

2010

**ANNUAL REPORT**

KETCHUM COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

## MESSAGE FROM THE DIRECTOR

Welcome to the Second Annual Community and Economic Development Department Annual Report. This report is our way of taking stock of the accomplishments of the past year, and sharing them with our current and prospective community members.

At their annual retreat, the City Council placed a high priority on economic development. Key to this effort is a focused strategy that makes the best use of our resources. To this end, we have launched an Economic Development Strategic Plan with consultant Tom Hudson. This effort engaged all of the economic development stakeholders and will result in a new Economic Chapter of our Comprehensive Plan. Other economic activities from 2010 are outlined in this report.

Central to the Department's work plan in 2010 has been our collaboration with other organizations and the private sector. **TO CITE A FEW EXAMPLES:**

**River Run marked our first true partnership with Sun Valley Company.** This multi-year landmark planning effort resulted in the design and annexation of a new neighborhood that will anchor the River Run Mountain portal to Ketchum. The neighborhood includes over 500 residential units, one or two hotels, mountain operations, retail, an eco-park and a new riverfront park celebrating our connection to the Big Wood River. The Urban Renewal Agency committed to a partnership to construct needed infrastructure with urban renewal funds. Without this partnership, this project would simply not get built. A similar partnership is envisioned for the Bald Mountain Lodge, an in-town 4-star hotel planned for First and Main Streets. These projects combined with Warm Springs Ranch Resort and the Ketchum Hotel bring the total value of our entitled hospitality projects to almost \$2 billion.

**The City partnered with the Ketchum Community Development Corporation (KCDC) on the design and funding of the new Town Square.** This exciting urban space truly creates a "heart" for downtown Ketchum and is a legacy project in the implementation of our Downtown Master Plan. Much credit goes to the KCDC for their team approach to design, fundraising and execution.

**We have created a first-in-the-state partnership** with the State Department of Building Safety for building permit review and inspections. This innovative approach still gives us hands-on building review with much greater capacity for large projects. This will save time on the review of complex building permits. It also enabled us to be the first in the state to go paperless.

**A three-way partnership for Special Events** was created in 2010 between our Department, Parks and the Sun Valley Marketing Alliance. We all view special events as a key element of our resort economy.



We are seeing signs of a return to economic health. Our department is committed to assisting our community as we refine our vision for Ketchum's future.

**Lisa Horowitz**

## MISSION STATEMENT

**We are a group of dedicated professionals who have a responsibility to act as the face of local government while providing excellent customer service.**

**We are a valuable resource for the public, development professionals and policy makers.**

## MAYOR RANDY HALL

### Community and Economic Development Department

**Lisa Horowitz**  
Community & Economic Development Director

**Housing**

**Economic Development  
Urban Renewal**

**Planning Division**

**Building Division**

**Special Events**

**Lisa Horowitz**  
Community & Economic Development Director

**Stefanie Leif**  
Planning Division Manager

**Cedric Knehans**  
Building Division Official

**Stephanie McCord**  
Special Events Coordinator

**Lisa Enourato**  
Planning Technician

**Rebecca Bundy**  
Planning Associate

**Marta Thompson**  
Building Division Clerk

**Lisa Enourato**  
Planning Technician

**Rachel Martin**  
Planning Assistant

#### KEY RESPONSIBILITIES OF THE DEPARTMENT

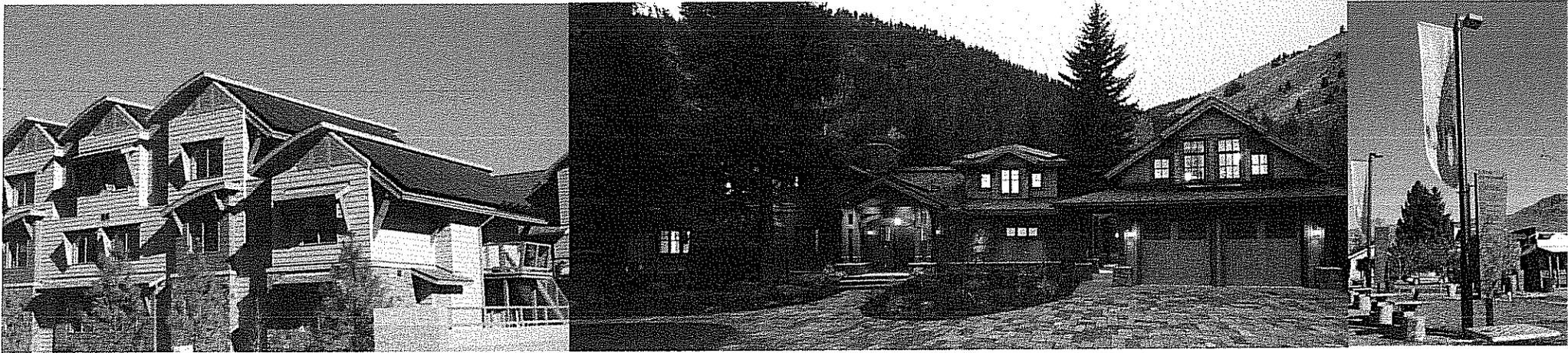
- Economic development support and initiatives
- Support for community and employee housing projects
- Special Events, planning and permit processing
- Policy planning related to land use, housing, economic development, and special events
- Community outreach and education
- Annexation
- Planned Unit Development (PUD)
- Large Block Plat
- Development Agreement
- Design Review Approval
- Waterways Design Review Approval
- Mountain Overlay (MO) Design Review Approval

#### 2009 ANNUAL REPORT AWARD

"We recognize the City of Ketchum for providing successful strategies to promote new paradigms in economic development in this period of global recovery. Our awards honor organizations and individual for their efforts in creating positive change in communities. The City of Ketchum is showing that they are at the forefront of the economic development profession and are using innovative and effective practices that can be replicated in other communities."

