

To position Caldwell as Idaho's premier gathering place with a focus on locally produced wines throughout the Sunnyslope region, market-fresh goods, and farm-to-fork dining.

Destination Caldwell is a non-profit whose mission is to create high-impact projects which leverage our rich agricultural heritage and vibrant community spirit to build a prosperous future for Caldwell.

Business Improvement District Annual Newsletter

2023 | www.indiancreekplaza.com



**Thank you Property and Business Owners!
Thank you for making Caldwell the premier gathering place in Idaho!**

Almost ten years ago, community leaders from the City of Caldwell, Economic Development, Chamber of Commerce, business owners, property owners, & volunteers came together to try a new approach to community & economic development that had not been done before in our state. These modern-day pioneers brought in downtown development expert Roger Brooks to create a roadmap which has now made Caldwell the 14th fastest growing city in the nation.

Fast forward to 2023, the results speak for themselves. The Indian Creek Plaza germinated life into downtown & now hosts 250 programmed days, 14 signature events & is open to the public, year-round. Caldwell, a once forgotten place has transformed into a remarkable model for other small towns in need of revitalization. Caldwell was known as a ghost town with empty lots & vacant storefronts has now turned into a thriving, attractive community which features a 350-business district incubator funneling millions of dollars into the Caldwell community. Remarkably, out of Roger Brooks' 62 first five year recommended initiatives; Destination Caldwell has implemented 58.

Whether you are a new investor or a business that has continued with Caldwell through a time of transition, we hope you are proud of the work accomplished because of your support. Thank you for your continued investment in making Caldwell the place people want to gather. It is because of you that Destination Caldwell has been able to achieve so much. We know the work does not stop here.

We will continue to write the next chapter of the Roger Brooks plan & serve the community in 2024.

-Denae Warren
Executive Director
Destination Caldwell

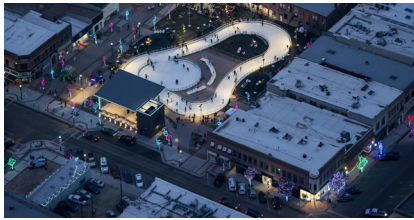
2023 Successes for the BID

More guests attended Plaza events in 2023! Mobile Aggregated data from Placer.ai showed a 12% growth rate on events from 22' to 23'. One million guests visited Downtown Caldwell in 2023.



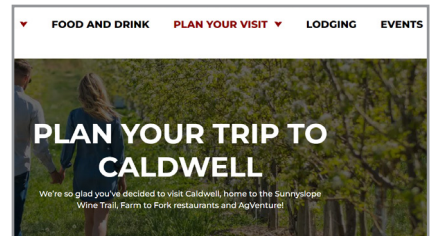
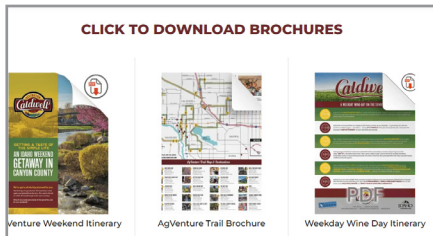
AgriTourism: Destination Caldwell created a paid, guided tour product for the AgVenture Trail.

Hosted the American Cup with 40 tour operators/partners to bring more tourism to Caldwell.



An online ticket and booking system was implemented for Ice Skating & Firepit rentals to elevate and bring ease to our guest's experience

Destination Caldwell launched a new website that is optimized for out-of-town guest itineraries to encourage a greater length of stay.



Represented International Round-Up to help put Caldwell on the map as a destination itinerary stop for guests on their way to National Parks.

