

**AGENDA**  
**SUN VALLEY AIR SERVICE BOARD MEETING**  
Ketchum City Hall, 480 East Avenue North, Ketchum, ID  
Wednesday, May 27, 2020 - 2:00 P.M.

In recognition of the Coronavirus (COVID-19), members of the public may observe the Air Service Board meeting live on the City of Ketchum website at [//ketchumidaho.org/meetings](http://ketchumidaho.org/meetings).

If you would like to provide written comment to the Air Service Board, please submit your comment to [participate@ketchumidaho.org](mailto:participate@ketchumidaho.org) by 10:00 a.m. the day of the meeting. Comments will be provided to the Board.

If you would like to phone in and provide comment to the Board about an item on the agenda, please dial the number below. You will be called upon for comment during that agenda item

Dial: 1-346-248-7799

Meeting ID: 920 9554 0166

**CALL TO ORDER**

**ROLL CALL**

**PUBLIC COMMENT**

**REMARKS FROM THE CHAIR**

**REMARKS FROM THE BOARD**

**CONSENT AGENDA** *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 Air Service Board Minutes of March 18, 2020 (Action Item);
2. Receive and File Financials: 1% Local Option Tax Report – February and March, 2020 (Action Item);

**ACTION/DISCUSSION**

3. Authorization for Payment of Bills on-hand through May 22, 2020 (Action Item);
4. Fly Sun Valley Alliance air service update;
5. Sun Valley Marketing Alliance update;

**EXECUTIVE SESSION** – Pursuant to Idaho Code § 74-206 (d) to consider records that are exempt from disclosure as provided in Chapter 1, Title 74, Idaho Code and Idaho Code § 74-206 (e) to consider preliminary negotiations involving matters of trade or commerce in which the governing body is in competition with governing bodies in other states or nations;

**MOTIONS OR DISCUSSION FOLLOWING EXECUTIVE SESSION** (Action Item)

**ADJOURNMENT** (Action Item)

*Please Note: The agenda is subject to revisions. Any person in need of assistance to attend or participate should contact the City Clerk of the city at which the meeting is scheduled prior to the meeting. Air Service Board Packets are online at <http://svairserviceboard.org>*

**SUN VALLEY AIR SERVICE BOARD  
MEETING MINUTES  
March 18, 2020**

**Present:** Neil Bradshaw - Mayor, City of Ketchum  
Martha Burke – Mayor, City of Hailey  
Peter Hendricks – Mayor, City of Sun Valley  
Jacob Greenberg – Commissioner, Blaine County

**Staff:** Suzanne Frick, Administrator of Ketchum  
Heather Dawson, Administrator of Hailey  
Grant Gager, Treasurer – City of Ketchum

**CALL TO ORDER**

Mayor Peter Hendricks called the meeting to order at 2:07 p.m.

**PUBLIC COMMENT**

Mayor Peter Hendricks opened the meeting for public comment. There was none.

**REMARKS FROM THE BOARD**

Mayor Neil Bradshaw advised these are unprecedented times and would like to talk about the financial impact of what the virus is doing to the valley and the local tax impact to Sun Valley Marketing and Fly Sun Valley Alliance. Mayor Neil Bradshaw asked for everybody to be prudent with spending and advised that he appreciates all that everyone is doing.

**CONSENT AGENDA**

1. **Approval of Air Service Board Minutes of January 22, 2020 (Action Item)**
2. **Approval of Air Service Board Minutes of January 30, 2020 (Action Item)**
3. **Receive and File Financials:**
  - a. **1% Local Option Tax Report – November and December 2020 (Action Item)**
  - b. **1% Local Option Tax Report – January 2020 (Action Item)**

**Motion to approve the consent agenda items 1 – 3.**

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Nail Bradshaw, Mayor of Ketchum
<b>SECONDER:</b>	Peter Hendricks, Mayor of Sun Valley
<b>AYES:</b>	Hendricks, Bradshaw, Burke

**ACTION/DISCUSSION**

4. **Authorization of Payment Bills on-hand through March 13, 2020 (Action Item)**

**Motion to approve the authorization of payment on bills on hand thru March 13, 2020.**

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Nail Bradshaw, Mayor of Ketchum
<b>SECONDER:</b>	Peter Hendricks, Mayor of Sun Valley
<b>AYES:</b>	Hendricks, Bradshaw, Burke

**5. Discussion of Fund Balance Protocol and Procedure**

Mayor Neil Bradshaw asked Treasurer for the City of Ketchum to summarize where we are financially. Grant Gager talked about the FY20 Budget and appropriating \$276,000 in the fund balance and an additional \$206,000 in un-appropriated funds. Staff is seeking guidance from the board in releasing both the \$276,000 and the \$206,000 to the contractors. He questioned if we wait until a future date and release sales tax money as it comes in.

