

AGENDA
SUN VALLEY AIR SERVICE BOARD MEETING
191 5TH STREET WEST, KETCHUM, IDAHO
WEDNESDAY, JANUARY 15, 2025 - 2:00 PM

JOIN VIRTUALLY

Join from PC, Mac, iPad, or Android:

<https://ketchumidaho-org.zoom.us/j/84234061123>

Phone one-tap:

+17207072699,,84234061123# US (Denver)

Join via audio:

+1 720 707 2699 US (Denver)

ROLL CALL

PUBLIC COMMENT

REMARKS FROM THE CHAIR

REMARKS FROM THE BOARD

ELECTION

1. Election of Officers for 2025 (action item)

CONSENT AGENDA (action item). *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.*

2. Approval of the Sun Valley Air Service Board Meeting Minutes from December 15, 2024
3. Receive and File Financials:
 - a. 0.5% Local Option Tax Report: November Month of Service

ACTIONS/DISCUSSIONS/PRESENTATIONS

4. Joint Powers Agreement Renewal Discussion and possible approval of Second Extension (action Item)
5. Bi-annual presentation from Fly Sun Valley Alliance
6. Update from Sun Valley Tourism Alliance dba Visit Sun Valley

ADJOURNMENT

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. Air Service Board Packets are online at www.haileycityhall.org; www.sunvalleyidaho.gov; and www.ketchumidaho.org.

Minutes Sun Valley Air Service Board
12/18/24

[2:02:55 PM](#)

Call to order roll call, Burke, Hendricks, Davis, Bradshaw, present.
By Neil Bradshaw

[2:03:38 PM](#) Suzanne Wrede, Bellevue resident, disappointed about recent decision, private air terminal at the airport.

Bradshaw announced this was a FMAA, board decision not this board. Wrede adds Bellevue is the only municipality not represented on the SUN board. Wrede reads her prepared statement. All communities should have a say in airport decisions.

[2:06:43 PM](#) Bradshaw, this is a marketing board, county is represented by non-voting. Nothing related to operations of the airport. Prefer to not get into dialogue with subject outside of our position.

Consent agenda:

[2:08:33 PM](#) **Hendricks moves to approve Consent Agenda in total, Burke seconds, motion passed, with Burke, Hendricks, Bradshaw, all voting in favor.**

#3 bills to pay

[2:09:03 PM](#) **Burke moves to approve bills, Hendricks seconds, motion passed unanimously.**

[2:09:33 PM](#) Bradshaw open to questions or a motion on this item, Mountain Rides

[2:10:00 PM](#) **Hendricks moves to approve service plan with Mountain Rides, Burke seconds motion passed unanimously.**

Res. 2024-02 Setting meeting dates, [2:10:35 PM](#) with exception of moving date from Sept. 17th to Sept. 3rd.

[2:10:50 PM](#) **Burke moves to approve Resolution 2024-02 setting meeting dates for 2025, Hendricks seconds, motion passed unanimously.**

Fly Sun Valley Alliance, Carol Waller speaks, [2:11:31 PM](#) daily flights have started for the season. Overall bookings up from last year, positive. Solidifying summer schedule and contracts now.

Direct flights end March 30th, to Chicago, and starts tomorrow.

[2:14:49 PM](#) Ray Gadd from Visit Sun Valley (VSV), gives update on lodging capacity, Labor Day dropped early. Above the line actual stays, below the line, on the books. Best marketing tool for us is snow. Gadd reviews VSV fiscal year, bring reserves up to \$500,000. Put more emphasis into the Public Relations budget, \$211,435.65 additional budget revenue.

[2:20:53 PM](#) Hendricks, why bring reserves up to \$500,000, board wants this to cover incidental expenses. Bradshaw, are you comfortable dipping into those reserves? Gadd, yes.

[2:22:24 PM](#) Gadd continues, advertising efforts went into effect in October through March. Top markets Chicago, Seattle, LA, San Francisco. Saw increased competition in these markets from Aspen / Vail. Partnerships, Ori print ad, Freeskier pop out print ad, Ski Journal print ad, Journal of Lost Time and United.com. Broadcast TV, will be running 30 second video spots during the Alpine World Cup Finals in the U.S. and select countries in Europe.

Media Missions, Chicago, Denver/Boulder, meet and greet from these areas to build relationships. Monthly column in Mountain Express. World Cup Finals, working closely with Sun Valley Resort and SV Economic Development. Will be producing a post card, complementary to the Sun Valley one. Moved informational Kiosk from Welcome Center to the Airport.

[2:36:16 PM](#) Bradshaw, current disbursement ask. \$1,200,000.

[2:36:44 PM](#) **Bradshaw explains motion, Burke moves as discussed, Hendricks seconds, motion passed unanimously.**

[2:37:43 PM](#) Bradshaw asks a question. Gadd covers World Cup events, collective effort, to try to retain the event for 2 more years.

