

Strategic Vision Plan 2020-2022:

Pillar 3: Promote Community

Strategy	2021 Actions
Celebrate West Grey	
Celebrate and recognize significant anniversaries and milestones	Sharing and promoting on social media channels
Support local community groups	Community group user agreements; social media promotion and sharing; education/rollout Grants to Organizations Policy
Share our successes with neighbouring municipalities and reciprocate with congratulations for outstanding achievements	Media releases; social media promotion and sharing
Promote and Market	
Develop a visitor and marketing strategy	Incorporate into 2021 Economic Development Strategic Plan
Increase West Grey's profile as a prime location for families and businesses	Economic Development Strategic Plan to be adopted in 2022
Embrace and celebrate our unique villages and hamlets	Incorporate into 2021 Economic Development Strategic Plan
A Cultural Hub	
Support arts and music festivals	TBD
Identify spaces and work with community artists to display public art	TBD
Develop a heritage plan and celebrate our agricultural roots	TBD
Support recreation programming	Youth Summit – request in 2021 budget