

MISSION STATEMENT

We are committed to:

- Being a thriving, family-friendly community
- Demonstrating progressive, responsible and transparent leadership;
- Providing responsive and efficient service delivery to meet our citizens' diverse needs; and
- Embracing opportunities within the region's educational, agricultural, and energy hub

VISION STATEMENT

Vermilion will continue to grow as an active, thriving, attractive, and safe community that offers a high quality of life for families and people of all ages. Our vision for the future embraces:

- Ensuring an environment to attract and retain a skilled and educated workforce
- Providing a quality of life that meets our communities' retail, recreational, cultural, educational and service needs; Promoting an environmentally sustainable, innovative and diversified economy; and
- Collaborating to ensure strong relationships with local and regional partners.

VALUE STATEMENT

Engagement

- We will seek to understand the impact of our actions before making decisions
- We value our volunteers who enhance quality of life in our community

Innovation

- We seek out creative ideas and leading edge innovations to improve our community We support innovative technologies and services as a base for economic growth

Safety and Accessibility

- Our workplace supports the safety of our employees and those visiting our facilities
- Our community is safe and accessible to our residents

COMMUNICATION

Communication is the process of transferring information from a sender to a receiver with the use of a medium in a variety of methods.

In simplest form, communication is the use of words to describe and convey a message or give information to another person. We communicate using language as a code to share information, ideas and feelings.

COMMUNICATION PLAN

Goal

The goal of this Communication Plan is to ensure our communication and community engagement activities reaches our target audiences, increases public awareness regarding town council decisions, and supports the Town of Vermilion Strategic Plan.

Objectives

- To accurate and timely information in a precise and timely manner;(as per communication response policy)
- To support opportunities for citizen engagement and public consultations;
- To promote the Town of Vermilion as a safe and friendly environment for families
- To market the Town of Vermilion as an open to “New Ideas For Living” a progressive place for our residents and businesses and for business investment.

Target Audiences

- Residents and businesses of the Town of Vermilion
- Business Attraction & Investment
- Inter Municipal Partners (eg. Vermilion River Regional Alliance, Alberta HUB, Lakeland College, Vermilion Ag Society)
- Federal and Provincial Government/Agencies
- Media (Electronic and Print)

Roles & Responsibilities

The delivery and implementation of the Communication Plan is the responsibility of Council and employees of the Town of Vermilion. Implementation of the Communication Plan and Communication Policies is supported by the Economic Development/Communications department through consultation with the CAO and/or related departments.

To see the current policies managed by the Economic Development Department, see Appendix A, B, C, D and E. Currently, they are:

- A. Public Relations: Promotional Items
- B. Visual Standards Policy (The Town of Vermilion Style Guide)
- C. Vermilion Brand Community Marketing Plan
- D. Town of Vermilion Social Media/Website Policy
- E. The Good Life Institute Social Media/Website Policy.

Communications Tools

The Town of Vermilion will use the following tools to accomplish its communication objectives.

Tool	Frequency	Champion	Budget
Electronic/e-Marketing			
Website (Town of Vermilion)	Updated as required	Economic Development (Department Admin Assistants will update their information as required)	In-House
Website (New Ideas For Living)	Updated as required	Economic Development	In-House
Website (The Good Life Institute)	Updated as required	Good Life Institute Coordinator/Economic Development	In-House
Social Media			
<ul style="list-style-type: none"> Facebook /TownofVermilion 	Updated Daily	Economic Development (Department Admin Assistants for will post their information as required)	Economic Development
<ul style="list-style-type: none"> Twitter @NewIdeas4Living *For Ec Dev & Tourism Info 	Updated Daily	Economic Development	Economic Development
<ul style="list-style-type: none"> Twitter @TownofVermilion *For General Town Info 	Updated Daily	Economic Development (Department Admin Assistants will post their information as required)	Economic Development
<ul style="list-style-type: none"> Town of Vermilion App 	Updated Daily	Economic Development in partnership with Planning & Infrastructure & Community Services	Economic Development (New – Update in 2019)
<ul style="list-style-type: none"> Visitor Information Centre (FB/Twitter/Instagram) 	Updated Daily from May 1 to Sept 1 (Off season updated weekly)	Economic Development	Economic Development
<ul style="list-style-type: none"> Council Meetings 	Live Stream Council Meetings on website	CAO/Tech Services/Economic Development	Councils (New)
<ul style="list-style-type: none"> Town Calendar of Events 	Updated Daily	Economic Development/The Good Life Institute	Economic Development/The Good Life Institute
Print Advertising & Marketing Material			
Departmental Newspaper Advertising	As required	All Departments	In-House

Economic Development, Tourism, Newspaper Advertising, Trade Publication Ads. Lot Sales, etc.	As required	Economic Development	In-House
Talk of the Town Newsletter	Monthly	Administration	In-House
Residential Package	Annually & as required	Economic Development	In-House
Business Package	As required	Economic Development	In-House
Vermilion Business & Community Profile (Magazine)	Every 2 Years	Economic Development	Economic Development
Social Services Booklet	Annually	FCSS/Marketing	In-House
Mayor's Message	Quarterly	Mayor/Economic Development/CAO	In-House (New)
Highlights from Council	Following each Council Meeting	CAO/CAO's Administration	In House
Strategic Plan	Developed every 4 Years (Reviewed Annually)	Council, CAO, Directors, Economic Development & Any others as assigned by CAO	\$10,000
Economic Development Strategic Plan	Every 4 Years	Council, CAO, Economic Development	\$10,000
Inter-Municipal Development Plan	Every 5 Years	Council, CAO, CVR/Planning & Infrastructure/Economic Development	\$10,000
Annual Report	Annually	CAO/Economic Development	\$5,000 (New)
Radio			
Paid Advertising spots, Public Service Announcements (PSAs), Live Reads	Weekly and as required	Economic Development	Economic Development & Council
Public Relations			
Public Service Announcements (PSA's), Press Releases, News Releases, Speaking Notes, News Stories, Welcome Messages etc.	As needed	Council/Town Manager with support of Economic Development	n/a
Promotional Items	As required	Economic Development	\$2500
Promotional Clothing	As required	Economic Development	\$7500
Parades/Grand Opening		Economic Development	Council - \$800
Open Houses/Coffee chat with Council	Semi-Annually	Council	\$1000
Mayor's Economic Breakfast	Annually in May	Council/CAO/Economic Development in partnership with Chamber of Commerce	\$500 (New)

