



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**



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**AGENDA**

<ul style="list-style-type: none"> <li>I. Call to Order</li> <li>II. Roll Call</li> <li>III. Changes or Additions to the Agenda</li> <li>IV. Agenda:           <ul style="list-style-type: none"> <li>A. Chairman’s Remarks – Kristin Muchow</li> <li>B. Approval of Minutes –               <ul style="list-style-type: none"> <li>i. Regular Minutes, July 19, 2023</li> </ul> </li> <li>C. Monthly Activity and Financial Report – Pat Rice, Anne Marie Downen</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Action Item</li> <li>Action Item</li> <li>Discussion Item</li> <li>Action Item</li> <li>Action Item</li> </ul>
<ul style="list-style-type: none"> <li>V. Other Business:           <ul style="list-style-type: none"> <li>A. Idaho Competitive Aquatics – Ryan Stratton</li> <li>B. Sales Update– Ali Ribordy &amp; Carrie Westergard</li> </ul> </li> <li>VI. Adjournment</li> </ul>	<ul style="list-style-type: none"> <li>Discussion Item</li> <li>Discussion Item</li> </ul>

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

July 19, 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, July 19, 2023.

**Board Present**

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

**Board Absent**

**Others Present**

Pat Rice, Boise Centre  
Anne Marie Downen, Boise Centre Zoom  
Anna Mills, Boise Centre  
Cody Lund, Boise Centre  
Ali Ribordy, Boise Centre  
Cliff Clinger, Boise Centre  
Ryan Stratton, ICA  
Jim Byrne, Greater Boise Aquatics  
Mike Stoddard, Hawley Troxell  
Pat Walsh, ZGA Architects  
Phil Reberger, Sullivan & Reberger  
John Sheldon, Sullivan & Reberger  
Kylie Turner, Sullivan & Reberger

**I. Call to Order**

Ms. Muchow called the meeting to order at 2:05pm

**II. Roll Call**

Mrs. Mills took attendance by voice roll call:

Ms. Muchow – Present

Mr. Olson - Present

Mr. Walker – Present

Mr. Erkins – Present

Mr. Rastegar – Present

### III. Changes or Additions to Agenda:

None

#### A. Chairman's Remarks – Kristin Muchow

Ms. Muchow congratulated the Boise Centre team on their successful execution of the Boise Metro Chamber of Commerce FAM Dinner 2023.

#### B. Approval of Minutes

##### i. Special Board Minutes for July 19, 2023

A motion was made by Mr. Olson to approve the regular Board Meeting Minutes of June 19, 2023. Mr. Erkins seconded the motion. The motion was approved unanimously.

**Timestamped 2:07pm**

##### ii. Work Sessions Minutes for July 19, 2023

A motion was made by Mr. Rastegar to approve the regular Board Meeting Minutes of June 19, 2023. Mr. Erkins seconded the motion. The motion was approved unanimously.

**Timestamped 2:07pm**

#### 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. **Timestamped 2:30pm**

### IV. Other Business:

#### A. Owner Rep Recap of Aquatics Center- Pat Walsh, ZGA Architects

Mr. Walsh provided the board with an update for the end of the contract terms and final projects.

#### B. Marketing Update- Cliff Clinger

Mr. Clinger discussed some of the marketing department's most recent marketing campaigns and awards, including 2023 Smart Stars and 2023 Business Review – Best Event & Meeting Facility.

#### C. Idaho Competitive Aquatics -Ryan Stratton

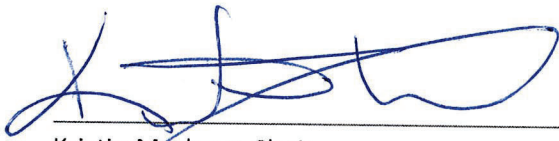
Mr. Stratton joined to discuss the grand opening and highlight the success of the first swim meet and the overwhelming response to the swimming lessons offered.

**Adjournment**

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

**Timestamped 3:22pm**

**The meeting was adjourned at 3:22pm**



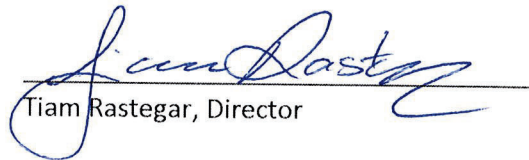
Kristin Muchow, Chairman



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 July 19, 2023
- Executive Director's Report July 2023

**AGENDA**

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**boise** | centre

**THE DISTRICT**  
GREATER BOISE AUDITORIUM DISTRICT



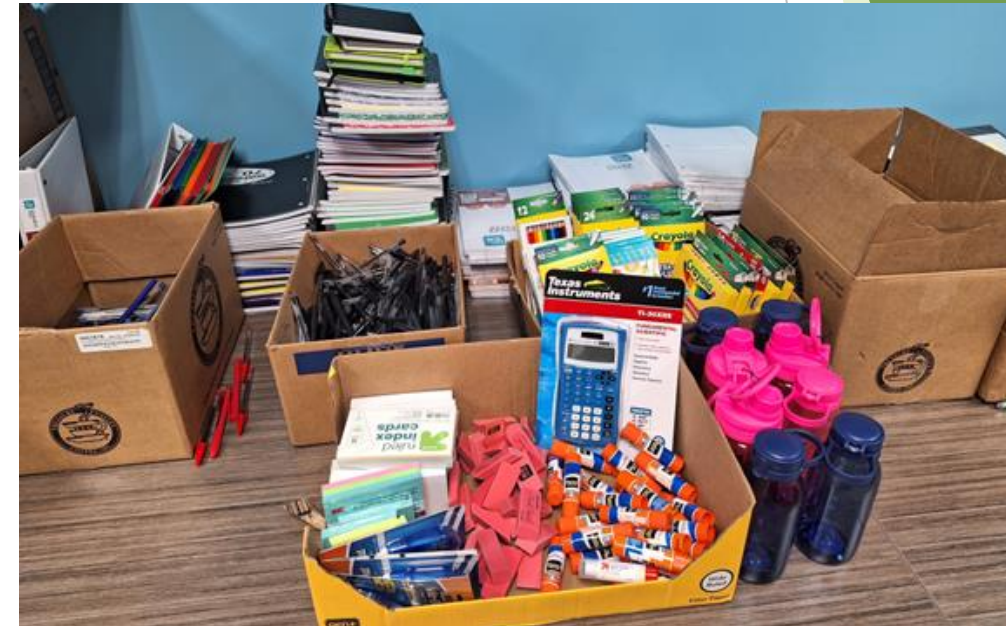
**EXECUTIVE DIRECTOR REPORT**  
**JULY 2023**

# 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



# Boise Centre Employee School Supply Drive benefitting the City of Boise & ADA County Housing Authority



- 16 Boxes Delivered
- 265 Packages Items
- 1,924 Individual Items

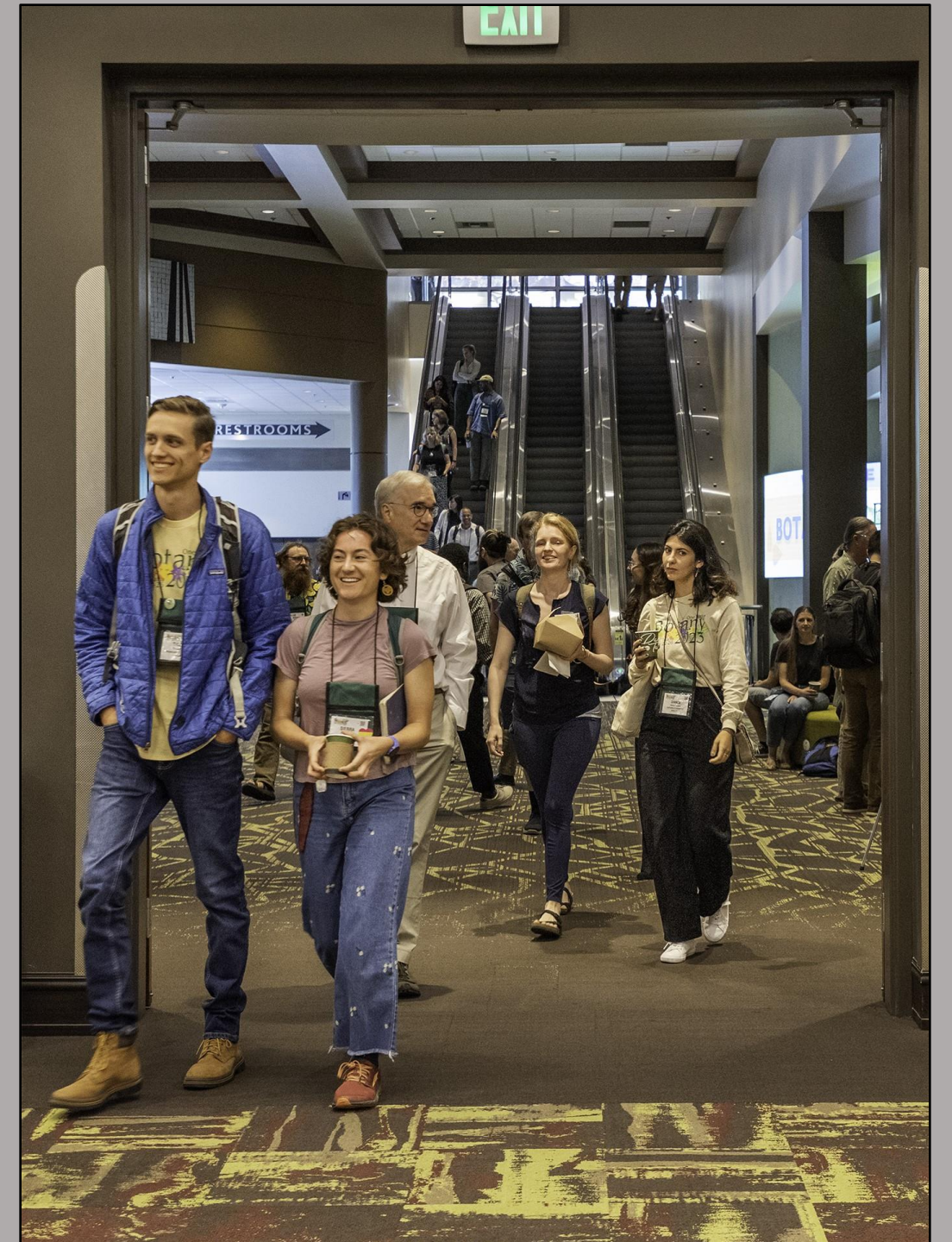


**Annual Meeting (4-Days)**  
**On Site Attendees - 900**  
**Virtual Attendees - 100**  
**50 US States and 53 Countries**





Convention Hotels – 9  
Estimated Hotel Room Nights – 1,386





Room 100  
Poster Session and Exhibitors  
82 Standing Boards and 328 Posters

# GOALS

## *Fiscal Management: Boise Centre Subsidy*

in 000's	Actual-YTD	Goal-FYE	%	Remaining
Controllable (P&L and CapX)	\$ 2,102	\$ 6,856	31%	\$ 4,754
Fixed (Fees)	\$ 228	\$ 364	63%	\$ 136
Fixed (Lease Payments)	\$ 1,077	\$ 1,724	62%	\$ 647
Total	\$ 3,407	\$ 8,944	38%	\$ 5,537