Ski Joring same day, unveiling of new park name to Champion Meadow, possible Mayor's cup, ski joring.

[2:41:03 PM](#) **Hendricks moves to adjourn, Burke seconds, motion passed unanimously.**

Neil Bradshaw, Chair

Peter M. Hendricks, Secretary/Treasurer

MONTH OF SALE REPORTING

CASH FLOW OF LOT FOR FY 2025 (OCTOBER - SEPTEMBER)

SUN VALLEY	BEDS 3%	BEDS .5%	LIQUOR 3%	LIQUOR .5%	RETAIL 2.6%	RETAIL .5%	BUILDING 1%	BUILDING .5%	TOTAL	TOTAL .5%	MINUS COST	SVASB NET
October .5%	44,397.38	7,399.56	8,896.97	1,482.83	64,631.69	12,542.36	6,487.97	3,243.99	124,414.01	24,668.74	(493.37)	24,175.36
November .5%	25,398.50	4,233.08	6,145.89	1,024.32	55,580.74	11,777.86	7,435.01	3,717.51	94,560.14	20,752.77	(415.06)	20,337.71
December .5%										-		-
January .5%										-		-
February .5%										-		-
March .5%										-		-
April .5%										-		-
May .5%										-		-
June .5%										-		-
July .5%										-		-
August .5%										-		-
September .5%										-		-
TOTAL	69,795.88	11,632.64	15,042.86	2,507.15	120,212.43	24,320.22	13,922.98	6,961.50	218,974.15	45,421.51	(908.43)	44,513.07
										Sun Valley Budget		517,539.00

(473,025.93)

KETCHUM	BEDS 3%	BEDS .5%	LIQUOR 3%	LIQUOR .5%	RETAIL 2%	RETAIL .5%	BDLG 2%	BDLG .5%	TOTAL	TOTAL .5%	MINUS COST	SVASB NET
October .5%	66,094.18	11,015.71	22,426.04	3,737.68	187,160.48	46,790.10	83,870.86	20,967.72	359,551.56	82,511.19	(1,650.22)	80,860.97
November .5%	45,742.38	7,623.73	23,805.89	3,967.65	208,840.33	52,210.10	79,434.88	19,858.72	357,823.48	83,660.20	(1,673.20)	81,987.00
December .5%									-	-		-
January .5%									-	-		-
February .5%									-	-		-
March .5%									-	-		-
April .5%									-	-		-
May .5%									-	-		-
June .5%									-	-		-
July .5%									-	-		-
August .5%									-	-		-
September .5%									-	-		-
TOTAL	111,836.56	18,639.44	46,231.93	7,705.33	396,000.81	99,000.20	163,305.74	40,826.44	717,375.04	166,171.39	(3,323.42)	162,847.97
										Ketchum Budget		1,175,171.00

(1,012,323.03)

HAILEY	BED/CAR3%	BED/CAR .5%							TOTAL	TOTAL .5%	MINUS COST	SVASB NET
October .5%	33,498.06	5,583.01	-	-	-	-	-	-	33,498.06	5,583.01	(273.57)	5,309.44
November .5%	18,876.64	3,146.11	-	-	-	-	-	-	18,876.64	3,146.11	(154.16)	2,991.95
December .5%			-	-	-	-	-	-	-	-		-
January .5%			-	-	-	-	-	-	-	-		-
February .5%			-	-	-	-	-	-	-	-		-
March .5%			-	-	-	-	-	-	-	-		-
April .5%			-	-	-	-	-	-	-	-		-
May .5%			-	-	-	-	-	-	-	-		-
June .5%			-	-	-	-	-	-	-	-		-
July .5%			-	-	-	-	-	-	-	-		-
August .5%			-	-	-	-	-	-	-	-		-
September .5%			-	-	-	-	-	-	-	-		-
TOTAL	52,374.70	8,729.12	-	-	-	-	-	-	52,374.70	8,729.12	(427.73)	8,301.39
										Hailey Budget		150,077.00

(141,775.61)

TOTAL ALL - FYTD	220,322.02	(4,659.58)	215,662.43
	Cities Total Budgets		1,842,787.00
	Remaining to SVASB		(1,627,124.57)

(1,627,124.57)

MOS		Revenue: .5% LOT Contribution				Expenses		Net Funds For Contracts	
LOT Generated	LOT Received	Sun Valley	Ketchum	Hailey	TOTAL	Communities Direct Costs	SVASB Administrative Fees		
	Oct-23	Dec-23	24,668.74	82,511.19	5,583.01	112,762.94	(2,417.16)	(450.00)	109,895.78
	Nov-23	Jan-24	20,752.77	83,660.20	3,146.11	107,559.08	(2,242.42)	(450.00)	104,866.66
	Dec-23	Feb-24	-	-	-	-	-	-	-
	Jan-24	Mar-24	-	-	-	-	-	-	-
	Feb-24	Apr-24	-	-	-	-	-	-	-
	Mar-24	May-24	-	-	-	-	-	-	-
	Apr-24	Jun-24	-	-	-	-	-	-	-
	May-24	Jul-24	-	-	-	-	-	-	-
	Jun-24	Aug-24	-	-	-	-	-	-	-
	Jul-24	Sep-24	-	-	-	-	-	-	-
	Aug-24	Oct-24	-	-	-	-	-	-	-
	Sep-24	Nov-24	-	-	-	-	-	-	-
Total			45,421.51	166,171.39	8,729.12	220,322.02	(4,659.58)	(900.00)	214,762.44

