

SILVER STAR MARKETING TASK FORCE

OPEN HOUSE 3 INPUT

INTRODUCTION

Thank you to those who attended Open House 3 on Saturday April 8th. With almost 80 people in attendance, the table discussions were lively and the input received from participants was heard and is appreciated.

The open house format included poster display boards and table discussions. The display boards presented information about: the Task Force process; input received so far and resulting changes made to the model; the recommended resort association model; alternative models; the approval process and more. The concurrent table discussions covered four topics and were hosted by Task Force members, who gathered input on poster boards that included a scale with level of support and space for suggestions and comments. This document presents the input received at the tables on each of the four discussion topics that are listed below.

Participation rates: While there were close to 80 people in attendance at the event, unfortunately the majority did not express their views on all four topics by placing dots on the 'level of support' scales. The number of people reflecting their support using the scales was: Resort Promotion Area (22); Resort Lands (11); assessments for properties offered for rent (36); and assessments for commercial properties (24).

Notes about some of the input received:

- Non-RAM/Knoll/freehold properties: Many of the sticky note comments received regarding the exclusion of non-RAM/Knoll/freehold properties were repeated on multiple posters by a handful of the same people who wanted to ensure their message was heard. The Task Force has heard their message clearly since early on in the process and appreciates their input, but feels strongly that the creation of an inclusive Silver Star Resort Association will bring added value to the whole resort community, both RAM and non-RAM properties.
- Assessments for properties offered for rent: Some of the unsupportive responses on the scales relate not to the assessment amounts themselves, but to the concern that all properties, even those not offered for rent, should be subject to the assessment. While the Task Force is still of the view that only properties offered for rent should be assessed, in response to the input from Open House 3, a contributing membership was introduced; it allows a member who is not offering their property for rent to become a Contributing Member at a minimal fee.

The four topics with links to each section in the document:

- (1) [Resort Promotion Area](#)
- (2) [Resort Lands](#)
- (3) [Assessments – Properties offered for rent](#)
- (4) [Assessments – Commercial properties](#)

OPEN HOUSE 3 INPUT

RESORT PROMOTION AREA POSTER 2

- (1) To what extent do you support the proposed Resort Promotion Area?
(no responses)
- (2) What changes should be made?
- Provide copy of Sun Peaks Title (property) statement for comparison
 - Clear statement of "any" wordage
 - Change/adjustment to Property Title
 - Provide owners w/ statement to sign each year re: renting or not

Resort Promotion Area

The proposed Resort Promotion Area = the current Silver Star Controlled Recreation Area

Review Copy of Sun Peaks Title (Resort) Submitted for Comment

Clear Statement of "Any" Usage Change (Adjustment to Property Title)

Provide Statement Owner To Sign Each Year Re: To Renting or Not

(1) To what extent do you support the proposed Resort Promotion Area?

Legend

- Existing Buildings
- Trail Park
- Swan Park
- Existing Skiing
- Full Tree Cover

Proposed Star Re Promotion

1:30,000

0 500

Don't support at all

Neutral

(2) What changes should be made?

