

AGENDA
SUN VALLEY AIR SERVICE BOARD MEETING
Ketchum City Hall
191 5th Street, Ketchum, Idaho
Wednesday, March 16, 2022 - 2:00 PM

Join Zoom Meeting:

<https://ketchumidaho-org.zoom.us/j/85795897084>

Meeting ID: 857 9589 7084

Dial: 720-707-2699

Phone one-tap: [+17207072699](tel:+17207072699), [85795897084](tel:+17207072699)

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT

REMARKS FROM THE CHAIR

REMARKS FROM THE BOARD

CONSENT AGENDA (action item). *All items listed under the Consent Agenda will be approved in one motion without discussion unless any Board Member requests that the item be removed for individual discussion and possible action.*

1. Approval of Sun Valley Air Service Board Meeting Minutes from December 8, 2021 and January 19, 2022
2. Receive and File Financials:
 - a. 1% Local Option Tax Report: December 2021 – January 2022

ACTIONS/DISCUSSIONS/PRESENTATIONS

3. Authorization for Payment of Bills on-hand through March 11, 2022 (action item)
4. Fly Sun Valley Alliance Air Service Update
5. Sun Valley Marketing Alliance Update

ADJOURNMENT

Please Note: The agenda is subject to revisions. Any person in need of assistance to attend or participate should contact Sun Valley City Hall prior to the meeting. Air Service Board Packets are online at www.haileycityhall.org; www.sunvalleyidaho.gov; and www.ketchumidaho.org.

SUN VALLEY AIR SERVICE BOARD MEETING
MEETING MINUTES
Wednesday, December 8, 2021
Ketchum City Hall

CALL TO ORDER

The meeting was called to order at 2:00 PM by Ketchum Mayor Neil Bradshaw.

ROLL CALL

PRESENT

Mayor Peter Hendricks

Mayor Martha Burke

Mayor Neil Bradshaw

ABSENT

Jacob Greenberg

PUBLIC COMMENT – No Public Comments were made.

REMARKS FROM THE BOARD – No remarks from the Board

CONSENT AGENDA

1. Approval of Air Service Board Minutes from September 22, 2021
2. Receive and File 1% Local Option Tax Report: August-September 2021

Motion to approve the consent agenda as presented.

Moved: Mayor Martha Burke; Seconded: Mayor Peter Hendricks.

Ayes: Mayor Bradshaw, Mayor Hendricks, Mayor Burke

ACTIONS/DISCUSSIONS/PRESENTATIONS

3. Approval of Resolution 2021-01 Setting Forth the Sun Valley Air Service Board Meeting Dates for 2022.

Motion to approve.

Moved: Mayor Martha Burke; Seconded: Mayor Peter Hendricks.

Ayes: Mayor Bradshaw, Mayor Hendricks, Mayor Burke

4. Discussion and Approval of **Exhibit B – FY 22 Adopted Budget and Payment Percentages for Sun Valley Marketing Alliance and for Fly Sun Valley Alliance for FY 2022.**

Motion to approve.

Moved: Mayor Peter Hendricks; Seconded: Mayor Martha Burke.

Ayes: Mayor Bradshaw, Mayor Hendricks, Mayor Burke

5. Discussion and Approval of **Exhibit A - Scope of Services for Fly Sun Valley Alliance for FY 2022.**

Motion to approve.

Moved: Mayor Martha Burke; Seconded: Mayor Peter Hendricks.

Ayes: Mayor Bradshaw, Mayor Hendricks, Mayor Burke

6. Memorandum of Understanding between the Sun Valley Air Service Board and the Fly Sun Valley Alliance to amend the Contract for Services between the parties.

Motion to approve the Memorandum of Understanding pending legal review by the City Attorney.

Moved: Mayor Peter Hendricks; Seconded: Mayor Martha Burke.

