



April 3, 2025

Dear valued members,

Destination Silver Star is committed to promoting Silver Star as a premier year-round destination. We focus on creating new experiences, enhancing existing offerings, and driving visitor occupancy through strategic marketing, destination development, and event support. Our strong partnerships with local businesses, organizations, and residents ensure that our initiatives benefit both visitors and the community.

To support members and drive economic growth, we have funded and implemented initiatives that enhance both community and visitor experiences. These efforts include improving infrastructure, sustainability, tourism opportunities, and community engagement. Key initiatives include supporting the in-resort shuttle, developing recycling and compost programs, applying for grant funding for infrastructure projects, completing trail and transit studies, leading the Destination BC North Okanagan Co-operative Marketing Program, investing in events, and enhancing trail infrastructure.

Membership fees, alongside funding via the Municipal and Regional District Tax, grants, and Destination British Columbia's Marketing Co-operative Program, enable these efforts. After maintaining fees at the same level for four years, the Board approved a modest 2.5% increase in membership fees, effective April 1, 2025. This adjustment will allow continued investment in key initiatives to enhance both value to members and visitor experience.

Destination Silver Star remains committed to strengthening the community and ensuring Silver Star remains a premier destination to live, work, and play. For more details, please refer to the [Member Information document](#). Questions regarding this update can be directed to info@destinationsilverstar.com. Thank you for your continued support.

Sincerely,

A handwritten signature in black ink, appearing to read 'Shawn Lee'.

Shawn Lee, Chair

A handwritten signature in black ink, appearing to read 'Cassandra Zerebeski'.

Cassandra Zerebeski, Executive Director