



## Vision

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

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## Mission

To promote a high quality of life for our residents through exceptional municipal service, community engagement and a framework which supports a thriving economy.

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## Values

- Respect. We care about each other.
- Teamwork. Achieving our goals together.
- Excellence. Always go the extra mile.
- Communication. We are active listeners.

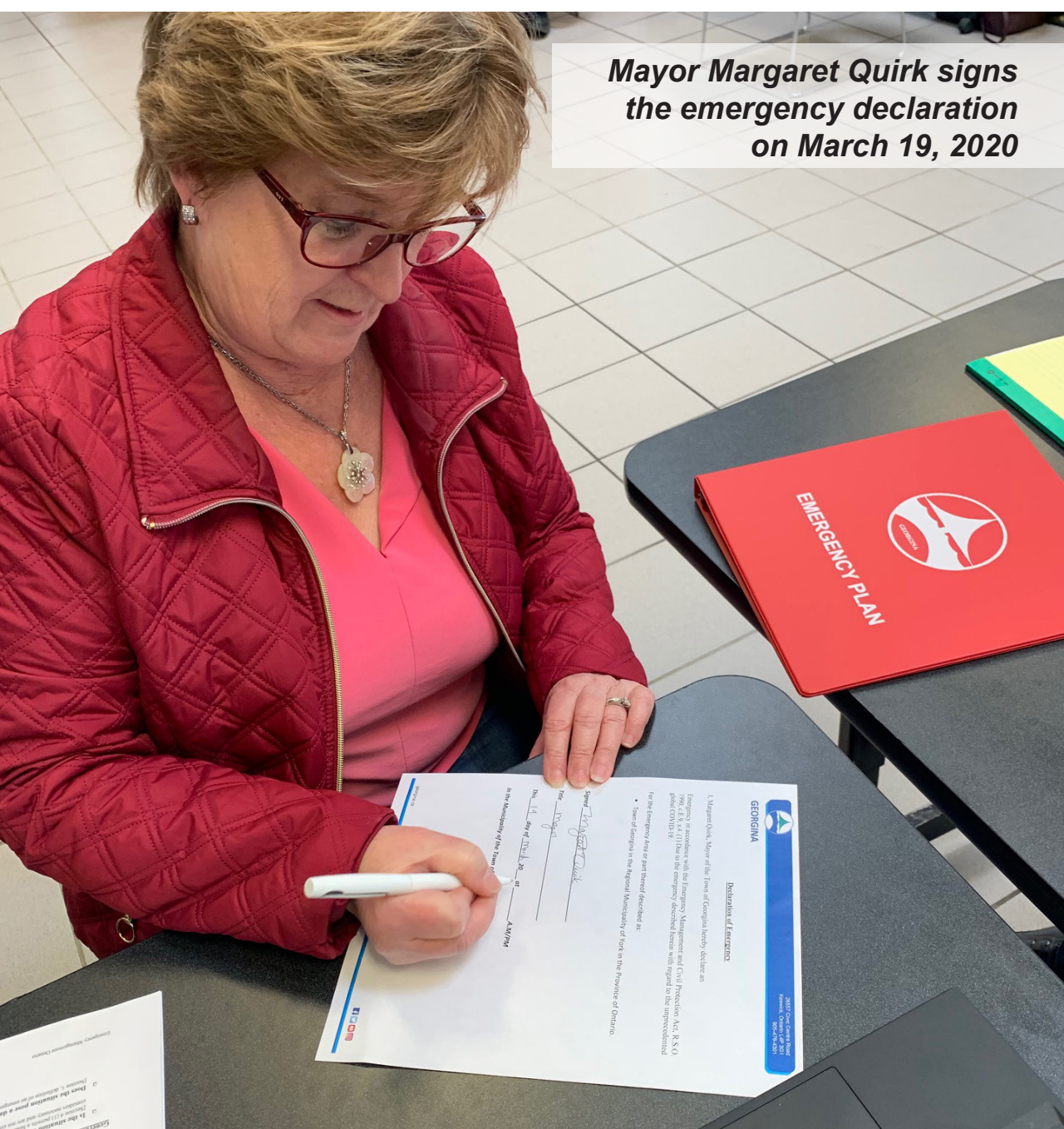


The 2020 Community Snapshot highlights the accomplishments of the past year under the four goals of the 2019-2023 Corporate Strategic Plan, aimed at achieving the vision of Georgina.





