



2022

# Community Snapshot

[georgina.ca/CommunitySnapshot](https://georgina.ca/CommunitySnapshot)





The 2022 Community Snapshot highlights the accomplishments of the past year under the four goals of the 2019-2023 Corporate Strategic Plan, aimed at achieving the vision for Georgina.





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# Grow our economy





## Grow our economy

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**535**

building permits issued

**\$131.7M**

total construction value of building permits issued

**\$438K**

Waterfront park revenue from De La Salle Beach and Park - July to October







**\$308,816**

in financial assistance to businesses and not-for-profits  
to cover rent and costs associated with COVID-19

**55 new businesses**

openings since 2019 (brick-and-mortar businesses)

**YSpace - 77 Georgina-based  
entrepreneurs assisted**

through York University YSpace skills-training  
programming

**\$61,125**

provided to local organizations in support of local  
festivals and events through 19 Economic, Culture and  
Community Betterment Grants



Grow our economy

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## Keswick Business Park

Panattoni Development Company broke ground on its newest business park at the northeast corner of Woodbine Avenue and Glenwoods Avenue – more than 200 acres of industrial development.

[georgina.ca/KeswickBusinessPark](http://georgina.ca/KeswickBusinessPark)



# Promote a high quality of life



[georgina.ca/BuildingGeorgina](https://georgina.ca/BuildingGeorgina)



Promote a high quality of life

## **Multi-use Recreation Complex (MURC)**

Construction continued on the new Multi-use Recreation Complex which includes pools, a gym, activity rooms and a Discovery Library branch





Promote a high quality of life

**29,000+**

ROC visitors for the 2021-2022  
winter season

## **Pefferlaw amenities**

New outdoor amenities are coming to Pefferlaw including a pump track and skatepark, an outdoor sports zone on the Pefferlaw Ice Pad (PIP), and a community garden.





