

## MEMO

**DATE:** October 21, 2009  
**TO:** Mayor and City Council  
**FROM:** Hailey Parks & Lands Board  
**RE:** **Hailey Rodeo Grounds Master Plan (Wertheimer Park)**

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The Hailey Parks & Lands Board has been working with Hailey Ice for several years to find a permanent site for an ice rink built on a refrigerated concrete slab. Since 2008, the Board has been working with Hailey Ice, the Sawtooth Rangers, skateboarders and other community volunteers to develop a Master Plan for the rodeo grounds that would provide a site for the ice rink, allow an expansion to the skatepark for street skate elements, and allow the 4<sup>th</sup> of July Rodeo event to continue. The Master Plan contains other recreational and compatible elements including restrooms, a visitor's center or kiosk, picnic areas, and an improved entrance to our community.

In May of this year, the Council approved a contract to engage Nick Latham and Michael Bulls of Ruscitto/Latham/Blanton to work with the P&L Board and the other groups to develop a Plan to meet the identified goals. At the Council Meeting held July 20, 2009, the Council heard a presentation from Nick and Michael on the preferred Rodeo Grounds Master Plan layout, as recommended by the Parks & Lands Board. However, there were some issues that remained unresolved at that time.

Since then, progress has been made to resolve these issues:

1. Adequate parking for the participants of the 4<sup>th</sup> of July rodeo events  
Mayor Davis facilitated an agreement with the Blaine County School District to allow parking of the participants' horse trailer rigs on paved areas of the Hailey Elementary School property. The Sawtooth Rangers have reviewed the proposal, and feel that it will address their current needs.
2. Formalization of the City's support for improvements to the property.  
Both Hailey Ice and Sawtooth Ranger volunteers had been somewhat uneasy with the city's political process and commitment to the eventual construction of the Master Plan. In August, Council Resolution 08-09 was adopted by the Mayor and Council, which clearly states the city's committed support to the recreational improvements to the rodeo grounds.
3. Historic Survey of the arena  
In 2008, the Hailey Historic Preservation Committee had applied for and received a grant to conduct a Historic Survey to document the rodeo arena and its history. In August 2009, the Committee received the completed survey as completed by the Idaho Historic Commission. The survey revealed that the story of the arena is a familiar one – volunteers in the community saw a need for a recreational facility and the whole town pitched in and built it (which is exactly what we all hope the outcome will be for this current process). In addition, Heather Dawson and Tracy Anderson found a "Preserve America" grant opportunity that would enable us to create a museum exhibit of the arena and surrounding properties, using the documents and photos discovered in the survey. This exhibit could be mounted inside a visitor's center

component of the new arena, as well as installed and integrated throughout the entire site. The Historic Preservation Committee reviewed the Master Plan for the rodeo grounds at their September meeting; they gave their endorsement, based in part because the traditional theme of community involvement will be continued to be celebrated and documented.

4. Ownership of the First Avenue right-of-way portion of the property remains unresolved.

### **Summary of the Master Plan as it currently proposed, with Parks & Lands Board Recommendations:**

#### **1. Current plan includes:**

##### a. Ice Rink

A refrigerated concrete slab for a hockey rink, including mechanical, storage and zamboni space. Future plans include a roof over the ice, which would also add locker rooms and restrooms. The facility would be ice from November through April, and available the rest of the time for other uses, such as Springfest, Farmer Markets, or vendors for the 4<sup>th</sup> of July Rodeo.

##### b. Multi-Use Outdoor Event Arena

An outdoor multi-use arena built to rodeo dimensions, with a grandstand and seating for 3000, and space for temporary pens and chutes. Other than when being used for the 4<sup>th</sup> of July Rodeo, the arena would be available for concerts and other events.

##### c. Skate Plaza

An expansion to the current skatepark that will provide street skate elements, such as rails, stairs and railings. The plaza includes green space for friends and picnics.

##### d. Visitors' Center

A visitor's center space, office or simply a kiosk to welcome visitors to Hailey.

##### e. Display/exhibit of history of property

A museum-quality exhibit or display of the history of the rodeo arena and Wertheimer Park property. The exhibits or display could be integrated into the visitors center as well as integrated into the rest of the property.

##### f. Public art elements

As most of the projects will be public works projects, the city's 1% for Art ordinance will provide funding for public elements to be integrated into the improvements. The Hailey Arts Commission will be more involved as design details are developed.

##### g. Improved parking, green space and community entrance

The parking layout shown provides enough parking spaces for routine use of the skatepark, ice rink and visitors center. However, parking is not intended to accommodate attendees to special events, including the rodeo; the Parks & Lands Board recommends using shuttles and encouraging other means of transportation for special events.

With the permission of the School District to use paved portions of the Hailey Elementary School campus, the Sawtooth Rangers are now reasonably assured that there is enough parking to accommodate their horse trailers and rigs during the 4<sup>th</sup> of July rodeo events.

The property and arena are located at what many consider to be the real entrance to Hailey. Currently, the plans provide improved pedestrian circulation, street trees and an improved entrance at the Main Street intersection.

Improvements to the entrance will certainly impact the Snow Bunny's parking and entrance, although efforts have been made to minimize those impacts.

## **2. Construction Phasing**

- a. The Parks & Lands Board strongly recommends that both the ice facility and the arena be built at the same time to avoid disruption to the rodeo event. However, the P&L Board recognizes that the ice facility has its funding and the arena does not.
- b. Construction of the rink will require removal of the west wall of the arena. The Parks & Lands Board strongly recommends that the rink and arena be constructed at the same time, and in a manner that will not interfere with the 4<sup>th</sup> of July Rodeo.
- c. The goals are to begin work on the ice rink July 5<sup>th</sup>, 2010 and complete it in time for use winter 2010; to finish the arena in time for 2011 4<sup>th</sup> of July Rodeo; to construct the skate plaza summer 2010; and, to finish parking and landscape improvements 2011.
- d. Construction phasing will also depend on funds available.

## **3. Ownership & Management**

The P&L Board recommends that all facilities be given to the city to manage and maintain on behalf of the community. Long-term (ten to twenty years) contracts or agreements with both Hailey Ice and Sawtooth Rangers would reserve their use of the facilities for the times that they need, leaving the facilities otherwise available for general public use, such as markets, fairs, shows, concerts and other events.

- a. Skate plaza  
The Hailey Skatepark is owned, maintained and managed by the city. Design and construction of the skate plaza will be a public works project, and the completed plaza, an extension to the existing skatepark, will continue to be maintained and managed by the city.
- b. Hailey Ice Rink  
Hailey Ice, Inc. intends to construct the rink with their own funds and resources, then give the facility to the city to maintain and manage. Hailey Ice would manage the facility in the winter, and the city would manage it the rest of the time.
- c. Multi-Use Arena  
The arena will also be a public works project. The Sawtooth Rangers would like a long-term agreement with the city that guarantees their use of the facility for the 4<sup>th</sup> of July Rodeo events; the city will manage the uses the rest of the time.

#### **4. Funding**

Hailey Ice has the funds to construct the slab, but does not have the funds for the roof. They feel confident that once they begin construction on the slab, they will be able to raise the additional funds within a relatively short time frame.

Until now, the Sawtooth Rangers have been unable to commit to fundraising for an arena without a clear commitment from the city as to the Rangers' participation in the future use of the property.

The Parks & Lands Board supports Hailey Ice's suggestion that fundraising be a collaborative effort between Hailey Ice (for a roof) and others for a new multi-use Hailey Arena, with the city making a considerable financial investment. The Board suggests marketing this as the multi-use Hailey Arena, rather than the new Rodeo Arena, as the Citizen Satisfaction Survey clearly showed support for a multi-use arena. The Board also suggests that the Hailey Parks Foundation, a partner with the city in other projects, as the best entity to manage charitable contributions for the projects that are not those of Hailey Ice.

At this time, a fundraising committee is being formed, coordinated by Becki Keefer and directly supervised by Heather Dawson, City Administrator.

a. Fundraising partners and plan

The initial intent is to ask the community for financial donations over the next six months, using the Hailey Parks Foundation to hold the funds and manage receipts, and using the resources of the Sawtooth Rangers, Hailey Parks Foundation, skateboarders, Hailey Arts Commission, and other community volunteers to include as many interests as possible.

b. City Capital improvement Funds

The city has committed about \$100,000 in this year's budget to cover costs of the plan, including the architect's fees and the cost of a survey of the property.

c. Recreation Bond on ballot May 2010

Depending on the fundraising efforts over the next few months, we may want to consider funding the improvements with a levy or bond, which would need to be approved by the voters.

#### **What we need from the Council:**

- a. Resolution to adopt the Master Plan, generally as depicted
- b. General approval for funding direction



## Blaine County School District #61

118 West Bullion Street – Hailey, Idaho 83333

[www.blaineschools.org](http://www.blaineschools.org)

Phone (208) 578-5000 – Fax (208) 578-5110

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September 8, 2009

Mayor Rick Davis  
City of Hailey  
115 So. Main Street  
Hailey, ID 83333

Dear Mayor Davis;

Over the past years, the Blaine County School District has allowed several events to take place on the Hailey Elementary site including the Fourth of July Rodeo. The Nelson Little League tournament draws many out of town people who camp with both tents and trailers on the Hailey Elementary site.

