

AGENDA
SUN VALLEY AIR SERVICE BOARD MEETING
Ketchum City Hall
191 5th Street West, Ketchum, Idaho
Wednesday, May 10, 2023 - 2:00 PM

Zoom Information

<https://ketchumidaho-org.zoom.us/j/86848182542>

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT

REMARKS FROM THE CHAIR

REMARKS FROM THE BOARD

CONSENT AGENDA (action item). *All items listed under the Consent Agenda will be approved in one motion without discussion unless any Board Member requests that the item be removed for individual discussion and possible action.*

1. Approval of Sun Valley Air Service Board Meeting Minutes from March 15, 2023.
2. Receive and File Financials:
 - a. 1% Local Option Tax Report: February – March, 2023 Months of Service.

ACTIONS/DISCUSSIONS/PRESENTATIONS

3. Authorization for Payment of Bills on-hand through May 5, 2023. (action item)
4. Fly Sun Valley Alliance Air Service update.
5. Sun Valley Tourism Alliance update.

ADJOURNMENT

Please Note: The agenda is subject to revisions. Any person in need of assistance to attend or participate should contact Sun Valley City Hall prior to the meeting. Air Service Board Packets are online at www.haileycityhall.org; www.sunvalleyidaho.gov; and www.ketchumidaho.org.

**Sun Valley Air Service Board
Meeting Minutes
March 15, 2023
Hailey City Hall Meeting Room 2 pm**

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

Staff Present: Hailey – Lisa Horowitz

Greg Foley and Jade Riley are joining remotely

Call to order by Neil Bradshaw.

[2:01:05 PM](#) **Move to approve consent agenda by Hendricks, seconded by Burke, motion approved unanimously.**

[2:01:46 PM](#) **Motion to approve bills by Burke, seconded by Hendricks, motion passed unanimously.**

[2:01:58 PM](#) discussion of contracts

[2:02:35 PM](#) **Motion to approve contracts as presented #6 direct chair to sign revised contracts by Hendricks, Burke seconds. Motion passed unanimously.**

#7 [2:03:40 PM](#) Carol Waller with Fly Sun Valley Alliance, don't have Feb. stats; Jan. was up even with decrease in seats. Has been a good season. Finalizing summer / winter schedule for next year. Upcoming local option tax for May elections in cities. Hendricks, asks about diversions, Waller, minimal diversions this year.

[2:06:30 PM](#) Scott Fortner, with Visit Sun Valley gives some stats, strong season. Down about 5% on books looking forward. March – Aug down about 10% compared to last year. Seeing 32 – 35% coming to visit friends and family. In walk ins to visitor center over 1000, people more comfortable on heels of covid last winter. Shift in Allen and Co. moving, 2nd week in July. Opportunity to have some fill in that first week of July.

[2:11:02 PM](#) **Burke makes a motion to adjourn, Hendricks seconds motion passed.**

MOS		1% LOT Contribution				Expenses		Funds for Contracts
1% LOT Generated	1% LOT Received	Sun Valley	Ketchum	Hailey	TOTAL	Communities' Direct Costs	SVASB Administrative Fees	
Oct-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	-	-	-	-	-	-	-
May-23	Jul-23	-	-	-	-	-	-	-
Jun-23	Aug-23	-	-	-	-	-	-	-
Jul-23	Sep-23	-	-	-	-	-	-	-
Aug-23	Oct-23	-	-	-	-	-	-	-
Sep-23	Nov-23	-	-	-	-	-	-	-
Total		558,964.45	1,761,821.90	81,863.94	2,402,650.29	(42,597.41)	(2,700.00)	2,357,352.88

Fly SV Alliance								SVMA				
FY2022		Budget Remaining	1,400,000	339,191	24%			FY2022	Budget Remaining	1,689,110	392,566	23%
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	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	0.00	45%	-				55%	-			
May-23	Jul-23	0.00	45%	-				55%	-			
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	Nov-23	0.00	45%	-				55%	-			
Total				1,060,808.80	1,060,808.80	-			1,296,544.08	1,296,544.08	0.00	

