

**17%** Downtown  
Employment  
Growth Since 2007

**24,300+**

Higher Education  
Students in  
Downtown Boise

**283**

Acres Parks in  
Downtown Boise

**2016-17**



**16**

Craft Brew Pubs  
Downtown

## STATE OF DOWNTOWN BOISE

**33%** Of All  
Leasable  
Office Space in the  
City is Downtown –  
**6,618,614 Square Feet**

**\$22.6  
MILLION**

Estimated Economic  
Impact from 270  
Events Hosted by  
Boise Centre 2016



**4<sup>th</sup>** US City for  
Biking to Work



**13**

Weeks for Alive After  
Five at the Grove  
Plaza for 2017



**\$1.3 BILLION**

Value of public, private investment downtown  
both completed and planned 2015-2020



A supplement of the  
Idaho Business Review



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State of Downtown is a supplement to the

## IDAHO BUSINESS REVIEW

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# STATE OF DOWNTOWN BOISE



**Lynn Hightower**, Executive Director



**Dean Bennett**, President, Board of Directors

It's a feeling. It's seeing shops and menus featuring Idaho products. It's sipping a craft beer or coffee surrounded by others captivated by a place that invites and inspires. It's a feeling you only get in Downtown Boise.

The Downtown Boise Association is honored to be a partner in what keeps Downtown a special place people want to be: welcoming, clean, colorful, safe yet bustling, and buzzing with the energy of opportunity and innovation. It was the mid-'80s when a group of Downtown merchants realized they could do more together. They coordinated sidewalk planters, holiday lights and promotions. They started a little mid-week party called Alive After Five, hoping people would stay or come Downtown to enjoy live music and visit shops and restaurants.

30 years ago, those efforts became the Downtown Boise Association. We remain dedicated to keeping planters colorful, trash collected, and holiday lights sparking. We creatively promote the Downtown we love. With our City Center surrounded by foothills, parks and greenbelt, Downtown Boise has indeed become a rare and special gem of a place, beckoning both natives and newcomers.

Yet, the value of Downtown Boise is even greater than the sum of its parts. Downtown Boise is an economic driver fueling a fast-growing regional economy supplying jobs and both public and private investment. The density, mix of uses and vibrant streets create an energy attractive to the most talented workers. It also creates a mighty tax base that supports commerce and neighborhood services throughout the region. While any healthy, successful city will develop multiple growth centers, the economic activity occurring in Downtown Boise radiates prosperity and shares its success like few others.

What can you do? Read through this report. Learn how our educators are working with businesses Downtown to supply trained employees who earn competitive salaries. Look around and notice how more Downtown residents and conference attendees are energizing a largely local retail and restaurant scene. Understand why the need for additional transportation options is more important than ever in connecting employees and customers to keep this vital economic engine churning.

At the Downtown Boise Association, we're dedicated to continuing our role in keeping this amazing environment a place people want to be for the next 30 years, to welcoming the next wave of visitors, and to providing opportunity for the next generation of Idahoans. Thank you for your support.

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## STATE OF DOWNTOWN BOISE

THE DOWNTOWN BOISE ASSOCIATION IS GRATEFUL TO THE FOLLOW FOR PROVIDING INFORMATION KEY TO PRODUCING THIS REPORT:

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BOISE AIRPORT

BOISE CENTRE

BOISE GREENBIKE

BOISE METRO CHAMBER OF COMMERCE

BOISE STATE UNIVERSITY

CAPITAL CITY DEVELOPMENT CORPORATION

CONCORDIA SCHOOL OF LAW

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Office of the  
Mayor



## *A Note From Mayor Dave Bieter*

### **DOWNTOWN BOISE IS READY TO CLAIM GREATNESS**



Downtown Boise has never been in a better position to claim greatness. Decades of hard work have produced a thriving, vibrant urban center that has people clamoring to invest in its potential and enjoy the benefits of that success.

At the City of Boise, our focus for Downtown's future continues to rest on enhancing opportunities for innovation, transportation and celebration.

We are constantly searching for innovative ways to boost Downtown's impact and resiliency. For example, our work on expanding and modernizing the main library, which already averages about 4,000 visits a day, will turn that facility into an even more robust hub for learning, information gathering, culture, arts and community engagement.

Transportation in Downtown continues to evolve with the recent completion of an alternatives analysis for a possible downtown circulator, an essential part of creating a modern, urban transportation network. Creating real transportation choices is perhaps the most important and the most difficult of our priorities, but it is essential to minimize the burden of travel through investments that support cars, bikes, pedestrians and public transit.

Recent news has also highlighted how celebration – things that make our downtown a great place to spend time – could soon get a major boost with a new downtown multipurpose stadium. This new facility could be a home for youth, high school, college and professional soccer, baseball and other sports, as well as a wide variety of other events like concerts and city recreation programming.

It's a very exciting time and I'm sure this year's State of Downtown will give you a full sense of just how exciting things could become. Congratulations to the Downtown Boise Association for another great program.

## *Letter from John Brunelle*

### **EXECUTIVE DIRECTOR, CAPITAL CITY DEVELOPMENT CORPORATION**



In 2016, CCDC continued its work to make a meaningful, permanent, and positive impact on our community. The Agency's projects and partnerships have advanced the steady and impressive redevelopment and economic growth in our districts, and in this past year we saw much of the agency's work come to fruition in downtown. The year was marked with celebration, with many ground breakings, document signings, ribbon cuttings, and grand opening events.

Our team of motivated professionals worked with developers, investors, builders, and other public agencies to move these projects from concept to reality. These outstanding relationships advanced our planning goals and enriched Boise's economy. In the past 42 months, CCDC catalyzed over \$575 million in private investment with public participation of approximately \$27 million.

With the completion of the past comes the promise of development and completion in the months ahead, which will include the rededication of The Grove Plaza, the completion of the Broad Street improvement project, and more partnerships with private developers working to make public improvements. During this period of rapid, sustained growth we remain relentless in our effort help our community thrive by building a more diverse, accessible, and bodacious Boise.

# Boise has recently been recognized as...

## **Satellite Cities Poised to Thrive in 2017**

Kiplingers | March 2017

## **Best Capitol Cities to Live In**

WalletHub | February 2017

## **Best Places to Live**

U.S. News & World Report | February 2017

## **Popular U.S. Growth Cities**

U-Haul | February 2017

## **Top 25 Best Performing Cities – Where America's Jobs are Created and Sustained**

Milken Institute | December 2016

## **Best Midsize Real Estate Market**

WalletHub | August 2016

## **Top 10 City for Active Families**

Outside Magazine | July 2016

## **Best City for Recreation**

WalletHub | July 2016

## **#5 Best Drivers in Country**

Allstate | July 2016

## **#1 State with Fastest Job Growth in 2016**

Kiplinger | June 2016

## **#1 Lowest Cost Metro in Pacific U.S.**

KPMG Competitive Alternatives | April 2016

## **Top 10 Best Air Quality**

Realtor.com | April 2016

## **Top 20 America's Fastest Growing Cities**

Forbes | March 2016

## **Top 10 Best Places to Live 2016 – "The Revamped Rocky Mountain City"**

Men's Journal | March 2016

## **#6 Best Downtown**

Livability | March 2016

## **#3 Best City for Job Seekers**

Business Insider | March 2016

## **Hot Cities for Cool Downtown Meetings**

Smart Meetings | February 2016



*Photo courtesy Joshua Roper Photography*



# Boise Metro

Metro Population: 691,423

Boise City: 218,280

Boise estimated median household income in 2015: \$55,309

- up 19% since 2005
- ID: \$48,275

Unemployment rate: Boise 3.2%, Boise Metro 3.7%, Idaho 3.6%

Population with bachelor's degree or higher: Boise City 37.5%, Boise Metro 29%, Idaho 25%

In-Migration (2012-2016): 3.96%

Cost of living: 92% of national average

Cost of housing: 86% of national average

Avg commute time: 18 minutes

Avg yearly job growth (2014-2016): 2.6%

For more: [bvep.org](http://bvep.org), [compassidaho.org](http://compassidaho.org)

*Photo courtesy Joshua Roper Photography*

**More patents are generated per capita in the Boise Metro than any other region in the country**

## Boundaries

Greater Downtown Boise refers to the Downtown Boise Planning Area designated in the City of Boise's Blueprint Boise Comprehensive Plan. The Downtown Boise Business Improvement District is sanctioned by the city and funded by private commercial property owners. The 60 block BID is managed by the Downtown Boise Association to enhance economic activity by providing a clean, safe and vibrant downtown environment for workers, residents and visitors. The data presented in this report is provided by many sources and covers activity within the greater downtown area and the BID.



