AGENDA SUN VALLEY AIR SERVICE BOARD MEETING

Sun Valley City Hall 81 Elkhorn Road, Sun Valley, Idaho Wednesday, July 19, 2023 - 2:00 PM

Zoom Information

https://us02web.zoom.us/j/86932134043?pwd=NzVmNEhXNzh4dm4zcThJNURScEkydz09

Meeting ID: 869 3213 4043

Passcode: 086856 One tap mobile

+17193594580,,86932134043#,,,,*086856# US

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 May 10, 2023.
- 2. Receive and File Financials:
 - a. 1% Local Option Tax Report: April May, 2023 Months of Service.

ACTIONS/DISCUSSIONS/PRESENTATIONS

- 3. Authorization for Payment of Bills on-hand through July 14, 2023 (action item)
- 4. Discussion on FY2023 Budget Amendment and FY2024 Budget (action item)
- 5. Fly Sun Valley Alliance Air Service update.
- 6. Sun Valley Tourism Alliance update.

ADJOURNMENT

Sun Valley Air Service Board Meeting Minutes Wednesday, May 10, 2023 Ketchum City Hall 191 5th Street W, Ketchum, Idaho

Present: Neil Bradshaw—Mayor, City of Ketchum

Muffy Davis—Blaine County Commissioner Peter Hendricks—Mayor, City of Sun Valley

Martha Burke—Mayor, City of Hailey (arrived 2:04:15pm)

Call to order by Neil Bradshaw. <u>2:01:52 PM</u> <u>2:02:37 PM</u> Move to approve consent agenda by Hendricks, seconded by Bradshaw, motion approved unanimously.

ACTION ITEMS:

- 3. Motion to approve bills by Hendricks, seconded by Bradshaw, motion passed unanimously. $2:03:30\ PM$
- 4. Fly Sun Valley Alliance Air Service Update

Presented by: Carol Waller with Fly Sun Valley Alliance. 2:04:07 PM

5. Sun Valley Tourism Alliance update - no update

Mayor Bradshaw reminded the Board of the upcoming vote, and the possibility of a special meeting scheduled after the election to02:05:34 PM

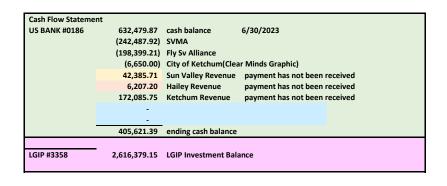
2:05:56 PM Hendricks makes a motion to adjourn, Burke seconds motion passed.

Meeting adjourned at 2:06 PM.

	Neil Bradshaw – Chair
Peter M. Hendricks, Secretary/Treasurer	

MOS			1% LOT Contribution			E	xpenses		
1% LOT	1% LOT						Communities' Direct	SVASB Adminsitrative	
Generated	Received		Sun Valley	Ketchum	Hailey	TOTAL	Costs	Fees	Funds for Contracts
				-					
Oct-22	Dec-22		56,018.60	191,688.62	10,519.42	258,226.64	(6,738.13)	(450.00)	251,038.51
Nov-22	Jan-23		43,721.66	201,664.55	5,814.28	251,200.49	(7,757.58)	(450.00)	242,992.91
Dec-22	Feb-23		137,785.76	435,061.72	12,794.53	585,642.01	(6,849.61)	(450.00)	578,342.40
Jan-23	Mar-23		100,889.40	302,992.62	20,252.25	424,134.27	(7,215.04)	(450.00)	416,469.23
Feb-23	Apr-23		103,553.38	328,451.19	17,469.82	449,474.39	(7,078.70)	(450.00)	441,945.69
Mar-23	May-23		116,995.65	301,963.20	15,013.64	433,972.49	(6,958.35)	(450.00)	426,564.14
Apr-23	Jun-23		44,149.06	176,734.74	6,779.56	227,663.36	(6,554.88)	(450.00)	220,658.48
May-23	Jul-23		43,085.71	177,608.43	6,527.02	227,221.16	(6,542.50)	(450.00)	220,228.66
Jun-23	Aug-23		-	-	-	-	-	-	-
Jul-23	Sep-23		-	-	-	-	-	-	-
Aug-23	Oct-23		-	-	-	-	-	-	-
Sep-23	Nov-23		-	-	-	-	-	-	-
		Total	646,199.22	2,116,165.07	95,170.52	2,857,534.81	(55,694.79)	(3,600.00)	2,798,240.02

