



STATE OF DOWNTOWN BOISE

ANNUAL REPORT

shop dine hear cheer play enjoy share









BOARD PRESIDENT'S REPORT

Kellee Sharples, Proprietor
Buns in the Oven



HE MOMENTUM OF DOWNTOWN BOISE DEFIES DESCRIPTION. 2015 was a year of emergence, change, and opportunity, not only for visitors, students, workers, residents, businesses and developers of downtown Boise, but within our association itself.

With great enthusiasm we welcomed Lynn Hightower as the new Executive Director of the Downtown Boise Association. Already making her mark on this organization, Lynn brings a wealth of civic experience, marketing acumen, and distinct flair for creatively engaging the community to our mission. She is a tremendous asset as the board incorporates her energy and expertise into updating and implementing the organization's strategic plan for the next five years.

We send a very heartfelt and special thank you to Kâren Sander for eleven years of outstanding service as Executive Director of the Downtown Boise Association. Throughout her tenure, Kâren's unique blend of leadership, humor, dedication, commitment and advocacy of downtown Boise, and this association, made even the most impossible tasks possible and it was a true pleasure and privilege to work with her for so many years.

Also, our most sincere appreciation goes out to the DBA support team of Geoff, Karlee and Jeanine for exhaustive efforts throughout the year, but particularly during the transition between directors and move to new offices. Their passion, persistence and patience allowed us to continue our operations with confidence, and we are incredibly grateful for the extra work they selflessly shouldered.

Is it possible to explain the heart thumping joy of witnessing a magnificent structure like JUMP emerge into focus and begin casting its warm glow into Boise's skyline? Or the powerful feeling of friendship and fortune we feel toward this innovative center as it joins our downtown and adds a new dimension to attract and curate the creativity and promise of so many?

As we look toward downtown Boise's future, several hundred million dollars in construction projects continue to shape our landscape and redefine our destiny. The DBA is privileged to participate in this evolution, and while the beat of change is constant, adapting to it will be our success. As a humble member of this organization, I challenge anyone interested to embrace the abundant opportunities to be connected and engaged in your downtown, the heart of our community.

My intense gratitude goes to the many leaders of this organization who served before me, most notably my mentors and friends, Past Presidents Joey, Jeremy, Dan and Scott - it was an honor work with you for so many years and to serve in your ranks. To incoming President Dean Bennett, there is no one better to have by your side and I look forward to all of the good you will accomplish throughout your term. And finally, to the dedicated members of our Board of Directors, and our entire DBA team, past and present: your commitment to the infrastructure of this organization and participation on behalf of our association contributes to a legacy of significant benefit not only to our membership, but to any individual who chooses to work, shop, dine, play or reside in downtown Boise.



What is the DBA?

We're the

DOWNTOWN VIBE TRIBE

Your Downtown

CLEAN TEAM AND CHEER SQUAD

And we think we're pretty cool—because we get to work with you...

...and all the great people who work hard every day to make Boise and it's great downtown a successful place with a unique kind of energy that makes people want to be here.

What to Know: The City of Boise designated the Downtown Boise Association to administer the operation of the Downtown Business Improvement District. The Downtown Boise Business Improvement District exists to ENHANCE THE IMAGE, VITALITY, SAFETY, CLEANLINESS, VIABILITY AND COMPETITIVENESS OF THE HEART OF OUR CITY—DOWNTOWN.

We do our best to serve our members; our property owners, businesses, merchants, customers and visitors. We provide services that range from planting flowers and cleaning sidewalks, to hosting events and marketing Downtown as a destination experience, with the goal of keeping and bringing more business, more meetings and more guests downtown every day.







OUR TEAM

The DBA is a small but energetic, dedicated team that enjoys our work so much, we can even be seen downtown in the evenings and on weekends (in fact, often!). We understand that business success is dependent on attracting and keeping talented workers and loyal customers. IN A DOWNTOWN, LIKE NOWHERE ELSE, ECONOMIC GROWTH IS INTERCONNECTED WITH ARTS FESTIVALS, DINING AND SHOPPING, RECREATION AND ENTERTAINMENT OPPORTUNITIES. That means we do all we can to support and promote a downtown ecosystem that supports innovation, cooperation, the arts and philanthropy in a way that's APPRECIABLY AUTHENTIC AND SUSTAINABLE.



