



**C O U N C I L**  
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*Moving Wasaga Beach Forward*

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# Message from Mayor Nina Bifulchi



On behalf of council and town staff, I am pleased to present you with this update on our priorities for the 2018-2022 term.

Shortly after the last municipal election, our council and senior leadership team met to identify the priorities for the next four years.

Through our meetings, we established 11 goals.

Since then council and staff have worked diligently to achieve these objectives.

I am happy to share that we have met our goals and I encourage you to read the pages that follow to learn more.

This is a good time for Wasaga Beach.

Our town is in great financial shape. Our independent auditors confirm this each year.

As a municipality, we are making important investments in public infrastructure and programs. This includes the new twin-pad arena and library, roads, sidewalks, drainage, planning studies, special events, and much more. We identified a preferred developer for town-owned land at the beachfront and look forward to seeing this area of our community rejuvenated, once negotiations are complete.

Developers are building here and new businesses continue to open. Development projects include new single-detached homes, townhomes, and a seniors' retirement complex. Restaurants and retail operations are welcome new additions to Wasaga Beach and we expect this trend to continue as we grow.

The public school board plans to open a new elementary school in the Sunnidale Trails

development and land is earmarked for a high school. A new "Northwest Simcoe" secondary school is on the board's priority list.

Gateway Casinos has started construction of its establishment in the west end. Once complete, the casino will mean new good paying jobs, a dedicated revenue stream for the municipality, plus new dining and entertainment options.

In short, things are happening.

Together, we are building a better community for everyone so that Wasaga Beach continues thriving.

Thank you for taking time to read our report and please accept my best wishes.

Sincerely,  
Nina Bifulchi,  
Mayor.












## Wasaga Beach Town Council

Nina Bifulchi Mayor	David Foster Councillor	Stan Wells Councillor
Sylvia Bray Deputy Mayor	Mark Kinney Councillor	George Vadeboncoeur Chief Administrative Officer
Joe Belanger Councillor	George Watson Councillor	



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# 01



## Determine the town's role in the development of the downtown area and beachfront;

# 01

### The Objective

Council wishes to rejuvenate the main beachfront area, making it a great place to visit and live. In order to accomplish this and implement the Downtown Development Master Plan the town utilized a formal process to find a developer for town-owned lands.

### Achievements and Milestones

- Work on downtown development started in the early days of the new term of council and has continued at a steady pace.
- Council approved Official Plan amendments after public input was received. The changes introduced flexibility to development in the downtown area.
- Council also approved an amendment to the Zoning Bylaw to rezone a portion of Beach Area 1 lands to allow buildings up to six storeys, making it consistent with zoning for other portions of Beach Area 1.
- In June 2019, we issued a revised Request for Expressions of Interest (RFEOI) for the development of the beachfront based on the input from the development community, the needs of the community, the provisions in the Downtown Development Master Plan, and best practice.
- In September 2019, we announced the town received nine submissions from organizations interested in developing town-owned property at the main beach.
- We then issued an RFP to the six firms short-listed through the RFEOI process.
- Ultimately, Slate Asset Management L.P. was identified as the preferred company to develop municipal property at the beachfront, just south of Beach Drive.
- Negotiations with Slate continue and are expected to wrap up in the next few months.





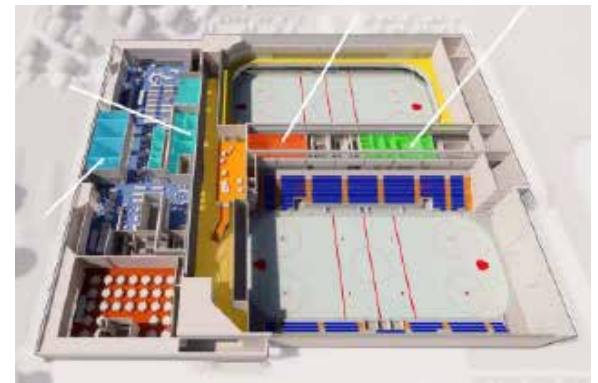
## Determine the best location(s) and build a new twin pad arena and library;

### The Objective

Find and build a new home for the town's library and arena. The existing library is too small to properly serve our growing community and the arena, built in the early 1970s, is at the end of its lifespan.

### Achievements and Milestones

- Work on determining the best location for a new library and arena began early this term.
- In the spring of 2019, council started to review a number of sites and short-list potential locations.
- On Oct. 15, 2019, following a public consultation process, council selected 544 River Rd. W. for the site of the town's new twin-pad arena and library.
- Council then selected a project manager and architect to design the new facility.
- In June 2021, we issued construction tender documents to five pre-qualified contractors and the building contract was awarded to Aquicon Construction in September 2021.
- Construction started this fall with completion set for July 2023.
- The result will be two new ice surfaces, an indoor walking track, a modern library with meeting space and room for programming.
- The budget for our project is \$59-million, which will be funded from reserves, financing, and community fundraising. A detailed financial plan is on our website and if you have questions please contact our Treasury Department.
- Visit our project page to learn more about this exciting investment.





## Promote and facilitate the construction of affordable, attainable, and safe housing;

### The Objective

Ensure a variety of housing options. These choices are important for a growing community such as Wasaga Beach. We all deserve a safe place to live. Council has supported a number of ongoing and new initiatives to ensure affordable, attainable, and safe housing.

### Achievements and Milestones



#### AFFORDABLE HOUSING

A new County of Simcoe affordable housing complex opened at 175 Zoo Park Rd. earlier this term. The four-storey building offers one, two and three-bedroom apartment options. Learn more about Social and Affordable Housing options by visiting the County of Simcoe at [www.simcoe.ca](http://www.simcoe.ca).

