

Partners in Progress

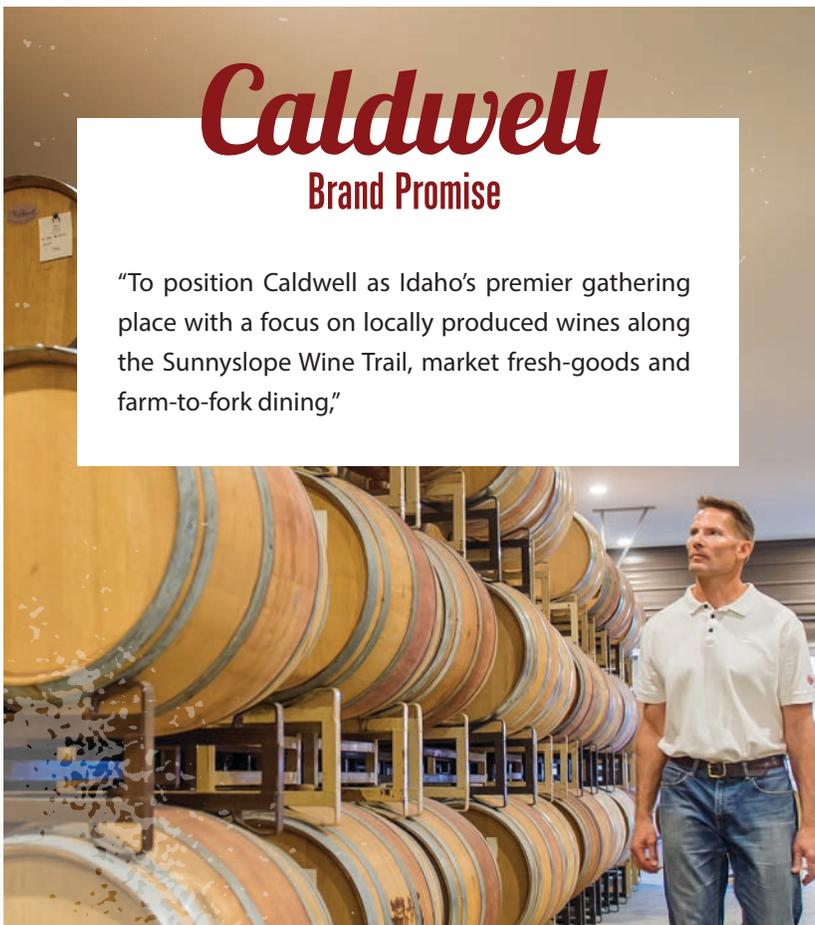




Caldwell

Brand Promise

“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,”



From the President

MESSAGE FROM DESTINATION CALDWELL PRESIDENT

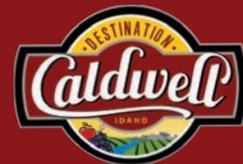
Caldwell is a community in change and its better days are on the horizon! Downtowns across America are experiencing an economic renaissance fueled by Baby Boomers and Millennials who increasingly prefer a place where they can listen to music, sit down, relax and spend quality time with family and friends in urban environments. People are longing for a sense of community and one-stop experience. Vibrant downtowns are posed to capitalize on economic opportunities and depend on the demand for downtown housing by offering jobs, amenities and activities that respond to the needs of the community.

Caldwell's best chapter in its history is ahead with a community-wide effort to rebrand Caldwell. Indian Creek Plaza will become Idaho's premier gathering place. It is the cornerstone project and will be the "anchor tenant" for the revitalization of downtown Caldwell, turning it from a struggling commercial district into a thriving destination for more than 57,000 residents as well as the nearly 150,000 residents within 10 miles of downtown Caldwell. As you can see, we have a lot of excitement in the future of Caldwell, our home.

Our Partners in Progress ensure continued growth. Your donation secures the future development and progress of a revitalized downtown by helping Destination Caldwell create a business center and lifestyle attractive to residents, visitors and employee recruits. Your contributions to Destination Caldwell enable us to continue our work to stimulate the economic development and growth that you are seeing in downtown Caldwell today. Now is the perfect time to bring Caldwell back to life. Together, we can and will create a vibrant, active gathering place in Caldwell.

It is time to monetize and grow Caldwell's great assets and investments while leveraging and celebrating our community's rich heritage, widely recognized wineries and growers that call Caldwell home. As we focus on the brand promise we will celebrate Caldwell's rich heritage, work together to better our community and share our bountiful blessings with others.

Kelli G. Jenkins
President
Destination Caldwell



Mission OF DESTINATION CALDWELL

To bring to life and foster downtown Caldwell through economic development.

