

ANNUAL REPORT

2020



DOWNTOWNBOISE
ASSOCIATION

DBA IN 2020



- Executive Director** | Jennifer Hensley
- Program Manager** | Mel Khampha (March 2021)
- Business Relations Manager** | Heather Lile
- Communications Manager** | Blair Wilson
- Experience Manager** | Andre Womack (September 2021)
- Bookkeeper** | Beth Peace
- Events Manager (through Sept. 2020) | Karlee May
- Office Manager (through Nov. 2020) | Suzanne Ostrow

A MESSAGE FROM DBA LEADERSHIP

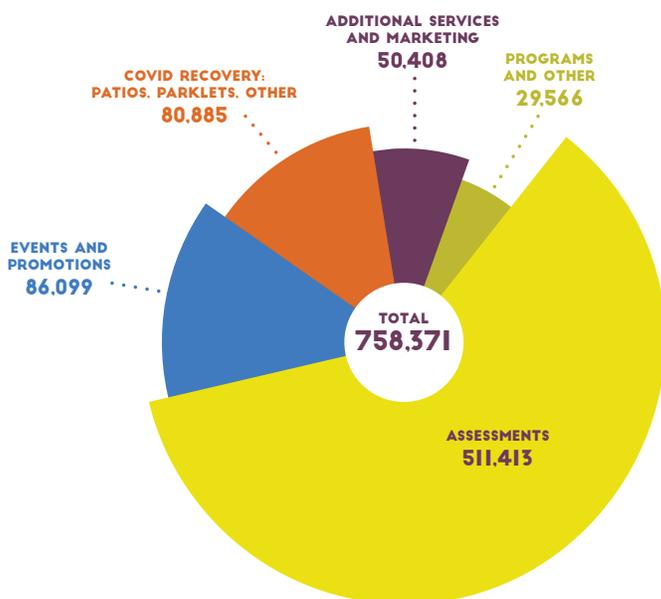
Through the highs and lows of 2020, Downtown Boise – and the people that make this place so special – continued to do what it does best. We took care of each other pushing forward this space for celebration, connection, and exploration whether virtually or in person. Business owners and patrons, tourists and service workers met the year with smiling eyes and warm hearts. We shared messages of support and elbow bumps on the streets, picking up take-out and shopping our favorite retail spots online. This welcoming, vibrant, and inclusive environment is created by you—our community.

Through Downtown Boise, the heart of our city, we continue to invite you to strengthen this community. We encourage you to welcome others, connect with your neighbors (even with a bit of distance), and share an experience together. We are optimistic about the future, and excited to see what’s to come. We can’t wait to see you downtown.

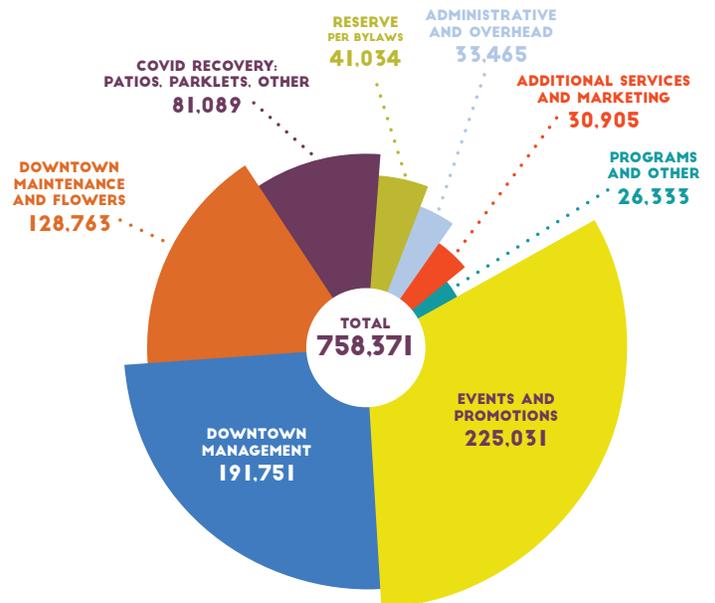
This is YOUR downtown.

Jess Carter, 2020-2021 DBA Board President
 Jenn Hensley, DBA Executive Director

INCOME



EXPENSES



The DBA team jumped into action when the pandemic hit Downtown Boise. Our days were full of gathering resources beneficial to our members and working together – within the team and with the greater downtown community and our partners – to identify immediate needs and answer questions. We abused the word “pivot” and spent countless hours on phone

calls collecting information then turning around and sending it back out.

Thanks to DBA board members past and present, we held sector-specific meetings and virtual gatherings giving members a place to discuss their individual needs and inquiries. DBA conducted multiple surveys, assembling pertinent information from both the business community and the public subsequently utilizing this data internally and with members. We looked outwards, working with downtowns and downtown leaders continent-wide on a regular basis to expand our response and gain a wider viewpoint on methods of recovery. **The next few pages present a snapshot of our 2020 response to COVID-19.**



Created three free coloring pages with downtown-based artists.

