

AGENDA
SPECIAL COUNCIL MEETING OF THE MAYOR AND CITY COUNCIL
IN THE COUNCIL CHAMBERS – 81 ELKHORN ROAD
CITY OF SUN VALLEY, IDAHO
MAY 18, 2016 - 3:00 P.M.

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT - *The Mayor and Council welcome comments from the public on any subject. Please state your name and address for the record. Public comments may be limited to three (3) minutes.*

COUNCIL COMMENT (5 min.)

MAYOR COMMENT (5 min.)

QUESTIONS FROM THE PRESS (3 min.)

WORK SESSION - REVIEW AND DISCUSSION OF THE PROPOSED FISCAL YEAR 2017 BUDGET

PRESENTATIONS - EXTERNAL CONTRACTS (120 min.)

1. Blaine County Housing Authority (20 min.);1
2. Prosecuting Attorney, Frederick Allington (20 min.);8
3. Sun Valley Economic Development (20 min.);.....16
4. Mountain Rides Transportation Authority (20 min.);32
5. Sun Valley Marketing Alliance (20 min.);49
6. Jen Smith, City of Ketchum (20 min.);70

CITY COUNCIL PRIORITIES (45 min.)

7. Discussion of City Council budget priorities (45 min.); (no documents)

ADJOURNMENT - *Meeting will conclude after the completion of agenda items or at the latest 9:00 p.m. Any item under discussion or consideration at 9:00 p.m. will be completed. Any remaining items on the agenda will be scheduled for another meeting.*



May 11, 2016

Mayor Hendricks & Sun Valley City Council
Sent Via Email

Dear Mayor Hendricks and City Council Members:

Thank you for the opportunity to continue BCHA's relationship with the City of Sun Valley by considering our Contract for Service for FY 2017 in which we will serve as the city's housing department, the regional housing authority and the steward of Community Homes in Sun Valley. The Blaine County Housing Authority and its Board of Commissioners has valued our services to the City of Sun Valley for FY 2017 at \$18,000 and respectfully requests the City Council to allocate funds for this amount in its FY 2017 budget. This is the same value we placed on our contract for service in FY 2016. In FY 2016 we added services above and beyond our historical stewardship role. **We are now offering more services to the City of Sun Valley for the same cost!**

New BCHA Services in FY 2016

The Lift Tower Lodge

BCHA is operating the Lift Tower Lodge to provide short-term housing for low-income, seasonal and temporary workers. Many of our occupants are temporary workers in Blaine County. However, there is diversity among the residents and all of the occupants directly support our resort economy. Occupations range from kitchen worker, to lift operator, to on-mountain photographer, to traveling hospital workers.

In addition to the obvious support for our resort economy there are other, less visible, benefits BCHA is able to provide. For example, we were able to provide an alternative housing option to two individuals who were living in a studio apartment in Sun Valley with a total of five people. Removing two individuals from this over-crowded living situation is an obvious benefit to everyone involved. It also surely benefited the immediate neighbors.

The Lift Tower Lodge supports itself financially and does not require any subsidy from local governments. Our auditors have categorized the Lift Tower as a proprietary fund much like a municipal water and wastewater system that is treated as a separate enterprise from our other governmental functions. We are not able to assign revenues from the Lift Tower Lodge to other programs.

Housing Counseling Services

Quality housing counseling services are a valuable asset in any community. Unfortunately, the closest counseling services available to Sun Valley and Blaine County residents are in Twin Falls or Boise, until last year. In FY 2015, BCHA Program Director, Bobi Bellows, conducted fifty-nine (59) housing counseling sessions. So far in FY 2016, BCHA has provided thirty-three (33) counseling sessions. Areas of counseling include Pre-Purchase, Post-Purchase, Rental, Maintenance and Preservation and Foreclosure Prevention

counseling. BCHA provides these services to all Sun Valley and Blaine County residents, not just BCHA applicants and owners.

Property Management Services

In December 2015, BCHA and the City of Sun Valley entered into a separate agreement to provide property management services for the two Elkhorn Condominiums owned by the city on a time and material basis.

Contract for Service Performance

Asset Management

BCHA conducts annual compliance reviews to ensure the occupancy and other standards of the Deed Covenants on Sun Valley’s eight (8) Community Homes are met. Additionally, we conduct compliance reviews on all ninety-nine (99) Community Homes in BCHA’s stewardship.

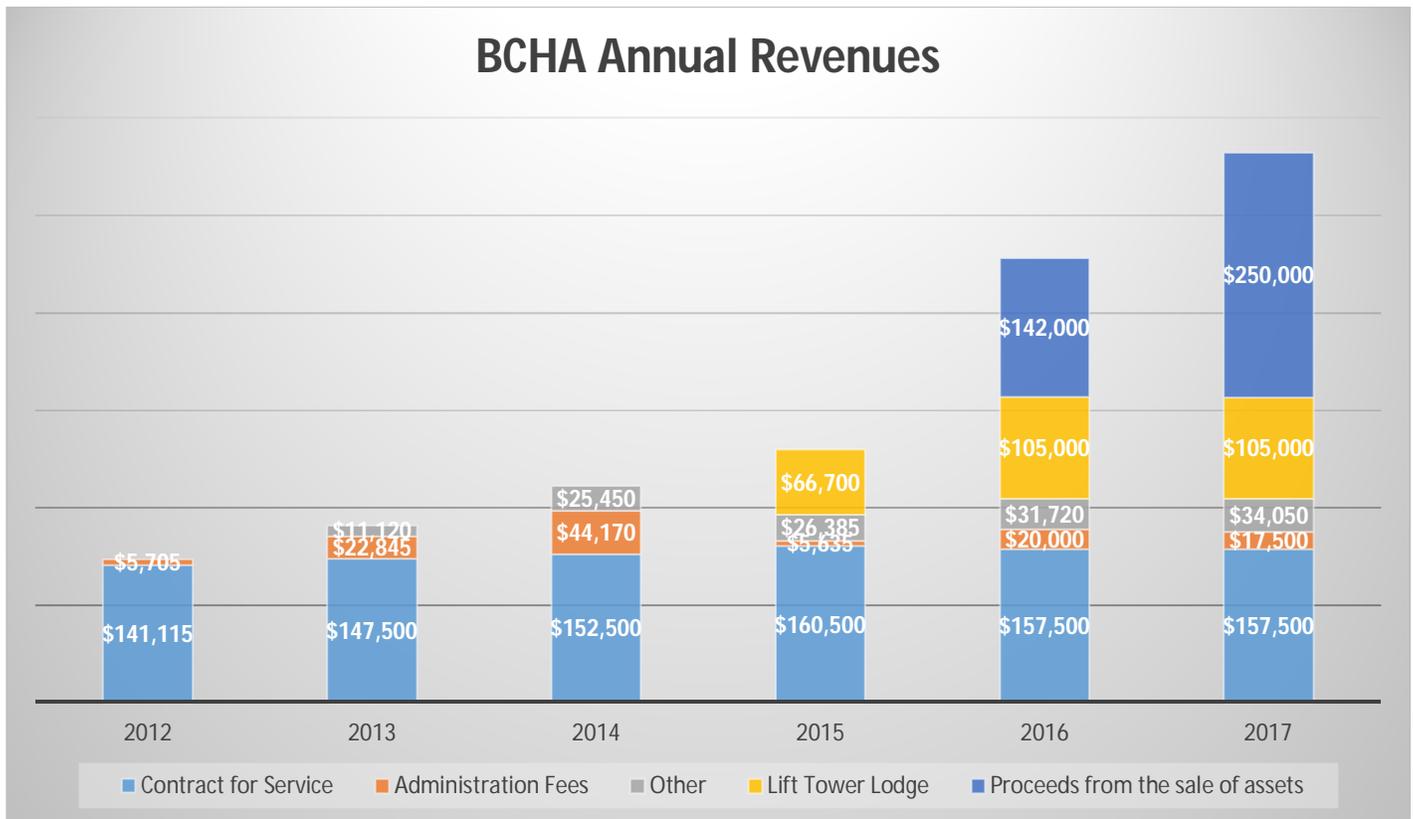
We want to note that BCHA’s Community Housing program provides impacts to the City of Sun Valley and its employers beyond the eight Community Homes within city limits. There are at least fifteen (15) households who work in Sun Valley, but reside in Community Housing in other parts of Blaine County. Several of these households are City of Sun Valley emergency responders.

Database Management

BCHA maintains the county’s only database of low and moderate income households looking for affordable housing. We update the database on a continuing basis. In the last twelve months, we have qualified fifty-six (56) new household applicants and we have removed fifty-eight (58) household applicants from the database for a total of one hundred fourteen (114) unique households in the last twelve months. Also in the past twelve months, BCHA has placed thirteen (13) households in Community Housing.

BCHA Fiscal Performance

The graph below demonstrates BCHA’s success over the past several years in diversifying our revenue sources.



Prior to FY 2013 BCHA revenue was derived solely from two categories: Community Housing Administration fees and Contracts for Service with the jurisdictions that are represented on our Board of Commissioners. Administration fees are unpredictable and are outside of BCHA's direct control. They rely solely on the number of resales in any given year.

In FY 2013 BCHA added two new revenue sources; Rental Management and New/Other Income. We have successfully built on these revenues each year, from \$11,000 in FY 2013 to a projection of \$34,050 in FY 2017. In FY 2014 we added revenues from the Lift Tower Lodge. As mentioned above, revenues from the Lift Tower Lodge go to support its operation and to support future significant capital needs. We are not able to support other programs with these funds. In FY 2016, we added proceeds from the sale of assets. These revenues have liabilities against them in the form of short-term loans and are not a consistent or significant source of revenue for regular operations.

The additional revenues represented by the gray, yellow and dark blue bars allow BCHA to provide the expanded services highlighted at the beginning of this letter. **However, the expansion and diversification of our revenues that allow us to expand and improve our service are not possible without the base level of funding represented by the light blue bar.** This base level of funding is what BCHA requires to provide our basic stewardship function and it is the foundation upon which we build our services. Without this foundation, everything else collapses.

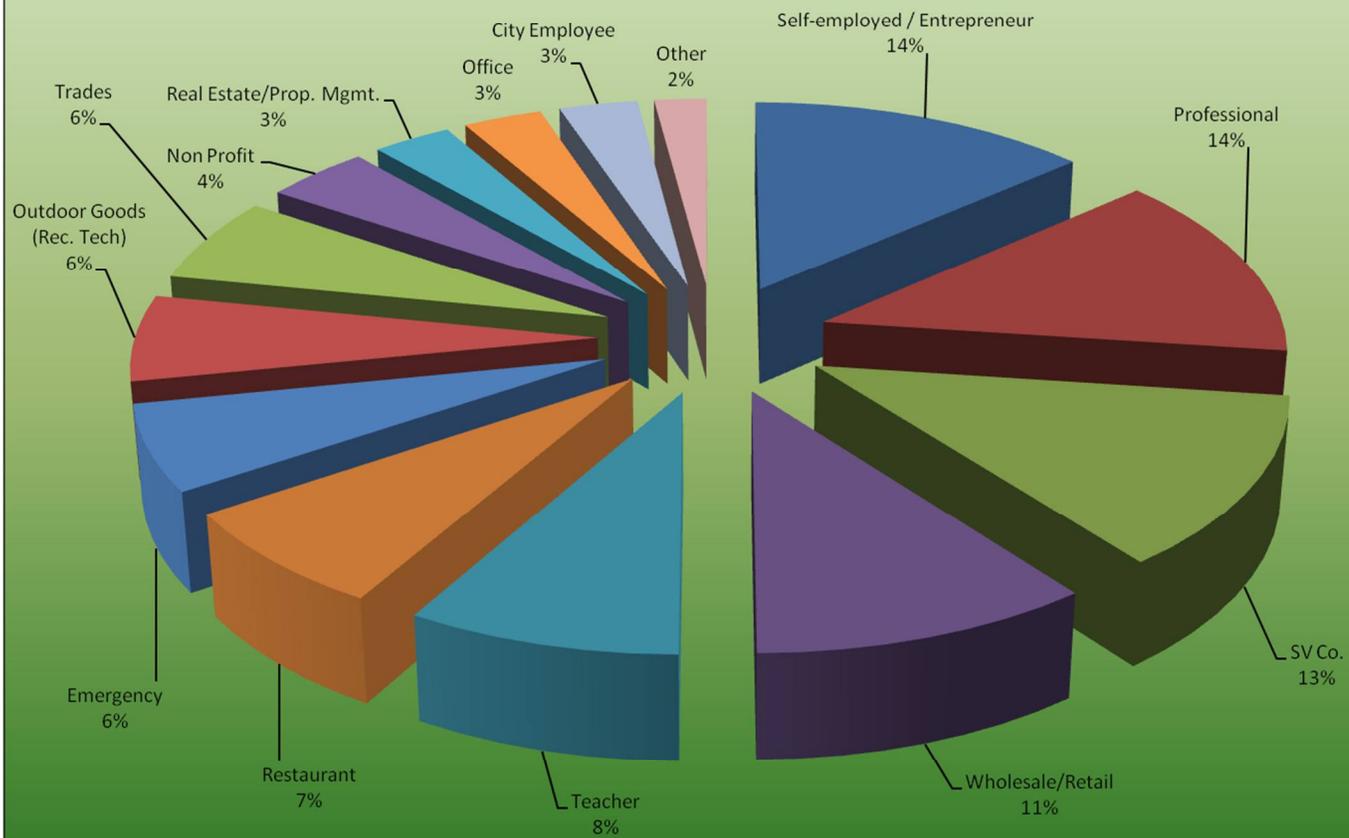
The \$18,000 BCHA is requesting represents 10% of this base-level foundation. Our contract for service with the City of Sun Valley provides critical support for the human and financial capital required to continue to diversify our revenues.

