

Jan 30, 2013

To: Sun Valley Mayor and City Council

Re: Special Event Application & Funding Request

Dear Mayor Briscoe and Member of the Sun Valley City Council:

The Sun Valley Wellness Festival is submitting this special event application and request for funding with hopes that you consider making an important investment in expanding marketing of the 2013 Sun Valley Wellness Festival, scheduled for May 23-27 at the Sun Valley Resort. The Festival has become major signature event for the Sun Valley community and a strong economic generator for the Sun Valley Resort during a time of year when business is very needed. There is no other major spring event in our community except the Wellness Festival. Our success in putting on this world-class wellness event which attracts a growing number of visitors has a direct and significant economic, cultural and brand positioning impact for the City of Sun Valley and the entire Sun Valley area. And it perfectly meets the priorities of the City of Sun Valley Special Event Guidelines outlined below:

- Priority shall be given to events held in the City of Sun Valley which generate local option taxes for the City of Sun Valley, and have matching funds from the local business community.
- Priority shall also be given to events held in the City which benefit the quality of life of Sun Valley's residents.

The Sun Valley Wellness Festival is entering its 16th year, and has become widely recognized as one of the top events of its kind in the US, attracting the many of the top internationally renowned wellness speakers and teachers each year, and this year is no exception. For up and coming speakers, being invited to speak at the Sun Valley Wellness Festival is a sign they have “made it”.

Our 2013 speaker line up will include:

- Keynote headliner **Dr. Eben Alexander**, neurosurgeon and *New York Times* best-selling author of “Proof of Heaven”, who has been featured on *Newsweek*, *Oprah’s Super Soul Sunday*, *New York Times*, *ABC’s 20/20*, etc.
- Keynote speakers **Amory Lovins**, cofounder of the Rocky Mountain Institute and considered among the world’s leading authorities on energy—especially its efficient use and sustainable supply—and a fertile innovator in integrative design and **James Woolsey**, former CIA Director known for clearly articulating the national security argument in support of moving away from fossil fuels and towards distributed generation, will discuss making sustainable energy a reality for the US.
- Additional top featured speakers and teachers include, **Zorba Paster MD**, **Duane Elgin**, **Gabrielle Bernstein** Yoga Master teacher **Tommy Rosen** and many others.

Although the Sun Valley Wellness Festival attendance and revenues have continued to grow over the years, like most non-profit events, our earned income does not cover the considerable cost involved in producing and promoting this caliber of event. As a non-profit, 501c3 organization, we have an aggressive business sponsor and individual donor outreach program to raise funds to support the Festival, and over 2000 volunteer hours are contributed each year. But we seek to continue to increase our attendance and revenues as well and we can do that with some additional financial support from the City of Sun Valley for marketing the Festival.

It is clear that Sun Valley city businesses and residents benefit directly from the Sun Valley Wellness Festival and the City of Sun Valley has wisely recognized that events are an important economic development tool. Out of town Festival attendees sleep in lodging, patronize restaurants and shop in city businesses as well as with the Festival's Wellness Expo vendors, and all these activities generate sales and local option taxes. Sun Valley Resort fully supports this event and recognizes the important economic impact it has on their businesses during an otherwise very slow period of the year.

Local Sun Valley City residents benefit significantly from the high caliber of programs offered at the Festival, and also spend dollars in the city during their time spent participating at the Festival.

You have wisely recognized that special events can be an important economic tourism generator. As a signature event that showcases Sun Valley to an important target market of visitors and local residents, and seeks to bring more business to Sun Valley in the spring, we would appreciate your support of expanding marketing of the Sun Valley Wellness Festival this year.

Thank you very much for your consideration of this request. Please let me know if you have any questions.

Best Regards,



Elizabeth Grabher, President
Sun Valley Wellness Institute Board of Directors



CITY FUNDING SPECIAL EVENT FUNDING REQUEST APPLICATION

Date Submitted: January 30, 2013

Amount Requested: \$5,000

List of specific items the City funds will be used to offset:

This funding will be used to expand marketing of the event to draw in more visitors in the following markets and mediums:

- Pacific NW (Seattle, Portland, Boise) through targeted online ads \$3500
- Bring in targeted journalists from key national/regional media to cover the event and expand exposure - \$1500

1. APPLICANT/ORGANIZATION

A. Applicant/Organization Name: Sun Valley Wellness Institute – Sun Valley Wellness Festival

Contact Person (if different from above): Ellen Gillespie, Festival Director

Address/City/State/Zip: Box 4174 Ketchum, ID 83340

Phone: 208-726-2777

B. Type of Organization: *Non Profit 501c3 Idaho corporation*

(i.e. corporation, public, non-profit, other). Attach copy of Secretary of State designation, if applicable.

