

2010



720 West Idaho Street

Boise, Idaho 83702

downtownboise.org

STATE OF DOWNTOWN
ANNUAL
REPORT



shop

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hear

cheer

play

enjoy

share

Board President's Report

Charles Schmoeger, American Cleaning Service Company

Consistency is a word that comes to mind when I think of the work that the Downtown Boise Association does. Since 1987 the DBA has worked diligently to make downtown a place that the community is proud to visit, stay and play in. In good and bad economic times, the clean team has continued its daily cleaning, the flowers have been planted in the many planters, staff and board members have served on multiple task forces, and events like Alive After Five and First Thursday have continued to take place.

The creativity and thoughtfulness of the staff and board members have helped sustain this organization and its efforts to make downtown a better place. Board members have the opportunity to serve for two three-year consecutive terms and most do. Our current staff of three have a combined 20 years of experience with the DBA, providing for a wealth of knowledge and leadership critical to the success of the organization.

The DBA takes an active role in bringing vibrancy to downtown through the many events it organizes. Alive After Five and the Twilight Criterium are both celebrating 25 years of existence in

2011, and First Thursday close behind with 22 years of excellence. These are events that are now a part of the fabric of our community.

From transportation, safety, panhandling, graffiti abatement, noise, housing, development – you name it, DBA staff and board members are always at the table on behalf of downtown, providing a voice for the many businesses and residents alike.

The board and staff have started the process of updating the organization's strategic plan for the next 5 years. The process of updating this document provides for a thoughtful guide, creative ideas and necessary dialog to succeed in the future. This organization has done more with less, and unless changes are made in how it is funded, the current level of service will not be sustainable. With this in mind, the current leadership is embarking on an effort to establish a more stable funding mechanism for the organization.

I have thoroughly enjoyed my tenure as board president. Thank you to the board and staff for their commitment to downtown Boise. ■

Executive Director's Report: Kâren Sander

The announcement from Macy's in early January 2010 that they were closing their downtown store was not welcome news. In the middle of an economic downturn, the news was especially disheartening. We had hoped by the end of 2010 that the Macy's space would have been sold and that the building would someday be restored to its former glory. Well that has not been the case, just yet, but we are hopeful that the site will be developed in the not so distant future.

Despite the Macy's news, there are positive signs downtown as business openings increased in downtown Boise with over 30 new retail stores! For three consecutive years openings have exceeded the number of closings, vacancy rates decreased slightly for commercial and retail (excluding the Macy's space) and public parking visitor numbers increased 10% over 2009 and 5% over 2008, respectively.

The City of Boise approved the plans for Whole Foods to move ahead with their project at the corner of Broadway & Front/

Myrtle, and the Simplot JUMP project at 9th/10th & Front and Myrtle streets. Concordia University broke ground on their new law school at 5th & Front St. And 805 Idaho St., the former City National Bank Building underwent a major renovation bringing new life to a grand old building.

At the street level, we partnered with the City of Boise, ACHD, CCDC and the Downtown Neighborhood Association to wrap five more traffic control boxes with original works of art, bringing the total to twelve.

We continued our many partnerships and collaborations with government agencies, private businesses and others to continue to improve downtown, keeping us busy throughout the year, including a partnership with CCDC to install bicycle corrals and racks throughout downtown providing more bicycle friendly parking options. With support from CCDC, we purchased and installed holiday lights for six intersections downtown, creating a more festive look and feel during the holiday season.

25 Years ago at the recommendation of Robert Loughrey of the Boise Redevelopment Agency (now CCDC) Alive After Five was conceived to create an event that would activate downtown Boise after hours. From humble beginnings to the more than 54,000 that now attend throughout the season, Alive After Five is a success story that we can be proud of!

I would like to thank and recognize Phil Kushlan, Executive Director of CCDC who is retiring this year, for his service and commitment to downtown Boise. Phil has been a mentor to and provided great leadership for the Downtown Boise Association for many years. Thank you Phil, we will miss you!

