



DT BOISE
ANNUAL
REPORT
2023





DBA IN 2023

A MESSAGE FROM DBA LEADERSHIP



Another year of growth and vitalization came upon Downtown Boise in 2023 as we continue to build and develop bringing new businesses, residents, and visitors into the heart of our city. The Downtown Boise Association team looked towards the future navigating this time of change while adding vibrancy, expanding the attractiveness and activity of our downtown. The organization's year began with a board retreat setting intention to move

forward with bold projects and small initiatives, the team

tackled challenges head-on while championing new and ongoing efforts, and our members pushed through a tumultuous year full of construction and economic swings continuing to offer the region's best. It was a big year for the organization and we hope that you joined us to celebrate on many of the 143 days this team activated YOUR downtown.

We look forward to seeing you Downtown,

Moya Shatz Dolsby, 2023-2024 DBA Board President

Jenn Hensley, DBA Executive Director | DBF President & Executive Director

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

Administrative Manager | Hunter Hagen

Program Manager | Mel Khampha

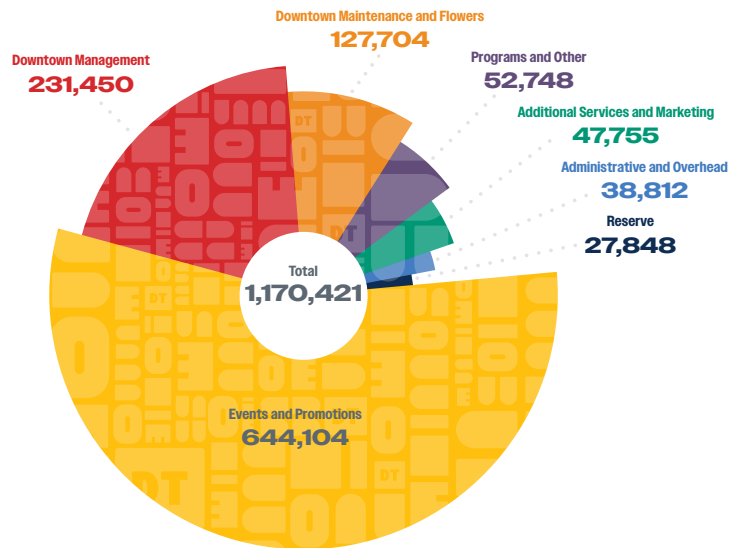
Community Engagement Manager | Sierra Padilla Huitt

Communications Manager | Blair Wilson

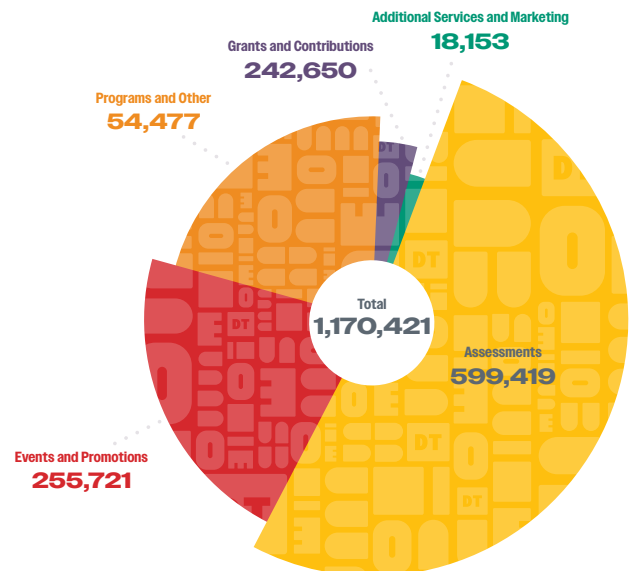
Bookkeeper | Beth Peace

Membership & Outreach Manager (through March 2023) | Andre Womack

EXPENSES



INCOME



– Consolidated 2023 financials of both Downtown Boise Association and Downtown Boise Foundation.

