

SWOT Analysis

STRENGTHS

- Great Views
- Location
- Mid-Cities
- On Water Uniqueness
- Occupancy currently at the building
- Ample Parking
- Capitol Improvements (Color Enhancement, Architecture, Drive Court)
- The Event Venue (Amphitheatre)
- High Population Density
- Large Space Available
- Community Relations
- Experienced Management
- Long-Term Focus

OPPORTUNITIES

- Wedding Center of the Valley
- High Growth
- State Street Corridor Growth
- High Demand for Office Space
- Low Vacancy for Office Space

BlueLine, LLC

5465 E. Terra Linda Way
Nampa, ID 83687-1515

tel 208.426.6633
fax 208.426.6601

www.bluelineresults.com

Key Discoveries and Critical Issues

- The Waterfront is not a well known commercial property in Boise. The previous owners have made little effort to differentiate the property from other leasing options nor focused it towards a particular vision. They have typically taken whatever tenant comes along
- The Waterfront has several important features that enhance its value:
 - 2 floors with great views from the top floor
 - The only secluded commercial property to exist on a lake so it provides both natural beauty and privacy
 - The east building has approximately 26,000 square feet in vacant space, which provides a great opportunity for any larger tenants.
 - There is an outdoor amphitheatre down by the water that offers a great gathering spot
- The tenants that have been the most successful are the office space tenants. They rely less on drive by traffic and benefit the most from the beautiful surroundings
- Current tenants include a yoga studio, alterations shop, salon, videographer/photographer, caterer, banker, mortgage company, real estate firm, and design firm
- Surrounding Lake Harbor is a significant amount of apartment buildings. This translates into a high population of single and young married people who live in the surrounding area. The rest of the area includes large homes on the river
- The remodeling process may include enhancing the natural surroundings through local artwork and native décor
- Because of the surroundings, the location provides a natural environment for charitable events such as a museum gala or charitable auction. This then brings influential people to the property where they can be exposed to both the tenants and the office space
- Since there is a current need in the area for office space and the property is a natural fit for this type of tenant, there is an opportunity to focus on recruiting office tenants with retail tenants that support the office crowd
- Opportunities for future growth include possibly bringing in a big restaurant, securing some larger anchor tenants, and selling off part of the building as office condos for business owners

BlueLine, LLC

5485 E. Terra Linda Way
Nampa, ID 83687-1515

tel 208.426.6633
fax 208.426.6601

www.bluelineresults.com