

ANNUAL REPORT

2022



DT BOISE

DBA IN 2022

A MESSAGE FROM DBA LEADERSHIP



Downtown Boise was fortunate to see another year of growth and revitalization under the innovative minds and collaborative spirits of the Downtown Boise Association. The team's focus on listening to the community and producing quality, intentional programming led to one of the greatest seasons Downtown Boise has seen yet. No longer was it a year of comparing to pre-pandemic numbers, but rather a year of setting new records and establishing resiliency for whatever the future holds.

Within this report you'll see evidence of renewal and growth for Downtown Boise residents, businesses, and visitors.

- The 35th annual Alive After 5 free summer concert series brought joy to The Grove Plaza. A new collaboration with Duck Club Presents, stronger sound management with Valiant Productions, and a sustainably minded beverage program made concerts bigger and better than ever before.
- DBA successfully introduced Downtown Plays with a roving cargo ebike of games and adventures each week. This is just one example of DBA's vision actualized of a downtown for everyone with free, accessible, and intentional activities for all ages.
- Tourism boomed in Boise, as indicated by Visit Boise's 18% increase in unique visitors. This meant hotels as well as surrounding retail businesses, local event spaces, and restaurants thrived with record-setting numbers of visitors.
- Development of 487 new downtown residential spaces in 2022—as well as 1,500 rental units in development or construction—will ensure a steady revenue stream for downtown businesses, as well as dependable life and vibrancy within the community.
- A slower pace and sense of place was created with the beautification of the 8th Street corridor. Thanks to a partnership with City of Boise Arts & History, DBA, and local artists, artistic overlays visually enhanced safety infrastructure on the pedestrian walkway.

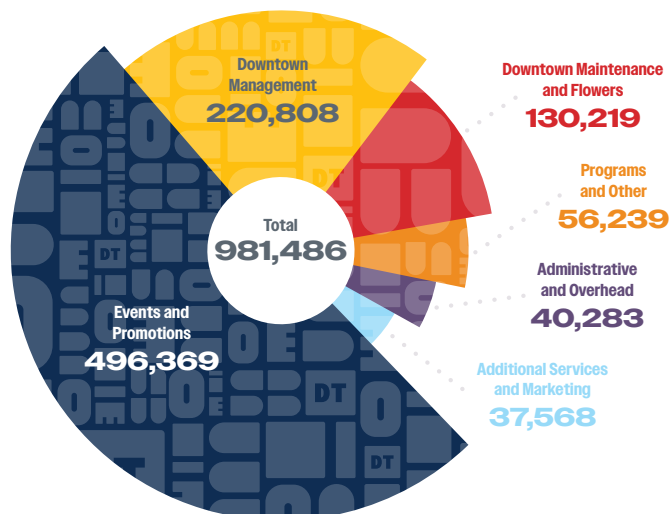
Additionally, Downtown Boise Association team members worked with the City of Boise and the Blue Cross of Idaho Foundation for Health to lay the groundwork for a Winter Skate Rink in The Grove Plaza. This innovative idea from DBA will breathe new life into colder months where there is often less foot traffic and activity downtown.

We look forward to seeing you Downtown,

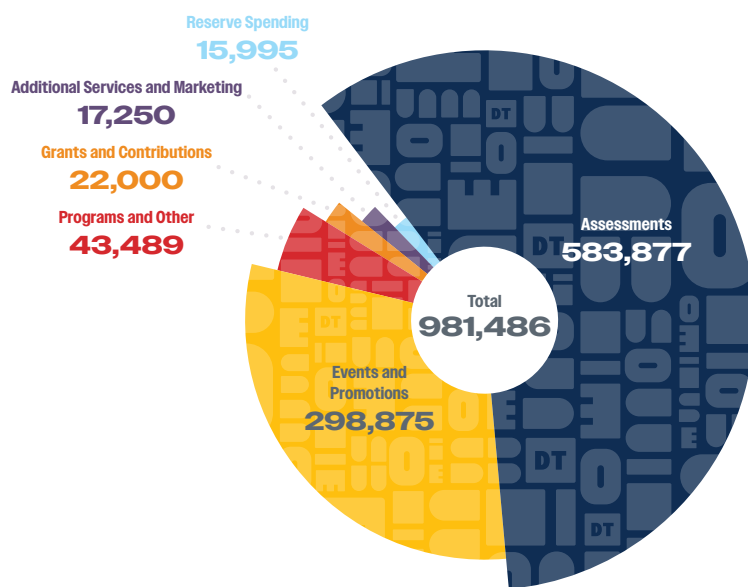
Sophie Sestero, 2022-2023 DBA Board President

Jenn Hensley, DBA Executive Director | DBF President & Executive Director

EXPENSES



INCOME



— Consolidated 2022 financials of both Downtown Boise Association and Downtown Boise Foundation.