Town staff this term also met with county staff to determine the requirements for preparing the second phase of the Zoo Park Road development.



#### OFFICIAL PLAN REVIEW

Also this term, the town continues its Official Plan Review, which will set out land-use policies to the year 2031. An official plan is a town-wide forward-looking document that describes the community's long-term vision and sets out goals and policies for directing land use, future growth, and development. Work on this project continues. Visit our community engagement page at [www.letstalkwasagabeach.ca](http://www.letstalkwasagabeach.ca) to stay informed.



#### WEST WASAGA SECONDARY PLAN

Council recently approved proceeding with a West Wasaga Secondary Plan study. The study is intended as a focused review of development policies for the west end of Wasaga Beach. The purpose of the study is to prepare a comprehensive approach that addresses future land use, market assessment, transportation, servicing, stormwater and drainage, urban design, trails and recreation, and natural heritage.

The secondary plan will analyze the needs, possible impacts, and potential mitigation measures arising from competing land uses in this area in a more detailed manner than would be possible in the new official plan. The study will result in policies for inclusion in the town's official plan.



#### HOUSING RESOURCES

Council continues to support the Wasaga Beach Housing Strategy. Visit our Housing Strategy page on [www.wasagabeach.com](http://www.wasagabeach.com) to learn more. Additional information can be found on our Housing and Shelter page.





## NEW DEVELOPMENT, GREATER CHOICE

Throughout this term of council we have witnessed significant new housing in areas designated for development with more coming online in the months ahead.

A number of new single-detached homes are being built on vacant lots throughout the community. Larger projects, featuring single-detached homes and semi-detached, can be found in the east and west end.

Elm Development's Georgian Sands project is based in the east end of Wasaga Beach, off County Road 92, near commercial shopping plazas, hiking trails, and the beachfront, as well as the new twin-pad arena and library the town is building. This 1,500-plus master-planned community is a welcome addition to Wasaga Beach.

The Sunnidale Trails development, designated for development in the early 2000s, on the east side of Sunnidale Road is under way and will be a significant addition to the community when complete. There are a number of ownership interests within the Secondary Plan area. When fully built out, it is estimated that there will be approximately 2,750 new residential units constructed (accommodating approximately 7,200 persons), new service commercial, new elementary school and a new secondary school. The public school board has placed a new high school for the region on its capital priority list. See our related Q&A on [www.wasagabeach.com](http://www.wasagabeach.com).

Phase 1 of this build by Pacific Homes represents 59.5 hectares (146 acres) at the southern portion of the development area and consists of 604 dwelling units comprised of residential (singles, semi-detached, townhomes, apartment block), commercial, institutional, environmental protection lands, parks and open

space. The collection of residential units will encompass a village square where locals can find shops, and restaurants that your family can enjoy all year round.

M6 Developments is planning to construct a four-storey, 117-suite retirement home on land at the rear of the Bayside Plaza (Foodland). This will be a welcome addition to our community.



## NEW DEVELOPMENT CHARGES BYLAW

Council approved a new Development Charges bylaw.

Development charges are fees imposed on new residential or non-residential development and represent deferred revenues, meaning the town collects these charges and puts them in the Reserve Fund until we need them for a capital project. Read our related Q&A on [www.wasagabeach.com](http://www.wasagabeach.com) to learn more. Development Charges are important as they ensure we have the infrastructure we need to support our growing community.





## Support the private sector in growing and diversifying the tax base;

## The Objective

Having a strong, growing, and diversified tax base is a sign of a healthy and prosperous community. We strive to constantly meet this goal by ensuring Wasaga Beach is a place where people want to live, visit, and invest.

## Achievements and Milestones



### NEW BUSINESSES

Throughout this term of council we've seen a number of new businesses open with more on the way. These new businesses increase the tax base and result in job creation that supports our economy.

#### New businesses include the following:

- Wasaga's Curry and Cocktail.
- Twisted Indian.
- Cannabis Cove.
- Horn Dawgs BBQ.
- Merle Norman Cosmetic Studio.
- Star Buds Cannabis Co.
- Georgian Bay Recreation.
- Cannabis Xpress.
- M&M Food Market Express.
- Guac Mexi Grill.
- Rustuk Ink.
- Pharmasave.
- Health Wellness Industries Inc.

- Chuck's Roadhouse.
- Pizza Hut.
- ...plus a variety of others.

#### New businesses coming soon:

- Burger King and Petro Canada.
- A&W.
- Gateway Casino.

### ECONOMIC DEVELOPMENT ACTIVITY

Through our robust economic development services, we are helping facilitate a climate that ensures a healthy tax base.

We initiated a business visitation program where an economic development officer visits individual businesses and advises of programs and supports.



Through these visits, our staff maintain a dialogue with owners and operators, while ensuring they have valuable information that can help them be successful. These site visits also help us identify how the town can support businesses.

#### As part of our Economic Development Strategy, the town has made significant progress:

- Established a Shop Local/Support Local campaign that includes ongoing digital, print, and radio messaging.
- Launched a monthly business newsletter.

- Established a COVID-19 Business Recovery Portal.
- Established a Wasaga Beach Business Directory.

**In 2022 we will work on the following:**

- Establish a commercial vacancy inventory.
- Work with the County of Simcoe, helping implement their economic development strategy.
- Undertake an investment readiness coaching and training exercise.
- Continue to streamline the industrial/commercial development approvals process.
- Ensure that employment lands are preserved for future business investment through development policies.

