CITY COUNCIL CALENDAR OF THE CITY OF KETCHUM, IDAHO

Monday, July 16, 2012, beginning at 5:30 p.m.

480 East Avenue, North, Ketchum, Idaho

Approximate starting time for each agenda item is indicated at left.

5:30 1. CALL TO ORDER

5:30 2. COMMUNICATIONS FROM MAYOR AND COUNCILORS.

3. COMMUNICATIONS FROM THE PUBLIC.

5:40 a) Update and funding request for the Walkable Ketchum Project - Ketchum Commmunity Development Corporation. Tab 1

6:20 b) Request for a ballot measure to increase the Local Option Tax by 1% for air service retention and development - Fly Sun Valley Alliance. Tab 2

7:50 c) Communications from the public.

8:00 4. COMMUNICATIONS FROM THE PRESS.

5. AGREEMENTS AND CONTRACTS.

8:05 a) Reuse Pump Station Foundation and Tank Contract for Services - David Taylor. Tab 3

8:15 b) Hotel Ketchum Development Agreement, Second Amendment - Lisa Horowitz, Community and Economic Development Director. Tab 4

8:30 6. CONSENT CALENDAR. Tab 5

a) Approval of minutes from the July 2, 2012 Council meeting.
b) Recommendation to approve current bills and payroll summary.
c) Approval of 2012-13 Liquor, Beer & Wine Licenses.

7. EXECUTIVE SESSION to discuss personnel, litigation and land acquisition pursuant to Idaho Code §§67-2345 1(a) (b), (c) and (f).

8. ADJOURNMENT.

Any person needing special accommodations to participate in the above noticed meeting should contact the City of Ketchum three days prior to the meeting at (208) 726-3841.

This agenda is subject to revisions and additions. NOTE: Revised portions of the agenda are underlined in bold. Public information on agenda items is available in the Clerk's Office located at 480 East Ave. N in Ketchum or (208) 726-3841.

Check out our website: www.ketchumidaho.org.

City of Ketchum, Idaho

P.O. Box 2315 Ketchum, ID 83340 (208) 726-3841 Fax: (208) 726-8234

July 11, 2012

Mayor Hall and City Councilors
City of Ketchum
Ketchum, Idaho

Mayor Hall and City Councilors:

July 16, 2012 City Council Agenda Report

The regular Council meeting will begin at **5:30 p.m.**

3. COMMUNICATIONS FROM THE PUBLIC.
   a) Update and funding request for the Walkable Ketchum Project - Ketchum Community Development Corporation.

      Dale Bates, representing the Ketchum Community Development Corporation (KCDC), will update the Council on the Walkable Ketchum Project and request funding for the same. Material provided by KCDC concerning this agenda item has been provided in the packet for Council review.

      RECOMMENDATION: None at this time.

      RECOMMENDED MOTION: None.

      This is a legislative matter.

   b) Request for a ballot measure to increase the Local Option Tax by 1% for air service retention and development - Fly Sun Valley Alliance.

      Representatives from Fly Sun Valley Alliance will address the Council seeking a November, 2012 ballot measure to increase the Local Option Tax (LOT) by 1% to fund air service retention and development. A detailed staff report with attachments from Lisa Horowitz has been provided in the packet for Council review.

      RECOMMENDATION: None at this time.

      RECOMMENDED MOTION: None.

      This is a legislative matter.

5. AGREEMENTS AND CONTRACTS.

a) Reuse Pump Station Foundation and Tank Contract for Services - David Taylor.

The Wastewater Division Capital Improvement Plan for FY2011-12 includes the installation of a Reuse Pump Station Foundation and Tank designed to deliver reuse water to the Weyyakin subdivision and to provide reuse water to the Sun Valley Water and Sewer District and their future customers. These improvements were estimated by Forsgren Engineering at $134,550 and included in the FY2011-12 Wastewater Capital Improvement Fund Budget. Staff is proposing approval of a contract for services with Lunceford Excavation, Inc. in an amount not to exceed $139,646.29. A detailed staff report from David Taylor has been provided in the packet for Council review.

RECOMMENDATION: Staff respectfully recommends the City Council approve the contract for services for the Reuse Pump Station Foundation and Tank Project to Lunceford Excavation, Inc. in an amount not to exceed $139,646.29.

RECOMMENDED MOTION: ***"I move to approve the contract for services for the Reuse Pump Station Foundation and Tank Project to Lunceford Excavation, Inc. in an amount not to exceed $139,646.29."***

This is a legislative matter.

b) Hotel Ketchum Development Agreement, Second Amendment - Lisa Horowitz, Community and Economic Development Director.

The second amendment to the Hotel Ketchum Development Agreement has been provided in the meeting packet for final action by the City Council. This agenda item is a follow-up from the Council's discussion and action to approve the amendment at the July 2, 2012 Council meeting. A staff report from Lisa Horowitz has been provided in the packet for Council review.

RECOMMENDATION: Staff respectfully recommends the City Council approve the second amendment to the Hotel Ketchum Development Agreement, modifying the agreement and the PUD approval timeline to October 6, 2013.

RECOMMENDED MOTION: ***"I move to approve the second amendment to the Hotel Ketchum Development Agreement, modifying the agreement and the PUD approval timeline to October 6, 2013."***

This is a quasi-judicial matter.

6. CONSENT AGENDA.
   a) Approval of minutes from the July 2, 2012 Council meeting.

Copies of the minutes from the July 2, 2012 Council meeting have been provided in the packet of Council review.

b) Recommendation to approve current bills and payroll summary.

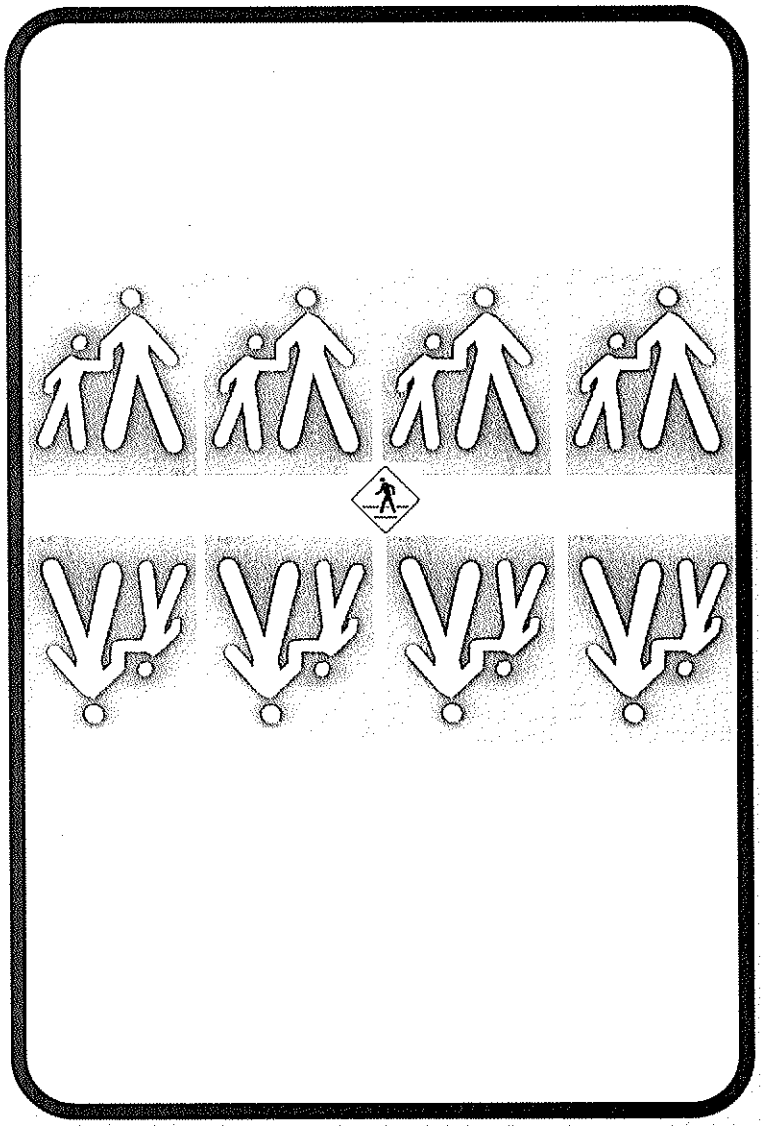
A list of bills for approval and the payroll summary have been included in the packet for Council review.

c) Approval of 2012-13 Liquor, Beer & Wine Licenses.

Staff respectfully recommends the Council approve the 2012-13 Liquor, Beer and Wine Licenses listed in the packet.

Sincerely,

Gary B. Marks
City Administrator



Walkable Ketchum Project

City Council Presentation
20 July 2012

Submitted by
Walkable Ketchum Team
Dale Bates Project Manager
on behalf of the KCDC

Walkable Ketchum 2012

Create the most
Walkable Resort Town in America
(to be developed by team)

Health & Safety
Mobility/Pedestrian/Bike/Car

Sustainability
Energy/Transportation/Land Use

Vibrancy
Social/Economic/Tourist

Wayfinding & Signage
Identity/Historic
Directional/Locational

Infrastructure
Sidewalks/features/Street Lighting

Policy
Maintenance/Use

RESOURCES

KCDC
Professionally Managed/Board Supported

Volunteer Team
Plan/Design/Fundraise

City of Ketchum
CIP/Planning Dept/Streets

Grants
Idaho Dept. Commerce
Community Block Grant

URA
Funding/Support

Private Donors
Street Light/Street Furniture
Historic Monuments

COLLABORATORS

SV Historical Society

KAC
Ketchum Arts Commission

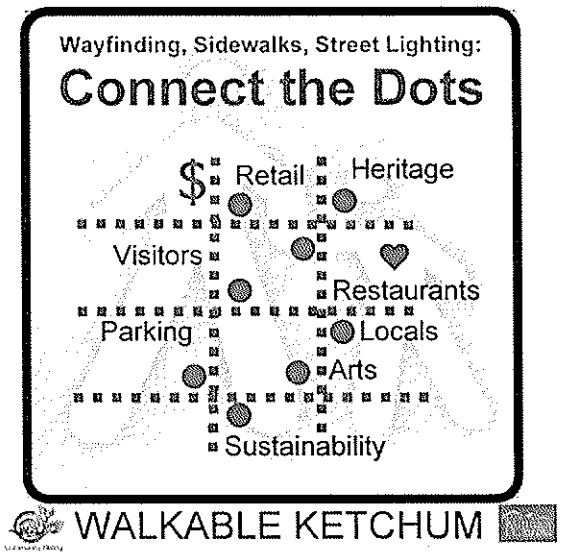
ERC

St. Lukes
Wellness Inst.

