



We would love for you to join the Downtown Boise Association as an Associate Member. Our mission is to create and maintain a thriving downtown. We do that by producing great events that bring people downtown, marketing downtown as an exciting, desired destination, and managing downtown maintenance program that keep our downtown clean, safe and attractive. Essentially, the DBA works to make downtown a place people want to be!

Keeping Downtown Boise a vibrant, inviting place is definitely a group effort. An Associate Membership brings you on board to take part in promotions aimed at benefitting participants and the entire downtown business community.

An Associate Membership with the Downtown Boise Association provides the following:

- **Downtown Map & Directory business listing.** Twice each year the DBA updates, prints, and distributes more than 70,000 DBA-member Map and Directories. The guides are used by downtown merchants, gift card purchasers, hotels, conference attendees through the BCVB and Boise Centre, the Boise Airport, regional visitor centers, Boise State and the Boise Metro Chamber of Commerce.
- **DBA website business landing page.** www.downtownboise.org is mobile responsive and offers visitors a dynamic portrait of our vibrant downtown. The website included a robust downtown events calendar and individual business landing pages complete with hours, map and location, and colorful photos sent in by each business. You'll see www.downtownboise.org is referenced in all DBA marketing pieces.
- **Downtown Boise Gift Cards.** Since 2003, some \$3.3 Million has been invested back into downtown business through the Downtown Boise gift card. DBA Associate Members may join the large number of businesses who accept the gift card. Businesses who participate in the gift card program are also noted in the Map & Directory and at www.downtownboise.org.
- **DBA Event & Promotion Participation:** including First Thursday, Dine Out Downtown Boise Restaurant Week, Mother's Day Shopping Spree, Father's Day Car Show, Small Business Saturday, Member Forums and more. These DBA-produced events and promotions are valuable tools designed to build our downtown business community by connecting members with new customers and other downtown businesses.
- **Social Connections:** DBA Associate Members are welcome to connect with the community and other businesses through a variety of DBA e-newsletters and social media channels. You'll receive the weekly DBA member business e-newsletter to keep you updated on what's happening downtown, opportunities for event and promotion participation, road work or construction updates, etc. This information is useful in helping you and your employees stay informed and connected.

Downtown Boise has grown to be the most robust business and employment center in Idaho. Since 1987, the Downtown Boise Association has worked to make the downtown business community even stronger thanks to member connections, cooperation, and communication. Learn more at <https://downtownboise.org/about/about-dba>.

Investment in a DBA Associate Membership is an investment in your business. The cost is \$300 for the annual year. We pledge to do all we can to ensure that investment provides a worthwhile value.

We look forward to hearing from you!

Sincerely,

Lynn Hightower, Karlee May, Jordyn Neerdaels, Suzanne Ostrow; Your DBA Staff