— BID Area  
— Downtown Boise Planning Area  
■ Parks





# The New Recipe for Economic Development

Creating a Place People Want to Be...  
Downtown Boise

In both value and vitality, Downtown Boise is booming. The value of development recently completed, ongoing, and planned tops the billion dollar mark. Streets and sidewalks buzz with energy as people move between offices and restaurants, apartments and services, shops and special events. In 2016, Boise again received national recognition as one of America's best places to live with a fast-growing economy. Boise ranks high from air quality to outdoor recreation, to job growth. Even Boise drivers are acclaimed as among the best in the country.

As Boise's amenities and opportunities continue to draw attention, the economic engine driving the success is beginning to receive well-deserved recognition—Downtown Boise.

City leaders, planners and builders are seeing the payoff, literally, of a deliberate and focused, interestingly unique economic strategy. It's a strategy that builds community in addition to buildings—a strategy often referred to as 'placemaking'.

Smart Growth America shined yet another spotlight on Downtown Boise in its June, 2016 report *Amazing Place – Six Cities Using the New Recipe for Economic Development*. The report featured Boise as an example of success in building the economy by building places, purposely and deliberately built places people and businesses choose to be.

Many companies of all types are increasingly making the decision to start, expand or relocate in downtowns. Companies need a talented pool of employees, and today those employees want to work in safe, vibrant neighborhoods with affordable housing, restaurants, nightlife and services within walking distance. Downtowns afford greater opportunities for creative

collaborations and better access to business partners and customers. The 2016 Smart Growth America report showcases Boise's efforts to build a unique and friendly sense of community as a way to build a bright economic future.

Despite the name of the Smart Growth report, in Boise this strategy isn't actually new. The report cites Boise's efforts dating back to the 1980s to re-envision and rebuild the heart of the city. In 1985, the Boise Redevelopment Agency was renamed the Capital City Development Corporation (CCDC) and given a new plan, a new method of financing, and a new approach to urban redevelopment. In 1987, as CCDC began construction of the Grove Plaza, a new public space south of 8th and Main Streets, the city and a dedicated group of downtown business people created the downtown Business Improvement District, to be managed by the Downtown Boise Association, to enhance the safety, cleanliness, image and vitality of downtown.

Jumping ahead 30 years, Boise is benefitting from a 2016 Transportation Action Plan, a 2016 Downtown Parks and Public Spaces Plan, a 2016 City of Boise Cultural Master Plan, and CCDC's 5-Year Capital Improvement Plan 2017-2021. In those plans, city

Smart growth strategies like zoning changes, incentives for infill development, policies to make a range of housing available, street improvements, investments in transit, support for public parks and gathering spaces, and creative reuse of historic buildings are among the new, innovative ways cities are creating places where people and companies want to be

Today, Boise leaders are making a concerted effort to focus new development downtown by improving its centers, seeking walkability, prioritizing infill and mixed use, and creating housing. Their explicit intention was to create a city that attracts talented workers from across the country looking for world-class jobs and a balanced lifestyle with easy access to the region's outdoor amenities.

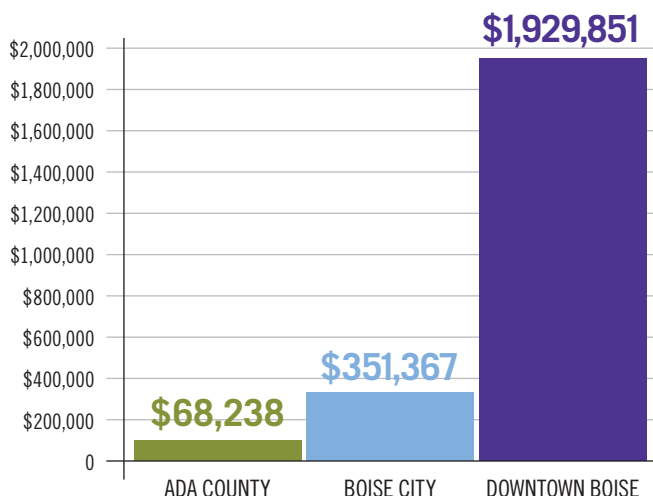
Smart Growth America; *Amazing Place – Six Cities Using the New Recipe for Economic Development*, June, 2016

leaders presented to the community and developers the designs and attributes intended for designated downtown districts, including: Central/LIV, Cultural, Old Boise/Eastside, River Street, Central Business, Westside, West End, Near North End, Gateway, Lusk and Boise State University.

Agencies, like the Boise Metro Chamber of Commerce and the Boise Valley Economic Partnership turn the plans into reality by attracting new business. Boise Convention and Visitors Bureau and Boise Centre attract meeting guests who bring their suitcases and pocketbooks. Once here, the Downtown Boise Association makes downtown a great *place* to bring visitors, impress clients, build business and celebrate community. Together, it is indeed a recipe for economic development that radiates throughout Idaho.

This State of Downtown Boise 2016-17 report is a start at capturing the vital statistics that prove the value of the economic activity occurring in Downtown Boise. Through property taxes to housing, Downtown Boise shares its prosperity with neighborhoods throughout the region. Downtown also shares its heart. The people who work in downtown shops and restaurants, and those whose talents entertain and add beauty to downtown humbly request your support. Please use the information presented here to increase your awareness of the value and importance of the Downtown Boise economy, and support those who make it happen.

## Assessed Value Per Acre 2016



# Downtown Boise Key Economic Indicators

	2016	5 year % change
Employment*	37,363	up 17% ↑
Hotel RevPAR	\$91.47	up 42% ↑
Hotel Occupancy	73.3%	up 6.5% ↑
Hotel Average Daily Room Rate	\$124.75	up 33.12% ↑
Office Vacancy Rate	8.33%	up 18% ↑
Office Lease Rate	\$17.85	up 24% ↑
Retail Vacancy Rate	4.91%	down 50% ↓
Retail Lease Rate	\$15.45	up 22% ↑
Condominium Homes Sold	46	down 2% ↓
Average Price SF Condos Sold	\$335	up 29% ↑

*\*Employment figures are 2010-2014, US Census Bureau, 2016, OnTheMap App*

Downtown Boise has experienced five years of expansion and growth, with a number of large development projects recently completed and in progress. In the last two years, five new hotels have been built, begun construction, or are planned. RevPAR, a calculation of revenue per available rooms, is up 42% since 2012. Since 2014, two new office towers have opened, along with more convention and meeting space downtown.

Boise's strategy has been to build a safe, clean, vibrant downtown that is very livable. The "City of Trees" has tree-lined downtown streets, is walkable, bikeable, and is close to parks, a river greenbelt pathway, and nearly 200 miles of foothills trails. Downtown is only four miles and less than a 15-minute drive from the Boise airport.

Idaho's Capital City has a downtown workforce that is the most intense employment hub in the state and continues to show growth, notably in the energetic 8th Street Tech Corridor. Downtown retail adds to the area's vitality with numerous unique, locally-owned restaurants and services.

Boise has a strong housing market, fueled by a strong economy, job growth, a growing university, and in-migration. Housing starts are high, and home prices and rents are increasing yet still very affordable compared to other cities. Recent growth has included more downtown housing, including condominium projects which sold quickly in 2016.

Given Boise's strong economy and livability, Downtown Boise will continue to attract investment, business, and tourism.



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# Boise **BUILDS**

## Fast Facts

**\$1.3 Billion** Value of Public, Private Investment Downtown Both Completed and Planned (2015-20)

**61%** Value of All Commercial Development Permits in the City (2012-16) are Downtown

**\$111.5 Million** Hotel Construction Current and Planned

**\$151.9 Million** Projects Completed 2016

*"We saw several needs to build, not just business, but the community, and what better place to do that than 8th and Main."*

— David Wali, Executive Vice President, Gardner Company

## City Center Plaza

### Development with a Vision

The Executive Vice President of Gardner Company, David Wali, saw a parking lot outside the US Bank tower at 8th and Main Streets and imagined more. Gardner Company CEO, Tommy Ahlquist envisioned helping meet downtown transportation needs with an underground transit center. Wali and Ahlquist knew of Boise State's desire to bring high tech education to the city's growing downtown high tech corridor. Demand was growing for more convention center space.