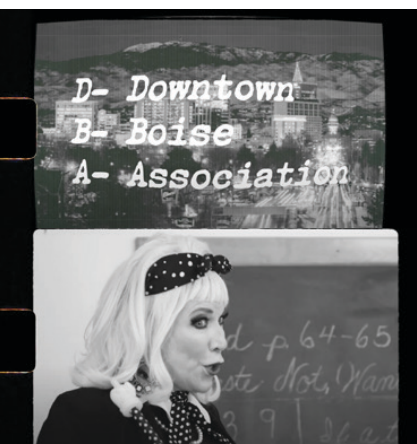


DBA IN 2023

Our team executed several projects in 2023 that were **outside of our normal slate of offerings**. These ranged from small interventions like creating a **photo wall** on an otherwise blank parking garage wall close to the 9th and Bannock intersection in partnership with Car Park to contracting with artists to paint the previously orange construction barriers on the ends of 8th Street to create a more attractive, yet just as safe barricade. Staff worked with **local artist Bobby Gaytan** and two apprentice artists to develop four eye-catching, colorful patterns that were live-painted so the community could enjoy their creation. These barriers will be utilized long-term for events, adding a colorful pop to an event footprint.



Sprung from a brainstorm of board members Rocci Johnson and John Michael Schert, the **'DBA 101'** video was also created in 2023. This video featuring downtown personalities and luminaries highlights the work of DBA with a little humor and fun. The video can be found at the QR code below. We appreciate all that were involved in this effort.



We were also able to bring a multi-year big idea to fruition in 2023, the **Glide on Grove Skate Rink**. The Downtown Boise Team worked on this effort for three years, from ideation to fundraising to building and operating the rink. It was a BIG community effort and we want to make sure to thank everyone involved. The effort and on-the-fly problem-solving the DBA team put into executing this completely free amenity were big and community-changing. Please see the list of partners and supporters who made this possible.



GLIDE ON GROVE SKATE RINK PARTNERS AND SUPPORTERS

Blue Cross of Idaho Foundation for Health	
Idaho Central Credit Union	
Gardner Company and Kathy & Dave Wali	Norco and the Kissler Family
Idaho Steelheads	City of Boise
	ESI Express
Roundhouse	Boise Cascade
Perkins Coie Foundation	The Warehouse
Balsam Brands	Valley Regional Transit
Oppenheimer Development Corporation	Idaho Community Foundation
Humpin' Hannah's	L Block: City Peanut Shop, The Chocolat Bar, Shift Boutique,
The Hawkins Family Foundation	Keystone Station, Meriwether Cider, City Kid Boutique, Olivin,
Rafanelli & Nahas	The Mixing Bowl, & Banana Ink
CBH Homes	
Story Commercial	Kimley Horn
Zions Bank	Cactus Bar
KIN	Together Treasure Valley
Idaho Wine Commission	DBA Staff
BA Harris	DBA & DBF Boards
Little-Morris LLP	Downtown Maintenance Team
Primary Health	

P

FY23 CITY STREET PARKING REVENUE IS UP 6% OVER FY22 REVENUES
CCDC GARAGES ARE UP 2.3%

Hourly garage revenue is up 3.8%; a modest increase over last year's big jump.

The State of Idaho's lodging tax collections were **up 2.5%** in the last fiscal year, representing the **fourth consecutive year** of record-breaking growth.

A similar rate of year over year growth was seen in Downtown Boise's region with tax collections **up 2.63%**.



Idaho Central Arena Attendance for the 2023/24 Season Was at **340,000**
With the **Idaho Steelheads** Welcoming **214,700** of Those Attendees



BOISE CENTRE WELCOMED 171,300 GUESTS IN 2023

1.8% decrease in Downtown Hotel Occupancy in 2023

OVERALL UP 3.5% FROM 2018



RETAIL VACANCY RATES in downtown are currently at **3.09%**, decreasing from last year's 4-5%

5.7% INCREASE IN AVERAGE DAILY RATE

Average of 76.1% occupancy for the year | 4 months occupied at 80%+



DOWNTOWN BUSINESSES CONTINUE TO GROW AND EVOLVE

Comparing 2023 to 2022

47 new businesses opened in 2023.
Compared to **35** new businesses in 2022 and **27** in 2021.

