

AGENDA
SUN VALLEY AIR SERVICE BOARD MEETING
SUN VALLEY CITY HALL
81 ELKHORN ROAD
SUN VALLEY, ID
May 30, 2018 - 2:00 P.M.

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT

REMARKS FROM THE CHAIR

REMARKS FROM THE BOARD

CONSENT AGENDA *All items listed under the Consent Agenda will be approved in one motion without discussion unless any Board Member requests that the item be removed for individual discussion and possible action.*

1. Approval of Air Service Board Minutes of March 28, 2018*;
2. Receive and File Financials:
 - a. 1% Local Option Tax Report – February 2018*;
 - b. 1% Local Option Tax Report – March 2018*;

NEW BUSINESS

3. Authorization of payment of bills on-hand through May 29, 2018*;

ADJOURNMENT*

*Indicates an Action Item as required by Idaho House Bill 611

Please Note: The agenda is subject to revisions. Any person in need of assistance to attend or participate should contact Sun Valley City Hall prior to the meeting at 208-622-4438. Air Service Board Packets are online at www.haileycityhall.org; www.sunvalleyidaho.gov; and www.ketchumidaho.org.

**SUN VALLEY AIR SERVICE BOARD
MEETING MINUTES
March 28, 2018**

Present: Neil Bradshaw – Mayor, City of Ketchum
Peter Hendricks – Mayor, City of Sun Valley

Absent: Larry Schoen – Blaine County Commissioner
Fritz Haemmerle – Mayor, City of Hailey

Staff: Suzanne Frick, Administrator – City of Ketchum
Susan Robertson, Administrator - City of Sun Valley

CALL TO ORDER

Mayor Peter Hendricks called the meeting to order at 2:01 p.m.

ROLL CALL

PUBLIC COMMENT

None

REMARKS FROM THE CHAIR

None

REMARKS FROM THE BOARD

None

CONSENT AGENDA

1. Approval of Air Service Board Minutes February 28, 2018
2. Receive and File Financials
 - a. 1% Local Option Tax Report – December & January 2018

Motion to approve the Consent Agenda in full

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Neil Bradshaw, Mayor
SECONDER:	Peter Hendricks, Mayor
AYES:	Hendricks, Bradshaw
ABSENT:	Fritz Haemmerle, Mayor

3. Authorization of Payment of Bills on-hand through March 23, 2018.

Motion to authorize payment of bills

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Neil Bradshaw
SECONDER:	Peter Hendricks
AYES:	Hendricks, Bradshaw
ABSENT:	Fritz Haemmerle, Mayor

ADJOURNMENT

Motion to adjourn at 2:05 p.m.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Neil Bradshaw, Mayor
SECONDER:	Peter Hendricks, Mayor
AYES:	Hendricks, Bradshaw
ABSENT:	Fritz Haemmerle, Mayor

Fritz Haemmerle, Chair

Neil Bradshaw, Secretary/Treasurer

SUN VALLEY AIR SERVICE BOARD
1% LOCAL OPTION TAX REPORT
February 2018

1% LOT Generated	1% LOT Received	1% LOT Contribution				Expenses		Funds for Contracts
		Sun Valley	Ketchum	Hailey	TOTAL	Communities' Direct Costs	SVASB Administrative Budget	
Fund Balance								
Oct-17	Dec-17	28,376.50	131,270.25	4,387.28	164,034.03	-6,292.22	-2,893.00	154,848.81
Nov-17	Jan-18	24,640.11	123,216.81	4,585.85	152,442.77	-6,297.76	-83.00	146,062.01
Dec-17	Feb-18	67,476.35	290,166.67	7,352.25	364,995.26	-6,375.22	-83.00	358,537.04
Jan-18	Mar-18	48,599.90	170,447.49	10,571.74	229,619.13	-6,465.37	-83.00	223,070.76
Feb-18	Apr-18	58,389.71	184,628.72	8,506.92	251,525.35	-6,407.55	-83.00	245,034.80
Mar-18	May-18						-83.00	
Apr-18	Jun-18						-583.00	
May-18	Jul-18						-83.00	
Jun-18	Aug-18						-83.00	
Jul-18	Sep-18						-83.00	
Aug-18	Oct-18						-83.00	
Sep-18	Nov-18						-15,083.00	
Total		227,482.57	899,729.94	35,404.04	1,162,616.55	(31,838.12)	(19,306.00)	

