



GEORGINA

Georgina Strategic Plan 2025 Annual Report



Vision

To be the most progressive, inclusive, vibrant and growing community on Lake Simcoe, with a balance of rural and urban character.

Mission

To promote a high quality of life for our community through the delivery of exceptional services, inclusive engagement and a commitment to support a thriving economy and sustainable environment.

Values

Respect: We are empathetic, fair, welcoming and inclusive.

Excellence: We strive to go the extra mile.

Communication: We actively listen and are responsive to what we hear.

Teamwork: We achieve our goals together.

Accountability: We are transparent and take responsibility for our actions and decisions.

Resilience: We can adapt to whatever comes our way.



Land Acknowledgment

The Town of Georgina recognizes and acknowledges that we are on lands originally used and occupied by the First Peoples of the Williams Treaties First Nations and other Indigenous Peoples, and on behalf of the Mayor and Council, we would like to thank them for sharing this land. We would also like to acknowledge the Chippewas of Georgina Island First Nation as our close neighbour and friend, one with which we strive to build a cooperative and respectful relationship.

We also recognize the unique relationship the Chippewas have with the lands and waters of this territory. They are the water protectors and environmental stewards of these lands, and we join them in these responsibilities.



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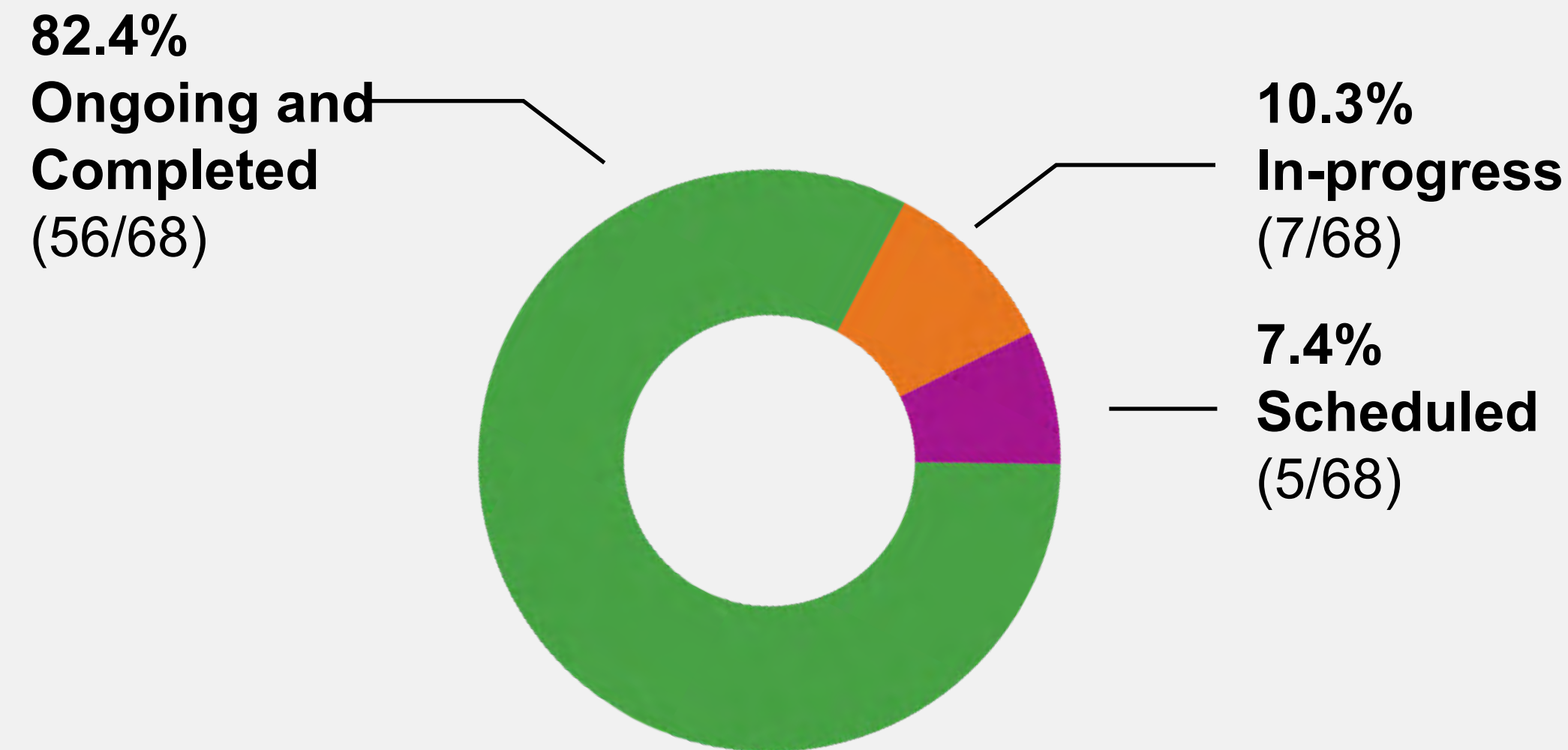
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Progress Overview

Reporting period – Jan. 1 to Dec. 31, 2025.

2025 Initiative Status



Initiatives completed within the first part of 2025 will be reported through the next annual update in 2026.

2025 Performance Measures and Indicators Trend Status



Trending

34 of 50 indicators/measures are trending in the desired direction



Data pending

12 of 50 data is pending and forthcoming in 2026 to 2027



Not trending

4 of 50 indicators/measures are not trending in the desired direction

Goals and Initiatives

2025 Status and Key Accomplishments







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Goal 1: Commit to Citizen-Centric Services



Initiative	2025 Status	Key accomplishments
1. Implement Customer Service Strategy		<ul style="list-style-type: none"> • Revamped centralized knowledge database, core training programs and onboarding procedures for Associates • Completed satisfaction survey to identify key areas for improvement of all service areas, including Service Georgina • Introduced a monthly overview of customer activity for Service Georgina to monitor trends, note areas of improvement and promote proactive customer engagement for individual and group results • Service Georgina 2025 monthly averages: 1320 in-person transactions, 2,150 inbound emails, 3,495 calls • Average caller wait time was 40 seconds and 89 per cent live answer rate (throughout 2025)
2. Continue to modernize and digitize internal and external programs and services		<ul style="list-style-type: none"> • Development Tracking System (DTS)/Case Management System (CMS): contract awarded; system design/development/testing/implementation completed; data strategy developed and implemented; integration with payment processor and GIS completed. The DTS was piloted on Dec. 17, 2025, with full launch completed in Q1 2026 • Improved internal HR processes, shifted away from existing paper-based forms to VIP. New integration with benefit provider to update personnel benefit information on a consistent and synchronized interval • Scanned and digitized all records and filed within FileHold; continued onboarding of teams
3. Implement 2023-2026 Corporate Communications Plan		<ul style="list-style-type: none"> • eNews subscribers grew by five per cent in 2025 • Social media channels: Followers grew by seven per cent over 2024 with 36,107 for all channels (includes ROC Facebook and X) • Instagram channel had largest year-over-year growth at 18.7 per cent. • Total video views across Meta (Facebook and Instagram) were more than 2M • Website traffic remained strong and steady year over year • Introduced new Building Georgina engagement platform and supported new Development Tracking System (DTS) platform • Online Chatbot: small increase 2024 (4,654) to 2025 (4,666)
4. Develop and implement a Business Continuity Plan (BCP), aligned with the Emergency Management Plan (EMP)		<ul style="list-style-type: none"> • Emergency Management is developing a new process in creating, tracking, updating and testing each department’s Business Continuity Plan, including the provision training and necessary tools




 **In Progress:** Initiatives currently underway
  **Scheduled:** Initiatives planned to begin in 2026 or 2027
  **Completed:** Initiatives fully completed with no outstanding work

Goal 1: Commit to Citizen-Centric Services



Initiative	2025 Status	Key accomplishments
5. Conduct statistically significant resident satisfaction surveys (2024 and 2027)		<ul style="list-style-type: none"> • First survey was conducted between Feb. 24 and March 31, 2025 • Report to Council and survey results were published online
6. Update the Recreation and Culture Master Plan		<ul style="list-style-type: none"> • This initiative has been added to the 10-year Capital Plan, scheduled to begin in 2026




