

Twin Falls Multi-Use Event Center Citizen Involvement Ad Hoc Committee Charter

Purpose

The City of Twin Falls is initiating an exploration focused on potential development of a multi-use event center. This committee will evaluate community need, develop event center concepts, prioritize facility features, review potential locations, recruit community partners, and identify funding options for both construction and operation. The committee may also assist in securing funding for this center.

Background

Interest in a multi-use event center for Twin Falls has been growing due to the need for a versatile space accommodating community events, conventions, performances, and activities. The most recent comprehensive study of a potential convention center in Twin Falls was conducted in 1992 – more than 30 years ago – commissioned by the Twin Falls Area Chamber of Commerce. That study concluded that while much of the local meeting demand could be accommodated at that time by existing facilities, many of those facilities no longer exist. The community continues to face limited options for meetings, events, and conferences of all sizes.

Feasibility Study Funding

To assess the feasibility of this multi-use event center, the Twin Falls City Council has allocated up to \$125,000 from State and Local Fiscal Recovery Funds (SLFRF) under the American Rescue Plan Act. This allocation will support the completion of a feasibility study, which is a crucial step in determining the center's potential impact, projected use, and financial sustainability. This study will provide critical insights for the committee as it establishes the facility's design and funding strategies.

Need and Strategic Alignment

Twin Falls continues to experience growth that requires more flexible facilities to support economic development, tourism, and local business initiatives. A multi-use event center would enhance the city's profile as a regional destination, attracting conventions, sports tournaments, cultural events, and other large gatherings that support local businesses, create jobs, and contribute to a vibrant community economy. The facility would also support local organizations for meetings, trainings, and events. The City's Prosperous Community objectives in the Strategic Plan align directly with these goals:

- Prosperous Community Goal, Objective PC1.1: Create conditions that attract businesses to locate, stay, and expand within the city. *A multi-use event center provides a highly flexible venue that enhances the city's capacity to host business conventions, expos, and other events, encouraging both business retention and growth. This facility would help build Twin Falls' reputation as a prime location for regional and business gatherings, directly supporting local economic growth.*

- Prosperous Community Goal, Objective PC1.2B: Enhance tourism offerings and promote Twin Falls as a destination. *A multi-use event center will expand the city's tourism potential by enabling it to host larger events that attract visitors from surrounding areas and beyond. This increased tourism will benefit hotels, restaurants, retail businesses, and services, bringing new revenue to Twin Falls and strengthening the local economy.*

- Prosperous Community Goal, Objective PC1.3A: Increase job opportunities and support workforce development. *The event center's operations and the events it attracts will create job opportunities in hospitality, tourism, facility management, and event services. These positions contribute to workforce expansion and provide options for local employment, supporting the City's goals for a prosperous, sustainable community.*

Committee Objectives

The City has identified the following objectives for this project:

- Prepare a Request for Qualifications (RFQ) for consulting services to conduct the feasibility study.
- Review event center concepts and usage models.
- Establish feature and amenity priorities for the event center.
- Evaluate potential locations for the facility.
- Identify and recruit community partners.
- Research and recommend structure for the center's management and operations.
- Identify funding sources.
- Participate in securing funding to support project development.

Citizen Involvement

Given the significant public interest in creating a facility that serves broad community needs, the Twin Falls City Council has established this Ad Hoc Citizen Committee. This committee will provide a platform for community input on the design, construction, and operation of the event center.

Ad Hoc Committee Name

Twin Falls Multi-Use Event Center Ad Hoc Citizen Advisory Committee

Committee Membership

The committee will represent various interests while remaining a manageable size. It will consist of seven (7) voting members approved by the Mayor and City Council. Representation should consider affiliation with local business associations, tourism and hospitality associations, potential end-users of such a center, institutional partners (such as the College of Southern Idaho, the Twin Falls School District, Frontier Community Resources – formerly Region IV Development, and the Urban Renewal Agency of the City of Twin Falls), private business in the tourism and hospitality industry, and at-large

residents from the City of Twin Falls. A liaison from the Twin Falls City Council will also serve on the committee.

The work of the committee will be supported by City staff, as needed, led by the Economic Development Department.

Committee Meetings

The Ad Hoc Committee will meet monthly, at a time convenient for most members, to maximize participation. Meetings will be publicly noticed, with agendas published and minutes available to the public. Each agenda will provide an opportunity for public comment.

Committee Responsibilities

- Develop an RFQ for feasibility study services.
- Evaluate submitted proposals and select a qualified provider of services.
- Review and refine design and usage concepts for a multi-use event center.
- Establish priorities for amenities and features to support diverse event types.
- Recommend funding sources and partnership opportunities.
- Gather public input, assess alternatives, deliberate, and provide recommendations.
- Present findings to the City Council and community.

Decision-Making

Final decisions on the project's scope, design, funding, and construction will be made by the Twin Falls City Council. The Ad Hoc Committee will seek input from the community, interest groups, and city staff and submit advisory recommendations to the Council. Decisions within the committee will be made by consensus, or by majority vote, if necessary, with minority reports included for City Council consideration.

Duration of the Ad Hoc Committee

This Ad Hoc Committee is expected to operate until final approval of project concepts and funding sources, approximately 12 months from its initiation, unless extended by City Council.