

**AGENDA**  
**SUN VALLEY AIR SERVICE BOARD MEETING**  
**KETCHUM CITY HALL**  
**191 5TH STREET WEST, KETCHUM, IDAHO**  
**WEDNESDAY, JANUARY 3, 2024 - 2:00 PM**

**JOIN ZOOM MEETING**

<https://ketchumidaho-org.zoom.us/j/86110704519>

One tap mobile:

+16694449171,,86110704519# US

**ROLL CALL**

**PUBLIC COMMENT**

**REMARKS FROM THE CHAIR**

**REMARKS FROM THE BOARD**

**ELECTION**

1. Election of Officers for 2024 (action item)

**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 the Sun Valley Air Service Board Meeting Minutes from September 20, 2023
2. Receive and File Financials:
  - a. 0.5% Local Option Tax Report: October 2023 Month of Service

**ACTIONS/DISCUSSIONS/PRESENTATIONS**

3. Authorization for payment of bills on-hand through December 31, 2023 (action item)
4. Discussion and possible approval of Resolution 2024-01 Setting the Meeting Dates for 2024 (action item)
5. Receive and file Allocation of Voting Rights Report for 2024 (action item)
6. Discussion and possible approval of a request by the Valley Chamber for funding in FY24 (action item)
7. Review and possible approval of a request by the Sun Valley Tourism Alliance for an immediate allocation of previously approved budget funding in FY24 (action item)
8. Review and possible approval of a request by the Sun Valley Tourism Alliance for additional funding in 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](http://www.haileycityhall.org); [www.sunvalleyidaho.gov](http://www.sunvalleyidaho.gov); and [www.ketchumidaho.org](http://www.ketchumidaho.org).*

# Memo

**To:** Sun Valley Air Service Board  
**From:** Nancy Flannigan  
City Clerk/Asst. to the City Administrator, City of Sun Valley  
**Date:** December 29, 2023  
**Re:** Election of Officers for 2024

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The Sun Valley Air Service Board Bylaws (Section 3.1) specifies that all officers shall be voting members of the Board and, as the first item of business at the first regular meeting of the Board in which a quorum is present, the Board shall elect a Chair, Vice-Chair and Secretary/Treasurer. Officer terms are for one (1) year in duration and the duties and position of the officers are not required to rotate among the members each year. The duties of the officers follow:

1. The Chair presides at all meetings and hearings of the Board, maintains order, and conducts the meetings in accordance with the voting and motion procedures set forth in the Bylaws. Other duties include setting the agenda for each meeting and executing all contracts and checks approved by the Board. The Chair, with the consent of the Board, is also able to appoint standing or ad hoc committees when necessary to carry out the functions of the Board.
2. The Vice-Chair performs the duties of the Chair if the Chair is absent or unable to preside at a meeting.
3. The Secretary/Treasurer keeps the minutes of Board meetings and signs the minutes when approved by the Board. The preparation and retention of the minutes has been delegated to appropriate staff from the member cities. The Secretary/Treasurer also has charge and custody of and is responsible for all funds received by the Board and deposit the funds at the bank. The Secretary/Treasurer, along with the Chair, also signs all checks approved by the Board.

In order to keep things simple and running smoothly, staff recommends re-electing Neil Bradshaw as Chair, Martha Burke as Vice-Chair and Peter Hendricks as Secretary/Treasurer.

Sun Valley Air Service Board Meeting Minutes  
September 20, 2023  
Hailey City Hall Meeting Room 2 pm

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

Staff Present: Hailey – Lisa Horowitz  
Sun Valley – Jim Keating, Nancy Flannigan

[2:02:55 PM](#) Call to order by Neil Bradshaw.

[2:03:35 PM](#) **Burke Motion to go to executive motion seconded Hendricks, all in favor.**

[2:11:49 PM](#) everyone is back from executive motion. Meeting is continued.

[2:12:12 PM](#) Any remarks from chairman, none

[2:12:24 PM](#) **Mayor Burke moves to approve consent agenda as presented, seconded by Peter, motion passed all in favor.**

[2:12:45 PM](#) Authorization of bills on hand through September 15,

[2:13:14 PM](#) **Burke moves to approve all bills on hand, seconded by Peter, all in favor.**

Consent Agenda:

[2:14:15 PM](#) No questions regarding budget, happy to take questions.

