



FINANCIAL HIGHLIGHTS AND
MAJOR OPERATIONAL RESULTS
2017



The Greater Boise Auditorium District is proud to play a leading role in the exciting growth and development occurring in the Boise area.

The background of the page is a photograph of the Boise Centre building, a modern structure with large glass windows and a brick facade. In the foreground, there is a large, active fountain with multiple water jets. To the left, a sign for 'BUFFALO WILD WINGS' is visible on the building. The overall scene is bright and urban.

ABOUT THE DISTRICT

Created in June 1959 by voters, the Greater Boise Auditorium District is dedicated to promoting economic activity and growth in the Boise area. Its purpose, as outlined in Idaho Code, Title 67, Chapter 49 is to “serve the public need and promote the prosperity, security, and general welfare” of the District’s residents. To that end, the District is authorized to build, operate, maintain, market, and manage public auditoriums, exhibit halls, convention centers, sports arenas and similar facilities.

In 1990, the Greater Boise Auditorium District completed construction of Boise Centre— the District’s first operating entity and Idaho’s largest convention facility. In 2017, a multi-phase Boise Centre expansion project was completed adding much needed square footage to accommodate larger conventions and multiple events simultaneously.

Through the years, Boise Centre has consistently proven to be a vital component of the community’s economic health, drawing thousands of visitors annually, who spend monies in hotels, restaurants, transportation, entertainment, retail and recreational activities.

The five members of the Greater Boise Auditorium District Board are publicly elected nonpartisan officials serving six-year terms with elections held every two (odd) years. The Board’s role is to oversee the operating entity of the District, Boise Centre, and provide governance and guidance on District matters and future investments.

OUR MISSION

Our mission is to develop spaces for community engagement that facilitate the greatest positive benefit to our community.

GREATER BOISE AUDITORIUM DISTRICT BOARD OF DIRECTORS



Jim Walker, *Chairman*



Steve Berch, *Vice Chair*



Kristin Muchow, *Secretary*



Hy Kloc, *Director*



Peter Oliver, *Director*



OUR VISION

The District will be the community's premier provider of public gathering places throughout its borders. Our collection of distinct, high quality, spaces will be essential to our thriving community.

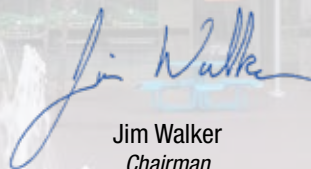
EXECUTIVE SUMMARY

In the fall of 2013, members of the Greater Boise Auditorium District Board of Directors set out on a strategic multi-phase plan to expand Boise Centre. The Board's vision became a reality in 2017 with the completion of the expansion project leading to increases in both the number of conventions and attendees. The expansion provided Boise Centre with 31 spacious meeting rooms and 86,000 square feet of flexible meeting and event space to better accommodate larger conventions and multiple events simultaneously. The immediate dividend came in the largest event held in the history of Boise Centre, a 4-day national convention that brought in 1,500 delegates from all 50 states and several countries.

Last year, the total number of events grew to a post-recession high of 309, including 55 conventions and 254 non-conventions or local community meetings. This number was a 14% increase over the prior year. Attendance increased from 143,890 in 2016 to 161,028 guests last year.

The completion of the enhancements to Boise Centre brought more events and people to the Treasure Valley while creating an economic benefit of \$22 million in the community. Hoteliers within the Greater Boise Auditorium District reported steady increases in both demand and average daily rates throughout the year, which led to a 12% increase in lodging room tax revenues from the prior year. As the Boise Centre grew so did the number of hotels in the downtown Boise core, with three new properties adding an additional 449 rooms within close proximity. Two additional hotels are slated to open in 2018 to help meet the anticipated demand from the growing Boise Centre convention and event business.

The District Board had the foresight to position Boise Centre for the current success experienced in 2017. We look forward to continuing our mission of driving economic development in our community.



Jim Walker
Chairman



Patrick D. Rice
Executive Director



Last year, the total number of events grew to a post-recession high of 309, including 55 conventions and 254 non-conventions.



The Greater Boise Auditorium District Board at the Grand Opening Gala Celebration

EVENTS ARE ECONOMIC STIMULATORS

Since opening in 1990, Boise Centre has hosted thousands of local, regional, national and international events. Out of town visitors and members of the local community attending events at Boise Centre, have created a strong demand for local lodging, dining, entertainment and recreational opportunities.

