



State of Downtown Boise

Annual Report

shop dine hear cheer play enjoy share



2013




DOWNTOWNBOISE
ASSOCIATION

so much to do. only one place to be.

Board President's Report

Jeremy Malone

Oppenheimer Development Corporation

As the City of Boise celebrated the amazing sesquicentennial last year, it made me reflect on all the changes downtown has seen in the past 150 years.

From there I reflected on all the changes downtown has seen in the past 27 years since the formation of the Downtown Boise Association and the critical role DBA plays in our City and Community. Downtown Boise has had some incredible transformations in the past 150 years and possibly equally as much in the past 27 years. DBA cannot, and does not, take credit for the great development projects established in downtown during the past 27 years, but rest assured DBA was at the table during the planning and implementation stages of these valuable projects to ensure they fit within the fabric of downtown and to ensure the vibrancy and vitality of our dynamic downtown continues.

The downtown of each city is truly the Heart of that City and Boise is no different. As Peter Kageyama shared with us last year, “we can’t have a suburb of nowhere” validating the need for a strong, vibrant and active downtown. Downtown Boise has remained a clean and safe place to live, work and play continuing to make great improvements on the work each of us has done. This is critical for not only downtown but the entire Treasure Valley in the support of economic development in Boise, and especially downtown.

Any organization is only as good as its staff and I personally want to acknowledge all of the fantastic work performed by Kâren Sander, Geoff Hundt and Karlee May. The amount of time these three individuals



commit to Downtown Boise is truly inspiring. All three genuinely care for the betterment of downtown and make it their passion, not just their job. Kâren’s leadership, commitment and concern for downtown is truly amazing and is illustrated by the amount of meetings, taskforces, hearings, open houses, etc. she attends on behalf of DBA. She is truly a fabulous ambassador for Downtown Boise.

I would also like to thank the DBA Board of Directors for all of their efforts and support over the past year. The Board is made up of a dedicated group of downtown stakeholders including retailers, restaurateurs, property owners and service providers who volunteer their time to make Downtown Boise a better place for all of us. A heartfelt thank you to Scott Schoenherr, immediate past President of DBA, for all of his guidance and support as well as Joey Perry, incoming President, for all of her insight over the past year. I know Joey will do a fabulous job for DBA this year and I’m honored to have worked with both Scott and Joey while building friendships with each.

A sincere thank you to everyone involved in Downtown Boise and I am humbled to be given the opportunity to serve as President of such a dynamic organization! ■



Executive Director's Report

Kâren Sander

The constant this past year in Downtown Boise was change, with many new developments that are altering the skyline and fabric of our city. It is not often that the grand opening of a building is celebrated with the Goo Goo Dolls as a headliner as was the case for the grand opening celebration of the Zions Bank headquarters at 8th & Main! Thousands came to downtown Boise for the celebrations on Main Street in front of the beautiful new 8th and Main building developed by the Gardner Company.

JUMP is taking shape as a grand building that in the not too distant future will be a community gathering place. Trader Joes opened at the end of February with long lines of excited patrons bringing another exciting retail anchor to the heart of the city. Owyhee Place is nearing the completion of a major renovation of a grand old building and creating valuable meeting, office and living space on the west end of the core.

At the street level there are also many positive changes. From beautiful new sidewalk treatments that Capital City Development Corporation has installed to the upcoming conversion of one-way to two-way streets which will improve the connectivity of downtown streets. And the addition of bike lanes and upcoming Boise Bike Share will provide safer routes for cyclists and encourage a more active community.

Residential developments are once again active with the conversion of hotel space to residential at the Owyhee

Place, the upcoming development of residential units in the vacant building and parking lot at 10th & Main/Grove, the new development at 916 Park Blvd and multiple student housing projects just south of the Boise River.

Many exiting planning projects are either underway or completed including the St. Luke's Master Expansion Plan, the Lusk St neighborhood, the BSU Master Plan, a downtown Wayfinding Project, the Downtown Implementation Plan and Jeff Speck's walkability recommendations.

