



393 Park Avenue
The Odd Fellows Building Est. 1909
Historic Downtown Idaho Falls, Idaho



Commercial
Lease
Offering





Welcome

This historic property is at the epicenter of downtown Idaho Falls.

As area natives, we have witnessed our charming city become a crossroads for world travelers and outdoor-adventure-seekers as well as a top-ten ranked popular city to live. As downtowners, we have delighted in the rapidly growing culture, art, and nightlife scenes. As property owners, we are committed to restoring this building so it can stand as it was always meant to be, the heart of our up-and-coming downtown.

Our Idaho Falls roots run deep, as does our commitment to this cherished property. We are looking for an anchor establishment that shares our pride of location, history, and service.

Thank you for
your consideration,

Tasha Taylor *Kris Taylor* *Tawni Howell* *Jayne Howell*

Tasha Taylor and Kris Taylor,
Tawni Howell and Jayce Howell
Owners, 100 Proof, LLC

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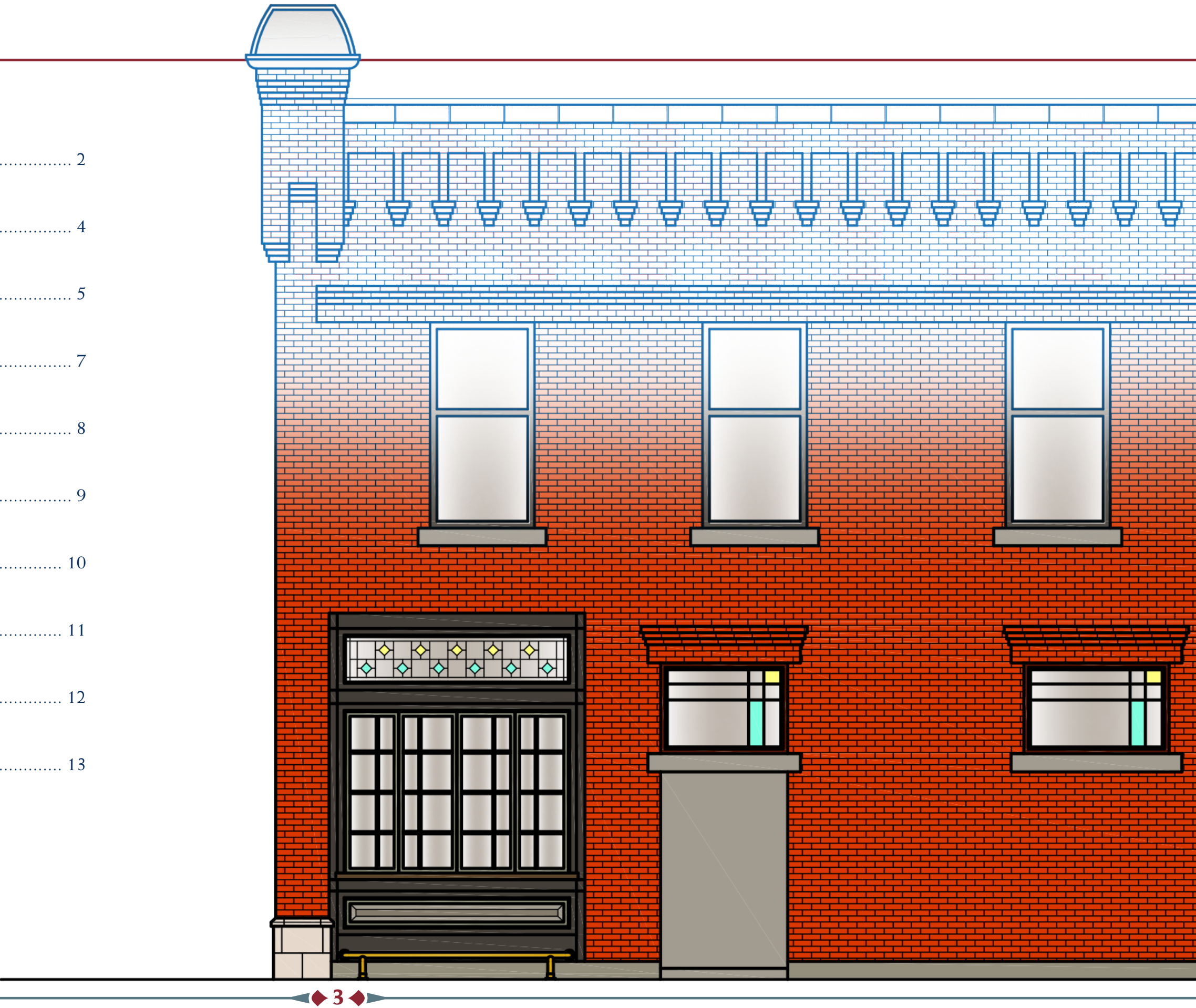
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Property Overview ▶

Building Details:

- Main floor has 4,733 total square feet (3,501 sq ft occupancy area; 620 sq ft kitchen area; 612 sq ft bathroom, etc.).
- Basement has 4,807 total square feet (3,153 sq ft occupancy area; 597 sq ft kitchen area; 1,057 sq ft bathroom, etc.).
- Main floor and basement are connected by a wide interior staircase.
- Multiple egress locations for both floors.
- Ideal for restaurant, bar, brewery, or distillery.
- Full restoration and renovation (i.e., new HVAC, plumbing, excess power upgrade of 600 amps/floor, sewer and water, electronic access control, security cameras, alarm, and fire suppression system).
- Occupancy spaces can be finished to tenant preferences.
- Option for sidewalk dining with 150 linear feet of sidewalk frontage.
- Ceilings are 12 feet high on main floor and 9 feet high in basement.
- Basement has exposed original building elements: basalt walls, brick details, steel supports, timber posts, and beams.
- Exterior renovation includes new paint and stone restoration to reveal and highlight original architectural details.
- Street-side, 6-foot-tall bi-fold windows across 24 linear feet of building.
- Decorative stained-glass transoms above windows.
- Arched entryways to both main floor and basement.

