

2024 YEAR END



TERM OF COUNCIL PRIORITIES

2024 Progress Update



2024 YEAR END



BEACHFRONT REDEVELOPMENT



EDUCATION



PROVINCIAL RELATIONS

HIGHLIGHTS

2024 Progress Update





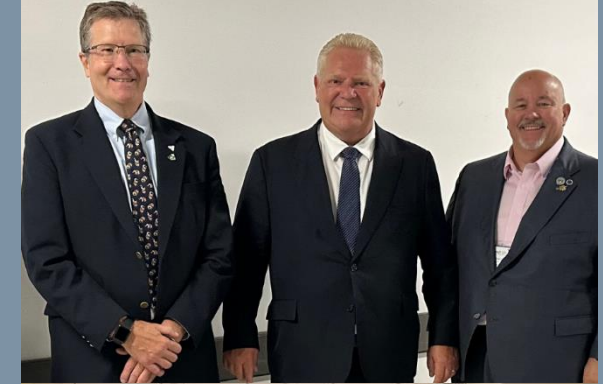
\$57.7 M



\$59.3 M



\$10.9 M



HIGHLIGHTS

2024 Progress Update



\$1.0 M

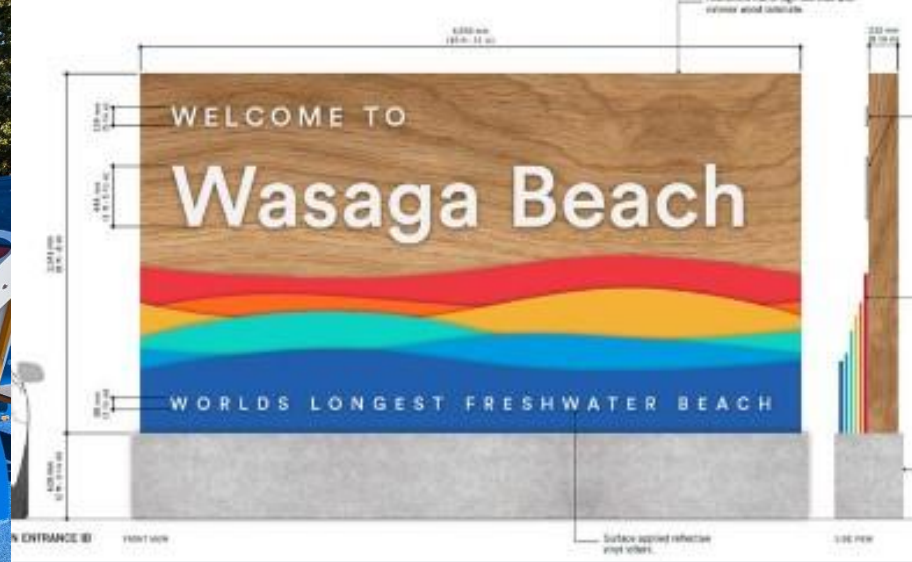
2024 YEAR END



EVENTS



PARKS



BEAUTIFICATION

HIGHLIGHTS

2024 Progress Update



2024 YEAR END



mywasaga. making it easier.

CUSTOMER SERVICE



425 RIVER ROAD WEST
WASAGA BEACH, ON

■ Institutional Zoning
■ District Commercial Zone

FOR SALE

LOT OVERVIEW

Location of the "Old" Wasaga Stars Arena. This unique property is a rare find, offering both recreational and industrial development potential. The Town of Wasaga Beach is one of the fastest growing communities in the region and home to the longest freshwater beach in the world.

