

**DOWN  
TOWN  
NAMPA**



# 2025 ANNUAL REPORT





If you've walked through downtown Nampa recently, you've probably noticed some exciting changes - new buildings going up, refreshed spaces and a growing sense of possibility. That visible transformation is being driven by dedicated developers and property owners who believe in the potential of this place. We're grateful for that belief. And we share it.

But while construction crews have been building upward, the Downtown Nampa Association has been building underneath - laying the foundation for something just as important: long-term momentum.

For years, progress in downtown has often depended on individual people pouring themselves into passion projects - throwing everything at the wall to see what sticks. And when those people moved on, so did the momentum. Without systems, without structure, we kept finding ourselves starting over.

So this past year, we pumped the brakes a little.

We focused on creating sustainable funding, clarity, accountability and a shared sense of direction. We developed a brand identity and a mission statement. We clarified roles and responsibilities. We built systems that allow us to carry knowledge forward, not lose it when someone steps away. We invested in the kind of boring, behind-the-scenes work that no one notices until it's missing.

Building that foundation was the whole point.

Now, for the first time in a long time, we're not just holding things together. We're ready to build on something solid.

That next chapter depends on all of us.

Downtown doesn't thrive just because the DNA holds events or promotes our unique businesses. It thrives because business owners take pride not just in their own space but in their neighbors too. It thrives because volunteers show up, because residents and city staff care, because we keep showing up with the belief that this place matters.

We've got a five-year plan. We've got momentum. And we've got room for more people to be part of this.

Let's build a downtown we're proud of - together.



**Clayton Borah**  
DNA Board Chair





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To cultivate a vibrant and prosperous downtown Nampa by supporting local businesses, fostering community connections, and elevating our historic district.

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# DOWNTOWN BOARD & SUPPORT

## DNA Board of Directors



**Clayton Borah**  
w/ Timber & Steel Gym  
Chair



**Michael Vernor**  
w/ Real Life Community Church  
Vice Chair



**Beatrix Westmoreland**  
w/ Syringa Cocktails & Coffee  
Treasurer



**Julie Vincent**  
w/ Cameo Salon  
Director



**Skee Wood**  
w/ MB Home & Gifts  
Director



**Lance Hancock**  
w/ Anthology Real Estate  
Director

## DNA Support Personnel



**Oscar Diaz**  
w/ Relentless Owl  
Downtown Event Coordinator



**Morgan Treasure**  
w/ City of Nampa  
Economic Development  
Assistant Director



**Amber Bothwell**  
w/ City of Nampa  
Downtown Economic  
Development Coordinator

# DOWNTOWN SUBCOMMITTEES

As a Main Street America™ accredited program, downtown Nampa is recognized among the national network of more than 1,200 neighborhoods and communities. This program leads an inclusive, impact-driven movement dedicated to reenergizing and strengthening older and historic downtowns and neighborhood commercial districts.



## ORGANIZATION

The Organization Committee plays a crucial role in downtown revitalization efforts by providing the essential structure and resources for long-term success. Think of them as the "keeper of the house" for the Downtown Nampa Association.

The Promotions Committee focuses on marketing and enhancing the downtown's image as a vibrant center of commerce, culture, and community life. This involves developing strategies to attract visitors and businesses, promoting special events and building a positive public perception of the downtown area.



## PROMOTIONS



## DESIGN

The Design Committee focuses on enhancing the physical and visual appeal of the district. This includes improving the appearance of buildings, public spaces and overall streetscape to make it more attractive to businesses, investors and visitors.

The Economic Vitality Committee plays a crucial role in downtown revitalization by focusing on strengthening the economic base and fostering sustainable growth. In essence, this committee acts as a catalyst for growth and development in the downtown area, transforming it into a vibrant hub for commerce, culture, and community activity.



## ECONOMIC VITALITY

# BUSINESS IMPROVEMENT DISTRICT

Business Improvement Districts (BIDs) promote and market a geographically defined area within a city. A BID is create to support or address needs above what a municipality can provide, such as coordinating events, picking up trash, providing small business workshops and creating marketing campaigns.

Downtown Nampa's Business Improvement District was established in 1985 following a strong vote of support from downtown business owners. In accordance with City of Nampa Ordinance No. 4826, the Downtown Nampa Association (DNA) has been designated to oversee and manage the activities of the BID. The DNA plays a vital advocacy role for both business and property owners within the district.

