1 in 5 Musicians in the Metro who call Downtown Boise home

$14.6 MIL Sales for Cultural Nonprofits based Downtown

44% Local artists who say the business sector supports their career development

STATE OF DOWNTOWN BOISE

20 Downtown based Arts & Culture Nonprofits and Attractions

82% Businesses who agree cultural attractions bring people downtown

40,251 All jobs in Downtown Boise, a 20% 5 Year Increase

$320 MIL Creative Industry Sales from downtown based businesses

$14.6 MIL 83702 2017-18

Where >50% of Metro artists say they create their work

A supplement of the Idaho Business Review
When your business has a down quarter but your bank keeps focused on the long-term.

That’s Watrustology

Learn more at watrust.com
Andy Beitia | 208.884.2713
Regional President
A GREAT CITY CREATES CONNECTIONS; TO PLACE, TO IDEAS, AND MOST IMPORTANTLY, TO ONE ANOTHER.

BOISE IS A GREAT CITY and Downtown Boise is a great place to be. Businesses are growing downtown and others want to locate here. More people want to live here. Groups choose to meet here. And schools, from pre-school to law school say being Downtown Boise helps attract both students and instructors. Home to museums and theaters, an acclaimed food scene, and a short drive to mountains, rivers, rocks and sand dunes, more tourists are mixing with locals in enjoying Downtown Boise.

That’s driving investment; as city planners calculate, some $1.3 Billion in public and private investment completed and planned from 2015 to 2020. A downtown restaurant owner was recently quoted as saying, “We no longer have a slow season. Busy is our new normal.”

The Arts Connect us to what is unique and inspiring.

For the annual State of Downtown Boise report, we wanted to explore the inspiration that many of us agree is unique to our city; what makes our downtown compelling; why do we feel inspired and connected here; what attracts this curiously exciting combination of professors and tourists, bankers and architects, policy makers and entrepreneurs. What we discovered is a connection that may surprise some, but others have long recognized as essential.

It’s Downtown Boise’s connection to the Arts.

You feel that connection sitting by The Grove Plaza fountain enjoying great live music at Alive After Five. You see it in the wedding photos and senior pictures taken in Freak Alley. It motivates you as you enter the bus station that’s also a gallery for picturesque cityscapes.

Downtown Boise is home to Idaho’s largest concentration of dance and theater troops, musicians, artists and creators who together bring a palpable energy to our city center. Take a look at page 10. Many downtown employers understand that locating amid that energy generates added value to their business. We know, because we asked them.

Downtown Boise thrives because it inspires.

The survey of downtown businesses on pages 22 – 25, done by Dr. Amanda Ashley and Jeffrey Lyons of Boise State University, and sponsored by the DBA and Boise City Department of Arts & History, found a large majority of employers appreciate the vibrant arts and cultural scene for attracting both talented employees and enthusiastic customers. More than half the respondents would like more arts and cultural programs downtown. They acknowledge the historic buildings, entertainment options, and public art did indeed impact their decision to invest downtown.

Many business owners and local artists are quoted throughout this report speaking to the value arts and culture programs bring to a thriving downtown. One quote seemed to capture that value with exceptional eloquence;

Boise’s cultural institutions are our inspiration; their devotion to craft and community ignite the ambition that fuels our team. We support them, they sustain us. We advocate for them, they enrich us. We are one community and co-exist together.

Andrew Piron, President of Drake Cooper

Thank you, Andrew. Well said. And thank you to all of you in offices or art studios, in kitchens or behind counters who contribute your unique energy to making Downtown Boise a place of opportunity, a place to create, to prosper, and to celebrate with family and community.

A thriving arts & culture community creates economic vibrancy

We’re fortunate to have artists and those who support them working side by side in our downtown. Read this report to learn more about the important contribution these artists and creators bring to those of us who crunch numbers. We hope you’ll be inspired to create your own connection to the arts.
A Note From Mayor Dave Bieter

ART, HISTORY AND CULTURE INVIGORATE BOISE’S SENSE OF SELF

Boise is not only the civic and commercial capital of Idaho, it is also the cultural and artistic capital of our state – and the thriving heart of that cultural activity is right here in Downtown Boise.

Downtown Boise’s vibrancy is the result of endless hard work on the part of our merchants, property owners, policy makers and many others whose continuing investment in our urban core’s potential ensures its vibrancy for years to come.

As you’ve heard before, our vision for Downtown has three guiding principles: innovation, transportation and celebration. We are working hard to guide and manage growth in ways that boosts our vitality and preserves those things that make our city the truly special and unique place it is.

To my thinking, there are few better ways to celebrate and elevate Boise’s quintessential characteristics than by investing in and highlighting our art, history and culture. Communities enriched with robust cultural sensibilities are more diverse and interesting; they are inviting, and become places where people are drawn to and businesses clamor to invest and grow.

That’s why, ten years ago, we became one of the few cities in the country to establish a full department dedicated to that idea: our Department of Arts and History. These ideas of energizing Boise’s sense of itself, of defining our values and reaching for new heights are at the center of our effort to build a new main library, which will also be home to our Department of Arts and History. They are behind our work to invigorate downtown spaces like Freak Alley and the Central Addition LIV District, and they are behind our partnerships with institutions like the Boise Art Museum and many others.

So, as you hear more about the importance of art, history and culture through this State of Downtown program, please think about how you can do more to further enrich our city through these principles. And here’s to another successful year for Downtown Boise.

Letter from John Brunelle

EXECUTIVE DIRECTOR, CAPITAL CITY DEVELOPMENT CORPORATION

At CCDC it is our mission to attract investment and build a prosperous downtown. Part of our success is due the fact that nearly every effort we engage in is associated with the arts and culture of Boise in one way or another. Whether it’s providing a setting for the arts to take place, funding the arts to catalyze private investment, or investing in neighborhoods around existing cultural centers, we see the value and authenticity that the arts and culture provide our community.

