



Twin Falls City Council Agenda

Monday, September 10, 2018, 5:00 PM

Council Chambers
203 Main Avenue East- Twin Falls, Idaho

Members: Shawn Barigar, Suzanne Hawkins, Nikki Boyd, Chris Talkington, Gregory Lanting, Christopher Reid, Ruth Pierce

- 1) CALL MEETING TO ORDER/CONFIRMATION OF QUORUM
- 2) PLEDGE OF ALLEGIANCE
- 3) PROCLAMATIONS
 - a) Hispanic Heritage Month
- 4) GENERAL PUBLIC INPUT
- 5) CONSENT CALENDAR
 - a) Request to approve the Accounts Payable for August 28 thru September 10, 2018.
Purpose: **ACTION ITEM** By: Amy Luna, Finance Administrative Assistant
 - b) Request to approve the August 27, 2018, City Council Minutes.
Purpose: **ACTION ITEM** By: Amy Luna, Finance Administrative Assistant
 - c) Request to accept the Improvement Agreement for the purpose of installation of a water line in North College Road by Gary Nelson in conjunction with roadway improvements being done by the City of Twin Falls.
Purpose: **ACTION ITEM** By: Troy Vitek, Assistant City Engineer
 - d) Request to hold the 6th Annual Haunted Swamp.
Purpose: **ACTION ITEM** By: Sergeant Justin Dimond, Twin Falls Police Department
 - e) Request to hold the Annual Twin Falls Corn Maze.
Purpose: **ACTION ITEM** By: Sergeant Justin Dimond, Twin Falls Police Department
- 6) ITEMS OF CONSIDERATION
 - a) Request to approve a FAA Grant Offer (AIP 41) for Airport Planning and Snow Removal Equipment in the amount of \$532,809.00.
Purpose: **ACTION ITEM** By: William Carberry, Airport Manager
 - b) Discussion on the Greater Twin Falls Area Transportation Committee (GTFATC) priority list for projects.
Purpose: **Discussion** By: Troy Vitek, Assistant City Engineer

- c) Request to accept right-of-way for Meadowview Lane North from Whispering Pine Drive to Addison Avenue East.

Purpose: **ACTION ITEM** By: Troy Vitek, Assistant City Engineer

- d) Request to approve a Resolution requesting the Idaho Transportation Department to re-route Highway 30 within the City of Twin Falls.

Purpose: **ACTION ITEM** By: Troy Vitek, Assistant City Engineer

- e) Discussion on the future of the Municipal Powers Outsource Grants (MPOG) program.

Purpose: **Discussion** By: Mandi Thompson, Grant & Community Relations Manager

- f) Request for the Council to accept the SAFER (Staffing for Adequate Fire and Emergency Response) grant that was awarded to the City of Twin Falls by FEMA (Federal Emergency Management Association) on August 31, 2018.

Purpose: **ACTION ITEM** By: Mandi Thompson, Grant & Community Relations Manager

7) GENERAL INPUT/ADVISORY BOARD REPORT/ANNOUNCEMENTS

8) PUBLIC HEARINGS

- a) Request for annexation with a zoning designation of M-2 for approximately 40 (+/-) acres currently zoned M-2 and located at 630 Hankins Road South. c/o Randy Musser (app. PZ18-0045).

Purpose: **ACTION ITEM** By: Steve O'Connor, City Planner

- b) Request to raise the Twin Falls Recreation Fees.

Purpose: **ACTION ITEM** By: Stacy McClintock, Recreation Supervisor

- c) Request to raise the Twin Falls City Pool Fees.

Purpose: **ACTION ITEM** By: John Pauley, Aquatics Director

9) ADJOURNMENT

- a) Executive Session 74-206(1) (b) To consider the evaluation, dismissal or disciplining of, or to hear complaints or charges brought against, a public officer, employee, staff member or individual agent, or public school student.

Any person(s) needing special accommodations to participate in the above-noticed meeting could contact Leila Sanchez (208) 735-7287 at least two working days before the meeting. Si desea esta información en español, llame Leila Sanchez (208) 735-7287.

Public Input Procedures

1. Individuals wishing to provide public input regarding matters relevant to the City of Twin Falls shall
 - wait to be recognized by the Mayor or Chairman
 - approach the microphone/podium
 - state their name, and whether they are a resident or property owner in the City of Twin Falls, and proceed with their input.
2. The Mayor or Chairman may limit input to no less than two (2) minutes. Individuals are not permitted to give their time to other speakers.

Public Hearing Procedures for Zoning Requests

1. Prior to opening the first Public Hearing of the session, the Mayor or Chairman shall review the public hearing procedures.
 2. Individuals wishing to testify or speak before the City Council or Planning and Zoning shall wait to be recognized by the Mayor or Chairman, approach the microphone/podium, state their name, then proceed with their comments. Following their statements, they shall write their name and address on the record sheet(s) provided by the staff. The staff shall make an audio recording of the Public Hearing.
 3. The Applicant, or the spokesperson for the Applicant, will make a presentation on the application/request (request). No changes to the request may be made by the applicant after the publication of the Notice of Public Hearing. The presentation should include the following:
 - A complete explanation and description of the request.
 - Why the request is being made.
 - Location of the Property.
 - Impacts on the surrounding properties and efforts to mitigate those impacts.
 4. Applicant is limited to 15 minutes, unless a written request for additional time is received, at least 72 hours prior to the hearing, and granted by the Mayor or Chairman.
 5. A City Staff Report shall summarize the application and history of the request.
 6. The City Council or Planning & Zoning Commission may ask questions of staff or the applicant pertaining to the request.
 7. The general public will then be given the opportunity to provide their testimony regarding the request. The Mayor or Chairman may limit public testimony to no less than two (2) minutes per person.
 - Five or more individuals, having received personal public notice of the application under consideration, may select by written petition, a spokesperson. The written petition must be received at least 72 hours prior to the hearing and must be granted by the Mayor or Chairman. The spokesperson shall be limited to 15 minutes.
 - Written comments, including e-mail, shall be either read into the record or displayed to the public on the overhead projector.
 - Following the Public Testimony, the applicant is permitted five (5) minutes to respond to Public Testimony.
 8. Following the Public Testimony and Applicant's response, the hearing shall continue. The City Council or Planning & Zoning Commission, as recognized by the Mayor or Chairman, shall be allowed to question the Applicant, Staff or anyone who has testified. The Mayor or Chairman may again establish time limits.
 9. The Mayor or Chairman shall close the Public Hearing. The City Council or Planning and Zoning Commission shall deliberate on the request. Deliberations and decisions shall be based upon the information and testimony provided during the Public Hearing. Once the Public Hearing is closed, additional testimony from the staff, applicant or public is not allowed. Legal or procedural questions may be directed to the City Attorney.
- * Any person not conforming to the above rules may be prohibited from speaking. Persons refusing to comply with such prohibitions may be asked to leave the hearing and, thereafter removed from the room by order of the Mayor or Chairman.

Office of the Mayor
City of Twin Falls, Idaho

Proclamation

HISPANIC HERITAGE MONTH

WHEREAS, The City of Twin Falls strives to build a community where all residents are welcomed, accepted, and given the opportunity to connect with each other without bias in pursuit of common goals; and to encourage individual residents, community institutions, civic groups, and business leaders to join in a community-wide effort to adopt policies and practices to promote unity, inclusion, understanding, and equity, and;

WHEREAS, the Hispanic community has helped to shape the unique culture and history of the Magic Valley, and continues to grow the rich mosaic of cultures in a community that celebrates the diversity of its people, and;

WHEREAS, the Hispanic population is one of the fastest growing in the Magic Valley, and continues to embody the pioneering spirit that built this great region and to have a profound and positive influence on our society through their strong commitment to family, faith, hard work, and service, and;

WHEREAS, Hispanics have also served with honor in all branches of the Armed Forces, and have continued a strong legacy of dedication to our country, and;

WHEREAS, Hispanics strengthen our bonds with our Latin American neighbors, with whom we share a rich history and are united in a shared commitment to democratic principles, and;

WHEREAS, the City of Twin Falls celebrates its variety of cultures and their contributions, and it recognizes the countless contributions of Hispanic Americans who help make our community a thriving and vibrant place to live and work, and;

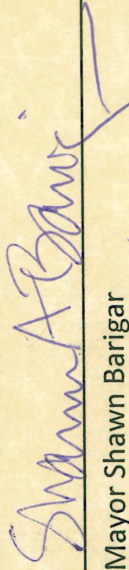
WHEREAS, 2018 marks the 50th Anniversary of the national recognition of Hispanic Heritage Month by Congress and the President of the United States.

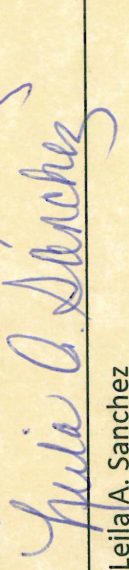
NOW, THEREFORE, I, Shawn Barigar, Mayor of the City of Twin Falls, Idaho, do hereby proclaim September 15 through October 15, 2018,

HISPANIC HERITAGE MONTH

in the City of Twin Falls. I call upon all residents to join in celebrating the accomplishments of our Hispanic community and to share in our thanks for their many contributions to the City of Twin Falls. I further invite all to attend the Twin Falls Hispanic Heritage Festival to be held on Wednesday, September 19, 2018, from 4:00 p.m. to 9:00 p.m. in the Downtown Commons.

In witness whereof, I have hereunto set my hand and cause this seal to be affixed.


Mayor Shawn Barigar


Leila A. Sanchez
Deputy City Clerk

Date: September 10, 2018



Twin Falls City Council Minutes

Monday, August 27, 2018, 5:00 PM

City Council Chambers
203 Main Avenue East- Twin Falls, Idaho

1) CALL MEETING TO ORDER/CONFIRMATION OF QUORUM

Present: Mayor Shawn Barigar, Vice Mayor Nikki Boyd, Council Members Suzanne Hawkins, Chris Talkington, Greg Lanting & Ruth Pierce

Absent: Christopher Reid

Staff Present: City Manager Travis Rothweiler, Deputy City Managers Mitch Humble & Brian Pike, City Attorney Fritz Wonderlich, Deputy City Attorney Shayne Nope, Chief Financial Officer Lorie Race, Police Chief Craig Kingsbury, Police Captain Matt Hicks, Police Sgt Justin Dimond, Captain Anthony Barnhart, Staff Sgt Chuck Garner, Sgt Kevin Loosli, Staff Engineer Jesse Schuerman, Assistant City Engineer Troy Vitek, City Planner Brock Cherry, P&Z Director Jonathan Spendlove, Dispatch Comm Center Manager Tami Lauda, Finance Accountant/Supervisor Bill Baxter, Public Information Officer Joshua Palmer, Human Resources Director Gretchen Scott, Network Administrator Mike Plane, Finance Administrative Assistant Amy Luna

2) PLEDGE OF ALLEGIANCE

Mayor Barigar invited all present, who wished, to recite the Pledge of Allegiance to the Flag.

3) PROCLAMATIONS: None

4) GENERAL PUBLIC INPUT: None

5) CONSENT CALENDAR

MOTION: Council Member Pierce moved to approve the Consent Calendar as presented. Council Member Lanting seconded the motion. Roll call vote showed all members present voted in favor of the motion. 6 to 0.

- a) Request to approve the Accounts Payable for August 21 thru 27, 2018.
- b) Request to approve the August 20, 2018 City Council Minutes.
- c) Request to hold the Amazing Grace Fellowship Champions Rodeo Camp Reunion.
- d) Request to hold the Cove Camp-Out event.
- e) Request to hold the Rim to Rim event on September 15, 2018.
- f) Request to approve the Final Plat for the Apex Commercial Condominiums within the Riverhawk Plaza Subdivision located at 1437 Park View Drive. (App. PZ18-0060).
- g) Request to approve the Final Plat for 3-Peat Plaza Condominiums within the Riverhawk Commercial Subdivision located at 243 Cheney Drive W. (App. PZ18-0062)
- h) Request to accept the Improvement Agreement for the purpose of developing Settler's Ridge No. 3 Subdivision (Phases 9A thru 9E).

6) ITEMS OF CONSIDERATION

- a) Twin Falls Police Department Update
Police Chief Craig Kingsbury & Captain Matt Hicks, Captain Anthony Barnhart & Staff Sergeant Chuck Garner presented a Police Department update.

Discussion ensued on the following:

Council Member Talkington: Related to US 93 corridor & Interstate 84 hope that our coordination efforts with other agencies is working to control the drug trade in our area. Around 50% of all citations are given to people who live outside of the City of Twin Falls. How do the officers keep up with the work load?

Council Member Hawkins: Reminded all of the upcoming Policeman's Ball on September 14, 2018. Proceeds go to Camp Rainbow Gold and the Magic Valley Fraternal Order of Police. How many of the schools have SRO's and how do they separate their time between the schools. On September 10th at 4:00 pm the City Youth Council will meet at Dairy Queen on Blue Lakes, would like to extend an invitation to any officer that would like to attend.

Mayor Barigar thanked the members of the Police Department for their update.

- b) Request to approve a bid for City Wide Traffic Signal Upgrades.
Staff Engineer Jesse Schuerman made a request to approve a bid for City Wide Traffic Signal Upgrades in the amount of \$379,044.00.

Discussion ensued on the following:

Council Member Lanting: Asked about an ad that he has seen regarding the installation of the upgraded signals that help with fuel consumption and the amount of time vehicles sit at the lights. Is this something that we have found to be true?

Vice Mayor Boyd: Insurance agents have contacted her asking why all of the lights have different styles and why they are not all the same so that people understand them. Are there still intersections that still need to be upgraded?

Council Member Talkington: What is the timeline on this project?

MOTION: Council Member Talkington moved to approve the request to approve the bid for City Wide Traffic Signal Upgrades. Vice Mayor Boyd seconded the motion. Roll call vote showed all members present voted in favor of the motion. 6 to 0.

7) GENERAL INPUT/ADVISORY BOARD REPORT/ANNOUNCEMENTS

No meeting on September 3rd or 4th in observation of Labor Day. Next meeting will be held on September 10th at 5:00 pm.

Recreation Center meeting is Tuesday, August 28, 2018 at noon in the overflow room.

Fire Station **Adhoc** Committee will meet in the overflow room on Wednesday, August 29, 2018 at 4:00 pm

Recess until posted Public Hearing time of 6:00 pm. Resumed at 6:05 pm.

8) PUBLIC HEARINGS

A public hearing to consider a proposed increase to the sewer fee due to an increase in the sewer cap, from 8,000 to 12,000 gallons.

Chief Finance Officer Lorie Race led a public hearing to consider a proposed increase to the sewer fee due to an increase in the sewer cap, from 8,000 to 12,000 gallons.

Discussion ensued on the following:

Council Member Hawkins: How exactly do we know how much waste is going through the system.

Public Input:

Citizens James Barrett: Concerned that this increase will be skewed by the usage during the summer months when more water is used for irrigation.

Mayor Barigar: Clarified the billing process with Bill Baxter.

Council Member Lanting: Would this citizen be paying this additional fee just during the summer months?

MOTION: Council Member Talkington moved to approve Resolution 2018-008 as presented. Council Member Pierce seconded the motion. Roll call vote showed all members present voted in favor of the motion. 6 to 0.

Council Member Lanting: City of Twin Falls rates are quite low compared to the surrounding cities and they need to be raised.

MOTION: Council Member Lanting moved to approve an increase in the sewer cap, from 8,000 to 12,000 gallons. Council Member Hawkins seconded the motion. Roll call vote showed all members present voted in favor of the motion. 6 to 0.

9) ADJOURNMENT

Adjourn to Executive Session 74-206(1)(c) to acquire an interest in real property which is not owned by a public agency; and 74-206(1)(f) To communicate with legal counsel for the public agency to discuss the legal ramifications of and legal options for pending litigation, or controversies not yet being litigated but imminently likely to be litigated. The mere presence of legal counsel at an executive session does not satisfy this requirement.

MOTION: Council Member Lanting moved to Adjourn to Executive Session 74-206(1)(c) to acquire an interest in real property which is not owned by a public agency; and 74-206(1)(f) To communicate with legal counsel for the public agency to discuss the legal ramifications of and legal options for pending litigation, or controversies not yet being litigated but imminently likely to be litigated. The mere presence of legal counsel at an executive session does not satisfy this requirement. Council Member Hawkins seconded the motion. Roll call vote showed all members present voted. 6 to 0.

The meeting adjourned at 6:22 pm



Finance Administrative Assistant



Date: Monday, September 10, 2018
To: Honorable Mayor and City Council
From: Troy Vitek, Assistant City Engineer

ACTION ITEM

Request:

Request to accept the Improvement Agreement for the purpose of installation of a water line in North College Road by Gary Nelson in conjunction with roadway improvements being done by the City of Twin Falls.

Time Estimate:

N/A

Background:

Prior to development, an Improvement Agreement is required. The developer is meeting that requirement with this document.

Approval Process:

Accepting the Improvement Agreement will allow the developer to install the water line improvements to City standards and specifications. After acceptance of the water main, the City will take on the maintenance.

Budget Impact:

There is no significant budget impact associated with the Council's approval of this request.

Regulatory Impact:

Approval of this request will allow the applicant to proceed to develop the property.

History:

N/A

Analysis:

N/A

Conclusion:

Staff recommends that the Council approve the request and authorize the Mayor to sign the Improvement Agreement.

Attachments:

1. Improvement Agreement - N. College Rd Water Line Improvements

IMPROVEMENT AGREEMENT

for

DEVELOPMENTS

This Agreement made and entered into this ____ day of ____, 20____, by and between the CITY OF TWIN FALLS, State of Idaho, a municipal corporation, hereinafter called "City" and Gary N. Nelson hereinafter called "Developer" for the purpose of constructing certain improvements on property sought to be developed for the following Development North College Road (Water Line Improvements).

WHEREAS, there is attached hereto and incorporated herein as if the same were set out in full, a certified copy of the deed to the real property showing ownership of said real property to be in the Developer's name, or, as the case may be, there is attached hereto and incorporated herein as if the same were set out in full, a copy of the deed to the above described real property showing ownership in fee simple in someone other than Developer together with a notarized authorization, signed by the real property owner, authorizing Developer to act on behalf of said real property owner, and;

WHEREAS, Developer desires to develop said real property for the following purposes: Install a water line to a future subdivision.

WHEREAS, the Developer is obligated to construct certain improvements pursuant to City Code Section 10-12-4.2, and;

WHEREAS, the Developer has committed to construct special features as part of the development, and;

WHEREAS, the City has certain policies, ordinances, rules and regulations governing the construction of improvements, and;

WHEREAS, it is in the best interest of the City and Developer to clearly establish in one concise document the policies, ordinances, rules and regulations which apply to developments of the type contemplated herein.

W I T N E S S E T H

That for and in consideration of the mutual promises, conditions, and covenants contained herein the parties agree as follows:

I.

City agrees: (1) to operate and maintain all approved streets, alleys, service and roads, excluding state highways, constructed under the terms of this Agreement in any public rights-of-way

or easements and which are presently within or subsequently annexed into the City limits. Those streets, excluding state highways, lying outside the City limits and within the City Area of Impact shall be constructed to City standards but shall become the responsibility of the Twin Falls Highway District until such time as they are annexed or a maintenance agreement is signed by the City and the Twin Falls Highway District. (2) To operate and maintain all approved water lines, drainage lines, and sewer lines constructed under the terms of this Agreement in any public rights-of-way or easements and to provide water and sewer service to the Developer's real property, subject to all ordinances, rules and regulations governing sewer and water service. (3) To maintain non-pressure irrigation lines only where they cross City streets. All other maintenance of non-pressurized irrigation lines is the responsibility of the Twin Falls Canal Company or the irrigation users.

II.

In lieu of the actual installation of required public improvements before recording of the final plat, the Council may permit the subdivider to provide a financial guarantee of performance in one (1) or a combination of the following arrangements for those requirements which are over and beyond the requirements of any other agency responsible for the administration, operation and maintenance of the applicable public improvement.

a. Surety Bond

1. Accrual - The Bond shall accrue to the City covering construction, operation and maintenance of the specific public improvement.
2. Amount - the bond shall be in an amount equal to one hundred percent (100%) of the total estimated cost for completing construction of the specific public improvements, as estimated by the Developer's Engineer and approved by the City Engineer.
3. Term Length - The term length in which the bond is in force, for the duration of that phase of the project, shall be until completed and accepted by the City Engineer.
4. Bonding for Surety Company - The bond shall be with a surety company authorized to do business in the State of Idaho, acceptable to the Council.
5. The escrow agreement shall be drawn and furnished by the subdivider to the satisfaction of the Council.

b. Cash Deposit, Certified Check, Negotiable Bond, or Irrevocable Bank Letter of Credit.

1. Treasurer, Escrow Agent or Trust Company - A cash deposit, certified check, negotiable bond or an irrevocable bank letter of credit such surety acceptable by the Council, shall be deposited with an escrow agent or trust company.
2. Dollar Value - The dollar value of the cash deposit, certified check, negotiable bond or irrevocable bank letter of credit shall be equal to one hundred percent (100%) of the estimated cost of construction for the specific public improvements, as estimated by Developer's Engineer and approved by the City Engineer.
3. Escrow Time - The escrow time for the cash deposit, certified check, negotiable bond or irrevocable bank letter of credit shall be until all required improvements are completed and accepted by the City Engineer.
4. Progressive Payment - In the case of cash deposits or certified checks, an agreement between the City and the subdivider may provide for progressive payment out of the cash deposit or reduction of the certified check, negotiable bond or irrevocable bank letter of credit, to the extent of the cost of the completed portion of the public improvement, in accordance with a previously entered into agreement.

III.

Developer agrees to retain a Professional Engineer, hereinafter called the Developer's Engineer, registered by the State of Idaho to perform the following minimum Engineering Services in accordance with Title 10 Chapter 12 Section 4-1 of the City Code:

- a. Prepare a master utility plan showing the location of all existing and proposed utility lines to include but not be limited to sewer, water, gas, electricity, telephone, irrigation, pressure irrigation and storm sewer.
- b. Prepare detailed plans and specifications for construction of all improvements required by this Agreement and shall include but not be limited to a complete set of construction plans, including profiles, cross-sections, specifications and other supporting data, for all required public streets, utilities and other facilities. Such construction plans shall be based on preliminary plans which have been approved with the preliminary plat, and shall be prepared in conjunction with the final plat. Construction plans are subject to approval by the responsible public agencies. All

construction plans shall be prepared in accordance with the public agencies' standards and specifications.

- c. Perform construction surveying, staking, testing, inspection and administer the construction of all facilities required by this contract.
- d. Submit all test reports, inspection reports, change orders and construction diaries to the City Engineer every week during the construction of the development or subdivision.
- e. Prepare and submit an updated copy of the enclosed development and subdivision checklist to the City Engineer every week during the construction of the development or subdivision, and also upon completion of the project.
- f. Submit to the City Engineer the final plans, and master utility plan for the City records showing any approved changes to the original plans and specifications. A permanent drawing in ink on approved transparent polyester drafting film and an electronic media copy of the plans in ACAD 2000 using City standard format shall be provided within thirty (30) days after completion of the project.
- g. Submit a letter upon completion of construction stating that the work has been constructed in conformance to the plans and specifications, with the certification by the Developer's Engineer that improvements were constructed to the lines and grades shown.

The above work shall be subject to the approval of the City Engineer.

The City agrees to provide asphalt pavement testing for conformance with City standards, but it shall be the responsibility of Developer's Engineer to provide all necessary quality control during construction. All tests shall be taken at a frequency based upon City of Twin Falls Standard Specifications.

The Developer agrees to: (1) allow the City full and complete access to the work (2) provide all materials necessary to conduct all tests (3) supply all water necessary to test pipe joints and (4) provide the equipment and perform or have performed any testing of manufactured materials required by the City Engineer.

The Developer shall submit a letter to the City Engineer upon completion of the project, requesting that the City assume the responsibility for maintenance and operation of all public improvements as stated herein.

IV.

The Developer agrees to obtain a permit or letter of approval from the Twin Falls Highway District or the State of Idaho Department of Highways prior to constructing improvements on their respective right-of-ways. The original or a certified copy of said permit or letter shall be submitted to the City Engineer prior to beginning of construction thereon.

V.

The Developer agrees to dedicate rights-of-way to the public for the development of all streets and alleys in accordance with the City Master Street Plan and to dedicate easements for the maintenance and operation of all public utilities. The size and location of said rights-of-way and easements shall be determined by the City Engineer.

VI.

The Developer hereby agrees and petitions the City to annex into the corporate limits of said City, the above described real property that is contiguous with the same or becomes contiguous to said City limits. Developer agrees to annexation of said real property by the City upon the terms and conditions as shall be set forth by said City.

VII.

The Developer and the City agree that the improvements listed herein are required unless specifically waived by action of the City Council and that said improvements will be constructed on any public rights-of-way or easements approved and accepted by the City Council all as designed by the Developer's Engineer and approved by the City Engineer and in accordance with standards established by the City Engineer and that all required improvements will be completed in a timely manner. If improvements are not completed in a timely manner, the Developer shall provide an updated, current version of the developer's agreement and financial guarantee for City Council consideration.

VIII.

The Developer agrees to pay the total actual costs of all materials, labor and equipment necessary to completely construct all of the improvements required herein, except those costs specifically shown to be paid by the City and to construct or contract for the construction of such improvements.

IX.

Developer agrees to pay the total extra cost of all additional materials, labor and equipment necessary to construct any streets the City requires to be wider or deeper than a standard street or any water or sewer lines the City requires to be larger than the size required to properly serve the

development. The requirement for wider and deeper streets shall be based on the City Master Street Plan. Requirements for larger water and sewer lines shall be based on the citywide sewer and water system sizing guidelines.

X.

The City shall provide no compensation for the cost of an oversize water or sewer line. In the case of water or sewer lines extended adjacent to or outside the limits of development, the Developer shall be eligible for payback from adjacent property owners pursuant to Resolution No. 1182. The Developer shall also be eligible for compensation when a private developer extends or connects to any water or sewer system previously installed by private developer, pursuant to Resolution 1651.

XI

Developer agrees to request in writing that the Developer's Engineers make the inspections required herein and the Developer or his Contractors shall not proceed with the next construction phase until the required inspection is complete and the work has been approved by the Developer's Engineer, the City Engineer or the Engineer's authorized inspector. All such inspections shall be scheduled in accordance with the City of Twin Falls Standard Specifications. Developer agrees to pay all costs resulting from: 1) his failure to properly schedule and request a required test or inspection or 2) proceeding with work before receiving approval to proceed. Developer agrees to remove or correct any rejected, unapproved or defective work or materials as required by the Developer's Engineer or the City Engineer. Any such defective work whether the result of poor workmanship, use of defective materials, damage through carelessness or any other cause, shall be removed within ten (10) days after written notice is given by the Developer's Engineer or the City Engineer, and the work shall be re-executed by the Contractor at his expense. The fact that either Engineer may have previously overlooked such defective work or materials shall not be a basis for acceptance of any part of it.

The issuance or approval of plans, specifications and computations shall not be construed as an approval of any violation of any provisions of City code, specifications, standards, policy, or any other ordinance of the City. Approvals of plans that may violate City code, specifications or departmental policies will not be valid.

The approval of construction plans, specifications, and other data shall not prevent the City from thereafter requiring the correction of errors or omissions in said plans or specifications prior to or during actual construction or final acceptance by the City.

The Developer shall remove from all public property all temporary structures, rubbish, and waste materials resulting from their operation or caused by his employees.

The Developer shall guarantee all materials, workmanship and equipment furnished for a period of one (1) year from the date of written acceptance of the work by the City Engineer or authorized representative.

The Developer shall be responsible for any damage to any existing public improvements and shall repair or replace any such damage as required by the City Engineer, during or after completion of this project.

XII.

The City and the Developer agree to the following minimum for Required Improvements, City Costs, Required Inspections and to any other improvements, approved or required by the City Council and shown on the approved construction plans.

PUBLIC WAYS

(a) Required Improvements

- (1) Curb, gutter and sidewalk on all public street rights-of-way.
- (2) A standard residential street thirty six feet (36') wide with an eight inch (8") gravel course and two inch (2") asphaltic concrete surface course on all public street rights-of-way serving residential use property.
- (3) Minor residential and private streets as specified in the City of Twin Falls Standard Drawings.
- (4) A standard commercial or collector street forty eight feet (48') wide with an eleven inch (11") gravel course and three inch (3") asphaltic concrete surface course on all public street rights-of-way serving commercial use property or as a collector street. Whenever a street serves an industrial use property the City Engineer will determine the appropriate structural section.
- (5) A service-road twenty four feet (24') wide with an eight inch (8") gravel course and two inch (2") asphaltic concrete surface course and with concrete curb-gutter or curb and valley-gutter on all public service road rights-of-way.
- (6) A sidewalk five feet (5') wide minimum on all public pedestrian rights-of-way. Four foot (4') sidewalks by special permission of the City Council are allowed by City of Twin Falls Standard Drawings for minor residential streets under certain conditions.

- (7) Landscaping and sidewalk placement required adjacent to arterial and collector streets: A tract of land eleven feet (11') in depth behind the curb line will be dedicated as part of any residential development adjacent to arterial and collector streets. Within that tract the developer shall install landscaping six feet (6') in depth with a sprinkler system and with grass and trees behind the curb line and shall also install a five foot (5') sidewalk. The landscaping will be maintained by the city and funded through a fee added to the water bill of each account within the development. Irrevocable restrictive covenants for this development and maintenance shall provide for this funding. TFCC §10-12-4.2(O).
- (8) Street signs and traffic control devices on all public streets.
- (9) Street lights as determined by City policy for street light installation.
- (b) City Costs
 - (1) The cost of any street signs or traffic control devices installed by the City on new or existing streets.
 - (2) The cost of any required street lights (standard luminaires mounted on a wood pole). The Developer shall pay the extra cost of any decorative luminaires or poles. Prior approval will be required, and the cost of maintenance, replacement and power usage will be considered.
- (c) Required Inspections and Testing
 - (1) All inspections and testing shall be as required by City of Twin Falls Standard Specifications.

WATER SYSTEM

- (a) Required Improvements
 - (1) Pursuant to City Code Section 7-8-3, 7-8-10 and 10-12-4.2 water line and fittings six inch (6") minimum diameter that will transport a flow of water, which will satisfy fire, domestic, other water demands of the development, based upon the City water pipe sizing plan and computer water model. Water line extension shall include connection from the existing City Water System to each building site and fire hydrants and then loop back to the City System in a manner that will provide a properly functioning system approved by the City Engineer, Water Superintendent and Fire

Chief. If the development is to be constructed in phases, the water system shall be looped back to the City system during the first phase. No dead-end lines will be allowed during any phase of the project.

- (2) Water lines and fittings adjacent to and internal to the development shall be sized to continue the orderly expansion of the City water distribution network in accordance with existing sizing guidelines.
- (3) Water valves that will allow temporary suspension of water flow for maintenance and repair of portions of water system without causing undue inconvenience to a large number of users or creating a critical situation in the suppression of fires.
- (4) Fire hydrant connections and fire hydrants spacing to substantially comply with the minimum standards suggested by the Fire Rating Bureau and American Water Works Association. Fire hydrants are required in all developments.
- (5) One water service line shall be constructed to each building site at the time the water lines are installed. Each service line shall not exceed fifty feet (50') in length and shall terminate at the right-of-way.

During construction of the curb the letter W shall be stamped into the top or face of the curb directly in front of the water meter box. The impression shall be not less than one and one half inches (1½") high. Meters shall be grouped at adjacent side lot lines when possible or at another location if requested by the Developer and approved by the City Engineer and Water Superintendent.

Water meter boxes will not be allowed in driveway approaches. Any cost associated in relocating meters from driveway approaches will be the responsibility of the Developer or Lot Owner. Temporary address or lot number signs shall be staked at the location where the water meter box is to be installed. The City may install multiple water meters in a single water meter box.

The City will make the water line tap only after all appropriate tap fees for a Water Connection General Permit have been received and permits issued. All new water service line and connections made from existing water service mains to service any new development will be the responsibility of the

Developer. The City will make the necessary service line tap after payment of the required water connection general permit fees.

- (6) One water service line tap, meter box, and service line shall be constructed for each building connected to the City water system. It is understood and agreed that the City will make all service line taps and install all meter boxes and that the fee paid by the developer for a Water Connection General Permit will reimburse the City for such work.
- (7) It is further understood and agreed that the City will make all connections to the existing water system. The City will disinfect the new water system at the developer's expense.

(b) City Costs

- (1) None.

(c) Required Inspections

- (1) All inspections and testing shall be as required by the City of Twin Falls Standard Specifications.

WASTE WATER COLLECTION SYSTEM

(a) Required Improvements

- (1) Pursuant to City Code Section 7-7-4, 7-7-11 and 10-12-4.2 a waste water collection system (eight-inch (8") minimum diameter) that will transport a flow of waste water, under conditions of maximum and minimum discharge from the development, to the existing City waste water system.
- (2) Waste water sewer lines adjacent to or internal to the development will be sized to continue the orderly expansion of the City Waste Water Collection System in accordance with existing sizing guidelines and computer sewer model.
- (3) Manholes to provide access for maintenance and cleaning of the sewer lines located at any change of grade or alignment of the sewer, at the end of each sewer and spaced not more than four hundred feet (400') apart.
- (4) During construction of the curb the letter S shall be stamped into the top or face of the curb directly in front of the sewer service line location. The impression shall be not less than one and one half inches (1½") high.

(b) City Costs

(1) None.

(c) Required Inspections and Testing

(1) All inspections and testing shall be as required by City of Twin Falls Standard Specifications.

DRAINAGE SYSTEM

(a) Required Improvements

(1) Any valley-gutters, ditching, grading or other surface drainage facilities necessary to convey any storm run-off originating from or traversing across the proposed development over the land surface to a point of retention, detention or discharge approved by the City Engineer.

(2) Any catch basin, storm sewer and other sub-surface drainage facilities necessary to convey any storm run-off, originating from or traversing across the proposed development, to a point of retention, detention or discharge approved by the City Engineer, that cannot, in the City Engineer's opinion, be conveyed over the land surface without causing damage to public or private property or without being an unreasonable inconvenience or hazard to a private individual, a group of individuals or the general public.

(b) City Costs

(1) None.

(c) Required Inspections and Testing

(1) All inspections and testing shall be as required by the City of Twin Falls Standard Specifications.

GRAVITY IRRIGATION SYSTEM

(a) Required Improvements

(1) Any pipe, boxes or other appurtenances necessary to convey all irrigation water in underground pipe across the development and any adjacent public property. Irrigation facilities outside an established City irrigation district shall be constructed in an irrigation easement on private property except where it is necessary for irrigation water to cross the public right-of-way and all such crossings shall be perpendicular to the center line of said right-of-way unless otherwise approved by the City Engineer due to some unusual condition.

- (b) City Costs
 - (1) None.
- (c) Required Inspections and Testing
 - (1) All inspections and testing shall be as required by the City of Twin Falls Standard Specifications.

PRESSURE IRRIGATION SYSTEM

- (a) Required Improvements
 - (1) Pursuant to Section 7-8-3 of the City Code, the use of the City's potable water supply as the primary source of irrigation water in all new developments shall be prohibited. For purposes of this subsection, the term "new development" means any new subdivision or PUD, or any development of any parcel of land of two (2) acres or larger that is not part of a subdivision or PUD. One (1) share of Twin Falls Canal Company Water for each acre of property within the subdivision shall be deeded to the City of Twin Falls before the filing of the final plat for use in the City's pressurized irrigation system.
 - (2) Pressure irrigations water line and fittings shall be four inch (4") minimum diameter or larger that will transport a flow of water, which will satisfy all irrigation water demands of the development, based upon the computer irrigation water model that the developer's engineer has prepared.
 - (3) Water lines and fittings adjacent to and internal to the development shall be sized to continue the orderly expansion of the City Pressure Irrigation water distribution network in accordance with existing sizing guidelines.
 - (4) Water valves that will allow temporary suspension of water flow for maintenance and repair of portions of water system without causing undue inconvenience to a large number of users. One pressure irrigation water service line shall be constructed to each subdivision

lot site at the time the pressure irrigation water lines are installed. Each service line shall not exceed fifty feet (50') in length and shall terminate at the right-of-way. One Pressure irrigation water service line tap, irrigation box, and service line shall be constructed for each subdivision lot connected to the City pressure irrigation water system.

- (5) The Developer shall be responsible for all costs incurred in designing and installing the pressure irrigation station. This includes the land, pumps, motors, filters, buildings, delivery system to the station from the TFCC head gate, storage pond, Supervisory Control and Data Acquisition (SCADA) system, and power to the station.
- (6) All pressure irrigation system plans must be prepared by the Developer's engineer shall be according to the City's standard specifications and drawings. Plans submitted to the City shall be signed by a Professional Engineer for review and final approval, before the City Engineer will sign the plat or approve construction plans.
- (7) The Pressure Irrigation System shall be located with in easements, right of ways and/or property deeded to the City of Twin Falls.

(b) City Cost.

- (1) None

(c) Required Inspections and Testing

- (1) All inspections and testing shall be as required by the City of Twin Falls Standard Specifications.

SPECIAL FEATURES

Pursuant to commitments made by the Developer as conditions of approval of the development, the following special features shall be constructed:

a) Required Improvements

~~Install a water main to city standards in conjunction with roadway improvements being done by the City of Twin Falls.~~

b) City Costs

(1) None.

XIII.

The City and the Developer agree that the sequence of construction shall be as follows unless special approval in writing is obtained from the City Engineer:

1. Erosion and sedimentation controls.
2. Stormwater retention and detention facilities.
3. Waste water sewers and service connections.
4. Waste water manholes.
5. Storm sewers and catch basins.
6. Gravity irrigation pipes and boxes.
7. Pressure irrigation lines, service connections, etc.
8. Water lines and service connections.
9. Gas lines, power lines, telephone lines and cablevision lines.
10. Any other underground improvements that are required.
11. Sub-base preparation for public ways.
12. Gravel base course for public ways.
13. Curb-gutter, valley-gutter and sidewalk.
14. Gravel leveling course.
15. Asphalt paving.
16. Special Features.

XIV.

The Development may be phased as indicated on the attached development plan submitted by the Developer and approved by the City Engineer.

The terms of the basic agreement shall apply individually to each phase shown on the attached plan as though each phase were a separate and independent development providing each phase is begun in the sequence indicated on the development plan.

The two (2) year time limit, (indicated in Section VII of the Agreement) for completing the required improvements shall begin for each phase when the Developer sells a lot or an application or a building permit to construct a building within the phase has been received by the City.

The Developer may cease further development after completing any phase and before beginning the next phase and the basic agreement shall terminate in accordance with Section XVI, of the basic agreement for any undeveloped phases of the development originally proposed in the basic agreement.

XV.

This agreement shall bind the parties hereto, their heirs, successors in interest, and lawful assigns.

XVI.

In the event of a breach of Agreement, or should legal action of any kind be taken to enforce the provisions, hereof, the prevailing party shall be entitled to reasonable attorney fees and costs awarded by the Court.

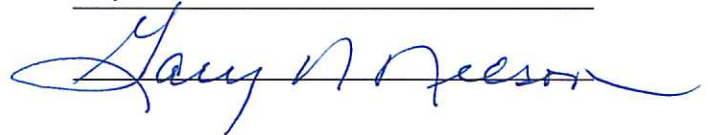
Attest:

CITY OF TWIN FALLS, IDAHO

City Clerk_____
Mayor

Developer

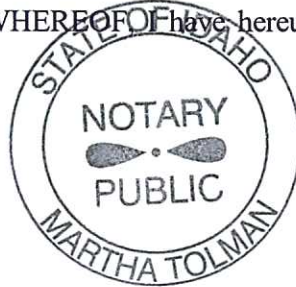
Gary N. Nelson



STATE OF IDAHO)
)ss.
County of Twin Falls)

On this 20th day of August, 2018, before me, the undersigned, a Notary Public for Idaho, personally appeared Gary N. Nelson, known to me to be the persons whose names are subscribed to the within instrument on behalf of said Owner and acknowledged to me that said Owner executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and seal the day and year first above written.





Notary Public for Idaho
Residing at Twin Falls, Idaho
exp 10/17/18

CORPORATION

STATE OF IDAHO)
)ss.
County of Twin Falls)

On this ____ day of _____, 20____, before me, the undersigned, a Notary Public for Idaho, personally appeared _____, known or identified to me (or proved to me on the oath of _____) to be the president, or vice-president, or secretary or assistant secretary, of the corporation that executed the instrument or the person who executed the instrument on behalf of said corporation, and acknowledged to me that such corporation executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and seal the day and year first above written.

Notary Public for Idaho
Residing at Twin Falls, Idaho

PARTNERSHIP

STATE OF IDAHO)
)ss.
County of Twin Falls)

On this ____ day of _____, 20____, before me, the undersigned, a Notary Public for Idaho, personally appeared _____, known or identified to me (or proved to me on the oath of _____) to be one of the partners in the partnership of _____, and the partner or one of the partners who subscribed said partnership name to the foregoing instrument, and acknowledged to me that he executed the same in said partnership name.

IN WITNESS WHEREOF, I have hereunto set my hand and seal the day and year first
above written.

Notary Public for Idaho
Residing at Twin Falls, Idaho

NOTICE OF DEVELOPER'S AGREEMENT

NOTICE IS HEREBY GIVEN, that a document entitled "Improvement Agreement for Developers" (hereafter "Agreement") has been executed and filed with the City of Twin Falls, Idaho, for the following named subdivision:

North College Road Water Line Improvements (Future Subdivision)

The Agreement imposes certain obligations upon the developer for the development of the subject property, and upon the developer's heirs, successors in interest and lawful assigns. Details of the conditions and obligations may be found by examining or photocopying the Agreement at the Office of the City Engineer, 321 2nd Avenue East, Twin Falls, Idaho 83301.

CITY OF TWIN FALLS, IDAHO

City Clerk

Mayor

Developer
Gary N. Nelson

Gary N. Nelson

STATE OF IDAHO)
)ss.
County of Twin Falls)

On this 20th day of August, 2018, before me, the undersigned, a Notary Public for Idaho, personally appeared Gary N. Nelson, known to me to be the persons whose names are subscribed to the within instrument on behalf of said Owner and acknowledged to me that said Owner executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and seal the day and year first above written.



Martha Tolman
Notary Public for Idaho
Residing at Twin Falls, Idaho
Exp 10/17/18



Date: Monday, September 10, 2018
To: Honorable Mayor and City Council
From: Sergeant Justin Dimond, Twin Falls Police Department

ACTION ITEM

Request:

Request to hold the 6th Annual Haunted Swamp.

Time Estimate:

Staff requests that this item be placed on the Consent Calendar.

Background:

Gary Miller, owner of Magic Mountain Ski Resort, has held the Haunted Swamp event at the same location for the last five years. It will be held at 646 South Park Avenue West, property owned by Mr. Miller. The Haunted Swamp will be open weekends starting on September 21, 2018, and running until November 4, 2018. The Haunted Swamp will be open on Fridays and Saturdays from 7:30 p.m. until 12:00 a.m. Additionally, it will be open on two Wednesday evenings in October from 7:30 p.m. until 10:00 p.m.

This event is a fundraiser for the Magic Mountain Ski Patrol. They will have several employees working the event, to include guides to aid people through the Haunted Swamp. Mr. Miller will also have three large parking areas for those attending, with a gravel road leading them to the parking area. He will have employees providing security and assisting with traffic control and parking.

Mr. Miller and Ski Patrol members will be responsible for any mud and debris tracked onto South Park Avenue West from this event. He has made arrangements for clean-up of the roadway if necessary.

There will be Ski Patrol members assisting with the event at all times. Each of the Ski Patrol members is trained in CPR and first aid.

We have had no calls for service during this event over the past five years. Alcohol and smoking will not be allowed on the property.

Approval Process:

Consent of the Council

Budget Impact:

Twin Falls Police Department Staff does not feel there is a need for the Twin Falls Police Department to provide security. Therefore, there is no budget impact.

Regulatory Impact:

N/A

History:

N/A

Analysis:

N/A

Conclusion:

With the success of this event in the past, Twin Falls Police Department and relevant City Staff members have reviewed this Special Event Application and recommend that the City Council approve the annual Haunted Swamp event.

Attachments:

None



Date: Monday, September 10, 2018
To: Honorable Mayor and City Council
From: Sergeant Justin Dimond, Twin Falls Police Department

ACTION ITEM

Request:

Request to hold the Annual Twin Falls Corn Maze.

Time Estimate:

Staff requests that this item be placed on the Consent Calendar.

Background:

Wyatt Detweiler has submitted a Special Event Application requesting to hold the Twin Falls Corn Maze at the northeast corner of Pole Line Road West and Grandview Drive North. The Twin Falls Corn Maze will start on September 21, 2018, and will run through November 4, 2018. The maze is scheduled to be open daily from 10:00 a.m. to 10:00 p.m.

The Twin Falls Corn Maze is a family-friendly event that will feature a corn maze situated in an eleven (11)-acre corn field complete with a pumpkin patch. There will be a "Kid's Zone" where there will be games and pony rides for small children. The Twin Falls Corn Maze will also have the "Sling Shot" carnival ride set up for children and adults.

As an addition this year, there will be a "Zombie Paint Ball" course in which participants will don protective gear and proceed on a guided expedition to vanquish zombies in the corn field.

There will be food for sale by vendors during this event. There will be no alcohol sold or consumed at this event.

It should be noted that this event has been held successfully in the past with no calls for service being generated for the Twin Falls Police Department.

Approval Process:

Consent of the Council

Budget Impact:

Twin Falls Police Department Staff does not feel there is a need for the Twin Falls Police Department to provide security. Therefore, there is no budget impact.

Regulatory Impact:

N/A

History:

N/A

Analysis:

N/A

Conclusion:

Twin Falls Police Department and relevant City Staff Members have reviewed this Special Event Application. Based on the information provided, they recommend that the City Council approve the Twin Falls Corn Maze Event.

Attachments:

None



Date: Monday, September 10, 2018
To: Honorable Mayor and City Council
From: William Carberry, Airport Manager

ACTION ITEM

Request:

Request to approve a FAA Grant Offer (AIP 41) for Airport Planning and Snow Removal Equipment in the amount of \$532,809.00.

Time Estimate:

Approx. 5 minutes with additional time for questions.

Background:

This grant offer from the FAA will cover the costs of the recently awarded bids for two pieces of snow removal equipment and the associated engineering services. The grant also includes reimbursement funds for a previous northeast pre-design and environmental study.

Approval Process:

A majority of the Council is required to approve the request.

Budget Impact:

This grant covers 93.75% of the cost of the project with the remaining local match funded through the airport's Passenger Facility Charge funds.

Regulatory Impact:

The grant offer will be subject to the standard assurances associated with FAA grant projects. The City Attorney has reviewed the grant offer.

History:

N/A

Analysis:

N/A

Conclusion:

Staff recommends the Council approve acceptance of the FAA AIP 41 Grant Offer for \$532,809.00 and authorize the Mayor to sign the grant offer.

Attachments:

1. Twin Falls DRAFT AIP 041-2018 Grant Offer



U.S. Department
of Transportation
Federal Aviation
Administration

GRANT AGREEMENT

PART I –OFFER

Date of Offer	August __, 2018
Airport/Planning Area	Joslin Field - Magic Valley Regional
AIP Grant Number	3-16-0036-041-2018
DUNS Number	156164758
TO:	County of Twin Falls and City of Twin Falls (herein called the "Sponsor")(For Co-Sponsors, list all Co-Sponsor names. The word "Sponsor" in this Grant Agreement also applies to a Co-Sponsor.)

FROM: **The United States of America**(acting through the Federal Aviation Administration, herein called the "FAA")

WHEREAS, the Sponsor has submitted to the FAA a Project Application dated March 12, 2018, for a grant of Federal funds for a project at or associated with the Joslin Field - Magic Valley Regional Airport, which is included as part of this Grant Agreement; and

WHEREAS, the FAA has approved a project for the Joslin Field - Magic Valley Regional Airport (herein called the "Project") consisting of the following:

Acquire Land for Development (categorical exclusion documents for 13 acres); Acquire Snow Removal Equipment (replacement truck and plow); Acquire Snow Removal Equipment (new truck with deicing hopper); Conduct Miscellaneous Study (Pavement Condition Index Survey); Conduct Miscellaneous Study (planning for northeast development alternatives); Install Perimeter fencing not Required by 49 CFR 1542 (replaces automated security gate)

which is more fully described in the Project Application.

NOW THEREFORE, According to the applicable provisions of the former Federal Aviation Act of 1958, as amended and recodified, 49 U.S.C. § 40101, et seq., and the former Airport and Airway Improvement Act of 1982 (AAIA), as amended and recodified, 49 U.S.C. § 47101, et seq., (herein the AAIA grant statute is referred to as "the Act"), the representations contained in the Project Application, and in consideration of (a) the Sponsor's adoption and ratification of the Grant Assurances dated March 2014, and the Sponsor's acceptance of this Offer; and, (b) the benefits to accrue to the United States and the public from the accomplishment of the Project and compliance with the Grant Assurances and conditions as herein provided.

THE FEDERAL AVIATION ADMINISTRATION, FOR AND ON BEHALF OF THE UNITED STATES, HEREBY OFFERS AND AGREES to pay 93.75 percent of the allowable costs incurred accomplishing the Project as the United States share of the Project.

This Offer is made on and **SUBJECT TO THE FOLLOWING TERMS AND CONDITIONS:**

CONDITIONS

1. **Maximum Obligation.** The maximum obligation of the United States payable under this Offer is \$532,809.
The following amounts represent a breakdown of the maximum obligation for the purpose of establishing allowable amounts for any future grant amendment, which may increase the foregoing maximum obligation of the United States under the provisions of 49 U.S.C. § 47108(b):
 - \$136,131 for planning
 - \$392,928 airport development or noise program implementation; and,
 - \$3,750 for land acquisition.
2. **Period of Performance.** The period of performance begins on the date the Sponsor formally accepts this agreement. Unless explicitly stated otherwise in an amendment from the FAA, the end date of the period of performance is 4 years (1,460 calendar days) from the date of formal grant acceptance by the Sponsor.
The Sponsor may only charge allowable costs for obligations incurred prior to the end date of the period of performance (2 CFR §200.309). Unless the FAA authorizes a written extension, the sponsor must submit all project closeout documentation and liquidate (pay off) all obligations incurred under this award no later than 90 calendar days after the end date of the period of performance (2 CFR §200.343).
The period of performance end date does not relieve or reduce Sponsor obligations and assurances that extend beyond the closeout of a grant agreement.
3. **Ineligible or Unallowable Costs.** The Sponsor must not include any costs in the project that the FAA has determined to be ineligible or unallowable.
4. **Determining the Final Federal Share of Costs.** The United States' share of allowable project costs will be made in accordance with the regulations, policies, and procedures of the Secretary. Final determination of the United States' share will be based upon the final audit of the total amount of allowable project costs and settlement will be made for any upward or downward adjustments to the Federal share of costs.
5. **Completing the Project Without Delay and in Conformance with Requirements.** The Sponsor must carry out and complete the project without undue delays and in accordance with this agreement, and the regulations, policies, and procedures of the Secretary. Per 2 CFR § 200.308, the Sponsor agrees to report to the FAA any disengagement from performing the project that exceeds three months. The report must include a reason for the project stoppage. The Sponsor also agrees to comply with the assurances which are part of this agreement.
6. **Amendments or Withdrawals before Grant Acceptance.** The FAA reserves the right to amend or withdraw this offer at any time prior to its acceptance by the Sponsor.
7. **Offer Expiration Date.** This offer will expire and the United States will not be obligated to pay any part of the costs of the project unless this offer has been accepted by the Sponsor on or before **September 14, 2018**, or such subsequent date as may be prescribed in writing by the FAA.
8. **Improper Use of Federal Funds.** The Sponsor must take all steps, including litigation if necessary, to recover Federal funds spent fraudulently, wastefully, or in violation of Federal antitrust statutes, or misused in any other manner for any project upon which Federal funds have been expended. For the purposes of this grant agreement, the term "Federal funds" means funds however used or dispersed by the Sponsor, that were originally paid pursuant to this or any other Federal grant agreement. The Sponsor must obtain the approval of the Secretary as to any determination of the amount of the Federal share of such funds. The Sponsor must return the recovered Federal share, including funds recovered by settlement, order, or judgment, to the Secretary. The Sponsor must furnish to the Secretary, upon request, all documents and records pertaining to the determination of the amount of the Federal share or to any

settlement, litigation, negotiation, or other efforts taken to recover such funds. All settlements or other final positions of the Sponsor, in court or otherwise, involving the recovery of such Federal share require advance approval by the Secretary.

9. **United States Not Liable for Damage or Injury.** The United States is not responsible or liable for damage to property or injury to persons which may arise from, or be incident to, compliance with this grant agreement.

10. **System for Award Management (SAM) Registration And Universal Identifier.**

- A. Requirement for System for Award Management (SAM): Unless the Sponsor is exempted from this requirement under 2 CFR 25.110, the Sponsor must maintain the currency of its information in the SAM until the Sponsor submits the final financial report required under this grant, or receives the final payment, whichever is later. This requires that the Sponsor review and update the information at least annually after the initial registration and more frequently if required by changes in information or another award term. Additional information about registration procedures may be found at the SAM website (currently at <http://www.sam.gov>).
- B. Data Universal Numbering System: DUNS number means the nine-digit number established and assigned by Dun and Bradstreet, Inc. (D & B) to uniquely identify business entities. A DUNS number may be obtained from D & B by telephone (currently 866-705-5771) or on the web (currently at <http://fedgov.dnb.com/webform>).

11. **Electronic Grant Payment(s).** Unless otherwise directed by the FAA, the Sponsor must make each payment request under this agreement electronically via the Delphi Invoicing System for Department of Transportation (DOT) Financial Assistance Awardees.

12. **Informal Letter Amendment of AIP Projects.** If, during the life of the project, the FAA determines that the maximum grant obligation of the United States exceeds the expected needs of the Sponsor by \$25,000 or five percent (5%), whichever is greater, the FAA can issue a letter amendment to the Sponsor unilaterally reducing the maximum obligation.

The FAA can also issue a letter to the Sponsor increasing the maximum obligation if there is an overrun in the total actual eligible and allowable project costs to cover the amount of the overrun provided it will not exceed the statutory limitations for grant amendments. The FAA's authority to increase the maximum obligation does not apply to the "planning" component of condition No. 1.

The FAA can also issue an informal letter amendment that modifies the grant description to correct administrative errors or to delete work items if the FAA finds it advantageous and in the best interests of the United States.

An informal letter amendment has the same force and effect as a formal grant amendment.

13. **Air and Water Quality.** The Sponsor is required to comply with all applicable air and water quality standards for all projects in this grant. If the Sponsor fails to comply with this requirement, the FAA may suspend, cancel, or terminate this agreement.

14. **Financial Reporting and Payment Requirements.** The Sponsor will comply with all federal financial reporting requirements and payment requirements, including submittal of timely and accurate reports.

15. **Buy American.** Unless otherwise approved in advance by the FAA, the Sponsor will not acquire or permit any contractor or subcontractor to acquire any steel or manufactured products produced outside the United States to be used for any project for which funds are provided under this grant. The Sponsor will include a provision implementing Buy American in every contract.

16. **Maximum Obligation Increase For Primary Airports.** In accordance with 49 U.S.C. § 47108(b), as amended, the maximum obligation of the United States, as stated in Condition No. 1 of this Grant Offer:

- A. May not be increased for a planning project;
- B. May be increased by not more than 15 percent for development projects;
- C. May be increased by not more than 15 percent for land project.

17. Audits for Public Sponsors. The Sponsor must provide for a Single Audit or program specific audit in accordance with 2 CFR part 200. The Sponsor must submit the audit reporting package to the Federal Audit Clearinghouse on the Federal Audit Clearinghouse's Internet Data Entry System at <http://harvester.census.gov/facweb/>. Provide one copy of the completed audit to the FAA if requested.

18. Suspension or Debarment. When entering into a "covered transaction" as defined by 2 CFR §180.200, the Sponsor must:

- A. Verify the non-federal entity is eligible to participate in this Federal program by:
 - 1. Checking the excluded parties list system (EPLS) as maintained within the System for Award Management (SAM) to determine if the non-federal entity is excluded or disqualified; or
 - 2. Collecting a certification statement from the non-federal entity attesting they are not excluded or disqualified from participating; or
 - 3. Adding a clause or condition to covered transactions attesting individual or firm are not excluded or disqualified from participating.
- B. Require prime contractors to comply with 2 CFR §180.330 when entering into lower-tier transactions (e.g. Sub-contracts).
- C. Immediately disclose to the FAA whenever the Sponsor (1) learns they have entered into a covered transaction with an ineligible entity or (2) suspends or debars a contractor, person, or entity.

19. Ban on Texting While Driving.

- A. In accordance with Executive Order 13513, Federal Leadership on Reducing Text Messaging While Driving, October 1, 2009, and DOT Order 3902.10, Text Messaging While Driving, December 30, 2009, the Sponsor is encouraged to:
 - 1. Adopt and enforce workplace safety policies to decrease crashes caused by distracted drivers including policies to ban text messaging while driving when performing any work for, or on behalf of, the Federal government, including work relating to a grant or subgrant.
 - 2. Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as:
 - a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
 - b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.
- B. The Sponsor must insert the substance of this clause on banning texting while driving in all subgrants, contracts and subcontracts.

20. AIP Funded Work Included in a PFC Application.

Within 90 days of acceptance of this award, Sponsor must submit to the Federal Aviation Administration an amendment to any approved Passenger Facility Charge (PFC) application that contains an approved PFC project also covered under this grant award. The airport sponsor may not make any expenditure under this award until project work addressed under this award is removed from an approved PFC application by amendment.

21. Exhibit "A" Property Map. The Exhibit "A" Property Map dated August 2012, is incorporated herein by reference or is submitted with the project application and made part of this grant agreement.

22. Employee Protection from Reprisal.

A. Prohibition of Reprisals –

1. In accordance with 41 U.S.C. § 4712, an employee of a grantee or subgrantee may not be discharged, demoted, or otherwise discriminated against as a reprisal for disclosing to a person or body described in sub-paragraph (A)(2), information that the employee reasonably believes is evidence of:
 - i. Gross mismanagement of a Federal grant;
 - ii. Gross waste of Federal funds;
 - iii. An abuse of authority relating to implementation or use of Federal funds;
 - iv. A substantial and specific danger to public health or safety; or
 - v. A violation of law, rule, or regulation related to a Federal grant.
2. Persons and bodies covered: The persons and bodies to which a disclosure by an employee is covered are as follows:
 - i. A member of Congress or a representative of a committee of Congress;
 - ii. An Inspector General;
 - iii. The Government Accountability Office;
 - iv. A Federal office or employee responsible for oversight of a grant program;
 - v. A court or grand jury;
 - vi. A management office of the grantee or subgrantee; or
 - vii. A Federal or State regulatory enforcement agency.
3. Submission of Complaint – A person who believes that they have been subjected to a reprisal prohibited by paragraph A of this grant term may submit a complaint regarding the reprisal to the Office of Inspector General (OIG) for the U.S. Department of Transportation.
4. Time Limitation for Submittal of a Complaint – A complaint may not be brought under this subsection more than three years after the date on which the alleged reprisal took place.
5. Required Actions of the Inspector General – Actions, limitations and exceptions of the Inspector General's office are established under 41 U.S.C. § 4712(b)
6. Assumption of Rights to Civil Remedy - Upon receipt of an explanation of a decision not to conduct or continue an investigation by the Office of Inspector General, the person submitting a complaint assumes the right to a civil remedy under 41 U.S.C. § 4712(c).

23. Co-Sponsor. The Co-Sponsors understand and agree that they jointly and severally adopt and ratify the representations and assurances contained therein and that the word "Sponsor" as used in the application and other assurances is deemed to include all co-sponsors.

24. SRE Equipment and Vehicles. The Sponsor agrees that it will:

- A. House and maintain the equipment in a state of operational readiness on and for the airport;
- B. Provide the necessary staffing and training to maintain and operate the vehicle and equipment;
- C. Restrict the vehicle to on-airport use only;
- D. Restrict the vehicle to the use for which it was intended; and
- E. Amend the Airport Emergency Plan and/or Snow and Ice Control Plan to reflect the acquisition of the vehicle and equipment.

25. Disadvantaged Business Enterprise (DBE)/Airport Concessions Disadvantaged Business Enterprise (ACDBE) Program. The Sponsor understands and agrees that the FAA will not make nor be obligated to

make any payments on this grant until the Sponsor has received from the FAA Office of Civil Rights approval of its DBE Program (reflecting compliance with 49 CFR Part 26), and if applicable its ACDBE program.

26. Update Approved Exhibit "A" Property Map for Land in Project. The Sponsor understands and agrees to update the Exhibit "A" Property Map to standards satisfactory to the FAA and submit it in final form to the FAA. It is further mutually agreed that the reasonable cost of developing said Exhibit "A" Property Map is an allowable cost within the scope of this project.

27. Land Acquisition. The Sponsor agrees that no payments will be made on the grant until the Sponsor has presented evidence to the FAA that it has recorded the grant agreement, including the grant assurances in the public land records of the county courthouse. The Sponsor understands and agrees that recording the grant agreement legally enforces these requirements, encumbrances and restrictions on the obligated land.

28. Financial Reporting Requirements. The Sponsor agrees to submit a Federal Financial Report (FAA Form SF-425) for all open grants to the Airports District Office within 90 days following the end of each Federal fiscal year and with each Final Project Closeout Report.

The Sponsor further agrees to submit an **Outlay Report and Request for Reimbursement** (FAA Form SF-271 for construction projects) or **Request for Advance or Reimbursement** (FAA Form SF-270 for non-construction projects) to the Airports District Office within 90 days following the end of each Federal fiscal year and with each Final Project Closeout Report.

29. Final Payment. The Sponsor understands and agrees that in accordance with 49 USC 47111, no payments totaling more than 90 percent of United States Government's share of the project's estimated allowable cost may be made before the project is determined to be satisfactorily completed.

If the project is determined to be satisfactorily complete and proper documentation is submitted by the Sponsor to the Airports District Office (ADO), then the ADO may approve payments up to 97.5 percent of United States Government's share of the project's estimated allowable cost. "Satisfactorily complete" means the following: (1) The project results in a complete, usable unit of work as defined in the grant agreement; and (2) The sponsor submits necessary documents showing that the project is substantially complete per the contract requirements, or has a plan (that FAA agrees with) that addresses all elements contained on the punch list.

30. Sponsor Performance Report.

a. **For non-construction projects** – the Sponsor understands and agrees that in accordance with 2 CFR §200.328 the Sponsor shall submit a Quarterly Performance Report to the Airports District Office (ADO) within 30 calendar days from the end of the quarter, beginning in the quarter in which the project begins, and for each following quarter until the project is substantially complete. If a major project or schedule change occurs between Quarterly Performance Reports, the sponsor must submit an out of cycle performance report to the ADO. The performance report for non-construction projects shall include the following as a minimum:

- i. A comparison of proposed objectives to actual accomplishments.
- ii. Reasons for any slippage or lack of accomplishment in a given area.
- iii. Impacts on other AIP-funded projects.
- iv. Impacts to projects funded by PFC, other FAA programs, or the sponsor.
- v. Identification and explanation of any anticipated cost overruns.

b. **For construction projects** – FAA Form 5370-1 Construction Progress and Inspection Report satisfies the performance reporting requirement. The sponsor must submit FAA Form 5370-1 to the ADO on a

weekly basis during construction and at least quarterly when the project is in winter shutdown, until the project is substantially complete. Form 5370-1 requires the following information:

1. Estimated percent completion to date of construction phases.
2. Work completed or in progress during the period.
3. Brief Weather Summary during the period including approximate rainfall and period of below freezing temperature.
4. Contract time: Number of days charged to date and last working day charged.
5. Summary of laboratory and field testing during the period.
6. Work anticipated by the contractor for the next period.
7. Problem areas and other comments.

31. Grant Approval Based Upon Certification. The FAA and the Sponsor agree that the FAA approval of this grant is based on FAA acceptance of the Sponsor's certification to carry out the project in accordance with FAA policies, standards, and specifications. The Sponsor Certifications received from the Sponsor for the work included in this grant are hereby incorporated into this grant agreement. The Sponsor understands that:

- A. The Sponsor's certification does not relieve the Sponsor of the requirement to obtain prior FAA approval for modifications to any AIP standards or to notify the FAA of any limitations to competition within the project;
- B. The FAA's acceptance of a Sponsor's certification does not limit the FAA from reviewing appropriate project documentation for the purpose of validating the certification statements;
- C. If the FAA determines that the Sponsor has not complied with their certification statements, the FAA will review the associated project costs to determine whether such costs are allowable under AIP.

The Sponsor's acceptance of this Offer and ratification and adoption of the Project Application incorporated herein shall be evidenced by execution of this instrument by the Sponsor, as hereinafter provided, and this Offer and Acceptance shall comprise a Grant Agreement, as provided by the Act, constituting the contractual obligations and rights of the United States and the Sponsor with respect to the accomplishment of the Project and compliance with the assurances and conditions as provided herein. Such Grant Agreement shall become effective upon the Sponsor's acceptance of this Offer.

ACKNOWLEDGEMENT

STATE OF _____

COUNTY OF _____

On _____, before me, a Notary Public, personally appeared _____, who proved to me through satisfactory evidence to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that _____ executed the foregoing instrument in their authorized capacity by their signature on the instrument.

