

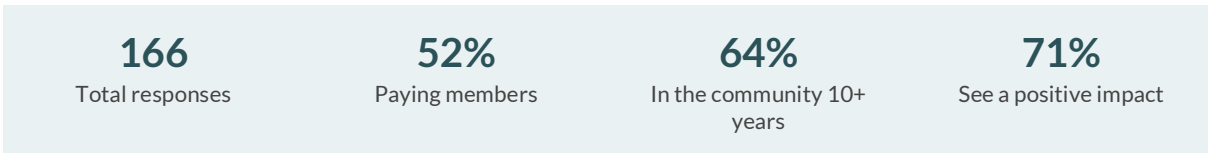
Destination Silver Star

2026 Spring Member Survey

What We Heard: Results Summary

What We Heard: Executive Summary

Destination Silver Star (DSS) invited community members to share their views in the 2026 Spring Member Survey. The survey drew 166 responses, and 134 respondents completed the full set of core questions. This document summarizes what members told us, in their own words and in the numbers, and pulls out the themes that stood out across both the rating questions and the open comment boxes.



The headline

Members are engaged and mostly long-tenured. Nearly two-thirds have been part of the Silver Star community for ten years or more, and most understand how DSS, SilverStar Mountain Resort, and RDNO fit together. Seven in ten respondents believe DSS is having a positive impact, and eight in ten agree the organization strives to be collaborative and inclusive. That said, satisfaction with how DSS spends MRDT (accommodation tax) funds is mixed and skews lower, and willingness to pay a voluntary annual contribution is limited, with just under one in five respondents willing to pay the full suggested amount.

Sense of community and marketing/sales/promotion came out as the top priorities members want DSS to focus on, followed closely by product and experience development. Staffing supports and advocacy efforts ranked as the lowest priorities. When asked which single area to prioritize, more development (restaurants, activities, accommodation) and more year-round visitation were the two most common answers, each chosen by roughly a third of respondents.

On tourism generally, members are broadly positive: most agree tourism is essential to the local economy, creates good jobs, and adds shopping, dining, and entertainment options. Members are more divided on whether tourism increases the cost of living, and most disagree that Silver Star is overcrowded.

Themes from the open-ended comments

Across the four open comment questions and the "other" write-ins, a handful of concerns came up again and again:

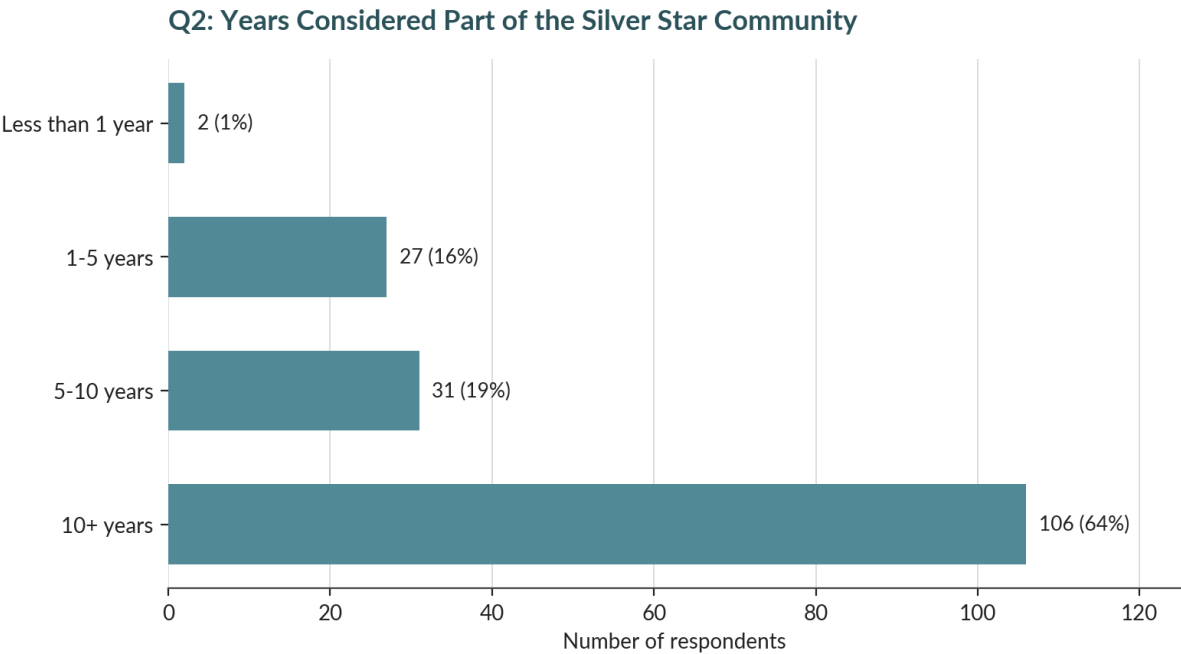
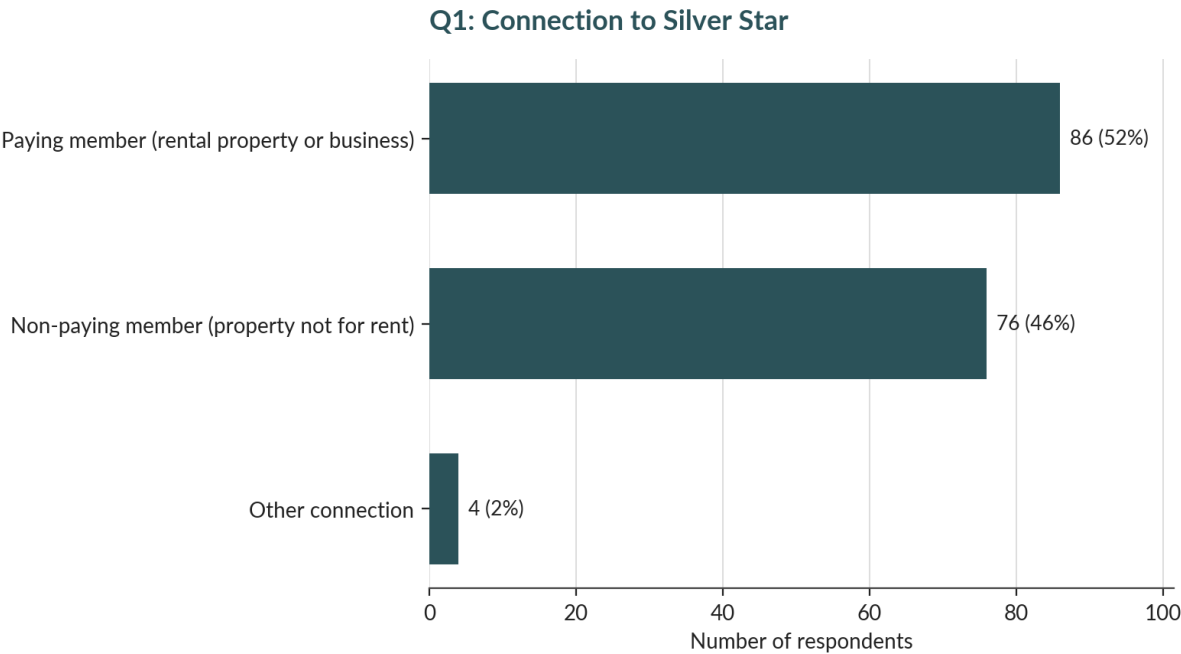
- Climate and wildfire risk was the single most frequently mentioned concern in resort, alongside calls for stronger FireSmart and emergency preparedness planning.

- Transit and shuttle reliability, especially service between Vernon and the resort and shuttle hours in the evening, drew repeated complaints.
- Tax rules and foreign ownership restrictions (the federal foreign buyer ban and short-term rental exemption rules) came up frequently as a source of frustration for property owners.
- Transparency and communication were the most common asks for improving collaboration: members want clearer reporting on how DSS spends money and what it accomplishes.
- A vocal minority questioned the value and purpose of DSS itself, including its mandatory fee structure and its role relative to the resort and RDNO.
- Village vibrancy came up often: empty storefronts and a perceived lack of dining and activity options were a recurring frustration.