Mayor Neil Bradshaw would like to reserve as much as possible at this time. Releasing the appropriated funds is appropriate. The broader issue is our expectations of the unappropriated funds. He questioned what we are anticipating in lost revenue this fiscal period? He talked about the 90-day termination period in the contract stating that if we were to terminate, we would not have to pay the entities. He is not suggesting that but would like to see what comes in prior to paying. He would like to keep the unappropriated funds until a later date. He is ok with releasing the \$276,000.

What the \$276,000 consists of was discussed at length among Mayor's and Ketchum's Treasurer Grant Gager. Grant Gager explained that none of the fund balance has been released. Grant Gager talked about projections and what the cities are responsible to pay at what time. The \$276,000 is money that the air service board took in, in the prior fiscal years, that we have pledged in addition to tax revenues from cities to fulfill our obligation. Grant Gager advised that \$1,068,473.78 is what the cities have collected. All but \$20,000 has flowed to the Air Service Board. The total expenditure budget of the Air Service Board is \$3.17 Million. The revenue to pay the contracts is \$2.9 Million in tax revenue and \$270,000 in fund balance. The \$206,000 was above revenue and not appropriated. He asked what action the Fly Sun Valley Alliance and Marketing Alliance are taking when signing contracts and Minimum Revenue Guarantees (mrg's) for the future. Mayor Bradshaw advised that we may not get the revenue we expected and in order to hold back the \$206,000 we may need to curtail the current contract as it exists. We may need to have another Air Service Board meeting within the month to re-access. The \$276,000 should be released but we need to wait on the \$206,000. We need to be very cautious on spending that money.

County Commissioner Jacob Greenberg talked about the contracts in place. He questioned if the dollar amounts were set on the fixed amount or the percentage of what is collected. He advised that those funds are only available for the Alliances. We cannot spend those funds in any other way. He questioned the alliance on how they plan on spending the funds. Treasurer Grant Gager advised that the contracts are set dollar amounts each year. Mayor Neil Bradshaw clarified that we all just need to be on the same page on spending the funds. Scott Fortner, Executive Director of Visit Sun Valley talked about his long-term plan advising they have backed off on their expenditures and talked about the unforeseen future and how they will move forward. He recommended having the flexibility to let the dollars rollover into the next fiscal year. Mayor Peter Hendricks said we are all in agreement to pay the \$276,000. He asked if Scott Fortner had an issue with the Air Service Board holding the \$206,000. Scott Fortner advised that he is fine with that. Carol Waller Executive director of the Fly Sun Valley Alliance is

also in agreement. The budget process was discussed for the rest of this year and holding the \$206,000 until next year. Mayor Peter Hendricks suggested to err on the side of caution. He advised that this is a dire situation that may last longer than we think it will last. We all need to be conservative and watchful. He encouraged Carol Waller and Scott Fortner to adopt this philosophy and to do the same.

Mayor Neil Bradshaw is very much aligned with Mayor Peter Hendricks sentiment. He questioned signing any additional mrg's without additional language with not knowing what the future looks like. He wished both entity's luck and advised that they both have his support. Mayor Martha Burke advised to be frugal and cautious and prepare for the worst and we will be prepared when things turn around. Commissioner Jacob Greenberg advised that we may want to look at the contract for future situations such as this. Jacob Greenberg stated that this situation is unprecedented, but it's here, and we need to be cautious moving forward.

Carol Waller said that she and Scott Fortner will work together on putting together some scenarios for the summer months. Mayor Neil Bradshaw talked about the percentages from past years. Those tracking's will be sent to Carol Waller and Scott Fortner to assist with their projections. If we go from March to September with a 50% decrease that would lead to a \$665,000 decrease and that is important to keep in mind.

Commissioner Jacob Greenberg would like Dave Maderas to look at worst case scenarios. Carol Waller agrees. Mayor Neil Bradshaw suggested Carol Waller set that in place.