OPEN HOUSE 3 INPUT

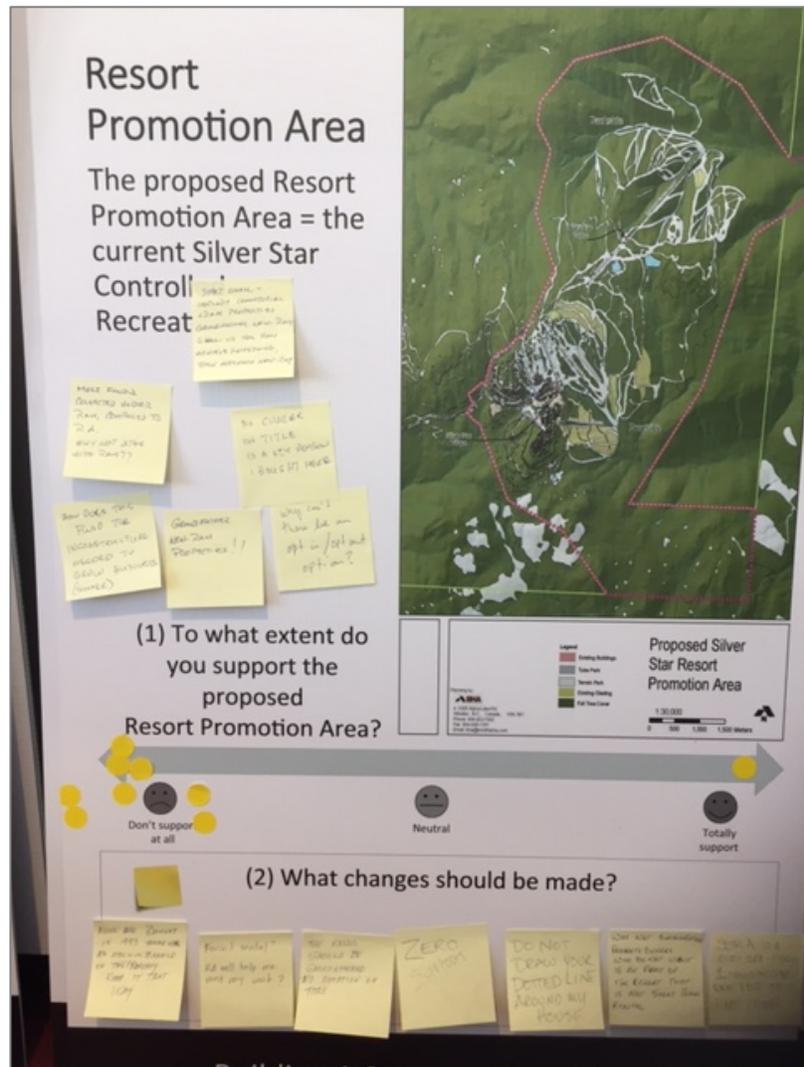
RESORT PROMOTION AREA POSTER 3

(1) To what extent do you support the proposed Resort Promotion Area?

- Totally support = 1
- Neutral = 0
- Don't support at all = 8

(2) What changes should be made?

- More funds connected under RAM compared to R.A. Why not stay w/RAM?
- How does this fund the infrastructure needed to grow business (summer).
- Grandfather Non RAM properties.
- No charge on title is a key reason I bought here.
- Why can't there be an opt-in/opt-out option?
- Start small include Commercial & RAM properties, grandfather Non-RAM. Show us you can achieve something then approach Non-RAM.
- When we bought in 1993 there was no encumbrance on the property. Keep it that way.
- Forced Rental? Will RA help me rent my unit?
- The Knoll s/b grandfathered. No notation on title.
- Do not draw your dotted line around my house.
- RA is good idea. Phase I should include RAM property ONLY. Knoll exempt.
- Why not grandfather property owners who do not want to be part of the Resort that is not short term Rental.
- Zero Support



RESORT LANDS

Results from the two Resort Land posters in response to the question: To what extent do you support the proposed Resort Lands area? (total dots/respondents = 11)

