

Wasaga Beach NEWS

September 2025



Ellen
Timms
Councillor



Richard
White
Councillor



Tanya
Snell
Deputy Mayor



Brian
Smith
Mayor



Faye
Ego
Councillor



Joe
Belanger
Councillor



Sasha-Rose
Dileo
Councillor

Message from the Mayor

Wow! It's been a busy summer and an incredible year so far. Over the past nine months, your Council has secured more than **\$156 million** in provincial funding and investment in our community—that's more than any other Council in the history of Wasaga Beach.

- ✓ In May, we also welcomed Premier Doug Ford to town for a **\$38 million** Destination Wasaga announcement that will help transform Wasaga Beach into one of Ontario's top recreation and nature-based destinations. This includes **\$25 million** to reinvent and revitalize **Nancy Island Historic Site**, and **\$2 million** to create a community-led waterfront and **Destination Wasaga Master Plan** that puts *local residents first*. Cool fact: Premier Ford is the first sitting Premier to visit Wasaga Beach.

Here are more of Council's recent accomplishments:

- ✓ Welcomed **\$10.9 million** in provincial funding to rebuild Beach Drive and improve roads, infrastructure, and underground services near Beach Area 1. This will make Beach Drive flood and climate-resilient, improve safety, traffic flow, and pedestrian accessibility — and lay the groundwork for future development on commercially-zoned land near Beach Area 1.
- ✓ Welcomed a **\$45 million** investment by Sunray Group to build a premium Marriott Hotel near Beach Drive, along with shops, cafes, restaurants, and residences. Construction is expected to begin in 2026.
- ✓ Welcomed a **\$59.3 million** investment by the Ontario government to build a **second high school** in Wasaga Beach, creating **1,145 new student spaces**.

Continued on page 2

Our Vision Statement is supported by 5 **Strategic Pillars for Change** and 84 **Implementation Actions**.

SEPTEMBER 2025 UPDATE: OVER 90% OF THESE ACTIONS ARE COMPLETE OR CURRENTLY UNDER WAY.

COMPLETE

Pursue complete neighbourhoods

INCLUSIVE

Build a community where residents are happy, healthy & safe

OPPORTUNITIES

Diversify the economy & create jobs

WELL-RUN

Strive for excellence in customer service & corporate culture

GREEN

Demonstrate leadership in responding to climate change

Brian Smith, Mayor
✉ mayor@wasagabeach.com

Tanya Snell, Deputy Mayor
✉ deputymayor@wasagabeach.com

Joe Belanger, Councillor
Sasha-Rose Dileo, Councillor
Faye Ego, Councillor
Ellen Timms, Councillor
Richard White, Councillor

✉ j.belanger@wasagabeach.com
✉ s.dileo@wasagabeach.com
✉ f.ego@wasagabeach.com
✉ e.timms@wasagabeach.com
✉ r.white@wasagabeach.com



The longest freshwater beach in the world.

- ✓ Confirmed municipal ownership of **Allenwood Beach**! As a result, Council was able to introduce **free resident parking** and have our hardworking Town staff clean and maintain that section of our shoreline throughout the summer.
- ✓ Welcomed an almost \$400,000 grant from the Ontario government to support destination marketing, **promote local businesses and events**, build capacity, and improve the visitor experience at Beach Area 1 this summer, as construction along Beach Drive got underway.
- ✓ Welcomed the town's **second new family doctor in less than two years**. Dr. Yannick Charette is already working out of the municipally-owned medical centre. This means almost 2000 patients and families will soon have access to consistent primary care in our community.
- ✓ Announced the First Annual Mayor's Charity RAM Rodeo & Hootenanny Fall Festival, coming October 4-5, 2025. From bull riding to barrel racing, it's a full weekend of classic rodeo and fall fair fun for the whole family—all in support of local charities. Get your tickets now: wasagabeach.com/RODEO
- ✓ Issued a statement and spoke with local, regional and national news outlets in response to the **province's proposal to return 3% of provincial parkland to the Town, on the condition that the beach remain public**. This partnership will help Wasaga Beach thrive as a complete community where tourism, conservation, and local community go hand-in-hand. Questions or concerns? You can read more here: wasagabeach.com/TRANSFER
- ✓ Attended the annual Association of Municipalities of Ontario (AMO) conference in Ottawa. Members of Council and senior staff met with key ministries and ministers, including Tourism, Environment, Long-Term Care, Energy, and Infrastructure. It's here that we unveiled **The Power of 10**—ten big ideas meant to challenge and inspire our residents and provincial partners to think big, as we prepare to begin community consultation on Destination Wasaga.
- ✓ Following a competitive, nation-wide RFP process, Council selected Ontario-based firm **Urban Strategies** to lead the public consultation, design, and delivery of Destination Wasaga. For our community, **Destination Wasaga** is a once-in-a-generation opportunity to ensure Wasaga Beach thrives as Ontario's summer playground – and that we evolve into a thriving, year-round destination that will grow Ontario's tourism sector, grow our municipal tax base, support local businesses, and make life better for our full-time residents. Learn more at: wasagabeach.com/IMAGINE