Each property owner within the district is assessed annually and can be paid quarterly or annually.

RATES (as of October 14, 2024):

1. Tier 1. In the case of a parcel containing only ground level businesses, the annual assessment shall be equal to the following levy rates which are to be applied to the most recent assessed value of that parcel in the applicable year, as determined by the Canyon County Assessor's Office:
  - Year 2025: .002
  - Year 2026: .00226
  - Year 2027: .00252
  - Year 2028: .00278
  - Year 2029: .00304
  - Year 2030 and beyond: .0033
1. Tier 2. In the case of a parcel containing a building(s) with both upper and lower story businesses, the annual assessment shall be equal to the following levy rates which are to be applied to the most recent assessed value of that parcel in the applicable year, as determined by the Canyon County Assessor's Office:
  - Year 2025: .002
  - Year 2026: .0021
  - Year 2027: .0022
  - Year 2028: .0023
  - Year 2029: .0024
  - Year 2030 and beyond: .0025

# FY24-25 FINANCIALS

The Downtown Nampa Association (DNA) is governed by a Board of Directors and administered by the board and City of Nampa. The board includes individuals who are either a property owner or business owner within the downtown Business Improvement District (BID).

The DNA is primarily funded by BID assessment fees collected on an annual basis from property owners within the designated downtown BID district. In FY2025, the DNA worked with an operating budget of \$213,200. Over \$110,000 of this is funded through the assessments and more than \$85,000 is funded through non-assessment contributions including event revenue and sponsorships.

## BID ASSESSMENTS

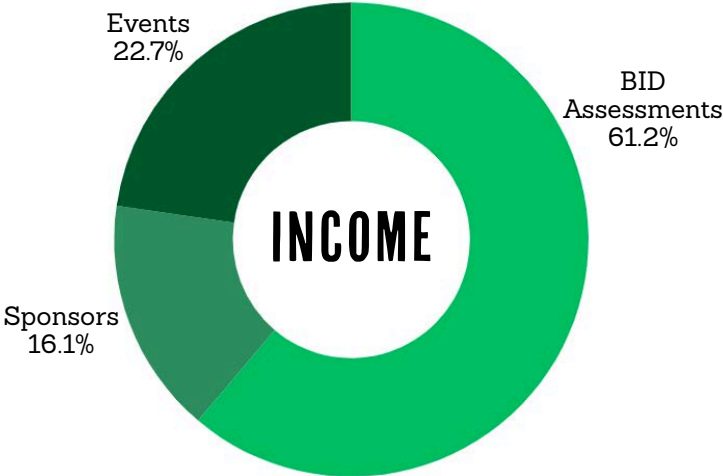
Business Improvement District assessment fees collected annually by the DNA from the owners of 103 parcels located downtown. Assessment methodology is based on the most recent assessed value of the parcel multiplied by the mil rate, as approved by Nampa City Council in October 2024. The total amount collected in 2025 so far is \$115,899, with the next bill run occurring October 1 to close out the calendar year.

## EVENTS

Funds collected through event tickets and vendor registration fees.

## SPONSORS

Funds collected through event sponsorships.



## EVENTS

Cost of DNA events, such as Third Thursdays, Nampton's Beer Festival, etc.

## DOWNTOWN EXPENSES

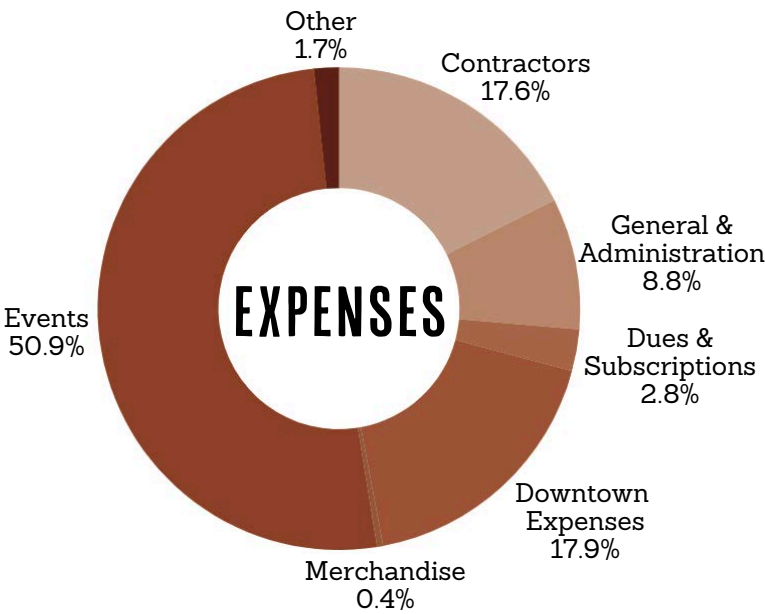
Expenses include flowers, fertilizer, holiday decor, trash collection & supplies, snow removal, annual security camera costs and general beautification of the downtown.

