

Recap of Upcoming Events & Highlights from September Summit

The September Social Summit focused on gathering feedback for the successful launch of Sun Peaks Centre Stage. A midwinter Summit Social was requested by the stakeholders with a hold date before or after the US President's week.

Event Planning and General Updates

- Request to adjust village hours in preparation for **Rocky Mountaineer** guests arriving in late September and beginning October
- **BC Wildfire** conference in early October
- **RCMP** visit with 100 member arriving on October 6-7
- Interest in relocating the **village piano** to a hotel or restaurant for the winter season. Sonja said the piano could reside at Flight Deck for the winter. Anyone else interested reach out to Naomi at naomi@sunpeakstourism.com

Sun Peaks Centre Stage Launch

- Nearly 1500 tickets sold for Brett Kissel and Jess Moskaluke
- Close to 200 attendees for Jill Barber show
- Vendors achieved \$13,500 in sales within four hours – thank you to those who set up a booth
- Positive feedback received from both performers and attendees

Summer 2025 Planning and Feedback

We are still in the process of gathering all feedback from the Sun Peaks Centre Stage launch and other events. Once we have reviewed all the data, we will share a comprehensive update with the Stakeholders. If you were not able to attend or have something to share from the below list, please send any feedback to Ilkay at info@sunpeakstourism.com. Several suggestions have already been noted during the Summit Social. The following prompts were given to the participants:

- Sun Peaks Centre Stage Feedback
- Summer 2025 Feedback
 - o What worked? What didn't
 - o What weekends were the best or worst?
 - o What type of guest did you see this summer?
 - o What events do you see potential for growth? Any we should reconsider?
 - o General feedback about all events summer 2024 (Patio beautification, Party like its 99', First Fridays, Speed Week, Retro Rock, Paws in the Peaks / Movie Theatre, Create! Art Festival, Jill Barber, Brett Kissel & Jess Moskaluke, Sunday Brunch)