



**SUN VALLEY  
CULINARY  
INSTITUTE**



***COMMUNITY OVERVIEW***  
***SVED Forum***  
***September 12, 2018***

# BUSINESS VALUE PROPOSITION

## Business Solution:

Development of educational programs to attract talent,  
increase tourism, reduce seasonality & increase diversity

## Customer Problem:

Lack of skilled hospitality talent  
Limits on non-recreational activities for residents/visitors  
Competitive assets vs other resort communities

## Product Services

Academic courses for professionals  
Non-academic courses for foodies  
Quality events center

## Product market/Customers

Regional/national high school graduates/career changers  
Community 2<sup>nd</sup> homeowners & resort guests  
National & international food aficionados

## Business Model

Not-for-profit public private partnership

## Revenue Estimates

\$600k by Year5

## Burn Rate/Costs

<\$500k to cashflow breakeven

## Competitors

Metro area culinary academies & cooking schools

## Competitive Advantage

Destination resort 2<sup>nd</sup> homeowners & visitor traffic  
Licensed regional educational provider  
Philanthropic community  
Idaho agricultural industry

## Marketing Buzz

New national educational model  
SV as a local food hub

# CORE PROJECT TEAM



**CHRIS KOETKE CEC CCE HAAC**  
**CULINARY DEAN**

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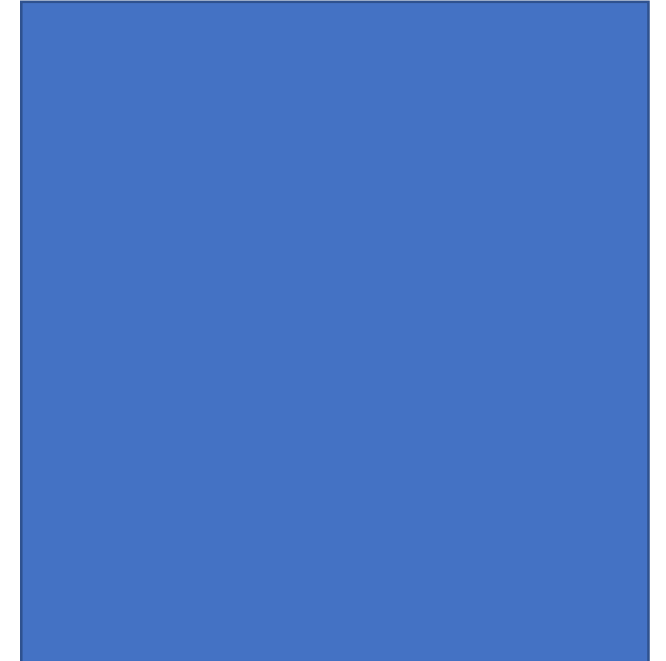
LAUREATE INTERNATIONAL  
UNIVERSITIES AND KENDALL  
COLLEGE  
*Vice President*  
WORLDCHEFS, FEED THE PLANET  
*Chairman*



**PAUL HINEMAN**  
**INTERIM EXECUTIVE DIRECTOR**

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NATIONAL RESTAURANT ASSOC.  
*Executive Vice President*  
FIRST WATCH RESTAURANTS, INC  
*Chief Financial Officer*



**TBD**  
**CULINARY DIRECTOR**

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3-4 CANDIDATES  
ALREADY IDENTIFIED

# EDUCATIONAL PROGRAMS

## Teaching Facility



- Downtown Ketchum location
- State-of-Art kitchen / classrooms
- High-end presentation / event space
- On-site dining facilities
- Liquor license/ Wine cellar
- Logoed retail shop

1

### Resident / Enthusiasts Courses

- Evening cooking classes
- Seasonal courses
- Celebrity chef events
- Wine tastings
- New food events

2

### Professional Courses

- Professional skills courses
- SV Resort staff training
- Visiting chef education

3

### Academic Courses

- 1-Yr technical certificate program
- Small cohorts of 6-12 students
- Integrated apprenticeships
- Post-certificate job placement



# POTENTIAL LOCATIONS



# SUSTAINABLE FINANCIAL INVESTMENT

## Set Up Capital/Expenses

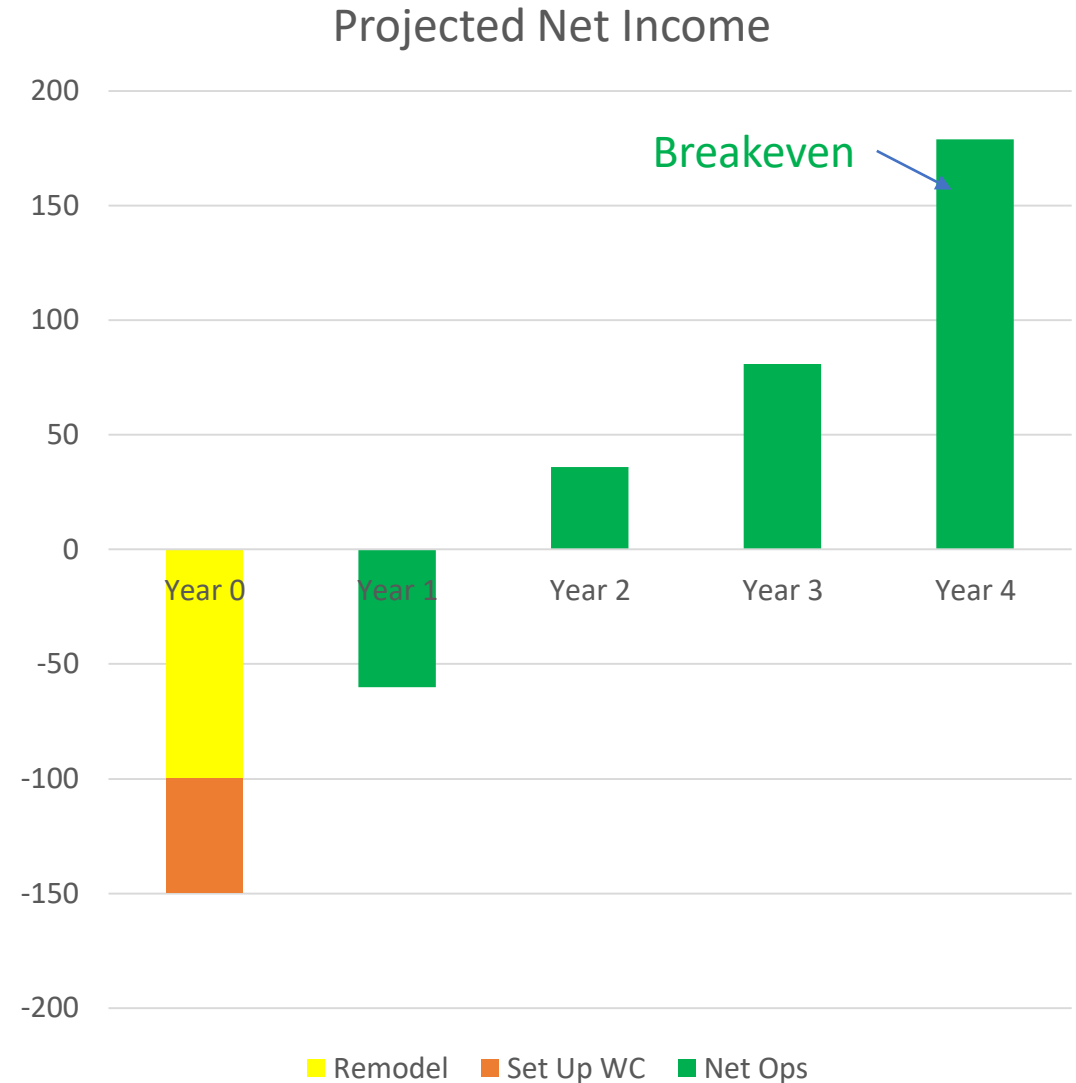
- Kitchen Improvements ~\$150k
- Marketing/Other Setup ~\$50k

