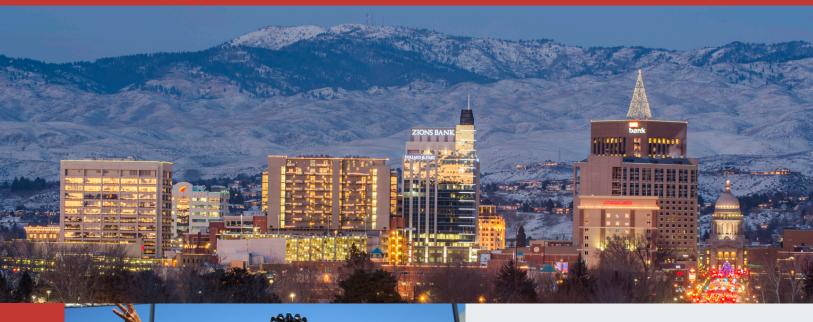


State of Downtown Boise

Annual Report

shop dine hear cheer play enjoy share



2014







Board President's Report

Joey Perry Washington Trust

hen I moved to Boise from Austin Texas in 1976 I felt that I had stepped back in time, way back in time. Thirty nine years later, the landscape of downtown Boise has changed drastically and what an exciting time it is, and a place that I am so proud of.

Projects that were not even dreamed of thirty to forty years ago are now a part of the urban fabric of our downtown. The JUMP project defies description, but can only be described by saying "Wow". And it is an incredible gift to the community, a community gathering place that the community will enjoy for generations to come.

There are so many exciting developments that have taken place recently and more on the horizon that will continue to define our city. The "can-do" attitude of our citizens is impressive as they bring ideas to fruition that continue to place Boise on many "top-10" lists. And while the construction woes are valid, the results will be tremendous.

The ever growing urban housing developments will bring residents to the core adding excitement and vitality to the neighborhoods. And speaking about energy, I love the many events that are home-grown and speak to who we are including Alive After Five, First Thursday and relative newcomer TreeFort amongst many others.

I would like to thank the DBA Staff for their many countless hours of hard work and dedication for making Downtown Boise a place to live, work and play.

I have been honored to lead this organization the past year along with a very engaged and dedicated board. I would like to extend a special thank you to Jeremy Malone, Immediate Past President, for is leadership and quidance over the year.

We have been witness to so many exciting changes and look forward to many more in the coming years.



Executive Director's Report

Kâren Sander

t is an exciting time in Downtown Boise. Our story is constantly evolving, the changing skyline, new business openings and the many projects that are breathing new energy into the core of our city. The number of projects is impressive.

2014 was the year of grand openings and ground-breakings including the grand opening of The Owyhee, Trader Joes, the ground breaking of City Center Plaza, Main Street Station and the Boise Centre Expansion. The JUMP development, a community gathering and interactive center is well under way with the anticipated opening in early 2016, followed by the adjacent Simplot Headquarters.

Many new urban residential developments are planned, under construction or recently opened, including the One Nineteen at 10th Grove St., The 951 at Front & Park Blvd., student housing in Lusk Neighborhood and The Afton at 8th & River St. In addition there are more projects in the planning stages at 5th and Myrtle, 5th & Idaho, Idaho and 16th, and Idaho & 14th. The City of Boise's goal of creating 1000 housing units in downtown Boise by 2020 is well under way.

Improving circulation and access to business locations is in progress with one-way to two-way street conversions. 3rd & 4th, 11th and 12th street conversions are complete with more conversions planned in 2015 and beyond. In addition Ada County Highway District and stakeholders are evaluating a connected bike lane system with an emphasis on providing safe routes to and from the core, and the Boise Bike Share, GreenBike is launched in spring 2015.

It is not often that cities have many new hotel announcements in a matter of days. The Inn at 500 Capitol, announced the plan for a \$25million boutique hotel at the southeast corner of Capitol Blvd, and another 180-room hotel at the corner of Broad and Capitol was announced by Pennbridge Capital. And the Gardner Company entered into an MOU with the Greater Boise Auditorium District for Parcel B to explore the option for a potential hotel.



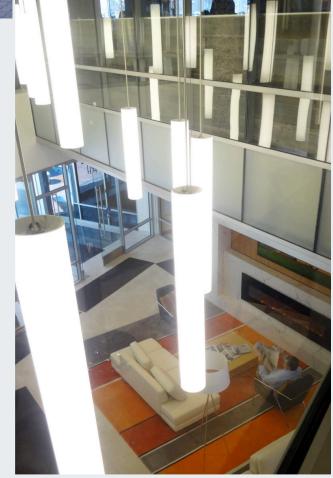
For the 6th year in a row downtown retail openings exceeded closings with an increase of 32 openings in 2014, a net increase of 20. Downtown Class A office vacancy rose to 10% after the completion of 8th & Main, before recovering to 7.8% at the end of 2014. (Source: Thornton Oliver Keller Market Watch)

There have also been wonderful re-uses of old warehouse spaces including CSHQA's Boise Office and the upcoming new location of Georges Cycle on Front St. and in early 2015, Trailhead the new Creative Tech Center opened in a formerly underutilized space at 8th & Myrtle St. The CC Andersen building, the former home of Macy's is proposed as the Athlos Charter School's new Boise training center, giving an old vacant retail building a new life.

