



# beachPAGES

Town of Wasaga Beach | 30 Lewis Street, Wasaga Beach, ON | (P) 705-429-3844 | (F) 705-429-6732

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

## Sign up for our monthly e-newsletter

Join our mailing list to receive our monthly e-newsletter. The Monthly Report will be sent directly to your e-mail inbox.

Visit the 'Newsletters' section of [www.wasagabeach.com](http://www.wasagabeach.com) and click on the 'Subscribe' button. Follow the instructions and you will receive The Monthly Report approximately every 30 days.

The report contains information about council decisions, town programs, activities, a message from the mayor, links to staff reports, contact information for council members, and much more.

## Mayor's Message

Welcome to Beach Pages, our twice-annual newsletter distributed with tax notices.

This is our first installment of the newsletter for 2022. We will publish our second edition in June.

The purpose of this newsletter is to update you on a number of matters.

Council approved the town's 2022 budget in December.

The budget for this year contains several important investments that will help move Wasaga Beach forward.

I encourage you to review the budget information carefully and the additional details available on the town website. And, if you have questions, please let us know.

On a related note, I thank members of council and staff for the tremendous amount of effort that went into creating the 2022 budget. And, I thank our residents for sharing their input as well.

In the newsletter, we also update you on our plans to redevelop town-owned land at the beachfront. This is the stretch of properties just south of the beach and north of Mosley Street, between Spruce and Third streets.

As we announced at the end of January, negotiations have concluded with Slate Asset Management – our preferred developer for the beachfront properties – as we could not agree on a price for the lands. Slate negotiated in good faith but, unfortunately, we could not settle the one important point. Talks are now starting with Bayloc Developments Inc. Please take a moment to read our update in this newsletter and watch for future updates.

In other news, our sympathy goes out to the Borthwick family. Former mayor Walter Borthwick passed away late in January. Our newsletter includes details about Walter's tremendous legacy. Walter served as mayor of our town for a quarter century and played a major role in guiding and growing our community. In honour of Walter, we have placed a Book of Condolences in the lobby at town hall. Walter was a lovely man who cared deeply about



Wasaga Beach and we will miss him. Even after leaving office in 2003, he found many ways to give back to our community.

The newsletter also contains information about the significant building activity in Wasaga Beach in 2021, a trend that we expect to continue through the rest of this year. As you will read, 2021 was a record-breaker, despite the challenges of the pandemic.

And speaking of the pandemic, I again remind people that our local businesses need as much support as possible. These businesses have endured so much since the start of COVID-19. Through our continued patronage, we can ensure these places remain viable. They not only provide goods and services that we depend on, but valuable jobs.

In closing, stay safe, find ways to help one another, and we look forward to updating you again soon.

Sincerely,  
Nina Bifolchi,  
Mayor.

## Tax bill

Enclosed with this newsletter is your tax bill. If your bill indicates a balance forward, it's important to note that interest has been calculated to the current billing date. Interest will be applied at 1.25% on the first day of each month thereafter.

## E-Billing

To sign up for e-billing for tax and water bills, please e-mail: [ebilling@wasagabeach.com](mailto:ebilling@wasagabeach.com).

Please include the following information:

- 1) Your municipal address;
- 2) Your name and telephone number;
- 3) Your e-mail must come from the e-mail address that you would like the bill sent to.

## Paying your bill

Payments can be made the following ways:

- 1) In person at town hall, 30 Lewis St., Monday to Friday, between 8:30 a.m. and 4:30 p.m.
- 2) Use our drop box beside the front door (cheques only).
- 3) Payments can be mailed to the address indicated on your bill.
- 4) At most financial institutions.
- 5) Through online banking.
- 6) Pre-authorized payment plan.

## Charges

Tax records, reprints of tax or water bill:

\$10 plus HST.

Payment Transfer fee: \$5 plus HST.



# Council approves 2022 budget

On Dec. 21, members of Wasaga Beach Town Council approved the municipality's budget for 2022.

*“This budget allows us to ensure the continued delivery of valued public services to families and businesses in Wasaga Beach,”* Mayor Nina Bifulchi said. *“The budget will also allow us to make important new investments in infrastructure and programs, helping move our community forward, ensuring our long-term viability as a great place to live, visit, and invest.”*

For 2022, the operating budget is \$44-million and the capital budget is \$57-million.

Taxes will support nearly \$28.5-million in the budget with the balance coming from reserves, fees, grants, and other revenues.

