

# The Corporation of the Township of Red Rock

## Strategic Scope 2022-2026

### Mission Statement

*"The Township of Red Rock is a caring, inclusive community nestled as a Superior Treasure. We are dedicated to providing services in a sustainable and responsible manner"*

### Vision Statement

*We strive to be a welcoming and safe community that provides all the amenities of an urban centre in a picturesque rural setting with growth opportunities and a Quality of Life that is unique.*

### Strategic Initiatives

- Promote as the Community of Choice
- Develop Strategic Partnerships
- Community Engagement
- Environmental Stewardship
- Develop Strategic Priorities
  - Responsible Economic Growth
  - Quality Service Delivery
  - Infrastructure Enhancement
  - Good Governance & Fiscal Responsibility

### Goals & Objectives

- Marketing & Branding Red Rock
  - Cruise Ships
- RV Park & Campground Water Front Development
- Residential Development
- Recreational Enhancement
  - Pump Track/Skate Park
  - Dog Park
- Establishment of a Gas Station & Car Wash
- Economic Growth
  - Veterinary Clinic
  - Cannabis Shop

### Values

*Inclusive • Progressive • Innovative • Accountable • Passionate*