



MERIDIAN ARTS COMMISSION MEETING

City Council Chambers, 33 East Broadway Avenue Meridian, Idaho

Thursday, August 14, 2025 at 3:30 PM

MINUTES

VIRTUAL MEETING INSTRUCTIONS

To join the meeting online: <https://us02web.zoom.us/j/81095276712>

Or join by phone: 1-253-215-8782

Webinar ID: 810 9527 6712

ROLL-CALL ATTENDANCE

<input checked="" type="checkbox"/> Lizzie Taylor	<input checked="" type="checkbox"/> Patrick O'Leary (3:36)
<input checked="" type="checkbox"/> Bridget King, Vice Chair	<input checked="" type="checkbox"/> Bobby Gaytan
<input checked="" type="checkbox"/> Shaun Muscolo	<input checked="" type="checkbox"/> Seoyoon Song (3:38)
<input checked="" type="checkbox"/> Brecken Bird, Chair	<input checked="" type="checkbox"/> Jay Smith
<input checked="" type="checkbox"/> Crystal Paulson	

City Staff Cassandra Schiffler (Arts and Culture Coordinator), Sarah Alford (Arts Assistant), and Emily Kane (Deputy City Attorney) were present.

ADOPTION OF AGENDA [ACTION ITEM]

C. Paulson motioned to adopt, and L. Taylor seconded.

All ayes.

APPROVAL OF MINUTES [ACTION ITEM]

1. Approval: Minutes from the July 10, 2025 Meridian Arts Commission Meeting

L. Taylor motioned to approve, and B. King seconded.

All ayes.

NEW BUSINESS [ACTION ITEMS]

2. **Presentation:** Meridian Chamber of Commerce Update ~ *Sean Evans, Chamber President/CEO ~ 20 minutes*

S. Evans gave a presentation (see attached) on the Meridian Chamber of Commerce's efforts to establish an auditorium district in Meridian. This would help with the lack of conference and meeting facilities in Meridian. An auditorium district is a special taxing

district that allows the collection of up to 5% visitor lodging tax on hotels located in the district. Funds do not come from anywhere else. Funds are used to build and maintain public auditoriums, exhibition halls, and more. This would help Meridian be able to host indoor sporting events, graduations, shows, and more multipurpose events. Currently, people look outside of Meridian and sometimes the Treasure Valley and Idaho to host these large-scale community events. The Meridian Chamber is taking this on because they represent the business community and have put a lot of work into economic efforts. This facility will bring millions in revenue and create many jobs. They are aiming to be on the May 2026 ballot to vote yes or no on establishing this district.

C. Paulson wondered who would run the management of the facility. S. Evans responded, saying the commissioners for this district would manage it.

L. Taylor questioned where the money to physically construct this will come from since the bed tax will not cover it for many years. S. Evans stated that they have a few economic ways to get the facility built before they have the funds. This is something the public will not have to vote on.

C. Schiffler asked if the district would potentially be able to fund other facilities in the future too. Evans replied that yes it could, and it could potentially decide to build a performance facility in the future.

For more information go to: meridianauditoriumdistrict.org

S. Evans closed the presentation by reminding the commission of a couple community events coming up.

3. Presentation: Quick Draw Event during Art Week on Friday, September 19 from 5-8:30pm hosted by Idaho Art Gallery ~ *Nelli Garibyan*

N. Garibyan passed out a flyer and presented on the Quick Draw Art Competition that Idaho Art Gallery is hosting for Art Week in September. The first-place prize is \$1,000 cash and second place will receive a \$500 Downtown Meridian gift card. All work will be available for purchase during the event. They will be hosting the competition at Generations Plaza. The \$20 registration fee will go towards the cash prize. The goal is to create a work of art in just 90 min., live and in front of an audience. There will be jurors to determine a winner. 40 artists are currently signed up and they are hoping for 100 artists by the registration deadline. B. Gaytan wondered when the deadline for the registration is and N. Garibyan stated the deadline to register is September 12, a week before the event. B. Bird wondered what the artists will be making (plein air, reference, etc.)? The gallery decided to let artists do what they are comfortable with so they can bring an object for reference, look at what's around them, and all 2D mediums are encouraged. The jurors are not necessarily artists since there is a wide range of experiences, ages, and mediums participating. They didn't want to take the judging too seriously. B. Bird asked how many jurors there are, and N. Garibyan stated there would be three.

N. Garibyan announced they are opening a second location in Downtown Boise. They are growing and expanding to have more wall space to showcase additional artists and have bigger events. They will be making formal announcements in a few weeks. L. Taylor asked if there would be any guidelines for the artists to make the art community appropriate and

not political. N. Garibyan stated she had not thought of that, but she will make those guidelines and send out an email to artists that have already signed up.

REPORTS [ACTION ITEM]

4. Initial Point Gallery Exhibits: ~ Lizzie Taylor, Commissioner

- Current Exhibit: "Myths and Morals" Brecken Bird, Nikita Budkov, and Reba Robinson (3D)

Opening: Tuesday, August 5 4:30-7:00; Host: Bridget King

There were 41 attendees.

- Upcoming Exhibit: "Large Men with Small Brushes" Scott Muscolo, Roy Gover, Hugh Mossman, Dannis Hazlett, Don Belts, and Andrew Forbes (3D)

Opening Reception: Tuesday, September 2, 4:30-7:00; Host: Bobby Gaytan

Watercolor Demo during Art Week: Tuesday, September 16, 5:30-7:00; Host: ??

The hosts will be B. Bird and S. Muscolo.

- Outreach Efforts: Touchmark and the Senior Center

C. Schiffler and L. Taylor gave a presentation on the Arts Commission at Touchmark on Aug. 4. There were around 35-40 attendees at Touchmark, and the presentation was well received. The audience was interested in getting a group together to submit for the next Artist Call for Initial Point Gallery.

L. Taylor, C. Schiffler and S. Muscolo gave another presentation at the Senior Center today.

5. Events:

- Recap: Concerts on Broadway July 12 & August 9, Upcoming Final Concert: September 6

S. Alford presented to the commission about the previous two Concerts on Broadway. She gave attendance numbers and noted that there was much higher attendance at the August show for Rockabetty, probably due to the nicer weather. She explained how it is proving hard to book food trucks for this event, however, Belong Co. and Loose Screw Beer have been great vendors. S. Alford reminded everyone to attend the final concert on September 6, played by the Billy Blues Band.

- Review Schedule and Events: Art Week: September 13 – 19

C. Schiffler reviewed the schedule and events for Art Week. Instead of a finale event, we are doing the Art Party as a kick-off event this year. P. O'Leary complimented the pages and said it was well done.

