



STATE OF DOWNTOWN BOISE

ANNUAL REPORT

#bedowntownboise

2018




DOWNTOWNBOISE
ASSOCIATION

DBA BOARD PRESIDENT'S REPORT

Mindy Gronbeck
Hawkins Companies



Dear Downtown Boise Members,

I have been extremely honored to serve as your President for the past year and on the Board of Directors for the past 6 years.

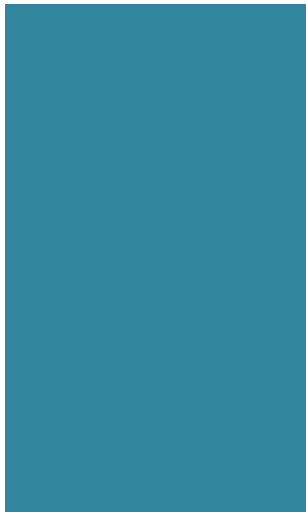
Downtown Boise has never been a more exciting place to work, live and play. I am excited to see the energy continue for years to come. It is so gratifying to bring guests from out of town and see the awe in their faces of our wonderful Downtown. Many times I hear, "I had no idea that Boise was so cool." I am extremely proud that as the President of the DBA and as an employee of Hawkins Companies that I have had a part in the growth and vibrancy of Downtown Boise.

During my time as President I have focused on making significant improvements to board operations including an engaging onboarding process for new board members, a complete revision of the New Member packet,

building the board mentor program and suggesting that we add a new perspective by inviting the President of the Boise Young Professionals to become an advisory member.

I led our monthly meetings in a way that invited more group participation, better engagement and even a bit of laughter early in the morning (which isn't easy to do if most of your audience is just having their first cup of coffee). We are "this close" to completing a long overdue bylaw revision to bring us into 2019 and for years to come. We are continuing to update our Strategic Work Plan to ensure its relevance to the DBA mission.

I truly hope that my tenure has assisted in pushing the organization forward toward the goal of making the DBA board and staff's mission, vision and operations the best it can be to meet the needs of the fast growing, constantly changing downtown we work, live and play in every day.





DBA EXECUTIVE DIRECTOR'S REPORT

Lynn Hightower

Creating Value through Vibrancy.

Downtown Boise has become one of the most celebrated downtowns in the country, home to Treefort Music Fest, the San Inazio Basque Festival, the J.R. Simplot Company, Pengilly's Saloon and Trader Joe's.

2018 was the year of craft beer & bodegas, e-scooters and parking meter apps. In 2018, you could buy a condo downtown for \$219,000 or \$2.5 Million, dine out each day for three months and never eat at the same place twice. Everything from socks to sofas, wine from Idaho or Italy, laptops and lattes are here. Downtown Boise offers services from haircuts to teeth cleaning to law school.

Downtown is not just good *to* us, it's good *for* us.

In 2018, the DBA sponsored a survey with the City of Boise and Boise State University asking downtown business owners what value they receive being located within Idaho's most concentrated, exciting center of arts and culture. A large majority of business owners and managers say being located in the midst of downtown's vibrant arts and cultural scene helps attract and retain employees, inspires workers to be more creative problem solvers and more accepting of a diverse workforce.

Downtown Boise's Billion Dollar Boom

continues. 2018 marked the tenth consecutive year of more businesses opening in downtown Boise than closing. More than 1,600 new downtown residential units have been completed or are in the pipeline since 2014.

Downtown has welcomed four new hotels in the past three years, and a fifth is under construction. From housing to hotels, office, retail and expanding higher education, downtown Boise continues to be the prime location for high dollar private investment.

Kount, an innovative and growing online business security company announced in early 2018 they would move their 180 employees into the heart of downtown Boise. Renovating the century old Langrois Building at 10th & Main, Kount CEO Brad Wiskirchen said the vibrancy of downtown make the move good for business.

"Our new global headquarters is in an ideal location to help Kount continue our unmatched service to customers and partners, provide our team access to exceptional amenities, and attract premier talent. Kount is a global company with 6,500 customers doing business across 180+ countries and territories daily. Founded in Boise, Idaho, we are looking forward to being part of the downtown neighborhood," said Wiskirchen.

