

**AGENDA**  
**SUN VALLEY AIR SERVICE BOARD MEETING**  
SUN VALLEY CITY HALL  
81 ELKHORN ROAD  
SUN VALLEY, ID  
May 30, 2018 - 2:00 P.M.

**CALL TO ORDER**

**ROLL CALL**

**PLEDGE OF ALLEGIANCE**

**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 28, 2018\*;
2. Receive and File Financials:
  - a. 1% Local Option Tax Report – February 2018\*;
  - b. 1% Local Option Tax Report – March 2018\*;

**NEW BUSINESS**

3. Authorization of payment of bills on-hand through May 29, 2018\*;

**ADJOURNMENT\***

\*Indicates an Action Item as required by Idaho House Bill 611

*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 at 208-622-4438. Air Service Board Packets are online at [www.haileycityhall.org](http://www.haileycityhall.org); [www.sunvalleyidaho.gov](http://www.sunvalleyidaho.gov); and [www.ketchumidaho.org](http://www.ketchumidaho.org).*

**SUN VALLEY AIR SERVICE BOARD  
MEETING MINUTES  
March 28, 2018**

**Present:** Neil Bradshaw – Mayor, City of Ketchum  
Peter Hendricks – Mayor, City of Sun Valley

**Absent:** Larry Schoen – Blaine County Commissioner  
Fritz Haemmerle – Mayor, City of Hailey

**Staff:** Suzanne Frick, Administrator – City of Ketchum  
Susan Robertson, Administrator - City of Sun Valley

**CALL TO ORDER**

Mayor Peter Hendricks called the meeting to order at 2:01 p.m.

**ROLL CALL**

**PUBLIC COMMENT**

None

**REMARKS FROM THE CHAIR**

None

**REMARKS FROM THE BOARD**

None

**CONSENT AGENDA**

1. Approval of Air Service Board Minutes February 28, 2018
2. Receive and File Financials
  - a. 1% Local Option Tax Report – December & January 2018

**Motion to approve the Consent Agenda in full**

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Neil Bradshaw, Mayor
<b>SECONDER:</b>	Peter Hendricks, Mayor
<b>AYES:</b>	Hendricks, Bradshaw
<b>ABSENT:</b>	Fritz Haemmerle, Mayor

**3. Authorization of Payment of Bills on-hand through March 23, 2018.**

**Motion to authorize payment of bills**

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Neil Bradshaw
<b>SECONDER:</b>	Peter Hendricks
<b>AYES:</b>	Hendricks, Bradshaw
<b>ABSENT:</b>	Fritz Haemmerle, Mayor

**ADJOURNMENT**

**Motion to adjourn at 2:05 p.m.**

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Neil Bradshaw, Mayor
<b>SECONDER:</b>	Peter Hendricks, Mayor
<b>AYES:</b>	Hendricks, Bradshaw
<b>ABSENT:</b>	Fritz Haemmerle, Mayor

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Fritz Haemmerle, Chair

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Neil Bradshaw, Secretary/Treasurer

SUN VALLEY AIR SERVICE BOARD  
 1% LOCAL OPTION TAX REPORT  
 February 2018

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								
Oct-17	Dec-17	28,376.50	131,270.25	4,387.28	164,034.03	-6,292.22	-2,893.00	154,848.81
Nov-17	Jan-18	24,640.11	129,216.81	4,585.85	152,442.77	-6,297.76	-83.00	146,062.01
Dec-17	Feb-18	67,476.35	290,166.67	7,352.25	364,995.26	-6,375.22	-83.00	358,537.04
Jan-18	Mar-18	48,599.90	170,447.49	10,571.74	229,619.13	-6,465.37	-83.00	223,070.76
Feb-18	Apr-18	58,389.71	184,628.72	8,506.92	251,525.35	-6,407.55	-83.00	245,034.80
Mar-18	May-18						-83.00	
Apr-18	Jun-18						-583.00	
May-18	Jul-18						-83.00	
Jun-18	Aug-18						-83.00	
Jul-18	Sep-18						-83.00	
Aug-18	Oct-18						-83.00	
Sep-18	Nov-18						-83.00	
	Total	227,482.57	899,729.94	35,404.04	1,162,616.55	(31,838.12)	(19,306.00)	

