

## Wasaga Beach NEWS

May 2026



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

Residents of Wasaga Beach,

There is a real sense of momentum building across our community—and it's something we can all be proud of. Wasaga Beach is growing, evolving, and gaining recognition across Ontario and Canada because of a shared vision, strong partnerships, and residents who are getting involved and helping shape our future. Today, we are seeing the results of that collective effort.

Over this term of Council, we have secured more than **\$355 million in public and private investment** and helped attract over **1,100 new jobs** to Wasaga Beach. At the same time, 100 per cent of Council's 2023–2026 priorities are now complete or underway—delivering measurable progress that is strengthening our economy, improving services, and enhancing quality of life.

We are seeing long-awaited growth in our commercial sector and commercial tax base, with new businesses, services, and amenities creating opportunities close to home. The arrival of **Costco** alone represents a \$50 million investment and more than 370 jobs, while developments such as **Food Basics**, **Shoppers Drug Mart**, and the **Hampton Inn** are expanding services, giving residents more choice, and supporting our year-round economy.

Our tourism and downtown areas are also being reimaged. The new \$60 million **Marriott** hotel by Sunray Group is expected to create more than 100 local jobs, while the Stonebridge redevelopment is helping bring new energy, investment, and year-round activity to our downtown.

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

**MARCH 2026 UPDATE: 100% 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  
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Tanya Snell, Deputy Mayor  
✉ [deputymayor@wasagabeach.com](mailto:deputymayor@wasagabeach.com)

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We are also making meaningful investments in education and community infrastructure. The Province's \$64.9 million commitment toward a new Simcoe Muskoka Catholic District School Board school and community hub will bring **student and childcare spaces**, shared-use classrooms for **post-secondary**, and continuing education in partnership with Canadore College and Lakehead University, as well as community amenities, including a **300-seat theatre** to Wasaga Beach. At the same time, the Simcoe County District School Board is moving forward with a public high school—a long-awaited milestone for local families and students.

**Beyond infrastructure, we have expanded healthcare services, attracted new doctors, supported housing opportunities, and continued investing in parks, trails, transit, and public spaces that improve everyday life for residents.**

**Council has also worked hard to keep life more affordable** by securing more than \$155 million in provincial funding for schools, infrastructure, healthcare, roads, and community projects—helping reduce pressure on local taxpayers while delivering long-term benefits for residents.

Our progress is also gaining recognition beyond our community. Destination Wasaga was recently featured in a national **Destination Canada case study**, highlighting how our community is bringing together investment, tourism, partnerships, and resident input to build a strong and sustainable future: [wasagabeach.com/CaseStudy](https://wasagabeach.com/CaseStudy)

**As we move forward, one thing remains clear: there are no plans to build on the beach.**

Our beachfront, dunes, and the waters of Georgian Bay are at the heart of who we are. Protecting these natural assets remains essential, while we continue improving how residents and visitors experience these spaces through thoughtful planning and design and long-term stewardship.

This is an exciting time for Wasaga Beach. We are seeing unprecedented investment, meaningful job creation, and renewed confidence in our community.

**We are not just growing—we are building something better together: a stronger economy, greater opportunities, and a community where residents, businesses, and visitors can thrive.**

Thank you for continuing to help shape the future of Wasaga Beach. As we look ahead, our greatest strength will always be our ability to come together as one community—because, in the end, united we stand, divided we fall.

**Mayor Brian Smith**

## SUMMER IS COMING SOON

So are **FREE** digital resident parking passes.



[wasagabeach.com/parking](https://wasagabeach.com/parking)



## WASAGABEACH™ SUMMER IS FOR THE BEACH

JUNE  
06

### Trail Tunes

Grab your bike, hit the trail, and discover live music

JUNE  
19-20

### Cruise Fest '26

Classic cars, poker run, and car show

JULY  
01

### Canada Day Celebration & Symphony Fireworks

JULY  
11-12

### Not So Pro Volleyball

Serving up sun, sand, and a little friendly competition

JULY  
18

### 5K Foam Fest

2.5 million cubic feet of foamy fun

JULY  
23-26

### Wasaga BeachLife Festival

Midway rides, The Carpet Frogs, Jukebox Heroes and more

NEW  
2026

AUGUST  
15

### Awaken the Isle

Set sail for a swashbuckling adventure at Nancy Island

NEW  
2026

SEPT  
03-05

### Memories of Summer

featuring The Yacht Rock Show, Wing Night, and Legends of Motown

SEPT  
18-20

### Stonebridge Wasaga Beach Blues Festival

[wasagabeach.com/events](https://wasagabeach.com/events)

