

EVENT SUMMARY REPORT

Date Submitted 1-28-13

Applicant/Organization Name SUN VALLEY HARVEST FESTIVAL

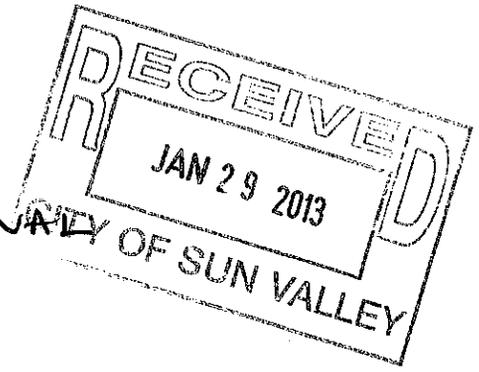
Address P.O. BOX 215, LETZTUM, ID 83340

Event Title SUN VALLEY HARVEST FESTIVAL

Date, Time, Place of Event SEPT 20-22, 2013, CAROL'S DOLLAR LODGE

Estimated Participants 100 Estimated Attendance 500

How were citizens made aware of the benefits of your organization? SEE 2012 EVENT STATISTICS FOR MARKETING INFO



Was there media coverage of the event? YES If yes, what type? KMTV, BOISE WEEKLY, MTN EXPRESS, EDIBLE IDAHO SOUTH, CONCIERGE Q, THE WEEKLY SUN

Please give a descriptive comment on the event

SEE ATTACHED EVENT SUMMARY

FINANCIAL REPORT

SEE ATTACHED BUDGET SUMMARY

VARIOUS FOOD BLOGGERS

ACTUAL EVENT COSTS

Salaries, Office, telephone \$
Stamps, Printing, Insurance
Professional Fundraising
Permits
Police Costs
Street Closing
Rental Costs
Other Costs (specify)

ACTUAL EVENT INCOME

Donation
Entry Fees
Merchandise Sales
Sponsors specify
Other Income (specify)

\$
\$
\$
\$
\$
\$
\$
\$
\$
\$

TOTAL COSTS \$

TOTAL INCOME \$

PROFIT/LOSS: \$

I Heidi Ottley do hereby certify that the information submitted on this form is correct: (Authorized Official/Agent or Applicant)

Sworn to and subscribed before me this 28 day of JAN 2013

Heidi Ottley signature

Notary Public Commission Expires:

Reimbursement will be made up to the amount approved by the SUN VALLEY CITY COUNCIL. This form must be completed and returned within 30 days after the event with the appropriate receipts along with proof of City recognition as a supporter or sponsor of the event (see page 5, item H). Mail to: City of Sun Valley, P.O. Box 416, Sun Valley, Idaho 83353, Phone 208-622-4438. FAILURE TO SUBMIT THIS REPORT WITHIN 60 DAYS AFTER THE EVENT WILL CAUSE FUNDING TO BE REVOKED

# CITY FUNDING REQUEST APPLICATION

Date Submitted: 1-28-13

Amount Requested: \$ 5,000

List of specific items the City funds will be used to offset TRAVEL FOR GUEST CHEFS  
& DISTINGUISHED GUESTS; VENUE EXPENSES

## 1. APPLICANT/ORGANIZATION

A. Applicant/Organization Name: SUN VALLEY HARVEST FESTIVAL

Contact Person (if different from above): HEIDI OTTLEY

Address/City/State/Zip: P.O. BOX 215, KETCHUM, ID 83340

Phone: 208-450-6430

B. Type of Organization: FOR PROFIT LLC (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) 90-0637491 or,

Social Security Number: (individual) \_\_\_\_\_

C. How long has organization been active in Sun Valley? 3 YEARS

D. How many people belong/participate in the organization? 10

E. Officers and Board of Directors:

Name/Residence Address/Office Held

HEIDI OTTLEY - P.O. BOX 215, KETCHUM, ID 83340

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

SUN VALLEY HARVEST FESTIVAL - 500 AVG PER YEAR

2. EVENT: SUN VALLEY HARVEST FESTIVAL

A. Event Title: SUN VALLEY HARVEST FESTIVAL

B. Date and Time of Event: SEPT 20-22, 2013

C. Location of Event: CAROL'S DOLLAR LODGE

D. Purpose of Event: FOOD & WINE EVENT

E. Description of Event: SEE ATTACHED EVENT SUMMARY & EVENT PROGRAM

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

G. How will you publicize and promote this event? PRINT & SOCIAL MEDIA, TV, NORTHWEST MAGAZINES, BLOGS, FACEBOOK & TWITTER

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

YOU WILL BE TREATED AS A \$5000 SPONSOR. PLEASE SEE ATTACHED SPONSORSHIP PROSPECTUS

(If this application is approved, the following statement must be included on all printed and media materials to acknowledge the City of Sun Valley's funding support of this event: "Funded in part by the City of Sun Valley". Proof of City recognition must be provided prior to funds being disbursed.)

