

2025 YEAR END



# TERM OF COUNCIL PRIORITIES

## 2025 Progress Update



2025 YEAR END



BEACHFRONT REDEVELOPMENT



EDUCATION/COMMUNITY HUB



PROVINCIAL RELATIONS

# HIGHLIGHTS

## 2025 Progress Update





# HIGHLIGHTS

2025 Progress Update

SMCDSB K-12

**\$58 M**

SCDSB High School

**\$59 M**

Beach Drive

**\$11 M**

Nancy Island

**\$25 M**

Destination Master Plan

**\$2 M**

RTO 7

**\$500 K**

2025 YEAR END



EVENTS



PARKS



BEAUTIFICATION

# HIGHLIGHTS

## 2025 Progress Update



2025 YEAR END



CUSTOMER SERVICE



COMMUNITY ENGAGEMENT



DESTINATION WASAGA

# HIGHLIGHTS

## 2025 Progress Update



2025 YEAR END

# COMPLETE, ONGOING OR UNDERWAY WITH 100% OF TERM OF COUNCIL PRIORITIES

COMPLETE – 32

ONGOING - 23

UNDERWAY - 29

NOT YET STARTED – 0

# HIGHLIGHTS

## 2025 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	UNDERWAY	X	X
6	Rebuild Beach Drive	X	X		Review Detailed Design	Works	UNDERWAY	X	
7	Implement short-term activation strategies	X			Seek Opportunities	CAO	ONGOING	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>B. Main Street Redevelopment</b>									
8	Pursue large tourism events	X			Seek Partners	CAO / EDO	ONGOING	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	UNDERWAY		
11	Prepare street design with phasing plan	X	X	X	Detail Design – 10yr forecast	Works/ Planning	UNDERWAY	X	
<b>C. Pursue a High School</b>									
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	UNDERWAY	
15	Explore traffic calming in vulnerable locations (schools)	X			Community Engagement (Policy exists)	Works	ONGOING	
16	Implement Safe Routes to School	X			Community Engagement / Schoolboard	Planning	ONGOING	X
17	Identify & construct additional priority sidewalks	X			Community Engagement / EA (Schedule A+)	Works	ONGOING	X
18	Complete River Road West to Blueberry Trails	X	X		Budget Approval	Works	COMPLETE	X X
19	Review Urbanization of Sunnidale Road		X		Staff Review Consultant	Works 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 cont'd									
20	Improve town wayfinding	X	X	X	Apply for funding Budget process	EDO Works	ONGOING	X	X
21	Pursue Streetscape Design Guidelines	X			Staff Review + Consultant	Planning Works	UNDERWAY	X	
E. Expand the Transit System									
22	Provide more transit shelters	X	X		Annual Budget	Works	ONGOING	X	
23	Expand service to Casino	X			Partnership Discussion	Works	COMPLETE	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	COMPLETE	X	
26	Park rehabilitation + development plan	X	X	X	10yr Parks Forecast	Works Planning	COMPLETE		

# 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	COMPLETE	X	
G. Enhance Community Activation									
28	Pursue community events	X			Seek Opportunities	Recreation	ONGOING		X
29	Implement a Christmas Market	X			Community Engagement	EDO Recreation	ONGOING	X	X
H. Pursue Housing for All									
30	Prepare an Affordable Housing Action Plan	X			Coordination with County	Planning	UNDERWAY	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	UNDERWAY	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	COMPLETE	X	
34	Undertake a Short- Term Rental/AirBnB review	X			Staff Review	Planning	COMPLETE	X	
35	Build more affordable housing	X	X		Coordination with County	CAO Planning	ONGOING	X	X
36	Pursue a Long-Term Care Facility	X	X		County Discussion	CAO	UNDERWAY	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						
<b>I. Assist Seniors and Vulnerable Residents</b>									
37	Implement windrow clearing	X			Update Staff Report (Jan 2019) Update Winter Control Policy	Works	ONGOING	X	
38	Create an emergency support network for homeless (particularly in the winter)	X			Coordinate with County + Partners	Fire	COMPLETE	X	X
39	Review the food bank system	X			Collaborate with the Food Bank	Fire Planning	COMPLETE	X	
40	Host a Poverty Reduction Roundtable	X			Seek Partners	Fire Library	COMPLETE	X	X
<b>J. Enhance Community Health</b>									
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	ONGOING	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	UNDERWAY	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	ONGOING	X
50	Implement a Small Business marketing Campaign	X			Engage Business Community	EDO	ONGOING	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	COMPLETE	X	X
53	Develop 10 Market Ready Experiences	X			Coordination with Partners	EDO	ONGOING	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	COMPLETE	X	
P. Leverage Investments									
57	Undertake Economic Impact Assessments for significant projects	X	X	X	Determine threshold	EDO Finance	UNDERWAY	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	UNDERWAY	X
62	Conduct regular corporate satisfaction surveys	X			Staff Review	HR CAO	ONGOING	
63	Conduct an Organizational Review	X			Admin Bldg needs	CAO HR	COMPLETE	
S. Implement Open Government								
64	Increase community engagement opportunities	X			Staff Review	Strat Comms	ONGOING	X
65	Review and standardize RFP documents	X			Staff Review	Finance	COMPLETE	
66	Seek ways to make government more transparent	X			Staff Review	CAO	ONGOING	

# 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	UNDERWAY	
69	Develop a beachfront parking/payment strategy	X			Staff Review	By-Law	COMPLETE	
70	Implement expedited homeowner permit process	X			Staff Review	Building	COMPLETE	
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	COMPLETE	

**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	ONGOING	
75	Reduce MPAC re-assessment burden for residents	X			Staff Review	Finance	UNDERWAY	
76	Explore grants to reduce residential financial burden	X			Staff Review	Finance	ONGOING	

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	ONGOING	X
X. Pursue Green Initiatives								
79	Transition to a green fleet	X	X	X	Staff Review	Works	ONGOING	X X
80	Pursue green energy alternatives at the Beachfront	X	X	X	Staff Review + Consultant	Building	UNDERWAY	X X
81	Improve Transportation Infrastructure <span style="float: right;">Active</span>	X	X	X	10yr. forecast	Works	ONGOING	X X
82	Establish Green Development Standards	X			Staff + Consultant	Planning Building	UNDERWAY	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	COMPLETE	X	X
84	Explore green retrofits to Town buildings	X	X	X	Staff + Consultant	Facilities	UNDERWAY	X	X

2025 YEAR END



# TERM OF COUNCIL PRIORITIES QUESTIONS