Ayes: Mayor Bradshaw, Mayor Hendricks, Mayor Burke

7. Discussion and Approval of **Exhibit A - Scope of Services for Sun Valley Marketing Alliance/Visit Sun Valley for FY22** to the Contract for Services Between the Sun Valley Air Service Board and SVMA.

Motion to approve the Contract for Services Between the Sun Valley Air Service Board and SVMA.

Moved: Mayor Martha Burke; Seconded: Mayor Peter Hendricks.

Ayes: Mayor Bradshaw, Mayor Hendricks, Mayor Burke

ADJOURNMENT

Motion to Adjourn at 2:15 pm.

Moved: Mayor Martha Burke; Seconded: Mayor Peter Hendricks.

Ayes: Mayor Bradshaw, Mayor Hendricks, Mayor Burke

Neil Bradshaw
Chair

Peter M. Hendricks
Secretary/Treasurer

**SUN VALLEY AIR SERVICE BOARD
MEETING MINUTES
January 19, 2022 at 2:00 PM
Sun Valley City Hall**

CALL TO ORDER

Mayor Bradshaw called the meeting to order at 2:00 PM.

Present: Neil Bradshaw – Mayor, City of Ketchum (via Zoom)
Peter M. Hendricks – Mayor, City of Sun Valley
Martha Burke – Mayor, City of Hailey (via Zoom)

Staff: Jade Riley – City Administrator, City of Ketchum (via Zoom)
Shellie Rubel – City Treasurer, City of Ketchum (via Zoom)
Walt Femling – City Administrator, City of Sun Valley
Nancy Flannigan – City Clerk/Asst. to the City Administrator, City of Sun Valley

ELECTION OF OFFICERS FOR 2022

Mayor Hendricks suggested that we re-elect Mayor Bradshaw as Chair, Mayor Burke as Vice Chair and Mayor Hendricks as Secretary/Treasurer to which they all agreed.

Motion to elect the officers for 2022.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Peter Hendricks, Mayor of Sun Valley
SECONDER:	Martha Burke, Mayor of Hailey
AYES:	Hendricks, Bradshaw, Burke

PUBLIC COMMENT

None.

REMARKS FROM THE CHAIR

None.

REMARKS FROM THE BOARD

None.

CONSENT AGENDA

1. Receive and File Financials:
 - a. 1% Local Option Tax Report – October - November 2021.

Motion to approve the consent agenda.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Martha Burke, Mayor of Hailey
SECONDER:	Peter Hendricks, Mayor of Sun Valley
AYES:	Hendricks, Bradshaw, Burke

ACTION/DISCUSSION/PRESENTATION

2. Authorization for payment of bills on-hand through January 14, 2022.

Motion to approve the bills on-hand through January 14, 2022.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Peter Hendricks, Mayor of Sun Valley
SECONDER:	Martha Burke, Mayor of Hailey
AYES:	Hendricks, Bradshaw, Burke

3. Receive and file Allocation of Voting Rights Report for 2022

Motion to approve and file the Allocation of Voting Rights for 2022.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Martha Burke, Mayor of Hailey
SECONDER:	Peter Hendricks, Mayor of Sun Valley
AYES:	Bradshaw, Burke, Hendricks

4. Presentation and acceptance of FY21 audited financial statements by Dennis Brown, CPA. [Item tabled to March 16, 2022 meeting]

5. Fly Sun Valley Alliance air service update.

Carol Waller, Fly Sun Valley Alliance, provided an update. The new technology they obtained helped save over 50 Delta and United flights from cancellation or diversion just in December alone. They continue to compile relevant news and comparative data and information on data service.

6. Sun Valley Marketing Alliance update.

Scott Fortner, Sun Valley Marketing Alliance, provided an update. They are mainly focusing on retargeting past guests that are Epic pass holders. They are also continuing to build on the momentum of their “Stay Sunny” campaign with adjustments towards winter. They remain dedicated to keeping the tourism economy churning.

