



City of Ketchum

June 1, 2020

Mayor Bradshaw and City Councilors
City of Ketchum
Ketchum, Idaho

Mayor Bradshaw and City Councilors:

Consideration and Approval of the Sun Valley Arts and Crafts Festival Event

Recommendation and Summary

On May 18, City Council agreed to review and approve park reservation and special event applications and require them to submit a COVID plan. This report provides the required information for the Sun Valley Arts and Crafts Festival.

“I move to approve/deny the Special Events License Application submitted for the Sun Valley Arts and Crafts Festival.”

The reasons for the recommendation are as follows:

- Ketchum City Council requested the authority to review and approve all 2020 Special Events and Park Reservations.
- The Sun Valley Arts and Crafts Festival has developed and submitted a COVID plan.
- The Sun Valley Arts and Crafts Festival event provides an activity for residents and visitors.

Introduction and History

The Sun Valley Arts and Crafts Festival is in its 52nd year and is scheduled to take place from August 6 to 9 in Atkinson Park. The festival typically attracts 130 artists, and approximately 65 “artist guests,” with 75% of the artists coming from outside Idaho:

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

Currently under the State order, people arriving to Idaho from states with a high occurrence of COVID must quarantine for 14 days. This still may be the case in the coming months.

The Festival takes place after the potential expiration date of the state's Stage 4 reopening plan, scheduled for June 26.

On May 26, the State of Idaho issued interim guidance for safe gatherings and public events, with planning recommendations for after Stage 4. The protocols direct event planners to use the practices outlined in the previous stages, which include allowing for groups larger than 50 people where physical distancing of six feet can be maintained for employees and attendees, wearing cloth face coverings in public places, providing adequate sanitation services, ensuring frequent disinfection of event location and regular cleaning of high-touch surfaces, limiting close interactions with attendees, among others. Planners should also know the level of disease transmission in the local community and the level of transmission in the areas from which the attendees will travel from.

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.

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.

Financial Impact

The gross sales of the Sun Valley Arts and Crafts Festival have been over \$500,000 each of the past two years, resulting in approximately \$10,000 in LOT revenue to the City of Ketchum annually.

Attachments:

Sun Valley Arts and Crafts Festival COVID-19 plan
Sun Valley Arts and Crafts Covid-19 Supplemental Plan
State of Idaho Interim Guidance for Safe Gatherings and Public Events in Idaho

City of Ketchum Request for COVID-19 Plan

The current COVID-19 pandemic prompted the City of Ketchum to reevaluate all existing events and park reservations. In order to evaluate each event and reservation, the City of Ketchum has developed the following request for mapping and information as outlined below.

Site Plan Including Locations of the Following (Must Reflect 6 Foot Physical Distancing):

- Ceremony Location
- Seating Plan Showing Number of Guests per Table
- Restrooms and Handwashing Stations Plan (City Restrooms are Closed)
- Food and Beverage Station Locations
- Stage and Dancefloor
- High-Touch Areas (Gift Tables, Seating Card Tables, etc.)
- Onsite Signage Including CDC Recommendations for Large Gatherings
- Traffic Flow Signage

Please Provide Answers to the Following Questions:

What is your event?

52nd annual Sun Valley Arts & Crafts Festival

Where will your event take place?

Atkinson Park (its location since 2007)

How many people will attend your event?

7,000 over 3 days (22 hours total of the Festival being open)

What areas of the country/state will your guests be arriving from (Please List)?

Idaho, Washington, Oregon, California, Montana, Wyoming, Utah, Arizona, New Mexico, Colorado, Wisconsin, Minnesota, Michigan, Virginia, Kentucky, North Carolina, Georgia, Florida, Louisiana, New York (1 TBD).

What are your protocols for guests arriving from COVID hotspots?

The Festival recognizes Idaho Phase 3 of re-opening, which lifts restrictions on out-of-state guests coming into the State. However the Festival's policy is that Invited and confirmed artists must voluntarily express if they are currently, or have been in the previous 14 days prior to August 6, confirmed to be sick from the Covid-19 virus. If so, they are told not to travel to the Wood River Valley, and under no circumstances may they enter Atkinson Park. Patrons and other customers/guests will be provided safety protocols in pre-event advertising and via on-site signage at the most common entry points to the Festival.