**William Best, Chair**

International Economic Development Council



#### SUSTAINABLE DEVELOPMENT INITIATIVES

As a top 2010 goal, the Ketchum City Council directed staff to pursue a “beyond-code” green building initiative. The Mayor appointed a diverse team of seven dedicated and knowledgeable individuals to research existing green building codes, to involve and educate the public, and to help the City enact a code. The new code will reflect Ketchum’s status as a regional and national resort leader and add balance to the City’s environmental, economic and social needs. Public input will be solicited in early 2011.

#### ENERGY EFFICIENCY/CONSERVATION BLOCK GRANT

The City of Ketchum has partnered with Blaine County to fund projects that would increase energy efficiency or the use of renewable energy sources. A total amount of \$37,409 has been reserved for members of the community for their retrofit rebates.

#### IDAHO POWER CUSTOM EFFICIENCY PROGRAM

In 2010, the City installed high efficiency light bulbs throughout most City department buildings. The total cost to the City was \$14,882 after an Idaho Power rebate of \$17,538, which resulted in an annual savings of \$17,325. The project paid for itself in the first year and will save 152,293 kWh of electricity and 69 tons of CO2 annually.

### 2010 was an exciting year for special events in the City of Ketchum.

With the grand opening of Ketchum Town Square on July 2nd, the City was able to host many new and exciting events in the heart of Ketchum. From live music and wine tasting to riding the rails and paragliding off Bald Mountain, Ketchum offers special events accommodating all ages, residents and visitors alike. **Seven** new special events were introduced this year.



**RAIL JAM**  
January 30

**WINTER CONCERT  
MUSIC SERIES**  
February 11

**MARLEY IN THE  
MOUNTAINS**  
February 27



## 2010 ECONOMIC INITIATIVES

2010 MARKED PROGRESS IN ONE OF THE CITY COUNCIL'S PRIMARY GOALS: INCREASE ECONOMIC DEVELOPMENT ACTIONS. HIGHLIGHTS INCLUDE:

### Initiate Update of the Economic Development Chapter of the Comprehensive Plan.

The City kicked off a strategic economic development planning process that will guide both the City's Comprehensive Plan and other economic activities. Consultant Tom Hudson is leading the City through a series of workshops designed to elicit common goals for economic development. An action plan will be finalized in the first half of 2011.

**Take a Hike Outreach Campaign.** Building on efforts by the Idaho Department of Commerce to promote Idaho's excellent climate for business, Ketchum launched the Take a Hike outreach campaign designed to capture the interest of second homeowners or guests interested in relocating a business to Ketchum. Response has been positive, particularly from people who can work remotely.

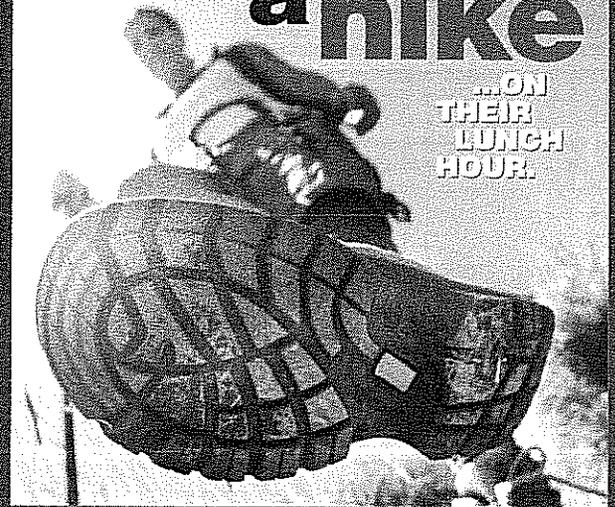
**Area Tour with the State Department of Commerce.** Heads of Idaho Commerce spent a day in the Wood River Valley meeting with key employers. Organized by the Ketchum GED Department and State District 25 Representative Wendy Jaquet, key Ketchum employers had an opportunity to share their visions for the future, identify obstacles for expansion and brainstorm opportunities.

**River Run Neighborhood added to the Urban Renewal Area.** With the adoption of the Master Plan for River Run, the 140 acre area has been incorporated into the Urban Renewal Area. At buildout, the River Run project will have generated approximately \$25.3 million for urban renewal projects; and by the year 2030, over \$50 million. A partnership has been outlined in which Sun Valley Company and the Ketchum Urban Renewal Agency will each contribute 50% toward necessary infrastructure to kick start the project and ensure its success. This partnership is the first of its kind in our valley.

TELL YOUR EMPLOYEES TO

# take a hike

...ON  
THEIR  
LUNCH  
HOUR.



**CONSIDER** relocating your business to Ketchum, Idaho.

- We offer your employees clean air, pristine mountains, immediate access to stellar trails, streams, and world class skiing. We also have excellent schools and a vibrant arts community.
- We also afford your business the panache of an authentic mountain town.
- The cost of relocating has never been less.

