

AGENDA
SUN VALLEY AIR SERVICE BOARD MEETING
Sun Valley City Hall
81 Elkhorn Road, Sun Valley, Idaho
Wednesday, May 25, 2022 - 2:00 PM

Join Zoom Meeting:

<https://us02web.zoom.us/j/81665299392?pwd=1TtcLXOf-ZyvNELf-Nrltiz96iQPLm.1>

Meeting ID: 816 6529 9392

Passcode: 063217

One tap mobile

+12532158782,,81665299392#,,,,*063217# US (Tacoma)

+13462487799,,81665299392#,,,,*063217# US (Houston)

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 March 16, 2022
2. Receive and File Financials:
 - a. 1% Local Option Tax Report: February 2022 – March 2022

ACTIONS/DISCUSSIONS/PRESENTATIONS

3. Authorization for Payment of Bills on-hand through May 20, 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.

MINUTES
SUN VALLEY AIR SERVICE BOARD MEETING
KETCHUM CITY HALL
191 5th St W.
Wednesday, March 16, 2022

CALL TO ORDER

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

ROLL CALL

Mayor Neil Bradshaw – City of Ketchum
Mayor Peter Hendricks – City of Sun Valley
Muffy Davis – Blaine County Commissioner

ALSO PRESENT

Jade Riley – City Administrator Ketchum
Tara Fenwick – City Clerk Ketchum
Nancy Flannigan, Sun Valley City Clerk/Asst. to the City Admin.
Carol Waller – Fly Sun Valley Alliance
Scott Fortner – Visit Sun Valley

ABSENT

Mayor Martha Burke – City of Hailey

PUBLIC COMMENT

- No Public Comment

REMARKS FROM THE CHAIR

- No remarks from the Chair

REMARKS FROM THE BOARD

- No remarks from the Board

CONSENT AGENDA

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

Motion to Approve the Consent Agenda, in toto. Moved: Mayor Peter Hendricks; Seconded: Mayor Bradshaw. Ayes: Mayor Hendricks; Mayor Bradshaw.

ACTIONS/DISCUSSIONS/PRESENTATIONS

Motion to authorization for Payment of Bills on-hand through March 11, 2022. Moved: Mayor Peter Hendricks; Seconded: Mayor Bradshaw. Ayes: Mayor Hendricks; Mayor Bradshaw.

Discussion Fly Sun Valley Alliance Air Service Update.

- Carol Waller provided an update.

Discussion Sun Valley Marketing Alliance Update.

- Scott Fortner provided an update.

ADJOURNMENT

Motion to Adjourn at 2:18 p.m. Moved: Mayor Martha Burke; Seconded: Mayor Peter Hendricks. Ayes: Mayor Bradshaw, Mayor Hendricks, Mayor Burke

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	96,246.59	300,499.18	16,535.07	413,280.84	(7,032.88)	(450.00)	405,797.96
Mar-22	May-22	107,819.64	305,930.41	14,369.46	428,119.51	(6,926.78)	(450.00)	420,742.73
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		495,418.60	1,624,731.86	74,884.51	2,195,034.97	(41,005.34)	(2,700.00)	2,151,329.63
City	Budgeted	650,000.00	1,900,000.00	115,000.00	144,075.00	Total Budget	2,809,075.00	2,151,329.63
	Remaining	154,581.40	275,268.14	40,115.49	-			2,151,329.63

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	405,797.96	43%	174,493.12					57%	231,304.84					
Mar-22	May-22	420,742.73	43%	180,919.37	355,412.50				57%	239,823.36	471,128.19				
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				925,071.74	925,071.74	-				1,226,257.89	1,226,257.89	0.00			

*102,980 is remaining in the budget

Cash Flow Statement	
690,597.38	cash balance
(355,412.50)	SVMA
(471,128.19)	Fly Sv Alliance
(315.00)	Miscellaneous
107,119.64	Sun Valley Revenue
13,665.35	Hailey Revenue
300,407.73	Ketchum Revenue
-	Investment transfer to be authorized
284,934.41	ending cash balance
LGIP #3358	1,162,394.81 LGIP Investment Balance

payment has not been received

payment has not been received

payment has not been received

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

Through: May 20, 2022

Vendor	Date	Invoice #	Description	Amount
Fly Sun Valley Alliance	2/28/2022	275	1% LOT February 2022 Collections (April Services)	174,493.12
Fly Sun Valley Alliance	3/31/2022	276	1% LOT March 2022 Collections (May Services)	180,919.37
Visit Sun Valley	5/10/2022	1435	1% LOT February 2022 Collections (April Services)	231,304.84
Visit Sun Valley	5/10/2022	1436	1% LOT March 2022 Collections (May Services)	239,823.36
JML Publishing	10/8/2021	9022	Re-enter minutes on the SVASB website	75.00
JML Publishing	4/1/2022	9112	1 year hosting for the SVASB	240.00
Total Invoices to be paid				<u>\$ 826,855.69</u>

