

Welcome. Thanks for coming!

A Task Force of local representatives has been exploring alternative approaches to marketing and promoting Silver Star, and they have identified a recommended model.

The posters are grouped in 7 sections.

Please start at #1 and move in order to #7 to learn more about the Task Force process and the recommended model.

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|-----------------------------------|--|
| 1. What We've Heard So Far | Input received and responses to date |
| 2. Current Situation | Today's challenges and opportunities |
| 3. Process Overview | A look at how the Task Force's work has unfolded |
| 4. Alternative Models | Models evaluated and criteria used |
| 5. Recommended Model | What, why, how and who |
| 6. Approval Process | The steps in the formal approval process |
| 7. Tell us what you think | Please comment and stay tuned for Survey 2 |

Changes Made Most Recently

Input from the first online survey held in January, Open House 2 in February, and from the meeting with the Regional District has been considered and the Task Force has proposed the new changes below to the SSRA model.

ASSESSMENTS FOR RENTAL PROPERTIES

Note: Properties *not offered for rent* are *not* subject to an assessment.

The Task Force is proposing these three new changes to rental property assessments:

1. Adjust the flat assessment of \$750 for a property offered for rent to a sliding scale based on the number of sleeping rooms as follows:

NUMBER OF SLEEPING ROOMS	PROPOSED ASSESSMENT
1	\$400
2	\$650
3+	\$800

In developing the proposed sliding scale, the Task Force reviewed the Sun Peaks rates. The proposed rates for Silver Star compare favourably – either at par or lower than the Sun Peaks rates.

The Task Force believes the proposed sliding scale addresses some of the concerns expressed through the stakeholder engagement while at the same time comparing favorably to Sun Peaks.

2. Establish a maximum assessment of \$1,000 for a property that is both offered for rent and is operating one or more home-based businesses.
3. Not to distinguish between a short-term (nightly) rental and a long-term rental.

The Task Force felt that both types of accommodation are deriving economic value from their properties and it would be difficult to distinguish between the economic return.

