

## Council's Vision for Cow Head: 2021 - 2031

Reviewing several documents prepared for Cow Head such as the Integrated Community Sustainability Plan (ICSP) 2009 and Discover Cow Head – A Multi-Phase Tourism Development Plan for the Town of Cow Head, 2020 – the consultants in discussion with Council crafted the following Vision Statement. In addition, Council determined that the directives in the ICSP for achieving its goals are valid today. These are included below as Council's mission statement. These statements are shared with residents to obtain their feedback and confirmation of the intent of Council's goals.

Council proposes the following Vision Statement for inclusion in the new Municipal Plan:

### **Vision**

***In Cow Head, families of all ages prosper in a community that respects and protects its roots and unique environment while enjoying a sustainable future built around our world class theatre and diversified tourism industry.***

### **Council's Mission Statement**

Council will achieve its vision by:

- Protecting our environment to attract people to the community for the quality of our natural environment and beauty of Cow Head
- Supporting our tourism industry and opportunities in resource development to strengthen our economy
- Preserving, promoting, and celebrating our heritage and culture and our festivals
- Supporting our volunteers through strong town leadership and working together to achieve our vision for the future