## CONTRACTORS

Contractual agreements that call for additional services, such as event planning, social media management and bookkeeping.

## GENERAL & ADMINISTRATION

Expenses include bank service charges, office supplies, postage, printing, insurance, payment processing, Main Street conference, marketing and collection account fees.





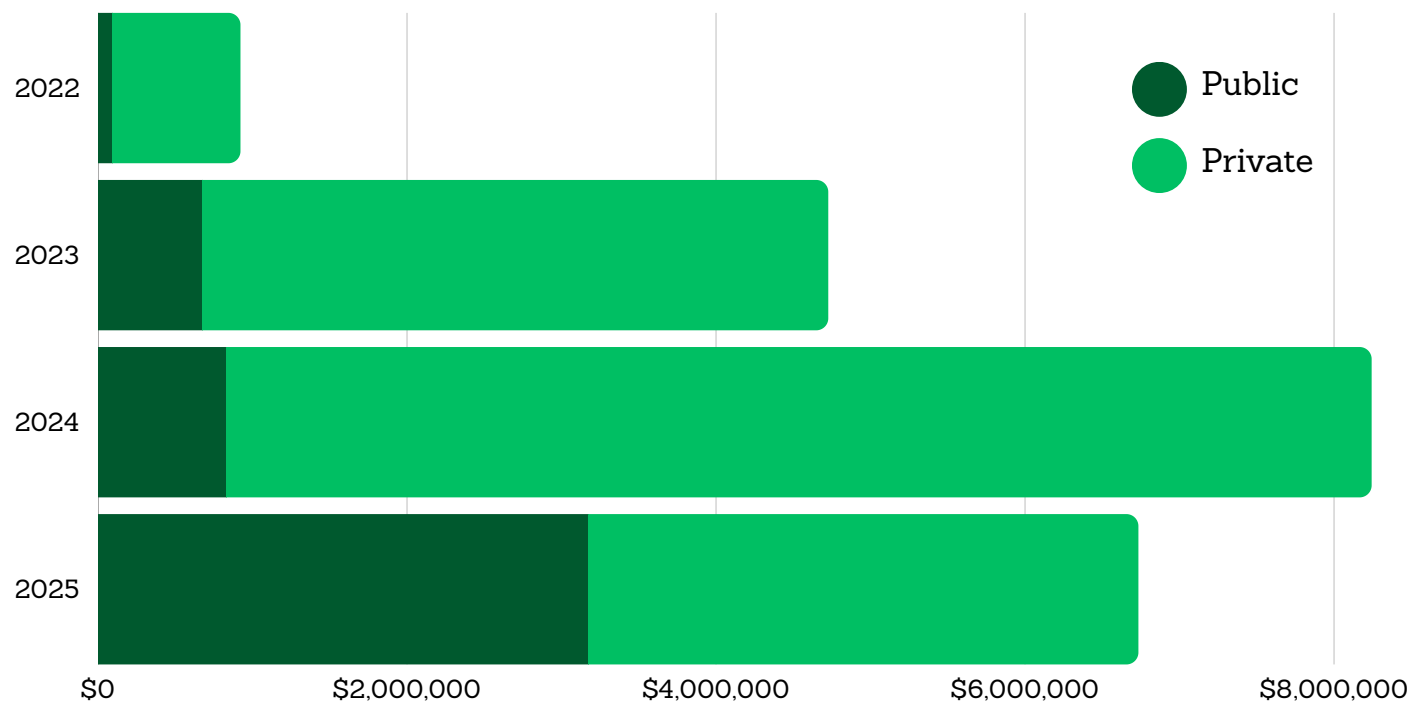
# ECONOMIC DEVELOPMENT

## Public & Private Investment

In 2022, public investment amounted to \$96,147, which increased substantially to \$673,808 in 2023. This upward trend continued with an investment of \$834,545 in 2024, and as of now, public investment for 2025 stands at \$3,173,104, with expectations for this number to rise as the year progresses.

