

Hemlock Valley Resort Association

Presentation to FVRD
December 11th, 2025



**HEMLOCK
VALLEY**
RESORT ASSOCIATION

What are Resort Associations



Why a Resort Association?

- It's a community builder:
 - Provides strong, coordinated voice for its members
 - Is a legal entity to access grants and funding for community improvements
 - Allows homeowners, businesses and the Resort Operator to work together for mutual benefit to build the community



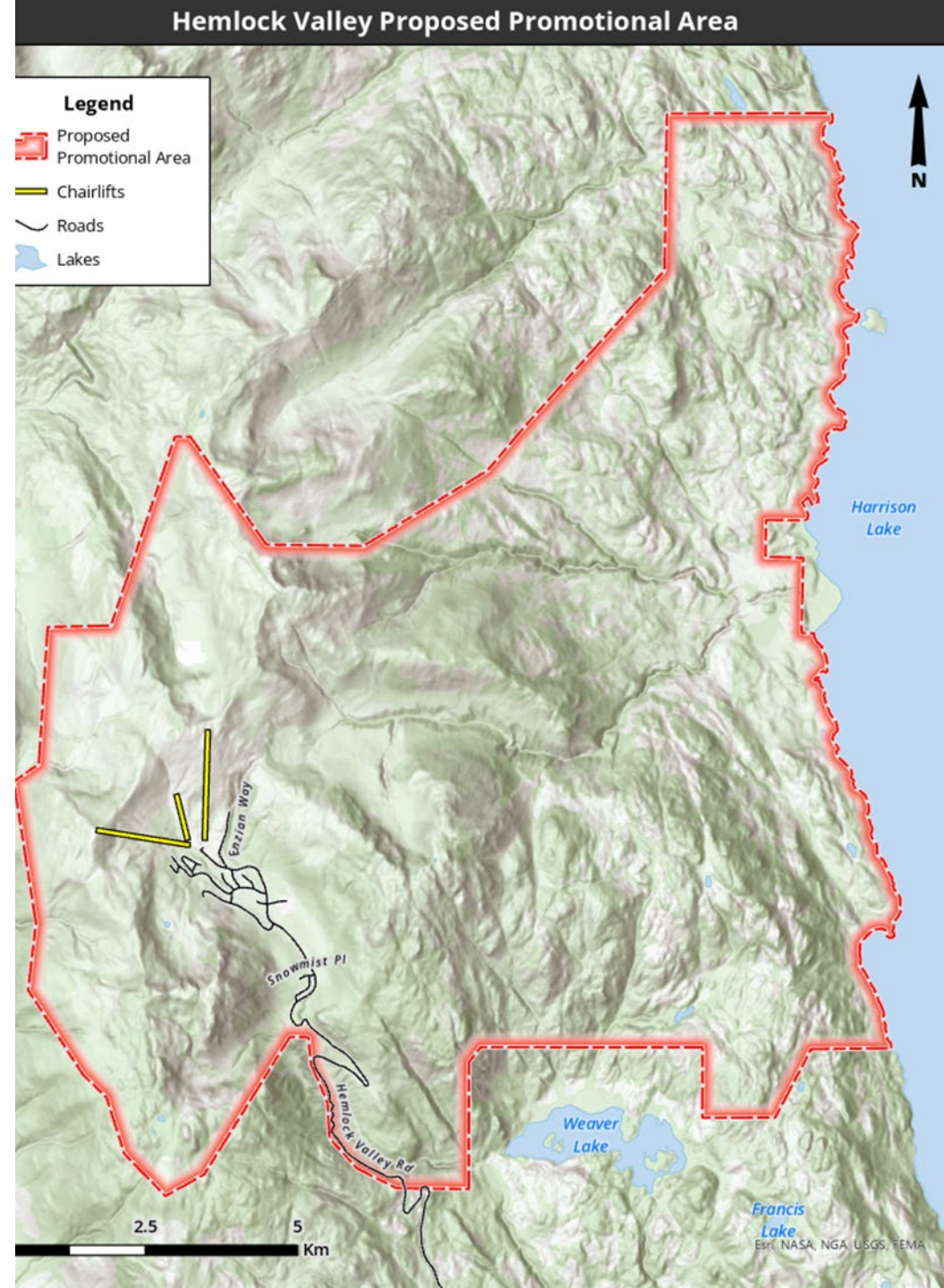
Why create a Resort Association

- Creates long term sustainable funding for destination management and marketing
- Creation of Non-Profit Society makes it eligible for grants
- Very attractive to investors
- Can Receive Hotel Tax (MRDT)
- Provide Value Added Services to Home Owners and Business
- Increase in value of properties
- Enhance the level of activity in the resort to make it more attractive to live or visit
- Signals intent and commitment to tourism development to the Provincial Government
- Lobby for Infrastructure improvements



How do Resort Associations Work?

- A legal entity established under the *BC Resort Associations Act*
- A registered non-profit society under the *BC Societies Act*
- Registered on title of all lots within a designated promotion area
- Homeowners, businesses, Resort Operator pay annual fees that the Resort Association uses to access matching funding and make community improvements
- Fees can be established in a variety of ways in Bylaws
- Board composition set out in Bylaws
- For a resort association to be established, landowner petition must be approved by at least 50% of all lot owners and be at least 50% of total assessed land values