3. PERSON IN DIRECT CHARGE OF HANDLING FUNDS FOR EVENT

Name: HEIDI OTTLEY

Address/City: P.O. BOX 215, KETCHUM

State/Zip / Phone: ID 83340 208-450-6430

4. ENTITY TO WHOM CITY FUNDS ARE TO BE DISBURSED

Name: SUN VALLEY HARVEST FESTIVAL

Address/City: P.O. BOX 215, KETCHUM

State/Zip/Phone: ID 83340 208-450-6430

5. PREVIOUS CITY FUNDING HISTORY

A. Has the organization applied for assistance from the City of Sun Valley within the last twelve (12) months?  
Yes \_\_\_ No . If yes, please indicate the date \_\_\_\_\_ and amount: \$ \_\_\_\_\_

B. Did you receive assistance? Yes \_\_\_\_\_ No \_\_\_\_\_  
If yes, please indicate amount funded: \$ \_\_\_\_\_  
Purpose: \_\_\_\_\_

C. Attach a profit/loss statement for the last time the event occurred.

6. Will the event be open to the general public? Yes  No \_\_\_

7. Estimated Attendance: 800
8. Will there be an entry fee for participants? Yes  No   
 If yes, how much? DIFFERENT FEES FOR DIFFERENT EVENTS. SEE ATTACHED EVENT SUMMARY  
 (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.)
9. Is the event a partisan event? Yes  No
10. Is the event a political event? Yes  No
11. Does the event fund, promote, or further any goal through legislation, constitutional revision, or public pressure on public officials? Yes  No
12. 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. N/A
13. 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 pg 12
14. EVENT REPORT
- A. List matching funding from the local business community. (Include the date solicited, amount expected, and when a funding decision will be/has been made.) See pg 12

---

B. If this funding request is denied, will the event still take place? Yes  No  WE HOPE SO

C. State reason City funding is essential to success of this event:

---

D. Complete the Event Budget form on page 8.

E. Complete the Financial Statement form (page 9) for the preceding fiscal year. Financial Statements may be audited, if required by state Law.

This page reserved for City use.

**EVENT BUDGET**

Applicant/Organization Name: SUN VALLEY HARVEST FESTIVAL  
 If additional space is needed, you may attach a separate sheet.

**EVENT COSTS**

**SEE ATTACHED**

Administrative Expenses: **BUDGET**  
 Salaries \$ \_\_\_\_\_  
 Office \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Stamps, etc. \_\_\_\_\_  
 Printing \_\_\_\_\_  
 Insurance \_\_\_\_\_  
 Prof. Fundraising Expense \_\_\_\_\_  
 Miscellaneous (specify): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Supplies and Decorations  
 (i.e. trophies, ribbons, etc)  
 \_\_\_\_\_  
 \_\_\_\_\_

Service Costs for Event  
 (i.e. tables, chairs, facility)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Rental Costs  
 (i.e. tables, chairs, facility)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Other Expenses  
 (Including city related expenses, i.e. police supports,  
 permits, street closure, facility use fees, etc.)  
 \_\_\_\_\_  
 \_\_\_\_\_

**EVENT INCOME (ANTICIPATED)**

Donations \$       

Entry Fees \$ 75,500

Sale of Merchandise \$ 3,000

Sponsors (specify):

360 COOKWARE \$ 4,000

ATKINSONS' 2,500

LYLE PETTISON 10,000

CHATEAU STE. 2,500

MICHELLE

MORGAN STANLEY 2,500

SQUARE ONE 1,000

ORGANIC SPIRITS

Concession Sales  
 (Percent of booth sales, etc.)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Other Income  
 (i.e. City Funds, if approved)

CITY FUNDS  
SUN VALLEY 5,000

TOTAL COST \$ 105,000

TOTAL INCOME \$ 104,000

NET PROFIT \$ -1,000

**FINANCIAL STATEMENT**

Applicant/Organization Name: \_\_\_\_\_ Fiscal Year Ending \_\_\_\_\_

**ASSETS**

|  |                         |
|--|-------------------------|
| Cash (CD's, savings, checking, petty cash) | <u>526.57</u>           |
| Office Equipment and Supplies              | <u>5910.00</u>          |
| Inventory                                  | <u>5150.00</u>          |
| Building                                   | <u>—</u>                |
| Land                                       | <u>—</u>                |
| Vehicles (specify)                         | <u>—</u>                |
| Other (specify)                            | <u>—</u>                |
| <b>TOTAL \$</b>                            | <b><u>16,326.57</u></b> |

