

**AGENDA**  
**SUN VALLEY AIR SERVICE BOARD MEETING**  
Ketchum City Hall  
191 Fifth Street West, Ketchum, Idaho  
Wednesday, December 14, 2022 - 2:00 PM

**Join Zoom Meeting**

<https://ketchumidaho-org.zoom.us/j/85997640694>

**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 September 21, 2022
2. Receive and File Financials:
  - a. 1% Local Option Tax Report: September 2022 Month of Service

**ACTIONS/DISCUSSIONS/PRESENTATIONS**

3. Authorization for Payment of Bills on-hand through December 9, 2022 (action item)
4. Discussion and possible approval of Resolution 2022-01 Setting the Meeting Dates for 2023 (action item)
5. Discussion and possible authorization to sign an engagement letter with Workman & Company for the FY2022 Audit (action item)
6. Fly Sun Valley Alliance Air Service 2023 Budget Presentation
7. Sun Valley Tourism Alliance 2023 Budget Presentation

**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](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  
September 21, 2022 at 2:00 PM**

- Present:** Neil Bradshaw - Mayor, City of Ketchum  
Peter M. Hendricks - Mayor, City of Sun Valley  
Martha Burke – Mayor of Hailey
- Absent:** Muffy Davis – Blaine County Commissioner
- Staff:** Jade Riley – Administrator, City of Ketchum  
Walt Femling – Administrator, City of Sun Valley  
Nancy Flannigan – City Clerk/Asst. to the City Admin., City of Sun Valley

**CALL TO ORDER**

Mayor Bradshaw called the meeting to order at 2:10 PM.

**PUBLIC COMMENT**

None.

**REMARKS FROM THE CHAIR**

None.

**REMARKS FROM THE BOARD**

None.

**CONSENT AGENDA**

- 1. Approval of Air Service Board Minutes from July 20, 2022**
- 2. Receive and File Financials:**
  - a. 1% Local Option Tax Report: August 2022 – September 2022.**

Mayor Hendricks made a comment on the 1% report that this year’s month as compared to last year’s month is significantly higher.

**Motion to approve the consent agenda, *in toto*.**

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

**ACTION/DISCUSSION/PRESENTATION**

**3. Authorization for payment of bills on-hand through September 16, 2022.**

**Motion to approve the bills on-hand through September 16, 2022.**

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

**4. Discussion on budget request from the Chamber – Hailey & Wood River Valley.**

Mayor Bradshaw asked that we have Mike McKenna from the Chamber come before the Board at the next meeting and Hendricks concurred. Bradshaw suggested that Visit Sun Valley invites him. The Board would like to know how the Chamber would operate and would like to get more specifics. This will be added this to the agenda for the next meeting.

**5. Discussion and approval of the 2022-23 Renewal Policy with our insurance carrier, ICRMP.**

Sun Valley City Administrator Femling discussed that since this Board has no employees, the proposed changes from ICRMP don't really affect us, and the changes are mostly regarding the language. The renewal amount is \$1,686.

**Motion to approve the insurance policy with ICRMP.**

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

**6. Approval of proposed budget for FY2023.**

In summary, we have a split of 60/40 and this was discussed in detail at the last meeting. It is slightly different than last year's budget.

**Motion to approve the proposed budget for FY2023.**

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

**7. Fly Sun Valley Alliance Air Service update and financials discussion.**

Carol Waller, Director of Fly Sun Valley Alliance, mentioned that they will discuss their contracts at the next meeting. It's still a challenging time for the airport business and hopefully, by October 1, they will publish the flight schedule for the winter. Things are staying fairly status-quo. Flights to Denver remain daily and they are looking to add another daily flight. They are up 9% YTD in terms of enplanements and bookings are exceeding last year's right now.

**8. Sun Valley Marketing Alliance update and financials discussion.**

Scott Fortner, Executive Director of Visit Sun Valley, stated that occupancies are 8- 23% over the previous year and the YTD is up as well. Vehicle traffic, north of Ketchum, was relatively flat compared to the previous year. Regarding retail as a whole, they have an advisory committee that talks about overall retail, and they mentioned that restaurants seem to be struggling, though retail seems strong. The outdoor recreation conflicts are down a bit though we still have issues regarding e-bikes on the bike path. As of the end of August, the pace for what we had last year in December is up 15% and January and February are up significantly.

**ADJOURNMENT**

**Motion to adjourn.**

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

Meeting adjourned at 2:33 PM.

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Neil Bradshaw, Chair

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Peter M. Hendricks, Secretary/Treasurer

MOS 1% LOT Generated		1% LOT Received	1% LOT Contribution				Expenses Communities' Direct Costs		SVASB Administrative Fees	Funds for Contracts
			Sun Valley	Ketchum	Hailey	TOTAL				
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		46,053.59	190,535.29	5,116.15	241,705.03	(6,473.38)	(450.00)	234,781.65	
May-22	Jul-22		49,189.98	178,493.84	5,315.36	232,999.18	(6,483.14)	(450.00)	226,066.04	
Jun-22	Aug-22		104,401.66	263,734.17	15,934.71	384,070.54	(7,003.48)	(450.00)	376,617.06	
Jul-22	Sep-22		150,046.13	324,428.40	27,921.09	502,395.62	(7,590.81)	(450.00)	494,354.81	
Aug-22	Oct-22		142,506.13	301,979.31	21,831.47	466,316.91	(7,292.43)	(450.00)	458,574.48	
Sep-22	Nov-22		103,396.24	287,269.65	14,251.40	404,917.29	(6,921.00)	(450.00)	397,546.29	
Total			1,091,012.33	3,171,172.52	165,254.69	4,427,439.54	(82,769.58)	(5,400.00)	4,339,269.96	

Fly SV Alliance								SVMA									
FY2022		Budget Remaining		1,200,000		0		FY2022		Budget Remaining		1,605,075		0			
MOS 1% LOT Generated	1% LOT Received	Funds for Contracts	% of Available Funds Owed	Funds for Contract	Invoiced Amount	Paid	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	201,653.69	1157	57%	127,859.41	267,308.38	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	368,005.55	1163	57%	213,100.42	487,821.32	487,821.32	1164					
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	355,412.50	1165	57%	239,823.36	471,128.19	471,128.19	1167					
Apr-22	Jun-22	234,781.65	43%	100,956.11				57%	133,825.54								
May-22	Jul-22	226,066.04	43%	97,208.40	198,164.51	198,551.51	1168	57%	128,857.64	262,683.18	263,196.20	1169					
Jun-22	Aug-22	376,617.06	43%	161,945.34	(387.00)			57%	214,671.72	(513.02)							
Jul-22	Sep-22	494,354.81	43%	212,572.57	77,150.74	76,376.75	1171	57%	281,782.24	116,646.92	115,620.91	1172					
Aug-22	Oct-22	458,574.48	43%	197,187.03	*revised amount			57%	261,387.45	*revised amount							
Sep-22	Nov-22	397,546.29	43%	170,944.90				57%	226,601.39								
Total				1,865,886.08	1,199,999.98	1,200,000.00			2,473,383.88	1,605,074.98	1,605,075.00						
				(665,886.10)	Budget reached no payment								(868,308.90)	Budget reached no payment			

Cash Flow Statement	
799,797.63	cash balance OCTOBER 2022
-	SVMA
-	Fly Sv Alliance
-	Miscellaneous
102,696.24	Sun Valley Revenue SEPT MOS payment has not been received
13,553.08	Hailey Revenue SEPT MOS payment has not been received
-	Ketchum Revenue
(700,000.00)	Investment transfer 11-14
216,046.95	ending cash balance
LGIP #3358	
1,872,180.38	LGIP Investment Balance

**SUN VALLEY AIR SERVICE BOARD**  
**FY 2023 ADOPTED BUDGET**  
**October 1, 2022 to September 30, 2023**

Expires: December 31, 2023

		AUDITED FY 2020 ACTUAL	AUDITED FY 2021 ACTUAL	NOT AUDITED FY 2022 ACTUAL	ADOPTED FY 2022 BUDGET	AMENDED FY 2022 BUDGET	ADOPTED FY 2023 BUDGET	+/- FY 2022/2023	% CHANGE FY 2022/2023
<b>REVENUES</b>									
CITY OF HAILEY 1% LOCAL OPTION TAX	01-3100-1000	81,251	134,238	157,157	115,000	201,661	368,750	167,089	82.9%
CITY OF KETCHUM 1% LOCAL OPTION TAX	01-3100-2000	2,161,877	2,401,257	2,200,000	1,900,000	2,200,000	2,000,000	(200,000)	-9.1%
CITY OF SUN VALLEY 1% LOCAL OPTION TAX	01-3100-3000	608,190	847,745	1,082,612	650,000	900,000	725,000	(175,000)	-19.4%
INTEREST EARNINGS	01-3700-1000	3,818	568	5,694	1,300	1,300	1,300	-	0.0%
FUND BALANCE APPLIED	01-3800-9000	-	-	-	144,175	144,175	-	(144,175)	-100.0%
<b>TOTAL REVENUE</b>		<b>2,855,135</b>	<b>3,383,808</b>	<b>3,445,464</b>	<b>2,810,475</b>	<b>3,447,136</b>	<b>3,095,050</b>	<b>(352,086)</b>	<b>-10.2%</b>
<b>EXPENDITURES</b>									
CONTRACTS FOR SERVICES	01-4190-4200	3,139,695	2,129,000	2,805,075	2,805,075	2,805,075	3,089,110	284,035	10.1%
OFFICE SUPPLIES/POSTAGE	01-4190-3100	148	148	222	354	354	354	-	0.0%
ADVERTISING/PUBLIC NOTICES/WEBSITE	01-4190-4400	240	240	315	600	600	600	-	0.0%
AUDIT	01-4190-4000	1,100	1,100	1,300	1,100	1,100	1,500	400	36.4%
ATTORNEY FEES	01-4190-4100	1,760	273	744	1,800	1,800	1,800	-	0.0%
INSURANCE	01-4190-4600	1,546	1,342	-	1,546	1,546	1,686	140	9.1%
TRANSFER TO FUND BALANCE	01-4190-8800	-	-	-	-	-	-	-	-
<b>TOTAL EXPENDITURES</b>		<b>3,144,489</b>	<b>2,132,103</b>	<b>2,807,656</b>	<b>2,810,475</b>	<b>2,810,475</b>	<b>3,095,050</b>	<b>284,575</b>	<b>10.1%</b>
BEGINNING FUND BALANCE		391,642	194,175	1,445,880			2,033,688		
ENDING FUND BALANCE		194,175	1,445,880	2,083,688			-		
RESERVE AGREED UPON BY THE BOARD									
				<b>Audited Fund Balance</b>					
				<b>Reserve for unexpeted expendit</b>	<b>(50,000)</b>				
				<b>Total un-audited fund balance</b>	<b>2,033,688</b>				

\*FY 2022 has not been audited fund balance could change

**Revised Budget**

**Contract Amount for Fly Sun Valley Alliance - 40% of Contract Expense Budget for a maximum of 1,235,644.00**

**Contract Amount for Sun Valley Marketing Alliance - 60% of Contract Expense Budget for a maximum of 1,853,466.00**

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

**Through: December 9, 2022**

Vendor	Date	Invoice #	Description	Amount
ICRMP	9/1/2022	15014-2023-1	10/1/22 - 9/30/23 Policy Year Annual Premium (Total premium is \$1,686 - first installment only)	843.00
Total Invoices to be paid:				\$ 843.00

**Member Billing Contact:**

Walt Femling  
 Sun Valley Air Service Board  
 PO Box 416  
 Sun Valley, ID 83353

**Invoice Date:** 9/1/2022  
**Invoice Number:** 15014 - 2023 - 1  
**Policy Period:** 10-1-22 to 9-30-23  
**Policy Number:** 42A15014100122

## Insurance Billing

DESCRIPTION
<p>10/1/2022 - 9/30/2023 Policy Year Annual Premium: \$1,686.00</p> <p>Minimum Due 10/1/2022: \$843.00            Balance Due 4/1/2023: \$843.00</p> <p style="color: red;">For proper application, please do not combine other payments with your premium remittance.</p>

Please Detach and Submit with Payment

**Member:**

Sun Valley Air Service Board  
 PO Box 416  
 Sun Valley, ID 83353

**Make Checks Payable to:**

ICRMP  
 PO Box 15116  
 Boise, ID 83715

<b>Invoice Date:</b>	9/1/2022
<b>Invoice Number:</b>	15014 - 2023 - 1
<b>Due Date:</b>	10/1/2022
<b>Minimum Due:</b>	\$843.00
<b>Amount Paid:</b>	

Write Amount Paid Here

Address Corrections? Please make changes on the back of this form and enclose with your payment.



