

# Wasaga Beach NEWS

May 2024



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

It's official! Wasaga Beach is finally getting a high school. Thanks to a truly innovative partnership with the Simcoe Muskoka Catholic District School Board, the provincial government has approved a historic \$57.7 million K-12 campus. The new elementary and high school campus will become part of a Wasaga Beach Community Hub, building on the Town's new \$60 million twin-pad arena and library, and feature a Simcoe County child-care centre, 300-seat community theatre, and post-secondary specialized programming offered by Canadore College and Lakehead University. With an expected opening in 2027, this campus will provide over 1000 students with the opportunity to learn in our home town.

We have also been busy working with FRAM Building Group and an incredible hotelier on plans for the beachfront re-development. This is an exciting opportunity for Wasaga Beach to bring family-friendly tourism and economic growth to our community, and we can't wait to get shovels in the ground! Join us on June 20 at the RecPlex for a public meeting where FRAM will unveil their plans and showcase artist's renderings of this exciting project.

We have a lot of transformative projects underway. In our commitment to transparency and community engagement, we continue taking action to ensure you're informed about all the important work happening in our town. In addition to print communication, like this newsletter, and the Town's official social media platforms, CAO Andrew McNeill is offering drop-in office hours every Monday from 9:00am-12:00pm at Town Hall. Residents are welcome to drop in and ask him anything.

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Our new Vision Statement is supported by five **Strategic Pillars for Change** and eighty-four **Implementation Actions**.

**MAY 2024 UPDATE: OVER 80% 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  
✉ [mayor@wasagabeach.com](mailto:mayor@wasagabeach.com)

Tanya Snell, Deputy Mayor  
✉ [deputymayor@wasagabeach.com](mailto:deputymayor@wasagabeach.com)

Joe Belanger, Councillor	✉	<a href="mailto:j.belanger@wasagabeach.com">j.belanger@wasagabeach.com</a>
Sasha-Rose Dileo, Councillor	✉	<a href="mailto:s.dileo@wasagabeach.com">s.dileo@wasagabeach.com</a>
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As well, on May 16 Council and town staff held an open-mic style public meeting at the RecPlex where we answered questions about Town programs, projects and recent announcements; we have another public meeting planned for August 15. I'm pleased to report that the Town's website is getting a refresh to become more customer-focused and user-friendly, and we are also launching a new tourism, events and live music festivals-focused website. [WasagaBeach.com/engage](https://www.wasagabeach.com/engage) has also been updated to highlight many ongoing projects and provide opportunities for public engagement. If you have questions or an idea on how we can make Wasaga Beach an even better place to learn, live, work and play, we want to hear from you!

Summer is just around the corner and we have a full lineup of show-stopping concerts. Building on the success of the Breaking the Ice Festival which brought NHL-legends, Olympic figure skaters, Blue Rodeo and Burton Cummings to town, Wasaga Beach is getting ready to bring even more iconic Canadian entertainment to our residents and visitors during the 2024 live music festival season. On July 1, join us for Canada Day festivities headlined by two-time JUNO Award winners, The Strumbellas. On July 27, don't miss our 50th Anniversary kickoff with fan favorites, The Carpet Frogs. And on September 1, enjoy the legendary Tom Cochrane as he performs on our magnificent beachfront for our annual Memories of Summer music festival. Best of all, these beachfront concerts are free. Learn more at [50YearsofSunshine.ca](https://www.50YearsofSunshine.ca) and get ready for an epic summer on the longest freshwater beach on the world!

Mayor Brian Smith



## MyWasaga

The Town of Wasaga Beach is making it even easier to manage your property tax and utility accounts. The new **MyWasaga** customer service portal will give you access to detailed account information for your property taxes and utility bills. It also provides links to valuable services including pet licensing, bus passes, facilities bookings, property searches and building permits.

MyWasaga also provides residents the ability to:

- view detailed account information
- make payments to both property taxes and water accounts instantly
- manage preauthorized payment plans
- sign up for ebilling

Learn more: [wasagabeach.com/mywasaga](https://www.wasagabeach.com/mywasaga)

Wasaga Beach presents

# SUMMER

**festivals & events lineup 2024**

**BEGINS JUNE 14** Weekly Summer Sets featuring **Kitty and the Boyz, and more!**

**JULY 1** Canada Day featuring **The Strumbellas and Grace**

**JULY 27** 50 Years of Sunshine Music Festival featuring **The Carpet Frogs**

**AUGUST 10** Sand & Soca: The longest freshwater beach in the world meets the soul calypso event of the season!

**SEPT 1** Memories of Summer Music Festival featuring **Tom Cochrane**

beer tents by



See more: [50YearsofSunshine.ca](https://www.50YearsofSunshine.ca)

## Follow us on social

-  Town of Wasaga Beach Recreation & Facilities Explore Wasaga Beach WB Youth Centre
-  @explorewasagabeach @wasaga\_beach\_rec\_facilities @wb youthcentre
-  Town of Wasaga Beach
-  @wb\_media

The longest freshwater beach in the world.



