SustainBlaine
Promoting Economic Vitality

Sustain Blaine Presentation to City of Hailey

June 3, 2013
Philosophy and Ideology

Our Vision:

Sustainable economic growth throughout the Sun Valley region

Our Mission:

Preserve and advance the Sun Valley region’s economic vitality and diversity while recognizing the values of its citizens

Our Strategic Approach:

- Initiate, develop and deliver projects & programs consistent with the mission in a timely and effective fashion.

- Establish a platform for communication, collaboration & cooperation between the key public and private stakeholders in the Sun Valley region.

- Provide rational advocacy, general guidance and technical expertise on relevant economic, business & policy issues
Improving the Blaine County Economy

Our Organization:

✓ Countywide scope & representation
✓ Public/Private Partnership; 501c6
✓ 1.5 Full Time resources
✓ 28 sectors represented by up to 50 members and 200+ volunteers

Our Value Proposition:

✓ More Jobs: Retain existing and attract new
✓ Improve Sales: Increase visitors and business traffic
✓ Better Decision Making: Timely data & analysis on local economy
✓ Remove Obstacles: Improve local business environment
✓ Significant ROI: real and positive community-wide impact of sponsored projects & programs
Targeted Projects & Programs

Data & Analysis

Strategic Priorities

Development & Innovation

Advocacy & Education
## Our Key Accomplishments

<table>
<thead>
<tr>
<th>Select Projects &amp; Programs</th>
<th>Projected Impact by 2018</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Economic Impact</td>
</tr>
<tr>
<td>Olympic/Paralympic Training Site expansion</td>
<td>$10m</td>
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<tr>
<td>Human Performance Lab establishment</td>
<td>$4m</td>
</tr>
<tr>
<td>Sun Valley Culinary Institute establishment</td>
<td>$16m+</td>
</tr>
<tr>
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<td>Annual Events improvements</td>
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<td>Sub-Total</td>
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<td>Airport Analysis &amp; Advocacy</td>
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Historical Financials

- 2013 Budgeted Revenue of $140,000 and Expenses of $138,000
- Renewal of current Idaho Dept of Commerce 3-Yr Grant of $82,500 in process
- Continuing Public Sector Support needed to leverage/match Dept of Commerce Grant
- Increase in Private Sector support from 28% in 2011 to projected 47%+ in 2013

* SB calendar fiscal year overlaps City FY13
Fundraising Request

City Request:
- $2.5-5k request from City of Hailey for FYE14
- Balanced share of public sector requests totaling $75k (3-7% of Public, 2-4% of Total)

City Benefits:
- Outsourced ED resource at low marginal cost
- Focal point & catalyst for new business development
- Timely & cutting edge economic analyses
- Leverage of non-City funds
Supplemental Slides
Annual Economic Summit

- **Global, National & Local Economy** Forecasts and Overview
- **Groundbreaking** Research & Analysis
- **Emerging Trends** in Economic Development & Resort Economics
- **Internationally Recognized** Speakers and Panelists
- **New Resources & Opportunities** for operating in the Sun Valley Region
- **Networking** with over 200 Thought Leaders & Colleagues
- **Sponsorship & Promotion** Opportunities
Air Service Analysis & Advocacy

Efforts to Date:

- **Sponsor** of air service forums with polling of 50+ local employers
- **Economic Impact Analysis** demonstrating air service impact on community of $375 million
- **Consulting & Advisory support** of 2012 LOT Ballot and other air service initiatives

Current Initiatives:

- **Continuing Education** through additional air service forums this Spring and Fall (Summit Oct 8th)
- **Continuing Analysis** of air service based on visitor, event, and recreational sector data
- **Continuing Support** on pending 2013 LOT Ballot initiative, tower closure, regional jet access and reliability studies
- **Introduction** of potential new aviation provider for LAX, SFO, DEN and SEA
Sun Valley Culinary Institute

**Economic Impacts:**
- 6 direct, 22 indirect jobs plus multiplier
- 60 full time enrolled student
- 5,000+ new visitors over 5 years
- Access to 27.5m U.S. culinary tourists
- Positive ROI on <$1 to 2m investment
- $1m+ annual direct revenues
- $16m+ total economic impact by Yr5