Carol Waller advised that she thinks everybody is on the same page and will continue to work together.

## 6. Adjournment

### Motion to adjourn

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Neil Bradshaw, Mayor of Ketchum
<b>SECONDER:</b>	Martha Burke, Mayor of Hailey
<b>AYES:</b>	Hendricks, Bradshaw, Burke

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Peter Hendricks, Chair

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Neil Bradshaw, Secretary/Treasurer

Sun Valley Air Services Board

1% LOT Financial Report for February and March, 2020

1% LOT Generated	1% LOT Received	1% LOT Contribution				Expenses			Funds for Contracts
		Sun Valley	Ketchum	Hailey	TOTAL	Communities' Direct Costs	SVASB Administrative Budget		
Fund Balance									276,103.00
Oct-19	Dec-19	42,483.21	157,256.28	6,949.77	206,689.26	-6,499.45	-3,025.00		197,164.81
Nov-19	Jan-20	30,482.35	141,838.87	3,119.36	175,440.58	-6,374.26	-75.00		168,991.32
Dec-19	Feb-20	87,478.39	305,354.66	8,158.93	400,991.98	-6,621.20	-75.00		394,295.78
Jan-20	Mar-20	61,767.98	209,883.25	13,700.73	285,351.96	-6,892.75	-75.00		278,384.21
Feb-20	Apr-20	87,305.33	217,731.51	9,895.21	314,932.05	-6,706.29	-75.00		308,150.76
Mar-20	May-20	35,370.70	140,091.28	5,068.25	180,530.23	-6,469.75	-75.00		173,985.48
Apr-20	Jun-20	0.00	0.00	0.00	0.00	-6,221.41	-675.00		-6,896.41
May-20	Jul-20	0.00	0.00	0.00	0.00	-6,221.41	-75.00		-6,296.41
Jun-20	Aug-20	0.00	0.00	0.00	0.00	-6,221.41	-75.00		-6,296.41
Jul-20	Sep-20	0.00	0.00	0.00	0.00	-6,221.41	-75.00		-6,296.41
Aug-20	Oct-20	0.00	0.00	0.00	0.00	-6,221.41	-75.00		-6,296.41
Sep-20	Dec-20	0.00	0.00	0.00	0.00	-6,221.41	-75.00		-6,296.41
<b>Total</b>		<b>344,887.96</b>	<b>1,172,155.85</b>	<b>46,892.25</b>	<b>1,563,936.06</b>	<b>(76,892.16)</b>	<b>(4,450.00)</b>		

1% LOT Generated	1% LOT Received	Funds for Contracts	Fly SV Alliance				SVMA				
			% of Available Funds Owed	Funds for Contract	Invoiced Amount	Available Funds	% of Available Funds Owed	Funds for Contract	Invoiced Amount	Available Funds	
		276,103.00									
Oct-19	Dec-19	197,164.81	50%	138,051.50	78,865.92	78,865.92	0.00	60%	118,298.89	118,298.89	0.00
Nov-19	Jan-20	168,991.32	40%	67,596.53	-	-	0.00	60%	101,394.79	-	0.00
Dec-19	Feb-20	394,295.78	40%	157,718.31	-	-	0.00	60%	236,577.47	-	0.00
Jan-20	Mar-20	278,384.21	40%	111,353.68	336,668.52	-	0.00	60%	167,030.53	505,002.79	0.00
Feb-20	Apr-20	308,150.76	40%	123,260.30	-	-		60%	184,890.46	-	
Mar-20	May-20	173,985.48	40%	69,594.19	330,905.99	-		60%	104,391.29	427,333.25	
Apr-20	Jun-20	-6,896.41	50%	-	-	-		50%	-	-	
May-20	Jul-20	-6,296.41	50%	-	-	-		50%	-	-	
Jun-20	Aug-20	-6,296.41	50%	-	-	-		50%	-	-	
Jul-20	Sep-20	-6,296.41	50%	-	-	-		50%	-	-	
Aug-20	Oct-20	-6,296.41	50%	-	-	-		50%	-	-	
Sep-20	Dec-20	-6,296.41	60%	-	-	-		40%	-	-	
<b>Total</b>				<b>746,440.43</b>	<b>746,440.43</b>				<b>1,050,634.93</b>	<b>1,050,634.93</b>	

