

# QUALITY OF LIFE

The Town of Vermilion is situated on the edge of the picturesque Vermilion River Valley at the crossroads of the twinned Yellowhead Highway (#16) and Highway #41.

Edmonton, Alberta's Capital City, is the leisurely two-hour drive to the west. Vermilion has been referred to as the gateway to the Lakeland Tourist Region located north along Highway #41. Vermilion has a **safe, quiet country town atmosphere** but is proud that it offers **services and facilities usually found only in larger centres**.

## **RECREATION: FOUR SEASONS OF FUN**

Nestled in gently rolling agricultural country, Vermilion's recreational facilities cater to a wide range of lifestyles with a remarkable selection of opportunities for residents and visitors.

**The Vermilion Provincial Park**, located within Town boundaries at the West End of the community, is among the largest provincial parks in Alberta. Stretching more than nine kilometers (750h hectares) along the south shore of the Vermilion River Valley, the park combines tranquillity with activity. Approximately 23 kilometers of **hiking trails** through the natural wilderness allow for easy exploration and watching more than 100 different species of birds. The man-made **lake** is ideal for the **nature lover and canoeist** and is a popular **fishing spot** for the young and old alike, all within town limits and walking distance. In the winter the lake and trails are transformed into one of the best **cross-country skiing** locations in our region. Because the trails are located along the southern slope of the valley, they are protected from the destructive rays of the sun, allowing a longer season for some of our more internationally competitive athletes. The distinctive CN Station, a centrepiece at the park, is used as a ski chalet as well as for community gatherings. The park also provides the setting for six **soccer fields**, two shale **ball diamonds**, a 5.4 acre **trout pond** and a **children's wading pool**.

The Vermilion Provincial Park is one of the most popular tourist overnight stopping places in Alberta and caters to over 80,000 visitors each year. There are **98 camping spots**, including **wheelchair accessible** as well as group use areas, **electrical hook-ups**, a **sewage dumping station** and **picnic shelter**.

The Town operates a **Parks Recreation and Culture Department** that facilitates a large range of recreation and leisure programs. Athletic programs include **hockey, ball, soccer, basketball, volleyball, figure skating** and **cross country skiing**. **Racquetball, squash, tennis, gym** and **weight lifting** are available to the community through **Lakeland College**. A Cultural Centre accommodates contemporary and ethnic dancing, painting, pottery, and karate lessons. The Senior Citizen's Drop-In Centre, provides leisure, entertainment and recreation for our senior citizens.

The Vermilion Regional Centre was officially opened in February 2008. This 25,000 ft<sup>2</sup> facility houses a grand ballroom that can handle 600 people seated for dinner, several breakout meeting rooms, a dance studio and the ever popular toy lending library and indoor playground. With a grant of \$2.45 million from the Alberta Centennial Program, and a \$1.5 million commitment from the Town of Vermilion this facility is well used by the region and community organizations.

## QUALITY OF LIFE (con't)

The Town offers a 5 – lane wheelchair accessible **indoor swimming pool** with **sauna** and **whirlpool**, jointly operated with Lakeland College. The pool is home to the Vermilion Vipers Swim Club for swimmers with a competitive edge. The pool also offers a wide range of public, adult and family times as well as a full range of swimming lessons. In the summer months, each facility is utilized for indoor lacrosse and inline hockey.

The **Vermilion Stadium**, with a 2500 seating capacity, provides a **modern heated hockey arena** and **five-sheet curling rink**. Lounge and concession facilities compliment the complex. A second arena adjacent to the stadium, complete with artificial ice, was finished in 1987.

In addition to the two ball diamonds offered at the Provincial Park the Town of Vermilion has developed a **four-diamond ball park** which is in full use by minor ball, ladies and men's ball and slow pitch programs.

**The Vermilion Golf and Country Club**, a beautifully contoured nine-hole, 2,670 m (2,920 yard), par 35 course welcomes players one mile south of town. The course also offers grass greens, a driving range, practice putting greens and a Pro-shop offering complete equipment rental service.

### CULTURE, HISTORY AND COMMUNITY EVENTS

**The Vermilion Allied Arts Council** is an active organization, co-ordinating a wide range of artistic endeavors. In particular, a popular annual **Performing Arts Series** is conducted at the 450 seat Lakeland College Alumni Hall Theatre. A full compliment of **dance, theatre, and music programs** are also provided as well as a yearly **Art Club Show and Sale**.

**History is important in Vermilion.** A devastating fire swept through the downtown core in 1918, which gave rise to proliferation of fine brick buildings immediately following the devastation. The brick historic buildings are being restored to their former glory through a 5-year **Alberta Main Street Programme**.