Opened in late 2016, City Center Plaza brings together Gardner Company, the Capital City Development Corporation, the Greater Boise Auditorium District, Valley Regional Transit, Boise State University, Clearwater Analytics, and the City of Boise. CCP co-locates BSU Computer Science students with a major downtown tech company. Main Street Station shuttles some 2,000 people daily. Boise Center East is already bringing more visitors and a greater infusion of visitor dollars.

"This is one of the greatest, most livable cities on Earth," said Wali. "City Center Plaza is now an important part of that. It brings a smile to my face every day I walk through it."



# Downtown Boise's Billion Dollar Boom

Valuation of Downtown Projects Completed, in Construction, Planned and Conceptual 2015-'20



Office/Retail . . . . .	\$322,374,000	Boise City Projects . . .	\$71,400,000
Residential . . . . .	\$131,400,000	Boise State University ..	\$146,500,000
CCDC Projects . . . . .	\$62,315,000	Healthcare . . . . .	\$406,000,000
Hotel . . . . .	\$110,580,000	Public/Other . . . . .	\$80,000,000

= \$1,330,419,000

Source: Boise PDS

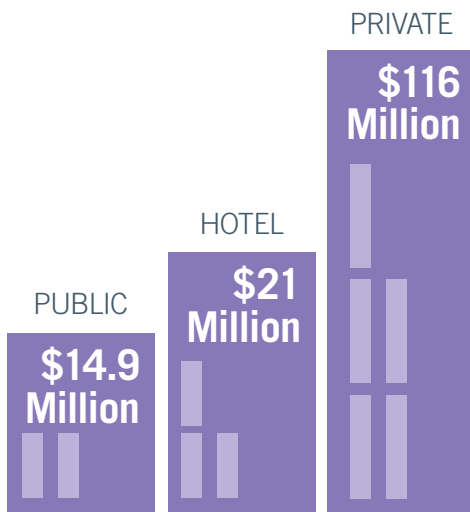


>60% The value of commercial development permits in the downtown planning area from 2012 to 2016 compared to all commercial development permits in the city during the same time

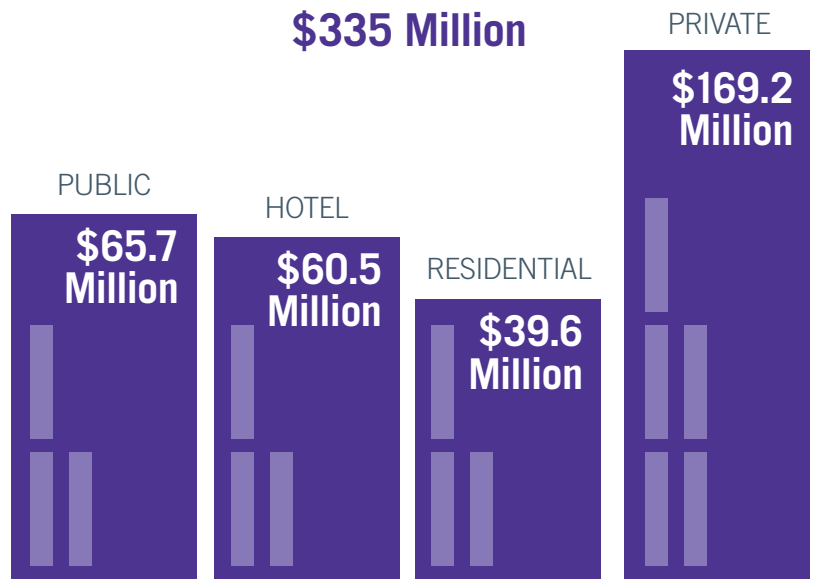
CITYWIDE ..... \$463,261,077

DOWNTOWN ..... \$283,023,559

## PROJECTS COMPLETED 2016 \$151.9 Million



## PROJECTS SCHEDULED FOR COMPLETION 2017 \$335 Million





## Projects Scheduled for Completion 2017\*

### J.R. Simplot Company, JUMP Inspire Investment, Create Connections in Downtown Boise

The J.R. Simplot Company has begun moving some 700 employees to its new Downtown Boise world headquarters. Simplot has been located Downtown for more than 40 years, but the new building consolidates operations, employees and meets the company's needs for a modern, collaborative work environment.

Company President and CEO Bill Whitacre told the Boise Valley Economic Partnership, "We could be based in a lot of different locations in the United States. But we don't need to be. We can position our company in a location because it works for our families, it works for our shareholders, it works for our communities."

The J. R. Simplot Company is one of the largest vertically integrated agribusiness companies in the world, employing more than 10,000 people worldwide. One-third of Simplot employees live in the Boise Valley.

The new complex includes the main 9-story building and an adjacent 5-story annex that combine for approximately 364,000 square feet. The new headquarters shares a campus with JUMP, short for Jack's Urban Meeting Place. Built by the J.R. Simplot Family Foundation, JUMP "creates an environment for inspiring human potential."

The J.R. Simplot Company Headquarters and JUMP are dramatically changing the face of Downtown Boise and will inspire new investment and build community for many years to come.

**SPRING** Boise Centre Expansion

Simplot World Headquarters

**LATE SPRING** Grove Plaza

**SUMMER** The Afton Condominiums

Broad Street Improvements

The Fowler Apartment Living

Hyatt Place

Downtown Boise Marriott

Athlos Academy

Watercooler Apartment Living

**FALL** Boise City Hall Plaza

BSU Honors College & Housing

**WINTER** Pioneer Crossing Office/Retail

Hilton Garden Inn

**2018** Idaho Historical Museum

*\*subject to change*



*Photo courtesy McCullough Photography*



# Boise WORKS



*Photo courtesy Joshua Roper Photography*

*“A brief glance at our skyline confirms that Downtown Boise is experiencing nothing short of a complete renaissance. The exciting office, retail, hospitality and residential projects that have been on the horizon are now our reality. The next 10 years and beyond are full of promise. It’s a great time to be a Boise resident!”*

– Peter Oliver  
SIOR, CCIM  
Thornton Oliver Keller

## Tech Company Cradlepoint Growing Again

Downtown Boise-based Cradlepoint is already the global leader in cloud-based network solutions for connecting people, places, and things over wired and wireless broadband.

In 2016, the company consolidated, moving 350 of its employees into the Boise Plaza building at 11th and Jefferson Streets. In March 2017, Cradlepoint’s CEO announced \$89 million in new venture-capital investment, telling the *Idaho Statesman* the infusion means more hiring of up to 100 new workers to fuel new growth, and adding to the company’s reported Boise payroll of approximately \$50 million per year.

**Boise wages & number of jobs are growing faster than the national economy; one-year wage growth 1.9% short-term job growth 2.1% respectively.**

**“Technology companies make up a large portion of job and wage growth, but there is a diverse local economy that includes food manufacturing and health care.”**

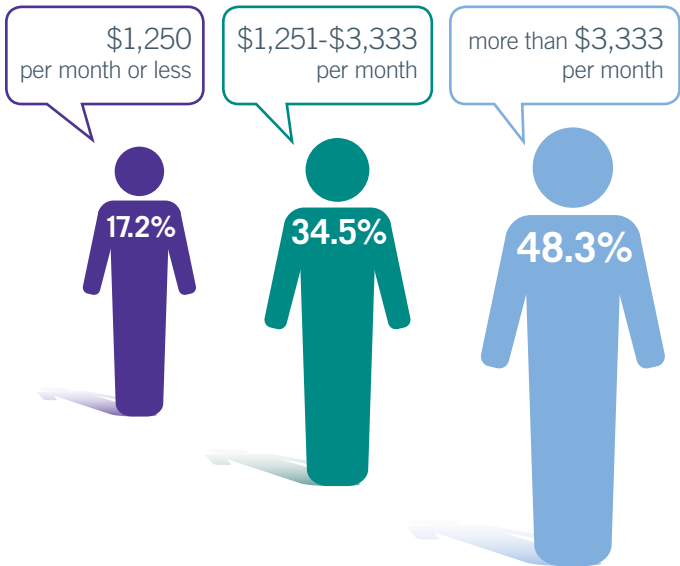
– 2016 Best Performing Cities Report 2016  
best-cities.org





