

Recap of Upcoming Events & Highlights from June Summit Social

Going forward, our Summit Socials will include two components. A dedicated Food & Beverage Community session will be held 30 minutes prior to the Summit Social, followed by the main Business Community session covering destination-wide initiatives, events, business development opportunities, and operational updates.

Business Community Session

TNRD Transfer Station Update

- Businesses shared concerns regarding proposed waste disposal restrictions.
- We continue to work with hotel operators, strata representatives, and businesses on a coordinated response.
- A boilerplate letter and additional information can be found here: [TNRD Advocacy Letter – Transfer Station](#).

Businesses are encouraged to review the materials and submit their feedback and letters prior to the **June 25 TNRD** meeting to ensure their concerns are considered as part of the discussion.

- Letters should be sent to the TNRD Board of Directors at board@tnrd.ca and copied to Jamie Vieira, General Manager of Operations (jvieira@tnrd.ca), and Adriana Mailloux, Manager of Solid Waste & Recycling (amailloux@tnrd.ca).

Summer Event Collateral Program

- 26 businesses signed up to receive summer event collateral.
- Distribution of posters, coasters, stickers, and table talkers is currently underway.
- Additional materials will be distributed as they become available.
- Find out more and access event resources through the [Summer Events Business Toolkit](#).

Community Activations & Beautification

Updates included:

- Communities in Bloom
- Canada Day programming
- Patio Beautification Project
- Community Garden partnerships

Businesses interested in participating are encouraged to contact Theresa at theresa@sunpeakstourism.com.

Summer [Event Toolkits](#) & Programming

Solstice Wellness Weekend

Highlights include:

- Wellness Trail experiences
- Wellness Market
- Guided wellness programming
- Facilitator and keynote speaker sessions

Rockin' in the Peaks

- More than 900 tickets have been sold to date.
- The event goal remains 1,500 to 2,000 attendees.
- The community is encouraged to utilize the SUNPEAKSCOMMUNITY 2026 discount code.

Paws in the Peaks

- Paws in the Peaks returns August 15.
- Engel & Völkers and Araya Law shared plans for this year's Dog Parade.
- The event will feature:
 - Dog Parade
 - Pups Crawl
 - Pet-friendly activations
 - Patio participation opportunities
 - Community voting activities
- Approximately 80 dogs participated last year.
- Businesses interested in participating in the Pups Crawl are encouraged to reach out to Theresa@sunpeakstourism.com.

Workshops & Business Development

Recent and upcoming workshops include:

- Website & Google Workshop
- Social Media 101 Workshop
- Grants & Funding Workshop for Non-Profit Organizations (upcoming June 15)

Based on community feedback, additional workshops are being planned for the fall, including advanced social media and video editing sessions.

Summer Animation Strategy

We reviewed upcoming summer animation initiatives, including:

- Canada Day Weekend
- Long Weekend activations
- Village entertainment
- Live music programming

These initiatives are designed to create a vibrant atmosphere and encourage visitors to explore the village.

Village Hours of Operation

- The Village Hours of Operation page can be found under Explore >> Village Hours of Operation.
- Businesses are encouraged to review and update their operating hours regularly to ensure accurate guest information.

Business Community Updates

- More than 1,200 guests have participated in the Walking Tour Program this season.
- Discover Sun Peaks Adventures is now open for watersports at McGillivray Lake, with bookings available through the Activities Desk.
- Guests can enjoy canoe, kayak, and paddleboard rentals, as well as private guided walking tours.
 - For walking tour inquiries, private or group bookings, contact Maria Cannon at mariacannon@telus.net.
- Mountain Man Adventures is offering daily Jeep Tours throughout the summer. For information or guest referrals, contact Tarryn at mmadvdogsled@gmail.com.

Food & Beverage Business Community Session

Cook's Camp 2026

- Cook's Camp takes place September 16-18.
- The event focuses on culinary innovation, sustainability, networking, and mental health within the hospitality industry.
- Through support from the Culinary Tourism Alliance, we are sponsoring five chefs from our Business Community to attend.
- Businesses interested in nominating a team member can contact shayna@sunpeakstourism.com.

Bachelor & Bachelorette Scavenger Hunt

- We introduced a new Bachelor & Bachelorette [Scavenger Hunt](#) concept.

- Businesses will have opportunities to submit activities, signature drinks, photo opportunities, and challenges.
- Participants may be entered into a prize draw by completing the scavenger hunt and sharing content through social media, with the winning group receiving a prize designed to encourage a return visit to Sun Peaks.
- Participation ideas can be submitted through the Dining Specials form: <https://www.sunpeaksresort.com/tsp-dining-specials>

Savour Festival 2027

- Initial discussions began around future growth opportunities for Savour Festival.
- Businesses are encouraged to submit ideas and participate in future planning conversations. To share ideas or get involved, please contact Shayna at shayna@sunpeakstourism.com.

Weekend Brunch Program

- We discussed opportunities to continue growing the Sunday Brunch Program.
- Marketing efforts may include radio promotions, family-friendly messaging, dog-friendly experiences, and targeting Kamloops day visitors.
- Businesses interested in radio features or brunch promotion opportunities can contact Morgen Bell, Marketing & Communications Manager, at morgen@sunpeakstourism.com. If you have not already done so, please submit your brunch menu or brunch feature here: <https://www.sunpeaksresort.com/tsp-dining-specials>.

Rockin' in the Peaks & Fall Event Planning

We are asking businesses to help share this opportunity with their bartenders and service staff. Supporting Rockin' in the Peaks helps us successfully deliver larger events and strengthens our ability to attract and grow similar events in the future. Positions are available at \$20/hour plus gratuities, with bartending roles requiring a valid Serving It Right certification. To learn more or express interest, please contact shayna@sunpeakstourism.com.

Key discussion points included:

- Rockin' in the Peaks promotional opportunities.
- Themed menus, décor, and staff participation.
- Sharing promotions with our social media team.
- Supporting ticket sales and community engagement.

Upcoming themed weekends include:

- Rockin' in the Peaks
- Retro August Programming
- Heartland Weekend
- BeerFest Weekend with a Touch of Oktoberfest (September 18-20)

Businesses interested in participating in BeerFest planning are encouraged to contact shayna@sunpeakstourism.com. BeerFest is a Business Community-driven initiative, and we welcome ideas, partnerships, and participation from businesses interested in helping shape the event.

Looking Ahead

With Solstice Wellness Weekend, Summersgiving, Canada Day, Rockin' in the Peaks, and several other signature events approaching, we would like to thank the Business Community for their ongoing collaboration and support.

Together, we continue to create memorable experiences for guests while strengthening Sun Peaks as a vibrant year-round destination.