1% LOT Generated	1% LOT Received	Funds for Contracts	Fly SV Alliance		SVMA		Available Funds
			Budget Remaining	Invoiced Amount	Budget Remaining	Invoiced Amount	
Fund Balance							
Oct-17	Dec-17	154,848.81					123,879.05
Nov-17	Jan-18	146,062.01					799.99
Dec-17	Feb-18	358,537.04					287,629.63
Jan-18	Mar-18	223,070.76					0.00
Feb-18	Apr-18	245,034.80					196,027.84
Mar-18	May-18						
Apr-18	Jun-18						
May-18	Jul-18						
Jun-18	Aug-18						
Jul-18	Sep-18						
Aug-18	Oct-18						
Sep-18	Nov-18						
Total			1,268,849	1,043,338	82%		902,042.74

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Total			1,268,849	1,043,338	82%		902,042.74

**SUN VALLEY AIR SERVICE BOARD
1% LOCAL OPTION TAX REPORT
March 2018**

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		Sun Valley	Ketchum	Hailey	TOTAL	Communities' Direct Costs	SVASB Administrative Budget	
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Jan-18	Mar-18	48,599.90	170,447.49	10,571.74	229,619.13	-6,465.37	-83.00	223,070.76
Feb-18	Apr-18	58,389.71	184,628.72	8,506.92	251,525.35	-6,407.55	-83.00	245,034.80
Mar-18	May-18	51,634.28	186,405.56	7,176.96	245,216.80	-6,370.31	-83.00	238,763.49
Apr-18	Jun-18						-583.00	
May-18	Jul-18						-83.00	
Jun-18	Aug-18						-83.00	
Jul-18	Sep-18						-83.00	
Aug-18	Oct-18						-83.00	
Sep-18	Nov-18						-15,083.00	
Total		279,116.85	1,086,135.49	42,580.99	1,407,833.34	(38,208.43)	(19,306.00)	

1% LOT Generated	1% LOT Received	Fly SV Alliance		SVMA	
		Budget Remaining	1,268,849	Budget Remaining	1,300,000
Fund Balance					
Oct-17	Dec-17	20%	30,969.76	80%	123,879.05
Nov-17	Jan-18	20%	29,212.40	80%	116,849.61
Dec-17	Feb-18	20%	71,707.41	80%	286,829.63
Jan-18	Mar-18	20%	44,614.15	80%	178,456.61
Feb-18	Apr-18	20%	49,006.96	80%	196,027.84
Mar-18	May-18	80%	191,010.79	20%	47,752.70
Apr-18	Jun-18	80%		20%	
May-18	Jul-18	80%		20%	
Jun-18	Aug-18	80%		20%	
Jul-18	Sep-18	80%		20%	
Aug-18	Oct-18	80%		20%	
Sep-18	Nov-18				
Total			225,510.68		949,795.44

SUN VALLEY AIR SERVICES BOARD

INVOICES TO BE PAID

Through May 29, 2018

Fly Sun Valley Alliance	February 2018 LOT Invoice	\$ 49,006.96
Fly Sun Valley Alliance	March 2018 LOT Invoice	191,010.79
Sun Valley Marketing Alliance	February 2018 LOT Invoice	196,027.84
Sun Valley Marketing Alliance	March 2018 LOT Invoice	47,752.70
TOTAL		\$483,798.29

Fly Sun Valley Alliance Inc.