1% LOT Generated	1% LOT Received	Funds for Contracts	Fly SV Alliance		SVMA	Budget Remaining	Budget Remaining	31%
			Budget Remaining	82%				
Fund Balance								
Oct-17	Dec-17	154,848.81	20%	30,969.76	80%	123,879.05	123,879.05	123,879.05
Nov-17	Jan-18	146,062.01	20%	29,212.40	80%	116,849.61	239,928.66	799.99
Dec-17	Feb-18	358,537.04	20%	71,707.41	80%	286,829.63	287,629.63	287,629.63
Jan-18	Mar-18	223,070.76	20%	44,614.15	80%	178,456.61	466,086.24	0.00
Feb-18	Apr-18	245,034.80	20%	49,006.96	80%	196,027.84	196,027.84	196,027.84
Mar-18	May-18		80%		20%			
Apr-18	Jun-18		80%		20%			
May-18	Jul-18		80%		20%			
Jun-18	Aug-18		80%		20%			
Jul-18	Sep-18		80%		20%			
Aug-18	Oct-18		80%		20%			
Sep-18	Nov-18		80%		20%			
	Total	1,162,616.55		225,510.68		902,042.74		

**SUN VALLEY AIR SERVICE BOARD  
1% LOCAL OPTION TAX REPORT  
March 2018**

1% LOT Generated	1% LOT Received	1% LOT Contribution				Expenses		Funds for Contracts
		Sun Valley	Ketchum	Hailey	TOTAL	Communitles' Direct Costs	SVASB Administrative Budget	
Fund Balance								
Oct-17	Dec-17	28,376.50	131,270.25	4,387.28	164,034.03	-6,292.22	-2,893.00	154,848.81
Nov-17	Jan-18	24,640.11	123,216.81	4,585.85	152,442.77	-6,297.76	-83.00	146,062.01
Dec-17	Feb-18	67,476.35	290,166.67	7,352.25	364,995.26	-6,375.22	-83.00	358,537.04
Jan-18	Mar-18	48,599.90	170,447.49	10,571.74	229,619.13	-6,465.37	-83.00	223,070.76
Feb-18	Apr-18	58,389.71	184,628.72	8,506.92	251,525.35	-6,407.55	-83.00	245,034.80
Mar-18	May-18	51,634.28	186,405.56	7,176.96	245,216.80	-6,370.31	-583.00	238,763.49
Apr-18	Jun-18						-83.00	
May-18	Jul-18						-83.00	
Jun-18	Aug-18						-83.00	
Jul-18	Sep-18						-83.00	
Aug-18	Oct-18						-83.00	
Sep-18	Nov-18						-15,083.00	
<b>Total</b>		<b>279,116.85</b>	<b>1,086,135.49</b>	<b>42,580.99</b>	<b>1,407,833.34</b>	<b>(38,208.43)</b>	<b>(19,306.00)</b>	

1% LOT Generated	1% LOT Received	Fly SV Alliance		SVMA		Funds for Contracts	Available Funds
		Budget Remaining	Invoiced Amount	Budget Remaining	Invoiced Amount		
Fund Balance							
Oct-17	Dec-17	20%	30,969.76	80%	123,879.05	123,879.05	
Nov-17	Jan-18	20%	29,212.40	80%	116,849.61	239,928.66	799.99
Dec-17	Feb-18	20%	71,707.41	80%	286,829.63	287,629.63	
Jan-18	Mar-18	20%	44,614.15	80%	178,456.61	466,086.24	0.00
Feb-18	Apr-18	20%	49,006.96	80%	196,027.84	196,027.84	
Mar-18	May-18	80%	191,010.79	20%	47,752.70	243,780.54	
Apr-18	Jun-18	80%		20%			
May-18	Jul-18	80%		20%			
Jun-18	Aug-18	80%		20%			
Jul-18	Sep-18	80%		20%			
Aug-18	Oct-18	80%		20%			
Sep-18	Nov-18						
<b>Total</b>			<b>1,268,849</b>		<b>949,795.44</b>	<b>1,300,000</b>	<b>27%</b>

**SUN VALLEY AIR SERVICES BOARD**

**INVOICES TO BE PAID**

**Through May 29, 2018**

Fly Sun Valley Alliance	February 2018 LOT Invoice	\$ 49,006.96
Fly Sun Valley Alliance	March 2018 LOT Invoice	191,010.79
Sun Valley Marketing Alliance	February 2018 LOT Invoice	196,027.84
Sun Valley Marketing Alliance	March 2018 LOT Invoice	47,752.70
<b>TOTAL</b>		<b>\$483,798.29</b>

Fly Sun Valley Alliance Inc.