**LIABILITIES**

|                          |                       |
|--------------------------|-----------------------|
| Notes Due                | <u>—</u>              |
| Mortgages                | <u>—</u>              |
| Accounts Payable         | <u>3846.93</u>        |
| Other (specify) <u>∅</u> | <u>—</u>              |
| <b>TOTAL \$</b>          | <b><u>3846.93</u></b> |

**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)

} SEE ATTACHED BUDGET SUMMARY

**TOTAL \$** \_\_\_\_\_

**PUBLIC SUPPORT AND REVENUE:**

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

**TOTAL \$** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Sun Valley Harvest Festival

| 2013 Estimated Income                  |  | 2013                |
|--|--|---------------------|
| Ticket Sales                           |  | \$75,500.00         |
| Merchandise Sales                      |  | \$3,000.00          |
| Grants                                 |  | \$10,000.00         |
| Cash & Equivalent Sponsorships         |  | \$12,800.00         |
| Vendor Fees                            |  | \$3,000.00          |
| <b>Total Estimated Revenue</b>         |  | <b>\$104,700.00</b> |
| <b>2013 Estimated Expenses</b>         |  |                     |
|  |  | <b>2013</b>         |
| Venue Fees                             |  | \$15,000.00         |
| Staff (not including event organizers) |  | \$14,000.00         |
| Food Costs                             |  | \$6,500.00          |
| Merchandise                            |  | \$1,500.00          |
| Chef Expenses                          |  | \$10,000.00         |
| Advertising                            |  | \$10,500.00         |
| Marketing, PR and Website              |  | \$35,150.00         |
| Office Expenses                        |  | \$1,000.00          |
| Internet, Phone and Utilities          |  | \$1,000.00          |
| Insurance and Legal                    |  | \$500.00            |
| Bank Fees                              |  | \$1,250.00          |
| Taxes                                  |  | \$6,200.00          |
| Travel and Entertainment               |  | \$2,500.00          |
| <b>Total Estimated Expenses</b>        |  | <b>\$105,100.00</b> |

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.

*Heidi Ottrey*

Signed: (Authorized Official/Agent or Applicant)

Date: 1-28-13

*HEIDI OTTREY*

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 \_\_\_\_\_ day of \_\_\_\_\_, 20

Notary Public Commission Expires: \_\_\_\_\_

\_\_\_\_\_

**RETURN APPLICATION TO: SUN VALLEY CITY  
COUNCIL c/o CITY ADMINISTRATOR'S OFFICE**

**P.O. BOX 416**

**SUN VALLEY, IDAHO 83353**

**(208) 622**

13. 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.

5 chefs and MC ( names - still to be determined)

\$10,000 includes airfare, rental car, food, & misc

Staff

\$14,000

|   |            |
|---|------------|
| 1 chef liaison                            | \$3,000.00 |
| 1 person: social media/Facebook 8 months  | \$7,000.00 |
| 1 or 2 persons: security during the event | \$1,000.00 |
| Food for staff                            | \$500.00   |
| 1 person food: service coordinator        | \$500.00   |
| 4 wine pourers at the Grand Tasting       | \$400.00   |
| 2 persons: assisting during week of event | \$800.00   |
| 1 person: wine coordinator                | \$800.00   |

Marketing/ web site /PR \$35,150.00

|  |             |
|--|-------------|
| Ignite Advertising Web: site/ marketing, graphics        | \$15,000.00 |
| Video services, John Plummer                             | \$3,750.00  |
| Whitney Wirth PR, marketing, sponsor and media logistics | \$15,000.00 |
| Sound  | \$700.00    |
| Internet and technical support Duke Computer             | \$700.00    |

Bank Fees ; \$1,250.00 PayPal for credit card processing

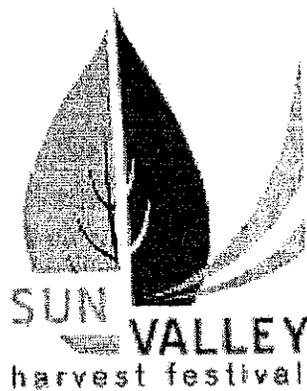
Other Fees \$100.00 City of Sun Valley  
 \$200.00 City of Ketchum

14. EVENT REPORT

A. List matching funding from the local business community. (Include the date solicited, amount expected, and when a funding decision will be/has been made.)

