

AGENDA
SUN VALLEY AIR SERVICE BOARD MEETING
Hailey City Hall
115 Main Street South, Hailey, Idaho
Wednesday, September 20, 2023 - 2:00 PM

Go To Meeting Info:

From your computer, tablet, or smartphone: <https://meet.goto.com/CityofHaileyPZ>

Via One-touch dial in by phone: <tel:+15713173122,,506287589#>

Dial in by phone: United States: +1 (571) 317-3122 Access Code: 506-287-589

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 July 19, 2023.
2. Receive and File Financials:
 - a. 1% Local Option Tax Report: June – July, 2023 Months of Service.

EXECUTIVE SESSION, pursuant to Idaho Code §74-206(d) to consider records that are exempt from disclosure as provided in chapter 1, title 74, Idaho Code.

ACTIONS/DISCUSSIONS/PRESENTATIONS

3. Authorization for Payment of Bills on-hand through September 15, 2023 (action item).
4. Adoption of FY2024 Budget (action item).
5. Fly Sun Valley Alliance Air Service update and budget presentation.
6. Renewal of the Contract for Services between the Sun Valley Air Service Board and Fly Sun Valley Alliance for FY24 (action item).
7. Sun Valley Tourism Alliance update and budget presentation.
8. Renewal of the Contract for Services between the Sun Valley Air Service Board and Sun Valley Tourism Alliance for FY24 (action item).

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
July 19, 2023 at 2:00 PM
Sun Valley City Hall**

CALL TO ORDER

Mayor Bradshaw called the meeting to order at 2:06 PM

Present: Neil Bradshaw – Mayor, City of Ketchum
Peter M. Hendricks – Mayor, City of Sun Valley
Martha Burke – Mayor, City of Hailey
Muffy Davis – Blaine County Commissioner

Absent: None.

Staff: Jim Keating – City Administrator, City of Sun Valley
Lisa Horowitz– City Administrator, City of Hailey
Nancy Flannigan – City Clerk/Asst. to the City Administrator, City of Sun Valley
Trent Donat – City Clerk & Business Manager, City of Ketchum (via Zoom)

PUBLIC COMMENT

None.

REMARKS FROM THE CHAIR

None.

REMARKS FROM THE BOARD

None.

CONSENT AGENDA

1. **Approval of Air Service Board Minutes from May 10, 2023**
2. **Receive and File Financials:**
 - a. 1% Local Option Tax Report: April – May, 2023 Months of Service

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

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

ACTION/DISCUSSION/PRESENTATIONS

3. **Authorization for payment of bills on-hand through July 14, 2023.**

Motion to approve payment of bills on-hand through July 14, 2023.

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

4. Discussion on FY2023 Budget Amendment and FY2024 Budget.

The Board discussed the proposed FY2023 budget amendment and recommended it for approval. The FY2024 Budget will be approved at the next meeting.

Motion to approve the FY2023 Budget Amendment.

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

5. Fly Sun Valley Alliance air service update.

Executive Director Carol Waller gave a brief update. We had a strong winter and overall and bookings are looking good for the summer. She discussed the air service development initiatives and the local air marketing/community outreach.

6. Sun Valley Marketing Alliance update.

Executive Director Scott Fortner gave a brief update. The slow start to summer has in turn pushed back the arrival of the seasonal crowds. The booking pace for the rest of the summer is lagging to 2022. He then touched on the tourism indicators and provided some data.

ADJOURNMENT

Motion to adjourn.

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

Meeting adjourned at 2:22 PM.

Neil Bradshaw, Chair

Peter M. Hendricks, Secretary/Treasurer

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	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	109,131.89	-	276,734.95	14,458.98	400,325.82	(6,931.17)	(450.00)	392,944.65
Jul-23	Sep-23	70,506.92	-	167,720.19	13,620.73	251,847.84	(1,890.10)	(450.00)	249,507.74
Aug-23	Oct-23	-	-	-	-	-	-	-	-
Sep-23	Nov-23	-	-	-	-	-	-	-	-
Total		825,838.03	2,560,620.21	123,250.23	3,509,708.47	(64,516.06)	(4,500.00)		3,440,692.40

corrections made below

corrections made below

Fly SV Alliance								SVMA					
FY2022		Budget Remaining	1,400,000					FY2022	Budget Remaining	1,689,110			
			-	0%						0	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	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	222,314.14	1175	55%	133,646.10	271,717.28	271,717.28	1176	
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	447,867.73	1178	55%	229,058.08	547,146.40	547,393.90	1179	
Feb-23	Apr-23	441,945.69	45%	198,875.56		(202.50)		55%	243,070.13		(247.50)		
Mar-23	May-23	426,564.14	45%	191,953.86	390,829.42	390,829.42	1181	55%	234,610.28	477,680.41	477,680.41	1182	
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	198,601.71	1185	55%	121,125.76	242,487.92	242,487.92	1186	
Jun-23	Aug-23	392,944.65	45%	176,825.09		(202.50)		55%	216,119.56		0.00		
Jul-23	Sep-23	249,507.74	45%	112,278.48	140,791.99		Final Invoice budget met	55%	137,229.25	150,077.99		Final Invoice budget met	
Aug-23	Oct-23	0.00	45%	-				55%	-				
Sep-23	Nov-23	0.00	45%	-				55%	-				
Total				1,548,311.58	1,400,000.00	1,259,208.01			1,892,380.82	1,689,110.00	1,539,032.01		
				budget overage (148,311.58)	1,400,000.00	140,791.99			budget overage (203,270.82)	1,689,110.00	150,077.99		

Cash Flow Statement			
US BANK #0186	405,616.37	cash balance	8/31/2023
	(150,077.99)	SVMA	
	(140,791.99)	Fly Sv Alliance	
	-		
	178,238.81	Sun Valley Revenue	payment has not been received
	26,703.80	Hailey Revenue	payment has not been received
	290,516.37	Ketchum Revenue	payment has not been received
	-		
	-		
	610,205.36	ending cash balance	
LGIP #3358	2,648,261.96	LGIP Investment Balance	

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

Through: September 15, 2023

Vendor	Date	Invoice #	Description	Amount
Fly Sun Valley Alliance	6/30/2023	293	1% LOT - June 2023 collections (August services)	140,791.99
Sun Valley Tourism Alliance dba Visit Sun Valley	9/1/2023	1524	1% LOT - June 2023 collections (August services)	150,077.99
ICRMP	9/1/2023	15014-2024-1	10/1/23 - 9/30/24 Policy Year Annual Renewal (total premium of \$1,939.00)	\$1,939.00
City of Ketchum	8/22/2023	7102	SVASB - U.S. PO Box reimbursement	146.00
Total Invoices to be paid:				<u>\$ 292,954.98</u>

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
6/30/2023	293

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 - June 2023 collections – August 2023 FSVA services	140,791.99	140,791.99
		Total	\$140,791.99



FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD

AUGUST 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
- 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

- 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, so survey not online yet.
- 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
1524	09/01/2023	\$150,077.99	09/16/2023	Net 15	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing Generated June 23' - Collected Aug 23	1	150,077.99	150,077.99

BALANCE DUE

\$150,077.99

VISIT SUN VALLEY

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

Sun Valley Air Service Board

Executive Summary

The waiting game for summer to fully arrive was a long one and just when things get good, we're starring down August eclipsing. Visitation followed the trends of the variable weather. June was relatively soft and July came around with a comfortable carrying capacity. Air enplanements were strong, hotel bookings caught up to reasonable occupancy levels, and the event attendances were robust. From our perspective, town is feeling like it hit a sweet spot, not too crazy and no crickets chirping.

As we look at August and September, air bookings continue to perform well while the lodging bookings lag. If smoke from wildfires stays at bay, we have faith that the hotels will fill in. The fall season is tracking behind last year but maintains the similar trajectories that we've seen over the summer.

Our summer advertising efforts have wrapped, and we are transitioning to fall. Overall, the campaigns performed well enough to build awareness, drive website traffic, and convert lodging and airline bookings. We did not do anything ground-breaking this season but were sure to keep our foot on the gas.

For fall, radio, video, digital display, and public relations will be our media anchors. These are slated to start ramping up in the next week.

With cashflow and budget concerns mounting due to the ASB funding conversations, we have paused our creative concept with Two Things. The extensive costs to carry on are not burdens that we are in a position to shoulder. When a clearer picture of the funding is established, we will re-evaluate our partnership with Two Things.

While we do not have a fully baked winter plan from Two Things, we are excited to share the new Tourism Indicators Dashboard that they developed with you all. Additionally, we had our Q2 advisory session with Two Things and were given a foundational brief to assist us in building out a winter strategy. The top line elements have us narrowing our targeting on two personas and in one to two destination markets.

For winter, we plan on carrying on a similar look and feel from the past campaigns. We will continue our partnership with Bridge Communications to help develop ad creative and execute on the digital display side of things. We will be dropping Backbone due to their minimum fee structure and look to bring our partnership procurements internal. While we won't have the same level of campaign reporting that came from Backbone, we are confident that we can still have a successful winter plan.

The dog days are nearly over. Embrace it while you can.

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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	25%	9%
May	26.16%	May	24%	-10%
June	52.04%	June	50%	-5%
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	\$205.42	6%
May	\$187	May	\$186.09	0%
June	\$307	June	\$313.65	2%
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	19,671	-9%
June	32,735	June	31,592	-3%
July	45,950	July	46,244	1%
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	1:48	6%
June	1:46	June	1:46	0%
July	1:37	July	1:38	1%
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	11,322	0%
June	10,981	-3%	June	11,327	0%
July	11,324	3%	July	11,333	0%
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	20,900	0%
June	20,600	June	21,000	0%
July	20,600	July	21,057	0%
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	35%	15%
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	7,808	-14%	22%
June	8,090	June	8,225	53%	23%
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	1,551	107%
May	779	1,437	84%
June	2,580	2,193	-15%
July	3,965		
August	3,286		
September	2,408		
October	2,236		
November	1,370		
December	1,851		

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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: Amy Mattias](#)
 - [What We're Made Of: Reflex Ski Poles](#)
 - [What We're Made Of: Waterworks - Lamson](#)
 - [24hrs with a Local: Designer/Builder/Sculptor – Wes Walsworth](#)
 - [Not to Miss Arts & Culture Events This Summer](#)
 - [What We're Made Of - Decker](#)
 - [4th of July Week in Sun Valley - 2023](#)
 - [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

SM

Continues to be a big part of our Education and information and Visitor Management tactics.

Promotions

Summer has just about wrapped. We kept the majority of our advertising efforts at a high-level awareness play driving nonstop flights.

Summer Outlets Include:

- Orgury (video)
- The Trade Desk (video)
- Precise TV (video)
- YouTube (video)
- Google PMAX (all assets)
- Google Display (display)
- Google Discover (all assets)
- Flight Aware (display)
- Matador Network (partnership) – [Do the Mountains Differently in Sun Valley, Idaho](#)

PR

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

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- 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 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.

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

- Limelight Hotel | Dark Skies + Sun Valley Media FAM | Two great articles have come out as a result of this mission.
- Sun Valley Resort | Departures

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

Sun Valley Mentions & Features

- [Trending Northwest](#) | 7 Businesses to Watch Coming Out of Sun Valley, Idaho
- [Boise State Radio](#) | New Museum Explores Idaho History
- [Family Vacationalist](#) | Three Days in Sun Valley, Idaho Summer Edition
- [7x7](#) | Warm Weekends in Sun Valley Mean Mountaintop Yoga + Wildflower Hikes
- [Family Travel Forum](#) | Fall for Sheep at Trailing of the Sheep Festival
- [Viator](#) | 9 of the Best Year-Round Mountain Destinations in the US
- [Insider](#) | The Best Vacation Destination to Visit in Every State for a Greener Local Getaway
- [Haverhill](#) | Best Cities for a Luxury Weekend Getaway, Based on Your Birthstone
- [Vogue](#) | The Surprising Joys of a Ski Resort in Summer
- [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

Visitor Information, Education, and Management

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.

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Kendall worked 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.

Paul from the Visitor Center has been handing out tote bags weekly at the Farmer's Market in Ketchum.

We continue to offer the following assets this summer:

- The Friend Chip
- Collapsible water bottles
- Bike Bells
- [The Patience Pamphlet](#)
- Stay Sunny stickers, and patches
- [Bus wraps](#)
- [Coasters, coffee sleeves & napkins](#)

Visitor Center

June and July in-person interactions with our Visitor Center team was down slightly due to the late start to summer or perhaps more people are planning ahead of time and don't need as much information while already here.

- Frequently Asked Questions:
 - Hiking & biking trails
 - Campgrounds
 - Hot springs
 - Farmers Market
 - Galena & Redfish Lake
 - Dark Sky
 - Things to do
- Hours of Operation are 9am – 5pm daily.
- Visitors Stats:
 - June
 - 1174 visitors vs 1541 in 2022 = **24%**
 - 252 Inbound calls vs 236 in 2022 = **7%**
 - 30 email/chat conversations vs 58 in 2022 = **36%**
 - July
 - 1406 visitors vs 1531 in 2022 = **8%**
 - 245 Inbound calls vs 167 in 2022 = **47%**
 - 36 email/chat conversations vs 53 in 2022 = **48%**
- 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

Member Billing Contact:

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

Invoice Date: 9/1/2023
Invoice Number: 15014 - 2024 - 1
Policy Period: 10-1-23 to 9-30-24
Policy Number: 43A15014100123

Insurance Billing

DESCRIPTION
10/1/2023 - 9/30/2024 Policy Year Annual Premium: \$1,939.00 Minimum Due 10/15/2023: \$969.50 Balance Due 4/15/2024: \$969.50
For proper application, please do not combine other payments with your premium remittance.

Please Detach and Submit with Payment

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

Make Checks Payable to:

ICRMP
 PO Box 15116
 Boise, ID 83715

Invoice Date:	9/1/2023
Invoice Number:	15014 - 2024 - 1
Due Date:	10/15/2023
Minimum Due:	\$969.50
Amount Paid:	

Write Amount Paid Here

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



CITY OF KETCHUM

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

INVOICE

Date	Number	Page
08/22/2023	7102	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: 08/22/2023

Quantity	Description	Unit Price	Net Amount
1	US POSTAL PO BOX 3801 REIMBURSEMENT	146.00	146.00

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

Amount	146.00
Balance Due	<u>146.00</u>



UNITED STATES POSTAL SERVICE.

KETCHUM
151 4TH ST W
KETCHUM, ID 83340-9400
(800)275-8777

8/22/2023

09:40 AM

Product	Qty	Unit Price	Price
Box Renewal			\$146.00
ZIP Code™: 83340			
Box #: 3801			
Rental Start Date: 09/01/2023			
Next Renewal Date: 08/31/2024			
Customer Name: SANDRA CADY			

Grand Total: \$146.00

Credit Card Remit \$146.00

Card Name: VISA
Account #: XXXXXXXXXXXXX9749
Approval #: 052191
Transaction #: 267
AID: A0000000001010 Chip
AL: VISA CREDIT
PIN: Not Required

Preview your Mail
Track your Packages
Sign up for FREE @
<https://informedelivery.usps.com>

All sales final on stamps and postage.
Refunds for guaranteed services only.
Thank you for your business.

Tell us about your experience.
Go to: <https://postalexperience.com/Pos>
or scan this code with your mobile device,



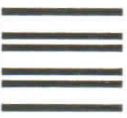
or call 1-800-410-7420.

FN: 154775-0340

Receipt #: 840-59900510-5-5378786-1

Work: 09

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Your PO Box fee is due by the LAST DAY OF THIS MONTH.

Your PO Box will be closed if the fee is not paid by the due date. If the fee is not paid within 10 days after the due date, a late payment charge will apply. You may make payment by any of the convenient options noted on the inside top portion of this envelope.

Make checks or money orders payable to "U.S. Postal Service." If the bank returns your check, or if payment is not received by the due date, your PO Box service will be suspended until all associated charges are paid.

Please disregard this notice if payment has been made.

Thank you.

