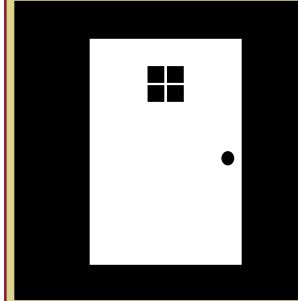


# WHISTLER 2020 STRATEGIES

The 16 strategies - crafted by 16 community task forces - were developed to guide the resort community toward our shared vision of success and sustainability as described in Volume I. All Whistler 2020 Volume II Strategies were adopted by Council on August 2nd, 2005 and now represent important policy directions for shaping our community into the future.

- |  |   |
|--|---|
|  Residential Housing        |  Energy                  |
|  Residential Affordability  |  Materials & Solid Waste |
|  Health & Social            |  Water                   |
|  Recreation & Leisure      |  Visitor Experience     |
|  Arts, Culture & Heritage |  Natural Areas         |
|  Learning                 |  Economic              |
|  Built Environment        |  Partnership           |
|  Transportation           |  Finance               |

## RESIDENT HOUSING



*The Resident Housing Strategy Foundation is concerned with meeting the housing needs of diverse permanent residents and seasonal employees in an affordable and sustainable way - primarily, though not exclusively, through the provision of 'resident-restricted' housing. Further, it is within the scope of this strategy to provide for both rental and ownership options.*

## RESIDENT AFFORDABILITY


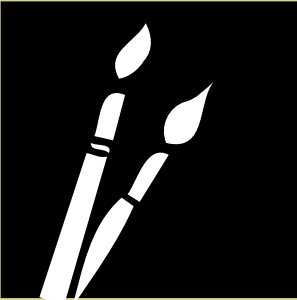
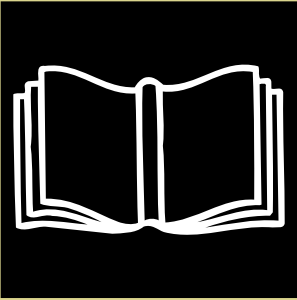


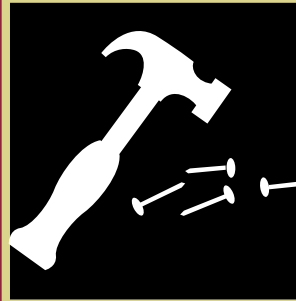

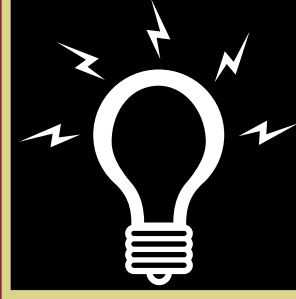
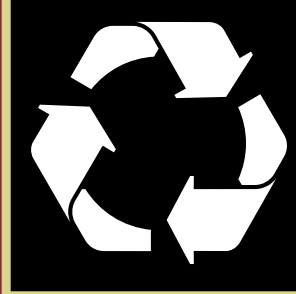
*The Resident Affordability Strategy is concerned with making Whistler more affordable for community members to live and play here. It does not include the affordability of housing or the viability of businesses, as these are addressed in the Resident Housing Strategy and Economic Strategy respectively. The strategy is directed toward full-time residents, seasonal employees and employees commuting from Pemberton and Squamish, but does not address affordability for resort visitors or second homeowners specifically.*

## HEALTH & SOCIAL

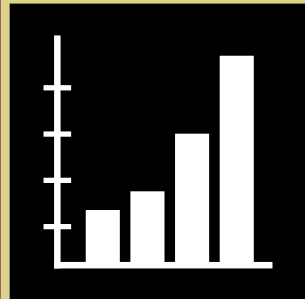




*Whistler's Health & Social Strategy is concerned with meeting residents and visitor' health and social needs through formal and informal services and partnerships. For residents, this strategy addresses physical, mental, social and spiritual health, and also includes community safety. For visitors, it focuses primarily on meeting physical health needs and personal safety*

<p><b>RECREATION &amp; LEISURE</b></p> 	<p>The Recreation and Leisure Strategy addresses the development, delivery and management of recreation and leisure opportunities for Whistler residents and visitors. The strategy includes outdoor and indoor recreation and leisure facilities, programs and initiatives. While a primary focus is on municipal services, this strategy takes an integrated approach to recreation and leisure planning in Whistler, also addressing private offerings and partnerships within and outside of the community.</p>
<p><b>ARTS, CULTURE &amp; HERITAGE</b></p> 	<p>The Arts, Culture &amp; Heritage Strategy will enhance and support arts, cultural and heritage opportunities in Whistler. Culture is made up of a society's beliefs, values and heritage and has many components, including performing, literary, visual arts, heritage buildings, and biographies. This strategy addresses all expressions of culture and explores opportunities for building a flourishing arts, cultural and heritage scene in Whistler. First Nations are an important component of this strategy and integrated throughout.</p>
<p><b>LEARNING</b></p> 	<p>Whistler is committed to being a learning community. The Learning Strategy addresses resident and visitor needs for formal and informal learning opportunities, and includes school programs, distance learning, professional learning, and learning to enhance personal fulfillment and community participation. It does not include the employee training needs of individual Whistler businesses, as these are addressed in the Visitor Experience and Economic Strategies.</p>