»»» The Economics? Idaho's per capita taxes, property taxes, electricity costs and crime rate are all lower than Oregon, Washington and California.\*

Contact Lisa Harowitz at Ketchum Dept. of Community and Economic Development, 208.728.7801



### WINTERSOL FESTIVAL

March 5

### SOLFEST

March 26

### APPLE'S END OF SEASON PARTY

March 27



### KETCHUM WIDE OPEN

May 15

### KETCHUM ARTISTS MARKET

June 8

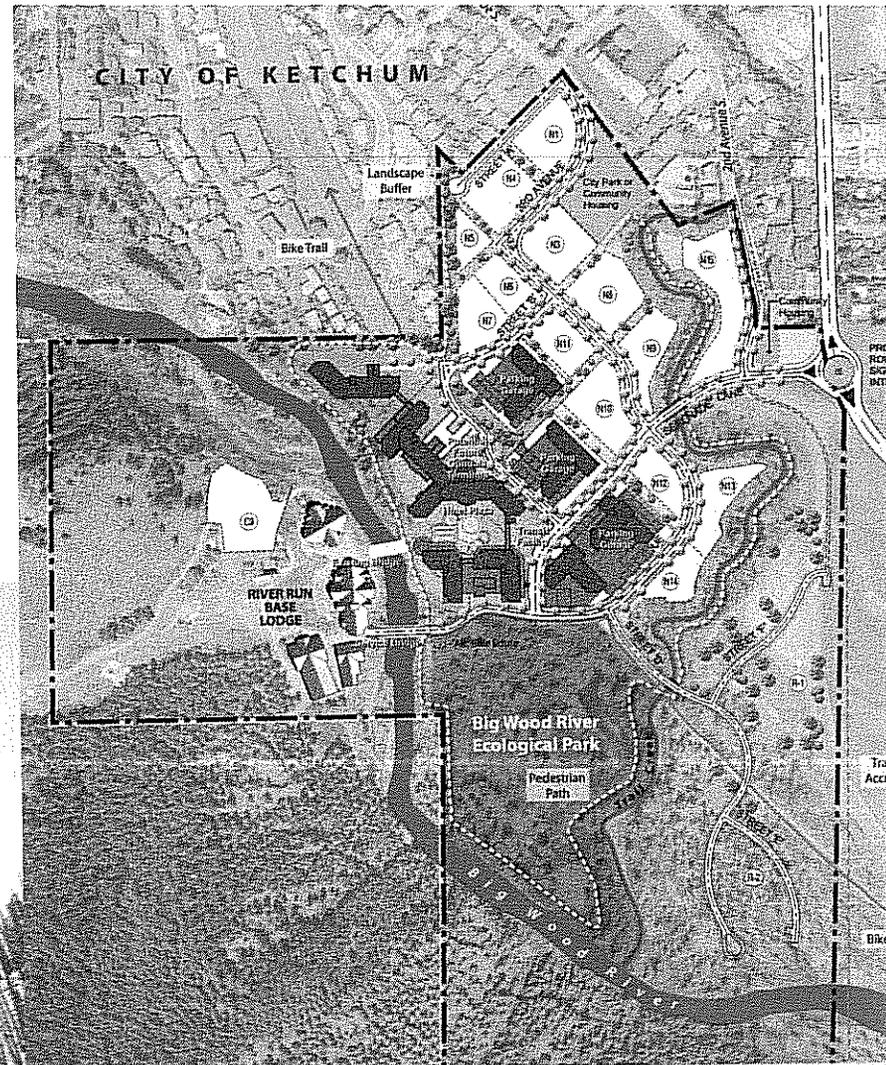


### KETCHUM FARMERS MARKET

June 8

## RIVER RUN: A LONG-TERM PARTNERSHIP

The City of Ketchum annexed 140 acres of Sun Valley Company property in September 2010 for the future home of the Company's River Run Neighborhood and strategic expansion of the River Run Base Area. This historic event follows nearly a year of public hearings before the Planning and Zoning Commission and City Council. The Company's plan will bring one, or possibly two, four-star hotels including a spa, destination restaurants and retail, parking garages, a variety of residential housing, a new riverfront park and an ecological park.



**SAWTOOTH RELAY**  
June 12



**LIVESTRONG DAY**  
June 23

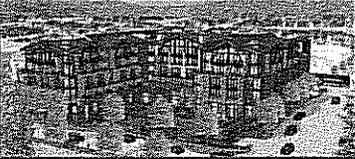
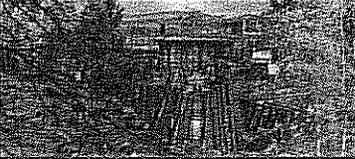
**JAZZ IN THE PARK**  
June 27

