

Recap of Upcoming Events & Highlights from July Summit

A look back on July:

- Sun Peaks Speed Week rivaled the popularity of previous festivals, with enthusiastic participation and good foot traffic on Saturday. Stakeholder feedback was positive, indicating strong engagement and attendance. We plan to extend the car festival into multiple days to encourage overnight visitation in years to come.

What's next for Summer 2024

Saturday Sunburst Series Dance Party (Aug 3 + Sep 7)

- Enhanced activities at the top of the mountain, including DJs Whitmess and special food and beverage (mocktails) offerings.
- Planned improvements for future events to increase visibility and engagement through signage and better projection of sound so people can hear it on the chairlift and entice them to come.

Retro Concert Weekend (Aug23 – 25)

- Encouragement for retro-themed contributions from businesses.

OOPS! I did It Again – Party Like it's 1999 Patio Series (Aug 30 - Sep 2)

- Continuation of "Party like it's 1999" theme.
- Call for stakeholder participation and special offers.

Sun Peaks Center Stage (Sep 6–8)

- Collaboration with CREATE! Arts and Craft Festival
- Includes a jazz concert by Jill Barber and her trio at Sun Peaks Center Stage.
- This concert marks the first ticketed event in the rink, transforming it into a more flexible venue.
- Seeking business involvement to enhance the arts and crafts festival (see below for involvement and ideas)
- Goal to support and grow the event through local engagement.

Paws in the Peaks (Sep 13-15)

- Featuring "Super Dogs" activation.
- Planned activities include a parade, dog walk, and dog-friendly patios.
- Expecting modest growth this year, with expansion over time.
- Programming includes pet photography and other dog-related activities.
- Collaboration with local businesses for pet-friendly events.
- Ongoing investments in local and regional advertising, including radio and TV.
- Promotion of contests to drive engagement and attendance – seeking contest partners.

Air Access and Transportation Updates

Air Canada Policy Changes:

- New restrictions on sports equipment for groups larger than ten.

- Advocacy efforts underway to address this issue, though policy changes are unlikely.

New Air Services:

- Alaska Airlines' new service from LAX to Kelowna starting next winter.
- Potential discussions with North Wright Air and Porter Airlines for future connections to Kamloops.

Ground Transportation:

- Continued support for Cheers Okanagan shuttle service from Kelowna to Sun Peaks.
- Efforts to ensure sustainable transportation options for visitors.

Feedback and Adjustments

Community Feedback:

- Positive responses to music throughout the village stroll, enhancing the atmosphere.
- Successful implementation of family-friendly activities like karaoke.
- Discussion of bringing back the Alpine (Bloom) Festival for 2025

Continuous Improvements:

- Plans to expand musical ambience and multi-use spaces.
- Regular updates and tweaks based on stakeholder feedback and event experiences.

Action Items

- Stakeholders to provide feedback on proposed event schedules and ideas. Will be sent separately near the end of July.
- Businesses to confirm participation and special offers for upcoming events.
- Continued collaboration on transportation solutions and marketing efforts.