**Other economic development initiatives under way this term:**

- Branding Strategy - council authorized staff to start work on a town branding exercise earlier in 2021. A successful branding strategy will redefine the town's image and showcase the town's unique identity, which separates it from other municipalities. Work to create the new brand will start in 2022 and subject to council approval the implementation plan will start in the spring/summer.
- Wayfinding Strategy - earlier in 2021 council approved a Comprehensive Wayfinding Strategy. The strategy identifies recommended wayfinding signs in town. The strategy outlines a wayfinding system that reinforces the sense of place, identity, connection, and navigability. A phased implementation of the strategy is under way. Review the strategy on our website at [www.wasagabeach.com](http://www.wasagabeach.com).

The Branding Strategy and the Wayfinding Strategy are two great examples of investments we are making to improve our community and in turn support the private sector.

Visit our economic development page at [www.wasagabeach.com](http://www.wasagabeach.com) to learn about the many other supports we have in place.

**DEVELOPMENT OF OUR BUSINESS PARK**

The town is in discussion with Zancor so the company can start the development process. These lands are in the west end off Ramblewood Drive. This will mean new business opportunities and additions to our tax base.

**NEW CASINO COMING TO WASAGA BEACH**

Gateway Casinos and Entertainment Ltd. is building a new casino in our west end off Lyons Court and this will add to our tax base, create a dedicated revenue stream for the town, and result in new good paying jobs. Construction started in the fall

of 2021. The new Playtime brand casino will be 24,488 square feet with a restaurant and gaming area. Visit our project page on [www.wasagabeach.com](http://www.wasagabeach.com) to learn more.

**RETAIL ACTIVITY**

A number of new businesses have opened in town filling available commercial retail space. Nearly 100 per cent of space is occupied, indicating a robust economy. New commercial development is being directed to the established nodes in the community.

**FILM ACTIVITY**

Facilitated commercial filming opportunity in 2020. Supported in principle a onetime contribution of \$25,000 to sponsor 'The Adventures of Tikki the Wonder Dog', which will feature Wasaga Beach in the story in 2022.

**HOTEL AND MOTEL ACCOMMODATION**

Discussions are happening with major hotel chains to establish new places to stay in town, including a hotel at the casino site in the west end.

**HOW ELSE ARE WE HELPING THE PRIVATE SECTOR?**

By ensuring we have a community where people want to live. See Priority 3 to learn more about the exciting new housing developments happening in Wasaga Beach.

See Priority 7 to learn about our healthy financial position.







**Continue to build a safer and healthier community, mindful of the needs of various neighbourhoods in town;**

## The Objective

A safe and healthy community benefits us all.

Through a number of initiatives and special projects, we are making Wasaga Beach an even better place for residents and visitors.

## Achievements and Milestones

### CONTINUED IMPROVEMENTS IN PUBLIC INFRASTRUCTURE ARE ENSURING THE HEALTH AND SAFETY OF OUR TOWN.

#### Infrastructure projects and studies overview

- The Main Street Bridge rehabilitation project.
- Main Street Road Diet, including the creation of two traffic lanes, turning lanes, and cycling lanes.
- The Veterans Way-Klondike Park Road geometric improvements and water main project, improving driver visibility.
- Bay Sands External Area Drainage Construction Project; addressing drainage issues in the neighbourhood.
- Trillium Creek Berm Project, addressing drainage issues in the Ramblewood Drive area.
- Storm drainage improvements along Shore Lane (between 39th and 41st streets and between 64th and 61st streets).
- Replaced the Orchard Park Drive Pedestrian Bridge in order to maintain trail connectivity.
- Investments in sidewalks.
- Additional security cameras at River Road West and Mosley at the Riverbend Plaza.
- Additional security cameras at the Beachfront and downtown area.

In addition, we are updating our Official Plan to ensure our community evolves the best way possible. Learn more on Let's Talk Wasaga Beach.

And just recently we started the West Wasaga Secondary Plan Study.

But building a better community is more than just hard infrastructure investments and planning studies that will support our needs for tomorrow.

### INVESTMENTS IN PROGRAMS AND SERVICES

#### We are also focusing on programs and services, too

- New online transit portal so people can manage their bus pass.
- Investments in our Seniors Active Living Centre and its programs that support older residents.
- Investments in our Youth Centre and its programs that support younger residents.
- Investments in projects that support inclusion such as our rainbow crosswalk on Mosley Street.
- Investments in the arts through new mural creation at the Skateboard Park and the Wasaga Beach Archives.
- Support and Promotion of Snow Angels, the program that connects people who need help clearing their driveway of snow with people who can lend a hand.
- Supporting the Rotary Club's Yellow Fish Program, which involves volunteers painting the image of a yellow fish on pavement adjacent to catch basins and drains as a reminder of the harmful effects of dumping products or chemicals.
- Investments in parks and trails. See Priority 11 to learn more.
- Working with the OPP on identifying roads where speed limits are exceeded and implementing dedicated patrols in those areas.

# 06



## Implement changes to Council's governance and structure to improve accountability and transparency;

# 06

### The Objective

Changing how council conducts business is a priority this term to ensure better accountability and a streamlined approach to decision making. Our Legislative Services Department, in consultation with council and department heads, has overseen this extensive exercise.

### Achievements and Milestones

To help streamline how the town conducts business, and to allow a more engaged approach by members of council, a number of volunteer boards and committees have been retired.

These include:

- Beachfront Management Board.
- High School Task Force.
- Downtown Plan Advisory Committee.
- Community Hub Steering Committee.

By retiring these bodies, council has assumed direct responsibility for the matters overseen by these entities.