Cash Flow Statement			
856,707.08	cash balance	4/30/2023	
(477,680.41)	SVMA		
(390,829.42)	Fly Sv Alliance		
(3,420.00)	City of Ketchum		
116,295.65	Sun Valley Revenue	payment has not been received	
14,277.97	Hailey Revenue	payment has not been received	
296,440.52	Ketchum Revenue	payment has not been received	
-			
-			
411,791.39	ending cash balance		
LGIP #3358			
2,582,863.57	LGIP Investment Balance		

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

Through: May 8, 2023

Vendor	Date	Invoice #	Description	Amount
Fly Sun Valley Alliance	2/28/2023	287	1% LOT - February 2023 collections (April services)	198,875.56
Fly Sun Valley Alliance	3/31/2023	288	1% LOT - March 2023 collections (May services)	191,953.86
Visit Sun Valley	5/5/2023	1515	1% LOT - February 2023 collections (April services)	243,070.13
Visit Sun Valley	5/8/2023	1526	1% Lot - March 2023 collections (May services)	234,610.28
White Peterson	3/31/2023	156065	Review of Joint Powers Agreement	\$420.00
City of Ketchum	4/10/2023	6516	Reimbursement to City of Ketchum for paying the deposit to Clear Mind Graphics - SVASB Website Design & Development	\$3,420.00
			Total Invoices to be paid:	<u>\$ 872,349.83</u>

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
2/28/2023	287

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

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT - Feb 2023 collections – April 2023 FSVA services	198,875.56	198,875.56
		Total	\$198,875.56



FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD

APRIL 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
- Finalized negotiations for UA summer/fall air service schedule and contract
- 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 strategic plan implementation – began work on updating strategic plan
- Compiled and provided data and education information on air service efforts

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Created and distributed 2023 summer/fall air service schedule
- 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

- Continued implementation of 2022-23 winter air passenger survey via SUN airport Wifi
- Continued compiling/tracking relevant news and comparative data and information on air service

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
3/31/2023	288

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

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT - March 2023 collections – May 2023 FSVA services	191,953.86	191,953.86
		Total	\$191,953.86



FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD

MAY 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
- Began working/planning with airlines re FY24 air service schedules
- 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
- Provided data and educational information on air service efforts

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- 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

- Began work on 2023 summer air passenger survey via SUN airport Wifi – to begin June 1
- 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

Invoice



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

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1515	05/05/2023	\$243,070.13	06/01/2023	Due on receipt	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing Feb 2023	1	243,070.13	243,070.13

BALANCE DUE

\$243,070.13

Sun Valley Tourism Alliance dba Visit Sun Valley
PO Box 4934
Ketchum, ID 83340 US
208-725-2104
jessica@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
1523	05/08/2023	\$234,610.28	05/23/2023	Net 15	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing March 2023	1	234,610.28	234,610.28

BALANCE DUE

\$234,610.28

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visit sun valley | 160 sun valley rd, ketchum, id 83340 | 208.725.2101

Executive Summary

Spring, is that you? Slack, are you back? Things are starting to feel a bit back to normal as we enter May. The snow has finally dissipated throughout most of the Valley floor and the transition to vibrant greenery is just around the corner. Town has the air of a groggy late afternoon nap. The clean-up from a deep winter has begun and we're waiting on the edge of our seats to see what the spring runoff holds from a flooding perspective. Soon, we'll be gearing up for the throes of our busiest season of the year.

Early indicators from hotel and flight bookings point to a relatively normal start to the summer. There is some hesitancy for further advanced bookings. Economic woes, inflation, interest in international travel, and a delayed start to summer are all potential headwinds that we are paying close attention to.

The summer nonstop flight schedule is a robust one with daily nonstop flights from Seattle ramping up earlier this year. We'll have routes from all of our 6 major cities throughout the summer. To match the air schedule, the events calendar is chocked full of programming. We're optimistic that the greenery, access, and multitude of offerings will bring repeat visitors, friends and family, second homeowners, and a myriad of newcomers.

