

# Downtown Sandpoint Business Association

– fact sheet –



## History

The City of Sandpoint in September 2000 passed Ordinance 1039 creating a **Business Improvement District** that encompasses the downtown core. The BID is a city entity with specific purposes of physical improvements, parking enhancement, promotion of public events and the general promotion of downtown trade activities. The city levies an assessment on businesses in the BID based on their square footage.

The **Downtown Sandpoint Business Association** is a separate entity from the city. It is a 501(c)6 nonprofit corporation with which the city contracts to manage the BID. The city provides DSBA the revenues raised in the BID to fulfill the BID's purposes. The DSBA has nine volunteer members on its Board of Directors, each serving two-year terms by election or appointment. DSBA has one full-time employee, the downtown manager, but much of DSBA's work is accomplished by volunteers serving on one of its committees:

- Organizational committee
- Marketing & Promotions committee
- Design, Economic Development & Parking committee
- There are also ad-hoc committees formed for specific purposes, such as Winter Carnival, Mardi Gras or Wooden Boat Festival.

**Want to get involved?** All businesses are invited to participate at any level of DSBA.

## DSBA's purpose and goals

The DSBA purpose and goals are stated in its bylaws:

*The Sandpoint Business Association exists to work in a cooperative effort with the community to enhance the economic vitality and the aesthetic and cultural character of Sandpoint for this and future generations.*

It does this principally through:

- Organization.** Organizing and encouraging participation among businesses within the BID, as well as participation from stakeholders outside the BID.
- Promotion.** Creating a positive image for the downtown by promoting it as an exciting place to live, shop, do business, visit and invest, and by coordinating an annual schedule of events to bring residents and visitors into the downtown.
- Design.** Enhancing the downtown's physical appearance by rehabilitating streets, parking, streetscapes, buildings and managing design improvements.
- Economic restructuring.** Developing a stronger economic base for the downtown by strengthening existing businesses and recruiting new businesses.
- Cooperation.** Actively working with and encouraging the government and private sector in positive development of the downtown.
- Advocacy.** Acting to organize and speak out on issues affecting the downtown for the common interest of its member businesses, residents and visitors.

## Recent and current DSBA work

- **Representation of downtown business interests** on an ongoing basis at City of Sandpoint meetings and committees, on a variety of issues, including: Sidewalks, lights, parking, signage, public art, planning and zoning, parks, traffic and street management, pedestrian safety and expansion of the Farmers Market.
- **Advocacy of downtown interests on topical issues.** In 2009, that included advocacy before BNSF Railway and the City to retain the Sandpoint railroad depot; comment to the City on proposed users fees at City Beach; a proposal to ban drive-throughs in the city; and currently under way, large-scale zoning changes to commercial areas.
- **Coordination of trash, recycling and downtown cleanup** with the City of Sandpoint and Waste Management. DSBA also stages clean-up events each year with volunteer cleanup crews for Shake Out the Sand downtown and the Sand Creek Cleanup.
- **Coordination, sponsorship and funding for downtown beautification and improvements.** Such beautification efforts include the summer flower basket program; bike racks installed around town; a new, lighted information kiosk with directory to all downtown businesses just erected in the city parking lot; coordination and purchase of holiday lighting for the downtown.
- **Planning, coordination, promoting and financial support of downtown events.** DSBA is sole or major sponsor for “shoulder season” events designed to bring people downtown and promote business during otherwise slow times of year. Annual events include **Sandpoint Winter Carnival** (January); **Mardi Gras** (February); **Wooden Boat Festival** (July); **Crazy Days** (July); **Oktoberfest** (October); **Christmas Tree Lighting** (November); **Hometown Holidays**, including Santa Claus, the North Pole and other events (November-December). DSBA also serves as a liaison and provides support on request for many other events during the year, from Lost in the 50s and Summer Sampler to the Festival at Sandpoint and Arts & Crafts Fair, and many individual business events.
- **Advertising and promotion of downtown.** DSBA conducts advertising locally, in state, out of state and in Canada in support of events and promotion of the downtown. A \$5000 grant from DSBA provides approximately 25 percent of the total budget, and the match that secures the majority grant funding from the Idaho Travel Council, for the official full-color, 16-page Sandpoint Visitor Guide, with 70,000 copies distributed regionally by Visit Sandpoint. DSBA works with Schweitzer Mountain Resort, individual tour bus operators and with Canadian market promotions of downtown Sandpoint as a visitor destination. The DSBA website at [www.downtownsandpoint.com](http://www.downtownsandpoint.com) provides free listings and links to all downtown businesses as well as promoting the downtown and providing information to members; the website now serves up to 56,000 page views per month.
- **Member communications and organization.** DSBA’s downtown manager provides assistance and a resource to all individual members, available year round. DSBA produces an electronic newsletter each month as a means of communicating to members about activities of the organization and news or events affecting members. DSBA utilizes its e-mail messaging list to send out alerts of vital interest, including in the past year alerts from Sandpoint Police on fraudulent donation collections and counterfeit bills.

*For additional information about DSBA activities, contact Downtown Manager Kathleen Hyde at 208-255-1876 or by e-mail at [info@downtownsandpoint.com](mailto:info@downtownsandpoint.com)*