

Our Community Vision – This is the Whistler we are aspiring to achieve now and into the future...

Vision statement

Whistler: A place where community thrives, nature is protected and guests are inspired.

- *Our resort community thrives on mountain culture and the nature that surrounds us.*
- *We protect the land – the forests, the lakes and the rivers, and all that they sustain.*
- *We enjoy a high quality of life in balance with our prosperous tourism economy.*
- *We seek opportunities for innovation and renewal.*
- *We recognize the value of our history and the foundations of our resort community.*
- *We honour those who came before us and respect those who will come after us.*
- *We move forward with the Lil'wat Nation and Squamish Nation and reconcile with the past.*
- *We value our relationships and work together as partners and community members.*

Vision characteristics

Sense of Place

1. **CULTURE:** Our genuine mountain culture pervades the community and is celebrated. It is enhanced by the rich heritage and culture of the Squamish Nation and Lil'wat Nation, on whose unceded traditional land our community sits.
2. **LANDSCAPE:** Natural areas are never far from sight and reach; they are the predominant component of our mountain landscape, core to our mountain culture and the basis of our outstanding recreation offerings.
3. **BALANCE:** Community life and resort visitation are balanced, both occurring within the carrying capacity of our developed and natural environments.
4. **VIBRANT:** Vibrant community spaces are full of energy and frequent celebration, while not interfering with natural places of solitude and rejuvenation.

Environment

5. **RESPECT:** We understand, respect and steward natural areas as the foundation of our community and the tourism based economy.
6. **PROTECTION:** Our development footprint is limited: sensitive ecosystems, wildlife habitat and indigenous biodiversity are healthy, protected and where necessary restored. We have supported the protection of regional ecosystems, wildlife habitat and agricultural land.
7. **ACCESS:** Where natural areas are accessed and enjoyed for recreation and overall wellbeing, we do so in a responsible way.
8. **RESOURCES:** Natural resources are conserved and we are striving to achieve zero waste. Water sources are protected. Natural and synthetic substances are selected and managed to protect human wellbeing and ecosystem health.
9. **CLIMATE:** Greenhouse gas emissions are being eliminated and we are increasing our resilience to a changing climate.

Community

10. **QUALITY OF LIFE:** We enjoy good health and high quality of life, meeting our needs and participating in Whistler's lifestyle through all stages of life.
11. **INCLUSIVE:** Residents and visitors of all ages, identities, abilities and incomes are welcome and included, and those who share our love for nature, active recreation, human connections and innovation are drawn to Whistler.
12. **CONNECTED:** Community connections are strong and interactions with visitors are valued as an extension of the community.
13. **CONDUCT:** People are treated with fairness, respect and care, and as a result we enjoy high levels of mutual trust and safety.
14. **PARTICIPATION:** Residents are able to meaningfully participate in community decisions, collaborating to achieve our community vision.
15. **PARTNERSHIPS:** Strong partnerships with the Squamish Nation, Lil'wat Nation, other levels of government and community stakeholders are based on open dialogue, honesty, respect and collaboration, resulting in the achievement of mutual goals and shared benefits.

Tourism-based Economy

16. **RESILIENT:** Our tourism-based economy is strong, diverse and resilient. Economic opportunities and employment support high quality of life.
17. **EXPERIENCE:** Whistler offers diverse, year-round and authentic experiences that offer exceptional value and keep guests returning again and again.
18. **DEPENDENCE:** Economic activity depends on and respects the natural environment, our unique mountain culture, and the people of our community.
19. **LOCAL:** Locally owned businesses are essential and thrive.
20. **RENEWAL:** Innovation, renewal and reinvestment in Whistler's infrastructure and offerings supports livelihoods, quality of life and the visitor experience.

Some notes about this content: The statements are written in the present tense, articulating the outcomes that we are aiming to achieve. Ultimately, we want to achieve all statements on this page, but we recognize there will be short-term trade-offs along the way.