12 Buildings 20.8 Total Acres

230m Road Frontage 2.25 a.c. District Commercial

705 429 3844 X2284 EDO2@WASAGABEACH.COM

REVIEW OF SURPLUS LANDS



COMMUNITY ENGAGEMENT

HIGHLIGHTS

2024 Progress Update



2024 YEAR END

COMPLETE, ONGOING OR
UNDERWAY WITH 94% OF
TERM OF COUNCIL
PRIORITIES

COMPLETE – 33

ONGOING - 23

UNDERWAY - 23

NOT YET STARTED – 5

HIGHLIGHTS

2024 Progress Update



COMPLETE



Pursue Complete Neighbourhoods

COMPLETE

Pursue complete neighbourhoods

| ACTIONS | TARGET | | | ACTION NEEDED TO PROGRESS | PROJECT LEAD | STATUS | TOWN FUNDING | EXTERNAL FUNDING | |
|------------------------------------|---|-----------|----------|---------------------------|-------------------------------|--------------|--------------|------------------|---|
| | 0-4 YEARS | 4-8 YEARS | 8+ YEARS | | | | | | |
| A. Beachfront Redevelopment | | | | | | | | | |
| 1 | Secure a private development partner(s) | X | | | Limited Tendering RFP | CAO | COMPLETE | X | |
| 2 | Identify any changes required to update the DDMP, OP, ZBL and UDG's | X | | | Internal Review | Planning CAO | UNDERWAY | X | |
| 3 | Redevelop the Beachfront | X | X | X | Development Partner | CAO | UNDERWAY | X | X |
| 4 | Identify and begin work on a phase one implementation project | X | | | Review DDMP, Engage Community | CAO | UNDERWAY | X | X |
| 5 | Explore the viability of rebuilding the Dardanella | X | | | Feasibility Study | CAO | COMPLETE | X | X |
| 6 | Rebuild Beach Drive | X | X | | Review Detailed Design | Works | UNDERDAY | X | |
| 7 | Implement short-term activation strategies | X | | | Seek Opportunities | CAO | ONGOING | X | X |

COMPLETE

| ACTIONS | TARGET | | | ACTION NEEDED TO PROGRESS | PROJECT LEAD | STATUS | TOWN FUNDING | EXTERNAL FUNDING | |
|-------------------------------------|--|-----------|----------|---------------------------|----------------------------------|-----------------|--------------|------------------|---|
| | 0-4 YEARS | 4-8 YEARS | 8+ YEARS | | | | | | |
| B. Main Street Redevelopment | | | | | | | | | |
| 8 | Pursue large tourism events | X | | | Seek Partners | CAO / EDO | ONGOING | X | X |
| 9 | Pursue phase one development on Town lands | X | | | Limited Tendering RFP | CAO | UNDERWAY | X | X |
| 10 | Create a Landowner Working Group to coordinate development along Main Street | X | | | Coordination | CAO Planning | UNDERWAY | | |
| 11 | Prepare street design with phasing plan | X | X | X | Detail Design – 10yr forecast | Works/ Planning | UNDERWAY | X | |
| C. Pursue a High School | | | | | | | | | |
| 12 | Explore the opportunity for a Community Hub adjacent to the new Arena | X | | | Provincial/School Board Lobbying | CAO Planning | COMPLETE | | X |
| 13 | Explore the opportunity at Sunnidale Trails | X | | | Provincial/School Board Lobbying | CAO Planning | COMPLETE | | X |

COMPLETE

| ACTIONS | TARGET | | | ACTION NEEDED TO PROGRESS | PROJECT LEAD | STATUS | TOWN FUNDING | EXTERNAL FUNDING |
|-----------------------------------|---|-----------|----------|---------------------------|---|----------------|-----------------|------------------|
| | 0-4 YEARS | 4-8 YEARS | 8+ YEARS | | | | | |
| D. Pursue Complete Streets | | | | | | | | |
| 14 | Undertake neighbourhood walking audits | X | | | Coordination with Councillors | Planning | ONGOING | |
| 15 | Explore traffic calming in vulnerable locations (schools) | X | | | Community Engagement (Policy exists) | Works | ONGOING | |
| 16 | Implement Safe Routes to School | X | | | Community Engagement / Schoolboard | Planning | COMPLETE | X |
| 17 | Identify & construct additional priority sidewalks | X | | | Community Engagement / EA (Schedule A+) | Works | COMPLETE | X |
| 18 | Complete River Road West to Blueberry Trails | X | X | | Budget Approval | Works | UNDERWAY | X |
| 19 | Review Urbanization of Sunnidale Road | | X | | Staff Review Consultant | Works Planning | NOT YET STARTED | X |