To keep up with growing demand for services, the Downtown Boise Association added a fourth full time employee in 2018, Jordyn Neerdaels is the DBA's first Marketing Manager. Jordyn joined Events and Programs Manager Karlee May and Office Manager Suzanne Ostrow. She brings a great creative energy and a significant boost to event and destination marketing.

If we can appreciate what a dynamic, successful downtown contributes to supporting and making possible lifestyles we enjoy throughout this entire region, we can better appreciate the impact and importance of the issues that heavily impact downtown, like transportation funding, housing, and social justice issues.

Not to dictate opinions but to underscore the importance of *having* one, we've begun to change the narrative, how we talk about downtown Boise. Downtown Boise definitely enjoys that all-important "cool" factor. But a successful downtown is more than cool, it's critical to **making Boise the most livable city in the country.**



Downtown Boise is where we build business and community.

As this report is being prepared, it's spring in downtown Boise. DBA contractors are preparing to plant colorful flowers in sidewalk planters, streetlamp banners draw attention to upcoming community events, and clean, safe streets and sidewalks are bustling with people walking and riding enjoying the return of short sleeves and sandals. Downtown Boise continues to be all about new beginnings and the pride that comes from living, working and enjoying some place truly special – Downtown Boise.

Thank you for your support.

Lynn, and the DBA staff, Karlee, Suzanne & Jordyn

What is the DBA?

We're the

DOWNTOWN VIBE TRIBE

Your Downtown

CLEAN TEAM AND CHEER SQUAD

And we think we're pretty cool—because we get to work with you...

What to Know: The Downtown Boise Association (DBA) is a nonprofit 501c6 designated by the city to manage the downtown Boise business improvement district. The BID was created by the City of Boise, in partnership with the downtown business community in 1987. The downtown business improvement district and the DBA exist to **ENHANCE THE IMAGE, VITALITY, SAFETY, CLEANLINESS AND COMPETITIVENESS OF THE HEART OF OUR CITY – DOWNTOWN.**

MISSION: Create Value through Vibrancy; to Build Business and Community in Downtown Boise.

We're Placemakers. The board and staff of the DBA does all it can to make downtown Boise a great place to be, a place where people feel welcomed to come together to **innovate** and **celebrate**, and to generate the kind of economic activity needed for a strong, healthy city. DBA services include planting flowers and cleaning sidewalks, hosting events designed to bring community together and introduce the community to our downtown businesses, and marketing downtown as a destination experience.

WE CLEAN UP NICE

The DBA works with our **Downtown Maintenance Matters Team (DMMT)**, through our partners with the City of Boise Department of Parks and Recreation.

- **8500 – hours** of work performed by the DMMT within the BID in 2018.

DMMT duties include:

- Banner Program
- Trash/Recycle can disposal
- Weed removal in tree wells and hardscape
- Graffiti and vandalism removal/cleanup
- Sidewalk sweeping
- Pressure washing
- Holiday décor install/remove
- Leaf removal
- Asset maintenance/management
- 8th street cleaning and bike lane painting
- Supplemental snow removal
- Inspections



509 – number of **flower planters**

keeping sidewalks in the BID bright and blooming. That's 34 more planters than 2017. Flower planters now brighten every corner of the BID.

30 – The number of downtown **banner campaigns** in 2018, compared to 9 campaigns in 2015. Throughout 2018, the DBA & DMMT worked to expand the number of streetlamp poles with banner brackets to maximize this highly desired decorative, informative amenity.



10 Intersections, 18 Strands of Holiday Lights two additional intersections were decorated with **holiday lights** in 2018, up from four decorated intersections in 2015. 200+ historic streetlights wrapped with white lights.



downtownboise.org

- 683,858 page views in 2018
 - 13% increase over 2017
 - 28% increase over 2013
- 523,014 unique visitors
 - 16% increase over 2017

Top 5 Pages Viewed:

- Downtown events calendar
- Alive After Five
- Dining
- Dine Out Downtown Restaurant Week
- First Thursday

Of Note: Avg. time users spent on the DBA home page increased to 1 min. 17 sec. in 2018, up from 1 min 02 sec. in 2017. Large spikes in page views in July (Twilight Criterium) and November (tree lighting, holiday events)

THE HITS JUST KEEP COMING



DOWNTOWN BOISE WELCOMES YOU

It's a feeling. It's seeing shops and menus featuring Idaho products, it's sipping a craft beer or coffee surrounded by others captivated by a place that makes and inspires. It's a feeling you only get in Downtown Boise.



