

- **Additional Indicators**

- *The #VermilionOnline Campaign has received attention from other rural communities looking to copy and reuse what Vermilion has achieved. (Sundre, Vegreville, St. Paul, Flagstaff County, Lac La Biche County) Three of these municipalities have reused this program and created their own version of it.

- *The #VermilionOnline was mentioned within the University of Waterloo Course full of Ec Dev Officers as 1 of 4 communities in Canada doing something unique to sustain their community.

- *The #VermilionOnline won the 2020 AUMA Action in Sustainability Award for Small Communities

- *50% of the businesses we have worked with during the festival now are doing FB Live videos regularly or FB Fashion shows to increase their reach.

- *Continuing with the online theme for our community we have created a Town of Vermilion Shopify account to sell our Town Swag.

- *To sustain an online presence the Town of Vermilion has developed a broadband strategy, registered with the CRTC and has become an ISP – V-Net. High speed broadband is the key to sustaining all social aspects of our community. V-Net is currently in a 6-month pilot project running in one of our business parks for the remainder of 2020. The goal to have the whole community using V-Net.

As crime rates were up in rural Alberta, Vermilion held its own still attracting new business and new investment into our community to keep our quality of life, health and wellness, investment and educational opportunities open and available. “We strive to punch higher and look bigger than we are.” When COVID-19 developed to a point where our Vermilion businesses were forced to close their door’s we needed to be strong, innovative and unique in order to assist in maintaining the social well-being of our community. Particularly the downtown businesses – the heart of our community. Through our branding process the Town of Vermilion had been utilizing the hashtag #ExploreVermilion following our provincial tourism leader Travel Alberta over the last couple of years. Seekers Media (ZenSeekers.com, FestivalSeekers and SnowSeekers) partnered with the Town of Vermilion to reach a national audience. Our Council and community were thrilled.