Applicant/organization must provide Federal Identification Number or Social Security Number, whichever is applicable.

Federal Tax Identification Number: (corporation) 20-3872636

C. How long has organization been active in Sun Valley? Since 2005; 8 years

D. How many people belong/participate in the organization? 13 Board members, 2 pt contract event staff, 70 Wellness Partners, over 100 event volunteers, plus sponsors, donors, program and event attendees.

E. Officers and Board of Directors:

Elisabeth	Grabher	President	Ketchum	ID
Cheryl	Thomas	Vice-President	Ketchum	ID
Michael	Cortese	Treasurer	Ketchum	ID
Pam	Jonas	Secretary	Hailey	ID
Nick	Maricich	Past President	Ketchum	ID
Cathie	Caccia		Hailey	ID
Dolora	Deal		Sun Valley	ID
Marcia	Duff		Ketchum	ID
Chrissy	Gove		Sun Valley	ID
Pirie	Grossman		Sun Valley	ID
Stephanie	Reed		Hailey	ID
John	Sofro		Sun Valley	ID
Scott	Carlin		Sun Valley	ID

F. History of event(s) organization has conducted and number of participants:

The Sun Valley Wellness Festival has been a signature spring event for Sun Valley for the past 16 years. It was created in 1997 by the Sun Valley/Ketchum CVB with an event committee of interested local businesses and community members. The purpose was to build spring tourism in Sun Valley by creating a unique event that would draw visitors by tapping into the growing trend of health & wellness interest and travel while building awareness for Sun Valley area as a world-class wellness destination. After incubating the Festival for 7 years, the non-profit Sun Valley Wellness Institute was formed in 2005 to take over the Festival and grow it into the future. *It is the only signature event in our valley in the spring that is a major tourism draw.*

EVENT:

Event Title: Sun Valley Wellness Festival

Date and Time of Event: May 23-27, 2013

Location of Event: Sun Valley Resort in Sun Valley Idaho

Purpose of Event: To “inspire positive change” by providing learning opportunities and experiences for visitors and residents on diverse aspects of wellness; to provide a high-quality, signature event that builds awareness of Sun Valley as a wellness destination and attracts wellness tourism during Memorial Day weekend.

Description of Event: The focus of the Sun Valley Wellness Festival is to bring the top speakers in Mind, Body, Spirit and Environmental Wellness to Sun Valley each year in an effort to educate and “inspire positive change”. Spring is a time for new beginnings and there is no better place to renew your body, mind and spirit than in Sun Valley, Idaho over Memorial Day weekend, at the 16th annual Sun Valley Wellness Festival, known as one of the premier festivals of its kind in the US. The five day celebration, held at the famous Sun Valley Resort May 23-27, attracts over 1,500 wellness seekers from around the country to attend more than 30 presentations and workshops addressing various modalities of body, mind, spirit and environmental wellness, and a Next Generation Wellness educational tract just for children. Films and music will also be part of the festival event line-up.

Speakers for 2013:

Our top featured keynote speaker is **Dr. Eben Alexander**, renowned academic neurosurgeon and *New York Times* best-selling author of “*Proof of Heaven*”, who has been featured on *Newsweek*, *Oprah’s Super Soul Sunday*, *The New York Times*, *ABC’s 20/20*, and more. Alexander spent 54 years honing his scientific worldview. He thought he knew how the brain and the mind worked. A transcendental Near-Death Experience, in which he was driven to the brink of death and spent a week in a deep coma from a critical brain infection, changed all of that – completely.

