

THE GREATER BOISE AUDITORIUM DISTRICT

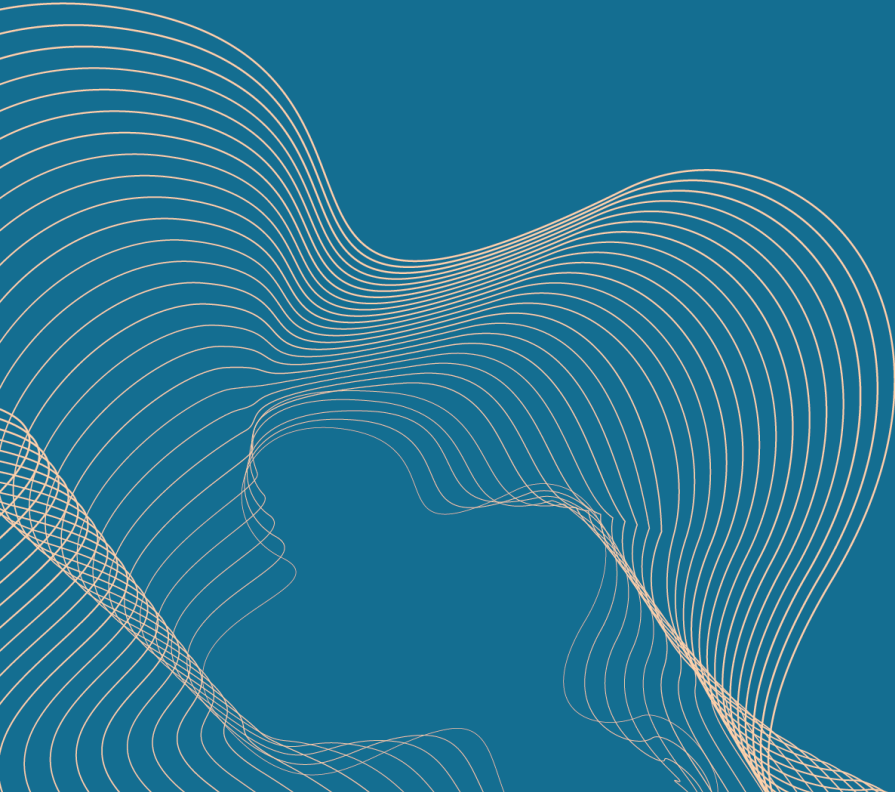
Market and Feasibility Study

Presentation of Findings

Presented by Johnson Consulting
September 25, 2025

Agenda

- Introduction and Executive Summary
- Current Conditions
- Key Market Factors
- Benchmarking Analysis
- Feasibility Assessment and Recommendations
- Projections and Impacts
- Next Steps
- Discussion



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Introduction and Executive Summary

Project Goals

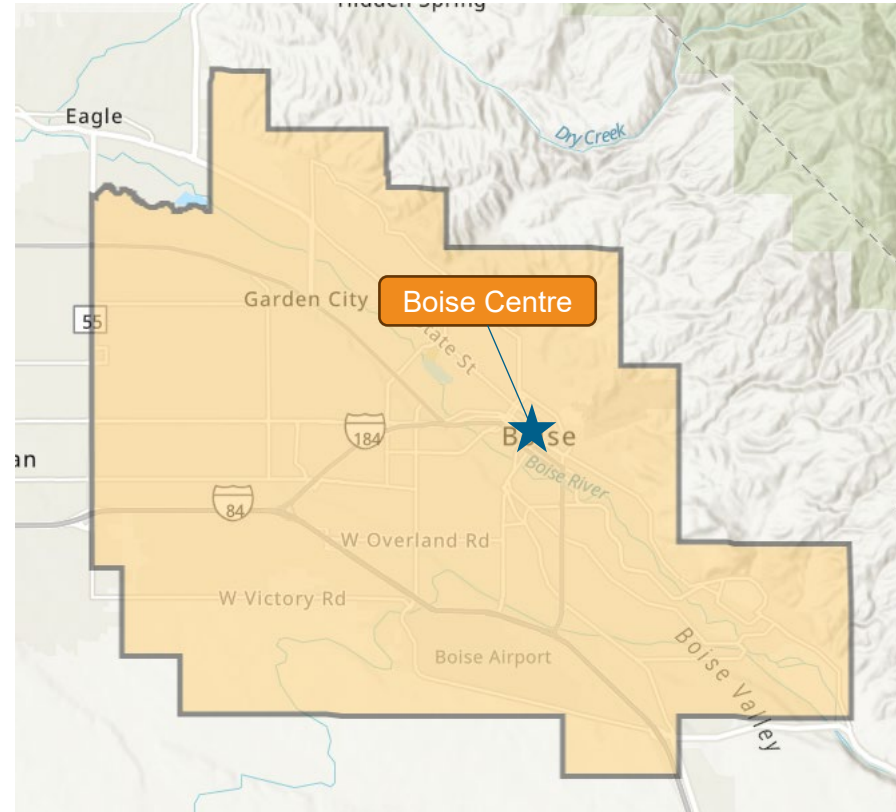
Optimize Boise Centre

- Physical changes?
- Expansion?

Explore Other Facility Opportunities

- Sister events facility?
- Multi-purpose sports facility?
- Performing arts facility?

The Auditorium District and Boise Centre



Study Process

Market & Historical Operations
Analysis



Key Stakeholder Engagement
(35 stakeholder groups)



Industry Trends



Benchmarking & Case Studies



Executive Summary



Boise Centre is at capacity

- Highly successful operation
- Limited by date availability, size, and hotel inventory



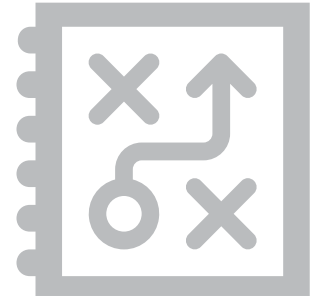
Greater Boise market is very strong

- Rapid population and income growth
- Strong economy and educational attainment



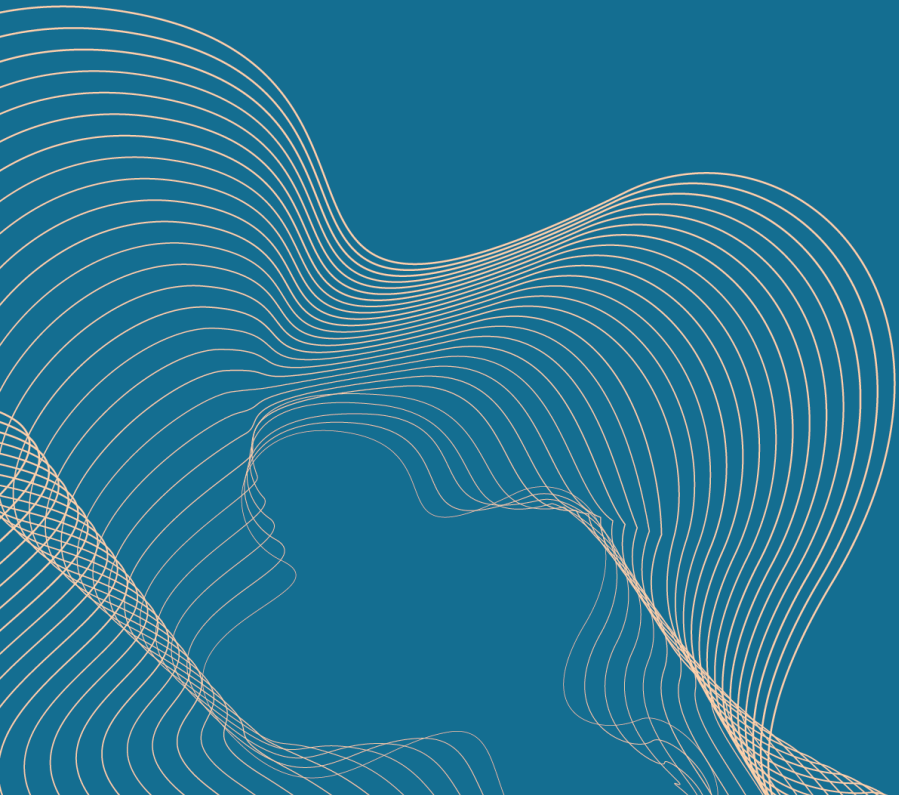
Significant facility gaps relative to comparable markets

- Exhibit space
- Indoor sports complex
- Civic performing arts center



Opportunities for GBAD to make strategic investments

- More convention space / Boise Centre expansion
- Indoor sports / multipurpose facility



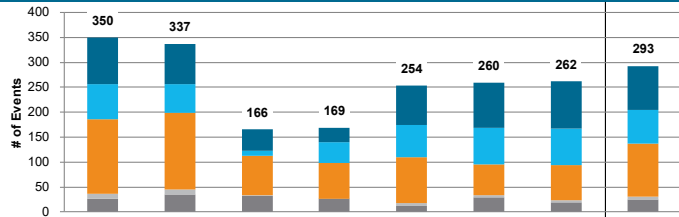
Current Conditions

Shifting Operational Strategy

Success metric has shifted from total utilization to **revenue & economic impact**

Fewer local meetings and more conventions/ conferences have led to a **50% uptick in room nights**

Boise Centre
Historical Events by Type



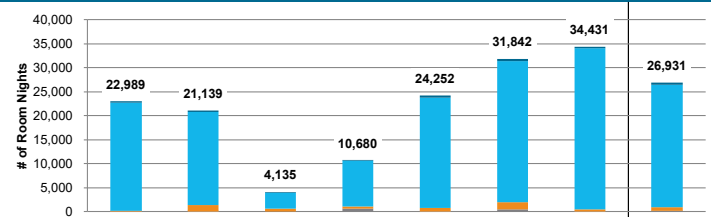
Event Type	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	Average*	% of Total
Banquet	93	80	43	29	79	91	95	88	30%
Convention or Conference	71	58	11	42	65	73	73	68	23%
Meeting	150	154	78	71	93	63	71	106	36%
Consumer/Public	9	10	2	1	5	4	4	6	2%
Other^	27	35	32	26	12	29	19	24	8%
Total	350	337	166	169	254	260	262	293	

* Excluding FY 2020 and 2021 due to demand being severely impacted by the COVID-19 pandemic

^ Includes the following categories: Holiday Event, Graduation, Social Event, Off-Site, Trade Show, and Other

Source: GBAD, Johnson Consulting

Boise Centre
Historical Room Nights by Event Type



Event Type	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	Average*	% of Total
Banquet	320	347	269	29	531	439	430	413	2%
Convention or Conference	22,504	19,453	3,289	9,515	22,990	29,480	33,445	25,574	95%
Meeting	135	1,242	513	537	663	1,422	443	781	3%
Consumer/Public	20	65	0	0	15	0	88	38	0%
Other^	10	32	64	599	53	501	25	124	0%
Total	22,989	21,139	4,135	10,680	24,252	31,842	34,431	26,931	

* Excluding FY 2020 and 2021 due to demand being severely impacted by the COVID-19 pandemic

^ Includes the following categories: Holiday Event, Graduation, Social Event, Off-Site, Trade Show, and Other

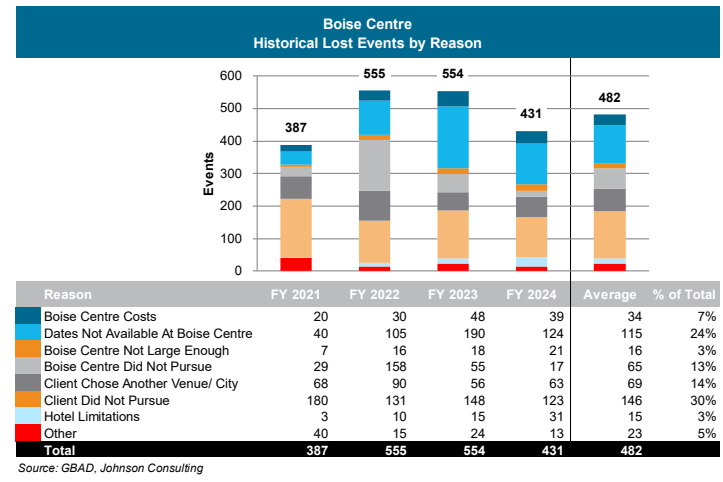
Source: GBAD, Johnson Consulting

Limitations and Lost Business

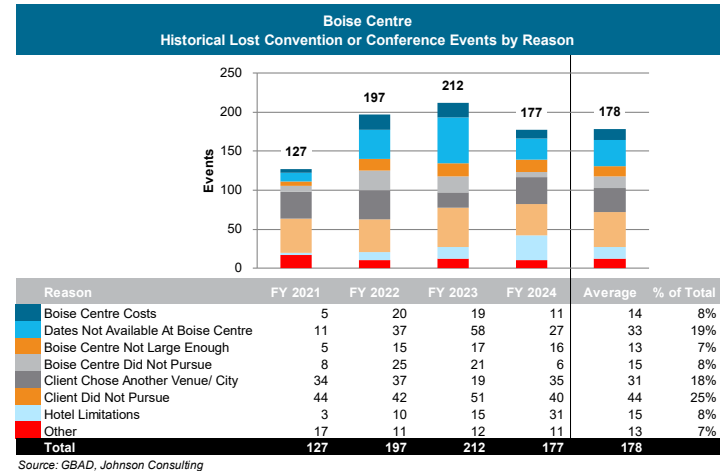


Date availability is Boise Centre's most significant constraint

Facility size and hotel inventory are becoming more significant limiters, particularly for conventions and conferences



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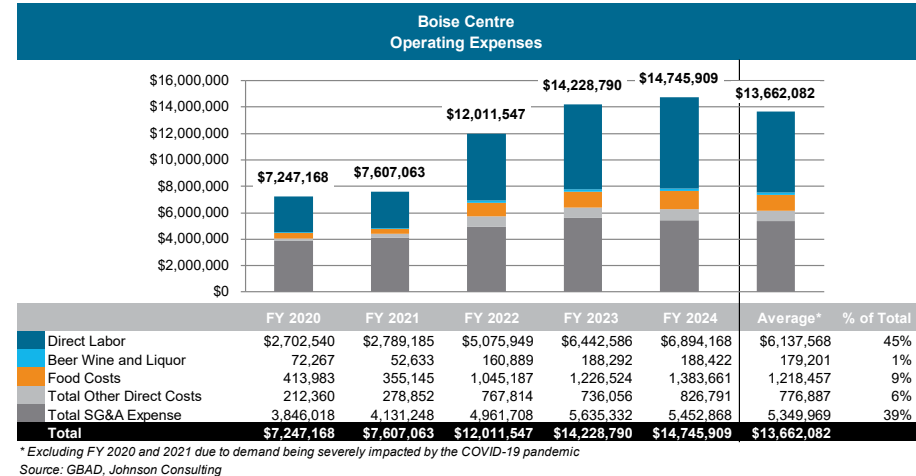
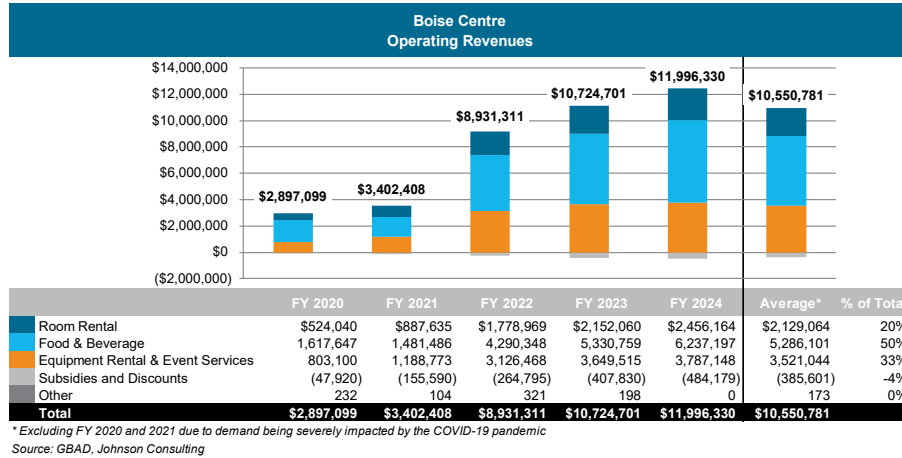
Financial Performance

Boise Centre's F&B operation is a significant strength

Lower room rental revenues reflects smaller facility size

Equipment Rental & Event Services is also a growing revenue line item

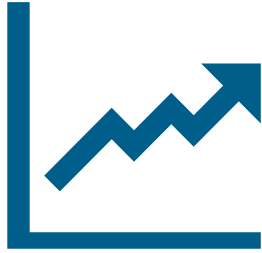
Overall operating deficit is typical for convention facilities and recouped in terms of economic impact



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Key Market Factors

Economic and Demographic Strength



Rapid population and income growth



Strong levels of educational attainment



Stable base of public sector employment + rapid growth in tech sector

Historical, Current, & Forecast Population

	2000	2010	2024	2029	CAGR* 2010-2024	CAGR* 2024-2029
U.S.	281,421,906	308,745,538	338,440,954	344,873,411	0.7%	0.4%
Idaho	1,293,954	1,567,583	2,005,612	2,156,395	1.8%	1.5%
Ada County	300,908	392,365	547,294	595,995	2.4%	1.7%
Boise MSA	464,840	616,561	852,423	934,797	2.3%	1.9%
City of Boise	198,287	209,098	243,738	253,605	1.1%	0.8%
Boise Centre (30 minutes)	374,044	495,539	683,371	745,556	2.3%	1.8%
Boise Centre (60 minutes)	520,745	672,359	914,650	998,692	2.2%	1.8%
Boise Centre (120 minutes)	660,428	831,418	1,099,031	1,191,176	2.0%	1.6%

*Compounded Annual Growth Rate

Note: Drive-time from the Boise Centre

Sources: Esri BAO, Johnson Consulting

Number of Employees and Location Quotient by Industry Sector

Sector	City of Boise		United States		Location Quotient
	# of Employees	% of Workforce	# of Employees	% of Workforce	
Health Care	21,121	16%	23,456,971	14%	1.1
Professional/Tech Svcs	14,503	11%	13,809,183	8%	1.3
Retail Trade	12,514	9%	17,466,958	11%	0.9
Manufacturing	12,391	9%	16,689,169	10%	0.9
Educational Services	10,835	8%	15,195,307	9%	0.9
Construction	10,255	8%	11,451,823	7%	1.1
Accommodation/Food Svcs	9,718	7%	11,278,906	7%	1.1
Public Administration	7,275	5%	8,265,300	5%	1.1
Finance/Insurance	5,624	4%	8,016,748	5%	0.9
Other Services	5,607	4%	7,659,338	5%	0.9
Admin/Waste Mgmt	4,999	4%	7,081,496	4%	0.9
Transportation	3,975	3%	8,419,877	5%	0.6
Real Estate	3,347	3%	2,954,414	2%	1.4
Arts/Entertainment/Rec	2,950	2%	3,747,233	2%	1.0
Information	2,934	2%	3,255,572	2%	1.1
Wholesale Trade	2,682	2%	3,291,578	2%	1.0
Utilities	1,152	1%	1,502,079	1%	1.0
Agriculture	1,105	0.8%	1,785,077	1%	0.8
Management	226	0.2%	237,343	0.1%	1.2
Mining	98	0.1%	561,373	0.3%	0.2
Total Employees	133,311		166,125,745		