The School District will allow the activity of parking vehicles on the play areas itself to continue into the future. We will mark the sprinkler main lines as we have done so in the past as to alleviate as much damage to the sprinklers as possible. We would request that all trucks and trailers be parked on the rodeo grounds as much as possible. In the event that overflow parking is needed, the Hailey Elementary parking lot would also be available for parking horse trailers, camp trailers, etc. The School District would also like to keep horses off the Nelson fields as we have done so in the past just to keep the damage to the turf areas at a minimum.

We look forward to continuing the relationship we have developed over the past several years and realize how much more all of us can get accomplished by working together.

Respectfully Yours,

Mike Chatterton  
Business Manager

**CITY OF HAILEY**  
**RESOLUTION NUMBER 2009 - 14**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HAILEY, IDAHO, EXPRESSING SUPPORT OF THE USE OF CITY PROPERTY KNOWN AS THE WERTHEIMER PROPERTY FOR RECREATIONAL USES IN THE TRADITION OF ITS HISTORICAL USES, INCLUDING THE CONTINUATION OF THE ANNUAL HAILEY RODEO EVENT DURING THE JULY 4 HOLIDAY, CONTINUED SKATEPARK USES, THE EXPANSION OF THESE TRADITIONAL USES AS WELL AS EXPANSION INTO WINTER RECREATIONAL USES THROUGH THE ESTABLISHMENT OF A HAILEY ICE FACILITY UPON THE PROPERTY.**

WHEREAS, the City of Hailey owns the "Rodeo Grounds" property, and the City fully understands the cultural and economic importance of maintaining the rodeo and rodeo grounds as part of Hailey's historical heritage, and

WHEREAS, in a March 2007 Strategic Planning and Goal Setting Meeting, the Hailey City Council prioritized as its top priority retention of historical uses upon the Wertheimer property and improvements to the existing rodeo grounds facility in conjunction with multiple, complimentary uses, in order to preserve community character and provide viable public multi-use event facilities, and

WHEREAS, the in a January 2008 City of Hailey Citizen Survey, residents and businesses of Hailey ranked improvements to the Rodeo Grounds, including a multi-use event arena, as their highest rated public improvement project, and

WHEREAS, the Hailey Mayor & City Council have committed to providing a permanent site for the Hailey Ice Rink, and are exploring the viability of locating the rink at the Rodeo Grounds, and

WHEREAS, the Hailey Mayor and City Council have begun the process of a master plan for the site, working with the Hailey Parks & Lands Board, the Sawtooth Rangers, Hailey Ice and skateboard park enthusiasts, and

WHEREAS, the Hailey Mayor and City Council wish to formally ratify and confirm their support of continuing the tradition of the July 4<sup>th</sup> Rodeo Event;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF HAILEY that the Hailey Mayor and City Council recognize that the traditional uses of the Wertheimer Property, including the annual 4<sup>th</sup> of July Rodeo Event and the Hailey Skatepark is valued by the community, has become a tradition that represents our heritage, and that every effort will be made to continue and expand these uses as well as to add a recreational component for winter uses, including but not limited to an ice rink, that are in the same spirit of that property's heritage, including community gathering, competitive events, and outdoor recreation in keeping with a western mountain town.

Passed this 24<sup>th</sup> day of October, 2009.

# Madeline Buckendorf Consulting, LLC

Document Research  
Environmental History  
Historic Preservation

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Caldwell, ID 83605  
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## INVOICE

**TO:** The City of Hailey  
**FR:** Madeline Buckendorf Consulting, LLC  
**RE:** Intensive Survey for Hailey Historic Preservation Commission  
**DA:** August 28, 2009

AUG 31 2009

FILE

The City of Hailey owes Madeline Buckendorf Consulting, LLC, **\$2,500** for professional services rendered for the Hailey Historic Preservation Commission (HHPC). These services were outlined in Buckendorf's "Proposed Scope of Work" submitted to the HHPC in January 2009.

### This invoice covers the following:

Preparation and completion of an intensive-level survey and historic documentation of Hailey Rodeo Grounds, 791 S. Main Street.

### End Products:

- One digital copy and two paper copies of the Intensive Level Survey form (one for the SHPO, Hailey HPC)
- One labeled sets of archival quality (Digital TIFF, black and white) photographs, three CDs of digital images (both black-and-white and color), and photo logs;
- Two copies of a USGS map with the properties marked on it and site sketch maps (not to scale);
- Copies of two historic newspaper articles, and excerpts from others.

**NOTE: One hard copy and one CD of the IHSI site form and all related attachments will be hand-delivered to Ann Swanson of the Idaho SHPO on August 31, 2009. She will also receive three CD's of digital images (black and white and color) of the Hailey Rodeo Grounds.**

### Costs:

The total budget for both the preparation of the intensive-level survey includes the following items: research, writing, mileage, lodging, per diem, photocopies, maps, discs, and other indirect costs such as equipment use, liability insurance, telephone, and supplies. **Total Cost for Intensive-level Survey form: \$2,500.**

Signed: \_\_\_\_\_

*Madeline Buckendorf*  
Madeline Buckendorf  
SS#: 519-66-5819

Date: \_\_\_\_\_

*8/28/09*

# IDAHO HISTORIC SITES INVENTORY FORM - ATTACHMENT

PROPERTY NAME Hailey Rodeo Grounds IHSI# H-01-09  
 FIELD# H-01-09 COMMENTS: COUNTY NAME Blaine

The Hailey Rodeo Grounds consist of an arena with attached animal pens and two small buildings that function as ticket booths. The arena's walls are constructed in a palisade form, with wood posts and beams clad with vertical wood batten siding approximately 10' in height. A partial concrete-slab foundation is located on the northeast side of the arena.

Features of the arena include an enclosed office, wood and metal bleachers, wood-frame refreshment stand, wood-frame announcer's booth, wood and metal gates, metal squeeze chutes (for roping events), six metal bucking chutes, a metal loading chute, metal stock pens, and wood and metal stairways.

The arena's circumference is approximately 930'. The arena floor is loose dirt, with gravel on the walkways both inside and outside the structure. The wood-frame bleacher seating areas vary in numbers of rows from 6 to 12 on the north side and 9 rows on the east side. On the northeast side of the arena, the palisade walls have been extended ten feet higher and topped with three rows of horizontal boards to accommodate 12 rows of bleacher seating.

On the arena's east end, an attached row of metal bucking chutes form part of the enclosure. Located north of the bucking chutes is a seating area for the riders. North of the seating area are several metal pole pens and passageways connecting to the bucking chutes. At the northwest corner of stock pens is a metal loading chute for the stock. Topping the bucking chutes and rider seating area are five rows of wood bleachers. A wood-frame announcer's booth is elevated above the bleachers.

At the arena's west end is a large gateway. On the south side of the gateway is a metal squeeze chute used for roping events. Attached to the squeeze chute is another squeeze chute leading into metal pens. A large metal gate closes off the gateway into the arena. The metal pens have gates that are held closed by horseshoes tied to metal wire.

The two ticket booths are one-story, wood-frame buildings mounted on wood skids. Their original construction dates to 1948. The buildings are topped with metal-clad shed roofs and their walls are covered with plywood siding. Both have the same dimensions of approximately 6' x 8'. The buildings are enclosed except for narrow doorways into one of the lateral elevations, and two small window-like openings covered with chain-link panels on each of their front facades. Ticket counters are located below the chain-link panels.

The arena, all its wood features, and the two ticket booths are painted white with red and blue trim. The metal pole gates and pens are all painted green. The arena's exterior walls are covered with large paintings depicting various aspects of rodeo events—bronc riding, calf roping, barrel racing, and rodeo clowns. On the street-facing side of the arena, the following is painted: "Welcome to Hailey...Days of the Old West Rodeo...Home of the Sawtooth Rangers Since 1947.

As is the case with most rodeo arenas, the structure has received hard use over the years. The arena's board walls, wood and metal fences, bucking chutes, and bleacher seats have be rebuilt or replaced a few times. The metal loading chute was added to the stock pens in the 1970s. When a portion of the grandstand was blown down in 1982, the original bleachers were replaced with metal frames and wood bleacher seats. The metal frames were built by a Hailey High School shop class, with metal provided by the Sawtooth Rangers. A partial roof on the arena was not replaced. The squeeze chute and pens were moved from the east end to the west end of the arena. Despite these changes, the arena has retained much of its original massing and appearance.

**Statement of Significance:**  
 The Hailey Rodeo Grounds is locally significant under Criterion A, for its role in recreation and entertainment in Blaine County, as well as its role in the community development of Hailey. The structures that function for the rodeo reflect the area's longtime ranching history and nostalgia for "cowboy" traditions. It also exemplifies the role rodeo activities played in community development of Hailey during the twentieth century.

European-American settlement in the Wood River Valley was caused by the 1880's lead and silver discoveries in the surrounding hills and mountains. Agricultural development concurrently filled the rich bottomlands of the river valley. Timber, Homestead, and Desert Land Entry claims were filed as early as 1879 near the present-day locations of Timmerman Hill, Bellevue, Hailey, and Ketchum. Louis Dittoe, former Alturas County Assessor, brought cattle into the Wood River Valley as early as 1883 and sold them to local settlers. The proximity of extensive grazing lands nearby caused livestock raising to become an economic mainstay in the valley. The extreme winter of 1889-1890 decimated several large cattle herds in the area, and some local ranchers turned to raising hardy sheep as their main livestock.

