

## **ABOUT TOURISM WHISTLER**

### **TOURISM WHISTLER'S PURPOSE**

Tourism Whistler is a not-for-profit, Member based marketing and sales organization, representing more than 7,000 Members who own, manage and operate properties and/ or businesses on Resort Land in Whistler.

The mission of Tourism Whistler is to market and sell Whistler to the world as the year-round mountain resort of choice. To that end, Tourism Whistler is responsible for developing coordinated strategies in the areas of marketing and sales to promote the entire resort and for operating the Whistler Conference Centre, the Whistler Golf Club, the Whistler Visitor Centre as well as Coast Mountain Reservations (1-800-WHISTLER and whistler.com) – Whistler's official source for visitor bookings and information.

### **Key Focus Areas**

- Increase Understanding of Whistler's Competitive Advantage (Research)
- Grow Brand Awareness & Engagement (Marketing)
- Facilitate the Sale (Sales)
- Enhance the Visitor Experience (Operations)
- Grow our Funding & Value in Kind (Partnerships)

### **Strategic Priorities**

- Grow our Funding
- Remove Barriers to Travel
- Grow Destination Markets
- Grow New Segments
- Attract New Events
- Attract Large Groups
- Deliver Innovative & Effective Marketing Campaigns

### **Activities**

- Year round advertising and promotions in key markets
- Market research and competitive intelligence
- Tour operator and meeting planner sales
- World-wide media relations
- Development of marketing tools such as websites and brochures
- Production and facilitation of resort-wide signature events and festivals
- Sponsorship and partnership development
- Operation of the Whistler Conference Centre, Whistler Golf Club, Whistler Visitor Centre and Reservation Centre (1-800-944-7853/whistler.com)

## **WHY ARE PROPERTY OWNERS MEMBERS OF TOURISM WHISTLER?**

In 1979, the Provincial Development Plan called for Whistler to build a tourist resort village. Accommodation developed in prime areas were designated "Resort Lands" under the [Resort Municipality of Whistler Act \(1975\)](#) and many have covenants registered on title to ensure that properties in these prime locations will be available for rent to tourists visiting Whistler.

The Whistler Resort Association (dba Tourism Whistler) was formed to market and promote Whistler, using assessments paid by its Members to support its sales and marketing initiatives. Membership is therefore compulsory for all Owners of property on Resort Land and all Members are required to pay assessments. This principal is set out in the [Association Bylaws](#) to ensure assessment contributions are raised on a fair and equitable basis. In addition, this Membership requirement is registered on title to the property, so all purchasers of property on Resort Land are put on notice of their Membership obligations.

Whistler’s success is based on both its national and international appeal. Its recognition as a world-class resort is the result of strategic and aggressive marketing by Tourism Whistler and its Members and ultimately leads to long term, economic benefits for both residential property owners and the owners of commercial businesses in the resort.

**WHAT ARE ASSESSMENT FEES USED FOR?**

The assessment fees paid by Members of Tourism Whistler are divided into two categories:

**Common fees**

These are costs payable by ALL Members of Tourism Whistler to fund operations related to administration and Member services

**Commercial fees**

These are costs payable by Members who use their properties for commercial purposes or whose property falls under a restrictive covenant requiring the property to be placed in a rental pool

**HOW ARE FEES CALCULATED?**

The assessment fees payable by each Member are based on the combined Common and Commercial unit values of each Member’s property, calculated for 2014 as follows:

**Commercial Costs**

- 1 Bedroom = 2 billing units
- Each commercial unit is \$203.06 + GST per year
- \$203.07 x 2 billing units is \$406.14 + \$20.31 = \$426.45

**Common Costs – before GST**

- 1 Bedroom = 2 billing units
- Each common unit is \$47.99 + GST per year
- \$47.99 x 2 billing units is \$95.98 + \$4.80 = \$100.78

**E.g. #1**

A two bedroom condominium (4 Units) with a sofa bed (2 Units) that is available for nightly/ short-term rental, or designated as Phase 1 Town Centre or Phase 2 Town Centre, would be assessed as follows:

\$203.07/ Unit x 6 Units	\$ 1279.34 including GST
<u>\$47.99/ Unit x 6 Units:</u>	<u>\$ 302.34 including GST</u>
Combined:	\$ 1581.68 including GST

**E.g. #2**

A residential, two bedroom condominium (4 Units) that is used by the Member solely for personal use, or rented to a long-term Whistler resident and which is not subject to a restrictive covenant with rental pool requirements, would be assessed at the common cost rate only, as follows:

\$47.99/ Unit x 4 Units:      \$201.56 including GST

Please note, a living room, den or enclosable loft containing sleeping facilities (i.e. bed or sofa bed) will also be classified as a bedroom (two units). A non-enclosable loft containing a sleeping facility is classified as one unit.