The DBA 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.

In addition to hosting another successful Dine Out Downtown Boise Restaurant Week, we hosted our mainstay downtown events including the 28th Annual Alive After Five Summer Concert Series, the 28th 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 Joey Perry, 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), Genevra Lee of Dawg Haus Inc. (graphic design) and Think Fast Creative (website). ■



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 a minimum of 2,700 Hours are dedicated to cleaning and 2,550 hours for trash removal in the Business Improvement District.
- 450 Planters filled with flowers & maintained.

Downtown Boise Crime Rates:

The Boise City year-end crime index shows a 3.3% decrease in crime overall for Downtown Boise, continuing a positive ten year trend. Of note, incidents of graffiti decreased by 22% from 2013 to 2014.

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. And congratulations to the new Police Chief, William Bones, who has been a partner to the downtown community for many years.

2014 Street Level Business Updates

A Cupcake Paradise

013 W Dannock St

BANANA ink

Boise Art Glass & Firefusion Studio

1124 VV 110111 31

Boise Brewing

521 W Broad St

Chalice Tattoo Studio

928 W Main St

Chipotle

305 S 6th St

Domestic Bliss

214 N 9th St

Elevated Heel

928 W Main St

Grind Modern Burger

705 W Fulton St

Juniper 211 N 8th St

Kindness

1109 W Main St

LaNeige Bridal

1020 W Main St

Leaf Teahouse

212 N 9th St

Lit & Co. Candles

755 W Broad St

Lilly Jane's Cupcakes 1020 W Main St

Mode Lounge

800 W Idaho St

Off The Wall

409 S 8th St

Olivin

218 N 9th St

On The Fly Deli

800 W Main St

Panda Express

601 W Front St

Post Modern Brewers

705 W Fulton St

Renaissance Furniture Consign

906 W MainSt

Ruth's Chris Steakhouse

800 W Main St

Saint Lawrence Gridiron

705 W Bannock St

Snake River Tea

801 W Main St

Sugarbums Intimates

168 N 9th

Trader Joes

300 S Capitol Blvd

The Vintage Truck

409 S 8th St

Whiskey Bar

509 Main St

Woodland Empire Ale Craft

1114 W Front St

Zenergy

800 W Main St



The 28th Annual Alive After Five Summer Concert Series season was a success with twelve 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 2014 season we had wonderful support from our many sponsors including Hayden Distributing and media partners, Boise Weekly, Journal Broadcast and the Idaho Business Review. We continued our partnership with local nonprofit 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

With the support of our Title Sponsor Andersen Banducci PLLC and the support of Presenting Sponsors Micron Foundation & Bronco Motors and many other local sponsors we hosted a successful 28th 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 38 riders in the Professional Women's race and 97 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 with over 225 participants from ages 3-10 who rode the course with Kristin.

projects and marketing.

The 7th 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 seven grand prizes each valued at over \$300.

The 4th annual **Dine Out Downtown Boise Restaurant Week** was successful in spotlighting downtown dining. Twenty One downtown restaurants provided delightful pairings and exceptional values in special prix fixe menu offers during this weeklong event in November. Over 23,882 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 Women and Children's Alliance adorned the donated evergreen trees.

Santa in the City was hosted at DL Evans Bank during Christmas in the City. Close to 1,000 people stopped by to visit Santa, and raised over \$3,300 for the Children's Home Society, who provided volunteers to take photos. Twenty two 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 assist with 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 approximately 60 in-store functions per month, approximately 14,000+ attendees annually.
- State of Downtown Annual Meeting: 400
 Attendees.
- 28th Annual Alive After Five: 13 events with 40,000+ people in attendance and \$14,400 raised for charity.
- 28th Annual Twilight Criterium: An estimated 15,000+ in attendance.
- **Downtown Bronco Shuttle:** 14,000+ people transported to and from BSU home games.
- 21 Restaurants Participated in the Dine Out Downtown Boise Restaurant Week.
- 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: Close to 1,000 people went to visit Santa in the City at DL Evans Bank and \$3,321.25 was raised for the Children's Home Society.
- Winter Window Gallery Stroll: 22 Window Art displays
- Total Event Sponsors: Over 60 Corporations

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

6,504 cards were sold during 2014. These cards can only be used at participating merchants which makes the Downtown gift card program a successful marketing tool for downtown. Over 300 downtown Boise merchants accept the gift card and can be used for on-street electronic meters. 2014 Gift Card sales increased by 3% over 2013 sales.

