

## ABOUT TOURISM WHISTLER

Tourism Whistler is a not-for-profit, Member based marketing and sales organization, representing more than 8,000 Members who own, manage and operate properties and/ or businesses on Resort Land in Whistler.

### **Purpose**

To market and sell Whistler to the world as the year-round mountain resort of choice.

### **Mission**

To inspire the world to experience and share Whistler again and again.

### **Vision**

To be the world's most recognized, visited and valued four-season, sustainable, mountain destination.

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 Whistler.com Systems Inc. (1.800.944.7853 and whistler.com) – Whistler's official source for visitor bookings and information.

### **Overall Strategic Priorities – 2019**

1. Grow shoulder season
2. Re-engage regional market

### **Strategies – 2019**

1. Partnerships
2. Research
3. Brand Awareness and Engagement
4. Events
5. Sales
6. Visitor Experience
7. Member and Stakeholder Engagement
8. Attraction and Retention
9. Organization Productivity

For more information on the Business Plan please visit the [Business Plan Page](#) on our Member site.

## **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 principle 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 notified 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 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.

## 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 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)  
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 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 Whistler.com Systems Inc. (1.800.944.7853) provide a 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 55% 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 municipal regional district tax (MRDT) contributions, 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.

## WHAT ARE ASSESSMENT FEES USED FOR?

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

### Common Fees

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

### Commercial Fees

These are fees payable (in addition to the Common fees) by Members who use their properties for commercial purposes or whose property falls under a Phase 2 restrictive rental pool covenant, or a Phase 1 restrictive rental pool covenant *and* located in the area designated as 'Town Centre'. ([Property Designations Guide](#))

## 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. A Member will pay either Common and Commercial fees or Common fees only depending on their property designation and location. Fees for 2019 are calculated as follows:

### COMMON FEES

Paid by ALL Members and used to fund operations related to administration and Member services.

- 1 Bedroom = 2 billing units
- Each common unit is \$50.93 + GST per year
- \$50.93 x 2 billing units is \$101.86 + \$5.09 = \$106.95

### COMMERCIAL FEES

This portion of the fees is used to market, promote and sell Whistler.

Commercial fees are **added** to the common fees for all Members who use their properties for commercial purposes (i.e. a Commercial Space, or have the property available for nightly/short-term rentals as Tourist Accommodation for more than 14 nights cumulatively in a calendar year), and/or whose property falls under a Phase 2 covenant, or whose property falls under a Phase 1 covenant and is located in the "Town Centre".

- 1 Bedroom = 2 billing units
- Each commercial unit is \$215.51 + GST per year
- \$215.51 x 2 billing units is \$431.02 + \$21.55 = \$452.57

Members that rent their property to Whistler Residents either seasonally or on a long term basis *may* be exempt from Commercial Fees, depending on the covenant and/or location of their property. For more information on covenants and property designations, see below.

**E.g. #1 – Lodging Resort Lot**

A two-bedroom condominium (4 billing units) with a sofa bed (2 billing units) that is available for nightly/ short-term rental or designated as Phase 1 Town Centre or Phase 2:

\$50.93 per unit x 6 units:	\$ 320.86 including GST (COMMON PORTION)
<u>\$215.51 per unit x 6 units</u>	<u>\$ 1,357.71 including GST (COMMERCIAL PORTION)</u>
Total:	\$ 1,678.57 including GST

**E.g. #2 – Residential Resort Lot**

A residential, two-bedroom condominium (4 billing 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 Phase 2 covenant, or to a Phase 1 covenant within the Town Centre; would be assessed at the common cost rate only (after UDF submission), as follows:

\$50.93 per unit x 4 units:	\$213.91 including GST (COMMON PORTION ONLY)
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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 billing units). A non-enclosable loft containing a sleeping facility is classified as one billing unit.

If there has been a renovation to a Member’s property resulting in a change in the number of billing units, a Residential Member Configuration Form (available to members) 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 billing units; and this number is then multiplied by both the common and commercial rates as listed above. For example if the assessable square footage is 720 sq. ft., the number of billing units would be 4.8.

\$50.93 per unit x 4.8 units:	\$ 256.69 including GST (COMMON PORTION)
<u>\$215.51 per unit x 4.8 units:</u>	<u>\$1,086.17 including GST (COMMERCIAL PORTION)</u>
Total:	\$1,342.86 including GST

## RESTRICTIVE COVENANT QUESTIONS

### 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 or Phase 2 covenant.

#### Phase 1 Covenant:

The 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 tourist accommodation.

