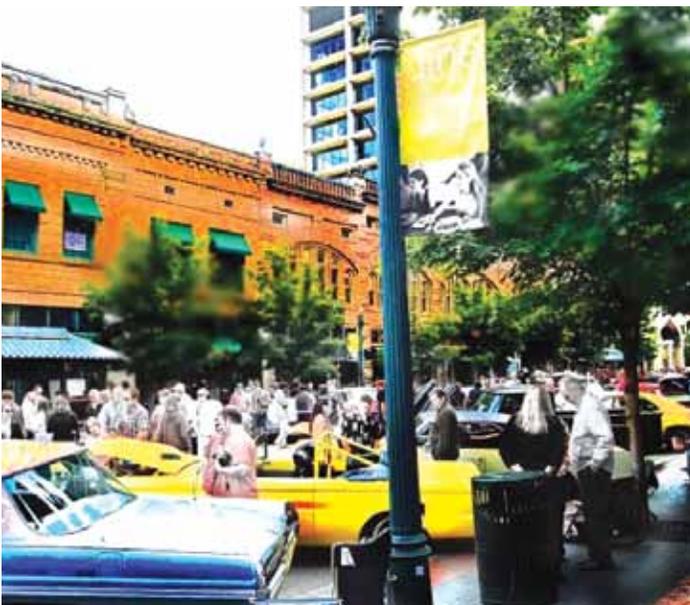
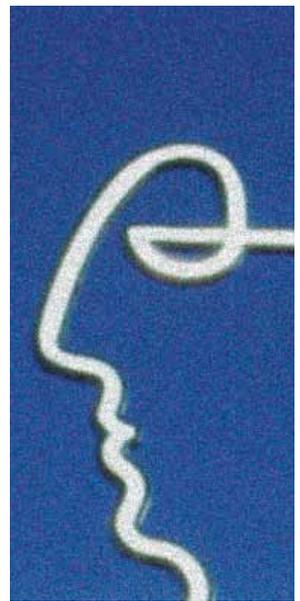


2011



720 West Idaho Street
Boise, Idaho 83702
downtownboise.org

STATE OF DOWNTOWN
**ANNUAL
REPORT**



shop

dine

hear

cheer

play

enjoy

share

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 Kâren 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). ■



A Look at 2011

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 **4th Annual Mother's Day Shopping Spree Raffle** was another success. We collected over 1,000 entries, boosting our email database and gave away four grand prizes valued at over \$300 each and an additional four purses filled with downtown merchant coupons, gift cards and more.

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.



DBA Event Stats:

- **First Thursday:** 12 events with over 50 in-store functions per month, 14,000+ attendees annually.
- **State of Downtown Annual Meeting:** 300 Attendees.
- **Alive After Five:** 18 events with 54,000+ people in attendance and \$16,000 raised for charity.
- **25th Annual Exergy Twilight Criterium:** An estimated 15,000+ in attendance.
- **Downtown Bronco Shuttle:** 12,000+ people transported to and from BSU home games.
- 19 Restaurants Participated in the **Dine Out Downtown Boise.**
- **Zions Bank Holiday Tree Lighting:** Over 3,500 in attendance, 2,500 Giving Tree charitable requests filled for the Women & Children's Alliance.
- **Christmas in the City:** Over 400 Photos with Santa and \$2,000 raised for the American Cancer Society and thousands in attendance at holiday events throughout downtown, 73,000 Inserts distributed through the Boise Weekly.
- **Winter Window Gallery Stroll:** 30 Window Art displays.
- Total **Event Sponsors:** 60 Corporations

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.i.p.h.a. Interchange,**
212 N 10th St
- 5 Guys Burgers,** 321 S 8th St
- Fete Style Bar Hair Salon,**
110 N 8th St
- Fork,** 199 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:

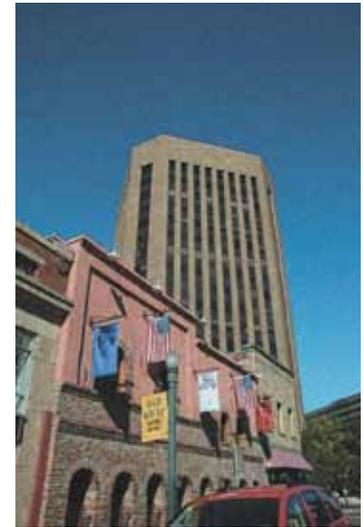
- 2011 Sales: 6,137 gift cards funded and \$216,511 total sales
- 2003 – 2011: 59,740 cards & certificates funded and \$2,400,453 total sales
- \$37.39: The average amount per card sold
- 6927: Average number of gift cards sold per year

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.



Websites:

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.boisewilghtcriterium.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.

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



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.

