



City of Ketchum

CITY COUNCIL MEETING AGENDA MEMO

Meeting Date: Staff Member/Dept:

Agenda Item:

Recommended Motion:

Reasons for Recommendation:

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

Sustainability Impact:

Financial Impact:

	and promote the events. In-kind funds from the city for these services have an estimated value of \$8,000 to \$10,000. All in-kind funds are covered in the city's FY 26 budget.
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Attachments:

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| 1. Sun Valley Economic Development Memorandum of Understanding #26-005 |
| 2. |



City of Ketchum

MEMORANDUM OF UNDERSTANDING 26-005

City of Ketchum/Sun Valley Economic Development

PARTIES

Effective on the ____ day of _____ 2026, this Memorandum of Understanding (MOU) is between Sun Valley Economic Development (SVED), an Idaho nonprofit organization, and the City of Ketchum, a political subdivision of the State of Idaho (City).

PURPOSE

In collaboration with the City, SVED proposes a series of public watch parties during the 2026 FIFA World Cup soccer tournament, taking place in the United States for the first time in 32 years. The proposed events are similar to those being sponsored this year by cities across the country. SVED seeks to partner with the City of Ketchum to present the watch parties on various days during the following dates or date ranges in 2026.

- June 11-13
- June 17
- June 24
- June 26
- June 28-July 11
- July 19

The watch parties will take place at Ketchum Town Square (480 4th Street East, Ketchum). Exact dates and times of the watch parties will depend on match scheduling (which is still to be determined) and community feedback regarding which matches the public wants to see. Each event would include:

- two outdoor televisions installed on or near the stage at Ketchum Town Square for the public to view the games;
- a sound system connected to the televisions to provide audio for the games;
- use of the outdoor furniture at Ketchum Town Square for viewers to use while watching the games;
- and a potential food and beverage vendor on-site.

Each watch party would be free and open to the public. Public access to Ketchum Town Square would remain open as normal during any watch party event.

The purpose of this MOU is to formalize the terms of this partnership and demonstrate the shared commitment of both parties to the successful completion of these events that celebrate the return of World Cup matches to the United States.

AGREEMENT

Section I: To be provided by the City as part of the partnership

- SVED access to conduct the events at Ketchum Town Square at no cost from between 7 AM and 10 PM during the following days or date ranges in 2026.
 - June 11-13
 - June 17
 - June 24
 - June 26
 - June 28-July 11
 - July 19
- Prepping of the event space and support in setting up and taking down equipment to conduct the events
- Providing WiFi and internet access during the watch parties to facilitate event operations (note: this service is already in place at the event location)
- Providing security camera monitoring during the events (note: this service is already in place at the event location)
- Providing all relevant event permitting and park reservations to SVED at no cost to produce the events
- Set up and use of the city's sound system and one television screen to produce the events
- Blocking off any parking spaces needed to accommodate the load-in/load-out of supplies or food/beverage vendors at no cost
- Use of city-owned event supplies to conduct the events, including tables, chairs, cables, and tents at no cost
- Use of electricity, water, trash receptacles, and restrooms at Forest Service Park to produce the events at no cost
- Promoting the exhibition through City communication platforms, such as the City's website, social media channels, and newsletters
- An exemption to Chapter 12.32, section 030, item 4 in Ketchum City Code, which limits events that take place over consecutive weeks to one event per week

Section II: To be provided by SVED as part of the partnership

- Producing the events and monitoring all event activities on-site
- Support setting up and taking down all equipment to produce the events
- Securing and storing all equipment between events
- Support with promoting the events
- Including mention of the City as an event partner on all advertising materials
- Providing one television screen to be used at the events

TERMINATION

This MOU may be terminated at the option of either party upon sixty days' notice. The parties will communicate and reasonably cooperate to minimize and mitigate any relocation or removal of event materials in the event of such a termination.

BREACH OF PERMIT CONDITIONS

In the event of a breach or violation of conditions included in this MOU, the City may notice and provide remedies and/or termination of the agreement.

EXECUTION

This MOU shall become effective upon signature and remain in effect through July 20, 2026. Its duration may be extended, reduced, or amended in writing by mutual agreement of the parties.

SVED

By: _____

Its: _____

City of Ketchum

By: _____

Its: _____