[2:14:31 PM](#) Peter asks question, “his understanding to 1% that is collected per month should be paid to Service board, that number amount collected based open collections and not a portion of budgeted amount. Looking at the financials page, would like to see when it was paid by Ketchum.” Neil will double check that.

[2:17:54 PM](#) **Martha will adopt FY 2024 budget with this motion, Seconded by Peter, All in favor.**

[2:19:28 PM](#) Carol Waller with Fly Sun Valley Alliance gives presentation, FY 24 Budget Request, very important for our community, good for family, business and tourism, good progress since this has started. 97% of flights, Current challenges, higher cost, labor shortages, maintain service is challenging. Post pandemic travel but not really for domestic. Strategic goals in place, Carol gives a summary of the 2023 – 2024 goals.

[2:24:09 PM](#) Peter asks if all winter, Carol answers yes, we can’t control flights.

Adding more services? Hopefully we will see more flights coming in this winter. Looking at 2-3 years for more flights (expanded services). Overview of changes by route 2 Denver flights increased, Seattle not increasing - Chicago one flight Dailey, LA one flight daily two on the weekends same with San Francisco. Marketing support is very important. Budget request, reserved LOT, accumulated over the years. A portion of this money is restricted for airline contract.

Neil Bradshaw asks questions. Mayor Peter First time Air Service board has a logo, everyone laughs. Neil asks questions.

[2:40:21 PM](#) Carol commented, we've been out of bussing services as of last year. 97% reliability

[2:41:11 PM](#) **Burke moves to approve contract, Hendricks seconds, motion passed unanimously.**

[2:41:44 PM](#) Fortner gives presentation FY24 ASB Allocation., Neil asks difference from last year. It's about 30% increase in their funding. Thinking of winter and coming into next year focusing onto 1-2 markets. Market Prioritization, Chicago has been a strong fly through us, east coast, and local/regional. These markets are growing. Focus on cost this year. Peter Hendricks commented: We have used that a few years ago when looking at Boise. Working with publication markets for marketing, / Winter Outlets / Media Partnerships. Feb off 27%, Jan 11% of Dec 15% off / Snow changes affect all these changes – Neil Bradshaw commented. Record year for Ski Resort Improvements - People are concerned with a recession, yet we are seeing they are slowly coming back. Recommendation of \$750,000 Additional Funds Target Destinations.

[3:10:15 PM](#) Fortner presents NEW FY24 Budget Allocations, \$1,950,000. \$250,000 in reserve and will have \$250,000 by end of year total of \$500,000. We have the best air service, room services.

Neil suggested Plan to have budget meeting a little earlier.

[3:19:49 PM](#) Neil feels a little uncomfortable going forward, all in favor to go to 250-255 to the mission but when 7 bullet points he feels a little uncomfortable.

[3:20:58 PM](#) Fortner feels sorry it was last minute, thinks this will keep up in the game.

[3:21:50 PM](#) Hendricks, on media page listed the 5 pages he is old and has never heard of those. He thinks we are shooting to difference audience and that is good. Things don't go that same direction all the time. Nor does it always go bad. Feels like should be more conservative. Peter agrees with Neil with the 1.2. Not in favor but listening to come to the board with a new idea.

[3:25:39 PM](#) Neil they can always call a special meeting

[3:25:51 PM](#) Martha approves conservative.

[3:27:01 PM](#) Muffy Davis agrees with Peter.

[3:27:22 PM](#) Neil suggests meeting every two months - Peter agrees.