Who Are the BCHA Owners and Renters?

The chart on the next page shows the professions of BCHA owners and renters.

The Professions of BCHA Homeowners & Renters

April 2015

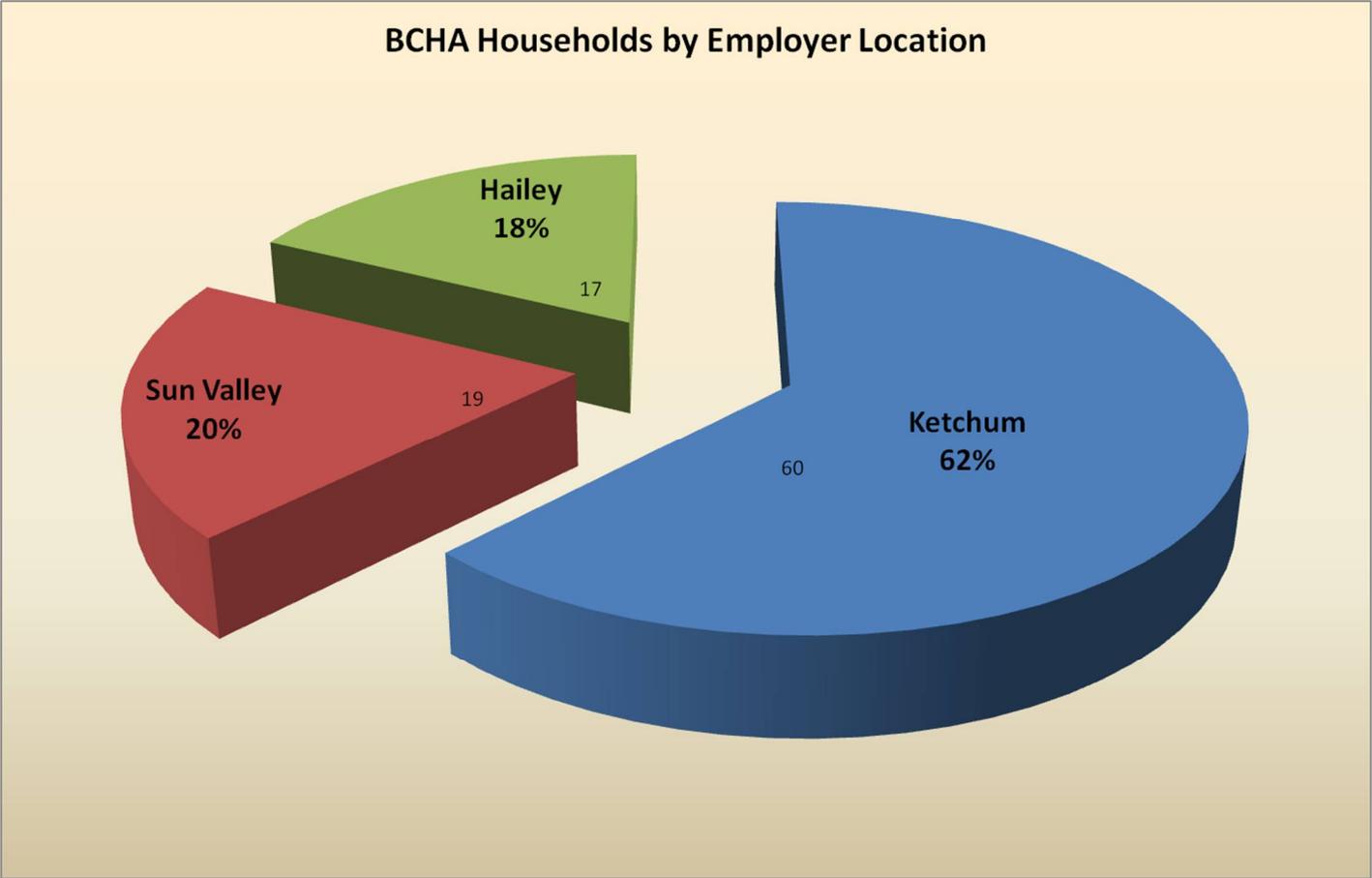


**based on residents' occupation at the time of purchase or lease agreement*

The benefits of BCHA's programs and services are clearly demonstrated here. The three largest percentages of residents are the Self-employed Entrepreneurs, Professionals and employees of Sun Valley Company. The employees of Sun Valley's largest employer have access to affordable housing thanks to our housing programs. This allows the Sun Valley Company to focus on operating an internationally recognized resort and compete for visitors in the destination resort market.

A common theme in advancing economic development efforts for Sun Valley is the need to diversify our economy with non-seasonal businesses and supporting, encouraging and recruiting entrepreneurs and young professionals. BCHA has been, and continues to support these households. Looking at our top two employment categories, we see that BCHA has been running one of the most significant and successful programs to support these highly sought after households.

The chart on the next page shows where the employers of BCHA owners and renters are located.



This data demonstrates that BCHA’s programs and activities have an impact beyond Sun Valley’s municipal boundaries. While only eight percent (8%) of BCHA’s Community Homes are within Sun Valley’s city limits, twenty percent (20%) of BCHA residents work for employers within the City of Sun Valley. The data also demonstrates the added value the city is able to leverage by contracting with BCHA. BCHA is able to utilize certain economies of scale and provide a higher level and a greater scope of service than the city could provide if it were to develop its own programs limited to the city itself.

Proportionality Metrics

For the past several years, the Sun Valley City Council has put a high value on the proportionality of their external contracts for service. This section provides several metrics to support the value of BCHA’s services to the city. It also demonstrates value the city is able to leverage for its tax-payers by contracting with BCHA.

The series of charts below evaluate several different metrics BCHA used to formulate our \$18,000 contract for service value with the City of Sun Valley. These metrics only look at benefits within the city’s municipal boundaries. We need to note that there are dozens of ways in which BCHA programs and services benefit the City and its businesses outside its municipal boundaries. Here are just two examples: 1) there are at least two Sun Valley firefighters living in Community Housing outside of Sun Valley city limits and 2) twenty percent (20%) of all Community Homeowners work for employers based in Sun Valley. These benefits are not reflected in the numbers in the charts below and are part of the value-added services provided by BCHA.

The values below are based on BCHA's proposed FY 2017 operating budget of \$284,475 (excludes debt service and Lift Tower Lodge).

We look at workforce first because that is the segment of the population to whom BCHA services are targeted:

By Work Force		
Total Blaine County Workforce	11,640	
		Sun Valley
Sun Valley Work Force		1398
Percentage of Work Force		12%
Value of BCHA Contract for Service		\$34,166

Source: SVED 2014 Economic Summit Profiles

Next we look at the location of each resident's employer:

By Employer Location (current occupants)		
Total BCHA Homes	99	
		Sun Valley
Sun Valley Employees		19
Percentage of Total		19%
Value of BCHA Contract for Service		\$54,596

Source: BCHA 2015 Data

Next we look at the number of Community Homes within Sun Valley:

By Community Homes in Jurisdiction		
Total Community Homes	99	
		Sun Valley
Sun Valley Community Homes		8
Percentage of Community Homes		8%
Value of BCHA Contract for Service		\$22,988

Source: BCHA 2015 Data

Finally, we look at total population:

By Population		
Total Blaine County Population	21,323	
		Sun Valley
Sun Valley Population		1394
Percentage of Population		7%
Value of BCHA Contract for Service		\$18,598

Source: SVED 2014 Economic Summit Profiles

The average of the four metrics above is \$32,587. The fact that BCHA is able to provide our service for \$18,000 demonstrates the economies of scale and value-added service available to Sun Valley by contracting with BCHA.

Summary

This contract for housing service is an avoided cost for the City of Sun Valley. If BCHA did not provide these housing services, the city would need to contract with some other organization or assign these services to an internal employee(s). The cost of our proposal represents approximately one-quarter to one-third of a full time equivalent employee. Further, a city employee would only be able to focus on efforts within city limits. By contracting with BCHA at \$18,000, Sun Valley gets 2.5 full time equivalent employees dedicated to providing housing services to the City of Sun Valley with a county-wide scope. This is the definition of value for the city.

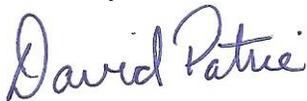
The latest data available from the Sun Valley Board of Realtors demonstrates consistently high housing costs in an unaffordable market. In our latest report, we note the median single family home price in Sun Valley is \$1,210,000. The average family home (3+ bedrooms) rental price in the north valley is \$2,426 per month. Applying \$120/month for utilities and assuming a household can afford to spend 30% of its income on housing, we can determine that a household needs to earn an annual income of nearly \$102,000 to afford the average family rental home in this market. **Clearly there needs to be an alternative for working families in Sun Valley and Blaine County. BCHA is that alternative.**

BCHA has raised our level of service through increasing revenue and finding efficiencies over the last four years. To continue to raise our level of service and to serve the workers, employers and citizens of Sun Valley we need a contract for service that is reflective of the value and contributions our services provide to the city. The information in this letter provides several approaches and several reasonable bases for our proposed fee for service.

In a nutshell, the City of Sun Valley's contract for service with BCHA is an essential resource needed to continue to achieve the results we have enjoyed over the past several years and to continue to provide a high level of service to our constituents.

I am happy to answer any questions or address any concerns as you continue your budget discussions. The Blaine County Housing Authority values our partnership with the City of Sun Valley and we look forward to continue working with and for you in 2017.

Sincerely,



David Patrie
Executive Director

Attachments: BCHA proposed budget FY 2016
BCHA Strategic Direction 2011-2016

cc. Susan Robertson - City Administrator
Alissa Weber - City Clerk
BCHA Board of Commissioners

The Blaine County Housing Authority's mission is to advocate, promote, plan and preserve the long-term supply of desirable and affordable housing choices in all areas of Blaine County in order to maintain an economically diverse and vibrant community.