Where will your guests be staying if they are non-residents?

All artists are provided local lodging information with their invitations, which were sent out on March 23. The Festival is not responsible for arranging lodging. Here is the precise information they received.

Hotels in Sun Valley / Ketchum

- Hotel Ketchum: 208-471-4716 or <https://www.hotelketchum.com/en>
- Best Western Plus Kentwood Lodge: 208-726-4114
- Best Western Tyrolean Lodge: 208-726-5336
- Knob Hill Inn: 208-726-8010 or <https://www.knobhillinn.com/>
- Limelight Hotel: 855-441-2250 or <https://www.limelighthotels.com/ketchum>
- Sun Valley Resort: 208-622-2251 or <https://www.sunvalley.com/>
- Tamarack Lodge: 208-726-3344 / 800-521-5379 or <https://www.tamaracksunvalley.com/>

Hotels in Hailey

- Airport Inn: 208-788-2477 or <http://airportinnhailey.com/>
- AmericInn: 208-788-7950 or <https://www.wyndhamhotels.com/mericinn/hailey-idaho/mericinn-lodge-and-suites-hailey-sun-valley/overview>
- Wood River Inn: 208-578-0600 / 877-542-0600 or <https://www.woodriverinn.com/>

Motels/Cabins in Bellevue

- Silver Creek Hotel: 208-725-8282 or <http://silvercreeksunvalley.com/>
- High Country Motel: 208-721-0067 or <http://www.highcountrymotelbellevue.com/>

Camping in Sun Valley / Ketchum

- Sawtooth National Recreation Area (SNRA): <https://www.recreation.gov/>
 - Reservations Only: 877-444-6777
 - Recreation Area / Visitor Information 208-727-5013
- The Meadows (RV Park): 208-726-5445 or themeadowsmanagers@gmail.com

Camping in Bellevue

- Riverside RV Park and Campground: 208-788-2020 or <http://www.riversidervparkandcampground.com/>

Are you allowing guests to attend who are experiencing COVID symptoms?

No. The pre-event advertising and on-site signage will express this. However it will be based on an honor system.

Will you provide face masks, hand sanitizer or gloves for your guests?

We will provide all those items to our artists and their associates, and our staff and volunteers. Hand sanitizer will be provided in each artist booth, and in key points around the festival. Gloves and masks for the public will be available in limited quantities for those who request them.

Who will provide food and beverage at your event (if applicable)?

Licensed food trucks will be part of the Festival, as before. Social Distancing parameters will be followed in their general spacing, and in front of their individual operation (demarcation points, lines, etc.) These vendors so far include KBs, Smokey Bone, SV Brewery, Toni's Ice Cream, Sustainability Center and a Shaved Ice/Pizza vendor. In addition, Lorna's Catering will provide a private breakfast for the artists on Saturday, August 8. Food items will be individually packaged, rather than served through a buffet line.

Have your food and beverage providers issued assurance they will be following state-issued and CDC protocols that are in place during your event?

Yes.

Have your event contractors (tents, tables, chairs, florists, band/dj, etc.) provided assurance they will be following state-issued and CDC protocols that are in place during your event?

Yes. Those vendors so far include Clear Creek Disposal, Idaho Tents & Events out of Boise, and Eagle One Security.

What is your contingency plan in the event of a COVID outbreak?

In the event of three or more confirmed cases of Covid-19 contamination proven to have been picked up at the Festival, the Festival will be shut down. All public will be cleared out of Atkinson Park immediately, and artists will be issued instructions to pack up and leave, which is normally a 4-hour process.

The City of Ketchum reserves the right to revoke any permit and/or cancel any event or park reservation as deemed necessary in order to protect the public health and safety. In event of cancellation the City will reasonably work with the event or park reservation holder to accommodate rescheduling.

Submitted By: Art Daves, Festival Director

Signed:  Date: 5 / 29 / 2020



The Sun Valley Arts & Crafts Festival has taken place annually in Atkinson Park since 2007. The 2020 Festival will be the 52nd annual edition of the event.

The Festival features 140 artist booths, each 10'x10'.