Post Office Box Service Fee Due

151 4TH ST W
KETCHUM ID 83340

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 99998

POSTAGE WILL BE PAID BY ADDRESSEE

PO BOX FEE PAYMENT

POSTMASTER

Print
Post Office
Address Here

City, State, ZIP Code

If Undeliverable as Addressed,
Return to Local Postmaster



Annual
 Semiannual
\$ _____ Amount

Box #3801
SUN VALLEY AIR SERVICE BOARD
6 Months: \$73.00 12 Months: \$146.00
Due Date: 08/31/2023

83340

Dear Customer:

You may make payment by any of the following convenient options:

- By credit card at www.usps.com/poboxes. While online, you can sign up for automatic renewals and avoid late payment charges.
- By debit or credit card at an Automated Postal Center® (APC®) in select Post Offices™.
- By check or money order through the mail, using this envelope. Do not send cash by mail. Make your check or money order payable to **"U.S. Postal Service."** Please write your **PO Box number on the check or money order.** You will receive a receipt in your PO Box.
- By cash, check, money order, or debit or credit card at a Post Office retail counter.

Thank you.

Has your information* changed?

Yes

No

*Relevant information is your physical address, telephone number, e-mail address, or PO Box use.

PO Box customers are required to promptly update any changes to the original PS Form 1093, *Application for Post Office Box Service*. If any information on your application has changed, please provide updated information below — but please leave blank any item that **has not** changed.

Name _____ PO Box Number _____

Physical Address _____

City, State, ZIP Code™ _____

Telephone Number (include area code) _____

E-mail Address _____

Change to PO Box Use:

Business Use

Residential Use



P.O. Box Service Fee Notice KETCHUM

151 4TH ST W, KETCHUM, ID 83340

(208) 726-5161

WEBBATS BAT710B1

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

Date of Notice: 08/21/2023

Box# 3801

6 Months: \$73.00

12 Months: \$146.00

Due Date: 08/31/2023

Dear SUN VALLEY AIR SERVICE BOARD:

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

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

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

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

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

Note: Caller Service may only be paid in Enterprise PO Box Online (EPOBOL). (Enroll at <https://postalpro.usps.com/EPS> under the "Quick Links" section). Please be sure to include this notice with your remittance. Caller Service receipts will be provided through the EPOBOL Application.

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

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

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

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

POSTMASTER, KETCHUM

**SUN VALLEY AIR SERVICE BOARD
FY 2023 AMENDED BUDGET
FY 2024 DRAFT BUDGET**

		JULY MOS			*note July MOS .5%				
		AUDITED	AUDITED	YTD	ADOPTED	AMENDED	PROPOSED		
		FY 2021	FY 2022	FY 2023	FY 2023	FY 2023	FY 2024	+/-	% CHANGE
		ACTUAL	ACTUAL	ACTUAL	BUDGET	BUDGET	BUDGET	FY 2023/2024	FY 2023/2024
REVENUES									
CITY OF HAILEY % LOCAL OPTION TAX	01-3100-1000	134,238	157,157	115,961	368,750	147,753	146,392	(1,361)	-0.9%
CITY OF KETCHUM % LOCAL OPTION TAX	01-3100-2000	3,307,358	3,104,900	2,362,495	2,000,000	2,362,500	1,316,595	(1,045,905)	-44.3%
CITY OF SUN VALLEY % LOCAL OPTION TAX	01-3100-3000	847,745	1,082,612	818,838	725,000	1,178,058	534,459	(643,599)	-54.6%
INTEREST EARNINGS	01-3700-1000	568	5,694	87,246	1,300	50,000	10,000	(40,000)	-80.0%
FUND BALANCE APPLIED	01-3800-9000	-	-	-	-	-	-	-	0.0%
TOTAL REVENUE		4,289,909	4,350,364	3,384,541	3,095,050	3,738,311	2,007,446	(1,730,865)	0.0%
EXPENDITURES									
CONTRACTS FOR SERVICES	01-4190-4200	2,129,000	2,805,075	2,808,760	3,089,110	3,089,110	2,001,506	(1,087,604)	-35.2%
OFFICE SUPPLIES/POSTAGE	01-4190-3100	148	222	-	354	354	354	-	0.0%
ADVERTISING/PUBLIC NOTICES/WEBSITE	01-4190-4400	240	315	-	600	600	600	-	0.0%
AUDIT	01-4190-4000	1,100	1,300	1,300	1,500	1,500	1,500	-	0.0%
ATTORNEY FEES	01-4190-4100	273	744	420	1,800	1,800	1,800	-	0.0%
INSURANCE	01-4190-4600	1,342	-	1,686	1,686	1,686	1,686	-	0.0%
TRANSFER TO FUND BALANCE	01-4190-8800	-	-	-	-	-	-	-	0.0%
TOTAL EXPENDITURES		2,132,103	2,807,656	2,812,166	3,095,050	3,095,050	2,007,446	(1,087,604)	-35.1%
BEGINNING FUND BALANCE		194,175	1,445,880	2,988,588					
FISCAL YEAR BALANCE CARRY OVER		1,445,880	1,542,708	572,375	<i>not audited</i>				
AUDITED FUND BALANCE		2,988,588							
RESERVES FOR UNEXPECTED EXPENDITURES		(50,000)		(50,000)					
TOTAL FUND BALANCE less reserve		2,938,588		3,510,963					
<i>Ameneded Fund Balance</i>									

Contract Amount for Fly Sun Valley Alliance - Contract Expense Budget for a maximum of 40% 800,602

Contract Amount for Sun Valley Marketing Alliance - Contract Expense Budget for a maximum of 60% 1,200,904

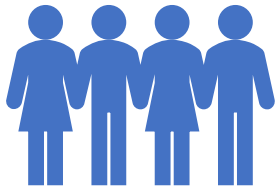
FSVA UPDATE & FY24 BUDGET REQUEST

FOR SUN VALLEY AIR
SERVICE BOARD

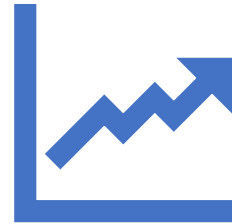
September 20, 2023



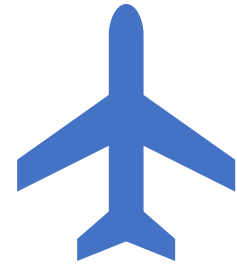
GOOD AIR SERVICE is IMPORTANT



LOCALS



BUSINESS



TOURISM

FSVA SUN AIR PROGRAM – KEY ACCOMPLISHMENTS

2014 - 2023

NEW FLIGHTS – NEW AIRCRAFT

6 NONSTOP ROUTES

New United flights
DEN, SFO, ORD, LAX

Regional jets
All SUN airlines now use RJs



EXPANDED FLIGHTS – YEAR-ROUND & SEASONAL

DEN & SEA: now year round

SLC: 2-3x daily year round

LAX, SFO: now winter/summer/fall

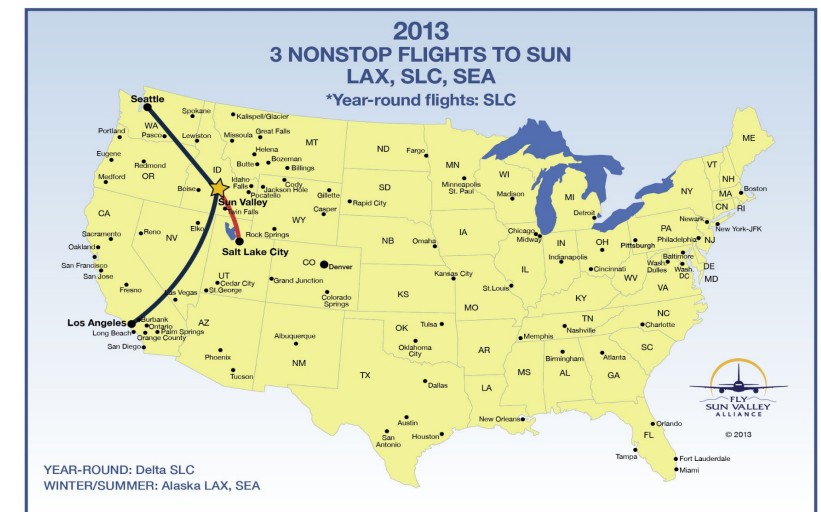
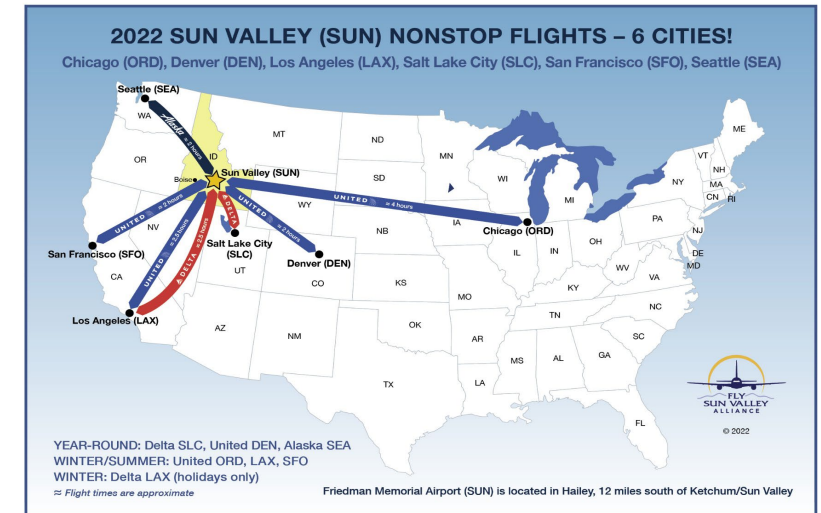
ORD: now winter & summer



MORE SEATS – IMPROVED FLIGHT RELIABILITY

More seats and passengers

Improved winter flight reliability – now 97%



2023/24 CHALLENGES & STRATEGIC GOALS

CURRENT CHALLENGES

Airline industry: higher costs, labor shortage

- ❖ More competition for routes, maintaining air service is challenging
- ❖ Regional jet service still not up to pre-pandemic levels – pilot shortages

Travel Patterns: more international, less business

- ❖ More demand for international travel impacting domestic markets
- ❖ Business travel demand still below pre-pandemic levels

FSVA STRATEGIC GOALS

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



2023-24 SUN AIR SERVICE GOALS - SUMMARY

YEAR-ROUND SERVICE

- SLC: 2-3x daily
- DEN: 1-2x daily
- SEA: 1-2x daily winter/summer; 2x weekly spring/fall

WINTER

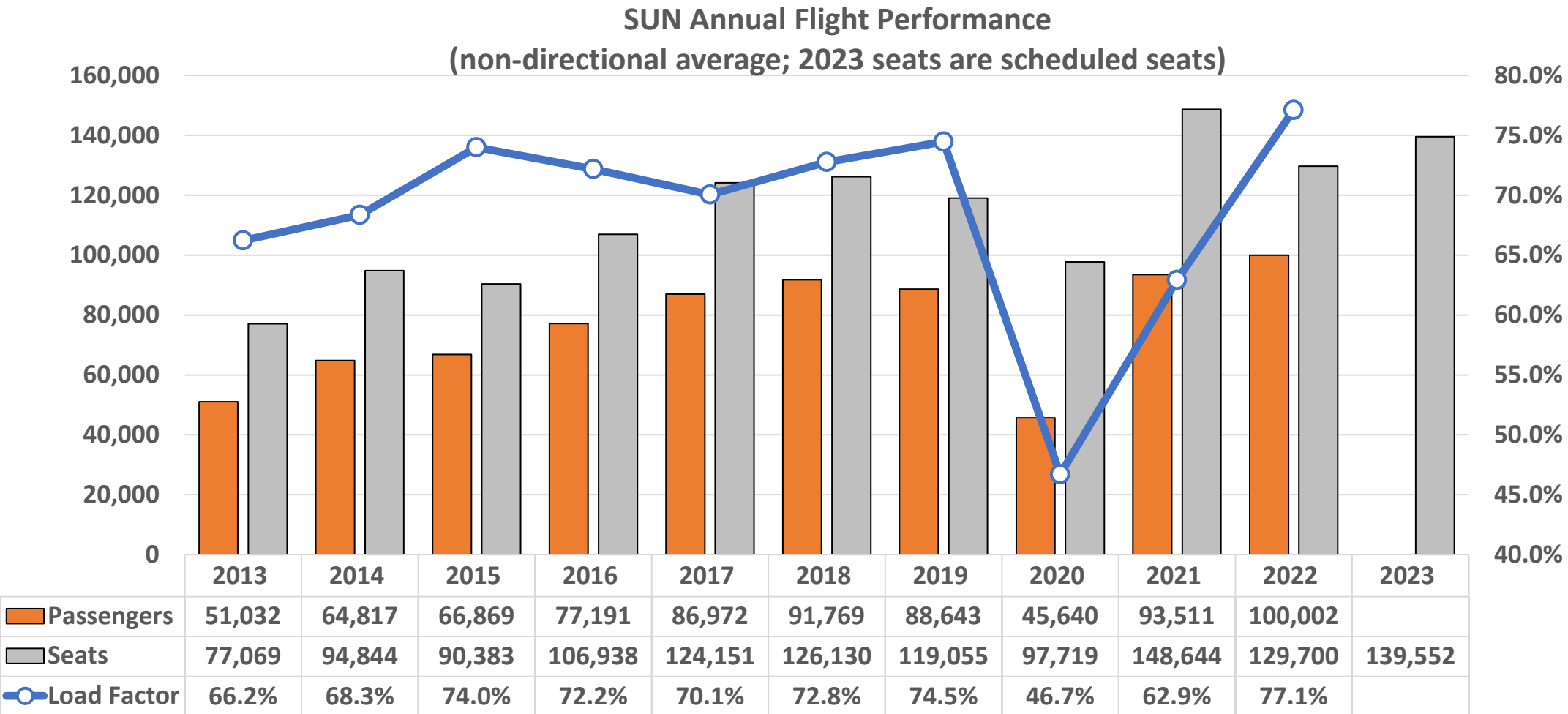
- Increase ORD to daily
- Increase DEN to 2x daily
- Increase SLC to 3x daily, as feasible
- Increase SFO, LAX 1x daily, 2x daily weekends

SUMMER/FALL

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



SUN ANNUAL FLIGHT PERFORMANCE

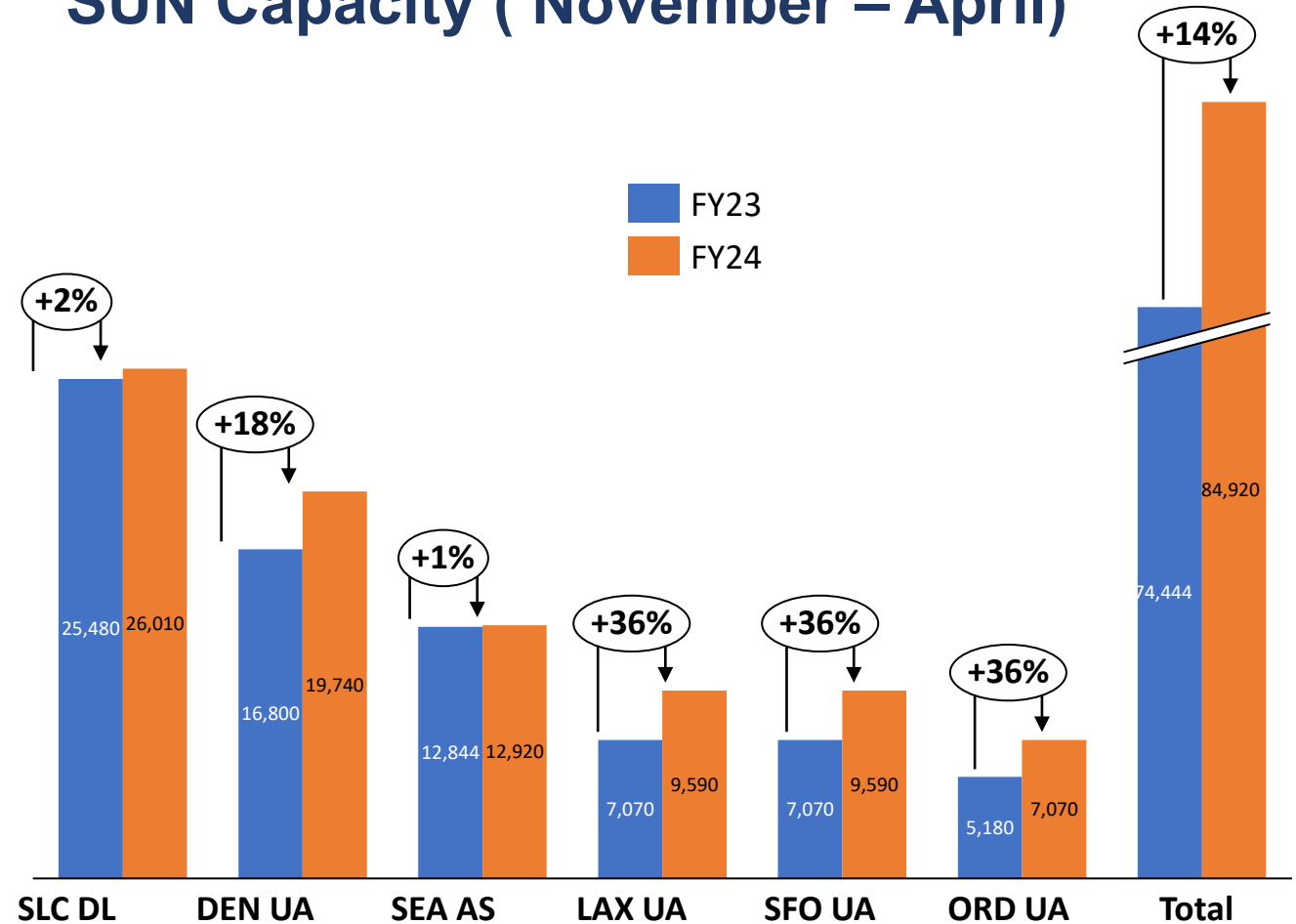


SUN WINTER 2023/24 – # SEATS BY ROUTE

SUN Capacity (November – April)