CITY PROSECUTING ATTORNEY

FREDERICK C. ALLINGTON
115 SECOND AVENUE SOUTH
HAILEY, IDAHO 83333
(208) 788-7802
Fax: (208) 788-7901

May 9, 2016

The Honorable Peter Hendricks,
Sun Valley City Mayor
P.O. Box 416
Sun Valley, ID 83353

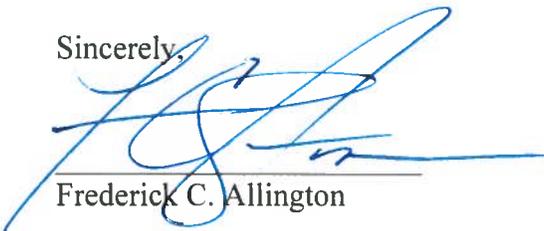
Dear Mayor:

I have enclosed a copy of my proposed Contract for legal services for your review. The Contract is identical to the one currently in effect. The current amount paid by the City is \$23,205 per year and I am not seeking an increase.

As I have done in the past, I have included an itemized time sheet from October, 2015 to April, 2016. The number of hours is consistent with prior years and if my time spent for trainings, task force meetings and being on call 24/7 were taken into account, the figure would be approximately equal to or more than my current contract rate.

I look forward to meeting with you and the City Council to discuss my rates and work out a figure that is both fair for the City and myself.

Sincerely,



Frederick C. Allington

AGREEMENT FOR PROSECUTION OF CITY MISDEMEANORS

AGREEMENT made this _____ day of _____, 2016, between FREDERICK C. ALLINGTON, ESQ., hereinafter referred to as "Attorney", and THE CITY OF SUN VALLEY, IDAHO, (hereinafter referred to as "City");

WITNESSETH

WHEREAS, Idaho Code §50-208 requires that the city attorney, his/her deputies or contract counsel of any municipality shall prosecute those violations of county or city ordinances, state traffic infractions and state misdemeanors committed within the municipal limits; and

WHEREAS, Idaho Code §§50-208 and 50-301 allows any city to contract for alternative additional counsel when deemed advisable; and

WHEREAS, THE City desires to contract with Attorney to prosecute those violations of county or city ordinances, state traffic infractions and state misdemeanors committed within the municipal limits of the City when arresting or charging officer is an employee of one of the City; and

WHEREAS, Attorney desires to contract with the City to accept the duty and receive the authority to prosecute those violations of county or city ordinances, state traffic infractions and state misdemeanors committed within the municipal limits of the City when the arresting or charging officer is an employee of one of the City; and

WHEREAS, The City deems the expenses corresponding to the services provided by Attorney as ordinary and necessary pursuant to Art. VIII, §3 of the Constitution of the State of Idaho; and

NOW, THEREFORE, in consideration of the foregoing and the City's payment to the Attorney of compensation hereinafter provided, the parties hereby agree as follows:

1. PERFORMANCE OF SERVICES.

- A. Attorney will prosecute all misdemeanor crimes, traffic offenses, and ordinance violations occurring within the city limits for which an arrest is made or a citation issued by an officer of City and appeals thereof from magistrate to district court.
- B. In addition, Attorney agrees to provide the City with the following specific services:
 - (1) Render legal advice, when requested, to the City's police departments and police officers on a 24 hour per day seven (7) days per week basis (insofar

as is possible) regarding all police matters relating to criminal law and criminal procedure; and

- (2) Office consultation with City's police officers concerning the filing of charges; and
- (3) Draft all complaints, arrest and search warrants, and summonses relating to criminal charges; and
- (4) Prepare for and conduct all probable cause hearings in cases related to criminal charges; and
- (5) Draft affidavits in support of search warrants and arrest warrants; and arrange, prepare for and conduct all hearings necessary to obtain said warrants; and
- (6) Prepare for and conduct all hearings or motions scheduled for a hearing in any case within the scope of this Agreement, and any appeal thereof from magistrate to district court. Such hearings include but are not limited to, arraignments, bond hearings, motions to suppress and sentencing; and
- (7) Prepare and conduct all trials in any case within the scope of this Agreement, whether such trial shall be by bench or by jury, and any appeal thereof; and
- (8) Keep informed of new developments in criminal law and criminal procedure.

C. The inclusion of any services by specific reference in this Agreement is not intended as an exclusion of other services necessary and proper to the fulfillment of this Agreement.

D. The Attorney agrees that all services provided pursuant to Section 1 of this Agreement shall be in accordance with the Idaho State Bar Association's Rules of Professional Responsibility.

2. **TIME OF PERFORMANCE AND TERMINATION.** This Agreement shall be in full force and effect from the 1st day of October, 2016 through the 30th day of September, 2017

3. **COMPENSATION**

AGREEMENT FOR PROSECUTION

Page 2

- A. Compensation per year of TWENTY THREE THOUSAND NINE HUNDRED ONE DOLLARS (\$23,901) will be paid to Attorney as consideration for providing the services necessary to the fulfillment of this Agreement from October 1, 2016 through September 30, 2017.
 - B. Attorney agrees that the compensation fixed in paragraph 3A above shall constitute the total amount of compensation to be awarded under the terms of this Agreement with one half payment due on the first day of October and the second half due on first day of April commencing on October 1, 2016.
 - C. Compensation to all other persons, entities and organizations for services and materials necessary to the fulfillment of the terms of this Agreement, including professional liability insurance, shall be the sole responsibility and obligation of Attorney; Attorney shall have the discretion to hire or retain such clerical, administrative, paralegal or legal help as may be necessary to the fulfillment of the terms of this Agreement.
4. **INDEPENDENT CONTRACTOR STATUS.** Attorney is retained only for the purposes and to the extent set forth in this Agreement. The parties to this Agreement intend that the relationship of the Cities to the Attorney shall be that of an independent contractor. As such, the Attorney shall not be entitled to any benefits which the City may provide to their respective employees, including, but not limited to, unemployment compensation, medical insurance or similar benefits. Nothing herein shall be construed to constitute an intent to form a partnership, employment, joint venture or other relationship except as acknowledged herein by the parties, The parties shall, at all times, take all necessary actions to maintain such relationship, including, but not limited to, the filing of necessary tax documents consistent herewith.
5. **COSTS OF PROSECUTION.** City is responsible to pay directly any and all costs of prosecution including, but are not limited to, witness fees, travel costs and transcript costs. For costs of prosecution in excess of ONE HUNDRED and no/100 Dollars (\$100.00), the Attorney will review the merits of the case and reasons for the costs with the Chief of Police for the City who, in turn, has full discretion to authorize payment of the projected costs of prosecution.
6. **CONFLICT OF INTEREST.**
- A. To the extent that a conflict of interest arises due to a criminal defendant's employment position, the city where the alleged offense occurred, with the assistance of Attorney, shall arrange and pay for the prosecution. Such criminal defendants shall include, but are not limited to, elected and appointed city officials,

law enforcement personnel, Blaine County Prosecuting and Deputy Prosecuting Attorneys. Attorney shall make a good faith effort to arrange for a conflict prosecutor at no charge.

- B. To the extent that a conflict of interest arises due to a criminal defendant's position as a practicing attorney whom Attorney has significant contact with as opposing counsel, the Attorney shall make a good faith effort to arrange for a conflict attorney to prosecute the case without charge. If Attorney cannot arrange for such a conflict attorney, then the city where the alleged offense was committed shall arrange and pay for the cost of prosecution.
 - C. To the extent that a conflict of interest arises that is not addressed in Subsections 6A or 6B, Attorney shall arrange and pay for the cost of prosecution.
7. **DISCRETION.** Attorney shall have ultimate discretion in all charging decisions, plea agreements and dispositions of cases prosecuted on behalf of City, but will fully consider the requests and input of the chiefs of police of City with regard to particular cases or class of cases.
 8. **COMPLIANCE WITH LAWS.** The Attorney agrees to comply with all federal, state, city and local laws, rules and regulations.
 9. **TERMINATION OF AGREEMENT.** Either party may terminate this agreement upon 30 days written notice.
 10. **AMENDMENTS/ASSIGNMENT.** This Agreement may only be changed, modified, amended or assigned upon the written consent of all the parties.
 11. **HEADINGS.** The headings in this Agreement are inserted for convenience and identification only and are in no way intended to describe, interpret, define or limit the scope, extent or intent of this Agreement or any provisions hereof.
 12. **SEVERABILITY.** Every provision of this Agreement is intended to be severable. If any term or provision hereof is deemed invalid or unenforceable by a court of competent jurisdiction, such decision or decisions shall not affect the validity of the remaining portions hereof, which shall continue in full force and effect and applicable to all circumstances to which it may validly apply.
 13. **BINDING AGREEMENT.** This Agreement and the terms and provisions hereof shall inure to the benefit of and be binding upon the respective successors and assigns of the parties hereof.

14. **ENTIRE AGREEMENT.** This Agreement shall constitute the entire agreement of the parties and is the sum total of the agreements and understandings of the parties hereto, and supersedes and replaces any other written or oral agreements or understandings.
15. **INTERPRETATION.** This Agreement shall be liberally construed in accordance with the general purposes of this Agreement and the laws of the State of Idaho.
16. **NO PRESUMPTION.** No presumption shall exist in favor of or against any party to this Agreement as the result of the drafting and preparation of this document.
17. **EXECUTION.** This Agreement may be executed simultaneously in one or more counterparts, each of which shall be deemed an original, but all together shall constitute one and the same instrument.
18. **ACCEPTANCE.** The parties fully understand all of the provisions of this Agreement, and believe them to be fair, just, adequate and reasonable, and accordingly accept the provisions of this Agreement freely and voluntarily.
19. **AUTHORITY.** Each City hereby represents and acknowledges that the execution of this Agreement has been duly authorized and approved by each City herein.
20. **INDEMNIFICATION.** From and after the commencement of this Agreement, Attorney hereby agrees to hold the City harmless and indemnify the City from any claims arising or resulting from the Attorney's handling of the prosecution of any matter pursuant to this Agreement. This provision is intended to cover all aspects of the Attorney's involvement in a prosecution, including all decisions or conduct prior to charging a defendant as well as thereafter. The term "claims" as used herein shall mean and include any and all liabilities, damages injuries, losses, causes of action, judgments, rights or demands of every kind, asserted or which may be asserted.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date first above written.

ATTORNEY:

CITY OF SUN VALLEY, IDAHO

Frederick C. Allington

The Honorable Peter Hendricks,
Mayor

	MISDEMEANOR TIME DESCRIPTION	TIME	TOTAL
CR15-1669	10/26 Review file 10/26 Change of Plea 11/9 Review File 11/9 Sentencing Hearing	.2 1.0 .2 1.0	2.4
CR15-2335	11/3 Prepare Motion to Dismiss	.5	.5
CR15-2228	11/2 Review file 11/2 Pretrial Conference 11/9 Review Alcohol Evaluation 11/9 Sentencing Hearing	.5 1.0 .2 1.0	2.7
CR15-1640	11/20 Review Diversion Agreement	.2	.2
CR15-2077	10/20 Prepare Response/Request for Discovery 11/16 Review File 11/16 Pretrial Conference 11/23 Prepare Deferred Prosecution Agt	1.0 .2 1.0 .5	2.7
CR15-2254	10/16 Review File 10/16 Discovery Response 10/19 Review File 10/19 Pretrial conference 11/30 2 nd Pretrial Conference 12/14 Review Alcohol Evaluation 12/14 Change Plea & Sentencing	.2 1.0 .2 1.0 1.0 .2 1.0	4.6
CR15-1745	10/16 Review File 10/16 Discovery Response 12/7 T/C w witness 12/14 Trial Preparation 12/14/ Review File 12/14 Deferred Prosecution Agreement 12/14 2 nd Pretrial Conference 12/14 T/C with witness	.2 1.0 1.0 2.0 .2 .5 1.0 .5	6.4
CR15-2562	10/28 Review File 10/28 Prepare Discovery Response 11/23 Pretrial/Change of Plea 12/14 Review File 12/14 Sentencing Hearing	.2 1.0 1.0 .2 1.0	3.4
CR15-2965	12/21 Review File 12/21 Arraignment, Change of Plea	.2 1.0	1.2
CR15-2966	12/22 Prepare Motion to Dismiss	.5	.5
CR15-3059	1/11 Review File 1/11 Arraignment	.2 1.0	1.2