Sources: Esri BAO, Johnson Consulting

Current & Forecasted Median Household Income

	2024	2029	CAGR*
U.S.	\$79,068	\$91,442	3.0%
Idaho	\$77,008	\$88,685	2.9%
Ada County	\$91,247	\$106,441	3.1%
Boise MSA	\$83,274	\$97,317	3.2%
City of Boise	\$81,888	\$97,066	3.5%
Boise Centre (30 minutes)	\$84,388	\$98,976	3.2%
Boise Centre (60 minutes)	\$81,529	\$94,969	3.1%
Boise Centre (120 minutes)	\$79,067	\$91,803	3.0%

*Compounded Annual Growth Rate

Note: Drive-time from the Boise Centre

Sources: Esri BAO, Johnson Consulting

Significant Facility Gaps



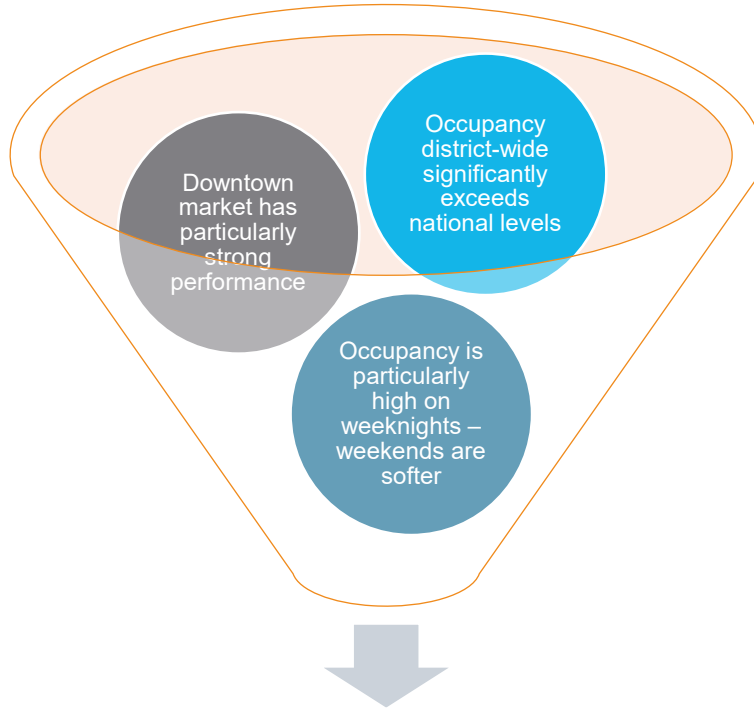
Boise Centre and market as a whole lacks an **exhibit hall**, limiting capacity to host major conventions

Local event space is limited, particularly as Boise Centre targets more out-of-town business

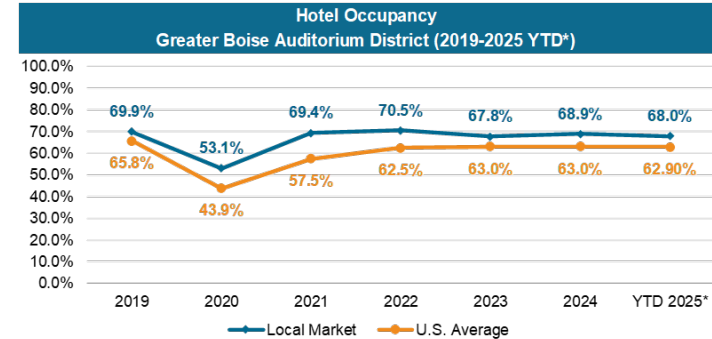
No true **indoor multi-purpose sports complex**

Local arts organizations lack **dedicated civic performing arts center**

Strong Hotel Performance but Challenging for Event Planners



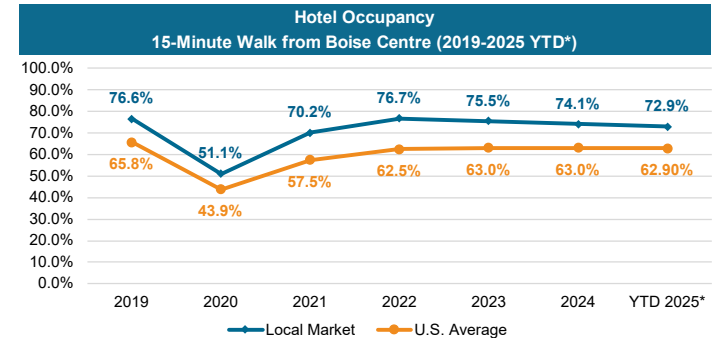
Challenging environment for event planners to secure room blocks, though new AC/Element should help relieve pressure – weekend visitation is a growth opportunity



*YTD data though June 2025

Source: CoStar, Johnson Consulting

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*YTD data though June 2025

Source: CoStar, Johnson Consulting

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Benchmarking Analysis

Benchmark Markets & Facilities

Spokane, WA

- Spokane Convention Center
- The Podium

Salt Lake City, UT

- Salt Palace Convention Center
- Miller Arts Center (In Design)
- Western Sports Park

Des Moines, IA

- Iowa Events Center

Madison, WI

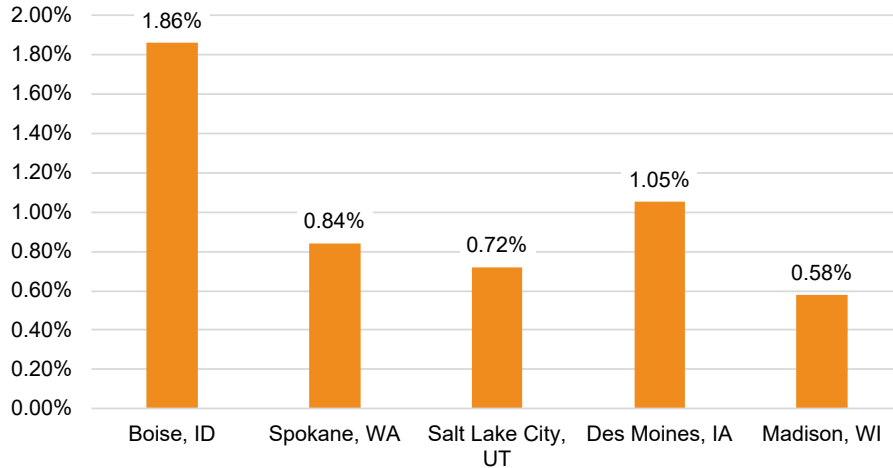
- Monona Terrace Community and Convention Center
- Overture Center for the Arts



Greater Boise Auditorium District Comparable Markets					
	Boise, ID	Spokane, WA	Salt Lake City, UT	Des Moines, IA	Madison, WI
Economic & Demographic Factors (MSA)					
Population (2024)	852,423	615,056	1,312,144	751,652	706,315
Population (2029)	934,797	641,227	1,359,991	791,771	727,076
Projected Population CAGR* (2024-2029)	1.86%	0.84%	0.72%	1.05%	0.58%
Median Household Income	\$83,274	\$72,095	\$100,888	\$86,088	\$87,312
Median Age	37.4	39.3	33.6	37.0	37.4
Hotel Market (GBAD/ City-Wide)					
Hotel Inventory (Rooms)	6,644	6,079	13,967	5,215	8,064
12-Month Occupancy	68.9%	60.8%	70.3%	53.4%	60.5%
12-Month Average Daily Rate	\$146	\$137	\$152	\$133	\$143
12-Month Revenue per Available Room	\$100	\$84	\$107	\$71	\$86
Hotel Market (Within 15-Minute Walk of Convention Center)					
Hotel Inventory (Rooms)	1,514	2,462	4,384	2,087	1,465
12-Month Occupancy	73.1%	58.7%	73.0%	55.1%	60.3%
12-Month Average Daily Rate	\$203	\$148	\$191	\$160	\$199
12-Month Revenue per Available Room	\$148	\$87	\$140	\$88	\$120
Major Public Facilities					
Primary Convention Center	Boise Centre	Spokane Convention Center	Salt Palace Convention Center	Iowa Events Center	Monona Terrace Community and Convention Center
<i>Total Function Space (SF)</i>	63,773**	172,568***	719,600	183,427	75,330
Primary Indoor Multipurpose/ Sports Facility	Caven-Williams Sports Complex	The Podium	Western Sports Park	MidAmerican Energy Company RecPlex	Alliant Energy Center
<i>Basketball Courts</i>	6	9	9	4	12
<i>Volleyball Courts</i>	12	16	9	8	24
Primary Civic Performing Arts Center	Morrison Center	Fox Theater	AbraVanel Hall	Des Moines Civic Center	Overture Center for the Arts
<i>Largest Theater Capacity</i>	1,994	1,715	2,768	2,744	2,255
Primary Indoor Arena	ExtraMile Arena	Spokane Arena	Delta Center	Casey's Center	Kohl Center
<i>Seating Capacity</i>	12,644	12,210	18,175	16,110	17,287
Primary Baseball Stadium	Memorial Stadium	Avista Stadium	Smith's Ballpark	Principal Park	Warner Park
<i>Seating Capacity</i>	3,452	6,803	14,511	11,500	6,750
Tourism Support Infrastructure					
Airport Enplanements (2023)	2,369,164	2,002,286	12,905,368	1,519,262	1,037,983
Airport Direct Flights	25	21	110	33	26
CVB Name	Visit Boise	Visit Spokane	Visit Salt Lake	Catch Des Moines	Destination Madison
CVB Budget	\$2,939,725	\$5,692,846	\$19,729,809	\$7,787,419	\$6,980,105
<i>*Compound annual growth rate</i>					
<i>**Note that the adjacent Idaho Central Arena is sometimes used for supporting exhibit space, adding 17,000 SF to Boise Centre's inventory. Note also that Boise Centre offers a total of 86,000 SF of sellable space including its prefunction spaces which are often rented out.</i>					
<i>***The Spokane Convention Center also includes its 20,000 SF Riverside Lobby in its exhibit space tally, but it has been excluded from this analysis due to its role as pre-function space</i>					
<i>Source: Relevant Facilities, Federal Aviation Administration, CoStar, Esri, Johnson Consulting</i>					