Key flight frequency changes:

- ✓ **DEN:** 2 flights daily Dec 14 – March 30
- ✓ **SEA:** 2+ additional flights/week Jan 8 – March 13
- ✓ **ORD:** 1 flight daily Dec 14 – March 30
- ✓ **LAX:** 1 flight daily Dec 14 – March 30, 2x daily weekends
- ✓ **SFO:** 1 flight daily Dec 14 – March 30, 2x daily weekends



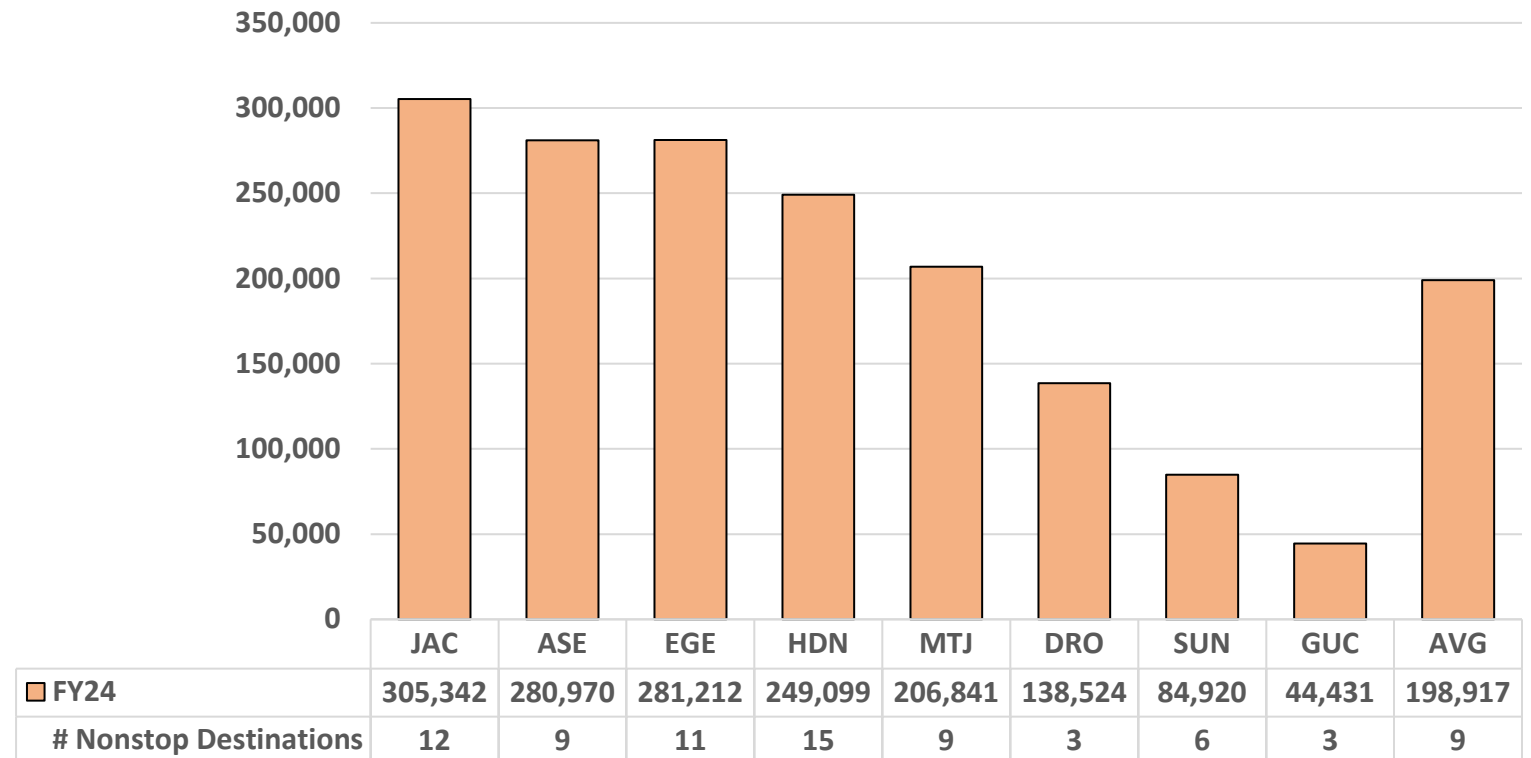
THE COMPETITION – OTHER RESORT AIR SERVICE

We have made great progress, but stiff competition remains

(changes in capacity from last winter season)

- JAC: Jackson Hole 3%
- ASE: Aspen 4%
- EGE: Vail 17%
- HDN: Steamboat Springs 12%
- MTJ: Montrose/Telluride -5%
- DRO: Durango/Purgatory 5%
- SUN: Sun Valley 14%
- GUC: Gunnison/Crested Butte 2%

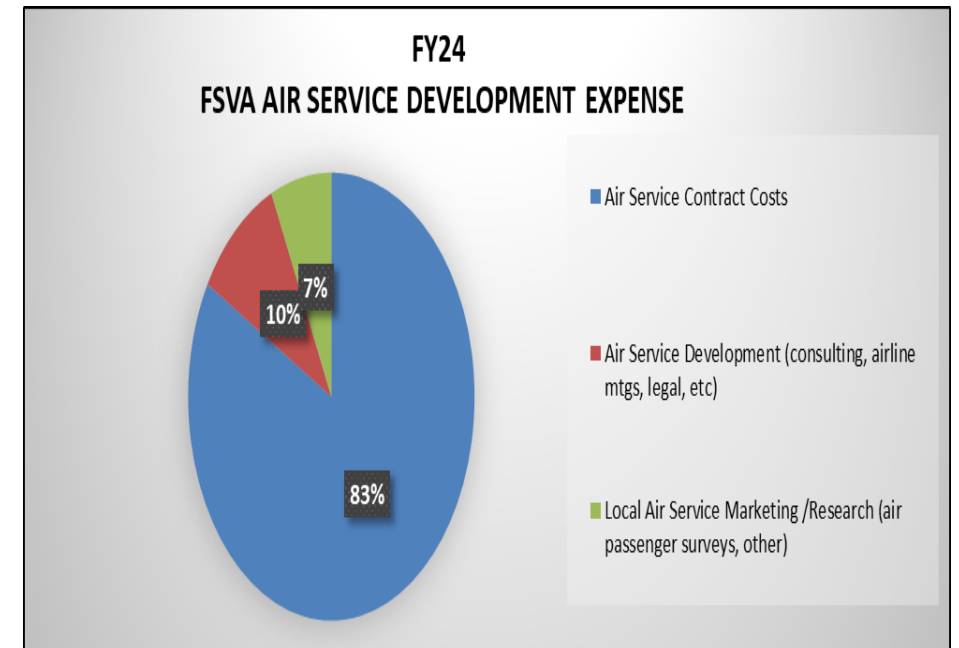
Mountain Resort Comparisons – Air Seat Capacity
(November-April as of September 16, 2023)



FY 24 BUDGET REQUEST - FSVA

SVASB FY24 Budget - Contracts for Service:	\$2,001,506
FSVA Contract	\$ 800,602
VSV Contract	\$1,200,904

FSVA .5% LOT SVASB CONTRACT BUDGET (FY24)	
FSVA INCOME	1% LOT Budget
.5% LOT Revenues/SVASB Contract for Services*	\$ 800,602
Interest on LOT reserves	\$ 80,000
TOTAL INCOME	\$ 880,602
<i>*Contract for Services with Sun Valley Air Service Board</i>	
FSVA AIR SERVICE DEVELOPMENT EXPENSE	
Air Service MRG Contract Costs <i>(net FSVA projected cost)</i>	\$ 727,100
Air Service Development <i>(consulting, airline mtgs, legal, etc)</i>	\$ 85,000
Local Air Service Marketing /Research <i>(air passenger surveys, other)</i>	\$ 60,000
TOTAL EXPENSE	\$ 872,100
Contingency	\$ 8,502
LOT RESERVE SUMMARY	
FY22 FSVA LOT Reserves	\$ 2,923,444
<i>Reserves needed:</i>	
<i>To cover LOC as required by airline contracts (a portion of current reserves are restricted)</i>	
<i>To cover higher than budgeted Air Service Contract costs due to uncertain economic environment/industry costs (budgeted MRG costs are significantly less than total MRG Cap liability)</i>	
<i>To support potential new/expanded service in future years</i>	



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?



**SUN VALLEY
AIR SERVICE BOARD**

**CONTRACT FOR SERVICES
BETWEEN THE
SUN VALLEY AIR SERVICE BOARD AND
FLY SUN VALLEY ALLIANCE**

THIS CONTRACT FOR SERVICES, (hereinafter referred to as "Contract") made and entered into this day of _____, 2024, by and between the Sun Valley Air Service Board, an Idaho Joint Powers Authority (hereinafter referred to as the "ASB") and the Fly Sun Valley Alliance, Inc., an Idaho nonprofit corporation with an IRS 501 (c) (6) designation, (hereinafter referred to as "FSVA").

RECITALS

1. The ASB is a duly organized and existing Joint Powers Authority organized as a separate legal entity under Idaho Code §§ 67- 2328 *et seq.* The ASB is made up of the following entities (hereinafter referred to as "Component Members"):
 - a. The City of Sun Valley, Idaho
 - b. The City of Ketchum, Idaho
 - c. The City of Hailey, Idaho
 - d. Blaine County, Idaho [non-voting]
2. FSVA is an Idaho non-profit corporation with an IRC 501(c)(6) designation engaged in the business of commercial air service development for the Sun Valley, Idaho area.
3. Pursuant to Idaho Code §§ 67-2328, 50-301 and 50-302, the ASB is empowered to enter into contracts and take such steps as are reasonably necessary to maintain the peace, good government and welfare of the Component Members and their trade, commerce and industry. Accordingly, the ASB has the power as conferred by the State of Idaho, to provide directly for certain promotional activities to enhance the trade, commerce, industry, and economic well-being of the Component Members.
4. Ordinances have been adopted by certain Component Members (except Blaine County) for the purposes of a) maintaining and increasing commercial air service to Friedman Memorial Airport through the use of Minimum Revenue Guarantees ("MRG's") or other inducements to providers; b) promoting and marketing the existing service and any future service to increase passengers; c) for all ancillary costs which are associated with the ongoing effort to maintain and increase commercial air service, including reasonable program management costs and busing due to flight diversion(s); and d) direct costs to collect and enforce the tax, including administrative and legal fees,

SUN VALLEY
AIR SERVICE BOARD

5. The primary reason for the ASB to enter this Contract is to effectuate the purposes of the local option taxes and Component Member ordinances.
6. FSVA's mission is to retain, develop and improve air service to the airport (SUN) in Blaine County.
8. It is the intention of the ASB to contract with FSVA to provide such services for consideration as hereinafter provided, subject to the tracking and reporting requirements described herein.
9. FSVA desires to enter into a contract with the ASB to retain, develop and improve air service as hereinafter provided.
10. ASB and FSVA intend to dedicate local option taxes to the payment of Air Service Contract Costs, defined as: 1) MRG's, 3) Letter of Credit fees and 4) any other applicable airline service costs, as well as other air service development efforts, as outlined in FSVA's budget and Scope of Work provided to ASB annually. FSVA has entered into contracts with commercial airlines which require the payment of Air Service Contract Costs. The contracts between FSVA and the airlines contain confidentiality provisions. ASB and FSVA intend to honor the confidentiality provisions in the airline contracts but verify the costs by examining the invoices and other documents related to Air Service Contract Costs in executive session.

NOW, THEREFORE, in consideration of the mutual promises and agreements set forth herein, it is agreed by and between the ASB and FSVA as follows:

1. All Recitals above are incorporated herein by reference.
2. Services. FSVA agrees to make its dedicated professional best efforts toward retaining, developing and improving air service by securing, retaining, managing air service into the Blaine County airport (SUN); providing other air service support; and other air service development activities and to pay all applicable costs.
3. Expenses. FSVA agrees that it shall provide, at its sole expense, all costs of labor, materials, supplies, business overhead and financial expenses, liability insurance, fidelity bonds, and all necessary equipment and facilities required to provide the services as set for in this Contract.
4. Term. The term of this Contract shall commence upon the day of its execution and shall be automatically extended each year, unless notice is provided as set forth herein.

SUN VALLEY
AIR SERVICE BOARD

5. Consideration.

- A. Air Service Contract Costs and Air Service Development Reimbursement. During the term of this Contract, ASB shall pay FSVA, as reimbursement for Air Service Contract Costs and as payment for Air Service Development, a maximum sum not to exceed the total "FSVA Contract Expenses" as identified in the annual adopted ASB budget, payable on a monthly basis. Each monthly payment shall be calculated by multiplying the percentage so designated in ASB annual budget by the actual amount of local option taxes received by the ASB, less direct costs, administrative expenses, and fund balance, which is designated as "Funds Available for Contracts," in **ASB annual budget**. In the event the monthly payments derived during the fiscal budget year would exceed the "Fly SV Alliance Contract Expenses" budget amount, the last monthly payment(s) shall be reduced to ensure only a payment of the contract amount in the ASB annual budget. In the event the monthly payments derived during the fiscal budget year are less than the contract amount in the ASB budget FSVA shall not be entitled to the difference between the total of the monthly payments and the contract amount in the ASB budget.
- B. FSVA shall maintain a contract with SVC wherein SVC shall reimburse FSVA for 50% of Air Service Contract Costs. Said reimbursements shall include cash and/or in-kind (equivalent cash value) contributions totaling 50% of Air Service Contract Costs.
- C. Limitation of Funds. Funds paid by ASB to FSVA shall only be used for the purposes set forth in this Contract, and for no other purpose. In the event FSVA pays pursuant to the contracts described in Recital 10, above, less than the "Total FSVA Contract Amount" identified in FSVA annual budget presented to ASB the difference may be retained by FSVA as reserves but such amount shall only be used for payment of future Air Service Contract Costs or other air service development costs, if approved by ASB, subject to the same limitations set forth in this Contract.

6. Reporting Requirements. FSVA agrees to provide to the ASB:

- A. Written and in-person presentations and reports in January and July during the term of this Contract or as otherwise scheduled by the parties outlining program results and plans for the upcoming season and explaining annual performance based on goals outlined in annual budget presentation. Semi-

SUN VALLEY
AIR SERVICE BOARD

annual reports will be based on the government fiscal year of October 1st to September 30.