PO Box 6316

# Invoice

Date	Invoice #
2/28/2018	203

<b>Bill To</b>
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 February 2018 - April 2018 FSVA Contract Services	49,006.96	49,006.96
		<b>Total</b>	\$49,006.96



## **FSVA CONTRACT SERVICES RENDERED – April 2018**

### **AIR SERVICE**

#### **AIR SERVICE DEVELOPMENT**

- Reviewed/monitored/analyzed weekly flight booking reports; monthly reports
- Ongoing research/analysis of seat, enplanements, load factors; for SUN and competitive markets
- Continued strategic planning/analysis regarding future air service needs/opportunities
- Continued discussions/planning with airlines regarding current and future service; contracts, etc.
- Organized diversion busing post season meeting on 4/24 with all key partners and stakeholders; final report analysis
- Made plans for airline meetings at Airports Council International (ACI) Jumpstart Conference in June
- 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 marketing partners on air service marketing efforts in key markets

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

- Provided information via monthly FSVA Enews and ongoing social media channels; updated website
- 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 to continue information outreach efforts
- Provided information regarding air service to inquiries from local and other travelers

#### **RESEARCH/OTHER**

- Developed and began implementation of spring (April/May) SUN Air Passenger survey collection
- Continued work on compiling/tracking relevant news and comparative data and information of air service
- Continued analysis on economic impact of air service, SUN air travelers



Fly Sun Valley Alliance Inc.

PO Box 6316

# Invoice

Date	Invoice #
3/31/2018	204

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 March 2018 - May 2018 FSVA Contract Services	191,010.79	191,010.79
		<b>Total</b>	\$191,010.79



## **FSVA CONTRACT SERVICES RENDERED – May 2018**

### **AIR SERVICE**

#### **AIR SERVICE DEVELOPMENT**

- Reviewed/monitored/analyzed weekly flight booking reports; monthly reports
- Ongoing research/analysis of seat, enplanements, load factors; for SUN and competitive markets
- Continued strategic planning/analysis regarding future air service needs/opportunities – participated in joint strategic planning session with FMAA members on May 2.
- Continued discussions/planning with airlines regarding current and future service; contracts, etc.
- Made plans for airline meetings at Airports Council International (ACI) Jumpstart Conference in June
- 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 marketing partners on air service marketing efforts in key markets

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

- Provided information via monthly FSVA Enews and ongoing social media channels; updated website
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications
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#### **RESEARCH/OTHER**

- Continued implementation of spring (April/May) SUN Air Passenger survey collection
- Continued work on compiling/tracking relevant news and comparative data and information of air service
- Continued analysis on economic impact of air service, SUN air travelers

SUN VALLEY MARKETING ALLIANCE, INC.  
PO Box 4934  
Ketchum, ID 83340  
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
972	04/26/2018	\$196,027.84	05/26/2018	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 2018	1	196,027.84	196,027.84
Thank you for your support of Visit Sun Valley		<b>BALANCE DUE</b>	<b>\$196,027.84</b>

**SUN VALLEY MARKETING ALLIANCE, INC.**  
 PO Box 4934  
 Ketchum, ID 83340  
 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
981	05/24/2018	\$47,752.70	06/23/2018	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-May 2018	1	47,752.70	47,752.70
Thanks to the ASB for your continued support of Visit Sun Valley.	<b>BALANCE DUE</b>		<b>\$47,752.70</b>



## Our Biggest Wins

### Ad Performance

- 5% increase in session count to visitsunvalley.com
- 80% increase in mobile web traffic year over year
- 102,000 combined views from content partnerships
- 1.64 Million :30 second video views on YouTube. Best performance to date.