- Discuss: Community Art Party, September 13 10AM - 3:00PM

C. Schiffler requested more volunteers or contacts for judges for the Chalk Art Competition at the Art Party. C. Schiffler gave a presentation on the muralists (see attached) that will be painting live murals during the Art Party. One of the muralists won the Chalk Art Competition last year. The public participant design will be the same as last year on the

large mural and there will be a smaller mural area for kids that want to participate. C. Paulson asked when volunteers should arrive and C. Schiffler stated 9:00 AM. C. Schiffler listed the performances happening at the Art Party and the Treasure Valley Children's Theatre will be the main performance. S. Muscolo wondered if we had reached out to the Boise Chordsman. C. Schiffler stated that she has tried to focus on youth performers because that is what the budget is designated for. S. Song questioned where the mural goes after the Art Party. C. Schiffler stated they weren't able to find permanent locations (other than the Lorelle Rau one that was installed at Homecourt) for them last year, so these boards are just being turned over to work on again this year. She stated they are still open to suggestions on where to install them more permanently.

6. **Public Art Project Updates:** Public Art Master Plan (Survey Responses Due August 18; Workshop Scheduled October 9), Traffic Boxes, "Safe Passages" Public Art in the Linder Road Median, Community Center Public Art ~ *Cassandra Schiffler, Arts and Culture Coordinator*

The Public Art Consultant will be returning in October for an invitational workshop to get more feedback on public art in Meridian. C. Schiffler said commissioners will be needed to help facilitate groups at the workshop on October 8.

The work is out to the vinyl vendor for the WASD traffic box designs.

No new updates for the Linder Road Median.

Parks and Rec. have signed off on the plan for the Community Center Public Art. C. Schiffler will create a subcommittee after the workshop later this year to discuss more on the art in the community center.

NEXT MEETING - Imagine Art Here Workshop, October 9, 2025 from 5:30-7:30

(Note: The regular MAC meeting in September will be cancelled for Art Week! The regular MAC meeting in October will be canceled, and a public art workshop will be held from 5:30-7:30)

ADJOURNMENT [ACTION ITEM]

L. Taylor motioned to adjourn and C. Paulson seconded.

All ayes.

Meridian Arts Commission 2025 All Commission Goals and Priorities

Program monthly Initial Point Gallery exhibits, host opening receptions, market the gallery to the city and the community, market yearly Call-to-Artists, and serve as a selection panel for new exhibits.

Participate in the partnership with the Parks and Recreation Commission and staff to add theming and identity reinforcing art in Meridian parks and pathways. Focus this year on Fuller Park.

Engage the community through Art Week in 2025 and participate in programming and marketing events.

Participate in planning for new MAPS projects and future updates to the MAPS Public Art Workplan. Focus on the creation of a new Public Art Master Plan.

Increase inclusive programming through representation of diverse populations and marketing to underserved and underrepresented populations

Support Concerts on Broadway Series in 2025.

Maintain existing Traffic Box Series; select WASD artworks, recommend locations, and use Call-to-Artists to commission installation of new traffic box wraps.

Support youth performing arts programs through partnership and fiscal support of youth performing arts projects.

Plan to present the 2026 biennial Tammy de Weerd's Awards in the Arts

Meridian Auditorium District



Background

- The lack of conference and meeting facilities are noticeably lacking in Meridian.
- If we are to overcome this deficiency and have needed space, we need our business community to lead in this effort.
- As a leader in our community, we need your support to help champion the formation of an Auditorium District.



What is an Auditorium District?

- Districts are authorized by the Idaho Legislature via Chapter 49, Title 67 of Idaho Code and voted into being by the residents.
- Allows the collection of up to a 5% visitor lodging tax on hotels located in the district. Revenue does not come from any other sources.
- Funds are used to “build, operate, maintain, market, and manage... public auditoriums, exhibition halls, convention centers, sports arenas, and facilities of a similar nature.” (I.C. § 67-4902)
- Districts are governed by a publicly elected, nonpartisan, five-member board of directors that serve staggered six-year terms.



Current Examples in Idaho

- Greater Boise Auditorium District
 - Formed in 1959
 - 1990 Boise Centre
 - 2017 Boise Centre East
 - 2017 District Collected over \$7 million
 - 2021 Public/Private Partnership built the Greater Boise Aquatic Center
 - Today collects over \$13 million annually
- Pocatello/Chubbuck Auditorium District
 - Formed in 1998
 - 2016 Built Mountain View Events Center
 - Working to expand center today.



Current Examples in Idaho

- Idaho Falls Auditorium District
 - Formed in 2011
 - Raised \$16 million in district funding since 2011
 - November 2022 opened the \$62 million Mountain America Center
- Nampa Auditorium District
 - Formed in November 2024
 - Vote to establish passed by 61%
 - Support for Idaho Ford Center & Nampa Civic Center
 - Estimated collections \$1.8 million annually



Potential Benefits

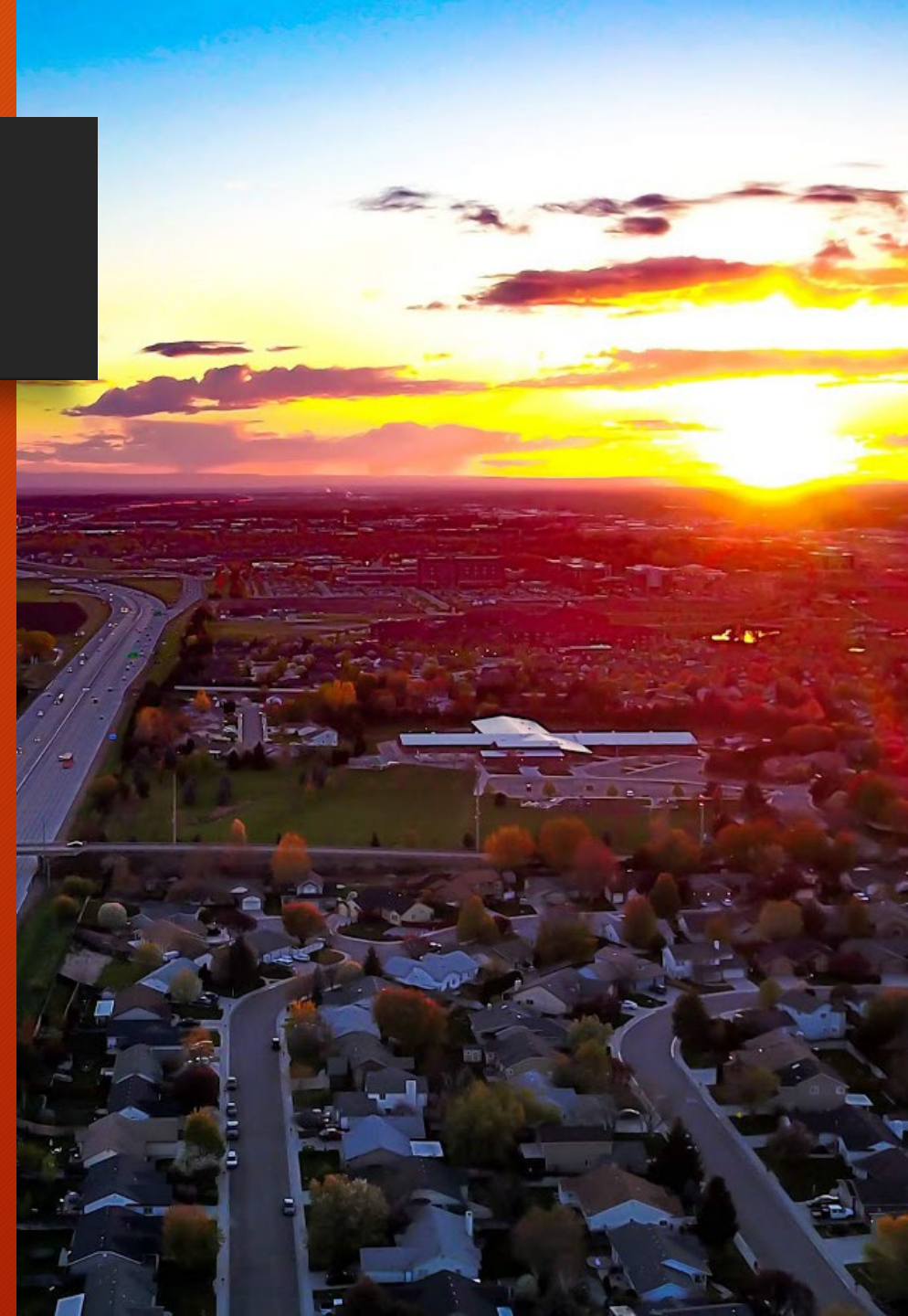
Bringing Outside Visitors and Dollars to Meridian

