

# WASAGA BEACH



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# GREETING FROM MAYOR NINA BIFOLCHI

Thank you for taking some time to learn about Wasaga Beach.

Every day great things are happening in our community.

Here are some of the projects we have on the go right now.

We are building a new multi-million dollar twin-pad arena and library in our east end. This facility will serve our community for generations. Along with two NHL-size ice pads, amenities will include an indoor walking track and modern library services and programs.

At the same time, we are redeveloping a section of our world famous waterfront, creating a new space that will include housing, shops, and a community square.

In the west end of town, a new casino is in the works. You can learn more in this publication. The municipality looks forward to when economic conditions and the pandemic allow construction to start.

Throughout Wasaga Beach, we have several additional projects coming online, including new accommodations for seniors and great new places to eat.

Wasaga Beach offers an array of housing. This includes contemporary neighbourhoods with lush lawns and landscaping, tidy condominiums you can lock and leave, sprawling estate-style homes, cottages, and stunning waterfront properties with gorgeous views. We really have something for everyone.

When it comes to shopping, Wasaga Beach offers a variety of options. You can find big box stores as well as small shops where you can really get to know the owners and staff.

First-rate medical care is available in town and nearby. We are home to several family practices and a community health centre. Diagnostic services are available in town as well. Less than an hour away are three hospitals, including one that offers cancer care services.

Public transit is available in Wasaga Beach. Our transit system runs seven days a week with connections to Barrie, where there is GO Transit service that will get you to downtown Toronto.

The town is home to great schools, car shows, musical events, community theatre, and large-scale festivals. Skiing and golfing is also available.

If you are interested in boating or paddling, we offer easy access to Georgian Bay and the Nottawasaga River.

We also have an extensive network of hiking and walking trails that you can access year-round.

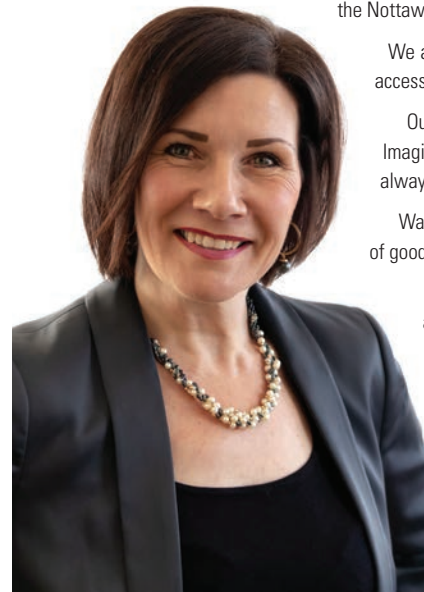
Our 14 kilometres of sandy shore is the perfect spot to spend quality time. Imagine being able to walk our beach 365 days of the year. We guarantee you'll always see something new.

Wasaga Beach is an affordable town, too. We have low taxes and a long history of good fiscal management, allowing us to deliver quality services.

As you can see, Wasaga Beach is a place with so much going for it. Start a business here and you'll have access to a skilled labour market and a customer base of almost 22,000 full-time residents and growing.

This publication contains additional information about Wasaga Beach and area. I hope you will read on and contact us if you have questions.

Again, thank you for your interest and please accept my best wishes.



**Nina Bifolchi,**  
**Mayor,**  
**Wasaga Beach.**

## Town of Wasaga Beach

This publication is brought to you by the Town of Wasaga Beach.

The town wishes to thank the development community for its support.

Visit our website at [www.wasagabeach.com](http://www.wasagabeach.com) to learn more about our great community.

Contact us: 705-429-3844 (P) or e-mail [info@wasagabeach.com](mailto:info@wasagabeach.com)

We're Moving Wasaga Beach Forward and invite you to be a part of our story.

# NEW LIBRARY AND TWIN-PAD ARENA WILL SERVE THE COMMUNITY FOR GENERATIONS



An image depicting what the new library will look like in Wasaga Beach



A rendering of the new twin-pad arena and library in Wasaga Beach. This depicts the east entrance.

We are proud to say that 2021 is the year construction starts on our new twin-pad arena and library.

This \$59-million investment in our community will result in two new NHL-sized ice surfaces, an indoor walking track, space for musical and theatrical events, and a modern library with room for programs as well as an enhanced materials collection.

Our 117,000-square-foot modern complex will also provide community organizations space to meet and conduct programs.

The facility is replacing our existing library and arena, two individual buildings at the end of their lifespan.

These new spaces will add to our already vibrant and diverse waterfront town.

"We've planned for this project for several years now and I am so happy to see we are finally moving ahead," Mayor Nina Bifulchi said. "It will certainly be thrilling to watch this new landmark rise at 544 River Rd. W."

Mayor Bifulchi said residents are looking forward to this important addition to the community.

"It is interesting, and a bit heartwarming, to think about the memories people will make here in the years to come," Bifulchi said. "Generations will learn to skate, discover a love for books, access their first musical show, explore new programs, and make new friendships."

Just recently, the town erected a billboard on the property, to promote the project, and started site preparation. The construction work begins this summer.

"When we are complete towards the early winter of 2023, Wasaga Beach will have one of the newest community facilities of this nature in all of Ontario," Bifulchi said. "We look forward to opening the facility and letting people enjoy all it has to offer. We know it is not only about replacing aging infrastructure, it is about building facilities that the whole community can use. It is also about acting as a catalyst for future development, such as hotels and restaurants."

Wasaga Beach has a long, storied, and proud history as a hockey town. Our current arena is known across Simcoe County as the place to play and train. It has hosted the Silver Stick annual hockey tournament for decades and the town looks forward to expanding these types of opportunities. The town is excited to welcome visiting teams to the new twin-pad facility.

"We are confident players and their families will be really impressed, especially if they are familiar with our existing

single-pad arena that is now nearly 50 years old," Bifulchi said. "We also see hosting special events at our new facility as a drawing card for visitors, building on the many successful outdoor events the town has hosted over the years. We are excited about the many new possibilities because of this space and we look forward to exploring that."