Gift Card & Certificate Stats:

- 2014 Sales: 6,504 gift cards funded and \$235,511.00 in total sales.
- 2003 2014: 78,804 cards & certificates funded, \$2,617,864.85 total sales.
- \$30: The average amount per card sold
- 6755: 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 2014 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.

Downtown Marketing Brochure

In collaboration with the Boise Valley Economic Partnership (BVEP) and with a grant from Idaho Power we developed a



marketing brochure that tells the story of downtown Boise, including demographic data, arts & cultural attractions, shopping and dining information and much more. The brochure is available in print and online form and is a tool to be used by property owners, managers and commercial brokers for business attraction.



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.

2014 Website & Social Media Stats:

161,132 visitors to www.downtownboise.org for a total of 471,786 page views. (34.5% increase in visits and 24.7% increase in page views, an increase in unique visitors, duration of visit and number of pages per visit vs 2013)

Top 3 viewed pages: Alive After Five, Dine Out, First Thursday.

e-blasts to DBA members: 600+ addresses mailed weekly, Downtown Happenings 2,752 | Alive After Five 1,882 | First Thursday 1,955 | Downtown Shopping 339 unique email addresses.

8,457 Fans on Facebook.com, 14.4K followers on Twitter.com and 2,103 followers on Instagram.

(61.7% increase on Facebook, 45% increase on twitter, 66.6% increase on Instagram vs 2013)















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 2014:

- City of Boise Events Team
- Valley Regional Transit Main Street Station Planning Team
- · Downtown Boise Neighborhood Association
- Boise Metro Chamber of Commerce Advisory Board
- · Boise Bike Share Advisory Committee
- Boise Community Forestry—Management Planning Stakeholder Team

- City of Boise Downtown Design Guidelines
 Committee
- ACHD Downtown Boise Implementation Plan Project Team
- ACHD Bike Lane Planning Committee
- Downtown Boise Wayfinding Program
 Planning Team
- · Grove 2.0 Planning

The Capital City Development Corporation and the Downtown Boise Association in partnership with many community partners have been in the process of developing a **wayfinding system** for downtown Boise, which is close to being unveiled. 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. 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.

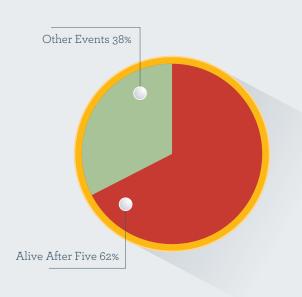
The DBA in partnership with the Downtown Neighborhood Association applied for and received funding from the City of Boise Neighborhood Reinvestment Program to wrap five more cabinet controller boxes located at intersections that control the traffic signals in Downtown Boise. The program, in association 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. 66 boxes have been completed in the downtown area with 21 more planned for 2015.



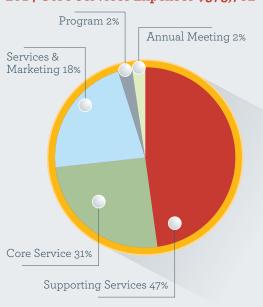
2014 Core Services Income \$499,267

Annual Meeting 3% Other Services 2% Other Income 1% Clean Team 11% Assessments 75%

2014 Event Income \$346,316



2014 Core Services Expenses \$575,782



2014 Event Expenses \$286,450



Event income is 40% of the total income and is used to subsidize BID operations, maintenance and marketing.



- · 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.

2014/15 DBA Board of Directors Officers

President

Joey Perry,* Washington Trust Bank

Treasurer/Secretary

Travis Burgess,* Eide Bailly

Immediate Past President

Jeremy Malone,* Oppenheimer Companies

President-Elect

Kellee Sharples,* Buns in the Oven

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

Cameron Lumsden, Fork and ALAVITA Rocci Johnson,* Hannah's Allen Ireland, Neurolux / Pengilly's Mary Beth Chandler, Chandlers

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/Paul Woods, Ada County Highway District Ken Howell,* Hawley Troxell Ennis & Hawley Lauren McLean, Boise City Council

Nic Miller, Mayor's Office Officer Jim Schiffler, Boise Police

Ex-Officio Directors

Angela Wood/Laura Bishop, Idaho Power
Tami Chafin, Downtown Neighborhood Assn.
John Brunelle, Capital City Development Corp.
Patrick Rice, Greater Boise Auditorium Dist.
Celeste Keller, St. Luke's Medical Center
Bill Connors, Boise Metro Chamber
Eric Trapp, CenturyLink Arena & Idaho
Steelheads
Kim Thomas, Boise State University

*Executive Committee





so much to do. only one place to be.