In addition, a review of council's governance structure occurred in 2019 and Procedural Bylaw amendments took place in 2019, 2020 and 2021 to make for more effective meetings and to accommodate the challenges of in-person meeting during the pandemic.

Efforts included the consolidation of the public question period to one at the start of the meeting, in keeping with best practice. Several bylaw reviews were also conducted and where appropriate updated.

This included updating the Council Indemnification Bylaw, including a section where members of council could protect themselves from defamatory statements made about them.

#### **New software has also been implemented to streamline operations, including:**

- Agenda management software.
- Records management software.

#### **New policies and procedures have been implemented, too.**

- Council-Staff Relations Policy.
- Protection and Enhancement of the Tree Canopy and Natural Vegetation Policy.
- Code of Conduct.
- Introduced Coffee with Council, held quarterly, to provide an opportunity for members of the public to engage with council.

#### **Audio/Visual investments to support council operations**

- Invested in new audio and visual equipment to support virtual and in-person council meetings.

#### **New council meeting date and times**

- Moved council meetings from Tuesday evenings to Thursdays at 2 p.m., starting January 2022.
- This change allows the public additional time to view the agenda online and sign up for comment and question period; and saves money for the municipality as staff no longer have to attend evening meetings and incur overtime.
- Changes have been made this term to allow the public to attend council meetings virtually and in-person, subject to COVID-19 regulations.

# 07



Maintain the financial health of the town while meeting the service needs of the community;

# 07

## The Objective

The Town of Wasaga Beach has a long history of good financial stewardship, allowing the municipality to deliver the services needed for today and at the same time to plan for tomorrow. Continuing this tradition is a priority for council, as is ensuring all our financial information is accurate, transparent, and publicly available.

## Achievements and Milestones



Since the start of this term of council, responsible and affordable municipal budgets have been a priority.

### Budget 2019

The 2019 budget was approved on March 26, 2019, resulting in a 2.91 percent increase to the municipal portion of the tax bill. The impact of the increase on the average assessed home was \$51.92. The operating budget sat at \$40-million and the capital budget was \$23-million. The blended tax rate increase - including the county, school boards and municipality, was 0.03 percent and inflation was 1.95 percent.

The budget included several investments:

- \$3.9-million for the Main Street Bridge Rehabilitation;
- \$2.8-million for the realignment of Veterans Way;
- \$550,000 for a new fire truck;
- \$551,000 for new sidewalks.

### Reserves

Dec. 31, 2019 - reserves were \$63.6-million.

Dec. 31, 2019 - debt was \$13.4-million.

### Budget 2020

The 2020 budget was passed on Dec. 17, 2019 and resulted in an increase of 3.79 percent to the municipal portion of the tax bill. The town's total operating budget was \$41-million and the

capital budget was \$33-million. Using the average household assessed value, the municipal portion of the tax bill increased by \$105.19 when compared to 2019. The portion related to the change in household assessment value was \$38.29, leaving the remaining amount of \$66.90 representing the increase in the taxation levy. The blended tax rate increase - including the county, school boards and municipality, was 2.09 percent and inflation was 0.72 percent.

The budget included several investments:

- \$1.4-million for the Ramblewood Drive urbanization project;
- \$7.6-million for water and waste water projects;
- \$3.7-million for storm drainage projects;
- Nearly \$2-million for several small scale projects.



## Reserves

Dec. 31, 2020 - reserves were \$67.1-million.

Dec. 31, 2020 - debt was \$13.1-million.

## Budget 2021

The 2021 budget was approved on Dec. 22, 2020. The budget contained a 2.99 percent increase to municipal taxes. Using an average assessed home, property taxes increased by \$55.31. The town's operating budget for the year was \$42-million and the capital budget was \$54-million. The blended tax rate increase - including the county, school boards and municipality, was 1.70 percent and inflation was 0.6 percent.

Significant investments were earmarked, including funds for the new twin-pad arena and library, road and bridge improvements, water and wastewater infrastructure, public transit, physician recruitment, and planning studies that support community development.

A key part of the capital budget was funding for the twin-pad arena and library.

See the financial plan for the twin-pad arena and library project on our website.

Dec. 31, 2021 - reserves were \$60-million.

Dec. 31, 2021 - debt is projected to be approximately \$12.1-million.

When comparing Wasaga Beach's tax rate to that of comparable urbanized municipalities in Simcoe County, the town is near the bottom of the list, making the town an affordable place to live.

## Budget 2022

Work on the 2022 budget is underway.

See our Budget Update on [www.wasagabeach.com](http://www.wasagabeach.com) to learn the latest.



### AUDITED STATEMENTS

The town's independent auditors, Baker Tilly in Collingwood, have provided council with a clean audit each year and remarked that the town is in excellent financial shape.

These statements are available for review on our website.



### DEVELOPMENT CHARGES

In early 2021, the town implemented a new Development Charge fee structure after completing a Development Charge Study. A study is required to be done every five years.

Development Charges are fees imposed on new residential or non-residential development by municipalities, both lower tier and upper tier and school boards.

Development charges (DC) represent deferred revenues, which means the town collects these charges and immediately puts them in the Reserve Fund until such time as the town needs the funds for a capital project that is eligible to use DC funding. These funds are not recognized as revenue for the town until they are used for a capital project.

See our Q&A at [www.wasagabeach.com](http://www.wasagabeach.com) to learn more about development charges and the important role they play ensuring the financial health of our community.