Boise Shows Strong Market Fundamentals

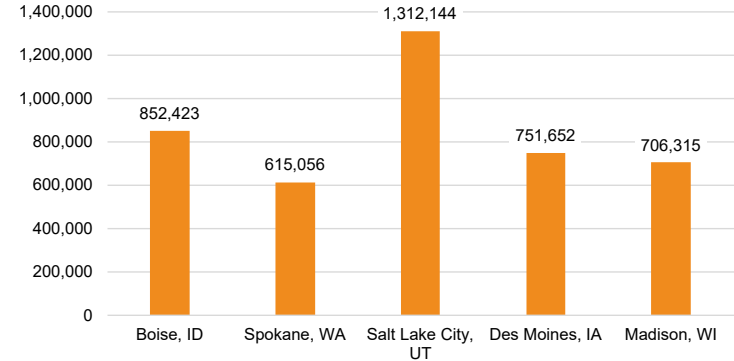
Population CAGR* (2024-2029)
Boise MSA vs. Comparable MSAs



*Compound annual growth rate
Source: Esri, Johnson Consulting

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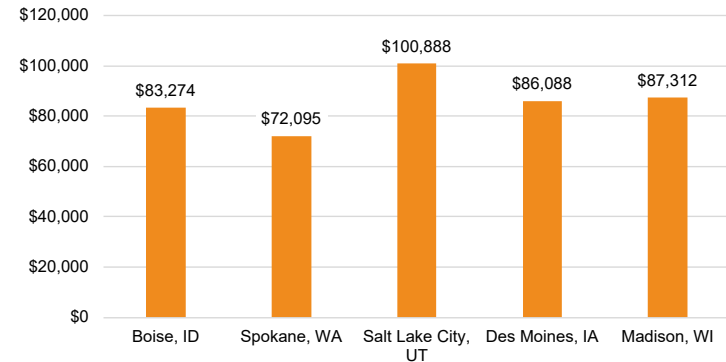
Population (2024)
Boise MSA vs. Comparable MSAs



Source: Esri, Johnson Consulting

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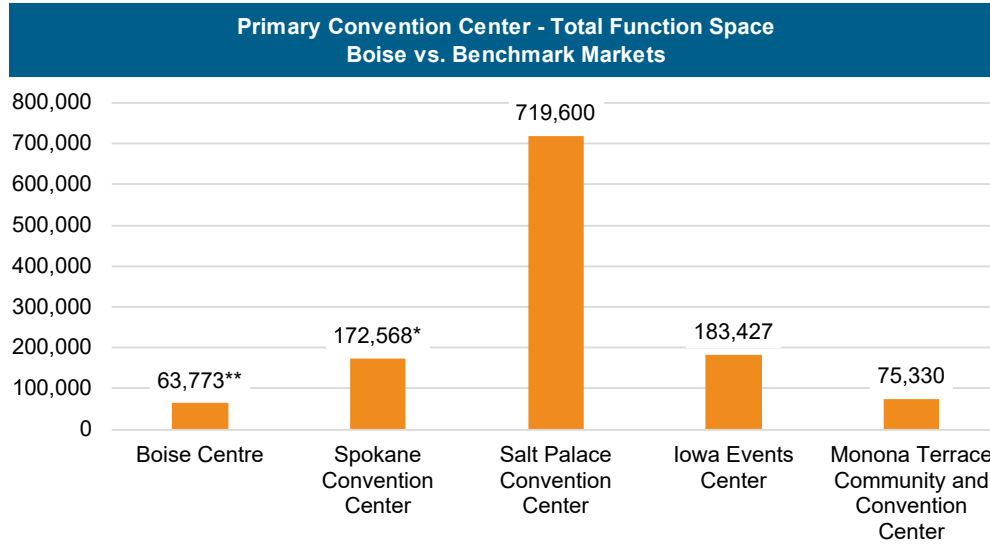
Median Household Income (2024)
Boise MSA vs. Comparable MSAs



Source: Esri, Johnson Consulting

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Boise Lacks Convention and Indoor Sports Space Relative to Benchmarks



*The Spokane Convention Center also includes its 20,000 SF Riverside Lobby in its exhibit space tally, but it has been excluded from this analysis due to its role as pre-function space

**Note that the adjacent Idaho Central Arena is sometimes used for supporting exhibit space, adding 17,000 SF to Boise Centre's inventory. Note also that Boise Centre offers a total of 86,000 SF of sellable space including its prefunction spaces which are often rented out.

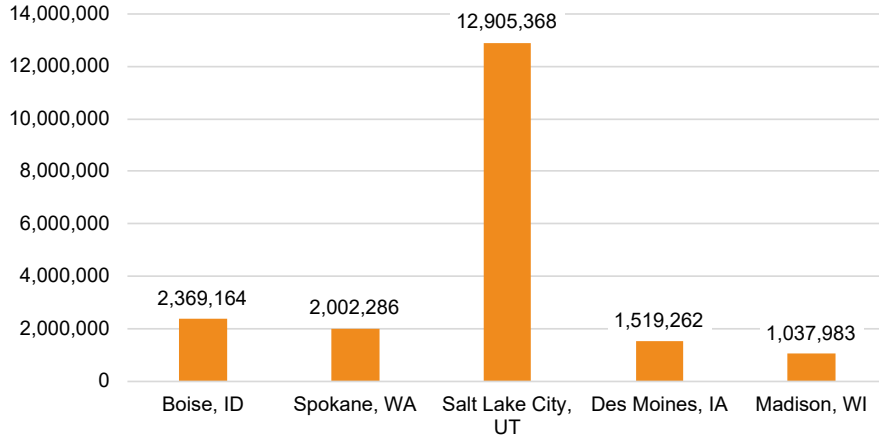
Source: Relevant Facilities, Johnson Consulting

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Market	Dedicated Indoor Multipurpose Sports Complex?
Spokane	✓
Salt Lake City	✓
Des Moines	✓
Madison	✓
Boise	X

Air Lift Could Be Improved, but is not a Major Limiting Factor

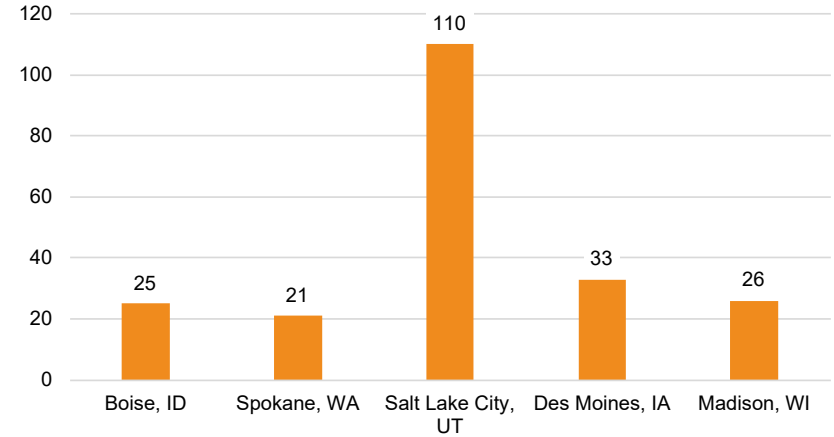
Primary Airport Enplanements (2023)
Boise vs. Benchmark Markets



Source: FAA, Johnson Consulting

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Primary Airport Direct Flight Routes
Boise vs. Benchmark Markets



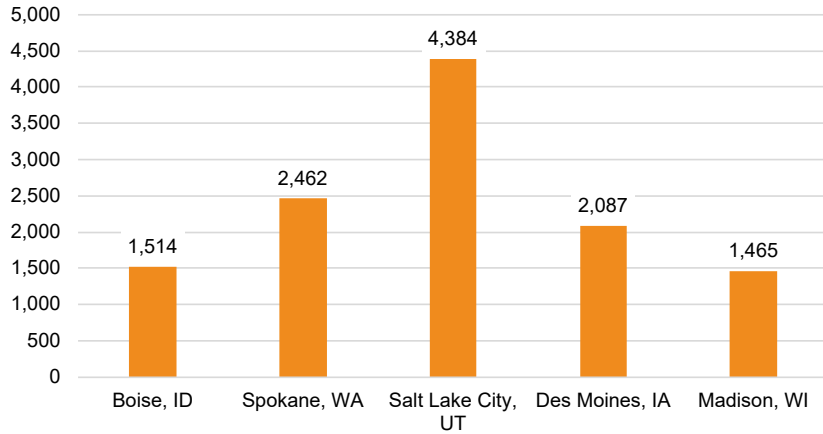
Source: Relevant Airports, Johnson Consulting

