A MESSAGE FROM DBA LEADERSHIP

2021 was a year of recovery in our continued pandemic environment. Downtown Boise saw highs and lows – rushes of excitement about a return to beloved downtown activities followed by lulls of resurgence, tourists galore but a lack of staffing, record breaking sales numbers yet a slow return to office pace. We had minimal business closures, virtually no empty storefronts, and many new openings. Proving that our downtown was resilient compared to national trends.

Downtown Boise’s business owners continued to welcome in our community with warmth and grace, bolstering the feeling that Downtown Boise is a place for everyone and a place where everyone wants to be. Downtown Boise Association executed many safe, socially distanced in-person activities while also looking internally at who we are and what we do. We took to operating in a continued pandemic as an opportunity to make sure that we remain responsive while giving our members what they need, not just upholding what we’ve always done. Feedback was received from over 2,700 of you through an intensive survey process in the summer months and we immediately put that feedback to work adjusting events and planning for upcoming community-driven activities. We heard you say that you appreciate how walkable and bikeable our downtown is, that you want more opportunities for families to engage with downtown, that we as an organization can always work to make things better, and overarching—there was a distinct appreciation for this downtown and the people within it.

These actions, paired with new tools like Downtown Boise Foundation—our partnering 501(c)3—and a refined vision stating that Downtown Boise is a place to explore are driving us into a year full of events where our community members are coming out big to find renewed, vibrant ways to interact with the heart of our city. We remain optimistic. We hope you do too.

WE CAN’T WAIT TO SEE YOU DOWNTOWN, WHERE ALL ARE WELCOME!

Wes Jost, 2021-2022 DBA Board President
Jenn Hensley, DBA Executive Director

Executive Director | Jennifer Hensley
Program Manager | Mel Khampha
Business Relations Manager | Heather Lile
Communications Manager | Blair Wilson
Experience Manager | Andre Womack
Bookkeeper | Beth Peace

INCOME

- Grants and Contributions 173,085
- Events and Promotions 75,034
- Additional Services and Marketing 32,992
- Programs and Other 64,734

TOTAL 891,410

EXPENSES

- Downtown Maintenance and Flowers 133,211
- Restricted Funds 120,000
- Additional Services and Marketing 63,756
- Administrative and Overhead 34,640
- Programs and Other 33,839
- Reserve per bylaws 21,272

TOTAL 891,410

DBA IN 2021

— Consolidated 2021 financials of both Downtown Boise Association and Downtown Boise Foundation.
Strategic Plan: Downtown Boise Association launched its Strategic Planning process in June 2021 at a pivotal moment. The past year and a half of pandemic operations were behind us and the upcoming 35th anniversary of the organization was just months ahead in 2022. Through our facilitator, downtown firm Agnew::Beck, we utilized a focused project team, DBA staff and board, and a multitude of stakeholders throughout this process.

Downtown Boise now has a partnering 501(c)3 nonprofit! Thanks to the generosity of downtown firm Perkins Coie, Downtown Boise Foundation is now helping us bring in more partnership and grant funding to support our efforts. One repeating theme throughout the strategic planning process was a desire to evaluate and increase the quality of the events and activities we hold – this new tool will act as a huge catalyst to move towards this goal.

As part of a desire to keep the community’s feedback and goals in the heart of this Plan, we launched an in-depth survey about Downtown Boise and DBA offerings and activities early in the process. We received over 2,700 responses from across the Treasure Valley and the results and feedback are the backbone of the entire Plan.

The resulting Plan, adopted by the DBA Board in October 2021, will guide our organization for the three-year period 2022 to 2025. It sets in place many grounding details such as our focus areas, key stakeholder groups, a mission screen to guide decisions, and five goal areas with implementation plans.

The Plan set in motion a new forward-thinking, inclusive vision:

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.

...and also solidified our values as a community-driven organization:

DOWNTOWN BOISE IS A PLACE TO...

CELEBRATE

FIND AN ADVENTURE

BOOST YOUR BUSINESS

SPARK YOUR NEXT BIG IDEA

LISTEN TO EVERY VOICE

HONOR OUR CULTURAL HERITAGE

PLAY

WORK FOR A HEALTHY AND INCLUSIVE HOME

PLEASE CHECK OUT THE STRATEGIC PLAN HERE OR AT DOWNTOWNBOISE.ORG/ABOUT/STRATEGIC-PLAN

THANK YOU to all of our partners and supporters throughout the year.
**Boise on the Block**, an effort to support small business recovery by expanding business seating in an outdoor setting throughout Downtown Boise, extended into 2021. This partnership between DBA and the City of Boise included expanded patios, parklets, and the continued vehicle-free closure of two blocks of 8th Street.