## WASAGA BEACH TAX RATE (2021)

Municipality	Total	Tax \$\$ based on \$450K Assessment
City of Orillia	1.3855%	\$6,234.75
City of Barrie	1.2190%	\$5,485.50
Penetanguishene	1.4393%	\$6,476.72
Midland	1.4741%	\$6,633.32
Collingwood	1.1360%	\$5,112.09
<b>Wasaga Beach</b>	<b>1.0034%</b>	<b>\$4,515.45</b>
Innisfil	0.9960%	\$4,481.91
New Tecumseth	0.9495%	\$4,272.62
Bradford West Gwillimbury	0.9181%	\$4,131.32
<b>Municipal Only - Annual</b>		<b>\$2,595.89</b>
<b>Municipal Only - Monthly</b>		<b>\$216.32</b>
<b>Municipal Only - Monthly Increase over 2020</b>		<b>\$6.32</b>
<b>Municipal Only - Annual Increase over 2020</b>		<b>\$75.87</b>

Note: All other Town tax rates listed at 2021 amounts; Wasaga Beach at 2021 Budget based on a 3.01% rate increase over 2020

Tax rate includes county and education as applicable.



**Build relationships with outside organizations and stakeholders based on mutual respect for the different roles that are played in the development of a community;**

## The Objective

Having good relationships with organizations matters. Relationships built on trust and mutual respect allow for good dialogue. Council and staff strive to maintain and enhance the town's connections here in the community and further afield.

## Achievements and Milestones

### OUR CONTINUING EFFORT

We work at building relationships every day.

This takes place in a number of different ways:

- Interactions over the phone.
- Helping people at town hall and other municipal facilities.
- Responding to e-mail inquiries.

Through each of the above examples, we strive to assist as best we can. With each interaction we work to maintain and build trust.

- Early in the term of council, the relationship at the staff level and trustee level was restored between the municipality and the Simcoe County District School Board.
- Early in the term of council, the town established good lines of communication with Wasaga Distribution to ensure each organization is aware of the other's strategic goals.
- The town is working closely with Ontario Parks on a number of matters pertaining to the operation of the park.
- The town works in partnership with South Georgian Bay Tourism on the delivery of tourism marketing services for the town.
- The town works closely with the Huronia West OPP addressing concerns and keeping the community safe.

- The town is working with the County of Simcoe in exploring opportunities to accelerate the construction of affordable housing.
- Mayor Nina Bifulchi attends Wasaga Beach Chamber of Commerce meetings with economic development staff to ensure open communication between the town and the business community.
- Council members participate in other boards and committees.
- Mayor Bifulchi meets, as required, with provincial and federal representatives.
- Mayor Bifulchi meets with other area mayors as required.





**Review the town's assets and determine a strategy to deal with them in the best interest of the municipality;**

## The Objective

As a corporation the Town of Wasaga Beach owns and operates several assets. This term, council has reviewed these assets and how best to manage them. In some instances, this has meant disposing of certain assets as they no longer serve a valuable purpose to the town. In other cases, it has meant establishing better management practices to ensure these assets best serve the needs of the municipality.

## Achievements and Milestones

- Report on Financial Status of Beachfront Property Purchase (Completed 2019).
- Report on Financial Status of Main Street Market Project (Completed 2019).
- In reviewing the Main Street Market, council determined the market was creating a financial burden and should be shut down. See our Q&A on [www.wasagabeach.com](http://www.wasagabeach.com) that looks at this further.
- Implementation of methods to manage town-owned retail properties, market properties, and related lease negotiations.
- Beachfront agreement with Ontario Parks - the town ended the agreement after determining the province could best manage the asset and eliminate the cost to the local taxpayer.
- Asset management planning to better prepare for the future.
- Development Charges Study to ensure funding is available to support infrastructure needs now and in the future.
- Investments in wastewater treatment and distribution over the last three years.
- Investment in water treatment and distribution over the last three years.
- The town has water and wastewater treatment capacity to allow the town to grow to a population of 28,000.
- Investments in fleet upgrades over the last three years.
- Implemented quality assurance standards for all publicly accessed facilities.



# 10



**Build pride in the community through effective communication, events, and initiatives;**



## The Objective

### Communication

We live in a world where there is access to all kinds of information. One of council's priorities this term is ensuring residents and visitors have access to municipal information that is timely, accurate, and trustworthy. The town strives to meet this objective every day using a variety of methods so that people can understand the issues and the decisions that are made. Wasaga Beach is moving forward on so many fronts and through regular updates we can keep everyone informed.

### Events

Wasaga Beach has a long-standing tradition of presenting and supporting great memory-making events. These fun activities are for residents and visitors. Many of these events occur annually and are looked forward to with anticipation. These activities help foster our arts and entertainment scene and add value to overall community life. Continuing our reputation as a place for great events and family fun is a priority for council. The pandemic has made events challenging at times but where and when possible, safe activities take place.

### Initiatives

Wasaga Beach takes a progressive approach when it comes to programs and initiatives. Residents can access a wide variety of options through various town departments. These programs and initiatives are a valuable part of community life in our town and council has identified their continuation as a priority this term.

## Achievements and Milestones

### COMMUNICATION

The town's communications office uses a number of methods to keep the public informed on a regular basis. Let's take a look at how the town does this:

#### ■ Website

Every day information is posted to the town website. Residents can subscribe to receive e-mail updates when specific sections of the site are updated.

[www.wasagabeach.com](http://www.wasagabeach.com)

**Truth Corner** - The town launched Truth Corner as a tool it can utilize to quickly correct erroneous information circulating in the community.