[3:28:39 PM](#) **Martha moved to approve budget allocation, seconded by Peter, motion passed, all in favor.**

[3:29:03 PM](#) **Burke makes a motion to Adjourn, Second by Peter, motion passed.**

MOS LOT Generated	LOT Received	.5% LOT Contribution				Expenses		Funds for Contracts
		Sun Valley	Ketchum	Hailey	TOTAL	Communities Direct Costs	SVASB Administrative Fees	
Oct-23	Dec-23	27,346.97	92,842.75	5,131.32	125,321.04	(7,724.11)	(450.00)	117,146.93
Nov-23	Jan-24	-	-	-	-	-	-	-
Dec-23	Feb-24	-	-	-	-	-	-	-
Jan-24	Mar-24	-	-	-	-	-	-	-
Feb-24	Apr-24	-	-	-	-	-	-	-
Mar-24	May-24	-	-	-	-	-	-	-
Apr-24	Jun-24	-	-	-	-	-	-	-
May-24	Jul-24	-	-	-	-	-	-	-
Jun-24	Aug-24	-	-	-	-	-	-	-
Jul-24	Sep-24	-	-	-	-	-	-	-
Aug-24	Oct-24	-	-	-	-	-	-	-
Sep-24	Nov-24	-	-	-	-	-	-	-
Total		27,346.97	92,842.75	5,131.32	125,321.04	(7,724.11)	(450.00)	117,146.93

Fly SV Alliance								SVMA				
FY2024		Budget Remaining	800,602	753,744	94%			FY2024	Budget Remaining	1,200,904	1,130,615	94%
MOS LOT Generated	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-23	Dec-23	117,146.93	40%	46,858.77				60%	70,288.16			
Nov-23	Jan-24	0.00	40%	-	46,858.77			60%	-	70,288.16		
Dec-23	Feb-24	0.00	40%	-				60%	-			
Jan-24	Mar-24	0.00	40%	-				60%	-			
Feb-24	Apr-24	0.00	40%	-				60%	-			
Mar-24	May-24	0.00	40%	-				60%	-			
Apr-24	Jun-24	0.00	40%	-				60%	-			
May-24	Jul-24	0.00	40%	-				60%	-			
Jun-24	Aug-24	0.00	40%	-				60%	-			
Jul-24	Sep-24	0.00	40%	-				60%	-			
Aug-24	Oct-24	0.00	40%	-				60%	-			
Sep-24	Nov-24	0.00	40%	-				60%	-			
Total				46,858.77	46,858.77				70,288.16	70,288.16		

Cash Flow Statement			
US BANK #0186	1,181,332.43	cash balance	11/30/2023
	(70,288.16)	SVMA	
	(46,858.77)	Fly Sv Alliance	
	26,646.97	Sun Valley Revenue	payment has not been received
	3,629.89	Hailey Revenue	payment has not been received
	87,320.07	Ketchum Revenue	payment has not been received
	-		
	-		
	1,181,782.43	ending cash balance	
LGIP #3358	2,695,569.82	LGIP Investment Balance	

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

Through: December 31, 2023

Vendor	Date	Invoice #	Description	Amount
Fly Sun Valley Alliance	10/31/2023	296	0.5% LOT - October 2023 collections (December services)	46,858.77
White Peterson	10/31/2023	159686	Joint Powers Agreement - general	\$360.00
<b>Total Invoices to be paid:</b>				<b><u>\$ 47,218.77</u></b>

Fly Sun Valley Alliance Inc.

PO Box 6316  
Ketchum, ID 83340

# Invoice

Date	Invoice #
10/31/2023	296

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 – October 2023 collections – FSVA Dec 2023 services	46,858.77	46,858.77
		<b>Total</b>	\$46,858.77



## FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD DECEMBER 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
- Attended meetings with SUN airport staff and others regarding upcoming flight scheduling, operational procedures, messaging, ground transportation, etc.
- Prepared materials for Air Service Board reports, invoices, and 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

- Created/distributed updated SUN winter 23/24 flight schedule with new DL flights added
- Provided information via monthly FSVA Enews, social media channels, website
- Created/coordinated/executed ongoing FSVA/FMA joint local public outreach campaign - focus on Winter Travel Tips for upcoming season
- Created/executed ongoing FSVA local marketing & PR for air service (*print, digital*)
- Attended regular meetings of FMAA board, VSV board, BC Economic Business Group, other community meetings
- Provided information regarding air service to inquiries from local and other travelers

#### RESEARCH/OTHER

- Finalized 2023-24 annual air passenger WIFI survey and launched in December
- Continued compiling/tracking relevant news and comparative data and information on air service



# WHITE PETERSON

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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  
10/31/2023  
Account No: 25911-000M  
Statement No: 159686

Joint Powers Agreement - General

<b>Previous Balance</b>	\$360.00
<b>Balance Due</b>	<u>\$360.00</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.