- B. The ASB has at all times the right to request an independent audit, at the sole cost of FSVA, under the provisions herein, and such audit obligation and cost on the part of FSVA shall survive any termination.
 - C. The ASB may request additional financial information it deems necessary or appropriate to assist the ASB in verifying the accuracy of the FSVA's financial records, and within a reasonable time period, FSVA shall submit such information or reports relating to its activities under this Contract to ASB in such form and at such time as ASB may reasonably require. Any duly authorized agents of the ASB shall be entitled to inspect and audit all books and records of FSVA for compliance with the terms of this Contract. Any record provided hereunder which would be covered by the confidentiality provisions described in Recital 11, above, shall not be disclosed unless ordered by a court of competent jurisdiction or unless consent is provided by the Sun Valley Company and the relevant airline. FSVA agrees to retain all financial records, supporting documents, statistical reports, contracts, minutes, correspondence, and all other accounting records or written materials pertaining to this Contract for three (3) years following the expiration or termination of this Contract.
 - D. Invoices and supporting documents from airlines for the Air Service Contract Costs to be paid by FSVA, and documentation of reimbursement of 50% of Air Service Contract Costs by SVC to FSVA. Such invoices and supporting documentation shall be presented to the ASB by FSVA in executive session. Such documents are proprietary and trade secrets.
7. Termination. The ASB may, at its sole discretion, terminate this Contract upon 90 days written notice to FSVA with or without cause. The ASB recognizes that the FSVA has made significant financial commitments (*e.g.*, vendor contracts) on behalf of the ASB and will need time to adjust its obligations. In the event of such termination, the ASB shall have no further responsibility to make any payment to FSVA under this Contract at the end of the 90-day period.
8. Equal Employment Opportunity. FSVA covenants that it shall not discriminate against any employee or applicant for employment because of race, religion, color, sex or national origin.

SUN VALLEY
AIR SERVICE BOARD

9. Independent Contractor Status. The parties acknowledge and agree that FSVA shall provide its services for the fee specified herein in the status of independent contractor, and not as an employee of the ASB. FSVA shall create, direct and control its own means and methods of performing this Contract. FSVA and its agents, members, employees and volunteers shall not accrue leave, retirement, insurance, bonding or any other benefit afforded to employees of the ASB. The sole interest and responsibility of the ASB under this Contract is to assure itself that the services covered by this Agreement shall be performed and rendered by FSVA in a competent, efficient and satisfactory manner.

10. Hold Harmless Agreement. FSVA hereby covenants and agrees to indemnify, defend and hold the ASB and the Component Members, and their officials, officers, employees and agents harmless from and against any and all claims, demands, causes of action, suits, losses, liabilities, damages, costs and expenses, including attorney fees, that may accrue, directly or indirectly, by reason of non-disclosure of information pursuant to Paragraph 6(D) of this Contract or by reason of any wrongful act or omission on the part of FSVA, its agents, employees, assigns or subcontractors, related to damages or bodily injury, property damage and personal injury that arise out of FSVA's actions or omissions associated with the services or obligations described in this Contract. FSVA shall have the duty to appear and defend any such demand, claim, suit or action on behalf of ASB and the Component Members, or tender the defense without cost or expense to ASB and the Component Members.

11. Non-Assignment. This Contract may not be assigned by or transferred by FSVA, in whole or in part, without the prior written consent of the ASB.

12. Mediation. In the event of any controversy, claim or dispute between the parties concerning this Contract or the breach of this Contract, including questions concerning the scope and applicability of this dispute resolution provision, the parties agree to participate in good faith in a mediation of any such dispute in Blaine County, Idaho. If mediation is unsuccessful, either party may pursue litigation with venue in the 5th Judicial District, Blaine County, Idaho.

13. Attorney's Fees. In the event of any dispute with regard to the interpretation or enforcement of this Contract, the prevailing party shall be entitled to recover its reasonable costs and attorneys' fees incurred therein, whether or not a lawsuit is actually filed, and on any appeals, and in any bankruptcy proceeding.

14. Appropriations. No commitment of public funds will be made prior to the approval of this Contract nor are any public funds committed beyond the current fiscal year. The terms of this Contract are contingent upon sufficient appropriations being made each fiscal year by the ASB for the performance of this Contract. If sufficient appropriations are not made, this Contract

SUN VALLEY
AIR SERVICE BOARD

shall terminate subject to the conditions subsequent concerning notice. Termination pursuant to the terms of this Contract shall not result in any claim for payment or damages by FSVA. ASB's decision as to whether sufficient appropriations are available shall be accepted by FSVA and shall be final. FSVA HAS NO RIGHT TO COMPEL COMPONENT MEMBERS TO LEVY OR COLLECT TAXES TO MAKE ANY PAYMENTS REQUIRED HEREUNDER, OR TO EXPEND FUNDS BEYOND THE AMOUNT PROVIDED FOR IN THE THEN CURRENT FISCAL YEAR. In the event that this provision conflicts with any other provision in the Agreement, this provision shall prevail.

15. Miscellaneous Provisions.

- a. Paragraph Headings. The headings in this Contract are inserted for convenience and identification only and are in no way intended to describe, interpret, define or limit the scope, extent or intent of this Contract or any of the provisions of the Contract.
- b. Provisions Severable. Every provision of this Contract is intended to be severable. If any term or provision hereof is illegal or invalid for any reason whatsoever, such illegality or invalidity shall not affect the validity of the remainder of the Contract.
- c. Rights and Remedies are Cumulative. The rights and remedies provided by this Contract are cumulative and the use of any one right or remedy by any party shall not preclude nor waive its rights to use any or all other remedies. Any rights provided to the parties under this Contract are given in addition to any other rights the parties may have by law, statute, ordinance or otherwise.
- d. Successor and Assigns. This Contract and the terms and provisions herein shall inure to the benefit of and be binding upon the heirs, personal representatives, successors and assigns of the parties hereto.
- e. Entire Contract. This Contract contains the entire agreement between the parties respecting the matters herein set forth and supersedes all prior agreements between the parties hereto respecting such matters.
- f. Governing Law. This Contract shall be construed in accordance with the laws of the State of Idaho.
- g. Preparation of Contract. No presumption shall exist in favor of or against any party to this Contract as a result of the drafting and preparation of the document.

**SUN VALLEY
AIR SERVICE BOARD**

- h. No Waiver. No waiver of any breach by either party of the terms of this Contract shall be deemed a waiver of any subsequent breach of the Contract.
- i. Amendment. No amendment of this Contract shall be effective unless the amendment is in writing, signed by each of the parties.
- j. Notices. Notices hereunder shall be by personal delivery or US Mail Certified/Return Receipt and shall be deemed effective upon such personal delivery or two (2) business days after mailing, whichever is later. Notices shall be provided as follows:
 - a. ASB: P.O. Box 3801, Ketchum, Idaho 83340
 - b. FSVA: P.O. Box 6316, Ketchum, Idaho 83340
- k. Fiscal Year. For the purpose of this Contract, the fiscal year is considered a government fiscal year between October 1 and September 30 of the following year.
- l. No Third Party Beneficiaries. This Agreement shall not create any rights or interest in any third parties.

IN WITNESS WHEREOF, the parties hereto have executed this Contract as of the date first set forth above.

Signatures:

Dated: _____	The Sun Valley Air Services Board, An Idaho Joint Powers Authority By: _____ Its: _____
Dated: _____	Fly Sun Valley Alliance, an Idaho Non-Profit Corporation By: _____ Its: President



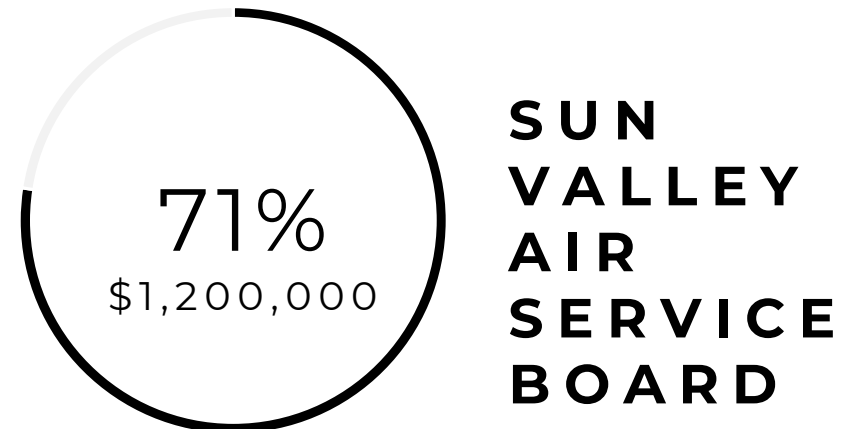
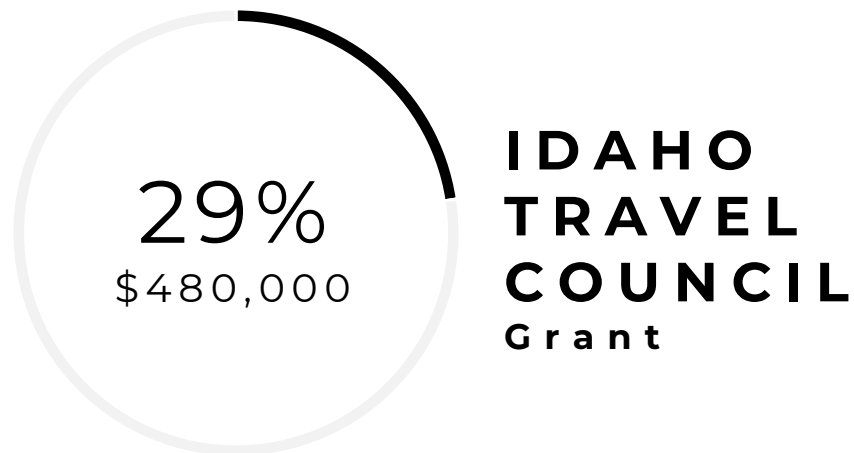
Sun Valley Air Service Board

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

FY24 ASB Allocations

\$1,200,000

FUNDING SOURCES



Current Est. Funding for FY 24' \$1,680,000

FY23 ASB Allocations \$1,689,110

VSV Budget	FY23
City of Ketchum:	\$0
City of Sun Valley:	\$0
Idaho Travel Council:	\$496,000
Membership:	\$12,000
Misc:	\$2,000
Total Core Budget:	\$510,000
Air Service Budget:	\$1,689,110
Total Partner Revenue:	\$2,199,110
* Contingency	\$550,000

ASB Allocations	FY23
Admin & Overhead:	\$439,168
Website:	\$30,000
Creative Messaging	\$327,822
Public Relations:	\$34,588
Promotion, Visitor Management:	\$797,532
Research:	\$30,000
Wood River Chamber:	\$30,000
Total	\$1,689,110

Narrowed Focus

COMPARED TO FY23

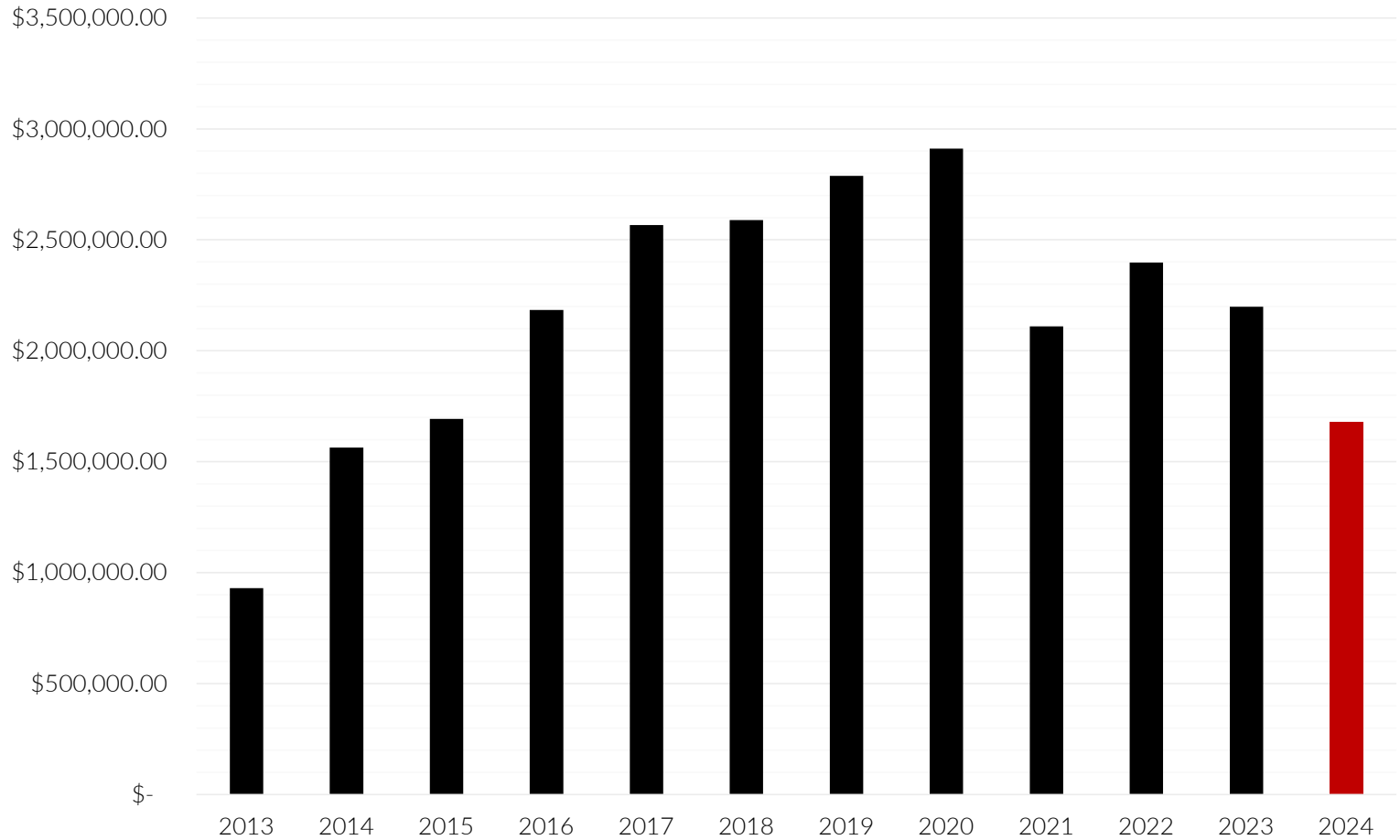
- This will be a 30% reduction in our Budget YOY
- -\$489,110
- Making our FY24 Budget on Par with 2014-2015

REVISED SCOPE

- We have eliminated or “Paused” a number of outsourced Vendors’ media, creative, and visitor research.
- We have “in-house” additional tasks
 - Cashflow management
 - ITC Grant writing and Management

FY 23' \$2.3m

FUNDING OVER TIME



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

MARKETING

WINTER MARKETING PLAN

Personas

- Narrowing our focus at two personas to target for winter.

