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P.O. Box 2315 | 480 East Ave. N. | Ketchum, ID 83340

August 17, 2020

Chair and Commissioners  
Ketchum Urban Renewal Agency  
Ketchum, Idaho

Chair and URA Commissioners:

### **REQUEST FOR FUNDING FOR SUN VALLEY ECONOMIC DEVELOPMENT**

#### Recommendation and Summary

Staff recommends the board provide direction to staff on the scope of work and funding request.

#### Introduction and History

The KURA provided \$15,000 to SVED in FY 19/20 and entered into a contract for services. At the last KURA meeting in July, the Board discussed the \$15,000 SVED funding request and asked for more information on the scope of work for FY 20/21. Harry Griffith has provided additional information in Attachment A.

#### Current Report

Staff is seeking Board direction on the proposed scope of work. Once the Board approves a scope, a contract for services will be prepared for Board approval.

#### Financial Requirement/Impact

The Board will determine funding priorities for FY 20/21 and decide if this request will be funded as part of the FY 20/21 budget.

#### Attachments:

SVED proposed scope of work  
SVED scope of work with Idaho Department of Commerce

## Sun Valley Economic Development

### ANNUAL PERFORMANCE CRITERIA 2020

Performance Objective Number	Action Plan Category	Performance Criteria	Additional Details
1	Industry Targeting & Business Outreach	Visit & support targeted industries & businesses	Identify priority industry sectors & engage to support business growth/success
2		Visit & support 10 existing or new member businesses per month	Identify other high potential industry sectors & engage to support business growth/success
3		Deliver improved annual economic profiles	Produce 5 individual city and 1 county level profiles
4		Activate Housing Ready Team 3+ times	Advocacy on specific and appropriate housing projects
5		Introduce/propose 5 State/Local incentive programs to help local businesses	TRI, PTE, URA & other funding support mechanisms
6	Main St & Entrepreneurship	Support business recovery from Covid19	2+ Business surveys, funding connections, operational advice & succession planning support
7		Participate in/Develop Talent Pipeline Mngmt program(s)	Complete TPM 12 month training program
8		Develop remote worker relocation attraction/integration program(s)	Evaluate competitive attraction mechanisms
9	Place Making	Secure certificate of occupancy for culinary institute opening	Complete Phase 1 build out
10		Provide strategic and/or analytical support for 3 community events	Economic impact assessments & funding/partnership advice
11		Conduct a minimum of 2 annual conversations with each City government/representative	Inputs on programs, regulations & legislation
12	Professional Development	Attend 2 Southern Idaho Economic Development & 2 Idaho Economic Development Association events	Networking connections & expertise enhancement
13		Participate in 5 Virtual Roundtables or other Commerce training activities	Expertise enhancement
14	Other	Secure 5 new members for year	
15		Maintain YE membership at 115	
16		Deliver positive YE operating income, along with budgeted Forum & Summit outcomes	



**RURAL IDAHO ECONOMIC DEVELOPMENT PROFESISONAL GRANT  
STATE OF IDAHO – DEPARTMENT OF COMMERCE**

**Appendix A – Work Plan**

**Note: The total number of items identified for Objectives A, C and D must equal or exceed 9.**

**Objective A Industrial Targeting: Identify 2 to 5 industries that you will be targeting over the next year. For each industry stipulate the reason it will be your priority.**

- 1) Industry – Recreation Technology
  - a. History of outdoor recreation businesses
  - b. Experienced local talent pool
  - c. Cluster of small to medium companies already Multi-sport/season testing venues
  - d. operating
- 2) Industry – Food & Beverage
  - a. Significant restaurant community & employment base
  - b. Strong southern county agricultural base
  - c. Leverage “Sun Valley” in branding products
  - d. Major national level F&B event developer based in community
  - e. Industry with significant Covid survival risk
- 3) Industry – Tourism
  - a. Local economy dominated by \$1.2 billion in tourism-related businesses
  - b. Potential for significant new hospitality project investments
  - c. Changing visitor demographics & behaviors
  - d. Industry with significant Covid retention risks
- 4) Industry – Business to Business
  - a. Historic Quality of Place HQ relocation decisions
  - b. Focused international products in variety of sectors
  - c. Resilient diverse non-tourism business operations
- 5) Industry – Not for Profits
  - a. 140 entities in community representing 500 employees and 50 m revenue
  - b. Large charitable community of individuals and foundations
  - c. Vibrant arts, entertainment, recreation, environmental and social services community
  - d. Sponsor of more then 25 annual marquis events generating \$40m pa in economic impact

**Objective B Business Outreach: For each of the industries identified under Objective A identify 3-5 businesses that you plan to work with over the next year.**

- 1) Industry – Recreation Technology

- a. Chums, Ketchum
- b. First Lite, Ketchum
- c. Club Ride, Hailey
- d. Decker, Ketchum
- e. Sync Vans, Bellevue

2) Industry – Food & Beverage

- a. Atkinsons Markets, Bellevue/Hailey/Ketchum
- b. Warfield Distillery, Ketchum
- c. Sawtooth Brewery, Ketchum & Hailey
- d. Hillside Grain, Bellevue
- e. Kraay Farms, Bellevue

3) Industry - Tourism

- a. Limelight Hotel, Ketchum
- b. Sun Valley Co, Sun Valley
- c. Hotel Ketchum, Ketchum
- d. Sun Valley Guides, Ketchum
- e. Harriman Hotel, Ketchum
- f. Visit SV & Chamber

4) Business-to-Business

- a. Marketron
- b. Power Engineers
- c. Yellow Fin
- d. Cox Business
- e. Hempitecture, Ketchum

6) Industry – Not for Profit

- a. Sun Valley Museum of Art, Ketchum
- b. The Argyous, Ketchum
- c. The SV School, Sun Valley
- d. Senior Connection, Hailey
- e. SV Ski Education Foundation, Ketchum

**Objective C Main Street and Entrepreneurship – Identify 2 to 5 activities or strategies you will pursue to create, grow and strengthen main street businesses (retail, hospitality, professional services) and or promote entrepreneurship in your communities.**

- 1) Strategy – Pandemic Operations
- 2) Strategy – Succession Planning
- 3) Strategy – Talent Attraction

**Objective D Placemaking – Identify 2 to 5 projects you will help pursue to make your communities more attractive for businesses and workforce.**

- 1) Project – Sun Valley Culinary Institute
- 2) Project – Workforce Housing
- 3) Project – Work from Here Relocations
- 4) Project – Broadband Expansion
- 5) Project - Bald Mtn Forest Health Initiative

**Objective E Professional Development – Identify 2 to 5 topics or subject areas you wish to become more expert in over the next 12 months.**

- 1) Talent Attraction
- 2) Workforce Housing