PO Box 6316

Invoice

Date	Invoice #
2/28/2018	203

Bill To
Sun Valley Air Service Board Attn: Grant G & Kathleen S City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT February 2018 - April 2018 FSVA Contract Services	49,006.96	49,006.96
Total			\$49,006.96



FSVA CONTRACT SERVICES RENDERED – April 2018

AIR SERVICE

AIR SERVICE DEVELOPMENT

- Reviewed/monitored/analyzed weekly flight booking reports; monthly reports
- Ongoing research/analysis of seat, enplanements, load factors; for SUN and competitive markets
- Continued strategic planning/analysis regarding future air service needs/opportunities
- Continued discussions/planning with airlines regarding current and future service; contracts, etc.
- Organized diversion busing post season meeting on 4/24 with all key partners and stakeholders; final report analysis
- Made plans for airline meetings at Airports Council International (ACI) Jumpstart Conference in June
- Ongoing communication/meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Prepared materials for Air Service Board reports, invoices, etc. Attended meetings as needed
- Worked with VSV and other marketing partners on air service marketing efforts in key markets

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and ongoing social media channels; updated website
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications
- Created/executed ongoing FSVA local marketing/ PR for air service (*print, digital*)
- Attended various community and stakeholder meetings to continue information outreach efforts
- Provided information regarding air service to inquiries from local and other travelers

RESEARCH/OTHER

- Developed and began implementation of spring (April/May) SUN Air Passenger survey collection
- Continued work on compiling/tracking relevant news and comparative data and information of air service
- Continued analysis on economic impact of air service, SUN air travelers

Fly Sun Valley Alliance Inc.

PO Box 6316

Invoice

Date	Invoice #
3/31/2018	204

Bill To
Sun Valley Air Service Board Attn: Grant G & Kathleen S City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT March 2018 - May 2018 FSVA Contract Services	191,010.79	191,010.79
		Total	\$191,010.79



FSVA CONTRACT SERVICES RENDERED – May 2018

AIR SERVICE

AIR SERVICE DEVELOPMENT

- Reviewed/monitored/analyzed weekly flight booking reports; monthly reports
- Ongoing research/analysis of seat, enplanements, load factors; for SUN and competitive markets
- Continued strategic planning/analysis regarding future air service needs/opportunities – participated in joint strategic planning session with FMAA members on May 2.
- Continued discussions/planning with airlines regarding current and future service; contracts, etc.
- Made plans for airline meetings at Airports Council International (ACI) Jumpstart Conference in June
- Ongoing communication/meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Prepared materials for Air Service Board reports, invoices, etc. Attended meetings as needed
- Worked with VSV and other marketing partners on air service marketing efforts in key markets

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and ongoing social media channels; updated website
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications
- Created/executed ongoing FSVA local marketing/ PR for air service (*print, digital*)
- Attended various community and stakeholder meetings to continue information outreach efforts
- Provided information regarding air service to inquiries from local and other travelers

RESEARCH/OTHER

- Continued implementation of spring (April/May) SUN Air Passenger survey collection
- Continued work on compiling/tracking relevant news and comparative data and information of air service
- Continued analysis on economic impact of air service, SUN air travelers

SUN VALLEY MARKETING ALLIANCE, INC.
PO Box 4934
Ketchum, ID 83340
208-726-3423
Scott@VisitSunValley.com
www.visitsunvalley.com

Invoice



BILL TO
Air Service Board
PO Box 3801
Ketchum, ID 83340

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
972	04/26/2018	\$196,027.84	05/26/2018	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing February 2018	1	196,027.84	196,027.84
Thank you for your support of Visit Sun Valley		BALANCE DUE	\$196,027.84

SUN VALLEY MARKETING ALLIANCE, INC.
 PO Box 4934
 Ketchum, ID 83340
 208-726-3423
 Scott@VisitSunValley.com
 www.visitsunvalley.com

Invoice



BILL TO

Air Service Board
 PO Box 3801
 Ketchum, ID 83340

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
981	05/24/2018	\$47,752.70	06/23/2018	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Air Service Board	1	47,752.70	47,752.70
Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing_March-May 2018			
Thanks to the ASB for your continued support of Visit Sun Valley.			
BALANCE DUE			\$47,752.70



Our Biggest Wins

Ad Performance

- 5% increase in session count to visitsunvalley.com
- 80% increase in mobile web traffic year over year
- 102,000 combined views from content partnerships
- 1.64 Million :30 second video views on YouTube. Best performance to date.