Thank you to my staff Geoff Hundt and Morgan Cole who are always willing to go the extra mile to accomplish so much on behalf of downtown, our bookkeeper Beth Peace who keeps us in line and to our Board of Directors, led by Charlie Schmoeger, who provide us with guidance and time. ■



A Look at 2010

Events

We continued our partnership with local non-profit charities during the 24th Alive After Five season to provide volunteers for the event, increasing profitability for the DBA and raising \$16,000 for the charities through tip donations! During Jaialdi we hosted a Basque-themed Alive After Five which was a tremendous success.

With support from DL Evans Bank and Berryhill & Co, we were able to continue with the Santa in the City promotion during Christmas in the City providing the opportunity for hundreds of children to have their photo taken with Santa, and an opportunity to raise funds for the American Cancer Society.

Jazz on the Grove was back last year with support from many sponsors including the Boise Centre who took the opportunity to use the event as a showcase for their 20th Anniversary. In addition we collaborated with the Boise Philharmonic to provide the opening entertainment for the evening.

We hosted another successful Twilight Criterium in partnership with Race Director, Mike Cooley and his team at George's Cycle and had one of the largest professional fields of cyclists participate in the 24th annual event. Unfortunately we also received word following the event that Wells Fargo was would no longer be sponsoring the event after 24 years of support.

In May we hosted a Cinco de Mayo Cultural Event on the Grove Plaza in collaboration with the Mexican Consulate in Boise to kick off their celebration of the Bicentennial of the Mexican Independence and the Centennial of the Mexican Revolution. Even though the weather did not cooperate, and we had to reschedule for the following week, the event was a success highlighting traditional Mexican music, dance and cultural products.

We partnered with the Susan G. Komen Boise affiliate for a second year to host the Pink Project and over 60 artful bras were displayed in downtown business windows with a kick off tour held on First Thursday in October.

The DBA staff continues to work with community events that take place downtown to facilitate communication between the events and downtown businesses, including assistance with the annual Curb Cup that attracts over 130 performing acts and thousands of spectators to downtown streets in August.

DBA Event Stats:

- **Alive After Five:** 18 events with over 54,000 people in attendance and \$16,000 raised for charity
- **Downtown Bronco Shuttle:** Approx. 12,000 people transported to and from BSU home games
- **24th Annual Twilight Criterium:** An estimated 15,000+ in attendance
- **Holiday Tree Lighting:** Over 3,500 in attendance, 2,500 Giving Tree charitable requests filled for the Women & Children's Alliance
- **Fall for Boise:** 30,000 calendars distributed
- **Jazz on the Grove:** 1,000 people in attendance
- **First Thursday:** 12 events with over 50 in-store functions per month, Approximately 14,000 attendees
- **State of Downtown Annual Meeting:** 300 Attendees
- **Christmas in the City:** Over 300 Photos with Santa and \$1,200 raised for the American Cancer Society and thousands in attendance at holiday events throughout downtown, 73,000 Inserts distributed through the Boise Weekly.
- **Winter Window Gallery Stroll:** 25 Window Art displays
- **Fruitcake Follies Baking Contest:** 13 contestants
- **Total Event Sponsors:** 60 Corporations

Marketing & Communication

The DBA handles marketing in-house and uses a mixture of traditional, non-traditional and social marketing media. The assessment base rate only makes up 80% of the marketing budget income with the balance subsidized through event income and sponsorships. We continue to be creative in our efforts to communicate with stakeholders and have an ever increasing number following us on Facebook and Twitter.

We initiated a social media marketing campaign called “My Downtown Boise” on Facebook leading up to the holiday season where community members could pledge their support for downtown Boise and receive gifts from downtown merchants. Over 900 people joined this Group during the eight week campaign!

The 3rd Annual Mother’s Day Raffle was another success with four lucky winners taking home a purse filled with gifts cards valued at \$500 and another seven received a purse filled with gifts and coupons.

Clean and Safe

While we are constantly challenged to do more with less, the downtown Clean Team and Flower Planter programs continue to be a priority to keep downtown clean and looking good.

The plan to expand the plantings of perennial grasses has been a success, with over half of the planters now filled with grasses. We will continue with increasing the number of perennial plants each year, providing year-round foliage in the planters.

Two areas that have continued to become more of a problem are posters and stickers on utility poles and graffiti. In an effort to

combat the ever-increasing number of posters taped to poles, the DBA has partnered with the Boise Police to work on educating both the business owners and public that the practice is illegal under state code. The Post Office at the recommendation of the Boise Police has removed labels from counter access to dissuade use of stickers in a practice called “slap tagging”.