Fly SV Alliance					Visit Sun Valley				
FY2025	Budget	137,337			FY2025	Budget	1,600,000		
Remaining		137,337	100%		Remaining		1,600,000	100%	
MOS LOT Generated	LOT Received	Invoiced Amount	Paid	Check	MOS LOT Generated	LOT Received	Invoiced Amount	Paid	Check
Oct-24	Dec-24	-			Oct-24	Dec-24	-		
Nov-24	Jan-25				Nov-24	Jan-25			
Dec-24	Feb-25				Dec-24	Feb-25			
Jan-25	Mar-25				Jan-25	Mar-25			
Feb-25	Apr-25				Feb-25	Apr-25			
Mar-25	May-25				Mar-25	May-25			
Apr-25	Jun-25				Apr-25	Jun-25			
May-25	Jul-25				May-25	Jul-25			
Jun-25	Aug-25				Jun-25	Aug-25			
Jul-25	Sep-25				Jul-25	Sep-25			
Aug-25	Oct-25				Aug-25	Oct-25			
Sep-25	Nov-25				Sep-25	Nov-25			

Cash Flow Statement			
US BANK #0186	150,636.76	cash balance	12/31/2025
	-	SVMA	Pending First FY Invoice
	-	Fly Sv Alliance	Holding Payment per Board
	-		
		Sun Valley	OCT MOS Deposit in Transit, Pending NOV payment
	44,513.07	Revenue	
		Ketchum	OCT MOS Deposit in Transit, Pending NOV payment
	162,847.97	Revenue	
		Hailey Revenue	OCT MOS Deposit in Transit, Pending NOV payment
	8,301.39		
	-	LGIP TRANSFER	
	366,299.19	ending cash balance	
LGIP #3358	2,578,283.55	LGIP Investment Balance	12/31/2025

**SUN VALLEY AIR SERVICE BOARD
FY 2025 PROPOSED BUDGET**

	AUDITED FY 2021 ACTUAL	AUDITED FY 2022 ACTUAL	AUDITED FY 2023 ACTUAL	UN-AUDITED FY 2024 ACTUAL	PROPOSED FY 2025 BUDGET
REVENUES					
CITY OF HAILEY % LOCAL OPTION TAX	134,238	157,157	132,248	79,323	150,077
CITY OF KETCHUM % LOCAL OPTION TAX	3,307,358	3,104,900	2,791,851	1,482,225	1,175,171
CITY OF SUN VALLEY % LOCAL OPTION TAX	847,745	1,082,612	944,819	553,350	517,539
INTEREST EARNINGS	568	5,694	87,246	122,243	40,000
FUND BALANCE APPLIED	-	-	-		
TOTAL REVENUE	4,289,909	4,350,364	3,956,164	2,237,141	1,882,787
EXPENDITURES					
CONTRACTS FOR SERVICES	2,129,000	2,805,075	3,099,776	1,836,768	1,877,337
VISIT SUN VALLEY					1,600,000
FLY SUN VALLEY ALLIANCE					137,337
MOUNTAIN RIDES					105,000
CHAMBER					35,000
ADMIN TOTAL				3,826	5,450
OFFICE SUPPLIES/POSTAGE	148	222		97	350
ADVERTISING/PUBLIC NOTICES/WEBSITE	240	315	-	-	600
AUDIT	1,100	1,300	1,300	1,430	1,500
ATTORNEY FEES	273	744	420	360	1,000
INSURANCE	1,342	-	1,686	1,939	2,000
TOTAL EXPENDITURES	2,132,103	2,807,656	3,103,182	1,840,594	1,882,787
<i>ADDED ITEMS</i>					
					<i>REMAINING MOUNTAIN RIDES</i> 400,000
ANNUAL NET POSITION (Projected)	2,157,806	1,542,708	852,982	396,548	(400,000)
				3,841,570	4,238,118
				396,548	(400,000)
				4,238,118	3,838,118

**RENEWAL AND EXTENSION OF JOINT POWERS AGREEMENT
ESTABLISHING THE SUN VALLEY AIR SERVICE BOARD**

This Renewal and Extension Agreement (“Second Extension”) is hereby made and entered effective to May 15, 2024, by and between the City of Ketchum, an Idaho municipal corporation, the City of Sun Valley, an Idaho municipal corporation, the City of Hailey, an Idaho municipal corporation, and the County of Blaine, an Idaho body politic and corporate (collectively “Parties”).