Goal 2: Support employee engagement, development and well-being

Initiative	2025 Status	Key accomplishments
1. Refresh and implement the Human Resources Strategy		<ul style="list-style-type: none"> • Continued to implement and improve upon programs for all stages of the employee life cycle • Co-chaired N6 Leadership Day • Promoted Town values in Peer Recognition Program • Introduced new third-party medical partner, Sante Health
2. Develop and implement an Equity, Diversity and Inclusion Strategy		<ul style="list-style-type: none"> • Partnered with N6 in providing Diversity, Equity and Inclusion (DEI) webinars throughout the year including Red Dress Day, International Women’s Day, Black History Month • Hosted employee events such as Anti-Bullying Day to bring awareness to expectations and reporting process • Continued to work with DEI Committee on initiatives throughout the year • Launched Community Employment Program and partnered with local high school, Georgina Job Skills and Georgina Community Living for marginalized residents of Georgina to gain work experience and skills

 **In Progress:** Initiatives currently underway  **Scheduled:** Initiatives planned to begin in 2026 or 2027  **Completed:** Initiatives fully completed with no outstanding work

Goal 3: Ensure continued financial sustainability and accountability




Initiative	2025 Status	Key accomplishments
1. Develop and implement a long-range financial plan		<ul style="list-style-type: none"> This initiative was merged with the Asset Management Plan
2. Continue to strengthen the Corporate Grants Program to acquire grants on behalf of the Town		<ul style="list-style-type: none"> Total competitive grants awarded in 2025: \$2,701,801 Several other grant applications submitted and under review
3. Conduct a review and implement a streamlined Municipal Funding Program for Community Agencies		<ul style="list-style-type: none"> Completed and administered in 2024
4. Implement the Corporate Sponsorship Program		<ul style="list-style-type: none"> Continued outreach to organizations for special events sponsorship, naming rights and advertising

 **In Progress:** Initiatives currently underway  **Scheduled:** Initiatives planned to begin in 2026 or 2027  **Completed:** Initiatives fully completed with no outstanding work








Goal 4: Build a future-focused, results-driven organization

Initiative	2025 Status	Key accomplishments
1. Establish centralized project oversight for corporate transformation initiatives		<ul style="list-style-type: none"> Development Tracking System (DTS)/Case Management System (CMS) Project Update: contract awarded; system design/development/testing/implementation completed; data strategy developed and implemented; integration with payment processor and GIS completed. The DTS was piloted on Dec. 17, 2025, with full launch scheduled for Q1 2026
2. Develop and implement internal service standards		<ul style="list-style-type: none"> Preliminary standards established for several divisions, with more detailed breakdown and tracking to be in place by Q4 2026
3. Develop a Data Management Strategy		<ul style="list-style-type: none"> Digitized paper and roll files, centrally stored and managed through the corporate system (i.e., FileHold) Established a new departmental process for digitalizing water and wastewater infrastructure updates for Geographic Information System (GIS) Engaged with Operations and Infrastructure team to standardize data collection, data inventory and data quality
4. Develop and implement a Delegated Authority Bylaw to help streamline processes and approvals		<ul style="list-style-type: none"> Completed – endorsed by Council in April 2025
5. Review and refresh the Town’s procurement policy		<ul style="list-style-type: none"> Town’s procurement policy was completed, approved by Council and implemented in February 2024
6. Support implementation of the Library Strategic/Master Plan		<ul style="list-style-type: none"> Georgina Public Library Strategic Plan (2023-2027) is being implemented A comprehensive Library Accessibility Report can be found on its website



 **In Progress:** Initiatives currently underway  **Scheduled:** Initiatives planned to begin in 2026 or 2027  **Completed:** Initiatives fully completed with no outstanding work




Goal 5: Proactively manage infrastructure and assets to ensure service continuity

Initiative	2025 Status	Key accomplishments
1. Improve and modernize Public Works		<ul style="list-style-type: none"> • Advanced critical road infrastructure: completed 13.9 km of resurfacing and crack sealing, plus stabilization of 2 km on Smith Boulevard • Progressed major capital projects, including launch of the Old Shiloh Road Bridge replacement and 60 per cent design completion for High Street Streetscape improvements • Delivered key water infrastructure upgrades, including replacement of 190 aging water service connections and multiple watermain renewals/designs • Completed multiple stormwater and drainage improvement designs and projects across key locations, enhancing system resilience • Advanced growth-supporting infrastructure through traffic assessments and design for Hadden Road upgrades • Strengthened fleet and emergency response capacity with new roads trucks, winter equipment and a new rescue pumper on order • Achieved 100 per cent Ministry of the Environment, Conservation and Parks (MECP) compliance for the Town’s water distribution system and advanced regulatory efficiency through new Consolidated Linear Infrastructure Environmental Compliance Approvals (CLI-ECA) reporting • Enhanced service transparency and operations through improved public dashboards, expanded Plow Tracker (including sidewalks) and transition to digital water operations tracking
2. Continue to modernize, maintain, and enhance accessibility of facilities and spaces		<ul style="list-style-type: none"> • Gravel and limestone top ups applied to several parking lots and trail locations to improve accessibility • A new accessible playground was installed at High Castle Park • Railings installed on blue pad at Georgina Ice Palace for safety improvements • Flooring replaced at Club 55 Keswick to improve safety

 **In Progress:** Initiatives currently underway
  **Scheduled:** Initiatives planned to begin in 2026 or 2027
  **Completed:** Initiatives fully completed with no outstanding work








Goal 5: Proactively manage infrastructure and assets to ensure service continuity




Initiative	2025 Status	Key accomplishments
3. Develop and implement the Asset Management Plan (AMP) for non-core assets, including creation of an Invest/Divest Strategy for facilities and vacant lands		<ul style="list-style-type: none"> • Annual progress reports completed by July 1, 2025 • Advanced facilities and vacant lands as identified by Council • Developed resources to complete the invest/divest strategy in 2026 • Obtained approvals for the next AMP update in 2026
4. Continue to advance the Lake Drive Shoreline Action Plan		<ul style="list-style-type: none"> • Survey work completed for shoreline properties • Additional survey work undertaken for identified gaps • Preliminary offer letters sent to Eligible Property Owners to solicit interest • Project updates provided to Council and stakeholders including final cost framework

 **In Progress:** Initiatives currently underway
  **Scheduled:** Initiatives planned to begin in 2026 or 2027
  **Completed:** Initiatives fully completed with no outstanding work






Goal 1: Promote and ensure responsible growth and long-term planning

Initiative	2025 Status	Key accomplishments
1. Complete Official Plan Review		<ul style="list-style-type: none"> The 10-year Official Plan Review is scheduled to begin in Q4 2026
2. Complete Phase 1 – Countryside Bylaw		<ul style="list-style-type: none"> Worked towards obtaining Final Ontario Land Tribunal (OLT) Order The OLT Order is expected to be issued in Q1 2026, at which point Zoning Bylaw 600 will come into full force and effect
3. Complete Phase 2 – Comprehensive Zoning Bylaw Review		<ul style="list-style-type: none"> Communications Plan initiated and project start up completed Parking and Loading Study consultant retained and study started Background research undertaken
4. Review and update the Town’s sanitary sewer and water allocation		<ul style="list-style-type: none"> In December 2025, new allocation rates were provided by York Region The Sutton Water Resource Recovery Facility (SWRRF) allocation assignment program review is scheduled for 2026
5. Conduct various studies and update fees to plan for growth: Complete: User Fee Bylaw Update, Stormwater Fee Study, Development Charges (DC) Study, Water and Wastewater Fee Study		<ul style="list-style-type: none"> DC study was completed in August 2025 DC policy review completed The Stormwater Bylaw was implemented with 2025 rates User-Fee Bylaw updates completed The Water/Wastewater Bylaw updated with new rates
6. Explore additional revenue opportunities		<ul style="list-style-type: none"> Completed
7. Update the municipal design engineering standards		<ul style="list-style-type: none"> Addressed and incorporated comments; completed draft Development Design Criteria documents (Q1 2025) Presented draft reports to the project team and external stakeholders/agencies; received feedback (Q2 2025) Addressed and integrated comments, suggestions and recommendations; finalized the draft report (Q3 2025) Conducted stakeholder workshop to review and consolidate comments on the draft Design Criteria documents (Q4 2025)