CR15-1950	10/19 Review File	.2	8.4
	10/19 Pretrial Conference	1.0	
	11/19 Review File	.5	
	11/19 Second Pretrial	.5	
	12/28 Third Pretrial Conference	1.0	
	1/5 Trial Preparation	3.0	
	1/25 Review File	.2	
	1/25 Change of Plea	1.0	
	3/11 Review Probation Violation	.5	
	3/11 Prepare Probation Violation Affidavit/warrant	.5	
CR16-54	2/9 Review File	.2	2.4
	2/9 Prepare Discovery	1.0	
	2/22 Review File	.2	
	2/22 Pretrial Conference/Change of Plea	1.0	
CR16-415	2/17 Review File	.2	2.4
	2/22 Arraignment	1.0	
	3/3 Review File	.2	
	Change of Plea and Sentencing	1.0	
		TOTAL	39



**SUN VALLEY
ECONOMIC
DEVELOPMENT**

Investment Opportunities 2016

Philosophy and Ideology

Our Vision:

Sustainable economic growth throughout the Sun Valley region

Our Mission:

Preserve and advance the Sun Valley region's economic vitality and diversity while recognizing the values of its citizens



Our Strategic Approach:

- *Initiate, develop and deliver **projects & services** consistent with the mission in a timely and effective fashion.*
- *Establish a platform for **communication, collaboration & cooperation** between the key public and private stakeholders in the Sun Valley region.*
- *Provide rational advocacy, general guidance and technical expertise on **relevant economic, business & policy issues***

Improving the Blaine County Economy

Our Organization:

- ✓ Sixth full year of operation
- ✓ Public/Private partnership
- ✓ 2 Full-time resources
- ✓ Diverse board membership:
 - 6 public sector
 - 13 private sector
 - 1 Department of Commerce
- ✓ Participation from the largest employers in Blaine Co.

Our Value Proposition:

- ✓ **More Jobs:** Retain existing and attract new
- ✓ **Improve Sales:** Increase visitors and business traffic
- ✓ **Better Decision Making:** Timely data & analysis on local economy
- ✓ **Remove Obstacles:** Improve local business environment
- ✓ **Significant ROI:** real and positive community-wide impact of sponsored projects & programs

Our Key Accomplishments

1. Leading other Idaho Economic Development Organizations with \$3.2 million in Tax Reimbursement Program awards
2. Leveraging Band of Angels & Mentors programs for 50+ local entrepreneurs and 5+ potential new relocations
3. Delivery of critical analysis/support to expand tourism services for 2 new air routes and 120 new hotel rooms
4. Certification & leverage of the region as a United State Olympic & Paralympic Training Site
5. Catalyst & focal point for ongoing development of local educational initiatives (cyber security & culinary)
6. Host of Quarterly Forums and Annual Summit on economic performance and community growth strategies

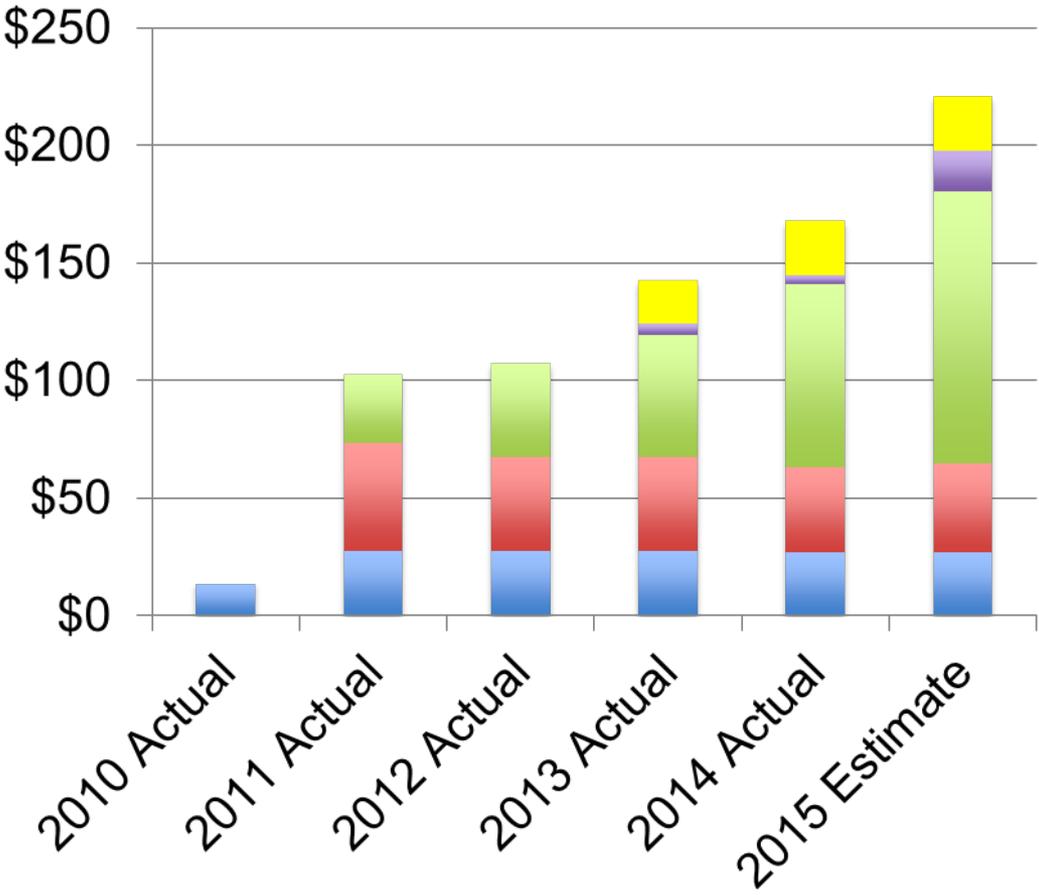
Potential Community Impacts

No.	Projects	Activities	SVED Contribution to Success	Current or Potential Impacts					
				Existing Jobs (# FTE's impacted)	New Jobs (# FTE's in 5 years)	New Events (# in 5 years)	New Investment (\$m in 5 years)	New Direct Economic Impact (\$m in Yr5)	New Total Economic Impact (\$m in Yr5)
1	Housing	Increase local housing opportunities	Moderate	na	na	na	na	na	na
2	Local Investment	Identify & Develop New Tools to Increase Local Investment	High	-	328	na	\$ 25	tbd	tbd
3	Tourism	Support improved tourism capabilities	High	4,000	166	na	\$ 103	\$ 10	\$ 539
4	Economics	Prepare Community Economic & Statistical Profiles	High	na	na	na	na	na	na
5	Innovation	Develop Sun Valley Culinarium Potential	High	637	28	1	\$ 11	\$ 18	\$ 21
		Develop Olympic & Paralympic Training Site potential	High	42	9	10	\$ 5	\$ 14	\$ 16
		Develop Woodward/Recreational Venue potential	High	116	26	24	\$ 5	\$ 6	\$ 12
TOTAL PROJECT IMPACTS				4,795	557		\$ 149	\$ 48	\$ 588

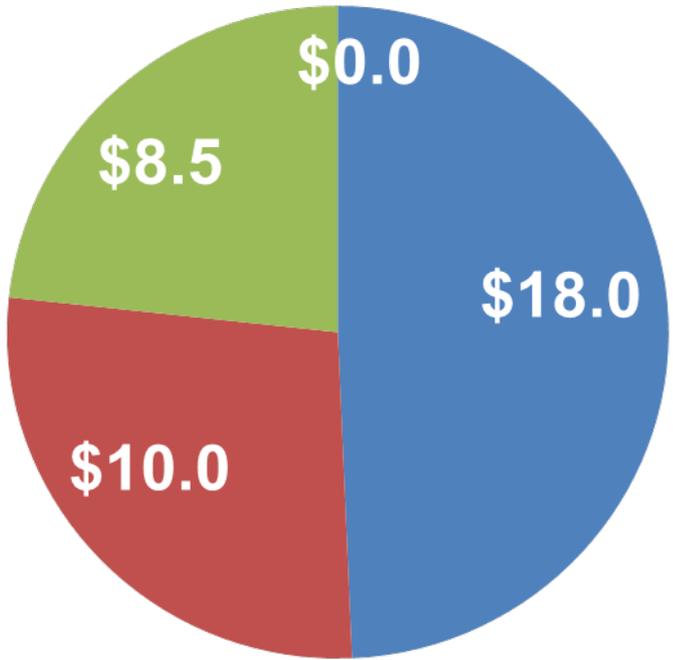
Our Budget

\$000 Accruals Basis	2016 Proposed Budget	2015 Actual	2014 Actuals
Total Revenue (Ex In-Kind)	191	185	135
Compensation Expense	133	142	117
Project Expense	23	17	15
Office Admin Expense	7	7	7
Operating/Marketing Expense	8	8	7
Total Expense	171	182	146
Reserve (Loss)	20	7	(11)

Our Fundraising



Public Sector FY16 Actuals (000)*



- Blaine Co
- Ketchum
- Sun Valley
- Hailey

* SB calendar fiscal year overlaps City FY16

- Commerce
- Public
- Private \$
- Grants/Other
- Private IK

	'11	'12	'13	'14	'15
Private %	28%	37%	49%	60%	59%

Our 2016 Ask – City of Sun Valley

Value Proposition:

- On-street communication with 140+ business members
- Significant efforts towards North Valley projects that will increase LOT receipts
- Attraction of entrepreneurs & startups
- Accurate, timely & useful economic data and analysis
- Extremely cost effective economic development resources with no benefit burden

Funding History	'12	'13	'14	'15	Proposed '16
Blaine Co.	\$20	\$20k	\$18k	\$18k	\$25k
Ketchum	\$10k	\$15k	\$10k	\$10k	\$20k
Sun Valley	\$5k	\$10k	\$8.5k	\$8.5k	\$10k
Hailey/Other	\$3k	-	\$0.3k	-	\$3k



SUN VALLEY ECONOMIC DEVELOPMENT

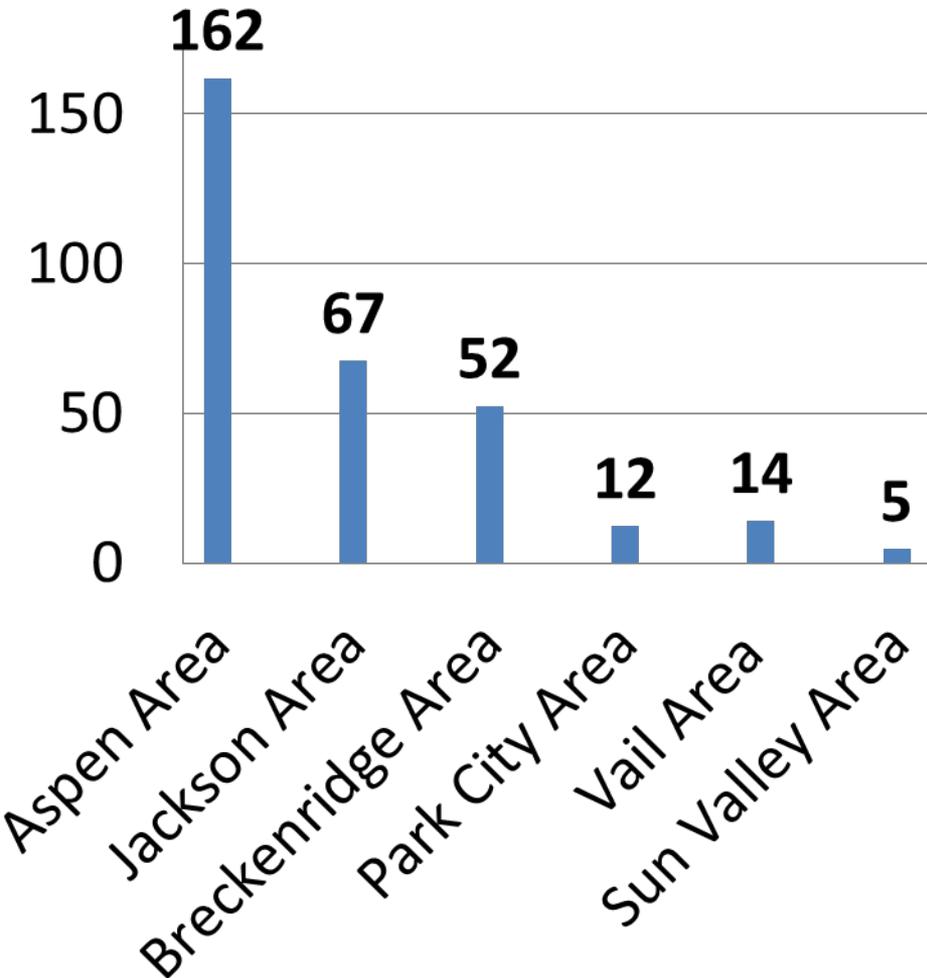
www.SunValleyEconomy.org

Harry@SunValley²⁴Economy.org

Supplemental Slides

Workforce Housing

Deed Restricted Units per
1,000 Residents



- Focus on broader Workforce options rather than regulated Affordable options
- Single largest risk to future sustainable economic growth in Blaine Co
- Impacts critical local businesses like St. Luke's, BCSD, SV Resort, and many others
- Potential solutions being evaluated and bench tested