B.

|                                     |                              |   |
|-------------------------------------|------------------------------|---|
| Lyle Pearson Auto Group Boise:      | \$5000 to \$10,000           | in ticket purchases                                 |
| Atkinsons' Market:                  | \$2500.00                    | purchase of food for the Chefs Demonstrations       |
| Sun Valley Magazine                 | \$5000.00                    | in kind trade for advertising                       |
| 360 cookware                        | \$4000.00                    | cash  |
| St Michelle Wines Estates           | \$4000.00                    | 15-20 cases of premium wine                         |
| Knob Hill Inn                       | \$2500.00                    | towards the food , labor and venue costs at the     |
| Martini and Caviar Party            | sponsorship pending          | decision with the next 10 days                      |
| Morgan Stanley                      | \$2500 cash                  | pending decision in the next 30 days                |
| Paulette Philpot                    | \$2500.00                    | donated labor for photography                       |
| Ignite Advertising:                 | \$2500.00                    | donated labor for marketing                         |
| Boise Weekly:                       | \$2500.00 -                  | In kind trade for advertising decision with 10 days |
| Zenergy:                            | \$2500.00                    | to cover the travel costs for 2 non chef            |
| participants:                       | Ashley Koff and Lori Corbin  | Pending   |
| Idaho Depart of Tourism:            | \$1500.00                    | ½ the cost of the SVHF all access passes for the    |
| international Food and Wine writers |                              |   |
| Housing:                            | 5 condominiums and/ or homes | donated for our 5 visiting                          |
| chefs by private individuals        |                              |   |
| Idaho Wine Commission               | up to 18 cases of Idaho Wine | for the restaurant Walk                             |



## 2012 EVENT STATISTICS

### Attendance:

|                     |     |
|---------------------|-----|
| Total attendance    | 560 |
| Increase from 2011  | 46% |
| Attendee breakdown: |     |
| Ketchum/Sun Valley  | 52% |
| Other Idaho         | 17% |
| Outside Idaho       | 31% |
| Northwest w/o Idaho | 20% |
| Boise               | 11% |
| Twin Falls          | 5%  |

### Website:

|                         |        |
|-------------------------|--------|
| Total views             | 22,125 |
| Unique Page Views       | 16,208 |
| Referrals from web site | 950    |

### Social Media/Facebook:

|  |         |
|--|---------|
| Average posts per week   | 3-4     |
| Total posts 6 months   | 90      |
| Total number of "likes"  | 540     |
| Total weekly reach   | 1,360   |
| Number of people who are friends with people who like the SVHF | 211,279 |

### Social Media Demographics

|                            |                        |
|----------------------------|------------------------|
| People who liked our posts | 94% US                 |
|                            | 6 % Non US             |
|                            | 30% Blaine County      |
|                            | 18% Boise              |
|                            | 2% Seattle             |
|                            | 70% Female             |
|                            | 30% Male               |
|                            | 6% under 24 years old  |
|                            | 29% 25 to 35 years old |
|                            | 50% 35 to 55           |
|                            | 15% over 55            |

**E-blasts/Newsletters:**

|                       |       |
|-----------------------|-------|
| Total number sent     | 8     |
| Average number sent   | 1,500 |
| Average open rate     | 30%   |
| Unique click throughs | 5%    |

**Blogs**

|             |   |
|-------------|---|
| Total blogs | 9 |
|-------------|---|

**Print Media Distribution:**

| Ketchum/Sun Valley                         | circulation | Ad Size   |
|--|-------------|-----------|
| Mountain Express - 17 Weeks                | 10,000/wk   | 1/6 page  |
| Mountain Express - Semi-annual guide       | 25,000      | Full page |
| Sun Valley Magazine - Summer edition       | 5,000       | Full Page |
| Edible Seattle - Summer edition            | 20,000      | 1/2 page  |
| Edible Portland - Summer edition           | 20,000      | 1/2 page  |
| Sunset Magazine - June edition             | 105,000     | 1/6 page  |
| San Francisco Weekly - Food & Wine edition | 95,000      | 1/2 page  |
| Boise Weekly - Restaurant Guide edition    | 30,000      | Full page |
| Sun Valley Property News - 5 months        | 7,500/mo    | Full page |
| Northwest Palate Magazine - summer edition | 20,000      | 1/2 page  |

**Programs:**

|                    |       |
|--------------------|-------|
| Printed            | 5,000 |
| Distribution       |       |
| Ketchum/Sun Valley | 3,500 |
| Out of town        | 1,500 |
| Boise, ID          |       |
| Twin Falls, ID     |       |
| Greenwich, CT      |       |
| Santa Fe, NM       |       |
| Pasadena, CA       |       |
| Palm Beach, FL     |       |
| Seattle, WA        |       |
| La Jolla, CA       |       |
| Park City, UT      |       |

