



Wasaga Beach

2023 - 2026



TERM OF COUNCIL PRIORITIES



OUR VISION FOR THE FUTURE

Wasaga Beach will inspire the world as a global leader in sustainability, creativity, innovation and FUN, with thriving businesses, safe, inclusive and complete neighbourhoods; where we celebrate our rich history and diversity of cultures, our natural beauty, the Nottawasaga River, Georgian Bay and the world's longest freshwater beach.

A place where people choose to come to create memories that will last a lifetime...

Our new Vision Statement is supported by five **Strategic Pillars for Change** and eighty-four **Implementation Actions**

COMPLETE

Pursue complete neighbourhoods

INCLUSIVE

Where residents are happy, healthy & safe

OPPORTUNITIES

Diversify the economy and create jobs

WELL-RUN

Excellence in Customer Service & Corporate Culture

GREEN

Leadership in responding to Climate Change

COMPLETE



Pursue Complete Neighbourhoods

COMPLETE

Pursue complete neighbourhoods

ACTIONS	TARGET			ACTION NEEDED TO PROGRESS	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	X	
2	Identify any changes required to update the DDMP, OP, ZBL and UDG's	X			Internal Review	X	
3	Redevelop the Beachfront	X	X	X	Development Partner	X	X
4	Identify and begin work on a phase one implementation project	X			Review DDMP, Engage Community	X	X
5	Explore the viability of rebuilding the Dardanella	X			Feasibility Study	X	X
6	Rebuild Beach Drive	X	X		Review Detailed Design	X	
7	Implement short-term activation strategies	X			Seek Opportunities	X	X

COMPLETE

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

COMPLETE

ACTIONS	TARGET			ACTION NEEDED TO PROGRESS	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	
15	Explore traffic calming in vulnerable locations (schools)	X			Community Engagement (Policy exists)	
16	Implement Safe Routes to School	X			Community Engagement / Schoolboard	X
17	Identify & construct additional priority sidewalks	X			Community Engagement / EA (Schedule A+)	X
18	Complete River Road West to Blueberry Trails	X	X		Budget Approval	X
19	Review Urbanization of Sunnidale Road	X			Staff Review Consultant	X

COMPLETE

ACTIONS	TARGET			ACTION NEEDED TO PROGRESS	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	X	X
21	Pursue Streetscape Design Guidelines	X			Staff Review + Consultant	X	
E. Expand the Transit System							
22	Provide more transit shelters	X	X		Annual Budget	X	
23	Expand service to Casino	X			Partnership Discussion	X	X
F. Improve Community Parks + Recreation							
24	Identify additional service expansions	X	X		Transit Master Plan	X	
25	Complete the Arena/Library	X			Underway	X	
26	Park rehabilitation + development plan (15 min neighbourhoods)	X	X	X	10yr Parks Forecast		

COMPLETE

ACTIONS	TARGET			ACTION NEEDED TO PROGRESS	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	X	
G. Enhance Community Activation							
28	Pursue community events	X			Seek Opportunities		X
29	Implement a Christmas Market	X			Community Engagement	X	X
H. Pursue Housing for All							
30	Prepare an Affordable Housing Action Plan	X			Coordination with County	X	
31	Strike an Affordable Housing Advisory Committee	X			Staff Review	X	
32	Prepare a Workforce Housing Strategy	X			Coordinate with municipal Neighbours	X	

COMPLETE

ACTIONS	TARGET			ACTION NEEDED TO PROGRESS	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	X	
34	Undertake a Short-Term Rental/AirBnB review	X			Staff Review	X	
35	Build more affordable housing	X	X		Coordination with County	X	X
36	Pursue a Long Term Care Facility	X	X		County Discussion	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	TOWN FUNDING	EXTERNAL FUNDING	
	0-4 YEARS	4-8 YEARS	8+ YEARS				
I. Assist Seniors and Vulnerable Residents							
37	Implement windrow clearing	X			Update Staff Report (Jan 2019) Update Winter Control Policy	X	
38	Create an emergency support network for homeless (particularly in the winter)	X			Coordinate with County + Partners	X	X
39	Review the food bank system	X			Collaborate with the Food Bank	X	
40	Host a Poverty Reduction Roundtable	X			Seek Partners	X	X
J. Enhance Community Health							
41	Restore the Walk-In Clinic	X			Restore Partnerships	X	X