Area Details:

- City population as of 2017 is 61,000, 133,000 metro. Since 2016, city growth is approaching 2%.
- Recent development surge in Downtown Idaho Falls. Major projects include a public plaza, parking facilities, meeting centers, residential projects, new retail stores, banks, offices, and restaurants.
- Tourism in Bonneville County accounts for nearly \$300 million annually.
- Building is located at the center of pedestrian and vehicle traffic in downtown.
- The Snake River Greenbelt, only two blocks away, draws thousands of pedestrians and is host to dozens of public events annually.

Lease Offering Summary:

- Main floor has 4,733 total square feet.
- Basement has 4,807 total square feet.
- Both floors can be leased as a single unit.

Offering Procedures:

- 100 PROOF, LLC, has the intent to lease out the premises, either to one business occupying both floors, or to two separate entities.
- To inquire about terms of such an arrangement, please contact Jed Rammell at 208.881.3895 or 100proofidaho@gmail.com.

Property Interior

With two floors, nearly 5,000 square feet each, the only limit to the potential is your imagination.

A grand stone arch, which replicates the original built in 1908, highlights the main entrance. Entering reveals a room filled with natural light, which shines through the twenty-four linear feet of bi-fold, six-foot-tall windows. They can be fully opened to welcome in the fresh Idaho air as well as patrons strolling by. A separate room in the back can accommodate a full-size industrial kitchen. The space is complete with generously sized men’s and women’s rooms.

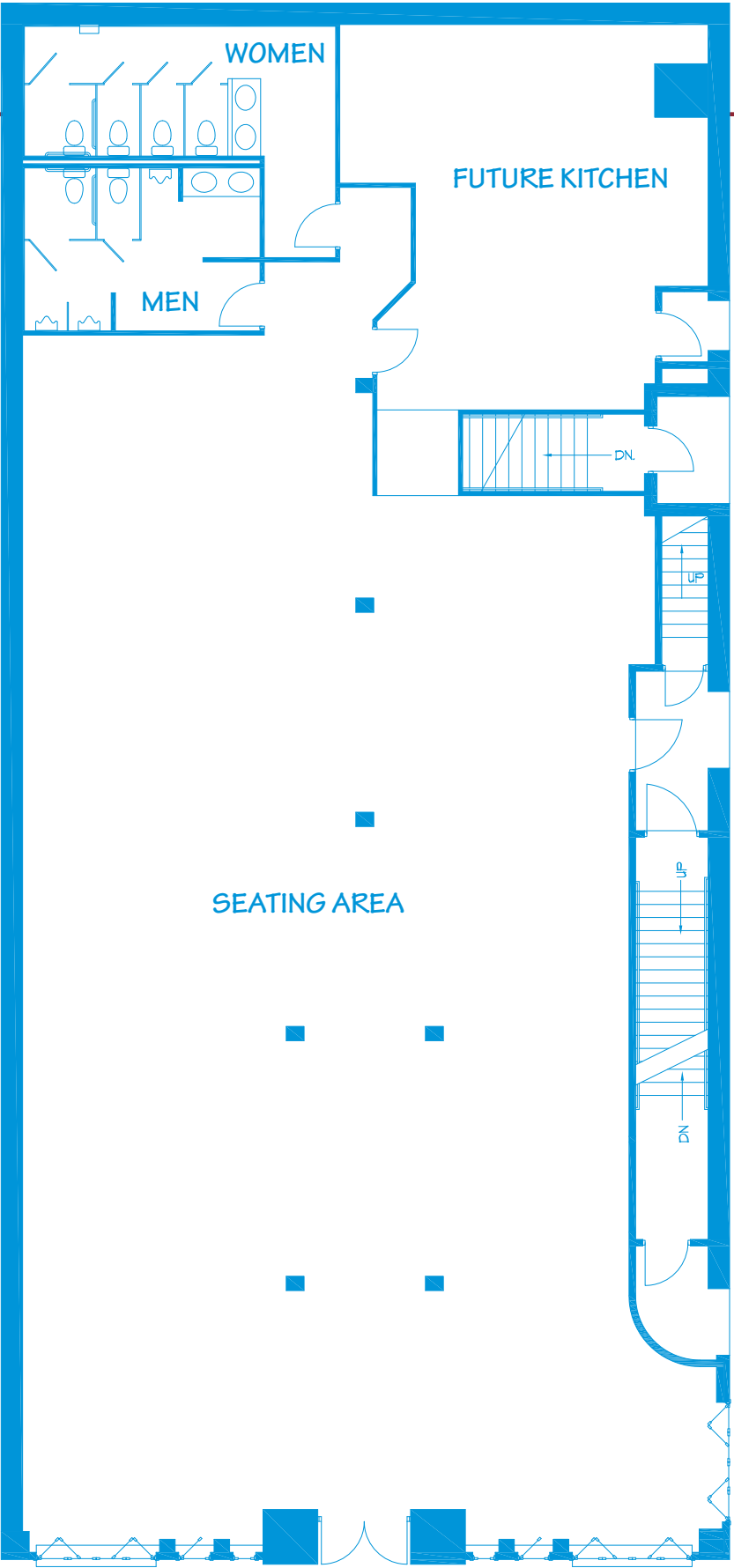
The basement has a separate main entrance through a restored brick archway, which tunnels down a large staircase, and opens into a cavernous den. Because the basement has retained its historical character, being in this space transports you to the early twentieth century. You can literally feel the history by running your fingers along the basalt foundation walls. Revealed patches of original brick add variety to the array of natural features. Timber and steel post-and-beam structural elements fuse with the century-old features to create an authentic hideaway that visually displays the Gilded Age, the Machine Age, and the Roaring Twenties. The underground

