

2016 ANNUAL REPORT

Downtown Boise Association



#BeDowntownBoise
downtownboise.org

2016 ANNUAL REPORT

Downtown Boise Association

The City of Boise designated the Downtown Boise Association to administer the operation of the Downtown Business Improvement District. The Downtown Boise Business Improvement District exists to *ENHANCE THE IMAGE, VITALITY, SAFETY, CLEANLINESS, VIABILITY AND COMPETITIVENESS OF THE HEART OF OUR CITY—DOWNTOWN.*

We do our best to serve our members; our property owners, businesses, merchants, customers and visitors. We provide services that range from planting flowers and cleaning sidewalks, to hosting events and marketing Downtown as a destination experience, with the goal of keeping and bringing more business, more meetings and more guests downtown every day.

The DBA is a small but energetic, dedicated team that enjoys our work so much, we can even be seen downtown in the evenings and on weekends (in fact, *often!*). We understand that business success is dependent on attracting and keeping talented workers and loyal customers.

IN A DOWNTOWN, LIKE NOWHERE ELSE, ECONOMIC GROWTH IS INTERCONNECTED WITH ARTS FESTIVALS, DINING AND SHOPPING, RECREATION AND ENTERTAINMENT OPPORTUNITIES.

That means we do all we can to support and promote a downtown ecosystem that supports innovation, cooperation, the arts and philanthropy in a way that's *APPRECIABLY AUTHENTIC AND SUSTAINABLE.*

Your support is appreciated!

Core Services

Income \$548,078

Assessments	75%
Clean Team	13%
Other	3%
Marketing	5%
Programs	2%
Ann Mtg	2%



Annual Meeting: 2%
Programs: 2%
Marketing: 5%
Other: 3%
Clean Team: 13%
Assessments: 75%

Core Services

Expenses \$541,387

Core Services	32%
Supporting Services	47%
Marketing	16%
Programs	3%
Annual Meeting	2%



Annual Meeting: 2%
Programs: 3%
Marketing: 16%
Supporting Services: 47%
Core Services: 32%

Event	Income	\$354,273
AA5	53%	
Other:	47%	



Alive After Five: 53%
Other: 47%

Event	Expense	\$284,550
AA5	46%	
Other	54%	



Alive After Five: 46%
Other: 54%

Event Income is 39% of total income and is used to subsidize BID operations, maintenance and marketing.

Clean & Safe

Clean Team – Contractor – Valley Landscaping, 2,550 hours emptying trash, picking up sidewalks.

Planters – Contractor – Pro Care, 450 planters within 60 blocks of the BID as well as planting and maintaining planters on property owned by City of Boise & CCDC.

Holiday Lights – Intersection lighting was expanded in 2016 to include 9th Street at Main and Idaho.

The DBA also worked with building managers to keep rooftop lights on through February. The lights created a more welcoming downtown for workers and guests during the winter months.



Retail theft & fraud prevention – November 2016, DBA Executive Director Lynn Hightower, Downtown Neighborhood Contact Officer Jim Schiffler, and Boise Police Crime Prevention Supervisor Ed Fritz spent three days stopping into each downtown retailer sharing retail theft and fraud information prior to the busy holiday shopping season.



Alcohol Compliance Education – The Downtown Boise Association hosted more than 30 employees of downtown restaurants and nightclubs for an education update from Boise Police Alcohol Compliance officers. The meeting was proactive outreach from the DBA and BPD to educate business employees prior to renewed enforcement efforts to keep downtown guests safe from overservice and underage drinking.

In 2016, Boise was again ranked as one of the *SAFEST* cities in America – *businessinsider.com*



In 2016 DBA offices moved to the US Bank building. The move provided more opportunity for a connected, collaborative work space.

Destination Marketing

The Downtown Boise Association markets the business improvement district and more than 20 associate members as a destination with year-round promotions and events.

Shop the Block video series

3 videos:

- Supported by an Idaho Power Energy for Growth grant
- Fast-paced, fun videos featured every retail store in all BID districts

Downtown Boise Gift Card

2016 Sales = \$236,786 to support downtown merchants.

Total Sales = \$3,116,760 since program began in 2003

Downtown Merchant Map & Directories

72,000 distributed to local hotels, conference and event centers, meeting planners.





Idaho Public Television Festival Fundraising

DBA board and general members participating in answering phones and taking pledges in support of Idaho Public Television.

Mother's Day

- 9th Annual promotion
- 59 participating merchants
- >2,000 entries

Boise State Bronco Homecoming Downtown Window Display Contest

Welcoming students and their families, fans and alumni downtown.