Our current laser focus lies on renewal of the 1% Local Option Tax vote. The absentee ballot request deadline has come and gone, early voting is open and the big voting day will take place on May 16th. The Housing Coalition has been actively reaching out on a myriad of fronts ranging from public forums to letters to the editor. The community at large seems to show interest in supporting the housing initiatives and a willingness to agree to the accompanying 0.5% contribution to air service. We'll be holding our breath to see what the ultimate outcome will be. Now is the time to tell your friends and coworkers to take the time to get out and vote if they haven't already.

Last but not least, we are working on a nimble marketing campaign for the summer. The promotion of the air service routes and leveraging the activities and things to do beyond the usual outdoor recreation opportunities will drive our efforts this summer. We're looking forward to embracing the mentality of coming for the winter and staying for the summer.

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Tourism Indicators

Lodging Occupancy

<u>2022</u>		<u>2023</u>		<u>% Change</u>
January	46.49%	January	53%	30%
February	61.27%	February	66%	8%
March	53.74%	March	53%	-1%
April	23.05%	April		
May	26.16%	May		
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		

Lodging ADR

<u>2022</u>		<u>2023</u>		<u>% Change</u>
January	\$306	January	\$325.92	7%
February	\$357	February	\$381.35	7%
March	\$320	March	\$327.47	2%
April	\$193	April		
May	\$187	May		
June	\$307	June		
July	\$425	July		
August	\$36	August		
September	\$294	September		
October	\$228	October		
November	\$195	November		
December	\$457	December		

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Organic Web Sessions

<u>2022</u>		<u>2023</u>		<u>% Change</u>
January	32,937	January	37,066	13%
February	31,187	February	31,952	2%
March	28,060	March	29,473	5%
April	19,164	April	17,406	-9%
May	21,098	May		
June	32,735	June		
July	45,950	July		
August	45,503	August		
September	23,712	September		
October	20,236	October		
November	23,429	November		
December	34,628	December		

Average Organic Web Session Duration

<u>2022</u>		<u>2023</u>		<u>% Change</u>
January	1:28	January	1:29	1%
February	1:36	February	1:29	-7%
March	1:35	March	1:25	-11%
April	1:28	April	1:36	9%
May	1:36	May		
June	1:46	June		
July	1:37	July		
August	1:11	August		
September	1:28	September		
October	1:24	October		
November	1:33	November		
December	1:25	December		

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Facebook Followers

<u>2022</u>		<u>% Change Month over Month</u>	<u>2023</u>		<u>% Change M.O.M.</u>
January	11,260	4%	January	11,437	1%
February	10,865	-4%	February	11,358	-1%
March	10,837	0%	March	11,351	0%
April	10,874	0%	April	11,364	0%
May	11,269	4%	May		
June	10,981	-3%	June		
July	11,324	3%	July		
August	11,346	0%	August		
September	11,233	-1%	September		
October	11,418	2%	October		
November	11,302	-1%	November		
December	11,306	0%	December		

Instagram Fans

<u>2022</u>		<u>2023</u>		<u>% Change</u>
January	20,300	January	21,000	0%
February	20,500	February	21,000	0%
March	20,600	March	21,000	0%
April	20,700	April	21,000	0%
May	20,600	May		
June	20,600	June		
July	20,600	July		
August	20,600	August		
September	20,600	September		
October	20,500	October		
November	20,700	November		
December	21,000	December		

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Enplanements

<u>2022</u>		<u>2023</u>		<u>% Change M.O.M.</u>	<u>Running total % Change</u>
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			
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.