Private investment also demonstrated impressive growth, starting at \$825,825 in 2022. This figure rose dramatically to \$4,052,700 in 2023 and further increased to \$7,408,876 in 2024. Currently, private investment for 2025 is \$3,560,729, though it is anticipated that this figure will also increase before the end of the year.

Overall, the data indicates a robust trajectory of investment in the downtown area,



## Growth



6

NEW  
BUSINESSES

Over the past year, we have welcomed 6 new businesses, which contribute to the local economy and enhance the vibrancy of our downtown area. Additionally, these new ventures have created a total of 30 jobs, providing valuable employment opportunities for residents. This growth reflects our ongoing commitment to supporting business development and fostering a thriving economic environment.



30

JOBS  
CREATED

# MARKETING & COMMUNICATION

## Downtown Nampa Power Hour

In our ongoing commitment to fostering a vibrant and interconnected downtown community, the Economic Vitality Committee launched an innovative series of networking events known as "Downtown Nampa Power Hour." This initiative aims to strengthen relationships among local businesses, provide valuable resources and promote collaboration within the downtown Nampa area.

The inaugural Power Hour event took place in June, setting the stage for a dynamic exchange of ideas and opportunities among business owners and entrepreneurs. Participants were encouraged to connect with their downtown business neighbors, facilitating a sense of community and shared purpose. The second Power Hour followed in August, further solidifying the momentum of this initiative.

Designed to be held every other month, these gatherings are structured to not only foster connections but also to provide attendees with insights into growth opportunities that exist within the downtown landscape. Each Power Hour features presentations from industry experts, offering valuable knowledge and best practices that can be directly applied to enhance business operations.

Additionally, the events serve as a platform for the Downtown Nampa Association to share updates on their activities and initiatives, ensuring that all attendees are informed and engaged in the ongoing development of our downtown area.

The Power Hour series exemplifies our commitment to economic vitality and collaboration and we look forward to continuing this initiative in the coming months. We believe that by connecting, discovering and learning together, we can create a thriving downtown that benefits all stakeholders involved.



## Social Media & Email

In an effort to celebrate and promote the unique businesses that contribute to the vibrancy of our downtown area, we have introduced the Downtown Nampa Business Spotlights on our social media platforms. This initiative aims to regularly highlight a different downtown business showcasing their offerings, stories, and the integral role they play in our community.

Through these spotlights, we not only shine a light on the diverse array of businesses that call downtown Nampa home but also encourage community engagement and support for local entrepreneurs. Each feature provides an opportunity for businesses to connect with a wider audience and share their unique contributions to the downtown atmosphere.

We invite all downtown businesses to reach out to the DNA to be featured in a future spotlight. Together, let's celebrate the heart of our community and support the local economy!



**FOLLOWERS**

**11.1K**

**CONTENT VIEWS**

**865K**



**FOLLOWERS**

**9.7K**

**CONTENT VIEWS**

**410K**



**E-BLAST**

**SUBSCRIBERS**

**375**

# 2025 KEY HIGHLIGHTS

## ENHANCING PUBLIC SAFETY: HIGHLIGHTS OF SECURITY CAMERA SUCCESSSES

The DNA, in collaboration with the Nampa Development Corporation, successfully facilitated the installation of security cameras at five locations downtown. This initiative aims to enhance public safety and improve the overall security of our community. By investing in these technological upgrades, we are committed to creating a safer environment for residents and visitors alike, while also supporting local businesses in fostering a vibrant and secure downtown atmosphere.

### LOCATING RUNAWAY CHILDREN

This year, our downtown security camera system played a crucial role in ensuring the safety of our community's children. Several instances of runaway children were quickly addressed as the cameras allowed law enforcement to locate them promptly.