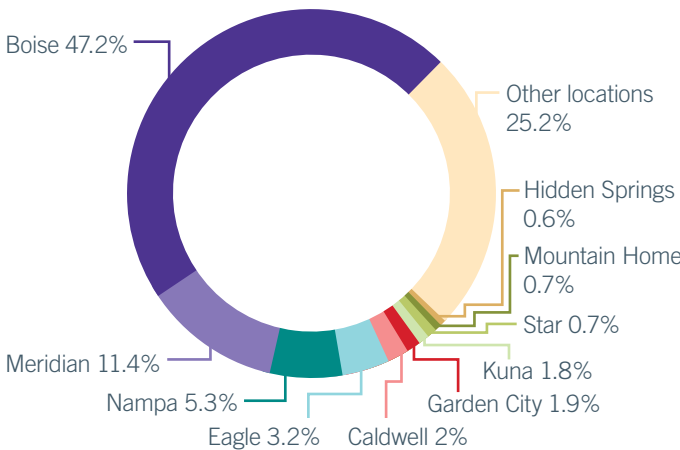
# Employment

## Downtown Boise Jobs Pay



48.3% of all jobs in the metro paying more than \$19/hr are in Downtown Boise

## Where Downtown Workers Live



**Downtown Workers Bring Talent & Education**

**>30%**

Downtown jobs that require some college

# Fast Facts

6,618,614	Leasable S.F. Office Space
91.7%	Downtown Office Occupancy
\$17.85	Downtown Office Average Lease Rate
37,363	Number of Employees
13.1%	Of All Jobs in the Metro are Downtown Boise

## Downtown’s Largest Employers:

- Boise State University
- State of Idaho
- IDACORP/Idaho Power
- St. Luke’s Boise Medical Center
- City of Boise
- Boise Cascade Co/Boise Inc
- J.R. Simplot Co/National Seed
- Ada County
- YMCA
- ConAgra Food Lamb Weston

*courtesy City of Boise*

## Downtown Workers Age Diversity



# Boise WORKS

## High Impact Office Transactions

Four of the five most notable office transactions in the Boise Valley occurred in Downtown Boise in 2016:

- Simplot to occupy 351,000 SF of their newly constructed 364,000 SF headquarters at 9th & Front Streets.
- Clearwater Analytics consolidated operations and leased 103,000 SF at City Center Plaza, 8th & Main Streets.
- Boise State University moved their Computer Science program downtown, leasing 53,000 SF at City Center Plaza.
- The Greater Boise Auditorium District occupied 23,600 SF in City Center Plaza.

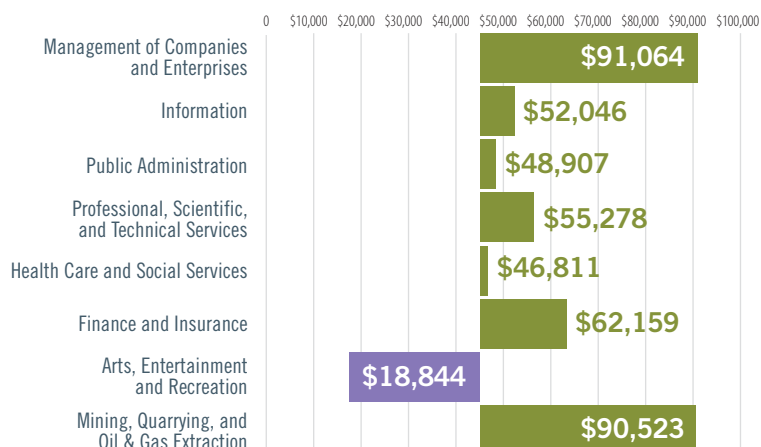
Source: TOK Market Watch

Photo courtesy Joshua Roper Photography

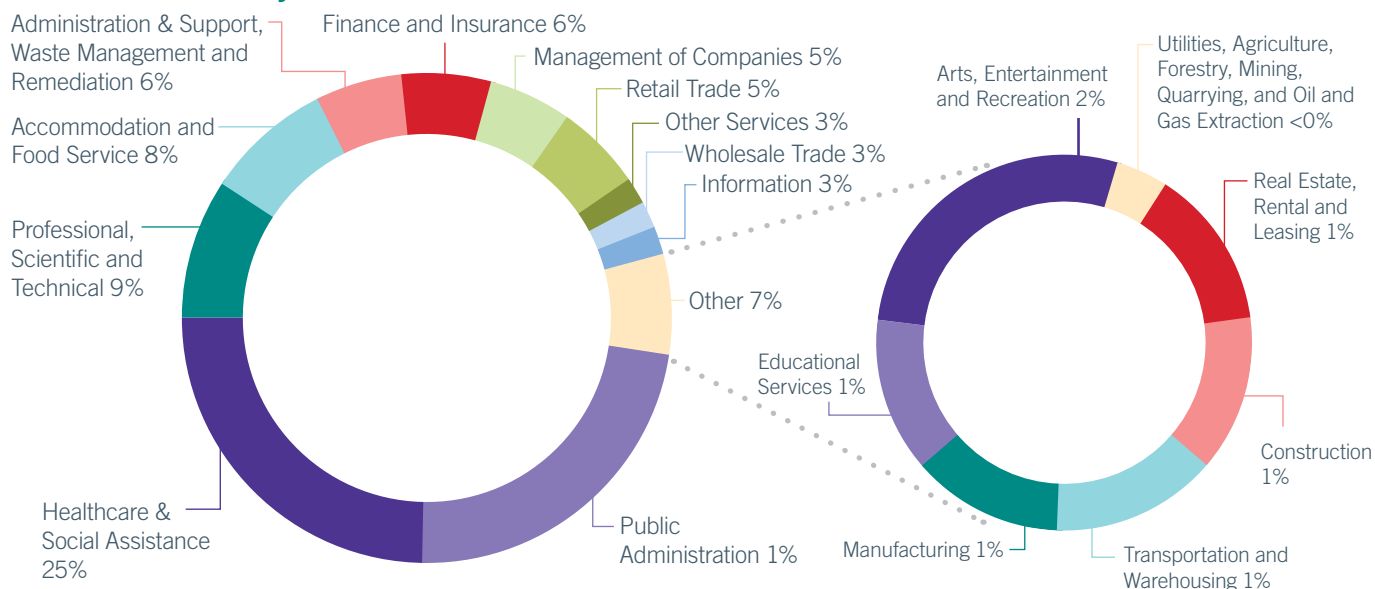
*"Downtown Boise accounted for >60% of the entire office market's net absorption."*

– TOK Market Watch

## Wages by Downtown Concentration



## Downtown Jobs by Sector





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# Boise LIVES



## Fast Facts

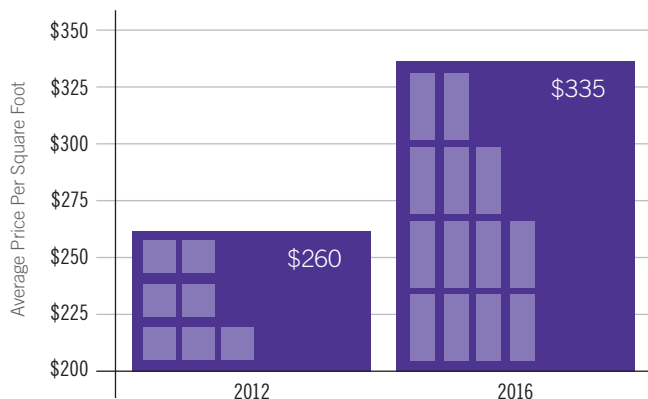
- 57% Downtown Residents Under Age 35
- 38% Housing Units Within 800 ft of a Park
- 99% Apartment Occupancy Rate
- 48% Downtown Apartment Units Built Since 2000
- \$335 Average Condo Sales Price Per Square Foot
- 20% Increase in the Number of People Living Downtown Since 2000

Photo courtesy Otto Kitsinger Photography

*"The efforts of those that have renovated or built infill properties have been well rewarded. The vibrancy that they have contributed appeals to an exciting, diverse community and has clearly increased demand for a residence in Downtown Boise".*

– Bryant Forrester, Residential Real Estate, Urban Concepts / Keller Williams Realty Boise

## Value of Annual Downtown Condo Sales



## Number of Condo Sales 2016

### CITYWIDE

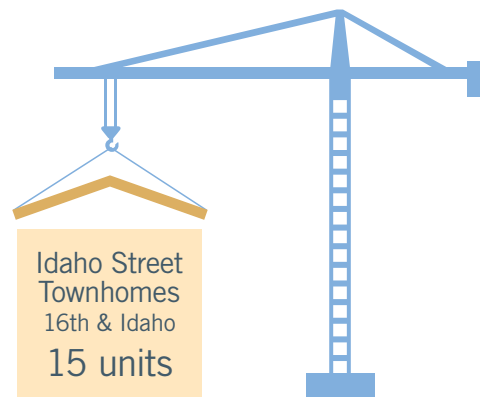
### DOWNTOWN

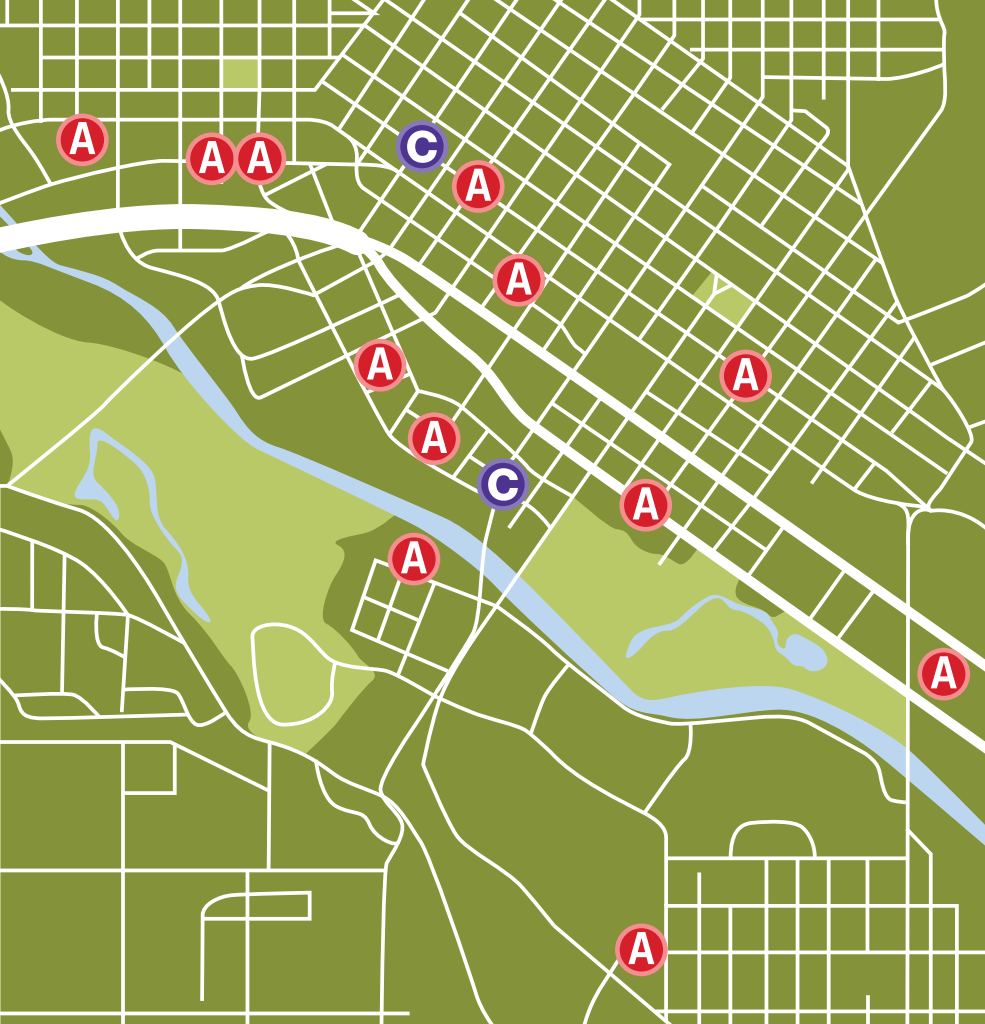
46 @  
\$335/sq ft

150 @  
\$144/sq ft

30% of all Condo Sales  
in Boise Were Downtown

## Condos In The Pipeline





**A** Apartments

**C** Condominiums

*\*Outside but adjacent to  
downtown planning area*

## Downtown Apartments 2016

Apartment Occupancy

Downtown. . . . . 99%

Citywide . . . . . 96.8%

- The Fowler: 5th & Myrtle St
- Watercooler: 14th & Idaho St
- New Path: 24th & Fairview Ave
- Adare: 23rd & Fairview Ave
- The Gibson: 5th & Idaho St
- Ash St
- Beacon/Boise/Oakland Ave
- 951 Front\*
- The Owyhee: 11th & Main St
- Afton: 9th & River
- Idaho St Townhomes
- Whitewater\*
- River Edge: 1004 Royal
- River Plaza: 1249 Grand

## 1,313 Units

Completed since 2014, under  
construction or planned

## Downtown Population

3.6% City's Population Living  
Downtown

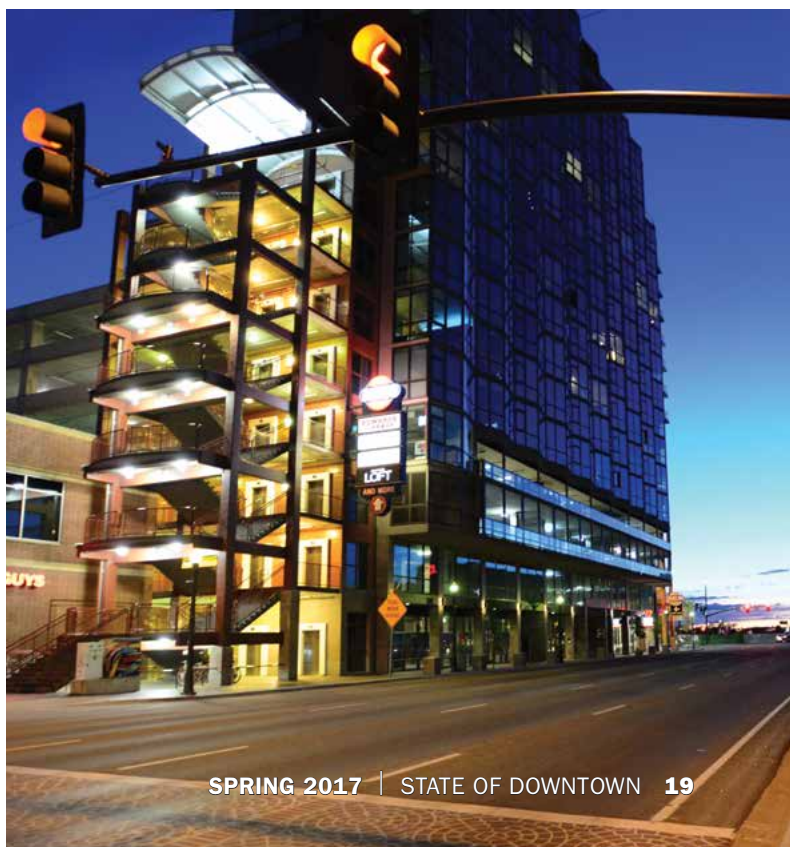
8,000 Residents

1.3% Downtown Residents  
Making Up City's  
Workforce

1:11 Ratio of Residents to  
Employees Downtown

10,017 People Per 1 Mile Radius

*Photo courtesy of Concordia University School of Law*



# Boise LEARNS



# Fast Facts

- 765 Students at BSU's Computer Science Dept., 8th & Main St
- 4 Downtown Programs and Institutions Offering Coding Classes
- 27,334 Students Pre-School Through Law School Attending Downtown Campuses
- 210 Full-time Law Students

Photo courtesy of Concordia University School of Law

*"There's a really high concentration of software companies in the downtown area. So by moving the computer science department downtown, you're moving this source of talent downtown with all these other businesses and innovators that really helps the Boise economy and stimulates business and innovation."*

– Dr. Tim Andersen, Chair,  
Computer Science Department,  
Boise State University