**Grand Opening of Cherie Buckner-Webb Park**

Our City’s newest downtown urban community space, Cherie Buckner-Webb Park, opened with a park dedication and celebration event tied in with First Thursday on August 5, 2021. In coordination with City Parks and Recreation, DBA programmed a full slate of celebratory activities including vendors, live painting artists, and musical and dance performances throughout the evening. The park, named after trailblazing Idahoan Cherie Buckner-Webb, boasts a large, tree lined green space, plentiful tables and seating, a public restroom, bike racks, drinking fountain, and “Gentle Breeze” a new pink tree public art piece complete with swings by artist Matthew Mazzotta.

**The 2021 Cooley Award Winner, Rocci Johnson**

Each year DBA recognizes a member of the community for their dedication and contributions to Downtown Boise. Our 2021 Cooley Award recipient, Rocci Johnson of Humpin’ Hannah’s fame, is an endless contributor of time, energy, and commitment to helping others while also holding down the undeniable title as the rockstar of Downtown Boise. *Congratulations, Rocci!*
DOWNTOWN BOISE’S RECOVERY

Prime street-level retail spaces are in high demand and spaces that are easy to re-tenant are quickly back-filled.

– CBRE

Commercial vacancy rates are currently hovering between 3-4% vacancy, which is a healthy vacancy, while market rent increases slightly.

Downtown Boise has roughly 2.1M square feet of retail inventory as of July 2022, this includes the addition of 29,000sf of retail space with the new Warehouse project.

Tourism continues to be on the rise in Downtown Boise

– Idaho Department of Commerce

Unique visitors are up 43% in 2022 compared to 2021

AVERAGE NUMBER OF TRIPS IS UP 12.5%

4.5% INCREASE IN REPEAT VISITORS

16% INCREASE IN OUT-OF-STATE VISITORS

Average length of stay is down 23.5% which is consistent with statewide trends.

DOWNTOWN BUSINESSES CONTINUE TO GROW AND EVOLVE

Comparing 2021 to 2019

27 new businesses opened in 2021.

Compared to 34 new businesses in 2019.

Downtown Boise was net positive 20 visitor facing businesses in 2021.

14 additional businesses were slated to open in the near future.

202 new rental units welcomed residents in 2021.

At the end of 2021, over 2,000 rental units were in development or construction in Downtown Boise.

Of the units under construction at the end of 2021, 45 were affordable units.

The Downtown Boise neighborhood has an est. population of 10,141. This is a 57% increase from 2019.

– TOK Commercial

The success of downtown recovery nationally has directly correlated to a high number of downtown residents.

202

DOWNTOWN BOISE IS A NEIGHBORHOOD, NOT JUST A COMMERCIAL DISTRICT

FY22 CITY STREET PARKING REVENUE IS AT 92% OF FY19 REVENUES

CCDC GARAGES ARE AT 91%

7 visitor-facing businesses lost in Downtown Boise in 2021.

18 businesses were lost in 2019.

4 businesses expanded within downtown.
31,100
Total Instagram Followers
13% INCREASE FROM 2020
INSTAGRAM REACH: 444,000
@downtownboise • @upside_downtown_boise

22,200
Total Facebook Page Likes
FACEBOOK PAGE REACH: 2,662,000
37% INCREASE FROM 2020
@DowntownBoiseAssociation

52,000
SPOTIFY AD REACH
Ran Radio and Traffic Ads Covering
48 Weeks of the Year along with
Print, Digital, and Other Advertising
Across 25+ Channels

3,501,000
INSTAGRAM AND FB SOCIAL MEDIA AD IMPRESSIONS
More than doubled impressions as compared to 2020!