Some are double booths (10'x20'), thus making the artist count typically 130.

Usually about 400-450 artists apply each year. A rigorous jury process narrows this to 130 artists who are invited. About 75% are from out of state.

The Festival has typically featured artist demonstrations, a kids' activity area, a large picnic area with a music performance stage, large 40'x40' shade tents, and food trucks.

The Festival is entirely free and open to the public, and is open from 11AM - 7PM Friday, 10AM-5PM Saturday & Sunday, for a total of 22 hours.

Typical attendance is roughly 7,000 per year. Based on this, the average Festival attendance per hour is 318 patrons.

The dates for the 2020 Festival are August 7-9, with move in by artists on August 6.

Total gross sales have been over \$500,000 each of the past two years, resulting in about \$10,000 in LOT revenue for the City of Ketchum annually.

Covid-19 Supplemental Plan

This plan contains the following elements in order to best meet social distancing and other health guidelines. For the venue, artist booths will be spaced further apart, aisles will be wider, ancillary public gathering components will be eliminated (artist demonstrations, kids' activity area, picnic shade tents), restrooms will be spaced further apart, and handwash stations will be added. In addition, the artist breakfast will be converted from a buffet to a single-serving a la carte arrangement.

For the messaging, current health code protocols issued by the State of Idaho and City of Ketchum will be included on various advertisements, print pieces, and venue signage.

Contents

1. Previous Festival Site Plan Arrangement
2. New Proposed Site Plan Arrangement
3. Messaging Summary
4. Patron / Attendee Social Distancing pattern (based on 318 per hour)

