



City of Ketchum

CITY COUNCIL MEETING AGENDA MEMO

Meeting Date: 11-4-2024 Staff Member/Dept: Daniel Hansen/Administration

Agenda Item: City Council direction on street closure and partnership for Sun Valley Company World Cup events

Recommended Motion:

There is no formal recommended motion or requested action. The Council will review and provide feedback on the street closure and partnership parameters for Sun Valley Company’s World Cup events taking place March 22-27, 2025.

Reasons for Recommendation:

- Sun Valley Company will host the 2025 FIS Ski World Cup Finals. It is the world’s premiere downhill skiing competition and will likely attract worldwide media and tourism.
- Sun Valley Company’s World Cup events will be taking place in Ketchum and adjoining public and private land and will provide publicity for the community.
- The estimated attendance numbers would have an impact on the economy, including LOT tax collections and revenue for local businesses.
- A City of Ketchum and Sun Valley Company partnership would make the infrastructure and services needed to safely and effectively produce the event possible.
- The location of requested street closures and their duration, along with the Memorandum of Understanding to memorialize partnership details, requires City Council approval.

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

Sun Valley Company’s World Cup events will take place mostly on the Warm Springs side of Bald Mountain on Sun Valley Company, US Forest Service, BLM, and private land and city right-of-way. Some non-competition activities will be taking place in or near River Run Day Lodge on Sun Valley Company property as well. Sun Valley Company will be submitting a formal special event application for city approval but are requesting additional support and a street closure from the city that requires City Council approval.

Requested street closure

- Picabo Street, between the intersections of Ritchie Drive and Skiway Drive, beginning at 12:00 AM on Thursday, March 20, 2025, and ending on Friday, March 28, 2025, at 10:00 PM.

Requested support from the City of Ketchum

- Event and fire permitting (waived fees) and escalation of timing when appropriate
- Street closures permitting (waived fees), planning, traffic control, and activation
- Designated parking lots in Ketchum to serve as community park and rides or shuttle stops
- Communication and publicity support for events

- 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
- Coordination with Mountain Rides and other surrounding municipalities to maintain traffic control, infrastructure, and public safety

Provided by Sun Valley Company:

- 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
- Ensure that all, or at least a portion, of events are free and accessible to the public

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 public spaces, police/security, fire/EMS, transportation and traffic support, and communications to make their World Cup events possible. These funds are accounted for in the FY 2025 budget.

Attachments:

1. Sun Valley Company World Cup Partnership MOU
2. Sun Valley Company Word Cup Street Closure



City of Ketchum

MEMORANDUM OF UNDERSTANDING 24-004

Between the City of Ketchum and Sun Valley Company for FIS Ski World Cup Finals

Effective on the ____ day of _____ 2024, this Memorandum of Understanding (“MOU”) is between Sun Valley Company, an Idaho general business, and the City of Ketchum, a political subdivision of the State of Idaho (“City”). This MOU is to be an attachment and addendum to a special event permit for Sun Valley Company’s 2025 World Cup Finals activities. This MOU is for the purpose of memorializing additional terms and conditions for this event. Sun Valley Company would like to conduct World Cup event activities in several public right-of-way locations near Warm Springs Lodge (201 Picabo St., Ketchum). The City desires to work with Sun Valley Company as event partners to ensure activities are viable, safe, and accessible to the community. Sun Valley Company World Cup events in the Warm Springs area of Ketchum would be beneficial to the community because the publicity and activities would positively affect local business and tourism. Most activities will be open to the public and programming will celebrate the community and its culture.

As a result, Sun Valley Company and the City memorialize the following:

To be provided by the City of Ketchum

- Use of Picabo Street, between the intersections of Ritchie Drive and Skiway Drive, beginning at 12:00 AM on Thursday, March 20, 2025, and ending on Friday, March 28, 2025, at 10:00 PM. Use of these spaces will be provided by the City free of application, road closure, reservation, facility, and music licensing fees.
- Use of public right-of-way or parking as event parking or public transport drop-off/pick-up spaces, where necessary to maintain safe, efficient travel routes throughout town. Use will be provided by the City without fee and will be allowed/activated at the City’s Administration, Fire, Streets, Facilities, and Police departments’ discretion.
- Fire permitting, inspections, and support at no charge to ensure event site plans and activities comply with fire code.
- General staff support to provide adequate infrastructure for the event producers and safety and access for the public, covering up to \$50,000 of City employee overtime and/or additional contract service fees incurred by the City, in the following areas:
 - fire, emergency medical services, and police support to maintain industry-standard emergency service in Ketchum city limits;
 - street closure plans, closure activation/deactivation, and traffic control;
 - snow removal on public streets and subsequent snow storage;
 - coordination of traffic control plans with Mountain Rides and other municipalities;
 - and communication support, including general public outreach and noticing affected property owners.

- Promotion of Sun Valley Company World Cup activities, including but not limited to:
 - Allowing Sun Valley Company to reserve and display World Cup street banners, lamp post banners, and Visitor Center window graphics at no charge and for longer than standard durations, at the discretion of City staff and pending availability.
 - Including Sun Valley Company World Cup event activity information in City communications, including websites, mass emails, and social media.

