

AGM Agenda

Items to discuss:

1. Call to Order

1.1 Establish Quorum

1.2 Motion to Approve AGM Minutes from March 16, 2023

2. Chair's Report

3. Treasurer's Report/Financial Statements

4. Nomination Committee Report

4.1 Election of Officers

5. DSS Overview: Cassandra Zerebeski, ED

6. Adjournment



AGM Minutes March 16, 2023

Quorum: As per Bylaws Section 6.3: The quorum at all general meetings shall be ten (10) members entitled to vote, present in person, by proxy or, if not a natural person, by appointed representative.

- 1.Dave Gibson called to order at 4:07pm*
- 2.Confirmation of quorum – yes see attached*
- 3.Approval of agenda - Onna Star motion to approve, Greg Wittig seconded, All in Favour*
- 4.Approval of previous AGM minutes - Kevin K moved to approve, Julie Sherborn seconded, All in Favour*
- 5.Presentations*
 - Welcome, Dave Gibson, Chair
 - Thompson Okanagan Tourism Association Keynote, Ellen Walker-Matthews, CEO
 - Annual Report Cassandra Zerebeski, Executive Director



AGM Minutes March 16, 2023

6. Financial statements for the previous financial year

- Audited statements – MNP LLP Kyla Magee –
- *Motion to approve made by Shawn Lee, Maura McCarthy, all in Favour*
- Treasurer report – Tim Dekker

7. Election of Directors - Announcement of Results

- The following Directors were acclaimed at the AGM:
- 1 Commercial Director- Lindsay Brennan
- 1 Residential Lodging Director- Rob Durant
- 1 Hotel Lodging Director- Shawn Lee
- 1 Residential Owner- Stephen Trompp
- 1 At Large Director- No nominations received. The Board will consider how best to fill this vacancy in accordance with the bylaws

8. Questions and Answers

- *Question regarding UHT, enews,*
- *Question regarding members- everyone is a member, not all members pay*

9. Wrap Up & Adjournment – *Moved by Don Kassa, Maura McCarthy; Adjourned at 5:25pm*



Treasurer Report

Items to discuss:

1. October 31, 2023 Financial Statements
2. Member assessments
3. October 31, 2024 Budget



Financial Statements Audited by MNP LLP

Budget 2023-2024

Financial documents available by request as per the bylaws due to the competitive nature of the industry this is not posted at large.

Thank you!





Member Assessments

Current member assessments:

- Commercial range from \$2,000 to \$7,500 based on square feet
- Home base business \$750
- Non-resident business owner \$1,500
- Lodging based on rooms – 1 bedroom \$400, 2 bedroom \$650, 3 or more bedrooms \$800
- Single owner hotel \$400 per room
- Contributing member \$250
- Vacant lot \$0
- Personal use of property only \$0

Bylaws limit increases to inflation plus 2%

**There will be no increases to
Member Assessments for 2024**

We acknowledge that Destination Silver Star proudly lives and plays on unceded First Nation lands and does so with the utmost of respect for the elders that cared for it before our time.





| The Why

Purpose: Increase business opportunity for the Silver Star community in collaboration with all stakeholders, focusing on destination development, event support and meaningful advocacy.

Values:

- Inclusivity
- Collaboration
- Sustainability
- Authenticity
- Balance



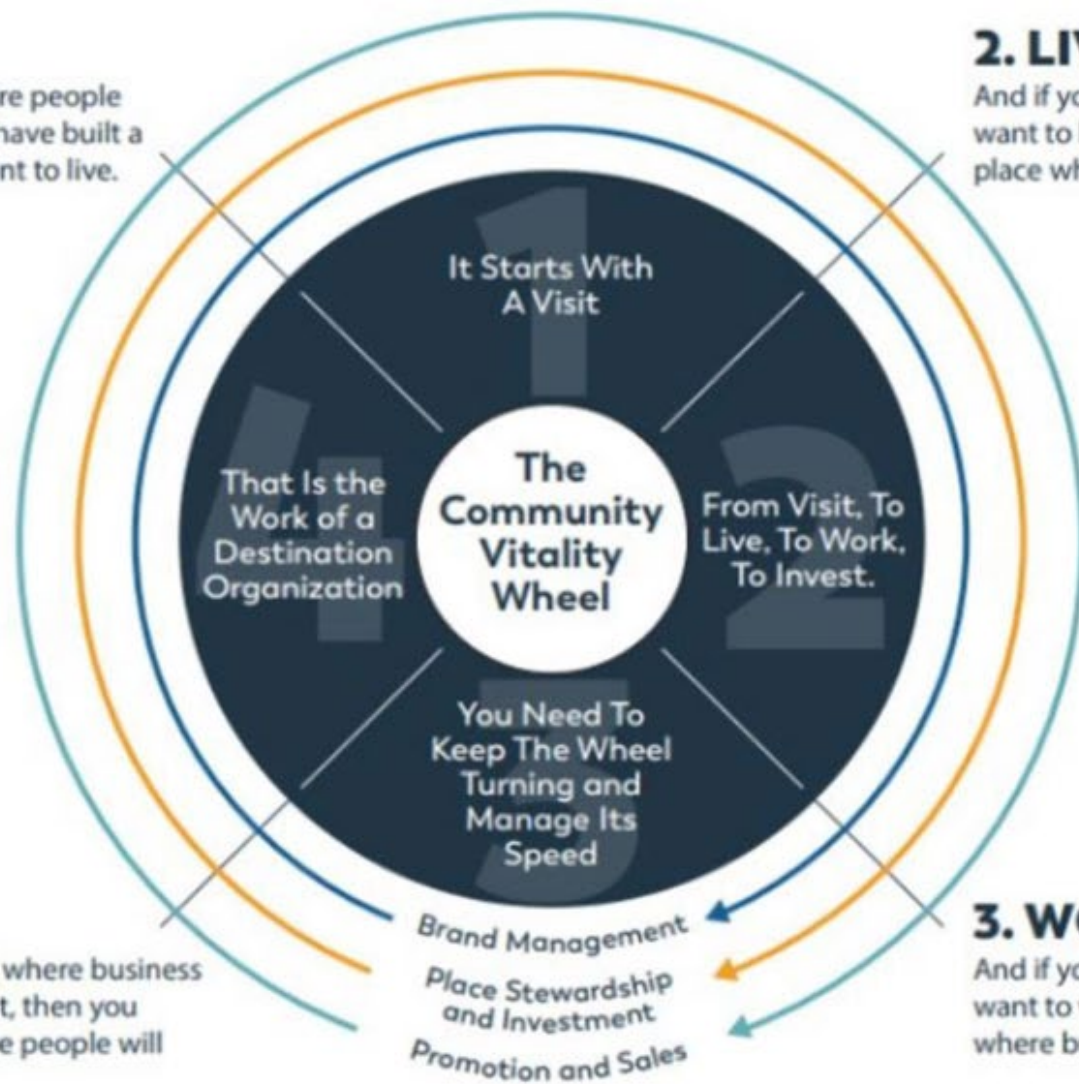
THE WORK OF A DESTINATION ORGANIZATION

1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.



4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.

The Benefits

Growing the Local Tourism Economy



Work with the community to create a shared vision for how we evolve as a tourism destination.

Improving the Silver Star Experience



Maintain and enhance the Silver Star visitor experience for all.

Creating More Ways to Celebrate



Expand the roster of sporting events, concerts, and cultural celebrations to build upon Silver Star's fun and vibrant atmosphere.

Making Informed Decisions



Help the Silver Star tourism sector make informed business decisions by providing research and data to evaluate our progress.

Sharing the Silver Star Story



Break through the cluttered destination marketing landscape to reach new audiences by sharing stories about the people, experiences, and places that make Silver Star unique.

Funding the Future



Showcase a unified tourism vision, which enables us to apply for funding to support events, amenities, and infrastructure.

