

What we didn't know in 2012

1. We didn't know that VS would successfully reach a broad audience locally and internationally.
2. We didn't know that the City of Winkler would use the booklet as a marketing tool in promoting our community as a destination place to skilled migrant workers.
3. We didn't know that VS would serve the business community and the non-profit sector in understanding local social and economic dynamics through both quantitative figures and qualitative perspectives.
4. We didn't know that VS would be used as a strategic planning resource
5. We didn't know how Vital Signs would be received within our community and surrounding area.
6. We didn't know how we would raise the necessary funding to support this project.
7. We didn't know that people would ask, "when is the next VS report coming out?"
8. We didn't know that Winkler and the RM of Stanley would be the first rural community to produce a VS report across Canada.

To put it simply, we didn't know, what we didn't know, but we did it anyway, with pretty amazing results.

What we know today

By October 2018 we plan to:

Reach 7,177 homes within the City of Winkler and the RM of Stanley.

Report on significant trends within our communities e.g. (learning, health & wellness, safety, gap between rich & poor, community involvement and arts culture & recreation).

Influence thousands of people within our community to assist in building healthier communities.

Provide supportive data to our business community.

Challenges we face

By not participating in Vital Signs 2018, we lose track of community baseline data (on key indicators). *Learning, health & wellness, safety, gap between rich & poor, community involvement and arts culture & recreation*

We fail to sustain transparency when it comes to exposing the challenges we face within our communities.

By not responding to the highlighted opportunities around us in an informed manor we could potentially respond to the wrong needs.

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Moving forward

Knowing now what we didn't know in 2012 allows us to anticipate an exciting Vital Signs launch in 2018. A report that will continue to see the City of Winkler and the RM of Stanley at the forefront of data driven community life and knowledge.

In 2012 the City of Winkler and the RM of Stanley in partnership with the Winkler Community Foundation were able to accomplish what other rural communities can only dream off, producing the first rural Vital Signs report. With your partnership we can continue this forward movement and establish ourselves as a community that is committed to maintaining a healthy and vibrant community.