Located in the east end of town, the facility will be close to the Stonebridge Town Centre – a major commercial node in the community – and other shopping and dining amenities.

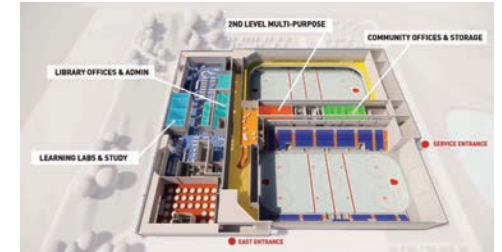
In addition, the new complex is on a major corridor, is less than a 5-minute drive from the beachfront and close to several residential neighbourhoods. A number of new residential and commercial projects are poised to happen in the vicinity and across our entire community.

Additional information about this project is on our website at [www.wasagabeach.com](http://www.wasagabeach.com) on the Build Wasaga page and on our community engagement website at [www.letstalkwasagabeach.ca](http://www.letstalkwasagabeach.ca).

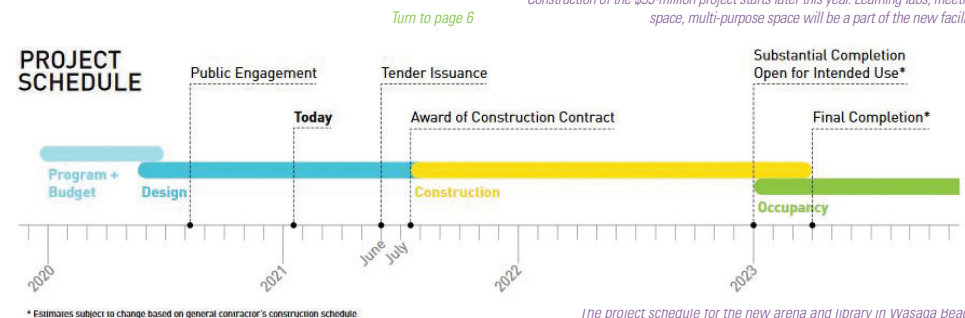
People with questions regarding the project can reach us at [info@wasagabeach.com](mailto:info@wasagabeach.com) or call us at 705-429-3844. Staff are pleased to be of assistance.



Our new twin-pad arena and library will be built in the east end of town at 544 River Road West. Learn more about the project on our Build Wasaga section of [www.wasagabeach.com](http://www.wasagabeach.com).



A bird's-eye view of the new twin-pad arena and library in Wasaga Beach. Construction of the \$59-million project starts later this year. Learning labs, meeting space, multi-purpose space will be a part of the new facility.



The project schedule for the new arena and library in Wasaga Beach. It is anticipated the project will be complete in early 2023.



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**Zancor Homes** has been building communities around the GTA for over 30 years. Our passion for design is matched only by our pursuit of excellence in quality and customer care.

## TOWN OF WASAGA BEACH AN AFFORDABLE PLACE TO CALL HOME



*Wasaga Beach is an affordable place to live or own a weekend retreat. Properties in town also have great re-sale value.*

When it comes to owning a home or vacation property the Town of Wasaga Beach is an affordable option compared to so many other places in Ontario.

And not only do you find affordability here but also an amazing lifestyle. Hiking, boating, golfing, a world-class natural waterfront, good schools, health care, shops, and so much more are part of the great experience waiting in our community.

Our proximity to other Simcoe County communities and the GTA also make us an attractive place to hang your hat.

Property taxes in Wasaga Beach are among the most afford-

able in the region. Our town's tax rate is at the low end for its comparators.

In 2021, the average household tax bill, based on a home assessed at \$330,000, is \$3,311. The town collects 58 percent of that amount, with 27 percent going to the County of Simcoe and the balance to the school board.

The taxes we collect support the delivery of important municipal services in our community, plus capital projects.

These dollars help fund our operations; ensure our roads are in great shape, that our water and sewage facilities function

properly, and that we can invest in new amenities such as our twin-pad arena and library.

The town has a long history of good financial stewardship and independent reviews reaffirm this each year. As a result, we are well positioned to meet the needs of a growing community now and in the years ahead.

The town's operating budget for 2021 sits at \$42-million and our capital budget is \$54-million.

A key part of our capital budget is the new twin-pad arena and library we are building. This is positive news for our many local user groups.

We have a healthy real estate market in Wasaga Beach and throughout the region. This makes us an affordable place to purchase, but also ensures good re-sale value.

The local Southern Georgian Bay Association of Realtors reported recently that the residential sales recorded through the MLS system for the region totaled 270 units in December 2020.

"This was a large increase of 36.4 percent from December 2019 and was a new sales record for the month of December," the association stated in a January 7, 2021 update on its website.

The association added that, "On an annual basis, home sales totaled 5,332 units over the course of 2020. This was an increase of 36.4 percent from the same period in 2019."

The association is divided into two regions – eastern and western. It said that on a year-to-date basis, home sales in the western region, which includes Wasaga Beach, numbered 2,788 units over the course of 2020. They said this represents an increase of 26.3 percent from the same period in 2019 and is a new record for home sales in a year for the region.

"MLS home sales continued setting new records in December," said Mike Scholte, president of the Southern Georgian Bay Association of Realtors.

The association said the benchmark price for single-family homes rose 23.3 percent to \$530,600 on a year-over-year basis in December and that by comparison the benchmark price for townhouse/row units was \$425,600, rising 15.4 percent compared to a year earlier.

As part of its update, the association said the dollar value of all home sales in December 2020 was \$219.3-million, surging 95.8 percent from the same month in 2019. The association added this represents a new record for the month of December.

Still, home prices remain attractive and quite competitive to what can be found in the GTA and other parts of southern Ontario.

Local realtors remain optimistic about the year ahead.

Along with offering single detached homes, townhomes, cottages and condominiums, Wasaga Beach offers land-lease options through Parkbridge.

Ultimately, if you want to be a part of Wasaga Beach there are options.

You can learn more about what's available in our community by visiting the realtor website at [www.realtor.ca](http://www.realtor.ca). The site includes information about available residential and commercial properties.