tunnel system that was once a supply highway and prohibition thoroughfare is still visible throughout the basement with archways that have been filled with stone and concrete. The original dumbwaiter elevator wheel, boiler face, and other hardware have been preserved for possible tenant use as décor.

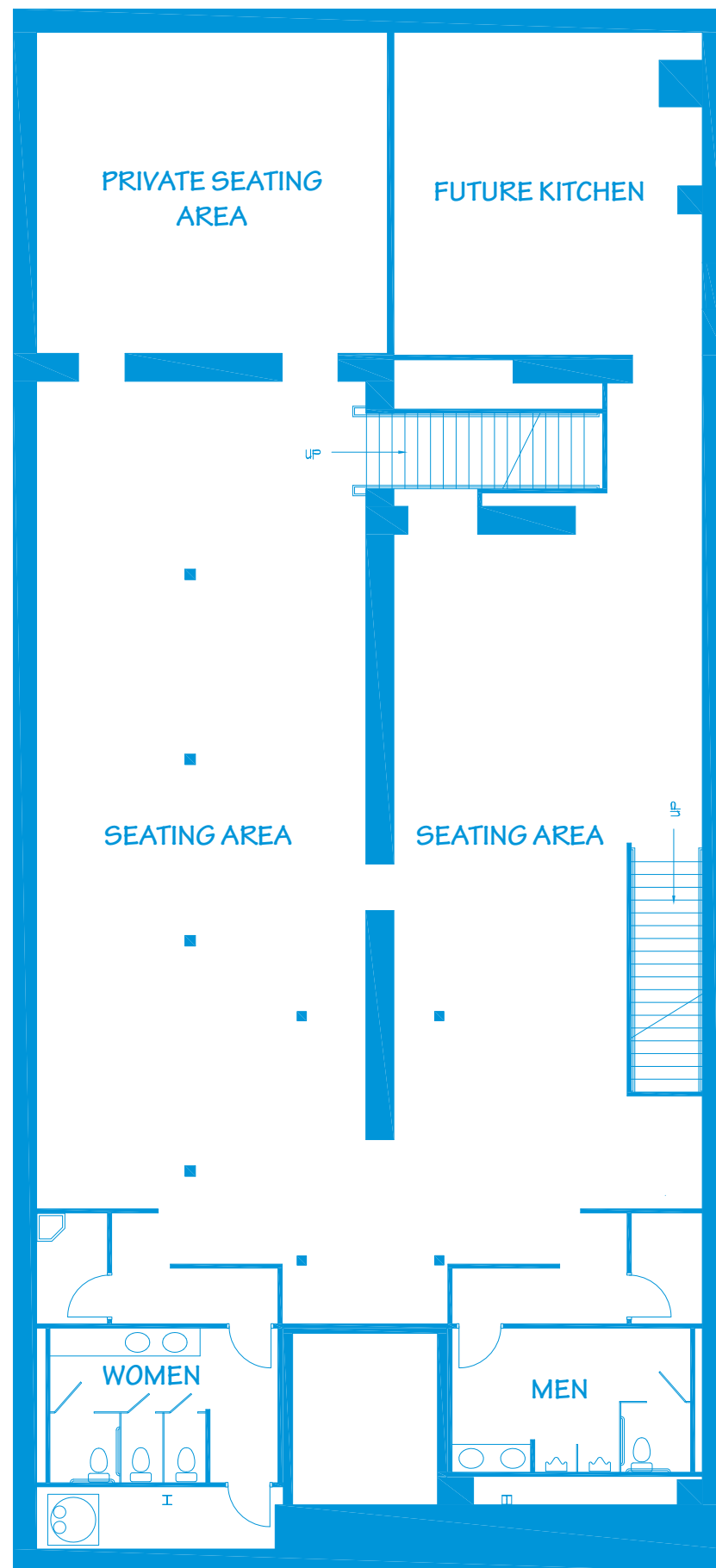
A broad interior staircase connects the ground floor with the basement, which could be a boon to a single enterprise that chooses to occupy both floors.



Basement Level Interior - Stone/Brick Detail



GRADE/STREET LEVEL PLAN



BASEMENT LEVEL PLAN

Property Interior

In terms of interior finish, we're leaving that up to the tenant. Occupant will inhabit premises in basic finish condition, ready to be outfitted with the details. Both spaces have been set up to accommodate restaurants, bars, breweries, or distillery establishments. Both floors have been tailored to offer dining areas, kitchen areas, with suitable plumbing, power, and ventilation.

Throughout the building, renovation upgrades include all-new HVAC and plumbing sufficient to run a microbrewery or small-batch distillery. New fire suppression, a state-of-the-art alarm and security system, and availability of fiber-optic internet round out the utilities improvements. Each floor also has its own men's and women's rooms, which can accommodate occupancy numbers well above local codes.



