**FOR IMMEDIATE RELEASE**

**Idaho Falls Auditorium District Kicks Off**

**Construction with a Groundbreaking Ceremony**

**IDAHO FALLS, ID — May 18, 2021** — The Idaho Falls Auditorium District (IFAD) and Mountain America Credit Union held a groundbreaking ceremony this morning, celebrating the start of construction on the Mountain America Event Center and Hero Arena. Construction is expected to be completed in October 2022.

“We’re thrilled to deliver this long-awaited project to the Idaho Falls community,” said Rob Spear, Executive Director of the Idaho Falls Auditorium District.

The development of the Idaho Falls Auditorium District began in 2007, under the supervision of the Greater Idaho Falls Chamber of Commerce. Over the next four years, the Chamber Board conducted an economic impact study, selected a site, and hired an architectural firm to design the prospective facility. In 2011, voters in Idaho Falls approved the events center, establishing a 5% hotel tax to fund the project. One month later, the Idaho Falls Auditorium District Board met to begin the next phase of planning, design, and fundraising. In 2015, the city of Idaho Falls annexed the IFAD’s Snake River Landing property. The IFAD Board hired general contractors in 2016 and construction began on a five-lane access road in 2018.

Now, after years of hard work and planning, the Idaho Falls Auditorium District is on its way to becoming a reality.

“Despite the pandemic, the IFAD Board found a path forward and deserves a tremendous amount of credit,” said Mr. Spear.

The IFAD’s Mountain America Event Center will have a 27,000 square foot arena capable of seating up to 5,500 people, which will be known as Hero Arena. In November of 2022, IFAD will host its inaugural professional hockey game at Hero Arena, which will be the first of many thrilling sports and entertainment events held at the facility. An additional 11,500 square feet of meeting space will allow the event center to host conventions, trade shows, graduations, banquets, and more.

"The Mountain America Center and Hero Arena will bring far more to Idaho Falls than just great sports and entertainment,” said Rebecca Casper, Mayor of Idaho Falls. “Our entire community benefits as fans and guests stay in local hotels, dine in local restaurants, and shop in local stores.”

The Idaho Falls Auditorium District will generate millions of dollars in revenue and jobs for eastern Idaho. In addition, the facility will raise Idaho Falls’ local and national profile, making the city an entertainment, sports, and business destination.

“Today’s groundbreaking is a huge step forward for local tourism and a wonderful way to keep entertainment dollars local,” said Ms. Casper. “I offer a hearty congratulations and a big thank you to Rob Spear, Terri Gazdik, and the entire Idaho Falls Auditorium District Board of Directors."

-END

#

**About Idaho Falls Auditorium District (IFAD)**

The Idaho Falls Auditorium District was formed in June of 2011 to build a multi-purpose event center in Idaho Falls, Idaho. The proposed event center will have 27,000 square feet of arena space and 11,500 square feet of meeting space. The 5,500 seat arena will host sporting and entertainment events, and the meeting space will host conferences and trade shows. For more information, visit <https://www.idahofallsauditoriumdistrict.com/>

**About Mountain America Credit Union**

Mountain America Credit Union is a federally chartered credit union, regulated by the National Credit Union Administration (NCUA), an agency of the federal government. We are a full-service financial institution and are ranked in the top 13 of U.S. credit unions with more than $11 billion in assets. For more information, visit <https://www.macu.com/>