

**AGENDA**  
**SUN VALLEY AIR SERVICE BOARD MEETING**  
**HAILEY CITY HALL**  
**115 SOUTH MAIN STREET, HAILEY, IDAHO**  
**WEDNESDAY, AUGUST 20, 2025 - 2:00 PM**

**JOIN VIRTUALLY**

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

Via One-touch dial in by phone: [tel:+15713173122,,506287589#](tel:+15713173122,506287589#)

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

**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 the Sun Valley Air Service Board Meeting Minutes from May 21, 2025
2. Receive and File Financials:
  - a. 0.5% Local Option Tax Report: April - June 2025 Months of Sale Reporting

**ACTIONS/DISCUSSIONS/PRESENTATIONS**

3. Approval of bills paid, and/or to be paid, through August 19, 2025 (action item)
4. Fly Sun Valley Alliance – Update and FY26 Budget Presentation
5. Sun Valley Tourism Alliance – Update and FY26 Budget Presentation
6. Valley Chamber – Update and FY26 Budget Presentation

**PUBLIC HEARING**

7. Discussion and adoption of the FY26 Budget (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).*

**SUN VALLEY AIR SERVICE BOARD  
MEETING MINUTES  
May 21, 2025, 2:00 PM  
Hailey City Hall**

**ROLL CALL**

Ketchum Mayor Bradshaw called the meeting to order at 2:05 PM

**Present:** Neil Bradshaw – Mayor, City of Ketchum  
Peter M. Hendricks – Mayor, City of Sun Valley  
Martha Burke – Mayor, City of Hailey

**Absent:** Muffy Davis, Blaine County Commissioner

**Staff:** Jim Keating – City Administrator, City of Sun Valley  
Lisa Horowitz– City Administrator, City of Hailey

**PUBLIC COMMENT**

None.

**REMARKS FROM THE CHAIR**

None.

**REMARKS FROM THE BOARD**

No comments.

**CONSENT AGENDA**

1. **Approval of the Sun Valley Air Service Board Meeting Minutes of April 2, 2025**
2. **Receive and File Financials:**
  - a. 0.5% Local Option Tax Report: February - March 2025 Months of Service

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

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

**ACTION/DISCUSSION/PRESENTATIONS**

3. **Approval of bills paid and/or to be paid through May 16, 2025.**

**Motion to approve payment of bills on-hand through May 16, 2025.**

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

4. **Update from Sun Valley Tourism Alliance dba Visit Sun Valley.** Executive Director Ray Gadd gave a brief presentation and update and discussed the outreach and overall marketing they've been doing.
5. **Winter air service recap and summer update from Fly Sun Valley Alliance.** Executive Director Carol Waller gave a brief summary on the past winter air service and gave an overview of the schedule for the upcoming summer season.

#### **ADJOURNMENT**

##### **Motion to adjourn.**

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

Meeting adjourned at 2:32 PM.

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Neil Bradshaw, Chair

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Peter M. Hendricks, Secretary/Treasurer

# April MOS

## MONTH OF SALE REPORTING

CASH FLOW OF LOT FOR FY 2025 (OCTOBER - SEPTEMBER)

SUN VALLEY	BEDS 3%	BEDS .5%	LIQUOR 3%	LIQUOR .5%	RETAIL	RETAIL .5%	BUILDING 1%	BUILDING .5%	TOTAL	TOTAL .5%	MINUS COST	SVASB NET
October .5%	44,397.38	7,399.56	8,896.97	1,482.83	64,631.69	12,542.36	6,487.97	3,243.99	124,414.01	24,668.74	(493.37)	24,175.36
November .5%	25,398.50	4,233.08	6,145.89	1,024.32	55,580.74	11,777.86	7,435.01	3,717.51	94,560.14	20,752.77	(415.06)	20,337.71
December .5%	140,336.78	23,389.46	16,514.02	2,752.34	132,281.33	28,954.47	3,586.39	1,793.20	292,718.52	56,889.47	(1,137.79)	55,751.68
January .5%	116,786.83	19,464.47	15,534.42	2,589.07	97,715.52	21,102.97	6,770.42	3,385.21	236,807.19	46,541.72	(930.83)	45,610.89
February .5%	147,505.28	24,584.21	18,017.10	3,002.85	93,963.01	20,025.49	3,594.57	1,797.29	263,079.96	49,409.84	(988.20)	48,421.64
March .5%	197,182.84	32,863.81	21,525.03	3,587.51	124,694.46	26,972.02	3,678.89	1,839.45	347,081.22	65,262.78	(1,305.26)	63,957.52
April .5%	30,842.06	5,140.34	9,027.23	1,504.54	50,552.20	10,625.93	5,647.93	2,823.97	96,069.42	20,094.78	(401.90)	19,692.88
May .5%										-		-
June .5%										-		-
July .5%										-		-
August .5%												-
September .5%										-		-
TOTAL	702,449.67	117,074.93	95,660.66	15,943.46	619,418.95	132,001.10	37,201.18	18,600.62	1,454,730.46	283,620.10	(5,672.41)	277,947.68
Sun Valley Budget												517,539.00

KETCHUM	BEDS 3%	BEDS .5%	LIQUOR 3%	LIQUOR .5%	RETAIL	RETAIL .5%	BDLG 2%	BDLG .5%	TOTAL	TOTAL .5%	MINUS COST	SVASB NET
October .5%	66,094.18	11,015.71	22,426.04	3,737.68	187,160.48	46,790.10	83,870.86	20,967.72	359,551.56	82,511.19	(1,650.22)	80,860.97
November .5%	45,742.38	7,623.73	23,805.89	3,967.65	208,840.33	52,210.10	79,434.88	19,858.72	357,823.48	83,660.20	(1,673.20)	81,987.00
December .5%	112,861.78	18,810.30	50,410.84	8,401.81	650,020.21	162,505.05	98,360.04	24,590.01	911,652.87	214,307.17	(4,286.14)	210,021.03
January .5%	111,996.48	18,666.09	40,595.41	6,765.90	303,434.78	75,858.70	51,955.62	12,988.91	507,982.29	114,279.60	(2,285.59)	111,994.01
February .5%	144,186.66	24,031.11	82,136.27	13,689.38	552,408.43	138,102.10	79,180.99	19,795.25	857,912.35	195,617.84	(3,915.36)	191,702.48
March .5%	174,587.88	29,097.98	73,402.23	12,233.71	485,719.02	121,429.75	66,430.70	16,607.68	800,139.83	179,369.11	(3,587.38)	175,781.73
April .5%	37,690.98	6,281.83	30,586.93	5,097.82	231,935.92	57,984.00	88,175.94	22,043.99	388,389.77	91,407.64	(1,828.15)	89,579.48
May .5%									-	-		-
June .5%									-	-		-
July .5%									-	-		-
August .5%									-	-		-
September .5%									-	-		-
TOTAL	693,160.34	115,526.75	323,363.61	53,893.95	2,619,519.17	654,879.80	547,409.03	136,852.28	4,183,452.15	961,152.75	(19,226.04)	941,926.70
Ketchum Budget												1,175,171.00

HAILEY	BED/CAR3%	BED/CAR .5%							TOTAL	TOTAL .5%	MINUS COST	SVASB NET
October .5%	33,498.06	5,583.01	-	-	-	-	-	-	33,498.06	5,583.01	(273.57)	5,309.44
November .5%	19,050.55	3,175.09	-	-	-	-	-	-	19,050.55	3,175.09	(155.58)	3,019.51
December .5%	34,905.49	5,817.58	-	-	-	-	-	-	34,905.49	5,817.58	(285.06)	5,532.52
January .5%	57,531.68	9,588.61	-	-	-	-	-	-	57,531.68	9,588.61	(469.84)	9,118.77
February .5%	50,287.41	8,381.24	-	-	-	-	-	-	50,287.41	8,381.24	(410.68)	7,970.55
March .5%	71,575.41	11,929.24	-	-	-	-	-	-	71,575.41	11,929.24	(584.53)	11,344.70
April .5%	30,415.32	5,069.22	-	-	-	-	-	-	30,415.32	5,069.22	(248.39)	4,820.83
May .5%			-	-	-	-	-	-	-	-		-
June .5%			-	-	-	-	-	-	-	-		-
July .5%			-	-	-	-	-	-	-	-		-
August .5%			-	-	-	-	-	-	-	-		-
September .5%			-	-	-	-	-	-	-	-		-
TOTAL	297,263.92	49,543.99	-	-	-	-	-	-	297,263.92	49,543.99	(2,427.65)	47,116.33
Hailey Budget												150,077.00

TOTAL ALL - FYTD	1,294,316.84	(27,326.10)	1,266,990.72
	Cities Total Budgets		1,842,787.00
	Remaining to SVASB		(575,796.29)



MOS		Revenue: .5% LOT Contribution				Expenses		Net Funds For Contracts
LOT Generated	LOT Received	Sun Valley	Ketchum	Hailey	TOTAL	Communities Direct Costs	SVASB Administrative Fees	
				-				
Oct-24	Dec-24	24,668.74	82,511.19	5,583.01	112,762.94	(2,417.16)	(450.00)	109,895.78
Nov-24	Jan-25	20,752.77	83,660.20	3,175.09	107,588.06	(2,243.84)	(450.00)	104,894.22
Dec-24	Feb-25	56,889.47	214,307.17	5,817.58	277,014.22	(5,708.99)	(450.00)	270,855.23
Jan-25	Mar-25	46,541.72	114,279.60	9,588.61	170,409.93	(3,686.26)	(450.00)	166,273.67
Feb-25	Apr-25	49,409.84	195,617.84	8,381.24	253,408.92	(5,314.24)	(450.00)	247,644.68
Mar-25	May-25	65,262.78	179,369.11	11,929.24	256,561.14	(5,477.17)	(450.00)	250,633.97
Apr-25	Jun-25	20,094.78	91,407.64	5,069.22	116,571.64	(2,478.44)	(450.00)	113,643.20
May-25	Jul-25	-	-	-	-	-	-	-
Jun-25	Aug-25	-	-	-	-	-	-	-
Jul-25	Sep-25	-	-	-	-	-	-	-
Aug-25	Oct-25	-	-	-	-	-	-	-
Sep-25	Nov-25	-	-	-	-	-	-	-
Total		283,620.10	961,152.75	49,543.99	1,294,316.84	(27,326.10)	(3,150.00)	1,263,840.74

Fly SV Alliance			Visit Sun Valley		
	Budget	137,337		Budget	1,600,000
	Remaining	137,337		Remaining	-
Invoiced Amount	Paid	Check	Invoiced Amount	Paid	Check
			1,200,000.00	12/17/2024	1673
			400,000.00	4/22/2025	1674
-			1,600,000.00		

Cash Flow Statement			
US BANK #0186	397,561.23	cash balance	5/30/2025
		Sun Valley Revenue	
		Ketchum Revenue	Pending Deposit
	89,579.48		
		Hailey Revenue	Pending Deposit
	4,820.83		
	491,961.54	ending cash balance	
LGIP #3358	3,028,752.02	LGIP Investment Balance	as of 5.30.25