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
2/28/2022	275

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 - Feb 2022 collections – FSVA April 2022 services	174,493.12	174,493.12
		Total	\$174,493.12



FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD

APRIL 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 contracts with airlines re: summer 2022 service schedules
- Began negotiations with airlines re: FY23 winter schedules and contract costs
- 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 planning efforts
- Continued strategic planning efforts

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews, social media channels, website
- 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 Working Group, and other community/stakeholder meetings
- Provided information regarding air service to inquiries from local and other travelers

RESEARCH/OTHER

- Finished 2021/22 online winter air passenger survey for SUN; reviewed data and results
- Began work on 2022 summer online air passenger survey to launch by June
- 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 #
3/31/2022	276

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 - March 2022 collections – FSVA May 2022 services	180,919.37	180,919.37
		Total	\$180,919.37



FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD

MAY 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 negotiations with airlines re: FY23 winter schedules and contract costs
- Finalized diversion busing service season end reporting and 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 planning efforts
- Continued strategic planning efforts

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews, social media channels, website
- Continued working on new upgraded FSVA website, preparing to launch in June
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RESEARCH/OTHER

- Continued work on 2022 summer online air passenger survey to launch by June
- 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
1435	05/10/2022	\$231,304.84	06/09/2022	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing - February 2022	1	231,304.84	231,304.84

BALANCE DUE

\$231,304.84

Visit Sun Valley
PO Box 4934
Ketchum, ID 83340 US
208-725-2104
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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
1436	05/10/2022	\$239,823.36	06/09/2022	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing March 2022	1	239,823.36	239,823.36

BALANCE DUE

\$239,823.36

VISIT SUN VALLEY

visitsunvalley.com | 160 sun valley rd. ketchum, id 83340 | 208.726.2104

April 2022 Operational Highlights | January - February For Sun Valley Air Service Board

Executive Summary

It's been a tumultuous time of year to say the least. The Russian War on Ukraine, rising inflation, housing challenges, and unprecedented weather patterns have made it difficult for many to find the light through the tree. While these tribulations are hard to swallow, we have been fortunate to have the Sun Valley sun shining some glimmers of hope in our neck of the woods. On one hand, the overall winter sentiment has remained fairly positive despite the worldly tribulations. Visitation has not wavered, businesses have been able to benefit from steady stream of customers, and the winter recreation experiences continue to receive praise.

Beyond the numbers, the community was able to band together and cheer on our local athletes as they competed in the 2022 Olympic Games. We took a look back at the influential females from the Valley for Women's History Month. And, Stay Sunny continued to be a focal point for lifting spirits in our shift to building more of the Destination Management component of our organization. These were great moments to find the good beneath the ongoing struggles.

As we look to the summer, there will likely be the same ongoing struggles behind the war, inflation, fuel prices, inflation, and housing. When it comes to tourism demand, the indicators are pointing to a busy season with significant bookings on the accommodation and flight fronts. In an effort to manage this demand, we will prioritize the Stay Sunny efforts in a variety of new ways. Advertising will shift from sheer attraction to engaging repeat visitors and broadening the horizons to the stories we tell about the area and the activities to take advantage of. Onward and upward.

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DestiMetrics Occupancy Reports:

- January
 - Occupancy – paid:
 - 46% v. 36% in 2020 = 31%
 - 46% v. 39% in 2019 = 18%
 - Room Nights:
 - Available:
 - 25,542 v. 20,721 in 2021 = 23%
 - 25,542 v. 21,402 in 2020 = 19%
 - Sold:
 - 11,875 v. 7,406 in 2021 = 60%
 - 11,875 v. 8,376 in 2020 = 41%
 - ADR:
 - \$306 v. \$267 in 2020 = 15%
 - \$306 v. \$276 in 2019 = 11%
- February
 - Occupancy – paid:
 - 61% v. 48% in 2020 = 27%
 - 61% v. 63% in 2019 = -3%
 - Room Nights:
 - Available:
 - 23,011 v. 18,524 in 2021 = 24%
 - 23,011 v. 19,706 in 2020 = 18%
 - Sold:
 - 14,098 v. 8,915 in 2021 = 58%
 - 14,098 v. 12,428 in 2020 = 13%
 - ADR:
 - \$357 v. \$201 in 2020 = 78%
 - \$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.

We have created a [Stay Sunny specific Instagram](#) account that showcases Stay Sunny in action.