- **Totally support = 4**
- **Neutral = 3**
- **Don't support at all = 4**

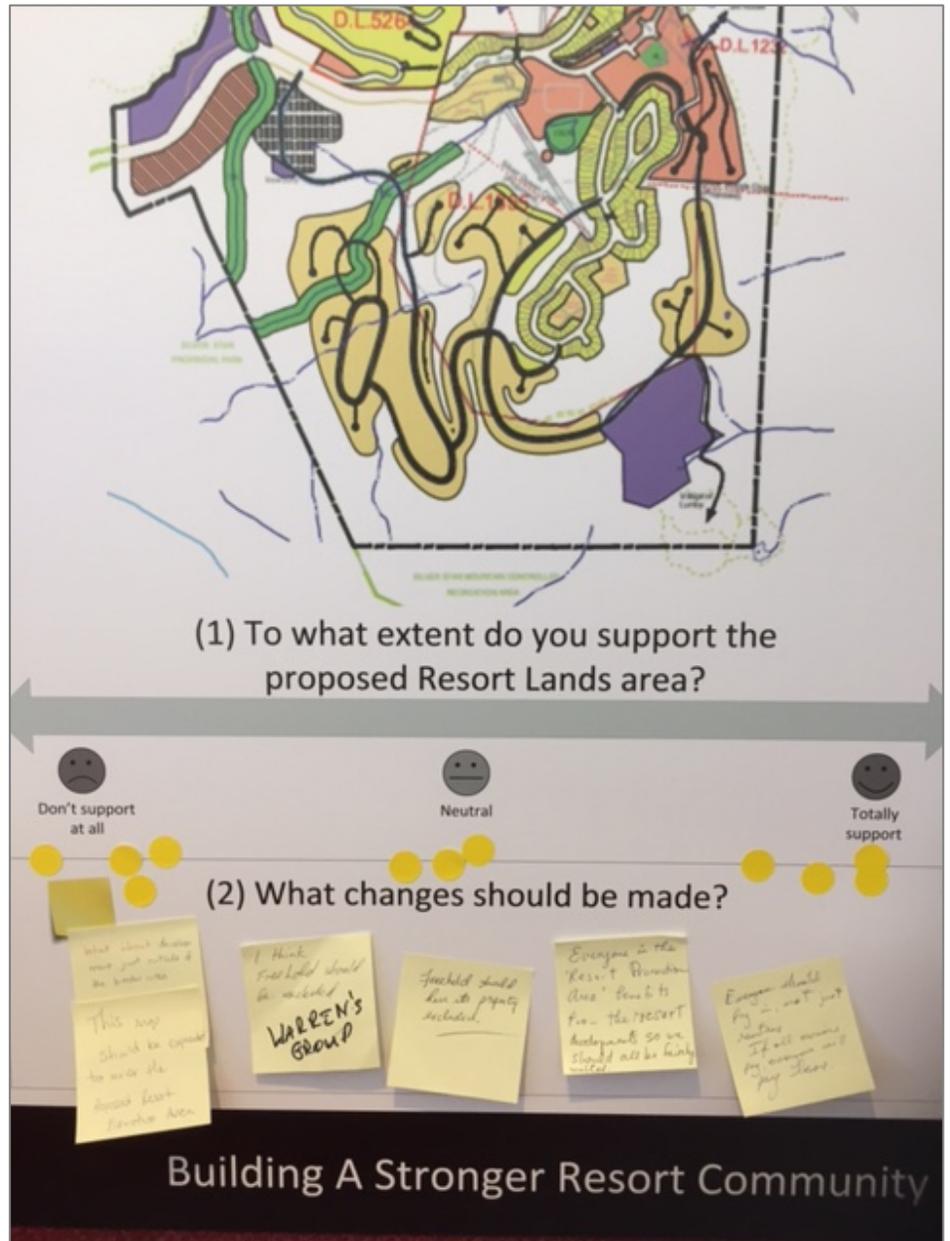
RESORT LANDS POSTER 1

(1) To what extent do you support the proposed Resort Lands area?

- Totally support = 4
- Neutral = 3
- Don't support at all = 4

(2) What changes should be made?

- What about development just outside the border area?
- This map should be expanded to mirror the proposed R.A.
- I think freehold should be excluded
- Freehold should have its property excluded
- Everyone in the 'resort promotion area' benefits from the resort development so we should all be fairly charged
- Everyone should pay in, not just renters. If all owners pay, everyone will pay less.



