



## FINANCIAL HIGHLIGHTS AND MAJOR OPERATIONAL RESULTS 2018

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

## GREATER BOISE AUDITORIUM DISTRICT BOARD OF DIRECTORS



Jim Walker, *Chairman*



Steve Berch, *Vice Chair*



Hy Kloc, *Director*



Kristin Muchow, *Secretary*



Peter Oliver, *Director*

## 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. With the expansion and renovation projects completed, Boise Centre has the tools necessary to compete for larger convention groups and to host 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 on 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.



### MISSION

To develop spaces for community engagement that facilitate the greatest positive benefit to our community.

### 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.

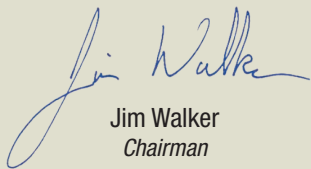
## EXECUTIVE SUMMARY

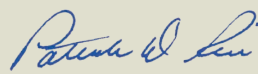
2018 proved to be a remarkable year for Boise Centre in a number of ways. When the expansion and renovations of Boise Centre meeting rooms and spaces were unveiled in mid-2017, there was an immediate increase in conventions, community events and guest attendance. The momentum continued into 2018, which saw a further increase in those numbers. Total events surged 6% over the prior year to 327 and consisted of 70 conventions, and 257 non-conventions or local events as a result attendance jumped 8% to 174,195 guests.

The economic impact of more visitors to Boise Centre and the Treasure Valley fueled hotel development to accommodate the growth. Two new hotels opened within the Auditorium District boundaries by the end of 2018. One is located close to the airport and the other is near Boise Centre. The additional inventory of hotel rooms helps Boise Centre continue to attract more conventions and events to our city. Boise Centre performed ahead of projected revenue levels in this positive business climate. For the first time, operating revenues exceeded lodging room tax revenues.

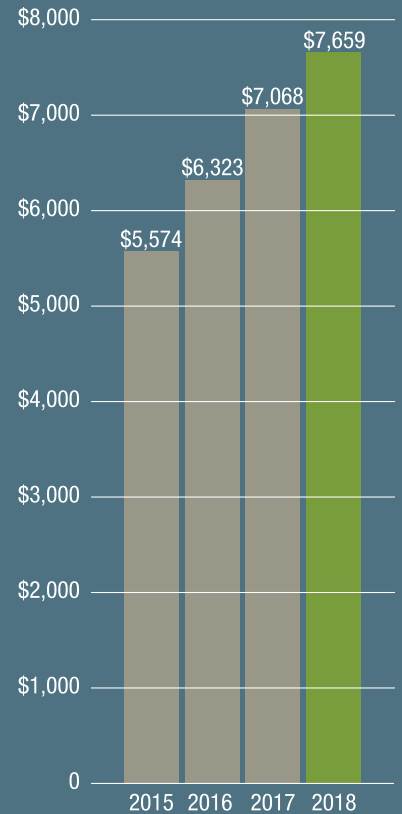
Hoteliers within the Greater Boise Auditorium District reported steady increases in both demand and average daily rates throughout the year. This resulted in an 8.4% jump in District lodging room taxes over the prior year to \$7.7 million. The end of 2018 marks a decade of rising lodging room tax revenues. All of this success leads to one more record being set. The total economic benefit of Boise Centre on the local economy rose 13% in 2018 to \$25 million, up over \$3 million from a year ago.

The Greater Boise Auditorium District Board of Directors is pleased to report the outstanding accomplishments of the past year and look forward to continuing our mission of driving economic development in our community.

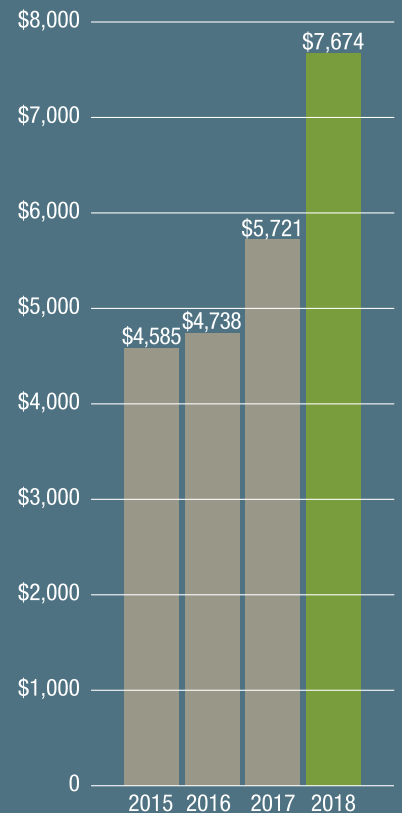
  
 Jim Walker  
 Chairman

  
 Patrick D. Rice  
 Executive Director

## LODGING ROOM TAX REVENUE BY YEAR (000'S)



## BOISE CENTRE REVENUE BY YEAR (000'S)



Bringing more visitors to Boise who spend additional dollars on hotels, restaurants, entertainment and cultural activities fulfills the District's primary purpose of promoting economic growth.