Harvest Festival

| Economic Impact Summary            |                 |   | 2012              |
|------------------------------------|-----------------|---|-------------------|
| Value Source                       | Economic Effect | Description   | Economic Impact   |
| Event Access Revenue               | Direct          | Local Participant fees paid for tickets, site access, etc                                   | \$ 39,028         |
| Event Venue Sales Revenue          | Direct          | Local Venue sales of goods, consumables and other at retail                                 | \$ 1,300          |
| Event Sponsorship                  | Direct          | Local Grants, donations or gifts to facilitate event with cash and/or in-kind value receipt | \$ 9,700          |
| Event Staff & Operations           | Direct          | Local compensation paid to event staff, volunteers and performers                           | \$ 26,750         |
| Event Facilities                   | Direct          | Local facility & equipment charges  | \$ 10,875         |
| Event Marketing                    | Direct          | Local expenditures for PR, design, advertising & other media                                | \$ 22,300         |
| Event Taxes & Levys                | Direct          | State & local taxes and levys associated with event (including LOT)                         | \$ 950            |
| Event Other                        | Direct          | Double Count Adjustment to remove non-local revenues  | \$ (40,328)       |
| <b>Sub-Total Direct</b>            |                 |   | <b>\$ 70,575</b>  |
| Event Attendee                     | Indirect        | Participant 2nd tier expenditures for lodging, meals, transport, retail, etc                | \$ 300,796        |
| Event Performers                   | Indirect        | Participant 2nd tier expenditures for lodging, meals, transport, retail, etc                | \$ 3,719          |
| Event Other                        | Indirect        | Participant 2nd tier expenditures for lodging, meals, transport, retail, etc                |                   |
| Halo Effect                        | Indirect        | Expenditures at NFP's/other organizations or events attributable to Event                   |                   |
| Relocation Value                   | Indirect        | Event-inspired relocations to the Sun Valley Region   |                   |
| <b>Sub-Total Indirect</b>          |                 |   | <b>\$ 304,515</b> |
| <b>TOTAL DIRECT &amp; INDIRECT</b> |                 |   | <b>\$ 375,090</b> |
| Other                              | Multiplier      | Multiplier effect in community=   | \$ 375,090        |
| <b>TOTAL ECONOMIC IMPACT</b>       |                 |   | <b>\$ 750,180</b> |

| Economic Impact Summary  |   |  | 2012            |
|--------------------------|---|--|-----------------|
| Value Source             | Economic Effect                                   | Description  | Economic Impact |
| Event Participation:     | # Unique Participants                             | # unique attendees paying for at least one sub-event               | 326             |
|                          | # Registered Participants                         | # attendees paying or registering for one, two, or more sub-events | 1,159           |
|                          | # Days Duration                                   | # days from opening day to closing day of event                    | 3               |
|                          | # Event Days                                      | # days per person per event or sub-event                           | 1,531           |
|                          | # Locals  | # registered participants  | 120             |
|                          | # ZHO   | # registered participants  | 78              |
|                          | # Visitors  | # registered participants  | 144             |
|                          | # Staff FTEs                                      | # of annualized resources committed to put on event                | 1.9             |
|                          | # Volunteers                                      | # volunteers working on event                                      | 25              |
|                          | # Total Resources                                 |  | 45              |
| <b>Economic Impacts:</b> |   |  |                 |
|                          | Direct Economic Impact per Unique Participant     |  | \$ 216          |
|                          | Direct Economic Impact per Registered Participant |  | \$ 61           |
|                          | Direct & Indirect Economic Impact per day         |  | \$ 125,030      |
|                          | Total Economic Impact per Day                     |  | \$ 250,060      |

# Spreading The Word



We are committed to engaging the culinary traveler and bringing them to Sun Valley, either for the first time or back to the place they love. We want to establish Sun Valley as a premier culinary destination and the Sun Valley Harvest Festival as the pinnacle Fall culinary event for foodies and gourmets alike.