Former territorial congressman and famed stage owner John Hailey claimed several tracts of public land in the Wood River Valley. He had helped move army troops through the area during the Bannock Indian War of 1878, and moved there after 1880. Following the 1880's lead and silver booms in the Wood River Valley, Hailey planned to turn one of his public land claims into a townsite. He formed the Hailey Town Company with three other neighbors, including William T. Riley, Eben S. Chase and J. H. Boomer. They had all filed land claims near Hailey's Desert Entry claim. The Hailey townsite was officially platted in 1881.

By the summer of 1882, John Hailey and his business partners sold most of the Hailey lots and blocks to the Idaho-Oregon Land Improvement Company. The Idaho-Oregon Land Improvement Company (IOLC) was a subsidiary of the Union Pacific Railroad. That year a branch of the Oregon Short Line Railroad (also a subsidiary of the Union Pacific) was extended north of Shoshone to Hailey. Hailey became an important supply center and shipping point for area mining and ranching operations.

William T. Riley remained in Hailey until the early 1900s. Riley, a former grocer, had moved to the Wood River Valley from Kelson, Utah, in 1881. He and John Tracy started a drug store in a tent on the corner of Bullion and Main streets by 1883, and he built his home on the corner of Second and Bullion streets (directly across the street from the home of his former business partner, Eben S. Chase). The 1900 census listed Riley's occupation as "real estate agent". By 1905, he had

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business partner, Eben S. Chase). The 1900 census listed Riley's occupation as "real estate agent." By 1905, he had deeded to the Village of Hailey the southern and easternmost portions of the present-day rodeo grounds for \$50. Two years earlier, Mrs. Nancy M. (Sylvester) Tucker had deeded the main portion of the present-day rodeo grounds and school sports field to the town for \$100. Both Tucker and Riley had moved from the Wood River Valley by 1910.

Hailey civic leaders used the deeded property for a park (called Wertheimer Park), racetrack, and ball field over the next decades. In 1947, the Sawtooth Rangers riding club was formed, and its members made plans to put on a small rodeo near the ball field. Sun Valley resort owners had hosted annual rodeos since 1937, but the ended sponsorship of the event that year. Sawtooth Ranger's club members recruited students from Hailey High School's shop class to dig postholes, and wire mesh was hung to form a makeshift corral. The event was successful enough to inspire the club to develop a leasing arrangement with Hailey city leaders and construct a more permanent structure.

In September of 1948, The Hailey Times newspaper ran an article and photo of the Sawtooth Rangers breaking ground for a new rodeo arena. The club members bought lumber from a local sawmill and worked on Sundays to erect the structure. They hauled bleachers from the from the old Bellevue race track and the Nampa Stampede grounds (approximately 175 miles west of Hailey) to the new location. The bucking chutes came from the former Sun Valley rodeo grounds. Wives of club members provided a lunch on site on Sundays, so that work could continue all day. The Hillside Ranch of Gannett, owned by a Mr. Hutchinson and Mr. Evans, supplied rodeo stock for the upcoming event. The local newspaper donated \$25 towards the arena's construction and encouraged other community members to do the same. When the new "Wood River Roundup" was held on October 3, Hailey businesses and area residents had donated over \$770 towards the project.

The rodeo included several traditional rodeo competitions and preliminary events. A parade marked the grand entry into the arena, followed by a short dedication of the new rodeo grounds. A rodeo queen was picked out of six area contestants who demonstrated their horsemanship. There were also the usual events, including bareback riding, calf roping, saddle bronc riding, and bull riding (the first year the bulls were actually Brahma cows). A wild cow-milking contest provided further entertainment for the crowd. A front-page article of The Hailey Times pronounced it "a very successful event," with the arena "filled to capacity" for the two and one-half hour program. The newspaper was also pleased to report that no one was hurt during the rodeo.

Soon after the October 3 event, the Sawtooth Rangers met to discuss developing a two-day rodeo to be held July 3 and 4 of 1949, coinciding with Hailey's annual Fourth of July parade. The club's treasurer reported that the club had net proceeds of \$519 in its treasury for improvements to the grounds.

The Hailey community planned a variety of activities around the 1949 rodeo and put extra effort into the annual Fourth of July parade. Over 30 floats were entered in the parade that year, causing The Hailey Times to call it the "finest in local history." A series of street races were also held, including a bicycle race, three-legged race, balloon race, egg race and potato race. The newspaper also reported that some of the nation's best rodeo stars came to the Hailey event.

The Hailey Times wrote a laudatory editorial after the 1949 rodeo and celebration, calling it "a success" and a "rekindling of enthusiasm [in Hailey] which had lay dormant for so many years." The editorial described the two-day event as "an example of what can be done when folks get in and work together," pointing to the special efforts made by the Sawtooth Rangers. The editorial went on to say: "[T]he Wood River valley has just demonstrated that here live the kind of folks who can put their shoulder to the wheel and really do a splendid job."

During the next ten years, the "Wood River Roundup" became sanctioned by the Professional Rodeo Cowboys Association, and its audience and events increased in size and number. Riding groups from nearby counties and from Utah participated in the 1958 Roundup. Professional animal acts and rodeo clowns were included in the program. The original \$25 prize money given to contestants at the 1948 contest had increased to several hundred dollars by the 1958 event. The Hailey Chamber of Commerce was involved in selling tickets, and a carnival and dance were held locally in conjunction with the rodeo and Fourth of July parade. By the 1960s, nationally known rodeo and screen stars, such as Slim Pickens, made appearances at Hailey. A contest was held to change the rodeo's name in 1970, and it was renamed "Days of the Old West Rodeo"--the name it is known by in the present day.

Throughout its history, the Sawtooth Rangers maintained the Hailey rodeo grounds with their own time and money. They rebuilt portions of the grandstands when they were blown down in a 1982 windstorm, and continually strived to maintain the authenticity of the Hailey rodeo experience. In the 1970s, when the Sawtooth Rangers could no longer afford to pay the expensive purses to professional cowboys, the club changed the rodeo to a semi-professional status. The rodeo grounds have also been used over the years as a practice area for local riders, and by 4-H members refining their stock handling skills. In recent years, Hailey has hosted a large arts-and-crafts fair nearby just before the annual rodeo.

Since the 1990s, the Hailey rodeo had drawn an annual crowd of 3,000 people to its events. Several other small rodeos in Blaine County have ceased operation over the years, making Hailey one of the few venues left in the region for this Western tradition. The Hailey rodeo grounds stand as a monument to Blaine County's early ranching heritage, as well as a reminder of cooperative community efforts that helped shape Hailey's history and development.

## SELECTED NEWSPAPER ARTICLES—HAILEY RODEO GROUNDS

Madeline Buckendorf

Summer 2009

### *The Hailey Times:*

9/9/1948, p. 1—"Riding Club Members Start Work on New Rodeo Arena" (photo). Seven member of club working on new rodeo area at ball bark. Goal of completing this fall a set of permanent rodeo corrals and arena for Hailey and vic. Number of club members-38. Members work on Sundays, & wives make lunch. Floyd W. Wilson-president; Anna Clark, Sec. Club member donated time and money. Newspaper gave a \$25 contribution.

9/16/48, p. 1—"Work Bee Planned Sunday to Help Build Rodeo Arena." Work day Sunday at rodeo grounds—looking for volunteers. Want to finish job before Oct. 1. Financial response has been excellent--have already received the following donations: Hailey Times, \$25; Ben Beecher, \$25; William Uhrig \$25; Wayne Clark \$25; A. T. Glenn, \$25; Floyd Wilson \$25; Walker Jewelry \$15; Joseph McFadden, \$10; George Allen \$10; Senate Club, 10; First Security Bank \$25; R. H. McCoy Agency \$15; R. R. Horne \$25; Neyman Chevrolet \$25.

9/23/09, p. 1—"Riding Club Make Plans to Hold Rodeo in Hailey Oct. 3." "A splendid response by the public was the answer Sunday to an appeal for help, and work on the new rodeo grounds made rapid progress. "Top-notch rodeo stock has been secured by king arrangements with the Hillside ranch of Gannett. They have a string of rodeo stock which is as fine as anything in the state." Tentative program—a grand entry, bareback riding, calf riding by boys or girls 16 or under, Brahma bull riding, saddle bronc riding, pony races, wild cow milking, 1/2 mile race, musical chairs, spud race, stake race and costume race. Good purses offered. Recent donations" Julio Astorquia \$50; Rupert House \$25, J. C. Penney \$25; Aukema Drug Co. \$15, Sawtooth Motors \$25.

9/30/48, p. 1—"New Arena Ready for Grand Entry Parade at 1:30 Sunday." Hailey will take on a festive air this weekend, first annual Wood River Roundup. Short dedication is being considered for Sunday. Several Rodeo queen contestants. Silver buckle will be given to best contestant. Donations of \$450. New contributions include: Bryles Pharmacy \$15; Francis Jones, Inc. \$25; Harold Buhler \$15; Anderson Bakery \$15; Lloyd Walker \$25; Hiawatha Hotel \$25; Gem Bar \$25; George Slates \$10; Liberty Theatre \$25; Standard Garage \$10; Floren Eiguezabel \$25; Pastime Club \$25.

