

COUNCIL MEETING ADDITIONS PACKAGE – SEPTEMBER 16, 2025

DELEGATION

7:00pm Benjamin Proulx with Catalyst Communications

ATTACHMENTS

1. BUDGET 2026 ENGAGEMENT REPORT

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September 16, 2025



Presenter: Benjamin Proulx, President, Catalyst Communications

Who We Are



Since 2019, Catalyst Communications has worked in specialized areas of local government communications, including:

- Public Engagement (design, execution, analysis)
- Communications Audits and Reviews
- Crisis Communications
- Crisis, Reputation, and Issues Management
- Communications, Engagement, and Crisis Communications Plan Creation
- Administration and Council Workshops
- Strategic Advisory Services

Challenging Perceptions



Catalyst Communications was engaged to review community impacts created through initial project challenges, including:

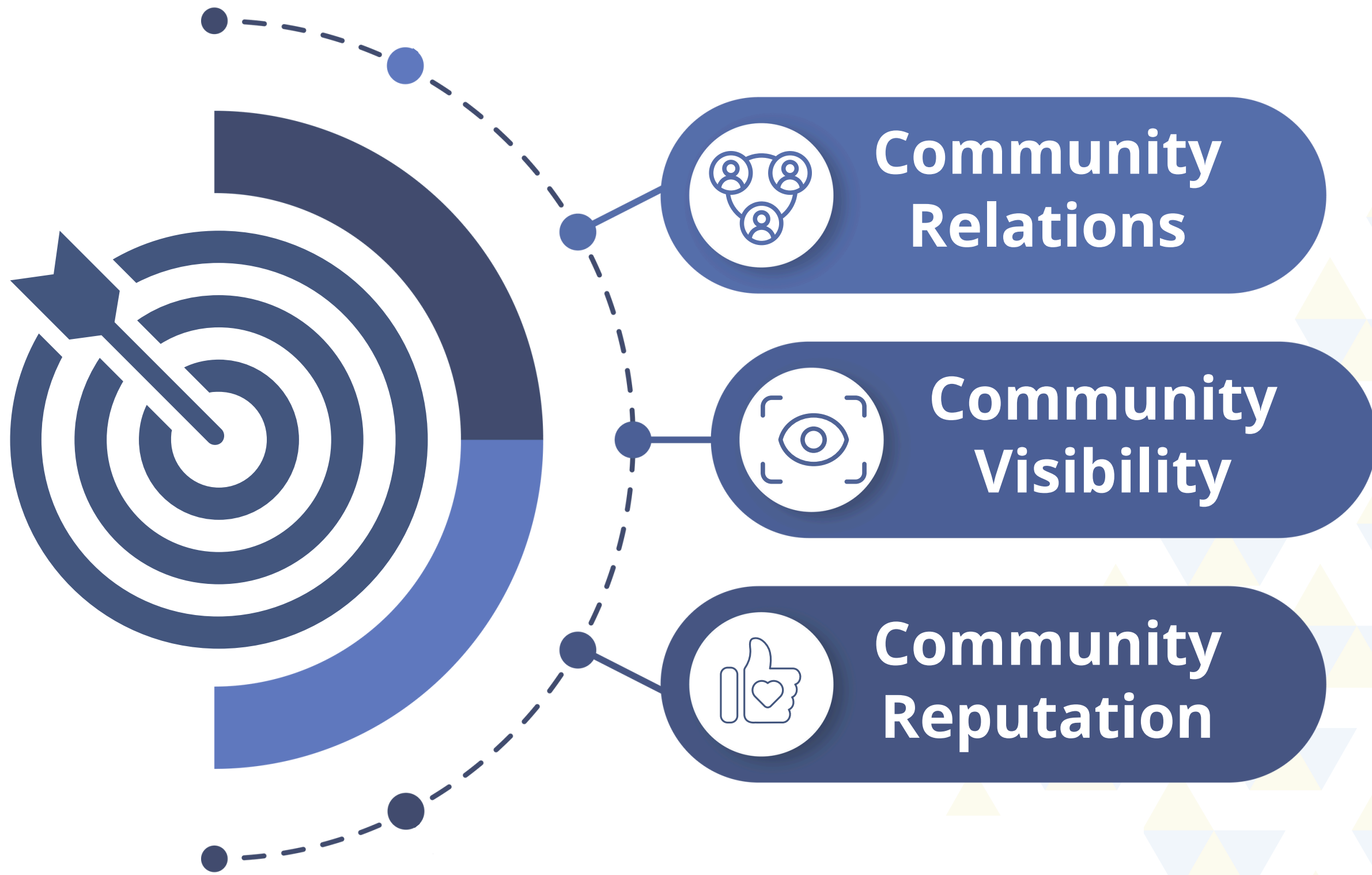
- Perceived lack of communication;
- Frustrations with on-the-ground interactions; and,
- Confusion around nature of project and partners.