	Fly SV Alliance					SVMA						
			FY2022	Budget	1,400,000			FY2022	Budget	1,689,110		
				Remaining	140,792	10%			Remaining	150,078	9%	
MOS 1% LOT	1% LOT	Funds for	% of Available					% of Available Funds				
Generated	Received	Contracts	Funds Owed	Funds for Contract	Invoiced Amount	Paid	Check	Owed	Funds for Contract	Invoiced Amount	Paid	Check
Oct-22	Dec-22	251,038.51	45%	112,967.33				55%	138,071.18			
Nov-22	Jan-23	242,992.91	45%	109,346.81	222,314.14			55%	133,646.10	271,717.28		
Dec-22	Feb-23	578,342.40	45%	260,254.08				55%	318,088.32			
Jan-23	Mar-23	416,469.23	45%	187,411.15	447,665.23			55%	229,058.08	547,146.40		
Feb-23	Apr-23	441,945.69	45%	198,875.56				55%	243,070.13			
Mar-23	May-23	426,564.14	45%	191,953.86	390,829.42			55%	234,610.28	477,680.41		
Apr-23	Jun-23	220,658.48	45%	99,296.32				55%	121,362.16			
May-23	Jul-23	220,228.66	45%	99,102.90	198,399.21			55%	121,125.76	242,487.92		
Jun-23	Aug-23	0.00	45%	-				55%	-			
Jul-23	Sep-23	0.00	45%	-				55%	-			
Aug-23	Oct-23	0.00	45%	-				55%	-			
Sep-23		0.00	45%	-				55%	-			
,		Total		1,259,208.01	1,259,208.01	-			1,539,032.01	1,539,032.01	0.00	



SUN VALLEY AIR SERVICE BOARD INVOICES TO BE PAID

Through: July 19, 2023

Vendor	Date	Invoice #	Description	Amoun	t
Fly Sun Valley Alliance	4/30/2023	2	290 1% LOT - April 2023 collections (June services)		99,296.33
Fly Sun Valley Alliance	5/31/2023	2	291 1% LOT - May 2023 collections (July services)		99,102.90
Sun Valley Tourism Alliance dba Visit					
Sun Valley	7/1/2023	17	700 1% LOT - April 2023 collections (June services)		121,362.16
Sun Valley Tourism Alliance dba Visit					
Sun Valley	7/1/2023	17	701 1% Lot - May 2023 collections (June services)		121,125.76
			Reimbursement to City of Ketchum for paying Clearminds		
			Graphic, Invoices 5698 and 5697- SVASB Website Design &		
City of Ketchum	6/5/2023	67	763 Development		\$6,650.00
			Total Invoices to be paid:	\$	447,537.15

Fly Sun Valley Alliance Inc.

PO Box 6316 Ketchum, ID 83340

Invoice

Date	Invoice #
4/30/2023	290

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

P.O. No.	Terms	Project
	Due on receipt	

	1	<u> </u>		 	
Quantity	Description		Rate		Amount
	1% LOT - April 2023 collections – June 2023 FSVA serv	99,	296.33	99,296.33	
	1		<u>'</u>		
			Total		\$99,296.33
<u> </u>					



FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD JUNE 2023

AIR SERVICE

AIR SERVICE DEVELOPMENT

- Reviewed/monitored/analyzed SUN weekly flight booking reports, monthly airline performance reports
- Ongoing research/analysis of seat, enplanements, load factors, fares for SUN and other markets
- Ongoing communication & meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Confirmed changes to 2023 summer/fall air service schedule with airlines
- Continued working with airlines on FY24 air service schedules winter focus
- Prepared materials for Air Service Board reports, invoices, other. Attended meetings as needed.
- Worked with VSV and other partners on air service marketing planning efforts
- Continued work on updating strategic plan for FY24 26

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Updated 2023 summer/fall air service schedule published on website, shared with partners
- Provided information via monthly FSVA Enews, social media channels, website
- Created/coordinated/executed ongoing FSVA/FMA joint local public outreach campaign
- Created/executed ongoing FSVA local marketing & PR for air service (print, digital)
- Attended regular meetings of FMAA board, VSV board, Blaine County Economic Business Group, and other community/stakeholder meetings
- Provided information regarding air service to inquiries from local and other travelers

RESEARCH/OTHER

- Finalized and implemented 2023 summer air passenger survey via SUN airport Wifi to begin June 12
- Continued compiling/tracking relevant news and comparative data and information on air service

Fly Sun Valley Alliance Inc.