If there has been a renovation to a Member's property resulting in a change in the number of units, a Residential Member Configuration Declaration Form must be submitted by the Member to Tourism Whistler prior to the end of the calendar year in which the renovation took place.

### **Commercial Space**

For commercial space, the assessable square footage is divided by 150 to calculate the number of units and this number is then multiplied by both the common and commercial rates as listed above.

### **TOURISM WHISTLER BOARD OF DIRECTORS**

Tourism Whistler is governed by a 12 member Board of Directors – seven elected and five appointed.

Members of Tourism Whistler are encouraged to participate in the annual Election of Directors. Depending upon their classification and status with respect to outstanding assessments, a Member will be eligible to vote for Director position(s) representing specific Member categories up for election in any given year. Only Members eligible to vote will receive a voting package prior to the Annual General Meeting.

On behalf of its Members, the Board establishes the vision, mission, strategic objectives and priorities for Tourism Whistler, contributes to and approves the annual business plan, approves operating and capital budgets and ensures continued financial viability and the fulfillment of the organization's mission.

#### Elected positions:

- **Director at Large** – The Director at Large is intended to represent all Members and as such, all Members in good standing receive one ballot in the election for this position.
- **Large Single Managed Lodging** – This Director position represents owners on Resort Land where 90% of the units within the property, that comprises more than 500 assessment units, are managed by a single management company. This includes most branded hotels as well as all of the single owned hotels.
- **Small Single Managed Lodging** – This Director position represents owners on Resort Land where 90% of the units within the property, that comprises less than 500 assessment units, are managed by a single management company.
- **Village Multi-Managed Lodging** – This Director position represents owners of Resort Land where less than 90% of the units within the property, that is located in the Village, are managed by a single management company.
- **Benchlands Multi-Managed Lodging** – This Director position represents owners on Resort Land where less than 90% of the units within the property, that is located in the Benchlands, are managed by a single management company.
- **Other Multi-Managed Lodging** – This Director position represents owners on Resort Land where less than 90% of the units within the property, that is located outside the Village and/ or the Benchlands, are managed by a single management company.
- **Commercial** – This Director position represents owners and commercial tenants of commercially zoned property, other than property zoned for lodging, on Resort Land.

### Appointed positions:

## **Tourism Whistler Whistler Blackcomb (2) Resort Municipality of Whistler (2)**

The Board of Directors reflects a breadth of resort experience, ensuring that the interests of a very diverse membership remain central to Tourism Whistler. Members of Tourism Whistler are encouraged to speak with their representatives on the Board, as Member input plays a vital role in the future success of Whistler. Please visit the Member website for a current list of Directs and contact details.

### **ACCOUNTABILITY TO OUR MEMBERS**

Tourism Whistler is accountable to you, our Membership, to show results for your assessment dollars. Your monies are invested in marketing and sales initiatives aimed at achieving our primary objective: increasing overnight visitors to the resort. Our initiatives include brand advertising, group sales, promotional campaigns, events and media relations – all focused on attracting guests to the resort. The whistler.com website and Coast Mountain Reservations (1.800.WHISTLER) provide central reservation service for the resort, ensuring that potential visitors directed to this call-to-action – via our marketing and sales efforts – are given the information and encouragement they need to book their visit to Whistler.

While Member assessment fees account for approximately 70% of our marketing and sales budget, Tourism Whistler also acquires funding through its operations (i.e. Whistler Conference Centre, the Whistler Golf Club and whistler.com) as well as sponsorships and partnerships. To leverage the impact of our Members' assessment dollars and optimize our investments, Tourism Whistler continues to identify and access new funding sources.

