

ANNUAL REPORT

2021



DT **BO** **ISE**

DBA IN 2021

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

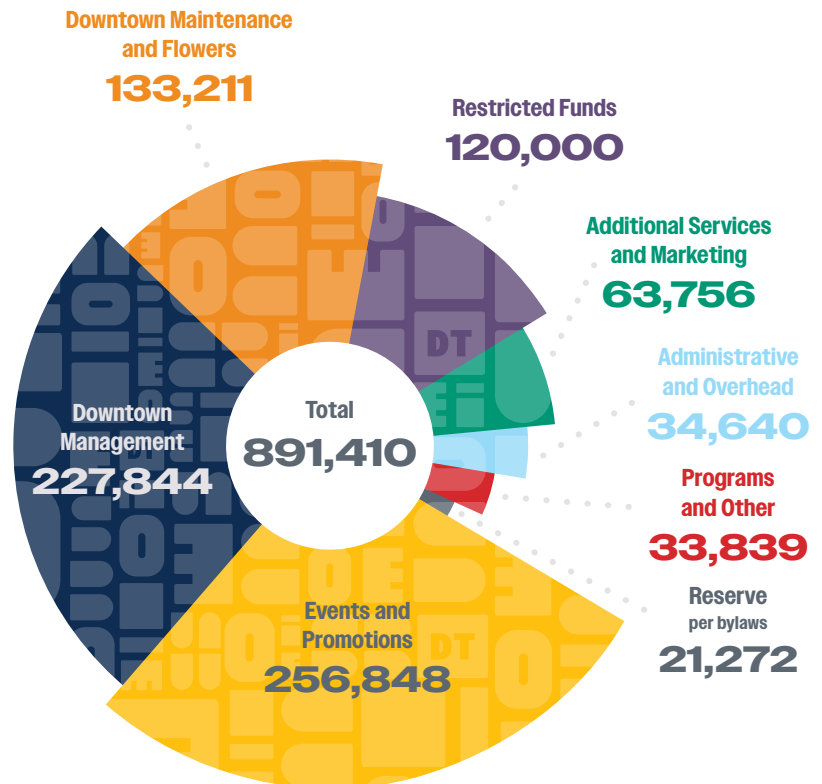
Business Relations Manager | Heather Lile

Communications Manager | Blair Wilson

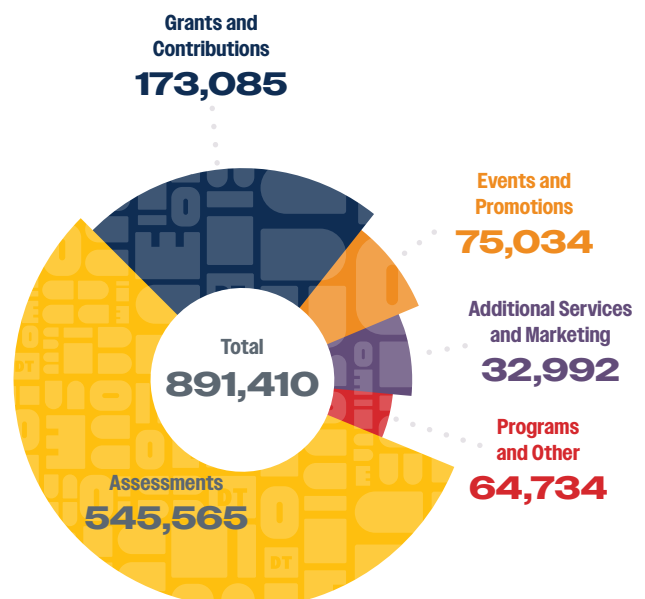
Experience Manager | Andre Womack

Bookkeeper | Beth Peace

EXPENSES



INCOME



— Consolidated 2021 financials of both Downtown Boise Association and Downtown Boise Foundation.

DBA IN 2021

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.



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

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.

THANK YOU to all of our partners and supporters throughout the year.

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

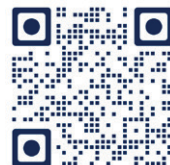
LISTEN TO EVERY VOICE

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](https://downtownboise.org/about/strategic-plan)



DBA IN 2021

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.



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!*

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.



DOWNTOWN BOISE'S RECOVERY



P

FY22 CITY STREET PARKING
REVENUE IS AT 92%
OF FY19 REVENUES
CCDC GARAGES ARE AT **91%**

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

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 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**

**DOWNTOWN BOISE IS A NEIGHBORHOOD,
NOT JUST A COMMERCIAL DISTRICT**

**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

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

19 businesses were lost in 2019.

4 businesses expanded within downtown.

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



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

3,501,000

INSTAGRAM AND
FB SOCIAL MEDIA
AD IMPRESSIONS

More than doubled impressions
as compared to 2020!



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



185,000

Newsletters Delivered

29% OPEN RATE
Above Industry Average



\$408,000

Gift Card Sales in 2021

7,205
Cards Sold



Over 700
POSTERS HUNG

Boasting Downtown Events
and Promotions



25,000

TOTAL NUMBER OF
MAP & DIRECTORIES PRINTED

Distributed from **70+** locations



1,004,000

Total Website Pageviews

76% HIGHER THAN 2020

Top 3 Pages: Events Calendar, Dining, and
Dine Out Downtown

downtownboise.org



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.





9,000

Hours Downtown Maintenance Team Worked

6

DMT Staff Members

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 upkeep, clean, and safe.

19

Banner Partnerships

6

DBA Campaigns

1,279

Banners Hung Throughout Downtown



89

Downtown Walk Score

+1 POINT!

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.'*

534

Flower Pots



99

Downtown Bike Score

+3 POINTS!

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.'*



5 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.

12

Intersections with Holiday Lights

3

New Swags Added to Brighten Downtown

Replaced tattered wreaths with all **new, LED lit wreaths**

45

Holiday Wreaths

346

Streetlights Wrapped with Lights



HOLIDAY TREE

40 feet tall
4,000 lb. tree
5,000 lights

Extended the holiday lights through January, adding an extra month of warm and bright.



DOWNTOWN BOISE ASSOCIATION BOARD OF DIRECTORS

2021-2022 BOARD OFFICERS

President: Wes Jost, *Drake Cooper*

Secretary/Treasurer: Jacob Zwygart, *Little-Morris CPAs*

President-Elect: Sophie Sestero, *Fahlgren Mortine*

Past President: Jessica Carter, *Drake Cooper*

2021-2022 BOARD DIRECTORS

RETAIL/SERVICE SECTOR

Moya Dolsby, *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*

Marcia Gronsdahl, *St. Luke's Medical Center*

DOWNTOWN BOISE FOUNDATION 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 Coie*

John Michael Schert, *JMS and Company*

STAY CONNECTED

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DOWNTOWNBOISE.ORG

