

**AGENDA ITEM SUMMARY**

**DATE:** 03/03/2014    **DEPARTMENT:** Admin    **DEPT. HEAD SIGNATURE:** HD

**SUBJECT:**

Hailey Chamber of Commerce presentation of quarterly report

**AUTHORITY:**  ID Code \_\_\_\_\_  IAR \_\_\_\_\_  City Ordinance/Code \_\_\_\_\_  
(IF APPLICABLE)

Contract for Services with Hailey Chamber of Commerce, dated November 18, 2013

**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 quarterly information reports to the City.

**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)

<input type="checkbox"/> City Attorney	<input type="checkbox"/> Finance	<input type="checkbox"/> Licensing	<input type="checkbox"/> Administrator
<input type="checkbox"/> Library	<input type="checkbox"/> Community Development	<input type="checkbox"/> P&Z Commission	<input type="checkbox"/> Building
<input type="checkbox"/> Police	<input type="checkbox"/> Fire Department	<input type="checkbox"/> Engineer	<input type="checkbox"/> W/WW
<input type="checkbox"/> Streets	<input type="checkbox"/> Parks	<input type="checkbox"/> Public Works	<input type="checkbox"/> 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.): \_\_\_\_\_  
Instrument # \_\_\_\_\_

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

**Hailey Chamber of Commerce  
Quarterly Report  
October 1<sup>st</sup> – December 31<sup>st</sup> 2014**

**Financial Status**

As of the end of the first quarter, total regular and other income was \$36,209.46, payroll and expenses were \$33,454.45 for a net profit of \$2,755.01. The Chamber was able to pay down the majority of debt during this period. The Chamber is monitoring the budget closely to ensure compliance with state and local funding as well as Chamber secured funds. The second quarter of the year is expected to be more profitable. Currently we have six potential sponsors that we are in discussions with and anticipate commitments within the next 45 days. The list includes; Albertson's, Wood River Valley Motors, Integrated Technologies, Zions, Washington Federal, and DL Evans.

**Transition**

The Chamber elected a new board consisting of 14 members. They are as follows:

Jane Drussel – President	Dale Ewersen – Interim Vice President
Joan Davies – Secretary	Justin Larsen – Treasurer
Patrick Buchanan – Past President	Beth Crawford – Member
Debra Hall – Member	Jim Mason – Member
Tanya Olson – Member	Lisa Patterson – Member
Chris Roebuck – Member	Richard Stahl – Member
Staci Thomas – Member	Freda Willson – Member

During October and November, Kristy and volunteers ran the Chamber office with minimal assistance. In December a new Office Manager/Event Coordinator was hired but ended by mid-December. At that time a new Office Manager/Event Coordinator was hired. In the next quarter, the training will begin and then separation of duties will occur to maximize staff time.

**Visitor Services**

During the October through December time period we only have partial records for the month on December. We provided visitors support services to 73 individuals (55 individuals to the Hailey Visitors Center and 18 phone inquiries). Services included providing maps, directions, event information, referrals to local businesses, and relocation guides. For the period, we had 6,310 website visits, 130,589 website hits and 233,009 Facebook visits.

**Membership**

To encourage early renewal of memberships, the Chamber offered an "Early Bird Discount" resulting in a 67% renewal rate. As of the end of December 16 new members had joined for a total of 286 members. Gross revenue for the period was \$35,483.

The Chamber continues to hold Wake Up Hailey (WUH) and Business After Hours (BAH) events during October and November. The average attendance at WUH was 30 and at BAH was 150.

The Chamber hosted two ribbon cutting events; Boulder Mtn. Property Management and Sage Bookkeeping.

## 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 this period with the aid and support of the Hailey Chamber.

### *Trailing of the Sheep*

This is considered a marquee event for the entire Wood River Valley. The event is a celebration of the history and culture of sheep ranching. This event is a proven success and has brought significant media attention, as well as, increased lodging occupancies valley wide. The Hailey Chamber supports this event with financial and in-kind services. In-kind support included maintaining a seat on the planning committee, assisted the Folk Life Fair organizers and vendors and set-up and staffing of the information booth. Financial support included funds from the Idaho Tourism Council to aid with the overall production.

Return on Investment:

Event attendance: 5,000

Event Duration: 4 days

Event Investment:

- Trailing of the Sheep: For this event we invested approximately. \$5,000 in public relations work, \$500 in cash support, \$500 in fee support and \$500 in radio support.
- Additional support was provided through general promotion through our Chamber office (Facebook, emails, Website, etc.).
- Hosted a Mobile Visitors Center at the Folklife Fair.
- \$4,000 of this expense was supported directly through the ITC Grant.
- \$500 was billed as part of our contract for events with the City of Hailey.
- \$500 in radio support was billed as part of our contract for events with the City of Hailey.

Estimated Direct Economic Impact:

\$300,000 estimated spent in Hailey. Calculated estimating 1000 people at \$150 per day for two days.