- Paid for by a hotel tax on visitors staying in the district. Does not raise taxes on residents or local businesses.
- Visitors bring in outside dollars to local businesses, stimulating Meridian's economy.
- An Event Center is a significant catalyst project for the area and will bring in additional development and help to create a community identity.
- Provides the community with a location for meetings, sporting events, graduations, conferences, musical events, and more.
- Provides additional jobs and workforce opportunities in Meridian.



Why Meridian?

- Businesses, schools, club sports teams, and community groups must travel to other cities for meetings, conferences, and events.
- Previous studies have shown there is the need for at least 28,000 square feet of meeting space in Meridian.
- A multi-use event center would raise the regional, state, and national profile of Meridian.
- There is limited publicly available spaces in Meridian currently, making it difficult to find locations for community events.
- Currently there is 1 million sq./ft. of conference space in the Treasure Valley, but less than 60,000 of that is located in Meridian.



The First Step, A Feasibility Study

Bringing in an experienced outside consultant to conduct a third-party feasibility study will provide the following information:

1. Market Demand Analysis
2. Building Program and Event/Use Levels Analysis
3. Preliminary Construction Cost and Financial Operations Analysis
4. Economic Impact and Cost/Benefit Analysis
5. Funding/Ownership/Management Analysis
6. Preparation and Presentation of Final Report



Action Plan & Needs

- Fund a feasibility study to determine if a conference/event/meeting space is right for Meridian
- Partners will be provided with access to the results, research and planning efforts
- Partners will have a voice in the decision-making process
- Partners will be asked to help fund a campaign to establish an auditorium district in Meridian

Business
Community
Fundraising
Begins Spring 2019

Feasibility Study
Summer 2023

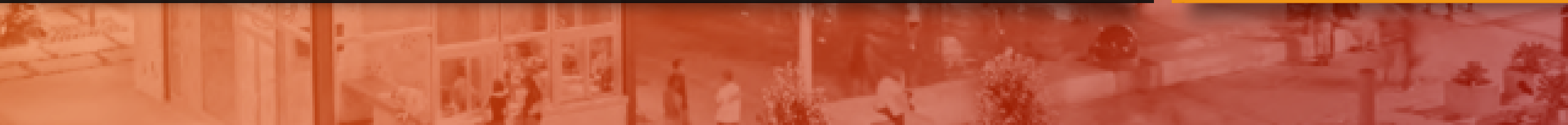
Petition to Add
District to Ballot
**Fall/Spring
2024-2025**

Marketing and
Education
**Summer/Fall
2025**

Election Day
Nov 2025



Questions?





FEASIBILITY ANALYSIS FOR A POTENTIAL NEW MULTIPURPOSE EVENT/SPORTS CENTER

In Meridian, Idaho

November 29, 2023

INTRODUCTION & BACKGROUND

- **STUDY PURPOSE:**

Feasibility study of a potential new Multipurpose Event/Sports Center in Meridian, Idaho to:

- ✓ Generate new tourism.
- ✓ Drive new economic impact.
- ✓ Provide expanded opportunities for local residents.

- **PROJECT EXPERIENCE:**

2,000+ event facility planning projects including recent studies with Boise and Idaho Falls Auditorium Districts.

- **BENCHMARKING:**

Interviews with 50+ competitive and/or comparable facilities.

- **SITE VISIT, INTERVIEWS & OUTREACH:**

- ✓ Community/facility tours.
- ✓ 30 meetings with community leaders & stakeholders.
- ✓ 30+ interviews with event promoters.

STUDY COMPONENTS

- 1 Introduction & Background
- 2 Local Market Conditions
- 3 Competitive Regional Facilities
- 4 Industry Trends
- 5 Comparable Facilities
- 6 Market Demand & Opportunities
- 7 Program & Site Considerations
- 8 Cost/Benefit Analysis
- 9 Funding Opportunities

LOCAL MARKET CONDITIONS

- Nearly 754,000 people reside within 30 minutes of Meridian which has grown by over 60 percent since 2010.
- Meridian's market profile offers a significant presence of young families.
- Meridian offers more than 1,800 sleeping room, of which 1,243 are located outside of the Greater Boise Auditorium District.
- Meridian hotel performance has returned to pre-COVID levels, exceeding 2019 occupancy and average daily rate metrics. In 2022, city of Meridian hotels were estimated to have generated more than \$33 million in revenue, up nearly 20 percent over 2021 and nearly 30 percent above pre-COVID levels in 2019.
- Limited large meeting/event space or indoor court facilities with a critical mass of courts for tournaments.

