



City of Ketchum

CITY COUNCIL MEETING AGENDA MEMO

Meeting Date: Staff Member/Dept:

Agenda Item:

Recommended Motion:

There is no formal recommended motion or requested action. The Council will review and provide feedback on the updated street closures, site plans, and partnership parameters for 5B Events' 5850 Fest, March 20-27 during the World Cup Finals.

Reasons for Recommendation:

- 5850 Fest is the "Official Festival of the Sun Valley World Cup Finals" and will play an important role in creating the overall World Cup experience for athletes and spectators. Their activities would support Sun Valley Resort's efforts.
- 5850 Fest events all take place in Ketchum, will highlight the city and its businesses, and will provide publicity opportunities for the community.
- The estimated attendance numbers would have an impact on the economy, including LOT tax collections and revenue for local businesses.
- The location of requested street closures and their duration require City Council approval.

Policy Analysis and Background (non-consent items only):

Local event producer 5B Productions would like to present the 5850 Fest March 20-27, 2025, during the Sun Valley World Cup Finals. It is the "Official Festival of the Sun Valley World Cup". They have submitted a formal special event application for city approval, which was reviewed and discussed during the July 1, 2024, City Council meeting. They have since discussed their plans with local businesses and the public. Feedback from these meetings, along with the City Council's input earlier this year, was used to create new event plans. These include:

- use of Forest Service Park and Ketchum Town Square for event activities from March 20-27;
- street closures on East Avenue (between 4th Street and Sun Valley Road) and Washington Street (between River and First Street) for events from March 20-27;
- Main Street closure from First Street to Sun Valley Road from March 21-23 for events; and
- use of the Simplot lots (411, 491, 510, and 521 on Second Avenue) for production parking and (possibly) public parking throughout all event activities.

City Council also showed interested in supporting all World Cup events (including 5850) by partnering with producers and providing staffing and services to make these activities possible. The partnership details would need to be recorded in a memorandum of understanding (MOU) and approved by the City Council.

City Council input is needed on the following proposed partnership items before a MOU is drafted and brought before the Council for approval.

Provided by the city:

- Event, park, and fire permitting (waived fees) and escalation of timing when appropriate
- Street closures permitting (waived fees), planning, and activation
- Designated parking lots in Ketchum to serve as community park and rides or shuttle stops
- Communication and publicity support for events
- Event access to power and water
- Use of existing public restrooms and trash/recycling receptacles
- Snow removal and storage for events on public property
- Police, fire, EMS, and general staff support to ensure traffic/pedestrian flow is maintained and activities are safe

Provided by 5B Productions:

- Coordinate all activities with the city to ensure city code and ordinances are followed and all events are occurring safely
- Recognize Ketchum as an event partner in communications

Sustainability Impact:

City staff would need to work with the event producers to ensure activities are as sustainable as possible.

Financial Impact:

None OR Adequate funds exist in account:	It is proposed that the city partner with the event producer to provide in-lieu services to accommodate road closures, use of parks and public spaces, trash and recycling, water and electricity, police/security, fire/EMS, transportation and traffic support, and communications. These funds are accounted for in the FY 2025 budget.
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Attachments:

1. 5850 Fest – World Cup Event Updates Presentation



5850 FEST UPDATES

The “Official Festival of the Sun Valley World Cup Finals”

October 7, 2024



WHO IS 5B PRODUCTIONS?

ABOUT

- 5B Productions is a local organization that curates, produces, and markets experiences, specializing in live events, concerts, and parties of all varieties and sizes.
- They have in-house creative, marketing, sponsorship, ticketing, and production capabilities.

EVENT REPRESENTATIVES IN ATTENDANCE

- Jenny Dupre
- Brandon Kuvvara



5850 FEST PROPOSAL HIGHLIGHTS

EVENTS WILL TAKE PLACE IN TANDEM WITH THE 2025 FIS SKI WORLD CUP FINALS

- 5850 Fest activities would occur in Ketchum's downtown core, March 20-27, 2025.
- Activities would supplement official FIS and Sun Valley Company activities, helping build the overall World Cup experience, and include:
 - live music;
 - food and merchandise;
 - parties; and
 - opportunities to gather and watch/celebrate the competition together.



PRESENTATION OBJECTIVES

1. Review and provide feedback on updated site plans for the 5850 Fest
2. Review and provide feedback on partnership parameters to produce the 5850 Fest between 5B Productions and the city
3. Discuss the next steps for final event approval



ORIGINAL EVENT SITE MAP*



*Presented during the July 1, 2024, City Council Meeting



FEEDBACK ON ORIGINAL PROPOSAL

IN GENERAL, THE CITY COUNCIL AND LOCAL BUSINESSES ARE FAVORABLE OF THE EVENT, BUT MENTIONED:

- they'd prefer that some events happen in Ketchum Town Square;
- the Washington Avenue parking lot should not be used to lessen parking impacts;
- local retailers and restaurants should be used over out-of-town services;
- traffic flow, mass transit, and parking plans for the event should be established;
and
- infrastructure needs should be evaluated.



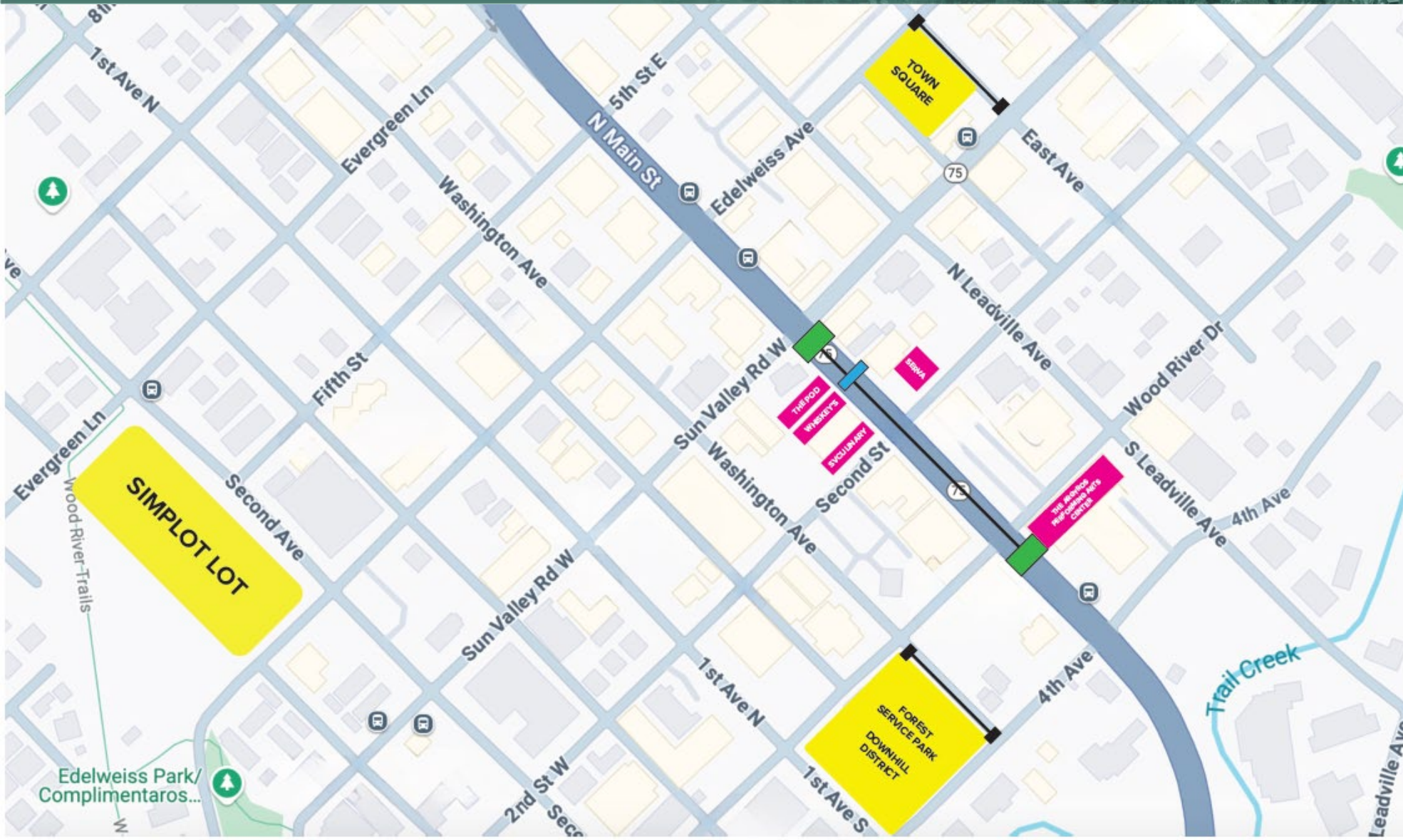
STAFF FEEDBACK






CITY DEPARTMENTS REVIEWED THE ORIGINAL PLANS AND MADE THE FOLLOWING RECOMMENDATIONS

- Events should move to Main Street, rather than the side streets that were proposed, because it would provide better access for:
 - police/fire/EMS;
 - business/parcel deliveries;
 - connections to electrical, water, and other infrastructure; and
 - garbage, recycling, and snow removal.
- It would also allow more on-street parking spaces to remain usable



NEW PROPOSED EVENT LOCATIONS



-  **ACTIVATED OUTDOOR AREA**
-  **MAIN STREET CLOSURE**
March 21 - 23, 2025
-  **ROAD CLOSURE**
March 20 - 27, 2025
-  **ACTIVATED SPONSOR LOUNGE**
-  **ACTIVATED STAGES**



PROPOSED PARTNERSHIP

PROVIDED BY THE CITY

- Event, park, and fire permitting (waived fees) and escalation of timing when appropriate
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PROPOSED PARTNERSHIP *(cont.)*

PROVIDED BY 5B PRODUCTIONS

- Coordinate all activities with the city to ensure city code and ordinances are followed and all events are occurring safely
- Recognize Ketchum as an event partner in communications



REQUIRED APPROVALS

- **Main Street closure** (Idaho Transportation Department)
- **Site and street closure plans** (city departments: Administration, Facilities, Fire/EMS, Police, Recreation, and Streets)
- **Memorandum of understanding (MOU) outlining partnership details and responsibilities between 5850 Fest and the city** (City Council)
- **Proposed street closures** (City Council)



NEXT STEPS

TODAY

- City Council input on partnership and site plans

OCTOBER/NOVEMBER

- Main Street closure request to Idaho Transportation Department
- Site plan and road closure review and approval (City Council and city departments: Administration, Fire/EMS, Police, Streets, Recreation, and Facilities)
- Partnership MOU review and approval (City Council)
- City works with event producers and surrounding municipalities to create parking, shuttle, traffic, infrastructure, and safety plans



QUESTIONS?