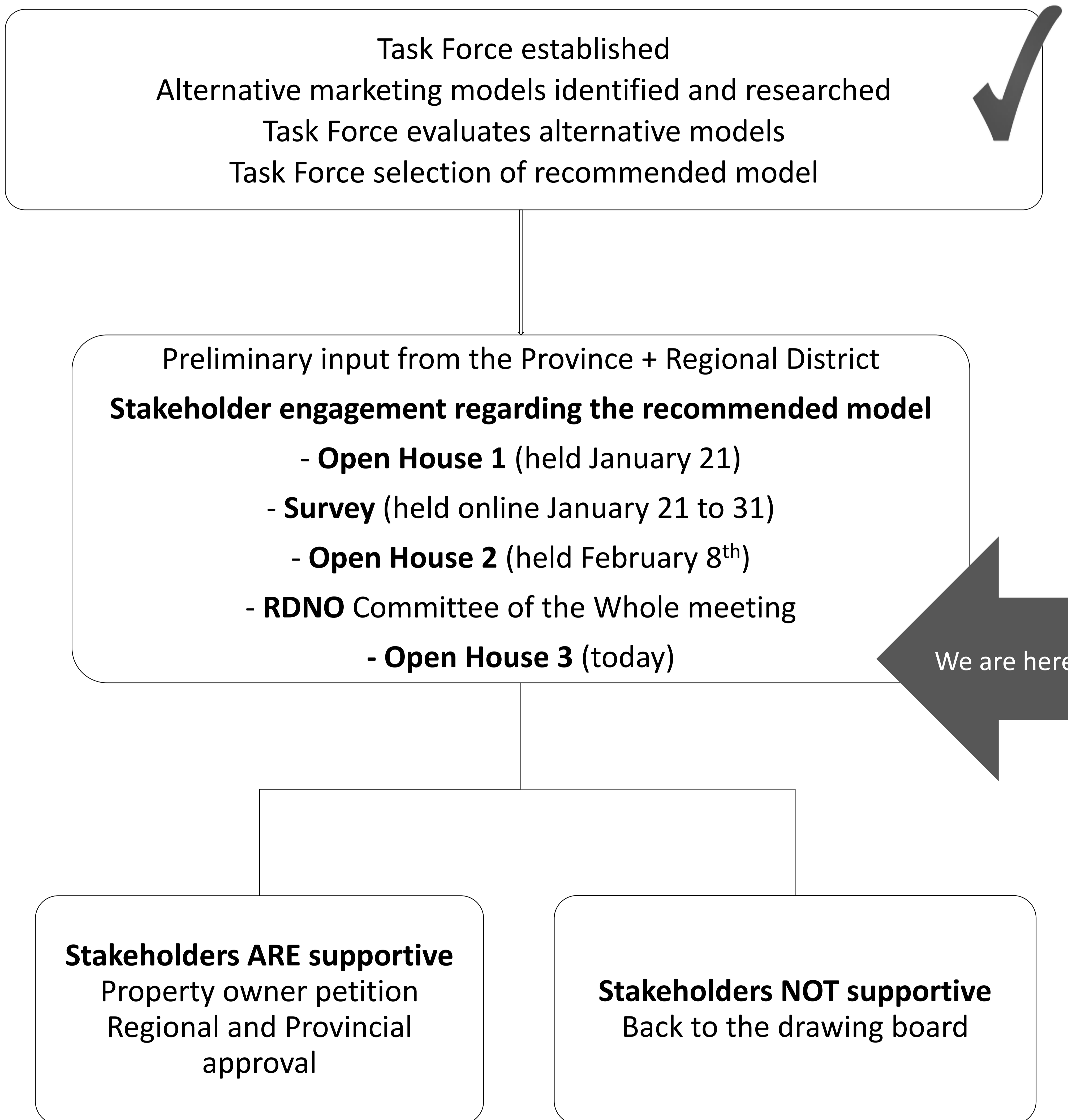
ASSESSMENTS FOR COMMERCIAL PROPERTIES

The Task Force has also re-considered the commercial property assessments. It had been suggested they were too low. As with the proposed assessments for rental properties, the Task Force wanted to ensure they were not out-of-step with others in the marketplace.

SQUARE FEET	PREVIOUS PROPOSAL	NEW PROPOSAL
0 – 799	\$1,500	\$2,000
800 – 1,399	\$3,500	\$4,000
1,400 – 1,999	\$4,000	\$5,500
2,000 – 2,499	\$5,000	\$6,500
2,500 +	\$6,500	\$7,000

For comparison purposes, the Sun Peaks commercial assessments were reviewed. The newly proposed Silver Star rates are higher than those for Sun Peaks in each category, especially for restaurants and offices, where the Sun Peaks rates for these businesses are set lower than all other commercial properties.

PROCESS OVERVIEW



Proposed Structure + Preliminary Budget



REVENUE	
Member Assessments	\$695,000.00
Hotel Tax*	150,000.00
Co-op Programs	25,000.00
Investments	100.00
Grants	(to be determined)
Other	45,500.00
Total	\$915,600.00
EXPENDITURES	
Staffing	\$262,200.00
Office	51,200.00
Marketing	377,800.00
Sales	125,800.00
Co-op Programs	25,000.00
Events	40,750.00
Capital	25,000.00
Total	\$907,750.00
Surplus	\$7,850.00

*The Hotel Tax (Municipal and Regional District Tax) is a tax of up to 3% applied to sales of short-term accommodation and is used to provide funding for local tourism marketing, programs and projects.

Proposed Member Assessments

MEMBER	PROPOSED ANNUAL FEE	
	Number of Sleeping Rooms	Proposed Assessment
Owner of a Residential Lodging Resort Lot and Hotel Lodging Resort Lot (a resort lot that is offered for rental accommodation to the public)* Note: Properties <i>not offered for rent</i> are <i>not</i> subject to an assessment.	1	\$400
	2	\$650
	3+	\$800
Occupier of a Resort Lot (any person who carries on a business and who exclusively occupies a Resort Lot by contractual or licensed right)	\$750/Lot	
An Agent of an Owner of a Resort Lot		
Home-based business*♦		
A Non-Resident Business Owner (a person that carries on business within the Resort Promotion Area but is not physically located on a Resort Lot)	\$1,500	
Owner of a Commercial Resort Lot (a resort lot or any portion used for any commercial, industrial or institutional activity other than rental of accommodation to the public) Note – When calculating the square footage – corridors, stairways, kitchen, laundry and utility rooms, public portions of lobby areas, washrooms, storage areas and other similar areas shall not be included	Square Footage	Annual Assessment
	0 – 799	\$2,000
	800 – 1,399	\$4,000
	1,400 – 1,999	\$5,500
	2,000 – 2,499	\$6,500
	2,500 or more	\$7,000
Owner of a Single Owner Hotel Lodging Resort Lot (a facility in one (1) location which has more than twenty (20) accommodation units that are all owned by the same person or persons and are offered for rent to the public.	Each accommodation unit within the facility is assessed based on the number of sleeping rooms as per the Residential and Hotel Lodging Resort Lot rates. The commercial spaces within the facility are assessed based on square footage as per the Commercial Resort Lot rates.	
Silver Star Mountain Resort	\$200,000 at a minimum, but not exceeding 25% of the total of all assessments levied.	

* The Task Force is proposing to establish a maximum assessment of \$1,000 for a property that is both offered for rent and is operating one or more home-based businesses.

♦ The Task Force is proposing to amend the bylaws to limit the assessment to one home-based business regardless of how many operate from the home.

What do you think?

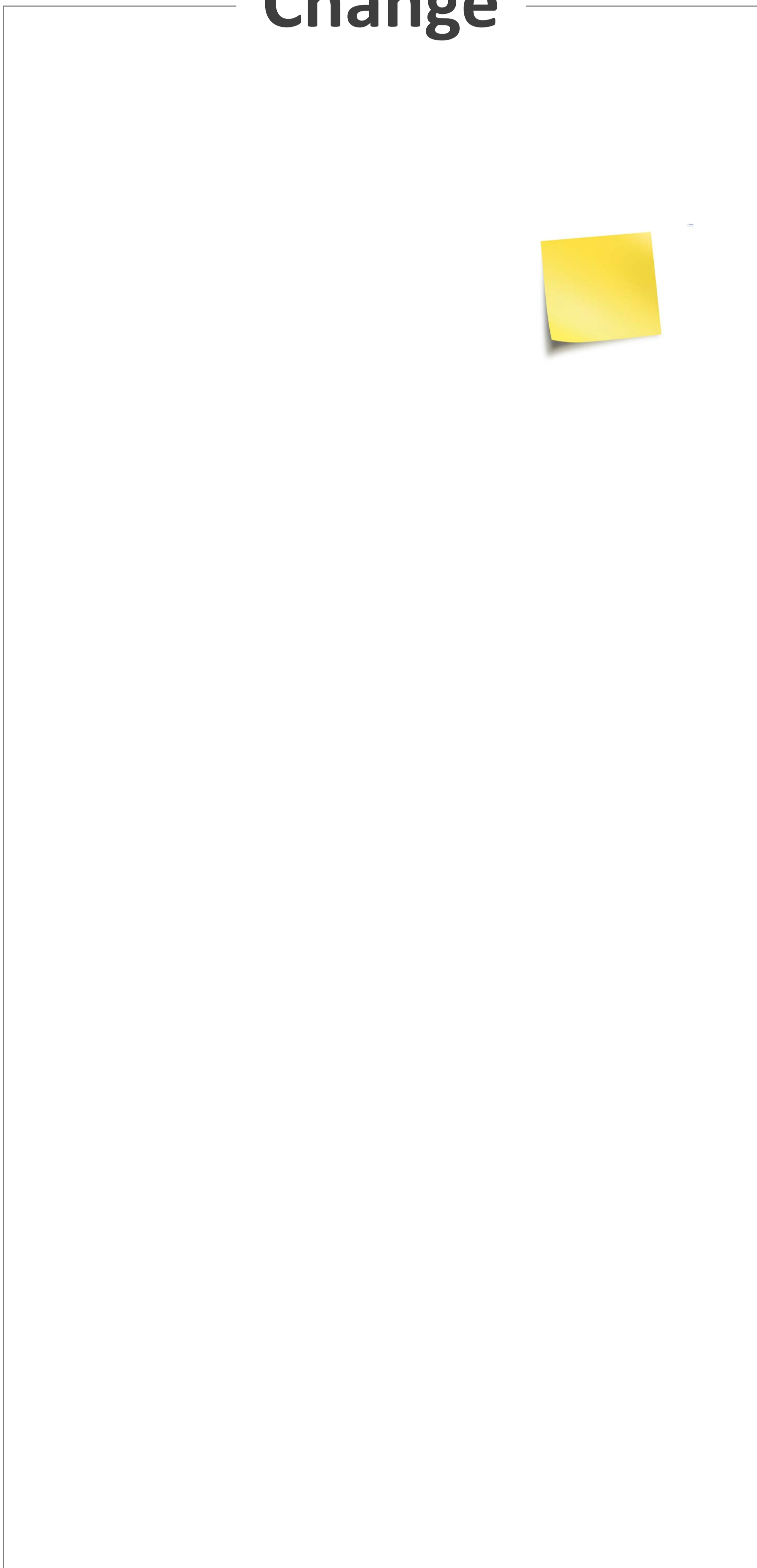
What do you like about the model?
What would you change?

Add sticky notes to share your ideas.

Like



Change



Thank you for your time today

Next Steps

- 1. Survey 2 online – dates to be determined**
Gather broad input on the revised model
- 2. Consider input from Open House 3 and Survey 2**
- 3. Decide whether to proceed with the approval process**

Use the sign-up sheet to receive project updates and notice of Survey 2 and other next steps.