One doesn’t have to look far to find examples of vibrant cultural scenes attracting people to downtown spurring the opening of supporting amenities such as restaurant and shops. Alive After Five on The Grove Plaza and Capital City Market on 8th Street are two examples of events on CCDC’s public spaces that energize downtown and boost surrounding businesses.

The magic of place making is a part of CCDC’s strategic plan that creates opportunities for public art, public performance, or cultural traditions to take place. We have created places that function as cultural amenities for our downtown such as recently completed multimillion dollar investment of public funds in the Broad Street Festival Block, the $6 million dollar investment in The Grove Plaza renovation, as well as the long standing 8th Street and the Basque Block. We’re pushing to bring a new public space to 11th & Bannock as well. It’s these public places where celebrations happen that bring meaning to our lives, to our community, and to our city. The moments that become memories evolve into attachment to Boise and are ultimately what define our quality of life.

The agency plays a key role, and we’re pleased to help the Boise community thrive in a sustainable economy where an exceptional built environment and excellent business opportunities are in perfect balance.
Best Neighborhoods in America to Spend a Weekend – Downtown Boise
Thrillist Travel | Feb 2018

The World’s Top 10 Beer Destinations for 2018
Vinepair | January 2018

Hottest Cities to Visit in 2018
TODAY Show | January 2018

Hippest City Everyone Under 30 Wants to Move To
Insider | December 2017

Most Hipster Cities in America (Boise #4)
Movehub | November 2017

Top 10 Best Cities for Veterans
WalletHub | November 2017

America’s 25 Fastest Growing Cities in 2017
Forbes | October 2017

Best Cities for Quality of Life (Boise #5)
NerdWallet | October 2017

Top 50 Safest Cities in the World (Boise #8)
The Daily Meal | October 2017

Urban Adventure: Where to Find The Outdoors In Town (Boise #5)
Marmot | September 2017

Top 10 Best State Capitals to Live In 2017
SmartAsset.com | September 2017

3 Up-and-Coming Culinary Destinations to Visit in the West
U.S. News | August 2017

Best Run City in America (#3)
WalletHub | July, 2017

US City that is Hipper than you Think (Boise #2)
JetSetter | July, 2017

“Best Rocky Mountain Secret”, Top 25 Best Towns Ever
Outside Magazine | June 2017

8 American Cities You Should Visit Before They’re Too Popular
Thrillist | May 2017

Top 20 Best Cities for Young Professionals
Forbes | May 2017

North America’s Coolest Downtowns
Expedia | April 2017

#4 Best Places to Retire in 2017
Forbes | April 2017

11 Satellite Cities Poised to Thrive in 2017
Kiplinger | April 2017
BOISE METRO

Population: (Census Bureau)
  Downtown Boise (Census Tract 1): 4,030
  City of Boise: 223,154
  Boise Metro: 669,830

Median Age: (Census Bureau)
  Downtown (Census Tract 1): 35.5
  Boise: 35.3
  Metro Area: 36.2
  Nation: 37.9

Median Household Income 2016: (Census Bureau)
  Boise: $55,199
  Boise Metro: $55,162
  ID: $51,807
  US: $57,617

Unemployment Rate: (Idaho Dept of Labor)
  Boise: 2.7%
  Boise Metro: 3.0%
  Idaho: 3.1%

Population 25 YO and Older with Bachelor's Degree or Higher: (Census Bureau)
  Boise: 41%
  Boise Metro: 31%
  US: 31%

Cost of Housing: (US=100) 87.9%
Cost of Living: (US=100) 92.5%
In-Migration (2012-2016): 1.6%

In 2016, the Boise Metro had the 2nd fastest migration rate of any metro west of the Rocky Mountains.

Avg. Commute Time:
  Boise: 18
  Boise Metro: 22.4
  US: 26.6

  Boise: 2.6%
  Boise Metro: 3.2%
  USA: 1.7%

For more: bvep.org, compassidaho.org

The Downtown Boise Business Improvement District (BID) is sanctioned by the City of Boise and funded by private commercial property owners. The 60 block BID is managed by the Downtown Boise Association to enhance economic activity by creating and maintaining a vibrant urban center. The BID sits within the Downtown Boise Planning Area as designated in the Blueprint Boise Comprehensive Plan. North of the Boise River, both areas are included in the 83702 zip code, also an area of data for this report.
The City of Boise established the Department of Arts & History in March 2008 under the leadership of Mayor Dave Bieter and the Boise City Council. The formalization of the department solidified the City of Boise’s commitment to provide local art and history as a core service. The new structure merged the Boise City Arts Commission, a group that initiated public arts programs and produced art-related projects and events in Boise for 30 years, with the Office of the City Historian, a program Mayor Bieter created in partnership with Boise State to build understanding of local history.

As a full city department, we have matured our engagement strategies with residents to encourage curiosity and provide contextual understanding of contemporary issues. These efforts also foster a means for Boise residents to feel connected to the city and with each other. This connection and sense of belonging are essential in the modern era; many hunger for heritage and an informed framework to understand the present and look to art of all kinds.
to reflect on our contemporary life. And—as proven repeatedly in respected studies—arts, history, and cultural engagement play vital roles in strengthening the economy and making communities inviting, interesting, and ultimately places where people—and businesses—want to be.