Downtown Boise @DowntownBoiseAssociation

Downtown Boise
Published by Downtown Boise Association [?] · June 13 at 2:22 PM ·

We've got an action packed weekend downtown! From the Downtown Boise Father's Day Car Show on Sunday, to Boise Pride Festival Friday and Saturday, it's a busy weekend. Stay up-to-date on what's going on through our events calendar. <https://downtownboise.org/events/events-calendar>

2019

1,256 People Reached 39 Engagements

Nate Taylor, Niki Hert Davidson and 7 others 2 Shares

SEE WHAT'S HAPPENING DOWNTOWN

LIVE HERE **SHOP & DINE** **DO BUSINESS** **EXPLORE**

UPCOMING EVENTS

2019 WORLD VILLAGE FEST
June 21 - Friday 4:00 pm - 10:00 pm / June 22 - Saturday 10:00 am - 10:00 pm / June 23 - Sunday 9:00 - 4:00 (Formerly Capitol Park)

1ST DAY OF SUMMER
Boise State Bronze Shop - City Center

CAPITAL CITY PUBLIC MARKET
June 22 9:00am - 1:00pm Downtown Boise

BOISE FARMERS MARKET
June 22 9am - 1pm Boise Farmers Market

[VIEW FULL CALENDAR](#)



SocialDec 2018

16,981

Facebook "likes"
UP 17.5% from 2017.

WE'RE TEAM PLAYERS



Making Downtown Boise *the* place to be in America's Most Livable City takes teamwork!

DBA staff helps advocate for the downtown business community by serving on several committees, including:

- City of Boise Special Events Team.
- Boise Metro Chamber Advisory Council.
- Downtown Mobility Collaborative.
- Boise Convention & Visitors Bureau Destination Boise.
- Hotel staff tours with BCVB.

The DBA also sends out a **weekly e-newsletter to 700+ addresses** of business members. The e-news includes upcoming events, promotions, business training opportunities, transportation & parking information, member highlights, road work updates, and other information designed to give downtown businesses additional tools and information to aide in their success.

NEW BUSINESSES

2018:

51 New Businesses Opened their doors downtown.

22 closed or relocated.

13 said they were *"Coming Soon!"*



THANK
YOU



To all of you who support Boise's Downtown, you keep the wheels on the bus rolling, you're the dive in our engine, the icing on our Guru donut. Here's some stats, not for stats sake, but because they show the growing importance of our downtown in keeping our city, our region, and even our state strong and healthy.

You can't build both business and community anywhere else quite like you can in Downtown Boise.

While it's only 2% of the citywide land area, Downtown Boise is Idaho's largest employment hub and strongest economic center.

40,000 : Estimated number of jobs in Downtown Boise.

26% : Increase in Downtown employment 2010 – 2015.

The growth in employment Downtown outpaces both the city and the region.

25% of all jobs in Boise are Downtown.

Downtown is home to **48%** of all jobs in the metro paying >\$19/hr.





39% of all citywide knowledge jobs are in Downtown.

Knowledge jobs Downtown increased **40%** between 2010 and 2015 to reach 20,000 jobs. This growth rate outpaces both the city and regionally, indicating knowledge job growth is centered in Downtown.

8% : Citywide retail sales generated Downtown.

Per square mile, downtown produces **\$214 million in retail sales revenue**, **4x** the citywide avg.

36% : Commuters downtown who report taking a more sustainable mode of transportation to work than driving alone, **double** the rate of citywide commuters.