Basement Level Interior - Timber Supports Detail

Property Exterior



Pre-renovation facade

Built in 1908, the building is the sole survivor of a host of Romanesque Revival buildings that lined Park Avenue and Broadway a century ago. It was built by the local chapter of the Odd Fellows Secret Society, who owned and occupied the second floor of building for over 100 years. During that time, the main floor was host to several interesting occupants, including an undertaker, a vaudeville theater, Wolworth's Department Store, and an antique store.

The current renovation brings the unique beauty of the original building back to life. A new stone arched entry on the building's

main façade once again becomes the focal point. Nearly all of the second-story architectural details original to the building have been left intact. The classic exterior paired with the prominent location and size make this building the heart of historic downtown Idaho Falls.

The main floor can host outdoor seating, both on the sidewalk and at the window bar top. More than 150 feet of sidewalk frontage, under afternoon shade, fuse with 24 linear feet of retractable windows across the front and side of the building to form an indoor-outdoor hospitality space unlike anything else downtown.

The ornate, faithfully restored structure promises to be the crown jewel of downtown, a natural attraction to pedestrians and motorists by appearance alone.

During the restoration process, a trove of historic materials and workmanship were uncovered, and particular efforts were taken to preserve as many of these architectural nuggets as possible, such as the hand-hewn stone masonry and the arched entry on the sidewall of the building. Though the front entry is new, it's a reproduction based on historic photographs, bringing the building's original design back to Park Avenue.

The timing of the renovation proved fortuitous, as dated lamp posts, planter boxes, trees, and even sidewalks will be replaced by all-new streetscape details, currently being installed throughout downtown by the City of Idaho Falls.



Original facade circa 1908



Renovated facade 2018

<http://downtownidahofalls.com/historic-buildings/>

Property Location - Downtown Culture & Events

A Pedestrian Crossroads

Located at the corner of A Street and Park Avenue, the Oddfellows building is situated at the very heart of Downtown Idaho Falls. With area-favorite businesses ranging from retail shops to dining mainstays just steps away on all four tributary streets, the intersection of Park and A is host to more pedestrian traffic than any other location downtown.

In addition, a host of events throughout the year drive even more foot traffic. Each year during the holiday season, the Idaho Falls Downtown Development Corporation puts on a series of events designed specifically to benefit local merchants. Only two blocks away, the Idaho Falls Farmer’s Market draws hundreds of tourists and local shoppers each Saturday from May through October. With its proximity to downtown, spillover from the farmers market is a boon to the dozens of businesses within walking distance.

Also on the greenbelt during the warm months, a host of musical performances, art shows, and annual festivals. Some of these events draw thousands of patrons to the downtown area.

This renovation project also coincides with several initiatives, identified in the City of Idaho Falls Downtown Master Plan, which focus on attracting and engaging foot traffic throughout the downtown district.

Downtown Events

- Alive After 5
Wednesdays 5~7 p.m.
End of May through mid September
- Farmers/Artisan Market
Every Saturday May~October
- EIRMC Snake River Concert Series
Tuesdays 7~8 p.m. June~September
- Idaho Falls Gallery Walk
First Thursdays 5~8:00 p.m.
May~October
- Great Snake River Duck Race
- Snake River Roaring Youth Jam
- Taste of Downtown
- Springbrew, Fallbrew & Winterbrew
- Zombie Pub Crawl
- Oktoberfest on Park Ave
- St. Patty’s Day on Park Ave
- More events at:
downtownidahofalls.com



Property Location - A Revitalization Boom

Downtown Idaho Falls is currently undergoing a revitalization on the largest scale in decades. A look down nearly any street in the business district reveals a construction project of some nature.

This boom includes substantial investment in residential properties, a new trend that has the potential to truly transform the district into a bona fide urban hub. Two major projects in particular are designed to take residential living to a new scale in downtown. The Rogers Building will incorporate several residential units, and the landmark Bonneville Hotel is looking to develop up to three dozen units soon. Airbnb rentals are popping up in lofts throughout the downtown area and sold out most nights.

Less than two blocks away, a totally new development, The Broadway, will soon open with office space, retail units, public parking, and a public plaza. It marks the first downtown foray of a private development incorporating public space. Its scale and proximity to the Oddfellows building bodes well for pedestrian traffic prospects.

These private projects coincide with an ongoing initiative by the Idaho Falls Downtown Development Corporation to replace planter boxes at intersections, along with replacing overhead sodium vapor street lighting with pedestrian-scale lamp posts. These touches immediately add a level of charm that makes walking the streets and sidewalks downtown a pleasant experience.

Learn More/Links:

City of Idaho Falls Downtown Master Plan: goo.gl/pcv7XC

Idaho Falls Downtown Development Corporation: downtownidahofalls.com

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or the right of the people peaceably to assemble, and to petition for a redress of grievances.

— First Amendment to the U.S. Constitution

WEDNESDAY, MAY 2, 2018

6 PR COMM

The Post Register seeks to provide diverse, relevant and thoughtful opinions on this page. We encourage you to write to the editor.

OUR VIEW

The boom in downtown I.F.

The explosion of development in downtown Idaho Falls is the perfect example of local government leveraging every resource — private and public — at its disposal to grow commerce at its city's center.

