



Boise Spectrum
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A BELOVED CULTURAL ICON

IN THE NATION'S
FIFTH FASTEST GROWING
METRO AREA¹

Home to 645,125 people, The Boise Metro Area is the third largest in the Pacific Northwest²—growing over 47% since 2000.³ In the heart of this thriving market is Boise Spectrum... strategically located alongside Idaho's busiest interstate which connects the airport, downtown and affluent suburbs.

Boise Spectrum is Idaho's original and largest dining and entertainment destination, featuring the state's biggest movie theater complex, a wide variety of restaurants and four adjacent mid-scale hotels. Now this beloved cultural icon is celebrating an exciting renaissance to usher in a new era of growth.

Sources:

^{1,3} Brookings Metropolitan Policy Program, March 2012

² Boise Valley Economic Partnership / EMSI Census Estimate, 2012



BOISE: A NATIONAL HEADLINER

WITH A THRIVING ECONOMY AND STRONG FUTURE GROWTH

Fueled by Healthcare, Technology, Retail, Finance, Agribusiness, and Education, the Boise Metro Area economy is nationally recognized as a stellar performer. Home to 15 colleges and universities,¹ Boise has a high concentration of the best and brightest minds in the Northwest.

The workforce is well-educated and well-employed: 41% hold degrees, 27% attended some college² and over 63% are white collar professionals.³ With a low cost of living and a beautiful setting, it's easy to see why the Boise Metro Area is projected to grow 11.5% over the next ten years.⁵



#7, Long-Term Job Growth Rate

- U.S. Chamber of Commerce, June 2011

Eight Years in the Top 10

- Forbes Magazine's Best Places for Business and Careers

#8, 10 Best Places to Live in the U.S.

- CBS Market Watch, August 2011

#9, Top Entrepreneurship & Innovation

- U.S. Chamber of Commerce, June 2011

#20, Most Socially Networked City

- Men's Health, March 2011

Major Employers⁴

- St. Luke's Health Systems
- Micron Technology
- St. Alphonsus Regional Medical Center
- Boise State University
- Albertsons
- Walmart
- Hewlett-Packard
- The J. R. Simplot Company
- Direct TV
- Wells Fargo
- Darmody Enterprises / McDonald's
- Electronic Data Systems Corp (EDS)

Sources:

^{1, 3, 4} Boise Valley Economic Partnership, 2012

² Nielsen Claritas Marketplace, 2012

⁵ EMSI Covered Employment, 2012.1



152,500 VEHICLES PER DAY¹

**AN IDEAL LOCATION
DELIVERS HIGH TRAFFIC
AND HIGH VISIBILITY**

Boise Spectrum is located next to I-84, the interstate highway that carries travelers East / West through the center of the Boise Metro Area and the most populous areas of southern Idaho.² Highly visible from I-84, Boise Spectrum is “on the way” from downtown and the airport to affluent residential areas.

The Cole / Overland intersection, where Boise Spectrum sits, is the 9th busiest surface street intersection in Idaho, with 5,230 vehicles during peak rush hour.³ Home to Boise’s only Costco and Lowes, as well as a variety of nearby retailers, Cole and Overland Roads are two thriving major retail corridors throughout the week.

9th Busiest Surface Street Intersection in Idaho

Total Average Daily Traffic⁴

I-84 84,500

Overland Road 31,000

Cole Road 29,000

Spectrum Street 8,000

Total 152,500 ADT

Sources:

^{1,4} Idaho Transportation Department, 2012

² www.citydata.com, 2012

³ Boise Guardian, March 15, 2012



100,000+ MOVIE GOERS PER MONTH¹

THEATERS, RESTAURANTS AND HOTELS EQUALS HIGH FOOT TRAFFIC

Boise Spectrum is anchored by the Edwards Boise Stadium 21 and IMAX, the largest movie theater complex in Idaho—and the only IMAX in Idaho. Well known to residents throughout the Boise Metro Area, they are powerful, consistent and reliable sources of high-volume foot traffic.

A diverse variety of sit-down and quick-serve restaurants attract thousands of diners to Boise Spectrum per day for breakfast, lunch, happy hour, dinner and late night. The four adjacent mid-scale hotels with 512 rooms provide a steady stream of business and leisure travelers within easy walking distance.



