



Town of Vegreville
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Town of Vegreville has been placed on a national stage

Corporate Services Director Paul Casey presented a financial review to Town Council November 7, 2017 in regards to the Case Processing Centre advocacy costs to date. A year ago on October 27, 2016 the Federal Government announced the closure of the CPC in Vegreville. Town council contracted Torque Communications to develop a public advocacy plan which included the commissioning of an independent Socio Economic Impact Report. Torque Communications' plan included proactively advocating for the citizens of Vegreville, engaging all orders of government and key stakeholders. This plan positioned the Town as the best location for CPC to continue to operate. Council worked with union to roll out the "Respect Vegreville" campaign, comprised of CPC fact sheets which were distributed across Canada, letter writing campaigns and e-petitions.

Not only did Vegreville send representatives to Ottawa but we frequently hosted Members of Parliament and Members of Legislative Assembly. The campaign allowed Vegreville to create enduring relationships with these Ministers, MP's and MLA's, with the understanding that if this could happen to Vegreville this could happen to any community. The coordinated efforts municipally, provincially and federally represented Vegreville's interest, united our community and allowed Vegreville to form relationships across the nation.

Torque Communications assisted Vegreville to file resolutions with Alberta Association of Municipal Districts & Counties, Alberta Urban Municipalities Association, The Federation of Canadian Municipalities, Alberta Chamber of Commerce, and The Canadian Chamber of Commerce. All these resolutions were adopted with majorities and brought the advocacy plan to a national level. The resolution required the Federal Government consult municipalities and stakeholders and create a business case before major decisions are announced, such as removing the CPC, which is currently Vegreville's largest employer.

The campaign raised the profile of rural Canada by creating a parallel between Vegreville and other small communities. Because this decision will affect the entire community, Council recognized the need to continue to build a stronger, more innovative community of the future. The Town of Vegreville has incurred expenses of \$334,000.00 to date on this campaign. The campaign has placed Vegreville on a national stage, and has unrealized benefits for economic growth, development and tourism as we move forward.

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For more information contact:

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