10/7/48, p. 1—"Sunday Rodeo Attracts Big Crowd Here." "Ellis Johnson Wins Title of Best Cowboy." Newspaper described it as a "very successful event; newly-constructed rodeo grounds were filled to capacity—2 ½ hour event. No one was hurt. Ellis Johnson won the silver buckle and \$92.50 1<sup>st</sup> prize in bull riding, second place K. Hunt collected \$58.50. Third went to Bob Willie cash prize of \$39. Cliff Harris won the bareback riding contest, paid \$122.50. 2<sup>nd</sup> & 3<sup>rd</sup> a tie between Max Conner and Earl Elisner. Beverly Beecher of Gannet won the pony race. ½ mile Ray Daffin of Hailey. Calf riding- Howard Robinson, \$122.50. 2<sup>nd</sup> Rex Pepper, and third to Ray Seal. Bull riding—actually Brahma Cows. Ray Seal won wild cow milking contest.

## SELECTED NEWSPAPER ARTICLES—HAILEY RODEO GROUNDS, P. 2:

10/7/48, p. 1--"Riding Club Offers Thanks to All Who Supported Rodeo." "We of the Sawtooth Rangers Riding Club are pleased because we the public was please and enjoyed our first rodeo ....Fortunate to have in Blaine county...Mr. Hutchison and Evans, who recently purchased the large Buller acreage at Gannett, who furnished the stock.... Rhonda Hunt, Carey (male) was the announcer. Didn't make much money. Concessions-\$289. 1200 to 1300 attended the show. New donations: L. E. Outzs \$10; Ernest Teagarden \$10; Sawtooth Lodge \$10; Otis Chaumell \$25; Bill Brooks \$5; Fred Allen \$5; L. A. Stevens \$10; James Seagraves \$15; T. U Williams \$20.

Same date and page—Rodeo Queen of first Rodeo—Twila Mecham of Carey; 2<sup>nd</sup> Betty Jean Clark of Bellevue.

10/14/48, p. 1—"Riding Club Plan Rodeo for July 3-4." Club meeting; Floyd Wilson elected President; Walter Stewart vice president; Mrs. Wayne Clark sec-treas.; Rupert House-drill captain. Executive Committee includes Mrs. Oscar Heckert, Mrs. W. H. Uhrig and Mrs. Walter Stewart. Plans being made to stage a 2-day rodeo July 3 & 4. Use the same rodeo stock. Gates receipts for October rodeo totaled \$1,320.35; additional profit of \$289.30 from refreshments stand. Community gave \$770. Club had \$519 in the treasury. B. P. Thamm donated \$10. Bleacher seats and other improvements planned.

7/7/1949, p.1—"Monday Parade Praised as 'Finest in Local History'." [Photos of at least 30 floats.] "Outstanding Rodeo Pleases Crowds at Big Two-Day Show." Held at Wertheimer Park. Some of the best cowboys in the nation there. Specialty acts. Light crowd on Sunday, big crowd on Monday. "Miss Wanda Cole Chosen 1950 Queen." She was from Shoshone.

7/7/1949—"The Celebration Was A SUCCESS!" [Editorial]. 4<sup>th</sup> of July Celebration and rodeo " a fine Job of conducting"...no complaints. Six thousand people visited Hailey during the events. Sawtooth Rangers Riding Club, American Legion and Auxiliary worked together on it. All the floats in the parade. . "Rekindling of enthusiasm over the 4<sup>th</sup> of July parade. Called it "The Wood River Roundup."

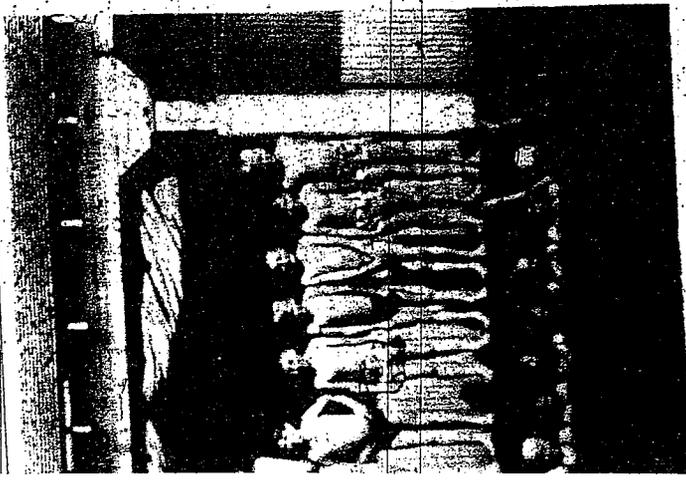
7/3/1958, p. 1—"Top Talent Arriving for Two-Day Roundup Action." Headquarters in the Beamer building. Weber County Sheriff's Posse from Ogden. Hailey chamber of commerce helping to sell tickets. Frontier Carnival setting up. Roundup Dance Friday night at Hailey High School gym. Ben Lozier and his Tune Twisters from Twin Falls will play. Jack Oakey of Ogden will be announcer. Rodeo Clowns were Wiley McCrea and Jack Curtis. Specialty Act—Beeswax Moore family with their comedy mule and educated dog acts. The Jerome Posse-ettes also will perform [photo].

School district No. 1 when the...  
 results were announced. They...  
 will replace Ben Patterson and I...  
 on the board.  
 who registered...  
 the fear of...  
 Maurice Heird, Mrs. Morgan U...  
 board and Robert Laylin.

**Bellevue Home Is Destroyed By Fire**  
 The home of Mr. and Mrs. Wal...  
 ter Tolman was totally destroyed...  
 by fire early Sunday morning...  
 Skippy John Brown, abesman...  
 address, Nancy Brown, who was in...  
 when and left...  
 bed in the house. All furniture was...  
 were removed but the stove. The house...  
 was insured.

...son of Mr. and...  
 Mrs. Orville Rowden, who has...  
 served in the navy for three years...  
 the above ship. Received his honorable discharge...  
 Sept. 2, at Jacksonville, Florida...  
 and arrived home Tuesday morn...  
 ing.

**Campaign Is Again Successful**



...in the recent swimming campaign sponsored by...  
 conducted at the Haawatha Natatorium in...  
 Photo By The Hailey Times

business and Edith Edmiston, busi-  
 ness.  
 Paul Donahue plans to start his...  
 engineering course at Albion. John...  
 McManis will study business at...  
 Carroll College, Helena, Montana;  
 and Donald Reimers will take...  
 pre-dental course at College of...  
 Idaho at Caldwell.

Father Samson is attending...  
 business college in Boise, and...  
 Stella Rice and Alice Hewitt are...  
 enrolled in the Wood River Beauty...  
 School in Hialeah.  
 Already in the armed forces are...  
 Jack Smith, in the Marine corps...  
 and stationed at San Diego; and...  
 Fred Jenkins, Army Air Corps, and...  
 stationed at San Antonio, Texas.  
 Frank Resgle is employed at the...  
 Sawtooth Motor at present, but...  
 plans to enroll in the army.

Those employed at Sun Valley...  
 include Bob Thomas, Carroll Dis-  
 cher, Jerry Simpson and Shirley...  
 Eynon. Keith Shurtis is helping his...  
 father and Lloyd Deckard is work-  
 ing at...  
 (Continued on Page 10)

**'Round Town**

Untamed horses and slightly...  
 gentled riders will probably make...  
 the Carry-on-our-ropes rodeo this...  
 Saturday, September 11, much bet-  
 ter than professional shows...  
 Coach Bob Briggs caught the ball...  
 when he was working the ball...  
 against his Wolverine varsity...  
 Wendell and Sheslone papers...  
 please copy... Hadley didn't do...  
 right by our vice-president candi-  
 date in Idaho Falls; they gave him...  
 a shower of eggs and peaches...  
 might easily items too... this for...  
 the record. V-J day was lost...  
 Thursday. L. R. Schaefer writes...  
 group citizens' Pass, Oregon that...  
 he has read The Times for over...  
 40 years and learned the printing...  
 trade under T. E. Pientz's way...  
 back school. Next week we pro-  
 pose to give you a review of John...  
 Reinhardt's latest book, "Old Man...  
 It's a Boy," which came off the...  
 presses Sept. 5. If you get or...  
 hear a good "Round Town" item...  
 whisper the details to the editor...  
 but we don't want no fight in...  
 items... Which reminds us that...  
 Swede Anderson is wearing dark...  
 glasses (a clothline is hard to...  
 see in the dark you know)... And...  
 who is the popular local couple...  
 now on their second honeymoon?...  
 ... Hay fever can be contracted...  
 from flowers. If you don't believe...  
 us inquire at Senate Club and ask...  
 for J. W.

our big mines to come into exist-  
 ence. Here is an extract from the...  
 Wallace Miner which hits the nail...  
 on the head:  
 As recently as 25 years ago...  
 men of wealth were quite willing...  
 to back prospecting parties in the...  
 field or take a fling on mining...  
 properties brought to their atten-  
 tion, individually or in groups they...  
 would provide capital necessary...  
 for the development of likely look-  
 ing showings to the point where...  
 additional funds for equipment and...  
 operation were easy to raise.  
 Such men today, in high income...  
 (continued on page five)

Other single entrants were...  
 girls, hoboes, scarecrow and old...  
 fashioned dames and the Blaine...  
 county Safety Council and many...  
 others.  
 Following the parade, the crowd...  
 moved into the park and lin-  
 ed up for sandwiches and barbe-  
 cued meat. Some 4,500 sandwiches...  
 were handed out. Coffee was also...  
 served free to all.  
 The afternoon program began...  
 at 1:30 in the usual canopy plat-  
 form with bleacher seats arranged...  
 Ezra Carr expressed gratification...  
 of those in charge, and all com-  
 mittees for work and to those who...  
 arrived in Hailey Monday evening...  
 to make their home.