# SUN VALLEY AIR SERVICE BOARD

## RESOLUTION 2024-01

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### A RESOLUTION OF THE SUN VALLEY AIR SERVICE BOARD SETTING THE SUN VALLEY AIR SERVICE BOARD MEETING DATES FOR 2024

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

WHEREAS, the Sun Valley Air Service Board wants to establish a regular meeting schedule for 2024.

**NOW, THEREFORE, BE IT RESOLVED BY THE SUN VALLEY AIR SERVICE BOARD** that the regular meeting schedule of the Sun Valley Air Service Board in 2024 shall be as follows:

January 3 <sup>rd</sup> at 2:00 PM	City of Ketchum, City Hall, 191 5 <sup>th</sup> Street West, Ketchum, ID
March 20 <sup>th</sup> at 2:00 PM	City of Sun Valley, City Hall, 81 Elkhorn Road, Sun Valley, ID
May 15 <sup>th</sup> at 2:00 PM	City of Hailey Valley, City Hall, 115 Main Street South, Hailey, ID
July 17 <sup>th</sup> at 2:00 PM	City of Ketchum, City Hall, 191 5 <sup>th</sup> Street West, Ketchum ID
September 18 <sup>th</sup> at 2:00 PM	City of Sun Valley, City Hall, 81 Elkhorn Road, Sun Valley, ID
December 18 <sup>th</sup> at 2:00 PM	City of Hailey, City Hall, 115 Main Street South, Hailey, ID

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

PASSED BY THE SUN VALLEY AIR SERVICE BOARD THIS \_\_\_\_\_ DAY OF JANUARY 2024.

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

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

**ALLOCATION OF SUN VALLEY AIR SERVICE BOARD VOTING RIGHTS - 2024**

6.2 Annual Allocation of Voting Rights.

The allocation of voting rights shall be determined on an annual basis beginning in January 2014, and continuing each and every January thereafter. Ninety percent (90%) of the voting rights shall be allocated to the voting members based on their respective annual 1% LOT contributions to the Board. The allocation shall use each city's year ending September 30 total fiscal year actual LOT revenue collection on taxable sales described in the each city's ballot question approved by each city's electorate. As set forth in the Joint Powers Agreement, the remaining ten percent (10%) of the voting rights shall be allocated to Hailey. For calendar year 2014, the voting rights shall be 49.86% for Ketchum, 35.10% for Sun Valley and 15.04 for Hailey. Voting rights for 2014 were calculated and for future calendar years shall be calculated as follows:

Total LOT collected in FY13

Ketchum	\$1,774,378
Sun Valley	\$1,248,522
Hailey*	\$ 180,385
Total	\$3,203,285

\* (collected on lodging and car rentals)

Percent of total LOT collected

Ketchum	55.4%
Sun Valley	39.0%
Hailey	5.6%
Total	100%

Each city's percentage of total LOT multiplied by 90%

Ketchum	(.554 x .9) = 49.86%
Sun Valley	(.390 x .9) = 35.10%
Hailey	(.056 x .9) = 5.04%
Total	90.00%

Each city's voting rights (add 10% to Hailey's rights)

Ketchum	49.86%
Sun Valley	35.10%
Hailey	5.1% + 10% = 15.04%
Total	100.00%

ns.

