

## **Recap of Upcoming Events & Highlights from June Summit**

### **A look back on May:**

- May Long Weekend: Increased activity was noted, partially due to overflow from Kamloops soccer tournaments. There is potential to market Sun Peaks as an alternative destination for large groups and events during traditionally quieter months.
- Community Engagement: Strong community spirit and cooperation, with efforts to work together on promotions and events for May Long Weekend 2025.

### **Foam Fest Recap**

- Feedback from attendees and vendors indicated a steady flow of customers, particularly strong on Sunday morning. The event contributed to a noticeable increase in occupancy and dining activity over the weekend.

### **Unity Electronic Festival**

- Observations highlighted strong engagement and positive feedback from participants, with suggestions to enhance marketing and event activities in the future.

## **What's next for Summer 2024**

### **Sun Peaks Center Stage**

- The conversion of the rink to a multi-use venue has been approved. New boards will be installed, allowing for more versatile use throughout the year, including concerts and trade shows. The venue aims to host a variety of events, starting with a soft launch in July.

### **Sunday Brunch**

- The initiative to feature different properties and offer brunch giveaways aims to a Sunday drive from Kamloops and increase awareness of local dining options. Participating restaurants: Bottoms Bar and Grill, Cahilty Creek Kitchen & Tap Room, Mantles Restaurant and Lounge, Ohana Deli, Vertical Café, and Chez Joe Poutine

### **Radio Ad Campaign with B 100**

- Feature a Different Property Each Month: The radio campaign will feature a different property monthly, aiming to promote Sunday brunch giveaways for four to attract visitors.
- Chef / Owner Interviews: Giveaways will happen on one Thursday every month for June, July, August, and September.

Looking for our first guest on Thursday, June 20<sup>th</sup> @8:30am.

## **July**

Expect higher visitor volumes and increased occupancy on the following event dates:

### **Canada Day (June 29 – July 01)**

- The Canada day weekend features community celebrations with family games, face painting, bounce castle, and live music on Saturday, farmer market and fire truck display on Sunday, and a Kids Bike Parade, scavenger hunt, and more live performances on Monday, concluding with evening concerts by Maritime Kitchen Party and Five Alarm Funk

### **First Friday (July 5)**

- Celebrate the start of a new month with First Fridays by TSP, 4:00pm – 9:30pm. Free music live music and entertainment, patio specials.
  - o Highlights: Artisan market, circus shows, and live music by Soul Patch

### **Sunburst Summer Dance Jam! (July 6)**

- First Saturday of each month through the summer, Sunburst Bar + Eatery transforms into a family-friendly dance party.

### **Speed Week (July 12 – 14)**

- Sun Peaks Speed Week: Featuring a car show with hyper cars, supercars, and hot rods. The event includes a gala dinner, aiming to establish it as a significant annual event.

**We will aim to do our next Summit Social after Speed Week (July 15-19). Interested in hosting? Please reach out and let us know!**