To support the success of the Festival and our sponsors, we are implementing a comprehensive six-month promotional campaign leading up to the event September 21-23, 2012. Elements of this campaign will include:

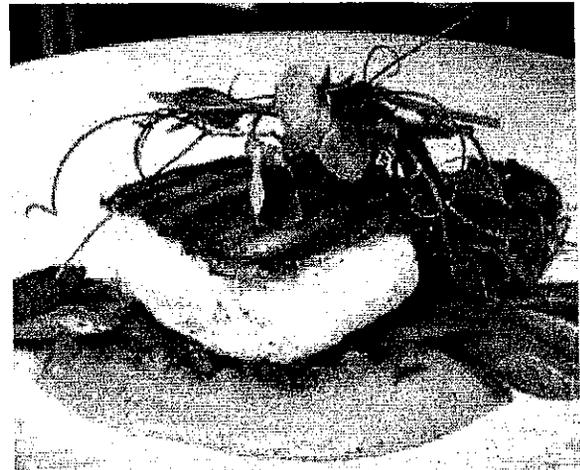
- ❖ Local, regional and national media outreach
- ❖ Social media marketing including blogs and facebook
- ❖ Electronic marketing through email blasts and e-newsletters
- ❖ Local and regional advertising in newspapers, magazines and websites
- ❖ Television interviews
- ❖ Targeted print marketing campaign
- ❖ Promotion of the Sun Valley Harvest Festival by the Sun Valley Marketing Alliance as one of their signature events

# FOODIE HEAVEN AT THE SUN VALLEY HARVEST FESTIVAL

SEPTEMBER 20 - 22, 2013

Now in its fourth year, the *Sun Valley Harvest Festival* has become the signature foodie event of the region. Set against the backdrop of one of the most beautiful places on earth – Sun Valley, Idaho - the three day festival combines internationally recognized wine makers and chefs and flavors from the agricultural wonders of Idaho and the Northwest.

The Festival attracts locals, vacation home owners and culinary tourists from Boise, Seattle, Portland, San Francisco, Salt Lake City and across the U.S. September boasts beautiful sunny skies, mild temperatures and the perfect weather for pursuing an abundance of culinary and outdoor adventures with everything from fly fishing to mountain biking to golf.



## DEMOGRAPHICS

1. Participants ages 35 to 54, college educated and often have an advance degree.
2. Household income greater than \$100,000.
3. Enjoys learning about the local culture and cuisine of their destination.
4. Likes to try new restaurants to experience a range of local cuisines.
5. Likes to bring back regional foods, recipes, wines, etc. from the places they visit to share with their family and friends.
6. Wants their travel to be experiential and make an effort to try regional cuisines, culinary specialties, local wines, spirits and beers.
7. Is primarily from Idaho, California, Oregon and Washington.

## FACTS

The Sun Valley Harvest Festival offers you the opportunity to market and promote your business or products and brand directly to our audience, not only during the weekend of events, but during the 4 months leading up to it. Consider the opportunity to market your brand and sell your products to:

- A sophisticated, affluent and educated demographic.
- The Sun Valley second homeowner, 56% of which have a household income greater than \$150,000 and 36% with a household income greater than \$250,000.
- The 250,000 annual visitors to Sun Valley.
- The 18,000 Blaine County residents whose median income is 25% greater than the national average

*The perfect place for the adventurous foodie to Taste, Learn, Experience and Enjoy!*

From: "Hailee Blomquist" <hailee@woodriverinsurance.com>   
Subject: RE: Harvest Festival Insurance  
Date: January 18, 2013 10:51:32 AM MST  
To: "Heidi Ottley" <hottley@sunvalleyharvestfestival.com>



2 Attachments, 25 KB

Hi Heidi!

I read the information from the City of Ketchum. The policy we write is a \$1,000,000 Combined Single Limit of Liability and we list them as Additional insured so you should be good to go. Please let your contact at the City know you are in compliance and we will send a certificate to their attention once we issue the policy later this year.

Cheers!

**Hailee M. Blomquist-Mintz, CIC**  
**Vice President**  
**Agency Manager**  
[hailee@woodriverinsurance.com](mailto:hailee@woodriverinsurance.com)  
Ph: 208.788.1100 Ext.18

**WRI** Wood  
River  
Insurance  
410 N. Main St.  
Hailey ID, 83333  
Fax: 208.788.4988

CONFIDENTIALITY NOTICE: The information contained in this e-mail and attached document(s) may contain confidential information that is intended only for the addressee(s). If you are not the intended recipient, you are hereby advised that any disclosure, copying, distribution or the taking of any action in reliance upon the information is prohibited. If you have received this e-mail in error, please immediately notify the sender and delete it from your system.

**Think Green! Please consider the environment before printing this email and/or its attachments.**

---

**From:** Heidi Ottley [mailto:hottley@sunvalleyharvestfestival.com]  
**Sent:** Wednesday, January 16, 2013 9:42 AM  
**To:** Hailee Blomquist  
**Subject:** Harvest Festival Insurance

Hi Hails!