**SUN VALLEY AIR SERVICES BOARD**

**INVOICES TO BE PAID**

**Through May 22, 2020**

Fly Sun Valley Alliance	FY 2019 Fund Balance Invoice	\$ 138,051.50
Fly Sun Valley Alliance	February 2020 Invoice	\$ 123,260.30
Fly Sun Valley Alliance	March 2020 Invoice	\$ 69,594.19
Sun Valley Marketing Alliance	FY 2019 Fund Balance Invoice	\$ 138,051.50
Sun Valley Marketing Alliance	February 2020 Invoice	\$ 184,890.46
Sun Valley Marketing Alliance	March 2020 Invoice	\$ 104,391.29
JML Publishing	Annual website hosting fee	\$ 240.00
City of Ketchum	Post Office Box Fee Reimbursement	\$ 80.00

**Total Invoices February through March, 2020 \$ 758,559.24**

Fly Sun Valley Alliance Inc.

PO Box 6316  
Ketchum, ID 83340

# Invoice

Date	Invoice #
4/30/2019	247

Bill To
Sun Valley Air Service Board Attn: Grant G & Kathleen S City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT collections FY19 fund balance allocated = \$138,051.50	138,051.50	138,051.50
		<b>Total</b>	\$138,051.50

Fly Sun Valley Alliance Inc.

PO Box 6316  
Ketchum, ID 83340

# Invoice

Date	Invoice #
2/29/2020	246

Bill To
Sun Valley Air Service Board Attn: Grant G & Kathleen S City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT collections Feb 2020 – FSVA contract services April 2020	123,260.30	123,260.30
		<b>Total</b>	\$123,260.30



Fly Sun Valley Alliance Inc.

PO Box 6316  
Ketchum, ID 83340

# Invoice

Date	Invoice #
3/31/2020	248

Bill To
Sun Valley Air Service Board Attn: Grant G & Kathleen S City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT Collections March 2020 - FSVA contract services May 2020	69,594.19	69,594.19
		<b>Total</b>	\$69,594.19



## FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD APRIL 2020

### 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 competitive markets
- Finalized summer air contracts and schedules – made changes due to COVID-19 challenges
- Began re-review of Strategic Plan due to current and future economic & industry changes/challenges
- 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.

#### LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and social media channels; updated website as needed
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications
- Created/executed ongoing FSVA local marketing & PR for air service (*print, digital*)
- Attended various community and stakeholder meetings (online/tele) to continue information outreach efforts
- Participated in newly developed Blaine Economic Recovery Committee
- Provided information regarding air service to inquiries from local and other travelers

#### RESEARCH/OTHER

- Provided additional data, specialized reports to VSV and marketing partners to assist with future marketing planning
- Continued work on compiling/tracking relevant news and comparative data and information on air service



## FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD

**MAY 2020**

### **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 competitive markets
- Finalized and prepared summer/fall air service schedule, shared with key stakeholders
- Wrote support letter to USDOT regarding AS change in service start date for summer season
- Continued update of 5 year Strategic Plan due to current and future economic & industry changes/challenges
- 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.

#### **LOCAL AIR MARKETING/COMMUNITY OUTREACH**

- Provided information via monthly FSVA Enews and social media channels; updated website as needed
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications
- Created/executed ongoing FSVA local marketing & PR for air service; press release on summer air (*print, digital*)
- Attended various community and stakeholder meetings (online/tele) to continue information outreach efforts
- Participated in newly developed Blaine Economic Business Recovery sub-committee
- Provided information regarding air service to inquiries from local and other travelers

#### **RESEARCH/OTHER**

- Provided additional data, specialized reports to VSV and marketing partners to assist with future marketing planning
- Began preparing new online summer air passenger survey to adhere to social distancing guidelines
- Continued work on compiling/tracking relevant news and comparative data and information on air service

**SUN VALLEY MARKETING ALLIANCE, INC.**

PO Box 4934  
Ketchum, ID 83340 US  
208-726-3423  
Scott@VisitSunValley.com  
www.visitsunvalley.com

**Invoice**



BILL TO
Air Service Board PO Box 3801 Ketchum, ID 83340

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1217	05/27/2020	\$138,051.50	06/26/2020	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
<b>Air Service Board</b> Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing   FY 2019 Allocated Fund Balance	1	138,051.50	138,051.50

BALANCE DUE

**\$138,051.50**

**SUN VALLEY MARKETING ALLIANCE, INC.**

PO Box 4934  
Ketchum, ID 83340 US  
208-726-3423  
Scott@VisitSunValley.com  
www.visitsunvalley.com

**Invoice**



BILL TO
Air Service Board PO Box 3801 Ketchum, ID 83340

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1189	05/27/2020	\$184,890.46	06/26/2020	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
<b>Air Service Board</b> Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing - February 2020	1	184,890.46	184,890.46

Thank you, ASB, for your continued support.