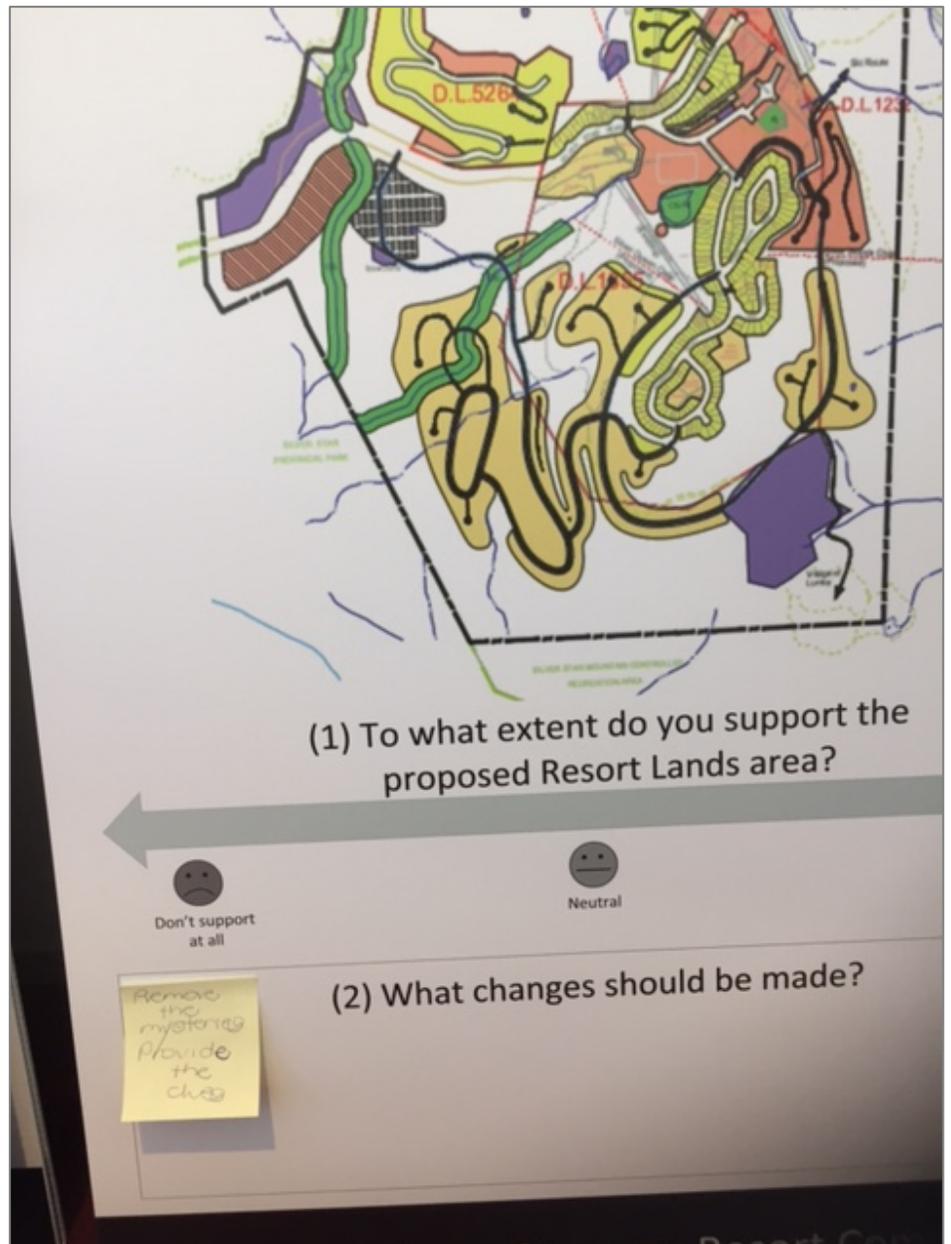
OPEN HOUSE 3 INPUT

RESORT LANDS POSTER 2

(1) To what extent do you support the proposed Resort Lands area?
(no responses)

(2) What changes should be made?

- Remove the mysterious provide the clues



ASSESSMENTS - PROPERTIES OFFERED FOR RENT

Results from all four posters in response to the question: To what extent do you support the proposed assessment for rental properties? (total dots/respondents = 36)

Don't support at all = 12 Somewhat unresponsive = 3 Neutral = 6 Somewhat support = 6 Totally support = 9