These have been mitigated through a partnership between Alberta Broadband Networks and Northern Lights Fibre.

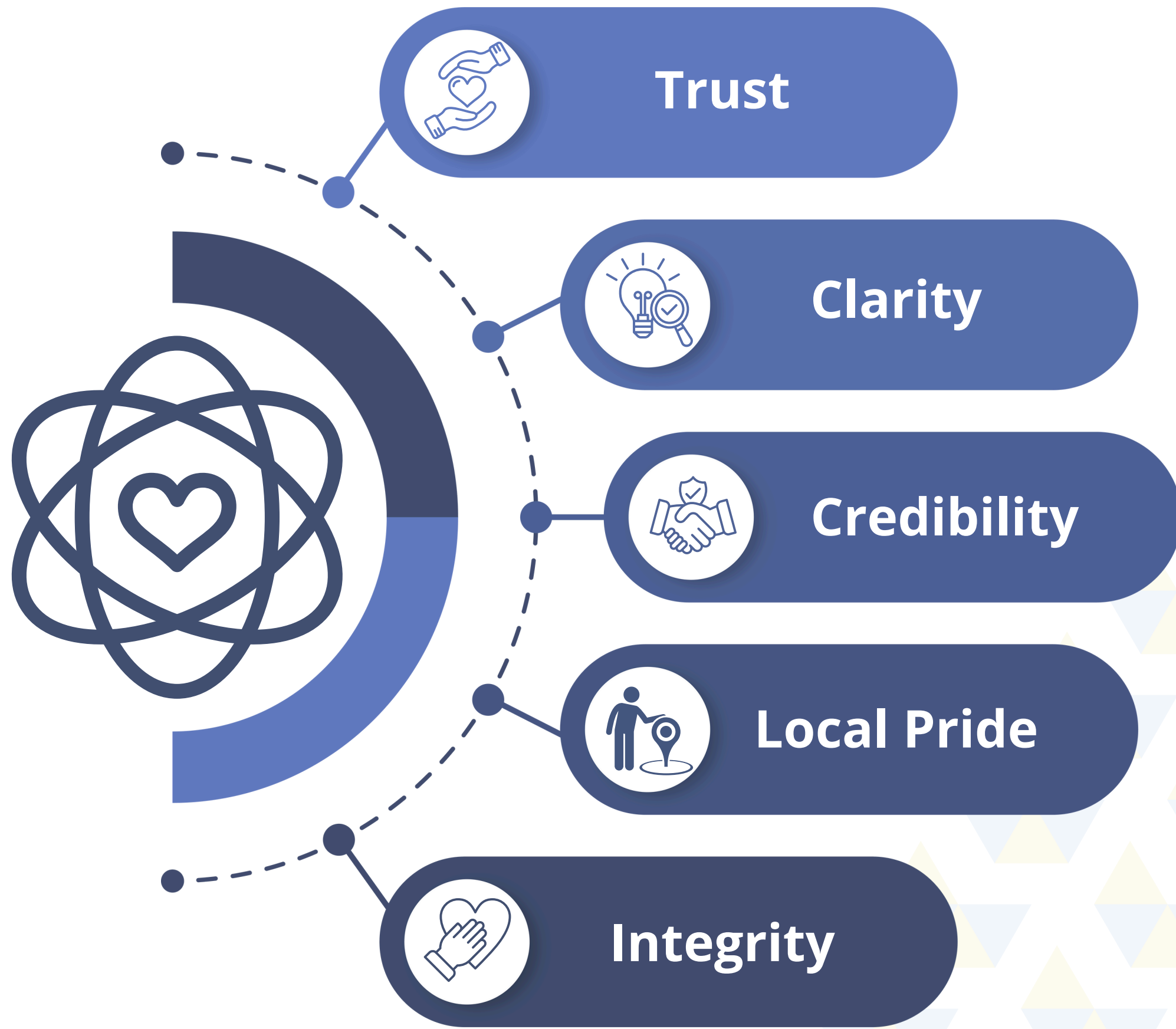
3-pillar Strategy



3-pillar Strategy



Principled Approach



Where the Town Fits In



The Town of Vermilion has made a long-term commitment to local resilience and growth, with mitigated investment supported by key partnerships.

- Reliable broadband is one of the foundations of the Town's next generation of opportunity, though:
 - Community resilience
 - Economic opportunity
 - Digital access for all residents

THANK YOU



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