#### Other town websites...

- Twin-pad arena and library fundraising
- [www.wb-legacy.ca](http://www.wb-legacy.ca)
- Let's Talk Wasaga Beach – community engagement
- [www.letstalkwasagabeach.ca](http://www.letstalkwasagabeach.ca)

#### ■ E-Newsletters

Twelve times a year the Town of Wasaga Beach publishes an electronic newsletter called *The Monthly Report*. Council launched the newsletter at the start of the term to keep the community better informed.

The newsletter contains information about decisions of council, program information, details about special events, updates on town initiatives, a report from the mayor, plus much more.

*The Monthly Report* is e-mailed to subscribers.

Visit [www.wasagabeach.com](http://www.wasagabeach.com) to sign-up and review past editions.

A Business Newsletter is published monthly and sent electronically to subscribers. The newsletter is a great resource.

### ■ Newsletters and supplements

The town also publishes paper newsletters several times throughout the year.

Beach Pages is published twice a year and mailed with tax bills.

Our Water Bill Information Bulletin is published six times a year and like *The Monthly Report* and *Beach Pages* the bulletin contains all kinds of information about the town.

Visit [www.wasagabeach.com](http://www.wasagabeach.com) to view PDF versions.

We have also published two Wasaga Beach supplements delivered through the *Toronto Star*. These publications highlight why Wasaga Beach is a great place to live, work, and visit. They also showcase current development projects.

Visit [www.wasagabeach.com](http://www.wasagabeach.com) to view the PDF versions.

### ■ Recreation Guide

Twice a year we publish the Wasaga Beach Recreation Guide. This digital publication provides a detailed look at all of our upcoming recreation programs. The guide is the best spot to find information about recreation activities in our community.

Visit [www.wasagabeach.com](http://www.wasagabeach.com) to view the guide.

### ■ Social media

We use social media on a daily basis to stay in touch with the community.

Through a variety of platforms, we share information about council meetings, road closures, infrastructure investments, construction projects, programs, services, and special events.

### Facebook

- Town of Wasaga Beach.
- Wasaga Beach Events.
- Recreation Events and Facilities.
- Wasaga Beach Youth Centre.
- Age-Friendly Community.
- Wasaga Beach Public Library.

### Twitter

- Town of Wasaga Beach.
- Wasaga Beach Events.
- Wasaga Beach Recreation, Events and Facilities.
- Wasaga Beach Youth Centre.
- Wasaga Beach Public Library.

### Instagram

- Town of Wasaga Beach.
- Wasaga Beach Events.
- Wasaga Beach Youth Centre.
- Wasaga Beach Public Library.

### ■ YouTube

All of our council and committee meetings are live streamed and recorded for viewing at your convenience. So, if you want to watch just a specific portion of a meeting or the whole session you can do so at your convenience.

Find us on YouTube by searching: Town of Wasaga Beach.

\*Note you can also access video recordings through our agenda page at [www.wasagabeach.com](http://www.wasagabeach.com).

### ■ Media outlets

- Each month Mayor Bifulchi provides a municipal update on Max FM radio.
- The town facilitates media interview requests to ensure accurate information on municipal subjects is available to the public. On a regular basis, the town works with such professional media outlets as *The Wasaga Sun* and *Simcoe.com*; *CTV News Barrie*; *Max FM* and other area radio stations, *On The Bay* magazine, and various GTA media.

### ■ Marketing

- The town's communications officer provides marketing support to departments as needed.

### EVENTS

Events are an important part of community life in Wasaga Beach.

### ■ Signature Events

- Snowman Mania.
- Summer Launch.
- Canada Day.
- Memories of Summer.
- Hootenanny.
- Santa Claus Parade.

Visit the town website for up-to-date information on events in Wasaga Beach.



## INITIATIVES

The town is investing in a number of different initiatives delivered by various departments. Let's take a look at what we are doing:

### ■ The Seniors Active Living Centre

The Seniors Active Living Centre facility offers a community information hub, recreation and leisure programs, volunteer opportunities for ages 50+, sports, games, music, cooking classes, community connections and social support.

Learn more at [www.wasagabeach.com](http://www.wasagabeach.com)

### ■ The Wasaga Beach Youth Centre

The Wasaga Beach Youth Centre provides safe space for young people in our community to gather, learn, and have fun.

Learn more at [www.wasagabeach.com](http://www.wasagabeach.com)

### ■ Recreation programs

Through the town's Recreation, Events, and Facilities Department we deliver a vast array of programs to the community. These investments contribute to an overall healthy lifestyle.

Learn more at [www.wasagabeach.com](http://www.wasagabeach.com)

### ■ Economic development programs

Our economic development staff and the programs they run support, promote, and educate the many businesses that operate in Wasaga Beach.

Learn more at [www.wasagabeach.com](http://www.wasagabeach.com)

### ■ Learn more about the work and programs

- Visit our Business Recovery Portal
- Visit our Business Directory
- Starting a business
- Facade Improvement Program
- Subscribe to our Economic Development newsletter

### ■ Wasaga Beach Public Library

Through our local library, we offer access to millions of titles, educational programs, special events, and entertainment.

Learn more at [www.wasagabeach.library.on.ca](http://www.wasagabeach.library.on.ca)

### ■ Wasaga's Finest Citizens Awards

The Town of Wasaga Beach annually honours the contributions of its citizens at Wasaga's Finest Citizens Awards. Awards

include: Volunteer Recognition, Athlete of the Year, Accessibility Recognition, Historical Significance and Historical Appreciation Awards, Senior of the Year, Emergency Service Recognition Awards and The Order of Wasaga Beach.

Learn more at [www.wasagabeach.com](http://www.wasagabeach.com)

### ■ Volunteering

The town offers a variety of volunteer opportunities throughout the year and is always looking for energetic and talented volunteers to share their skills and time to assist us in serving the Wasaga Beach community. We believe in providing great volunteer experiences for all ages.

