



TOURISM SUN PEAKS

Event Strategy

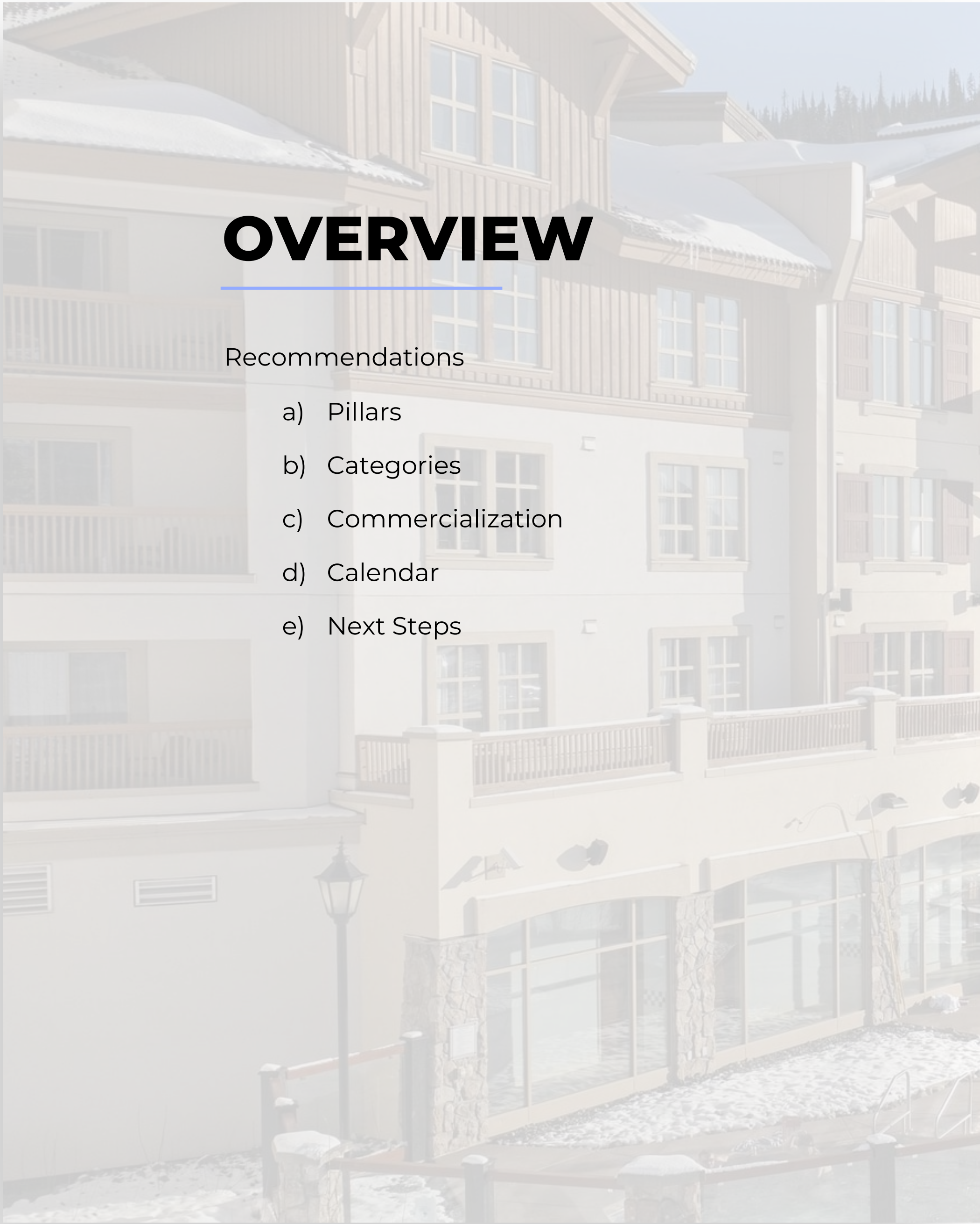
April 4, 2024

PRIVATE & CONFIDENTIAL

OVERVIEW

Recommendations

- a) Pillars
- b) Categories
- c) Commercialization
- d) Calendar
- e) Next Steps



PILLARS

1. ARTS & CULTURE

- a) Paid Concerts & Performances (Co-Promoted)
- b) Village Animation (Co-Promoted and free)
- c) Outdoor beautification, décor and design (TSP led)
- d) Art shows and exhibitions
- e) Theatrical performances (Co-Promoted)
- f) Develop wholly owned arts & culture festival. For example [Montreux Jazz Festival](#).

