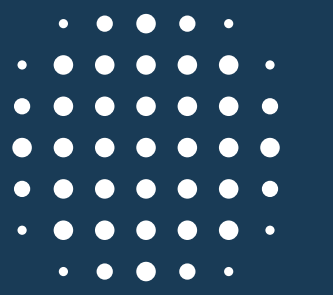




NAMPA



Auditorium District

SUPPORT LOCAL ECONOMY - REDUCE TAX BURDEN

INVEST IN LOCAL CONTROL

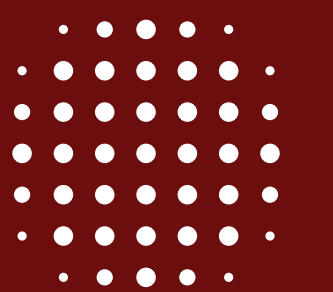
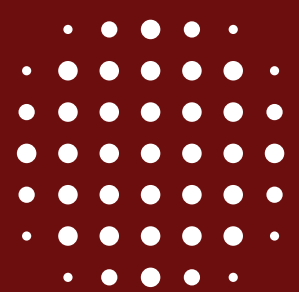


PAY FOR LOCAL VENUE IMPROVEMENTS

AT NO COST TO NAMPA RESIDENTS!

Nampa's trusted facilities have been home to thousands of incredible events over three decades, serving both locals and visitors alike. But, with inflation and growth, the cost to repair, maintain, and update these facilities is costing the City of Nampa considerably more each year.

**That's why we need to create the
Nampa Auditorium District!**



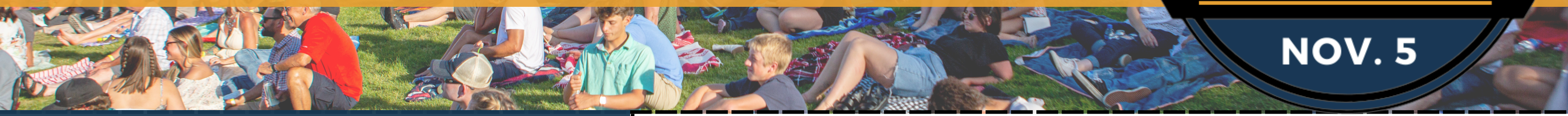
www.NampaAuditoriumDistrict.com





Support Nampa's Community Venues

Say YES to a Nampa Auditorium District!



WHO PICKS UP THE COST?



Anyone who is visiting the area and *stays at one of our local hotels* will pay a *user fee*.

FUND VENUE IMPROVEMENTS

The Auditorium District geographic boundaries are established to include both of Nampa's auditoriums and the areas where hotels are already located or are expected to be built.



Visitors to the hotels located in Nampa's Auditorium District will be charged a **user fee**, not to exceed **5% tax on the cost of their hotel room**.
The money generated from the user fee will be used for **expansion and improvement of the Ford Idaho Center and the Nampa Civic Center**.

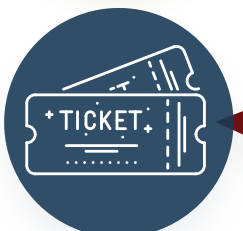
ENTERTAINMENT VENUES IN THE CITY OF NAMPA

Snapshot of October 2021 - September 2022



Ford Idaho Center

- 155 individual events & 574,127 attendees



Nampa Civic Center

- 415 individual events & 92,274 attendees

SAVE MORE ON LOCAL TAXES

Right now - the City of Nampa allocates a **taxpayer-based budget** for the operation, maintenance, and improvement of the City's largest venues, the Ford Idaho Center and the Nampa Civic Center.



By passing the creation of an auditorium district in May, **Nampa taxpayers will be not burdened with the added funding expense.**

HISTORY OF IDAHO AUDITORIUM DISTRICTS

There are currently three Auditorium Districts in Idaho:

- Boise; created in 1959
- Pocatello-Chubbuck; created in 1998
- Idaho Falls; created in 2011

The Idaho Legislature first established Auditorium Districts in 1959. Today, more Idaho communities are also considering establishing these districts.

LOCAL CONTROL ON LOCAL IMPROVEMENTS

Once the vote passes, the **Nampa Auditorium District Board of Directors** will be comprised of members who live in the Auditorium District. This allows for the district to be locally operated. Decisions are determined by the people who are directly impacted, which will include investments or improvements to:



- New and updated facilities
- Expansion of existing buildings
- Enhancements

WHY VOTE IN FAVOR?

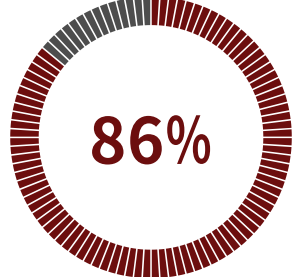
- Absolutely **NO** additional costs or taxes to Nampa residents
- **ZERO** impact on to property taxes
- **People who come from out of town to use the facilities** will be helping to cover the cost of improving Nampa's auditoriums into the future.
- Will continue to drive tourism that does **NOT** require costly growth



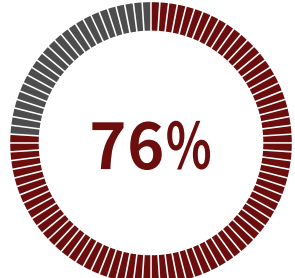
TOURISM SUPPORTS LOCAL ECONOMY

Canyon County is thriving, and more people are visiting the area each year. In fact, the **Idaho Horse Park** (a major component of the Ford Idaho Center) sees **more visitors each year than it does locals**.

Since 2017, more than 5,000 unique registered zip codes have been recorded at the Idaho Horse Park. Of that:

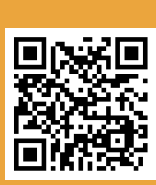


of the zip codes are **NOT** from the Treasure Valley.



of the zip codes are **NOT** from within the state of Idaho.

Visitors, like the ones visiting the Idaho Horse Park, **are the ones who will be needing a Nampa hotel - and will be the ones to pay a hotel user fee.**



www.nampaauditoriumdistrict.com