# SUN VALLEY AIR SERVICE BOARD

## RESOLUTION 2022-01

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### A RESOLUTION OF THE SUN VALLEY AIR SERVICE BOARD SETTING THE SUN VALLEY AIR SERVICE BOARD MEETING DATES FOR 2023

WHEREAS, the Bylaws for the Sun Valley Air Service Board provide that meetings of the Board will be held at such time and place as is established by the Board; and

WHEREAS, the Sun Valley Air Service Board wants to establish a regular meeting schedule for calendar year 2023.

**NOW, THEREFORE, BE IT RESOLVED BY THE SUN VALLEY AIR SERVICE BOARD** that the regular meeting schedule of the Sun Valley Air Service Board in 2023 shall be as follows:

January 18 <sup>th</sup> at 2:00 PM	City of Sun Valley, City Hall, 81 Elkhorn Road, Sun Valley, ID
March 15 <sup>th</sup> at 2:00 PM	City of Hailey, City Hall, 115 Main Street South, Hailey, ID
May 10 <sup>th</sup> at 2:00 PM	City of Ketchum, City Hall, 191 5 <sup>th</sup> Street West, Ketchum, ID
July 19 <sup>th</sup> at 2:00 PM	City of Sun Valley City Hall, 81 Elkhorn Road, Sun Valley, ID
September 20 <sup>th</sup> at 2:00 PM	City of Hailey, City Hall, 115 Main Street South, Hailey, ID
December 20 <sup>th</sup> at 2:00 PM	City of Ketchum, City Hall, 191 5 <sup>th</sup> Street West, Ketchum, ID

Regular Sun Valley Air Service Board meeting dates are subject to change due to availability of a quorum or other circumstances. Any change from the above adopted dates will be noticed in accordance with Idaho Code 74-204, as amended.

PASSED BY THE SUN VALLEY AIR SERVICE BOARD THIS \_\_\_\_\_ DAY OF DECEMBER 2022.

\_\_\_\_\_  
Neil Bradshaw, Chair

\_\_\_\_\_  
Peter M. Hendricks, Secretary

# WORKMAN & COMPANY

Office of  
Accounting

2190 Village Park Avenue, Suite 300 • Twin Falls, ID 83301 • 208.733.1161 • Fax: 208.733.6100

September 26, 2022

Sun Valley Air Service Board  
PO Box 3801  
Ketchum, ID 83340

We are pleased to confirm our understanding of the services we are to provide the Sun Valley Air Service Board for the year ended September 30, 2022.

## **Audit Scope and Objectives**

We will audit the financial statements of the governmental activities, each major fund, and the aggregate remaining fund information, and the disclosures, which collectively comprise the basic financial statements of the Sun Valley Air Service Board (Board) as of and for the year ended September 30, 2022. Accounting standards generally accepted in the United States of America (GAAP) provide for certain required supplementary information (RSI), such as management's discussion and analysis (MD&A), to supplement the Board's basic financial statements. Such information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. As part of our engagement, we will apply certain limited procedures to the Board's RSI in accordance with auditing standards generally accepted in the United States of America (GAAS). These limited procedures will consist of inquiries of management regarding the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We will not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient appropriate evidence to express an opinion or provide any assurance. The following RSI is required by GAAP and will be subjected to certain limited procedures, but will not be audited:

- 1) Management's Discussion and Analysis (Not Included)
- 2) Budgetary Information

We have also been engaged to report on supplementary information other than RSI that accompanies the Board's financial statements. We will subject the following supplementary information to the auditing procedures applied in our audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with GAAS, and we will provide an opinion on it in relation to the financial statements as a whole in a report combined with our auditor's report on the financial statements:

- 1) None

The objectives of our audit are to obtain reasonable assurance as to whether the financial statements as a whole are free from material misstatement, whether due to fraud or error; issue an auditor's report that includes our opinion about whether your financial statements are fairly presented, in all material respects, in conformity with GAAP; and report on the fairness of the supplementary information referred to in the second paragraph when considered in relation to the financial statements as a whole. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS and *Government Auditing Standards* will always detect a material misstatement when it exists. Misstatements, including omissions, can arise from fraud or error and are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment of a reasonable user made based on the financial statements.

The objectives also include reporting on internal control over financial reporting and compliance with provisions of laws, regulations, contracts, and award agreements, noncompliance with which could have a material effect on the financial statements in accordance with *Government Auditing Standards*.

### **Auditor's Responsibilities for the Audit of the Financial Statements**

We will conduct our audit in accordance with GAAS and the standards for financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States, and will include tests of your accounting records of the Board and other procedures we consider necessary to enable us to express such opinions. As part of an audit in accordance with GAAS and *Government Auditing Standards*, we exercise professional judgment and maintain professional skepticism throughout the audit.

We will evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management. We will also evaluate the overall presentation of the financial statements, including the disclosures, and determine whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation. We will plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement, whether from (1) errors, (2) fraudulent financial reporting, (3) misappropriation of assets, or (4) violations of laws or governmental regulations that are attributable to the government or to acts by management or employees acting on behalf of the government. Because the determination of waste and abuse is subjective, *Government Auditing Standards* do not expect auditors to perform specific procedures to detect waste or abuse in financial audits nor do they expect auditors to provide reasonable assurance of detecting waste or abuse.

Because of the inherent limitations of an audit, combined with the inherent limitations of internal control, and because we will not perform a detailed examination of all transactions, there is an unavoidable risk that some material misstatements may not be detected by us, even though the audit is properly planned and performed in accordance with GAAS and *Government Auditing Standards*. In addition, an audit is not designed to detect immaterial misstatements or violations of laws or governmental regulations that do not have a direct and material effect on the financial statements. However, we will inform the appropriate level of management of any material errors, fraudulent financial reporting, or misappropriation of assets that comes to our attention. We will also inform the appropriate level of management of any violations of laws or governmental regulations that come to our attention, unless clearly inconsequential. Our responsibility as auditors is limited to the period covered by our audit and does not extend to any later periods for which we are not engaged as auditors.

We will also conclude, based on the audit evidence obtained, whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the government's ability to continue as a going concern for a reasonable period of time.

Our procedures will include tests of documentary evidence supporting the transactions recorded in the accounts, tests of the physical existence of inventories, and direct confirmation of receivables and certain assets and liabilities by correspondence with selected customers, creditors, and financial institutions. We will also request written representations from your attorneys as part of the engagement.

We have not identified significant risk(s) of material misstatement as part of our audit planning.

We may, from time to time and depending on the circumstances, use third-party service providers in serving your account. We may share confidential information about you with these service providers but remain committed to maintaining the confidentiality and security of your information. Accordingly, we maintain internal policies, procedures, and safeguards to protect the confidentiality of your personal information. In addition, we will secure confidentiality agreements with all service providers to maintain the confidentiality of your information and we will take reasonable precautions to determine that they have appropriate procedures in place to prevent the unauthorized release of your confidential information to others. In the event that we are unable to secure an appropriate confidentiality agreement, you will be asked to provide your consent prior to the sharing of your confidential information with the third-party service provider. Furthermore, we will remain responsible for the work provided by any such third-party service providers.

Our audit of financial statements does not relieve you of your responsibilities.

### **Audit Procedures—Internal Control**

We will obtain an understanding of the government and its environment, including internal control relevant to the audit, sufficient to identify and assess the risks of material misstatement of the financial statements, whether due to error or fraud, and to design and perform audit procedures responsive to those risks and

obtain evidence that is sufficient and appropriate to provide a basis for our opinions. Tests of controls may be performed to test the effectiveness of certain controls that we consider relevant to preventing and detecting errors and fraud that are material to the financial statements and to preventing and detecting misstatements resulting from illegal acts and other noncompliance matters that have a direct and material effect on the financial statements. Our tests, if performed, will be less in scope than would be necessary to render an opinion on internal control and, accordingly, no opinion will be expressed in our report on internal control issued pursuant to *Government Auditing Standards*. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentation, or the override of internal control. An audit is not designed to provide assurance on internal control or to identify significant deficiencies or material weaknesses. Accordingly, we will express no such opinion. However, during the audit, we will communicate to management and those charged with governance internal control related matters that are required to be communicated under AICPA professional standards and *Government Auditing Standards*.

### **Audit Procedures—Compliance**

As part of obtaining reasonable assurance about whether the financial statements are free of material misstatement, we will perform tests of the Board's compliance with the provisions of applicable laws, regulations, contracts, agreements, and grants. However, the objective of our audit will not be to provide an opinion on overall compliance, and we will not express such an opinion in our report on compliance issued pursuant to *Government Auditing Standards*.

### **Other Services**

We will also assist in preparing the financial statements and related notes of the Board in conformity with accounting principles generally accepted in the United States of America based on information provided by you. These nonaudit services do not constitute an audit under *Government Auditing Standards* and such services will not be conducted in accordance with *Government Auditing Standards*. We will perform the services in accordance with applicable professional standards. The other services are limited to the financial statement services previously defined. We, in our sole professional judgment, reserve the right to refuse to perform any procedure or take any action that could be construed as assuming management responsibilities.

You agree to assume all management responsibilities relating to the financial statements and related notes and any other nonaudit services we provide. You will be required to acknowledge in the management representation letter our assistance with preparation of the financial statements and related notes and that you have reviewed and approved the financial statements and related notes prior to their issuance and have accepted responsibility for them. Further, you agree to oversee the nonaudit services by designating an individual, preferably from senior management, with suitable skill, knowledge, or experience; evaluate the adequacy and results of those services; and accept responsibility for them.

### **Responsibilities of Management for the Financial Statements**

Our audit will be conducted on the basis that you acknowledge and understand your responsibility for designing, implementing, establishing, and maintaining effective internal controls relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error, and for evaluating and monitoring ongoing activities to help ensure that appropriate goals and objectives are met; following laws and regulations; and ensuring that management and financial information is reliable and properly reported. Management is also responsible for implementing systems designed to achieve compliance with applicable laws, regulations, contracts, and grant agreements. You are also responsible for the selection and application of accounting principles, for the preparation and fair presentation of the financial statements and all accompanying information in conformity with accounting principles generally accepted in the United States of America, and for compliance with applicable laws and regulations and the provisions of contracts and grant agreements.