An example of a partnership that provides an opportunity to boost local business power outside the walls of city hall is the recent success of the Idaho Falls Downtown Development Corporation under the leadership of Executive Director Catherine Smith. With the help of Smith's IFDDC team, downtown has become home to frequent, unique festivals and events planned to attract people — and their dollars — to the heart of the city.

Since she took over in May 2017, Smith said much of her focus on behalf of the member businesses in the district boundaries is to keep the local community and tourists engaged through cohesive marketing efforts. "I see our role as cheerleader... We can't take credit for what's happening, we just help shout it from the rooftops."

To that end, Smith said early on in her tenure as executive director, she focused on a cohesive look in branding, that segued into engagement with the public through targeted social media. These efforts help to attract visitors and shoppers to downtown businesses, venues and restaurants. "We have to communicate a level of quality to attract people... and focus on what makes us special. Marketing has been a huge piece. People are starting to use the hashtag #BeADowntownner."

"Social media reach has been a big focus. We're trying to bring (everything) back to the message of 'Be a downtowner,' get to downtown Idaho Falls. As folks are coming through, it helps us to grab all those tourists."

Within the Downtown Development Corporation's boundaries, Smith said 85 percent of the buildings are occupant ready and of those, 95 percent are currently occupied or open for business. "There's a good 15 percent empty right now — either the building is condemned or it's not a habitable building," Smith thinks that once more apartments and lofts become available, owners of the other 15 percent will move to renovate or sell to developers who want to invest in the wave of success.

Another segment of growth will only fuel the boom downtown — housing.

With the help and vision of the Idaho Falls Redevelopment Agency (IFRA), the historic Bonneville Hotel will soon be transformed into a modernized 35-unit apartment complex with 5,200 square feet of retail space.

The IFRA worked with developer The Housing Company to secure \$7.6 million in low-income housing tax credits from the Idaho Housing and Finance Association, as well as a \$1.7 million historic tax credit from the Idaho State Historic Preservation Office and National Park Service. This last portion of funding assistance will ensure the Bonneville Hotel retains its signature 1920s-era exterior masonry and window detailing. Work on the structure is projected to be completed in September 2019.

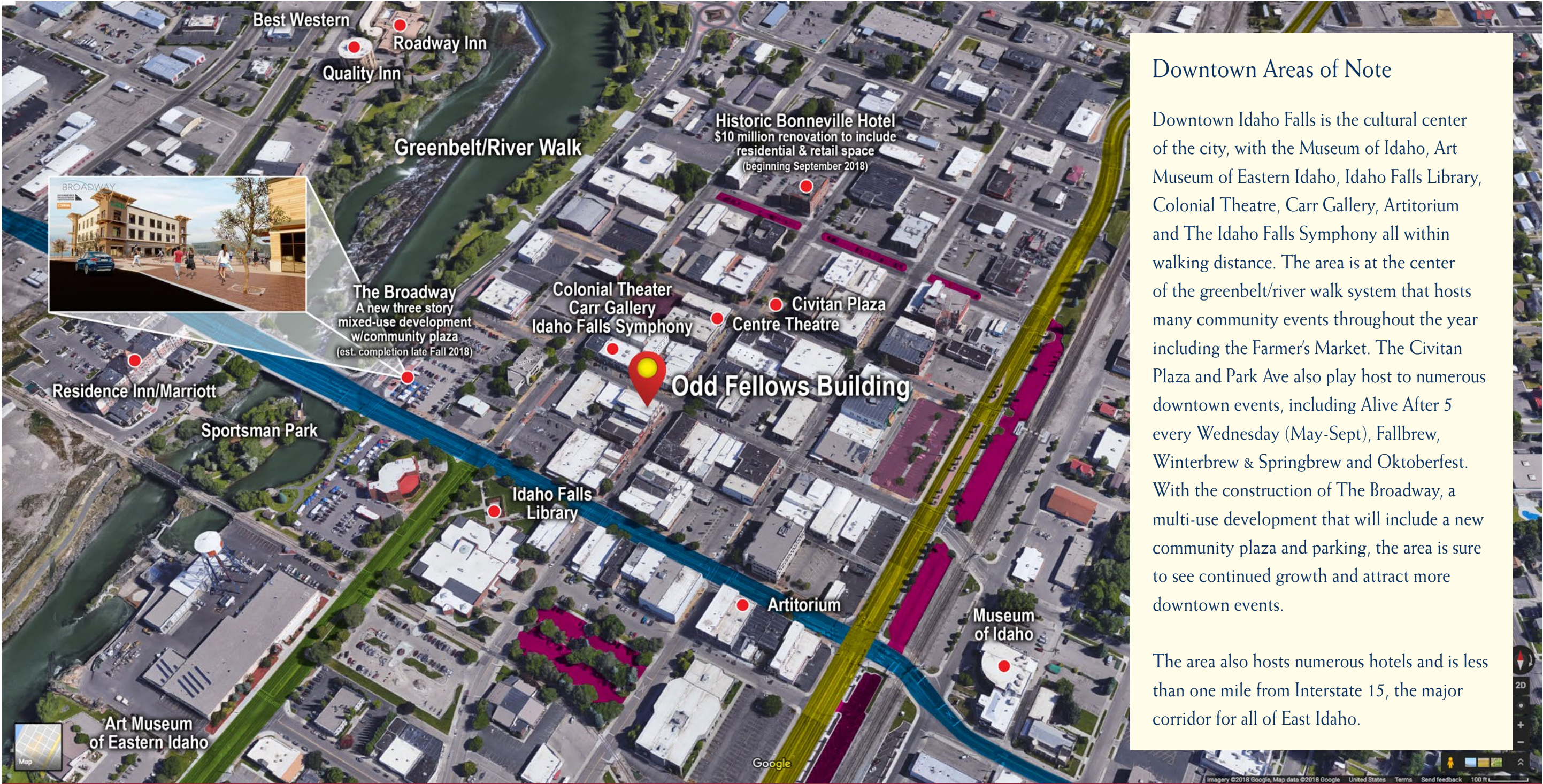
Another major construction project downtown also recently reached a critical milestone: Construction crews for The Broadway, a mixed-use building project that will serve as the "gateway" to downtown Idaho Falls, reached bedrock and turned focus from digging through 25 million pounds of rock, to building 49 underground parking spaces beneath a planned 40,000 square foot retail and commercial business space.

