



Board of Directors

Kristin Muchow, Jim C. Walker, Jody B. Olson, Chase Erkins, Tiam Rastegar

PUBLIC NOTICE

NOTICE OF REGULAR BOARD MEETING GREATER BOISE AUDITORIUM DISTRICT

**Thursday, August 17, 2023
2:00pm MDT
Boise Centre West – Room 200**

**Board and Public Zoom Meeting
Join Zoom Meeting: [https://zoom.us/
j/3192905355](https://zoom.us/j/3192905355) Meeting ID: 319 290 5355
or
Dial by Phone: 1 253 215 8782 US
Meeting ID: 319 290 5355**



Board of Directors
 Kristin Muchow, Jim C. Walker, Jody B. Olson, Chase Erkins, Tiam Rastegar

**NOTICE OF REGULAR MEETING
 GREATER BOISE AUDITORIUM DISTRICT**

**Tuesday, July 19, 2023
 2:00 P.M. MDT
 Boise Centre West – Room 200**

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AGENDA

<ul style="list-style-type: none"> I. Call to Order II. Roll Call III. Changes or Additions to the Agenda IV. Agenda: <ul style="list-style-type: none"> A. Chairman’s Remarks – Kristin Muchow B. Approval of Minutes – <ul style="list-style-type: none"> i. Regular Minutes, June 20, 2023 ii. Work Session June 20, 2023 C. Monthly Activity and Financial Report – Pat Rice, Anne Marie Downen 	<p>Action Item Action Item</p> <p>Discussion Item</p> <p>Action Item Action Item</p> <p>Discussion Item</p>
<ul style="list-style-type: none"> V. Other Business: <ul style="list-style-type: none"> A. Owner Rep Recap of Aquatics Center -- Pat Walsh, ZGA Architects B. Marketing Update– Cliff Clinger & Mary Michael Rogers C. Idaho Competitive Aquatics – Ryan Stratton VI. Adjournment 	<p>Discussion Item Discussion Item Discussion Item</p>



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boise | centre

THE DISTRICT
GREATER BOISE AUDITORIUM DISTRICT



EXECUTIVE DIRECTOR REPORT
JUNE 2023

ACTIVITIES

- New Assistant Executive Director, Julie Rising, starts July 26
- New Aquatics Center opened with great publicity
- New budget software training completed and process to begin shortly
- Several staff attending IAVM Venue Connect in Pittsburgh July 30-August 4



Idaho Central Aquatic Center – Grand Opening



Ribbon Cutting

Jody Olson, Tiam Rastegar,
Kristin Muchow and Pat Rice,
Executive Director

Proud Supporter





GOALS

Fiscal Management: Boise Centre Subsidy

in 000's	Actual-YTD	Goal-FYE	%	Remaining
Controllable (P&L and CapX)	\$ 1,271	\$ 6,856	19%	\$ 5,585
Fixed (Fees)	\$ 200	\$ 364	55%	\$ 164
Fixed (Lease Payments)	\$ 936	\$ 1,724	54%	\$ 788
Total	\$ 2,407	\$ 8,944	27%	\$ 6,537

Cash Position – Governmental Fund

Dollars (in 000's)	Actual	Budget FYE	Variance		
Cash	\$ 22,836	\$ 16,685	\$ 6,151	Priorities	
Restricted Funds	\$ (250)	\$ (250)		*Health & Safety of guests/employees	
Stabilization Fund	\$ (6,000)	\$ (6,000)		*Economic Impact	
Aquatics Facility Commitment	\$ (468)	\$ (2,889)		*Reputation	
Additional Capital Needs*	\$ (10,000)			*Subsidy	
Cash to Invest	\$ 6,118	\$ 7,546			

*Ceiling project

“Cash” is the current amount on hand. Budget FYE “Cash to Invest” is the forecasted amount at the end of the fiscal year based on budget.

*With aging of the Boise Centre East, projected capital needs have increased over the amounts in the stabilization fund and are reflected here. Boise Centre West ceiling for \$4 million was added in February 2022.

Facility Utilization

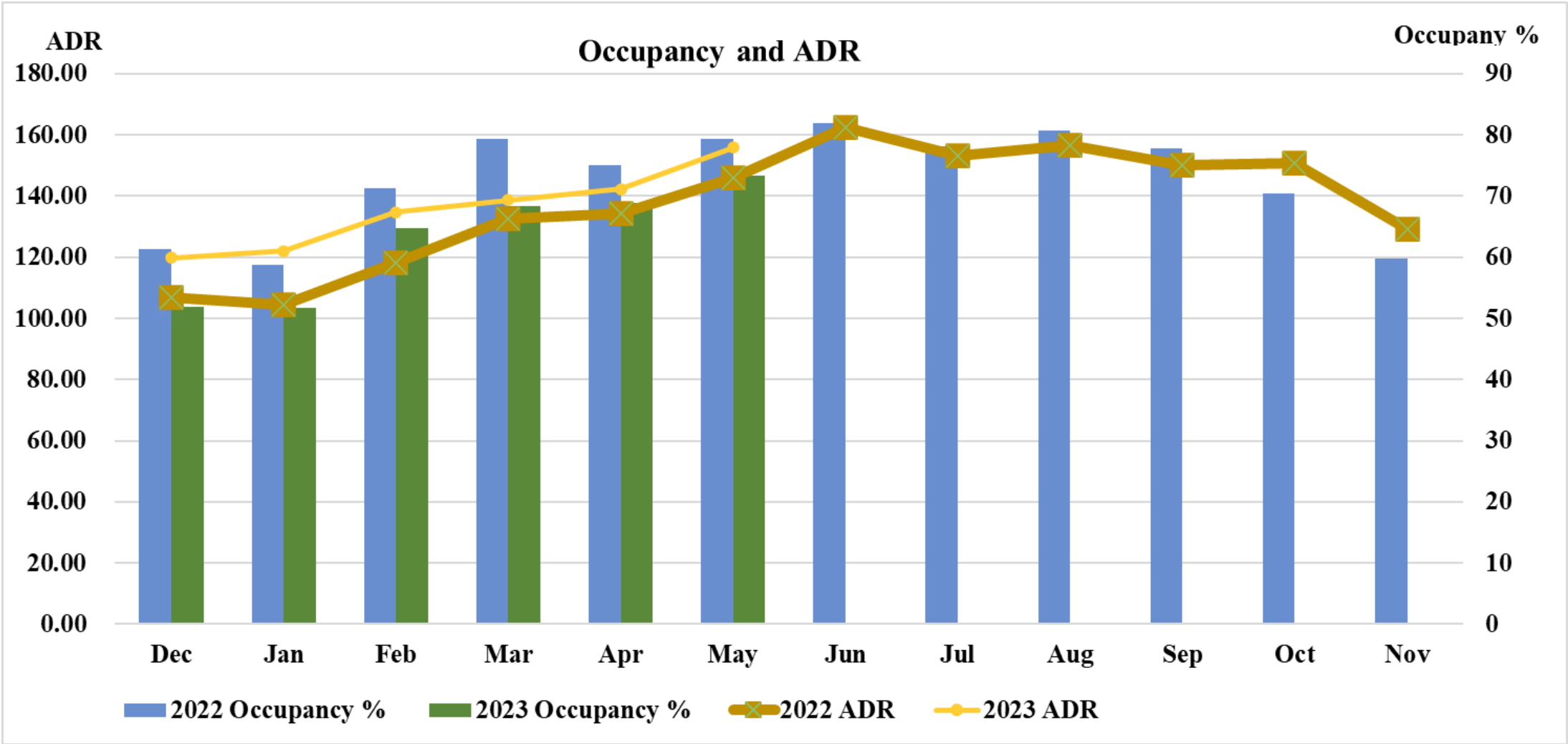
	Actual-YTD	Goal-FYE	%	Forecast	Variance To Goal
Number of Events					
Events: Local	120	160	75%	185	25
Events: Convention	39	60	65%	73	13
Events: Total	159	220	72%	258	38
Event Days					
Events: Days	146	420	35%	439	19

