play in a group. The band setting, plus positive peer reinforcement, affords unique incentive

for excellence, says Peck.

Also noting that one is "never too old to rock," Boise Rock School offers similar classes for adults as well as Little Rockers classes, designed for children ages 3-5.

UNIVERSITY OF IDAHO COLLEGE OF LAW IDAHO LAW AND JUSTICE LEARNING CENTER

Situated in the Idaho Law and Justice Learning Center (ILJLC), the Boise campus is adjacent to the Idaho State Capitol, Idaho Supreme Court and Idaho State Bar. The ILJLC also houses the Idaho State Law Library, which provides attorneys, judges and

students a vast array of resources for legal research.

CONCORDIA UNIVERSITY SCHOOL OF LAW

Concordia University School of Law is the only three-year law school based in Idaho's capital and the state's main legal hub. The downtown location ensures that students have access to mentorships, pro-bono opportunities, and relevant courtroom experience that only a capital city can provide. The location provides students with the lasting legal relationships and connections that become essential after graduation.

THE NUMBERS BY DOWNTOWN

DOWNTOWN EMPLOYMENT

Total Jobs Downtown	37,363
Downtown Share of all Jobs in the Metro	13.1%
Downtown Jobs Paying More Than \$19/hour	48.3%
Downtown Share of All Jobs in Metro	
Paying More Than \$19/hour	18.7%
People Working Downtown,	
Living in the City of Boise	47%

Source: U.S. Census Bureau, 2016. OnTheMap Application.
Longitudinal-Employer Household Dynamics Program.
<http://onthemap.ces.census.gov/>

DOWNTOWN OFFICE & RETAIL

Total Square Footage	5,995,434
Office Vacancy (end of 2015)	6.93%

Courtesy Thornton Oliver Keller

BOISE CENTRE 2015

Estimated Economic Impact 2015	\$22 Million
State Income Tax Generated	\$860,000
State Sales Tax Generated	\$692,000
Total Number of Events	219
Estimated Total Attendance	136,541
Guest Satisfaction	4.5 (out of 5)

Sustainability Initiatives Included:

- Redirected 35,570 pounds of recycled materials from landfill
- Donated 796 cases of wine bottles for repurposing
- Donated 2,834 pounds of food to the Boise Rescue Mission

Source: Boise Centre

BOISE BEST LISTS

- **Top 10 Best Downtowns**
Livability | March 2016
- **Top 10 Best Places to Live 2016**
Men's Journal | March 2016
- **Hot Cities for Cool Downtown Meetings**
SmartMeetings | February 2016
- **Top 10 Best Capital City**
WalletHub.com | February 2016
- **Top 5 Places for Millennial Startups**
Tech.Co | February 2016
- **No. 1 Most Caring City in America**
WalletHub | December 2015
- **No. 2 Most Artistic Mid-Sized City in America**
Gogobot.com | November 2015
- **Top 20 Greenest Cities in America**
WalletHub.com | October 2015
- **Top 10 Best Towns for College Football**
Time Magazine | September 2015
- **No. 2 Best City for Millennial Entrepreneurs**
Fast Company | September 2015

Boise City Department of **ARTS & HISTORY**

helps Boise be ‘the most livable city in the country’

By Terri Schorzman

Director

*Boise City Department
of Arts and History*

Community support of arts, history, and culture enhance quality of life and support economic well-being for residents and visitors – and downtown Boise leads the region in this regard.

Downtown is home to a substantial non-profit and for-profit creative sector. This vitality is no accident. It represents the accumulation of resources and investment by artist entrepreneurs, community advocates, local businesses, philanthropists, and public agencies. Recent data compiled for the Creative Vitality Index (CVI) by the Western States Arts Federation demonstrates how downtown Boise (zip code 82702) leads the Boise MSA in the concentration of creative jobs, industries, and revenue. The CVI compares data on creative industries, occupations, and cultural nonprofit revenues using population-based calculations. The CVI identifies 2400 creative occupations in downtown Boise. It further provides information about the concentration of jobs in each occupational code that comprise this vigorous sector of the economy. Most telling, given the popularity of the Treefort Music Fest (and Boise’s current one of two Cultural Ambassadors... the other being Anthony Doerr, recipient of the Pulitzer Prize for literature), more musicians/singers are based in downtown Boise than any other creative profession, including graphic designers and advertising agents.