Future developments include the Simplot Headquarters adjacent to the JUMP site, the 9th & River development, Gardner Company's development of the US Bank parking lot into a mixed use including the expansion convention center space for Boise Centre, the multi-modal transit center, and the headquarters for Clearwater Analytics. The CC Anderson Building is back on the market with hope for a new life. And there is a renewed interest in

the development of much needed hotel space to accommodate the expansion of the Boise Centre.

Downtown Parking is also experiencing improvements to both the on-street and off-street public parking system with the installation of electronic meters on-street and the installation of new pay stations in garages. The electronic meters provide the opportunity to pay for parking with credit cards and future use of apps that provide valuable real time parking space availability and options to pay by phone. The public parking garage systems also had an increase in activity during the latter half of 2013 and early 2014 with a steady increase of transient parkers.

For the 5th year in a row downtown retail openings exceeded closings with an increase of 28 openings in 2013 a net increase of 16. A notable closing in early 2014 was Café Ole which had been a mainstay in the 8th Street Marketplace for 33 years. The Downtown office market remained active with overall vacancies at 12.23% and Class A at 7.77% for 2013. (Source: Thornton Oliver Keller Market Watch)

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 and the Downtown Neighborhood Association to install another five traffic control box art installations in the core.

In addition to hosting another successful Dine Out Downtown Boise Restaurant Week, we hosted our mainstay downtown events including the 27th Annual Alive After Five Summer Concert Series, the 27th Annual Twilight Criterium and the ever popular Tree Lighting Celebration that kicks off the Holiday season.



Thank you to my staff Geoff Hundt and Karlee May who work extremely hard on behalf of downtown, our bookkeeper Jeanine Cleary, and to our Board of Directors, led by Jeremy Malone, who provide us with guidance and time.

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) and Think Fast Creative (website). ■



A look at 2013

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.

Cleaning & Beautification Stats

- Annually 2,700 hours are dedicated to cleaning and 2,550 hours for trash removal in the Business Improvement District.
- **420 planters** filled with flowers & maintained.

Downtown Boise Crime Rates

The Boise City year-end crime index shows a 9.7% decrease in crime overall for Downtown Boise, continuing a positive nine year trend. Of note, incidents of graffiti decreased by 47% from 2012 to 2013.

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 improve downtown safety. ■

2013 Street Level Business Updates

10 Barrel Brewing
9th & Bannock St

ALAVITA
807 W Idaho St

Babcock Design Group
817 W Idaho St

Grove Fitness Club & Spa
245 S Capitol Blvd, 5th Floor

Idaho irepair
734 W Broad St

Mixed Greens
237 N 9th St

Pür Zen Massage Therapy
405 S 8th St, Ste 205

The Studio, An Elite Salon & Spa
702 W Idaho St

Findings
814 W Idaho St

The Dish
205 N 10th St

Angells Bar & Grill Renato
999 Main St

PreFunk
1100 Front St

Stillwater Float Center
213 N 10th

Wellness Chiropractic for All
911 Jefferson

Proof
439 S Capitol Blvd

Boise Creative Center Art Studio
1214 W Front St

Guru Donut
816 W Bannock St

Yokozuna Teriyaki
276 N 8th St

Lucky Fins
801 W Main St

Bodo Chiropractic
405 S 8th St, Ste 290

BLUSH
405 S 8th St

Dharma Sushi & Thai
624 W Idaho St

Les Filles
274 N 8th St

Swank Boutique
884 Broad Street

BodoVino
404 S 8th St



Downtown Events

The 27th Annual **Alive After Five Summer Concert Series** season was a success with thirteen weeks of events held on the Grove Plaza and one indoors at Liquid due to inclement weather. In partnership with The Record Exchange and Go Listen Boise, the music line up for the season attracted an average of 3,000 people per week. During the 2013 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 \$14,400 for the charities through tip donations! Alive After Five is a fundraiser for downtown cleaning services, beautification projects and marketing.