**KETCHUM ALIVE**  
June 29



**KETCHUM ART & ANTIQUE SHOW**  
July 1

# KETCHUM HOSPITALITY PROJECTS: ANCHORING OUR RESORT FUTURE

HOTEL NAME		# EMPLOYEES	SQUARE FEET	# ROOMS	CONDOS, FRACTIONAL, OTHER UNITS	AMENITIES	COMPLETION VALUE
<b>Hotel Ketchum</b> 4 Star Downtown Ketchum		100	98,050	73	6	Reception/Lobby Area, Full Service Restaurant/Bar, Full Spa, Retail space, Meeting/Conference Room Facilities, Six Penthouse Residences/Operational Observatory with Public Access, Exterior Courtyard and Swimming Pool	\$70,000,000
<b>Bald Mountain Lodge</b> 4 Star Downtown Ketchum		230	134,800	87	26	Reception/Lobby Area, Full Service Restaurant/Bar, Day Spa, Hotel-Related Retail Space, Conference/Ballroom Facilities, Outdoor Terrace/Swimming Pool, Activities Center and Underground Parking Garage	\$85,000,000
<b>Warm Springs Ranch Resort</b> 4 to 5 Star Warm Springs Area		220	337,776	76	164	Condominiums, Signature Restaurant, Public Areas, Spa/Fitness Center, Conference Space, Indoor/Outdoor Pool, stand-alone Warm Springs Ranch Restaurant, Golf Course, Residential Villas, Events House, Townhomes and Estate Lots	\$879,412,500
<b>River Run</b> 4 to 5 Star Base of Baldy		495	180,000	180	520	Spa/Fitness Facility, Destination Restaurant, Meeting Space, Grand Lobby, Outdoor Pool, Hot Tubs, Pedestrian Plaza, Retail Space, Parking Garages, Multi-Family Buildings and Ecological Park.	\$907,868,065
<b>SUMMARY</b>		1,045	750,626	416	716		<b>\$1,942,280,565</b>

**GRAND OPENING  
KETCHUM TOWN SQUARE**  
July 2



**YMCA  
CLASSIC**  
July 3

**FOURTH ON  
FOURTH**  
July 3



**SHAKESPEARE  
FESTIVAL**  
August 16

**SV CENTER FOR THE ARTS  
WINE AUCTION PICNIC**  
July 24

## BUILDING DIVISION

### KETCHUM CREATES NEW PARTNERSHIP WITH THE IDAHO DEPARTMENT OF BUILDING SAFETY

Ketchum launched a new partnership for building permit and fire sprinkler review in late 2010. The City is now taking advantage of the Department of Building Safety's (DBS) state-of-the-art computerized plan review technology allowing the City to "go paperless". This partnership with DBS has numerous goals:

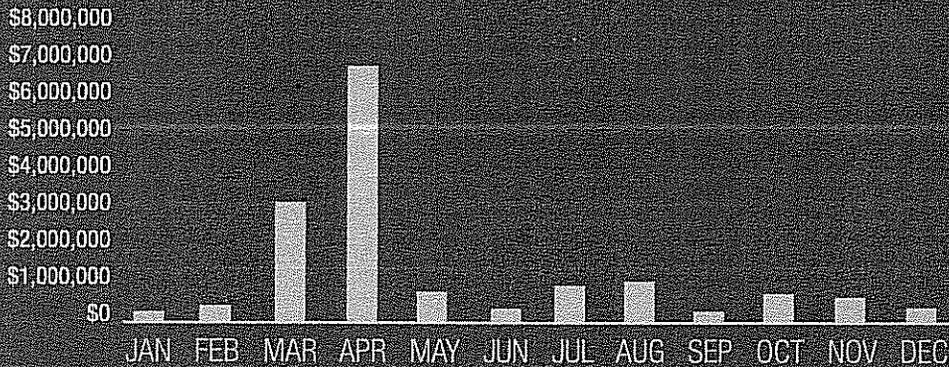
- Greatly expedite plan review for large projects such as the new resort hotels.
- Retain high customer service for small projects and day-to-day questions.
- Allow Ketchum to further their environmental goals by going paperless.
- Increase data collection capabilities to track city growth.

## 2010 BUILDING PERMITS

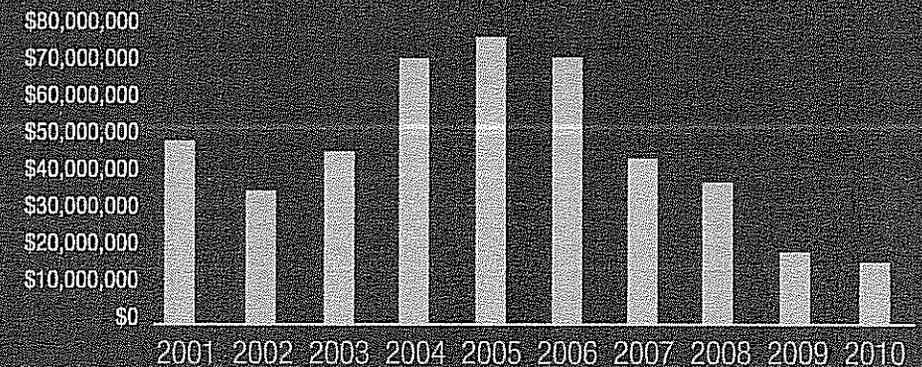


NEW RESIDENTIAL \$5,700,000  
 RESIDENTIAL REMODEL \$1,947,300  
 RESIDENTIAL ADDITION \$4,261,600  
 DECK \$78,796  
 RESIDENTIAL REPAIR \$1,885,549  
 NEW GARAGE \$10,000  
 COMMERCIAL REMODEL \$266,261  
 COMMERCIAL REROOF \$46,000  
 MULTI-FAMILY \$0  
 CONDO \$0  
 HOTEL \$0  
 NEW COMMERCIAL \$0

