

Whistler: Community Fundamentals

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Colorado Association of Ski Towns

RESORT MUNICIPALITY OF WHISTLER

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Community Fundamentals

- **10,500** permanent residents
- **2.7 million** annual visitors, **5.6 million** visitor days
- **Recreational haven**
 - ✓ skiing Mecca
 - ✓ abundant parks
 - ✓ mountain bike and hiking trails
 - ✓ beaches
- **Vibrant cultural scene**
 - ✓ youth-oriented night life
 - ✓ theaters
 - ✓ art galleries
(**Audain Art Museum**)



Community Fundamentals

- **Public facilities**
 - ✓ Schools
 - ✓ Health facilities
 - ✓ Transit system
- **Nationally-recognized Employee Housing System**
- **Financially stable with healthy tax base**
 - ✓ Healthy reserves
 - ✓ Low debt
 - ✓ New infrastructure

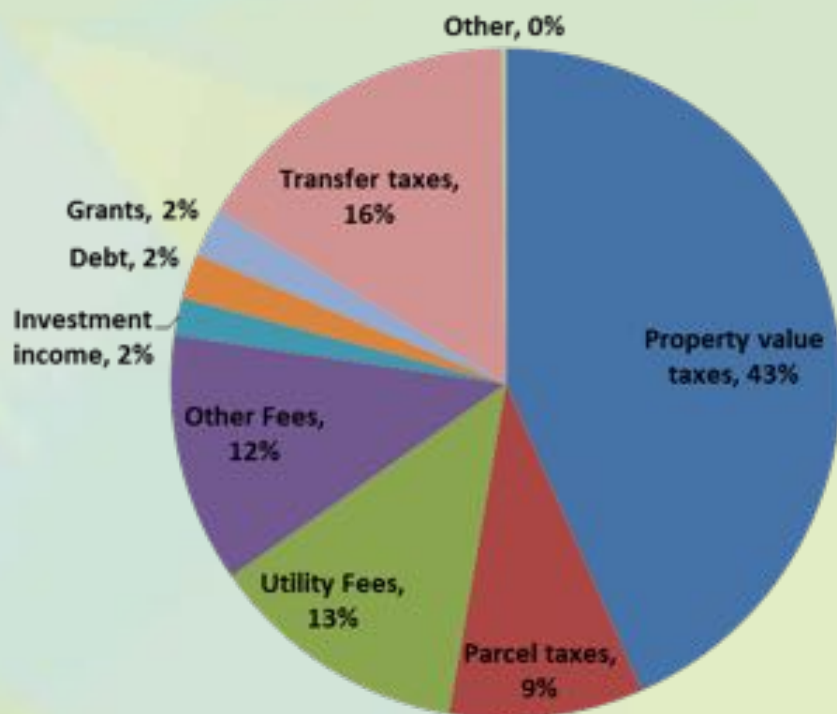


Resort Community Financing

- **10,000 residents** cannot financially support 2.7 million guest/yr
- Average daily population approximately 29,000
- Basic property **tax and utility fees structure**
- **2%** Hotel Room Tax equates to \$4M annually
- \$7 million annual provincial funding for **Resort Municipality Initiatives (RMI)**

Resort of Municipality of Whistler Revenues

**Funding Source Proportions
Operating and Projects**



- 65% of revenues are from property/parcel taxes and utility user fees
- Other fees (facilities, permits, recoveries) are a small component of total revenues.

2010 Olympic Games: Community Legacies



- Host **Mountain Resort** – many community benefits
- Unparalleled **International Exposure**
- \$650 million **highway improvement**
- \$100 million **Whistler Sliding Centre**
- \$130 million World Class **Nordic Centre and Ski Jump**
- \$14 million **Olympic Plaza**
- **Athlete Training Centre** (gym, housing, lodge)
- Over \$100 million in **Employee Housing**
- Share of \$100 million **Games Legacy Trust Fund**

Resort Partner's Collaboration: Economic Partnership Initiative

- Whistler resort partners work closely on our shared priorities and economic drivers:
 - ✓ Growing the resort economy
 - ✓ Building confidence in the resort economy
 - ✓ Encouraging re-investment
- Founded on premise of evidence based decision-making
- Conducted extensive research, economic analysis
 - ✓ occupancy rates
 - ✓ visitor profiles
 - ✓ commercial sector spend
 - ✓ many other data sources





Some Key Research Findings

\$1.44 Billion	Total estimated annual end-consumer commercial spending in Whistler
85%	Percentage of consumer spending generated by visitors
\$1.53 Billion	Annual estimated GDP (value-added) generated from consumer spending in Whistler
\$519 Million	Annual tax revenue (federal, provincial and municipal) generated by Whistler
\$1.4 Million	Daily tax revenue generated by Whistler
~22.5%	Whistler's contribution to the entire tourism export revenue of the Province

Resort Partners Future Objectives

- Encourage **long-term resiliency and diversity** in the resort product
- Promote stable levels of **overnight stays** on a **year –round** basis
- Protect, strengthen the **core winter tourism** product
- Optimize the **strategic alignment of resort partners** and stake-holders





RMOW: What We Do

- **Local Government authorities** similar to U.S. towns and cities (policing, fire)
- Primary role in **maintaining the off-Mountain resort product**
 - ✓ Village
 - ✓ Trails (hiking, biking)
 - ✓ Cross country skiing
 - ✓ Visitor services
- Hands on approach to **community planning and land development**
- Liaison with **senior levels of government** (provincial and federal)
- Oversee **Festivals, Events and Village Animation**
- Facilitate **Resort Partner Collaboration** – key to our success