WHEREAS:

- A. The Parties entered into the *Joint Powers Agreement Establishing the Sun Valley Air Service Board to Retain, Improve, and Develop Commercial Air Transportation Services at Friedman Memorial Airport* (“Agreement”) effective November 16, 2013.
- B. The Agreement, Provision 9, provides for an original duration of the Sun Valley Air Service Board (“Board”) to be five and one-half years, subject to an option for extension in writing by the Parties.
- C. The Agreement was extended for an additional five-year period until May 15, 2024, pursuant to the executed Renewal and Extension of Joint Powers Agreement Establishing the Sun Valley Air Service Board effective to May 15, 2029.
- D. Certain of the Parties have successfully renewed their respective Ballot Questions as discussed in the Agreement; and collectively the Parties feel that this Board remains necessary to effectuate the purposes for which it was originally formed.
- E. The Parties jointly and collectively desire to renew and extend the Agreement upon the same terms with amendment only as to duration.
- F. The Parties find this extension to be unanimously approved and to be consistent with the Ballot Questions.

THEREFORE, the Parties hereby mutually agree to renew the Agreement by electing under Provision 9 to extend for an additional five-year period until May 15, 2029. The option to make further extension beyond that time shall remain. Provision 9 is hereby amended as necessary to reflect this intent and extension of duration.

[Signatures Appear on Following Pages]

As of the date hereof, the Parties hereto have caused this Agreement to be executed by the duly-authorized representatives this _____ day of _____, 2025.

CITY OF KETCHUM

By: _____
Neil Bradshaw, Mayor

Date: _____

ATTEST:

Trent Donat, City Clerk

CITY OF SUN VALLEY

By: _____
Peter M. Hendricks, Mayor

Date: _____

ATTEST:

Nancy Flannigan, City Clerk

CITY OF HAILEY

By: _____
Martha Burke, Mayor

Date: _____

ATTEST:

Mary Cone, City Clerk

BLAINE COUNTY COMMISSIONERS

By: _____
Muffy Davis, Chairman

Date: _____

ATTEST:

Stephen McDougall Graham, County Clerk



FY25 – 28 STRATEGIC SUN AIR SERVICE PLAN

FY25 YTD Progress Report

JANUARY 2025



VISIT SUN VALLEY



EXECUTIVE SUMMARY

FSVA will work together with all its partners to accomplish the goals for air service improvement for the Wood River Valley community.

FY25-28 GOALS

Air Service Development:

- Extend key connecting service (SLC, DEN) to 2-3x daily year round
- Extend daily summer and winter service for all other core routes (LAX, SFO, ORD); extend service into fall
- Re-establish SEA service year-round
- Establish new nonstop route (TBD) if feasible

Metrics/Funding:

- Increase passengers on SUN flights by 5% annually; sustain 80% load factor
- Ensure adequate funding to accomplish air service improvement goals and necessary marketing
- Measure passenger satisfaction, activity, feedback and use data through surveys and other sources to guide air service improvement

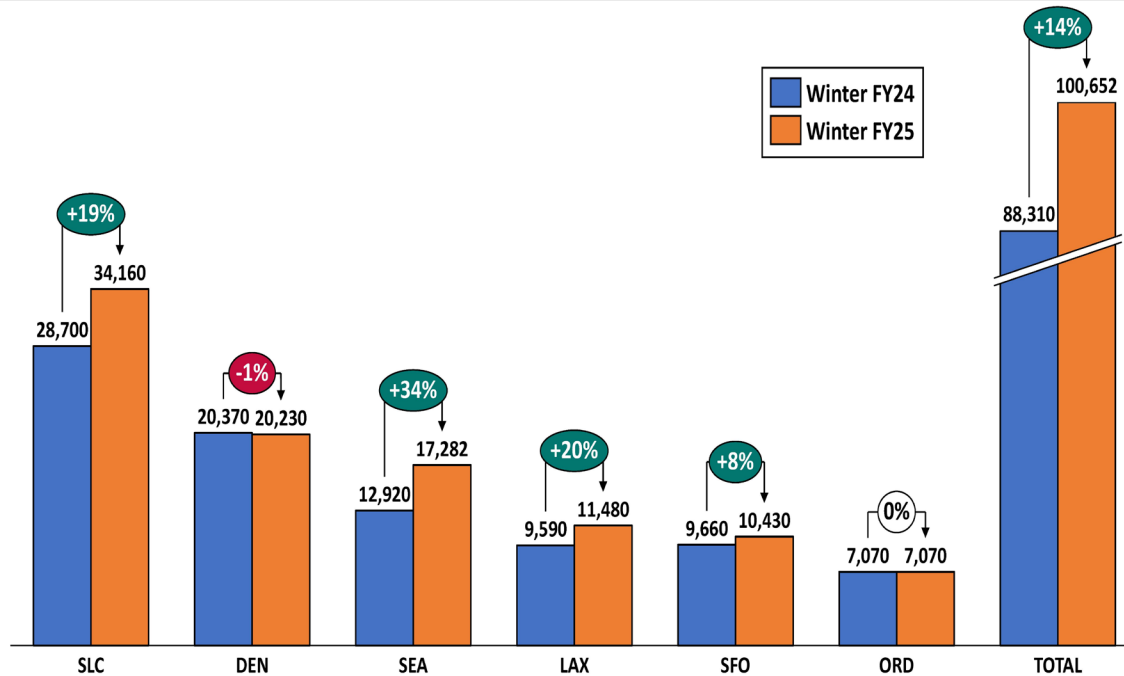
FSVA PROGRESS TOWARDS FY25 STRATEGIC GOALS YTD