Signature of Notary
**UNITED STATES OF AMERICA
FEDERAL AVIATION ADMINISTRATION**

*(Signature)*_____
William C. Garrison*(Typed Name)*_____
Manager, Helena Airports District Office*(Title of FAA Official)*

PART II - ACCEPTANCE

The Sponsor does hereby ratify and adopt all assurances, statements, representations, warranties, covenants, and agreements contained in the Project Application and incorporated materials referred to in the foregoing Offer, and does hereby accept this Offer and by such acceptance agrees to comply with all of the terms and conditions in this Offer and in the Project Application.

I declare under penalty of perjury that the foregoing is true and correct.¹

Executed this _____ day of _____, _____.

ACKNOWLEDGEMENT

STATE OF _____

COUNTY OF _____

On _____, before me, a Notary Public, personally appeared _____, who proved to me through satisfactory evidence to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that _____ executed the foregoing instrument in their authorized capacity by their signature on the instrument.

Signature of Notary

County of Twin Falls, Idaho

(Name of Sponsor)

By:

(Signature of Sponsor's Authorized Official)

(Typed Name of Sponsor's Authorized Official)

(Title of Sponsor's Authorized Official)

CERTIFICATE OF SPONSOR'S ATTORNEY

I, _____, acting as Attorney for the Sponsor do hereby certify:

That in my opinion the Sponsor is empowered to enter into the foregoing Grant Agreement under the laws of the State of Idaho. Further, I have examined the foregoing Grant Agreement and the actions taken by said Sponsor and Sponsor's official representative has been duly authorized and that the execution thereof is in all respects due and proper and in accordance with the laws of the said State and the Act. In addition, for grants involving projects to be carried out on property not owned by the Sponsor, there are no legal impediments that will prevent full performance by the Sponsor. Further, it is my opinion that the said Grant Agreement constitutes a legal and binding obligation of the Sponsor in accordance with the terms thereof.

Dated at _____ (location) this _____ day of _____, _____.

ACKNOWLEDGEMENT

STATE OF _____

COUNTY OF _____

On _____, before me, a Notary Public, personally appeared _____, who proved to me through satisfactory evidence to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that _____ executed the foregoing instrument in their authorized capacity by their signature on the instrument.

Signature of Notary

By:

(Signature of Sponsor's Attorney)

¹Knowingly and willfully providing false information to the Federal government is a violation of 18 U.S.C. Section 1001 (False Statements) and could subject you to fines, imprisonment, or both.

The Sponsor does hereby ratify and adopt all assurances, statements, representations, warranties, covenants, and agreements contained in the Project Application and incorporated materials referred to in the foregoing Offer, and does hereby accept this Offer and by such acceptance agrees to comply with all of the terms and conditions in this Offer and in the Project Application.

I declare under penalty of perjury that the foregoing is true and correct.²

Executed this _____ day of _____, _____.

ACKNOWLEDGEMENT

STATE OF _____

COUNTY OF _____

On _____, before me, a Notary Public, personally appeared _____, who proved to me through satisfactory evidence to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that _____ executed the foregoing instrument in their authorized capacity by their signature on the instrument.

Signature of Notary

City of Twin Falls, Idaho

(Name of Sponsor)

By:

(Signature of Sponsor's Authorized Official)

(Typed Name of Sponsor's Authorized Official)

(Title of Sponsor's Authorized Official)

CERTIFICATE OF SPONSOR'S ATTORNEY

I, _____, acting as Attorney for the Sponsor do hereby certify:

That in my opinion the Sponsor is empowered to enter into the foregoing Grant Agreement under the laws of the State of Idaho. Further, I have examined the foregoing Grant Agreement and the actions taken by said Sponsor and Sponsor's official representative has been duly authorized and that the execution thereof is in all respects due and proper and in accordance with the laws of the said State and the Act. In addition, for grants involving projects to be carried out on property not owned by the Sponsor, there are no legal impediments that will prevent full performance by the Sponsor. Further, it is my opinion that the said Grant Agreement constitutes a legal and binding obligation of the Sponsor in accordance with the terms thereof.

Dated at _____ (location) this _____ day of _____, _____.

ACKNOWLEDGEMENT

STATE OF _____

COUNTY OF _____

On _____, before me, a Notary Public, personally appeared _____, who proved to me through satisfactory evidence to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that _____ executed the foregoing instrument in their authorized capacity by their signature on the instrument.

Signature of Notary

By:

(Signature of Sponsor's Attorney)

²Knowingly and willfully providing false information to the Federal government is a violation of 18 U.S.C. Section 1001 (False Statements) and could subject you to fines, imprisonment, or both.

ASSURANCES

AIRPORT SPONSORS

A. General.

- a. These assurances shall be complied with in the performance of grant agreements for airport development, airport planning, and noise compatibility program grants for airport sponsors.
- b. These assurances are required to be submitted as part of the project application by sponsors requesting funds under the provisions of Title 49, U.S.C., subtitle VII, as amended. As used herein, the term "public agency sponsor" means a public agency with control of a public-use airport; the term "private sponsor" means a private owner of a public-use airport; and the term "sponsor" includes both public agency sponsors and private sponsors.
- c. Upon acceptance of this grant offer by the sponsor, these assurances are incorporated in and become part of this grant agreement.

B. Duration and Applicability.

1. Airport development or Noise Compatibility Program Projects Undertaken by a Public Agency Sponsor.

The terms, conditions and assurances of this grant agreement shall remain in full force and effect throughout the useful life of the facilities developed or equipment acquired for an airport development or noise compatibility program project, or throughout the useful life of the project items installed within a facility under a noise compatibility program project, but in any event not to exceed twenty (20) years from the date of acceptance of a grant offer of Federal funds for the project. However, there shall be no limit on the duration of the assurances regarding Exclusive Rights and Airport Revenue so long as the airport is used as an airport. There shall be no limit on the duration of the terms, conditions, and assurances with respect to real property acquired with federal funds. Furthermore, the duration of the Civil Rights assurance shall be specified in the assurances.

2. Airport Development or Noise Compatibility Projects Undertaken by a Private Sponsor.

The preceding paragraph 1 also applies to a private sponsor except that the useful life of project items installed within a facility or the useful life of the facilities developed or equipment acquired under an airport development or noise compatibility program project shall be no less than ten (10) years from the date of acceptance of Federal aid for the project.

3. Airport Planning Undertaken by a Sponsor.

Unless otherwise specified in this grant agreement, only Assurances 1, 2, 3, 5, 6, 13, 18, 25, 30, 32, 33, and 34 in Section C apply to planning projects. The terms, conditions, and assurances of this grant agreement shall remain in full force and effect during the life of the project; there shall be no limit on the duration of the assurances regarding Exclusive Rights and Airport Revenue so long as the airport is used as an airport.

C. Sponsor Certification.

The sponsor hereby assures and certifies, with respect to this grant that:

1. General Federal Requirements.

It will comply with all applicable Federal laws, regulations, executive orders, policies, guidelines, and requirements as they relate to the application, acceptance and use of Federal funds for this project including but not limited to the following:

FEDERAL LEGISLATION

- a. Title 49, U.S.C., subtitle VII, as amended.
- b. Davis-Bacon Act - 40 U.S.C. 276(a), et seq.¹
- c. Federal Fair Labor Standards Act - 29 U.S.C. 201, et seq.
- d. Hatch Act – 5 U.S.C. 1501, et seq.²
- e. Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 Title 42 U.S.C. 4601, et seq.^{1,2}
- f. National Historic Preservation Act of 1966 - Section 106 - 16 U.S.C. 470(f).¹
- g. Archeological and Historic Preservation Act of 1974 - 16 U.S.C. 469 through 469c.¹
- h. Native Americans Grave Repatriation Act - 25 U.S.C. Section 3001, et seq.
- i. Clean Air Act, P.L. 90-148, as amended.
- j. Coastal Zone Management Act, P.L. 93-205, as amended.
- k. Flood Disaster Protection Act of 1973 - Section 102(a) - 42 U.S.C. 4012a.¹
- l. Title 49, U.S.C., Section 303, (formerly known as Section 4(f))
- m. Rehabilitation Act of 1973 - 29 U.S.C. 794.
- n. Title VI of the Civil Rights Act of 1964 (42 U.S.C. § 2000d et seq., 78 stat. 252) (prohibits discrimination on the basis of race, color, national origin);
- o. Americans with Disabilities Act of 1990, as amended, (42 U.S.C. § 12101 et seq.), prohibits discrimination on the basis of disability).
- p. Age Discrimination Act of 1975 - 42 U.S.C. 6101, et seq.
- q. American Indian Religious Freedom Act, P.L. 95-341, as amended.
- r. Architectural Barriers Act of 1968 - 42 U.S.C. 4151, et seq.¹
- s. Power plant and Industrial Fuel Use Act of 1978 - Section 403- 2 U.S.C. 8373.¹
- t. Contract Work Hours and Safety Standards Act - 40 U.S.C. 327, et seq.¹
- u. Copeland Anti-kickback Act - 18 U.S.C. 874.1
- v. National Environmental Policy Act of 1969 - 42 U.S.C. 4321, et seq.¹
- w. Wild and Scenic Rivers Act, P.L. 90-542, as amended.
- x. Single Audit Act of 1984 - 31 U.S.C. 7501, et seq.²
- y. Drug-Free Workplace Act of 1988 - 41 U.S.C. 702 through 706.
- z. The Federal Funding Accountability and Transparency Act of 2006, as amended (Pub. L. 109-282, as amended by section 6202 of Pub. L. 110-252).

EXECUTIVE ORDERS

- a. Executive Order 11246 - Equal Employment Opportunity¹
- b. Executive Order 11990 - Protection of Wetlands
- c. Executive Order 11998 –Flood Plain Management

- d. Executive Order 12372 - Intergovernmental Review of Federal Programs
- e. Executive Order 12699 - Seismic Safety of Federal and Federally Assisted New Building Construction¹
- f. Executive Order 12898 - Environmental Justice

FEDERAL REGULATIONS

- a. 2 CFR Part 180 - OMB Guidelines to Agencies on Governmentwide Debarment and Suspension (Nonprocurement).
- b. 2 CFR Part 200, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards. [OMB Circular A-87 Cost Principles Applicable to Grants and Contracts with State and Local Governments, and OMB Circular A-133 - Audits of States, Local Governments, and Non-Profit Organizations].^{4, 5, 6}
- c. 2 CFR Part 1200 – Nonprocurement Suspension and Debarment
- d. 14 CFR Part 13 - Investigative and Enforcement Procedures 14 CFR Part 16 - Rules of Practice For Federally Assisted Airport Enforcement Proceedings.
- e. 14 CFR Part 150 - Airport noise compatibility planning.
- f. 28 CFR Part 35- Discrimination on the Basis of Disability in State and Local Government Services.
- g. 28 CFR § 50.3 - U.S. Department of Justice Guidelines for Enforcement of Title VI of the Civil Rights Act of 1964.
- h. 29 CFR Part 1 - Procedures for predetermination of wage rates.¹
- i. 29 CFR Part 3 - Contractors and subcontractors on public building or public work financed in whole or part by loans or grants from the United States.¹
- j. 29 CFR Part 5 - Labor standards provisions applicable to contracts covering federally financed and assisted construction (also labor standards provisions applicable to non-construction contracts subject to the Contract Work Hours and Safety Standards Act).¹
- k. 41 CFR Part 60 - Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor (Federal and federally assisted contracting requirements).¹
- l. 49 CFR Part 18 - Uniform administrative requirements for grants and cooperative agreements to state and local governments.³
- m. 49 CFR Part 20 - New restrictions on lobbying.
- n. 49 CFR Part 21 – Nondiscrimination in federally-assisted programs of the Department of Transportation - effectuation of Title VI of the Civil Rights Act of 1964.
- o. 49 CFR Part 23 - Participation by Disadvantage Business Enterprise in Airport Concessions.
- p. 49 CFR Part 24 – Uniform Relocation Assistance and Real Property Acquisition for Federal and Federally Assisted Programs.^{1, 2}
- q. 49 CFR Part 26 – Participation by Disadvantaged Business Enterprises in Department of Transportation Programs.
- r. 49 CFR Part 27 – Nondiscrimination on the Basis of Handicap in Programs and Activities Receiving or Benefiting from Federal Financial Assistance.¹

- s. 49 CFR Part 28 –Enforcement of Nondiscrimination on the Basis of Handicap in Programs or Activities conducted by the Department of Transportation.
- t. 49 CFR Part 30 - Denial of public works contracts to suppliers of goods and services of countries that deny procurement market access to U.S. contractors.
- u. 49 CFR Part 32 –Governmentwide Requirements for Drug-Free Workplace (Financial Assistance)
- v. 49 CFR Part 37 –Transportation Services for Individuals with Disabilities (ADA).
- w. 49 CFR Part 41 - Seismic safety of Federal and federally assisted or regulated new building construction.

SPECIFIC ASSURANCES

Specific assurances required to be included in grant agreements by any of the above laws, regulations or circulars are incorporated by reference in this grant agreement.

FOOTNOTES TO ASSURANCE C.1.

- ¹ These laws do not apply to airport planning sponsors.
- ² These laws do not apply to private sponsors.
- ³ 49 CFR Part 18 and 2 CFR Part 200 contain requirements for State and Local Governments receiving Federal assistance. Any requirement levied upon State and Local Governments by this regulation and circular shall also be applicable to private sponsors receiving Federal assistance under Title 49, United States Code.
- ⁴ On December 26, 2013 at 78 FR 78590, the Office of Management and Budget (OMB) issued the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards in 2 CFR Part 200. 2 CFR Part 200 replaces and combines the former Uniform Administrative Requirements for Grants (OMB Circular A-102 and Circular A-110 or 2 CFR Part 215 or Circular) as well as the Cost Principles (Circulars A-21 or 2 CFR part 220; Circular A-87 or 2 CFR part 225; and A-122, 2 CFR part 230). Additionally it replaces Circular A-133 guidance on the Single Annual Audit. In accordance with 2 CFR section 200.110, the standards set forth in Part 200 which affect administration of Federal awards issued by Federal agencies become effective once implemented by Federal agencies or when any future amendment to this Part becomes final. Federal agencies, including the Department of Transportation, must implement the policies and procedures applicable to Federal awards by promulgating a regulation to be effective by December 26, 2014 unless different provisions are required by statute or approved by OMB.
- ⁵ Cost principles established in 2 CFR part 200 subpart E must be used as guidelines for determining the eligibility of specific types of expenses.
- ⁶ Audit requirements established in 2 CFR part 200 subpart F are the guidelines for audits.

2. Responsibility and Authority of the Sponsor.

a. Public Agency Sponsor:

It has legal authority to apply for this grant, and to finance and carry out the proposed project; that a resolution, motion or similar action has been duly adopted or passed as an official act of the applicant's governing body authorizing the filing of the application, including all understandings and assurances contained therein, and directing and authorizing the person identified as the official representative of the applicant to act in connection with the application and to provide such additional information as may be required.

b. Private Sponsor:

It has legal authority to apply for this grant and to finance and carry out the proposed project and comply with all terms, conditions, and assurances of this grant agreement. It shall designate an official representative and shall in writing direct and authorize that person to file this application, including all understandings and assurances contained therein; to act in connection with this application; and to provide such additional information as may be required.

3. Sponsor Fund Availability.

It has sufficient funds available for that portion of the project costs which are not to be paid by the United States. It has sufficient funds available to assure operation and maintenance of items funded under this grant agreement which it will own or control.

4. Good Title.

- a. It, a public agency or the Federal government, holds good title, satisfactory to the Secretary, to the landing area of the airport or site thereof, or will give assurance satisfactory to the Secretary that good title will be acquired.
- b. For noise compatibility program projects to be carried out on the property of the sponsor, it holds good title satisfactory to the Secretary to that portion of the property upon which Federal funds will be expended or will give assurance to the Secretary that good title will be obtained.

5. Preserving Rights and Powers.

- a. It will not take or permit any action which would operate to deprive it of any of the rights and powers necessary to perform any or all of the terms, conditions, and assurances in this grant agreement without the written approval of the Secretary, and will act promptly to acquire, extinguish or modify any outstanding rights or claims of right of others which would interfere with such performance by the sponsor. This shall be done in a manner acceptable to the Secretary.
- b. It will not sell, lease, encumber, or otherwise transfer or dispose of any part of its title or other interests in the property shown on Exhibit A to this application or, for a noise compatibility program project, that portion of the property upon which Federal funds have been expended, for the duration of the terms, conditions, and assurances in this grant agreement without approval by the Secretary. If the transferee is found by the Secretary to be eligible under Title 49, United States Code, to assume the obligations of this grant agreement and to have the power, authority, and financial resources to carry out all such obligations, the sponsor shall insert in the contract or document transferring or disposing of the sponsor's interest, and make binding upon the transferee all of the terms, conditions, and assurances contained in this grant agreement.
- c. For all noise compatibility program projects which are to be carried out by another unit of local government or are on property owned by a unit of local government other than the sponsor, it will enter into an agreement with that government. Except as otherwise specified by the Secretary, that agreement shall obligate that government to the same terms, conditions, and assurances that would be applicable to it if it applied directly to the FAA for a grant to undertake the noise compatibility program project. That agreement and changes thereto must be satisfactory to the Secretary. It will take steps to enforce this agreement against the local government if there is substantial non-compliance with the terms of the agreement.

- d. For noise compatibility program projects to be carried out on privately owned property, it will enter into an agreement with the owner of that property which includes provisions specified by the Secretary. It will take steps to enforce this agreement against the property owner whenever there is substantial non-compliance with the terms of the agreement.
- e. If the sponsor is a private sponsor, it will take steps satisfactory to the Secretary to ensure that the airport will continue to function as a public-use airport in accordance with these assurances for the duration of these assurances.
- f. If an arrangement is made for management and operation of the airport by any agency or person other than the sponsor or an employee of the sponsor, the sponsor will reserve sufficient rights and authority to insure that the airport will be operated and maintained in accordance Title 49, United States Code, the regulations and the terms, conditions and assurances in this grant agreement and shall insure that such arrangement also requires compliance therewith.
- g. Sponsors of commercial service airports will not permit or enter into any arrangement that results in permission for the owner or tenant of a property used as a residence, or zoned for residential use, to taxi an aircraft between that property and any location on airport. Sponsors of general aviation airports entering into any arrangement that results in permission for the owner of residential real property adjacent to or near the airport must comply with the requirements of Sec. 136 of Public Law 112-95 and the sponsor assurances.

6. Consistency with Local Plans.

The project is reasonably consistent with plans (existing at the time of submission of this application) of public agencies that are authorized by the State in which the project is located to plan for the development of the area surrounding the airport.

7. Consideration of Local Interest.

It has given fair consideration to the interest of communities in or near where the project may be located.

8. Consultation with Users.

In making a decision to undertake any airport development project under Title 49, United States Code, it has undertaken reasonable consultations with affected parties using the airport at which project is proposed.

9. Public Hearings.

In projects involving the location of an airport, an airport runway, or a major runway extension, it has afforded the opportunity for public hearings for the purpose of considering the economic, social, and environmental effects of the airport or runway location and its consistency with goals and objectives of such planning as has been carried out by the community and it shall, when requested by the Secretary, submit a copy of the transcript of such hearings to the Secretary. Further, for such projects, it has on its management board either voting representation from the communities where the project is located or has advised the communities that they have the right to petition the Secretary concerning a proposed project.

10. Metropolitan Planning Organization.

In projects involving the location of an airport, an airport runway, or a major runway extension at a medium or large hub airport, the sponsor has made available to and has provided upon request to the metropolitan planning organization in the area in which the airport is located, if any, a copy

of the proposed amendment to the airport layout plan to depict the project and a copy of any airport master plan in which the project is described or depicted.

11. Pavement Preventive Maintenance.

With respect to a project approved after January 1, 1995, for the replacement or reconstruction of pavement at the airport, it assures or certifies that it has implemented an effective airport pavement maintenance-management program and it assures that it will use such program for the useful life of any pavement constructed, reconstructed or repaired with Federal financial assistance at the airport. It will provide such reports on pavement condition and pavement management programs as the Secretary determines may be useful.

12. Terminal Development Prerequisites.

For projects which include terminal development at a public use airport, as defined in Title 49, it has, on the date of submittal of the project grant application, all the safety equipment required for certification of such airport under section 44706 of Title 49, United States Code, and all the security equipment required by rule or regulation, and has provided for access to the passenger enplaning and deplaning area of such airport to passengers enplaning and deplaning from aircraft other than air carrier aircraft.

13. Accounting System, Audit, and Record Keeping Requirements.

- a. It shall keep all project accounts and records which fully disclose the amount and disposition by the recipient of the proceeds of this grant, the total cost of the project in connection with which this grant is given or used, and the amount or nature of that portion of the cost of the project supplied by other sources, and such other financial records pertinent to the project. The accounts and records shall be kept in accordance with an accounting system that will facilitate an effective audit in accordance with the Single Audit Act of 1984.
- b. It shall make available to the Secretary and the Comptroller General of the United States, or any of their duly authorized representatives, for the purpose of audit and examination, any books, documents, papers, and records of the recipient that are pertinent to this grant. The Secretary may require that an appropriate audit be conducted by a recipient. In any case in which an independent audit is made of the accounts of a sponsor relating to the disposition of the proceeds of a grant or relating to the project in connection with which this grant was given or used, it shall file a certified copy of such audit with the Comptroller General of the United States not later than six (6) months following the close of the fiscal year for which the audit was made.

14. Minimum Wage Rates.

It shall include, in all contracts in excess of \$2,000 for work on any projects funded under this grant agreement which involve labor, provisions establishing minimum rates of wages, to be predetermined by the Secretary of Labor, in accordance with the Davis-Bacon Act, as amended (40 U.S.C. 276a-276a-5), which contractors shall pay to skilled and unskilled labor, and such minimum rates shall be stated in the invitation for bids and shall be included in proposals or bids for the work.

15. Veteran's Preference.

It shall include in all contracts for work on any project funded under this grant agreement which involve labor, such provisions as are necessary to insure that, in the employment of labor (except in executive, administrative, and supervisory positions), preference shall be given to Vietnam era veterans, Persian Gulf veterans, Afghanistan-Iraq war veterans, disabled veterans, and small business concerns owned and controlled by disabled veterans as defined in Section 47112 of Title

49, United States Code. However, this preference shall apply only where the individuals are available and qualified to perform the work to which the employment relates.

16. Conformity to Plans and Specifications.

It will execute the project subject to plans, specifications, and schedules approved by the Secretary. Such plans, specifications, and schedules shall be submitted to the Secretary prior to commencement of site preparation, construction, or other performance under this grant agreement, and, upon approval of the Secretary, shall be incorporated into this grant agreement. Any modification to the approved plans, specifications, and schedules shall also be subject to approval of the Secretary, and incorporated into this grant agreement.

17. Construction Inspection and Approval.

It will provide and maintain competent technical supervision at the construction site throughout the project to assure that the work conforms to the plans, specifications, and schedules approved by the Secretary for the project. It shall subject the construction work on any project contained in an approved project application to inspection and approval by the Secretary and such work shall be in accordance with regulations and procedures prescribed by the Secretary. Such regulations and procedures shall require such cost and progress reporting by the sponsor or sponsors of such project as the Secretary shall deem necessary.

18. Planning Projects.

In carrying out planning projects:

- a. It will execute the project in accordance with the approved program narrative contained in the project application or with the modifications similarly approved.
- b. It will furnish the Secretary with such periodic reports as required pertaining to the planning project and planning work activities.
- c. It will include in all published material prepared in connection with the planning project a notice that the material was prepared under a grant provided by the United States.
- d. It will make such material available for examination by the public, and agrees that no material prepared with funds under this project shall be subject to copyright in the United States or any other country.
- e. It will give the Secretary unrestricted authority to publish, disclose, distribute, and otherwise use any of the material prepared in connection with this grant.
- f. It will grant the Secretary the right to disapprove the sponsor's employment of specific consultants and their subcontractors to do all or any part of this project as well as the right to disapprove the proposed scope and cost of professional services.
- g. It will grant the Secretary the right to disapprove the use of the sponsor's employees to do all or any part of the project.
- h. It understands and agrees that the Secretary's approval of this project grant or the Secretary's approval of any planning material developed as part of this grant does not constitute or imply any assurance or commitment on the part of the Secretary to approve any pending or future application for a Federal airport grant.

19. Operation and Maintenance.

- a. The airport and all facilities which are necessary to serve the aeronautical users of the airport, other than facilities owned or controlled by the United States, shall be operated at all times in a safe and serviceable condition and in accordance with the minimum standards as may be

required or prescribed by applicable Federal, state and local agencies for maintenance and operation. It will not cause or permit any activity or action thereon which would interfere with its use for airport purposes. It will suitably operate and maintain the airport and all facilities thereon or connected therewith, with due regard to climatic and flood conditions. Any proposal to temporarily close the airport for non-aeronautical purposes must first be approved by the Secretary. In furtherance of this assurance, the sponsor will have in effect arrangements for-

- 1) Operating the airport's aeronautical facilities whenever required;
 - 2) Promptly marking and lighting hazards resulting from airport conditions, including temporary conditions; and
 - 3) Promptly notifying airmen of any condition affecting aeronautical use of the airport. Nothing contained herein shall be construed to require that the airport be operated for aeronautical use during temporary periods when snow, flood or other climatic conditions interfere with such operation and maintenance. Further, nothing herein shall be construed as requiring the maintenance, repair, restoration, or replacement of any structure or facility which is substantially damaged or destroyed due to an act of God or other condition or circumstance beyond the control of the sponsor.
- b. It will suitably operate and maintain noise compatibility program items that it owns or controls upon which Federal funds have been expended.

20. Hazard Removal and Mitigation.

It will take appropriate action to assure that such terminal airspace as is required to protect instrument and visual operations to the airport (including established minimum flight altitudes) will be adequately cleared and protected by removing, lowering, relocating, marking, or lighting or otherwise mitigating existing airport hazards and by preventing the establishment or creation of future airport hazards.

21. Compatible Land Use.

It will take appropriate action, to the extent reasonable, including the adoption of zoning laws, to restrict the use of land adjacent to or in the immediate vicinity of the airport to activities and purposes compatible with normal airport operations, including landing and takeoff of aircraft. In addition, if the project is for noise compatibility program implementation, it will not cause or permit any change in land use, within its jurisdiction, that will reduce its compatibility, with respect to the airport, of the noise compatibility program measures upon which Federal funds have been expended.

22. Economic Nondiscrimination.

- a. It will make the airport available as an airport for public use on reasonable terms and without unjust discrimination to all types, kinds and classes of aeronautical activities, including commercial aeronautical activities offering services to the public at the airport.
- b. In any agreement, contract, lease, or other arrangement under which a right or privilege at the airport is granted to any person, firm, or corporation to conduct or to engage in any aeronautical activity for furnishing services to the public at the airport, the sponsor will insert and enforce provisions requiring the contractor to-
 - 1) furnish said services on a reasonable, and not unjustly discriminatory, basis to all users thereof, and
 - 2) charge reasonable, and not unjustly discriminatory, prices for each unit or service,

provided that the contractor may be allowed to make reasonable and nondiscriminatory discounts, rebates, or other similar types of price reductions to volume purchasers.

- a.) Each fixed-based operator at the airport shall be subject to the same rates, fees, rentals, and other charges as are uniformly applicable to all other fixed-based operators making the same or similar uses of such airport and utilizing the same or similar facilities.
- b.) Each air carrier using such airport shall have the right to service itself or to use any fixed-based operator that is authorized or permitted by the airport to serve any air carrier at such airport.
- c.) Each air carrier using such airport (whether as a tenant, non-tenant, or subtenant of another air carrier tenant) shall be subject to such nondiscriminatory and substantially comparable rules, regulations, conditions, rates, fees, rentals, and other charges with respect to facilities directly and substantially related to providing air transportation as are applicable to all such air carriers which make similar use of such airport and utilize similar facilities, subject to reasonable classifications such as tenants or non-tenants and signatory carriers and non-signatory carriers. Classification or status as tenant or signatory shall not be unreasonably withheld by any airport provided an air carrier assumes obligations substantially similar to those already imposed on air carriers in such classification or status.
- d.) It will not exercise or grant any right or privilege which operates to prevent any person, firm, or corporation operating aircraft on the airport from performing any services on its own aircraft with its own employees [including, but not limited to maintenance, repair, and fueling] that it may choose to perform.
- e.) In the event the sponsor itself exercises any of the rights and privileges referred to in this assurance, the services involved will be provided on the same conditions as would apply to the furnishing of such services by commercial aeronautical service providers authorized by the sponsor under these provisions.
- f.) The sponsor may establish such reasonable, and not unjustly discriminatory, conditions to be met by all users of the airport as may be necessary for the safe and efficient operation of the airport.
- g.) The sponsor may prohibit or limit any given type, kind or class of aeronautical use of the airport if such action is necessary for the safe operation of the airport or necessary to serve the civil aviation needs of the public.

23. Exclusive Rights.

It will permit no exclusive right for the use of the airport by any person providing, or intending to provide, aeronautical services to the public. For purposes of this paragraph, the providing of the services at an airport by a single fixed-based operator shall not be construed as an exclusive right if both of the following apply:

- a. It would be unreasonably costly, burdensome, or impractical for more than one fixed-based operator to provide such services, and
- b. If allowing more than one fixed-based operator to provide such services would require the reduction of space leased pursuant to an existing agreement between such single fixed-based operator and such airport. It further agrees that it will not, either directly or indirectly, grant or permit any person, firm, or corporation, the exclusive right at the airport to conduct any aeronautical activities, including, but not limited to charter flights, pilot training, aircraft rental

and sightseeing, aerial photography, crop dusting, aerial advertising and surveying, air carrier operations, aircraft sales and services, sale of aviation petroleum products whether or not conducted in conjunction with other aeronautical activity, repair and maintenance of aircraft, sale of aircraft parts, and any other activities which because of their direct relationship to the operation of aircraft can be regarded as an aeronautical activity, and that it will terminate any exclusive right to conduct an aeronautical activity now existing at such an airport before the grant of any assistance under Title 49, United States Code.

24. Fee and Rental Structure.

It will maintain a fee and rental structure for the facilities and services at the airport which will make the airport as self-sustaining as possible under the circumstances existing at the particular airport, taking into account such factors as the volume of traffic and economy of collection. No part of the Federal share of an airport development, airport planning or noise compatibility project for which a grant is made under Title 49, United States Code, the Airport and Airway Improvement Act of 1982, the Federal Airport Act or the Airport and Airway Development Act of 1970 shall be included in the rate basis in establishing fees, rates, and charges for users of that airport.

25. Airport Revenues.

- a. All revenues generated by the airport and any local taxes on aviation fuel established after December 30, 1987, will be expended by it for the capital or operating costs of the airport; the local airport system; or other local facilities which are owned or operated by the owner or operator of the airport and which are directly and substantially related to the actual air transportation of passengers or property; or for noise mitigation purposes on or off the airport. The following exceptions apply to this paragraph:
 - 1) If covenants or assurances in debt obligations issued before September 3, 1982, by the owner or operator of the airport, or provisions enacted before September 3, 1982, in governing statutes controlling the owner or operator's financing, provide for the use of the revenues from any of the airport owner or operator's facilities, including the airport, to support not only the airport but also the airport owner or operator's general debt obligations or other facilities, then this limitation on the use of all revenues generated by the airport (and, in the case of a public airport, local taxes on aviation fuel) shall not apply.
 - 2) If the Secretary approves the sale of a privately owned airport to a public sponsor and provides funding for any portion of the public sponsor's acquisition of land, this limitation on the use of all revenues generated by the sale shall not apply to certain proceeds from the sale. This is conditioned on repayment to the Secretary by the private owner of an amount equal to the remaining unamortized portion (amortized over a 20-year period) of any airport improvement grant made to the private owner for any purpose other than land acquisition on or after October 1, 1996, plus an amount equal to the federal share of the current fair market value of any land acquired with an airport improvement grant made to that airport on or after October 1, 1996.
 - 3) Certain revenue derived from or generated by mineral extraction, production, lease, or other means at a general aviation airport (as defined at Section 47102 of title 49 United States Code), if the FAA determines the airport sponsor meets the requirements set forth in Sec. 813 of Public Law 112-95.
 - a.) As part of the annual audit required under the Single Audit Act of 1984, the sponsor will direct that the audit will review, and the resulting audit report will provide an opinion concerning, the use of airport revenue and taxes in paragraph (a), and indicating whether funds paid or transferred to the owner or operator are paid or transferred in a

manner consistent with Title 49, United States Code and any other applicable provision of law, including any regulation promulgated by the Secretary or Administrator.

- b.) Any civil penalties or other sanctions will be imposed for violation of this assurance in accordance with the provisions of Section 47107 of Title 49, United States Code.

26. Reports and Inspections.

It will:

- a. submit to the Secretary such annual or special financial and operations reports as the Secretary may reasonably request and make such reports available to the public; make available to the public at reasonable times and places a report of the airport budget in a format prescribed by the Secretary;
- b. for airport development projects, make the airport and all airport records and documents affecting the airport, including deeds, leases, operation and use agreements, regulations and other instruments, available for inspection by any duly authorized agent of the Secretary upon reasonable request;
- c. for noise compatibility program projects, make records and documents relating to the project and continued compliance with the terms, conditions, and assurances of this grant agreement including deeds, leases, agreements, regulations, and other instruments, available for inspection by any duly authorized agent of the Secretary upon reasonable request; and
- d. in a format and time prescribed by the Secretary, provide to the Secretary and make available to the public following each of its fiscal years, an annual report listing in detail:
 - 1) all amounts paid by the airport to any other unit of government and the purposes for which each such payment was made; and
 - 2) all services and property provided by the airport to other units of government and the amount of compensation received for provision of each such service and property.

27. Use by Government Aircraft.

It will make available all of the facilities of the airport developed with Federal financial assistance and all those usable for landing and takeoff of aircraft to the United States for use by Government aircraft in common with other aircraft at all times without charge, except, if the use by Government aircraft is substantial, charge may be made for a reasonable share, proportional to such use, for the cost of operating and maintaining the facilities used. Unless otherwise determined by the Secretary, or otherwise agreed to by the sponsor and the using agency, substantial use of an airport by Government aircraft will be considered to exist when operations of such aircraft are in excess of those which, in the opinion of the Secretary, would unduly interfere with use of the landing areas by other authorized aircraft, or during any calendar month that –

- a. by gross weights of such aircraft) is in excess of five million pounds Five (5) or more Government aircraft are regularly based at the airport or on land adjacent thereto; or
- b. The total number of movements (counting each landing as a movement) of Government aircraft is 300 or more, or the gross accumulative weight of Government aircraft using the airport (the total movement of Government aircraft multiplied.

28. Land for Federal Facilities.

It will furnish without cost to the Federal Government for use in connection with any air traffic control or air navigation activities, or weather-reporting and communication activities related to air traffic control, any areas of land or water, or estate therein, or rights in buildings of the sponsor as the Secretary considers necessary or desirable for construction, operation, and maintenance at

Federal expense of space or facilities for such purposes. Such areas or any portion thereof will be made available as provided herein within four months after receipt of a written request from the Secretary.

29. Airport Layout Plan.

- a. It will keep up to date at all times an airport layout plan of the airport showing:
 - 1) boundaries of the airport and all proposed additions thereto, together with the boundaries of all offsite areas owned or controlled by the sponsor for airport purposes and proposed additions thereto;
 - 2) the location and nature of all existing and proposed airport facilities and structures (such as runways, taxiways, aprons, terminal buildings, hangars and roads), including all proposed extensions and reductions of existing airport facilities;
 - 3) the location of all existing and proposed nonaviation areas and of all existing improvements thereon; and
 - 4) all proposed and existing access points used to taxi aircraft across the airport's property boundary. Such airport layout plans and each amendment, revision, or modification thereof, shall be subject to the approval of the Secretary which approval shall be evidenced by the signature of a duly authorized representative of the Secretary on the face of the airport layout plan. The sponsor will not make or permit any changes or alterations in the airport or any of its facilities which are not in conformity with the airport layout plan as approved by the Secretary and which might, in the opinion of the Secretary, adversely affect the safety, utility or efficiency of the airport.
 - a.) If a change or alteration in the airport or the facilities is made which the Secretary determines adversely affects the safety, utility, or efficiency of any federally owned, leased, or funded property on or off the airport and which is not in conformity with the airport layout plan as approved by the Secretary, the owner or operator will, if requested, by the Secretary (1) eliminate such adverse effect in a manner approved by the Secretary; or (2) bear all costs of relocating such property (or replacement thereof) to a site acceptable to the Secretary and all costs of restoring such property (or replacement thereof) to the level of safety, utility, efficiency, and cost of operation existing before the unapproved change in the airport or its facilities except in the case of a relocation or replacement of an existing airport facility due to a change in the Secretary's design standards beyond the control of the airport sponsor.

30. Civil Rights.

It will promptly take any measures necessary to ensure that no person in the United States shall, on the grounds of race, creed, color, national origin, sex, age, or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination in any activity conducted with, or benefiting from, funds received from this grant.

- a. Using the definitions of activity, facility and program as found and defined in §§ 21.23 (b) and 21.23 (e) of 49 CFR § 21, the sponsor will facilitate all programs, operate all facilities, or conduct all programs in compliance with all non-discrimination requirements imposed by, or pursuant to these assurances.
- b. Applicability
 - 1) Programs and Activities. If the sponsor has received a grant (or other federal assistance) for any of the sponsor's program or activities, these requirements extend to all of the

sponsor's programs and activities.

- 2) Facilities. Where it receives a grant or other federal financial assistance to construct, expand, renovate, remodel, alter or acquire a facility, or part of a facility, the assurance extends to the entire facility and facilities operated in connection therewith.
- 3) Real Property. Where the sponsor receives a grant or other Federal financial assistance in the form of, or for the acquisition of real property or an interest in real property, the assurance will extend to rights to space on, over, or under such property.

c. Duration.

The sponsor agrees that it is obligated to this assurance for the period during which Federal financial assistance is extended to the program, except where the Federal financial assistance is to provide, or is in the form of, personal property, or real property, or interest therein, or structures or improvements thereon, in which case the assurance obligates the sponsor, or any transferee for the longer of the following periods:

- 1) So long as the airport is used as an airport, or for another purpose involving the provision of similar services or benefits; or
- 2) So long as the sponsor retains ownership or possession of the property.

d. Required Solicitation Language. It will include the following notification in all solicitations for bids, Requests For Proposals for work, or material under this grant agreement and in all proposals for agreements, including airport concessions, regardless of funding source:

"The **(Name of Sponsor)**, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d to 2000d-4) and the Regulations, hereby notifies all bidders that it will affirmatively ensure that any contract entered into pursuant to this advertisement, disadvantaged business enterprises and airport concession disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award."

e. Required Contract Provisions.

- 1) It will insert the non-discrimination contract clauses requiring compliance with the acts and regulations relative to non-discrimination in Federally-assisted programs of the DOT, and incorporating the acts and regulations into the contracts by reference in every contract or agreement subject to the non-discrimination in Federally-assisted programs of the DOT acts and regulations.
- 2) It will include a list of the pertinent non-discrimination authorities in every contract that is subject to the non-discrimination acts and regulations.
- 3) It will insert non-discrimination contract clauses as a covenant running with the land, in any deed from the United States effecting or recording a transfer of real property, structures, use, or improvements thereon or interest therein to a sponsor.
- 4) It will insert non-discrimination contract clauses prohibiting discrimination on the basis of race, color, national origin, creed, sex, age, or handicap as a covenant running with the land, in any future deeds, leases, license, permits, or similar instruments entered into by the sponsor with other parties:
 - a.) For the subsequent transfer of real property acquired or improved under the applicable activity, project, or program; and

- b.) For the construction or use of, or access to, space on, over, or under real property acquired or improved under the applicable activity, project, or program.
- f. It will provide for such methods of administration for the program as are found by the Secretary to give reasonable guarantee that it, other recipients, sub-recipients, sub-grantees, contractors, subcontractors, consultants, transferees, successors in interest, and other participants of Federal financial assistance under such program will comply with all requirements imposed or pursuant to the acts, the regulations, and this assurance.
- g. It agrees that the United States has a right to seek judicial enforcement with regard to any matter arising under the acts, the regulations, and this assurance.

31. Disposal of Land.

- a. For land purchased under a grant for airport noise compatibility purposes, including land serving as a noise buffer, it will dispose of the land, when the land is no longer needed for such purposes, at fair market value, at the earliest practicable time. That portion of the proceeds of such disposition which is proportionate to the United States' share of acquisition of such land will be, at the discretion of the Secretary, (1) reinvested in another project at the airport, or (2) transferred to another eligible airport as prescribed by the Secretary. The Secretary shall give preference to the following, in descending order, (1) reinvestment in an approved noise compatibility project, (2) reinvestment in an approved project that is eligible for grant funding under Section 47117(e) of title 49 United States Code, (3) reinvestment in an approved airport development project that is eligible for grant funding under Sections 47114, 47115, or 47117 of title 49 United States Code, (4) transferred to an eligible sponsor of another public airport to be reinvested in an approved noise compatibility project at that airport, and (5) paid to the Secretary for deposit in the Airport and Airway Trust Fund. If land acquired under a grant for noise compatibility purposes is leased at fair market value and consistent with noise buffering purposes, the lease will not be considered a disposal of the land. Revenues derived from such a lease may be used for an approved airport development project that would otherwise be eligible for grant funding or any permitted use of airport revenue.
- b. For land purchased under a grant for airport development purposes (other than noise compatibility), it will, when the land is no longer needed for airport purposes, dispose of such land at fair market value or make available to the Secretary an amount equal to the United States' proportionate share of the fair market value of the land. That portion of the proceeds of such disposition which is proportionate to the United States' share of the cost of acquisition of such land will, (1) upon application to the Secretary, be reinvested or transferred to another eligible airport as prescribed by the Secretary. The Secretary shall give preference to the following, in descending order: (1) reinvestment in an approved noise compatibility project, (2) reinvestment in an approved project that is eligible for grant funding under Section 47117(e) of title 49 United States Code, (3) reinvestment in an approved airport development project that is eligible for grant funding under Sections 47114, 47115, or 47117 of title 49 United States Code, (4) transferred to an eligible sponsor of another public airport to be reinvested in an approved noise compatibility project at that airport, and (5) paid to the Secretary for deposit in the Airport and Airway Trust Fund.
- c. Land shall be considered to be needed for airport purposes under this assurance if (1) it may be needed for aeronautical purposes (including runway protection zones) or serve as noise buffer land, and (2) the revenue from interim uses of such land contributes to the financial self-sufficiency of the airport. Further, land purchased with a grant received by an airport operator or owner before December 31, 1987, will be considered to be needed for airport purposes if the Secretary or Federal agency making such grant before December 31, 1987, was

notified by the operator or owner of the uses of such land, did not object to such use, and the land continues to be used for that purpose, such use having commenced no later than December 15, 1989.

- d. Disposition of such land under (a) (b) or (c) will be subject to the retention or reservation of any interest or right therein necessary to ensure that such land will only be used for purposes which are compatible with noise levels associated with operation of the airport.

32. Engineering and Design Services.

It will award each contract, or sub-contract for program management, construction management, planning studies, feasibility studies, architectural services, preliminary engineering, design, engineering, surveying, mapping or related services with respect to the project in the same manner as a contract for architectural and engineering services is negotiated under Title IX of the Federal Property and Administrative Services Act of 1949 or an equivalent qualifications-based requirement prescribed for or by the sponsor of the airport.

33. Foreign Market Restrictions.

It will not allow funds provided under this grant to be used to fund any project which uses any product or service of a foreign country during the period in which such foreign country is listed by the United States Trade Representative as denying fair and equitable market opportunities for products and suppliers of the United States in procurement and construction.

34. Policies, Standards, and Specifications.

It will carry out the project in accordance with policies, standards, and specifications approved by the Secretary including, but not limited to, the advisory circulars listed in the Current FAA Advisory Circulars for AIP projects, dated January 24, 2017 and included in this grant, and in accordance with applicable state policies, standards, and specifications approved by the Secretary.

35. Relocation and Real Property Acquisition.

- a. It will be guided in acquiring real property, to the greatest extent practicable under State law, by the land acquisition policies in Subpart B of 49 CFR Part 24 and will pay or reimburse property owners for necessary expenses as specified in Subpart B.
- b. It will provide a relocation assistance program offering the services described in Subpart C and fair and reasonable relocation payments and assistance to displaced persons as required in Subpart D and E of 49 CFR Part 24.
- c. It will make available within a reasonable period of time prior to displacement, comparable replacement dwellings to displaced persons in accordance with Subpart E of 49 CFR Part 24.

36. Access By Intercity Buses.

The airport owner or operator will permit, to the maximum extent practicable, intercity buses or other modes of transportation to have access to the airport; however, it has no obligation to fund special facilities for intercity buses or for other modes of transportation.

37. Disadvantaged Business Enterprises.

The sponsor shall not discriminate on the basis of race, color, national origin or sex in the award and performance of any DOT-assisted contract covered by 49 CFR Part 26, or in the award and performance of any concession activity contract covered by 49 CFR Part 23. In addition, the sponsor shall not discriminate on the basis of race, color, national origin or sex in the administration of its DBE and ACDBE programs or the requirements of 49 CFR Parts 23 and 26. The sponsor shall take all necessary and reasonable steps under 49 CFR Parts 23 and 26 to ensure

nondiscrimination in the award and administration of DOT-assisted contracts, and/or concession contracts. The sponsor's DBE and ACDBE programs, as required by 49 CFR Parts 26 and 23, and as approved by DOT, are incorporated by reference in this agreement. Implementation of these programs is a legal obligation and failure to carry out its terms shall be treated as a violation of this agreement. Upon notification to the sponsor of its failure to carry out its approved program, the Department may impose sanctions as provided for under Parts 26 and 23 and may, in appropriate cases, refer the matter for enforcement under 18 U.S.C. 1001 and/or the Program Fraud Civil Remedies Act of 1936 (31 U.S.C. 3801).

38. Hangar Construction.

If the airport owner or operator and a person who owns an aircraft agree that a hangar is to be constructed at the airport for the aircraft at the aircraft owner's expense, the airport owner or operator will grant to the aircraft owner for the hangar a long term lease that is subject to such terms and conditions on the hangar as the airport owner or operator may impose.

39. Competitive Access.

- a. If the airport owner or operator of a medium or large hub airport (as defined in section 47102 of title 49, U.S.C.) has been unable to accommodate one or more requests by an air carrier for access to gates or other facilities at that airport in order to allow the air carrier to provide service to the airport or to expand service at the airport, the airport owner or operator shall transmit a report to the Secretary that-
 - 1) Describes the requests;
 - 2) Provides an explanation as to why the requests could not be accommodated; and
 - 3) Provides a time frame within which, if any, the airport will be able to accommodate the requests.
- b. Such report shall be due on either February 1 or August 1 of each year if the airport has been unable to accommodate the request(s) in the six month period prior to the applicable due date.



FAA Airports

Current FAA Advisory Circulars Required for Use in AIP Funded and PFC Approved Projects

Updated: 2/20/2018

View the most current versions of these ACs and any associated changes at:
http://www.faa.gov/airports/resources/advisory_circulars and
http://www.faa.gov/regulations_policies/advisory_circulars/

NUMBER	TITLE
70/7460-1L Change 1	Obstruction Marking and Lighting
150/5020-1	Noise Control and Compatibility Planning for Airports
150/5070-6B Changes 1- 2	Airport Master Plans
150/5070-7 Change 1	The Airport System Planning Process
150/5100-13B	Development of State Standards for Nonprimary Airports
150/5200-28F	Notices to Airmen (NOTAMS) for Airport Operators
150/5200-30D Change 1	Airport Field Condition Assessments and Winter Operations Safety
150/5200-31C Changes 1-2	Airport Emergency Plan
150/5210-5D	Painting, Marking, and Lighting of Vehicles Used on an Airport
150/5210-7D	Aircraft Rescue and Fire Fighting Communications
150/5210-13C	Airport Water Rescue Plans and Equipment
150/5210-14B	Aircraft Rescue Fire Fighting Equipment, Tools and Clothing
150/5210-15A	Aircraft Rescue and Firefighting Station Building Design

NUMBER	TITLE
150/5210-18A	Systems for Interactive Training of Airport Personnel
150/5210-19A	Driver's Enhanced Vision System (DEVS)
150/5220-10E	Guide Specification for Aircraft Rescue and Fire Fighting (ARFF) Vehicles
150/5220-16E	Automated Weather Observing Systems (AWOS) for Non-Federal Applications
150/5220-17B	Aircraft Rescue and Fire Fighting (ARFF) Training Facilities
150/5220-18A	Buildings for Storage and Maintenance of Airport Snow and Ice Control Equipment and Materials
150/5220-20A	Airport Snow and Ice Control Equipment
150/5220-21C	Aircraft Boarding Equipment
150/5220-22B	Engineered Materials Arresting Systems (EMAS) for Aircraft Overruns
150/5220-23	Frangible Connections
150/5220-24	Foreign Object Debris Detection Equipment
150/5220-25	Airport Avian Radar Systems
150/5220-26 Changes 1-2	Airport Ground Vehicle Automatic Dependent Surveillance - Broadcast (ADS-B) Out Squitter Equipment
150/5300-7B	FAA Policy on Facility Relocations Occasioned by Airport Improvements of Changes
150/5300-13A Change 1	Airport Design
150/5300-14C	Design of Aircraft Deicing Facilities
150/5300-16A	General Guidance and Specifications for Aeronautical Surveys: Establishment of Geodetic Control and Submission to the National Geodetic Survey
150/5300-17C Change 1	Standards for Using Remote Sensing Technologies in Airport Surveys
150/5300-18B Change 1	General Guidance and Specifications for Submission of Aeronautical Surveys to NGS: Field Data Collection and Geographic Information System (GIS) Standards
150/5320-5D	Airport Drainage Design
150/5320-6F	Airport Pavement Design and Evaluation

NUMBER	TITLE
150/5320-12C Changes 1-8	Measurement, Construction, and Maintenance of Skid Resistant Airport Pavement Surfaces
150/5320-15A	Management of Airport Industrial Waste
150/5235-4B	Runway Length Requirements for Airport Design
150/5335-5C	Standardized Method of Reporting Airport Pavement Strength - PCN
150/5340-1L	Standards for Airport Markings
150/5340-5D	Segmented Circle Airport Marker System
150/5340-18F	Standards for Airport Sign Systems
150/5340-26C	Maintenance of Airport Visual Aid Facilities
150/5340-30J	Design and Installation Details for Airport Visual Aids
150/5345-3G	Specification for L-821, Panels for the Control of Airport Lighting
150/5345-5B	Circuit Selector Switch
150/5345-7F	Specification for L-824 Underground Electrical Cable for Airport Lighting Circuits
150/5345-10H	Specification for Constant Current Regulators and Regulator Monitors
150/5345-12F	Specification for Airport and Heliport Beacons
150/5345-13B	Specification for L-841 Auxiliary Relay Cabinet Assembly for Pilot Control of Airport Lighting Circuits
150/5345-26D	FAA Specification For L-823 Plug and Receptacle, Cable Connectors
150/5345-27E	Specification for Wind Cone Assemblies
150/5345-28G	Precision Approach Path Indicator (PAPI) Systems
150/5345-39D	Specification for L-853, Runway and Taxiway Retro reflective Markers
150/5345-42H	Specification for Airport Light Bases, Transformer Housings, Junction Boxes, and Accessories
150/5345-43H	Specification for Obstruction Lighting Equipment
150/5345-44K	Specification for Runway and Taxiway Signs
150/5345-45C	Low-Impact Resistant (LIR) Structures

NUMBER	TITLE
150/5345-46E	Specification for Runway and Taxiway Light Fixtures
150/5345-47C	Specification for Series to Series Isolation Transformers for Airport Lighting Systems
150/5345-49D	Specification L-854, Radio Control Equipment
150/5345-50B	Specification for Portable Runway and Taxiway Lights
150/5345-51B	Specification for Discharge-Type Flashing Light Equipment
150/5345-52A	Generic Visual Glideslope Indicators (GVGI)
150/5345-53D	Airport Lighting Equipment Certification Program
150/5345-54B	Specification for L-884, Power and Control Unit for Land and Hold Short Lighting Systems
150/5345-55A	Specification for L-893, Lighted Visual Aid to Indicate Temporary Runway Closure
150/5345-56B	Specification for L-890 Airport Lighting Control and Monitoring System (ALCMS)
150/5360-12F	Airport Signing and Graphics
150/5360-13 Change 1	Planning and Design Guidelines for Airport Terminal Facilities
150/5360-14A	Access to Airports By Individuals With Disabilities
150/5370-2G	Operational Safety on Airports During Construction
150/5370-10G	Standards for Specifying Construction of Airports
150/5370-11B	Use of Nondestructive Testing in the Evaluation of Airport Pavements
150/5370-13A	Off-Peak Construction of Airport Pavements Using Hot-Mix Asphalt
150/5370-15B	Airside Applications for Artificial Turf
150/5370-16	Rapid Construction of Rigid (Portland Cement Concrete) Airfield Pavements
150/5370-17	Airside Use of Heated Pavement Systems
150/5390-2C	Heliport Design
150/5395-1A	Seaplane Bases

THE FOLLOWING ADDITIONAL APPLY TO AIP PROJECTS ONLY

Updated: 2/20/2018

NUMBER	TITLE
150/5100-14E Change 1	Architectural, Engineering, and Planning Consultant Services for Airport Grant Projects
150/5100-17 Changes 1 - 7	Land Acquisition and Relocation Assistance for Airport Improvement Program Assisted Projects
150/5300-15A	Use of Value Engineering for Engineering Design of Airport Grant Projects
150/5320-17A	Airfield Pavement Surface Evaluation and Rating Manuals
150/5370-12B	Quality Management for Federally Funded Airport Construction Projects
150/5380-6C	Guidelines and Procedures for Maintenance of Airport Pavements
150/5380-7B	Airport Pavement Management Program
150/5380-9	Guidelines and Procedures for Measuring Airfield Pavement Roughness



Date: Monday, September 10, 2018
To: Honorable Mayor and City Council
From: Troy Vitek, Assistant City Engineer

Discussion

Request:

Discussion on the Greater Twin Falls Area Transportation Committee (GTFATC) priority list for projects.

Time Estimate:

Staff estimates 10 minutes to present the list.

Background:

The City of Twin Falls is a member of GTFATC which is a multi jurisdiction committee that meets to discuss local projects. Every year they present a list of projects on the horizon and how they rank. Attached is a copy of that list. Staff would like to add 3rd bridge crossing to the bottom of the list otherwise keeping the list as is.

Approval Process:

Council, by Majority vote, approves the request and recommends staff present the request to GTFATC.

Budget Impact:

No budget amount requested at this time.

Regulatory Impact:

N/A

History:

N/A

Analysis:

N/A

Conclusion:

Staff recommends approval of the request with the inclusion of a 3rd bridge crossing added to the bottom.

Attachments:

1. GTFATC 2017-10-10 Priority List 2018

Greater Twin Falls Area Transportation Committee
2018 Priority List (as of September 9, 2017)

State Projects:

Rank	Priority Item	Funding Status	Current Status
	US-93 - Widen to 4 lanes - 450 South, North to SH-25 (to be done in a series of small projects)	Partially Funded	Under development 400 S -2017, 200 S- 2019
	Blue Lakes & Addison- Improve Lane Configuration and Signal Timing	Partially Funded	STFRCS capacity Imp. Priority #2. Project to install protected/permitted left turn signals currently under contract.
	Blue Lakes Spur; US-93-US-30 - B.L. Blvd @ 2nd Ave E Int. Imp.	Not Funded	
	US-93: SH-74 to Hollister - Install "No Passing" Zones at 3300N & 3400N	Not Funded	
	US-93: SH-74 to Hollister - Install additional passing lanes	Not Funded	
	South Jerome Interchange @ Bob Barton Rd. - Capacity improvements Stage II	Program-2020	Under development
	US-93 through Hollister- Add center turn lanes	Not Funded	Pavement rehabilitation project scheduled for 2017. Center turn lane through town was not funded. Turning vehicle study also did not warrant the center turn lane.
	SH-50 @ 3700 East- Turn lanes	Not Funded	
	US-93 & 3700 N (Cross-County Connector) - Widen intersection to improve truck turning	Not Funded	Consider addign in response to Ms. Loman's request
	SH-50, widen to 4 lanes, Red Cap Corner to I-84	Not Funded	
	SH-46 Climbing Lane: Snake River - South	Not Funded	Maybe move this up the priority list
	City of Kimberly- Main St North (US-30) from SH-50 to Polk (or beyond)	Not Funded	
	US-30 1590 East - 1650 East (Buhl to 1 Mile East) - Turn bays (by Coors Elevators)	Not Funded	Speed limit extended to 45 MPH through the intersections. Extensive ROW required for reconfiguration.
	Hansen Bridge, Widen to 4 lanes	Not Funded	
	Blues Lakes/Bridgeview Signal: evaluate and add protected left-turn phases, signal heads w/flashing yellow.	Not Funded	ITD is looking at data on the intersection to consider potential improvements/modifications
	US-93 Install centerline rumble stripes	Not Funded	STFRCS Safety Priority #1. Centerline rumble stripes have been installed from the Nevada St. Line to Deep Creek (M.P. 20). Extend to M.P. 26 with the pavement rehabilitation work in 2017.
	US-30 & Locust St Add signal heads for protected left turns and flashing yellow arrow	Not Funded	STFRCS Safety Priority #6
	US-30 3300 East: Construct left turn lanes, relocate "STOP AHEAD" signs, and install flashing amber	Not Funded	STFRCS Safety Priority #4
	SH-74 & Orchard Dr: Install advance intersection warning flashing amber beacons	Not Funded	STFRCS Safety Priority #8
	Shoshone St & 6th Ave West intersection: widen, add and reconfigure approach lanes	Not Funded	STFRCS Capacity Imp. Priority #4
	Washington St: Highland to Orchard- Widen to 5 lanes and add left-turn bay at Park St	Not Funded	STFRCS Capacity Imp. Priority #9
	Murtaugh St./2nd Ave South: Conduct "traffic study" (counts, accidents, warrants, etc.), Install signal if warranted	Not Funded	STFRCS Capacity Imp. Priority #6

* STFRCS = Southeast Twin Falls Regional Corridor Study Update 2014.

Local Agency Projects:**Projects for ITD Horizon List**

Rank	Priority Item	Funding Status	Current Status
1	2nd Avenues to Washington S, 6th W, and Minidoka - Reroute/Change direction	Not Funded	ITD Recommends Considering a TIGER Grant

Local Urban Projects (Federal Funding)

Rank	Priority Item	Funding Status	Comments
1	CTF, Washington St South, 6th Ave W, and Minidoka - Reconstruction	Not Funded	
2	CTF, Shoshone St & 6th Ave West intersection: widen, add and reconfigure approach lanes	Not Funded	
3	CofK, Main Street: RR-Xing to US-30 East - Widening, curb, gutter, and sidewalks	Not Funded	
4	CTF, Pole Line and Eastland - Blue Lakes to Candle Ridge	Not Funded	

Local Rural Projects (Federal Aid Funding)

Rank	Priority Item	Funding Status	Comments
1	City of Buhl: Burley Avenue, from Fruitland to Clear Lakes	Funded	
2	Buhl Hwy (&FHD): 4100 North from 2100 East to SH-30 (near Buhl)	Funded	
3	City of Buhl: Fruitland Ave - Burley to US-30	Not Funded	

LRHIP Construction

Rank	Priority Item	Funding Status	Comments
1	Filer Highway: 1900 East from 4100 North to 4200 North	In Process	
2	City of Buhl: Sprague Ave from Fair to Milner	Not Funded	

LRHIP Signs

Rank	Priority Item	Funding Status	Comments
1	Murtaugh Highway District	Not Funded	
2			

LRHIP Transportation Plans

Rank	Priority Item	Funding Status	Comments
1			
2			



Date: Monday, September 10, 2018
To: Honorable Mayor and City Council
From: Troy Vitek, Assistant City Engineer

ACTION ITEM

Request:

Request to accept right-of-way for Meadowview Lane North from Whispering Pine Drive to Addison Avenue East.

Time Estimate:

The staff presentation will take approximately 5 minutes.

Background:

The developer of Cedarpark Subdivision No. 11 is proposing to develop his property with 4-plex units. During the review process of platting this property, it was determined that a secondary access roadway would be required to serve this proposed development. The adjacent property owners, to the north and the south, agreed to dedicate their respective portions of right-of-way to provide for the roadway connection from Whispering Pine Drive to Addison Avenue East. This will allow the developer to construct that same portion of roadway to provide for a secondary access to his proposed development. This right-of-way dedication will provide for the west half of Meadowview Lane North to be constructed. The east side of Meadowview Lane North will be constructed when the adjacent property to the east is platted and developed.

Approval Process:

A majority vote of the Council is required to approve this request.

Budget Impact:

There is no significant budget impact associated with the Council's approval of this request.

Regulatory Impact:

City code states that public right-of-way be accepted by City Council when such right-of-way is being dedicated outside of the platting process.

History:

N/A

Analysis:

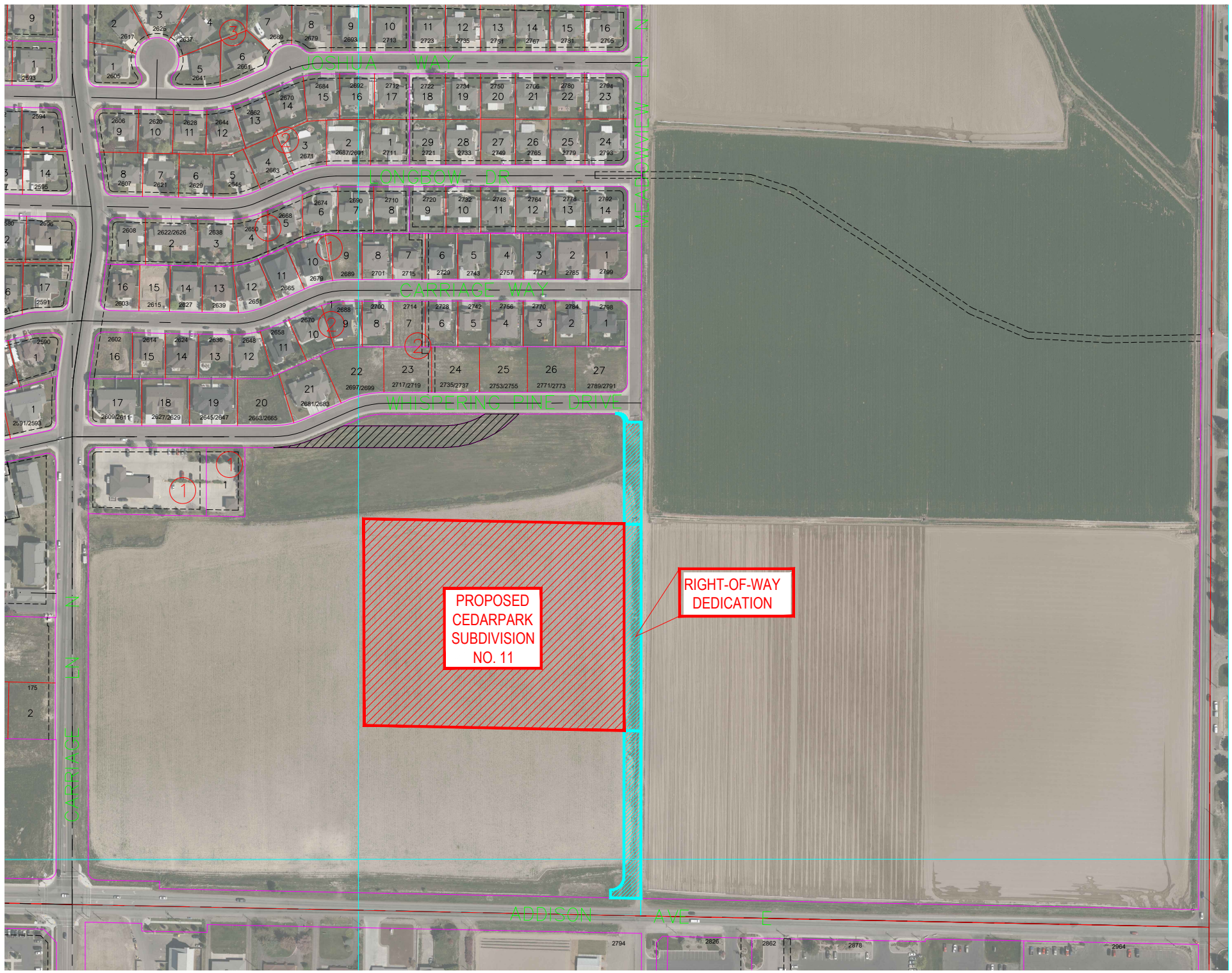
N/A

Conclusion:

Staff recommends the Council approve the request as presented.

