

AGENDA ITEM SUMMARY

DATE: 09/15/2014 DEPARTMENT: Admin DEPT. HEAD SIGNATURE: HD

SUBJECT:

Hailey Chamber of Commerce presentation of FY2015 budget, and quarterly financial report for 3rd quarter of 2014, April through July.

AUTHORITY: ID Code _____ IAR _____ City Ordinance/Code _____
(IF APPLICABLE)

2014 Contract for Services with Hailey Chamber of Commerce.

BACKGROUND/SUMMARY OF ALTERNATIVES CONSIDERED:

On November 18, 2013 the City of Hailey entered into a contract for services with the Hailey Chamber of Commerce which requires the Chamber to submit to the City:

1. quarterly reports
2. monthly reports, from which monthly payment is made to the Chamber. These reports are submitted to the council each month with the Treasurer's report.

The Chamber has also developed a 2015 budget based on the city's funding of \$61,000 in LOT and their membership fees and grants, which will be presented to the council.

FISCAL IMPACT / PROJECT FINANCIAL ANALYSIS:

Budget Line Item # _____	YTD Line Item Balance \$ 61,000 _____
Estimated Hours Spent to Date: _____	Estimated Completion Date: _____
Staff Contact: _____	Phone # _____
Comments:	

ACKNOWLEDGEMENT BY OTHER AFFECTED CITY DEPARTMENTS: (IF APPLICABLE)

___ City Attorney	___ Finance	___ Licensing	___ Administrator
___ Library	___ Community Development	___ P&Z Commission	___ Building
___ Police	___ Fire Department	___ Engineer	___ W/WW
___ Streets	___ Parks	___ Public Works	___ Mayor

RECOMMENDATION FROM APPLICABLE DEPARTMENT HEAD:

No Action required

ACTION OF THE CITY COUNCIL:

Date _____

City Clerk _____

FOLLOW-UP:

*Ord./Res./Agrmt./Order Originals: Record
Copies (all info.):

*Additional/Exceptional Originals to: _____
Copies (AIS only)

Hailey Chamber of Commerce
Quarterly Report
April 1st – June 30th 2014

Financial Status

As of the end of the second quarter, total regular and other income was \$102,995, payroll and expenses were \$85,142 netting a balance of \$17,853. The Chamber is monitoring the budget closely to ensure compliance with state and local funding as well as Chamber secured funds. As expected, the third quarter dipped into the prior quarter's net revenue due to the expense of spring and upcoming summer events.

The Chamber prepared and submitted a proposal to City Council requesting supporting funds for local events. In addition, the Chamber is seeking other revenue streams to help support the expenses of the Chamber.

Transition

Training for the 4th of July is almost complete. Other event support and planning is ongoing. The Chamber normal business hours are 9am to 5pm Monday through Friday. However please be aware on occasion we must close the office during these hours to attend off-site meetings.

Visitor Services

As of the end of the third quarter, the Chamber provided visitors support services to a total of 1,682 individuals (1,009 individuals to the Hailey Welcome Center and 673 phone inquiries). Services included providing maps, directions, event information, referrals to local businesses, and relocation information. For the same period, we had 32,045 website visits, 606,014 website hits and 1,323,522 Facebook visits.

Membership

As of the end of June, 12 members have renewed or joined the Chamber, resulting in gross revenue for the quarter of \$1,814 and a total YTD of \$42,496

The Chamber continues to hold Wake Up Hailey (WUH) and Business After Hours (BAH) events monthly with an average attendance at WUH's of 20 - 30 and at BAH's of 100-150.

The Chamber has partnered with the Weekly Sun to prepare a feature of one business one or two times per month to shed new light on both new and established businesses. This has been well received by the business community and provided exposure for businesses at a low cost to the chamber. The Chamber writes the business reviews and provides the photographs to be used.

Events and Programs

The Hailey Chamber works year round on event promotion and creation. Creating and maintaining events is an integral part of keeping business in Hailey thriving. The following events took place during the third quarter with the aid and support of the Hailey Chamber. This support can include social media marketing, radio and print advertising, additions to Chamber event calendar, television advertising, posters and banners.

Easter Bunny Visit April 12th
ArborFest May 10th
Fiddlers Inc State Championships May 17th
Summerfest – Kids Carnival June 6th
Idaho British Car Club Tour 2014 June 20th
Sheeptown Drags Races June 26th
4th of July Fundraiser at SV Brewery June 26th

Community Support and Projects

The Chamber was involved in multiple projects related to improving our business, economy and community life in Hailey. In the last quarter we participated in: Do the Right Thing program which encourages students of any and all ages to show acts of kindness.

Marketing and Public Relations

Chamber Bucks Program

Chamber Bucks sales were \$4865 for the quarter, and redemptions totaled \$3055. This program is designed to help promote shopping locally.