**BALANCE DUE**

**\$184,890.46**

**SUN VALLEY MARKETING ALLIANCE, INC.**

PO Box 4934  
Ketchum, ID 83340 US  
208-726-3423  
Scott@VisitSunValley.com  
www.visitsunvalley.com

**Invoice**



BILL TO
Air Service Board PO Box 3801 Ketchum, ID 83340

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1216	05/27/2020	\$104,391.29	06/26/2020	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
<b>Air Service Board</b> Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing - March 2020	1	104,391.29	104,391.29

Thank you, ASB, for your continued support.

**BALANCE DUE**

**\$104,391.29**

# VISIT SUN VALLEY

## Air Service Board Update March 18<sup>th</sup>, 2020

### DestiMetrics/Occupancy Reports:

- October
  - Occupancy – paid: 37.9% v. 37.5% in 2018 = **+1.2%**
  - Occupancy – pure: 45.5% v. 46.1% in 2018 = **-1.5%**
  - Room Nights:
    - Available: 21,787 v. 19,359 in 2018 = **+12.5%**
    - Sold: 8,264 v. 7,254 in 2018 = **+13.9%**
  - ADR: \$177 v. \$183 in 2018 = **-2.9%**
- November
  - Occupancy – paid: 24.5% v. 25.4% in 2018 = **-3.3%**
  - Occupancy – pure: 45.5% v. 46.1% in 2018 = **-1.5%**
  - Room Nights:
    - Available: 19,838 v. 18,556 in 2018 = **+6.9%**
    - Sold: 4,861 v 4,704 in 2018 = **+3.3%**
  - ADR: \$155 v. \$153 in 2018 = **+1.5%**
- December
  - Occupancy – paid: 38.3% v. 39.8% in 2018 = **-3.8%**
  - Occupancy – pure: 45.1% v. 50.6% in 2018 = **-11%**
  - Room Nights:
    - Available: 20,752 v. 19,124 in 2018 = **+8.5%**
    - Sold: 7,954 v. 7,617 in 2018 = **+4.4%**
  - ADR: \$363 v. \$348 in 2018 = **+4.2%**
- January
  - Occupancy – paid: 39.4% v. 38.9% in 2018 = **+1.5%**
  - Occupancy – pure: 48.9% v. 47.4% in 2018 = **+3.2%**
  - Room Nights:
    - Available: 22,177 v 21,324 in 2018 = **+5.5%**
    - Sold: 8,748 v. 8,291 in 2018 = **+4.4%**
  - ADR: \$271 v. \$277 in 2018 = **-2.2%**
- 10 properties reporting

### Social Media

- [Facebook](#) followers: October **+117**, November **+200**, December **+171**, January **+193**, February **+159**
- [Instagram](#) followers: (1800 gained since September) | **+8%**
- [Website](#) October – February sessions for 2019/2020 to [visitsunvalley.com](http://visitsunvalley.com) were up **+18%** compared to the same period last year. Our session duration or time on site was down **-5%** Our organic search traffic is up **+3%**.
- TripAdvisor rolled in to a new platform in June and is now beginning to track unique page views as a metric. We will report these as they become available.
- The PR momentum keeps rolling with robust stories in top-tier media

# VISIT SUN VALLEY

## Marketing & Advertising

- Our winter advertising will start to wrap up in the coming weeks. We were pleased with the variety of partners covering an array of topics ranging from Health & Wellness to Core Skiing.
- We built out “[Flights & Delights](#)” promotion that offers a \$400 Visa Reward Card and the 5<sup>th</sup> Night Free to guests that book a minimum of 5 nights and fly in to the Friedman Memorial Airport. This will run through the middle of March.
- We compiled a series of Wellness offerings to promote [January as Wellness Month in Sun Valley](#)
- We coordinated an effort to have the local lodging properties and businesses to offer discounts to [Epic Pass holders](#).
- We hosted a variety of influencers with a partnership via Travel Mindset.
  - [Jerald McDermott](#)
  - [Mason Prendergest](#)
  - [Elena Pressprich](#)
- Blogging continues to be a top priority of ours as we move down the consumer funnel by being a resource for inspirational things to do when trip planning and also when the visitor is in town.

