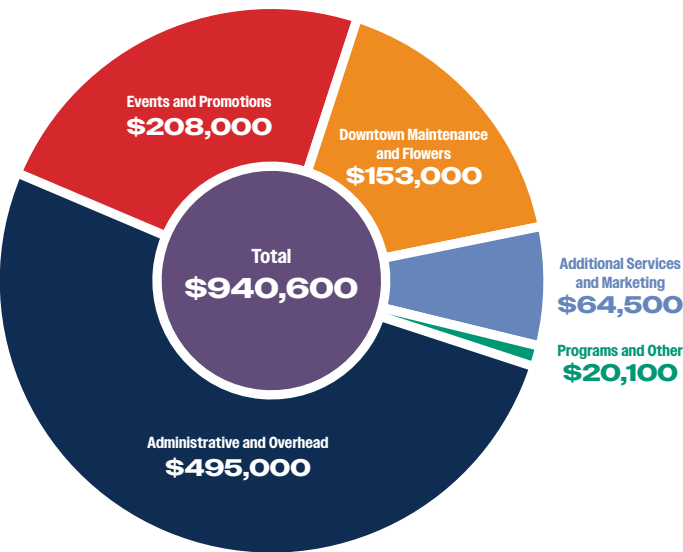




DT BOISE
ANNUAL
REPORT
2025

DBA IN 2025

EXPENSES



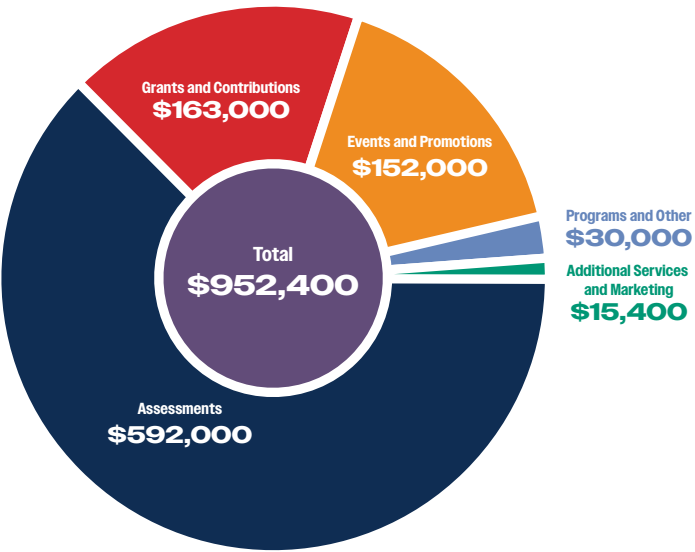
A MESSAGE FROM DBA LEADERSHIP

2025 brought a year of change for Downtown Boise Association focused on stability and strength of the organization. During the first quarter of 2025, we brought on a new executive director, Lauren Hamilton, to lead the mission of the organization. A born-and-raised Boisean with a true affinity for Downtown, Lauren dove in almost immediately and with the partnership of the City of Boise and the Ada County Assessor conducted a financial audit of the Business Improvement District assessments. 2025 also saw record breaking attendance and registrations for the Father’s Day Car Show and the team at DBA continued their work to ensure the success of Downtown Boise through events, activations and experiences for everyone. We continue to be grateful for the continued support of DBA members, stakeholders, and visitors, without which none of our work would be possible.



We look forward to seeing you Downtown,
Jay Story, 2024-2026 DBA Board President
Lauren Hamilton, DBA Executive Director, DBF President and Executive Director

INCOME



Downtown Boise is a place to explore. Find a new adventure, spark creativity, make connections, and be a part of Boise’s vibrant culture where all are welcome.

– DBA Mission Statement

Building Community and Celebrating Culture in Downtown Boise.

– DBF Mission Statement

Executive Director | Jennifer Hensley, Lauren Hamilton
Administrative Manager | Hunter Hagen
Program Manager | Adan David Callsen
Community Engagement Manager | Abbie Berg
Activation Manager | Sam Van Doren

– Consolidated 2025 financials of both Downtown Boise Association and Downtown Boise Foundation.