**The Vermilion Heritage Museum**, located in a beautifully restored school which has been designated as a Provincial Historic Site by the Alberta Historical Resources Foundation, contains attractively prepared thematic displays which tell the history of Vermilion.

Community volunteers are very busy year round hosting a variety of athletic and cultural events. The **Vermilion Rodeo**, a Lakeland Rodeo Association sanctioned event, takes place in late May. The crowning achievement of the agricultural society is the annual **Agricultural Fair**, complete with an exciting midway and parade, which attracts over 20,000 people in late July. Other yearly community events include **Farm Curl** (farmer curling tournament), **Freddy Fox loppet** (cross-country ski race), **Lakeland College Rodeo**, **Vermilion Music Festival**, **Golf Tournaments**, **Canada Day Festivities**, **Candy Cane Countdown** and **Christmas Parade**.

# TRANSPORTATION

**Highways:** Vermilion is located at **the junction of Highways 16 (Yellowhead) and 41**. The Yellowhead is **Canada's Northern Trans Canada Highway** and is now recording greater volumes than the Southern Trans Canada Highway #1. **The Yellowhead is twinned from Lloydminster to Jasper.**

Highway 41 is a north-south highway linking Cold Lake to Medicine Hat.

**Railway:** Vermilion is a **terminal point for the Canadian National Railway**. The CN line is a secondary main line connecting Edmonton to the west and Saskatoon to the east. **Spur trackage is available** as well as CN lease land for industrial and commercial entities.

**Airport:** The Vermilion Municipal Airport is a **paved, lighted, year round facility** with a runway measuring 3300' x 75'. An air Terminal Building is open on a 24-hour basis. The Airport is completely located within the Town, and the downtown core is within walking distance from the Airport. Weather information is available through radio from the Lloydminster Airport. Agricultural air application, spraying and seeding are available through private contractors. Courier flights are scheduled daily. Land for private hangers or for industrial use is available, serviced with water, sewer and power from the Town.

**Bus:** Greyhound operates **daily scheduled service** both east and west.

**Courier Services:** DHL, Purolator, Greyhound.

**Vehicle Rental:** Vehicles of all types are for rent through local businesses.

# GOVERNMENT SERVICES

## MUNICIPAL:

**Water and Sewer:** **Water** is supplied from two water wells 120 feet deep into an aquifer. Pumping capacity at each well is 800 igpm to a Water Treatment Plant. The plant filters out iron and manganese, then chlorinates and fluoridates the water before discharging it, at a similar rate, into the distribution system. The water is highly mineralized. The Town has 1.2 million gallons of treated water storage.

**Sewage** is collected in a mechanical “external aeration” plant and after treatment is allowed to flow into a backup lagoon system and then into the Vermilion River. Both plants operate under the monitor and standards of Alberta Environment. The existing facilities are to service a population of 5000.

**Storm Sewers:** Vermilion has a storm sewer water management system consisting of underground storm sewers, surface and parkway drainage, and detention ponds.

**Garbage Collection:** Garbage is collected weekly in the residential areas and daily in the commercial areas. Container service is available to commercial and industrial establishments. Currently wastes are transported to the Regional transfer Station where they are segregated and appropriate waste is then hauled to the regional site located at Ryley. The town operates a recycling facility, which handles newsprint, cardboard, all plastic and metal cans.

**Telephone, Power and Gas:** Telephone service is provided by Telus, electrical service by Atco Electric and natural gas by Atco Gas.

**Policing:** Vermilion is a community committed to being **safe and secure**. It is policed by a detachment of the Royal Canadian Mounted Police, comprised of eighteen officers, which provides services for this rural detachment as well as highway patrol. The R.C.M.P. are dedicated to offering a **full range of services centered around community based policing**.

**Fire Protection:** The Community is served by a 25-member **volunteer fire department** and a fully trained **rescue unit**. Three fire trucks, a water tanker, and a rescue unit are at their disposal. fire etc. also has response vehicles and equipment available in cases of extreme emergency. Many of the Vermilion Fire Department members have trained at fire etc.

**Medical:** The Vermilion Health Centre is an active acute, long term care, emergency outpatient department facility within the East Central Regional Health Authority. **The 90-bed Vermilion Health Centre** was constructed in 1982 and includes 25 Acute Care beds and 65 Long Term Care beds. It is a **fully modern facility** with Medical and Surgical Services, Intensive Care, and Maternity, Laboratory and Emergency, Palliative Care and Physiotherapy plus Occupational Therapy. Patients are referred to higher level tertiary care in Edmonton when appropriate.