We are proud that our programs are essential to ensuring that Boise is a lasting, innovative, and vibrant place to live. These services range from public art, grants, professional development workshops, lecture series, research and oral history interviews, publications, ongoing programs like the Mayor’s Awards for Excellence in Arts & History, an emerging cultural sites program, robust communications and outreach strategies, and cultural planning. We launched the city’s first-ever cultural plan in 2017 and are ready to open the James Castle House (cultural center) to the public on April 28, 2018. Importantly, A&H has a profound sense of cultural sustainability, i.e., taking care of our cultural resources. The latest efforts on this front are reinstituting the role of the city archivist to preserve municipal and community historic documents and photos, and solidifying a conservation team to manage and care for over 600 works of public art.

In 2013 the Department of Arts & History hosted BOISE 150, a year-long commemoration of Boise’s 150th anniversary to help residents and visitors learn about and celebrate Boise’s past, present, and future. We presented opportunities to explore Boise through the themes of Community, Environment, and Enterprise and, along with hundreds of community partners, offered myriad educational and entertaining community-building opportunities that attracted tens of thousands of participants. The mix included events, lectures, legacy projects, exhibits at the Sesqui-Shop community center, a huge Sesqui-Party in Julia Davis Park on the city’s actual anniversary—July 7—and the Merchant Program with local businesses to create BOISE 150 commemorative merchandise.

To illustrate the uniqueness of the department, Harvard University’s Kennedy School of Government/Ash Center for Innovation (ACI), placed the Department of Arts & History in the top 25 for government innovation, which represented just 5% of applicants at all levels of government. Two years later ACI again placed the department in the top 25, noting the unique method of implementing the BOISE 150 sesquicentennial.

As we reflect upon our first ten years, we look forward to what comes next. We are joining with the Boise Public Main Library to create a new facility that will cultivate Boise’s unique sense of place through incubating lifelong learning, innovation, arts, history, and culture. This space will support community-based exhibitions, performances, presentations, workshops, and various collaborations. Residents and visitors will have opportunities to learn about Boise through the eyes of local artists, historians, educators, curators, and others. This civic cultural space will nurture community gathering by providing a much-needed venue for municipal programming, collaboration and engagement, art and artifact restoration and repair, city archives, and more. This place will demonstrate and reinforce the positive influences that emerge from a commitment to and investment in arts and history: neighborhood revitalization, increased economic activity, and cultivation of local identity and culture. Here’s to our next ten!

The Downtown Boise Association is proud to partner with Boise’s acclaimed Department of Arts & History as we celebrate their 10 year Anniversary.

World-Renowned Firm to Lead Boise Main Library Design Team

World-renowned architect Moshe Safdie and his firm, Safdie Architects, will lead the team to design a 21st-century main library for the City of Boise.

Co-located with Boise’s Department of Arts & History and a shared event space, the library campus will serve as a public center for knowledge, culture and ideas. It will be a gateway to the city, but also to our history, new experiences and the ideas that shape our future. Its spaces and services, located in the heart of Boise’s Cultural District, will be available to anyone, yet distinct to our corner of the world.
It’s a good time to be in Downtown Boise.
It’s a good time to be in Idaho.

The economic activity in Downtown Boise is the driver for economic growth throughout Southwest Idaho, and generates revenue that benefits public services throughout the state.

Employment downtown continues to increase as employers find top talent attracted to the vibrant variety of downtown Boise’s dining, retail, events, arts, culture and entertainment options.

With three new hotels opening downtown in 2017, and one more set to open this year, occupancy rates dropped slightly, but room rates are up and demand remains strong. The Boise Convention and Visitors Bureau reports an increase in downtown hotel revenues.

The desire for downtown living also remains strong. Agents say interest in downtown residential is coming from both current Boise area residents and those wanting to move to Boise. The supply for downtown residential is growing but remains limited. Agents say residential sales reflect a healthy mix of demographics including household ages and sizes.

Three proposed new condominium projects are slated for downtown, including the second phase of the Afton Condominiums, the Cultural District’s second multi-family residential project.

The increased vacancy rate for retail at the end of 2017 reflects a small number of larger spaces. Analysts report demand for streetfront boutique-size retail space is high with many downtown blocks at 100% capacity.

Low downtown office vacancies reflect the expansion of existing downtown businesses as well as interest from companies outside the city wishing to relocate into downtown Boise. Brokers report interest in downtown particularly from the tech field due to the affordable quality of life and vibrant downtown amenities. Analysts say recent increases in downtown parking rates are not impacting the desire for downtown office space, as robust retail, including restaurants and services, continue to drive office demand.

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<th>5 year % change</th>
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DOWNTOWN ARTS

Downtown Arts & Culture-Based Nonprofits and Attractions

1. JUMP
2. Boise Art Museum
3. The Basque Museum & Cultural Center
4. The Cabin, a center for readers & writers
5. Idaho Anne Frank Human Rights Memorial & the Wassmuth Center for Human Rights
6. Boise Contemporary Theater
7. Boise Farmers Market
8. Boise Public Library
9. Idaho Black History Museum
10. Idaho State Historical Museum
11. Idaho State Capitol
12. Capital City Public Market
13. Radio Boise
14. Esther Simplot Performing Arts Center; Ballet Idaho, Opera Idaho, the Boise Philharmonic
15. Wingtip Press
16. Art Source Gallery
17. Freak Alley Gallery
18. Ming Studios
19. Discovery Center of Idaho
20. Zoo Boise

Downtown Arts & Culture-Focused Businesses

1. Boise Art Glass
2. FireFusion Studio
3. Record Exchange
4. Boise Creative Center
5. Picture This
6. Precious Metal Arts
7. R Grey Gallery
8. Swell Artist Collective
9. Evermore Prints
10. Steve Welsh Photography
11. Tamara Kenyon Photography
12. Flicks Theatre
13. Edwards Boise Downtown Stadium 9 Theater
14. Ward Hooper Gallery and Vintage Swank
15. Van Dyck Frame Design
16. LaBry Fine Art
17. Idaho Blueprint & Supply Co.
18. Egyptian Theatre
19. Cherished Images Fine Art Photography
20. Gallery 601
21. Cole/Marr Photography Workshops
22. Idaho Made
23. Crazy Neighbor

10 STATE OF DOWNTOWN | SPRING 2018
CREATIVE VITALITY INDEX

What is it? The Creative Vitality Index, or CVI uses the most reliable economic data to provide a big picture snapshot of a region’s creative landscape. It provides an overview of creative jobs, industry earnings and nonprofit revenues.