Engaging Our Community



Work with local businesses, homeowners, and the community to co-create a sustainable economic future.

Providing Tools and Support



Provide tools, support, and advocacy to strengthen and empower the local tourism sector.

DESTINATION SILVER STAR PARTNERSHIPS



■ Strategic Priorities



Brand Awareness

Identify & attract audience through competitive marketing

Increase year-round visitation; extend seasonality

Enhance guest & local experience



Destination Development

Increase support & engagement in visitor economy

Provide industry tools & resources

Create & implement event & tourism development plans



Internal Excellence

Solid governance

Directors positive and active DSS ambassadors for members and stakeholders



External Engagement

Increase community involvement

Leverage partnerships

Advocacy, celebrate & share success

■ 2023 Milestones

✓ JANUARY:

- Recognized as Biosphere Committed in line with the UN Sustainable Development Goals and launched a pilot recycling program at the waste transfer station.

✓ FEBRUARY:

- Welcomed a record number of guests to Silver Star for the annual Winter Carnival activating the 7 Celebrations events through regional funding to showcase the history and culture of the Okanagan people.

✓ MARCH:

- Hosted the BC Winter Games, bringing hundreds of athletes and the Minister of Tourism Sport and Culture to Silver Star.

✓ APRIL:

- Supported the 2nd annual Sovereign2SilverStar Nordic event, welcoming 800 racers from point to party. Launched our second summer marketing campaign to raise awareness of the year round offerings in-resort.

✓ MAY:

- Attended Rendezvous Canada, a signature tourism marketplace bringing tourism operators together with over 1,500 tour and travel partners to grow awareness of Silver Star.

✓ JUNE:

- Executed our second summer opening weekend cultural festival to start the season strong. Completed the new log jam play structure in the Village.

✓ AUGUST:

- Sponsored the Crankworx Summer Series, bringing some of the world's top mountain bike riders and thousands of spectators to the resort featuring the first of its kind women's Slopestyle event. Led the Silver Star Wine Festival offering 14 event options over four days to almost 500 ticket holders. Met with stakeholders and the Tourism Minister following the wildfire crisis and state of emergency advocating for membership.

✓ SEPTEMBER:

- Led the second annual Silver Star Beer & Cider Fest for 800 craft beverage enthusiasts. Launched the second DSS winter marketing campaign with a beautiful hero video funded by grant support. Participated in the bear raising at the new stewardship trail at the Pond. Hosted a destination development workshop with 75 community members participating in creating DSS' future direction.

✓ OCTOBER:

- Premier David Eby held a local forum in the Chilcoot Centre with DSS discussing the need for rural transit options to support our community, businesses, guests, and sustainability. A study is now underway to work on solutions.

✓ NOVEMBER:

- In spite of a slow snow start, the resort experienced its strongest early Nordic season visitation. DSS led a business development mission in the Lower Mainland to build group businesses, especially for spring and fall.

✓ DECEMBER:

- Hosted the first inclusive staff welcome event and business expo connecting partners with local ambassadors.