FSVA has made good progress towards its FY25 goals, although some not achievable until future years

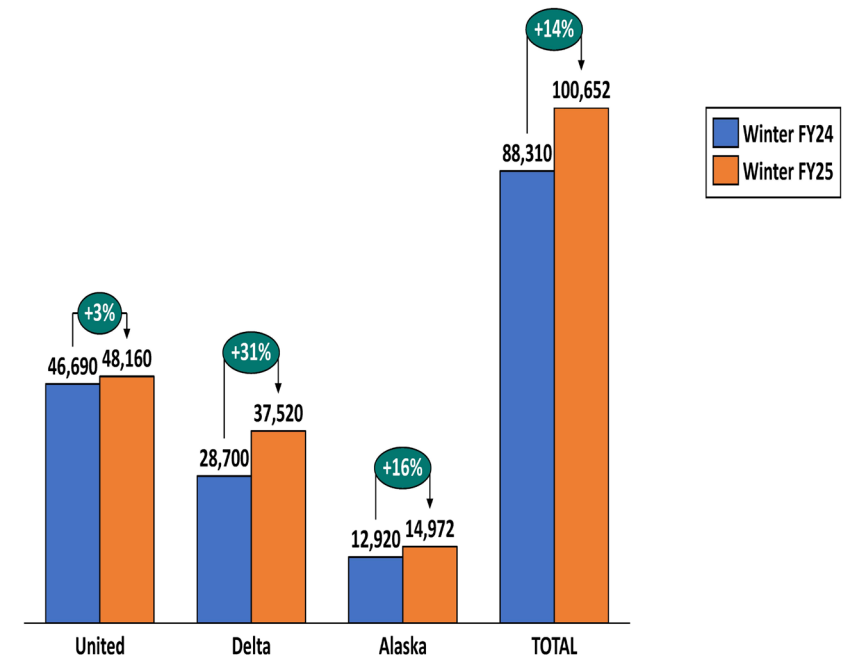
FY25 FSVA STRATEGIC PLAN GOALS		PROGRESS - as of DECEMBER 2024
Air Service Improvements Extend SLC service to 3x daily year-round Extend ORD to daily in summer Expand LAX and SFO fall service Restore SEA service (12 flights/ 4 weeks, mid April-mid May) Support World Cup event air travel needs as feasible	✓ ☐ ✓	Delta increased to 3x daily Dec 2024 - Dec 2025 United increased to 3x week June - Sept 2025 United increased to 3x week in Sept-Oct 2025 <i>Not feasible at this time for Alaska</i> Discussions in progress
Other New Air Service	✓ ✓	Delta added new 3-5x week SEA winter flights, Sat LAX flights United added more summer 2025 LAX and SFO flights
Other Air Development Expand SUN Air Passenger Surveys to year-round Improve public communications on value of air service for community Increase local marketing of flights to encourage use during off season	✓ ✓ ✓	Underway Underway Underway
METRICS		Results January - Nov YTD 2024 (source: SUN airport)
Increase passengers on SUN flights by 5% annually	✓	11%
Sustain 80% Average Load Factor		79%

SUN WINTER FY25 FLIGHT CAPACITY

Significant SUN Winter (Nov-Apr) Growth to SLC, SEA and LAX



SUN Winter (Nov-Apr) by Airline shows Strong Growth

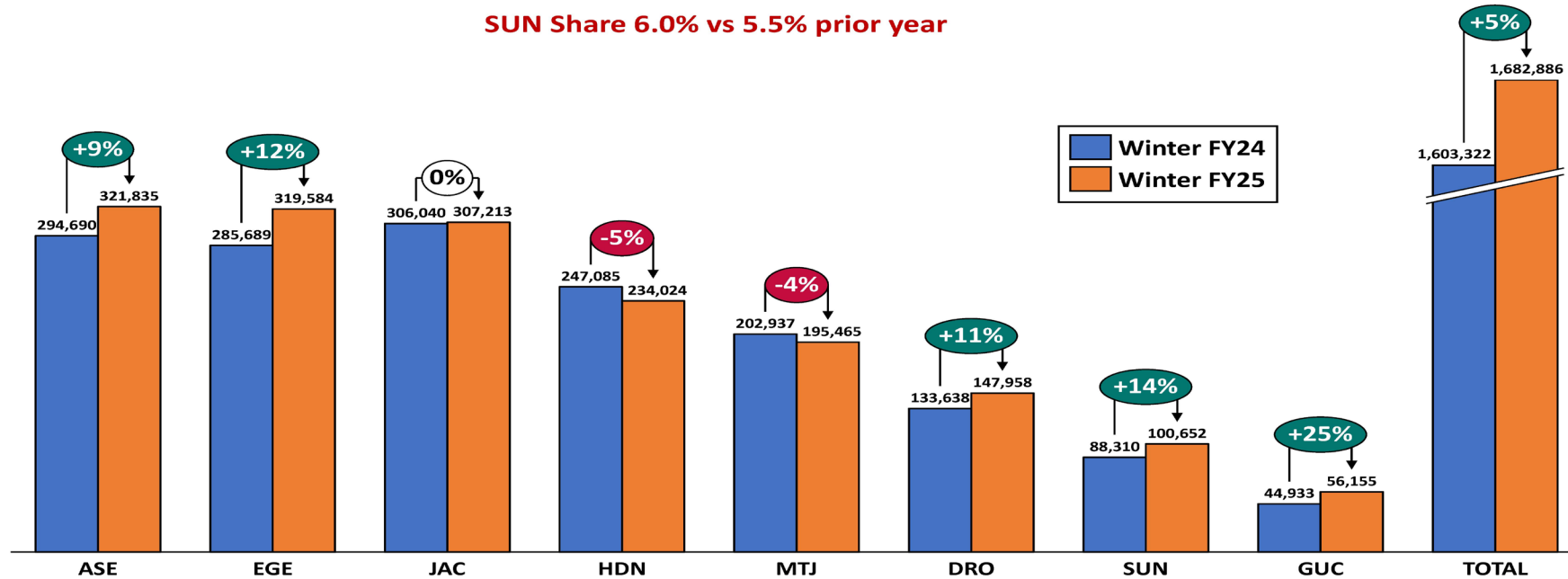


WINTER FY25 FLIGHT CAPACITY – WESTERN SKI RESORTS

SUN's share of western resort air service has risen slightly
but our volume remains significantly lower than most of our competitor resorts

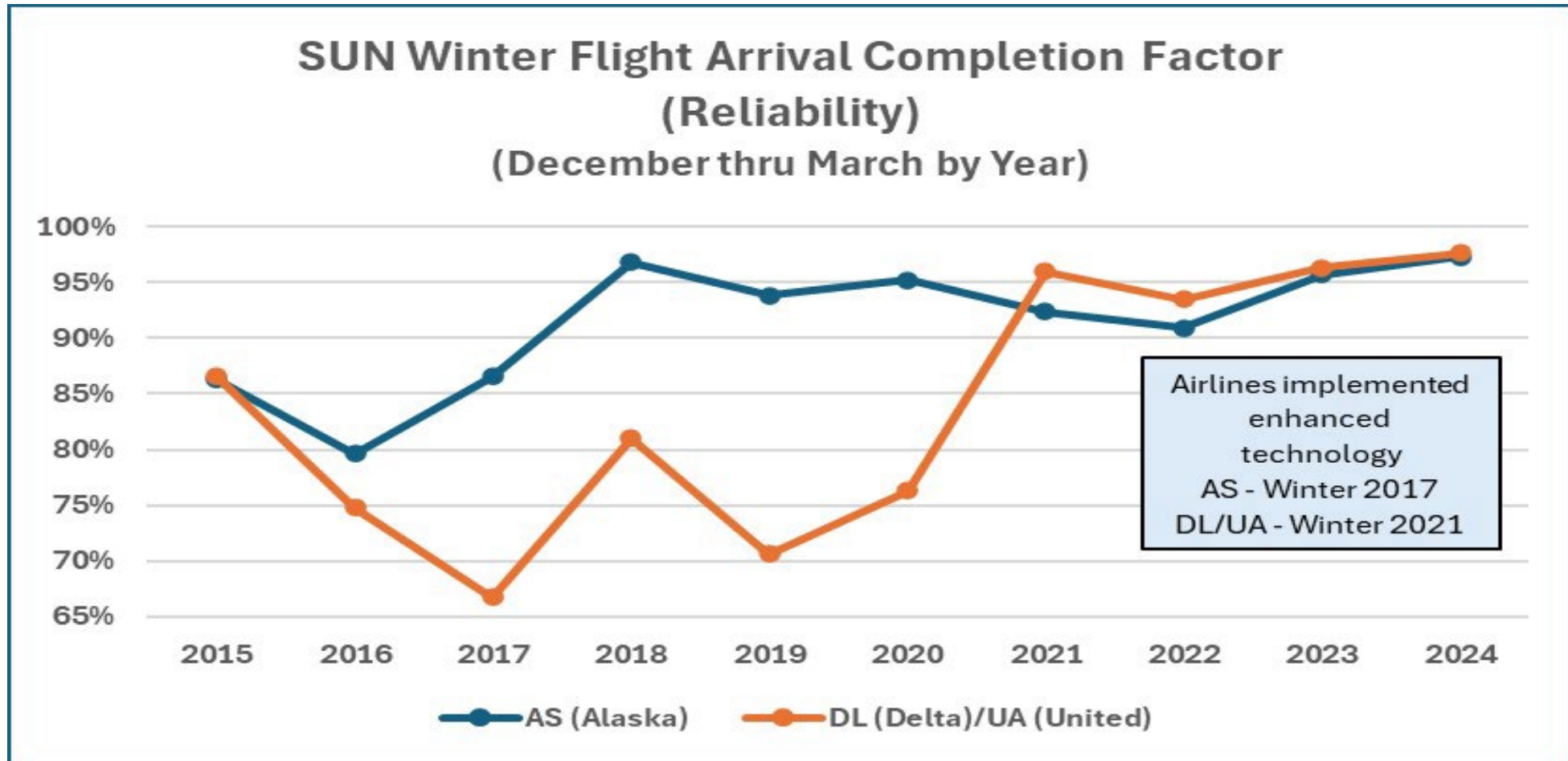
Winter (Nov-Apr) 2025 Capacity up 5% for Western Resorts

