

2012



# STATE OF DOWNTOWN **BOISE** ANNUAL REPORT

shop dine hear cheer play enjoy share



  
**DOWNTOWN **BOISE****  
ASSOCIATION

720 West Idaho Street  
Boise, Idaho 83702

[downtownboise.org](http://downtownboise.org)



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PINTREST

so much to do. only one place to be.



# Board President's Report

Scott Schoenherr, Rafanelli & Nahas, Real Estate Development

**T**hink about the great cities you've visited... What is it that you remember about those cities? It is a city's downtown that really captivates me. Having hosted many visitors to Boise, I know that it is the same for them. Whether it's the numerous great restaurants and shops, or events like the Twilight Criterium or Alive After Five, visitors are always surprised to see the vitality of our wonderful downtown.



Downtown Boise's vibrancy is critical to the Treasure Valley's economic development. Companies looking to relocate to Boise want to know that our Downtown will capture the hearts of their employees, young and old. Downtown Boise offers the energy of urban environments along with access to the great outdoors right on our doorstep, which is critical to companies and employees looking to relocate.

I have served on a number of boards in my career, but I have never been part of one that is so focused on the benefit of its members. DBA Executive Director Kâren Sander and her staff wake up in the morning thinking of ways they can make downtown a cooler place. Their hard work and dedication to Downtown Boise is truly remarkable.

This year, along with doing all the baseline DBA activities, daily services such as daily cleaning, Alive After Five, First Thursday, the Twilight Criterium, and more the DBA was able to drastically improve the BID Ordinance. These changes are critical to ensuring the DBA is sustainable, and simplifying the billing process to allow the staff more time to focus on doing great things for Downtown.

The DBA Board of directors is made up of a dedicated group of downtown merchants, business owners, property owners, and service providers who volunteer time from their busy schedules to make Downtown a better place. It has been such a pleasure to work with, and learn from, this wonderful group for the past few years. I would especially like to mention incoming President Jeremy Malone and previous President John Berryhill. These two very bright guys have taught me a lot and will continue to do great things for Downtown Boise. ■

## Executive Director's Report: Kâren Sander

**A** number of ground breaking events took place in 2012 that continue to change the landscape of Downtown Boise. The 269,000 square foot 8th & Main project, which will house Zions Bank Idaho headquarters and Ruth's Chris Steak House, is well under way and at press time the concrete core is up through floor seventeen. Whole Foods at Front and Broadway opened in time for Thanksgiving with large crowds and Jack's Urban Meeting Place "JUMP" has started their development at 9th & Front with the parking structures under construction.

There are new urban housing developments planned for the future including Northwest Real Estate Capital Group owners of the CC Anderson building, previously home to Macy's who are in the planning stages to develop the property to include 64 affordable housing units. The property at 15th & Bannock has been purchased by LocalConstruct, an entrepreneurial real estate development company focused on reimagining housing in urban markets. The Levie Group hopes to break ground on their project at 916 Park Blvd early 2013. And Clay Carley with partner LocalConstruct is planning a major remodel to the historic Owyhee Plaza Hotel including converting 68 hotel rooms into 36 apartments.

Twenty-five new retail businesses opened during 2012, a net increase of eleven. This marks the 4th year in a row with more openings than closings. Notable closings were the Brick Oven Bistro on the Grove Plaza that closed in November 2012 after 28 years and in January 2013 Angell's Bar & Grill closed their doors after 31 years. Thank you Jeff Nee & Stephanie Telesco, and Bob and Mickey Angell and Curt Knipe, for the many years of great food and fond memories.

Lucky Fins announced in early 2013 that they will transform the former Brick Oven Bistro space with an anticipated opening by mid summer.

Additional exciting news to report, the Hawkins Company announced that they have purchased the block at Front St. and Capitol Blvd and are planning to bring Trader Joe's to Downtown Boise!

The Downtown office market improved during 2012 ending the year with a 10.3% vacancy rate, down from 12.4% in 2011 (Source - Colliers Idaho), the lowest rate in the Treasure Valley.

After many years of meetings, analyzing, deliberating and member outreach, the BID taskforce delivered a proposal to Boise City Council to change the Business Improvement District ordinance including the way in which the assessments are billed. The ordinance was approved in November and as of January 2013 annual assessments are now billed to the property owner instead of the tenants. Thank you to the BID taskforce and especially to Scott Schoenherr, Rafanelli Nahas who lead the final efforts, Ken Howell of Hawley Troxell for legal guidance and Clay Carley of Old Boise who stuck with the process from beginning to end.