2025 YEAR IN REVIEW

2025 was a year of organizational growth and stability. A financial audit and review gave DBA a more accurate financial outlook. Occupancy rates for restaurant, retail, and office all increased from 2024 amid large, competing office and development projects in the western Treasure Valley. DBA continues to make the case that Downtown Boise is the place to be for businesses of all kinds.

THANK YOU TO CCDC

The Capital City Development Corporation has been a vital contributor to Downtown Boise. In 2025, Boise's oldest and longest-running urban renewal district, the River Myrtle–Old Boise Urban Renewal District, sunset after three decades. Established in 1995, the district transformed Downtown Boise by bringing much-needed housing, transportation improvements, new parks, and public art to the area. We are grateful for CCDC's commitment to a safe, vibrant downtown that all Boiseans cherish as a place to live, work, and connect.

JAIALDI BRINGS PEOPLE BACK TO BOISE

After a ten-year hiatus following the cancellation of the 2020 festival, Downtown Boise proudly welcomed back Jaialdi, the nation's largest Basque festival, in 2025. Along with the Ironman race and the annual Twilight Criterium, Jaialdi capped off three record-breaking weekends of downtown activity and visitors in July 2025. This six-day festival, held every five years, brought an estimated \$14 million in economic impact to Boise. Of the 23,000 attendees, 45% came from outside Ada County, giving many guests their first taste of Downtown Boise's energy.



SIGNATURE EVENTS AND ACTIVATIONS

- The **Father's Day Car Show** drew a record number of attendees and entry vehicles. This annual tradition brings a different audience than downtown typically sees, and our restaurant partners report it's one of their busiest Sundays of the year.
- The **Holiday Tree Lighting** kicks off the holiday season in Downtown Boise, and 2025 brought our largest crowd yet. The crowd was serenaded by local band, Payette, and welcomed a visit from Santa. The City of Boise debuted Holidays on the Grove, a new activation in partnership with Boise Parks and Recreation.
- Valley Regional Transit returned as our **Game Day Bus** partner for 2025, safely transporting thousands of Boise State fans from downtown pregame activities to the stadium to cheer on the Broncos.



LOOKING AHEAD

As we look to the future, Downtown Boise Association remains committed to building on the stability created in 2025. We'll continue supporting local businesses, welcoming new partners downtown, advocating for all downtown stakeholders, and keeping downtown safe, vibrant, and welcoming to everyone. We can't wait to check in again in 2026 with a new strategic plan, new team members, and a renewed focus on activating every corner of downtown.





Treefort Music Festival continues to be one of the largest events to bring people into the Downtown Core. The festival generated **\$15.8 Million** in estimated economic impact, with **473 bands** at 55 festival venues, bringing **18,700+ unique visitors** into the Downtown Area.



Over 1.17 million parking guests entered CCD's 6 ParkBOI garages in 2025.

MONTHLY PARKING INCREASED 3.1%.

AVERAGE DOWNTOWN LEASE RATE
\$25/SF

OFFICE VACANCY
9.2%

NEW OFFICE LEASES
75



Boise Centre hosted **283 events**, including **56 conventions**, in 2025 with over **163,000 attendees.**

Boise Centre brought more than **\$50 million** in economic impact to Downtown Boise.



Idaho Central Arena Attendance for the 2025/26 Season was **OVER 330,000** with the **Idaho Steelheads** welcoming **205,417 fans**. The Steelheads **sold out 36 games** and raised **over \$117,600** for local **charities** with jersey auctions.



DOWNTOWN BUSINESSES CONTINUE TO GROW AND EVOLVE

42 new businesses opened in 2025. Compared to 42 new businesses in 2024 and 47 in 2023.

