



## City of Ketchum

News Release  
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### **City Helping Farmers' Market Evaluate Location**

*'We Want Market as Part of Ketchum,' Mayor Jonas Says*

KETCHUM, Idaho – City of Ketchum officials are working with Wood River Farmers' Market officials as they decide to remain in the current location or move to another location in Ketchum this spring.

"We very much want to continue to have the Farmers' Market as a part of Ketchum," Mayor Nina Jonas said. "It will be up to the Farmers' Market board to determine whether the market stays at its current site or moves to another Ketchum location."

The evaluation of the Fourth Street location is the result of the successful growth of the market, which is causing public safety impacts, increased city costs, parking and noise complaints.

The city previously has absorbed the cost of event application fees, electricity for the market, putting up and taking down traffic barriers and other operating expenses.

"Cost and event impacts are evaluated and addressed for all events within the city. The goal is equal treatment for events and to reduce or eliminate event impacts to year-round businesses," said Suzanne Frick, City Administrator.

Fire department access also is an issue as vendors and customers have sometimes blocked the alley beside the fire house, making it difficult for fire and rescue equipment to respond to emergencies.

Parking and noise are other issues. A designated parking area outside the downtown core for market vendors would provide more parking for visitors and customers of the brick-and-mortar businesses in and around the market. The city also has had complaints about noise from amplified music played at the market.

"We want to emphasize that no decisions have been made on the location of the market," Frick said. "We will continue to meet with market representatives, and the final decision will be up to them."

The market operates on Tuesday afternoons during the spring, summer and fall.

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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, mountain biking, fishing, hiking, 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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