Like frosting on a cake, Idaho Falls Power is installing LED lighting throughout the downtown area. The cost will total about a quarter of a million dollars, but like most projects in the city, the end goal is to beautify with an eye on long-term savings. Idaho Falls will save \$17,590 off the top with an energy efficiency rebate, and the city will save about \$20,000 a year in energy costs with the LED bulbs.

Smith said the momentum downtown isn't something any one person can take credit for, and the current success is being reaped because of years of work by her predecessors. "There have been so many amazing people who have worked so hard to get us in these positions... I remind myself of this everyday. We're really reaping the fruits of all their labor. A lot of work went on behind the scenes."

Katie Stokes is the Commentary page editor. Email her at kstokes@postregister.com.

Property Location - Downtown Area Map



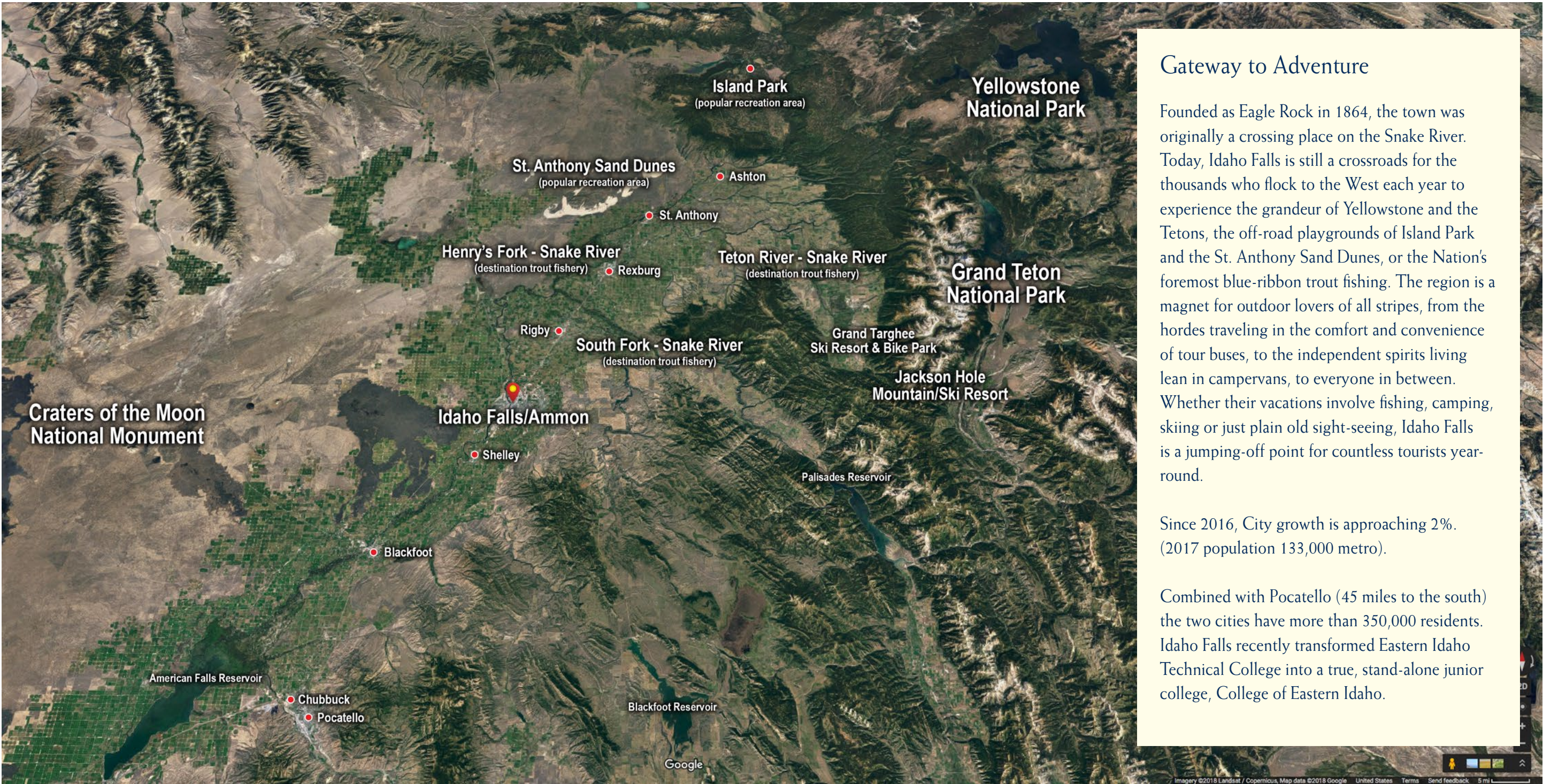
Downtown Areas of Note

Downtown Idaho Falls is the cultural center of the city, with the Museum of Idaho, Art Museum of Eastern Idaho, Idaho Falls Library, Colonial Theatre, Carr Gallery, Artitorium and The Idaho Falls Symphony all within walking distance. The area is at the center of the greenbelt/river walk system that hosts many community events throughout the year including the Farmer's Market. The Civitan Plaza and Park Ave also play host to numerous downtown events, including Alive After 5 every Wednesday (May-Sept), Fallbrew, Winterbrew & Springbrew and Oktoberfest. With the construction of The Broadway, a multi-use development that will include a new community plaza and parking, the area is sure to see continued growth and attract more downtown events.