### VANDALISM ACCOUNTABILITY

The downtown area faced an incident of vandalism when multiple light poles were targeted by protestors applying stickers. This act not only disfigured public property but also led to significant repair costs, amounting to \$10,000 for painting over the damage. However, our security cameras captured clear footage of the individuals involved, including their vehicle and license plate information. As a result, the responsible parties were convicted, and the police department anticipates recovering a majority of the repair costs, showcasing the cameras' role in deterring vandalism and enhancing accountability.

### CAR ACCIDENTS

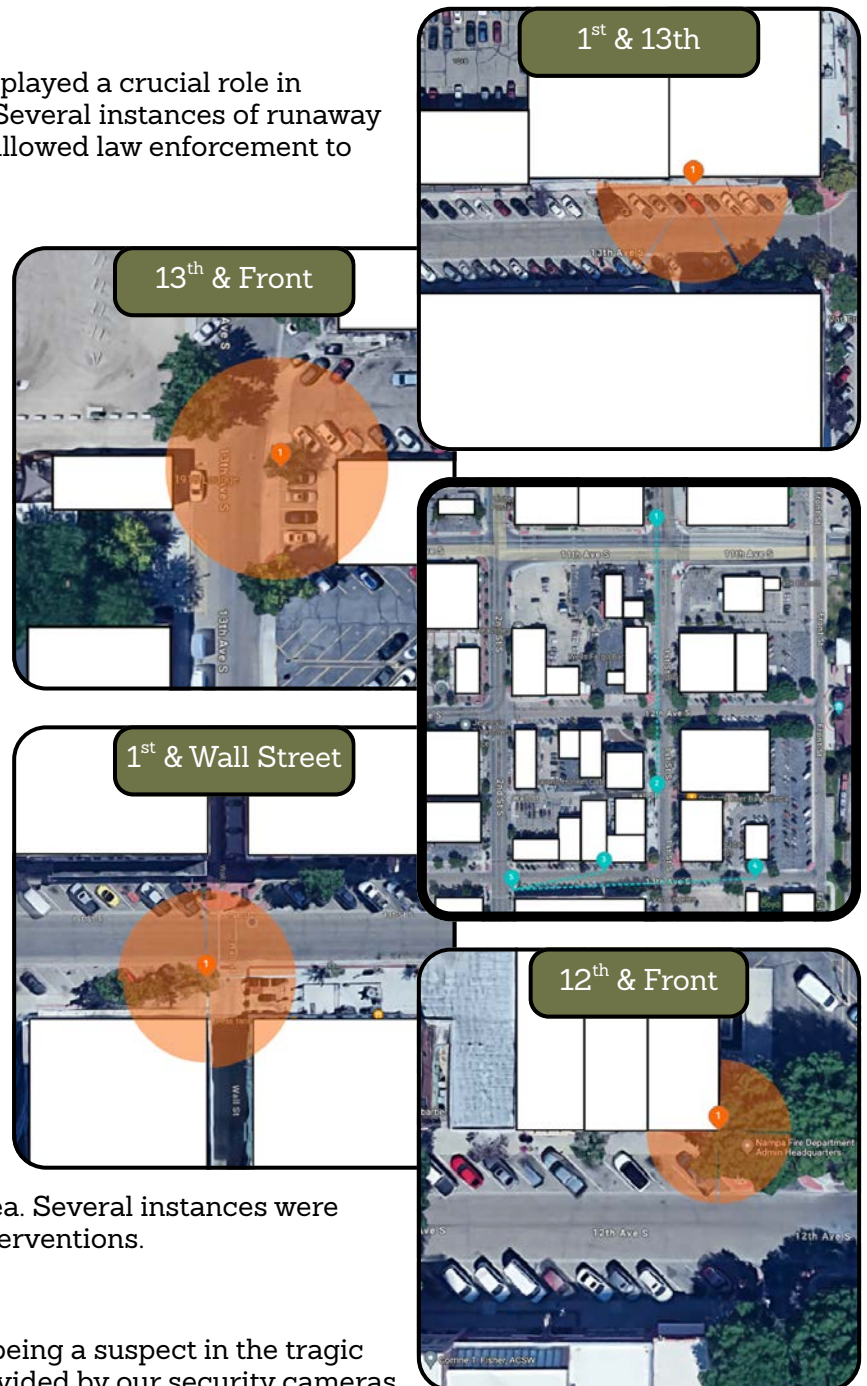
Our security cameras have proven invaluable in capturing numerous car crashes that occurred throughout downtown. The footage provided essential evidence that assisted in the resolution of insurance claims, ensuring that the right individuals were held accountable for their actions.

### ADDRESSING DRUG USE

The surveillance system has also played a significant role in addressing public safety concerns related to drug use in our downtown area. Several instances were captured on film, leading to timely arrests and interventions.

### EXONERATION OF A SUSPECT

In a notable case, one man was exonerated from being a suspect in the tragic death of his girlfriend, thanks to the evidence provided by our security cameras. The footage revealed key details that cleared him of any wrongdoing, demonstrating how our surveillance system not only serves to hold individuals accountable but also plays a critical role in ensuring justice is served.





# 2025 KEY HIGHLIGHTS CONTINUED

## EVENTS

Since the 2024 annual meeting, the DNA successfully hosted a variety of events that engaged the community and attracted nearly 50,000 people. Notable events during this period included Third Thursday celebrations in September, May, June, July & August, Wine Festival, Music Festival, Halloween Trick-or-Treat, Shop Small Saturday, Cinco de Mayo, Nampton's Beer Festival, and the Hispanic Cultural Festival.

As we approach the conclusion of our event season, we look forward to the upcoming Third Thursday on September 18th, the Nampa Wine & Cider Festival on September 26th, the 37th Annual Trick-or-Treat event on October 23rd, and the Winter Festival/Shop Small Saturday event on November 29th.

## TRASH ENCLOSURE

The DNA, in partnership with the Nampa Development Corporation, has successfully supported the construction of a trash enclosure located on Wall Street Alley, between 1st St S. and 2nd St S. This initiative aims to streamline waste management by replacing multiple trash containers with a shared compactor, which will be delivered mid-late September 2025.

The implementation of these shared trash services will not only enhance the cleanliness of the alley but also create a more inviting pedestrian thoroughfare. This improvement aligns with our commitment to fostering a vibrant and accessible downtown environment for both residents and visitors.

## RESTRUCTURING

On January 1st, 2025 the DNA implemented new billing changes, transitioning from billing business owners to property owners. This strategic adjustment has resulted in a significant increase in our revenue stream, enabling us to better support our initiatives.

Additionally, the DNA underwent a complete rebranding and restructuring process. These changes have led to improved administration within the organization, resulting in increased productivity and enhanced organizational clarity. Furthermore, this revitalization has positively influenced the community's perception of the DNA, reinforcing our commitment to serving and engaging with the residents and businesses of Nampa effectively.



# 2025 KEY HIGHLIGHTS CONTINUED

## SNOW REMOVAL

In response to requests from the downtown businesses for support with snow removal during the winter months, the DNA has taken proactive measures to address this need. The DNA contracted with Private Earth Maintenance LLC to provide snow removal services when snow accumulation exceeds 2 inches.

This service includes plowing a clear pathway on the sidewalks, as well as addressing additional areas adjacent to parking spots. Our goal is to ensure safe and accessible pathways for pedestrians during winter weather, enhancing the overall experience for residents and visitors in the downtown area.

## DOWNTOWN POWER HOUR

In June, the Economic Vitality Committee successfully launched the Downtown Power Hour. This event was designed to connect downtown businesses, uncover growth opportunities, and provide insights into the activities of the DNA. Additionally, participants had the chance to learn from industry experts, fostering collaboration and knowledge-sharing within our business community. The Downtown Power Hour aims to strengthen the local economy and support the ongoing success of our downtown businesses.

## COMING SOON

## BEAUTIFICATION EFFORTS

The Design Committee is actively engaged in the installation of bistro lights on Wall Street Alley, next to Mesa Tacos, to create a more inviting atmosphere. Several trash receptacles have also been relocated to improve accessibility, and a power washing and weed removal effort will take place soon to enhance cleanliness.

Additionally, the committee is designing new street banners to better promote downtown Nampa, highlighting local businesses and events. These initiatives reflect our commitment to fostering a vibrant and attractive downtown environment.

