



P.O. Box 1907

203 Main Avenue East

Twin Falls, Idaho 83303-1907

Fax: (208) 736-2296

November 14, 2019

To Whom It May Concern:

It is my pleasure to offer this letter of support for the Children's Museum of the Magic Valley. My team and I have had the opportunity to meet with several members of this organization over the past year as they have been working towards establishing their non-profit status and creating a capital campaign. I have been impressed with their professional approach to the project, and their understanding of the need to conduct a feasibility study and develop a business plan. Methodical planning on the front end can only increase their likelihood of success moving forward.

According to the American Alliance of Museums' newly published study on the economic impact of museums, for every \$100 of economic activity created by museums, an additional \$220 is created in other sectors of the economy. The Association of Children's Museums further supports this data in a recent report on the impact of children's museums on the workforce, income and regional economy. In the City of Twin Falls 2030 Community Strategic Plan calls for an engaged, involved, and learning community that seeks economic prosperity, facilities that support healthy lifestyles, and a well-educated community. None of these goals can be accomplished without strong community partnerships.

The missions of the Foundation and The Children's Museum parallel one another - to support, enhance, and positively impact the lives of the individuals and families who live and work in the community. At the City, we have found that leveraging community partnerships is the best way to accomplish shared goals and values. I encourage you to consider the value of a children's museum in Twin Falls and the possibility of being a partner in this endeavor.

Sincerely,

A handwritten signature in black ink, appearing to read "Travis Rothweiler". The signature is written in a cursive style with a large initial "T".

Travis Rothweiler
City Manager