

Recent KURA Highlights

During the past several years, the KURA has invested in the Downtown Master Plan, Town Square and the Fourth Street Heritage Corridor; purchased two strategically located properties; and undertook a remodel at one of those properties, the Sun Valley Visitor Center building. The recent upturn in the economy has positively affected property values in the KURA district, which has resulted in an increase in KURA's income and an ability to pursue new projects. Recent accomplishments include:

- **Walkable Ketchum Project:** The KURA partnered with the Ketchum Community Development Corporation (KCDC) to invest \$111,500 in this project's first phase for the development and installation of wayfinding signage and solar streetlights throughout the City.
- **New Transportation Center:** The KURA provided initial funding of \$50,000 to help ensure Mountain Rides received a federal government grant to design and construct a centrally-located transit hub in downtown Ketchum. An additional \$50,000 has been committed to the project in the current year's budget. The Ketchum Transportation Center will provide an anchor for downtown mobility, and will feature integrated public art and energy efficiency features.
- **Debt Reserve Account:** The KURA's Debt Reserve Account is now fully funded. The KURA was required by its 2010 bond sales agreement to fully fund a Debt Reserve Account to secure the bond's principal and interest payments over time. This reserve would be used only in the unlikely event that the Agency's traditional revenue streams were ever disrupted.
- **Community Housing:** Development of community housing is a top priority. In October 2013, the KURA made progress toward its goal with the approval by the Board of an exchange of its property at 211 E. First Street for parcels at 611-691 Second Ave. The First Street property has proven to be too expensive a site on which to build community housing and the KURA believes that the new site is much better suited for such a project, allowing more space to build a greater number of units at a lower price, and with more design flexibility. A zoning change and a housing credit will need to be approved by the City Council for the exchange to be completed.
- **Energy Efficiency Project:** The Board committed \$15,000 toward a visible energy efficiency initiative which will represent the Agency's commitment to sustainable actions. This project has not been identified, but will likely be near the new downtown Ketchum Transportation Center.
- **Public Visioning Sessions:** In an effort to better understand what the Ketchum community views as priorities for the KURA, and to help inform the projects it pursues, the Agency held two public visioning sessions in the past year. Among the potential initiatives that were highlighted by participants were the relocation of City facilities; community housing; alternative energy initiatives; a geothermal outdoor park/pool; improvements to sidewalks; underground parking; a transit hub; more versatile outdoor event space; and the development of hostels. More detail on the outcome of the sessions can be found on the KURA website, www.ketchumura.org.



“With our full funding of the debt reserve account, the KURA is now well positioned to undertake more projects that will enhance the future livelihood of the City.”

Mark Eshman, KURA Chairman

What is the KURA?

In 2006, the City of Ketchum formed the KURA to focus on downtown revitalization, community housing, public and private investment, and facilitating growth and the diversification of businesses. It is an independent organization with its own budget, by-laws and Board of Commissioners. The Agency's activity and investment decisions are driven by an Urban Renewal Plan, which was adopted by the City Council in 2006 and amended in 2010. Its initiatives are focused exclusively on areas within Ketchum that have been identified as ones that would benefit most from public investment. To learn more about how financing for the KURA works, turn to page 4.



The Sun Valley Visitor Center, which is owned by the KURA, received international architectural kudos last fall when Ketchum architect Susan Desko, who led the process to transform the old vacant bank building into a community gathering place, was awarded the highly prestigious 2012 American Architecture Award for her work on the project. The Awards are international in scope, and honor new and cutting-edge design.