Beaches closed



Mayor Margaret Quirk signs the emergency declaration on March 19, 2020



Parks closed due to COVID-19

# COVID-19

## and the Town of Georgina

The Town of Georgina issued a declaration of emergency in response to the COVID-19 pandemic on March 19, 2020.

Placing the safety of staff and the community at the forefront, the Town responded by closing facilities, cancelling programs and redeploying staff to priority areas. The Town also moved to support residents impacted by the pandemic by offering property tax deferrals for property owners. To support transparency and accountability, Council meetings moved online and were accessible for public participation. An award-winning animated video series featuring Jack was produced to help get the message out to the community.

From communications and business support to recreation and online services, the Town worked with its municipal and provincial partners to respond and adapt to this evolving situation.

**Received** the **MARCOM International Marketing** award for the **Jack animation video series**

**Three Jack videos** with more than **26,400 views** combined

- ✓ Find out what Jack is doing to help stop the spread of COVID-19
- ✓ Jack goes to the beach
- ✓ Jack goes to the pool and Ice Palace





# Grow our economy

**\$94 million** total construction value of building permits issued

**506 building permits** issued

**\$88,860 waterfront park revenue** from De La Salle Beach and Park opening - July to October

**\$1.97 million** value of municipal infrastructure to support new development through watermain, sanitary sewers, stormwater infrastructure, roads and sidewalks

**\$308,816 in financial assistance** to businesses and not-for-profits to cover rent and costs associated with COVID-19

**65 businesses** were spotlighted through Economic Development communications channels (blogs, social, newsletters)

**122 businesses** supported through Economic Recovery Team programs - launched during COVID-19

**Two new digital books** (newsletter and Discover Georgina Guide) reached 8,000 people. Two, 16-page newsletters distributed to all Georgina businesses.

