

# STRATEGIC PLAN







# Land Acknowledgement



Situated on the unceded traditional territory of the Lílwat Nation, the Village of Pemberton honours the language, culture and history of the Lílwat7ul.



# Message from Mayor & Council

Residing on the traditional unceded territory of the Lil'wat Nation, Pemberton offers a thriving mountain culture, strong community, family-friendly living, a vibrant business scene, and year-round outdoor activities for residents. As we grow as a community, we're committed to strategic leadership that prioritizes and values meaningful relationships and collaboration in our journey towards reconciliation.

As we look towards the future of our community, we are especially thrilled to share with you the Village of Pemberton's new Strategic Plan for 2023 – 2026. Developed over the past months, this Strategic Plan is our roadmap to a brighter and more sustainable future for our community, reflecting our Council's vision and commitment to sustainable growth, economic development, emergency management, and community wellbeing.

Individually, and collectively as Council, we are very grateful for the opportunity to serve Pemberton's vibrant community. A critical component to our commitment as your Mayor and Council is our accountability. Serving as our guiding compass, the strategic plan sets direction for our organization, guides our decision making, and ensures alignment across all our project goals and initiatives with our community vision and priorities.

Through this strategic plan we are committed to ensuring the prioritization of projects and initiatives that will have the greatest and most meaningful impacts on our community. Under our core guiding values, Council has identified five strategic priorities that we intend to undertake during our term. These priorities are centered around promoting community well-being and sustainability, enhancing infrastructure and emergency preparedness, supporting economic growth and diversification, fostering engagement and inclusivity, cultivating trust and meaningful collaboration, and improving governance and organizational excellence.

As your elected Mayor and Council, our goal is to work collaboratively with our community partners to achieve these priorities and create a vibrant, thriving community that is inclusive and welcoming to all. By implementing this strategic plan, we are confident that we will be able to achieve our goals and make a positive impact on the lives of our residents for years to come.

Sincerely,

**Mayor Mike Richman & Village of Pemberton Council**



**Councillor  
Katrina Nightingale**

**Councillor  
Jennie Helmer**

**Councillor  
Ted Craddock**

**Councillor  
Laura Ramsden**



# Our Vision & Guiding Values

## Village of Pemberton Vision

*Pemberton is a healthy, inclusive, and safe community. A place where the land and people are honoured, its unique culture thrives, and the community flourishes.*

## Council's Guiding Values

- We come with open minds, ask questions first, listen to understand, and engage in respectful and informed dialogue
- We encourage new ideas and innovative problem-solving
- We are forward thinking, considering the issues of the day and looking toward to the future
- We are fiscally responsible and efficient with our resources
- We are attuned to the local community and to external forces





# Strategic Priorities & Objectives



## PLAN & MANAGE GROWTH

*Create a community where residents thrive and businesses prosper*

1. Support diversity of housing development that meets with housing needs
2. Create a community-based vision through the completion of the Official Community Plan
3. Support initiatives that increase food security
4. Establish a viable maintenance plan for infrastructure, assets, and amenities to meet community needs
5. Enhance (or expand) local arts, culture, and recreation opportunities



## BE PREPARED

*Improve the safety of the community through disaster mitigation and recovery support*

1. Increase community safety to keep pace with growth and climate change impacts
2. Develop regional emergency and post-disaster recovery plans
3. Begin planning for RCMP integration and funding



## PROTECT OUR ENVIRONMENT

*Focus on sustainable practices and forward-thinking environmental protection*

1. Increase transportation alternatives to support options beyond the car
2. Preserve and enhance natural assets
3. Deliver on water conservation plan
4. Reduce corporate emissions



## CULTIVATE TRUST

*Collaborate with Indigenous peoples to build strong relationships and shared decision making*

1. Engage with Indigenous peoples to strengthen relationships
2. Create stronger community engagement
3. Complete the new Protocol Agreement



## OPERATE WITH EXCELLENCE

*Establish a resilient, adaptable, and talented organization capable of responding to the changing community*

1. Attract, retain, and develop qualified and creative staff members
2. Develop upgrade plan for municipal hall offices and infrastructure (e.g., technology)
3. Improve operational efficiency and effectiveness to enhance service delivery





Village of PEMBERTON

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