The Downtown Boise neighborhood has an estimated population of **13,383 people.**

96% of downtown businesses are **locally owned.**

At the end of 2025, **over 2,300** businesses were in Downtown Boise, with **over 26,000 employees.**

There are **7,796** households in Downtown Boise, showing an **annual growth of 3%.**



49,000

Total Instagram Followers

13% INCREASE FROM 2024

@downtownboise

**FACEBOOK AND INSTAGRAM
REACH: 848,592**



24,000

Total Facebook Page Likes

@DowntownBoiseAssociation

903,421

**INSTAGRAM
AND FB SOCIAL
MEDIA VIEWS**



**Over 240
POSTERS HUNG**

Boasting Downtown Events
and Promotions



272,134

Newsletters Delivered

43% OPEN RATE



45,000

**MAP & GUIDES DISTRIBUTED
FROM 104+ LOCATIONS**



\$212,408

Gift Card Sales in 2025

2,727

Cards Sold



1,232,000

Total Website Pageviews

Top 3 Pages: Events Calendar, First Thursday,
and Taste of Downtown

EVENTS & PROMOTIONS

2025

33 DBA EVENTS & PROMOTIONS **98** DAYS OF EVENTS & PROMOTIONS



225 VEHICLES

To Show Off in Front of Our State Capitol Building

12,000 ATTENDEES



FATHER'S DAY CAR SHOW

7 concerts on
Select Wednesdays
in June and July

**ALIVE
AFTER
5**

29,500 ATTENDEES

Raised \$8,103 for Tips for Charity
Recipients Jesse Tree and Wassmuth
Center for Human Rights



**DOWN
TOWN
PLAYS**

18 POP-UPS

Adding multi-generational play and fun to Downtown
Boise Events and Promotions. We continued our
story-time partnership with Rediscovered Books and
appeared at some of your favorite annual events
including Alive After 5, FitOne, and Idaho Cider Fest.



HELD ALL 12 MONTHS
ENGAGED 4 ARTISTS
in roaming artist activations

**FIRST
THURSDAY**

**SMALL
BUSINESS
SATURDAY**

Small Business Saturday brought thousands of shoppers into downtown with
68 PARTICIPATING BUSINESSES
An increase of 16% from 2024

1,000 RIDERS PER GAME

6,228 Riders rode the **Bus to THE BLUE**, a service of Valley Regional
Transit, moving people safely between downtown and Boise State University.

**GAME
DAY
BUS**





STATE OF DOWNTOWN

Downtowners celebrated the heart of our city and Boise's famous Basque Culture on the Basque Block. Guests were treated to a showcase of Basque Restaurants, heard from Annie Gavica, Executive Director of the Basque Museum and Cultural Center, and celebrated the impact of the Basque Jaialdi Festival on Downtown Boise.



DOWNTOWN BOISE'S 2025 DOWNTOWNER OF THE YEAR WINNER, OFFICER ED MORENO

Each year, DBA recognizes a member of our community for their dedication and contributions to Downtown Boise. We congratulate our 2025 Awardee, Officer Ed Moreno, for his contributions to the safety and vitality of downtown as our Neighborhood Contact Officer with the Boise Police Department. Officer Moreno retired from BPD just prior to receiving his Downtowner of the Year Award. *Congrats Officer Moreno!*



TASTE OF DOWNTOWN BOISE

79 TOTAL MENUS & EXPERIENCES

47 PARTICIPATING BUSINESSES



VOLUNTEERS

174 Volunteers Gave 616 Hours



HOLIDAY TREE LIGHTING



Over **8,500** items were delivered to support the families of Women's and Children's Alliance from gift tags around the Holiday Tree

GIVING TREE

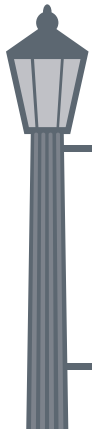
7,500 Attendees

lit candle cups to celebrate the official kickoff of the Holiday Season



THANK YOU to everyone who supports Downtown Boise throughout the year!

CLEAN & SAFE & ATTRACTIVE 2025



25
Banner
Partnerships

4
DBA
Campaigns

913
Banners Hung
Decorating
Downtown

555
Flower Pots



10,400
Hours Downtown Maintenance
Team Worked

5 DMT Staff Members

DBA partners with the City of Boise Parks and Recreation Department to manage the Downtown Maintenance Team (DMT). DMT picks up where regular maintenance services leave off, removing trash, and keeping sidewalks in the Business Improvement District clean seven days a week. This team of five is an integral part of our work, acting as our eyes on the street and keeping our downtown upkeep, clean, and safe.