WREP

Walking connects:

Where We Live to Where We Work and Play
Parking to Shops, Restaurants, and Events
People to Place
People to People
People to Community
Our Activities to our Heath



WALKABLE KETCHUM

Walkable Ketchum 2012

$ Walk to the Money $

The Economic Benefits of Walkable Communities

Walkability Is A Good Investment

According to a 1998 analysis by ERE Yarmouth and Real Estate Research Corporation,real estate values over the next 25 years will rise fastest in "smart communities" that incorporate traditional characteristics of successful cities including a mix of residential and commercial districts and a "pedestrian-friendly configuration."

Walkability Increases Property Values

Reducing traffic noise, traffic speeds, and vehicle-generated air pollution can increase property values. One study found that a 5 to 10 mph reduction in traffic speeds increased adjacent residential property values by roughly 20%. Another study found that traffic restraints that reduced volumes on residential streets by several hundred cars per day increased home values by an average of 18%.

Walkability – It's Good for Retail Sales

There are many models around the country that show clear economic benefits to improving the environment for walking in residential and commercial districts.The cities of Lodi and Mountain View in California and West Palm Beach in Florida, offer three examples of successful strategies for making communities simultaneously more walkable, livable, and prosperous.

SALES

Walkability Is A Tourist Magnet

Tourists coming to Vermont to walk and bicycle in the scenic, human- scale towns and compact, pedestrian-friendly town centers have proved to be an economic boon. In 1992, an estimated 32,500 visiting cyclists spent $13.1 million in Vermont – about twice the amount of money generated by Vermont's maple syrup producers in a good year.

TOURISM

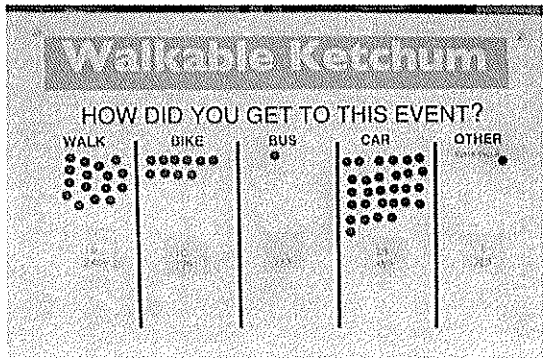
For more info:
Ketchumcdc.org
Jon Duval 727-2117

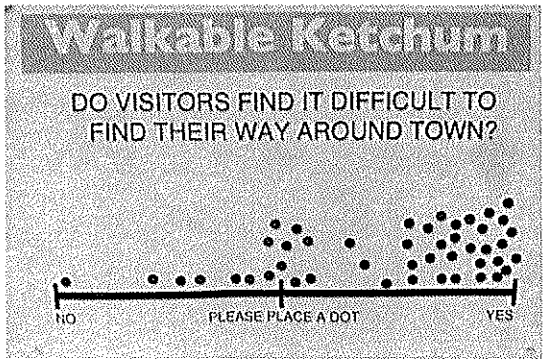
Economic Benefits:

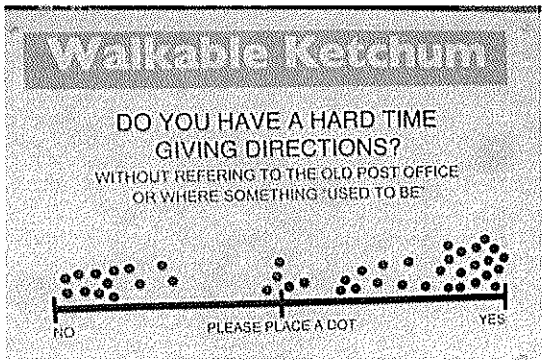
All Great Retail Districts

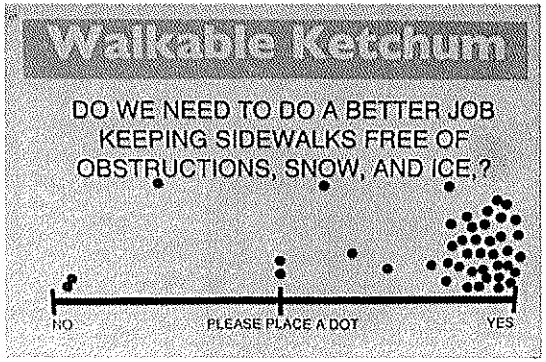
have Great Walkable Sidewalks!

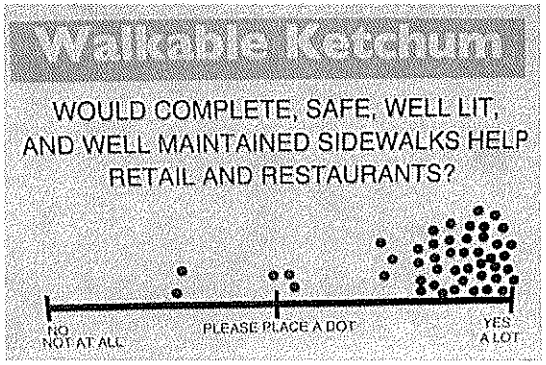
Study after study links walkable towns to economic prosperity.

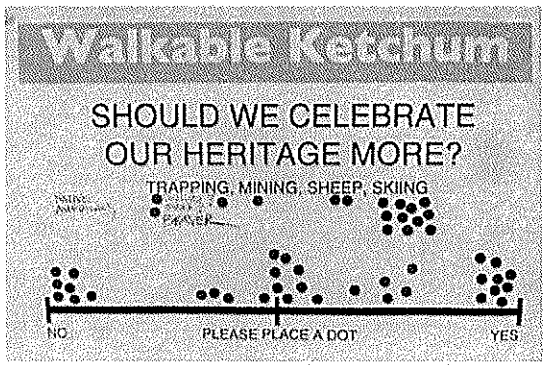






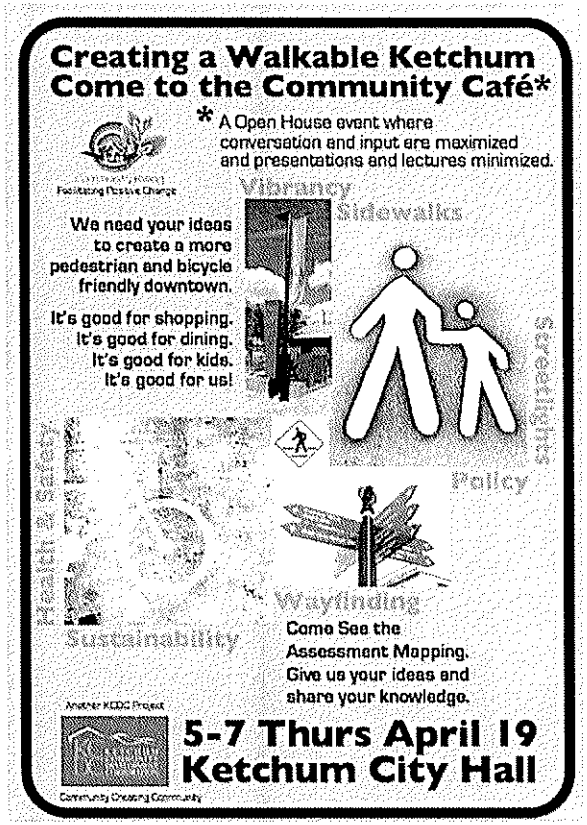






Community Café Results

over 40 people attended our open house and gave feedback on creating a walkable downtown core.



Community Café Results

Compilation of public response to

What would encourage people to walk and bike more in downtown?

10-Sidewalks clear of snow

7 - More complete sidewalk infrastructure

6 - Safe road crossings

6 - Better connections from neighborhoods, ie. West Ketchum to town, Andora Villa south to Main Street

3 - Less cars, better bike & bus amenities – car free zone in downtown

3 - More 4 way stops, too much inconsistency, two way on some, four way on others.

2 - Bike racks

1 - Newspapers, article, headline (education)

As a first time visitor, what would help you experience our town better?

What do you need to find? To know?

Fix the sidewalks

Perhaps create city quarters with unique names/colors

Better, logical, street signage & mapping

Clearly link Ketchum with major points of interest

Map plaques around tow

N,S,E,W Directional

Town Compass – people still don't know where the ski area is

Quadrant model – contest to name the quadrants

Make Ketchum user friendly for all modes of travel

What landmarks do you use to orient and give directions?

14 - Post Office

14 - SV Road-

13 - Town square / Visitors Center

9 - Hwy 75

7 - Library

6 - Bald Mountain

3 - Warm springs

3 - Bike Path

1 - Main Street/Numbered Streets

1 - 4th street

What other ideas should be considered?

Less cars in core, encourage pedestrians

Connections to neighborhoods

The core is walkable/bikeable, River Run and Warm Springs Connections are nott

What other Wayfinding Problems Exist:

17 Difficult visitor orientation

9 Lost places, historical, civic, parks

7 N, S, E, W is confusing, need brighter welcome to Ketchum sign.

3 Lack of maps

5 Need downtown lighting on streets and sidewalks, It is dangerous at night

8 Confusing street names

6 Restaurants /stores lost

4 Need pedestrian, car free zone (with easy bus connections in the core)

Wayfinding

All of the ways in which people orient themselves in physical space and navigate from place to place.

If you invite exploration, open up a path to adventure, tell the story of a place, reveal your identity, you have Succeeded at Wayfinding.

If you give the quickest route from Point A to Point B, you have merely provided a direction without a purpose.

A consistent use and organization of definite sensory cues from the external environment

People love to explore but hate to be lost.

Wayfinding is natural way we explore our environment and surroundings.

Think of wayfinding as the method we find our way and orient ourselves in the natural environment.

Landmarks: There is the mountain. This way is the stream. Here is the unusual tree formation.

Direction Finding: Home is that way. This is the direction the sun comes up. This is down stream.

Mapping: By creating a mental map through landmarks and directions, or referring to a physical map, we can remember where we were and mark were we are, and plan where we want to go.

Sign Reading: Identifying trails and paths. Looking for indications the tracks and routes of others.

The same fundamentals are necessary in the built environment.

Landmarks: There is the Town Square. This way is the Library. Here is the unusual building.