Creative Industries are recognized by economists as an increasingly valuable sector for economic growth. Creative Industries are growing in the Treasure Valley, led by industry growth in Downtown Boise.

Creative Industries include those whose output represents an artistic or cultural value such as film, publishing, or fine art; and those with knowledge-based input delivering services including software design, Internet publishing, advertising and architectural services.

The CVI data in this report was commissioned by the Boise City Department of Arts & History. It represents economic activity as recent as 2016.

“Downtown Boise carries the region creatively”
-Karen Bubb, Cultural Planner, City of Boise

City MSA CVI Comparisons

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<thead>
<tr>
<th>CVI Value</th>
<th>Rank</th>
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<tr>
<td>0.74</td>
<td>221</td>
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<tr>
<td>0.77</td>
<td>210</td>
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<tr>
<td>1.02</td>
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<td>622,934</td>
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<td>3,733,617</td>
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<tr>
<td>1.39</td>
<td>46</td>
<td>2,000,881</td>
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</table>

CREATIVE INDUSTRIES

“As the co-owner of Rediscovered Books, I find myself constantly in contact with our local artists community. Our interactions with the art community extend far beyond the literature and writing community. We host events from local theater groups and stock work by local visual artists. We are there when people from out of town ask how they should spend their Saturday evening with recommendations of movies at the Flicks, a show at BCT, or a concert at the Morrison Center. We are a resting space for people going to events downtown, and a gathering place for friends to talk about what they have seen and heard. Our local arts community creates clarity for who we are and why we are here.”

– Laura DeLaney, co-owner, Rediscovered Books

Percent of Metropolitan Statistical Area (MSA) Creative Industry Sales from Downtown Boise Businesses

Architectural Services ................. 67%

Software Publishing .... 30%

Advertising Agencies ........ 58%

Book Publishing ............... 55%

SALES

>26% of all Creative Industry Sales in the region come from businesses based in Downtown Boise.

MSA ....... $1.2 Billion

Boise City .... $812 Million

Downtown Boise .... $320 Million

“A thriving downtown is the heart and soul of any city; and art, culture, music and entertainment are the signatures that express and define that vital spark. Along the streets of Downtown Boise, the dynamism and vitality of our fair city are evident everywhere. Choosing to locate our business in the core of our beautiful Downtown 40 years ago has not only enhanced our success; it has allowed us to support and nurture Boise’s unique vitality, keeping us actively engaged in those cultural elements that make our city not only one of the most livable, but also one of the most sought-after business locales in the nation.”

– Rocci Johnson, Humpin’ Hannah’s

Source: 2016 data. WESTAF © Creative Vitality TM Suite 2017. Downtown Boise is calculated as 83701 & 83702 zip codes. Creative Vitality Boise MSA Snapshot courtesy Boise City Department of Arts & History.
38% of all Creative Industry gains in the MSA occurred in Downtown Boise

Creative Industry Earnings Increase 2015-2016

Downtown Boise
$112.1 Million

Boise City Beyond Downtown
$172.3 Million

MSA Outside Boise
$156.2 Million

Creative Industries with Greatest Earnings in Downtown Boise

Architectural Services. . . . . . . . . $22.9 M

Advertising Agencies. . . . . . . . . $17.3 M

Book Publishers . . . . . . . . . . $10.1 M

Cultural & Historical Clubs . . . . . . . . . $7.3 M

Artists, Writers and Performers . . . . . . . . . . $5.6 M

Source: 2016 data, WESTAF © Creative Vitality™ Suite 2017. Downtown Boise is calculated as 83701 & 83702 zip codes. Creative Vitality Boise MSA Snapshot courtesy Boise City Department of Arts & History.

“As a retail store owner, downtown Boise has the maximum amount of foot traffic you can find in the entire state of Idaho. My customers are residents and people from out of state who are here for conferences or other tourism reasons. People are looking for something unique and related to place, which they find in my shop.”

– Ward Hooper, owner of Ward Hooper Gallery of Art and Urban Garage

Spring Run by Marilyn Lysohir, 1994
“Ballet Idaho is fortunate to be headquartered downtown, on 8th and Myrtle. It has especially come in handy this year, holding a national search for a new Artistic Director. We have been able to welcome top candidates in our studios and entertain them downtown. We are able to attract and retain talented dancers and staff, from around the world. We are competitive with much larger ballet companies not only because of the talent within the studio and on the stage, but because our dancers and staff can afford to build dynamic lives in the vibrant city we call home.”

– Meredith Stead, Marketing Director, Ballet Idaho

Cultural Nonprofit Revenues

<table>
<thead>
<tr>
<th>Location</th>
<th>Revenues</th>
</tr>
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<tbody>
<tr>
<td>Downtown Boise</td>
<td>$14.6 Million</td>
</tr>
<tr>
<td>Boise City Beyond Downtown</td>
<td>$7.6 Million</td>
</tr>
<tr>
<td>MSA Outside Boise</td>
<td>$5.1 Million</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$27.3 Million</strong></td>
</tr>
</tbody>
</table>

53% all Cultural Nonprofit Revenue in the MSA generated by organizations based Downtown.

2% gain in annual Cultural Nonprofit revenue throughout the MSA in 2016.