## Educational Institutions and Enrollment 2016-17

	Overall	Downtown campus*
Boise State University . . . . .	23,886 . . .	23,886
BSU Computer Science Dept, City Center Plaza . . . . .	765	
University of Idaho . . . . .	11,780 . . . . .	340
Concordia School of Law . . . . .	150 . . . . .	150
Boise High School . . . . .	1,480 . . .	1,480
St Joseph's School . . . . .	333 . . . . .	333
K-8th grade		
Foothills School of Arts & Sciences . . . . .	150 . . . . .	150
Pre-school thru 8th grade		
One Stone <sup>1</sup> . . . . .	230 . . . . .	230

*\*Boise State University lies within the Greater Downtown Planning Area*  
*<sup>1</sup>One Stone is a student-led nonprofit leadership experience program. In November, 2016, One Stone celebrated their new headquarters on West Miller Street.*



## Downtown Workers Bring Talent & Education

41%  
Of all jobs in the Boise Metro that require at least some college are downtown





*"Concordia Law is proud to be located at the corner of 5th & Front Streets in the heart of downtown Boise and its legal corridor. It's the perfect location from which to live out the university's community-focused mission of preparing law graduates, while providing them access to mentors, internships, externships and pro bono legal service opportunities assisting underrepresented members of our community."*

– Elena Langan, Dean,  
Concordia University School of Law



*Photo courtesy of Concordia University School of Law*

Feb, 2017: The Idaho State Board of Education approves the opening of a first-year law program in Boise for the University of Idaho College of Law. Pending final American Bar Association approval, a first-year law program will be available in both the Moscow and Boise locations beginning the fall semester, 2017.



*Photo courtesy of Concordia University School of Law*

## Coding Class

Offered At:

Boise Codeworks School /  
Trailhead satellite. . . . . 404 S 8th St

Boise Public Library . . . . . 715 S Capitol Blvd

Boise State University,  
Computer Science Dept,  
Clearwater Building. . . . . 777 W Main St

Trailhead. . . . . 500 S 8th St





# Boise DINES & SHOPS

## Fast Facts

974,271	Square Feet of Retail Space
192	Number of Retail and Service Establishments*
102	Number of Restaurants*
16	Number of Tea and Coffee Houses*
81%	Retail, Restaurants, Services Locally Owned*

*\*in the Business Improvement District. Source: DBA*



*"We Boiseans LOVE our downtown and everything in it. There is something to be said for local downtown love that most big cities don't have. We love our local businesses and just wanted to be a part of that cool-kids club that is so much of downtown."*

– Ally Ryan, Snake River Tea Co

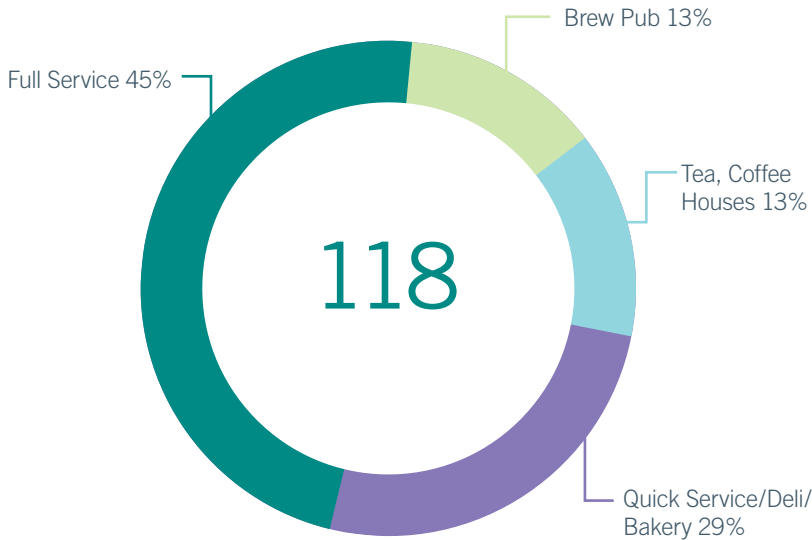
**"Downtown Boise had its strongest annual absorption since 2012."**

– Thornton Oliver Keller Market Watch 2016

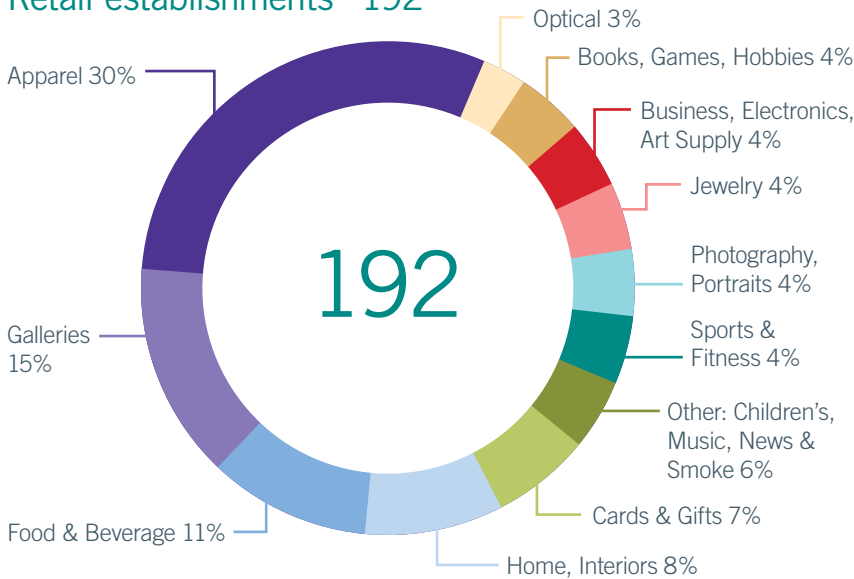




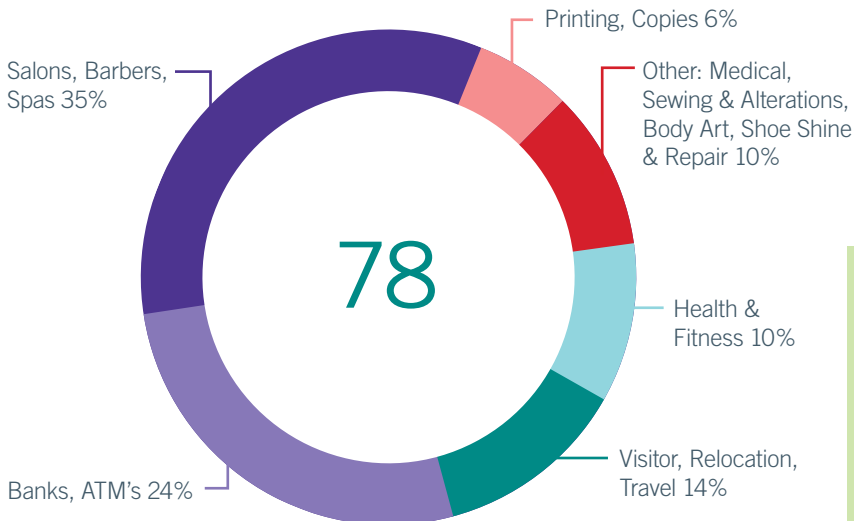
## Dining establishments\* 118



## Retail establishments\* 192



## Street-level Services\*



\*in the Business Improvement District. Source: DBA



*"Boise is authentic, it is a lifestyle, it is vibrant and innovative and those are things we aim to represent."*

– Dan Balluff, City Peanut Shop,  
2016/17 Downtown Boise Association  
Board President



Photo courtesy Joshua Roper Photography

# Zeppole Bakery

## A downtown family business since 2006

"When my parents purchased Zeppole in 2006, we already had a store downtown. Coincidentally, it was one of my favorite lunch spots as a Boise High student. I would have never imagined being involved with the business on the other side later on in life. We love being in Downtown Boise. It has such a wonderful community. It really feels like a family here."

Ian Alpers says it was his father who has helped Ian build business and support community from their bakery on North 8th Street.

"My father, Charles Alpers, has always been the best role model and mentor that I could ever hope for. His attention to detail, humble disposition and focus on quality, from products to customer service, has been essential.

"He also taught me how important helping charity in our community is, too. He would always take me with him when I was younger to donate bread to shelters on Thanksgiving and Christmas, explaining to me that less fortunate members of our community needed help, and if we can help them we should. He's a great individual and I am lucky he is my father."