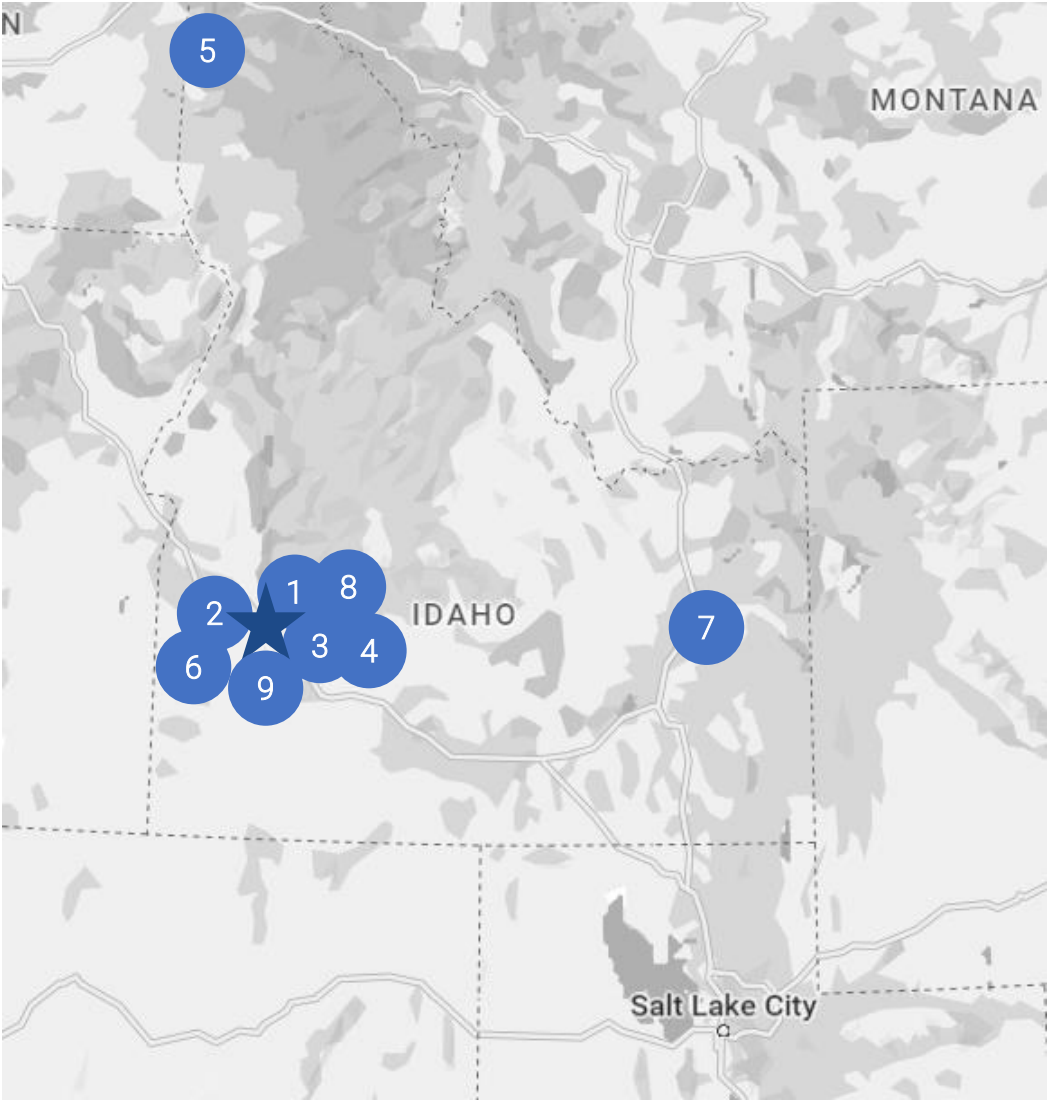


REASONS TO CONSIDER EVENT/SPORTS CENTER

- Growing market & demand for meeting/event space and youth/amateur sports facilities.
- Residents increasingly looking outside of Meridian for meeting/event space and youth/amateur sports facilities.
- Existing meeting/event and youth/amateur sports facilities cannot accommodate demand for event and/or activity space.
- State of Idaho legislation allows development of auditorium district to fund construction and operations of event complex.
- Event activity can positively impact other community stakeholders and businesses.
- Potential opportunity for generating net new economic impact.