As part of our commitment to keeping our Members informed and engaged, up-to-date information about Tourism Whistler's ongoing initiatives and results are provided on the Member website at [www.whistler.com/members](http://www.whistler.com/members). This website represents the primary information resource for Members. The information found on the site includes:

- Monthly Newsletters
- Updates & Advisories (New Developments, Road Closures, Security Alerts, etc.)
- Upcoming Member Events and Business engagement ideas
- Tourism Whistler Contacts
- Online Business Member Directory
- Sales Trip Reports
- Access to Whistler Images for you to use
- Business Plan Summary
- Annual Report
- Calendar of Festivals & Events
- US\$ exchange rate
- Recent media coverage
- Statistical reports including occupancy forecasts

To access the "Members only" content on our website:

- Go to [www.whistler.com/members](http://www.whistler.com/members)
- Click on the Member Login tab and enter your email address and password
- If you have forgotten your password, click on the "Forgot Password" tab and submit your email address and your log in credentials will be emailed to you.
- If you do not already have access, click "Request Access"
- NOTE: to submit a UDF or make a payment, go to [www.whistler.com/assessments](http://www.whistler.com/assessments) - you will need your member number and access code from your statement/ invoice

If you have any questions about permission to access the site, please contact Member Relations at [membercommunications@tourismwhistler.com](mailto:membercommunications@tourismwhistler.com).

Members are also encouraged to sign up to receive regular electronic communications including:

- Bi-weekly e-newsletter: Tourism Whistler Connection
- News releases
- Regular memos and notifications

To receive regular electronic communications, please forward your request to Member Relations at [membercommunications@tourismwhistler.com](mailto:membercommunications@tourismwhistler.com).

For questions regarding your invoice/ statement and fees, please contact Assessments at [assessments@tourismwhistler.com](mailto:assessments@tourismwhistler.com) or call 604.938.2742

## **COMMONLY ASKED QUESTIONS & ANSWERS**

### **What is a restrictive covenant?**

A "restrictive covenant" is a covenant placed on title to a property by the Resort Municipality of Whistler (RMOW) at the time of development which outlines restrictions around usage (rental pool requirements). Resort Land in Whistler with a restrictive title is subject to either a Phase 1 (Town Centre) or Phase 2 covenant.

### **Phase 1 (Town Centre) Covenant:**

States that when not in use by the Owner, the property is required to be placed in a rental pool and made available for rent to the public as vacation accommodation, and the property is located wholly or partially within the area designated as Town Centre.

### **Phase 2 Covenant:**

All units with a Phase 2 covenant are required to be placed in or listed with a rental pool. Owners are allowed to use their units 56 days per year, 28 days during the winter and 28 days during the summer. Individual Phase 2 properties may be more specific about exactly when an Owner is allowed to use his or her unit.

If there is a restrictive covenant on the title of a Member's property within the "Town Centre", as defined by the Bylaws, the property is classified as a Lodging Resort Lot and the Member must contribute to both the Common and Commercial cost centres, even if the Member only uses the property for recreation and does not rent it out to the public as vacation accommodation.

Any Member who owns property that is not located wholly or partially within the Town Centre and who uses the property strictly for non-commercial purposes (i.e. does not make the property available for rent to the public for more than fourteen days per year) can apply on an annual basis to have the property re-classified as a Residential Resort Lot by submitting a Use Declaration Form (UDF) declaring non-commercial usage of the property. If a UDF is not received, it is assumed the property is being used for night/ short term rentals and both common and commercial fees apply.

On the following page is a list of "restrictive covenant" properties. These properties, regardless of usage pay common and commercial assessment fees at all times. They are not eligible for re-classification to the Residential Resort Lot category.

If you are not sure how your property is classified, please contact the Assessments Department at 604.938.2742 or [assessments@tourismwhistler.com](mailto:assessments@tourismwhistler.com) and provide your member number, or strata plan and lot number.