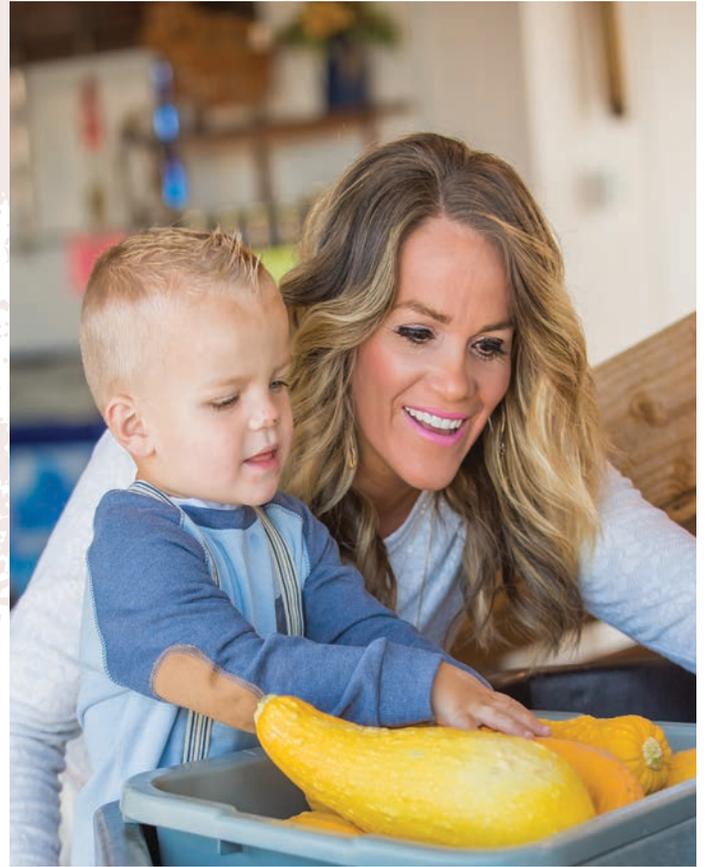
To put Caldwell "on the map" as a desirable place to live, visit and raise a family.

To differentiate Caldwell from the other 200 cities and towns in Idaho and throughout the Northwest.

To slow the leakage of locally earned money being spent elsewhere.

To create a vibrant, active gathering place and district rich in appeal for the entire Caldwell community and its visitors.

To showcase Caldwell as THE place for active, healthy living in a phenomenal country-setting.





About

DESTINATION CALDWELL & INDIAN CREEK PLAZA

Destination Caldwell, a 501(c)(3) non-profit organization founded in 2014 to reclaim and rebrand Caldwell. Our branding and development effort is geared to people looking for a family-centric, activity driven downtown, in a rich country-living environment with cultural depth. This rebranding plan is geared to attracting young families and entrepreneurial spirits with an interest in “market fresh” businesses - farm to table dining and food preparation, manufacturing and Farm to Cork events and family farms.

Downtown Caldwell’s success depends upon a community gathering place, Indian Creek Plaza. Destination Caldwell is the City of Caldwell’s managing partner of the Plaza and is responsible for the management, operations and programming of 250 days of events and activities which are privately funded through business partnerships, individual donations, event sponsorships, program revenues and the Downtown Caldwell Business Improvement District.

Indian Creek Plaza

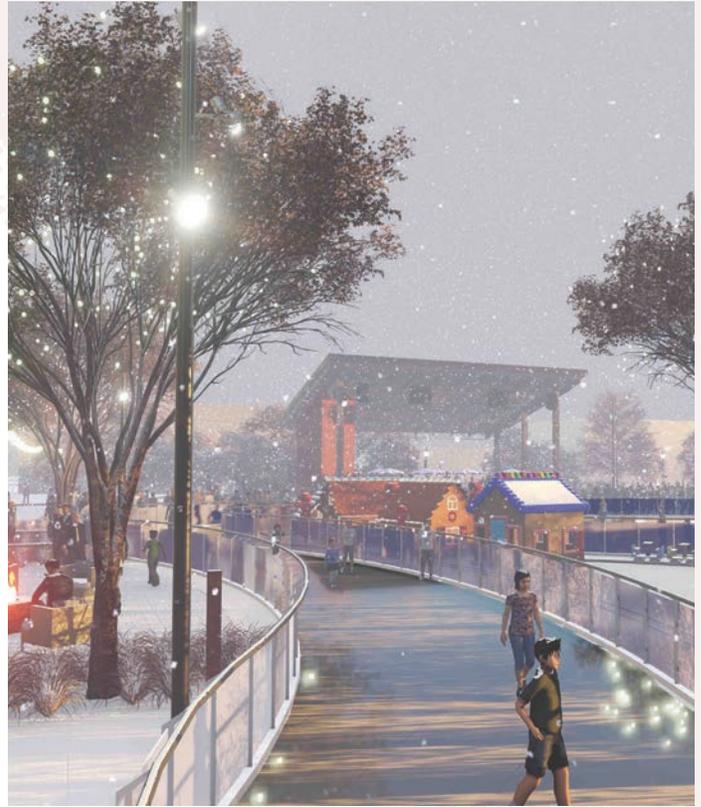
Indian Creek Plaza is the development of an urban square in downtown Caldwell. The Plaza will be a defining icon; an active gathering place for the entire community; a family friendly attraction for all ages; and an outdoor venue for art, music and other events and a critical re-imaged downtown business mix for shopping, entertainment and dining.