Member Site Research Login Area

January 2023 saw a **20%** increase compared to 2022

April 2023 saw a **19%** increase compared to 2022

June 2023 saw a **6%** increase compared to 2022

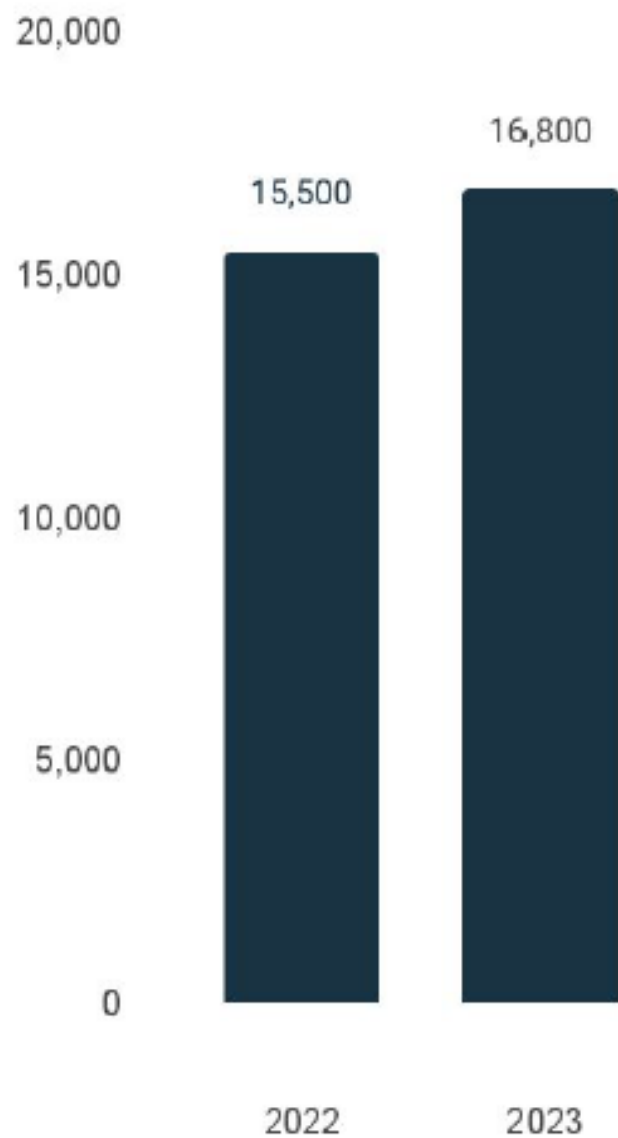
October 2023 saw a **14%** decrease compared to 2022

November 2023 saw a **6%** increase compared to 2022

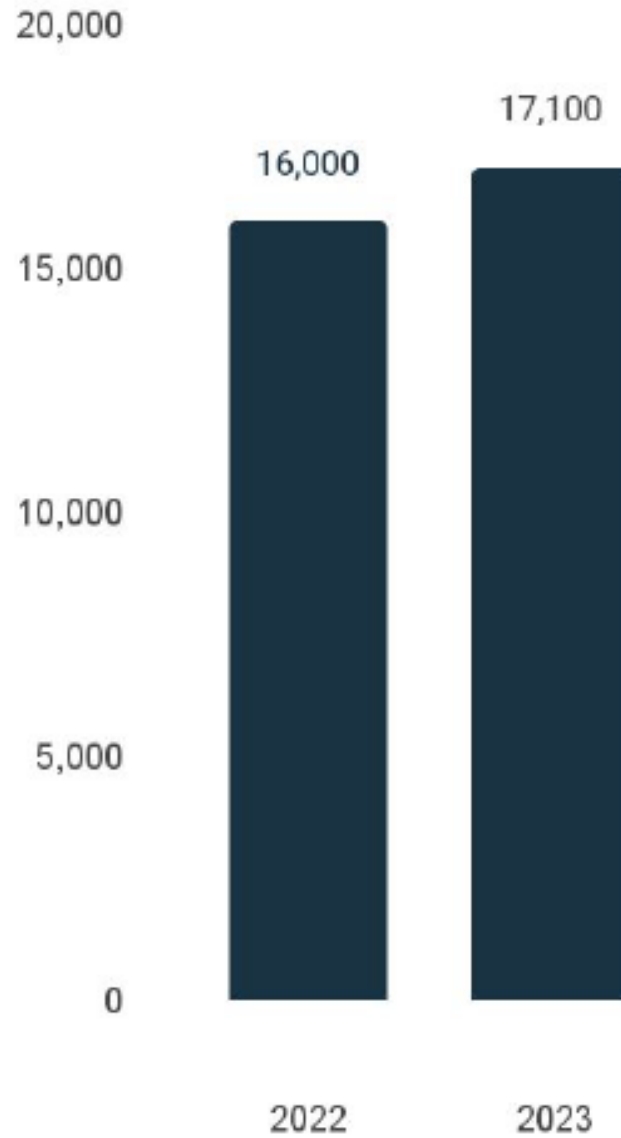
December 2023 saw a **10%** decrease compared to 2022