Executive Director | Jennifer Hensley

Program Manager | Mel Khampha

Communications Manager | Blair Wilson

Membership & Outreach Manager | Andre Womack

Community Engagement Manager | Sierra Padilla Huitt

Bookkeeper | Beth Peace

Business Relations Manager (through June 2022) | Heather Lile

DBA IN 2022

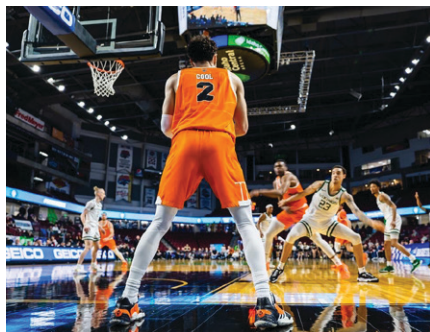


After three long years without most large-scale gatherings in Downtown Boise, **2022 welcomed back thousands of enthusiastic visitors to beloved events.**

DBA and DBF celebrated the return of three self-produced, FREE events:

Alive After 5 returned for its 35th season answering the community's call for a improved musical experience through partnership with downtown's own Duck Club. Over 35,000 attendees danced to a wide variety of music from nationally-touring headliners and local openers, while enjoying beverages all served in recyclable containers.

Fathers and father-figures were celebrated in a brand-new location in front of the Idaho State Capitol Building with the return of the **Father's Day Car Show** for its 19th year. Over 12,000 attendees viewed cars and honked the horn of the electric trash truck, marking the return of this popular event.



The holiday season kicked off with the lighting of candle cups and our **City's Holiday Tree** at the annual **Holiday Tree Lighting** event. Over 5,000 lights on the 35-foot donated tree shone bright following dancing and a performance by Boise Women's Chorus & Boise Gay Men's Chorus, welcomed in by over 4,000 attendees.

Our downtown partners also greeted thousands of visitors:

- Boise Centre boasts an attendance right under **148,000** in 2022
- Idaho Central Arena, including Idaho Steelheads, welcomed **330,000** guests in the last year
- Tourism is booming with downtown hotels holding an average of **77.5%** occupancy in 2022
- A **75%** increase in downtown residents over the past four years has brought a larger base of year-round patrons

**OVER 75
FESTIVALS AND
LARGE-SCALE
EVENTS OCCUR IN
DOWNTOWN BOISE
ANNUALLY**



With a steep increase in the number of visitors to our downtown, DBA staff worked with partners to find solutions and mitigate issues that come with greater use. The team gathered stakeholders including City Council members and Boise Police to share concerns around cruising resulting in new signage and fines that have dampened the issue, worked with businesses in areas experiencing a concentration of construction to increase communication between all parties and develop parking solutions for employees and visitors, continued to look to the future of the now closed two blocks of 8th Street addressing accessibility and ease of community use, gathered support and voiced a desire for 5th and 6th Street to be converted to two-way, and started conversations around what our drastic increase of residents—24/7 users—means for clean and safe efforts.

Downtown Boise is in demand—our team is working to make sure our downtown thrives and remains a **downtown for everyone.**





FY23 CITY STREET PARKING
REVENUE IS UP 3%
OVER FY22 REVENUES
CCDC GARAGES ARE **UP 15%**

Hourly garage revenue is up 19%, illustrating the continuing increase in demand for short-term garage use

2.1% year-over-year rent growth in retail on a national level, retail rates in downtown Boise grew 4.9% versus a year ago.

– CBRE



Retail vacancy rates in downtown are currently **between 4-5%**, increasing 1% from last year
National average is 4.8%

Downtown Boise is trending right in line with the state who is also experiencing an 18% lift in unique visitors in 2023.

– Visit Boise

**IN-STATE VISITATION
INCREASED SHARPLY**



Repeat and out-of-state visitors have dropped 33% and 11% respectively



**10% INCREASE
IN DOWNTOWN
HOTEL OCCUPANCY**

**17.7% INCREASE
IN AVERAGE DAILY RATE**

Average of 77.5% occupancy for the year | 6 months occupied at 80%+

DOWNTOWN BUSINESSES CONTINUE TO GROW AND EVOLVE

Comparing 2022 to 2021

35 new businesses opened in 2022.
Plus 20+ vendors in The Warehouse.

Compared to 27 new businesses in 2021.