Cleaning Stats

- **2080:** Hours dedicated to cleaning, trash removal and maintenance services in the 60 block Business Improvement District.
- **420:** Planters filled with flowers & maintained May through September

Downtown Boise Crime Rates

While the City of Boise crime rates continue to see a substantial decline in the majority of reported categories, graffiti incidents continues to be on the rise. We are working diligently with Boise Police Department, City Public Works, CCDC and ACHD to work on a comprehensive strategy to combat graffiti, including education for property owners and businesses on reporting and removal of graffiti.

The DBA in partnership with Boise Police continue to hosts quarterly meetings with bar owners and the BPD “bar team”, and through the weekly DBA e-news, to introduce downtown businesses to the many police officers including downtown neighborhood contact officer Jim Schiffler, who provide valuable service to the downtown area.

We appreciate the continued hard work of our Police Department and Downtown businesses to keep downtown safe.



Downtown Public Parking System



Sources: Republic Parking and Capital City Development Corp.

*Transient visitor count includes first hour free and cinema (no pay), cash, validated, and event parking customers.

2010 - 2011 New Downtown Businesses

9th St Barber Shop, 210 N 9th St
Aspen Leaf Yogurt, 800 W Idaho St
Baguette Deli, 8th St
Bricolage, 280 N 8th St
BSU Center on Main, 1020 W Idaho St
Capital Ties, 720 W Idaho St
Caruso's Sandwich Company, 130 N 8th St
Casa Del Sol, 409 S 8th St
d*fine Athletic Club, 245 N Capitol Blvd
Eclectic Art Store, 280 N 8th St
Fatty's Bar, 800 W Idaho St, 2nd floor
Flatbread Community Oven, 615 W Main St
Fork, 199 N 8th St
Front Street Brokers, 877 W Front St
Hair at the Hoff, 808 Bannock St
The Huddle, 214 N 10th St
Idaho Indie Works, 106 N 6th St
IdaHostel, 280 N 8th St
Illuminate Salon, 205 N 10th St
JJB Longboards, 280 N 8th St
Jimmy Johns Gourmet Sandwiches,
 598 Main St
Knockout Body Bootcamp, 814 W Jefferson St
Looney Art Gallery, 816 W Bannock St
lululemon Athletica, 215 N 9th St
Lunchbox Waxing Salon, 104 S Capitol Blvd.
Matador Restaurant Tequila Bar, 8th St
The Melting Pot, 6th & Idaho St
Moxie Java, on the Grove Plaza at Qwest Arena
Ornamentum, 405 S 8th St
Plan B, 121 N 9th St
Portsche's Jewelry Boutique, 206 N 9th St
Rediscovered Book Shop, 180 N 8th St
River City Guitar, 574 W Main St
Sage Yoga, 242 N 8th St
Sapphire Bar & Grill, 622 W Idaho St
Solid Grill & Bar, 401 S 8th St
Sin Nightclub, 1124 W Front St
TixxFixx, 734 W Broad St, 333-TIXX
The Underground Mini-Mart, 280 N 8th St
University of Idaho VandalStore,
 821 W Idaho St
Ward Hooper Gallery, 745 W Idaho St

2011 Coming Soon!

5 Guys Burgers, 321 S 8th St
All About Games, 120 N 8th St
BACON, 915 W Idaho St
Jamba Juice, 120 N 8th St
U-Swirl Frozen Yogurt, 801 W Main St
5 Guys Burgers, 321 S 8th St



Downtown Gift Card

The gift card program continues to be a successful marketing tool for downtown with over 260 downtown Boise merchants accepting the gift card including public parking garages.

Gift Card & Certificate Stats

- **2010 Sales:** 5,544 gift cards funded, \$200,253.71 total sales.
- **2003 – 2010:** 53,603 cards & certificates funded, \$2,183,942.71 total sales.
- **\$37.69:** Average value per card sold

Map & Directory

The Enjoy Map & Directory is an invaluable source of information about the shopping, dining and entertainment options in downtown Boise. With over 300 listings it is a comprehensive look at the variety and depth of businesses available downtown.