3. FOOD & BEVERAGE

- a) Collaborate with F&B stakeholders to drive new programming that is actively woven into marketing and promotional campaigns
- b) Build standalone F&B programmes that drive awareness into the foodie set.
- c) Elevate the food standards by leading by example. Bringing new food tasting and culinary programming to Sun Peaks
- d) Partner with brands to assist them in penetrating the BC market with co-promoted programming.
- e) Utilize and actively promote the slow food and farm to table movement in the region. This is a partnership opportunity.

2. SPORTS & LEISURE

- a) Working directly with SPR to actively bid on championships, competitions and sporting events (for example Crankworx, Ski Racing events, Adventure Racing etc.)
- b) Working with stakeholders to augment activities like guided hikes or spousal programmes that are linked to existing activities (hockey Tournaments, Corporate shows etc.)
- c) Develop unique sporting properties that are wholly owned by SPR, TSP and Sun Peaks.

4. WELLNESS & LONGEVITY

- a) Collaborate with relevant stakeholders to align with their programming and develop supporting events in village (Sun Peaks Yoga)
- b) Active outreach to 3rd party leading wellness brands and events to host them at Sun Peaks
- c) Work with activity suppliers to enhance and target wellness type programming (eg. Grounding, foraging, meditation etc.)
- d) Lean in to Longevity and enhanced performance programming (Movement, recovery and diet programming (3rd party or self promoted)
- e) Integration with Food & Beverage vertical, slow and organic food, food as medicine

CATEGORIES

The following are the event categories that will inform decision making for future activations and decisions. Each of these levels support multi-day stays, stakeholder collaboration, content generation and enhanced guest experience.

Events/Animation are broken into three categories:

Cat 1: Ticketed Events

1. Anticipated attendance +2,500 – 4,000
2. Focused, featured, events that drive an overall theme or direction.
3. Self or Co-promoted, ticketed events with ancillary revenue streams, ticket packages.
4. Ability to commercialize through partnerships and/or content

Cat 2: Supporting Events

1. Entertainment or programming that supports 3rd party events.
2. Augments and enhances the guest experience for those that are attending the 3rd party event.
3. Free event (clock tower, village stage, Slopestyle – depending on the scope of the 3rd party and level of return
4. Allows for the potential to commercialize the activity

Cat 3: General Animation

1. General village animation that enhances the guest experience with or without an anchor theme.
2. Should be consistent throughout the seasons that brings a base level of animation to the village.
3. This takes the form of buskers, small bands/entertainers, lighting installations, canned music during peak times of the year/day.





COMMERCIALIZATION

In addition to adding to the general animation of the village and resulting positive customer experiences, events are catalysts to drive direct revenue / value. Each event needs to be reviewed and assessed for the value that it is bringing to the village. This value assessment fall into three segments:

1. Ticket Revenue

- a) Where appropriate, TSP would work with 3rd party promoters to sell and collect revenue from ticket sales. Depending on the deal structured, this would take the form of a direct ticket revenue split after expenses (show settlement), or a percentage of ticket revenue if we are facilitating the sales (Sip Savour and Ski example).

2. Partnerships

- a) For all shows/events that TSP are involved with, we will build out a corporate sponsorship/partnership strategy where appropriate. This will target both businesses in Sun Peaks as well as outside the community. The rationale here is to generate incremental revenue for the efforts being made and create a wider marketing and promotional opportunity with co-branding select events.

3. Packaging

- a) Creating a model for accommodation, ticket, F&B and activity packaging is necessary and will involve the coordination of various stakeholders, led by TSP to develop various packages. These packages will be built well in advance of events that TSP manages so that each stakeholder participant can generate as much value as possible through cross promotions and marketing.

DRAFT EVENTS CALENDAR

The following is a proposed Events Calendar framework utilizing existing bookings or confirmed events and augmenting their effectiveness through ancillary or supporting efforts such as marketing, investment, additional events, facilitating collaboration, or bundling/packaging.





APRIL 2024

THE TRANSFORMATION

Synopsis

The beginning of the end for the Sun Peaks high season. April has typically been a very slow period but traditionally a fair amount of snow. The lifts stop turning and the town turns off. Use this time for village cleaning, rest, reset, restock.