**Riding Club Members Start Work On New Rodeo Arena**



Above are shown seven members of the Saw-  
 tooth Ranges Riding Club who worked Sunday on...  
 the new rodeo arena at the ball park. The picture...  
 was taken at noon and many more showed up to...  
 help with the job before the day was over.  
 The club has launched a program of building...  
 with a goal of completing this fall a set of...  
 rodeo corral and arena for Hailey and vicin-  
 ity. This will make it possible to again invite and...  
 entertain the many people who are fond of coming...  
 to the wonderful Wood River valley.  
 Membership of the club is now 38 and work will...  
 go forward as fast as possible, with another work...  
 session scheduled for this Sunday, September 11.

Everyone interested is urged to turn out and the...  
 ladies of the club will furnish another fine lunch...  
 as they have done for the past two Sundays.  
 According to Floyd W. Wilson, president and...  
 Auna Clark, secretary, the club is attempting to...  
 finance this ambitious community project. Club...  
 members are donating their time and money; also...  
 if there are others in the community who would...  
 like to make a voluntary contribution for this...  
 worthy project, the club would be very glad to ac-  
 cept it. The Hailey Times would be happy to pub-  
 lish a list of contributions and will lead off by...  
 throwing \$25 into the rodeo grounds improvement...  
 fund. Photo by The Hailey Times

the Hailey Chamber of Commerce...  
 and the mining interests next Mon-  
 day, Sept. 13 for a luncheon meet-  
 ing at the Haawatha Hotel, it was...  
 announced this week.  
 Representatives of Chamber of...  
 Commerce groups from neighbor-  
 ing towns have been invited to at-  
 tend, as well as all persons in-  
 terested in art future development...  
 of the mineral resources of Wood...  
 River valley.

Mr. and Mrs. John Myers Jr.,...  
 and family of Louisville, Kentucky...  
 arrived in Hailey Monday evening...  
 to make their home.

The Hailey Times 9/9/1948

# THE HAILEY TIMES

An Independent Newspaper Published Every Thursday  
Only Newspaper in Blaine County — Established in 1881  
Entered in the postoffice at Hailey Idaho as second class matter  
under the act of March 8, 1879

BERWYN BURKE Editor and Publisher

SUBSCRIPTION RATES: \$3.00 per year in Idaho and \$3.50 out  
of Idaho; payable in advance.

## The Celebration Was A SUCCESS!

It is scarcely necessary for us to add our words of commendation for the fine job of conducting our Independence Day celebration and rodeo July 3 and 4, for so many nice words have already been said; but for the record, we would like to add a few more words.

If there was anyone disappointed in any phase of the two-day event, we have yet to hear any complaints. It is doubtful if any community ever held a celebration with such unanimous approval of how everything was conducted to the satisfaction of practically everyone. Out of the estimated six thousand persons who visited Hailey during the two days, there must have been at least one or two who kicked about something . . . there always is . . . yet so far we haven't heard anything but praise, praise and more praise.

The outstanding success of the event is an example of what can be done when folks get in and work together; and certainly every member of the Sawtooth Rangers Riding Club; American Legion and Auxiliary is entitled to feel a glow of pride in accomplishment. At the same time, we believe a word of praise should also go to many others who worked to make the event a success.

High on the honor roll must go the dozens and dozens of folks who worked long and hard, and went to considerable expense and trouble to construct a float for the parade. The parade turned out to be a tremendous success, and certainly nothing like it has happened in Hailey for at least a generation . . . and we strongly suspect that even the old-timers and their parades of 50 years ago would have a hard time matching the parade which made its way through the Hailey streets the morning of the 4th of July, 1949.

We take our hats off to those who were responsible for the many fine floats in the parade, and the many hundreds who saw the parade appreciated your efforts, for they have said so time and time again. Not everyone could be given a prize, and many deserving floats had to be left off the prize list . . . but everyone who took part in the parade can be proud of their part in doing a civic duty and helping to create an inspiring spectacle that would have been a credit to a community ten times the size of Hailey.

With such an auspicious start, and the re-kindling of an enthusiasm which had laid dormant for so many years, the groundwork is laid for a highly successful celebration in Hailey next year and the years to come. It was an example of what cooperation will do, and among the unsung heroes of this successful affair were also the 100% financial support of every single person contacted by the committee. It is this kind of community which goes places, and cannot be stopped by obstacles of any sort . . . and the Wood River valley has just demonstrated that here live the kind of folks who can put their shoulders to the wheel and really do a splendid job. If we can do it in the successful holding of a celebration, we can do it in any other kind of worthwhile project. We can let the world know that Blaine County is the finest place in all creation, for actually, stop and think it over . . . just where in all the wide world would you find a better place to live and enjoy life than right here in Blaine county?

Smith's Transfer  
and Storage  
Nationwide Moving  
Phone 9-J Hailey

Eyesight Examination  
DR. A. B. RICHARDS  
Optometrist  
Lincoln Inn, Gooding, Ida.  
Phone 101

## YESTERDAYS

Facts of interest about events and people who made Wood River valley history as taken from newspaper files at the Hailey Times office.

### 20 YEARS AGO

The C. E. Reed and Emerald Irvin families spent Sunday scouting about in the neighborhood of Stanley and the Red Fish lakes. Edgar Aukema and Harold Sherry as well as Mr. and Mrs. M. F. Wernicke were also visitors at the lakes Sunday, finding Red Fish hotel and adjoining cabins deserted — not even Bob Lambert.

Mr. and Mrs. J. L. Fowler are making some improvements on their home in this city which will greatly enhance its appearance.

Miss Rose Barrett is in receipt of a letter from her brother, Art, who is with the Fanchon-Marco troupe now making the larger cities on the coast that they will wind up an extended tour of the continent in New York City. Art seems to be making a big hit with his dancing.

Mr. and Mrs. Mark Aukema, Edgar and Marion McCarth took dinner at Cape Horn Sunday and later enjoyed a fine outing at Red Fish.

Kathleen Povey who taught in Havana, Cuba, last year, is expected home this week. She came through the canal and visited in Los Angeles on her return trip.

Sid Stewart and family, Floyd Stewart and family, and other relatives gathered in from Richfield, Fairfield and some more distant points, picked up Mr. and Mrs. Joseph W. Fuld to act as chaperones, and to the number of 23 in all in five automobiles ate Sunday breakfast at Easley Hot Springs, dinner on upper Warm Springs creek and enjoyed a big day, sightseeing until a late hour in the evening.

Harold Sherry is again smiling at his friends from behind the soda fountain at Tracy's.

### 40 YEARS AGO

Bellevue expects to get a Carnegie library. Some of the ladies there have taken up the matter, and if they can see their way clear to having one, they will ask Mr. Carnegie for assistance.

Mrs. C. E. Harris will leave next Monday for a trip to Seattle, Tacoma, Portland, San Francisco, and Southern California, and expecting to be gone some weeks. Mr. and Mrs. P. J. Collop will accompany her.

Miss Clara Beamer will leave Sunday for Salt Lake, where she will be the guest of Mrs. J. E. Stone, who has been visiting her sister, Mrs. Dr. Wright of Hailey, the past two weeks. Mrs. Stone and Miss Beamer will leave together. Miss Swift drove down from Ketchum today.

Bert Bowersock has been advised by telegraph that his carload of laundry machinery should be here in a few days. It is being traced. Miss Ensign is doing some special work in the office of the County Assessor, for an Indiana law firm. A jolly fishing party composed of Mr. and Mrs. Fred M. Coleman, Master Fredrick, Miss Lenore, and Mr. and Mrs. Hugh Cramer.

all right. Nothing outside the four blocks was damaged.

Charles Sherry will open up his place in a circus tent.

L. E. Bristol is quite badly used up from having a safe fall on him.

We desire to thank those who assisted us in preserving this office.

A cat with hair badly singed was an object that evoked much sympathy yesterday.

W. H. Watt's fine office building looms up like a broken mast in the fog — a complete wreck of its once beautiful self.

## Short Stuff

... of Interest to The Wood River Folks

By The Editor

So many good things have been said about the Wood River Round-up and celebration here July 3 and 4, we are going to offer a few suggestions for future shows and hope that no one takes offense.

Take the rodeo arena for example: The cowboys who had to ride the broncs, both bareback and with saddle; and the Brahma bull riders were pleased with the sawdust floor of the arena . . . but not so well pleased were the calf ropers and bulldoggers, who complained they couldn't get a good footing in the sawdust arena. There was also some complaint by spectators by the dust . . . which should have been absent.