We continued our many partnerships and collaborations with government agencies, private businesses, neighborhood associations and others to continue to improve downtown, keeping us busy throughout the year. We partnered with the Boise City Department of Art & History

to install another five traffic control box art installations in the core. In addition to hosting the inaugural Urban Living Tour, the 2nd annual Dine Out Downtown Boise Restaurant Week, we hosted our mainstay downtown events including the 26th Annual Alive After Five Summer Concert Series, the 26th Annual Twilight Criterium and the ever popular Tree Lighting Celebration.

Thank you to my staff Geoff Hundt and Morgan Cole who work extremely hard on behalf of downtown, our bookkeeper Beth Peace, and to our Board of Directors, led by Scott Schoenherr, who provide us with guidance and donate their time. We are sad to say that Morgan Cole will be leaving the DBA in May after 6+ years on our team. We wish her well in her new adventures.

I would also like to extend our thanks to the many sub-contractors who provide excellent service to the DBA and downtown including Pro-Care Landscape Services (flower planters), Valley Landscape & Maintenance (Clean Team), Tamara Shores Design (graphic design), Beacon Guides (mobile website) and Think Fast Creative (website). ■



## A Look at 2012

### Clean and Safe

Keeping downtown Boise clean and beautiful is a priority for the DBA, making downtown a place that people want to be and stay. Our team continues to explore ways to be creative and efficient with available funding and schedules.

#### Cleaning & Beautification Stats:

- 2080 hours dedicated to cleaning, trash removal and maintenance services in the 60 block Business Improvement District.
- 420 Planters filled with flowers & maintained.

#### Downtown Boise Crime Rates:

- The Boise City year-end crime index shows a 15.5% decrease in crime overall for Downtown Boise, continuing an eight year trend. For the first time in many years the rate of graffiti has decreased with a 57% drop from 2011 to 2012.
- We appreciate the continued hard work of our Police Department and Downtown businesses to keep downtown safe. We especially appreciate the support of our Neighborhood Contact Officer Jim Schiffler who is always willing to work on solutions to make downtown a better place.



### 2012 Street Level Business Updates

#### Costa Vida

801 W Main St

#### CTY Architects

220 N 10th St

#### Ecigs by S. Wicks.

208 N 9th St

#### Fresh Off the Hook

401 S 8th St

#### High Note Café

225 N 5th St

#### IdaPro Indoor Golf

353 S Capitol Blvd

#### The Mixing Bowl

216 N 9th St

#### Neighborhood All Stars

106 N 6th St

#### NFiniti Gallery

405 S 8th St

#### Philip James

#### Paul Mitchell Focus Salon

521 S 8th St

#### Primary Health Medical Group

455 S 3rd St

#### Radiate Medi Spa,

1023 W Main St

#### Saroli Chocolat

755 W Broad St

#### Spa Urbana

602 W Idaho St

#### SpaceBar Arcade

200 N Capitol Blvd, Lower Level

#### The Studio, An Elite Salon & Spa

702 W Idaho St

#### Subway

130 N 8th St

#### The Taphouse

760 W Main St

#### Twigs & Twist

106 N 6th St

#### Urban Garage

735 W Idaho St

#### Van Dyck Frame Design

733 W Broad St

#### ZoomCare Healthcare on Demand

516 W Main St





## Events

The 26th Annual **Alive After Five Summer Concert Series** season was a success with sixteen weeks of events, no rain outs and crowds averaging 3,000 per week that came to hear good music and socialize on the Grove Plaza. During the 2012 season we had wonderful support from our many sponsors including sponsors Stein Distributing and media partners, Boise Weekly, Journal Broadcast and the Idaho Business Review. We continued our partnership with local non-profit charities to provide volunteers for the event, increasing profitability for the event and raising over \$11,000 for the charities through tip donations!

Thanks to the support of 2012 Title Sponsor Exergy Development Company, and Presenting Sponsor Micron Foundation, along with many other local sponsors we hosted a successful 26th Annual **Twilight Criterion** in partnership with Race Director, Mike Cooley, and his team at George's Cycle. We hosted over 40 riders in the Professional Women's race, the largest field in this category in the history of the event and were able thanks to sponsorship support to provide equal prize monies for both the men's and women's pro races. As always the Kids' Ride with Kristin Armstrong sponsored by St. Luke's, EMI and the Idaho Statesman was popular and we had over 200 participants from ages 3-10 ride with Kristin.