### Search Trends

- 15% increase in organic traffic

### Content Creation

- 16 new stories with publishing partnerships



## PR Top Features



PO. Box 4934 Ketchum, Idaho 83340 USA  
[www.visitsunvalley.com](http://www.visitsunvalley.com)

1.800.634.3347 • 1.208.726.3423 • fax 1.208.726.4533



## PR

- Working with Fahlgren Mortine to continually refine our PR strategy
- Currently working on potential influencers/writers to bring awareness to the Dark Sky Reserve designation
- Collaborated with the Limelight Hotel & Hotel Ketchum PR teams to aid with incoming writers.
- Connected with Jen Murphy during her visit through the Limelight Hotel.
  - High profile writer with contributions to WJH, Food & Wine, AFAR, Men's Journal and more.
  - Introduced her to a wide range of activities from dining and arts & culture to alpine skiing and Galena Lodge
- Assisted in planning visit for Christopher Elliot facilitated by Hotel Ketchum
  - High profile family writer for USA Today and other top publications
  - Christopher's itinerary will focus on family friendly activities and dining opportunities
- Connected with social influencers @elisabethontheroad & @roundtheworldgirl (400k+ combined followers) to give them ideas on where to shoot
- Hosted a newly-wed influencer couple and integrated a social sharing campaign as well as multiple blog entries – one itinerary based & one dining based
- Attending Dark Sky Reserve Committee meetings to provide gain insight on what everyone is working on
- Fahlgren was able to secure a spot in the Boise Airport to show video collateral of the Sun Valley area free of charge
- Sparked the idea and collaborated on bringing a Warren Miller Tribute to the Sun Valley Film Festival
- This a sample of the 30+ Sun Valley Mentions & Features from the winter
  - National Geographic | Bike Through the Meadows of Sun Valley, Idaho
  - Vogue | From Florida to Idaho: 9 US Destinations to Visit in 2018
  - The Wall Street Journal | The 8 Best Mountain Resorts for So-So Skiers
  - Thrillist | The Best Places Around the World to Travel to in March
  - What's Gabby Cooking | Gabby's Guide to Sun Valley
  - SkiTrax | A Toast to Sun Valley
  - Freeskier | 15 Things You've Gotta Do in Sun Valley
  - VICE News | Clear, Dark Skies Are Disappearing in the US – Except in Rural Idaho

Please email [ray@visitsunvalley.com](mailto:ray@visitsunvalley.com) for a complete list of recent PR hits.

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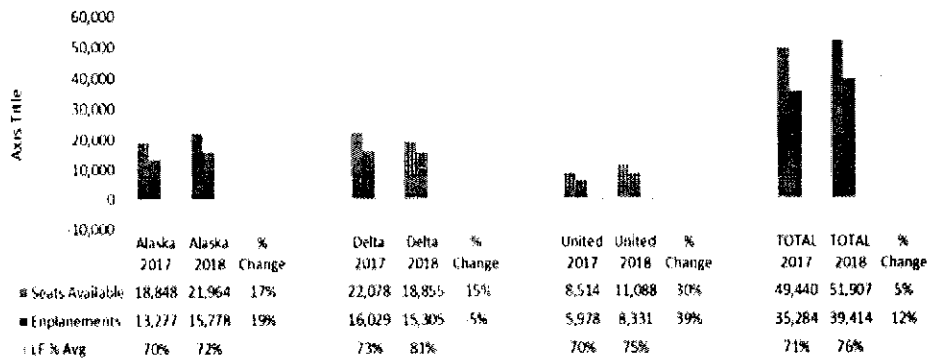


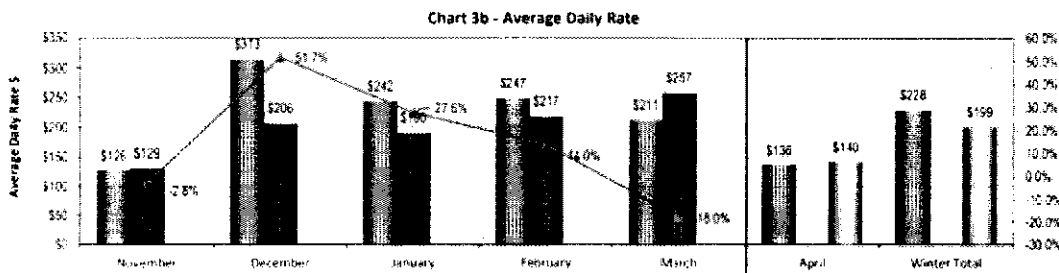
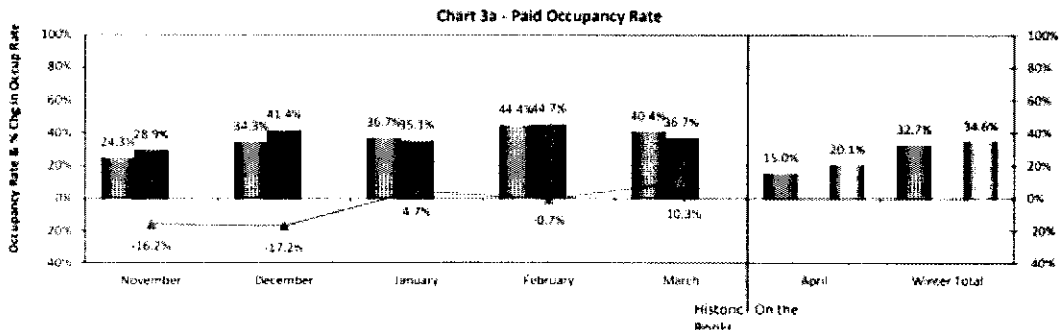
## Tourism Indicators