Target Market(s)

- Focusing on 1-2 markets | Chicago + East Coast/Boston

Talking Points

- IKON + Mt. Collective
- Nonstop flights
- Lift upgrades

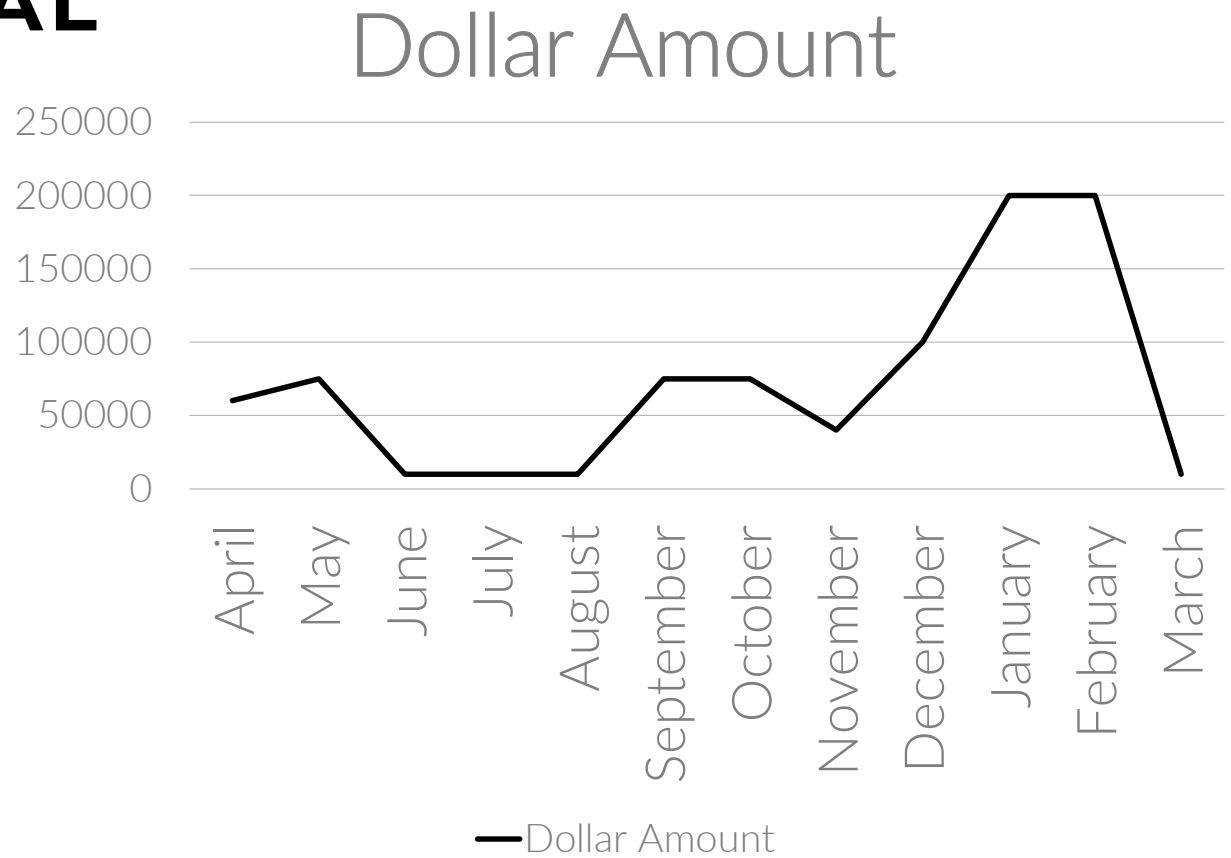
Media Outlets

- Repurposing Previous winter Digital and video assets
- Revisiting tried and true outlets with past performance

Timing

- Launch | mid-November
- Pause | 2nd week of December
- Reactivation | early January
- Wrap | mid of March

PROMOTIONAL SPEND FLOW



Slide 7

SFO Needs help. adding with additional overlay trend line
Scott Fortner, 2023-09-20T16:19:52.766

MARKET PRIORITIZATION

- We are looking for a Marketing Index that's high for Winter Sports and Outdoor Recreation.
- Also had "home" resort opportunities with associated season passes i.e. IKON.
- We have markets that are growing air service to us. We want to leverage that opportunity as best we can.
- Markets with a lower cost for Media
- Stake enough interest for people to take the leap to trial us,

CHIGAO

Strong Fly Through for us, form the East Coast, But growing opportunity as an Originating Market. With a good penetration of IKON Mt. Collective

EAST COAST

Boston Strong Ski market with a high % of Ikon holders.
And grew faster than any other market

Local/ Regional

If Budget allows, support SLC, Boise, Idaho Falls. Repurposing content media assets and using PR

THE PLAN

IKON & MT. COLLECTIVE

- Refined targeting to pass holders through a variety of digital advertising mediums including, video, radio, display, and partnerships,
- Make sure people know we're on the passes
- New visitors that haven't been here before
- Better aligned skier/snowboarder and traveler
Communicate suggested trip itineraries
- Help businesses leverage the opportunity

PERSONA

- Active Outdoor Adventurers
- Wanderers

BEYOND THE MT.

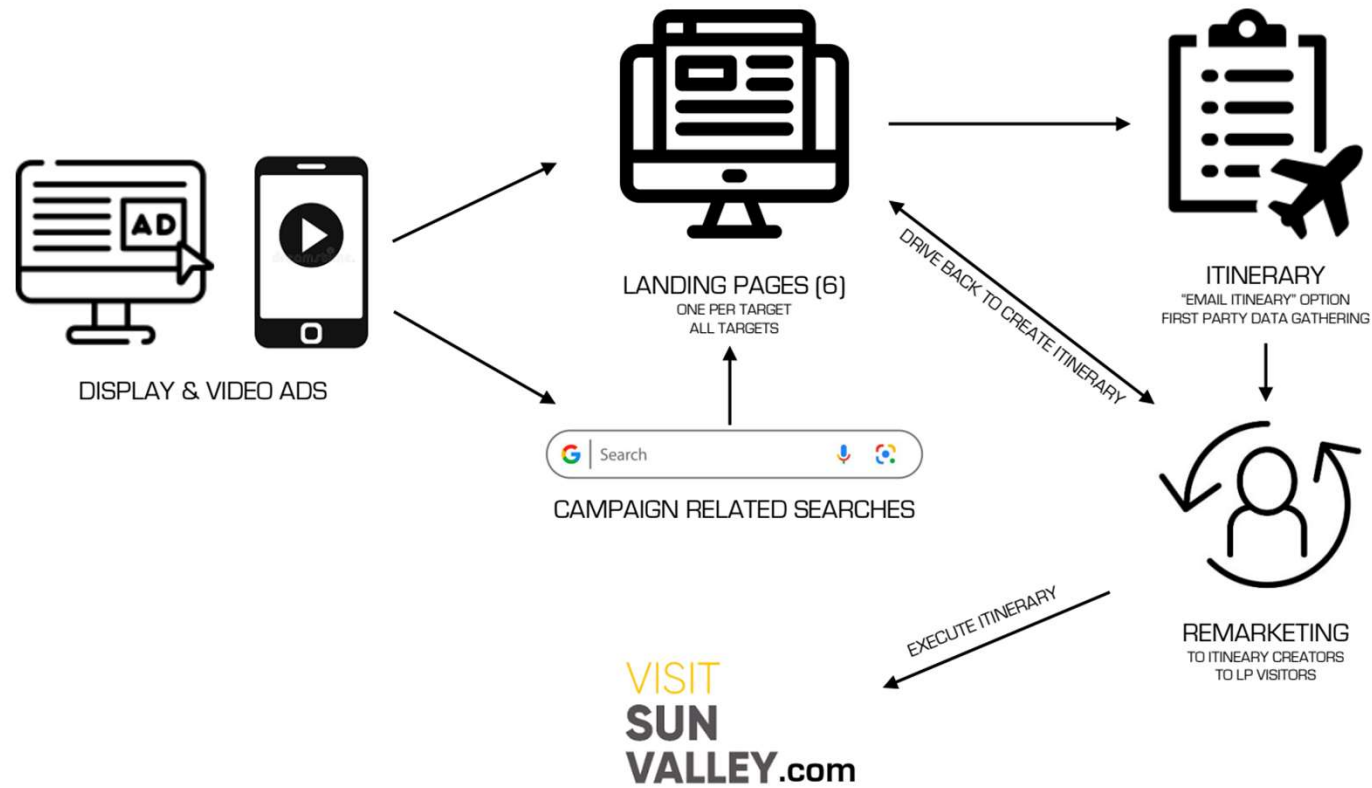
- Telling the deeper stories about the area that present us as destination to be considered for a visit anytime of the year.
- Non-seasonal specific opportunities such as wellness, arts & culture, culinary, and the Central Idaho Dark Sky Reserve are a few touchpoints.

PERSONAS

- Active Outdoor Adventurers
- Wanderers

VISIBILITY

THE CONSUMER JOURNEY



DESIRED ACTIONS

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.

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

WINTER OUTLETS

ogury

 **YouTube**

 **PRECISE TV**

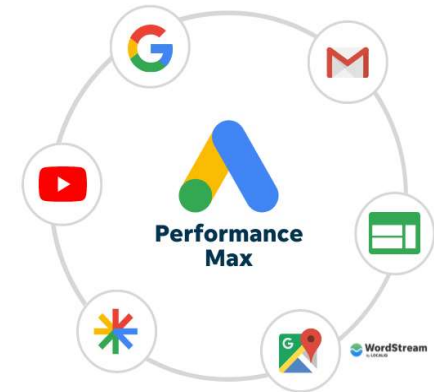
FREESKIER 

The Journal of
**Lost
Time**

**Mountain
Gazette**

WHALEBONE

 Google Discover



VISIBILITY

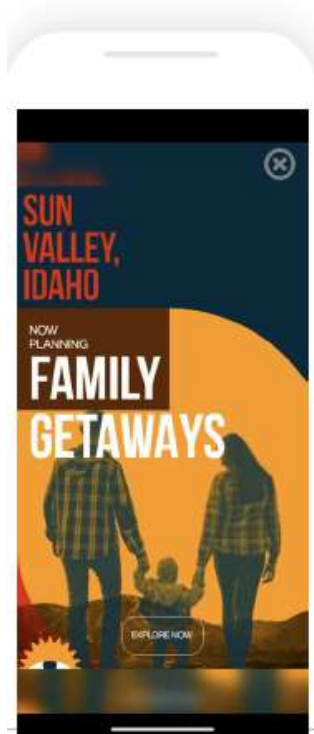
CREATIVE SAMPLES



Active Creative A



Non-Outdoors Creative B



Active Creative B

PERSONA ADS



MEDIA PARTNERSHIPS

- **Freeskier Magazine** – 4pg print & online story, email inclusion, social posts
- **Journal of Lost Time** – video production to take place in January, small initial share in February, teased out through the end of winter
- **Whalebone Magazine** – print ad in their “slow” issue, 2-4pg article on winter in Sun Valley for the December issue/Online Newsletter and Social Posts|
- **Mountain Gazette** – 4-week email blast in December, podcast read, trip giveaway |
- **Matchstick** in co-op with SVR

OUTREACH

PR

Limelight Media FAM

- We aided in the Limelight media FAM in mid-June which hosted 4 journalists.
- 2 articles have already been published as a result

The Points Guy

- We're working with the Sun Valley Resort to bring in the new hotel editor from The Points Guy to Sun Valley August 15-17.

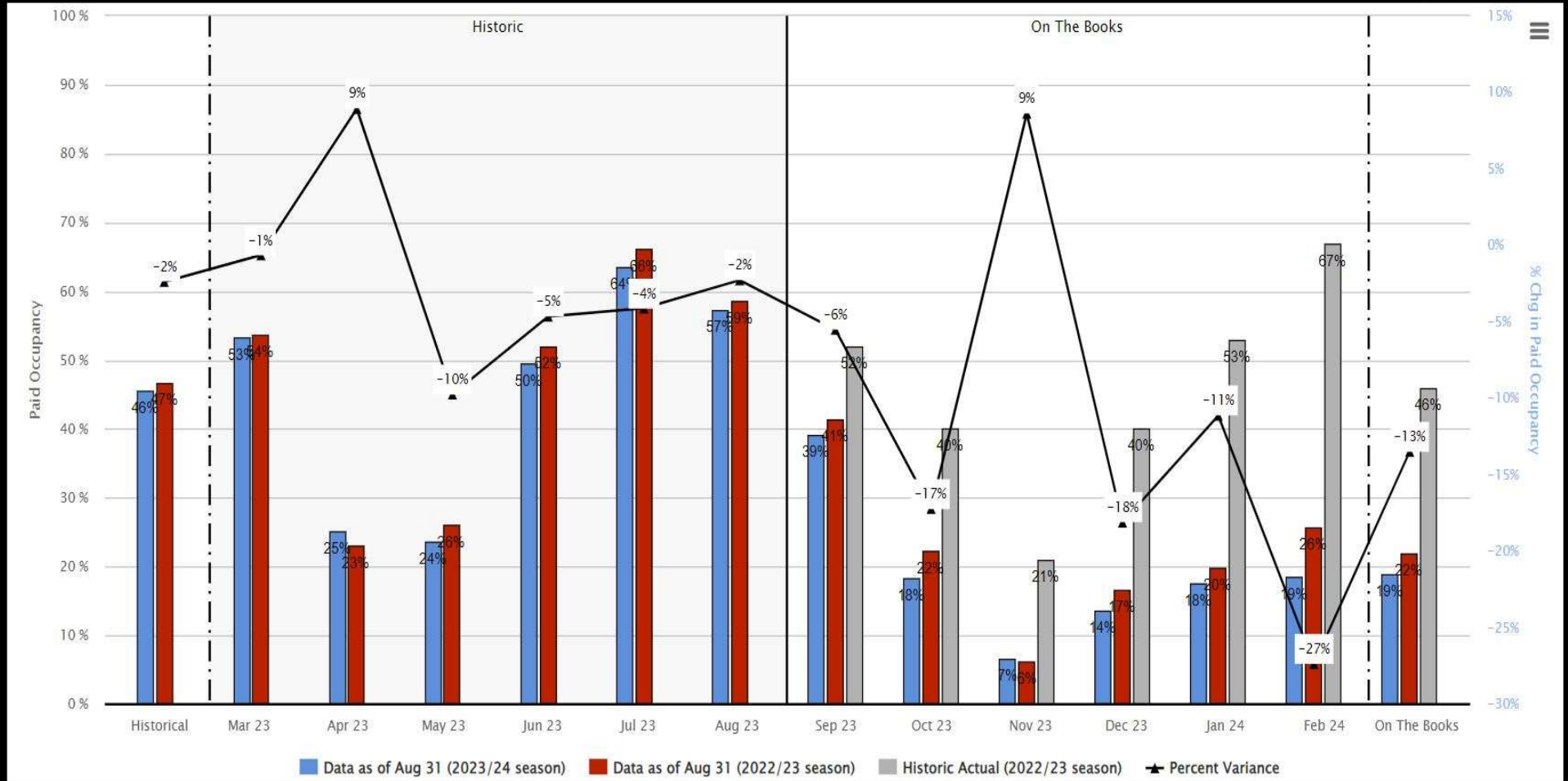
Outdoor Media Summit

- Kendall will be heading to Boise for the seminar to learn and tag-team journalist relationship building

Chicago Media Mission

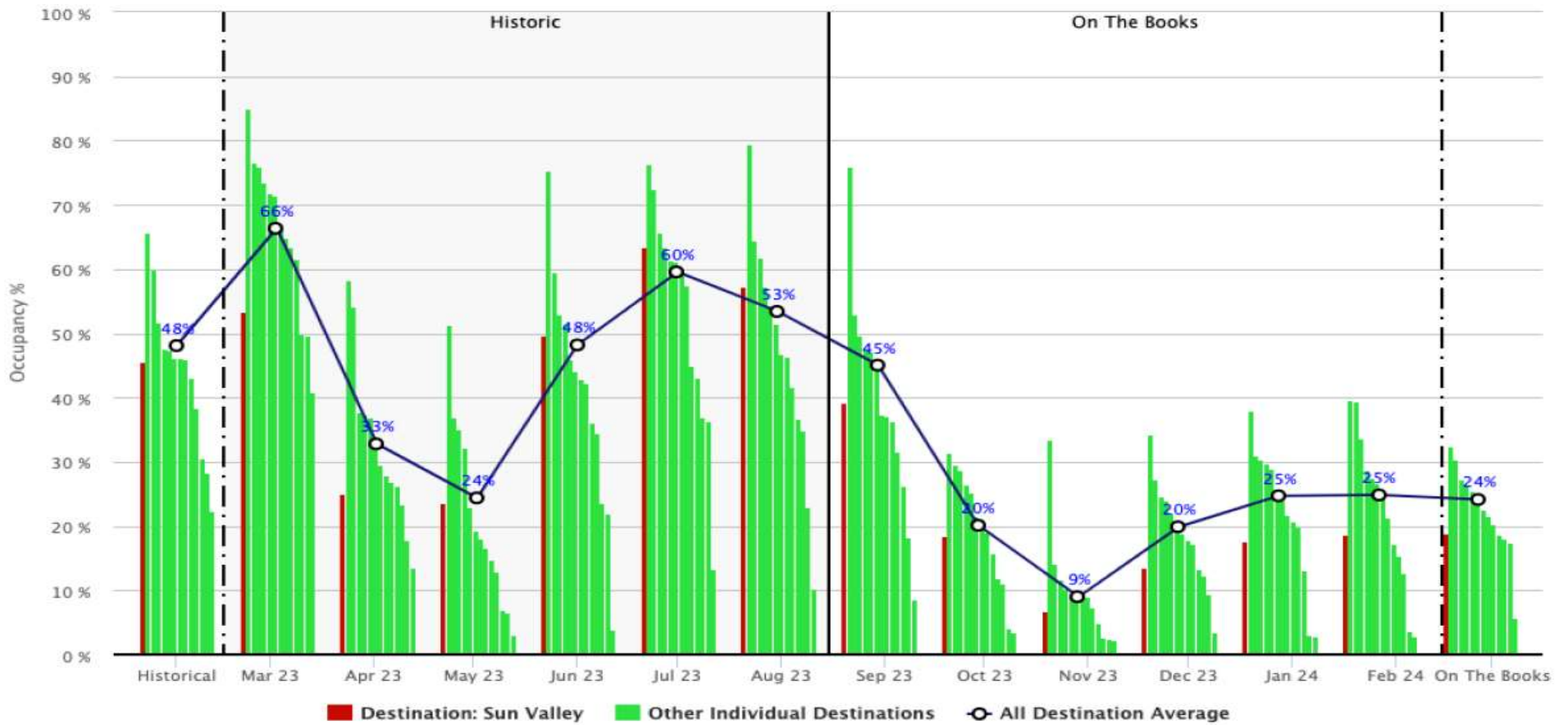
- We're in the planning phases of building out a media mission to Chicago to increase visibility of the additional air service from ORD to SUN this winter.

