



THE AVERY PROJECT



our storybook



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PREFACE

A Story Worth Telling

Caught between past and present,
her grace and beauty lay hidden.

Built of wood and stone, she hungered for voices to echo in empty
spaces, to feel fingers brush her walls like a lover's caress.

Like a ghost caught between worlds, she was almost forgotten.

Almost...

For decades, the identity of The Avery was lost in translation by those who tried to rebrand her and shift her identity to those who borrowed space from her to meet their needs. That is until Cal and Ashley Elliott took a look at her bones, dug through the broken bits, and saw her for what she has always been.

To them, The Avery was more than a building — a heartbeat, though subtle, pulsed within. More than 100 years' worth of stories lay hidden within the four floors of 1010 Main Street in Downtown Boise, Idaho. The Avery's walls refused to let those stories die.

Cal and Ashley set about preserving those stories, honoring them, and introducing them to a new era so they could be shared.



Thus, The Avery brand was born. A brand grounded in the rediscovery and reinvention of a historic property through curation and intent. Storytelling is threaded into every aspect — interior design, preserving original spaces, and paying homage to the venue name. This same heartbeat of storytelling is passed on to those who come to work within her walls with the hope the storied space may also inspire them.

Much like oil that brings the veins of a good piece of wood to life, reviving color and depth, Cal and Ashley have restored The Avery to her former splendor.

The result — a unique Avery experience with every visit.





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CHAPTER ONE

Meet the Makers

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To drink, dine, or sleep within the walls of The Avery is to be a part of history.

Driven by a unique obsession, Cal and Ashley Elliott possess a collective drive to bring past and present together so the seemingly intangible can be experienced. And that's just what they have done. Their talents have allowed what was to influence what is. To drink, dine, or sleep within the walls of The Avery is to be a part of history.



CAL ELLIOTT, EXECUTIVE CHEF

Cal Elliott brings over 20 years of experience leading and preparing in some of New York's premier restaurants to Boise.

After graduating from Boise's Borah High, Cal hopped between fishing boats in Alaska and his first cooking gigs in Portland. He soon moved to New York, where he graduated from the Institute of Culinary Education in 1999.

Time spent as a cook in Tom Collichio's Gramercy Tavern, Dan Barber's Blue Hill,

and Diane Forley's Verbena helped hone Cal's skills. In 2008, he opened his own restaurant in Brooklyn—Rye. Throughout his time in New York, Cal collected dedicated fans and accolades, including a Michelin-star ranking for Rye.

Cal is honored to be part of the revitalization of Boise's historic Gem Block and to be able to share his food and experiences with his beloved hometown.



ASHLEY ELLIOTT, CREATIVE DIRECTOR

Ashley Elliott has left her mark on some of New York's most esteemed hotels and restaurants, including the Michelin-star Breslin, once housed in the Ace Hotel New York. Ashley trained at Parsons School of Design in New York. When Cal brought

the idea of restoring The Avery to Ashley, she knew great things would come of it. Ashley's passion for preserving history within contemporary, accessible luxury brings The Avery's timeless identity to life.

In 1910, Boise was marked by gas-lit streets traveled by horse and buggy.

In the heart of town, a newly opened building housed the Northwest's largest moving picture theater, an elegant hotel, and an alleged boxing venue.

The Boz Theater entertained the masses on the main floor of The Tiner building. The upper floors offered rest in the rooms of the Manitou Hotel. And, as legend has it, the basement housed matches of strength and endurance as opponents squared off in underground boxing matches.

Over time, countless people's stories became one with the walls of the four-story, Renaissance-style structure. On the brick bulwark of the building, six letters were carved into a sandstone tablet —AVERYL— the name of the Tiner's beloved granddaughter. The L soon faded, and she became known simply as The Avery.

For more than fifty years, The Avery offered the pinnacle of 20th-century entertainment.

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It is more than an act of restoration, it is a modern return to grace.

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CHAPTER TWO

If These Walls
Could Talk



The Manitou Hotel closed in the 1960s, and the Avery's upper floors sat empty for decades. The main floor functioned as a department store for a time, and from the 1970s to the early 2000s, it was known as The Blues Bouquet — a nightclub and live music venue.



In 2015, the Elliotts purchased the unrestored Averyl Tiner Building with the sole intent of bringing her back to life. However, the Elliotts have gone far beyond careful restoration. They've created experiences within the property's walls that strive to be as memorable, intimate, and joyous as those of the past.





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CHAPTER THREE

More than Marquee

THE A

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An offering of three distinct experiences after over a century worth of identities

The Avery, defined by entertainment for decades, longed to return to her roots, to reconnect with her DNA. From the dirt streets of 1910, many saw a marquee announcing the latest show, but within, she was so much more.

Throughout her restoration, The Avery's history was kept at the forefront. And, like so long ago, distinct personalities rose to the surface. Like a family that shares the same DNA, they're connected for eternity and yet express themselves in very different ways.