General Aviation

<u>2022</u>		<u>2023</u>	<u>% Change</u>
January	2,250	1,986	-12%
February	2,362	2,237	-5%
March	2,376	1,971	-17%
April	748		
May	779		
June	2,580		
July	3,965		
August	3,286		
September	2,408		
October	2,236		
November	1,370		
December	1,851		

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Ketchum Local Option Tax

<u>2022</u>		<u>2023</u>		<u>% Change Month to Month</u>	<u>Running total % Change</u>
January	329,250	January	\$361,530.19	10%	10%
February	363,726	February	\$404,830.02	11%	11%
March	365,048	March	\$360,753.88	-1%	5%
April	208,397	April			
May	197,726	May			
June	310,735	June			
July	398,565	July			
August	360,027	August			
September	331,246	September			
October	222,885	October			
November	215,561	November			
December	410,805.14	December			

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:
 - [24hrs with a Local: Trailhead Bicycle Owners Kyle Wies and Andy Solomon](#)
 - [24hrs with a Local: Sawtooth Avalanche Center's Annie DeAngelo - April](#)
 - [24hrs in Sun Valley – March – Mike Curry](#)
 - [Racing 'round the World: Haley Cutler](#)
 - [The Ultimate College Ski Trip](#)
 - [24hrs in Sun Valley – February – Riley Berman](#)
 - [Boulder Mountain Tour – What Not To Miss](#)
 - [Sun Valley's Next Generation of Skiers & Snowboarders](#)
 - [Winter Tips for Visiting Sun Valley](#)

Performance:

- We are still seeing stronger engagement with Instagram Reels than Posts, but our views of Stories is up.
- To help promote events during this slack time we will be utilizing the Stories even more.
- Facebook engagement has dropped (-2%) but we have not been losing any followers
- Reposting and updating the [Maximizing the Shoulder Season](#) has gotten a lot of views

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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.

Live winter outlets included/include:

- o Orgury (video)
- o The Trade Desk (video & audio)
- o Precise TV (video)
- o YouTube (video)
- o Google PMAX (all assets)
- o Google Display (display)
- o Google Discover (all assets)
- o Flight Aware (display)
- o Hemispheres Magazine (print)
- o Flipboard (press articles)
- o [Accidentally Wes Anderson](#)
- o Open Snow

PR

We have had a rather quiet end of the winter season on the hosting front. 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 / [travel advice](#) 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 T List | [Visit Here](#): The small-town Idaho library preserving Hemingway's legacy
- Sunset Magazine / Krista Simmons | [Insider guide](#) / 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.

Ray joined the Wendy Jaquet Junket that took 30+ stakeholders from Blaine County and McCall over to Driggs and Victor to see how their communities were handling everything from housing to recreation.

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

- Becca Blond | Travel + Leisure | 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)
- Mia Taylor | TravelPulse | pitched Sun Valley hotel offers for story on summer travel deals.

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

Sun Valley Mentions & Features

- [Outside](#) | 24 Best Mountain Towns in the US Ranked
- [Valerie & Valise](#) | Ready for a New National Park? Here are 10 Possible Spots
- [Trips to Discover](#) | Best Summer Vacations in Every State
- [On The Snow](#) | Top Mountain Biking Towns in the US
- [TripAdvisor](#) | 9 Stellar Stargazing Experiences in the US to Book Now
- [Miles with McConkey](#) | 10 Unique Adventures in Sun Valley You Must Try
- [SVPN](#) | Smile, You're in Sun Valley
- [The Infatuation](#) | The Best Restaurants in Sun Valley
- [SKI Magazine](#) | The Best Places to Stay in Sun Valley for SKIERS
- [Matador Network](#) | Idaho's Celebrity-Favorite Ski Resort is Just as Fun for Non-Skiers
- [New York Times](#) | Sun Valley Isn't the Place You Go to Party
- [Travel + Leisure](#) | The Small Town in Idaho is Known for Skiing – But It's Worth Visiting in All Four Seasons
- [BBC Music](#) | Musical Destination: Sun Valley, Idaho
- [My Family Travels](#) | The Sheep of Sun Valley
- [Local Freshies](#) | Farewell to Arms – All There Is to Skiing Bald Mountain Sun Valley
- [OntheSnow](#) | The Best Cross Country Ski Areas in North America
- [Phoenix Magazine](#) | 5 U.S. Winter Travel Destinations
- [Travel + Leisure](#) | 20 Most Beautiful Winter Towns in the U.S.
- [Lonely Planet](#) | 6 Great US Winter Resorts You Can Enjoy Even if You Hat Skiing
- [SKI Magazine](#) | 9 Resorts Where Beginners Can Ditch the Base Area and Enjoy Epic Mountain Views

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 Friendship partners.