**SUN VALLEY AIR SERVICE BOARD**  
**FY 2025 PROPOSED BUDGET**

	AUDITED FY 2021 ACTUAL	AUDITED FY 2022 ACTUAL	AUDITED FY 2023 ACTUAL	AUDITED FY 2024 ACTUAL	PROPOSED FY 2025 BUDGET
<b>REVENUES</b>					
CITY OF HAILEY % LOCAL OPTION TAX	134,238	157,157	132,248	79,323	150,077
CITY OF KETCHUM % LOCAL OPTION TAX	3,307,358	3,104,900	2,791,851	1,482,225	1,175,171
CITY OF SUN VALLEY % LOCAL OPTION TAX	847,745	1,082,612	944,819	553,350	517,539
INTEREST EARNINGS	568	5,694	87,246	134,053	40,000
FUND BALANCE APPLIED	-	-	-		
TOTAL REVENUE	4,289,909	4,350,364	3,956,164	2,248,951	1,882,787
<b>EXPENDITURES</b>					
CONTRACTS FOR SERVICES	2,129,000	2,805,075	3,099,776	1,836,768	1,877,337
VISIT SUN VALLEY					1,600,000
FLY SUN VALLEY ALLIANCE					137,337
MOUNTAIN RIDES					105,000
CHAMBER					35,000
ADMIN TOTAL				3,826	5,450
OFFICE SUPPLIES/POSTAGE	148	222		97	350
ADVERTISING/PUBLIC NOTICES/WEBSITE	240	315	-	-	600
AUDIT	1,100	1,300	1,300	1,430	1,500
ATTORNEY FEES	273	744	420	360	1,000
INSURANCE	1,342	-	1,686	1,939	2,000
TOTAL EXPENDITURES	2,132,103	2,807,656	3,103,182	1,840,594	1,882,787
<b>ADDED ITEMS</b>					
REMAINING MOUNTAIN RIDES					400,000
ANNUAL NET POSITION (Projected)	2,157,806	1,542,708	852,982	408,358	(400,000)
<b>BEGINNING FUND BALANCE</b>				3,841,570	4,249,928
<b>ANNUAL NET POSITION CHANGE</b>				408,358	(400,000)
<b>UNRESTRICTED FUND BALANCE</b>				4,249,928	3,849,928

# May MOS

## MONTH OF SALE REPORTING

CASH FLOW OF LOT FOR FY 2025 (OCTOBER - SEPTEMBER)

SUN VALLEY	BEDS 3%	BEDS .5%	LIQUOR 3%	LIQUOR .5%	RETAIL	RETAIL .5%	BUILDING 1%	BUILDING .5%	TOTAL	TOTAL .5%	MINUS COST	SVASB NET
October .5%	44,397.38	7,399.56	8,896.97	1,482.83	64,631.69	12,542.36	6,487.97	3,243.99	124,414.01	24,668.74	(493.37)	24,175.36
November .5%	25,398.50	4,233.08	6,145.89	1,024.32	55,580.74	11,777.86	7,435.01	3,717.51	94,560.14	20,752.77	(415.06)	20,337.71
December .5%	140,336.78	23,389.46	16,514.02	2,752.34	132,281.33	28,954.47	3,586.39	1,793.20	292,718.52	56,889.47	(1,137.79)	55,751.68
January .5%	116,786.83	19,464.47	15,534.42	2,589.07	97,715.52	21,102.97	6,770.42	3,385.21	236,807.19	46,541.72	(930.83)	45,610.89
February .5%	147,505.28	24,584.21	18,017.10	3,002.85	93,963.01	20,025.49	3,594.57	1,797.29	263,079.96	49,409.84	(988.20)	48,421.64
March .5%	197,182.84	32,863.81	21,525.03	3,587.51	124,694.46	26,972.02	3,678.89	1,839.45	347,081.22	65,262.78	(1,305.26)	63,957.52
April .5%	30,842.06	5,140.34	9,027.23	1,504.54	50,552.20	10,625.93	5,647.93	2,823.97	96,069.42	20,094.78	(401.90)	19,692.88
May .5%	46,500.51	7,750.09	8,288.10	1,381.35	81,093.43	15,630.53	7,128.44	3,564.22	143,010.48	28,326.19	(566.52)	27,759.66
June .5%										-		-
July .5%										-		-
August .5%										-		-
September .5%										-		-
TOTAL	748,950.18	124,825.02	103,948.76	17,324.81	700,512.38	147,631.63	44,329.62	22,164.84	1,597,740.94	311,946.29	(6,238.93)	305,707.35
Sun Valley Budget												517,539.00

KETCHUM	BEDS 3%	BEDS .5%	LIQUOR 3%	LIQUOR .5%	RETAIL	RETAIL .5%	BDLG 2%	BDLG .5%	TOTAL	TOTAL .5%	MINUS COST	SVASB NET
October .5%	66,094.18	11,015.71	22,426.04	3,737.68	187,160.48	46,790.10	83,870.86	20,967.72	359,551.56	82,511.19	(1,650.22)	80,860.97
November .5%	45,742.38	7,623.73	23,805.89	3,967.65	208,840.33	52,210.10	79,434.88	19,858.72	357,823.48	83,660.20	(1,673.20)	81,987.00
December .5%	112,861.78	18,810.30	50,410.84	8,401.81	650,020.21	162,505.05	98,360.04	24,590.01	911,652.87	214,307.17	(4,286.14)	210,021.03
January .5%	111,996.48	18,666.09	40,595.41	6,765.90	303,434.78	75,858.70	51,955.62	12,988.91	507,982.29	114,279.60	(2,285.59)	111,994.01
February .5%	144,186.66	24,031.11	82,136.27	13,689.38	552,408.43	138,102.10	79,180.99	19,795.25	857,912.35	195,617.84	(3,915.36)	191,702.48
March .5%	174,587.88	29,097.98	73,402.23	12,233.71	485,719.02	121,429.75	66,430.70	16,607.68	800,139.83	179,369.11	(3,587.38)	175,781.73
April .5%	37,690.98	6,281.83	30,586.93	5,097.82	231,935.92	57,984.00	88,175.94	22,043.99	388,389.77	91,407.64	(1,828.15)	89,579.48
May .5%	40,395.75	6,732.63	23,676.02	3,946.01	219,841.96	54,960.50	99,841.89	24,960.48	383,755.62	90,599.61	(1,811.99)	88,787.61
June .5%									-	-		-
July .5%									-	-		-
August .5%									-	-		-
September .5%									-	-		-
TOTAL	733,556.09	122,259.38	347,039.63	57,839.95	2,839,361.13	709,840.30	647,250.92	161,812.76	4,567,207.77	1,051,752.35	(21,038.03)	1,030,714.31
Ketchum Budget												1,175,171.00

HAILEY	BED/CAR3%	BED/CAR .5%							TOTAL	TOTAL .5%	MINUS COST	SVASB NET
October .5%	33,498.06	5,583.01	-	-	-	-	-	-	33,498.06	5,583.01	(273.57)	5,309.44
November .5%	19,050.55	3,175.09	-	-	-	-	-	-	19,050.55	3,175.09	(155.58)	3,019.51
December .5%	34,905.49	5,817.58	-	-	-	-	-	-	34,905.49	5,817.58	(285.06)	5,532.52
January .5%	57,531.68	9,588.61	-	-	-	-	-	-	57,531.68	9,588.61	(469.84)	9,118.77
February .5%	50,287.41	8,381.24	-	-	-	-	-	-	50,287.41	8,381.24	(410.68)	7,970.55
March .5%	71,575.41	11,929.24	-	-	-	-	-	-	71,575.41	11,929.24	(584.53)	11,344.70
April .5%	30,415.32	5,069.22	-	-	-	-	-	-	30,415.32	5,069.22	(248.39)	4,820.83
May .5%	29,472.71	4,912.12	-	-	-	-	-	-	29,472.71	4,912.12	(240.69)	4,671.42
June .5%			-	-	-	-	-	-	-	-		-
July .5%			-	-	-	-	-	-	-	-		-
August .5%			-	-	-	-	-	-	-	-		-
September .5%			-	-	-	-	-	-	-	-		-
TOTAL	326,736.63	54,456.11	-	-	-	-	-	-	326,736.63	54,456.11	(2,668.34)	51,787.75
Hailey Budget												150,077.00

TOTAL ALL - FYTD	1,418,154.76	(29,945.30)	1,388,209.41
	Cities Total Budgets		1,842,787.00
	Remaining to SVASB		(454,577.59)

MOS		Revenue: .5% LOT Contribution				Expenses		Net Funds For Contracts
LOT Generated	LOT Received	Sun Valley	Ketchum	Hailey	TOTAL	Communities Direct Costs	SVASB Administrative Fees	
				-				
Oct-24	Dec-24	24,668.74	82,511.19	5,583.01	112,762.94	(2,417.16)	(450.00)	109,895.78
Nov-24	Jan-25	20,752.77	83,660.20	3,175.09	107,588.06	(2,243.84)	(450.00)	104,894.22
Dec-24	Feb-25	56,889.47	214,307.17	5,817.58	277,014.22	(5,708.99)	(450.00)	270,855.23
Jan-25	Mar-25	46,541.72	114,279.60	9,588.61	170,409.93	(3,686.26)	(450.00)	166,273.67
Feb-25	Apr-25	49,409.84	195,617.84	8,381.24	253,408.92	(5,314.24)	(450.00)	247,644.68
Mar-25	May-25	65,262.78	179,369.11	11,929.24	256,561.14	(5,477.17)	(450.00)	250,633.97
Apr-25	Jun-25	20,094.78	91,407.64	5,069.22	116,571.64	(2,478.44)	(450.00)	113,643.20
May-25	Jul-25	28,326.19	90,599.61	4,912.12	123,837.92	(2,619.20)	-	121,218.72
Jun-25	Aug-25	-	-	-	-	-	-	-
Jul-25	Sep-25	-	-	-	-	-	-	-
Aug-25	Oct-25	-	-	-	-	-	-	-
Sep-25	Nov-25	-	-	-	-	-	-	-
Total		311,946.29	1,051,752.35	54,456.11	1,418,154.76	(29,945.30)	(3,150.00)	1,385,059.46

Fly SV Alliance			Visit Sun Valley		
	Budget	137,337		Budget	1,600,000
	Remaining	137,337		Remaining	-
Invoiced Amount	Paid	Check	Invoiced Amount	Paid	Check
			1,200,000.00	12/17/2024	1673
			400,000.00	4/22/2025	1674
-			1,600,000.00		

Cash Flow Statement			
US BANK #0186	633,338.06	cash balance	6/30/2025
		Sun Valley	
	27,759.66	Revenue	
		Ketchum	
	88,787.61	Revenue	Pending Deposit
		Hailey Revenue	Pending Deposit
	4,671.42		
	754,556.76	ending cash balance	
LGIP #3358	3,039,622.78	LGIP Investment Balance	as of 6.30.25

