



## VISION

### A SUSTAINABLE POWELL RIVER THAT PROVIDES FOR:

- **Economic Diversity** - a resilient economy;
- **Social Well-Being** - a vibrant, safe and healthy community; and
- **Healthy Environment** - a diverse and healthy natural environment.

## MISSION

**TO ENSURE THE PROVISION OF QUALITY SERVICES, IN A MANNER THAT PROMOTES PROSPERITY AND ECONOMIC, ENVIRONMENTAL AND SOCIAL HEALTH AND WELL-BEING FOR CURRENT AND FUTURE GENERATIONS, WHILE LIVING WITHIN OUR MEANS.**

### Strategic Community Priorities

- **Sustainability** - The City will be a leader in increasing community environmental, social/cultural and economic sustainability;
- **Economic Re-vitalization** - The City will facilitate, promote and develop community economic resiliency and vibrancy;
- **Social Planning and Action** - The City will work collaboratively with all parties to advance community social objectives and needs; and
- **Community Engagement** - The City will facilitate the community being informed and involved in local matters and initiatives.

### Strategic Corporate Priorities

- **Financial Resiliency** - The City will strive towards long-term financial sustainability and best practices in internal processes;
- **Asset Management** - The City will follow best practices in asset management and seek to maximize capital utilization and stewardship;
- **Regional Recreation** - The City will facilitate, encourage and provide enhanced recreational services in the region;
- **Emergency Preparedness** – The City will ensure the residents of Powell River are prepared to withstand emergencies through a collaborative support approach throughout the region; and
- **Community Planning** – The City will lead the community in safeguarding and enhancing the positive physical and environmental attributes of Powell River.

VISION



MISSION