SUN Share 6.0% vs 5.5% prior year



SUN WINTER FLIGHT RELIABILITY

SUN Winter Flight Reliability now over 95%



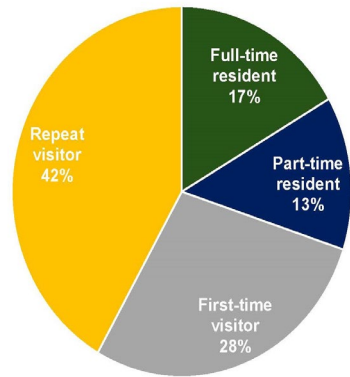
SUN AIR PASSENGER SURVEY – SEASONAL SNAPSHOTS

SUN Passenger Mix by Season

(Surveys conducted via SUN airport WIFI, data compiled by RRC Associates)

Expanded Passenger Type

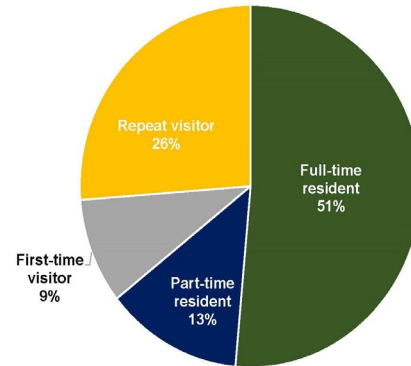
Winter 2023/24 (Dec-Mar)



Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.

Expanded Passenger Type

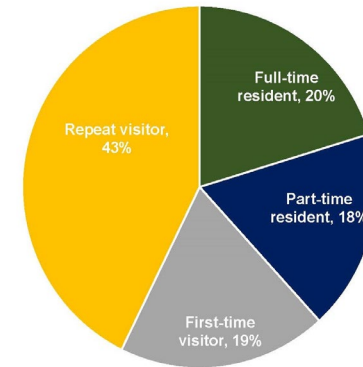
Spring 2024 (Apr-May)



Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.

Expanded Passenger Type

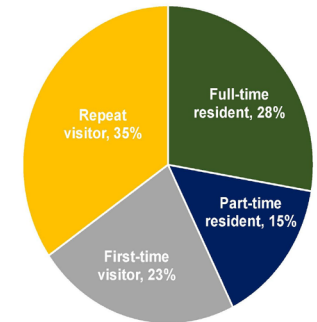
Summer 2024 (Jun-Aug)



Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.

Expanded Passenger Type

Fall 2024 (Sep-Nov)