## *Cash Position – Governmental Fund*

Dollars (in 000's)	Actual	Budget FYE	Variance		
Cash	\$ 22,669	\$ 16,685	\$ 5,984	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	\$ 5,951	\$ 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

Dollars (in 000's)	Actual	Budget FYE	Variance		
Cash	\$ 22,669	\$ 16,685	\$ 5,984	Priorities	
Restricted Funds	\$ (250)	\$ (250)		*Health & Safety of guests/employees	
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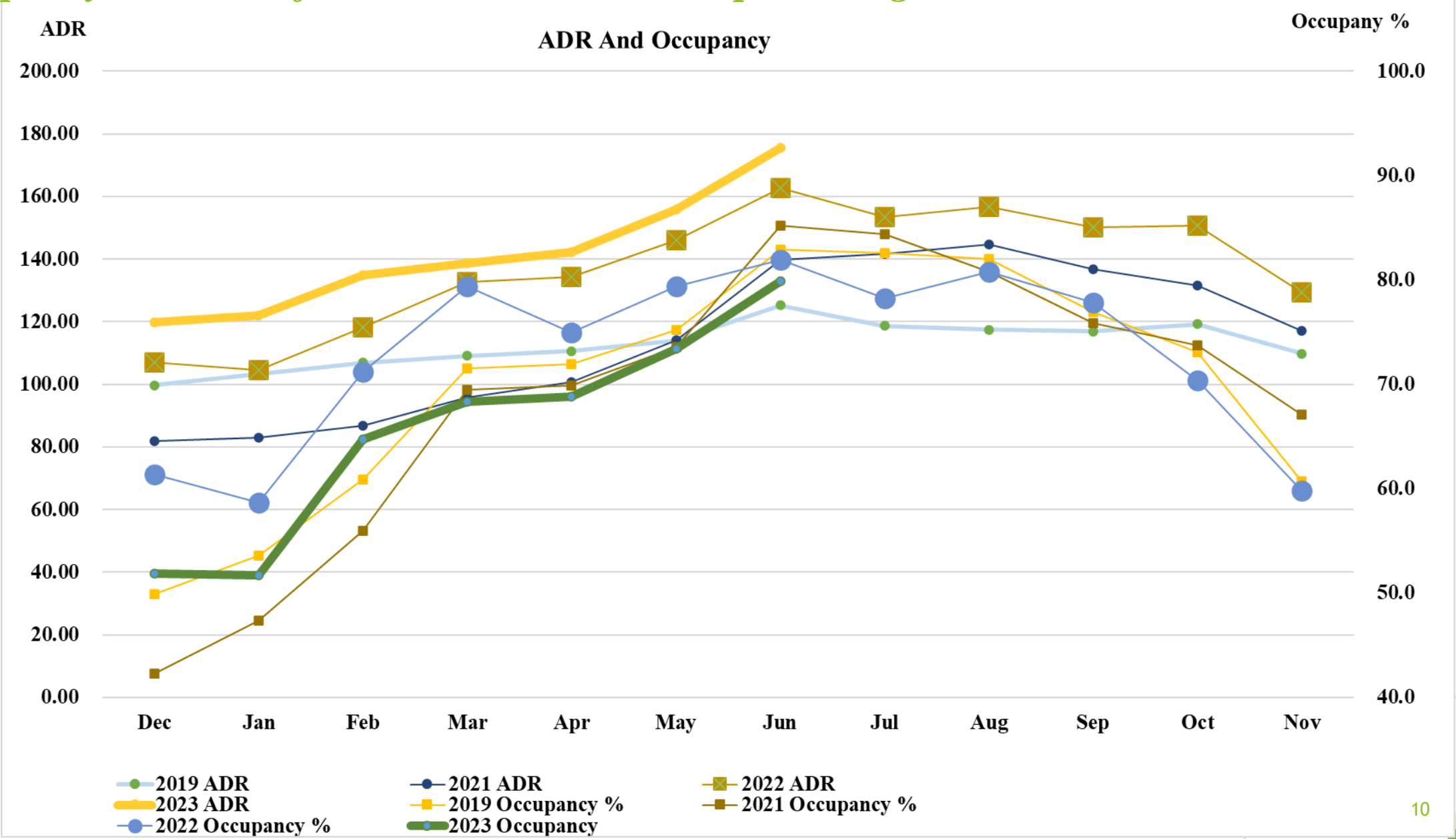
## Economic Impact

	Actual-YTD	Goal-FYE*	%	Forecast	Variance to Goal
Dollars (in 000's)	\$ 18,632	\$ 27,000	69%	\$ 30,787	\$ 3,787
Attendance by Locality					
Attendance: Out of Town	25,138	30,000	84%	37,720	7,720
Attendance: Local	72,073	145,000	50%	132,711	(12,289)
Attendance: Total	97,211	175,000	56%	170,431	(4,569)

# Hotel Statistics\* – Occupancy and ADR

## Market Core

Occupancy increased from 73.4% to 79.9% despite rising ADR which increased \$19.69

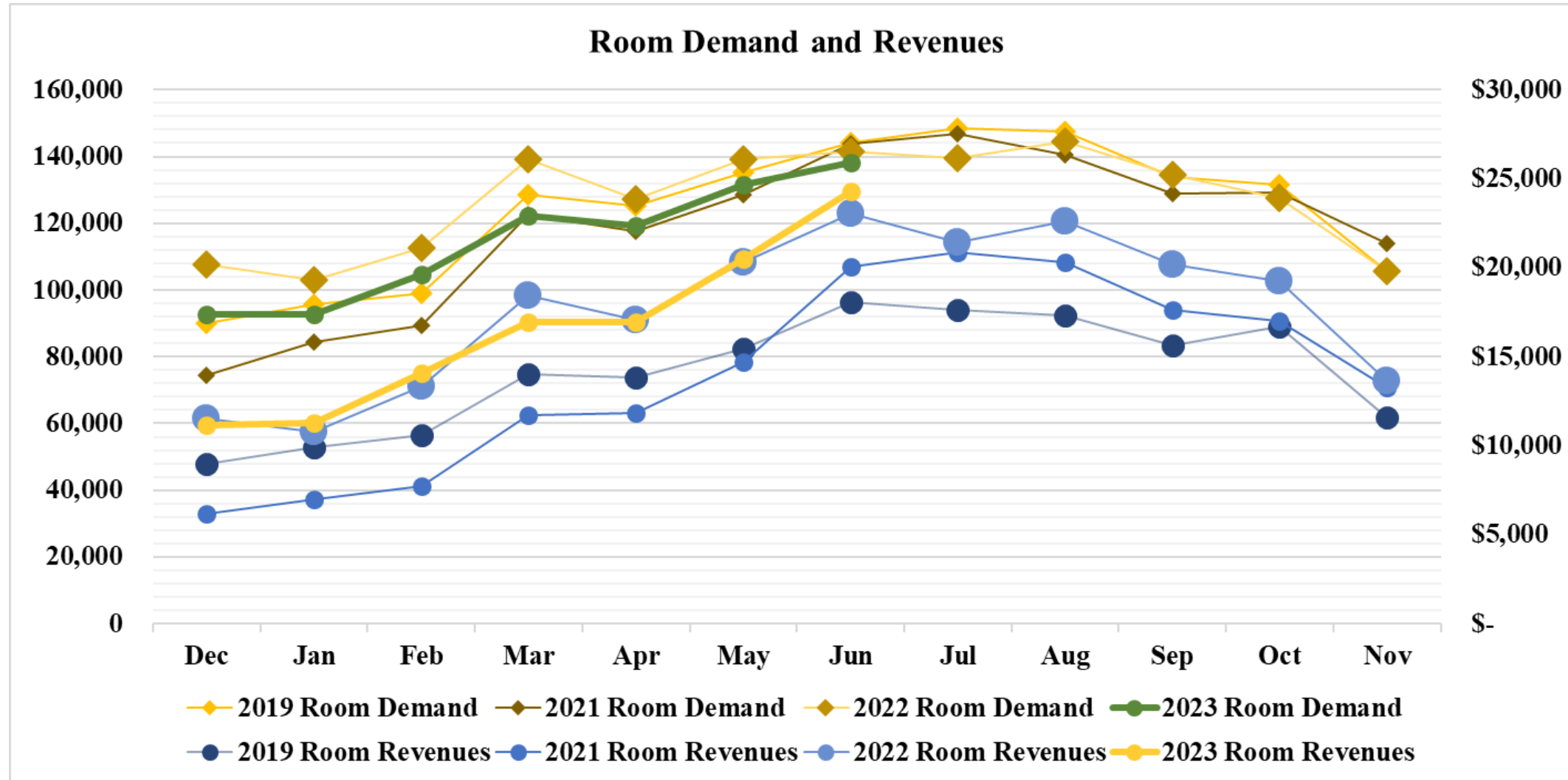


\*Source: STR

# Hotel Statistics - Room Demand and Revenues

Market Core

Room demand increased 5% and room revenues increased 18%





# Boise Centre Convention Pipeline & Monthly Highlights

## Convention Pipeline

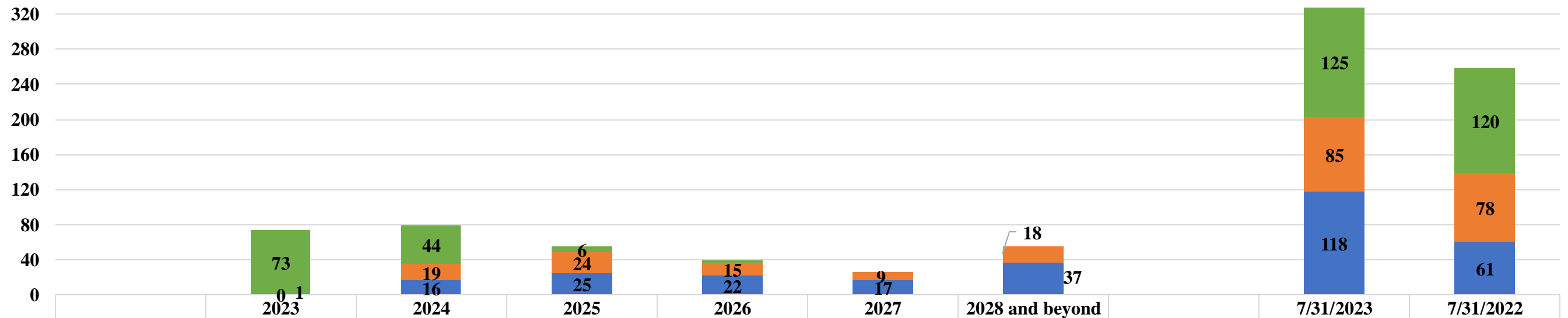
**Convention Contracts Confirmed in YTD: 56**

Goal: 60 / 93% of Goal

- July Highlights:
  - July 2023 becomes a record revenue for the month of July at \$622,648
    - Conventions comprising 97% of the revenue
    - Botanical Society of America becoming the highest revenue generating event for Boise Centre at \$307K
      - Source: Ungerboeck; Actual Rev Minus Tax
  - National Association of Extension 4-H confirmed for October 2024; estimated 2,400 RN, \$130K revenue, \$1.38M EI