Attachments:

1. Cedarpark No.11 - Meadowview ROW Dedication - Exhibit
2. Cedarpark No. 11 ROW Deed - Gary Nelson & Co.
3. Cedarpark No. 11 ROW Deed - Grant 4-D Financing
4. Cedarpark No. 11 ROW Deed - McGonigal, Nelson, & George



PROPOSED
CEDARPARK
SUBDIVISION
NO. 11

RIGHT-OF-WAY
DEDICATION

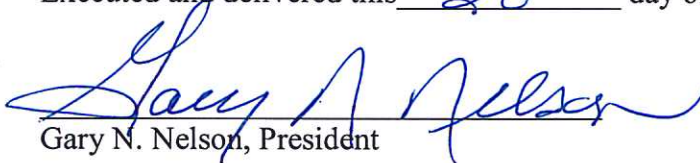
PUBLIC RIGHT-OF-WAY DEED

Gary N. Nelson & Co., (Grantor), does hereby grant, convey and dedicate fee simple title to the public as public right of way under the jurisdiction of The City of Twin Falls, A Municipal Corporation, whose address is P.O. Box 1907, Twin Falls, Idaho 83303, (Grantee) a permanent and perpetual public right-of-way, for construction, continued operation, maintenance, repair, alteration, inspection and replacement of a public street and utilities, and legally described as follows:

(See attached Exhibit A - Legal Description)

And the said Grantor does hereby covenant that the Grantor is the owner in fee simple of said premises; that they are free from encumbrances, and that Grantor will warrant and defend the same from all lawful claims whatsoever.

Executed and delivered this 20 day of August, 2018


Gary N. Nelson, President

ACCEPTANCE OF PUBLIC RIGHT-OF-WAY

Grantee City of Twin Falls does hereby accept dedication of the public right-of-way.

Shawn Barigar, Mayor

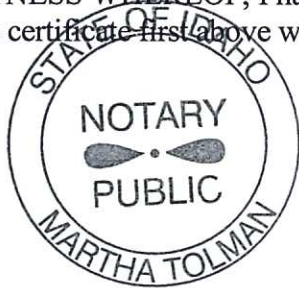
STATE OF IDAHO

) ss.

County of Twin Falls

On this 20th day of August, 2018, before me, the undersigned, a Notary Public in and for said State, personally appeared Gary N. Nelson, known or identified to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.



Martha Tolman
NOTARY PUBLIC
Residing at: Twin Falls,
Commission expires: 10/17/18

STATE OF IDAHO

) ss.

County of Twin Falls

On this ____ day of _____, _____, before me, the undersigned, a Notary Public in and for said State, personally appeared Shawn Barigar, Mayor of The City Twin Falls, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same on behalf of the The City of Twin Falls.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

NOTARY PUBLIC
Residing at: _____
Commission expires: _____

Exhibit "A"
Meadowview Lane North Right of Way

Being a portion of the W ½ SE ¼ of Section 11, Township 10 South, Range 17 East, Boise Meridian, more particularly described as follows:

Commencing at the South quarter corner of said Section 11;
Thence, along the South Boundary of the SE ¼ of Section 11, South 88°51'28" East 1307.36 feet to the Southeast corner of said W ½ SE ¼ of Section 11;
Thence, leaving said South Boundary, North 00°03'34" East 899.99 feet along the East Boundary of said W ½ SE ¼ of Section 11 and being the REAL POINT OF BEGINNING;

Thence, leaving said East Boundary, North 88°51'31" West 39.01 feet;
Thence, North 00°03'34" East 234.22 feet along a line parallel with and thirty-nine (39.00) feet Westerly of said East Boundary;
Thence, along the arc of a tangent 20.00 foot radius curve to the left, through a central angle of 90°09'37", an arc distance of 31.47 feet and a chord distance of 28.32 feet that bears North 45°01'14" West to a point on the Southern Right-of-Way line of Whispering Pine Drive as shown on that certain map entitled "Cedarpark Subdivision No. 7", recorded May 23, 2006 as Instrument No. 2006-012377 in the office of the County Recorder of Twin Falls County;
Thence, along said Southern Right-of-Way, North 89°53'57" East 7.00 feet;
Thence, continuing along said Southern Right-of-Way, along the arc of a tangent 20.00 foot radius curve to the right, through a central angle of 90°09'37", an arc distance of 31.47 feet and a chord distance of 28.32 feet that bears South 45°01'14" East;
Thence, continuing along said Southern Right-of-Way, South 89°56'26" East 32.00 feet to a point on said East boundary;
Thence, along said East Boundary, South 00°03'34" West 234.98 feet to said REAL POINT OF BEGINNING.

Containing approximately 9,290 square feet.

End of Description

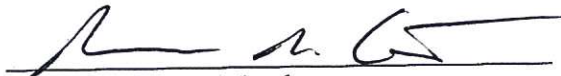
PUBLIC RIGHT-OF-WAY DEED

Grant 4-D Financing, LLC, (Grantor), does hereby grant, convey and dedicate fee simple title to the public as public right of way under the jurisdiction of The City of Twin Falls, A Municipal Corporation, whose address is P.O. Box 1907, Twin Falls, Idaho 83303, (Grantee) a permanent and perpetual public right-of-way, for construction, continued operation, maintenance, repair, alteration, inspection and replacement of a public street and utilities, and legally described as follows:

(See attached Exhibit A - Legal Description)

And the said Grantor does hereby covenant that the Grantor is the owner in fee simple of said premises; that they are free from encumbrances, and that Grantor will warrant and defend the same from all lawful claims whatsoever.

Executed and delivered this 23rd day of August, 2018.


Duane R. Grant, Member

ACCEPTANCE OF PUBLIC RIGHT-OF-WAY

Grantee City of Twin Falls does hereby accept dedication of the public right-of-way.

Shawn Barigar, Mayor

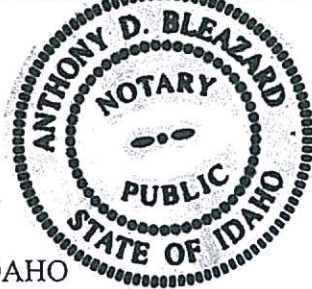
STATE OF IDAHO

) ss.

County of MINIDOKA

On this 23 day of August, 2018, before me, the undersigned, a Notary Public in and for said State, personally appeared Duane R. Grant, known or identified to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.



ANTHONY D. BLEAZARD
NOTARY PUBLIC

Residing at: 429 E. 300 S. Buhl, ID 83318
Commission expires: Aug 10, 2021

STATE OF IDAHO

) ss.

County of Twin Falls

On this _____ day of _____, _____, before me, the undersigned, a Notary Public in and for said State, personally appeared Shawn Barigar, Mayor of The City Twin Falls, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same on behalf of the The City of Twin Falls.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

NOTARY PUBLIC

Residing at: _____

Commission expires: _____

Exhibit "A"
Meadowview Lane North Right of Way

Being a portion of the W ½ SE ¼ of Section 11, Township 10 South, Range 17 East, Boise Meridian, more particularly described as follows:

Commencing at the South quarter corner of said Section 11;
Thence, along the South Boundary of the SE ¼ of Section 11, South 88°51'28" East 1307.36 feet to the Southeast corner of said W ½ SE ¼ of Section 11;
Thence, leaving said South Boundary, North 00°03'34" East 424.92 feet along the East Boundary of said W ½ SE ¼ of Section 11 and being the REAL POINT OF BEGINNING;

Thence, leaving said East Boundary, North 88°51'31" West 39.01 feet;
Thence, North 00°03'34" East 475.08 feet along a line parallel with and thirty-nine (39.00) feet Westerly of said East Boundary;
Thence, South 88°51'31" East 39.01 feet to a point on said East boundary;
Thence, along said East Boundary, South 00°03'34" West 475.08 feet to said REAL POINT OF BEGINNING.

Containing approximately 18,529 square feet.

End of Description

PUBLIC RIGHT-OF-WAY DEED

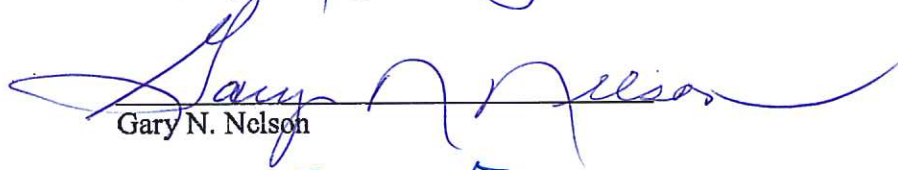
Rosemay McGonigal, Gary N. Nelson, and Carol Jane George, (Grantors), do hereby grant, convey and dedicate fee simple title to the public as public right of way under the jurisdiction of The City of Twin Falls, A Municipal Corporation, whose address is P.O. Box 1907, Twin Falls, Idaho 83303, (Grantee) a permanent and perpetual public right-of-way, for construction, continued operation, maintenance, repair, alteration, inspection and replacement of a public street and utilities, and legally described as follows:

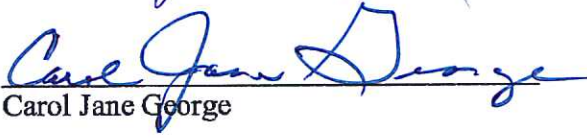
(See attached Exhibit A - Legal Description)

And the said Grantor does hereby covenant that the Grantor is the owner in fee simple of said premises; that they are free from encumbrances, and that Grantor will warrant and defend the same from all lawful claims whatsoever.

Executed and delivered this 24 day of Aug, 2018.


Rosemary McGonigal


Gary N. Nelson


Carol Jane George

ACCEPTANCE OF PUBLIC RIGHT-OF-WAY

Grantee City of Twin Falls does hereby accept dedication of the public right-of-way.

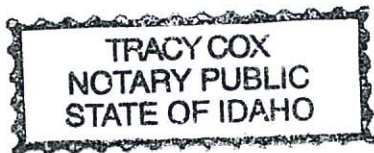
Shawn Barigar, Mayor

STATE OF IDAHO

TC Jerome) ss.
County of Twin Falls

On this 24th day of August, 2018, before me, the undersigned, a Notary Public in and for said State, personally appeared Rosemary McGonigal, known or identified to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that she executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.



Tracy Cox
NOTARY PUBLIC

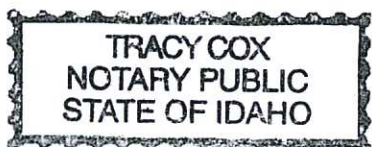
Residing at: _____ Residing at: Buhl, Idaho
Commission expires: _____ Commission Expires: 06-12-2024

STATE OF IDAHO

TC Jerome) ss.
County of Twin Falls

On this 24th day of August, 2018, before me, the undersigned, a Notary Public in and for said State, personally appeared Gary N. Nelson, known or identified to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.



Tracy Cox
NOTARY PUBLIC

Residing at: _____ Residing at: Buhl, Idaho
Commission expires: _____ Commission Expires: 06-12-2024

STATE OF IDAHO

) ss.

County of Twin Falls

On this 23rd day of Aug., 2018, before me, the undersigned, a Notary Public in and for said State, personally appeared Carol Jane George, known or identified to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that she executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.



Cindy Wolf
NOTARY PUBLIC

Residing at: Filer, Idaho

Commission expires: 4-25-24

STATE OF IDAHO

) ss.

County of Twin Falls

On this _____ day of _____, _____, before me, the undersigned, a Notary Public in and for said State, personally appeared Shawn Barigar, Mayor of The City Twin Falls, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same on behalf of the The City of Twin Falls.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

NOTARY PUBLIC

Residing at: _____

Commission expires: _____

Exhibit "A"
Meadowview Lane North Right of Way

Being a portion of the W $\frac{1}{2}$ SE $\frac{1}{4}$ of Section 11, Township 10 South, Range 17 East, Boise Meridian, more particularly described as follows:

Commencing at the South quarter corner of said Section 11;
Thence, along the South Boundary of the SE $\frac{1}{4}$ of Section 11, South 88°51'28" East 1307.36 feet to the Southeast corner of said W $\frac{1}{2}$ SE $\frac{1}{4}$ of Section 11;
Thence, leaving said South Boundary, North 00°03'34" East 40.01 feet along the East Boundary of said W $\frac{1}{2}$ SE $\frac{1}{4}$ of Section 11 to a point on the Northern Right-of-Way line of Addison Avenue East and being the REAL POINT OF BEGINNING;

Thence, along said Northern Right-of-Way line, North 88°51'28" West 69.92 feet;
Thence, leaving said Northern Right-of-Way line, North 01°08'31" East 18.00 feet;
Thence, along the arc of a non-tangent 30.00 foot radius curve to the left, through a central angle of 91°04'57", an arc distance of 47.69 feet and a chord distance of 42.83 feet that bears North 45°36'03" East;
Thence, North 00°03'34" East 336.33 feet along a line parallel with and thirty-nine (39.00) feet Westerly of said East Boundary;
Thence, South 88°51'31" East 39.01 feet to a point on said East boundary;
Thence, along said East Boundary, South 00°03'34" West 384.91 feet to said REAL POINT OF BEGINNING.

Containing approximately 15,767 square feet.

End of Description



Date: Monday, September 10, 2018
To: Honorable Mayor and City Council
From: Troy Vitek, Assistant City Engineer

ACTION ITEM

Request:

Request to approve a Resolution requesting the Idaho Transportation Department to re-route Highway 30 within the City of Twin Falls.

Time Estimate:

Staff estimates five minutes to explain the resolution.

Background:

On July 24, 2006 the City Council heard this request for a resolution and this report is to re-affirm the council wishes to request the Idaho Transportation Department to relocate US-30 from its current alignment on 2nd Streets to Washington Street, 6th Avenue West, and Minidoka Avenue. Once re-routed the 2nds would revert back to the City of Twin Falls.

Approval Process:

Council, by majority vote, approves the Resolution allowing the Mayor to sign.

Budget Impact:

No budget impact with passing a resolution.

Regulatory Impact:

N/A

History:

N/A

Analysis:

N/A

Conclusion:

Staff Recommends Council approve the resolution requesting the Idaho Transportation Department to re-route Highway 30 within the City of Twin Falls.

Attachments:

1. HIGHWAY 30 REROUTE RESOLUTION - September 10 2018
2. Business Development Guide Historic Old Towne
3. Map of subject area

RESOLUTION _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF TWIN FALLS, IDAHO
REQUESTING THE IDAHO TRANSPORTATION DEPARTMENT TO RE-ROUTE
HIGHWAY 30 WITHIN THE CITY OF TWIN FALLS.

WHEREAS, It is an objective of the City of Twin Falls to promote economic development of Historic Downtown by removing Highway 30 from the core of downtown and thereby promoting a pedestrian friendly environment in downtown and to increase parking opportunity consistent with the Tom Hudson "Business Development Guide" recommendation No. 1. (Excerpt attached.); and,

WHEREAS, Rerouting Highway 30 would improve safety for school children attending Bickel Elementary, Lincoln Elementary, and the Alternative High School; and,

WHEREAS, Rerouting Highway 30 would improve the truck route to the industrial area particularly from trucks coming from the east that should use the Hansen Bridge instead of the Perrine Bridge; and,

WHEREAS, Rerouting Highway 30 would reduce truck traffic on the Perrine Bridge and Blue Lakes, improve the pedestrian access to the downtown and Old Town and improve both vehicle and pedestrians safety.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE
CITY OF TWIN FALLS, IDAHO:

That the City of Twin Falls hereby requests, from the Idaho Transportation Department, the acceptance of Minidoka Avenue, 6th Avenue West and Washington Street to State of Idaho, in exchange for 2nd Avenue West/South and 2nd Avenue East/North (current Highway 30 route through downtown) and Shoshone Street from 6th Avenue to 2nd Avenue North (current Highway 74), without compensation from either party to the other.

BE IT FURTHER RESOLVED, That the City Council also request that the Idaho Transportation Department program a project to construct a five lane roadway for 1.4 miles to comprise new Highway 30/74 along former Minidoka Avenue, 6th Avenue West and Washington Street. (Map attached.)

PASSED BY THE CITY COUNCIL
SIGNED BY THE MAYOR

September 10, 2018.
September 10, 2018

MAYOR

ATTEST:

DEPUTY CITY CLERK

Attachments: Business Development Guide Excerpt
Map of Downtown Streets
Map of Highway 30, 74, 93

BUSINESS DEVELOPMENT GUIDE

HISTORIC OLD TOWNE

TWIN FALLS, IDAHO

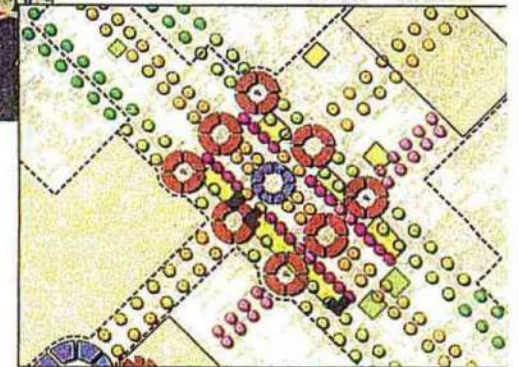
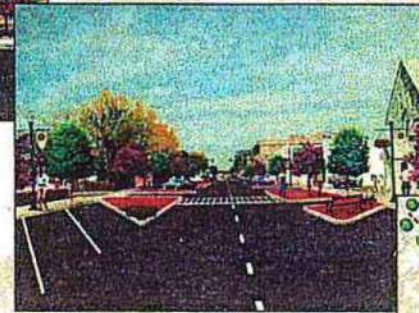
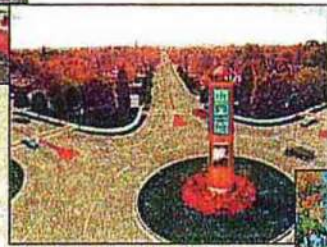


Table of Contents

<u>Section</u>	<u>Page</u>
Section 1 How to Use This Business Development Guide.....	1
Section 2 Big Picture: Business Development Guide Priorities	4
Section 3 Historic Old Towne Markets: The Reasons and Targets for Action	8
Section 4 Economic Restructuring Program.....	29
Section 5 Promotion Program	47
Section 6 Design Program.....	72
Section 7 Organization Program	107
Section 8 Budget Estimates for Key Projects	118

<u>Figure</u>	<u>Page</u>
Figure 2.1 HOT Development System.....	4
Figure 2.2 Resolution.....	7
Figure 3.1 Downtown Markets.....	9
Figure 3.2 Twin Falls County Industry Sales 1993-1999	13
Figure 3.3 Twin Falls County Retail Sales 1993-1999	13
Figure 3.4 Downtown Markets.....	16
Figure 3.5 Downtown Markets - Downtown Workers and Residents	17
Figure 3.6 Downtown Markets - Twin Falls City & County	18
Figure 3.7 Downtown Markets - Surrounding Counties.....	20
Figure 3.8 Twin Falls County Lodging Sales 1993-2000.....	21
Figure 3.9 Downtown Markets - Tourist Markets.....	22
Figure 4.1 Peak & Slow Months for Downtown Businesses	41
Figure 4.2 Business Trends: Last Three Years	41
Figure 5.1 Building a Brand.....	55
Figure 6.1 Conceptual Urban Design Framework.....	81
Figure 6.2 Approaching the Rock Creek Bridge from the south	85
Figure 6.3 Entering the warehouse districts of Historic Old Towne, before the railroad tracks	85
Figure 6.4 A quadrant-based wayfinding system implemented in Downtown Indianapolis, Indiana, should be used in Historic Old Towne	86

Figure 6.5 Quad-system appropriate for Historic Old Towne	86
Figure 6.6 2 nd Street/Pocket Park Before.....	90
Figure 6.7 2 nd Street/Pocket Park After.....	90
Figure 6.8 Historic Old Towne Streetscape Furniture Palette	92
Figure 6.9 Historic Old Towne Streetscape Furniture Palette Catalog I.D. and Cost.....	93
Figure 6.10 Historic Old Towne Districts.....	101

<u>Table</u>	<u>Page</u>
Table 3.1 Twin Falls County Economic Trends 1990-2000.....	11
Table 3.1 Twin Falls Market Segment Information 1999/2000.....	12
Table 3.3 Annual Household Spending (Residents in 5-Mile Radius).....	22
Table 3.4 Twin Falls Consumer Spending Profile.....	23
Table 3.5 Downtown Twin Falls Target Market Overview	28
Table 4.1a Economic Restructuring Action Plan.....	30
Table 4.2b Economic Restructuring Action Plan	31
Table 4.2 Businesses and Services in Downtown Twin Falls BID	33
Table 4.3 Possible Downtown Business Recruitment Targets	43
Table 5.1a Promotion Action Plan.....	50
Table 5.1b Promotion Action Plan	51
Table 5.2 Downtown Event Effectiveness	67
Table 6.1a Design Action Plan.....	79
Table 6.1b Design Action Plan.....	80
Table 7.1 Organization Action Plan	108
Table 8.1 Committee Budget Estimates, 2001-5	119
Table 8.2 Economic Restructuring Committee Budget Estimates, 2001-5	120
Table 8.3 Organization Committee Budget Estimates, 2001-5.....	121
Table 8.4 Promotion Committee Budget Estimates, 2001-5	122
Table 8.5 Promotion Committee and Total Budget Estimates, 2001-5	123

<u>Appendices</u>	<u>Page</u>
Appendix 1 Potential Resources for Development	A-1
Appendix 2 Business Survey	B-1

SECTION 1

How to Use This Business Development Guide

Purpose Of The Guide

During the year 2000, leaders in Twin Falls' city center created a new, broader partnership focused on the revitalization of downtown and the adjacent warehouse district. This organization, Historic Old Towne (HOT), emphasized the need for practical action that engages all city center supporters in the revitalization process. Toward this end, HOT and the City engaged a team of development specialists to help craft a system of actions to guide the partnership. The result is this Business Development Guide.

The Guide outlines actions in a format that addresses "who, what, when, where and how" for each recommendation, in a five-year campaign. Three general issues are addressed: Business Development; Physical Design; Organization. Recommendations are organized in a manner consistent with the National Main Street Center's four-point approach to revitalization. An emphasis is placed on actions that can be managed by committees of volunteers under the direction of a professional executive. Where appropriate, other participants or leaders are recommended to help accomplish the revitalization mission.

The Guide and its various actions were crafted to be market-driven. That is, each major element of the Guide responds to insights about the marketplace as described in Section 3. Demand information is used to refine supply (whether the supply is in the form of business segments, public spaces, places or events).

Finally, the Guide is focused on better connections: connections between advocates for Historic Old Towne, connections between the public and private

sectors, connection with the citizens of Twin Falls, and connections with visitors from outside the community. Innovative communication is the primary tool to be employed.

What the Guide is Not Intended To Do

The Guide is not a business recruitment brochure. It may be used to demonstrate to potential recruits that HOT is strategically focused on improving the business environment. However, other recruitment tools need to be created at the appropriate time to address the traditional questions and concerns of this market.

The Guide is guided by strategy, but is not specifically a strategic plan. It is devoted to systematic action in the immediate future, rather than long range programming. It emphasizes base hits and immediate successes to build momentum, rather than large, long-term projects.

Helpful Hints in Using the Business Development Guide

- ❖ Use the Guide as just that: a guide. Remember, conditions change. Be prepared to change with them. Treat the Guide like a three ring binder. If additional steps, actions or even systems are needed, add them. If some of these become unnecessary, drop them.
- ❖ Record and track your activities. Measure your performance. Follow up on your initial efforts. Wherever appropriate, refine and adjust your actions.
- ❖ Compare market information in the Guide to your own estimates and projections: Can you adjust your business methods to tap markets more effectively?
- ❖ Use data in the Guide to help build a business recruitment packet when you are ready to begin a recruitment campaign.
- ❖ Share the Guide and Redevelopment Plan with businesses who haven't been inclined to join with others in improving Historic Old Towne. Show them the methods and tools in these documents that are bound to improve their vitality if they participate. In short, use the Guide to recruit local support.

- ❖ Include the Guide in grant applications for outside resources. The Guide will demonstrate to grantors that Historic Old Towne is well organized and serious about development. This will make the community more competitive.
- ❖ Divide and conquer. The Guide is intended to be implemented by teams and committees of volunteers. Different groups can be working on different elements at the same time. Try to get as many people engaged as possible.
- ❖ Coordinate Guide activities. Each team or committee should emphasize coordination and collaborate with others throughout the implementation process.

SECTION 2

Big Picture: Business Development Guide Priorities

Figure 2.1: HOT Development System

Organization: Expand Framework of Leadership, Teams & Connections to Resources



The Business Development Guide Offers a System for Development

Historic Old Towne (HOT) is part of a regional shopping and business center called Twin Falls. It has important niches that HOT leaders intend to fill more successfully as a partner in the city's economic development system. All supporters of this system have a stake in HOT's performance. From financial services to specialty retail to cultural events to public facilities, HOT's assets can either enhance or detract from the overall vitality of the community. This Business Development Guide represents a commitment to expanding both HOT's roles as a business generator and as the traditional heart of the community.

The Guide addresses many issues in the context of a system for coordinated action. Five elements compose the system (see Figure 2.1 at left). First is an emphasis on the marketplace. Specific, targeted markets should always be the foundation, or inspiration for action. For this to occur, HOT members must understand their markets. This can only occur through regular, systematic research. Business development, in the form of retention and recruitment activities, can then be crafted to match target markets' various demands.

The physical place of HOT must also be refined to provide appropriate comfort, access, attractiveness and safety to the people it seeks to serve. Then, the place, its businesses and services need to be promoted effectively to these targets. Excellent communication is critical, but not fundamental. More important is to have something valuable to communicate. In the tradition of "Ready, Aim, Fire," promotion should follow preparation. Consumers should *find* what they are led to believe exists.

All of these actions need to be organized as a system for them to be effective. Good organization will build leaders, teams and greater access to resources. In fact, there are so many issues that need to be addressed in downtown revitalization, that strategic organization is indeed fundamental to success.

The Guide is Organized into Four Major Components

The Guide is organized into four major components. The first, titled *The Big Picture* (Section 2), is brief and important. It lays out the Historic Old Towne vision and direction of the Guide. The second, Historic Old Towne Markets (Section 3), defines the markets and market conditions that drive all subsequent recommendations. The third component is the heart of the Guide. Sections 4-7 describe the action plan in its four program facets:

1. (Section 4) Economic Restructuring
2. (Section 5) Promotion
3. (Section 6) Design
4. (Section 7) Organization

Each of the four sections above begins with a work plan in table format. Timing, leadership and other participants are defined for each action listed. In effect, each section and table becomes the framework for a work plan.

The final component addresses the costs and resources for implementing actions in the Guide. While costs are general estimates, they are based on the planning team's good experience. Nearly one hundred well described resources are linked to recommendations.

The Guide's actions are oriented so that most can be accomplished without dependence upon large infusions of outside resources. Emphasis is placed on practical steps that build collaboration and partnerships. This approach should

make the Guide a reliable roadmap for moving Historic Old Towne and the community of Twin Falls to a better future.

First Things First

In early 2001, the HOT Board of Directors met with citizens of Twin Falls in public meetings to identify revitalization priorities. The response was remarkably united. In addition, a business survey conducted by the planning team identified a consistent set of recommendations as well (see Chapter 4). The Board responded by passing a resolution (see Figure 2.2, next page) that focuses on six actions for immediate attention:

1. Drop Second Avenues Highway Status (With Goal of Creating Diagonal Parking on Both Sides of the Avenues)
2. Rename Old Town Streets (Not Avenues) to Reduce Directional Confusion
3. Create Old Town Zone (Warehouse District) Gateway & Parking (at 6th Ave and Minidoka)
4. Redesign Fountain Park to Allow for Automobile Access and Circulation
5. Acquire Property Opposite Globe Feed and Seed to Support Old Town Business Development
6. Enhance Major Gateways

The Board agreed with citizens and other business people. Whatever else the organization does, these actions will complement all revitalization programming. Since passage of the resolution, the Board and staff have begun working building the teams necessary to make these projects happen.

Figure 2.2
RESOLUTION
Enacted by Historic Old Town
February 27, 2001

WHEREAS Historic Old Town is the traditional civic, religious, social, cultural and commercial center of the community of Twin Falls;

WHEREAS the economic vitality of the Twin Falls city center is important to the well being of the entire community;

WHEREAS the character of the city center is an integral part of the district's ability to draw, serve and sustain customers, visitors and residents;

WHEREAS improvements to the city center's system of internal circulation, parking, open space and pedestrian environment are needed;

WHEREAS certain public properties in the city center are well suited for improvements to foster business development;

WHEREAS Historic Old Town is a proactive supporter of strategic physical and design improvements;

WHEREAS Historic Old Town seeks to be a partner in physical improvements to the city center;

NOW THEREFORE Be it resolved that the Historic Old Town Board of Directors endorse and encourage the following system of physical improvement projects in the city center as part of the business development program mutually supported by Historic Old Town and the City of Twin Falls:

- ❖ Drop Second Avenues Highway Status (With Goal of Creating Diagonal Parking on Both Sides of the Avenues)
- ❖ Rename Old Town Streets (Not Avenues) to Reduce Directional Confusion
- ❖ Create Old Town Zone (Warehouse District) Gateway & Parking (at 6th Ave and Minidoka)
- ❖ Redesign Fountain Park to Allow for Automobile Access and Circulation
- ❖ Acquire Property Opposite Globe Feed and Seed to Support Old Town Business Development
- ❖ Enhance Major Gateways

DATED this 27th day of February, 2001.

PRESIDENT, Historic Old Town

SECRETARY, Historic Old Town

SECTION 3

Historic Old Towne Markets: The Reasons and Targets for Action

Consumers living within 5 miles of Downtown spent more than \$220 million on retail goods and services in 1999.

Consumers living within 50 miles spent more than \$700 million! Downtown can capture more of those expenditures.

Successful business development must be market-driven: the supply (products, services and physical place) must respond to the demand (customers). The supply includes products and services offered by businesses, as well as by civic, religious and nonprofit organizations. It also includes the events, attractions, activities and amenities in Downtown.

In order to better understand the demand (the customers), a market analysis was conducted for Historic Old Towne by the planning team. The purpose of the market analysis was to understand WHO the customers are, WHAT goods and services they need or desire, and WHY. This section of the Business Development Guide is a report of the findings from the market analysis, along with observations about the implications for business and Historic Old Towne action. The next two sections of this document (Sections 4 and 5) provide recommended actions to address HOW businesses and organizations in Historic Old Towne can respond to the market needs as identified in the analysis.

The data reported in this section includes regional population and tourist characteristics/trends; occupation, employment and crime figures; county industry/retail sales by category, and consumer spending data. Also included is information about Downtown customers from a survey of businesses within the BID. This market analysis is divided into six subsections:

- a. Regional Socio-Economic Trends
- b. Downtown's Geographic Target Markets
- c. Downtown's Demographic Target Markets
- d. Consumer Spending by Business Category
- e. Downtown Business Owner Input about Markets
- f. Downtown's Top Priority Target Markets

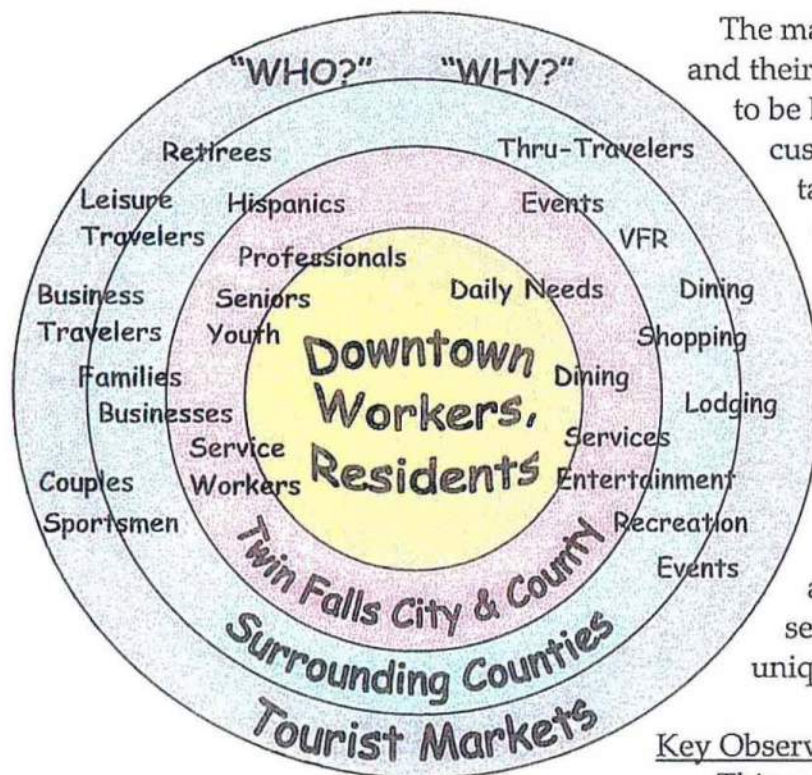


Figure 3.1

"Downtown Twin Falls cannot be all things to all people"

The market information provides a picture of local and regional consumers and their needs (see Figure 3.1 at left). Some market segments are more likely to be Downtown customers than others. It must identify its most strategic customer groups, and its unique strengths – or niches – as a district, then target specific customers based on matching supply with demand effectively. In Section 4 of this Business Development Guide, Downtown's strategic strengths and niches are discussed further, based on the results of the market analysis reported in this section.

Potential customer markets can be defined demographically (by their characteristics, or traits, such as age, income, etc.) and geographically. Downtown's demographic markets include professionals, skilled workers, seniors, families, singles, youth, Anglos, Hispanics, rural residents, urban dwellers, business travelers and tourists (sportsmen, visiting friends/relatives, heritage/culture seekers, recreationists, leisure travelers, etc.). Each of these markets has unique needs for goods and services.

Key Observations About Consumer Needs in Downtown's Market Area

This section of the Business Development Guide contains a significant amount of market data and narrative. It is written to be user-friendly; however, data is data. It can feel overwhelming to read and digest key information, and relate it to a specific business or organization. Therefore, the planning team has included observations about implications of the information – the answers to "SO WHAT?" By way of summary, the following are key observations taken from the analysis (more detailed information about each observation is found in the narrative that follows):

- ❖ Consumers living within 5 miles of Downtown (41,000 people) spent \$220 million on retail goods and services in 1999 (\$14,310 per household). Those living within 50 miles (140,000 people) spent \$700+ million. Downtown can

capture more of those expenditures if adjustments are made to serve the markets more effectively.

- ❖ Population growth of 20% in the past decade provides more potential customers. Nearly two-thirds of the county's population lives within a 5-mile radius of Downtown.
- ❖ The population is growing older, more ethnically diverse, and more urban. Products and services must be adjusted to meet the changing needs of the marketplace.
- ❖ Youth and college students are a significant potential market for Downtown, but are not well-connected to the district.
- ❖ Crime and poverty are growing problems: customer safety and higher wage jobs must be priorities for Downtown to be successful.
- ❖ Key industries have declined, while the retail, service, government and construction sectors have grown significantly. The sectors with the highest growth in number of jobs pay the lowest wages.
- ❖ Tourists are virtually untapped as a market for Downtown.
- ❖ Downtown's top priority target markets are Downtown workers and residents, mid-to-upper middle income families within 50 miles, and mid-to-upper middle income urban seniors. Second priority targets are young adult urban singles, business travelers and visiting retirees.
- ❖ Development and promotion of a clear image for Downtown will help entice customers who are unfamiliar with Historic Old Towne (especially residents of surrounding counties, and tourists).

Table 3.1
Twin Falls County Economic Trends 1990-2000

<u>Population & Housing</u>	<u>1990</u>	<u>2000</u>	<u>Change</u>	<u>%</u>	
Total County Population	53,580	64,284	10,704	20	
Percent Rural	42	36			
Percent Urban	58	64			
Under 18 (%)	30	28			
18-64 (%)	55	58			
Age 65+ (%)	15	14			
Median Age	33.3	34.9			
Per Capita Income (1990, 1999)	\$15,353	\$21,322	\$5,969	39	
Income as % of State Average	96.8%	93.2%			
Medicaid Cases (1992, 1999)	2,751	4,164	1,413	51	
Aid to Aged, Blind, Disabled	227	501	274	121	
Crime Rate per 100,000 (1990, 99)	4,686	4,383	- 303	- 6	
Total Housing Units	21,158	25,595	4,437	21	
Vacant Housing Units	1,421	1,742	321	23	
			% of		
<u>Industry</u>	<u>1990</u>	<u>1999</u>	<u>Total</u>	<u>Change</u>	<u>%</u>
Total County Employment	31,570	40,700	100	9,130	29
Wage & Salary Employment	24,293	31,644	78	7,351	30
Farm Proprietors	1,439	1,575	4	136	9
Non-Farm Proprietors	5,838	7,481	18	1,643	28
Farm	2,323	2,793	7	470	20
Ag Service, Forestry, Fish, Other	1,070	1,257	3	187	17
Manufacturing	4,113	3,777	9	-336	- 8
Mining	68	71	<1	3	4
Construction	1,663	2,443	6	780	47
Transp'n, Comm'n's, Public Utilities	1,779	2,043	5	264	15
Wholesale Trade	1,694	1,940	5	246	15
Retail Trade	5,933	8,047	20	2,114	36
Finance, Insurance, Real Estate	2,039	2,597	6	558	27
Services	6,784	10,357	25	3,573	53
Federal Civilian	389	537	1	148	38
Federal Military	346	273	<1	- 73	- 2
State & Local Government	3,369	4,565	11	1,196	36

Source: Idaho Dept. of Commerce *County Profiles of Idaho 2000* (some Profiles data from U.S. Bureau of Economic Analysis).

Note: Differences in employment data between Table 3.1 and Table 3.2 are due to inclusion of proprietors in Table 3.1. Table 3.2 does not include proprietors in the covered wage figures.

The five sub-sections which follow provide more background and insight about the general observations listed above.

a. Regional Socio-Economic Trends

Population and Income

Twin Falls County and the surrounding region have seen significant population growth and economic changes during the past decade. These changes affect Downtown's development strategy. The county population has grown by 10,700 people to 64,284 – an increase of 20% (2000 census figure, see Table 3.1 at left). Most of these new residents are urban dwellers. The population is aging, and people are choosing to have smaller families (or no children at all).

Nearly two-thirds (62%) of residents within a five-mile radius of Downtown are married (see Table 3.2, next page). Ninety-four percent are white, nearly one in ten is Hispanic, and six percent are of black, Asian or other ethnic descent.

Per capita income in Twin Falls County has risen 39%, yet as a percent of the state average, it has declined, so income growth in Twin Falls is not keeping up with other areas of the state. The number of people needing public assistance also has risen, most notably among the elderly. Medicaid cases increased 51% between 1992 and 1999.

In 1999, the average household income of people living within a 5-mile radius of Downtown was \$42,600 (Table 3.2). The median household income was \$35,100. More than one-third of the people in this market (5,300 people) had

Table 3.2
Twin Falls Market Segment Information 1999/2000

Segment	# People in 5 Miles	%	# People in 50 Miles	%
Total Population	41,000	100	140,000	100
Children (<15)	9,000	22	33,600	24
High School (15-17)	2,500	6	8,700	6
Age 18-34	9,000	22	29,400	21
Age 35-54	14,800	27	37,800	27
Age 55+	9,400	23	30,800	22
Average Age	36.4	--	35.5	--
Female	21,300	52	70,000	50
Male	19,700	48	70,000	50
White	38,500	94	126,000	90
Other (Black, Asian, etc.)	2,500	6	14,000	10
Hispanic Ancestry	3,700	9	20,000	14
Married	25,400	62	91,000	65
Single	15,600	38	49,000	35
College Education	19,700	48	58,800	42
No H.S. Diploma	9,400	23	37,800	27
Total Households	15,000	100	51,000	100
HH Income >\$50K	4,200	28	11,200	22
HH Income \$25-\$50K	5,600	37	19,400	38
HH Income <\$25K	5,300	35	20,400	40
HH of 2 People	5,300	35	17,300	34
HH of 3 or More	6,000	40	22,400	44
Average HH Size	2.57	--	2.73	--
Avg. HH Income (1999)	\$42,600	--	\$38,300	--
Median HH Income (1999)	\$35,100	--	\$31,300	--

Source: 1999 CACI Market Profile Report for Twin Falls Chamber of Commerce

2000 County Employment	# Jobs	%	Avg. Wage
Total Covered Employment	29,584	100	\$22,364
Agriculture	1,196	4	\$20,130
Construction & Mining	1,400	5	\$23,115
Manufacturing, incl. Food Products	3,625	12	\$27,245
Transportation, Comm'n's, Utilities	1,602	5	\$29,762
Wholesale Trade	1,633	6	\$29,271
Retail Trade	6,588	22	\$15,240
Finance, Insurance, Real Estate	1,076	4	\$30,317
Services	7,353	25	\$19,067
Local Government	4,169	14	\$24,814
State & Federal Government	952	4	\$36,497

Source: Idaho Dept. of Labor Annual Report of Covered Employment & Wages, June 2001

household incomes of less than \$25,000 per year. Thirty-seven percent had household incomes of \$25,000-\$50,000, and more than one in four (28%) had incomes exceeding \$50,000. The average household size was 2.57 people. Three quarters of the households had two or more people in them (35% were couples, 40% had three or more family members). A mix of goods and services that includes off-price goods (such as factory outlets), mid-price and specialty goods is needed to serve Downtown's key potential markets.

Industry & Retail Sales

Key industries in Twin Falls County experienced flat or declining sales from 1993 to 1999 (see Figure 3.2 next page). The Construction/Special Trades and Manufactured Furniture/Fixtures sectors were the only sectors that experienced an upward trend in revenues (by 59% and 99% respectively), according to sales figures reported in Twin Falls County. The Commercial Farms and Lumber/Wood Products Manufacturing sectors saw the most significant declines (56% and 55% respectively). Note: in Idaho, businesses with multiple locations may report all sales in the county of their headquarters, so some sales in Twin Falls County may not appear in the data.

The retail sector also saw generally flat sales, with some segments showing increases (see Figure 3.3 next page). Segments with the most significant growth were Gas Stations, Farm Equipment and Auto/Vehicle sales (Auto/Vehicle is not shown on the chart, but sales in this sector rose from \$203 million to \$261 million between 1993 and 1999 – an increase of 29%).

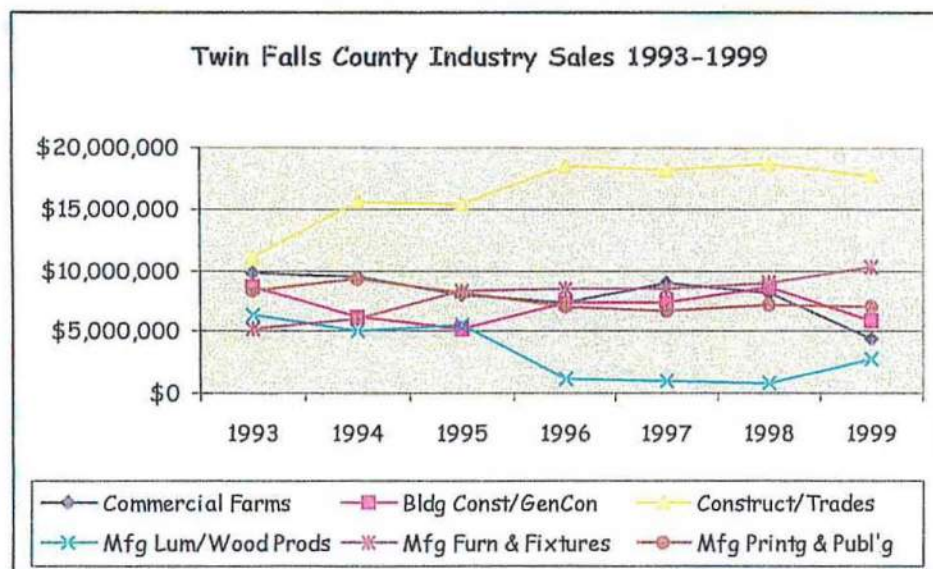


Figure 3.2

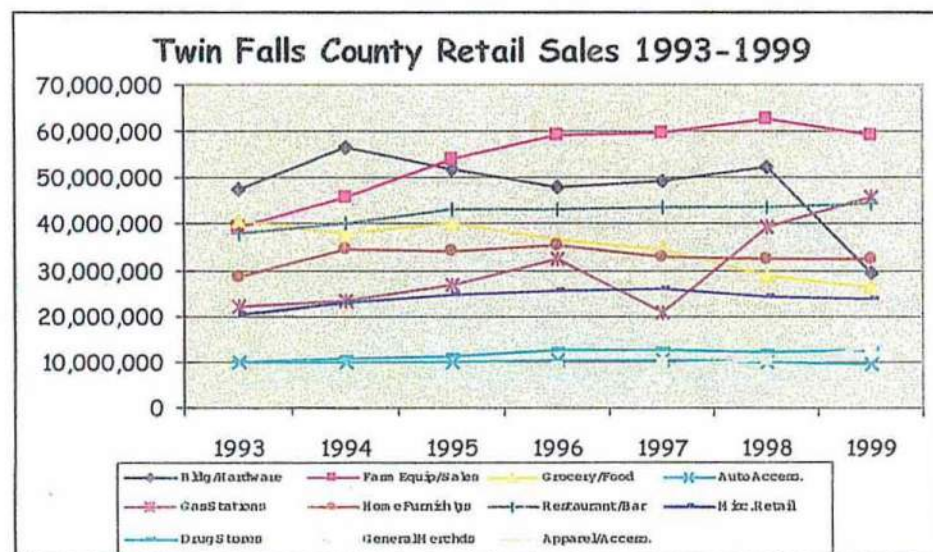


Figure 3.3

Building Materials/Hardware and Grocery/Food Stores showed the sharpest declines – at least in terms of sales reported in Twin Falls County. Restaurants/Bars, Miscellaneous Retail and Apparel/Accessories saw steady increases, while sales were relatively flat in the General Merchandise, Home Furnishings, Auto/Accessories and Drug Store sectors. Twin Falls County retail trends are likely impacted by additional competition from Wal-Mart in Jerome, but the data also could be affected by the sales reporting of chain stores headquartered elsewhere.

Employment and Wages by Industry Sector

From 1990 to 1999, the number of county manufacturing jobs declined by 8%, but most other sectors experienced double-digit growth in jobs (see Table 3.1). In 1999, about one in five workers were proprietors (9,056), and of those, 1,575 were farm proprietors (there were 1,683 farm proprietors in 1985, and 1,439 in 1990). More than three-quarters of the workforce (78%) are wage/salary employees (31,644 people). Only 7% of the total workforce is farm workers (2,793 people). If ag proprietors are excluded, jobs in agriculture accounted for only 4% of the covered employment in 2000.

The sectors with the highest growth in jobs were Services (53%), Construction (47%), Federal Civilian (38%), Retail Trade (36%) and State/Local Government (36%). Other sectors with notable growth were Finance/Insurance/Real Estate - FIRE (27%), Farms (20%), Ag Services/Forestry/Fisheries/Other (17%),

Transportation/Communications/Utilities - TCU (15%) and Wholesale Trade (15%).

One of the largest employers of Twin Falls County residents is Ameristar Casinos in Jackpot, with 650-900 employees from the Magic Valley.

One of the largest employers of Twin Falls County residents is Ameristar Casinos in Jackpot, Nevada (owners of Cactus Pete's and the Horseshoe). Of their 875-1,200 employees (depending on the season), 75% live in the Magic Valley, mainly in Twin Falls. Company buses transport about 100 employees daily from Twin Falls to Jackpot for three work shifts: 7am-3pm, 3pm-11pm and 11pm-7am, although half of the employees work a "combo" shift from 7pm-2am. The jobs pay well with full benefits. These employees seek places to dine, socialize and shop after work – whether at 5pm, 8am or midnight.

70% of the jobs in Twin Falls County paid less than \$25,000 average annual wages in 2000. Only 7% of jobs paid more than \$30,000. Higher wage jobs are needed to increase consumer spending capacity.

Services and Retail Trade account for 45% of all county employment. These were two of the highest growth sectors in terms of jobs, but they are two of the lowest in average wages (see Table 3.2). Overall, 70% of the jobs in Twin Falls County paid less than \$25,000 average annual wages in 2000. Only 7% of the jobs paid more than \$30,000 annually. The highest average wages were in the State/Federal Government, FIRE, TCU, Wholesale Trade and Manufacturing sectors. However, these sectors combined accounted for less than one in five jobs. Business development efforts which target higher wage sectors would provide additional family-wage jobs, resulting in more consumer spending for businesses in other sectors.

48% of adult county residents have at least some college education, but 23% do not have a high school diploma.

The average age of CSI's 10,000 students is 30. Students are a key market for Downtown Twin Falls.

Education

Nearly half (48%) of county residents have at least some college education; however, nearly one in four (23%) do not have a high school diploma. The College of Southern Idaho (CSI) has 5,500 full-time students, with an average age of 30. Total full- and part-time enrollment during the Spring 2001 semester was 10,000 students. Of those, about 44% were residents of Twin Falls County and 9% of Jerome County. A dorm on campus houses 250 students, and another 4,000 non-local students live off-campus. About one-third of the students are age 18-21, 11% are high school students, 18% are age 22-29, 22% are age 30-50, and 14% are over age 50 (7% are 65+).

Many of these students have substantial disposable income and are potential customers for Downtown. However, according to one CSI official, Downtown needs to offer products that appeal to students, and communicate with them using targeted messages. Parking meters and leased parking lots were mentioned as detriments to students. Students tend to seek social activities and enriching/fun entertainment (lectures and seminars, jazz music, poetry readings, stand-up comedy). The 4,000+ students that are not local residents want to feel welcome in the community.

Crime

The overall crime rate (per 100,000 people) in Twin Falls County declined about 6% between 1990 and 1999; however, the actual number of offenses increased by 269, or 11%, during that period (2,511 offenses to 2,780 offenses). The number of violent crimes doubled (murder, rape, aggravated assault), from 86 offenses to 172. Safety is a key issue if the Downtown district is to be successful attracting customers.

Housing and Land Development

From 1990 to 2000, the number of housing units in the county increased by 21%, from 21,158 to 25,595, which was a higher rate than the population growth. In 1999, 23% of those units were vacant. Much of the housing development has been outside the city limit, on subdivided agricultural land.

The total number of farms decreased by 9% between 1987 and 1997, but the number of acres in farms declined 17% during the same time period, from 552,538 to 456,378 acres – a loss of nearly 100,000 acres in ten years! The average farm size also has declined, with the number of smaller farms (under 50 acres) increasing slightly, and larger farms decreasing. Meanwhile, the average value of land, buildings and products sold per farm has increased 42-45%. In 1997, only 61% of the farm operators were farming as their principal occupation (down from 69% in 1992). Although agriculture still dominates the Magic Valley's economy, the population is becoming more urban.

The number of violent crimes in Twin Falls County doubled between 1990 and 1999, from 86 to 172 offenses.

Acres of farmland in Twin Falls County declined by nearly 100,000 acres between 1987 and 1997. In 1997, only 61% of farm operators were full-time farmers.

b. Downtown's Geographic Target Markets

Downtown's geographic markets can be visualized as a series of concentric circles (Figure 3.4). The innermost circle represents customers closest to Downtown: the Downtown workers, other businesses and residents of neighborhoods within the original Twin Falls township. The next circle represents residents of the City and County of Twin Falls – 63% of whom live within five miles of Downtown. The third circle represents residents of surrounding counties in Idaho, Nevada and Utah. The outermost circle represents tourists who pass through Twin Falls or arrive in Twin Falls as their primary destination. Tourists include business travelers (such as out-of-town attorneys working on court cases), people traveling for recreation or leisure (such as retirees or sportsmen), and people visiting friends and relatives in Twin Falls County.

The customer markets in the two center circles (closest to the “bull’s eye”) are the most important, or primary, geographic targets. The third circle represents the next most important, or secondary, target for Downtown. The outer circle represents tertiary targets. Within each of these geographic market areas are a variety of demographic sub-segments.

c. Downtown's Demographic Target Markets

Table 3.2 (page 3.4) identifies demographic characteristics of the local and regional marketplace. The people living within five miles of Downtown represent the primary market for the district (this includes Downtown workers and residents). Figure 3.4 overlays a sampling of demographic market segments and their interests on geographic segments. The visual “noise” illustrates the complicated nature of relationships that needs to be addressed in target marketing.

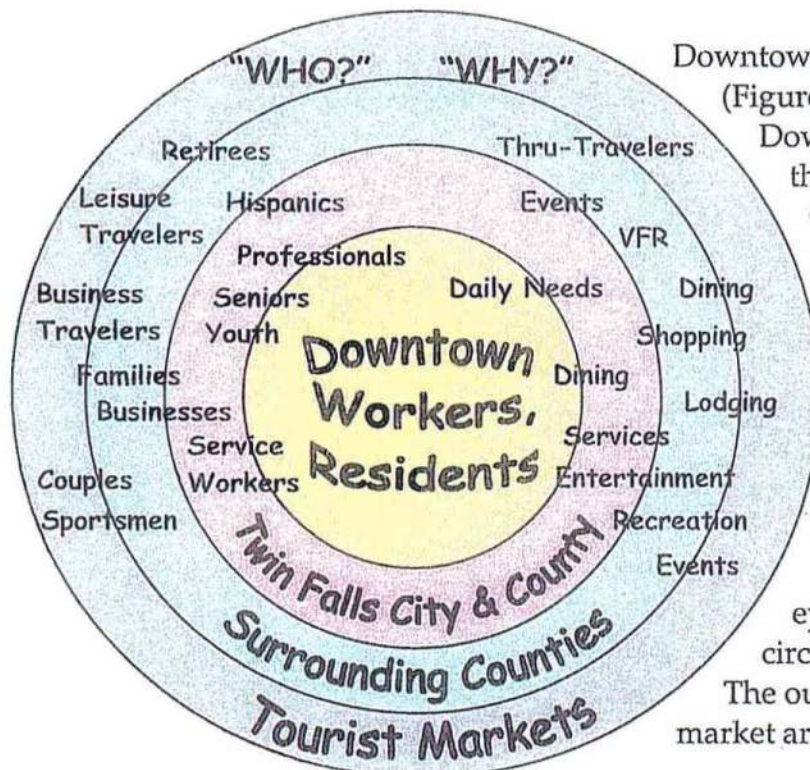


Figure 3.4

3,000 workers commute into Downtown every weekday.



Figure 3.5

At least 2,800 residents live in or adjacent to Downtown. A key goal for Historic Old Towne is to become an "18-hour Downtown."

Downtown Workers & Residents, Business-to-Business (see Figure 3.5)

DOWNTOWN WORKERS: There are approximately 3,000 workers who commute into Downtown daily. Most work in personal and professional services, financial services, retail and government. They arrive at work at 8:00 (or 9:00), and finish work at 5:00 or 5:30. To satisfy their personal needs, they seek convenient access to "necessity" goods and services: banking, dry cleaning, dining, florist, travel services, insurance, gifts, post office, accountant, home furnishings, apparel, shoes, and daily needs merchandise (groceries, dry goods, pharmacy, bakery, coffee shop, hardware, one-hour photo, hair salons). They also want dining and entertainment – for coffee/breakfast, lunch, business meetings, after-work relaxation, take-home meals. Most would linger Downtown after work to shop and dine if stores were open until 6:00 or 6:30 p.m. (or later).

BUSINESS-TO-BUSINESS: Another primary market for Downtown businesses is other businesses ("Business-to-Business", or "B-2-B"). Common examples are banking, accounting, insurance, office supplies, computer/copier support services, maintenance and repair services, travel, catering, etc. To enhance recruitment efforts, existing businesses should be asked about the types of B-2-B goods and services they use, and which of those they must seek outside the Downtown district. Potential recruitment candidates can be identified from the list.

DOWNTOWN RESIDENTS: There are at least 2,800 residents living within or adjacent to the original Twin Falls township (bordered by Addison, Washington, Minidoka and Blue Lakes).¹ They are a primary market for Downtown goods and services. Downtown is their "neighborhood shopping district". Whether they live in the core of the business district (upper story) or in adjacent residential neighborhoods, these people are likely to be Downtown's most frequent customers. Many of them in adjacent neighborhoods are seniors and young singles or families. They need convenient access to affordable goods and services. In order to walk or bicycle in Downtown, they need to feel safe, especially after dark. They enjoy living

¹ Based on a housing unit count completed by the Historic Preservation group, and planning team estimates.



Figure 3.6

Youth and young adults are key markets, totaling 20,000+ potential customers within a 5-mile radius of Downtown. Young families seek places that are "kid-friendly."

in or near Downtown because the district is not just a commercial center, but it also provides social, cultural, religious and civic services and activities. It is where they shop, dine, meet friends, recreate, entertain, worship and take care of other daily needs. One of the district's goals is to become an "18-hour Downtown" (a vibrant place that has things to see, do and buy from 6:00 a.m. to 12:00 Midnight). That level of activity will encourage neighborhood residents to spend more time (and money) Downtown, and will attract additional residents to live in trendy redeveloped upper story apartments or condominiums.

City and County Residents

As mentioned earlier, two-thirds of the county residents live within five miles of Downtown. There are many demographic sub-segments within this group, based on age, occupation, ethnicity, hobbies/interests, religion, etc. Some of those sub-segments and their characteristics are described here, along with implications for Downtown businesses.

YOUTH: More than one-fourth of the population within a five-mile radius of Downtown is youth (11,500 residents are under age 18). Youth are the future of the community, and many of them are not connected to Downtown. They also are a significant market, with considerable spending capability (small children bring their parents with them, and teenagers often have more readily expendable cash than their parents). If Downtown businesses (individually and collectively) want to serve this market, they need to be "kid-friendly" and "teen-friendly". Youth seek specific kinds of goods and services. Children seek age-appropriate toys, entertainment and activities, perhaps even supervised day care while parents shop or do business Downtown. Teens seek opportunities to shop and socialize in friendly and positive settings. All youth have lots of energy, so social activities like playgrounds, skate parks and festivals are magnets for youth.

YOUNG ADULTS: One in five citizens (9,000 total) is a young adult (age 18-34). These are students, young workers, singles, young married couples and families. They seek convenience, social interaction, entertainment, consumer goods,

basic necessities for establishing a household, and education. This age group of consumers are experiencing many "firsts": first job, first apartment or home, first dose of financial independence (and reality), first major purchases (appliances, cars, homes, furniture) and first debt. Businesses who provide helpful, informative customer service to this age group will be successful in attracting them. Free consumer education seminars are helpful. If this segment is well-served, they are likely to become long-term customers. Families with young children seek places that are "kid-friendly" for shopping and family outings. The "singles" segment of this age group are heavy purchasers of consumer goods (clothes, sporting goods, electronics, etc.), and they are extremely social. Dining, entertainment, dancing, recreation and fitness are important activities to them.

ADULTS: More than one in four residents (14,800 people) is aged 35-54. These people are predominantly married with families and established careers. They are busy. The majority of the Downtown workers fit into this age group. Their lives revolve around family (children's) activities, and (usually) to a lesser extent, career/job activities. Time is a big issue (more so than price). They need convenient, user-friendly shopping and business experiences. Nearly all of their shopping is done after work and on weekends. They seek opportunities for family outings, especially in places that feature a mix of activities for all family members in a safe environment. If Downtown is comfortable, entertaining and convenient (access, parking, business hours), this group of customers will be drawn to it.

Key issues for senior customers are safety, comfort and social activities.

SENIORS: There are increasing numbers of older residents within a five mile radius of Downtown (23% of residents, or 9,400 people, are age 55+). Many of these residents are active singles, and seek a friendly, safe place to socialize and do business. This segment of the population has more time and money to spend than any other segment. Key areas of interest to them are history, the arts and culture, wellness, family/grandkids and recreational activities (walking, golf, travel). Many of them have pets. Targeted Downtown events, activities, goods and services will attract these customers. The older segment of the population (age 75+) tends to have some unique needs. These include security, medical or assisted living care, home

20,000 Hispanics live within a 50-mile radius of Downtown.



Figure 3.7

delivery of goods and services, physical access to businesses without stairs or long walking distances, and personalized services.

HISPANICS: There are 20,000 residents of Hispanic ancestry within a 50-mile radius of Downtown. To serve them, businesses need to be bi-lingual, kid-friendly and sensitive to cultural differences in communication, buying habits and social activities. For example, there are several important annual holidays celebrated by many Hispanics that are not recognized by most Anglos. Recognition and exchange of historical/cultural knowledge helps build bridges and establish business relationships.

Surrounding Counties

There are 140,000 people within a 50-mile radius of Downtown. The overall population characteristics are similar to those who live within a five-mile radius, with a few exceptions. Fewer people in the outlying areas have a college education (42%), and a higher number did not finish high school (27%). The average household size is somewhat larger than Twin Falls County (2.73 vs. 2.57), with a higher percentage of young children. There is a higher percentage of minorities (14% Hispanic, 10% Black/Asian). The average household income is \$38,300 (10% lower than \$42,600 in Twin Falls County), and the median income is \$31,300 (11% below Twin Falls County). Fewer households have incomes exceeding \$50,000 (22%), and 40% earn less than \$25,000.

These surrounding county residents must travel some distance to Twin Falls, and when they do, they make multiple stops. They seek to be efficient with their time, but also they often will plan some social/relaxation time during their trip (dining, attend an event, etc.). Effective retail promotions will entice them to spend time Downtown when they are in Twin Falls. Because they are unlikely to be very familiar with the city, highly visible signs are critical to direct them to and around Downtown.

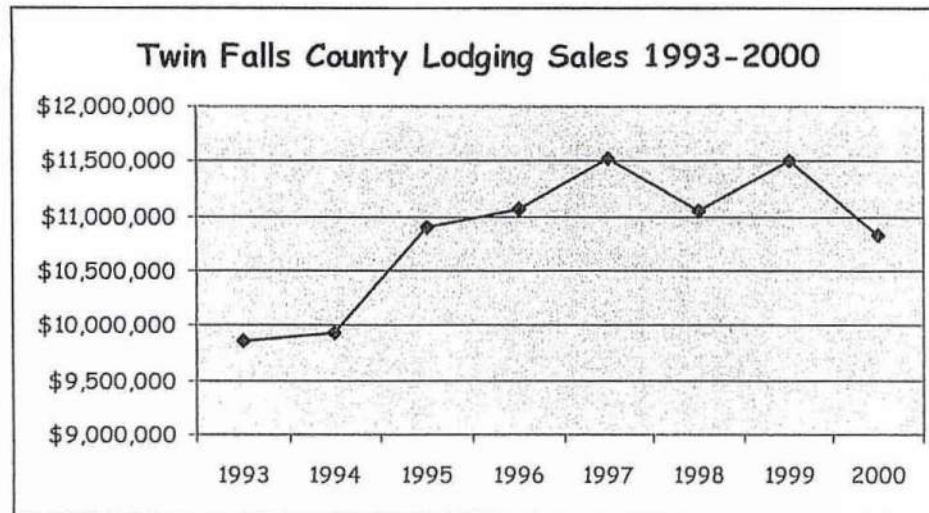


Figure 3.8

Nearly one in five visitors to Twin Falls is a business traveler. Among travelers from outside Idaho, males outnumber females two-to-one. In Fall, more than half are traveling alone.

Tourist Markets

Tourism has grown steadily in Twin Falls over the past decade. County lodging and accommodations sales rose steadily from 1993 to 1997, then fluctuated in 1998, 1999 and 2000 (see Figure 3.8 at left). The recent instability could be attributed to new hotel competition in Jerome, rising fuel prices, summer fire seasons and other factors.

In a typical year, travelers from all fifty states and more than forty other countries are served by the Chamber of Commerce Visitors Center in Twin Falls. The Center registers between 42,000 and 53,000 tourists each year. Visitors arrive in Twin Falls from the north via Interstate 84 and Highway 93 (Blue Lakes

Boulevard), from the south/west via Highway 93 (Addison Ave. from Buhl/Jackpot), and from the east via Highway 30 (Kimberly Road from Burley). Twin Falls also has a regional airport with daily service from SkyWest Airlines (Delta partner) via Salt Lake City.

Sixty percent of travelers stay in a hotel/motel while visiting the region, 27% stay with friends or relatives, and 29% use public or private campgrounds/RV parks/state parks. Nine percent of visitors stay in resorts, second homes, B&B's or backcountry sites, and 9% use "other" accommodations (many visitors use more than one type of accommodations during their trip). Year-round, about one-third of non-resident travelers stay 4-7 nights in the region.

Region 4 is listed as a trip destination by one quarter of *all* non-resident (out-of-state) travelers in Idaho, and half of all resident travelers.² Approximately 81% of these destination travelers are coming to the area for leisure travel purposes: visiting

² Source: 1999-2000 Idaho Resident and Nonresident Motor Vehicle Travel Study, University of Idaho.



Figure 3.9

friends/relatives (VFR), or pursuing outdoor recreation activities. The other 19% are traveling for business reasons, though this figure varies by season. In Summer, nearly all non-resident visitors are traveling for leisure purposes, while in Fall, 40% of them are traveling on business. Three out of four *non-resident* travelers are just passing through the region (no overnight stay). When Idaho resident travelers are included, about half of *all* travelers are pass-through. The Chamber markets Twin Falls as a crossroads, "on your way to..." Jackpot, Sun Valley, Yellowstone/Glacier Park, Boise, outdoor vacations, etc.

In Spring, more than half of *all* travelers are retired. Couples make up between 42% and 67% of non-resident travelers in the Winter, Spring and Summer, while in Fall, more than half of non-resident visitors are traveling alone (most likely due to business travel and hunting season). On a year-round basis, male visitors outnumber female visitors by two-to-one among non-resident travelers (again most likely due to business travel and sportsmen's activities). About 21% of visitors travel in parties of three people.

