



We're
Better Together

Vision

The Jewel of Georgian Bay, a sustainable community focused on opportunity, growth and healthy living.

Mission

To listen to our residents and collaborate with our neighbours to deliver excellence and quality services that lead Parry Sound to a prosperous, healthy and sustainable future.

Values

The Town of Parry Sound is committed to its five corporate values. These values guide our decision making, our actions and our interactions. They are a foundation for our culture. They “CHART” a course for our future success.

-  **C** Collaboration
-  **H** Honesty
-  **A** Accountability
-  **R** Respect
-  **T** Transparency



Town Council Meeting

Top row, left to right: Top row, left: Roger Burden, Mayor Jamie McGarvey and Paul Borneman. Middle row, left to right: Brad Horne, Vanessa Backman and Doug McCann. Bottom row: Bonnie Keith.

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New Council, New Ideas

I am pleased to present you with the 2019-2020 Annual Report, which reflects upon a year of progress, transition and growth for the Town of Parry Sound. This was the first year of the new Council, and with it came fresh perspectives on how the Town should move forward.

The public, Council and staff worked on a new Strategic Plan to guide the municipality and set priorities. Priorities included producing more

energy from sustainable sources, expanding existing businesses and nurturing new ones, and finding ways to create more attainable residential housing opportunities.

The seven (7) West Parry Sound Area Municipalities and the First Nation Communities of Wasauksing and Shawanaga submitted a joint grant application for a Recreation and Culture Centre to serve the area under the Federal/Provincial ICIP grant program. If successful, the

\$32 million project could receive 73.3% Federal/Provincial funding.

We look forward to working with you in the upcoming year, advancing the goals set out in the Strategic Plan and continuing to build Parry Sound.

Sincerely,



Mayor Jamie McGarvey



Our Mayor prides himself on being accessible to the community. Here he is chatting with a local resident.



Solution-oriented. Our first-ever Housing Summit focused on solutions for Parry Sound's housing shortage.

Getting Results. Following the Housing Summit, Council amended the existing Zoning By-law to allow for more secondary suites.

Supporting More Housing Options

Increasing local housing supply is a top priority. In 2019, your Council worked towards ensuring a greater supply and range of attainable housing no matter one's financial situation.

First Regional Housing Summit

The focus of our first-ever Housing Summit, hosted in April 2019 by the West Parry Sound Regional Economic Development Collaborative and The Labour Market Group, highlighted a double-edge sword of low supply and high demand. (The West Parry Sound Regional Economic Development

Collaborative represents the seven municipalities of West Parry Sound.)

The Housing Summit drew community leaders, developers, builders, municipal representatives, government housing agencies, real estate representatives, landowners, planners and seasonal employers to create a common understanding of the various dimensions of the housing shortage, and to discuss and explore

barriers and creative solutions for increasing attainable housing and rental accommodation. Following the Housing Summit, Town Council reviewed its Zoning By-law to look for avenues to create more housing opportunities. As a result, Council amended its Zoning By-law to expand the areas within the Town where secondary suites will be permitted.

By The Numbers: Building Parry Sound in 2019

| | | | | | | | |
|---------------------------------------|--|--|------------------------------------|--|--|---|--------------------------------------|
| Number of Residential Units Approved: | 117 | Number of New Best Western Plus Hotel units: | 9 | Number of units at Gardens of Parry Sound extension: | 43 | Number of Major Development Applications: | New |
| 107 | Number of Building Permits Issued (Construction value of \$16,502,113) | 93 | Number of units at 9 Church Street | 60 | Number of The Lighthouse condominium units | 5 | Ontario Provincial Police Detachment |

6

Businesses receiving support through the Town's Façade Improvement Program:

- Maurizio's Pizzeria
- Parry Sound Insurance
- Georgian Bay Software
 - White Squall
 - FAD Architects
- The Gibson Gallery



Site preparation for Phase 2 of the Hall Construction subdivision Thunder Creek began in 2019. Shortly after the Housing Summit, the owner "up-zoned" the subdivision to medium density residential. The subdivision is located at the end of Winnifred Avenue behind the Parry Sound High School.