Touchpoints

- [Facebook](#) followers: January +392; February -395
- [Instagram](#) followers: 300 gained since January
- [Website](#): January – March 24th, 2022 sessions to visitsunvalley.com were down -9% compared to the same period last year. Our session duration or time on site was up 60% Our organic search sessions were up +13%
- Continual content building and distribution of Visit Sun Valley Facebook page & Instagram account

VISIT SUN VALLEY

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- Internally composed, updated/edited and distributed a variety of blog pieces including:
 - [24hrs in Sun Valley – April – Patrick Graham – Community School](#)
 - [Women’s History Month: Women Ski Races of Sun Valley](#)
 - [Women’s History Month: Early Women of the Wood River Valley](#)
 - [Women’s History Month: Honoring Sun Valley’s Native People and its People](#)
 - [24hrs in Sun Valley – March – Ryan Redman of the Flourish Foundation](#)
 - [24hrs in Sun Valley – February – Katja Peller of 5B Fruit](#)

Promotions

Winter advertising has wrapped for the season. Our paid partnerships, streaming audio, podcast ads, and pre-roll videos were all well received and allowed us to find unique crossover audiences.

The decrease in social media advertising dropped our overall web traffic numbers but increased the quality of visitors with greater time on site and a reduced bounce rate.

The partners that we aligned with that have had content come out this winter included:

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

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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.

We were able to secure the Outside and SKI Magazine ski test in early March. The test brought in a combination of 33 journalists, buyers, and core skiers to rip 4 straight days on Bald Mountain. For many, this was their first visit to the area making for some great exposure to a well aligned audience.

Lastly, we’ve hosted several freelance journalists in conjunction with the Sun Valley Resort who write for a variety of top-tier publications.

Sun Valley Mentions & Features

- [Lifehacker](#) | Skies, Seasons and Vibes: The Urbanite’s Guide to Sun Valley, Idaho
- [Freeskier](#) | On Location: Sun Valley
- [Mind Body Green](#) | This Destination Is Your One-Stop-Shop for Endless Adventure *And* Self-Care
- [SKI](#) | Start Here If You’re Planning a Trip to One of the Newest Ikon Pass Resorts for Next Season
- [On the Snow](#) | Fly Into U.S. Airports with Easy Ski Resort Access
- [AFAR](#) | The Best Ski Resorts in the United States
- [Wine Enthusiast](#) | Six Dark Sky Parks for Wine Travel Beneath the Stars
- Many more to browse [here](#)

Stay Sunny

Summer creative ideation with Two Things has been productive. We are narrowing down our list of activations and local partners that we will team up with to execute on.

Spring & Summer Activations Include:

- The Friend Chip
- The Patience Pamphlet
- Unique Stay Sunny swag
- [Local radio spots on KDPI](#)
- [Bus wraps](#)
- [Coasters, coffee sleeves, napkins, & masks](#)
- Buffs, t-shirts & stickers

Toolkit

- We’ve also built out a toolkit for the community to tap into that we’re calling [The Vault](#).
- This hub provides local businesses with a variety of digital assets to include in their messaging efforts.

Visitor Center

- This winter season we saw less foot traffic at the Visitor Center compared to summer/fall season. February was the peak month out of the winter season.
- We are currently looking for Visitor Center staff, turnover is happening again. Have posted the job and volunteer opportunity in Facebook groups. Also looking at other options

VISIT SUN VALLEY

visitsunvalley.com | 160 sun valley rd. ketchum, id 83340 | 208.726.2104

- Visitor Center hours are uncertain as of April due to staff. We'll be utilizing the Information Kiosk a lot, arrival was delay, expecting It to arrive around March 28 approximately
- Visitors Stats:
 - January
 - 242 visitors - Visitor Center was closed for in person assistance Jan 2021
 - 297 Inbound calls vs 240 In 2021 = 19%
 - 50 email/chat conversations vs 11 In 2021 = 78%
 - February
 - 632 visitors - Visitor Center was closed for in person assistance Feb 2021
 - 333 Inbound calls vs 252 In 2021 = 24%
 - 53 email/chat conversations vs 16 In 2021 = 70%
- Frequently Asked Questions
 - Epic Pass, Season pass & lift ticket questions
 - Snowshoeing
 - Ski conditions
 - Gondola access & hours
 - Vaccine requirements & COVID updates
 - Events
 - Hot Springs

JML Publishing

PO Box 3958
Hailey, ID 83333

Invoice

Date	Invoice #
10/8/2021	9022

Sun Valley Air Service Board
Tara Fenwick
P.O. Box 2315
Ketchum, ID 83340

Terms	Due Date
Due on receipt	10/8/2021

Description	Amount
Re-enter Meeting Minutes on SV AirServiceBoard.org	75.00
Total	\$75.00
Balance Due	\$75.00

*JML Publishing, website design & hosting
Thank you for your business, we truly appreciate it!*

JML Publishing

PO Box 3958
Hailey, ID 83333

Invoice

Date	Invoice #
4/1/2022	9112

Sun Valley Air Service Board
Tara Fenwick
P.O. Box 2315
Ketchum, ID 83340

Terms	Due Date
Due on receipt	4/1/2022

Description	Amount
1 year hosting SVAirServiceBoard.org	240.00
Total	\$240.00
Balance Due	\$240.00

*JML Publishing, website design & hosting
Thank you for your business, we truly appreciate it!*