185,000
Newsletters Delivered
29% OPEN RATE
Above Industry Average

$408,000
Gift Card Sales in 2021
7,205
Cards Sold

1,004,000
Total Website Pageviews
76% HIGHER THAN 2020
Top 3 Pages: Events Calendar, Dining, and
Dine Out Downtown
downtownboise.org

Over 700
POSTERS HUNG
Boasting Downtown Events and Promotions

25,000
TOTAL NUMBER OF MAP & DIRECTORIES PRINTED
Distributed from 70+ locations
In an effort to spark recovery through the summer months and being that First Thursday was a naturally spread out, heavily outdoors event, DBA maximized First Thursday, calling it Supersized First Thursday, throughout the summer of 2021. Instead of the usual one roving performer, we engaged up to nine artists each month who added a variety of performances and engagement opportunities from dance to live music to stilt walking and giant puppets, July to September. Reached an additional 336,000 community members through social channels.
DineOut Downtown Boise

44,000 WEBPAGE VIEWS
130% INCREASE IN WEBPAGE VIEWS
47 TOTAL MENUS
29 PARTICIPATING BUSINESSES

13 DBA EVENTS & PROMOTIONS
145 DAYS OF EVENTS & PROMOTIONS

WINTER WINDOWS
An outdoor, no-cost event to brighten the holiday season.
38 PARTICIPATING BUSINESSES
635 VOTES FOR A FAVORITE WINDOW

Extended Shop Small Saturday to Shop Small Weekend to further garner support for our small businesses.
58 PARTICIPATING BUSINESSES

CITY SANTA visited with Treasure Valley families from a 6-foot distance in a warm, holiday themed setup.
Over 650 families raising money for Women’s and Children’s Alliance

THE HOLIDAY TREE
Over 4,000 gift tags supporting the families of Women’s and Children’s Alliance. DBA staff created a video sharing about the Giving Tree receiving over 101,000 views.

The 2021 State of Downtown event was held at the outdoor Centennial Amphitheater on Boise State’s campus. Through a partnership with Boise’s own Story Story Night, we shared the tales of Downtown Boise through the words of storytellers, musicians, and local characters. Thank you to our host, Jodi Eichelberger, guest speaker Mayor Lauren McLean, and storytellers Alessandro Meregaglia, Lance Davisson, and Rocci Johnson.
DBA partners with the City of Boise Parks and Recreation Department to manage the Downtown Maintenance Team. 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 six is an integral part of our work, acting as our eyes on the street and keeping our downtown upkept, clean, and safe.

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.”

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.”

Extended the holiday lights through January, adding an extra month of warm and bright.
2021-2022 BOARD OFFICERS
President: Wes Jost, Drake Cooper
Secretary/Treasurer: Jacob Zwygart, Little-Morris CPAs
President-Elect: Sophie Sestero, Fahlgren Martine
Past President: Jessica Carter, Drake Cooper

2021-2022 BOARD DIRECTORS

RETAIL/SERVICE SECTOR
Moya Dolby, Idaho Wine Commission
Molly Leadbetter, Meriwether Cider
Kelsey Miller, SHIFT boutique / KEYSTONE station
Lana Roth, BANANA Ink / Compass Goods

RESTAURANT/LODGING/ENTERTAINMENT SECTOR
Kent Collins, Flying M
Tara Eiguren, Basque Market
Remi McManus, KIN
Daniel Rockrohr, Cactus Bar

PROFESSIONAL SERVICE SECTOR
Caleb Donegan, Vacasa
Pat Moloney, TMN Events
Lisa Tschampl, Boise Cascade
Zach Zollinger, Holland & Hart

PROPERTY OWNER/DEVELOPMENT SECTOR
Chris Dwyer, Cushing Terrell
Josh Jordan, J.R. Simplot Company
Rocci Johnson, Hannah’s Nightclub
Jay Story, Story Commercial

EX OFFICIO DIRECTORS
Carrie Westergard, Boise Convention and Visitors Bureau
Bill Connors, Boise Metro Chamber
Nic Miller, Boise State University
Clark Krause, Boise Valley Economic Partnership
Kati Stallings, Boise Young Professionals

John Brunelle, Capital City Development Corp.
Patrick Rice, Greater Boise Auditorium Dist.
Eric Trapp, Idaho Steelheads
Kathy O’Neill, JUMP

ADVISORY MEMBERS
Kent Goldthorpe, Ada County Highway District
Holli Woodings, Boise City Council
Ed Moreno, Boise Police Department

Ken Howell, Hawley Troxell
Sean Keithly, Mayor’s Office
Marcie Gronsdahl, St. Luke’s Medical Center

DOWNTOWN BOISE ASSOCIATION BOARD OF DIRECTORS, 2021-2022
President: Jenn Hensley, Downtown Boise Association
Vice President: Wes Jost, Zions Bank
Secretary/Treasurer: Dean Bennett, Holland & Hart
Michael Carr, Perkins Cole
John Michael Schert, JMS and Company