



FLY SUN VALLEY ALLIANCE

FY27-30 STRATEGIC PLAN SUMMARY

APRIL 2026



VISIT SUN VALLEY



FSVA FY27-30 STRATEGIC PLAN

GOOD AIR SERVICE IS IMPORTANT TO OUR COMMUNITY



LOCALS



BUSINESS



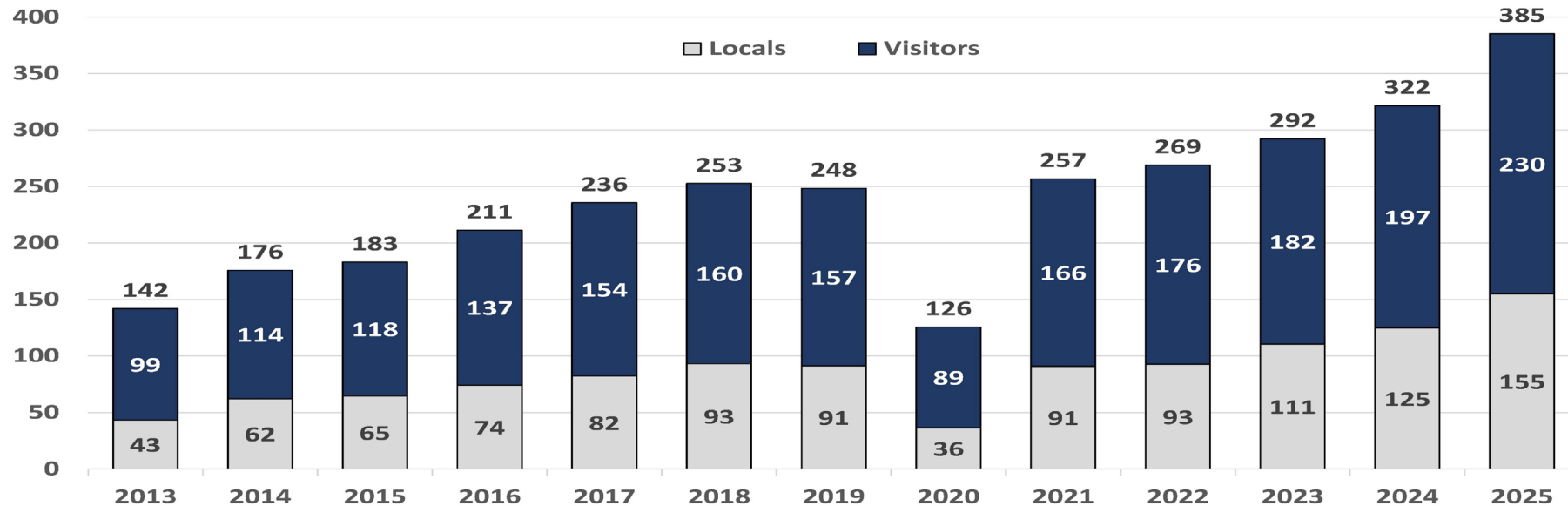
TOURISM

FSVA FY27-30 STRATEGIC PLAN

BIG PROGRESS ON BETTER AIR SERVICE & OUR COMMUNITY IS BENEFITTING

More flights, 4 Airlines, 8 Nonstop Cities – More Locals and Visitors using those flights

SUN Locals/Visitors Average Daily Trips Per Year



FSVA FY27-30 STRATEGIC PLAN

FSVA MISSION : To improve commercial air service in the Wood River Valley to benefit the community – our local residents, our part-time residents, our businesses and our visitors.

SUN has experienced significant growth in air seat capacity over the past decade

FSVA focus for the next few years is to ensure our existing service is successful and sustainable

Air Service Development Goals

Overall: Focus on improving performance and frequency of existing routes; not adding new routes

- Maintain and support **year-round air service** from key hub markets (SLC, DEN, SEA)
- Maintain and support **seasonal air service** on other existing routes (ORD, SFO, LAX, PHX, SAN)
- Improve flight frequency on **core connecting routes** - emphasis on spring & fall DEN; SLC as feasible

Key Performance Indicators (KPI)

- Improve annual SUN flight load factor from 71% to 75%; focusing on non-peak months
- Improve flight frequency in spring and fall; increase DEN flights to 2x daily year round
- Ensure adequate funding to accomplish air service development and support goals;
 - renew LOT for Air, continue other support programs
- Measure SUN air passenger satisfaction, activity, economic impact through survey data and other sources



FSVA STRATEGIC PLAN – KEY PERFORMANCE INDICATOR

INCREASE ANNUAL SUN FLIGHT LOAD FACTOR FROM 71% TO 75%

There are two ways to increase Load Factor on flights:

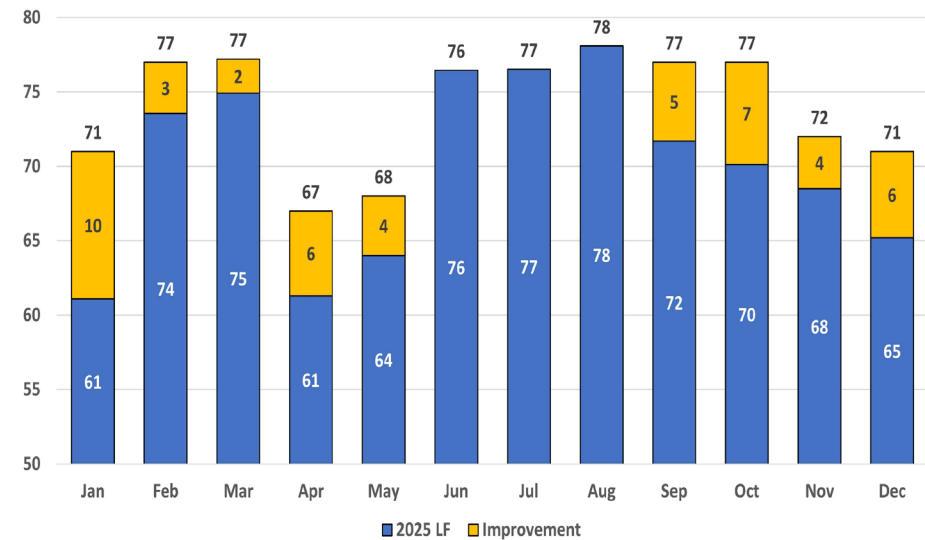
- 1) Reduce seat capacity
- 2) Grow passenger demand

Goal is to **maintain and improve performance of existing SUN air service.**

Therefore, FSVA will work with Visit Sun Valley (VSV), airlines, SUN airport and other marketing partners to:

- **Improve performance on flights in the non-peak months to reach 75% annual load factor**

Increase SUN Annual Load Factor From 71% to 75%



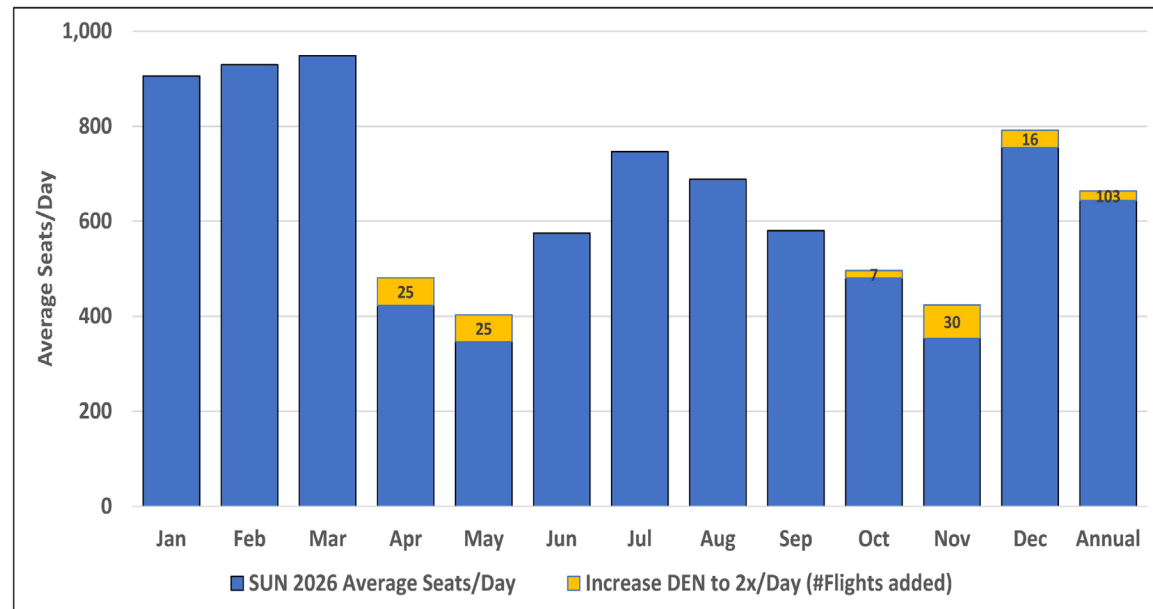
FSVA STRATEGIC PLAN – KEY PERFORMANCE INDICATOR

INCREASE DEN FLIGHTS TO 2X DAILY YEAR ROUND

Goal is to improve SUN flight frequency in spring and fall

- Increase DEN flights to 2x daily year-round

Add 2nd Flight to DEN in Off-Peak Periods



AIR SERVICE IS AN IMPORTANT INVESTMENT FOR OUR COMMUNITY – OUR QUALITY OF LIFE – OUR ECONOMY

FLY SUN VALLEY ALLIANCE STRATEGIC AIR SERVICE PARTNERS





**THANK YOU FOR
YOUR SUPPORT**

LOT for AIR CASH FLOW SCENARIOS

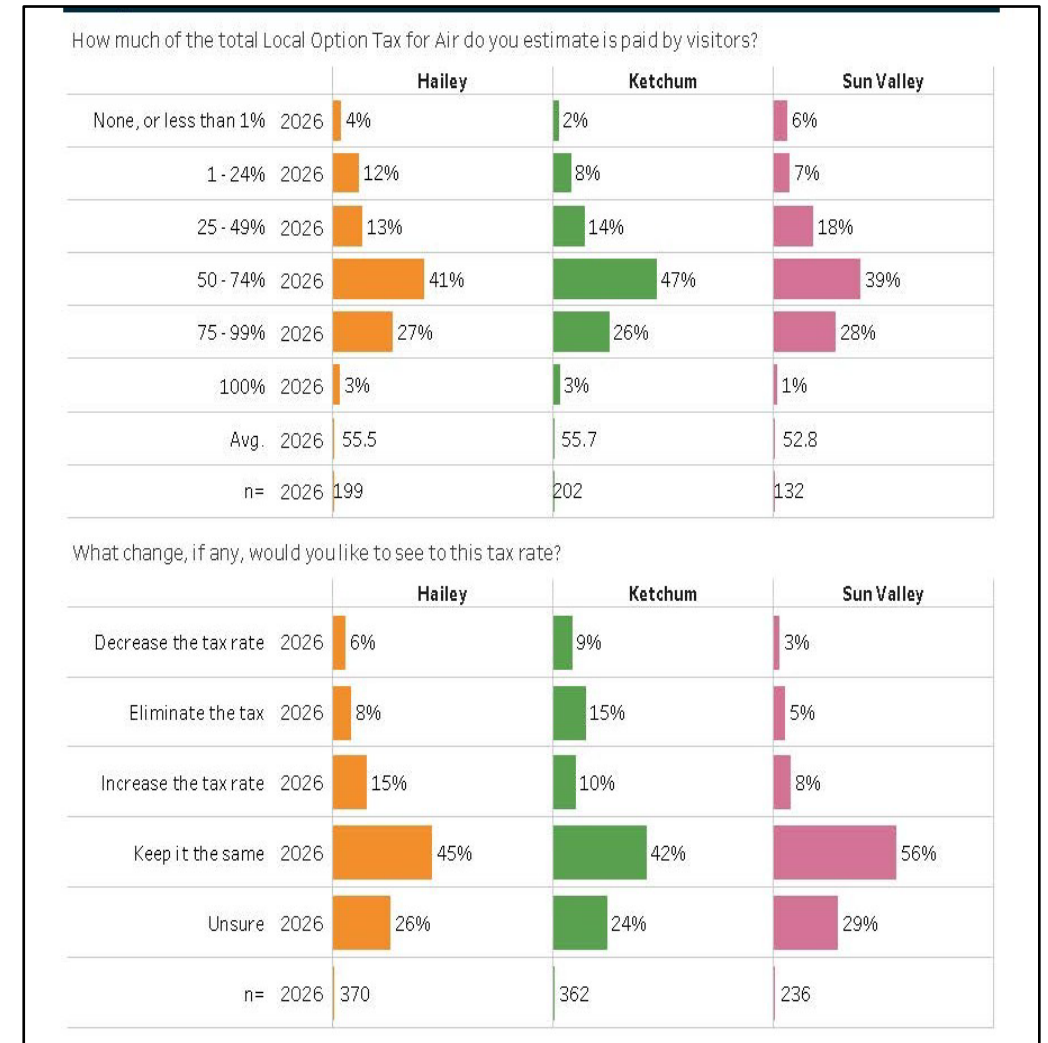
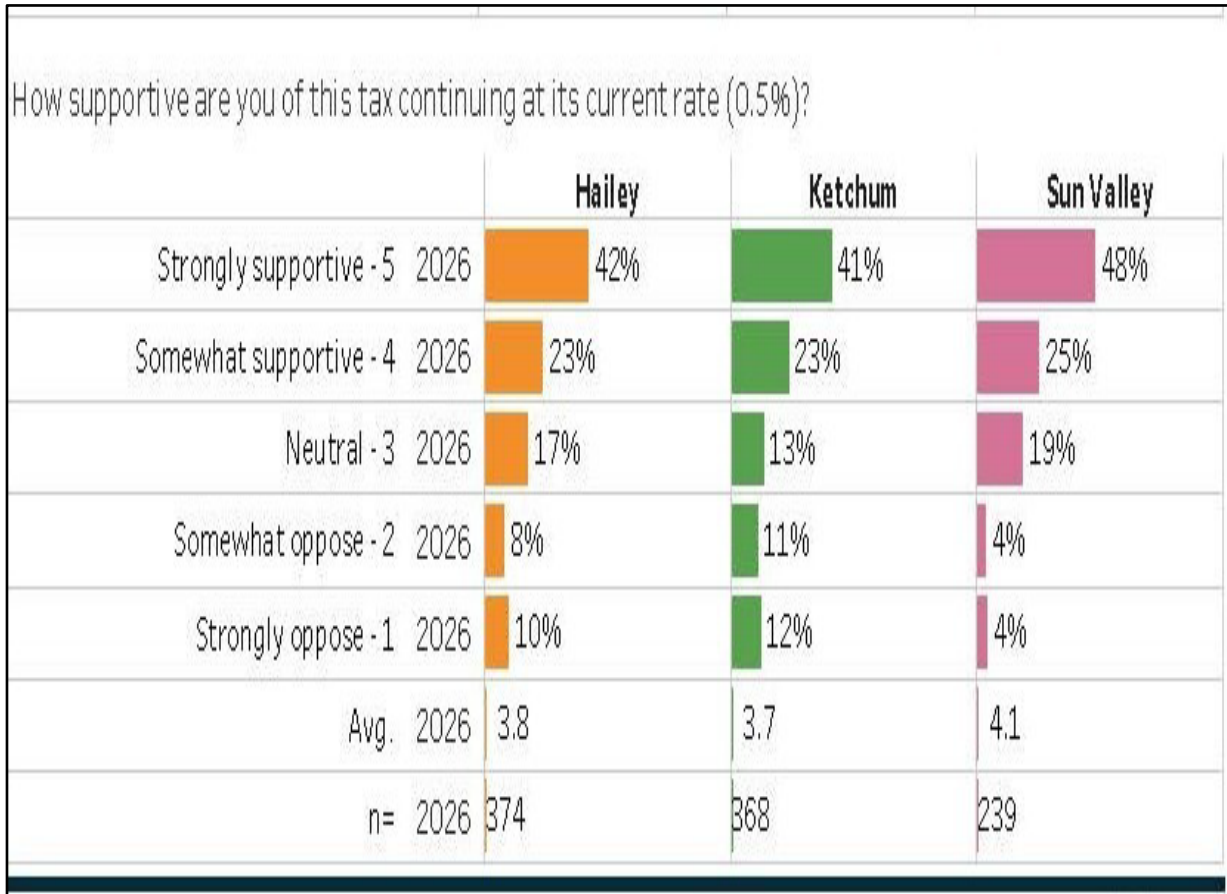
Based on revenue & expense assumptions as noted – Option 1 is only long-term sustainable option. This shows FSVa \$ decreasing each year.

LOT FOR AIR RENEWAL OPTIONS - CASH FLOW ANALYSIS											
ASSUMPTIONS			Current	Lodging Tax	State	State Lodging	General LOT	Optional LOT	Total		
REVENUE: Assumes 1% YOY LOT growth - LOT renewal in Nov 2027, effective Jan 1 2028				Ketchum	6%	2%	2%	1%	11%		
EXPENSES: All scenarios remain consistent with expenses projected in Option 1 model				Sun Valley	6%	2%	3%	1%	12%		
BUDGETED											
CURRENT - EXISTING LOT (.5% ALL CITIES)	FY25 Actual	FY 26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34	
.5 Ketchum	\$ 1,634,765	\$ 1,683,808	\$ 1,620,000	\$ 1,636,200	\$ 1,652,562	\$ 1,669,088	\$ 1,685,778	\$ 1,702,636	\$ 1,719,663	\$ 1,736,859	
.5 Sun Valley	\$ 563,452	\$ 580,356	\$ 600,000	\$ 606,000	\$ 612,060	\$ 618,181	\$ 624,362	\$ 630,606	\$ 636,912	\$ 643,281	
.5 Hailey	\$ 92,141	\$ 94,905	\$ 100,000	\$ 101,000	\$ 102,010	\$ 103,030	\$ 104,060	\$ 105,101	\$ 106,152	\$ 107,214	
TOTAL LOT	\$ 2,290,358	\$ 2,359,069	\$ 2,320,000	\$ 2,343,200	\$ 2,366,632	\$ 2,390,298	\$ 2,414,201	\$ 2,438,343	\$ 2,462,727	\$ 2,487,354	
Prior Year Fund Balance release (Ketchum)	\$ 299,125										
Interest on Reserves	\$ 145,379	\$ 149,587	\$ 40,000	\$ 95,278	\$ 85,847	\$ 76,697	\$ 67,737	\$ 59,076	\$ 51,624	\$ 45,511	
TOTAL INCOME	\$ 2,734,862	\$ 2,508,656	\$ 2,360,000	\$ 2,438,478	\$ 2,452,479	\$ 2,466,995	\$ 2,481,938	\$ 2,497,419	\$ 2,514,351	\$ 2,532,865	
TOTAL EXPENSE	\$ 2,148,207	\$ 2,081,000	\$ 3,010,000	\$ 2,910,000	\$ 2,910,000	\$ 2,915,000	\$ 2,915,000	\$ 2,870,000	\$ 2,820,000	\$ 2,870,000	
FSVA	\$ -	\$ 119,650	\$ 1,000,000	\$ 850,000	\$ 800,000	\$ 750,000	\$ 700,000	\$ 600,000	\$ 500,000	\$ 500,000	
VSV	\$ 1,600,000	\$ 1,800,000	\$ 1,850,000	\$ 1,900,000	\$ 1,950,000	\$ 2,000,000	\$ 2,050,000	\$ 2,100,000	\$ 2,150,000	\$ 2,200,000	
WRW CHAMBER	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 40,000	\$ 40,000	\$ 45,000	\$ 45,000	\$ 45,000	
MT RIDES (airport service)	\$ 505,000	\$ 110,000	\$ 115,000	\$ 115,000	\$ 115,000	\$ 115,000	\$ 115,000	\$ 115,000	\$ 115,000	\$ 115,000	
SVASB ADMIN	\$ 8,207	\$ 16,350	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	
NET to(from) reserves	\$ 586,655	\$ 427,656	\$ (650,000)	\$ (471,522)	\$ (457,521)	\$ (448,005)	\$ (433,062)	\$ (372,581)	\$ (305,649)	\$ (337,135)	
SVASB RESERVE BALANCE	\$ 4,986,232	\$ 5,413,888	\$ 4,763,888	\$ 4,292,365	\$ 3,834,845	\$ 3,386,840	\$ 2,953,778	\$ 2,581,197	\$ 2,275,548	\$ 1,938,413	SUSTAINABLE
New rate starts 1/1/28 Add \$200K for Oct-Dec											
OPTION 1 - .25% KETCHUM LOT	FY25 Actual	FY 26	FY27	FY28	FY29	FY30	FY31	FY32			
.25 Ketchum	\$ 1,634,765	\$ 1,683,808	\$ 1,620,000	\$ 1,010,000	\$ 820,100	\$ 828,301	\$ 836,584	\$ 844,950			
.5 Sun Valley	\$ 563,452	\$ 580,356	\$ 600,000	\$ 606,000	\$ 612,060	\$ 618,181	\$ 624,362	\$ 630,606			
.5 Hailey	\$ 92,141	\$ 94,905	\$ 100,000	\$ 101,000	\$ 102,010	\$ 103,030	\$ 104,060	\$ 105,101			