“I have made a conscious decision to use art pieces on several of our Treasure Valley projects that represent Boise’s history, community and talented residents. The works of art are necessary investments that make our projects unique as without them we have just another retail development.”

– Gary Hawkins, Hawkins Companies LLC
The cultural plan presents five goals and measurable strategies that are necessary to fully develop Boise’s lasting, innovative, and vibrant future:

1. Develop Cultural Policy
2. Enhance and Preserve Neighborhood Places
3. Maintain and Develop Cultural Assets
4. Foster Organizations & Partnerships
5. Expand Cultural Resources for Individuals

To implement this plan, citizens and organizations need to support its initiatives through continual input, action, and revision. Community and business leaders may contribute by providing input to staff and elected leaders (Mayor David H. Bieter; Boise City Council) regarding priorities and by investing their own resources in Boise’s creative community. How might you partner with cultural organizations, support individual creators, or enhance your neighborhood in ways that will contribute to Boise’s creative life and result in a vibrant and highly livable city? Be a part of Boise’s rich cultural ecology by doing something meaningful today.

To learn more see the full plan at www.boiseartsandhistory.org/cultural-master-plan/ or contact Karen Bubb, Boise’s Cultural Planner at kbubb@cityofboise.org or 208-860-2401.

“As Boise’s new creative center and community gathering place, JUMP is an invitation for our community to try something new, take risks, and embrace the challenges that lie ahead. In life and on our individual journeys, applying creative solutions to existing situations requires innovative thinking and a creative mindset—essential ingredients for any growing community. JUMP supports and encourages the development of a creative community to meet the ever-changing needs of our future.”

— Kathy O’Neill, Community Engagement Director
Boise has long promoted itself to outdoor tourists who come to the city for access to open space, mountain biking trails, and nearby ski hills. When those same visitors spend time in Boise they are often happily surprised at the unique character of the city’s cultural scene. Reported in October 2017 in The Daily Meal on MSN, “The capital of Idaho lies in the foothills of the Rocky Mountains. That makes for beautiful hiking trails, but Boise also has plenty of museums, galleries, and restaurants to explore too, and it’s only growing.”

Cultural tourists are individuals or groups who seek distinctive experiences in a unique place. They travel to a city to attend a festival, see a play, go to an art or history museum, explore the cuisine of a specific region, and experience its historical sites. Cultural tourists stay at hotels, taste local wines and beer, and shop in downtown stores. According to recent trends, they spend more and stay longer than other tourists.

“With the largest concentration of Basque immigrants in the U.S., Boise’s Spanish population has heavily contributed to the city’s culinary and cultural landscape. The Basque Block in downtown is home to several restaurants, with some specializing in dishes that made the Basque region of northeast Spain famous.”

Global Lounge’s World Village event attracted 7,000 visitors to downtown last June. Treefort, the indie music festival in its seventh year, brought over fifteen-thousand music fans to Boise in 2017 and that number is expected to significantly increase this year. Jaialdi, the largest international Basque festival in the world, is anticipated to attract over forty-thousand visitors to Boise in 2020.

Boise’s public agencies and private businesses can and should work together to support and promote the local cultural community. Partnerships are critical to tap into this growing marketplace while helping ensure opportunities exist for locals artists and performers to participate in cultivating an authentic creative community.
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Up-and-Coming Culinary Destinations to Visit in the West, by Gwen Pratesi in US News

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CREATIVE JOBS

“A decade into the Red Sky experience, the decision to be and stay in Downtown Boise is stronger than ever. This place regularly inspires serendipitous moments - the positive collisions of people and ideas that fuel us. These experiences, combined with the city’s dynamic growth and the two degrees of accessibility keeps things fresh and evolving, both vital for creative minds.”

– Jess Flynn, Founder/CEO of Red Sky

“IT’S HARD TO QUANTIFY THE VALUE OF ART AND THE ASSOCIATED EXPERIENCE THAT ART BRINGS TO A COMMUNITY; THE VIBRANCY AND AUTHENTICITY IS INVALUABLE. ART IS EXPERIENTIAL AND CREATES INDELIBLE MEMORIES WHICH, IN TURN, CREATE GOODWILL. IN ADDITION TO BRINGING BEAUTY TO THE WORLD, FREAK ALLEY BRINGS ADDITIONAL TRAFFIC TO OUR COMMUNITY OF TENANTS.”

– David Baum, Baum Revision Real Estate Development Owner, Block 44 Downtown Boise

2,702 Total Creative Jobs Based in Downtown Boise

16% Creative Jobs in MSA are Downtown
19% New Creative Jobs added in 2016 in MSA are Downtown
4% Gain in Creative Jobs in 2016 in Downtown and throughout the Boise MSA

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CREATIVE OCCUPATIONS
With the Greatest Number of Jobs Downtown

Musicians & Singers: 263
Writers & Authors: 236
Photographers: 230
Graphic Designers: 214

Stats from The Working Artist report

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The Working Artist: Boise’s Hidden Economy of Creators, Makers, and Doers

In 2015, two researchers from Boise State University’s School of Public Service published a report based on a survey of some 556 Boise area artists. Amanda J. Ashley, Ph.D. and Leslie Durham, Ph.D. sought to answer basic questions about the employment of artists in the Boise Valley.

The report notes the economic value of a robust artistic community.

“Labor economists, nevertheless, have heralded the importance of artists as sources of innovation. Artists collaborate and help build new cultural enterprises and organizations. They lure “idea workers” or what labor economists call the creative class. These literal and physical place-makers also create vibrant communities.”