Downtown is not visible to most travelers. The district could capture more visitor traffic by providing directional signage that is highly visible, and partnering with local and regional tourism promotion organizations to ensure that information about Downtown is available to visitors. Downtown needs to offer and promote specific products and services to serve tourist markets more effectively (see Sections 4 and 5 of this document).

d. Consumer Spending by Category

Consumers living within five miles of Downtown spent more than \$220 million (\$14,310 per household) on retail goods and services in 1999 (see Table 3.3 at left, and Table 3.4, next page). Consumers living within fifty miles spent \$700+ million! Downtown businesses have the potential to capture a larger share of those expenditures, if they make adjustments to serve consumers' needs as described earlier in this section.

Table 3.3
Annual Household Spending
(Residents in 5-Mile Radius)

Dining & Beverage	\$1,350
Clothing, Shoes, Access.	\$1,090
Drugs (Prescp, Pers'l Care)	\$ 460
Transport'n (Auto, Travel)	\$4,250
Leisure/Entertainment	\$1,370
Home Furnish'gs/Improv't	\$2,110

Table 3.4
Twin Falls Consumer Spending Profile (Estim.)

Distance from Downtown:	5 Miles		50 Miles	
Segment	(\$000)	\$/HH	(\$000)	\$/HH
Total Expenditures	220,410	14,310	708,480	13,950
Food Services	69,810	4,530	222,560	4,380
Apparel & Services	16,740	1,090	50,760	1,000
Drug	7,060	460	23,680	470
Transportation	65,480	4,250	215,290	4,240
Leisure & Entertainment	21,040	1,370	66,320	1,310
Home Furnishings	32,550	2,110	103,750	2,040
Other Retail Goods/Services	7,730	500	26,130	510
Food Services	69,810	4,530	222,560	4,380
Groceries	48,930	3,180	159,240	3,140
Dining Out	17,020	1,110	51,970	1,020
Alcoholic Beverages	3,870	250	11,350	220
Apparel & Services	16,740	1,090	50,760	1,000
Apparel – Women's	5,800	380	17,510	350
Apparel – Men's	3,520	230	10,780	210
Apparel – Children's	3,300	210	10,310	200
Footwear	1,850	120	5,850	120
Watches & Jewelry	1,810	120	5,200	100
Drug	7,060	460	23,680	470
Prescription	3,550	230	13,100	260
Personal Care	3,510	230	10,580	210
Transportation	65,480	4,250	215,290	4,240
Automotive Products	13,920	900	47,860	940
Automotive Services	6,810	440	21,020	410
Travel	4,950	320	13,860	270
Other Transportation	39,800	2,580	132,550	2,610
Leisure & Entertainment	21,040	1,370	66,320	1,310
Books & Periodicals	2,400	160	7,470	n/a
Enter'mt & Hobbies – Pet Care	1,740	110	5,450	n/a
Enter'mt & Hobbies – Sportg Goods	1,370	90	4,470	n/a
Enter'mt & Hobbies – Toys	1,620	110	5,290	n/a
Video Cassettes/Games	1,210	80	3,820	n/a
Audio/Visual/Photo Equipment	1,790	120	5,670	n/a
Home Furnishings/Improvement	32,550	2,110	103,750	2,040
Home Furnishings – Furniture	2,190	140	6,270	120
Home Furnishings – Appliances	670	40	2,220	40
Housewares	2,450	160	7,290	140
PC Software & Hardware	1,360	90	3,910	80
Home Improvement	16,190	1,050	54,740	1,080
Home Services	6,150	400	17,760	350

Source: 1999 CACI Market Profile Report for Twin Falls Chamber of Commerce

When the household spending of those within five miles is compared to residents living within fifty miles, some interesting differences are noted:

- ❖ People living in the 5-mile zone spent more on leisure activities (dining, entertainment, travel), apparel/accessories, groceries and furniture/housewares.
- ❖ People living in the 50-mile radius spent more on transportation (auto products, gas), prescription medication and home improvement.

A closer look at the data in Table 3.4 provides insights about specific product categories. For example, the average household spent more on toys and pet care than on sporting goods. They spent twice as much on books and periodicals as they did on video cassettes/games. Groceries (\$3,180 per year) and transportation (\$3,920 per year, excluding travel) are the largest items in the retail spending budget. These figures provide some insight about consumer tastes and priorities in Downtown's market area. Combining the data with the other market information allows businesses and Historic Old Towne leadership to make decisions about the products and services that should be offered to meet consumer needs, and the messages that should be communicated to entice consumers to Downtown.

e. Downtown Business Owner Input about Markets

In December 2000, a survey was developed by the planning team and sent to all businesses and organizations located in the Historic Old Towne Business Improvement District. The purpose was to obtain insights and opinions from business owners/managers about general business conditions and trends, challenges and opportunities for Downtown, customer markets, and events and promotion efforts. When asked about their customer markets, businesses responded as follows:

A thorough understanding of market needs will help Downtown businesses adjust their products, services and promotion to better serve their potential customers.

- ❖ Overall, more than half of the survey respondents reported that the majority of their customers live in the City of Twin Falls (the 5-mile radius area). For one in five businesses, more than 75% of their customers are city residents. Thirty-eight percent of businesses said that half to three-quarters of their customers are city residents. However, forty-four percent indicated that less than half of their customers live in the city – indicating that many businesses are drawing from a broader market (one business reported that 20% of their sales come from Nevada).
- ❖ Retail businesses draw a higher ratio of customers from outside the City. Forty-nine percent of the retailers reported that less than half of their customers are city residents, while 51% said that more than half of their customers are city residents.
- ❖ City residents are the majority of customers for 88% of the restaurant/bar sector. Higher visibility for events and activities Downtown could draw a higher ratio of regional customers and tourists for dining and other social activities while they are in town.
- ❖ One in five businesses draw the majority of their customers from Twin Falls County; however, for 41% of businesses, county residents are less than a quarter of their customers. Customers from surrounding counties are the majority for

For 92% of Downtown businesses, tourists are less than 25% of their customer base.

"This market analysis reveals tremendous opportunities for Downtown to serve its markets more effectively. If the actions outlined in this Business Development Guide are implemented successfully, Downtown will experience a true renaissance for years to come."

Downtown's Top Priority Target Markets:

1. Downtown Workers
2. Downtown Residents
3. Mid-to-Upper Middle Income Families within 50 Miles
4. Mid-to-Upper Middle Income Urban Seniors

Second Priority Targets:

5. Young Adult Urban Singles
6. Business Travelers
7. Visiting Retirees

only 9% of businesses (they represent less than 25% of customers for 70+% of businesses).

- ❖ However, the professional services and finance/insurance/real estate (FIRE) sectors tend to draw more customers from the county and surrounding counties than from the city. Since Twin Falls is the county seat, and a regional center for financial and professional services, this is not surprising.
- ❖ Tourists are not frequent customers for businesses Downtown. Only one respondent said that more than half of their customers are tourists, and 92% of the businesses indicated that tourists were less than a quarter of their customers. This customer segment represents a significant untapped opportunity for Downtown.

The survey results indicate that some businesses serve customers primarily from the local market, while others cast a wider net. Few businesses serve a significant number of tourists. Elsewhere in the survey, many of the businesses indicated an interest or desire to participate in cooperative promotions coordinated by the BID. Downtown's ability to draw more customers is dependent on such cooperation, because consumers need to receive clear and consistent messages about Downtown's image, niche and role in the community. Currently, such messages are inconsistent – or nonexistent.

f. Downtown's Top Priority Target Markets

The previous subsections identified key geographic and demographic market segments for Downtown. All are potential customer targets; however, the top priority segments must be identified explicitly so Downtown can focus resources more effectively. Table 3.5 (on page 28) summarizes the general demographic market segments described in subsection c., and their relative level of need/demand for key goods and services. It also identifies values related to Downtown that are important to the market segments.

In Table 3.5, each category of goods, services and values is assigned a score for each market segment, on a scale of 0 (little/no demand) to 3 (high demand). The scores are totaled to indicate which market segments are likely to have the highest (and lowest) demand for each category of goods and services (consumer spending data was used as a source in this analysis). The scores also indicate the values that are most important to each segment – and to all segments collectively. Note: the demographic segments listed are not intended to be mutually exclusive (e.g., someone in the “Singles” segment also might be a “Downtown Worker”, a “Couple” might also be “Hispanic”, etc.).

The purpose is to cross-analyze key demographic characteristics against various products and services. A more in-depth analysis of this data (using weighting factors and relative potential variants) was beyond the scope of this project. However, population numbers are provided for reference in Table 3.5 for each market segment, based on the percentage of the county population that each segment represents (tourist numbers from the 1999-2000 University of Idaho Motor Vehicle Survey are not yet available).

Based on the analysis shown in Table 3.5 and elsewhere in this section, Downtown’s top priority target markets among all of the demographic segments are defined as follows: Downtown Workers, Downtown Residents, Mid-to-Upper Middle Income Families within a 50-mile radius of Downtown, and Mid-to-Upper Middle Income Urban Seniors. Second priority targets are: Young Adult Urban Singles (an emerging target for Downtown), Business Travelers (for dining, professional/financial services) and Visiting Retirees.

The next section of this Business Development Guide (Section 4) addresses “supply” issues: Downtown’s strengths and niches. It describes actions for business retention programs and targeted business recruitment. Section 5 presents a promotion strategy, including actions to address Downtown’s image, cooperative promotions, events, and methods to track and evaluate results. Section 6 presents design actions that are developed to address market needs, and Section 7

provides guidance for organizational actions needed to implement the entire program successfully. This market analysis reveals tremendous opportunities for Downtown to serve its markets more effectively. If the actions outlined in this Business Development Guide are implemented, Downtown will experience a true renaissance for years to come.

The next section in this Business Development Guide (Section 4) addresses "supply" issues: Downtown's strengths and niches. It describes actions for business retention programs and targeted business recruitment. Section 5 presents a promotion strategy, including actions to address Downtown's image, cooperative promotions, events, and methods to track and evaluate results. Section 6 presents design actions that are developed to address market needs, and Section 7 provides guidance for organizational actions needed to implement the entire program successfully. This market analysis reveals tremendous opportunities for Downtown to serve its markets more effectively. If the actions outlined in this Business Development Guide are implemented, Downtown will experience a true renaissance for years to come.

Table 3.5 Downtown Twin Falls Target Market Overview

	MARKETS (DEMAND)			Twin Falls County Demographic Segments										Tourist Segments					TTL
PRODUCTS (SUPPLY)	Dtn Workers	Dtn Business	Dtn Residents	Adults 40%	Seniors 23%	Youth 37%	Families 41%	Couples 35%	Singles 24%	Hispanics 7%	Rural 46%	Urban 54%	Business	VFR	Leisure	Sprtsn	Retire		
No. (1999 Pop'n)	3,000	230	2,800	24,874	14,734	23,362	25,818	22,040	15,112	4,408	28,654	34,316	n/a	n/a	n/a	n/a	n/a		
GOODS:																			
Groceries	3		3	2	2	2	3	2	1	2	3	3	1	2	1	2	1	33	
Hardware	2	1	2	1	2		2	2	1	1	2	1						17	
Apparel	3		2	2	1	3	3	1	3	1	1	1						21	
Gen Merch	2	1	2	2	2	1	3	2	2	2	2	2						23	
Sporting Gds			1	1		2	2	1	2	1	1	1				1		13	
Pharmacy	2		2	2	3	1	3	1	1	1	2	1						19	
Furnishings	2	2	2	2	1		2	3	1	1	1	2						19	
Specialty	2	1	2	2	2	1	2	2	3	1	1	2		1	1	1	1	25	
Auto	2		2	2	2	1	3	2	2	2	3	2	1	1	1	1	1	28	
Biz/Office	2	3		1				1	1			2	2					12	
Pet Care			1	1	3	1	2	2	1	1	2	1				1	2	18	
Toys	1		1	1	2	3	3			2	1	2						16	
Subtotal:	21	8	20	19	20	15	25	19	18	15	19	20	4	4	3	6	5		
SERVICES:																			
Personal	3		3	3	2	1	2	2	3	1	1	2						23	
Profess'l	2	3	1	2	1		2	1			1	2	2					17	
Financial	3	3	2	2	2		2	2	1	1	2	2	2					24	
Medical	2		2	2	3	3	3	1	1	2	2	2						23	
Education	1	2	2	1	1	3	3	1	3	1	2	2						22	
Recreation	2		2	2	2	3	3	3	3	1	2	2		2	3	3	2	35	
Lodging/RV													3	1	3	2	3	12	
Dining	3	2	3	2	2	1	2	3	3	1	1	3	3	2	3	2	3	39	
Entertainment	2	1	2	2	3	3	3	3	3	1	1	3	1	2	3	1	3	47	
Subtotal:	18	11	17	16	16	14	20	16	17	8	12	18	11	7	12	8	11		
VALUES:																			
Sense of Place	3	3	2	2	3	2	2	2	2	2	2	2			3	2	3	35	
Convenience	3	3	3	2	3	1	3	2	2	2	2	2	3	2	3	1	3	40	
Social/Cmty	3	1	3	2	3		2	2	3	3	1	2	1	1	2	1	3	36	
Enrichment	2	1	2	2	2	2	2		3	2	2	2	1	1	2	1	3	32	
Safety	3	3	3	1	3	2	3	1	3	2	1	2	2	1	2	1	3	36	
Rural Life				2	1	2	2	1		2	3				2	3	1	19	
Tradition	1	2	2	2	3	2	2	1	1	3	3	1		2	2	2	3	32	
Culture	2	1	2	2	3	2	2	2	2	3	2	3	1		2		3	32	
Family	2		2	2	3	3	3	2	1	3	3	2		3			2	31	
Subtotal:	19	14	19	17	24	19	21	15	17	22	19	16	8	10	18	11	24		
TOTAL:	58	33	56	52	60	48	69	50	52	45	50	54	23	21	33	25	40		

SECTION 4

Economic Restructuring Program

A key role of Historic Old Towne Inc. is to coordinate economic restructuring efforts for Downtown.

The goal of "economic restructuring" is to adjust, or restructure, the mix of goods and services in Downtown to better serve targeted customers. Ideally, Downtown as a district needs to be a cohesive "product". Businesses and organizations must act cooperatively and effectively to be successful. The role of Historic Old Towne, Inc. is to coordinate the economic restructuring efforts.

In general, economic restructuring focuses on two key activities: business retention and business recruitment. Existing businesses must be supported for the collective success of the district, and new businesses must be recruited to fill gaps in goods, services and commercial space. To inform both of these processes, data gathering is needed about Downtown businesses and the habits of their customers. Support activities such as parking policies, design assistance and loan pools are recommended to assist businesses.

This Economic Restructuring section is organized into six subsections:

- E1. Serve Target Markets Strategically: Tap Supply and Demand
- E2. Build Business Retention Program and Tools
- E3. Refine and Enforce a Downtown Parking Policy
- E4. Gather and Distribute Market and Business Trend Data
- E5. Recruit Complementary Businesses and Services
- E6. Serve Target Markets Strategically: Tap Supply and Demand

Table 4.1a & b on the next page summarizes the five steps, and specific actions for each, that are described further in the narrative that follows. Tables 4.1 also indicates recommended timing, responsibility and priority for each action.

Committee		Table 4.1a									
Program		Economic Restructuring Action Plan									
Action	Detail	TIMING						Partners (See Code Key)	Priority		
		2001	2002	2003	2004	2005	Later				
E1. Serve Target Markets Strategically: Tap Supply and Demand											
a.	Target Downtown's Statagic Markets							ER;ED,PR,Bd,Biz	1	Key to Codes: AC Arts Commission Bd Board of Directors Biz Businesses CC Chamb. of Commerce Ch Chair of Committees City City of Twin Falls Cn Contracted Service CT Centennial Commis. DE Design Cmte ED Executive Director ER Econ Restr. Cmte FM Farmers Market Mgr HS Historical Society OR Organization Cmte PR Promotion Cmte R4 Region IV UI University of Idaho UR Urban Renewal Agcy Vol Volunteers	
b.	Highlight Downtown's Strengths & Niches (Supply)							ER;ED,PR	1		
c.	Support Expansion/Diversification Candidates							ER;ED,UR,City	1		
	1 Work to retain Everton Mattress, Vickers, TF Clinic							ER;ED,UR,City			
d.	Encourage outdoor dining and entertainment							ER;PR,City,Biz	2		
e.	Extend business hours to serve DT workers, visitors							ER;Biz,PR	2		
f.	Provide Visitor Information in Downtown							ER;CC,PR,HS,AC	2		
g.	Investigate shuttle options for students, tourists, seniors							ER;CC,CSI,City	3		
E2 Build Business Retention Program and Tools											
a.	Create loan & grant pool for business development							ER;ED,Biz,CC	1		
b.	Provide customer service/sales training							ER;ED,CSI/Cn	1		
c.	Sponsor workshops re. merchandising, marketing, etc							ER;ED,CSI/Cn	1		
d.	Create business advisory team (SBDC,SCORE, etc)							ER;CSI	2		
e.	Provide design assistance for façade renovations							ER;DE,HS	2		
f.	Develop voluntary sign guidelines							ER;Biz,DE,PR	3		
g.	Communicate with businesses via newsletter, fax, e-mail							ER;ED,Bd,OR	1		
h.	Create a documentation system for business referrals							ER;ED	1		
E3 Refine and Enforce a Downtown Parking Policy											
a.	Conduct a comprehensive parking analysis & plan							ER;Bd,Biz,Cn	1		
b.	Improve and assign designated parking areas							ER;City,UR,Biz	2		
c.	Create signed agreements for biz owners/employees							ER;Bd,Biz	2		
d.	Evaluate pro's/con's of meter removal							ER;Bd,Biz	2		

Committee		Table 4.1b							
Program		Economic Restructuring Action Plan							
Action	Detail	TIMING						Lead/Partners (See Code Key)	Priority
		2001	2002	2003	2004	2005	Later		
E4	Gather & Distribute Market & Business Trend Data							ER;ED,Vol	2
	a. Conduct regular foot traffic & parking counts							ER;Biz,ED	2
	b. Track seasonality trends; recruit businesses to help							ER;OR,ED,CSI/Cn	2
	c. Conduct annual business survey, distribute results							ER;CC,Biz,ED	2
	d. Track visitor (tourist) data and expenditures								
E5	Recruit Complementary Businesses & Services							ER;Biz,UR	3
	a. Recruit housing development to Downtown							ER;UR,DE,HS,Biz	
	1 Assist in adaptive reuse of warehouse buildings							ER;City,DE,Biz	
	2 Seek regulatory support for 2nd flr apart's/condo's							ER;ED,Biz	1
	b. Create an inventory of commercial space							ER;Biz	
	1 Work w/ property owners & realtors to obtain info							ER;ED	
	2 Compile 3-ring binder, summarize for recruit. packet							ER;Biz,URA	1
	c. Create/Tap recruitment incentives and benefits:								
	Location, cost and BID benefits							ER;ED,Biz,FM,UI	1
	d. Identify target businesses: social retail, biz services,							ER;Sr,CT,UR,HS	1
	convenience retail, lodging, fitness, farmers market							ER;ED,Biz,CC	2
	e. Evaluate concept of Heritage/Senior Center/Museum							ER;Bd,ED	
	f. Create a business recruitment packet							ER;Biz,ED	
	1 Downtown "vision"							ER;CC,ED,CSI,AC	
	2 Commercial space information & contacts							ER;ED,R4,CC	2
	3 Community/economy info and contacts							ER;ED	
	g. Pursue recruits, make contacts and follow up							ER;ED,CC,UR,Biz	
	1 Contact candidates re. interest, appointment								
	2 Site visit, meet with recruitment team, follow up								

Key to Codes:	
AC	Arts Commission
Bd	Board of Directors
Biz	Businesses
Ch	Chair of Committees
City	City of Twin Falls
Cn	Contracted Service
CSI	College of S. Idaho
CT	Centennial Commis.
DE	Design Cmte
ED	Executive Director
ER	Econ Restr. Cmte
FM	Farmers Market Mgr
HS	Historical Society
OR	Organization Cmte
PR	Promotion Cmte
R4	Region IV
Sr	Senior Citizens
UI	University of Idaho
UR	Urban Renewal Agcy
Vol	Volunteers

E2 Serve Target Markets Strategically: Tap Supply and Demand

- a. Target Downtown's Strategic Markets (Demand)
Downtown Twin Falls cannot be all things to all people. It is a unique place,

Downtown's Top Priority Target Markets:

1. Downtown Workers
2. Downtown Residents
3. Mid-to-Upper Middle Income Families within 50 Miles
4. Mid-to-Upper Middle Income Urban Seniors

Second Priority Targets:

5. Young Adult Urban Singles
6. Business Travelers
7. Visiting Retirees

with strong character and a large variety of goods and services (see Table 4.2, next page). However, not all businesses are ideally suited for Downtown, or for certain locations within Downtown. In order to focus business retention and recruitment resources most effectively, Historic Old Towne Inc. leadership needs to place priority on supporting and recruiting businesses that best serve Downtown's key target markets.

In Section 3, the top priority target markets for Downtown were identified as Downtown Workers, Downtown Residents, Mid-to-Upper Middle Income Families within a 50-mile radius of Downtown, and Mid-to-Upper Middle Income Urban Seniors. Second priority targets are Young Adult Urban Singles (an emerging target for Downtown), Business Travelers (for dining, professional/financial services) and Visiting Retirees.

The key needs and values that these market segments have in common are convenience, socializing/sense of community, safety, sense of place, tradition and culture. They seek goods and services to meet those needs – in a convenient and comfortable environment. The mix of goods and services is critical to serving target customers, but just as important are issues related to values:

- ❖ Convenience: parking, business hours, accessibility
- ❖ Social interaction: events, activities, sidewalk dining, entertainment
- ❖ Safety: policing, lighting, landscaping, activity
- ❖ Sense of place: buildings, open space, amenities, landscaping
- ❖ Tradition: historic character, interpretation, festivals, long-time business names
- ❖ Culture: art, music, heritage, ethnic diversity, entertainment

Historic Old Town Inc., and Downtown businesses and organizations, must strive to address these needs and values if they are to be successful in attracting their target customers.

There are 230+ businesses located in Downtown Twin Falls.



Table 4.2 Businesses and Services in Downtown Twin Falls BID

Retail Goods & Services (93):

- 18 Furniture/Furnishings, Antiques, Repair
- 10 Clothing, Sporting/Western Goods
- 10 Beauty Salons/Barber Shop/Tanning
- 5 Food/Bakery
- 5 Gift/Variety
- 5 Jewelry
- 4 Laundry, Cleaning Services, Tailor
- 3 Sewing/Fabrics
- 3 Arts/Crafts
- 3 Agriculture Supply
- 3 Non-Profit Thrift Shops
- 2 Photographer, 1 Camera/Photo, 1 Framing
- 2 Office Supplies, 2 Printing
- 2 Pharmacies
- 2 Hardware Stores
- 2 Pawn & Gun Sales
- 2 Pet Stores
- 2 Music, 1 Party Rental/Sales
- 1 Trophies, 1 Keys
- 1 Florist, 1 Magic/Costumes
- 1 Gas & Oil

Professional & Financial Services (58):

- 28 Law/Accounting
- 10 Insurance/Real Estate/Title
- 9 Bank/Loan/Mortgage
- 4 Investments
- 3 Employment Services
- 3 Management Consultant
- 1 Collection Agency

Hospitality & Entertainment (26):

- 13 Restaurants & Deli
- 4 Drinking Establishments
- 3 Theaters, 3 Motels
- 1 Bowling Alley, 1 Bingo, 1 Games

Auto Sales, Service & Supplies (12):

- 4 Auto Parts/Tires/Supplies
- 3 Car Dealerships/Rental
- 3 Auto Repair/Detail
- 2 Gas Stations

Government & Misc. Services (17):

- City Hall
- County Courthouse
- School District Office
- Federal: Urban Renewal Agency
- 2 Utilities
- 2 Travel Agencies
- 2 Parking, 1 Meeting Room, 1 Warehouse
- 1 Funeral Service, 1 Security Service
- 2 Media: Newspaper, Internet Service
- 1 Art Instruction

Construction-Special Trades (8)

- 3 Electric, 2 HVAC
- 1 Builder, 1 Architect
- 1 Glass

Medical (8)

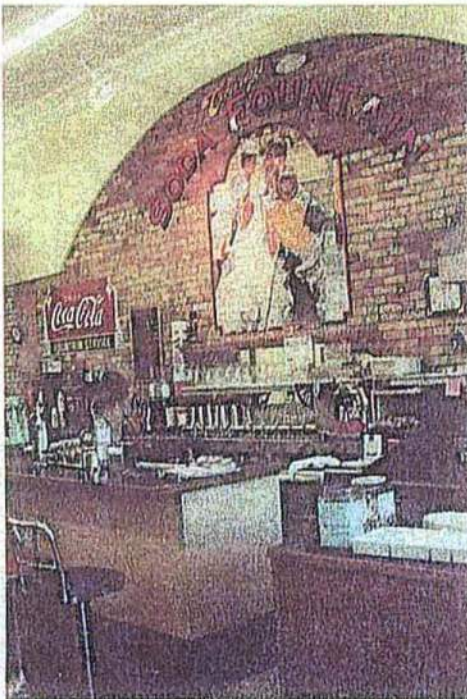
- 5 Social Services (Counseling, Home Health)
- 2 Hearing Centers
- 1 Veterinary

Manufacturing/Distributor/Wholesale (8)

- Manufacturing: 2 Furniture/Furnishings
- Distributors: 1 Beverage, 1 Gas & Oil
- 1 Wholesale Printing
- 1 Wholesale Agriculture Supply
- 1 Wholesale Controls Equipment
- 1 Wholesale Restaurant Equipment

Downtown's Strengths & Niches

- ❖ Furniture & Furnishings
- ❖ Auto Sales & Services
- ❖ Professional/Financial Services
- ❖ Dining & Entertainment
- ❖ Specialty Retail
- ❖ Personal Services
- ❖ Convenience & Necessities
- ❖ Civic Presence
- ❖ Heritage Focus
- ❖ Connection to Rock Creek



Crowley's Soda Fountain: A classic downtown business

b. Highlight Downtown's Strengths and Niches (Supply)

Downtown has significant strengths: its historic character (its buildings, grand boulevard – Shoshone Avenue, warehouse district, Main Avenue with fountain park, churches), and its great depth in key retail and service categories (see Table 4.2, previous page):

- ❖ Furniture & Furnishings, Antiques, Upholstery, Art, etc.
- ❖ Auto Sales & Services (car dealers, auto parts/tires/supplies, repair/detailing)
- ❖ Professional Services (legal, financial, insurance, real estate, management, temp)
- ❖ Dining & Entertainment (restaurants, bakeries, movies, brewpubs, band shell, etc.)
- ❖ Specialty Retail (apparel, sporting goods, gifts, jewelry, office/business services)
- ❖ Personal Services (beauty, health, laundry/dry cleaning, tailor)
- ❖ Convenience & Necessities (pharmacy, hardware, gas/C-store, travel, media, florist, gifts/cards, medical)
- ❖ Civic (City, County, School District, utility companies, City park, fountain park)
- ❖ Heritage Focus: historic buildings, churches, Millennium sculpture
- ❖ Connection to Rock Creek greenbelt – relaxation, walking, etc.

These areas of strength are consistent with the needs and values of Downtown's key target markets. Businesses in these sectors should be targeted for retention and assistance as needed.

c. Support Strategic Expansion/Diversification Candidates

Strategic businesses in Downtown must be retained, and some need assistance with expansion or diversification plans. The BID should ensure that these businesses' needs are being met in order to accomplish their goals, provided the goals are consistent with the identified Downtown markets, niches and strategy. Examples are Everton Mattress, the Twin Falls Clinic and Vickers Western Store, which are three key destination businesses that draw customers to Downtown from

throughout the region. When people visit these businesses, they also stop in several others, creating "spillover" business throughout the district.

d. Encourage Outdoor Dining and Entertainment

Dining and entertainment are critical to developing Downtown as a "great place to BE". Outdoor (sidewalk) dining and entertainment should be encouraged in warm weather months. If business is good, some restaurants may expand the outdoor dining seasons with awnings and outdoor heat lamps. A variety of entertainment, such as sidewalk musicians, jugglers, children's face painting, Old Time Fiddlers, etc., should be coordinated and promoted to entice specific customer groups at certain times (seniors on weekday mornings/afternoons, families with young children on Saturday mornings, etc.).

e. Extend Business Hours for Downtown Workers, Residents and Visitors

Most retail businesses in Downtown Twin Falls close at 5:00 or 5:30 p.m. during the week, earlier on Saturdays, and they are not open at all on Sundays. Extension of business hours is expensive; however, closures during times when customers want to shop contribute significantly to retail leakage. A cooperative, but incremental approach can minimize the added cost, while gradually encouraging additional business sales.

Businesses might remain open late one weekday each month (e.g. "First Thursday", during Twin Falls Tonight, etc.), extend Saturday hours (complemented by a farmers' market or other activities/events) and/or open for 3-4 hours on Sundays. Keys to success with extended hours are to create simultaneous events/promotions to draw customers, to promote the new hours effectively, and to make a long-term commitment to the strategy (it takes 18-36 months to "re-train" local customers). Tourists will help generate a return on the investment if the hours are promoted to them properly.

Coordinate and extend business hours strategically and incrementally to attract customers, cover costs



f. Provide Visitor Information In Downtown

Thousands of tourists pass through Twin Falls on their way to and from Jackpot, Yellowstone, Sun Valley and other destinations, and as they travel along the Oregon Trail. Downtown Twin Falls should provide tourist information in the form of kiosks and/or business directories that orient visitors and inform them about Downtown and its history in context. Brochures about Downtown should be distributed to visitor centers, hotels and RV parks in the area (Twin Falls, Jackpot, Mountain Home, Burley, etc.), so that visitors are aware of its existence (see Section 5, Table 5.1, Promotion Action P3 b.).

g. Investigate Shuttle Options for Seniors, Students and Tourists

The geographic separation between Downtown, residential neighborhoods, CSI and the north end hotels creates difficulties for students, seniors, youth and tourists (especially those who arrive by motorcoach). They cannot easily access Downtown businesses. A feasibility analysis would determine the viability of developing a shuttle that could travel a circular route between the main areas. A shuttle might be partially sponsored by businesses, and partially funded through federal or state transportation funds if it is used as alternative transportation by local residents, such as seniors.

E2 Build Business Retention Program and Tools

a. Create a Low-Interest Loan and Grant Pool for Business Development

Often business and property owners have the desire to make improvements, but do not have readily available cash to do it. The BID should work with local banks (who already have expressed interest) to form a low-interest loan pool for business diversification or expansion, and property improvements such as façade renovation. This program would be complementary to the Chamber of Commerce "Business Plus 2" program, which provides funds for business recruitment, support of existing businesses and workforce development in non-retail sectors (the primary goal is job creation).



When customers receive outstanding service from well-trained staff, they spend more money.

b. Provide Customer Service/Sales Training

"It only takes four seconds to make a first impression". Good customer service is key to retaining current customers and attracting new ones. When customers are served by knowledgeable, friendly staff, they spend more money. Word of mouth is the best advertising: satisfied customers will tell their friends and family. Customer service and sales training is available through many sources, and can be funded through Idaho Travel Council grants. Incentives such as window stickers/posters, lapel buttons, certificates and recognition in the BID and/or Chamber business directory could be offered to encourage owners and their employees to participate. It is important for all "front-liners" – those directly serving customers – to be well-informed about their products or services, other businesses (for referrals), and local events and attractions.

c. Sponsor Workshops re. Merchandising, Marketing, Management, etc.

During the process of developing this action plan, the planning team interviewed Downtown business owners and managers. Many expressed a need or desire for assistance with marketing, merchandising, building facade renovation, business management tools, etc. Workshops in areas such as marketing, merchandising, window displays, accounting and employee training were mentioned as potentially helpful. Additionally, professional design assistance to improve buildings and landscaping is needed. A workshop should be held to discuss opportunities for business diversification and expansion based on the results and implications of market analysis recently completed by the planning team.

d. Create Business Advisory Team (SBDC, SCORE, etc.)

The Small Business Development Center (SBDC) provides one-on-one business counseling to assist business owners with specific challenges. The Senior Core of Retired Executives (SCORE) also provides volunteer assistance. The BID should coordinate with these two organizations to link business assistance services with businesses that need them.



Many business signs are ineffective because of awkward design or placement. Opportunities for substantial improvement often require little more than the cost of paint and thoughtful graphic design.

e. Provide Design Assistance for Façade Renovations

A Design Advisory Committee (DAC) should be formed to work with property owners who wish to renovate or improve their buildings. The DAC could include an architect, a graphic designer with skills in color combinations for buildings, a landscape architect, a local historian, a contractor, City Building Dept. staff, etc. The DAC would provide free advice and assistance on a limited basis to property owners. Specialized services (such as design drawings, cost estimates, etc.) may require payment on a fee-for-service basis. The DAC also would review and approve design proposals for property owners who wish to use the low-interest loan pool for façade renovations.

f. Develop Voluntary Sign Guidelines

Many business signs Downtown (especially those facing 2nd Avenues) are difficult to read because of their color, lettering style, size, shape, height or placement. If potential customers have difficulty reading signs, they are less likely to stop. There are specific sizes, colors and lettering styles for signs that work best from a business standpoint (to attract the most customers). The BID should consult with a sign design expert to assist in the development of voluntary sign guidelines. The guidelines would not be mandatory; however, they would help businesses to maximize their investment in signs by utilizing the most effective designs. Incentives could be offered to encourage businesses to upgrade their signs, such as a three-year tax credit for the amount of the sign. Traffic and pedestrian safety would be improved by reducing the "cluttered" effect of poorly designed or placed signs.

g. Communicate with Businesses via Newsletter, Fax and E-mail

The planning team conducted a survey of businesses, where the businesses expressed a need and desire for regular communication from the BID about programs, activities and services. The BID director and staff should provide monthly, user-friendly informal bulletins to members (online for those who have e-mail, by fax or mail for others). The bulletin would keep them updated about programs (workshops, business assistance), events and promotions, committee meetings related to ongoing projects and related news. A more formal newsletter

BID Business Referral Card

We referred a customer
to you today, (day, date) .
The customer was calling from
 (location) and was looking
for (product/service) .

Sincerely,
Historic Old Towne BID

Survey Results re. Parking

Customer parking is a problem
for 69% of businesses:

- ❖ "Often" for 31%
- ❖ "Sometimes" for 38%
- ❖ "Never" for 31%
- ❖ Worse in Areas 1 and 4

Employee parking is a problem
for 61% of businesses:

- ❖ "Often" for 35%
- ❖ "Sometimes" for 26%
- ❖ "Never" for 40%

could be provided quarterly, but probably is not necessary. Instead, the BID should provide an Annual Report to its members and supporters that recaps significant accomplishments from the previous year, and outlines the program of work for the upcoming year.

h. Create a Documentation System for Business Referrals

When the BID staff receives an inquiry about products or services provided by member businesses, and refers a customer to a business, they should notify the business owner. A simple way to do this is to create an inexpensive "form letter" post card, which can be completed during the customer inquiry conversation, and then sent to the business (see example at left). This referral documentation provides tangible evidence of benefits to members.

E3 Refine and Enforce a Downtown Parking Policy

a. Conduct a Comprehensive Parking Analysis and Plan

Downtown parking is a problem for many businesses, their employees and customers, as evidenced by the responses to a business survey conducted by the planning team (see results at left). The BID should work with the City to initiate a comprehensive parking analysis of Downtown, including an inventory of current on-street and off-street parking, leased or private spaces verses public spaces, the ratio of parking units per thousand square feet of built space in each block, etc. Following the analysis, the plan should provide specific recommendations about the quantity, type and location of additional parking needed.

b. Improve and Assign Designated Employee and Customer Parking Areas

Priority for on-street parking in Downtown must go to customers, not business owners or employees. However, if owners/employees are to use designated parking lots, the lots must be accessible, well-lit (for safety) and paved. The walking routes to and from the lots also must be well-lit with sidewalks. The parking plan should identify areas to be designated for employee parking.

c. Create Signed Agreements for Business Owners and Employees

Once appropriate designated parking is in place, business and property owners should be asked to sign a voluntary policy or agreement to use designated lots – and to require their employees to use them. Business owners could watch for violators, and issue special tickets to them (tickets could be light-hearted). Fines could go into a fund for a Downtown Employee Appreciation Day, events, promotion, beautification, etc. If designated employee parking is created according to the parking plan, and a reasonable parking policy is enacted and enforced, Downtown businesses should not experience a parking problem for their customers.

d. Evaluate Pro's and Con's of Meter Removal Downtown

Parking meters have been identified as a detriment to business Downtown because meters discourage customers (parking at the mall and on Blue Lakes is free). However, meters also prevent abuse of prime parking locations by Downtown business owners, employees and residents. They also create a significant revenue source for the BID. The comprehensive parking analysis and plan described in "a." above should include an analysis of the impacts of meter removal, the issues involved, and how to resolve them.

E4 Gather and Distribute Market and Business Trend Data

a. Conduct Regular Foot Traffic and Parking Counts

Information is power. The BID needs to possess good data about customers and traffic Downtown in order to retain and recruit businesses, and to track the results of promotions over time. Foot traffic and parking counts should be conducted at different times of the day and days of the week to begin seeing trends. Volunteers or community service workers could be recruited to assist. The BID director should oversee this effort to ensure consistency.

Peak & Slow Months for Downtown Businesses

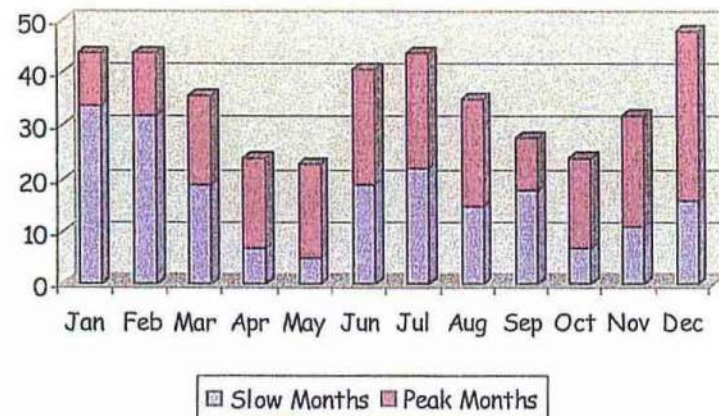


Figure 4.1

Business Trends: Last 3 Years

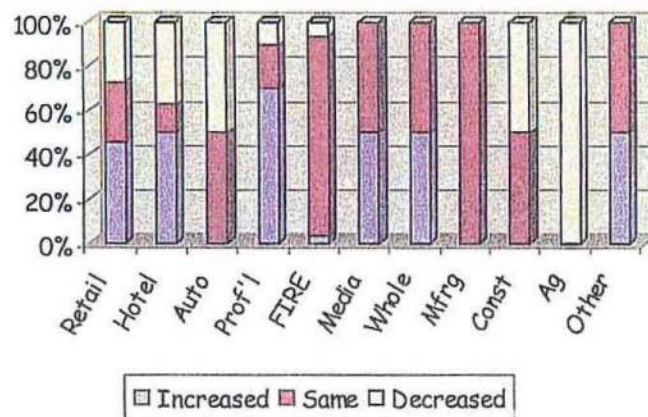


Figure 4.2

b. Track Seasonality Trends (Recruit Businesses to Help)

The BID needs to know how seasonal trends affect different types of businesses in different locations Downtown. The survey of businesses conducted by the planning team revealed that peak months for some businesses are the slowest months for others and vice-versa (see Figure 4.1). The ER Committee should ask various businesses to track seasonal foot traffic and sales trends in their business, with information recorded on specific dates and times. The information then can be compared to events, weather changes and overall traffic counts to see trends. It also can be used to plan promotions for specific times of year, targeting specific customer/business segments.

c. Distribute Annual Business Survey Results

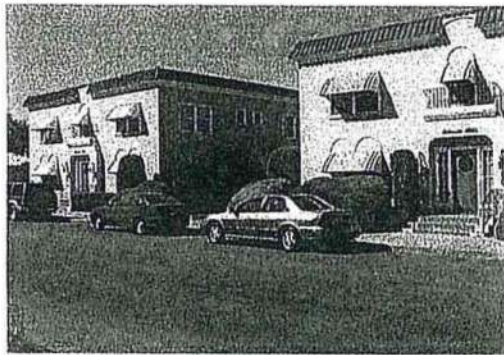
The planning team conducted a survey of BID members to learn about business priorities, needs and trends (see Figure 2 at left, for business trends). The BID should conduct similar surveys annually, and publish the results in their monthly bulletin or Annual Report. The surveys can be very brief (1-2 pages), and obtain basic information about business type, approximate location (quadrant, etc.), business sales trends, future plans and suggestions for the BID.

d. Track Visitor (Tourist) Data and Expenditures

Tourism trends can be tracked through traffic counts, hotel sales, event attendance, visitation to attractions (Shoshone Falls), visitor center inquiries

and visitation, and individual business tracking. It is important to track visitors and revenues in order to evaluate the effectiveness of tourism promotions. Historic Old Towne should coordinate with the Chamber to track and share tourist visitation data, and then report the results to BID members, local elected officials and tourism partners (such as SCIRTDA, etc.).

E5 Recruit Complementary Businesses and Services



Historic Old Towne is ideally suited to host residential development, both in well-designed complexes and in upper floors of existing commercial buildings.

a. Recruit Housing Development to Downtown

Downtown residents are good Downtown customers. Nationally, there is a renaissance in people moving back into Downtowns – particularly in renovated historic buildings (loft apartments, condominiums, etc.). There are several buildings in Downtown that are suited to residential development. The BID should work with appropriate property owners and Urban Renewal to explore the possibilities for Downtown housing, including the adaptive reuse of warehouse buildings, former upper-story apartments, etc. The BID also should advocate for regulatory support for 2nd floor apartments and condominiums.

b. Create an Inventory of Available Commercial Space

Downtown Twin Falls has a commercial space vacancy rate of about 14%, based on the planning team's findings. The ideal vacancy rate (for ground floor) is 5% or less. Before a concerted effort can begin to recruit tenants or owners for empty spaces, an inventory and descriptions of the space should be compiled. The inventory should include space location, size, specifications (utilities, etc.), features, condition, ownership, history, cost, terms, potential best uses, parking, access, etc. Information can be obtained from the property owners themselves or from realtors. When a potential recruit is identified, the appropriate targeted spaces can be identified to match the target's needs. The ER Committee should establish a sub-committee to work with property owners and realtors to obtain information on a standardized form (provided by the BID). The forms containing details should be kept in a 3-ring binder at the BID office, and the information summarized for the business recruitment packet.

Table 4.3
Possible Downtown Business
Recruitment Targets

Business (& Student) Support Services:

Printing/copying/computer services
(e.g., Kinko's), computer support,
telecom/video-conferencing, courier
service, meeting space

Social Retail (places to meet, "see and be
seen", enjoy entertainment): Coffee
house (e.g., Starbuck's), bakery (e.g.,
Great Harvest), farmers market,
vendor carts, jazz or wine bar,
fitness club, Internet café, arcade

Specialty/Convenience Retail: Specialty
grocery/deli/take-out, factory outlet
stores, 1-hour photo, child care,
specialty furnishings (e.g., similar to
Pottery Barn, Crate & Barrel,
Restoration Hardware, lighting, art)

Tourist Services: Accommodations
(Historic Suites B&B), attractions
(Centennial Heritage/Senior Center
& Museum), meeting facilities, AAA
office

Tech & Business Products Companies:
Software, PC accessories,
telecomm/video products, back-
office services

c. Tap/Create Recruitment Incentives and Benefits

The BID should emphasize to potential recruits the benefits of locating their business Downtown. There are a number of benefits created by the BID, local planning efforts, and other benefits offered by Urban Renewal and the City. Those benefits include:

- ❖ Downtown Beautification (as outlined in Section 6): the Downtown entrances, lighting, sidewalks, parking and atmosphere will be improved to draw more customers and encourage business development.
- ❖ Pro-Business Government: City and URA leaders have demonstrated their desire and support for business development in Downtown. Regulations and codes have been examined by the planning team, and recommendations made to the City to facilitate business development and renovation of historic buildings while protecting the public interest.
- ❖ Professional Management: the BID has a full-time professional to implement business and economic development strategies.
- ❖ Active Chamber of Commerce: the Twin Falls Chamber is a partner with the BID in business issues and support activities, and in tourism promotion and visitor services.
- ❖ Low-Interest Loan Pool: the BID will establish a low-interest loan pool for businesses to tap for business expansion, diversification, building façade renovation, etc.
- ❖ Location Costs: commercial buildings and space are less expensive Downtown than in other parts of Twin Falls, yet appraisals are on an upward trend. Business development Downtown is a good investment as values improve.
- ❖ Downtown Promotion (as outlined in this document): Downtown businesses will work cooperatively to address business hours, customer service training, targeted events, and strategic marketing. Promotions will benefit all businesses Downtown.
- ❖ City/County Promotion: the Chamber of Commerce takes the lead in tourism promotion targeting visitors from other parts of Idaho and other states.

- ❖ Idaho Corporate Income Tax Reduction: corporate tax rates were decreased in 2001 from 8.0% to 7.6%.
- ❖ Workforce Training Funds: the Idaho Dept. of Labor has workforce training funds available to businesses. The amount depends on the type of business and location.

d. **Identify Target Businesses (e.g., Farmers Market, Social/Specialty Retail)**
Businesses targeted for recruitment should address strategic markets, complement existing businesses and fit into Downtown's established niches. Types of businesses that would be ideal targets are business support services, social retail, specialty/convenience retail, tourist services and technology companies or others that provide family-wage jobs (see examples, Table 4.3 at left). Potential targets can be identified by surveying businesses to determine what goods and services they buy (supplies, support services), or to obtain ideas for complementary businesses, that might be suitable as potential recruits for Downtown. Part of Downtown's character is the proliferation of locally-owned businesses. Some specialty stores with national name recognition (such as those mentioned in Table 4.3) would draw more customers to the district, if there is support from existing businesses to recruit them.

Businesses best suited for the Downtown pedestrian core (Main, Shoshone and Second Avenues between 4th South and 4th West) are those which generate high amounts of foot traffic during peak business hours. Businesses which ideally should not be located on the ground floor in this area are churches, martial arts studios, schools, second-hand stores, etc. These uses are appropriate either on upper floors of buildings, or in more auto-oriented areas of the district (such as south 3rd or 4th Streets, 3rd Ave. S.). Because families and seniors are priority target markets, adult bookstores, rough bars and similar businesses should be encouraged not to locate in Historic Old Towne.

A farmers market is an important target for business recruitment. Ideally, the farmers market which is located at K-Mart should be relocated to Downtown, and

include a year-round indoor facility. The market will create activity, traffic and excitement if it includes fresh fruits, vegetables and baked goods; crafts and artisans; entertainment; etc. Customers will enjoy the social atmosphere and spend money not only at the market, but also at other Downtown businesses. The market can take place Saturday mornings only, or expand to other days seasonally.

The market also can serve as a small business incubator, as vendors move from temporary to permanent stalls, and then to retail space in the Downtown. The market could be placed on vacant land in the warehouse district. Temporary facilities could include electricity only; while more permanent facilities should include power, water, refrigeration and movable walls for multi-use space.

e. Evaluate Concept of Centennial Heritage Center/Senior Center/Museum

As a legacy project for the upcoming Twin Falls Centennial, the community should consider combining a new senior citizens center with the Twin Falls County museum in a larger facility near the grain silos at Shoshone and South 5th. It could be a "Centennial Heritage Center", including not only senior center facilities and the museum, but also interactive programming, meeting space, etc. The existing senior center is no longer usable, and the existing museum is located too far from town to attract significant numbers of visitors. The museum's hours are limited due to lack of volunteer staff. Instead of operating two facilities, combining the facilities would maximize efficiency and costs for staff and operations. A Centennial Heritage Center would serve the residents of Twin Falls, and also provide a tourist destination Downtown that showcases the community's heritage and culture. Funding for such a facility could come from a number of sources, including grants from organizations that support senior citizens, historic and cultural facilities, with match from the City, business sponsors and donations.

f. Create a Business Recruitment Packet

A business recruitment packet is needed to provide information to business prospects in a concise and accurate manner. The packet should look professional, incorporating the Downtown image. The packet contents should include:

A "One-Stop" Senior Center, Museum and Heritage Center will Serve Residents and Tourists Effectively.

- ❖ An overview that “sells the vision” of Downtown (vision, goals, revitalization plans)
- ❖ Brief information about Twin Falls, the Downtown district, population and economic data, taxes, City permits and fees, a synopsis of local and area growth
- ❖ Highlights of business and market research indicating the types of businesses needed; market potential and competition
- ❖ Benefits of locating in Downtown Twin Falls for specific types of businesses
- ❖ Information about available commercial space (from realtors, property owners), loan pools, business assistance and workforce training programs, etc.
- ❖ Quality of life information, such as housing, schools, recreation in the area, cultural opportunities, etc.

g. Pursue the Deal: Make Contacts and Follow Up

Once business recruitment targets have been identified and a sales packet assembled, BID representatives should contact the business, discuss the possibility of their locating in Downtown Twin Falls and provide the packet of information if they express interest. It is important to assign knowledgeable professional staff or volunteers to specific business targets, and to have that person remain the key contact throughout the recruitment process. The local contact person’s timely response to the recruit’s questions, needs and challenges will make the difference between a decision to locate in Downtown or elsewhere.

The next section addresses a key factor in business recruitment and retention: promotion. Downtown Twin Falls must have an effective promotion program in order to recruit and retain businesses.

SECTION 5

Promotion Program

Promotion Program Steps:

1. Organize for Promotion
2. Manage the Promotion Program Professionally
3. Promote to Strategic Local & Regional Target Markets
4. Promote to Tourist Markets
5. Track and Evaluate Results

Downtown's Top Priority Target Markets:

1. Downtown Workers
2. Downtown Residents
3. Mid-to-Upper Middle Income Families within 50 Miles
4. Mid-to-Upper Middle Income Urban Seniors

Second Priority Targets:

5. Young Adult Urban Singles
6. Business Travelers
7. Visiting Retirees

Promotion is the communication link between supply (Downtown) and demand (customers). It also is the "Fire" in "Ready – Aim – Fire". Before promotion can be effective, "Ready" and "Aim" must happen. *"Nothing will kill a mediocre business faster than a successful marketing campaign."* Downtown is a "product" – a good one – but Downtown revitalization efforts will be hurt if successful promotions are implemented before necessary preparations are in place. Sections 4, 6 and 7 of this Guide define actions to help Downtown get "Ready". The market analysis (Section 3) provides information about where to "Aim". Implementation of actions already has begun to enhance business retention and recruitment, Downtown design, and organization of Historic Old Towne, Inc. As those actions produce results, support from BID members will be solicited to focus on "Fire".

An effective promotion program is integrated: each action taken must complement and enhance other actions so that there is an overall "system" of actions which collectively speak to strategic target markets (see top priority target markets at left). Finally, promotion actions must be consistent. Consumers will be confused if the promotion strategy changes direction every few months with no consistent image or message over time.

The actions in this promotion section are arranged into five steps:

1. Organize for Promotion
2. Manage the Promotion Program Professionally
3. Promote to Strategic Local and Regional Target Markets

Promotion Program Goals:

1. Enhance Downtown image
2. Build awareness of changes & improvements, create "buzz"
3. Increase business support for promotion program
4. Create awareness of goods/services available
5. Capture more spending
6. Increase frequency of visits
7. Increase average spending
8. Engage citizens in process
9. Entice more tourists Downtown
10. Evaluate effectiveness (ROI)

The budget to implement this promotion program is \$200,000 the first year. Most of the funds will come from participating BID businesses and partner organizations.

4. Promote to Tourist Markets
5. Track and Evaluate Results

The Historic Old Towne, Inc. Promotion Committee will take the lead in managing the promotion program, with assistance from a contracted ad agency and the BID staff. Successful implementation will require enthusiastic support from Downtown businesses and organizations.

The ten goals of the promotion program are the following:

- ❖ Enhance the image of Downtown Twin Falls – establish its niche in the marketplace
- ❖ Build awareness of planned changes/improvements to Downtown - create excitement ("buzz") and build momentum
- ❖ Increase support and participation in promotions from businesses in the BID
- ❖ Create consumer awareness of goods and services available Downtown
- ❖ Capture more spending from key market segments - attract new customers
- ❖ Increase frequency of customer visits to Downtown – more foot traffic
- ❖ Increase average spending per customer
- ❖ Engage citizens in the Downtown revitalization process – obtain "buy-in"
- ❖ Entice more tourists to visit Downtown
- ❖ Evaluate effectiveness (return on investment) of the promotion program

The key to achieving the ten goals is to obtain broad participation from businesses and organizations in the BID for a *new direction* in promotion programming. Successful implementation requires assistance from a professional marketing firm. The strategy for implementation is to develop a detailed plan for a solid, comprehensive promotion program, sell the plan to businesses and organizations in the BID to obtain support, initiate the program and measure the results.

The budget to implement this promotion program is \$200,000 for the first year. Some of the funding will come from the BID organization budget; however, most of the funds will come from participating BID businesses and partner organizations (see subsection P2.a.).

Table 5.1a & b on the next two pages summarizes the Promotion Actions recommended to accomplish the goals, along with timing, responsibility and partners for each. The narrative that follows provides details for each action.

Committee		Table 5.1a						
Program Action Detail		Promotion Action Plan						
		TIMING						Priority
		2001	2002	2003	2004	2005	Later	
P1 Organize for Promotion								
a. Expand membership of Promotion Committee								
1 Incl. community organizations (arts, history, CSI, etc.)								
2 Set up "Fun Committee" as subcommittee								
b. Agree on promotion goals and conceptual strategy								
c. Hire ad agency, develop detailed plan & budget								
d. Develop a Downtown promotion image, or "brand"								
1 Market as "Downtown Twin Falls" (Historic District)								
(Motor City, Warehouse Dist., S. 5th Ave. subdistricts)								
e. Obtain support from businesses, organizations, partners								
P2 Manage the Promotion Program Professionally								
a. Seek outside funding to supplement promotion program								
b. Assign responsibilities for implementation								
P3 Promote to Strategic Local & Regional Target Markets								
a. Create awareness brochure for Downtown improvements								
b. Develop rack brochures about Downtown goods/services								
c. Produce "Dntn This Month" fliers for events/promotions								
1 Create flier template with Downtown image								
2 Distribute to Dntn workers, CSI, Ameristar, hotels								
d. Work to install directional signs to Downtown								
(N. Blue Lakes, W. Addison, Kimberly Rd., 5 Points)								
e. Implement publicity campaign (press kits, media events)								
1 "What's Going On In Twin Falls?" weekend section								
f. Promote Downtown brand via image advertising								
1 Image campaign: TV, newspaper, radio, billboard, web								
2 Business use, shopping bags, banners, specialty items								

Key to Codes:	
AC	Arts Commission
Bd	Board of Directors
Biz	Businesses
CC	Chamb. of Commerce
Ch	Chair of Committees
City	City of Twin Falls
Cn	Contracted Service
CSI	College of S. Idaho
DE	Design Cmte
ED	Executive Director
ER	Econ Restr. Cmte
HS	Historical Society
ITD	ID Transp'n Dept.
OR	Organization Cmte
PR	Promotion Cmte
R4	Region IV
SC	SCIRDTA
Sr	Senior Citizens
UI	University of Idaho
UR	Urban Renewal Agcy
Vol	Volunteers

Committee		Table 5.1b									
Program		Promotion Action Plan									
Action	Detail	TIMING						Lead;Partners (See Code Key)	Priority		
		2001	2002	2003	2004	2005	Later				
P3	Promote to Strategic Local & Regional Target Markets, cont'd										
g.	Create BID business directories								2	Key to Codes:	
	1 Print directory of BID members (white/yellow pages)							PR;Cn,ED,Biz	2	AC	Arts Commission
	2 Enhanced web site to promote products & services							PR;Cn,ED	2	Bd	Board of Directors
	3 Directory signboards in key entries Downtown							PR;Cn,Biz	3	Biz	Businesses
h.	Create theme promotions & events per target markets							PR;Cn,Biz	2	CC	Chamb. of Commerce
	1 Retail promotions							PR;Biz		Ch	Chair of Committees
	2 Special events							PR;Biz,AC,HS		City	City of Twin Falls
i.	Encourage biz-to-biz cross-promotion, "cause marketing"							PR;Biz	1	Cn	Contracted Service
j.	Encourage citizen participation in improvements							PR;DE,ED,HS,Bd	1	CSI	College of S. Idaho
	1 Buy-a-Brick, Adopt-a-tree/bench/banner, painting							PR;ED,HS,Vol		CT	Centennial Commiss.
k.	Highlight Downtown heritage/culture							PR;HS,Vol	1	DE	Design Cmte
	1 Inventory historic buildings w/ stories, photos							PR;DE,HS,Vol,Biz	1	ED	Executive Director
	2 Historic walking tour map/brochure							PR;HS,Vol	1	ER	Econ Restr. Cmte
	3 Interpretation of sites (Oregon Trail), buildings							PR;HS	2	FM	Farmers Market Mgr
P4	Promote to Tourist Markets									HS	Historical Society
a.	Place Downtown info at VIC, hotels, regional tourist stops							PR;Vol,Biz	1	OR	Organization Cmte
b.	Host familiarization tours for front-liners, media							PR;Biz,Vol	1	PR	Promotion Cmte
c.	Package DT events with hotels							PR;Biz	2	R4	Region IV
d.	Link to regional promotions (e.g., "Ride the Rift")							PR;SC,CC	1	SC	SCIRDTA
P5	Track and Evaluate Results of Promotion Program									Sr	Senior Citizens
a.	Decide on tracking methods, establish benchmarks							PR;ED,Cn	1	UR	Urban Renewal Agcy
b.	Set up tracking and reporting logistics							PR;ED,Biz	1	Vol	Volunteers
c.	Conduct consumer research to measure behaviors/opinions							PR;Cn/CSI,CC,Biz	2		
d.	Evaluate promotion efforts and events; adjust							PR;ED,Cn,Bd	1		

Key to Codes:	
AC	Arts Commission
Bd	Board of Directors
Biz	Businesses
CC	Chamb. of Commerce
Ch	Chair of Committees
City	City of Twin Falls
Cn	Contracted Service
CSI	College of S. Idaho
CT	Centennial Commiss.
DE	Design Cmte
ED	Executive Director
ER	Econ Restr. Cmte
FM	Farmers Market Mgr
HS	Historical Society
OR	Organization Cmte
PR	Promotion Cmte
R4	Region IV
SC	SCIRDTA
Sr	Senior Citizens
UR	Urban Renewal Agcy
Vol	Volunteers

The Promotion Committee should include representatives from businesses, community organizations (civic clubs, arts, schools, hospital) and target consumer segments. They will oversee development and implementation of an overall program to promote businesses, services and events in Downtown.

A "Fun Committee" should be established to create fun Downtown.

P1 Organize for Promotion

a. Expand Membership of the Promotion Committee

Promotions for Downtown Twin Falls have traditionally focused on retail promotions (e.g., Crazy Days, Christmas) and special events. The promotion program outlined in this section is much broader – it focuses on promotion of Downtown as a PLACE, including all goods and services in the district (personal, professional, civic, arts, culture, education, medical, social, etc.). To ensure that input is obtained from all interests, the membership of the Promotion Committee should be expanded to include representatives from various sectors (12-15 regular members is ideal). The Committee also might include representatives from target consumer groups (Downtown resident, housewife, senior citizen, high school student, CSI student, tourism representative – visitor center volunteer, etc.).

Volunteer Committee members will work with the staff of the BID and a professional advertising agency to finalize a detailed promotion plan, including themes, actions, budget, timeline and sources of funds. A sound organizational foundation will be necessary for success of the cooperative promotion program recommended in this section. Businesses and organizations will benefit most effectively from promotion efforts by working together.

A "Fun Committee" should be established as a subcommittee of the Promotion Committee. Its purpose will be to find ways to create fun Downtown (in the context of Downtown's niches and target markets).

b. Agree on Promotion Goals and Conceptual Strategy

The Committee needs to review and discuss the promotion recommendations in this section, and reach agreement on the conceptual strategy. The discussion should include examination of promotion goals, target markets, actions proposed to achieve the goals, and methods for tracking and evaluation. Once the Committee has agreed to the conceptual strategy, they should seek proposals from advertising agencies to implement the program.

Request proposals from several ad agencies before selecting one.

- c. **Hire a Professional Advertising Agency: Develop Detailed Plan & Budget**
The next step is to hire a professional advertising agency to help create and oversee implementation of the promotion program. A recommended process is to send a formal "Request for Proposals for Marketing Services" (RFP) to several firms. The RFP should include an outline of the key services needed (as described in this Promotion Program section), and a list of criteria by which the firms will be evaluated by the Committee.

Suggested elements that the proposals should include, and upon which the Committee will evaluate (score) them are as follows (scoring is based on 100 points possible):

- ❖ The firm's qualifications (understanding of – and experience with – development of targeted multi-media promotion campaigns for similar clients) [30%, or 30 pts possible]
- ❖ Results achieved for clients with similar programs (e.g., how were results measured, and how well did the program or campaign work in terms of achieving goals?) [15%]
- ❖ Resources available in the firm (in-house and/or contracted staff and their qualifications, equipment, technology, creative team, account manager, etc.) [10%]
- ❖ Project approach (how the firm intends to implement the program, e.g., promotion materials, media placement, etc.) (NOTE: the RFP should specify which actions the Committee desires to implement in the first year.) [20%]
- ❖ Cost proposal – based on the Committee's budget for the scope of work (how the firm will allocate the budget to professional/creative fees, production costs, media placement, account management, etc.) (NOTE: Advertising firms receive a 15% discount (commission) on placement costs from the media. The firm's proposal should specify how the 15% will be allocated within the budget) [10%]
- ❖ Results of reference checks (including references listed and not listed by the firm) [5%]

- ❖ Committee impressions from a personal interview with the firm (are Committee members comfortable with the firm's staff, professionalism and communication style?) [10%]

A copy of the Market Analysis (Section 3) and the Promotion Program (this section) from this Business Development Guide should be sent with the RFP (a copy of the entire Guide is optional, but not necessary).

Once proposals have been received, a subcommittee of the Promotion Committee should review and score them. Then references should be checked, and interviews scheduled with the top candidate(s). The Committee's recommendation to hire the preferred agency must be approved by the Historic Old Towne, Inc. Board of Directors.

Once the advertising agency is selected and approved, the Committee should meet with them to develop and refine a detailed plan, including themes, design ideas, campaign components (brochures, ads, etc.), media placement, timeline and itemized budget. The themes, design elements and media placement all should be targeted to reach Downtown's top priority target market segments as defined in the Market Analysis.

d. Develop an Overall Promotion Image, or "Brand"

What images come to mind when someone says: "Downtown Twin Falls?" Are the images positive or negative? These images that consumers have in their minds will determine Downtown's potential for vitality and prosperity, because image is directly connected to consumer confidence in Downtown.

One of Downtown's challenges is the impression of decline as retail competition has increased from the mall, box stores and businesses on Blue Lakes Boulevard. Empty and poorly maintained buildings create an impression of dilapidation – as if "no one is home", even though there is great strength in Downtown Twin Falls (over 230 businesses). A proactive promotion effort is needed

Figure 5.1 Building a Brand

Typically, a "brand" consists of three main components: a product name, a graphic image, or "logo", which depicts the product in a visual way, and a marketing position statement or "slogan".

The name of a product (whether it's a good or service, a company, or a Downtown district) is important to its success. The name should convey a strategic message about the product to its intended markets.

The logo is a graphic representation of the product, and should be constructed with a clean and simple design for maximum flexibility in its use. Together, the product name and logo answer the question "WHAT?"

Designing the logo includes selection of colors, shapes and images that speak most effectively to specific target markets. Various design styles, shapes, colors and text fonts convey different messages to consumers through subliminal nuances.

The slogan is a catchy and concise expression (2-5 words) of the product's unique position in the marketplace. It promotes the product's benefits to the target consumers. The slogan answers the question "WHY?"

The product brand should be developed with the assistance of marketing professionals, who understand these principles and can develop a brand that will be effective in speaking to Downtown's target markets.

to convey the message to strategic markets that *"Big Things Are Happening in Downtown Twin Falls!"*

Downtown's overall "image" has several facets:

- ❖ Environment (buildings, landscape, streets, cleanliness, sidewalks, amenities)
- ❖ Attitudes (of merchants, businesses, property owners, residents, employees, shoppers)
- ❖ Activities (goods, services, events, social opportunities and other uses of Downtown)
- ❖ Quality (appropriate style and sophistication of promotional activities and materials)

Effective image development enhances the *desire* among consumers to come Downtown. The foundation of Downtown's promotion image is the creation of a "brand" (see Figure 5.1 at left). The brand should be focused on the target markets, and "speak" to those markets graphically and verbally. In other words, the brand should appeal to the values of Downtown's customers (as identified in Table 3.5), and reflect the uniqueness of the place (its niche and most important assets). The Promotion Committee should work with the ad agency to develop an appropriate "brand" for Downtown Twin Falls (solicitation of Board and member business input on draft versions is recommended). The brand will be used in all of Downtown's promotion programming. Downtown businesses, organizations and events also should use the brand as part of their own promotions, so consumers receive a clear and consistent message about the place and its benefits.

NAME FOR DOWNTOWN: The planning team recommends that the product brand name to be used for the Downtown is "Downtown Twin Falls", with the words "Historic District" used as a byline (for signs, brochures, etc.). Note: the name of the management organization, "Historic Old Towne, Inc." can remain the same, if desired. The planning team recommends the use of "Downtown Twin Falls" in its brand and promotions for the following reasons:

The Downtown area should be marketed as "Downtown Twin Falls."

