

WHISTLER 2020

Moving Toward a Sustainable Future

THE COMPREHENSIVE SUSTAINABILITY PLAN

Whistler was built by visionaries: from those who first settled here in the early 1900s and those who established the resort in the mid '70s, to those who brought us through the trying times of the early '80s and the growth and development of the '90s.

Today, Whistler holds a special place in the hearts of the people who live, work and play here, and a competitive position within the international destination resort market. Together, we can continue our success as a mountain resort community and move toward a sustainable future.

Whistler 2020 renews our vision for the future. It is the overarching, community-wide vision and strategic plan for Whistler's continued success to the year 2020 – and an ambitious step on our longer journey to a sustainable future.

THE WHISTLER 2020 FRAMEWORK

Values: Our values represent what is important to us as a resort community and are the foundation for all we do.

Sustainability Objectives: Based on the Natural Step sustainability principles, our objectives are to reduce and eventually eliminate our contribution to:

- Progressive build-up of waste from the earth's crust
- Progressive build-up of waste produced by society
- Ongoing physical degradation of nature
- Blocking other people's ability to meet their needs

Vision: Our vision is what we aspire to be. By describing Whistler in the year 2020, it helps guide our strategic planning and actions over time.

Priorities: Priorities are the key areas around which we focus our efforts in moving toward achieving Whistler's vision of the future.

Directions: Our directions describe where Whistler aims to be with respect to each priority. They define what success and sustainability will look like. Moving toward meeting our sustainability objectives (above) is fundamental to all directions.

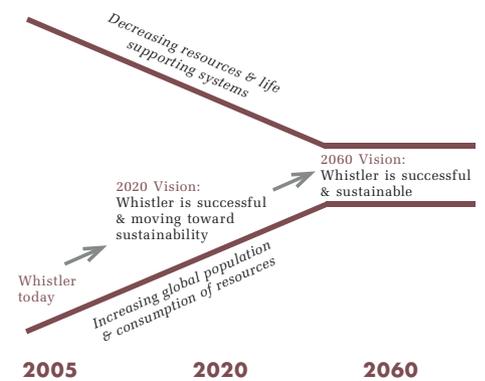
Strategies and Actions: The strategies and actions set out how Whistler will achieve success and sustainability, as defined by the directions.

WHISTLER 2020 IS PRESENTED IN THREE VOLUMES:

Volume I describes what Whistler aspires to be by the year 2020: our values, sustainability objectives, vision, priorities and directions that define success and sustainability for the resort community. It also provides background on Whistler 2020, explaining what it is, why and how it was developed, and who was involved in the planning process.

Volume II outlines how Whistler will achieve the 2020 vision: the strategies and actions that move us in the right direction. It also contains targets and a monitoring program to help the resort community assess whether we are on the right track, and to correct our path if we are not.

Volume III includes the appendices and background information necessary to fully understand the Whistler 2020 development process and to plan for implementation and moving forward.



Strategies

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

PREMIER MOUNTAIN RESORT COMMUNITY

— AS WE MOVE TOWARD SUSTAINABILITY



ENRICHING COMMUNITY LIFE **PRIORITY**

In 2020, the community is attractive and liveable with a strong social fabric, as the majority of the local workforce and many long-time community members make Whistler their home. Residents access and enjoy Whistler's wide range of activities and amenities, and they mix with visitors in the village and on the mountain, sharing in the resort vibrancy. The new and expanded neighbourhoods were designed for liveability, with live-work opportunities, common gardens, playgrounds, parks and access to nature, making Whistler a desirable place to live.

DIRECTIONS

- The community is vibrant and attractive; there is a sense of community pride and spirit
- The resort community is affordable and liveable to both permanent and short-term residents and employees
- Social, spiritual and physical health programs meet the diverse needs of groups and individuals within the resort community
- Land use and infrastructure systems are integrated to protect biodiversity and meet basic needs

ENHANCING THE RESORT EXPERIENCE **PRIORITY**

In 2020, the resort experience continues to exceed expectations. Visitors make return visits, drawn by the resort community's unique and authentic sense of place, and diverse and continually renewed offerings. Services are provided seamlessly at a range of price points and offer excellent value.

DIRECTIONS

- The sense of place that makes the resort community experience special and unique is respected and enhanced
- Visitors are offered a resort experience that exceeds their expectations
- The seamless journey to and within the resort is an important part of the visitor experience

PROTECTING THE ENVIRONMENT **PRIORITY**

In 2020, Whistler residents continue to understand the importance of the natural environment to the success of the resort and to the health of current and future generations. An ecologically viable network of critical areas and wildlife habitat with connecting corridors is protected and remains healthy, along with exceptional scenic and recreation areas.

DIRECTIONS

- The resort community recognizes and manages the natural environment as one of its most important assets
- The resort community protects its air quality, natural waterways, scenic and recreational areas

ENSURING ECONOMIC VIABILITY **PRIORITY**

In 2020, tourism remains the primary economic driver of Whistler's ongoing success. To build and stabilize visitation, the resort has expanded into ventures that complement tourism, ensure year-round activity and move the resort community toward sustainability. As much as possible, dollars are spent and circulated within Whistler and the region. Businesses flourish, and the tourism economy generates competitive return on investments and supports a

high quality of life for residents.

DIRECTIONS

- The resort community integrates its economic health with the economic viability of the resort
- The tourism economy is diversified and proactively adapts to the changing needs of the marketplace
- The community recognizes recreation and leisure as cornerstone attractions
- Entrepreneurial spirit is recognized as an important component of community vitality and is encouraged to flourish

PARTNERING FOR SUCCESS **PRIORITY**

In 2020, the spirit of cooperation and support among residents, business owners and other stakeholders flourishes in Whistler from years of working together and encouraging each other to achieve the shared vision.

DIRECTIONS

- Residents, taxpayers, business and local government hold a shared vision for the resort community and work in partnership to achieve that vision
- The community accepts responsibility for, and has the interest and capacity to work towards social, economic and environmental sustainability
- Regional, provincial and federal governments understand and support the tourism economy, and the role destination resorts play

Download Whistler 2020 at www.whistler.ca or visit the municipal hall
Comments or questions? Contact us at info@whistler.ca