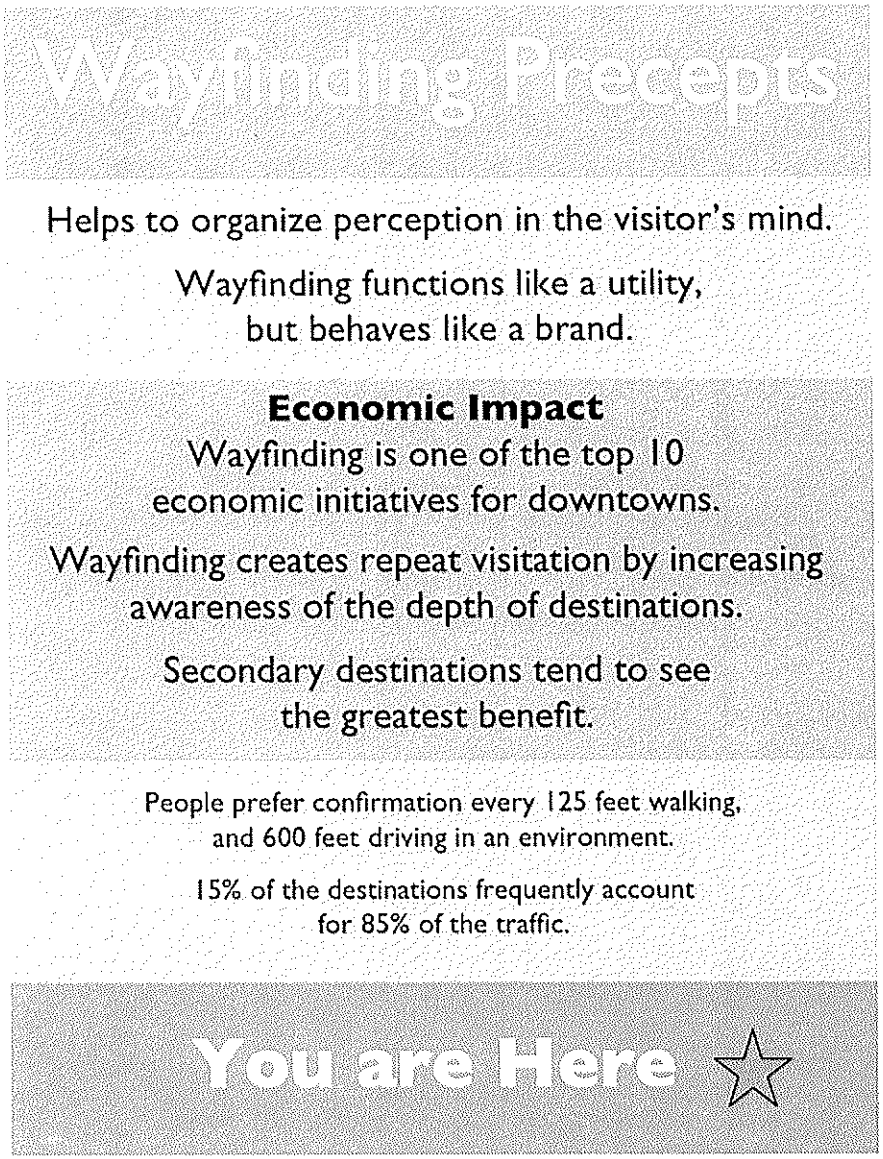
Direction Finding: I came into town that way. This is the direction the sun comes up. There is Baldy.

Mapping: By creating a mental map through landmarks and directions, or referring to a physical map, we can remember where we were and mark were we are, and plan where we want to go.

Sign Reading: Seeing signage that is uniform in color, shape, form and spatial location.

Wayfinding is not giving the quickest directions to a specific location.

There are many documented cases of people becoming completely lost by following GPS devices and driving into impassable wilderness. Explicit directions are available for those who choose to use them through mobile devices, but this bypasses connection to environment and short circuits the joy of exploring.

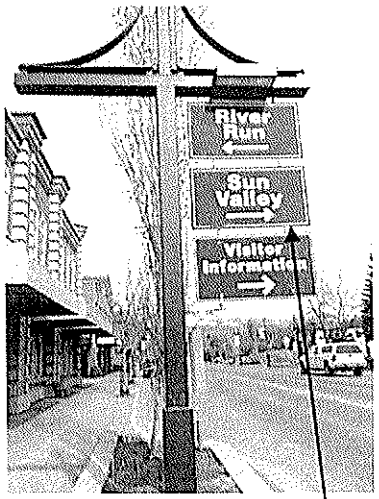


Wayfinding Precepts

Research and experience have shown that investment in an organized wayfinding program has a high return on investment.

On an average 15% of destinations account for 85% of the traffic. People already know how to get to the 15% of the spaces, through wayfinding maps and directional signage they are informed of and invited to explore the other 85% of the points of interest in an area.

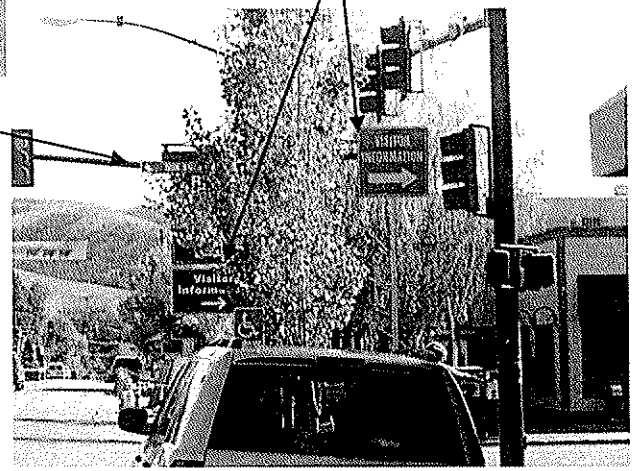
This delivers great benefits to secondary destinations: shops, restaurants, and other businesses

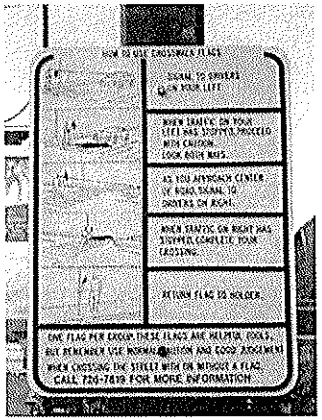


If you don't know River Run is a lift area, then what do you make of this sign.

Two signs to basically the same place. Different graphics, conflict with regulatory lights.

Two signs to SunValley. the Resort, the Town, the Mountain?
No sign for Sun Valley Rd.





4 Steps, two rules, and a help line to use the Flags to cross a street in a small town. Not intuitive/bypasses common sense.

Existing Wayfinding

Where we are failing

b. Public Signage
Public signage is weak in and around Downtown Ketchum. It is often confusing,unattractive, and makes wayfinding difficult. This is bad for business and reflects negatively on the community. Refinements to the signage system are needed and recommended for immediate installation.

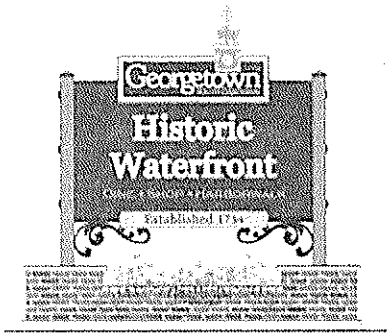
Guiding principles for sign design are:
•Must comply with legal requirements
• Should be simple and easy to read by target audience
• Should substantially contribute to wayfinding, individually and as a collective
system of signs
• Should contribute to a positive impression
• Should strengthen Ketchum's marketplace image

This system will include a family of four types of signs:
a. District and Street Signs
b. Destination Directional Signs
c. Pedestrian Wayfinding Signs
d. Regulatory Signs

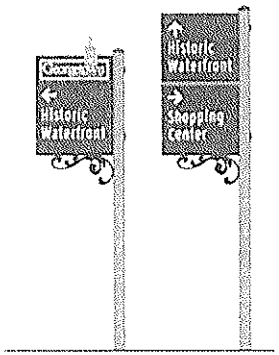
2006 Downtown Masterplan p.41

Example of a Family of Signs

note city logo

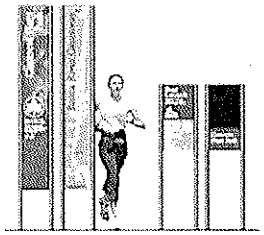


Gateway Sign

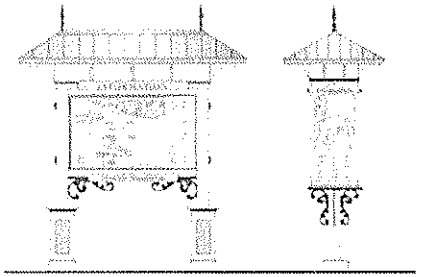


Vehicle Directional

Locational Signs



Pedestrian/Bike Signs



Map & Kiosk Sign

Hierarchy of Signage

A wayfinding system includes a family of signs each with a specific function and each recognizable by color, shape, and design as belonging together.

Gateway Signs

Marks the boundary of a definable area.

Vehicle Directional Signs

Gives direction to or marks the location of a place that can be used by people in vehicles.

Locational Signs

Marks the location of landmarks and significant places to people in vehicles, on bikes, and on foot.