The tax rate for the municipal portion of taxes is 2.97 percent.

The blended tax rate – when the county and school board rates are considered – is 2.25 percent.

Wasaga Beach continues to have one of the lower tax rates in contrast to its municipal comparators in the region, while delivering a similar set of programs and services.

For a home in Wasaga Beach assessed at \$450,000 in 2022, the municipal portion of taxes will increase by \$77.16. The total property tax increase – factoring in the county rates and school board rates – will be \$101.78, an additional \$8.48 each month.

Factors affecting the budget in 2022 (increases over 2021) include, cost increases (inflation) on the various materials and services the town purchases, cost of living increases, new staffing, debenture costs, declining grant money, and other general increases totalling \$4.9-million. Costs outside the town's control, such as OPP and Nottawasaga Valley Conservation Authority also contribute to the increase.

The Town of Wasaga Beach is taking a balanced and responsible approach to funding its capital plan for 2022, making use of reserves, debt, and the tax levy. Projects, planned for years, will be funded using reserves to help lower the tax burden. The town estimates reserves and deferred revenues will sit at \$40-million at year's end.

## Highlights of investments for 2022 include:

### Administration

- \$35,000 for continued investment in physician recruitment;
- \$7,000 for communication initiatives to serve the public

### Fleet

- \$2.16-million for various fleet vehicle investments;

### Information Systems

- \$274,000 to support information technology requirements;

### Treasury

- \$36,000 for new asset management software,
- \$630,000 for the Main Street Bridge debenture and \$91,000 for other construction financing;

### Legislative Services

- \$135,000 to run the municipal election;

### Municipal Law Enforcement

- \$175,000 to support municipal law enforcement services, including \$110,000 for office renovations, and \$4,000 for new radio equipment; and \$15,000 for on-street parking enforcement initiatives

### Fire

- \$920,000 is earmarked for the renovation of Fire Station 2, while other fire investments include approximately \$1.4-million for a new aerial truck (2021 purchase), \$20,000 for personal protective equipment, and \$9,000 for new computer and office equipment;

### Recreation, Events and Facilities

- \$21.8-million is earmarked for the twin-pad arena and library project,
- \$145,000 for an electric ice resurfacers,
- \$15,000 for RecPlex roof upgrades, and
- \$15,000 for improvements at the youth and senior active living centre;

### Library

- \$9,000 will be utilized by the library to develop a new website;
- \$30,000 will go towards a rebranding exercise;
- \$5.4-million new library construction;

### Public Works

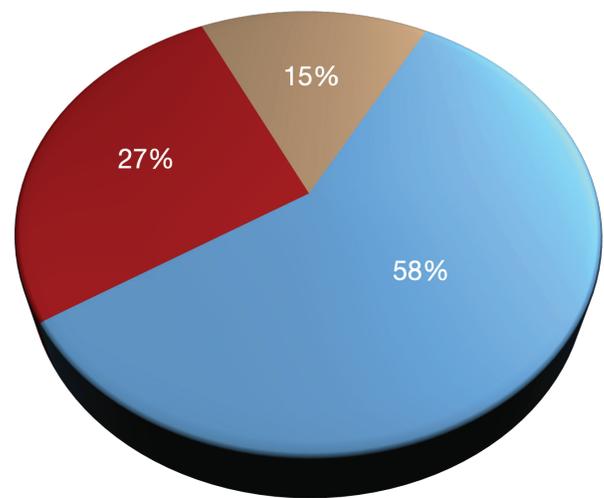
- Under Studies: \$45,000 for the Public Works Department's Transportation Study update exercise, \$30,000 to conduct structural bridge inspections, and \$130,000 for a town-wide drainage master plan;
- \$490,000 for the second year of the Ramblewood Drive Urbanization Project;
- \$765,000 for the River Road West utility relocations between Veterans Way and Blueberry Trail in preparation for the eventual widening of River Road West;
- \$418,000 for various road resurfacing projects by Public Works;
- \$6.45-million for the Beach Drive Reconstruction Project detailed design work and phase 1 of construction, between First Street and Third Street;
- \$8.48-million for water and wastewater projects;
- \$196,000 for drainage projects in various neighbourhoods, including the West End Drainage Study;
- \$25,000 for two new bus shelters;
- \$320,000 for two new buses;
- \$291,000 for the Glendale Park Redevelopment Project;
- \$290,000 for the Pridham Park Pedestrian Bridge Replacement Project;
- \$150,000 for the Sunnidale Trails Playground design;
- \$250,000 for the replacement of playground equipment at Mills Park;
- \$60,000 for new wayfinding signage;