Downtown Boise was net positive **27** visitor facing businesses in 2023.
23 additional businesses were slated to open in the near future.

5 new hotels in development or construction at the end of 2023 adding over **700** rooms for overnight stays.

At the end of 2023, **over 1,500** rental units were in development or construction in Downtown Boise.

The Downtown Boise neighborhood has an est. population of **13,014**. This is **more than double** compared to 2019 with an increase of **1,600** in the last year.
- TOK Commercial



38,300
Total Instagram Followers
12% INCREASE FROM 2022
@downtownboise

**FACEBOOK AND INSTAGRAM
REACH: 1,967,000**



23,300
Total Facebook Page Likes
@DowntownBoiseAssociation

3,870,000
INSTAGRAM AND
FB SOCIAL MEDIA
AD IMPRESSIONS



262,500
SPOTIFY AD REACH
Increasing Regional Marketing
By 10x Over 2022
Ran Ads Year-Long Across 25+
Other Channels



387,900
Newsletters Delivered
34% INCREASE FROM 2022
46% OPEN RATE



Over 750
POSTERS HUNG
Boasting Downtown Events
and Promotions



\$288,000
Gift Card Sales in 2023
5,906
Cards Sold

24% More Cards Than 2022



45,000
TOTAL NUMBER OF
MAP & GUIDES DISTRIBUTED
FROM 95+ LOCATIONS



1,030,000
Total Website Pageviews

10,000 More Than 2022

Top 3 Pages: Events Calendar, Taste of
Downtown, and Glide on Grove

EVENTS & PROMOTIONS

2023

13 DBA EVENTS & PROMOTIONS **143** DAYS OF EVENTS & PROMOTIONS

HELD ALL 12 MONTHS
6 MONTHS SUPERSIZED
 Filling our Downtown With Everything From Dance to Live Painting to Music
ENGAGED 16 ARTISTS
 With Supersized First Thursday

FIRST THURSDAY



STATE OF DOWNTOWN

450 Downtowners

Celebrated the Heart of Our City at

Treefort Music Hall where David Dixon reflected on Downtown Boise through his work internationally on urban transformations, we released the DBA 101 Video starring Rocci Johnson, and Glide on Grove was announced!

FATHER'S DAY CAR SHOW

200 VEHICLES REGISTERED
 To Show Off in Front of Our State Capitol Building
12,000 ATTENDEES
 EVEN WITH RAIN, 132 VEHICLES SHOWED!



DOWNTOWN BOISE'S 2023 DOWNTOWNER OF THE YEAR WINNER, DONNIE PORTER

Each year DBA recognizes a member of our community for their dedication and contributions to Downtown Boise. We congratulate our 2023 Awardee, Donnie Porter, for decades of service on the Downtown Maintenance Team! Thank you Donnie for all you've done for the heart of our city—well deserved!



ALIVE AFTER 5

7 concerts on
 Select Wednesdays in June, July, and August
35,000 ATTENDEES
 Raised \$10,600 for Tips for Charity Recipients CATCH and Wassmuth Center for Human Rights

DOWN TOWN PLAYS

24 POP-UPS
 Adding Multi-Generational Play and Fun to Downtown Boise Events and Promotions
 With the **Addition of Story Time** Over the 5 Summer Months in Partnership with Rediscovered Books



EVENTS & PROMOTIONS 2023

GAME DAY SHUTTLE

9,725 RIDERS

Enjoying our new, celebrated partnership with VRT's fully-accessible buses!



Small Business Saturday Brought Thousands of Shoppers Into Downtown With **51 PARTICIPATING BUSINESSES**

SMALL BUSINESS SATURDAY

UP 20%
from 2022



GLIDE ON GROVE

The Ribbon was Cut and Glide on Grove Opened to the Community After the Holiday Tree Lighting!