**69**



All Conventions on the Books by Status

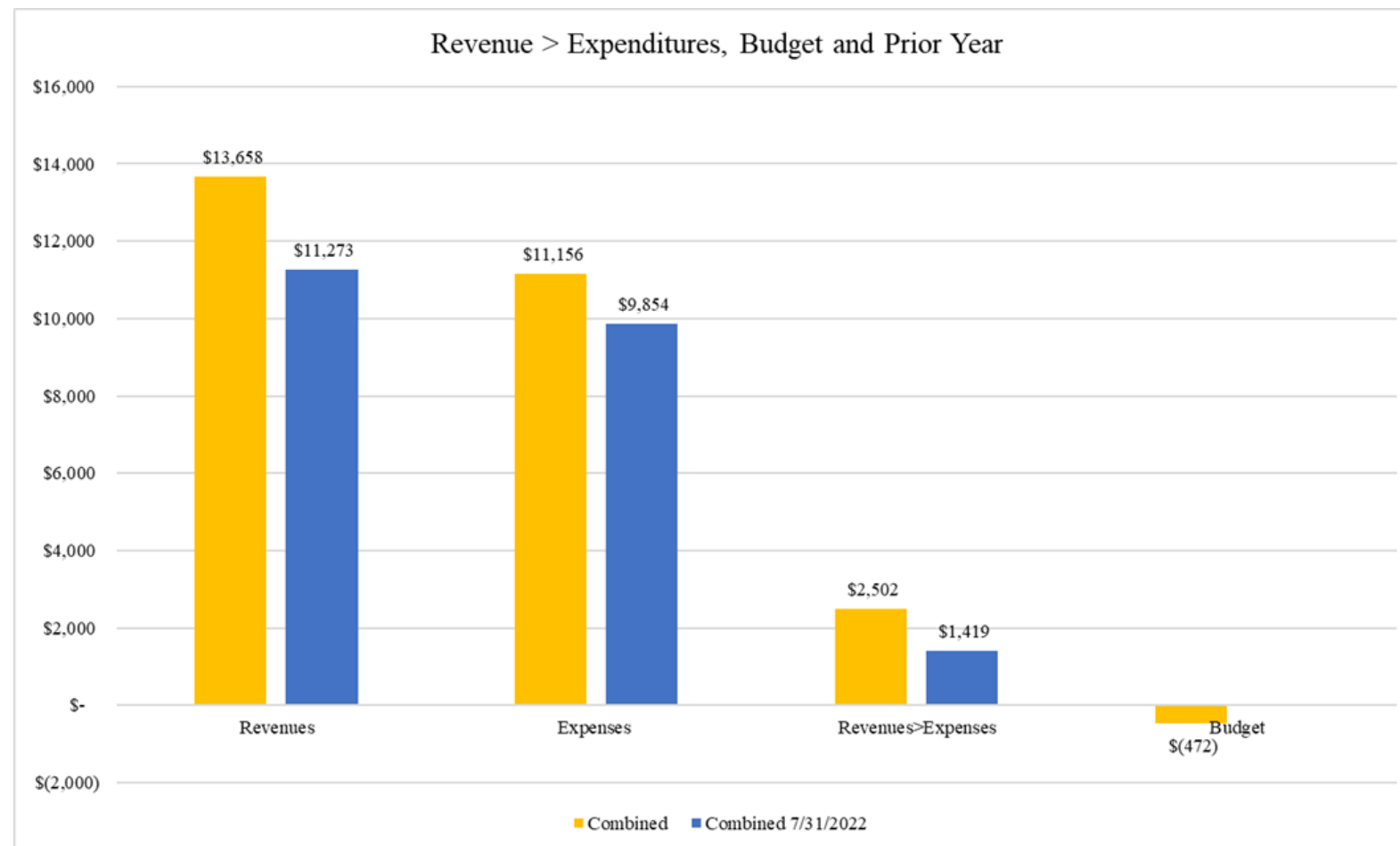
	2023	2024	2025	2026	2027	2028 and beyond	7/31/2023	7/31/2022
<b>Total</b>	<b>74</b>	<b>79</b>	<b>55</b>	<b>39</b>	<b>26</b>	<b>55</b>	<b>328</b>	<b>259</b>
<b>Confirmed</b>	<b>73</b>	<b>44</b>	<b>6</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>125</b>	<b>120</b>
<b>Tentative</b>	<b>0</b>	<b>19</b>	<b>24</b>	<b>15</b>	<b>9</b>	<b>18</b>	<b>85</b>	<b>78</b>
<b>Tracking</b>	<b>1</b>	<b>16</b>	<b>25</b>	<b>22</b>	<b>17</b>	<b>37</b>	<b>118</b>	<b>61</b>

# FINANCIAL REPORT

(green is favorable, yellow is watch, red is unfavorable)

**Combined revenues > expenses \$2.9 million favorably overbudget**

- **Centre \$1.7 million favorably ahead of budget**
- **District \$1.3 million favorably ahead of budget**
- **Aquatics \$0.1 million slightly behind budget**



# Combined Revenue and Expense\*

(000's)

	Boise Centre	District	Aquatics	Combined	Combined	Year over Year
Year to Date	7/31/2023			7/31/2022	2023-2022	
Revenues	\$ 6,493	\$ 7,044	\$ 121	\$13,658	\$11,273	\$ 2,386
Expenses	\$ 11,009	\$ 138	\$ 9	\$11,156	\$ 9,854	\$ 1,302
Revenues>Expenses	\$ (4,516)	\$ 6,906	\$ 112	\$ 2,502	\$ 1,419	\$ 1,084
Budget <small>Above totals may not equal due to rounding.</small>	\$ (6,221)	\$ 5,523	\$ 227	\$ (472)		
Variance	\$ 1,706	\$ 1,383	\$ (114)	\$ 2,974		

\*Expenses include \$2.1 million in depreciation, amortization and interest (\$0.3 million per month)

# Investments Dec 1- July 31, 2023

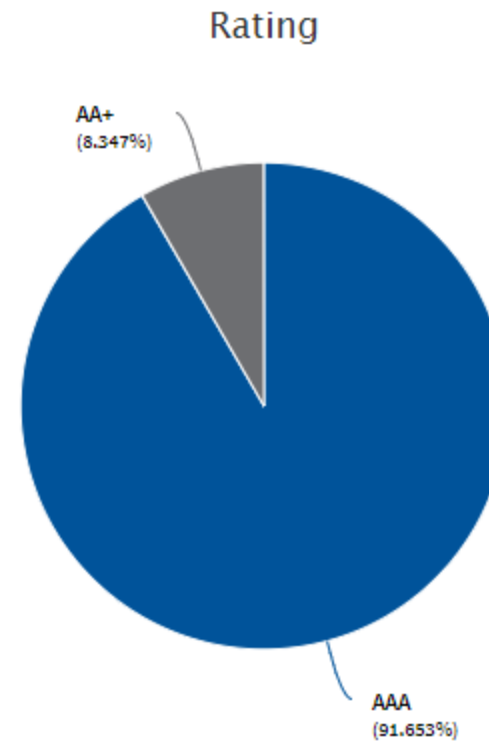
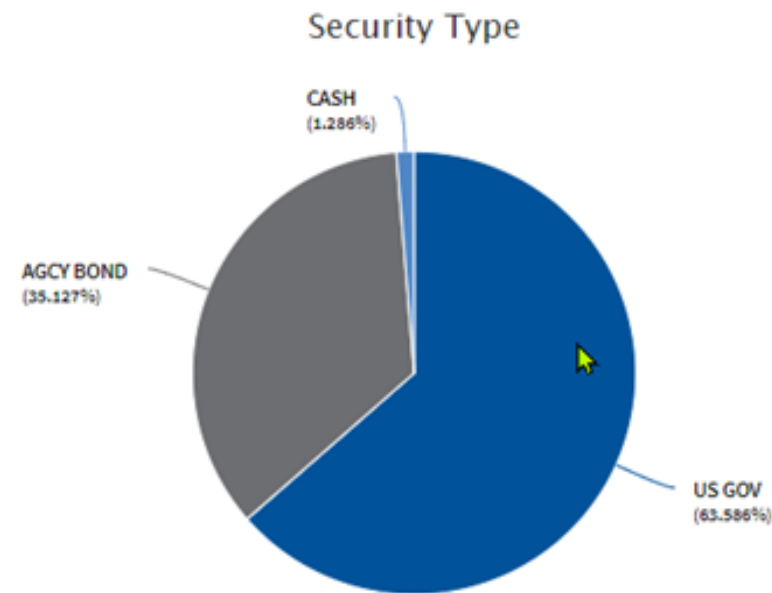
Strategy is to keep effective maturity around 18 months to provide access to funds for projects while limiting losses

<b>Par Value (value if held to maturity)</b>	<b>\$22.0 Million</b>
<b>Current market value</b>	<b>21.1 Million</b>
<b>Cash Balances in Portfolio</b>	<b>0.2 Million</b>
<b>Unrealized gain (loss) - Portfolio</b>	<b>(0.4 Million)</b>
<b>Increasing rates with fixed incomes results in declining value</b>	
<b>Losses will not be realized unless sold prior to maturity</b>	
<b>Trailing 6 months return</b>	<b>1.122%</b>
▶ <b>Benchmark (ICE BofA 0-3 year US Treasury Index)</b>	<b>1.195%%</b>
<b>Effective Maturity (Years)</b>	<b>1.606</b>
<b>With rising interest rates, the portfolio will mature faster, and pick up higher yields</b>	
<b>Purchases in July</b>	<b>\$1.95K</b>
<b>Sales in July</b>	<b>1.90K</b>
<b>Transferred from Other Accounts</b>	<b>0K</b>