 **In Progress:** Initiatives currently underway  **Scheduled:** Initiatives planned to begin in 2026 or 2027  **Completed:** Initiatives fully completed with no outstanding work




Goal 2: Support a diversity of housing types in Georgina

Initiative	2025 Status	Key accomplishments
1. Complete and/or update Secondary Plans (Keswick, Pefferlaw, Sutton)		<ul style="list-style-type: none"> No update work on Secondary Plans in 2025 The next updates to Secondary Plans are currently scheduled to begin in 2028 with the Sutton/Jackson's Point Secondary Plan Review, in accordance with the 10-Year Capital Plan
2. Update zoning bylaws to implement provisions for additional residential units		<ul style="list-style-type: none"> Work completed towards obtaining final order from Ontario Land Tribunal (OLT) on Zoning Bylaw 600 Initiated and completed a program to advance Official Plan Amendments (OPAs) and Zoning Bylaw Amendments (ZBAs) to allow for Additional Residential Units (ARUs) Town wide under the Federal Housing Accelerator Fund (HAF) Program
3. Advocate for and support building new residential units with a range of affordability and explore opportunities for partnerships and collaboration with York Region		<ul style="list-style-type: none"> Completed a Housing Needs Assessment in May 2025 Completed various initiatives in the Town's Housing Action Plan in November 2025 to permit additional residential units and fourplexes as-of-right Continued collaboration with York Region on potential municipal land contribution and/or support for the construction of affordable housing Partnership with Housing York Inc. announced in January 2026
4. Review the Town's development approvals process to identify potential opportunities for streamlining		<ul style="list-style-type: none"> Development Tracking System (DTS)/Case Management System (CMS) was piloted in December 2025, with the full launch completed in Q1 2026 Advanced various initiatives in the Town's Housing Action Plan, including expanded delegated decision-making authority and fast-tracking development approvals for affordable and/or rental housing
5. Advocate for timely construction and delivery of regional water and sewer servicing infrastructure to facilitate growth		<ul style="list-style-type: none"> Staff participated in meetings with York Region to advocate for the advancement of infrastructure required to service the Keswick Business Park Staff participated in meetings with York Region to advocate for optimization and/or expansion of the Sutton Water Resource Recovery Facility (SWRRF) to facilitate future growth Staff participated in York Region's Municipal Class Environmental Assessment (EA) process to explore the wastewater systems and servicing needs for the community of Sutton to 2054, focusing on the High Street and Woodriver Bend Sewage Pumping Stations and the SWRRF Staff participated in the York Region Capacity Assignment Working Group advocating for allocation assignment to Georgina




 **In Progress:** Initiatives currently underway  **Scheduled:** Initiatives planned to begin in 2026 or 2027  **Completed:** Initiatives fully completed with no outstanding work




Goal 3: Improve physical and communications infrastructure

Initiative	2025 Status	Key accomplishments
<p>1. Enhance public transportation options in Georgina in collaboration with other governments</p> <ul style="list-style-type: none"> • Advocate for improved public transit • Continue to advocate to the Province for the Hwy 404 extension into Keswick Business Park in collaboration with York Region • Align with regional transportation goals 		<ul style="list-style-type: none"> • Collaborated with York Region to include a bus turnaround facility in the High Street Streetscape and Infrastructure Improvements project • Advocacy efforts continued for Highway 404 extension into the Keswick Business Park • Collaborated with York Region Transit on route and schedule changes necessary to support community needs
<p>2. Continue to implement the Corporate Broadband Roadmap</p>		<ul style="list-style-type: none"> • Broadband expansion in progress in collaboration with YorkNet and internet service providers • YorkNet completed construction of its network expansion in Georgina in 2025; expansion continues throughout York Region • With more than 300 km of fibre installed in Georgina, YorkNet helped enable dependable broadband access for 850+ eligible homes through a partnership with Galaxy Fibre and the Universal Broadband Fund • By the end of 2025, nearly 275 eligible households had selected Galaxy Fibre as their internet service provider • In 2025, YorkNet connected eight Town facilities, including the Georgina Civic Centre, to the fibre network • YorkNet’s dark fibre network enables municipalities to adopt advanced technologies that improve operations and enhance service delivery • YorkNet provided a project update to Georgina Council in November 2025 • To date, Bell has completed fibre installation to approximately 18,000+ homes • Bell completed broadband infrastructure upgrades on Snake Island, Fox Island and portions of Keswick • Remaining expansion in Pepperlaw is anticipated in 2026, pending Hydro One infrastructure work


 **In Progress:** Initiatives currently underway
  **Scheduled:** Initiatives planned to begin in 2026 or 2027
  **Completed:** Initiatives fully completed with no outstanding work




Goal 1: Support investment attraction, job creation, business retention and expansion, including within our agricultural sector

Initiative	2025 Status	Key accomplishments
1. Refresh and begin implementation of the Economic Development and Tourism Strategy and Action Plan		<ul style="list-style-type: none"> Completed
2. Support expedited approvals for ICI (Industrial, Commercial, Institutional) developments and small and medium sized enterprises (SMEs) that encourage job creation and an increase in the non-residential tax base		<ul style="list-style-type: none"> More than 100 touchpoints with major investment developers and Town staff to support expedited approvals, alongside active participation in pre-consultations New Development Tracking System launched to help streamline the development process by Development Services Development Charges Deferral Program introduced Town-wide Community Improvement Plan (CIP) framework approved to support increased participation and investment 75 per cent of first building in Keswick Business Park occupied with announcement of Milwaukee Tool’s arrival and Pulp Moulded’s expansion One 16-acre land parcel sold in the Keswick Business Park
3. Develop an investment attraction program (i.e., trade shows, marketing, investment micro-site, etc.)		<ul style="list-style-type: none"> 2016 Investment Attraction Strategy updated to reflect new overarching five-year strategy In partnership with York Region, secured \$15,000 to facilitate investment readiness and attraction projects 27K visits to choosegeorgina.ca, averaging 2,254/month (increase of 25 per cent over 2024) driven by campaigns, good news story blogs and social engagement Attended Dragon’s Den Pitch event with EDCO and Ministry of Tourism to pitch investment opportunities in the tourism sector, which has resulted in ongoing discussions with leads in the Accommodations/hotel sector New testimonial investment video published with campaign garnering 152K views Success stories shared: 25+ business spotlights, business park tenant announcement via press release and two grand opening celebrations Investment attraction ad campaigns received more than 720K impressions

 **In Progress:** Initiatives currently underway  **Scheduled:** Initiatives planned to begin in 2026 or 2027  **Completed:** Initiatives fully completed with no outstanding work

Goal 1: Support investment attraction, job creation, business retention and expansion, including within our agricultural sector




Initiative	2025 Status	Key accomplishments
4. Advocate to increase post-secondary and skill/training programs for Georgina including pursuing the extension of YSpace and the Entrepreneurship Hub Pilot in collaboration with York University		<ul style="list-style-type: none"> • Signed a Memorandum of Understanding (MOU) with York University to deepen collaboration in areas such as climate change, artificial intelligence, primary health care, workforce development and knowledge mobilization • YSpace (entrepreneurship and small business programming support backed by York University) <ul style="list-style-type: none"> ◦ Partnership commitment extended until March 2028 ◦ Celebrated three-year partnership anniversary and announced as a finalist for an Economic Development Council of Ontario award ◦ 2025 programming assisted more than 281 Georgina-based businesses through nine skills-training programs and networking events

 **In Progress:** Initiatives currently underway
  **Scheduled:** Initiatives planned to begin in 2026 or 2027
  **Completed:** Initiatives fully completed with no outstanding work







