

**RESOLUTION NUMBER 08-070**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF KETCHUM, IDAHO, AMENDING THE CONTRACT FOR SERVICES WITH THE SUN VALLEY/KETCHUM CHAMBER & VISITORS BUREAU, INC., TO PROVIDE ADVERTISING COSTS FOR THE KETCHUM BACK STREET PARTIES IN AN AMOUNT NOT TO EXCEED \$2,000.**

WHEREAS, Ketchum has the authority to enter into contracts and to take such steps as are reasonably necessary to maintain the peace, health, and welfare of the City including its trade, commerce, and industry which includes the power to provide directly for certain promotional activities to enhance such trade, commerce, industry, and economic well being; 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 such 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., an Idaho nonprofit corporation, 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, the Sun Valley/Ketchum Chamber & Visitors Bureau, Inc., is coordinating Ketchum Back Street Parties May 30-31, 2008 to help mitigate the loss of business associated with the construction of Phase II of the Fourth Street Heritage Corridor, and

WHEREAS, it is in the best interest of the public health, safety, welfare, and prosperity of the City to provide support to the local businesses affected by the Fourth Street Heritage Corridor Construction 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 amend the contract with the Sun Valley/Ketchum Chamber & Visitors Bureau, Inc. to provide advertising for the Ketchum Back Street Parties, as set forth in Exhibit A, attached hereto and incorporated herein, and

WHEREAS, the Sun Valley/Ketchum Chamber & Visitors Bureau, Inc. desires to amend the contract with Ketchum to provide said services.

NOW THEREFORE, BE IT RESOLVED by the Mayor and City Council of the City of Ketchum, Idaho, that the Contract for Services with the Sun Valley/Ketchum Chamber

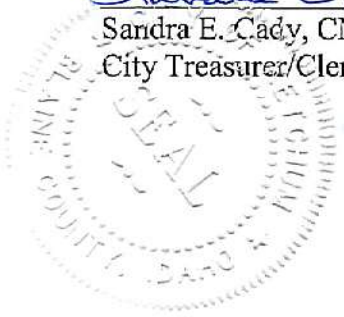
& Visitors Bureau, Inc., is hereby amended to provide advertising costs for the Ketchum Back Street Parties in an amount not to exceed \$2,000.

This Resolution will be in full force and effect upon its adoption this second (2<sup>nd</sup>) day of June 2008.

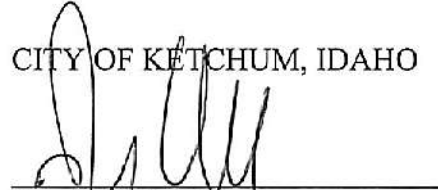
ATTEST:



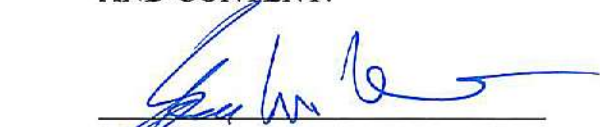
Sandra E. Cady, CMC  
City Treasurer/Clerk



CITY OF KETCHUM, IDAHO

  
Randy Hall, Mayor

APPROVED AS TO FORM  
AND CONTENT:

  
Benjamin W. Worst,  
City Attorney



## Proposal to the City of Ketchum Requesting Advertising Funding

*The Fourth Street Merchants, impacted by Phase II of the Fourth Street Construction, in cooperation with the Sun Valley Ketchum Chamber and Visitors Bureau, are requesting funding(\$3,000) from the City of Ketchum to assist with advertising the event below designed to help mitigate the loss of business associated with the construction. The merchants will provide gift certificates of at least \$100 value each, and provide the food, beverages, and entertainment for Friday and Saturday nights. The CVB will provide event coordination and support through staff time, press releases, ad coordination etc.*

*Please see below preliminary event details and the planned advertising. Thank you for your consideration.*

### 4<sup>TH</sup> Street Construction Preliminary Event Description

Dates: May 30 – June 1<sup>st</sup>

Name: "Hard Hat Party, Local Appreciation, Spring Fling etc"

#### Details:

- All businesses will donate gift certificates (value \$25-\$100) for a drawing to be held on Saturday (time and location to be determined).
- Ads will run in both newspapers and on the radio beginning May 28<sup>th</sup>, inviting guests to visit the participating merchants and restaurants and fill out a raffle ticket" to win great prizes. Need not be present to win.
- Friday Night, individual businesses will hold "Tail Gate" parties in the parking lots adjacent to their businesses and offer deals, food, drinks etc.
- Saturday Afternoon: Hard Hat Party – Location TBD. With music, food, etc.
- Sunday Afternoon - TBD

**Advertising: To hopefully be funded by the City of Ketchum = \$3,000 \$ 2,000**

~~Wood River Journal – ½ Page Ad, Wednesday May 28<sup>th</sup> = \$1,000~~

Idaho Mountain Express – ½ Page Ad, Wednesday, May 28<sup>th</sup>, = \$1,000

KECH Radio – Ads week of May 26<sup>th</sup> = \$1,000

*10 ads a day for 1 wk. (50 ads)*

*33 businesses involved*