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Boise has only one direct flight to east coast – Atlanta

Downtown Boise Hotel Environment is Challenging for Convention Activity

Hotel Inventory (Rooms)* Within a 15-Minute Walk of the Primary Convention Center
Boise vs. Comparable Markets

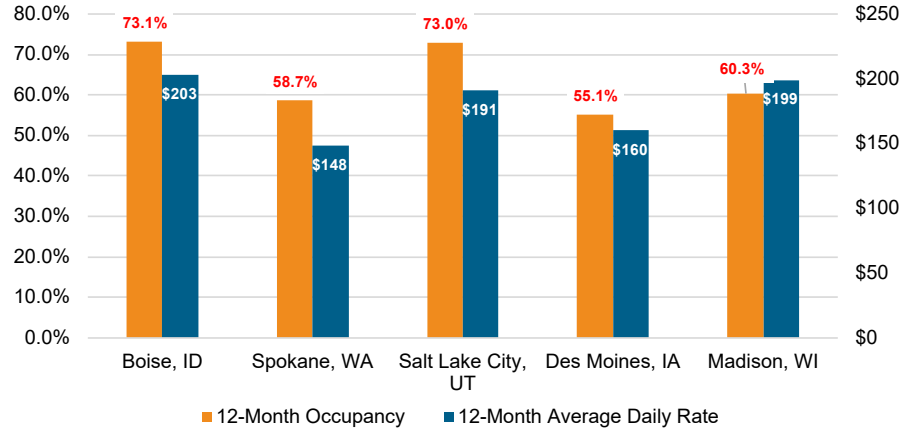


*Through June, 2025

Source: Esri, Johnson Consulting

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12-Month* Hotel Occupancy and Average Daily Rate (ADR) Within a 15-Minute Walk of the
Primary Convention Center
Boise vs. Comparable Markets



*Through June, 2025

Source: Esri, Johnson Consulting

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Feasibility Assessment and Recommendations

Studied Products are Market Feasible, but Not All Recommended for GBAD

Greater Boise Auditorium District Assessment of Product Opportunity Feasibility			
Product Opportunity	Market Feasible?	Recommended for GBAD?	Recommended Program
Additional convention space/ expansion of Boise Centre	✓	✓	100,000 SF expo hall; 40,000 SF ballroom; 20,000 SF meeting rooms
Local-use event facility to complement Boise Centre	✓	✓	30,000 SF ballroom/ flex hall; 5,000 SF breakout space; catering kitchen
Multi-purpose indoor sports facility	✓	✓	10 basketball or 20 volleyball court capacity (~100,000 SF); support spaces & concessions
Performing arts center	✓	?	1,200-seat main auditorium; 300-seat studio/ flex theatre; hospitality & support spaces
Baseball stadium event space	✓	?	30,000 SF ballroom/ flex hall; 5,000 SF breakout space; catering kitchen

Source: Johnson Consulting

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Additional Convention Space and Indoor Sports Complex are Key Opportunities

Boise Centre Summary of Recommended Expansion

	Existing (SF)	Recommended Additional (SF)	Total SF After Expansion (rounded)
Exhibit Hall	0	100,000	100,000
Ballroom	42,161	40,000	82,200
Meeting Rooms	21,612	20,000	41,600
Total Function SF	63,773	160,000	223,800

Source: Boise Centre, Johnson Consulting

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Creates Additional Date Availability



Enables Larger Events



Generates Economic Impact

Multi-Purpose Indoor Sports Complex Recommended Program of Spaces

Space	Size
Multipurpose Hall	100,000 SF (10 Basketball or 20 Volleyball Courts)
Breakout spaces	10,000 SF
Catering Kitchen	-
Pre-function & BOH Space	-

Source: Johnson Consulting

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Allows Boise to Compete in Sports Tourism Market



Drives Weekend Visitation



Flexible, Opportunities for Local Use

Local Event Space is Viable but Lower Priority

Local-Use Event Space Recommended Program of Spaces

Space	Size
Ballroom/ Flex Hall	30,000 SF
Breakout spaces	5,000 SF
Catering Kitchen	-
Pre-function & BOH Space	-

Source: Johnson Consulting

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Creates Additional
Date Availability at
Boise Centre



Supports Local
Community Use



Possibility for
Positive Income

Ballpark opportunity could fill local space need, but downtown location is preferred due to synergies with Boise Centre and other assets

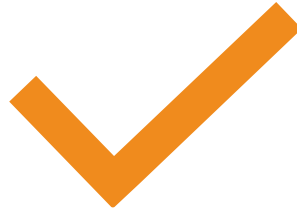
Civic Performing Arts Center is Needed but Challenging for GBAD

Performing Arts Center Recommended Program of Spaces

Space	Size
Primary Performance Hall	1,200 Seats
Studio/ Flex Theater	300 Seats (5,000 SF)
Catering Kitchen	-
Hospitality/ Event Space	-
Pre-function & BOH Space	-

Source: Johnson Consulting

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Clear demand from local arts groups and community



Supports continued community growth and development



Very expensive and limited room-night generation

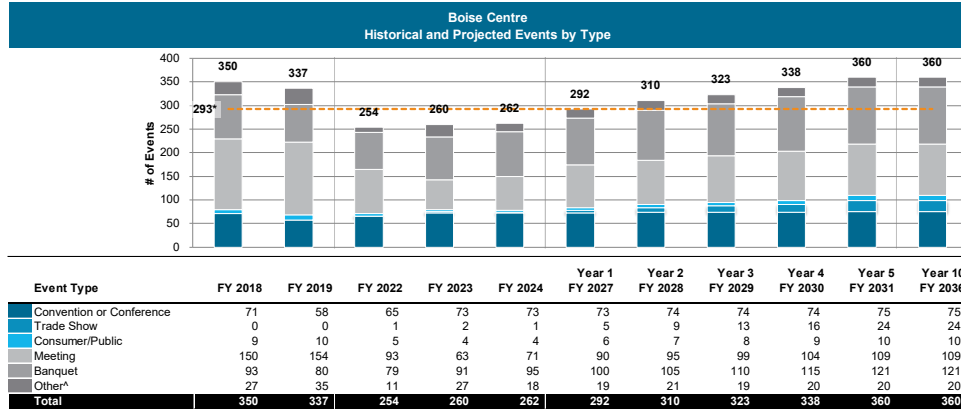
GBAD's participation may be viable if other major capital and operational funding is secured from other sources

Hybrid performance hall / ballroom may be a strong solution to maximize utilization and revenue and bring in funding partners

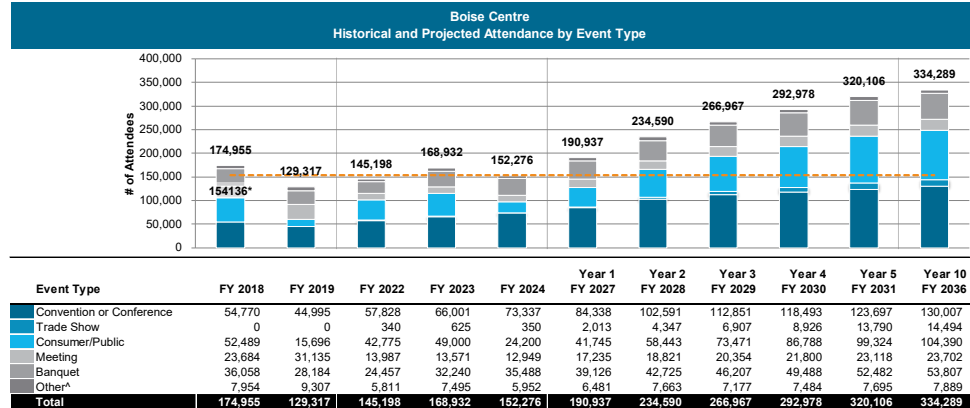
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Projections and Impacts

Significant Projected Event and Attendance Growth for Expanded Boise Centre



^aReflecting average of historical fiscal years shown. FY 2020 and 2021 are excluded due to demand being severely impacted by the COVID-19 pandemic
^aIncludes the following categories: Holiday Event, Graduation, Social Event, Off-Site, and Other
 Source: GBAD, Johnson Consulting



^aReflecting average of historical fiscal years shown. FY 2020 and 2021 are excluded due to demand being severely impacted by the COVID-19 pandemic
^aIncludes the following categories: Holiday Event, Graduation, Social Event, Off-Site, and Other
 Source: GBAD, Johnson Consulting

Similar Stabilized NOI to Existing Operation, with Room Rental Revenue Seeing Greatest Growth