ADJOURNMENT

Motion to adjourn.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Peter Hendricks, Mayor of Sun Valley
SECONDER:	Martha Burke, Mayor of Hailey
AYES:	Bradshaw, Burke, Hendricks

The meeting was adjourned at 2:16 PM.

Neil Bradshaw, Chair

Peter M. Hendricks, Secretary/Treasurer

MOS		1% LOT Contribution				Expenses		Funds for Contracts
1% LOT Generated	1% LOT Received	Sun Valley	Ketchum	Hailey	TOTAL	Communities' Direct Costs	SVASB Administrative Fees	
Oct-21	Dec-21	47,059.10	195,940.55	8,749.05	251,748.70	(6,651.38)	(450.00)	244,647.32
Nov-21	Jan-22	41,387.51	184,116.71	5,765.71	231,269.93	(6,505.18)	(450.00)	224,314.75
Dec-21	Feb-22	117,375.42	360,804.52	10,998.11	489,178.05	(6,761.57)	(450.00)	481,966.48
Jan-22	Mar-22	85,530.34	277,440.49	18,467.11	381,437.94	(7,127.55)	(450.00)	373,860.39
Feb-22	Apr-22	-	-	-	-	-	-	-
Mar-22	May-22	-	-	-	-	-	-	-
Apr-22	Jun-22	-	-	-	-	-	-	-
May-22	Jul-22	-	-	-	-	-	-	-
Jun-22	Aug-22	-	-	-	-	-	-	-
Jul-22	Sep-22	-	-	-	-	-	-	-
Aug-22	Oct-22	-	-	-	-	-	-	-
Sep-22	Nov-22	-	-	-	-	-	-	-
Total		291,352.37	1,018,302.27	43,979.98	1,353,634.62	(27,045.68)	(1,800.00)	1,324,788.94
City	Budgeted	650,000.00	1,900,000.00	115,000.00	144,075.00	Total Budget	2,809,075.00	1,324,788.94
	Remaining	358,647.63	881,697.73	71,020.02	-			

FY2022				Fly SV Alliance				FY2022				SVMA			
MOS 1% LOT Generated		1% LOT Received	Funds for Contracts	% of Available Funds Owed	Funds for Contract	Invoiced Amount	Available Funds	Check	% of Available Funds Owed	Funds for Contract	Invoiced Amount	Available Funds	Check		
Oct-21	Dec-21	244,647.32	43%	105,198.35	-	-	-	-	57%	139,448.97	-	-	-		
Nov-21	Jan-22	224,314.75	43%	96,455.34	201,653.69	1157	-	-	57%	127,859.41	267,308.38	-	1158		
Dec-21	Feb-22	481,966.48	43%	207,245.59	-	-	-	-	57%	274,720.89	-	-	-		
Jan-22	Mar-22	373,860.39	43%	160,759.97	368,005.55	-	-	-	57%	213,100.42	487,821.32	-	-		
Feb-22	Apr-22	0.00	43%	-	-	-	-	-	57%	-	-	-	-		
Mar-22	May-22	0.00	43%	-	-	-	-	-	57%	-	-	-	-		
Apr-22	Jun-22	0.00	43%	-	-	-	-	-	57%	-	-	-	-		
May-22	Jul-22	0.00	43%	-	-	-	-	-	57%	-	-	-	-		
Jun-22	Aug-22	0.00	43%	-	-	-	-	-	57%	-	-	-	-		
Jul-22	Sep-22	0.00	43%	-	-	-	-	-	57%	-	-	-	-		
Aug-22	Oct-22	0.00	43%	-	-	-	-	-	57%	-	-	-	-		
Sep-22	Nov-22	0.00	43%	-	-	-	-	-	57%	-	-	-	-		
Total				569,659.24	569,659.24	-	-	-		755,129.70	755,129.70	0.00	-		