WE CLEAN UP NICE

It's the little things that if not managed, can become big things, like clean sidewalks. The DBA works with the city, the CCDC, and private contractors to keep the downtown clean and attractive.

- 2,700 hours annually our Clean Team spends keeping sidewalks clean
- **2,550 hours** our Clean Team spends emptying trash cans around downtown.
- **450 Planters** We love our planters and the professionals who provide their skill and labor to keep Boise streets bright and blooming much of the year.

Communication is Key. We're constantly sharing important info on events, promotions and other helpful stuff.

IN 2015:

9,035 The number of people who received weekly or monthly emails sent by Membership and Communications Manager Karlee May with information on:

- First Thursday, Alive After Five and the Downtown Shopping Experience.
- Downtown happenings:
 - special events & how to get involved
 - business promotion & development programs
 - road and construction updates

WHAT? You didn't read all those emails? Yup, you missed something.



THE HITS JUST KEEP COMING





DOWNTOWNBOISE.ORG:

- 162,781 visitors
- 532,162 page views (12% increase over 2014)
- Top 3 pages viewed:
 - Dine Out Downtown
 - Alive After Five
 - First Thursday

2015 SOCIAL:



86 DBA FACEBOOKS POSTS with a REACH OF 35,577 between Thanksgiving & New Year's. We have more than 10K "like's, a **24% increase** over 2014.

442,200 TWITTER IMPRESSIONS (people reached by the posts).
23,800 PEOPLE FOLLOW THE DBA
TWITTER ACCOUNT, a 65%
increase in the past year.



#DowntownBoiseRocks #FirstThursdayBoise #GoLocalBoise

6











LINKEDIN

WE'RE TEAM PLAYERS





Making Boise's Downtown the place to be in America's Most Livable City takes teamwork. Our staff (all 3 of us) help serve the downtown community by participating on the:

- City of Boise Special Events Team Advisory Board
- Boise Metro Chamber of Commerce
- Downtown Boise Neighborhood Association
- City of Boise Housing & Homelessness Roundtable
- Boise Young Professionals Challenge Team
- Downtown Transportation Demand Challenge Team
- Downtown Mobility Steering Committee
- Cool Kids Coffee Club (okay, we made that one up)

THANK YOU





To all of you who support our downtown, you keep the wheels on the bus rolling, you're the drive in the engine, the icing on our Guru donut. Here's some stats, not for stat sake, but because they show just how important our downtown is to keeping our city, or region, even our state healthy.

If you work downtown, live here, invest here, shop, dine and enjoy downtown Boise, you're supporting LOCAL BUSINESS. You just can't do that anywhere else like you can downtown.

DOWNTOWN EMPLOYMENT

Total Jobs Downtown	63
Downtown Share of all Jobs in the Metro	L%
Downtown Jobs paying > \$19/hr	3%
Downtown Share of all jobs in Metro paying >\$19/hr 18.7	7%
Downtown Share of all jobs that require at least	
some college education	2%
People working downtown, living in the City of Boise 47	7%

Job Concentration Relative to Boise Metro

Management of Companies and Enterprises Public Administration Information Professional, Scientific, and Technical Services Health Care and Social Services Finance and Insurance Arts, Entertainment and Recreation Mining, Quarrying, and Oil & Gas Extraction Other Services (excluding Public Administration) Real Estate and Rental & Leasing Accommodation and Food Services Administration & Support, Waste Management, and Remediation Wholesale Trade Retail Trade Transportation and Warehousing **Educational Services**

1.3 1.2 1.1 Manufacturing Construction Agriculture, Forestry, Fishing, and Hunting