# Investment Quality

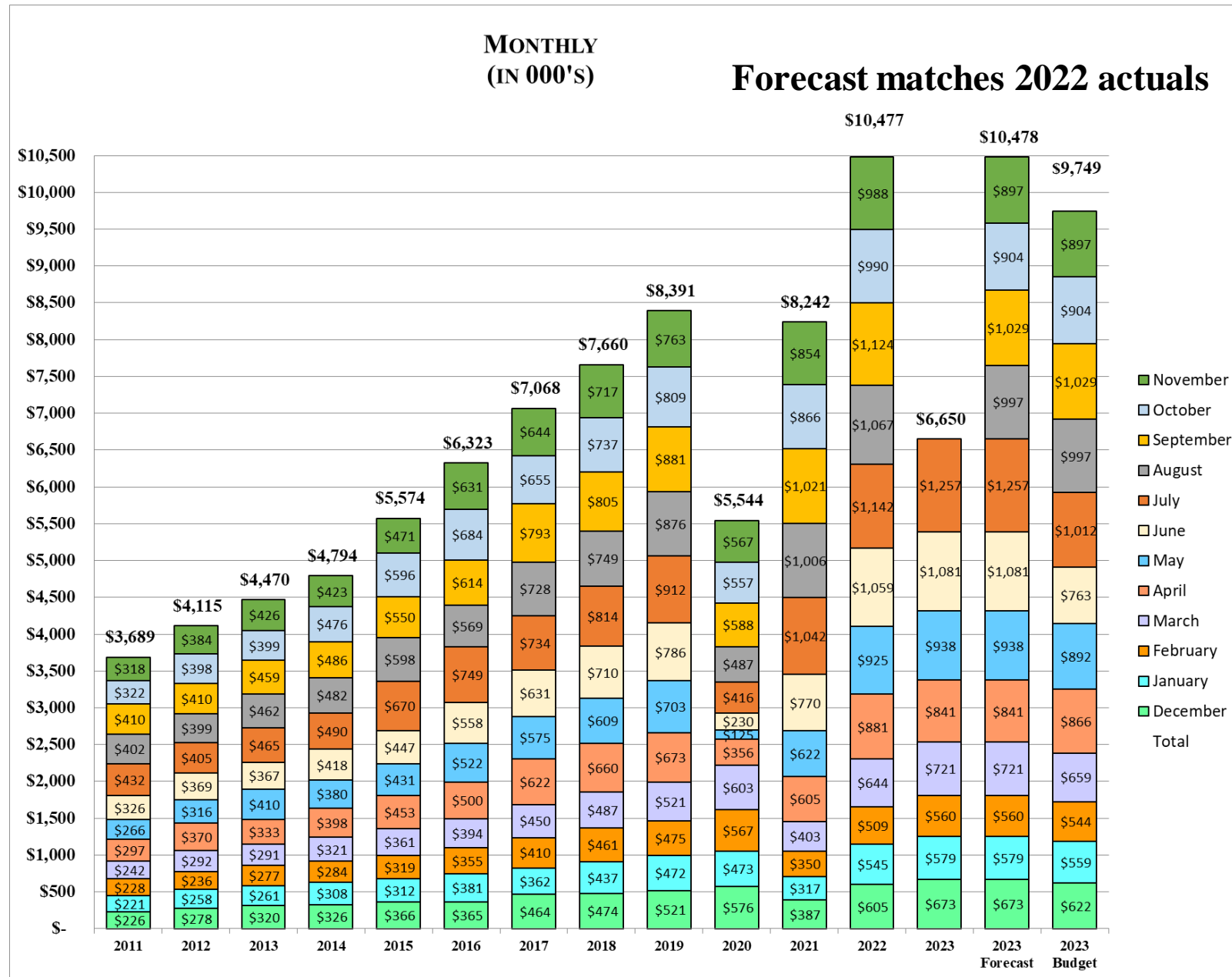
## US Credit Rating Downgrade in August

AAA or AA+ “Nearly Indistinguishable” says Forbes



# Financial Highlights - District

- Tax revenues broke \$1 million record twice in 2023 YTD
- **Investment management fees** increased due to more funds under management offset by increased interest income



# Revenue Trends – Boise Centre

11 of 12 past months are record operating revenues (same period/prior years)

Revenues YTD \$1.5 million over prior year

FYE forecast \$9.8 million

12 month rolling revenue remains steady at \$10.4 million

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
2018	\$ 527,434	\$ 422,092	\$ 816,377	\$ 683,099	\$ 615,951	\$ 688,505	\$ 667,505	\$ 199,389	\$ 413,247	\$ 832,130	\$ 997,014	\$ 811,097
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
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	\$ 612,660				

# Variances – Boise Centre

## Favorable

- **Revenues exceed budget by \$200K and \$1 million YTD**

## Watch

- **Direct Labor on budget in \$, underbudget as a % of revenue. Higher wage costs offset by lower health insurance costs-Will this continue in 2024?**
- **Food costs are leveling out MTD due to menu pricing changes**
- **Gross margin is slightly ahead of prior year**

## Unfavorable

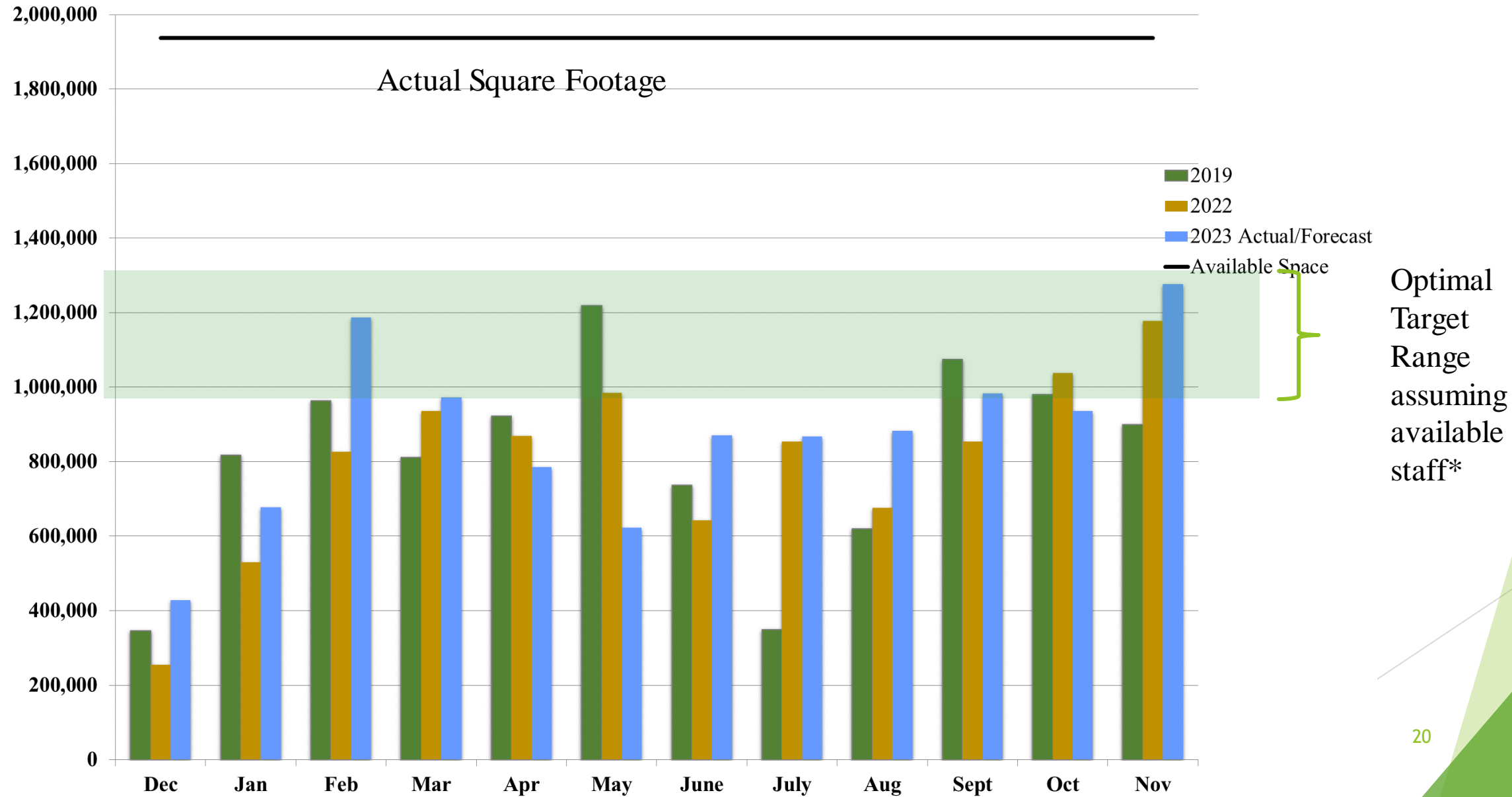
- **Repairs and maintenance due to increased capitalization threshold and guidance for capitalization**
- **Computer support offset by lower wages due to open position for IT Director**



# 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 increased by 200 bp: 109% of 2022



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

# Aquatics Center

- **MTD Rental revenue** is overbudget due to increased funding of project resulting in increased rent
- **YTD Rental revenue** down due to delays in occupancy permit; will remain underbudget for rest of year



Rent received of \$36K compared to budget of \$29K, will help reduce negative YTD variance, but not completely by FYE