The 5th Annual **Mother's Day Shopping Spree Raffle** was another success to promote downtown shopping. We collected more than 1,000 entries in stores and online, boosting our email database and gave away six grand prizes valued at over \$300 each and filled with downtown merchant coupons, gift cards and more.

The 2nd annual **Dine Out Downtown Boise Restaurant Week** was successful in spotlighting downtown dining. Fourteen downtown restaurants provided delightful pairings and exceptional values in special prix fixe menu offers during this weeklong event in November. 75% of participating restaurants reported an increase in business during the event and on the first day of the event we tracked over 5,000 hits on the Dine Out website page.

The holiday season was kicked off with another successful **Tree Lighting Celebration** presented by Zions Bank. Over 4,000 candle cups and candles were distributed by volunteers from Zions Bank during the ceremony, and over a thousand "Giving Tree" tags to benefit the WCA adorned the donated evergreen trees.

**Santa in the City** was hosted at DL Evans Bank during **Christmas in the City** providing the opportunity for over 650 children to have their photo taken with Santa, and raised over \$2,800 for the Children's Home Society, who provided volunteers to take photos. Over twenty businesses partnered with local artists for the annual **Winter Window Gallery Stroll**, displaying either winter and holiday art scenes created by local artists on the windows of downtown locations.

The DBA staff continues to work with community events that take place downtown to facilitate communication between the event organizers and downtown businesses, and provide guidance to the organizers on the nuances of hosting events in the downtown area. In addition Geoff Hundt serves on the **City of Boise Event Team** that facilitates the city's event permitting process.

### DBA Event Stats:

- **First Thursday:** 12 events with over 60 in-store functions per month, 14,000+ attendees annually.
- **State of Downtown Annual Meeting:** 300 Attendees.
- **Alive After Five:** 16 events with 48,000+ people in attendance and \$11,000 raised for charity.
- **Urban Living Tour:** To celebrate and highlight downtown residential development, in May 2012 the DBA hosted our first Urban Living Tour on Mother's Day with great success. We averaged 250+ attendees at each site for the inaugural tour
- **26th Annual Twilight Criterion:** An estimated 15,000+ in attendance.
- **Downtown Bronco Shuttle:** 12,000+ people transported to and from BSU home games.
- 14 Restaurants Participated in **Dine Out Downtown Boise**.
- **Zions Bank Holiday Tree Lighting:** Over 4,000 people in attendance, 2,500 Giving Tree charitable requests filled for the Women & Children's Alliance.
- **Christmas in the City:** Over 650 Photos with Santa and \$2,800 raised for the Children's Home Society. Thousands in attendance at holiday events throughout downtown, and 73,000 Inserts distributed through the Boise Weekly.
- **Winter Window Gallery Stroll:** 23 Window Art displays by 15 local artists
- **Total Event Sponsors:** Over 60 Corporations

## Marketing & Communication

The DBA handles marketing in-house and uses a combination of traditional and non-traditional media to support events and general destination marketing. The marketing budget is funded through the assessment “base rate” with the balance subsidized through event income, advertising sales and sponsorships.



### Downtown Gift Card

Over 6,000 cards were sold during 2012. These cards can only be used at participating merchants which makes the Downtown gift

card program a wonderful marketing tool for downtown. Over 250 downtown Boise merchants accept the gift card including public parking garages.

#### Gift Card Stats:

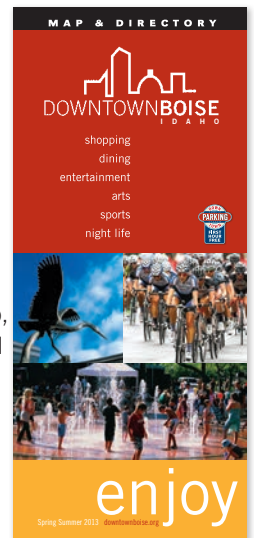
- **2012 Sales:** 6,228 gift cards funded and **\$217,411 total sales.**
- **2003–2012:** 65,958 gift cards funded and **\$2,617,865 total sales.**
- **\$37.10:** The average amount per card sold
- **6,840:** Average number of gift cards sold per year

## Enjoy Downtown Map & Directory

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

#### Map & Directory Stats:

- 60,000 copies were printed in 2012 and distributed to over 45 hotels in the Treasure Valley, the Boise Convention & Visitors Bureau, the Boise Metro Chamber of Commerce, Boise State University, The Boise Centre, visitor centers, various events, private functions, and downtown business locations.