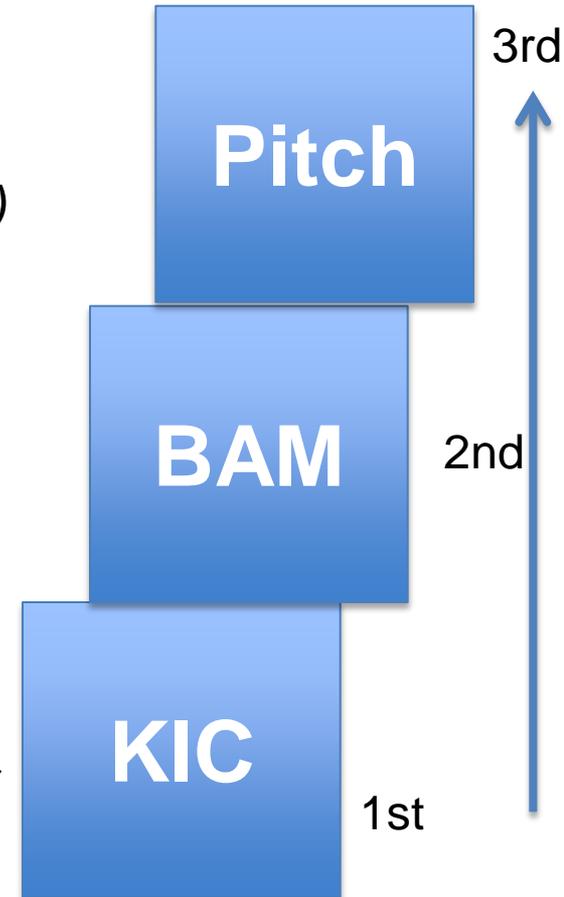
Business Attraction

- Idaho Tax Reimbursement Incentive program is an excellent tool to attract relocations and grow local business
-
- SVED has led other 40 Idaho EDO's by securing 3 major awards to date
- Significant future potential in Blaine Co.'s project pipeline

Tax Reimbursement Incentive	Limelight	Solu	Auberge	Mavrick	Red Foot	Prophecy	Flow 47	YKlein	Totals/Avg
SVED TRI #	1	2	3	4	5	6	7	8	
Industry Sector	Hospitality	Technology	Hospitality	Transport	Recreation	Healthcare	Technology	Manufact	
Number of New Jobs	57	88	109	77	20	35	58	tbd	351
Average Wage (\$/yr)	\$ 41,000	\$ 60,600	\$ 38,800	\$ 133,506	\$ 57,200	\$ 115,514	\$ 55,750	tbd	\$ 71,767
Capital Investment (\$ m)	\$ 60	\$ 15	\$ 43	\$ 2	\$ 1	\$ 1	\$ 3	\$ 2	\$ 127
Total Project Wages (\$ m)	\$ 7	\$ 19	\$ 12						\$ 38
Agreement Term (yrs)	3	5	3						4
Agreement % Rebate	16%	18%	16%						17%
New State Revenue (\$ m)	\$ 1.3	\$ 20.1	\$ 1.8						\$ 23.2
Estimated Incentive Value (\$ m)	\$ 0.1	\$ 3.2	\$ 0.2						\$ 3.5

Other Local Investment Programs

- ✓ Concept endorsed & adopted as a result of 2013 Economic Summit
- ✓ Three step strategic approach:
 1. *Ketchum Innovation Center (KIC)*
 2. *Band of Angels & Mentors Program (BAM)*
 3. *Local Pitch Nights (Pitch)*
- ✓ Collaborating with Ketchum on KIC-based programs & activities
- ✓ Spearheading BAM with:
 - ✓ 60+ mentors w/ expertise in banking, finance & start-ups
 - ✓ 50+ local businesses in food, energy, internet & services sectors
- ✓ To-date, 6 Pitch Nights for accredited investors, with \$1.5 million placed for local startups



Key Advocacy Issues

DEVELOPMENT & LAND USE:

- Workforce housing
- Community core
- Light Industrial access
- URA activities
- Hotel projects
- SVSA residential complex
- Quigley Canyon
- Comprehensive Plans

INFRASTRUCTURE:

- Redundant Power Line
- Conjunctive Water Calls
- Transportation Funding
- Community Solar Projects
- Broadband access
- Talent attraction

RECREATION:

- BLM Trail expansion
- Event expansion

Project Collaboration



Current Membership

CHAMPION

Blaine County, City of Ketchum, Idaho Department of Commerce, St. Luke's Wood River, Sun Valley Resort

LEGACY

Atkinson's, Boise State University, City of Sun Valley, Community School, Idaho Mountain Express, Idaho Power, Marketron, Sawtooth Club

VISIONARY

Chip Fisher- Ketchum Center, Cox Business / Communications, CSI-CSI Foundation, Hayden Beverage, Jack Bariteau, Magleby Construction, Sun Valley Ski Education Foundation, Zinc

CRUSADER

American Capital Advisory, Anonymous, Atlantic Aviation, Boise State University, Clear Creek Disposal, Conrad Brothers Construction, First American Title, Friedman Memorial Airport, Rocky Mountain Hardware, Intermountain Gas, Fly Sun Valley Alliance, Limelight Hotel Ketchum, Power Engineers, QBSolutions, Ramsay Solutions, Select Health, Smith, Sun Valley Board of Realtors, Tooling Express, Vantis Capital, Webb, Zenergy, Zions Bank

COMMUNITY

Alpine Investment Group, Amanda Breen Law, Anticipate, Ben Young Landscape Architects, Blaine County Drug Coalition, Blaine County School District, Christensen Global Strategies, CityWide Home Loans, Costco, DL Evans Bank, Eagan Real Estate, Gray Communications, Hailey Chamber of Commerce, High Country Rentals, Idaho State University, Justen Company, Kenny-Bogue Commercial Real Estate, Kirk Group, Knob Hill Inn; Lallman, Felton, Peterson; Lawson, Laski, Clark & Pogue, McAlvain Construction, Mountain West Bank, Perry's, Rick LeFaivre, Sentinel Fire & Security, Snofolio, Sotheby's, State Farm Insurance Patrick Buchanan, Sun Valley Associates, Sun Valley Center for the Arts, Sun Valley Institute for Resilience, Sun Valley Marketing Alliance, Sun Valley Property News, Sun Valley Real Estate, Sun Valley Title One, US Bank, Washington Federal, Wells Fargo, Wilson Construction, Windermere

SUPPORTER

Alan Stevenson, Barry Peterson Jewelers, Becker-Chambers, Blaine County Rec District, Bill Boeger, Blaine County Title, Brad Cleveland, Brian Barsotti, ClearRock Capital, Clearwater Landscaping, Cornerstone Bar & Grill, Charles Friedman, Country Cousin, Dale Ewersen, Davis Embroidery, DENT the Future; Dave Theobald, Dick Fosbury, Engel & Associates; Enoteca, Fox Creek Interiors, Gayle Stevenson, Grabher Construction, Goode Motor Chrysler, Dodge, Jeep & Ram, Gregory Nau, Healthfundr, Idaho Independent Bank, Idaho State University, Integrated Technologies, Jean Myers, Jerry Seiffert, Jim Perkins, Jim Garrison, Jim Plomasen, JohnAlan Partners, KMV Builders, Ketchum Grill, Ketchum Kustom Woodworks, Kneadery, Latham Williams, Len Harlig, Limpopo Design, Linda Haavik, Lori Nurge, Lutz Rental, Mead & Hunt, McCann, Daech, Fenton; Michael Doty & Associates, MikeThompson, Nexstage Theater, Pioneer Saloon, Priority Planning Group, Professional Roofing, RICH Broadcasting, Sawtooth Brewery, Sawtooth Ford, Scott Miley Roofing, Shafran Foundation, Sharon Patterson Grant, Shorty's, Silver Creek Outfitters, Sister, Sturtevant's, Sun Valley Shutters & Shades, T's & Temptations, The Copy Center, Valley Gas, Wall2Wall Flooring, Wendy Jaquet, Wood River Insurance, Wood River YMCA



**FY2017 (Oct 1, 2016 – Sept 30, 2017) Budget Request
For Public Transportation Services
To City of Sun Valley**

Thank you for the opportunity to request funding for the FY2017 budget year for public transportation services that benefit the City of Sun Valley, its residents, homeowners, and visitors. This document will give an overview of the request, how it will be used, the benefits, and the specific services funded from this request.

The funding request and service provided

For FY2017, Mountain Rides respectfully requests **\$295,000.00**. Mountain Rides has seen demand and opportunity grow over the past two years, and we want to continue to meet that demand with increased services. Mountain Rides has additional federal funding available to help with this growth, but additional federal funding requires additional local match. Each dollar received from local funding partners like the City of Sun Valley can be multiplied 2x-5x, depending on the grant program.

This request, although higher than current funding, is still lower than it was in years' past. For comparison, the historical funding for Mountain Rides from Sun Valley has been: FY2009 = \$380,000.00; FY2010 = \$330,000.00; FY 2011 = \$300,000.00; FY2012 = \$275,000.00; FY2013 = \$250,000.00; FY2014 = \$250,000; FY2015 = \$250,000; FY2016 = \$265,000; FY2017 requested: \$295,000.

This request will support an overall increase in service hours of 9% (from 29,000 service hours in FY2016 to 31,600 service hours in FY2017) with the following improvements:

- Blue Route (Warm Spgs, Ketchum, Sun Valley Village, Dollar, Elkhorn Springs) will improve by extending night service in the winter until 2am and until 1am in the summer (currently, buses end at 1:30a in winter and 12:00a in the summer).
- Blue Route will increase to 30 minute frequency during the day year-round (currently, there is only hourly frequency during the midday during the spring and fall).
- Red Route (Elkhorn neighborhoods, River Run, Ketchum) will improve during the winter with 30 minute frequency from mountain open until mountain close (currently Red Route operates with hourly frequency during the early and late winter, and only operates 30 minute frequency from Christmas through end of March).
- Red Route during the spring and fall will receive service through a more flexible, on-demand service, in which customers would call in for pick-ups, Monday-Friday (currently Red Route doesn't receive any service during the spring and fall). Summer service will transition from fixed route service to this on-demand service.
- Valley Route will add 3 additional roundtrips (2 weekday and 1 weekend) to improve connection with Sun Valley to the other cities in the Wood River Valley.