Several patterns emerged from the survey:

- The Boise Valley has a diverse artistic labor field that would benefit by structures that permit this class to thrive.
- Artists are rooted here. Meaningful incentives could stimulate recruitment and aid retention of native artists.
- Artists are often under-employed. It would benefit the economy if tenure in the field and sustained achievement are rewarded financially.
- Artists are collaborative and well-connected. There is a positive culture here that if infused with resources could likely spread in novel and exciting ways.

Artists surveyed:

- 65% say arts and cultural sector organizations support their career development.
- 44% say for-profit sector organizations support their career development.
- 52% say the Boise Valley supports artists most by showcasing and exhibiting their work.
- 36% say the Boise Valley supports artists by providing jobs.
- 83702 the zip code >50% of artists say is where they create their work.

Find a link to the full report at downtownboise.org/do-business/downtown-economic-data.
After the creation of Fort Boise on July 4, 1863, Boise City was platted just three days later at a meeting at the home of settler Thomas Davis, whose orchards would later become Julia Davis Park. The original city included ten blocks, split evenly on each side of Main Street, from today’s Tenth Street to Fifth Street.

We can thank Boise’s pioneers for creating walkable downtown blocks that help keep our downtown vibrant even today. Thanks too, to the Boise City Department of Arts & History for creating a walking tour where, even after 150 years, bits and pieces of Boise’s early history can still be seen.

Did You Know…

- The intersection at Tenth and Main Streets once had a turreted building on each corner. Today, turrets remain on the Idanha and the Gem and Noble buildings.
- The McCarty building at 9th & Idaho was built in 1909, by Martha McCarty, a prominent Boise business woman. Architects gave the McCarty building a zig-zag cornice motif, an uncommon feature in Boise’s buildings at the time.

- The northeast corner of 8th & Main Streets has been home to popular retail shops for more than a century. Falk’s Mercantile was founded by Nathan Falk, a Bavarian born immigrant who came to Boise in 1866. Falk’s stores were a staple in Boise for much of the last century.
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Looking for a way your business can connect with a cultural organization, support creative activities in the work place, or engage your employees with Boise's active cultural community? Consider one of these ideas:

• Provide free or discounted tickets to cultural events to mark employee accomplishments
• Attend cultural events as team-building activities
• Promote cultural organization volunteer opportunities
• Commission public art for your building
• Incentivize employees to volunteer their professional skills to cultural organizations
• Provide mentoring to cultural organizations
• Offer your business’ services to a cultural non-profit as an in-kind contribution
• Present concerts or art exhibitions in the workplace
• Match contributions made by employees to cultural organizations
• Have employees help choose a cultural non-profit to receive a donation
• Provide sponsorships to cultural organizations
• Buy an ad in a program brochure of your local theater or dance company
• Hold employee art exhibits, battle of the bands, poetry contests or other culture-related employee activities
• Host an artist-in-residence at your business to inspire employees and connect with clients
• Bring an artist in for a skill-building workshop around creativity, writing, or visual thinking
• Celebrate the creative accomplishments of your employees, on or off the clock
• Host a First Thursday event and engage local visual artists or musicians to use your space

For First Thursday information, contact info@downtownboise.org, or go to downtownboise.org
DOWNTOWN BUSINESSES SAY Arts Matter

A SURVEY: SUMMARY  Drs. Amanda Ashley and Jeffrey Lyons, Boise State University

What do business and property owners in downtown Boise think about the role of arts and culture in the city? The City of Boise and the Downtown Boise Association along with researchers, Drs. Jeff Lyons and Amanda Ashley, from the School of Public Service, Boise State University conducted a survey of people who own businesses and property in downtown Boise to find out. In general, respondent attitudes can be characterized as positive towards the influence of arts and culture on the health of downtown. The business and property owners who responded generally believed that arts and culture were important for the economic vitality of downtown, and for their businesses. Further, a majority believes that there should be more arts and cultural offerings.

About the Survey
• Distributed through the Downtown Boise Association
• Conducted in January and February 2018
• Received 67 responses
• 80% of respondents were business owners, 16% property owners
• 33% from businesses with 1-10 employees, 20% from businesses with 11-25 employees, 13% from businesses with 26-50 employees, and 33% from businesses with 50+ employees
• 90% of respondents from the for-profit sector

FINDINGS

Downtown business and property owners have largely positive assessments of the role that arts and culture play in the vitality of downtown Boise. On a scale of 0-10, where 0 is “not at all important” and 10 is “extremely important,” the average response to the importance of arts and culture for the overall economic health of downtown was an 8.5/10, and the average response for the importance of Boise’s cultural sectors to one’s own business was a 7.8/10. These numbers demonstrate that arts and culture are viewed as being important components of a healthy downtown by the survey respondents.
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Arts Matter

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This raises the question of what kinds of arts and cultural events are seen as being the most important. For the vitality of downtown, events and programs that were highlighted as being the most important were the Saturday Market (83%), music in existing bars (73%), and Treefort Music Festival and Alive After Five (each with 72%). All of these activities provide benefits for both tourists and residents and as 82% of downtown stakeholders noted that these cultural offerings are primary reasons that tourists come downtown.

An overwhelming number of respondents (79%) suggested that BOTH events and cultural organizations/nonprofits/businesses are important to the economic well-being of downtown Boise. This finding is backed by research that articulates the importance of economic diversity and activity in the breadth of arts and cultural offerings.

Given the importance attached to arts and culture, it comes as little surprise that when asked whether they thought that there were enough cultural programs and events in downtown Boise, we find that most respondents (53%) believe that there are not enough. However, this belief was not unanimous—29% stated that they do believe there are enough, and 18% did not know or had no opinion.