*102,980 is remaining in the budget

Cash Flow Statement	
765,934.93	cash balance
(487,821.32)	SVMA
(368,005.55)	Fly Sv Alliance
(69.00)	Miscellaneous
84,830.34	Sun Valley Revenue payment has not been deposited
17,562.22	Hailey Revenue payment has not been received
271,917.81	Ketchum Revenue payment has not been deposited
-	Investment transfer to be authorized
284,349.43	ending cash balance
LGIP #3358	1,162,218.80 LGIP Investment Balance

**SUN VALLEY AIR SERVICE BOARD
INVOICES TO BE PAID**

Through: March 11, 2022

Vendor	Date	Invoice #	Description	Amount
Fly Sun Valley Alliance	12/1/2021	273	1% LOT December 2021 Collections (February Contract Services)	207,245.59
Fly Sun Valley Alliance	1/1/2022	274	1% LOT January 2022 Collections (March Contract Services)	160,759.97
Visit Sun Valley	3/10/2022	1426	1% LOT December 2021 Collections (February Contract Services)	274,720.89
Visit Sun Valley	3/10/2022	1427	1% LOT January 2022 Collections (March Contract Services)	213,100.42
City of Ketchum	3/9/2022		Reimbursement to City of Ketchum who paid the Post Office n/a directly for the SVASB mail box (paid until August 31, 2022)	69.00
Total Invoices to be paid				<u>\$ 855,895.87</u>

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
12/1/2021	273

Bill To
Sun Valley Air Service Board Attn: Shellie Rubel & Jade Riley City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT - Dec 2021 collections – FSVA Feb 2022 services	207,245.59	207,245.59
		Total	\$207,245.59



FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD

FEBRUARY 2022

AIR SERVICE

AIR SERVICE DEVELOPMENT

- Reviewed/monitored/analyzed weekly flight booking reports, monthly performance reports
- Ongoing research/analysis of seat, enplanements, load factors, fares for SUN and other markets
- Continued discussions/negotiations with airlines re: summer 2022 service schedules and contracts.
- Monitored diversion busing service and tracked monthly statistics
- Ongoing communication & meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Prepared materials for Air Service Board reports, invoices, etc. Attended meetings as needed.
- Worked with VSV and other partners on air service marketing efforts, promotional air voucher management
- Continued strategic planning efforts

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews, social media channels, website
- Continued work on new upgraded FSVA website
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign
- Created/executed ongoing FSVA local marketing & PR for air service (*print, digital*)
- Attended regular meetings of FMAA board, VSV board, Blaine County Economic Business Committee, and other community/stakeholder meetings
- Presented FSVA air service update at meeting of the Idaho Travel Council
- Provided information regarding air service to inquiries from local and other travelers

RESEARCH/OTHER

- Continued implementation & monitoring of winter 2021/22 online air passenger survey for SUN
- Continued compiling/tracking relevant news and comparative data and information on air service

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
1/1/2022	274

Bill To
Sun Valley Air Service Board Attn: Shellie Rubel & Jade Riley City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT - Jan 2022 collections – FSVVA March 2022 services	160,759.97	160,759.97
		Total	\$160,759.97



FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD

MARCH 2022

AIR SERVICE

AIR SERVICE DEVELOPMENT

- Reviewed/monitored/analyzed weekly flight booking reports, monthly performance reports
- Ongoing research/analysis of seat, enplanements, load factors, fares for SUN and other markets
- Finalized negotiations with airlines re: summer 2022 service schedules and contracts.
- Monitored diversion busing service and tracked monthly statistics
- Ongoing communication & meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Prepared materials for Air Service Board reports, invoices, etc. Attended meetings as needed.
- Worked with VSV and other partners on air service marketing efforts, promotional air voucher management
- Continued strategic planning efforts