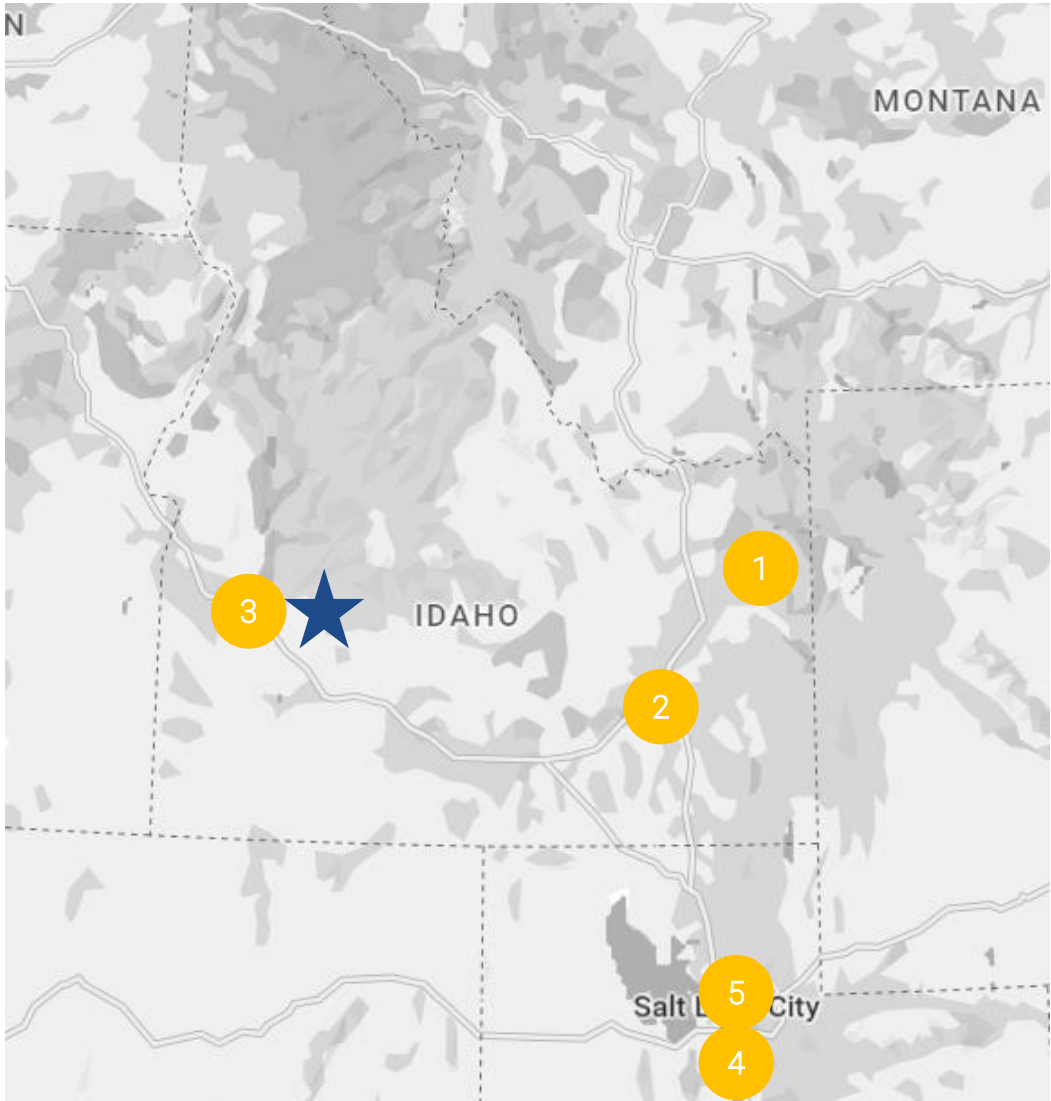
COMPETITIVE MEETING & EVENT FACILITIES



	Facility Name	Location	Total/ Sellable Space (sf)	Largest Contiguous Space (sf)
1	Expo Idaho	Boise, ID	84,200	35,000
2	Idaho Center	Nampa, ID	31,200	31,200
3	Boise Centre	Boise, ID	63,800	24,400
4	The Grove Hotel	Boise, ID	34,200	20,000
5	The Coeur d'Alene Resort	Coeur d'Alene, ID	28,800	15,200
6	Nampa Civic Center	Nampa, ID	13,200	10,200
7	Snake River Event Center	Idaho Falls, ID	12,000	10,200
8	The Riverside Hotel	Boise, ID	15,500	9,100
9	Galaxy Event Center	Meridian, ID	8,300	8,300
AVERAGE			32,400	18,200
TOTAL			291,200	163,600

Source: Facility management, 2023.

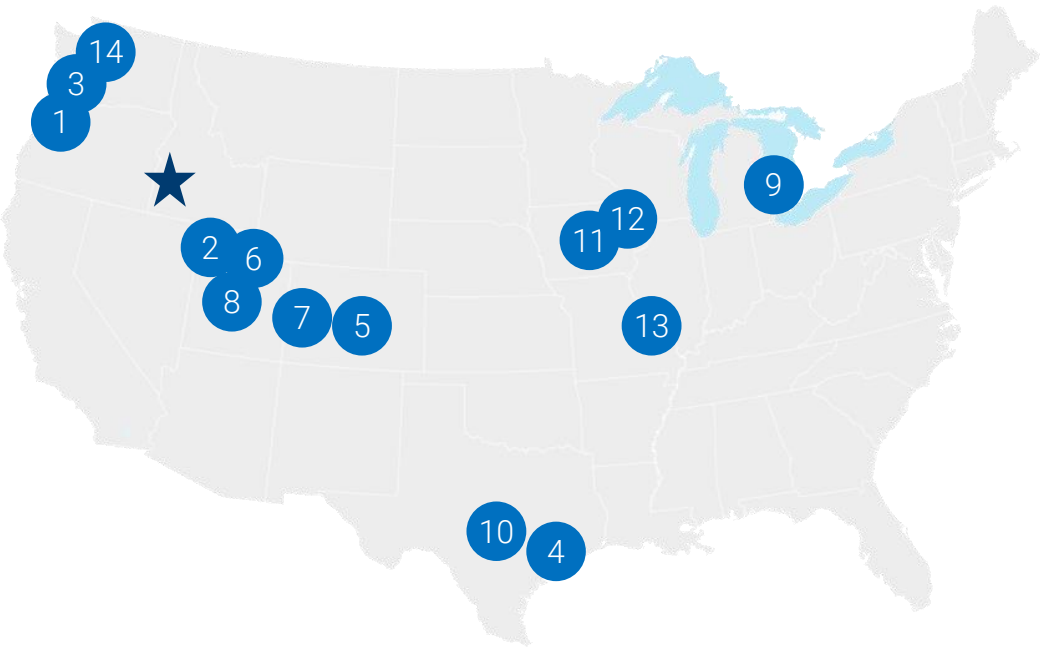
COMPETITIVE INDOOR COURT FACILITIES



Facility Name	Location	Courts	
		Basketball	Volleyball
1	The Zone Recreation Center	2	2
2	Mountain View Event Center	3	6
3	Mettle Sports	4	4
4	Sport City	4	6
5	Club V Facilities - North Salt Lake	4	8
TOTAL		17	26
AVERAGE		3	5

Source: Facility management, 2023.

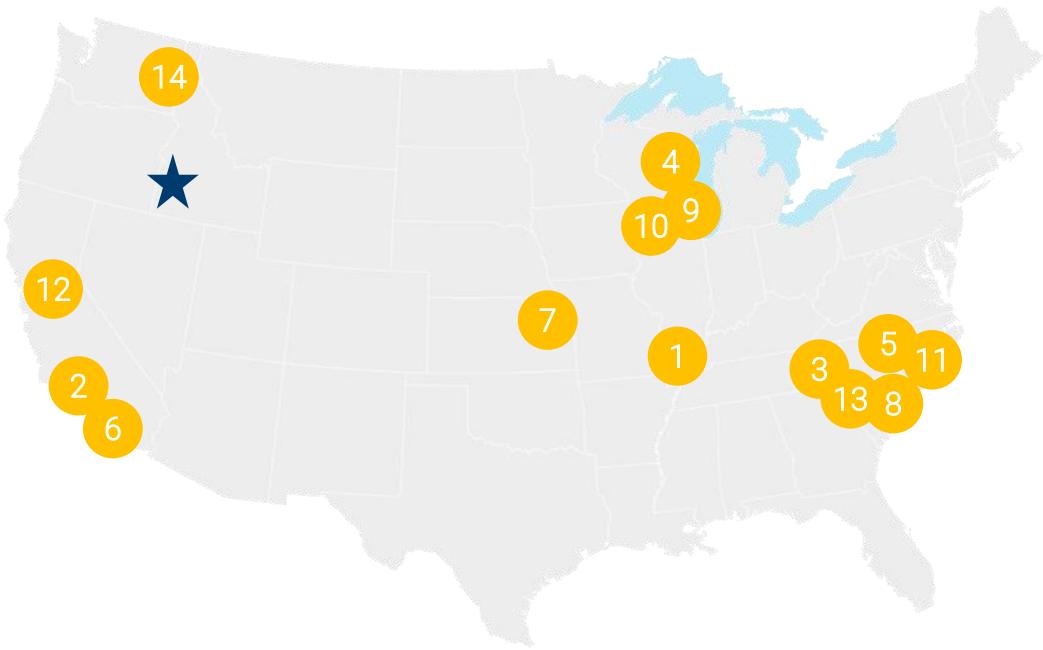
COMPARABLE MEETING & EVENT FACILITIES



	Facility Name	Location	Total/ Sellable Space (sf)	Largest Contiguous Space (sf)
1	Salem Convention Center	Salem, OR	24,300	11,400
2	Ogden Eccles Conference Center	Ogden, UT	27,700	13,800
3	Vancouver Convention Center	Vancouver, WA	30,400	14,100
4	Sugar Land Conference Center	Sugar Land, TX	24,600	15,500
5	Pueblo Convention Center	Pueblo, CO	38,600	17,500
6	Davis Conference Center	Layton, UT	43,500	18,400
7	Grand Junction Convention Center	Grand Junction, CO	22,900	18,600
8	Utah Valley Convention Center	Provo, UT	46,400	19,600
9	Blue Water Convention Center	Port Huron, MI	29,200	20,400
10	City of San Marcos Conference Center	San Marcos, TX	42,300	28,800
11	Coralville Marriott Hotel and Conference Center	Coralville, IA	57,500	30,000
12	Grand River Conference Center	Dubuque, IA	54,000	30,000
13	St. Charles Convention Center	St. Charles, MO	58,900	35,700
14	Meydenbauer Center	Bellevue, WA	49,400	36,000
AVERAGE			39,300	22,100
TOTAL			549,700	309,800

Source: Facility Management, 2023.

