Board President’s Report

John Berryhill, John Berryhill Restaurants

For any city to thrive it needs a center of activity and culture, a nucleus of energy or a flower bud from where it’s petals can bloom. Downtown Boise is this bud, and our Downtown Boise Association is the caretaker of it.

As I reflect through the past year I recognize more and more the grandeur of responsibility the DBA has to the city and to it’s members. Our mission statement; To be the steward for the promotion and operation of Downtown Boise as an attractive, safe and vibrant place to work, shop, live and play, is the very essence of daily duty performed by an amazing staff of three.

Most are familiar with the success of the DBA events like Alive After 5, Holiday Tree Lighting, Twilight Criterium, Fall for Boise, Jazz on the Grove, First Thursday, and even this year’s first annual Dine Out Restaurant Week. Each of these events bring people downtown to have fun. They see how easy it is to park and to get around.

They see the retail shops, the restaurants and the bars. They see the cleanliness of our downtown, and the seed for return is planted. These events promote our downtown. But events are only a portion of what the DBA does to fulfill it’s mission statement. The operation of collaborating with our members, the City of Boise, the Mayor’s Office, City Council, the Capital City Development Corporation, and other entities keep our Executive Director Kären Sander, her staff and our very effective board focused on the future of our downtown. The work of the DBA is never done. There is forever something to initiate, something to begin and something to end.

I thank the DBA board and staff for your dedicated stewardship… and to my friend and incoming president Scott Schoenherr, thanks for your aid to my lack in parliamentary procedure.

I leave you with this: “Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.” – Margaret Mead
Executive Director’s Report: Kâren Sander

There were many “good news” announcements over the past year that are exciting for the future of downtown Boise.

The Gardner Company announced that the infamous “hole in the ground” at 8th and Main will finally be developed. Their plans for their 8th & Main development include approximately 16 floors with 268,000 square feet of retail and office space. The building will become the Idaho headquarters for Zions Bank and will house a Ruth’s Chris Steak House.

The CC Anderson building, previously home to Macy’s sold, and new owner Northwest Real Estate Capital Group is planning to include 64 affordable housing units, along with retail on the ground floor. They have already begun the improvements to the building.

The Whole Foods project at Front and Broadway is under construction and is scheduled to open early 2013. Jack’s Urban Meeting Place “JUMP” has started their development at 9th & Front. The project will be done in phases, with the first phase to build the underground parking structure and community park.

Concordia University School of Law at 501 Front Street completed construction at their new downtown location and classes will start this fall. The building including remodeling and adding an addition totals 53,000 sq ft.

Interest in urban housing is increasing. Two near-to-downtown housing projects were announced recently including the River Edge Apartments on Royal Blvd (175 Units) and 916 Park Blvd (68 Units). In addition, Mercy Housing has broken ground on their senior housing project at 12th & River Streets. Developer Steve Hosac announced the River 8 lofts a seven-story mixed used project at 9th & River. And as mentioned above, the affordable housing project in the former Macy’s building will add housing units to the core of downtown.

2011 numbers also presented a positive outlook. We saw good indications of increased activity with 27 new retail business openings, a net increase of 10 which is the 4th year in a row with more openings than closings, and a vacancy rate of 4%. Vacancy Rates for office in the Business Improvement District continue to decline, with an average holding at approximately 12%. Parking numbers for visitors saw a slight increase over 2010, and 11% increase over 2009 and 5% over 2008. Gift Card sales were up 11% over 2010.

We continued our many partnerships and collaborations with government agencies, private businesses, neighborhood associations and others to continue to improve downtown, keeping us busy throughout the year. We partnered with the Downtown Neighborhood Association to install another five traffic control box art installations in the core. We also launched our first Dine Out Downtown Boise Restaurant Week with nineteen participating restaurants which received rave reviews from the community, and celebrated the 25th Annual Alive After Five and Exergy Twilight Criterium, mainstay events that attract thousands to downtown Boise every year.

Over the course of a series of planning meetings and emails during 2011, the DBA Board of Directors and staff tackled the task of updating the five-year strategic plan for the organization. (See summary of goals in this report).