Management is responsible for making drafts of financial statements, all financial records, and related information available to us and for the accuracy and completeness of that information (including information from outside of the general and subsidiary ledgers). You are also responsible for providing us with (1) access to all information of which you are aware that is relevant to the preparation and fair presentation of the financial statements, such as records, documentation, identification of all related parties and all related-party relationships and transactions, and other matters; (2) additional information that we may request for the purpose of the audit; and (3) unrestricted access to persons within the government from whom we

determine it necessary to obtain audit evidence. At the conclusion of our audit, we will require certain written representations from you about your responsibilities for the financial statements; compliance with laws, regulations, contracts, and grant agreements; and other responsibilities required by GAAS and *Government Auditing Standards*.

Your responsibilities include adjusting the financial statements to correct material misstatements and for confirming to us in the written representation letter that the effects of any uncorrected misstatements aggregated by us during the current engagement and pertaining to the latest period presented are immaterial, both individually and in the aggregate, to the financial statements of each opinion unit taken as a whole.

You are responsible for the design and implementation of programs and controls to prevent and detect fraud, and for informing us about all known or suspected fraud affecting the government involving (1) management, (2) employees who have significant roles in internal control, and (3) others where the fraud could have a material effect on the financial statements. Your responsibilities include informing us of your knowledge of any allegations of fraud or suspected fraud affecting the government received in communications from employees, former employees, grantors, regulators, or others. In addition, you are responsible for identifying and ensuring that the government complies with applicable laws, regulations, contracts, agreements, and grants and for taking timely and appropriate steps to remedy fraud and noncompliance with provisions of laws, regulations, or contracts or grant agreements that we report.

You are responsible for the preparation of the supplementary information, which we have been engaged to report on, in conformity with accounting principles generally accepted in the United States of America (GAAP). You agree to include our report on the supplementary information in any document that contains, and indicates that we have reported on, the supplementary information. You also agree to include the audited financial statements with any presentation of the supplementary information that includes our report thereon. Your responsibilities include acknowledging to us in the written representation letter that (1) you are responsible for presentation of the supplementary information in accordance with GAAP; (2) you believe the supplementary information, including its form and content, is fairly presented in accordance with GAAP; (3) the methods of measurement or presentation have not changed from those used in the prior period (or, if they have changed, the reasons for such changes); and (4) you have disclosed to us any significant assumptions or interpretations underlying the measurement or presentation of the supplementary information.

Management is responsible for establishing and maintaining a process for tracking the status of audit findings and recommendations. Management is also responsible for identifying and providing report copies of previous financial audits, attestation engagements, performance audits or other studies related to the objectives discussed in the Audit Scope and Objectives section of this letter. This responsibility includes relaying to us corrective actions taken to address significant findings and recommendations resulting from those audits, attestation engagements, performance audits, or other studies. You are also responsible for providing management's views on our current findings, conclusions, and recommendations, as well as your planned corrective actions, for the report, and for the timing and format for providing that information.

#### **Engagement Administration, Fees, and Other**

We understand that your employees will prepare all cash, accounts receivable, or other confirmations we request and will locate any documents selected by us for testing.

We will provide copies of our reports to The Sun Valley Air Service Board, however, management is responsible for distribution of the reports and the financial statements. Unless restricted by law or regulation, or containing privileged and confidential information, copies of our reports are to be made available for public inspection.

The audit documentation for this engagement is the property of Workman and Company, CPAs and constitutes confidential information. However, subject to applicable laws and regulations, audit documentation and appropriate individuals will be made available upon request and in a timely manner to any federal Board providing direct or indirect funding, or the U.S. Government Accountability Office for the purposes of a quality review of the audit, to resolve audit findings, or to carry out oversight responsibilities. We will notify you of any such request. If requested, access to such audit documentation will be provided under the supervision of Workman and Company, CPA's personnel. Furthermore, upon request, we may provide copies of selected audit documentation to the aforementioned parties. These parties may intend or decide to distribute the copies or information contained therein to others, including other governmental agencies.

The audit documentation for this engagement will be retained for a minimum of five years after the report release date. If we are aware that a federal awarding Board or auditee is contesting an audit finding, we will contact the party(ies) contesting the audit finding for guidance prior to destroying the audit documentation.

Brady Workman is the engagement partner and is responsible for supervising the engagement and signing the reports or authorizing another individual to sign them. We expect to begin our audit on approximately December 15, 2022, and to issue our reports no later than January 31, 2023.

Our fee for services will be at our standard hourly rates plus out-of-pocket costs (such as report reproduction, word processing, postage, travel, copies, telephone, etc.) except that we agree that our gross fee, including expenses, will not exceed \$1,300 for a yellow book audit. The above fee is based on anticipated cooperation from your personnel and the assumption that unexpected circumstances will not be encountered during the audit. If significant additional time is necessary, we will discuss it with you and arrive at a new fee estimate before we incur the additional costs.

### **Reporting**

We will issue a written report upon completion of our audit of the Board's financial statements. Our report will be addressed to the Board of Commissioners of the Sun Valley Air Service Board. Circumstances may arise in which our report may differ from its expected form and content based on the results of our audit. Depending on the nature of these circumstances, it may be necessary for us to modify our opinions, add a separate section, or add an emphasis-of-matter or other-matter paragraph to our auditor's report, or if necessary, withdraw from this engagement. If our opinions are other than unmodified, we will discuss the reasons with you in advance. If, for any reason, we are unable to complete the audit or are unable to form or have not formed opinions, we may decline to express opinions or issue reports, or we may withdraw from this engagement.

We will also provide a report (that does not include an opinion) on internal control related to the financial statements and compliance with the provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a material effect on the financial statements as required by *Government Auditing Standards*. The report on internal control and on compliance and other matters will state (1) that the purpose of the report is solely to describe the scope of testing of internal control and compliance, and the results of that testing, and not to provide an opinion on the effectiveness of the entity's internal control on compliance, and (2) that the report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the entity's internal control and compliance. The report will also state that the report is not suitable for any other purpose. If during our audit we become aware that the Board is subject to an audit requirement that is not encompassed in the terms of this engagement, we will communicate to management and those charged with governance that an audit in accordance with U.S. generally accepted auditing standards and the standards for financial audits contained in *Government Auditing Standards* may not satisfy the relevant legal, regulatory, or contractual requirements.

We appreciate the opportunity to be of service to the Sun Valley Air Service Board and believe this letter accurately summarizes the significant terms of our engagement. If you have any questions, please let us know. If you agree with the terms of our engagement as described in this letter, please sign the attached copy, and return it to us.

Very truly yours,

***Workman & Company***

RESPONSE:

This letter correctly sets forth the understanding of the Sun Valley Air Service Board.

Governance signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

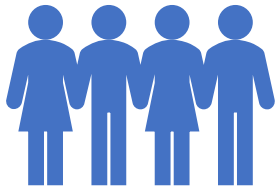
# FSVA UPDATE & FY23 BUDGET REQUEST

FOR SUN VALLEY AIR  
SERVICE BOARD

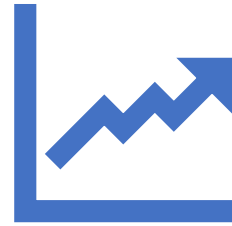
December 14, 2022



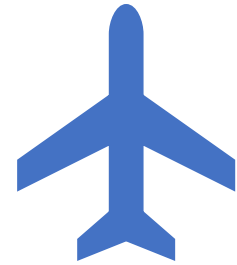
# GOOD AIR SERVICE is IMPORTANT



LOCALS



BUSINESS



TOURISM



# FSVA SUN AIR PROGRAM SUCCESSES

## NEW FLIGHTS – NEW AIRCRAFT

6 NONSTOP ROUTES

New United flights  
DEN, SFO, ORD, LAX

Regional jets  
*Alaska jet service as of 10/22*



## EXPANDED FLIGHTS – YEAR-ROUND & SEASONAL

DEN & SEA: now  
year round

SLC: 2-3x daily  
year round

LAX, SFO: now  
winter/summer/fall

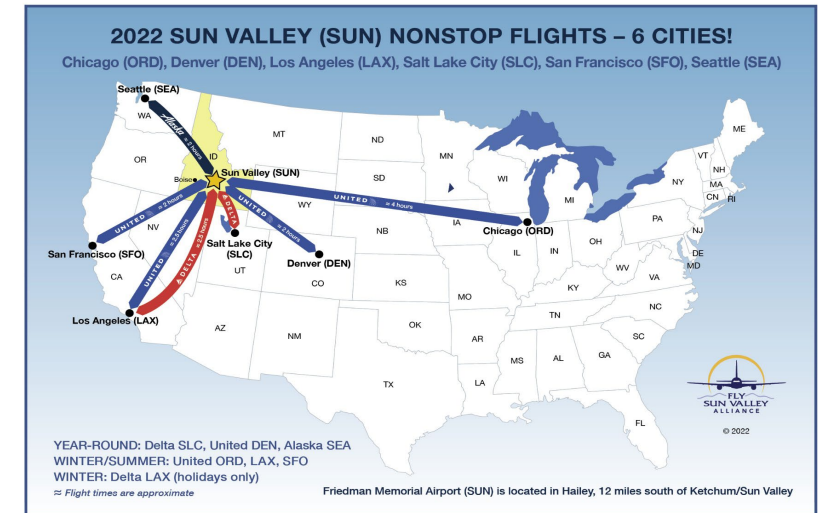
ORD: now winter &  
summer



## MORE SEATS – IMPROVED FLIGHT RELIABILITY

More seats and passengers

Much improved winter flight reliability



# 2023-25 CHALLENGES & STRATEGIC GOALS

## CURRENT CHALLENGES

- **Airline industry: high fuel costs, labor shortage**
  - ❖ More competition for routes, maintaining air service is challenging
- **Recession on horizon? How will demand be affected?**

## FSVA STRATEGIC GOALS

- **Maintain core nonstop flight routes**
- **Increase flight frequency, esp in winter-fall-spring**
  - Improve year-round convenience for local residents & visitors
- **Increase awareness** of SUN air service options to local residents
- **Ensure sustainable funding**



# 2022-23 SUN AIR SERVICE SUMMARY

## YEAR-ROUND SERVICE

- SLC 2-3x daily
- DEN 1-2x daily
- Increase SEA frequency in spring and fall



## WINTER

- Increase ORD frequency to daily winter (2x week in Jan)
- Maintain SLC, SFO, LAX, DEN daily