To be provided by Sun Valley Company

- Ensures all, or a portion of all, event activities are free and accessible to the public.
- Recognition of the City of Ketchum as an event partner in all event publications and promotions.
- Security services to prevent damage or theft in event areas throughout the 5850 Fest.
- Provide additional portable restrooms, wash stations, and trash and recycling receptacles, as well as service for these amenities, as requested by the City to meet demand throughout the events.
- Adequate parking on private property, or within dedicated event right-of-ways, to store all event production and crew vehicles.
- Additional fire, emergency medical services, police, traffic control, and snow removal support if the City's costs for staff overtime or additional contract services exceed \$40,000 during World Cup events.
- Adopt, follow, and help promote traffic control and parking plans developed by City staff in coordination with surrounding municipalities.

Termination

This permit and 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 burdens in the event of such a termination.

Breach of permit conditions

In the event of a breach or violation of permit conditions, including this MOU, the City may notice and provide for remedies and/or termination per the City's special event permit policy.

Sun Valley Company

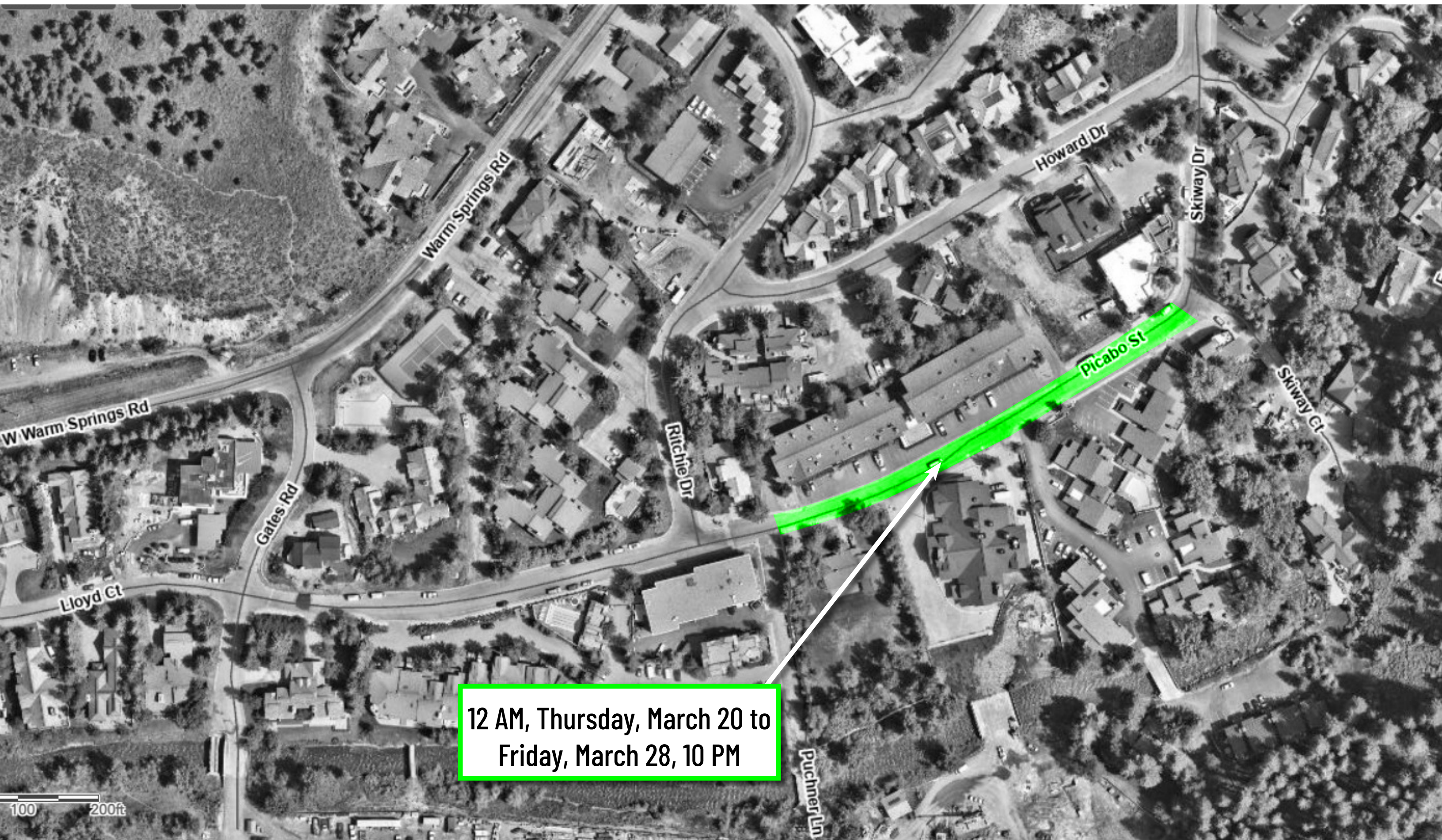
By: _____

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City of Ketchum

By: _____

Its: _____



12 AM, Thursday, March 20 to
Friday, March 28, 10 PM

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