We are also excited to have our other keynote speakers, **Amory Lovins** and **R. James Woolsey**, join the festival in a conversation on energy. Amory is widely considered among the world’s leading authorities on energy, having advised everyone from major corporations and the Pentagon on our energy risks and opportunities, and is the recipient of multiple awards including the Onassis Prize, the Heinz Award, the Time Hero of the Planet and the Blue Planet Prize. **R. James Woolsey** is a former CIA Director and co-founder of the United States Energy Security Council whose real-world experience of the risks America faces from our unsustainable energy system has led him to be a powerful voice for America’s leadership in energy efficiency and renewable energy. Their conversation, facilitated by Sun Valley’s resident global energy expert Aimee Christensen. is sure to challenge, inspire and inform.

Other top speakers include the popular inspirational author & NPR’s favorite “family doctor” **Zorba Paster MD**; “Spirit Junkie” **Gabrielle Bernstein**; naturopathic doctor, Ironman triathlete & wellness specialist **James Rouse**; internationally recognized futurist, and author of *Voluntary Simplicity & Awakening Earth* **Duane Elgin**; Olympic coach and founder of Inner Sports **Garrett Kramer**, feng shui master and scholar **Steven Post**; dailylove.com founder **Maston Kipp**, edible and medicinal plant expert and founder of The Seed Trust **Bill McDorman**, renowned astrologist and author **David Pond**, and many others.

Movement and Wellness Expo: In addition to the exceptional line up of speakers and workshops, the Sun Valley Wellness Festival offers a Movement Studio with a variety of ongoing classes with a focus on various types of yoga & other movement taught by outstanding teachers. The Wellness Expo runs all weekend and features vendors selling wonderful wellness products from beautiful clothing to jewelry and health products. In the Hands-On-Hall, attendees can get a massage, reflexology, have an intuitive reading, or try a henna tattoo. The Wellness Expo is free and open to the public throughout the festival. www.sunvalleywellness.org has a complete schedule.

What benefit will event have on the City of Sun Valley?

- This signature world-class event draws the country’s top health & wellness speakers and participants each year, which significantly enhances the overall brand identity for Sun Valley and the City of Sun Valley.
- This event draws in an estimated 700+ out of area participants each year, from around the western region and throughout the US and the world. These speakers, exhibitors, teachers and visitors all spend money at the Sun Valley Resort and in other businesses within the city of Sun Valley during their stay, generating economic impact for the city’s businesses and residents and generating sales tax revenues for the city. (note: Sun Valley Resort used to be “extremely slow” during Memorial Day weekend before the creation of the Sun Valley Wellness Festival, and now the festival is a significant generator of room nights and other revenue for the resort.)
- This event is also enjoyed, attended and supported by local area residents, including many residents of the City of Sun Valley.

How will you publicize and promote this event?

We have a very small national marketing campaign, which is concentrated in wellness oriented media, utilizing print, online advertising and extensive PR and social media outreach. National media sponsor partners include *Spirituality & Health*, and we are working on others. We have targeted regional marketing efforts and media partnerships as well. We will use most of the additional funding to increase our marketing in the Pacific NW and Boise region to draw more visitors to the festival.

How will the sponsorship of the City of Sun Valley be acknowledged at this event?

We have an extensive sponsorship recognition program (see attached) and the City would receive all of the appropriate recognition and benefits according to the level of sponsorship provided.

2. PERSON IN DIRECT CHARGE OF HANDLING FUNDS FOR EVENT

Name: Ellen Gillespie, Festival Director
Address/City/State/Zip/: Box 4174, Ketchum, ID 83353
Phone: 208-726-2777

3. ENTITY TO WHOM CITY FUNDS ARE TO BE DISBURSED

Name: Sun Valley Wellness Institute
Address/City/State/Zip: Box 4174, Ketchum, ID 83340
Phone: 208-726-2777

4. PREVIOUS CITY FUNDING HISTORY

A. Has the organization applied for assistance from the City of Sun Valley within the last 12 months? NO

B. Did you receive assistance? NO

C. Attach a profit/loss statement for the last time the event occurred. (see attached)

5. Will the event be open to the general public? YES

The entire Sun Valley Wellness Festival event is open to the public. While many of the lectures, classes, workshops, musical events are ticketed, we do have a number of festival components and events that are completely free to the public including the Wellness Expo, which runs the length of the festival from Saturday-Monday, the Opening Shaman Blessing Ceremony on Thursday, and others.

6. Estimated Attendance: 1500 over the weekend

7. Will there be an entry fee for participants? Yes, for some events

How much? It varies; from individual speaker tickets at \$35, to full day and weekend passes
(Although certain events may involve athletic or recreational competitions requiring entry fees for participation, there may not be an admission charge to attend or to be a spectator.)