Andersen Banducci PLLC stepped up to be the Title Sponsor of the 2013 **Twilight Criterium**. With their support and the support of Presenting Sponsors Micron Foundation & Bronco Motors and many other local sponsors we hosted a successful 27th Annual Twilight Criterium with over 15,000 attendees. In partnership with Race Director, Mike Cooley and his team at George's Cycle, we hosted close to 300 racers including over 40 riders in the Professional Women's race and 75 in the Pro-Men's race. As always the Kids' Ride with Kristin Armstrong sponsored by St. Luke's, EMI and the Idaho Statesman was popular and we over 225 participants from ages 3-10 rode the course with Kristin.

The 6th Annual **Mother's Day Shopping Spree Raffle** in partnership with Lite 108, was another success promoting downtown shopping. We collected more than 1,000 entries in stores and online, boosting our email database and gave away six grand prizes each valued at over \$300.

The 3rd annual **Dine Out Downtown Boise Restaurant Week** was successful in spotlighting downtown dining. Nineteen downtown restaurants provided delightful pairings and exceptional values in special prix fixe menu offers during this weeklong event in November. Over 18,000 Restaurant Week website page visits occurred during the promotion.

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 600 children to have their photo taken with Santa, and raised over \$2,300 for the Children's Home Society, who provided volunteers to take photos. Nineteen 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 DBA staff member 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:** 14 events with 42,000+ people in attendance and \$14,400 raised for charity.
- **27th Annual Twilight Criterium:** An estimated 15,000+ in attendance.
- **Downtown Bronco Shuttle:** 12,000+ people transported to and from BSU home games.
- **Dine Out Downtown Boise** had 19 Restaurant Participants.
- **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 600 Photos with Santa and \$2,331 raised for the Children's Home Society and thousands in attendance at holiday events throughout downtown, 70,000 Inserts distributed through the Boise Weekly.
- **Winter Window Gallery Stroll:** 19 Window Art displays
- **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.

Downtown Gift Card

6,332 cards were sold during 2013. These cards can only be used at participating merchants which makes the Downtown gift card program a successful marketing tool for downtown. Over 250 downtown Boise merchants accept the gift card including public parking garages. 2013 Gift Card sales increased slightly by 2% over 2012 sales.

Gift Card Stats:

- **2013 Sales:** 6,332 gift cards funded and **\$230,970 total sales**
- **2003 – 2013:** 72,300 cards & certificates funded and **\$2,617,864 total sales**
- **\$33.00:** The average amount per card sold
- **6,783:** 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:

- 68,000 copies were printed in 2013 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.



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.

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 and links to downtown amenities.

Social Media

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

2013 Website & Social Media Stats:

- **119,734** visitors to www.downtownboise.org for a total of **378,252** page views (10.06% increase in visits and 10.34% increase in page views, an 8.6% increase in unique visitors, 3.64% increase in duration of visit and a 0.26% increase in number of pages per visit vs 2012).
- Top 3 viewed pages: Alive After Five, Dine Out, First Thursday.
- e-blasts to DBA members: 600+ addresses mailed weekly, Downtown Happenings 2,420, Alive After Five 1,845, First Thursday 1,920 unique email addresses.
- **5,228 Facebook fans**, **9,927 Twitter followers** and **1,262 Instagram followers** (37.58% increase on Facebook, 74.16% increase on twitter vs 2012).



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 2013:

- City of Boise Events Team
- Valley Regional Transit **Multi-Modal Center Planning Team**
- Downtown Neighborhood Association
- Boise Metro Chamber of Commerce – Advisory Board
- **Boise Bike Share** Advisory Committee
- City of Boise Downtown **Design Guidelines Committee**
- ACHD Downtown Boise Implementation Plan Project Team
- Downtown Boise **On-Street Parking Task Force**
- Downtown Boise **Wayfinding Program** Planning Team

10

The Capital City Development Corporation and the Downtown Boise Association have begun working with many community partners to develop a **wayfinding system** for downtown Boise. The wayfinding system will involve a network of information, direction and identification signs that work in unison to help guide people

throughout the downtown area. Developing a wayfinding system for downtown Boise will increase economic activity by identifying and guiding residents and visitors to our community's most treasured assets and destinations.

