

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.