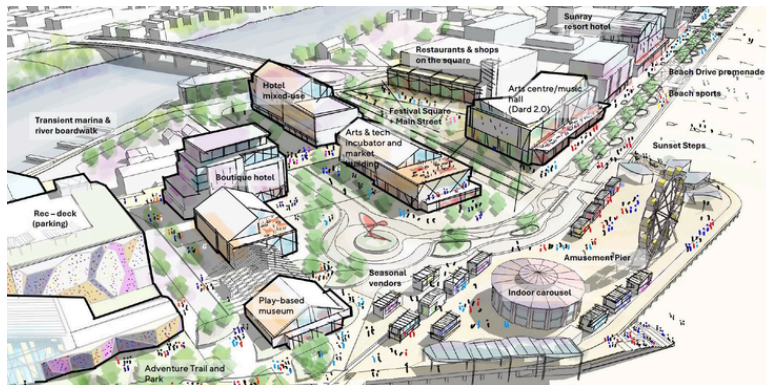


## DESTINATION WASAGA: AN EMERGING PLAN

Destination Wasaga continues to move forward as a once-in-a-generation initiative to reimagine the Town's beachfront and surrounding areas through a community-led master planning process. The project is focused on creating a vibrant, accessible, four-season destination that supports local businesses, enhances public spaces, protects the environment, and improves quality of life for residents while strengthening Wasaga Beach's position as one of Ontario's premier destinations.

This spring, the Town and project consultants unveiled the first draft concepts for a 10-year emerging plan for the future of the waterfront and hosted a second round of public engagement sessions. The concepts, developed by award-winning planning firm Urban Strategies, reflect feedback gathered from more than 500 residents, businesses, organizations and stakeholders during the first phase of engagement in fall 2025, and outline a bold vision for the future of the community.

The draft concepts explored several key areas across the waterfront and downtown. The **Main End** envisions a vibrant destination hub with enhanced public gathering spaces, entertainment, recreation and year-round activity.

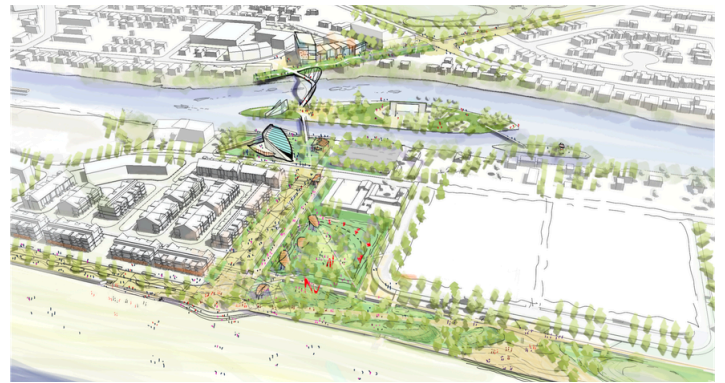


Concept Image - Main End

The vision for **The Spit** focuses on creating unique public spaces and waterfront experiences that celebrate the natural beauty and recreational character of Georgian Bay.

The **River Mouth & Coastal Stewardship** area emphasizes ecological protection, shoreline stabilization and environmental sustainability, ensuring the long-term health of the beach, dunes and sensitive ecosystems. It also explores the possibility of a marina.

The **Discovery Corridor** concept is centred around wellness, heritage, learning and immersive nature-based experiences, including enhanced connections to Nancy Island and surrounding trails.



Concept Image - Discovery Corridor

The **Main Street Corridor** introduces a more walkable, village-style waterfront experience with shops, services, gathering spaces and improved pedestrian connections between the beachfront and downtown.

The **West End** (Beach Area 2) focuses on recreation, community gathering spaces, family-friendly amenities and outdoor play opportunities designed to support residents and visitors year-round.

Residents, businesses, community groups and over 200 local Grade 6 and 7 students, were invited to review the draft concept plan, share feedback and help refine the long-term vision for the community.

The final Destination Wasaga Master Plan will be shared in July, 2026. The Plan will help guide future planning decisions, infrastructure investments and partnership opportunities as the Town continues working toward a vibrant, sustainable and four-season waterfront destination.

Learn more and stay involved at [wasagabeach.com/imagine](https://wasagabeach.com/imagine)

DESTINATION  
**WASAGA™**

LEARN MORE ABOUT THE TOWN'S  
STEWARDSHIP PLANS



[wasagabeach.com/stewardship](https://wasagabeach.com/stewardship)

"We know Wasaga Beach can stand alongside the great recreation and nature-based destinations of the world—where tourism, conservation and community thrive together."

~ Mayor Brian Smith

