

Strategic Plan

2026-2030



On behalf of Town Council, I would like to thank our residents, business owners, , and ratepayers for the trust you placed in us through the recent election. Serving the Town of Vermilion is both a responsibility and a privilege, one we approach with respect, commitment, and a genuine sense of pride in the community we call home. We serve not only as elected officials, but as neighbours, family members, and community partners who share a common interest in Vermilion's future.

Throughout this term, Council remains focused on advancing the Town's long-term vision, values, and priorities as set out in this Strategic Plan, which reflects both our future goals and current needs. Our work will be guided by collaboration, respect, transparency, and open communication, with the goal of making thoughtful, responsible decisions that support a sustainable, safe, and vibrant community.

Building and supporting a strong community takes time, consistency, and the collective effort of Council, Administration, and residents working together. Council is committed to remaining engaged, listening to diverse perspectives, and adapting when necessary.

Lastly, I acknowledge and appreciate the dedication of our Administration and Town employees, whose knowledge, skills, and commitment make it possible for Council's direction to be carried out in a meaningful and effective manner. Thank you for being part of this process. Together, we are shaping a Vermilion that meets today's needs while preparing for the opportunities ahead.

Sincerely,
Mayor & Town Council





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



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.



The strategic priorities establish a unified direction for the Town of Vermilion over this term of Council. They provide a shared framework that guides decisions, directs resources, and aligns the organization around a common purpose. Rooted in community values and focused on the future, these priorities support intentional, consistent choices that strengthen Vermilion's long-term capacity, resilience, and overall quality of life.



Community



Infrastructure



Economy



Relationships

Most importantly, these priorities affirm our shared commitment to moving forward together, guided by meaningful measures and a willingness to adapt every step of the way.





COMMUNITY

Prioritize elements that shape community livability.

AREAS OF FOCUS

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.

AREAS OF FOCUS

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.

AREAS OF FOCUS

Business Retention

Create an environment that supports business health and retention.

Data-Informed Growth

Identify key opportunities to make data-based decisions around economic attraction.

Regional Lens

Work within our region 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 relationships and advocacy with local and regional partners.

AREAS OF FOCUS

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

Collaborate regionally with our municipal partners on initiatives that benefit Vermilion.





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