



City of Ketchum

February 7, 2022

Mayor Bradshaw and City Councilors
City of Ketchum
Ketchum, Idaho

Mayor Bradshaw and City Councilors:

Receive Update on the Ketchum Community Housing Action Plan & Provide Direction on Local Option Tax Election (May 17th)

Recommendation and Summary

City staff will provide a status update on actions to date and proposed next steps for the project. Should the Council still desire to hold a May 17th election to amend the Local Option Tax (LOT) ordinance; staff would like to confirm actions/dates leading up to the March 18th deadline for ballot submission to Blaine County.

- Hold listening sessions with potential affected LOT businesses (lodging, retail, restaurant) – week of February 7th
- Hold series of community forums to update public on actions to date and receive their feedback (Feb 11th-22nd)
- Update Council and review draft ballot language – February 21st
- Hold first reading and public hearing – March 7th
- Designate at least two special meetings/public hearings prior to March 18th deadline to finalize ballot language

The reasons for the recommendation are as follows:

- The City Council expressed a desire for the creation of a Housing Action Plan.
- The Plan will outline specific goals, strategies, actions/projects, and associated funding strategies.
- The city intends to hold a May 2022 election on the collection of Local Option Taxes and community housing.

Introduction and History

During the FY22 budget development process, City Council expressed a desire to formalize the city's overall community housing strategy. To that end, staff recommended in September the Council approve retaining Agnew::Beck to engage the community in the development of a Housing Action Plan. City Council also later approved the use of professional service resources to retain Carissa Connelly as the City's Housing Strategist who will serve as the project manager both in development and execution of the plan.

The Housing Action Plan will specify goals based on need and determine the most appropriate strategies/projects. Agnew::Beck and city staff have initiated Phase #1 activities. It is important to note that between each phase of work, robust stakeholder outreach will occur in the following sequence:

- Community Task Force
- City Council, Planning & Zoning and Urban Renewal Agency Boards
- Regional governmental partners (Blaine County, cities, and Housing Authority)
- Public engagement session (in-person and virtual)

Phase #1 Context Setting (October – early January)

- Needs & Preferences
 1. Community Survey
 2. Stakeholder Interviews

3. Data Analysis
- Best Practices
 1. Strategy/Policies
 2. Resources/Partnerships
 - a. Programs
 - b. Projects

Phase #2 Develop the Plan (*January -March*)

- Action Plan
 1. Vision/Goals
 2. Focus Areas
 3. Actions
- Funding Options
 1. LOT
 2. In-Lieu Fees
 3. Philanthropic
 4. Business Partnerships
 5. Federal/State/Tax Credits

Phase #3 Take Action (*Mar-TBD*)

- Implement the Action Plan
 1. Policies, Projects, Programs
- LOT Ballot
 1. Ballot Language (March)
 2. Election (May)

Sustainability Impact

Adequate community housing decreases the occurrence of trip generation and associated greenhouse gases.

Financial Impact

Project funding has already been approved from the Council Strategic Initiatives Fund (one-time local funds and use of federal ARPA funds).

Attachments:

Visual of project phases



HOUSING MATTERS

What Are We Doing?

STAKEHOLDER
REVIEW

STAKEHOLDER
REVIEW

1 CONTEXT November - January

NEEDS & PREFERENCES	BEST PRACTICES
<ul style="list-style-type: none">• Survey• Stakeholder Sessions• Data Analysis	<ul style="list-style-type: none">• Strategy/Policies• Programs• Projects
OUTPUT: Findings Summary	OUTPUT: Housing Toolkit

2 DEVELOP January - February

ACTION PLAN	FUNDING OPTIONS
<ul style="list-style-type: none">• Vision/Goals• Focus Areas• Actions	<ul style="list-style-type: none">• LOT & in-lieu• Philanthropic• Business• Federal/state• Tax credits
OUTPUT: Housing Action Plan	OUTPUT: Funding Scenarios

3 ACTION March +

IMPLEMENT PLAN	L.O.T. ON BALLOT
<ul style="list-style-type: none">• Implement actions upon approval	<ul style="list-style-type: none">• Ballot language (March)• Election (May)
OUTPUT: Policies, Programs, Projects	OUTPUT: Funding for housing initiatives

STAKEHOLDERS + IMPLEMENTATION PARTNERS

- Task Force
- Ketchum City Council, Planning & Zoning Commission, Ketchum Urban Renewal Agency (KURA)
- Neighboring governments, Blaine County Housing Authority
- Community