The byline "Historic District" should be used on directional signs and promotion materials.

- ❖ The words "Historic" and "Old" are redundant, and place too much emphasis on the image of "old" – at a time when the impression of dilapidation already is a concern. To bring people Downtown, the image needs to convey messages of vibrancy, excitement, fun and social life – an "18-hour Downtown". "Historic Old Towne" sounds a bit too quiet and stodgy.
- ❖ The name "Historic Old Towne" does not say where the district is located (Boise? Burley?), and it does not indicate that "Old Towne" is the same place as "Downtown". The name "Historic Old Towne" originates from combining the two former Business Improvement Districts, "Downtown" and "Old Towne"; however, these designations are meaningless to consumers. They view the entire district as "Downtown", perhaps with smaller subdistricts (Main Avenue, the Warehouse District, South 5th Avenue, etc.). If the goal of the promotion program is to be market-driven, then the product brand name should be consumer-friendly. Once Downtown's image is well established, sub-districts can be promoted as parts of the larger whole. In fact, the planning team recommends designation of south Main Avenue as the "Motor City" sub-district, due to its distinct character and mix of businesses (see design recommendations in Section 6).
- ❖ Use of the byline "Historic District" will attract key segments of consumers (people who seek historic character and atmosphere, and tourists). It should not be the "headline" in the product brand name, but it should be used on directional signs (along with the logo), brochures, the web site, and selected advertising.

The final decision about the product brand name for Downtown ultimately will be based on recommendations from the ad agency and the Promotion Committee to the Board. The above represents only the opinion of the planning team, based on the market analysis and interviews with Downtown business owners, staff and consumers.

Downtown businesses spent more than \$2 million collectively on advertising last year.

If businesses invest just 10% of their current advertising budgets into a high-quality, high-impact Downtown promotion program, the campaign budget would exceed \$200,000.

With this budget, the Downtown promotion program will be *more* effective than the sum of individual business efforts.

230 businesses...sending 230 different messages to consumers...create information clutter and confusion.

e. Obtain Support for Promotion from Businesses, Organizations, Partners

Once the Downtown brand and detailed promotion plan are developed by the Committee and its agency, and approved by the Board, the plan must be "sold" to BID members to obtain support. Funding for the program will come from participating businesses and partner organizations (Arts Commission, CSI, Chamber of Commerce, even Ameristar Casinos have expressed a desire to support Downtown revitalization efforts). For businesses to invest in the program, they must be convinced that the cooperative approach will be a better use of their marketing dollars than individual promotions for their business.

In the year 2000, Downtown Twin Falls retail and service businesses collectively spent more than \$2 million on advertising.¹ There are more than 230 businesses in Downtown; therefore, that \$2 million was spent on 230 different messages to many different market segments. It created information clutter – and confusion for consumers. Without a consistent and comprehensive image campaign for Downtown, individual business promotions are less effective. BID members will be willing to invest in a high-quality, high impact promotion program for Downtown if they can see the potential for return on their investment.

The promotion program outlined in this section will enhance Downtown's image and benefit businesses in every sector. The investment needed from BID businesses to fund this program is 10% (or more) of their current annual advertising budget. A 10% investment from businesses would net a budget of \$200,000 or more (15% would exceed \$300,000). A budget of this amount is sufficient to create an effective first-year promotion program. If done well, it will be more effective than the sum of individual business efforts. Additionally, individual businesses will be able to take advantage of "piggy-back" advertising for their own businesses (when a high quality ad for Downtown appears and catches consumers' attention, it is followed by – or adjacent to – complementary ads from individual Downtown businesses).

¹ Based on 1%-3% of gross sales, depending on the business category.

True success in promotion requires an investment. Effective implementation will ensure a high return on that investment over time.

Many businesses will not be "early adopters" in the promotion program - there will be skeptics. However, the program should proceed as planned, and businesses will join the effort when they see successful results.

Promotion program elements need to be launched simultaneously - the market must be saturated with Downtown's new image.

To be successful in soliciting commitments from BID members, Committee members will need to be prepared and persuasive (and committed to participate themselves). The agency can assist by giving a formal presentation at a BID membership meeting, and by providing effective information materials about the program. Businesses should be approached to participate as an investment: this is not a donation - it is an investment from which they can expect a monetary return in the form of additional customers over time. Monetary commitments are necessary for success of the program, but "in-kind" support also can be helpful (labor or materials, printing, distribution assistance, etc.).

An important component of the promotion program is a formal mechanism for tracking and measuring results (see subsection P5). Businesses should be informed about the methods that will be used to measure results of the program, and what role they will play in helping to track results (e.g., customer counts, sales trends). Once the program implementation has begun, the Committee will need to maintain regular communication with members and partners to solicit feedback on the impact of the program.

At first, the effort to obtain monetary commitments from BID businesses is not likely to generate \$200,000. Many will be skeptical about the program. However, the Committee should not be discouraged, nor should they scale back the quality or frequency of the program. *It is important to "launch" the program strategically and aggressively.* Once the ad campaign and other promotions begin to create a "buzz" in town, and customers are talking about it, the skeptics will be won over and want to participate.

The initial campaign launch and first three to four months are *critical*: the market needs to be saturated with Downtown's new image. All of the promotion program pieces must be launched simultaneously so customers see "Downtown" everywhere they turn. Downtown businesses need to know when the campaign will begin, so they are ready to respond with their own ads (using the new Downtown image), inventory/services and staffing. A splashy "kick-off" event (planned by the

Fun Committee), with lots of media fanfare, should include the “unveiling” of Downtown’s new image, “premiers” of the new ad campaign, presentations of “coming attractions” (Downtown improvements), etc. The kick-off theme should tie in with the theme of the image ad campaign.

P2 Manage the Promotion Program Professionally

a. Seek Outside Funding to Supplement Promotion Program Budget

As stated earlier, implementation of the promotion program will require at least \$200,000 the first year. Ideally, a larger budget should be sought. Grant funds can be obtained from the Idaho Travel Council Travel Promotion program, Idaho Department of Commerce Gem Community Action program, USDA-Rural Development Rural Business Enterprise program, the Economic Development Administration and others. All of these grants require local matching funds, which would be provided by the investments from BID businesses and partner organizations.

b. Assign Responsibilities for Implementation

The Promotion Committee will oversee implementation of the program, with assistance from the BID staff and the ad agency. Volunteers will be needed, because the budget is insufficient to pay the agency to implement all actions (especially event planning/implementation). However, with prioritization of actions, and identification of specific goals and timelines, a comprehensive program can be implemented cost-effectively. The Promotion Committee should create subcommittees to work on specific actions and tasks – and members should recruit additional subcommittee members from outside the Promotion Committee to help with short-term tasks related to special events and actions.

The Promotion Committee will oversee implementation of the promotion program, with assistance from BID staff and the ad agency.

P3 Promote to Strategic Local & Regional Target Markets

Downtown's top priority target market segments are Downtown workers, Downtown residents, mid-to-upper middle income families within 50 miles, and mid-to-upper middle income urban seniors. A secondary regional target segment is young adult urban singles. This section outlines promotion actions and themes to attract these customers. The Promotion Committee and agency will prioritize and refine this list as they develop a detailed promotion plan and budget.

Build awareness of
community improvements
"Coming Soon."

a. Create Awareness Brochure for Planned Downtown Improvements

Downtown needs to build excitement and momentum by informing their markets about planned improvements to Downtown. An effective and inexpensive method to do so is to create a newsletter or newspaper insert that summarizes the recommendations in this Business Development Guide and contains attractive graphics ("Today" and "Coming Soon" photos - before/after - as presented in Section 6). The brochure also could include upcoming events, meetings and ways for businesses and citizens to become involved (e.g., names and phone numbers of committee chairs, committee meeting dates/times/locations, etc.). The brochure should be distributed (in quantities) to all Downtown businesses. If produced as a newspaper insert, it would be distributed to all subscribers in the region. As implementation efforts progress, small follow-up bulletins should be created to highlight successes and provide updates on further improvements (see action E2.g. in Section 4).

Highlight local goods and
services with inexpensive
rack brochures.

b. Develop Rack Brochures About Downtown Goods and Services

Many potential customers do not realize the quantity and variety of goods and services that are available Downtown. A series of inexpensive (but well-designed) topical rack cards or 3-fold rack brochures (designed to be updated and printed regularly) will direct customers to the goods and services they need. Potential topics include:

Create a regular
"Downtown This Month"
event flier.

- ❖ *Dining & Entertainment Guide* (restaurants, bars, regular ongoing activities such as movies, bowling, bingo, music, recreation, etc.)
- ❖ *Shopping Guide* (retail stores listed by category)
- ❖ *Auto Services* (sales, service, repair, etc.)
- ❖ *Business Services* (printing, fax, computer, meeting space, workforce services, Urban Renewal Agency, wholesalers, distributors, manufacturers, SBDC)
- ❖ *Professional Services* (legal, financial, accounting, insurance, real estate, etc.)
- ❖ *Personal Services* (medical services, hair salons, tanning, dry cleaning, travel services, child care, fitness, instruction, funeral, etc.)
- ❖ *Public Services* (city, county, school district, CSI, police, fire, shelters/assistance)

The rack brochures should be distributed to Downtown businesses, the visitor center, hotels, restaurants, library, CSI, post office, public buildings and neighboring communities.

c. **Produce "Downtown This Month" Fliers for Special Events/Promotions**

A monthly special events/promotions flier should be developed to reach regional customers. Utilizing the Downtown "brand", a recognizable flier "template" should be created (e.g., "Downtown This Month"). The flier could be produced and printed by the Times-News and inserted into their full run-of-market edition on the last Tuesday of the month for the following month (direct distribution to 43,000 households). An extra 1,000 (or more) could be printed for the BID to distribute to Downtown businesses and easily accessible groups (Downtown residents, CSI campus, senior center, media, hospital/clinics, Ameristar employee buses, visitor center, hotels, etc.). Downtown businesses might be willing to insert the flier into worker paycheck envelopes on the first of each month.

d. **Work To Install Directional Signs To Downtown**

The Promotion and Design Committees should work with the City and Idaho Transportation Department to replace and/or install signs directing customers to



Gateways and entry signs to Historic Old Towne are not very inviting.

Downtown promotions will build awareness and create a "buzz" that *"Big Things are Happening in Downtown Twin Falls!"*

Downtown. Key locations are North Blue Lakes, West Addison, North Five Points, Kimberly Road, etc. The signs should be highly visible, and say "Downtown Twin Falls – Historic District", with the Downtown logo and directional arrows.

e. Implement Publicity Campaign

Regular publicity about "What's Happening" will build and maintain momentum as Downtown revitalization project implementation moves forward. Actions like press releases, ribbon-cuttings, media interviews (radio, TV, newspaper) and community web site bulletins will keep citizens informed of progress (e.g., "What's Going On" weekend section). For significant project milestones, media kits (with press releases, project timelines, photos, schematics, etc.) and press briefings/receptions could be used.

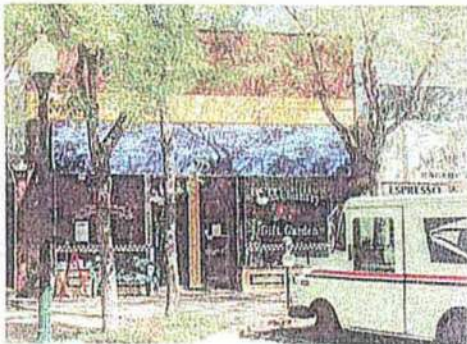
Positive changes in Downtown should be publicized at least once or twice monthly, so customers are intrigued to "come and see for themselves" what's happening Downtown. By creating a "buzz", Downtown will build momentum for revitalization efforts. Media cooperation for regular publicity will be supported if media representatives are provided accurate, detailed, and interesting press releases, and timely communication.

f. Promote the Downtown Brand through Image Advertising, Specialty Items

IMAGE ADVERTISING: Downtown needs a major image boost! High-impact image advertising (TV, radio, newspaper, billboard and Internet) is needed to "re-invent" Downtown's image and draw customers. To achieve results, the image campaign must be high-quality, high-impact, targeted and different. It must contain humor. It must promote Downtown as a destination, highlighting the large mix of goods and services, attractions and activities.

A series of sub-themes can be used to target specific customers, but use of the Downtown brand must be consistent. Within each series of sub-themes, ads can be tailored to highlight various categories of businesses (furniture and furnishings, restaurants, professional services, etc.). Tag lines can promote special events or

Image advertising will not include the names or logos of individual businesses regularly. Its purpose is to promote the collective strength of Downtown.



retail promotions (Spring Spruce-up, Sizzling Senior Days, Oktoberfest). However, the goal is to promote Downtown's overall image and benefits to consumers – not its features.

Participating businesses need to understand that their individual name, picture or logo will not appear in all (or most) image ads. Instead, the image campaign will promote Downtown's collective strength – the fact that there are thirteen restaurants for customers to choose from, etc. Attempts to list/show every business, or buy a full-page newspaper ad and clutter it with individual business ads, will defeat the purpose of image advertising. Downtown's image ads must have a singular message (not 230).

For print ads, the planning team recommends a regular weekly display ad in the Times-News (e.g., ¼ page B/W), supplemented by a monthly insert of the "Downtown This Month" flier in the run-of-market edition. For electronic media, regular daily/weekly television and radio ads are recommended (targeting priority market segment audiences via placements during key shows/times of day). Ideally, four to six rotating image ads would be produced seasonally for each medium. Additional options include Internet advertising with links to an enhanced Downtown web site, and a billboard on west Addison.

Content of the ads should be image-driven, focusing on Downtown's benefits to the consumer (convenience, variety, atmosphere/character, social activity, uniqueness, service, etc.). High quality ad production is costly, so resources should not be used to produce entire ads for individual events and retail promotions (Crazy Days, Oktoberfest, etc.). Instead, those events should be highlighted in the tag line at the end of radio/TV ads (e.g., "...and don't miss Oktoberfest this weekend!"), because tag lines are inexpensive to change. Similarly, print ads can include a text box inset for timely "events this week". The retail promotions and special events also will be promoted in the "Downtown This Month" fliers, on the web site, and through press releases to the media.

BUSINESS USE OF BRAND, SPECIALTY ITEMS: To complement the image ads, the brand should be used by individual businesses for their own promotions, and for specialty items such as shopping bags and Downtown banners. The brand graphics should be distributed to Downtown businesses and organizations (with guidelines) to use in their own promotions. The Promotion Committee can coordinate ordering and distribution of specialty items, such as shopping bags (with Downtown brand and list of all stores), post cards, pens and seasonal/event banners.

g. Create BID Business Directories

PRINTED DIRECTORY: Downtown should consider its need for a business and organization directory for promotion, business recruitment and customer referrals. In the short term, the topical rack brochures may suffice until funds are available to print and distribute a comprehensive annual directory. The directory will be useful to business recruitment efforts, and to assist the visitor center, hotels, CSI and other referral points in sending customers to Downtown. Ideally, the directory should be a convenient size, and contain an indexed street map of Downtown with white and yellow page listings of members. Costs could be defrayed by selling advertising in the directory to businesses and organizations outside the BID (such as suppliers, SCIRTA, wholesalers and distributors), and perhaps to BID members (although this project should not erode participation in other promotion funding).

WEB SITE WITH ONLINE DIRECTORY: Downtown Twin Falls should have a high quality web site with a searchable online directory of members, calendar of events, etc. The Promotion Committee should ensure that Downtown's web site is linked to other web sites that mention Twin Falls (Chamber, SCIRTA, Dept. of Commerce, Destination Northwest, etc.). Special events and promotions could be held online to attract traffic to the site. The site address should be included in all promotion materials and advertising. Site management perhaps could be assisted by students from CSI or TFHS.

DIRECTORY SIGNBOARDS AT KEY ENTRIES: Downtown should install directory signboards at key entry points Downtown (such as in parking lots on Second Avenues, Fountain Park, South 5th Avenue, etc.). The directories would include maps of Downtown (or sub-districts) with indexed list of businesses (similar to a mall directory). The Promotion Committee should work with the Design Committee to identify locations and complete design for the project.

h. Create Theme Promotions & Events per Target Markets

The purpose of theme promotions is to generate business from specific target customer segments, or during specific days/times. Theme promotions can be retail promotions, or special events. Downtown should plan regular retail promotions and special events to attract customers; however, the events should be strategic (very targeted), and not overwhelming to Committee volunteers and BID staff. Many events can be sponsored by other organizations, and simply located Downtown, with minor support from the Committee and/or BID staff. Retail promotions may only require that the Committee set a theme and date, and individual businesses simply participate. No more than four major events (like Oktoberfest) should be planned annually.

Theme events should be promoted through the *"Downtown This Month"* fliers, tag lines on TV/radio image ads, insets in Times-News image ads, the Downtown web site, and news releases to the media.

RETAIL PROMOTIONS: Retail promotions give customers an "incentive" to come Downtown. There are four main types of retail promotion:

- ❖ Cooperative promotion emphasizes clusters of stores in the same category, promoting them together: Spring Fashion Show (apparel stores); Taste of Downtown (restaurants).
- ❖ Niche promotion targets a specific consumer group (rather than the product): Father's Day; coupons for Downtown workers; student after-school specials; senior specials; Christmas shoppers' or back-to-school checklists.

- ❖ Cross-retail promotion groups businesses with complementary goods in one retail event or in coordinated displays: home improvement (Spring Spruce-up – furniture/hardware); joint window displays (apparel/jewelry); car care (tires/repair/body work).
- ❖ Discount promotion emphasizes price discounts (Crazy Days, 50% Off Sale, etc.).

SPECIAL EVENTS: Special events provide customers a “reason” to come Downtown – they create something special to do and encourage social interaction at a specific time and place. The list of possible themes for events is endless; however, any events that are planned should be market-driven – targeted to priority customer segments. Theme events do not have to be major productions. They can be as simple as a sidewalk chalk art activity for kids. The goal is to generate excitement, involvement, and most importantly, business sales. Events must be planned to encourage business sales (ideally at off-peak times) – not detract from them. Examples are the following:

- ❖ Restaurant Dine-Around: sample-size specialties at restaurants; food fair with booths
- ❖ Sizzling Senior Day: mid-week/morning promotions; wellness fair; social activities
- ❖ Teen Day: job shadowing, teen fair (planned by teens); social (street dance Downtown)
- ❖ “Downtown Christmas”: “Little Angels” parade, roasted chestnuts, extended hours, Santa visits, carolers, Coats for Families drive
- ❖ Farmers’ Market: Saturdays (expand to other days), with entertainment
- ❖ Music: Twin Falls Tonight, local musicians (youth, seniors) for brown bag lunches
- ❖ Grandparents/Grandkids Day: organized activities, plus shopping time
- ❖ Cultural Celebrations: Hispanic holidays (9/16, 11/20, 2/24, 5/5), Oregon Trail
- ❖ Kids’ Activities: parade, treasure hunt, sidewalk chalk art, theme competitions
- ❖ Community Celebrations: Oktoberfest, Western Days, Hispanic Heritage Festival

Table 5.2

Downtown Event Effectiveness

Event	Rating (Out of 5)
Oktoberfest	2.41
Crazy Days	2.01
Western Days	1.83
Car Raffle	1.43
Twin Falls Tonight	1.18
Coupon Book	1.01
Overall Effectiveness	1.91

Downtown businesses and Historic Old Towne, Inc. sponsor or participate in several major events each year, such as Western Days, Twin Falls Tonight and Oktoberfest. In the survey sent to Downtown businesses by the planning team, none of the events was rated highly in terms of direct benefits to businesses – including retail businesses (see Table 5.2 at left). The events do draw people Downtown, but each event should be evaluated carefully to determine its true value to Downtown. Events are extremely time-consuming for BID staff and volunteers. Other partner organizations might be sought to take over some planning and event management duties, or some events might be dropped altogether. Subsection P5 discusses methods for tracking results and evaluating success of promotional events.

i. **Encourage Business-to-Business Cross-Promotion and “Cause Marketing”**

To increase business sales in Downtown, businesses need to support each other – including their competition. They need to know which products and services are provided by other businesses, and direct customers there if they do not offer what the customer needs. Businesses also could share joint displays of products/services, perhaps in vacant storefronts.

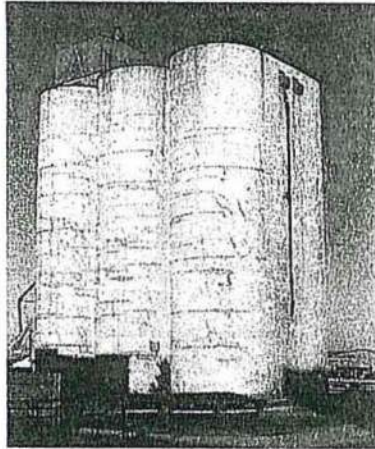
Another variation to this concept is “Cause Marketing”, where businesses and their customers help a specific cause or charitable organization through special promotions. For example, customers who donate to a food or coat drive receive a discount, or a restaurant donates a percentage of the dinner price on a specific night to a local cause. These types of promotions help the community, generate business, represent good public relations for Downtown, allow customers an opportunity to feel good about doing business Downtown, and provide free publicity to the causes and the businesses because they are “newsworthy” events. Note: it is important (and another source of publicity) to do a follow-up press release about the results of the promotion (number of coats donated, amount of money raised, etc.).

Business cross-promotion helps consumers find what they need and builds cohesiveness.

“Cause marketing” presents opportunities for businesses to help the community, and for their customers to feel good about doing business Downtown. It also generates free publicity.

Citizen involvement creates "buy-in" to the Downtown - and a higher likelihood of buying goods and services there.

The grain silos at Shoshone and Minedoka mark the original home of Duncan Hines



Rock Creek Canyon has been greatly improved to become a regional park and trail system

j. Encourage Citizen Participation in Improvements

Downtown is the heart of the community: all citizens have a stake in its success. However, many citizens do not feel a sense of "ownership". The Downtown revitalization effort presents many opportunities for citizens to become engaged in the process: plant flowers, buy personalized bricks for a plaza, adopt a tree/bench/banner, help reconstruct fountain park, and assist with historic preservation or customer/traffic counts. The Promotion Committee and Fun Committee should tap into the community's volunteer spirit to accomplish some short-term projects, so citizens can re-connect with their Downtown.

k. Highlight Downtown Heritage and Culture

Twin Falls' City Centennial provides an opportunity to highlight the heritage of Downtown - its township layout, historic buildings, past/present businesses and historic characters. The Promotion Committee should work with the Historical Society to compile an inventory of historic buildings, with stories, photos and ownership/business histories for each building. (Some of this work was accomplished recently). The new walking tour brochure will be used by schoolchildren, residents, visiting friends and relatives, and heritage/cultural tourists to enrich their experiences Downtown. Significant historic sites (Oregon Trail, buildings) also should be interpreted with historic markers, plaques or signs.

P4 Promote to Tourist Markets

a. Place Downtown Information at Visitor Center, Hotels, Regional Tourist Stops

Visitors seek "things to see and do" that are unique to a community. They often prefer to shop and dine in locally-owned businesses rather than chain restaurants and stores that they can find at home. The Promotion Committee should ensure that rack brochures about Downtown's goods and services are available at the visitor center and hotels (also in neighboring towns and visitor centers). For visitors seeking activities that require only a few hours, the self-guided historic

The Fun Committee should plan memorable familiarization tours for "front-liners" and media.

walking tour or a map/guide to Rock Creek Canyon should be promoted to encourage visitors to spend time Downtown. Business travelers might be offered special coupons from Downtown restaurants to encourage them to drive from north end hotels.

b. Host Familiarization Tours for Front-liners, Media

The Committee should continue to co-sponsor the Downtown familiarization tour for "front-liners" (Chamber visitor center volunteers and hotel desk employees). Media representatives should be invited to attend as well to encourage publicity. The Fun Committee should be assigned this project to make it a creative and memorable experience for participants (who are "sales people" for Downtown).

c. Package Downtown Events with Hotels

Downtown events (such as Twin Falls Tonight) could be packaged and promoted with hotel stays, meals and other activities for out-of-town guests.

d. Link to Regional Promotions (e.g., "Ride the Rift")

The Committee should ensure that Downtown is included in or linked to promotions sponsored by the Chamber of Commerce and South Central Idaho Recreation and Tourism Development Association (SCIRTD), which promotes the region using the theme "Ride the Rift".

Effectiveness of the promotion program can be measured by tracking results.

P5 Track and Evaluate Results of Promotion Program

The results of promotion program efforts should be tracked and quantified in order to evaluate their effectiveness (e.g., return on investment). Examples of tracking methods are the following:

- ❖ Retail sales trends by category (days of week, monthly, seasonally)
- ❖ Business customer counts, average spending per customer
- ❖ Traffic counts (different times of day, days of week, etc.)
- ❖ Event attendance

Businesses and organizations will need to assist in tracking results effectively.

- ❖ Foot traffic counts (different times of day, days of week, etc.)
- ❖ Parking space occupancy
- ❖ Inquiries or ad/coupon return rates

a. **Decide on Tracking Methods to Use, Establish Benchmarks**

The Promotion Committee should work with businesses and ad agency staff to decide which tracking methods are most appropriate for Downtown. Where possible (and appropriate), “hooks” or other tracking mechanisms should be used in advertising or printed materials to track results. The Committee should obtain participation commitments from businesses, and then provide them a format (printed/electronic forms) for tracking. Businesses can report results as percentage increases, rather than actual sales or customer counts, to protect their privacy; however, if some businesses are willing to share more information confidentially, it is desirable to obtain detailed figures. Counts of vehicle traffic, foot traffic, parking occupancy and event attendance can be conducted by youth volunteers (or court offenders performing community service).

Tracking will need to be supervised by the BID staff, and data should be compiled and reported at least on a quarterly basis (to reflect seasons). The first year of tracking should establish benchmarks (baseline figures) against which future performance will be measured. Each subsequent year or event will be tracked to see trends over time as promotions are implemented.

b. **Set Up Tracking and Reporting Logistics**

A central tracking database or spreadsheets should be established and maintained by the BID staff to organize and analyze data collected from various sources. Perhaps a volunteer or student could assist with the data management and reports. Regular reporting of results should be made to the BID Board, members and promotion partners as appropriate.

An annual consumer survey would track changes in buying behaviors and opinions.

c. **Conduct Annual Consumer Research to Measure Behaviors, Opinions**

Another way to measure performance is to conduct consumer research targeting priority market segments. Consumer research can be accomplished via mail surveys, personal interviews of Downtown customers or telephone interviews of randomly-selected households. Questions should gather information about shopping habits, impressions of Downtown, interest/involvement in events and activities, media which influence buying decisions and desired products and services. A visitor survey could be conducted by distributing brief questionnaires to hotel guests and tourists at the visitors center. Results would help measure effectiveness of promotions and consumer satisfaction with Downtown. CSI, Downtown businesses or media may be interested in partnering with the BID to conduct the research.

d. **Evaluate Promotion Efforts and Events, Adjust**

Results of various promotion actions overseen by the Committee should be evaluated for effectiveness and adjusted as necessary. Every promotion effort will not be successful the first time. When an action does not bring desired results over time, Committee members should evaluate reasons for the lack of results, and decide to adjust or eliminate it.

Based on evaluation of
promotion program
results, adjust accordingly.

The promotion actions outlined in this section constitute an aggressive program. The Promotion Committee cannot do everything at once. Actions should be prioritized, and decisions made about which actions to implement the first year (general suggestions are included in Table 5.1). A general budget for many of these actions is included in Section 8. The next two sections, Section 6 (Design) and 7 (Organization) describe actions to enhance Downtown's physical environment and organizational structure to help achieve successful revitalization.

SECTION 6

Design Program

I. Design Intentions

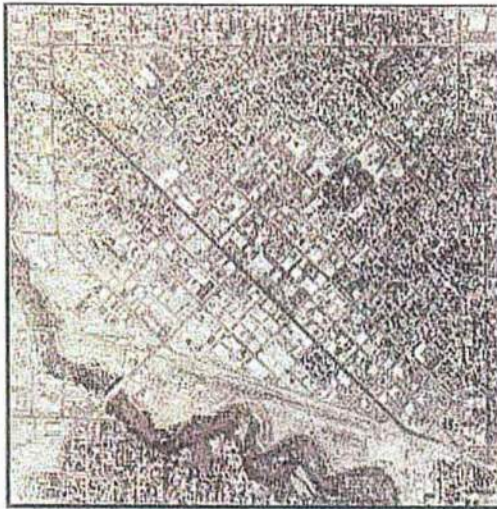
A. SUPPORT AND SUSTAIN STRATEGIC DOWNTOWN DESIGN

Twin Falls' original layout of streets, blocks, public buildings, and parcels was designed for practical — rather than merely aesthetic — purposes. Design was not viewed as an exercise in the frivolous or aesthetic. The roughly square mile town site was designed to provide residents and visitors' with ample opportunity to experience tangible civic and economic benefits within the community. Twin Falls was designed with an understanding of the needs of people and commerce, as well as the challenges presented by the high desert environment.

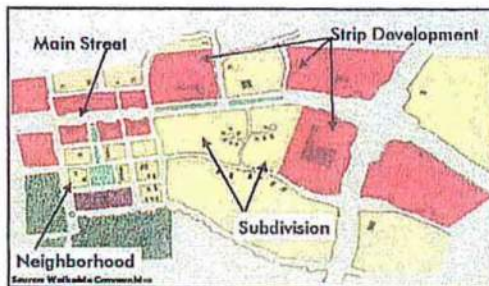
In the context of this Historic Old Towne Business Development Guide, design is viewed similarly to the way in which Twin Falls' forefathers viewed it: design and economic development are interdependent factors that affect quality of life for all who live, visit, or work in the area. Through key design principles and implementation strategies, this guide will help community members, merchants, property owners, public officials, and the Historic Old Towne organization strengthen the area's economic vitality and business development potential through strategic visual and physical improvements.

B. PHILOSOPHY: Develop An Already Great Place Into A GREAT PLACE TO BE

Many cities' response to growth pressures or a challenging economy is to develop outward — allowing, and often encouraging, sprawl to occur. Sprawl

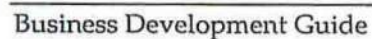


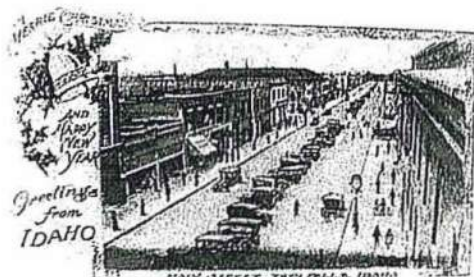
Historic Old Towne has a unique street layout.



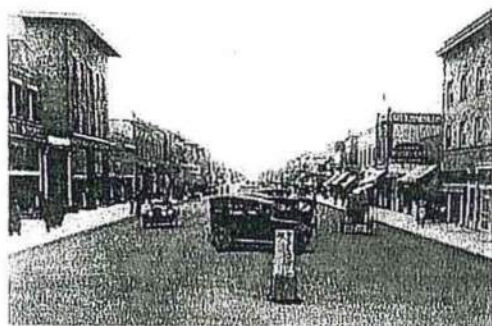
Example of Sprawl. Source: Walkable Communities.

Perspective on "What Makes a Great Place?"
Source: Project for Public Spaces.





Historic postcard illustrating a vital Downtown Twin Falls.



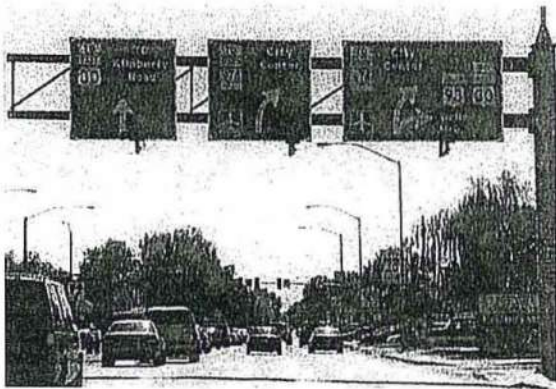
Historic photo of Downtown Twin Falls.

Sprawl is occurring in Twin Falls. The public and private sectors need to encourage infill development that makes more efficient use of space and existing infrastructure. Increased density and development intensity — combined with high quality design — will support many of the goals and values articulated by the community. In particular, it will decrease sprawl, reduce capital and maintenance costs of infrastructure, enhance opportunities for public transit, reduce development costs (in terms of infrastructure hookups and extension), and contribute to reduced costs of housing. Making a "Great Place To Be" is the ultimate mission for all who have or want to have a stake in the future of Historic Old Towne.

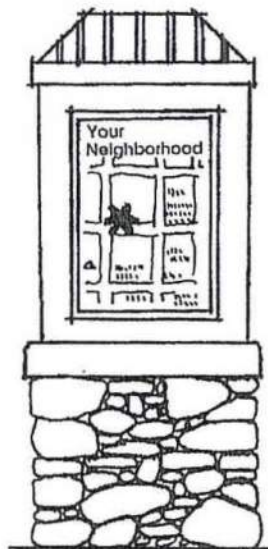
C. FOUR PRINCIPLES WILL GUIDE DESIGN IMPROVEMENTS

Town Design includes a wide range of considerations that have direct implications on community economic development, municipal finances, and business prosperity. The way a place is designed affects people's behavior. Places that are designed with an understanding of the users (i.e., Who is the market?) in mind will yield greater community benefits. Based on research, observation, and input from the Twin Falls community, the following four (4) design principles serve as the foundation for making Historic Old Towne a "Great Place to Be" and, in turn, contributing to a stronger local economy.

1. **WELCOME AND ORIENTATION.** Streets should be viewed as the living rooms or front porches of communities. Forget the furniture and decorative trim and the house loses much of its charm and value. The same is true for Twin Falls as a community and Historic Old Towne as a district. At each of Twin Falls' edges and continuing throughout the community to the center of Historic Old Towne, a sense of WELCOME must be fostered to optimize business development. WELCOME is achieved when people are invited to attractive, relaxing places through close attention to detail. Gateway entries, colorful buildings and awnings, well kept walkways, well designed and located signs, public art, and nicely



Signage from Blue Lakes directs motorists to "City Center" rather than "Historic Old Town."



An example of a pedestrian-oriented kiosk.

landscaped streets are building blocks of WELCOME. Festive activities, diversity, choice, quality smells and sounds, low traffic speeds, and clean, well-kept environments add WELCOME. Screening dumpsters, parking lots and other elements that offend the senses is also important to WELCOMING people to the area. The added 5-15% cost to projects for enhancing a sense of WELCOME is repaid through increased business, tourism, pride and community spirit.

Information should be provided where people need it the most. When people are provided with information they feel ORIENTED and connected which, in turn, can yield economic benefits. To optimize the number of people who visit Historic Old Towne, they need to know where they are and where they are going. Information to help us make decisions about where to venture and how to get there is something we all value – this is ORIENTATION. We become frustrated when we get lost and confused or when we arrive somewhere we didn't intend to be. We feel relief when we know where we are going, and understand the range of alternatives for getting to our destination. Overall economic development is enhanced when ORIENTATION, via signage, kiosks, lighting, object buildings, focal points, landmarks, and other means, is integrated within the physical environment so as to orient people where they are and knowing how to get to a destination.

2. COMFORT AND SECURITY. People relate to COMFORT, in the context of community and economic development, from two perspectives: as a driver and as a pedestrian. The COMFORT of drivers is largely met in climate controlled, lumbar supported, and sound dampened car environments. Goods are carried in trunks, trash is temporarily stored in litter bags, and restrooms are often a toe-upon-accelerator away. In sharp contrast, pedestrians find their needs met — their COMFORT — through shady streets with wind breaks, storefronts with awnings, convenient placement of stores, landscaped areas to buffer speeding cars and parking



When buildings and storefronts are located close to one another and the street, it makes it easier for customers to patronize businesses.

Community oriented policing is encouraged to help maintain order and safety.



lots, occasional benches for sitting, litter canisters, and clean, conveniently placed public rest rooms, water fountains, gardens, signs and directories to find their way, and other details of quality urban environments.

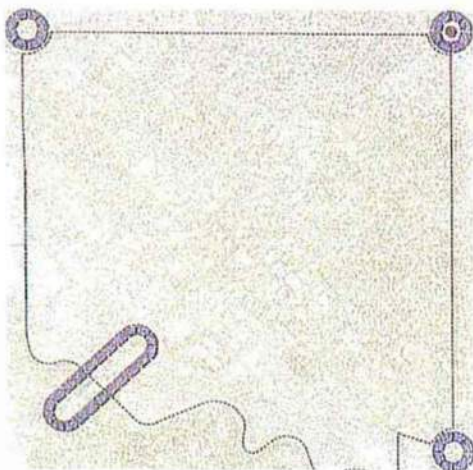
COMFORT goes hand in hand with SECURITY — when people feel SECURE their COMFORT level is dramatically increased. When real and perceived SECURITY exists, the greatest barrier to economic development is absent. Many “eyes on the street” are needed to support SECURITY. These “eyes” are provided from nearby buildings, abundance of human activity, open landscaping, community-oriented policing, ample lighting at night, and other design features.

3. **EFFICIENCY & CONVENIENCE.** People seek ways to make EFFICIENT use of their time and money. Affordable pricing hinges on maximizing use of land, buildings and space. Wide spacing and full separation between land uses, oversized parking lots and other elements of isolation lead to low EFFICIENCY. Walking EFFICIENCY is fully dependent on short distances between multiple vendors and services. For Historic Old Towne, reinforcing compact land use and maximizing safe pedestrian connections achieves EFFICIENCY. This EFFICIENCY can be clustered in pedestrian pockets: tight combinations of public space, shops, work places and residential areas where a high level of pedestrian activity occurs.

EFFICIENCY leads to CONVENIENCE. Most people working in Historic Old Towne should be able to own or rent residences in the immediate neighborhoods and walk or ride bicycles to their work places. The compact town design of Historic Old Towne allows high levels of walking and bicycling CONVENIENCE. To optimize business development opportunities, CONVENIENCE in Historic Old Towne entails providing a full complement of goods and services for the intended market populations, and providing a physical environment that allows people to

park once without the need to climb back into their cars for more shopping or other errands.

4. MAINTENANCE AND MANAGEMENT. We sometimes lose sight of the paramount role of proper MAINTENANCE and MANAGEMENT in business development. In simplest terms, MAINTENANCE and MANAGEMENT ensure order, which discourages undesirable behavior and negative perceptions. Without MAINTENANCE and community-oriented policing of the physical environment of Historic Old Towne, the local economy will deteriorate. Likewise, if Historic Old Towne is not MANAGED for its intended purpose (i.e. the gathering of people and productive activities), business development is challenged. A lack of MAINTENANCE and MANAGEMENT creates a cycle, which can quickly grow into negative perceptions about place and community, and can create conditions that are not conducive to economic development and business improvement.



Historic Old Towne Gateways.



Gateways help to create a sense of welcome and arrival.

II. Design Program Actions

A. Overview: The Design Action Plan is prepared to help the Twin Falls community undertake improvements that will yield economic benefit, as well as aesthetics enhancements. The Conceptual Urban Design Framework plan is illustrated in Figure 5.1, while specific actions are summarized in Table 6.1a & b. The intent of the Action Plan is to provide direction without limiting creativity or defining rigid parameters. Where possible, examples are provided for the actions and steps identified.

Action 1: Create Wayfinding System through Gateways at Key Entrances and Directional Signage to and Locations within Historic Old Towne.

The wayfinding system in Historic Old Towne does not do a good job of attracting visitors into the area and directing visitors once they have arrived. A wayfinding system should tell visitors they have arrived, help direct them once within Historic Old Towne, and help reinforce (through gateways) the city's image. Twin Falls should create a powerful image in the minds of visitors that the community is a great place to be with a small town atmosphere and a strong connection to the natural environment.

Step 1: Create and Enhance Gateways at Key Entrances

The following Historic Old Towne intersections should be established as gateways and enhanced accordingly:

- ❖ Addison, Blue Lakes, & Shoshone Intersection
- ❖ Addison & Washington Intersection
- ❖ Shoshone & Minnedoka Intersection/Rock Creek Bridge
- ❖ Blue Lakes, Kimberley Road, & Minnedoka Intersection

Committee		Table 6.1a									
Program		Design Action Plan									
Action	Detail	TIMING						Partners (See Code Key)	Priority		
		2001	2002	2003	2004	2005	Later				
D1	Create Wayfinding Sysem										Key to Codes: AC Arts Commission Bd Board of Directors Biz Businesses CC Chamb. of Commerce Ch Chair of Committees City City of Twin Falls Cn Contracted Service CSI College of S. Idaho CT Centennial Commiss. DE Design Cmte ED Executive Director ER Econ Restr. Cmte FM Farmers Market Mgr HS Historical Society ITD Idaho Trans'n Dept. OR Organization Cmte PR Promotion Cmte R4 Region IV SC SCIRDTA Sr Senior Citizens Svc Service Clubs UR Urban Renewal Agcy Vol Volunteers
a.	Create & enhance gateways at key entries: Addison & Bluelakes Addison & Washington Bluelakes & Kimberly Road Shoshone & Minidoka							ED, City, URA, MVA	1		
b.	Create a new wayfinding system							DE, City, URA, MVA	2		
c.	Change "street" names							Bd, DE, City	1		
d.	Encourage public art							DE, MVA	2		
D2	Improve Parking in Historic Old Towne										
a.	Conduct a professional parking study							DE, City	1		
b.	Improve parking lot safety							DE	1		
c.	Leave parking meters in place							Bd, City	2		
d.	Address employee parking needs							DE, City	1		
D3	Improve Circulation in Historic Old Towne										
a.	Reconnect 2nd Street West at Fountain Park; redesign park							DE, URA, City	1		
b.	Drop highway status of 2nd Ave's; redesign avenues							DE, City, URA, ITD	1		
c.	Implement Streetscape Furniture Program							DE, MVA, Svc, Vol	2		
d.	Improve Street Appearance by Relocating Utilities Underground							City, URA, DE	3		
e.	Implement Crosswalks in Historic Old Towne							DE, City	1		
f.	Enhance Sidewalks in Historic Old Towne							DE, City	2		

Committee		Table 6.1b						
Program		Design Action Plan						
Action	Detail	TIMING						Priority
		2001	2002	2003	2004	2005	Later	
D4	Enhance Activity Nodes in Historic Old Towne							
a.	Define activity nodes							1
b.	Define appropriate activities & design elements for each node							1
c.	Enhance pedestrian corridors between nodes							2
D5	Enhance Public Safety in Historic Old Towne							
a.	Support community-oriented policing							1
b.	Create a crime prevention task force							2
c.	Conduct "safety walks"							2
d.	Implement physical improvement recommendations							1
e.	Implement graffiti recommendations							2
f.	Address homelessness & vagrancy issues							3
D6	Enhance Existing Character; Strengthen Identity of Districts							
a.	Define districts							1
b.	Define & design variations between districts							1
D7	Encourage Onsidewalk Activities with Historic Old Towne							
a.	Encourage pedestrian alleys							3
b.	Bring Farmers Market to Historic Old Towne							1
D8	Enhance Storefront Facades in Historic Old Towne							
a.	Identify and help preserve historic buildings							1
b.	Implement storefront design recommendations							2
c.	Seek grants for North Main (subject to business support)							2

Key to Codes:	
1 AC	Arts Commission
1 Bd	Board of Directors
2 Biz	Businesses
CC	Chamb. of Commerce
1 Ch	Chair of Committees
2 City	City of Twin Falls
2 Cn	Contracted Service
1 CSI	College of S. Idaho
2 CT	Centennial Commis.
3 DE	Design Cmte
ED	Executive Director
1 ER	Econ Restr. Cmte
1 FM	Farmers Market Mgr
HS	Historical Society
3 ITD	Idaho Trans'n Dept.
1 OR	Organization Cmte
PR	Promotion Cmte
1 R4	Region IV
2 SC	SCIRBTA
2 Sr	Senior Citizens
Svc	Service Clubs
UR	Urban Renewal Agcy
Vol	Volunteers

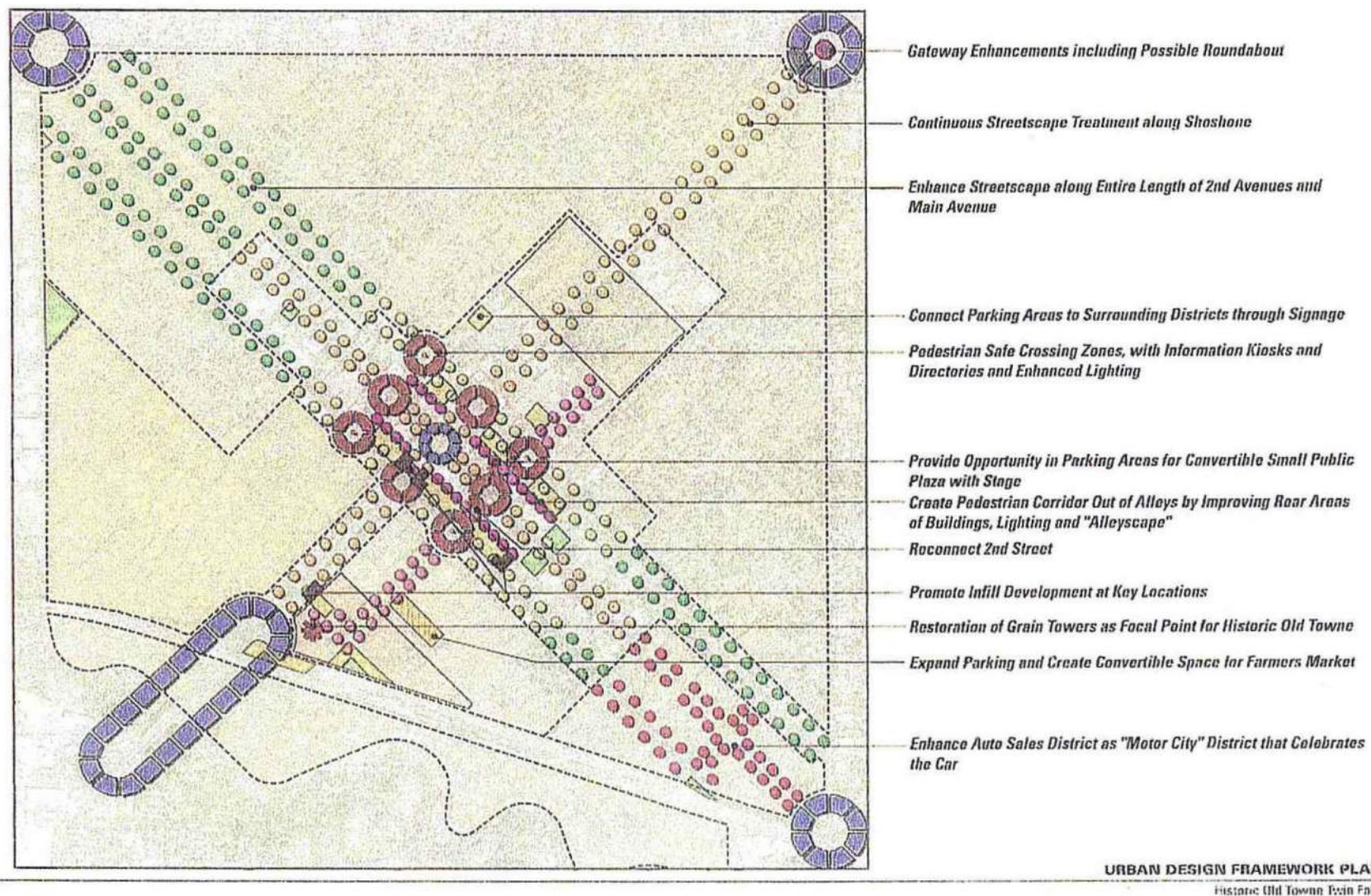
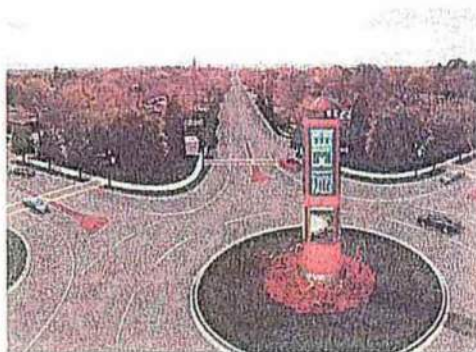


Figure 6.1: Conceptual Urban Design Framework

Figure 5.1: Conceptual Urban Design Framework.



Addison & Blue Lakes Before.

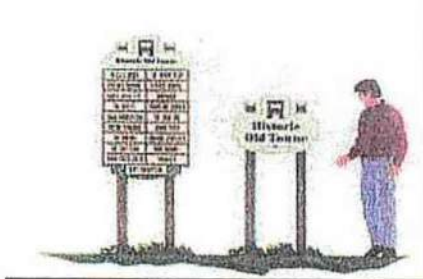


Addison & Blue Lakes After.

Addison, Blue Lakes, & Shoshone Intersection -- The Addison, Blue Lakes, & Shoshone Intersection is the most important gateway into Historic Old Towne. All corners of this intersection should be enhanced with special landscape treatments and signage. Additionally a 5-point roundabout should be constructed at this intersection. A roundabout is defined as a form of intersection design and control which accommodates traffic flow in one direction around a central island, operates with yield control at the entry points, and gives priority to vehicles within the roundabout (circulation flow). Roundabouts reduce congestion and facilitate traffic movement, and require much less maintenance than standard intersections. The central island should contain an obelisk design to tie in with the grain towers located at Shoshone and Minnedoka. In addition, the obelisk may serve as a concealed cell tower, public art, and/or focal point. A before and after of this intersection is provided at left.

Distinguishing Features of Roundabouts	
Control at Entry	Yield sign for entering vehicles. 
Operational Characteristics	Vehicles in the roundabout have priority over the entering vehicle.
Deflection	Use deflection to maintain low speed operation through roundabout.
Parking	No parking is allowed on the circulating roadway.
Turning Movement	All vehicles circulate around the central island.
Capacity	6,000 + vehicles per hour. Up to 30 % higher than signals
Speed	10 to 25 mph
Safety	50 to 90 % fewer accidents
Central Island	Required, 5 to 150 feet diameter.

Roundabouts - Advantages and Disadvantages Comparison		
Category	Advantages	Disadvantages
Safety	- There are a reduced number of conflict points compared to uncontrolled intersection. - Lower operational speeds yield fewer and less severe accidents. - Slower speeds because of intersection geometry reduce accidents.	- Since roundabouts are unfamiliar to the average driver in the US, there is likely to be an initial period where accidents increase. - Signalized intersections can preempt control for emergency vehicles.
Capacity	- Traffic yields rather than stops, often resulting in the acceptance of smaller gaps. - For isolated intersections, roundabouts should give higher capacity/lane than signalized intersections due to the omission of lost time (red and yellow) at signalized intersections.	- Where the coordinated signal network can be used, a signalized intersection will increase the overall capacity of the network. - Signals may be preferred at intersections that periodically operate at higher than designed capacities.
Delay	- Overall delay will probably be less than for an equivalent volume signalized intersection (this does not equate to a higher level of service). - During the off-peak, signalized intersections with no retiming produce unnecessary delays to stopped traffic when gaps on the other flow are available.	- Drivers may not like the geometric delays which force them to divert their cars from straight paths. - When queuing develops, entering drivers tend to force into the circulating streams with shorter gaps. This may increase the delays on other legs and the number of accidents.
Cost	- In general, less right-of-way is required. - Maintenance costs of signalized intersections include electricity, maintenance of loops, signal heads, controller, timing plans (roundabout maintenance includes only landscape	- Construction costs may be higher. - In some locations, roundabouts may require more illumination, increasing costs.



Directional Signs are encouraged throughout Historic Old Towne. Source: Lytle Signs.



Proposed Temporary Banner System. Source: Lytle Signs.

	maintenance, illumination, and occasional sign replacement). - Accident costs are low due to the low number of accidents and severity.	
Pedestrians And Bicyclists	- A central island provides a refuge for pedestrians that will increase safety. - Low speeds reduce frequency and severity of pedestrian-vehicle accidents.	- Difficult for visually impaired pedestrians to interpret vehicle-pedestrian priority. - No stopped phase for peds who want security of a signal. - Tight dimensions of roundabouts may create an uncomfortable feeling to bicyclists. - Longer paths increase travel distances for both pedestrians and bicyclists. - Roundabouts may increase delay for pedestrians seeking acceptable gaps to cross.

Source: www.engr.orst.edu

It is recommended that the existing gas station south of the intersection be replaced with a public park similar to the one across Shoshone Street. Having the two parks on opposite sides will create a significant sense of arrival to Historic Old Towne. The parks highlighted with special landscape treatments, distinct artwork, civic monuments, and/or signage will provide a visually attractive feature for Twin Falls. The improvements to this gateway will transform a problem intersection into a point of community pride.

Addison & Washington Intersection -- The corners of Addison & Washington and the site south of the intersection that is partly vacant and occupied by a turn-loop (where Main Avenue terminates) should be enhanced with special landscape treatments and signage. Since entering Historic Old Towne requires visitors to continue south on Washington to South 2nd Avenue a series of directional signs is strongly recommended – directing visitors south. As visitors travel south they will come across a junction where a vacant

triangular parcel is located. This site should be enhanced with special landscape treatments, public art and signage – directing visitors left toward the downtown core.

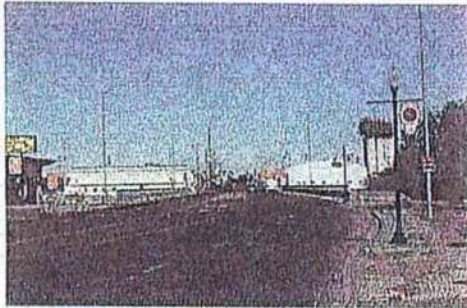


Figure 6.2: Approaching the Rock Creek Bridge from the south.



Figure 6.3. Entering the warehouse districts of Historic Old Towne, before the railroad tracks.

Shoshone and Minedoka Intersection/Rock Creek Bridge -- This gateway entry begins south of the Rock Creek Bridge and extends to the Shoshone and Minedoka Intersection (see Figure 6.2). This is an important and complicated entry due to the convergence of the creek, rail lines, and a 4-way intersection, as well as the presence of the grain towers focal point. A "Welcome to Historic Old Towne" sign should be installed at the south end of the Rock Creek Bridge and at the Shoshone and Minedoka Intersection. This should be complemented with median landscape elements on the bridge itself, utilizing decorative concrete planters placed in the center turn lane on the bridge, as shown in Figure 6.3 (which is not used for turning movements now). Public art would be well here. The properties at the intersection should be enhanced through consistent landscaping and other design treatments — the properties should appear to the motorist that they have coordinated their efforts. The intersection should be fully improved with appropriate pedestrian-friendly features, including cross walk signals, crosswalks, sidewalks and ADA curb ramps. Lastly, the silos should be enhanced to reflect the agricultural heritage upon which Twin Falls is built.

Blue Lakes, Kimberley Road, and Minedoka Intersection – This intersection should be enhanced with special landscape treatments and signage. As a major gateway to the motor City District and Thruway to and from the airport, this entry's image must be improved. A directional sign at the northwest corner of the intersection (reading "Historic Old Towne," not "City Center") is recommended to direct visitors north to 2nd Avenue or west to Minedoka. At that junction the vacant triangular parcel and other corner parcels should be enhanced with special landscape treatments and signage – directing visitors by Quad into Historic Old Towne.

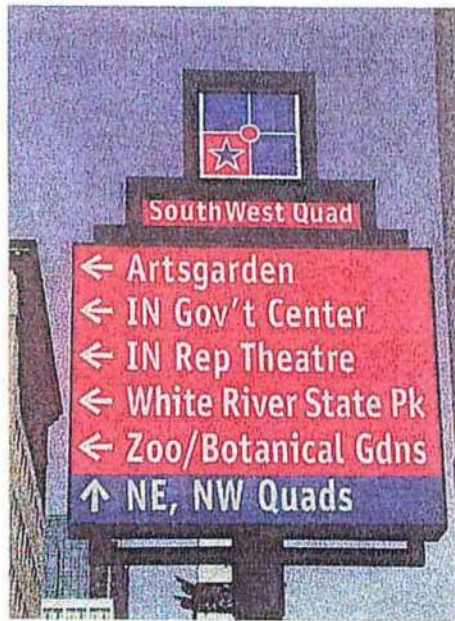


Figure 6.4. A quadrant-based wayfinding system implemented in Downtown Indianapolis, Indiana, should be used in Historic Old Towne.



Figure 6.5. Quad-system appropriate for Historic Old Towne.

Depending on the success of the roundabout at the Addison, Blue Lakes, & Shoshone Intersection, a long-term plan for a similar 5-point roundabout at this intersection is also recommended.

Step 2: Create a New Wayfinding System

Create a new wayfinding system (using directional signage) throughout Historic Old Towne to offer convenience and comfort for the people who work, live, or visit the area. The business development rationale for creating a new wayfinding system is that people need to be able to easily find their way in and around Historic Old Towne, find parking, and patronize businesses. Once in Historic Old Towne, wayfinding signage improves visitor's chances to find specific locations of businesses and parking in Historic Old Towne.

It is recommended that Twin Falls implement a wayfinding system that distinguishes Historic Old Towne into four distinct quads. A wayfinding sign similar to the one shown in Figure 6.4 should be placed at key locations in Historic Old Towne to help orient visitors as to where they are and help direct them to key destinations. Figure 6.5 depicts the proposed boundaries of the quad system, the center of which should intersect in the heart of Historic Old Towne – Main Avenue and Shoshone Street.

Signs should be designed (i.e. sized) and placed in ways that are convenient and readable to passing motorists. Directional signs for motorists should be appropriately located and sized to accommodate drivers' limited window of time to view and understand information while driving in Historic Old Towne. Letter size should be 4 inches in height. Sign area should be maintain at 8 square feet. This criteria is appropriate within pedestrian-oriented areas/slower moving area of Historic Old Towne. Backgrounds of black, brown, green, and blue increase conspicuousness of signs — thus assisting drivers in reading signage (listed in respective order of effectiveness).



Sixteen spots in Historic Old Towne are a corner of Second and Second.



Directional signs help orient visitors into parking lots.

Directional signs for pedestrians should be color coded differently than those intended for motorists. They should be simple, consistent in design, and may include a logo. A rule of thumb for lettering height is a letter-size minimum of 2 inches, plus one additional inch of letter height for each 25 feet of viewing distance. Key locations for signs are Historic Old Towne's gateways and nodes.

Step 3: Change Street Names

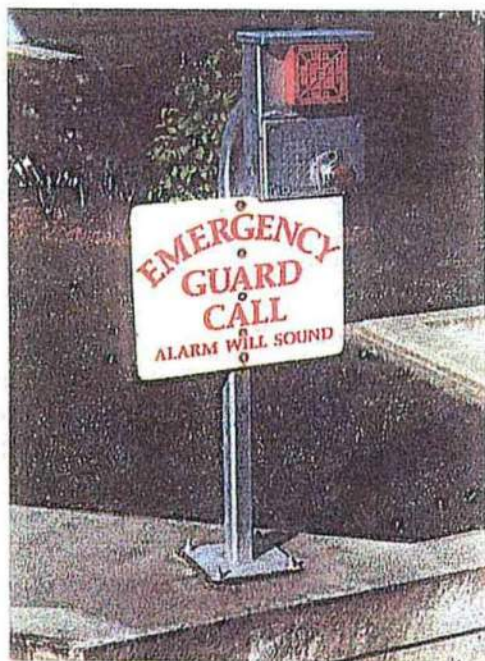
Once in Historic Old Towne, people need to easily find specific location of businesses and parking. The present number-based Street and Avenue naming system causes great confusion! Having streets named North and South 2nd Avenue and East and West 2nd Street confuses visitors. It is recommended that the City consider changing the number name "Streets" as there are more businesses with "Avenue" Addresses.

Action 2: Improve Parking in Historic Old Towne.

The key to attracting and retaining visitors in Historic Old Towne is enticing visitors with attractions and services that "can't be missed." Once in Historic Old Towne parking becomes an important thing. Visitors will pass through if parking is lacking. Making it easy for people to stop and park, retains more visitors for Historic Old Town businesses.

Step 1: Conduct a Professional Parking Study

Creating and maintaining a business friendly parking system requires an in depth, objective understanding of parking demand and placement. It is recommended that the city conduct a parking study within the Historic Old Towne. The objective of a parking study is to evaluate existing and future parking needs for Historic Old Towne. The study should analyze ways to better utilize existing parking and accommodate growth in parking demand.



Emergency call boxes located throughout parking areas and along key pedestrian routes help people feel safe by being close to help if they need it.



Screen dumpsters as much as possible.

Step 2: Improve Parking Lot Safety

Many of the existing parking facilities are not well lighted. If parking facilities are well lighted, visitors are more drawn to park than those not well lighted. Physical improvements in addition to lighting improvements should be made to provide safe, efficient circulation to and from parking lots. A variety of physical improvements to existing parking facilities could greatly increase the perception of safety and availability of parking in Historic Old Towne. The following is a list of recommended physical improvements to existing parking facilities to improve parking lot safety and enhances public perception, which in turn benefits businesses:

- ❖ Add appropriate lighting to all public parking lots
- ❖ Provide directional signs to help orient visitors into parking areas
- ❖ Rehabilitate deteriorated pavement where applicable
- ❖ Restripe/redesign lots to maximize available parking
- ❖ Provide landscaping for parking lot beautification
- ❖ Construct Dumpsters in 2nd Avenue Parking Areas

Step 3: Leave Parking Meters in Place

It is recommended that existing parking meters be left in place. The reason for using parking meters are to (1) promote parking turn over; (2) provide opportunities for more people to park conveniently; (3) provide space for the short-term shopper; (4) maximize the economic viability of downtown; and (5) generate revenue.

The attitude toward downtown parking meters is that they discourage shoppers who then drive to the suburban mall instead, where parking is free. According to John Edwards, author of the "The Parking Handbook," meters have a psychological effect on motorists – reminding them of the time limit and the need to adhere to the regulations. Non-metered downtown districts require stricter enforcement, a greater police presence, and a higher degree of



First ten minutes free offers convenience to short-term shoppers.



Place long-term parking along North and South 2nd Avenue.

observation. When meters are removed, the community will need 33 to 50 percent more personnel to achieve the same level of enforcement.

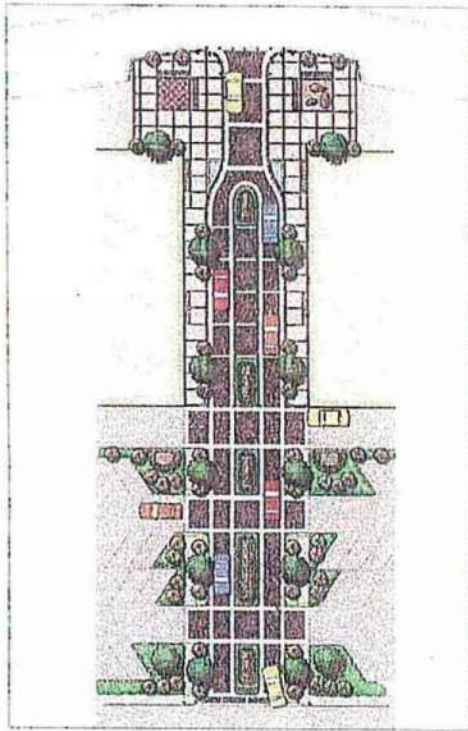
To encourage visitors to Historic Old Town while leaving parking meters in place is to implement a "free ten minutes free" program. This program will benefit short-term shoppers who need only a short amount of time to conduct certain businesses. A "Take Ten For Free" or other slogan could be developed to promote parking on Main Avenue.

Step 4: Address Employee Parking

Walking distance for employees versus shoppers differ and so should their parking location. Long-term parkers (employees) will walk further than short-term parkers (shoppers). It is recommended that long-term parking be located in the 2nd Avenue parking lots, while Main Avenue meter parking is for retail business customers only.

For those spaces in the 2nd Avenue parking lots that are leased for employee parking, a consistent signage program should be installed to indicate to the public: for whom and what time periods each space is reserved; what the fine is for parking in reserved spaces; and welcoming public parking in those reserved spaces "after hours". Accordingly, the public parking spaces in the 2nd Avenue lots should be clearly delineated. Often, yellow-background signage systems (and yellow wheel stops) are employed for reserved spaces and white signage systems (and white wheel stops) are used to delineate public parking.

For communities in the 25,000 to 50,000 population range, the acceptable walking distance ranges up to two blocks for employee parking, while for shoppers a one-block walking distance is about the limit. To maximize long and short term parking it is recommended that a parking study be conducted to help determine where additional parking – long- and short-term, is required or where parking is unused. Shared parking should be carefully



Re-establish the pedestrian and vehicular linkage between the City Park and Minidoka via 2nd Street West.

considered for uses with different operating hours or different peak business periods.

Action 3: Improve Pedestrian and Vehicular Circulation in Historic Old Towne.

Twin Falls should improve Pedestrian and Vehicular Circulation in Historic Old Towne.

Step 1: Reconnect 2nd Street

Twin Falls should redesign the fountain plaza on Main Avenue to reconnect 2nd Avenue via 2nd Street. Creating a pedestrian-friendly downtown core is essential to the livelihood of Historic Old Towne. Re-establishing the pedestrian and vehicular linkage between the City Park and the Triangular area is encouraged. Currently, the fountain plaza is a real and perceived barrier -- reconnecting 2nd Street will enhance the vitality of adjacent and nearby businesses and provide opportunities for another point of pride (see Figures 6.6 and 6.7).