The Chocolat Bar
Sweets • Gift Shops
805 W Bannock St
(208) 338-7771
visit website

- Gift Cards Available
- Online Shopping Available
- Pick-Up Available
- Delivery Available

The Chocolat Bar is open!

We are operating with limited hours of 11:00 am - 3:00 pm for in person traffic. We are asking guests to wear masks, and are limiting the number of guests in the shop at a time to 3 since it's such a small shop. We also are still doing local pickup and local deliveries, as well as shipping nationwide. Visit our website or call!

Developed a “COVID-19 Resources” page gathering hundreds of links and pieces of information for businesses; added a new feature to the website creating specific “Shop Local” and “Dine Local” listings allowing patrons to easily access information on how to support local businesses during this time.



“THIS IS YOUR DOWNTOWN” CAMPAIGN

HOW CAN I **SUPPORT DOWNTOWN BOISE NOW?**

- Buy a gift card
- Shop over the phone and online
- Put an item on hold
- Order a meal for pick-up or delivery
- Leave a review
- Promote on social media
- Maintain subscriptions

LOVE YOUR DOWNTOWN
downtownboise.org
#DowntownBoise #ThisIsYourDowntown

- Distributed posters throughout downtown.
- Ran “challenges” online encouraging downtown patrons to pick up take-out, shop online, buy gift cards, and promote and review their favorite downtown establishments for prizes.
- Highlighted different areas of downtown through virtual staff tours shared through social media.
- Created a series of videos that ran as television advertisements through a partnership with Sparklight; ran radio and social media advertising with Campaign messaging.
- Utilized consistent messaging to engage the downtown audience throughout the pandemic; businesses also utilized images and messaging maximizing the Campaign.

Partnered with Capital City Development Corporation (CCDC) and City of Boise to create the **BOISE ON THE BLOCK** Campaign. Boise on the Block works with community partners to support small business recovery by expanding the amount of safe, spacious outdoor seating throughout Downtown Boise.

This included:



BOISE ON THE BLOCK

20 MINUTE PARKING

20-minute pick-up and delivery spots

CUSTOMER PICK-UP & DELIVERY ONLY

FOR MORE INFORMATION PLEASE VISIT CityofBoise.org/BoiseOnTheBlock

Large-scale street stickers encouraging social distancing



BOISE ON THE BLOCK

IF YOU OR SOMEONE YOU ARE WITH ARE FEELING ILL, PLEASE DO NOT ENTER OUR ESTABLISHMENT. PLEASE RESPECT THE HEALTH AND SAFETY OF OUR STAFF AND OTHER GUESTS.

LET'S ALL DO OUR PART



Thank You!

Distribution of health and safety posters and face-covering signage

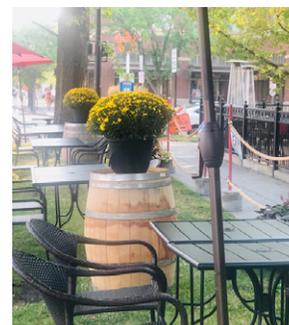
FOR MORE INFORMATION PLEASE VISIT CityofBoise.org/BoiseOnTheBlock



Expanded outdoor seating across the downtown footprint including enlarged patios, the temporary closure of two blocks of 8th Street, and downtown's first ever parklets – curbside parking spaces converted into vibrant community spaces and seating.

2020 Participants reported:

- Immediate sales increase from 11% to 55% in the first month with expanded outdoor seating.
- Weekend sales increase from 20% to 66% in the first month.
- Sales increases maintaining at least half the initial amount in subsequent months.
- One establishment reported +52% weekend sales over the same time period in 2019.
- Another establishment reported a 756% increase in merchandise sales, 150% increase in number of glasses of product sold, & 321% increase in tastings sold in the first month with a parklet.
- These sales increases ran full circle – an increase in both products purchased from local farmers and citizen activity in other downtown businesses due to safe, attractive options.



