



# STRATEGIC FRAMEWORK

## VALUES

Working on a foundation of honesty, respect, and integrity, we believe:

- **community** is at the core of who we are, nurturing community spirit, building relationships, and being inclusive in our actions;
- **social responsibility** involves listening and addressing community issues to support a great quality of life;
- **sustainability** is being responsive to our interconnected world, and working to ensure the long-term viability of our organization and our community; and
- **innovation and creativity** is celebrated in our distinctive character and contributes to a resilient community.

## VISION

Connecting the diverse fabric of our community, the Kingsland Community Association contributes to a vibrant quality of life, fosters community spirit, and stewards the community's resources.

## MISSION

We raise awareness, encourage participation, and balance the strategic growth of our community.

## STRATEGIC AREAS AND IMPACT STATEMENTS

### Listen, Lead, Liaise

- Community issues are addressed through prudent consideration while striving for positive solutions.

### Connect with Community

- Community members are empowered to design our best possible future.

### Revitalize Community (*land use / space / facilities*)

- Community spaces are vibrant, inviting, and utilized.

### Improve Community (*quality of life / health & well-being*)

- Community members are actively engaged.
  - *social, physical, intellectual and creative, emotional, spiritual (Dimensions of Wellness)*

## **Definitions:**

Community:

- Residents
- Non-residents in area, including but not limited to:
  - Local businesses
  - Land owners / Home owners

Resilient:

- Flexible and strong

Sustainability:

- Recognizing the connections between the financial, environmental, social, cultural and health of our community

Vibrant

- Exciting, energetic, and thriving