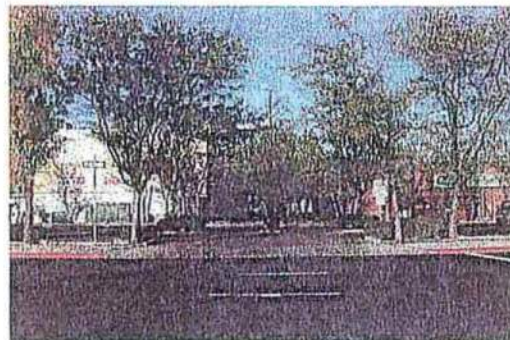


Figure 6.6: 2nd Street/Pocket Park Before.

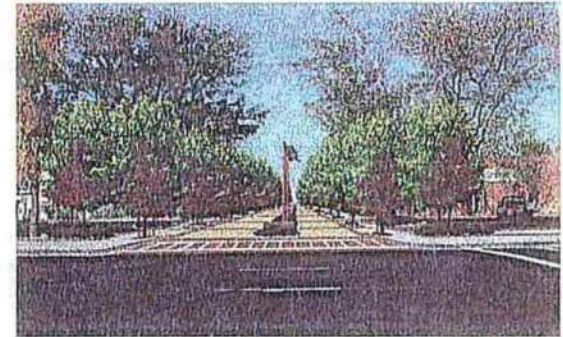


Figure 6.7: 2nd Street/Pocket Park After.



2nd Avenue South Before & After Redesign



Furnishing of streets, pedestrian sidewalks, and public spaces with similar Streetscape Furniture unifies Historic Old Towne, promotes continuity between Districts, and enhances the pedestrian experience.

Step 2: Drop Highway Status of Second Avenues; Redesign to Support Internal Circulation

Over the years, the Second Avenues have become corridors for through-traffic rather than the key internal streets they were intended to be. It is time to take back these avenues from the highway system. (Idaho Transportation Department and the City support redesignation of the avenues as local arterials.) Once this is accomplished, the avenues can be redesigned (from three to two lanes) to provide more onstreet parking and better pedestrian circulation. The net parking unit increase in the four blocks of the central downtown may exceed two hundred. Cost for this large expansion will be little more than striping, though landscaping and midblock crosswalks are recommended. In addition, the change will improve downtown's image, enhance pedestrian safety, create a stronger connection to businesses on the "outside" of the Second Avenues, and will enhance connections to Main Ave.

Step 3: Implement the Streetscape Furniture Palette

Providing a positive image and a comfortable pedestrian environment creates a positive perception of Historic Old Towne, which will increase visitors and overall vitality of businesses. A Streetscape Furniture Palette for Historic Old Towne is illustrated in Figure 6.8. It is recommended that the elements illustrated in the palette be implemented within major roadways in Historic Old Towne. The specifications of the streetscape elements are shown in Figure 6.9.



Figure 6.8. Historic Old Towne
Streetscape Furniture Palette.

Twin Falls
Streetscape Furniture Palette
Catalog I.D.

Existing Acorn Style Streetlight:

GranVille Series (GVIA100MH24LN5NSN)
on a Wadsworth (W10C/17-CA/DG) pole (dark green)
Columbia Electric (208) 733-6861

Bench:

C-96, 6' Bench
With 2nd-Site-System reinforced, recycled plastic slats
by Victor Stanley (800) 368-2573

Trash Receptacle:

S-42-Ironsites with S-2 dome top
by Victor Stanley (800) 368-2573

Drinking Fountain:

1890 Single Bowl
by Canterbury International (800) 935-7111

Clock:

Danbury Style on 16' high pole
by Canterbury International (800) 935-7111

Tree Grate:

O.T. Title 24 Series, 4' Square/Circle Combo
by Urban Accessories (425) 487-0488

Banners:

Existing Custom Design

Kiosk

by Victor Stanley (800) 368-2573

Bollard:

Capitol Series Lighted Bollard
BOL/C44/13/L-C1
44" Height (dark green)
Antique Street Lamps Inc. (512) 295-3585

Figure 6.9: Historic Old Towne Streetscape Furniture Palette Catalog I.D.

Step 4: Improve Street Appearance by Relocating Utilities Underground

Aboveground utilities are dangerous and unattractive. It is recommended that the City consider relocating existing aboveground and future utilities underground especially where visible from the following major roadways:

- ❖ Main Avenue
- ❖ North 2nd Avenue
- ❖ South 2nd Avenue
- ❖ Shoshone
- ❖ Addison
- ❖ Washington
- ❖ Kimberley Road
- ❖ Minnedoka



Improve Pedestrian Safety at Intersections with Crosswalks.

Step 5: Improve Crosswalks in Historic Old Towne

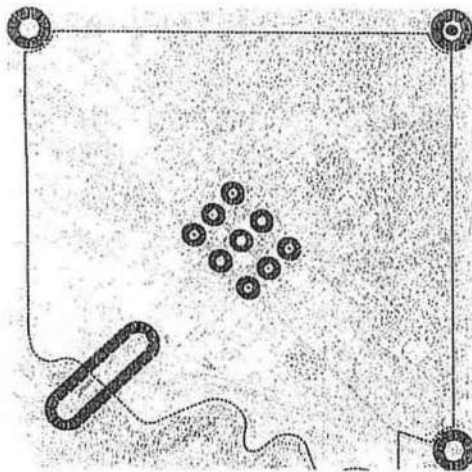
Historic Old Towne should be nurtured as a place to go to and move about comfortably. The City should promote a pedestrian-friendly environment that encourages people to walk through and around downtown by implementing crosswalks at all signalized intersections, stop signs and at key mid-block crossings. By enhancing the pedestrian environment, businesses will benefit from increased visitations. Crosswalk locations should be identified and enhanced.

A crosswalk enhances the pedestrian comfort level and is an important feature that promotes a pedestrian friendly environment -- striped crosswalks are recommended over raised crosswalks. Striped crosswalks are less costly and require less maintenance.

Step 6: Enhance Sidewalks in Historic Old Towne

The public realm should be maintained to facilitate safe movement. Sidewalks play an important role in the public realm, both in terms of scale and distribution. Sidewalks connect residents to open spaces, residential neighborhoods, and businesses. Sidewalks establish the character of the community in the "minds" of visitors. Wide, well-maintained, and landscaped sidewalks create a much more comfortable walking environment and help ensure pedestrian safety.

Some sidewalks in Historic Old Towne are in poor condition and lack adequate landscaping. It is recommended that deteriorated pavement be rehabilitated where applicable. In addition, sidewalks should be wide (a minimum of 8') and adequately landscaped to provide comfort for visitors. As a general rule sidewalks maintain a minimum of 48 inches of passable clearance at all points including locations where signs, poles, fire hydrants, etc, are located.



Historic Old Towne Nodes.

Action 4: Enhance Activity Nodes in Historic Old Towne

A “node” is defined as an important point where people gather or where paths converge, thus providing higher-than-typical levels of activity. There are two classifications of nodes: “entry nodes” function as focal points that identify transitions between Historic Old Towne and other areas of Twin Falls; and “internal nodes” which function as focal points of high activity within Historic Old Towne.

Step 1: Define Activity Nodes

Step 2: Define Activities and Design Elements Appropriate for each Node

Step 3: Enhance Pedestrian Corridors Between Nodes

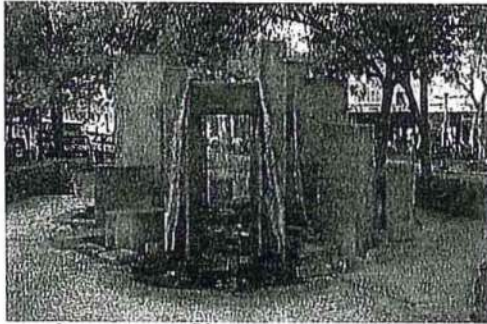
Key nodes within Historic Old Towne should include the following:

Entry Nodes

- ❖ Addison, Blue Lakes, & Shoshone
- ❖ Addison & Washington
- ❖ Shoshone & Minnedoka / Rock Creek Bridge
- ❖ Blue Lakes, Kimberley Road, & Minnedoka

Internal Nodes

- ❖ Shoshone & Main
- ❖ Shoshone & North 2nd Avenue
- ❖ Shoshone & South 2nd Avenue
- ❖ Main & East 2nd Avenue
- ❖ Main & West 2nd Avenue
- ❖ North 2nd Avenue & East 2nd Street
- ❖ North 2nd Avenue & West 2nd Street
- ❖ South 2nd Avenue & East 2nd Street
- ❖ South 2nd Avenue & West 2nd Street



Downtown Plaza is currently an internal node in Historic Old Towne.



Community oriented policing is encouraged.



Creating a Crime Watch Program is encouraged.

These nodes should be enhanced with special landscape treatments, monumentation, and signage to establish a sense of arrival and create an opportunity for pedestrian activity. Whenever possible, these nodes should be celebrated as public plazas, parks, kiosk locations or location for public art. Active nodes generate positive pedestrian activity that contributes to business vitality.

Action 5: Enhance Public Safety in Historic Old Towne

Due to a variety of factors, it is often perceived that downtowns (in general) have a "high crime rate." The reality is that most downtowns have lower than average crime rates.

Step 1: Support Community-Oriented-Policing

Twin Falls should continue to support community-oriented-policing. Community policing is getting back to basics – local police personnel and citizens working together to keep peace through peaceful means. Community policing is centered on a philosophy that the primary mission of local police is crime prevention – rather than merely responding to calls. Historic Old Towne should maintain a police presence by optimizing the presence of foot and bicycle patrols, locate police sub stations or storefronts in key locations and support a crime watch program to help people feel safe and be safe, which is good for business.

Step 2: Create a Crime Prevention Task Force

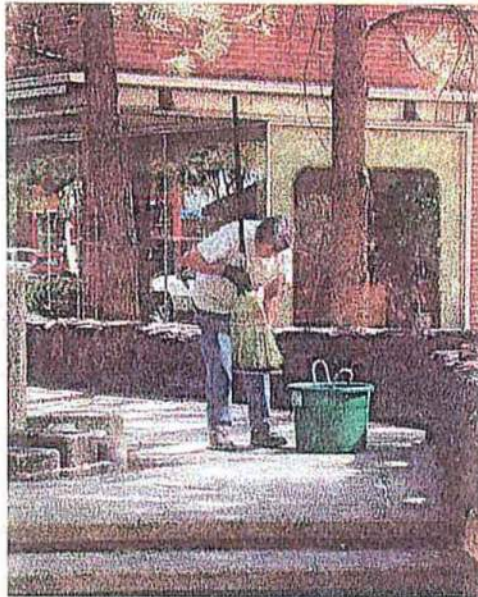
Twin Falls should create a Historic Old Towne Crime Prevention Task Force to organize an education and training program. The Task Force should develop educational projects in an effort to educate and train downtown merchants and residents on crime prevention and how to deal with crime

problems. Twin Falls should consider the following successful educational programs implemented by other downtowns:

- ❖ A Historic Old Towne crime watch brochure - The brochure can include: what merchants and residents can do; a summary of existing municipal and state codes that deal with crime; and important phone numbers.
- ❖ A Video and Security Manual - The Task force could develop a security manual that shows downtown merchants and residents how to handle crime situations they might encounter.
- ❖ Safety Seminars – The goal of the seminars is to convey safety information. The message of the seminars could be “this is what you can do to make your environment safer.”

Step 3: Conduct Historic Old Towne Safety Walks

- ❖ The best way to know public safety concerns that result from land use, design, management, and activities is to collaborate with police and fire officials. Police officers are generally trained to recognize and identify unsafe situations. One way to facilitate this is to conduct Historic Old Towne Safety Walks. Safety Walks ideally include police and fire officials, merchants, property owners, residents, planners, designers, and others. Participants are presented with a firsthand opportunity to obtain great insight into public safety concerns. Police officers typically identify areas or features in the built environment that cause real or perceived public safety concerns. Opportunities for incorporating features to reduce public safety concerns become apparent during these walks.
- ❖ Walks should begin at sundown and last one to three hours, depending upon the area covered. Conducting walks after dark is a good idea since lack of adequate lighting is often a major contributor to unsafe situations. It may be helpful to have someone responsible for enforcing the local zoning code to participate in the walks in order to identify health and safety issues. Some problems can be handled by the neighborhood residents, while others may require the intervention of local government.



Clean up and Beautification programs in Historic Old Towne should be supported to a greater degree to maintain order.



Maintaining private properties is encouraged.

Step 4: Implement Physical Improvements

Physical eyesores such as dilapidated vacant buildings, uncontrolled litter, vacant upper stories and graffiti can give the perception that Historic Old Towne is unsafe. One way to address this is to institute aggressive maintenance, clean up, and beautification programs to clean and maintain the physical environment. In addition to maintaining the physical environment, new and redevelopment projects should incorporate the principles of SafeScape or Crime Prevention Through Environmental Design (CPTED). SafeScape and CPTED hold that the fear of crime can be reduced through careful design of the physical environment.

Step 5: Implement Graffiti Recommendations

The most effective way to deter graffiti is to eliminate any potential surfaces that graffiti maybe painted on through landscaping. Landscaping not only deters graffiti it enhances an otherwise blank wall. However, landscaping may not be the most cost effective solution for some areas – landscaping requires maintenance that has related cost. Another effort by other downtowns to prevent the occurrence of graffiti is a graffiti kit. The graffiti kit should be developed in cooperation with a local paint company. The graffiti kit should include everything needed to paint out the graffiti. Historic Old Towne should set aside funds to help pay for the cost of materials included in the kit.

Step 6: Address Homelessness & Vagrancy Issues

Historic Old Towne has a small but important homeless and vagrancy problem. Homelessness and vagrancy contribute to the perception that Historic Old Towne is unsafe. It has been found that homelessness and vagrancy intimidate and keep away downtown visitors. This social issue has a direct affect on the economic vitality of Historic Old Towne. The problem of homelessness and vagrancy is a difficult task to solve. Many downtowns

have implemented several ways to address this social issue – the following are some examples that are being used to address homelessness and vagrancy:

- ❖ Redirecting donations – This program seeks to educate the public so that any donations that might be made to panhandlers are redirected to non-profit organizations that are in the business of helping the homeless.
- ❖ Social Service Representatives – After receiving a complaint regarding a panhandler or homeless person, a representative in the area goes to talk to the panhandler or homeless individual. The goal of the Social Service Representative is to persuade the individual to go to a nearby Homeless Center.
- ❖ Homeless Hiring – Some Downtowns operate a homeless hiring program. Through this program graduates of a drug and alcohol rehabilitation center are hired as sidewalk sweepers or graffiti removal painters. “Proven, successful” sweepers or painters then could be promoted into janitorial jobs or other jobs.

Action 6: Enhance the Existing Character and Strengthen the identity of Historic Old Towne’s Districts

A “district” is defined as an integral part of a larger urban area, with common characteristics that make it unique from other areas of the community. Districts are those sections of the community that have a certain identifiable character due to building architecture, neighborhood design, streetscape, land use, etc. Historic Old Towne Districts could strengthen identity of the area in conjunction with the quadrant wayfinding system.

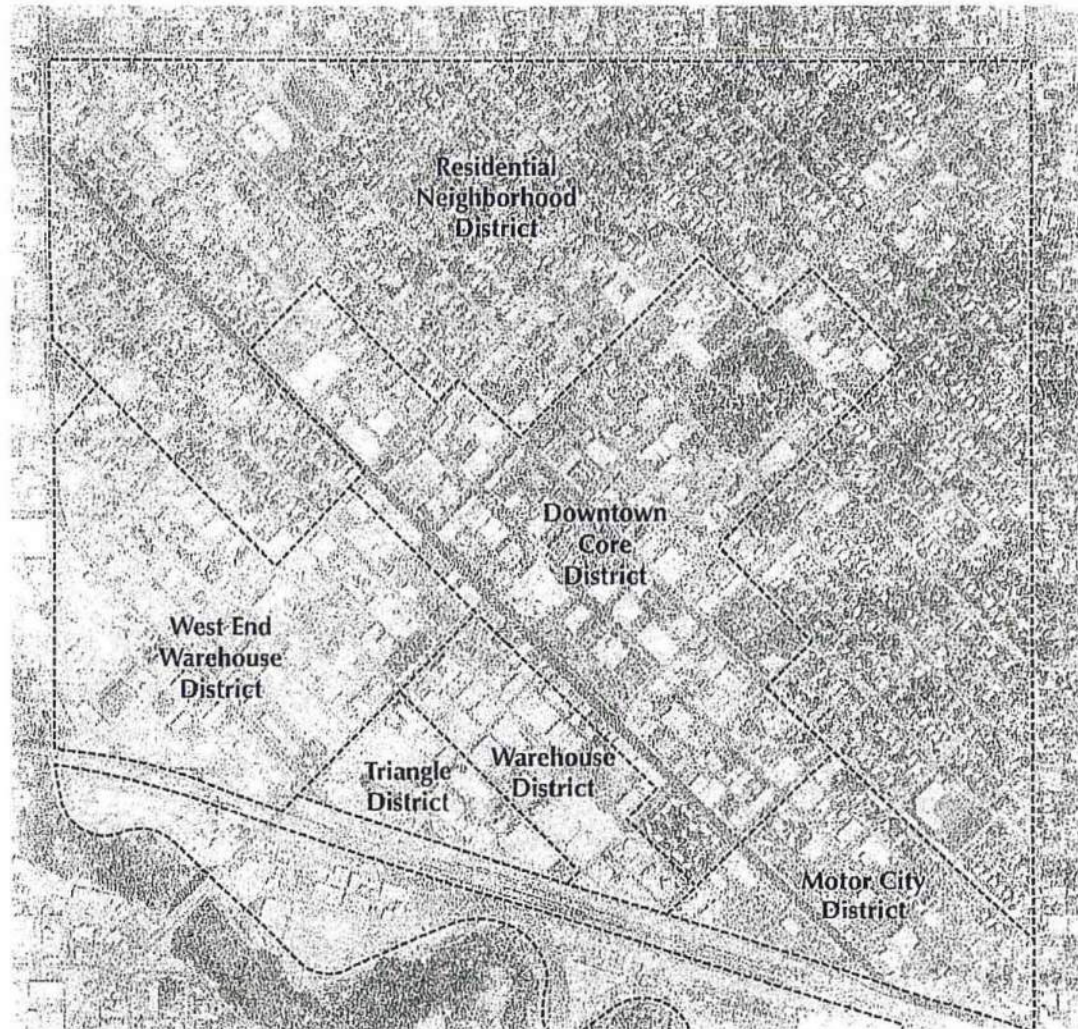
Step 1: Define Districts

Twin Falls should reinforce district identity. When the identity of districts within Historical Old Towne are reinforced through landscaping, monumentation, signage, etc., people’s reference point increases. Principal

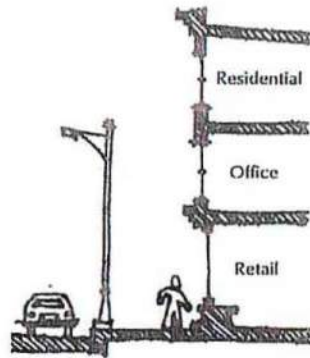
districts within Historical Old Towne include the following (names are for conceptual references purposes only), as illustrated in Figure 6.10:

- ❖ Downtown Core
- ❖ West End Warehouse District
- ❖ Motor City District
- ❖ Warehouse District
- ❖ Triangle District
- ❖ Residential Neighborhood

Figure 6.10.
Historic Old Towne Districts



Step 2: Define and Design Variations Between Districts



Mixed-use developments are encouraged.



Motor City District Before & After Images



Future development and redevelopment should improve the physical environment unique to each District in a manner that respects special local design characteristics.

Downtown Core – should continue to be the primary specialty retailing and should include diverse mix retail uses, restaurant, hotels, and housing. Retail uses at ground level is encouraged with professional office space and residential apartments or condominium complexes used for upper floors. Having a mix of uses in the Downtown Core ensures a vital downtown. Small and medium size office uses are encouraged in Historic Old Towne to help maintain the vibrancy during weekdays. Establishing high-density residential development – condominiums, second story apartments over retail, loft space, and live/work opportunities increases the overall vitality of the Downtown Core during the weekdays and weekends.

Warehouse District, West End Warehouse District, and Triangle District – collectively all three districts should continue to maintain and improve private property. Existing buildings exhibiting unique architectural detailing and historic interest should be considered as assets and be targeted for redevelopment. The Triangle District should continue improving as a unique pedestrian-oriented destination of retail, dining, and office uses.

Motor City District – this district should celebrate auto-oriented businesses. Although this district is geared toward auto-oriented businesses it should still maintain a safe pedestrian environment. Wide, well-maintained and landscaped sidewalks ensure pedestrian safety. After all, car buyers are pedestrians until they drive off the lot with their new car!

Residential Neighborhood – property owners should continue maintaining and improving private property. Enhancement of private property influences



Outdoor Dining encourages pedestrian activity.



Alleys serve as additional business frontage.



The Farmers Market should be expanded in Old Towne

the images of Historic Old Towne and affects people's decision to visit the Downtown Core. The neighborhoods are a key market for Historic Old Towne businesses and should be nurtured accordingly.

Action 7: Encourage Onsidewalk Activities within Historic Old Towne

Promote a pedestrian-friendly environment that encourages pedestrian activity. Onsidewalk activities such as vendor carts, outdoor dining, water features, public park/courtyards increases pedestrian activity and vitality in Historic Old Towne.

Step 1: Encourage Pedestrian Alleys

Businesses are encouraged to provide rear entrances. Creating a secondary storefront and improving the appearance of rear building areas heightens access between businesses and pedestrian areas. Consider opportunities to create alleys that run parallel between Main Avenue and the 2nd Avenues. Enhancing the alleys behind Main Avenue buildings create pedestrian spines, which support connections between business and parking areas, and serve as additional business frontage. Alleys provide means of pedestrian activity essential to the vitality and financial livelihood of Historic Old Towne and they make parking in the 2nd Avenue lots more attractive to shoppers.

Step 2: Bring Farmers Market to Historic Old Towne

Another successful way Twin Falls can encourage onsidewalk activities is to continue its Farmers Market – relocating it into Historic Old Towne. This market should continue, be enhanced, and marketed throughout the city -- the more people know and visit the market the more likely they will remain in Historic Old Towne and visit other businesses.

It is recommended that a location for the Farmers Market should be secured and a convertible space be created. A location within the Triangle District is recommended refer to (Figure 5.10 – Conceptual Urban Design Framework.)

Action 8: Enhance Storefront Facades in Historic Old Towne

Twin Falls is rich with historic buildings and places that are associated with the city's heritage. Historic buildings and places contribute to Twin Falls' community character and provide the residents a physical link to the past.

Step 1: Identify and Help Preserve Historic Buildings

Twin Falls should assess and determine the current conditions, needs, and costs to renovate or preserve these historic buildings and places. The city should do everything it can to encourage the reuse and redevelopment of these historic resources. The city should promote educational programs to educate property owners that demonstrate the historical significance of their properties, encouraging them to designate their properties as historic landmarks. This will promote the rehabilitation of historic buildings, which will enhance the character of Historic Old Towne.

Step 2: Implement Storefront Design Recommendations

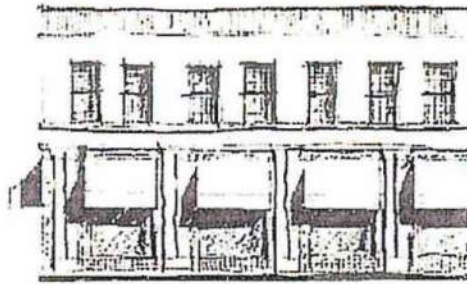
Historically the storefront facades of buildings were designed to welcome customers. Emphasis was typically placed on the display windows and their contents. The rest of the storefront was designed in a simple manner in order not to compete with the displayed items, but rather to clearly project the product or service being offered inside. The city should encourage business owners to enhance storefront facades so people are attracted and feel welcome. The following are general design guidelines to help enhance storefront facades in Historic Old Towne:



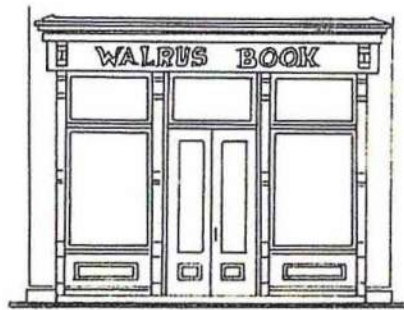
Farmers market permanent structure with parking in either side.



Twin Falls contains many historic buildings.



Awnings should fit the scale and proportion of vertical elements



Doors and windows should highly interior retail contents.



Murals enhance otherwise blank walls.

- ❖ Storefront Entries - The main entry to a storefront should be emphasized at the street to announce a point of arrival. Buildings situated at the corner of a public street in Historic Old Towne should provide a prominent corner entrance to street level shops in a manner consistent with main entries. Storefront entries are typically recessed and/or sheltered by a covered arcade structure, canopy or awning. This provides more area for display space, a sheltered transition area to the interior of the store, and emphasizes the entrance.
- ❖ Awning - Where the facade is divided into distinct structural bays, awnings should be placed within the vertical elements rather than overlapping them. The awning design shall respond to the scale, proportion and rhythm created by these structural bay elements and "nestle" into the space created by the structural bay.
- ❖ Materials/Exterior Walls - Storefront materials on buildings should be consistent with the materials used on the original building. Materials for exterior walls will incorporate two aspects: color and texture. If the building's exterior design is complicated with many "ins and outs," columns and design features, the wall texture should be simple and subdued. However, if the building design is simple (more monolithic), a finely textured material, such as patterned masonry, shall be used to enrich the building's overall character.
- ❖ Doors and Windows - Doors can be accentuated with simple details such as a brass door pull, brass kickplate or an attractive painted sign on glass. Doors to retail shops should contain a high percentage of glass in order to view the retail contents. Storefront windows also should be maximized to increase the visibility to the storefront displays and the retail interior. Introducing windows, doors, murals, and other aesthetic enhancements to blank walls encourages window shopping and causes people to spend more time in Historic Old Towne.

(This page is intended to be blank.)

SECTION 7

Organization Program

During the Fall of 2000 and the first six months of 2001, the HOT Board of Directors and staff worked closely with the planning team to address organizational issues. Much progress was made. Each of the four standing committees was expanded and participated in workshops to refine its operations. Three Board retreats were conducted to consider workplans, priorities, linkages with other community development entities and Board responsibilities. Three public meetings also were held to engage citizens in the process of setting priorities. Other Board meetings were facilitated to deal with budgets, fundraising, Business Improvement District issues and other financial matters. Finally, the planning team met regularly with the executive director to help refine the overall organization.

As a result of these activities, the Organization Program is fairly limited, with only four general categories of action and thirteen actions. As outlined in Table 7.1 on the next page, the categories of action include:

1. Enhance the Organization's Flexibility and Linkages to the Community
2. Improve the Regulatory Environment
3. Expand Available Resources
4. Provide Professional Development and Training for Staff and Board Members

These target issues combine to strengthen the organization, its assets, partnerships, skills and relationships.



Recent public meetings, workshops and successes have made Historic Old Towne a popular topic of conversation.

Committee		Table 7.1								
Program		Organization Action Plan								
Action Detail		TIMING						Partners	Priority	
		2001	2002	2003	2004	2005	Later	(See Code Key)		
O1 Enhance Organization										Key to Codes: Bd Board of Directors DE Design Cmte ED Executive Director OR Organization Cmte PR Promotion Cmte
a. Create a nonprofit 501c3 corporation								Bd	1	
1 Open membership to whole community; recruit										
b. Recruit committee volunteers; reward volunteers								ED,Bd	1	
c. Track volunteer hours on all activities								ED	2	
O2 Improve Regulatory Environment										
a. Advocate for Dedicated Downtown Police Patrol								Bd,ED	3	
1 Downtown foot patrol										
b. Advocate for City use of UCBC historic building code								Bd,ED	2	
c. Advocate for Pedestrian Priority Area & Enforcement								Bd,ED,Des	2	
O3 Expand Resources										
a. Seek grants for downtown improvements								ER	1	
b. Promote membership benefits; expand benefits package								ED,Bd,PR	1	
c. Remove Director from BID dues collections								Bd,PR	2	
b. Refine Formal Fundraising Program								Bd,OR	1	
O4 Provide Professional Development & Training										
a. Send Executive Director & Chair to National Town Meeting								Bd	1	
b. Participate in Idaho Economic Development Programs								ED	2	
c. Apply to Main Street Institute								ED	3	

O1 Enhance Organization

a. Create a nonprofit 501(c)3 corporation

Historic Old Towne (HOT) is a nonprofit 501(c)6 corporation. This status is common among business associations that serve their own interest. Dues and contributions are tax deductible for business members but not for private individuals. Further, 501(c)6 corporations are generally disqualified from seeking the vast majority of grants available to nonprofit community development organizations. As a result, HOT is greatly limited in its fundraising capabilities.

The "C6" status also limits HOT's capacity to attract membership from the community at large. In addition to the absence of a tax advantage for citizen-members, most people prefer to belong to charitable organizations that serve the community at large.

Many downtown improvement are needed that would serve the general public. These include parks, smaller open spaces, street furniture, public art, landscaping, public safety enhancements, heritage interpretation and historic preservation. If a 501(c)3 corporation were organized to address these issues, substantial benefits could be obtained, including:

- ❖ Tax deductibility of contributions for most individuals
- ❖ Access to grants from government and foundations
- ❖ Stronger connections to the general public (through opportunities for volunteer labor and more attractive donation environment)
- ❖ Stronger connections to other community development organizations (through opportunities for collaboration on projects of mutual interest, e.g., public art)
- ❖ Reduced pressure on HOT's limited budget (which could become more focused on business development)
- ❖ Broader range of downtown improvements will be addressed than HOT can do on its own.

For these reasons, creation of a 501(c)3 by the HOT Board is strongly recommended. Initially, the new organization should have exactly the same board as HOT. Its bylaws should specify a mission focused on culture, heritage, sense of community and public spaces. Accounting for its funds should be kept separate, as should meeting notes and other official records. HOT's executive director can act as the executive director for the new organization as well.

b. Recruit and reward volunteers

HOT committees now have the leadership, work program and training to expand their project activities. To do so effectively, they will need more members. In addition, many projects will benefit from temporary volunteers. The HOT executive director should work with committee chairs to coordinate volunteer recruitment.

All volunteers should be provided with at least the following information by committee chairs and the Organization Committee:

- ❖ Roles they are to play in each project
- ❖ Responsibilities of their participation
- ❖ Limitations on their authority
- ❖ Anticipated duration of their participation

Many organizations today prepare a volunteer contract that specifies these and other facets of the relationship. In this way, volunteers are treated respectfully; their time is organized to reflect its great value. In addition, potential for conflicts or inappropriate behavior is greatly reduced.

It is often said that volunteers should be treated like \$100 per hour consultants. Their time should be respected. This requires that volunteers should never be left with nothing to do. Every meeting should have a dynamic purpose. Every project should provide a valuable opportunity to give one's time and energy.

HOT should ensure that one other responsibility is addressed vigorously. Volunteers need to be thanked and rewarded for their efforts. Rewards can take the form of periodic events and awards ceremonies that recognize volunteer's contributions. Regular letters from the board also should be sent to demonstrate the value it places in these workers.

c. Track volunteer hours on all activities

Every hour of time contributed by every volunteer should be recorded and tracked. These "in-kind contributions" are a way of demonstrating to the public, government, grantors and others the support that exists for the program. Government and grantors particularly will be impressed by the degree of volunteer support. A simple form for each volunteer should track participation in each project together with dates and times labor is contributed.

O2 Improve Regulatory Environment

a. Advocate for Dedicated Downtown Police Patrol

Many people are unaware that downtown has a number of significant safety problems. HOT needs to advocate for increased patrols by officers on foot and in vehicles. As noted in Section 6, regular "safety walks" with officers should occur to keep HOT leaders and local government aware of safety challenges.

Ideally, a downtown police patrol should be organized. To be effective, officers need to become very familiar with HOT businesses, residents, and the physical place itself. Their presence will encourage vagrants and potential thieves to keep their distance. Their knowledge also will help property owners and workers to act effectively to pre-empt crime and address ongoing problems with such things as graffiti.

The Organization Committee should work with the Chief of Police and City Manager to discuss how the police and HOT can work more effectively to address



Adaptive reuse of buildings like the Catholic Church and school in Historic Old Towne will be more likely to succeed if supportive building codes are understood and used. An increasing number of redevelopment opportunities face HOT leadership. It needs to build partnerships with the City to make this process successful.

crime. Regular meetings should be scheduled to track progress, continue training and guide public awareness. Actual crime statistics should be tracked both to refine efforts and to measure progress.

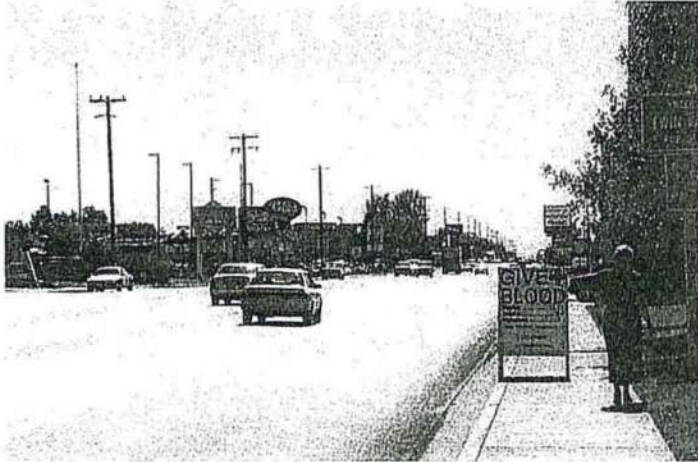
b. Advocate for City use of UCBC historic building code

There are an increasing number of important and older HOT buildings that need repair. The Uniform Code for Building Conservation (UCBC) has been adopted by the City to encourage such work. However, the Code is not well known among property owners, architects and contractors. In addition, there are times when the City itself misses opportunities to use the latitude that UCBC provides in redevelopment of older structures. For these reasons, the Organization Committee and Design Committee need to continue efforts to engage (and inform) all appropriate parties in using UCBC effectively. Without this effort, many buildings – and property values – will continue to decline, as will the attractiveness of the city center.

c. Advocate for Pedestrian Priority Area & Enforcement

Currently most of HOT is dominated by the automobile. Pedestrians along Shoshone, the Second Avenues and several other arterials are second class citizens compared to drivers. This is a critical problem that needs to be addressed immediately. Downtowns all over the world are pedestrian-priority areas. When a citizen steps into a crosswalk in a downtown (any downtown), the regulatory system should make it clear that cars must stop. For this to happen in HOT, appropriate signs (in significant numbers and good locations) will have to be combined with a public awareness campaign and vigorous police patrolling of the district.

The Organization Committee should make this effort one of its top priorities, especially after the redesignation of the Second Avenues as local arterials. If HOT is going to differentiate itself and become a truly great place to BE, it must be a



Downtown pedestrians who cross streets shouldn't feel like they have to "Give Blood" as they are apparently encouraged to do along this auto-oriented strip elsewhere in Twin Falls.

This HOT scene, similar to the strip above, will change shortly as such arterials are made much more pedestrian friendly.



pedestrian priority area. This is going to require continuous collaboration with the City, both at the leadership and staff levels.

O3 Expand Resources

a. Seek grants for downtown improvements

Dozens of grants are available for projects relevant to downtown revitalization. Once the HOT Board establishes a new 501(c)3, the Organization Committee should focus on tapping these resources. Appendix 1 provides a listing of nearly one hundred grants. Table 8.2 provides an outline of the kinds of grants (and technical assistance) available for improvement projects by project category. The Committee should work with the Urban Renewal Agency, City and Region IV to collaborate in seeking these grants. Even without a separate "C3," the Committee can encourage these other agencies consider application for many of the grants available to them for projects valuable to HOT.

b. Promote membership benefits; expand benefits package

Both Sections 5 and 6 emphasize the need to promote the many advantages and benefits of membership in the HOT Business Improvement Districts. The Organization Committee should work with all other committees and agency partners to seek means to expand the number and range of these benefits. Creation of the "C3" will certainly be one. Projects listed in the Guide relating to promotion, business development and design all should be quite encouraging to those who still wonder what value there is in being a participant in the BID. Communication, both to participants and to the public at large, should continue regularly and creatively.



The HOT executive director should be able to focus on building good relationships with area business people. Tax collection only gets in the way of this effort.

c. Remove Executive Director from BID dues collections

The HOT Executive Director is responsible for building close working relationships with all businesses in the city center. This difficult effort will be greatly hampered so long as the executive is also required to be the "tax collector" and "enforcer" as well. The Organization Committee needs to create a process for collection that keeps the executive out of the effort and focused on more appropriate issues.

It is understood that most volunteers on boards are not any more comfortable with collections than are executive directors. However, there are mechanisms that can reduce the stress. Formal letters, hiring of a collection agency for the most difficult collections, sustaining a reputation for consistency and determination to collect, excellent communication that expresses the value of BID payments, and consistent action that provides BID members tangible benefits are a great set of tools to make this happen.

b. Refine Formal Fundraising Program

Fundraising should be treated as a system and conducted strategically. Sponsored events need to be implemented with excellence as a standard. Fundraising specialists should be consulted periodically to refine programming. The range of fundraising should be expanded. Some downtown organizations acquire and lease parking areas. Some own or lease properties for lease by others. Some contract to manage facilities. As an example, the Hilo Main Street Program in Hawaii has thirteen revenue sources to help support its various activities. Alternatively, the Bernalillo, New Mexico, Main Street Program funds its entire annual budget from one big event every year.

The key point here is that a fundraising system needs to be into place. This requires planning, collaboration, creativity, entrepreneurship and broad participation. The towns that do fundraising best also tend to have fun doing it; the

The 2000 National Reinvestment Statistics

The Main Street program has been incredibly successful, making it one of the most powerful economic development tools in the nation, even though it focuses on historic preservation and retaining community character. These statistics are tracked from 1980 to date and reflect activity in over 1,600 communities:

The total amount of public and private reinvestment in Main Street communities is \$15.2 Billion

Average reinvestment per community: \$9,302,000

Number of net new businesses generated: 52,000

Number of net new jobs generated: 206,000

Number of building rehabilitations: 79,000

The Ratio of Reinvestment into the Community: the average number of dollars generated in each community for every dollar used to operate the local Main Street program: \$39.22 reinvested for every \$1 spent

Average program length, to date: 6.27 years

Average cost per job created: \$1,878

Average cost per business created in a main street district \$7,567

Source: National Main Street Center.
For more complete details on these statistics, visit the website <http://www.mainst.org>

fundraising itself becomes a source of pride and attractiveness for the organizations that do it well.

O4 Provide Professional Development & Training

a. Send Executive Director & Chair to National Town Meeting

Leadership of a downtown revitalization program requires a special and complex set of skills, including the need for expertise in such fields as:

- ❖ Real estate development
- ❖ Business retention
- ❖ Business recruitment
- ❖ Fundraising
- ❖ Grant writing
- ❖ Public relations
- ❖ Management of staff and volunteers
- ❖ Promotion
- ❖ Business administration
- ❖ Historic preservation
- ❖ Zoning and building codes
- ❖ Forecasting
- ❖ Market research
- ❖ Team building

Few people come by this blend of skills without specific training to fill gaps. One of the best places to get such training is the annual National Town Meeting of the National Main Street Center. This conference offers a wide range of highly useful workshops and seminars. Executives, chairs, committee leaders and even local officials should all be encouraged to attend. Even one Town Meeting will build participants into insightful advocates for revitalization while offering precisely the kinds of training needed for this effort. Consequently, the HOT Board should

commit to send at least its executive and chair to the annual meeting, traditionally held in April or May.

b. Participate in Idaho Economic Development Programs

Revitalization is a form of economic development. In Idaho, there is a family of economic development agencies and programs available to support HOT's various efforts. HOT's leaders, especially its executive, should become more engaged with these entities. In so doing, two benefits are likely to be gained. First, HOT will become better known to the organizations that manage development resources. Second, its executive will learn a great deal about resources, programs, skills and technical assistance that are often untapped by communities unfamiliar with the economic development family. Most important among these other organizations are:

- ❖ Region IV, the economic development agency for South Central Idaho, located in Twin Falls
- ❖ Idaho Department of Commerce, Boise
- ❖ U.S. Economic Development Administration, whose Economic Development Representative is in Boise
- ❖ U.S. Department of Agriculture-Rural Development, in Boise
- ❖ U.S. Housing and Urban Development (HUD), Boise office
- ❖ Idaho Transportation Department, Region IV
- ❖ Idaho Power
- ❖ Idaho Community Foundation
- ❖ Idaho Heritage Trust
- ❖ Idaho Historic Society and State Historic Preservation Office
- ❖ Idaho Planning Association
- ❖ Idaho Economic Development Association

Getting to know these entities and their staff takes time. Especially with the need to address local projects, the executive and chair will be tempted to focus

inwardly. In a world of limited resources, however, one good definition of power is "access to resources." Nearly every major capital improvement (and even such things as promotional campaigns) will need outside contributions to become viable. In reality, the best way to attract resources is to know the organizations that control them. Time must be taken to do so.

c. **Apply to Main Street Institute**

If the HOT executive director is not already a Certified Main Street Manager, this status should be a goal for the organization. With 2-4 years of downtown management experience, a director can apply to attend the National Main Street Center's Institute. This program offers excellent training for the devoted professional. This training will benefit HOT greatly. Consequently, the Board should consider paying for it on behalf of the executive.

The certification process provides significant training in the four traditional fields of the Main Street program: Organization, Economic Restructuring, Design and Promotion. Participants in Institute get to meet many other professionals who often become major resources in themselves. The training, exposure to other creative programs and revitalization solutions, confidence building, and contacts make this process a top priority for HOT. There is another important benefit as well. Managing a revitalization program is extremely difficult and stressful. Participation in Institute, National Town Meeting, and other Main Street programs, will provide HOT staff and leaders a means of reducing stress substantially. Knowing that others have similar challenges, sharing problems, etc., can go far in increasing the longevity of tenure of the executive director. Given how hard it is to find and keep good leaders, investment in Main Street training is a bargain.

SECTION 8

Budget Estimates for Key Projects

I. Budget Figures are Rough Estimates for Non-Construction Projects

Given the range, complexity and (in some cases) preliminary descriptions of projects in this Guide, precise budget estimation was impossible. The most costly projects (outside of strategic promotion campaigns) are capital improvements noted in Section 6, Design Programs. Since these were described only in concept in the Guide, it is not reasonable to attempt any cost estimations in this segment. Nevertheless, a significant number of projects were estimated for discussion purposes among HOT's other standing committees: Economic Restructuring, Promotion and Organization.

Since the Guide anticipates expansion of HOT's projects over time, it is no surprise that budget totals for the combined three segments increases over time. This expansion is particularly impacted by aggressive promotional campaigns starting in 2003. Most of the funding for new promotions will come from redirected dollars already being spent individually by businesses. The goal is to attract just 10% of existing independent spending on advertising for joint strategic and professional promotions.

As noted elsewhere in the Guide, many recommended actions can be substantially accomplished with just staff and volunteer time. Even so, revitalization is an investment and does require funding. For the three committees noted above, Table 8.1 illustrates total expected costs for projects whose components are already clearly defined (nearly all of the projects in the three categories). Tables 8.2, 8.3 and

8.4 provide more detail, including annual costs for each specified project. Projects not listed in these tables are expected to require staff and volunteer time only.

Table 8.1: Committee Budget Estimates, 2001-5	Estimated Budget				
	2001	2002	2003	2004	2005
TOTALS: ECONOMIC RESTRUCTURING	11,950	16,700	7,350	6,600	9,250
TOTALS: PROMOTION	10,450	58,450	240,750	260,350	253,050
TOTALS: ORGANIZATION	1,750	9,300	5,300	8,200	8,200
GRAND TOTALS:	24,150	84,450	253,400	275,150	270,500

Appendix 1 identifies nearly one hundred resources that may be tapped to help fund recommended projects. Each resource is described in terms of who can apply, potential amounts available, and purpose of the program. Contact information is included as well. All recommended actions that require resources have at least one potential resource listed in the Appendix. HOT Board and its committees will need to refine these budget estimates as they define them more specifically.

Action Description	Estimated Budget					
	2001	2002	2003	2004	2005	Later
ECONOMIC RESTRUCTURING						
E1. Serve Target Markets Strategically: Tap supply and Demand						
g. Investigate shuttle options: feasibility analysis/biz plan		10,000				
E2. Build Business Retention Program & Tools						
a. Create loan & grant pool for business development	500					
b. Provide customer service/sales training		2,000		2,000		2,000
c. Sponsor workshops re. merchandising, marketing, management	5,000		3,000		5,000	
e. Design assistance for façade/building renovations		1,000	1,000	1,000	1,000	1,000
f. Develop voluntary sign guidelines, workshops for businesses		500		500		
g. Communicate with businesses via news bulletin, fax, e-mail	350	300	300	250	250	200
h. Create documentation system for biz referrals (post card,email)	300	300	300	250	250	200
E3 Refine and Enforce a Downtown Parking Policy						
a. Conduct a comprehensive parking analysis & plan	5,000					
b. Improve and assign designated parking areas	?	?				
c. Create signed agreements for biz owners/employees	50	50	50	50	50	50
E4 Gather & Distribute Market & Business trend Data						
c. Conduct annual business survey, distribute results		2,000	2,000	2,000	2,000	2,000
E5. Recruit Complementary Businesses & Services						
b. Create inventory of comm'l space (forms, 3-ring binder)	50					
c. Tap/create recruitment incentives and benefits	?	?	?	?	?	?
e. Evaluate concept of Heritage/Senior Center/Museum	?	?				
f. Create a Business Recruitment Packet (folders, copying)	500	50	200	50	200	50
g. Pursue the deal: make contacts, follow up (expenses)	200	500	500	500	500	500
TOTALS:	11,950	16,700	7,350	6,600	9,250	6,000

Table 8.2: Economic Restructuring Committee
Budget Estimates, 2001-5

Action Description	Estimated Budget					
	2001	2002	2003	2004	2005	Later
O1 Enhance Organization						
a. Create a nonprofit 501c3 corporation	750					
O2 Improve Regulatory Environment						
O3 Expand Resources						
a. Seek grants for downtown improvements	1000	2000	3,000	3,000	3,000	3,000
b. Refine Formal Fundraising Program		5000				
O4 Provide Professional Development & Training						
a. Send Executive Director & Chair to National Town Meeting		1800	1,800	2,700	2,700	2,700
b. Participate in Idaho Economic Development Programs		500	500	500	500	500
c. Apply to Main Street Institute				2,000	2,000	
TOTALS:	1,750	9,300	5,300	8,200	8,200	6,200

Table 8.3: Organization Committee Budget
Estimates, 2001-5

Action Description	Estimated Budget					
	2001	2002	2003	2004	2005	Later
PROMOTION						
P1. Organize for Promotion						
c. Hire ad agency, develop detailed plan & budget (agency fees)		2000				
d. Develop promotion image or "brand" (logo, slogan, etc.)		4,000				
e. Obtain support from businesses, organizations, partners						
Promotion plan and budget copies for businesses	200	200	200	200	200	200
P2. Manage the Promotion Program Professionally						
a. Seek outside funding to supplement PR budget (grant applns)	500	200	200	200	200	200
P3 Promote to Strategic Local & Regional Target Markets						
a. Create awareness brochure, follow-up bulletins	2,000	550	550			
b. Develop rack brochures re. DT goods/services (4,000/mo.)	4,500	8,000	10,000	10,000	10,000	10,000
c. Produce "Downtown This Month" fliers (1,000/mo., see f.1.)	300	800	800	800	800	800
d. Work to install directional signs to Dntn (4 minimum)		2,000	2,000			
e. Implement publicity campaign (press kits, photos)		100	100	100	100	100
f. Promote the Dntn brand via image advertising, spec. items						
1 Image campaign (multi-media, high impact, begin Sept. '01)						
Times-News ads (1 per wk, 1/4 pg)			18,000	20,000	20,000	22,000
Times-News Prnt & Delivr fliers (1x/mo., 43,000, 2-C)			35,000	35,000	35,000	35,000
Radio ads: 4x/day x 5 days/wk x 2 stations			30,000	30,000	32,000	32,000
TV ads: 4x/day (2 prime), 4 days/week, 40 wks/yr			75,000	75,000	80,000	80,000
Billboard (west Addison eastbound)			5,600	6,000	6,000	6,000
Internet ads/links (based on views/impressions)			2,000	2,000	2,000	2,000
Agency fees: creative, filming, product'n, project mgmt			35,000	40,000	40,000	40,000
2 Business use of brand, specialty items						
Reproduce graphics for business & media use		100	100	100	100	100
Shopping bags w/ brand & list of stores		8,000	10,000	10,000	10,000	10,000
Giveaway items (for special promotions)		1,000	1,000	1,000	1,000	1,000
Seasonal/event banners for Downtown (100??)		2,500	2,500	2,500	2,500	2,500
Subtotals	7,500	29,450	228,050	232,900	239,900	241,900

Table 8 4: Promotion Committee Budget Estimates 2001-5

Action Description	Estimated Budget					
	2001	2002	2003	2004	2005	Later
PROMOTION, Continued						
g. Create BID business directories						
1 Print directory of members (8.5x5.5", 32 pgs, 5,000 ea.)		14300		14300		14300
2 Enhanced web site to promote products & services		2,500	500	500	500	500
h. Create theme promo's/events (decor, supplies, prizes)						
1 Retail promotions (supplies, decorations, prizes, gifts)	500	1,000	1,000	1,000	1,000	1,000
2 Special events (supplies, decorations, prizes, giveaways)	1,000	2,000	2,000	2,000	2,000	2,000
j. Encourage citizen participation in improvements						
1 Buy-a-Brick, Adopt-a-Tree, etc. (promo handouts/forms)	100	100	100	100	100	100
2 Historic preserv'n; customer surveys/counts (supplies)	100	100	100	100	100	100
k. Highlight Downtown heritage/culture						
1 Inventory historic bldgs w/ stories, photos (expenses)	100	100	100			
2 Interp. signs/plaques for historic bldgs, OR Trail (10)		2,500	2,500			
P4. Promote to Tourist Markets						
a. Place Dntn info at VIC, hotels, reg'l tourist stops (postage)	50	100	100	100	100	100
b. Host fam tours for front-liners, media (bus, meals, gifts)		500	500	500	500	500
P5. Track & Evaluate Results of Promotion Program						
a. Decide tracking methods, establ. benchmarks (forms, reprts)	250	50	50	50	50	50
b. Set up tracking and reporting logistics (dbase set-up)	150					
c. Conduct consumer research to measure behaviors/opinions		5,000	5,000	8,000	8,000	8,000
d. Evaluate promotion efforts/events, adjust (agency assist)	700	750	750	800	800	850
Subtotals	2,950	29,000	12,700	27,450	13,150	27,500
TOTALS: PROMOTION	10,450	58,450	240,750	260,350	253,050	269,400
TOTALS: ECONOMIC RESTRUCTURING	11,950	16,700	7,350	6,600	9,250	6,000
TOTALS: ORGANIZATION	1,750	9,300	5,300	8,200	8,200	6,200
TOTALS: DESIGN NOT LISTED; PREMATURE	-	-	-	-	-	-
GRAND TOTALS:	24,150	84,450	253,400	275,150	270,500	281,600

Table 8.5: Promotion Committee and Total Budget Estimates, 2001-5

Appendices

1. Potential Resources for Development

2. Business Survey

APPENDIX 1 POTENTIAL RESOURCES FOR DEVELOPMENT

Table A1, below and on the next page, refers to resources beginning on page A-3.

TABLE A1 Part 1
Funding and Other Potential Resources

Program Areas Resource Type	RESOURCES, PER DESCRIPTIONS IN APPENDIX 6					
Organizational						
Federal	F3 F4 F5 F6 F9	F10 F18 F19 F21 F23	F24 F25 F29 F30 F38	F39 F42		
State	S1 S2 S3 S14 S16	S17 S24				
Local	L2 L3 L8					
Private	P1 P6 P10 P11 P13	P14 P26 P50 P60 P61				
Education and Training						
Federal	F3 F6 F7 F10 F11	F14 F16 F18 F20 F23	F24 F25 F26 F31 F35	F37 F39 F40 F41 F45		
State	S1 S2 S11					
Local	L2					
Private	P1 P3 P7 P8 P9	P11 P13 P14 P17 P19	P22 P23 P24 P27 P32	P28 P29 P30 P31 P32	P33 P34 P35 P36 P37	P38 P43 P44 P50 P54
	P56 P57 P58 P59 P60	P61				
Downtown						
Federal	F1 F2 F3 F4 F5	F6 F7 F11 F12 F13	F19 F20 F22 F23 F24	F25 F26 F27 F28 F29	F30 F33 F43 F44 F46	F47 F48
State	S1 S2 S3 S4 S5	S6 S7 S8 S9 S10	S11 S12 S14 S16			
Local	L1 L2 L3 L4 L5	L6 L7 L8				
Private	P1 P2 P3 P6 P9	P10 P11 P12 P13 P14	P15 P16 P17 P18 P20	P21 P28 P29 P30 P31	P35 P36 P39 P40 P41	P42 P43 P44 P45 P46
	P47 P48 P50 P51 P52	P54 P55 P57 P58 P59	P60 P61			
Transportation/Corridor						
Federal	F1 F3 F4 F5 F11	F12 F13 F14 F15 F17	F23 F26 F27 F32 F34	F39		
State	S6 S12 S15					
Local	L1 L2 L3 L4 L5	L6 L7 L8				
Private	P1 P11 P17 P19 P23	P24 P25				

TABLE A1 Part 2
Funding and Other Potential Resources

Program Areas Resource Type	RESOURCES, PER DESCRIPTIONS IN APPENDIX 6									
Promotion	F5 F6 F19 F20 F25	F35 F41 F43								
Federal	S1 S2 S3 S12 S14	S15 S16								
State	L2 L3 L5 L6									
Local	P1 P6 P7 P8 P11	P17 P18								
Private										
Interpretation/Historic Preservation	F1 F3 F4 F5 F6	F7 F9 F10 F11 F12	F13 F14 F15 F17 F18	F19 F20 F23 F26 F27	F28 F31 F34 F38 F40	F41				
Federal	S1 S2 S3 S6 S9	S10 S12 S13 S14 S15								
State	L1 L3 L5 L6 L7	L8								
Local	P1 P2 P3 P6 P10	P11 P12 P13 P14 P15	P17 P18 P19 P21 P23	P24 P25 P26 P28 P29	P30 P31 P34 P42 P44	P50 P59 P61				
Private										
Planning & Business Development	F1 F3 F4 F5 F6	F7 F8 F9 F16 F20	F21 F22 F23 F24 F25	F26 F27 F28 F29 F30	F33 F35 F36 F38 F40	F41 F42 F43 F46 F47				
Federal	F48									
State	S1 S2 S3 S4 S7	S8 S9 S10 S11 S12	S13							
Local	L1 L2 L3 L4 L5	L6 L7 L8								
Private	P1 P2 P3 P4 P5	P6 P7 P8 P10 P11	P17 P18 P19 P20 P21	P22 P27 P50						

Refer to Table A1 On The Preceding Two Pages For Cross-referencing Between Resources and Project Types

NATIONAL

F1. Community Development Block Grants (CDBG)

DESCRIPTION: Provides partial funding for public infrastructure to support industrial and business expansion. Also downtown revitalization projects, low income housing, physical infrastructure, low income jobs, reduction of blight.

AMOUNT: Variable up to \$500,000

REQUIREMENTS: Grants to cities and counties only, with sub-recipients (nonprofits) common. Project must benefit low and moderate income households, maximum of \$10,000 per new job.

SOURCE: U.S. Department of Housing and Urban Development via Idaho Department of Commerce, 208-334-2470

F2. Rental Rehabilitation Grant

DESCRIPTION: Grant funding from the City to help renovate rental units occupied by low and moderate income families.

AMOUNT: This is a 40% matching grant. The City could fund up to \$5,000-\$15,000 per unit (a duplex could get up to \$10,000).

REQUIREMENTS: Owners of rental property may apply. Tenants are not eligible.

SOURCE: U.S. Department of Housing and Urban Development, 208-334-1990 x 3007.

F3. EDA Economic Adjustment Program

DESCRIPTION: Helps state and local areas design and implement strategies for facilitating adjustment to changes in their economic situation that are causing or threaten to cause serious structural damage to the underlying economic base. Such changes may occur suddenly ("Sudden and Severe Economic Dislocation") or over time ("Long Term Economic Deterioration") and result from industrial or corporate restructuring, new Federal laws or requirements, reductions in defense expenditures, depletion of natural resources or natural disasters.

AMOUNT: Contact source.

REQUIREMENTS: Applicant may be a state, a city or other political subdivision, an Indian Tribe, a designated Redevelopment Area, a community development corporation, or nonprofit organization determined by EDA to be representative of a Redevelopment Area. The area to be assisted must either 1) have experienced, or anticipate, a change in the economic situation resulting in the loss of a significant number of permanent jobs relative to the area's employed labor force and/or other severe economic impacts, or 2) manifest at least one of three symptoms of economic deterioration: very high unemployment, low per capita income, or failure to keep pace with national economic growth trends over the last five years.

SOURCE: Economic Development Administration, 208-334-1521

F4. Economic Development Administration (EDA) Loans and Grants

DESCRIPTION: Grants to communities for site preparation and construction of water and sewer facilities, access roads, railroad spurs, etc.

AMOUNT: Restricted to \$10,000 per created job. Loan guarantees of 80% for loans equal to or greater than \$600,000 for individual enterprises.

REQUIREMENTS: Individual enterprises must demonstrate they are unable to obtain financing through conventional means. Frequently combined with other funding sources (CDBG). Matching funds of varying proportions are required.

SOURCE: Economic Development Districts or Economic Development Administration, 208-334-1521.

F5. Rural Development Through Tourism

DESCRIPTION: The EDA has provided strategy grants to perform regional and local studies for assessing the feasibility of tourism activities.

EDA has also provided public works grants for local public infrastructure necessary to accommodate tourism activity.

AMOUNT: Variable

REQUIREMENTS: Contact source.

SOURCE: Economic Development Administration, 208-334-1521.

F6. EDA Technical Assistance Program

DESCRIPTION: Provide technical assistance to local communities to assist in solving specific economic development problems, respond to developmental opportunities, build and expand local organizational capacity in distressed areas, and stimulate job and business growth in areas of high unemployment.

AMOUNT: Contact source.

REQUIREMENTS: Benefit areas of severe economic distress. Lead to near-term generation or retention of private sector jobs; be consistent with an EDA-approved Overall Economic Development Program; contact source.

SOURCE: Economic Development Administration, 208-334-1521

F7. EDA Technical Assistance Research Division

DESCRIPTION: Provide technical assistance to local communities to stimulate job and business growth in areas of high unemployment. EDA assists local communities in determining the feasibility of resource development; prepare women for roles as entrepreneurs; conduct national workshops on various aspects of the economy; and provide onsite assistance to local officials in isolated rural areas.

AMOUNT: Contact source

REQUIREMENTS: Contact source

SOURCE: EDA Technical Assistance Research Division U.S. Department of Commerce, 14th Street & Pennsylvania Avenue, N.W., Herbert C. Hoover Building, Room 7315, Washington, DC 20230. Contact: Director, (202) 482-4085; Economic Development Representative, Boise, ID, 208-334-1521.

F8. EDA Program for Economic Development Districts, Indian Tribes and Redevelopment Areas

DESCRIPTION: Grants support the formulation and implementation of economic development programs designed to create or retain full-time permanent jobs and income for the unemployed and underemployed in areas of economic distress.

AMOUNT: Contact source.

REQUIREMENTS: Eligible applicants are Economic Development Districts, Redevelopment Areas, Indian Tribes, organizations representing Redevelopment Areas or multiple Indian Tribes.

SOURCE: Economic Development Administration, 208-334-1521

F9. Native American Program

DESCRIPTION: To provide business development service to Native Americans interested in entering, expanding or improving their efforts in the marketplace.

AMOUNT: Contact source

REQUIREMENTS: Program funds are restricted to providing management and technical assistance.

SOURCE: Assistant Director for Program Development, Room 5096, Minority Business Development Agency, Department of Commerce, 14th and Constitution Ave. NW., Washington, DC 20230. (202) 482-5770.

F10. Environmental Grants

DESCRIPTION: Funding for projects to meet one or more of the following objectives: to improve environmental education by enhancing environmental teaching skills; to facilitate communication, information exchange, and partnerships; to motivate the general public to be more environmentally conscious, resulting in informed decisions about the environment.

AMOUNT: Grants can range up to \$250,000. EPA is encouraging requests for \$5,000 or less, in keeping with the statutory requirement that 25% of all funds awarded must not be larger than that amount.

REQUIREMENTS: The project should also develop an environmental education practice, method, or technique which is new or significantly improved; may have wide application; addresses an environmental issue which is of a high priority. Individuals are not eligible for grants, only organizations.

SOURCE: Environmental Education Grants, U.S. Environmental Protection Agency, (800) 424-4372.

F11. Transportation Equity Act - Surface Transportation Program

DESCRIPTION: The STP provides flexible funding that may be used by States and localities for projects on any Federal-aid highway, including the National Highway System, bridge projects on any public road, transit capital projects and intra-city and inter-city bus terminals and facilities. A portion of funds reserved for rural areas may be spent on rural minor collectors.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: U.S. Dept. of Transportation - Federal Highway Administration via Idaho Transportation Department; contact Mary Gray, 208-334-1843.

F12. Transportation Equity Act - Interstate Maintenance Program

DESCRIPTION: The Interstate Maintenance (IM) program provides funding for resurfacing, restoring, rehabilitating and reconstructing (4R) most routes on the Interstate System.

AMOUNT: \$100 million per year for fiscal years 1999-2003

REQUIREMENTS: Projects for 4R work (including added lanes) on any route or portion thereof on the Interstate System. This resource may become significant if State Route 41 is relocated as a better connection between Interstate 90 and U.S. Route 95.

SOURCE: U.S. Dept. of Transportation - Federal Highway Administration via Idaho Transportation Department; contact Mary Gray, 208-334-1843.

F13. Transportation Equity Act - National Highway System

DESCRIPTION: This program provides funding for improvements to rural and urban roads that are part of the NHS, including the Interstate System and designated connections to major intermodal terminals.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: U.S. Dept. of Transportation - Federal Highway Administration via Idaho Transportation Department; contact Mary Gray, 208-334-1843.

F14. Transportation Equity Act - Technology Deployment and Education

DESCRIPTION: To significantly accelerate the adoption of innovative technologies by the surface transportation community.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: U.S. Dept. of Transportation - Federal Highway Administration via Idaho Transportation Department; contact Mary Gray 208-334-1843.

F15. Transportation Equity Act - National Corridor Planning and Development Program and Coordinated Border Infrastructure Program

DESCRIPTION: To provide allocations to States and metropolitan planning organizations for coordinated planning, design, and construction of corridors of national significance, economic growth, and international or interregional trade.

AMOUNT: Contact source.

REQUIREMENTS: Eligibility for funds from the Corridor Program is limited to States and MPOs.

SOURCE: U.S. Dept. of Transportation - Federal Highway Administration via Idaho Transportation Department; contact Mary Gray 208-334-1843.

F16. Office of Community Services' Discretionary Grants Program

DESCRIPTION: To provide access for low-income people to employment and business development opportunities, and improving the integration, coordination, and continuity of the various Health and Human Services (and other Federal Departments') funded services potentially available to families living in poverty.

AMOUNT: Approximately \$26,560,000 is available for fiscal year 1999.

REQUIREMENTS: Eligible applicants are private, locally initiated, non-profit community development corporations (CDCs) governed by a board consisting of low-income residents of the community and business and civic leaders that have as a principal focus planning, developing, or managing low-income housing or community development projects.

SOURCE: Office of Community Services. Applications should be mailed to the U.S. Department of Health and Human Services, Administration for Children and Families, Office of Grants Management/OCSE - 4th Floor Aerospace Center, 370 L'Enfant Promenade, S.W., Washington, D.C. 20447: Attention; Discretionary Grants Program. 202-401-9345.

F17. National Heritage Area Act

DESCRIPTION: Encourages local, state, and federal governments to develop heritage areas.

AMOUNT: None

REQUIREMENTS: Contact source.

SOURCE: National Park Service, 208-364-4100.

F18. National Park Service Technical Assistance

DESCRIPTION: Provides technical assistance and/or staff to assist in historic preservation, interpretation, and/or recreation.

AMOUNT: None

REQUIREMENTS: Contact source.

SOURCE: National Park Service, 208-364-4100.

F19. Preservation Tax Incentives for Historic Buildings

DESCRIPTION: A part of the Tax Reform Act of 1986, this act establishes; (1) a 20% tax credit for the substantial rehabilitation of historic buildings for commercial, industrial and rental residential purposes, and a 10% tax credit for the substantial rehabilitation for nonresidential purposes of buildings built before 1936; (2) a straight-line depreciation period of 27.5 years for residential property and 31.5 years for nonresidential property for the depreciable basis of the rehabilitated building reduced by the amount of the tax credit claims.