98
Downtown Bike Score

Bike Score measures whether a location is good for biking on a scale from 0-100. Downtown Boise's bike score is described as *'biker's paradise: daily errands can be accomplished on a bike.'*



81
Downtown Walk Score

Walk Score helps people find walkable places to live and measures the walkability of an area on a scale of 0-100. Downtown Boise's walk score is described as *'very walkable: Most errands can be accomplished on foot.'*

14 Events
Downtown Stage Rented



DBA manages a City-owned trailer stage that can be rented for use in the Downtown Planning Area. This stage adds to the vibrancy of our downtown as an affordable asset utilizable to boost events.

345
Streetlights
Wrapped with
Lights

45
Holiday
Wreaths

**HOLIDAY
TREE**

45' Colorado Blue Spruce
5,500 Lights

16

Intersections with
Holiday Lights

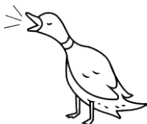
21
Total Snowflake
Swags

Holiday Lights Up Through January, Adding an Extra Month of Warm and Bright

OUR SPONSORS

2025

The work of the Downtown Boise Association is not possible without the support of generous community members. Thank you to our sponsors and program partners for their support in 2025.





DOWNTOWN BOISE ASSOCIATION BOARD OF DIRECTORS

2024-25 BOARD OFFICERS

President: Jay Story, *Story Commercial*

Secretary/Treasurer: Tawnya Nyman, *B A Harris LLP*

President-Elect: Tara Eiguren, *The Basque Market*

Past President: Moya Shatz Dolsby, *Idaho Wine Commission*

2024-25 BOARD DIRECTORS

Millie Hilgert, *Re-POP Gifts / Toy POP*

Molly Leadbetter, *Meriwether Cider*

Kelsey Miller, *SHIFT boutique / KEYSTONE station*

Lana Roth, *BANANA Ink / Compass Goods*

Kathryn McClaskey, *House of Wine*

Remi McManus, *KIN*

Eric Trapp, *Idaho Steelheads*

Beth Mediate, *Boise Cascade*

Reid Wiggins, *WaFd Bank*

Sophie Sestero, *Lunation Communications*

Haley Krug, *Kirton McConkie*

Tawsha Box, *Reynolds+Myers*

EX OFFICIO DIRECTORS

Roger Brown, *Boise State University*

John Brunelle, *Capital City Development Corporation*

Mary Watson, *Capital City Development Corporation*

Rachel Flachbart, *Boise Young Professionals*

Cody Lund, *Greater Boise Auditorium District*

Carrie Hughes, *Visit Boise*

ADVISORY MEMBERS

Lisa Tschampl, *St. Luke's Health System*

Janice Box, *ExtraMile Arena / Boise State Sports and Entertainment*

Ken Howell – Legal Counsel, *Hawley Troxell*

Sean Keithly, *City of Boise Mayor's Office*

Miranda Gold, *Ada County Highway District*

Kent Goldthorpe, *Ada County Highway District*

Officer Ed Moreno, *Boise Police Department*

Officer Travis Buffi, *Boise Police Department*

Meredith Stead, *Boise City Council*

DOWNTOWN BOISE FOUNDATION BOARD OF DIRECTORS, 2024-2025

President & Executive Director: Jenn Hensley and Lauren Hamilton, *Downtown Boise Association*

Vice President: Jay Story, *Story Commercial*

Secretary/Treasurer: Jordyn Neerdaels, *Idaho Power*

Director: Michael Carr, *Perkins Coie*

Director: John Michael Schert, *JMS and Company*

STAY CONNECTED

DOWNTOWN BOISE
816 W. BANNOCK ST., STE 310
BOISE, ID 83702
208.472.5250

DOWNTOWNBOISE.ORG