### Planning and Development

- \$46,000 for final year of new software investment in the Building Department to allow for new digital service delivery;
- \$52,000 for the Official Plan update;
- \$166,000 for the West End Secondary Plan Study;
- \$100,000 for the Comprehensive Zoning Bylaw update;
- \$100,000 for Growth Nodes Study;
- \$40,000 for Affordable Housing Study;
- \$70,000 for tourism marketing partnerships;
- \$32,000 for town branding project;
- \$40,000 for implementation of initiatives from the approved Economic Development Strategy;

## Breakdown of 2022 Household Tax Bill

2022 Residential Tax Bill for \$450,000 assessed value  
– \$4,617



Town of Wasaga Beach  
\$2,673

County  
\$1,256

Education  
\$689

\$330,000 average household MPAC assessment value

## Negotiations conclude with Slate Asset Management, town now starting talks with Bayloc

Purchase and sale negotiations with Slate Asset Management L.P. for the redevelopment of town-owned land at the beachfront have concluded.

"Unfortunately, the town and Slate are unable to reach an agreement on the final purchase price of these lands and our negotiations are at an end," chief administrative officer George Vadeboncoeur said. "We thank Slate for their interest in the project, the professionalism they displayed, and the good faith in which they negotiated."

"In addition to seeing a development that is in keeping with the principles of the Downtown Master Plan, negotiating a sale price that recognizes the taxpayer investment to acquire these lands is important to members of council," Mayor Nina Bifulchi said.

Vadeboncoeur, the municipality's negotiation team leader, said talks will now start with Bayloc Developments Inc., the town's second preferred developer, identified through the request for proposals process last year.

"We look forward to meeting with Bayloc and discussing how we can reach an agreement that is beneficial to both parties," Vadeboncoeur said.

The five parcels of land that make up the town's beachfront properties are between Spruce and Third streets and north of Mosley Street. Redevelopment of the area is a priority for council. Mixed-use buildings and outdoor community space will rejuvenate the neighbourhood, making it more of a year-round destination.

## 2018-2022 council priorities community update

Our update on council's goals and priorities for the 2018-2022 term is now available for review.

The digital version is on our website under the "News and Notices" section.

A 20-page print edition arrived in mailboxes at the end of December. Extra copies of the print version are available in the lobby at town hall. The update provides a detailed look at the significant progress made on council's 11 priorities.

All residents are encouraged to review the update.

The digital version includes links to related additional information for people wishing to learn more about specific topics.

Residents with questions about any of the information are welcome to contact town hall at 705-429-3844 or e-mail us at [info@wasagabeach.com](mailto:info@wasagabeach.com).



## Fire department welcomes new aerial truck



Mayor Nina Bifulchi and members of council with the town's new aerial truck.

The Wasaga Beach Fire Department has taken possession of its new aerial truck.

"This vehicle replaces a 25-year-old aerial truck at the end of its lifespan and ensures we have the proper resources when providing fire protection for our residents and businesses," fire chief and director of emergency management Mike McWilliam said.

Mayor Nina Bifulchi said the \$1.4-million truck represents an important investment in equipment for the department.

"Having a well-equipped fire department that can protect our community is a priority for council," Bifulchi said. "We are pleased to welcome this new truck into the department's fleet."

A Pierce Manufacturing truck, made at the company's Appleton, Wisconsin facility, the vehicle is a demo model the department learned about last year.

"Because it is a demo, and because council allowed us to sole-source the purchase, we have saved approximately \$300,000 and almost a two-year build time," the chief said.

The truck should have a quarter-century operation period, McWilliam said. Aerial trucks serve an important function, he noted.

"Obviously, you need them to fight fires in higher buildings, which are anticipated in the next few years, but aerials are also used to reach out over large diameter buildings, such as the big box-type stores we have," McWilliam said. "They allow us to apply a large volume of water down onto a fire. And they also give us that bird's eye view providing a better view of what is going on with a large structure fire."

The new aerial has a reach of 110 feet, compared to the 65 feet on the older aerial truck going out of service. The new aerial also has a platform at the end of it, something the older truck does not.

"That platform is a great feature for us," the fire chief said. "We can place up to three people on the platform, which is helpful if we have to rescue someone from upper levels of a building. A control panel in the platform basket allows firefighters to control the water stream from an elevated position, making water application more accurate. Working from a platform, versus a ladder, greatly increases safety for the firefighters".

