



## OPPORTUNITY ZONE OVERVIEW

This opportunity zone covers northwest Moscow and a significant portion of its historic downtown. The downtown area has undergone a recent renaissance of new restaurants, breweries and wineries, and includes a number of historic buildings.

Downtown is surrounded by a mix of mature rental- and owner-occupied housing in need of revitalization. This zone

also includes the Palouse Mall, a regional shopping center ripe for reinvestment.

The city has three primary economic development focuses including: redevelopment of the prior agricultural and industrial area, expansion of light industrial and advanced manufacturing sectors, and the continued reinvestment and revitalization of downtown Moscow.

## WHAT'S IN THE ZONE?



US Highway 95 and Idaho State Highway 8



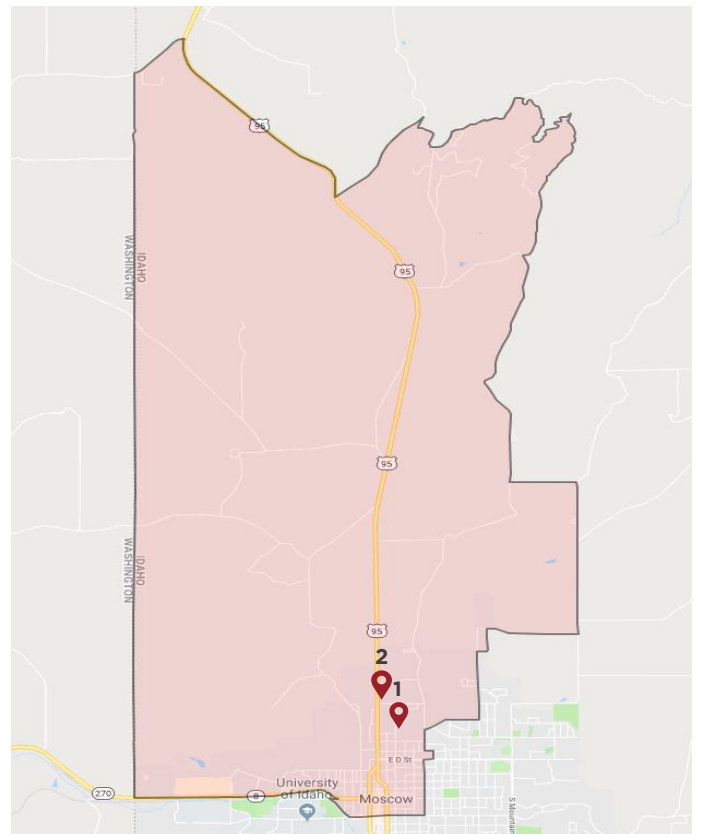
Shares a border with Washington State



Local airport and nearby access to Pullman-Moscow Regional Airport

## INVESTMENT SITES

- 1. North Main Street and Rodeo Drive**  
2.6 acres commercially zoned with frontage along Main Street (US Highway 95) carrying in excess of 15,000 cars daily.
- 2. 212 East Rodeo Drive**  
12,000 square foot professional office building, ideal for commercial, retail, medical or research and development use.





## Quick Facts About Moscow, Idaho

**25,599**

City Population

**2%**

Unemployment  
Rate

**\$39,266**

Median Income

**67.1%**

Population With  
College Degree

**Bill J. Belknap**  
City of Moscow  
bbelknap@ci.moscow.id.us  
208-883-7011

### DOWNTOWN PRIORITIES

This opportunity zone includes a large portion of the downtown core, regional shopping center, high performing commercial corridor and a number of residential neighborhoods. Like many communities, the downtown struggled to compete with development of new commercial business on the urban edge. In the last decade, private reinvestment in downtown has included new entertainment and restaurant establishments and the relocation of EMSI to this area. However, much of the downtown public infrastructure and buildings remain in need of renovation and reinvestment.



Some residential neighborhoods surrounding downtown and the University of Idaho campus have suffered from a lack of maintenance and reinvestment over many years. Due to their central location and proximity to the university, these neighborhoods are well-positioned for redevelopment to increase residential opportunities.

The Palouse Mall in the western portion of the zone is a 400,000 square foot shopping center in need of significant reinvestment to revitalize the more than 400 jobs lost in the community during the closure of retail establishments in this space.

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### INVESTMENT STORIES

Northwest River Supplies (NRS), a premier international whitewater rafting supplier located in Moscow, acquired a vacant 42,000 square foot grocery store in 2006 to meet their growing need for product storage and processing space. In 2018, NRS started a 100,000 square foot, \$15 million expansion project in the same location to consolidate their operations in a modern, efficient and attractive facility.

Gritman Medical Center recently completed a 54,000 square foot, \$16 million medical office complex in downtown Moscow, expanding local medical service delivery to the region. The new facility houses a clinic that provides income-based medical and dental services, a cardiac rehabilitation center, oncology services and an anatomy lab for the University of Idaho's medical education program.



Fields Hold and CA Ventures selected a prior brownfield site on the edge of the University of Idaho campus as the location for the development of a \$24 million, mixed-use project called "Identity" that includes 134 apartment units and 3,000 square feet of retail space. The project was completed in the fall of 2018.

Contact Idaho Commerce for information on doing business in Idaho  
[info@commerce.idaho.gov](mailto:info@commerce.idaho.gov) | 800.842.5858 | [www.commerce.idaho.gov](http://www.commerce.idaho.gov)