

Sustain Blaine Presentation to City of Hailey

June 3, 2013

Philosophy and Ideology

Our Vision:

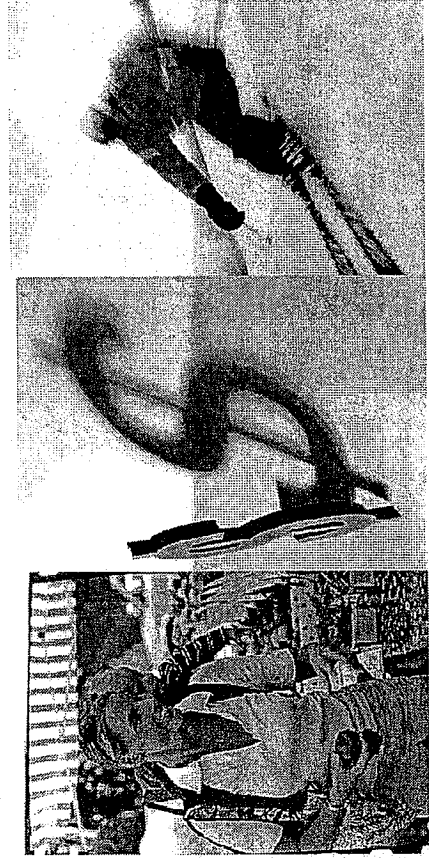
Sustainable economic growth throughout the Sun Valley region

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***

Our Mission:

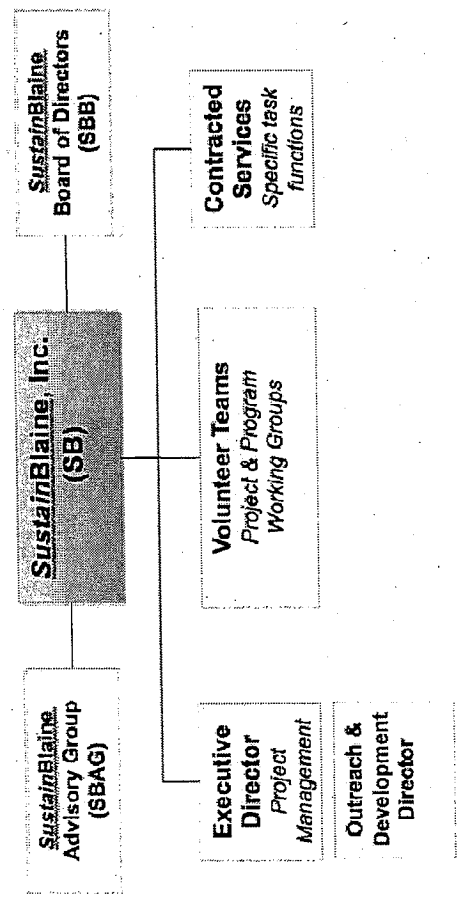
Preserve and advance the Sun Valley region's economic vitality and diversity while recognizing the values of its citizens



Improving the Blaine County Economy

Our Organization:

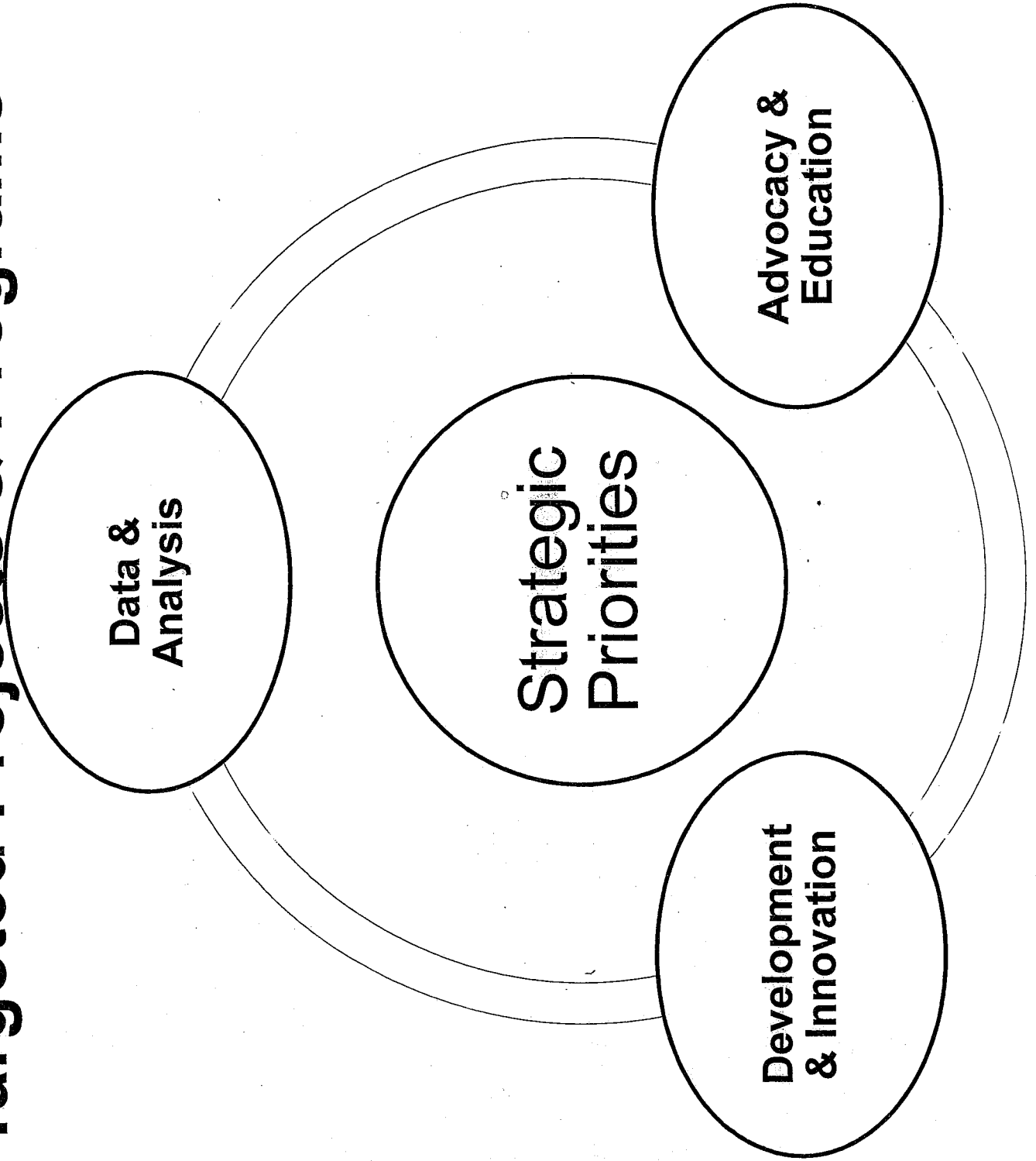
- ✓ Countywide scope & representation
- ✓ Public/Private Partnership; 501c6
- ✓ 1.5 Full Time resources
- ✓ 28 sectors represented by up to 50 members and 200+ volunteers



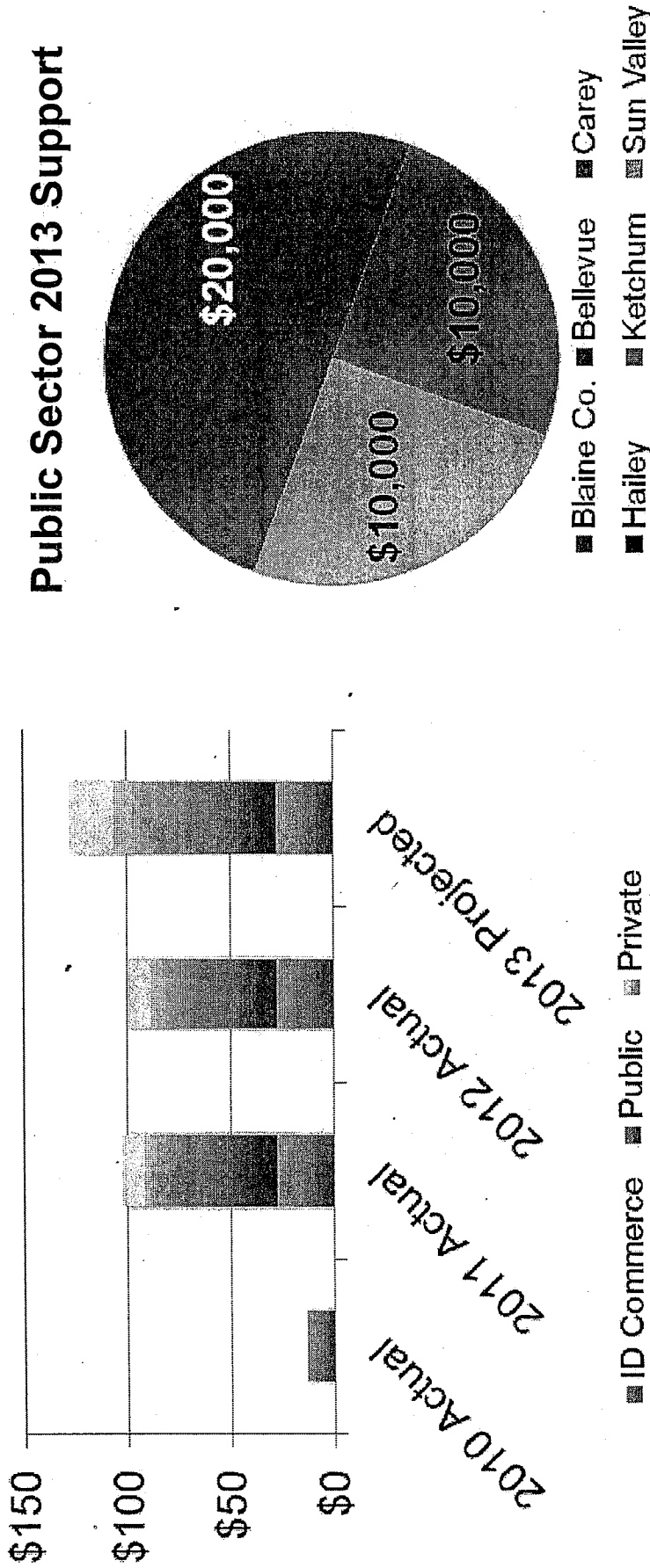
Our Value Proposition:

- ✓ **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



Historical Financials



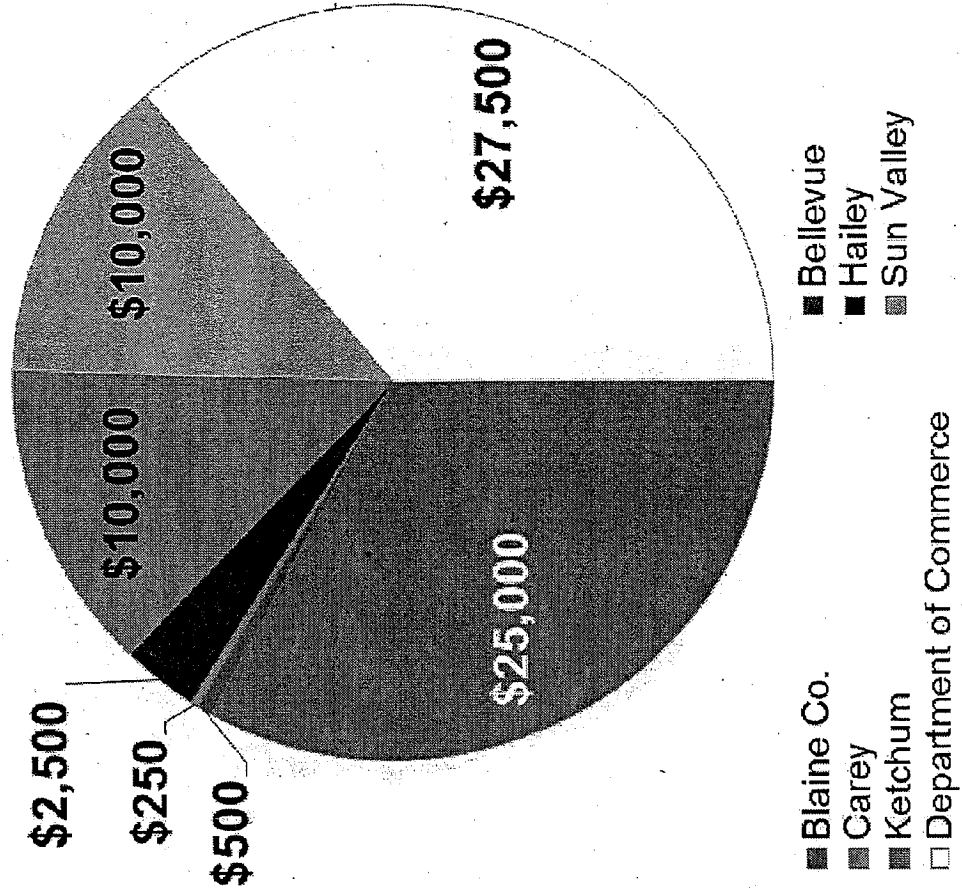
- 2013 Budgeted Revenue of \$140,000 and Expenses of \$138,000
- Renewal of current Idaho Dept of Commerce 3-Yr Grant of \$82,500 in process
- Continuing Public Sector Support needed to leverage/match Dept of Commerce Grant
- Increase in Private Sector support from 28% in 2011 to projected 47%+ in 2013