## Estimated Revenue Yr 5

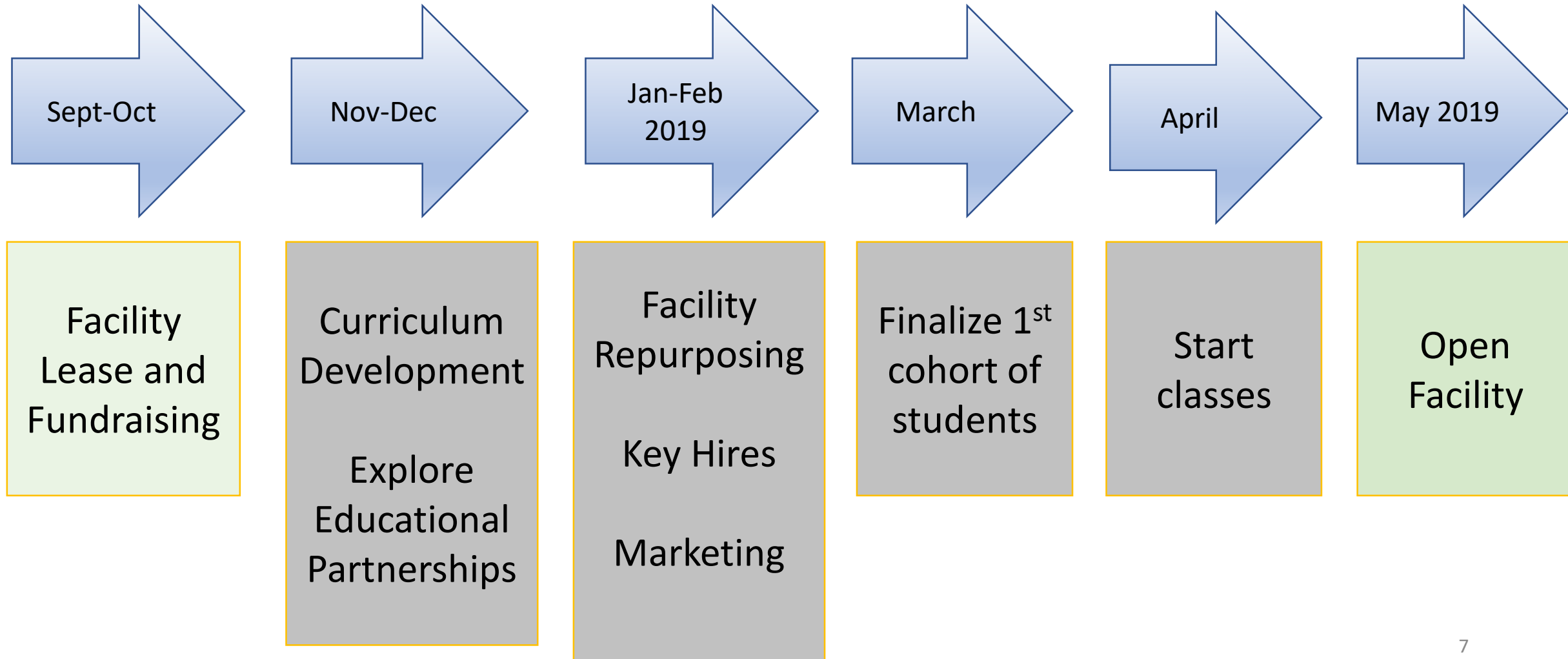
- Educational Programs ~ \$500k
- Event & Other ~ \$100

## Estimated Operating Yr 5

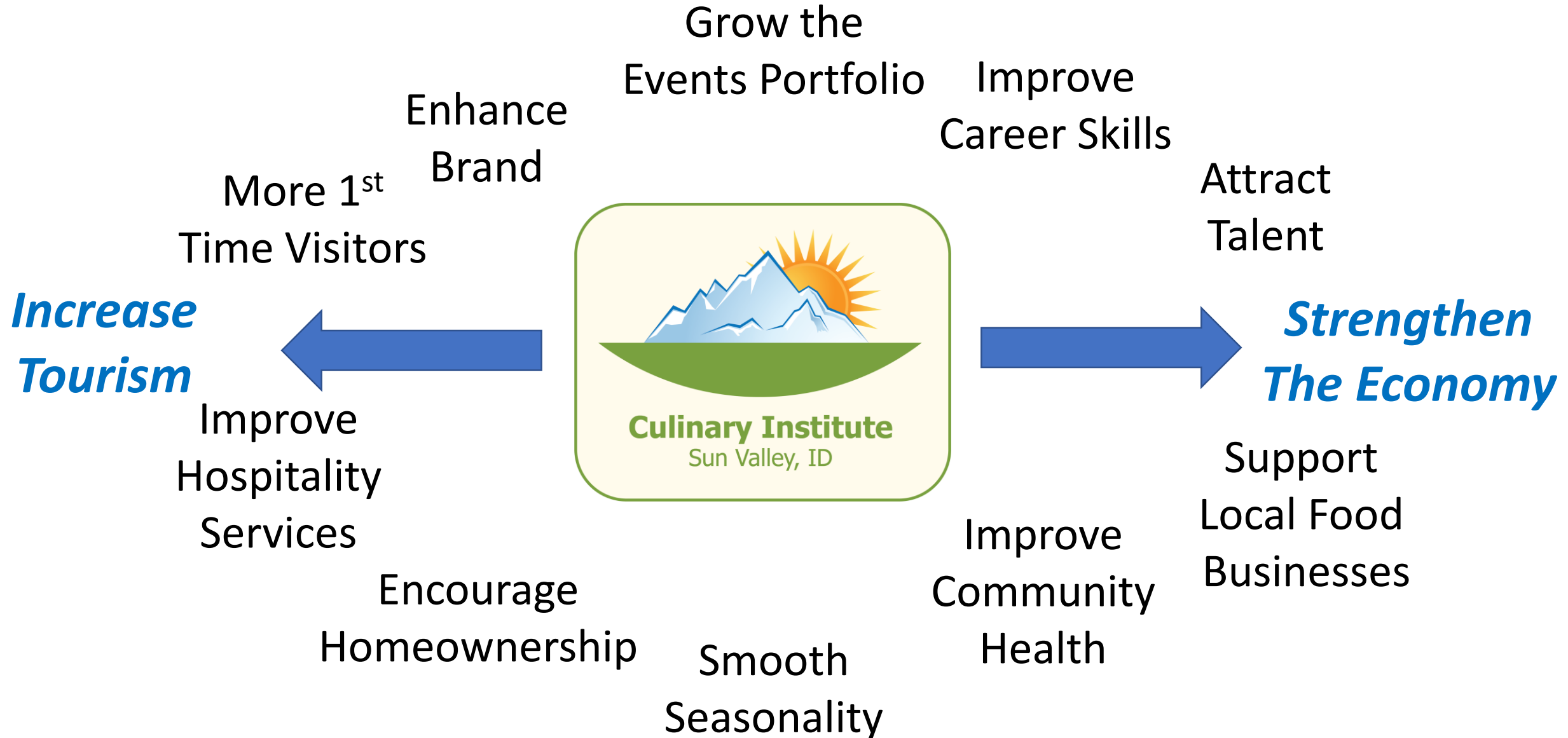
- Staff/Chefs~\$200k
- Facility ~ \$150k
- Marketing/Other ~\$100k



# TIMELINE FOR IMPLEMENTATION



# COMMUNITY VALUE PROPOSITION





# POTENTIAL ORGANIZATIONAL PARTNERS

## EDUCATORS



## HOSPITALITY



## LOCAL FOOD



## EVENTS



## BUSINESS



## INDUSTRY

HERSHEY  
KELLOGG  
CHOBANI  
MCCAIN  
MIDDLEBY  
PRO-START