Goal 2: Continue to support Georgina’s tourism sector as an economic driver

Initiative	2025 Status	Key accomplishments
1. Deliver the Waterfront Parks Master Plan and apply recommendations for future development considerations		<ul style="list-style-type: none"> Completed - Council received and in principle endorsed the final Waterfront Parks Master Plan (WPMP) in May 2024
2. Enhance partnerships with private sector tourism stakeholders		<ul style="list-style-type: none"> More than 103 partnerships made with local tourism businesses and stakeholders through marketing, grants and in-kind support 28 businesses and events spotlighted directly, as well as downtown businesses on High Street (50+) and farm experiences (five+) through Central Counties Tourism Partnership (\$5K in funding) 20 recipients supported through Economic, Culture and Community Betterment grants
3. Implement BIA beautifications and enhance placemaking/revitalization efforts through infrastructure and streetscaping projects		<ul style="list-style-type: none"> Community Improvement Plan Program <ul style="list-style-type: none"> Expanded maximum funding to \$7,500 More than \$26,000 invested through two projects supported by grants. Conducted research to determine opportunities that will support downtown businesses during reconstruction Participated in regular touchpoints with board members and businesses, attended more than 30 meetings, shared updates on projects and initiatives Assisted downtowns with coordination of placemaking events, including summer musical series in Uptown Keswick Parkette Installed seasonal decorations, holiday lighting and decor, as well as veteran banners on behalf of the Legion Implemented framework required for the development of Town-wide CIP programs

 **In Progress:** Initiatives currently underway  **Scheduled:** Initiatives planned to begin in 2026 or 2027  **Completed:** Initiatives fully completed with no outstanding work




Goal 2: Continue to support Georgina’s tourism sector as an economic driver




Initiative	2025 Status	Key accomplishments
4. Continue to enhance Georgina’s brand as a tourism destination		<ul style="list-style-type: none"> • Launched exploregeorgina.ca, a new website promoting local businesses, events and experiences averaging 6,000 visits per month • Received \$5,000+ in Central Counties Tourism (CCT) Partnership funding to enhance campaigns linked to new site, including one through the National Post which received more than 836,000 impressions • Promoted 32+ events to attract visitors outside of Georgina • Published two seasonal guides distributed to 20+ local ambassador locations and tourism kiosks throughout the province • Worked with Central Counties Tourism (CCT) and six social media influencers to publish content reels viewed more than 50,000 times on two newly branded social media accounts • Attended three-day Outdoor Adventure show in partnership with the Georgina Marathon • Hosted 8th annual Field to Table event promoting eight local farmers and their partners, welcoming between 250 and 900 attendees • Worked with the Ontario Paranormal Society to highlight hauntings at Georgina Village Museum and the Briars Resort • Welcomed economic development professionals from throughout Ontario to host a regional EDCO event at ClearWater Farm • Updated all marquee signs in downtowns and parks with seasonal signage highlighting events, Jackson’s Point/Sutton walking tour, tourism information and links to new website

 **In Progress:** Initiatives currently underway
  **Scheduled:** Initiatives planned to begin in 2026 or 2027
  **Completed:** Initiatives fully completed with no outstanding work









Goal 1: Ensure an ongoing commitment to Truth and Reconciliation and strengthening relations with the Chippewas of Georgina Island First Nation

Initiative	2025 Status	Key accomplishments
<p>1. Engage in regular consultations with the Chippewas of Georgina Island First Nation to strengthen the partnership and understand how to best support the advancement of UNDRIP, TRC Calls to Action and other key priorities</p>		<ul style="list-style-type: none"> • Maintained ongoing engagement and collaborative dialogue with the Chippewas of Georgina Island First Nation to support relationship-building, strengthen partnerships, and advance shared priorities and initiatives • Hosted Economic Development Council of Ontario Regional Conference and held workshop for attendees to learn and understand more about the settlement of Georgina Island by the Chippewas of Georgina Island First Nation, facilitated by Anishinaabe artist and cultural advisor Laurie Hoeg • Enhanced presence at annual Chippewas of Georgina Island Pow Wow • Supported staff cultural awareness training with Georgina Island First Nation (GIFN) learning series • Amplified annual Truth and Reconciliation ceremony • Promoted GIFN exhibit at Georgina Village Museum • Invited Anishnaabe cultural leader to participate on Multi-Use Recreation Complex (MURC) art evaluation committee
<p>2. Establish employee training and learning opportunities to support relationship building and staff learning and development</p>		<ul style="list-style-type: none"> • Hosted a first-ever job fair on Georgina Island and continued to explore opportunities for co-ops and employment • Promoted Town employment opportunities at the Chippewas of Georgina Island Pow Wow • Explored future cultural competency programs offered by other Chippewas of Georgina Island residents
<p>3. Continue to support the Chippewas of Georgina Island First Nation with the addition to the reserve process, including the advancement of a municipal service agreement</p>		<ul style="list-style-type: none"> • Collaborated with the Chippewas of Georgina Island on the addition to reserve process and a municipal service agreement

 **In Progress:** Initiatives currently underway
  **Scheduled:** Initiatives planned to begin in 2026 or 2027
  **Completed:** Initiatives fully completed with no outstanding work


Goal 2: Support a safe, inclusive and healthy community




Initiative	2025 Status	Key accomplishments
1. Advance implementation of the Fire Services Master Plan		<ul style="list-style-type: none"> • Re-evaluated the 102 recommendations • Of the 102 recommendations 71 are completed; 20 are in progress; five are no longer applicable and six are outstanding • Design of training tower is in progress, funded by grant program
2. Advance recommendations from the Joint Fire Services Assessment in collaboration with East Gwillimbury (EG)		<ul style="list-style-type: none"> • Continuation of Fleet Services agreement with EG Fire for fleet services of their apparatus equipment
3. Continue to evaluate and revise the Community Risk Reduction Plan in relation to the risks		<ul style="list-style-type: none"> • Community Risk Plan updated in 2025 • Live data application is continuously updated

 **In Progress:** Initiatives currently underway
  **Scheduled:** Initiatives planned to begin in 2026 or 2027
  **Completed:** Initiatives fully completed with no outstanding work









Goal 2: Support a safe, inclusive and healthy community

Initiative	2025 Status	Key accomplishments
4. Advocate for enhanced health and wellness services, partnerships and investment attraction for Georgina		<p>In 2025, collaboration between the Town of Georgina, the Northern York South Simcoe Ontario Health Team (NYSS OHT); and Southlake Health supported the advancement of local health care delivery by expanding primary care access, community outreach, prevention programs, and specialized services - while ongoing advocacy and strategic planning continue to guide enhancements to health care services and facilities for Georgina residents</p> <ul style="list-style-type: none"> • Primary care access: 6,684 visits delivered through NYSS OHT clinics • Keswick Interprofessional Care Team Clinic: 1,047 residents rostered; 4,308 visits delivered; after-hours appointments offered • Children’s Care Clinic: 2,376 visits delivered; evening and Saturday appointments available • Mobile Health Unit: Launched July 2025; 52 individuals supported at shelters and group homes • Community engagement: 684 residents reached through 22 health and wellness workshops and events, including cancer prevention and caregiver support sessions • Indigenous engagement: 67 participants engaged through the Fall Harvest Celebration, including 14 members of Chippewas of Georgina Island First Nation, supporting connections to culturally safe services • Cardiac rehabilitation program expansion: 37 participants enrolled in Southlake Health’s Cardiac Prevention and Rehabilitation Program delivered at the Multi-Use Recreational Complex beginning September 2025; 30 active patients and 7+ program graduates; regular classes supporting recovery and long-term heart health following cardiac events • Healthcare advocacy: Ongoing advocacy for a dedicated healthcare facility in Georgina • Healthcare strategy collaboration: NYSS OHT, Southlake Health, and the Town of Georgina are collaborating on a Population Health Assessment and Strategy for Georgina, with presentation to Council planned for spring 2026