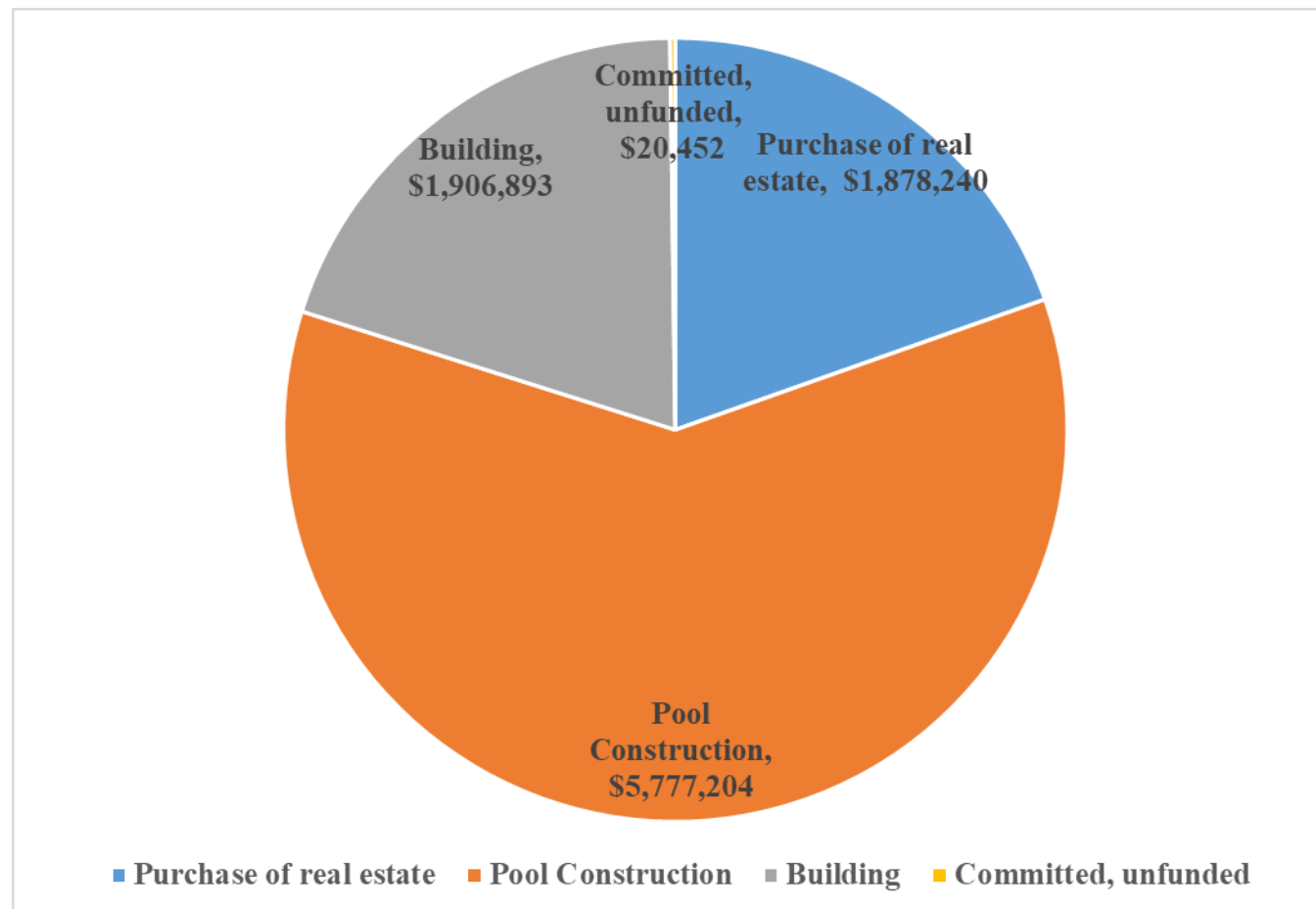
\$0.5 million funded in July



About \$20K remaining to fund

# Aquatic Assets

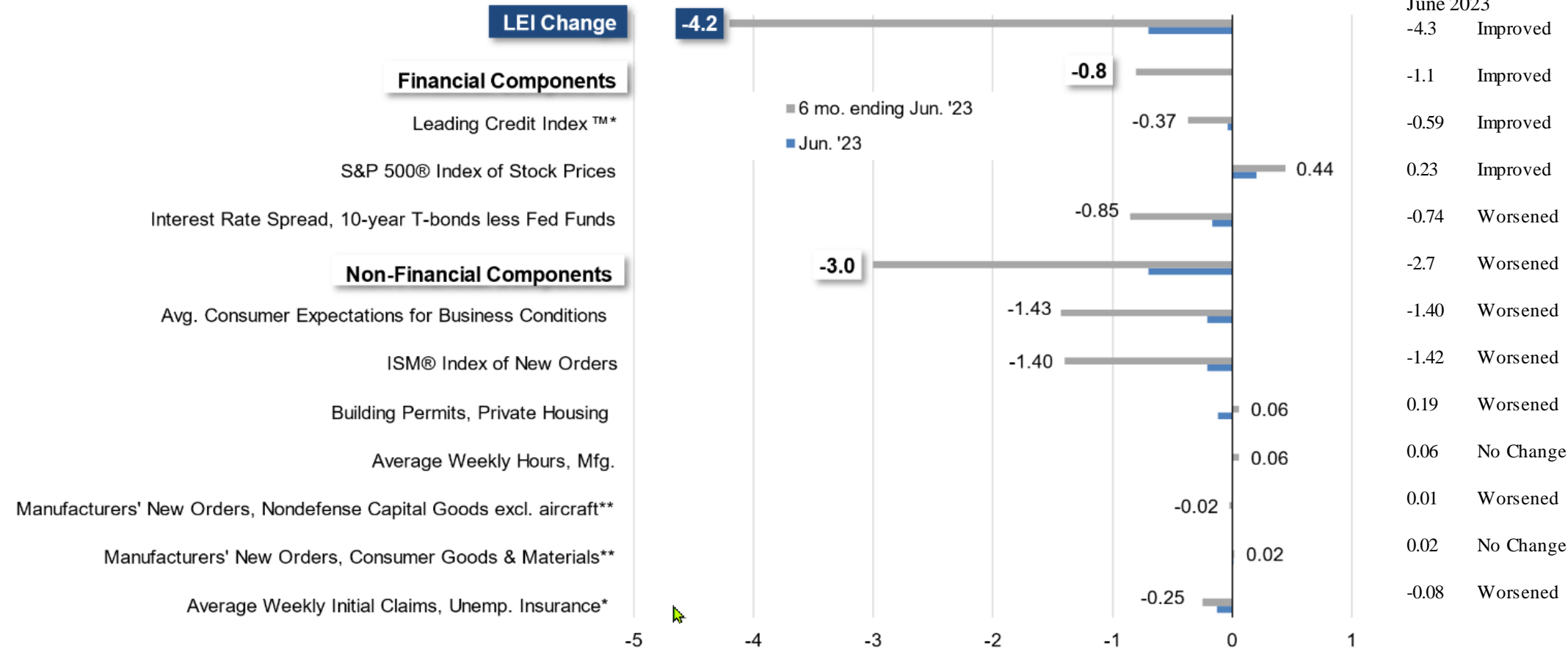
## \$9.6 million



# Budget - Recession looming? Framework says Yes

Most components contributed negatively to the LEI in June

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



Source: The Conference Board

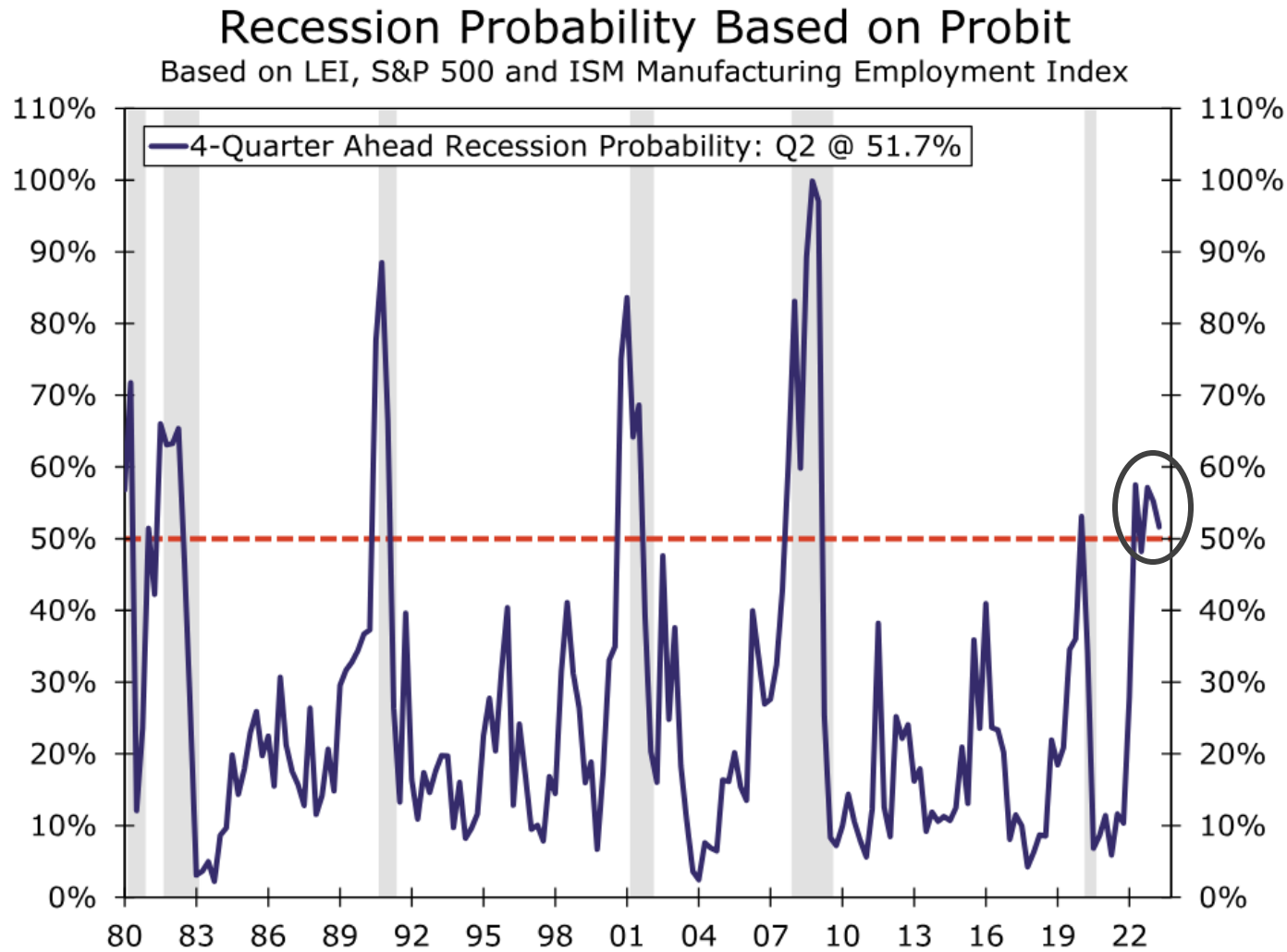
<https://www.conference-board.org/topics/us-leading-indicators>

# Wells Fargo Special Commentary August 7, 2023 – Three Tools to Predict Recession

## 1. Probit method: Based on the Leading Economic Index, the S&P 500 and the employment component of the ISM manufacturing index

- Probability of a recession fell to 52% in Q2, down from 55% in Q1.
- While the probability has slipped, it has been above 50% in four of the past five quarters.
- Historically, when this Probit's probability has surpassed 50%, the economy experienced a recession within the next four quarters.

Probit framework suggests that recession within the next year is still more likely than not.

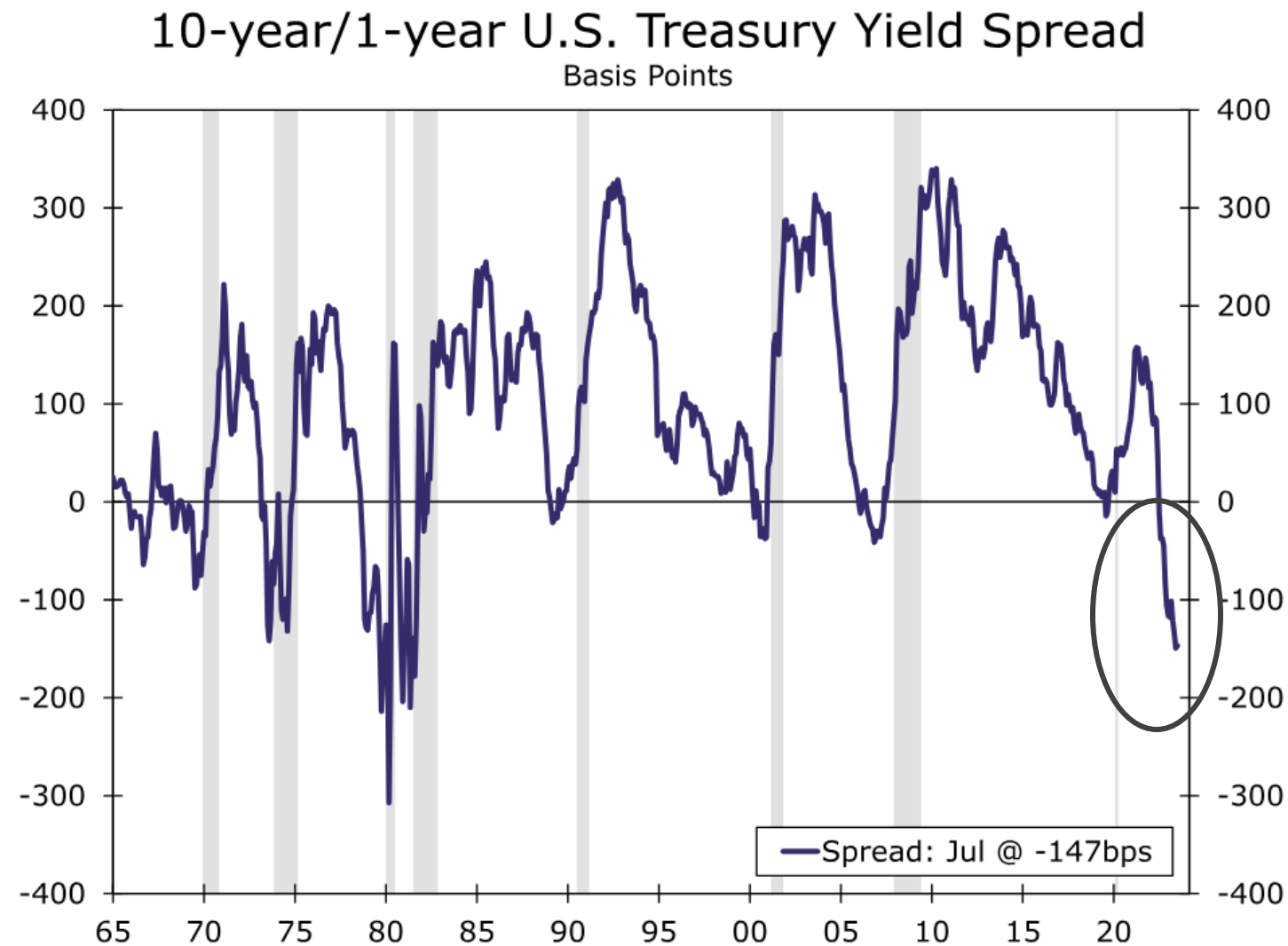


**In summary, all three tools signal a recession within the next year. Despite the odds of a soft landing rising amid resilient economic data, the framework aligns with the base case expectation for a mild recession in early 2024.**

## 2. Spread on the 10-year and 1-year Treasury yields.

Using a recession-prediction threshold of two consecutive months of inversion, the yield spread has predicted all the past 10 recessions, with an average lead time of 12 months.