Boise Spectrum Restaurants

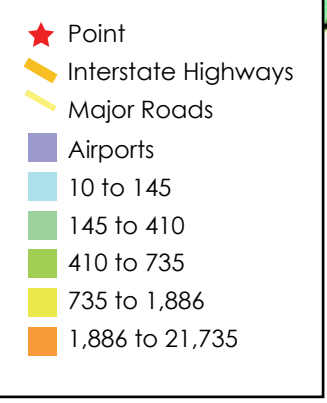
Chuck-A-Rama
CK Hawaiian BBQ
Cracker Barrel
Fuddruckers
Goodwood Barbeque Company
Guang Zhou
Johnny Carino's Italian Kitchen
Legends Sports Pub & Grill
On The Border
McGrath's Fish House
Pollo Rey
The Creperie

Boise Spectrum Hotels

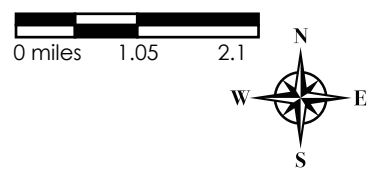
Hampton Inn & Suites	133 Rooms
Hilton Garden Inn	137 Rooms
Homewood Suites	110 Rooms
Oxford Suites	132 Rooms
Total	512 Rooms

Source:

¹ Edwards Boise Stadium 21 and IMAX Management, April 2012



Daytime Workplace
Five-Mile Radius



168,310 EMPLOYEES' WITHIN INSIDE A FIVE-MILE RADIUS, PLUS BUSINESS TRAVELERS

Boise Spectrum is a well-established business meeting / dining destination for breakfast, lunch, happy hour and dinner. The highly concentrated number of employees inside a five-mile radius is equal to 86% of Boise's total city population. The overall five-mile population is projected to grow 5.69% by 2017.²

Boise Airport is just four miles away on I-84, serving nearly 1.4 million airline passengers per year.³ For business, leisure and local air travelers, Boise Spectrum is a popular "first stop" after landing... before they check into a nearby hotel, attend a business meeting or drive down I-84 to their home.



Five-Mile Workplace at a Glance ⁴		
Radius	Employers	Employees
1 Mile	638	9,275
3 Miles	4,988	65,145
5 Miles	12,715	168,310

Source:
^{1, 2, 4} Nielsen Claritas Marketplace, 2011
³ Boise Airport Commission, March 2012

586,402 RESIDENTS¹

INSIDE THE 22-MILE TRADE AREA, WITHIN A 30-MINUTE DRIVE

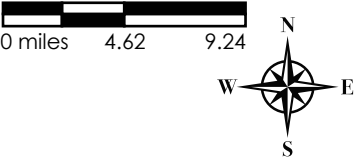
Boise Spectrum is an established evening and weekend destination with the Trade Area population, who are highly educated and primarily white collar professionals—38% with children in the household. The 22-mile Trade Area is based on a driving distance of 5 to 30 minutes, which the majority of local residents are willing to drive.²

Average household income is \$63,865, yet median home value is \$149,636... so residents have strong disposable income. Filtering movie-goers through Trade Area Prizm Lifestyle Segments, our target markets are in the most affluent Prizm Groups in “Younger Years” and “Family Life”—singles and families with parents age 25 to 45.³



Median Household Income
22-Mile Radius

- ★ Point
- Interstate Highways
- Major Roads
- Hydrography
- Airports
- \$17,865 to \$31,250
- \$31,250 to \$39,430
- \$39,430 to \$48,156
- \$48,156 to \$57,283
- \$57,283 to \$110,904



Sources:
^{1,4} Nielsen Claritas Marketplace, 2012
² Consumer Intercept Study, Lockhart & Associates Brand Marketing, April 2012
³ Nielsen Claritas Marketplace, Custom Movie-Goer Prizm Segment Report, April 2012
⁵ Nielsen Claritas Marketplace, 2012, U.S. Census Bureau, 2010

TRADE AREA FACTS⁴

Population	
Total Population	586,402
Business Population	300,652
White Collar Professionals	63.8%
Growth Rate 2000 - 2012	40.5%
Projected Growth 2012 - 2017	10.3%
Ethnicity ⁵	
White	87.8%
Asian	2.0%
African American	1.0%
Native American	0.8%
Native Hawaiian / Pacific Islander	0.2%
Some Other Race	5.2%
Two or More Races	3.0%
Hispanic (including all races)	12.6%
Education	
High School Graduate	25.8%
Some College, No Degree	27.7%
Associate Degree	7.8%
Bachelor's Degree	19.9%
Master's Degree	6.4%
Professional School Degree	1.6%
Doctorate Degree	1.1%