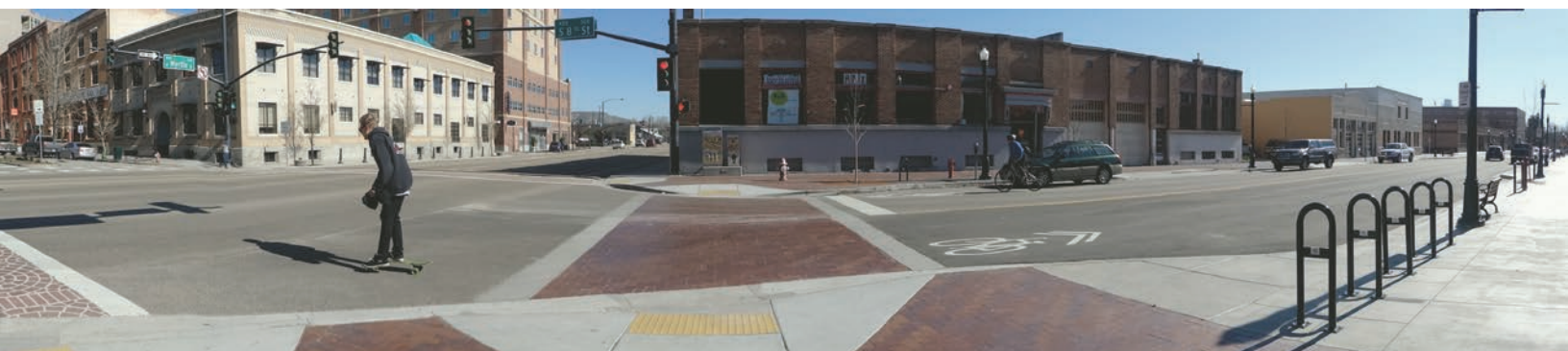
The Downtown **On-Street Parking taskforce** met over a series of seven meetings and developed a list of on-street parking recommendations for City Council leadership. The group in collaboration with downtown parking operators also developed a robust list of affordable employee parking locations. The list of locations has been shared with downtown business owners and managers to encourage employees to use off-street parking locations so that on-street is available and accessible for customer use.

The DBA in partnership with the Downtown Neighborhood Association applied for and received funding from the **City of Boise**

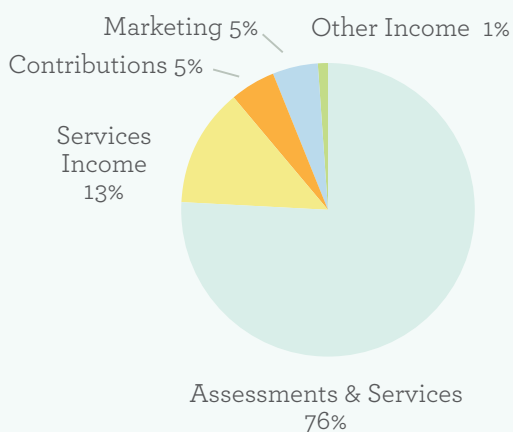
Neighborhood Reinvestment Program to wrap five more cabinet controller boxes located at intersections that control the traffic signals in Downtown Boise. The program, in association with Ada County Highway District, CCDC and the City of Boise's Art & History Department, brings public art to the street level and decreases graffiti while increasing the unique character of downtown. Currently 59 boxes have been completed in the downtown area and 23 more are planned for 2014.