[Download PDF](#)





RECOMMENDATION



Record year for Ski Resort Improvements



The 11 Most Anticipated Upgrades and Expansions Coming to North American Ski Resorts This Season and Beyond

Brent Thomas | August 28, 2023 | [Industry News](#)



Changes can be exciting. Credit: Big Sky Resort

Two consecutive seasons of record skier visits signal that the U.S. ski industry is healthy and that the demand for outdoor recreation is strong. To keep up with the demand, many ski areas are improving, upgrading, and expanding their operations.

The thought of faster and bigger lifts, new terrain to explore, and an overall enhanced experience only makes snow enthusiasts even more excited for the upcoming season. Here are our most anticipated developments coming for this season and down the road.

Big Sky, MT: Lone Peak Tram Upgrade

Keystone Resort
<https://www.keystoneresort.com/capital-investments>

Bergman Bowl | Keystone Ski Resort

As a part of this project, the resort is building a new high-speed 6-passenger chairlift in Bergman Bowl, as well as new trails and snowmaking. While Bergman ...

Unofficial Networks
<https://unofficialnetworks.com/2023/08/07/windha...>

New York Ski Resort Announces Base Area Expansion

Aug 7, 2023 — For the golf course, they want to expand and add activities like a pool, racquet sports courts, and more. For the dining experience, they aim to ...

Schweitzer Mountain Resort
<https://www.schweitzer.com/schweitzer-life/master...>

Schweitzer Master Plan

Skiing & Snowboarding: Mountain improvements with upgraded lifts, new terrain and expanded services need to develop in parallel with business growth. Moving ...

Missing: expansions; | Show results with: expansions,

Gore Mountain
<https://goremountain.com/The Mountain>

Mountain Improvements | Gore Mountain NY

The new lift is planned to be available for the 2024-25 ski season and completion of the lodge is slated for 2025. "The Ski Bowl project will provide a year ...

Ski Area Management
<https://www.saminfo.com/News/SAM Headline News>

Vail Resorts Plans \$211M in Capital Investments for 2023

Mar 10, 2023 — The investment plan includes a new four-person high-speed chairlift to replace the existing two-person fixed-grip lift as well as new teaching ...

SKI

[SPORT LIFE](#) [PERFORMANCE](#) [VIDEOS](#) [PHOTOS](#) [ADVENTURE](#) [ATHLETES](#) [NEWS](#)

[RESORT GUIDE 2023](#) [CULTURE](#) [DINING](#) [LODGING](#) [CANADA](#) [MORE](#)

Ski Resort Life

The 9 Resort Upgrades We're Most Looking Forward To Next Season

ain expansions, mid-mountain lodges, faster lifts, and one very highly anticipated new tram will all debut this winter.

JULY 26, 2023 · SAMANTHA BERMAN · [f](#) [t](#) [e](#)



New To Ski
<https://newtoski.com/new-ski-lifts-expansions-next-s...>

9 Exciting New Lifts And Terrain Expansions We Can't Wait ...

Aug 30, 2023 — Here are some of the most anticipated resort upgrades for the 2023-2024 ski season. Chapters. Toggle. 9. Lone Peak Tram Upgrade at Big Sky ...

9. Lone Peak Tram Upgrade At... · 7. Bergman Bowl Opens At... · 4. Snowbasin Adds High-Speed...

Avant Ski
<https://www.theavantski.com/post/8-transformative-s...>

8 Transformative Ski Resort Projects for 2023 & Beyond ...

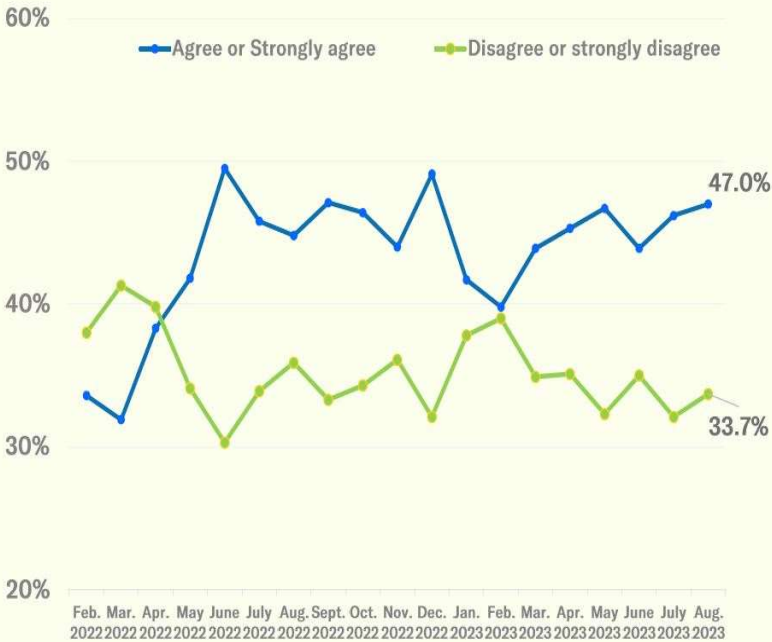
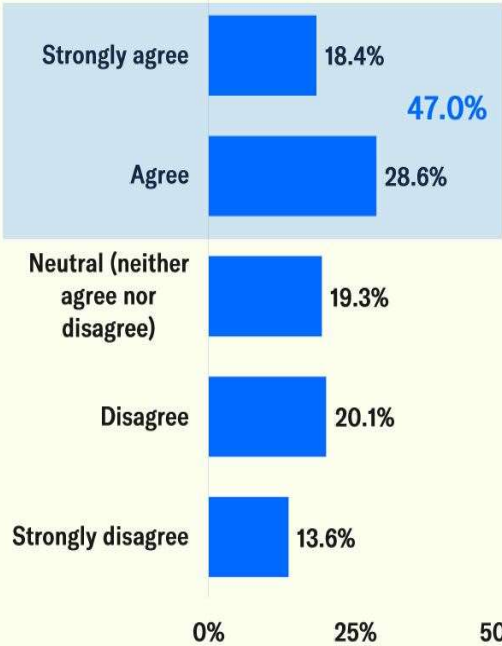
Jul 12, 2021 — Ski resorts across North America are investing in massive terrain expansions, base area redevelopments, and substantial lift and infrastructure ...

State of The American Traveler

Travel is facing headwinds from **high prices and **spending caution** resulting from fears of recession. The single biggest impediment to travel right now is high costs.**

State of The American Traveler

Statement: High travel prices have kept me from traveling in the past month.

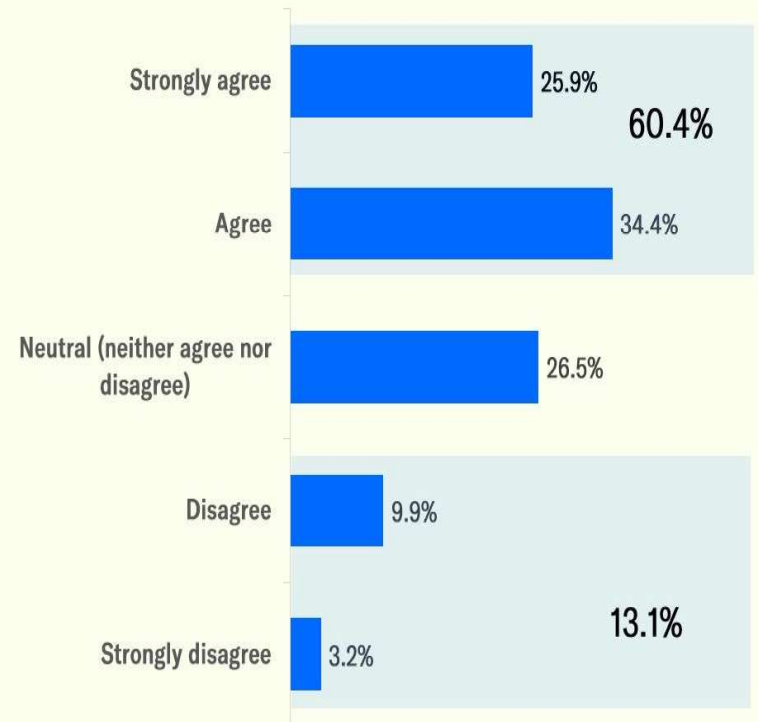


State of The American Traveler

Recession fears continue to drive spending caution.

Statement:

Right now, I am being careful with my money because I'm concerned about an upcoming recession.



Competitive Package Offers



BLOG | WINTER | VIDEOS










UP TO \$400 AIR CREDIT

Package your winter vacation and save!

Receive up to \$400 off your airfare per person when you book your roundtrip flights, lodging, and lift tickets or activities through Jackson Hole Resort

SKI.com

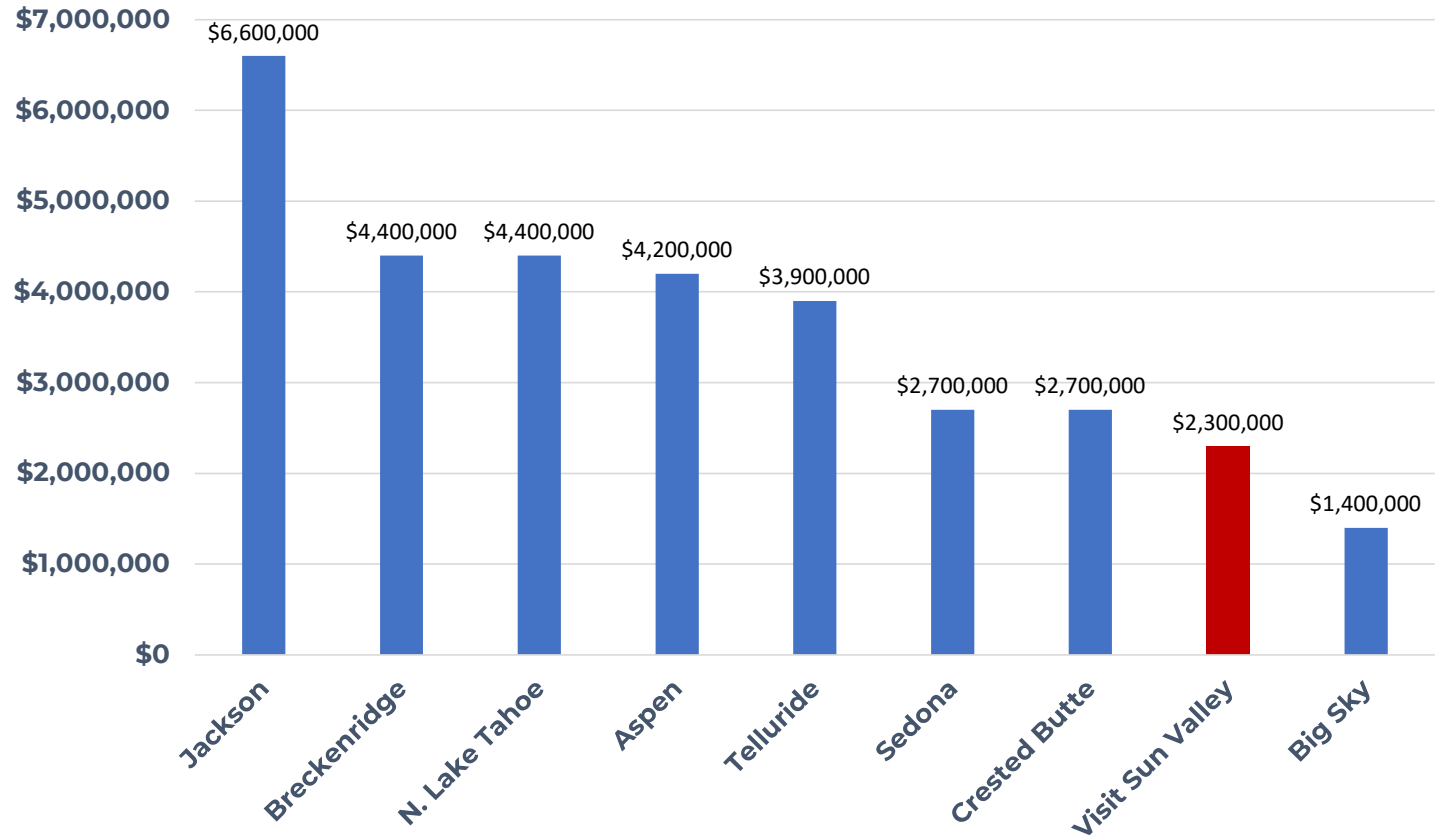
272 FOUND DEALS

 <p>SNOWMASS SAVE UP TO 98% ON LODGING VICEROY SNOWMASS Valid From: 11/23/2023 to 11/28/2023 Show me!</p>	 <p>SUN PEAKS SAVE UP TO 73% ON LODGING RESIDENCES AT SUN PEAKS GRAND Valid From: 11/23/2023 to 11/28/2023 Show me!</p>	 <p>PARK CITY MOUNTAIN RESORT SAVE UP TO 65% ON LODGING LODGE AT BLUE SKY Valid From: 01/16/2024 to 01/20/2024 Show me!</p>
 <p>SUN PEAKS SAVE UP TO 59% ON LODGING SUN PEAKS GRAND HOTEL AND CONFERENCE CENTER Valid From: 03/22/2024 to 03/29/2024 Show me!</p>	 <p>TELLURIDE SAVE UP TO 54% ON LODGING MADELINE HOTEL & RESIDENCES Valid From: 12/17/2023 to 12/22/2023 Show me!</p>	 <p>ASPEN SAVE UP TO 50% ON LODGING HOTEL JEROME, AN AUBERGE RESORT Valid From: 01/09/2024 to 01/13/2024 Show me!</p>
 <p>VAL THORENS SAVE UP TO 41% ON LODGING HOTEL LE FITZ ROY</p>	 <p>WHISTLER BLACKCOMB SAVE UP TO 40% ON LODGING BLACKCOMB SPRINGS SUITES</p>	 <p>MAMMOTH SAVE UP TO 39% ON LODGING MAMMOTH MOUNTAIN INN</p>

Who We Are

COMPSET MARKETING BUDGETS

2022 COMPSET BUDGET COMPARISON



Data sourced from destination websites and DMO employees

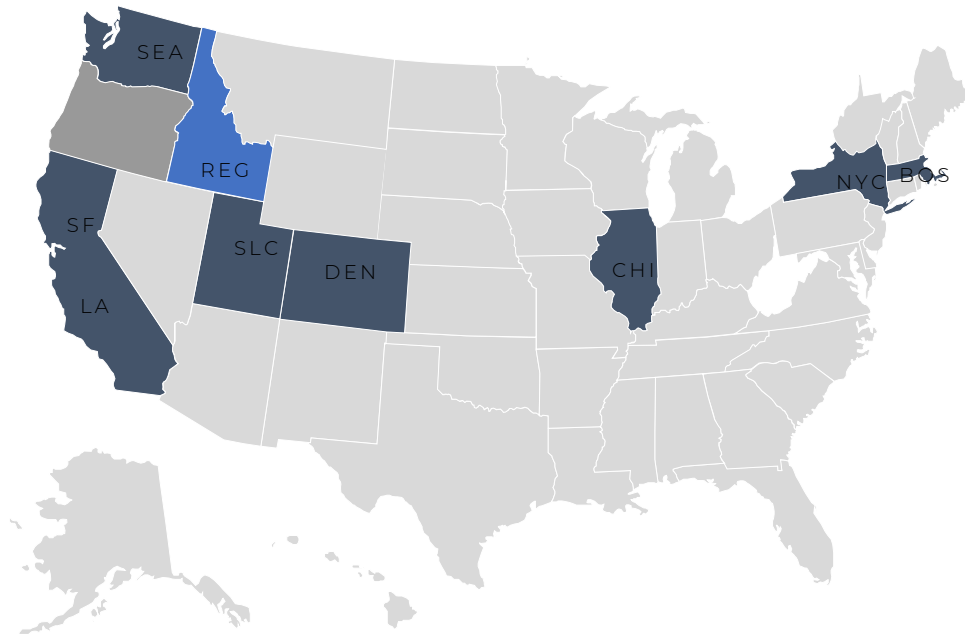
\$750,000 ADDITIONAL FUNDS

- Expand our Reach and Frequency, duration
- Broader Market Penetration
- Allows us to focus on more than just 2 of our visitor audiences
- Co-op with Tourism partners on value-add and enticements
- Essentially bolster your current plan presented but also find
- Maintain an always-ON APPROACH / Never off
- Share of Voice and Ski Market
- Strive to fill the increase in Air seats
- Continue to build on SPRING/ FALL initiatives

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.