Next year several folks have already suggested a compromise. Not quite so much sawdust and quite a lot more water to wet the arena down and eliminate dust. We heard several members of the Sheriff's Posse of Ogden praised the sawdust idea very highly . . . and we also heard bronc riders say "it's a lot better than landing on the bare dirt" . . . so to please everyone, and especially the paying



While sidewall test is illustrated, available at



# THE BOARD OF BLAINE COUNTY COMMISSIONERS

206 FIRST AVENUE SOUTH, SUITE 300

HAILEY, IDAHO 83333

PHONE: (208) 788-5500 FAX: (208) 788-5569

[www.blainecounty.org](http://www.blainecounty.org) [bcc@co.blaine.id.us](mailto:bcc@co.blaine.id.us)

Lawrence Schoen, Chairman \* Angenie McCleary, Vice-Chairman \* Tom Bowman, Commissioner

RECEIVED  
OCT 21

Mayor Rick Davis  
City of Hailey  
115 Main Street, Suite H  
Hailey, ID 83333

October 19, 2009

Re: First Avenue South vacation

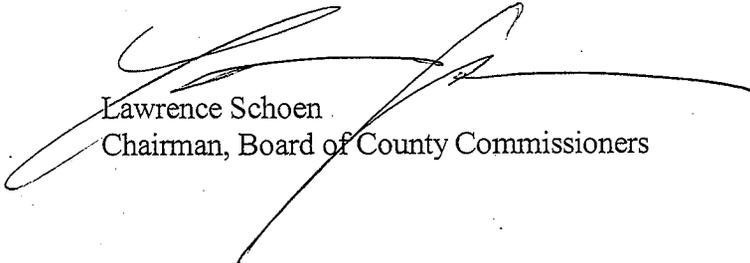
Dear Mayor Davis:

The Board has considered your request for the County's official position on the proposed vacation of that southern portion of First Avenue adjacent to Blaine Manor. The Board believes it is in the County's best interests to assert its right to the portion of vacated property pursuant to Idaho Code Section 50-311, which provides, in part, that when a city street is vacated, the vacated land "shall revert to the owner of the adjacent real estate, one-half (1/2) on each side thereof."

The County's one-half interest in the vacated street holds significant value, as evidenced by a 2007 appraisal of the Blaine Manor property. The County must insist on realizing that value in order to serve distinct public purposes.

The County has been very supportive of the process to remedy title problems and boundary issues in the area around Blaine Manor. The Board remains willing to discuss alternatives that will rectify these errors for good and accommodate the respective needs of the City of Hailey, the Blaine County School District, and the people of Blaine County in a useful, fair and equitable manner.

Respectfully,

  
Lawrence Schoen  
Chairman, Board of County Commissioners

**Heather Dawson**

---

**From:** Michael Bulls [mbulls@cox.net]  
**Sent:** Thursday, October 15, 2009 2:47 PM  
**To:** tom.helen@haileycityhall.org; Heather Dawson; b.keefer@cox.net; Ned Williamson  
**Cc:** 'RLB Studio'  
**Subject:** Hailey Rodeo Grounds - Snow Bunny Parking  
**Attachments:** Scheme A-Snowbunny parking.PDF; Scheme B-Snowbunny parking.PDF

Hello Everyone,

Per our last meeting, we agreed to submit a few schemes that indicate how the Snowbunny Restaurant parking might be reconfigured to accommodate the proposed Master Plan for the Rodeo Grounds property. Please review the two (2) schemes attached and let us know which Scheme (or perhaps another Scheme that is not indicated) we should depict on the drawing for the October 26, 2009 hearing.

Scheme A

Scheme A depicts a shared parking aisle on City property that accesses Rodeo Grounds visitor / horse trailer parking and the reconfigured Snowbunny parking and drive thru.

Scheme B

Scheme B depicts an area on City property that can be used solely for horse trailer and standard visitor parking (4 total). This Scheme provides a main entrance on the North side of the existing Snowbunny Restaurant that connects the existing drive-thru, but requires that the Snowbunny develop the adjacent property for customer parking.

Let me know if there is another option or adjustment to the Schemes attached that you feel is the most appropriate.

Thank you for the assistance,

Sincerely,

**Michael Bulls, AIA**  
Project Architect  
**Ruscitto/Latham/Blanton Architectura, P.A.**  
PO Box 419  
Sun Valley, Idaho 83353  
208.726.5608  
208.726.1033 Fax

**SECOND: YES, YOU CAN ETHICALLY MAKE THE ASK.**

"Who knew," says ICMA ethics adviser Elizabeth Kellar, "that when they got that city manager's job, it would include fund-raising duties?" In fact, says Kellar, fund-raising is on the rise, and the practice has spurred many new inquiries to ICMA.

Given the increased interest, the ICMA Committee on Professional Conduct recently held discussions on the topic and delivered new guidance for fund-raising activity. ICMA now recommends that public employees involved with fund-raising should promote transparency in the process by taking these steps:

- Obtain approval from the governing body for the fund-raising effort.
- Provide clear guidance and direction to staff who are engaged in fund-raising.
- Announce publicly that a fund-raising campaign is under way and outline in writing the parameters of the campaign.
- Report regularly on the sources and amounts of donated funds and services.

The Institute for Local Government, the nonprofit research affiliate of the League of California Cities and the California State Association of Counties, offers additional thoughts on this topic. The institute's mission is to promote well-informed, ethical, inclusive, effective, and responsive local government in California. To this end, it has put out more than a dozen publications exploring the various ethical challenges that elected and appointed officials face.

In thinking through the ethics associated with fund-raising, Executive Director JoAnne Speers believes it is important to exclude from your list of prospects any people or companies who have matters pending before the agency. This is to avoid any perceptions that the agency's decision on an issue will be affected—positively or negatively—by whether someone says yes or no to a fund-raising pitch. According to Speers, "The goal is to avoid anything that might be perceived as a quid pro quo—if I do this for you, you will do this other thing for me."

This notion is at the core of what it means to be a professionally managed community. Professional local government management means that decisions are based on standards and merits, not ad hoc relationships, personal loyalties, and exchanges of favors.

Companies or individuals shouldn't be able to, in essence, purchase favorable consideration on a matter by contributing to a project, neither does the manager or elected officials want them thinking that is what they are being asked to do. This is also, of course, an opportunity for the manager to set an ethical example for councilmembers, which one hopes will carry over to their other fund-raising practices.

Says Speers, "This also goes directly to the value of fairness. Those being asked should feel as if they truly can say no if they want and not feel somehow forced to give."

what it has come down to and, truth be told, it's not new. Local governments have been partnering with other organizations for at least a century, leveraging both the locality's and the partner's investment to the benefit of both parties.

For libraries, of course, history's most successful and conspicuous partnerships were between Andrew Carnegie and the many communities where he built them. Between 1889 and 1923, Carnegie built 1,681 public library buildings in more than 1,400 U.S. communities.

Therefore, public libraries supported by local taxation were only slowly spreading through the young country, and Carnegie's generosity singularly changed the way libraries developed in the United States. His gift propelled the free-library model forward largely because of two conditions he placed on his library gifts: the local government had to provide a suitable site, and the community had to agree to continuously support the library with local tax funds.

In the modern era, few Californians are more qualified to speak to the power of partnerships than Dr. Robert Fisher, who served as chief executive officer of the San Francisco Foundation for nine years and oversaw its grant making exceed \$45 million annually. Many of these grants were made in conjunction with public agencies that were active participants.

Says Fisher: "Look around and you'll see examples of public-private partnerships everywhere. Museums, which are largely dependent on private largesse, are often city departments. The de Young Museum and the Legion of Honor, for example, are both owned and operated by the city and county of San Francisco. And libraries—offering tax-supported public educational services—typically receive significant income from charitable contributions."

San Francisco's campaign for the new main library, notes Fisher, combined a \$110 million bond issue and a \$40 million private campaign to get the job done.

Regarding the role of the local government manager, Fisher believes that not only *can* the professional executive take the lead but that she or he *should*. "Is San Francisco's head librarian, or Cal Berkeley's chancellor, or the local school superintendent—each of whom is out there soliciting private gifts for public purposes—that different from a city manager? Not at all."

Finally, if the city council concludes that building the new project or program is a top priority, then not only does it behoove the manager and staff to aggressively pursue that agenda, but support from the elected officials can provide cover for the manager who goes forward making the ask.

So long as the requests are made in an ethical and professional manner, this cover largely inoculates the staff member. Which, of course, brings us to our next question.



## PM MAGAZINE

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March · Volume 91 · Number 2

*Features*

## Asking People for Money: Go for It, But Prepare Well

by Steven Falk



I'll never forget the evening we made our first major ask. It was a cold night, and as we drove up the unlit street, guided by yellow headlight beams, our eyes strained to see the addresses on the mailboxes. The longer we searched, the more nervous I got. When we finally located the house, I frankly wished that we hadn't. I didn't want to do this. I had that same pit-in-the-stomach feeling as I did as a kid approaching the pediatrician's office, back in the day when doctors still used to give shots.

But we had come for a reason—to ask for money—and since it was for a good cause, we parked and trudged up through stepping stones and manicured landscaping and onto a brightly lit porch. Our plan was to approach a local fellow who had made it big in the software business and request a \$100,000 gift to help build the new city library. This was the first major request in a four-year-long, \$11 million fund-raising campaign.

This felt uncomfortable on so many levels. First, I couldn't help but wonder why I was doing this at all, and whether it was appropriate for cities to partner with private donors to build municipal projects. Is this what it had finally come to—that city managers are sent with hats in hand in order to get things done?

Second, I wondered if there were ethical considerations to worry about. In this business, ultimately, you are only as good as your reputation. Do we risk credibility by dialing for dollars from citizens who might later do business in the city?

Finally, presuming there are positive outcomes for the two questions above, I wondered how we were really going to pull this off because it wasn't going to be easy. Could a community with 25,000 residents raise \$11 million from private sources? This seemed aggressive, to say the least.