## NEWSROOM

Catch up on all Town news you might have missed at [WASAGABEACH.COM/NEWS](http://WASAGABEACH.COM/NEWS)

### Latest headlines:

#### Tom Cochrane, The Strumbellas and The Carpet Frogs to Headline Beachfront Music Festivals During 2024 Summer Season in Town of Wasaga Beach

Show-stopping concerts are part of the Town's summer live music lineup and 50th anniversary celebrations; the fun begins May 18 with Summer Launch

#### Council Welcomes Minister Lecce to Wasaga Beach, Celebrates Provincial Funding for First High School

New elementary and high school campus will become part of a Wasaga Beach Community Hub, building on the Town's new \$60 million twin-pad arena and library, and feature post-secondary programs, a community theatre, child care centre and outdoor recreational fields

#### Town of Wasaga Beach Welcomes New Family Doctor

Good news follows on the heels of more than \$880,000 in provincial funding for the South Georgian Bay Ontario Health Team that will expand services at the Town's 160 Beck Street medical centre and after-hours clinic

#### Town Launches Free Digital Resident Parking Permits

New digital resident parking permits available now, offer greater convenience and additional benefits to residents, including tenants and multi-generational families

#### Town Takes Further Steps to Increase Public Engagement, Build Trust, Improve Openness & Transparency

Town of Wasaga Beach Takes Further Steps to Increase Public Engagement, Build Trust, and Improve Openness and Transparency in Municipal Government

#### Name of First-Ever Wasaga Beach Junior A Hockey Team Revealed

2024-2025 season tickets are now available for all 20 regular season home games of the Wasaga River Dragons

#### Town of Wasaga Beach's Breaking the Ice Festival a Huge Success

More than 6200 people attended the ten-day festival to celebrate the grand opening of Wasaga Beach's new twin-pad arena and library, and kick-off the Town's 50th anniversary celebrations

**WASAGA**  
are you a local  
tourism operator?  
we want you on  
our new tourism  
website!



## PUBLIC MEETINGS

#happeningsoon #savethedate

### JUNE 10 & 13

#### West End Secondary Plan Visioning

🕒 7:00 - 9:00 PM

📅 June 10 & 13, 2024

📍 Auditorium Hall, RecPlex  
1724 Mosley Street, Wasaga Beach

### JUNE 20

#### Beachfront Redevelopment: see artist's renderings, ask questions, learn next steps

🕒 7:00 - 9:00 PM

📅 June 20, 2024

📍 Auditorium Hall, RecPlex  
1724 Mosley Street, Wasaga Beach

## Summer Rec Guide

AVAILABLE  
NOW



[WASAGABEACH.COM/RECREATION](http://WASAGABEACH.COM/RECREATION)

engage**wasaga**.

Home Wasaga Beach website



The Official Plan is a blueprint for the kind of community we want to design and build for our children and grandchildren. It describes the community's long-term vision and sets out goals and policies for directing land use, future growth and development. The Town's new Official Plan follows innovative planning practices designed to create a sustainable and assessable community for generations to come. Review and provide input on the new Official Plan at [wasagabeach.com/engage](http://wasagabeach.com/engage).

## 211® can help

Need help and don't know where to turn? 211 is a helpline that connects people to the social services, programs and community supports they need.

Dial 2-1-1 or visit [www.211ontario.ca](http://www.211ontario.ca)





## DIGITAL PARKING PERMITS

The new passes offer:

- **Convenience.** It's now easier to claim your free resident parking permit. Apply any time, anywhere from any internet-connected device.
- **Peace of mind.** Once your digital parking permit is active, you do not need to bring anything with you or display anything when parking in municipal parking lots within the Town of Wasaga Beach. Each digital permit is tied to a single license plate. Enforcement Services Officers can quickly verify that your parked vehicle has a permit through the license plate number, "permit verified" or "no permit found", nothing more. Absolutely no personal or payment information is stored in the HONK system.
- **Expanded customer service.** Access quick and easy support through HONK's frontline customer service team for technical concerns.
- **No limits, no extra fees.** There is no limit on the number of permits that you can apply for, as long as your vehicle license plate is connected to your permanent address in Wasaga Beach.
- **Are you a tenant?** No problem: this year, tenants can claim their own, free, digital resident parking permit(s). No more worrying about asking your landlord for a parking permit.

Visit [wasagabeach.com/parking](https://wasagabeach.com/parking) to claim your free digital parking pass or learn more

Teamwork makes the dream work.  
[WASAGABEACH.COM/CAREERS](https://WASAGABEACH.COM/CAREERS)

### CURRENT OPPORTUNITIES:

**Summer Day Camp Counsellors**  
**Public Works Labourers- Summer Employment**  
**Engineering Technician**  
*and more...*



Visit our careers website, and be sure to follow the Town of Wasaga Beach on **Facebook** and **LinkedIn**.

## COUNCIL ADVOCACY

Council continues to advocate at all levels of government on the issues that matter most to Wasaga Beach residents, including a high school and community hub, building attainable housing, redeveloping the beachfront, strengthening tourism and the local economy, reimagining Wasaga Beach Provincial Park, and more. The most recent meetings with Ontario cabinet ministers and officials happened at the Rural Ontario Municipal Association Conference (ROMA) in January, 2024. Next up, Council and staff are preparing to attend:

- **Association of Municipalities of Ontario Conference (AMO: Aug 18-21, 2024)**

## WE HAVE A HIGH SCHOOL!

On May 1, 2024 following months of advocacy and planning with partners, Council was thrilled to welcome the Hon. Stephen Lecce, Ontario Minister of Education and MPP for Simcoe-Grey, Brian Saunderson to Wasaga Beach to announce a \$57.7 million investment in a new elementary and high school campus, child care centre, community theatre and recreational fields that will be built adjacent to the new Wasaga Stars Arena and Wasaga Beach Public Library. The state-of-the-art learning facility will become part of the new Wasaga Beach Community Hub and offer post-secondary and skilled trades programming as well.

Partners include: the Town of Wasaga Beach, the Simcoe Muskoka Catholic District School Board, County of Simcoe, Lakehead University, Canadore College, FarSight Homes and the Ontario government. Learn more:

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



## ALLENWOOD BEACH

In the summer of 2023 Council was made aware that the municipality purchased Allenwood Beach in 2012. As a result, the Town has been working with the Ontario Ministry of the Environment, Conservation and Parks to clarify roles and responsibilities for Allenwood Beach. Council looks forward to sharing more with the community shortly.