TOTAL LOT	\$ 2,290,358	\$ 2,359,069	\$ 2,320,000	\$ 1,717,000	\$ 1,534,170	\$ 1,549,512	\$ 1,565,007	\$ 1,580,657			
Prior Year Fund Balance release (Ketchum)	\$ 299,125										
Interest on Reserves	\$ 145,379	\$ 149,587	\$ 40,000	\$ 95,278	\$ 71,418	\$ 43,901	\$ 16,591				
TOTAL INCOME	\$ 2,734,862	\$ 2,508,656	\$ 2,360,000	\$ 1,812,278	\$ 1,605,588	\$ 1,593,413	\$ 1,581,598	\$ 1,580,657			
TOTAL EXPENSE	\$ 2,148,207	\$ 2,081,000	\$ 3,010,000	\$ 2,910,000	\$ 2,910,000	\$ 2,915,000	\$ 2,915,000	\$ 2,870,000			
NET to(from) reserves	\$ 586,655	\$ 427,656	\$ (650,000)	\$ (1,193,000)	\$ (1,375,830)	\$ (1,365,488)	\$ (1,349,993)	\$ (1,289,343)			
SVASB RESERVE BALANCE	\$ 4,986,232	\$ 5,413,888	\$ 4,763,888	\$ 3,570,888	\$ 2,195,058	\$ 829,569	\$ (520,424)	\$ (1,809,767)			NOT SUSTAINABLE PAST FY30
New rate starts 1/1/28 Add \$200K for Oct-Dec											
OPTION 2 - .35% KETCHUM LOT	FY25 Actual	FY 26	FY27	FY28	FY29	FY30	FY31	FY32	FY33	FY34	
.35 Ketchum	\$ 1,634,765	\$ 1,683,808	\$ 1,620,000	\$ 1,334,000	\$ 1,147,340	\$ 1,158,813	\$ 1,170,402	\$ 1,182,106	\$ 1,193,927	\$ 1,205,866	
.5 Sun Valley	\$ 563,452	\$ 580,356	\$ 600,000	\$ 606,000	\$ 612,060	\$ 618,181	\$ 624,362	\$ 630,606	\$ 636,912	\$ 643,281	
.5 Hailey	\$ 92,141	\$ 94,905	\$ 100,000	\$ 101,000	\$ 102,010	\$ 103,030	\$ 104,060	\$ 105,101	\$ 106,152	\$ 107,214	
TOTAL LOT	\$ 2,290,358	\$ 2,359,069	\$ 2,320,000	\$ 2,041,000	\$ 1,861,410	\$ 1,880,024	\$ 1,898,824	\$ 1,917,813	\$ 1,936,991	\$ 1,956,361	
Prior Year Fund Balance release (Ketchum)	\$ 299,125										
Interest on Reserves	\$ 145,379	\$ 149,587	\$ 40,000	\$ 95,278	\$ 77,898	\$ 56,926	\$ 36,226	\$ 15,903	\$ (3,141)	\$ (20,801)	
TOTAL INCOME	\$ 2,734,862	\$ 2,508,656	\$ 2,360,000	\$ 2,136,278	\$ 1,939,308	\$ 1,936,950	\$ 1,935,051	\$ 1,933,716	\$ 1,933,850	\$ 1,935,560	
TOTAL EXPENSE	\$ 2,148,207	\$ 2,081,000	\$ 3,010,000	\$ 2,910,000	\$ 2,910,000	\$ 2,915,000	\$ 2,915,000	\$ 2,870,000	\$ 2,820,000	\$ 2,870,000	
NET to(from) reserves	\$ 586,655	\$ 427,656	\$ (650,000)	\$ (869,000)	\$ (1,048,590)	\$ (1,034,976)	\$ (1,016,176)	\$ (952,187)	\$ (883,009)	\$ (913,639)	
SVASB RESERVE BALANCE	\$ 4,986,232	\$ 5,413,888	\$ 4,763,888	\$ 3,894,888	\$ 2,846,298	\$ 1,811,322	\$ 795,146	\$ (157,041)	\$ (1,040,051)	\$ (1,953,690)	NOT SUSTAINABLE PAST FY31

SUN AIR PASSENGERS – LOT & AIR SERVICE SATISFACTION

Visit Sun Valley Resident Sentiment Survey (FINAL results as of April 2026)

Supportive of continuing LOT for AIR at current .5% rate: Ketchum 64%, Sun Valley 73% (Need 60% to pass)



SUN AIR PASSENGERS – LOT & AIR SERVICE SATISFACTION

Visit Sun Valley Resident Sentiment Survey (FINAL results as of April 2026)

The majority of residents (75%+) believe air service is important-very important (Hailey lowest, Sun Valley highest)

The majority of residents (90%) fly out of SUN at least once per year