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. ■

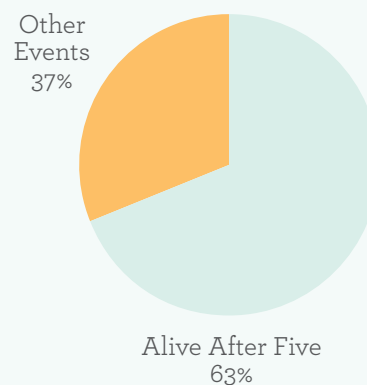




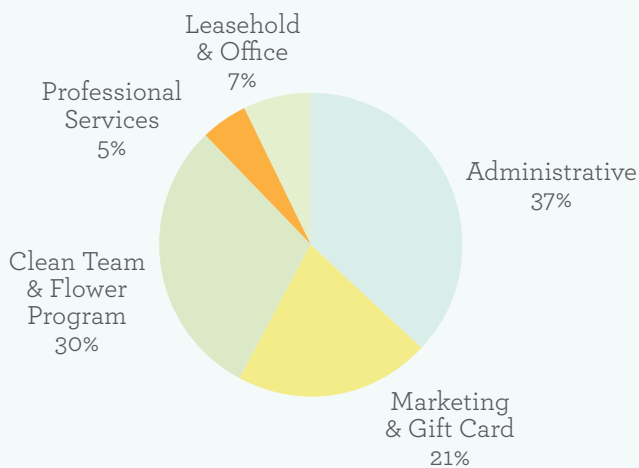
2013 Assessment Income \$426,000



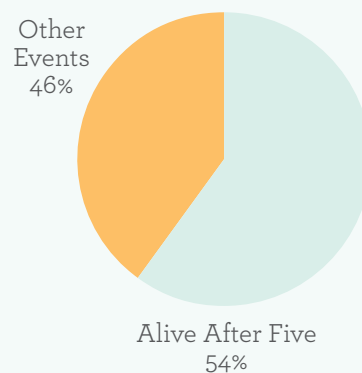
2013 Event Income \$393,000



2013 Expenses \$562,000



2013 Event Expenses \$300,000



Event income is 47% of the total income and is used to subsidize BID operations, maintenance and marketing.



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.

2013/14 DBA Board of Directors Officers

President

Jeremy Malone,* Oppenheimer Companies

Treasurer/Secretary

Dan Watts,* Wells Fargo

Immediate Past President

Scott Schoenherr,* Rafanelli Nahas Boise Place

President-Elect

Joey Perry,* Washington Trust Bank

Legal Counsel

Ken Howell,* Hawley Troxell Ennis & Hawley

Directors

Property Owner

Ryan Cleverley, Gardner Company

Mindy Gronbeck, Hawkins Companies

Jeremy Malone,* Oppenheimer Companies

Scott Schoenherr,* Rafanelli Nahas Boise Place

Retail & Service

Dan Balluff, City Peanut Shop

April Johnson, The North Face

Kellee Sharples,* Buns in the Oven

Paula Forney,* Cheers

Jennifer Graves, Hal Davis Jewelers

Restaurant, Lodging & Entertainment

John Berryhill, Berryhill & Co.

Rocci Johnson,* Hannah's

Allen Ireland, Neurolux / Pengilly's

Kevin Settles, Bardenay

Professional

Matt Bell, White Cloud Analytics

Dan Watts,* Wells Fargo

Jeff Wolfe, The Car Park

Wesley Jost, Zions Bank

Joey Perry,* Washington Trust Bank

Dean Bennett, Holland & Hart

Travis Burgess, Eide Bailly

Vic Conrad, Simplot

Advisor Members

John Franden, Ada County Highway District

Ken Howell,* Hawley Troxell Ennis & Hawley

Lauren McLean, Boise City Council

Diana Lachiondo, Mayor's Office

Officer Jim Schiffler, Boise Police

Ex-Officio Directors

Angela Wood, Idaho Power

Brian Ballard,* Downtown Neighborhood Assn.

John Brunelle, Capital City Development Corp.

Patrick Rice, Greater Boise Auditorium Dist.

Celeste Keller, St. Lukes Medical Center

Bill Connors, Boise Metro Chamber

Eric Trapp, CenturyLink Arena & Idaho

Steelheads

Kim Thomas, Boise State Univ.



so much to do. only one place to be.



EMAIL



FACEBOOK



TWITTER



INSTAGRAM



PINTREST

720 West Idaho Street
Boise, Idaho 83702
downtownboise.org