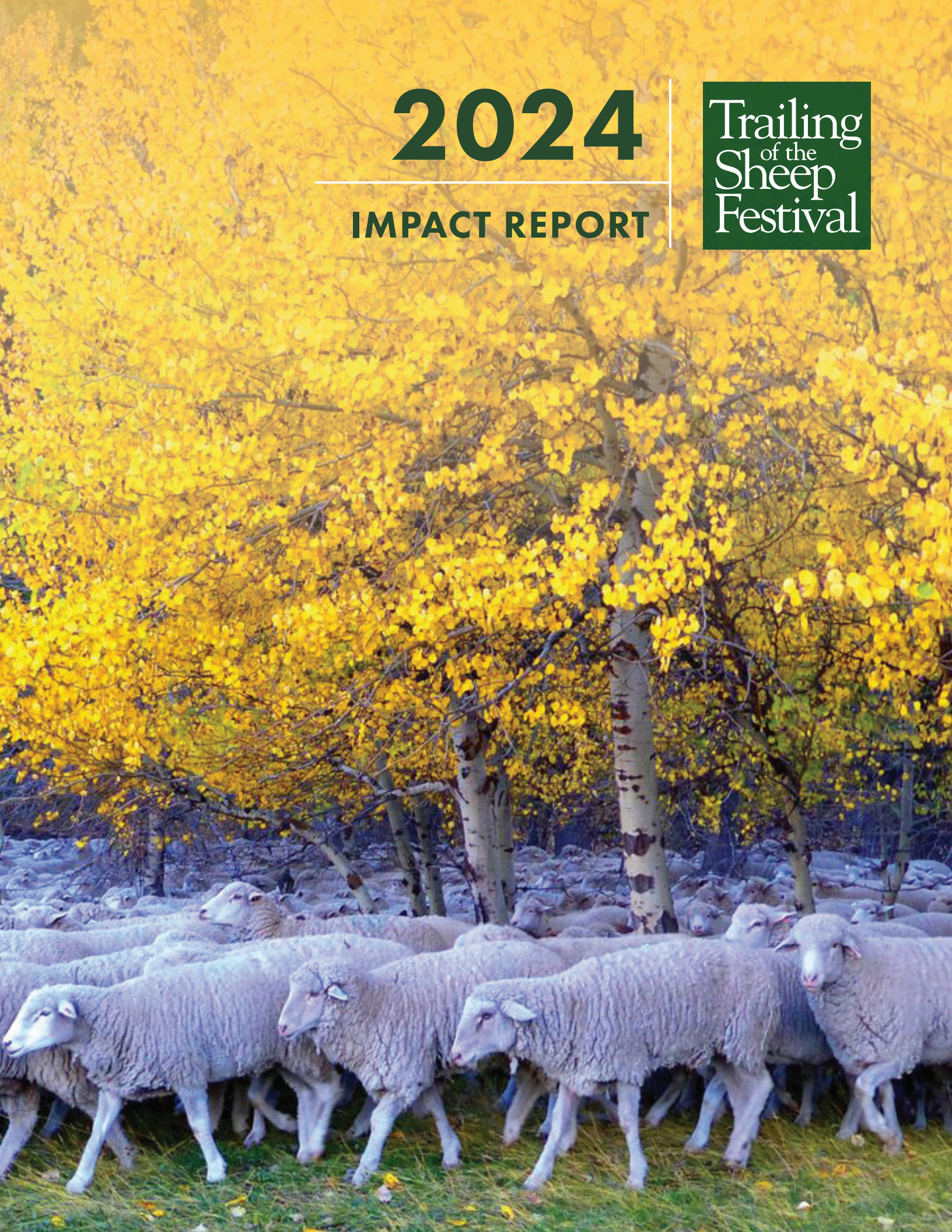


2024

IMPACT REPORT

Trailing
of the
Sheep
Festival





MESSAGE FROM THE EXECUTIVE DIRECTOR

On behalf of the Board, Staff and Team of the Festival, we are so very grateful to our donors, volunteers, supporters and attendees for making 2024 a successful year. We were able to execute the 28th anniversary year of the Festival for you with over 40 events and activities over the course of five days in multiple venues. You attended, watched, listened, learned, ate, shopped – and even danced with the Oinkari Basque Dancers at the Fair. We hope you had a great time because we sure did.

It is our privilege to bring the Festival to you each October, when we can celebrate the history and cultures of sheep ranching in Idaho and in the West. It is also a time to educate more generations about this history and share the stories of the families and the lands that sustain us.

We are hard at work on the 2025 Festival for you and can't wait to see you in the Wood River Valley of Idaho this October 8-12, 2025!

LAURA MUSBACH DRAKE,
Executive Director

Trailing
of the
Sheep
Festival

FESTIVAL OVERVIEW & MISSION

WHO WE ARE

The Trailing of the Sheep Festival is a five-day, immersive cultural experience celebrating the history and stories of sheepherding in Idaho and the West.

OUR MISSION

To gather, celebrate, present, and preserve the history and cultures of sheep ranching in Idaho and the West.

KEY FOCUS AREAS

- Arts, Culture, and Humanities
- Education and Community Engagement
- Preservation of Agricultural Heritage

2024 NUMBERS

25,000
Festival attendees

1,200 sheep
in the Big Sheep Parade

235
Volunteers
(1,035 hours)

154 Students
in 20 Wool Fest classes

76 Dogs
competing in the Sheepdog Trials

6
Cooking classes

75 Artisan vendors and partners at the Folklife Fair

46 Events and activities over a five day period

11 For the Love of Lamb restaurant locations

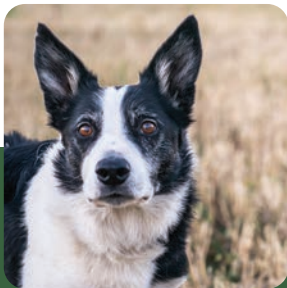
4 Cultural dance and music groups

3 Farm-to-Table Dinners featuring Idaho Lamb

“

The Festival was wonderful...the best one so far! - RANDY S., ATTENDEE

”



SIGNATURE FESTIVAL EVENTS

BIG SHEEP PARADE: 1,200 sheep trail down Ketchum’s Main Street, led by ranching families, historic sheep wagons, and cultural performers.

NATIONAL QUALIFYING SHEEPDOG TRIALS: One of the country’s premier sheepdog competitions features 80+ elite dogs herding sheep with precision.

WOOL FEST: 20 classes teach fiber arts, knitting, weaving, and spinning.

SHEEP FOLKLIFE FAIR: An interactive, hands-on celebration, the Fair features sheep shearing demos, Kids’ Fluff crafts, traditional music and dance from Basque, Scottish, Polish, and Peruvian groups, artisan vendors showcasing wool products and handmade crafts.

CUISINE EVENTS: Farm-to-Table Dinners, For the Love of Lamb, Lamb Fest at the Fair, cooking classes and the Happy Trails Closing Party showcase American Lamb.

HAPPY TRAILS CLOSING PARTY: Live music, food, and vendors in Ketchum Town Square conclude the Festival.

ECONOMIC & CULTURAL IMPACT

LOCAL ECONOMIC BOOST

Total Festival Revenue: **\$421,406**

Local Economic Impact Estimated at: **\$7.6 Million**

PR Total Impressions/Audience Reach: **1.18 Billion**

PR Total Advertising Equivalent Value: **\$29.7 Million**

REVENUE BREAKDOWN:

Donations: **\$86,620**

Grants/Sponsorships: **\$54,795**

Starry Starry Night Fundraising Event: **\$76,558**

Specific Event Income: **\$203,432**

Other: **\$36,803**

EXPENSE BREAKDOWN:

Program: **\$260,676**

Operations: **\$95,504**

Fundraising: **\$108,024**

Other: **\$11,497**

LOOKING AHEAD – 2025 GOALS

SHEEP GO TO SCHOOL PROGRAM: Plans are underway to relaunch this project in local classrooms in the Wood River Valley and create broader access to educators and parents with online resources.