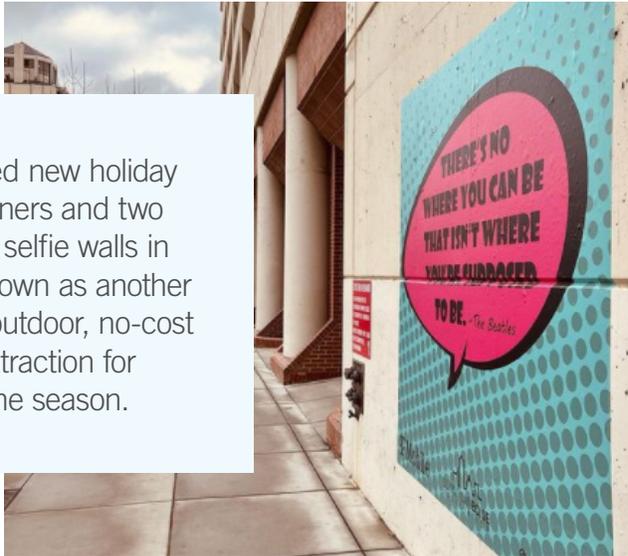
Launched 7 parklets



Expanded 41 patios

Launched the **UPSIDE DOWNTOWN** storytelling project capturing bite-sized stories behind the unique personalities driving Boise's downtown atmosphere. First seven stories released in 2020, starting with Woodland Empire Head Brewer and Co-Owner Keely Landerman and ending the year with our very own Santa Johnny Dorman.

www.upsidedowntown.org



Added new holiday banners and two new selfie walls in downtown as another safe, outdoor, no-cost attraction for the season.



Partnered with Senator Risch's office on the Support Local Gems Initiative.



Participated in Boise Convention and Visitor's Bureau's Miss You Boise Campaign.

Adjusted a majority of annual events to virtual or replacement activities (see details on page 7.)

Held multiple webinars and virtual meetings with U.S. Small Business Administration, Idaho Small Business Development Center, City of Boise, and other partners informing business owners of resources and how to access them.

**WE ARE
EVERYWHERE
EVERYWHERE
EVERYWHERE**



ANNE FRANK
HUMAN RIGHTS MEMORIAL
CENTER FOR HUMAN RIGHTS
DOWNTOWNBOISE ASSOCIATION

**WE CHOOSE
WE CHOOSE
WE CHOOSE
LOVE**



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**LOVE^{IS}
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Partnered with the Wassmuth Center for Human Rights on a new banner campaign spreading a message of love and inclusivity following vandalism that occurred at the Memorial.

DOWNTOWN BOISE'S RESILIENCY

While the pandemic effected business and entertainment in our downtown significantly, we are feeling optimistic.

TOURISM IS ON THE RISE IN DOWNTOWN BOISE

– Idaho Department of Commerce

2.4 times the number of unique visitors in 2021 than 2020
– **MORE THAN DOUBLE**



7% INCREASE in repeat visitors
7% INCREASE in out-of-state visitors

COMMERCIAL LEASE RATES HOLD STEADY

– Colliers International

Downtown added 190,000 leasable square feet to the market in 2020 with the 11th and Idaho Building
– **THE LARGEST DELIVERY SINCE 2016**



Overall occupied square feet increased from 9,135,000 to **9,215,000** IN 2020

Downtown occupancy did decrease 1% from 93.8% to 92.8% but 80,000 more square feet was occupied – a positive net absorption.

DOWNTOWN BUSINESS ACTIVITY HAS NOT SLOWED DOWN

43 new businesses opened in January 2020 to March 2021.

Compared to **34** new businesses in 2019.

Downtown Boise was net positive **32** visitor-facing businesses January 2020 to March 2021.

16 additional businesses were slated to open in the near future.

DOWNTOWN'S RESIDENTIAL POPULATION CONTINUES TO GROW

Currently over **1,800** rental units are in development or construction in Downtown Boise.

In a 2019 survey, Downtown Boise was estimated to have **6,450** residents.

These additional downtown units could bump that number over **10,000** by the end of 2022.

27 visitor-facing businesses lost in Downtown Boise January 2020 to March 2021.

Estimate that **16** were COVID related.

19 businesses were lost in 2019.

A majority of downtowns continent-wide that remained resilient to the pandemic's effects **directly correlated that to a high number of downtown residents.**



27,500
Total Instagram Followers
28% Increase from 2019
Instagram reach: 768,000

@downtownboise • @upside_downtown_boise



24,500
Total Facebook Page Likes
Facebook page reach:
1,948,000

@DowntownBoiseAssociation • @AliveAfterFiveBoise

1,629,000
Instagram and FB
Social Media Ad
Impressions



MORE THAN 1,000
Responses received to a public confidence survey then shared out to the business community as we entered the crucial summer months.



223,000
Newsletters Delivered
26% Open rate
15% Above industry rate



\$235,000
Giftcard Sales in 2020
4,942
Cards sold



571,000
Total Website Pageviews
TOP 3 PAGES
Events Calendar, Dine Out Downtown, and First Thursday

downtownboise.org

30,000
Total Number of
Map & Directories
Printed





FIRST THURSDAY

held all 12 months.

Scroll or Stroll format adapted
April to October.

ALIVE AFTER FIVE virtual concerts
throughout summer season.

Supported three nonprofit partners with tips.

44,750 virtual concert-goers



FATHER'S DAY CAR SHOW

Virtual Car Show with 130+ vehicles

Partnered in support of Radio Boise.