**2024 Voting Rights**

	<u>Total 1% LOT Collected in FY23</u>	<u>Percent of Total LOT Collected</u>	<u>Each City's Percentage of Total LOT Multiplied by 90%</u>	<u>Each City's Voting Rights (add 10% to Hailey's rights)</u>
Ketchum	\$2,791,501	72.2%	(.758 x .9) = 64.94%	64.94%
Sun Valley	\$944,819	24.4%	(.213 x .9) = 21.98%	21.98%
Hailey	\$132,248	3.4%	(.028 x .9) = 3.08%	13.08%
Total	\$3,868,568	100.0%	90.00%	100.00%

**2023 Voting Rights**

	<u>Total 1% LOT Collected in FY22</u>	<u>Percent of Total LOT Collected</u>	<u>Each City's Percentage of Total LOT Multiplied by 90%</u>	<u>Each City's Voting Rights (add 10% to Hailey's rights)</u>
Ketchum	\$3,104,900	71.5%	(.758 x .9) = 64.32%	64.32%
Sun Valley	\$1,082,612	24.9%	(.213 x .9) = 22.43%	22.43%
Hailey	\$157,157	3.6%	(.028 x .9) = 3.26%	13.26%
Total	\$4,344,669	100.0%	90.00%	100.00%

**2022 Voting Rights**

	<u>Total 1% LOT Collected in FY21</u>	<u>Percent of Total LOT Collected</u>	<u>Each City's Percentage of Total LOT Multiplied by 90%</u>	<u>Each City's Voting Rights (add 10% to Hailey's rights)</u>
Ketchum	\$3,307,358	72.8%	(.710 x .9) = 65.55%	65.55%
Sun Valley	\$1,058,574	23.3%	(.251 x .9) = 20.98%	20.98%
Hailey	\$175,244	3.9%	(.040 x .9) = 3.47%	13.47%
Total	\$4,541,176	100.0%	90.00%	100.00%

**2021 Voting Rights**

	<u>Total 1% LOT Collected in FY20</u>	<u>Percent of Total LOT Collected</u>	<u>Each City's Percentage of Total LOT Multiplied by 90%</u>	<u>Each City's Voting Rights (add 10% to Hailey's rights)</u>
Ketchum	\$2,161,877	75.8%	(.758 x .9) = 68.24%	68.24%
Sun Valley	\$608,188	21.3%	(.213 x .9) = 19.20%	19.20%
Hailey	\$81,251	2.8%	(.028 x .9) = 2.56%	12.56%
Total	\$2,851,315	100.0%	90.00%	100.00%

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
1588	12/28/2023	\$1,200,904.00	01/12/2024	Net 15	

ACTIVITY	QTY	RATE	AMOUNT
<b>Air Service Board</b> Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing   FY 2024 Contract	1	1,200,904.00	1,200,904.00

BALANCE DUE

**\$1,200,904.00**

# VISIT SUN VALLEY

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

## Sun Valley Air Service Board December Executive Summary

### Executive Summary

Winter, eh? You might be fooled into thinking that fall is still in full swing given the lack of snow when we compare to this same period last year. In December of 2022, we were digging ourselves out daily thanks to a consistent flow of La Niña precipitation. For the 2023-2024 winter season, we're seeing a shift in the weather patterns towards the traditional characteristics of an El Niño season. What does this mean? Great question. Overarching forecasts paint the mountain west with warmer and drier conditions. When we dig deeper into the statistics, there is a lack of consistency when pinpointing the bleak outlook of an El Niño pattern. The figures below show that it's a mixed bag with what El Niño will bring us.

### Snow Water Equivalent on March 31 During El Niño Years for Sun Valley

- 30-year average: 23"
- 1982-83: 38.7"
- 2015-16: 29.0"
- 2002-03: 23.4"
- 1997-98: 21.6"
- 2009-10: 17.5"
- 1991-92: 16.1"
- 1986-87: 14.7"

Okay, enough winter weather wizardry vision boarding. Let's take a step back and look at what fall brought. The stars aligned for a beautiful fall with great weather, zero smoke, a fantastic line-up of events, and ample air service into the Valley. What kept the fall from being a banner season from a tourism perspective weighed heavily on the economic and geopolitical uncertainty. Interest rates remained high, inflation continued to pinch pocketbooks, and various conflicts flared. When there is a lack of confidence in a somewhat predictable or even balanced world, we tend to lose our confidence when it comes to spending money. We want to sit and wait for things to shake out before making any future plans.