Maps & Kiosk Signs

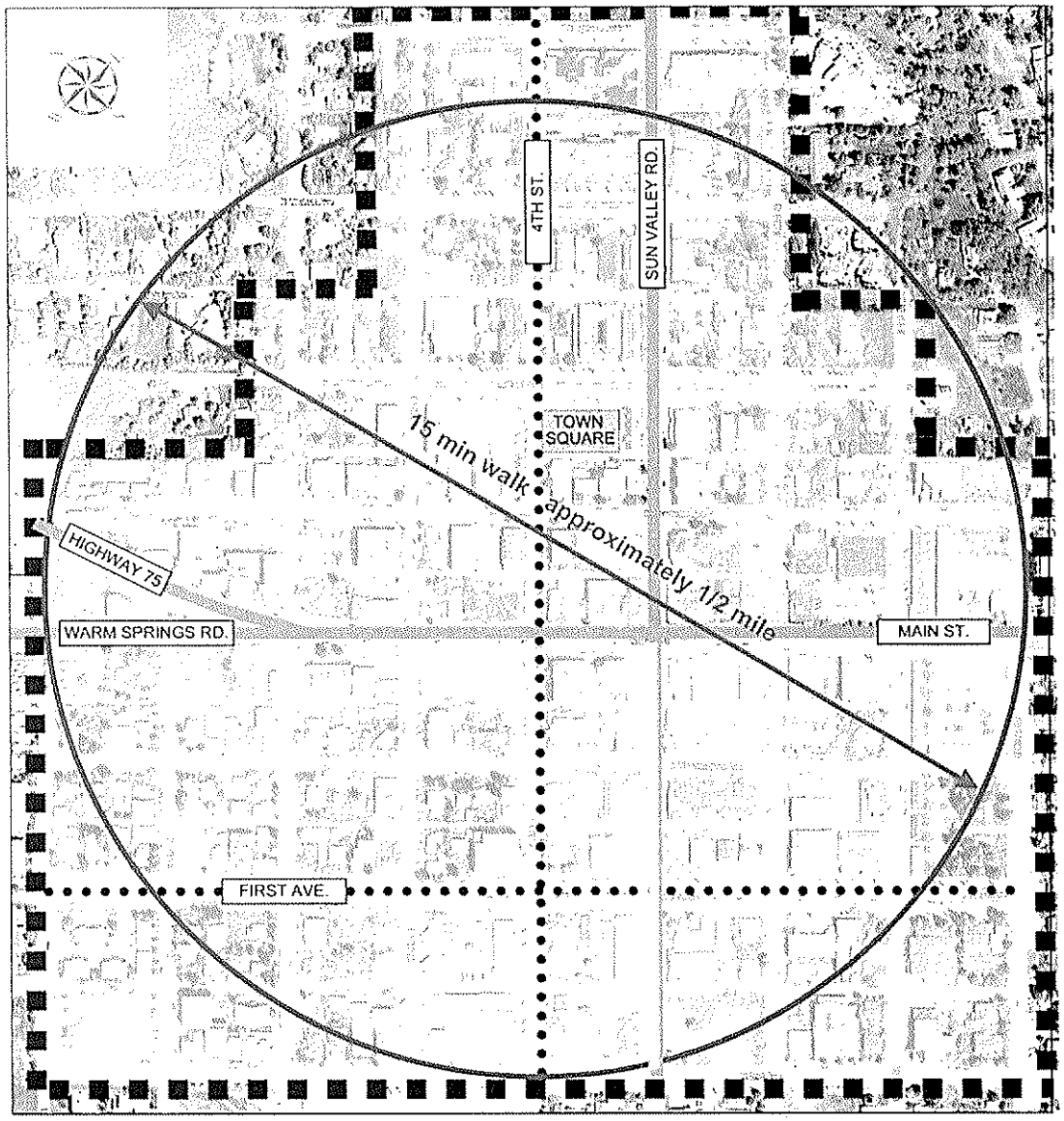
Provides an overview of an area, and basic information about the nature of the place. Encourages people in vehicles to get out and explore.

Pedestrian/Bike Signs

Gives direction to a place to people walking or biking. Let's people in vehicles know that they are within walking distance of points of interest.

Heritage Signs

Provides historical context to reinforce a sense of place and identity.

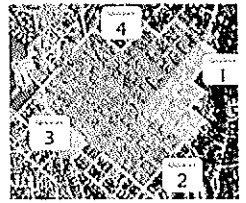


Districts

The Ketchum Downtown Core is large in area relative to density of points of interests: civic places, parks, heritage sites, businesses, retail, and restaurants. This creates challenges in wayfinding and navigation as people move through a subtly changing fabric of mixed commercial, residential and pockets of vacant lots. Most often both locals and part time residents find their favorite areas and drive to them skipping the businesses in between. Visitors hesitate to explore not knowing if there is anything of interest to be found off the beaten path. The 2006 Downtown Master Plan advocates for the creation of identifiable districts to address this problem.

2006 Downtown Master Plan:
"Districts make the downtown more understandable. People navigate intuitively when they have an easy to understand mental map." p.42

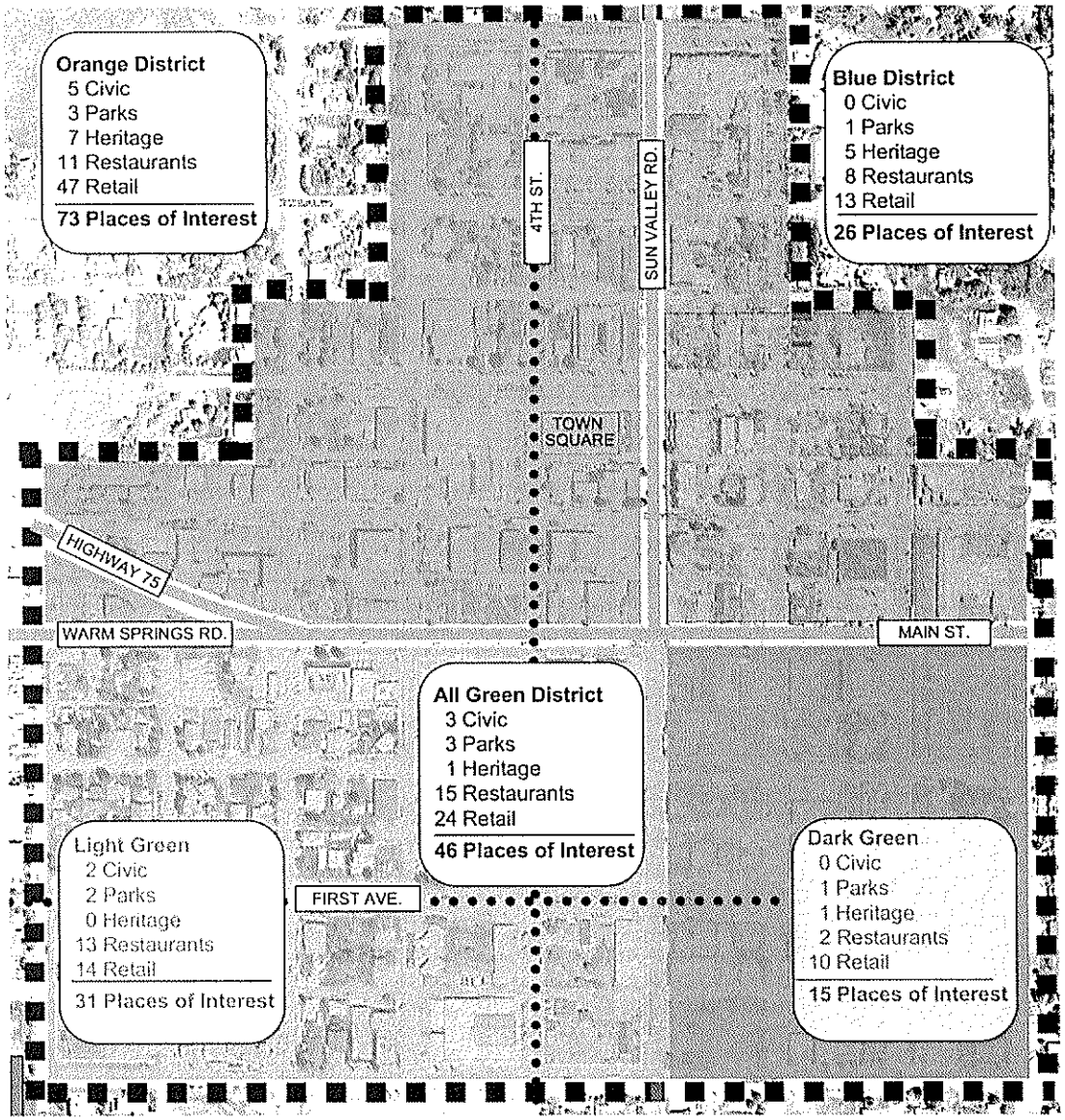
"Downtown is composed of four natural districts, or quadrants, defined by the cross-streets of Sun Valley Road and Main." p.41



Criteria for from The Pattern Language*:
- People want to identify each part of the city as **distinct** from all others.
- Each district should have an **identity or feel** that is distinguishable distinct from others.
- Enough of a population or **activity density** create an identity.
- Each district should have a **boundary** to separate it from other districts.

* a seminal work on good design practices for the built environment

- Downtown Core Boundary
- Primary Vehicle Route
- Secondary Vehicle Route
- Primary Pedestrian / Bike Route
- Walk time based on average route with street crossings



District Analysis

Orange District

Distinct: Defined by Town Square and Giaccobi Mall
Identity or Feel: Distinct as primary business center in the core of the core
Activity Density: 73 Points of Interest, greatest concentration of activity
Boundary: Strong boundary at Main St. & S.V. Road, end of streets at city limits, and with Knob Hill residential areas.

Blue District

Distinct: Smaller old Ketchum houses converted to commercial
Identity or Feel: Distinctly more intimate, quieter, human scale
Activity Density: 26 Points of Interest in small area
Boundary: Strong boundary at S.V. Road & Main St. and Trial Creek

Dark Green District

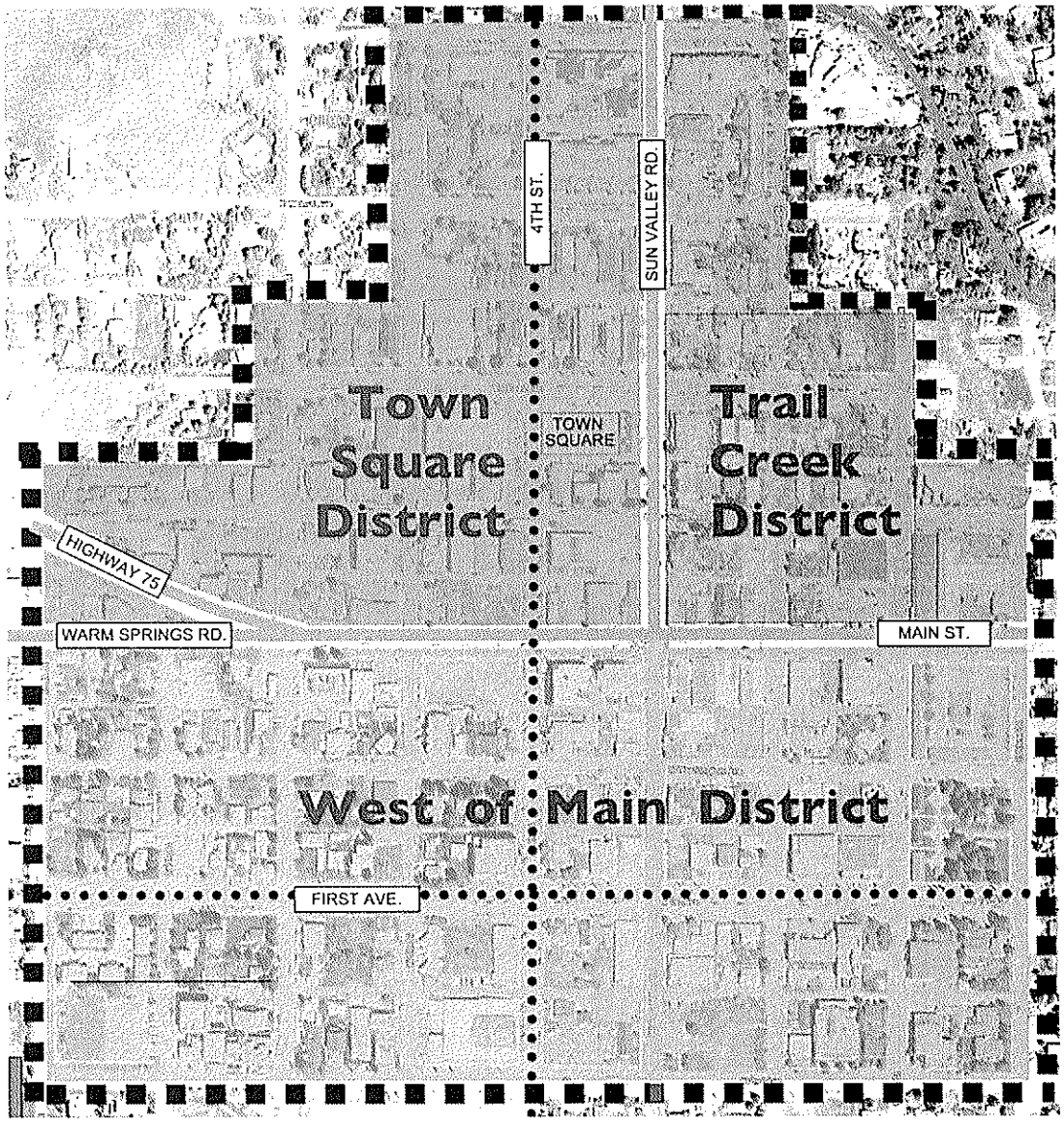
Distinct: Defined by Forest Service Park
minimum distinction from Light Green
Identity or Feel: More diverse with mixed office, commercial, residential
Activity Density: 15 Places of interest, lowest number and least diverse
Boundary: Strong boundary at Main St. & River St.; weak boundary at Sun Valley. Rd. west of Main St., weak boundary at Second Ave.