8. Is the event a partisan event? No X

9. Is the event a political event? No X

10. Does the event fund, promote, or further any goal through legislation, constitutional revision, or public pressure on public officials? NO

11. Attach a full statement of the character and extent of the charitable, public, or philanthropic work performed by the applicant organization within the City and elsewhere. (see attached)

12. The amount of any wages, fees, commissions, expenses, or honorariums to be extended or paid to anyone in connection with the event and to whom paid may appear in the Event Budget. (see attached)

13. EVENT REPORT

A. List matching funding from the local business community. (see attached)

(Include the date solicited, amount expected, and when a funding decision will be/has been made.)

In 2012, the Sun Valley Wellness Institute received \$8600 in advertising support from the local business community, and over \$11,000 in sponsorship support. We are currently soliciting advertisers and sponsors for 2013.

B. If this funding request is denied, will the event still take place? YES

C. State reason City funding is essential to success of this event: City of Sun Valley funding is important to allow the SVWI to continue to produce a world-class event in the City and increase promotion to attract more visitors to the city to attend.

D. Complete the Event Budget form on page 8. (see attached)

E. Complete the Financial Statement form (page 9) for the preceding fiscal year. (see attached)

Financial Statements may be audited, if required by state Law.

This page reserved for City use.

FINANCIAL STATEMENT

Applicant/Organization Name: Sun Valley Wellness Institute Fiscal Year Ending 7/31/12

See attached balance sheet.

ASSETS

- Cash (CD's, savings, checking, petty cash)
- Office Equipment and Supplies
- Inventory
- Building
- Land
- Vehicles (specify)
- Other (specify)

TOTAL \$ _____

LIABILITIES

- Notes Due
- Mortgages
- Accounts Payable
- Other (specify)

TOTAL \$ _____

COSTS

- Salaries:
 - Administration/Management/Clerical
 - Community Service
 - Public Education
 - Fundraising

Allocation of funds among categories:

- Occupancy
- Telephone
- Postage Supplies
- Professional Fees
- Vehicles
- Printing
- Travel
- Conference, Conventions, Meetings
- Other (specify)

TOTAL \$ _____

PUBLIC SUPPORT AND REVENUE:

- Special Events
- Sale of Merchandise
- Donations and Gifts
- Grants
- Bequests
- United Way
- Other (specify)

TOTAL \$ _____

If this application is approved, the EVENT SUMMARY REPORT must be completed and returned to the Sun Valley City Council within 30 days after the event in order for funds to be disbursed. It should include all expenses and sources of income. Failure to submit this report within 60 days after the event will cause funding to be revoked.

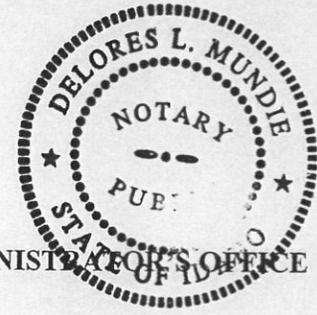
Signed: (Authorized Official/Agent or Applicant) Elizabeth Reahke Date: 1/30/13

I, (Authorized Official/Agent or Applicant) do hereby certify that the information submitted in this application is correct.