Economic Indicators	2018	1 Year % Change	5 Year % Change
Hotel RevPar	\$98.35	+ 7.3%	+ over 35%
Hotel Occupancy	71.8%	+ 5.2%	+ nearly 1%
Hotel Average Daily Rate	\$137	+ 2%	+ over 35%
Office Vacancy Rate	8.27%	+ 17.5%	+ 10.09%
Office Lease Rate	\$19.50/sqftmo	+ 5.7%	+ 14.7%
Retail Vacancy Rate	6.51%	- 2.4%	+ 14.4%
Retail Lease Rate	\$22.75/sqftmo	+ 26.4%	+ 51.7%
Condominium Homes Sold	49 units	- 37.2%	+ 36.1%
Price per Square Foot of Condos Sold	\$389.51	+ 8.8%	+ 33.6%

WHERE THE COOL KIDS ARE



WHAT'S HAPPENING DOWNTOWN: DBA-PRODUCED EVENTS

Downtown has a unique energy that people enjoy being part of. The DBA produces events that have become signature to downtown, bringing people together in the heart of Idaho's busiest retail and employment hub.

Remember the DBA Mission: **Create Value through Vibrancy; to Build Business and Community in Downtown Boise.** It's making a difference!

FIRST THURSDAY Yes, that's the First Thursday of every month (or 12 events in 2018). Founded by a committee of downtown business owners in 1993, First Thursday turned 25 in 2018. It's mission remained the consistent: to showcase the diversity of downtown businesses with a unique, once-a-month retail experience. An estimated 2,000 guests visit downtown on First Thursday each month. The DBA continues to sponsor our roving pop-up entertainment, Rippin' Brass!





ALIVE AFTER FIVE June – August, is one of the great community events that makes Boise such an awesome place. After 32 years of celebrating community on the beautiful Grove Plaza with a summer-long series of free live music concerts, we heard more appreciation from people than ever before. 2018 AA5 presented by Delta Air Lines.

- 13 weeks.
- 52,000 estimated attendance.
- 55,200 AA5 page views on downtownboise.org (May – Aug).
- >\$18,000 to three nonprofits in the AA5 Tips for Charity program.

HOLIDAY TREE LIGHTING was well attended despite a day-long drizzle. Volunteers from title sponsor Zions Bank passed out hundreds of candle cups that lit the start of Boise's holiday season.

- 40' Norway Spruce donated by Dale & Doreen Eld.
- 5,200 lights.
- 3,500 estimated attendance.

TWILIGHT CRITERIUM for 2018 may be been the most exciting yet. Celebrating 32 years in Downtown Boise, title sponsor ASWD Law Offices, the DBA, and George's Cycles put together one amazing day of world class bike racing, with KTVB joining as media partner.

- 20,000 estimated attendance.
- 356 Kids Ride participants.
- >300 Racers.
- 2 doz. Vendor booths in the Twilight Fan Expo.



FATHER'S DAY CAR SHOW in 2018 was a drizzly June day, but that didn't dampen the spirit of hundreds of people who came downtown to celebrate dad. The 17th Annual Downtown Boise Father's Day Car Show promotes downtown dining and builds community thanks to Idahoans love of automobiles. The downtown show is one of a handful in the country that includes a display of sustainable electric vehicles alongside the classics of yesterday.

- 3,000 estimated attendance.
- \$2901 to Radio Boise as profit share.
- 66% increase in website traffic for show 2017-18.
- Approx. 100 cars on display (slight decrease due to the weather).



PROMOTIONAL EVENTS

MOTHER'S DAY SHOPPING SPREE Five lucky moms won \$200 in Downtown Boise Gift Cards in the drawing, sponsored by the DBA and Old Boise.

- 11TH annual promotion.
- 50 participating businesses.
- >2,000 entries.

BRONCO GAMEDAY SHUTTLE Boise State and 670 KBOI joined the effort as a sponsor of the free Gameday Shuttle, that once again brought hundreds of Bronco fans into the downtown before and after games, while easing the traffic and parking burden near Albertsons Stadium. A Win-Win!

- 15,000 estimated ridership
- 5 downtown shuttle stops
- 6 regular season home games plus Mountain West Championship game (ended with a conference loss to Fresno State. We'll get 'em next year!)