Quantitative Findings

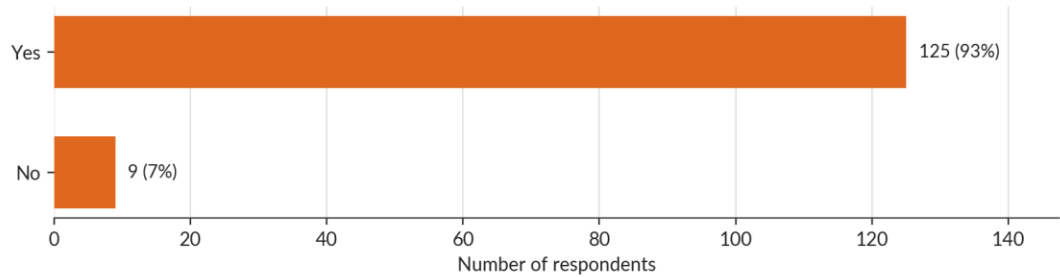
The charts below summarize responses to the closed-ended questions. Percentages are based on the number of respondents who answered each question, which varies because not all 166 respondents completed every question.

Respondent profile

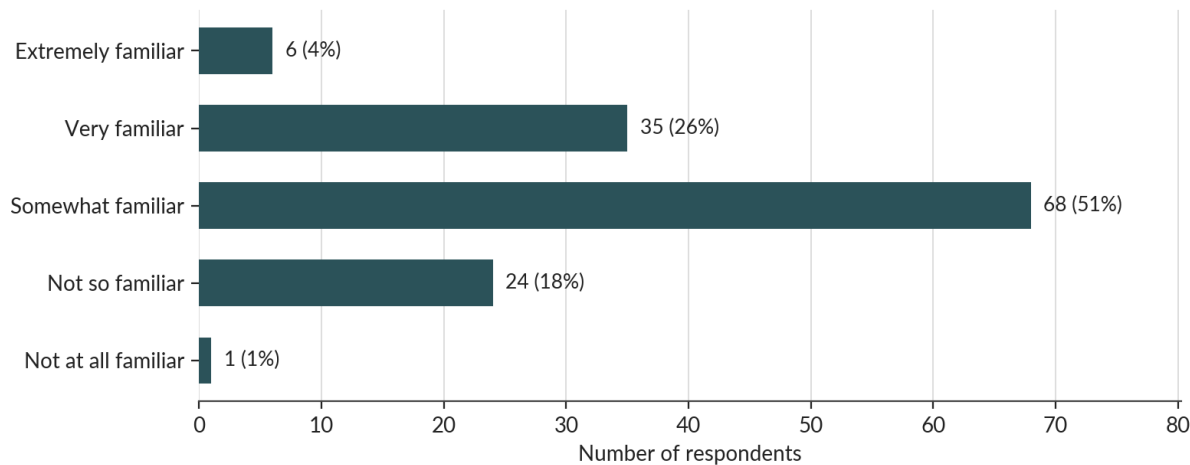


Awareness and understanding of DSS