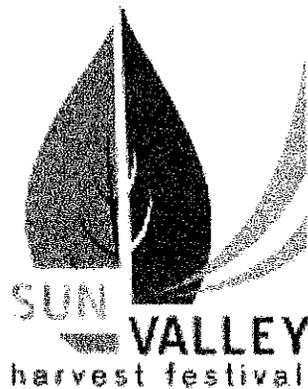
Nice to see you briefly last night. Sorry to run out, we would have loved to have chatted with you. We are way ahead of the curve on the Festival this year and are already filling out the event application for the City of Ketchum. Below is the requirements they have for our insurance. I know it is probably too soon to provide them with an actual certificate of insurance, but I want to make sure that we are meeting all of their criteria.

Thanks for your help!

H

# Sun Valley Harvest Festival

| 2013 Estimated Income                  |  | 2013                |
|--|--|---------------------|
| Ticket Sales                           |  | \$75,500.00         |
| Merchandise Sales                      |  | \$3,000.00          |
| Grants                                 |  | \$10,000.00         |
| Cash & Equivalent Sponsorships         |  | \$12,800.00         |
| Vendor Fees                            |  | \$3,000.00          |
| <b>Total Estimated Revenue</b>         |  | <b>\$104,700.00</b> |
| <b>2013 Estimated Expenses</b>         |  |                     |
|  |  | <b>2013</b>         |
| Venue Fees                             |  | \$15,000.00         |
| Staff (not including event organizers) |  | \$14,000.00         |
| Food Costs                             |  | \$6,500.00          |
| Merchandise                            |  | \$1,500.00          |
| Chef Expenses                          |  | \$10,000.00         |
| Advertising                            |  | \$10,500.00         |
| Marketing, PR and Website              |  | \$35,150.00         |
| Office Expenses                        |  | \$1,000.00          |
| Internet, Phone and Utilities          |  | \$1,000.00          |
| Insurance and Legal                    |  | \$500.00            |
| Bank Fees                              |  | \$1,250.00          |
| Taxes                                  |  | \$6,200.00          |
| Travel and Entertainment               |  | \$2,500.00          |
| <b>Total Estimated Expenses</b>        |  | <b>\$105,100.00</b> |



## 2013 SPONSORS & PARTNERS

(as of 1/29/13)

### SPONSORS:

Lyle Pearson  
Sun Valley Magazine  
360 Cookware  
Atkinsons' Market  
Chateau Ste. Michelle Wine Estates  
Knob Hill Inn  
Square One Organic Spirits  
Morgan Stanley  
Paulette Phlipot Photography  
Ignite Advertising

### PARTNERS:

Ketchum Kitchens  
Sturtevant's  
Zenergy  
Ketchum Restaurants  
Far & Away Adventures  
Idaho River Journey's  
Mackay Wilderness Adventures  
Idaho Wine Commission  
Idaho Department of Tourism  
S&C Imports and Distributors  
Sawtooth Brewery  
Frenchman's' Gulch  
Idaho Preferred  
High Country Properties  
Distilled Resources, Inc.  
CSI Culinary School  
Sustain Blaine/Sun Valley Culinary Institute  
The Community School 8th Grade Class



## 2013 EVENT SUMMARY

September 20 – 22, 2013

### **Sun Valley Harvest Festival**

Sponsored by Lyle Pearson, the Harvest Festival is very excited this year to include some fun, new events including the Food Trends Media and Food Mavericks Panels which will expand our sphere of influence to include followers of national outlets such as Prevention Magazine, Reader's Digest, and The Dr Oz Show. Our emcee, celebrity dietitian Ashley Koff RD, a self-described Qualitarian, joins us to emphasize the taste and health benefits of "better quality" options in all aspects of what we eat. This year we will host influential food media, Sun Valley residents (year-round and part-time), and foodies from around the country with an emphasis on Pacific Northwest, Rocky Mountain and California sustainable food.

### **Food Mavericks Panel**

Come meet foodie entrepreneurs from around the country who started with a passion for food and created successful businesses while still staying true to their passion and goals. This will be an interactive opportunity for guests to ask questions and hear these entrepreneurs individual story.

*Thursday, September 19, 4:00 pm – 6:00 pm. Location TBD. Admission is Free*

### **“Meet the Farmers”**

Sponsored by Atkinsons' Market, come meet your local farmers, ranchers and specialty food producers while sampling some of their fare and finding out more about how to connect with your local food.

*Friday, September 20, 1:00 pm – 4:00 pm, Atkinsons' Market, Ketchum. Admission Free*

### **International Food & Wine Writers Luncheon**

Sponsored by The Idaho Department of Tourism, 12 wine and spirits writers from around the world will gather at the Sun Valley Clubhouse for a hosted luncheon and Idaho wine tasting as part of their Harvest Festival experience.