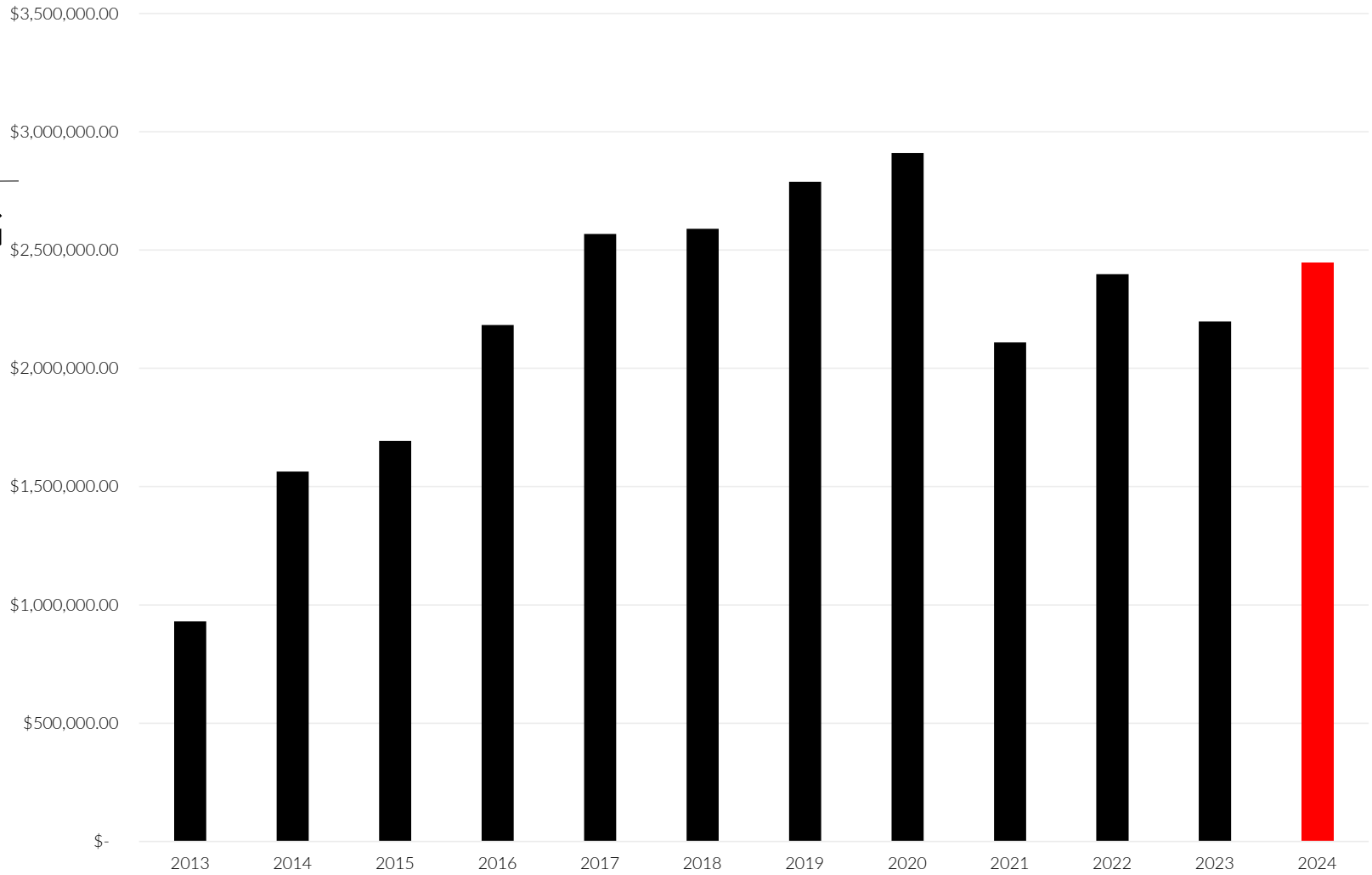


Target Destinations

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

FY 23' \$2.3m

FUNDING OVER TIME



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

MEDIA FLOW CHART

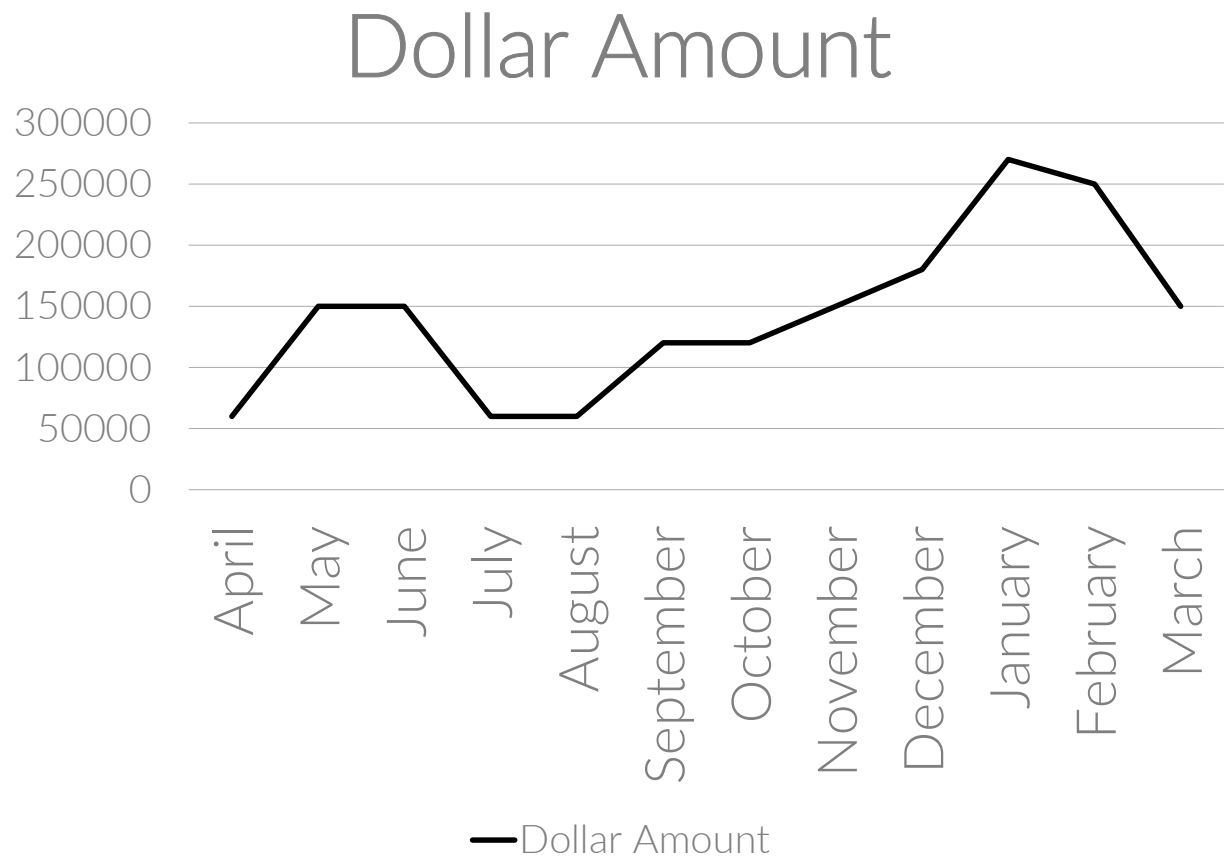
		2022								2023								NET TOTALS								
TACTICS	MEDIA	NOVEMBER				DECEMBER				JANUARY				FEBRUARY					MARCH							
		7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20		27	6	13	20	27			
EFFICIENT REACH & SITE TRAFFIC <small>(MP: impressions, CTR, CPC)</small>	Google Performance Max																									
	4 Markets																									
	Wanderers & Active Outdoor	\$7,000				\$7,000				\$7,000				\$7,000				\$7,000								\$38,000
	Ogury (Display)																									
4 Markets																										
Wanderers & Active Outdoor	\$19,000				\$19,000				\$19,000				\$19,000				\$19,000				\$19,000				\$95,000	
EFFICIENT REACH & VIDEO VIEWS <small>(MP: impressions, views, CPV)</small>	Ogury (Video)																									
	4 Markets																									
	Wanderers & Active Outdoor	\$40,000				\$31,000				\$31,000				\$31,000				\$31,000				\$31,000				\$164,000
	PreciseTV (YouTube)																									
4 Markets																										
Wanderers & Active Outdoor	\$40,000				\$31,000				\$31,000				\$31,000				\$31,000				\$31,000				\$164,000	
CONVERSION <small>(MP: clicks, CPC, engagement)</small>	Google Search & Remarketing																									
	4 Markets																									
Wanderers & Active Outdoor	\$8,000				\$7,000				\$31,000				\$7,000				\$7,000				\$7,000				\$60,000	
CONVERSION <small>(MP: opens, views, email)</small>	Partnerships																									
	Freeskier	\$20,000				\$20,000																				\$134,000
	Journal of Lost Time					\$20,000				\$20,000																
	Mountain Gazette	\$7,000				\$7,000																				
Whalebone					\$40,000																					
TOTAL MEDIA SPENDING		\$141,000				\$182,000				\$139,000				\$95,000				\$95,000				\$95,000				\$652,000

NEW FY24 Budget Allocations \$2,446,000

VSV Budget	FY23
City of Ketchum:	\$0
City of Sun Valley:	\$0
Idaho Travel Council:	\$480,000
Membership:	\$14,000
Misc:	\$2,000
Total Core Budget:	\$496,000
Air Service Budget:	\$1,950,000
Total Partner Revenue:	\$2,446,000
* Contingency	\$550,000

ASB Allocations	FY24
Admin & Overhead:	\$439,168
Website:	\$40,000
Creative Messaging	\$327,822
Public Relations	\$58,220
Promotion –Digital media, digital assests	\$964,790
Visitor Services	\$70,000
Research:	\$50,000
Total	\$1,950,000

PROMOTIONAL SPEND FLOW



Leveraged the opportunities we have

NONSTOP FLIGHTS

WINTER AIR SERVICE



SLC>>SUN

- Year-round

SEA>>SUN

- Daily starting
most of the
winter

DEN>>SUN

- 1-3x a day most
of the winter

LAX>>SUN

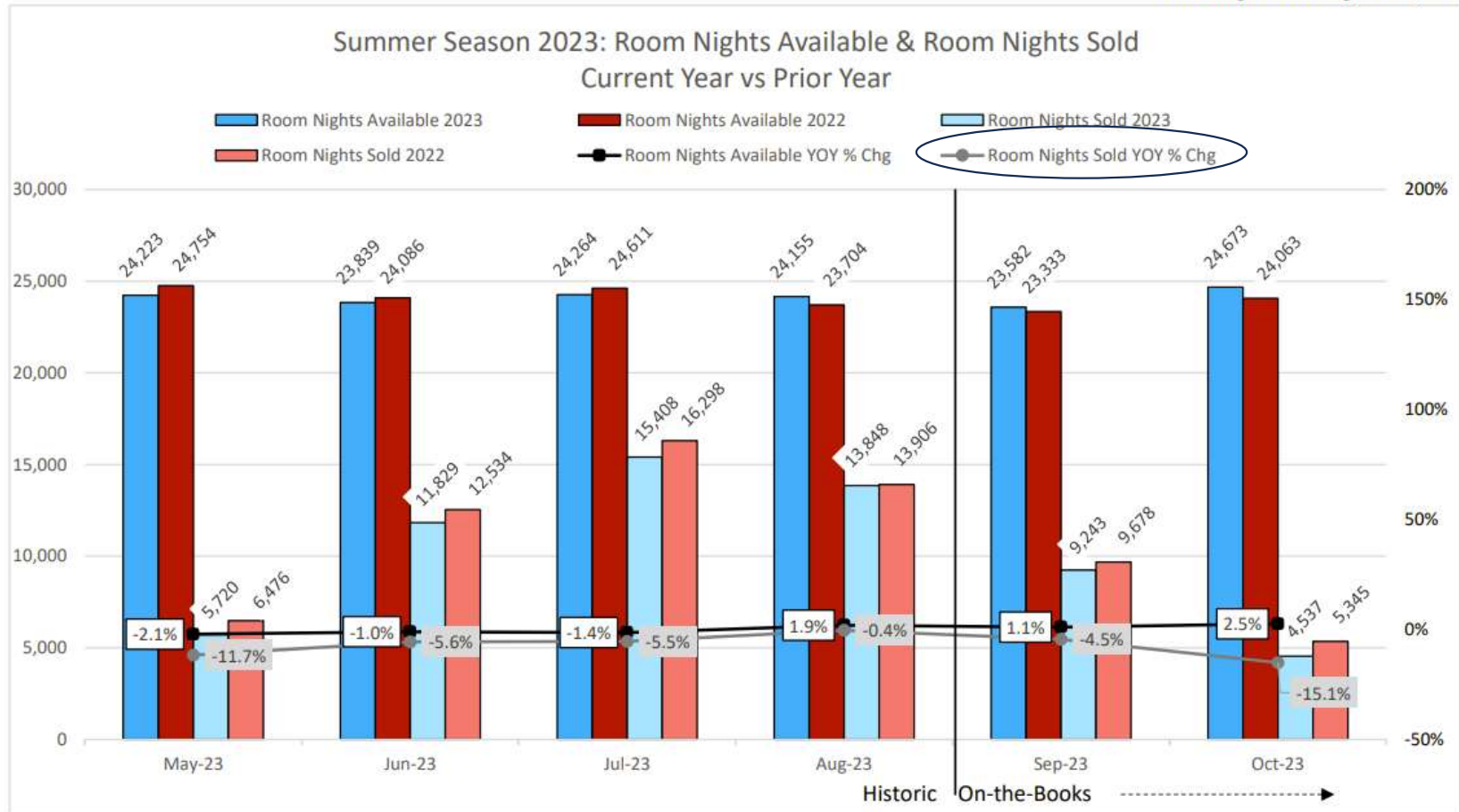
- Daily starting
December 15

SFO>>SUN

- Daily starting
December 15

ORD>>SUN

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

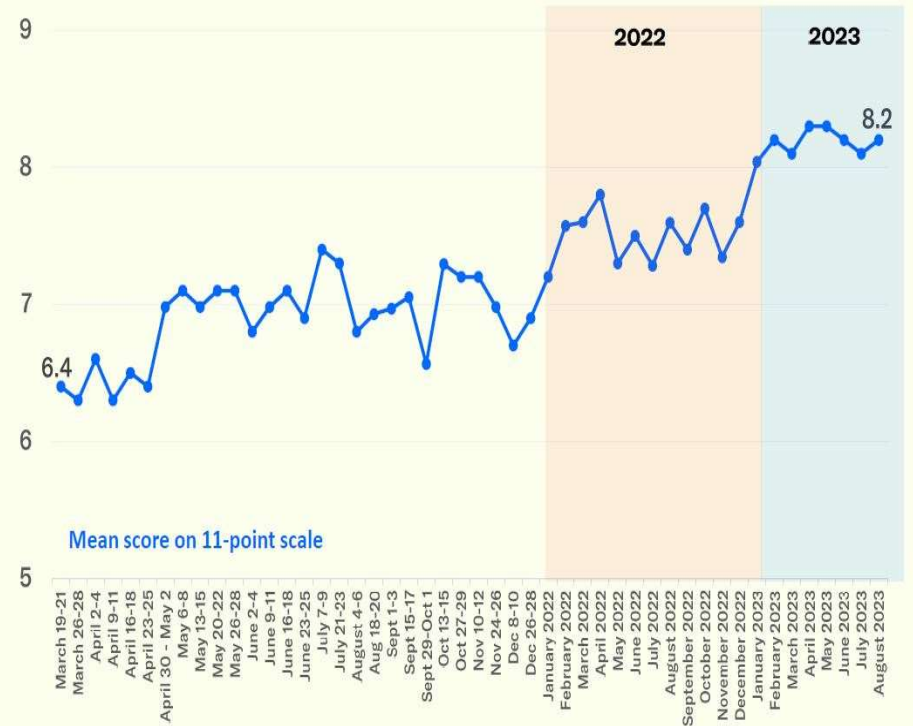


State of The American Traveler

...reaching near record levels.

