RESOLUTION NUMBER 06-110

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF KETCHUM, IDAHO, AUTHORIZING THE MAYOR TO EXECUTE A CONTRACT FOR SERVICES WITH THE SUN VALLEY/KETCHUM CHAMBER & VISITORS BUREAU, INC., FOR $431,000 TO PROVIDE VISITOR INFORMATION AND MARKETING SERVICES FOR THE 2006-2007 FISCAL YEAR.

WHEREAS, Ketchum is a municipal corporation duly organized and existing under the laws of the State of Idaho; and

WHEREAS, Ketchum is a destination resort city, as defined by Idaho Code § 50-1044, because it derives the major portion of its economic well-being from businesses catering to recreational needs and the needs of people traveling to Ketchum for an extended period of time; and

WHEREAS, pursuant to Idaho Code §§ 50-301, 50-302, and 50-303, Ketchum has the authority to enter into contracts and to take such steps as are reasonably necessary to maintain the peace, good government, and welfare of the City and its trade, commerce, and industry. Accordingly, Ketchum has the power as conferred by the State of Idaho to provide directly for certain promotional activities to enhance the trade, commerce, industry, and economic well being of the City; and

WHEREAS, the voters of Ketchum approved Ketchum Ordinance Number 712, that imposes a one percent (1%) non-property tax on the sales price of certain personal property, goods, and services sold or otherwise transferred in Ketchum and an additional one percent (1%) hotel-motel room occupancy sales tax, and an additional one percent (1%) liquor by-the-drink sales tax, all which is sold or otherwise transferred in Ketchum. Pursuant to the provisions of this ordinance, revenues derived there from shall be used, among other things, for the promotion and marketing of the City, special events, and visitor information, and

WHEREAS, the SUN VALLEY/KETCHUM CHAMBER & VISITORS BUREAU, INC is a non-profit corporation duly organized and operating under the laws of the State of Idaho, and

WHEREAS, the SUN VALLEY/KETCHUM CHAMBER & VISITORS BUREAU, INC is highly skilled, has unique public relations abilities, and is experienced in providing advertising and marketing services for the advancement of the trade, commerce, and industry of the tourism-based economy of Ketchum, and

WHEREAS, among the Organizational Goals of the SUN VALLEY/KETCHUM CHAMBER & VISITORS BUREAU, INC is the goal to create a strong economic climate, provide tourism marketing, and to provide the best possible information and service to Ketchum area visitors. These goals are consistent with the purposes and findings included in Ordinance No. 712, and

WHEREAS, it is in the best interest of the public health, welfare, and prosperity of the City to provide general information to and encourage tourists to visit Ketchum area by means of marketing and promotion and to participate in lawful activities which promote and enhance the trade,

commerce, and industry of the City. These activities are determined to be ordinary and necessary expenses for the economic well-being of Ketchum and its residents and guests, and

WHEREAS, Ketchum desires to contract with the SUN VALLEY/KETCHUM CHAMBER & VISITORS BUREAU, INC for professional services to provide visitor information, and the promotion and marketing of the City and its special events, and

WHEREAS, the SUN VALLEY/KETCHUM CHAMBER & VISITORS BUREAU, INC desires to contract with Ketchum to provide said professional services.

NOW THEREFORE, BE IT RESOLVED by the Mayor and City Council of the City of Ketchum, Idaho, that the City Council hereby authorizes the Mayor to execute a Contract for Services with the Sun Valley/Ketchum Chamber & Visitors Bureau, Inc., for $431,000 to provide visitor information and marketing services for the 2006-2007 fiscal year.

This Resolution will be in full force and effect upon its adoption this 2nd day of October 2006.

ATTEST:

Sandra E. Cady, CMC
City Treasurer/Clerk

CITY OF KETCHUM, IDAHO

Randy Hall, Mayor

APPROVED AS TO FORM
AND CONTENT:

Benjamin W. Worst,
City Attorney

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