## EVENTS ARE ECONOMIC STIMULATORS

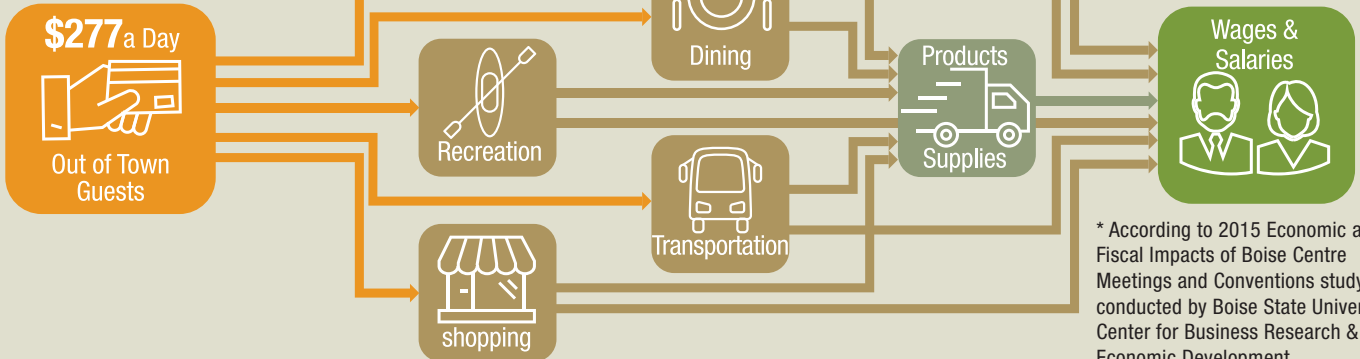
Since opening in 1990, Boise Centre has hosted thousands of local, regional, national and international events. Out of town visitors and members of the local community who attend events at Boise Centre create strong demand for local lodging, dining, entertainment and recreational opportunities. In 2018, Boise Centre generated \$25 million in local economic benefit. Spending by visitors also led to an additional \$1.5 million in state sales tax collections.

In the past five years, visitors attending events at Boise Centre have generated an impressive \$111 million in economic benefit going toward, local goods, services, jobs, and taxes in our city.



