

FOR IMMEDIATE RELEASE



Contact: Blair Wilson, Communications Manager
bwilson@downtownboise.org
208-385-7300

Annual Downtown Events Postponed for 2021

Downtown Boise Association announces Alive After Five Summer Concert Series and Father's Day Car Show shifts due to an abundance of caution for the community

Boise, Idaho – Feb. 19, 2021 – Downtown Boise Association's annual Alive After Five Summer Concert Series and Father's Day Car Show will be postponed until summer 2022. The decision was made out of an abundance of caution and responsibility to the public in light of current Covid-19 guidelines surrounding large scale public events.

"As disappointing as it is to postpone Alive After Five, Downtown Boise Association is choosing to do that to prioritize the health and safety of our downtown," said Jennifer Hensley, Executive Director of Downtown Boise Association (DBA). "That includes the visitors, artists, fans, employees, volunteers, and partners that all make this concert series happen. We know that it is in the best interest of the community to do what we can to mitigate the spread of COVID-19. We look forward to truly celebrating the 35th season of this beloved summer event in a grand manner in 2022."

The Downtown Boise Association Board and executive committee evaluated options around the event series and ultimately confirmed the decision to postpone. The uncertainty surrounding logistics in planning, licensure, volunteers, band contracts and safety practices contributed to the decision.

"Many downtown businesses have weathered the storm this past year to keep our community safe, working to make adjustments to keep their doors open for consumers wanting to enjoy the best of Downtown Boise." said Jess Carter, President of the Downtown Boise Association Board of Directors. "As we look forward, we believe it is in the best interest of our community to hold off on executing Alive After Five the summer of 2021, a popular Boise event that attracts thousands to the center of downtown. Downtown Boise Association will be working closely with businesses to continue to provide safe and spacious opportunities for our community to continue to enjoy Downtown Boise this summer!"

"We are all anxious and excited to attend large gatherings downtown again," said Chad Johnson, owner of Reef, The Front Door Taphouse, and The Brickyard Steakhouse and DBA board member. "But this decision for these large-scale, highly attended events feels like the most responsible way to keep our community safe right now. There are many ways for locals to visit and enjoy downtown businesses and small events to show their support."

During the absence of a concert season, the DBA will be using their time to get creative with the community. That includes stakeholder outreach and new strategies to learn what innovative programs and business supports they can create for a post-pandemic city.

Additionally, the community will have chances to explore downtown and support local businesses through enhanced First Thursday offerings. And the DBA is collaborating with local businesses and the City of Boise to create new, safe ways to safely connect outdoors.

###

Downtown Boise Association is a non-profit 501(c)6 Corporation that is authorized by the City of Boise to manage the downtown Boise Business Improvement District. The downtown Boise Business Improvement District exists to keep the regional economy healthy by ensuring that the area remains a driver of the economy and a successful place to do business. For more information, visit downtownboise.org. For timely updates about community run programs and event, follow Downtown Boise on [Facebook](#) and [Instagram](#).