#### 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.

### How do Covenants Affect Assessments?

If there is a restrictive covenant on the title of a Member's property that is located within the "Town Centre," as defined by the RMOW Act and the Tourism Whistler 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 tourist 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 14 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 (the UDF form is available to members). 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 properties that will be assessed as Lodging Resort Lots at all times due to the restrictive covenant and/ or location within the "Town Centre". 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.

Properties with a Phase 2 covenant are always assessed as a Lodging Resort Lot due to the restricted number of days that the owner is allowed to use the property.

### 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 within "Town Centre" with restrictive covenants are defined in the Tourism Whistler Bylaws as Lodging Resort Lot and assessed accordingly. See page below for a list of restrictive covenant properties that are assessed as Lodging Resort Lots at all times.

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. You can also [use the online Property ID Lookup Tool](#) to see if the property is on Resort Land.

We have also created a guide showing the Tourism Whistler property designations, showing which property types are UDF eligible. [View the Property Designation Guide on our Member site.](#)

**Resort Land Properties with Restrictive Covenants Assessed as Lodging Resort Lots**

*Below is a list of properties that will be assessed as a Lodging Resort Lot at all times.*

*All Phase 1 Properties located in the area designated as Town Centre in the Tourism Whistler Bylaws, and all Phase 2 properties, will be assessed as Lodging Resort Lot at all times regardless of the usage of the property.*

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

*All information above correct at time of publication, but is subject to verification by reviewing the title of the property in question*

## BARE LAND FEES

Single Family Home & Duplex Rate: \$55.21 plus GST

For vacant land that is not single family home (SFH) or duplex, the rates are as follows:

- That has not received a development permit: \$1,103.77 plus GST
- That has received a development permit: \$2,760.47 plus GST
- That has received a building permit: \$5,520.94 plus GST

When a property envelope is completed, the owner must inform Tourism Whistler of the date, and the configuration of the property so that it can be reassessed in accordance with the bylaws.

## PAYMENT DEADLINE

Assessments are due by March 31<sup>st</sup> of each year. Any amounts outstanding on April 30<sup>th</sup> will be charged a 4% penalty (representing 1% per month for January to April), and then charged interest at the rate of 1% per month. Members on the Monthly Installment Plan are not charged interest as long as their payments are up to date.

## PAYMENT OPTIONS

Tourism Whistler offers several options to remit your payment - to enroll, verify or update your payment information, please visit [www.whistler.com/assessments](http://www.whistler.com/assessments) and log in with your Member number and access code, located your invoice.

### 1. Monthly Installment Plan

Split your annual fees into **10 equal monthly payments**, at no additional cost, by enrolling in our Monthly Installment Plan. This monthly payment option is available as an automated, pre-authorized plan through your Canadian bank account only.

#### **The deadline to sign up for Monthly Installments for 2019 is February 27, 2019.**

*\*If you were already on the Monthly Installment Plan, your enrollment will be continued (as indicated on your invoice). Please ensure your banking information has not changed by logging in to your account.*

The balance on your account at February 28, 2019 will be split into **10 equal amounts** which will be processed on the last business day of every month from February – November. In order to enroll in the Monthly Installment Plan, your account must be in good standing.

**NOTE Residential Resort Lot Members:** Until your Use Declaration Form (UDF) is submitted, both common and commercial fees will remain outstanding on your account. This means that if you have not submitted your UDF by the time the first installment is processed at the end of February, it will be calculated at the Lodging Resort Lot rate. If you subsequently submit your UDF, we will recalculate your installments for the rest of the year. UDF submissions after March 31 may be subject to administration fees.

If you sign up for Monthly Installments after February 28<sup>th</sup>, we may calculate a 'catch-up' payment for the first month you enroll, with equal payments for the following months.

### 2. Annual Pre-Authorized Payment Plan

Pay automatically once a year, on the last business day of March, from your Canadian bank account or by credit card. Enroll online by logging in to your account.



### 3. Cheque

Mail a cheque payable to Tourism Whistler to 4010 Whistler Way, Whistler, BC V8E 1J2. Please write your Member number on the front of the cheque. Cheques must be mailed in time to arrive by the deadline, so ensure plenty of time if mailing from outside Canada.