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When asked to rate on a scale from 0-10 how important a variety of different programs or events were in business owners’ decisions to locate downtown, it appears that the food and beverage culture (7.6/10), entertainment options (7.3/10), and festivals/markets (6.8/10) were seen as being the most important. Yet, additional responses also suggest it is the mix of activity from a variety of sources. This result is unsurprising given the vibrancy and activity of downtown Boise.
In addition to these beliefs about the value of arts and culture for the city, a number of employers believe that there are benefits that extend to their employees. 79% of the respondents to the survey agreed that the arts and cultural environment is important for attracting and retaining employees, and 72% hire or contract employees for their artistic or creative skills. These findings are in-line with an increasing body of research that suggests that a strong arts and cultural scene is one that provides different economic benefits, including creating more vibrant public spaces, attracting talented and creative workers, and supporting creative innovation as noted in the City of Boise's 2017 Cultural Plan.

A super-majority of respondents articulated that there are many benefits of having these cultural opportunities for their employees, including stimulating creative thinking and problem solving, enhancing diversity in the workplace, and advancing corporate objectives. Only a small percentage (4%) said there was no benefit to their employees.

Some businesses report providing employee benefits that engage with the arts – 38% provide free or discounted tickets to events, 38% present concerts or art exhibitions in the workplace, and 10% match employee contributions to cultural organizations. This finding could suggest the importance of thinking more thoughtfully about these networks of relationships that could be strengthened to enhance arts and cultural opportunities in downtown.

Finally, there appears to be a substantial component of the business community who invests directly in the arts and culture community. 81% of respondents report providing sponsorships or charitable contributions to cultural organizations on an annual basis, and 46% report wanting to be even more involved than they currently are.

The City of Boise Department of Arts, History, and Culture, Downtown Boise Association, and Boise State University School of Public Service plan to conduct a similar survey in two years to assess the ways that attitudes about the arts and culture may change as downtown continues to evolve.
1 Traffic Box Art Wrap
Various artists, various locations

2 Historic Site: Boise Chinatown
Dwaine Carver
Grove Hotel, Capitol Blvd. near Front St.

3 River Sculpture
Alison Sky
Grove Hotel
Corner of Front St. & Capitol Blvd.

4 Alley History
Kerry Mossman
9th St. between Bannock & Idaho St.

5 Boise Totems
Rod Kagan
Corner of 8th & Idaho St.

6 Litharacnium
Dennis & Margo Proksa
Corner of 8th & Broad St.

7 Grove Street Illuminated
Amy Westover
Grove & 9th St.

8 Bike Trio
David Cole & Michael Brown
Linen Building, 14th & Grove St.

9 Spanish Village, Jesus Urquides
Dwaine Carver
101 E. Main St.

10 Penny Postcard: Hometown Greeting
Mark Baltes
Boise City Hall, 500 N. Capitol
Capitol Blvd. & Idaho St.

Public Art locations in the Downtown Boise Map & Directory. Or view the full collection online at BoiseArtsandHistory.org
We’ve been living and breathing commercial development in our home state since 1972. And whether we’re building, managing or consulting on a property, you can be sure we’ll work hard to create a better project, and a better Idaho.

WE KNOW IDAHO.
LIVE MUSIC

COMMUNITY CELEBRATION!

Alive After Five attendees come early, stay late, increasing exposure and driving customers to downtown retailers, restaurants, brew pubs and nightclubs.

June 7, 2017: Alive After Five’s celebrated 31 years of live music with a return to the Grove Plaza.

- **52,000**: Estimated 13 week attendance
- **$18,269**: 2017 AA5 Tips for Charity donation
- **27** Exciting Artists, Local and Nationally Touring Headliners

“I have been involved, as a performer in Alive after Five for 25 years now and I have watched it slowly grow into a major event that is of national quality! It is something that everyone looks forward to each Wednesday in the summer and one of the BIG things locals tell visitors is a MUST DO! I am honored to play at this event!”

—Steve Fulton, Boise Musician

EXPERIENCE

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Up to 70 merchants participating monthly

**Rippin’ Brass**: DBA’s pop-up entertainment March through October

**18,000**: Estimated annual attendance

“We appreciate First Thursday. It brings a strong sense of community to our building. It becomes a gathering place where people can come create together.”

—Filip Vogelpohl, Boise Art Glass

**ART AND MUSIC EVERY FIRST THURSDAY IN DOWNTOWN BOISE**
31 years of Building Business and Community in the Heart of Idaho’s Capital City

The Mission of the Downtown Boise Association is to create and maintain a thriving urban center.

Our Vision is to contribute to a strong downtown by connecting and building both business and community with great events, inviting promotions and useful information. The DBA supports the City of Boise in becoming the most livable city in the country.

We understand that business success is dependent on attracting and keeping talented workers and loyal customers. That means our small but energetic staff does all we can to support and promote a downtown environment that inspires innovation, cooperation, the arts and philanthropy in a way that’s appreciably authentic and sustainable.

The DBA is a non-profit 501(c) 6 Corporation that manages the Downtown Boise Business Improvement District (BID) on behalf of the City of Boise. We’re placemakers, tasked with keeping downtown Boise’s public spaces clean, safe, vibrant, and attractive, giving those who invest here a greater opportunity for success. The DBA is funded in part by assessments on property in the BID. We leverage those assessment dollars approximately two-to-one through funds raised through events and event sponsorships to complete our funding. Boiseans love their city and are proud of their downtown. We work to keep it that way.

For more, go to downtownboise.org/about/about-dba.

In a downtown, like nowhere else, economic growth is interconnected with arts festivals, dining and shopping, recreation and entertainment opportunities.
How we BUILD BUSINESS & COMMUNITY
in Downtown Boise

Exciting Promotional Events

Drives Sunday traffic to downtown merchants. Car Show features classics & sustainable future transportation technology.