Map & Directory Stats

80,000 copies were printed in 2010 and distributed to over 40 hotels, the Boise Convention & Visitors Bureau, the Boise Metro Chamber of Commerce, Boise State University, visitor centers, various events, private functions, and downtown business locations.

Website

www.downtownboise.org is the official site for downtown business, retail, dining, entertainment and services in Boise.



www.firstthursdayboise.org and

www.aliveafterfive.org both direct visitors to the First Thursday and Alive After Five pages on downtownboise.org.

www.downtownboiseliving.org is the official downtown urban living site which provides information to the community on available urban living options including a database of housing studies and resources, links to downtown amenities and the Downtown Neighborhood Association page.

2010 Website & Social Media Stats

An average of **26,919 page visits per month** for a total of 323,032 page views on downtownboise.org

Most looked at pages:

- Merchant Search & Category Listings, Calendar of Events.
- **Most popular event pages** are Alive After Five and First Thursday.
- **e-blasts to DBA members:** 553 addresses mailed weekly
- **Downtown Happenings & Events e-blasts:** Over 1,900 addresses mailed
- **2,164 total Fans** on Facebook.com and **2,733 followers** on Twitter.com

Advocacy & Partnerships

The DBA provides one voice for many downtown interests. In addition to communicating directly with the many agencies that service downtown, we serve on a multitude of taskforces and committees making sure that downtown interests are heard.

Taskforces/Committees/Boards that we currently serve on or have served on in 2010:

- **City of Boise Events Team**
- **Valley Regional Transit Multi-Modal Center Planning Team**
- **Blueprint for Boise Comprehensive Plan Update**
- **City of Boise Sound Ordinance Task Force**
- **Downtown Green Taskforce**
- **City Department of Arts & History Cultural Programming Committee**
- **Downtown Neighborhood Association**
- **Boise Metro Chamber of Commerce Advisory Board**

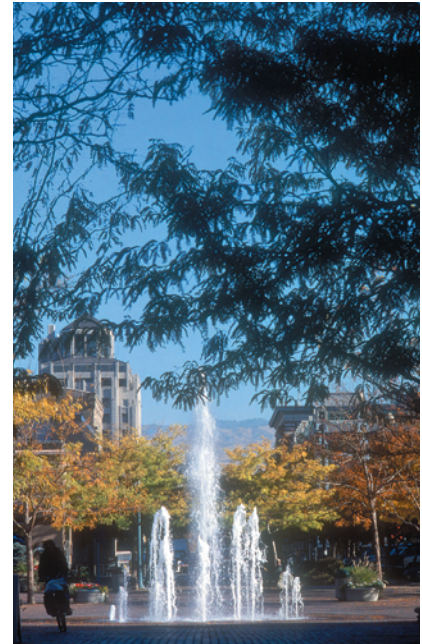
The DBA supported the efforts of the City of Boise to promote the “Have a Heart, Give Smart” campaign, encouraging the community to give wisely and dissuade giving to panhandlers. We are encouraged that the City of Boise

is evaluating their current panhandling ordinance and looking at efforts to protect business and tourism interests while finding a compassionate balance for those less fortunate.

The partnership continues with the City of Boise, downtown businesses and residents to update the Sound Ordinance, which will result in a reasonable balance between allowed sound levels, protection of businesses and maintenance of a quality of life in downtown Boise.

In 2010 we received additional funding from the City of Boise Neighborhood Reinvestment Program and Capital City Development Corporation to wrap five more cabinet controller boxes in Downtown Boise. Cabinet Controller boxes are located at intersections to control the traffic signals. The program, in association with Ada County Highway District, CCDC and the City of Boise's Art & History Department, brings public art to the street level is a project to decrease graffiti and increase the unique character of downtown. Currently twelve boxes have been completed and more are planned for the future. We were honored to receive a Leadership in Motion award from COMPASS recognizing the program's popularity.

The DBA worked with CCDC to initiate a Pedestrian Count program in 2009 and



have continued that partnership in 2010 with L2 Data that provides valuable data about the marketplace to businesses looking to locate downtown. The information is available online at both ccdcboise.com and downtownboise.org.