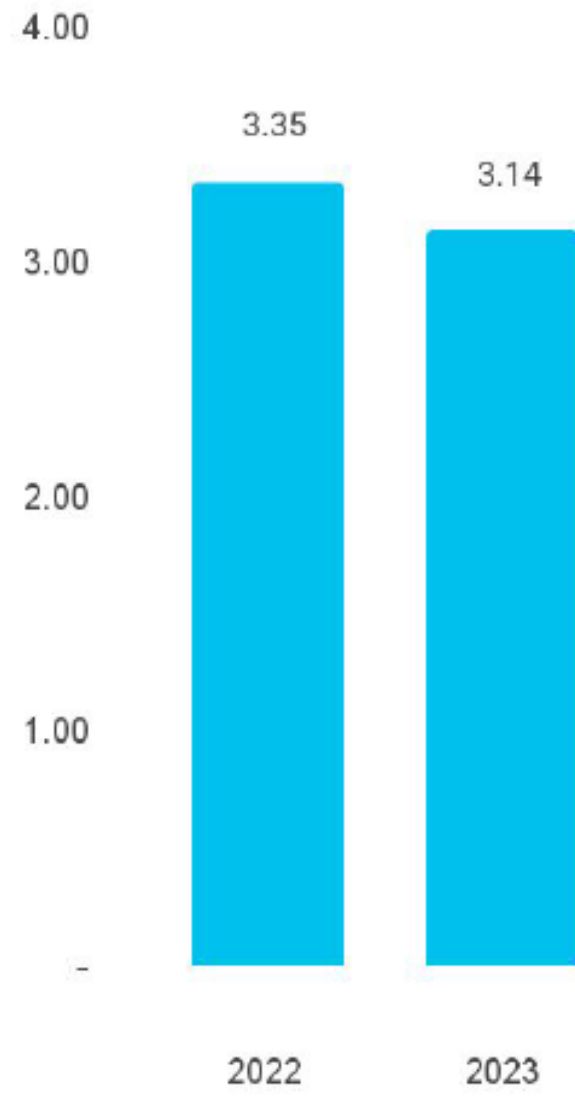
Number of Visitors to Silver Star from BC in Q1



Number of Visitors to Silver Star from BC in Q3



Length of Stay on Silver Star from BC



Strategic Plan

November '23 – October '24



Guiding Principles

- Together we are stronger
- Businesses Thrive Sustainably
- Authenticity Grounds Us
- Benefitting the Whole
- A Respected Natural Environment
- Balance Sustains Us: Measure & critique to improve

What We Will Accomplish in this Plan

- We will improve brand awareness.
- We will develop Silver Star as a preferred destination in all seasons.
- We will improve our meaningful engagement with key stakeholders, members, all levels of government, Indigenous communities and partner associations.
- We will manage ourselves ethically and with strong governance.

Measurements

- Build brand awareness increasing engagement 10% YOY (clicks, impressions, video plays, referrals) & MRDT revenues 5%.
- Grow winter occupancy from 72% to 75% & summer from 42% to 45%.
- Destination Development Plan launched by AGM. Execution ongoing, assessed against goals.
- Improve engagement by increasing Q1 survey responses from 50 to 100 and positivity from 76% to 80%.
- Development of quality strategic plan, budgets, annual report and monthly financials.
- Pass audit maintaining within 2% of adjusted annual budget.
- Research data dashboard at AGM and shared quarterly
- Governance training, assessment and committee creation.

■ GRANTS & FUNDING

By presenting a unified vision for Silver Star, our community has been able to access funding that was previously unavailable.

As of March 2024, we have applied for dozens of grants totaling over **\$2M**, receiving over \$1.5 million since the association's formation.

These funds support destination development, village animation, infrastructure, stewardship and sustainability.