- 125 entries, including classic and electric vehicles
- 5,000 estimated attendance
- >$2,000 raised for Radio Boise

Promotes dining and showcases downtown as a versatile venue.

- 5 restaurants
- 150 ticketed guests
- $3,680 raised for Create Common Good

Promotes cycling as a healthy lifetime sport. Showcases Boise as a premier cycling community on the international sporting stage.

- 20,000 estimated fan attendance
- >300 kids in the Twilight Kids Race with Kristin Armstrong
- >250 racers including amateur and professional

Tree Lighting
Brings families downtown to make memories & begin the busy post-Thanksgiving shopping season.

- 5200 lights
- 1915 WCA Wish List tags for the Zions Bank Giving Tree
- 5,000 estimated attendance
DRIVES Sunday traffic to downtown merchants. Car Show features classics & sustainable future transportation technology.

- 125 entries, including classic and electric vehicles
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- $2,000 raised for Radio Boise

New in 2017 The DBA and City of Boise Department of Parks & Recreation Partner to create the Downtown Maintenance Matters Team. It’s a process improvement that will make a difference in keeping downtown sidewalks and overall appearance clean and inviting.

CLEAN • SAFE • ATTRACTIVE
in 2017

- >2550 hours on maintenance including trash removal, banner installation.
- Expanded holidays lights, intersections and lampposts.
- Expanded banner program
- With Boise Police, educate merchants on retail theft, fraud, and alcohol compliance.
- 475 planters bring seasonal color and texture.

DESTINATION MARKETING

NEW downtownboise.org

- Mobile responsive
- Improved downtown event calendar
- Individual business pages
- Printable First Thursday listings
- Dynamic presentation and improved user experience

Map & Directory

- 72,000 printed
- Spring/Summer & Fall/Winter printings
- Distributed to hotels, conference and event centers, meeting planners

Downtown Boise Gift Card Sales

- Accepted at 300 downtown merchants.
- $248,660: 2017 Gift Card Sales
- $3,365,420 total sales invested into downtown merchants since 2003.
SMALL BUSINESS SATURDAY

• 48 businesses participated
• 6 shopping spree prizes given away!

MOTHER’S DAY SHOPPING SPREE

• 10th Annual Mother’s Day promotion
• 49 participating merchants
• >2,000 entries

Free fan Shuttle brings hundreds of fans to downtown businesses.

• 7 BSU Home Football Games.
• 15,000 estimated ridership.
• One Mountain West Championship. Go Boise State!

City Santa

• 2,000 photos
• $4,038 raised for the WCA
• By DL Evans Bank

CONNECTIONS

• Weekly Member E-News
• Social Media, Like Us! We’re Growing!
• Downtown Happenings Monthly Community E-News
THANK YOU

Downtown Boise Association Board of Directors: The DBA is led by 21 elected board members who love their city and are proud of its downtown. They understand the economic activity that occurs in Downtown Boise is a driver for economic growth throughout the region. They give their talents and energy to supporting DBA staff and members, and to keeping the downtown environment a place that continues to build both business and community.

Many thanks to our DBA board members:

2017 Board of Directors

President: Dan Baluff, City Peanut Shop
Past President: Dean Bennett, Holland & Hart
President-Elect: Mindy Gronbeck, Hawkins Companies
Treasurer: Travis Burgess, Eide Bailly
Kellee Sharples, Buns in the Oven
Ryan Cleverley, Gardner Company
Jacob Zwygart, Little-Morris
Jessica Carter, Drake Cooper
Allen Ireland, Neurolux/Penguilly’s
Cameron Lumsden, Fork/Alavita
Mary Beth Chandler, Chandler’s
Chad Johnson, Reef/Front Door/ Brickyard Steakhouse
Joshua Jordan, JR Simplot Company
Patrick Moloney, TMN Events
Jeff Wolfe, The Car Park
Wes Jost, Zions Bank
Kelly Hibbs, Boise Cascade
Courtney Holden, Fancy Pants

Ex-Officio Directors

John Brunelle, Max Clark, 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
Ivan Sim, Idaho Power
CeCe Gassner, Boise State University
Marty Jacobs, Downtown Boise Neighborhood Association

Advisory Members

Lauren McLean, Boise City Council
Nic Miller, Economic Development Dir., City of Boise
Paul Woods, Commissioner, Ada County Highway District
Officer Jim Schifferl, Boise Police Department
Kathy O’Neill, JUMP
Chase Erkins, Boise Young Professionals
Legal Counsel: Ken Howell, Hawley Troxell Ennis & Hawley

Thank you for your support.

Sincerely,
Your DBA staff

Lynn Hightower, Executive Director
Karlee May, Events and Programs Manager
Suzanne Ostrow, Office Manager
Beth Peace, Bookkeeper
and new in 2018: Jordyn Neerdaels, Marketing Coordinator

Special Thanks to our Downtown Maintenance Matters Team led by Travis Montgomery, Don Porter, Ken Reeves and Eden Belanger of the Boise City Department of Parks & Recreation.

And thank you to our very talented graphic designer who made this report and numerous other successful downtown promotions happen, Genevra Lee of Dawg Haus, Inc.

#BeDowntownBoise
Boise Centre offers:

• A downtown location, surrounded by restaurants, shops, hotels, culture and entertainment
• 86,000 square feet of customizable and flexible event space for groups of all sizes
• 31 meeting rooms—many with views of the nearby Boise foothills and downtown skyline
• New Executive Boardroom with video conference capabilities
• Exceptional culinary services and a diverse menu with many locally sourced ingredients

We invite you to host your next event in the Centre of it all!

Boise Centre, Idaho’s premier convention facility, is an ideal venue for meetings, conferences, tradeshows, receptions, trainings and so much more.

Visit boisecentre.com to view interactive floor plans or to submit an event inquiry.