



City of Ketchum

March 15, 2021

Mayor Bradshaw and City Councilors
City of Ketchum
Ketchum, Idaho

Mayor Bradshaw and City Councilors:

Consideration and Approval of Special Events

Recommendation and Summary

Staff is requesting City Council consider the following applications for special events in spring/summer 2021. Currently, the State of Idaho is in Stage 3 of reopening, which allows gatherings up to 50 people. In anticipation of lesser guidelines as we approach the summer months, staff recommends adoption of the following motions:

"I move to approve the Special Events License Application for the Sun Valley Wellness Festival."

"I move to approve the Special Events License Application for Tour de Force."

"I move to approve the Special Events License Application for the Sun Valley Arts & Crafts Festival."

The reasons for the recommendation are as follows:

- Ketchum City Council requested the authority to review and approve all large special event applications.
- The events listed above have developed and submitted COVID plans.
- Each of the events were cancelled in 2020 due to COVID.

Introduction and History:

In 2020, prior to Council's request to review special event applications, each of the events listed above were administratively approved. Due to COVID restrictions, city health orders and no knowledge as to future COVID conditions, the Sun Valley Wellness Festival moved to a virtual event. Tour de Force and the Sun Valley Arts & Crafts Festival producers chose to cancel their events until 2021. The Sun Valley Wellness Festival and Tour de Force have modified their events to meet the level of restrictions anticipated in future months because of the reduced rate of infection in the valley. The Sun Valley Arts & Crafts Festival will take place in its typical form.

The State of Idaho is currently in Stage 3 of reopening. Stage 3 prohibits gatherings over 50 people, and they must adhere to Physical Distancing and Sanitation Requirements outlined in the Stay Healthy Guidelines. Applications may be denied at any time prior to the event due to COVID or other anticipated negative effects to the health, safety and welfare of the public.

This report provides details for each event for Council's consideration.

Analysis

SUN VALLEY WELLNESS FESTIVAL

The Sun Valley Wellness Festival (SVWFC) is scheduled for setup on June 24 and take place from June 25 to 27 in Forest Service Park and on Washington Avenue between 1st and River Streets. The festival typically attracts 32 vendors with approximately 48 staff, and 1500 festival attendees. Last year's event was held 100% virtually. This year will include some virtual events and other in-person events. It is anticipated there will be a lower level of attendance due to state guidelines and local health orders.

Forest Service park will host the Experience Park portion of the SVWFC. The Experience Park features 32 booths offering wellness related services, products and education. The SVWFC Experience Park is scheduled for set up on Thursday, June 24th. The park opens to the public on Friday and Saturday, June 25th and 26th from 9 a.m. – 6 p.m. and on Sunday June 27th from 9 a.m. – 5 p.m., with break down occurring from 5 p.m. – 8 p.m.

All vendor tents are placed according to social distance parameters for spacing. Line queues will be managed and directed for social distancing. All approved vendors will be required to provide written assurance they will follow state-issued and CDC protocols during the event.

Experience Park Vendors will be required to fill out a COVID Exposure Form 24 hours prior to set up and indicate any symptoms or exposure to COVID within the last 14 days. Vendors will also be asked about their COVID vaccination status; however, a lack of vaccination will not be deemed a disqualification.

At all points of entry to the park area, signage will state that attendees experiencing fever or other COVID -19 symptoms are prohibited from entering. Volunteers will be located at all entry points and will enforce City and State guidelines for participants prior to entry. Volunteers will also halt traffic into the park should it be deemed that the capacity has been reached.

Face masks, hand sanitizer, and gloves will be made available to all vendors, volunteers, and staff. Hand sanitizer stations will be strategically placed throughout the park and on Washington Ave. Vendors are required to provide hand sanitizer at their booth. Masks will be available to public at the information tent, as well as at entry point signage.

Should a COVID outbreak occur in the Blaine County area, we will follow all guidance issued by the state and City and if needed, the Experience Park and other physical elements of the event may be cancelled.

SVFWC will maintain contact with the local public health district periodically leading up to the event to understand the current community risk for exposure to COVID-19.

The proposed usable venue for the Sun Valley Wellness Festival at Forest Service Park is approximately 16,500 square feet. Approximately 4,500 square feet of the venue is occupied by temporary structures (tents), leaving roughly 12,000 square feet of open space. Using a three-foot radius per person to establish social distancing, each individual potentially occupies 28 square feet, allowing for 35 people per 1000 square feet. Using this formula, the maximum capacity for the proposed venue, assuming all attendees and artists are socially distanced and not members of the same household/family unit, the capacity for the venue is 420 people.

TOUR DE FORCE

The Tour de Force event is scheduled to take place from July 22 to 24. The producers have provided the following details.

Thursday, July 22, 8.30am - 11pm

Approximately 75 cars for parking/staging in The Limelight Hotel area (suggested Washington Avenue in front of the hotel and the old Boho Lounge)

Cars are driving on Highway 75 in one group to Smiley Creek Lodge (north).

Needs: Traffic control through Ketchum (Main Street) and corner of Hwy 75 and Saddle Road.

Police Chief Jamie Shaw will provide the best route through town in order to put the least amount of stress on existing traffic flow.

Friday, July 23, 4.30pm (departure 6pm)

Staging for up to 200 cars in one location in Ketchum. We used to stage at the YMCA parking lot, but it is no longer an option due to construction of a new fire station. Cars depart at 6pm for a 5-mile scenic drive through Sun Valley, Elkhorn and back to Ketchum. The downtown car show will not take place this year due to Covid. Cars will disperse after scenic drive.

Producers are exploring alternative locations for staging: Hemingway school parking lot, River Run Parking Lot (Sun Valley Co.), Pavilion Parking Lot (Sun Valley Co.), possible road closure.

Needs: Traffic control for scenic drive, potential escort car if possible.

SUN VALLEY ARTS & CRAFTS FESTIVAL

The Sun Valley Arts and Crafts Festival is in its 52nd year and is scheduled to take place from August 12 to 15 in Atkinson Park. The festival typically attracts 130 artists, and approximately 65 “artist guests,” with 75% of the artists coming from the following states:

- Arizona
- California
- Colorado
- Florida, Georgia
- Idaho
- Illinois
- Kentucky
- Louisiana
- Michigan
- Minnesota
- Montana
- North Carolina
- New Mexico
- New York
- Ohio, Oregon
- Pennsylvania
- Tennessee
- Texas
- Utah
- Virginia
- Washington
- Wisconsin
- Wyoming

The Festival is open to the public for 22 hours over the course of three days, attracting an average of 318 guests per hour, totaling 7,000 guests, according to the event producer. The percentage of out-of-state attendees is unknown. On average, the total number of attendees and artists at the event venue will total 513 guests per hour; however this year, attendance is expected to be lower.

The proposed venue for the Sun Valley Arts and Crafts Festival at Atkinson Park is approximately 77,000 square feet. Approximately 15,000 square feet of the venue is occupied by temporary structures (tents), leaving roughly 62,000 square feet of open space. Using a 3-foot radius per person to establish social distancing, each individual potentially occupies 28 square feet, allowing for 35 people per 1000 square feet. Using this formula, the maximum capacity for the proposed venue, assuming all attendees and artists are socially distanced and not members of the same household/family unit, the capacity for the venue is 2170 people.

Sustainability Impact

There is no sustainability impact.

Financial Impact

There is no financial impact.