Economic Impact

	Actual-YTD	Goal-FYE*	%	Forecast	Variance to Goal
Dollars (in 000's)	\$ 17,437	\$ 27,000	65%	\$ 31,865	\$ 4,865
Attendance by Locality					
Attendance: Out of Town	26,439	30,000	88%	39,021	9,021
Attendance: Local	72,514	145,000	50%	133,152	(11,848)
Attendance: Total	98,953	175,000	57%	172,173	(2,827)

Hotel Statistics* – Occupancy and ADR

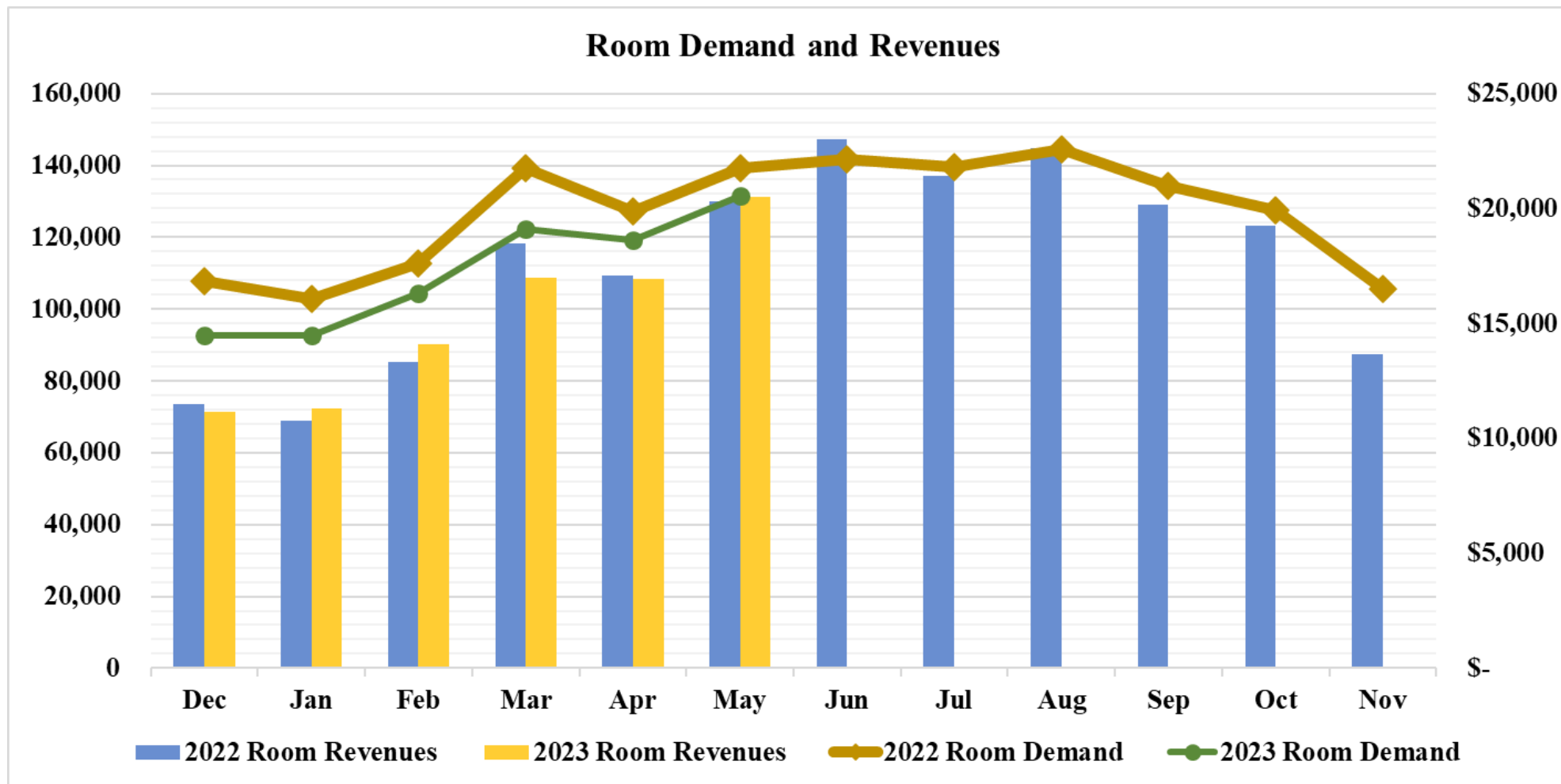
Market Core



*Source: STR

Hotel Statistics - Room Demand and Revenues

Market Core



Boise Centre Convention Pipeline & Monthly Highlights

Convention Pipeline

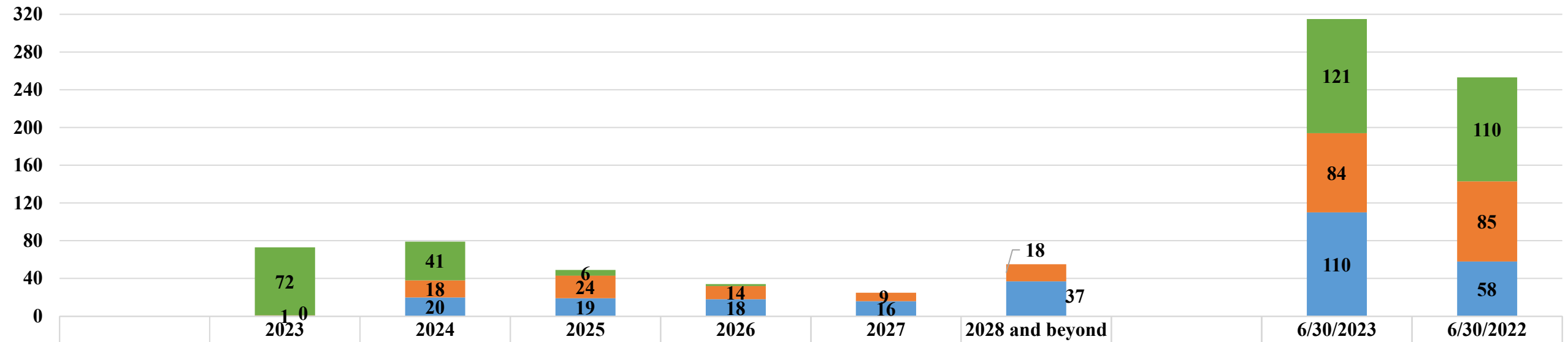
Convention Contracts Confirmed in YTD: 51

Goal: 60 / 85% of Goal



62

- June Highlights:
 - Increase in convention pipeline reflected in June due to future placeholders completed for annual convention
 - State of Idaho, Department of Education/Waypoint confirmed for October 2023; estimated 500 room nights, \$74K revenue, \$305K EI
 - Association for University Business and Economic Research confirmed for October 2024; estimated 470 room nights, \$35K revenue, \$218K EI
 - Boise Meeting Pros hosted at Boise Centre on June 21; attended by 35 people total (14 planners/clients)



All Conventions on the Books by Status									
	2023	2024	2025	2026	2027	2028 and beyond		6/30/2023	6/30/2022
Total	73	79	49	34	25	55		315	253
Confirmed	72	41	6	2	0	0		121	110
Tentative	1	18	24	14	9	18		84	85
Tracking	0	20	19	18	16	37		110	58

FINANCIAL REPORT

Centre revenue was up slightly from prior month and 33% higher than same month prior year; tax revenues over budget by 42%

District cash/investments increased \$162K and \$200K moved to investments. Final amount due for Aquatics is April amount due is \$468K