Wasaga Beach is home to an extensive network of experienced and knowledgeable realtors, too. These individuals are happy to share with you why Wasaga Beach is a great spot to live or weekend, and they are able to help find you the perfect new home or retreat.

To find a local realtor, visit the Southern Georgian Bay Association of Realtors website at [www.sgbrealtors.com](http://www.sgbrealtors.com) and then click on the 'Local Realtors' link.

For more information on the Parkbridge communities in Wasaga Beach, see [www.parkbridge.com](http://www.parkbridge.com).

# WASAGA

## Discover Our Backyard



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# MODERN ARRIVES IN WASAGA



**PHASE 2**  
COMING  
SOON!



## WHY WE'RE PROUD TO BUILD HERE

Simply put, **WASAGA BEACH IS EXTRAORDINARY. A SANDY BEACH** that stretches on and on. Nordic **SKIING UNDER A FULL MOON**. Microbreweries and **MUSIC. STERLING HOMES** has built here for **DECADES**. We're **PROUD TO BE A PART OF WASAGA'S GROWTH** and to **ANNOUNCE PHASE 2** of **STERLING ESTATES**, a signature new community of modern freehold homes inspired by Wasaga's natural surroundings. Thank you Wasaga Beach!

# STERLING ESTATES

Register now at [modernwasaga.com](https://modernwasaga.com)



All features and specifications are subject to change without notice. All images are artist's concept. E.&O.E.

## YOU'LL FIND GREAT BOATING AND FISHING OPPORTUNITIES IN WASAGA BEACH



If you like to boat or wet a line then Wasaga Beach is a great spot to pursue both of these age-old hobbies.

Our town allows boaters and anglers easy access to Nottawasaga Bay and the Nottawasaga River.

The Municipal Boat Launch is at Second Street, off Mosley Street, at Beach Area 1. This is a spot to put in your motorboat, personal watercraft, canoe, kayak, or paddle board.

The Wasaga Beach Provincial Park Boat Launch is at Jenetta Street – Beach Area 1. This is a spot to put in your motorboat, canoe, kayak, or paddle board.

You can also launch a boat or personal watercraft at Sturgeon Point Marina, 350 River Road East.

Another option for your boat or personal watercraft is Wasaga Marine at 1237 Mosley Street.

Schoonertown Parkette, at Sunset Court, off Oxbow Park Drive, is a great spot to launch your canoe, kayak, or paddle board.

We also have a launch at Klondike Park, 1888 Klondike Park Road. This is a place to put in your canoe, kayak, or paddleboard.

Nottawasaga Bay offers great fishing but it is also nice for pleasure cruising and sailing. You can also waterski on the bay, kayak, or tube.

Stand-Up paddle boarding on the bay and in the Nottawasaga River is also a fun activity that is popular with local residents and visitors.

If you are going out on the bay, make sure you have the appropriate charts and all of the other required safety equipment on board your craft. The OPP patrol these waters and do check to make sure boaters are following all of the regulations.

It is also a good idea to check the marine forecast as Nottawasaga Bay can get quite rough when the wind picks up.

From Wasaga Beach, with the right charts, you can boat to other nearby communities, including Collingwood, Thornbury, Meaford, Penetanguishene, and Midland.



*Fishing in the Nottawasaga River is a popular pastime with residents and visitors. Nottawasaga Bay offers great opportunities as well.*



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# WASAGA BEACH RECREATION AMENITIES



Our RecPlex is home to two swimming pools, exercise equipment, gymnasium space and meeting rooms. It is one of the busiest community facilities in town.



The RecPlex is a real community facility. It is home to YMCA programs, a nursery school, the Wasaga Beach Lions Club, and the Prime Time Club, as well as many other activities.



Wasaga Beach is home to dozens of parks and green spaces. The Oakview Woods Gazebo is a relaxing spot next to our RecPlex. In the summer months our popular Jazz in the Park concert series takes place here.



Red Oak Park, pictured, is a popular place for families to gather, as are many of the other parks in town. Recently we completed a Parks and Trails Master Plan that looks at the long-term requirements for our park amenities. Find the plan on our website at [www.wasagabeach.com](http://www.wasagabeach.com). The plan is one of many proactive steps we've taken to ensure our community meets the needs of a growing population.



The Rotary Clock Tower Garden at River Road West and Main Street welcomes residents and visitors to our eastern commercial node.

The Town of Wasaga Beach is home to several recreation amenities that augment community life. Here's a look at what you'll find in our town.

## WASAGA BEACH REC PLEX

Our modern recreation facility is at 1724 Mosley St. in the central part of town.

While Wasaga's geography makes it somewhat of a linear community, the recplex is a true community gathering spot for all kinds of events and activities.

The facility has an auditorium that depending on its set-up can accommodate 250 to 450 people. This space is often used for weddings, community theatre productions, Christmas parties, dances, fundraisers, and other events. We also use rooms for municipal public meetings and community engagement sessions. Part of the auditorium is a state-of-the-art kitchen, a sound system, projector and screen, tables, chairs, and an auditorium.

The Oakview Room is a small space that can accommodate up to 220 people. This room is used for weddings, showers, parties, dances, fundraisers and meetings. Like the auditorium, the Oakview has a modern kitchen in it, a sound system, stage, tables, and chairs.

Our Oakview Meeting room can accommodate up to 40 people and is a great spot for seminars, workshops, corporate training, and smaller get-togethers.

A key part of the recplex is the YMCA of Simcoe-Muskoka's Wasaga Beach operation. This space includes a full-size swimming pool, a smaller pool often used for young children's lessons, workout facilities, a sauna, and an array of community programs.

## OAKVIEW WOODS

Immediately next door to the recplex is Oakview Woods, one of our nearly 40 parks, and home to a number of different outdoor recreational facilities. Among them is a set of tennis courts that in the winter months serve as our outdoor rink for

shinny and pleasure skating. Pickle ball courts, our skateboard park, dog park, and a BMX bike park are other elements of Oakview Woods.

## WILLIAM ARNILL MEMORIAL PARK

Named after a local businessperson, William Arnill Memorial Park is part of Wasaga Sands, one of the community's premier neighbourhoods. But to locals the park is best known for its great wintertime sledding hill. The park includes other amenities such as a track and playground equipment.