**SUN VALLEY AIR SERVICE BOARD**  
**FY 2025 PROPOSED BUDGET**

	AUDITED FY 2021 ACTUAL	AUDITED FY 2022 ACTUAL	AUDITED FY 2023 ACTUAL	AUDITED FY 2024 ACTUAL	PROPOSED FY 2025 BUDGET
<b>REVENUES</b>					
CITY OF HAILEY % LOCAL OPTION TAX	134,238	157,157	132,248	79,323	150,077
CITY OF KETCHUM % LOCAL OPTION TAX	3,307,358	3,104,900	2,791,851	1,482,225	1,175,171
CITY OF SUN VALLEY % LOCAL OPTION TAX	847,745	1,082,612	944,819	553,350	517,539
INTEREST EARNINGS	568	5,694	87,246	134,053	40,000
FUND BALANCE APPLIED	-	-	-		
TOTAL REVENUE	4,289,909	4,350,364	3,956,164	2,248,951	1,882,787
<b>EXPENDITURES</b>					
CONTRACTS FOR SERVICES	2,129,000	2,805,075	3,099,776	1,836,768	1,877,337
VISIT SUN VALLEY					1,600,000
FLY SUN VALLEY ALLIANCE					137,337
MOUNTAIN RIDES					105,000
CHAMBER					35,000
ADMIN TOTAL				3,826	5,450
OFFICE SUPPLIES/POSTAGE	148	222		97	350
ADVERTISING/PUBLIC NOTICES/WEBSITE	240	315	-	-	600
AUDIT	1,100	1,300	1,300	1,430	1,500
ATTORNEY FEES	273	744	420	360	1,000
INSURANCE	1,342	-	1,686	1,939	2,000
TOTAL EXPENDITURES	2,132,103	2,807,656	3,103,182	1,840,594	1,882,787
<b>ADDED ITEMS</b>					
REMAINING MOUNTAIN RIDES					400,000
ANNUAL NET POSITION (Projected)	2,157,806	1,542,708	852,982	408,358	(400,000)
<b>BEGINNING FUND BALANCE</b>				3,841,570	4,249,928
<b>ANNUAL NET POSITION CHANGE</b>				408,358	(400,000)
<b>UNRESTRICTED FUND BALANCE</b>				4,249,928	3,849,928

# June MOS

## MONTH OF SALE REPORTING

CASH FLOW OF LOT FOR FY 2025 (OCTOBER - SEPTEMBER)

SUN VALLEY	BEDS 3%	BEDS .5%	LIQUOR 3%	LIQUOR .5%	RETAIL	RETAIL .5%	BUILDING 1%	BUILDING .5%	TOTAL	TOTAL .5%	MINUS COST	SVASB NET
October .5%	44,397.38	7,399.56	8,896.97	1,482.83	64,631.69	12,542.36	6,487.97	3,243.99	124,414.01	24,668.74	(493.37)	24,175.36
November .5%	25,398.50	4,233.08	6,145.89	1,024.32	55,580.74	11,777.86	7,435.01	3,717.51	94,560.14	20,752.77	(415.06)	20,337.71
December .5%	140,336.78	23,389.46	16,514.02	2,752.34	132,281.33	28,954.47	3,586.39	1,793.20	292,718.52	56,889.47	(1,137.79)	55,751.68
January .5%	116,786.83	19,464.47	15,534.42	2,589.07	97,715.52	21,102.97	6,770.42	3,385.21	236,807.19	46,541.72	(930.83)	45,610.89
February .5%	147,505.28	24,584.21	18,017.10	3,002.85	93,963.01	20,025.49	3,594.57	1,797.29	263,079.96	49,409.84	(988.20)	48,421.64
March .5%	197,182.84	32,863.81	21,525.03	3,587.51	124,694.46	26,972.02	3,678.89	1,839.45	347,081.22	65,262.78	(1,305.26)	63,957.52
April .5%	30,842.06	5,140.34	9,027.23	1,504.54	50,552.20	10,625.93	5,647.93	2,823.97	96,069.42	20,094.78	(401.90)	19,692.88
May .5%	46,500.51	7,750.09	8,288.10	1,381.35	81,093.43	15,630.53	7,128.44	3,564.22	143,010.48	28,326.19	(566.52)	27,759.66
June .5%	139,893.30	23,315.55	17,774.87	2,962.48	145,965.51	28,830.79	11,394.68	5,697.34	315,028.36	60,806.16	(1,216.12)	59,590.04
July .5%										-		-
August .5%										-		-
September .5%										-		-
TOTAL	888,843.48	148,140.57	121,723.63	20,287.29	846,477.89	176,462.42	55,724.30	27,862.18	1,912,769.30	372,752.45	(7,455.05)	365,297.39
Sun Valley Budget												517,539.00

KETCHUM	BEDS 3%	BEDS .5%	LIQUOR 3%	LIQUOR .5%	RETAIL	RETAIL .5%	BDLG 2%	BDLG .5%	TOTAL	TOTAL .5%	MINUS COST	SVASB NET
October .5%	66,094.18	11,015.71	22,426.04	3,737.68	187,160.48	46,790.10	83,870.86	20,967.72	359,551.56	82,511.19	(1,650.22)	80,860.97
November .5%	45,742.38	7,623.73	23,805.89	3,967.65	208,840.33	52,210.10	79,434.88	19,858.72	357,823.48	83,660.20	(1,673.20)	81,987.00
December .5%	112,861.78	18,810.30	50,410.84	8,401.81	650,020.21	162,505.05	98,360.04	24,590.01	911,652.87	214,307.17	(4,286.14)	210,021.03
January .5%	111,996.48	18,666.09	40,595.41	6,765.90	303,434.78	75,858.70	51,955.62	12,988.91	507,982.29	114,279.60	(2,285.59)	111,994.01
February .5%	144,186.66	24,031.11	82,136.27	13,689.38	552,408.43	138,102.10	79,180.99	19,795.25	857,912.35	195,617.84	(3,915.36)	191,702.48
March .5%	174,587.88	29,097.98	73,402.23	12,233.71	485,719.02	121,429.75	66,430.70	16,607.68	800,139.83	179,369.11	(3,587.38)	175,781.73
April .5%	37,690.98	6,281.83	30,586.93	5,097.82	231,935.92	57,984.00	88,175.94	22,043.99	388,389.77	91,407.64	(1,828.15)	89,579.48
May .5%	40,395.75	6,732.63	23,676.02	3,946.01	219,841.96	54,960.50	99,841.89	24,960.48	383,755.62	90,599.61	(1,811.99)	88,787.61
June .5%	111,350.00	18,558.34	40,606.61	6,767.77	373,012.72	93,253.20	104,551.13	26,137.79	629,520.46	144,717.09	(2,894.34)	141,822.74
July .5%									-	-		-
August .5%									-	-		-
September .5%									-	-		-
TOTAL	844,906.09	140,817.72	387,646.24	64,607.72	3,212,373.85	803,093.50	751,802.05	187,950.55	5,196,728.23	1,196,469.44	(23,932.37)	1,172,537.05
Ketchum Budget												1,175,171.00

HAILEY	BED/CAR3%	BED/CAR .5%							TOTAL	TOTAL .5%	MINUS COST	SVASB NET
October .5%	33,498.06	5,583.01	-	-	-	-	-	-	33,498.06	5,583.01	(273.57)	5,309.44
November .5%	19,050.55	3,175.09	-	-	-	-	-	-	19,050.55	3,175.09	(155.58)	3,019.51
December .5%	34,905.49	5,817.58	-	-	-	-	-	-	34,905.49	5,817.58	(285.06)	5,532.52
January .5%	57,531.68	9,588.61	-	-	-	-	-	-	57,531.68	9,588.61	(469.84)	9,118.77
February .5%	50,287.41	8,381.24	-	-	-	-	-	-	50,287.41	8,381.24	(410.68)	7,970.55
March .5%	71,575.41	11,929.24	-	-	-	-	-	-	71,575.41	11,929.24	(584.53)	11,344.70
April .5%	30,415.32	5,069.22	-	-	-	-	-	-	30,415.32	5,069.22	(248.39)	4,820.83
May .5%	29,472.71	4,912.12	-	-	-	-	-	-	29,472.71	4,912.12	(240.69)	4,671.42
June .5%	48,411.74	8,068.62	-	-	-	-	-	-	48,411.74	8,068.62	(395.36)	7,673.26
July .5%			-	-	-	-	-	-	-	-		-
August .5%			-	-	-	-	-	-	-	-		-
September .5%			-	-	-	-	-	-	-	-		-
TOTAL	375,148.37	62,524.73	-	-	-	-	-	-	375,148.37	62,524.73	(3,063.70)	59,461.01
Hailey Budget												150,077.00

TOTAL ALL - FYTD	1,631,746.63	(34,451.12)	1,597,295.45
Cities Total Budgets			1,842,787.00
Remaining to SVASB			(245,491.55)

MOS		Revenue: .5% LOT Contribution				Expenses		Net Funds For Contracts
LOT Generated	LOT Received	Sun Valley	Ketchum	Hailey	TOTAL	Communities Direct Costs	SVASB Administrative Fees	
				-				
Oct-24	Dec-24	24,668.74	82,511.19	5,583.01	112,762.94	(2,417.16)	(450.00)	109,895.78
Nov-24	Jan-25	20,752.77	83,660.20	3,175.09	107,588.06	(2,243.84)	(450.00)	104,894.22
Dec-24	Feb-25	56,889.47	214,307.17	5,817.58	277,014.22	(5,708.99)	(450.00)	270,855.23
Jan-25	Mar-25	46,541.72	114,279.60	9,588.61	170,409.93	(3,686.26)	(450.00)	166,273.67
Feb-25	Apr-25	49,409.84	195,617.84	8,381.24	253,408.92	(5,314.24)	(450.00)	247,644.68
Mar-25	May-25	65,262.78	179,369.11	11,929.24	256,561.14	(5,477.17)	(450.00)	250,633.97
Apr-25	Jun-25	20,094.78	91,407.64	5,069.22	116,571.64	(2,478.44)	(450.00)	113,643.20
May-25	Jul-25	28,326.19	90,599.61	4,912.12	123,837.92	(2,619.20)	(450.00)	120,768.72
Jun-25	Aug-25	60,806.16	144,717.09	8,068.62	213,591.87	(4,505.82)	(450.00)	208,636.05
Jul-25	Jan-83	-	-	-	-	-	-	-
Aug-25	Oct-25	-	-	-	-	-	-	-
Sep-25	Nov-25	-	-	-	-	-	-	-
Total		372,752.45	1,196,469.44	62,524.73	1,631,746.63	(34,451.12)	(4,050.00)	1,593,245.51

Fly SV Alliance			Visit Sun Valley		
Budget		137,337	Budget		1,600,000
Remaining		137,337	Remaining		-
Invoiced Amount	Paid	Check	Invoiced Amount	Paid	Check
			1,200,000.00	12/17/2024	1673
			400,000.00	4/22/2025	1674
-			1,600,000.00		

Cash Flow Statement			
US BANK #0186	298,957.06	cash balance	7/31/2025
		Sun Valley	
	59,590.04	Revenue	
		Ketchum	
	141,822.74	Revenue	Pending Deposit
		Hailey Revenue	Pending Deposit
	7,673.26		
	508,043.10	ending cash balance	
LGIP #3358	3,600,520.71	LGIP Investment Balance	as of 7/31/2025