INCLUSIVE

ACTIONS	TARGET			ACTION NEEDED TO PROGRESS	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	X
43	Host anti-bullying event	X			Community Engagement	X
L. Improve Community Safety						
44	Consider a Panhandling By-Law	X			Staff Review	
45	Open Beach Drive	X			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	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	
47	Explore the feasibility for a Cultural Centre + Creative Economy	X			Staff + Consultant Review	X
48	Pursue Foreign Direct Investment in Tourism Economy	X			Collaborate with Simcoe County and MTCS	
N. Support Small Business						
49	Undertake Business Roundtables	X			Engage Business Community	X
50	Implement a Small Business marketing Campaign	X			Engage Business Community	X
51	Improve Small Business Enterprise Centre in Wasaga	X			Collaborate with SBEC	X

OPPORTUNITIES

ACTIONS	TARGET			ACTION NEEDED TO PROGRESS	TOWN FUNDING	EXTERNAL FUNDING
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O. Grow Tourism						
52	Resurrect the Tourism Destination Marketing Plan	X			Coordination with Partners	X X
53	Develop 10 Market Ready Experiences	X			Coordination with Partners	X X
54	Pursue a Junior hockey team	X			Review	
55	Leverage the Destination Marketing Fund	X			Work with Simcoe County	X X
56	Explore a Visitor Experience Ambassador Program	X			Staff Review	X
P. Leverage Investments						
57	Undertake Economic Impact Assessments for significant projects	X	X	X	Determine threshold	X X

OPPORTUNITIES

ACTIONS	TARGET			ACTION NEEDED TO PROGRESS	TOWN FUNDING	EXTERNAL FUNDING
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Q. Maximize Value Creation						
58	Undertake a review of Town surplus lands	X			Staff Review	
59	Work with the province to review their landholdings	X			Coordination with Province	

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	TOWN FUNDING	EXTERNAL FUNDING
	0-4 YEARS	4-8 YEARS	8+ YEARS			
R. Modernize Town Hall						
60	Review Alternate Work Policy	X			Staff Review	
61	Implement a Staff Rewards and Recognition Program	X			Staff Review	X
62	Conduct regular corporate satisfaction surveys	X			Staff Review	
63	Conduct an Organizational Review	X			Administratio n Bldg needs	
S. Implement Open Government						
64	Increase community engagement opportunities	X			Staff Review	X
65	Review and standardize RFP documents	X			Staff Review	
66	Seek ways to make government more transparent	X			Staff Review	

WELL-RUN

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T. Improve Customer Service						
67	Review the Business Licensing process	X			Staff Review	
68	Pursue a Ward System	X			Staff Review	
69	Develop a beachfront parking/payment strategy	X			Staff Review	
70	Implement expedited homeowner permit process	X			Staff Review	
71	Implement a Supplier/Contractor Code of Conduct	X			Staff Review	
72	Update the Indemnification Policy (Council no longer sue residents)	X			Staff Review	
73	Review/Update the Client Portal	X			Staff Review	

WELL-RUN

ACTIONS		TARGET			ACTION NEEDED TO PROGRESS	TOWN FUNDING	EXTERNAL FUNDING
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U. Financial Sustainability							
74	Build the Town reserves back up	X			Staff Review		
75	Reduce MPAC re-assessment burden for residents	X			Staff Review		
76	Explore grants to reduce residential financial burden	X			Staff Review		

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	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		
W. Improve the Public Realm							
78	Implement a town beautification program	X			Staff Review + Consultant	X	
X. Pursue Green Initiatives							
79	Transition to a green fleet	X	X	X	Staff Review	X	X
80	Pursue green energy alternatives at the Beachfront	X	X	X	Staff Review + Consultant	X	X
81	Improve Active Transportation Infrastructure	X	X	X	10yr. forecast	X	X
82	Establish Green Development Standards	X			Staff + Consultant	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	X	X
84	Explore green retrofits to Town buildings	X	X	X	Staff + Consultant	X	X