DOWNTOWN OFFICE & RETAIL*

Total square footage: 5,995,434

Office Vacancy (end of 2015): 6.93%

*Courtesy Thornton Oliver Kelly

NEW BUSINESSES

24 new businesses opened in 201515 closed their doors

DOWNTOWN BOISE GIFT CARDS

2015 Sales: 7,320 cards sold = \$262,109

Since 2003: \$2.879,974 total sales / redeemed at downtown businesses

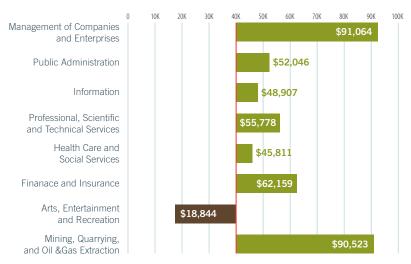
DOWNTOWN BOISE MAP & DIRECTORY

72,000 copies printed in partnership with the Boise Convention & Visitors Bureau

45 hotels all over the Boise Valley receive the downtown map & directory

Another thing to note, there's a higher concentration of arts, entertainment and recreation jobs downtown. That means people come to the downtown core TO ATTEND ARTS AND ENTERTAINMENT EVENTS. Economists call downtown a "net exporter of arts and entertainment events", a major function and attraction for our downtown. It's a good thing.

Average Ada County Wage by Sector Ordered by Downtown Concentration



7 of the 8 most concentrated sectors downtown have above average wages.

Source: U.S. Census Bureau. 2016. OnTheMap Application. Longitudinal-Employer Household Dynamics Program. http://onthemap.ces.census.gov/

DOWN-TOWN SAFETY





SAFETY IS OFTEN LISTED as one of the many reasons Boise and downtown are desirable places. PEOPLE FEEL SAFE HERE. Let's keep it that way!

FROM 2015

- Crashes involving bikes were at a five year low.
- Burglaries (thefts) from both homes and businesses downtown dropped significantly (51.6%).
- Downtown reflected the trend for the city overall. Citywide and downtown saw crime reports tick up 9.6%. Sadly, drug related crimes reportedly led the way.
- Motor vehicle thefts were up: 28 reports in 2015, up from 12 the year before (mental note: lock it up!). Burglaries from vehicles (that's stuff taken out of a parked car) were up noticeably (mental note: lock it up!).
- Reports of graffiti vandalism also increased 78%. If you see graffiti, report it asap to 377-6790. Letting it go lets it get out of hand.

Fall of 2015 saw Boise Police establish a **Downtown Micro- District**, meaning officers with a focus on our downtown. MANY
THANKS to Chief Bill Bones, Downtown Neighborhood Contact
Officer Jim Schiffler, Lt. Andy Johnson and all the officers with the
Downtown Micro-District for understanding the unique issues we
face downtown.

What can we do? If you see anything suspicious or oddly out of place, call BPD. If it's activity in progress, call 911. If not, call 377-6790. Safety is the foundation of every opportunity downtown. Let's work together, be examples for others, and do our part to keep Boise's downtown safe!

WE'RE #1!





OR TOP TEN!!!

We'll take the National Shout-Outs

- Top 10 Best Downtowns Livability | March 2016
- Top 10 Best Places to Live 2016: "The Revamped Rocky Mountain City" – Men's Journal I March 2016
- Hot Cities for Cool Downtown Meetings SmartMeetings I February 2016
- Top 10 Best Capital City WalletHub | February 2016
- Top 5 Places for Millennial Startups Tech.co | February 2016
- #1 Most Caring City in America WalletHub | December 2015
- #2 Most Artistic Mid-Sized City in America gogobot I November 2015
- Top 20 Greenest Cities in America WalletHub I October 2015
- Top 10 Best Towns for College Football Time Magazine I September 2015
- Top 100 Best Places to Live Livability I September 2015 "Situated at the intersection of where desert meets mountains, the city of Boise's cultural amenities are just as impressive as its natural surroundings. The Boise River flows through the city, past theatres, musuems, great breweries and Boise State University..."
- The Next Top 10 Cities for Tech Jobs (Boise #7) FastCompany | July 2015
 - "Boise has cemented itself as an affordable launch pad for tech careers, attracting major industry employers like Hewlett Packard and Microsoft along with a burgeoning startup ecosystem."
- #2 Top Up-And-Coming Cities for Recent College Grads Forbes I June 2015

12

WHERE THE COOL KIDS ARE





Twilight Criterium

- 336 kids went tire to tire with Olympian Kristin Armstrong in the Kids Race
- 300 pro women's and men's racers (equal prize money. Everybody races hard and they earn it)
- 15,000 cheering fans lining downtown streets
- 16,526 visits to boisetwilightcriterium.com
 - 33,035 page views

WHAT'S HAPPENING IN DOWNTOWN BOISE

Like we said, our job is to help keep downtown Boise a clean, safe, attractive, vital, competitive and successful. It's a place with a UNIQUE KIND OF ENERGY that makes people want to be here. That means we put much of our energy into creating and organizing really fun events that keep and bring people downtown. And come downtown they do!!!