Sun Valley Arts & Crafts Festival
Atkinson Park
Previous Set Up

Toilets 6" apart

Booths 2" apart

Kids'
Activity
Tent

Artists
Demonstration
Tent

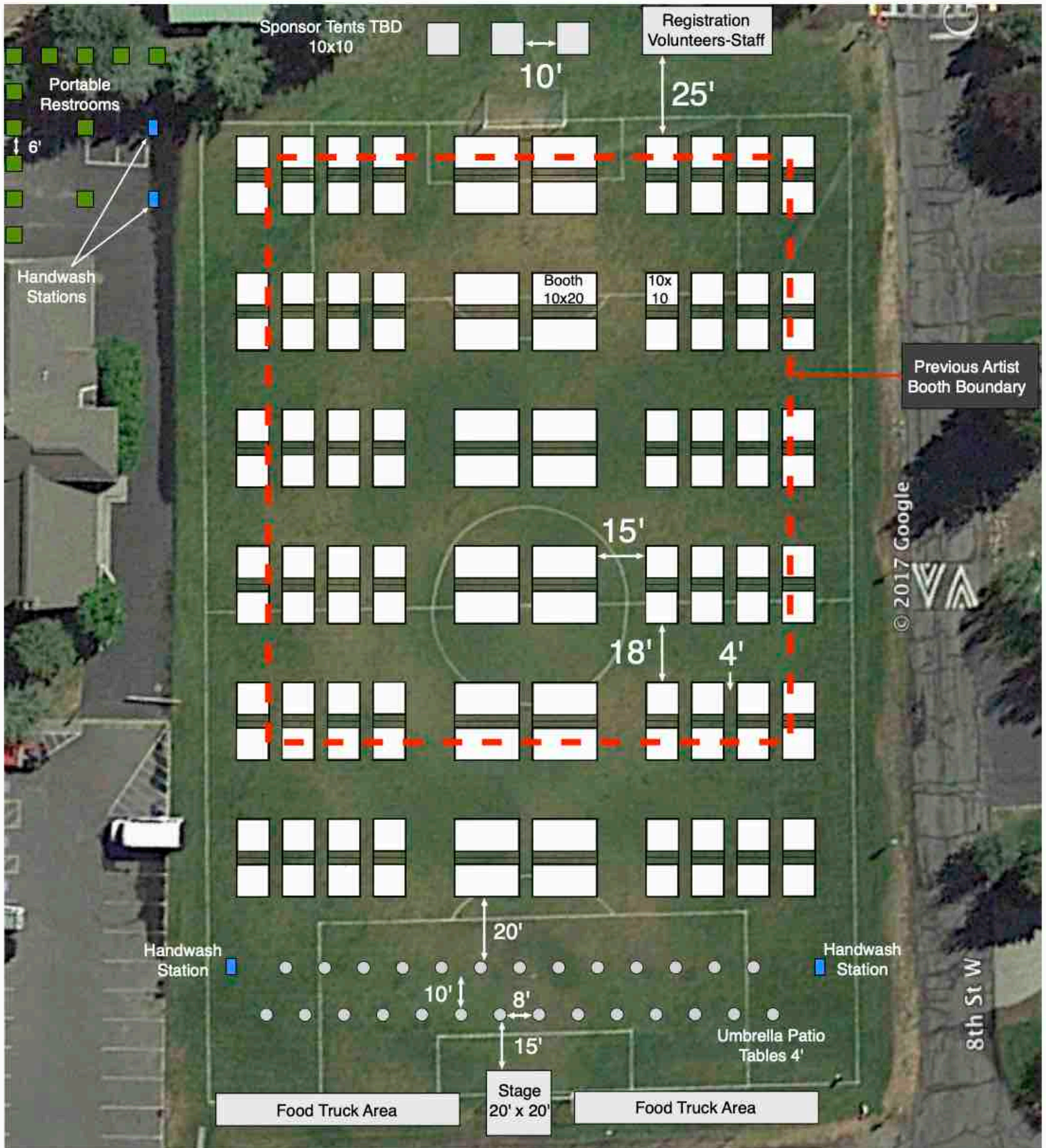
Artists'
Booth
Foot
Print

Aisles 15' wide

40' x 40'
picnic tents

4' Umbrella & Patio Tables
Placed 2' apart





Proposed 2020 Venue Changes

- a) Booth Spacing: From 2' to 4' apart (all booths have 3 walls, the front is open)
- b) Booth Rows: From 10 rows up to 12
- c) Aisles: From 15' wide aisles to 18'
- d) Old Booth Foot Print: 160' x 180'
- e) New Booth Foot Print: 178' x 234'
- f) Portable Restrooms: From 6' to 6' apart
- g) Handwash Stations: Quantity from 1 up to 4
- h) Picnic Area: Removal of 40'x40' Shade Tents (to mitigate gathering locations)
- i) Hand Sanitizer available at: main operations tent, picnic area, restrooms

Directives to Artists Pre-Event

Approximately 130 Artists, and 65 Artists' Guests will be in attendance, with 75% coming from out of State.

- a) If you are currently diagnosed with Covid-19, or have been in the two weeks prior to the Festival (August 6 move in), then you will not be permitted to show and enter Atkinson Park. You may assign a designee to run and operate your booth instead, or withdraw from the Festival.
- b) If the State of Idaho stipulates, artists and guests will be required to wear masks during all festival hours.
- c) Artists should limit the quantity of customers/patrons in their booth to no more than 4 at any one time.
- d) To the fullest extent possible, artists should endeavour to accept payment via credit cards only.
- e) Twice daily, artists should wipe and sterilize displays, counters, and flat surfaces within their booths.
- f) Prior to move-in on August 6, artists will be required to sign a waiver, stipuating that they understand and acknowledge the inherent health risk of showing in the Festival, as it is a public gathering; and that they hold harmless the City of Ketchum, its officers, employees, etc., and Altitude Events Group LLC in the event of illness to them.

Messaging to the Public

To be included in some pre-event advertising, print collateral, and venue signage (photo below). Final phrasing TBD.

By entering Atkinson Park and the Sun Valley Arts & Crafts Festival, you do so at your own risk, and understand & acknowledge there is inherent health risk.

By entering Atkinson Park and the Sun Valley Arts & Crafts Festival, you agree to hold harmless the City of Ketchum, its officers, employees, etc., and Altitude Events Group LLC, all officially registered Artists and their Associates, volunteers, food vendors, and other workers, in the event of illness to you or minors in your care.

If you are currently diagnosed with Covid-19, or have been in the two weeks prior to the Festival (August 7), then please do not enter or attend the Festival.

Please limit the number of patrons within each artist booth to no more than 4. This is a self-police system, and we ask your kind cooperation in helping us.