- 24 downtown businesses participated
- Students judged the designs
- Best decorated business won tickets to BSU football game



Alive After Five

- 30th season of the free summer concert season
- 14 weeks on the Basque Block (relocated due to construction on The Grove Plaza)
- 2016 estimated attendance 38,5000

Twilight Critierum

Gold Medalist Kristin Armstrong's Kids Ride attracted 350 kids

NEW in 2016

- Start/Finish at Idaho Statehouse
- Twilight Fan Expo at Capitol Park
- Live Internet broadcast

Estimated attendance 20,000

First Thursday

- 70 merchants participating monthly making shopping an experience
- DBA roving band Rippin' Brass, March - October
- Estimated annual attendance 18,000





City Tree Lighting on The Grove Plaza

- Attendance: approx. 4,000
- Shop Small Saturday, Nov. 26, 2016
- 39 participating businesses



Christmas in the City

Promoting the unique, local, and friendly merchants of Downtown Boise for the holidays, with multi-media promotions and ad buys.



City Santa

- 2,000 photos
- \$3,912 donated to WCA

Bronco Shuttle

- Estimated riders: 14,000 for 5 BSU home football games



Dine Out Downtown Boise Restaurant Week

- *New in 2016* – DEVOUR media preview in partnership with Idaho Preferred and the Idaho Division of Tourism



- Oct 28 – Nov 6
- 28 Restaurants
- 162,699 page views downtownboise.org

Boise Airport Welcome Promotion

- Partner with Boise Airport advertising staff
- December, 2016
- >Two dozen businesses represented in Welcome Window display greeting holiday travelers at Boise Airport



More than 50 businesses sponsor these events, programs and promotions, making them possible.

Website, e-Newsletters, Social Media

EMAIL CAMPAIGNS:

- Member Correspondence: 831 recipients
- Event Updates, Shopping Guide, and Downtown Happenings: 10,109 recipients

DOWNTOWNBOISE.ORG:

- 192,536 visitors (18% increase over 2015)
- 662,561 pageviews (25% increase over 2015)

Top 3 pages viewed:

1. Dine Out Downtown Boise (39,066 pageviews)
2. Alive After Five (28,031 pageviews)
3. First Thursday (20,343 pageviews)

2016 SOCIAL MEDIA:



12,479 followers



37,000 followers



11,900 followers

Advocacy – DBA staff members spend hundreds of hours sharing resources and information, and representing downtown business interests on numerous issues of interest and impact to the downtown community.

On the Map with Google - With the Boise Metro Chamber of Commerce and the Small Business Administration, the DBA hosted a training for downtown businesses to maximum search engine optimization with Google.

Hotel Clerk Tours – DBA staff took groups of hotel employees on a tour of downtown retail, restaurants and amenities with the goal of raising awareness among Boise’s hospitality industry of all that’s available to visitors to enjoy downtown. DBA staff liaisons with dozens of other event organizers planning events downtown to share information ensuring all events meet permit and other needs, and to ensure efficient communication and effective involvement with the downtown business community.

In 2016, DBA staff members participated in:

- City of Boise Special Events Team Advisory Board
- Boise Metro Chamber of Commerce events and advisory board
- Downtown Boise Neighborhood Association
- City of Boise Housing & Homelessness Roundtable
- Boise Young Professionals Challenge Team
- Downtown Transportation Demand Challenge Team
- Downtown Mobility Steering Committee
- ACHD’s 5th & 6th Street one-to-two-way conversion stakeholder group



2016 Board of Directors

President: Dean Bennett*, Holland & Hart
Past President: Kellee Sharples*, Buns in the Oven
President-Elect, Dan Baluff*, City Peanut Shop
Treasurer: Travis Burgess*, Eide Bailly
Legal Counsel: Ken Howell*, Hawley Troxell Ennis & Hawley

Property Owner

Ryan Cleverley*, Gardner Company
Mindy Gronbeck, Hawkins Companies
Chris Penland, Rocky Mountain Companies
Jessica Carter, Drake Cooper
Restaurant, Lodging & Entertainment
Allen Ireland, Neurolux/Penguilly's
Cameron Lumsden*Fork/Alavita
Mary Beth Chandler, Chandler's
Chad Johnson, Reef/Front Door/ Brickyard Steakhouse

Professional

Jeff Wolfe*, The Car Park
Shannon Stoeger, Idaho Independent Bank
Brittany Pfister, Clearwater Analytics
Wes Jost, Zions Bank
Kelly Hibbs, Boise Cascade

Retail/Service

Bruce DeLaney, Rediscovered Books
Courtney Holden, Fancy Pants
Karen Gillespie, Beehive Salon

Advisory Members

Lauren McLean, Boise City Council
Nic Miller, Mayor's Office
Paul Woods, Ada County Highway District
Officer Jim Schiffler, Boise Police Department
Kathy O'Neill, JUMP
Sophie Sestero, Boise Young Professionals

Ex-Officio Directors

John Brunelle, 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
Tami Chafin, Downtown Boise Neighborhood Association

*Executive Committee

For more on 2016 DBA operations, see 2016-17 State of Downtown Boise report.

THANK YOU for your support!