PO Box 6316 Ketchum, ID 83340

Invoice

Date	Invoice #
5/31/2023	291

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

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	-	Rate	Amount
	1% LOT - May 2023 collections – July 2023 FSVA service	99,10	99,102.90	
	1			L
			Total	\$99,102.90



FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD JULY 2023

AIR SERVICE

AIR SERVICE DEVELOPMENT

- Reviewed/monitored/analyzed SUN weekly flight booking reports, monthly airline performance reports
- Ongoing research/analysis of seat, enplanements, load factors, fares for SUN and other markets
- Ongoing communication & meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Continued working with airlines on FY24 air service schedules/contracts winter focus
- Prepared materials for Air Service Board reports, invoices, other. Attended meetings as needed.
- Worked with VSV and other partners on air service marketing planning efforts
- Continued work on updating strategic plan for FY24 26

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews, social media channels, website
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- Attended regular meetings of FMAA board, VSV board, Blaine County Economic Business Group, and other community/stakeholder meetings
- Provided information regarding air service to inquiries from local and other travelers

RESEARCH/OTHER

- Finalized and implemented 2023 summer air passenger survey via SUN airport Wifi was set to begin in June but WIFI at airport has issues and cannot work with survey yet hope to get fixed this month
- Continued compiling/tracking relevant news and comparative data and information on air service

Sun Valley Tourism Alliance dba Visit Sun Valley

PO Box 4934 Ketchum, ID 83340 US 208-725-2104

jessica@visitsunvalley.com

www.visitsunvalley.com

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

Invoice



INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1700	07/01/2023	\$121,362.16	07/15/2023	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing April 2023	1	121,362.16	121,362.16

BALANCE DUE

\$121,362.16

Sun Valley Tourism Alliance dba Visit Sun Valley

PO Box 4934 Ketchum, ID 83340 US 208-725-2104

jessica@visitsunvalley.com

www.visitsunvalley.com

Air Service Board
PO Box 3801
Ketchum, ID 83340





INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1701	07/01/2023	\$121,125.76	07/15/2023	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing May 2023	1	121,125.76	121,125.76

BALANCE DUE

\$121,125.76



Sun Valley Air Service Board July 2023 Executive Summary / April-23'- May 23'

May and June can be a gamble here in Sun Valley. We may see dry, 80° temperatures setting the stage for a lengthy fire season, we might have a consistent flow of precipitation and cool temperatures delaying the feeling of summer and bringing the threat of flooding, or it could simply be picture perfect. This year, we've seen the precipitous side of things that has left summer close but still out of reach. These cool early conditions coupled with the leftover heavy winter snowpacks has kept the trail-goers, fishing folk, and water sports enthusiasts patiently waiting for the summer transition.

The slow start to summer has in turn pushed back the arrival of the seasonal crowds. We saw a -10% decrease year over year in paid lodging occupancy this year and the booking pace for the rest of the summer is also lagging to 2022. The 4th of July week is one particularly soft window during what would normally be a near maximum capacity time. The Allen & Company conference has been pushed back a week this year and ultimately left a void or an opportunity depending on how you look at it, for individual travelers to fill. August also looks relatively quiet time, likely due to fears of fire season.

There is slightly different story from the air service side of things. Air bookings have shown consistent strength over the last several months for the arrivals in this summer. This is coupled with early flight service and an increase in seats. We believe that the discrepancy between lodging bookings and flight bookings correlates to friends, family, and second homeowners still showing interest and loyalty with their summer Sun Valley visits.

A softer than normal summer could be a welcome reprieve for some and a hit to the bottom line for others. To ensure that we don't slip out of the summer mountain town consideration set, we have put together a summer media plan that aims to target the audiences that we don't anticipate showing up automatically this summer. As a reminder, our summer budget is significantly less that our winter budget due to the seasonal variances in visitor numbers.

From the political side of things, we're proud to celebrate the passing of the 1% for Housing & Air in all three cities. The Campaign Committee did an incredible job with creating awareness and securing the super majority vote. Big thanks to everyone who took time to educate, share, listen, and support the campaign initiative.