## BUILDING PERMIT VALUES BY MONTH



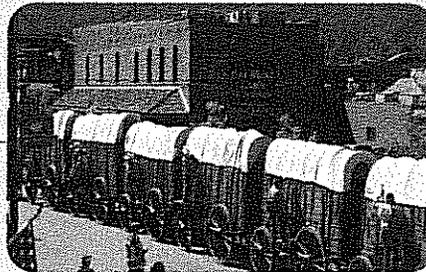
## 10 YEAR HISTORY



**APPLES 100 DAY  
 PIG ROAST**  
 August 21

**KETCHUM ART &  
 ANTIQUE SHOW**  
 September 2

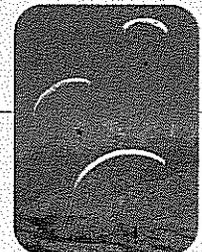
**WAGON  
 DAYS PARADE**  
 September 4



**ROTARY  
 DUCK RACE**  
 September 5



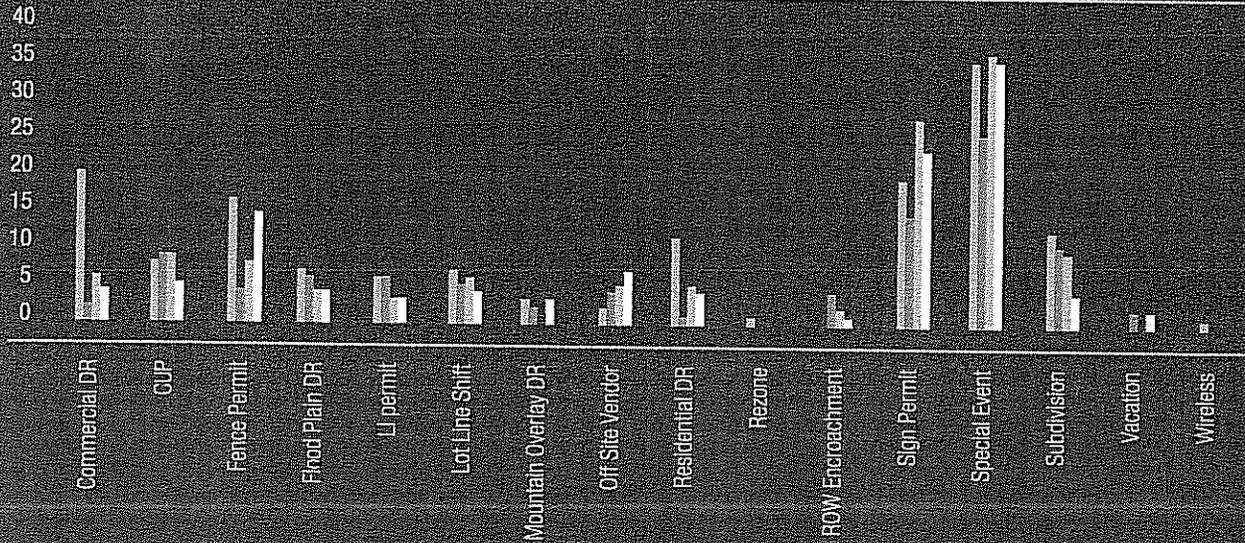
**PARAGLIDING NATIONAL  
 CHAMPIONSHIPS**  
 September 5



# PLANNING DIVISION

## PLANNING APPLICATIONS

2007  
 2008  
 2009  
 2010



AVERAGE NUMBER OF:  
P&Z MEETINGS

AGENDA ITEMS

Regular Meetings: **19**  
Special Meetings: **10**

Total Agenda Items: **90**

### 2010 OPENED/CLOSED BUSINESSES

	Food Service	Retail Trade	Other Services
Opened	<b>9</b>	<b>15</b>	<b>20</b>
Closed	<b>6</b>	<b>5</b>	<b>11</b>



**SUN VALLEY HARVEST FESTIVAL**  
September 24



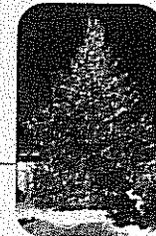
**HARVESTING THE VIBES**  
September 24

**TRAILING OF THE SHEEP**  
October 10

**APPLE'S TGR PREMIER**  
October 22

**HOLIDAY TREE LIGHTING CEREMONY**  
December 9

**NIGHTMARE ON MAIN STREET CLASSIC**  
October 30



**SANTA CRAWL**  
December 22

# 2010

## HIGHLIGHTS



### TOWN SQUARE: A COMMUNITY-BASED PROJECT

Ketchum has a new Town Square in the heart of Ketchum. Spearheaded by the Ketchum Community Development Corporation, a team of volunteers devoted many hours to fundraising, planning, designing and building the Ketchum Town Square on land owned by the City and the Urban Renewal Agency. A grand opening for the new “heart” of Ketchum was held on July 2, 2010. The Town Square is a vibrant summer gathering place, concert venue and festival location. The winter has brought an outdoor ice skating rink and a fire pit that warms visitors with its nearly eternal flame throughout the colder months. The City is extremely proud of the community support of this exciting new urban open space.