Thank you to my staff Geoff Hundt and Morgan Cole who are always willing to go the extra mile to accomplish so much on behalf of downtown, our bookkeeper Beth Peace who keeps us in line and to our Board of Directors, led by John Berryhill, who provide us with guidance and time. Also to the many sub-contractors who provide excellent service to the DBA and downtown including Pro-Care Landscape Services (flower planters), Valley Landscape & Maintenance (Clean Team), Tamara Shores Design (graphic design) and Think Fast Creative (website).
Clean and Safe

Keeping downtown Boise clean and beautiful is a priority for the DBA, making downtown a place that people want to be and stay. We continue to explore ways to be creative and efficient with available funding and schedules for both cleaning and flowers.

Cleaning & Beautification Stats:
- 2080: Hours dedicated to cleaning, trash removal and maintenance services in the 60 block Business Improvement District.
- 420: Planters filled with flowers & maintained.

Downtown Boise Crime Rates:
The Boise City year-end crime index shows another decrease in crime overall, continuing a seven year trend. However graffiti continues to be a skyrocketing problem citywide, up 34.3% in 2011, which follows a 39% increase 2010. Downtown graffiti is up by a staggering 52.5% followed by vandalism which is up by 30%.

We continue to work with Boise Police Department, City Public Works, CCDC and ACHD to work on a comprehensive strategy to combat graffiti, including education for property owners and businesses on reporting and removal of graffiti. Thanks to the support of many downtown residents who assist in the removal of stickers and posters from utility poles throughout downtown.

In partnership with BPD we have encouraged property owners to update their contact details with Ada County Dispatch providing the most accurate contact data available in the event of an emergency. In addition we continue to work with our Neighborhood Contact Officer, Jim Schiffler to provide valuable outreach to downtown businesses and residents alike.

We appreciate the continued hard work of our Police Department and Downtown businesses to keep downtown safe.

Events

The 25th Annual Alive After Five season was a success with eighteen weeks of events, no rain outs and crowds averaging 3,000 per week. We continued our partnership with local non-profit charities to provide volunteers for the event, increasing profitability for the event and raising $16,000 for the charities through tip donations!

Thanks to the support of Exergy Development Company who stepped up as the Title Sponsor of the 25th Annual Twilight Criterium, and many other local sponsors we hosted another successful Twilight Criterium in partnership with Race Director, Mike Cooley and his team at George’s Cycle. The men’s pro-race had the largest field in the history of the event with over 105 lining up on the start line and the Kids Ride with Kristin Armstrong had over 200 participants from ages 5-10.

We continued our partnership with the Susan G. Komen Boise affiliate for a fourth year to host the Bras Over Boise during breast cancer awareness month. 35 businesses displayed artful bras in their windows during the month of October.

We launched the inaugural Dine Out Downtown Boise Restaurant Week in 2011, an event to spotlight downtown dining. Nineteen downtown restaurants provided delightful pairings and exceptional values in special prix fixe menu offers during this inaugural weeklong event held in November.
The majority of restaurants that participated reported an increase in business during that week. Foodies and newbies alike loved Downtown Boise Restaurant Week!

The holiday season was kicked off with another successful Tree Lighting Celebration presented by Zions Bank. Over 3,500 candle cups and candles were distributed by volunteers from Zions Bank during the ceremony, and thousands of “Giving Tree” tags to benefit the WCA, adorned the donated evergreen tree.

Santa in the City was hosted at DL Evans Bank during Christmas in the City providing the opportunity for hundreds of children to have their photo taken with Santa, and raise over $2,000 for the American Cancer Society, who provided volunteers to take photos.

Thirty businesses partnered with local artists for the annual Winter Window Gallery Stroll, displaying either winter and holiday art scenes on the windows of downtown businesses.

DBA staff provided logistics support for the Bogus Basin “Louder for Powder” event that took place on the Basque Block. This free community event was organized to thank season pass holders for their support and positive attitudes during a tough weather year. (And to encourage snow, which it did that night!).

The DBA staff continues to work with community events that take place downtown to facilitate communication between the event organizers and downtown businesses, and provide guidance to the organizers on the nuances of hosting events in the downtown area. In addition Geoff Hundt serves on the City of Boise Event Team that facilitates the city’s event permitting process.

