

2023 YEAR END



TERM OF COUNCIL PRIORITIES

2023 Progress Update



2023 YEAR END



GATEWAY CASINO OPENS



APRIL WINE/CARPET FROGS



BEACH DRIVE RE-OPENS

HIGHLIGHTS

2023 Progress Update



2023 YEAR END



BEACHFRONT WORKSHOPS



BEACHFRONT ACTIVATION



PROVINCIAL RELATIONS

HIGHLIGHTS

2023 Progress Update



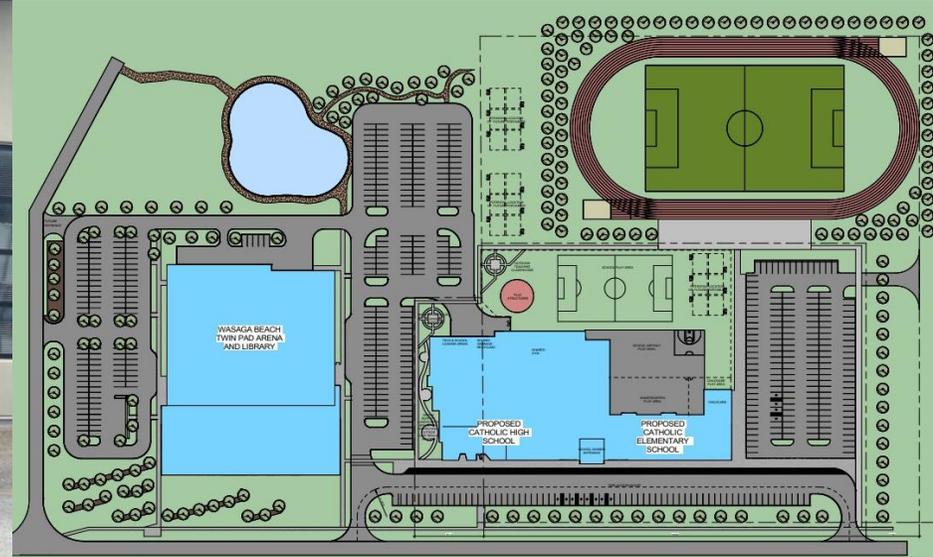
2023 YEAR END



TPAL WRAPS-UP



MEDICAL CLINIC



COMMUNITY HUB

HIGHLIGHTS

2023 Progress Update



2023 YEAR END

COMPLETE OR UNDERWAY
WITH 79% OF TERM OF
COUNCIL PRIORITIES

COMPLETE - 23

UNDERWAY - 41

NOT YET STARTED - 20

HIGHLIGHTS

2023 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	NOT YET STARTED	X	X
6	Rebuild Beach Drive	X	X		Review Detailed Design	Works	UNDERWAY	X	
7	Implement short-term activation strategies	X			Seek Opportunities	CAO	COMPLETE	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	UNDERWAY	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	NOT YET STARTED		
11	Prepare street design with phasing plan	X	X	X	Detail Design – 10yr forecast	Works/ Planning	NOT YET STARTED	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	NOT YET STARTED		
15	Explore traffic calming in vulnerable locations (schools)	X			Community Engagement (Policy exists)	Works	NOT YET STARTED		
16	Implement Safe Routes to School	X			Community Engagement / Schoolboard	Planning	UNDERWAY	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	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	UNDERWAY	X	X
21	Pursue Streetscape Design Guidelines	X			Staff Review + Consultant	Planning Works	NOT YET STARTED	X	
E. Expand the Transit System									
22	Provide more transit shelters	X	X		Annual Budget	Works	UNDERWAY	X	
23	Expand service to Casino	X			Partnership Discussion	Works	NOT YET STARTED	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	UNDERWAY	X	
26	Park rehabilitation + development plan (15 min neighbourhoods)	X	X	X	10yr Parks Forecast	Works Planning	UNDERWAY		

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	UNDERWAY	X	
G. Enhance Community Activation									
28	Pursue community events	X			Seek Opportunities	Recreation	UNDERWAY		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	NOT YET STARTED	X	
31	Strike an Affordable Housing Advisory Committee	X			Staff Review	Planning	UNDERWAY	X	
32	Prepare a Workforce Housing Strategy	X			Coordinate with municipal Neighbours	Planning EDO	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					

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	UNDERWAY	X	
35	Build more affordable housing	X	X		Coordination with County	CAO Planning	UNDERWAY	X	X
36	Pursue a Long Term Care Facility	X	X		County Discussion	CAO	NOT YET STARTED	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 windrow 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	UNDERWAY	X	X
39	Review the food bank system	X			Collaborate with the Food Bank	Fire Planning	NOT YET STARTED	X	
40	Host a Poverty Reduction Roundtable	X			Seek Partners	Fire Library	NOT YET STARTED	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	UNDERWAY	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	UNDERWAY	
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	UNDERWAY		
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	UNDERWAY		
N. Support Small Business									
49	Undertake Business Roundtables	X			Engage Business Community	EDO	COMPLETE	X	
50	Implement a Small Business marketing Campaign	X			Engage Business Community	EDO	UNDERWAY	X	X
51	Improve Small Business Enterprise Centre in Wasaga	X			Collaborate with SBEC	EDO Library	UNDERWAY	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	UNDERWAY	X	X
53	Develop 10 Market Ready Experiences	X			Coordination with Partners	EDO	UNDERWAY	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	COMPLETE	X	X
56	Explore a Visitor Experience Ambassador Program	X			Staff Review	EDO Recreation	UNDERWAY	X	
P. Leverage Investments									
57	Undertake Economic Impact Assessments for significant projects	X	X	X	Determine threshold	EDO Finance	NOT YET 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	NOT YET STARTED	X	
62	Conduct regular corporate satisfaction surveys	X			Staff Review	HR CAO	UNDERWAY		
63	Conduct an Organizational Review	X			Administratio n Bldg needs	CAO HR	COMPLETE		
S. Implement Open Government									
64	Increase community engagement opportunities	X			Staff Review	Strat Comms	COMPLETE	X	
65	Review and standardize RFP documents	X			Staff Review	Finance	COMPLETE		
66	Seek ways to make government more transparent	X			Staff Review	CAO	UNDERWAY		

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	NOT YET STARTED	
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	UNDERWAY	

WELL-RUN

ACTIONS	TARGET			ACTION NEEDED TO PROGRESS	PROJECT LEAD	STATUS	TOWN FUNDING	EXTERNAL FUNDING
	0-4 YEARS	4-8 YEARS	8+ YEARS					
U. Financial Sustainability								
74	Build the Town reserves back up	X			Staff Review	Finance	UNDERWAY	
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	UNDERWAY	

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	UNDERWAY	X
X. Pursue Green Initiatives								
79	Transition to a green fleet	X	X	X	Staff Review	Works	UNDERWAY	X
80	Pursue green energy alternatives at the Beachfront	X	X	X	Staff Review + Consultant	Building	NOT YET STARTED	X
81	Improve Active Transportation Infrastructure	X	X	X	10yr. forecast	Works	UNDERWAY	X
82	Establish Green Development Standards	X			Staff + Consultant	Planning Building	NOT YET STARTED	X

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

2023 YEAR END



TERM OF COUNCIL PRIORITIES

QUESTIONS