COMPLETE

| ACTIONS | TARGET | | | ACTION NEEDED TO PROGRESS | PROJECT LEAD | STATUS | TOWN FUNDING | EXTERNAL FUNDING | |
|--|--|-----------|----------|---------------------------|----------------------------------|--------------------|--------------|------------------|---|
| | 0-4 YEARS | 4-8 YEARS | 8+ YEARS | | | | | | |
| D. Pursue Complete Streets cont'd | | | | | | | | | |
| 20 | Improve town wayfinding | X | X | X | Apply for funding Budget process | EDO Works | ONGOING | X | X |
| 21 | Pursue Streetscape Design Guidelines | X | | | Staff Review + Consultant | Planning Works | UNDERWAY | X | |
| E. Expand the Transit System | | | | | | | | | |
| 22 | Provide more transit shelters | X | X | | Annual Budget | Works | ONGOING | X | |
| 23 | Expand service to Casino | X | | | Partnership Discussion | Works | UNDERWAY | X | X |
| F. Improve Community Parks + Recreation | | | | | | | | | |
| 24 | Identify additional service expansions | X | X | | Transit Master Plan | Works | UNDERWAY | X | |
| 25 | Complete the Arena/Library | X | | | Underway | Recreation Library | COMPLETE | X | |
| 26 | Park rehabilitation + development plan (15 min neighbourhoods) | X | X | X | 10yr Parks Forecast | Works Planning | COMPLETE | | |

COMPLETE

| ACTIONS | TARGET | | | ACTION NEEDED TO PROGRESS | PROJECT LEAD | STATUS | TOWN FUNDING | EXTERNAL FUNDING | |
|--|---|-----------|----------|---------------------------|--------------------------------------|-------------------------|--------------|------------------|---|
| | 0-4 YEARS | 4-8 YEARS | 8+ YEARS | | | | | | |
| F. Improve Community Parks + Recreation cont'd | | | | | | | | | |
| 27 | Feasibility study to determine highest and best use of the former arena | X | | | Staff + Consultant Review | CAO Planning Recreation | COMPLETE | X | |
| G. Enhance Community Activation | | | | | | | | | |
| 28 | Pursue community events | X | | | Seek Opportunities | Recreation | ONGOING | | X |
| 29 | Implement a Christmas Market | X | | | Community Engagement | EDO Recreation | COMPLETE | X | X |
| H. Pursue Housing for All | | | | | | | | | |
| 30 | Prepare an Affordable Housing Action Plan | X | | | Coordination with County | Planning | UNDERWAY | X | |
| 31 | Strike an Affordable Housing Advisory Committee | X | | | Staff Review | Planning | COMPLETE | X | |
| 32 | Prepare a Workforce Housing Strategy | X | | | Coordinate with municipal Neighbours | Planning EDO | UNDERWAY | X | |

COMPLETE

| ACTIONS | TARGET | | | ACTION NEEDED TO PROGRESS | PROJECT LEAD | STATUS | TOWN FUNDING | EXTERNAL FUNDING | |
|----------------------------------|---|-----------|----------|---------------------------|--------------------------|--------------|-----------------|------------------|---|
| | 0-4 YEARS | 4-8 YEARS | 8+ YEARS | | | | | | |
| H. Pursue Housing for All cont'd | | | | | | | | | |
| 33 | Host an Affordable Housing Summit | X | | | Community Engagement | Planning EDO | NOT YET STARTED | X | |
| 34 | Undertake a Short-Term Rental/AirBnB review | X | | | Staff Review | Planning | COMPLETE | X | |
| 35 | Build more affordable housing | X | X | | Coordination with County | CAO Planning | ONGOING | X | X |
| 36 | Pursue a Long Term Care Facility | X | X | | County Discussion | CAO | UNDERWAY | X | X |

