

Strategic Vision Plan 2020-2022: 2021 Areas of Focus – Q2 update

Pillar 3: Promote Community

| Strategy | 2021 Actions | Status |
|--|---|--|
| Celebrate West Grey | | |
| Celebrate and recognize significant anniversaries and milestones | Sharing and promoting on social media channels | Ongoing |
| Support local community groups | Community group user agreements; social media promotion and sharing; education/rollout Grants to Organizations Policy | Memo of Understanding with Durham Homecoming – pending Memo of Understanding with Lions re Heritage Bridge – completed Grants to Organizations – funds earmarked for Durham Homecoming Insurance; balance of applications pending council direction. |
| Share our successes with neighbouring municipalities and reciprocate with congratulations for outstanding achievements | Media releases; social media promotion and sharing | Ongoing |
| Promote and Market | | |
| Develop a visitor and marketing strategy | Incorporate into 2021 Economic Development Strategic Plan | No progress on Strategy Q2 |
| Increase West Grey's profile as a prime location for families and businesses | Economic Development Strategic Plan to be adopted in 2022 | No progress on Strategy Q2 |
| Embrace and celebrate our unique villages and hamlets | Incorporate into 2021 Economic Development Strategic Plan | No progress on Strategy Q2 |
| A Cultural Hub | | |
| Support arts and music festivals | Supporting role for Durham Homecoming 2022 | Developing Memorandum of Understanding |
| Identify spaces and work with community artists to display public art | Proposal from local artist to do a mural at the Durham wading pool | West Grey Library taking lead |
| Develop a heritage plan and celebrate our agricultural roots | TBD | No progress |
| Support recreation programming | Youth Summit – request in 2021 budget | Budget allocated; summit development not yet started due to COVID restrictions. |