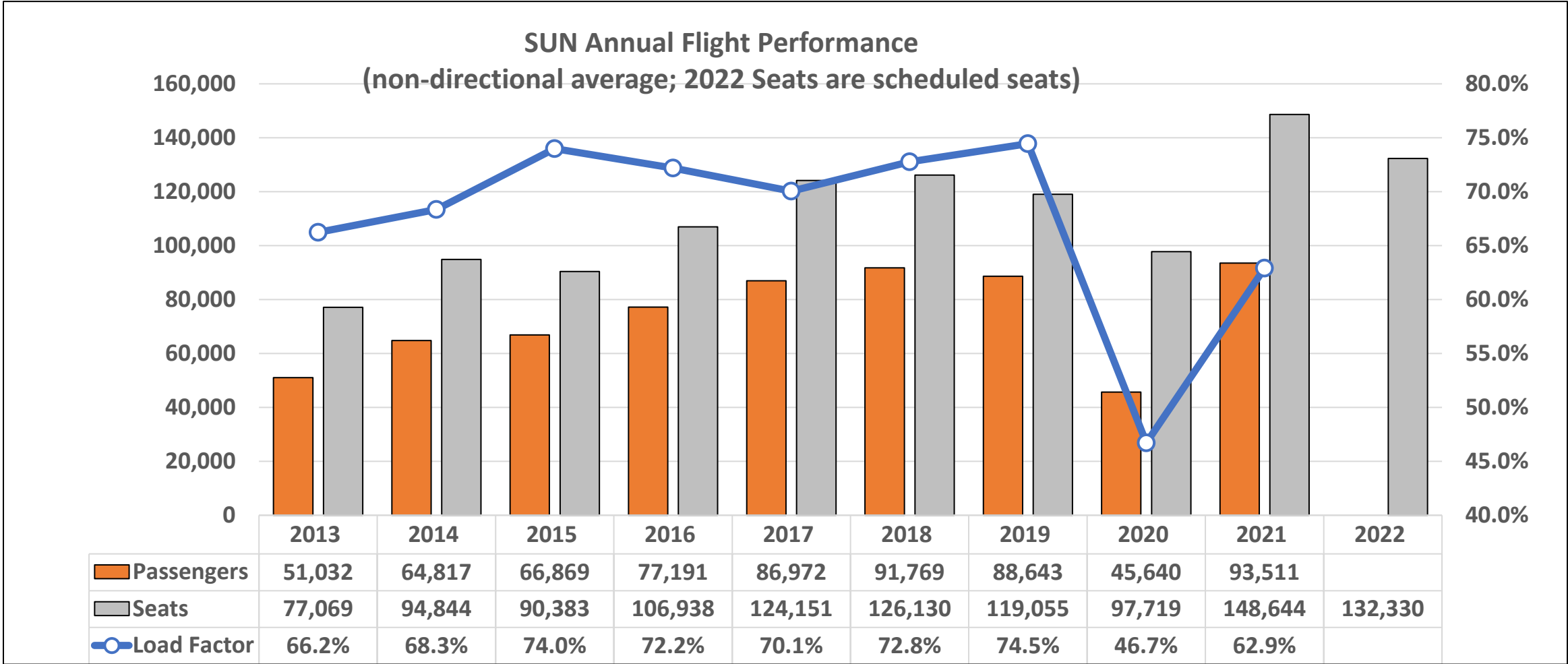


## SUMMER/FALL

- Maintain summer daily flights on all nonstop routes
- Increase ORD frequency in summer
- Increase LAX, SFO, SEA frequency in fall



# SUN ANNUAL FLIGHT PERFORMANCE

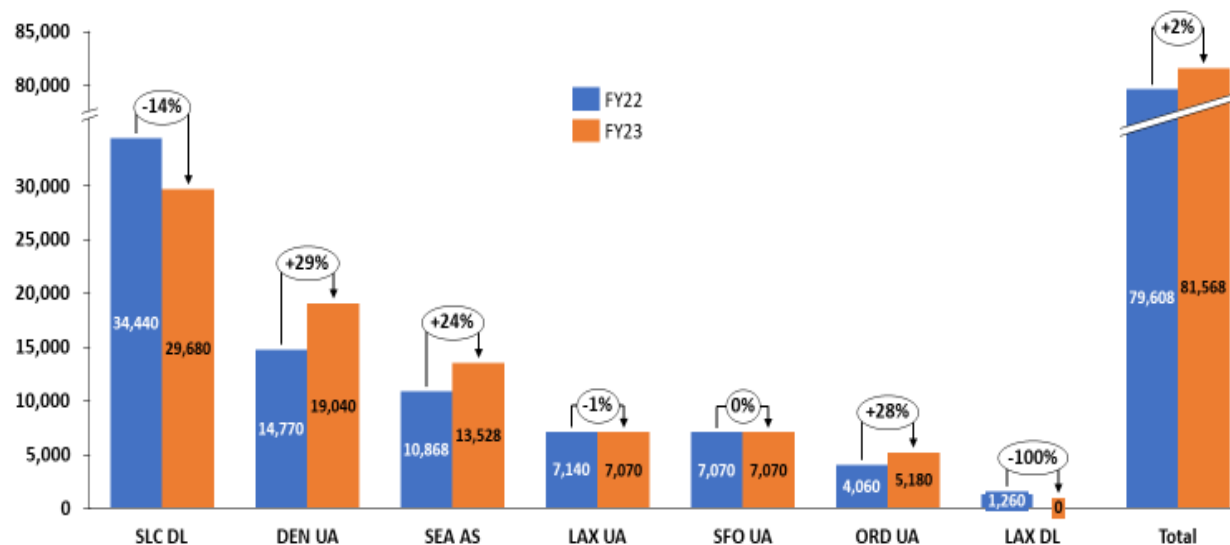


# SUN WINTER 2022/23 – # SEATS BY ROUTE

## Key flight frequency changes:

- **DEN:** 1-2 flights/ day  
(2 flights/day during holidays, Feb 10-Mar 25)
- **SEA:** 1-2 flights/day  
(2 flights/day, 5x/week, Xmas & Feb 16-March 15)
- **ORD:** 1 flight/day  
(exception: 2x flights/week Jan 7-Feb 5)
- **SLC:** 2 flights/day  
(Reduced from 3x day due to system-wide regional jet pilot shortages)

### SUN Winter Capacity Changes (October-April)





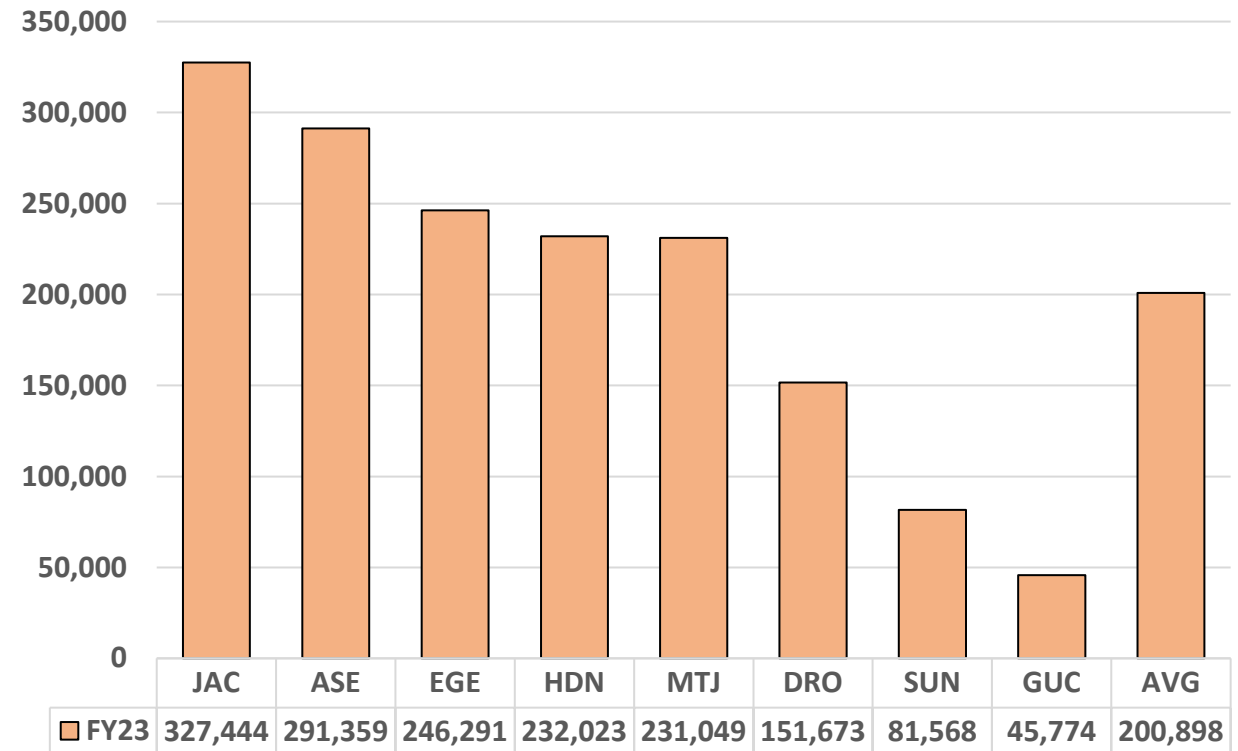
# THE COMPETITION – OTHER RESORT AIR SERVICE

- **We have made great progress, but stiff competition remains**

*(changes in capacity from last winter season)*

- JAC: Jackson Hole 2%
- ASE: Aspen 5%
- EGE: Vail 9%
- HDN: Steamboat Springs -3%
- MTJ: Montrose/Telluride 1%
- DRO: Durango/Purgatory 5%
- SUN: Sun Valley 2%
- GUC: Gunnison/Crested Butte -13%

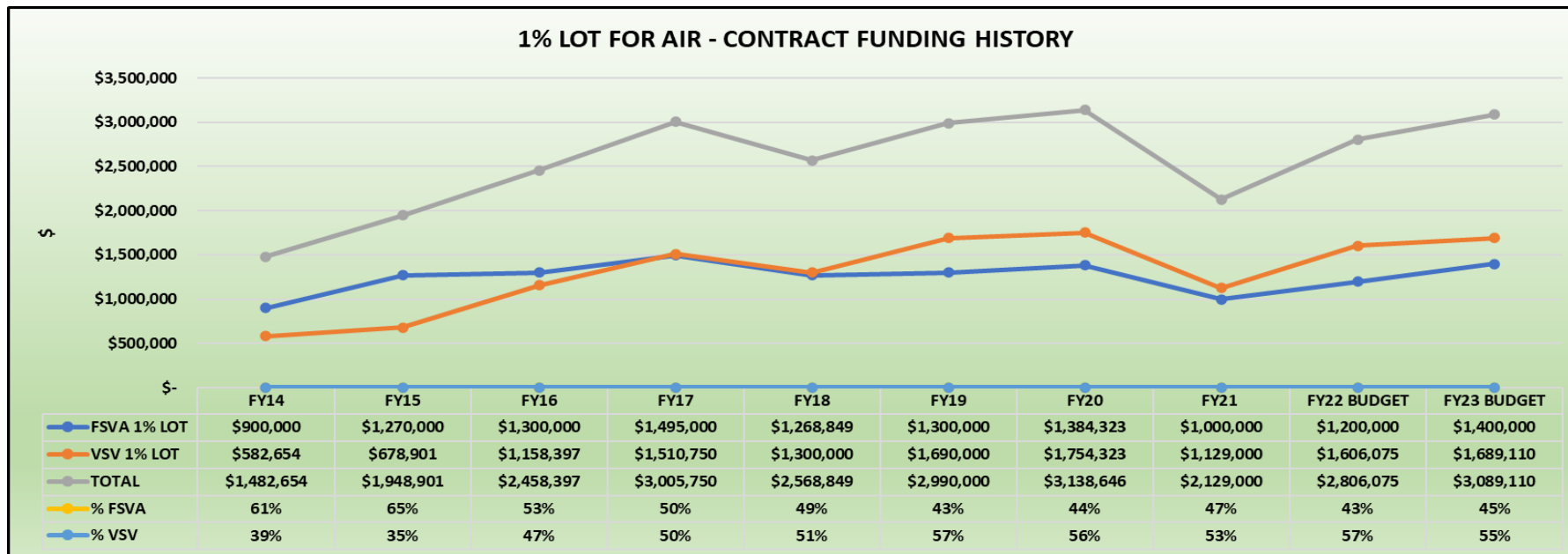
Mountain Resort Comparisons  
(October-April as of October 30, 2022)



