FOR IMMEDIATE RELEASE

Hemlock Valley Resort Association Takes Shape: Stakeholder Engagement Kicks Off Summer 2025

Hemlock Valley, BC – June 2025 – The Berezan Hospitality Group (BHG), in partnership with the Hemlock Valley Homeowners Association (HVHA), and guided by Larch Business Services, is pleased to announce the formal launch of the Engagement Phase of the Hemlock Valley Resort Association (HVRA) initiative. If approved, this community-led, multi-stakeholder initiative will channel new funding, foster collaboration, and deliver year-round enhancements for homeowners, visitors, employees, and local businesses alike at Sasquatch Mountain Resort and in Hemlock Valley.

What Is the HVRA?

The Hemlock Valley Resort Association will be a non-profit organization governed by the provincial Resort Associations Act. It will be accountable to its members and not to the local government in which it is located; however, support from the Fraser Valley Regional District (FVRD) is essential to establishing a resort association in partnership with Sasquatch Mountain Resort, Hemlock Valley homeowners, and Sts'ailes. The HVRA will be empowered to:

- **Capture Municipal Regional District Tax (MRDT) revenues** previously directed to a regional Destination Marketing Organization (DMO), ensuring those funds are invested back into Sasquatch Mountain Resort and Hemlock Valley.
- **Fund and manage community infrastructure**—wide ranging, from illuminated, accessible trails and interpretive signage honouring Sts'ailes' history and culture, to village-wide beautification and public parks that welcome families and events in every season and more.
- **Drive destination marketing and promotion**, boosting visitor numbers and supporting year-round employment at the resort.
- **Guarantee balanced representation** on its governing Board, ensuring diverse perspectives shape every project and funding decision.

Why This Matters

- **Homeowners & Property Investors** will see long-term protection and appreciation of their investments through new and improved amenities like trails and parks, and community events that will increase tourism to the area and improve the overall quality of life on the mountain.

- **Resort Visitors** can look forward to more attractions, year-round recreational programming, and enhanced guest services.
- **SMR Employees & Local Businesses** will benefit from increased visitation created by new, tangible investments in the community and resort area and increased marketing supporting sustained economic growth.
- **Resort Management & Owners** benefit from a community-based funding stream for community-led amenities and marketing, gaining increased exposure to larger markets to support sustainable development into the future.

Key Dates & Engagement Opportunities

- **HVRA Website Launch: July 11, 2025**
  A centralized hub for updates, FAQs, and stakeholder registration. Stay tuned!
- **Online Webinars:**
  • July 14, 2025 @ 7:00 PM PDT
  • August 11, 2025 @ 7:00 PM PDT
  Join Larch Business Services' Deanne Steven to review the nuts and bolts of resort associations in British Columbia, particulars of what a Hemlock Valley Resort Association would look like (draft bylaws, proposed fee schedules, and board structure)—plus live Q&A. Registration details will be on the new website.
- **In-Resort Open House:**
  • August 23, 2025 @ Sasquatch Mountain Resort Day Lodge (10:00 a.m-2:00 p.m.)
  Meet with Deanne Steven, HVHA leaders, and Berezan Hospitality Group representatives in person to discuss the HVRA's foundational documents and share your feedback.

Next Steps

Following stakeholder engagement, a successfully completed petition and application package will be submitted to the Province of British Columbia by autumn, 2025. Details about this part of the process can be found here. If approved, the HVRA will incorporate, hold its first board elections, and launch funded community and marketing initiatives in 2026.

About Larch Business Services

Larch Business Services specializes in financial and administrative management of resort associations across British Columbia, including established models at Whistler, Sun Peaks, Red Mountain, and Silver Star.

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