First Thursday: YES, IT'S THE FIRST THURSDAY OF EACH MONTH (for all you math majors, that's 12 events in 2015). About 70 downtown galleries, boutiques, shops, restaurants & nightclubs put together something totally fun and unique for guests to experience each month. About 1,500 visitors come down each month to check it out.

Alive After Five: PARTAY!!! SUMMER WAS HOT on the Grove Plaza. The 29th Annual FREE after-work concert rocked thanks to cool beer and hot music from local and national artists. Between 2,500 and 3,000 people came out each of 13 weeks to enjoy the hot summer vibe of Alive After Five, offered FREE from your friends at the DBA. Yes, it will be FREE again this summer, and moving to the Basque Block. Did we mention Alive After Five is FREE? See you there.

Twilight Criterium: Thanks Mike Cooley of George's Cycles, our beloved Race Director. Thanks to the great folks with Andersen Banducci, our very appreciated presenting sponsor. They lead an incredible group of community partners who keep this TIER 1 USA CYCLING EVENT a favorite stop for the world's top racers. In 2015, the 29th annual crit was ACTION PACKED.





THE DBA VIBE TRIBE ALSO ORGANIZED FOR YOU...

Downtown Bronco Shuttle: 14,000 people know the best way to get to Bronco Stadium for a BSU football game is to ride the Bronco Shuttle. Can you say cheap and easy?

Dine Out Downtown Boise Restaurant Week: You can't eat the numbers, but here they are: 10 DAYS, 26 RESTAURANTS, 35,421 PEOPLE viewed the Dine Out Downtown web page at downtownboise.org. That's yummy.

All About Mom: The DBA's 8TH ANNUAL MOTHER'S DAY SHOPPING SPREE RAFFLE brought in 2,116 entries from downtown retailers. Nine grand prizes were won (up from 7 in 2014), each worth more than \$500 thanks again to our amazing downtown retailers. We love 'ya, mom.

Small Business Saturday: November 28, 2015. More than 35 DOWNTOWN BOISE BUSINESSES PARTICIPATED with in-store entries (double from 2014). The DBA promoted the event by sponsoring a full day of radio ads. #ShopSmallBoise = great day for downtown Businesses.

Winter Window Gallery Stroll: 22 DOWNTOWN BUSINESS, 22 ARTISTS, 22 AWESOME, FESTIVE HOLIDAY WINDOWS to wander by and enjoy. And oh yeah, visitors voted for their best for the chance to win a downtown Boise gift card. That's winter Coolness.

DOWNTOWN: WHERE BOISE CELEBRATES





Boise's annual HOLIDAY TREE LIGHTING ON THE GROVE PLAZA presented by Zions Bank. It's a holiday tradition for hundreds of families. We're honored to help bring it to you.

- Gardner Company & Zions Bank celebrated by generously starting the KTVB Cares holiday giving campaign.
- Mayor Bieter flipped the switch to light the city's tree.
- Capital City Public Market hosted the first Kids Club event.
- 1,000 giving tree tags benefitting the Women's & Children's Alliance
- 4,000 people attended
- 19-degrees (yup, we bundled up!)
- Music by the Encore Theatre Carolers, the Rocci Johnson All-Stars, the Divas of Boise, and YOU (we sang carols).

CHRISTMAS IN THE CITY hosted by DL Evans Bank. Hundreds of families stopped in to see the coolest Santa this side of the North Pole. More than \$2,000 was raised for the Women's and Children's Alliance, meaning all who came are definitely on Santa's Nice List.

THANK YOU to the >50 business partners who sponsored these terrific downtown events, making them possible. These events bring people to the doorstep of more than 300 businesses, 80% of them local. We at the DBA appreciate you.

OUR WONDERFUL, DEDICATED DBA STAFF & SFRVICE PARTNERS

MANY THANKS to our sub-contractors including Pro-Care Landscaping Services (the team behind the beautiful flower pots) and Valley Landscape & Maintenance (our Clean Team!). Genevra Lee of Dawg Haus, Inc. does our fabulous graphic design (including this report), and Michael Porter with Think Fast Creative is the brains behind our web design.