Light Green District

Distinct: Defined by Post Office
Minimum distinction from Dark Green
Identity or Feel: Mixed with heavy restaurant use and older residential
Activity Density: 31 Points of Interest in large area
Boundary: Strong boundaries at Main & Warm Springs Roads, Hemingway School, and Simplot Lot; weak boundary at S.V. Road W. of Main St.

All Green District

Distinct: Defined by being west of Main
Identity or Feel: Mixed restaurant, office, some retail, old & new residential
Activity Density: 46 Points of Interest
Boundary: Strong boundaries at Main St. & River St., Strong boundaries at Simplot Lot, and Hemingway School.



Name and Color Criteria

Color Selection Criteria:

Colors will be used in signage and on maps. Colors must be distinctly separated on the color wheel and easily identified by sight and name. Select colors that subliminally and naturally relate to some aspect of the district. Avoid colors that are used in regulatory signage: red (stop sign), yellow (warning signs).

Name Selection Criteria:

Names will be used in signage and on maps, and will become identified with each district for wayfinding and direction giving. Names must relate to some enduring feature of the district. Names must be unique to the distinct. To avoid confusion, names should not be based on a use that may change, or functions that can found in other districts. (Arts District or Business District would be examples unworkable names.)

District Recommendations

Orange District :: Trail Creek District

Color Code: Earth colors of Knob Hill, pavers and signs in Town Square

Blue District :: Trail Creek District

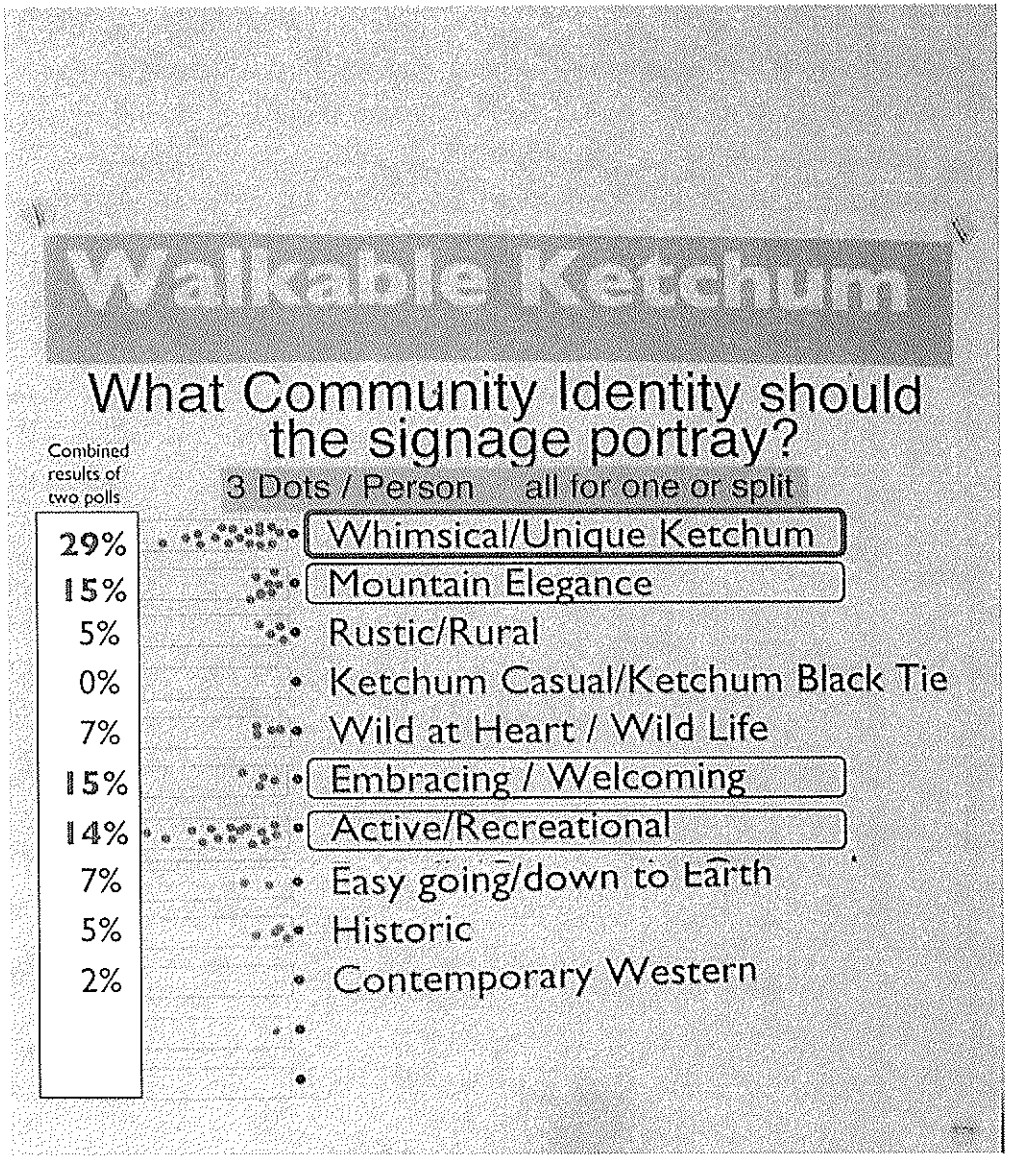
Color Code: Waters of Trail Creek

Green District :: West of Main (WoMa) District

Color Code: Back drop of Cottonwoods on the river and Firs on Baldy

It is recommended that the area of the downtown core West of Main Street be identified as one district.

The Dark Green and Light Green Districts are not distinct in identity or feel. Washington St. with all it's restaurants and First Ave. with all of it's galleries run through both areas with out a change of identity. Individually, each district is low on Points of Interest. Sun Valley Road west of main has less traffic and is easy to cross for bikes and pedestrians, making it a weak boundary. If in the future the area grows significantly and generates distinguishing characteristics, it may be identified as two distinct districts. Until then two smaller districts would be an artificial designation and struggle to be recognized.

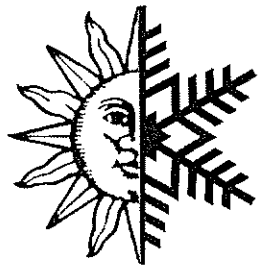


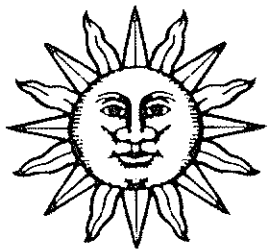
Community Identity

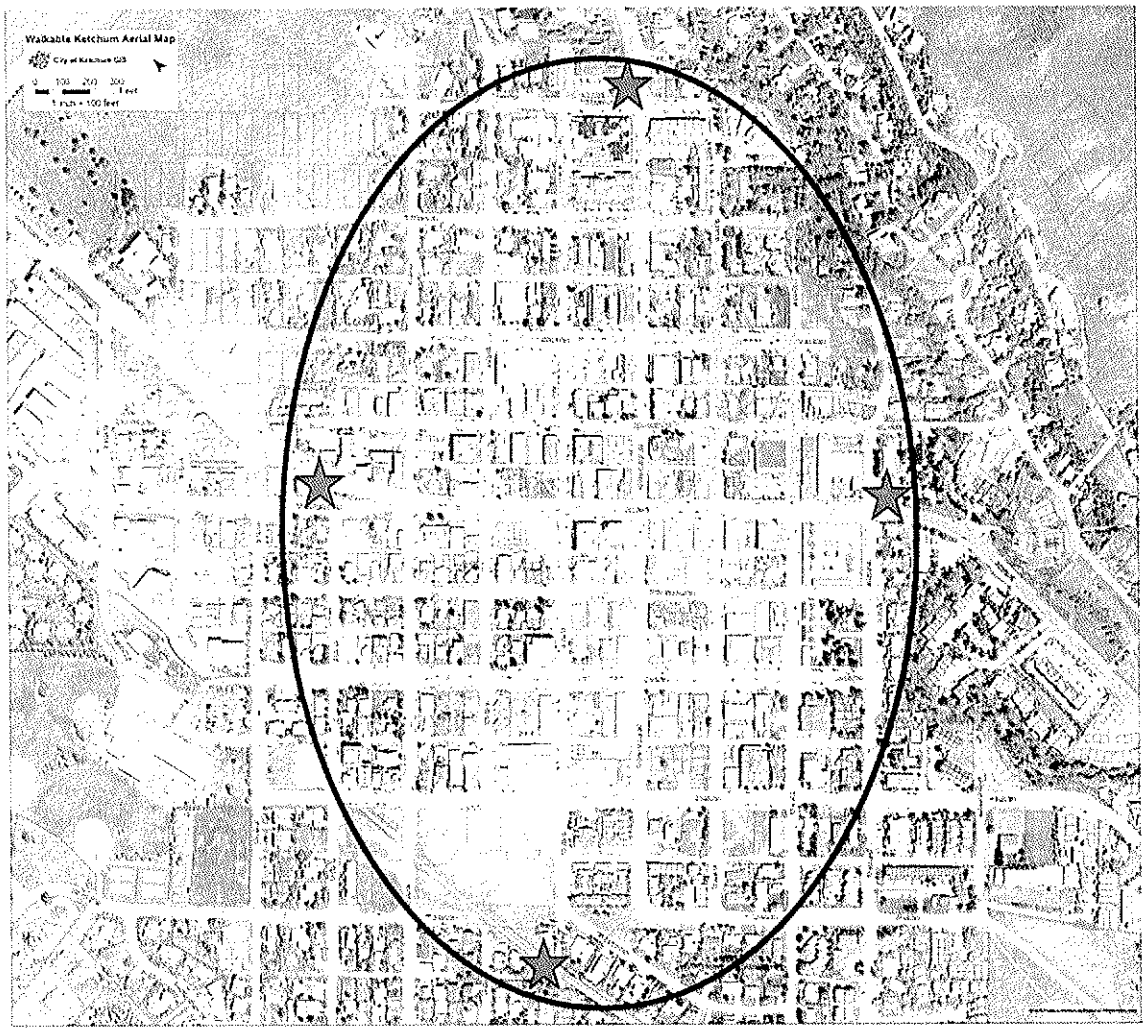
- We asked the public what image and identiy the wayfinding signage should express. These were the results.
- Over 125 people responded

