



Strategic Vision

August 2019



Purpose

This Strategic Vision is the aspirations the Town and Municipal Councils have for the Mariners Centre and our community. This vision provides guidance to all in their work in and for the Mariners Centre.

Vision

Yarmouth County is a vibrant, active, socially connected, and healthy community.

Mission Statement

“The Mariners Centre is a community gathering place in Yarmouth County providing opportunities for sport, recreation, cultural, and community events. Through these activities the Mariners Centre makes a substantial contribution to the health and wellness of our communities and their residents.”



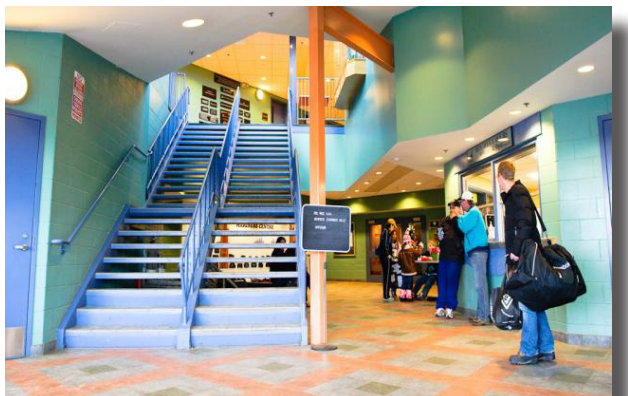
Governance

The Mariners Centre is governed by a dynamic, diverse and engaged Board of Directors made up of community members and elected officials, representing Municipality of Argyle, Municipality of the District of Yarmouth, and the Town of Yarmouth. The board utilizes a policy-based structure to guide their work and places high value on a diverse membership, with healthy turnover. The Board is connected to both the work of the Centre and to the community at large. Members of the Board are recruited based on experience and competency, with a singular purpose, the development and enhancement of the Mariners Centre and its community.



Our Team

Staff and volunteers of the Mariners Centre are proud ambassadors of our facility. They share our vision of the future and are committed to the highest standards of customer service. They believe in saying yes to opportunities to help a customer and our community. Each of them knows that their efforts are appreciated by customers, their co-workers, the board of directors, and the community. Employees of the Mariners Centre are recognized for their expertise and high standards of personal performance by their peers and the community.



Customers and Culture

The Mariners Centre is a welcoming, inclusive community facility. Everyone knows that they are safe and valued. People who experience the Mariners Centre become champions of the facility. Residents of Yarmouth County know that the Mariners Centre is a champion of inclusion and equity and continually strives to ensure that everyone has fair opportunities to work, play and participate in the activities of the facility.



Community

The Mariners Centre is a key element of what creates the high quality of life in Yarmouth County. Families learn, connect, socialize, have fun, and are entertained at the facility. The Centre drives our economy and opens Yarmouth County up to the world. Its helps attract and retain residents. Everyone's life in Yarmouth County is improved by the efforts of the Centre.

Community Buzz

The Mariners Centre is a source of pride for the residents of Yarmouth County. Residents, businesses, and governments recognize the value the Centre contributes to its community and consider themselves partners in the facilities success. Events and activities at the Centre are considered one of the many great opportunities in our County. Members of the community talk fondly of their experiences at the facility and look forward to the opportunities the facility will provide in the future. The Mariners Centre recognizes the best form of marketing is word of mouth from happy and engaged members of the community.



Life Happens at the Mariners Centre

Whether it is a wedding, sporting tournament, concert or other community building event, the Mariners Centre is the heart of our community. People of all ages, abilities, and circumstances learn to play together and have fun with family, friends, and neighbours. There is something for everyone at the Mariners Centre.



The Facility

The Mariners Centre is a world class sport, recreation and event facility. Local, regional, national and international events call our facility home. The facility provides an ice surface, community event spaces, a full-service aquatic facility and opportunities for other sports, recreation and cultural activities. The facility is open, clean and encourages people to connect with their friends and neighbours.