CAPITOL TABLE sold out for its second annual event. The dining showcase is meant to promote the downtown as a versatile venue while getting the taste buds tempted in time for the week-long dining promotion at the end of each October.

- 150 ticketed guests.
- Four restaurants.
- \$3,500 profit share to Create Common Good.

DINE OUT DOWNTOWN BOISE

RESTAURANT WEEK October 26 – November 4, 2018 was the eighth year for the successful dining promotion.

- 29 dining establishments participating.
- **100%** of those responding to the participant survey reported an **increase in business** during the promotion!



CITY SANTA DL Evans Bank again sponsors four appearances of City Santa throughout the holidays.

- \$4,200 in donations collected for the WCA.
- Estimated 350 children posed with City Santa.

SHOP SMALL BUSINESS SATURDAY The DBA proudly served as Neighborhood Champion for this promotion for the 9th consecutive year in 2018.

- 68 participating businesses (up from 48 in 2017).
- 6 \$50 Downtown Boise Gift cards given away to passport winners.



DESTINATION MARKETING

Welcome
COLLEGE BASKETBALL FANS
from the merchants of *Downtown Boise*

SHOP UNIQUE
DINE LOCAL
FREE GAMEDAY
SHUTTLES

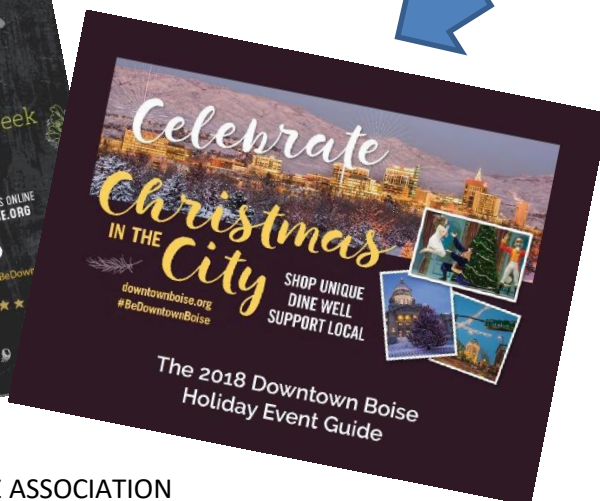
#bedowntownboise f i t downtownboise.org

The DBA has a robust marketing program to promote the downtown as Boise's most desired destination for shopping, dining, and celebrating. In 2018, the DBA took a major step in maximizing marketing opportunities, hiring the DBA's first Marketing Manager, Jordyn Neerdaels.

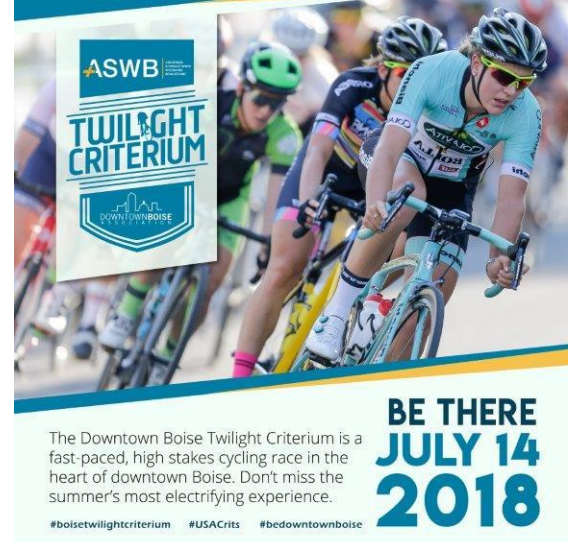
2018 NCAA March Madness promotions on the video monitors at Boise's Airport.

Twilight Criterium promoted during
Filmed by Bike festival, Feb, 2018.

In 2018, the DBA began producing promotional guides to enhance the visitor experience and bring more people back to more events downtown!



ONE WEEKEND
300 RACERS
BOISE CELEBRATES CYCLING





Downtown Boise Gift Card

The Downtown Boise Gift Card is a direct investment into the businesses that choose to accept the gift cards that work at point of sale as a prepaid credit card.