 **In Progress:** Initiatives currently underway
  **Scheduled:** Initiatives planned to begin in 2026 or 2027
  **Completed:** Initiatives fully completed with no outstanding work




Goal 2: Support a safe, inclusive and healthy community

Initiative	2025 Status	Key accomplishments
5. Update the Active Transportation Master Plan (ATMP), including trails and expansion of the traffic and road safety program		<ul style="list-style-type: none"> Completed the first phase of implementation of improvements to Lake Drive including pedestrian and cyclist safety enhancements, traffic calming measures and seasonal implementation of a 6.5-kilometre multi-use pathway Completed engineering design for a multi-use path along a portion of Old Homestead Road Developed, launched and terminated the Automated Speed Enforcement (ASE) program in Georgina Completed the majority of the ATMP, to be presented to Council in 2026 Partnered with YRP on ‘hot-spots’ for enforcement activities to improve community safety Completed more than 50 traffic studies to inform traffic engineering decision making
6. Update the 2018-2022 Multi Year Accessibility Plan, including Accessibility for Ontarians with Disabilities Act (AODA) compliance		<ul style="list-style-type: none"> Developed 2025-2029 Multi-Year Accessibility Plan through extensive community engagement and consultations with residents, staff, and the Georgina Accessibility Advisory Committee, in partnership with the Leading Equitable and Accessible Delivery (LEAD) team (Ontario Ministry for Seniors and Accessibility) and internal project teams; endorsed by Council on Aug. 13, 2025 The ministry’s accessibility audit, which began in April 2025, was successfully completed, with Town staff submitting nearly 90 documents including strategies, Georgina Accessibility Advisory Committee (GAAC) meeting materials, consultation records, and website compliance evidence, demonstrating strong preparation, proactive compliance, and effective coordination under the guidance of the Accessibility Advisor
7. Create a Town of Georgina Anti-Racism Policy		<ul style="list-style-type: none"> The Town’s policy has been completed Continued to provide regular webinars to employees from the Canadian Centre for Diversity and Inclusion






 **In Progress:** Initiatives currently underway
  **Scheduled:** Initiatives planned to begin in 2026 or 2027
  **Completed:** Initiatives fully completed with no outstanding work




Goal 3: Continue to invest in community amenities and spaces

Initiative	2025 Status	Key accomplishments
1. Complete construction of the MURC and open to the public		<ul style="list-style-type: none"> • Construction was completed and the MURC opened to the public on March 2, 2024
2. Complete design and construction of the Civic Centre		<ul style="list-style-type: none"> • The majority of construction was completed at the end of 2025. The building opened to the public in March 2026
3. Update and implement the ROC and LINK Business Plans		<ul style="list-style-type: none"> • Initiative is ongoing with updates scheduled for 2026 • All rental spaces are leased • Snow School registration and participation continued to grow
4. Create the Parks Master Plan		<ul style="list-style-type: none"> • The Parks Master Plan will support and complement recommendations developed through the Waterfront Parks Master Plan • The Parks Master Plan was developed in 2025, to be presented to Council in April 2026
5. Continue to optimize and invest in improvements to local parks, facilities, and recreational amenities		<ul style="list-style-type: none"> • Signage improvements, pathway repairs, gravel top ups and improved drainage work were completed at several park locations • New accessible playground installed at High Castle Park • Replacement of the plinths at the Lawn Bowling Club • Docks repaired at Jackson’s Point Harbour and Sheppard’s Wharf • Driveway and parking lot improvements at Sutton Arena and Belhaven Hall • Lighting improvements at Stephen Leacock Theatre parking lot • Flooring replacement at Club 55 Keswick • Railings installed at Georgina Ice Palace





 **In Progress:** Initiatives currently underway  **Scheduled:** Initiatives planned to begin in 2026 or 2027  **Completed:** Initiatives fully completed with no outstanding work



Goal 1: Celebrate and respect Georgina’s natural environment, including Lake Simcoe

Initiative	2025 Status	Key accomplishments
<p>1. Work with Lake Simcoe Region Conservation Authority on watershed health, including improving Stormwater management to reduce pollutants entering Lake Simcoe</p>		<ul style="list-style-type: none"> • Catch basin filter program: <ul style="list-style-type: none"> ◦ Completed a pilot program, which prevented 613 kg of organics, sediment and litter - and captured 0.2 kg of phosphorus - from entering Lake Simcoe over 16 months; demonstrated effectiveness as a complement to traditional sewer maintenance practices ◦ Delivered the pilot program with a total investment of approximately \$85,000 (excluding taxes) ◦ Secured approval to expand the catch basin filter program Town-wide • Received a Healthy Water Award from the Lake Simcoe Region Conservation Authority (LSRCA) recognizing leadership in advancing innovative stormwater management solutions • Partnered with LSRCA on stormwater pond inspections, watershed analysis and prioritization, and hosted a joint capital workshop to explore integration of Low Impact Development (LID), bioswales and other natural stormwater treatment approaches
<p>2. Advocate and support the advancement of Council’s 2023 resolution related to the federal government’s Freshwater Action Plan Fund and in particular funding related to Lake Simcoe</p>		<ul style="list-style-type: none"> • Council endorsed the Climate Action Plan in June 2025, which highlighted the importance of Lake Simcoe in Georgina and included the objective to reduce nutrient loading in Lake Simcoe for continued use and enjoyment • Town continued to be an active member of the Lake Simcoe Water Soldier Working Group to address the 450 ha of invasive water soldier found in Cook’s Bay • Town continued to be in contact with the Canada Water Agency and is monitoring future funding intakes
<p>3. Review and update the Town’s tree preservation and compensation policy</p>		<ul style="list-style-type: none"> • Completed the final update to the Tree Preservation and Compensation Policy – approved by Council in November 2025
<p>4. In partnership with the Environmental Advisory Committee and environmental stakeholders, coordinate an annual Earth Day event and other educational and awareness opportunities</p>		<ul style="list-style-type: none"> • Continued to expand the footprint of the Bee City program • Partnered with two local schools to create pollinator gardens • Reduced mowing areas and allowed for greater naturalization
<p>5. Advocate for the construction of the Holland Marsh phosphorus recycling facility</p>		<ul style="list-style-type: none"> • The Province signed a non-binding Memorandum of Understanding (MOU) with the Town of Bradford West Gwillimbury to own and manage the facility in 2025 • In December 2025, the Town of Bradford West Gwillimbury broke ground for its new Water Pollution Control Plant (WPCP) Odour/ Aeration Systems Upgrades and Tertiary Membrane Facility

 **In Progress:** Initiatives currently underway  **Scheduled:** Initiatives planned to begin in 2026 or 2027  **Completed:** Initiatives fully completed with no outstanding work

Goal 2: Support Georgina’s resilience through environmental sustainability and climate mitigation and adaptation

Initiative	2025 Status	Key accomplishments
1. Update Energy Conservation Demand Management Plan		<ul style="list-style-type: none"> Completed
2. Develop Climate Change Action Plan (CCAP) to define a path forward for the Town that focuses on high value initiatives		<ul style="list-style-type: none"> Developed the Town’s first Climate Action Plan through extensive stakeholder consultation and public engagement with residents, staff, community partners and Mayor and Council; established priority climate risks and a five-year action plan to reduce greenhouse gas emissions, strengthen climate resilience and protect Lake Simcoe Council endorsed the Climate Action Plan on June 4, 2025, which included six objectives to tackle the highest priority climate risks and greenhouse gas reduction opportunities throughout the corporation and community Received a \$60,000 grant from the Federation of Canadian Municipalities’ Green Municipal Fund, Climate-Ready Plans and Processes stream, to offset plan development costs
3. Conduct a feasibility study to consider opportunities and options to greening the fleet		<ul style="list-style-type: none"> Electric vehicle (EV) charging infrastructure installed at both the Sutton and Keswick arenas for ice resurfacers EV chargers installed at the Replacement Civic Centre
4. Continue to implement the Waste Management Plan (corporate and community)		<ul style="list-style-type: none"> Blue box transition occurred Hired resources to develop the waste management plan and internal waste management policy Led the N6 in the Request for Proposal (RFP) for the new waste contract, being an integral part of community waste management waste diversion programs: <ul style="list-style-type: none"> eWaste recycling: diverted 4.18 metric tonnes of electronic waste from landfill Textile programs: diverted 40.18 metric tonnes of waste from landfills which is approximately 3.9 per cent higher than 2024 Battery collection: collected 60.2 lbs. of household batteries, keeping them out of landfills