Promote a high quality of life

**55KM+**  
of hiking, biking and  
walking trails

**51**  
parks and beaches







Promote a high quality of life

**11,412**  
active library members

**244,902**  
total books, movies and online  
items circulated through  
Georgina Public Library



Promote a high quality of life



**24**

Public education  
events hosted

**2,564**

Fire service responses

Fire-related and rescue calls, motor  
vehicle collisions, medical responses

**23**

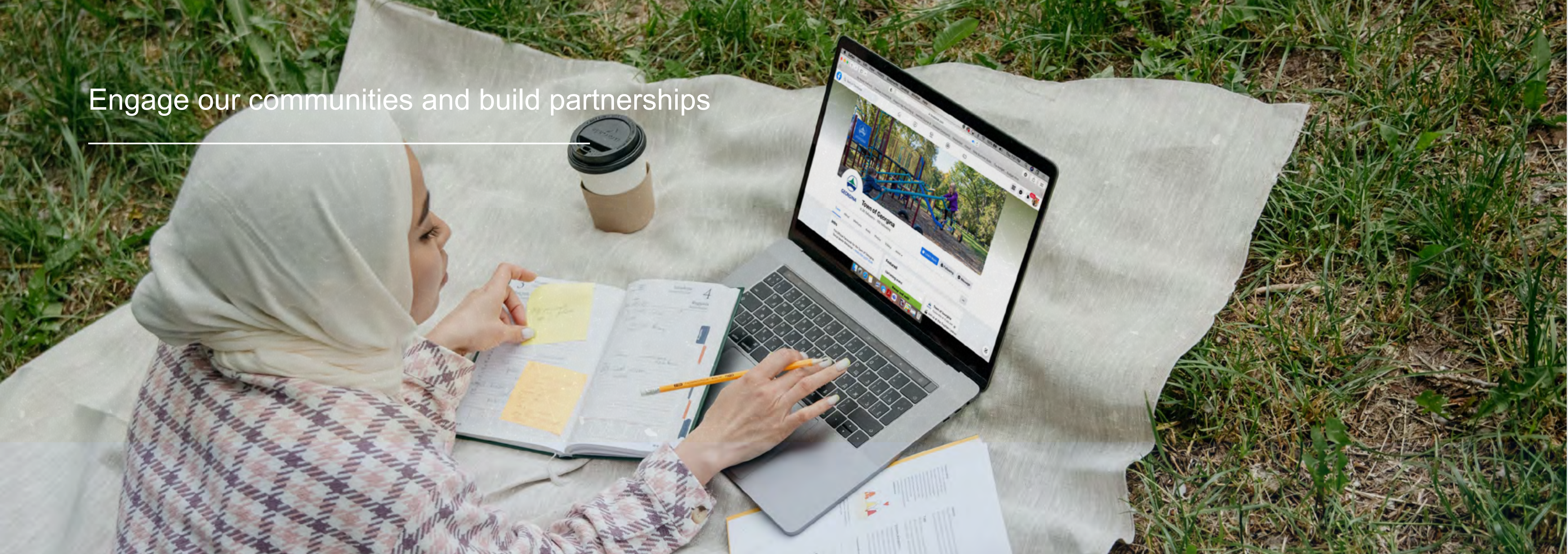
Community events  
attended



# Engage our community and build partnerships



Engage our communities and build partnerships



**1.7M**

views at  
georgina.ca

**28K+**

followers for Facebook,  
Twitter, Instagram  
and LinkedIn

15.5% increase year over year  
and a 25% increase on Facebook

**35%**

growth in  
eNews subscribers



Engage our communities and build partnerships

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**52**

weekly Advocate  
Town Pages

### **Four advertorials**

- Bag tag program
- Emerald Ash Borer
- Two winter maintenance advertorials

### **Supported community engagement through surveys and public input sessions for:**

- 2023 Budget survey
- Waterfront Parks Master Plan
- Joint fire services assessment
- Public water taps survey

### **Released videos**

- 2022 Municipal Election video
- Accessibility video – Mobi beach wheelchair
- Aquatics recruitment
- By-law videos
- Fire boat promotional video
- Fire boat educational video
- Name the snowplow videos
- Volunteer firefighter recruitment (received more than 5,000 views)

Videos available at [youtube.com/georginatown](https://youtube.com/georginatown)



Engage our communities and build partnerships

**69K**

visitors and program participants to the Link

**1,290**

attended kids camps

**17**

themed camps

**4,148**

tickets sold for 21 shows at Stephen Leacock Theatre of Performing Arts

**10K+**

attended Canada Day event (returned to in-person event)







Engage our communities and build partnerships

## Field to Table

Nine farms welcomed up to 400 visitors throughout Georgina

## Taste of Georgina

more than \$22,000 spent at 9 participating restaurants throughout Georgina

2022 Community Snapshot





# Provide Exceptional Municipal Service

[georgina.ca](http://georgina.ca)





Provide exceptional municipal service

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**44**

times winter maintenance vehicles were deployed

**14KM**

of two-lane road resurfaced

**5.8K**

drinking water samples analyzed from our distribution systems







Provide exceptional municipal service

**304**  
marriage  
licences

**33**  
weddings  
officiated



Provide exceptional municipal service

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## New

The Town opened a second leash-free dog park

**128**

pet adoptions

**108**

animals were  
returned home

**115**

pet transfers  
for adoption  
elsewhere





## Corporate Strategic Plan 2023-2027

The new 2023-2027 Corporate Strategic Plan, approved by Council on June 14, 2023, outlines the priorities for the organization, ensuring a common direction and purpose for Council and staff over the next four years. It reflects Council's collective commitment to action and has five strategic areas that will be key to the success of the Town's mission and specific goals that will help achieve progress.

[georgina.ca/StrategicPlan](https://georgina.ca/StrategicPlan)



2022 Community Snapshot

# 2022-2026 Georgina Town Council



**Back row:** Regional Councillor Naomi Davison, Ward 1 Councillor Charlene Biggerstaff, Ward 4 Councillor Dale Genge, Ward 5 Councillor Lee Dale

**Front row:** Ward 2 Councillor Dan Fellini, Mayor Margaret Quirk, Ward 3 Councillor Dave Neeson



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social

enews