## 2021 a record-breaking year for building in Wasaga Beach

The 2021 year was a banner one for building and development in the Town of Wasaga Beach, with the municipality setting various new records and continuing a period of strong growth.

“Despite the challenges of the pandemic, builder confidence in Wasaga Beach remained high last year and that is evident through the building activity numbers that we recorded,” Mayor Nina Bifulchi said. “Our builders tell us that they see Wasaga Beach as a great place to live, work, and invest, and that is a sentiment we also hear from people settling in our community.”

Danny Rodgers, director of building and development standards, said the town expects the building trend to continue throughout 2022.

Doug Herron, director of planning and economic initiatives, said the activity reflects long-term planning efforts.

“People see the construction taking place and sometimes forget that our Official Plan, which includes community consultation, helped determine the type of growth that is happening and where. Some of that planning work and public consultation took place years ago and we are just now seeing the implementation,” Herron said. “In addition, we have the review process for each specific building project and that too has involved a consultation period. The entire process is important because it ensures we get a high-quality product that fits and enhances the existing community.”

George Vadeboncoeur, chief administrative officer, said growth contributes to a larger tax base to support municipal programs and services – he said these are good things – but there is more to the story.

“Growth means that new businesses are attracted to the community and existing businesses can count on a larger customer base, that our skilled labour pool grows and diversifies, that there are more students for our current schools and the new schools being planned, that our clubs and sporting organizations succeed, and that we remain an overall vibrant community,” Vadeboncoeur said. “These are all wins for Wasaga Beach. Work

continues on capital projects to support growth such as the widening of River Road West and the urbanization of Mosley Street from 45th Street to Beachwood Road.”

### Numbers at a glance...

For 2021, the town issued 871 building permits, including 267 for single-detached homes and 236 for townhomes. The total number of permits issued in 2021 far surpassed the 553 issued in 2020. The last time the town saw overall building permit numbers as high as 2021 was in 2004 when the town issued 870 permits.

The total number of new homes for 2021 was 530, a record setting figure that beats out the 493 units built in 2004.

Residential construction values for 2021 reached \$184-million, surpassing a 2017 record of \$106-million.

Non-residential construction values reached \$88-million, which includes the town’s twin-pad arena and library project. The 2021 figures also set a new record, surpassing the 2019 record of \$17.8-million.

The total value of all construction for 2021 reached \$272-million, beating the 2019 record of \$123-million.

Mayor Bifulchi said the strong building numbers are a reflection of the goals council established at the start of the 2018-2022 term.

To guide growth in the west end, the town has launched the West Wasaga Secondary Plan Study that will seek input from residents in the area.

## Remembering former mayor Walter Borthwick



Walter Borthwick, mayor of Wasaga Beach from 1978 to 2003, passed away on Sunday, Jan. 23.

“On behalf of council and town staff,

I extend sincere condolences to Walter’s wife, Elaine, and the rest of the Borthwick

family,” Mayor Nina Bifulchi said. “Walter was our town’s longest serving mayor and fulfilled his duties during a period of significant growth and evolution of the town.”

Borthwick’s interest in politics started in school.

Later, in 1969, the Village of Wasaga Beach appointed him to the local planning board.

On behalf of the village, he worked with the province to help create the new Town of Wasaga Beach, established through provincial legislation in 1973 and coming into effect in 1974.

Borthwick served two terms as a councillor on Wasaga Beach council and then successfully ran for mayor, a job he held for the next quarter century.

While serving as mayor, Borthwick also served as a County of Simcoe councillor.

Borthwick was active in a number of other ways over the years, too.

While it was open, he helped run the family business, Borthwick’s Carload Food Market, on Mosley Street, between 30th Street and 31st Street.

Borthwick was also part of a group that founded 93.1 CHAY FM, a Barrie-based radio station, now part of Corus Entertainment, and broadcasting as Fresh Radio.

He also spent 12 years on the Collingwood General and Marine Hospital Board and later served on the hospital’s foundation board.

In 1998, the province appointed Borthwick to the Ontario Municipal Employees Retirement System board and in 2001 Borthwick served as board chair.

Borthwick excelled at many athletic pursuits over his life too, including football, hockey, baseball, and golf.

A charter member of the Rotary Club of Wasaga Beach, established in 1984, Borthwick served as club president for 2007-2008.

In 2011, he was named to the Order of Wasaga Beach and in 2013 he was named Citizen of the Year.