Located in the heart of downtown Caldwell on the corner of Kimball and Arthur streets, Indian Creek Plaza is an outdoor venue that will feature signature attractions including two splash pads, three fire pits, ice skating ribbon/rink and a performance stage with incredible lighting and sound. Indian Creek Plaza will activate Caldwell with 250 days of programmed

events and/or activities per year. The city's 57,000+ residents will be proud of their hometown space and enjoyed by the 68,000+ people that live within a five-mile radius, and the 700,000+ Treasure Valley citizens within a thirty-mile radius.

Indian Creek Plaza is strategically positioned to be a catalyst for new investment in downtown Caldwell's newly established Business Improvement District. The Plaza will be a year round attraction for community festivals, arts, events and family enjoyment. Quickly lending itself to support and encourage new business attraction, downtown living, and new redeveloped real estate.





Indian Creek

PLAZA



Introducing PLAZA SIGNATURE EVENTS

Friday Night Game Night

Kick off your weekend by challenging friends and family to a rousing game of ping-pong, corn hole, ladder golf, or life size chess.

The Plaza Hustle

Dust off those blue suede shoes and head down to the Plaza to show off your moves!

CreekFeast Food Jam

Pick up dinner from a food truck on the Plaza or a local restaurant and enjoy a community feast while listening to tunes on the Plaza.

Starlight Cinema Series

Watch a family-friendly movie under the stars.

Summer Yoga Series

Both experienced yogis and first timers will love a yoga session on the beautiful Plaza.

Indian Creek Market

Stroll the Plaza to find fresh ingredients for your favorite seasonal recipe or the perfect artisanal gift.

Summer Concert Series

Come listen to your favorite local band or find a new favorite!

Farm to Fork Dinner Series

Experience the very best food and wine Caldwell and the surrounding areas have to offer.

JamFest

A berry-licious summer celebration featuring Idaho berries and live, local, musical jams!

Articulture

Explore and expand your creativity by working alongside local artists and other community creators.

Indian Creek Festival

Celebrate fall, Indian Creek, and Idaho agriculture on the Plaza.

Winter Wonderland Festival

Join us for the excitement of the holiday season and the lighting of Indian Creek Winter Wonderland with close to one million lights!

Social-Icing

Theme skate nights for teens, teams, and social groups.

Sponsorship OPPORTUNITIES

Would your business like to sponsor one of Indian Creek Plaza's Signature events? For event information and opportunities, call (208) 649-5010.

Your Event ON THE PLAZA

Are you searching for an event venue? We are now accepting applications for public and private plaza rentals. For more information email info@destinationcaldwell.com.

With Your Contribution

By becoming involved with our Partners in Progress, you are ensuring the future growth of downtown Caldwell and our community. Beyond downtown, your partnership is about showcasing Caldwell as THE place to raise a family, start or grow a business, and visit based on fresh air, country living, stunning scenery, the incredible up-and-coming "Sunnyslope Wine Trail" and "Farm-to-Fork" and "Farm-to-Cork" dining, market fresh foods, and Indian Creek Plaza experiences. Your contribution is part of a community project and branding effort to reclaim Caldwell's rightful place on the map as a premier gathering place in an agricultural rich community.

PARTNERS IN PROGRESS

- Platinum:** \$50,000 and above
- Gold:** \$15,000 - \$49,999
- Silver:** \$5,000-\$14,999
- Bronze:** \$1,000-\$4,999
- Copper:** \$500-\$999

Your Partners in Progress commitment will be highlighted in several ways, with partners at higher commitment levels showcased often and at larger events. Partner contributions at the levels above will be featured on donor recognition elements incorporated into the design of Indian Creek Plaza. Partners are also featured with a logo on the Indian Creek Plaza and Destination Caldwell websites.



Naming Opportunities

PLAZA FEATURES & ATTRACTIONS

Naming partnerships, terms and commitments are negotiable.



Ice Skating Ribbon/Rink



Performance Stage



Splash Pad & Arching Water Features

Other Naming Opportunities

Festival Street

Plaza Shoppe

Ice Resurfacer

Three Fire Pits/Calderas



Rendering is the original Indian Creek Plaza concept as proposed by Roger Brooks, Destination Development International.

DESTINATION CALDWELL

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