



City of Ketchum, Idaho

480 East Avenue North • PO Box 2315 • Ketchum, ID • 83340

Mayor Nina Jonas
Council • Annie Corrock • Michael David • Baird Gourlay • Jim Slanetz

What Business Owners Told Us Yesterday

The passion for Ketchum, as well as frustration with the current business climate, were the major themes of yesterday's Business Owners Forum, attended by approximately 80 people.

First, I want to thank all of you who attended and gave us your views on the City's role in supporting local businesses. Next, I want to share a summary of the results with you, as well as business owners and others who could not attend. Our next step is to evaluate and prioritize the suggestions, and see how the City can help.

We used keypad polling to gather opinions on a number of topics. Highlights are below, and a complete report is attached.

1. We want more communication from the City. Only 39 percent rated City communication with business owners as excellent or good. Preferred methods are email, newspapers and the City e-newsletter.
2. We do not necessarily need another business organization in Ketchum, such as a chamber of commerce. Approximately 47 percent said another organization is needed. Another 36 percent said it is not needed and 17 percent were neutral.
3. If a new business organization were available, three key services would be networking, advocacy, and small business support. Most popular workshop topics would be marketing, technology and customer service.
4. Of those who attended, 34 percent both live and own businesses in Ketchum. Almost 80 percent have been in business for more than 10 years. Only one person present had started a business with in the past year.

Almost 70 percent were unfamiliar with the roles of several existing business-oriented organizations. Because of this, I am including a description of them and their roles at the end of the email.

These are some of the comments that were made:

- People want a better understanding of the function and organization of Visit Sun Valley, the regional marketing alliance of the cities of Ketchum and Sun Valley and local businesses. The next meeting is Tuesday, June 3, at the YMCA at 5 p.m. and is open to all members of the community. We will forward an invitation to this meeting to you in a separate email.

- We need more flexibility in the Visit Sun Valley marketing budget. The weather has been exceptionally nice in May this year, but there has been insufficient outreach to nearby communities such as Boise.
- Internet purchases have an impact on local businesses, which must collect sales tax. The City should encourage the Idaho legislature to tax Internet sales.
- The City e-newsletter and website should include more information of interest to business owners, such as local-option tax collections.
- The City should provide more information about the functions of the associations for which it provides partial funding.

Business owners need a place to share information informally. The restarting of Business After Hours gatherings in March has been helpful.

As Mayor, I view yesterday's discussions as a beginning. I'm hearing that you want more networking and more communication in a less formal manner. I'm hearing love and passion for your own business and for our community. We are going to get together and we are going to make this work. Thank you again for your interest and help.

Nina

Existing Business Organizations

Ketchum Community Development Corporation (KCDC)

<http://www.ketchumcdc.org/>

info@ketchumcdc.org

(208) 727.2117

The KCDC has adopted a strategic framework based on delivering specific projects that improve the quality of life for the community. In this context, quality of life and a sense of community have been defined by the following six concepts:

- Quality job opportunities & vibrant economy
- Recreation & transport alternatives
- Communications & outreach
- Diverse housing options
- Sustainable environment & green brand
- Vibrant town & preservation of heritage

Ketchum Innovation Center (KIC)

www.ketchuminnovationcenter.com

info@ketchumcdc.org

(208) 727-2117

100 Lindsay Circle
Ketchum, ID 83340

The Ketchum Innovation Center, of KIC, is not only a home for start-up businesses, but also the hub of the entrepreneurial ecosystem in the Wood River Valley. With room for six to ten companies, depending on size, the KIC provides a home to entrepreneurs looking to get their companies off the ground and grow them into sustainable businesses that will bring high-quality jobs to the community. KIC is a project of the Ketchum Community Development Corporation.

Ketchum Urban Renewal Agency (KURA)

<http://ketchumura.org/>

(208) 726-7803

P.O. Box 2315

480 East Ave. N, Ketchum, ID 83340

In 2006, the City of Ketchum formed the Ketchum Urban Renewal Agency (KURA) to focus on downtown revitalization, community housing and public and private investments. It is an independent organization with its own budget, by-laws and board of commissioners. The agency's activity and investment decisions are driven by an Urban Renewal Plan adopted by the City Council. Its initiatives focus exclusively on areas within Ketchum that have been identified as those that would benefit most by public investment.

Sun Valley Economic Development (formerly Sustain Blaine)

<http://www.sunvalleyeconomy.org/>

<http://www.sunvalleyeconomy.org/get-involved>

Harry@SunValleyEconomy.org

(208) 721-7847

Harry Griffith

P.O. Box 4380, Ketchum, Idaho 83340

<https://www.facebook.com/pages/Sun-Valley-Economic-Development/121780891228299>

Sun Valley Economic Development (SVED), originally formed in 2010 as Sustain Blaine, is a 501(c)6 not-for-profit public-private partnership. Sun Valley Economic Development is the only organization focused on county-wide issues and works directly with the Idaho Department of Commerce and other Idaho state agencies. It is funded by a multi-year, renewable Idaho Department of Commerce grant, Blaine County, its municipalities, and by more than 30 of the leading businesses in the private sector.

Wood River Economic Partnership (WREP)

www.wrepofidaho.com

(208) 309-0187

Newsletter sign up: <http://wrepofidaho.com/signup/newsletter-signup/>

P.O. Box 827

Ketchum, Idaho 83340

WREP is a nonprofit organization consisting of over 100 diverse businesses in the Wood River Valley. Its purpose is to monitor, educate and advocate on behalf of the business community with respect to government, economic, and civic issues that affect the ability of business to flourish in our region. WREP understands that a robust economy is essential to our quality of life. It is funded entirely by business and individual donations.