Fundraising Request

City Request:

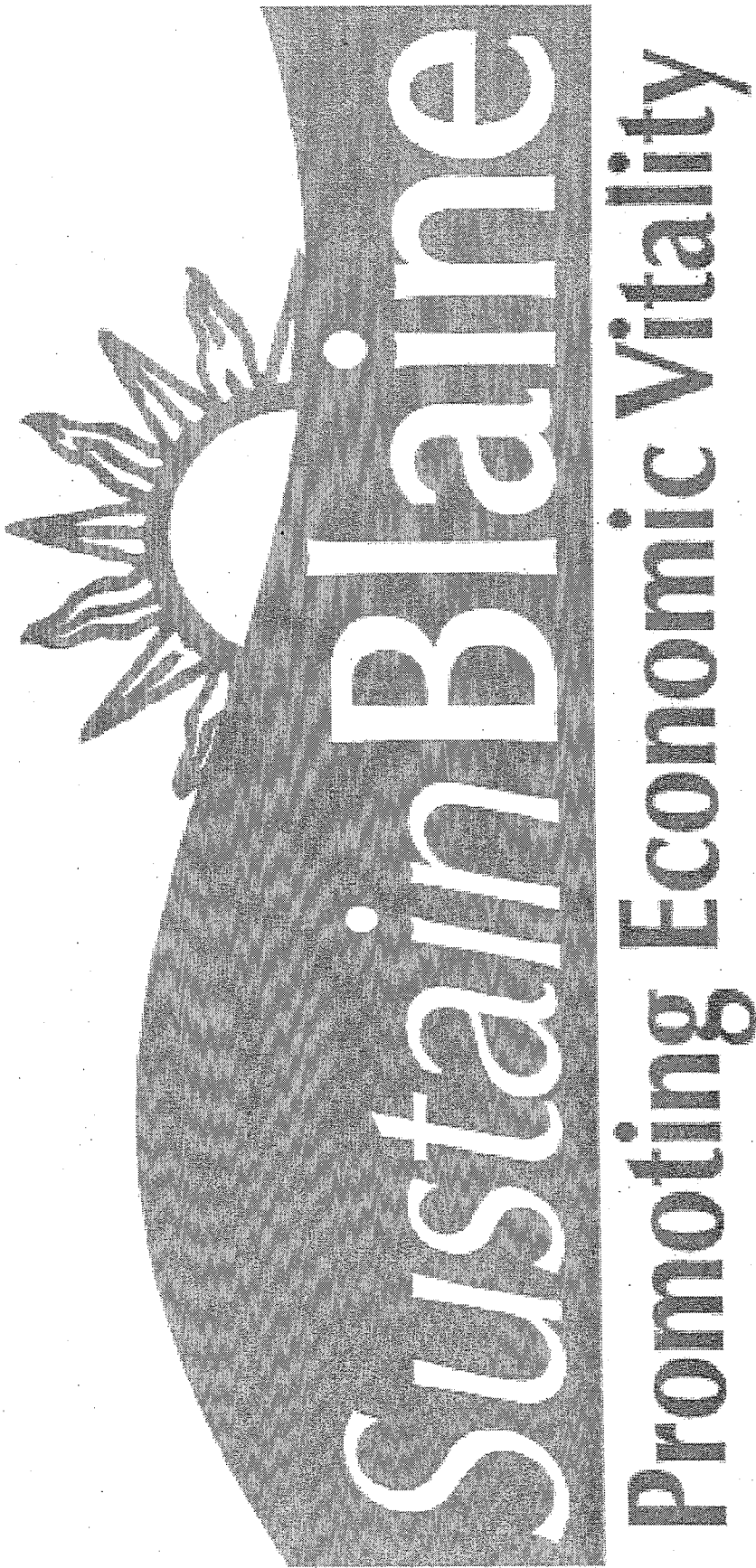
- \$2.5-5k request from City of Hailey for FYE14
- Balanced share of public sector requests totaling \$75k (3-7% of Public, 2-4% of Total)