**State-of-the-Art Culinary Facility**
- Multiple High-end kitchens
- On-site restaurant / bakery
- Wine shop / tasting area
- Retrofit, lease or build options

**CURRENT PARTNERS**

- CSI
- Sun Valley
- SustainBlaine
- City of Ketchum
Olympic & Paralympic Training Site

Economic Impacts:
- Near-term growth in current Nordic sector from c$25m to $30m+ per year, and 42 to 50+ FTE’s
- Expansion in athletes, events & corporate activities
- Access to 5m U.S. Nordic tourists
- Development of general purpose dorm housing and sports medicine programs

U.S. OLYMPIC AND PARALYMPIC TRAINING SITE
SUN VALLEY SKI EDUCATION FOUNDATION

XC Skiing

Other Snow Sports

Alpine Freestyle Snowboard Mountain Biking

Current Partners

Sun Valley Foundation
Sun Valley
Sustain Blaine
BRCR

Today
Future
Human Performance Laboratory

Development Concept:
- New athlete population(s) for research & testing
- For-Profit potential, with older athlete programs subsidizing elite programs
- Required research/health care skills available in south-central Idaho
- Modest initial investment capital required
- Early concept planning phase with potential for 2-5 direct jobs

Mobile Lab? ➔ Temporary Facility? ➔ Permanent Lab?
2013/2014 Hailey Chamber Budget Request

For the 2013/2014 - Budget year the Hailey Chamber of Commerce is requesting $71,000 for the annual contract for services. The Hailey Chamber of Commerce has sustained budget cut and thus a flat budget cut in funding over the last three years. We strongly believe that during these trying economic times it is important to maintain marketing services which generate Local Option Tax revenue. The Hailey Chamber is the only organization requesting funding to promote and grow activities that generate this income. At a time when other sources of tax revenue are decreasing we believe it is vital to support activities that sustain and grow revenue for the City (in terms of LOT receipts) and Hailey businesses (sales). Below is a summary of the marketing efforts, programs, and events that the Hailey Chamber is requesting support. Thank you for your consideration.

Visitor Services:
Our projected staffing model for the Hailey Chamber of Commerce includes an additional headcount for one permanent part-time support staff for the Welcome Center. Additional Phone line and internet access, social networking and information maintenance and staff support - brochures, printing, mailing, as well as Interpretive Center presence.
Total Visitor Services Request: $33,800

Special Events, Business Promotions, Marketing and Public Relations
Event support, promotion and production to include but not limited to: Sun Valley Film Festival, Trailing of the Sheep, Hailey Halloween Hoopla, The Hailey Hometown Holidays events, Summerfest, Northern Rockies Music Festival, 4th of July events, Sheeptown, 4th of July Criterium, Wood River Cup, and Group/Tourism events. Also services for Social Media, web-site maintenance and hosting, regional advertising, FAM Tours and public relations.
Total Request: $35,000

Town Beautification/Improvement:
Expenses supported include:
Flowers and flags on Main (flower baskets, barrels on Main Street, help set up, take down and maintenance).
Total Request: $3,000

Total Request: $71,800

We have again applied for a grant with the Idaho Travel Council. Funds in the past awarded from the City in the areas of Marketing/Public Relations and Special Events have allowed us to grow in our regional marketing efforts and again will allow us to match grant funds. As part of our request to Idaho Travel Council we have asked for funding to support FAM Tours and outreach to promoters for the more events in Hailey, as well as advertising and marketing support to regionally promote events in Hailey.
The volume of requests regarding the Interpretive Center and event information has already increased in the three months at the new Welcome Center location. We have not begun our new busy season, so we cannot even begin to anticipate numbers. The projections based on the year-to-date trends shown in a one year comparison below shows an increase of volume by walk-ins, phone calls, website and social media channels, ticket sales, and events.

Increasing the staff to 1.5 also allows for the Welcome Center to remain open during off-site meetings, sick/vacation time, events, and some Saturday hours to better serve the Hailey business membership, the Community and tourism.

Administrative pay rate $12.00 @ 20 hours per week x 52 weeks = $12,480 annual
Hailey Chamber current budgeted $5,300 for contract labor that can be applied to the part-time administrative position.

Thus - the recommended increase of $71,800 to LOT contract for services for the 2013-2014 Fiscal year.

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