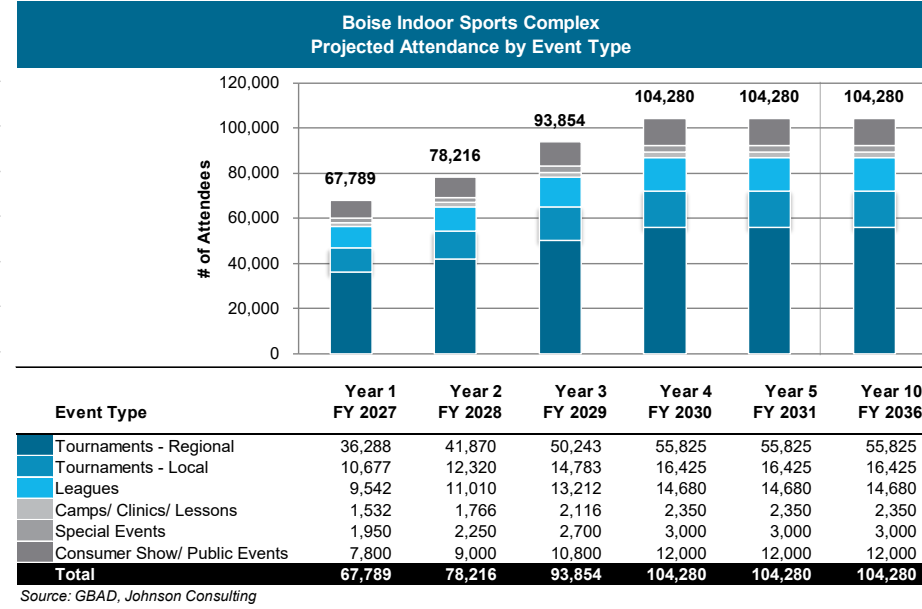
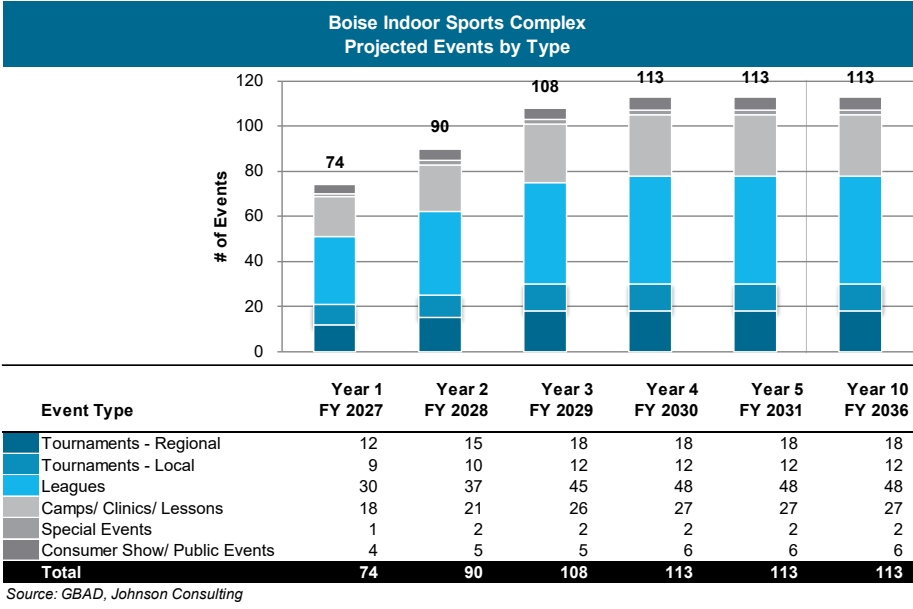
Boise Centre Historical and Projected Operating Revenues and Expenses (\$000)

	FY 2022	FY 2023	FY 2024	Year 1 FY 2027	Year 2 FY 2028	Year 3 FY 2029	Year 4 FY 2030	Year 5 FY 2031	Year 10 FY 2036
Operating Revenues									
Room Rental	\$1,779	\$2,152	\$2,456	\$4,154	\$4,543	\$4,875	\$5,253	\$5,751	\$6,667
Food & Beverage	4,290	5,331	6,237	6,259	7,921	9,285	10,495	11,811	14,299
Equipment Rental & Event Services	3,126	3,650	3,787	5,013	5,497	5,931	6,379	7,081	8,209
Discounts	(265)	(408)	(484)	(831)	(909)	(975)	(1,051)	(1,150)	(1,333)
Other	0.3	0.2	0.0	451	527	591	652	727	861
Total Operating Revenues	\$8,931	\$10,725	\$11,996	\$15,047	\$17,579	\$19,707	\$21,728	\$24,219	\$28,702
Operating Expenses									
Direct Labor	\$5,076	\$6,443	\$6,894	\$10,026	\$10,994	\$11,862	\$12,759	\$14,162	\$16,418
Beer Wine and Liquor	161	188	188	156	198	232	262	295	357
Food Costs	1,045	1,227	1,384	939	1,188	1,393	1,574	1,772	2,145
Total Other Direct Costs	768	736	827	1,214	1,329	1,431	1,540	1,699	1,970
Total SG&A Expense	4,962	5,635	5,453	8,044	8,285	8,533	8,789	9,053	10,495
Total Operating Expenses	\$12,012	\$14,229	\$14,746	\$20,379	\$21,994	\$23,451	\$24,925	\$26,981	\$31,385
NOI (Loss) Before Depreciation	(\$3,080)	(\$3,504)	(\$2,750)	(\$5,332)	(\$4,415)	(\$3,744)	(\$3,197)	(\$2,762)	(\$2,683)
Depreciation, Interest and Amortization	\$2,883	\$2,840	\$2,783	\$4,561	\$4,698	\$4,839	\$4,984	\$5,133	\$5,951
NOI (Loss) After Depreciation	(\$5,963)	(\$6,344)	(\$5,532)	(\$9,893)	(\$9,113)	(\$8,583)	(\$8,181)	(\$7,895)	(\$8,634)

Source: GBAD, Johnson Consulting

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Tournaments Expected to Drive Majority of Sports Complex Demand

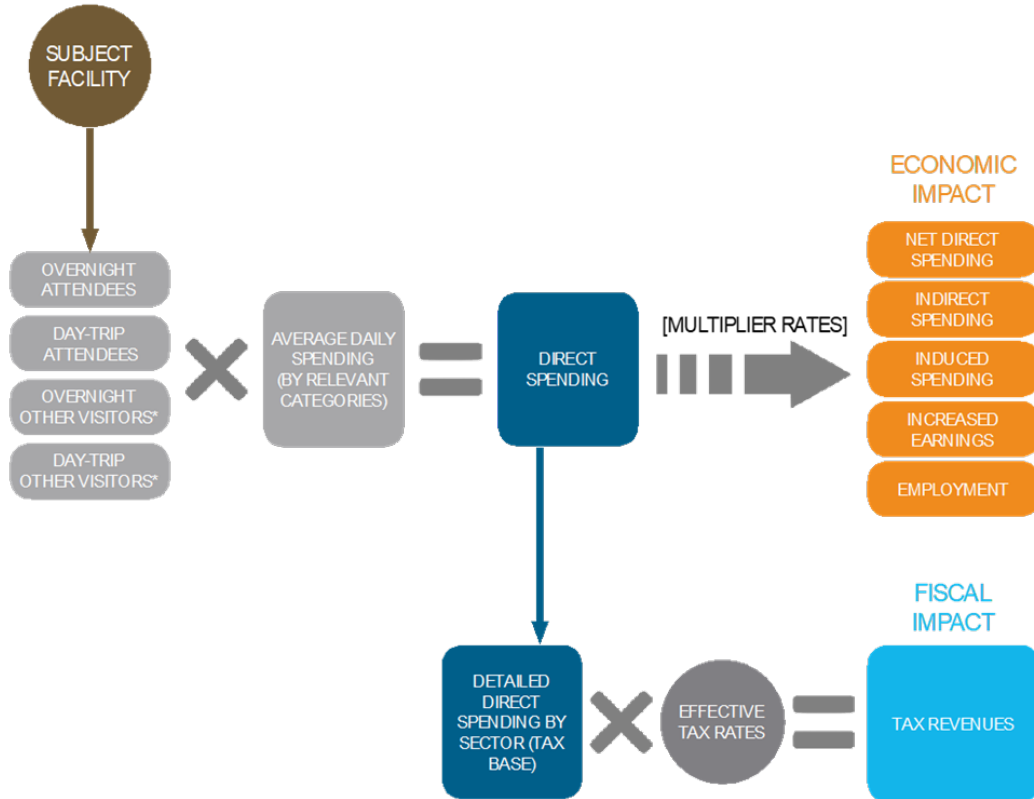


Sports Complex Projected to Nearly Break Even

Boise Indoor Sports Complex Operating Revenue and Expenses (\$000)							
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 10	
Operating Revenues							
1	Sports Rental Income	\$1,221	\$1,295	\$1,334	\$1,374	\$1,415	\$1,641
2	Tournament Rental Fees	68	106	146	176	195	233
3	Camps, Clinics, Lessons	19	45	66	95	118	140
4	Concessions	119	137	164	182	182	218
5	Advertising	200	212	219	225	232	269
6	Total Revenues	\$1,627	\$1,795	\$1,929	\$2,053	\$2,142	\$2,501
Operating Expenses							
7	Wages (including overtime)	\$710	\$753	\$776	\$799	\$823	\$954
8	Benefits	213	226	233	240	247	286
9	Utilities	475	504	519	535	551	638
10	Repairs & Maintenance	195	207	213	220	226	262
11	Materials, Supplies, Equipment	163	173	178	183	189	219
12	Insurance	94	99	102	105	108	126
13	General and Administrative	81	86	89	92	94	109
14	Total Expenses	\$1,931	\$2,049	\$2,110	\$2,173	\$2,238	\$2,595
15	Reserve for Replacement	-	-	-	(\$103)	(\$107)	(\$125)
16	Net Operating Income (NOI)	(\$304)	(\$253)	(\$181)	(\$223)	(\$203)	(\$219)

Source: Johnson Consulting

Economic Impact Estimate Process



Boise Centre Economic Impact Multipliers

Impact	Multiplier	Base
Indirect Spending	0.369	per \$1.00 of direct spending
Induced Spending	0.485	per \$1.00 of direct spending
Increased Earnings	0.547	per \$1.00 of direct spending
Increased Employment (FTE)	12.184	per \$1 million of direct spending

Source: Bureau of Economic Analysis

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Boise Indoor Sports Complex Economic Impact Multipliers

Impact	Multiplier	Base
Indirect Spending	0.371	per \$1.00 of direct spending
Induced Spending	0.491	per \$1.00 of direct spending
Increased Earnings	0.555	per \$1.00 of direct spending
Increased Employment (FTE)	12.325	per \$1 million of direct spending

Source: Beureau of Economic Analysis

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Boise Tax Rates

	Rate
State Sales Tax	6.00%
State Lodging Tax	2.00%
Greater Boise Auditorium District Hotel Tax	5.00%

Lodging Tax is applied to hotel room sales in addition to Sales and use Tax.