Sworn to and subscribed before me this 30th day of January 2013

Notary Public Commission Expires 10/22/2013

Signed Delores L. Mundie



**RETURN APPLICATION TO: SUN VALLEY CITY COUNCIL c/o ADMINISTRATOR'S OFFICE
BOX 416
SUN VALLEY, ID 83353
208-622-443**

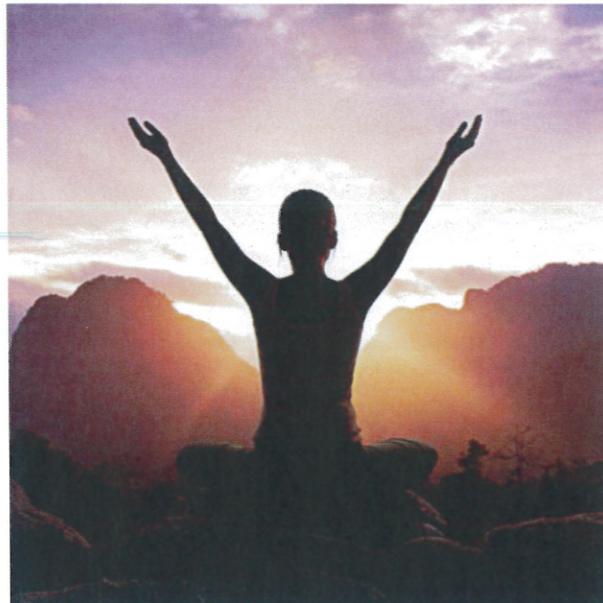


Sun Valley Wellness Institute

THE MISSION: To Inspire Positive Change

THE GOAL: Create a legacy that inspires others to dream more, learn more, do more, and become more.

THE VISION: Develop the Sun Valley Wellness Institute into a world-renowned center for health and well-being, that offers exceptional, innovative programs and events throughout the year, and establishes Sun Valley as a premier wellness destination.



www.sunvalleywellnessinstitute.org



***Celebrating 16 years of inspiration, growth and success!
Recognized as one of the "Top Wellness Festivals in the World"***

www.sunvalleywellness.org

THE SUN VALLEY WELLNESS INSTITUTE

Partnerships, Programs and Services - The Pathway to Positive Change

In keeping with the Sun Valley Wellness Institute's mission "to inspire positive change," it is our goal to promote and provide innovative educational experiences year-round that offer local residents and visitors with a wide variety of opportunities to embrace positive change in their lives.

In order to accomplish this ambitious goal, we have embarked on a series of initiatives which include:

- ❖ Development of an integrated community of wellness (*mind, body, spirit, environment, food*)
- ❖ Active, effective promotion all Sun Valley area wellness programs and events, under one "brand"
- ❖ Presentation & promotion of new top-tier educational programs, events and conferences throughout the year that attract both locals and visitors.
- ❖ Creation a long-term strategic plan to accomplish the vision of a world-renowned wellness retreat center and achieve the goal of Sun Valley becoming a premier wellness destination.
- ❖ Nurturing of new partners, sponsors and donors who share this vision.

SUN VALLEY WELLNESS INSTITUTE STRATEGIC PLAN ELEMENTS

1. BECOME SUN VALLEY'S ONLINE WELLNESS RESOURCE

The SVWI website www.sunvalleywellnessinstitute.com has been created to provide the following information:

- Wellness Resource Directory of wellness-related businesses, practitioners, organizations
- Calendar of Events for area wellness/fitness-related activities, programs
- Programs and Workshops; Special Wellness/Fitness events; products
- Professional Training/Certification Programs
- Wellness retreats/Spiritual travel
- Special offers by Wellness Partners, news and more

2. ACTIVELY PROMOTE & SHOWCASE SUN VALLEY AS WELLNESS DESTINATION

- Bring in 1,000+ new visitors annually for wellness events
- Increase business for Wellness Partners; offer them greater opportunities for exposure and networking
- Use promotional tools including social media, public relations, strategic marketing partnership co-promotions, Wellness Wire ENews, and advertising, to promote all wellness-events and activities in Sun Valley.

3. PRESENT & PROMOTE

- Annual Sun Valley Wellness Festival; nurture its continued growth & focus on quality
- Workshops/programs with nationally known teachers/speakers
- Professional training/certification programs for wellness professionals
- New wellness events – i.e. *yoga music festival, others*
- Wellness retreats/Spiritual travel

4. DEVELOP A LONG-TERM PLAN FOR PHYSICAL SUN VALLEY WELLNESS INSTITUTE CENTER

We are excited to be moving forward to realize our vision!

Please join us in creating a vibrant, healthy future for our community and the many lives we can touch.

