

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: June 23, 2025

TO: Mayor and Council

FROM: Tracey Arthur, Director of Corporate Administration

SUBJECT: City of White Rock 2024 Annual Report

RECOMMENDATION

THAT Council:

1. Receive the verbal submissions and questions regarding the 2024 Annual Report; and
 2. Endorse the City of White Rock's 2024 Annual Report as circulated.
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EXECUTIVE SUMMARY

The 2024 Annual Report includes statistical information, departmental overviews, information on civic grants-in-aid, permissive tax exemptions, and capital projects. The last portion of the report contains detailed financial statements for the city, year ended December 31, 2024.

The document also includes a summary of 2024, the progress status on Council's Strategic Priorities, and statements from the Mayor and Chief Administrative Officer.

Once completed, the annual report must be available for public inspection 14 days prior to being presented to Council to receive public submissions and questions. The City's Annual report was available on Monday, June 9, 2025.

In accordance with the *Community Charter*, the municipality is to have the Annual Report completed by June 30.

INTRODUCTION/BACKGROUND

The 2024 Annual Report was shared in a variety of ways, including the placement of hard copies at White Rock City Hall, the White Rock Library and the White Rock Museum and Archives.

The City issues a news item that was posted on the city's website along with a link to the 2024 Annual Report. The 2024 Annual Report can be found on the city's website at:

www.whiterockcity.ca/annualreport

In accordance with the *Community Charter* there must be an opportunity for public submissions and questions prior to Council considering the Annual Report. The notification process included advertising in the Peace Arch News social media posting. The public will have the opportunity to make submissions and ask questions regarding the information contained within the Annual Report at the June 23, 2025 regular Council meeting.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

The City of White Rock's 2024 Annual Report was available for review and there will be a public opportunity for submissions, comments or ask questions at the regular Council meeting scheduled June 23, 2025.

Promotion of the Annual Report included:

- Advertising in the Peace Arch News (PAN);
- News item posted to website homepage;
- News item sent to subscribers;
- News item sent to RSS feed mailing list;
- News item included in e-newsletter;
- Social media that includes Twitter, Facebook and Instagram;
- Advertised in Mayor's City Catch Up video (link to be posted Friday);
- Advertised on City Hall TV;
- Website information at www.whiterockcity.ca/annualreport;
- Hard copies at the White Rock Library branch of Fraser Library;
- Hard copies at the White Rock Museum and Archives;
- Hard copies at City Hall; and
- Link and information included in CAO weekly staff Activity Update.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

The Annual Report was prepared by the Communications and Government Relations and the Financial Services Departments of the City of White Rock in collaboration with the city's Senior Leadership Team.

All departments of the City of White Rock contributed updates to the Annual Report, reflecting milestones and progress in 2024.

OPTIONS / RISKS / ALTERNATIVES

The following options are available for Council's consideration:

1. Endorse White Rock's 2024 Annual Report as provided in Appendix A of this corporate report.
2. Endorse White Rock's 2024 Annual Report with changes as indicated by Council and/or collected by City staff.

CONCLUSION

White Rock's 2024 Annual Report is presented for endorsement by Council. There is an opportunity for the public to comment or to ask questions regarding the report at the June 23, 2025 regular Council meeting.

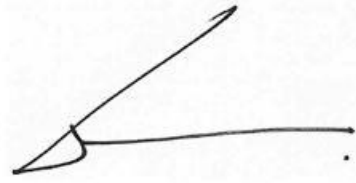
Respectfully submitted,



Tracey Arthur
Director of Corporate Administration

Comments from the Chief Administrative Officer

I concur with the recommendations of this corporate report.

A handwritten signature in black ink, consisting of a stylized 'G' followed by a series of loops and a final horizontal stroke.

Guillermo Ferrero
Chief Administrative Officer

City of White Rock 2024 Annual Report can be found by separate cover ([click here](#))