Fortunately, as the fall began to transition, certain economic factors began to stabilize, and confidence rose. Consumers are showing an increased willingness to spend for the holidays. We are seeing strong airline bookings that are on pace with last year yet not equivalent to the additional seats added to the schedule. Hotel bookings are gaining some ground and maintaining a higher average daily rate.

Our initial winter advertising push is currently in the marketplace. We're having great distribution, engagement, and learnings from the current campaign. We are confident that we're delivering an impactful set of awareness messages to prospective winter travelers in our core markets. It will be up to the consumer's confidence and our best marketing tool of all to move the needle. Do us a favor and get out there to film your best snow dance, upload to Instagram and tag @seeksunvalley. We need all the help we can get.

Whether you're still out there riding your mountain bike or caving into winter and carving up the white ribbon of death, or rather, skiing the immaculately groomed line(s) on Bald Mountain, winter will be here in some form or fashion. Be adaptable, enjoy the sun, make the most of the snow, and remember, this place is pretty damn amazing no matter the conditions. It's up to you how to interpret it.

# VISIT SUN VALLEY

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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	64%	-4%
August	59.00%	August	57%	-2%
September	51.92%	September	49%	-5%
October	40.39%	October	37%	-10%
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	\$414.22	-3%
August	\$36	August	\$352.96	-4%
September	\$294	September	\$316.07	7%
October	\$228	October	\$272.60	19%
November	\$195	November		
December	\$457	December		

# VISIT SUN VALLEY

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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	22,848	August	22,558*	8%
September	16,341	September	16,948	4%
October	14,850	October	15,640	
November	23,429	November		
December	34,628	December		

\*Note that Google Analytics switched to Google Analytics 4 (GA4) at the end of July. The reporting numbers will change but we are still able to track year-over-year changes without discrepancies.

## 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	1:15	August	1:10*	-7%
September	1:11	September	1:11	0%
October	1:07	October	1:03	-6%
November	1:33	November		
December	1:25	December		

\*Note that Google Analytics switched to Google Analytics 4 (GA4) at the end of July. The reporting numbers will change but we are still able to track year-over-year changes without discrepancies.

# VISIT SUN VALLEY

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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	11,346	0%
September	11,233	-1%	September	11,346	0%
October	11,418	2%	October	11,342	0%
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	21,075	0%
September	20,600	September	21,091	0%
October	20,500	October	21,101	0%
November	20,700	November	143*	
December	21,000	December		

We were hacked in November of 2023 and started a new account under @seeksunvalley



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## Enplanements

<u>2022</u>		<u>2023</u>		<u>Enplanement Occupancy</u>
January	11,945	January	12,060	35%
February	11,483	February	12,242	2%
March	12,396	March	13,533	11%
April	2,658	April	6,235	-54%
May	2,030	May	7,808	-14%
June	8,090	June	8,225	53%
July	12,312	July	12,623	83%
August	12,428	August	12,189	90%
September	8,706	September	7,970	88%
October	6,385	October	6,922	83%
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	3,535	-11%
August	3,286	2,659	-19%
September	2,408	2,341	-3%
October	2,236	1,807	-19%
November	1,370		
December	1,851		

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## Ketchum Local Option Tax

<u>2022</u>		<u>2023</u>		<u>% Change YOY</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%	7%
April	208,397	April	\$201,815.35	-3%	5%
May	197,726	May	\$196,393.24	-1%	-2%
June	310,735	June	\$322,834.18	4%	2%
July	398,565	July	\$403,594.66	1%	2%
August	360,027	August	\$352,772.98	-2%	0%
September	331,246	September	\$339,476.18	2%	0%
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.

In November, our Instagram account was hacked, held for ransom, and ultimately deleted. Baring the fact that we likely will not get this account back, we have started a new account under the name @seeksunvalley. We are in the process of backfilling the account with relevant content. We will be executing a paid promotion through the next several months in an effort to build followers. Lastly, we will be tapping into our paid media buys and incoming journalists/influencers to tag our account to build awareness.

