



2025 CORPORATE REPORT

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STATEMENT FROM COUNCIL

Throughout the development of our 2025 Corporate Report Council and Senior staff met on September 30 and October 1 to discuss opportunities, strengths and challenges.

This document is the culmination of our efforts and will be used as our basis for operations moving forward, with the option to review, update and revise on an annual basis.

We invite you to review this plan and provide comments to members of Council and staff in order that we may improve our plan together.

Reeve Marty Baker and Council





GEOGRAPHY

The County of Vermilion River (CVR) is a rural municipality in east-central Alberta. The eastern border coincides with the Alberta-Saskatchewan border and the City of Lloydminster. The main highways within the CVR are the Yellowhead/TransCanada Highway (16), The Buffalo Trail (41) and Highways 17 and 45. The county consists of 1,412,910 acres which are represented by seven councillors.



HISTORY

The municipal history of Vermilion River began in 1913 when Local Improvement District No. 451 was formed. There were many changes until 1964 when the Municipal District of Vermilion River No. 71 incorporated as the County of Vermilion River No. 24. In 2006 the Lieutenant Governor in Council changed the name of the County of Vermilion River No. 24 to the County of Vermilion River. The CVR logo has a black "C" representing oil and gas, "V" is a stylized green leaf representing the Agriculture sector and the blue "R" represents the three rivers—North Saskatchewan, Battle River and Vermilion River.



OUR COMMUNITY

The County of Vermilion River provides rural municipal services for 8,043 residents who live among rolling hills and prairie vistas that stretch north of the North Saskatchewan River, south to the Battle River and 42 miles west from the Alberta/Saskatchewan border.

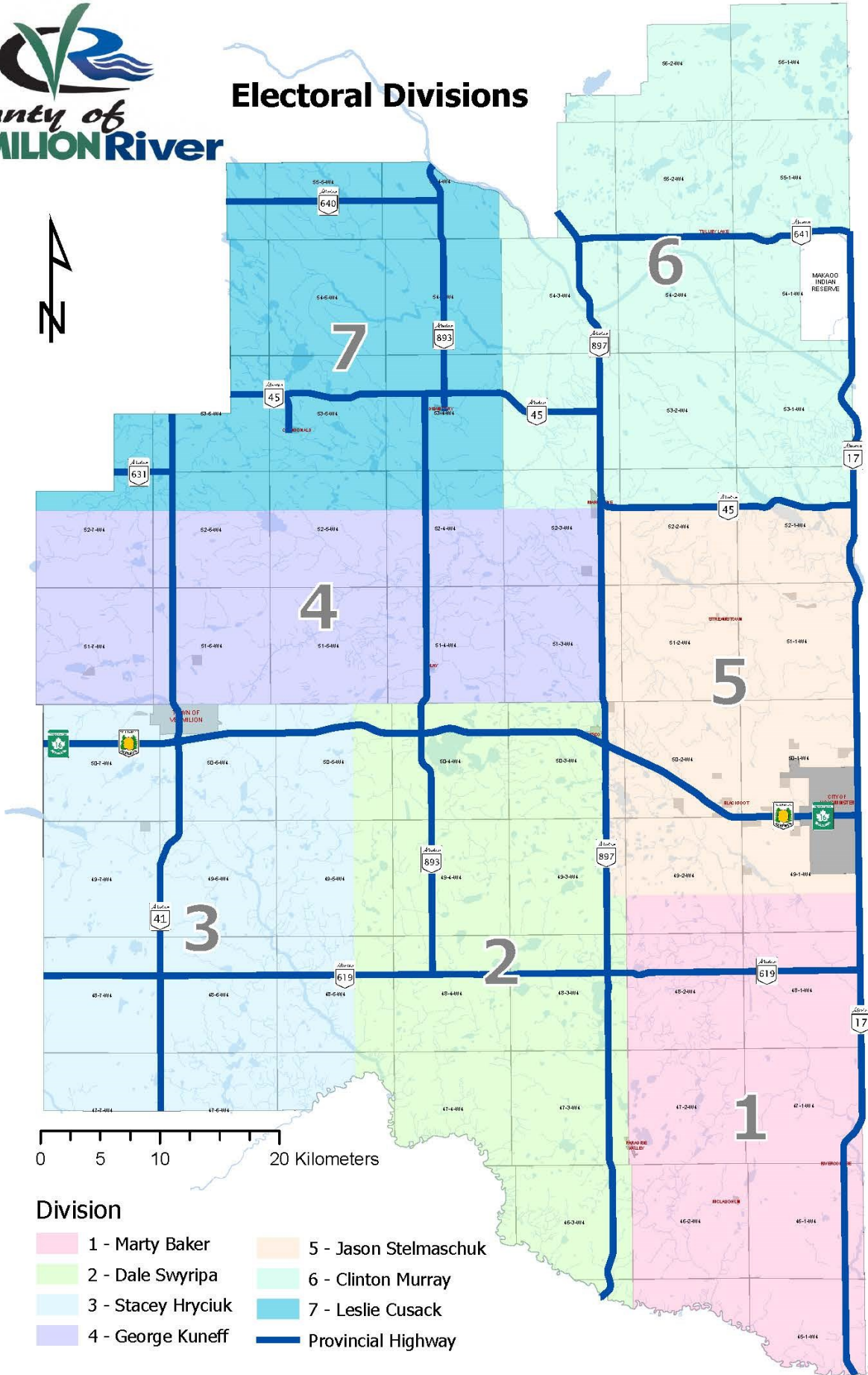
The local economy is as diverse as the landscape with strong agriculture and energy sectors, thriving supply of services and an abundance of small business entrepreneurs.