Logo

- ❑ Why City Logo won't work for Signage
- ❑ Identifiable
- ❑ Sun flake idea







Gateway Signs

Locations

Gateway signs act like a front door. Their two primary functions are to announce the entry into a special area, and to welcome visitors. Their placement should be where one first gets the best view of the area. Too far before the area and the effect is lost. Too far into the area and confusion is created.

Four natural locations were Selected for Gateway signs demarking the Downtown Core:

South Gateway at River and Main

East Gateway at S.V. Rd adjacent to the LDS Church

North Gateway by Backwoods & Warm Springs Rd.

West Gateway at the bike path & 4th St. Connector

(A smaller scaled down version)

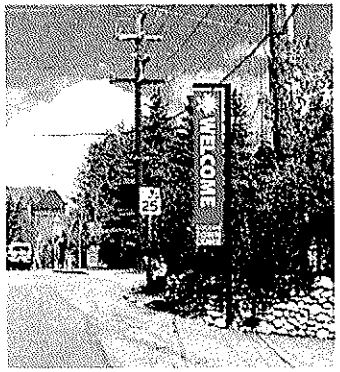
Limitation

The city owns no property at each of these areas. The public right of way is controlled by Idaho Dept. of Transportation and the Blaine Co. Recreation District. An encroachment permit is necessary for each of these locations.

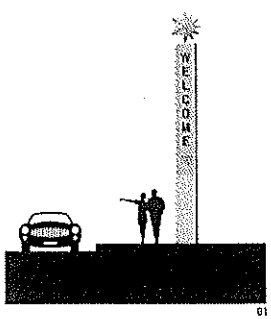
There is very little ground space available for a significant gateway sign.

Ideas

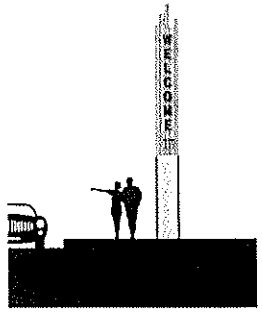
Gateway Signs need to be noticable, visible above snow banks and stand out from the background. The obvious design choice is to develop a vertical gateway sign.



Option 1



Option 2



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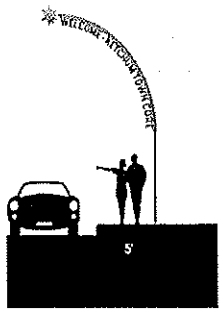


Option 4

Gateway Sign Design Ideas

Design Process

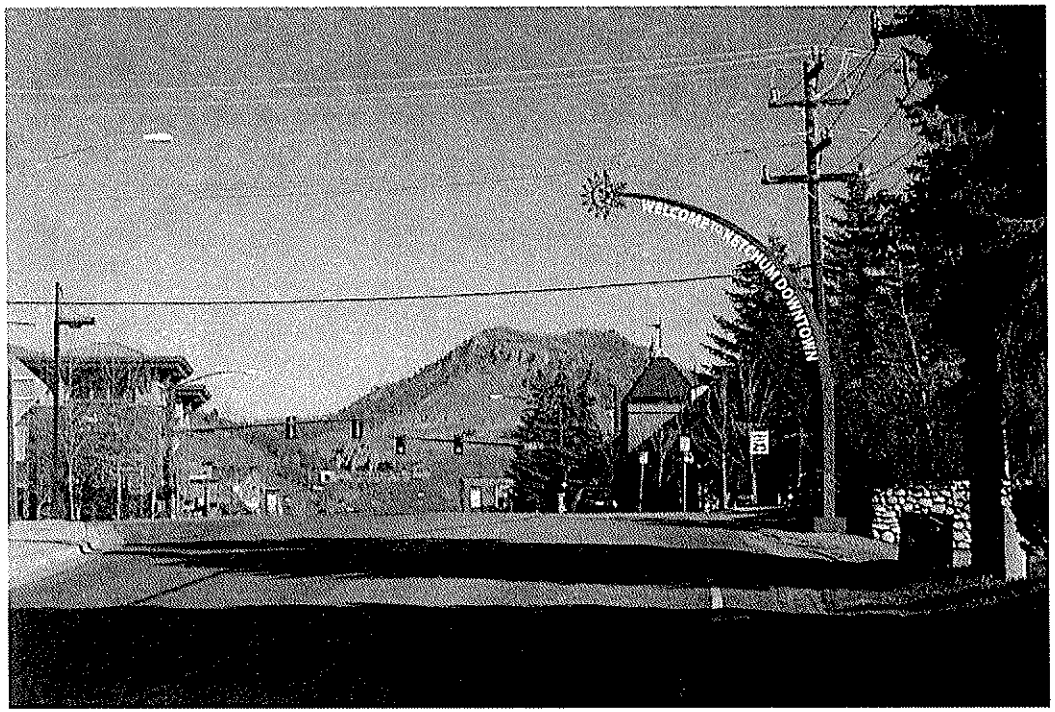
A Sub-team of professional designers and architects voluteered their time to explore design options for the gateway signs based on the indentity criteria outlined in the public polling: Whimsical/Unique Ketchum, Active/recreational, Mountain Elegance and Welcoming.

4 versions were presented to a focus group including Walkable Ketchum Team members, City Council members, professional designers, members of the Arts Commission, and the general public. The overwhelming concensus was Option 4. The reasons cited:

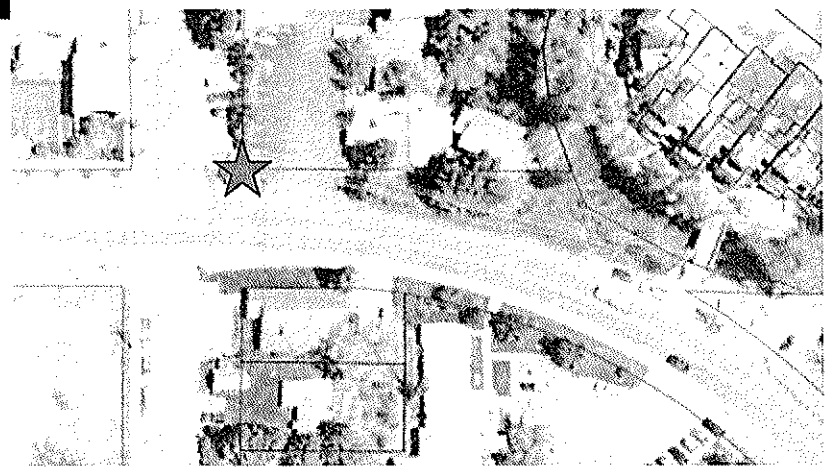
- The most unique
- Fun and whimsical but elegant
- Stands out against the back ground clutter
- Light and open yet gets noticed
- Emphasises the message not the frame

Based on this polling the team is moving ahead developing the design including

- Materials-rusted metal arch, highly reflective letters
- Recessed solar lighting for a subtle glow on the lettering.
- Engineering and Pricing