Learn more at [www.wasagabeach.com](http://www.wasagabeach.com)

### ■ Wasaga Beach Archives

Our history matters. And council knows that. That's why this term council approved establishing a proper home for our archives at 140 Main St. This new space features exhibits and much more about our past.

Learn more at [www.wasagabeach.com](http://www.wasagabeach.com)

### ■ Wasaga Beach Transit

No matter what your age it should be easy, affordable, and safe to get around our town. That's why we offer bus service seven days a week.

Learn more at [www.wasagabeach.com](http://www.wasagabeach.com)

### ■ Adopt-a-Road

Our twice-a-year community clean-up of local roadways. Watch our website for details in the spring and fall.



## Build an efficient, well-functioning, customer-oriented organization to deliver on Council's priorities.

### The Objective

Daily we strive to ensure we have an efficient organization working to serve the residents of Wasaga Beach. Our objective is to move Wasaga Beach forward in all we do. All our work is rooted in delivering on council's priorities. Here is a look at what specific town department's have worked on this term - beyond what is outlined in Priorities 1 to 10.

### Achievements and Milestones

Read on for a department-by-department look at the progress we have made throughout this term.

#### ADMINISTRATION

Here is a look at Administration:

##### Office of the CAO

- Leading a team of six department heads in implementing council's programs and directions in an efficient and effective manner.
- Serving as the main policy advisor to council.
- Providing overall leadership for the organization and its talented staff to ensure high quality service delivery to the people of Wasaga Beach.
- Chaired the town's COVID-19 Command Team - which oversaw the municipality's response to the pandemic and ensured the continued provision of municipal services.
- Relunched the town's doctor recruitment program in February 2020. Since then the town has recruited three new family physicians. In addition, two other new doctors have taken over existing family practices. A third doctor replaced a retiring physician. Learn more about the program on [www.wasagabeach.com](http://www.wasagabeach.com).
- Worked with the province to establish

a police services board model for the Huronia West OPP detachment.

##### Communications

- Utilizing a number of tools and methods to communicate municipal information to the public, including digital platforms, print, and broadcast.
- See Priority 10 to learn more.

##### Human Resources

- Completed non-union compensation review.
- Review status of contract positions - ongoing.
- Implemented new service award recognition program.
- Updated Human Resources Policies and Procedures.
- Implementation of new staff orientation program - started and ongoing.
- Updated job descriptions - started and ongoing.
- Completed negotiations with Wasaga Beach Professional Firefighters Association.
- Updated staff performance review process - completed and ongoing.
- Completed bargaining of a four-year collective agreement with Canadian Union of Public Employees.

Learn more about Administration and the Office of the CAO at [www.wasagabeach.com](http://www.wasagabeach.com).

#### BUILDING AND DEVELOPMENT SERVICES

Here is a look at Building and Development Services:

- Established greater relationship with Georgian College, resulting in student employment opportunities.
- Established a more open dialogue with developers and builders.
- Established a forum with regulatory agencies to exchange ideas and reduce red tape.
- Active participation in the Ontario Building Officials Association.
- Implementing new software that will result in improved service delivery.
- Adjusted operational practices to continue service delivery during the pandemic.
- Auditing permit files to ensure compliance with Ontario Building Code
- Revised monthly reporting to better reflect activities.
- Established one-stop permit issuing event known as Permittivus - event launch date TBD - to improve customer service.

Learn more about Building and Development Services at [www.wasagabeach.com](http://www.wasagabeach.com).

## FIRE AND EMERGENCY MANAGEMENT

Here is a look at Fire and Emergency Management:

- Successfully implemented a signal preemption system. All traffic signals and fire vehicles are equipped with preemption technology that allows traffic signals to be preempted so that fire vehicles have the right-of-way, reducing response times and enhancing traffic safety.
- Completed the fire training facility behind Station 1, allowing for improved departmental training of firefighters.
- Adopted the National Fire Protection Association training standard.
- Fleet maintenance, including two new vehicles to replace vehicles at end-of-life. Aerial truck slated for replacement in 2022.
- Equipment maintenance, including investments in new tools and the replacement of tools at end-of-life.
- Renovation of Fire Station 2 - project started.
- Started planning for a third fire station as part of the Sunnidale Trails development to ensure adequate fire protection as community grows.

Learn more about Fire and Emergency Management at [www.wasagabeach.com](http://www.wasagabeach.com).

## LEGISLATIVE SERVICES

Here is a look at Legislative Services:

- Continue to improve customer service experience.
- Reorganized and distributed duties within department to realize operational efficiencies.

For further details on what Legislative Services has accomplished, see Priority 6.

Learn more about Legislative Services at [www.wasagabeach.com](http://www.wasagabeach.com).

## PLANNING AND DEVELOPMENT

Here is a look at Planning and Development:

- Launched the West Wasaga Secondary Plan. The study is intended as a focused review of development policies for the west end of town. See Priority 3 to learn more.
- Launched the Official Plan Review.
- Establishing Age-Friendly policies into the updated official plan.
- Implemented Downtown Policy amendments to facilitate development in this area.
- Developing a new Comprehensive Zoning Bylaw.
- Incorporating Tourist Accommodation Review into Official Plan and Zoning Bylaw Amendment.
- Preparing to launch an affordable housing study in 2022.
- Providing input to the County of Simcoe's Municipal Comprehensive Review Process (MCR). The MCR is a specific planning process used to bring the county's Official Plan (OP) into conformity with the Growth Plan.
- Established a Cannabis Retail Policy Statement.
- Worked with municipal communications staff to establish a Cannabis Retail information page on the town website following council's decision to allow cannabis retail operations in Wasaga Beach.
- Created two new planner staff positions (implementation planner in 2019 and policy planner in 2020) to ensure planning services can continue to meet requirements. Recruiting a manager of planning.
- Established a shared front counter with Building and Development Services to better serve the public.
- Continue to network and pursue opportunities with external agencies.
- Continuing to identify industrial and commercial land opportunities and shovel-ready investment sites.
- Creating investment attraction marketing material.
- Exploring Community Improvement Plan tools to attract business investment.