The many features, amenities and opportunities in our municipality make it "A sustainable and diversified community with opportunities for all".

Our municipal operations are based out of Kitscoty, Alberta—near the geographic center of the County. There are eight unincorporated hamlets, three villages and one town located within the geographic boundaries of the County.

- Total Private Dwellings—3,268
- Total Labour Force—4,880
- Self Employed Persons—1,525
- Persons with Post-secondary certificate, diploma or degree—3,125

Electoral Divisions



What is a Mission Statement?

A mission statement is a brief statement which expresses the purpose of an organization.

Why develop a mission statement?

To guide the direction and decisions of the organization in what we do to accomplish what council would like to achieve, on an ongoing basis.

CURRENT MISSION STATEMENT



PROVIDING SERVICES



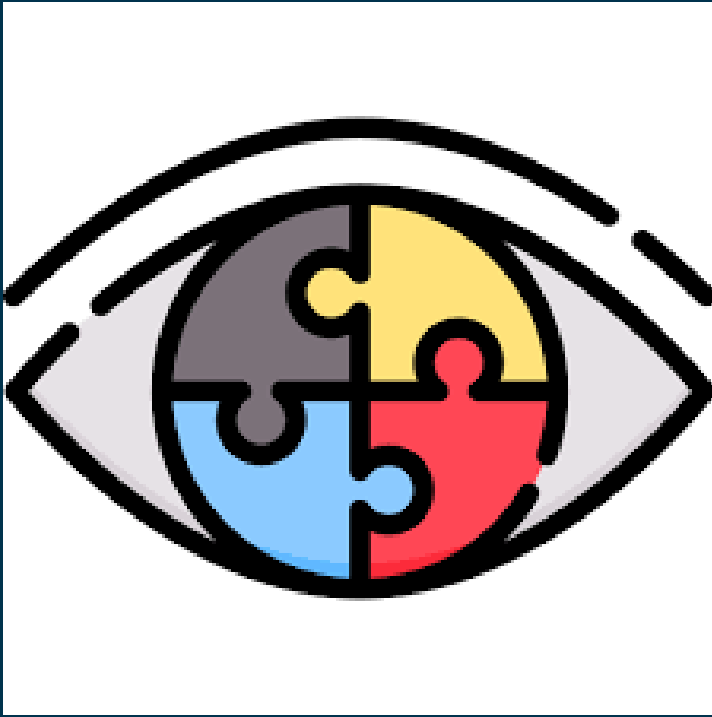
FISCAL RESPONSIBILITY



ENVIRONMENTAL
STEWARDSHIP



WITH A FOCUS ON
RURAL SUSTAINABILITY



What is a Vision Statement?

It is a statement of what the organization should provide, now and into the future.

Why develop a Vision Statement?

To provide a statement for the organization to aspire to, in everything that it does.