2023 recap

289 Days

Events and Activities at Indian Creek Plaza in 2023

1 million

Visitors to the Downtown Corridor

68K

Ice Skaters at Indian Creek Plaza

49K

Social Media Followers (Facebook & Instagram)

225K

Visits to Indian Creek Plaza and Destination Caldwell's website

2024 Looking Ahead to an Exciting Year!

Our 2024 Rack Card is Ready

2024 Signature Events
CALDWELL, IDAHO
Indian Creek PLAZA

- SILENT DISCO
JAN 20 | 5 PM - 10 PM
- RUGGED IDAHO EXPO
APRIL 20 | 10 AM - 5 PM
- YOUNG ENTREPRENEUR EXPO
APRIL 27 | 10 AM - 2 PM
- FIRST THURSDAYS
MONTHLY FIRST THURSDAYS | MAY - OCT
- CINCO DE MAYO
MAY 5 | 5 PM - 10 PM
- MOTHER'S DAY MARKET
MAY 11 | 10 AM - 3 PM
- TASTE OF CALDWELL WINE FESTIVAL
MAY 18 | 5 PM - 8 PM
- FARM TO FORK FARMERS MARKET
TUESDAYS: MAY 14 - SEPTEMBER 24 | 5 PM - 8 PM
- TUESDAYS ON THE CREEK CONCERT SERIES
TUESDAYS: MAY 14 - SEPTEMBER 24 | 6 PM - 9 PM
- IDAHO'S WILD WEST BREWFEST
JUNE 15 | 5 PM - 10 PM
- CALDWELL NIGHT RODEO KICKOFF
AUGUST 10 | 6 PM - 9 PM
- HOPS & CROPS FESTIVAL
SEPTEMBER 7 | 12 PM - 4 PM
- TASTE OF CALDWELL HARVEST FESTIVAL
SEPTEMBER 7 | 5 PM - 8 PM
- INDIAN CREEK FESTIVAL
SEPTEMBER 13 | 6 PM - 9 PM
SEPTEMBER 14 | 7 AM - 4 PM
- DOGTOBERFEST
OCTOBER 5 | 1 PM - 5 PM
- WINTER WONDERLAND FESTIVAL
NOVEMBER 22 - 24 | 6 PM - 9 PM

Caldwell, Idaho

SEE FULL CALENDAR AT INDIANCREEKPLAZA.COM

Fun all year round!



Tuesdays on the Creek

This 20-week event series includes live music from local and touring artists. Enjoy terrific tunes, grab a bite, and dance the night away!



Farmers Market

Caldwell is home to Idaho's most diverse crop base, and we are proud of our roots. Get the freshest produce from area farmers or find the perfect gift from local artisans.



Splash Pad

Relax in the fresh air at Caldwell's sprayground; Indian Creek Plaza offers a great place for kids of all ages to cool off. Jets shoot up into the air and water cascades upon laughing children all summer long.



First Thursdays

Businesses in the downtown corridor keep their doors open late and band together to celebrate the essence of Caldwell — artisan shopping, local food, art, culture and live music in merchant spaces.



Winter Wonderland

A million, brilliant Christmas lights sparkle along icy Indian Creek and transform the city. This captivating festival marks the opening of the ice-skating ribbon, where each twirl and spin create a dazzling family memory on the ice.



INDIANCREEKPLAZA.COM | 208-649-5010
120 S. KIMBALL AVE. CALDWELL, ID 83605

Check out our website for the full calendar of events



Indian Creek Plaza Calendar

We Are Excited to Work on this!

Playground Project !!

We are excited to work with the City of Caldwell to create a playground behind the music park. The playground is intended to serve our community and to encourage families to eat, shop and play year round.





Partner Opportunities

Partnership Opportunities

At Indian Creek Plaza, we aren't looking for sponsors, we are looking for partners. Since we consider our BID community a valued partner, Destination Caldwell is offering more opportunities to activate your brand and business.

Please scan the QR code to check out all the ways your business can partner with Destination Caldwell.

or contact:

Mari Isaac: mari@destinationcaldwell.com

Brittan Aebischer: brittan@destinationcaldwell.com

Come and introduce yourself to us, we love meeting our talented and vibrant community members !



Two ways to stay current on all things happening here in Downtown Caldwell

The goal of our BID Quarterly newsletter is to reach our BID Community in ways that will provide them with current downtown events, BID Quarterly meeting dates, relevant information, and news that they can use in their daily lives and fun and important things happening in our downtown area. Please subscribe to our monthly BID Quarterly Newsletter by scanning this code:



BID Newsletter

Text PLAZABUSINESSES to (844)480.9545 to receive business exclusive alerts about event related road closures, updates & Downtown Caldwell programs



Our team is committed to your successful 2024