THREE YEAR STRATEGIC PLAN: The plan will create a context for the Festival's history within the industry and community, and strengthen financial sustainability by expanding donor outreach and corporate sponsorships.

PROJECTED IMPACT: The goals include increased educational outreach, community engagement, and financial stability.



It is a wonderful tradition that we can thank the Peaveys and others for starting. Ranching life was sure a way of life here and I hope we can continue to honor it. – COREY G, ATTENDEE





HOW YOU CAN SUPPORT!

DONATE TODAY

Your donations keep the Festival alive and the history and culture of the industry thriving. Join **The Flock** monthly giving circle and get exclusive perks.

VOLUNTEER

Be a part of the team that makes it happen each October.

STARRY STARRY NIGHT

Join us at our annual fundraising event themed "In The Wild West" on **August 7, 2025**, at The Argyros Performing Arts Center in Ketchum.

SUPPORT THE JOHN PEAVEY LEGACY FUND

Your support honors our beloved co-founder, John Peavey, by funding scholarships and sustaining the Festival's mission.

VISIT [TRAILINGOFTHESHEEP.ORG](https://trailingofthesheep.org)

THANK YOU TO OUR DONORS, PARTNERS & COLLABORATORS

FESTIVAL SPONSORS AND SUPPORTERS

FESTIVAL GRAND SPONSOR

- THE VALLEY CHAMBER

FESTIVAL PREMIER SPONSORS

- American Border Collie Association, Inc.
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- Idaho Wool Growers Association
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- The Page Foundation
- Spur Community Foundation
- The Team Snapp Charitable Fund
- The Martine and Dan Drackett Family Foundation, Inc.
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FESTIVAL PATRONS

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- Dennis Potts
- Frank Shirts, Frank Shirts Sheep Company
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- Margaret Stanley
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- Linda Wallach, In Memory of Uncle Buck
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- Liz Keegan
- Leslie Lanahan
- Tracy Landauer
- Jane and John Lundin
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- Karen Peavey Judy and Loran Judy
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- RBC Wealth Management

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- Carol Swig

DONORS

- Elaine and John French
- Joanne Nissen
- Jennifer Speers, My Good Fund Trust

EVENT SUPPORTERS

- Adami
- Al's Wood River Sustainability Center
- American Lamb Board
- Anne Jeffery Photography
- Annie May Art Services
- Atkinsons' Market
- Big Belly Deli
- Browne Family Wine
- Campfire Coffee Co.
- Château L'Orangerie

- CK's Real Food
- Darrell Lea
- De Soi
- Dominique Etcheverry
- Eagle Coffee & Bakery
- European Imports
- European Skincare of Sun Valley
- First Lite
- Friend of the Festival
- G.H. Mumm
- Grand Teton Lamb
- Grocery Outlet
- Harney & Sons Master Tea Blenders
- Harvey's Butter Rum
- HOPWTR
- ICARD Châteaux & Vignobles
- IDAWATER
- Jan Bittenbender
- Jersey Girl
- Joan Davies
- Johnny G's Subshack
- Julie Barsotti & JAM Designs
- KB's
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- Lodmell Cellars
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- Natural Grocers
- Out West Trading Co.
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- Pendleton Woolen Mills
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- Sandy McCullough Artisan Jewelry
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- Santé
- Scharffen Berger Chocolate Maker
- Scout Wine & Cheese
- Sierra Nevada Cheese Company
- Sun Valley Property News
- The Argyros Performing Arts Center
- The Foraging Fox
- theEvent
- The Republic of Tea
- Thunderpaws
- Top Nails by Tami
- Top Seedz

- Tundra Restaurant
- Warfield Distillery & Brewery
- Wood River Studio Tour
- Worth Printing
- Zenergy Sun Valley

**The Trailing of the Sheep Festival does not endorse any political parties, candidates or campaigns.*

FESTIVAL SPECIAL GIFTS

- Albertsons
- Alpine Lodging - Sun Valley
- American Glory Flag Team
- American Lamb Board
- American Sheep Industry Association (ASI)
- B & G Dirtworks, LLC
- Best Western Plus Kentwood Lodge
- Best Western Tyrolean Lodge
- BG's Cutest Sheep, Valais Blacknose Sheep with Keri Oler
- Bigwood Bread Bakery & Cafe
- Blaine County
- Blaine County Historical Museum
- Blaine County School District
- Blaine County Waterways
- Boise River Lamb
- Boise State Public Radio
- Carol Waller, CW Communications
- City of Hailey
- City of Hailey - Street Department
- City of Ketchum
- Clear Creek Disposal
- Climate Action Coalition of the Wood River Valley
- D.L. Evans Bank
- Darby Northcott, 3/D Ranch
- Dark to Light Productions
- Davis Embroidery
- Dominique Etcheverry, by Dominique, Inc.
- Ellen and Todd Mandeville
- Emmanuel Episcopal Church
- Environmental Resource Center
- Eye on Sun Valley
- Far & Wise
- Faulkner Land & Livestock
- Flat Top Sheep Co.
- Footlight Dance Centre
- Girl Scouts of the Silver Sage
- Grocery Outlet
- Hailey Cemetery Maintenance District
- Hailey Public Library
- Idaho Lumber/Ace Hardware
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- Idaho Shakespeare Festival
- Jay Cutler Event Services, LLC
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- Judy Stoltzfus, Judy's Design House
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- Lasso Photo Co.
- Lava Lake Lamb
- Limelight Hotel
- Lori Stroebel
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- Mayhem Digital Marketing
- Men's Second Chance Living
- Michael Edminster
- Misty Peters
- Mountain Humane
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- Mountain Valley Lodge
- Mountain West Bank
- One Degree Magazine
- Options
- Party Center
- Pendleton Woolen Mills
- Peruvian Dancers & Musicians
- POWER Engineers, Inc.
- Range Magazine
- RE/MAX Sun Valley
- Rixon Excavation
- Ruthe and Joe Betti
- Ryan's Mountain Rentals
- Sam Boyd
- Sawtooth Rangers
- SCORIA Vineyards
- Sheila Kelley
- Steven Hatcher
- SuDan Farm, Susie and Dan Wilson
- Sun Valley Magazine
- Sun Valley Property News
- Sun Valley Source Magazine
- Sun Valley Transfer & Storage
- Superior Farms
- Suzi Boyle Giving
- Syringa Mountain School
- The Argyros Performing Arts Center
- The Chamber - Wood River Valley
- The Community Library
- The Community Table
- The Oinkari Basque Dancers
- The Sage School
- The Trailhead Bicycles
- The Valais Chalet
- The Valley Club
- The Wood River Museum of History & Culture
- theEvent
- Trail Life Troop
- Upper Big Wood River Grange
- W.A.T.E.R. Club
- Warfield Distillery & Brewery
- Western Landowners Alliance
- Wood River Inn & Suites
- Wood River Sustainability Center
- Wood River Weekly
- Worth Printing
- Zions Bank

**We apologize for any omissions or errors to this list.*

A large flock of sheep is walking down a city street, filling the road and sidewalks. In the background, a crowd of people is watching from the sidewalks. The scene is set in a town with buildings and trees, and mountains are visible in the distance. The entire image has a green tint.

Trailing of the Sheep Festival

BE A PART OF ANOTHER YEAR OF STORIES!

For more information, contact Laura Musbach Drake.

Email: laura@trailingofthesheep.org | Phone: 208.720.0585 | trailingofthesheep.org

Trailing of the Sheep Festival, PO Box 3692, Hailey, Idaho 83333