- Trail funding - **\$230K awarded** (RDNO trail study)
- Destination BC Co-Op - **\$330k over 4 years cooperative marketing**
- Regional transit - **\$25k awarded / \$30k additional this week**
- Events funding - **\$23K awarded/ \$30k pending**
- Destination Development Funding- **\$780K awarded**
- Heritage Canada funding - **\$10K awarded/ \$30k pending**
- Summer Jobs Supports - **\$33k pending**
- Tourism Relief & Growth - **\$200k awarded /\$250k pending**
- Economic Development - **\$100k pending**
- BC Tourism Sustainability Network funding - **\$13K pending**



Photo: Liane Viau

+ LIFT

THE RIGHT HEIGHT FOR
DESTINATION DEVELOPMENT
AT SILVER STAR

Destination Development Plan 2028
Draft v3



DSS Community Focus Gives + Lift

Over 6 months, intense member engagement resulted in over +2,000 data points analyzed and used to develop a community powered approach that will improve local well-being.

■ SURVEYS

- Highest priority based on survey results and engagement work is developing more amenities while preserving the community feel and “special magic” of Silver Star.
- 65-70% of respondents feeling that “a sense of belonging in the community” was most important to them.
- Transportation was another key area: pedestrian routes, maintain/increase shuttle services, and transportation options to Vernon were popular ideas.
- Small town feel and the sense of community key aspects that locals, businesses, and home investors do not want to lose. The strongest and most unique assets to tourism and recreation at Silver Star were identified as its diversity of offerings, natural environment and family friendly atmosphere.
- Respondents added that Silver Star’s proximity to Vernon, YLW, and Kelowna is undersold.



**Destination
Development
Areas of Focus**



Transit Oriented Solutions

Increase accessible mass transportation to and from the resort by studying and advocating for service models that benefit guests, locals, and staff also reducing vehicle-based carbon emissions.

1



Economic Resiliency

Support programs that help improve profitability of locally owned businesses, bringing together Silver Star operators to pursue and scale efficiencies to generate outsized local impacts.

2



Silver Star's Competitiveness

Strengthen destination position and collaborative marketing effort so that Silver Star grows market share of visitors and helps grow summer and shoulder season visitation.

3



Meaningful Reconciliation

Create new partnerships with local Indigenous communities to create win-win solutions that actively increase capacity and improve community well-being.

4



Empowering Community

Nurture a culture of diversity and inclusivity, encouraging opportunities for creativity, fresh perspectives, and understanding while empowering members to take part of making DSS' vision reality.

