

## WELCOME TO TOURISM WHISTLER!

Congratulations on your recent purchase of property on Resort Land in Whistler! We're excited to have you join us as a Member of the Whistler Resort Association (doing business as Tourism Whistler) and would like to take this opportunity to explain who we are, and what we do on behalf of our Members.

### **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 or businesses on Resort Land.

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 TELUS Whistler Conference Centre, the Whistler Golf Club, the Whistler Visitor Centres and [tourismwhistler.com](http://tourismwhistler.com), as well as 1-800-WHISTLER and [whistler.com](http://whistler.com) – Whistler's official source for visitor bookings and information.

### **Key focus areas**

- Increase overnight visitors to the resort
- Grow partnerships and funding
- Build tourism initiatives around 2010 Olympic and Paralympic Winter Games
- Increase Member engagement

### **Strategic Priorities**

- Promote value
- Balance portfolio of markets and segments
- Increase brand awareness of Whistler
- Grow group business
- Enhance customer retention
- Optimize whistler.com
- Strengthen resort access
- Grow and attract events

### **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 TELUS Whistler Conference Centre, Whistler Golf Club, Whistler Visitor Centres, [tourismwhistler.com](http://tourismwhistler.com) and Whistler's central reservations (1-800-WHISTLER and [whistler.com](http://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 most 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 to Tourism Whistler are divided into two categories:

1. **Common Cost Centre** - these are costs payable by ALL Members, and are used by Tourism Whistler to fund operations related to administration and Member services.
2. **Commercial Cost Centre** – these are costs payable by Members who use their properties for commercial purposes, or whose property falls under a Restrictive Covenant, and are used by Tourism Whistler to market, promote, and sell Whistler as an international destination.

### **HOW ARE FEES CALCULATED?**

The assessment fee payable by each Member is based on the combined Common and Commercial Unit values of each Member's property, calculated for 2008 as follows:

#### **COMMERCIAL COSTS**

- 1 bedroom = 2 Units
- Each Unit is \$182.51 per year including 5% GST
- \$182.51 x 2 Units = \$365.02

#### **COMMON COSTS**

- 1 bedroom = 2 Units
- Each Unit is \$46.99 per year including 5% GST
- \$46.99 x 2 Units = \$93.98 per year

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

- \$182.51 / Unit x 6 Units = \$1095.06 (Commercial) including 5% GST
- \$46.99 / Unit x 6 Units = \$281.91 (Common) including 5% GST
- \$1095.06 + \$281.94 = **\$1376.97** (Combined) including 5% 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*, would be assessed at the Common Cost rate as follows:  
\$46.99 / Unit x 4 Units = **\$187.94** including 5% GST

**Please note, a living room, den or enclosable loft containing sleeping facilities (i.e. 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 reduction of Units, a Residential Member Use 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.

For commercial space, the useable square footage is divided by 150 to find the number of Units, then Common and Commercial costs centres apply as above.

## **TOURISM WHISTLER BOARD OF DIRECTORS**

Tourism Whistler is governed by a 13-member Board of Directors – seven elected and six appointed.

Members of Tourism Whistler are encouraged to participate in the annual election of Directors. Depending upon their Member 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 on 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 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 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)**  
**Chamber of Commerce – Ex-officio**

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 Directors 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 effective 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 call centre (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 assessments account for approximately 70% of our marketing and sales budget, Tourism Whistler also acquires funding through its operations (i.e. TELUS 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.tourismwhistler.com/members](http://www.tourismwhistler.com/members). This website represents the primary information resource for Members.

All those visiting the site will be provided with general information about ongoing initiatives and results. As an added value to our Members and Affiliates, Tourism Whistler provides "Members only" content, including detailed sales and marketing updates as well as research reports.

To access the "Members only" content:

- Click on the "**Member Login**" tab and enter your email address and password
- If you have forgotten or not yet received your password, click on the "**Forgot Password**" tab and submit your email address; if you are already registered as a user of the website you will receive an automated response with a temporary password.
- Otherwise, if you have problems logging in, please click on the "**Request Access**" tab which will provide you with a [contact form](#); note that given the influx of requests, granting access may take a few business days.