This New, Free Amenity Welcomed Over **30,000 Attendees** Through January 2024

TASTE OF DOWNTOWN BOISE

82 TOTAL MENUS & EXPERIENCES
48 PARTICIPATING BUSINESSES

With a social media reach of almost 750,000, Taste of Downtown offered \$12 entry price point offerings, special Taste-only menu items and experiences, and local produce, meat, and beverages highlighted throughout.



50,700
WEBPAGE
VIEWS

Promoted as a free, family-friendly way to enjoy downtown throughout the holiday season.

WINTER WINDOWS



HOLIDAY TREE LIGHTING

4,000+
Attendees

Lit Candle Cups to Celebrate the Official Kickoff of the Holiday Season

Over **500** Items were Delivered to Support the Families of Women's and Children's Alliance from Gift Tags Around the Holiday Tree and Skate Rink

GIVING TREE

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

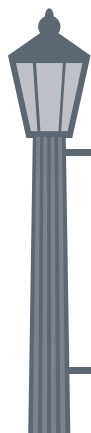


VOLUNTEERS

350 Volunteers
Gave **2,255 Volunteer Hours**

Plus Our Fantastic, Year-Round Interns!





966
Banners Hung
Decorating
Downtown

28
Banner
Partnerships

5
DBA
Campaigns

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.



99
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.'*



93
Downtown Walk Score

**+3
POINTS!**

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 *'a walker's paradise; daily errands do not require a car.'*



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.

45
Holiday
Wreaths

13
Intersections with
Holiday Lights

346
Streetlights
Wrapped with
Lights

**HOLIDAY
TREE**
35 Feet Tall
5,000 Lights

21
Total Snowflake
Swags

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

DOWNTOWN BOISE ASSOCIATION BOARD OF DIRECTORS

2023-24 BOARD OFFICERS

President: Moya Shatz Dolsby, *Idaho Wine Commission*
Secretary/Treasurer: Tawnya Nyman, *B A Harris LLP*
President-Elect: Jay Story, *Story Commercial*
Past President: Sophie Sestero, *Lunation Communications*

2023-24 BOARD DIRECTORS

RETAIL/SERVICE SECTOR

Molly Leadbetter, *Meriwether Cider*
Kelsey Miller, *SHIFT boutique / KEYSTONE station*
Lana Roth, *BANANA Ink / Compass Goods*

RESTAURANT/LODGING/ENTERTAINMENT SECTOR

Tara Eiguren, *The Basque Market*
Remi McManus, *KIN*
Daniel Rockrohr, *Cactus Bar*
Eric Trapp, *Idaho Steelheads*

PROFESSIONAL SERVICE SECTOR

Lisa Tschamp, *Boise Cascade*
Zach Zollinger, *Perkins Coie LLP*

PROPERTY OWNER/DEVELOPMENT SECTOR

Chris Dwyer, *Cushing Terrell*
Rocci Johnson, *Humpin' Hannah's*
Josh Jordan, *J.R. Simplot Company*
Jay Story, *Story Commercial*

EX OFFICIO DIRECTORS

Roger Brown, *Boise State University*
John Brunelle, *Capital City Development Corporation*
Bill Connors, *Boise Metro Chamber*
Rachel Flachbart, *Boise Young Professionals*
Patrick Rice, *Greater Boise Auditorium District*

ADVISORY MEMBERS

Miranda Gold, *Ada County Highway District*
Marcia Gronsdahl, *St. Luke's Health System*
Ken Howell, *Hawley Troxell*
Sean Keithly, *City of Boise Mayor's Office*
Officer Ed Moreno, *Boise Police Department*
Holli Woodings, *Boise City Council*

DOWNTOWN BOISE FOUNDATION BOARD OF DIRECTORS, 2022-2023

President: Jenn Hensley, *Downtown Boise Association*
Vice President: Moya Shatz Dolsby, *Idaho Wine Commission*
Secretary/Treasurer: Dean Bennett, *Holland & Hart*
Michael Carr, *Perkins Coie*
John Michael Schert, *JMS and Company*



STAY CONNECTED

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DOWNTOWNBOISE.ORG