Q3: Understands the Difference Between DSS, SSMR & RDNO

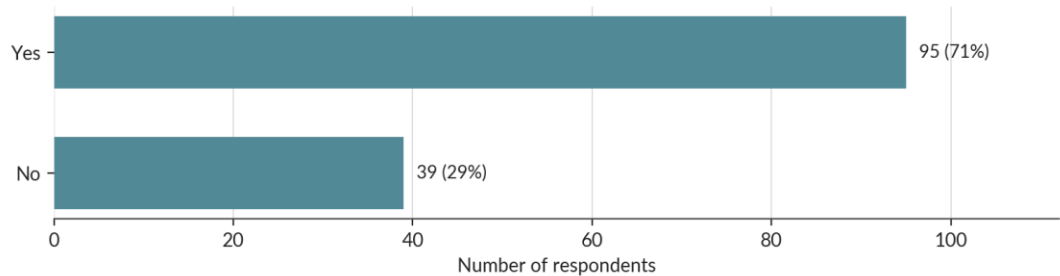


Q4: Familiarity with DSS Destination Management & Marketing Activities

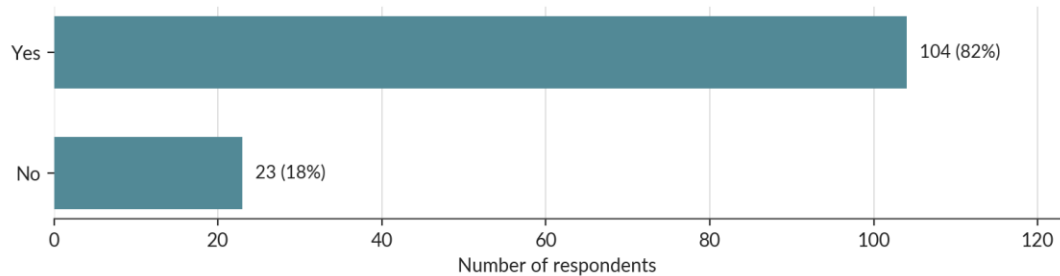


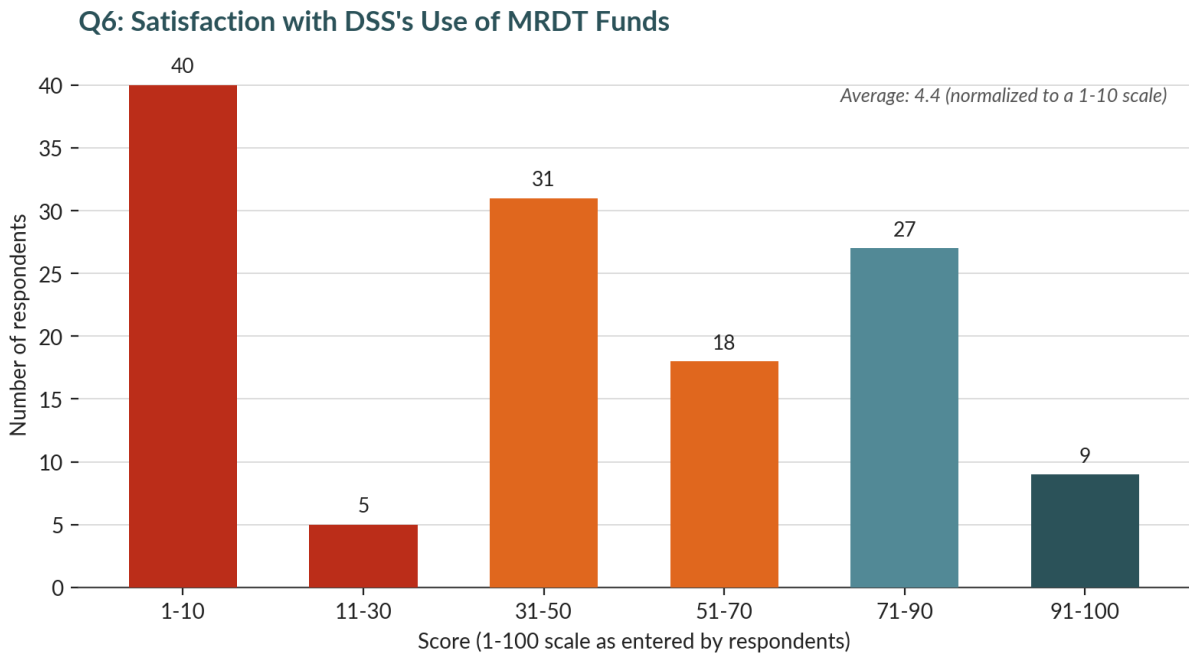
Perceptions of DSS

Q5: Believes DSS Is Having a Positive Impact



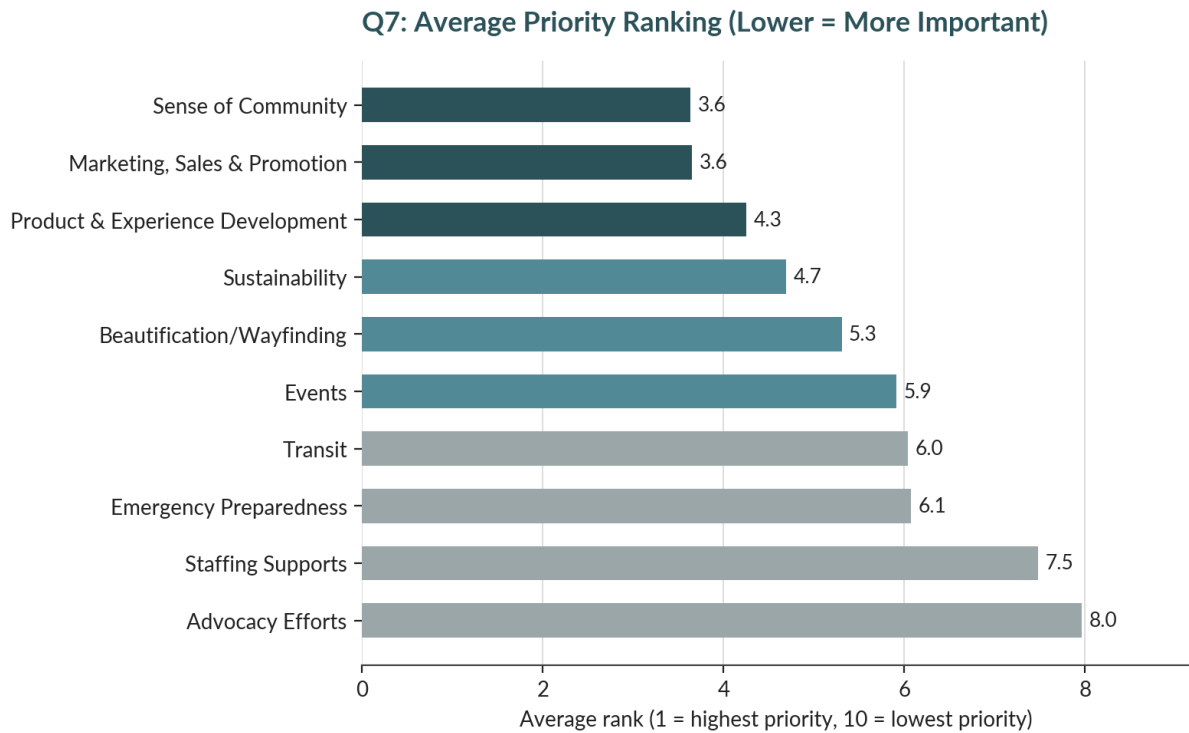
Q13: DSS Strives to Be Collaborative & Inclusive