Ian calls downtown Boise "vibrant, friendly, and up-and-coming." Zeppole supplies a number of downtown restaurants with fresh baked goods and serves customers daily with their store.

"Downtown Boise is very 'happening' and it helps us stay relevant in the Boise restaurant scene", says Ian.

"It's is nice to have our sign hanging on 8th Street, which I firmly believe is the heart of Downtown Boise. We had a cameo appearance on an episode of Modern Family. They showed a shot of 8th Street and you could clearly see our store sign, which was a huge surprise. We loved it!"

What's Ian's favorite part of his job? It's the people he works with and serves.

"We have wonderful customers. We have some folks who are in almost every day, and others who come in a specific day of the week, or others who I see more rarely. It really makes coming to work more enjoyable, and I hope I can make their day a little brighter, too!"







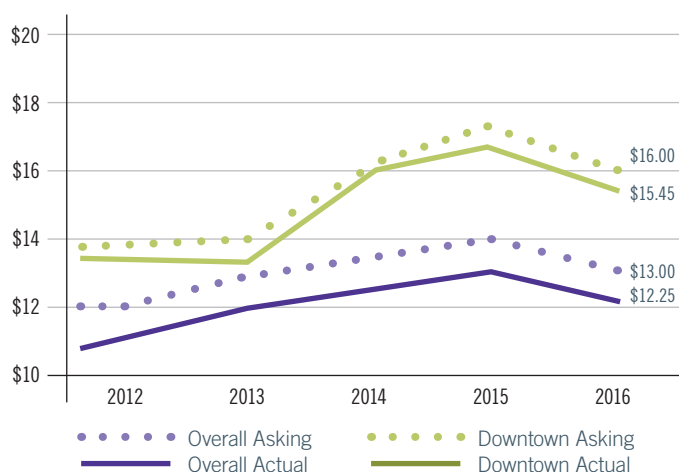
# Business Activity

**25** new retail, service and restaurant openings in 2016

**9th** consecutive year openings exceed closings in the Business Improvement District

**33%** increase in retail space square feet since 2007

## Downtown Boise Retail Lease Rates



*“We have found that one of the best things about being downtown is feeling a part of a larger community of other local businesses and owners. We want to see our whole downtown community thrive and that includes our business, because we truly feel a part of the downtown Boise scene.”*

– Lana Roth, BANANA Ink

City Center Wines opened in 2016 in Old Boise. Owned by David Hansen and Linda Lloyd, a brother and sister team, Linda calls downtown Boise, “fun, exciting and bustling!”

“Downtown is full of small, local shops and some of the city’s best restaurants. When we decided we wanted to open a wine store, downtown seemed the logical choice.

“I believe Boise’s downtown is about to see a serious boom soon with all of the new building going on, so it seemed the perfect place to open a new store to take advantage of that.”

**25.6%**

Retail Months of Supply for the Overall Market

**8.56%**

Retail Vacancy Overall Market

**6.5%**

Retail Months of Supply for the Downtown Submarket

**4.7%**

Retail Vacancy Downtown Submarket

Source: Thornton Oliver Keller Market Watch 2016



# Boise MEETS

## Fast Facts

- 20% Increase in Visitors to Boise Since 2009
- 1,355 Hotel Rooms Downtown
- 482 Number of Downtown Rooms Under Construction
- 30% Of Hotel Rooms in the Market are Downtown

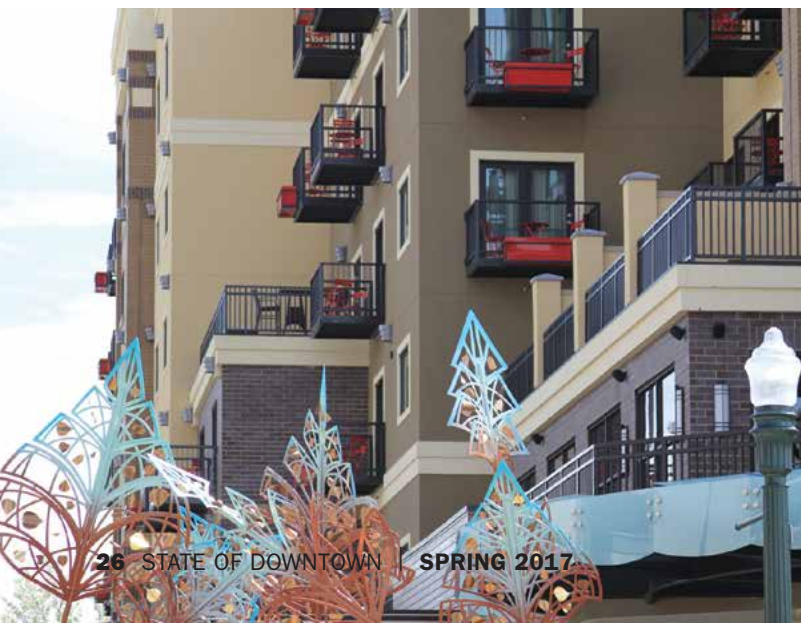
**“It’s a very exciting time to be selling Boise.”**

Boise Centre East opened in September 2016, adding 36,000 square feet of meeting and event space to downtown. The addition brought the total meeting space available at Boise Centre to 86,000 square feet. An elevated concourse connecting Boise Centre and Boise Centre East opened in the spring of 2017.

“The convention center expansion provides much needed space to attract larger national, regional conventions and conferences to our city and to accommodate more events simultaneously. More events leads to greater numbers of visitors to stay in hotels, dine in restaurants, to visit attractions—all contributing to the economic vitality of our city,” said Mary-Michael Rodgers, Communications Manager for Boise Centre.

Thanks to the Boise Centre expansion, in June, 2017, downtown will host one of the largest conferences ever in Idaho. The Council of State and Territorial Epidemiologists will bring an estimated 1,400 visitors downtown with an estimated economic impact to Boise of \$2.54 million, according to the Boise Convention and Visitors Bureau. Boise won the event over competing cities of Atlanta and Washington, D.C.

“It’s a very exciting time to be selling Boise. The Boise Centre expansion, along with more hotel rooms being added to Boise, has enabled our team at the Boise Convention & Visitors Bureau to go after and get larger groups, such as, the Epidemiologists in June, the National Football Bowl Association in 2018 and the Industrial Asset Management Council in 2020.” said Carrie Westergard, Executive Director of the Boise Convention and Visitors Bureau.







## Downtown Hotels' Meeting Space

	# Rooms	Sq Ft Meeting Space
The Grove Hotel . . . . .	234 . . . . .	35,162
Hotel 43 . . . . .	112 . . . . .	3,432
The Modern Hotel . . . . .	39 . . . . .	0
Safari Inn . . . . .	103 . . . . .	640
Red Lion Downtowner . . . . .	182 . . . . .	6,487
Hampton Inn & Suites . . . . .	186 . . . . .	3,250
Courtyard by Marriott . . . . .	162 . . . . .	512
Towneplace Suites . . . . .	121 . . . . .	880
Residence Inn by Marriott (Capitol) . . . . .	104 . . . . .	460
Inn at 500 . . . . .	112 . . . . .	2,038

## In the Pipeline:

Residence Inn by Marriott	180 . . . . .	4,748
Hyatt Place . . . . .	152 . . . . .	2,751
Hilton Garden Inn . . . . .	150 . . . . .	6,000

## Boise Centre

2016    Increase from 2015

### Estimated Economics

Impact . . . . . \$22.3 million . . . . . up 2.7%

### State Income

Tax Generated . . . . . \$906,600 . . . . . up 5.1%

### State Sales Tax

Generated . . . . . \$723,000 . . . . . up 4.3%

Total Number of Events . . . . . 270 . . . . . up 22%

### Estimated Total Attendance

for 2016 Events . . . . . 143,000 . . . . . up 4.5%

*Photo courtesy Boise Centre*





# Boise CONNECTS

## Fast Facts

- 81 Downtown Boise Walk Score
- 98 Downtown Boise Bike Score
- 33 GreenBike Stations
- 1st HOUR FREE ParkBOI Garages
- 4th US City for Biking to Work

*"Bike share has gained acceptance in the community. If there is one phrase we heard repeatedly this year it was "I see the bikes everywhere." That is the definition of success—a program that advertises itself."*