## MCINTYRE CREEK TENNIS COURTS

The McIntyre Creek Tennis Courts offer three separate courts for playing on. This space is popular with local tennis aficionados and newcomers to the age-old game.

## WASAGA SPORTS PARK AND FERNBROOK CENTRE

North of the Nottawasaga River, next to farmland, sand dunes, and a forested section of Wasaga Beach Provincial Park, is the Wasaga Sports Park and Fernbrook Centre, a modern multi-use facility that is a hotbed of recreational activity.

Known simply as "the sports park" to locals, the site includes five full-size baseball diamonds, four full size soccer fields, six mini soccer fields, a fully accessible playground, six horse-shoe pitches, a driving range, a floating dock and canoe launch, allowing easy access to the river for canoeing and stand-up paddle boarding. For family functions and other events, there is a covered pavilion.

The Fernbrook Centre is equipped with washrooms, a food concession, and a 200-person meeting hall.

## MILLS PARK

Named after one-time property owner and cottager Anabel Sage Mills, the park is next to town hall and home to tennis courts and a playground, as well as outdoor exercise equipment. The park surrounds the Town of Wasaga Beach municipal office and includes a paved trail looping around the perimeter, connecting to municipal sidewalks that lead to the beachfront,

just minutes away.

## MUNICIPAL PICNIC AREA

The Municipal Picnic Area is accessible off Fifth Street and allows access to Beach Area 2. You can ride your bike to the park or take the car and leave it in the lot. The picnic area includes tables, benches, and a boardwalk you can stroll while taking in scenic Georgian Bay. This is a great spot to watch sunsets.

## WASAGA STARS ARENA

The Wasaga Stars Arena is home to minor hockey and figure skating activities in Wasaga Beach. Pleasure skating is another activity that happens on this single-pad ice surface. The arena also has a banquet room. The facility was built in the mid-1970s and we are in the process of replacing it with a modern twin-pad arena. See our report for more about this investment.

## GENERAL INFORMATION ABOUT PARKS

Wasaga Beach is home to almost 40 municipal parks. These are located in almost every corner of the municipality. Some feature playground structures and swings, plus benches and flowerbeds, while other parks are more passive greenspace settings. No matter what your preference, our parks offer something for everyone. We are in the final stages of creating a new Parks and Trails Master Plan that will lay the groundwork to revitalize and improve our parks and trails in the years ahead. You can learn more about our parks and trails on our website at [www.wasagabeach.com](http://www.wasagabeach.com).

## DID YOU KNOW?

Wasaga Beach has more than 100 kilometres of both on-road and off-road trails. These trails offer wonderful places to wander throughout the year. The town manages some of these trails, while the rest are part of Wasaga Beach Provincial Park. Be sure to check out our Story Book Trails. One starts at 40th Street South and Cardinal Way and the other at the eastern entrance of Silver Birch Avenue and River Road West.



## A LOOK AT WASAGA BEACH SCHOOLS



*St. Noel Chabanel Catholic School in the west end of town serves Catholic families.*



*Birchview Dunes Elementary School services families living in the east end of the community.*



*Worsley Elementary School meets the needs of families living in the west end of town. A fourth elementary school is planned for the south central part of the community. Most high schools students attend classes in nearby Collingwood, Stayner, or Elmvale.*

Publicly funded education in Wasaga Beach is available at three different schools.

The Simcoe County District School Board operates two of these facilities, Birchview Dunes Elementary School and Worsley Elementary School.

The Simcoe Muskoka Catholic District School Board runs the third facility, St. Noel Chabanel Catholic School.

Birchview Dunes is in the east end of town at 1315 River Rd. W., while Worsley and St. Noel are located in the west end of town at 31 40th Street South and 425 Ramblewood Dr. respectively.

All of the schools offer Junior Kindergarten to Grade 8 classes. Most students either walk or take the bus to school.

In addition, the Simcoe County District School Board has plans to build a new elementary school off Sunnidale Road, in the south central part of the community, to meet the growing demand expected due to new homes in that area.

Secondary schools are in nearby Collingwood, Elmvale, and Stayner.

The Simcoe County District School Board operates Collingwood Collegiate Institute, Stayner Collegiate Institute, and Elmvale District High School.

The Simcoe Muskoka Catholic District School Board operates Our Lady of the Bay Catholic High School in Collingwood.

All of these facilities offer Ontario Ministry of Education-approved curriculum courses in addition to extra-curricular activities such as team sports.

Wasaga Beach does not have a high school yet, but the Simcoe County District School Board is well aware of the need for one in the community when the population figures support the case.

As well, Wasaga Beach is home to the Ivy League International Academy, a high-end private school located on Mosley Street, just steps from the waterfront. The school prepares foreign students to attend post-secondary programs at the university level.

### AT A GLANCE

#### Simcoe County District School Board

Website: [www.scdsb.on.ca](http://www.scdsb.on.ca)

#### Simcoe Muskoka Catholic District School Board

Website: [www.smcdsb.on.ca](http://www.smcdsb.on.ca)

#### Ivy League International Academy

Website: [www.ivy-league-international-academy.com](http://www.ivy-league-international-academy.com)

## POST-SECONDARY SCHOOLS CLOSE BY



*The South Georgian Bay Campus of Georgian College is just 20 minutes northwest of Wasaga Beach on the outskirts of Collingwood. The college has eight other campuses all within driving distance of Wasaga Beach. Public transit is available from Wasaga Beach to the South Georgian Bay Campus.*

Although Wasaga Beach does not have any post-secondary institutions, the town is less than an hour drive to other Simcoe County communities that do offer such educational studies.

Georgian College has campuses in nearby Barrie, Midland, Orillia, and Collingwood.

College Boreal is a French-language college with courses available in Barrie.

Lakehead University has a campus in Orillia.

Wasaga Beach is also 90 minutes from the Greater Toronto Area, home to several other universities and colleges.

Thanks to high-speed internet, the town is able to support online studies as well.

