



## Event Center & Hotel Market & Fiscal Impact Analysis

### *Idaho Falls, Idaho*

Hunden Strategic Partners worked with the Idaho Falls Auditorium District (IFAD or Client) to perform a combined market and fiscal impact analysis relative to the development of a new hotel and arena. Idaho Falls Auditorium District, governed by a five-member Board of Directors, was created in 2011 to construct a multi-use events center in Idaho Falls. It was formed to enact a transient room tax of 5.0 percent on all hotel and motel stays for overnight accommodations within the Idaho Falls City limits.

The City of Idaho Falls established the arena as a key priority in the future plans of development within the city. An arena development within the Snake River Landing mixed-use project is expected to form transform Idaho Falls and improve its reputation as a destination for events. The Arena was designed with the goal of an NA3HL hockey team as the anchor tenant.

HSP investigated all of the project components and market elements in order to determine the current and potential future lodging demand in the market area, as well as assess the existing and potential future hotel and tax impact from the Project.

The new arena, dubbed the Idaho Falls Event Center, is in the preliminary stages of development and has secured funding as well as signed memorandums of understanding with potential construction and architectural teams.

---

**Client:** Idaho Falls Auditorium District

**Time Period:** 2016