



Hello! Welcome to the Neighborhood!

The Downtown Boise Association is here as a resource for you.

Your business location in downtown affords you a membership with our organization. Our mission is to create and maintain a thriving downtown. We do that by producing great events that bring people downtown, marketing downtown as an exciting, desired destination, and managing downtown maintenance program that keep our downtown clean, safe and attractive. Essentially, the DBA works to make downtown a place people want to be!

DBA Members receive:

- **Downtown Map & Directory business listing.** Twice each year the DBA updates, prints, and distributes more than 70,000 DBA-member Map and Directories. The guides are used by downtown merchants, gift card purchasers, hotels, conference attendees through the BCVB and Boise Centre, the Boise Airport, regional visitor centers, Boise State and the Boise Metro Chamber of Commerce.
- **DBA website business landing page.** [www.downtownboise.org](http://www.downtownboise.org) is mobile responsive and offers visitors a dynamic portrait of our vibrant downtown. The website included a robust downtown events calendar and individual business landing pages complete with hours, map and location, and colorful photos sent in by each business. You'll see [www.downtownboise.org](http://www.downtownboise.org) is referenced in all DBA marketing pieces.
- **Downtown Boise Gift Cards.** Since 2003, some \$3.3 Million has been invested back into downtown business through the Downtown Boise gift card. New DBA members may join the large number of other member businesses who accept the gift card. Businesses who participate in the gift card program are also noted in the Map & Directory and at [www.downtownboise.org](http://www.downtownboise.org).
- **DBA Event & Promotion Participation:** including First Thursday, Dine Out Downtown Boise Restaurant Week, Mother's Day Shopping Spree, Father's Day Car Show, Small Business Saturday, Member Forums and more. These DBA-produced events and promotions are valuable tools designed to build our downtown business community by connecting members with new customers and other downtown businesses.
- **Social Connections:** DBA members are welcome to connect with the community and other businesses through a variety of DBA e-newsletters and social media channels. You'll receive the weekly DBA member business e-newsletter to keep you updated on what's happening downtown, opportunities for event and promotion participation, road work or construction updates, etc. This information is useful in helping you and your employees stay informed and connected.

Downtown Boise has grown to be the most robust business and employment center in Idaho. Since 1987, the Downtown Boise Association has worked to make the downtown business community even stronger thanks to member connections, cooperation, and communication. Learn more at <https://downtownboise.org/about/about-dba>.

We look forward to working with you!

Sincerely,

Lynn Hightower, Karlee May, Jordyn Neerdaels, Suzanne Ostrow; Your DBA Staff