If you or someone you know becomes ill during the Festival, please report this to the Festival Director at the main information tent, and either report to an EMT on site or leave the Festival immediately.

Hand-wash stations and hand sanitizer stations are located throughout the Festival.

Masks are not required, but recommended.

The State of Idaho and City of Ketchum reserve the right to close the Festival at any time for health reasons.





• Patrons = 330

The Idaho Department of Health and Welfare (DHW) and the seven local public health districts have developed guidance to assist with decisions regarding gatherings and public events during the COVID-19 pandemic and stages of the Rebound Idaho plan. We understand that events must be planned well in advance and some event timelines extend beyond the current Stage 4 of the Rebound Idaho plan. Idaho's ability to advance from one stage to the next is dependent on gating criteria (<https://rebound.idaho.gov/stages-of-reopening/>) being met, which requires control of the spread of COVID-19.

There is currently no vaccine to prevent COVID-19. Until such time as a vaccine is available or there is sufficient population immunity to the virus, community mitigation and personal accountability measures must be taken. Mass gatherings highly influence virus activity. It is recommended that all future plans for gatherings beyond the stages of the Rebound Idaho plan should be planned with cancellation or postponement contingencies. Idaho public health experts, DHW and all local Public Health Districts, will support any decision to postpone or cancel gatherings and public events in order to protect Idahoans and those who visit Idaho.

For the purpose of this guidance, mass gatherings and events are defined as a public gathering for business, social, academic or recreational activities including, but not limited to, community, civic, public, educational, leisure, or sporting events; parades; concerts; festivals; conventions; fundraisers; and similar activities. Specific examples may include, but are not limited to, weddings, graduations, large theater performances, rallies, car shows, reunions, races, holiday celebrations, rodeo championships, adult and youth sports tournaments.

ALL STAGES

Everyone Should:

- Engage in physical distancing of at least six feet
- Wear cloth face coverings in public places
- Stay home if sick
- Practice good hand hygiene
- Cover coughs and sneezes
- Disinfect commonly touched surfaces and objects regularly

Event Planners & Organizers Should:

- Check in with their local public health district periodically leading up to the event to understand the current community risk for exposure to COVID-19
- Host events outdoors, if possible
- Maintain the six-foot physical distancing requirements for employees and attendees
- Provide adequate sanitation and personal hygiene for employees, vendors, and attendees
- Ensure frequent disinfection of the event location as well as regular cleaning, especially of high-touch surfaces
- Identify how personal use items such as masks, cloth face coverings, and gloves may be required by employees, vendors, and/or attendees
- Provide services and event activities while limiting close interactions with attendees

CONTINUES ON NEXT PAGE

Event Planners & Organizers Should:

- Identify strategies for addressing ill employees, such as the following:
 - Require COVID-19 positive employees to stay at home while infectious
 - Symptoms of COVID-19 include muscle aches, a fever of 100.4 °F or higher, cough, sore throat, and shortness of breath
 - Keep employees who were directly exposed to the COVID-19 positive employee away from the workplace
 - Closure of the event location until the location can be properly disinfected
- On a case-by-case basis, include other practices appropriate for specific types of events, such as screening of employees for illness and exposures upon work entry, requiring non-cash transactions, etc.
- Identify and address potential language, cultural, and disability barriers associated with communicating COVID-19 information to event staff and participants.

Idaho public health experts recommend that organizers (whether groups or individuals) postpone or cancel mass gatherings and public events in any of the following situations:

- The event will draw audiences or participants from communities, states, or countries that are currently experiencing confirmed substantial community spread of COVID-19 disease. Your local public health district can assist you in making this determination.
 - Refer to the county map provided by the Centers for Disease Control and Prevention (CDC) to see if an area (county) they are from has higher rates than the overall rate for Idaho: <https://www.cdc.gov/covid-data-tracker/index.html>
- The event's primary audience includes or may expose high-risk populations, including adults over the age of 65 years and people with underlying chronic medical conditions like heart or lung disease or diabetes, regardless of the number of attendees.