Total Sales from the Downtown Boise Gift Card Program since it began in 2001:

\$3.6 Million

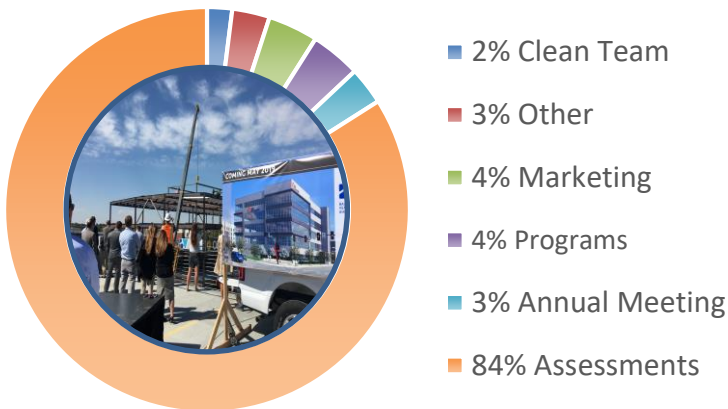


Downtown Promotions at the Boise Airport

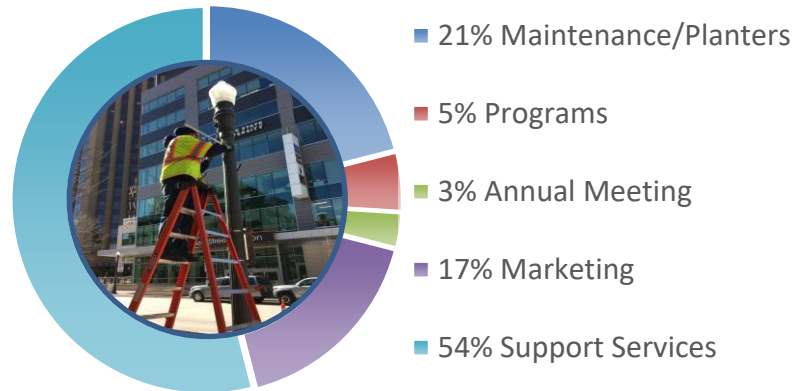
3.3 million passengers flew through the Boise Airport in 2018. The DBA welcomed them with seasonally appropriate display cases dedicated to downtown merchants throughout the year, and a promotional video on the monitors Nov – Dec inviting holiday celebrations to Downtown Boise.



72,000 Map & Directories were printed, with two updates distributed in the spring and fall of 2018. The directories include all street-level merchants, plus attractions, public art and parking information. Hotel guests, conference attendees, airport displays, gift card purchasers and dozens of downtown businesses receive copies.



CORE BID SERVICES **EXPENSE** TOTAL \$595,922.



CORE BID SERVICES **INCOME** TOTAL \$597,206.

Core Services in the Downtown Boise Business Improvement District include maintenance programs including daily trash collection and seasonal maintenance on flower planters; destination and retail promotional marketing including Small Business Saturday, Mother's Day Shopping Spree, Christmas in the City, downtown gift cards, City Santa, holiday lighting, and Map & Directory production; programs that enhance the downtown experience including stage rental, the historic streetlight banner program, and gift card administration costs; and other administration including staff, office, insurance, bookkeeping and insurance.

Event income, particularly from beverage sales at Alive After Five, assists the DBA in enhancing 4th quarter marketing efforts targeted toward attracting visitors to the downtown retail experience. DBA-produced events follow our mission of building both business and community, and what better way to promote our downtown businesses than to build community around them!

EVENT **INCOME** TOTAL \$428,842



EVENT **EXPENSE** TOTAL \$378,405





OUR WONDERFUL, DEDICATED DBA STAFF and SERVICE PARTNERS

Many Thanks to our service partners, the **Downtown Maintenance Matters Team**, led by Ken Reeves, Travis Montgomery, and Donnie Porter of the City of Boise Department of Parks & Rec. ProCare Landscaping Services is behind the beautiful flower planters. Genevra Lee of Dawg Haus, Inc. makes DBA ads truly stand out. Jim Blakeslee at Geocentric does magic with downtownboise.org. And our amazing, thankfully good-natured bookkeeper, Beth Peace with Old Boise.