INCLUSIVE



**Happy, Healthy & Safe
Residents**

INCLUSIVE

Embrace equity, diversity and inclusion and foster a community where residents are healthy, happy and safe

| ACTIONS | TARGET | | | ACTION NEEDED TO PROGRESS | PROJECT LEAD | STATUS | TOWN FUNDING | EXTERNAL FUNDING | |
|---|---|-----------|----------|---------------------------|--|---------------|--------------|------------------|---|
| | 0-4 YEARS | 4-8 YEARS | 8+ YEARS | | | | | | |
| I. Assist Seniors and Vulnerable Residents | | | | | | | | | |
| 37 | Implement window clearing | X | | | Update Staff Report (Jan 2019) Update Winter Control Policy | Works | COMPLETE | X | |
| 38 | Create an emergency support network for homeless (particularly in the winter) | X | | | Coordinate with County + Partners | Fire | COMPLETE | X | X |
| 39 | Review the food bank system | X | | | Collaborate with the Food Bank | Fire Planning | UNDERWAY | X | |
| 40 | Host a Poverty Reduction Roundtable | X | | | Seek Partners | Fire Library | COMPLETE | X | X |
| J. Enhance Community Health | | | | | | | | | |
| 41 | Restore the Walk-In Clinic | X | | | Restore Partnerships | CAO | COMPLETE | X | X |

INCLUSIVE

| ACTIONS | TARGET | | | ACTION NEEDED TO PROGRESS | PROJECT LEAD | STATUS | TOWN FUNDING | EXTERNAL FUNDING |
|--------------------------------------|---|-----------|----------|---------------------------|----------------------------|---------------------|--------------|------------------|
| | 0-4 YEARS | 4-8 YEARS | 8+ YEARS | | | | | |
| K. Celebrate Diversity and Inclusion | | | | | | | | |
| 42 | Increase representation of First Nations in cultural events | X | | | Coordination with Partners | Recreation Planning | ONGOING | X |
| 43 | Host anti-bullying event | X | | | Community Engagement | Recreation | COMPLETE | X |
| L. Improve Community Safety | | | | | | | | |
| 44 | Consider a Panhandling By-Law | X | | | Staff Review | Building Fire | COMPLETE | |
| 45 | Open Beach Drive | X | | | Complete | Works | COMPLETE | |

OPPORTUNITIES



Diversify the Economy & Create Jobs

OPPORTUNITIES

Strive to diversify the economy of the town, pursue a more balanced tax base and create jobs in a variety of sectors

| ACTIONS | TARGET | | | ACTION NEEDED TO PROGRESS | PROJECT LEAD | STATUS | TOWN FUNDING | EXTERNAL FUNDING | |
|--|--|-----------|----------|---------------------------|---|-------------------------|--------------|------------------|---|
| | 0-4 YEARS | 4-8 YEARS | 8+ YEARS | | | | | | |
| M. Revisit the Economic Development Strategy (Ensure Current) | | | | | | | | | |
| 46 | Identify key sectors to diversify the economy | X | | | Review | EDO | ONGOING | | |
| 47 | Explore the feasibility for a Cultural Centre + Creative Economy | X | | | Staff + Consultant Review | Recreation Planning EDO | COMPLETE | X | X |
| 48 | Pursue Foreign Direct Investment in Tourism Economy | X | | | Collaborate with Simcoe County and MTCS | CAO EDO | NOT STARTED | | |
| N. Support Small Business | | | | | | | | | |
| 49 | Undertake Business Roundtables | X | | | Engage Business Community | EDO | ONGOING | X | |
| 50 | Implement a Small Business marketing Campaign | X | | | Engage Business Community | EDO | ONGOING | X | X |
| 51 | Improve Small Business Enterprise Centre in Wasaga | X | | | Collaborate with SBEC | EDO Library | COMPLETE | X | |

