CONSTITUTION
of
SURREY HOTEL AND MOTEL ASSOCIATION

ARTICLE I - NAME

The name of the Society shall be "Surrey Hotel and Motel Association".

ARTICLE II – MANDATE & PURPOSES

The mandate of the Society will be:

With one voice we will collectively address the wants and needs of the hotel and motel community within the boundaries of the City of Surrey. We will do this through collaborative activity, and an engaged membership.

The purpose of the Society shall be:

1. To represent the hotel and motel community in a unified voice with such diverse organizations as the City of Surrey, Surrey Tourism and Convention Association, the BC Hotels Association, and the Provincial DMO.

2. To advocate for and jointly market the destination for an increase to the number of groups and visitors to Surrey, with the advent of Innovation Boulevard and various arts and cultural festivals hosted in Surrey.

3. To advocate for change in the governance of Surrey Tourism and Convention Association.

4. To advocate for direct marketing efforts which are results oriented and that such marketing efforts be measured by ROI (Return on Investment) of "heads in beds" in the community.

5. To increase the visibility of the hotel and motel community, through partnerships with the Surrey Board of Trade and to market all hotels and motels through the various channels available.

6. To advocate with the City of Surrey for events to take place in Surrey. Such event participants and spectators, as a condition of obtaining fields, recreation centers and general access to facilities, are recommended to be housed in Surrey hotels and motels.

7. To jointly participate, as accommodation partners in marketing of the destination with City of Surrey Parks and Recreation and Culture. Surrey is to be promoted as a destination through travel and trade industry events participation between the City, DMO and industry partners.

8. Work jointly with the City of Surrey and accommodation providers for attendance at certain sport tourism related sales events in order to secure group/tournament business for available dates in Surrey.

9. To market in partnership, direct advertising in feeder markets such as Washington, Alberta and British Columbia.

10. To advocate for regulation and appropriate taxation of short-term rental providers in the community of Surrey.

ARTICLE III - RESTRICTION

The activities of the Society shall be carried on without purpose of gain for its members and any income, profit or other accretions to the Society shall be used in promoting the purposes of the Society. This provision is unalterable.

ARTICLE IV – DISSOLUTION

Upon winding-up or dissolution of the Society, the funds and property remaining after the payment of all costs, charges and expenses properly incurred in the winding-up or dissolution, including the remuneration of the liquidator, and after payment to employees of the Society of any arrears of salaries or wages, and after payment of any debts of the Society, shall be distributed by the Board of Directors pro-rata among the members in good standing at the date of dissolution in proportion to the amounts contributed by way of Fees or Assessment by such members during the preceding three years. This provision is unalterable.