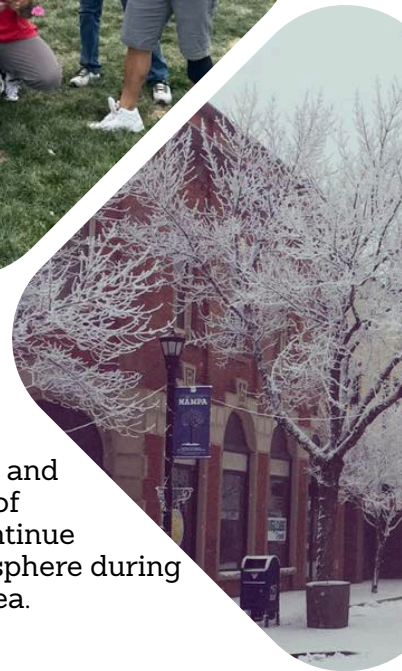
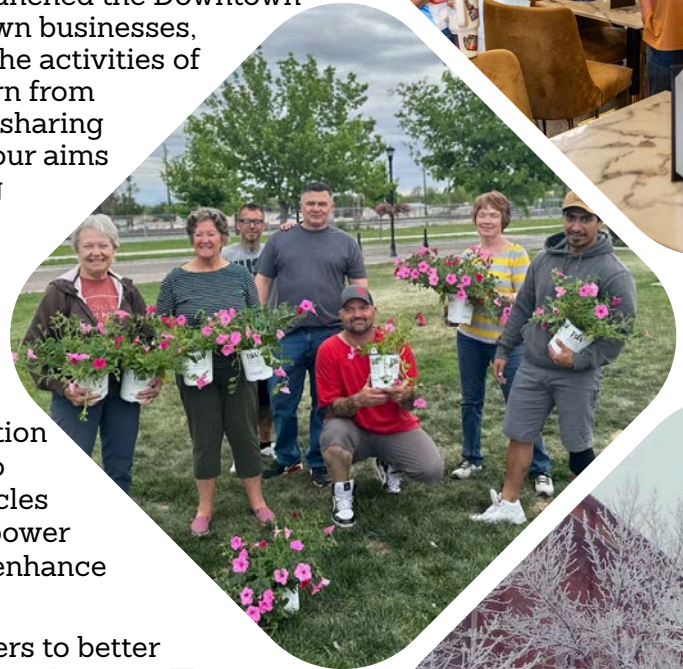
## CHRISTMAS LIGHTS

The City of Nampa, with contributions from the DNA, the Kevin & Mary Daniels Fund, and Republic Services, is undertaking a project to install Christmas lights along the tops of buildings throughout downtown. Installation is set to begin in September and will continue through October. This festive enhancement aims to create a warm and inviting atmosphere during the holiday season, contributing to the overall charm and appeal of our downtown area.

## GIFT CARDS

The Downtown Nampa Association (DNA) has recently contracted with Yiftee to reintroduce gift cards to our downtown area. This initiative is set to go live within the next few months, with the goal of launching well ahead of the holiday shopping season.

By offering gift cards, we aim to promote local businesses and encourage community members and visitors to shop downtown, enhancing the overall economic vitality of our area.



# DNA STRATEGIC PLAN

## ORGANIZATION COMMITTEE

The Organization Committee's work happens mostly behind the scenes—but it's what makes all of Downtown Nampa's public wins possible. Over the next five years, this committee is laying the foundation for a future-proof DNA: one with strong systems, sustainable funding, clear leadership, and a team equipped to drive real progress. From budgeting and staffing to communication and succession, these efforts will ensure the DNA thrives for decades to come.

### Key Outcomes by 2030

- All key roles (staff and contractors) fully funded and high-performing
- Clearly defined and documented systems for every major function
- Annual "State of Downtown Nampa" stakeholder event
- Succession and sustainability plans in place for leadership and operations
- DNA recognized as a model organization for similar downtown groups
- Fully integrated internal dashboard/system for documentation, planning, and reporting
- Strong volunteer and board engagement through consistent recruitment and recognition

### Priority Projects / Initiatives

- Year 1: Foundation & Clarity
- Year 2: Infrastructure & Initial Growth
- Year 3: Staffing & Systems Integration
- Year 4: Sustainability & Strategic Expansion
- Year 5: Excellence & Replication

## PROMOTIONS COMMITTEE

The Promotions Committee is focused on creating a Downtown Nampa that feels alive—every day, not just during big events. From evergreen advertising to surprise activations, the goal is to make downtown a place people seek out for fun, connection, and one-of-a-kind experiences. Over the next five years, we'll build a stronger brand, launch creative campaigns, and support local businesses through smarter, more frequent engagement.

