



# Strategic Priorities 2023-2025



## VISION

Victoria County will achieve a balance between preserving our rural natural beauty, respecting our roots and embracing opportunities for all residents, so together, we can grow, connect and prosper.

## MISSION

Victoria County provides and advocates for services and resources that enhance our quality of life and our natural environment so that all residents are proud of where they live.



## OPERATIONAL PILLARS

1

### Responsible Infrastructure

Victoria County will maintain existing infrastructure, invest in new infrastructure for growing communities and ensure municipal assets are accessible, sustainable and fiscally responsible.

2

### Unified Connections

Victoria County will undertake and promote projects to unify and connect our residents through improved technology, county-wide development and meaningful engagement.

3

### Sustainable Growth

Victoria County will support growth and development opportunities that maintain our uniqueness and sense of community while making the County a preferred place to live, work and operate a business.

4

### Strong Partnerships & Advocacy

Victoria County will collaborate and work with others to advance and improve relationships based on mutual respect and for the greater good of all residents.



## CORE VALUES



### Informed

We clearly understand the importance of being open and transparent, providing access to information; we understand our goals, plans and processes to make informed decisions and engage in thoughtful discussions.



### Fair

We ensure that everyone has access to equitable opportunities and resources; we apply policies and practices consistently and impartially; we ensure everyone is held accountable to the same standards.



### Integrity

We do what is right, even in the face of adversity; we act with honesty, sincerity and accountability while making sure decisions are made with a focus on the greater good.



### Respect

We are inclusive and we recognize the worth of every individual; we treat everyone with consideration, kindness and empathy; we acknowledge and appreciate differences.



### Collaborative

We achieve common goals and create positive change; we work together to emphasize communication and coordination to address issues and make decisions which impact the community.



## AREAS OF FOCUS 2023 - 2025

### Responsible Infrastructure

Ingonish water/wastewater

Municipal administration office

Northern waste facility

### Unified Connections

Cellular and broadband

Trail development

Communication and engagement

### Sustainable Growth

Year-round opportunities

Economic development

Natural preservation

### Strong Partnerships & Advocacy

First Nations relations

Housing

Climate change