Source: Johnson Consulting

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Boise Centre Estimated to See 123% Economic Impact Growth by Year 5

Boise Centre Estimated Annual Economic & Fiscal Impact from Convention Center Operations										
Economic Impact	Rate/ Assumption									
		FY 2022	FY 2023	FY 2024	Year 1 FY 2027	Year 2 FY 2028	Year 3 FY 2029	Year 4 FY 2030	Year 5 FY 2031	Year 10 FY 2036
1 Attendance		145,198	168,932	152,276	190,937	234,590	266,967	292,978	320,106	334,289
2 Attendee-Days		228,524	270,406	279,094	375,180	461,864	521,224	563,552	611,916	640,772
3 Room Nights		24,252	31,842	34,431	42,779	55,078	63,580	69,089	75,302	81,107
Spending Volume (\$000)										
4 On Site Spending (\$000)		\$8,931	\$10,725	\$11,996	\$15,047	\$17,579	\$19,707	\$21,728	\$24,219	\$28,702
Off Site Spending (\$000)										
5 On Lodging	\$180.00 (a)	\$4,115	\$5,565	\$6,198	\$8,414	\$11,158	\$13,267	\$14,849	\$16,670	\$20,815
6 On Food and Incidentals	\$40.00 (b)	8,616	10,501	11,164	16,399	20,793	24,170	26,916	30,103	36,543
7 On Car Rental/Rideshare/Taxi	\$20.00 (c)	457	618	689	935	1,240	1,474	1,650	1,852	2,313
8 Subtotal Off Site Spending (\$000)		\$13,188	\$16,684	\$18,050	\$25,748	\$33,191	\$38,911	\$43,416	\$48,626	\$59,671
9 Facility's Operation (\$000)		\$12,012	\$14,229	\$14,746	\$20,379	\$21,994	\$23,451	\$24,925	\$26,981	\$31,385
10 Total Direct Spending (\$000)		\$34,131	\$41,638	\$44,792	\$61,174	\$72,765	\$82,069	\$90,069	\$99,826	\$119,758
11 Indirect Spending (\$000)	0.373 of Line 10	12,740	15,542	16,720	22,835	27,161	30,634	33,620	37,262	44,702
12 Induced Spending (\$000)	0.483 of Line 10	16,492	20,119	21,644	29,560	35,160	39,656	43,522	48,236	57,868
13 Total Spending (\$000)		\$63,363	\$77,299	\$83,156	\$113,568	\$135,086	\$152,360	\$167,212	\$185,325	\$222,329
14 Increased Earnings (\$000)	0.545 of Line 10	\$18,615	\$22,709	\$24,430	\$33,364	\$39,686	\$44,761	\$49,124	\$54,445	\$65,316
15 Increased Employment (FTE)	12.550 of Line 10	454	538	562	703	811	888	947	1,019	1,054
Fiscal Impact										
Fiscal Impact	Rate/ Assumption									
		FY 2022	FY 2023	FY 2024	Year 1 FY 2027	Year 2 FY 2028	Year 3 FY 2029	Year 4 FY 2030	Year 5 FY 2031	Year 10 FY 2036
16 State Sales Tax	6.00% of Line 10	\$2,048	\$2,498	\$2,688	\$3,670	\$4,366	\$4,924	\$5,404	\$5,990	\$7,186
17 State Lodging Tax	2.00% of Line 5	82	111	124	168	223	265	297	333	416
18 Greater Boise Auditorium District Hotel Tax	5.00% of Line 5	206	278	310	421	558	663	742	834	1,041
18 Total Tax Revenues		\$2,336	\$2,888	\$3,121	\$4,259	\$5,147	\$5,853	\$6,444	\$7,156	\$8,643

Notes:

a) Per Room Night (Line 2), based on 12-Month ADR for Downtown Hotels and adjusted to reflect preferable room block rates

b) Per Visitor-Day (Line 1), based on US GSA Per Diem minus on site food spending

c) Per Room Night (Line 2), based on Business Travel News Corporate Travel Index for Boise metro area

Source: IMPLAN, Johnson Consulting

Indoor Sports Complex Projected for \$39M Annual Impact upon Stabilization

Boise Indoor Sports Complex Estimated Annual Economic & Fiscal Impact from Operations							
Economic Impact	Rate/ Assumption	Year 1 FY 2027	Year 2 FY 2028	Year 3 FY 2029	Year 4 FY 2030	Year 5 FY 2031	Year 10 FY 2036
1 Attendance		67,789	78,216	93,854	104,280	104,280	104,280
2 Attendee-Days		143,888	166,008	199,176	221,294	221,294	221,294
3 Room Nights		18,143	23,726	27,913	27,913	27,913	27,913
Spending Volume (\$000)							
4 On Site Spending (\$000)		\$1,627	\$1,795	\$1,929	\$2,053	\$2,142	\$2,501
Off Site Spending (\$000)							
5 On Lodging	\$146.00 (a)	\$2,895	\$3,899	\$4,724	\$4,866	\$5,012	\$5,810
6 On Food and Incidentals	\$40.00 (b)	6,289	7,474	9,236	10,569	10,887	12,620
7 On Car Rental/Rideshare/Taxi	\$20.00 (c)	397	534	647	667	687	796
8 Subtotal Off Site Spending (\$000)		\$9,580	\$11,907	\$14,607	\$16,102	\$16,585	\$19,227
9 Facility's Operation (\$000)		\$1,931	\$2,049	\$2,110	\$2,173	\$2,238	\$2,595
10 Total Direct Spending (\$000)		\$13,138	\$15,750	\$18,647	\$20,328	\$20,966	\$24,322
11 Indirect Spending (\$000)	0.372 of Line 10	4,892	5,865	6,943	7,569	7,807	9,057
12 Induced Spending (\$000)	0.490 of Line 10	6,436	7,715	9,134	9,957	10,270	11,914
13 Total Spending (\$000)		\$24,466	\$29,330	\$34,724	\$37,854	\$39,042	\$45,293
14 Increased Earnings (\$000)	0.553 of Line 10	\$7,264	\$8,708	\$10,309	\$11,239	\$11,591	\$13,447
15 Increased Employment (FTE)	12.477 of Line 10	150	175	201	212	213	213
Fiscal Impact	Rate/ Assumption	Year 1 FY 2027	Year 2 FY 2028	Year 3 FY 2029	Year 4 FY 2030	Year 5 FY 2031	Year 10 FY 2036
16 State Sales Tax	6.00% of Line 10	\$788	\$945	\$1,119	\$1,220	\$1,258	\$1,459
17 State Lodging Tax	2.00% of Line 5	58	78	94	97	100	116
18 Greater Boise Auditorium District Hotel Tax	5.00% of Line 5	145	195	236	243	251	291
19 Total Tax Revenues		\$991	\$1,218	\$1,450	\$1,560	\$1,609	\$1,866

Notes:

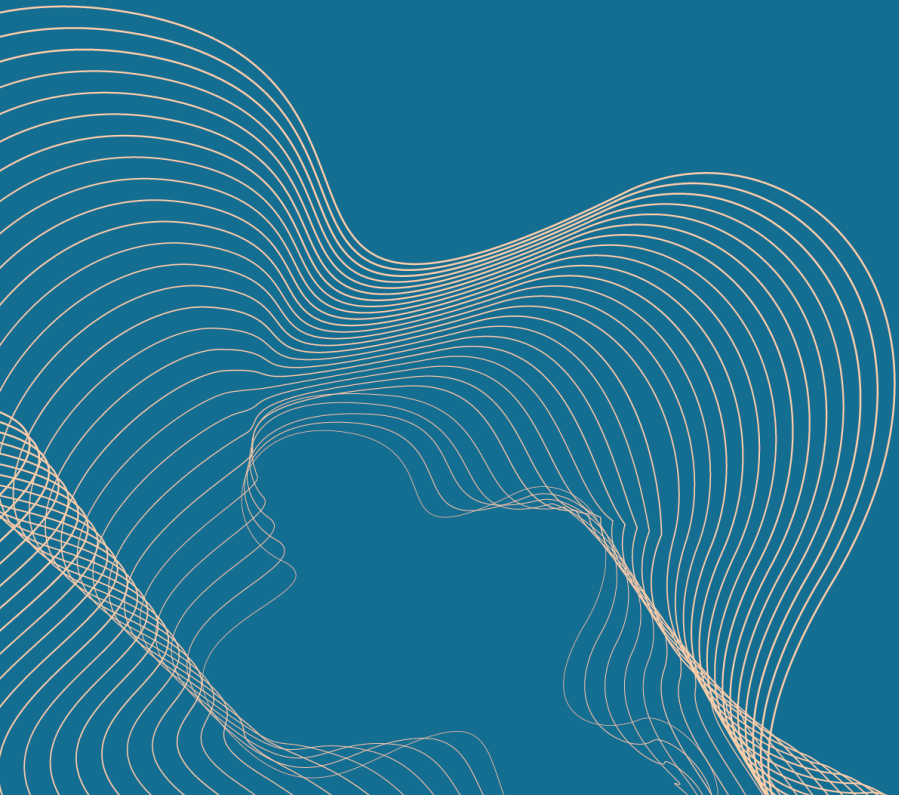
a) Per Room Night (Line 2), based on 12-Month ADR for GBAD

b) Per Visitor-Day (Line 1), based on US GSA Per Diem minus on site food spending

c) Per Room Night (Line 2), based on Business Travel News Corporate Travel Index for Boise metro area

