

Whistler International Campus

Where the World Comes to Learn and Play



An Innovative Vision for Whistler's Future

Creating a world-class learning campus requires big vision — and that's why Whistler International Campus is so perfect for Whistler. Whistler has always been about big vision. Over the past five decades we've built an incredible ski area, a world-class resort, a dynamic community and a successful Olympic and Paralympic Games. Now it's time to develop and deliver our next big vision, education, and diversify Whistler's economy and visitor sector in the process.

Whistler International Campus: Where the World Comes to Learn and Play.

Embracing an innovative approach to education, Whistler International Campus (WIC) will offer both local and international students the opportunity for a uniquely international experience, with university courses and degrees offered by BC post-secondary institutions and by universities from Europe and Asia. The campus will also feature a sustainability centre and an executive leadership centre — not unlike the acclaimed Aspen and Covey institutes.

Imagine the potential of a vibrant campus serving up to 1,500 students at the south end of Whistler. Proposed for the 77-acre land parcel located between Creekside and Function Junction, the campus can house up to 1,400 students. That's 1,400 new residents who will shop in stores, eat in restaurants and take advantage of everything Whistler has to offer outside the classroom.

Creating this spectacular community asset will do more than build a world-class learning environment — it will strengthen and diversify our resort economy. With a focus on international students and leadership centre participants, WIC will bring new visitors to the community, with a community economic benefit of at least \$30 million a year. Benefits begins with construction — an estimated \$270 million investment over the course of the campus's 10-year building development.

Whistler International Campus — the right vision for Whistler's future.

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Our goal is to ensure that the use of our land best serves the economic, social and environmental needs of Whistler without placing any risk on the local taxpayer.

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Roger Zen, WIC project proponent and landowner



The people of Prince George will tell you of the transformative change the university has put forth on the community from a single economic base to one with a post-secondary Institution. I'm excited about the potential to work with the people of Whistler on a sustainable future.



George Iwama, President, University of Northern BC

Diversifying and Strengthening Whistler's Economy

Diversifying:

- > In addition to being recognized as a world-class ski destination, Whistler will also be known for our innovative post-secondary and leadership education campus
- > Once the campus is complete, Whistler's economic gain from WIC will be between \$30 and \$40 million per year

Strengthening:

- > WIC benefits to the community begin when we break ground with \$270 million in construction spending over 10 years
- > WIC creates increased customers for Creekside and Function Junction businesses
- > WIC fuels increased hotel visitor nights from leadership participants and student families
- > WIC provides easier access/affordability to post-secondary education for local families
- > WIC students and delegates create a new market for skiing and snowboarding

New employment:

- > Once built, WIC will be a significant employer, providing 407 well-paid jobs on the year-round campus
- > Provides greater consistency in our seasonal economy and opens up new career possibilities for Whistlerites
- > Programs focused on hospitality, tourism and culinary arts help foster better-skilled employees for Whistler

A Campus that Celebrates Whistler's Natural Environment

Built for Whistler:

- > Employing a contemporary West Coast design, the campus's architecture will be decidedly "Whistler," featuring peaked-roofed, low-rise buildings and an emphasis on natural materials like stone and wood
- > The campus will include classrooms, dorm rooms, an international learning centre, a sustainability centre, an executive leadership centre and a home for the campus president

Committed to Sustainability:

- > Campus facilities and infrastructure will occupy only 30 per cent of the 77-acre campus land base
- > The wetland area will be protected and areas such as Spring Creek will be rehabilitated as a community benefit
- > Sustainability students will gain hands-on experience by maintaining 47-acres of natural habitat

Phased Delivery:

- > Using an economically and environmentally responsible approach, the campus will be built in three phases
- > Current plans allow for a five- to 10-year build, responsive to campus demand
- > Phased approach allows for discrete construction zones with minimum impact on neighbouring areas and maintenance of natural forested buffers between development areas

