



ANNUAL GENERAL MEETING CHAIR'S REPORT

October 7, 2025

Good afternoon everyone,

On behalf of the Board of Directors, thank you for being here today. It's always a pleasure to come together at our AGM to reflect on the year past and look ahead with energy and optimism.

As you know, Discover Surrey—supported by the City of Surrey and the Surrey Hotel & Motel Association—receives funding through the 3% Municipal and Regional Destination Tax, or MRDT. When someone stays overnight in Surrey—whether it's in a hotel, a motel, or a short-term rental—the MRDT collected goes right back into promoting our city. Our accommodation providers make that possible, and they are key partners in helping us grow Surrey's visitor economy..

2024 was a year of both achievements and challenges. We faced unexpected staffing disruptions, including the extended leave of our Executive Director and the departure of our Marketing & Visitor Services Specialist. But despite that, we made significant progress:

- We completed a **brand refresh** and launched a long-awaited visitor-facing website.
- Our team delivered **over 1,000 hours of in-person mobile visitor services**.
- We signed a **Memorandum of Understanding** with the City of Surrey and the SHMA, clearly outlining each organization's role and strengthening our partnership for the future.

Another major milestone was the release of our **5-Year Strategic Plan**. Developed with input from local stakeholders, industry leaders, and community partners, this plan sets a shared vision for tourism growth through 2029. It defines the role of each "Team Surrey" partner, responds to emerging opportunities, and positions Surrey for a thriving, inclusive visitor economy.

The Board also completed a **governance review** to ensure we're strategic, accountable, and effective, well-positioned to achieve our goals now and into the future.

While we're focusing on 2024 today, I'd like to highlight a few key milestones from 2025 as well.

For 2025, we've been focused on building internal capacity, including moving into new office space to support growth and operations.

I want to thank my fellow Board members—both those continuing and those completing their terms—for their time, expertise, and commitment. You are the foundation of our success.

I'd also like to acknowledge our Interim Executive Director, **Mary Ann Bell**, and her team. Over the past year, they've launched **Surrey's Signature Experiences**, enhanced our **mobile visitor services**, and strengthened partnerships with **Destination BC** and **Destination Canada**. The team may be small, but they are mighty—constantly finding creative ways to support our partners and attract visitors.

Before I finish, I want to recognize one of our long-standing Board members, **Julia Barreiros**, who is stepping down this year. Julia has been a thoughtful, dedicated, and passionate voice at the board table. Her contributions have shaped many important decisions, and she will be deeply missed. Julia, thank you for everything you've given to Discover Surrey.

Finally, thank you to all our partners for your ongoing support. Together, we are telling Surrey's story and building a visitor economy that benefits us all.

This concludes the Chair's Report.