AMOUNT: Variable

REQUIREMENTS: The 10% tax credit is not available for rehabilitation of certified historic structures, and owners who have properties within registered historic districts and who wish to elect this credit must obtain certification that their buildings are not historic.

SOURCE: U. S. Department of the Interior, National Park Service and National Conference of State Historic Preservation Offices. Call Idaho State Historic Preservation Office, 208-334-3861.

F20. SBA Microloan Program

DESCRIPTION: SBA has made funds available to non-profit organizations for the purpose of lending to small businesses. Money borrowed under this program can be used for the purchase of machinery and equipment, furniture and fixtures, inventory, supplies and working capital. Funds may not be used to pay existing debts.

AMOUNT: Under this program, loans range from less than \$100 to a maximum of \$25,000, averaging about \$10,000. A microloan must be paid on the shortest term possible - no longer than six years - depending on the earnings of the business. The interest rate on these loans cannot be higher than 4% over the New York prime rate.

REQUIREMENTS: Virtually all types of businesses are eligible for a microloan. To be eligible, your business must be operated for profit and fall within size standards set by the SBA. A microloan must be paid on the shortest term possible - no longer than six years - depending on the earnings of the business. The organization must at least take as collateral any assets that are bought with the microloan.

SOURCE: U.S. Small Business Administration, 208-334-9641.

F21. Rural Development Program

DESCRIPTION: A program designed to fund rural development and establish planning teams.

AMOUNT: Variable

REQUIREMENTS: Communities must be within 100 miles of a national forest, have a population of less than 10,000, have at least 15% of county income derived from natural resources, and experience substantial job loss due to federal or private land management.

SOURCE: U.S. Forest Service, Northern Region, 406-329-3230.

F22. Cooperative Forestry Assistance

DESCRIPTION: To assist in the advancement of forest resources management; the encouragement of the production of timber; the control of insects and diseases affecting trees and forests; the control of rural fires; the efficient utilization of wood and wood residues; including the recycling of wood fiber, the improvement and maintenance of fish and wildlife habitat; and the planning and conduct of urban and community forestry programs.

AMOUNT: Contact source

REQUIREMENTS: State Forestry or equivalent State agencies are eligible.

SOURCE: U.S. Forest Service, Northern Region, 406-329-3230.

F23. The Forest Service Rural Community Assistance Program

DESCRIPTION: Provides assistance to rural communities dependent on natural resources to develop strategies and implement projects which result in community capacity building and long-term social, environmental, and economic sustainability.

AMOUNT: Planning grants are limited to \$5,000 with project implementation grants limited to \$20,000.

REQUIREMENTS: Contact source.

SOURCE: United States Forest Service; contact, Julie Thomas 208-737-3262.

F24. Cooperative Extension Service (CES) Community Development Technical Assistance Programs

DESCRIPTION: Provide educational and technical assistance to communities on the issues critical to the economic, social, and environmental progress of communities. Cooperative Extension Service (CES) programs assist communities to : Build human capital; improve economic competitiveness; conserve and manage natural resources; assist and promote family and economic well-being; improve nutrition, diet, and health; revitalize rural America; improve and promote water quality.

AMOUNT: Contact source

REQUIREMENTS: Contact source

SOURCE: (CES) U. S. Department of Agriculture, South Building, Room 3909, 14th Street & Independence Ave. S.W., Washington, DC 20250.
Contact: Marvin Kenyha (202) 720-7947.

F25. Economic Research Service (ERS)

DESCRIPTION: Provide analysis, economic, and social information for measuring and improving the performance of agriculture and the quality of life in rural America. Produce economic and social science information as a service to the general public. Prepare research monographs, situation and outlook reports, professional journals, and computerized databases available for purchase 1-800-999-6779.

AMOUNT: Contact source

REQUIREMENTS: Contact source

SOURCE: ERS U.S. Department of Agriculture, 1301 New York Avenue, N.W., Washington, DC 20005-4788. Contact: Richard W. Long, Acting Director, (202) 219-0530.

F26. National Forest Dependent Rural Communities (Economic Recovery)

DESCRIPTION: Provide accelerated assistance to communities faced with acute economic problems associated with Federal or private sector land management decisions and policies or that are located in or near a national forest and are economically dependent upon forest resources. Aid is extended to these communities to help them to diversify their economic base and to improve the economic, social, and environmental well-being of rural areas.

AMOUNT: Contact source.

REQUIREMENTS: Applicant must be a general purpose local government having a population of not more than 10,000 individuals or any county having a population of not more than 22,500 individuals. Must be located within the boundary or within 100 miles of the boundary of a national forest. Businesses in jurisdiction must derive income from forestry wood-products and forest related industries such as recreation and tourism.

SOURCE: Dept. of State Lands, Division of Forestry, 208-334-0200.

F27. USDA-Rural Development Facility Loans

DESCRIPTION: USDA is authorized to make loans to develop community facilities for public use in rural areas and towns of not more than 20,000 people. Loans are available for public entities such as municipalities, counties, and special purpose districts.

AMOUNT: Interim commercial financing will normally be used during construction, and USDA funds will be available when the project is completed. If interim financing is not available or if the project costs less than \$50,000, multiple advances of USDA funds may be made as construction progresses.

REQUIREMENTS: Loans are available for public entities such as municipalities, counties and special purpose districts. Nonprofit corporations and Indian Tribes may also receive loan assistance when adequate plans for loan repayment are made. Borrowers must be unable to obtain needed funds from other sources at reasonable rates and terms; have legal authority to borrow and repay loans, to pledge security

for loans, and to construct, operate, and maintain the facilities or services; be financially sound, and be able to organize and manage the facility effectively. Loan repayment must be based on taxes, assessments, revenues, fees, or other satisfactory sources of money sufficient for operation, maintenance, and reserve, as well as to retire the debt. The project also must be consistent with available comprehensive and other development plans for the community, and comply with Federal, State, and local laws.

SOURCE: USDA-Rural Development State Office in Boise at (208)-378-5623.

F28. Rural Business Enterprise Grants (RBEG)

DESCRIPTION: Makes grants to finance and facilitate development of small and emerging private business enterprises outside the boundary of a city with a population of 50,000 or more and its adjacent urbanized area. Priority is given to applications for projects in open country, rural communities, and towns of 25,000 and smaller, and economically distressed communities.

AMOUNT: Variable. Funds may be used to facilitate the development of small and emerging private business enterprises. Costs that may be paid from grant funds include the acquisition and development of land, and the construction of buildings, plants, equipment, access streets and roads, parking areas, utility and service extensions, refinancing, fees, technical assistance, startup operating cost and working capital. Grants may also be made to establish or fund revolving loan programs.

REQUIREMENTS: Eligibility is limited to public bodies and private nonprofit corporations serving rural areas. Priority for such grants will be given to areas having a population of not more than 25,000.

SOURCE: USDA-Rural Development State Office in Boise at (208)-378-5623.

F29. USDA-Rural Development Intermediary Relending Program (IRP).

DESCRIPTION: The purpose of the IRP is to finance business facilities and community development projects in rural areas. This is achieved through loans made by RECD to intermediaries. Intermediaries relend funds to ultimate recipients for business facilities and/or community development. Intermediaries establish revolving loan funds so that collections from loans made to ultimate recipients in excess of necessary operating expenses and debt payments will be used for more loans to ultimate recipients.

AMOUNT: Loans to intermediaries are scheduled for repayment over a period of up to thirty years. The terms of loans from intermediaries to ultimate recipients is set by the intermediary.

REQUIREMENTS: Intermediaries may be private non-profit corporations, public agencies, Indian groups or cooperatives. Loans from intermediaries to ultimate recipients must be for the establishment of new businesses, the expansion of existing businesses, creation of employment opportunities, saving of existing jobs, or community development projects.

SOURCE: USDA-Rural Development State Office in Boise at (208)-378-5623.

F30. Rural Business Opportunity Grants (RBOG)

DESCRIPTION: Provides for technical assistance, training, and planning activities that improve economic conditions in rural areas. Applicants must be located in rural areas (cities of less than 10,000 population). Nonprofit corporations and public bodies are eligible.

AMOUNT: Variable; maximum of \$1.5 million per grant.

REQUIREMENTS: Applicants must be located in rural areas (cities of less than 10,000 population). Nonprofit corporations and public bodies are eligible

SOURCE: USDA-Rural Development State Office in Boise at (208)-378-5623.

F31. Rural Economic and Community Development Soil and Water Loans

DESCRIPTION: To help individual farmers develop, conserve, and properly use their land and water resources and abate pollution.

AMOUNT: Loan limits are \$200,000 for insured loans and \$300,000 for guaranteed loans. The maximum repayment term is 40 years.

REQUIREMENTS: Loans are made to persons with experience in farming, who will be the owners or operators of a farm when the loan is made, and who make a living from farming. USDA lends to the qualified farmer who cannot get necessary credit elsewhere.

SOURCE: USDA-Rural Development State Office in Boise at (208)-378-5623.

F32. USDA-Rural Development Watershed And Flood Protection Loans

DESCRIPTION: These loans are made to cover costs of local organizations for projects under the Small Watershed Protection and Flood Prevention Act or the Flood Control Act of 1944. The Soil Conservation Service (SCS) of USDA provides primary guidance and financial support to these programs.

AMOUNT: Repayment terms can be as long as 50 years. Interest rates are adjusted annually to the cost of U.S. Treasury borrowings.

REQUIREMENTS: Contact source.

SOURCE: USDA-Rural Development State Office in Boise at (208)-378-5623.

F33. USDA-Rural Development Nonfarm Enterprise Loans

DESCRIPTION: To help farmers develop and operate nonagricultural enterprises to supplement farm income. This resource may serve the development of a public market program in Downtown Rathdrum.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: USDA-Rural Development State Office in Boise at (208)-378-5623.

F34. Rural Business-Cooperative Service - Rural Economic Development Grants

DESCRIPTION: Provides grants from the Rural Business-Cooperative Service (RBS) to rural communities through Rural Utilities Service (RUS) borrowers to be used for revolving loan funds for community facilities and infrastructure and for assistance in conjunction with rural economic development loans.

AMOUNT: Maximum size of grant: 3 percent of projected total funds available under Section 313 of the Act, during that fiscal year, rounded to nearest \$10,000. Current maximum is \$330,000; current minimum is \$10,000.

REQUIREMENTS: Funds may be granted to any electric or telephone RUS borrower that is not financially distressed, delinquent on any Federal debt, or in bankruptcy proceedings.

SOURCE: The program is administered at the State level by Rural Development State Offices. Addresses and telephone numbers of State Offices can be obtained by calling the RBS National Office 202-720-0813.

F35. "Information Superhighway" Grants to Nonprofits and State and Local Governments

DESCRIPTION: The National Telecommunications and Information Administration (NTIA), Department of Commerce serves as the President's principal advisor on telecommunications and information policy. Through its Office of Telecommunications and Information Applications, NTIA administers four Federal assistance programs, including the Telecommunications and Information Infrastructure Assistance Program (TIIAP), to support the development of educational, economic, and cultural telecommunication services to the public. The TIIAP was created by the Congress in 1993 to promote the widespread use of telecommunications and information technologies in the public and non-profit sectors.

AMOUNT: Funds must be matched by contributions generated by the applicant.

REQUIREMENTS: Contact source.

SOURCE: Dept. of Commerce, NTIA/TIAP; 14th and Constitution Ave., NW; Washington, D.C. 20230 (202) 482-2048.

F36. Rural Electrification Administration (REA) Loans & Grants

DESCRIPTION: The REA has a Rural Economic Development Loan and Grant Program that provides zero interest loans and grants to REA borrowers for the purpose of promoting rural economic development and job creation projects. Feasibility studies, start-up costs, and incubator projects can be included.

AMOUNT: Preference is to zero interest loans rather than grants.

REQUIREMENTS: Contact source.

SOURCE: Administrator, Rural Electrification Administration, Dept. of Agriculture, Washington, DC 20250; (202) 720-9540.

F37. National Rural Development and Finance Corporation (NRD&FC)

DESCRIPTION: A private nonprofit rural lender that provides technical assistance and loans for rural business expansion and creation.

AMOUNT: Average loan size is \$125,000 with terms of 5 to 7 years and an interest rate of prime rate plus 1.5 points.

REQUIREMENTS: Contact source.

SOURCE: Neal Nathanson, President; 1818 N Street, NW, Suite 410; Washington, DC 20036; 1-800-233-3518.

F38. Community Reinvestment Fund (CRF)

DESCRIPTION: A nonprofit organization that purchases development loans from community-based development organizations and government agencies. This secondary market function makes it possible for local communities and nonprofit organizations to raise money for new projects by selling their existing loans. CRF purchases a variety of loan types. In addition, CRF also offers contract portfolio management, portfolio review, training, and capacity building.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: Frank Altman; 2400 Foshay Tower; 821 Marquette Ave.; Minneapolis, MN 55402; 612-338-3050.

F39. Resource Conservation and Development

DESCRIPTION: To encourage and improve the capability of State and local units of government and local nonprofit organizations in rural areas to plan, develop and carry out programs for resource conservation and development. Technical and limited financial assistance is available only to RC&D sponsors within areas authorized by the Secretary of Agriculture for assistance. Grants are not available to individuals. Technical and limited financial assistance is available for the planning and installation of approved projects specified in RC&D area plans, for land conservation, water management, community development and environmental enhancement elements.

AMOUNT: Financial assistance funds are available for 25% (not to exceed \$50,000) of the total cost of projects.

REQUIREMENTS: State and local governments and nonprofit organizations with authority to plan or carry out activities relating to resource use and development in multi-jurisdictional areas may be eligible.

SOURCE: State and field offices of the Soil Conservation Service via Idaho District, 208-365-4020.

F40. SCORE (The Service Corps Of Retired Executives)

DESCRIPTION: SCORE, sponsored by SBA, comprises 13,000 person volunteer program with over 750 locations nationwide. They provide technical assistance to small business owners, managers, and potential owners to solve operating problems through free one-on-one counseling and a wide variety of free or low-cost workshops.

AMOUNT: Contact source

REQUIREMENTS: Contact source

SOURCE: 1-800-634-0245, (202) 205-6762.

F41. Rural Information Center (RIC)

DESCRIPTION: RIC, a joint project of the Extension Service and NAL, serves as a nationwide information and referral service for rural issues.

The Rural Information Center Health Service (RICHS), jointly created by NAL and the Dept. of Health and Human Services serves as the health component of RIC and collects and disseminates information on rural health issues and research findings. They provide information and referral services and refer users to organizations or experts in the field who can provide additional information. RIC will process a broad array of general and funding information requests on such topics as: Small business attraction, retention, and expansion; tourism promotion and development; recycling programs; and health programs. They also perform brief database searches of requested topics on a complimentary basis.

AMOUNT: Contact source

REQUIREMENTS: Contact source

SOURCE: NAL Internet: gopher gopher@nalusda.gov; Select NAL Information Centers; Select Rural Information Center/RIC Health Service; proceed as desired.

F42. Health and Human Services Community Services Block Grant (CSBG)

DESCRIPTION: Helps states, territories, and Indian Tribes fund services for low-income people including employment, education, and housing.

Eligible groups receive funding to ameliorate the causes of poverty in their communities.

AMOUNT: Each year the Office of Community Services makes available up to \$30 million for community economic revitalization and development activities.

REQUIREMENTS: States must pass 90% of their CSBG funds to eligible entities including community action agencies and other local organizations or organizations that serve migrant farm workers.

SOURCE: HHS State Assistance, Contact Bill Reily at (202) 401-5529.

F43. Rural Utilities Service (RUS) Water and Waste Loans and Grants

DESCRIPTION: Provide loan and grant funds for water and waste projects serving the most financially needy communities. Financial assistance should result in reasonable user costs for rural residents, rural businesses, and other rural users.

AMOUNT: Contact source.

REQUIREMENTS: An applicant must be: (1) a public body, such as a municipality, county, district, authority, or other political subdivision of a state, territory or commonwealth; (2) An organization operation on a not-for-profit basis, such as an association, cooperative, or private corporation. The organization must be an association controlled by a local public body or bodies, or have a broadly based ownership by or membership of people of the local community; or (3) Indian tribes on Federal and State reservations and other Federally recognized Indian tribes.

SOURCE: Rural Utilities Service, United States Department of Agriculture, Washington, D.C. 20250-1500

F44. Rural Utilities Service (RUS) Technical Assistance and Training Grants

DESCRIPTION: Technical Assistance and Training Grant Program objectives are to; (1) identify and evaluate solutions to water and waste disposal problems in rural areas; (2) assist applicants in preparing applications for water and waste grants; (3) improve operation and

maintenance of existing water and waste disposal facilities in rural areas. Objectives of the Solid Waste Management Grant Program are to; (1) reduce or eliminate pollution of water resources; and (2) improve planning and management of solid waste sites.

AMOUNT: Contact source.

REQUIREMENTS: Entities eligible for Technical Assistance and Training (TAT) grants are private nonprofit organizations that have been granted tax exempt status by the Internal Revenue Service (IRS) of the United States. Entities eligible for Solid Waste Management (SWM) grants are nonprofit organizations including; (1) private nonprofit organizations that have been granted tax exempt status by the IRS; and (2) public bodies including local government-based multi-jurisdictional organizations. Applicants for either TAT or SWM grants must also have the proven ability, background, experience, legal authority, and actual capacity to provide technical assistance and/or training on a regional basis to associations described above.

SOURCE: Rural Utilities Service, United States Department of Agriculture, Washington, D.C. 20250-1500

F45. Rural Utilities Service (RUS) Distance Learning and Telemedicine Projects

DESCRIPTION: Programs provide funding for Distance Learning and Telemedicine projects. This resource may aid in the creation of a Downtown business incubator.

AMOUNT: \$12.5 million in grants and \$150 million in Treasury rate loans.

REQUIREMENTS: Contact source.

SOURCE: Rural Utilities Service, United States Department of Agriculture, Washington, D.C. 20250-1500; contact Lawrence L. Bryant, Chief, DLT Branch, 202-720-0413

F46. Rural Utility Service (RUS) – Emergency Community Water Assistance Grants

DESCRIPTION: To assist the residents of rural areas that have experienced a significant decline in quantity or quality of water to obtain adequate quantities of water that meet the standards set by the Safe Drinking Water Act.

AMOUNT: Contact source; grants cannot exceed \$500,000.

REQUIREMENTS: Grants may be made to public bodies and private nonprofit corporations serving rural areas. Public bodies include counties, cities, townships, incorporated towns and villages, boroughs, authorities, districts, and other political subdivisions of a State. Public bodies also includes Indian tribes on Federal and State reservations and other Federally recognized Indian Tribal groups in rural areas.

SOURCE: Rural Utility Service, United States Department of Agriculture, Washington D.C. 20250-1500

F47. Office of Community Services Urban and Rural Community Economic Development – Operational Grants

DESCRIPTION: Funds are awarded for the purpose of providing employment and ownership opportunities for low-income people through business, physical or commercial development.

AMOUNT: \$17 million for fiscal year 1999.

REQUIREMENTS: Eligible applicants are private, locally initiated, non-profit community development corporations (CDCs), governed by a board consisting of low income residents of the community and business and civic leaders which have as a principal purpose planning, developing, or managing low income housing or community development projects.

SOURCE: Office of Community Services, 370 L'Enfant Promenade, S.W. Washington, D.C. 20447; contact Thelma Woodland 202-401-5294

F48. Office of Community Services Pre-Development Grants

DESCRIPTION: Funds are provided to recently established CDCs which need funds for evaluating the feasibility of potential projects which address identified needs in low income communities, develop a business plan related to one of those projects, and mobilize resources to be contributed to one of those projects.

AMOUNT: Maximum grant award shall not exceed \$75,000.

REQUIREMENTS: Eligible applicants are private, locally initiated, non-profit community development corporations (CDCs), governed by a board consisting of low income residents of the community and business and civic leaders.

SOURCE: Office of Community Services, 370 L'Enfant Promenade, S.W. Washington, D.C. 20447; contact Thelma Woodland 202-401-5294

STATE

S1. Idaho Commission on the Arts Cultural Facilities

DESCRIPTION: Encourages local support, both public and private, for feasibility studies, renovation or construction of performance, exhibition, or artist spaces, and for capital purchases for those facilities.

AMOUNT: Qualified organizations may apply for up to \$10,000. Grant funds must be matched with an equal amount of cash. In-kind contributions are not allowed under this category.

REQUIREMENTS: Not for profit organizations, 501(c)3, or is an agency/department of city, county, tribal, or state government. Applicants for renovation/construction projects must have completed a feasibility study. Plans must comply with Section 504 regulations.

SOURCE: Idaho Commission on the Arts, (208) 334-2119.

S2. Idaho Travel Council Tourism Development Grants

DESCRIPTION: Supports tourism planning and promotion activities among communities and community development organizations..

AMOUNT: Varies. Contact Source.

REQUIREMENTS: Contact Source.

SOURCE: Idaho Travel Council, (208) 334-2470.

S3. Arts in Rural Towns (A. R. T. s)

DESCRIPTION: This program encourages the creation and growth of local arts councils and presenters in Idaho's rural communities. It is a three-year commitment on the part of the Commission and the participating council. During this period the Commission provides fee support for performances, residencies, festivals, and exhibits.

AMOUNT: Year One - All of the artist or exhibition fees, up to \$1,500

Year Two - Two-thirds of the artist or exhibition fees, up to \$1,200

Year Three - One half of the artist or exhibition fees, up to \$1,000

REQUIREMENTS: A not for profit organization, 501 (c)3. Applicants must be based in a community with a population of 5,000 or less OR serve a rural county. Tribal, ethnic, occupational, and generational groups are encouraged to apply under this category.

SOURCE: Idaho Commission on the Arts, (208) 334-2119.

S4. IDOC Idaho Business Network (IBN)

DESCRIPTION: The foundation of the IBN is a computerized data bank that matches detailed information about Idaho companies' products, services, and capabilities with the current purchasing needs of private companies and government agencies. The objectives of the Network are to bring buyers and sellers in Idaho together, to stimulate new economic growth, to help increase the capability of local firms, and to create more Idaho jobs.

AMOUNT: None

REQUIREMENTS: Enrollment Form

SOURCE: Idaho Department of Commerce, 1-800-842-5858.

S5. IDOC Gem Communities

DESCRIPTION: A program to provide focused technical assistance in economic development to Idaho's communities. The goal is to build a lasting ability within Idaho communities to meet the economic development challenges they face in a changing global economy.

AMOUNT: Gem Communities may apply for up to \$10,000 as a matching grant (subject to availability) for implementing their economic development strategy and will qualify for extra planning points on CDBG projects.

REQUIREMENTS: Communities desiring certification as a Gem Community must complete the following: Gem Community Training; Community Profile and Land and Building Inventory; Long-Term Plan; One-Year Operational Plan; and a Community Visit Test.

SOURCE: Idaho Department of Commerce, 1-800-842-5858.

S6. Idaho Department of Lands Urban Forestry Program

DESCRIPTION: Small technical assistance grants and trees for urban forestry.

AMOUNT: Varies but most technical assistance grants are under \$1000.

REQUIREMENTS: Recipients must qualify with Source.

SOURCE: Idaho Department of State Lands, 208-334-0200.

S7. Small Business Development Center

DESCRIPTION: Offers business counseling, technical resources, training, contract training and referrals to assist Idaho firms in business development. Most services are free. There are charges for most workshops and seminars, contract training and other special services.

AMOUNT: N/A

REQUIREMENTS: Contact source.

SOURCE: SBDC, Lewis-Clark State College, 208-799-2465

S8 ISBDC Idaho Premier Fast Trac Course

DESCRIPTION: The Fast Trac program is an intensive 40 hour training course that equips entrepreneurs with skills to develop and run successful business ventures.

AMOUNT: Cost: \$240.00

REQUIREMENTS: Contact source.

SOURCE: Idaho Small Business Development Center; LCSC; 1-800-933-5272, ext. 465.

S9. AmeriCorps

DESCRIPTION: The mission of the Corporation is to engage Americans of all ages and backgrounds in community based service. As a result, the Corporation will foster civic responsibility, strengthen the cords that bind us together as a people and provide educational opportunities for those who make a substantial commitment to service. AmeriCorps programs will provide members with a full or part-time service experience, a living stipend and education award from the National Service Trust Fund.

AMOUNT: Americorps Members serving one full year of service, 1,700 hours of volunteer time, shall receive a living stipend of \$7,650; basic Health Insurance; Child care allowance, if needed; and education award of \$4,725 to be used to pay for higher education or vocational training. Those choosing part-time service of 900 hours over 1-2 years will receive a living stipend of \$3,825 and education award of \$2,362 without benefits.

REQUIREMENTS: A member must have U.S. Citizenship or legal alien status in the U.S.; be 17 years of age or older; and must be a high school graduate or agree to achieve a GED prior to receiving education awards.

SOURCE: Idaho Commission for National & Community Service; Boise, Idaho; 1-800-588-3334; Washington State Department of Community Trade and Economic Development, 360-753-7426.

S10. Idaho TRIO AmeriCorps Program

DESCRIPTION: The three program pillars: AmeriCorps, Learn & Serve and the National Senior Service Corps have a core mission in common. This is: To strengthen communities, encourage responsibility and to expand opportunity. While there is a broad array of programs and strategies, they are all built upon the belief that citizens who join together in genuine partnership are capable of creating safe and healthy communities in which we can all prosper and grow.

AMOUNT: Contact source

REQUIREMENTS: Contact source.

SOURCE: Idaho Commission for National & Community Service; Boise, Idaho; 1-800-588-3334.

S11. American Communities

DESCRIPTION: The information center of HUD's Office of Community Planning and Development, American Communities serves State and local agencies, nonprofit organizations, public interest and intermediary groups, and others interested in housing and community development.

AMOUNT: Contact source

REQUIREMENTS: Contact source

SOURCE: American Communities; P.O. Box 7189; Gaithersburg, MD 20898-7189; 1-800-998-9999.

S12. Land and Water Conservation Fund

DESCRIPTION: To increase individual active participation in outdoor recreation by acquiring land and/or developing outdoor park and recreation facilities such as: swimming pools, ball fields, picnic areas, playgrounds, beaches, boating facilities, bike paths, restrooms/concession buildings, and acquire wildlife habitat.

AMOUNT: Varies annually. Requires a 50% matching grant from local sources.

REQUIREMENTS: A contract with qualifying conditions must be signed between the project sponsor, county and the state in order to receive these moneys. Title restrictions must be placed on all property assisted through the L&WCF program. Projects must be maintained so as to be open and inviting to the public.

SOURCE: Idaho Department of Parks and Recreation, 208-327-7444.

S13. General Operating Support Grant

DESCRIPTION: General Operating Support is designed to stabilize the financial base and assist in long-range planning for Idaho's arts organizations.

AMOUNT: Single year request - 15% of cash revenue - up to \$15,000

Multi-year request - 15% of cash revenue - up to \$25,000

REQUIREMENTS: Not for profit organization 501 (c) (3), as determined by IRS for at least one year, or is an agency/department of city, county, tribal, or state government. Compensates professional performers and support personnel. Its primary purpose is the production or presentation of the arts. Demonstrated history of maintaining high artistic standards.

SOURCE: Idaho Commission on the Arts, (208) 334-2119.

S14. Certified Local Government Program (CLG)

DESCRIPTION: The purpose of the CLG program is to assist local governments in the identification and preservation of local historic and pre-historic resources.

AMOUNT: Allocations are based on population. An average grant ranges from \$1500 to \$3500. All grants must be matched with cash or in-kind sources.

REQUIREMENTS: To achieve a long-term working relationship between the SHPO and the local government, a historic preservation commission must be established by ordinance.

SOURCE: State Historic Preservation Office (SHPO), 208-334-3861; Washington State Historic Preservation Office (SHPO), 360-753-5010.

S15. State Scenic Byways Technical Assistance (TA)

DESCRIPTION: Three different agencies are available to provide technical assistance for the creation, design and maintenance of scenic byways.

AMOUNT: Contact source

REQUIREMENTS: Contact source

SOURCE: Idaho Department of Transportation, Rose Lee Roberts, Design Division, 208-334-8480;

U.S. Forest Service, Nez Perce National Forest, Supervisors Office, (208) 983-1950; Back County Byways, Bureau of Land Management, (208) 962-3246.

S16. Rural Business On-line (RBO)

DESCRIPTION: Provides a platform for Idaho and Oregon businesses to compete in the global marketplace. RBO has created a searchable, user-friendly, interactive database that can be utilized by any small business or community/economic development organizations.

AMOUNT: None

REQUIREMENTS: Contact source.

SOURCE: Contact Jessica Stone 208-799-2465 or www.ruralbusinessonline.org

LOCAL**L1. Assessment-backed Debt**

DESCRIPTION: Debt undertaken for public improvements wherein payback is tied to LIDs, ULIDs, or BIAs.

AMOUNT: Variable

REQUIREMENTS: Contact source.

SOURCE: City coordinates assessment of property owners and/or businesses.

L2. Business Improvement Areas (BIA)

DESCRIPTION: Self-taxing business districts. Business and property owners pay for capital improvements, maintenance, marketing, parking, and other items as jointly agreed to through systematic, periodic self-assessment.

AMOUNT: Variable

REQUIREMENTS: BIAs tend to be controversial since taxation is involved. Considerable communication and consensus building should be conducted prior to launching a BIA creation program.

SOURCE: Individual Businesses, Coordinated through City Government.

L3. City/County General Fund

DESCRIPTION: General revenue funding is recommended for those improvements or ongoing projects which have general community-wide benefits.

AMOUNT: Variable

REQUIREMENTS: Contact source.

SOURCE: City or County.

L4. Development Fees

DESCRIPTION: A system of fees on private development to address infrastructure impacts.

AMOUNT: Variable

REQUIREMENTS: A difficulty of establishing equitable fees: those which are fair and do not eliminate the viability of desirable new projects.

SOURCE: Developers.

L5. Development Incentive Programs

DESCRIPTION: Incentives encourage the private sector to provide the desired public improvement.

AMOUNT: Variable

REQUIREMENTS: Contact source.

SOURCE: City.

L6. Local Improvement Districts (LID)

DESCRIPTION: Property owners pay for such projects as capital improvements, parking lots, landscaping and public parks through systematic, periodic self-assessment.

AMOUNT: Variable

REQUIREMENTS: Self-taxing districts

SOURCE: City.

L7. Revenue Allocation Financing

DESCRIPTION: Also known as tax increment financing. Most tax revenues from any increase in property values within the urban renewal area are dedicated to servicing the bonds.

AMOUNT: Funding dependent upon increased property values within revenue allocation area.

REQUIREMENTS: Facilities must be located within designated revenue allocation area boundaries. Only available within incorporated cities.

Requires vote of city council to establish urban renewal area and dedicate any increased revenues to the project.

SOURCE: City ordinance.

L8. General Obligation Bonds

DESCRIPTION: Tax-supported bonds used to finance governmental capital improvements such as public buildings, roads, infrastructure improvements, community centers, etc.

AMOUNT: Variable

REQUIREMENTS: This form of debt requires a public vote for approval.

SOURCE: Loan. Private banking industry.

PRIVATE

P1. 501 (c)(3) Bonds

DESCRIPTION: Nonprofit, 501 (c)(3) organizations may now borrow for land purchases, acquisition and/or improvement of facilities, design and financing of same. Museums, performing arts, theaters, social services (e.g., teen centers), historical societies and others are included.

AMOUNT: Variable

REQUIREMENTS: Must be 501 (c)(3) organization.

SOURCE: Non-profit organization.

P2. Revenue Bonds

DESCRIPTION: Debt undertaken wherein payback is tied to specific revenue streams. This form of debt does not require a public vote. Common uses include industrial development, housing and social services.

AMOUNT: Variable

REQUIREMENTS: Requires local government support.

SOURCE: Private banking industry.

P3. Revolving Loan Funds

DESCRIPTION: This (RLF) Program provides for up to 50% of the financing requirement for a term of up to 7 years at a fixed, below-market interest rate. The purpose of the RLF is to assist private business and industry to finance capital improvements and expansion.

AMOUNT: Loans from the RLF require a 15% capital injection from the borrower. There must be a 50% financing match by a bank or other lending institution. Their collateral consists of a first lien position on assets. PAC is the subordinate lender. The interest rate is negotiable and will fall between 8% and two percentage points below the prime rate. The established minimum RLF portion is \$25,000 with a maximum of \$350,000. The term of the loans are for a period not to exceed 7 years. Working capital and fixed loans should not be for more than 5 years.

REQUIREMENTS: An eligible small business must be a for-profit corporation, partnership or proprietorship, and must be unable to obtain comparable funding for the project from private sources. The net worth of the business may not be in excess of \$6,000,000 and its net

profit after taxes must have averaged less than \$2,000,000 during the previous 2 years. The project must create/retain one full-time, permanent job for every \$15,000 borrowed from the RLF, within a two year period.

SOURCE: Provided, in part, through the Idaho Dept. of Commerce 208-334-2470, Federal EDA, HUD, SBA, and DOL.

P4. SBA 504 Program Loans

DESCRIPTION: The fund is fixed asset financing for land and building purchases, new construction, long-term leasehold improvements and equipment purchases. Must be a for-profit business and unable to obtain comparable funding for the project from private sources.

AMOUNT: Maximum SBA share \$750,000 or 40% of project cost. The term of the loan is up to 20 years at a fixed, below-market interest rate. The borrower's capital injection requirement is 10% of the project total.

REQUIREMENTS: Working capital, debt refinancing and real estate speculation are not allowed under this program. Must create/retain approximately one job for each \$35,000 of SBA financing. Net worth of less than \$6,000,000 and net earnings of less than \$2,000,000 (after taxes) on average of last 2 years.

SOURCE: Banks; Contact Idaho Department of Commerce, 208-334-2470.

P5. SBA Guaranteed Loans (7a Program)

DESCRIPTION: To provide assistance to small businesses in obtaining financing for up to 90% of a loan made by a commercial lending institution.

Projects might include: land and/or building purchases; new building construction and/or building renovation; machinery and equipment purchases; leasehold improvements; acquisition of inventory; financing of working capital; or reduction of trade debt.

AMOUNT: This program allows real estate loans of up to 25 years and working capital loans of up to 7 years. The rate for SBA 7(a) Guaranteed Loans may not exceed the prime rate by more than 2.75%. Loans may be either fixed or variable rate.

REQUIREMENTS: For-profit businesses meeting the following size limitations:

Retail and service: Sales do not exceed \$3.5 million.

Wholesale: Employees do not exceed 100 people.

Manufacturing: Employees do not exceed 500 people.

Construction: Sales average of less than \$17.0 million for past 3 years.

SOURCE: Banks; Contact Idaho Department of Commerce, 208-334-2470.

P6. Northwest Area Foundation

DESCRIPTION: The Foundation contributes to the vitality of its eight-state area by promoting economic revitalization and improving the standards of living. Programs are public policy, economic development, community building, arts and culture, sustainable development, sustainable agriculture and water and Fisheries

AMOUNT: Variable, up to six digits

REQUIREMENTS: Contact Source

SOURCE: Northwest Area Foundation, E-1201 First National Bank Bldg., 332 Minnesota St., St. Paul, MN 55101-1373, (612) 224-9635.

P7. Alfred P. Sloan Foundation

DESCRIPTION: Private nonsectarian supporting conferences/seminars.

AMOUNT: Variable, up to five digits

REQUIREMENTS: Contact source

SOURCE: Alfred P. Sloan Foundation, 630 Fifth Ave., Suite 2550, New York, NY 10111, (212) 649-1649.

P8. The Robert Wood Johnson Foundation

DESCRIPTION: Support of film/video/radio. Substance abuse, prevention; medicine/medical care, information services; public health.

AMOUNT: Variable, up to five digits

REQUIREMENTS: Contact source

SOURCE: The Robert Wood Johnson Foundation, PO Box 2316, Princeton, NJ 08543, (609) 452-8701.

P9. The Public Welfare Foundation, Inc.

DESCRIPTION: Priority areas are: Environment, population, criminal justice, disadvantaged youth, disadvantaged elderly and health, and telecommunications.

AMOUNT: Variable, up to five digits

REQUIREMENTS: Contact source

SOURCE: The Public Welfare Foundation, Inc., 2600 Virginia Ave., NW, Room 505, Washington, DC 20037-1977, (202) 965-1800.

P10. Critical Issues Fund

DESCRIPTION: The CIF was created to help local communities resolve major disputes involving historic preservation and urban development.

CIF model project and research grants are intended to support studies or other activities that address widespread, pressing preservation problems(or common community-development problems to which preservation may offer a solution).

AMOUNT: Competitive model project grants range from \$5,000 to \$25,000 and must be matched on at least a 1-to-1 basis.

REQUIREMENTS: Eligible grant recipients include nonprofit organizations, local public agencies, and universities. For-profit entities may carry out CIF commissioned research on a contractual basis. Projects may address urban, rural and suburban issues.

SOURCE: National Trust for Historic Preservation, (202) 588-6000. Call Idaho State Historic Preservation Office, 208-334-3861.

P11. Heritage Tourism Initiative

DESCRIPTION: Offers comprehensive technical assistance for heritage tourism development and marketing.

AMOUNT: Contact source

REQUIREMENTS: Contact source

SOURCE: National Trust for Historic Preservation, (202) 588-6000. Call Idaho State Historic Preservation Office, 208-334-3861.

P12. Inner City Ventures Fund

DESCRIPTION: ICVF awards may be used for acquisition and rehabilitation and related capital costs for projects that offer housing, neighborhood services and commercial opportunities for area residents and, to a limited degree, architectural costs. ICVF awards may not be used for administrative costs.

AMOUNT: ICVF awards consist of a grant and a low-interest loan in equal amounts; the maximum term for an ICVF loan is five years. Each ICVF award package ranges from \$40,000 to \$100,000.

REQUIREMENTS: At no time can ICVF funds be the only money invested in a project. ICVF funds are intended to provide up to one-sixth of the rehabilitation funds needed to finance a project; therefore, ICVF awards have matching and leveraging requirements. Every ICVF dollar awarded must be matched with 50 cents in cash or equity and \$5 in other loans or grants for the project. This translates into a minimum project budget of \$240,000 to qualify for the smallest ICVF award.

SOURCE: National Trust for Historic Preservation, (202) 588-6000. Call Idaho State Historic Preservation Office, 208-334-3861.

P13. National Preservation Loan Fund

DESCRIPTION: A flexible financing program to promote the revitalization of commercial and industrial centers, the conservation of neighborhoods and rural communities, and the preservation of archaeological and maritime resources. Through the NPLF, the National Trust provides financial and technical assistance to help preserve historic resources as well as strengthen the real estate development capabilities of recipient organizations. NPLF awards can be used to; acquire, stabilize, rehabilitate or restore a National Register-listed or eligible property for use, lease or resale; establish or expand a revolving fund either to acquire and resell properties or to re-lend for acquisition and rehabilitation costs; purchase options to acquire historic properties. Funds may not be used to support administrative expenses or planning costs incurred prior to a NPLF award.

AMOUNT: NPLF funds are awarded as below-market rate loans, loan guaranties or lines of credit. Low-interest loans and loan guaranties up to \$100,000 to nonprofits, public agencies and owners of endangered National Historic Landmarks.

REQUIREMENTS: A minimum dollar-for-dollar match of National Trust funds is required and projects with high local-to-Trust leverage will be most likely to receive NPLF awards. Matching funds must be available to spend at the time of loan disbursement. Financing requirements will be tailored to individual projects. All applicants must be members of the National Trust's preservation Forum.

SOURCE: National Trust for Historic Preservation, (202) 588-6000. Call Idaho State Historic Preservation Office, 208-334-3861.

P14. Preservation Services Fund

DESCRIPTION: These grants are intended to increase the flow of information and ideas in the field of preservation. Emphasis is on stimulating public discussion, enabling local groups in gaining the technical expertise needed for particular projects, introducing students to preservation concepts and crafts, and encouraging participation by the private sector in preservation.

AMOUNT: Maximum grant awards are \$5,000, but because of strong competition and limited resources, most will be \$1,000 to \$1,500. All grants must be matched on a dollar-for-dollar basis, primarily using cash contributions.

REQUIREMENTS: Applicants must be a nonprofit incorporated organization or public agency and members of the National Trust's Preservation Forum program.

SOURCE: National Trust for Historic Preservation, (202) 588-6000. Call Idaho State Historic Preservation Office, 208-334-3861.

P15. The National Trust for Historic Preservation

DESCRIPTION: Provides grants for projects that contribute to the preservation or the recapture of an authentic sense of place.

AMOUNT: Grants range from \$2,500 to \$25,000.

REQUIREMENTS: Nonprofit organizations, government agencies, for-profit businesses and individuals.

SOURCE: National Trust for Historic Preservation, (202) 588-6000. Call Idaho State Historic Preservation Office, 208-334-3861. Contact <http://www.nthp.org/main/frontline/departments/finacial.htm>

P16. Local Government Environmental Assistance Network (LGEAN)

DESCRIPTION: LGEAN is a clearinghouse of environmental information designed as a "first stop shop." It's a place to learn about and discuss environmental issues affecting local governments. LGEAN can assist local governments meet the challenges they face in protecting the environment, public health, and the quality of life in communities.

AMOUNT: None.

REQUIREMENTS: Contact source.

SOURCE: The website is managed by the International City/County Management Association; contact 1-877-865-4326 or www.lgean.org

P17. The Idaho Company Loans

DESCRIPTION: The Idaho Company promotes economic growth by lending to and counseling with new and expanding businesses. The Company is publicly held by shareholders throughout Idaho and the Northwest.

AMOUNT: Contact source

REQUIREMENTS: Good credit history; Experienced management; Owner equity and/or substantial collateral base.

SOURCE: The Idaho Company, 701 W. Franklin Street, Boise, ID 83707. (208) 344-6308.

P18. Inland Northwest Small City Grant Program

DESCRIPTION: Avista Corporation (formerly Washington Water Power) has created a small fund to assist the communities and organizations in the Inland Northwest to build capacity to carry on economic development activities.

AMOUNT: The amount requested from Avista can not be the sole largest amount given by the private industry sector for the project. It is recommended that at least 50% of the total cost of the project be funded by local fundraising.

REQUIREMENTS: The requestor must apply through a city or county government or a recognized economic development organization of a city, county or region within the geographical boundaries of Avista's service area.

SOURCE: Local Avista office or 1-800-727-9170 ext. 8076.

P19. US West Foundation

DESCRIPTION: Provides funding for area of interests that include; arts and culture, education, economic development, and support for human service organizations through United Way.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: US West Foundation; 1801 California St., Suite 1360; Denver, CO 80202; contact Jeanne Bistranin, Regional Program Officer for Colorado, Idaho, Montana and Wyoming, 303-896-9967.

P20. American Communities

DESCRIPTION: The information center of HUD's Office of Community Planning and Development, American Communities serves State and local agencies, nonprofit organizations, public interest and intermediary groups, and others interested in housing and community development.

AMOUNT: Contact source

REQUIREMENTS: Contact source

SOURCE: American Communities; P.O. Box 7189; Gaithersburg, MD 20898-7189; 1-800-998-9999.

P21. U.S. Bank Grants

DESCRIPTION: Provides support to organizations that (1) improve the educational and economic opportunities of targeted individuals and families, and (2) enhance the cultural and artistic life of communities.

AMOUNT: Contact source

REQUIREMENTS: Organizations in US Bank operating areas and are designated as 501 (3) (c) organizations by the IRS.

SOURCE: Local US Bank branch or 206-344-2248

P22. Cunningham, Laura Moore Foundation, Inc.

DESCRIPTION: Provides grants and scholarships to Idaho institutions, primarily hospitals and businesses.

AMOUNT: Contact source.

REQUIREMENTS: Institution must originate from Idaho.

SOURCE: Joan D. Carley; 510 Main Street; Boise, ID 83702.

P23. Global Environment Project Institute, Inc.

DESCRIPTION: Promotes the conservation of biodiversity and sustainability of life on earth. Areas of funding are: Environmental education, citizen participation, sustainable development, and wildlife protection.

AMOUNT: Average grant size is \$10,000.

REQUIREMENTS: Contact source

SOURCE: Michell Richer Stennett, Grants Coordinator; P.O. Box 1111; Ketchum, ID 83340; 208-726-3025.

P24. Idaho Community Foundation

DESCRIPTION: The Foundation supports charitable activities that benefit the citizens of Idaho. Grants are made in a wide variety of categories including arts, education, health, environment, public projects and social services.

AMOUNT: Usual grant range: \$500 to \$5,000.

REQUIREMENTS: Contact source.

SOURCE: Idaho Community Foundation; P.O. Box 8143; Boise, ID 83707; 208-342-3535 or 1-800-657-5357.

P25. Idaho Heritage Trust

DESCRIPTION: Funds non-profit organizations seeking to preserve historic buildings, archeological sites and artifacts.

AMOUNT: Varies; requires a 50% cash match.

REQUIREMENTS: Contact source.

SOURCE: Idaho Heritage Trust; P.O. Box 352; Bellevue, ID 83313; 208-788-7529.

P26. Idaho Humanities Council

DESCRIPTION: Funds non-profit organizations, associations, or ad hoc groups.

AMOUNT: Contact source

REQUIREMENTS: Contact source.

SOURCE: Idaho Humanities Council: 217 West State Street; Boise, ID 83702; 208-345-5346 or 1-888-345-5346.

P27. Micron Technology, Inc.

DESCRIPTION: Provides funding for projects and programs which promote growth and enhance the quality of communities with primary emphasis on educational programs related to math and science.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: Micron Technology, Inc. Corporate Affairs Department MS #407; 8000 S. Federal Way; P.O. Box 6; Boise, ID 83707-0006; contact Ms. Marilyn Whitney, 208-368-4401.

P28. Richard H. Jones Foundation

DESCRIPTION: Provides funding for non-profit organizations in Northern Idaho.

AMOUNT: Variable.

REQUIREMENTS: Non-profit organizations.

SOURCE: Richard H. Jones Foundation, C/O Thomas Prohaska, P.O. Box 2086, Coeur d'Alene, ID 83816. 208-664-6448.

P29. Harry W. Morrison Foundation

DESCRIPTION: Funds non-profit organizations.

AMOUNT: Variable.

REQUIREMENTS: Completed application form should be accompanied by statement of organization purpose, copy of financial reports including major sources of funding, an explanation of request and proof of tax exempt status.

SOURCE: The Foundation, Attention: Velma Morrison, 3505 Crescent Rim Drive, Boise, ID 83706 208-345-5225.

P30. Margaret W. Reed Foundation

DESCRIPTION: Provides funding for non-profit organizations.

AMOUNT: Variable.

REQUIREMENTS: Contact source.

SOURCE: Margaret W. Reed Foundation, C/O Scott Reed, P.O. Box A, Coeur d'Alene, ID 83816. 208-664-2161.

P31. J.R. Simplot Foundation

DESCRIPTION: Funds non-profit organizations and associations.

AMOUNT: Grants range from \$100 - \$5,000.

REQUIREMENTS: Approximately \$150,000 is managed and distributed under supervision of public relations department. Contribution requests are reviewed by the Corporation Committee on a case-by-case basis.

SOURCE: Adelia Garro Simplot, Community Relations Coordinator, P.O. Box 27, Boise, ID 83707 208-336-2110.

P32. J.A. and Kathryn Albertson Foundation

DESCRIPTION: To foster improvement of K-12 education in Idaho. The Foundation awards grants through announced initiatives.

AMOUNT: Variable.

REQUIREMENTS: Contact source.

SOURCE: The Foundation, Attention: Grant Making; P.O. Box 70002, Boise, ID 83707. 208-424-2621; fax: 208-424-2626.

P33. Claude R. and Ethel B. Whittenberger Foundation

DESCRIPTION: Funding for organizations that provide services to youth and children.

AMOUNT: Variable.

REQUIREMENTS: Qualified Idaho organizations; contact source for organization requirements.

SOURCE: William Rankin, P.O. Box 1073, Caldwell, ID 83606. 208-459-0091.

P34. The David and Lucile Packard Foundation

DESCRIPTION: A private foundation that awards grants to tax-exempt and/or charitable organizations promoting the development and preservation of the arts and sciences.

AMOUNT: Contact source.

REQUIREMENTS: Grant proposals must not benefit specific individuals or serve religious purposes. Grants are typically awarded to those organizations operating in the Western United States.

SOURCE: The David and Lucile Packard Foundation, Attention: Nancy Glaze, 300 Second Street, Suite 200, Los Altos, CA 94022 650-948-3696.

P35. Greenville Foundation

DESCRIPTION: The foundation normally provides support for special projects, not for general operations. Current program priorities are; education, environment, human and social issues, international, and religion.

AMOUNT: Grant amounts generally range from \$5,000 to \$25,000. A typical grant is \$15,000.

REQUIREMENTS: Applicants must be non-profit organizations as classified under section 501 (c) (3) of the Internal Revenue Service Code. Grants are made for a one-year period.

SOURCE: The Greenville Foundation, 283 Second Street East, Sonoma, CA 95476. 707-938-9377.

P36. The Paul G. Allen Foundation - Community Service Grant

DESCRIPTION: Improve the quality of life in the Pacific Northwest through programs designed to create new opportunities for community service. Special areas of interest: education, environmental research, youth services, social services, and aid to the disabled and disadvantaged.

AMOUNT: Variable; contact source.

DESCRIPTION: To be eligible, organizations must qualify under section 501 (c) (3) of the Internal Revenue Service code.

SOURCE: The Paul G. Allen Foundation, Attention: Jody Patton; 110 110th Avenue N.E., Suite 550, Bellevue, WA 98004.

P37. The Paul Allen Foundation - Arts Grant

DESCRIPTION: Promote a creative and flourishing arts community in the Pacific Northwest.

AMOUNT: Variable; contact source.

DESCRIPTION: Non-profit organizations whose projects serve the Pacific Northwest.

SOURCE: The Paul G. Allen Foundation, Attention: Jody Patton; 110 110th Avenue N.E., Suite 550, Bellevue, WA 98004.

KEY: 4, 8, 9

P38. The Kresge Foundation

DESCRIPTION: Provides funding for tax-exempt, charitable organizations operating in the fields of higher education, health care and long-term care, human services, science and the environment, arts and humanities, and public affairs.

AMOUNT: Variable; grants typically range from \$150,000 to \$500,000.

REQUIREMENTS: Tax-exempt, charitable organizations.

SOURCE: The Kresge Foundation, John E. Marshall, III, President; 3215 W. Big Beaver Road, P.O. Box 3151, Troy, MI 48007-3151.

P39. The Rockefeller Foundation

DESCRIPTION: Supports groups and communities undertaking change that is culturally informed and builds on diversity. The Foundation identifies community-based, cooperative and culturally grounded initiatives that are building on diversity.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: The Rockefeller Foundation, 420 Fifth Avenue, New York, NY 10018.

P40. The AT&T Foundation – Civic and Community Service

DESCRIPTION: To promote diversity and advance equal opportunity; support projects that promote economic capacity building in local communities; support organizations that aim to protect the environment.

AMOUNT: Contact source.

REQUIREMENTS: Funding awarding to non-profit organizations.

SOURCE: AT&T Foundation, 1875 Lawrence Street, Suite 750, Denver, CO 80202; 303-298-6559.

P41. The American Honda Foundation

DESCRIPTION: Supports organizations working in the areas of youth and scientific education, minorities, and human services.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: American Honda Foundation, P.O. Box 2205, Torrance, CA 90509-2205. Contact: Kathryn A. Carey, Manager, 310-781-4090.

P42. The Ben and Jerry's Foundation

DESCRIPTION: Supports projects which facilitate progressive social change in the following areas: children and families, disadvantaged groups, minorities, civil rights, community development, the environment and grass roots organizing.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: The Ben and Jerry's Foundation, P.O. Box 299, Waterbury, VT 05676. Contact: Rebecca Golden, Foundation Director, 802-882-1240.

P43. Otto Bremer Foundation

DESCRIPTION: Emphasis on rural poverty and combating racism. Support also for post-secondary education, human services, health, religion and community affairs.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: Otto Bremer Foundation, 445 Minnesota Street, Suite 2000, St. Paul, MN 55101-2107. Contact: John Kostishack, Executive Director, 651-227-8036.

P44. First Bank System Foundation

DESCRIPTION: Supports community development, elementary and secondary education, arts and cultural programs, low-income housing, and local economic development.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: First Bank System Foundation, P.O. Box 522 MPFP 1750, Minneapolis, MN 55480. Contact; Cheryl L. Rantala, President, 612-973-2440.

P45. Morrison Knudsen Corporation Foundation, Inc.

DESCRIPTION: Supports education, health care, human services, children and youth services, and community development.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: Morrison Knudsen Corporation Foundation, P.O. Box 73, Boise, ID 83729. Contact; Mary Cunningham-Agee, Chair and Director, 208-386-8100.

P46. Charles Stewart Mott Foundation

DESCRIPTION: Support in community organizing and development, community leadership development, racism and race relations, violence prevention, teenage pregnancy prevention, family and parenting support, early childhood development, and improving education.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: Charles Stewart Mott Foundation, Office of Proposal Entry, 1200 Mott Foundation Building, Flint, MI 48502-1851. Contact; Office of Proposal Entry, 810-238-5651.

P47. Minnesota Mining and Manufacturing Foundation, Inc.

DESCRIPTION: Primary areas of interest include community funds, higher and vocational education programs for minorities, the performing arts, drug abuse programs, and the elderly.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: Minnesota Mining and Manufacturing Foundation, 3M Center Building, 591-30-02, St. Paul, MN 55144-1000. Contact; Automated Fax (Call to request guidelines by fax.) 800-4876744 or 651-733-8335 to speak with someone.

P48. The William and Flora Hewlett Foundation

DESCRIPTION: To promote the well-being of mankind by supporting selected activities of charitable nature, as well as organizations or institutions engaged in such activities. The Foundation concentrates its resources on activities in education, performing arts, population, environment, conflict resolution, family and community development, and U.S.-Latin American relations.

AMOUNT: Variable; contact source.

REQUIREMENTS: Contact source.

SOURCE: The William and Flora Hewlett Foundation, 525 Middlefield Road, Suite 200, Menlo Park, CA 94025; 650-329-1070, fax; 650-329-9342 www.hewlett.org.

P49. The Andrew W. Mellon Foundation

DESCRIPTION: The purpose of the Foundation is to aid and promote such religious, charitable, scientific, literary, and educational purposes as may be in the furtherance of the public welfare or tend to promote the well-doing or well-being of mankind. The Foundation currently makes grants on a selective basis to institutions in higher education: in cultural affairs and the performing arts; in population; in conservation and the environment; and in public affairs.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: The Andrew W. Mellon Foundation, 140 East 62nd Street, New York, NY 10021. 212-838-8400.

P50. The John D. and Catherine T. MacArthur Foundation

DESCRIPTION: Program supports efforts to; Generate new knowledge about community dynamics and community-building, and about the relationships between community characteristics and individual development. Enhance the capacity of community residents to organize, to mobilize their own resources, and to obtain and use external resources. Support, evaluate, and strengthen community-improvement initiatives, especially in education, public safety, economic opportunity, and recreation.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: The John D. and Catherine T. MacArthur Foundation, 140 South Dearborn Street, Suite 1100, Chicago, IL. 60603-5285. 312-920-6285

P51. DeWitt Wallace-Reader's Digest Fund

DESCRIPTION: To foster fundamental improvement in the quality of educational and career development opportunities for all school-age youth, and to increase access to these improved services for young people in low-income communities.

AMOUNT: Contact source.

REQUIREMENTS: Limited to non-profit organizations.

SOURCE: The DeWitt-Reader's Digest Fund 914-238-1000.

P52. Weyerhaeuser Company Foundation

DESCRIPTION: Through education, employee volunteer efforts, arts and cultural programs, and health and human services grants, Weyerhaeuser Company Foundation participates in community efforts to create a better place to live, play and work.

AMOUNT: Contact source.

REQUIREMENTS: Private, non-profit, tax-exempt organizations with certified IRS 501 (c) (3) public charity status; or public entities qualifying under Section 170 (c) of the Internal Revenue Code. In addition, the funded organizations must practice equal opportunity employment.

SOURCE: Weyerhaeuser Company Foundation, CH1 L32, P.O. Box 2999, Tacoma, WA 98477-2999. 253-924-3159.

P53. The Nathan Cummings Foundation

DESCRIPTION: The Foundation seeks to build a society that values nature and protects ecological balance for future generations: promotes humane health care; and fosters arts to enrich communities.

AMOUNT: Grants range from \$5,000 to \$300,000.

REQUIREMENTS: Contact source.

SOURCE: The Nathan Cummings Foundation, 1926 Broadway, Suite 600, New York, NY 10023. 212-787-7300 www.ncf.org.

P54. PacifiCorp Foundation

DESCRIPTION: The Foundation intends to support the betterment of communities where PacifiCorp, its divisions, and its subsidiaries have operations, employees and interests. The objective is to link company and community goals to determine- and then fulfill - it's responsibility to improve the quality of life in areas it serves.

AMOUNT: Contact source.

REQUIREMENTS: Grants are limited to charitable non-profit, tax-exempt organizations that have obtained a letter of determination from the IRS under Section 501 (c) (3) of the Internal Revenue Code, and are not classified as private foundations.

SOURCE: PacifiCorp Foundation, 825 N.E. Multnomah, Suite 2000, Portland, OR 97232. 503-813-7257.

P55. Metropolitan Life Foundation

DESCRIPTION: Emphasizes projects that build or stabilize community resources, such as new or renovated housing for low and moderate income people; revitalize deteriorated commercial districts; or provide service enriched facilities for groups with special needs, such as the homeless and mentally ill.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: Social Investment Program, MetLife/Metropolitan Life Foundation, One Madison Avenue, New York, NY 10010-3690 212-375-1735.

P56. The Annenberg Foundation

DESCRIPTION: The Annenberg Foundation provides support for program development and other pilot projects.

AMOUNT: Contact source.

REQUIREMENTS: The Foundation makes grants only to nonprofit organizations that are defined as tax-exempt under Section 501 (c) (3) of the Internal Revenue Code and are not classified as private foundations.

SOURCE: The Annenberg Foundation, St. Davids Center, Suite A-200, 150 Radnor-Chester Road, St. Davids, PA 19087 (610)-341-9066
www.whannenberg.org.

P57. Robert W. Woodruff Foundation, Inc.

DESCRIPTION: Focuses its giving in the areas of elementary, secondary, and higher education; health care; human services, particularly for children and youth; economic development and civic affairs; art and cultural activities; and conservation of natural resources and environmental protection.

AMOUNT: Contact source.

REQUIREMENTS: Limited to tax-exempt organizations.

SOURCE: www.woodruff.org/

P58. M.J. Murdock Charitable Trust

DESCRIPTION: The Foundation generally supports activities which promote solutions to problems, preventive approaches, or new opportunities; endeavors which expand our knowledge of ourselves and our world and which promote those values and activities that are likely to lead to happier, healthier, feer and more productive lives. Other factors the Trust finds attractive in considering support include a value-based mission, approaches to self-help, the concepts of free enterprise, sound management, organizational strength and credibility, highly qualified and well-received leadership and the ability to generate other support, thus assuring self-sufficiency and strength.

AMOUNT: Variable; contact source.

REQUIREMENTS: Applications for grants are considered only from organizations which have been ruled to be tax-exempt under Section 501 (c) (3) of the Internal Revenue Code and which are not private foundations as defined in Section 509 (a) of the Code. Priority is given to applications for the support of projects and programs conducted by qualified institutions within five states of the Pacific Northwest: Alaska, Idaho, Montana, Oregon and Washington. Of major interest are organizations and projects which are not primarily or normally financed by tax funds. Grants usually are awarded for a limited period of time, such as one or two years.

SOURCE: Dr. John Van Zytveld, Senior Program Director; M.J. Murdock Charitable Trust, P.O. Box 1618, Vancouver, WA 98668 (360)-694-8415.

P59. Aetna Foundation

DESCRIPTION: Provides funding in the following areas; Matching funds, employee matching gifts, employee-related scholarships, scholarship funds, special projects, annual campaigns, and renovation projects. Urban affairs, minorities, law and justice, youth, education, arts, community development, employment, AIDS, higher education, disadvantaged, housing, insurance education, leadership development, international affairs, literacy, performing arts, educational associations, and urban development.

AMOUNT: Contact source.

REQUIREMENTS: Giving limited to organizations in the U.S. No support for religious organizations for religious purposes, private secondary schools, political activities, or sporting events.

SOURCE: Aetna Foundation, 151 Farmington Avenue, Hartford, CT 06156-3180; www.aetna.com.

P60. Community Development Institute

DESCRIPTION: Helps low-income communities combat the causes of racism and poverty. Offers training, technical assistance, and consultation in management, organizational development, resource development, program planning and evaluation, public relations, conflict resolution, and research and policy analysis. Also provides professional services.

AMOUNT: Contact source.

REQUIREMENTS: Contact source.

SOURCE: Community Development Institute, P.O. Box 5099, Palo Alto, CA 94303; 650-327-5846; fax 650-327-4430.

P61. Amoco Foundation

DESCRIPTION: Provides funding in the following areas; Seed money, operating budgets, continuing support, annual campaigns, emergency funds, building funds, equipment, scholarship funds, fellowships, special projects, general purpose, capital campaigns, and employee matching gifts. Higher education, education, social services, community development, cultural programs, youth urban affairs, conservation, energy, science and technology, engineering, and medical research.

AMOUNT: Contact source.

REQUIREMENTS: Giving primarily in areas of company representation to assist communities. No support for primary or secondary schools, religious, fraternal, social, or athletic organizations; generally no support for organizations already receiving operating support through United Way. No grants to individuals, nor for endowments, research, publications, or conferences; no loans.

SOURCE: Amoco Foundation, 200 East Randolph Drive, Chicago, IL 60690; 312-856-6306.

Historic Old Towne BID Business Survey Summary of Key Results

As of January 2001

Historic Old Towne BID Business Survey Summary of Key Results



- ✓ Survey Respondent Information
- ✓ Business Trends & Satisfaction
- ✓ District Strengths & Challenges
- ✓ Marketing & Promotion
- ✓ BID Activities & Suggestions

Survey Methodology

- ✓ Surveys hand delivered by BID staff and volunteers to 225 businesses in Historic Old Towne BID, November 2000
- ✓ 86 completed surveys returned (38%) to The Hingston Roach Group for data compilation and analysis
- ✓ Key results presented to BID Board of Directors and members January 29-31, 2001
- ✓ Results incorporated into planning team recommendations for Business Development Guide



Survey Respondent Information

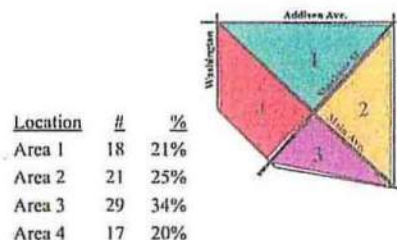
- ✓ Survey respondents represented a cross-section of business sectors and locations in Downtown
- ✓ Most businesses Downtown are small, independent businesses (20% have only one full-time employee, 63% have 5 or fewer full-time employees)
- ✓ Only 11% have more than 20 full-time employees

Business Categories of Survey Respondents

Retail	50%
Professional	14%
Hotel/Restaurant	12%
FIRE	10%
Media/Education	6%
Other*	5%
Auto	2%
Wholesale/Dist'n	2%
Manufacturing	2%
Construction	2%
Admin/Support	1%
Ag/Ranching	1%

* Gov't, Nonprofit, Arts

Location of Survey Respondents



Number of Employees

Number of Employees	# Businesses	
	Full-Time	Part-Time
1	16	14
2	15	14
3-5	19	15
6-10	11	7
11-20	10	4
21-50	8	0
50+	1	0

Historic Old Towne BID Business Survey Summary of Key Results

As of January 2001

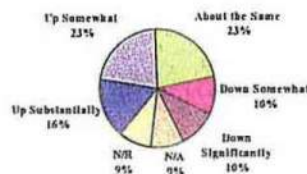


Business Trends & Satisfaction Level

- Overall, 40% of Downtown businesses had increases in sales the past 3 years, while 23% said sales were about the same and 20% declined
- Peak months for some were slow months for others
- More businesses are satisfied than are dissatisfied
- 60% of Downtown businesses plan to expand or diversify in the next 3 years; 10% plan to move

Business Trends: Last 3 Years

All Businesses



Business Trends: Last 3 Years

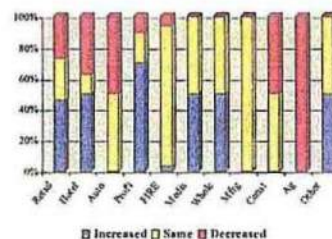
- 44% of retailers increased, 26% same, 26% declined
- 44% of Restaurant/Bar/Hotel increased, 11% same, 33% down
- Half of Auto-related decreased, half stayed the same
- 53% of Professionals increased, only 8% decreased
- 85% of FIRE stayed the same, only 3% up, 6% down
- Half of Media/Entertainment increased substantially, the other half stayed the same
- Wholesale & Manufact'g increased or stayed the same
- Ag & Construction decreased or stayed the same

Business Trends: Last 3 Years

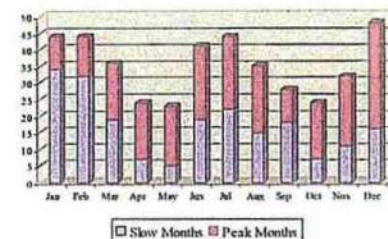
- Half of "mom & pop" businesses increased (1-2 FT employees), only 16% decreased
- 44% of businesses with 3-5 employees stayed the same, while 26% were up, 26% down
- Half of businesses with 6-10 employees decreased, while 40% increased
- Most businesses with more than 10 employees increased or stayed the same
- Businesses with 3-10 employees most volatile

Business Trends: Last 3 Years

By Business Type



Peak vs. Slowest Business Months



Historic Old Towne BID Business Survey Summary of Key Results

As of January 2001

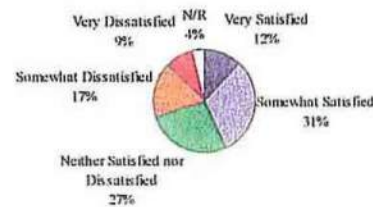
Business Satisfaction

Satisfaction with Overall Business Climate?

