

COMMUNITY STRATEGIC PLAN 2020 Highlights

A MESSAGE FROM OUR MAYOR AND CAO

On behalf of Council and Staff, it is our honor to share with you our Community Strategic Plan, 2020 highlights.

This past year, we have experienced many impacts upon our lives that we have not witnessed before, some known and some unknown. Although COVID-19 brought on challenges, we are proud of our staff for persevering and continuing to deliver critical services while working to ensure we stay committed to our Community Strategic Plan. Council has also played an integral role in setting strategic priorities as it relates to service delivery in a fiscally responsible manner during budget deliberations.

We are thrilled that the Arena and Recreation Study has taken shape over the last quarter of 2020. This study is the first step in completing our strategic goal of upgrading our indoor facilities for sports and physical activity. Over the course of 2021, consultants will continue to work with residents to ensure their opinions and needs on a new or renovated arena are heard.

Recreation staff have also worked tirelessly over the year to ensure our facilities were safe for public users and staff. Even while busy with the ever so changing COVID-19 policies and precautions, staff did not let their original goals for completion in 2020 fall short. In late summer, staff secured a partnership with the Boys and Girls Club of North Simcoe to run the Penetanguishene Day Camp Program in 2021. This partnership is a great achievement for the Town and aligns with our plan to offer a larger range of program opportunities with reduced barriers to service.

2020 also provided us with the opportunity to come together to engage in the planning and visioning of the Penetanguishene waterfront. The Town was successful in obtaining \$40,000 through the County of Simcoe's Economic Development Program to complete a Town Dock Secondary Plan Study. This study will explore potential new uses and assist with future investment decisions, a key aspect in the Town's 2019-2023 Community Strategic Plan.

We also saw great acceptance for the Community Improvement Plan (CIP) for our historic downtown. We are thrilled to have been able to offer the CIP this year and can already see the difference it has made in nurturing the retention and expansion of our existing businesses, which is a Strategic Plan goal for the coming years.

The attached review represents part of our commitment to keep our residents informed and involved in all aspects of our community and highlights our progress on specific initiatives.

For a full copy of the 2019-2023 Community Strategic Plan and a detailed progress update, please visit www.penetanguishene.ca or contact Town Hall at 705-549-7453.

We would like to extend our gratitude to the Penetanguishene community. Each and every day, community efforts make Penetanguishene a special, safe place to live and call home.

Sincerely,

Doug Leroux, Mayor

Town of Penetanguishene

Jeff Lees, CAO

Town of Penetanguishene



Doug Leroux, Mayor



Jeff Lees, CAO



ECONOMIC OPPORTUNITIES

Goal: The Penetanguishene community will have plentiful and diverse employment and business opportunities.

- \$40,000 from the County of Simcoe 2019 Economic Development Funding Program was secured for a Town Dock Secondary Plan Study. Preliminary conversations with local developers have occurred with respect to hotel waterfront development and will be investigated as part of the Study.
- The approval and acceptance of the Risk Management Plan is anticipated by the end of Q1 2022.
- Awaiting the Arena and Recreation Centre Study (ARC) results and recommendations.
- Town has formed a Business Recovery Task Force in response to Covid-19.
- Business Retention and Expansion Study update will be completed by June 2021 partially funded by the County of Simcoe 2019 Economic Development Funding Program.
- The Town adopted a Community Improvement Plan in August of 2020 with \$25,000 available in grants for our businesses.



HERITAGE, CULTURE & NATURAL ENVIRONMENT

Goal: The Penetanguishene community will celebrate and strengthen its heritage, culture and natural environment.

- Working with local organizers to have a Francophone Festival in the future.
- Implemented walking tour highlighting Indigenous heritage of Penetanguishene and working towards a new exhibit about the local Metis history.
- Installed electric vehicle charging station at the Town Hall.
- Including the purchase of electric vehicles as part of the corporate vehicle replacement plan.
- Tree planting strategy will be initiated in 2021.
- Extensive trail system continues expansion and improvement.
- A Natural Heritage Study update to the 2017 plan will be advanced during the 2022 budget discussions.



RECREATION OPPORTUNITIES

Goal: The Penetanguishene community will enjoy modern and accessible opportunities for sport, fitness and recreation activity for all ages.

- Arena and Recreation Centre Study is currently in process, and the results of the study will drive the next steps.
- Purchased 51 Dunlop Street (former Penetanguishene Secondary School). Working to satisfy conditions as part of the purchase agreement, which will follow with future community engagement.
- Future hire of active transportation coordinator position to educate and promote active transportation options.
- Incorporating fitness activities into future major events.
- Continued incorporation of bike lanes and trails within the roadway development.



ATTAINABLE HOUSING

Goal: The Penetanguishene community will contain a greater supply and diversity of housing stock while maintaining its “small town feel”.

- Continued subdivision approvals encouraging greater density and attractive rental units.
- Zoning By-law Review Project relaunched for 2021.
- Continued inventory assessment and sale of properties for attainable housing development.
- Future contact with property owners adjacent to Village Square Mall in 2021 to discuss land options and opportunities.



RESPONSIBLE FINANCE

Goal: Penetanguishene’s public funds and assets will be responsibly managed.

- Annual surplus analysis includes funds for Emergency Management Reserve.
- 2021 Budget includes \$755,655 in transfers to infrastructure reserves (\$164,862 increase over last year, or 28% increase).
- Annual surplus analysis reports will include debt repayment for Council consideration.
- The LED streetlight project completed in 2019 - savings realized in 2020.
- A North Simcoe Service Delivery Review March 2021. Continued coordination and working with our neighbouring Municipalities where practical and feasible.
- Training and development continue to be a priority throughout all departments.
- Continued review and implementation of the Town's 2017 Service Delivery Review.