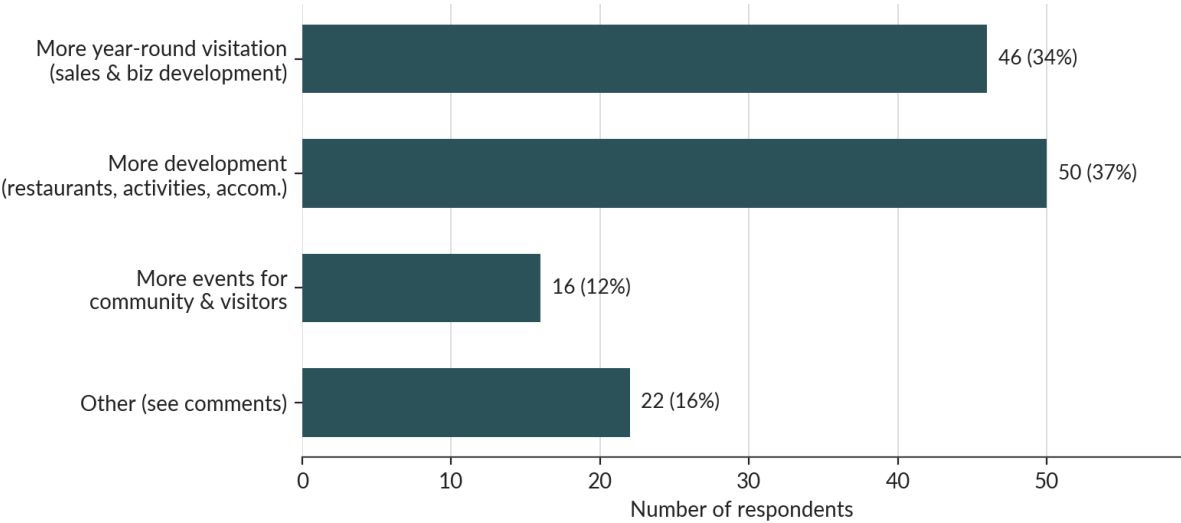


Note: Q6 asked respondents to rate satisfaction on a 1-10 scale, but a number of respondents answered using values up to 100, suggesting some interpreted it as a percentage. Scores are shown here as entered; the average, normalized back to a 1-10 scale, is 4.4, indicating satisfaction skews below the midpoint.