PUBLIC RELATIONS ACTIVITIES

Promotional Items/Giveaways

The Town of Vermilion offers a variety of promotional items for giveaway and for sale that support the Town brand. A broad selection of items are for sale in the main lobby of the Town of Vermilion Administration Building, the Visitor Information Centre, and **designated locations downtown (New in 2019)**. These items are used to compliment town marketing for conference gifts and trade shows.

See Appendix A for sample promotional items.

Media Campaign

The Town of Vermilion will promote itself in an effort to stay connected with the community. This will be achieved through the following methods:

- Local print (newspaper) commentary
- Interview with key media
- Endorsement of community events and programs on **The Town of Vermilion Event Calendar**.

Fostering a relationship with local media provides a means to cost effectively promote by providing interesting and relevant story ideas. Often, reporters are searching for angles for a good news story and what better way than promoting what the Town is doing for its residents and businesses. **Electronic Tools**

e-Marketing

The Town of Vermilion website – www.vermilion.ca

This website informs, educates and promotes service offerings in a pleasing manner is essential to our community. Upon receiving a print piece, reading an article, or receiving a business card that resident, businesses or potential investor can further browse the Town's website for particular information of interest.

New Ideas For Living website - <http://newideasforliving.ca/>

A Business in Vermilion and Business Investor website that informs, educates on the investment climate in the Town of Vermilion and is targeted to increase investment to Vermilion. *(Note this page is accessed when you click on Economic Development on the www.vermilion.ca site – the URL changes)*

The Good Life Institute website – www.TheGoodLifeInstitute.ca

A website dedicated to attracting and promoting tourism to the Town of Vermilion through ‘Hands on Learning’ Classes and Events.

Social Media

The Town of Vermilion has established a facebook page as well as two twitter accounts and an Instagram account (#ExploreVermilion) to provide general Town information and Economic and Tourism information. The Town has created its own You Tube Channel ‘*Vermilion~NewIdeas4Living*’. The Good Life Institute also has established a facebook page and a twitter account.

The social media policy guides Town Council and staff with a process to contribute news and information to our social media channels.

Print Tools

Marketing Collateral

Various in-house produced marketing materials are developed as an important means to promote the Town of Vermilion.

Collateral includes:

- Welcome to Newcomers Package
- Investors Package
- Vermilion Business & Community Profile (Magazine)
- Vermilion Map & Guide
- Vermilion Historic Walking Tour Guide
- Top 10 Brochures (Boutiques, Dining, Where to Stay, etc.
- Lot Sheets
- Various department-specific brochures

Newsletters

Newsletters are a way to communicate information in more detail and capture moments in time for historical purposes. The Town of Vermilion produces an in-house newsletter for residents 12 times per year.

Annual Report (New in 2019)

Transparency and accountability is important to the Town of Vermilion and Administration. An annual report is a comprehensive report on a Municipality’s activities throughout the preceding year. Annual reports are intended to give residents and other interested stakeholders information about the Municipality’s activities and financial performance as well as look forward to plans in the coming year.

Targeted Advertising

Specific trade publication advertising and cross-promotion advertising is a ways to promote beyond the Town of Vermilion borders. This form of advertising has been used to promote investment, business, industry, tourism, arts and culture and recreation.

CROSS PROMOTION AND COMMUNICATION PARTNERSHIPS

The Town of Vermilion participates in marketing and communication partnerships in an effort to maximize resources and to ensure best success.

Some of those partners include:

- Alberta Tourism, Parks and Recreation
- Travel Alberta
- Alberta HUB
- Eastern Alberta Trade Corridor
- Vermilion River Regional Alliance
- County of Vermilion River
- Vermilion & District Chamber of Commerce
- Community Futures Lloydminster & Region
- GO EAST RTO
- Lakeland College
- Regional and Industry Partners

MEASUREMENT/MONITORING

Measurement of the public relations plan and promotional programming is critical to the overall success of the marketing program. For future communication activity both in relation to this campaign and future campaigns, immediate measurement can provide important details on the marketing speed and on the effectiveness of the PR and promotion activities.

Measurement activities may include the following:

Media Monitoring – A permanent record should be maintained on all media activity. Currently, Economic Development tracks all marketing media coverage via print placements, facebook posts and likes, and google alerts.

Program Participation – Perhaps the greatest measurement of effectiveness is a tally of actual number of persons attending open houses, coffee chats, workshops, public events, etc. A tally of attendees is taken at each of the events.

Public Opinion Research – Something on web page (question of the month)? Every three years, a business visitation program is conducted amongst the business community to gather information related to business needs, awareness of services offered by the Town and issues facing the business development.

New in 2019, the new Vermilion App will assist with immediate engagement of the public allowing them to log questions, complaints and more directly to the Town Office. From time to time, a public opinion poll will be administered via website, Vermilion App, newsletters or mailing (ie. With utility bill or tax notice mailout) to obtain information on a particular topic of importance.