This dynamic arts ecology supports the City of Boise’s vision to be “the most livable city in the country.” Acknowledging the importance of a vital creative sector is part of broader movement of U.S. cities to integrate arts and cultural into urban life; when done well, these assets prove essential to support sound community and economic development. Current studies illustrate that public support of arts and culture enhances local economic development. A range of industries that include the arts ensures that the regional economy remains vital and diverse.

Citizens generally appreciate Boise’s cultural offerings. But we can improve. Through conversations

with 1,000 residents in 2014 and 2015 as part of cultural planning, the Department of Arts & History discovered that a majority want more venues and events, as well as additional funding for arts and culture. They also want to see more ethnic diversity, accessibility, educational opportunities, and public and non-motorized transportation to performance and event venues.

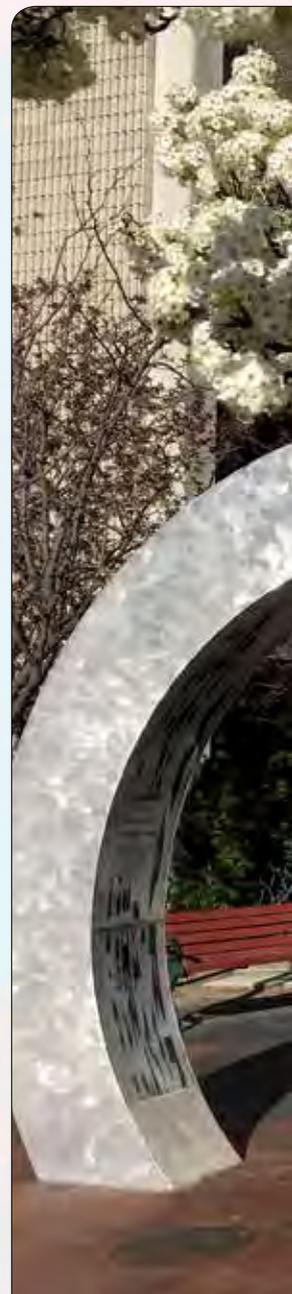
A three-day World Village performing arts event produced by Global Lounge at Capitol Park in June 2015 hit the mark on all these fronts: diversity, access, education, and significant bike and foot traffic. The event included music, dance, crafts, and food from around the world and education about other cultures. The Department of Arts & History helped support World Village through a grant in 2015 and will again for the June 17-19, 2016 event.

The appeal of any great city is how deeply it



A three-day World Village performing arts event included music, dance, crafts, and food from around the world and education about other cultures. **Photo courtesy of the Idaho Chinese Association**

integrates art, preserves and shares its history, and offers ongoing cultural experiences. Boise is no different. These provide opportunities to continually evolve and define Boise’s sense of place. We are fortunate to have a strong foundation of these essential elements. Downtown’s robust surge in construction will introduce new dynamics and potential for cultural growth. Let’s maintain our momentum and challenge ourselves to invest more in our cultural infrastructure and economy.





ABOVE: “Grove Street Illuminated and Boise Canal” by Amy Westover is a public art piece at the corner of Ninth and Grove Streets. *Photo courtesy of Downtown Boise Association* **BELOW:** Anthony Doerr, recipient of the Pulitzer Prize for literature, and Treefort Music Fest were named 2016 Cultural Ambassadors for the City of Boise. *Photo courtesy of Downtown Boise Association* **BELOW LEFT:** Tony Doerr is pictured at The Cabin’s Readings and Conversations program. Doerr was presented with the key to the city by Mayor Bieter. *Photo courtesy of The Cabin* **BELOW RIGHT:** Treefort Music Fest brings thousands to experience music and more in Boise’s downtown. *Photo by Jodane Christoffersen*