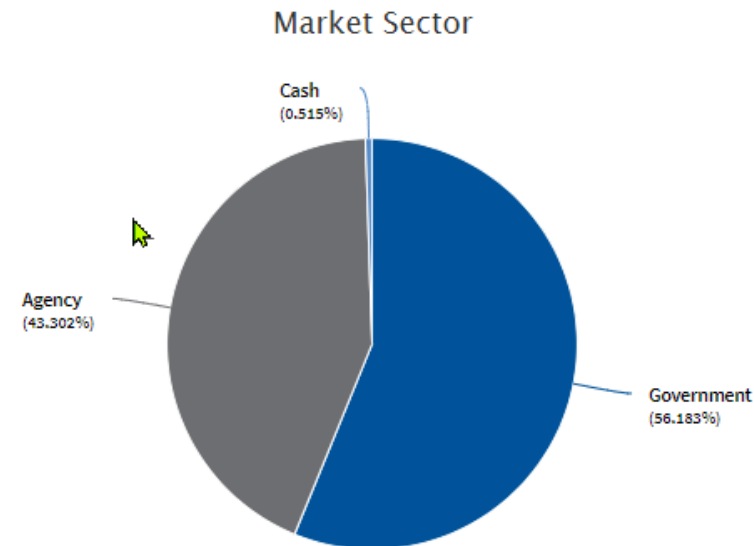
Operating transfers for Centre were \$0; Aquatics \$959K

Labor productivity process improvement under way

Questica budget implementation winding down

Investments Jan 1- May 31

▶ Par Value	\$21.5 Million
▶ Current market value	21.3 Million
▶ Unrealized gain (loss) - Portfolio	(0.3 Million)
▶ 6 month return	1.648%
▶ Benchmark (ICE BofA 0-3 year USTreasury Index)	1.825%
▶ Effective Maturity	1.269 years
▶ Purchases in May	\$200K
▶ Sales in May	\$0



*Combined Revenue and Expense**

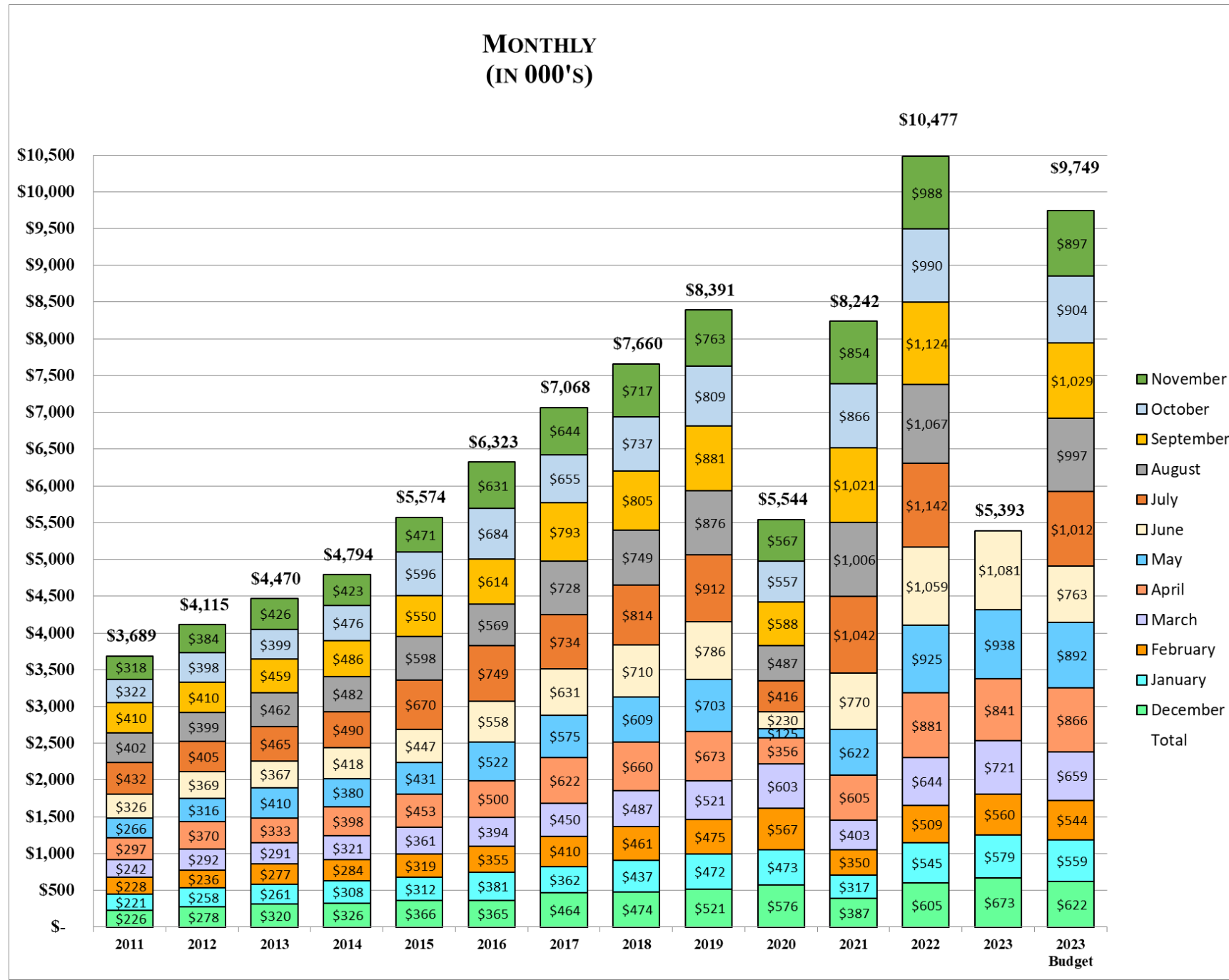
(000's)

	Boise Centre	District	Aquatics	Combined	Combined	Year over Year
Year to Date	6/30/2023			6/30/2022	2023-2022	
Revenues	\$ 5,901	\$ 5,705	\$ 85	\$ 11,691	\$ 9,475	\$ 2,216
Expenses	\$ 9,738	\$ 119	\$ 8	\$ 9,865	\$ 8,583	\$ 1,281
Revenues>Expenses	\$ (3,837)	\$ 5,585	\$ 77	\$ 1,826	\$ 891	\$ 935
Budget	\$ (5,222)	\$ 4,550	\$ 198	\$ (474)		
Variance	\$ 1,385	\$ 1,036	\$ (121)	\$ 2,300		

Above totals may not equal due to rounding.

**Expenses include \$1.6 million in depreciation, amortization and interest (\$0.3 million per month)*

Financial Highlights - District



Trends – Boise Centre

Highest operating revenue months (same period/prior years) in past 11 of 12 months: June through April (see italics)

May revenues were over budget by \$158K; YTD \$788K over budget; \$1.4 million over prior year

6 of past 7 months top 10 in revenues (see green)