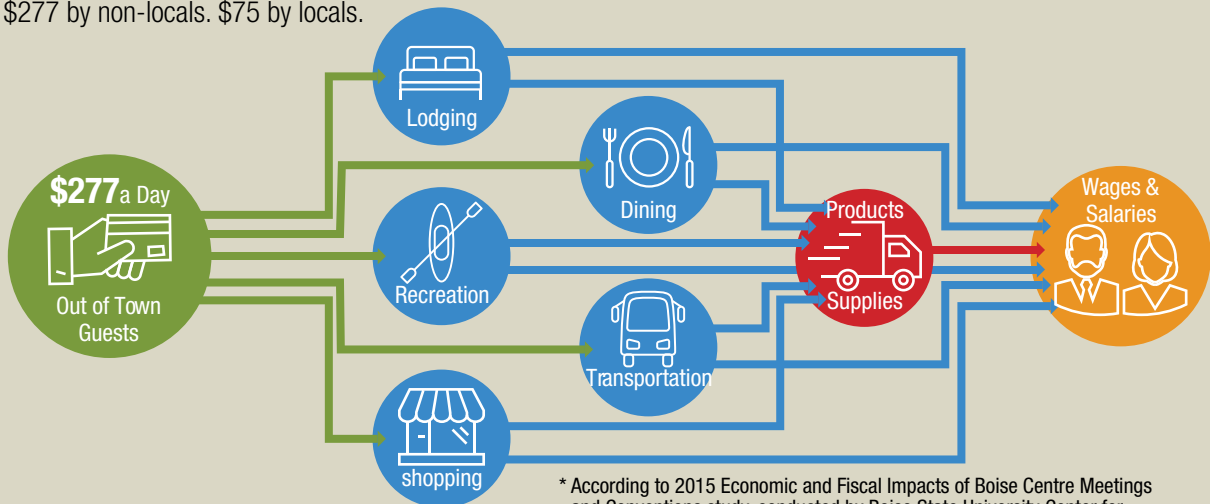
In 2017, Boise Centre generated \$22 million in local economic benefit. Spending by visitors also led to an additional \$1.3 million in state sales tax collections.

In the past five years, visitors attending events at Boise Centre have generated an impressive \$108 million in economic benefit including, local goods, services, jobs, and taxes in our city.

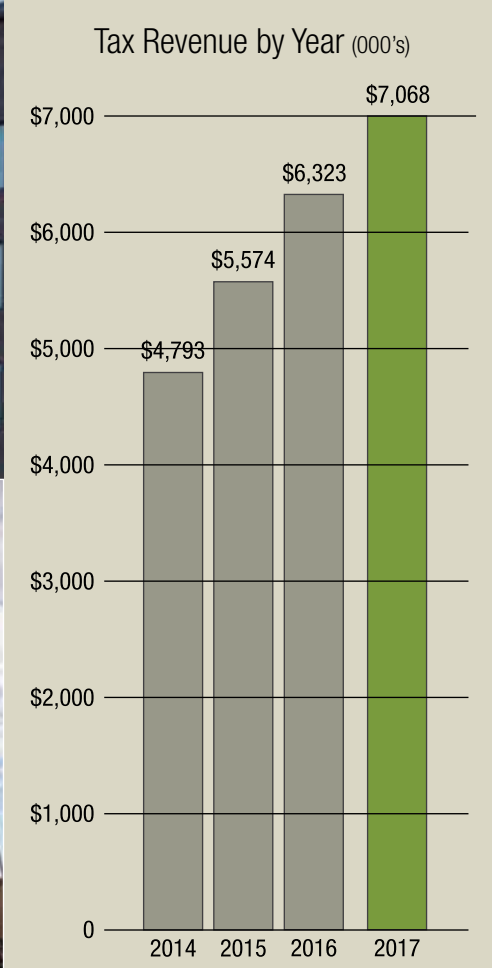


AVERAGE DAILY SPENDING BY ATTENDEES*

\$277 by non-locals. \$75 by locals.



* According to 2015 Economic and Fiscal Impacts of Boise Centre Meetings and Conventions study, conducted by Boise State University Center for Business Research & Economic Development



Lodging Room Tax and Growth Year over Year (000's):

2017	\$7,068	12.0%
2016	\$6,323	13.4%
2015	\$5,574	16.3%
2014	\$4,793	7.3%



AUDITORIUM DISTRICT LODGING ROOM TAX REVENUE

The District receives its revenue from a 5% room tax paid by travelers and collected by hotels, motels and other lodging property owners within the District's boundaries. None of the District's operating revenues come from property tax, sales tax, levies or fees paid by residents.