 **In Progress:** Initiatives currently underway  **Scheduled:** Initiatives planned to begin in 2026 or 2027  **Completed:** Initiatives fully completed with no outstanding work

Performance Measures and Indicators

2025 Data and Trend Status



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Goal 1: Commit to Citizen-Centric Services

Performance Indicators/ Measures	2023	2024	2025	Trend	Comments
Per cent of first contact resolution	data pending	data pending	data pending		<ul style="list-style-type: none"> Dependent on future implementation of Customer Relationship Management (CRM) solution to provide this data commencing in 2026
Calls answered live by Service Georgina	90%	92%	89%		<ul style="list-style-type: none"> 37,374/41,951 calls serviced live (89 per cent) by Service Georgina Industry standard/desired range: 85 to 90 per cent
Resident satisfaction survey scores (number of respondents, per cent satisfied)	data pending	data pending	76%		<ul style="list-style-type: none"> 76 per cent of residents are satisfied with services and service levels, which is higher than the provincial benchmark Full study report available online
Average time for building permit issuance/permit type	data pending	10 days (residential) 20-30 days (commercial)	data pending		<ul style="list-style-type: none"> The Development Tracking System (DTS)/Case Management System (CMS) was launched in December 2025. The data will be collected throughout 2026 and reported in the next report. Data may reflect average time to review a building permit in three stages and be reported separately: Initial Intake, Initial Zoning Review and Initial Building Code Review. The data will not reflect the time required for applicants to supply missing information before and during each review stage

Trending: indicator/measure is trending in the desired direction **Data pending:** data is pending and forthcoming in 2024 to 2027 **Not trending:** indicator/measure is not trending in the desired direction.

Quick facts

329 marriage licences

360 pet adoptions

107 weddings officiated

126 animals returned home

68 pet transfers for adoption elsewhere



Goal 2: Support employee engagement, development and well-being

Performance Indicators/Measures	2023	2024	2025	Trend	Comments
Number of employees that completed professional development	107	134	178		• Indicators continue to be trending in a positive direction
Number of employees that completed compliance/technical related training	82	133	258		• Compulsory AODA refresher or integrated standards was rolled out in Q4 with further modules in Customer Service Standards to be taken by all employees
Number of employees that completed Health and Safety related training	97	154	132		• Dedicated Health and Safety position was vacant for a few months
Number of employees that completed corporate policy training	155	120	258		
Employee Engagement Survey results					
Engagement rate	74.8%	N/A	N/A		• Continued focus on actionable items with a combined Employee Engagement and Diversity, Equity and Inclusion (DEI) survey to roll out in Q4 of 2026
Response rate	2.64%				

Trending: indicator/measure is trending in the desired direction **Data pending:** data is pending and forthcoming in 2024 to 2027 **Not trending:** indicator/measure is not trending in the desired direction.

Quick facts

1.82M views at georgina.ca

5% growth in eNews subscribers

36,107+

followers for Facebook, X, Instagram and LinkedIn
7% increase year over year and an 18.7% increase on LinkedIn

More than **2 million** total video views across Meta (Facebook and Instagram)

9,296 active library members

472,654 Library visits (usage of space and programs do not require active membership)

298,496 total books, movies and online items circulated through Georgina Public Library

Goal 3: Ensure continued financial sustainability and accountability

Performance Indicators/Measures	2023	2024	2025	Trend	Comments
Dollars spent and/or per cent variance in accordance with approved budget	0.06%	0.86%	data pending	🟡	• 0.86 per cent variance for 2024, 2025 is pending year-end financial statements that will be presented to Council in June 2026
Dollars and in-kind contribution generated through corporate sponsorship program	\$47,130	\$60,554	\$78,550	🟢	• \$40,000 from corporate sponsorship and advertising at Town facilities • \$38,550 from special events
Dollars generated through Corporate Grants Program	\$1.176 Million	\$7.44 Million	\$2.7 Million	🟢	• Total competitive grants awarded in 2025: \$2,701,801 • Several other grant applications submitted and under review

Goal 4: Build a future-focused, results-driven organization

Performance Indicators/Measures	2023	2024	2025	Trend	Comments
Number of service standards established and tracked	data pending	data pending	data pending	🟡	• Preliminary service standards for select divisions identified • More detailed breakdowns and applicable tracking measures to be established by Q4 2026

🟢 **Trending:** indicator/measure is trending in the desired direction
🟡 **Data pending:** data is pending and forthcoming in 2024 to 2027
🔴 **Not trending:** indicator/measure is not trending in the desired direction.

Quick facts

\$45,000 provided to local organizations in support of local festivals and events through 20 Economic, Culture and Community Betterment Grants



\$560,000 Waterfront parking revenue from all parking lots




Supported community engagement through surveys:

- 2026 budget survey
- Active Transportation Master Plan survey
- Waste consultation survey
- Citizen Satisfaction Survey
- ASE camera survey
- Housing needs assessment survey
- Accessibility survey



Goal 5: Proactively manage infrastructure and assets to ensure service continuity

Performance Indicators/Measures	2023	2024	2025	Trend	Comments
Per cent of core assets in better than fair condition (by replacement value)					<ul style="list-style-type: none"> Bridges and culverts are based on the 2024 Ontario Structures Inspection Manual Report. Next assessment is scheduled for 2026 Asset condition insights were informed by the 2025 proposed levels of service review, including updates made to the lifecycle model Condition ratings for urban stormwater and water assets are largely derived from age-based assessment methodologies
1. Roads	1: 81%	1: 80%	1: 80%		
2. Water	2: 94%	2: 86%	2: 84%*		
3. Wastewater	3: 91%	3: 88%	3: 85%		
4. Urban stormwater	4: 99%*	4: 98%	4: 95%*		
5. Bridges and culverts		5: 77%	5: 77%		
Per cent of non-core assets in better than fair condition (by replacement value)					<ul style="list-style-type: none"> Insights were informed by the 2025 proposed levels of service review, including updates made to the lifecycle model In the absence of dedicated condition-assessment programs, current condition ratings reflected updates based on deterioration models and assessments provided by the respective operating groups
1. Fleet	data pending	1. 73%	1.73%		
2. Equipment		2. 25%	2. 19%		
3. Active transportation		3. 47%	3. 56%		
4. Parks		4. 37%	4. 37%		
5. Facilities		5. 81%	5. 77%		
6. Roadway appurtenances		6. 94%	6. 94%		
7. Urban forestry		7. 50%	7. N/A		

 **Trending:** indicator/measure is trending in the desired direction  **Data pending:** data is pending and forthcoming in 2024 to 2027  **Not trending:** indicator/measure is not trending in the desired direction.

Quick facts

83 times winter maintenance vehicles were deployed

27.8 KM of two-lane road resurfaced

5,842 drinking water samples analyzed from distribution systems

1,516 fire hydrants inspected (x2)

69 KM of sanitary sewers cleaned by means of high-pressure flushing.

Goal 1: Promote and ensure responsible growth and long-term planning

Performance Indicators/Measures	2023	2024	2025	Trend	Comments
Dollars in total contribution in capital reserves	\$9.2M	\$10.5M	\$14.0M		<ul style="list-style-type: none"> \$15.0M set for 2026 contribution
Per cent of increase in ICI (industrial, commercial, institutional) tax base (average assessment for each category)	Commercial: 0.7% Industrial: 49.63%	Commercial: 1.05% Industrial: 0.85%	Commercial: 7.13% Industrial: 61.11%		<ul style="list-style-type: none"> Increased year-over-year in both classes
Number of building permits issued - residential and ICI	717	496	458		<ul style="list-style-type: none"> The data point included 26 ICI, 193 residential and 239 other building permits While overall construction remained relatively healthy in the Town, the total number of building permits was impacted by economic factors including challenges in the home building industry
Per cent reduction in rezoning applications in countryside	data pending	data pending	data pending		<ul style="list-style-type: none"> On Jan. 28, 2026, the Ontario Land Tribunal issued a letter confirming that all outstanding appeals to Zoning Bylaw 600 have been disposed of or withdrawn. Zoning Bylaw 600 is now in full force and effect. Tracking can begin in 2026




Trending: indicator/measure is trending in the desired direction
 Data pending: data is pending and forthcoming in 2024 to 2027
 Not trending: indicator/measure is not trending in the desired direction.