5



PRIDE
AT THE STAR

FEATURING BANDS

DOWN THE LEES
CAROLE
EMBER AND THE SNAIL
KENNING

DRAG PERFORMERS

PETER PACKER
JOLLY JOY PINOY
DANGEROUS D
OTHER NATURE

IN THE NATC AUDITORIUM
SILVER STAR VILLAGE
118 SHORTT ST. VERNON

SUN MARCH 10TH
FREE! FOR ALL
DOORS AT 2:00



TRANSIT: In-Resort Shuttle Investment, ETSI Study, Pilot Shopping Shuttle

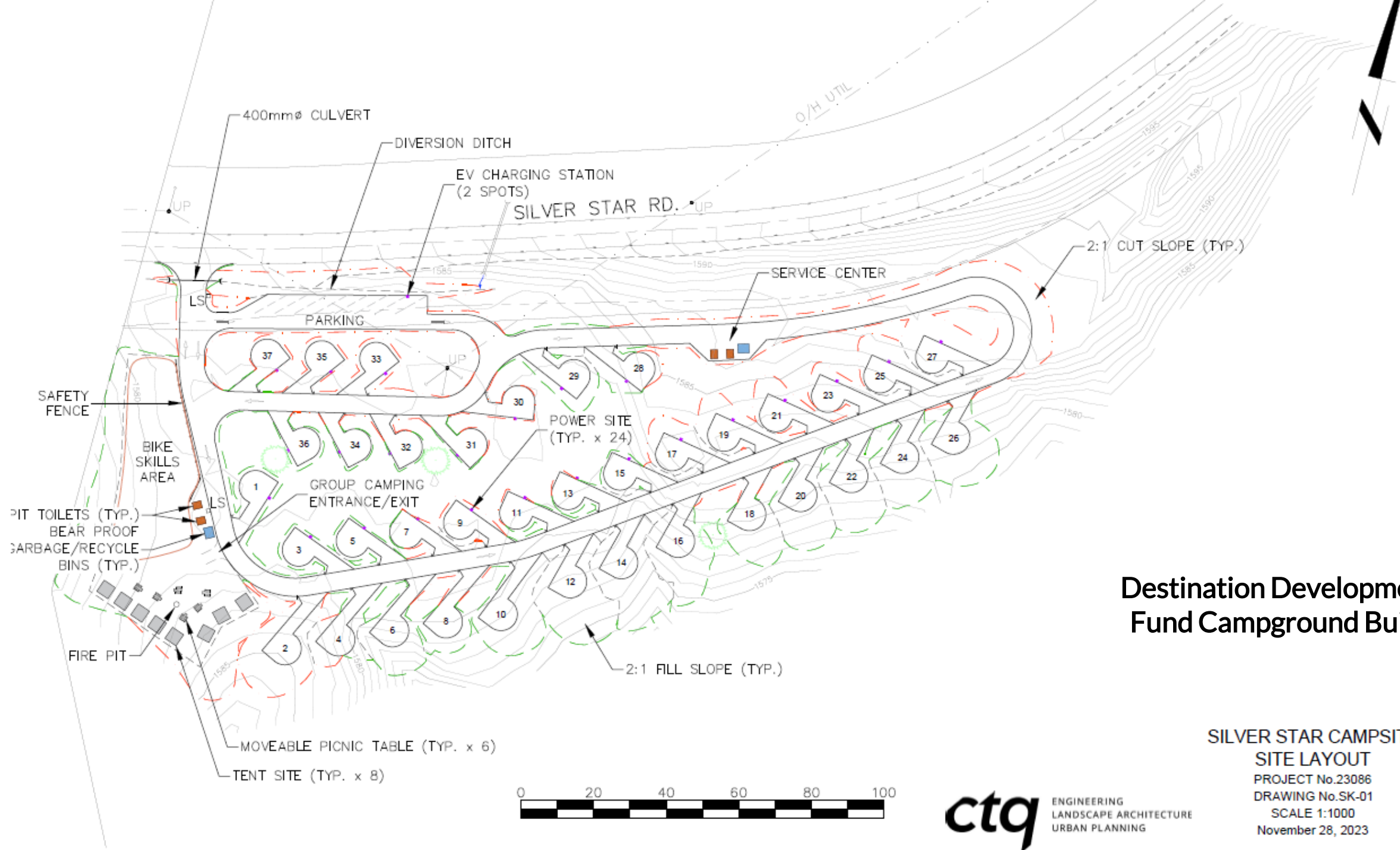
EMPOWERING COMMUNITY: Community Fund \$15k pilot program



Art Bench Beautification Project

#MySilverStarStories





Destination Development Fund Campground Build

SILVER STAR CAMPSITE
SITE LAYOUT
PROJECT No.23086
DRAWING No.SK-01
SCALE 1:1000
November 28, 2023



#1

Deepened the asset bank of photos, video, and blogs to showcase the community through storytelling about Silver Star's unique people, places and businesses.

#2

Celebrated and shared the culture of the Syilx Okanagan people and Silver Star hosting events for the 7 Celebrations and embarking on a partnership Destination BC supported marketing initiative.

#3

Improved research insights with data dashboard, occupancy reports, and brand awareness study.

#4

Increased member engagement through the grant funded destination development project, e-news, events, commercial partner meetings and developed further regional connections (SSPOA mapping project, Thompson Okanagan Tourism Association board, Tourism Vernon Commission, BC Games Board and Legacy Fund, Greater Vernon Trail Working Group, RDNO).