Search Trends

- 15% increase in organic traffic

Content Creation

- 16 new stories with publishing partnerships



PR Top Features



PO. Box 4934 Ketchum, Idaho 83340 USA
www.visitsunvalley.com

1.800.634.3347 • 1.208.726.3423 • fax 1.208.726.4533



PR

- Working with Fahlgren Mortine to continually refine our PR strategy
- Currently working on potential influencers/writers to bring awareness to the Dark Sky Reserve designation
- Collaborated with the Limelight Hotel & Hotel Ketchum PR teams to aid with incoming writers.
- Connected with Jen Murphy during her visit through the Limelight Hotel.
 - High profile writer with contributions to WJH, Food & Wine, AFAR, Men's Journal and more.
 - Introduced her to a wide range of activities from dining and arts & culture to alpine skiing and Galena Lodge
- Assisted in planning visit for Christopher Elliot facilitated by Hotel Ketchum
 - High profile family writer for USA Today and other top publications
 - Christopher's itinerary will focus on family friendly activities and dining opportunities
- Connected with social influencers @elisabethontheroad & @roundtheworldgirl (400k+ combined followers) to give them ideas on where to shoot
- Hosted a newly-wed influencer couple and integrated a social sharing campaign as well as multiple blog entries – one itinerary based & one dining based
- Attending Dark Sky Reserve Committee meetings to provide gain insight on what everyone is working on
- Fahlgren was able to secure a spot in the Boise Airport to show video collateral of the Sun Valley area free of charge
- Sparked the idea and collaborated on bringing a Warren Miller Tribute to the Sun Valley Film Festival
- This a sample of the 30+ Sun Valley Mentions & Features from the winter
 - National Geographic | [Bike Through the Meadows of Sun Valley, Idaho](#)
 - Vogue | [From Florida to Idaho: 9 US Destinations to Visit in 2018](#)
 - The Wall Street Journal | [The 8 Best Mountain Resorts for So-So Skiers](#)
 - Thrillist | [The Best Places Around the World to Travel to in March](#)
 - What's Gabby Cooking | [Gabby's Guide to Sun Valley](#)
 - SkiTrax | [A Toast to Sun Valley](#)
 - Freeskier | [15 Things You've Gotta Do in Sun Valley](#)
 - VICE News | [Clear, Dark Skies Are Disappearing in the US – Except in Rural Idaho](#)

Please email ray@visitsunvalley.com for a complete list of recent PR hits.