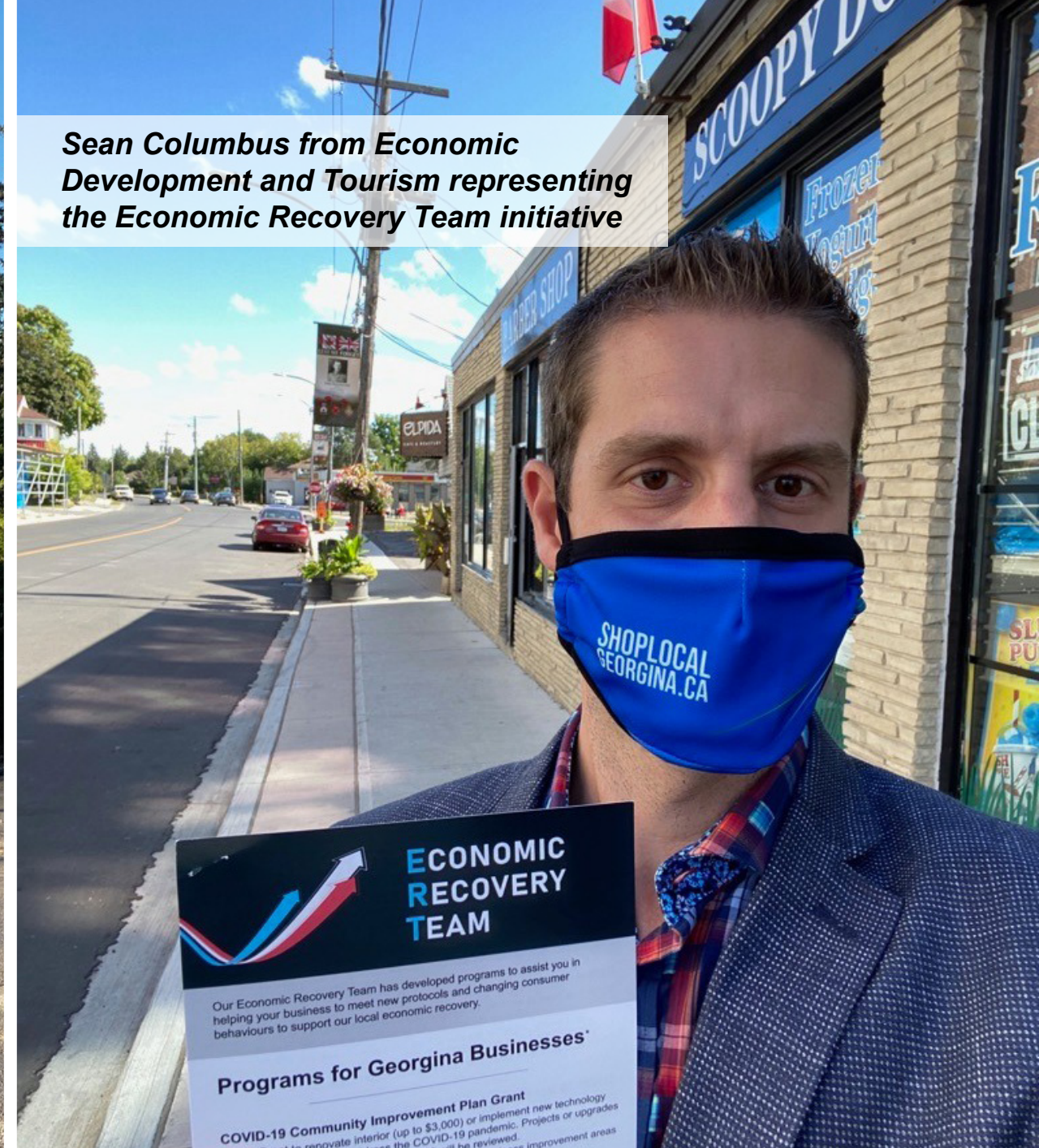
**Business and Investment Tool** (online dashboard) launched in January 2020 helping businesses and investors access the information needed for growth in Georgina.

**Pivot Planning Squad** launched in October 2020, to assist with recovery efforts, assisted 21 local businesses with one-on-one consultations to provide marketing support and link them with available programs.

**GROW** | Promote | Engage & Build | Deliver



*Sutton watermain infrastructure work*



*Sean Columbus from Economic Development and Tourism representing the Economic Recovery Team initiative*



*Construction underway on the new GTTI training facility*





# Promote a high quality of life

**First-ever virtual Town Halls** with York Region Medical Officer of Health live on Facebook

**May 21-** 2,400 views

**Oct. 1 -** 1,500 views

The **Pefferlaw Fire Hall** project is now complete

**3,000+** winter visitors to the ROC prior to its closure due to the COVID-19 pandemic

**330,721 total** books, movies and online items circulated through Georgina Public Library

**16,291 active** library members

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

**250 trees** planted

**124 virtual home visits** through Georgina Fire and Rescue Services Home Safe Home Program to check smoke and CO alarms

**2,123 fire service responses** including fire-related and rescue calls, motor vehicle collisions and medical responses

**7 public education videos** with public safety messages — promoted through [georgina.ca/fire](https://georgina.ca/fire) and the Georgina Fire and Rescue Services Twitter account



*Snowboard Development Day at the ROC*



*Pefferlaw Fire Hall*

## Virtual Town Hall with York Region's Medical Officer of Health



*Mayor Margaret Quirk and Dr. Karim Kurji, Medical Officer of Health for York Region*



# Engage our community and Build partnerships

**Supported** community engagement through surveys and virtual public input sessions

- ✓ Keswick Secondary Plan Review (KSPR)
- ✓ Waterfront Parks Master Plan
- ✓ 2021 Budget
- ✓ Sign By-law review

**22,000+ followers** for Facebook, Twitter, Instagram and LinkedIn — **17% increase** year over year and a 43% increase on Instagram

