THE URBAN RENEWAL AGENCY OF THE CITY OF TWIN FALLS

January 2011 Update

Business Opportunity Projects

- C3 Call Center
  - Costs of property operations thus far through November (beginning in February) are $292,854 (including transaction costs for the C3 lease). Rental payments began in September and through November we have collected $96,339 ($32,113 per month). This winter a fair amount of leaks have occurred in the roof and we are currently searching for someone to assess the roof and determine what should be done with it.
- Current projects
  - Worked with JUB and special projects committee to provide a proposal to the board for a waterline design to serve SE Twin Falls. That will be presented at the January board meeting.
- New Leads
  - Responded to a regional lead for a manufacturing company expansion. As the building requirements do not exceed 30,000 sf, we responded with our virtual building program.

Downtown Development

- Strategic implementation subcommittee has finalized plans for a downtown development community meeting to take place Jan. 28, 1:30 pm at The Ballroom. We will invite the full Agency board, City Council, County Commission, downtown property owners and merchants, the media, and all interested citizens/residents of Twin Falls. Mark Rivers will facilitate the discussion about creating new life and energy into downtown.
- Douglas Peterson from The Housing Company continues to show interest in a mixed-use project in Old Town. Latest update is a project that could possibly begin construction in 2012. Staff sent a map of Old Town with potential sites outlined.
- PMF completed the Red's Trading Post demolition in December. Now we need to determine our short-term plan for that site. One idea would be to create a pocket park as that is such a prominent site in downtown.

Communication/Administrative

- Staff is working with MSVM to begin the new website development.
- Staff worked with Mike Tracy to send out news releases and implementing our communication strategy. Melinda and Tom Frank appeared on KLIX radio the morning after December's board meeting and will do so again the day after January's meeting to update listeners on Agency activities.
- Staff sent Agency updates to various community groups for release to their members. We plan to do that monthly.
- Staff interviewed with Idaho Business Review for an update of Twin Falls economic activity.
- Gary Garnand sent an update letter to our local legislators of our 2010 accomplishments and activities and asked for their support this coming legislative season of urban renewal.