COMPARABLE INDOOR COURT FACILITIES



	Facility Name	Location	Courts	
			Basketball	Volleyball
1	Cape Girardeau Sportsplex	Cape Girardeau, MO	6	12
2	The Map Sports Facility	Garden Grove, CA	8	8
3	Rocky Top Sports World	Gaitlinburg, TN	6	12
4	Community First Champion Center	Grand Chute, WI	8	14
5	Greensboro Sportsplex	Greensboro, NC	8	8
6	Open Gym Premier - Ladera	Ladera Ranch, CA	8	8
7	Sports Pavillion Lawrence	Lawrence, KS	8	16
8	Myrtle Beach Sports Center	Myrtle Beach, SC	8	16
9	Pleasant Prarie RecPlex	Pleasant Prarie, WI	8	12
10	UW Sports Factory	Rockford, IL	8	16
11	Rocky Mount Event Center	Rocky Mount, NC	8	16
12	The Roebbelen Center	Roseville, CA	12	24
13	Upward Star Center	Spartanburg, SC	6	12
14	The Podium USA	Spokane, WA	9	16
AVERAGE			8	14
MEDIAN			8	13

Source: Facility Management, 2023.

MARKET DEMAND CONCLUSIONS

- **OVERALL DEMAND & FACILITY FOCUS:** Surveys indicate demand is moderate to strong among both meeting and event space users and indoor court space user groups.
- **MEETING AND EVENT SPACE DEMAND & ISSUES:** Primary demand segment is similar to event profile for Boise Centre event activity. Creating a dedicated year-round convention/event center may create too much supply within the market, increasing competition for events.
- **INDOOR COURT FACILITY DEMAND & ISSUES:** Meridian market is growing rapidly, particularly among families and young people looking for additional access to indoor sports and activity space. Local and regional demand for multi-court tournament space is growing; however, regional population is somewhat lower than that of comparable dedicated indoor court facility complexes, suggesting potential challenges with consistency in attracting tournament, meet, camp/clinic participants from outside the local community.
- **LACK OF TOURNAMENT-QUALITY FACILITIES:** Lack of facilities in greater Boise area offering a critical mass of courts in single facility.
- **IMPROVED PRODUCT TO BETTER SERVE LOCAL USERS:** In addition to tournaments, new facility would serve local residents through providing quality/accessible sports/rec facility and programming.
- **HIGH-IMPACT, YEAR-ROUND PRODUCT:** Unlike outdoor field complexes, indoor hardcourt/synthetic court facilities offer year-round usage/programming. Often, annually financially profitable.
- **HOTEL ISSUES:** Optimized convention/conference facility would include on-site development of one or more headquarter hotel properties; however, funding source limits the community's ability to pursue public/private partnership (P3) and incentivize private development. Sports tourism asset or stand-alone meeting/event facility targeting drive-in state/regional event activity would better leverage existing hotel inventory throughout the destination.
- **VISITOR INDUSTRY INFRASTRUCTURE:** Over 1,800 hotel guest rooms in Meridian, including nearly 1,250 that could support funding for an Auditorium District. Hotels offer a diversity of brands and price points across all major categories of product. Important that an appropriate & appealing hotel supply exists within a 20-minute drive of facility.

MARKET SUPPORTABLE PROGRAM ALTERNATIVES

OPTION 1: INDOOR COURT COMPLEX

- **DEVELOPMENT SCENARIO:**
 - Flexible, tournament-quality indoor court complex.
 - Eight (8) hardwood basketball courts (95' x 50' alleys) or 16 full-sized volleyball courts (60' x 30' alleys).
 - 100,000 GSF building footprint.
 - Approximately 600 parking spaces.
- **CHARACTERISTICS/AMENITIES:**
 - Minimum 35-foot ceiling height.
 - Dropdown nets to separate court spaces (including ability to net individual batting/training cages/spaces).
 - Bleachers, athletic equipment, scoreboard, and other such equipment.
 - Locker/team rooms and party rooms consistent with industry standards.
 - Pro shop with sports equipment and apparel.
 - Fitness/wellness spaces, play areas and equipment.
 - Food court/café.

OPTION 2: FLEXIBLE EVENT CENTER

- **DEVELOPMENT SCENARIO:**
 - Flexible meeting/event and sports tourism space:
 - Eight (8) hardwood basketball courts (95' x 50' alleys) or 16 full-sized volleyball courts (60' x 30' alleys).
 - Four courts convertible to approximately 35,800 SF of flat floor event space.
 - Similar characteristics/amenities to Dedicated Indoor Court Complex concept.
 - Multipurpose conference/event space:
 - 10,000 SF carpeted, upscale ballroom with 25' ceiling.
 - 4,000 SF sub-divisible breakout meeting space.
 - Level of finish (wall treatment, floor covering, lighting, etc.) that is characteristic of three or four-star hotels.
 - 150,000 GSF building footprint.
 - Full-service kitchen.

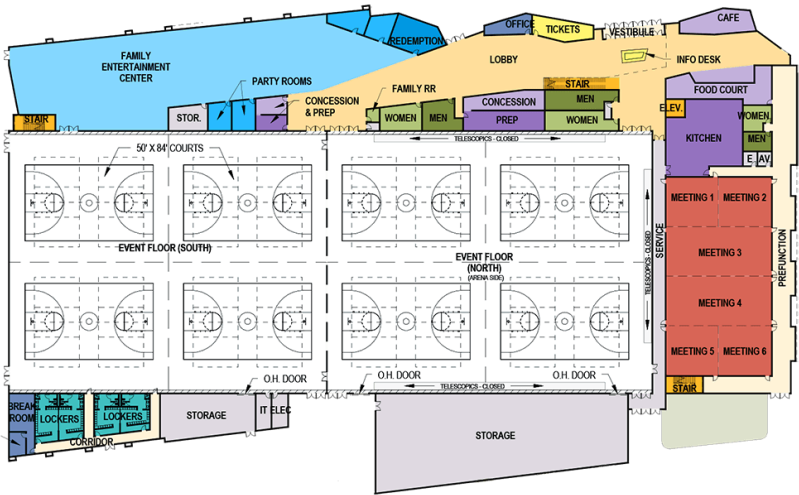
PRELIMINARY CONSTRUCTION COST ESTIMATES

OPTION 1: INDOOR COURT COMPLEX



100,000	Facility Size (GSF)
\$250	Est. Hard Const. Cost Per GSF
\$25,000,000	Estimated Hard Construction Costs
\$1,500,000	Site/Infrastructure Costs
\$7,950,000	Estimated Soft Costs (incl. FF&E) (30%)
\$34,450,000	Order-of-Magnitude Total Construction Costs