Newhoff Communications (Television Channel KMVT)

KSVT continues to work with the Chamber to produce and air PSA's giving Hailey a visual presence in Twin Falls. Some of the Events include:

ArborFest May 10th

The Hailey Chamber partnered with The City of Hailey to promote the 3rd annual ArborFest to bring the community together to celebrate trees and earth. ArborFest is becoming Hailey's signature spring event, bringing the community together for some fun, education, and competition. Approximately 350 people attended the event. The Chamber facilitated the marketing efforts as follows:

2 Press Releases	3 Newspaper Ads:
PSA's on KSVT 3 ½ weeks	Promotion on KSVT's "Rise and Shine" program April 18 th
New over the road banner	Flyers prepared for the elementary schools
60 Posters place throughout WRV	
10 Facebook Posts total reach 4,525, post clicks 1,003 and 155 likes	
Radio Advertising on Rich Broadcasting and Locally Owned Radio	

Both the Idaho Mountain Express and the Weekly Sun printed newspaper articles following the event.

My sincere apologies for not having time to provide specific information of each event as presented under Arborfest. Going forward this report will be modified to facilitate efficient tracking and reporting of events statistics. This information for the third quarter events will be included in the fourth quarter report. The events include:

Fiddlers Inc State Championships May 17th
Summerfest – Kids Carnival June 6th
Idaho British Car Club Tour 2014 June 20th

Sheeptown Drags Races June 26th
4th of July Fundraiser at SV Brewery June 26th

Public Relations

In the fourth quarter, our public relations will focus on getting exposure in local and national publications for our late summer and fall events. We will concentrate on getting Hailey more publicity via press releases and interviews and FAMs. The 4th of July Crit will be part of the Nationals weekend with Ride Sun Valley again this year and will be a great anchor to get us more publicity for our 4th of July schedule. Events scheduled to be included are:

4th of July Days of the Old West Celebration
Smithsonian "Hometown Teams" Traveling Exhibit
Sawtooth Rangers' Rodeo
Northern Rockies Music Festival
Ride Idaho bicycle tour 2014
Mexican Bull Riding

Social Media, Marketing and Web

We will continue to run ads promoting the Hailey Chamber website on Facebook. Going forward we will be adding some informational pages on our site to increase our search engine results. We will also research the cost to add ecommerce to the website to enable payment processing for renewing and new members, sponsors, individual donators and Chamberbucks. We have added a Press Release page for media use and are working on adding Images and articles pages. We are also looking to move the website to a new more efficient platform.

In Summary, during the third quarter, the Chamber was instrumental in promoting the Hailey area and thrilled to be doing so.

Respectfully Submitted,

Pat Bowton
Office Manager
Hailey Chamber of Commerce

Heather Dawson

Subject: FW: 2014-2015 Budget and Format

From: Pat Bowton [<mailto:pat@haileyidaho.com>]

Sent: Tuesday, August 26, 2014 12:37 PM

To: Heather Dawson

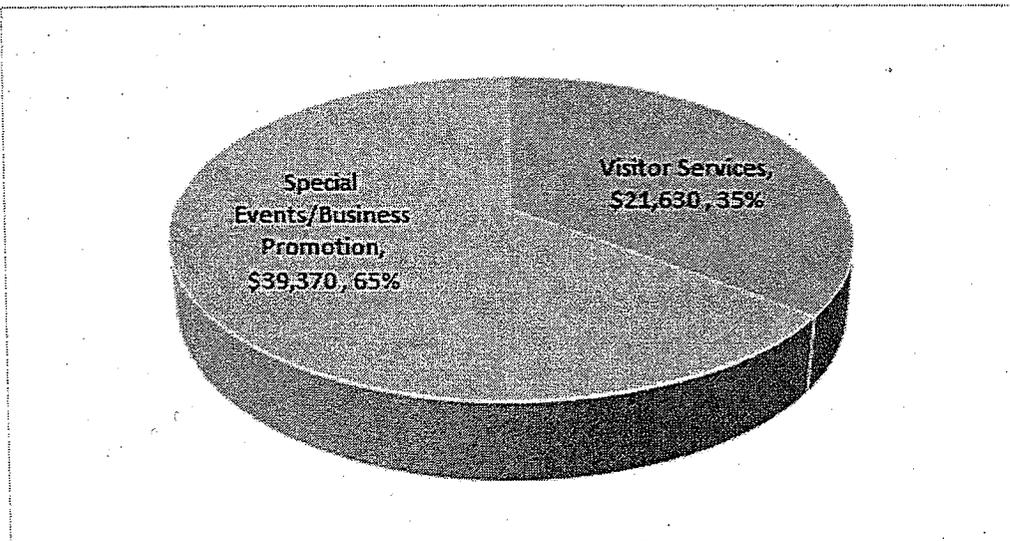
Subject: 2014-2015 Budget and Format

Hi Heather,

Below is a revised budget we would like to use beginning with the new fiscal year. If you have any questions, please let me know.

Thanks,

Visitor Services	\$ 21,630	35%
Special Events/Business Promotion	\$ 39,370	65%
	61,000	100%



Pat Bowton, CAPP, FPC
Office Manager/Event Coordinator
Hailey Chamber of Commerce