Household Income (Average)	
Average Household Income	\$63,865
\$35,000 - \$49,999	17.5%
\$50,000 - \$74,999	21.3%
\$75,000 - \$99,999	12.5%
\$100,000+	15.6%
Age	
Average Age	35.1
0 - 9 Years	15.7%
10 - 17 Years	11.3%
18 - 24 Years	8.8%
25 - 34 Years	16.0%
35 - 44 Years	14.0%
45 - 54 Years	13.3%
55 and Over	20.4%
Households	
Number Households	214,330
Married (Population)	57.5%
Single, Divorced, Widowed (Population)	42.5%
Households w/ Children Under 18	38.5%
Average Household Size	2.7
Percentage Home Owners	70.3%
Median Home Value	\$149,636



A FULL SPECTRUM MIX OF DINING AND ENTERTAINMENT TO COVER ALL DAY PARTS

Our vision for the Boise Spectrum renovation/re-launch focuses on the inner courtyard at the heart of the property –the spaces that line the pedestrian walk-ways. We envision a “best in class” mix of mostly restaurants with light gift and souvenir retail, to match our business meeting and consumer celebration occasions.

The mix is based on high-indexing preferences of our target movie-goer Prizm Segments,^{1,2} and is designed to create a streetscape that delivers a wide variety of unique and interesting experiences. Targeting professionals close in and singles / families farther out, this mix will deliver strong day part traffic across the week and weekend.



MEETING PLACE
DAY OUT
LUNCH BREAK
DATE NIGHT
HAPPY HOUR
LATE NIGHT
ENTERTAINMENT



CONCEPT	Breakfast Morning	Lunch Early Afternoon	Happy Hour Late Afternoon	Dinner Evening	Evening Late Night
Coffee House with Wi-Fi	X	X	X	X	X
Bakery / Sandwich / Deli	X	X	X	X	
Fresh Market	X	X	X	X	
Craft Beer and Wines		X	X	X	X
Artisan Gifts / Foods	X	X	X	X	
Souvenir / Novelty / Cards	X	X	X	X	
Gastro Pub		X	X	X	X
Sit-Down Restaurant		X	X	X	X
Pizza Fast Casual		X	X	X	
Ethnic Fast Casual		X	X	X	
Sweets / Snacks		X	X	X	X
Ice Cream		X	X	X	X
Sports Bar & Grill		X	X	X	X

Sources:

¹ Nielsen Claritas Marketplace, Custom Movie-Goer Prizm Segment MRI Profile Ranking of Restaurants and Retail, April 2012