Fall is shaping up to be exciting and busy as well. Staff are preparing the 2026 Budget, and your input is essential. Please join us for the **Budget Public Meeting** on October 16th from 7:00-9:00 p.m. at the Wasaga Stars Arena, or share your feedback online at engagewasaga.ca starting October 10th.

Of course, this update is just a snapshot of the important work that is happening at Town Hall and in our community. I encourage you to stay informed, get involved, and subscribe to receive all of the latest Council news and updates, delivered straight to your inbox: wasagabeach.com/SUBSCRIBE

I look forward to hearing from you and seeing you out in the community this fall!

Mayor Brian Smith

Wasaga Beach
presents

FALL & WINTER

festivals & events lineup 2025

OCTOBER
4&5

Hootenanny a rootin', tootin', good time at Klondike Sports Park

OCTOBER
4&5

Mayor's Charity Rodeo two full days of classic rodeo action in support local charities

OCTOBER
7

Speaker Series an inspiring evening featuring Olympic Gold Medalist Jennifer Jones

NOVEMBER
11

Remembrance Day Ceremony recognizing those who served

NOVEMBER
22

Christmas Market, Santa Claus Parade, Tree Lighting & Funderland

NOVEMBER
23

Christmas Market & Funderland at the RecPlex



See more:
ExploreWasagaBeach.com

Follow us on social



Town of Wasaga Beach
Wasaga Recreation
Explore Wasaga Beach
WB Youth Centre
WB Seniors Centre



@explorewasagabeach
@wasagabeachrec
@wb youthcentre



Town of Wasaga Beach



@wb_media



NEWSROOM

Catch up on all Town news you might have missed at
[WASAGABEACH.COM/NEWS](https://wasagabeach.com/news)

Latest headlines:

Wasaga Beach Selects Ontario-based Urban Strategies to Help Design and Build Destination Wasaga

Award-winning team includes urban designers, engineers, ecologists, Indigenous design advisors, and more; Here's what happens next

Wasaga Beach Welcomes Second Family Doctor in Less Than Two Years

Innovative approach means new doctor will operate out of the Town-owned Wasaga Beach Medical Centre; the state-of-the-art, ready-to-use practice environment is a key part of the Town's doctor recruitment strategy

Wasaga Beach Unveils its First-Ever, Beach-Themed Mobile Tourist Information Centre

The beach-themed welcome centre will hit the road to promote local tourism operators, attractions, and businesses at events in Wasaga Beach and across the region.

Sunray Group Will Build a Premium Marriott Hotel in Wasaga Beach on Beach Drive at Beach Area 1

The award-winning hotelier will invest over \$45 million to build a Marriott hotel and other amenities near the Town's beachfront and main tourism area; construction is expected to begin in 2026

Ontario Building Destination Wasaga

Ontario is investing \$38 million to increase tourism in Wasaga Beach, including by revitalizing Nancy Island Historic Site



Mayor Brian Smith
12 September at 16:17 · 🌐

Had a fantastic time chatting with Sarah Freemark at [CTV's News at Six](https://www.ctvnews.ca) tonight to hear all about the Ontario-based firm we've selected to lead the design and delivery of Destination Wasaga—a bold, once-in-a-generation planning effort that will re-imagine the community's iconic waterfront, downtown, and tourism economy.