### SIGN CODE REVISIONS

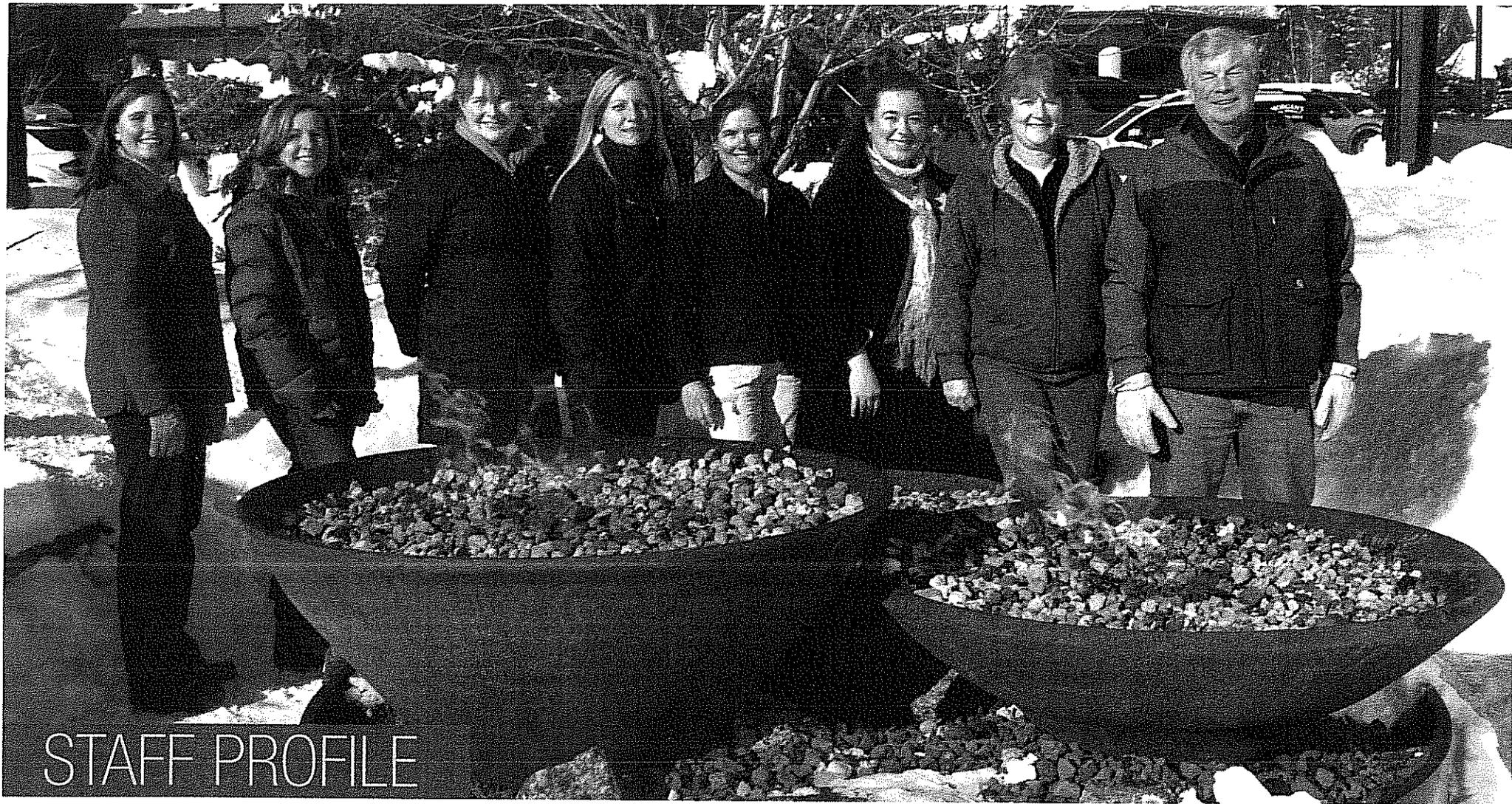
Revision to Ketchum's outdated code is a top priority for the Planning and Zoning Commission. The Commission held numerous public workshops throughout 2010 on revisions designed to simplify requirements and reduce signage clutter around town. Business owners and real estate professionals have been active participants in this process. The Commission will begin formal hearings in early 2011.

### LIGHT INDUSTRIAL LAND USES

The Planning and Zoning Commission and City Council spent much of 2010 on various amendments to the zoning code related to light industrial land uses. An application by Valmark, Inc., a grocery store proprietor, garnered attention from the community with a request to amend the Light Industrial—Number Two Zoning District to allow grocery stores as a conditional use. After seven months of hearings with both support and opposition from the community, the applicant withdrew its application. In early 2011, the City will take a step back by conducting an analysis of the light industrial zoning districts. The study is designed to provide data on how the area is functioning now, what trends have affected the area, and will inform decisions on how this area will function in the future.

### NORTHWOOD PLACE

Northwood Place completed construction in the fall of 2010 and began leasing units to new residents. This tax-credit housing project was developed through a partnership between the Ketchum Community Development Corporation, Allied Pacific Development and the City of Ketchum, bringing \$7.5 million of federal stimulus to Ketchum. This project builds community with 32 families contributing to our local economy. The 32 energy efficient and affordable rental units feature numerous “green” concepts such as solar panel roofs and ground source heat pumps.