2 Tourism Indicators

Lodging Occupancy

2022		2023		% Change
January	46.49%	January	53%	30%
February	61.27%	February	66%	8%
March	53.74%	March	53%	-1%
April	23.05%	April	25%	9%
May	26.16%	May	24%	-10%
June	52.04%	June		
July	66.22%	July		
August	59.00%	August		



September	51.92%	September	
October	40.39%	October	
November	23.53%	November	
December	39.47%	December	

Enplanements

2022		2023		% Change M.O.M.	Running total % Change
January	11,945	January	12,060	87%	35%
February	11,483	February	12,242	2%	22%
March	12,396	March	13,533	11%	18%
April	2,658	April	6,235	-54%	19%
May	2,030	May			
June	8,090	June			
July	12,312	July			
August	12,428	August			
September	8,706	September			
October	6,385	October			
November	5,159	November			
December	8,901	December			

^{*}Note: Friedman Memorial airport was closed for a significant amount of time in May.

Social Media

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

As the State of Idaho and many other states have chosen banned TikTok on company issued devices, we have stepped away from any paid promotions on the platform. We will continue to maintain our current audience and organically post as necessary.

Touchpoints

- Continual content building and distribution of Visit Sun Valley Facebook page & Instagram account
- Internally composed, updated/edited and distributed a variety of blog pieces including:
 - o 24hrs with a Local: Designer/Builder/Sculptor Wes Walsworth
 - o Not to Miss Arts & Culture Events This Summer
 - What We're Made Of Decked



- o 4th of July Week in Sun Valley 2023
- o Visit Sun Valley, Sustainably

Looking forward:

- Pushing out more blogs to encourage and shape summer travel including, Visit Sun Valley Sustainably, How to make Sun Valley your Dirtbag Paradise this Summer, and The Unexpected side of Sun Valley (10 things you haven't tried)
- Partnering with events on Facebook
- Increasing posting on the Stay Sunny Instagram to connect with new visitors

Promotions

Winter advertising has reached the end of its cycle. Deliverables include video, audio, and display elements. We are beginning to see some fatigue with usage of the same videos over and over.

Summer Outlets Include:

- Orgury (video)
- The Trade Desk (video)
- o Precise TV (video)
- YouTube (video)
- Google PMAX (all assets)
- Google Display (display)
- Google Discover (all assets)
- Flight Aware (display)

PR

We are actively pursuing HARO leads and have pitched the following stories:

- Well + Good / Amelia McBride | E-intro on Sun Valley and info on Cassie Abel (Wild Rye) and Rebecca Rusch (Rebecca's Private Idaho)
- Bloomberg Pursuits / Mark Ellwood | Human interest story / <u>travel advice</u> pitch focused on Luis Alberto Lecanda (Silicon Valley Engineer Turned Sun Valley Nordic Skier)
- Matador Network / Suzie Dundas | Unique Stays / a low-key stay at Galena Lodge
- NYT List | Visit Here: The small-town Idaho library preserving Hemingway's legacy
- Sunset Magazine / Krista Simmons | <u>Insider guide</u> / Cassie Abel or Brett Stevenson for a Sun Valley Insider Guide profile
- Travel + Leisure / Becca Blond | pitched four Wild Rye basics for an article on best outdoor clothes for an African safari (included messaging about Sun Valley-based business and Cassie's outdoor industry cred)
- TravelPulse / Mia Taylor | pitched Sun Valley hotel offers for story on summer travel deals.



We have pushed lodging specials from the local entities to the regional media to see if we can pick-up any coverage there.

We have partnered with the local lodging properties to host a variety of journalists including:

- Limelight Hotel | Dark Skies + Sun Valley Media FAM
- Sun Valley Resort | Departures

Our messaging with publications seeks to explore the broader stories and activities found in the area.

Sun Valley Mentions & Features

- Travel Pulse | 20 Hot Hotel Deals for Summer Travel
- Outside Online | These 10 Places Have the Darkest Skies in the U.S. for Stargazing
- Cowboys & Indians | Step Into the West Top 30 Destinations of the American West
- Financial Times | Demi Moore's Guide to Sun Valley
- Powder | Look: Ski Resort Detonates Explosives To Build Continent's Longest Lift

Stay Sunny

The Stay Sunny messaging and assets continue to be a part of our daily conversations, especially during the peak travel time. We have several winter items that we have or are currently reworking including buffs, ski straps, "4 of the Good Ones" beer partnership with Warfield, collapsible water bottles, bike bells and Friendchip partners.