# FY23 PROPOSED FUNDING REQUEST

## SVASB FY23 BUDGET – CONTRACTS for SERVICE

- **Total for Contracts for Service:** **\$3,089,110**
  - FSVA Contract **\$1,400,000**
  - VSV Contract (to include \$30K for Discover WRV Chamber) **\$1,689,110**



# FY 23 BUDGET REQUEST - FSVA

## FSVA 1% LOT ASB CONTRACT BUDGET FY23

FSVA CONTRACT INCOME	FY23 1% LOT Budget	
1% LOT Revenues/SVASB Contract for Services	\$	1,400,000
Interest	\$	2,000
<b>TOTAL INCOME</b>	<b>\$</b>	<b>1,402,000</b>

## FSVA AIR SERVICE DEVELOPMENT EXPENSE

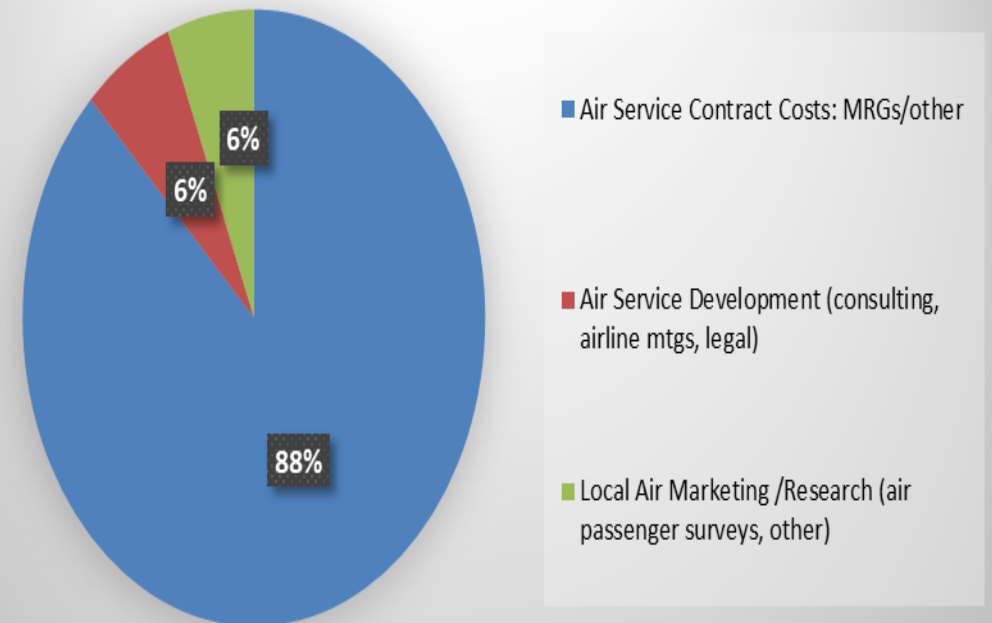
Air Service Contract Costs: MRGs/other	\$	1,227,000
Air Service Development (consulting, airline mtgs, legal)	\$	90,000
Local Air Marketing /Research (air passenger surveys, other)	\$	85,000
<b>TOTAL EXPENSE</b>	<b>\$</b>	<b>1,402,000</b>

## RESERVE SUMMARY

FY21 FSVA 1% LOT Reserves	\$	2,321,981
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Note: a portion of reserves are restricted due to LOC

## FY23 FSVA AIR SERVICE DEVELOPMENT EXPENSE





# AIR SERVICE IS AN IMPORTANT INVESTMENT FOR OUR COMMUNITY – OUR QUALITY OF LIFE – OUR ECONOMY

## FLY SUN VALLEY ALLIANCE STRATEGIC AIR SERVICE PARTNERS



Plus.....

The Wood River Valley Community  
Over 100 Local Businesses

# THANK YOU - QUESTIONS?





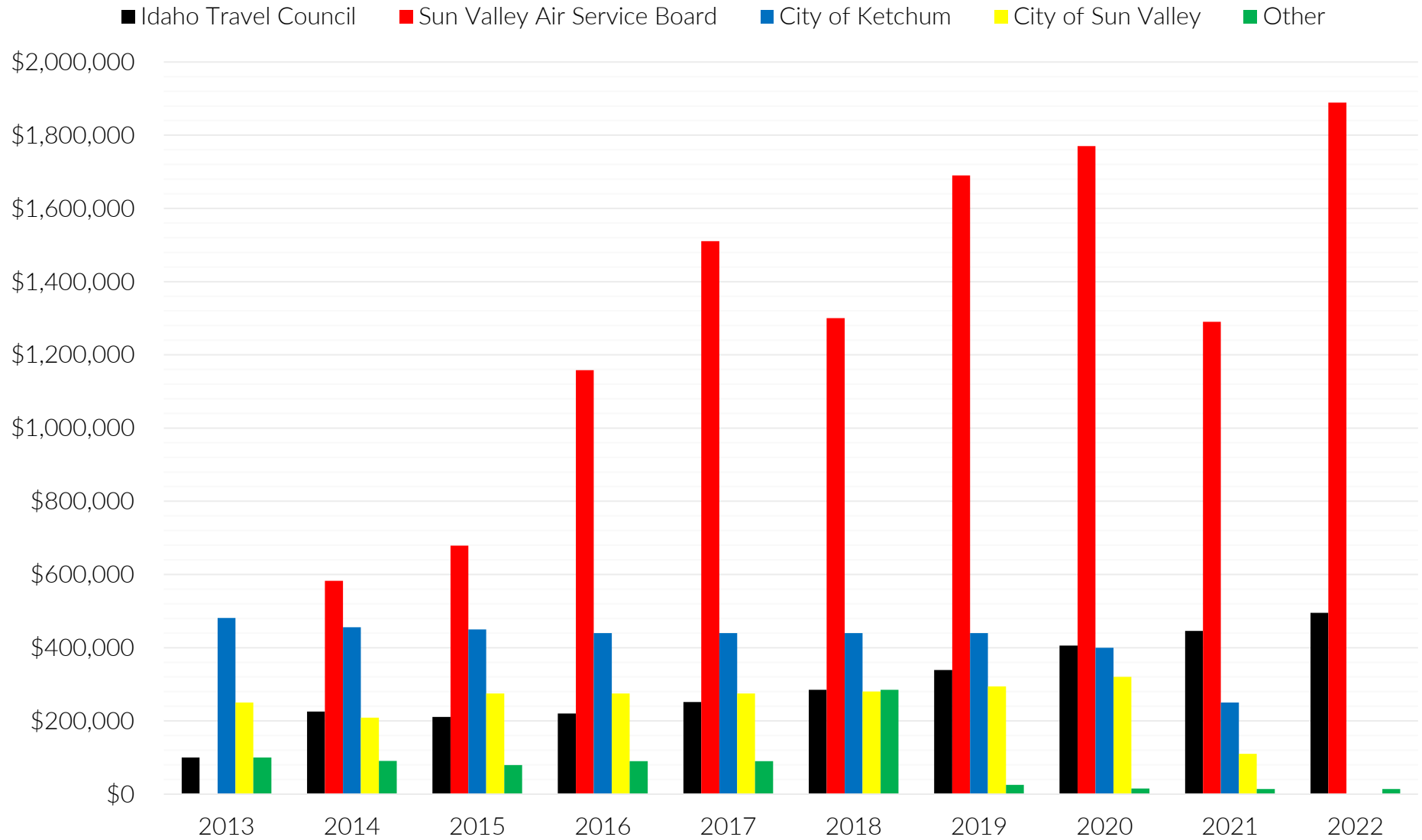
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# Sun Valley Air Service Board

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B U D G E T P R E S E N T A T I O N