↑ 15%	Organic Search	↑ 4%	Lot Tax Collection
↑ 2,336	Facebook Fans	↑ 12%	Enplanements
↑ 19%	Instagram Fans	↓ 5%	Skier Days
20,229	TripAdvisor Page Views	↑ 13%	Average Daily Rate (ADR)

## Air Enplanements

**SUN AIR SEATS - ENPLANEMENTS - LOAD FACTORS**  
 WINTER 2017/18 (Nov - March) Source: Friedman Memorial Airport





**Additional Community Initiatives**

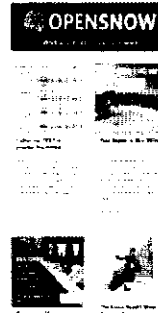
- Reestablished the Lodging Association, nurturing retail and dining Assoc.
- Strengthening relationships & collaboration with the community & other non-profits (i.e., FSVA, SVED, Sun Valley Institute, etc.)
- Place Branding project - The ability to uncover, express, develop and realize the defining values traits and spirit of a place for the benefit of both the visitors and residents
- Developing a Model for Measurement (ROI)
- Bid to host the 2021 Mountain Travel Symposium
- Developing relationship with the new community asset such as the Sun Valley Performing Arts Center
- Dark Sky awareness & marketing of and product development



# Visit SunValley

## Direct Flights & Free Nights Promotion

Feb & Mar Lodging Special  
Buy 3 nights get the 4<sup>th</sup> Free  
Brought a collection of lodging  
properties together to run a March  
special  
Reinvigorated bookings for Feb &  
Mar: grew 24 point & 20 points

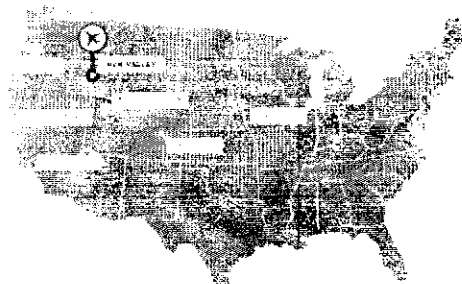


Partners: Sun Valley Resort, Limelight Hotel, Hotel Ketchum, Knob Hill Inn, Tamarack, Alpine Lodging and Natural Retreats and Visit Sun Valley  
Doubled VSV our bookings during the 2 months. 21 people and \$15k in revenue from www.sunvalley.com Feb. & March. grew 24% points of occupancy & 20% points to a total of FEB 44% to March 40% respectfully.

## How to Get Here Information

### Informing guests on how to get here

[Visitsunvalley.com/getting-here-around](http://visitsunvalley.com/getting-here-around)  
Non-stop flight map  
Flight schedule  
Alternative ways of getting here (Boise, Twin,  
Driving)  
In-town transportation



**SunValley**

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## Calendar Update



### 2018-19 Marketing Plan Brief | "Right Person, At the Right Place, At the Right Time"

To introduce Sun Valley to the right visitors in our target markets and increase discussion of the Ketchum area, we are partnering with a number of content creators with an emphasis on digital prospecting by creating a series of conversations that vendors will optimize, allowing content partners to access a new, quality audience and to create a high quantity of content to leverage on their channels as well as our own. Target Markets | SEA, LA, SF, NY, CHI, PDX, SLC, BOI/Regional



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