Vermilion Health Centre offers services of a variety of specialists who visit this area on a monthly basis. The **Prairie Emergency Medical System Inc.** provides reliable service with three emergency units.

# PROVINCIAL AND FEDERAL GOVERNMENT SERVICES

Because of its excellent location Vermilion has also become a centre for the following Government services.

## **PROVINCIAL:**

### **Advanced Education and Career Development**

- Career Counselling Services
- Apprenticeship Services
- Labour Market Information Services
- Lakeland College

### **Alberta Agriculture, Food and Rural Development (Regional and District Offices)**

- Beef Specialist
- Rural Development Specialist – Business
- Agricultural Financial Services Corporation - Lending & Insurance
- Crop Specialist – Pulses
- Marketing Specialist

### **Environmental Protection**

- Fish and Wildlife

### **Provincial Park Service**

- Vermilion Provincial Park

### **Alberta Family and Social Services**

- Child Welfare
- Rehabilitation Services
- Handicapped Children Services
- Income Security
- Family Relations

### **Provincial Court of Alberta – Justice**

### **Labour**

- Electrical protection branch, plumbing and gas safety services branch inspectors
- Alberta Fire Training School
- Occupational Health and Safety
- Municipal Affairs Seniors Independent Living Program
- Employment Standards Branch
- Building Standards Branch
- Public Works, Supply & Services
- Medical Examiner - Coroner

### **Transportation and Utilities**

- Survey Office, Maintenance yard
- Repair Shop, Vehicle Inspection Station
- District Engineer

### **Mental Health Clinic**

## **FEDERAL:**

### **Canada Post Corporation**

### **Department of Agriculture**

- Animal Inspection Branch

### **Farm Credit Corporation**

### **Royal Canadian Mounted Police**

# EDUCATION AND TRAINING FACILITIES

**Educational opportunities** in the Town of Vermilion are **outstanding at all levels** from Kindergarten to College.

The **public schools** consist of a **modern elementary and intermediate facility** (Vermilion Elementary School) and a newly renovated junior and senior high school (J.R. Robson High School). J.R. Robson won the attention of the computer industry when it became a pilot school for the **Department of Education Career and Technology Services**. As a result it has recently become an **IBM demonstration school** and test site for several software companies. In addition, the school's 90 personal computers are on a **fibre-optic network** linking to a software storehouse or server. The server set-up includes CD-ROM players and running encyclopaedias. Future plans include a link with Vermilion Elementary School and Lakeland College.

The Catholic **separate school** (St. Jerome's), which has also been recently renovated, is a complete grade school facility accommodating **grades K-12**. They accept the challenge of Christ, in cooperation with family and community. They commit themselves to quality education by responding to the needs of each student.

The **School of Hope** is a home based educational school under East Central Alberta Catholic Separate Schools Regional Division #16. It offers basic home schooling and online schooling to over 2200 students throughout the province and has 70 certificated teachers in its employ. All students and teachers work from their own homes.

**Lakeland College** was established in 1913 as the Vermilion School of Agriculture. Its focus at that time was agricultural training. Lakeland College has grown vastly since then and in 2004-05 enrolled 2,057 students (full load equivalent) at campuses in Vermilion and Lloydminster, and a learning centre in Strathcona County. The College offers career programming in Agricultural Sciences, Business, Emergency Services, Environmental Sciences, Health and Human Services, Interior Design, Tourism, Trades and Industry Training, and University Transfer. Part-time continuing education courses are also offered, as are a variety of summer camps for children and teens. Year-round recreation opportunities are plentiful as the Vermilion Campus boasts a **swimming pool, steam room and whirlpool, racquet and squash courts, two gymnasiums, fitness centre and outdoor tennis courts**. The College attracts a number of conferences, weddings and special events each year thanks to the beautiful grounds and outstanding facilities including a performing arts theatre which seats 437 people. On-campus residence accommodations for students feature single and twin rooms and two-bedroom townhouses. Visit the website at [www.lakelandcollege.ca](http://www.lakelandcollege.ca) for more information.

Vermilion is home to fire etc., the emergency training centre of Lakeland College. It trains fire fighters and emergency response personnel from across Canada and internationally. Short-term courses range from fire investigation and dangerous goods control to industrial, municipal, wildland and airport fire fighting. fire etc. tours are available at scheduled times from April through October. They highlight the outdoor training field and props used to simulate residential, industrial and aircraft fires as well as for various types of emergency response including hazardous goods, trench rescue, high angle rescue, and vehicle extrication. Tours also take in the apparatus and equipment bays, laboratories illustrating various sprinkler systems, and the emergency operations centre. A gift shop (open year-round, limited hours of operation) features souvenir clothing, giftware and novelty items. More information is available at [www.fire-etc.ca](http://www.fire-etc.ca)

**Focus Vermilion** is a non-profit agency promoting entrepreneurship to gain **independent living for the disabled**. This group offers vocational training, support for employment and one-on-one support workers.

