



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

**Our WHY:** Because the economic vitality of Downtown Boise drives growth and opportunity throughout the region.

**4 PROGRAM AREAS**

**Promoting Downtown as a Desired Destination**  
 Initiatives to promote Boise's downtown as a place and experience where both visitors and locals feel a sense of value, belonging, and a community connection that's uniquely Boise.

**Produce Signature Showcase Events**  
 To produce events that showcase downtown Boise as the place to celebrate, captivate, innovate, and build community pride. There's no better way to build business than to build community around it.

**Communications / Advocacy for Economic Development**  
 Initiatives to retain & support existing businesses and to attract new jobs and development into Boise's downtown.

**Beautification & Enhanced BID Services**  
 Maintain & where possible improve the public atmosphere in the Downtown Boise business improvement district, keeping it clean, safe, attractive & competitive.

**\$652,120**

Re-invested annually into marketing, programming, and promoting the business improvement district

**2018 DOWNTOWN ECONOMIC IMPACT:**

**112**

Free and family-friendly event & promotion days Downtown

**126,650**

Attendees at DBA produced events & promotions

**\$250,968**

2018 Gift Card Sales

**\$3,616,388**

total gift card sales re-invested into downtown merchants since 2001.



**DBA SIGNATURE EVENTS #BeDowntownBoise**



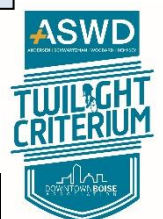
Free Summer Concert Series June-August, 52,000 attendees, 26 bands, 33 yrs. strong in 2019. >\$18,000 in tips to 3 local nonprofits. **#AliveAfterFiveBoise**

Retail promotion. Tastings, Art, Music, Shopping, Dining. 26 yrs. strong in 2019. 24,000 est. annual attendance. Up to 70 businesses participating. **#FirstThursdayBoise**



17<sup>th</sup> Annual Downtown Boise Father's Day Car Show in 2018. Attendance: 5,000. >150 Classic & electric vehicles. Downtown dining promotion. **#dadsdaydowntownboise**

20,000 est. attendance on a Saturday in mid-July. 350 in Kids' Race with Kristin Armstrong. 300+ pro & amateur racers. **#twilightcritboi, #BoiseTwilightCriterium**



Downtown Boise holiday tree lighting. 5,000 attendance. 5,200 lights. 1915 tags for the Giving Tree benefitting WCA. **#BoiseTreeLighting #ChristmasintheCity**



**VISION:** The Downtown Boise Association is a key partner in inviting people and investment downtown, in maintaining downtown as the catalyst for regional economic growth, and *the* place our community comes to celebrate all that makes Boise the most livable city in the country.

The City of Boise, with support from the downtown Boise business community, established the DBA in 1987.



**WHAT IS A BUSINESS IMPROVEMENT DISTRICT?**

A Business Improvement District is a publicly sanctioned, privately directed organization that supplements public service to improve shared, geographically defined, outdoor public spaces. More than 1,000 BIDs exist in the US, and are common in downtowns to enhance the safety, cleanliness, image and competitiveness of city centers.

**THE DOWNTOWN BOISE BUSINESS IMPROVEMENT DISTRICT (BID):**

60 square blocks, 186 acres: State Street to the north, 13<sup>th</sup> Street to the west, Myrtle Street to the south, to 6<sup>th</sup> Street north to Front, east on Front Street, with 5<sup>th</sup> Street the east district boundary.

**WHO ARE DBA MEMBERS?**

**Business members**  
A business renting space in the business improvement district is a DBA member. There are approx. 700 DBA business members that vary greatly in size and scope. 300+ DBA business members are street-level retail, restaurant, and retail service merchants.

**Property Owners**  
All property owners in the BID are DBA members. All properties, with the exception of residential and government, are subject to an annual assessment from the City of Boise that supports BID services. For 2019, 187 BID properties were assessed, equal to approx. 48% of the DBA budget. The DBA leverages assessment dollars with event income and sponsorships to complete marketing, programming, and service funding.

**Associate members**  
The DBA attracts an active group of Associate Members who see value in DBA promotions and contribute voluntarily. A \$300 annual fee allows Associate Members to take advantage of and participate in DBA promotional events like First Thursday and Dine Out Downtown Boise Restaurant Week.

**DBA/BID SERVICES:**

**PLANTERS:** 509 planted May-Oct. (20% increase from 2015); **10** Intersections of **HOLIDAY LIGHTING**; 300+ light poles wrapped in holiday lights; **>8500** hours on downtown **MAINTENANCE & TRASH REMOVAL** including sidewalk cleaning, supplemental snow and leaf removal, tree grate weed control; **200+** light poles equipped with **STREET BANNER** brackets.

**DOWNTOWN TRENDS:** Though just 2% of citywide land area, Downtown Boise is a powerful employment, economic, entertainment and cultural center for Boise and all of Southwest Idaho.

**EMPLOYMENT:** 43,533 jobs, 26% of ALL JOBS in Boise are downtown. Employment growth downtown 2010-2015: 26%. Job growth downtown outpaces both the city and the region, with a heightened focus on knowledge jobs downtown: 39% of Boise’s knowledge jobs are downtown. Downtown is poised for significant job growth in the future; more than half of the office space to be built the next 3 years in Boise will be built downtown.

**DOWNTOWN DESIRABILITY:** Cost per square foot of office space has been increasing since 2010 and is more expensive than office space throughout the region. This indicates a willingness to pay a premium to locate business downtown. With 32% of Boise’s hotel rooms, visitors are often choosing to go downtown.