STAGE 2 (first stage allowing gatherings):

In addition to the above guidance,

- Use technology (e.g., webinar, video conferencing, live stream, etc.) as a way to gather people or a way to augment a gathering to minimize the risk of COVID-19 exposure when possible
- Allow for groups of 10 people or less where physical distancing of six feet can be maintained
- Consider directing attendees to seating or standing areas that are already properly distanced
 - Use signage and barrier protection to limit movement and maintain distancing and direct the flow of traffic
 - Limit tables to groups of six
 - Space tables appropriately to keep patrons six feet apart while seated and moving in and out of chairs
 - If stadium seating is being used, use barriers or signage to appropriately physically distance families
- Limit entrances and exits to the event to control the flow of attendees
 - Consider separate entrances and exits to the event
 - Mark where people line up to keep attendees six feet apart while waiting
 - Open gates or doors to events early to allow for orderly entrance to event

- Post signs at entrance stating that if attendees have a fever or other COVID-19 symptoms, they are prohibited from entering
- Utilize on-line ticket sales, required sign-ups and/or RSVPs for crowd management
- Provide COVID-19 prevention supplies to event staff and participants
 - Make sure that events have supplies for event staff and participants, such as hand sanitizer that contains at least 60 percent alcohol, tissues, trash baskets, disposable facemasks, cleaners and disinfectants
- Dedicate staff members to disinfect high contact surfaces throughout the establishment and disinfect tables between parties
- If food is being served at an event, refer to Stage 2 Restaurant Protocols

STAGE 3:

In addition to the above guidance:

- Allow for groups between 10 – 50 people where physical distancing of six feet can be maintained

STAGE 4:

In addition to the above guidance:

- Allow for groups larger than 50 where physical distancing of six feet can be maintained
- If concession services are provided, prohibit in-stand concession sales and buffet-style serving areas
 - Concession services should be limited to vending and walk-up services that can provide for appropriate physical distancing while patrons wait in line

PLANNING FOR AFTER STAGE 4:

Idaho's public health officials cannot predict what the threat of COVID-19 will be across the state in July, August, September, and beyond or make recommendations many weeks or months in advance on attendee size, postponing, or canceling of events. For event planners who choose to move forward with planning events over the summer and fall of 2020, events should be planned using the practices outlined above in this guidance. In addition to the above:

- Be aware of any legal orders in place, which will be posted at <https://coronavirus.idaho.gov>
- Know the level of disease transmission in your local community and the level of transmission in the areas from which your attendees will travel (consult with your local public health district)
 - Refer to the county map provided by the Centers for Disease Control and Prevention (CDC) to see if an area (county) they are from has higher rates than the overall rate for Idaho: <https://www.cdc.gov/covid-data-tracker/index.html>
- Stay in regular communication with your potential patrons about the status of COVID-19 in the state and in your area and any cancellation or change in the venue
- Identify and address potential language, cultural, and disability barriers associated with communicating COVID-19 information to event staff and participants
- Develop a contingency plan that addresses scenarios you may encounter during the COVID-19 outbreak
 - Identify actions to take if you need to postpone or cancel events
 - Develop flexible refund policies for participants
 - Determine if the event can be convened in a different manner such as a virtual event

Resources

Event Planning and COVID-19: Questions and Answers. <https://www.cdc.gov/coronavirus/2019-ncov/community/large-events/event-planners-and-attendees-faq.html>

Get Your Mass Gatherings or Large Community Events Ready. <https://www.cdc.gov/coronavirus/2019-ncov/community/large-events/mass-gatherings-ready-for-covid-19.html>

Centers for Disease Control and Prevention Guidance on Mass Gatherings. <https://www.cdc.gov/coronavirus/2019-ncov/community/large-events/mass-gatherings-ready-for-covid-19.html>

Centers for Disease Control and Prevention. Reopening Guidance for Cleaning and Disinfecting Public Spaces, Workplace, Businesses, Schools and Homes: <https://www.cdc.gov/coronavirus/2019-ncov/community/reopen-guidance.html>

Centers for Disease Control and Prevention. Guidance on Disinfecting: <https://www.cdc.gov/coronavirus/2019-ncov/community/disinfecting-building-facility.html>

EPA list of COVID-19 effective disinfectants: <https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2>