**SUN VALLEY AIR SERVICE BOARD**  
**FY 2025 ADOPTED BUDGET**

		AUDITED FY 2021 ACTUAL	AUDITED FY 2022 ACTUAL	AUDITED FY 2023 ACTUAL	AUDITED FY 2024 ACTUAL	ADOPTED FY 2025 BUDGET
<b>REVENUES</b>						
CITY OF HAILEY % LOCAL OPTION TAX		134,238	157,157	132,248	79,323	150,077
CITY OF KETCHUM % LOCAL OPTION TAX		3,307,358	3,104,900	2,791,851	1,482,225	1,175,171
CITY OF SUN VALLEY % LOCAL OPTION TAX		847,745	1,082,612	944,819	553,350	517,539
INTEREST EARNINGS		568	5,694	87,246	134,053	40,000
FUND BALANCE APPLIED		-	-	-		
TOTAL REVENUE	139,893	11,395	5,697		2,248,951	1,882,787
<b>EXPENDITURES</b>						
CONTRACTS FOR SERVICES		2,129,000	2,805,075	3,099,776	1,836,768	1,877,337
VISIT SUN VALLEY						1,600,000
FLY SUN VALLEY ALLIANCE						137,337
MOUNTAIN RIDES						105,000
CHAMBER						35,000
ADMIN TOTAL					3,826	5,450
OFFICE SUPPLIES/POSTAGE		148	222		97	350
ADVERTISING/PUBLIC NOTICES/WEBSITE		240	315	-	-	600
AUDIT		1,100	1,300	1,300	1,430	1,500
ATTORNEY FEES		273	744	420	360	1,000
INSURANCE		1,342	-	1,686	1,939	2,000
TOTAL EXPENDITURES		2,132,103	2,807,656	3,103,182	1,840,594	1,882,787
<b>ADDED ITEMS</b>						
	111,350	104,551	26,138			400,000
ANNUAL NET POSITION (Projected)		2,157,806	1,542,708	852,982	408,358	(400,000)
<b>BEGINNING FUND BALANCE</b>					3,841,570	4,249,928
<b>ANNUAL NET POSITION CHANGE</b>					408,358	(400,000)
<b>UNRESTRICTED FUND BALANCE</b>					4,249,928	3,849,928



**SUN VALLEY AIR SERVICE BOARD  
BILLS PAID AND/OR TO BE PAID**

Through: August 19, 2025

Vendor	Date	Invoice #	Description	Amount	To be paid	Paid
Clear Mind Graphics	7/1/2025	7160	website hosting, monthly security maintenance, annual URL registration	\$4,005	-	\$4,005
			Invoice Totals:		\$ -	\$4,005

Clear Mind Graphics,  
Inc.  
PO Box 5748  
Hailey, ID 83333  
2087880729  
accounting@clearmind  
graphics.com



Invoice 7160

**BILL TO**

Nancy Flannigan  
Sun Valley Air Service  
Board

DATE  
07/01/2025

PLEASE PAY  
**\$4,005.00**

DUE DATE  
07/16/2025

ACTIVITY	QTY	RATE	AMOUNT
<b>Sales:Website Hosting</b> Annual rate for website hosting. www.svairserviceboard.org	1	950.00	950.00
<b>Website Design &amp; Development:WordPress Security Updates</b> Monthly fees for WordPress security maintenance including Plugin Updates, Daily Website backups and SSL security ticket (required by Google)	12	250.00	3,000.00
<b>Sales:URL Registration</b> Annual rate to have your website URL registered www.svairserviceboard.org	1	55.00	55.00

**TOTAL DUE**

**\$4,005.00**

THANK YOU.

# FY26 BUDGET REQUEST

## FY25 YTD Progress Report

August 20, 2025



VISIT SUN VALLEY



# GOOD AIR SERVICE IS IMPORTANT TO OUR COMMUNITY



LOCALS



BUSINESS

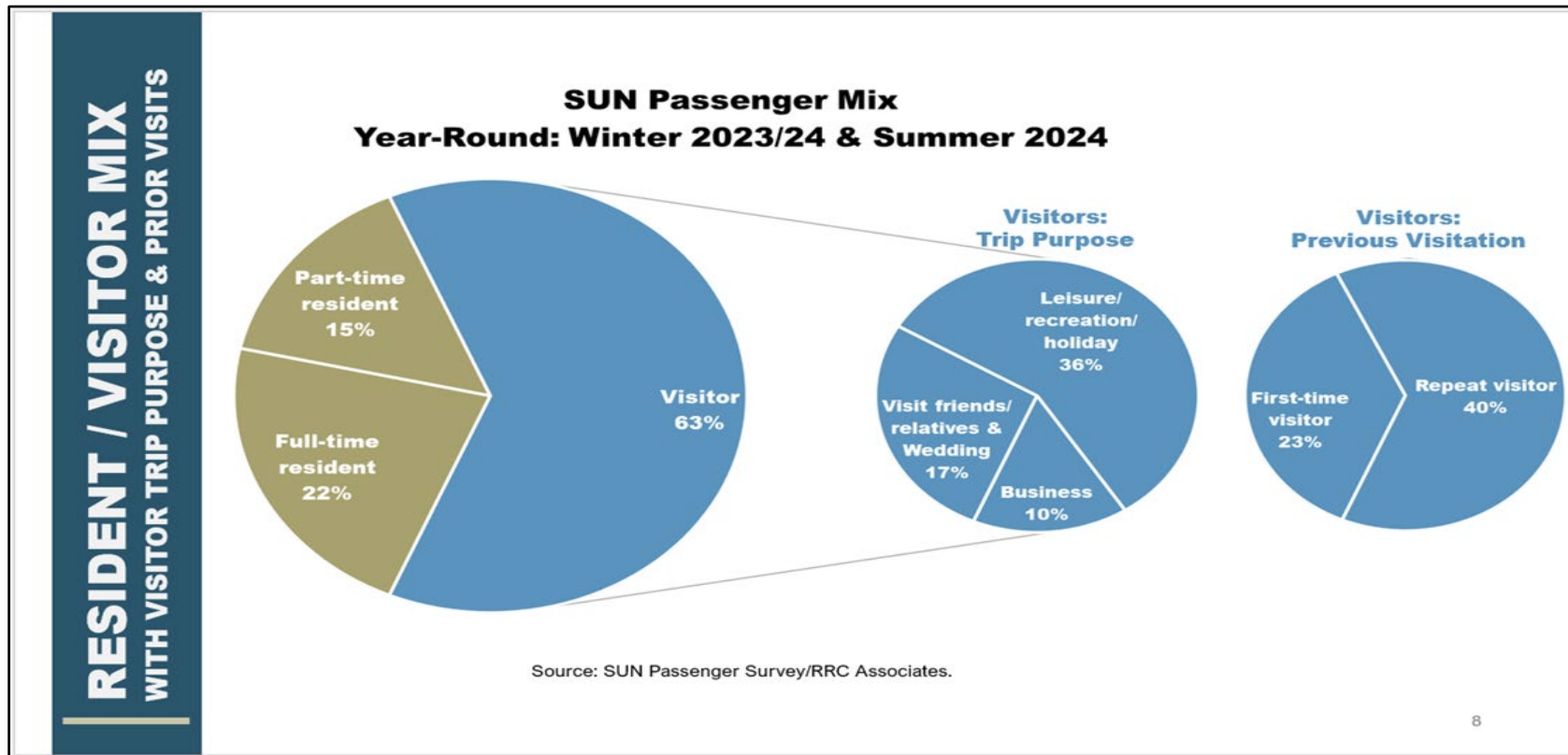


TOURISM

# SNAPSHOT: WHO ARE SUN AIR TRAVELERS?

According to the most recent full year of SUN airport passenger survey data (gathered at airport via WIFI):

- **54%** of SUN passengers are local, part-time residents, and visitors coming to visit friends/family
  - **46%** of SUN passengers are visitors coming for business and/or leisure



# FSVA STRATEGIC PLAN - EXECUTIVE SUMMARY

## FSVA MISSION: To improve air service to SUN to benefit the community

FSVA will work together with all its partners to accomplish its strategic goals for air service improvement for the benefit of the Wood River Valley community.

**FY25-28**

AIR SERVICE  
DEVELOPMENT  
GOALS

- Extend key connecting service (SLC, DEN) to 2-3x daily year round
- 
- Extend daily summer and winter service for all other core routes (LAX, SFO, ORD); extend service into fall
- Re-establish SEA service year-round
- Establish new nonstop route (TBD) if feasible

**NOTE:** *Because of all the unanticipated recent air service developments, FSVA will be updating its strategic plan for FY26-29 later this year.*

# FSVA PROGRESS - FY25 & FY26 STRATEGIC GOALS

FSVA has achieved most of its key FY25 goals, now working towards FY26 goals

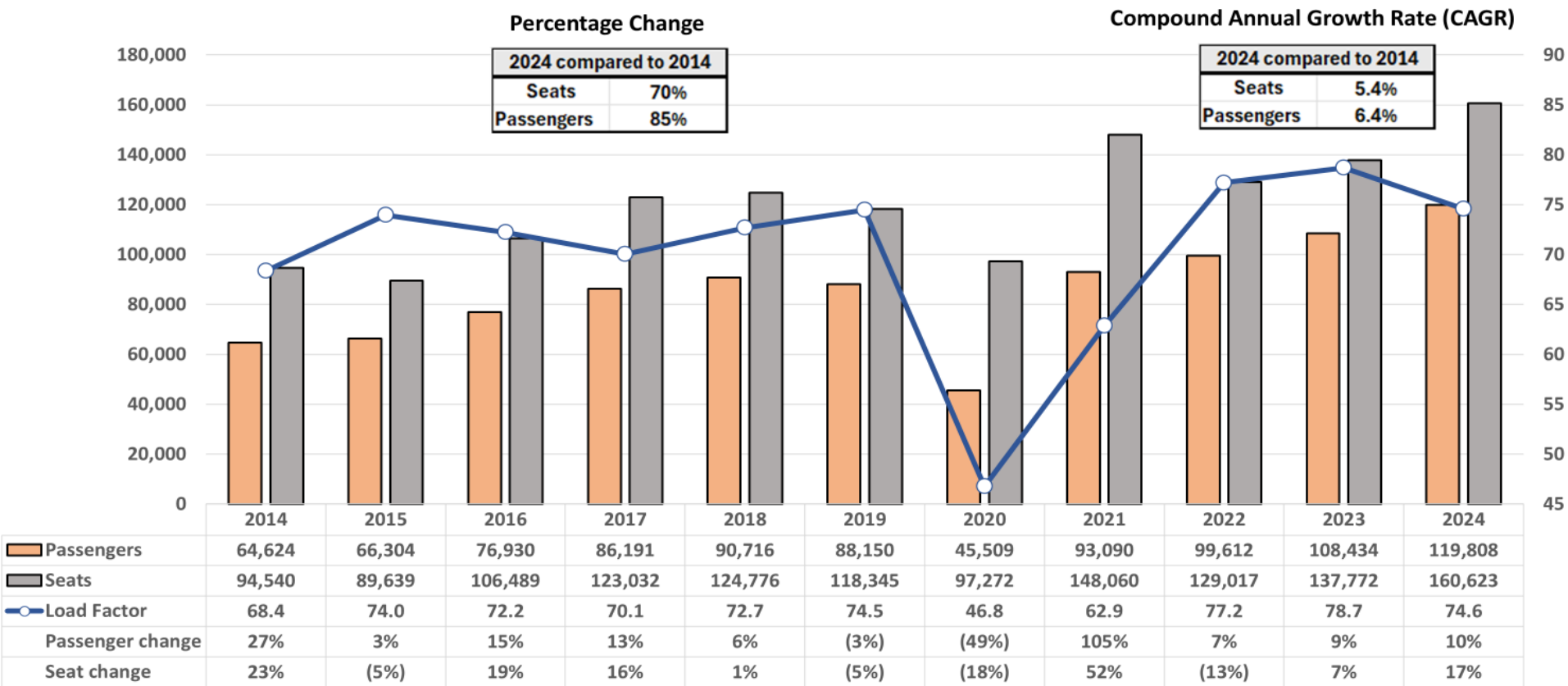
FY25 FSVA STRATEGIC PLAN GOALS		PROGRESS - as of Aug 2025
<b>Air Service Improvements</b> Extend Delta SLC service to 3x daily year-round Extend UA ORD to daily in summer Expand UA LAX, SFO fall service Expand DEN service Restore AS SEA service ( <i>12 flights/ 4 weeks, mid April-mid May</i> ) Support World Cup event air travel needs as feasible	✓	<b>Delta increased to 3x daily year round in 2025</b>
	✓	Partially achieved - ORD increased to 3x week summer 2025
	✓	<b>United increased to 3x week in Sept-Oct 2025</b>
	✓	<b>United increased DEN to 2x daily in Sept-Oct 2025</b>
		<i>Not feasible at this time for Alaska</i>
	✓	<b>Assisted FIS teams travel coordinator</b>
<b>Other Air Service Improvements</b> Winter Summer/Fall	✓	<b>Delta added new 3-5x week SEA winter flights, Sat LAX flights</b>
	✓	<b>United added more summer 2025 LAX and SFO flights</b>
FY26 FSVA STRATEGIC PLAN GOALS		PROGRESS - as of Aug 2025
•Extend DEN to 2x daily year-round •Extend ORD to daily in summer		discussions ongoing
		discussions ongoing
<b>Other Air Service Improvements</b> Winter 2025/26 Winter 2025/26	✓	<b>New American Airlines (AA) daily service to ORD and PHX</b>
	✓	<b>New Alaska Airlines (AS) 3x week service to SAN</b>
<b>GOAL METRICS</b>		<b>Results: CAGR</b> (Compound Annual Growth Rate 2014-2024)
Increase passengers on SUN flights by 5% annually	✓	6.4%
		<b>Load Factor (2024)</b>
Sustain 80% Average Load Factor		74.6%