THE AVERY

a carefully restored, 39-room hotel steeped in history and decorated with carefully curated elements that foster a sense of timelessness paired with modern comfort

AVERY

a French-inspired bar and brasserie defined by fine wines, well-crafted cocktails, and Michelin-worthy dining

TINER'S ALLEY

a nod to the old back alley entrance, patrons enjoy authentic English fare at Boise's oldest Brunswick bar, where stories pour from hearts and souls

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CHAPTER FOUR

Taking
Shape

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Each personality of The Avery Project is marked by a distinct logo, all inspired by elements of the building's architecture and history.



Informed by an architectural detail of the building's exterior and fleshed out with art-deco line art, The Avery Hotel logo represents a timeless sophistication.

The Avery Project was born out of a desire to revitalize the building while maintaining the structure's original identity. For the Elliotts, the branding of each portion of the property needed to point to the building's history because, ultimately, the building is the brand.



Type-driven, the logo of Avery embodies the restaurant's elegance — clean, classic, and not overstated.



A not-so-subtle nod to the building's boxing legend. Now people spar with their words and wits — or drink to new friends.



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CHAPTER FIVE

Foundation: Where We Stand

At The Avery, everything begins and ends with living our brand values. After all, you *are* what you do, not what you *say* you will do.

WE ARE NOT A HOTEL, A BRASSERIE, AND A GASTROTAVERN; WE ARE 1010 MAIN STREET.

The Elliots created a true boutique hotel where no lines separate the 39 guest rooms from the Parisian-inspired brasserie and hidden, moody English gastrotavern. However, seamless transitions in design only go so far. The individuals The Avery project employs are what truly create fluidity as patrons experience all that is The Avery Brand.

For our employees, we commit to:

- Preserve history
- Foster community
- Elevate local culinary and experiential standards
- Pursue excellence without pretense
- Invest in employee growth - professional and personal
- Create an inspiring work environment
- Uphold guest privacy with practices of absolute discretion

After all, our staff are the keys to every door, every meal, and every experience. We can only expect our employees to embody what we are willing to offer them.



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CHAPTER SIX

Sixth Sense

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A place where
attention expands
and time slows.

The Avery is a place fueled by intimate environments and intuitive staff.

With undeniable ambiance, she is a place where time slows, and the seemingly untouchable becomes reality — a return to being present, fully engaged in the world around you.

From hotel to restaurant to tavern, each space offers a unique experience, promoting extended stays and lost time. Together, they are the perfect trifecta for business retreats, weddings, and more.

The Avery welcomes all individuals without discrimination of sex, creed, or economic status, we celebrate an environment with an eclectic mix of guest personas.

The Avery is a place for those who value unforgettable food, drink, and environments. Something unique was built here, and her magic calls to those looking for the exceptional.

Longing to share her history with those willing to share theirs with her, The Avery invites:

BUSINESS TRAVELERS

who desire an experience outside local expectations. Come celebrate company growth and new business ventures.

BRIDES AND GROOMS

celebrating new vows or renewing old ones.

THE ENTIRE PROPERTY IS

ideal for rehearsal dinners, weddings, receptions, graduations, anniversaries, family reunions, first dates, special nights, and anyone who values a one-of-a-kind hospitality experience.

The Avery is historical, and she is history in the making. Whether you're looking to celebrate at the bar with someone special or throughout the entire property with dozens of your closest family and friends, her fine cuisine, elite wines, intuitive staff, and 39 rooms welcome you.

07

Such a project was built for those looking for the exceptional



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CHAPTER SEVEN

In Good Taste



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CHAPTER EIGHT

Bespoke Beats Overspeak

TAILOR-MADE BEATS OFF-THE-RACK EVERY TIME.

Defined by the hand-crafted and carefully curated, The Avery invites you to savor everything — food, drink, conversation, moments, and memories. While some properties boast historic style, The Avery is a part of history — something no one else in the valley can claim.

Restored for a specific purpose, The Avery reminds us of stories worth telling — the ones we are living and the ones we long for others to share with us.



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CHAPTER NINE

Defining Avery

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When talking about the property, it's critical that staff and leadership use congruent and cohesive language. Let the following influence how you think about The Avery and direct the language you use in conversation and on social media.

THE HOTEL IS

The Avery Hotel

Historic yet modern

Boise's first historic hotel

Boutique

39 rooms

Luxurious yet unpretentious

Personal and intimate

Elegant

Ageless

Cornerstone of downtown

Accessible yet chic

Hip yet inviting

The matriarch building
of downtown

THE RESTAURANT IS

Avery Bar and Brasserie
or simply *Avery*

French-style food

Parisian-inspired dining

Elegant

Sophisticated

Vibrant

Romantic

Ageless

Distinct

Stylish

THE TAVERN IS

Tiner's Alley
or simply *Tiner's*

The darker counterpart
to the primary restaurant

Hearty fair

Fireplace

Gastrotavern

English pub

Masculine men's study

Hunting lodge

