



# WBNEWS

SEPTEMBER 2022

## Town launches new municipal brand

On Sept. 1, the Town of Wasaga Beach officially launched its new municipal brand.



“This is an exciting day for our town. Our new brand highlights the natural beauty of our great community and

provides a fresh new look. By solidifying a common vision, identity, and image, the town can better communicate and market itself. This is important in a world with so many competing messages,” Mayor Nina Bifulchi said.

The town started its rebranding exercise last year and council approved the new brand in July.

Our new icon is a free-flowing representation of our

unique geography, as well as our open and friendly community. Water and green spaces enclose the shoreline, and together the shapes create the town’s initials W and B.

The colours are fresh and organic. As a whole, our icon is distinctly Wasaga Beach.

Our new tagline is ‘All in’ and this speaks to our great amenities, aspirations, and passion for where we live.

In celebration of our branding launch, we are installing a new billboard on town-owned land at the main beachfront. In addition, later this month, we are installing new street banners throughout the community. We are also introducing the brand on our website and social media platforms.

Over the next year, the town will fully implement the brand. This will include using it on our vehicles, buildings, and elsewhere.

For more information on the brand, please see our Q&A on [www.wasagabeach.com](http://www.wasagabeach.com).

## E-receipts and billing

The town is also offering paperless water and tax bills.

Sign up for e-billing and receive your bills via e-mail. If you would like to sign up for this option please e-mail [ebilling@wasagabeach.com](mailto:ebilling@wasagabeach.com) and include the following:

- 1 The subject line should state the municipal property address, starting with the street name. For example, Main Street 123.
- 2 The body of the e-mail should state your name and phone number.
- 3 The e-mail must come from the e-mail address you want the bill sent to.

If you have questions, call us at 705-429-3844.

## Please contact the Water Clerk at

(705) 429-3844 ext. 2245 if you experience any of the following:

- If the property was occupied during this billing cycle but both the Previous and Current Read are the same.
- If the current bill reflects ‘Flat Rate Residential’ water/ sewer rates.



211 is a trustworthy source for information and services to deal with life’s challenges. 24 hours a day, 7 days a week.

# All in.



## Fall/Winter 2022-23 guide now available

Our latest edition of the Recreation Guide is now available for review.

Access the PDF version on our website at [www.wasagabeach.com](http://www.wasagabeach.com). Hard copies are available at Town Hall, the RecPlex, Youth Centre, Wasaga Stars Arena, and the Wasaga Beach Public Library.

The 36-page guide contains an array of information about programs and events in Wasaga Beach.

Program information includes the following:

- Babysitting Courses
- Youth Theatre Production
- Home Alone Courses
- Dance Courses
- Youth Café
- Youth Kitchen
- Adult Co-Ed Volleyball
- Aquafit
- ...plus much more, including details about local service clubs and community groups.

Questions? Call 705-429-3321 or e-mail [customerservice@wasagabeach.com](mailto:customerservice@wasagabeach.com). Or visit us at the RecPlex, 1724 Mosely St.

## Site plan application for new elementary school

Staff advised council members during the Aug. 11 Coordinated Committee meeting that the Simcoe County District School Board is in the process of submitting the site plan application for its new Wasaga Beach elementary school.

The property is in the Pacific Homes subdivision, part of the Sunnidale Trails development area, off Sunnidale Road.

The almost seven-acre site has a municipal address of 42 Union Blvd.

The related staff report is available for review on our website.

## Municipal election 2022

Looking for municipal election information.

Visit our website at [www.wasagabeach.com](http://www.wasagabeach.com) and click on the 'Elections' link.

Our election page contains all you need to know. Questions? Call us at 705-429-3844.

Election Day is Monday, Oct. 24, 2022.

## Twin-pad arena and library construction update

Ron Spina of Colliers Project Leaders provided an update on the twin-pad arena and library project during a presentation to Coordinated Committee recently.

He said the project continues to move ahead and is on budget.

Committee also received a report from the Construction Steering Group. The report noted construction should be finished July 2023 and occupancy will happen shortly thereafter.



Recreation All in.





See these images and more on [www.wasagabeach.com](http://www.wasagabeach.com)

## Town, Bayloc and Zancor reach deal for purchase and sale of municipal beachfront property

The Town of Wasaga Beach is pleased to announce that council has agreed to sell town-owned land at the beachfront to Bayloc Developments Inc. with Zancor as a partner, subject to a maximum 120-day due diligence period.

If the sale is finalized, Bayloc and Zancor will redevelop the waterfront properties, creating ground floor retail spaces and restaurants with residential units above. A public square to host events and gatherings is also part of the project.

The town is planning investments in streetscaping to support the revitalized area, including the creation of a raised waterfront promenade – where Beach Drive currently exists – with various pedestrian-friendly features.

“On behalf of council and town staff, I congratulate Bayloc on its decision to pursue this ambitious community investment,” Mayor Nina Bifulchi said. “We have gone through two very transparent and rigorous processes to get to this point. This is an exciting moment for our community. The result of this development, when fully built out, will be a revitalized neighbourhood that can be enjoyed by residents and visitors.”

Mayor Bifulchi said the town is also pleased to have Zancor

on board as a partner with Bayloc.

“Zancor is a long-established builder in our community with a proven track-record. They are also experienced builders of mixed-use medium density developments in the GTA. Zancor is known for quality design and construction. We are very excited to have them involved with this project,” she said.

Specifics of the deal will be kept confidential until the due diligence period concludes and the purchase and sale agreement is finalized.

During the due diligence period, Bayloc and Zancor will refine their development concepts. Work will also start on a master development agreement to establish overall planning requirements for the project.

The town commenced negotiations with Bayloc in February, one of the development companies identified through a formal Request for Expressions of Interest process and a formal Request for Proposals process.

A team involving town staff and consultants negotiated on behalf of the municipality with Bayloc. The town’s CAO, George Vadeboncoeur, provided updates to council and obtained council direction on a regular basis.

In July, Bayloc asked if Zancor could come on board as a partner and council agreed, subject to all parties reaching a formal agreement.



Wasaga Beach

Town, Bayloc and Zancor... *cont*

Throughout the project, the town has utilized a fairness monitor to ensure the integrity of the exercise.

Mary Ellen Bench, a solicitor with Dentons Canada LLP, the town's legal counsel for the project, said the municipality engaged in a thorough process to receive and evaluate competitive bids for the project and to negotiate an agreement of purchase and sale.

The president of Bayloc, Nick Falvo, said his company looks forward to pursuing the redevelopment project.

"This is a tremendous opportunity for our company to help the Town of Wasaga Beach realize the potential of this area," Falvo said.

Fabrizio Cortellucci, president of Zancor, said the company

also looks forward to developing Wasaga Beach's waterfront.

"This is a beautiful area and we are committed to creating a vibrant new neighbourhood in keeping with council's vision for the area. We've proven in Wasaga Beach and elsewhere in Ontario that community building is something we do very well," Cortellucci said.

Bifulchi said the agreement with Bayloc, with Zancor on board, marks another positive way Wasaga Beach is moving forward.

Visit the town's Build Wasaga portal to learn more about our efforts to redevelop municipally owned land at the main beachfront.

OCTOBER 8 2022 WASAGA BEACH RECPLX

wasaga beach  FALL HOOTENANNY



 1PM - 8PM  
\$3 PER PERSON OR \$10 PER FAMILY



For all of our fall and Halloween activities visit the events calendar on [www.wasagabeach.com](http://www.wasagabeach.com)

All in.