We continue to explore sustainable practices that will benefit downtown and the surrounding community including trash and recycling compactors in alleys, car-sharing programs and a restaurant composting service. We hope to introduce these and other programs in the near future. ■

Pedestrian Survey Executive Summary

L2 Data Collection conducted the Winter 2010 Pedestrian Counts on Thursday, December 2 and Saturday, December 4, 2010. As in previous counts, weekday counts were conducted from 11:30am to 1:00pm and 4:30pm to 6:00pm. Weekend counts were conducted from 11:30am to 1:00pm and 5:30pm to 7:00pm.

The Winter 2010 Count locations included:

- 8th and Idaho – Control Intersection
- 8th and Broad – Control Intersection
- 6th and Idaho
- 10th and Main

The control intersections (8th/Idaho and 8th/Broad) are included with all seasonal pedestrian counts. The total pedestrians (excluding Weekend Mid-day at 8th and Idaho) counted are as follows:

Location	Aug 2009	Oct 2009	Dec 2009	May 2010	Aug 2010	Oct 2010	Dec 2010	First Thursday December 2nd*
8th and Idaho	4161	3826	2882	3426	3861	3878	3615	523
8th and Broad	5924	4699	3331	4423	4881	4466	3381	341
6th and Idaho	N/A	N/A	N/A	N/A	N/A	N/A	1167	117
10th and Idaho	1943	N/A	N/A	N/A	1875	N/A	1232	275

* Extended 1/2 hour count (6:00 - 6:30pm)



2010/2011 Board of Directors

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Dan Watts, Bank of the West

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Gregg Mizuta, Bandanna

Laureen Quick - Floating Feather Day Spa

Kellee Sharples, Buns in the Oven

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Ken Howell,* Hawley Troxell Ennis & Hawley

John Franden, Ada County Highway District

Officers Kelley Clark/Jim Schiffler, Boise Police

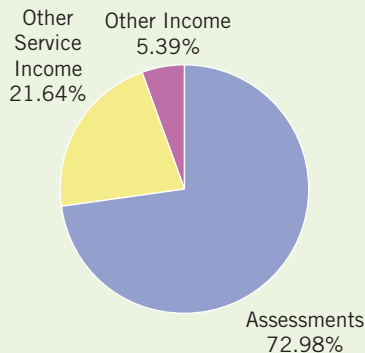
Maryanne Jordan,* Boise City Council

Cece Gassner, Mayor's Office

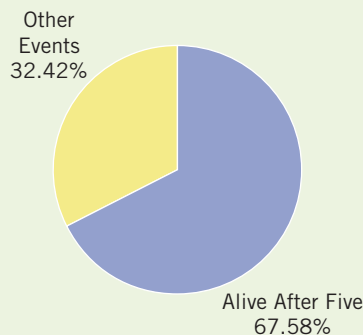
Brian Ballard, Downtown Neighborhood Assn

* indicates Executive Committee Member

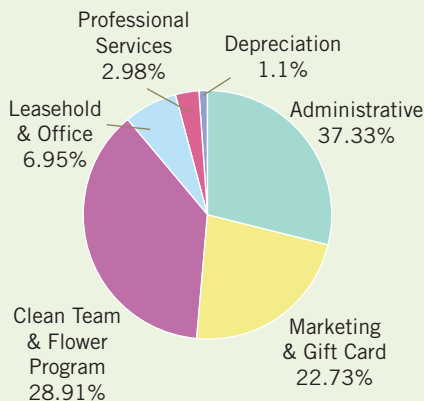
2010 Income \$403,386



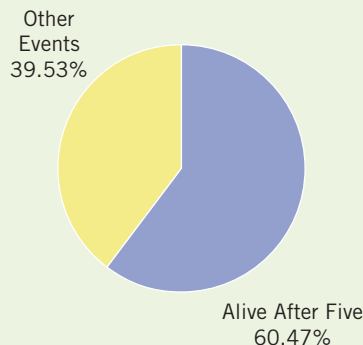
2010 Event Income \$344,872



2010 Expenses \$518,628



2010 Event Expenses \$245,332



Total Income \$ 748,058 • Total Expense \$ 769,877

Event income is 46.1% of the total income and is used to subsidize BID operations, maintenance and marketing.