



Dear Member,

We are writing to inform you that membership assessments will increase by 4%, effective April 1, 2026. The Tourism Sun Peaks Board of Directors approved this increase after careful deliberation, and we want to clearly outline why this adjustment is being made and what it means for you.

Why the increase now? For nearly a decade, fees have remained unchanged, including a proposed increase in 2020 that was never implemented. During that time, we have worked carefully to manage expenses and protect members from rising costs wherever possible. However, costs have continued to rise, and to responsibly sustain the quality of service our community expects, an adjustment is now needed.

This 4% increase will be applied across all member categories. Every dollar matters, and the actual impact for most members will be modest. We recognize that this is meaningful, and we do not take it lightly. If you would like to discuss payment timing or require clarification regarding your assessment, please contact me, Naomi Kerchinsky, or our Board Chair, Chris Rogers, directly. Our contact info is below, and we welcome the conversation.

We listened carefully to what you shared about what brings value to your homes, your businesses and to your customers, and we remain committed to strengthening the overall guest experience in our community. We believe that maintaining strong destination marketing, year-round animation, and accessible in-resort services protects the long-term value of every home, rental property, and business within Sun Peaks. This adjustment allows us to sustain that work responsibly. We will continue delivering value through in-resort activations and year-round events, external marketing that drives visitation, ongoing operational support, and essential services such as the evening shuttle program, which supports guests, residents, and staff and will remain a free service within the resort.

Thank you for your continued support and engagement. We look forward to continuing to work together to strengthen Sun Peaks as a vibrant, multi-season community.

Sincerely,

A handwritten signature in black ink, appearing to be "Naomi".

Naomi Kerchinsky, TSP Executive Director
naomi@sunpeakstourism.com or 778-694-4151

A handwritten signature in black ink, appearing to be "Chris Rogers".

Chris Rogers, TSP Board Chair
chris@rogersworks.com or 604.805.5000



Membership Assessment Adjustment

Frequently Asked Questions

1. Why is Tourism Sun Peaks increasing fees now?

Membership fees have not increased since 2017. During that time, operating costs across marketing, events, insurance, transportation, and general operations have steadily risen. We have absorbed increases for several years, but to maintain current service levels without reducing programming or marketing reach, an adjustment is now necessary.

2. Why 4%?

The Board determined that 4% is a measured adjustment that reflects rising costs while remaining reasonable and proportional. It allows us to sustain current services without overcorrecting or creating unnecessary financial pressure.

3. What has changed since 2017?

Since 2017, Tourism Sun Peaks has expanded year-round events, strengthened external destination marketing, maintained in-resort activations, and continued operating the evening shuttle service. At the same time, costs in nearly every operational category have increased.

4. Are you adding new services?

No. This increase is not to expand programming. It is to maintain the level and quality of service currently being delivered.

5. Why not reduce spending instead of increasing fees?

The Board reviewed expense management carefully. Continued absorption of rising costs would require reductions to marketing, events, or services such as the shuttle. The decision was made that protecting destination visibility and community programming is more responsible than scaling back.



6. Does this apply to all member categories?

Yes. The 4% increase applies consistently across all member types.

7. How much will this cost me?

For residential members, the increase is approximately \$20 annually.

For larger commercial members, the increase will be proportional to assessment category, in some cases up to \$250 annually. We are happy to provide a breakdown specific to your membership type.

8. Is this related to MRDT revenue or changes to Lift Operator contributions?

No. This adjustment reflects general operating cost increases and is separate from MRDT funding and Lift Operator contribution adjustments.

9. Will there be additional increases next year?

There are no plans for additional increases at this time. The Board reviews finances annually and will continue to approach future decisions carefully and responsibly.

10. Can I discuss payment timing?

Yes. If you would like to discuss payment timing or require clarification regarding your assessment, please contact us directly.