# STAFF PROFILE

<b>Lisa Horowitz</b>	COMMUNITY AND ECONOMIC DEVELOPMENT DIRECTOR
<b>Stefanie Leif, AICP</b>	PLANNING MANAGER
<b>Rebecca Bundy</b>	ASSOCIATE PLANNER
<b>Lisa Enourato</b>	PLANNING TECHNICIAN/ASSISTANT TO CITY ADMINISTRATOR
<b>Rachel Martin</b>	PLANNING ASSISTANT
<b>Cedric "Suds" Knehans</b>	BUILDING OFFICIAL
<b>Marta Thompson</b>	BUILDING ASSISTANT
<b>Stephanie McCord</b>	SPECIAL EVENTS COORDINATOR

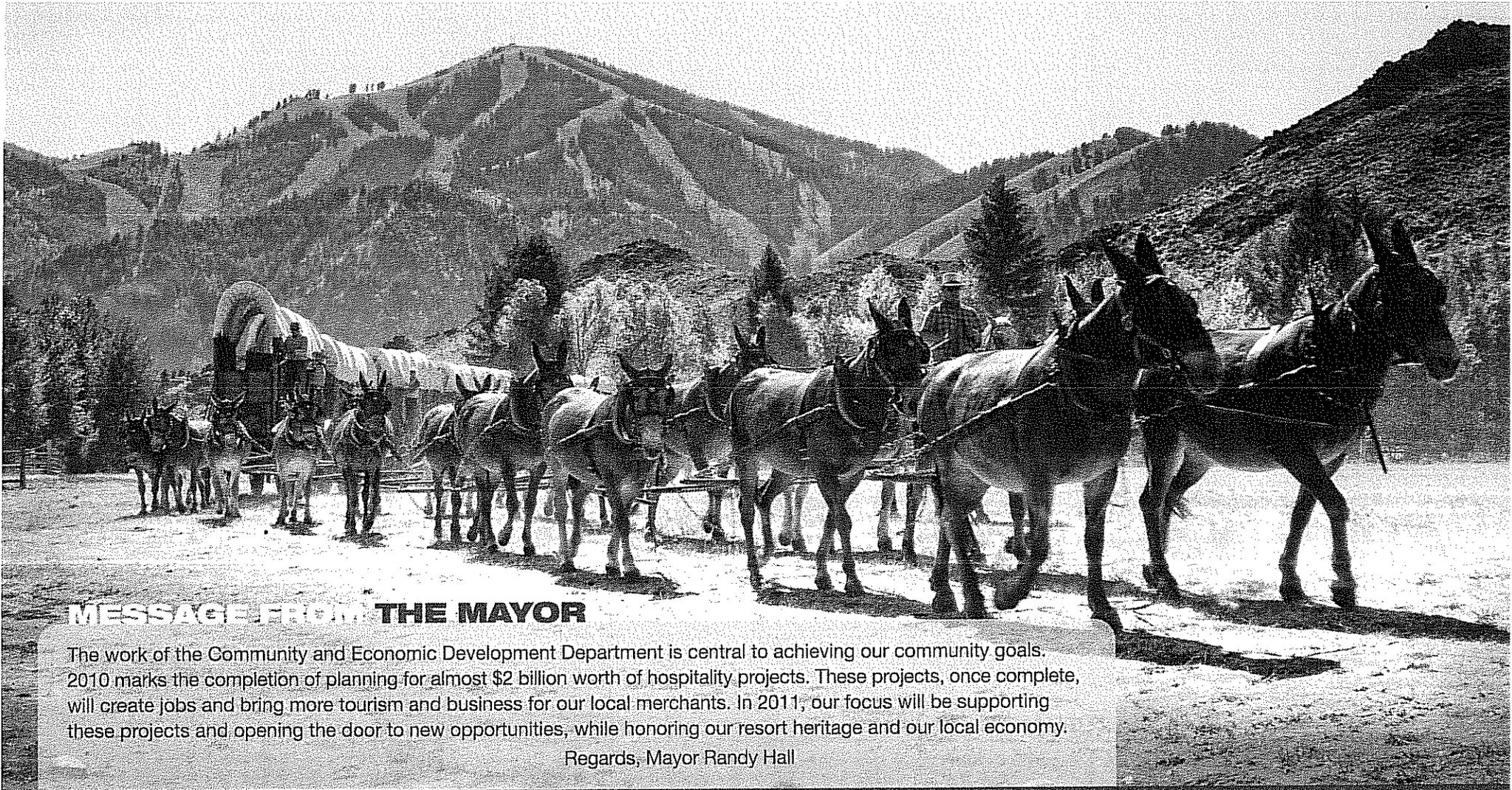
## ELECTED OFFICIALS

<b>Randy Hall</b>	MAYOR
<b>Larry Helzel</b>	COUNCIL PRESIDENT
<b>Baird Gourlay</b>	COUNCIL MEMBER
<b>Nina Jonas</b>	COUNCIL MEMBER
<b>Curtis Kemp</b>	COUNCIL MEMBER

## APPOINTED OFFICIALS PLANNING AND ZONING COMMISSION

<b>Deborah Burns</b>	CO-CHAIR
<b>Rich Fabiano</b>	CO-CHAIR
<b>Steve Cook</b>	COMMISSIONER
<b>Michael Doty</b>	COMMISSIONER
<b>Sam Williams</b>	COMMISSIONER

From left to right: Stefanie Leif, Lisa Horowitz, Rachel Martin, Lisa Enourato, Rebecca Bundy, Stephanie McCord, Marta Thompson, Suds Knehans | Photo credits: Thia Konig, Jerry Hadam, Teri Niedrich, Joshua Wells



## MESSAGE FROM THE MAYOR

The work of the Community and Economic Development Department is central to achieving our community goals. 2010 marks the completion of planning for almost \$2 billion worth of hospitality projects. These projects, once complete, will create jobs and bring more tourism and business for our local merchants. In 2011, our focus will be supporting these projects and opening the door to new opportunities, while honoring our resort heritage and our local economy.