Quick facts

\$112.3M total construction value of building permits issued.






Goal 2: Support a diversity of housing types in Georgina


Performance Indicators/ Measures	2023	2024	2025	Trend	Comments
Per cent of households in Georgina that spend less than 30% income on housing	23.5%	data pending	data pending		<ul style="list-style-type: none"> The Town's Housing Needs Assessment concluded that in 2021, 23.5 per cent of households spent more than 30 per cent of their income on housing, with renters experiencing higher affordability challenges (40.4 per cent in unaffordable housing compared to 19.6 per cent of owners) The Housing Needs Assessment was based on 2021 Census data. Updated data is not yet available. A new federal census is scheduled to start in 2026
Number of residential units with building permits issued/permit type	438 approved; 398 singles, 2 semis, 38 accessory apartments/ additional residential units	438 approved, 235 singles, 30 accessory apartments/ additional residential units, 3 multi-use residential units, 160 long-term care beds	193 approved see comments for details		<ul style="list-style-type: none"> Singles - 111 Townhouses - 37 Accessory apartments - 39 Additional Residential Units - 6
Number of initiatives to support housing supply and affordability that have translated to tangible deliverables/direct action	1 (Zoning Bylaw 600 approval)	1 (new Keswick Secondary Plan approval)	4 see comments for details		<ul style="list-style-type: none"> The Town completed several initiatives in its Housing Action Plan to support housing supply and affordability, including a Housing Needs Assessment and permitting Additional Residential Units (ARUs) and fourplexes as-of-right The balance of the initiatives in the Housing Action Plan are expected to be substantially completed in 2026 In 2025, four key initiatives included the completion of a Housing Needs Assessment, updates to the Official Plan and Zoning Bylaw to support fourplexes and ARUs, and the approval of a Development Charges (DC) Deferral Program for rental housing led by the Financial Strategy and Planning Division


 **Trending:** indicator/measure is trending in the desired direction  **Data pending:** data is pending and forthcoming in 2024 to 2027  **Not trending:** indicator/measure is not trending in the desired direction.

Goal 2: Support a diversity of housing types in Georgina

Performance Indicators/ Measures	2023	2024	2025	Trend	Comments
Number of lane kms of road network improved in Georgina	193.2 km	105.2 km	75 lane km		<ul style="list-style-type: none"> As the condition of the Town’s road network improved between 2022 and 2024, the 2025 and 2026 program years will shift focus away from widespread crack sealing toward more targeted full-lane width resurfacing treatments. This approach allows the Town to more cost-effectively maintain the entire road network at targeted service levels
Broadband coverage in Georgina	Additional Bell fibre connection options provided to approximately 12,000 homes/businesses	Bell has completed fibre connection options to 16,000 homes/businesses	Completed fibre connection to 18,000+ homes/businesses		<ul style="list-style-type: none"> With more than 300 km of fibre installed in Georgina, YorkNet has helped enable dependable broadband access for 850+ eligible homes through a partnership with Galaxy Fibre and the Universal Broadband Fund By the end of 2025, nearly 275 eligible households had selected Galaxy Fibre as their internet service provider In 2025, YorkNet connected eight Town of Georgina facilities, including the Georgina Civic Centre To date, Bell has completed fibre installation to approximately 18,000+ homes Bell completed broadband infrastructure upgrades on Snake Island, Fox Island, and portions of Keswick Remaining expansion in Pefferlaw is anticipated in 2026, pending Hydro One infrastructure work

 **Trending:** indicator/measure is trending in the desired direction

 **Data pending:** data is pending and forthcoming in 2024 to 2027

 **Not trending:** indicator/measure is not trending in the desired direction.

Goal 1: Support investment attraction, job creation, business retention and expansion, including within our agricultural sector




Performance Indicators/Measures	2023	2024	2025	Trend	Comments
Number of new businesses	50	40	data pending		<ul style="list-style-type: none"> Celebrated 14 new business openings through the Georgina Chamber of Commerce 50 (2019-2022) and 40 (2023-2024) were sourced from York Region Employment Survey. These numbers included storefronts only; farms and home-based businesses not included. Accuracy of data depended on ability to connect with employers
Total number of businesses	1,094	1,187	1,207		<ul style="list-style-type: none"> 1,207 (2025) sourced from Statistics Canada Business Register, which counts Canadian businesses that have at least one employee; generate \$30,000+ annual revenue; or are incorporated
Increase in ICI (Industrial, Commercial, Institutional) floor area in square feet	23,371	157,471	25,558		<ul style="list-style-type: none"> 25,558 sq. ft. of ICI floor space created in 2025 More than 150,000 sq ft projected in 2026
Per cent of net employment growth	2.2%	1.1%	data pending		<ul style="list-style-type: none"> 2025 York Region Employment Survey data pending Based on the 10-year average Does not include employment growth from farms and home-based businesses

Trending: indicator/measure is trending in the desired direction
 Data pending: data is pending and forthcoming in 2024 to 2027
 Not trending: indicator/measure is not trending in the desired direction.



Goal 2: Continue to support Georgina’s tourism sector as an economic driver

Performance Indicators/Measures	2023	2024	2025	Trend	Comments
Number of partnerships with private sector tourism stakeholders	63	103	103		• These collaborations encompassed in-kind and financial support through grants and program delivery
Number and size of events that attract visitors from outside Georgina	28	30	32		• Events included Town-led tourism events and current and past grant recipients that ran events attracting visitors
Number of improvements to infrastructure that enhance the visitor experience	13	15	11		• Improvements included two new community signs, two minor signs, Multi-Use Pathway wayfinding signs and Sibbald Point redirect signage

 **Trending:** indicator/measure is trending in the desired direction  **Data pending:** data is pending and forthcoming in 2024 to 2027  **Not trending:** indicator/measure is not trending in the desired direction.

Quick Facts

Field to Table Eight farmers and their partners welcomed between 250 – 900 residents and visitors to each of the locations on this award-winning tour

281 Georgina-based entrepreneurs assisted through York University’s YSpace skills-training programs and networking events and provided 200+ hours of mentorship

Taste of Georgina hundreds of prix fixe meals were sold at 13 participating restaurants



2,254 average monthly visits to choosegeorgina.ca (increase of 25 per cent over 2024)




6,711 average monthly visitors to exploregeorgina.ca launched in July

\$24M in construction value of issued ICI permits








Goal 1: Ensure an ongoing commitment to Truth and Reconciliation and strengthening relations with the Chippewas of Georgina Island First Nation




Performance Indicators/Measures	2023	2024	2025	Trend	Comments
Indicators/measures to be developed in partnership with the Chippewas of Georgina Island First Nation	data pending	data pending	data pending		<ul style="list-style-type: none"> Enhanced presence at annual Chippewas of Georgina Island Pow Wow Supported staff cultural awareness training with Georgina Island First Nation (GIFN) learning series Amplified annual Truth and Reconciliation ceremony Promoted GIFN exhibit at Georgina Village Museum Invited Anishnaabe cultural leader to participate on Multi-Use Recreation Complex (MURC) art evaluation committee
Number of employee training/learning opportunities/ number of employees trained to be developed in partnership with the Chippewas of Georgina Island First Nation	22	34	75		<ul style="list-style-type: none"> A two-part Cultural Competency program was offered to Town staff by the Chippewas of Georgina Island's Matthew Stevens

 **Trending:** indicator/measure is trending in the desired direction  **Data pending:** data is pending and forthcoming in 2024 to 2027  **Not trending:** indicator/measure is not trending in the desired direction.