Construction Development Phases

Phase 1A	Phase 1B	Phase 2	Phase 3
Years 1 and 2	Years 3 to 5	Year 6	Years 7 to 10
<p>Main concourse</p> <p>Classrooms</p> <p>400-seat lecture/arts venue</p> <p>Culinary arts teaching kitchen/lab</p> <p>Dining facilities, student residences (50 beds) on upper two floors</p> <p>Underground parking</p> <p>Central Campus Core student / staff housing (approximately 525 beds), with support commercial facilities</p> <p>Leadership Centre and retreat cabins for group project work and visiting faculty</p>	<p>Educational space (classrooms / labs / studios)</p> <p>Recreational space (fitness centre, gymnasium, indoor running track, yoga studio)</p> <p>Student residences on upper two floors (60 beds)</p> <p>President's Residence: Housing for the president of WIC</p>	<p>Additional 150 student /staff beds</p>	<p>2nd phase university core buildings with additional classrooms/ labs / social spaces</p> <p>Student residences on upper two floors (50 beds)</p> <p>Development of east and west student/ staff housing precincts (625 beds)</p> <p>Environmental research & development facility 29,000 square feet (2700 square metres) of innovative office and lab space</p> <p>Building and grounds maintenance facility</p>



Educating Sea to Sky and the World

Innovative Campus. Innovative Learning:

Along with traditional bachelor degrees and MBAs, WIC will offer a unique academic structure with opportunities for a truly international education with programs from BC and around the world:

- > British Columbia Institute of Technology (BCIT) www.bcit.ca
- > University of Northern BC (UNBC) www.unbc.ca
- > University of Applied Sciences Technikum Wien (Austria) www.technikum-wien.at/en
- > Gakushuin Women's University (Japan) www.gakushuin.ac.jp/univ/english

Education will be enhanced by having access to some of the world's most vibrant thought leaders through the campus's executive leadership centre

Affordable and sustainable:

- > Canadian students will pay the same tuition fees they would pay to attend courses at other BCIT or UNBC campuses
- > International students will make up the majority of the student population — the higher international student tuition fees will allow Whistler International Campus to be financially sustainable

Leading the Way in Executive Leadership

Thought Leaders:

- > A cornerstone of WIC will be its executive leadership education
- > The Leadership Centre will develop programming that brings thought leaders from all industry sectors to attend sessions in Whistler year round
- > WIC is committed to being a leader in this exciting and rapidly growing education sector



The Leadership Centre on campus has the potential to bring world leaders, both present and future, to Whistler. The participants will stay in hotels and we believe they in turn will bring their families and associates on return visits that will support Whistler's main industry of tourism.



Doug Player, education consultant to Whistler International Campus

Getting to Know us

Whistler International Campus Collaborators

- > WIC has been a long-term vision for the property's owners, the Zen family and Dr. Doug Player, a career educator and leadership expert
- > They are working to deliver the vision with the IBI Group campus designers and their four post-secondary partners — BCIT, UNBC, UASTW (Austria), GWU (Japan)

Frequently Asked Questions

Didn't Whistler International Campus used to be called Whistler U?

Yes. But as we created a broader-based "learning campus," including technical and academic programs, leadership centre and international learning centre, we chose a name that better reflected our diverse offerings.

Isn't this really just a big real estate grab?

No. Our vision is to build a learning campus with classrooms, student dorm rooms, an international learning centre, staff housing to meet municipal requirements, a leadership centre and a home for the campus president. No condos. No single-family residences.

Doesn't this project exceed the bed-unit cap in Whistler's Official Community Plan (OCP)?

Yes, but there is a provision in the OCP for the bed-units to be added if a project has extraordinary benefit to the community as the campus would.

What about retail on campus that competes with local business?

Our plan calls for 19,000 square feet of retail. This retail will consist of a bookshop, campus convenience shops and food outlets — basic services to support a student population. Local providers will have first opportunity to lease these spaces. Students will rely on Whistler retail businesses for all other services.

Will locals be able to afford to attend Whistler International Campus?

Locals will pay the same fees they would pay if they were attending other BCIT or UNBC campuses.

Does Whistler need a university?

Whistler's council-appointed Learning and Education Task Force has identified post-secondary education as a community need. We believe that Whistler International Campus will offer the most attractive post-secondary experience for students and the best economic opportunities for the community. International students and executive participants are looking for unique, campus-centred learning environments. Education that uses existing, converted retail and hotel spaces to deliver classes does not hold the same appeal for our key target markets.

What about the risk?

The only risk will be to the Zen family. We own the land and we are 100% responsible for the capital investment. Whistler residents will not be financially responsible for the Whistler International Campus.

Excited? We are too.

Help us start the learning now!

1. Learn more about WIC at www.whistlerinternationalcampus.com
2. Share your ideas and support for the WIC vision on www.facebook.com/whistlerinternationalcampus
3. Share your support for WIC via email to support@whistlerinternationalcampus.com