### 4. Online Banking

Using your own online Canadian banking payment tool, add 'Tourism Whistler' as a payee and use your Member number as the account number. Tourism Whistler may be listed as either Whistler Resort Association or Tourism Whistler on the payee list at your bank. (Be careful not to mix us up with the Resort Municipality of Whistler – that is for your Property Taxes, and if you make a payment to them by mistake, we will not receive your payment.)

Assessments are due on March 31<sup>st</sup> of each year. Any amounts outstanding at April 30<sup>th</sup> will be charged a 4% late payment penalty and then charged interest at the rate of 1% per month unless you are participating in the Monthly Installment Plan.

We welcome your questions and comments at any time:

#### Assessments Team

Ashley Rider, Manager, Assessments  
Laura Windale, Coordinator, Assessments  
[assessments@tourismwhistler.com](mailto:assessments@tourismwhistler.com)  
604.938.2742  
1.888.681.9884 (toll-free fax)

#### Member Relations Team

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

## MEMBER SITE

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.)
- 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 incl. 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 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 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 Member e-newsletters
- News releases
- Regular memos and notifications

## QUICK REFERENCE

- Member Website:  
[www.whistler.com/members](http://www.whistler.com/members)
- Tourism Whistler Bylaws:  
<http://members.whistler.com/documents-public/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, Key Dates, Member Benefits & other important Member information:  
<https://members.whistler.com/membership/>

For the 2019 Fees see the next page.

## ASSESSMENT FEE STRUCTURE - 2019

Members pay **either**:

Common Only (Residential Resort Lot);

**Or** Common & Commercial (Lodging Resort Lot)

If eligible, a Use Declaration Form (UDF) MUST be completed each year to apply for Residential Resort Lot status (Common Only).

### Common Only

# of Units (Sleeping Areas)	Common Units Before Tax	5% GST	Total Incl. Tax
1	\$50.93	\$2.55	\$53.48
2	\$101.86	\$5.09	\$106.95
3	\$152.79	\$7.64	\$160.43
4	\$203.72	\$10.19	\$213.91
5	\$254.65	\$12.73	\$267.38
6	\$305.58	\$15.28	\$320.86
7	\$356.51	\$17.83	\$374.34
8	\$407.44	\$20.37	\$427.81
9	\$458.37	\$22.92	\$481.29
10	\$509.30	\$25.47	\$534.77
11	\$560.23	\$28.01	\$588.24
12	\$611.16	\$30.56	\$641.72
13	\$662.09	\$33.10	\$695.19
14	\$713.02	\$35.65	\$748.67

### Common & Commercial

# of Units (Sleeping Areas)	Common and Commercial before Tax	5% GST	Common and Commercial Including Tax
1	\$266.44	\$13.33	\$279.77
2	\$532.88	\$26.64	\$559.52
3	\$799.32	\$39.97	\$839.29
4	\$1,065.80	\$53.29	\$1,119.05
5	\$1,332.20	\$66.61	\$1,398.81
6	\$1,598.64	\$79.93	\$1,678.57
7	\$1,865.08	\$93.26	\$1,958.34
8	\$2,131.52	\$106.57	\$2,238.09
9	\$2,397.96	\$119.90	\$2,517.86
10	\$2,664.40	\$133.23	\$2,797.63
11	\$2,930.84	\$146.54	\$3,077.38
12	\$3,197.28	\$159.87	\$3,357.15
13	\$3,463.72	\$173.18	\$3,636.90
14	\$3,730.16	\$186.51	\$3,916.67

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

Bare Land (SFH): \$55.21+ \$2.76 GST = \$57.97

## USE DECLARATION FORMS (UDF)

Use Declaration Forms (UDF) must be completed each year, to be submitted before March 31 in order to qualify for the Residential Resort Lot Rate (Common Fees only). If a UDF is not completed, then the Lodging Resort Lot Rate (Common & Commercial Fees) is due by March 31. Eligible Members should complete the UDF online, at [www.whistler.com/assessments](http://www.whistler.com/assessments), using their Member number and Electronic Access Code (both found on their invoice) to log in.

If you are eligible to apply for the Residential Resort Lot rate via UDF submission, your invoice will include two columns. Column A shows the Lodging Resort Lot rate (Common & Commercial), and Column B shows the Residential Resort Lot rate (Common Only). If your invoice shows only one column, you are either not eligible to submit a UDF or it is not required for your property type.

Interest is charged on all unpaid accounts, including on the commercial fees even if a UDF is submitted later. **Not all properties are eligible to complete a UDF** – your invoice will show you whether or not you are eligible.