

## PRESS RELEASE

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## City of Ketchum Releases Analysis of Local Option Tax

KETCHUM, ID (Sept. 23) - The City of Ketchum today released the findings from a report developed by the outside agency Henderson, Young & Company analyzing the collection of Local Option Tax (LOT) in Ketchum between July 1, 2012 and June 30, 2013.

Ketchum collects LOT for retail sales, liquor by the drink, building materials, room rentals and condominium rentals. The report summarized the percentage collected by non-residents/ visitors and Ketchum residents. The LOT collected in all categories totaled \$1,819,249.27 during that timeframe.

This November, a proposed increase of the LOT will be on the ballot to support Fly Sun Valley Alliance, whose goal is to help keep local jobs in the valley, increase tourism and promote economic growth. Currently, the LOT levies 1 percent on certain retail items and building materials and 2 percent on room rentals, condominiums and liquor served by the drink. The ballot measure would increase the former categories to 2 percent and the latter to 3 percent, respectively.

The analysis of the LOT in Ketchum revealed that 77.67 percent of all Local Option Tax receipts are paid by non-residents (visitors) to Ketchum and Ketchum residents pay the remaining 22.33 percent.

“The report is further testament to the value we place on our visitors, guests and tourists. Not only do they add to the vibrancy of our community but their contributions to our commerce help strengthen our economy and provide much needed tax revenue for infrastructure, programs and basic services,” Mayor Randy Hall said. “The LOT is a win-win for everyone who enjoys their time in Ketchum.”

Retail receipts provide the largest source of LOT collection at 66 percent of receipts collected. Thirteen percent of the LOT collection was received from building materials. Liquor by the drink accounted for 11 percent of the LOT and 10 percent of the LOT receipts came from room and condominium rentals.

To view the full report, visit [www.ketchumidaho.org](http://www.ketchumidaho.org) and click on “News.”

### About the City of Ketchum

The City of Ketchum is located in the Wood River Valley in south central Idaho. Founded in 1880 during the mining boom, Ketchum is now regarded as one of the most popular destinations for both winter and summer visitors due to its world-class skiing, fishing, hiking, mountain biking, restaurants, art galleries and shopping. The City of Ketchum hosts the famous annual Wagon Days Parade held on Labor Day weekend and numerous other year-round attractions. Ketchum is home to more than 10,000 full- and part-time residents. For more information about the City of Ketchum, visit [www.ketchumidaho.org](http://www.ketchumidaho.org).

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