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews, social media channels, website
- Produced new summer 2022 flight schedule, shared with all key stakeholders and public
- Continued working on new upgraded FSVA website
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign
- Created/executed ongoing FSVA local marketing & PR for air service (*print, digital*)
- Attended regular meetings of FMAA board, VSV board, Blaine County Economic Business Committee, and other community/stakeholder meetings
- Provided information regarding air service to inquiries from local and other travelers

RESEARCH/OTHER

- Continued implementation & monitoring of winter 2021/22 online air passenger survey for SUN
- Continued compiling/tracking relevant news and comparative data and information on air service

Visit Sun Valley
PO Box 4934
Ketchum, ID 83340 US
208-725-2104
jessica@visitsunvalley.com
www.visitsunvalley.com

Invoice

VISIT SUN VALLEY

BILL TO

Air Service Board
PO Box 3801
Ketchum, ID 83340

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1426	03/10/2022	\$274,720.89	04/09/2022	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing December 2021	1	274,720.89	274,720.89

BALANCE DUE

\$274,720.89

Visit Sun Valley
PO Box 4934
Ketchum, ID 83340 US
208-725-2104
jessica@visitsunvalley.com
www.visitsunvalley.com

Invoice

VISIT SUN VALLEY

BILL TO

Air Service Board
PO Box 3801
Ketchum, ID 83340

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1427	03/10/2022	\$213,100.42	04/09/2022	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing January 2022	1	213,100.42	213,100.42

BALANCE DUE

\$213,100.42

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Sun Valley Air Service Board March 2022 Operational Highlights | November - February

Executive Summary

One minute we were basking in the warmth of dry November, delivering our semi-annual [Community Meeting](#) and with the flip of a switch, we were scrambling to jump on skis and fully embrace winter. As the snowfall streamed-in, so too did the visitors to Sun Valley. The holidays came with a blanket of white, occupancy rates hovering in the 80%-90% range, full flights, eager customers, happy skiers/snowboarders, and a new COVID variant.

For the most part, businesses fared well throughout the holidays and have continued to see traction into the new year. Staffing shortages due to illness, burnout, and a sheer lack of people have been the biggest factors facing much of the community.

Remaining nimble, patient and flexible continues to be the name of the game. Being willing to do our best to be accommodating, providing pre-trip information and staying in close contact with our stakeholders is imperative. We're grateful for the travelers willing to venture to Sun Valley, especially those who are understanding of local ordinances and the hurdles that businesses, workforce and locals are working to overcome.

At the core of organization, we remain dedicated to keeping the tourism economy churning. Our advertising campaigns rolled out at the end of November, paused for the holidays and kicked back during January. We've once again leaned in to a variety of content partnerships to tell a variety of inspirational stories in a mix of traditional and nontraditional travel outlets.

For the unsolicited story space, we have been working hard with journalists far and wide to share the pride of our local community on the Public Relations front. As a result, we've received a number of top-tier features and mentions that highlight how special this place is. Noteworthy publications include Condé Nast, Travel + Leisure, Unofficial Networks, Outside, and Sunset.

In conjunction with our advertising, we continue to embrace the destination management side of things in order to give the traveler the best possible and most informed experience while ensuring that the local community understands the current state of affairs and the tools to maintain the unique mountain culture and spirit established in Sun Valley.

We are once again focusing on retargeting past guests that are Epic pass holders. Think "loyalty" in the "awareness >> loyal >> retention" lifecycle. We are currently evaluating unique media opportunities to execute our winter tactics with Backbone Media.

In addition to our outward-facing messaging, we will continue to build on the momentum of our "Stay Sunny" campaign with adjustments geared towards winter. Assets and deliverables will have an ongoing rollout through the remainder of the season.