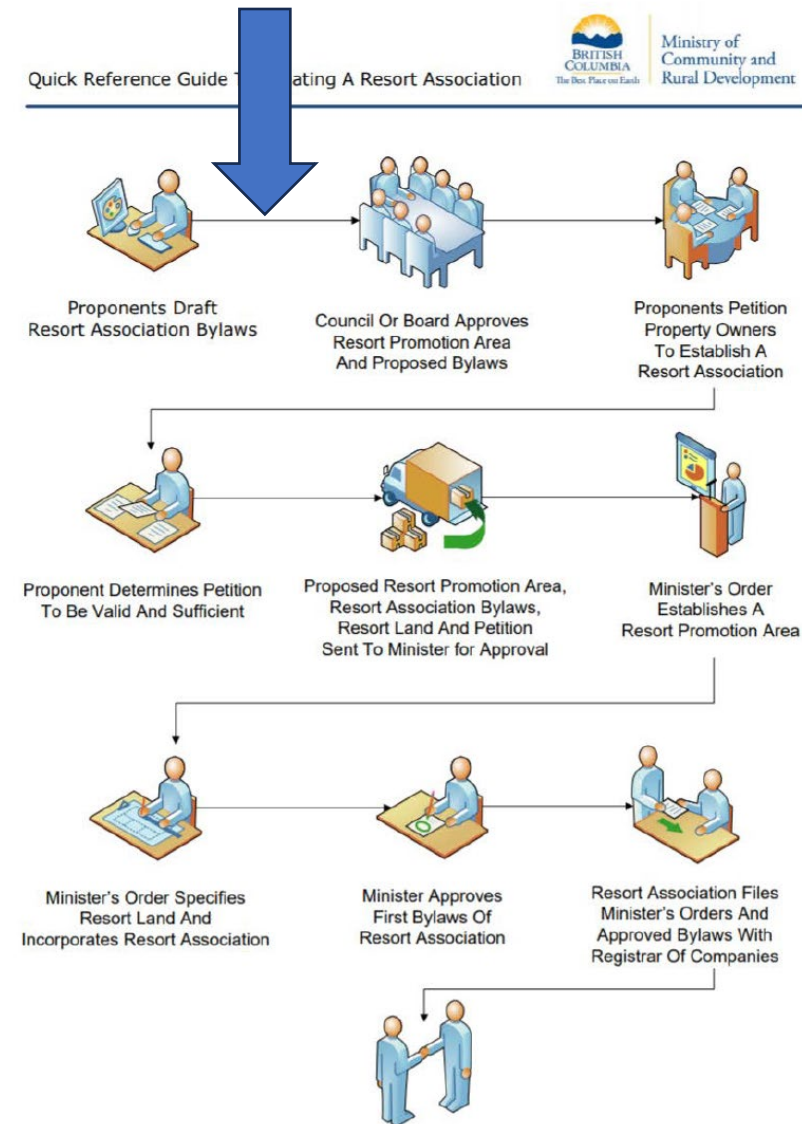


What can the Resort Association funds be used for?

- Marketing
- Destination Management
- Transportation
 - In resort shuttle
 - Airport or other transportation
- Create and Maintain Trails
- Own and/or run facilities that don't necessarily make a profit
 - Conference Centres
 - Swimming Pools
 - Visitor Centres
- Events
- Signage and wayfinding
- Parks



The process for establishment of a Resort Association



Steering committee members

Ken Howsam	Deputy Chief, Hemlock Valley Volunteer Fire Department
Adam Perry	Hemlock Hollow
Jeff Murphy	Hemlock Valley Trails Society
Jason Vance	Hemlock Valley Homeowners Association
Brad Giddens	Sasquatch Mountain Resort
Kate Holley	Sasquatch Mountain Ski Club
Terry Pratt	Berezan Hospitality
Kelsey Charlie	Sts'ailes
Angelika Vance	Homeowner



Sts'ailes



Summary of Our process to date

- Creation of original draft bylaws
- Creation of website:
 - 613 sessions
 - 362 unique visitors
- Engagement events:
 - July 14 online.....52 attendees
 - August 11 online.....42 attendees
 - August 23 in Resort.....37 attendees
 - November 6 online.....20 attendees
- 4 E-blasts to over 350 contacts
 - Over 70% average open rate
- Ongoing 1:1 conversations with homeowners and HVHA
- Revised Bylaws based on substantial community input



PURPOSE







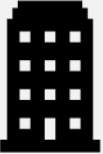





The Hemlock Valley Resort Association (HVRA) is a **community-driven** organization committed to enhancing the quality of life for residents and visitors, guiding sustainable development that reflects and respects the area's natural beauty and rich history, and protecting the future of the Resort Area for generations to come.