# SUN HISTORICAL FLIGHT PERFORMANCE

Significant progress made in past 10 years; more flights = more passengers (local & visitors)

## SUN Annual Flight Performance (Non-Directional Average)



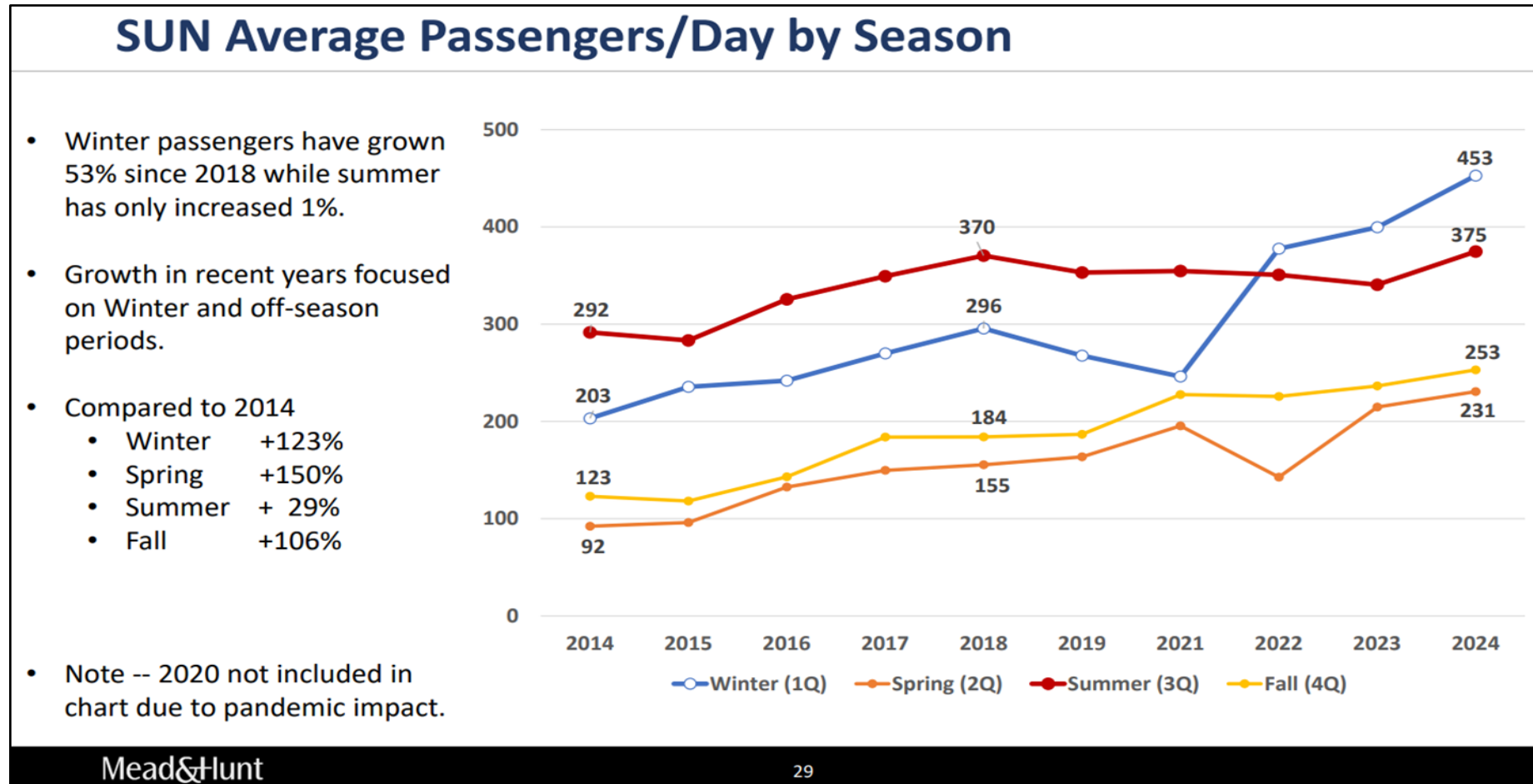
Source: Cirium DiioMi, U.S. DOT T-100 non-directional data reported by AS, DL and UA.



# SUN PASSENGER GROWTH PATTERN – BY SEASON

Highest increase in SUN air seats/passengers over past decade has been in **winter, spring & fall**

FSVA has focused on adding flights/routes during the seasons where most needed to support locals and tourism