Current Programming

- 3 weekends of hockey tournaments
- Con Brio Music Festival

Suggested TSP Activities/Support

- Coordinate with the Muni/SPR to ensure the village is swept and cleaned as much as possible
- Add branding or welcome banner to welcome the hockey tournament followed by Con Brio – perhaps 2-3 wayfinding signs in the village to communicate what is open, hours, specials etc. so people aren't guessing.
- Stakeholder involvement (facilitate introductions to local bars and restaurants to the tournament organizers).



MAY 2024

CONVERSION AND RESET

- **Synopsis**

This has traditionally been a very slow time in the community with very little open, almost no programming and a conspicuous absence of visitors or staffing.

- Applying resources to this time period for year one of this strategy is not advised.
- Most stakeholders have had their plans set (whether to remain open or not) and will not likely be able to effectively change those plans significantly.
- Therefore this is an ideal time for transition allowing for maintenance, reset, prep for summer, a time of reflection and recharging.

Current Programming

- None at the present time.

Suggested TSP Activities/Support

1. Use this “down time” to upgrade the rink infrastructure (see appendix A) and convert the venue from a hockey rink to multi-use summer facility without boards, glass, netting.
2. Respond to group bus activity on more of a tactical basis, working with stakeholders, led by TSP to develop smaller, in venue, in bar, in restaurant animation, while adding ambient music and possible spring decorations/flowers to create a more lively environment for bus travellers
3. For discussion, an event concept that can be launched in a modest manner this year but grow over the years would be an **“Open call for Talent”**. An event hosted in Sun Peaks (at the Grand for year 1) where TSP and all stakeholders who book talent throughout the year reach out to their respective talent agencies, management, labels or entertainers to encourage them to attend a long weekend audition series. This would allow mass booking, save time and create a viable event property during this slow period.





JUNE 2024

THE SUN PEAKS AWAKENING

Synopsis

This is the month of “Sun Peaks Awakening” where the village emerges from the winter and mud season to prepare for the splendid summer months in the mountains. The month of better weather, better vibes and better descents.

Current Programming

- **Foam Fest (Week 1):** 3,500-5,000 people for essentially one day. There is a lot to leverage from a content perspective for TSP, setting the stage for the rest of the summer and building the brand of Sun Peaks Summer as THE place to be. We are actively discussing ways to drive packages for the participants to avoid single day travel.
- **Sotheby’s Music Fest:** Village stage activation, recognition of Adaptive / Artzone – details TBC
- **Sunday Sun Peaks Market (every Sunday)**
- **Chairlift Opening Day:** June 15th - Possible Category 2 activation
- **Canada Day Activation:** June 28 – July 1
- **July 1 Concert Day:** Village stage – Maritime Kitchen Party, Clock Tower – 5 Alarm Funk





JUNE 2024

THE SUN PEAKS AWAKENING

Suggested TSP Activities/Support

Awakening month starts as the official countdown to the summer lifts turning. It's a time of anticipation and re-birth. The following are some programmes that support this theme:

1. Launch of patio design and beautification. This is a local outreach to see who is doing what with their patio and encourage pro-active décor and landscape options (which would be TSP supported).
 - a) TSP to actively reach out to landscape designers (local and through Artscape) that would be willing to work with the stakeholder to design a patio installation.
 - b) Possibility of TSP leading a commercial Value in Kind (VIK) Partnership to obtain some of the materials needs in exchange for a co-branded marketing campaign
2. Launch of the **Brunch Series** (in conjunction with the patio project). The brunch series should launch during the first market and continue throughout the summer at all participating restaurants and patios.
3. Add a **Summer Solstice** programme for June 21st (Friday) – Health & Wellness, spirituality – evening at the Sunburst church or Day Breaker event co-promoted with “[Daybreaker](#)”.
4. Add “**Summersgiving**” programming the day after (Saturday) – food and celebration related. Commercialized through partnerships with Napoleon, Grocery, Turkey association etc. This is a turkey and stuffing extravaganza – Sun Peaks celebrates Summersgiving.
 - a) Summersgiving is becoming more of a recognized phenomenon and is a programme that Sun Peaks could own exclusively in Western Canada.



JULY 2024

CELEBRATION

Synopsis

This is the busiest time of the summer from an occupancy as well as activities perspective, with the lifts turning, golf course open and trails/experiences available for guests.