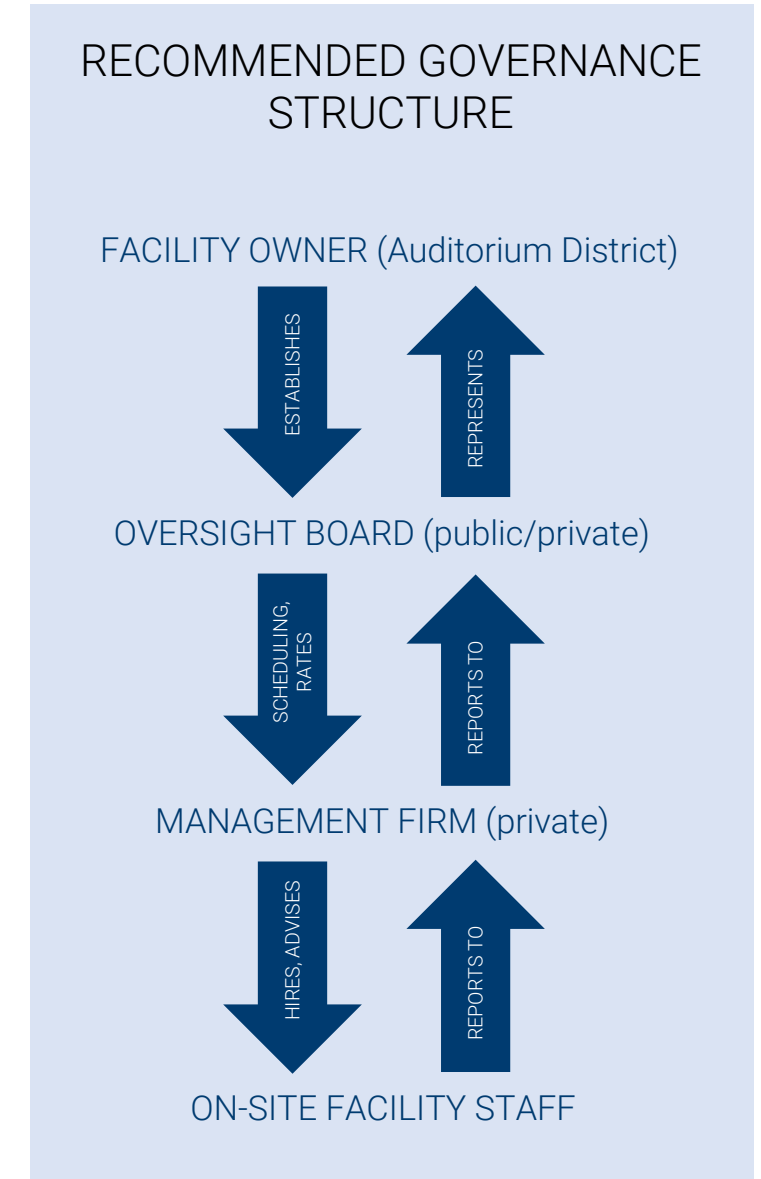
OPTION 2: FLEXIBLE EVENT CENTER



150,000	Facility Size (GSF)
\$265	Est. Hard Const. Cost Per GSF
\$39,750,000	Estimated Hard Construction Costs
\$1,500,000	Site/Infrastructure Costs
\$13,900,000	Estimated Soft Costs (incl. FF&E) (35%)
\$55,150,000	Order-of-Magnitude Total Construction Costs

GOVERNANCE & OVERSIGHT MODEL

- **TYPE:** Hybrid Public/Private model.
- **OWNERSHIP/GOVERNANCE:** The facility owner (assumed to be Meridian Auditorium District or similar entity developed through a Joint Powers Agreement) outlines facility policies.
- **OVERSIGHT BOARD:** Appointed by Owner and consisting of individuals with facility and community ties, has de facto control of the use calendar as well as rates and discounting policies.
- **PRIVATE MANAGEMENT:** Hired by the Owner and Oversight Board, would be responsible for operating the Multipurpose Event/Sports Center as guided by defined Ownership/Oversight Board policies.
- **ON-SITE FACILITY STAFF:** Responsible for operating the facility within the budget submitted by the private management firm and in coordination with Oversight Board.



PROJECTED EVENT & USE LEVELS

UTILIZATION ESTIMATES	Opening Year 1 2027	Year 2 2028	Year 3 2029	Stabilized Year 4 2030	Operating Years 1-20 Cumulative
NUMBER OF EVENTS					
Conventions/Tradeshows (w exhibits)	7	8	9	11	211
Conventions/Conferences (no exhibits)	14	16	19	22	423
Public/Consumer Shows	1	1	2	3	55
Meetings/Banquets/Receptions	170	180	185	195	3,850
Civic/Cultural Events	4	6	7	8	153
Amateur Sports/Recreation (local usage)	120	135	145	160	3,120
Amateur Sports/Recreation (tournaments)	18	21	24	27	522
Entertainment	2	2	3	3	58
Miscellaneous/Other Events	4	6	8	10	188
Total	340	375	402	439	8,580
UTILIZATION DAYS					
Conventions/Tradeshows (w exhibits)	29	33	37	45	865
Conventions/Conferences (no exhibits)	41	46	55	64	1,227
Public/Consumer Shows	4	4	8	12	220
Meetings/Banquets/Receptions	170	180	185	195	3,850
Civic/Cultural Events	8	12	14	16	306
Amateur Sports/Recreation (local usage)	120	135	145	160	3,120
Amateur Sports/Recreation (tournaments)	59	69	79	89	1,723
Entertainment	3	3	5	5	87
Miscellaneous/Other Events	4	6	8	10	188
Total	438	489	536	596	11,585

PROJECTED ATTENDANCE & HOTEL ROOM NIGHTS

ATTENDANCE ESTIMATES	Opening Year 1 2027	Year 2 2028	Year 3 2029	Stabilized Year 4 2030	Operating Years 1-20 Cumulative
ATTENDEE DAYS					
Conventions/Tradeshows (w exhibits)	17,360	19,840	22,320	27,280	523,280
Conventions/Conferences (no exhibits)	11,760	13,440	15,960	18,480	355,320
Public/Consumer Shows	1,500	1,500	3,000	4,500	82,500
Meetings/Banquets/Receptions	14,450	15,300	15,725	16,575	327,250
Civic/Cultural Events	600	900	1,050	1,200	22,950
Amateur Sports/Recreation (local usage)	15,000	16,875	18,125	20,000	390,000
Amateur Sports/Recreation (tournaments)	82,800	96,600	110,400	124,200	2,401,200
Entertainment	4,000	4,000	6,000	6,000	116,000
Miscellaneous/Other Events	1,000	1,500	2,000	2,500	47,000
Total	148,470	169,955	194,580	220,735	4,265,500
HOTEL ROOM NIGHTS					
Conventions/Tradeshows (w exhibits)	11,402	13,031	14,660	17,918	343,700
Conventions/Conferences (no exhibits)	5,513	6,300	7,481	8,663	166,556
Public/Consumer Shows	17	17	34	51	928
Meetings/Banquets/Receptions	278	294	302	319	6,293
Civic/Cultural Events	3	5	5	6	115
Amateur Sports/Recreation (local usage)	4	4	5	5	98
Amateur Sports/Recreation (tournaments)	3,327	3,881	4,436	4,990	96,477
Entertainment	53	53	80	80	1,547
Miscellaneous/Other Events	7	10	13	17	313
Total	20,603	23,596	27,016	32,048	616,026

PROJECTED FINANCIAL OPERATIONS

	Opening Year 1 2027	Year 2 2028	Year 3 2029	Stabilized Year 4 2030
FINANCIAL OPERATIONS				
OPERATING REVENUES				
Event Revenue				
Rental Income	\$663,015	\$747,939	\$836,463	\$945,621
Food & Beverage (net)	\$293,831	\$331,759	\$382,463	\$436,972
Advertising/Sponsorship (net)	\$68,000	\$76,000	\$84,000	\$92,000
Total Operating Revenues	\$1,024,846	\$1,155,698	\$1,302,926	\$1,474,592
OPERATING EXPENSES				
Personnel	\$895,500	\$905,500	\$915,500	\$925,500
Utilities	\$250,000	\$250,000	\$250,000	\$250,000
Operations	\$275,000	\$300,000	\$325,000	\$350,000
General & Administrative	\$80,500	\$89,500	\$97,750	\$106,000
Insurance	\$85,000	\$85,000	\$85,000	\$85,000
Total Operating Expenses	\$1,586,000	\$1,630,000	\$1,673,250	\$1,716,500
OPERATING INCOME (LOSS)	(\$561,154)	(\$474,302)	(\$370,325)	(\$241,908)
Capital Reserve	\$0	\$0	\$0	\$0
NET OPERATING INCOME (LOSS)	(\$561,154)	(\$474,302)	(\$370,325)	(\$241,908)

SUMMARY OF KEY PROJECTIONS

SUMMARY OF KEY PERFORMANCE PROJECTIONS ASSOCIATED WITH A NEW MULTIPURPOSE EVENT/SPORTS CENTER IN MERIDIAN

(Annual Operating Impacts Upon Stabilization Plus One-Time Construction Period Impact, 2023 dollars)



ANNUAL
EVENTS

439



ANNUAL UTILIZATION
DAYS

596



ANNUAL
ATTENDANCE

220,700



ANNUAL
OPERATING REVENUE

\$1.5M



ANNUAL
HOTEL RM NIGHTS

32,000



CONSTRUCTION
PERIOD IMPACT

\$46.5M



ANNUAL
DIRECT
SPENDING

\$15.1M

+

ANNUAL
INDIRECT/INDUCED
SPENDING

\$10.3M

=

ANNUAL
ECONOMIC
OUTPUT

\$25.4M



ANNUAL
PERSONAL
INCOME

\$10.4M



ANNUAL
EMPLOYMENT
(FULL & PART-TIME JOBS)

319



ANNUAL MERIDIAN
AUDITORIUM DISTRICT
REVENUE

\$193,200

AUDITORIUM DISTRICT FUNDING POTENTIAL

- 1,145 sleeping rooms in Meridian.
98 sleeping rooms in Eagle.
1,243 rooms in a Potential Auditorium District.
- 928 sleeping rooms operated in 2022:
 - \$33.0 million in rooms revenue generated.
- Extrapolated analysis for 1,243 rooms in potential Meridian Auditorium District:
 - \$40 to \$45 million in annual rooms revenue.
- Assuming a 5.0 percent Auditorium District hotel/motel room assessment:
 - \$2.0 to \$2.2 million in annual revenue.
- Assuming a 30-year bond and 5.0 percent interest rate:
 - \$31 to \$34 million estimated bonding capacity.





**Meridian
Community Art Party
Live Mural Artists
2025**

Andie Kelly



Andie Kelly



Amber Sheldon



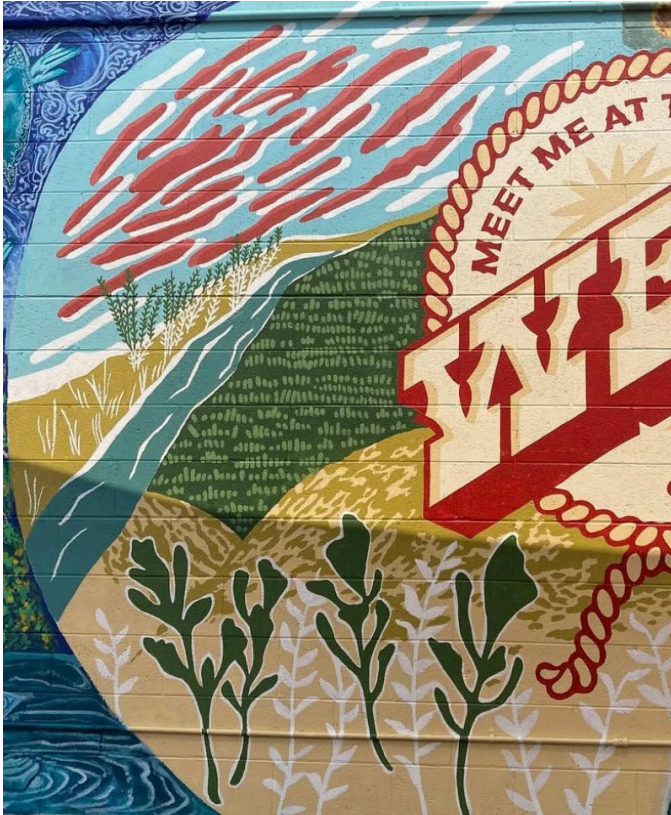
Amber Sheldon



Lauren Benner



Lauren Benner



Community Mural – Same Design as last year with repeat outlines



Adding a smaller 4x4x4 cube with chalkboard paint for our youngest artists

Note: this mock-up image was made with Canva's AI image generator