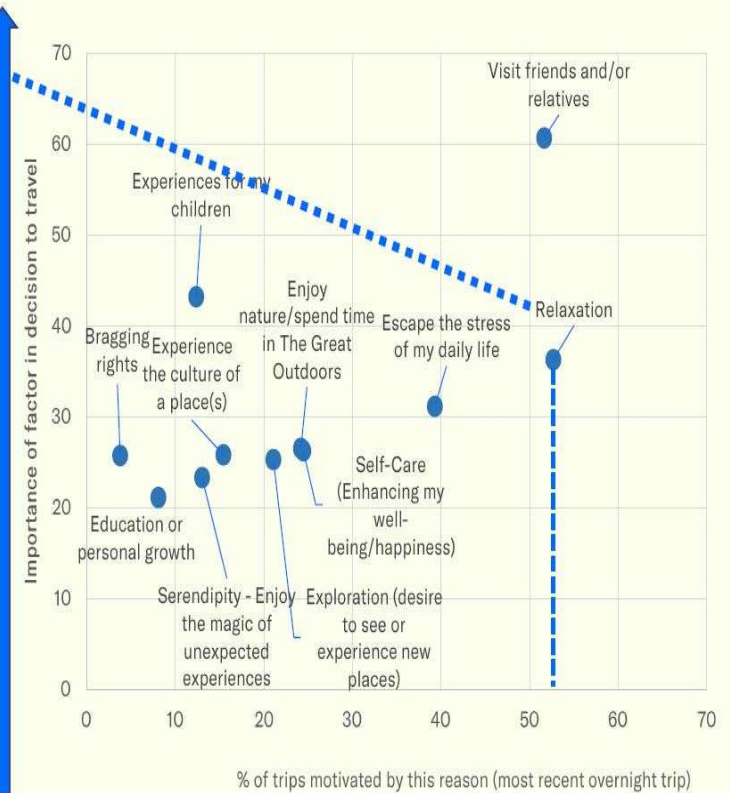
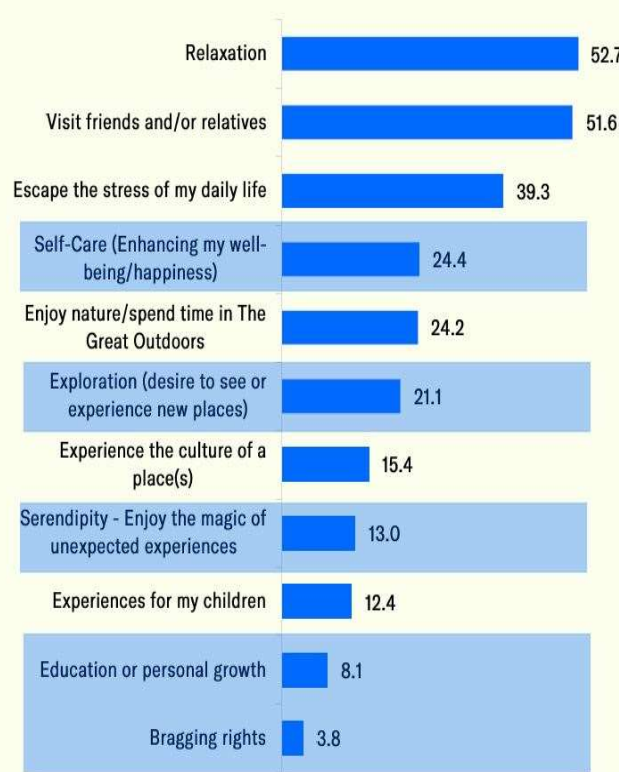
Question:

Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS?



Why Americans Travel – General Motivations (Most Recent Trip)

State of The American Traveler



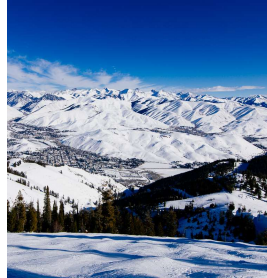


For winter, we are going back to our core sustainability focus:

**For our Future,
We need to Find the Next
Generation of Visitors who
will enjoy, respect, and
embrace our Valley culture.**

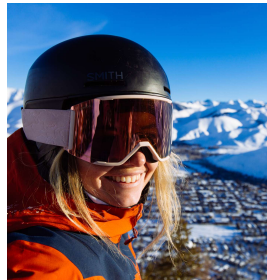
LOCAL HOOD

WHY SUN VALLEY



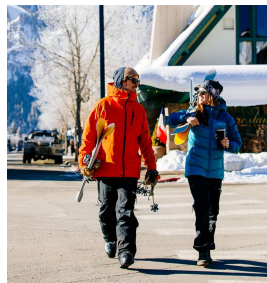
THE PLACE

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

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

Continue to ensure 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.

Visitor Services

Education, Information, and Community Outreach

Visitor Resources

- Visitor Center
- Website
- Newsletter
- Local Initiatives

Local Resources

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

Community Collaborations

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

THANK YOU!

WE CAN'T DO IT WITHOUT YOU

FUNDING PARTNERS

SUN VALLEY
AIR SERVICE BOARD



COMMUNITY PARTNERS



**SUN VALLEY
AIR SERVICE BOARD**

CONTRACT FOR SERVICES
BETWEEN THE
SUN VALLEY AIR SERVICE BOARD AND
SUN VALLEY TOURISM ALLIANCE

THIS CONTRACT FOR SERVICES, (hereinafter referred to as "Contract") made and entered into this ____ day of _____, 2024, by and between the Sun Valley Air Service Board, an Idaho Joint Powers Authority (hereinafter referred to as the "ASB") and the Sun Valley Tourism Alliance, Inc., an Idaho nonprofit corporation with an IRS 501 (c) (6) designation, (hereinafter referred to as "SVTA").

RECITALS

1. The ASB is a duly organized and existing Joint Powers Authority organized as a separate legal entity under Idaho Code §§ 67- 2328 *et seq.* The ASB is made up of the following entities (hereinafter referred to as "Component Members"):
 - a. The City of Sun Valley, Idaho
 - b. The City of Ketchum, Idaho
 - c. The City of Hailey, Idaho
 - d. Blaine County, Idaho [non-voting]

2. SVTA is an Idaho non-profit corporation with an IRC 501(c)(6) designation engaged in the business of domestically marketing the Sun Valley, Idaho resort area.

3. Pursuant to Idaho Code §§ 67-2328, 50- 301 and 50- 302, the ASB is empowered to enter into contracts and take such steps as are reasonably necessary to maintain the peace, good government and welfare of the Component Members and their trade, commerce and industry. Accordingly, the ASB has the power as conferred by the State of Idaho, to provide directly for certain promotional activities to enhance the trade, commerce, industry, and economic well-being of the Component Members.

4. Ordinances have been adopted by certain Component Members (except Blaine County) for the purposes of a) maintaining and increasing commercial air service to Friedman Memorial Airport through the use of Minimum Revenue Guarantees ("MRG's") or other inducements to providers; b) promoting and marketing the existing service and any future service to increase passengers; c) for all ancillary costs which are associated with the ongoing effort to maintain and increase commercial air service, including reasonable program management costs and busing due to flight diversion(s); and d) direct costs to collect and enforce the tax, including administrative and legal fees.

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5. The primary reason for the ASB to enter this Contract is to effectuate the purposes of the local option taxes and Component Member ordinances recited above.
6. SVTA is to provide air service marketing services to promote air travel to and from the airport in Blaine County (SUN).
8. It is the intention of the ASB to contract with SVTA to provide such services for consideration as hereinafter provided, subject to the tracking and reporting requirements described herein.
9. SVTA desires to enter into a contract with the ASB to provide air service marketing services as hereinafter provided.

NOW, THEREFORE, in consideration of the mutual promises and agreements set forth herein, it is agreed by and between the ASB and SVTA as follows:

1. All Recitals above are incorporated herein by reference.
2. Services. SVTA agrees to provide air service marketing services to the ASB consisting of marketing goals and objectives: creative strategy; media purchase; campaign assets and public relations efforts in air service markets, including key monitoring and tracking of advertising efforts to ensure effectiveness ("Marketing Services").
3. Expenses. SVTA agrees that it shall provide, at its sole expense, all costs of labor, materials, supplies, business overhead and financial expenses, liability insurance, fidelity bonds, and all necessary equipment and facilities required to provide the services as set for in this Contract.
4. Term. The term of this Contract shall commence upon the day of its execution and shall be automatically extended each year, unless notice is provided as set forth herein.
5. Consideration. During the term of this Contract, ASB shall pay SVTA, as payment for Marketing Services, a maximum sum not to exceed the total "SVTA Contract Expenses" as identified in the annual adopted ASB budget, payable on a monthly basis. Each monthly payment shall be calculated by multiplying the percentage so designated in the SVTA annual budget by the actual amount of local option taxes received by the ASB, less direct costs, administrative expenses, legal reserves and fund balance, which is described as "Funds Available for Contracts." In the event the monthly payments derived during the fiscal budget year would exceed the "SVTA Contract Expenses" budget amount, the last monthly payment(s) shall be reduced to ensure only a payment of the contract amount in the SVTA annual budget. In the event the monthly payments derived during the fiscal budget year are less than the contract

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amount in the ASB budget, SVTA shall not be entitled to the difference between the total of the monthly payments and the contract amount in the ASB budget.

6. Reporting Requirements. In consideration and as part of this Contract, SVTA agrees to provide to the ASB:
 - A. Written and in-person presentations and reports in November and May during the term of this Contract or as otherwise scheduled by the parties outlining program results and plans for the upcoming season and explaining annual performance based on goals outlined in the annual budget presentation. Semi-annual reports will be based on the government fiscal year of October 1st to September 30.
 - B. The ASB has at all times the right to request an independent audit, at the sole cost of SVTA, under the provisions herein, and such audit obligation and cost on the part of SVTA shall survive any termination.
 - C. The ASB may request additional financial information it deems necessary or appropriate to assist the ASB in verifying the accuracy of the SVTA's financial records, and within a reasonable time period, SVTA shall submit such information or reports relating to its activities under this Contract to ASB in such form and at such time as ASB may require. Any duly authorized agents of the ASB shall be entitled to inspect and audit all books and records of SVTA for compliance with the terms of this Contract. SVTA agrees to retain all financial records, supporting documents, statistical reports, contracts, minutes, correspondence, and all other accounting records or written materials pertaining to this Contract for three (3) years following the expiration or termination of this Contract.
7. Termination. The ASB may, at its sole discretion, terminate this Contract upon 90 days written notice to SVTA with or without cause. The ASB recognizes that the SVTA has made significant financial commitments (*e.g.*, vendor contracts) on behalf of the ASB and will need time to adjust its obligations. In the event of such termination, the ASB shall have no further responsibility to make any payment to SVTA under this Contract at the end of the 90-day period.
8. Equal Employment Opportunity. SVTA covenants that it shall not discriminate against any employee or applicant for employment because of race, religion, color, sex or national origin.

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9. Independent Contractor Status. The parties acknowledge and agree that SVTA shall provide its services for the fee specified herein in the status of independent contractor, and not as an employee of the ASB. SVTA shall create, direct and control its own means and methods of performing this Contract. SVTA and its agents, members, employees and volunteers shall not accrue leave, retirement, insurance, bonding or any other benefit afforded to employees of the ASB. The sole interest and responsibility of the ASB under this Contract is to assure itself that the services covered by this Agreement shall be performed and rendered by SVTA in a competent, efficient and satisfactory manner.

10. Hold Harmless Agreement. SVTA hereby covenants and agrees to indemnify, defend and hold the ASB and the Component Members, and their officials, officers, employees and agents harmless from and against any and all claims, demands, causes of action, suits, losses, liabilities, damages, costs and expenses, including attorney fees, that may accrue, directly or indirectly, by reason of any wrongful act or omission on the part of SVTA, its agents, employees, assigns or subcontractors, related to damages or bodily injury, property damage and personal injury that arise out of SVTA's actions or omissions associated with the services or obligations described in this Contract. SVTA shall have the duty to appear and defend any such demand, claim, suit or action on behalf of ASB and the Component Members, or tender the defense without cost or expense to ASB and the Component Members.

11. Non-Assignment. This Contract may not be assigned by or transferred by SVTA, in whole or in part, without the prior written consent of the ASB.

12. Mediation. In the event of any controversy, claim or dispute between the parties concerning this Contract or the breach of this Contract, including questions concerning the scope and applicability of this dispute resolution provision, the parties agree to participate in good faith in a mediation of any such dispute in Blaine County, Idaho. If mediation is unsuccessful, either party may pursue litigation with the venue 5th Judicial District, Blaine County, Idaho.

13. Attorney's Fees. In the event of any dispute with regard to the interpretation or enforcement of this Contract, the prevailing party shall be entitled to recover its reasonable costs and attorneys' fees incurred therein, whether or not a lawsuit is actually filed, and on any appeals, and in any bankruptcy proceeding.

14. Appropriations. No commitment of public funds will be made prior to the approval of this Contract nor are any public funds committed beyond the current fiscal year. The terms of this Contract are contingent upon sufficient appropriations being made each fiscal year by the ASB for the performance of this Contract. If sufficient appropriations are not made, this Contract shall terminate subject to the conditions subsequent concerning notice. Termination

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pursuant to the terms of this Contract shall not result in any claim for payment or damages by SVTA. ASB's decision as to whether sufficient appropriations are available shall be accepted by SVTA and shall be final. SVTA HAS NO RIGHT TO COMPEL COMPONENT MEMBERS TO LEVY OR COLLECT TAXES TO MAKE ANY PAYMENTS REQUIRED HEREUNDER, OR TO EXPEND FUNDS BEYOND THE AMOUNT PROVIDED FOR IN THE THEN CURRENT FISCAL YEAR. In the event that this provision conflicts with any other provision in the Agreement, this provision shall prevail.

15. Miscellaneous Provisions.

- a. Paragraph Headings. The headings in this Contract are inserted for convenience and identification only and are in no way intended to describe, interpret, define or limit the scope, extent or intent of this Contract or any of the provisions of the Contract.
- b. Provisions Severable. Every provision of this Contract is intended to be severable. If any term or provision hereof is illegal or invalid for any reason whatsoever, such illegality or invalidity shall not affect the validity of the remainder of the Contract.
- c. Rights and Remedies are Cumulative. The rights and remedies provided by this Contract are cumulative and the use of any one right or remedy by any party shall not preclude nor waive its rights to use any or all other remedies. Any rights provided to the parties under this Contract are given in addition to any other rights the parties may have by law, statute, ordinance or otherwise.
- d. Successor and Assigns. This Contract and the terms and provisions hereof shall inure to the benefit of and be binding upon the heirs, personal representatives, successors and assigns of the parties hereto.
- e. Entire Contract. This Contract contains the entire agreement between the parties respecting the matters herein set forth and supersedes all prior agreements between the parties hereto respecting such matters.
- f. Governing Law. This Contract shall be construed in accordance with the laws of the State of Idaho.
- g. Preparation of Contract. No presumption shall exist in favor of or against any party to this Contract as a result of the drafting and preparation of the document.
- h. No Waiver. No waiver of any breach by either party of the terms of this Contract shall be deemed a waiver of any subsequent breach of the Contract.

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- i. Amendment. No amendment of this Contract shall be effective unless the amendment is in writing, signed by each of the parties.

- j. Notices. Notices hereunder shall be by personal delivery or US Mail Certified/Return Receipt and shall be deemed effective upon such personal delivery or two (2) business days after mailing, whichever is later. Notices shall be provided as follows:
 - a. ASB: P.O. Box 3801, Ketchum, Idaho 83340

 - b. SVTA: P.O. Box 6316, Ketchum, Idaho 83340

- k. Fiscal Year. For the purpose of this Contract, the fiscal year is considered a government fiscal year between October 1 and September 30 of the following year.

- l. No Third Party Beneficiaries. This Agreement shall not create any rights or interest in any third parties.

IN WITNESS WHEREOF, the parties hereto have executed this Contract as of the date first set forth above.

Signatures:

Dated: _____	The Sun Valley Air Services Board, An Idaho Joint Powers Authority By: _____ Its: _____
Dated: _____	SVTA, an Idaho Non-Profit Corporation By: _____ Its: President