The area also hosts numerous hotels and is less than one mile from Interstate 15, the major corridor for all of East Idaho.

Main arteries into downtown include Yellowstone Highway (yellow), Broadway (blue) and South Capital (green). There are both free (dark pink) and paid (light pink) parking around downtown. On-street parking is allowed on most downtown streets and is limited to two hours between 8 a.m. and 6 p.m. For more details about downtown parking click here (downtownidahofalls.com/parking/)

Area Map - A Gateway to Adventure



Gateway to Adventure

Founded as Eagle Rock in 1864, the town was originally a crossing place on the Snake River. Today, Idaho Falls is still a crossroads for the thousands who flock to the West each year to experience the grandeur of Yellowstone and the Tetons, the off-road playgrounds of Island Park and the St. Anthony Sand Dunes, or the Nation's foremost blue-ribbon trout fishing. The region is a magnet for outdoor lovers of all stripes, from the hordes traveling in the comfort and convenience of tour buses, to the independent spirits living lean in campervans, to everyone in between. Whether their vacations involve fishing, camping, skiing or just plain old sight-seeing, Idaho Falls is a jumping-off point for countless tourists year-round.

Since 2016, City growth is approaching 2%. (2017 population 133,000 metro).

Combined with Pocatello (45 miles to the south) the two cities have more than 350,000 residents. Idaho Falls recently transformed Eastern Idaho Technical College into a true, stand-alone junior college, College of Eastern Idaho.

Demographic & Workforce Summary

In 2017, the population of Idaho Falls was estimated by the U.S. Census Bureau at 133,000 living in the metro area. Idaho Falls also serves as a regional hub for shopping, health care, travel, and business in eastern Idaho, serving more than 350,000 regional residents in that capacity. People from areas as far-flung as West Yellowstone, Montana, and Jackson, Wyoming, frequent Idaho Falls to tend to business of some nature.

Known as Idaho's Innovation Corridor, Eastern Idaho is the country's premier region for science, technology, and research, and benefits from high-income jobs at the Idaho National Laboratory (INL). The INL is a Department of Energy research facility operated by several large national contractors and is the region's premier employer, boasting a workforce of thousands of well-paid technical professionals. Agriculture and tourism join technology as the main economic forces, while medical, professional, and retail services are close behind.

The Eastern Idaho region grows most of Idaho's potato crop, making it one of the world's most productive potato-growing areas. Barley for beer production is also significant. Several major breweries, including Coors, Anheuser-Busch and Mexico's Grupo Modelo have barley-producing operations in the area.

Idaho Falls is also home to several education options, including a unique satellite campus called University Place that features dual enrollment for students in both Pocatello-based Idaho State University and Moscow-based University of Idaho. Also based in Idaho Falls is College of Eastern Idaho.

Prospects for the future bode well. Currently, the growth rate in Idaho Falls is approaching 2%. Idaho as a whole is now the fastest-growing state in the nation.

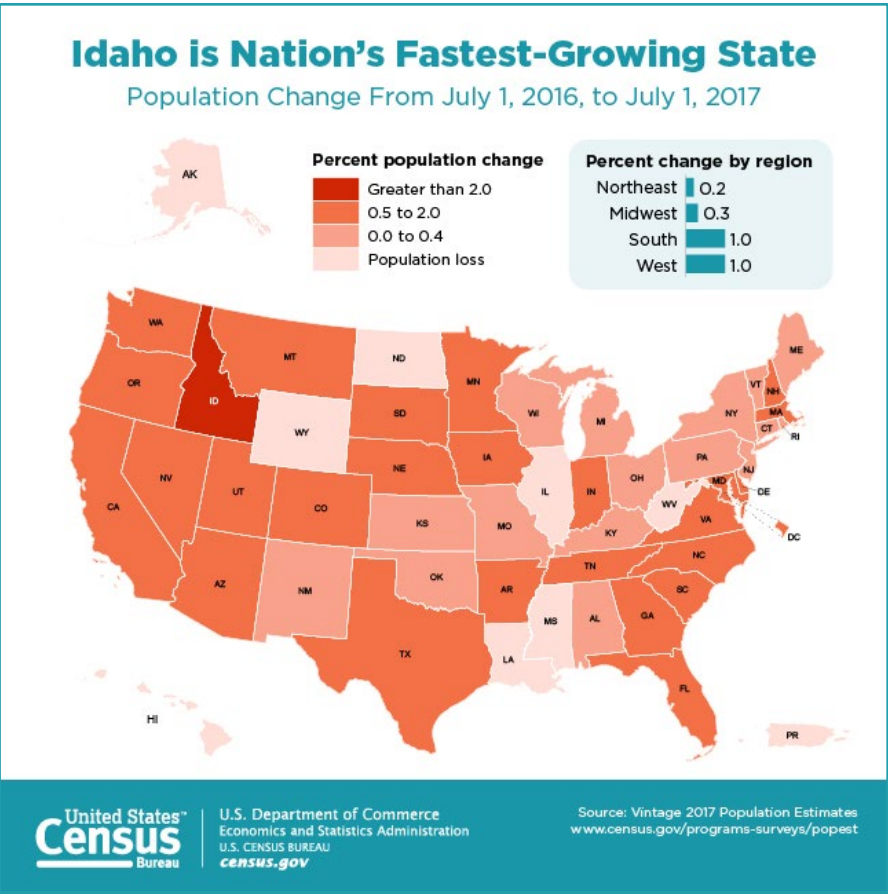
Bonneville County Labor Force & Employment: goo.gl/9yHjF7

