

Pillar 3: Promote Community

Strategy	Q2 2022	Status
Celebrate West Grey		
Celebrate and recognize significant anniversaries and milestones	Sharing and promoting on social media channels Mayor certificate program	Ongoing
Support local community groups	Community group user agreements; social media promotion and sharing; Memorandum of Understanding	Memo of Understanding with Durham Homecoming – done  Memo of Understanding with Lions re Heritage Bridge – completed  Grants to Organizations – some funding allocations assigned
Share our successes with neighbouring municipalities and reciprocate with congratulations for outstanding achievements	Media releases; social media promotion, sharing, challenges	Ongoing
Promote and Market		
Develop a visitor and marketing strategy	Incorporate into Economic Development Strategic Plan	Strategy completion, target Q3
Increase West Grey’s profile as a prime location for families and businesses	Economic Development Strategic Plan	Strategy completion, target Q3
Embrace and celebrate our unique villages and hamlets	Incorporate into Economic Development Strategic Plan	Strategy completion, target Q3
A Cultural Hub		
Support arts and music festivals	Supporting Durham Homecoming 2022	Completed Memorandum of Understanding
Identify spaces and work with community artists to display public art	No action	No formal progress, however, local artist completed mural project at the Durham wading pool
Develop a heritage plan and celebrate our agricultural roots	No action	No progress
Support recreation programming	Partnership for summer camps  Minimal opportunity due to low resources and budget	Camps expanded and filled for 2022  Budget request in 2023 to rebuild recreation, post pandemic