Public Sector = \$75,750



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



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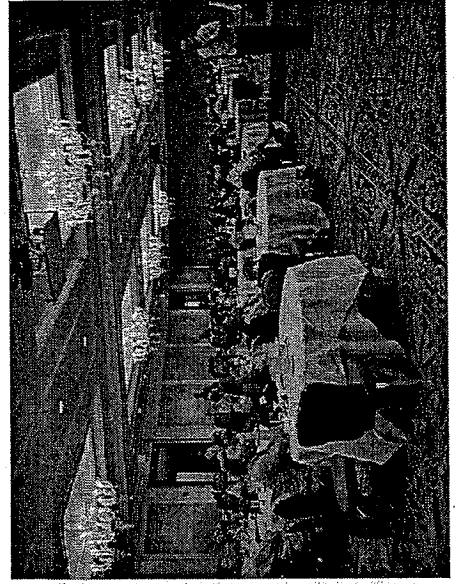
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Supplemental Slides

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*



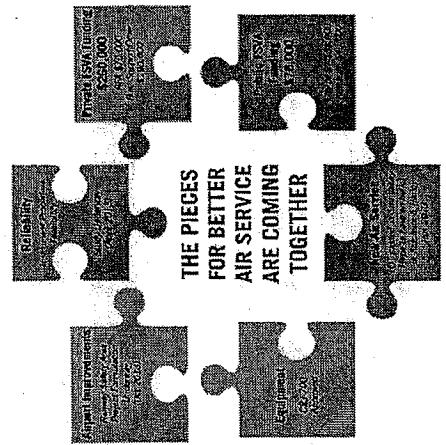
Air Service Analysis & Advocacy

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

CURRENT PARTNERS

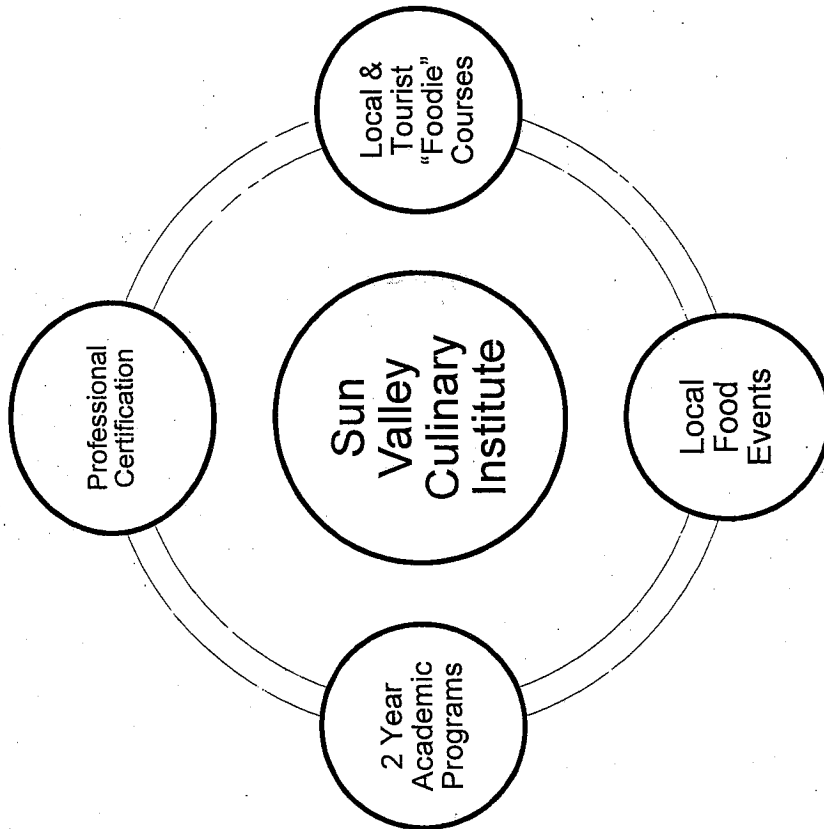
CSI

SUN VALLEY harvest festival

Sun Valley

SustainBlaine
Promoting Economic Vitality

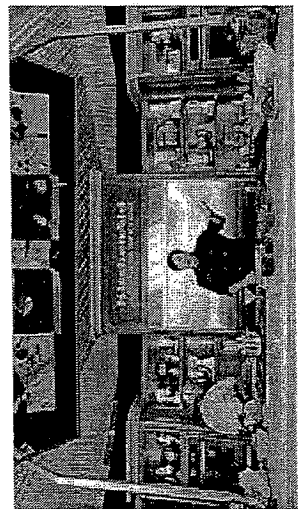
City of KETCHUM
Small Town. Big Life.