ID Department of Labor Workforce Eastern Idaho: goo.gl/aywjKy

Eastern Idaho one of best regions in the U.S. for millennials: goo.gl/DToknk

Millennials to Small Cities: Ready or Not, Here We Come : goo.gl/7hC832

REDI: Regional Economic Development for Eastern Idaho: easternidaho.org



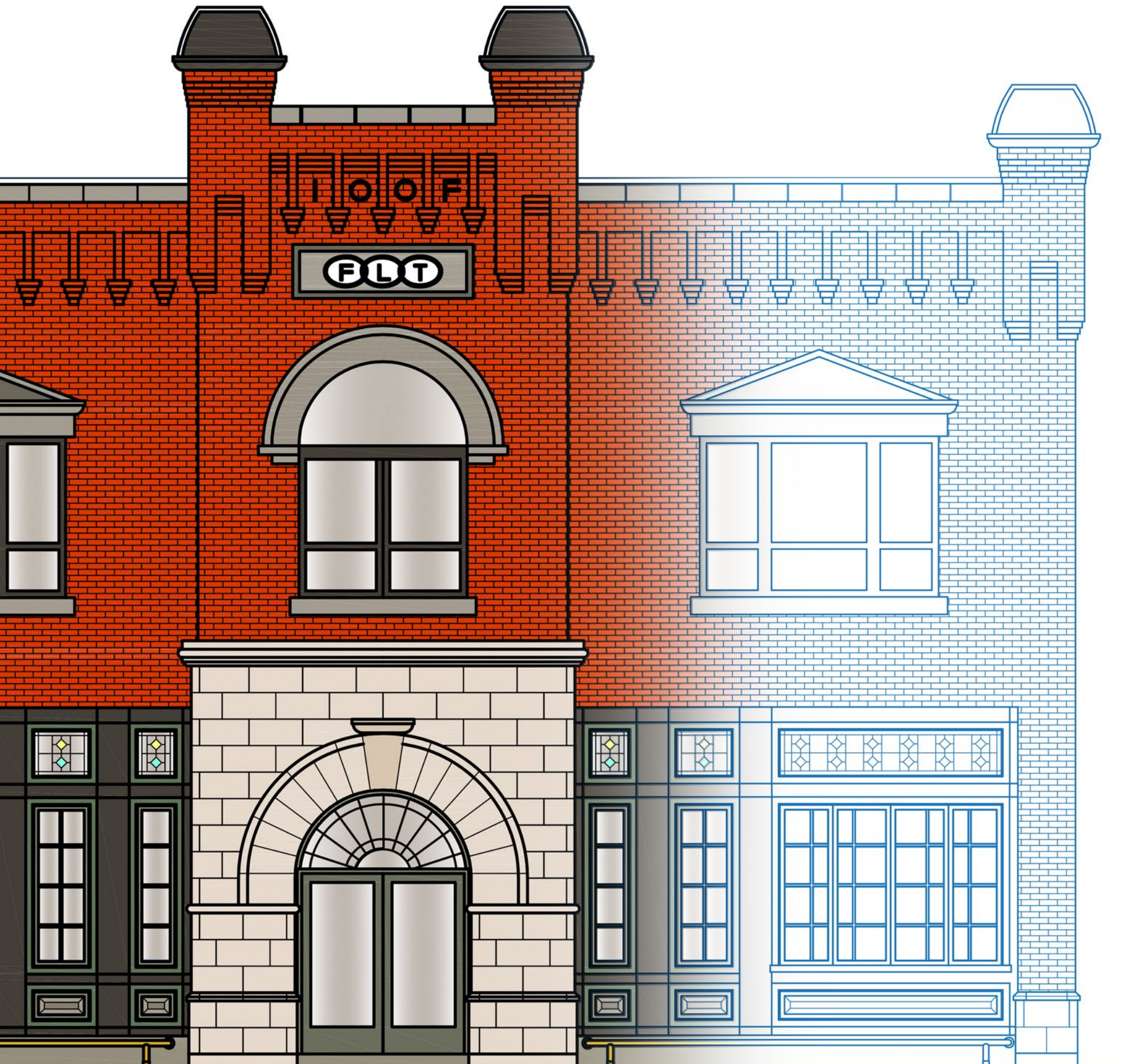
Still affordable, but attracting young professionals

In a *Stateline* analysis, these metro areas ranked high for affordability, education and growth in young professionals.

Metro areas

Columbus, IN	Bismarck, ND
Midland, MI	Morgantown, WV
Bloomington, IL	Cedar Rapids, IA
Idaho Falls, ID	Blacksburg, VA
Sioux Falls, SD	Rochester, MN

Source: American Community Survey and *Stateline* analysis
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Leasing Information

For leasing information and questions, please contact:

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