## Hospitality Walking Tours

In partnership with the Idaho Treasure Valley Lodging Association and the Idaho Dept of Commerce we continued the Walking Tours of Downtown Boise in 2012. This project is a fun learning experience for the hospitality “front liners” so that they can provide their respective hotel guests with information about downtown. The walking tours reached more than 30 downtown Boise businesses. These merchants pulled out all the stops, wining, dining, and really making the participants feel like VIPs.

## Websites

The DBA manages and maintains the following websites:

**www.downtownboise.org** is the official site for downtown business, retail, dining, entertainment and services in Boise. The site was updated in 2012 with a fresh new look and an improved administrative capacity.

**www.downtownboiseliving.org** is the official urban living site for Boise 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.

### Social Media

We continued to increase our social media efforts throughout the year, providing a valuable communications resource to downtown businesses promoting events, activities, new business openings and much more.

#### 2012 Website & Social Media Stats:

- **108,788** visitors to [www.downtownboise.org](http://www.downtownboise.org) for a total of **342,794** page views
- Most viewed pages: Alive After Five, First Thursday, DineOut, and member pages
- e-blasts to DBA members: 500+ addresses mailed weekly
- Downtown Happenings: 1,900; Alive After Five: 1,700; and First Thursday: 1,800 (average of 1,800 addresses mailed)
- **3,800 Fans** on Facebook.com and **5,700 followers** on Twitter.com



EMAIL eBLASTS



FACEBOOK.com/  
Downtown Boise Association



TWITTER.com/  
DowntownBoise



PINTEREST.com/  
downtownboise



Instagram

## Advocacy & Partnerships

The DBA provides one voice for many downtown interests. In addition to collaborating and communicating 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 2012:

- ACHD **Downtown Boise Implementation Plan** Project Team
- **Boise Bike Share** Advisory Committee
- **Boise Centre Marketing** Advisory Committee
- **Boise Metro Chamber of Commerce** Advisory Board
- **City of Boise** Downtown Design Guidelines Committee
- **City of Boise** Events Team
- **Downtown Neighborhood Association**
- **International Downtown Association** National Conference Planning
- Valley Regional Transit **Multi-Modal Center Planning Team**



**The WeCar Downtown Car Share program** continued to increase in size and had 68 members at the end of 2012. Enterprise is hoping to grow the Car Share program throughout the Downtown Boise area, offering it to universities, corporations and government agencies.

**Traffic Control Boxes** The DBA in partnership with the Downtown Neighborhood Association applied for and received funding from the City of Boise Neighborhood Reinvestment Program to wrap five more cabinet controller boxes located at intersections to control the traffic signals in Downtown Boise. 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 and decreases graffiti while increasing the unique character of downtown. Currently forty boxes have been completed downtown and five more are planned for 2013.

The DBA has continued the successful partnership with the Boise Metro Chamber of Commerce to co-host **Metro Conversations**, a networking event held at a different downtown business location once a month. The event is open to downtown and Chamber business members and attracts over 50 participants each month.

## 2012-2016 Strategic Plan

The goals of the 2012-2016 Strategic Plan provide a road map for the DBA and include mandates to:

- Maintain a safe, clean and attractive Downtown.
- Support and maintain retail events that bring people into the downtown core for shopping, dining and entertainment.
- Host special events that attract people to downtown Boise creating vibrancy, maintain events that support themselves financially, collaborate with groups to host quality downtown events.
- Create new revenue sources to fund the growing need for programs and services. Stabilize the funding model of the BID.
- Be a member driven organization with effective member input and communications systems. Broaden our outreach to other members of the Boise community with an interest in Downtown. Increase member participation and input into the DBA.
- Be an effective voice for our members by addressing downtown issues and challenges and interact with other governmental agencies that have a role in Downtown issues and events.
- Attract new and diverse businesses, residents and development to downtown Boise, while retaining existing businesses and residents.
- Promote sustainable programs that benefit downtown Boise and encourage alternatives that benefit the environment. Create or endorse programs that can become a catalyst for sustainable initiatives downtown Boise.
- Encourage and promote downtown living.