Priorities

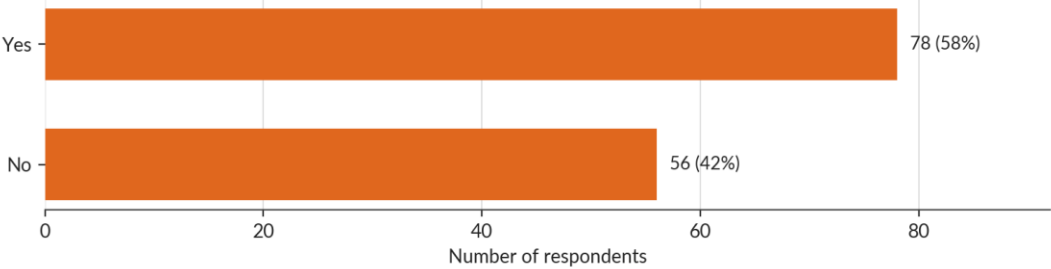


Q8: Top Priority Area Respondents Would Like to See

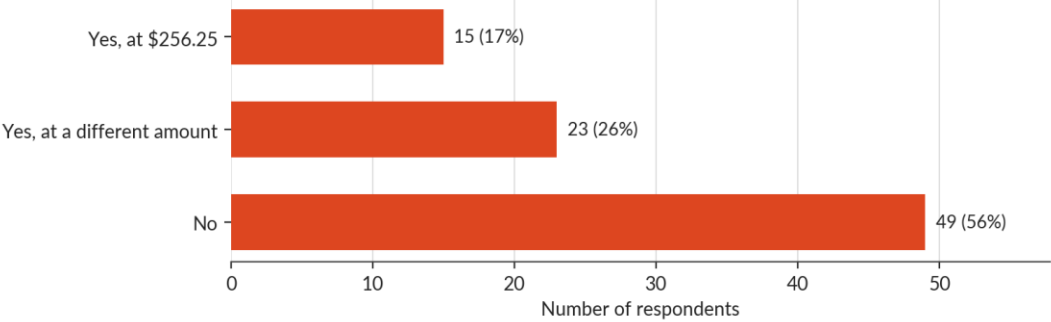


Services and financial contribution

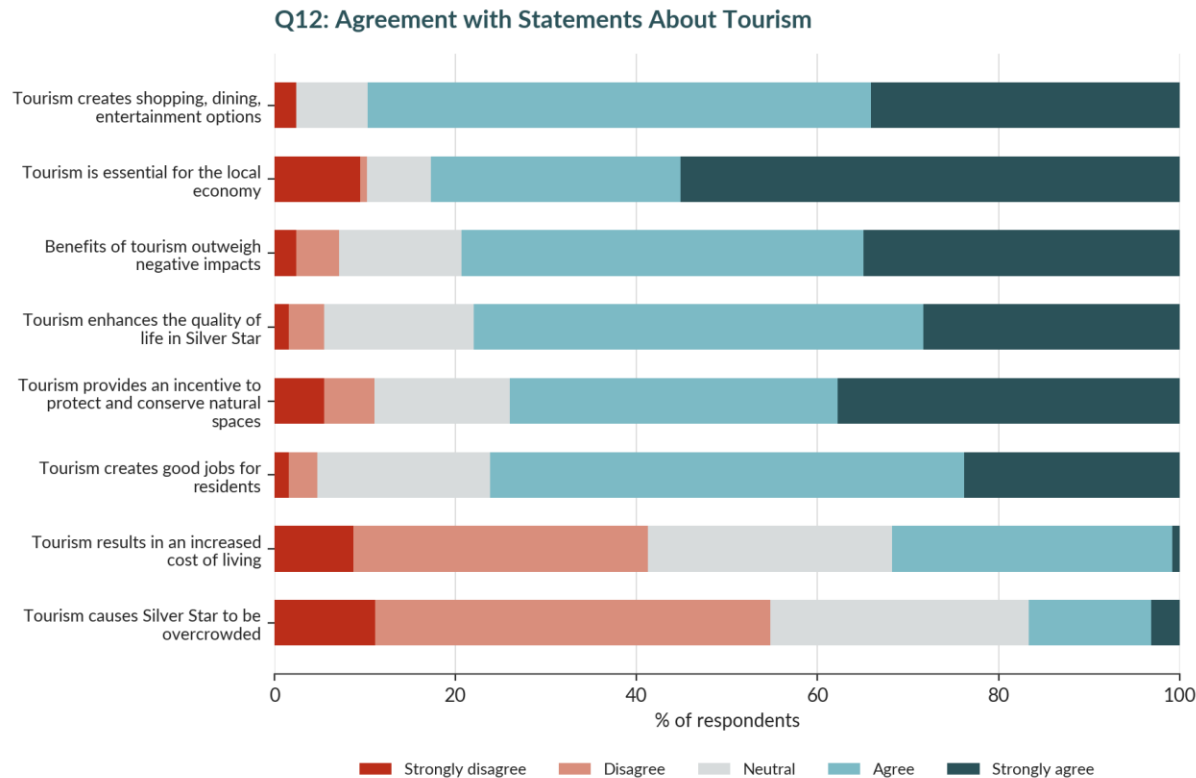
Q9: Uses Community Services Supported by DSS (Shuttle, Recycling/Compost)