Current Programming

- **July 1 Concert Day:** Village stage – Maritime Kitchen Party, Clock Tower – 5 Alarm Funk
- First Friday – a comedy, live music, magicians
- Car Rally – Pharoahs Show and shine

Suggested TSP Activities/Support

1. Work with the car rally group to enhance the existing efforts and transition this proposed single day event into a multi-day motorsport festival. This is an excellent example of how to leverage 3rd party interest in Sun Peaks into a resort wide win by allocating resources to make the event more relevant and “stickier” for visitors.
2. Ticketed concert – double bill. This would be the inaugural ticketed concert / Festival at the Rink with supporting, stakeholder led programming in the village. We suggest a double bill (Friday and Saturday shows) to capitalize on the production expense (spread over 2 show days).
3. Brunch programme continues and can be augmented by programming such as “gospel brunch programming”, partnering with Kamloops or other community faith groups. This would be a non-denominational activity to test the market response to the Gospel Brunch uptake.



AUGUST 2024

EVERYTHING OLD IS NEW AGAIN

Synopsis

This is the month of Retro. Leaning in to our “experienced” demographic. Celebrating what was and what still is.

Current Programming

- Retro Weekend (23rd – 25th)
- Kinshira Entertainment (August 2)
- Live music at the clock tower (August 2)
- Market
- Brunch
- Canadian Downhill Championships (10-11th)
- Adventure Race (17th – 18th)
- Peaks Pedal Fest (31st – 2nd)

Suggested TSP Activities/Support

1. Start a month long (every weekend) retro concert series, cycling through the decades (70/80/90/00). Establishing this format for this year (leveraging the existing retro weekend) would allow TSP to market to specific demographics for each weekend and would allow stakeholders to design menus and activities to support the decade. These would be ticketed and packaged events.
2. Option in year 1 to build a retro roller skating rink that could stay up for the month of August
3. Add vintage clothing market and perhaps vintage fashion show



SEPTEMBER 2024

ARTS AND DOGS

Synopsis

The closing month for the bike park and mountain before the next season will be filled with the stuff we love, our pets, the arts, beer and biking.

Current Programming

- Pedal fest that culminates in Labour Day
- Peaks Market
- Brunch
- Create, Art & Craft festival
- Super Dogs
- Canadian Enduro Race
- Lifts close (Sept. 30)
- Taco or wings competition



SEPTEMBER 2024

ARTS AND DOGS

Suggested TSP Activities/Support

- Support ArtsZone Create! weekend with a ticketed Kamloops Symphony Orchestra (in discussions with KSO at the present time) event on the mainstage (end stage or in the round). Need to discuss with ArtZone to see what is possible to enhance their programme to share with a wider audience. Dinner theatre?
- Add to the Super Dogs programming with
 - A village dog parade (with costume division),
 - Potential partnerships with dog food companies, retailers etc.
 - Dog free run (fenced play area),
 - Tradeshow
 - Long walk or organized hike
 - Dog friendly food on patios so they can participate too.
- Enhance the Sunday market with dog items and specific retailers.



OCTOBER 2024

BEER OR TURKEY

Synopsis

A transitional month for Sun Peaks with the lifts closed but the weather is mostly great, October is an opportune month for village programming. Giving thanks for the year and celebrating the anticipated coming ski season are the focal points for this

Current Programming

- Turkey Sale
- SPC Concert (TBC)
- Bus Tours

Suggested TSP Activities/Support

- To coincide with the closing of the lifts we will kick off the first ever Sun Peaks Oktoberfest that will run from Friday through to Sunday.
- The Oktoberfest will align with an existing beer brand promotion (Fahr) who own a multi-day Oktoberfest programme..
- The programme could include costume rental/purchase, beer tickets, village stroll animation, German catering and possibly food trucks, advance ski passes.
- Promote to local Kamloops and rubber tire market that the Oktoberfest is happening, room packages are available, kids activities during the day, hikes, golf, village Cat 3 animation.
- Turkey sale weekend animation with potentially Cat 1 ticketed event.
- Lean into families and Canadian Thanksgiving.



NOVEMBER 2024

HO HO HOLD MY CREDIT CARD

Synopsis

Traditionally very little happens in the village during this period with the exception of the race training programme which has been gathering momentum. To ensure those racers and more specifically their families stay and have a great time in Sun Peaks, animation and the question, “Why” would I stay needs to be added to the mix for November

Current Programming

- Race training
- Bus tours

Suggested TSP Activities/Support

Sun Peaks Christmas Market – November 15 – December 15th*. After several weeks of very little/no programming, The season should be kicked off with a traditional Christmas Market throughout the village with vendors, Cat 2 and 3 animation leading into the middle of December.

This market would coincide with the racing teams, their families and guardians



THANK YOU

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