

your business improvement district **FAQ**



Who is Destination Caldwell?

Destination Caldwell is a non-profit organization whose mission is "To position Caldwell as Idaho's premier gathering place with a focus on locally produced wines along the Sunnyslope Wine Trail, market fresh goods and farm-to-fork dining." Together with the City of Caldwell, Destination Caldwell is focused on rebranding Caldwell; creating an active, vibrant downtown; and, building a community "living room" known as Indian Creek Plaza in the heart of downtown. The Indian Creek Plaza project is the development of an urban square in the core area of the downtown retail district strategically located adjacent to the recently restored Indian Creek. The Plaza will create a gathering place geared to people looking for a family-centric, activity driven downtown.

About Downtown Caldwell BID

For more details on Downtown Caldwell's Business Improvement District, please visit www.destinationcaldwell.com/BID

What is a Business Improvement District?

A business improvement district (BID) is a designated area within which property owners pay a fee in order to fund improvements within the district's boundaries. It will be administered by Destination Caldwell with a BID Board comprised of downtown property owners who have a vested interest in downtown. The Downtown Caldwell BID will provide partial funding for the operations of Indian Creek Plaza, including, but not limited to, management and staffing, scheduling, marketing, beautification and programming of year round events at the Plaza. It is estimated that Indian Creek Plaza will draw between 300-2000 people to downtown Caldwell 250 days of the year, or 330,000 patrons. Based upon projections, it is estimated the first full year of Plaza operation will result in an economic impact of \$2.7 million to the Caldwell community from events and activities hosted at Indian Creek Plaza.

All properties within the Downtown Caldwell Business Improvement District are subject to an annual assessment from the City of Caldwell that will be passed through to Destination Caldwell for the management and operations of Indian Creek Plaza. Property owners located within the district's boundaries will receive the assessment via the City of Caldwell. Assessments are billed in January and are due in full by March 1st.

Renderings of Indian Creek Plaza:



About the Downtown Caldwell Business Improvement District:

SERVICES:

- Ongoing funding of operations at Indian Creek Plaza including management and staffing, scheduling, marketing, beautification and programming of year round events at the Plaza.
- Promotion of public events taking place in downtown Caldwell.

MARKETING:

Destination Caldwell promotes downtown Caldwell as a shopping, dining, entertainment destination. This will include a "Map & Directory" brochure to be distributed to visitor outlets, hotels and downtown retail locations.

DOWNTOWN GIFT CARD:

Destination Caldwell manages a comprehensive year round gift card program.

EVENTS:

Indian Creek Plaza will be a defining icon, an active gathering place for the entire community, a family friendly attraction with entertainment for all ages, an outdoor venue for art, music and other events, and a critical mix of business for shopping, dining and entertainment.

COMMUNICATIONS:

Destination Caldwell promotes downtown Caldwell and the Sunnyslope Wine Trail including shopping and dining opportunities, new business attractions, wine tours, and news and information. Destination Caldwell will send out monthly newsletters to property owners within the District to include downtown updates and information relevant to doing business in downtown Caldwell. Email destinationcaldwell@hotmail.com to get signed up!

BUSINESS DEVELOPMENT:

Destination Caldwell works with many agencies, including City of Caldwell, Caldwell Chamber of Commerce, and leasing agents and brokers to promote downtown Caldwell.

PUBLIC/PRIVATE PARTNERSHIP:

Destination Caldwell is recognized by Caldwell City Council and Caldwell Urban Renewal Agency as their partner in revitalizing downtown Caldwell. This enables Destination Caldwell to take a leadership role in issues that impact our community and downtown; for example parking, transportation, new business attractions, business retention, vacancy, noise, safety, beautification and other economic development issues.

Thank You for supporting downtown Caldwell! Indian Creek Plaza is a catalyst for creating a vibrant, active downtown. Downtown Caldwell will be a pedestrian-friendly place, a social and visual focal point for the community, providing opportunities for dining, shopping, entertainment and living, as well as providing areas for hosting community events.

Downtown Caldwell will soon be the model for progressive urban growth and economic development. It is a central location for welcoming visitors and a source of community pride for residents and businesses. Caldwell is home to Indian Creek Park which is one of the most stunning

city-center parks in the Western United States. Indian Creek Plaza will monetize and grow assets in Caldwell while leveraging and celebrating wineries, agriculture and farm-to-fork experiences.

Destination Caldwell, Indian Creek Plaza and Downtown Caldwell Business Improvement District are working for you. If you have any questions, please contact us:

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