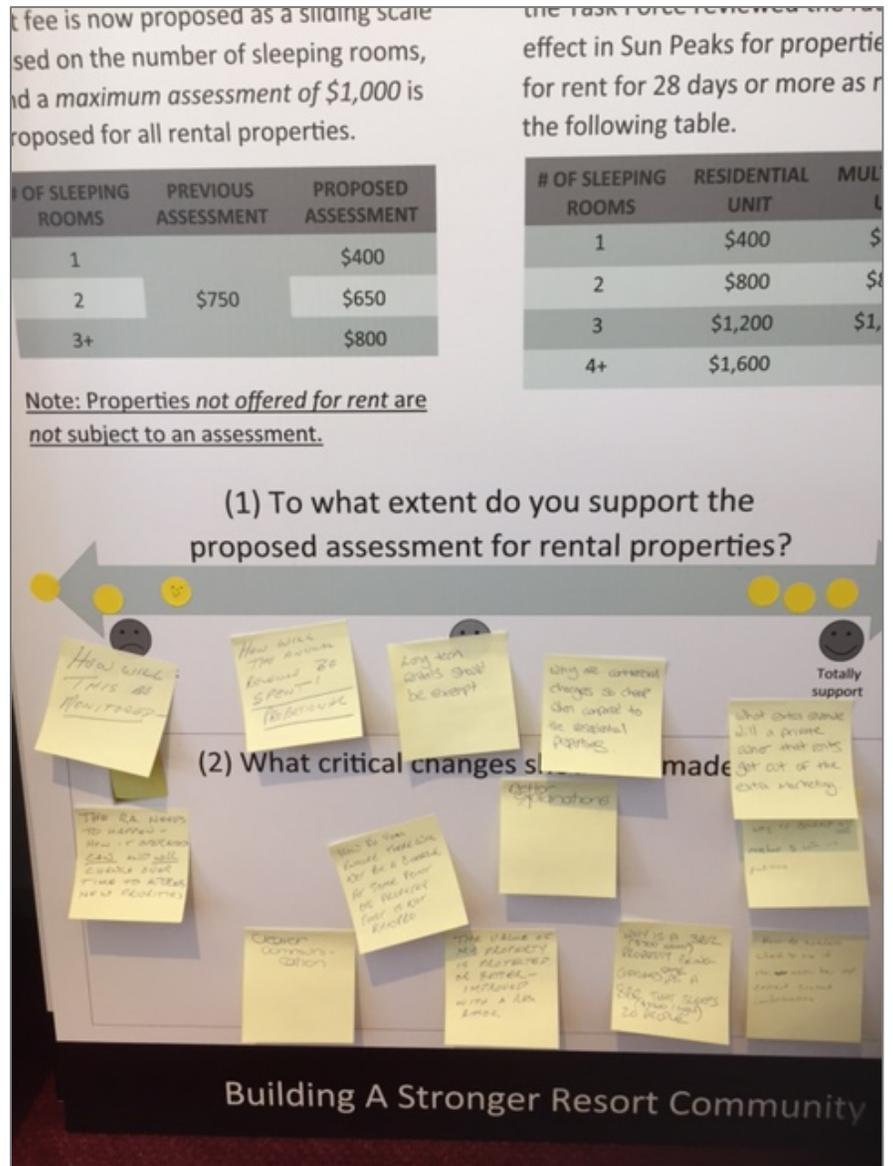
RENTAL PROPERTY ASSESSMENTS POSTER 1

(1) To what extent do you support the proposed assessment for rental properties?

- Totally support = 3
- Neutral = 0
- Don't support at all = 3

(2) What critical changes should be made?

- How will this be monitored?
- How will the annual revenue be spent! Proportional.
- Clearer communication.
- Long term tenants s/b exempt.
- Better explanations.
- Why are commercial charges so cheap when compared to residential properties?
- How do you ensure there will not be a charge at some point on property that is not rented?
- The value of my property is protected or better improved with RA.
- The RA needs to happen – how it operates can and will change over time to address new priorities.
- Why is a 3Bdrm (\$700/night) being charged the same as an 8 bdrm (\$2200/night) that sleeps 20 people?
- What extra revenue will a private owner that rents get out of the extra marketing?
- You must get a way to contact all members to vote?
- How do members check to see if the Assoc. has our correct contact information?



OPEN HOUSE 3 INPUT

RENTAL PROPERTY ASSESSMENTS POSTER 2

(1) To what extent do you support the proposed assessment for rental properties?

- Totally support = 5
- Somewhat support = 1
- Neutral = 2
- Don't support at all = 4

(2) What critical changes should be made?

- Is there a Guarantee I don't pay if I don't rent.
- How do we make sure costs don't raise without control?
- How does shared accommodation impact?
- Does long term rental still pay? Should it?
- Define rent & describe process to assess rental property.
- How is non-payment of annual fees handled?
- Do not include any Non-RAM properties! Let them choose voluntarily to participate.
- Start small – RAM transfer to R.A. after a # of years come back to Non RAM and ask them if they wish to participate.
- Object to a notation on Title.

OLVER STAR

The rental property assessment of a \$750 flat fee is now proposed as a sliding scale based on the number of sleeping rooms, and a *maximum assessment of \$1,000* is proposed for all rental properties.

# OF SLEEPING ROOMS	PREVIOUS ASSESSMENT	PROPOSED ASSESSMENT
1		\$400
2	\$750	\$650
3+		\$800

Note: Properties not offered for rent are not subject to an assessment.

SUN PEAKS COMPARISON

In developing the proposed sliding scale the Task Force reviewed the rates in effect in Sun Peaks for properties offered for rent for 28 days or more as noted in the following table.

# OF SLEEPING ROOMS	RESIDENTIAL UNIT	MULTIFAMILY UNIT
1	\$400	\$400
2	\$800	\$800
3	\$1,200	\$1,200
4+	\$1,600	

(1) To what extent do you support the proposed assessment for rental properties?

(2) What critical changes should be made?

Building A Stronger Resort Community

OPEN HOUSE 3 INPUT

RENTAL PROPERTY ASSESSMENTS POSTER 3

(1) To what extent do you support the proposed assessment for rental properties?

- Totally support = 1
- Somewhat support = 5
- Neutral = 4
- Somewhat unsupportive = 3
- Don't support at all = 3

(2) What critical changes should be made?

- Perhaps different amounts for short term rentals and long term rentals.
- Can there be a survey done on how private owners on Sun Peaks feel now after being in the Assoc. for a few years.
- Proportionally a full house (+3 bdrms) should pay more than a double or single rm. i.e. Sun Peaks assessment seems fairer.
- Owners that don't rent should have to contribute \$50.
- All owners should pay
- All owners should contribute if this goes through
- All households, property owners pay.
- Will home owners have input to Silver Star operations/decisions e.g. Guest arrives at 9:00pm all restaurants closed. That decision made by SS personnel.
- Grandfather the Non RAM residents
- Allow Non RAM people on the Task Force.
- Why is the Task Force discriminating against renters and small business owners?
- Let's create a Silver Star Arts Council (volunteer)
- "Sleeping Rooms" should not be defined as they are by Sewer Co. i.e. living room included, "any" room included.

Maximum assessment of \$1,600 is for all rental properties.