### FIRST THINGS FIRST: SAY YES TO PARTNERSHIPS

To this first question—is it appropriate for cities to partner with private donors to build municipal projects—the answer is an emphatic yes. This is

# RODEO GROUNDS FUNDRAISING ORGANIZATIONAL MEETING

10/21/2009

## 4:30 p.m. Introduction

Why we are here	Heather
Timeline to July 6, 2010	
How much money will we need?	Tom
When will we know?	
What shall we set as our fundraising goal?	Nick

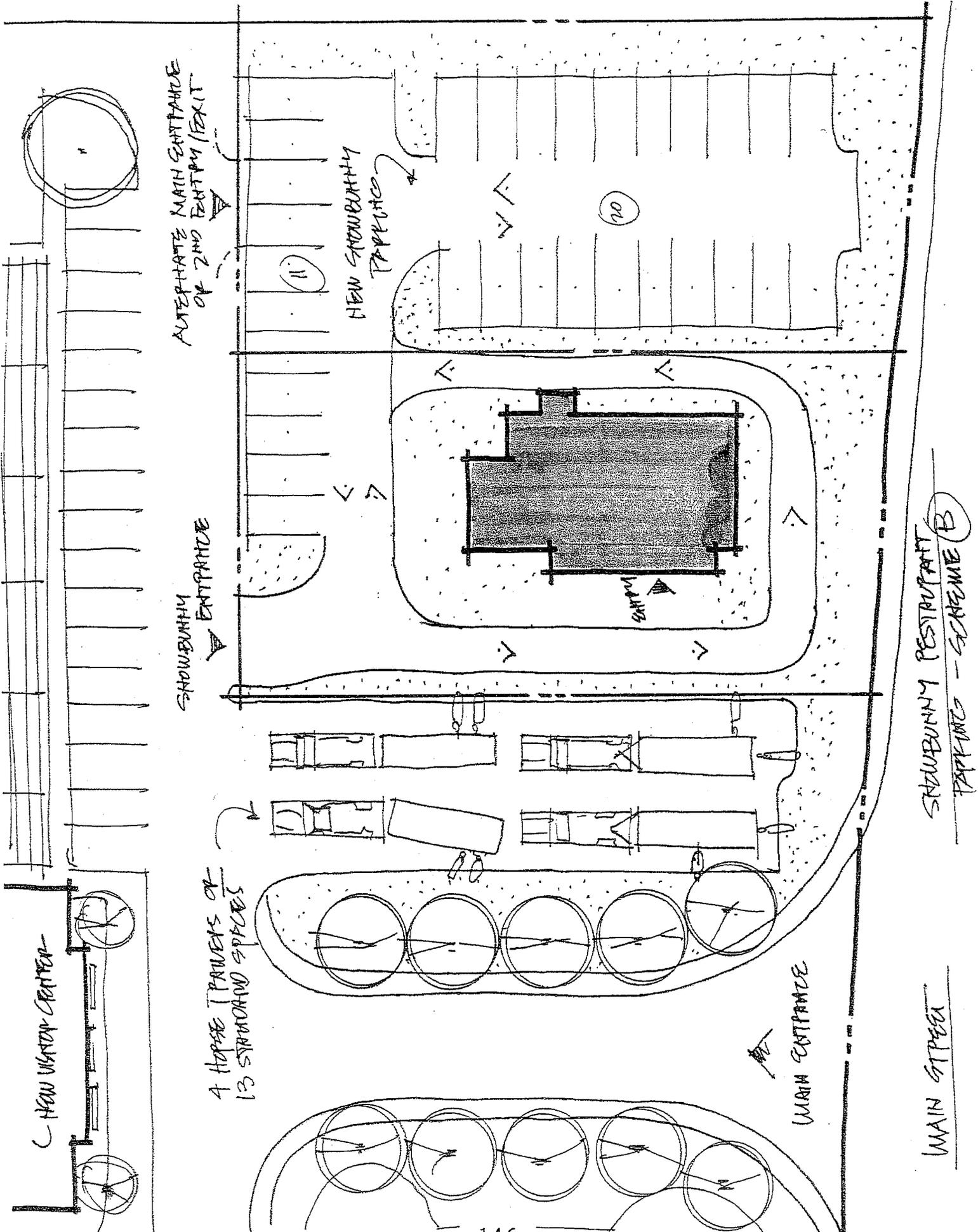
## Fundraising Administration

Who will collect the funds?	Becki
What will happen to the funds raised if the timeline fails?	

## Organization for Fundraising

How work together for the benefit of all?	Mary
What about grants?	Tracy
What about a general obligation bond election?	Heather
What types of sub-committees will we need?	Participants
Brainstorm and Creative Ideas	Participants
Are we ready to seek sub-committee leaders?	Participants
What's next?	

## 6:00 p.m. Adjourn



ALTER HATE MAIN ENTRANCE  
OR 2ND ENTRY /EXIT

NEW SHAWBUNNY  
PARKING

SHAWBUNNY  
ENTRANCE

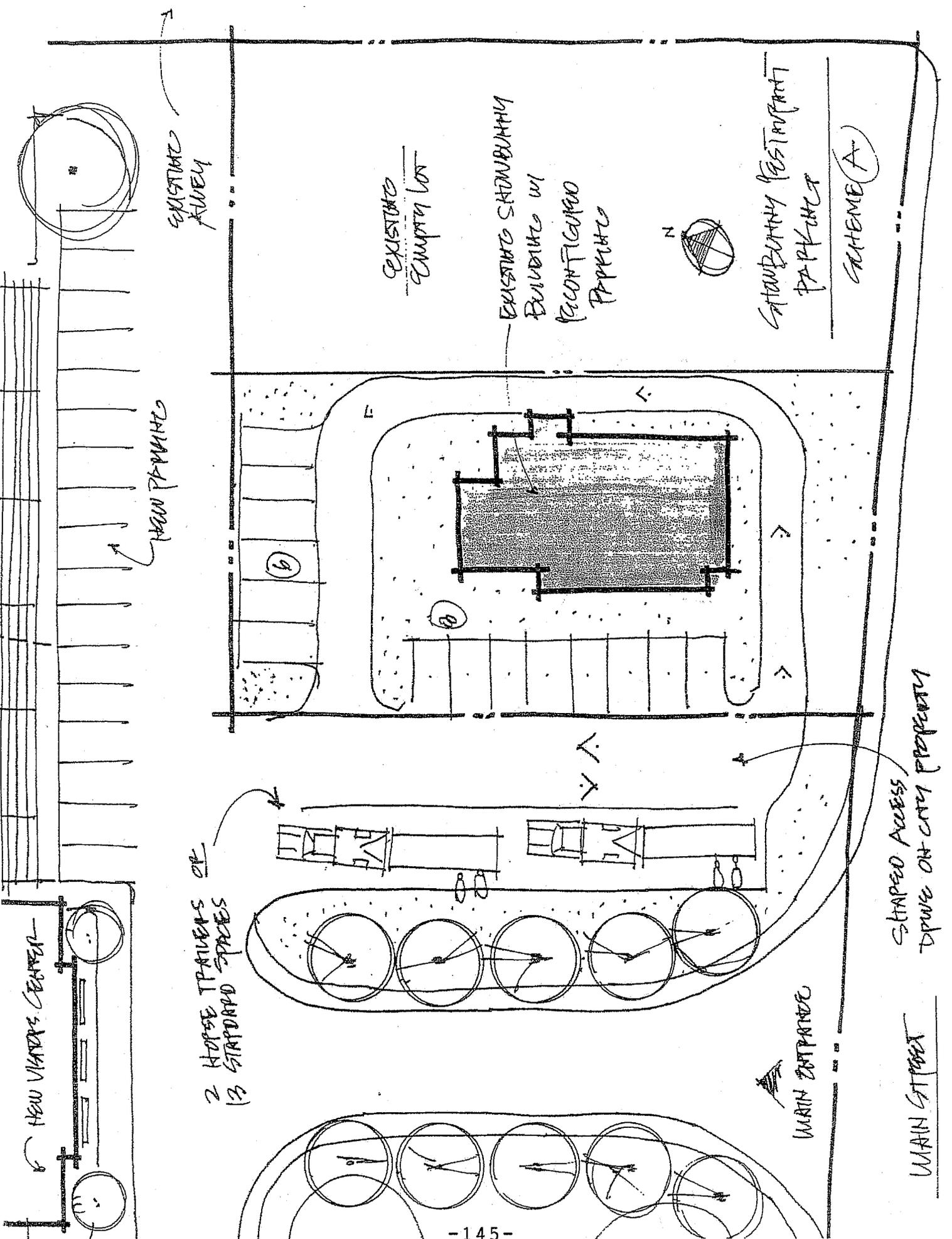
SHAWBUNNY

4 HORSE TRAILERS OR  
13 STANDARD SPACES

MAIN ENTRANCE

SHAWBUNNY RESTAURANT  
PARKING - SCHEME B

MAIN STREET



NEW VISITOR CENTER

EXISTING ALLEY

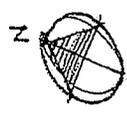
NEW PARKING

EXISTING EMPTY LOT

EXISTING SHAMBUNNY BUILDING W/ RECONFIGURED PARKING

SHAMBUNNY RESTAURANT PARKING

SCHEME (A)



2 HORSE TRAINERS OR 13 STAFFED SPACES

MAIN ENTRANCE

SHARPO ACCESS DRIVE ON CATTY PROPERTY

MAIN STREET

Are the rules that guide the fund-raising manager complex? "No," says Fisher. "There are three basic rules. First, projects must be endorsed by elected leaders as serving the public good. Second, the ask must be made with dignity and absence of coercion. And third, all appearance of quid pro quo or conflict of interest must be scrupulously avoided."