SUN VALLEY WELLNESS INSTITUTE BOARD of DIRECTORS

Elisabeth Grabher, President
Cheryl (Welch) Thomas, VP
Michael Cortese, Treasurer
Pam Jonas, Secretary

Dolora Deal
John Sofro
Marcia Duff
Pirie Grossman
Stephanie Reed

Cathie Caccia
Chrissy Gove
Nick Maricich
Scott Carlin



2012 SUN VALLEY WELLNESS FESTIVAL BUSINESS SUPPORTERS			
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Sun Valley Resort
St. Lukes WRMC
Dr. Nancy Parry
Atkinson's Market
Family Medicine & Wellness
Beyond Words Publishing
State Farm Insurance
John Alan & Partners
Martin Flannes
Windemere Real Estate
Lululemon Athletica
Inner Harbor
Nick Maricich
SFP Studio
Burnsies
DL Evans
Edna Benziger
5 Springs Wellness
Far and Away
Friesen Gallery
GIA Wellness
Hailey Yoga
Heyoka Studio
High Altitude Fitness
Hyperbarics of Sun Valley
Judy's Design House

Luke's Pharmacy
Main Street Market
Montana Wellness
Nourish Roots
Panache
Redback Travels
Rickshaw
Rico's
Spirituality & Health Magazine
St. Lukes WRMC
Primavera
Chapter One BookStore
Sun Valley Company
Bw Kentwood Lodge
Boise State Radio
Structural Integration
Summer Bauer
Sun Valley FIT
Sun Valley Gallery Association
Tranquility Teahouse
Zenergy



Sun Valley Wellness Institute sponsorship opportunities 2013

BENEFITS DESCRIPTION	CRYSTAL	PLATINUM	GOLD	SILVER	BRONZE
Marketing & Advertising	\$5,000	\$2,500	\$1,000	\$650	\$350
Presence on the SV Wellness Institute Website	Premier Placement Logo w/Link on Homepage (\$1,000)	Logo Listing w/Link on Homepage (\$800)	Logo Listing w/Link on Homepage (\$600)	Listing/Link (\$100)	Listing (\$100)
Presence on the SV Wellness Festival Website	Premier Placement Logo w/Link on Homepage (\$1,000)	Logo Listing w/Link on Homepage (\$800)	Logo Listing w/Link on Homepage (\$600)	Listing/Link (\$100)	Listing (\$100)
Presence in SVWI Wellness Wire ENews <i>(sent monthly to over 4,000 subscribers)</i>	Premier Placement Logo Listing w/Link (\$1,000)	Logo Listing w/Link (\$800)	Logo Listing w/Link (\$600)	Listing/Link (\$100)	Listing (\$100)
Promotion via SVWI FaceBook page <i>(over 1300 followers)</i>	Sponsor Recognition with Logo/Link (3) (\$300)	Sponsor Recognition with Logo/Link (3) (\$300)	Sponsor Recognition with Logo/Link (2) (\$200)	Sponsor Recognition with Logo/Link (1) (\$100)	Sponsor Recognition with Logo/Link (1) (\$100)
SVWI Wellness Partner membership <i>(includes all related promotion & benefits)</i>	(\$300-\$1,000)	(\$300-\$1,000)			
Logo/listing on SVW Festival Event Poster <i>(250 distributed locally & regionally)</i>	Logo Listing (\$800)	Logo Listing (\$600)	Listing (\$200)	Listing (\$200)	
Ad in SVW Festival Program <i>(3,000 copies distributed)</i>	Choice of Back Cover or Inside Front Cover, 4 color glossy (\$1,150)	Full Page Color (\$900)	1/2 Page Color (\$600)	1/3 Page Color (\$400)	1/4 Page Color (\$300)
Additional Benefits					
Product Exclusivity	YES				
Identification on Festival Street Banner	YES - Logo (\$1,000)				
SVWF Expo Booth	Prominent Position (\$450)				
SVWF Passes <i>(\$175 each)</i>	6 (\$1,050)	4 (\$700)	2 (\$350)	2 (\$350)	1 (\$175)
Tickets to SVWF Keynote Premium Seating <i>(\$100 each)</i>	6 (\$600)	4 (\$400)	2 (\$200)		
Tickets to SVWF Keynote General Seating <i>(\$45 each)</i>				2 (\$90)	1 (\$45)
TOTAL VALUE OF ALL BENEFITS	\$9,650	\$6,500	\$3,450	\$1,440	\$920

Sun Valley Wellness Institute

PO Box 4174 • Ketchum, Idaho 83340 • 208-726-2777 • www.sunvalleywellness.org • info@sunvalleywellness.org