### AT A GLANCE

#### Georgian College

Website: [www.georgiancollege.ca](http://www.georgiancollege.ca)

#### College Boreal

Website: [www.collegeboreal.ca](http://www.collegeboreal.ca)

#### Lakehead University

Website: [www.lakeheadu.ca](http://www.lakeheadu.ca)

#### Ontario Universities Info

Website: [www.ontariouniversitiesinfo.ca](http://www.ontariouniversitiesinfo.ca)

#### Ontario Colleges

Website: [www.ontariocolleges.ca](http://www.ontariocolleges.ca)

## WASAGA BEACH TRANSIT HERE TO HELP YOU OUT



*Wasaga Beach Transit is served by small buses like the one pictured. We have two transit routes in town. They run seven days a week. Connecting links are available to Collingwood and Barrie. From Barrie riders can access other destinations, including the GO Train and GO Bus to Toronto.*

You can get around Wasaga Beach in a variety of different ways.

The most obvious way, if you have access to a vehicle, is driving.

You can also walk or ride your bike when the weather permits.

But another option we are particularly proud of is our transit system.

Launched in 2008, Wasaga Beach Transit operates seven days a week, from 7 a.m. to 9 p.m.

Buses on two routes provide service to the community, allowing people to shop, visit friends, get to work, and travel to appointments.

The bus is popular with all ages, including young people and older residents who no longer drive.

And Wasaga Beach Transit is an affordable way to travel throughout town.

A one-way adult fare is just \$2. Seniors (60 and older) pay \$1.50, as do youth.

We also offer a monthly transit pass, starting at \$40 for adults. Students and seniors can get a pass for \$30.

Compare all that to the cost of buying a vehicle, putting

gas in it, and paying for insurance and repairs, and you will see the bus is a viable option.

Our bus system is also a comfortable and safe way to get around town.

Learn more about our transit system at [www.wasagabeach.com](http://www.wasagabeach.com).

### COUNTY OF SIMCOE LINX TRANSIT SYSTEM

In addition, Wasaga Beach Transit connects to other public transportation options, including a County of Simcoe bus that travels to Collingwood and Barrie.

The County of Simcoe transit system, known as LINX, also operates a Penetanguishene/Midland to Barrie route, an Orillia to Barrie route, and a New Tecumseth to Bradford West Gwillimbury route. A future route is Midland to Orillia.

The cost to ride on a County of Simcoe bus varies from \$2 to \$6, depending on the distance. A LINX transit card is also available for your convenience.

Readers will find full details about the county's transit system at [www.simcoe.ca](http://www.simcoe.ca).

### GO TRANSIT AVAILABLE IN BARRIE

Residents who use LINX to get to Barrie can access that city's transit system, plus the GO bus and train. Go service runs to downtown Toronto seven days a week and various points in between, including Newmarket, Aurora, and York University.

You can learn full details about GO Transit at [www.gotransit.com](http://www.gotransit.com).

### AT A GLANCE

- Wasaga Beach is home to its own transit system. Service runs seven days a week.
- LINX transit service, run by the County of Simcoe, offers connections to Collingwood, Barrie, and other Simcoe County communities.
- GO Transit service – including the train and bus – is available in nearby Barrie with routes that go to Union Station in downtown Toronto.

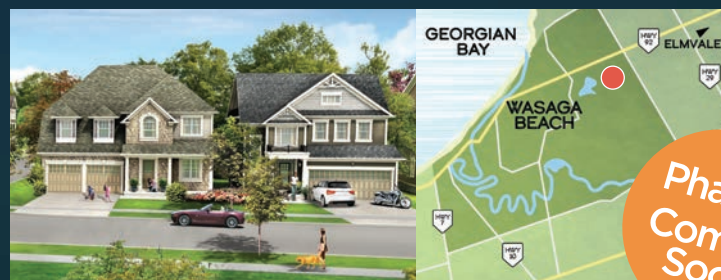
# immerse yourself



## in a master-planned four-season community

Welcome to your four-season adventure playground. Complete with bungalows and two-storey homes, discover something different in this master-planned community of 1,500+ new homes in vibrant Wasaga Beach.

**Freehold Singles and Towns**  
in Wasaga Beach from the **\$500s**



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Soon

REGISTER NOW

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[sales@georgiansands.com](mailto:sales@georgiansands.com) 416-739-7200

**ELM**  
DEVELOPMENTS

# FIND YOUR NEXT GREAT ADVENTURE IN WASAGA BEACH AND AREA



*We're home to the longest freshwater beach in the world and we are proud of it. You can walk our beach 365 days of the year.*

## CROSS-COUNTRY SKIING

Living in Wasaga Beach or spending time here means easy access to a number of outdoor opportunities.

We're home to Wasaga Beach Provincial Park, which includes several kilometres of scenic trails that you can cross-country ski. You can access the trails at Wasaga Nordic and Trail Centre at 101 Blueberry Trail. The centre is home to 30 kilometres of scenic trail that allow you to enjoy a true outdoor adventure.

Pack a lunch, strap on your skis, and go exploring on the trails. You'll see all kinds of wildlife and beautiful outdoor scenery as you make your way through the bush of the provincial park. Depending on where you live in town, Wasaga Nordic is just a 10-15 minute drive.

You can also access cross-country skiing at nearby Highlands Nordic on the Niagara Escarpment. Other options include Hardwood Ski and Bike, Wye Marsh, and Horseshoe Resort.

## DOWNHILL SKIING

OK, so Wasaga Beach does not have any downhill skiing.

But if that's your thing then you are still in luck, because we are

less than an hour's drive to some of Ontario's best hills.

Just west of us is the world famous Blue Mountain Resort. And just east of us is Horseshoe Resort, as well as Snow Valley Resort, and Mount St. Louis Moonstone. These places also offer snowboarding and other outdoor winter fun, plus great dining options.

Imagine being so close to such great skiing.

Locals are known to hit the slopes after work through the week and again on weekends. Retirees living here often head for the hills weekdays when things are quieter.

It's a superb lifestyle and one available in Wasaga Beach.

## SNOWMOBILING

If getting on your sled and exploring is your idea of winter fun then Wasaga Beach is worth checking out.