OPPORTUNITIES

| ACTIONS | TARGET | | | ACTION NEEDED TO PROGRESS | PROJECT LEAD | STATUS | TOWN FUNDING | EXTERNAL FUNDING | |
|-------------------------|--|-----------|----------|---------------------------|----------------------------|----------------|--------------|------------------|---|
| | 0-4 YEARS | 4-8 YEARS | 8+ YEARS | | | | | | |
| O. Grow Tourism | | | | | | | | | |
| 52 | Resurrect the Tourism Destination Marketing Plan | X | | | Coordination with Partners | EDO | COMPLETE | X | X |
| 53 | Develop 10 Market Ready Experiences | X | | | Coordination with Partners | EDO | ONGOING | X | X |
| 54 | Pursue a Junior hockey team | X | | | Review | CAO Recreation | COMPLETE | | |
| 55 | Leverage the Destination Marketing Fund | X | | | Work with Simcoe County | EDO | ONGOING | X | X |
| 56 | Explore a Visitor Experience Ambassador Program | X | | | Staff Review | EDO Recreation | ONGOING | X | |
| P. Leverage Investments | | | | | | | | | |
| 57 | Undertake Economic Impact Assessments for significant projects | X | X | X | Determine threshold | EDO Finance | NOT STARTED | X | X |

OPPORTUNITIES

| ACTIONS | TARGET | | | ACTION NEEDED TO PROGRESS | PROJECT LEAD | STATUS | TOWN FUNDING | EXTERNAL FUNDING |
|----------------------------|---|-----------|----------|---------------------------|----------------------------|--------------------|--------------|------------------|
| | 0-4 YEARS | 4-8 YEARS | 8+ YEARS | | | | | |
| Q. Maximize Value Creation | | | | | | | | |
| 58 | Undertake a review of Town surplus lands | X | | | Staff Review | CAO Planning Works | COMPLETE | |
| 59 | Work with the province to review their landholdings | X | | | Coordination with Province | CAO Planning | UNDERWAY | |

WELL-RUN



Excellence in Customer Service + Corporate Culture

WELL-RUN

Strive for excellence in customer service and create a corporate culture that will attract and retain top talent

| ACTIONS | TARGET | | | ACTION NEEDED TO PROGRESS | PROJECT LEAD | STATUS | TOWN FUNDING | EXTERNAL FUNDING |
|------------------------------|---|-----------|----------|---------------------------|------------------|-------------|--------------|------------------|
| | 0-4 YEARS | 4-8 YEARS | 8+ YEARS | | | | | |
| R. Modernize Town Hall | | | | | | | | |
| 60 | Review Alternate Work Policy | X | | | Staff Review | HR | COMPLETE | |
| 61 | Implement a Staff Rewards and Recognition Program | X | | | Staff Review | HR CAO | UNDERWAY | X |
| 62 | Conduct regular corporate satisfaction surveys | X | | | Staff Review | HR CAO | ONGOING | |
| 63 | Conduct an Organizational Review | X | | | Admin Bldg needs | CAO HR | COMPLETE | |
| S. Implement Open Government | | | | | | | | |
| 64 | Increase community engagement opportunities | X | | | Staff Review | Strat Comms | ONGOING | X |
| 65 | Review and standardize RFP documents | X | | | Staff Review | Finance | COMPLETE | |
| 66 | Seek ways to make government more transparent | X | | | Staff Review | CAO | ONGOING | |