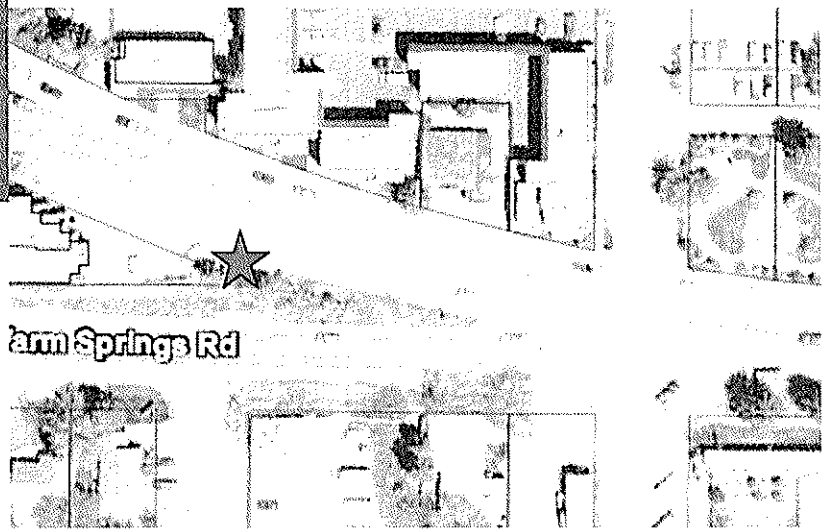


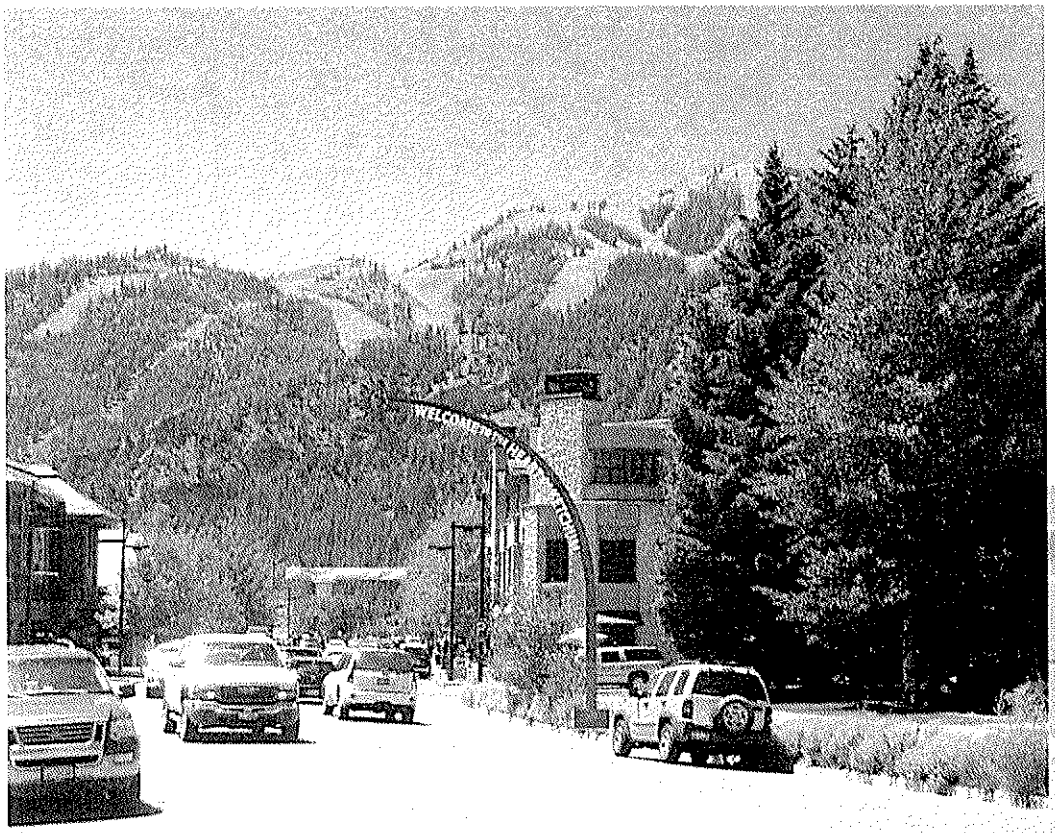
Gateway Sign South



Gateway Sign North

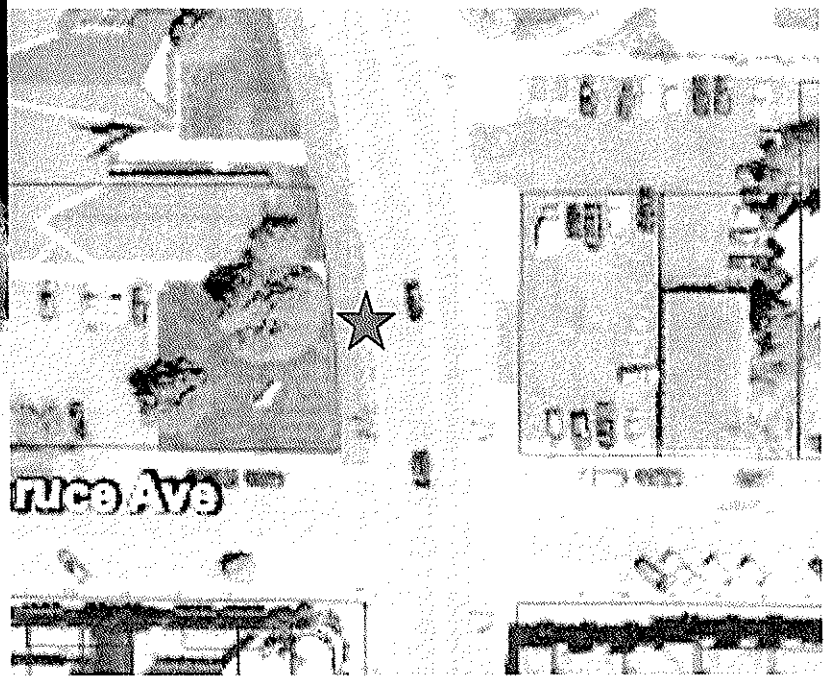
- ❑ Locations
- ❑ View

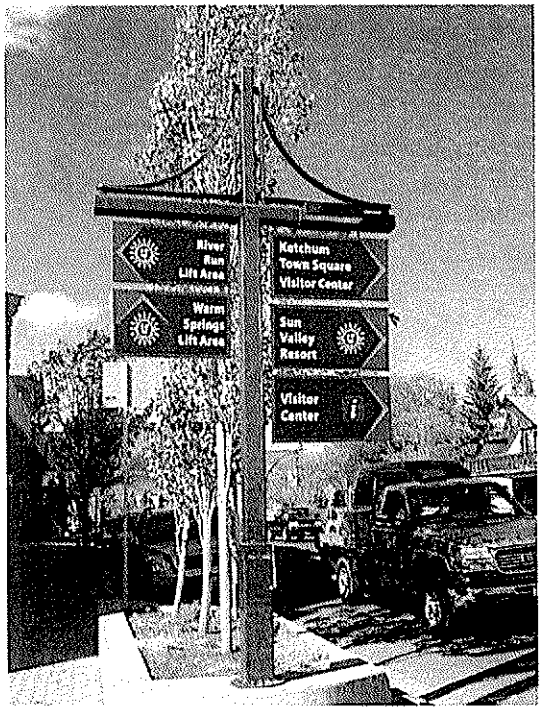




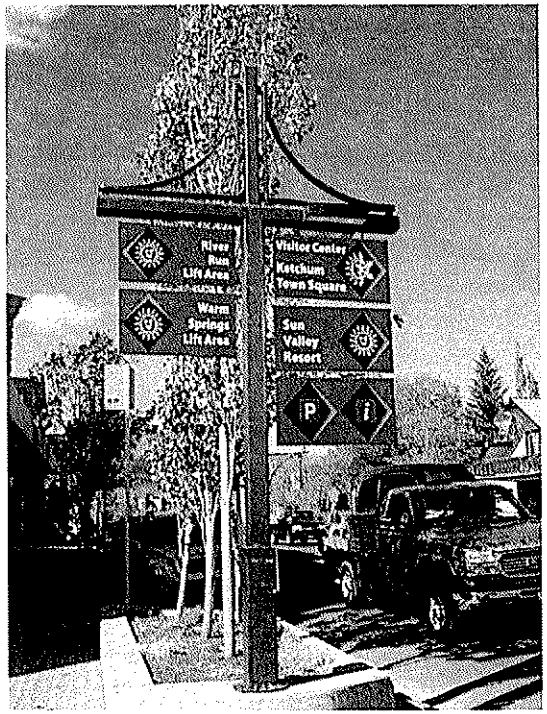
Gateway Sign East

- ❑ Locations
- ❑ View





Option 1



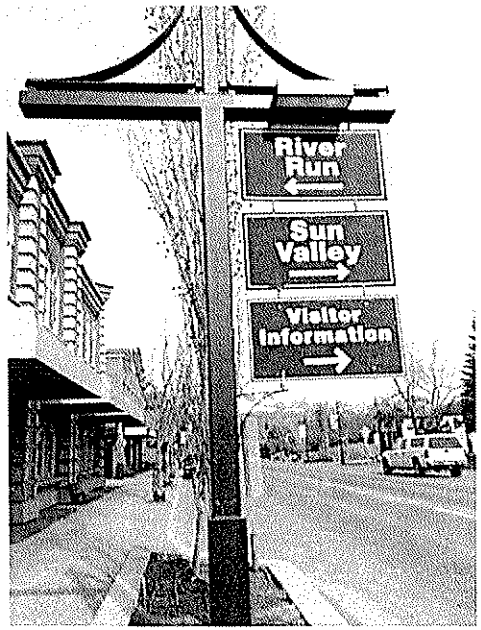
Option 2

Vehicle Signs

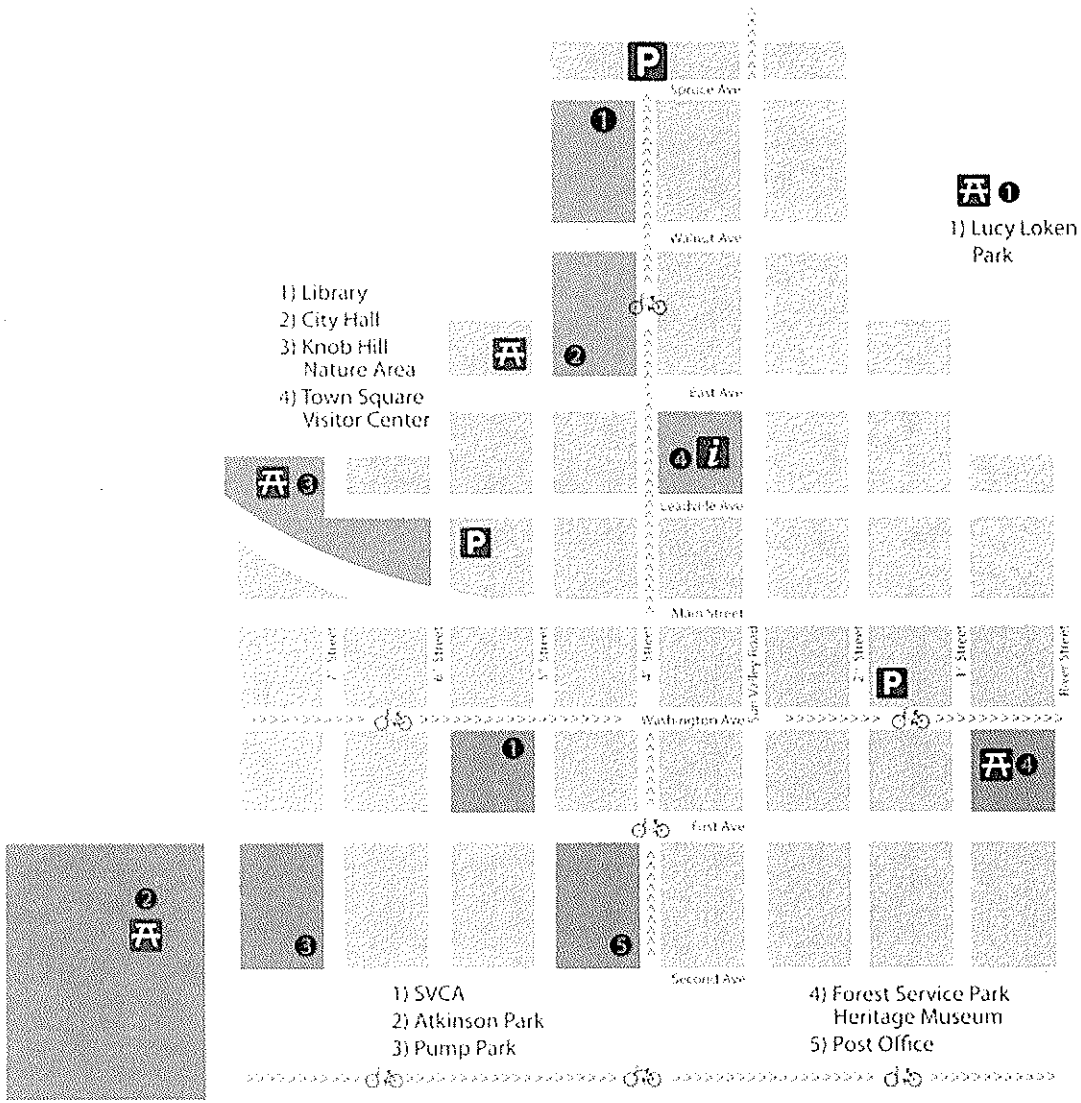
Design Ideas

Existing Vehicle Signs are a substantial existing asset. It is recommended to keep the sign standards and update the directional information, graphics and colors to match the Pedestrian / Bike Signs. Two graphic options are being explored and will be open to public comment.