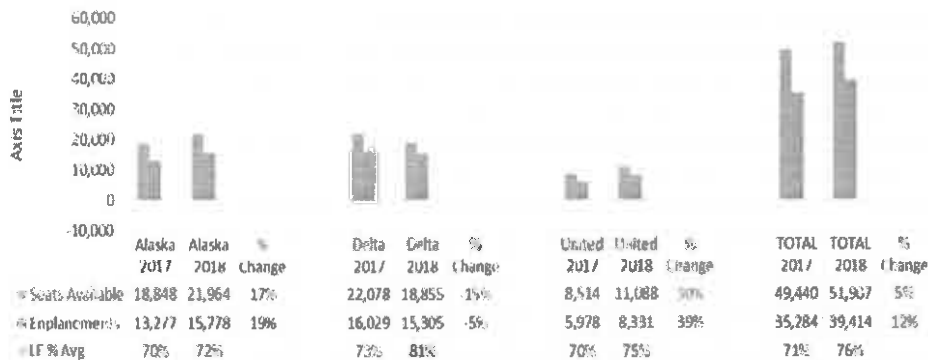


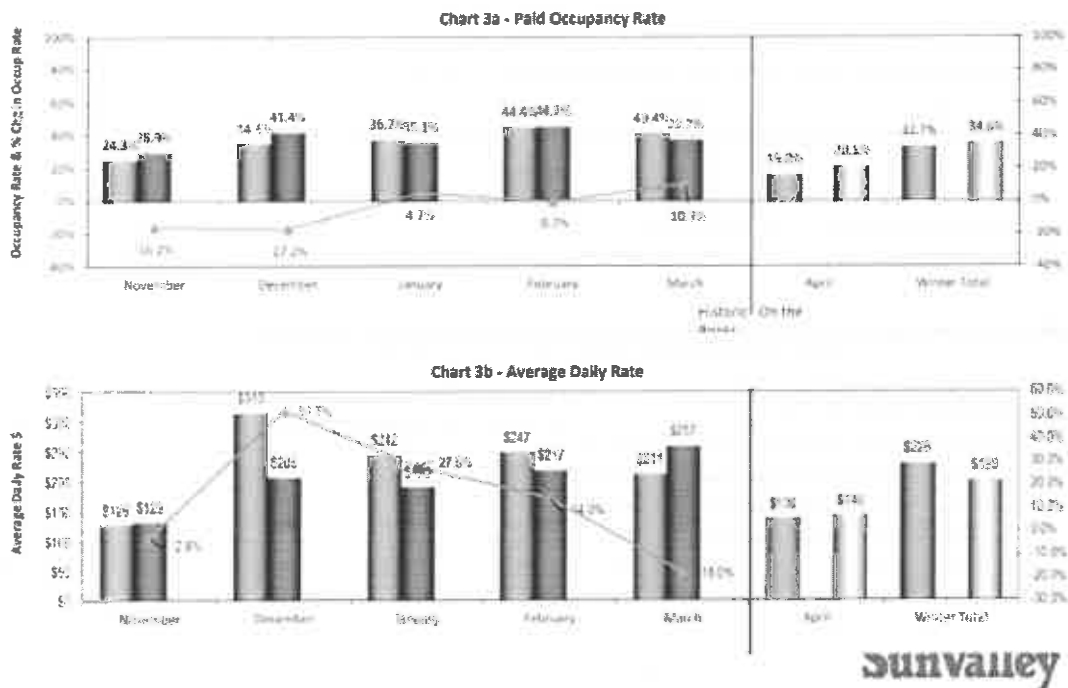
Tourism Indicators

↑ 15%	Organic Search	↑ 4%	Lot Tax Collection
↑ 2,336	Facebook Fans	↑ 12%	Enplanements
↑ 19%	Instagram Fans	↓ 5%	Skier Days
20,229	TripAdvisor Page Views	↑ 13%	Average Daily Rate (ADR)

Air Enplanements

SUN AIR SEATS - ENPLANEMENTS - LOAD FACTORS
WINTER 2017/18 (Nov - March) Source: Friedman Memorial Airport





Additional Community Initiatives

- Reestablished the Lodging Association, nurturing retail and dining Assoc.
- Strengthening relationships & collaboration with the community & other non-profits (i.e., FSVA, SVED, Sun Valley Institute, etc.)
- Place Branding project - The ability to uncover, express, develop and realize the defining values traits and spirit of a place for the benefit of both the visitors and residents
- Developing a Model for Measurement (ROI)
- Bid to host the 2021 Mountain Travel Symposium
- Developing relationship with the new community asset such as the Sun Valley Performing Arts Center
- Dark Sky awareness & marketing of and product development

Direct Flights & Free Nights Promotion

Feb & Mar Lodging Special

Buy 3 nights get the 4th Free

Brought a collection of lodging properties together to run a March special

Reinvigorated bookings for Feb & Mar: grew 24 point & 20 points



Partners: Sun Valley Resort, Limelight Hotel, Hotel Ketchum, Knob Hill Inn, Tamarack, Alpine Lodging and Natural Retreats and Visit Sun Valley

Doubled VSV our bookings during the 2 months. 21 people and \$15k in revenue from www.sunvalley.com Feb. & March. grew 24% points of occupancy & 20% points to a total of FEB 44% to March 40% respectfully.

How to Get Here Information

Informing guests on how to get here

visitsunvalley.com/getting-here-around

Non-stop flight map

Flight schedule

Alternative ways of getting here (Boise, Twin, Driving)

In-town transportation



Visit
SunValley

P.O. Box 4934 Ketchum, Idaho 83340 USA
www.visitsunvalley.com

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Calendar Update



2018-19 Marketing Plan Brief | "Right Person, At the Right Place, At the Right Time"

To introduce Sun Valley to the right visitors in our target markets and increase discussion of the Ketchum area, we are partnering with a number of content creators with an emphasis on digital prospecting by creating a series of conversations that vendors will optimize, allowing content partners to access a new, quality audience and to create a high quantity of content to leverage on their channels as well as our own. Target Markets | SEA, LA, SF, NY, CHI, PDX, SLC, BOI/Regional



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