Room demand up 6%; two of last three months are increases over prior month

12 month rolling revenue: \$10.4 million

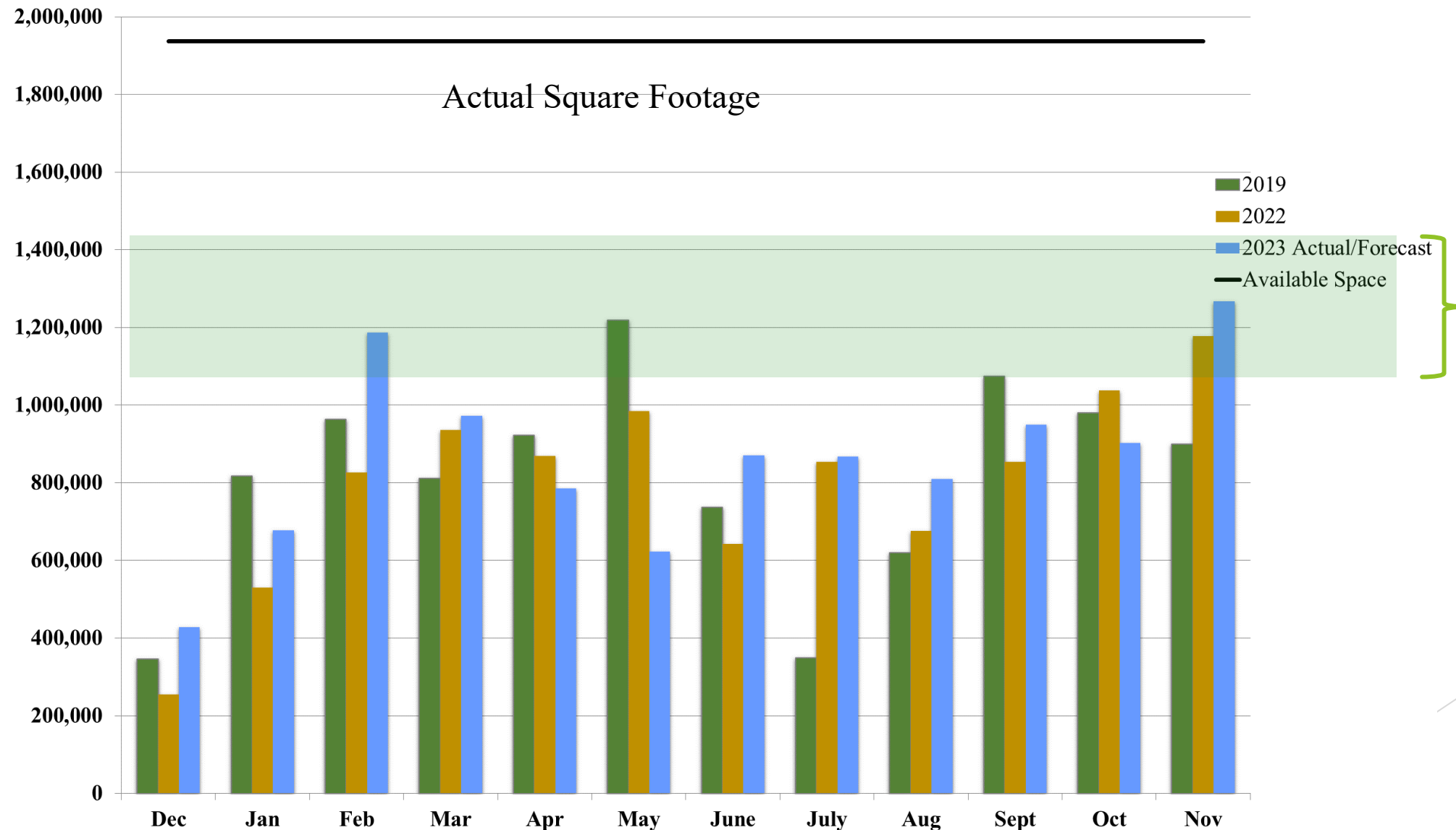
Green = Highest 10 revenue months Red = Lowest 10 revenue months Bold Italics = Highest revenue for same time frame

	December	January	February	March	April	May	June	July	August	September	October	November
2019	\$ 569,367	\$ 453,649	\$ 822,118	\$ 663,508	\$ 821,350	\$ 915,123	\$ 525,082	\$ 199,616	\$ 321,278	\$ 823,668	\$ 873,081	\$ 723,575
2020	\$ 607,690	\$ 614,207	\$ 867,490	\$ 480,477	\$ 60	\$ (10,019)	\$ 5,368	\$ 15,363	\$ 62,230	\$31,418	\$ 108,319	\$ 114,496
2021	\$ 30,296	\$ 17,661	\$ 34,846	\$ 69,066	\$ 108,683	\$ 259,901	\$ 175,495	\$ 224,110	\$ 504,518	\$655,385	\$ 756,475	\$ 565,971
2022	\$ 283,136	\$ 370,639	\$ 829,044	\$ 612,923	\$ 872,223	856,405	\$ 597,993	\$ 603,181	758,199	\$ 952,236	\$ 1,149,897	\$ 1,045,435
2023	\$ 680,258	\$ 685,269	\$ 1,083,501	\$ 897,750	\$ 937,197	776,179	\$ 793,721					

Square Foot Utilization by Month**

**340 days (excludes federal holidays, the weeks of Christmas and 4th of July.)

- Forecast for December 2022 thru November 2023: 107% of 2022
- October currently below prior year, still time to fill in



Optimal
Target
Range
assuming
available
staff*

17

* Source: 50%-70%
based on CSL Feasibility
Study, Dec 2017

Aquatics Center



Rent received of \$38K; rent increase beginning June 1st to \$38K;



\$1 million funded in May for April

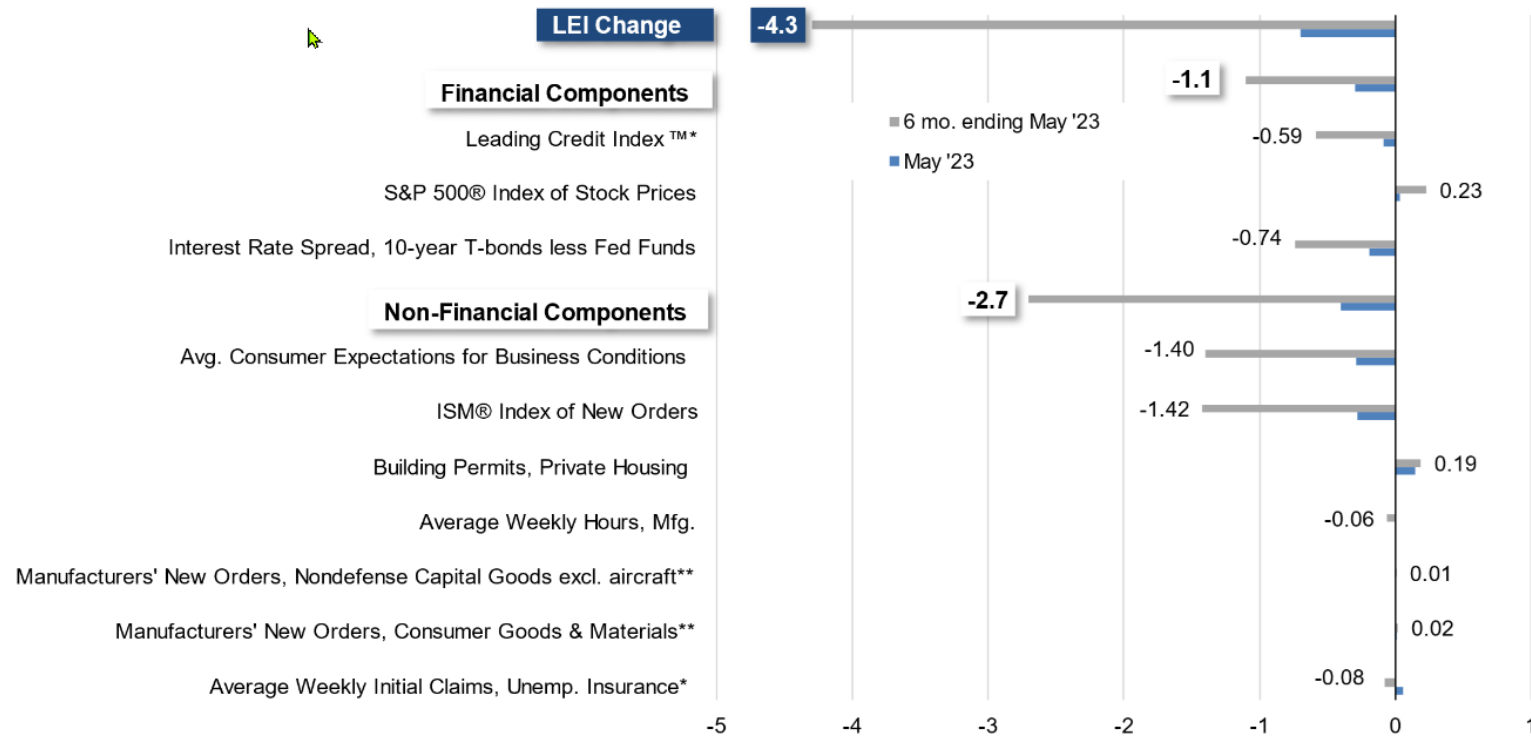


After above payment, \$0.5 million remaining to fund: last draw request in house

Budget - Recession looming? May 30, 2023

ECONOMIC INDICATORS

The Conference Board Leading Economic Index® and Component Contributions (Percent)



Source: The Conference Board

Positive factors up from 2 to 4 in past month

Board Meetings, 2:00 p.m.