DINEOUT DOWNTOWN BOISE

take out options added to the menus.

19,000 webpage views

67 total menus

41 participating businesses

Boise Food History Project pop-up art exhibit
displayed on 8th Street for three days throughout
Dine Out highlighting the food traditions of Boise.



STATE OF DOWNTOWN included the
release of our "Open for Business" video.

37,350 views and 650 shares

Four 'Grow Downtown' videos released
highlighting the downtown food scene.

41,700 views



150,000

People Attended
DBA Events
*(virtually and
in person)*

17

DBA Events & Promotions

82

DBA Event & Promotion Days



WINTER WINDOWS

An outdoor, no-cost event to brighten
the holiday season.

61 participating businesses

449 votes for a favorite window

Extended Shop Small Saturday to
SHOP SMALL WEEKEND
to further garner support for our
small businesses.

58 participating businesses

CITY SANTA included a Virtual
Community Sing-Along + 3 days of
one-on-one virtual visits with kiddos
across the Treasure Valley seeing
OVER 200 FAMILY MEMBERS.

All in support of Women's and
Children's Alliance.

GIVING TREE TAGS ON THE HOLIDAY TREE

Continued our long standing
partnership supporting Women's
and Children's Alliance.

CLEAN. SAFE. AND ATTRACTIVE 2020



11,424
Hours Downtown
Maintenance Team Worked

6
DMT Staff
Members

DBA partners with the City of Boise Parks and Recreation Department to manage the Downtown Maintenance Team. 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 six is an integral part of our work, acting as our eyes on the street and keeping our downtown upkept, clean, and safe.

16
Banner
Partnerships

4
DBA
Campaigns

517
Banners Hung
Throughout
Downtown



88
Downtown Walk Score

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 *'very walkable: most errands can be accomplished on foot.'*



96
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.'*

515
Flower
Pots



346
Streetlights
Wrapped with
Lights

10
Intersections
with Holiday
Lights

45
Holiday
Wreaths

**HOLIDAY
TREE**
35 FEET TALL
9,000 LB. TREE
5,000 LIGHTS

Extended the holiday lights through January, adding an extra month of **WARM** and **BRIGHT**.



2020-2021 BOARD OFFICERS

President: Jessica Carter, *Drake Cooper*

Secretary/Treasurer: Jacob Zwygart, *Little-Morris CPAs*

President-Elect: Wes Jost, *Zions Bank*

Past President: Kelly Hibbs, *Boise Cascade*

2020-2021 BOARD DIRECTORS RETAIL/SERVICE SECTOR

Chris Gray, *Mixed Greens / Modern Gifts*

Molly Leadbetter, *Meriwether Cider*

Courtney Allen-Holden, *Fancy Pants*

Moya Dolsby, *Idaho Wine Commission*

Kelsey Miller, *SHIFT boutique / KEYSTONE station*

RESTAURANT/LODGING/ENTERTAINMENT SECTOR

Kent Collins, *Flying M*

Tara Eiguren, *Basque Market*

Chad Johnson, *Reef / Front Door / Brickyard Steakhouse*

Jeremy Aeverman, *Solid Bar & Grill / Liquid Lounge*

PROFESSIONAL SERVICE SECTOR

Caleb Donegan, *Vacasa*

Pat Moloney, *TMN Events*

Sophie Sestero, *Fahlgren Mortine*

Zach Zollinger, *Holland & Hart*

PROPERTY OWNER/DEVELOPMENT SECTOR

Chris Dwyer, *Cushing Terrell*

Josh Jordan, *J.R. Simplot Company*

Rocci Johnson, *Hannah's Nightclub*

Jay Story, *Story Commercial*

EX OFFICIO DIRECTORS

Carrie Westergard, *Boise Convention and Visitors Bureau*

Bill Connors, *Boise Metro Chamber*

Greg Hahn / Nic Miller, *Boise State University*

Clark Krause, *Boise Valley Economic Partnership*

Stephanie Young, *Boise Young Professionals*

John Brunelle, *Capital City Development Corp.*

Max Clark, *Capital City Development Corp.*

Patrick Rice, *Greater Boise Auditorium Dist.*

Ivan Sim, *Idaho Power*

Eric Trapp, *Idaho Steelheads*

Kathy O'Neill, *JUMP*

ADVISORY MEMBERS

Mary May, *Ada County Highway District*

Elaine Clegg, *Boise City Council*

Jim Schiffler, *Boise Police Department*

Ken Howell, *Hawley Troxell*

Sean Keithly, *Mayor's Office*

Marcia Gronsdahl, *St. Luke's Medical Center*

STAY CONNECTED

DOWNTOWN BOISE
816 W. BANNOCK ST., STE 310
BOISE, ID 83702

208.472.5250

DOWNTOWNBOISE.ORG

