



The Downtown Nampa Community Association and the BID are launching a monthly newsletter for downtown business owners to provide enhanced communications on current activities and upcoming events.

### UPCOMING EVENTS:

- ◆ **March 6<sup>th</sup>**  
Disc-Cover Records  
3<sup>rd</sup> Anniversary Celebration
- ◆ **April 17<sup>th</sup>**  
Prohibition Party  
Canyon County Historical  
Society
- ◆ **April 24**  
Grand Opening  
Farmer's Market  
Lloyd Square
- ◆ **April 24<sup>th</sup>, May 1<sup>st</sup>, May  
8<sup>th</sup>, May 15<sup>th</sup>**  
Mustard Seed Home Décor  
Spring Market Days
- ◆ **May 1<sup>st</sup>**  
Downtown Cleanup Day
- ◆ **May 1<sup>st</sup>**  
Antler's Boutique  
2<sup>nd</sup> Anniversary Sale

### ARE YOU PLANNING AN EVENT?

*If you are planning an event at your businesses and would like it highlighted in future newsletters please contact the Downtown Promotion Committee at 208-468-5419 or [downtown@cityofnampa.us](mailto:downtown@cityofnampa.us)*

### BID BOARD UPDATE

We want to welcome all of our amazing Downtown Nampa businesses into 2021! As we begin this year, our Vision for the BID remains the same: to create a Downtown where people want to be & business can flourish. In order to accomplish this well our board/budget will be focused on three main elements; Beautification/ Seasonal Décor, Promoting Downtown Business & Advocating for our Membership. While promotions are still important to creating a vibrant Downtown, our partnership with the newly formed DNCA will allow their promotions committee to take the lead on Downtown events and pull in resources from the entire Nampa community, not just Downtown.

*Currently, your contributions to the BID help pay for the following:*

- Springtime flower baskets & planter boxes throughout our District
- Christmas Décor
- Public Garbage Management (sidewalk/street corner garbage cans)
- Spring/Fall Clean-up days

*In 2021, we've allocated for:*

- Wayfinding
- Increased Seasonal Décor (Fall, Halloween, Christmas)

We'd love your participation. Please join us for our next meeting at H&M Meats/The Block on March 9th at 7:30am. Email [downtown@cityofnampa.us](mailto:downtown@cityofnampa.us) for a link to participate via videoconference.

Sincerely,  
Adam Hutchings, BID Board President

*THE BID Board meets on the second Tuesday of the month at 7:30 am. Currently meetings are being held at H&M Meats with a videoconference option.*

## DOWNTOWN PARKING UPDATE

The downtown streets are getting busier as more customers are again shopping downtown. To assist patrons and business owners through the challenges of COVID-19, parking enforcement had been paused since March 2020.

In collaboration with the BID Board of Directors, it has been determined that the need has returned to facilitate more on-street parking for customers. To address that need, on-street parking limits will begin **being enforced March 1<sup>st</sup>**. To secure leased parking for employees please contact Parking and Code Compliance at 208-468-5705.

## RFP ISSUED FOR DEVELOPMENT OF LOT AT 12TH AVE S AND 3RD ST

The NDC has issued a Request for Proposals process for a quarter of a block located across from the Library on 12<sup>th</sup> Avenue and 3<sup>rd</sup> Street. The property is .48 Acres and is being solicited for development proposals. Proposals are due to the Economic Development office by March 26<sup>th</sup>. A video highlighting the opportunity and the RFP can be found at:

<https://www.cityofnampa.us/1394/Request-for-Proposals>

## NAMPA MAIN STREET ORGANIZATION: DOWNTOWN NAMPA COMMUNITY ASSOCIATION

The City of Nampa and Nampa Development Corporation have partnered to fund a full-time Downtown Manager position held by Jay Snyder. To fully implement the National Main Street Model (mainstreet.org) a separate non-profit entity, the Downtown Nampa Community Association has been formed. The DNCA is up and running with a full Board of Directors and working committees to fully implement the Main Street model in downtown Nampa. The role of the DNCA is to facilitate a vibrant downtown through:

-**Promotions** of events and collaborative marketing programs

-**Design** elements through the built environment as well as seasonal decorations and assisting business owners with window displays and sidewalk enhancement.

-**Economic vitality** through diversification of the downtown economy, recruitment of new businesses, support for existing firms and new development activity.

-**Organizational structure** of the DNCA, creating a sustainable organization

There is a new website with details of the DNCA in conjunction with information on the BID which will launch March 1. The website will located at [www.downtownnampa.com](http://www.downtownnampa.com)

For more information about the DNCA or to get involved contact Jay Snyder at 208-468-5419 or [snyderj@cityofnampa.us](mailto:snyderj@cityofnampa.us)

## MURALS

The Nampa Development Corporation has authorized a new mural to be painted along the side of the parking structure at 11<sup>th</sup> Avenue South and 2<sup>nd</sup> Street. The mural, funded by T-Mobile, will be painted by Sector Seventeen and is expected to be completed by March 31<sup>st</sup>. Additionally, the Arts and Historic Preservation Commission is taking steps to address the Dewey Palace mural located on the side of Leavitt Associates at 1324 1<sup>st</sup> Street South. Efforts will include improvements to the structure which will prevent further water damage and repointing of the brick façade. The Commission is working with the building owner and artist Chris Fonseca to identify potential solutions to the art.