#5

Championed destination stewardship by participating in the BC Community Sustainability Program, executing member surveys and developing an engagement strategy. Secured grant funding in support of the Silver Star Bear Stewardship Trail at Brewer's Pond.

#6

Played a lead role in the Destination BC marketing cooperative to expand awareness of the North Okanagan, encouraging longer stays and higher yields.

#7

Supported resort guest service, hosting an inclusive staff welcome event as a commercial business expo and fostering belonging.

An aerial photograph of a mountain resort in winter. The scene shows a large, snow-covered mountain slope with a ski run visible in the lower left. Numerous evergreen trees are scattered across the landscape. In the middle ground, there are several buildings, including what appears to be a large lodge or hotel complex. The sky is overcast with soft, grey clouds. The overall tone is cool and serene, typical of a winter mountain scene.

OUR
SPRING
YOUR
ADVENTURE

THE NUMBERS

Since our inception in March 2022, we have achieved the following metrics through our robust digital marketing approach:



Media Impressions
37,682,294



Website Visits
402,853



Video Views
1,375,506



Partner Referrals
5,029



Total Email Subscribers
16,517



Travel Media Stories
289



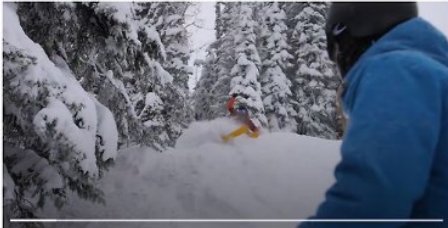
MEDIA COVERAGE

POWDER

Now starring black diamond back side and light flakes

Silver Star Mountain Resort is calling

Powder Matt Mosteller • Oct 3, 2023



POWDER Magazine

powder.com

7.62K 901K 0

TRAVEL

FIND FUN FOR EVERYONE AT SILVER STAR IN VERNON

Resort offers a host of attractions both on and off-slope, writes Mhairri Woodhall.

Vancouver Province

Find winter fun for everyone at silverstar;...

NUVO

SilverStar Mountain Resort

Ski in, chill out.


Writer Mark Sissons

The Telegraph

The world's 10 most charming ski resorts

Where to ski if seeking picturesque villages, chocolate-boncha and romance on the slopes this winter

20 November 2023 - 1:00pm



The Telegraph

The world's 10 most charming ski resorts

DH Listed

CONCERTS EVENTS GUIDE WINTER

EVENTS WINTER GREAT OUTDOORS

From snow to sips: Silver Star kicks off a jam-packed winter of events



Traveller

Silver Star Mountain Resort, Vernon, Canada: The special event that's like Christmas in this hidden Canadian gem

smh.com.au



DBC Cooperative Program

#NorthOkanagan Marketing Campaign Brings Vernon, Silver Star, SilverStar Mountain Resort and OKIB Establish a Competitive Collective Advantage in New Target Markets.

NORTH OKANAGAN WARM LAYERS



Spring Break Deals
at Silver Star!

SAVE NOW →

EXPLORE

SUPER, NATURAL
BRITISH COLUMBIA
CANADA



LOOKING AHEAD



Indigenous Relationship Building

We continue to forge relationships and increase dialogue with Indigenous partners working with them to help increase knowledge of Silver Star's history.



Sustainability Strategy

Biosphere organization, implementing the UN Sustainable Development Goals framework, recognizing tourism as a key driver of economic, social and cultural benefit. DSS is part of the BC Tourism Climate Resiliency Initiative aimed at increasing resiliency.



Destination Development

Extensive work on a Destination Development Framework and partner with the Thompson Okanagan Tourism Association on its 10-year regional tourism strategy, advocating on behalf of the community.



Marketing & Events

Launched 5 campaigns in 2 years, with a focus on storytelling and content, continuously building upon the learnings. Signature events: Opening Summer Fest featuring June 22nd Wine Festival, Beer & Cider Fest, September 7, 2024.





THANK YOU TO THE DSS
BOARD & COMMUNITY!