**Resort Land Properties Subject to Restrictive Covenants**

<b><u>Property Name</u></b>	<b><u>Covenant type</u></b>
Adara Hotel	Phase 1 Town Centre
AlpenGlow	Phase 2
Aspens On Blackcomb	Phase 1 Town Centre
Blackcomb Lodge	Phase 2
Blackcomb Professional Building	Phase 1 Town Centre
Clocktower	Phase 2
Coast Blackcomb Suites	Phase 2
Coast Whistler Hotel	Phase 2
Crystal Lodge	Phase 2
Delta Whistler Village Suites	Phase 2
Executive Inn	Phase 2
Fairmont Chateau Whistler	Phase 2
Fitzsimmons	Phase 1 Town Centre
Four Seasons Private Residences	Phase 1 Town Centre
Four Seasons Resort Whistler	Phase 2
Glacier Lodge	Phase 1 Town Centre
Hilton Whistler Resort	Phase 1 Town Centre
Holiday Inn Sunspree	Phase 2
Horstman House	Phase 2
Intrawest Resort club	Phase 1 Town Centre
Le Chamois	Phase 1 Town Centre
Listel Whistler Hotel	Phase 2
Market Pavilion	Phase 1 Town Centre
Marketplace Lodge	Phase 1 Town Centre
Mountainside Lodge	Phase 2
Nancy Greene Lodge	Phase 2
Nita Lake Lodge	Phase 2
Northern Lights	Phase 1 Town Centre
Pan Pacific Lodge Mountainside	Phase 2
Pan Pacific Lodge Village	Phase 2
Pinnacle International Hotel	Phase 2
Rainbow Building	Phase 1 Town Centre
Snoland	Phase 1 Town Centre
St Andrews House	Phase 1 Town Centre
Summit Lodge and Spa	Phase 2
Sundial Boutique Hotel	Phase 2
Tantalus Lodge	Phase 1 Town Centre
Telemark	Phase 1 Town Centre
The Cornerstone Building	Phase 1 Town Centre
The Hearthstone	Phase 1 Town Centre
The Marquise	Phase 1 Town Centre
Twin Peaks	Phase 1 Town Centre
Tyndall Stone Lodge	Phase 1 Town Centre
Village Gatehouse	Phase 2
Wedgeview Centre	Phase 1 Town Centre
Westin Resort and Spa	Phase 2
Whistler Cascade Lodge	Phase 2
Whistler Town Plaza	Phase 1 Town Centre
Whistler Village Ctr	Phase 2
Whistler Village Inn+Suites	Phase 2
Whistlerview	Phase 2
Wildwood Lodge	Phase 1 Town Centre
Windwhistle	Phase 1 Town Centre
Woodrun	Phase 1 Town Centre

**How is bare land assessed?**

Vacant commercial land is assessed \$1,040.40 plus GST annually; land to which a development permit has been issued is assessed \$2,601 plus GST annually; land to which a building permit has been issued is assessed at \$5,202 plus GST annually; Residential bare land is assessed \$52.02 plus GST annually.

**How does the definition of "Town Centre" affect me?**

In 1994, a special resolution was passed by Tourism Whistler, effective January 1, 1995, that changed the definition of "Town Centre" to consist of those lands in the municipality, which are commonly known as the Blackcomb Benchlands (or Upper Village), Whistler Village and Whistler Village North.

Properties located outside the "Town Centre" are assessed according to their use, notwithstanding any restrictive covenant on title. Properties within "Town Centre" take in to account the restrictive covenant on title to determine assessments.

**When is a payment due and interest charged on unpaid accounts?**

Assessments are due on March 31<sup>st</sup> of each year. Any amounts outstanding at April 30<sup>th</sup> will be charged 4% interest and then at the rate of 1% per month. It is the responsibility of each Member to promptly inform Tourism Whistler of any address/ email changes. Interest will not be waived when mail/ email is returned to Tourism Whistler as undeliverable. Post marks are not accepted as 'payment dates' – the payment must be received by Tourism Whistler on or before March 31<sup>st</sup>.

**What are my payment options?**

Tourism Whistler offers several options to remit your payment:

**Monthly Installment Plan (MIP):** Monthly installments are calculated by taking the current balance on a Member's account (usually the current annual fees owing) divided by 12, and processed starting from the last business day of January, **with any remaining balance processed in full on the December payment.** The monthly payments will continue until we receive written notice of cancellation from the Member. A Member must be in good standing in order to enrol in this payment option. If any payment does not go through, then the entire balance of the account becomes payable immediately, and finance charges will be accrued at the rate of 1% per month. Monthly Installments must be drawn from a Canadian bank account.

**Single payment on the due date annually:** the balance of a Member's account is automatically processed in full on March 31<sup>st</sup> of each year.

- Cheque/ post-dated cheque
- Canadian bank account direct debit
- Credit card
- Annual pre-authorized payment plan (PAP)

**Is there a method to avoid interest charges as a result of mail delays to and from destinations abroad, travelling or a change of address?**

The PAP and MIP options are the best methods of payment, however a post-dated cheque for March 31<sup>st</sup> is also recommended for those Members who do not live in Whistler or who constantly travel. Sufficient notice will be provided by Tourism Whistler in the event of any change in fees which may affect the amount of the post-dated cheque.