- A winter connection to Galena and the North Valley cross country skiing trails will be started for a trial period.
- A direct airport connection will be started for the winter season.

All other existing services will be maintained at their current service levels. Mountain Rides will continue to make improvements to these other service to build ridership and improve efficiency.

Benefits to the City of Sun Valley

The City of Sun Valley sees the benefit of Mountain Rides in various forms including an amenity for visitors and benefit to second home owners; increased mobility for those who live, work or visit the City of Sun Valley; better economic attractiveness with strong transportation options; better transportation related infrastructure that improves our community; safer streets, especially with better night service that can reduce drinking and driving; and cost savings to the City of Sun Valley residents who take advantage of our services. Mountain Rides improves the quality of life and overall mobility of our community, which is important, regardless of whether you ride or not.

Specific examples of City of Sun Valley benefits include:

- Tourists being able to move easily around the Sun Valley area
- Skiers being able to get to the mountain quickly and conveniently
- Workers being able to get to jobs
- Elderly being able to shop and get to activities
- Cyclists and pedestrians being able to get around easier
- Kids having a greater level of mobility and independence, especially with partnerships like Community School
- Community having less traffic, more balanced transportation options, and higher quality of life
- Benefits for the City of Sun Valley employees like bus passes, support for grants that the City of Sun Valley may pursue, and expertise in areas like fuel purchasing

The way we operate Mountain Rides is well aligned with the City of Sun Valley goals. We always strive to be accountable, transparent, fiscally responsible, and highly ethical in the way we operate Mountain Rides. As a public service with broad community impact, Mountain Rides is very aware of why it exists:

- **Serving city constituency** – Mountain Rides is an organization built for and focused on serving all of those in the City of Sun Valley. On any given bus you can see skiers, tourists, second home owners, kids, commuters, seniors, those with disabilities... you name the demographic and they are represented on the bus!
- **Focusing on customer service** – Mountain Rides realizes that we will only be successful if we continue to drive towards 100% customer satisfaction and have built initiatives like improved customer information sources and increased customer input.
- **Meeting community needs** – At the heart of everything we do is the goal of meeting community needs. We continually work to understand community needs and adapt and build our service around those community needs.

- **Optimizing public accessibility** – All of our services are fully accessible to everyone, and we never turn down anyone. Mountain Rides continues to increase bike capacity on buses so that cyclists can access the buses easily.
- **Keeping City of Sun Valley competitive** – Strong public transportation services are a key strategy of many of the City of Sun Valley’s peer communities. In order to prepare for, and even attract, new visitors and increased development, we must have a strong public transportation system to compete.

Organizational information

Mountain Rides is the comprehensive provider of public transportation services within Sun Valley. Our stated purpose and goals are:

Purpose: Mountain Rides provides and supports a full range of transportation alternatives* for Blaine County and adjacent communities that are safe, user oriented, environmentally friendly, economically sustainable, and supportive of a strong local economy.

Goals:

1. Provide and advocate for a well-funded transportation system that reduces the number of single occupancy vehicle trips and meets the needs of our communities.
2. Promote knowledge and increase awareness of the social, financial, environmental, and community benefits of transportation alternatives.
3. Promote regional cooperation on transportation issues

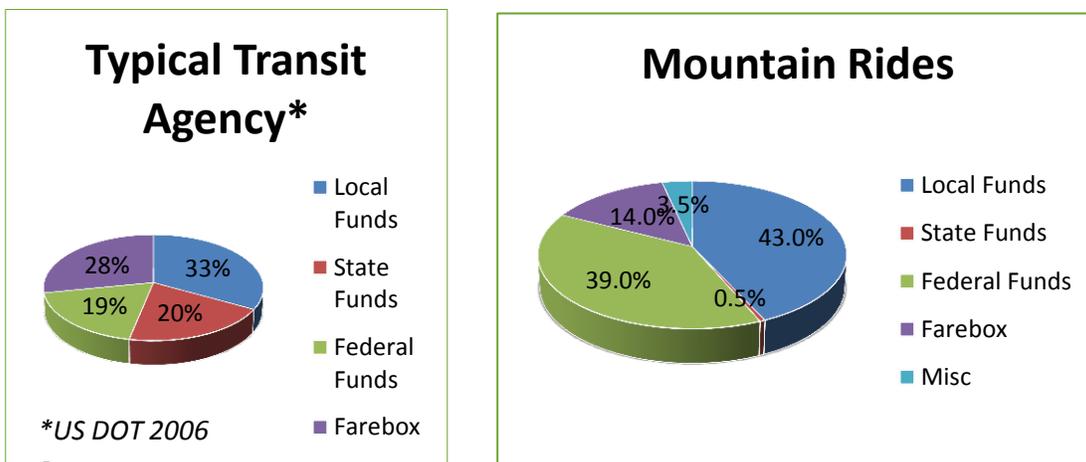
(*Alternatives include, but are not limited to, walking, biking, rideshare, vanpool, carshare, bikeshare, fixed route bus, paratransit demand response, custom bus, commuter bus, transportation planning, and transportation counseling.)

Mountain Rides is a public agency, established as a Joint Powers Agreement, of which the City of Sun Valley is one of the partners. Our transit services include free Town Routes in Ketchum and Sun Valley (this is where the bulk of City of Sun Valley funding is used), a fare based commuter Valley Route that runs the length of the Wood River Valley, a Hailey Route that connects near the airport, and 12 commuter vanpool routes, 6 of which terminate in the City of Sun Valley. Beyond the transit side of our organization, we coordinate the regional bike-pedestrian master plan, the Safe Routes to School program, general public education and outreach, as well as transportation planning services. More detailed information about our services can be found on our website at www.mountainrides.org.

Annual Operating Budget	\$2.6MM
Annual Capital Budget	\$500k - \$2.5MM, project dependent
# of Employees	28-45 depending on time of year (approx. 25 FTEs)
Type of entity	Local government subdivision organized by Joint Powers Agreement
Ridership	Record ridership of 520,620 in 2014; #1 per capita and 2 nd highest overall in the state of Idaho
Fleet	21 buses; 16 vans
Annual service hours	29,000 for fixed route bus

Annual service miles	450,000 fixed route bus; 300,000 vanpool
Services	6 free bus fixed routes, 1 commuter fixed route bus, 2 paratransit ADA vans, 8-12 commuter vanpool routes, Safe Routes to School, MR BikeShare, transportation planning
Notable	2014 winner of two leadership in public transportation awards, largest recipient of rural federal funding in Idaho, most rural capital funding awarded in Idaho from 2008-2015, 26 consecutive months of 0 at-fault accidents.

Mountain Rides requires local funding to support this essential public service. Much like police, fire, roads, parks, and other public amenities, public transportation requires tax subsidy in order to operate. Until there is a dedicated local option tax that could support public transportation directly, Mountain Rides requires local funding to match to the available federal funding. Mountain Rides is more reliant on federal and local funding than a typical transit agency:



Mountain Rides has accomplished much over the past year:

- Achieved record setting ridership the past 2 years
- Had the best winter in 15+ years for ridership including high usage for events like Alpine Championships
- Increased service levels on highly performing routes with more night service, better year-round Blue Route and Valley Route
- Grew Red Route ridership by 58% this winter over last winter
- Completed a major capital project by building a new facility to better support services
- Developed a 5 year strategic plan

Mountain Rides looks forward to continuing to work in partnership with the City of Sun Valley to understand your transportation needs and meet these needs with effective services to the benefit of your city. We exist thanks to you and appreciate all that you do to make public transportation a priority for the City of Sun Valley.



Budget request to Sun Valley

May 18, 2016

Bringing community together

We're on the right track

- Ridership is up
- Safety is solid
- Performance is strong
- Future is bright

ROI for Sun Valley

We are asking for \$295,000. In return, Sun Valley will see direct ROI of almost 3x for services operated within the city:

- Blue Route = \$450,000
- Red Route = \$200,000
- Valley Route = \$100,000
- New airport service = \$43,000
- Bus passes to employees = \$7,000
- TOTAL = \$800,000

Indirect economic benefit of over \$4MM plus

- Support for other transportation initiatives and grants
- Help with fuel purchasing
- Represent Sun Valley at state level on transportation

How we allocate and spend

- 85% Operations
 - Wages and benefits
 - Fuel
 - Maintenance
- 15% Capital
 - Facilities
 - Equipment
 - Work force housing

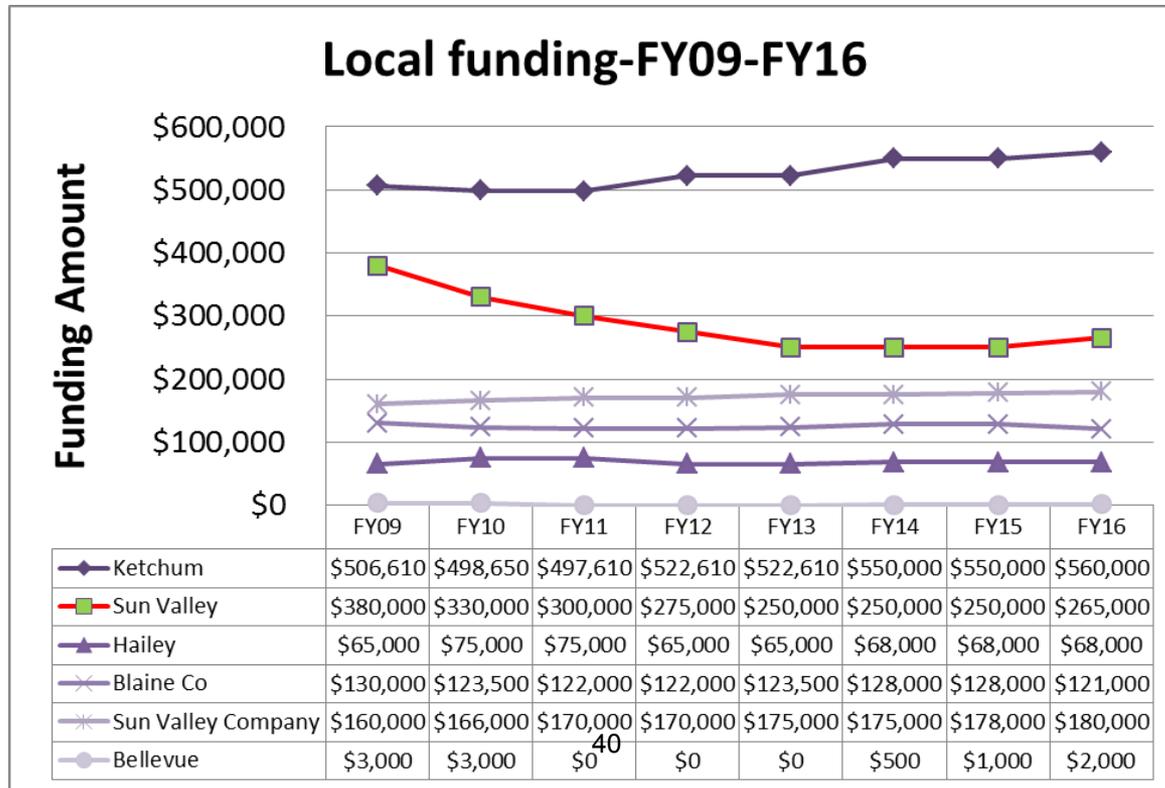


KETCHUM TRANSPORTATION HUB

Visitors Center Birds Eye View #1

Local funding comps

- City of Ketchum \$590,000
- Blaine County \$130,000
- City of Hailey \$75,000
- City of Bellevue \$3,500
- Sun Valley Co. \$300,000



Increase \$ = improved service

With \$295,000 investment, Mountain Rides can:

- Increase service overall by 9%
- Improve Blue Route with 30 min frequency year-round; better night service
- Improve Red Route to run 30 min. frequency for entire winter season
 - On-demand service outside of winter
- Add 3 trips to the Valley Route for better midday, evening and weekend service
- Improve bus stops system wide
- Invest in fleet upgrades
- Add new electronic fareboxes
- New services like Galena and Airport
- Match to additional federal \$

Enough about the
quantitative...