Goal 2: Support a safe, inclusive and healthy community


Performance Indicators/Measures	2023	2024	2025	Trend	Comments
Compare and continue to evaluate risk in eight communities	41 Fires Top 3 causes: • Smoking • Electrical • Cooking	43 Fires Top 4 causes: • Smoking • Electrical • Cooking • Battery (new)	58 Fires Top 4 causes: • Electrical • Cooking • Accidental/Unaware • Smoking		<ul style="list-style-type: none"> • 58 fires; 30 of which were residential structure fires • Increase in population contributes to increase in fires • Residential structure fires continued to be the most common type of fire
Number of emergency calls responded to	2,564	2,680	3,261		<ul style="list-style-type: none"> • Increased call volume by 22 per cent over 2024 • Increase in population contributes to increase in incidents • Responded to: <ul style="list-style-type: none"> ◦ 1,942 medical calls, 431 alarms, 186 motor vehicle accidents, 217 gas leaks/HazMat spills/industrial incidents/other hazards, 118 open-air burning complaints, 120 fire incidents (30 of which were structure fires), 26 water/ice rescues/other rescues, 221 other responses
Per cent of career apparatus staffing levels (apparatus staffed level of four)	75%	84%	83%		<ul style="list-style-type: none"> • Career trucks staff with four continued to trend in 2025
Number of fire safety inspections completed	416 (1,347 hours)	481 (1,421 hours)	445 (1,487 hours)		<ul style="list-style-type: none"> • Staffing levels decreased in Q3 and Q4 of 2025 • Onboarding and training of a new staff inspector resulted in fewer inspections and an increase in hours compared to 2024
Number of fire investigations	10 (36 hours)	6 (96.5 hours)	4 (50 hours)		<ul style="list-style-type: none"> • All reported fires were required to be investigated to determine their origin and cause. Depending on the circumstances of the fire, investigations are completed by Georgina Fire and Rescue Services (GFRS) staff or provincial investigators


 **Trending:** indicator/measure is trending in the desired direction  **Data pending:** data is pending and forthcoming in 2024 to 2027  **Not trending:** indicator/measure is not trending in the desired direction.

Goal 2: Support a safe, inclusive and healthy community

Performance Indicators/Measures	2023	2024	2025	Trend	Comments
Number of plan reviews completed by Fire and Rescue Services	319 (154.5 hours)	185 (98.5 hours)	151 (187 hours)		<ul style="list-style-type: none"> Drivers include pre con meetings, fire safety plan reviews and other plan reviews
Number of revitalized and new accessible playgrounds	3	2	1		<ul style="list-style-type: none"> High Castle playground was removed and replaced with an accessible playground that consists of ramp access, ground mounted and elevated mounted accessible features
Enhanced health and wellness measures	data pending	data pending	see comments		<ul style="list-style-type: none"> Primary care access: 6,684 visits delivered through NYSS OHT clinics Keswick Interprofessional Care Team Clinic: 1,047 residents rostered; 4,308 visits delivered; after-hours appointments offered Children's Care Clinic: 2,376 visits delivered; evening and Saturday appointments available Mobile Health Unit: Launched July 2025; 52 individuals supported at shelters and group homes Community engagement: 684 residents reached through 22 health and wellness workshops and events, including cancer prevention and caregiver support sessions Indigenous engagement: 67 participants engaged through the Fall Harvest Celebration, including 14 members of Chippewas of Georgina Island First Nation, supporting connections to culturally safe services Cardiac rehabilitation program expansion: 37 participants enrolled in Southlake Health's Cardiac Prevention and Rehabilitation Program delivered at the Multi-Use Recreational Complex beginning September 2025; 30 active patients and 7+ program graduates; regular classes supporting recovery and long-term heart health following cardiac events




 **Trending:** indicator/measure is trending in the desired direction

 **Data pending:** data is pending and forthcoming in 2024 to 2027

 **Not trending:** indicator/measure is not trending in the desired direction.

Goal 3: Continue to invest in community amenities and spaces

Performance Indicators/Measures	2023	2024	2025	Trend	Comments
Number of new or improved local parks, recreation amenities and community spaces	30	37	28		<ul style="list-style-type: none"> • New accessible picnic tables were installed at several different locations • Upgrades to pathways, trails and parking lots to improve accessibility • New viewing areas installed at four beachfront park locations

 **Trending:** indicator/measure is trending in the desired direction  **Data pending:** data is pending and forthcoming in 2024 to 2027  **Not trending:** indicator/measure is not trending in the desired direction.

Quick Facts

38,000+ ROC visitors for the 2024-2025 winter season

55KM+ of hiking, biking and walking trails

100,000 visitors and program participants to the Link

18,437 tickets sold for 84 shows at Stephen Leacock Theatre of Performing Arts

Georgina Fire and Rescue Services

- Completed 883 Community Captains
- Reached 5,894 adults; 8,260 children and 2,235 seniors 65+, Total of 16,389 people
- Attended 60 community events








Goal 1: Celebrate and respect Georgina’s natural environment, including Lake Simcoe

Performance Indicators/Measures	2023	2024	2025	Trend	Comments
Total number of hectares of park land owned by the Town	160.21	161.61	161.61		<ul style="list-style-type: none"> No new parks were added to the Town’s inventory in 2025
Per cent increase in canopy cover	44.4%	44.4%	44.4%		<ul style="list-style-type: none"> Updated Georgina Forestry Study Technical Report in 2025
Phosphorus reduction from restoration projects in the Town	6.4 kg	Awaiting CB filters performance data from LSRCA	0.2 kg		<ul style="list-style-type: none"> Completed catch basin filter pilot, preventing 613 kg of debris and capturing 0.2 kg of phosphorus from entering Lake Simcoe over 16 months; confirmed effectiveness as a complement to traditional maintenance Delivered pilot for approximately \$85K and secured approval for Town-wide program expansion Received Healthy Water Award from LSRCA recognizing innovation in stormwater management Strengthened partnership with LSRCA through pond inspections, watershed analysis and a joint workshop advancing low-impact development and natural stormwater solutions
Capital dollars spent on improving Lake Simcoe water quality	\$26,961	\$45,000	\$50,820 CB Filter Pilot Program (2025 only)		<ul style="list-style-type: none"> The Town installed 14 catch basin (CB) filter devices in 2023 and performed routine collections of sediment and debris over the course of 18 months through 2024 and 2025. Prevented 613 kg of waste material from entering Lake Simcoe The Town is currently developing the expansion of the catch basin filter program for 2026 and 2027
Number of new and/or replacement trees planted	375	1,525	572 planted 5 replaced		
Number of environmental education and awareness initiatives coordinated by the Town	1	5	3		<ul style="list-style-type: none"> The Parks Division partnered with two local school groups to create pollinator gardens and ecosystem friendly outdoor classrooms Community tree planting event was held in October The Earth Day tree giveaway was held in April

Trending: indicator/measure is trending in the desired direction **Data pending:** data is pending and forthcoming in 2024 to 2027 **Not trending:** indicator/measure is not trending in the desired direction.

Goal 2: Support Georgina’s resilience through environmental sustainability and climate mitigation and adaptation

Performance Indicators/Measures	2023	2024	2025	Trend	Comments
Per cent of energy and water consumption reduction in Town facilities	Electricity: 4,520,467 kWh Gas: 636,387 m3	Electricity: 6,503,542 kWh Gas: 574,684 m3	data pending		<ul style="list-style-type: none"> The 2025 energy data will be available in June 2026
Number of environmental sustainability initiatives developed and implemented by the Town	10	24	40		<ul style="list-style-type: none"> The Climate Action Plan developed 69 new or enhanced actions for the Town

 **Trending:** indicator/measure is trending in the desired direction  **Data pending:** data is pending and forthcoming in 2024 to 2027  **Not trending:** indicator/measure is not trending in the desired direction.



2025 Georgina Strategic Plan Annual Report



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