### *Crosstoberfest*

Event Summary: The Hailey Chamber partnered with The Power House and Road and Dirt, to promote this event. With funds from ITC the Hailey Chamber produced ads to promote the event to a primarily Northwest audience. Web ads appeared in the Salt Lake Weekly, Cycling Utah, Northwest Cycling, and CycloCross. In addition to the development and execution of the Crosstoberfest marketing plan, the Hailey Chamber also distributed press releases and photography to the national bike media, promoted the event via social media, as well as printed and distributed posters.

This event was held in Hailey for the second time. Cyclocross (the sport this event is centered around) is one of the fastest growing sports in America and is the fastest growing segment of the biking sport. This event type brings the consumers that Hailey is looking to gain ground with, "the active affluent". This event was recognized as a huge success for its first year. The event broke even and will be returning as an annual event in Hailey. We were able to provide support and marketing to help this event establish itself in Hailey.

The Hailey Chamber produced press releases that were distributed to national bike media outlets, which resulted in media coverage in the Pacific Northwest.

The Hailey Chamber also provided support by printing and distributing posters, and social media marketing.

It is important to provide a solid base for events that we believe will have a significant impact on visits to Hailey. While the attendance for this event is smaller in comparison to some of our other events, its potential for growth is huge and we should continue to support this event and other biking events to the best of our ability.

Return on investment:

Event attendance: 500

Event Duration: 2 days

Event Investment: Our financial contribution to this event was approximately \$3,500. The ITC will reimburse the Hailey Chamber for the marketing funds. Approximately \$500 of value in radio ads to promote the event (Billed as part of our contract with the City of Hailey).

Estimated Direct Economic Impact: \$45,000. Calculated estimating 150 people for two days.

### *Halloween Hoopla*

The Hailey Chamber, in cooperation with the South Valley Merchants Association to organize and produce the Hailey Halloween Hoopla and Scarecrow Contest. The Hailey Chamber contributed financing for the marketing of the event as well as in-kind staffing and volunteer support. The Hailey Halloween Hoopla is one of the most popular "hometown events". The event brings people to the downtown core and encourages commerce in Hailey and a sense of community.

Approximately 75% of local businesses participated in this event. Each business handed out at least 2,400 pieces of candy. Local families flooded the streets, this was a huge success.

### *Hailey Hometown Holidays*

Each year the Hailey Chamber coordinates with the business community and the city of Hailey to create and organize the Hailey Hometown Holiday Square and Tree Lighting. The Santa Stroll was added this year as well as the Hailey Holiday Raffles. These events serve as a kick-off for the holiday season. These events encouraged local shopping as well as creates a sense of community.

Approximately 100 businesses participated in these events.

### **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: Sustain Blaine, Rot A Run, Fly Sun Valley Alliance, and South Valley Merchant's Association.

The Chamber worked with HUB International Insurance, Insurance Specialists, and Kathleen Harrison Insurance to offer free information on the new healthcare requirements. Approximately 75 people attended one of the three events.

The Chamber promoted and supported the 1% LOT increase for the Fly Sun Valley Alliance and the Freidman Airport. We facilitated educational opportunities for speakers to inform the public on how and why the 1% LOT would benefit the Hailey community.

The Chamber began working on a project with Sage School to produce demographics for the Wood River Valley. The completion of the project is expected to be by the end of June. This information will be used not only for the local community but for those interested in relocating to the Wood River Valley.

## **Marketing and Public Relations**

### *Chamber Bucks Program*

Chamber Bucks sales were \$5,331 for the quarter, and redemptions totaled \$4,435. This program is designed to help promote shopping locally.

### *Newhoff Communications (Television Channel KMVT)*

During the period the Chamber and Neuhoff Productions teamed up their efforts to create a commercial that aired in early January 2014. Newhoff donated a large sum of airtime valued at approximately \$25,000. This commercial focused on the Wood River valley and invited viewers to visit our area.

### *Public Relations*

This year we received additional grant funding to promote the Trailing of the Sheep Festival via a public relations firm. I am thrilled to report to you that due to our efforts and partnership with CW Communications, articles on Trailing of the Sheep (promoting both Hailey and the Festival) appeared in many national publications including Smart Travel, the Huffington Post, National Geographic, and USA Today! The value of this public relations effort is over \$500,000 in coverage. Stories are still being generated from this media push and exposure is still being calculated. The Hailey Chamber produced press releases that were distributed to national bike media outlets, which resulted in media coverage in the Pacific Northwest.

### *Media Tour*

The Hailey Chamber and our contracted public relations coordinator worked with the ITC to tour a FAM trip of journalist to Hailey for the Trailing of the Sheep weekend. Several Hailey businesses contributed to the press tour by providing meals, lodging, and a general Hailey welcoming spirit. In addition to providing the funding for the public relations coordinator, through our grant, ITC also paid over \$1,000. The purpose of this Fam Trip was to encourage journalists to generate travel stories about the festival and Hailey.

In the second quarter, our public relations will focus on getting exposure for the Sun Valley Film Festival as well as listings in national publications for our summer events. We will concentrate on getting Hailey more publicity (via press releases and interviews) on the bike scene and biking events this summer. 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.

### *Social Media, Marketing and Web*

We will continue to run ads promoting the Hailey Chamber website on Facebook (expense covered in ITC grant). 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. In the next quarter we will begin to add these new pages. This will require the creation of content. (expense covered by ITC grant).