*The concept design for the mural located on the 11th Ave side of the parking garage.*



## UPDATE TO DOWNTOWN ZONING CODE

The City of Nampa Economic Development office in conjunction with Planning and Zoning is updating the Downtown Historic District zoning code.

*Efforts focus on the following key areas:*

- Clarification on design review process and when it is applicable
- Setbacks: increases required setbacks from 0 to up to 10' to allow for residential construction
- Clarification on balconies and projections
- Windows: allows for midcentury style windows where appropriate based on building age and architecture
- Provides definition and clarification on fencing materials and use for residential areas.
- Painting: clarifies when painting requires design review.

*Signage:*

- Specify allowance for city sponsored wayfinding signage
- New allowance for flags or banners in a landscape strip on private property, one banner or flag per 40' of frontage. Not allowed in the public right of way, sidewalks, no signage shall be placed in tree wells within the sidewalks.
- New allowance for banners specifically installed on the side of a building as a component of their sign code allowance with requirements for how the banner is secured to the building – sign chapter. (potential to limit to just temporary use - event related grand opening etc)

Additional details and draft language is available for public participation prior to submitting to Planning and Zoning Commission for adoption. For more information please contact Beth Ineck, [ineckb@cityofnampa.us](mailto:ineckb@cityofnampa.us) or 208-899-0075.

## NEW BID BILLING PROCESS

The BID Board is contracting with the City of Nampa to implement a new billing process using the Growth Zone platform. The billing will be streamlined through this software and allow for electronic payment and processing. The set up of the system and data entry has created a delay in the issuing of first quarter bills for 2021. However, in the future the system will be easier for businesses to utilize in paying their quarterly assessments and can be scheduled for auto-payment. The system will also provide a strong web presence for downtown businesses and an opportunity for directory listings which can be updated and maintained by each business owner. For more information please contact:

Jay Snyder at 208- 468-5419 or [snyderj@cityofnampa.us](mailto:snyderj@cityofnampa.us)

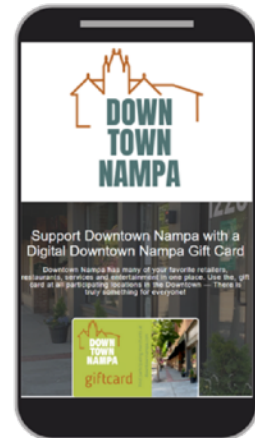
## 2021 BID BOARD OF DIRECTORS

Adam Hutchings  
*H&M Meats*  
 Matt Lind  
*Labyrinth Escape Games*  
 Sidney Vogt  
*US Bank*  
 Julie Vincent  
*Cameo Hair Salon*  
 Mark Schiebout  
*2C Family Brewing*  
 Dr. Elena Lanza  
*Nampa Orthospinology*  
 Melinda Romayor  
*Lifestyle Nutrition*

## MOBILE GIFT CARD PROGRAM: SPEND, GIFT AND SUPPORT DOWNTOWN NAMPA BUSINESSES

Downtown Nampa Community Association is proud to announce the new Downtown Nampa Gift Card, a community-based digital gift card that makes it fun and easy to keep local spending local. Purchase a Downtown Nampa Gift E-Card online and use at any of the participating shops in the Downtown Districts. With this card, you can write a personal message and send it to family, friends and colleagues via email, text, or physical copy.

Recipients can choose to spend it at participating merchants in the Downtown Nampa Districts—or mix it up and spend flexibly at multiple locations. All-digital and always available on your phone, the Downtown Nampa E-Card is great for birthdays, holidays, teacher appreciation, coach gifts, or just to show your appreciation to a friend.



Visit <https://app.yiftee.com/gift-card/nampa> to purchase.

## 1ST STREET SIDEWALK EXTENSION

The 1<sup>st</sup> Street sidewalk extension project between Wall Street Alley and 13<sup>th</sup> Avenue has been completed. The partnership between the City of Nampa and local businesses, 2C Family Brewing, Mesa Tacos & Tequila and RCC Contractors to extend the sidewalk will allow for enhanced outdoor dining during the warmer months. To identify opportunities for project management and communication improvements the Public Works Department hosted a “lessons learned” with downtown business owners on February 24<sup>th</sup>. For more information on the project or the meeting contact Tiffany McCree at [mccreet@cityofnampa.us](mailto:mccreet@cityofnampa.us) or (208) 565-5262