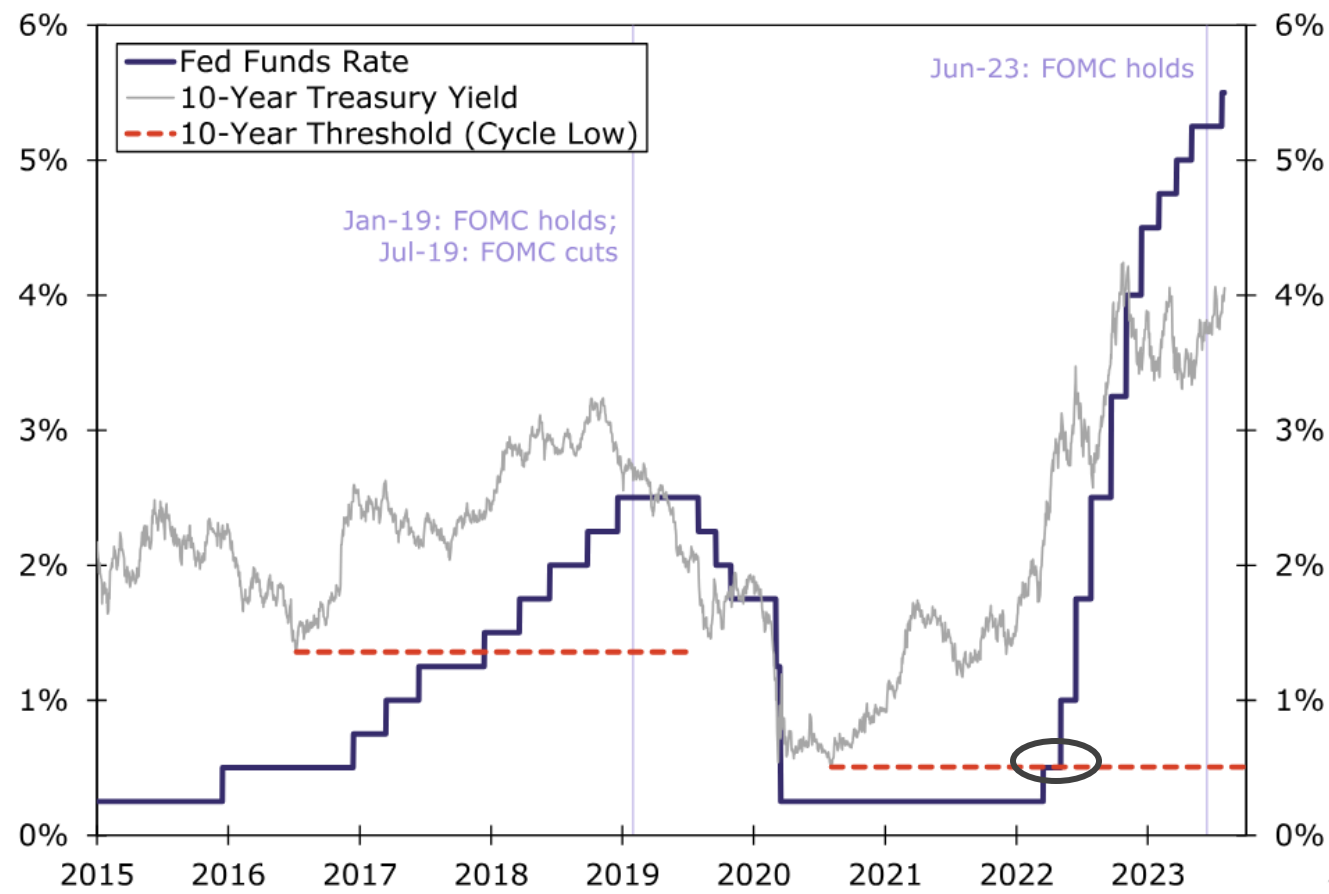
Through July, the spread has been negative, for 13 straight months, signaling a recession is indeed on the horizon.



### 3. Threshold method: Uses the 10-year Treasury yield and the federal funds rate (FFR)

- In a rising interest rate environment, when the FFR crosses the lowest 10-year yield in that cycle (the threshold), a monetary policy pivot is likely to ensue in the next 18 months.
- The FFR crossed the 10-year's current cycle low back in March 2022, when the FOMC kicked off its tightening cycle.
- The FOMC decided to hold rates steady in June, 16 months following the threshold breach.
- While the FOMC elected to hike the FFR by 25 bps to a target range of 5.25%-5.50% in July, the threshold approach suggests a pivot to an accommodative stance is in the offing, which historically occurs amid slowing economic growth.

Predicting Monetary Policy Pivots



**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, Investment Review

Thursday, November 16, 2023

Tuesday, December 19, 2023







**THE DISTRICT**  
GREATER BOISE AUDITORIUM DISTRICT



# Idaho Central Aquatic Center: 8/17/2023 Update



## Event Update

### **August 2 – 5 – Western Zone Age Group Championships:**

- 550 Athletes, 60 Coaches, 650 spectators per session
- Teams representing Idaho, Washington, Oregon, Colorado, Utah, Arizona, California, Nevada, New Mexico, Montana, Alaska & Hawaii
- 1610 Confirmed room nights; 300 unconfirmed
- Teams stayed between 5 and 7 nights, with multiple teams staying extra nights to enjoy Boise and Idaho tourist opportunities.



## Event Update





## Event Update





## Event Update





## Event Update

### Feedback:

- Everyone loved the facility and staff.
- Athlete's village was a huge success again.
- Hotel accommodations and Boise were well received.
- We have been asked to host the 2024 edition of this same event. We have submitted a bid, which will be confirmed in September.



## Upcoming Meets...

### High School:

- Duals Meet sessions each weekend, including three separate tri-meets (three teams at a time).
- Brave-Knights Invitational – This is a high school invitational that will include teams from around the valley and state (9/29 – 9/30).
- District Championships (10/26)

### USA Swimming:

- Sawtooth Invitational (1/12 – 1/14) – Expecting 400-500 athletes from teams around the Western United States.

# **BOISE CENTRE & VISIT BOISE**

FY 2023 Updates

The District Board Meeting

August 17, 2023



# OUTLINE

Boise Centre YTD & Outlook

Visit Boise Highlights



# **BOISE CENTRE YTD & OUTLOOK**

Key Performance Indicators & Goals, Highlights, Travel

# Performance Targets YTD Actuals

## FY 2023 Targets and YTD Actuals (through 7/31/23)

	Target	YTD	Percentage
<b>Attendance</b>	175,000	97,247	55.57%
<b>Room Nights</b>	30,000	25,289	84.30%
<b>Economic Impact</b>	\$26,000,000	\$19,137,259	73.60%
<b>Conventions</b>	60	45	75.00%
<b>Local Events</b>	160	124	77.50%

# Performance Targets EOY Forecasts

FY 2023 Targets and EOY Forecast			
	Target	EOY Forecast	Percentage
Attendance	175,000	172,102	98.34%
Room Nights	30,000	37,831	126.10%
Economic Impact	\$26,000,000	\$31,317,306	120.45%
Conventions	60	73	121.67%
Local Events	160	187	116.88%

# FY 2023 Team Goals



**LEADS**

**Goal: 230  
YTD: 250**



**PROPOSALS**

**Goal: 115  
YTD: 116**



**SITE VISITS**

**Goal: 40  
YTD: 30**



**CONTRACTS**

**Goal: 60  
YTD: 56**



**TRADESHOWS**

**Goal: 17  
YTD: 8**

# Leads, Proposals, & Lost Business

- **Lead Volume Up 12% YTD**
- **Proposals Issued**
  - 116 YTD
    - 21% for 2023
    - 47% for 2024
    - 32% for 2025-beyond
- **Most Common Lost Reasons for Leads Received Last 13 Months**
  1. Dates not Available at Boise Centre (35%)
  2. Boise Centre Declines to Bid (11%)
  3. Boise Centre Costs (10%)

# Contract Activity

## Value of Contracts Confirmed YTD:

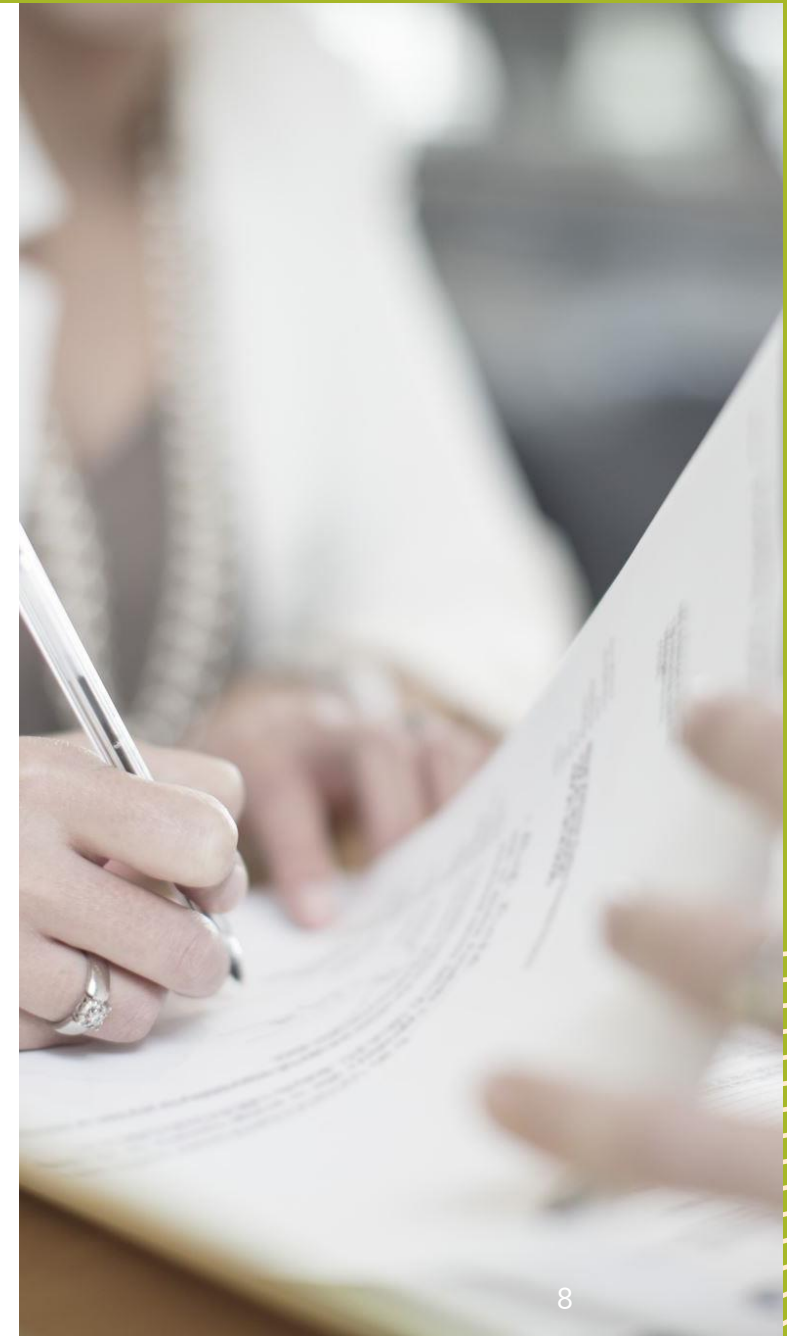
- 22,440 Room Nights
- \$3.27M Forecasted Revenue
- \$13.3M Economic Impact