Q10: Willing to Become a Contributing Member (\$256.25/yr)



Views on tourism



Open-Ended Question Themes

Four questions invited members to respond in their own words, plus a write-in option on Q8. Rather than reproducing every comment, the themes below reflect what came up most often. Illustrative counts are approximate, since many comments touched on more than one theme.

Q8 (write-in): If there was one area you would like to see prioritized, what would it be?

22 respondents chose "Other" and wrote in a specific priority. The most common write-in themes were:

Village vibrancy and refresh

Several respondents want the existing village kept current, with more restaurants, activities, and reasons to stay after skiing, rather than empty storefronts.

Transit improvements

More frequent or reliable service between the resort and Vernon, and better movement around the mountain itself.

Wayfinding and trail investment

Clearer signage for Nordic, snowshoe, and hiking trails, plus interest in expanding summer hiking and biking options.

Climate and emergency planning

Requests for a clear, communicated wildfire evacuation and emergency access plan.

Q11: What is your greatest area of concern in resort?

127 respondents answered this question. The most common concerns, in rough order of frequency:

Climate change and wildfire risk (~35+ mentions)

By far the most frequently cited concern. Many respondents named wildfire risk specifically and called for continued FireSmart investment and a clear evacuation plan given Silver Star's single road access.

Tax rules and foreign ownership (~15 mentions)

The federal foreign buyer ban and the 28-day occupancy exemption rules for the underused housing tax came up repeatedly, with some owners saying the rules are making ownership less viable.

Transit and shuttle service (~10 mentions)

Concerns focused on limited hours, unreliable service in poor weather, and the lack of a bus connection from Vernon or the Kelowna airport.

Development and community planning

A mix of views: some want more multi-family development (townhouses, condos) instead of single-family homes, while others are wary of over-development changing the resort's character.

Utility costs (Silver Hawk / sewer)

Several respondents flagged sewer and utility fees charged by the private service provider as high or poorly regulated.

Village vacancy and business decline

References to empty storefronts and a sense the village feels "stagnant" or in decline.

Q14: Suggestions for how DSS could improve collaboration and inclusivity

40 respondents answered. Key themes:

More transparency and communication

The most common request: clearer, more regular reporting on how DSS spends money, what it has accomplished, and how decisions are made, beyond the annual AGM.

Skepticism about DSS's value and origins

A meaningful group of respondents questioned whether DSS delivers value relative to its fees, and some described the organization's creation as having lacked community buy-in.

Real dialogue over messaging

Several respondents want genuine two-way engagement rather than communications that they feel gloss over problems.

Concerns about fairness of fees

Comments from owners who do not rent their properties, questioning why they are treated the same as those who do.

Q15: How would you like to be involved in shaping the future of Silver Star?

42 respondents answered. Preferred involvement channels, in order of how often they came up:

Surveys and regular check-ins

The most-cited preference: continue (and ideally repeat annually) member surveys like this one.

Town halls, focus groups, and direct board access

Many want opportunities to engage directly with the board and staff outside of the single annual AGM.

Voting on specific projects or decisions

A number of respondents want a direct vote or referendum on major spending or policy decisions.

Not interested in further involvement

A smaller group indicated they do not wish to be more involved, some citing limited time in the community or trust in the elected board to represent them.

Q16: Any other questions, comments, or concerns?

41 respondents left a final comment. Themes:

Value for money and financial transparency

The most common thread: members want to understand where MRDT and membership funds go, and some feel they are not seeing proportional value.

Village vacancy and business mix

Repeated mentions of empty storefronts and a shrinking range of dining and retail options.

Operational suggestions

Specific requests included more EV charging, improved bear-proof waste management, and extended transfer station hours.

Disagreement with mandatory fees

A small but vocal group opposes the mandatory nature of DSS contributions for rental property owners.

Positive feedback

A number of respondents thanked DSS for its work and expressed support for the organization's direction.

Source: Destination Silver Star 2026 Spring Member Survey (166 total responses; 134 completed core questions). Percentages are rounded and calculated on the number of respondents to each individual question.