## 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:
  - [What We're Made Of: Wild Rye & Club Ride](#)
  - [24hrs with a Local: Sawtooth Guides' Lindsay Mann Davis](#)
  - [What We're Made Of: Chums](#)
  - [24hrs with a Local: TNT Taprooms Max Lemman](#)
  - [24hrs with a Local: Hemingway Steam School Teacher Ross Parsons](#)
  - [What We're Made Of: Sun Valley Bronze](#)
  - [24hrs with a Local: ERC Executive Director and County Commissioner Lindsay Mollineaux](#)
  - [Eat Local Sun Valley, Idaho](#)

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## Promotions

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

### Fall Outlets:

- Orgury (video)
- The Trade Desk (video)
- Precise TV (video)
- YouTube (video)
- Google PMAX (all assets)
- Google Display (display)
- Google Discover (all assets)
- Matchstick Productions

### Winter Outlets:

- 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)
- [The Gist](#) (social media)
- [Matchstick Productions](#)
- [Freeskier](#)
- The Mountain Gazette
- The Journal of Lost Time
- Whalebone Magazine

## PR

PR continues to be an increasingly important part of our efforts across a variety of messaging. Our messaging with publications seeks to explore the broader stories and activities found in the area.

- We are actively pursuing HARO leads
- 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 for the coming winter.
- Ray headed to Chicago for a media mission in partnership with the Limelight Hotel and Sun Valley Resort October 18-20.

### Sun Valley Mentions & Features

- [Freeskier](#) | 4 Sun Valley Entrepreneurs That Live and Work in Ketchum Full-Time
- [The Curated Texan](#) | Sun Valley? It's Sensational the Texan VIP Way
- [Forbes](#) | Why Sun Valley Keeps Winning Best Western Resort From 'Ski Magazine'
- [Idaho Magazine](#) | Hem Abides – In the Valley of Memorabilia
- [Wine & Travel Magazine](#) | Mountain Wellness Getaway

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- [Northwest Travel + Life](#) | The Wood River Valley's Spectacular Season
- [Forbes](#) | Limelight Hotel Ketchum: A Luxe Retreat for Year-Round Adventure
- [AFAR](#) | 10 Best Places to Travel in February
- [Conde Nast](#) | The Best Ski Resorts in the US & Canada – 2023 Readers' Choice Awards
- [Travel & Leisure](#) | 13 Best Places to Go in the Winter, From Ski Resorts to Sunny Beaches
- [Big Country News](#) | Idaho Feeling the Stoke as 2023-2024 Ski Season Looms
- [Time Out](#) | The Best Winter Vacations in the U.S.
- [On the Snow](#) | 19 Best Ski Resorts for Families & Kids - 2023/2024
- [On the Snow](#) | Fly in U.S. Airports with Easy Ski Resort Access
- [SKI Mag](#) | Top 30 Resorts in the West
- [Conde Nast](#) | Top 40 Ski Resorts in the U.S.: Readers' Choice Awards 2023

## Stay Sunny

The Stay Sunny messaging and assets are waning from having a daily presence but will still be in our toolkit, especially during the peak travel times. We have several winter items that we have or are currently reworking including ski straps, bike bells, totes, stickers & patches. And our new winter swag items is a google soc, which is schedule to arrive the second week of December.

We offered the following assets this summer & fall:

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

## Visitor Center

October and November in-person interactions with our Visitor Center team were stronger vs phone calls, emails or chat communications.

- Visitors Stats:
  - October
    - 1228 visitors vs 1123 in 2022 = 9%
    - 155 Inbound calls vs 299 in 2022 = 48%
    - 26 email/chat conversations vs 54 in 2022 = 52%
  - November
    - 674 visitors vs 414 in 2022 = 63%
    - 2977 Inbound calls vs 289 in 2022 = 3%
    - 25 email/chat conversations vs 66 in 2022 = 62%
- Frequently Asked Questions:
  - Trailing of the Sheep
  - Fishing
  - Area maps
  - Kids activities
  - Music events
  - Dining suggestions & information
  - Hiking Trails

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- Hours of Operation are 9am – 5pm daily.
  
- 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

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
1589	01/03/2024	\$500,000.00	02/02/2024	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
<b>Air Service Board</b> Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing   FY 24	1	500,000.00	500,000.00

BALANCE DUE

**\$500,000.00**