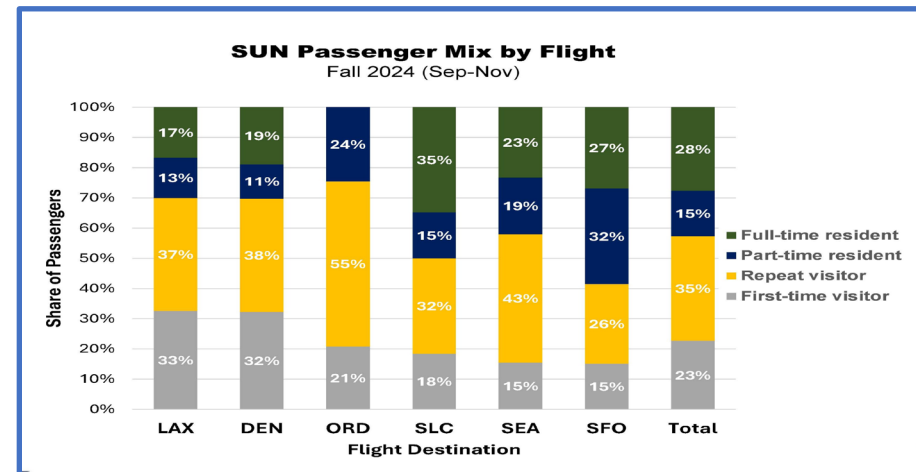
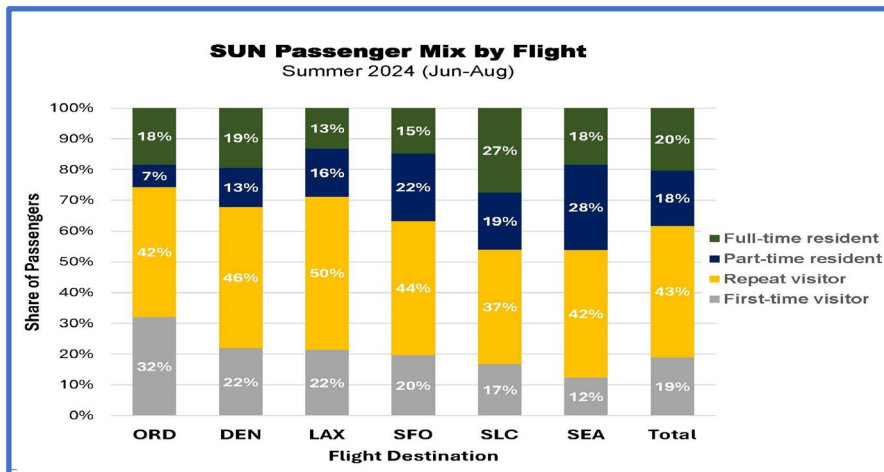
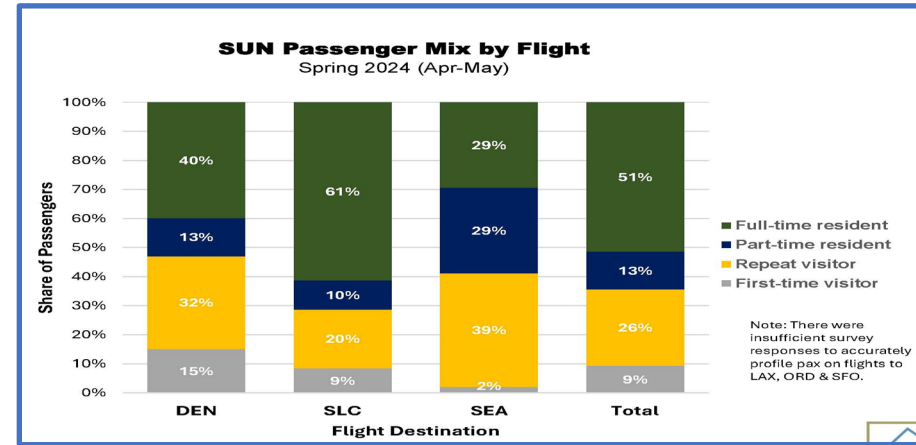
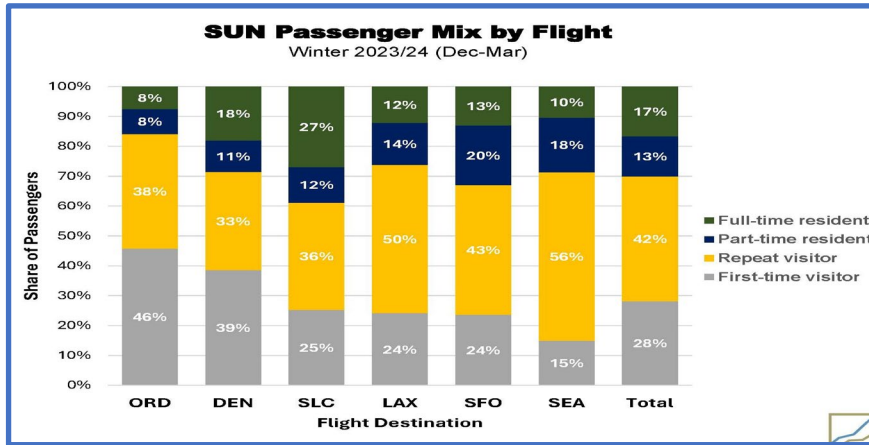
Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.

SUN AIR PASSENGER SURVEY – SEASONAL SNAPSHOTS

SUN Passenger Mix by Flight Route

(Surveys conducted via SUN airport WIFI, data compiled by RRC Associates)

Note: Fall 2024 ORD flight only ran for a few days in September; fall survey size was limited due to SUN WIFI issues





**THANK YOU FOR
YOUR SUPPORT**

QUESTIONS?