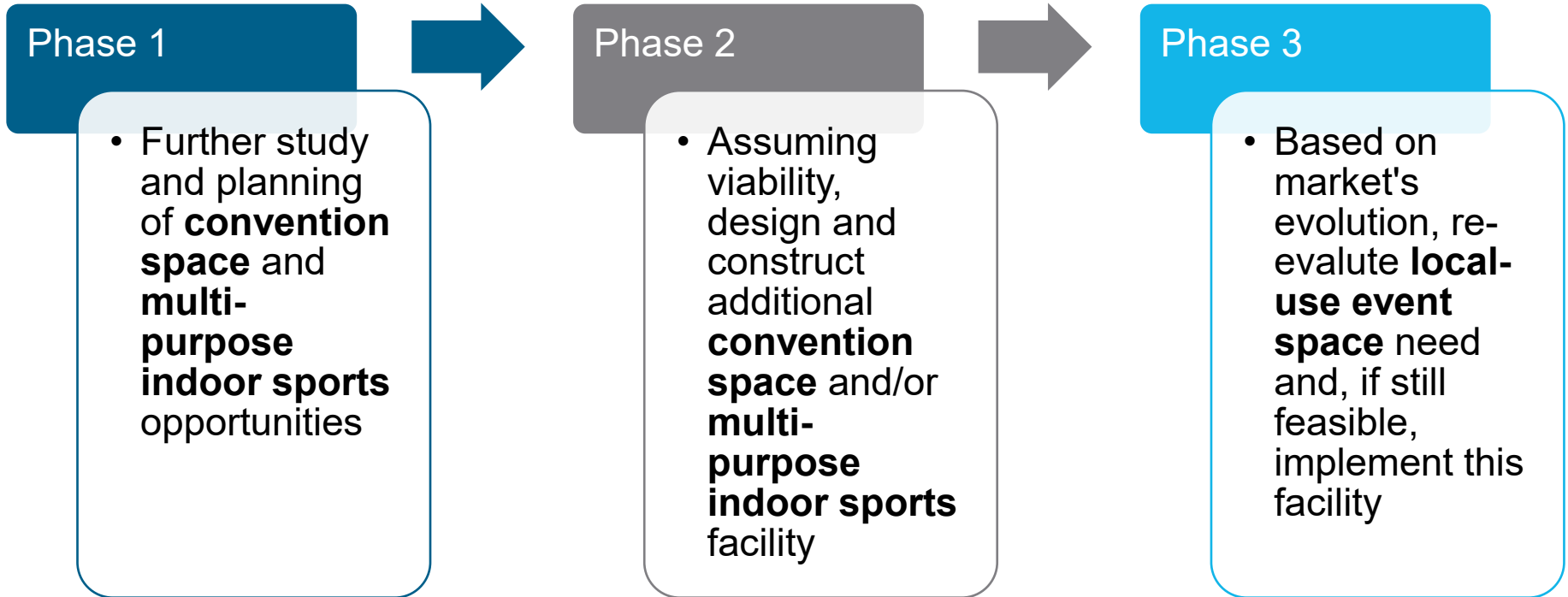
Source: IMPLAN, Johnson Consulting





Next Steps

Recommended Implementation Sequence



Other Key Considerations for Convention Space and Indoor Sports Facility

Site

Additional convention space downtown, ideally as an expansion of Boise Centre

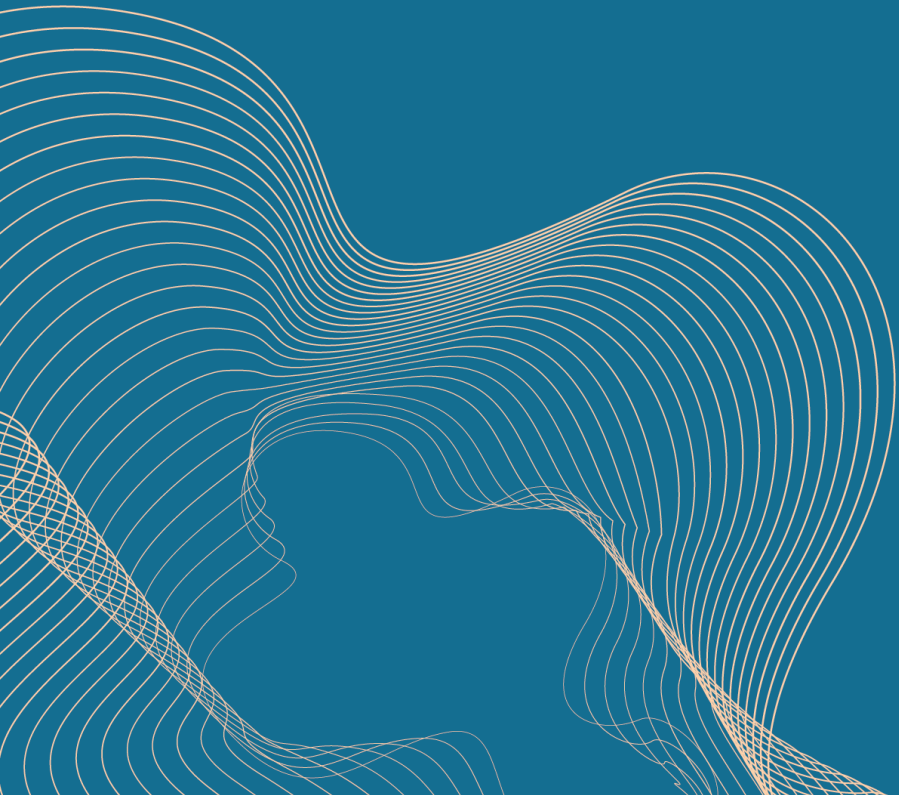
Indoor sports facility can be outside of downtown, but nearby is preferred

Funding

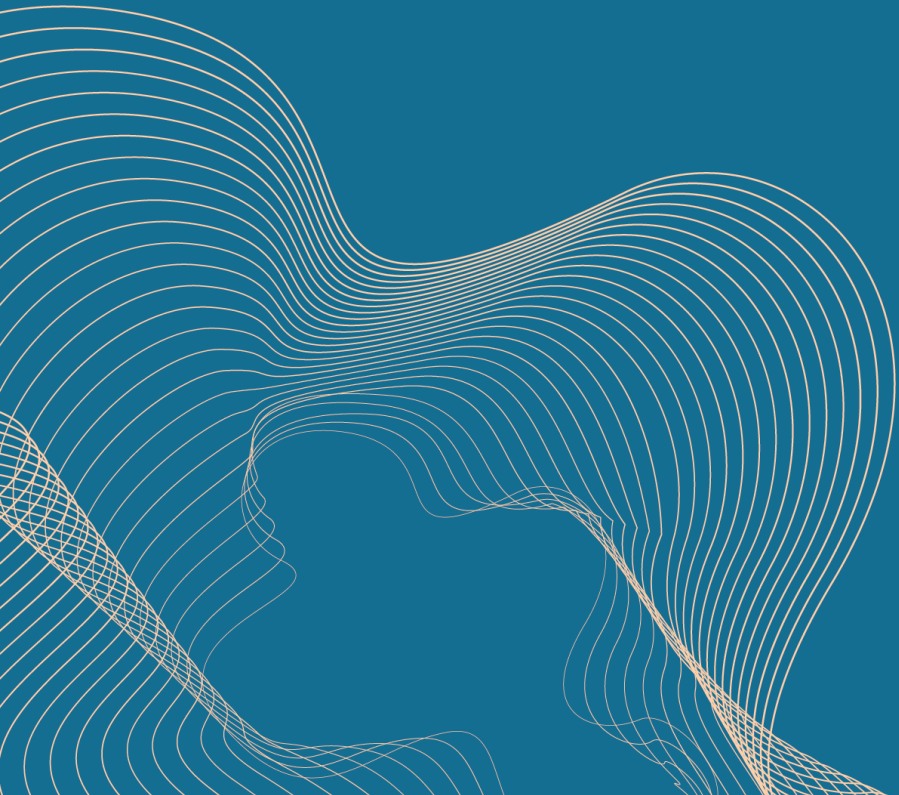
Both product opportunities will require funding in excess of GBAD's cash on hand

Careful planning needed for financially sustainable execution

Funding partners are recommended



Discussion



Thank You