Learn more here: www.wasagabeach.com/imagine

MARK YOUR CALENDAR

#happeningsoon #savethedate

OCTOBER 16

2026 Budget Public Meeting

🕒 7:00 - 9:00 PM

📅 October 16, 2025

📍 Re/Max Room, Wasaga Stars Arena
544 River Road West, Wasaga Beach

OCTOBER 21

Home Energy Savings Symposium

🕒 7:00 - 9:00 PM

📅 October 21, 2025

📍 Re/Max Room, Wasaga Stars Arena
544 River Road West, Wasaga Beach



Fall/Winter Rec Guide

[WASAGABEACH.COM/RECREATION](https://wasagabeach.com/recreation)



MYWASAGA.CA

The Town is making it even easier to manage your property tax and utility accounts. The **MyWasaga** customer service portal gives you access to detailed account information for your property taxes and utility bills. It also provides links to valuable services including pet licensing, bus passes, facilities bookings, property searches and building permits.

MyWasaga also provides residents the ability to:

- view detailed account information
- make payments to both property taxes and water accounts instantly
- manage preauthorized payment plans
- sign up for ebilling

Learn more: wasagabeach.com/mywasaga



Snow Removal Financial Assistance Program

RECEIVE UP TO \$400

Apply before January 23, 2026

Financial grants are available for eligible low-income seniors (65+) and individuals with disabilities.

🔍 wasagabeach.com/SRFA

📞 705.429.3844

COUNCIL ADVOCACY

Council continues to advocate at all levels of government on the issues that matter most to Wasaga Beach residents, including infrastructure funding, attainable housing, long-term care, strengthening tourism and the local economy, more funding and better management of Wasaga Beach Provincial Park, and more. In August, members of Council and senior staff attended the annual AMO Conference in Ottawa, where meetings were held with key ministers and ministries, including Tourism, Environment, Long-Term Care, Infrastructure, and Energy.

IN THE NEWS:

two today

At the risk of saying something unpopular: the Wasaga Beach proposal itself is fine, and in fact may actually amount to a substantial improvement over the status quo. For the government of Ontario, the condition of Wasaga Beach will always be just one matter competing for attention with 10,000 other more important issues like hospitals and schools. For the town of Wasaga Beach, however, the condition of the beach is something like an existential matter, given the role that tourism plays in the local economy. It makes basic organizational sense for the body most invested in the revitalization of the beach and the tourism economy to have direct control of the lands in question. That's the town, not the province.

Source: TVO.org

A place where people love to live is a place where people will want to visit.

Working together, the Province and Town of Wasaga Beach can leverage existing assets in our community, including Wasaga Beach Provincial Park, to grow tourism, create jobs and economic opportunities, and make life better for our full-time residents – for years to come.

As we look ahead to the 2026 fiscal year, we are encouraged by the alignment of our priorities. We look forward to your continued partnership, funding, and support to build a more complete community and a stronger Ontario.



From left to right: Mayor Brian Smith, Premier Doug Ford, and Ontario Minister of Tourism, Stan Cho at Beach Area 1 on May 16, 2025 for the \$38M Destination Wasaga announcement.



From left to right: Councillors Joe Belanger and Richard White; Parliamentary Assistant to the Ontario Minister of Environment, Andrew Dowie; Mayor Brian Smith; Councillor Ellen Timms; Deputy Mayor Tanya Snell; Councillor Faye Ego; MPP Brian Saunderson; Ontario Minister of Tourism, Stan Cho.

HELP SHAPE THE FUTURE OF OUR COMMUNITY

wasagabeach.com/imagine

ASK MAYOR BRIAN SMITH

Accountability, transparency, and communication are priorities for this Council. That's why, in February 2025, the Town introduced a new initiative: **Ask Mayor Brian Smith**. Building on the success of **Ask Andrew Anything**—the weekly, drop-in style Q&A sessions that the Town's CAO launched in 2024 – these clips will feature Mayor Smith answering residents' most **frequently asked questions**. They are produced and shared on all of the Town's communications channels on a regular basis. Episode 4 (September 2025) will be released before the end of the month. Ask a question, and see what you may have missed here: engagewasaga.ca/AMA

Watch July's QA now:

