

SILVER STAR MARKETING TASK FORCE

NEWSLETTER 10



UPDATE

The Board of Directors of the Regional District of North Okanagan, at their meeting held on Wednesday, February 21, 2018, approved the Resort Promotion Area and the Silver Star Resort Association Bylaws. The minutes of February 21 RDNO Board Meeting were approved on March 7, 2018.

The next step in the process is to proceed with the property owner petition process, which is a complex process given that many Silver Star property owners do not reside in Silver Star. As a result, the timing for conducting the petition process is still being determined.

A new website is being developed as the primary source of information to ensure property owners are informed as this important process unfolds. The go live date for the website will be circulated shortly.

More details about the property owner petition process can be found on the next page.

The proposed Silver Star Resort Association model is the result of the work completed over the past two

years by the Silver Star Marketing Task Force with significant input from stakeholders.

See Newsletter 9 at goo.gl/8QyZZE for a summary of the engagement process and changes made and not made to the model as a result of the input gathered through the process.

HOW A RESORT ASSOCIATION WILL BENEFIT SILVER STAR

The SSRA's primary purpose is to elevate the strength of Silver Star's reputation as a year-round, family destination that delivers choice, quality and safety centered upon an integrated and supportive community.

Consideration of a resort association model was prompted by a number of key factors, including:

- The opportunity to create a platform for wide-ranging and inclusive discussion with residents, businesses and other stakeholders on the future of Silver Star;
- The chance to access incremental funding from government, government-funded agencies and destination tourism organizations that would be available to the proposed resort association;

The opportunity to develop initiatives to ensure Silver Star remains a vibrant destination for the community and visitors. Such programmes will become increasingly important given recent and planned investment in infrastructure made by other resorts in the region that will create greater diversity in their offerings and activities making them more attractive to visitors and residents. The purposes of the SSRA include advocating for the resort community; marketing and sales; communications; research; special event planning and execution and, with the approval of the

membership, signage; central booking; common area development, maintenance and operation; and visitor information services.

CLARIFICATION OF SOME CURRENT CONCERNS

Full answers to FAQs circulating in the community will be available on the website. Until then, the clarifications below may prove helpful.

- Properties not being offered for rent will not be required to pay a member assessment;
- Only properties deriving commercial benefit will be required to pay a member assessment;
- It is not necessary to place a notation on land title;
- The Mountain Operator cannot control the outcome of the property owner petition process – the Mountain Operator only owns 3% of the properties, which represents 8% of the total assessed value;
- The Mountain Operator cannot control the SSRA Board and does not have veto power. It only has two seats out of the 11 proposed;
- Member assessments are comparable with Sun Peaks assessments with residential properties either at par or paying less and commercial properties paying more.
- Unpaid assessments will not be treated like unpaid taxes – unpaid assessments will be treated as an unpaid debt.

PROPERTY OWNER PETITION PROCESS

The creation of a resort association is an important initiative and the community will have the

opportunity to demonstrate their support or opposition by participating in the property owner petition process, which is a required step in the resort association approval process, along with required approvals by the Regional District of North Okanagan and the Province.

A valid property owner petition must have the support of the majority of the property owners representing at least one-half of the assessed value of the parcels within the ‘Resort Promotion Area.’

If there are two or more owners of a property, all owners will be listed and a majority of the owners must sign the petition if they are in favour of establishing the resort association. A strata council cannot sign on behalf of the strata. Individual strata members have to sign the petition if they are in favour of establishing the resort association. A company, if it is an owner of land, can have their signing authority sign the petition if they are in favour of establishing the resort association.

Provincial Ministry staff will approve the petition content. The Task Force will undertake the petition process. A third party will certify the petition.

For more detailed information about the property owner petition process, please refer to the Resort Association Approval and Petition Process document online at goo.gl/8QyZZE.

MORE INFORMATION

A number of documents, available online, provide information about the SSRA model, most importantly, the updated SSRA Model Overview and the SSRA Bylaws. The material from the three open houses, the online survey results and all previous newsletters are also available. Go to goo.gl/8QyZZE