State of Downtown Boise

Annual Report

2017

#BeDowntownBoise

Shop Unique  Dine Well  Be Something Special!
The Mission of the Downtown Boise Association is to create and maintain a thriving urban center.

Our Vision is to contribute to a strong downtown by connecting and building both business and community with great events, inviting promotions and useful information. The DBA supports the City of Boise in becoming the most livable city in the country.

We understand that business success is dependent on attracting and keeping talented workers and loyal customers. That means our small but energetic staff does all we can to support and promote a downtown environment that inspires innovation, cooperation, the arts and philanthropy in a way that’s appreciably authentic and sustainable.

The DBA is a non-profit 501(c) 6 Corporation that manages the Downtown Boise Business Improvement District (BID) on behalf of the City of Boise. We’re placemakers, tasked with keeping downtown Boise’s public spaces clean, safe, vibrant, and attractive, giving those who invest here a greater opportunity for success. The DBA is funded in part by assessments on property in the BID. We leverage those assessment dollars approximately two-to-one through funds raised through events and event sponsorships to complete our funding. Boiseans love their city and are proud of their downtown. We work to keep it that way.

For more, go to downtownboise.org/about/about-dba.
**How we BUILD BUSINESS & COMMUNITY in Downtown Boise**

### Exciting Promotional Events

**NEW IN 2017**

**DOWNTOWN BOISE CAPITOL TABLE**

- Promotes dining and showcases downtown as a versatile venue.
  - 5 restaurants
  - 150 ticketed guests
  - $3,680 raised for Create Common Good

**DOWNTOWN BOISE FATHER’S DAY CAR SHOW**

- Drives Sunday traffic to downtown merchants. Car Show features classics & sustainable future transportation technology.
  - 125 entries, including classic and electric vehicles
  - 5,000 estimated attendance
  - >$2,000 raised for Radio Boise

**ASWB TWILIGHT CRITERIUM**

- Promotes cycling as a healthy lifetime sport. Showcases Boise as a premier cycling community on the international sporting stage.
  - 20,000 estimated fan attendance
  - >300 kids in the Twilight Kids Race with Kristin Armstrong
  - >250 racers including amateur and professional

**Tree Lighting**

- Brings families downtown to make memories & begin the busy post-Thanksgiving shopping season.
  - 5200 lights
  - 1915 WCA Wish List tags for the Zions Bank Giving Tree
  - 5,000 estimated attendance
LIVE MUSIC

COMMUNITY CELEBRATION!

Alive After Five attendees come early, stay late, increasing exposure and driving customers to downtown retailers, restaurants, brew pubs and nightclubs.

June 7, 2017: Alive After Five’s celebrated 31 years of live music with a return to the Grove Plaza.

- **52,000**: Estimated 13 week attendance
- **$18,269**: 2017 AA5 Tips for Charity donation
- **27**: Exciting Artists, Local and Nationally Touring Headliners

“I have been involved, as a performer in Alive after Five for 25 years now and I have watched it slowly grow into a major event that is of national quality! It is something that everyone looks forward to each Wednesday in the summer and one of the BIG things locals tell visitors is a MUST DO! I am honored to play at this event!”

—Steve Fulton, Boise Musician

EXPERIENCE

June 7, 2017: Alive After Five’s celebrated 31 years of live music with a return to the Grove Plaza.

- **Up to 70** merchants participating monthly
- **Rippin’ Brass**: DBA’s pop-up entertainment March through October
- **18,000**: Estimated annual attendance

“We appreciate First Thursday. It brings a strong sense of community to our building. It becomes a gathering place where people can come create together.”

—Filip Vogelpohl, Boise Art Glass
New in 2017 The DBA and City of Boise Department of Parks & Recreation partner to create the Downtown Maintenance Matters Team. It’s a process improvement that will make a difference in keeping downtown sidewalks and overall appearance clean and inviting.

DESTINATION MARKETING

Map & Directory
- 72,000 printed
- Spring/Summer & Fall/Winter printings
- Distributed to hotels, conference and event centers, meeting planners

Downtown Boise Gift Card Sales
- Accepted at 300 downtown merchants.
- $248,660: 2017 Gift Card Sales
- $3,365,420 total sales invested into downtown merchants since 2003.

NEW downtownboise.org
- Mobile responsive
- Improved downtown event calendar
- Individual business pages
- Printable First Thursday listings
- Dynamic presentation and improved user experience

CLEAN ● SAFE ● ATTRACTIVE in 2017

- >2550 hours on maintenance including trash removal, banner installation.
- Expanded holidays lights, intersections and lampposts.
- Expanded banner program
- With Boise Police, educate merchants on retail theft, fraud, and alcohol compliance.
- 475 planters bring seasonal color and texture.
SMALL BUSINESS SATURDAY
• 48 businesses participated
• 6 shopping spree prizes given away!

MOTHER’S DAY SHOPPING SPREE
• 10th Annual Mother’s Day promotion
• 49 participating merchants
• >2,000 entries

Free fan Shuttle brings hundreds of fans to downtown businesses.
• 7 BSU Home Football Games.
• 15,000 estimated ridership.
• One Mountain West Championship. Go Boise State!

City Santa
• 2,000 photos
• $4,038 raised for the WCA
• By DL Evans Bank

CONNECTIONS
• Weekly Member E-News
• Social Media, Like Us! We’re Growing!
• Downtown Happenings
  Monthly Community E-News
In 2017, event income was 43% of the total income. Event income is used to subsidize BID operations, maintenance and marketing.
Thank you!

Downtown Boise Association Board of Directors: The DBA is led by 21 elected board members who love their city and are proud of its downtown. They understand the economic activity that occurs in Downtown Boise is a driver for economic growth throughout the region. They give their talents and energy to supporting DBA staff and members, and to keeping the downtown environment a place that continues to build both business and community.

Many thanks to our DBA board members:

2017 Board of Directors
- **President:** Dan Baluff, City Peanut Shop
- **Past President:** Dean Bennett, Holland & Hart
- **President-Elect:** Mindy Gronbeck, Hawkins Companies
- **Treasurer:** Travis Burgess, Eide Bailly
- **Kellee Sharples, Buns in the Oven**
- **Ryan Cleverley, Gardner Company**
- **Jacob Zwygart, Little-Morris**
- **Jessica Carter, Drake Cooper**
- **Allen Ireland, Neurolux/Penguilly’s**
- **Cameron Lumsden, Fork/Alavita**
- **Mary Beth Chandler, Chandler’s**
- **Chad Johnson, Reef/Front Door/ Brickyard Steakhouse**
- **Joshua Jordan, JR Simplot Company**
- **Patrick Moloney, TMN Events**
- **Jeff Wolfe, The Car Park**
- **Wes Jost, Zions Bank**
- **Kelly Hibbs, Boise Cascade**
- **Courtney Holden, Fancy Pants**

Ex-Officio Directors
- John Brunelle, Max Clark, Capital City Development Corporation
- Patrick Rice, Greater Boise Auditorium District
- Bill Conners, Boise Metro Chamber of Commerce
- Celeste Keller, St. Luke’s Medical Center
- Eric Trapp, Idaho Steelheads, CenturyLink Arena
- Ivan Sim, Idaho Power
- CeCe Gassner, Boise State University
- Marty Jacobs, Downtown Boise Neighborhood Association

Advisory Members
- Lauren McLean, Boise City Council
- Nic Miller, Economic Development Dir., City of Boise
- Paul Woods, Commissioner, Ada County Highway District
- Officer Jim Schiffler, Boise Police Department
- Kathy O’Neill, JUMP
- Chase Erkins, Boise Young Professionals
- Legal Counsel: Ken Howell, Hawley Troxell Ennis & Hawley

Thank you for your support.

Sincerely,
Your DBA staff

Lynn Hightower, Executive Director
Karlee May, Events and Programs Manager
Suzanne Ostrow, Office Manager
Beth Peace, Bookkeeper
and new in 2018: Jordyn Neerdaels, Marketing Coordinator

Special Thanks to our Downtown Maintenance Matters Team led by Travis Montgomery, Don Porter, Ken Reeves and Eden Belanger of the Boise City Department of Parks & Recreation.

And thank you to our very talented graphic designer who made this report and numerous other successful downtown promotions happen, Geneva Lee of Dawg Haus, Inc.

#BeDowntownBoise