Upcoming Dates:

Tuesday, July 18, 2023

Thursday, August 17, 2023

Tuesday, September 26, 2023

Tuesday, October 24, 2023 Budget Approval/Lease Renewal

Thursday, November 16, 2023

Tuesday, December 19, 2023



MINUTES OF A SPECIAL MEETINGS
OF
DIRECTORS OF GREATER BOISE AUDITORIUM DISTRICT
HELD IN ADA COUNTY

June 20, 2023

Pursuant to a call by the Board Chair and notice of the meetings having been duly posted at 850 W. Front St., Boise ID 83702, the Board of Directors of the Greater Boise Auditorium District met in regular session in room 200, in person and via teleconference, June 20, 2023.

Board Present

Kristin Muchow, Chair
Jody Olson, Vice Chair
Tiam Rastegar, Director
Chase Erkins, Director

Board Absent

Jim Walker, Director

Others Present

Pat Rice, Boise Centre
Anne Marie Downen, Boise Centre
Anna Mills, Boise Centre
Cody Lund, Boise Centre
Mary Michael Rodgers, Boise Centre
Brandon Doty, Boise Centre
Stacie Lisby, Boise Centre
Shira Hotvedt, Boise Centre
Ali Ribordy, Boise Centre
Ryan Stratton, ICA
Mike Stoddard, Hawley Troxell
Luke Henry, Hawley Troxell
Phil Reberger, Sullivan & Reberger
John Sheldon, Sullivan & Reberger
Kylie Turner, Sullivan & Reberger

I. Call to Order

Ms. Muchow called the meeting to order at 2:02pm

II. Roll Call

Mrs. Mills took attendance by voice roll call:

Ms. Muchow – Present

Mr. Olson - Present

Mr. Walker – Absent

Mr. Erkins – Present

Mr. Rastegar – Present

III. Changes or Additions to Agenda:

Ms. Muchow requested to change the agenda to move item number two further down, to await Mr. Rastegar' s arrival. Mr. Erkins motioned, and Mr. Olson seconded. The motion was approved unanimously. **Timestamped 2:03pm**

A. Chairman's Remarks – Kristin Muchow

None

B. Approval of Minutes

i. Regular Board Minutes for May 16, 2023

A motion was made by Mr. Olson to approve the regular Board Meeting Minutes of May 16, 2023. Mr. Erkins seconded the motion. The motion was approved unanimously.

Timestamped 2:04pm

Mr. Rastegar arrived at 2:11pm

C. Executive Director and Financial Report - Pat Rice and Anne Marie Downen

Mr. Rice provided a summary of current events and Boise Centre updates. Mr. Rice and Ms. Downen presented the Executive Director and Financial Report by PowerPoint presentation. A motion was made by Mr. Erkins to approve the Executive Director and Financial Report as presented. Mr. Olson seconded the motion. The motion was approved unanimously. **Timestamped 2:29pm**

IV. Board Member Swearing In

Mrs. Kristin Muchow and Mr. Tiam Rastegar were sworn in as Director to the Board of Directors for the Greater Boise Auditorium District. They were elected May 16,2023. **Timestamped 2:32pm**

V. Election and Removal of Officers

A motion was made by Mr. Erkins to nominate Ms. Muchow as Chair. Mr. Olson seconded the motion. The motion was approved unanimously. **Timestamped 2:33pm**

A motion was made by Ms. Muchow to nominate Mr. Olson as Vice Chair. Mr. Rastegar seconded the motion. The motion was approved unanimously. **Timestamped 2:33pm**

A motion was made by Ms. Muchow to nominate Mr. Erkins as Secretary. Mr. Rastegar seconded the motion. The motion was approved unanimously. **Timestamped 2:33pm**

A motion was made by Ms. Muchow to nominate Ms. Muchow and Mr. Olson to the Finance and Audit Committee. Mr. Rastegar seconded the motion. The motion was approved unanimously. **Timestamped 2:33pm**

A motion was made by Ms. Muchow to nominate Mr. Erkins and Mr. Rastegar to the Marketing committee. Mr. Olson seconded the motion. The motion was approved unanimously. **Timestamped 2:34pm**

VI. Other Business:

A. Workers Compensation Update- Brandon Doty

Mr. Doty reviewed Boise Centre's worker's compensation premiums and highlighted favorable rates and premium discounts.

B. Idaho Central Aquatic Center – Ryan Stratton

Mr. Stratton provided an update on the day-to-day operations since opening and the current enrollment in classes.

C. Venue Management School – Stacie Lisby and Shira Hotvedt

Ms. Lisby and Ms. Hotvedt provided the board with summary of their experience at the Venue Management School and an overview of the program run by International Association of Venue Managers.

D. The Role of Public Buildings in Idaho – Mike Stoddard

Michael Stoddard, and his associate Luke Henrie of Hawley Troxell, provided an overview of the federal and state constitutional and statutory guidelines that impact use by the public and groups of the Boise Centre facilities, given that such facilities are publicly owned spaces utilized for events. The district can—and does utilize reasonable and non-viewpoint-based time, place, and manner restrictions on how its facilities are used.

Adjournment

There being no further business to come before the Board, the meeting is adjourned.

Timestamped 3:36pm

The meeting was adjourned at 3:36pm

Kristin Muchow, Chairman

Jody Olson, Vice Chairman

Jim Walker, Director

Tiam Rastegar, Director

Chase Erkins, Secretary

Note: the following materials will be attached to and provided with these minutes: Meeting material for July 18, 2023:

- Regular Minutes for June 20, 2023
- Work Session Minutes for June 20, 2023
- Executive Director's Report June 2023

MINUTES OF A
WORK SESSION MEETING
OF
DIRECTORS OF GREATER BOISE AUDITORIUM DISTRICT
HELD IN ADA COUNTY

June 20, 2023

Pursuant to a call by the Chairman and notice of the meetings having been duly posted at 850 W. Front St., Boise ID 83702, the Board of Directors of the Greater Boise Auditorium District met in a work session via teleconference and in room 200 of Boise Centre West, 850 W. Front St., Boise ID 83702, at 3:30p.m. on June 20, 2023

Board Present

Kristin Muchow, Chair
Tiam Rastegar, Director
Chase Erkins, Secretary

Board Absent

Jim Walker, Director
Jody Olson, Vice Chair

Others Present

Pat Rice, Executive Director

Cody Lund, Boise Centre

Anne Marie Downen, Finance Director

Mike Stoddard, Hawley Troxell

Anna Mills, Boise Centre

Luke Henrie, Hawley Troxell

Mary Michael Rodgers, Boise Centre

Allan Cushing, Boise Centre

I. Call to Order

Ms. Muchow called the meeting to order at 3:50pm

II. Changes or Additions to the Agenda

None

III. Agenda

Mr. Rice introduced Mr. Stoddard, Hawley Troxell.

A. Continuing education on Idaho statutes: Mike Stoddard, Hawley Troxell

A presentation were made in accordance with the agenda.

