

SILVER STAR MARKETING TASK FORCE

NEWSLETTER 7



INTRODUCTION

This is the seventh newsletter from the Silver Star Marketing Task Force, which was established to explore alternative approaches to marketing the resort and creating a stronger resort community. A non-profit alternative was sought to the status quo; an alternative that would benefit all resort stakeholders – see The Value Proposition below.

After an evaluation process, the Task Force unanimously decided to explore further the formation of a Silver Star Resort Association (SSRA), with the core purpose being to enhance marketing/sales of the resort and increase brand awareness such that the Silver Star is seen and heard in the market place. Key additional benefits of the proposed SSRA model include being eligible to access grants and other funding for village events and activities, providing a collective voice for the resort community and a lobby group that can advocate on behalf of the resort community with regional, provincial and federal governments.

THE VALUE PROPOSITION

The ultimate objective of creating a Resort Association is to increase resort visitation, which will help strengthen the local economy, provide

resources for reinvestment and enhance the vibrancy of the resort. Here are the key benefits of creating a Resort Association and bringing more visitors to the resort:

1. **Maintain and Enhance the Silver Star Experience** – Strong visitor numbers will enable continued investment in the Silver Star experience, amenities and infrastructure, including trails/runs, facilities and programs for the enjoyment of both residents and visitors alike.
2. **Enhance Resort Community Vibrancy** – Visitors help create the critical mass of people needed to keep programs viable and the resort community feeling lively and fun.
3. **Enhance Property and Business Values** – A stronger local economy and more vibrant resort will help enhance and/or protect property and business values for the whole resort community.
4. **Improve Business and Accommodation Success** – Residents and visitors benefit from the amenities, products and services that are made locally available.

OPEN HOUSE 3

April 8, 2017 from 3:30 – 5:00pm

National Altitude Training Centre

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- 3:30 Review posters
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NEW TASK FORCE MEMBERS

Thanks to those who offered to join the Silver Star Marketing Task Force. The Task Force was very impressed by the depth of experience, open mindedness and commitment to our resort community held by all those who expressed interest in joining the team. It was a difficult decision and the selection process took longer than anticipated, but in the end, Floyd Gradley, Julie Sherborne and Tim Dekker were selected and have already attended their first meeting, which was held March 17th.



WHAT WE’VE HEARD RECENTLY

Significant changes have already been made to the SSRA model based on stakeholder input received at Open House 1 and through the many meetings and discussions held over the past year with stakeholders, including the Silver Star Property Owners Association and the Regional District. These changes are included in the ‘What We’ve Heard’ sections of Newsletter 3 and 5, which are available online at goo.gl/8QyZZE.

Most recently, the Task Force has been considering input received from community members via the first online survey held in January, Open House 2 in February, and from the Regional District. A number

of changes have been made to the SSRA model and the draft Silver Star Resort Association Bylaws (available online at goo.gl/8QyZZE), and the changes are summarized below.

ASSESSMENTS FOR RENTAL PROPERTIES

In Newsletter 5 and during Open House 2, the Task Force advised that it would be proposing changes to the draft SSRA Bylaws in response to stakeholder input related to: (1) the assessment for properties offered for rent, (2) the suggestion there should be a distinction between a short-term (nightly) rental and a long-term rental, and (3) concern that the assessment for a property offered for rent and/or the property of one or more home-based businesses is too high. The Task Force has considered each of these issues further and is proposing the following.

- 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:**

SILVER STAR	
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.

The following table shows the previously proposed commercial assessments and the newly proposed assessments.

SILVER STAR COMMERCIAL ASSESSMENTS		
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.



RESORT PROMOTION AREA AND RESORT LAND

While the Task Force has made every effort to change the SSRA model based on the input received, there are two items that have proven to be very challenging through the process, so they were recently revisited based on stakeholder input. The two items are: (1) whether or not RAM properties should be included in the Resort Promotion Area (RPA) and therefore, be part of the property owner petition and (2) whether or not non-RAM properties should be included in the Resort Land and therefore, be part of the resort association.

The Task Force appreciates the challenging nature of the debate and how it has become an emotional and values-based issue. Parties on both sides of the debate have used the Task Force’s ‘Fairness and Equity’ principle to support their respective positions.

The Task Force appreciates both sides of the debate, and is saddened that the process has not resulted in bringing the sides closer together. However, the Task Force feels strongly that the creation of an inclusive Silver Star Resort Association will bring added value to the whole resort community, both RAM and non-RAM properties.

It recognizes that the provincial Resort Associations Act dictates that properties within the Resort

Promotion Area be included in the property owner petition process, and that it would be inconsistent with the purpose of the Resort Promotion Area if RAM properties were excluded.

Related to the non-RAM property inclusion in the Resort Lands, the Task Force believes that a property being offered for rent is benefiting from the Silver Star brand, marketing, sales and events, and should therefore contribute to the promotion and marketing of the resort community. It understands that a significant number of non-RAM properties are renting their properties and taking advantage of the marketing, sales and events paid for by others.

The Task Force had already made the change to the proposed member assessment structure to *only* assess properties that are used for commercial purposes.

It should be noted that the creation of a Resort Association and a notation on a fee simple property does *not* change the nature of the fee simple property – it remains a fee simple property.

Taking into account stakeholder input and the key points summarized above, the Task Force is not recommending changes to either the Resort Promotion Area or the Resort Land.

THANK YOU

The Task Force appreciates all of the input it has been receiving. This input has allowed the Task Force to reshape the proposed model to best meet the needs of the resort community. Over 15 changes have been made to the Resort Association model and the draft bylaws, and a number of other areas of input from stakeholders have been responded to – all summarized in previous Newsletters 3 and 5.

UPDATE FROM THE RDNO COMMITTEE OF THE WHOLE MEETING

The Task Force presented the proposed Silver Star Resort Association model to the RDNO Board of Directors at the Committee of the Whole on February 22. The Task Force was not seeking any approvals from the RDNO; it was simply providing information concerning the proposed Resort Association, input received thus far, and changes to the model as a result of that input. The RDNO Board of Directors asked a number of questions and sought clarification on a number of matters.

The Task Force will be seeking input from the RDNO on the 'Resort Promotion Area' and the proposed bylaws. If and when the Task Force requests approval from the RDNO for the Resort Promotion Area and the Silver Star Resort Association Bylaws, the RDNO will seek input from other interested parties.



NEXT STEPS IN THE OVERALL TASK FORCE PROCESS

The next community engagement opportunities are coming up! Please join the Task Force at Open House 3 on April 8th. A second online survey is planned, and will be communicated and released after the results of the open house are taken into consideration.

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Following Open House 3 and the second online survey, the Task Force will consider the input received, and will then decide whether to proceed with the approval process, which is contained in Newsletter 5 and available online at goo.gl/8QyZZE. Their decision, along with a summary of the input received and the resulting changes/responses will be communicated via another newsletter.



MORE INFORMATION

A number of documents are available online that provide information about the SSRA model, the changes made to it based on input received so far, and the process the Silver Star Marketing Task Force has undertaken this past year and a half. The material from both open houses and the survey results is also available. Go to goo.gl/8QyZZE or scan this code with your smartphone:

