

# Mary Souza has been consistently wrong about major decisions that positively helped grow jobs and amenities in Coeur d'Alene.



Brown Field Redevelopment



## The Kroc Center

*"It's not just the enormous earth-movers running 90 miles an hour on the new trail from the prairie to fill the Kroc Center pit, although that project is dusting things up in my neighborhood. A groundswell of public dismay is palpable today as we watch Coeur d'Alene's once charming character devolve before our eyes."*

Mary Souza, April 12, 2007, CDA Press

Salvation Army brought \$30 million to build the facility – and a \$30 million endowment. They estimated approximately 3,000 members. Membership numbers are currently over 14,000.

- 2006 assessed valuation: \$605,283\*
- Current assessed market value: \$25.2 million\*
- Jobs: 235 with 60 employees fully benefitted and earn between \$30–65k/yr
- 2014 Employee budget, including wages & benefits: \$4.3 mil.

\*Sources: City of CdA. Kroc Center Exec. Director, Maj. Ben Markham. Kootenai County website



## Riverstone

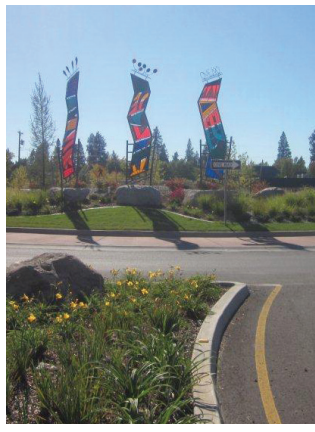
*"They allowed \$3 million for a park and pond in Riverstone. The park is hard to find, but a great benefit to the upscale, tax-subsidized private development that envelopes the park."*

Mary Souza, November 7, 2009, OpenCDA

Millions in initial private investment for sewer, roads and the park improvements are being paid back by LCDC due to the new property tax revenue generated by the development. What we have now is a vibrant Riverstone, generating new, everlasting income where there was once a blighted, abandoned mill site. John Stone donated the 10 acres that house the park and pond and is required to maintain the park and water quality forever.

- Original tax base: \$3 million
- Current assessed marked value: \$88 million\*
- 77 businesses and still growing!
- Jobs: 740 Diverse Makeup Including: Attorneys, FBI, Insurance, medical, engineering, theater, retail and restaurants

\*Sources: Kootenai County website



## Education Corridor

*"Any increased income from education will create a positive impact for our region even if the college development is in Post Falls or on the Prairie. It does not have to be at the DeArmond Mill site."*

Mary Souza, August 3, 2008, CDA Press

If you are hoping to become a city leader, especially Mayor, this position is not healthy. If the Education Corridor had moved to the Prairie or Post Falls, Coeur d'Alene would have lost an immense amount of jobs, and economic benefit. A mayor's job is to create positive economic impact and try to prevent such things from happening.

- NIC Current Economic Impact on 35 developed acres: \$164 million\*
- 12 new buildable acres (25% increase in surface area) could increase that to \$218 million based on percentages
- Jobs: 518 full-time and 590 part-time\*
- Annual Payroll: \$35 million\*

\*Sources: Economic Impact of North Idaho College study conducted by Economic Modeling Specialists, Inc. (EMSI) in August 2012, Mark Browning, VP Marketing N.I.C.

