



Tourism Sun Peaks Member Guide

Introduction

The following is an outline of the mandate, structure and principal activities of the Sun Peaks Mountain Resort Association, doing business as Tourism Sun Peaks ("TSP"). The TSP bylaws provide the legal details and are the regulations under which TSP operates. Should any discrepancies occur between this guide and the bylaws, the bylaws should be taken as correct.

Sun Peaks Mountain Resort Association dba Tourism Sun Peaks (TSP) is a destination marketing and management organization mandated to promote the resort to the world.

Our Purpose: to increase brand awareness and visitation to benefit stakeholders and members, and to support a positive guest experience.

Our Mission: to inform and inspire travellers to choose Sun Peaks, and to support Sun Peaks' brand promise in order to encourage repeat visitation

Our Vision: to be the destination of choice for travelers seeking a remarkable mountain resort experience.

Commitment to Members and Staff

Tourism Sun Peaks strives to create an environment that is professional, innovative and allows for personal growth and development. Team members are encouraged to contribute ideas and work collaboratively with each other and with industry to meet our collective goals. All Tourism Sun Peaks activities support our purpose, mission and vision and are conducted in accordance with our core values of passion, integrity, collaboration and innovation.

Functions

Marketing: Responsible for strategic planning and media buying of North American consumer advertising programs, including liaising with industry consortiums and managing agency relationships. Manages the brand standards in communications and collateral, oversees social media strategies and daily execution, develops and executes the content marketing strategy, and manages all photo and video projects.

Destination and Market Development: Primary responsibilities include all aspects of the travel trade industry, media relations, and experience development. Tactics include building and maintaining relationships with new and existing tour operators and experience providers, agent training, trade shows and missions, and cooperative marketing. Improving access through both air and ground transportation have been prioritized as part of an enhanced focus on destination development including other issues relating to barriers or impediments to increasing visitation. The team also acts as the lead for the Sun Peaks Centre and commercial film production inquiries.

Events: The events function of Tourism Sun Peaks continues to be an important mechanism for improving the quality of the visitor experience and driving visitation – particularly in the summer. The team plans and executes numerous events and activations, runs the weekly Market Day, works with 3rd party event producers and assists local organizations with their visitor focussed events.



Finance and Administration: Provides accurate accounting and efficient administrative operations including human resources and general office support. Assists in Board of Director activities relating to organizational bylaws.

Members

The members of Tourism Sun Peaks are as follows:

1. Sun Peaks Resort LLP
2. All property owners, tenants and business owners who own or operate within the resort areas (excluding the original Burfield condominiums, Burfield West, Peaks West and Burfield Drive subdivision) are mandatory members of the association. Prior to purchase, all property owners are informed of the compulsory membership to the association. If a property is further subdivided (strata subdivision or through fractional ownership), the property owner subdividing must inform its potential purchasers of their obligations under TSP bylaws and the Mountain Resort Association Act.
3. A person or corporation doing business within the Controlled Recreational area with a business office located outside of resort lands. These voluntary members are non-voting and pay a set annual fee.

Owners of resort land are members of TSP. This compulsory membership has been in place since the creation of TSP in 1996. There are different classifications of resort land as follows:

- **Hotel Lodging Resort Lot**
- **Non-Hotel Lodging Resort Lot**
- **Single Owner Large Hotel Resort Lot**
- **Residential Resort Lot**
- **Commercial/Tenant/Independent Resort Lot**

Hotel Lodging Member (voting member)

The definitions of Hotel Lodging Members are set out in the bylaws. In summary, a hotel is determined to be a facility which provides accommodation to the public and has the services on its premises of a front desk continuously operated for a minimum of 6 hours a day for more than 120 days in any consecutive 365 day period. An owner of a Hotel Lodging Resort Lot votes for the Hotel Directors and contributes to both the business and common cost centres.

Non-Hotel Member (voting member)

The definition of Non-Hotel Members is set out in the bylaws. Generally speaking, these are resort lots on which there is not a hotel facility, but which can be rented through a rental management service. These resort lots may make their unit available for nightly rental and hold a short term nightly rental license from Sun Peaks Resort Municipality or have an owner's use covenant. An owner of a Non-Hotel Lodging lot votes for the Non-Hotel Lodging Director and contributes to both the business and common cost centres.



Single Owner Large Hotel Member (voting member)

The definition of Single Owner Large Hotel members are set out in the bylaws. These members are those that own a large hotel with more than 175 rooms and which provides accommodation to the public and has the services on its premises of a front desk continuously operated for a minimum of 6 hours a day for more than 120 days in any consecutive 365 day period. An owner of a Single Owner Large Hotel Lot votes for the Single Owner Large Hotel Lodging Director.

Residential Members (voting members)

These lots are used as residential accommodation and are not made available for nightly rental. Residential owners vote for the Residential Director and pay assessments only to the common cost centre.

Commercial Member (voting member)

Commercial lots are essentially the retail stores and restaurants located within resort lands. Owners of Commercial lots vote for the Commercial Director and contribute to both the business and common cost centres.

Tenant/Independent Operator Member (voting member)

A person or corporation who has a written lease agreement with an owner of a Commercial Resort Lot for a term of not less than one year, who is in possession of the premises under that lease agreement and operates a business in the Controlled Recreation Area.

Tenant/Independent Operators vote for the Tenant/Independent Director and contribute to both the business and common cost centres.

Associate Member (non-voting member)

A person or corporation doing business within the Controlled Recreation Area with a business office located outside of resort lands but may wish to be represented in resort collateral, marketing material and website, as applicable. Associate members are non-voting, voluntary and contribute annually.