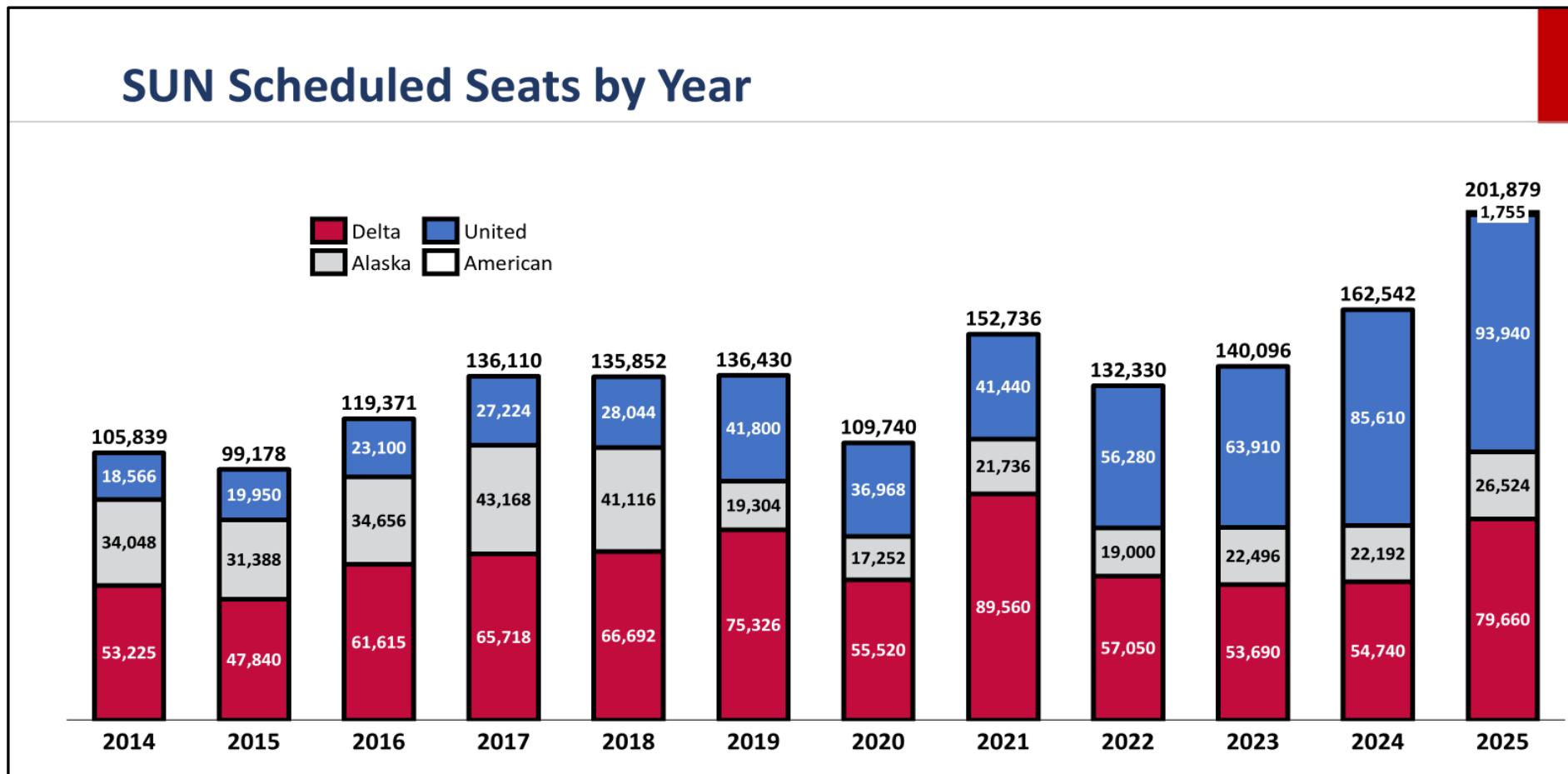


# SUN SEAT GROWTH BY AIRLINE

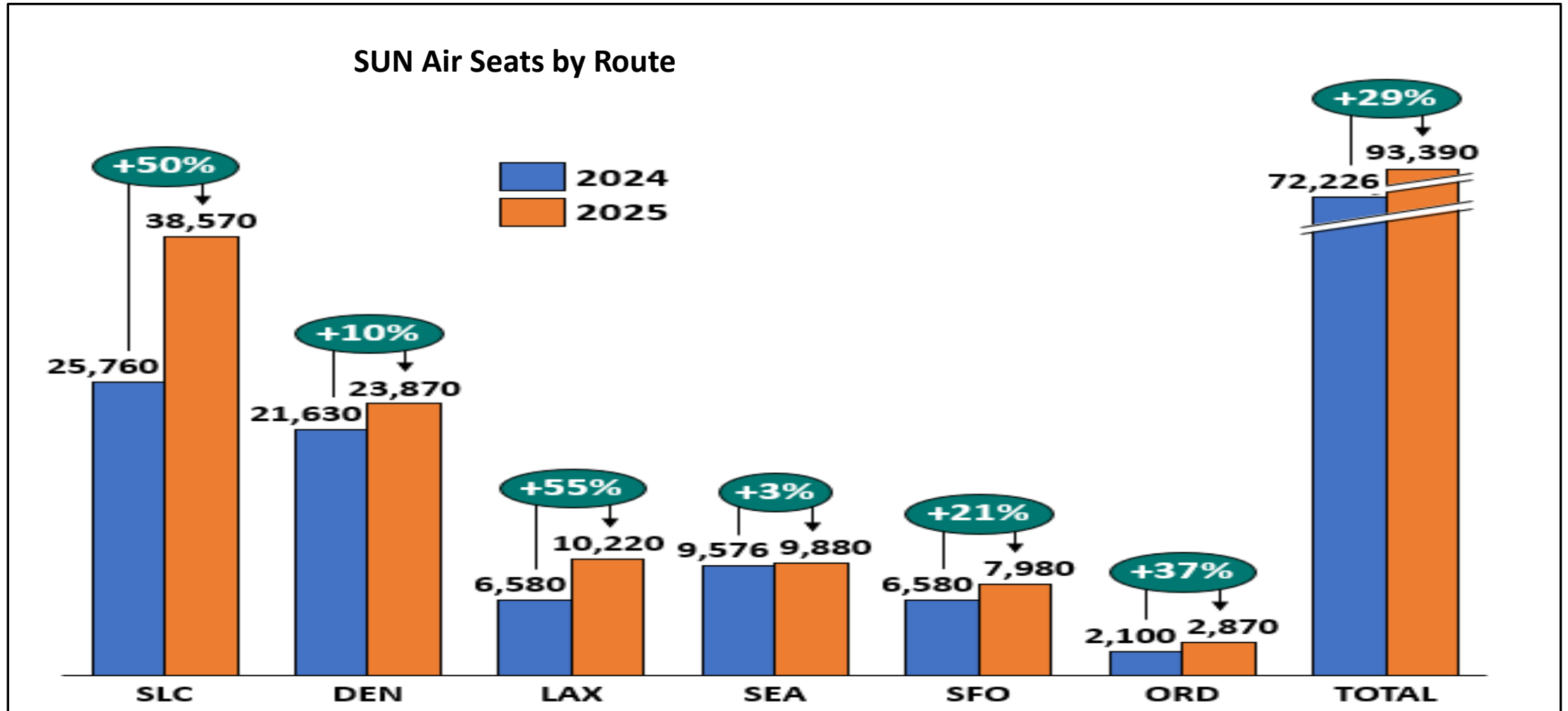
United has become the largest airline at SUN by annual seat capacity

Delta not far behind in 2025 with return to 3x daily SLC, plus SEA, LAX in winter

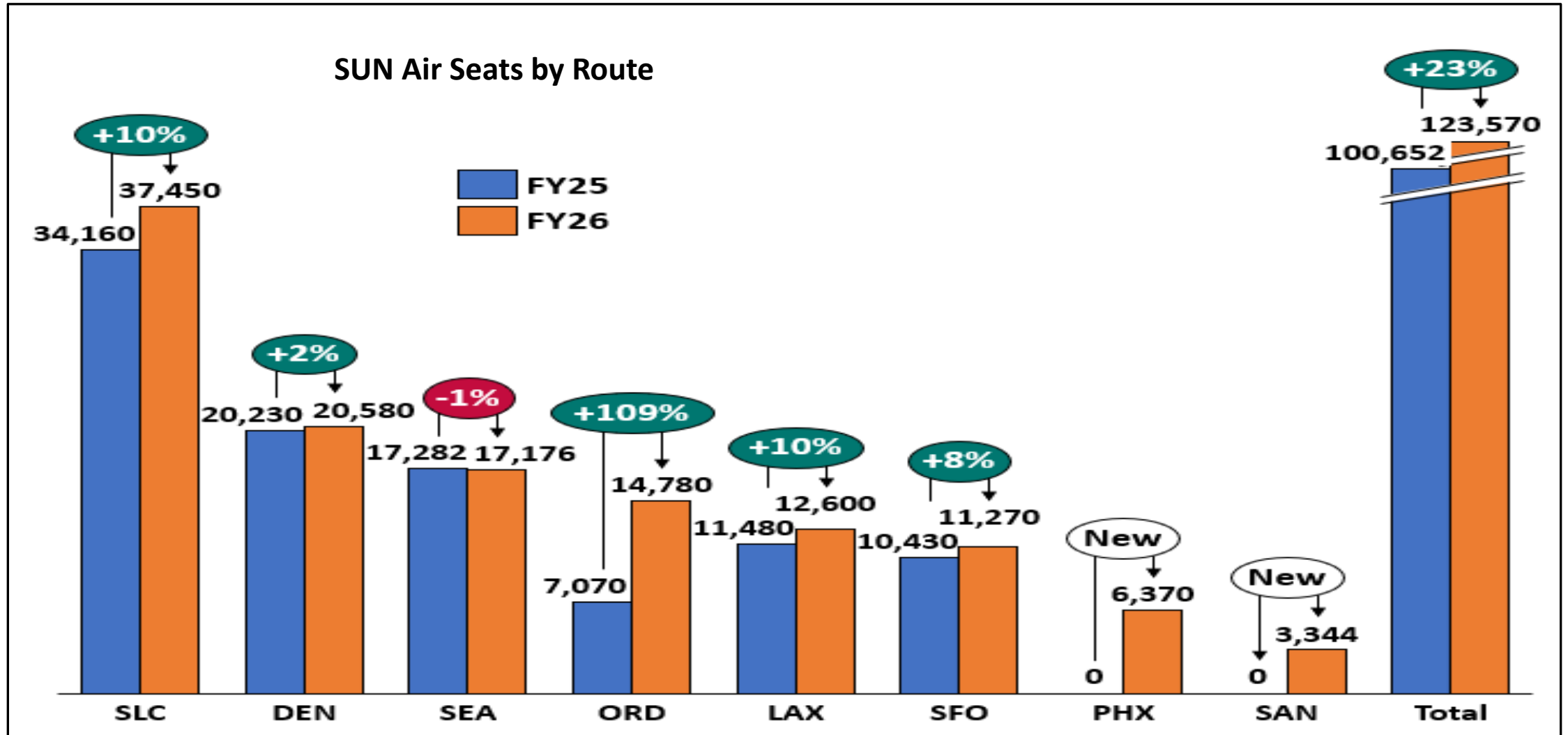
New AA PHX/ORD and AS SAN to begin in December 2025



