Twin Falls Urban Renewal Agency
Updates | August 2011

Projects

During August we have move forward with production of a video segment showing how the TFURA joined forces with other agencies and groups to secure the C3 contract in Twin Falls. We completed a second round of scripting and have just about completed editing of a video draft of the project. We will have a copy of that draft for review in the first week of September. The goal will be to have the final edited by October 1, 2011.

Media

On August 2 C3 announced an expansion of hiring and the TFURA Board Chair, Gary Garnand, weighed in with this statement:

TFURA Decision Continues to Bear Fruit for Twin Falls Economy

(Twin Falls) The Twin Falls Urban Renewal Agency Board Chair Gary Garnand applauded the announcement by C3 to expand their workforce by 300 people immediately adding to the over 600 individuals already employed at the call center that opened last October.

"The decision by the TFURA Board to purchase the old Dell Building in the winter of 2010 continues to bear fruit for our economy and the people of Twin Falls that are looking to get back into the workforce," said Gary Garnand. "C3 has been a perfect fit for our market and continues to grow as they projected when they signed their lease agreement with the TFURA over a year ago. The citizens of this community have shown C3 that their decision to locate in Twin Falls was good for business and at the same time C3 has become a strong corporate citizen in the community."

The statement was picked up in total by the Times News and is reflected in the following story:

C3 to Add 300 Jobs in Twin Falls; Company to Expand into Texas, Arizona

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Times-News file photo

Aubrey Cheney, a supervisor at the C3 Twin Falls call center, talks with members of her team in December 2010. C3 announced Tuesday that it plans to hire an additional 300 employees at its Twin Falls location.

Learn more

For more information and to apply online, visit c3connect.com.

Florida-based call center company C3, which operates a more than 600-employee call center in Twin Falls, plans to add 300 workers to its Magic Valley location.

The company announced the expansion plan Tuesday, when it also outlined plans to open a 500-employee call center in Waco, Texas. It has also recently announced plans to expand its Salt Lake City call center and open a new center in Tuscon, Ariz.

In Twin Falls, the company expects 50 of the new workers to be seasonal, spokeswoman Alicia Laszewski said in an email. Positions to be added include full-time customer service representatives and management.

C3 expects to begin hiring immediately. The seasonal employees will work until roughly late December or early January 2012, though they'll be given first consideration to stay on for permanent jobs that open up, Laszewski said.

"The continued growth in our business and the outstanding job the team has done here in Twin Falls, enables us to continue to grow in the Magic Valley" C3 Chairman and Co-CEO David Epstein said in a written release. "We're very proud of the team in Twin Falls as they continue to

impress our clients and their customers, and are happy to have the opportunity to welcome more residents into the C3 family of employees."

The company opened its Twin Falls call center last year, pledging to bring as many as 1,200 jobs to the Magic Valley.

Still, the latest big employer in Twin Falls has had its ebbs and flows of hiring. C3 laid off 100 employees in February, citing a reduction in call volume.

Twin Falls Urban Renewal Agency Board Chair Gary Garnand welcome's C3's expansion.

"The decision by the TFURA Board to purchase the old Dell Building in the winter of 2010 continues to bear fruit for our economy and the people of Twin Falls that are looking to get back into the workforce," Garnand said in a statement. "… The citizens of this community have shown C3 that their decision to locate in Twin Falls was good for business and at the same time C3 has become a strong corporate citizen in the community."

Ben Botkin may be reached at 735-3238.

Read more: http://magicvalley.com/business/local/c-to-add-jobs-in-twin-falls-company-to-expand/article_41a8864a-74e0-5865-b72a-a8ba1f60a763.html#ixzz1WpjUhtRy

The press release also generated positive coverage on KMVT-TV and included a broadcast story with his comments and the following condensed comment in the online version:

C3 Call Center looking to hire 300 employees

By Paul Johnson

Story Created: Aug 2, 2011 MDT

Story Updated: Aug 4, 2011 at 1:14 PM MDT

TWIN FALLS, IDAHO (KMVT-TV) The C3 call center is looking to add to their workforce. In a news release issued by the Twin Falls Urban Renewal agency, it was announced that 300 additional jobs will be added to the 600 people already employed by the call center. The center opened last October in the old Dell Building. The Urban Renewal Agency purchased the building in the winter of 2010. Gary Garnand the agency board chairman said that C3 has been a perfect fit for our market. Garnand said that the call center continues to grow as they projected when they signed their lease agreement over a year ago.

Hours

Media calls:	1.5 hour
Client calls	3.5 hours
Client emails	1.5 hours
Press releases	1.5 hours
Agency calls	2.5 hours
Online reviews	3.5 hours
Video scripting	3.0 hours
Audio recording	2.0 hours
Editing	6.5 hours
Total hours	25.5 hours