We offer easy access to Ontario Federation of Snowmobile Club trails that are part of District 8's Mid Ontario Snowmobile Trails. Included with the district is the Wasaga Snowmobile Club. District 8 clubs are responsible for approximately 1,000 kilometres of trail.

You can learn more by visiting [www.most.on.ca](http://www.most.on.ca).

Our local trails are a great way to see the stunning countryside

that makes up the region.

Just think if you lived here, you could enjoy your snow machine seven days a week. Open the garage door and away you go.

## HIKING

Wasaga Beach is home to some fantastic year-round hiking.

There are access points to Wasaga Beach Provincial Park throughout the community, allowing you to explore the park and get in touch with nature.

The park features a variety of terrain, too; everything from steep inclines through heavily wooded areas to level almost wide-open spaces.

The beachfront is part of the provincial park and it offers kilometres of sandy shoreline that people hike every day of the year. Winter explorers see a world completely different to the sandy summer landscape as large chunks of snow and ice pile up on the waterfront. These "mounds" can be dangerous and best enjoyed from a distance. In the spring, summer, and fall, the beachfront is a peaceful and often quiet spot to walk as Nottawasaga Bay laps at the shore.

Wasaga Beach is home to several municipal trails, too. We even have two Story Book Trails, maintained by the Wasaga Beach Public Library. These trails allow people of all ages to explore our community and enjoy an entertaining tale as they go along. Our municipal trails wind through neighbourhoods and make for an easy and safe stroll.

Wasaga Beach is also close to a number of other provincial parks that you can explore. Almost due west of town is Pretty River Valley Provincial Park, situated on the Niagara Escarpment. The park offers stunning views of Nottawasaga Bay and the rolling countryside, plus beautiful forested scenery.

A few kilometres southeast is Nottawasaga Lookout Provincial Nature Reserve. This spot also offers great hiking through the

woods and magnificent views of the area.

Nearby, further south, is Devil's Glen Provincial Park and the Nottawasaga Bluffs Conservation Area. These spots also are great for hiking, bird watching, picnicking, and picture taking.

The above are just some examples of hiking opportunities less than 30 minutes from Wasaga Beach.

Other examples include:

- » Noisy River Provincial Park
- » Springwater Provincial Park
- » Devil's Glen Provincial Park
- » County of Simcoe forest tracts

## AT A GLANCE

### Cross-country skiing

- Wasaga Beach Provincial Park
- Highlands Nordic
- Hardwood Ski and Bike
- Wye Marsh
- Horseshoe Resort

### Downhill skiing

- Blue Mountain Resort
- Horseshoe Resort
- Snow Valley Resort
- Mount St. Louis Moonstone

### Snowmobiling

- Easy access to trails
- Beautiful country side to explore

### Hiking

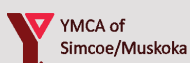
- Wasaga Beach Provincial Park
- Wasaga Beach Provincial Park (beachfront)
- Town of Wasaga Beach municipal trails
- Simcoe County Forests



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### PROPOSED RENTAL APARTMENTS



### COMING SOON



35th STREET COMMERCIAL PLAZA



## CASINO COMING TO HISTORIC WASAGA BEACH

For more than a century Wasaga Beach has been a summer playground for Ontarians and others from around the country.

Gateway Casinos, one of the largest and most diversified gaming and entertainment companies in Canada, is building a casino in the west end of Wasaga Beach.

The town announced the company's plans in October 2018. The following year the company said it would build on a parcel of land off Mosley Street, between the two roundabouts in the west end of town.

This new facility will feature gaming, delicious dining options, and entertainment.

"We know that Gateway has a tremendous track record in its industry – they are truly leaders – and we look forward to a strong and positive relationship with them in Wasaga Beach," Mayor Nina Bifulchi said.

For the Wasaga Beach community, job creation is an exciting aspect of the new casino.

Town staff are working diligently with Gateway represen-

tatives to support the casino project. The municipality looks forward to when economic conditions and the pandemic allow construction to start.

Rob Mitchell, director of communications and public affairs for Gateway, said the following: "Gateway is one of Canada's largest gaming and entertainment companies. We strive to create local entertainment destinations where we operate – where you can come enjoy a fun night out, watch the big game and enjoy a nice meal with family or friends. We look forward to continuing our planning for Wasaga once we have recovered from the impact of the COVID pandemic and returned our employees to work."

"The casino is really a catalyst for other forms of development in our west end," Mayor Bifulchi said. "We see this spurring such things as new hotels, restaurants, and additional commercial ventures that will all add to community life."

For more information about the casino project, see [www.wasagabeach.com](http://www.wasagabeach.com).



Gateway is planning to build a casino in the west end of Wasaga Beach. It will mean new jobs, entertainment, and dining options.

## GOLF OPPORTUNITIES IN WASAGA AND NEARBY



Wasaga Beach's Marlwood Golf and Country Club is a great place to play.

If you like to golf then Wasaga Beach and surrounding area offers plenty of spots to swing a club.

### MARLWOOD GOLF AND COUNTRY CLUB

Our town is home to Marlwood Golf and Country Club, an 18-hole course on Marl Lake. Built in 1928 and originally a 9-hole course, Marlwood is fun for the newcomer and seasoned golfer alike. This public course includes practice greens where you can work on putting, pitching, and chipping. Banquet facilities are on site as well.

### DUNTRON HIGHLANDS GOLF CLUB

Duntroon Highlands Golf Club, 30 minutes west of Wasaga Beach, offers stunning views of Georgian Bay and rolling farmland. Opened in 1986, Duntroon is famous for its Niagara Escarpment terrain. The 18-hole par 71 course is home to Ontario's highest driving range and tees. Practice facilities, event space, and a pro shop are part of the Duntroon experience.

### MONTERRA GOLF

Monterra Golf at Blue Mountain Resort, opened in 1989, is home to 18-holes near the base of the escarpment, just 35 minutes west of Wasaga Beach. Like many other courses, Monterra offers a driving range, club rentals, and pretty much anything else you need for a great day of golf.



The region is also home to a number of other courses.



Taking in the scenery is easy to do in Wasaga Beach and surrounding area.