Downtown Boise was net positive
11 visitor facing businesses in 2022.

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

5 new hotels in development or construction at the end of 2022 adding over **700** rooms for overnight stays.

487 new rental units welcomed residents in 2022.

At the end of 2022, over **1,500** rental units were in development or construction in Downtown Boise.

The Downtown Boise neighborhood has an est. population of **11,347**. This is a **75%** increase from 2019 and over 1,200 more than last year.

– TOK Commercial



34,000

Total Instagram Followers

10% INCREASE FROM 2021

@downtownboise

**FACEBOOK AND INSTAGRAM
REACH: 1,292,000**



22,800

Total Facebook Page Likes

@DowntownBoiseAssociation

4,286,000

**INSTAGRAM AND
FB SOCIAL MEDIA
AD IMPRESSIONS**

22% INCREASE FROM 2021!



27,000

SPOTIFY AD REACH

Ran Radio and Traffic Ads Covering
48 Weeks of the Year along with
Print, Digital, and Other Advertising
Across 25+ Channels



288,600

Newsletters Delivered

45% OPEN RATE

16% INCREASE FROM 2021

Above Industry Average by 19%



Over 750

POSTERS HUNG

Boasting Downtown Events
and Promotions



\$304,000

Gift Card Sales in 2022

4,767

Cards Sold



35,000

**TOTAL NUMBER OF
MAP & GUIDES DISTRIBUTED
FROM 95+ LOCATIONS**



1,165,000

Total Website Pageviews

UP 16% OVER 2021

Demand increased 40% with celebrated new format

Top 3 Pages: Events Calendar, First Thursday,
and Alive After 5

downtownboise.org • downtownboisefoundation.org

EVENTS & PROMOTIONS

2022

13 DBA EVENTS & PROMOTIONS **83** DAYS OF EVENTS & PROMOTIONS



HELD ALL
12 MONTHS

6 MONTHS SUPERSIZED

Filling our Downtown With Everything From
Magicians to Musicians

ENGAGED 17 ARTISTS

With Supersized First Thursday

**FIRST
THURSDAY**



**FATHER'S
DAY
CAR SHOW**

**142 VEHICLES
REGISTERED**

For New Location in Front of
Our State Capitol Building

12,000 ATTENDEES



**ALIVE
AFTER
FIVE**

7 concerts on Select
Wednesdays in June,
July, and August

35,000 ATTENDEES

Raised \$12,500 for Tips for Charity
Recipients CATCH and Boise Bicycle Project



**DOWN
TOWN
PLAYS**

*New Activation Starting in
August 2022!*

9 POP-UPS

Adding Multi-Generational Play and Fun to
Downtown Boise Events and Promotions



**STATE OF
DOWNTOWN**

Almost **400**

Downtowners Celebrated the
Heart of Our City at Boise Centre Over Breakfast Where
We Focused on Stories of Retail and
Services in Downtown



**DOWNTOWN
BOISE'S 2022
COOLEY AWARD
WINNER, DAN
BALLUFF**

Each year DBA recognizes a
member of our community for their
dedication and contributions to Downtown Boise. We
congratulate our 2022 Award recipient Dan Balluff, well
known from City Peanut Shop in Downtown Boise. Thank
you Dan for all you've down for the heart of our city –
Congratulations!



BRONCO GAMEDAY SHUTTLE



10,250 RIDERS

On the Shuttle Enjoying the Free Game to Downtown Connection Including the Potato Bowl
Go Broncos!



Small Business Saturday Brought Thousands of Shoppers Into Downtown With
41 PARTICIPATING BUSINESSES

SMALL BUSINESS SATURDAY

TASTE OF DOWNTOWN BOISE



49,000
WEBPAGE
VIEWS

75 TOTAL MENUS
46 PARTICIPATING BUSINESSES
50% INCREASE FROM 2021

UP 12%

Through feedback gathered from our food and beverage community and promotion patrons, Dine Out was transitioned into the new Taste of Downtown in 2022 encompassing beverage and experience offerings as well as restaurants.

CITY SANTA Visited with Treasure Valley Families in a Warm, Holiday Themed Setup

Over 650 family members Visited the Jolly Elf While Raising Money for Women's and Children's Alliance.



CITY SANTA

36 PARTICIPATING BUSINESSES

Public Voting Named
CACTUS BAR
AS THE 2022 WINNER

WINTER WINDOWS



300 Volunteers
Over the Year Giving Around
800 Volunteer Hours

Plus a fantastic set of interns

VOLUNTEERS



HOLIDAY TREE LIGHTING

Over **4,000 Attendees** Held Lit Candle Cups to Celebrate the Official Kickoff of the Holiday Season

THANK YOU to everyone who supports Downtown Boise throughout the year!