Planning for the future. The Town is putting pieces into place to develop the waterfront.

Developing *the* Waterfront

Embodied in the Town's Strategic Plan is to take action to develop the waterfront as a year-round people gathering place. Development will be anchored by the popular Stockey Centre for the Performing Arts, the Bobby Orr Hall of Fame and Big Sound Marina.

What's Happening By the Bay?

Big Sound Marina

The Town of Parry Sound's acquisition of Big Sound Marina's water lot from the Federal Government was completed in 2019. It complements the Big Sound Marina mainland property already in the Town's ownership. The purchase of the water lot adds another important piece that will allow the Town to assemble the properties needed to facilitate a comprehensive vision for the redevelopment of the

waterfront. The Marina's floating breakwater and Dock "C" were in failing condition, approved for replacement and substantially funded through the Federal government.

MNRF/OPP/Service Ontario — 7 Bay Street

For several years, the Town has been in discussions with the Province regarding the redevelopment of the Town's waterfront. This past year saw a major step with the Ontario Provincial Police detachment move from their location at 7 Bay Street, beside Big Sound Marina, to their

newly constructed headquarters at 1 North Street near Hwy 400. After sharing the Bay St. address with Service Ontario and the Ministry of Natural Resources and Forestry for a number of years, the building no longer met requirements for police operations. We are very pleased that the detachment and the employment remained in the local community. The new West Parry Sound OPP detachment building is 17,000 sq. ft. with five holding cells and high-tech security features.

Partner to Diversify *the* Local Economy *and* Promote Parry Sound

Welcoming the World — In 2019, the Town welcomed investors and business executives from Italy, Ukraine, China, USA, Belarus, Turkey and Pakistan as well as the GTA for a number of Familiarization (Fam) Tours of our beautiful Town. They came, they saw and some decided to invest their future in Parry Sound.



Let there be Construction (and Jobs, and Accommodation)

Thanks to the Fam Tours, the ECO Development Group purchased three lots in the Parry Sound Industrial Park and started construction of a Cross Laminated Timber (CLT) prefab house manufacturing plant, the first such plant in Northern Ontario. The plant will employ 22 workers and is expected to begin production by fall of 2021. ECO Development also purchased a lot at 9 Church St. for construction of a 5-storey CLT building designed by KREOS. The contemporary-style building will have nine apartments, a main floor showroom and is scheduled to open mid-summer 2021. KREOS will also design ECO Development's new mixed-use building to be built at 7 McMurray St. in 2022.

Cruising Into Parry Sound Harbour

Our cruise ship industry is growing and bringing business to Parry Sound! Over the summer of 2019, it was hard to miss the towering Great Lakes luxury liners *Pearl Mist* and *Le Champlain* berthed at our docks at the foot of Bay St. The cruise ships visited our Town 12 times, bringing about 2,300 passengers and crew. Passengers strolled downtown for meals and shopping and enjoyed sightseeing and outdoor excursions. In September 2019, the Town hosted representatives from Switzerland-based Viking Cruises. Their new expedition ship, *Octantis*, will grace our waterfront in the future. Due to Covid-19, cruise operators on the Great Lakes did not sail in 2020 but have confirmed their stops in Parry Sound for 2021.



A Day of Search and Rescue

On February 8 and March 22, the Town's Economic Development Office hosted a Day of Search and Rescue. Teams from Parry Sound, Carling, McDougall and Seguin took to the ice for equipment demos while inside the Stockey Centre a total of eleven rescue equipment manufacturers held a trade show. The event showcased two local manufacturers, Connor Industries and AirRider Hovercraft. The SHERP, an all-terrain off-road and on-water ATV, was on hand. It's currently manufactured in Ukraine; however, SHERP has expressed interest in locating their North American production plant in the Parry Sound Industrial Park.





Opportunities run deep. Parry Sound has long been known for scenic day cruises. In 2019, we saw significant growth in the overnight cruise ship industry, which was good for our local businesses. We expect to get back on track in 2021.



Waubuno Beach, located right in town on the sandy shores of Georgian Bay, is a popular place to swim, play and relax.

