

your business improvement district **FAQ**



The Downtown Boise Association (DBA) is a non-profit organization designated by the City of Boise to administer the Downtown Boise Business Improvement District (BID). A business improvement district (BID) is a defined area within which businesses pay a fee in order to fund improvements within the district's boundaries. The services provided by BIDs are supplemental to those already provided by the municipality or property owner. BIDs enhance the safety, cleanliness, image and competitiveness of city centers.

All properties within the district (bounded by 5th, State, 13th and Myrtle Streets) are subject to an annual assessment from the City of Boise for the BID. Businesses located in the district will receive the assessment via their property owner. Non-government businesses located in government owned buildings will be billed directly. Assessments are billed on January 15th and are due quarterly.

How is the DBA Funded?

The budget is derived from the BID assessments and through events, sponsorships and grants.

Your assessments fund the following services:

■ **Services:**

Clean Team The Clean Team cleans and sweeps downtown sidewalks and removes trash from sidewalk trash cans. Snow removal is the responsibility of the property owner, however the DBA provides supplemental snow removal for downtown sidewalks when 1" or more of snow accumulates.

Flower Planters: The DBA manages the flower planters located throughout downtown. More than 400 pots are planted in early May and are maintained until early November.

Holiday Decorations: During the holiday season the DBA decorates downtown with wreaths and lights on historic lampposts and overhead decorations at major intersections.

■ **Marketing:** The DBA promotes Downtown Boise as a Shopping, Dining, Arts and Entertainment destination. This includes the **Map & Directory** brochure which is distributed to visitor outlets, hotels and downtown retail locations. The DBA also purchases traditional media buys in print, radio and television.

■ **Downtown Gift Card:** The DBA manages a comprehensive year round gift card program. The card can be used at more than 250 DBA member locations including public parking garages.

■ **Events:** The DBA organizes downtown events such as **Alive After Five**, **Twilight Criterium** and the **Holiday Tree Lighting Celebration**. The DBA also organizes and markets downtown promotions such as **First Thursday**, **Mother's Day Shopping Spree** and **Christmas in the City**, and promotes Downtown Boise dining through a marketing campaign called **Dine Out Downtown Restaurant Week**. The DBA also coordinates the **Free Downtown Bronco Shuttle** for Bronco Football games.

■ **Communication:** The DBA supports and maintains downtownboise.org to promote downtown including shopping and dining opportunities, new business attraction, DBA member services, and current downtown news and information. The DBA maintains social media profiles for Downtown Boise through Facebook and Twitter.

The DBA sends out a weekly email to members including a calendar of events and information relevant to doing business in downtown Boise. Email info@downtownboise.org to get signed up!

■ **Business Development:** The DBA works with many agencies, including City of Boise, Capital City Development Corporation and the Boise Valley Economic Partnership and leasing agents and brokers to promote Downtown Boise.

■ **Advocacy:** The DBA actively engages in downtown advocacy. The DBA is recognized by Boise City Council as the primary advocate on downtown issues. This enables the DBA to take leadership roles in issues that impact the downtown economy such as parking, access and transportation; vending, vagrancy, and noise; new business attraction, business retention, vacancy rates and other economic development issues.

Thank you for choosing to locate your business in Downtown Boise! Downtown Boise is an active, pedestrian-friendly place, a social and visual focal point for the community, providing opportunities for living, dining, entertainment, shopping and personal services, as well as providing areas for hosting community events. Downtown Boise is the model for progressive urban growth and development. It is the central location for cultural and civic facilities, welcoming to visitors and a source of community pride for residents and businesses.

The DBA is working for you. If you have questions, please contact us:

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