### 2011 New Downtown Businesses

- **9th St Barber Shop**, 210 N 9th St
- **All About Games!**, 120 N 8th St
- **The Art Factory**, 405 S 8th St
- **Aspen Leaf Yogurt**, 800 W Idaho St
- **BACON**, 915 W Idaho St
- **BrickYard Restaurant**, 601 W Main St
- **d’fine Athletic Club**, 245 N Capitol Blvd
- **District Coffee House**, 110 S 5th St
- **Evermore Prints**, 280 N 8th St
- **Exposure a.l.p.h.a. Interchange**, 212 N 10th St
- **5 Guys Burgers**, 321 S 8th St
- **Fete Style Bar Hair Salon**, 110 N 8th St
- **Goldy’s Corner**, 625 W Main St
- **Go Lite**, 910 W Main St
- **Hair at the Hoff**, 808 Bannock St
- **The Huddle**, 214 N 10th St
- **Idaho Posters & Prints**, 280 N 8th St
- **Illuminate Salon**, 205 N 10th St
- **Jamba Juice**, 120 N 8th St
- **Lee Gallery**, 409 S 8th St
- **North Shore Hotdog Co.**, 920 W Main St
- **Plan B**, 121 N 9th St
- **Portsches Jewelry Boutique**, 206 N 9th St
- **The Press**, 212 N 9th St
- **The Rolling Rack**, 405 S 8th St
- **WiseGuy Pizza**, 106 N 6th St
Marketing & Communication

The DBA handles marketing in-house and uses a combination of traditional and non-traditional media to support events and general destination marketing. The assessment base rate only makes up 80% of the marketing budget income with the balance subsidized through event income and sponsorships.

Downtown Gift Card:
The gift card program continues to be a successful marketing tool for downtown with over 260 downtown Boise merchants accepting the gift card including public parking garages. 2011 Gift Card sales increased 11% over 2010 sales.

Gift Card & Certificate Stats:
- 2011 Sales: 6,137 gift cards funded and $216,511 total sales
- 2003 – 2011: 59,740 cards & certificates funded and $2,400,453 total sales
- $37.39: The average amount per card sold
- 6927: Average number of gift cards sold per year

Enjoy Downtown Map & Directory:
The Enjoy Map & Directory is an invaluable source of information for tourists and locals alike about the shopping, dining and entertainment options in downtown Boise. With over 300 listings and a downtown map it is a comprehensive look at the variety and depth of businesses available downtown.

Map & Directory Stats:
60,000 copies were printed in 2011 and distributed to over 40 hotels in the Treasure Valley, the Boise Convention & Visitors Bureau, the Boise Metro Chamber of Commerce, Boise State University, The Boise Centre, visitor centers, various events, private functions, and downtown business locations.

Social Media

We increased our social media efforts throughout the year, providing a valuable communications resource to downtown businesses promoting events, activities, new business openings and much more to over 2,800 fans on Facebook and 4,300 followers on Twitter.

2011 Website & Social Media Stats:
- 92,845 people visited www.downtownboise.org for a total of 381,616 page views
- Most viewed pages: Merchant Search & Category Listings, Calendar of Events.
- Most popular event pages are Alive After Five and First Thursday.
- e-blasts to DBA members: 500+ addresses mailed weekly Downtown Happenings & Events e-blasts: 1,800+ addresses mailed.
- 2,800 Fans on Facebook.com and 4,300 followers on Twitter.com

Sites:
www.downtownboise.org is the official site for downtown business, retail, dining, entertainment and services in Boise.
www.firstthursdayboise.org and www.aliveafterfive.org both direct visitors to the First Thursday and Alive After Five pages on downtownboise.org.
www.boisetwilightcriterium.com is the official website of the Exergy Twilight Criterium and provides event schedules, race photographs and general information about the event.
www.downtownboiseliving.org is the official downtown urban living site which provides information to the community on available urban living options including a database of housing studies and resources, links to downtown amenities and the Downtown Neighborhood Association page.
Hospitality Walking Tours

In partnership with the Idaho Treasure Valley Lodging Association and the Idaho Dept of Commerce, Department of Tourism we launched a new opportunity for Downtown Merchants to engage hotel staff: Walking Tours Of Downtown Boise!

This project is a fun learning experience for the hospitality “front liners” so that they can provide their respective hotel guests with information about downtown. The first round of walking tours reached more than 30 downtown Boise businesses. These merchants pulled out all the stops, wining, dining, and really making the participants feel like VIPs.

Dan Baluff, owner of the City Peanut Shop, commented after the event that “this is the kind of thing I really appreciate from [the DBA]. It has a direct effect on business and helps build relationships.” We look forward to building on this framework and the creation of more successful partnerships in 2012!

Advocacy & Partnerships

The DBA provides one voice for many downtown interests. In addition to communicating directly with the many agencies that service downtown, we serve on a multitude of taskforces and committees making sure that downtown interests are heard.