- Overseeing economic development initiatives. See Priority 4 to learn more.

Learn more about Planning and Development at [www.wasagabeach.com](http://www.wasagabeach.com).

## PUBLIC WORKS

Here is a look at Public Works:

### Drainage

- Localized drainage improvements.

### Roads and Bridges

- Preventative and proactive road maintenance based on Roads Needs Study.
- Updated Roads Needs Study.
- Updated Transportation Study.
- Completed the Structural Bridge Inspections Study.
- Street light improvements completed along River Road East.

### Water

- Continued water system upgrades to ensure short and long-term safe operation of the system.

### Sewer

- Sanitary sewer inspections to ensure continued safe operation.
- Sanitary system improvements as per the 10-year capital plan.
- Town-wide wastewater capacity update and modelling completed.

### Parks

- Parks and Trails Master Plan completed - will guide the future of the town's public parks and trails.
- Playground and play structure upgrades and replacement, including Glendale Park redevelopment.
- Several sections of Shore Lane Trail upgraded and resurfaced in partnership with Ontario Parks.
- Pedestrian Bridge and Improvements, including trail improvements along sections of McIntyre Creek with pedestrian bridge replacement at Orchard Drive.
- Park signage updated for consistent look.

- Additional waste receptacles placed along Carly Patterson Trail, Shore Lane Trail, Silver Birch Trail, and Culham Trail.
- New benches added at select locations along Carly Patterson Trail.
- Ongoing clean up of brush, etc. along pathways and trails.

### Transit

- Completed Transit Study and working to implement recommendations, including third route as growth warrants.
- Maintain consistent service hours.
- Installation of new bus stop shelter additions (two annually).
- Ensure Accessibility requirements are met.
- Implementation of Mobile Transit App for route planning, alerts, and notification.
- Implementation of new online transit portal so users can manage bus passes.

### Engineering

- Master Drainage Study - underway.
- Review and implemented Complete Streets Policy, requiring streets to be planned and built for all users (pedestrians, cyclists, motorists).
- Completed engineering standards update.

Learn more about Public Works at [www.wasagabeach.com](http://www.wasagabeach.com).

## RECREATION, EVENTS AND FACILITIES

Here is a look at Recreation, Events and Facilities:

### Recreation

- Consultation with Age-Friendly Committee and community stakeholders to develop valuable programs for the community - ongoing.
- Implement an enhanced water safety program - ongoing.
- Youth Strategy - completed.
- Senior Active Living Centre Strategic Plan - completed.
- Adapt adult recreation drop-in programs to leagues - completed.
- Develop a Sport and Recreation Council - completed.

- Increase community volunteer opportunities - completed.
- Introduce volunteer recognition practices - completed.
- Seek out events for main beach area - ongoing.
- Expand software to incorporate online registration - completed.

### Events

- Launched more family focused events for the community: Summer Launch, Hootenanny, Rockin' the River, Pumpkin Trail, etc.
- Work with internal and external special event stakeholders to ensure successful delivery of events - ongoing.
- See Priority 10 to learn more.

### Facilities

- Construction of a community kitchen at the Wasaga Beach Youth Centre - completed.
- Working with other departments and council to build the new twin-pad arena and library.
- Ensure facility staff provide consistent standard of care - ongoing.
- Plan for facility and outdoor capital improvement projects - ongoing.
- Implement quality assurance standards for all publicly accessed facilities - completed.
- Establish agreement with Simcoe County District School Board for use of gymnasium and related amenities at new Sunnidale Trails elementary school - completed.
- Expand Seniors Active Living Programs to other areas of the community - completed.
- Expand RecPlex office hours for convenience of residents - completed.

Learn more about Recreation, Events and Facilities at [www.wasagabeach.com](http://www.wasagabeach.com).

## TREASURY

Here is a look at Treasury:

### Treasury

- Create annual budgets (2019, 2020, 2021, and 2022) for the corporation, in consultation with department heads and council members. Final budget each year subject to council approval.
- Levy taxes annually to support operation and capital commitments.
- Completion of annual audit.
- Completion of annual water and wastewater study.
- Asset management planning - completed and in progress.
- Development Charge Study - completed 2020.
- Risk management reviews - completed.
- Four-year and 10-year financial forecasting completed annually.
- Financial reporting - completed quarterly and annually.
- Cash management and investments - completed and managed annually.
- Customer service support - ongoing.

### Information Technology

- Data protection and cyber security measures - ongoing.
- Software/hardware forecasting to support service delivery - ongoing.
- Inventory tracking of equipment and lifecycle program - ongoing.
- Network security management - ongoing.
- IT support for staff - ongoing.
- Website maintenance and updates (ongoing), plus the launch of a new town website (completed).
- Disaster recovery and business continuity planning - completed and ongoing.
- Software and hardware reviews to support operations and service delivery - ongoing.
- New council meeting streaming system - completed.
- Server upgrades to support operations and service delivery.

Learn more about Treasury and Information Technology at [www.wasagabeach.com](http://www.wasagabeach.com).