SUN VALLEY WELLNESS FESTIVAL BUDGET

Operating Income	12 Actual thru 7/31/12	2013 Budget	% Diff FY12
Ticket Sales	65,466	70,000	7%
Exhibitors			
Hands on Hall	4,750		
Exhibit Hall	15,950		
	20,700	21,000	1%
Workshops/Readings			
Workshop Fees	15,697	15,000	-4%
Private Sessions	5,760	6,000	4%
	21,457	21,000	
Program Ads	8,683	8,600	-1%
Total Operating Income	116,306	120,600	4%

Operating Expense

Workshops/Readings			
Workshop Remittances	10,611	11,250	6%
Private Session Remittances	5,582	4,500	-19%
	16,193	15,750	
Marketing			
Posters/Banners	593	700	18%
Advertising	8,790	9,000	2%
Constant Contact	495	500	1%
Other Website	1,325	1,400	6%
Program Graphics	3,259	3,500	7%
Program Printing	3,107	2,500	-20%
Rack Card		1,400	
Video Taping/Other	515	1,000	
	18,084	20,000	11%
Speaker Fees			
Keynote Travel	1,556		
Keynote Fee	20,000		
Speaker Fees	16,518		
Speaker Travel	22,839		
	60,913	65,000	7%
Meeting Rooms/AV			
Concert AV	599	1,000	67%
Meeting Rooms	3,510	3,600	3%
AV Rental	5,062	5,500	9%
Receptions	1,546	1,600	4%
Exhibit Hall Fees	4,602	4,600	0%
	15,319	16,300	6%
Credit Card Fees	1,392	1,400	1%
Office Supplies			
Postage	327	400	22%
Tickets and Badges	920	900	-2%
Event signage/Other	472	100	-79%
	1,719	1,400	-19%
Professional Fees/Other			
Event Directors	31,500	31,000	-2%
Legal/Accounting Fees/Other	2,424	3,700	
	33,924	34,700	
Total Operating Expense	147,544	154,550	5%
Total Festival Operating P/L	-31,238	-33,950	9%
Fundraising Income (net)	35,000	35,000	0%
<i>(Donors & Sponsors)</i>			
TOTAL FESTIVAL P/L	3,762	1,050	-72%

Sun Valley Wellness Institute
Balance Sheet
As of July 31, 2012

SUN VALLEY WELNESS INSTITUTE	<u>Jul 31, 12</u>
ASSETS	
Current Assets	
Checking/Savings	
DL Evans Checking Account	69,869.92
Edward Jones Investment Account	<u>17,859.89</u>
Total Checking/Savings	87,729.81
Accounts Receivable	
Accounts Receivable	<u>1,432.10</u>
Total Accounts Receivable	<u>1,432.10</u>
Total Current Assets	<u>89,161.91</u>
TOTAL ASSETS	<u><u>89,161.91</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	<u>105.08</u>
Total Accounts Payable	<u>105.08</u>
Total Current Liabilities	<u>105.08</u>
Total Liabilities	105.08
Equity	
Retained Earnings	77,812.38
Net Income	<u>11,244.45</u>
Total Equity	<u>89,056.83</u>
TOTAL LIABILITIES & EQUITY	<u><u>89,161.91</u></u>



sun valley wellness festival

Special Event Funding Request

City of Sun Valley

February 2013

about the sun valley wellness institute

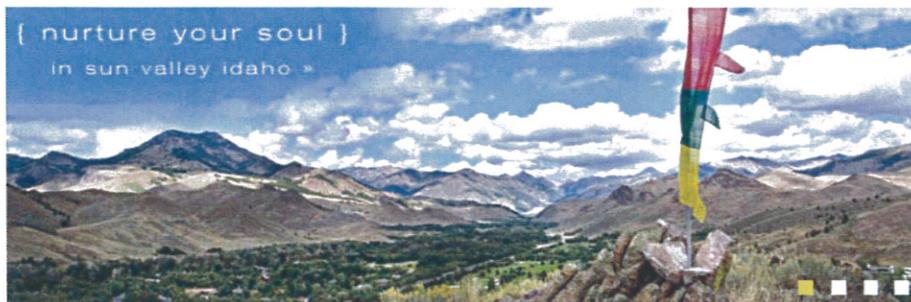
- 501 c3 non-profit organization, created in 2005
- Mission: **To Inspire Positive Change**
- Focus: wellness education, wellness tourism
- Producers of annual Sun Valley Wellness Festival
- Managed by 13 member volunteer board



about the sun valley wellness institute

Our Vision for the Future

- Develop the Sun Valley Wellness Institute into a world-renowned center for well-being that offers leading edge, innovative and inspiring programs and events throughout the year on a variety of mind-body-spirit and environmental topics, which serve to advance the individual and collective human experience.