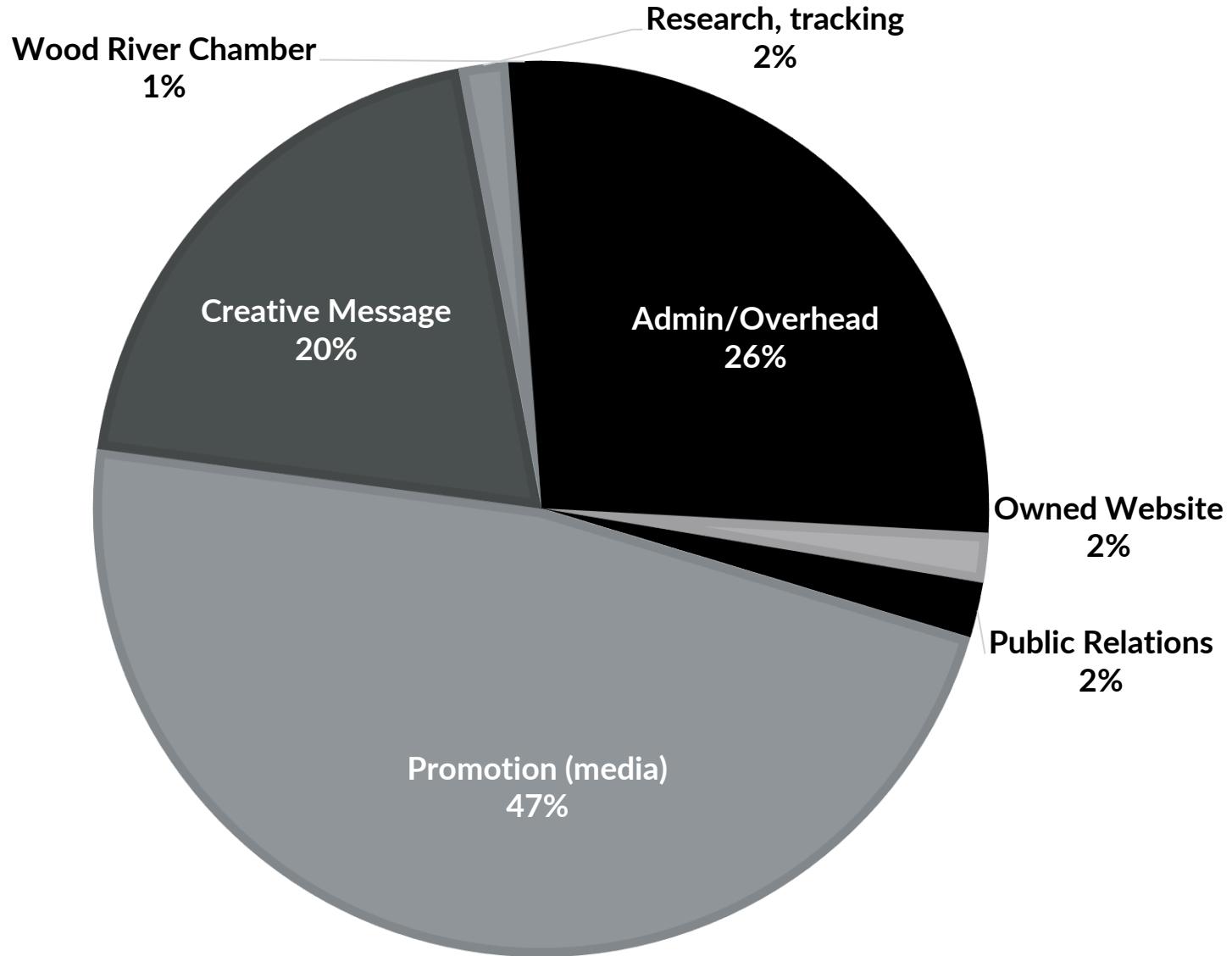
# FUNDING OVER TIME



# FY23 Budget Allocations \$1,689,110

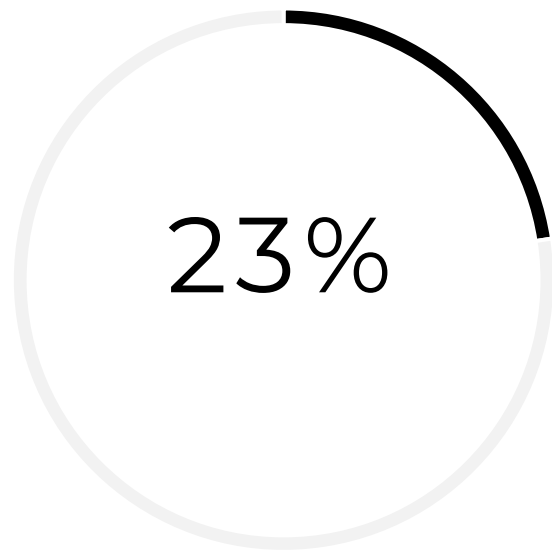
<b>VSV Budget</b>	<b>FY23</b>	<b>ASB Allocations</b>	<b>FY23</b>
<b>City of Ketchum:</b>	\$0	<b>Admin &amp; Overhead:</b>	\$439,168
<b>City of Sun Valley:</b>	\$0	<b>Website:</b>	\$30,000
<b>Idaho Travel Council:</b>	\$496,000	<b>Creative Messaging</b>	\$327,822
<b>Membership:</b>	\$12,000	<b>Public Relations:</b>	\$34,588
<b>Misc:</b>	\$2,000	<b>Promotion, Visitor Management:</b>	\$797,532
<b>Total Core Budget:</b>	\$510,000	<b>Research:</b>	\$30,000
<b>Air Service Budget:</b>	<b>\$1,689,110</b>	<b>Wood River Chamber:</b>	<b>\$30,000</b>
<b>Total Partner Revenue:</b>	\$2,199,110		
<b>* Contingency</b>	<b>\$550,000</b>	<b>Total</b>	<b>\$1,689,110</b>

# FY23 ASB Allocations \$1,689,110

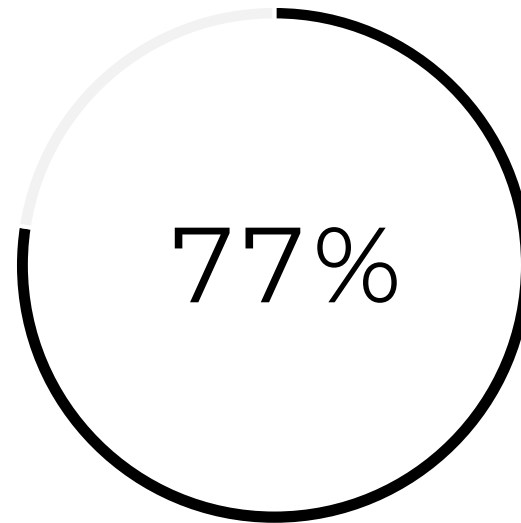


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# FUNDING SOURCES



**IDAHO  
TRAVEL  
COUNCIL**



**SUN  
VALLEY  
AIR  
SERVICE  
BOARD**

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\*For Fiscal Year 2023, Visit Sun Valley did not ask for any funding from the city of Ketchum or the city of Sun Valley

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# INITIATIVES

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## **Visitor Resources**

- Visitor Center
- Website
- Newsletter
- Local Initiatives

## **Community Collaborations**

- Lodging Association Group
- Recreation Group
- Fly Sun Valley Alliance
- Blaine County Sustainability
- Idaho Dark Sky Association

## **Story Telling**

- Digital & print placements
- Blogs
- Partnerships
- Social media
- Public relations

## **Local Resources**

- Research
  - Event Visibility
  - Newsletter
  - Business Listings
  - Public Relations
  - Web Information
-



S H O R T - T E R M

# THREATS

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## **INFLATION**

Continued increases in the consumer price index has put pressure on spending.

## **POSSIBLE RECESSION**

Concerns of a reduction in economic activity will put added pressure on households looking to travel.

## **BACK TO REALITY**

Employers continue to call employees back to the office.

## **WORKFORCE**

The workforce reshuffle, rising costs of to do business, and demand for services continues to create pinch points through our Valley and beyond.

## **TRAVEL OPTIONS**

For those who were still eager to make a trip, international travel is at the top of their lists thanks to the strong dollar.

## **AGING VISITOR**

The long-time repeat visitors continue to age leaving a potential vacuum if there is not a next generation to backfill.

S H O R T - T E R M

# OPPORTUNITIES

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## **SKI MAG #1 RANKING**

For the 3<sup>rd</sup> year in a row Sun Valley has received the #1 ski resort in the west ranking by SKI Magazine. This is on top of a number of additional PR accolades.

## **AIR SERVICE**

Nonstop flights from 6 major cities, increased Chicago & Denver frequency, upgraded & aircraft from Alaska.

## **PASS PARTNERSHIPS**

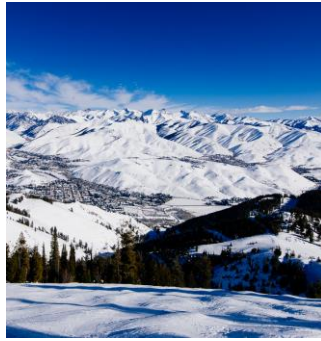
We're looking at a brand-new audience for the 2022-2023 season with Sun Valley being a part of the IKON & Mt. Collective passes.

## **WINTER CAPACITY**

Outside of the holidays, the winter season continues to offer capacity throughout.

LOCAL HOOD

# WHY SUN VALLEY



## THE PLACE

The mountain town destination and its line-up of outdoor offerings are the hooks that draw folks in to give Sun Valley a try. It's the small-town charm.

## THE PEOPLE

Visitors may initially come for the location and activities, but it's the people that make up this community that keep them coming back.

## THE QUALITY OF LIFE

There's a reason why we live here and for most, it's the quality of life. Access to the outdoors, arts & culture, dining, & more are the same elements that keep people here.

THE DIRECTION

# TRAVEL TRENDS

## **ACTIVE TRAVEL**

Natural beauty, outdoor activity, escapism, privacy and new destinations are active travel has also increasingly broadened and morphed into other areas of travel.

## **LESSER KNOWN DESTINATIONS**

Where it's not obvious where to stay, visit, bike, hike etc.

## **MULTI-GENERATIONAL TRIPS**

Post Covid traveling for personal gatherings such as anniversaries, weddings, birthdays, graduations, or holidays.

## **LOCAL EXPERIENCES**

Travelers want to live like a local, to dig into the history, culture, food, to get to know the people.

## **UNIQUE LODGING & LONGER STAYS**

Getting away from the chain experiences and taking the time to dig into a destination for all that it has to offer.

## **FOOD**

There is more interest in simple food, local specialties and healthy food - on most any night, travelers prefer an authentic atmospheric establishment.

THE DIRECTION

# AREAS OF FOCUS

- **THE QUALITY OF OUR ENVIRONMENT**
- **THE QUALITY OF OUR RESIDENTS' LIVES**
- **THE QUALITY OF OUR TOURISM ECONOMY**
- **THE QUALITY OF OUR VISITORS & THEIR EXPERIENCES**

THE DIRECTION

# THE GOALS

## **AWARENESS. RETENTION. LOYALTY.**

Priority and focus on Loyalty, Retention and Awareness. When needed be flexible.

## **LOOKING FOR THE NEXT GENERATION**

The average age in the Valley continues to remain. We need to find the next generation of visitors who will love, respect and embrace our Valley for the future.

## **ALWAYS ON APPROACH**

Show the breadth of this place to encourage people to spend more time and ultimately, more money.

## **STEWARDSHIP**

Spread out visitation across the year. Aligning the visitor to the experience, the season and the reason.

## **FUNDING**

Shifting our funding sources from 4 to 2 and ensuring a minimum dedicated amount to allow us to be "always on" and to plan long term for future challenges.

## **LONG-TERM PLAN**

We're eager to establish a north star that guides healthy business, economic vitality, diversity, quality of life, and the unique mountain culture

# THE IKON & MT COLLECTIVE PASSES

## OPPORTUNITIES

- New kids on the block
- New visitors that haven't been here before
- Better aligned skier/snowboarder and traveler than the Epic pass holder.
- Be ourselves
- Communicate
- Embrace the opportunity
- Make sure people know we're on the passes
- Inform riders what the closest mountains are



MOUNTAIN™  
COLLECTIVE

IKON  
— PASS —

NONSTOP FLIGHTS

# WINTER AIR SERVICE

- Extended flights to Chicago & Denver
- Aircraft upgrade from Alaska
- Additional seats serving Seattle
- Reduction in SLC service
- No longer offering diversion bussing



SLC >> SUN

- Year-round

SEA >> SUN

- Daily starting most of the winter

DEN >> SUN

- 1-3x a day most of the winter

LAX >> SUN

- Daily starting December 15

SFO >> SUN

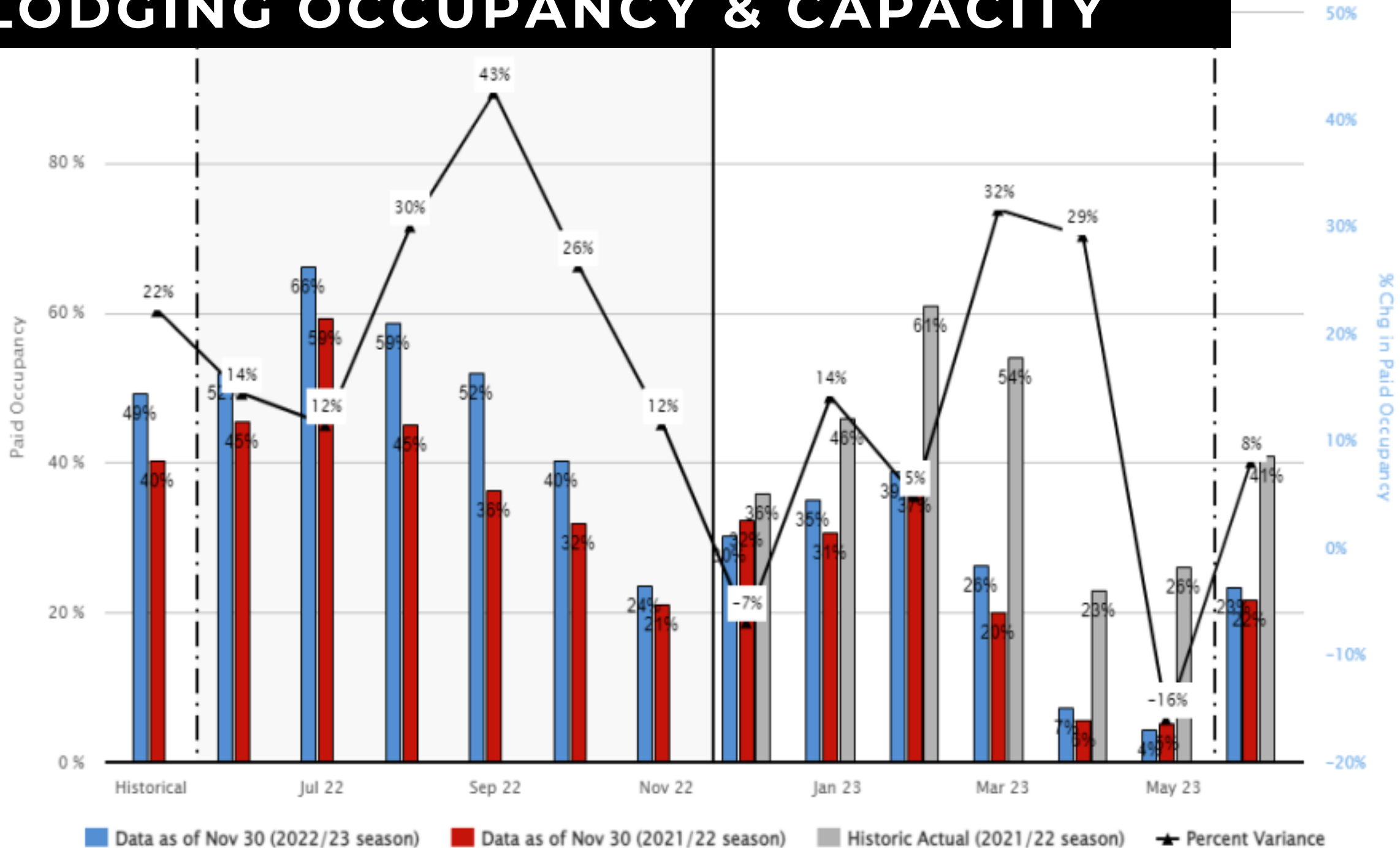
- Daily starting December 15

ORD >> SUN

- Starts Dec 14 with a mix of daily & 2x a week



# LODGING OCCUPANCY & CAPACITY





For winter, we are going back to our core sustainability focus:

**Finding the next  
generation of visitors who  
will love, respect and  
embrace our Valley.**

S H O R T - T E R M

# THE PLAN

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## IKON & MT. COLLECTIVE

- First time audience that we need to inform and educate.
- Refined targeting to pass holders with through a variety of digital advertising mediums including, video, radio, display, partnerships,

## PERSONA

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- Adventurers

## BEYOND THE MT.

- Telling the deeper stories about the area that present us as destination to be considered for a visit anytime of the year.
- Non-seasonal specific opportunities such as wellness, arts & culture, culinary, and the Central Idaho Dark Sky Reserve are a few touchpoints.

## PERSONAS

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- Health & Wellness
- Arts & Culture
- Couples
- Families

S H O R T - T E R M

# DESIRED ACTIONS

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We are looking to stoke enough interest for people to take the leap to trial us, everything follows from this. That said, we'll want to design a campaign that leverages our opportunities and is uses these types of measurement points.

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## CONSIDERATION

Getting new people to consider and learn more about our unique destination (e.g, interaction with our ads, media, stories, or site)

## TRIAL

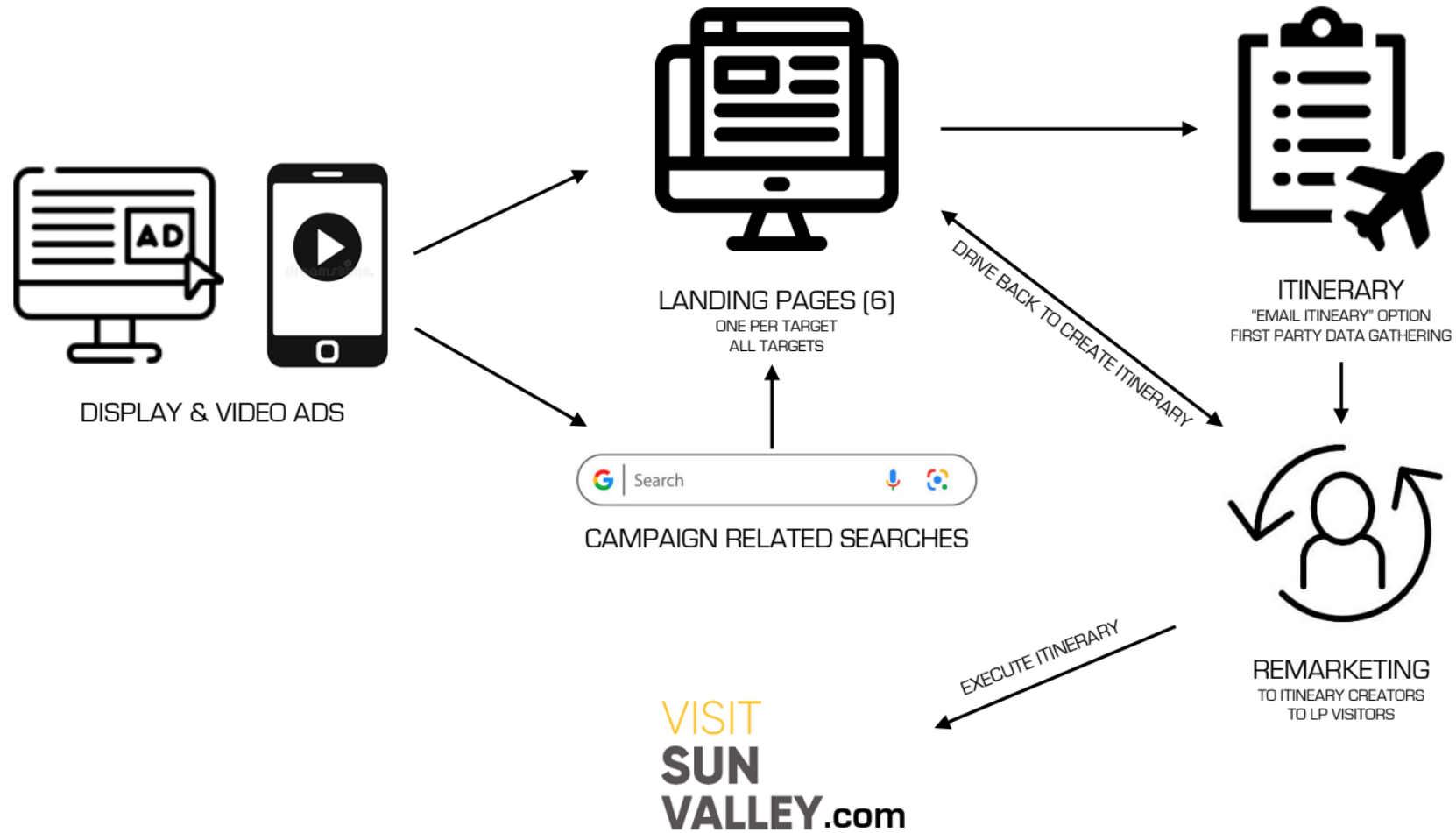
Using our site to plan and help with booking a trip (e.g., booking website actions)

## RENTENTION

Opting in to hear more from us after a visit or to expand on a planned visit or interacting with ongoing messaging (e.g., repeat visits, engagement with emails)

VISIBILITY

# THE CONSUMER JOURNEY



VISIBILITY

# WINTER OUTLETS

**ogury**

**YouTube**

**PRECISE TV**

**theTradeDesk**

**FlightAware**

UNITED

**Hemispheres**

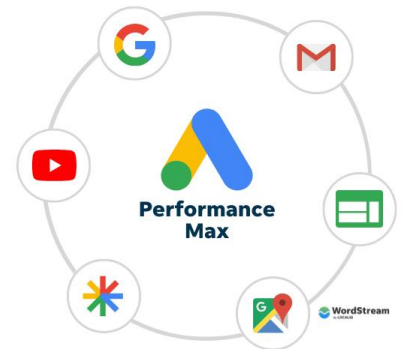
**OPENSNOW**

**FLIPBOARD**

EST. **AWA** 2017

**ACCIDENTALLY WES ANDERSON**

**Google Discover**



VISIBILITY

# CREATIVE SAMPLES

HEMISPHERES MAGAZINE



**SUN VALLEY** | **IDAHO**

**IS CALLING...**

Winter in Sun Valley, Idaho is unlike any mountain town out there. Sure, there's a myriad of trails similar to other destinations but it's the *feeling* that can't be replicated. The people, the pace, the essence, the culture, and the lack of FOMO are a few elements that you have to experience in Sun Valley, Idaho to truly get what it's all about. We won't try to explain it, but rather invite you to experience it for yourself first-hand.

 Fly nonstop from 6 major cities including Seattle, San Francisco, Los Angeles, Salt Lake City, Denver, & Chicago.  
[visitsunvalley.com](http://visitsunvalley.com)