42% "very" or "somewhat" satisfied
 27% "neither" satisfied Nor dissatisfied
 26% "very" or "somewhat" dissatisfied

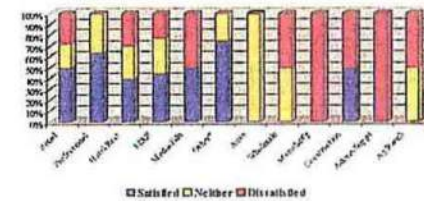
13

Business Satisfaction



14

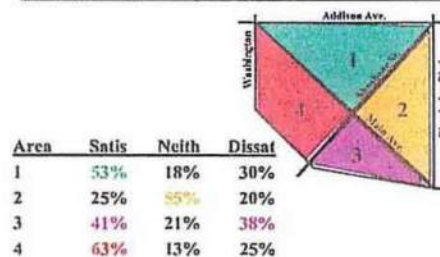
Satisfaction by Business Type



* Food, Healthcare, Auto

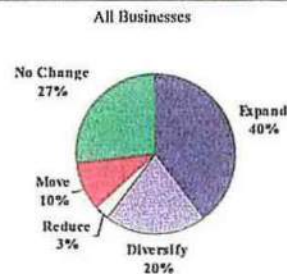
15

Satisfaction by Location



16

Business Trends: Next 3 Years



17

Business Trends: Next 3 Years

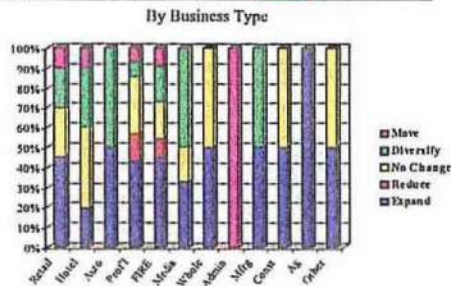
- ✓ 1/3 of "mom & pop" businesses plan to expand
 - 19% plan to diversify, 19% to reduce/move
- ✓ Half of businesses with 11+ employees plan to expand, 15% to diversify, none plan to reduce
- ✓ Businesses planning to move represent 60-112 employees
- ✓ 59% of businesses in Area 3 plan to expand
- ✓ 18% of businesses in Area 2 plan to reduce
- ✓ 17% of businesses in Area 4 plan to move (13% in Area 1)

18

Historic Old Towne BID Business Survey Summary of Key Results

As of January 2001

Business Trends: Next 3 Years



Downtown's Strengths & Challenges

- ✓ Downtown's greatest strength is its sense of place
- ✓ Parking and weak promotion are key challenges
- ✓ Main & Shoshone is a problem intersection
- ✓ Physical enhancements such as sidewalk improvements and lighting would benefit businesses

20

Greatest Strengths of District

- ✓ Atmosphere (trees, "small town look", historic buildings, attractive, charming)
- ✓ Location (established, visible/central)
- ✓ Friendliness of people
- ✓ Cost of property/rent
- ✓ Uniqueness - specialty stores
- ✓ Personal service
- ✓ Convenience

21

Major Challenges/Concerns

- ✓ Customer parking (71% of Retailers/Restaurants, 79% of Professionals, 56% of FIRE, 67% of Auto)
- ✓ Lack of customers / traffic
- ✓ Area lacks retail strength
- ✓ Promotion (lack of awareness)
- ✓ Business retention & recruitment
- ✓ Competition (mall, Blue Lakes)
- ✓ Design issues (appearance, addresses)
- ✓ Leadership & collaboration

22

Business Parking Issues

- ✓ Customer parking is a problem for 69%
 - "Often" for 31%
 - "Sometimes" for 38%
 - "Never" for 31%
 - Worse in Areas 1 and 4
- ✓ Employee parking is a problem for 61%
 - "Often" for 35%
 - "Sometimes" for 26%
 - "Never" for 40%

23

Problem Intersections

- ✓ Main & Shoshone (37% of respondents)
- ✓ North Five Points
- ✓ 2nd & 2nd (all of them)
- ✓ 2nd & Main
- ✓ 2nd & Shoshone

24

Historic Old Towne BID Business Survey Summary of Key Results

As of January 2001

Physical Enhancements

✓ <u>Definitely</u> would benefit business	41%
✓ <u>Probably</u> would benefit business	16%
✓ <u>Not sure</u> about benefits	21%
✓ Would <u>not</u> benefit business	1%
✓ No response	21%

25

Highest Priority Enhancements

- ✓ Sidewalks (new, cleaner, fix ripples)
- ✓ Lighting
- ✓ Landscaping
- ✓ Streets (fix bad spots, cleaner)
- ✓ Public restrooms
- ✓ Building facades
- ✓ Benches
- ✓ Eliminate pigeon mess

26



Marketing & Promotion Issues

- ✓ Most Downtown customers are residents of the City; however, many businesses draw significant numbers of customers from surrounding counties
- ✓ Personal sales, print advertising and telephone sales are the most common methods of promotion
- ✓ More than 70% of businesses spend less than \$10,000 per year on marketing & advertising

27

Origin of Customers

- ✓ For more than half of businesses, majority of customers live in City of Twin Falls (one in five draw 75%+ of their customers from the City)
- ✓ However, 44% reported that less than half of their customers are City residents (49% of retailers)
- ✓ Professional services and FIRE sectors draw more customers from surrounding counties
- ✓ For nearly all businesses (92%), tourists are less than a quarter of their customers

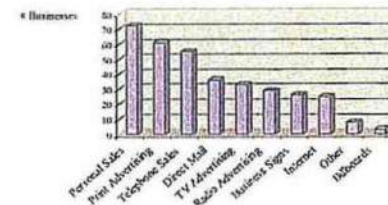
28

Origin of Sales

- ✓ For the majority of businesses (53%), walk-in customers account for 75% or more of total sales
- ✓ However, for 17% of businesses, walk-in customers are less than 25% of all sales
- ✓ Only 16% of businesses generate more than 25% of sales from telephone orders
- ✓ No survey respondents generate more than 25% of total sales from catalog/mail order or Internet sales
- ✓ Three businesses generate 75% or more of their sales from outside sales rep's/dealers

29

Methods Used by Businesses to Communicate with Customers

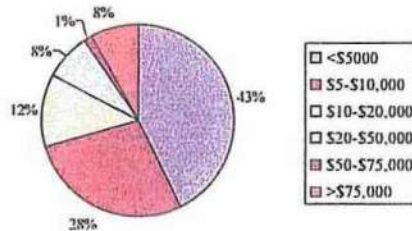


30

Historic Old Towne BID Business Survey Summary of Key Results

As of January 2001

Amount Spent per Year on Marketing & Advertising



BID Activities

- Special events are not rated highly in terms of effectiveness for most businesses (even retailers)
- Many businesses are interested in cooperative promotions coordinated by the BID
- Teamwork and awareness-building are key to successful BID promotions and activities
- A variety of communication methods is needed to reach BID members

12

Business Suggestions for BID Promotions

- Build Awareness:** cooperative promotions, live remotes at Downtown businesses, de-emphasize events
- Twin Falls Tonight:** move to Main Ave.; mid-week
- Family-Oriented Events:** sidewalk art, antique show/fair, car show, cook-off, parades (Christmas, St. Patrick's Day, Homecoming), Hot August Nights
- Theme Events:** Mardi Gras, Crazy Days in January, After-Hour promotions, concerts, Home Health Professionals Fair
- Don't Do Them (10):** BID promotions don't work

13

Interested in Cooperative Promo Campaigns Coordinated by BID

- Two thirds of businesses are interested or willing to consider cooperative promotion or ad campaigns

Definitely:	13%
Probably:	22%
Not Sure:	31%
No:	34%

- Those businesses collectively spend \$750,000 to \$1.2 million per year on marketing and advertising

14

Business Owner Ratings of Downtown Event Effectiveness

Event	Rating (Out of 5)
Oktoberfest	2.41
Crazy Days	2.01
Western Days	1.83
Car Raffle	1.43
Twin Falls Tonight	1.18
Coupon Book	1.01
Overall Effectiveness	1.91

15

Best Way for BID to Communicate with Business

Method	#	%
Fax	21	28%
E-Mail	20	27%
Newsletter/Mail	17	23%
Telephone	12	16%
In Person	5	7%

- No strong consensus on communication methods.

16

Historic Old Towne BID Business Survey Summary of Key Results

As of January 2001

Suggestions to Guide Future BID Activities

- ✓ Build greater sense of teamwork - more broad-based business participation in committees, etc.
- ✓ Develop more effective promotions - reduce focus on events; expand to benefit all businesses in BID
- ✓ Address the parking issues: location, visibility
- ✓ Create fun Downtown, make it easily accessible
- ✓ Continue to highlight Downtown's assets: beautiful setting, unique businesses
- ✓ Recruit complementary businesses

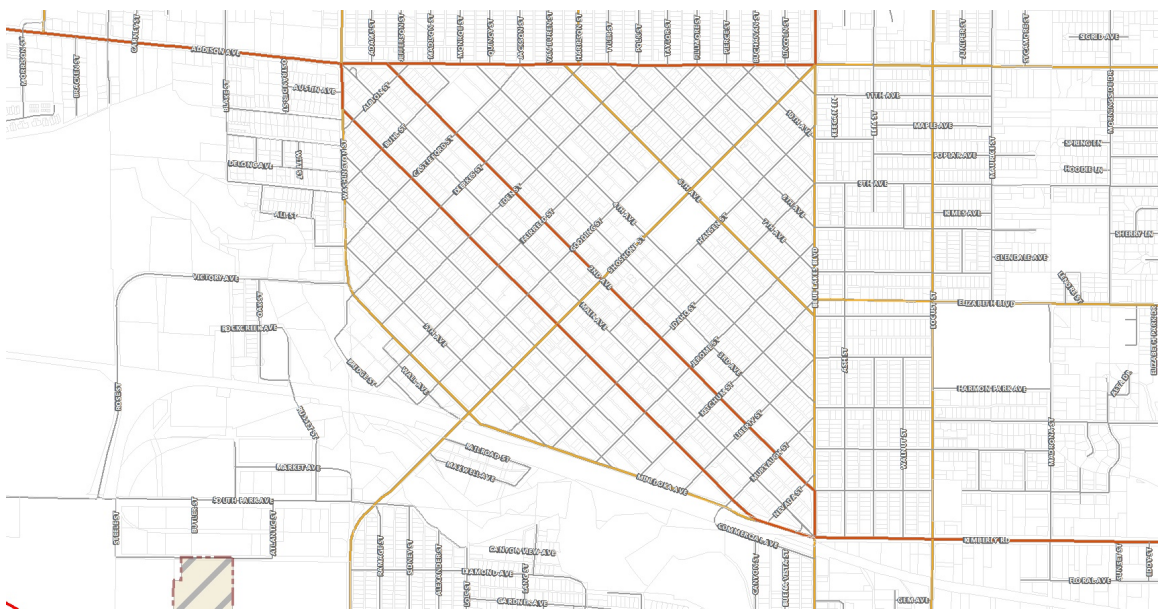
37



For More Information

For more information about the
business survey results, contact:
The Hingston Roach Group, Inc.
PO Box 400, Grangeville, Idaho 83530
Tel: 208.983.2175
Fax: 208.983.9188
E-mail: hroach@micron.net

38





Date: Monday, September 10, 2018
To: Honorable Mayor and City Council
From: Mandi Thompson, Grant & Community Relations Manager

Discussion

Request:

Discussion on the future of the Municipal Powers Outsource Grants (MPOG) program.

Time Estimate:

30 minutes. The discussion will include of the history of the program, as well as the total amount of funds that have been dispersed to date. Past recipients of the funds have been notified of this agenda item and some may be present to offer comment.

Background:

The Municipal Powers Outsource Grants (MPOG) program was established in 2003 in an effort to create a formalized process for community organizations and non-profits to request funds from the City. The grants were designed to provide financial support for organizations that provide programs and/or services that support the mission and vision of the City, and that benefit the residents of Twin Falls. Applicants were required to demonstrate collaboration, coordination, and partnership with other organizations or services to achieve goals, while not duplicating services already provided in the community.

To be eligible for consideration, recipients must operate as a local non-profit, charitable, educational, civic, scientific, social welfare, religious, health service organization, or a governmental or quasi-governmental unit that is addressing needs within the city that would otherwise be a responsibility of city government to provide or enhance existing city services.

Since the beginning of the program, \$1,544,983 has been granted to 21 organizations.

Approval Process:

N/A

Budget Impact:

There is currently \$85,000 in the FY 2019 Budget for MPOG Grants.

Regulatory Impact:

There is no regulatory impact.

History:

N/A

Analysis:

N/A

Conclusion:

N/A

Attachments:

1. MPOG Allocations

City of Twin Falls				
History of MPOG Program				
	02-03	03-04	04-05	05-06
	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>
<u>Organization</u>				
Municipal Band	\$ 20,705	\$ 20,705	\$ 20,000	\$ 20,961
Trans IV	\$ 18,000	\$ 20,000	\$ 20,000	\$ 21,000
Visitors Center/Chamber	\$ 15,000	\$ 15,000	\$ 15,000	\$ 16,000
RSVP	\$ 1,000	\$ 1,000	\$ -	\$ -
Boys and Girls Club	\$ 20,000	\$ 20,000	\$ 20,000	\$ 21,000
Magic Valley Arts Council	\$ -	\$ 10,000	\$ 10,000	\$ 10,000
Southern Idaho Tourism	\$ -	\$ -	\$ -	\$ 500
Crisis Center of the Magic Valley	\$ -	\$ -	\$ 5,000	\$ 5,000
Twin Falls Library Foundation	\$ -	\$ -	\$ -	\$ -
Interlink Caregivers of MV	\$ -	\$ -	\$ -	\$ -
Twin Falls Senior Center	\$ -	\$ -	\$ -	\$ -
CASA	\$ -	\$ -	\$ -	\$ -
Salvation Army	\$ -	\$ -	\$ -	\$ -
Jubilee House, Inc.	\$ -	\$ -	\$ -	\$ -
Art Guild of the Magic Valley	\$ -	\$ -	\$ -	\$ -
Wellness Tree Health Clinic	\$ -	\$ -	\$ -	\$ -
Victory Home Restoration center	\$ -	\$ -	\$ -	\$ -
Magic Valley Symphony	\$ -	\$ -	\$ -	\$ -
Orton Botanical Garden	\$ -	\$ -	\$ -	\$ -
Safe House	\$ -	\$ -	\$ -	\$ -
LINC	\$ -	\$ -	\$ -	\$ -
	\$ 74,705.00	\$ 86,705.00	\$ 90,000.00	\$ 94,461.00

06-07	07-08	08-09	09-10	10-11	11-12	12-13
<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>
\$ 21,161	\$ 21,161	\$ 21,161	\$ 21,161	\$ 21,161	\$ 20,000	\$ 21,200
\$ 28,639	\$ 30,000	\$ 31,500	\$ 31,500	\$ 31,500	\$ 30,000	\$ 25,000
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 21,000	\$ 25,000	\$ 23,500	\$ 23,500	\$ 23,500	\$ 21,500	\$ 11,150
\$ 10,000	\$ 10,000	\$ 10,000	\$ 9,000	\$ 9,000	\$ 9,000	\$ 6,150
\$ 3,600	\$ 5,000	\$ 5,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ -
\$ 8,100	\$ 14,000	\$ 14,000	\$ 10,839	\$ 10,839	\$ 11,000	\$ 15,000
\$ 7,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000
\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,500	\$ 3,000
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 100,000.00	\$ 105,161.00	\$ 105,161.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00

13-14	14-15	15-16	16-17	17-18	TOTAL
<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>
\$ 20,000	\$ -	\$ -	\$ -	\$ -	\$ 249,376
\$ 20,000	\$ 20,000	\$ 25,000	\$ 25,000	\$ 31,000	\$ 408,139
\$ -	\$ -	\$ -	\$ -		\$ 61,000
\$ -	\$ -	\$ -	\$ -		\$ 2,000
\$ 12,900	\$ 6,100	\$ 12,000	\$ 8,000	\$ 6,000	\$ 275,150
\$ 10,000	\$ 10,000	\$ 13,000	\$ 9,000	\$ 9,000	\$ 144,150
\$ -					\$ 26,100
\$ 15,000	\$ 15,000	\$ 15,000	\$ 10,000	\$ 12,450	\$ 161,228
\$ -					\$ 7,500
\$ -	\$ 4,000	\$ 10,000	\$ 9,000	\$ 8,700	\$ 36,700
\$ 3,000	\$ 3,500	\$ 3,500	\$ 9,609	\$ 3,800	\$ 30,909
\$ 6,600	\$ 6,000	\$ 6,700	\$ 6,641	\$ 6,450	\$ 38,391
\$ 7,500	\$ 6,100		\$ 10,000	\$ 6,000	\$ 34,600
\$ 5,000	\$ 4,000	\$ 6,500	\$ 3,500	\$ 3,500	\$ 25,000
\$ -	\$ 1,000	\$ 1,000	\$ -		\$ 2,000
\$ -	\$ 3,090	\$ 3,900	\$ -	\$ 10,000	\$ 16,990
\$ -	\$ -	\$ 3,400	\$ -		\$ 3,400
\$ -	\$ -	\$ -	\$ 1,000	\$ 1,000	\$ 2,000
\$ -	\$ -	\$ -	\$ 1,000	\$ 1,000	\$ 2,000
\$ -	\$ -	\$ -	\$ 3,750	\$ 4,700	\$ 8,450
\$ -	\$ -	\$ -	\$ 3,500	\$ 6,400	\$ 9,900
\$ 100,000.00	\$ 78,790.00	\$ 100,000.00	\$ 100,000.00	\$ 110,000.00	\$ 1,544,983.00

City of Twin Falls				
History of MPOG Program				
	02-03	03-04	04-05	05-06
	Actual	Actual	Actual	Request
<u>Organization</u>				
Municipal Band	\$ 20,705	\$ 20,705	\$ 20,000	\$ 20,961
Trans IV	\$ 18,000	\$ 20,000	\$ 20,000	\$ 35,000
Visitors Center/Chamber	\$ 15,000	\$ 15,000	\$ 15,000	\$ 16,000
RSVP	\$ 1,000	\$ 1,000	\$ -	\$ -
Boys and Girls Club	\$ 20,000	\$ 20,000	\$ 20,000	\$ 25,000
Magic Valley Arts Council	\$ -	\$ 10,000	\$ 10,000	\$ 10,000
Southern Idaho Tourism	\$ -	\$ -	\$ -	\$ 500
Crisis Center of the Magic Valley	\$ -	\$ -	\$ 5,000	\$ 10,000
Twin Falls Library Foundation	\$ -	\$ -	\$ -	\$ -
Family Health Services	\$ -	\$ -	\$ -	\$ -
Interlink Caregivers of MV	\$ -	\$ -	\$ -	\$ -
Magic Valley Fellowship Hall, Inc.				
Twin Falls Senior Center	\$ -	\$ -	\$ -	\$ -
CASA	\$ -	\$ -	\$ -	\$ -
Salvation Army	\$ -	\$ -	\$ -	\$ -
Jubilee House, Inc.	\$ -	\$ -	\$ -	\$ -
Art Guild of the Magic Valley	\$ -	\$ -	\$ -	\$ -
Wellness Tree Health Clinic	\$ -	\$ -	\$ -	\$ -
Victory Home Restoration center				
Magic Valley Symphony				
Orton Botanical Garden				
Safe House				
LINC				
	\$ 74,705.00	\$ 86,705.00	\$ 90,000.00	\$ 117,461.00

05-06	06-07	06-07	07-08	07-08	08-09
Actual	Request	Actual	Request	Actual	Request
\$ 20,961	\$ 21,161	\$ 21,161	\$ 21,161	\$ 21,161	\$ 21,161
\$ 21,000	\$ 40,000	\$ 28,639	\$ 40,000	\$ 30,000	\$ 40,000
\$ 16,000	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 21,000	\$ 25,000	\$ 21,000	\$ 25,000	\$ 25,000	\$ 25,000
\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 12,000
\$ 500	\$ 5,000	\$ 3,600	\$ 5,000	\$ 5,000	\$ 5,000
\$ 5,000	\$ 10,000	\$ 8,100	\$ 15,000	\$ 14,000	\$ 15,000
\$ -	\$ -	\$ 7,500	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ 10,000	\$ -	\$ 4,359
\$ -	\$ -	\$ -	\$ 10,050	\$ -	\$ 9,200
					\$ 7,000
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
					\$ -
					\$ -
\$ 94,461.00	\$ 111,161.00	\$ 100,000.00	\$ 136,211.00	\$ 105,161.00	\$ 138,720.00

08-09	09-10	09-10	10-11	10-11	11-12
Actual	Request	Actual	Request	Actual	Request
\$ 21,161	\$ 21,161	\$ 21,161		\$ 21,161	\$ 21,161
\$ 31,500	\$ 40,000	\$ 31,500		\$ 31,500	\$ 40,000
\$ -	\$ -	\$ -		\$ -	\$ -
\$ -	\$ -	\$ -		\$ -	\$ -
\$ 23,500	\$ 26,300	\$ 23,500		\$ 23,500	\$ 25,500
\$ 10,000	\$ 12,000	\$ 9,000		\$ 9,000	\$ 10,000
\$ 5,000	\$ 5,000	\$ 4,000		\$ 4,000	\$ 4,000
\$ 14,000	\$ 25,000	\$ 10,839		\$ 10,839	\$ 15,000
\$ -	\$ -	\$ -		\$ -	\$ -
\$ -	\$ 2,500	\$ -		\$ -	\$ -
\$ -	\$ 24,602	\$ -		\$ -	\$ -
\$ -	\$ -	\$ -		\$ -	\$ -
\$ -	\$ -	\$ -		\$ -	\$ 5,000
\$ -	\$ -	\$ -		\$ -	\$ -
\$ -	\$ -	\$ -		\$ -	\$ -
\$ -	\$ -	\$ -		\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -		\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 105,161.00	\$ 156,563.00	\$ 100,000.00		\$ 100,000.00	\$ 120,661.00

11-12	12-13	12-13	13-14	13-14	14-15
Actual	Request	Actual	Request	Actual	Request
\$ 20,000		\$ 21,200	\$ 21,161	\$ 20,000	\$ -
\$ 30,000	\$ 40,000	\$ 25,000	\$ 62,400	\$ 20,000	\$ 65,000
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 21,500	\$ 23,500	\$ 11,150	\$ 21,500	\$ 12,900	\$ 21,500
\$ 9,000	\$ 10,000	\$ 6,150	\$ 15,000	\$ 10,000	\$ 15,000
\$ 4,000	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 11,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 20,000
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ 10,000	\$ 5,000	\$ -	\$ -	\$ 15,000
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 4,500	\$ 6,430	\$ 3,000	\$ 4,822	\$ 3,000	\$ 3,500
\$ -	\$ 6,094	\$ 6,000	\$ 6,641	\$ 6,600	\$ 6,641
\$ -	\$ 10,000	\$ 5,000	\$ 20,000	\$ 7,500	\$ 20,000
\$ -	\$ 5,000	\$ 2,500	\$ 5,000	\$ 5,000	\$ 5,000
\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000
\$ -	\$ -	\$ -	\$ -	\$ -	\$ 17,077
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 100,000.00	\$ 126,024.00	\$ 100,000.00	\$ 171,524.00	\$ 100,000.00	\$ 189,718.00

14-15	15-16	15-16	16-17	16-17	17-18
Actual	Request	Actual	Request	Actual	Request
\$ 20,000	\$ 40,000	\$ 25,000	\$ 50,000	\$ 25,000	\$ 50,000
\$ 6,100	\$ 16,500	\$ 12,000	\$ 16,500	\$ 8,000	\$ 16,500
\$ 10,000	\$ 15,000	\$ 13,000	\$ 15,000	\$ 9,000	\$ 15,000
\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 10,000	\$ 15,000
\$ 4,000	\$ 22,860	\$ 10,000	\$ 15,960	\$ 9,000	\$ 15,960
\$ 3,500	\$ 3,500	\$ 3,500	\$ 9,850	\$ 9,609	\$ 9,850
\$ 6,000	\$ 6,641	\$ 6,700	\$ 6,641	\$ 6,641	\$ 6,641
\$ 6,100			\$ 20,000	\$ 10,000	\$ 20,000
\$ 4,000	\$ 7,000	\$ 6,500	\$ 8,000	\$ 3,500	\$ 8,000
\$ 1,000	\$ 1,000	\$ 1,000			
\$ 3,090	\$ 3,900	\$ 3,900	\$ -	\$ -	\$ -
\$ -	\$ 10,000	\$ 3,400	\$ -	\$ -	\$ -
\$ -			\$ 5,000	\$ 1,000	\$ 5,000
			\$ 25,000	\$ 1,000	\$ 25,000
			\$ 5,000	\$ 3,750	\$ 5,000
			\$ 5,000	\$ 3,500	\$ 5,000
\$ 78,790.00	\$ 141,401.00	\$ 100,000.00	\$ 196,951.00	\$ 100,000.00	\$ 196,951.00

17-18				
Actual				
		\$ 249,376	84644	\$ 334,020
\$ 25,000		\$ 377,139	31000	\$ 408,139
\$ 8,000		\$ 269,150	6000	\$ 275,150
\$ 9,000				
\$ 10,000				
\$ 9,000				
\$ 9,609				
\$ 6,641				
\$ 10,000	\$ 28,600	\$ 6,000	\$ 34,600	
\$ 3,500				
\$ -				
\$ -				
\$ 1,000				
\$ 1,000				
\$ 3,750				
\$ 3,500				
\$ 100,000.00				



Date: Monday, September 10, 2018
To: Honorable Mayor and City Council
From: Mandi Thompson, Grant & Community Relations Manager

ACTION ITEM

Request:

Request for the Council to accept the SAFER (Staffing for Adequate Fire and Emergency Response) grant that was awarded to the City of Twin Falls by FEMA (Federal Emergency Management Association) on August 31, 2018.

Time Estimate:

Five minutes.

Background:

Grant Manager Mandi Thompson and Fire Chief Les Kenworthy requested approvals to apply for a SAFER grant on April 23, 2018. The grant application was to hire five (5) first-year fire fighters in order to address inadequate staffing levels at the fire department.

The grant will pay for 75% of the salaries and benefits for the five (5) fire fighters for two years, and then 35% for a third year. This program was designed to help increase staffing levels in fire departments without the departments having to fully absorb the cost of the positions in a single budget year.

The Council approved the grant application and Vice Mayor Nikki Boyd signed a letter of support for the City's SAFER grant application. The City was notified that our application was funded on August 31, 2018.

The amount of the federal funds awarded in the grant is \$655,327 and the local match is \$407,363, for a total project cost over three years of \$1,062,690.

Approval Process:

Acceptance of the grant award by majority vote.

Budget Impact:

The impact to the 2018-19 budget will be \$88,557, which is 25% of five (5) first-year fire fighters salaries plus benefits.

Regulatory Impact:

None.

History:

N/A

Analysis:

N/A

Conclusion:

Staff recommends that the Council accept this grant award for the hiring of five (5) additional fire fighters.

Attachments:

None



Date: Monday, September 10, 2018
To: Honorable Mayor and City Council
From: Steve O'Connor, City Planner

ACTION ITEM

Request:

Request for annexation with a zoning designation of M-2 for approximately 40 (+/-) acres currently zoned M-2 and located at 630 Hankins Road South. c/o Randy Musser (app. PZ18-0045).

Time Estimate:

Applicant may take up to 10 mins, staff's presentation will be approximately 5 mins.

Background:

Property is a 40+ acre parcel zoned M-2 in the Area of Impact located at 630 Hankins Rd. S.

Approval Process:

Per City Code §10-15-2: Annexation

The Commission shall conduct at least one public hearing, to send a recommendation to City Council for the proposed plan and zoning designation. Interested persons shall have an opportunity to be heard at the commission and council hearings. The Planning & Zoning Commission hearing shall not consider comments on annexation and shall be limited to the proposed plan and zoning changes.

The Council, prior to adoption, shall conduct at least one public hearing using the same procedures as the commission.

Budget Impact:

This request, if approved would increase the taxable property within city limits, however it will be a negligible amount.

Regulatory Impact:

Annexation of this property will affect the regulations by which this property is enforced. It will, if annexed, fall under all regulatory policies of the City of Twin Falls and not just Title 10, as with property in the Area of Impact.

History:

There is limited history on this property other than it is an original 40 acre parcel being utilized as agricultural and storage of RV trailers.

Analysis:

This is a request to annex parcel RP10S17E237200, a 40 acres +/- parcel located at 630 Hankins Rd. S. Currently the parcel is zoned M-2, and the applicant is not requesting a zoning change with this

annexation. The property is currently being utilized with both agricultural and transportation uses, with the storage of R.V. trailers on the premises.

On August 14th, all present Planning & Zoning Commissioners voted to forward a positive recommendation, to the council, for the M-2 zoning, should the property be annexed.

Conclusion:

The Council is tasked to approve, request a different zoning designation, request additional information be provided, or deny the request as presented.

Attachments:

1. CC PZ18-0045 Staff Report
2. 1 - Vicinity Map
3. 2 - Narrative
4. 3 - Photos
5. 4 - 08-14-18 Draft P&Z Hearing Minutes



Comprehensive Staff Report

To: Planning & Zoning Commission
 Presenter: Steve O'Connor, City Planner
 Editor: Administrator
 Author: Steve O'Connor, City Planner
 Request: **Annexation** with a zoning designation of M-2 for approximately 40 (+/-) acres currently zoned M-2 and located at 630 Hankins Road South.
 Application: PZ18-0045
 Applicant:
 Randy Musser
 3272 Falls Ave E.
 Twin Falls, ID 83301
 208.731.4700
 rtmusser@mbauction.com

Public Hearing: July 24th, 2018

Analysis

This is a request to annex parcel RP10S17E237200, a 40 acres +/- parcel located at 630 Hankins Rd. S. Currently the parcel is zoned M-2, and the applicant is not requesting a zoning change with this annexation.

The property is currently being utilized with both agricultural and transportation uses, with the storage of R.V. trailers on the premises.

On August 14th, all present Planning & Zoning Commissioners voted to forward a positive recommendation, to the council, for the M-2 zoning, should the property be annexed.

Approval Process

§10-15-2: Annexation

The Commission shall conduct at least one public hearing, to send a recommendation to City Council for the proposed plan and zoning designation. Interested persons shall have an opportunity to be heard at the commission and council hearings. The Planning & Zoning Commission hearing shall not consider comments on annexation and shall be limited to the proposed plan and zoning changes. (Ord. 2012, 7-6-1981)

Regulatory Impact:

Annexation of this property will affect the regulations by which this property is enforced. It will, if annexed, fall under all regulatory policies of the City of Twin Falls and not just Title 10, as with property in the Area of Impact.

History

There is limited history on this property other than it is an original 40 acre parcel being utilized as ag and storage of RV trailers.

Applicable Regulations or Codes

City Code 10-15; Annexation Regulations

City Code 10-4-10: Heavy Manufacturing district

Comprehensive Plan Compliance

The 2016 Comprehensive Plan "Grow With Us" designates this area as "Industrial." Staff has determined this request is in compliance with the 2016 comprehensive plan.

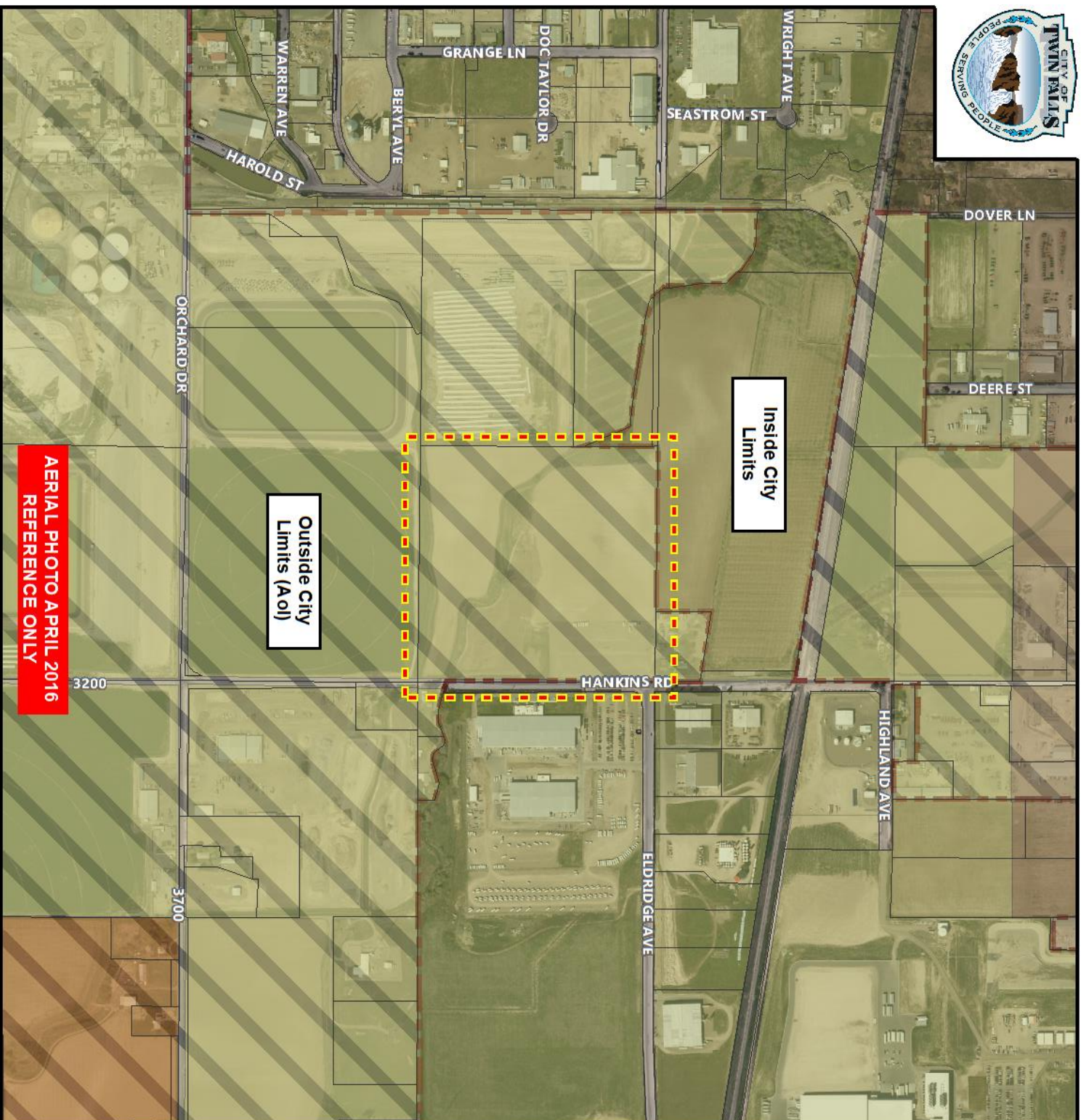
Conclusion

The Commission is tasked to make a recommendation to the City Council on the zoning designation being requested by the applicant. The Commission's recommendation may be to deny the request, approve the request as presented, request a different zoning designation or request additional information be provided.

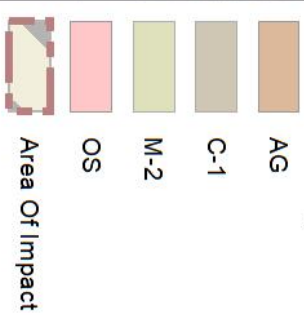
Attachments

1. Vicinity Map
2. Narrative
3. Photos

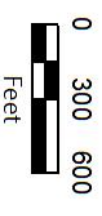
Public Hearing: July 24th, 2018



Vicinity Map



Current Zoning & Land Use:
Ag & Industrial
Comprehensive Plan:
Industrial
Adjacent Zoning & Land Uses:
North:
M-2
South:
M-2 AoI
East:
Hankins Rd. S.; M-2
West:
M-2 AoI



ANNEXATION REQUEST

We are requesting annexation for 40 acres located at 630 Hankins Rd South. The reason for the annexation is so we can hook up to city water and sewer in order to serve a manufactured office for Star Fleet.

The annexation should not change the zoning of the property, as it is already zoned M2 Industrial.

The annexation and zoning is very compatible with the surrounding area as I believe most of the properties surrounding the subject property is all zoned M2.

The intended use of a portion of the property is to store new RV trailers until they can be transported to dealerships across the northwest region. There is approximately 25 acres that is still being farmed at this time.



NE Corner Looking SW



SE Corner Looking NW



Twin Falls Planning & Zoning Commission Minutes

Tuesday, August 14, 2018, 6:00 PM

203 Main Avenue E
Twin Falls, ID 83301

Members -

City Limits: Danielle Dawson, Vice-Chair; Craig Hawkins; Gerardo "Tato" Muñoz, Chairman; Ed Musser; Carolyn Bolton; Curtis Hansen; Craig Kelley

Area of Impact: Ryan Higley; David Detweiler

1) Confirmation of Quorum/Call Meeting to Order

Chairman Munoz called the meeting to order, he confirmed a quorum, reviewed the public hearing procedures and introduced staff.

Members Present: Dawson, Hawkins, Munoz, Musser, Bolton, Hansen, Kelley

Staff Present: Cherry, Nope, O'Connor, Spendlove, Strickland, Vitek

2) Consideration of Amendments to Agenda - None

3) General Public Input - None

4) Consent Calendar

a) Approval of Minutes from the following meeting: 07-24-18

b) Approval of Findings of Fact and Conclusions of Law for the following meeting: 07-24-18

Motion:

Commissioner Hansen made a motion to approve the consent calendar, as presented.

Commissioner Bolton seconded the motion.

Unanimously Approved

5) Items of Consideration

a) Request for consideration of a preliminary plat for The Falls at the Preserve, a PUD subdivision approximately 4.18 acres consisting of 3 lots located along the 2400 Block of Pole Line Road East. c/o Gerald Martens on behalf of Connie Storrer (app. PZ18-0034)

Applicant Presentation:

David Thibault, EHM Engineers, Inc, representing the applicant, stated this property on the northeast side of Twin Falls. The plan is to plat the property into 3 lots, with septic systems and well. The property south of this area is zoned for a residential development. He stated he is here to request approval of the preliminary plat and has no objections to staff recommendations.

Staff Presentation:

City Planner Cherry reviewed the request on the overhead and stated this is a request for consideration of a preliminary plat for The Falls at the Preserve, a PUD subdivision approximately 4.18 acres consisting of 3 lots located along the 2400 Block of Pole Line Road East.

This parcel has been in open space/agriculture use since the 1950s. The subject property is part of The Preserve PUD #261, first recorded in 2006. On April 23, 2018, City Council approved an amendment to the applicable PUD (#261) which allows for the three (3) lots of the proposed preliminary plat to be developed in accordance to SUI Zoning District Development Standards instead of R-2 Zoning District Development Standards. This is a request for approval for the preliminary plat "The Falls at the Preserve", a proposed single-family development near the east extension of Pole Line Road, in the northern portion of The Preserve PUD (#261). The preliminary plat proposes three (3) lots with three (3) residential units located in the R-2 Zoning District. This Plat complies with City Code in regards to development criteria for the SUI Zoning District and the applicable PUD.

Approval of a preliminary plat does not constitute a commitment by the City to provide water or waste water services. The plat indicates that each lot will be connected to City of Twin Falls water and sewer systems. A guarantee of services comes when the City Engineer signs a will-serve letter after final and construction plans are reviewed. A final plat, that is in conformance with the approved preliminary plat and including any conditions the Commission may have required, is then presented to the City Council. Only after a final plat has been approved by the City Council and construction plans approved, may the plat be recorded and lots sold for development.

Should the Commission approve the preliminary plat of "The Falls at the Preserve", as presented, staff recommends approval be subject to the following conditions:

1. Subject to final technical review and amendments as required by building, engineering, fire, and zoning officials to ensure compliance with all applicable city code requirements and standards.
2. A letter from the Idaho Department of Water Resources that indicates approval of individual wells for those proposed lots will be required prior to the submittal of a final plat.
3. A letter from South Central Health District that indicates approval of individual septic systems for those proposed lots will be required prior to the submittal of a final plat.

PZ/Questions & Comments:

- Commissioner Hansen asked for clarification on the location of the Canyon Rim Trail and the possible interference to this path during construction.
- City Planner Cherry explained the applicant does not anticipate any interference due to construction.
- Commissioner Munoz asked for clarification stating that the third lot was going to be

accessed through driveway that passes between the other two lots. He explained it looks as though that driveway will have to cross a waterway, and asked how the developer plans to address that issue.

- Mr. Thibault explained there will either be a bridge constructed or piped to address the waterway.
- Commissioner Munoz clarified that access to all three of these lots will be through the private road to the north.
- Mr. Thibault confirmed that to be true and stated there are not any plans for access to come from the development to the south.

Public Hearing: Opened and Closed

Discussions Followed: Without Concerns

Motion:

Commissioner Bolton made a motion to approve the request, as presented, with staff recommendations. Commissioner Higley seconded the motion. All members present voted in favor of the motion.

Approved, As Presented With the Following Conditions

1. Subject to final technical review and amendments as required by building, engineering, fire, and zoning officials to ensure compliance with all applicable city code requirements and standards.
2. A letter from the Idaho Department of Water Resources that indicates approval of individual wells for those proposed lots will be required prior to the submittal of a final plat.
3. A letter from South Central Health District that indicates approval of individual septic systems for those proposed lots will be required prior to the submittal of a final plat.

6) Public Hearings

- a) Request for Special Use Permit to operate an indoor recreation facility "Gym" on property located at 1763 Fillmore Street. c/o WEC97H-Idaho Investment Trust (app. PZ18-0037)

Applicant Presentation:

Sammy Salem, representing the applicant, stated this is a Special Use Permit request for property located at 1763 Fillmore Street. He thanked staff for their support during this process. They have owned this property since 1997, the space has had several occupants, without much success. They have had several businesses interested in the building but have finalized a deal with Planet Fitness who is very interested in the site. They plan to renovate the site and remodel the interior of the building. He anticipates the project to be a success. He

asked for the Commission's approval for the Special Use Permit and they do not object with staff's recommendations.

Staff Presentation:

City Planner O'Connor, reviewed the request on the overhead and stated this is a request for Special Use Permit to operate an indoor recreation facility "Gym" on property located at 1763 Fillmore Street.

The Blue Lakes Investors Concept 91 PUD was approved and recorded in early 1992, and governs a significant portion of land north of Pole to the Canyon Rim, between Blue Lakes N and Harrison St. with the exception of the Breckenridge Property. This was the old Hancock Fabrics Store however it is vacant at this time.

This is a request to establish an indoor recreation facility on property located at 1736 Fillmore St. N. A health or fitness club is classified as indoor recreation and therefore requires an SUP per the Blue Lakes Concept 91 PUD and the C-1 zone. The applicant has submitted a site plan showing a partial demolition of the north side of the building. This area will serve as additional parking. The site plan is not drawn to city code requirements, however, before any building permit is issued a site plan that meets city code is required.

Should the Commission approves this request as presented, then staff recommends the following conditions.

1. Subject to site plan amendments as required by City Code Standards.

PZ/Questions & Comments:

- Commissioner Higley clarified that the demo would allow for additional parking.
- City Planner O'Connor confirmed that to be true.
- Commissioner Dawson asked about extended hours.
- City Planner O'Connor explained extended hour restrictions only apply to retail. This will not be a retail business therefore there are not restrictions for hours of operation.
- Commissioner Detweiler asked about the removal of the dock area and if there will be landscaping.
- City Planer O'Connor explained with the removal of a portion of the building the parking that will be installed will have to meet code and that there is some landscaping along that portion of the property.
- Commissioner Munoz asked if there will be any retail sales at this location for the public.
- Mr. Salem stated no.
- Commissioner Hansen asked about hours and staffing.
- Mr. Salem explained they will be a 24 hours 7 days a week operation and will have a staff member on site 24 hours.

Public Hearing: Opened

Jim Stevens, representing the HOA President of Breckenridge Estates, he stated and his

neighbors are concerned about the 24 hour operation, but is pleased to hear they will have staff on-site 24 hours. He explained that there are people that do donuts in the area late at night and sometimes they have people that hit golf balls at the houses in this neighborhood. He asked if the applicant would consider installing security cameras.

Discussions Followed:

- Mr. Salem explained he will work to see what they can do to help the neighbors.
- Commissioner Bolton explained that she is very supportive of retrofitting an existing building.
- Commissioner Higley agreed that this will be a great fit for the building.
- Commissioner Hansen agreed with the Canyon Rim Trail close by it should be a good fit.
- Commissioner Munoz explained refreshing a building and bringing it back to life is great.

Motion:

Commissioner Kelley made a motion to approve the request, as presented, with staff recommendations. Commissioner Detweiler seconded the motion. All members present voted in favor of the motion.

Approved, As Presented, With The Following Conditions

1. Subject to site plan amendments as required by City Code Standards.
- b) Request for a Special Use Permit for a home occupation to operate a gunsmith shop on property located at 3362B Addison Avenue East. c/o Ron Holmgren (app. PZ18-0041)

Applicant Presentation:

Ron Holmgren, the applicant stated he is here to present a Special Use Permit request to operate a gunsmith shop on property located at 3362 B Addison Avenue East. He has been gun-smithing for years, and would like to pursue on a more formal business. He has a building to operate this business from and feels it would be a success.

Staff Presentation:

City Planner Cherry, reviewed this request on the overhead and stated this is a request for a Special Use Permit for a home occupation to operate a gunsmith shop on property located at 3362B Addison Avenue East. The Special Use Permit process requires a public hearing in which interested persons have the opportunity to be heard, with regards to the application.

The Commission shall make a decision on the request within thirty (30) days after the public hearing. If Conditions of Approval are placed on the permit by the Commission, the Administrator shall issue the permit specifically listing such conditions. These conditions shall be implemented within 6 months or the permit is void.

If the Commission's decision is appealed within fifteen (15) days of the signing of the Findings of Fact, City Council shall set a hearing date to consider all information, testimony and minutes of the previous hearing to reach a decision on the appeal.

The primary residence on this property was constructed in 1908 per Twin Falls County Records.

This is a request to establish a Home Occupation for a Gunsmith Shop (firearm maintenance, repair, modifications, and commissioned builds) on the property located at 3362 B Addison Ave. E within the SUI Zoning District.

The applicant intends to primarily receive firearms to gunsmith via mail deliveries. However, the applicant wishes to provide potential customers the opportunity to hand deliver their firearms to his residence.

A Special Use Permit is required for Home Occupations which generate traffic to the premises.

If the Commission approves this request as presented, then staff recommends the following conditions.

1. Subject to site plan amendments as required by City Code Standards.
2. Subject to all federal, state, and local laws and regulations.

PZ/Questions & Comments:

Commissioner Detweiler asked if there will be any gun sales from this location.

City Planner Cherry explained he can facilitate sales.

Commissioner Detweiler asked about test firing.

Mr. Holmgren explained that he will not be doing any onsite test firing.

Commissioner Bolton asked about modifications to the building being used for this work.

Mr. Holmgren explained no there will not be any modifications

Commissioner Munoz asked about reloading or sale of ammunition.

Mr. Holmgren stated it will not be a retail location, no ammunition to be sold.

Public Hearing: Opened & Closed Without Input

Discussions Followed: Without Concerns

Motion: Dawson, Hawkins

- c) Request for a Special Use Permit to store & blend agricultural seed treating chemicals on property located at 252 Deere St. c/o The McGregor Company (app. PZ18-0044)

Applicant Presentation:

David Thibault, EHM Engineers, Inc. representing the applicant stated that this request is triggered by the storage of chemical identified as Hazardous by the Fire Code. The property is zoned manufacturing, the chemicals have been reviewed and presented to the Fire Department. They have no objections to the staff recommendations.

Staff Presentation:

Request for a Special Use Permit to store & blend agricultural seed treating chemicals on property located at 252 Deere St. The Special Use Permit process requires a public hearing in which interested persons have the opportunity to be heard, with regards to the application. The Commission shall make a decision on the request within thirty (30) days after the public hearing. The Administrator If conditions are placed on the permit, shall issue a special use permit listing the specific conditions specified by the Commission for approval. Conditions shall be implemented within 6 months or the permit is void.

If the Commission's decision is appealed within fifteen (15) days of the signing of the Findings of Fact, City Council shall set a hearing date to consider all information, testimony and minutes of the previous hearing to reach a decision on the appeal.

The existing building on the northern portion of the property was constructed in 1985. The southern portion of the property is currently vacant/undeveloped.

This is a request to allow the storage and blending of agricultural seed treating chemicals at 252 Deere Street within the M-2 Zoning District.

The existing building on the northern portion of the property will be used for office space and chemical blending. A 10,000 square foot chemical storage facility will be constructed on the southern portion of the property.

The M-2 Zone requires a special use permit (SUP) for the storage of chemical products. The proposed facilities are at least three hundred feet (300') from a residential dwelling.

If the Commission approves this request as presented, then staff recommends the following conditions.

1. Subject to site plan amendments as required by City Code Standards.
2. Subject to all federal, state, and local laws and regulations.

PZ/Questions & Comments:

Commissioner Bolton clarified the layout of the storage.

Mr. Erickson explained chemicals will be stored in the new building with an office in the other building.

Commissioner Erickson asked about spill management

If the container leaks contain it

If your load is not secure-secure it

We can all live and work here forever if we remember that every drop counts.

Commissioner Munoz asked about a spill protocol and hazardous waste disposal protocol

Commissioner Hansen asked about current use of building.

Public Hearing: Opened & Closed Without

Public Hearing: Closed

West: Agricultural

North: Government Facility

Discussions Followed:

Kelly glad to see expansion, heavy regulation to keep license

Hansen glad Fire has looked at it

Motion: Higley, Detweiler

- d) Request for annexation with a zoning designation of M-2 for approximately 40 (+/-) acres currently zoned M-2 and located at 630 Hankins Road South. c/o Randy Musser (app. PZ18-0045)

Applicant Presentation:

Randy Musser, the applicant, explained he purchased the subject property in 1999 and a good portion of it is being used for agriculture. They have gravel on the front end of the property that has been used for equipment auctions, they are now doing more online auctions and they have not been using the land like they used to. They have been approached by Star Fleet for a location to store Jayco trailers. The property has been leased and they would like to put a mobile office building on the property and because they are within a certain distance of city services they have to annex into the city. There is a long term lease for the property.

Staff Presentation:

Request for annexation with a zoning designation of M-2 for approximately 40 (+/-) acres currently zoned M-2 and located at 630 Hankins Road South. The Commission shall conduct at least one public hearing, to send a recommendation to City Council for the proposed plan and zoning designation. Interested persons shall have an opportunity to be heard at the commission and council hearings. The Planning & Zoning Commission hearing shall not consider comments on annexation and shall be limited to the proposed plan and zoning

changes. (Ord. 2012, 7-6-1981)

There is limited history on this property other than it is an original 40 acre parcel being utilized as ag and storage of RV trailers.

This is a request to annex parcel RP10S17E237200, a 40 acres +/- parcel located at 630 Hankins Rd. S. Currently the parcel is zoned M-2, and the applicant is not requesting a zoning change with this annexation. The property is currently being utilized with both agricultural and transportation uses, with the storage of R.V. trailers on the premises.

The Commission is tasked to make a recommendation to the City Council on the zoning designation being requested by the applicant. The Commission's recommendation may be to deny the request, approve the request as presented, request a different zoning designation or request additional information be provided.

PZ/Questions & Comments:

Commissioner Munoz clarified the recommendation is the zoning for the annexation. City Planner O'Connor explained yes the applicant is not requesting a change in the zoning, and it is consistent with the comprehensive plan

Public Hearing: Opened & Closed Without Input

Discussions Followed: Without Concerns

Motion: Kelley, Detweiler

7) Upcoming Meeting(s)

No meetings for August 28, 2018

- a) August 28, 2018 Public Hearing - Cancelled

8) Adjournment



Date: Monday, September 10, 2018
To: Honorable Mayor and City Council
From: Stacy McClintock, Recreation Supervisor

ACTION ITEM

Request:

Request to raise the Twin Falls Recreation Fees.

Time Estimate:

The staff presentation will take approximately 2 minutes, another 10-15 minutes for discussion.

Background:

Staff was directed to generate additional revenue to help cover the cost of using BIB (Background Investigation Bureau) to conduct background checks for volunteers that coach teams for our youth sports programs.

Since 2012 the Twin Falls Parks and Recreation has not had a fee increase for youth recreation programs and since 2008 the Twin Falls Parks and Recreation has not had a fee increase for use of recreation facilities.

1. Raise the in-town recreation youth fee to \$27 plus tax (\$28.62), currently the price is \$20.
2. Raise the out-of-town recreation youth fee to \$47 plus tax (\$49.82), currently the price is \$35.
3. Rework the fee structure for use of facilities for tournaments:
 - a. \$50 plus tax (\$53) per full day rental per field (more than 6 hours)
 - b. \$25 plus tax (\$26.50) per half day rental per field (less than 6 hours)
 - c. \$35 plus tax (\$37.10) for the first prep
 - d. \$30/hour plus tax (\$31.80) for field crew staff (2 man crew minimum 4 hours) must be a continuous time. One per complex.
4. Rework the fee structure for Adult leagues
 - a. \$80 per night plus tax (\$84.80) (6-11pm) includes lights, prep, use of scoreboards and score sheds
 - b. \$60 per daytime plus tax (\$63.60) hours max 5 hours includes prep, use of scoreboards and score sheds
5. Rework the fee structure for youth leagues
 - a. \$40 plus tax (\$42.40) per daytime hours max 5 hours includes prep, use of scoreboards and score sheds
 - b. \$50 plus tax (\$53.00) per night (5-9pm) includes lights, prep, use of scoreboards and score sheds.
 - c. Cal Ripkin partner rate. \$30 plus tax (\$31.80) per prep includes lights, use of scoreboards and score sheds

Approval Process:

For proposed fee increases of 5% or more, the Council is required to hold a public hearing.

Budget Impact:

According to the 2018 number of participants and teams, these recommendations by the Commission would have a net increase of approximately \$30,000.

Regulatory Impact:

A resolution would set the fees for the increases in these programs.

History:

N/A

Analysis:

N/A

Conclusion:

If the Parks and Recreation Commission recommends these increases and since the increases are over 5%, the City could would have a public hearing on the proposed increases. Fees would be implemented in the 2018-2019 fall/winter recreation guide.

Attachments:

1. Rec Fees Resolution 09-10-18 - Final Resolution

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF TWIN FALLS, IDAHO,
ESTABLISHING RECREATION PROGRAM FEES.

BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF TWIN
FALLS, IDAHO:

Section 1: That Recreation Program fees shall be established as follows:

Youth Sports (City)-	
In City Limits (basketball, baseball, softball, soccer, flag football, volleyball)	28.62
Out of City Limits (basketball, baseball, softball, soccer, flag football, volleyball)	49.82
Adult League Fees-	
Night Use (6pm-11pm)	84.80
Daytime Use Max 5 hours	63.30
Tournament Fees-	
Full Day Rental/Field (more than 6 hours)	53.00
Half Day Rental/Field (less than 6 hours)	26.50
Field Preparation	37.10
Hour Cost of Crew (2 man crew minimum 4 hours-1 per complex)	31.80
Youth Fees for League (non-city)-	
Daytime Use Max 5 hours	42.40
Night Time Use (5pm-10pm)	53.00
Cal Ripken Partner Rate	31.80

Effective Date – September 10, 2018

Section 2: That all prior resolutions or parts thereof inconsistent with this Resolution are repealed.

PASSED BY THE CITY COUNCIL	, 2018.
SIGNED BY THE MAYOR	, 2018.

MAYOR

ATTEST:

DEPUTY CITY CLERK



Date: Monday, September 10, 2018
To: Honorable Mayor and City Council
From: John Pauley, Aquatics Director

ACTION ITEM

Request:

Request to raise the Twin Falls City Pool Fees.

Time Estimate:

The staff presentation will take approximately 5 minutes with another 15-20 minutes for discussion.

Background:

In April 2017 when the City took over operations of the City Pool, the City Council approved fees for pool passes and programs. Over the last year we have gauged what additional program fees we need as well as adjustments that need to be made to pool passes and daily admission fees.

Approval Process:

For proposed fee increases of 5% or more, the City Council is required to hold a public hearing.

Budget Impact:

These fee adjustments will allow the City Pool to increase revenue by providing more programs, access options for pool users, and some fee increases. Approval of the request will allow City Staff to proceed with the fee adjustments.

Regulatory Impact:

A resolution would set the fees for the increases in these programs and admission fees.

History:

N/A

Analysis:

N/A

Conclusion:

The Parks and Recreation Commission recommended these increases and since the increases are over 5%, the City would hold a public hearing on the proposed increases. If the fees are approved by the City Council, they would be fully implemented by December 2018.

Attachments:

1. City Pool Fee Proposals 2018 Table
2. Pool Fees Resolution 09-10-18

City Pool Fee Proposals

FEE	CURRENT RATE	PROPOSED RATE (includes sales tax)	% INCREASE
Daily Admissions: (based on age)			
2 & Under	\$2.50	.00	-100%
3-11 Years	\$3.50	\$3.00	-14.3%
12-17 Years	\$3.50	\$4.00	12.5%
18-59 Years	\$4.50	\$5.00	11%
60 & Older	\$4.50	\$4.00	-11.1%
Punch Pass (20 punches for price of 15 punches)			
3-11 Years	\$53.00	\$45.00	-15.1%
12-17 Years	\$53.00	\$60.00	11.7%
18-59 Years	\$68.00	\$75.00	9.4%
60 & Older	\$68.00	\$60.00	-11.8%
Monthly Passes: Family			
Twin Falls' resident	\$38.00	\$47.00	19.2%
Non-resident	\$43.00	\$52.00	17.4%
Annual Passes: Family			
Twin Falls' resident	\$380.00	\$470.00	19.2%
Non-resident	\$430.00	\$520.00	17.4%
Summer Passes: Family			
Twin Falls' resident	\$110.00	\$140.00	21.5%
Non-resident	\$130.00	\$155.00	16.2%
Summer Passes: Senior			
Twin Falls' resident	\$81.00	\$72.00	-11.2%
Non-resident	\$96.00	\$87.00	-9.4%
Monthly Senior Pass (60 & Older)			
Twin Falls' resident	\$27.00	\$24.00	-11.2%
Non-resident	\$32.00	\$29.00	-9.4%
Annual Senior Pass (60 & Older)			
Twin Falls' resident	\$270.00	\$240.00	-11.2%
Non-resident	\$320.00	\$290.00	-9.4%
30 Day Pass (No program discounts)			
Family Resident	.00	\$62.00	100%
Family Non-Resident	.00	\$67.00	100%
Single Resident	.00	\$42.00	100%
Single Non-Resident	.00	\$47.00	100%
Senior Resident	.00	\$39.00	100%
Senior Non-Resident	.00	\$44.00	100%
CSI Rec Center – City Pool Membership (Must have CSI Rec Center Membership and City Pool Pass to qualify. CSI Rec will do the same.)		Approximate 25% discount on City Pool Passes	
Monthly Passes: Family			
Twin Falls' resident	.00	\$35.00	100%
Non-resident	.00	\$39.00	100%
Monthly Single Pass			
Twin Falls' resident	.00	\$20.00	100%
Non-resident	.00	\$24.00	100%
Monthly Senior Pass (60 & Older)			
Twin Falls' resident	.00	\$18.00	100%
Non-resident	.00	\$22.00	100%

Programs:			
Lifeguard Class (Full) Pass Holder	.00	\$150.00	100%
Lifeguard Class (Full) Non-pass Holder	.00	\$200.00	100%
Lifeguard Class with Waterfront Pass Holder	.00	\$200.00	100%
Lifeguard Class with Waterfront Non-pass Holder	.00	\$250.00	100%
Lifeguard Class Recertification Pass Holder	.00	\$75.00	100%
Lifeguard Class Recertification Non-Pass Holder	.00	\$100.00	100%
Water Safety Instructor Cert Pass Holder	.00	\$150.00	100%
Water Safety Instructor Cert Non-pass Holder	.00	\$200.00	100%
Lifeguard Instructor Cert Pass Holder	.00	\$200.00	100%
Lifeguard Instructor Cert Non-pass Holder	.00	\$250.00	100%
Pool Rentals (per hour)			
1-100 people	.00	\$125.00	100%
Each additional 25 over 101 to 300 people.	.00	\$20.00	100%
Additional \$20 for every 25 people.			
Each additional 25 people from 301-500.	.00	\$10.00	100%
Additional \$10 for every 25 people.			
Swim Meet Rental (Per Day/Winter)	.00	\$650.00	100%
Swim Meet Rental (Per Day/Summer)	.00	\$1,000.00	100%
Lane Rental (per hour/lane)	.00	\$25.00	100%
Youth Aquatic Programs Pass Holder	.00	\$25.00	100%
Youth Aquatic Programs Non-Pass Holder	.00	\$35.00	100%
Water Aerobics Class (8 classes) Pass Holder	.00	\$25.00	100%
Water Aerobics Class (8 classes) Non-Pass Holder	.00	\$45.00	100%
300 Mile Swim Club Pass Holder	.00	\$10.00	100%
300 Mile Swim Club Non-Pass Holder	.00	\$20.00	100%
Kayak Day Pass	.00	\$10.00	100%

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF TWIN FALLS, IDAHO,
ESTABLISHING CITY POOL PROGRAM AND ADMISSION FEES.

BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF TWIN FALLS,
IDAHO:

Section 1: That City Pool fees shall be established as follows:

Daily Admissions:

• 2 & Under	0.00
• 3-11 Years	3.00
• 12-17 Years	4.00
• 18-59 Years	5.00
• 60 & Older	4.00

Punch Passes (20 admissions for the price of 15):

• 3-11 Years	45.00
• 12-17 Years	60.00
• 18-59 Years	75.00
• 60 & Older	60.00

Monthly Passes:

• Family Twin Falls Resident	47.00
• Family Non-Resident	52.00
• Senior (60 & Older) Twin Falls Resident	24.00
• Senior (60 & Older) Non-Resident	29.00

Annual Passes:

• Family Twin Falls Resident	470.00
• Family Non-Resident	520.00
• Senior (60 & Older) Twin Falls Resident	240.00
• Senior (60 & Older) Non-Resident	290.00

Summer Passes:

• Family Twin Falls Resident	140.00
• Family Non-Resident	155.00
• Senior (60 & Older) Twin Falls Resident	72.00
• Senior (60 & Older) Non-Resident	87.00

30 Day Passes (No program discounts):

• Family Twin Falls Resident	62.00
• Family Non-Resident	67.00
• Single Twin Falls Resident	42.00
• Single Non-Resident	47.00
• Senior (60 & Older) Twin Falls Resident	39.00
• Senior (60 & Older) Non-Resident	44.00

CSI Rec Center – City Pool Membership (Monthly Only)

• Family Twin Falls Resident	35.00
• Family Non-Resident	39.00
• Single Twin Falls Resident	20.00
• Single Non-Resident	24.00

• Senior (60 & Older) Twin Falls Resident	18.00
• Senior (60 & Older) Non-Resident	22.00
Lifeguard Class (Full) Pass Holder	150.00
Lifeguard Class (Full) Non-Pass Holder	200.00
Lifeguard Class with Waterfront Pass Holder	200.00
Lifeguard Class with Waterfront Non-Pass Holder	250.00
Lifeguard Class Recertification Pass Holder	75.00
Lifeguard Class Recertification Non-Pass Holder	100.00
Water Safety Instructor Class Pass Holder	150.00
Water Safety Instructor Class Non-Pass Holder	200.00
Lifeguard Instructor Class Pass Holder	200.00
Lifeguard Instructor Class Non-Pass Holder	250.00
Pool Rentals (per hour)	
• 1-100 people	125.00
• Each additional 25 people from 101 to 300 people	20.00
• Each additional 25 people from 301 to 500 people	10.00
Swim Meet Rental (Per Day/Winter)	650.00
Swim Meet Rental (Per Day/Summer)	1,000.00
Lane Rental (per hour/lane)	25.00
Youth Aquatic Programs Pass Holder	25.00
Youth Aquatic Programs Non-Pass Holder	35.00
Water Aerobic Classes (8 classes) Pass Holder	25.00
Water Aerobic Classes (8 classes) Non-Pass Holder	45.00
300 Mile Swim Club Pass Holder	10.00
300 Mile Swim Club Non-Pass Holder	20.00
Kayak Day Pass	10.00

Effective Date - September 10, 2018

Section 2: That all prior resolutions or parts thereof inconsistent with this Resolution are repealed.

PASSED BY THE CITY COUNCIL
SIGNED BY THE MAYOR

, 2018.
, 2018.

MAYOR

ATTEST:

DEPUTY CITY CLERK