### AVERAGE DAILY SPENDING BY ATTENDEES\*

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

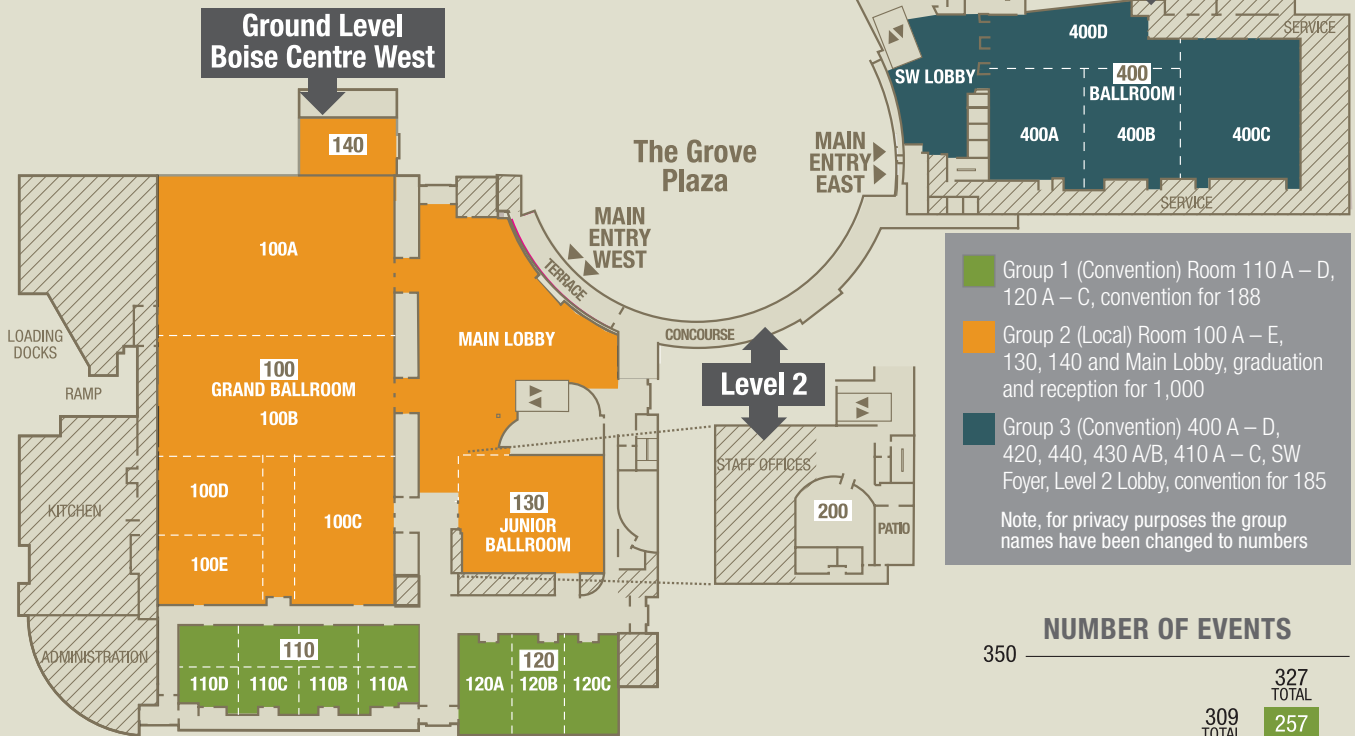


\* According to 2015 Economic and Fiscal Impacts of Boise Centre Meetings and Conventions study, conducted by Boise State University Center for Business Research & Economic Development



## MORE SPACE EQUALS MORE EVENTS

Boise Centre's expansion increased the convention center's square footage from 50,000 to over 86,000 square feet and 31 meeting rooms. The additional space has provided the opportunity for Boise Centre to accommodate larger conventions and multiple events at the same time. This results in a greater number of events held at Boise Centre while drawing higher numbers of out of town visitors to our city. A real-life example of three events being held simultaneously is pictured below.

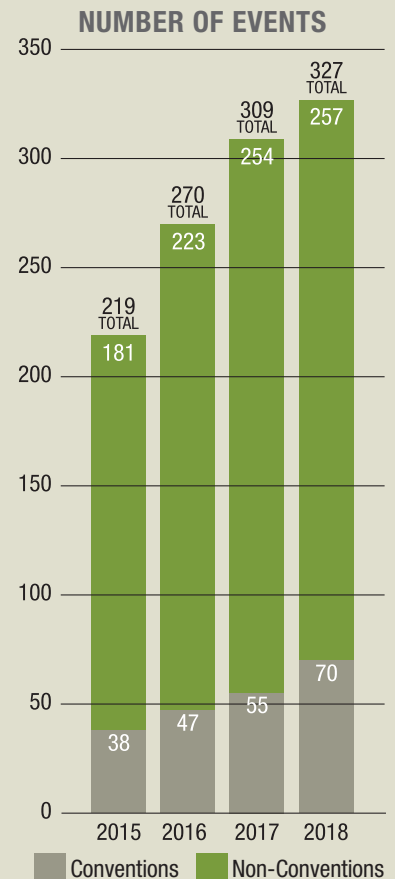


## 2018 EVENT REVIEW

Boise Centre plays an important role in the community, bringing together visitors from both near and far for regional and national conventions, local meetings, tradeshows and fundraising events.

Convention groups and local events contributed to a 6% increase in the total number of events over the prior year. Event attendance rose to 174,195 guests attending events held at Boise Centre in 2018, an 8% increase over 2017.

The growth in convention activity (15 additional conventions in 2018) had a significant effect on our booking calendar. On average, a convention utilizes 321 hotel room nights, with 260 attendees which stay an average of 3 days in Boise. Thus, 15 additional conventions equate to a total of 45 booked days on the calendar, which leaves fewer dates for local meetings or events.