The DBA staff is collaborative, creative, hardworking, and no joke, a lot of laughs!

Suzanne Ostrow, Office Manager
Jordyn Neerdaels, Marketing Mgr.
Karlee May, Events & Programs Mgr.
Heather Life (new as of Feb 2019),
 Bus. Relations & Development Mgr.
 We know building downtown is key
 to building a strong, healthy city.
THANK YOU for your support.
Lynn Hightower, DBA Executive
 Director. 2015 - 2019

DBA Board Members Rock

From the members and merchants of the Downtown Boise Association, **THANK YOU** to the following for your time, talent, energy and enthusiasm for building a great city by building a great downtown:

2018-2019 DOWNTOWN BOISE ASSOCIATION BOARD OF DIRECTORS

Mindy Gronbeck, Hawkins Companies
 Board President
 Kelly Hibbs, Boise Cascade
 President-Elect
 Jacob Zwygart, Little-Morris LLP
 Secretary-Treasurer
 Dan Balluff, City Peanut Shop
 Past-President
 Dean Bennett, Holland & Hart
 Past-President

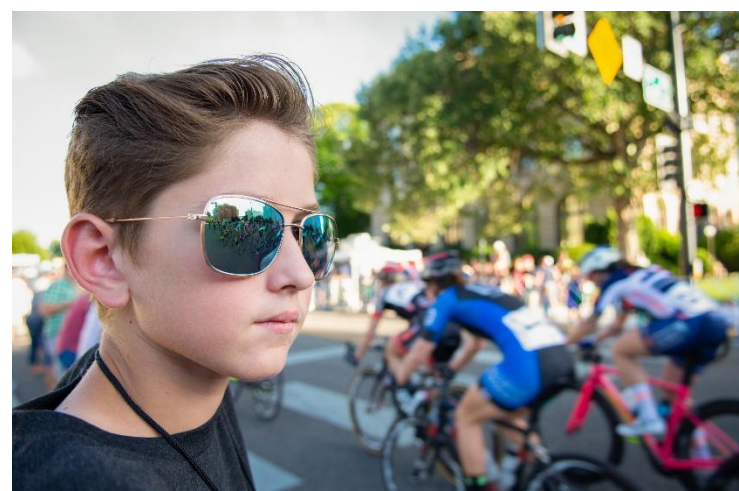
Jessica Carter, Drake Cooper
 Rocci Johnson, Humpin' Hannah's
 Chris Gray, Mixed Greens
 Chad Johnson, Brickyard,/Reef/Front
 Door
 Allen Ireland, Pengilly's/Neurolux
 Sophie Sestero, Fahlgren Mortine
 Cameron Lumsden, Fork/Alavita
 Courtney Holden, Fancy Pants
 Jeff Wolfe, The Car Park
 Wes Jost, Zions Bank
 MaryBeth Chandler, Chandler's
 Travis Burgess, Eide Bailly
 Joshua Jordan, J.R. Simplot Company
 Pat Moloney, TMN Events
 Moya Dolsby, Idaho Wine Commission

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 Max Clark, CCDC
 Patrick Rice, Boise Centre
 Marcia Gronsdahl, St. Luke's
 Bill Connors, Boise Metro Chamber
 Eric Trapp, CenturyLink Arena,
 Idaho Steelheads
 Ivan Sim, Idaho Power
 Marty Jacobs, Downtown Boise
 Neighborhood Association
 Ken Howell, Hawley Troxell
 Lauren Hamilton, Boise Young
 Professionals
 Kathy O'Neill, JUMP

Advisory Members:

Lauren McLean, Boise City Council
 Nic Miller, City of Boise, Office of
 the Mayor
 Jim Hansen, ACHD
 Jim Schiffler, Boise Police Dept.



#BeDowntownBoise



EMAIL



FACEBOOK



TWITTER



LINKEDIN



INSTAGRAM

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