

RESOLUTION NO. 16-URA2

BY THE BOARD OF COMMISSIONERS OF THE URBAN RENEWAL AGENCY OF KETCHUM, IDAHO:

A RESOLUTION OF THE BOARD OF COMMISSIONERS OF THE URBAN RENEWAL AGENCY OF KETCHUM, IDAHO, ADOPTING EVENT ADVERTISING GUIDELINES; AUTHORIZING THE CHAIR AND EXECUTIVE DIRECTOR TO TAKE APPROPRIATE ACTION; AND PROVIDING AN EFFECTIVE DATE.

THIS RESOLUTION, made on the date hereinafter set forth by the Urban Renewal Agency of Ketchum, Idaho, also known as the Ketchum Urban Renewal Agency, an independent public body, corporate and politic, authorized under the authority of the Idaho Urban Renewal Law of 1965, as amended, Chapter 20, Title 50, Idaho Code, a duly created and functioning urban renewal agency for Ketchum, Idaho, hereinafter the Ketchum Urban Renewal Agency is referred to as the "Agency."

WHEREAS, the Agency, an independent public body, corporate and politic, is an urban renewal agency created by and existing under the authority of and pursuant to the Idaho Urban Renewal Law of 1965, being Idaho Code, Title 50, Chapter 20 (the "Law"), and the Local Economic Development Act, being Idaho Code, Title 50, Chapter 29, as amended and supplemented (the "Act");

WHEREAS, the City of Ketchum (the "City") by adoption of Ordinance No. 992 on November 15, 2006, duly adopted the Ketchum Urban Renewal Plan (the "2006 Plan") to be administered by the Agency;

WHEREAS, upon the approval of Ordinance No. 1077 adopted by the City Council on November 15, 2010, and deemed effective on November 24, 2010, the Agency began implementation of the amended Ketchum Urban Renewal Plan (the "Amended Plan");

WHEREAS, the Agency currently has no formal Event Advertising Guidelines in place to advertise public events on the windows of the building located at 491 Sun Valley Road, Ketchum, Idaho;

WHEREAS, Agency staff has prepared Event Advertising Guidelines which were tentatively approved at the Agency Board meeting on February 16, 2016, as set forth in full below;

WHEREAS, Agency staff recommends approval of the Event Advertising Guidelines by the Agency Board;

WHEREAS, the Board finds it in the best interests of the Agency and the public to approve and adopt the Event Advertising Guidelines.

NOW, THEREFORE, BE IT RESOLVED BY THE MEMBERS OF THE BOARD OF COMMISSIONERS OF THE KETCHUM URBAN RENEWAL AGENCY OF THE CITY OF KETCHUM, IDAHO, AS FOLLOWS:

Section 1: That the above statements are true and correct.

Section 2: That the Event Advertising Guidelines set forth below are hereby approved and adopted by the Agency Board, and that the Chair and Executive Director are authorized and directed to take all action to implement the Event Advertising Guidelines.

**Event Advertising Guidelines at 491 Sun Valley Road  
(Lots 5 and 6 of Block 24, Ketchum Townsite)**

1. Event advertising shall be only allowed for local events that are produced and managed by a legally licensed, local, non-profit or government entity.
2. When an event is sponsored by a privately owned business that is not a tenant of 491 Sun Valley Road, sponsorship acknowledgement and advertising shall be limited to no more than one (1) square foot total for all advertising materials.
3. Event signage shall be limited to window signage and shall not incorporate any lighting.
4. Window signage shall not be opaque and shall allow for some transparency.
5. There shall be no fee for signage; however, all costs associated with installing and removing signage shall be paid by the local event producer.
6. Signage shall be removed by the event producer no later than 48 hours after the event has concluded.
7. If the event producer does not remove signage within 48 hours after the event, the KURA shall remove the signs and bill all costs back to the event producer. In addition, the KURA may reject the application for future signage submitted by the event producer.
8. To request signage, the local event producer shall contact the Executive Director for the Ketchum Urban Renewal Agency.
9. Any damage incurred by the event producer during installation or removal of signage to the property owned by KURA shall be billed back to the event producer.
10. Staff shall review all requests and approve, deny, or approve with conditions.


Section 3: That this Resolution shall be in full force and effect immediately upon its adoption and approval.

PASSED By the Urban Renewal Agency of Ketchum, Idaho, on March 21, 2016. Signed by the Chair of the Board of Commissioners, and attested by the Secretary to the Board of Commissioners, on March 21, 2016.

URBAN RENEWAL AGENCY OF KETCHUM

By   
Chair

ATTEST:

By   
Secretary

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