## FINANCIAL HIGHLIGHTS

The Greater Boise Auditorium District is financially sound and self-sustaining using a combination of lodging room tax revenues and convention center operating revenues to fund operations, capital requirements and lease payments. In addition, in 2017, the Board established a stabilization fund to provide financial stability. In total \$12.8 million is committed to the stabilization fund, budgeted lease, operating and capital requirements.

### FINANCIAL HIGHLIGHTS – CONDENSED COMBINED (IN '000'S)

	2018	2017
Current Assets	\$23,364	\$21,443
Capital Assets	\$50,230	\$50,817
Total Assets	\$73,594	\$72,260
Total Liabilities	\$23,253	\$24,754
Net Position	\$50,341	\$47,506
Revenues	\$15,415	\$12,818
Expenses	\$12,581	\$10,861

**Revenues  
in Excess  
of Expenses**      **\$ 2,834    \$ 1,957**

The annual audited financial statements are available  
at [www.boiseauditorium.com/reports/](http://www.boiseauditorium.com/reports/)

In 2018, Boise Centre experienced a remarkable year with increases in operating revenues, conventions and attendees. Lodging room tax revenues also increased by \$600,000 million and operating revenues increased by almost \$2 million, or 34%, due to additional and larger conventions. For the first time, operating revenues exceeded lodging room tax revenues. Combined annual revenues exceeded expenses by \$2.8 million, a 45% increase from 2017. In addition, the District funded \$2.5 million in capital projects and reduced the capital lease debt by \$1 million. Cash and investments remain strong, ending the year at \$21 million. The healthy cash position is considered a necessary element of our sound fiscal management policies.



## AUDITORIUM DISTRICT LODGING ROOM TAX REVENUE

The District receives its revenue from a 5% room tax paid by travelers staying at hotels, motels or other lodging properties within the District's boundaries. None of the District's lodging revenues comes from property tax, sales tax, levies or fees paid by residents.

The lodging room tax revenues within the District have steadily climbed to record high levels. Revenues in 2018 were \$7.7 million, an 8.4% increase over the prior year. Demand for lodging in the Boise area remained strong in 2018 with the average daily rates reaching \$137 (among the downtown hotels) with occupancy rates above 70%. \*

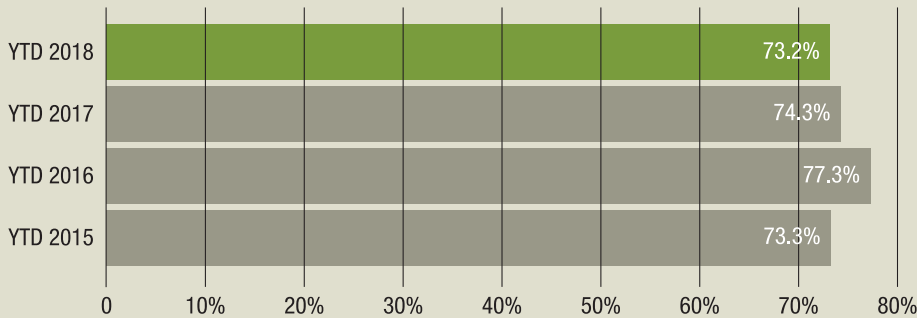
Several factors contributed to the positive lodging room tax growth. Larger convention groups and multiple events hosted simultaneously drove demand for additional hotel accommodations. Boise's strong business climate and numerous sporting events generated additional weekday and weekend demand for hotel rooms.

In 2018, two new hotels opened within the District's boundaries adding 240 rooms. The additional rooms helped meet increasing demand from convention and group travelers and corporate travelers.

\* According to Smith Travel Research



## BOISE YTD AVERAGE HOTEL OCCUPANCY



Source: STR Trend Report, November 2018

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



## SUSTAINABILITY

Boise Centre continues to operate as an energy efficient and environmentally friendly facility. We strongly believe in sustainability programs that preserve Idaho's resources.

We encourage recycling of paper, cardboard and metal throughout the facility. For large events and tradeshow with hundreds of cardboard boxes and shipping materials, oversized recycling bins are provided on the tradeshow floor.

- In 2018 Boise Centre diverted 49,800 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 2018, Boise Centre donated 2,309 pounds of food.





## RECENT FACILITY ENHANCEMENTS

Boise Centre places a high level of importance on meeting the needs of our clients and guests. Facility improvements are completed on a regular basis to ensure optimal guest experience and to maintain the excellent condition of the convention center:

### Remodel of the Grand Ballroom and Main Lobby restrooms

New carpet, wall coverings and paint rejuvenated Boise Centre's Grand Ballroom. The restrooms in the Main Lobby were renovated and refurbished to match the design, color and style of the restrooms in Boise Centre East.