## PR

- Working with Fahlgren-Mortine to continually refine our PR strategy
  - Successful joint media trip to Seattle piggybacking on the popularity of the Warren Miller ski movie premier that draws nearly 5,000 attendees.
  - Looking at potential winter media missions to Chicago, Seattle and Jackson Hole.
  - Met with a variety of journalists.
- Sun Valley Mentions & Features
  - [Salt Lake Magazine](#) | Worth the Trip: A Weekend in Sun Valley
  - [Momtrends.com](#) | The Reasons Why We Love Galena Lodge, Idaho
  - [MindBodyGreen](#) | Your Dream Winter Weekend in Sun Valley, Idaho, Based on Your Travel Personality | Paid
  - [Ski Magazine](#) | Sun Valley, Idaho
  - [Seattle Mag](#) | Nonstop to Sun Valley – Idaho’s Winter Playground | Paid
  - [Unofficial Networks](#) | The Backcountry Paradise That Is Sun Valley, Idaho | Paid
  - [Unofficial Networks](#) | Sun Valley, Idaho: Lift Lines? Haven’t Heard of ‘Em | Paid
  - [Field Mag](#) | 48 Hours in Sun Valley: A Skier’s Guide to Idaho’s Best Backcountry
  - [MindBodyGreen](#) | This Ski Town Is The Perfect Place For A Post-Holiday Wellness Retreat | Paid
  - [Red Tricycle](#) | 8 Reasons Why Idaho is Your Ultimate Winter Family Destination
  - [Teton Gravity Research](#) | Inbound Outbound: Sun Valley | Paid
  - [Freeskier](#) | Home Grown Gem
  - [Travel + Leisure](#) | Sun Valley Invented the Great American Ski Resort — Now It’s Time to Experience It Yourself
  - [Teton Gravity Research](#) | Karl Fostvedt Shows Us the Best of Sun Valley | Paid
  - [FasterSkier](#) | The Beginners Guide to the Boulder Mountain Tour | Paid
  - [Forbes](#) | Sun Valley: An Ideal Place to Connect Mind, Body & Spirit
  - [Fodor’s](#) | Where to Weekend: Sun Valley, Idaho
  - [Fodor’s](#) | Inside America’s Coolest (and Drunkest) Ski Town



# VISIT SUN VALLEY

## Social Media

- Continual content building and distribution of Visit Sun Valley Facebook page & Instagram account
- Internally composed and distributed a variety of blog pieces including:
  - [Sun Valley Music Festival Winter Series](#)
  - [Rotarun Ski Area](#)
  - [What We're Made Of: The Sawtooth Avalanche Center](#)
  - [24hrs in Sun Valley – February – Paddy McIlvoy](#)
  - [The Guide to Sun Valley's Breweries, Distilleries & Wine Establishments](#)
  - [What We're Made Of: Hempitecture – Two Entrepreneurs & Forbes 30 Under 30](#)
  - [24hrs in Sun Valley – January – Tiffany Larson](#)
  - [What We're Made of: Pro Athlete Extraordinaire – Rebecca Rusch](#)
  - [What We're Made Of: The Covey Owner – Jesse Sheue](#)
  - [What We're Made Of: Art Connoisseur – Meredith Skillman](#)
  - [Get Your Wellness On in Sun Valley, Idaho](#)
  - [24hrs in Sun Valley – December – Don & Erin](#)
  - [Your Guide to the Holidays in Sun Valley, Idaho](#)
  - [What We're Made Of – Higher Ground](#)
  - [Epic Pass Road Trip: Sun Valley, Snowbasin, and Park City](#)
  - [Plan the Ultimate Ladies Weekend in Sun Valley this Winter](#)
  - [24 Hours in Sun Valley – November](#)
  - [Sun Valley Jazz & Music Festival](#)
  - [24 Hours in Sun Valley - October](#)
  - [The Community Library's "Hemingway in Idaho's High Desert" Audio Tour](#)