### Key Outcomes by 2030

- A recognizable, polished Downtown Nampa brand with consistent messaging
- Increased regional awareness of Downtown Nampa as a shopping, dining, and experience hub
- Frequent low-friction activations that create a sense of vibrancy and surprise downtown
- Stronger return on investment for local businesses from events and promotions
- An active, engaging downtown website and business directory
- Streamlined communication across print, digital, and street-level media
- A well-coordinated marketing and promotions operation, including contractors and partners

### Priority Projects / Initiatives

- Evergreen Advertising + Brand Visibility
- Website and Business Directory Revamp
- Downtown Gift Card Program
- Shift in Event Strategy
- Print and Direct Mail



# DNA STRATEGIC PLAN CONTINUED

## DESIGN COMMITTEE

The Design Committee is focused on creating a cohesive and charming downtown experience that invites people to stay, explore, and return. From seasonal flowers to permanent lighting, improved signage to more seating, each initiative aims to make Downtown Nampa more walkable, discoverable, and delightful. These projects align with the City's long-range plans and reflect the deep pride our community takes in its downtown core.

### Key Outcomes by 2030

- A unified aesthetic that reflects Nampa's character and charm
- Attractive, modern infrastructure: lighting, trash/recycling, banners, seating, and planters
- Strong first impressions and increased visitor dwell time through visual cues and placemaking
- Active use of public-private partnerships to maintain downtown appeal
- Integration with city master plans and form-based code for consistent development
- Increased foot traffic due to better signage and pedestrian experience

### Key Projects / Initiatives

- Pole Banners
- Wall Street Alley Improvements
- Outdoor Holiday / Year-Round LED Lighting Along Tops of Buildings
- Wayfinding / Signage
- Trash Can & Planter Redesign
- Downtown Seating Improvements
- Seasonal Flower Program

## ECONOMIC VITALITY COMMITTEE

The Economic Vitality Committee is focused on building a strong, sustainable downtown economy—one that works for everyone. From increasing the mix and quality of businesses to supporting current owners in improving their operations, our goal is to reduce vacancies, attract new investment, and retain the unique local flavor of Downtown Nampa. Through business education, grant support, and strategic partnerships, we're laying the groundwork for long-term prosperity.

### Key Outcomes by 2030

- Significantly reduced vacancy rate in downtown storefronts
- A balanced mix of businesses: more restaurants, retail (including clothing), breakfast/lunch spots, and entertainment venues
- Increased private investment in buildings and facades
- Greater participation in matching grant programs
- New residential and mixed-use development near or within the downtown core
- More businesses taking part in coaching and branding/design support
- Rent stabilization efforts that help small businesses remain downtown
- Ongoing business education through DNA-led initiatives like Downtown Power Hours
- Improved access to data for recruitment and economic storytelling
- Higher quality business experiences that drive foot traffic and longer dwell times

### Priority Projects / Initiatives

- Downtown Business Mix Strategy
- Build Business Capacity
- Property Owner & Developer Engagement
- Façade and Physical Improvements
- Data Tracking & Storytelling
- Long-Term Business Retention

# GET INVOLVED WITH DOWNTOWN NAMPA

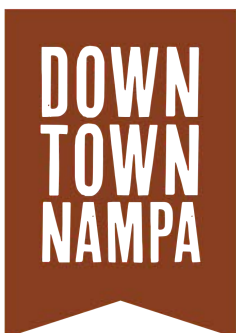
## Be Part of What's Next!

Your support makes our work possible—and there are so many ways to get involved. Volunteer your time, sponsor an event, or connect with us to help shape the future of our community.

Your support helps us keep Downtown Nampa vibrant and thriving.

**Reach out today to get involved and explore volunteer opportunities or sponsorships.**

**TOGETHER, WE'RE BUILDING SOMETHING EXTRAORDINARY!**



Downtown Nampa Association

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