For nine years, lodging room tax revenues within the Auditorium District have steadily climbed to record high levels. Revenues in 2017 were \$7.06 million, a 12% increase over the prior year. Demand for lodging in the Boise area remained strong in 2017 and, for the first time, average daily rates exceeded \$100 nine months out of the year.*

Several factors contributed to the positive lodging room tax growth. The convention center expansion was completed in July, enabling Boise Centre to hold more events, bringing a larger number of delegates and visitors requiring hotel accommodations. Numerous sports events were held in the Boise area during the third and fourth quarters of the year, generating weekend demand for hotel rooms. Along with Boise's strong business climate and overall population growth, the Boise Airport reported a record number of passengers.

Three new hotels opened within the District's boundaries in 2017 and are within walking distance of Boise Centre. The new hotels are the first in a decade to open in the downtown core. Two additional hotels are currently under construction and are expected to open by mid-2018. The new hotels complement Boise Centre's efforts to attract larger conventions and events to our city.

* According to Smith Travel Research

No District revenues come from property tax, sales tax, levies or fees paid by residents.

The convention center expansion was completed in July, enabling Boise Centre to hold more events, bringing a larger number delegates and visitors requiring hotel accommodations.

FINANCIAL HIGHLIGHTS

The Greater Boise Auditorium District remains financially sound and self-sustaining using a combination of lodging taxes and Boise Centre operating revenues to fund operations, promote economic growth and serve the public need.

The combined entities reached new heights in 2017. Boise Centre East experienced a full year of operations and the new ballroom and meeting rooms were positively received. Operating revenues increased by almost \$1 million, or 21%, due to a greater number of conventions and local events. Additionally, demand for hotel rooms within the District's boundaries continued to rise. For the first time, lodging room tax revenues exceeded \$7 million.

While expenses and funded capital exceeded combined annual revenues, the District retained sufficient funds to support all combined operations. The District funded almost \$12 million in capital projects; cash and investments remain strong at \$18 million. The District's healthy cash position is a necessary component of sound fiscal management with \$14 million committed for the stabilization fund, lease, operating and capital requirements.



Financial Highlights – Condensed Combined (in '000's)

	2017	2016
Current Assets	\$ 21,443	\$ 30,734
Capital Assets	\$ 50,817	\$ 40,814
Total Assets	\$ 72,260	\$ 71,548
Total Liabilities	\$ 24,754	\$ 25,998
Net Position	\$ 47,506	\$ 45,550
Revenues	\$ 12,818	\$ 13,964
Expenses	\$ 10,861	\$ 7,059
Revenues in Excess of Expenses	\$ 1,957	\$ 6,905

The annual audited financial statements are available at www.boiseauditorium.com/reports/



2017 was a record setting year, in which the District completed the concourse and sky bridge to seamlessly connect the Boise Centre East and West buildings, as well as converted underutilized space into a junior ballroom, additional meeting space and office space.

RECENT FACILITY ENHANCEMENTS

The District continues to invest in Boise Centre ensuring the convention center offers guests the latest in technology and facility enhancements. The following projects have been completed in recent months.

Curved LED Video Wall Located in the Main Lobby, the video wall features content to welcome guests as well as messaging specific to events being held in the venue. The video wall is 4.5 feet high by 15 feet long.



Renovated Restrooms The restrooms in the Main Lobby have been completely refurbished to match the designs, colors and styles of the facilities in Boise Centre East.



Visual Art Display The Visual Art Display was installed to illuminate and enhance The Grove Plaza, engaging visitors and guests passing through the space. This original display features more than 700 linear ft. of vertical and horizontal LED fixtures.

Outdoor Terrace and Patio Furniture New furniture has been installed in the outdoor Terrace and Patio



spaces. Guests will enjoy views of The Grove Plaza, downtown Boise and the beautiful foothills.

Marquee Upgrade Two new LED full color monitors were added to Boise Centre's marquee. Upcoming events will be promoted with photos, logos and graphics.

Nursing Mothers Room A private nursing mothers room with comfortable chairs and power has been added in Boise Centre West near the Administration office and is available to event attendees.

Chef's Herb Garden Located in Boise Centre West on the second level adjacent to the Executive Boardroom and Patio. This roof top garden will feature a variety of herbs and vegetables that will be used in meal preparation.

SUPPORTING LOCAL

Boise Centre continues to promote economic growth by purchasing goods, services and products from businesses throughout the state. Boise Centre is delighted to support Idaho Preferred food and agriculture products and to partner with Buy Idaho which supports farmers, ranchers, bakeries, coffee roasters and other Idaho businesses.