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

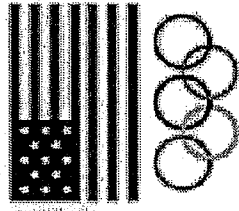


- Multiple High-end kitchens
- On-site restaurant / bakery
- Wine shop / tasting area
- Retrofit, lease or build options

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

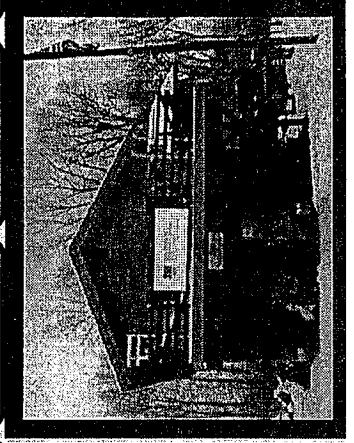
Other
Endurance
Sports

Today

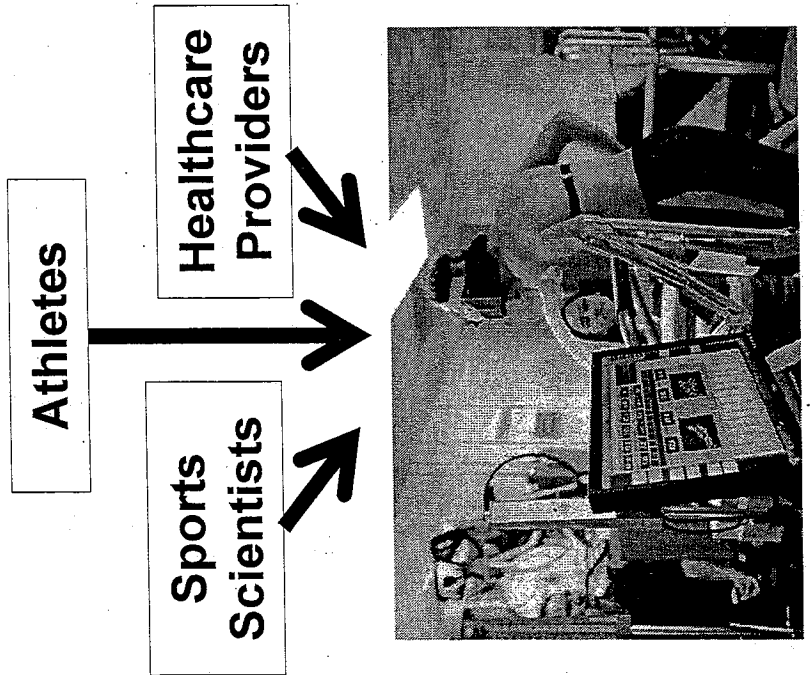
Future



CURRENT PARTNERS



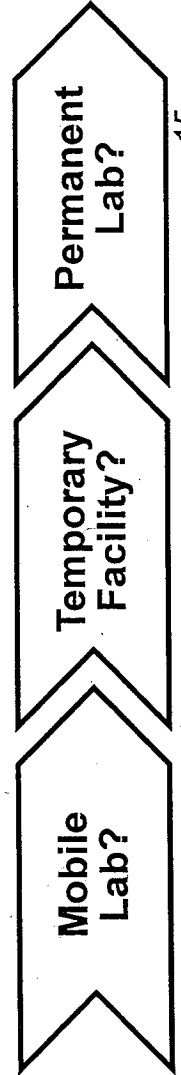
Human Performance Laboratory



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

POTENTIAL PARTNERS	
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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 Critterium, 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.

**LOT Comparison
2012**

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	Total
Visitor Inquiries:													
E-mails answered	221	174	210	212	263	244	530						1854
Visitor Count	165	56	44	52	77	45	84						523
Phone Inquiries	123	145	90	124	187	240	260						1169
Website Visits	3667	3601	3864	3184	3769	3621	3785						25491
Facebook Visits	2140	2604	2207	2910	3970	3274	5504						22609

2013

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	TOTAL
Visitor Inquiries:													
E-mails answered	455	148	548	404	347	311	336						2549
Visitor Count	122	70	91	90	84	210	274						941
Phone Inquiries	200	145	102	240	239	222	252						1400
Website Visits/Hits	2698	2364	2576	2,790	2393	2734	5177						20732
Facebook Reach (Avg)	37000	26,394	31,000	69,000	71000	46500	39000						319894