Programs and/or services may be provided by the HVRA:

- community area developments and maintenance;
- special event planning and execution;
- visitor information services;
- signage;
- advocating for the resort community;
- communications;
- research; and
- marketing and sales.

BOARD STRUCTURE & ASSESSMENTS



	Core Structure			As Community Grows	
	 Resort Operator	 Homeowners	 Sts'ailes	 Commercial	 Hotel Lodging
Board Seats				 <i>Vote to add once there are at least 4 Commercial members</i>	 <i>Vote to add once there is at least 1 with 50+ units</i>
Annual Fees	Equal to 25% of the Homeowner membership fees <i>(minimum \$22,000)</i> Covers resort & residential lots holdings.	Empty lot = \$100 No ST rental = \$200 Short-term (ST) rental: 1 toilet = \$350 2 toilets = \$500 3 toilets = \$650 4+ toilets = \$800	-	Lot Owner <i>(based on bldg sqft)</i> : 0 – 799 = \$800 800 – 1,399 = \$950 1,400 – 1,999 = \$1,100 2,000 – 2,499 = \$1,250 2,500+ = \$1,400 Occupier = \$750* Non-Resident = \$500*	Per rental unit: 1 toilet = \$350 2 toilets = \$500 3 toilets = \$650 4+ toilets = \$800

Why a Hemlock Valley Resort Association?



A strong coordinated voice for all interests at Hemlock Valley and SMR



The ability to make real change for the benefit of the community no matter who the Resort Operator is



MRDT funding collected at Hemlock Valley will fully benefit Hemlock Valley community

Questions?