## Notable Contracts:

- NASACT 2025– 1,120 RN, \$554K EI
- Nat'l Association of Extension 4-H 2024 – 2,400 RN, \$1.38M EI
- Int'l Association of Wildland Fire 2024 – 690 RN, \$375K EI
- Power Engineers 2023 – 800 RN, \$385K EI

## In the Pipeline:

- Association for Computing Machinery 2024 – 1,500 RN, \$704K EI



# FY 2023 Estimates

<b>FY 2023 Compared to FY 2022 (reported 8/10/23)</b>		
<i>2023 tentative-definite events, compared to 2022 definite events</i>		
	<b>Room Nights</b>	<b>Economic Impact</b>
<b>Q1 (DEC-FEB)</b>		
2022 Actuals	2,550	\$3,248,668
2023 Actuals	6,860	\$5,938,330
Percentage Change	169%	83%
<b>Q2 (MAR-MAY)</b>		
2022 Actuals	7,525	\$7,062,442
2023 Actuals	12,949	\$9,602,382
Percentage Change	72%	36%
<b>Q3 (JUN-AUG)</b>		
2022 Actuals	7,078	\$4,740,379
2023 Estimates	11,456	\$7,282,799
Percentage Change	62%	54%
<b>Q4 (SEP-NOV)</b>		
2022 Actuals	7,099	\$8,546,432
2023 Estimates	8,600	\$9,843,184
Percentage Change	21%	15%

- **FY 2023 EOY forecasts compared to FY 2022 actuals:**

- Total Events = 260 (up 2%)
- Room Nights = 37,831 (up 56%)
- Economic Impact: \$31.3M (up 33%)

- **Q3 & Q4 Notable Events:**

- Botanical Society of America (July) – 1,400 RN, \$946K EI
- AASLH (September) – 1,000 RN, \$580K EI
- IAMC (September) – 1,280 RN, \$633K EI
- Festival of Trees (November) – 25K attendees, \$2.5M EI



# Convention Discounts

- **\$222,096 Convention Discounts YTD** (17.5% of total room sales)
  - Actual TRN YTD = 24,669 (\$174,224.81 est. lodging tax *based on ADR*; 78% of discounts)
  - EIYTD = \$14,154,228 (DI)
    - 74% increase in room nights
    - 62% increase in discounts
    - 88% increase in collections
    - 53% increase in EI
- **\$137,176 Convention Discounts SPLY** (13% of total room sales)
  - Actual TRN SPLY = 14,148 (\$92,450.10 est. lodging tax *based on ADR*; 67% of discounts)
  - EIYTD = \$9,246,766 (DI)

ADR FY23 (DEC-JUN)\* = \$141.25

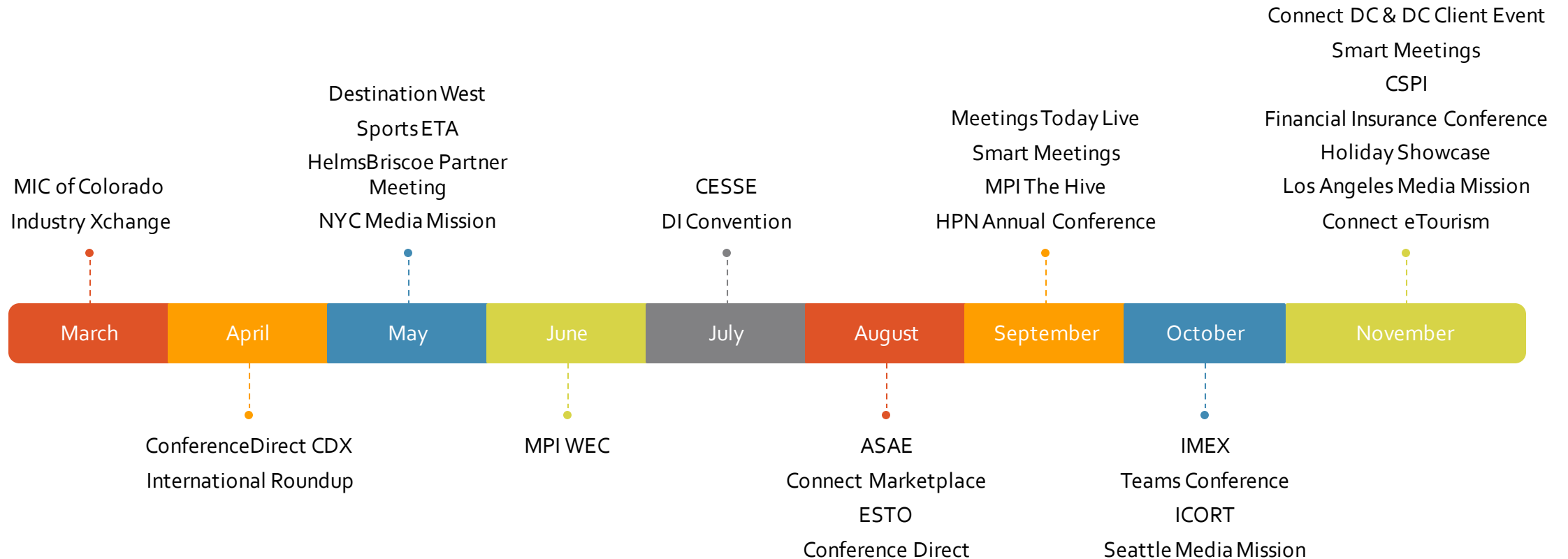
ADR FY22 (DEC-JUN)\* = \$130.69

\*STR Report – Group 1 ADR averages, DEC-JUN

# FY 2024 Outlook

<b>FY 2024 Outlook - All Events, Tentative-Definite, Boise Centre (as of 8/10/23)</b>			
	<b>FY24 Outlook</b>	<b>FY23 EOY Forecast</b>	<b>FY24 Compared to FY23</b>
<b>Attendance</b>	150,350	172,102	87.36%
<b>Total Room Nights</b>	39,679	37,831	104.88%
<b>Economic Impact</b>	\$29,801,298	\$31,317,306	95.16%
<b>Conventions</b>	62	73	84.93%
<b>Local Events</b>	114	187	60.96%

# Recent and Upcoming Travel





# **VISIT BOISE HIGHLIGHTS**

Rebrand, ITC Grant, Events

# Visit Boise Rebrand

- April 2023 – Unveiled transformation to Visit Boise
  - ❖ Press Release
  - ❖ Revealed at Destination Boise Meeting
  - ❖ New signage in process
- The meaning behind the new logo:
  - ❖ Represents miles of trails and the Boise River flowing through the city.
  - ❖ Intangibles that convey Idaho's true gem – welcoming, friendly, creative, innovative, and fun
  - ❖ Paintbrush stroke is a nod to Boise's creative community calls out the vibrant visual, culinary and performing arts

The logo for Visit Boise features the word "Visit" in a blue, sans-serif font above the word "Boise" in a larger, blue, brush-stroke font. The "B" in "Boise" is particularly large and has a thick, textured appearance, suggesting a paintbrush stroke.

# Idaho Regional Travel & Convention (ITC) Grant Program



Funded through a 2% tax on the sale of hotels, motels, vacation rentals and private campground accommodations



Open to non-profit, incorporated organizations with a viable travel or convention program in their region

# ITC Grant – Visit Boise

- Advertising (includes new creative)
- Web site
- Marketplaces/Trade shows
- Familiarization Tours & Site Visits
- Sponsorships – sports, arts/cultural and meetings/conventions
- Public Relations – international food trail, accessibility
- Research



**Submitted in April**



**Presented May 4**



**Awarded end of July**

# MEETING SPACES AND SO MUCH MORE.



Sure, Boise has inspired meeting spaces for all kinds of events, large and small. But unlike other cities, you'll also find award-winning restaurants, a scenic river, mountain trails and vibrant culture just steps from your venue.

Start planning today at [Visitboise.com/meetings](http://Visitboise.com/meetings)

**boise**  
The unexpected WEST.



## Meetings Campaign

Visit Boise

IMPRESSIVE PLACES  
UNIQUE SPACES

Plan Your Next Corporate Event in Boise!

> [Connect Today](#)



LET'S TALK  
Get Started Today

> [Reach Out](#)



LOCATION IS EVERYTHING  
Plan Your Next Event in Boise

> [Start Here](#)



RESOURCES FOR PLANNERS  
Make Your Next Meeting a Success

> [Connect Here](#)



MEETING EXPECTATIONS  
Planner Assistance Every Step of the Way

> [Reach Out](#)

ASAE BOOTH #1547





# Board Report

December 1, 2022 – July 31, 2023

Example Creative

Total Impressions	Total Clicks to Website	Total CTR %
<b>9,471,923</b>	<b>88,885</b>	<b>.94%</b>

### Display Advertising

(includes display, retargeting, in-need, and native)

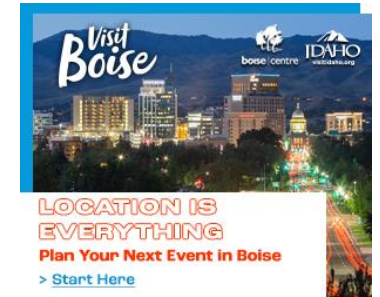
Total Impressions	Total Clicks to Website	Total CTR %
<b>8,674,888</b>	<b>44,834</b>	<b>.52%</b>

### Email Advertising

Total Impressions	Total Clicks to Website	Total CTR %
<b>412,794</b>	<b>43,196</b>	<b>10.46%</b>

### Social Advertising

Total Impressions	Total Clicks to Website	Total CTR %
<b>384,241</b>	<b>855</b>	<b>.22%</b>



## Travel Trends

### Group Demand Benchmarks (July Forecast)

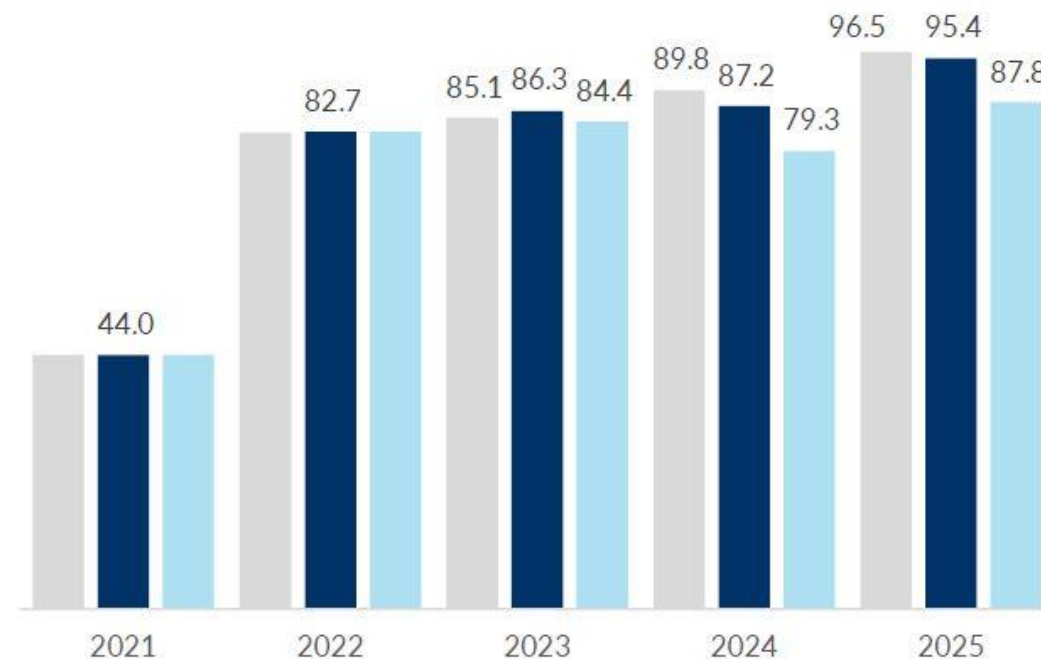
**Baseline:** Slightly stronger 2023, weaker 2024 and future years.