IV. Adjournment

Meeting adjourned at 5:00 pm

Kristin Muchow, Chair

Jody Olson, Vice Chair

Jim W. Walker, Director

Chase Erkins, Secretary



2023 Marketing & Communications Update

- Window graphics completed at the top of the escalators. Designed to help inform and educate guests about The District and Boise Centre
- 2023 Idaho Business Review Reader Rankings – Boise Centre listed as Best Event & Meeting Facility
- Sold out of Terrace Rentals for Alive After Five
- Boise Centre Family Appreciation Day held July 10

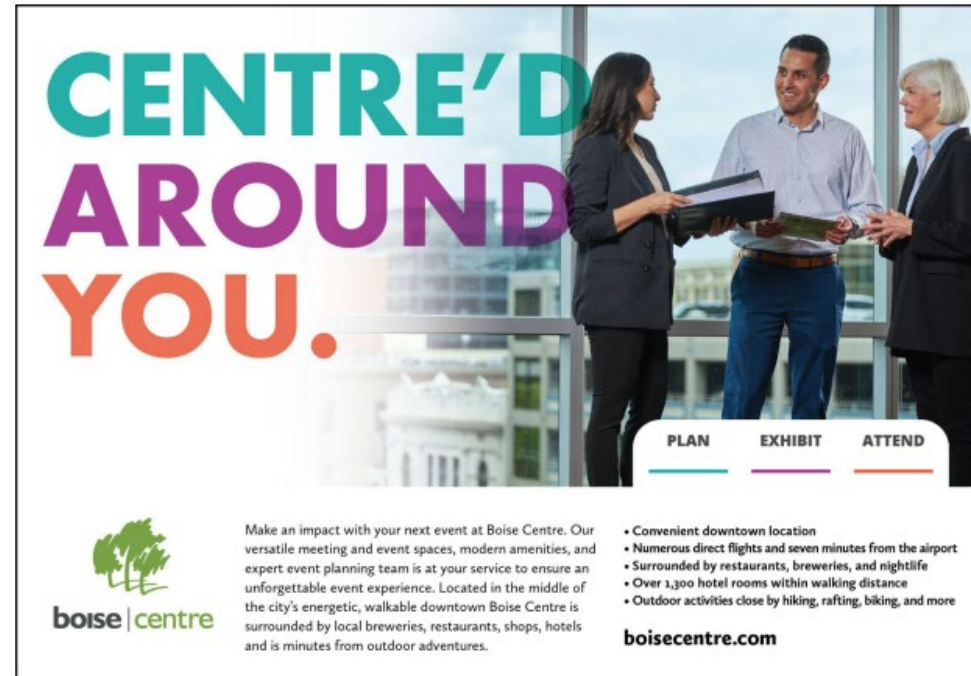


YTD 2023 Successes and Highlights

AGENCY Projects and Activities

- **Drake Cooper**
 - Ended Independent Contractor Agreement - Agreement for Design Services on April 28
 - Transition of materials and assets to WLC was smooth
 - Completed final projects
 - Promotional sales video
 - Creative refresh on digital ads
 - Updated Keywords, SEM and Targeting
- **Warren Lassen Communications**
 - WLC will continue to provide creative services, assist with the placement and purchasing of our digital media buys, host Boise Centre and District websites, photography, special projects, etc.

National Advertising



**CENTRE'D
AROUND
YOU.**

PLAN **EXHIBIT** **ATTEND**

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Make an impact with your next event at Boise Centre. Our versatile meeting and event spaces, modern amenities, and expert event planning team is at your service to ensure an unforgettable event experience. Located in the middle of the city's energetic, walkable downtown Boise Centre is surrounded by local breweries, restaurants, shops, hotels and is minutes from outdoor adventures.

- Convenient downtown location
- Numerous direct flights and seven minutes from the airport
- Surrounded by restaurants, breweries, and nightlife
- Over 1,300 hotel rooms within walking distance
- Outdoor activities close by hiking, rafting, biking, and more

boisecentre.com

- Continue to utilize and refresh the “Centre’d Around You” Campaign with new photography
- Will use this campaign through 2023 and evaluate creative and messaging for 2024
- Deleted the GBAC logo

National Advertising



Local Advertising



CONVENE HERE.

CELEBRATE HERE.

CREATE HERE.


CONNECT HERE.

As Idaho's premier event venue, our mission is to WOW our guests.

Make an impact with your next event at Boise Centre. Our versatile meeting and event spaces, modern amenities, and expert event planning team is at your service to ensure an unforgettable experience.

- Convenient downtown Boise location
- 86,000 sq. ft. and 31 flexible meeting rooms
- Exclusive in-house catering with fresh, locally inspired menus
- Proudly serving, premium wines from Idaho vineyards
- Personalized service tailored to meet your unique needs
- Fully equipped audio-visual services
- In-house IT team and onsite support


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Ready to start planning?
Let's connect 208-489-3665 or boisecentre.com




CONVENE HERE.

CELEBRATE HERE.

CREATE HERE.

CONNECT HERE.


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As Idaho's premier event venue, our mission is to WOW our guests.

For your next meeting, conference, training, or special event, let Boise Centre's team of experienced event professionals help make your vision a reality.

With 31 versatile meeting rooms and event spaces, modern amenities and beautiful views, Boise Centre accommodates groups from 25 to 2,000.

- Centrally located in the heart of downtown Boise
- Personalized service, attention to detail and tailored event services to meet your unique needs
- Creative and delicious catering services with inspired menus that feature locally sourced ingredients
- Proudly serving, premium wines from Idaho vineyards
- A complete line of in-house audio-visual equipment and event production services
- Complimentary shared Wi-Fi throughout venue and dedicated bandwidth available

Ready to start planning?
Let's connect 208-489-3665 or boisecentre.com


- Refreshed local creative
- Continue with the “Here” headlines to highlight the variety of things that can be done at Boise Centre
- Deleted the GBAC logo


Refreshed Digital Media

Prospecting

Retargeting

AT THE CENTRE OF IT ALL.
MEETINGS, EVENTS & MORE IN DOWNTOWN BOISE.





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SEE SPACES


AT THE CENTRE OF IT ALL.
MEETINGS, EVENTS & MORE IN DOWNTOWN BOISE.




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SEE SPACES

BOISE MAKES IT HAPPEN.
THE PLACE FOR MEETINGS AND EVENTS.





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START PLANNING

BOISE MAKES IT HAPPEN.
THE PLACE FOR MEETINGS AND EVENTS.




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START PLANNING

BRING YOUR BEST TO BOISE.
BE DOWNTOWN FOR EVENTS, MEETINGS & MORE.




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SEE SPACES

BRING YOUR BEST TO BOISE.
BE DOWNTOWN FOR EVENTS, MEETINGS & MORE.




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SEE SPACES



Boise Centre - Idaho's Largest Convention Center

86,000 Square Feet Of Meeting And Event Space.

boisecentre.com | Sponsored

[Learn More](#)



Top Performing Native Ad and Digital Ad

2023 Third Quarter Media



JUNE

Smart Meetings
Small Market Meetings
Meetings & Events / Northwest

JULY

Smart Meetings (Idaho feature)
Meetings Today
Facilities & Destinations (Prime Site Awards Issue and Bonus Advertorial)

AUGUST

Meetings & Events / Colorado
Smart Meetings (Bonus Advertorial)
Idaho Business Review (Event Planning Guide)

2023 Fourth Quarter Media



SEPTEMBER Small Market Meetings / IMEX Issue
Meetings Today
Associations & Conventions
Meetings & Events
Meetings & Conventions (Pacific Northwest feature)
Idaho Business Review

OCTOBER Smart Meetings (Feature on ID, MO, WY)
Meetings Today (Bonus Advertorial)
Meetings & Events / Northwest

NOVEMBER Meetings Today (Bonus Advertorial)
Meetings & Conventions
Idaho Business Review (Book of Lists)
Meetings & Events / Illinois

Boise Centre Website

- Paid media drives 40% of traffic, followed by organic search at 33%, similar to last year
- Overall, we have seen approximately **15% more website visitors in 2023 than in the same period in 2022**
- The duration of time each user spends on the website and how many pages they view is relatively flat year-over-year
- Idaho is the biggest driver of visits, followed by **California, which sent 25% more visits in 2023 than in the same period in 2022**
- **Arizona** and **Colorado** website visitors have both doubled this year, so far