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|---|-------|
| Retail/Restaurant | \$250 |
| Services/Transportation/Off-resort activity | \$150 |

Board of Directors

TSP is directed by a board of ten Directors, seven of whom (listed below) are elected at the Annual General Meeting by the various types of members. In addition, Sun Peaks Resort LLP appoints three Directors. The elected directors will represent the following interests:

| | |
|---------------------------------|---|
| Commercial / Independent | Restaurants, retail and service businesses. Tenants and businesses that are not represented by any other Director |
| Hotel (2 directors) | All hotel owners that operate a front desk for a minimum of 6 hours a day. |
| Non-Hotel (2 Directors) | Homes or properties that have an owner's use covenant or currently holds a short term nightly rental business license from Sun Peaks Resort Municipality. |



Residential

Residential property owners. Properties where the unit is not available for rent and does not hold a TUP. No owner's use covenant is in place.

Single Owner Large Hotel

Hotel lodging lot with at least 175 guest rooms owned by a single person or company

Voting Procedures for the Elected Directors

The procedures for electing the Directors of TSP are set out in the association's bylaws. In summary, those people who pay TSP membership fees for the specific classification of Director are able to vote for that specific Director.

Commercial Director

elected by the votes of those members who own a Commercial Resort Lot.

Hotel Director

elected by the votes of those members who pay business and common fees and have a front desk, which operates for at least 6 hours per day for more than 120 days in any consecutive 365-day period.

Non-Hotel Director

elected by the votes of those members who pay business and common fees, and are not a hotel. Those who have an owner's use covenant or currently holds a short term nightly rental business license from Sun Peaks Resort Municipality.

Residential Director

elected by the votes of those members who do not pay business fees and only use their home or property for residential use.

Single Owner Large Hotel Lodging Director

elected by the votes of those members who own Hotel Lodging Lot with at least 175 guest rooms owned by a single person or company.

Assessments & Funding

Membership assessments are divided into two cost centres: **business & common**. All members are assessed quarterly for their portion of the annual assessment. All amounts are payable within 30 days of being invoiced and interest is assessed on all overdue amounts at 12% per annum.

Each year, the TSP Board of Directors approves an operating budget for the following fiscal year. At that time, the value of an assessment unit (see below) will be set for the following year.

The **common costs** include the Association's general administration and day-to-day management costs as well as any costs that are to the benefit of all members of the association. The **business costs** include all or a portion of the costs related to marketing, research, special events and any costs that are to the benefit of all business members of the association.

The assessment unit for 2024/2025 fiscal was set at **\$42.12 for common cost** and **\$168.60 for business cost** per assessment unit ("AU").

Properties who hold a valid short term nightly rental business license, or properties with owner use covenants are charged both common & business cost centres.



Property owners, with owner use covenants that have declared principal residence or leased out to staff on a long-term rental, will pay only the common cost centre.

To calculate the **common cost**, each sleeping room (bedroom or room capable of being used as a sleeping room) is assessed at 2 assessments units. Detached housing is assessed at a maximum 8 AU and a maximum of 6 AU for multifamily accommodation.

For example, the **common cost** for a non-rented multifamily (3 bedroom) accommodation would be \$63.18 quarterly plus applicable taxes. Total yearly cost of \$252.72 plus taxes.

In calculating the **business cost** assessments, the formula is the same as the common cost.

For example, the business cost for a rented multifamily (3 bedroom) accommodation would be \$252.90 in addition to the common cost \$63.18 quarterly plus applicable taxes. Total yearly cost of \$1264.32 plus taxes.

To calculate the assessments units for **commercial properties**, the number of AU's is obtained by taking the public commercial area in squared meters and dividing by 7.5, except restaurants and office space where the public commercial area in squared meters is divided by 15.

Sun Peaks Resort LLP Assessment

Sun Peaks Resort LLP ("SPR LLP") assessments are set at a flat rate of \$825,000 plus applicable taxes per year.

What's the difference between us?

Tourism Sun Peaks (TSP): TSP is a marketing and management organization with a mandate to increase awareness of Sun Peaks and visitation to the resort.

Sun Peaks Resort LLP (SPR): SPR is a mountain operations & real estate Development Company responsible for all lift operations and the initial development of Sun Peaks Resort. SPR is responsible for numerous on mountain departments such as (but not limited to): rental and retail shops, mountain and village food and beverage establishments, guest services, ski school, child-minding, mountain operations, marketing and events.

Sun Peaks Mountain Resort Municipality (SPMRM): An elected body governing the community of Sun Peaks. Sun Peaks Mountain Resort Municipality consists of a Mayor, elected members of council and paid administrators. SPMRM is responsible for providing municipal services such as fire protection, streetlights, roads and the implementation and enforcement of bylaws.

TOURISM Sun Peaks

The 2024/25 Board of Directors

Gary Boddington

Non-Hotel Lodging Director

David Kunze

Hotel Lodging Director

Amy Blakeney

Single Owner Hotel Lodging Director

Bobbe Lya

Non-Hotel Lodging Director

Darcy Alexander

SPR LLP Appointed Director

Calvin Doyle

Hotel Lodging Director

Rina Jeyakumar

Residential Director

Ryan Schmalz

Commercial/Tenant/Independent Operator Director

Chris Rogers, Chair

SPR LLP Appointed Director

Aaron Macdonald

SPR LLP Appointed Director

Tourism Sun Peaks Team

Naomi Kerchinsky

Executive Director

Jennifer Nield

Office & Financial Administrator

Emily McIntyre

Content Marketing Specialist

Emily MacInnes

Manager, Market Development

Alicia Korchinos

Coordinator, Market Development

Sam Egan

Marketing Manager

Colin Brost

Senior Director, Destination & Market

Development

Theresa St. Louis

Manager, Events

Shayna Law

Visitor and Administration Coordinator

Ilkay Çakıroğulları

Visitor and Community Engagement Coordinator