*Let's look at how
Mountain Rides brings our
community together*

Driving tourism...



Enhancing quality of life...



Economic benefit...



Connecting community...



On behalf of the Mountain Rides team THANK YOU!



 **mountain rides**
Bringing community together



Mr. Jason Miller
Executive Director
Mountain Rides
Box 3091
Ketchum, ID 83340

April 6, 2016

Dear Jason,

Winter 2015-16 has been very successful on many levels, and I wanted to acknowledge your organization's contribution to that success. As you know, Sun Valley Resort and Mountain Rides have partnered for many years now to provide public transportation to best meet the needs of Sun Valley guests and the public at large. I believe your organization is achieving that goal laudably. Service runs efficiently and in a friendly manner, with a high regard for safety and punctuality.

Additionally, I appreciate Mountain Rides' willingness to respond to the needs of special events such as the U.S. Alpine Championships and the Dollar Mountain Big Air Event. Your organization's commitment to provide excellent service to our residents and visitors is an important complement to the resort's efforts to provide 100% guest satisfaction.

Again, it is a pleasure to work with you and Mountain Rides, and we look forward to our continued mutual success.

Sincerely,

Tim Silva
Vice President/General Manager
Sun Valley Resort

2016/17 Request for Funding

May 18, 2016



Mission and Vision

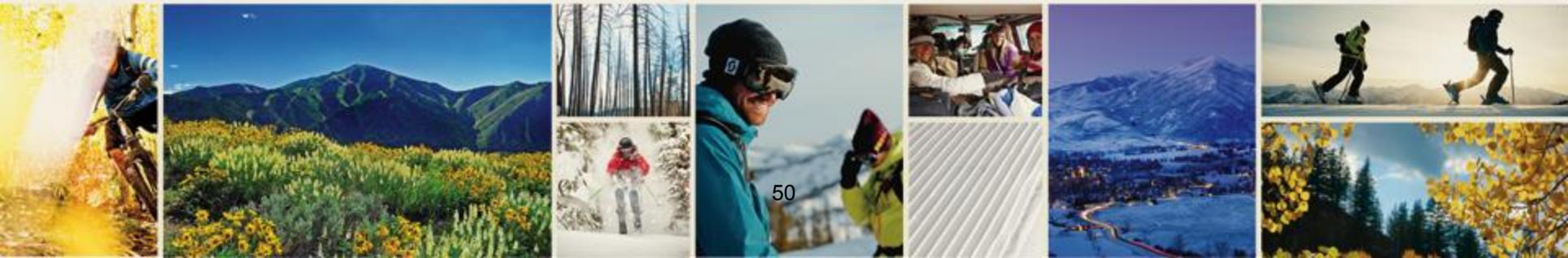


Mission

To raise awareness of Sun Valley and increase visitor traffic from our target markets

Vision

Sun Valley will be recognized as a leader in mountain lifestyle through sports, recreation, arts and culture



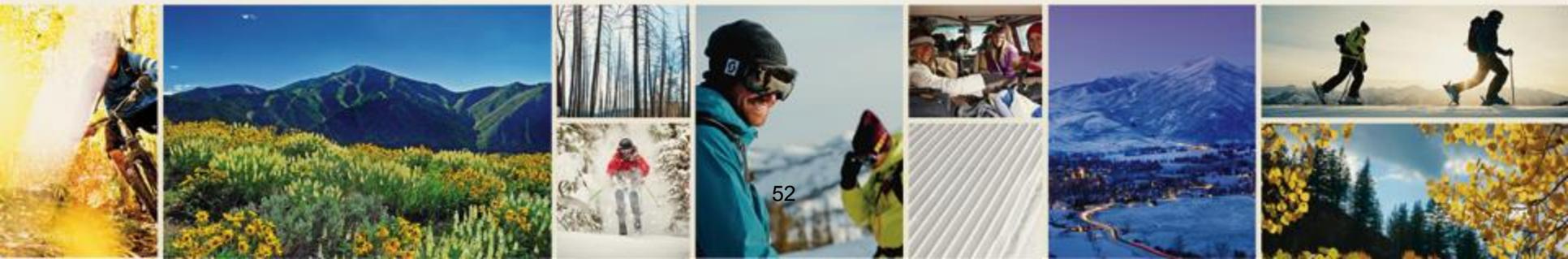
Overall Goals



- To increase brand awareness and understanding
- To attract a younger demographic (25-55) while still maintaining an appeal to all markets
- To increase visitation (sales), particularly in the winter



A look back...



Total Budget



2015/2016	
Core Budget	
City of Ketchum	\$440,000
City of Sun Valley	\$275,000
Idaho Travel Council	\$220,000
Membership	\$85,000
Miscellaneous	\$10,000
Total Core Budget	\$1,030,000
Air Service Budget:	\$1,158,397
Total Budget:	\$2,188,397

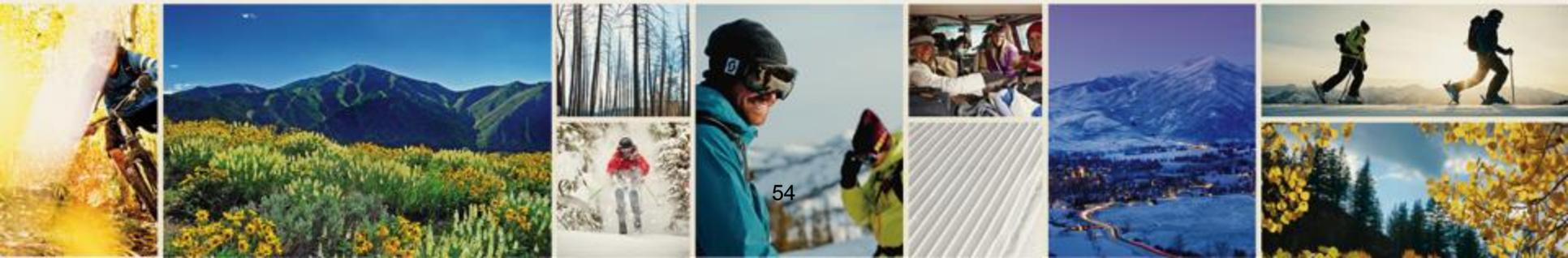
2013/2014	
Core Budget	
City of Ketchum	\$450,000
City of Sun Valley	\$209,000
Idaho Travel Council	\$222,400
Membership	\$88,000
Miscellaneous	\$10,000
Total Core Budget	\$979,400
Air Service Budget:	\$0
Total Budget:	\$979,400



Total Budget Breakdown



2015/16		2013/14	
Total Budget:	\$2.19M	Total Budget:	\$.97M
Fixed Costs (admin, overhead, Visitor Center, salaries)	\$462K	Fixed Costs (admin, overhead, Visitor Center, salaries)	\$567K
Marketing (advertising, PR, social media, website, video, photography, research)	\$1.73M	Marketing (advertising, PR, social media, website, video, photography, research)	\$413K



Target Markets

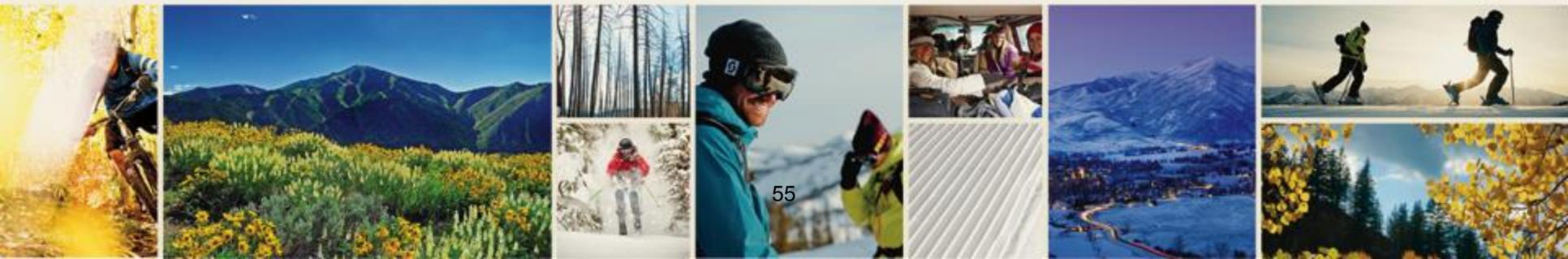


2015/16

- Seattle
- Los Angeles
- San Francisco
- Denver
- New York
- Chicago
- Portland
- Boise
- Nordic
- Mountain Biking
- Events
- Fly Fishing

2013/14

- Seattle
- Los Angeles
- Boise
- Nordic
- Mountain Biking

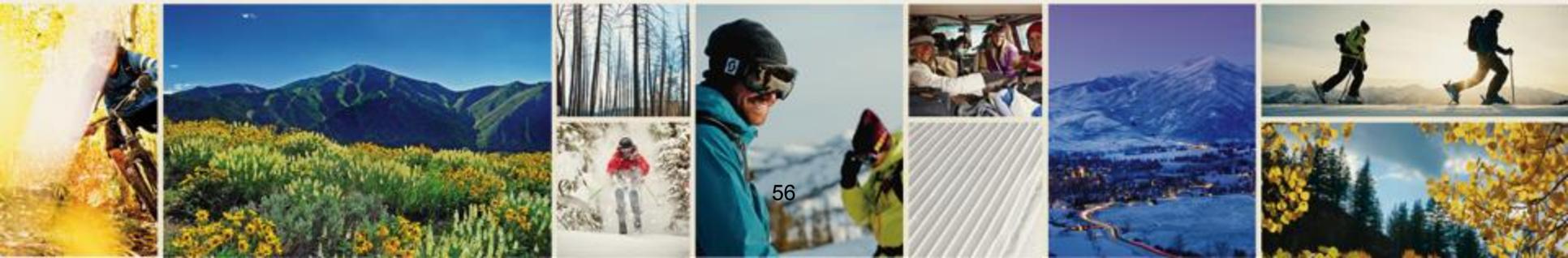


Results*



- Room nights sold: 2013 vs. 2015 = +20%
46,000 additional room nights
- Visitors – 2012/2013 vs. 2014/2015 = +40%
113,000 additional visitors

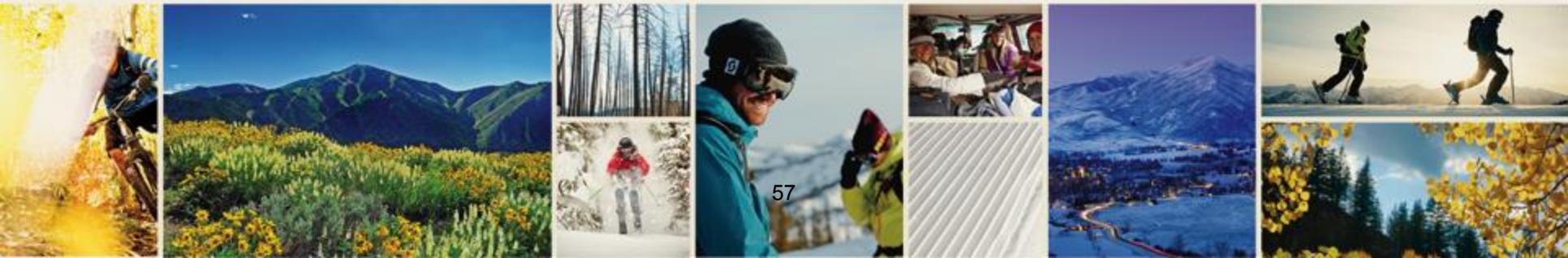
**2013 was pre additional 1% funds*



Upcoming Campaigns



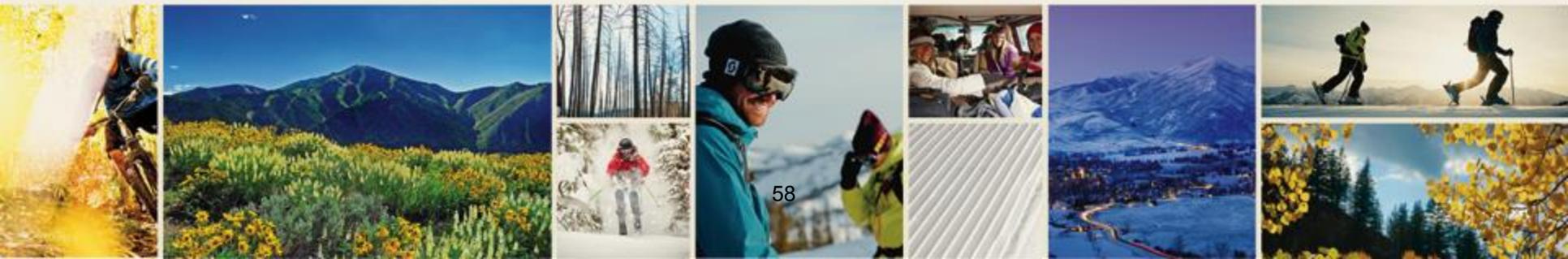
- Summer 2016
- Mountain Biking 2016
- Events
- Winter 2016/17
- Summer 2017



Summer 2016 Media Plan



Print	Digital
Conde Nast Traveler	Facebook
Diablo Magazine	YouTube
Boise Weekly	Sunset
Salt Lake City Weekly	FastG8
Drake	lexplore/Travel Mindset
Fly Fish Journal	Expedia
	Gear Junkie
	Backpacker
	Weekend Sherpa
	Newyorktimes.com



YOU IN *your* natural HABITAT

VISITSUNVALLEY.COM

WE ARE BORN TO EXPLORE.
TO DRINK IN THE SUN AND MARVEL AT
THE UNEXPECTED, TO DREAM, PLAY AND
THRIVE. IT IS NOT A LOST ART. IT'S JUST AN
ADVENTURE LOOKING FOR A DESTINATION.



DIRECT FLIGHTS FROM 5 MAJOR CITIES

Visit
SunValley



GET *caught*
IN THE
moment

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PLAN YOUR JOURNEY.



DIRECT FLIGHTS FROM 5 MAJOR CITIES

60

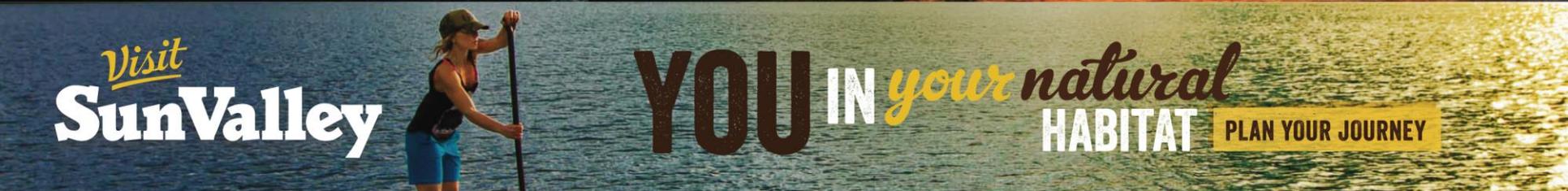
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YOU *IN your natural*
HABITAT

PLAN YOUR JOURNEY



ADD IT TO YOUR
highlight
REEL

VISITSUNVALLEY.COM

SMALL-TOWN VIBE MEETS UNBEATABLE
TERRAIN AND MOUNTAIN BIKE FEVER AT THE
RIDE SUN VALLEY FESTIVAL JUNE 25-28.

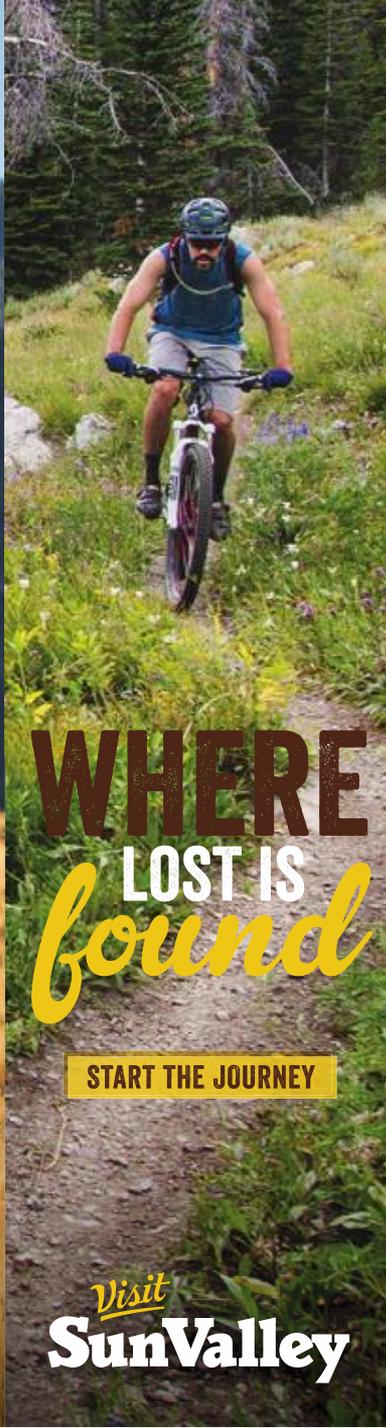
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SunValley



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SunValley



WHERE
LOST IS
found

START THE JOURNEY

Visit
SunValley

LET SUMMER *take THE* *stage*

VISITSUNVALLEY.COM



2016 SUMMER EVENT CALENDAR

SUN VALLEY WELLNESS FESTIVAL May 21 – 25
SUN VALLEY RESORT CONCERT SERIES June - September
SUN VALLEY HALF MARATHON June 20
RIDE SUN VALLEY BIKE FESTIVAL June 25 – 28
HAILEY DAYS OF THE OLD WEST CELEBRATION July 3 - 5

KETCHUM ARTS FESTIVAL July 10 – 12
SUN VALLEY WRITERS' CONFERENCE July 17 – 20
ELEPHANT'S PERCH BACKCOUNTRY RUN July 18
34th ANNUAL SUN VALLEY COUNTRY WINE AUCTION July 24 & 25
SUN VALLEY SUMMER SYMPHONY July 26 – August 19

NORTHERN ROCKIES MUSIC FESTIVAL July 31 – August 1
SUN VALLEY CENTER FOR THE ARTS CONCERT SERIES July – August
SUN VALLEY GALLERY WALKS July - December
THE STANDHOPE ULTRA CHALLENGE August 12-15
VISITSUNVALLEY.COM/EVENTS

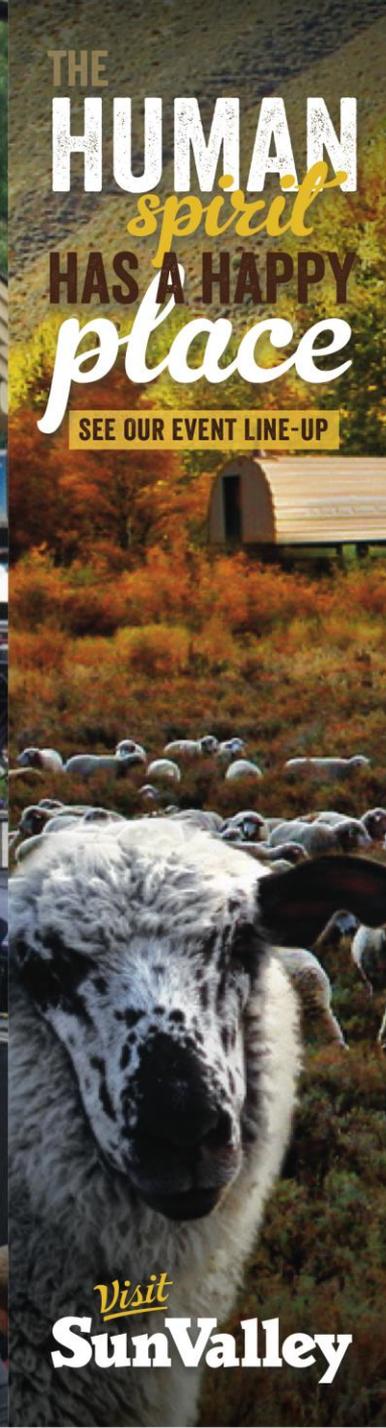


Visit
SunValley



Visit
SunValley

65



THE
HUMAN
spirit
HAS A HAPPY
place
SEE OUR EVENT LINE-UP

Visit
SunValley



GET *caught*
IN THE
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VISITSUNVALLEY.COM

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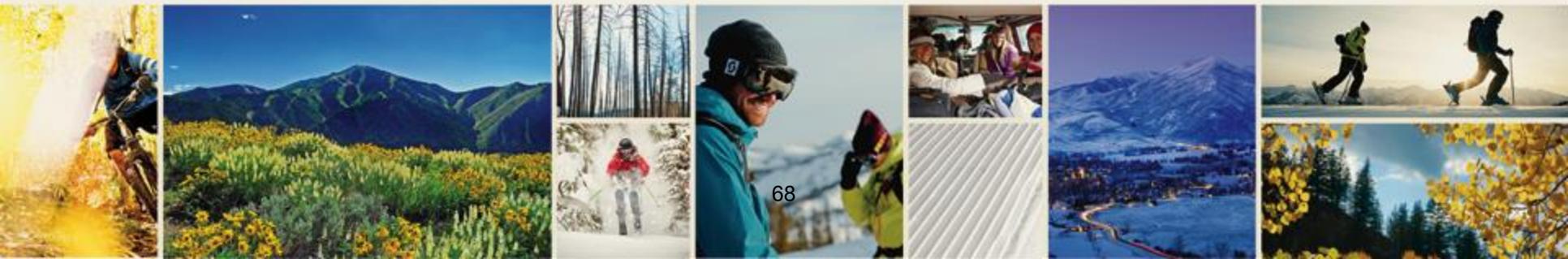
WHERE LOST IS
found
VISITSUNVALLEY.COM

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2016/17 Key Budget Priorities

- Continue focus on business development – first time visitors
- Maintain 60/40 budget split between winter and summer
- Include additional markets as new flight destinations are added
- Greater focus on content – video, photography, Sun Valley stories
- Steal market share from the regional market
- Expand niche campaigns where appropriate (i.e. fly fishing)
- Grow media outreach efforts into new channels and markets



Budget Request from the City of Sun Valley



\$275,000

Consistent with 2015/16 so that we can continue to extend our marketing into new areas and provide a positive impact on the local economy





City of Ketchum

May 18, 2016

Mayor Hendricks and City Councilors
City of Sun Valley
Sun Valley, Idaho

Mayor Hendricks and City Councilors:

Request To Provide Funding for City of Ketchum Parks and Recreation Services

Introduction and History

The city Ketchum provides public recreation services and programs for citizens of Sun Valley in the form of youth programming, public recreation facility access and event management. Sun Valley citizens attend programs and enjoy services at a rate of 10%-50% of the department's user base. The city of Sun Valley lacks the city-provided recreation programs, services, facilities and open space that Ketchum provides through its Parks & Recreation Department.

The city of Sun Valley has provided funding through a contract for services with the city of Ketchum in acknowledgment of municipal services provided to its citizens in the past. The most recent contract for services was agreed upon by both cities in 2013.

Of the Ketchum Parks & Recreation Department's overall budget, 82% of funding is dedicated to recreation, events, and park reservations. This total allocation is \$617,189. Therefore, the value received by residents of Sun Valley at the minimum level of park and recreation services and programs participation (10%) equals \$61,719.

Summary of Request

The city of Ketchum respectfully requests that the city of Sun Valley consider a contract for recreation and park services for the upcoming 2016-2017 fiscal year for a total amount that reflects the value received for the services provided.

Sincerely,

Jennifer L. Smith
Director of Parks & Recreation