### SPRINGWATER GOLF COURSE

Twenty-five minutes southeast of Wasaga Beach is Springwater Golf Course. The 18-hole course offers all of the amenities

you can imagine, including cart rentals, lessons, and pro shop services.

### OTHER OPTIONS

Several other golf courses are nearby. This includes Bear Creek Golf Club in Utopia, Settler's Ghost Golf Club near Craighurst, Orr Lake Golf Club west of Elmvale, and Brooklea Golf and Country Club outside Midland.

### AT A GLANCE

#### Marlwood Golf and Country Club

Website: [www.marlwoodgolf.ca](http://www.marlwoodgolf.ca)

#### Duntroon Highlands Golf Club

Website: [www.duntroongolf.ca](http://www.duntroongolf.ca)

#### Monterra Golf

Website: [www.monterragolf.ca](http://www.monterragolf.ca)

#### Springwater Golf Course

Website: [www.springwatergolf.com](http://www.springwatergolf.com)



Young or old we guarantee you will make memories while playing golf in our community.

## WASAGA UTILITY COMPANY PROVIDES AFFORDABLE AND RELIABLE ELECTRICITY

Wasaga Distribution Inc. is the local utility provider in Wasaga Beach.

The municipality is the sole shareholder of the company.

Wasaga Distribution provides 14,000 customers with affordable and dependable electricity. The company is responsible for a territory of 61 square kilometres.

Residents and businesses are fortunate to have such a reliable electricity provider that also generates a profit for the town, which is the shareholder.

Solid leadership from the board of directors and the management team has resulted in a well-equipped and strongly positioned utility company that will continue to serve the community for years to come.

While other communities have divested their utility holdings in recent years, Wasaga Beach is holding onto its utility and aims to see that it grows.

A strategic plan, unveiled in the fall of 2020, sets out a path for growth and prosperity.

The utility provider says the plan represents its commitment to the community.

Key priorities include the following:

1. Defining how the company wishes to grow and pursue growth;



Wasaga Distribution is the local utility provider in Wasaga Beach. It provides electricity needs throughout the community.

2. Preparing the organization to support growth;
3. Strengthening the relationships that facilitate growth;

Wasaga Distribution reported in its strategic plan that a survey found 90 percent of respondents are satisfied with the service provided. This is a phenomenal indicator of the strong relationship between the utility and its customers.

The company noted in its report that in the years ahead it will enhance digital customer service to improve how it connects with people.

To learn more about Wasaga Distribution and the valuable role it plays in supporting the people and businesses of Wasaga Beach, visit the company website at [www.wasagadist.ca](http://www.wasagadist.ca).

## ACCESS TO HEALTH CARE IN OUR COMMUNITY



General and Marine Hospital in nearby Collingwood. The hospital is pursuing plans to build a new facility that will continue providing great service to the region.

Wasaga Beach is in close proximity to three hospitals and a community health centre.

These facilities are long established and have great reputations for the high quality of care that they provide. They are home to highly skilled and dedicated medical professionals.

In addition to this, the region has several family physicians. Wasaga Beach continues to recruit doctors to the community. The current recruitment program launched in 2020 and it continues today.

Contact George Vadeboncoeur, chief administrative officer, at [cao@wasagabeach.com](mailto:cao@wasagabeach.com) to learn more about the town's physician recruitment initiative.

### GENERAL AND MARINE HOSPITAL

Wasaga Beach is fortunate to have access to top quality health care at General and Marine Hospital.

Based in nearby Collingwood, G&M serves as the regional hospital for the Georgian Triangle, which includes Wasaga Beach, Clearview Township, and the Blue Mountains.

G&M is a 77-bed facility. As an acute care hospital, G&M provides emergency care, diagnostic services, obstetrics, ortho-

paedics, surgery, and much more. This includes dialysis, mental health services, and rehabilitation care.

The hospital is working through a process that will ultimately lead to the construction of a new facility to serve the community.

Learn more about the hospital at [www.cgmh.on.ca](http://www.cgmh.on.ca).

### ROYAL VICTORIA REGIONAL HEALTH CENTRE

Approximately 30 minutes east of Wasaga Beach is Royal Victoria Regional Health Centre.

Known to most as simply RVH, the hospital is also home to the Simcoe Muskoka Regional Cancer Program.

RVH, a 388-bed facility, also offers obstetrics, imaging services, emergency services, surgery, cardiac care, pediatrics, a mental health and addiction program, and much more.

In 2019-2020, the hospital had 89,000 cancer centre visits, 490,000 patient visits, performed 14,600 surgeries, and 84,800 emergency visits.

Learn more about RVH at [www.rvh.on.ca](http://www.rvh.on.ca).



### GEORGIAN BAY GENERAL HOSPITAL

Georgian Bay General Hospital consists of two sites – one in the Town of Midland and the other in the Town of Penetanguishene. Both towns are about 35 minutes northeast of Wasaga Beach.

The Midland site is an acute care facility with a 24-hour emergency department.

The Penetanguishene location is a complex care, dialysis, and rehabilitation site.

The hospital offers a number of other programs and services, including obstetrics and ambulatory care.

Learn more about GBGH at [www.gbgh.on.ca](http://www.gbgh.on.ca).

### SOUTH GEORGIAN BAY COMMUNITY HEALTH CENTRE

Situated in Wasaga Beach, the South Georgian Bay Community Health Centre is a non-profit, community-governed organization that provides health care services to local residents, as well as people living in the neighbouring communities of Clearview, Collingwood, Springwater, and the Blue Mountains.

The centre's programs and services are available to local and area residents, including those experiencing challenges accessing health care.

The centre states that its programs and workshops focus on a variety of community needs. This includes the following:

- Diabetes Programs
- Mental Health and Addictions
- Youth Programs
- Family Support Programs
- Food and Exercise Programs
- Social and Cultural Programs

Learn more about the South Georgian Bay Community Health Centre at [www.southgeorgianbaychc.ca](http://www.southgeorgianbaychc.ca).





