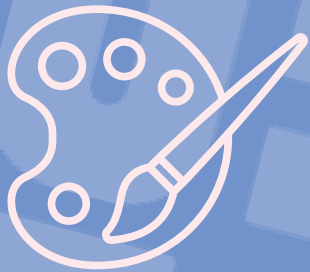


FIRST

THURS -DAY!

DT BOISE



JULY 2026 UPDATE



LIVE MUSIC

DT BOISE

PRESENTED BY



COLUMBIA BANK

ALL DAY EVERY FIRST THURSDAY OF THE MONTH

THEMES

Downtown Boise Association is thrilled to be bringing themes to First Thursday! Starting in August, every month will have its own theme to help align downtown and promote foot traffic. The theme will be announced to the public leading up to First Thursday and encourage the community to participate in the wonders of downtown.

AUG
6



SEP
3



OCT
1



NOV
5



DEC
3



JAN
7



FEB
4



SUBMISSIONS

Don't forget to send in your submissions for your First Thursday activity. If you don't submit a form we won't see your event. As a reminder, all submissions must be submitted by **3pm on the day of First Thursday**. Submissions after 3pm will go unapproved.

Your Submission → DBA Team Review → Submission Public on Website

SOCIAL MEDIA

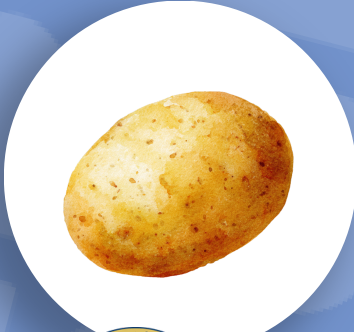
We would love to help promote your event via social media! Make sure to tag **@downtownboise** in your posts and our Marketing and Communications Manager will share your event on our socials.

FIRST

THURS -DAY!

BY BOISE

SPUDDY BUDDY TAKES OVER DT



Have you heard of “Where’s Waldo?” In partnership with the Idaho Potato Commission, DBA is excited to create a fun scavenger hunt activity. All participating businesses will receive Spuddy Buddy swag to “hide” in their business. The public will be encouraged to come DT and find as many as that can! Want to participate? Submit your First Thursday Listing today!

AUG 6



ART OF DOWNTOWN

Taking inspiration from Boise Art Museum’s Art In The Park (September 11-13), September’s theme is based on embracing local artists. Partner with an artist and bring DT to life!

SEP 3



DOWNTOWN HAUNTS & HAPPENINGS

October is the month of frights and fun. Help us bring downtown to life by creating a scary fun evening. Offer holiday themed specials, decorate, and create a space that brings life to DT!

OCT 1



THANKFUL FOR DOWNTOWN

November is the month of being grateful. This year, help us create an environment of kindness by giving back to the community in some way and thanking them for their support!

NOV
5



DOWNTOWN WINTER WONDERLAND

Let's turn Downtown into its own version of a Hallmark town. Cozy feels, friendly community, and an unforgettable evening Downtown.

DEC
3



NEW YEAR DOWNTOWN

This month is all about bringing in the new. We encourage you to find a way to bring something new to your business and launch it for First Thursday! New merch? New special? We want to promote it!

JAN
7



LOVE LOCAL DOWNTOWN

During the month of love, we encourage you to pair your Valentine's themed specials with features from your locally sourced goods.

FEB
4

LOOKING FOR A PARTNER?

We are excited to offer a new way to partner with the community for First Thursday! You can now access the “Community Entertainment Directory” for local partners to help boost traffic for your events and activities. All of our partners are eager and willing to help you make the most of First Thursday!

ARTISTS

MUSICIANS

VENDORS

PERFORMERS

NON-PROFITS

**SCAN
HERE**



QUESTIONS?



JW ROBB
ACTIVATION MANAGER

DT BOISE

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