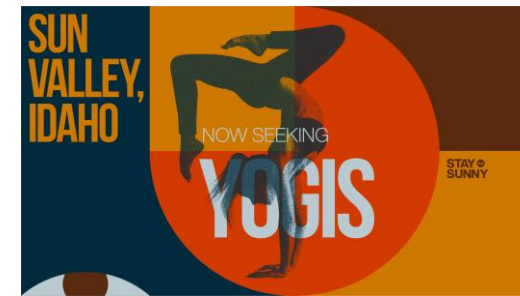
PERSONA ADS



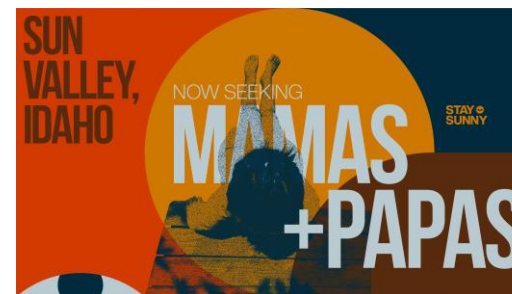
**SUN VALLEY, IDAHO** NOW SEEKING **RENEGADES** STAY @ SUNNY



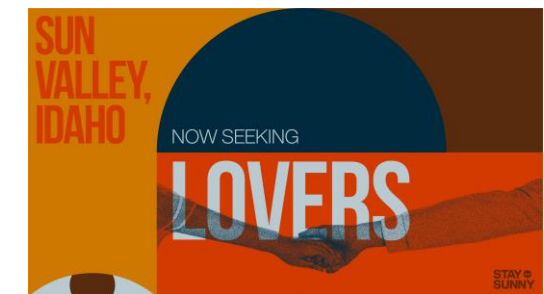
**SUN VALLEY, IDAHO** NOW SEEKING **WANDERERS** STAY @ SUNNY



**SUN VALLEY, IDAHO** NOW SEEKING **YOGIS** STAY @ SUNNY



**SUN VALLEY, IDAHO** NOW SEEKING **MAMAS + PAPAS** STAY @ SUNNY



**SUN VALLEY, IDAHO** NOW SEEKING **LOVERS** STAY @ SUNNY

VISIBILITY

**CREATIVE**

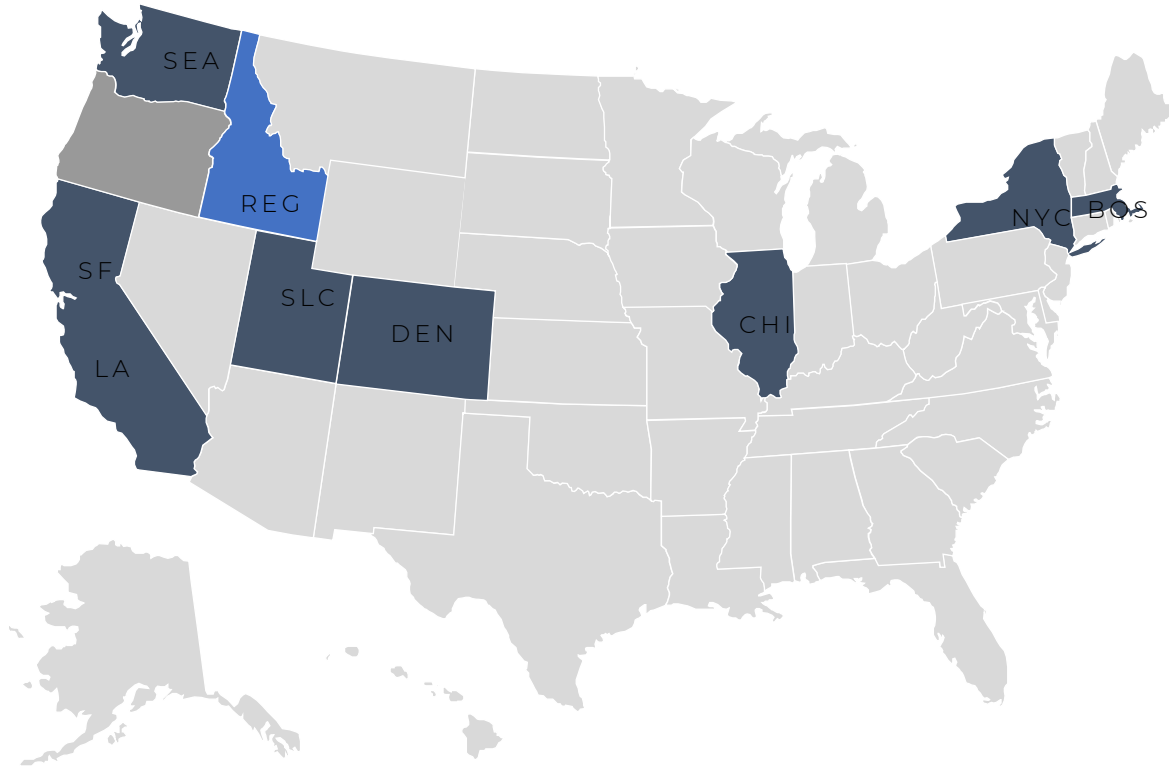
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WHERE WE LOOK

# Advertising by Market

We've overlaid our flight markets along with the highest skier location opportunities to build out our ideal target markets.



## Target Destinations

- Seattle
- San Francisco
- Los Angeles
- Salt Lake City
- Denver
- Chicago
- New York
- Boston
- Drive

THE POWER OF PR

# PR

**Telling the  
broad  
stories of  
the Sun  
Valley area**

## **MEDIA MISSIONS**

- Boise | November 3<sup>rd</sup>
- Seattle | November 18<sup>th</sup> – 19<sup>th</sup>
- Jackson Hole | January 17<sup>th</sup> – 20<sup>th</sup>

## **JOURNALIST HOSTING**

- Working in conjunction with local partners to host a variety of freelance journalists that write for publications ranging from NYT to Forbes.

S U M M E R   H A P P E N I N G S

# SUN VALLEY RESORT



# SunValley

## US ALPINE NATIONALS

When: April 2– 5, 2023

Who: Women & Men

What: slalom, giant slalom & super-g events

## LIFT UPGRADES

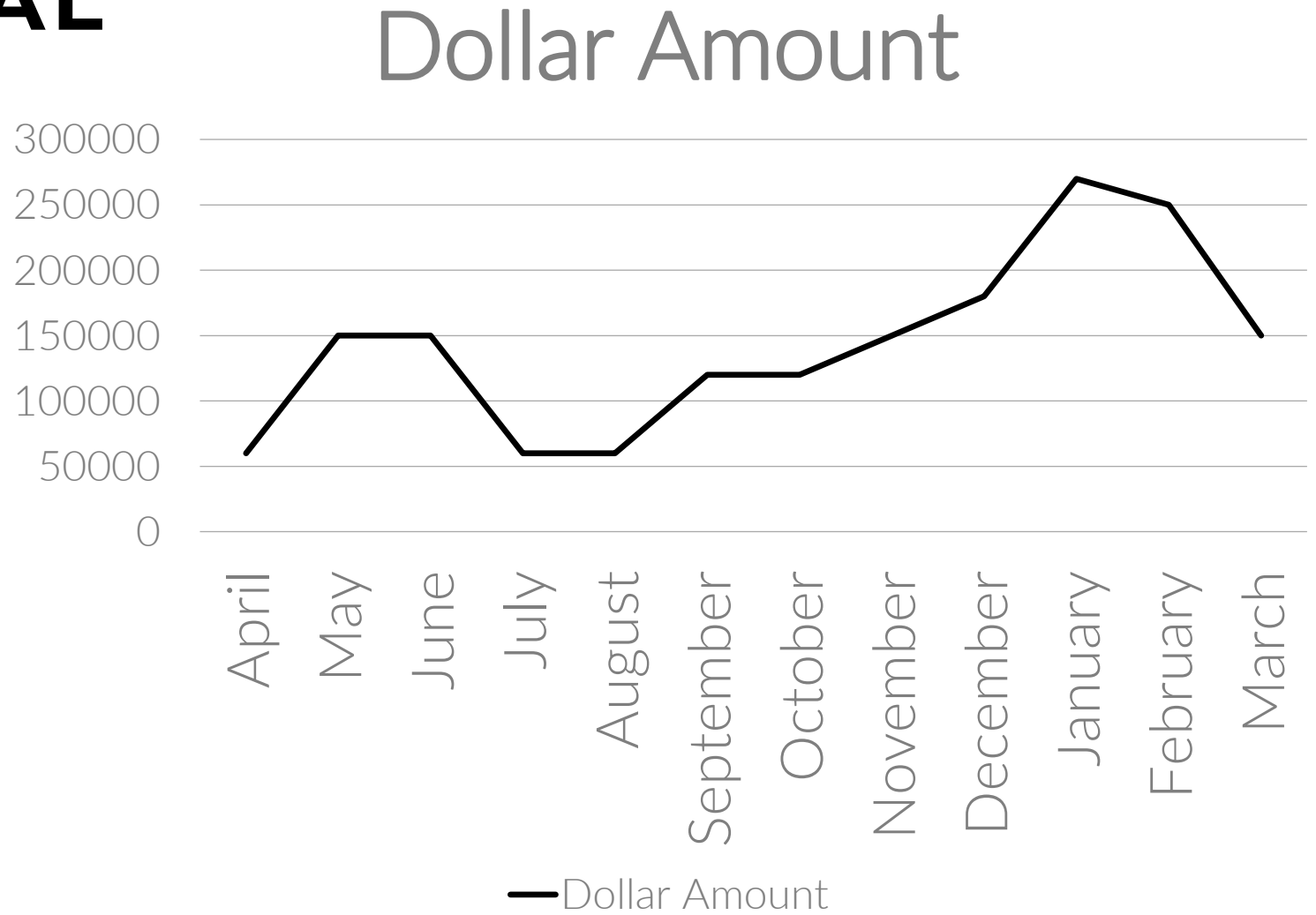
When: Spring 2023

Where: Warm Springs side of the hill

What: replacing the Challenger lift (adding mid-mountain station), new lift up Flying Squirrel.

\*Pending approval

# PROMOTIONAL SPEND FLOW



STAY SUNNY

# Visitor Management

## **Rewarding Good Behavior**

- “4 for the Good Ones.”
- “Friend Chip.”
- “Patience Pamphlet.”

## **Positive Messaging**

- Pre-crafted messages/ content for businesses to use.
- Working in conjunction with local partners providing a variety of messages on the coffee wrapper, napkins



two things

stay sunny

# STAY SUNNY IN ACTION



BOOTS ON THE GROUND

# VISITOR CENTER

NEW INFORMATION KIOSK!





# THANK YOU!

WE CAN'T DO IT WITHOUT YOU

## FUNDING PARTNERS

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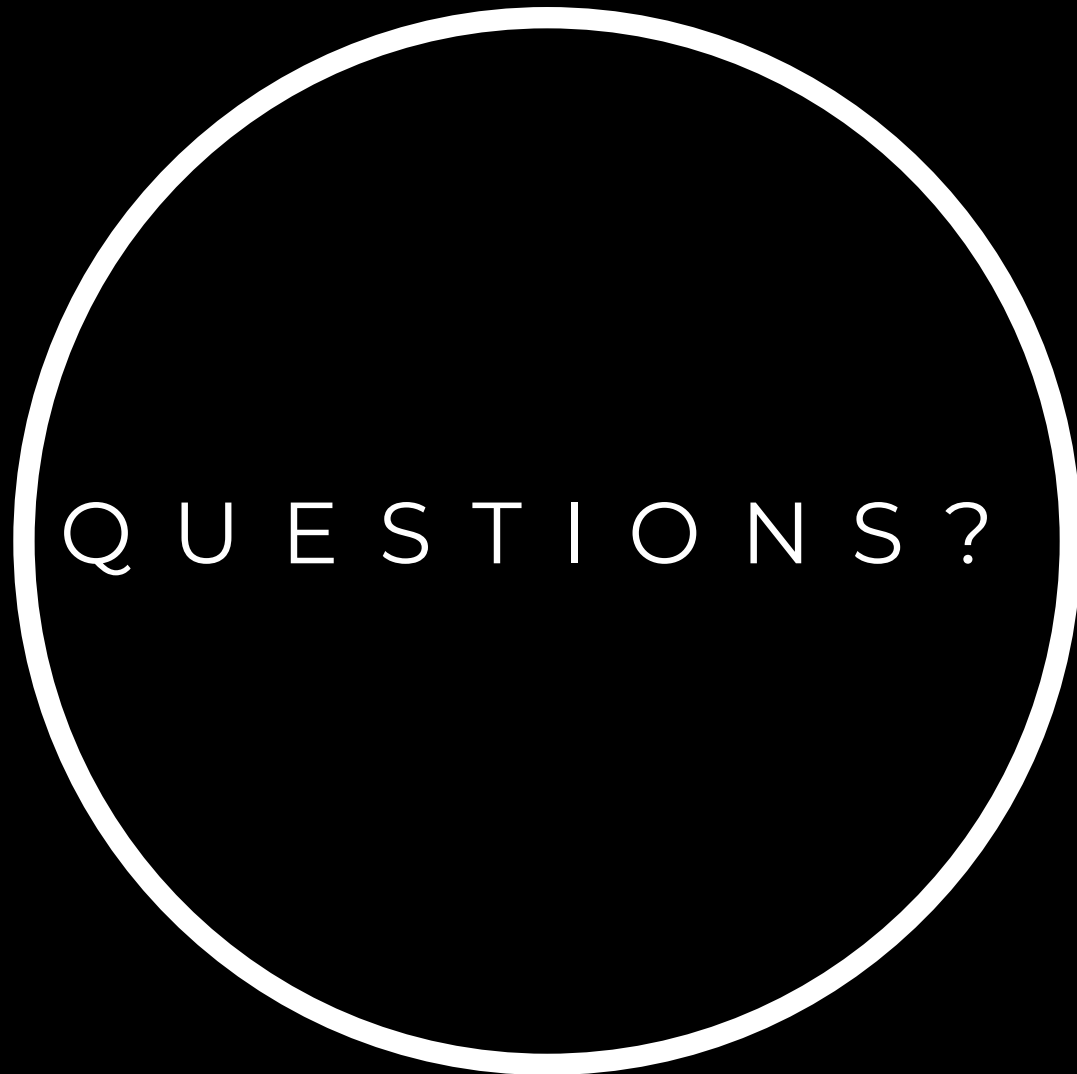


## COMMUNITY PARTNERS

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QUESTIONS?