about the sun valley wellness festival

- **Held each Memorial Day weekend at Sun Valley Resort – 16th year**
 - Sun Valley Resort strongly supports this event and recognizes its important economic impact their business during this slow period of the year.
- **Recognized as a major Sun Valley “signature event”**
- **Noted as one of top wellness events in the US**
- **Features over 30 presentations by renowned experts in mind-body-spirit-environmental wellness**
- **2013 top speakers include**
 - Dr Eben Alexander, Amory Lovins & R James Woolsey, Zorba Paster MD, Duane Elgin, Tommy Rosen, Garret Kramer, Gabrielle Bernstein and more



about the sun valley wellness festival

- Key event elements

- A four-day celebration and education of wellness approaches to living.
- Featuring over 30 lectures and workshops
- Keynote presentations
- Wellness Expo - trade show and hands-on-hall
- Movement Studio Classes - Fitness and yoga
- Film and music



about the sun valley wellness festival

- Attracts est 1,500 attendees; over 50% from out of town
- Supported by over 45 local businesses
- Supported with over 2000 volunteer hours
- Estimated economic impact = \$850K+ (Sustain Blaine analysis)



special event funding priorities

The Sun Valley Wellness Festival perfectly meets the City of Sun Valley priorities for special event funding:

- ✓ Priority shall be given to events held in the City of Sun Valley which generate local option taxes for the City of Sun Valley, and have matching funds from the local business community.
- ✓ Priority shall also be given to events held in the City which benefit the quality of life of Sun Valley's residents.



event benefit to city of sun valley

Sun Valley Wellness Festival is:

- **Good for Sun Valley's marketing/brand image**
 - World-class wellness event with national recognition
 - Has been featured in *LA Times*, *USA Today*, other major media outlets
- **Strong tourism generator during spring slack season**
 - Estimated 500+ out of town attendees, vendors, speakers
- **Enjoyed and supported by City of Sun Valley residents**

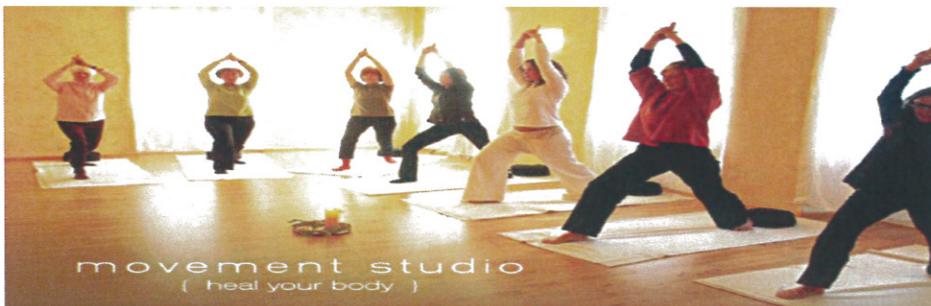


special event funding request

- **Our request: \$5,000**
 - Increased marketing & PR to attract more attendees

To be used for:

- Increased national advertising
- Increased regional advertising
- Media fam with national wellness journalists



current marketing efforts & new proposed

- **National - \$2000**
 - Spirituality & Health Magazine (print & online ads – media sponsor)
 - Facebook ads – targeted by wellness interest and geo
 - Public Relations – press releases, media pitches
 - Social Media & Email
 - Outreach through our speakers & sponsors– social media, eblasts, websites, etc
 - **Geotargeted online ads (Yoga Journal, Seattle Mag, Portland Monthly, etc) \$3500**
 - **Media Fam – bringing 3 top wellness journalists to cover the festival: \$1500**
 - **Total new: \$5000**
- **Regional - \$2000**
 - Catalyst Magazine/SLC (print and online)
 - Impact Magazine/Boise (Race for the Cure event early May)
 - NPR/BSU Radio
- **Local - \$2000**
 - Idaho Mtn Express, Weekly Sun, etc.

in conclusion...

- *the wellness festival is good for the City of Sun Valley
- *we encourage you to invest in growing this event
- *thank you!