CURRENT VISION STATEMENT

A Vibrant Community with Opportunity,
Diversity and Sustainability



CORPORATE VALUES

Our values are declarations of our core beliefs. They represent our shared accountability to each other and underpin our approach to community. We strive to balance our commitment to these values throughout our work.



Honesty and Integrity

We act with Honesty and Integrity, not compromising the truth.



Respect

We will have mutual respect and fair understanding of the wants, needs and expectations of council members, staff and residents and engage in proactive open, honest and sincere dialogue.



Accountability

We will take responsibility for our actions, regardless of the outcome, in order to honor obligations and expectations set by residents, peers and ourselves.



Transparency

We will conduct business with our residents and staff embodying honest and open communication and being upfront and visible about the actions we take, while ensuring those actions are consistent with our values.



Open Mindedness

We will be receptive to new ideas and embrace differing opinions leading to effective decision making.

COUNCIL CORPORATE GOALS



GOAL 1 ROADS

- ◆ Communication with residents prior to major projects.
- ◆ Gravelling earlier in the year.
- ◆ Increased brush spraying - on going not just every three years.
- ◆ Industry to conduct grading when needed.
- ◆ Review Revenue fairness through road tax or drill tax.
- ◆ Oiling Program to keep oiled roads functional and safe.



GOAL 2 ASSET MANAGEMENT

2025

- ◆ Policy implementation
- ◆ Approve formal plan
- ◆ Establish a Steering Committee
- ◆ Determine Strategic Actions by Department

2026

- ◆ Implementing strategic actions or phased plans as identified.



**GOAL 3
ADVOCACY**

- ◆ Continue advocacy work with Province on multiple items of concern.
- ◆ Continued support of Rural Municipalities of Alberta advocacy.
- ◆ Build relationships and advocacy with other municipalities.



**GOAL 4
ECONOMIC
DEVELOPMENT**

- ◆ Partnering with other municipalities to deliver a unified economic development program.
- ◆ Leverage grants to continue to build on assets and information for developers and business owners.
- ◆ Prioritize meeting with business owners to gain feedback on where we can improve.
- ◆ Continue to build tools to make the County of Vermilion River ready to hire a full-time economic development officer.
- ◆ Investigate and deliver unique marketing opportunities to promote tourism and businesses in the County of Vermilion River.
- ◆ Invest in opportunities to create employment opportunities near town, villages and hamlets.



**GOAL 5
EDUCATION**

- ◆ Staff reporting to Council/Public on environmental stewardship matters.
- ◆ Staff reporting to Council/Public on vibrancy with our county and communities.
- ◆ Education to partners—industry, municipal and province.
- ◆ Public Education on affects of other government actions—provincial and municipal.
- ◆ Public education of services, fiscal responsibility, vibrancy—report on community projects.
- ◆ Public education on cost of equipment operating and capital costs, etc.



**COUNCIL
PRIORITIES**

- ◆ Blackfoot waste water solution completion
- ◆ Tap 10/20 project completion
- ◆ Vegetation (brush) control in public roadways
- ◆ Industry participation in upgrades of assets/roads
- ◆ Increased engagement with residents
- ◆ Management of stray animals
- ◆ Increased opportunities for Natural Gas Utility
- ◆ Seniors/Social housing

STRATEGIC ACTIONS

HOW DO WE TAKE THIS PLAN AND MAKE THINGS HAPPEN?

The Chief Administrative Officer (CAO) will work with staff to develop a program of key performance milestones and provide feedback to council. This program will clearly outline:

Who – who is responsible for the implementation;

Why – the success indicators used to monitor progress and end results;

What – the specific tasks and activities needed to be completed for success;

When – the sequence of activities and target dates to accomplish success;

How – the human, material and fiscal resources required for success.

This will be achieved by regular reporting by the Chief Administrative Officer, of progress on goals and operational plan(s) to Council. Based upon regular reporting on goals and operational plan(s), council may choose to update, modify, or revise operational plans. An annual review and update of the corporate plan by council will ensure it maintains its relevance as a guiding document for all operations of the organization. An annual report to the community at the conclusion of the year, highlighting successes achieved, and items yet to be accomplished and what is planned for upcoming year(s).





County of Vermilion River

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