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

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

- Monthly e-newsletter: Tourism Whistler News Update
- Bi-annual update: Tourism Whistler Update to our Community
- Annual Report
- News releases
- Regular memos and notifications

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

## **COMMONLY ASKED QUESTIONS AND ANSWERS**

### ***WHAT IS A RESTRICTIVE COVENANT?***

A "Restrictive Covenant" is a restriction placed on property by the Municipality at the time of development, ***which requires the property to be placed in a rental pool***. Resort Land in Whistler with a restrictive title is subject to either a Phase 1 or Phase 2 Covenant.

**Phase 1 Covenant** - When not in use by the Owner, the property is required to be listed with a rental pool and made available for rent to the public.

**Phase 2 Covenant** - All units with a Phase 2 Covenant are required to be placed 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 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 transient public for more than fourteen days per year.

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 have the property available for rent to the transient public for more than fourteen days per year), is only obligated to pay Common Cost Centre fees. To qualify, the Member must complete a Use Declaration Form (UDF) declaring Non-Commercial usage of the property. Each Member will continue to receive and be required to complete the UDF at the end of every year to declare property usage for the prior year.

**NOTE: Any Member who is eligible for an exemption from commercial fees must complete and return a UDF to Tourism Whistler prior to the end of EACH calendar year to qualify for such exemption; otherwise both common and commercial fees will apply.**

### ***HOW IS BARE LAND ASSESSED?***

Vacant commercial land is assessed \$1,000.00 annually; land to which a development permit has been issued is assessed \$2,500.00 annually; land to which a building permit has been issued is assessed at \$5,000.00 annually; Residential bare land is assessed \$50.00 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 the 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 the Town Centre take into account the Restrictive Covenant on title to determine assessments.

### ***WHEN IS PAYMENT DUE AND INTEREST CHARGED ON UNPAID ACCOUNTS?***

Assessments are due on June 30th of each year. Any amounts outstanding after the due date will be charged 6% interest, with 1% interest accruing monthly thereafter. It is the responsibility of each Member to promptly inform Tourism Whistler of any address changes. ***Interest will not be waived when mail is returned to Tourism Whistler with "forwarding address unknown"***.

The following payment options are currently available to each Member:

- Post-dated cheque/s
- Canadian bank account Direct Debit
- Credit Card
- Pre-authorized Pre-payment Plan (PAPP)\*

\* Members with a valid credit card or a Canadian dollar bank account in a Canadian bank branch may take advantage of our PAPP, and elect to make automatic payments as follows:

**Monthly pre-payment instalments:** monthly instalments are processed from the last day of the month in which we receive the PAPP application from a Member, until June, with any remaining balance automatically paid in full on June 30<sup>th</sup> of each year. The monthly pre-payments will continue until we receive written notice of cancellation from the Member.

**Single payment on the due date annually:** the balance of a Member's account is automatically paid in full on June 30<sup>th</sup> of each year.

***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 PAPP is the best method of payment, however, a post-dated cheque for June 30<sup>th</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 Member Assessment and Communications correspondence electronically. 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, despite 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."*** The Paperless Program Enrollment Form is included in each Member's Welcome Package, and Tourism Whistler urges 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 (Customer ID) 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!

## Whistler Resort Association dba Tourism Whistler Assessment Fee Structure (Yearly)

**2008**

# of Units (Sleeping Areas)	Common @ 44.74822 Before 5% GST	Commercial @ 173.8211 Before 5% GST	Combined Common & Commercial
	Per unit incl. 5% GST	Per unit incl. 5% GST	
2	93.97	365.02	459.00
3	140.96	547.54	688.49
4	187.94	730.05	917.99
5	234.93	912.56	1147.49
6	281.91	1095.07	1376.99
7	328.90	1277.58	1606.48
8	375.89	1460.10	1835.98
9	422.87	1642.61	2065.48
10	469.86	1825.12	2294.98
11	516.84	2007.63	2524.48
12	563.83	2190.15	2753.97
13	610.81	2372.66	2983.47
14	657.80	2555.17	3212.97

- 1 Bedroom = 2 Units (Sleeping Areas)
- Living room, den or enclosable loft containing sleeping facilities (i.e. sofa bed) = 2 Units
- Non enclosable loft containing sleeping facilities (i.e. sofa bed) = 1 Unit
- Includes 5% GST