Many thanks to Kâren Sander who served as Executive Director for the DBA from 2004 until the fall of 2015. Geoff Hundt, operations manager for the DBA for the past 15 years also recently moved onto new opportunities. Kâren, Geoff—downtown is a better place because of your service.

Karlee May, the DBA Membership and Communications Manager, and new ED Lynn Hightower are excited and anxious to keep the downtown flame burning. We know our efforts have an impact on business development and economic success for our city well beyond the boundaries of downtown. We're proud and honored to be here and to partner with an incredible community of people working hard for a better, even brighter Boise. Let's celebrate at Juniper! Or Boise Brewing! Or the Press & Pony! Or Bardenay! Or...

THANK YOU FOR SUPPORTING DOWNTOWN BOISE!



If you know any other these people, thank them, shake their hand, buy them something. They give your downtown their time and expertise and help our Downtown Vibe Tribe stay peppy.

President

Kellee Sharples*, Buns in the Oven

Immediate Past President

Joey Perry*, Washington Trust Bank

President-Elect

Dean Bennett*, Holland & Hart

Treasurer/Secretary

Travis Burgess*, Eide Bailey

Legal Counsel

Ken HowelI*, Hawley Troxell Ennis & Hawley

DIRECTORS

Property Owner

Ryan Cleverley*, Gardner Company Mindy Gronbeck, Hawkins Companies Chris Penland, Rocky Mountain Companies

Restaurant, Lodging & Entertainment

Allen Ireland, Neurolux/Penguilly's
Cameron Lumsden*, Fork/Alavita
Mary Beth Chandler, Chandler's
Chad Johnson, Reef/Front Door/
Brickyard Steakhouse

Professional

Jeff Wolfe*, The Car Park
Brittany Pfister, Clearwater Analytics
Wes Jost, Zions Bank
Kelly Hibbs, Boise Cascade
LeAnn Hume, Cushman & Wakefield
Jessica Carter, Drake Cooper

Retail/Service

Dan Baluff*, City Peanut Shop Bruce DeLaney, Rediscovered Books Courtney Holden, Fancy Pants Karen Gillespie, Beehive Salon

Advisory Members

Lauren McLean, Boise City Council Nic Miller, Mayor's Office

NIC Willer, Wayor's Office

Paul Woods, Ada County Highway District

Officer Jim Schiffler, Boise Police Department

Ex-Officio Directors

John Brunelle, Capital City Development Corporation

Patrick Rice, Greater Boise Auditorium District

Bill Conners, Boise Metro Chamber of Commerce

Celeste Keller, St. Luke's Medical Center

Eric Trapp, Idaho Steelheads, CenturyLink Arena

Jared Everett, Boise State University

Laura Bishop, Idaho Power

Tami Chafin, Downtown Boise Neighborhood Association

*Executive Committee



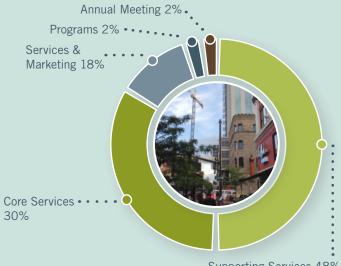




2015 CORE SERVICES INCOME TOTAL \$516,453

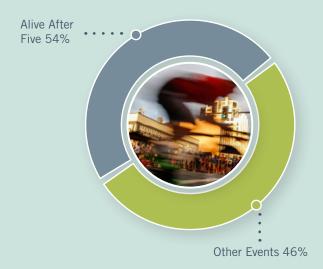


2015 CORE SERVICES EXPENSE TOTAL \$577,841

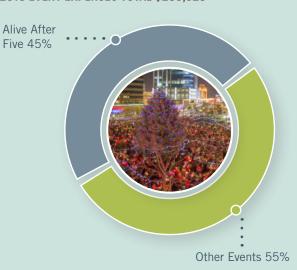


Supporting Services 48%

2015 EVENT INCOME TOTAL \$363,514



2015 EVENT EXPENSES TOTAL \$280,928



Event income is 41% of the total income and is used to subsidize BID operations, maintenance and marketing.









so much to do. only one place to be.