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

We'll once again contribute 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](#)

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- [Coasters, coffee sleeves & napkins](#)

Visitor Center

Traffic has slow down at the Visitor Center, as expected for this transitional season of Spring. As you can see the in-person assistance continues to be predominant with less calls/voicemail, email/chat communications compared to last year. At the top of mind is keeping an eye on the trails conditions, flooding, etc. Excitement for outdoor activities is there so we will also have alternative options to offer as suggestions such as art galleries, events at the library and more.

- Spring Hours of Operation are 9am – 5 daily.
- Visitors Stats:
 - March
 - 871 visitors vs 426 in 2022 = 104%
 - 310 Inbound calls vs 308 in 2022 = 1%
 - 30 email/chat conversations vs 60 in 2022 = -50%
 - April
 - 338 visitors vs 142 in 2022 = 138%
 - 188 Inbound calls vs 231 in 2022 = 19%
 - 10 email/chat conversations vs 21 in 2022 = -52%
- Frequently Asked Questions
 - Galena Lodge
 - Snowshoeing
 - Dark Sky or Stargazing Tours
 - Things to do
 - Hot springs
 - Dining & Shopping

Community/Membership, 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
 - Idaho Travel Council meeting

WHITE PETERSON

ATTORNEYS AT LAW
CANYON PARK AT THE IDAHO CENTER
5700 EAST FRANKLIN ROAD, SUITE 200
NAMPA, IDAHO 83687
TEL (208) 466-9272
FAX (208) 466-4405
FED ID # 82-0309660

Sun Valley Air Service Board
EMAIL TO:
NFlannigan@sunvalleyidaho.gov

Page: 1
03/31/2023
Account No: 25911-000M
Statement No: 156065

Joint Powers Agreement - General

Fees

			Hours	
03/03/2023	MAJ	Review and response comments re SVASB - FSVA redlined/revised draft agreement.	1.00	
03/05/2023	MAJ	Review and comments/response on SVASB - SVMA services agreement draft for update.	0.40	
		For Current Services Rendered	1.40	420.00
		Total Current Work		420.00
		Balance Due		<u>420.00</u>

Please include account number 25911.000 on your remittance.

A finance charge of 1.5% per month, compounded monthly, (19.6% Annual Percentage Rate) is charged on any balance remaining after the last day of the month in which the statement is sent, unless other arrangements have been made.



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

INVOICE

Date	Number	Page
04/10/2023	6516	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: 04/20/2023

Quantity	Description	Unit Price	Net Amount
1	REFUNDS & REIMBURSEMENTS	3,420.00	3,420.00

Please remit payment via:
<https://www.ketchumidaho.org/administration/page/online-payments>
OR
City of Ketchum
PO Box 2315
Ketchum, ID 83340

Amount	3,420.00
Balance Due	<u>3,420.00</u>

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



Invoice 5696

BILL TO

Sun Valley Air Service
Board
Nancy Flannigan &
Lisa Enourato

DATE
04/07/2023

PLEASE PAY
\$3,420.00

DUE DATE
04/07/2023

ACTIVITY	QTY	RATE	AMOUNT
Website Design & Development:Website Design New Website Project for svairserviceboard.org Total Project Cost: \$6,200 50% Deposit to start project	1	3,100.00	3,100.00
Sales:URL Registration Annual rate to have your website URL registered - svairserviceboard.org	1	30.00	30.00
Sales:Website Hosting Domain Transfer from JML Publishing to Dreamhost.	2	145.00	290.00

TOTAL DUE

\$3,420.00

THANK YOU.