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Enhance Focus on

DestiMetrics Occupancy Reports:

- November
 - Occupancy – paid:
 - 21% v. 17% in 2020 = 19%
 - 21% v. 25% in 2019 = -16%
 - Room Nights:
 - Available:
 - 17,439 v. 19,687 in 2020 = -5%
 - 17,439 v. 20,788 in 2019 = -12%
 - Sold:
 - 3,591 v. 3,179 in 2020 = 13%
 - 3,591 v. 4,861 in 2019 = -26%
 - ADR:
 - \$204 v. \$185 in 2020 = 10%
 - \$204 v. \$155 in 2019 = 32%
- December
 - Occupancy – paid:
 - 44% v. 45% in 2020 = -1%
 - 44% v. 46% in 2019 = -4%
 - Room Nights:
 - Available:
 - 20,023 v. 19,687 in 2020 = 24%
 - 20,023 v. 20,788 in 2019 = 23%
 - Sold:
 - 9,019 v. 6,077 in 2020 = 48%
 - 9,019 v. 7,954 in 2019 = 13%
 - ADR:
 - \$459 v. \$358 in 2020 = 28%
 - \$459 v. \$363 in 2019 = 26%
- January
 - Occupancy – paid:
 - 46% v. 36% in 2020 = 28%
 - 46% v. 39% in 2019 = 18%
 - Room Nights:
 - Available:
 - 25,542 v. 20,701 in 2020 = 23%
 - 25,542 v. 21,402 in 2019 = 19%
 - Sold:
 - 11,875 v. 7,406 in 2020 = 60%
 - 11,875 v. 8,376 in 2019 = 42%
 - ADR:
 - \$306 v. \$267 in 2020 = 15%
 - \$306 v. \$276 in 2019 = 11%
- February
 - Occupancy – paid:

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- 61% v. 48% in 2020 = 27%
- 61% v. 63% in 2019 = -3%
- Room Nights:
 - Available:
 - 23,011 v. 18,524 in 2020 = 24%
 - 23,011 v. 19,706 in 2019 = 17%
 - Sold:
 - 14,098 v. 8,915 in 2020 = 58%
 - 14,098 v. 12,428 in 2019 = 13%
- ADR:
 - \$357 v. \$301 in 2020 = 19%
 - \$357 v. \$298 in 2019 = 20%

Social Media

The social media realm is an ever-evolving creature, and we are doing our best to stay up on the latest trends. Day to day activities include posting inspirational, in-the-moment content, fielding incoming questions, crafting blogs, and managing our weekly newsletter.

Touchpoints

- [Facebook](#) followers: October +45; November -356; December; +8 January; +392 February; -395
- [Instagram](#) followers: +500 gained since October
- [Website](#): October - February 2021 sessions to visitsunvalley.com were down -11% compared to the same period last year. Our session duration or time on site was up 35%. Our organic search sessions were up +16%.
- Continual content building and distribution of Visit Sun Valley Facebook page & Instagram account
- Internally composed, updated/edited and distributed a variety of blog pieces including:
 - [Seattle to Sun Valley Travel](#)
 - [Idaho Winter Vacation](#)
 - [Boise to Sun Valley: A Quick Getaway](#)
 - [24 Hours in Sun Valley: October – Cassie Abel, Wild Rye](#)
 - [24 Hours in Sun Valley: November – Miles to Go Fitness](#)
 - [24 Hours in Sun Valley: December – Independent Goods](#)
 - [24 Hours in Sun Valley: January – Gather Yoga](#)
 - [McCall vs Sun Valley](#)
 - [Salt Lake to Sun Valley Travel](#)
 - [What to Expect in Sun Valley this Winter](#)

Promotions

We continued to shift away from the heavy emphasis on paid social media as an outlet. We swapped those placements with more niche audience bases that will allow us to tell more unique stories of the destination. The partners that we aligned with that have had content come out this winter include:

- [Freeskier Magazine](#) – Perfect trip to Sun Valley

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- Jezebel – Nontraditional Bachelorette Party Destination
- Lifehacker – Youngish Persons Guide to the Rural West and Sun Valley, Idaho
- Mind Body Green - This Destination Is Your One-Stop-Shop for Endless Adventure *And* Self-Care

Additional outlets include

- Warren Miller - Ski Movie
- Match Stick Productions - Ski Movie
- Pandora
- Podcasts
- Google Discovery
- YouTube
- Connected TV

Whenever possible, we leverage the benefits found from guided experiences.