PREVIOUS ASSESSMENT	PROPOSED ASSESSMENT
	\$400
\$750	\$650
	\$800

Properties not offered for rent are subject to an assessment.

# OF SLEEPING ROOMS	RESIDENTIAL UNIT	MULTI UNIT
1	\$400	\$400
2	\$800	\$800
3	\$1,200	\$1,200
4+	\$1,600	\$1,600

(1) To what extent do you support the proposed assessment for rental properties?

Don't support at all (Sad face) | Neutral (Neutral face) | Totally support (Happy face)

(2) What critical changes should be made?

Building A Stronger Resort Community

Handwritten notes on the poster include:

- perhaps a different amount for short term rentals and long term rentals.
- proportionally a full house (+3 bdrms) should pay more than double a high room in the area.
- Grandfather the Non-RAM residents
- Let's create a Silver Star Arts Council (volunteer)
- Allow Non RAM people on the Task Force
- Why is the Task Force discriminating against renters and small business owners?
- All owners should pay
- All households, property owners pay.

OPEN HOUSE 3 INPUT

RENTAL PROPERTY ASSESSMENTS POSTER 4

(1) To what extent do you support the proposed assessment for rental properties?

- Totally support = 0
- Neutral = 0
- Don't support at all = 2

(2) What critical changes should be made?

- Need to address long term rentals of property to Silver Star Staff
- Long term rentals s/b same as owner use as they "live" here.
- Non renters should contribute to community concerns.
- Get the changes to bylaws out on the internet
- Allow us as owners who have long term renters to opt out and if that changes (short term rental or sell) then we have to be part of the Assoc.

is now proposed as a sliding scale based on the number of sleeping rooms, with a maximum assessment of \$1,000 used for all rental properties.

SLEEPING ROOMS	PREVIOUS ASSESSMENT	PROPOSED ASSESSMENT
1		\$400
2	\$750	\$650
3+		\$800

Note: Properties not offered for rent are not subject to an assessment.

# OF SLEEPING ROOMS	RESIDENTIAL UNIT	MULTIFAMILY UNIT
1	\$400	\$400
2	\$800	\$800
3	\$1,200	\$1,200
4+	\$1,600	

(1) To what extent do you support the proposed assessment for rental properties?

(2) What critical changes should be made?

Building A Stronger Resort Community

ASSESSMENTS - COMMERCIAL PROPERTIES

Results from the two posters in response to the question: *To what extent do you support the proposed assessment for commercial properties?* (total dots/respondents = 24)

- **Totally support = 13**
- **Somewhat support = 1**
- **Neutral = 5**
- **Somewhat unresponsive = 4**
- **Don't support at all = 1**

COMMERCIAL PROPERTY ASSESSMENTS POSTER 1

(1) To what extent do you support the proposed assessment for commercial properties?

- Totally support = 7
- Neutral = 3
- Don't support at all = 1

(2) What critical changes should be made?

- Why are some businesses “in the club” and others not.
- What about businesses providing service but no office? snow removal etc.
- How is it fair & equitable to community if commercial contribute significantly less than previous agreement?
- Should the payments be related to the business profit?
- What is the definition of commercial?
- b) What about on site businesses eg. Snow removal, hot tubs

suggested they were too low. The proposed assessments for properties, the Task Force wanted they were not out-of-step with the marketplace.

category, especially for restaurants and offices, where the Sun Peaks rates for these businesses are set lower than all other commercial properties.

SQUARE FEET	PREVIOUS PROPOSAL	NEW PROPOSAL	SQUARE FEET	MAX 1	MAX 2
0 - 799	\$1,500	\$2,000	0 - 799	\$1,984	\$988
800 - 1,399	\$3,500	\$4,000	800 - 1,399	\$3,473	\$1,737
1,400 - 1,999	\$4,000	\$5,500	1,400 - 1,999	\$4,968	\$2,484
2,000 - 2,499	\$5,000	\$6,500	2,000 - 2,499	\$6,198	\$3,099
2,500 +	\$6,500	\$7,000	2,500 +	\$6,198+	\$3,099+

¹ Commercial except restaurants and office space
² Restaurants and office space

(1) To what extent do you support the proposed assessment for commercial properties?

Don't support at all Neutral Totally support

(2) What critical changes should be made?

Why are some businesses "in the club" and others not?

What about businesses providing service but no office? snow removal, etc.

What is the definition of commercial?

Should the payments be related to the business profit?

