



## News Release

For Immediate Release

### **Ketchum Joins Colorado Association of Ski Towns** *Increased Access to Economic Data*

**KETCHUM, Idaho (June 30, 2014)** – The city of Ketchum has joined the Colorado Association of Ski Towns to gain increased access to data from other Western ski communities, Mayor Nina Jonas said.

Benefits include quarterly reports on comparative sales tax receipts, ability to survey other communities on specific issues, discounted subscriptions to various newsletters, and assistance in identifying short-term rental owners and collecting appropriate taxes.

“Membership will give us the opportunity to learn how similar towns are responding to similar issues,” Jonas said.

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#### **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 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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