Taskforces/Committees/Boards that we currently serve on or have served on in 2011:

- City of Boise Events Team
- Valley Regional Transit Multi-Modal Center Planning Team
- City of Boise Sound Ordinance Task Force
- Downtown Neighborhood Association
- Boise Metro Chamber of Commerce – Advisory Board
- Boise Centre Marketing Advisory Committee

WeCar program

In an effort to support alternative transportation options in downtown Boise, we partnered with Enterprise Holdings to introduce WeCar a Car Sharing Program. Two WeCar cars are located on parking lots managed by The Car Park, at 8th & Jefferson and 11th & Bannock. The program currently has 50+ members and is growing every month.

Traffic Box Art

In 2011 The Downtown Neighborhood Association in partnership with the DBA applied for and received funding from the City of Boise Neighborhood Reinvestment Program to wrap five more cabinet controller boxes located at intersections to control the traffic signals in Downtown Boise. The program, in association with Ada County Highway District, CCDC and the City of Boise’s Art & History Department, brings public art to the street level and decreases graffiti while increasing the unique character of downtown. Currently twenty-five boxes have been completed downtown and more are planned for the future.
Pedestrian Survey Executive Summary

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L2 Data on behalf of Capital City Development Corporation has conducted pedestrian counts at specific intersections and times throughout downtown Boise over the past three years. The data has been a valuable measure of pedestrian activity downtown Boise. [ccdcboise.com](http://ccdcboise.com)
**2011/2012 Board of Directors**

**Officers**
- President: John Berryhill, Berryhill & Co.
- Treasurer/Secretary: Dan Watts, Bank of the West
- Immediate Past President: Charlie Schmoeger, American Cleaning Service
- President-Elect: Scott Schoenherr, Rafanelli Nahas-Boise Plaza
- Legal Counsel: Ken Howell, Hawley Troxell Ennis & Hawley

**Directors**
- Property Owner: Gary Benoit, Bencorp/Sonna Bldg
- Jeremy Malone, Oppenheimer Companies
- Bruce MacMahon, IdaCorp
- Charlie Schmoeger*, American Cleaning Service

**Retail & Service**
- Laureen Quick, Floating Feather Day Spa
- Lil Kurek*, American Clothing Gallery Inc.
- Kellee Sharples, Buns in the Oven
- Paula Forney, Cheers
- Jennifer Graves, Hal Davis Jewelers

**Restaurant, Lodging & Entertainment**
- John Berryhill*, Berryhill & Co.
- John Cunningham*, CenturyLink Arena
- Rocci Johnson*, Hannah’s
- Allen Ireland, Neurolux/ Pengilly’s
- Kevin Settles, Bardenay

**Professional**
- Vic Conrad, Simplot
- Joey Perry, DL Evans Bank
- Rich Toney, Bank of the Cascades
- Dan Watts*, Bank of the West
- David Wall, Colliers
- Marc Johnson, Gallatin Group

**Ex-Officio Directors**
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- Patrick Rice*, Greater Boise Auditorium Dist.
- Celeste Keller, St. Luke’s Medical Center
- Bill Connors, Boise Metro Chamber
- Kim Thomas, Boise State University
- Margaret Johnson/Anna Canning, Idaho Power

**Advisor Members**
- Margaret Johnson/Anna Canning, Idaho Power
- John Franden, Ada County Highway District
- Ken Howell*, Hawley Troxell Ennis & Hawley
- Maryanne Jordan/Lauren McLean, Boise City Council
- Cece Gassner, Mayor’s Office
- Officer Jim Schiffer, Boise Police
- Brian Ballard, Downtown Neighborhood Association

* indicates Executive Committee Member

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**2011 Income $403,339**
- Other Income 8%
- Assessments 70%
- Other Service Income 22%

**2011 Event Income $342,284**
- Alive After Five 73%
- Other Events 27%

**2011 Expenses $500,600**
- Leasehold & Office 6%
- Administrative 43%
- Marketing & Gift Card 17%
- Professional Services 4%
- Clean Team & Flower Program 30%
- Depreciation 1%

**2011 Event Expenses $237,125**
- Alive After Five 70%
- Other Events 30%

**Total Income $745,623 • Total Expense $737,725**

Event income is 45.9% of the total income and is used to subsidize BID operations, maintenance and marketing.