### Technology upgrades

For increased connectivity and coverage, additional wireless access points were added throughout Boise Centre. Bandwidth was also upgraded from 250Mbps to 500Mbps. In late 2019, Boise Centre will be able to offer guests 1GB.

### New Chandeliers in Boise Centre East

Three modern DelRay chandeliers were installed throughout Boise Centre East. The new multi-ring chandeliers feature up-lighting that produces numerous color combinations for event customization.

### Visual Art Display

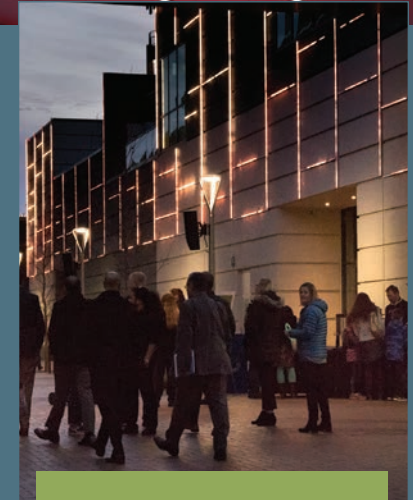
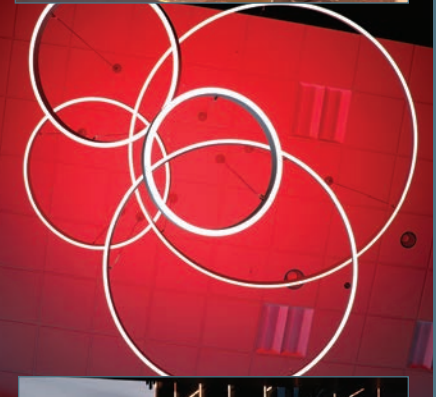
A dynamic visual art display was installed on Boise Centre's exterior façade along 8th Street between Front Street and The Grove Plaza. The display illuminates the area with more than 700 linear ft. of vertical and horizontal LED fixtures and is synchronized with music for an amazing visual and auditory experience.

### Commissioned Sculpture "You Are Here"

To celebrate the completion of the Boise Centre expansion, the District board commissioned a work of art installed prominently in Boise Centre East. Created by artist and Boise native, Amy Westover, the glass sculpture is titled "You Are Here" and is designed to inspire guests to look beyond the walls of the convention center to Boise's vibrant downtown and extraordinary landscape that surrounds the city.

### Equipment for increased safety and security

The safety and security of guests and employees is of the utmost importance. To better prepare Boise Centre for emergency situations, additional equipment and resources were added during the year.



Boise Centre has added a full time Safety & Security Specialist to its staff and partners with local and national emergency agencies to maintain crucial industry standards.



## 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  
 Vizcaya Winery

## MICROBREWERIES & DISTILLERIES

Powderhaus Brewing Company  
 Boise Brewing  
 Edge Brewing Company  
 Woodland Empire Ale Craft  
 Sockeye Brewing  
 Mad Suede Brewing Company  
 Lost Grove Brewing  
 Crooked Fence Brewing Company  
 Payette Brewing Company  
 Longdrop Cider Company  
 Grand Teton Brewing Company  
 10 Barrel Brewing Company  
 Meriwether Cider Company  
 44 North Vodka  
 Revolution Vodka  
 7 Devils Whiskey from Koenig Distillery

## A FEW OF THE VENDORS BOISE CENTRE COLLABORATES WITH

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

## SUPPORTING LOCAL

Boise Centre promotes 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 partners with Buy Idaho to support farmers, ranchers, bakeries, coffee roasters and other Idaho businesses.

Our team of culinary experts create 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 2018, we purchased wine from twelve Idaho wineries and seventeen Idaho microbreweries/distilleries.

### FOOD & BEVERAGE FUN FACTS In 2018, Boise Centre's culinary team:



Brewed 2,525 pounds of coffee (equaling 176,736 8 oz. cups of coffee)



Purchased 6,262 pounds of onions



Served 7,136 bottles of wine (6,330 from Idaho wineries)



Served 2,847 espresso drinks



Purchased 21,872 pounds of beef



Poured 28,544 glasses of wine (An average of 78 glasses per day)



Purchased 14,000 pounds of potatoes



Purchased 18,356 pounds of chicken



Served 606 bottles of champagne



## IN THE NEWS

### Top Projects

During the Idaho Business Review's Top Projects event, Boise Centre's expansion was awarded Top Construction Project of 2018. A distinguished panel of judges reviewed each submission and many factors led to Boise Centre receiving the top project award. Some of those factors include that Boise Centre remained open to events during construction, multiple city and state agencies were involved in the project and over 40 contractors worked to complete the expansion on time and on budget.