Another recommendation is Tourism Whistler's Paperless Program, which is available to any Member with email access who prefers to receive Assessment correspondence by email. This ensures that any Members who are travelling or who fail to notify Tourism Whistler of address changes will still receive statements and other important correspondence from Tourism Whistler,

regardless of the Member's physical location (provided, of course, the Member's email address remains valid and in effect). It is the responsibility of each Member to promptly inform Tourism Whistler of any change to the Member's email address. **Interest will accumulate on any amount outstanding greater than 30 days and will not be waived when an email is returned to Tourism Whistler as 'undeliverable'.** You can enroll in the Paperless Program on the Member website or by emailing [assessments@tourismwhistler.com](mailto:assessments@tourismwhistler.com) and Tourism Whistler strongly encourages its Members to take advantage of this convenient and environmentally friendly alternative to regular mail.

### **Why is it necessary to quote account numbers or legal descriptions on all correspondence and calls to Tourism Whistler?**

To ensure Member payments are associated with the correct account and that Tourism Whistler responds quickly to inquiries and correspondence, it is necessary for each Member to quote the Member number or the legal property description on all cheques and letters and when calling the Tourism Whistler office. Reference to these numbers limits confusion and error during administration of Member account activity.

We hope this short summation assists you as a property owner and Member, to better understand the mission and role of Tourism Whistler, and we welcome any questions you may have in this regard. We are all working together to make Whistler Resort the number one year-round destination resort in the world!

### **Assessments Team**

Nikki Barr, Manager, Assessments  
Elisa Linsell, Coordinator, Assessments  
[assessments@tourismwhistler.com](mailto:assessments@tourismwhistler.com)  
604.938.2742  
1.888.681.9884 (F)

### **Member Relations Team**

Mary Ann Collishaw, Manager, Member Relations  
[mcollishaw@tourismwhistler.com](mailto:mcollishaw@tourismwhistler.com)  
604.938.2703

### **Quick Reference:**

- Member Website:  
[www.whistler.com/members](http://www.whistler.com/members)
- Tourism Whistler Bylaws:  
[http://members.whistler.com/downloads/membership/wra\\_bylaws.pdf](http://members.whistler.com/downloads/membership/wra_bylaws.pdf)
- Resort Municipality of Whistler Act:  
[http://www.bclaws.ca/EPLibraries/bclaws\\_new/document/ID/freeside/00\\_96407\\_01](http://www.bclaws.ca/EPLibraries/bclaws_new/document/ID/freeside/00_96407_01)
- Payment Options:  
<http://members.whistler.com/content/membership/info/>
- Important Dates:  
<http://members.whistler.com/content/membership/dates/>
- Member Benefits:  
<http://members.whistler.com/content/membership/benefits/>

**Assessment Fee Structure – 2015**

Properties will be billed either:

- Common Only (Residential Resort Lot);
- or** Common & Commercial (Lodging Resort Lot)

**Common Only**

# of Units (Sleeping Areas)	Common Units Before Tax	5% GST	Total Incl. Tax
1	47.99	2.40	50.39
2	95.98	4.80	100.78
3	143.97	7.20	151.17
4	191.96	9.60	201.56
5	239.95	12.00	251.95
6	287.94	14.40	302.34
7	335.93	16.80	352.73
8	383.92	19.20	403.12
9	431.91	21.60	453.51
10	479.90	24.00	503.90
11	527.89	26.39	554.28
12	575.88	28.79	604.67
13	623.87	31.19	655.06
14	671.86	33.59	705.45

**Common & Commercial**

# of Units (Sleeping Areas)	Common and Commercial Before Tax	5% GST	Total Incl. Tax
1	251.06	12.55	263.61
2	502.12	25.11	527.23
3	753.18	37.66	790.84
4	1004.24	50.21	1054.45
5	1255.30	62.77	1318.07
6	1506.36	75.32	1581.68
7	1757.42	87.87	1845.29
8	2008.48	100.42	2108.91
9	2259.54	112.98	2372.52
10	2510.60	125.53	2636.14
11	2761.66	138.08	2899.74
12	3012.72	150.64	3163.35
13	3263.78	163.19	3426.97
14	3514.84	175.74	3690.58

**1 bedroom = 2 Units (sleeping areas)**

**Studio = 2 Units (sleeping areas)**

**Living Room, den or enclosable loft containing sleeping facilities (ie bed or sofa bed) = 2 Units**

**Non- enclosable loft (open) containing sleeping facilities = 1 Unit**