## 2012/13 DBA Board of Directors

### Officers

#### President

Scott Schoenherr, Rafanelli Nahas, Boise Plaza

#### Treasurer/Secretary

Dan Watts, Bank of the West

#### Immediate Past President

John Berryhill, Berryhill & Co

#### President-Elect

Jeremy Malone, Oppenheimer Companies

#### Legal Counsel

Ken Howell, Hawley Troxell Ennis & Hawley

### Directors

#### Retail/Service Sector

Lil Kurek,\* Amerian Clothing Gallery Inc.

Kellee Sharples, Buns in the Oven

Jennifer Graves, Hal Davis Jewelers

Paula Forney, Cheers

April Johnson, The NorthFace

#### Restaurant/Lodging/

#### Entertainment Sector

Kevin Settles, Bardenay

John Berryhill,\* Berryhill & Co

Rocci Johnson,\* Hannah's

Allen Ireland, Neurolux/Pengilly's

#### Professional Service Sector

Rich Toney, Bank of the Cascades

Dan Watts,\* Bank of the West

Jeff Wolfe, The Car Park USA

David Wali, Colliers

Marc Johnson, The Gallatin Group

Joey Perry,\* DL Evans Bank

Bruce MacMahon,\* Idaho Power

Vic Conrad, Simplot

#### Property Owner/Development Sector

Charlie Schmoeger, American Cleaning Service

Gary Benoit, BenCorp

Jeremy Malone,\* Oppenheimer Companies

Scott Schoenherr,\* Rafanelli Nahas, Boise Plaza

### Ex-Officio Directors

### & Advisor Members

Bill Connors, Boise Metro Chamber

Kim Thomas, Boise State University

Anthony Lyons/Dana Zuckerman,\* Capital City Development Corp.

Brian Ballard, Downtown Neighborhood Assn

Patrick Rice,\* Greater Boise Auditorium Dist.

Eric Trapp, Idaho Steelheads

& CenturyLink Arena

Celeste Keller, St. Luke's Health System

Angela Wood, Idaho Power

Officer Jim Schiffler, Boise Police Department

John Franden, Ada County Highway District

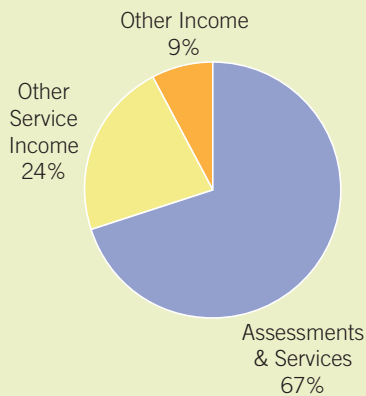
Ken Howell,\* Hawley Troxell Ennis & Hawley

Lauren McLean, Boise City Council

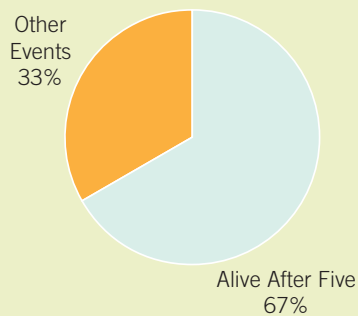
Cece Gassner, Mayor's Office

\* indicates Executive Committee Member

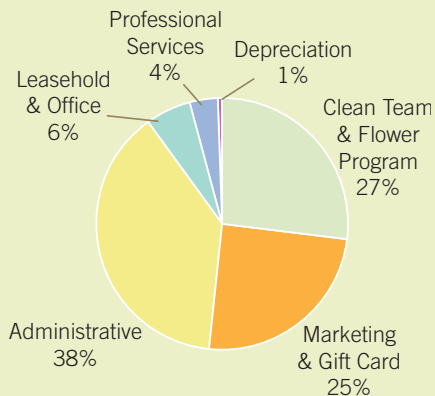
### 2012 Assessment Income \$415,914



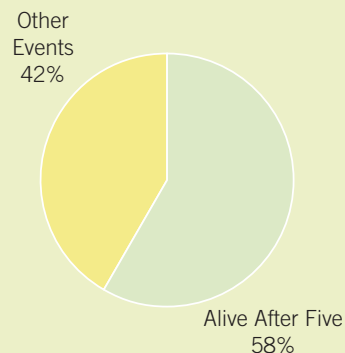
### 2012 Event Income \$334,241



### 2012 Expenses \$550,382



### 2012 Event Expenses \$246,753



Event income is 44.5% of the total income and is used to subsidize BID operations, maintenance and marketing.