*Friday, September 20, 1:00 pm – 3:00 pm, Sun Valley Clubhouse.*

### **Food Trends Panel**

This new event will feature food and wine writers from Prevention Magazine, ABC News Los Angeles and Reader's Digest. Our Emcee, Ashely Koff RD, will moderate the panel that will discuss current food trends and why they are good for us or maybe not so good for us.

*Friday, September 20, 2:00 pm – 4:00 pm, 511 Building, Ketchum. Admission TBD*

### **Restaurant Walk**

Sponsored by Sun Valley Magazine, the Restaurant Walk will again feature around 18 of our local restaurants. Wander around downtown Ketchum and sample eclectic regional fare from participating restaurants paired with the beverage of their choice. It is a moveable feast of the grandest proportions and a great way to sample some of the areas finest eateries!

*Friday, September 20, 5:00 pm – 7:00 pm, Ketchum Town Square. Admission \$40 each*

### **Demonstrations & Presentations**

Sponsored by 360 Cookware and Atkinsons' Market, join us to learn the latest cooking techniques, food trends and culinary secrets from our guest chefs as they create enticing menus using regional ingredients. Some of the topics this year include "Cooking for your Libido," "From the Restaurant to Your Table," "How to Jump Start Your Morning," Each cooking demonstration will be paired with one of your featured wines for you to enjoy along with your food sample at the end of each demonstration. Our final demonstration will be a wine and dessert pairing featuring renowned guest chef Emily Luchetti.

*Saturday, September 21, 9:30 am – 5:00 pm, Tent at Carol's Dollar Lodge. Admission \$40 each*

### **Harvest Marketplace**

Peruse specialty food producers, regional farmers, the latest in kitchen appliances and cookware. We have hand selected these purveyors from around the pacific northwest and the west coast to coordinate with our weekend of events so you can Taste, Learn, Experience, Enjoy and buy what need to recreate what you have learned at home.

*Saturday, September 21, 10:00 am – 5:00 pm, Carol's Dollar Lodge. Admission is Free*

### **Sawtooth Brewery's Oktoberfest Beer Garden**

Sponsored by Sawtooth Brewery, come sample Sawtooth Brewery's beers in the Ketchum Town Square while listening to music and sampling traditional Oktoberfest fare.

*Saturday, September 21, 1:00 pm – 6:00 pm, Ketchum Town Square.*

### **Martini & Caviar Party**

Sponsored by Knob Hill Inn and Square One Organic Spirits, enjoy a beautiful fall evening on the lawn at the newly renovated Knob Hill Inn. Savor artisanal cocktails featuring Square One Organic Spirits Cucumber, Botanical and Basil vodkas while gnashing on masterfully designed hors d'oeuvres featuring local Idaho sturgeon caviar.

*Saturday, September 21, 5:30 pm – 7:30 pm, Knob Hill Inn. Admission \$75 each*

### **River Guide Cooking Competition**

Adventure into the world of gourmet outdoor cooking as you watch local river guides battle for the title of Top River Guide Chef. They will showcase what they do best, cook incredible food over an open grill and in a Dutch oven, fireside or riverside, without leaving a trace. A truly unique Idaho experience and one you won't want to miss!

*Sunday, September 22, 10:00 am -12:00 pm, Lawn at Carol's Dollar Lodge. Admission is Free*

### **Grand Tasting**

Sponsored by Morgan Stanley and Chateau Ste. Michelle Wine Estates, sample local chefs and specialty food makers' seasonal offerings at this grand finale to your spectacular foodie weekend! Treat your senses to spectacular food creations and sip wines from Chateau Ste. Michelle's fine wine portfolio. The Grand Tasting this year will also feature breakout sessions of 30 minutes each with topics ranging from coffee, tea, chocolate, and pickling to cocktail mixing, nut butters and the newest cooking techniques. A great way to learn a little bit about the foods you like to eat and how to best prepare them.

*Sunday, September 22, 12:00 pm – 3:00 pm, Carol's Dollar Lodge. Admission \$75*

The Sun Valley Harvest Festival embraces the national movement toward sourcing and eating regional and sustainable foods by featuring farmers, ranchers and specialty food purveyors from around Idaho, the Northwest, the Rocky Mountains and the West Coast. Our theme this year is quality: how to identify, select and prepare quality foods to maximize your health and energy for a quality lifestyle. Our goal is to bring food and wine travelers from around the country at the most beautiful time of year in Idaho to experience new food trends and techniques, taste great wines, beers and spirits from artisanal producers and return home feeling like they learned something new, tasted great food and met exciting fun new people.