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*Bay View*

[www.wasagabayview.ca](http://www.wasagabayview.ca)

## GROWING RETAIL COMMUNITY IN WASAGA BEACH



Wasaga Beach is home to three businesses offering groceries: Superstore in the west end of town, and Foodland and Walmart in the east end of the community. These stores offer a wide variety of choices.



Finding what you need in a community is important. Wasaga Beach offers a many different shops. These businesses also provide valuable employment opportunities.



Plazas throughout Wasaga Beach occupied by a variety of businesses, including drug stores, medical practices, places to dine, and hair salons.

Wasaga Beach is home to an array of shops and larger stores.

The town has three main commercial areas, one in the east end, another in the central part of the town, and the third in the west end.

Of the three commercial areas, each is home to at least one large store that serves as an anchor and then a collection of smaller businesses.

In addition, a number of smaller commercial spots are throughout town.

Virtually all commercial businesses in Wasaga Beach feature ample parking and are on a public transit route, making them easy to access. Practically all are within walking distance of one or more residential neighbourhoods.

Some of the larger businesses in town include:

- Walmart
- Canadian Tire
- Mark's
- Home Hardware
- Shoppers Drug Mart
- Foodland

In addition, the town is home to the following:

- IDA Pharmacy
- Guardian Pharmacy
- Pharmasave

The town is home to the following major financial institutions:

- TD Bank
- Royal Bank
- Scotiabank

Wasaga Beach offers residents and visitors a number of dining options, too. This includes larger chain-style eateries and independent local operators. For example, the town is home to the following:

- Boston Pizza
- Swiss Chalet
- St. Louis Bar and Grill
- Chuck's Roadhouse
- McDonald's
- Tim Hortons
- Subway
- Guac Mexi Grill
- Twisted Indian

Our ever-growing Business Directory provides a more complete picture of the retail amenities in our community. The town has several smaller independent businesses in addition to the larger, more commonly recognized names.

We encourage you to visit our website at [www.wasagabeach.com](http://www.wasagabeach.com) and check out the directory under the Business and Development section of the website. Small business is the backbone of our local commercial community.

### WASAGA BEACH CHAMBER OF COMMERCE

You can find additional information about the local business community by visiting the Wasaga Beach Chamber of Commerce website at [www.wasagachamber.com](http://www.wasagachamber.com). Established in 1939, the chamber works to support the local business community through different programs and services.

### ECONOMIC DEVELOPMENT OFFICE

If you are interested in establishing a business in Wasaga Beach, we want to hear from you.

Our Economic Development Office has two highly qualified individuals who can help facilitate your needs.

Staff is able to answer questions about the community and can connect you to the appropriate subject matter expert.

Our staff are happy to give you a tour of the community as well to give you a better sense of the opportunities that await in Wasaga Beach.

### FOR MORE INFORMATION, CONTACT:

#### Tyler King

Economic Development Officer  
705-429-3847, 2274  
E-mail: [edo@wasagabeach.com](mailto:edo@wasagabeach.com)

#### Kaitlyn Monsma

Economic Development Officer  
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#### Douglas Herron

Director, Planning and Economic Initiatives  
705-429-3847, ext. 2283  
E-mail: [Dirclplanecdev@wasagabeach.com](mailto:Dirclplanecdev@wasagabeach.com)

## BEACHFRONT REDEVELOPMENT HAPPENING IN WASAGA BEACH

For over 100 years, people have visited our waterfront. Wasaga Beach is well known for its 14 kilometres of sandy shoreline along the southern edge of Nottawasaga Bay.

Family photo albums across Ontario are full of pictures captured while summer memories were made in our town.

The beach itself is part of Wasaga Beach Provincial Park. This area includes six numbered beach areas (Beach Areas 1-6), plus two other areas known as New Wasaga and Allenwood Beach.

Immediately south of Beach Area 1, known to many as the main beach, are commercial buildings and land now owned by the town. We have slated these parcels of land for redevelopment.

"Redeveloping our beachfront is a priority that council identified at the start of this term," Mayor Nina Bifulchi said. "Our intent is to rejuvenate this important part of our community."

In June 2019, the town issued a Request for Expression of Interest for the development of these lands.

That fall, through the call for interest exercise, we received nine submissions from organizations interested in developing town-owned property at the beachfront.

"We found it really encouraging to see that type of interest in our waterfront," Mayor Bifulchi said.

The submissions were evaluated and in November of 2020, council approved issuing a Request for Proposal to the six firms short-listed through the Request for Expression of Interest Exercise.

"Issuing the RFP really marked a significant milestone for our community," Mayor Bifulchi said. "Council is excited to see what plans developers have for these lands."

Developers are required to submit proposals in February of 2021.

An evaluation team will then review and score the submissions.

We anticipate the selection of preferred developers will take place in April 2021 and that approval of developers and their specific projects will take place in July 2021.

"Ultimately, we are going to create a new and vibrant neighbourhood in Wasaga Beach," Mayor Bifulchi said.

This will augment the experience for people visiting the Beach 1 area for a daytrip or extended stay. For residents, it will add a new waterfront lifestyle element.

"We see this area becoming a new meeting spot for people," Mayor Bifulchi said. "It will be the catalyst for this area of town."

While it is too early to say exactly what will be on these parcels of land, it is fair to say the look and feel will be substantially different compared to what exists today.

"This area of our community has a long history of reinvention," Mayor Bifulchi said. "For decades it was home to large hotels, dance halls, a water slide and amusement park but people's tastes changed and so did business models. We find it exciting to think we have an opportunity for a new start like this."

In the years that come, the area will add to the Wasaga Beach experience for new generations of visitors and residents.

People can stay up-to-date on this project by visiting the Build Wasaga section of our website at [www.wasagabeach.com](http://www.wasagabeach.com). We are updating this section as the project moves forward. Background information on the project is also available for review.



The Capstan Inn was a part of the main beachfront in Wasaga Beach for decades until it was demolished in the 1980s after reaching the end of its lifespan. The municipality is redeveloping town-owned land at the main beachfront. The goal is to create a revitalized area in the community for visitors and residents. A request for proposals process is currently taking place.

Photo Courtesy of Wasaga Beach Archives



Artist's concept

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