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PR

We have been pitching the guided experiences Stay Sunny and the Mindfulness in the Mountains stewardship component to journalists as a counter approach to the “over tourism” stories. Ensuring that journalists know that we have a full slate of events happening and a robust flight schedule is a top priority.

In the middle of January, we hosted a mix of athletes and journalists in conjunction with the Sun Valley Resort to show them a ski/snowboard-oriented experience. For the day that we hosted the group of 6, we took them backcountry skiing with Sun Valley Guides and styled out newcomers to the sport with equipment from Sturtevant’s. The evening kicked off with a hosted car show that featured Decker, Sync Vans and Nomadic Vans in the Sun Valley Inn parking lot and introduced the group to the innovated side of the area. Following the show, we ventured down to Warfield Distillery to continue the innovation story with introductions to Wild Rye, Reflex, Club Ride, and First Lite. Our evening finished up with dinner at the Limelight Hotel. We are already seeing coverage stem from this visit. Images from the event can be found [here](#).

Sun Valley Mentions & Features

- [Condé Nast](#) | How to Spend a Winter Weekend in Idaho’s Sun Valley
- [Travel + Leisure](#) | Sun Valley Invented the Great American Ski Resort — Now It’s Time to Experience It Yourself
- [Unofficial Networks](#) | Paradise, Happiness, & Friends Found In Sun Valley, Idaho
- [Sunset](#) | Why Idaho’s Sun Valley Should Be on Your Stargazing Bucket List
- [Outside](#) | Five Reasons Sun Valley is the Ultimate Ski Resort
- [Outside](#) | The Best Nordic Trails in the US
- [Forbes](#) | A Local’s Dilemma
- [The Moth](#) | Stories of Sun Valley, Idaho
- [Yoga Journal](#) | The Healing Power of Open Spaces
- [US News](#) | Idaho Resort Region, Once COVID Hotspot, Is Vaccine Leader
- [SVPN](#) | Let’s Stay Sunny
- [World Wide Nate](#) | Sun Valley, Idaho – An Epic Adventure Recap
- [AFAR](#) | Why Visiting Sun Valley, Idaho is the Shangri-La of Vacations
- [WSJ](#) | The Beauty of Buying a Ski Home in Idaho? Nobody Knows a Thing About It
- [MSP Films](#) | Stomping Grounds Trailer
- Many more to browse [here](#)

SUN VALLEY AIR ST
Ketchum CN
101 5th Street, Ketchu
83426

City of Ketchu
credit card
6 month



KETCHUM
151 4TH ST W
KETCHUM, ID 83340-9400
(800)275-8777

03/09/2022 02:22 PM

Product	Qty	Unit Price	Price
Box Renewal			\$69.00
ZIP Code: 83340			
Box #: 3801			
Rental Start Date: 03/01/2022			
Next Renewal Date: 08/31/2022			
Customer Name: SANDRA CADY			

Grand Total: \$69.00

Credit Card Remitted \$69.00

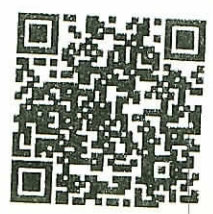
Card Name: VISA
 Account #: XXXXXXXXXXXXX5030
 Approval #: 040084
 Transaction #: 229
 AID: A0000000031010 Chip
 AL: VISA CREDIT
 PIN: Not Required

 USPS is experiencing unprecedented volume increases and limited employee availability due to the impacts of COVID-19. We appreciate your patience.

Preview your Mail
 Track your Packages
 Sign up for FREE @
<https://informedelivery.usps.com>

All sales final on stamps and postage.
 Refunds for guaranteed services only.
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