In short, few public sector professionals are as well positioned as managers to make the case for charitable giving in support of public-private community partnerships. Just make sure you do it on the up and up, and without conflict.

### **THIRD: YES, YOU CAN RAISE THE MONEY, BUT THE CAMPAIGN MUST INSPIRE**

Some years ago, I was invited to sit as a trustee for my college, and in the execution of those duties, I have since paid many visits to the campus. If you haven't been to your college in a while, you might be struck by the changes that have taken place. At my college, there are new buildings, high-tech classrooms, superb new dormitories, and some fabulous public art, all of which add up to a huge and good change compared with my time as a student. That's what a successful capital campaign does for you.

On the return flights from those visits, I have thought about my city's library project and tried to be realistic about our chances for success. While the college's campaign materials spoke about shaping the future, solving societal problems, curing diseases, preparing entire generations, and generally serving mankind, my city was merely trying to replace its worn out and broken down library. We weren't promising to change the world through remarkable scientific achievements or helping developing nations work through their trade imbalances. Our goals were far more humble.

To this point, the capital campaigns put forth by small and locally oriented nonprofit organizations often fail to inspire. Instead of talking about aspirations, they speak of needs: "We need a new senior center because our local population is aging." "We need matching funds for the new gymnasium because developer fees will only partially fund the building." "We need funds to add bleachers to the Little League fields or otherwise people will have to bring lawn chairs." And so on.

To reassure every local interest group, we use words like access and affordability; to assuage every taxpayer, we promise that the project will be efficient. The notable characteristic of small campaigns is how inward looking they are. The prevailing pronoun is "we," and the common verb is "need." As in, "We need your money."

This is different from the successful campaigns rolled out by colleges, universities, art museums, and other major cultural icons. These large institutions don't focus on needs but instead on responsibilities. Rather than talk about "we" and "need," they speak of "you" and "give."

"You have a responsibility to shape the future, to solve social problems, to cure diseases, and to prepare entire generations," say the campaign mailers. "You can help by giving."

Inwardly focused campaigns want to diminish the *donor's* bank account to the *institution's* benefit. Outward campaigns, in contrast, focus on the donor rather than the institution by offering a chance to participate in something larger than one person. The donation then becomes an easy one to give, says Mark Drozdowski because "Who doesn't want to cure cancer or eradicate hunger or fix the judicial system or improve race relations?"<sup>1</sup>

In my city's case, given our ambitious goal, we chose to follow the path of the big museums and institutions, and we developed an outwardly focused campaign. To get started, the first good thing we did was activate a group of the smartest, most serious minded, dedicated, and well-connected local volunteers imaginable.

Second, we hired a top-notch executive director who had the vision, strength, leadership, and organization skills to keep the campaign on track. And third, we sought the advice of experts like Robert Fisher, who argued that a great capital campaign wasn't enough and that the project itself had to be sufficiently spectacular to capture the imagination of the donors.

These key ideas—that the project would not be about the city but instead would be about the donors; that the project would speak to donors' dreams and aspirations; and that the act of making a donation, in and of itself, would be rewarding—became guiding principles for our city's building and program design.

We were all thankful that the architects delivered an elegant proposal for a stone, wood, and glass building that tumbles gracefully down a hill. The library will house 100,000 volumes, a café, teen center, and homework center, and it will also include a performance hall, a full-sized classroom, and plenty of public art.

Beyond the building, we knew too that the programming for the building must capture people's interest. To this end, city staff brainstormed about bringing high-profile partners into the facility, and, after some discussion, we approached several prestigious nonprofit and cultural institutions to determine their interest.

The eventual result was the Glenn Seaborg Learning Consortium—a unique collaboration between the library and a dozen of the Bay Area's most significant arts, science, education, and cultural institutions. When the building is completed, nonprofits that include the Lawrence Hall of Science and the Oakland Museum of California will deliver materials, archives, exhibits, curricula, lectures, and films to our new library. The Commonwealth Club has already begun its programming here, featuring such speakers as Robert Reich, Willie Brown, John Dean, and Richard Clarke.

After these two pieces were in place—the elegant building design and the rich partnership agreements—we launched the campaign. In city literature, residents were encouraged to imagine the future, to build on a dream, and to support the big idea of cultural literacy through partnerships. We promoted the fact that, were the campaign successful, the new library would be a place for lifelong learning that would serve every segment of

the community.

We encouraged people to imagine themselves stopping by several times each month to check out a book, hear a compelling speaker, or enjoy a sonata played by the local string quartet.

These themes resonated and city staff received a tremendous response from the community, with most people saying they were captivated by the prospect and potential for the new facility.

The upshot? It's been a long road and a lot of hard work, but the campaign has been extremely successful. It took three years, but the city surpassed its original \$11 million goal, and we are now, in fact, approaching \$14 million in donations. Perhaps most impressively, some 25 percent of the households in the community have now made donations—an enviable penetration rate.

### **IN SUM**

As I look back, that dark night trudging up the steps seems long ago. And although that first meeting didn't go particularly well—the prospect rejected our entreaties before we even sat down—the campaign has been successful.

The \$43 million building is now halfway completed, and the word we consistently hear from donors is that they were happy to give and that the new library is a source of great expectation and community pride. Some, to our surprise and without prompting, have even increased their original donations.

The broad themes that were employed make it about the donors and not the institution. We used the same themes—stun them with quality and innovation—that are used by high-profile institutions all over the world. Walt Disney Concert Hall, the San Francisco Museum of Modern Art, the de Young Museum, and San Francisco's new California Academy of Sciences come to mind.

And while these strategies were once, perhaps, reserved for the big institutions, Lafayette has demonstrated that they can be applied in smaller communities, too.

<sup>1</sup>Mark Drozdowski, "Changing the World," *Chronicle of Higher Education*, September 2008.

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Editor's note: Falk, along with Dr. Robert Fisher and JoAnne Speers, executive director of the Institute for Local Government, will be part of the panel discussion, "How to Ask for Money," at the 2009 League of California Cities City Manager's conference.

## More Thoughts on Fund-Raising Ethics

With the increasing need to form public-private partnerships to pay for a variety of public services and facilities, it may be helpful to adopt a general policy concerning fund-raising efforts for your agency. Such guidelines will maximize the likelihood that your fund-raising efforts will be a net positive in terms of the public's perceptions.

Here are some guidelines to consider:

**1. Those with matters pending before the agency must not be approached for contributions, and contributions should not be accepted even if volunteered from those with matters pending.**

The perception issues are the same. In both situations, the public might reasonably perceive that the agency's decision concerning a contributor's matter could be influenced by the contribution. Managers may want to consider whether such a principle should be included in their agency's values-based ethics code (and, it should be noted, these concerns apply to both charitable and campaign fund-raising efforts).

**2. All fund-raising undertaken in the name of the agency, including individual departments, requires governing body approval.** There are a number of reasons for this:

- *Staff time is a public resource because it is paid for with taxpayer dollars.* To avoid any charges that staff time is being misused for private charitable purposes, the governing body should give its blessing for any fund-raising efforts. As part of its blessing, the governing body should explain how the effort will benefit taxpayers in that jurisdiction.
- *Such governing body approval should include accountability mechanisms (for example, follow-up reports) to assure that the funds raised actually go to the cause in question.* This avoids the embarrassment suffered recently by one agency when a newspaper investigation discovered that funds raised for a charity in connection with a department golf tournament had not been transmitted to that charity.
- *High-level oversight can minimize any "pay to play" perceptions.* One vendor reported not having its contract renewed after it declined to contribute a prize for a public agency department holiday party. The experience created the perception that the agency doesn't make contract decisions based on the cost and capabilities of the contractor. It's not clear in this example whether the governing body—or, for that matter, the chief administrative official—had any knowledge that this dynamic was occurring.

The latter two issues also illustrate the point that when a request for resources is made on behalf of an agency, it can be advisable to assure that the highest levels of decision making at the agency weighed in on the uses of that private support. It would have been frustrating to be raising funds for a worthy purpose like the library, only to be told that someone "already gave" to a purpose that may have been a lesser

cause.

And, as important as employee morale is, fund-raising for such things as employee golf tournaments and holiday parties could be perceived by an agency's vendors, the public, and the media as self-serving or worse.

**3. Fund-raising that takes the form of fees or exactions imposed in connection with land use approvals should be considered only in close consultation with agency staff, including legal staff.** One local agency had a difficult situation in which it created a nonprofit organization to keep up the local agency's side of the bargain as it related to a national park within the jurisdiction.

One of the councilmembers who sat on the nonprofit's board of directors had the idea that providing support to the nonprofit would be an excellent idea for a condition on a project near the park. At least one staff member felt this was a conflict of interest (the attorney general ultimately disagreed), but the ensuing controversy created tensions and negative publicity that might have been avoided with less of an ad hoc approach.

**4. Consider whether disclosure will help promote public trust and confidence.** California's ethics laws (the Political Reform Act) already require that elected officials report fund-raising for "charitable, legislative, or governmental purposes" at certain thresholds. The theory is that the public has a right to know who is giving to decision makers' favorite causes.

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