WELL-RUN

| ACTIONS | TARGET | | | ACTION NEEDED TO PROGRESS | PROJECT LEAD | STATUS | TOWN FUNDING | EXTERNAL FUNDING |
|-----------------------------|---|-----------|----------|---------------------------|--------------|-----------------|--------------|------------------|
| | 0-4 YEARS | 4-8 YEARS | 8+ YEARS | | | | | |
| T. Improve Customer Service | | | | | | | | |
| 67 | Review the Business Licensing process | X | | | Staff Review | By-Law Building | UNDERWAY | |
| 68 | Pursue a Ward System | X | | | Staff Review | Clerks CAO | UNDERWAY | |
| 69 | Develop a beachfront parking/payment strategy | X | | | Staff Review | By-Law | COMPLETE | |
| 70 | Implement expedited homeowner permit process | X | | | Staff Review | Building | UNDERWAY | |
| 71 | Implement a Supplier/Contractor Code of Conduct | X | | | Staff Review | Finance | COMPLETE | |
| 72 | Update the Indemnification Policy (Council no longer sue residents) | X | | | Staff Review | Clerks | COMPLETE | |
| 73 | Review/Update the Client Portal | X | | | Staff Review | Strat Comms IT | COMPLETE | |

WELL-RUN

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|-----------------------------|---|-----------|-----------|----------|---------------------------|--------------|-----------------|--------------|------------------|
| | | 0-4 YEARS | 4-8 YEARS | 8+ YEARS | | | | | |
| U. Financial Sustainability | | | | | | | | | |
| 74 | Build the Town reserves back up | X | | | Staff Review | Finance | ONGOING | | |
| 75 | Reduce MPAC re-assessment burden for residents | X | | | Staff Review | Finance | NOT YET STARTED | | |
| 76 | Explore grants to reduce residential financial burden | X | | | Staff Review | Finance | ONGOING | | |

GREEN



Show Leadership in Responding to Climate Change

GREEN

In response to the global climate emergency, show leadership by pursuing and implementing green initiatives

| ACTIONS | TARGET | | | ACTION NEEDED TO PROGRESS | PROJECT LEAD | STATUS | TOWN FUNDING | EXTERNAL FUNDING | |
|-----------------------------|--|-----------|----------|---------------------------|---------------------------|-------------------|--------------|------------------|---|
| | 0-4 YEARS | 4-8 YEARS | 8+ YEARS | | | | | | |
| V. Undertake Advocacy | | | | | | | | | |
| 77 | Strike an environmental advisory committee (EAC) | X | | | Staff Review | Building Planning | COMPLETE | | |
| W. Improve the Public Realm | | | | | | | | | |
| 78 | Implement a town beautification program | X | | | Staff Review + Consultant | EDO Planning | ONGOING | X | |
| X. Pursue Green Initiatives | | | | | | | | | |
| 79 | Transition to a green fleet | X | X | X | Staff Review | Works | ONGOING | X | X |
| 80 | Pursue green energy alternatives at the Beachfront | X | X | X | Staff Review + Consultant | Building | UNDERWAY | X | X |
| 81 | Improve Active Transportation Infrastructure | X | X | X | 10yr. forecast | Works | ONGOING | X | X |
| 82 | Establish Green Development Standards | X | | | Staff + Consultant | Planning Building | UNDERWAY | X | |

GREEN

In response to the global climate emergency, show leadership by pursuing and implementing green initiatives

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|------------------------------------|---|-----------|----------|---------------------------|--------------------|------------|--------------|------------------|---|
| | 0-4 YEARS | 4-8 YEARS | 8+ YEARS | | | | | | |
| X. Pursue Green Initiatives cont'd | | | | | | | | | |
| 83 | Undertake a Conservation and Energy Management Plan | X | | | Staff + Consultant | Finance | COMPLETE | X | X |
| 84 | Explore green retrofits to Town buildings | X | X | X | Staff + Consultant | Facilities | UNDERWAY | X | X |

2024 YEAR END



TERM OF COUNCIL PRIORITIES

QUESTIONS