# SUN SUMMER FY25 FLIGHT CAPACITY



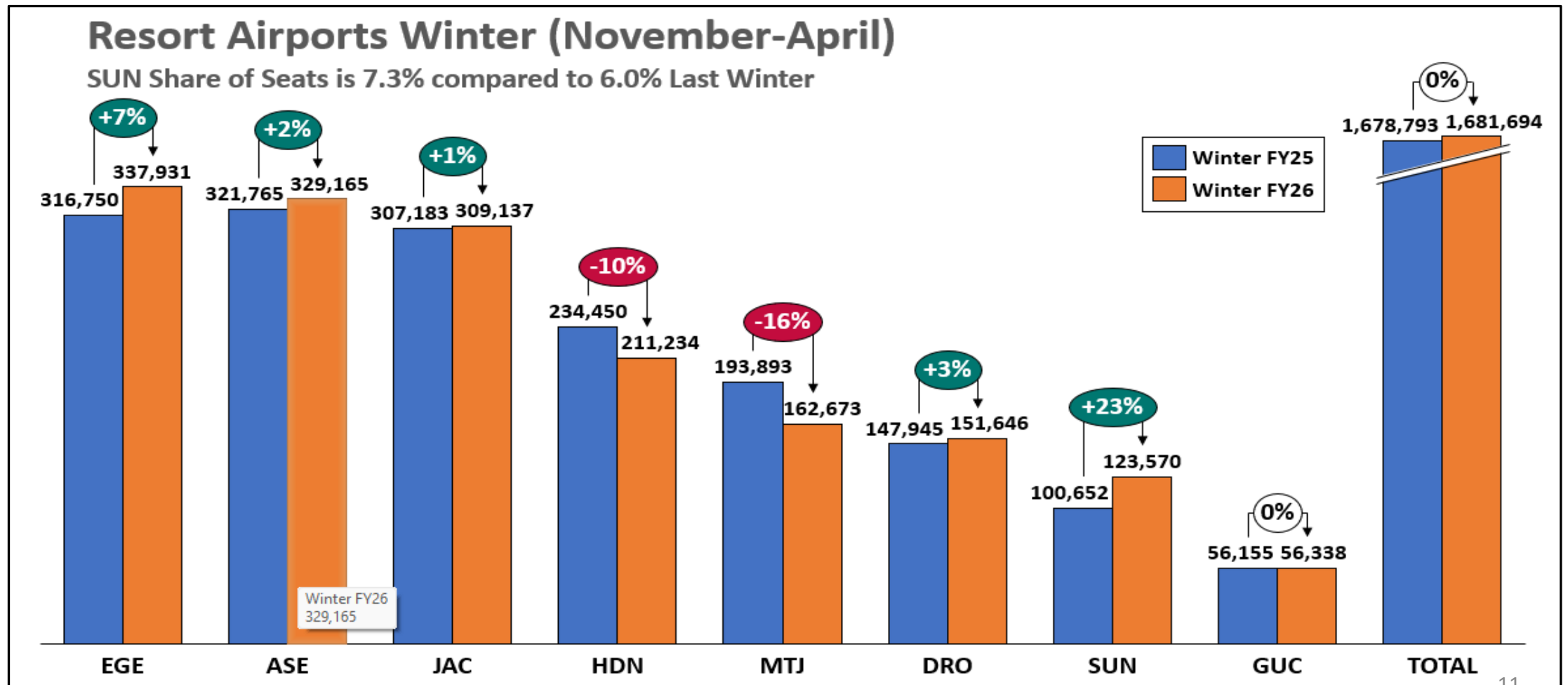
# SUN WINTER FY26 FLIGHT CAPACITY



# WINTER FY26 FLIGHT CAPACITY – WESTERN SKI RESORTS

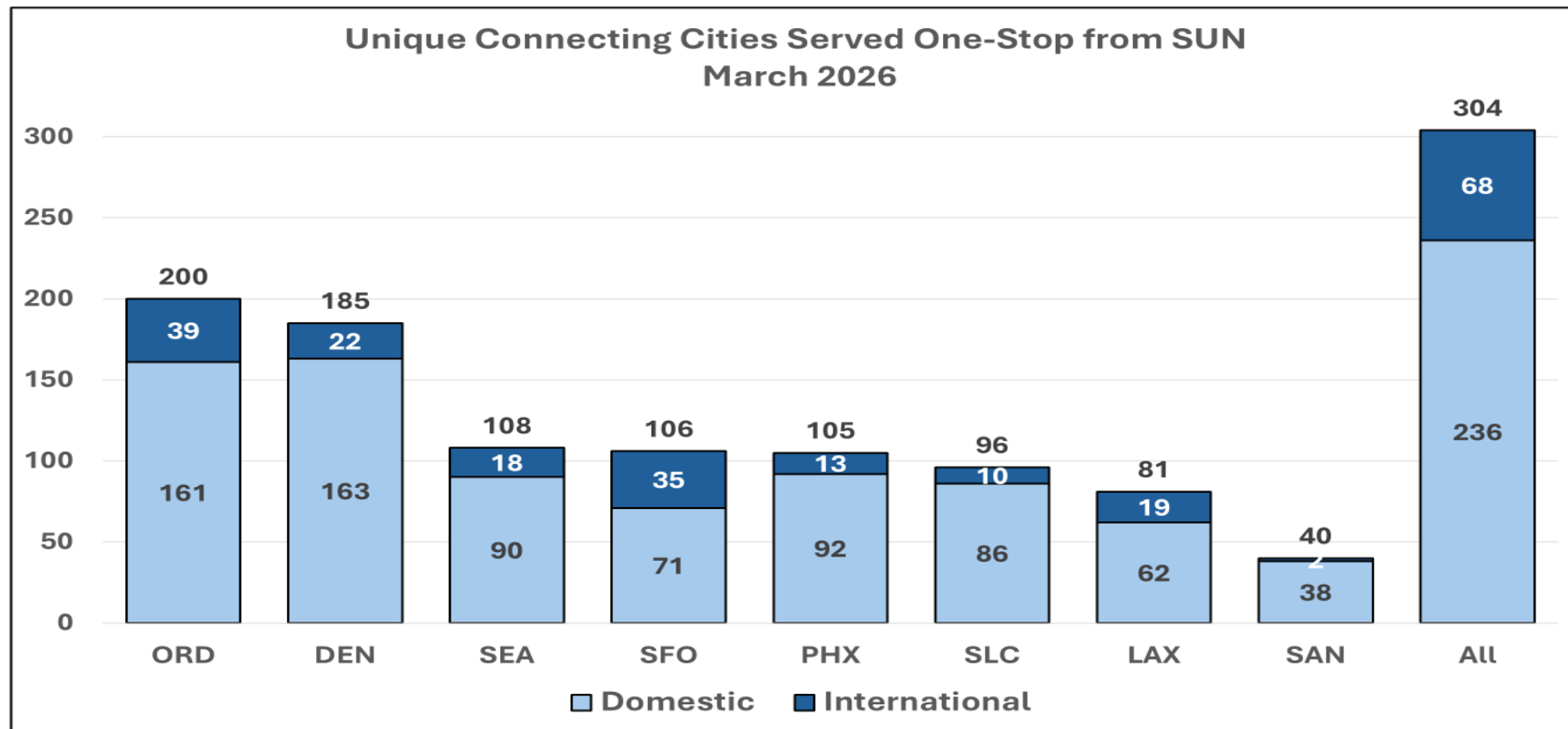
SUN's share of western resort air service has risen since last year

However, our overall seat capacity remains significantly lower than most of our competitor resorts



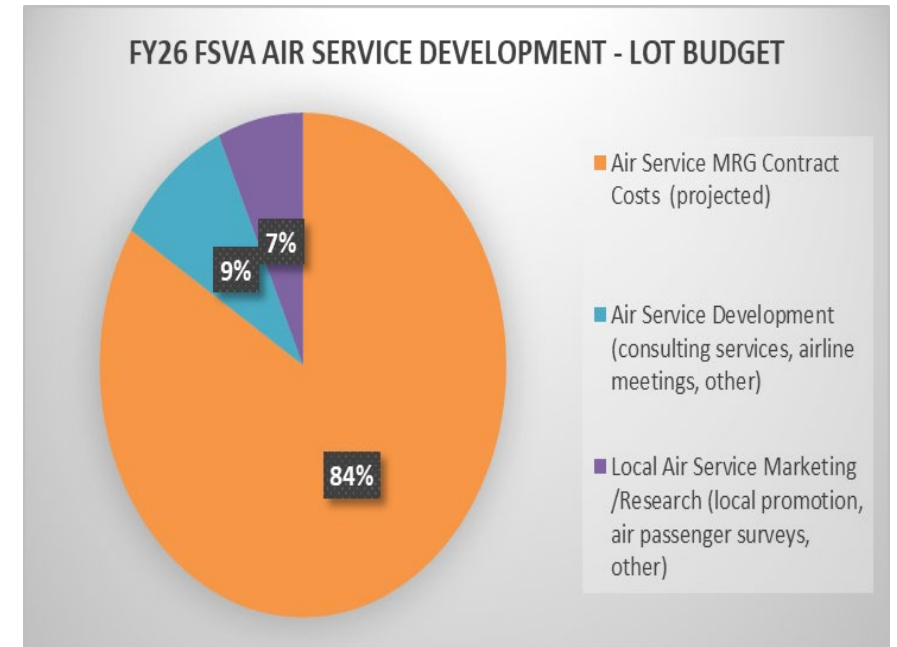
# CONNECTING CITIES TO SUN – BY ROUTE

This winter, SUN will provide one stop connections to **304** cities worldwide.



# FSVA FY26 BUDGET REQUEST

FSVA .5% LOT SVASB CONTRACT BUDGET (FY26)		
FSVA INCOME		1% LOT Budget
.5% LOT Revenues/SVASB Contract for Services	\$	119,650
Interest on LOT reserves	\$	85,000
<b>TOTAL INCOME</b>	<b>\$</b>	<b>204,650</b>
<i>Note: FSVA will submit a revised budget in late winter/early spring when summer schedules are confirmed and present a supplemental budget request to SVASB at that point</i>		
FSVA AIR SERVICE DEVELOPMENT EXPENSE		
Air Service MRG Contract Costs (projected)	\$	864,050
Air Service Development (consulting services, airline meetings, other)	\$	95,000
Local Air Service Marketing /Research (local promotion, air passenger surveys, other)	\$	70,000
<b>TOTAL EXPENSE</b>	<b>\$</b>	<b>1,029,050</b>
Net to (from) from FSVA LOT Reserves	\$	(824,400)
FSVA LOT Reserves Projected 9-30-25	\$	1,981,099
<b>FSVA LOT Reserves Projected 9-30-26</b>	<b>\$</b>	<b>1,156,699</b>
LOT RESERVE SUMMARY		
<u>\$2M Reserve Balance needed:</u>		
To cover LOC as required by airline contracts		
To cover higher than budgeted MRG Contract costs (budgeted MRG costs are less than total MRG Cap liability)		



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

## FLY SUN VALLEY ALLIANCE STRATEGIC AIR SERVICE PARTNERS



The Wood River Valley Community - Over 100 Local Businesses





**THANK YOU FOR  
YOUR SUPPORT**

**QUESTIONS?**





V I S I   S U N   V A L L E Y

# ASB UPDATE

J u l y   1 7 <sup>t h</sup> ,   2 0 2 4

TRENDS

# WHAT WE'VE SEEN

## **Uncertainty**

The ongoing uncertainty driven by tariffs and geopolitical conflicts continue put pressure on long term decision making. On a more positive note, stock markets are seeing near all-time highs which should build confidence.

## **Consumer Spending**

There is a possibility that we will see a reduction in consumer spending on certain categories, including leisure travel. Early indicators show a decreased willingness to book later in the summer.

## **Last-Minute Booking Windows**

Travelers are evolving travel habits with prioritize flexibility in their plans and opting for last-minute bookings to ensure they can adjust to changing circumstances. The influence of smoke, snow, or rain can greatly impact a traveler's willingness to commit. Lower airfare and fuel prices could influence the last-minute nature of travel as well.

## **Strong Average Daily Rate**

Average daily rates are up across the majority of mountain destinations due to the increase in demand for mountain destinations, fairly strong economic conditions (stock markets near all-time highs), and inflation.

INDICATORS

# SUMMER & FALL

## Lodging Reservations

Occupancy			ADR		
JUN	51%	3%	JUN	\$332	7%
JULY	66%	-1%	JULY	\$434	6%
AUG	51%	4%	AUG	\$437	8%
SEPT	29%	24%	SEPT	\$406	16%
OCT	18%	21%	OCT	\$269	6%
NOV	7%	7%	NOV	\$209	-3%
DEC	10%	10%	DEC	\$515	-21%
JAN	13%	-2%	JAN	\$400	0%

- Data as of July 31<sup>st</sup>, 2025
- September highs are attributed to the Governor’s Cup being an every other year event.

MARKETING & PR

# SUMMER + FALL

## Summer

- Performance | Digital ad performance continues to perform well with strong conversions for flight searches.
- Top Markets | Chicago, Seattle, Los Angeles, & Denver
- Display Ads | Google P-Max Platform – Display, Video, & AdWords
- Partnerships | Ori email campaigns
- PR | Spread the word about the new winter nonstop flight announcements

## Fall

- Focus | Lodging bookings are looking strong. We will emphasize the extended fall flight schedule.
- Top Markets | Los Angeles, San Francisco, Seattle, & Boise/Regional.
- Display Ads | Google P-Max Platform – Display, Video, & AdWords
- Partnerships
  - Ori: print ad & email campaigns
  - Mountain Gazette: trip to Sun Valley giveaway
  - WILDSAM: print ads & digital feature of the area
  - FlyFish Journal: print ad
- PR | Hosting Greg Freitas | Seattle Magazine | September 25– 28, 2025



ADVERTISING

# SUMMER & FALL AD OUTLETS

## Partnerships

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**Mountain  
Gazette** When in Doubt,  
Go Higher

**WILDSAM**



## Digital Ads

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**mtn**

U P D A T E S

**PR**

### **American & Alaska Airlines Outreach**

Our PR team has done extensive outreach to national and regional journalists regarding the introduction of the Phoenix and San Diego air service into SUN this winter.

### **Queuing Up Winter Visits**

We're having conversations with journalists based in Phoenix and San Diego to plan early winter visits to the area and build awareness of the nonstop flights.

### **San Francisco & Los Angeles Media Missions**

We've reviewed the available pool of media in Phoenix and San Diego. There is a rather limited number of journalists in both markets making it hard to rationalize media missions there.

Given the strong numbers in San Francisco and Los Angeles in addition to the MRG contracts in those markets, we have opted to plan a weeklong media mission to those locations. We are planning to visit there the week of October 13 – 17.

# FUNDING PROPOSAL



# **FISCAL YEAR 2025**

FUNDING ASK

## **2026 PROPOSED ASK: \$1,800,000**

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**For Fiscal Year 2026, Visit Sun Valley is proposing a 12.5% increase in contributions to the organization from the Air Service Board.**

**The addition of American Airlines as a new carrier and expansion of flights from San Diego and Phoenix into SUN will require additional resources to foster enplanements.**

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## **2025 ASB FUNDS TO VSV: \$1,600,000**

# FY '25 & '26 FUNDS

	FY '25	FY '26
Idaho Travel Council:	\$450,000	\$460,000
Air Service Budget:	\$1,600,000	\$1,800,00
Other Revenue	\$23,500	\$23,500
VSV Reserves:	\$478,564	\$691,021
Total Funds:	\$2,552,064	\$2,974,521
Working Budget:	\$2,073,500	\$2,283,500

# EXPENSES

	FY '25	FY '26
Admin & Overhead:	\$628,700	\$666,700
Website:	\$35,800	\$42,000
Creative Services:	\$155,000	\$135,000
Public Relations:	\$97,000	\$114,000
Advertising:	\$1,095,000	\$1,245,000
Research:	\$62,000	\$80,000
Total Expenses:	\$2,073,500	\$2,282,700

# FISCAL YEAR 2026

G O A L S

## 2026 DRAFT GOALS

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### Lodging Occupancy

- Winter average occupancy percentage  
December – March = 50%
- Fall average occupancy percentage September –  
October = 44%

### Average Daily Rate

- To maintain a yearly average of \$305/night.

### Enplanements

- Achieve and sustain an average load factor of  
75% (2024 SUN load factor = 80%)

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\* Note that these goals have not had final approval  
from the VSV Board.