## COMMUNITY PROFILE - AT A GLANCE

### LOCATION:

At the intersection of Yellowhead Highway #16 (east-west) and Highway #41 (north-south).

- 193 km (120 miles) east of Edmonton.
- County/District: County of Vermilion River
- Elevation: 619 meters, 2030.32 feet.
- Latitude: 53 deg. 22 min.
- Longitude: 110 deg. 51 min.

### POPULATION:

- Town of Vermilion ..... 4,472  
(2007 Municipal Census)
- County of Vermilion River ..... 7,520
- Trading Area (approximate) ..... 11,000

### TRANSPORTATION:

- Yellowhead Highway (#16) – Northern Trans-Canada Highway
- Twinned from Lloydminster to Jasper.
- Highway #41 North to Cold Lake and South to Medicine Hat.
- Rail: Canadian National Secondary Main line.
- Municipal Airport: 24 hour all weather facility.
- Bus: Greyhound regularly scheduled daily service.

### CIVIC DATA:

Council: Mayor and six councilors

- 2008 Assessment .....\$358,590,180.00
- 2008 Tax Rate:
  - Residential ..... .0135844
  - Non-Residential ..... .0182015

Civic Protection:

- Royal Canadian Mounted Police
- Municipal Fire Department (Volunteer)

### CLIMATE:

Seasonal Temperature Averages:

January	-18.4°C	(-1.0°F)
April	2.9°C	(37.3°F)
July	16.5°C	(61.7°F)
October	4.4°C	(40°F)

Annual Precipitation ..... 415.00mm (16.33 in.)

### EDUCATIONAL INSTITUTIONS:

- Public K-6..... 1
- Public 7-12..... 1
- RC Separate K-12..... 1
- Outreach School (Alternate High School Program.....1
- School of Hope Home Schooling 1-12.....1
- Lakeland College, Vermilion Campus 1362 full load equiv
- fire etc..... 10,600 registrations annually

### COMMUNICATIONS:

- Newspapers  
Vermilion Standard, circulation: ..... 3,200  
Vermilion Voice, circulation:..... 5,500
- Telus Fibre Optics network infrastructure from Saskatoon, Sask. To Edmonton, AB passes through Vermilion.
- Cable TV through Shaw Cable.

### INDUSTRIAL LAND

- Town owned industrial land in three industrial park areas. Fully serviced and unserviced lots. Inquiries through the Town of Vermilion.

### ACCOMODATIONS

- Locations ..... 3
- Room Total ..... 144
- Convention facilities..... Vermilion Regional Centre  
Lakeland College

### CHURCHES

- Varied Denominations..... 9  
(Most denominations have variety of youth and family programs)

### ECONOMY

Employment by sector:

- Public sector..... 38%
- Business ..... 17%
- Trade ..... 19%
- Primary Industries ..... 10%
- Manufacturing..... 4%
- Construction..... 6%
- Transportation & Utilities ..... 6%

### HEALTH SERVICES

Vermilion Health Centre.....Active Acute, long term care, emergency outpatient department

-25 acute care beds – 48 long-term care beds

Community Health Services.....Provincial Building

- Medical Clinics ..... 1
- Doctors ..... 5
- Surgeons ..... 1
- Visiting Specialists on a referral basis.
- Optometrists ..... 1
- Dentists / Denturist ..... 2/1
- Ambulance Service..... 1
- Chiropractors / Physiotherapists..... 2/1
- Massage Therapists..... 7
- Nursing Homes..... 1
- Senior Citizen Lodges ..... 1
- Veterinary Clinic ..... 1
- Senior Housing complexes ..... 3

### FINANCIAL INSITUTIONS

- ..... 5

(all have automated tellers)

# **BUSINESS-INDUSTRY-AVAILABLE SITES**

## **VERMILION AT THE HUB OF REGIONAL INDUSTRIES**

**Agriculture is the primary regional industry** with annual gross farm receipts of \$80 million (1991) from sales of grains, oil seeds, beef cattle, hogs and dairy products. Vermilion has become a **strong and effective service centre** with support by grain elevators, machinery agents, farm supply distributors, Veterinary and Government services. The major grain buying companies are located on CN Trackage along with the modern Vermilion Seed Cleaning Plant.