**Downside:** Assumes a combination of factors, such as lower attendance levels, weaker economy and greater hesitancy to plan group events, results in a slower recovery in group demand.

### Group demand benchmark: US aggregate

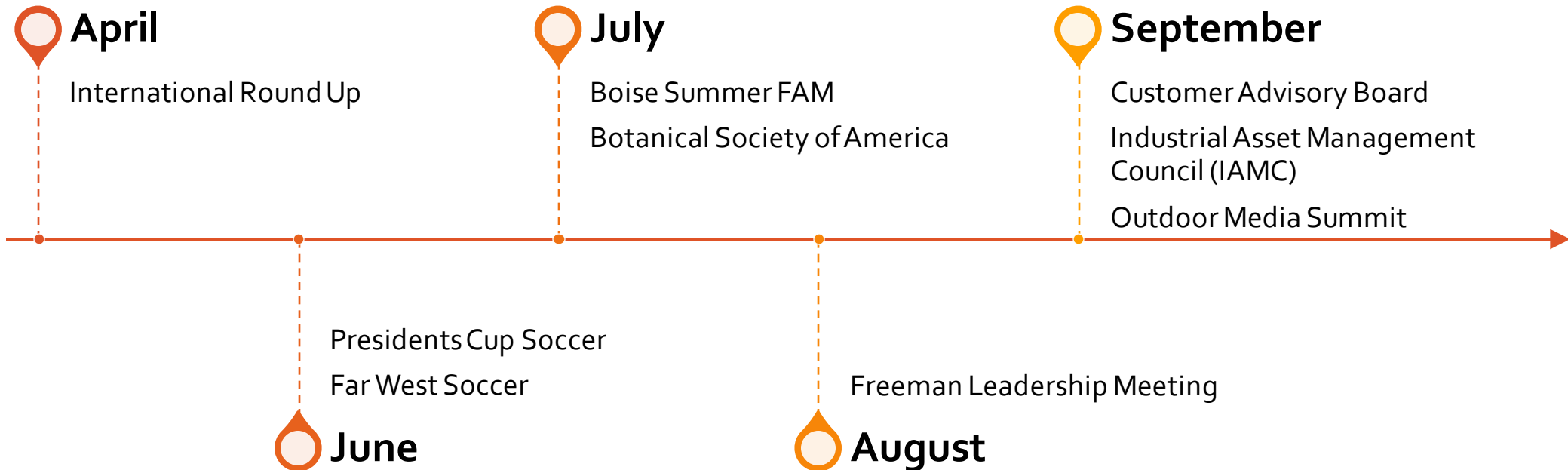
Index (2019=100)

■ April 2023 ■ Current forecast ■ Downside



Source: 25synergize FuturePace; Tourism Economics

# Notable Events



# SUMMER MEETING PLANNER & MEDIA FAM

- 4 RFPs to date from 3 companies
- Articles in Meetings Today, Small Market Meetings & Group Travel, Smart Meetings, Prevue Meetings + Incentives



The District – August 17, 2023

# Upcoming Sports

## Confirmed Bookings:

- Aug 11-13, 2023 - **USA BMX Gem State Nationals**; 1000 room nights
- Sep/Oct 2023- **American Golf Cup Invitational**; 225 room nights
- October **USA Climbing 2023 Yeti Elite National Championships**; 4681 room nights

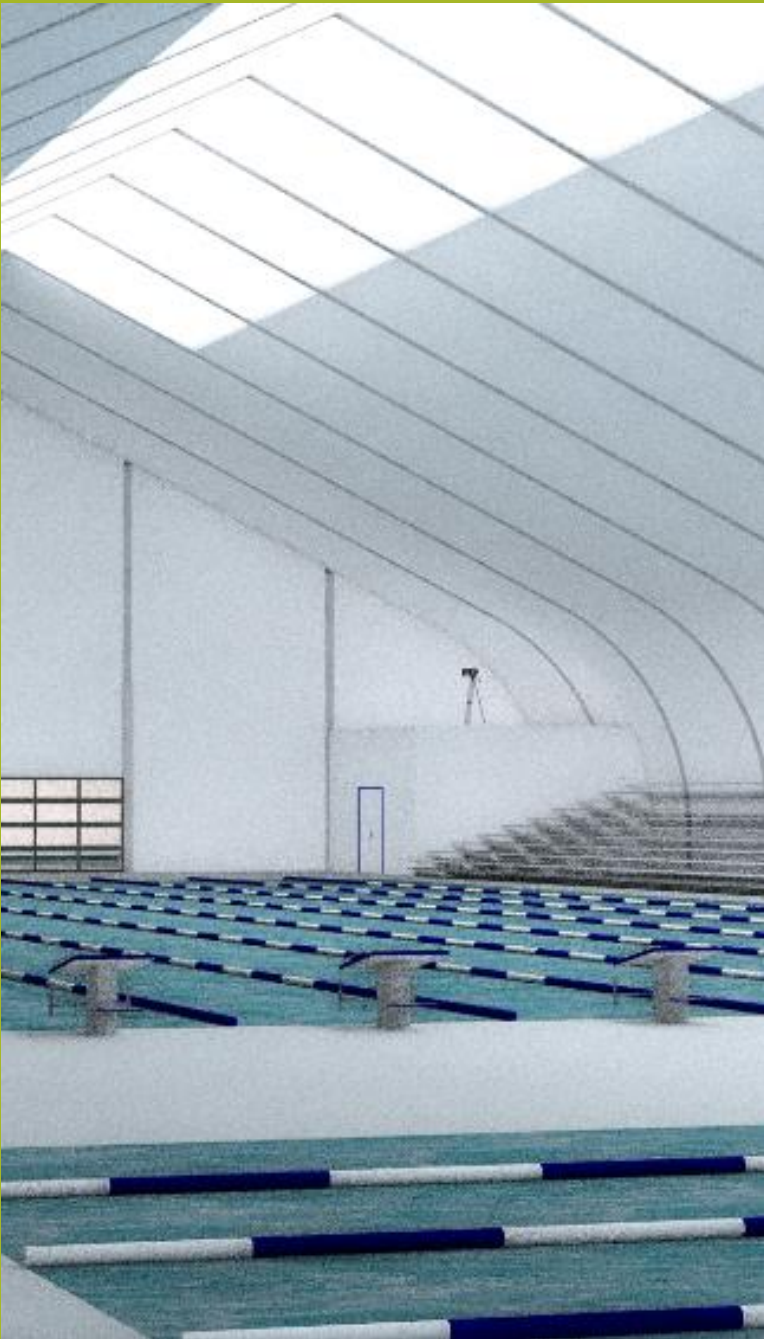
## Pending:

- 2024 **Idaho Amateur Hockey Association 2024 State Tournament**; 420 room nights
- 2024 **Idaho Amateur Hockey Association High School State Championships**; 325 room nights
- 2024 **Commissioners Cup, West Regional**; 175 room nights
- 2024 **Elite Academy National Championships (Soccer)**; 3,200 room nights

## In-progress:

- 2024 **July Triple Crown/Pathway Baseball Showcase Event**; Up to 2,000 room nights and ability to be annual (mostly high schools, memorial stadium, Colleges)
- 2024 (July/August) **United Flag Football League**; 1950 room nights
- 2024 **The Basketball Tournament (TBT – alumni college basketball teams that gets broadcast on ESPN)**; 250 room nights (extra mile arena + broadcast)





# New Greater Boise Aquatics Center presents new opportunities!

- **Confirmed Bookings:**

- July 2023- 2023 USA Swimming Senior Sectionals – approx. 981 room nights
- August 2023 - 2023 USA Swimming Western Zone Age Group Championships – approx. 1600 room nights
- January 2024 - (MLK Weekend) Sawtooth Winter Invitational approx. 350 room nights

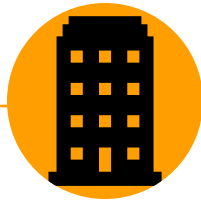
- **Pending:**

- August 2024 - USA Swimming Western Zone Championships -- approx. 1600 room nights

- **Prospecting:**

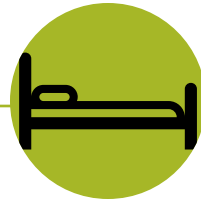
- USA Water Polo – collegiate championships
- March 2025 - 2025 USA Swimming Speedo Sectionals – approx. 800 room nights
- Spring 2025 – Mountain Madness – youth water polo event (room nights TBD)
- 2025-26 NAIA Swim and Dive National Championships – just swimming portion would be at the aquatic center – About 850 room nights each year (two-year bid) Dive would be at West Y.
- USA Artistic Swimming – pool could be a fit for camps or smaller youth events (room nights TBD)
- High School State Swimming – currently at West Y right now.

# Hotel Updates



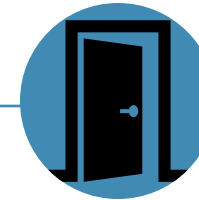
## NEW PROPERTIES

- The Avery
- The Sparrow
- Hotel Renegade



## ADDITIONAL ROOMS

- 39 rooms
- 68 rooms (unconfirmed)
- 122 rooms



## OPEN DATES

- Projected Summer 2023
- Projected Spring 2024
- Projected Spring 2024

**QUESTIONS?**  
***THANK YOU!***

Carrie Westergard, Visit Boise  
Ali Ribordy, Boise Centre



# PLEASE SIGN IN

Greater Boise Auditorium District

Regular Board Meeting  
August 17, 2023

Please include your email address if you wish to be added to advanced meeting notices.

Printed Name	Company Name	Email address
Phil Reberger	Sullivan & Reberger	
Pat Sullivan	"	
John Sheldon	"	
Kylie Turner	"	
Cody Lund	Boise Centre	
Ari Ribordy	Boise Centre	
Carrie Westergard	VISIT Boise	
MM Rodgers	Boise Centre	
Julie Prising	BC	
Ryan Straube	UCA	