Boise Centre

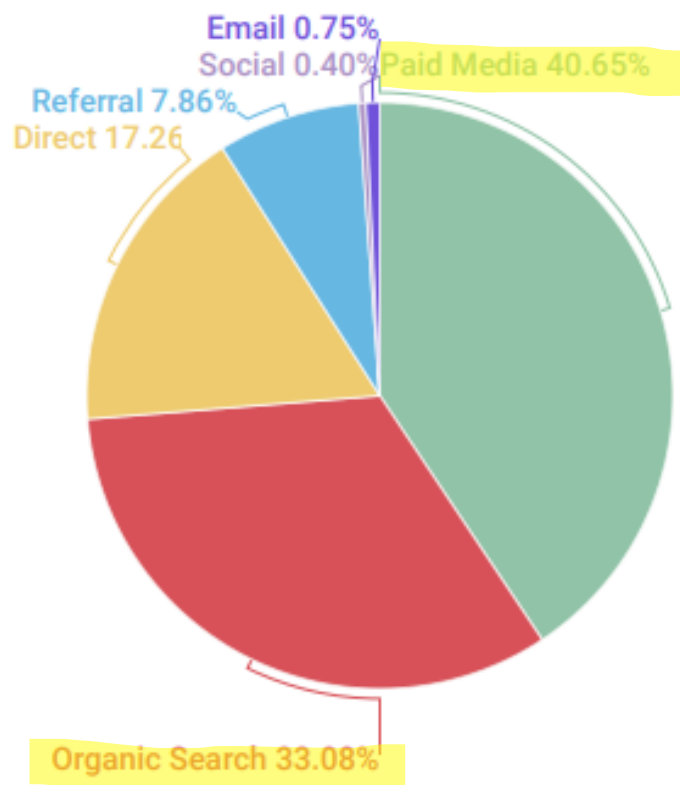


Digital Media Performance Overview February-June 2023

Channel	Impressions	Spend	Additional Result	Cost Per Result
Search Engine Marketing	78,129	\$20,350	60 Conversions	\$339 CPA
Display Ads	1,373,160	\$6,324	5,690 Clicks	\$1.11CPC
Native Ads	8,523,093	\$8,175	6,989 Clicks	\$1.16 CPC
Video Ads	1,408,640	\$11,845	820 Clicks	\$8.41 per thousand views (CPM)
Social Media Ads		\$119		
Total	11,383,022	\$46,813		

BoiseCentre.com

Website Traffic Sources YTD



Sessions: All Traffic Sources

Paid Media: 13,405
Organic Search: 10,906
Direct: 5,690
Referral: 2,592
Social: 132
Email: 248

Sessions: Paid Media Sources

Display Ads: 3,831
Paid Search: 3,817
Native Ads: 5,757

BoiseCentre.com

Website Traffic Users & Sessions - YTD



40,724 Users

↑ Up 15% YOY



40,305 New Users

↑ Up 16% YOY



48,054 Sessions

↑ Up 13% YOY



**1.57 Pages/
Session**

↓ Down .5% YOY



**:49 Session
Duration**

Flat YOY



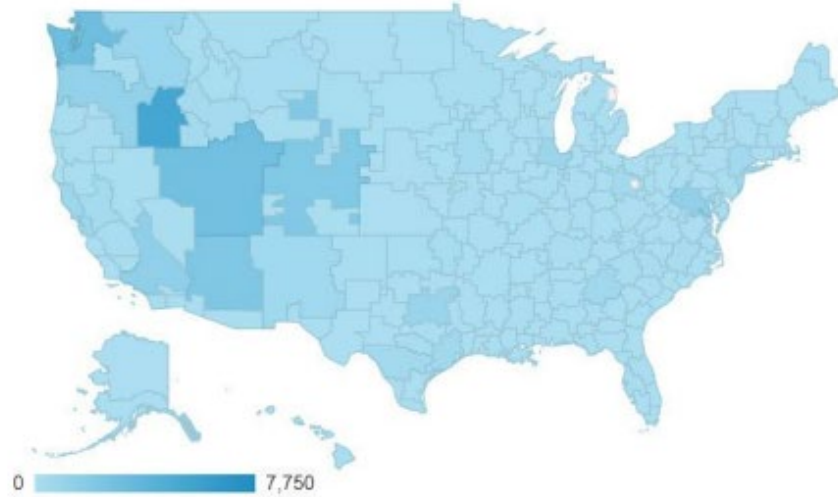
**72% Bounce
Rate**

↑ Up 2% YOY

BoiseCentre.com

Geography Report YTD

Jan 1, 2023 - Jun 30, 2023



State	2022	2023	% Change
Idaho	8,608	6,551	-24%
California	3,490	4,360	+25%
Washington	4,254	3,967	-7%
Utah	2,737	2,844	+4%
Arizona	1,125	2,406	+113%
Texas	2,635	2,498	-5%
Colorado	922	2,235	+142%
Oregon	1,404	1,615	+15%
Virginia	1,426	1,292	-9%

Metro	2022	2023	% Change
Boise	7,750	5,294	-31%
Seattle	2,820	3,034	+7%
SLC	2,075	2,962	+9%
Phoenix	1,094	2,230	+103%
Denver	890	2,102	+136%
L.A.	2,376	1,419	-40%
Portland	1,341	1,260	-6%
Washington D.C.	1,340	1,341	Flat
Dallas	779	929	+19%

BoiseCentre.com

Editorial



New Heights for Meetings and Incentives

by Morgan Saltz | January 3, 2023



Boise, Idaho

The City of Trees is nestled in the foothills of Boise Mountains, a city that locals call “an urban city on a compact scale.” Boise’s Sawtooth national forest and Boise River running through the center of town provide a picturesque backdrop to an urban downtown destination.

In the middle of downtown, the expanded **Boise Centre** offers over 80,000 sq. ft. of meeting and event spaces and 31 flexible meeting rooms. “Boise Centre is Idaho’s largest convention center, which is located in the middle of vibrant, walkable downtown Boise with plentiful local dining, microbreweries, hotels, shops, and recreation all within walking distance,” says Mary-Michael Rodgers, communications manager of Boise Centre.

Editorial

SPRING 2023

Facilities & Destinations™

FOR ASSOCIATION & CORPORATE MEETING PLANNERS & TRADESHOW PROFESSIONALS



Building More in 2024

Milwaukee's Wisconsin Center Expansion

Marty Brooks, President and CEO of the Wisconsin Center District

MPI'S 7 TAKEAWAYS FROM ANNUAL CMI DAY P. 14

LAS VEGAS P. 23

ORLANDO P. 26

VISIT Milwaukee



IN BRIEF

NEW HIRES & PROMOTIONS

Chef Crespin Moves from Anaheim to Palm Springs

PALM SPRINGS, CA—Heading the distinguished dining concepts and culinary team at **Kimpton The Rowan Palm Springs** is a new hire: **Executive Chef Richard Crespin**. With his appointment, Crespin is responsible for overseeing culinary operations for the Michelin-recognized 4 Saints rooftop restaurant, the all-day dining concept Juniper Table, the poolside High Bar, banquets, catering and in-room dining.

Crespin brings his distinct international culinary expertise—rooted in classic French technique and informed by his studies in New York, Paris, Spain, and Japan—to the award-winning 153 room downtown Palm Springs hotel and its restaurants and bars. Most recently, he served as executive chef and culinary director for Anaheim Arena Management, which manages the Honda Center in Anaheim, California, home of the Anaheim Ducks. During his six and a half-year tenure, Crespin systematically upgraded the cuisine throughout the operations, including 86 luxury suites, a private club, a steakhouse, a buffet, a gastropub, a sushi bar, and concessions.

“Nearly 30 years of experience working in some of the world’s best cities for food has brought me to Palm Springs, where the dining scene continues to move in an exciting direction, especially here at The Rowan,” said Executive Chef Richard Crespin. “My culinary style is a love letter to what Mother Nature offers us during the seasons, finessed by time-honored techniques, and influenced by Spanish, Japanese, African, Thai, and French cuisines. Dishes are fundamentally familiar, while innovative in flavor and creation.”