Regards, Mayor Randy Hall

# 2011

## MAYOR AND COUNCIL 2011 GOALS FOR COMMUNITY AND ECONOMIC DEVELOPMENT

- Pursue Green Building Code
- Develop an Economic Strategy Plan
- Initiate Second Homeowner Outreach
- Initiate an update of the 2001 Comprehensive Plan
- Continue to improve the appearance of our Town (signage, buildings, etc.)
- Build on a foundation of community trust, hospitality and customer service

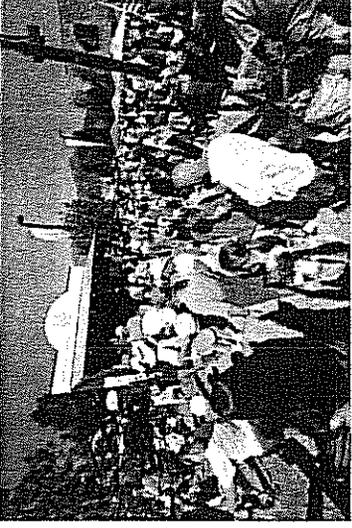
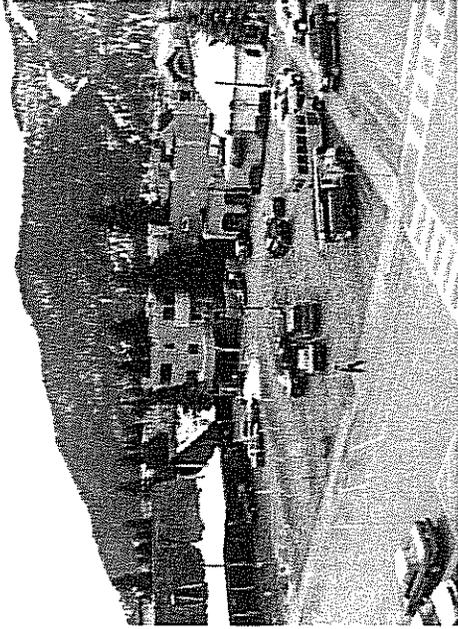
# Recent Ketchum Initiatives....

## Volunteer Resources:

### Ketchum Town Square

Ketchum Town Square was created by a combination of City funds, volunteer donations, and extensive volunteer resources. It opened for

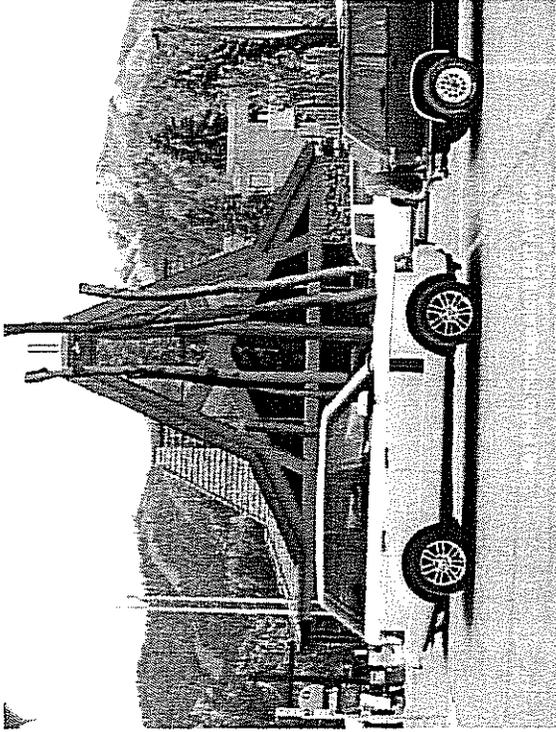
business in July, 2010 and has provided a key public venue for summer and winter events alike. Ketchum Town Square has become the heart of Ketchum activities.



### Ketchum Whitewater Park

Ketchum has committed \$35,000 towards a Master Plan for a Whitewater Park in partnership with the Wood River Land Trust and local recreationists. The total project value will be over \$1 million, and will create a unique tourist destination opportunity.





## Partnerships:

### Visitor Center/Starbucks

This innovative space is the only visitor's center in North America to combine a private food business with a public Visitors Center. The unique partnership between the Ketchum Urban Renewal Agency, a Starbucks licensee and the Sun Valley Visitors Center highlights our "mountain" roots while showing our instant connectedness to the outside world via touch screens and Smartphone applications.

### Higher Education

Ketchum is pursuing a partnership with the College of Southern Idaho to create a physical presence north valley for classroom/dormitory space. One model would include a Culinary Institute, blending traditional two-year culinary degree with a variety of cooking classes and weekends geared towards the tourist/travel population.

### Ketchum Transit Plaza

In partnership with Mountain Rides, Ketchum will be creating a new, in-town Transit Plaza where all bus routes will come together. The facility will contain an iconic building, public art and landscaping.

## Telling our Story:

Newly launched Websites: [www.ketchumidaho.org](http://www.ketchumidaho.org),  
[www.ketchumura.org](http://www.ketchumura.org)

Social media: partnering and spreading the word

"Old fashioned face time"

Video Content: Our projects, our values, our special events:  
National Brotherhood of Skiers