— Dave Fotsch Director, Boise GreenBike

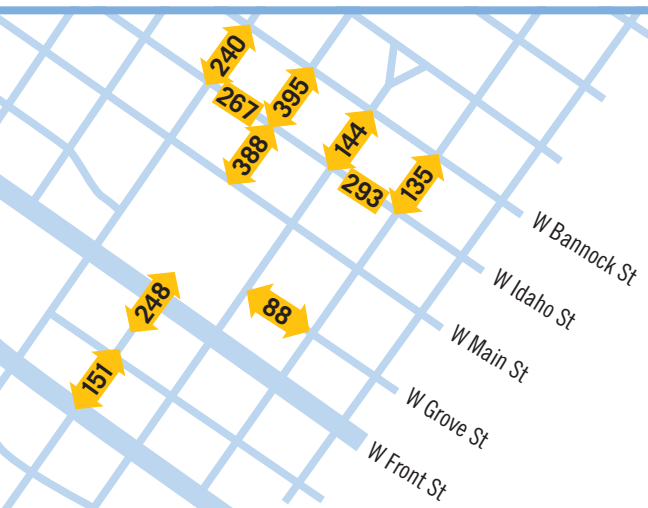
## Pedestrian Traffic

Hourly pedestrian traffic in the central core, 8 a.m. and 5 p.m. during a summer weekday:

The maximum hourly average (395) was determined to fall on 8th St. between Bannock and Idaho, where peak pedestrian traffic occurred in the 1 o'clock hour (804 pedestrians per hour). Throughout

downtown, pedestrian activity occurs mostly during lunch and after-work hours.

Source: City of Boise



## Pedestrian Count

### 8th Street North of Front Street

May 23-July 4 2016

Total Pedestrian Traffic: **112,767**

Daily Average: 2,622

Busiest Day of the Week: Saturday

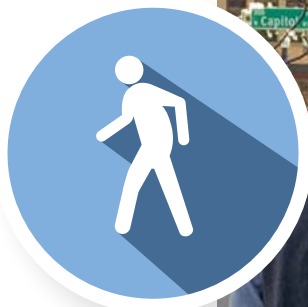
### Busiest Days of the Period Analyzed:

Saturday, May 28 9,371

Saturday, June 4 6,469

Friday, May 27 6,290

Source: COMPASS



## Parking

>17,000	Total Spaces in Downtown Boise
2,567	Public Garage Spaces
3,000	Total On-Street Spaces
1,300	Metered
1,700	Time Zone/Residential

### Average Monthly Parking:

Garage..... \$135

Surface ..... \$80

### Average Daily Rate

Garage..... \$2.50/hr.

Surface ..... \$10



Photo courtesy Boise GreenBike



## Boise GreenBike

**16,795** bikes were checked out from Boise GreenBike's 15 busiest stations in 2016

Two busiest stations: Boise City Hall and Borah Post Office

**37** total stations & Flex Hubs: 33 are downtown & BSU

**7,517** Boise GreenBike Members

Source: Boise GreenBike [boise.greenbike.com/](http://boise.greenbike.com/)

## 6 Electric Vehicle Charging Stations

- Capitol & Main
- 9th & Front

*"These stations in our public garages will encourage environmentally friendlier cars to come downtown for a visit and charge. Cleaner operating vehicles will be a welcome addition to our mobility future."*

– Max Clark, CCDC Director of Parking & Facilities

## Boise Airport

- 6 airlines
- 20 Nonstop destinations

Passenger counts:

- 2016: 3,230,878

**24% increase since 2012**

Source: iflyboise.com





# Public Transportation



## Valley Ride Regional Transit

**Main Street Station: 8th & Main,  
Downtown Boise**

- 20 of VRT's 28 routes from both Ada & Canyon County come thru Main Street Station
- VRT estimates approx. 2,000 people come and go through Main Street Station daily

Most of VRT's routes operate between 5:15 a.m. and 6:45 p.m. Prices range from \$1 to \$3 per trip or per day and are offered at value pricing for multi-day passes.

## Bronco Shuttle

### Downtown Route

The Boise State entrance to City Center Plaza, location of the BSU Computer Science Department, is just one mile from the center of the Boise State Quad, the heart of the main campus. This allows for a number of convenient travel options between the two locations for students and university staff. The university has made its free shuttle available to the public to aid travel between the downtown core and the main campus.

### Bronco Shuttle – Downtown Route 2016-17

**AUGUST**  
Classes Start

**1,484**

**SEPTEMBER**  
Broadway Bridge Re-Opened

**4,522**

**OCTOBER**

**6,277**

**NOVEMBER**

**9,838**

**DECEMBER**

**9,838**

**JANUARY**

**14,449**

**FEBRUARY**

**15,779**



*"The growth is amazing from September to now on our shuttle numbers. The ease of use (no fee), weather conditions, and Boise State downtown all have played a major role. We believe many community members (Non Boise State Faculty, Staff, and Students) are now using this based on the consistency and the 10-15 minute route times. We are averaging 91 trips back and forth between downtown and Boise State every weekday."*

– Samuel Patterson, Director  
Transportation, Parking, and Safety Systems,  
Department of Public Safety, Boise State University





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# Celebrate!

At the DBA,  
our job is pretty cool.



The Downtown Boise Association administers the operation of the Downtown Business Improvement District to enhance the image, vitality, safety, cleanliness, viability and competitiveness of the heart of our city—downtown. Our full time staff of 3 manages the events, programs and promotions you see on these two pages. We are dedicated to keeping our organization as dynamic as the environment we work in.

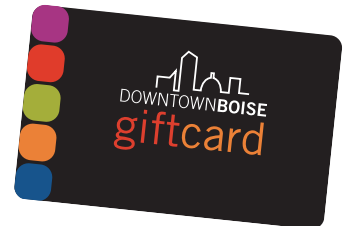
Thank you for your support of the DBA; the businesses, the events and the people who keep Downtown Boise THE place to BE!

450  
Planters

In 2016, Boise was again ranked as  
one of the SAFEST cities in America

Treat Yourself to a  
Downtown Boise  
Gift Card!

Accepted at >300  
great businesses



2016 Sales

\$236,786 to support downtown merchants

Total Sales = \$3,116,760 since the program  
began in 2003

14,000

Bronco Shuttle  
Estimated Riders  
for 5 BSU Home  
Football Games



2,550 Clean Team hours annually







**38,500**  
Estimated Attendance  
for Alive After Five 2016

**14 Weeks** Jammin'  
on the Basque Block

**Twilight Criterium Gold Medalist  
Kristin Armstrong's Kids' Ride  
Attracted 350 Kids**

**NEW in 2016**

- Start/Finish at Idaho Statehouse
- Twilight Fan Expo at Capitol Park
- Live Internet Broadcast

**20,000** Estimated Attendance



**18,000** Estimated  
Annual Attendance  
First Thursday Making  
Shopping An Experience  
Our roving band Rippin' Brass!



**72,000**

Downtown Merchant Map  
& Directories Distributed



**DINEOUT**

**162,699**  
page views  
downtownboise.org

**28** Participating  
Restaurants

**YUM!**



**39**  
Participating  
Businesses for  
Shop Small  
Saturday



**CITY SANTA**

**2,000** Photos

**\$3,912**  
Donated  
to WCA

Smiles... Priceless



**4,000** Estimated  
Attendance of  
City Tree  
Lighting  
on the  
Grove Plaza

**THANK YOU** to our awesome Downtown Boise  
Association Board of Directors, our members, our  
agency partners, and the >50 businesses who sponsor  
these events and programs, making them possible.

**#BeDowntownBoise**



# We invite you to host your next event in the **Centre** of it all!



Boise Centre, Idaho's premier convention facility, is an ideal venue for meetings, conferences, tradeshows, receptions, trainings and so much more.

Boise Centre offers:

- A downtown location, surrounded by restaurants, shops, hotels, culture and entertainment
- 92,000 sq. ft. of flexible/customizable event space for groups of all sizes
- A newly completed expansion offering many rooms with natural daylight and views of downtown and nearby Boise Foothills
- Exceptional culinary services and a diverse menu with many locally sourced ingredients
- The meeting space, atmosphere and professional event staff to deliver unforgettable experiences



**boise | centre**

Visit [boisecentre.com](http://boisecentre.com) to view interactive floor plans or to submit an event inquiry.