**1.2 million views** at georgina.ca — **8% increase** over 2019

**225 new** eNews subscribers — **20% increase** year over year

**11,874 participants** registered in Recreation programs, both virtual and in person, and drop-in park programs

**28,691 visitors** and program participants to the Link — 4,000 virtual participants

**Field to Table** — Virtual farm tour Facebook event reached more than 35,000 people and received 570 event responses — winner 2020 Festivals and Events Ontario award

## New COVID-19 initiatives

- ✓ 150 Suitcases of Summer
- ✓ 295 Halloween boo bags
- ✓ 100 Holiday Advent-ure kits

## Re-imagined events to bring to residents

- ✓ Virtual Canada Day — 400 participants over the course of a 4+ hour event
- ✓ Virtual One Dark Night Halloween event — two-day event — 39 enthusiastic participants
- ✓ Drive-thru Parade of Lights at the ROC — 1,000 vehicles and approx. 3,712 people — winner 2020 Festivals and Events Ontario award

Grow | Promote | **Engage and Build** | Deliver

Drive-thru Parade of Lights



Halloween boo bag distribution



Bonnie Park, Jackson's Point



Aerial shot of De La Salle Beach





# Deliver exceptional service

**Purchased** a Fire and Rescue Services drone and certified two inspectors as Remotely Piloted Aircraft Pilots

**135,000-litre underground fire tank** was installed at the Udora Community Centre to help Georgina Fire and Rescue expand firefighting capabilities for Udora and the surrounding community

**54 times** snow plows hit the streets and cleared them

**2,900 service requests** completed

**Launched** the new online services page at [georgina.ca/OnlineServices](https://georgina.ca/OnlineServices)

**12.15 metric tonnes** diverted from landfill through scrap metal and blue bin programs

**17.5KM** of road resurfaced

**90 culverts** replaced

**6,300 metres** of ditching completed

**51 roadside signs** used to communicate COVID-19 updates and Town-led initiatives

**5,000 drinking water samples** analyzed from our distribution systems

**85 marriage licences** issued

**17 weddings** officiated

**166 animals went home**, 59 pet transfers, 65 pets adopted — Approximately 51 cats and dogs reunited with owners without going into the shelter through sharing lost and found reports on social media



*Town completing ditching reconstruction throughout Georgina*



*Two Fire and Emergency Services inspectors certified as Remotely Piloted Aircraft Pilots*

## Online Services



[Home](#) / [Online Services](#)

**New online services page at [georgina.ca](https://georgina.ca)**

Whether you want to pay, apply, find or connect, we are making it easier for you. We will continue to make more services available for your convenience through 2021.

### Pay



[Dog Licences](#)  
[Parking Ticket](#)  
[Recreation Programs](#)

### Apply



[Bids and Tenders](#)  
[Building Permit](#)  
[Burn Permit](#)  
[Business Licence](#)  
[Careers](#)  
[Marriage Licence](#)  
[Resident Parking Passes](#)

### Find



[Recreation Information](#)  
[Road Closures](#)  
[The ROC](#)  
[Waste and Recycling](#)

### Connect



[Contact Us](#)  
[Council Meetings](#)  
[Covid-19 Updates](#)  
[Georgina Public Library](#)  
[Senior Services](#)

[More Services](#)



*New underground fire tank installed in Udora to help Georgina Fire and Rescue Services*



*Hulk*





Photo taken 2019



Georgina residents sharing how they virtually celebrated Canada Day with us



Georgina Fire and Rescue Services safety bags

# 2018-2022 GEORGINA TOWN COUNCIL

**Back row:** Regional Councillor Robert Grossi, Ward 5 Councillor Dave Harding, Ward 2 Councillor Dan Fellini, Ward 1 Councillor Mike Waddington

**Front row:** Ward 4 Councillor Frank Sebo, Mayor Margaret Quirk, Ward 3 Councillor Dave Neeson

Connect with us



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



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Accessible formats or communication supports for this document are available upon request.

Please contact Communications at [communications@georgina.ca](mailto:communications@georgina.ca) or 905-476-4301.