The **Kimpton general manager, Peggy Trott**, added: “Our guests and team will be well-served under Chef Richard’s direction with his demonstrated gastronomic vision, focus on delivering exceptional guest service, and commitment to uplifting young chefs.”



Richard Crespin
Executive Chef

CENTRE'D AROUND YOU.



PLAN EXHIBIT ATTEND

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Make an impact with your next event at Boise Centre. Our versatile meeting and event spaces, modern amenities, and expert event planning team is at your service to ensure an unforgettable event experience. Located in the middle of the city's energetic, walkable downtown Boise Centre is surrounded by local breweries, restaurants, shops, hotels and is minutes from outdoor adventures.

- Convenient downtown location
- Numerous direct flights and seven minutes from the airport
- Surrounded by restaurants, breweries, and nightlife
- Over 1,300 hotel rooms within walking distance
- Outdoor activities close by hiking, rafting, biking, and more

boisecentre.com

IDAHO




Meet Here - Inspire Here

Boise Centre is Idaho's premier convention center located in the heart of downtown Boise. It offers versatile meeting and event space, beautiful views of the Boise Foothills, modern amenities, the latest technology, and personalized service. **Boise Centre offers 31 versatile meeting and event spaces to suit groups of up to 2,000.**

Boise Centre proudly provides exceptional catering services with inspired menus featuring locally sourced ingredients. Our in-house audiovisual and technology services along with our capability to provide virtual and hybrid meetings allow us to meet the needs of every group. From conventions and conferences to corporate meetings, Boise Centre's team of event professionals attend to every detail to ensure an unforgettable event experience.

Surrounding the convention center are plenty of hotels, farm-to-table restaurants, microbreweries, wine-tasting rooms, over 100 shops, art galleries, museums, and entertainment venues all centered in the city's compact, walkable downtown. **The city's 8th Street, known as 'restaurant row,' has expanded, adding a pedestrian and patio district where groups may enjoy local fare in comfortable settings.** Boise also has an abundance of outdoor activities including hiking trails, white water rafting, golfing, cycling, and so much more.

From full-service to boutique, Boise hotels provide guests with an array of options and amenities. **Several new hotels, currently under construction,** will allow Boise Centre to accommodate an increasing number of guests and conference attendees.

Boise Centre is next to a fantastic exhibit hall and sport arena, offering 5,000 seats, and 17,000 square feet of tradeshow space. Combine the two venues (100,000 square feet together) for expanded possibilities including larger conferences, keynote sessions, trade shows, concerts, and sporting events. **Let's connect and show you how Boise can meet and exceed the needs of your group.**

Boise Centre Quick Facts:

- 84,000 square feet including and 31 meeting rooms with virtual/hybrid capabilities
- Free shared Wi-Fi throughout and dedicated bandwidth
- Full-service catering, audiovisual, and technology services
- Nonstop air service from 36 destinations and a short seven-minute drive to downtown
- 1,300 hotel rooms within walking distance and many more nearby
- Easy access to mountains, rivers, bike paths, and hiking trails within minutes




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 Take A Virtual Tour at boisecentre.com

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38 FACILITIES & DESTINATIONS SPRING 2023

Editorial

Your source for professional conference & event planning
Meetingnews
NORTHWEST



Discover Boise

Where urban appeal blends with outdoor adventure for events to remember.

Energize your meeting attendees with a one-of-a-kind event experience in vibrant, downtown Boise. This compact, walkable city boasts plentiful dining, hotels, breweries, shops, cultural attractions, and tons of nearby outdoor activities.

With abundant charm and nonstop air service to 26 destinations, Boise is quickly becoming a hot spot for meetings of all sizes. Primed for corporate meetings and conventions, Boise Centre is Idaho's premier convention center in the middle of downtown. This unique venue offers beautiful views of the Boise Foothills, modern amenities, and personalized service for unforgettable events.

Plan Events with Ease

Breathe easy and enjoy the convenience of meeting at Boise Centre, where one point of contact will coordinate all services and details for your event. Delicious and inspired menus featuring locally sourced ingredients are expertly prepared by our in-house caterer. A complete line of audio visual equipment and event production services are available in-house to meet your technical and design needs. With 31 versatile meeting rooms and event spaces, Boise Centre suits groups of up to 2,000 attendees.



By Lindsey Freeman

E-Mail Blasts & Newsletters

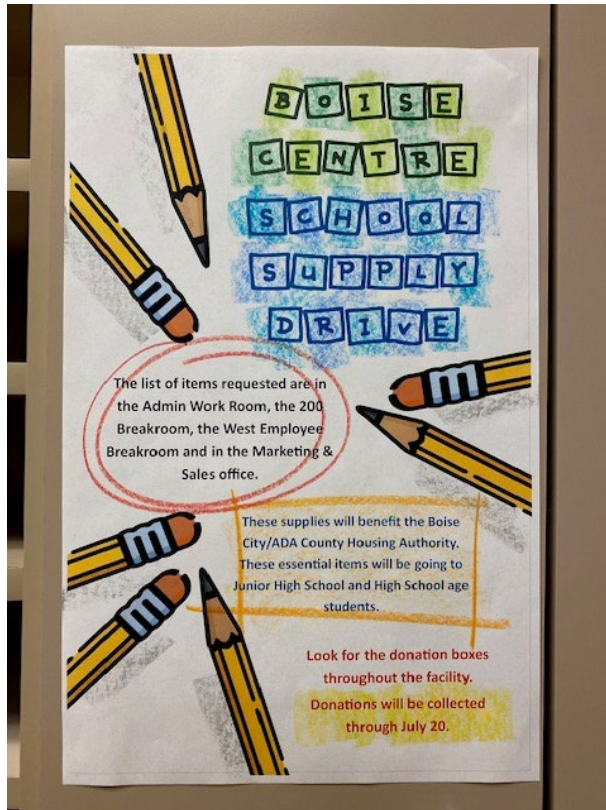
- **Email and newsletters:** (Boise Centre sponsored and sent to meetings publication subscribers)
Included in each: Boise Centre promotional text, images, website links (URL's) and contact info.
 - January / **MPI** / e-blast
 - February / **Meetings Today** / e-blast
 - March / **Assn. Convention and Facilities** / e-mail and banner ad
 - March / **Meetings + Events** / e-blast
 - April / **Meetings News NW** / provided sponsored content article for website
 - April / **Meetings News NW** / e-blast
 - May / **Assn. Convention and Facilities** / e-mail and banner ad
 - May / **MPI Chicago** / e-mail

Sponsorship

- 2023
 - **Big Sky Basketball Tournament**
 - **Treefort Music Festival**
 - **Outdoor Media Exchange (September)**
 - **Boise Metro Chamber of Commerce / Visit Boise / BVEP**
 - 11 Chamber events
 - Business After Hours
 - Visit Boise ROSE Awards
 - BVEP Stakeholder Summit
 - **Idaho Business Press**
 - Sponsorship of 6 events



WOWGISTICS



- **WOWFACTOR Newsletters**
- **All Staff Meeting (August 25)**
- **Community Initiatives**
 - Currently collecting school supplies that will be donated to the City of Boise / ADA County Housing Authority
 - Rake-Up Boise (November)
 - 2024 Festival of Trees (November)

Upcoming Projects

- 2024 Budget
- 2024 Marketing, Sales & Communications Plan
- Re-do several banners that are co-branded
Visit Boise and Boise Centre
- Restocking and selecting new promotional items for the sales and event managers
- Guest Services Guide
- Design smaller brochure
- Create a “Welcome to Boise. Welcome to Boise Centre” video for the Main Lobby video wall

Considerations for 2024

- Evaluate creative for national, regional and local advertising
- Seek out new and unique opportunities for additional editorial, video and photo coverage
- Photography
 - Capture the new design of Boise Centre East (January)
- Website and Digital Media
 - Update the video on the website home page
 - Develop more video assets to promote Boise Centre
 - YouTube is a channel that could be working harder to drive first time visits as well as return visits to the website
 - New video assets could also be used on social media to drive more engagement



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Thank You
