

VISION

An engaged, neighbourly community where residents feel proud and needs are met locally.

VALUES

Collaborative
We work together as a Council with staff, and the community to achieve shared outcomes.

Realistic
We focus on practical, achievable goals that reflect our community's capacity.

Respectful
We act with respect, integrity, and accountability in all that we do.

Transparent
We make decisions openly and communicate clearly with our community.



COMMUNITY

Prioritize elements that shape community livability.

Housing

Promote diversity of housing.

Recreation

Invest in amenities that enable active, connected residents.

Emergency Preparedness

Adapt our protective services plans and preparedness as our community changes.



INFRASTRUCTURE

Ensure financial readiness to support key community infrastructure.

Asset Foresight

Proactively plan for the future of our assets to make informed decisions.

Financial Alignment

Ensure our long term financial plan funds our asset management strategy.

Cost Recovery

Align funding with the use of our facilities and infrastructure.



ECONOMY

Support a healthy local economy.

Business Retention

Create an environment that supports business health and retention.

Data-informed Growth

Identify key opportunities for data-based economic attraction.

Regional Lens

Work regionally to support shared economic goals.

Visitor Attraction

Foster our visitor economy by partnering with organizations that host events in Vermilion.



RELATIONSHIPS

Focus on mutually beneficial local and regional partnerships and advocacy.

Engagement

Prioritize two-way engagement with our residents and businesses.

Partnerships

Enhance collaboration with community groups and Lakeland College.

Advocacy

Advocate for matters affecting our community.

Collaboration

Partner regionally on initiatives that benefit Vermilion.