Over **5,000 Gift Tags** Supporting the Families of Women's and Children's Alliance Decorated the Holiday Tree Fencing





8,500

Hours Downtown Maintenance Team Worked

5

DMT Staff Members

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



26

Banner Partnerships

6

DBA Campaigns

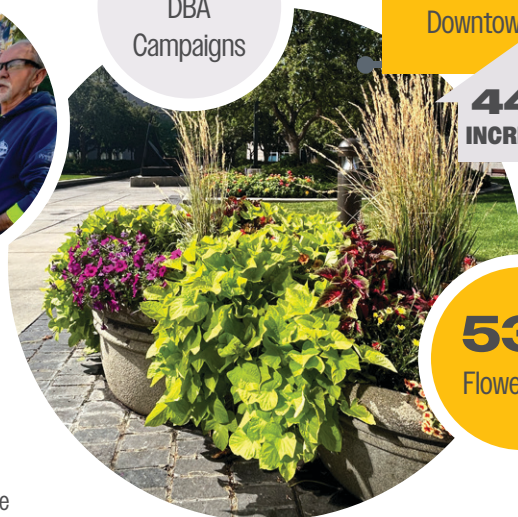
1,846

Banners Hung Decorating Downtown

44% INCREASE

534

Flower Pots



90

Downtown Walk Score

+1 POINT!

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 *'a walker's paradise; daily errands do not require a car.'*



99

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.'*



15 Events

Downtown Stage Rented

DBA manages a City-owned trailer stage that can be rented for use in the Downtown Planning Area. This stage adds to the vibrancy of our downtown as an affordable asset utilizable to boost events.

346

Streetlights Wrapped with Lights

13

Intersections with Holiday Lights

Downtown Made Extra Festive with All New, LED Lit Wreaths

45

Holiday Wreaths



HOLIDAY TREE

40 Feet Tall
4,000 lb. Tree
5,000 Lights



Extended the Holiday Lights Through January, Adding an Extra Month of Warm and Bright



DOWNTOWN BOISE ASSOCIATION BOARD OF DIRECTORS

2022-23 BOARD OFFICERS

President: Sophie Sestero, *Treasure Valley Family YMCA*

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

President-Elect: Moya Shatz Dolsby, *Idaho Wine Commission*

Past President: Wes Jost, *Zions Bank*

2022-23 BOARD DIRECTORS

RETAIL/SERVICE SECTOR

Molly Leadbetter, *Meriwether Cider*

Kelsey Miller, *SHIFT boutique / KEYSTONE station*

Lana Roth, *BANANA Ink / Compass Goods*

RESTAURANT/LODGING/ENTERTAINMENT SECTOR

Tara Eiguren, *The Basque Market*

Remi McManus, *KIN*

Daniel Rockrohr, *Cactus Bar*

Eric Trapp, *Idaho Steelheads*

PROFESSIONAL SERVICE SECTOR

Pat Moloney, *TMN Events*

Lisa Tschampl, *Boise Cascade*

Zach Zollinger, *Perkins Coie LLP*

PROPERTY OWNER/DEVELOPMENT SECTOR

Chris Dwyer, *Cushing Terrell*

Rocci Johnson, *Humpin' Hannah's*

Josh Jordan, *J.R. Simplot Company*

Jay Story, *Story Commercial*

EX OFFICIO DIRECTORS

Roger Brown, *Boise State University*

John Brunelle, *Capital City Development Corporation*

Bill Connors, *Boise Metro Chamber*

Katie Gaston, *Boise Young Professionals*

Patrick Rice, *Greater Boise Auditorium District*

ADVISORY MEMBERS

Marcia Gronsdahl, *St. Luke's Health System*

Ken Howell, *Hawley Troxell*

Sean Keithly, *City of Boise Mayor's Office*

Miranda Gold, *Ada County Highway District*

Officer Ed Moreno, *Boise Police Department*

Holli Woodings, *Boise City Council*

DOWNTOWN BOISE FOUNDATION BOARD OF DIRECTORS, 2022-2023

President: Jenn Hensley, *Downtown Boise Association*

Vice President: Sophie Sestero, *Treasure Valley Family YMCA*

Secretary/Treasurer: Dean Bennett, *Holland & Hart*

Michael Carr, *Perkins Coie*

John Michael Schert, *JMS and Company*

STAY CONNECTED

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208.472.5250

DOWNTOWNBOISE.ORG

