



News Release

Ketchum, Sun Valley Agree on Marketing Contributions

Tentative Plan Calls for Return to 2010 Levels

Ketchum and Sun Valley contributions to the Sun Valley Marketing Alliance budget will be restored to approximately \$800,000 annually — the original goal set in 2010 under a tentative agreement reached by Ketchum and Sun Valley officials.

The agreement, announced today by Ketchum Mayor Nina Jonas and Sun Valley Mayor Dewayne Briscoe, is subject to approval by the city councils of the respective communities.

The plan calls for Ketchum to contribute \$450,000 and Sun Valley, \$350,000. This is approximately 25 percent of each city's receipts from the local option tax. Local option sales taxes are levied on such items as hotel rooms, restaurant purchases and retail sales other than groceries.

"This is a new era of cooperation," Briscoe said.

"Mayor Briscoe proposed that the two subcommittees get together at my inauguration in January, and I thought it was a wonderful suggestion," Jonas said. "The conversation was very respectful and polite, and I appreciate his taking the initiative."

The agreement was reached at a meeting of the Sun Valley/Ketchum subcommittee on marketing. Those present from Sun Valley were Briscoe, City Council President Keith Saks and council member Franz Suhadolnik. Attending from Ketchum were Jonas, Council President Michael David and council member Jim Slanetz.

It is expected to go before the city councils this summer when budgets for the coming year are presented.

The local economy also should benefit from the new 1 percent LOT for air service in Ketchum, Sun Valley and Hailey, Jonas said. The tax is expected to fund development and marketing of commercial airline flights serving the Wood River Valley. United Airlines began seasonal service from San Francisco this past winter, and will add Denver service in July.

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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.

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