Twin Falls Urban Renewal Agency
Updates | February 2011

Projects and Media

February media coverage was, again, pretty solid considering some challenging issues with the Communication Training discussions. We generated a good story from the board meeting and followed up with a release the next day on the board meeting to other media outlets in the region.

Larry Hall led an especially solid team effort in a guest opinion response concerning his work with Kimberly and the URA issues discussed at that meeting. We received immediate support from the Times News in the printing of the piece and did it in a very timely fashion.

Much of the month was spent in preparation of the Communication Training proposal that was approved by the Board and then the actual construction of the outline and full agenda for the March training.

Finally, I am in frequent contact with Melinda, both by email and phone, to consult with her on various media issues to make sure we are completing the items agreed upon in the original proposal for the TFURA board.

Hours

Research	3.5 hours
Media contacts:	2 hours
Client calls	3 hours
Client emails	2.5 hours
Print materials	3 hours
Agency meeting	1 hour
Agency calls	1 hour
Communication Agenda Prep	4 hours
Total hours	20 hours

Twin Falls Urban Renewal Agency

URA Short form description (the elevator speech)

- Agency formed to help Twin Falls with building infrastructure, improving run down areas and assisting with economic development

- We have a five year plan that was unanimously approved by the Board, the City Council and the people of Twin Falls at the beginning of 2010.

- 2010 was banner year for the TFURA with the Dell Building purchase and the contract with C3

- In 2010 with C3 and other projects well over 1000 new jobs were created in Twin Falls

- We are building on that momentum in 2011 with a new development contract to speed up the process of bringing in or expanding business in downtown Twin Falls

- The Governor cited the TFURA and the C3 project as a perfect example of how public/private partnerships can create jobs

THE URBAN RENEWAL AGENCY
OF THE CITY OF TWIN FALLS

URBAN RENEWAL PROJECTS
January 2011

ConAgra/Lamb-Weston/Universal Frozen Foods

A long-time potato processor in Twin Falls, the company expanded in 1989 and added hundreds of jobs. The expansion project consisted of new road construction, extended water and sewer lines, and construction of an anaerobic digester. CDBG funds and EDA funds were also used to construct a new 2-lane bridge over Rock Creek Canyon which allowed the City to vacate Russet Street in front of the plant.

This was a $22.5 million expansion for ConAgra (then Universal Frozen Foods) with only a $2.33 million investment from the URA. This expansion had been planned for Park Rapids, Michigan but occurred here due to the assistance provided to them.

Henningsen Cold Storage

Henningsen invested $10 million into a new facility and added 30 jobs in 1989. URA invested approximately $1.25 million to write-down the purchase cost of 10 additional acres, extension of an access road, and extension of sewer and water lines.

Seastrom Manufacturing

This metal-stamping company was recruited from Glendale, CA in 1994 and provided 120 new jobs. $440,000 in TIF funds were used to write down the purchase of 10 acres, construction of a new road, and curb/gutter installation. A $350,000 CDBG was also used to complete the deal which resulted in a $3 million investment.

Solo Cup (Clear Shield National)

This plastics company expanded to Twin from Chicago in 1996 and created 115 jobs. URA used $1.5 million to assist the company with rail siding and railroad crossing, storm water basin, landscaping, and curb/gutter. A $500,000 CDBG and $215,000 Business Plus II grant was utilized to help purchase the 17-acre site. This led to a $10+ million investment by the company.

Dell Corporation

Dell opened their technical support center in 2001 with 200 employees and was up to 700 employees in 2007. The TFURA played a critical part in negotiating the details to complete this transaction. The URA invested $500,000 into improving telecoms to the building and is leasing an off-site parking lot to accommodate employee parking. A $500,000 CDBG was used to write down the cost of that lease. Business Plus also put in $500,000. In January 2010 the URA acquired the site and marketed it for a new tenant. In June 2010 it signed a lease with C3.

Jayco, Inc.

This travel-trailer manufacturer expanded to Twin from Elkhart County, IN in 2005. It opened up with 50 employees. The TFURA purchased the 150,000 sf Norco building for $1.9 million and is leasing the building to Jayco for the amount of the 10-year note. A $500,000 CDBG was used to write down the cost of the purchase.

In 2006 Jayco purchased a 176-acre parcel on the southeast side of Twin on Hankins Road with the intent of expanding their operations as well as develop a much needed 100-acre industrial park for their suppliers and other compatible manufacturing/warehousing use. In 2007 Jayco opened two new buildings and added 250 new jobs on Hankins Road. The City installed a 12" water line to the park.

In December 2008 the Agency board approved reimbursing Jayco $525,000 over 5 years plus 3.11% interest (Treasury rate at time of negotiation) as the Agency was no longer able to get a loan for a lump sum reimbursement. The City used a $468,000 grant plus an additional $250,000 to construct a new water line to serve the new Jayco expansion and industrial park.

Robert Weed Plywood Company

Opened in June 2008 with 5 employees in the Jayco industrial park. Manufactures plywood panels for the RV industry. The Agency reimbursed them $20,000 for infrastructure. They invested approximately $2 million in this project.

C3 Connect

URA hired local/national firms to market the Dell call center and 2 months later hosted a visit from C3. In June 2010 URA signed a 5-year lease (+ extension) with C3. By November C3 had ~850 employees.

DOWNTOWN PROJECTS

Between 1994 - 2009 TFURA purchased Old Town property and demolished deteriorated buildings, improved streets and streetscape, installed street lighting and landscaping, installed new decorative signs, provided parking, assisted with façade/building improvement, and repaired infrastructure such as old, deteriorated water lines. That has led to owners and agencies investing millions of dollars to upgrade their properties. Examples are a new law office, retailers improving their space and facades, Magic Valley Bank opening a new office downtown, a new VA clinic, and more.

<u>In preparation for a redevelopment effort in downtown the URA:</u>
Purchased several buildings where the business had closed. It has assessed some sites for environment contamination and demolished several deteriorated and vacant buildings that could not be rehabilitated. We are working with an experienced downtown developer to find uses and tenants for these properties so they will become useful again.

St. Luke's Old Town Office

In 2009 URA approved developing a parking lot to support 110 St. Luke's employees to be housed at the former Crum Electric building at 3rd Ave. S. and Hansen. The City received $498,000 in CDBG funds to develop parking lot, landscaping, lighting, sidewalks, alley paving, and new water line.