# WHAT WE'D DO WITH ADDITIONAL FUNDING

EXECUTION

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## FY 2026 STRATEGY | \$200,000

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- Entering the Phoenix and San Diego markets.
- Increased awareness through digital advertising and partnerships in our nonstop flight markets.
- Focusing on underperforming cities such as San Francisco and Los Angeles.
- Added focus on Public Relations.
  - 20% increase in our PR budgets for journalist hosting.
  - Journalist hosting will focus on those residing in Phoenix and San Diego
  - Media missions to Los Angeles & San Francisco.
- Keep an eye on the incoming Harriman Hotel which will add an additional 75 hotel rooms to the pool.

# THANK YOU!

W E C A N ' T D O I T W I T H O U T Y O U



**SUN VALLEY  
AIR SERVICE BOARD**

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**2024-25**

**Air Service Board Grant**

**Year in Review**

# FINANCIAL OVERVIEW

## 24/25

- Overall Budget: \$455,265
- Idaho Travel Council (ITC) grant: \$215,000
- Membership Dues & Fundraising: \$113,000
- City of Hailey (LOT) contract: \$92,700
- Air Service Board grant: \$35,000
- Chamber staffing: \$158,500
  - 65% of our budget goes to marketing, events & helping local businesses & nonprofits.





# ITC MARKETING GRANT

*Discover the*  
**WOOD RIVER VALLEY**  
BELLEVUE • HAILEY • KETCHUM • SUN VALLEY, IDAHO

**2024 FOLIO:  
EDDIE  
AND  
OZZIE  
AWARDS  
WINNER**



**CALENDAR OF EVENTS**  
**ARTS AND APRÈS FUN**  
**MAPS AND EDUCATION**  
**DIRECTORY OF MEMBERS**  
**LODGING AND WEDDINGS**  
**RECREATION AND REAL ESTATE**  
**WELCOME AND NEED-TO-KNOW**

**DISCOVER  
WOOD RIVER  
VALLEY**  
BROUGHT TO YOU BY:  
**THE CHAMBER**

Bellevue • Hailey • Ketchum • Sun Valley



**DISCOVER WOOD RIVER VALLEY CHAMBER**  
Fall in love with the Wood River Valley  
Camping, Dining, Fishing, Hiking, Music, Festivals  
Mountain Biking and Much More.  
Find out more at [ValleyChamber.org](http://ValleyChamber.org)

**HAILEY DAYS OF THE OLD WEST**  
4th of July Celebration

**JULY 2 - 4**  
Sawtooth Rangers Rodeo

**JULY 4 - 6**  
Antique Market at  
Roberta Mc Kercher Park

**JULY 4**  
**12-1:30 PM**  
Days of the Old West Parade  
Family Fun Event at the  
Life Church after the Parade

**1:00-5:00 PM**  
Sawtooth Brewing's  
RiverFest  
at Hop Porter Park

**7:30-10:00 PM**  
Sawtooth Rangers Rodeo  
FIREWORKS - Dusk

Join us in honoring this year's Grand Marshal:  
The Wood River Women's Foundation  
and their 20th Anniversary

\*\*\* THANKS TO OUR SPONSORS \*\*\*

**G&G** **H** Property Service **POWER ENGINEERS** **SUN** **SunValley REALTORS**  
**Adams** **ELITE** **ACE** **VALLEY** **WOOD RIVER** **WOOD RIVER**

**CHAMBER** FOR DETAILS: [VALLEYCHAMBER.ORG](http://VALLEYCHAMBER.ORG) **IDAHO** [visitidaho.org](http://visitidaho.org)



**DISCOVER WOOD RIVER VALLEY** **THE CHAMBER** **IDAHO** [visitidaho.org](http://visitidaho.org)

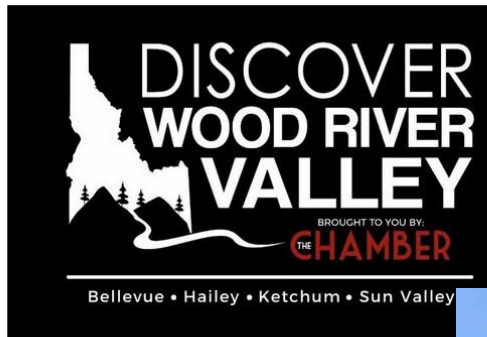


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Camping, Dining, Fishing, Hiking, Music, Festivals Mountain Biking and Much More.

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Request your  
**FREE** visitors  
guide at  
[valleychamber.org](http://valleychamber.org)



# WELCOME CENTER



July 10, 2025



**Sun Valley Air Service Board**  
**FY 2026 Budget Development**

		2023 Actual	2024 Actual	FY 2025 Current Budget	FY 2026 Proposed Budget
<b>Revenue</b>					
01-3100-1000	CITY OF HAILEY	\$ 132,248	\$ 79,323	\$ 150,077	\$ 90,000
01-3100-2000	CITY OF KETCHUM	\$ 3,696,401	\$ 1,482,225	\$ 1,175,171	\$ 1,421,000
01-3100-3000	CITY OF SUN VALLEY	\$ 944,819	\$ 553,350	\$ 517,539	\$ 530,000
01-3700-1000	INTEREST EARNINGS	\$ 87,246	\$ 134,053	\$ 40,000	\$ 40,000
<b>Total Revenue</b>		<b>\$ 4,860,714</b>	<b>\$ 2,248,951</b>	<b>\$ 1,882,787</b>	<b>\$ 2,081,000</b>
					\$ -
<b>Expenditures</b>					\$ -
01-4190-3100	OFFICE SUPPLIES & POSTAGE	\$ 146	\$ 97	\$ 350	\$ 350
01-4190-4000	AUDIT	\$ 1,300	\$ 1,430	\$ 1,500	\$ 1,500
01-4190-4100	ATTORNEY FEES	\$ 420	\$ 360	\$ 1,000	\$ 1,000
01-4190-4200	PROFESSIONAL SERVICES	\$ 3,099,630	\$ 1,836,768		\$ 10,000
01-4190-4210	VISIT SUN VALLEY	\$ -	\$ -	\$ 1,600,000	\$ 1,800,000
01-4190-4220	FLY SUN VALLEY ALLIANCE	\$ -	\$ -	\$ 137,337	\$ 119,650
01-4190-4230	MOUNTAIN RIDES	\$ -	\$ -	\$ 105,000	\$ 110,000
01-4190-4240	CAHMBER	\$ -	\$ -	\$ 35,000	\$ 35,000
01-4190-4400	ADVERTISING/LEGAL	\$ -	\$ -	\$ 600	\$ 1,000
01-4190-4600	PROPERTY & LIABILITY INSURANCE	\$ 1,686	\$ 1,939	\$ 2,000	\$ 2,500
<b>Total Expenditures</b>		<b>\$ 3,103,182</b>	<b>\$ 1,840,594</b>	<b>\$ 1,882,787</b>	<b>\$ 2,081,000</b>
<b>Net Fund Gain/(Use)</b>		<b>\$ 1,757,532</b>	<b>\$ 408,358</b>	<b>\$ -</b>	<b>\$ -</b>

NOTICE IS HEREBYGIVEN, that the Sun Valley Air Service Board will meet on Wednesday, August 20, 2025 at 2:00pm. The meeting will take place at Hailey City Hall, 115 S. Main Street, Hailey, Idaho, for the purpose of considering a final budget for FY 2026, beginning October 1, 2025 and ending September 30, 2026.

SUN VALLEY AIR SERVICE BOARD	2023 ACTUAL	2024 ACTUAL	FY 2025	FY 2026
			BUDGET	PROPOSED BUDGET
REVENUE				
LOT REVENUE	\$ 4,773,468	\$ 2,114,898	\$ 1,842,787	\$ 2,041,000
INTEREST EARNINGS	\$ 87,246	\$ 134,053	\$ 40,000	\$ 40,000
TOTAL REVENUE	\$ 4,860,714	\$ 2,248,951	\$ 1,882,787	\$ 2,081,000
EXPENDITURES				
ADMINISTRATIVE EXPENSES	\$ 3,552	\$ 3,826	\$ 5,450	\$ 6,350
PROFESSIONAL SERVICES	\$ 3,099,630	\$ 1,836,768	\$ 1,877,337	\$ 2,074,650
TOTAL EXPENDITURES	\$ 3,103,182	\$ 1,840,594	\$ 1,882,787	\$ 2,081,000

PUBLISH 8.6.25

Sun Valley Air Service Board  
Financial Forecast

		Version	7/29/25						
Revenue Source		FY 2024 Prelim Actual	FY 2025 Current Budget	FY 2025 Forecast	FY 2026 Proposed Budget	FY 2027 Projected	FY 2028 Projected	FY 2029 Projected	FY 2030 Projected
1	Undesigned Fund Balance	\$3,841,220	\$4,249,577	\$4,237,767	\$4,642,063	\$4,642,063	\$4,642,063	\$4,642,063	\$4,642,063
2	City of Hailey LOT	\$79,323	\$150,077	\$99,000	\$90,000	\$90,900	\$91,809	\$92,727	\$93,654
3	City of Ketchum LOT	\$1,482,225	\$1,175,171	\$1,600,000	\$1,421,000	\$1,435,210	\$1,449,562	\$1,464,058	\$1,478,698
4	City of Sun Valley LOT	\$553,350	\$517,539	\$550,000	\$530,000	\$535,300	\$540,653	\$546,060	\$551,520
5	Interest Earnings	\$122,243	\$40,000	\$100,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000
6	Total Revenues	\$2,237,141	\$1,882,787	\$2,349,000	\$2,081,000	\$2,101,410	\$2,122,024	\$2,142,844	\$2,163,873
Expenditures		FY 2024 Prelim. Actual	FY 2025 Current Budget	FY 2025 Forecast	FY 2026 Projected	FY 2027 Projected	FY 2028 Projected	FY 2029 Projected	FY 2030 Projected
7	Office Supplies & Postage	\$97	\$350	\$100	\$350	\$350	\$350	\$350	\$350
8	Audit	\$1,430	\$1,500	\$1,430	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
9	Attorney Fees	\$360	\$1,000	\$800	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
10	Professional Services	\$4,005	\$0	\$0	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
11	Visit Sun Valley	\$1,450,904	\$1,600,000	\$1,600,000	\$1,800,000	\$1,700,000	\$1,800,000	\$1,800,000	\$1,800,000
12	Fly Sun Valley Alliance	\$46,859	\$137,337	\$0	\$119,650	\$235,060	\$150,674	\$166,494	\$182,523
13	Mountain Rides	\$300,000	\$105,000	\$305,000	\$110,000	\$115,000	\$120,000	\$125,000	\$130,000
14	Chamber	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
15	Advertising/Legal Pub/Website	\$0	\$600	\$0	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
16	Insurance	\$1,939	\$2,000	\$2,374	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
17	Total Expenditures	\$1,840,594	\$1,882,787	\$1,944,704	\$2,081,000	\$2,101,410	\$2,122,024	\$2,142,844	\$2,163,873
18	Net Gain/(Assumed Use of Fund Balance)	\$396,548	\$0	\$404,296	\$0	\$0	\$0	\$0	\$0
19	Projected Unassigned Fund Balance	\$4,237,767		\$4,642,063	\$4,642,063	\$4,642,063	\$4,642,063	\$4,642,063	\$4,642,063

\*LOT growth rate assumed at 1% annually