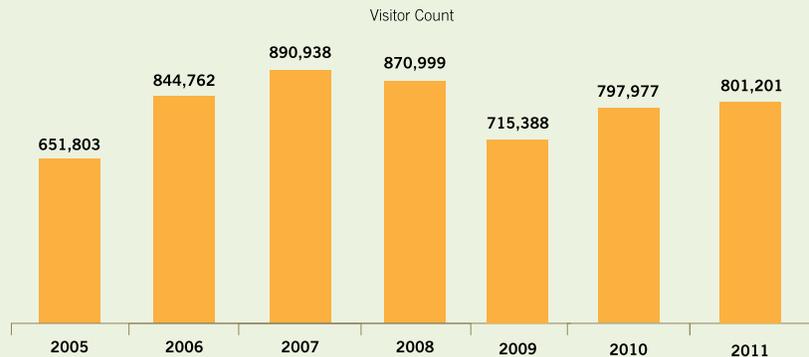


Traffic Box Art

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.



Downtown Public Parking System



Sources: Republic Parking and Capital City Development Corp.

*Transient visitor count includes first hour free and cinema (no pay), cash, validated, and event parking customers.



2012-2016 Strategic Plan

The goals for the next five years provide a road map for the DBA and include mandates to:

- Maintain a safe, clean and attractive Downtown.
- Support and maintain retail events that bring people into the downtown core for shopping, dining and entertainment.
- Host special events that attract people to downtown Boise creating vibrancy, maintain events that support themselves financially, collaborate with groups to host quality downtown events.
- Create new revenue sources to fund the growing need for programs and services. Stabilize the funding model of the BID.
- Be a member driven organization with effective member input and communications systems. Broaden our outreach to other members of the Boise community with an interest in Downtown. Increase member participation and input into the DBA.
- Be an effective voice for our members by addressing downtown issues and challenges and interact with other governmental agencies that have a role in Downtown issues and events.
- Attract new and diverse businesses, residents and development to downtown Boise, while retaining existing businesses and residents.
- Promote sustainable programs that benefit downtown Boise and encourage alternatives that benefit the environment. Create or endorse programs that can become a catalyst for sustainable initiatives downtown Boise.
- Encourage and promote downtown living.

Pedestrian Survey Executive Summary

	Aug 2009	Oct 2009	Dec 2009	May 2010	Aug 2010	Oct 2010	Dec 2010	First Thursday 2011	May 2011	Aug 2011	Oct 2011	Dec 2011	First Thursday
5th & Idaho	1169				1269	1445				1624	1524		
6th & Idaho							1167	117		1682		1819	187
8th & Idaho	4161	3826	2882	3426	3861	3878	3615	523	5070	4052	4312	3771	821
8th & Broad	5924	4699	3331	4423	4881	4466	3381	341	5370	4989	3625	4579	707
10th & Main	1943				1874		1232	275		2092		1995	451
11th & Bannock	749			827	751				897	795			
12th & Main	633	524			476					373			
14th & Grove	589				333	313				288	219		

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



2011/2012 Board of Directors

Officers

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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

Scott Schoenherr*, Rafanelli Nahas- Boise Plaza

Rich Toney, Bank of the Cascades

Dan Watts*, Bank of the West

David Wali, Colliers

Marc Johnson, Gallatin Group

Ex-Officio Directors

Phil Kushlan/ /Anthony Lyons*, Capital City Development Corp.

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

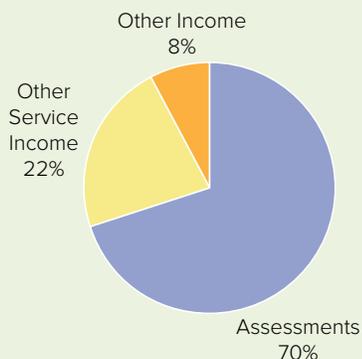
Officer Jim Schiffler, Boise Police

Brian Ballard, Downtown Neighborhood

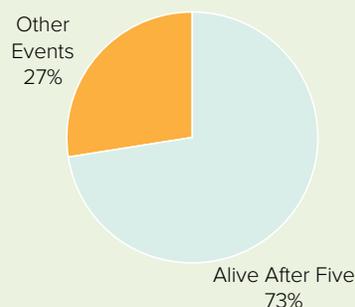
Association

* indicates Executive Committee Member

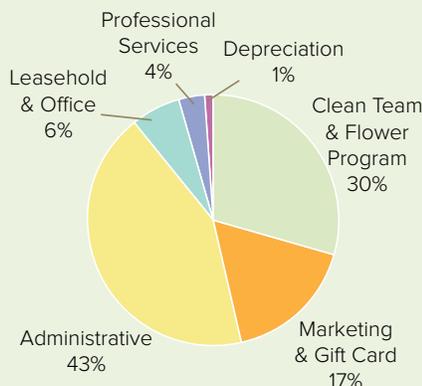
2011 Income \$403,339



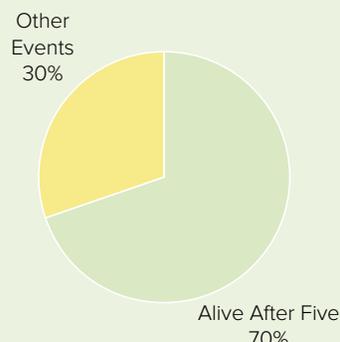
2011 Event Income \$342,284



2011 Expenses \$500,600



2011 Event Expenses \$237,125



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.