Nilsson Brothers Livestock Exchange, located south of Highway #16 provides livestock auction services for the region with a 200-seat theatre and auction ring. United Grain Growers and Agricore have established distribution centres in the community.

**Heavy crude oil exploration** development has found Vermilion to be **strategically located**. The oil fields in the Lloydminster, Wainwright, Cold Lake and Elk Point areas are easily accessible from Vermilion along the Yellowhead Highway #16 or Highway #41. The Lindbergh field is a short one-half hour drive away.

## **BUSINESS EXCELLENCE**

As a strong service centre, Vermilion serves a **trading area population** of about **11,000 people** with a **complete range of consumer goods and services**. In addition to competitive selection and price, Vermilion businesses are committed to **service excellence**. In 1994 Vermilion became the province's first **Alberta Best Community** with over 200 business people participating in Alberta Best customer service seminars.

In the **historic Downtown** core, over 90 long established businesses, expanding enterprises and new businesses are complimented by a broad range of financial and medical services; indicators of a **vital and progressive commercial core**.

Vermilion's **Lakeland Mall** is a modern air-conditioned shopping facility with ample free parking available. An active Mall Merchants Association and **on-site promotions director** hosts 12-15 successful promotions every year. Currently there are 14 tenants of which four are chain stores including a grocery store and department store as anchors. The mall ownership is committed to encouraging and incubating, new businesses and developing needed space.

The labour force not only draws local resources but also is complimented from neighbouring areas. **Skilled labour is available** through trade programs being taught at Lakeland College in Vermilion. Complete apprenticeship programs are available as well as a variety of agricultural related courses.

## **AVAILABLE SITES**

Vermilion has an **inventory of subdivided industrial lots**, serviced and unserved, with access off arterial roads. Industrial lots are available for \$21,000-25,000 an acre including services. Lots are in half-acre sizes and can be purchased in-block. Airport industrial land is available for lease at the Municipal Airport.

# STATISTICAL OVERVIEW

Assessment	2008	2007	2006	2005	2004	2003
<b>Land &amp; Improvement</b>	358,590,180	280,140,990	252,086,340	230,583,410	214,477,360	204,137,720

Mill Rates	2008	2007	2006	2005	2004	2003	2002	2001
Municipal residential	8.5092	6.6	6.69	6.9304	7.450	7.385	7.379	6.733
Municipal Non-residential	11.5092	9.6	9.69	8.9304	8.900	8.752	8.746	8.100
Recreation	1.9206	2.312	2.209	2.1429	2.053	2.066	2.254	2.084
Library	.4586	.552	0.5830	0.6514	.602	.600	.621	.608
Other							.040	.087
ASFF Residential	2.696	3.7656	3.9962	4.3855	4.6848	4.8159	5.0031	5.379
ASFF Non-Residential	4.3131	5.2615	6.3865	7.3032	8.1566	8.1066	8.0476	7.993
Separate School Residential	2.696	3.7656	3.9962	4.3855	4.6848	4.8159	5.0031	5.379
Separate School Non-Residential	4.3131	5.2615	6.3865	7.3032	8.1566	8.1066	8.0476	7.993

Population	2007	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993
Town	4,472	4,435	4,356	4,356	4,303	4,303	4,303	4,258	4,258	4,258	4,258
County	7,520	7,553	7,553	7,553	7,553	7,553	7,553	7,714	7,714	7,714	7,714

<b>Labour and Employment</b>					
Status	2002	2000	1997	1992	1989
Full Time	1,486	1,363	1,299	1,175	1,347
Part Time	343	336	354	307	255
Seasonal	37	30	23	40	---
Unemployed	38	50	44	103	59
<b>Total Labour Force</b>	<b>1,904</b>	<b>1,779</b>	<b>1,720</b>	<b>1,625</b>	<b>1,661</b>

## STATISTICAL OVERVIEW (con't)

	<b>2008 Jan - Jun</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>
Residential	6,394,800	6,159,400	3,516,200	1,192,100	1,817,036	1,542,200	1,832,500
Commercial	292,000	210,000	1,131,500	2,451,000	1,028,150	582,700	269,400
Industrial	480,000	1,820,500	1,072,000	1,500,000	324,500	760,000	253,495
Institutional	450,000	36,000	9,984,500	13,500	4,030,000	1,400,000	57,000
Community		150,000	5,420,000	---	25,000	---	---
Other			500	---	25,000	---	---
<b>Total</b>	<b>\$7,616,800</b>	<b>\$8,375,900</b>	<b>\$21,124,700</b>	<b>\$5,156,600</b>	<b>\$7,224,686</b>	<b>\$4,284,900</b>	<b>\$2,412,395</b>