### Rake Up Boise

A number of Boise Centre staff members and their families participated in Rake Up Boise in the fall of 2018. Rake Up Boise is a community initiative which helps seniors and disabled neighbors maintain over 700 yards each year. This was the first time the Boise Centre staff participated in this program and look forward to participating again.

### Culinary Honors

Executive Sous Chef, Chris Reit, was honored with the President's Award by the Idaho Chefs de Cuisine, a local chapter of the American Culinary Federation. Reit was recognized for his outstanding efforts to support the Culinary Walkabout event, which benefits Metro Meals on Wheels of the Treasure Valley.

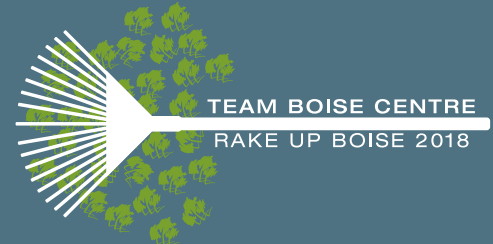
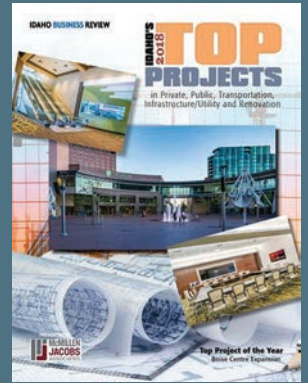
### ROSE Awards

Stacie Adams, Boise Centre's Sr. Event Manager, was the recipient of a ROSE Award during the 2018 event. The Recognition of Service Excellence (ROSE) Awards, sponsored by the Boise Convention & Visitors Bureau, is held annually to recognize exceptional service in the hospitality industry in the Boise area.

### Professional Involvement

Several Boise Centre team members are involved in civic and professional organizations such as Rotary, Kiwanis, International Association of Venue Managers (IAVM), American Society of Association Executives (ASAE), Meeting Professionals International (MPI), Boise Young Professionals and many others. We encourage staff involvement to make a difference in our community and industry.

Boise Centre's expansion was recognized as the top project of the year in Idaho Business Review's annual Idaho's 2018 Top Projects.



Chris Reit



Stacie Adams



## BOISE CENTRE GUEST COMMENTS

“Thank you for everything you did to ensure that our event was a success. The Operations team was really impressive, kind, professional, and responsive. The Food & Beverage team did a phenomenal job and people were happy with the service and selection.”

### Pacific Northwest Clean Water Association

“It is with great pleasure that we share our immense gratitude to you and your outstanding staff at Boise Centre. We recently held our Annual Convention at Boise Centre, and had over 500 attendees from all parts of the state, over 100 workshop presenters, and over 100 exhibiting company representatives. We received positive feedback continuously throughout the convention from all of these participants. The staff were never hesitant to help whenever we had a request or needed assistance. The food was delicious! So much that we were shocked that the Chef and his team could make that many outstanding meals for 500+ people.”

### Idaho School Boards Association

“Boise Centre’s professional event team is outstanding. I felt truly supported in my efforts to create an event that detoured from tradition. Prior to the event, I met with Boise Centre’s event team to brainstorm ideas for décor, lighting, stage design, and the dinner menu. The whole team contributed inspiring and unexpected ideas that were then woven into the event. Executive Chef Griffiths went above and beyond by creating a custom menu to complement the evening. Our Annual Gala was a huge success.”

### Idaho Associated General Contractors

“Your team were a large part of the success of our conference. We received dozens of compliments about Boise Centre. These facilities are beautiful and lent themselves very well to the needs of each session and the networking that occurs in between.”

### National Association of Regulatory Utility Commissioners

“We have been to quite a few convention centers over the years but none have been as nice as Boise Centre, our attendees were very complimentary of the venue. We received even more compliments about how very helpful the staff were; they were truly exceptional in every aspect.”

### Rotary Zones 21B & 27 Institute

For other comments, testimonials and videos please visit [www.boisecentre.com/plan/testimonials](http://www.boisecentre.com/plan/testimonials)