Our team of culinary experts work hard to prepare exceptional meals with the freshest ingredients from local and regional sources. In-season fruits and vegetables come from Idaho growers. In addition, our meats, dairy products and breads are from local farmers, ranchers and providers.

We are proud to feature finely crafted Idaho wines and beer on our catering menu. In 2017, we purchased wine from eleven Idaho wineries and thirteen Idaho microbreweries.

WINERIES

Crossings Winery
Bitner Vineyards
Snake River Winery
Indian Creek Winery
Koenig Vineyards
Hat Ranch Winery
Vale Wine Company
Cinder Wines
Sawtooth Winery
3 Horse Ranch Vineyards
Huston Vineyards

MICROBREWERIES

Powderhaus Brewing Company
Boise Brewing
Edge Brewing Company
Woodland Empire Ale Craft
Sockeye Brewing
Mad Suede Brewing Company
Slanted Rock
Lost Grove Brewing
Crooked Fence Brewing Company
Payette Brewing Company
Longdrop Cider Company
Grand Teton Brewing Company
10 Barrel Brewing Company

A SAMPLING OF LOCAL PARTNERS

Ballard Cheese
Double R Ranch
Williams Fruit Ranch
Lava Lakes Lamb
Darigold milk products
Purple Sage Farms
Snake River Farms
Dawson Taylor Coffee
Symms Fruit Ranch



BOISE CENTRE'S MOST POPULAR DESSERT:
New York Cheesecake with Caramelized Goat Cheese and Raspberries.

SUSTAINABILITY

Boise Centre continues its commitment as an energy efficient and environmentally friendly organization. We strongly believe in sustainability programs that preserve Idaho's resources.

- We encourage recycling of paper, plastic, cardboard and metal throughout the entire facility. For large events and tradeshows with hundreds of cardboard boxes and shipping materials, oversized recycling bins are provided on the tradeshow floor.
 - In 2017, Boise Centre was able to divert 45,960 pounds of recyclable materials from local landfills.
- Excess food from events is donated to the Boise Rescue Mission that provides shelter and meals to homeless individuals.
 - In 2017, Boise Centre donated 2,980 pounds of food.

IN 2017, BOISE CENTRE'S CULINARY TEAM:

Coffee



Brewed 2,228 lbs. (148,424 cups)

Potatoes



Prepared 16,855 lbs.

Onions



Purchased 10,185 lbs.

Bottles of Wine



Served 6,420 bottles (95% local Idaho)

Glasses of Wine



Poured 14,007 glasses (about 39 per day)*

* Total glasses poured not included in the number of bottles served.

GALA CELEBRATION

In July, a Grand Opening Gala was held to celebrate the completion of the newly expanded and renovated Boise Centre with the theme “From the Ground Up.”

Guests toured all of the new spaces in Boise Centre West and Boise Centre East. A variety of food and beverage stations throughout the venue showcased the catering capabilities of the culinary team. From the shrimp cocktail shooters and sushi platters to a street taco bar and bananas Foster station, all of those who attended were treated to a variety of gourmet delights.

Facility tours highlighted the renovated Main Lobby and new Junior Ballroom, the new Executive Boardroom and Patio, the Terrace, new meeting rooms 410, 420, 430 and 440 as well as the new Boise Centre East ballroom (400).

Entertainment throughout the Gala was provided by the Clay More Trio & Sax, Nicole Pettinger & Camden Hughes and The Frim Fram Four.





BOISE CENTRE GUEST COMMENTS

“The success of this year’s conference, which included record-breaking attendance by public health professionals from around the world, would not have been possible without the dedication and high level of customer service demonstrated by every member of the Boise Centre staff.”

CSTE

“Everything was great, worked great and looked great! Everyone was very pleased, so thank you so much for all your help in getting everything coordinated and put together. This was a breeze on our end, and it was very much appreciated. We definitely look forward to doing business with Boise Centre again!”

Eide Bailly

“Wish we could take our Boise Centre with us on the road – we always have a good experience with you.”

Golbon

“Everyone on staff provided excellent customer service, always ready and willing to help with whatever assistance we needed. Especially notable was the feedback regarding the excellent quality of food at Boise Centre.”

Far West Ski Association

“I have been involved in the planning of other events at other venues and none compare to Boise Centre. The incredible staff and facility can’t be beat!”

All Service Academy Ball

THE DISTRICT

GREATER BOISE AUDITORIUM DISTRICT



850 W. Front Street • Boise, ID 83702 • 208.336.8900 • boiseauditorium.com