² Consumer Intercept Study, Lockhart & Associates Brand Marketing, April 2012

OUTDOOR CAFÉ PATIOS



BRANDED STOREFRONTS



ANIMATED FOUNTAINS



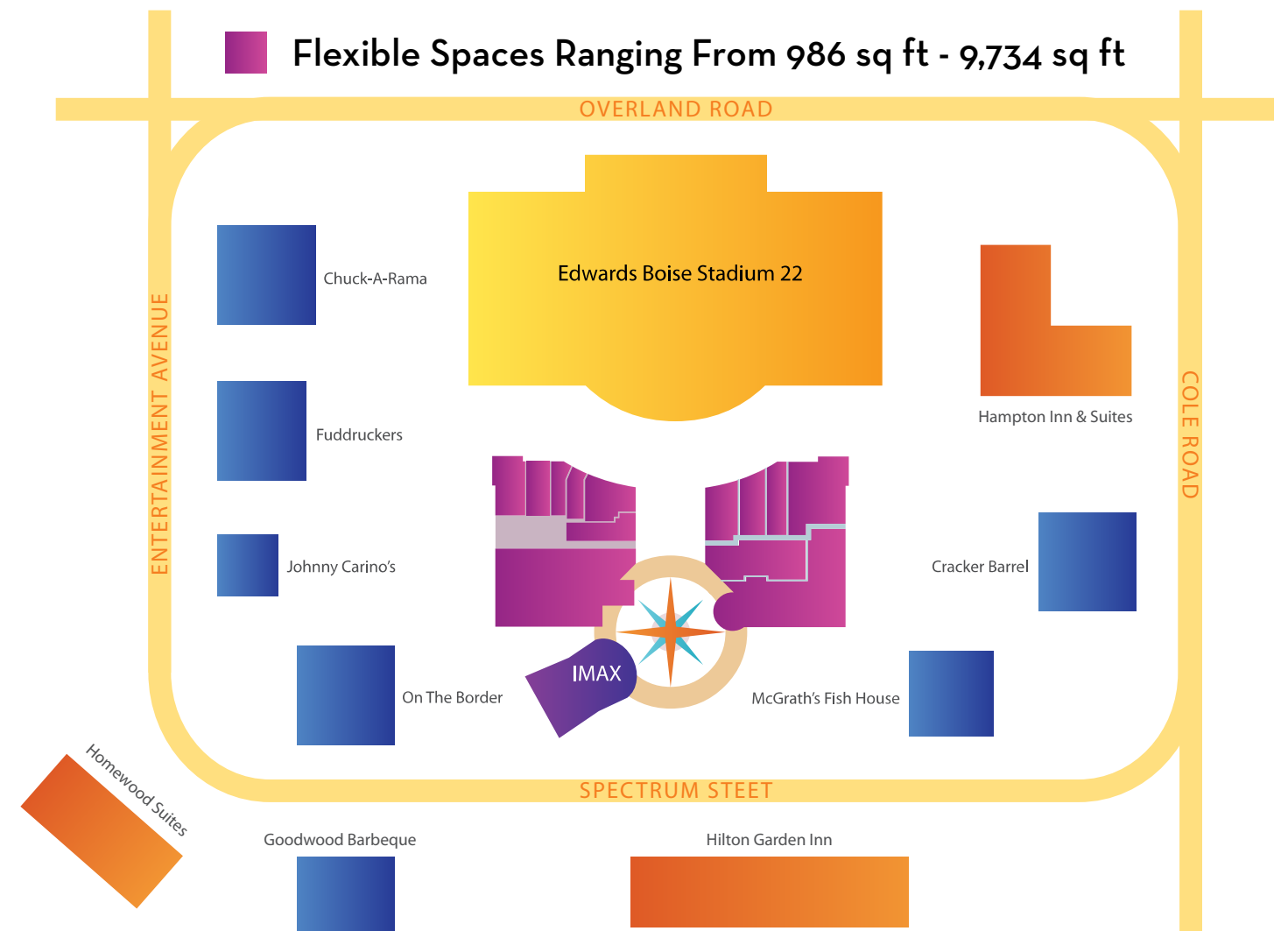
OUTDOOR FIRE ELEMENTS

AN ICONIC DESTINATION

CREATING A UNIQUE STREETSCAPE OF FUN EXPERIENCES

All entry points to the inner courtyard and pedestrian walkways will communicate a welcoming sense of arrival through enhanced signage and lighting. Each restaurant and store will have the opportunity to develop a strong and unique brand presence with their storefronts, creating a streetscape with a fun urban vibe.

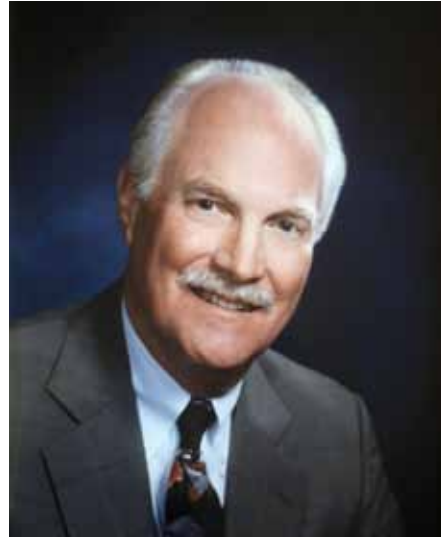
With emphasis on the inner courtyard and spaces that line the pedestrian walkways, we will create a comfortable community gathering place. Architectural details like café patios, animated fountains, fire elements and inviting seating areas will encourage guests to relax and spend time.



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THREE GENERATIONS OF DUNLAP FAMILY



D.D. Dunlap
Founder



D.S. Dunlap
President



Cozette Dunlap
Vice President

D.D. DUNLAP COMPANIES, INC.

A LEGACY OF SUCCESS IN COMMERCIAL REAL ESTATE

Founded in 1933, the Dunlap Companies is a third generation family owned business, developing and managing retail and commercial properties throughout the Western Region of the United States. D.D. Dunlap Companies' commercial real estate assets are located in Southern California, Arizona, Colorado and Idaho.

Our core properties are small to mid-size retail centers, managed with pride by our in-house team of professionals. D.D. Dunlap Companies' portfolio includes retail properties ranging in value from \$1 million to \$25 million. Balancing our retail portfolio, we also own several agribusiness properties in Southern California.



Crenshaw Coast Center - Torrance, California



Huntington Harbour Mall - Huntington Beach, California

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