The Walkable Ketchum Project

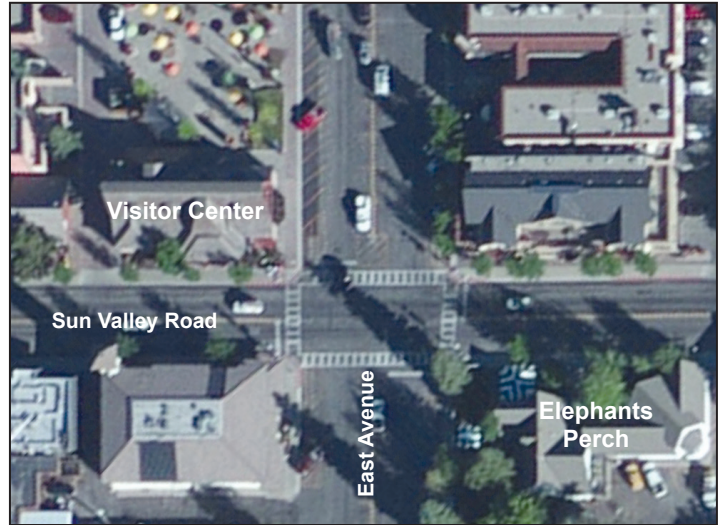
Improving infrastructure within the KURA district is a priority, as doing so enhances the opportunities for economic development and additional private investment. The goal of this project, spearheaded by the KCDC, is to address issues of wayfinding and signage; infrastructure; and ongoing public policies and maintenance related to walkability. The initial phase, now fully implemented, includes directional and locational signage for pedestrians, cyclists and vehicles, as well as nine solar streetlights in the downtown core to significantly increase safety.



Ketchum Transportation Center

The KURA views this project as important to enhancing mobility and making the downtown core more pedestrian and retail-friendly. Increasing the number of bus riders also reduces traffic congestion and lessens the demand on parking. Based on comparable initiatives at other resort towns, Mountain Rides, which operates Ketchum's bus system and is leading the effort to create a transportation hub, estimates that such a facility would increase ridership by 20 percent.

The Transportation Center will be sited on Sun Valley Road, at the intersection with East Avenue. Both sides of the street will be utilized, and the expectation is that part of the design will incorporate the Sun Valley Visitor Center building, which is owned by the KURA. An RFQ for design and engineering services was issued in September 2013, and a selection will be made prior to year-end.



KURA FY2014 Budgets

Urban Renewal General Fund Budget:

The purpose of this fund is to provide financial authority to facilitate urban renewal activities within the boundaries of the KURA, including personnel services, materials and services, capital outlays and revenue transfers to the Debt Service Fund.

	FY2011	FY2012	FY2013	FY2014
RESOURCES				
Beginning Balance	489,127	474,126	343,715	196,790
Tax Increment Revenue	561,165	629,505	644,907	708,763
Rent Income	83,200	32,511	44,000	44,000
Miscellaneous	9,728	5,130	4,000	12,000
TOTAL	1,143,220	1,141,272	1,036,622	961,553
REQUIREMENTS				
Personnel	65,329	66,673	71,244	77,412
Materials & Services	177,810	99,909	115,160	109,982
Capital Outlay	25,955	113,857	136,500	210,000
Debt Service Transfer	400,000	480,000	568,787	400,343
Contingency	-	-	34,000	35,000
TOTAL	669,094	760,439	925,691	832,737
Ending Balance	474,126	380,833	110,93	128,816

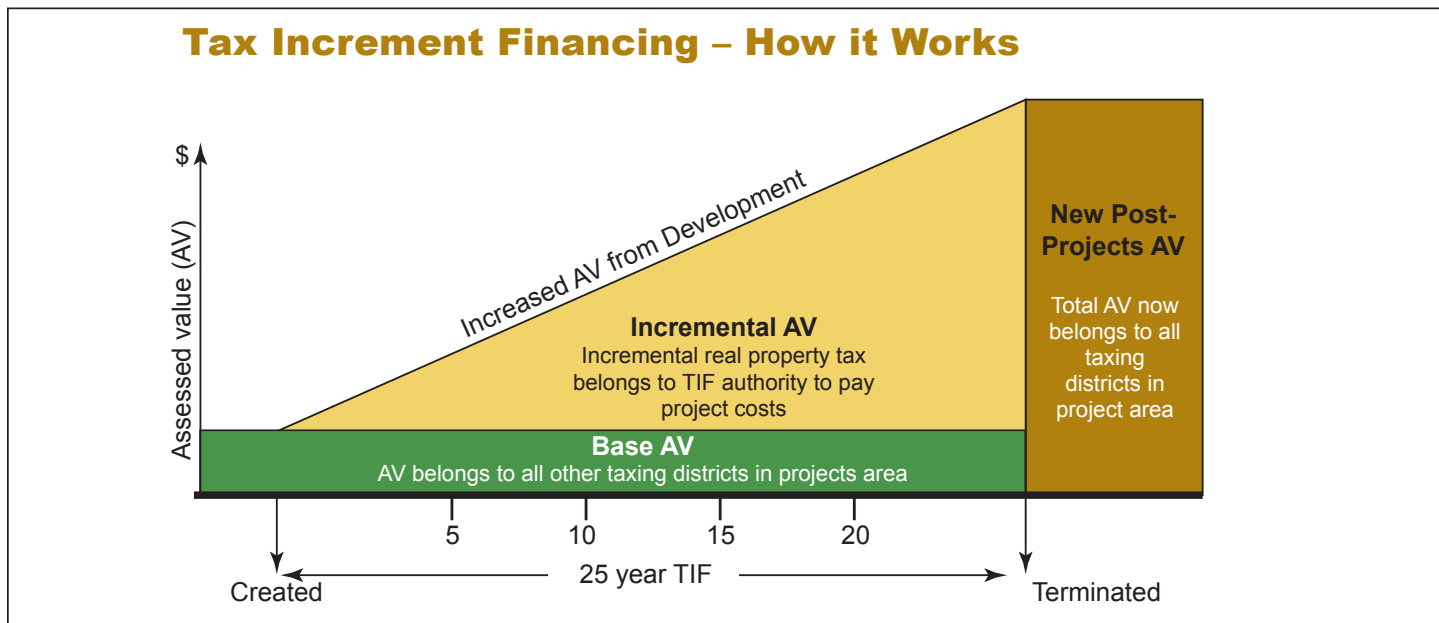
Urban Renewal Debt Service Fund:

This fund facilitates the repayment of the Agency's 2010 Urban Renewal Bonds pursuant to the annual debt service schedule.

	FY2011	FY2012	FY2013	FY2014
RESOURCES				
Beginning Balance	-	188,759	269,875	479,143
Debt Service Transfer	400,000	480,000	568,787	400,343
Miscellaneous	48	405	250	400
TOTAL	400,048	669,164	865,912	879,886
REQUIREMENTS				
Debt Service-2010 Bond	211,289	372,134	387,074	400,343
TOTAL	211,289	372,134	387,074	400,343
Ending Balance	188,759	297,030	478,838	479,453

KURA's Financing

The KURA, like most other urban renewal agencies around the country, is funded through a taxing concept called tax increment financing. The basic idea is simple: future tax revenues pay for revitalization and redevelopment efforts. The City Council, acting on the recommendation from the KURA, draws a line around an area in need of improvement within the City called the revenue allocation area. As property values increase in that area due to new investment, the rise in property tax revenues (called "tax increment") is directed back to the KURA rather than to other taxing bodies.



What's Next?

Among the priorities currently being pursued by the KURA are:

- Focus on community housing, ideally at the Second Avenue site
- Exploration of partnerships with private entities
- Update of the KURA Capital Improvement Plan, as well as additional long-term planning
- Commitment to energy efficiency initiatives, with \$15,000 in the current year budget allocated toward such projects

Who's Involved?

Board of Commissioners:

Mark Eshman, Chairman | **Trish Wilson**, Vice Chairman | **Michael David** | **Tim Eagan** | **Randy Hall** | **Trina Peters** | **Jim Slanetz**

Staff:

Given the relatively small size of the KURA's current budget, the Board has concluded that its needs can be met with a part-time staff. Its decision to utilize some of the City of Ketchum's staff resources allows for greater efficiency because of their knowledge of the City's priorities, plans and people.

Executive Director, **Gary Marks** | Community and Economic Development Director, **Lisa Horowitz**

KURA Attorney, **Stephanie Bonney** | Secretary/Treasurer, **Sandy Cady** | Assistant to Executive Director, **Lisa Enourato**