What about on site businesses eg. Snow removal, hot tubs

Building A Stronger Resort Community

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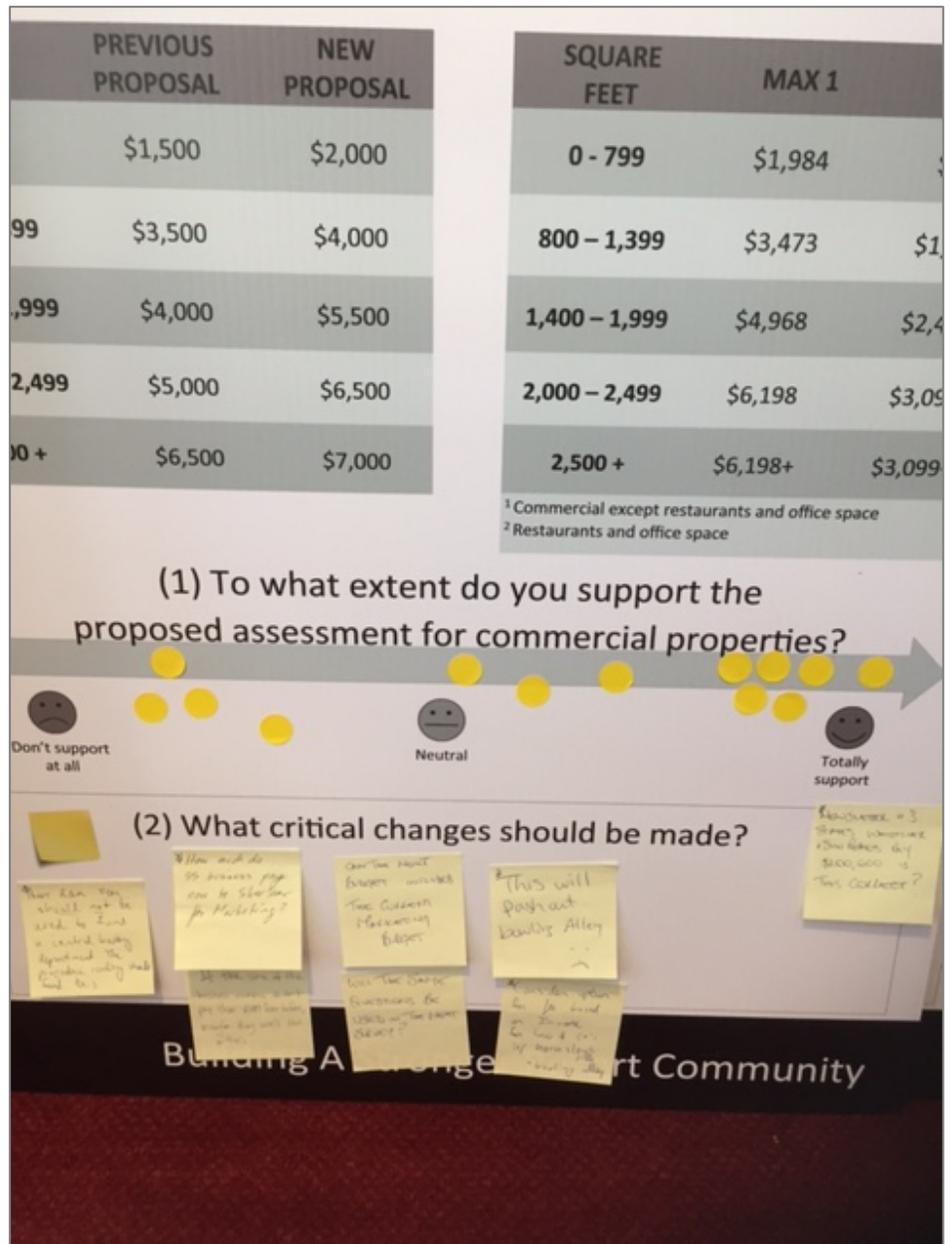
COMMERCIAL PROPERTY ASSESSMENTS POSTER 2

(1) To what extent do you support the proposed assessment for commercial properties?

- Totally support = 6
- Somewhat support = 1
- Neutral = 2
- Somewhat unsupportive = 4
- Don't support at all = 0

(2) What critical changes should be made?