(1) Stonefield, the four sister rock band, from Victoria, Australia performed on the Main Stage on Friday, March 25, 2016. They won APRA Rock Work Of the Year in 2015 for their song, " Love you Deserve." **Photo by Maggie Mattinson** (2) In a partnership with the local skate community, Skatefort features a mix of skate and music events on Grove St. while Rhodes Park is under construction. **Photo by Kristen McPeck** (3) Atmosphere at Treetfort. **Photo by Jodane Christoffersen** (4) Food at FoodFort. **Photo by Jeanne Huff** (5) The music of Magic Sword, crafted by two unknown individuals is a collaboration of sight and sound. Featuring the music: part dance, part cinematic experience, and a comic book. **Photo by Maggie Mattinson** (6) Fans eagerly awaiting the Sunday Main Stage performer, Youth Lagoon. **Photo by Maggie Mattinson**



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Treefort Music Fest has been growing like Jack's proverbial beanstalk since it planted itself in Boise in March 2012.

It celebrated its fifth year in March with over 400 bands, more than 600 volunteers and thousands of attendees. Besides music, the festival added additional events and forts: Filmfort, Hackfort, Yogafort, Alefort, Skatefort, Kidfort, Foodfort, Comedyfort and Storyfort. Treefort also became a Cultural Ambassador to the City of Boise for both 2015 and 2016, and became a Certified B Corporation in the summer of 2015.

"Treefort manages to celebrate a love of music with a love of place, builds strength through diversity and leaves people richer for the opportunity found in all things 'fort,'" says Lynn Hightower, executive director of Downtown Boise Association. "Hats off to the many creative minds that come together to create Treefort, and downtown is proud and honored to host them."



Craig Croner anticipates increasing rates for most Boise meter rates to \$1.50 for the first hour. *Photo by Teya Vitu*

Parking Update: Sensors, ParkMobile App, Rate Increase

By Teya Vitu
Idaho Business Review

In September 2015, 900 of the city's 1,300 parking meters were replaced with credit card-enabled meters and street sensors that monitor the presence of vehicles. That means drivers can no longer feed meters beyond the two-hour limit or press the 20-minute free parking button a second time because the street sensors know when a car hasn't been moved.

In December 2015, a mobile payment system was installed to let drivers pre-pay for a parking meter or add an additional hour without having to return to the vehicle. The ParkMobile phone app also lets drivers monitor how many minutes are remaining on their meters.

Customers can pay for parking using Parkmobile's mobile applications for the iPhone, Android, Windows 7, and Blackberry smartphones. Customers can register free at parkmobile.com.

Once registered, customers can use a mobile app, Internet, or call toll free to pre-pay for a parking meter and add an additional hour to the meter without having to return to the vehicle.

"The time extension is very popular," said Craig Croner, the city's administrative services manager, who

oversees the parking meter program. "They really like that ParkMobile sends a text message to let them know a meter is expiring."

The city is also planning to adjust parking meter rates some time in spring. It will increase them in central downtown and might lower them on the fringe areas such as Third Street and 12th Street.

"Now we have all the technology in place, but it comes at a cost," Croner said. "A dollar an hour is not a sustainable price. We have not done anything with rates since 2000."

A Boise parking meter costs \$1 for 1 hour.

"Looking at the top 100 biggest cities in the U.S., an hourly rate between \$1 and \$1.50 is among the lowest rates in the country," said Shawn Conrad, CEO of the International Parking Institute.

Croner is proposing, for the first time in Boise, different rates for three different zones and even different rates for a second hour. The zones are set apart by a combination of demand for metered parking spaced and the presence of Capital City Development Corp. garages.

The proposed Zone 1 rate is \$1.50 for the first hour and \$2.50 for the second hour – or \$4 for two hours. Zone 1 is the downtown core bounded

by Bannock and Myrtle Streets between Sixth and 10th Streets.

Zone 2 meters would increase to \$1.25 for the first hour and \$1.25 for the second hour – or \$2.50 for two hours. These are the meters one block outside of Zone 1 on Jefferson, Fifth, 11th, River and Fulton streets.

Zone 3 are the perimeter meters along State, Third, Myrtle (west of Sixth Street), Front (east of 11th Street), 13th and 15th Streets. Meter rates may be lowered to 50 cents for the first hour because there is lighter demand in these areas, Croner said.

The second hour has not been determined for Zone 3. It could be 50 cents or \$1.

Zone 3 and the two-hour free parking beyond the perimeter zone are under evaluation at this time, Croner said.

He may add parking meters in some of these two-hour zones, such as on Second Street near Trader Joe's, near the Boise Public Library area or near Idaho Power. Croner plans to repurpose some of the 900 meters that were replaced in September in these areas.

Some two-hour zones may be eliminated.

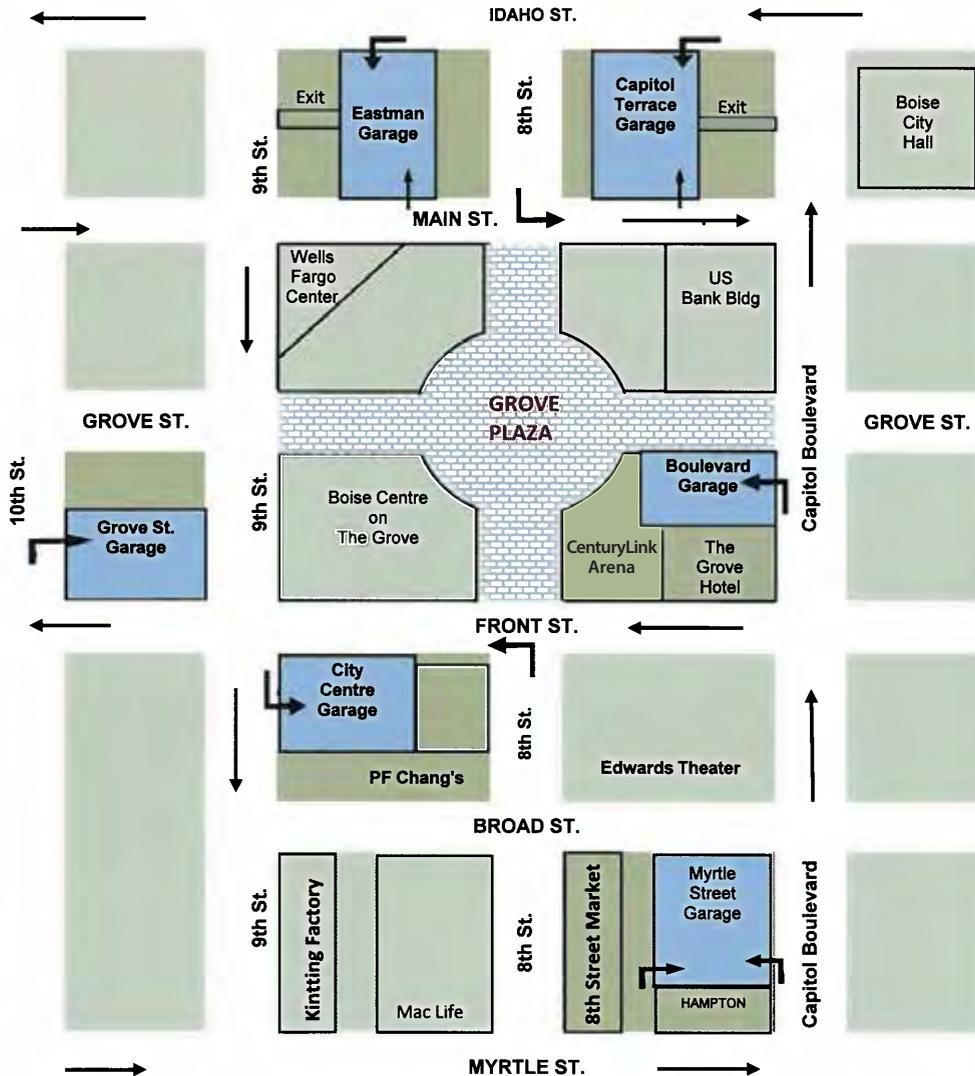
"The two-hour time zones are the most problematic to manage," Croner said. "There are some areas, do we need to have two-hour zones?"



Downtown Public Parking System (208) 368-7944



Map of Garage Locations and Entrances



Map courtesy of CCDC





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