Kendall coordinating with the BCRD and Wild Rye to give out bike bells during the Bike to Work/School day.

We once again contributed custom golf balls and pencils to the Ketchum Wide Open.

We will continue to offer the following assets this summer

- The Friend Chip
- Collapsible water bottles
- Bike Bells
- The Patience Pamphlet
- Stay Sunny swag including t-shirts, stickers, and patches
- Bus wraps
- Coasters, coffee sleeves & napkins



Visitor Center

After a very quiet month of April, in-person interactions at the Visitor Center are ramping up as we get closer to summer. Outdoor activity offerings continue to open slowly. We continue to monitor updates on trails' conditions, and possible flooding in the area. Excitement for outdoor activities is in the air.

- Spring Hours of Operation are 9am 5 daily.
- Visitors Stats:
 - May
 - 783 visitors vs 542 in 2022 = 44%
 - 258 Inbound calls vs 254 in 2022 = 2%
 - 41 email/chat conversations vs 64 in 2022 = 36%
- Frequently Asked Questions
 - Hiking Trails
 - Fishing
 - o Sawtooth Botanical Garden
 - o Things to do
 - Dining recommendations

Community/ Administration and Finance

- Attended Meetings
 - Lodging Association Meeting bi-weekly
 - 'Long Term Recovery Committee' Meetings
 - Fly Sun Valley Alliance Board Meetings bi-monthly
 - Air Service Board Meetings bi-monthly
 - DestiMetrics DMO Roundtables monthly
 - VSV Advisory Committee meeting bi-monthly
 - Outdoor Recreation Group summer & winter season
 - Sun Valley Economic Development Board meeting bi-monthly
 - o Idaho Travel Council meeting



CITY OF KETCHUM

P.O. Box 2315 Ketchum ID 83340 Phone: (208) 726-3841 Fax: (208) 727-5070

INVOICE

Date	Number	Page
06/05/2023	6763	1

Bill To: SUN VALLEY AIR SERVICE BOARD

PO BOX 3801

KETCHUM ID 83340

Customer No. 438

Project:

Terms: Due Upon Receipt

Invoice Due Date: 06/05/2023

Quantity	Description	Unit Price	Net Amount
1	CLEARMINDS GRAPHIC #5698 & 5697	6,650.00	6,650.00
https://www.k	Please remit payment via: etchumidaho.org/administration/page/online-payments	Amount	6,650.00
	OR City of Ketchum PO Box 2315 Ketchum, ID 83340	Balance Due	6,650.00

Clear Mind Graphics

PO Box 5748 Hailey, ID 83333 (208)788-0729 accounting@clearmind graphics.com



Invoice 5698

Nancy Flannigan
Sun Valley Air Service
Board

DATE 07/01/2023 PLEASE PAY **\$3,550.00**

DUE DATE 07/31/2023

ACTIVITY	QTY RATE	AMOUNT
Sales:Website Hosting Annual rate for website hosting.	1 850.00	850.00
Website Design & Development:WordPress Security Updates Monthly fees for WordPress security maintenance including Plugin Updates, Daily Website backups and SSL security ticket (required by Google)	12 225.00	2,700.00

TOTAL DUE

\$3,550.00

THANK YOU.

61-4150-4200

Bris WASB for reinturners.

Clear Mind Graphics

PO Box 5748 Hailey, ID 83333 (208) 788-0729 accounting@clearmind graphics.com



Invoice 5697

BILL TO Sun Valley Air Service Board Nancy Flannigan &

Lisa Enourato

DATE 06/01/2023 PLEASE PAY \$3,100.00

DUE DATE 06/16/2023

ACTIVITY

QTY

RATE

AMOUNT

Website Design & Development: Website Design New Website Project for svairserviceboard.org

Total Project Cost: \$6,200 PAID 50% Deposit to start project - April 7, 2023 Final Payment when Interactive link delivered on May 8, 2023

1 3.100.00

3,100.00

TOTAL DUE

\$3,100.00

THANK YOU.

01-4150-4200

Brie SVASB for Kemburevert