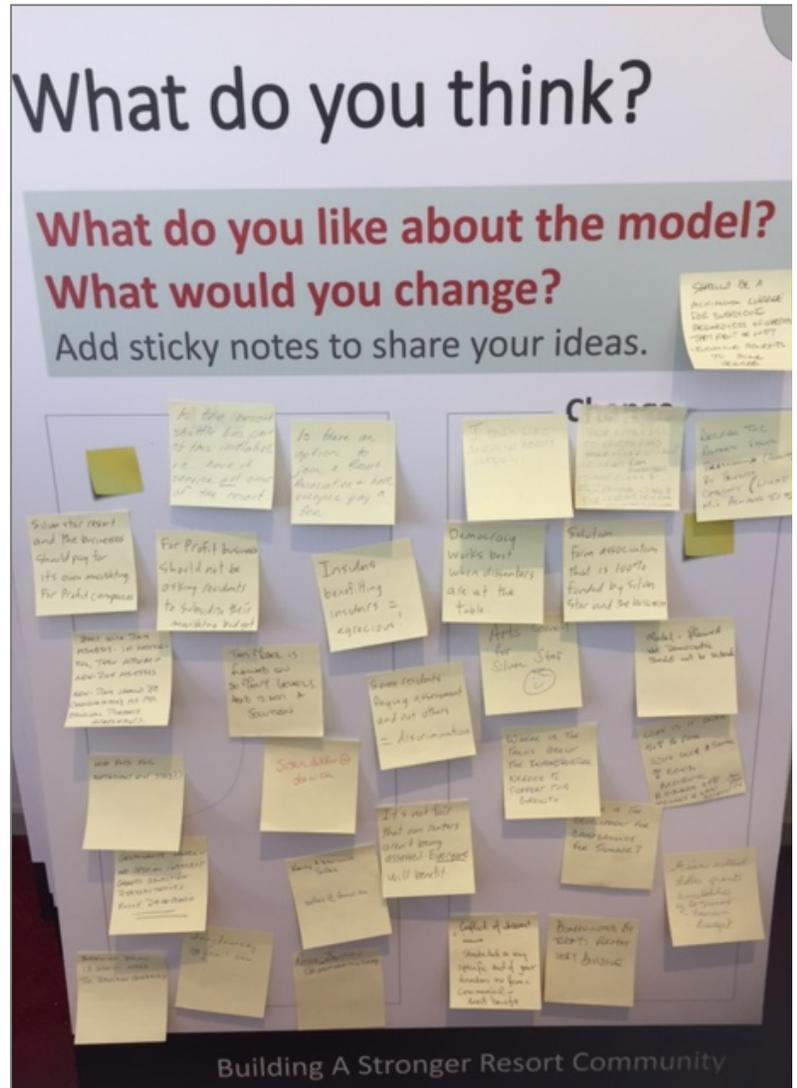
- Any RAM fees should not be used to fund a central booking department. The properties renting should fund this.
- How much do SS business pay now to Silver Star for Marketing?
- If some of the business owners didn't pay their RAM fees before, maybe they won't now either.
- Can the next budget include the current Marketing Budget?
- Will the same questions be used in the next survey?
- This will push out Bowling Alley.
- Consider option for fee based on income for low \$ companies ie: Horse sleigh rides, Bowling Alley.
- Newsletter #3 states Whistler, Sun Peaks pay \$200,000 is this correct?



FINAL COMMENTS

What do you like about the model? What would you change?

- Silver Star Resort and the businesses should pay for its own marketing. For profit companies.
- Borrowing bylaw is scary, need to review completely.
- Star w/ RAM members – if successful, then approach Non- RAM members. Non-RAM s/b grandfathered as per original purchase agreement.
- Who pays for notations on Title?
- Change the governance model – no special interest groups selecting representatives. Fully democratic.
- Is the Resort Shuttle Bus part of this initiative i.e.: have it service all the resort
- Is there an option to join the RA and have everyone pay a fee?
- This model is flawed on so many levels and is not a solution.
- S/b a minimum charge for everyone regardless of whether they rent or not – everyone benefits to some degree.
- Some residents paying assessments and not others = discrimination
- Insiders benefitting insiders – egregious.
- It's not fair that non renters aren't being assessed. Everyone will benefit.
- Democracy works best when dissenters are at the table.
- Solution: form Assoc. that is 100% funded by Silver Star and the businesses.
- For profit business should not be asking residents to subsidize their marketing budget.
- Where is the talk about the infrastructure needed to support this growth?
- Where is the development for campgrounds for summer?
- Why is it only 51% to pass with only a small % being residential. A higher 65% insures a non-divided Company.
- Disappointed by today's format very divisive.
- I would have your little Assoc. to encompass SSMR + Corp. Village + current RAM mandatory.



- I don't like anything about model.
- Model flawed not democratic should not be sanctioned.
- Conflict of interest issues, Strata Act is very specific and if your directors are from a commercial – direct benefit.
- Give actual dollar grants available e.g.: BC Transit, Tourism, Budget
- Describe the Property Value breakdown (percentages) by property category. (What mix _____ 51%)

OPEN HOUSE 3 INPUT

These Class "A" then optional Class "B" for current Non-RAM voluntary/optional.