<p><b>BUILT ENVIRONMENT</b></p> 	<p>The Built Environment Strategy addresses how the physical characteristics of Whistler's buildings and neighborhoods make the resort community unique, livable and sustainable. It includes residential, commercial, institutional and industrial buildings, as well as their surrounding landscape and paved areas. It addresses the locations and patterns of development as well as the amount and timing of these developments. Finally, the strategy excludes service infrastructure such as roads, water and sewer lines.</p>
<p><b>TRANSPORTATION</b></p> 	<p>The Transportation Strategy is concerned with the movement of residents, visitors, and materials to, from and within Whistler in a more sustainable manner. It includes all modes of local, regional, and international transportation.</p>
<p><b>ENERGY</b></p> 	<p>The Energy Strategy is concerned with meeting Whistler's energy needs in an affordable, reliable and sustainable way, while managing air quality and greenhouse gas emissions and contributing to economic development. It focuses on energy supply and direct use related to the municipality's operations, the resort community, and to some degree, travel to and from Whistler.</p>
<p><b>MATERIALS &amp; SOLID WASTE</b></p> 	<p>The Materials and Solid Waste Strategy addresses how to meet Whistler's need for material supply and disposal while minimizing environmental impacts. As few goods are locally produced in Whistler, this strategy focuses primarily on the procurement of appropriate products as well as on their use and disposal. The strategy includes upstream solutions, encouraging sustainable use of materials, well as appropriate waste management systems. The strategy does not address the treatment and disposal of liquid waste.</p>

<p><b>WATER</b></p> 	<p>The Water Strategy is concerned with providing a dependable supply of high quality water for appropriate uses. It focuses on the entire water system, including sourcing, distribution, use and disposal, and addresses both physical infrastructure and management practices. The scope of this strategy also extends to flood control and watershed management approaches.</p>
<p><b>VISITOR EXPERIENCE</b></p> 	<p>The Visitor Experience Strategy focuses on providing exceptional experiences and excellent value to increase repeat visitation and recommendations, setting Whistler apart from its competitors. The strategy addresses the welcoming and servicing of visitors: (1) before their visit; (2) upon their arrival and for the duration of the stay; and (3) upon leaving Whistler. It helps the resort better understand what makes the Whistler experience extraordinary, and to deliver this level of experience consistently across the resort.</p>
<p><b>NATURAL AREAS</b></p> 	<p>The Natural Areas Strategy addresses how Whistler will protect, and in some cases attempt to restore ecosystem integrity and biodiversity throughout Whistler and the surrounding region. It also addresses how natural features in recreational and developed areas will be protected and managed. This strategy focuses primarily on how the community can work toward eliminating its contribution to society's degradation of the natural environment by physical means (i.e. through physical encroachment and over-harvesting natural resources).</p>

<p><b>ECONOMIC</b></p> 	<p>The Economic Strategy is a high-level strategy that builds and enhances Whistler's tourism-based economy, in the context of the regional economy. It focuses on increasing tourism 'exports' while optimizing the impact of dollars that flow into the community. Specifically, the strategy addresses Whistler's business climate, workforce as well as implications of trends within existing/emerging economic sectors. With respect to Whistler's workforce, it encompasses employee careers, skills, wages and satisfaction, but does not address housing or affordability in depth as these topics are covered in separate strategies. Also, while the strategy includes a focus on visitor service, enhancing the visitor experience is primarily addressed in the Visitor Experience Strategy. Finally, the strategy incorporates environmental and social objectives in the context of short and long-term economic implications, not as individual issue areas.</p>
<p><b>PARTNERSHIP</b></p> 	<p>The Partnership Strategy addresses partnerships and how partner organizations work together to achieve Whistler's vision as well as the complementary objectives of those partners. It is about ensuring that the necessary partnerships are in place and that these are built on strong relationships and a commonly held vision. This strategy works toward collaboration among Whistler stakeholders to achieve the resort community's vision. It includes the principles and practices that help to create stronger, more effective partner organizations, but does not outline the specific roles and responsibilities of each partner organization since these are identified through specific agreements and action implementation.</p>
<p><b>FINANCE</b></p> 	<p>The Finance Strategy is a community-wide strategy for achieving Whistler's vision of success and sustainability, including but not limited to the municipality. It encompasses both uses and sources of funds, including: revenue and expenditure management (e.g. restraint programs), sharing and leveraging of resources among Whistler partners, and identifying appropriate new funding sources and financial tools. Whistler's general economic health is referenced in this strategy as it is essential to finance initiatives, yet is explored in more detail in the Economic Strategy.</p>