A few sign standards will be recommended for relocation.



Existing



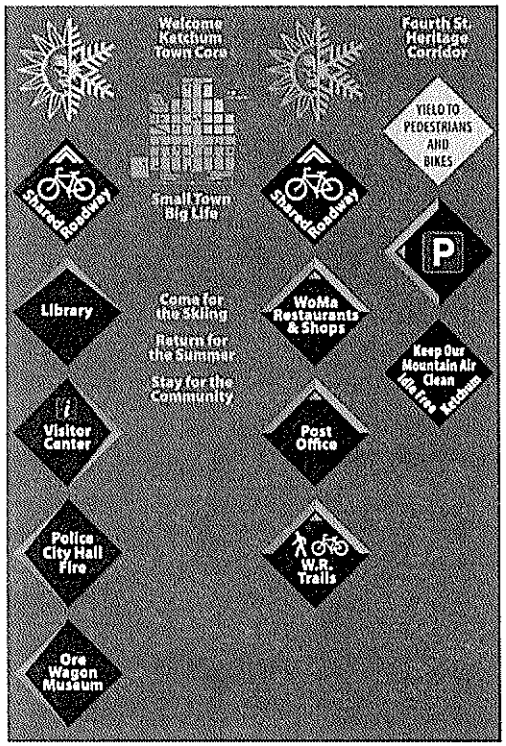
Kiosks/Maps

- ❑ Downtown Core Map
- ❑ Regional map
- ❑ Table Map

Several map concepts are being explored and will be presented at the meeting.

Bike/Ped Signs

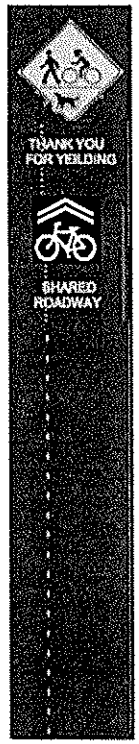
Will be presented in detail at meeting.



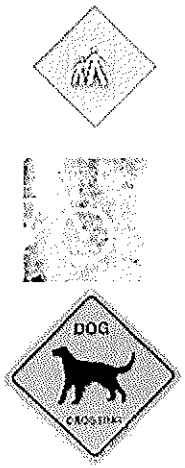
UP STREET

SIDEWALK FACE

DOWN STREET



STREET SIDE



BOLLARD FACES IDEA DB 6/7

KETCHUM CURTSY

IDEA FREE TOWN

YIELD TO DOGS IN STREET

COME FOR THE SKIING RETURN FOR THE SUMMER STAY FOR COMMUNITY

75 MILE TO BIKE TRAILS YOU ARE ON ONE

THANK YOU FOR YIELDING

SMALL TOWN BIG LIFE

WELCOME TO KETCHUM CULTURE ON THE EDGE OF WILDERNESS

WELCOME TO KETCHUM WHERE VISITORS BECOME FRIENDS BECOME NEIGHBORS BECOME LOCALS

Funding Request

Budget information will be presented at the Monday July 16th meeting

We will have preliminary costs for signs, and make a recommendation for scope of Phase 1.

We are looking for your feedback and comments on the direction the project is heading. And will ask for direction and a show of support.

We will discuss schedule of implementation, and depending on funding be ready to implement some portion of Phase 1 before Labor Day.

We expect this item to be continued, and will target the next City Council Meeting for a budget request.

City of Ketchum, Idaho
P.O. Box 2315 Ketchum, ID 83340 (208) 726-3841 Fax: (208) 726-8234

July 10, 2012

Mayor Hall and City Councilors
City of Ketchum
Ketchum, Idaho

Mayor Hall and City Councilors:

Presentation by Fly Sun Valley Alliance regarding a request for a ballot measure to increase Local Option Tax by 1% for Air Service Retention and Development

Attachment A:	Fly Sun Valley Alliance Mission, Program, Board
Attachment B:	Background information on Minimum Revenue Guarantees
Attachment C:	Attorney General Opinion regarding Local Option Tax and Minimum Revenue Guarantee
Attachment D:	Sample Ballot

Introduction/History
The City has budgeted $25,000 in the 2011/2012 LOT Fund for a contract with Fly Sun Valley Alliance (FSVA) to pursue air and ground travel opportunities. This is the second year of the contract for services. The Mission Statement and scope of activities for FSVA are outlined in Attachment A to this report.

In 2011, FSVA revisited with outside legal counsel the question about whether Local Option Tax (LOT) funds could be used to fund airline Minimum Revenue Guarantees (MRG's). MRG's have been paid by the combination of FSVA and Sun Valley Company to Alaska/Horizon airlines for their nonstop seasonal flights to Seattle and Los Angeles. MRG's are common in resort areas and often use a combination of public and private funds. Attachment B to this report outlines the background on "what is an MRG" and "why do we need MRG's in our valley". There is a legal concern in providing funds for MRG's. However, a recent Attorney General opinion has provided support and guidance to a method to support MRG's. The Attorney General opinion is Attachment C to this report.

Current Report
FSVA is approaching the cities of Ketchum, Sun Valley and Hailey to request that a measure be placed on the ballot in November 2012 regarding a 1% increase in LOT for the following purposes: a) maintaining and increasing commercial air service to the local area through the use of Minimum Revenue Guarantees or other inducements to providers; b) promoting 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 d) direct costs to collect and enforce the tax. A sample ballot measure is outlined in Attachment D to this report.

The legal analysis in Attachment C of this report stipulates that, at a minimum, funds that are allocated toward MRG's must flow through a Joint Powers Agreement (JPA), a governing document between the various public agencies who approve the tax. This valley has a variety of JPA's such as the JPA between Bellevue, Hailey, Ketchum and Sun Valley for Mountain Rides Transit Service. Details on the requirements of the JPA, possible structure and other details will be brought to a subsequent meeting.

Timing
Legal Counsel has advised that for a November Ballot, ballot language must be approved by the City by the end of August. The JPA does not need to be completed by the end of August. However, it should be completed by November to ensure that all the involved entities can agree on a governing structure.

Staff will work with FSVA to create a public outreach program over the next 6 weeks to reach out to Ketchum voters, Ketchum business owners and other parties interested in learning about this ballot measure.

Financial Requirement/Impact
City Administrator Gary Marks estimates that, based on the immediate past 12-month rolling revenue totals for LOT (June 2011 through May 2012), a 1% increase of Ketchum LOT across the board for all categories (retail, liquor, building materials, hotel rooms and condos) would yield a revenue of $1,518,400. Estimates of possible revenue from Hailey and Sun Valley will be developed by FSVA and brought to the meeting.

Recommendation
The decision to place this matter (or any matter) on the ballot before the voters is a political decision. The role of staff in this process will be one of helping to disseminate information to voters, the business community and other interested parties. Therefore, this staff report and future staff reports will not contain recommendations other than legal guidance regarding various legal issues related to balloting and the Joint Powers Agreement.

Recommended Motion:
There is no recommendation from staff on this matter.

Sincerely,

Lisa Horowitz LE
Community and Economic Development Director

ATTACHMENT A

Fly Sun Valley Alliance

OUR MISSION

It is the mission of Fly Sun Valley Alliance to actively pursue and secure improved air service access to the Wood River Valley and support airport operations, infrastructure and services that benefit visitors and residents.

WHO WE ARE

Fly Sun Valley Alliance is the valley's only private non-profit **FOCUSED ON IMPROVING OUR SERVICE ACCESS.** The volunteer board of directors is made up of private sector business & organization members, as well as public sector representatives from Friedman Memorial Airport, and the cities of Hailey, Ketchum and Sun Valley.

WHAT WE DO (Focus/Program Areas)

AIRLINE SERVICE SUPPORT & DEVELOPMENT

Raise funds to support airline MRG/development program in partnership with SV Resort

Work with consultants, airlines and other partners to:

- Monitor and evaluate current service and research potential new opportunities
- Monitor, evaluate (bookings, P&L, etc), negotiate contract for MRG program w/ Alaska Airlines *(Contract terms include funding for diversion bussing and any MRG shortfall)*
- Coordinate marketing of the air service with airlines & key partners (Sun Valley Marketing Alliance, Sun Valley Resort, Idaho Travel Council, events) re: promotions, sales, campaigns
- Actively pursue new air service opportunities from new target markets
- Keep abreast of key air service/industry trends nationally and within our "competitive set"
- Maintain relationships with industry contacts: airlines, consultants, officials, air service program directors, etc

BOISE SHUTTLE SERVICE SUPPORT & DEVELOPMENT

- Monitor and promote the Sun Valley Express Boise shuttle service

FUNDRAISING

- Promote/coordinate the **AIR SERVICE SUPPORT BUSINESS SKI PASS** with SV Resort
- Produce/promote the **ACCESS SUN VALLEY CARD** as a fundraising vehicle
- Promote/coordinate the **SKI FOR AIR SERVICE DAY** event with SV Resort
- Pursue other fundraising

RESEARCH

- Implement air passenger surveys at SUN to determine travel trends, economic impact
- Monitor and track other air service related data within our "competitive set"
- Track monthly/YTD enplanement data and other air service related information

EDUCATION & OUTREACH

- Communicate/educate key stakeholders and community on importance of air service and FSVA and FMAA initiatives.