# STATEMENT

CITY OF KETCHUM  
P.O. BOX 2315  
KETCHUM ID 83340

Customer No: 438

SUN VALLEY AIR SERVICE BOARD  
BOX 3801  
KETCHUM ID 83340

Statement Date: 2/29/2020

Statement Due Dat 3/16/2020

Date	Ref No	Description	Charge	Credit	Balance
		Beginning Balance			
2/03/2020	3926	Invoice	80.00		80.00

Balance Due: 80.00



## P.O. Box Service Fee Notice KETCHUM

151 4TH ST W, KETCHUM, ID 83340

(208) 726-5161

WEBBATS BAT710B1

SUN VALLEY AIR SERVICE BOARD  
PO BOX 3801  
KETCHUM, ID 83340

**Date of Notice:** 02/20/2020

**Box#** 3801

**6 Months:** \$40.00

**12 Months:** \$80.00

**Due Date:** 02/29/2020

Dear SUN VALLEY AIR SERVICE BOARD:

This is a friendly reminder that your Post Office Box or Caller Service renewal fee is due. If you have already paid this fee, please disregard this notice and thank you for your continued business with the United States Postal Service. If you have not yet submitted your payment, please do so now.

At your location, at least one of the following Additional Services is available: **Street Addressing** (allows private carrier package delivery) and **Signature on File** (easy pickup for some signature required items).

There is **no extra charge** for these Additional Services. Visit your Post Office to sign up for these services today! These services however, do not apply to Caller Service and Group E Box customers.

For your convenience, you can sign up at [www.usps.com/poboxes](http://www.usps.com/poboxes) and renew or manage your PO Box online. Use your credit card to make a one-time payment or sign up for automatic payments so you never miss a due date. You can also renew your PO Box at any of more than 2,900 self-service kiosks located at select Post Offices nationwide. Go to [www.usps.com/locator/welcome.htm](http://www.usps.com/locator/welcome.htm) to look for a kiosk location near you.

As always, payments can be made at the Post Office or mailed to the attention of the Postmaster at the address indicated above. Please make checks or money orders payable to the US Postal Service and include your PO Box number and ZIP Code. If paying by mail, a receipt will be delivered to your PO Box.

**Note:** Caller Service may only be paid **in person** or **by mail** unless enrolled in Enterprise PO Box Online (EPOBOL). (Enroll at <https://postalpro.usps.com/EPS> under the "Quick Links" section). Please be sure to include this notice with your remittance. Caller Service receipts will be provided at the caller service pickup window.

If your payment is not received by the due date, access to your PO Box will be blocked and caller services will be limited. If we have not received your payment by the 10th day after the due date, your PO Box service will be terminated, incoming mail will be returned to the sender, and, in addition to any unpaid monthly PO Box fees, you will be charged a handling fee to reopen your box. To avoid this inconvenience, we encourage you to renew on time.

As a reminder, your account information must be current. If your physical address or other pertinent information has changed since you applied for your PO Box, please ask a Sales and Service Associate at your Post Office to update your *Application for Post Office Box Service* (PS Form-1093).

To update your information for Caller Service, you can ask a Sales and Service Associate to update the *Application for Caller Service* (PS Form-1093C).

You are a valued customer and we appreciate your business. Thank you!

POSTMASTER, KETCHUM



**CITY OF KETCHUM**

P.O. Box 2315  
Ketchum ID 83340  
Phone: (208) 726-7801  
Fax: (208) 726-7812

**INVOICE**

Date	Number	Page
02/03/2020	3926	1

**Bill To:** Sun Valley Air Service Board

Ketchum ID 83340

**Customer No.** 438

**Project:** Box 3801

**Terms:** Due Upon Receipt

**Invoice Due Date:** 03/25/2020

Quantity	Description	Unit Price	Net Amount
1	SVASB MISC / POST OFFICE BOX RENTAL	80.00	80.00

**Please remit payment to:**  
City of Ketchum  
Post Office Box 2315  
Ketchum, Idaho 83340

<b>Amount</b>	80.00
<b>Balance Due</b>	<u>80.00</u>

# JML Publishing

PO Box 3958  
Hailey, ID 83333

# Invoice

Date	Invoice #
4/1/2020	8681

Sun Valley Air Service Board  
Lisa Enourato  
P.O. Box 2315  
Ketchum, ID 83340

Terms	Due Date
Due on receipt	4/1/2020

Description	Amount
1 year hosting SVAirServiceBoard.org	240.00
<b>Total</b>	\$240.00
<b>Balance Due</b>	\$240.00

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