Your Everything

We know Parry Sound is a fabulous place to live, work and play. During 2019 and into 2020, the Town worked hard to make it even better.

Diving into Recreation and Culture

Since September 2019, there has been significant progress in having the long sought-after West Parry Sound Area Recreation and Culture Centre become a reality. When realized, the 48,000 sq. ft. public facility will have a variety of programming such as a multi-lane pool, therapeutic pool, fitness studio, indoor track, program rooms and more. This is a joint project of the municipalities of Seguin, McDougall, the Archipelago, Whitestone, Parry Sound, McKellar

and Carling, and the Wasauksing and Shawanaga First Nations.

Bienvenue!

Parry Sound welcomes the French elementary school *École publique aux Quatre-Vents* which opened in 2019 and moved into a more permanent location in the Parry Sound Mall in 2020. By becoming a community where it is possible to learn and live in French, Parry Sound offers prospective employers and employees a rich cultural and social lifestyle that's unique among municipalities.



Enriching minds, and community. French schools are good for our Town's cultural and economic vitality.

The bilingual potential offered by the school becomes an important asset for the cultural and economic vitality of the municipality.

“The planning, development and realization of the West Parry Sound Area Recreation and Culture Centre is a defining moment as we become a collective of communities that truly address all the social determinants of Health,” said Mr. Sanderson. **“Providing a facility where minds and bodies may be nurtured and sustained will enhance the health status of everyone who calls West Parry Sound home. As one of the area’s largest employers, the Centre will assist all employers in the retention and recruitment of an exceptional workforce, enhancing the work life balance and reducing the burden of illness for all our team members. It will bring new people and resources to this remarkable place we are privileged to call home.”**

— Donald Sanderson, Chair of the Wellness Centre and Pool Committee and CEO for the West Parry Sound Health Centre and Lakeland Long term Care Centre.

Recognizing Achievements *and* Community Spirit

Awards For Our Amazing Community Members — Parry Sound is very fortunate to have so many talented individuals and groups of people dedicated to helping others in their community. Our annual awards celebrate the accomplishments of these outstanding citizens.

Town Civic Scholarship Award

Council's Scholarship Committee recommends the award of an annual \$500 scholarship to an exceptional post-secondary student from Parry Sound. In 2019, Council awarded the scholarship to Nicole Babcock-Ritchie. Nicole is completing two programs in the Queen's University School of Kinesiology and Health Studies, a Bachelor of Arts (Honours) with a major in Health Studies and a Certificate in Physical Activity and Disability.

Order of Parry Sound

Peter Istvan was awarded the Town's highest honour in 2019. During his tenure as Canadore College's campus manager, Peter nurtured the academic success of students and brought in new programs including the Parry Sound Area Community Apiary and Sweet Honey Festival.

Bobby Orr Youth Awards

The annual Bobby Orr Youth Awards celebrate youth contributions in West Parry Sound across five age categories. The 2019 award winners are:

Up-and-Comers

Ella Fritz, Payton Rutledge, U6 and U8 Parry Sound Stingers Basketball Team

Grades 7 and 8

Ella Beaucage and Keilan Emmans

Grades 9 and 10

Kendra Hamer and Ryder Pickles



Bobby Orr, and on the far right, Doug Gilmour, stand with Adam Quinn and Emma Sypulski, recipients of the 2019 Bobby Orr Hall of Fame Scholarship, which is sponsored in part by Doug Gilmour.



These are the nominees for the 2019 Bobby Orr Hall of Fame Celebrating Youth Award, pictured with Bobby Orr.

Grade 11

Marra Buchanan and David Grottoli

Grade 12

Adam Quinn and Emma Sypulski

My Parry Sound

The My Parry Sound program was launched internally by the Town to foster team spirit and pride in the community through a friendly photo competition. A total of 56 photos were received. The Wellness Committee announced winners in each of the five categories in December 2019.

Parry Sound Founders Circle

In October 2019, the Town was the first Founder to join the Parry Sound Founders Circle, a group of 34 successful business and community leaders who believe entrepreneurship and innovation are essential to meaningful local growth and sustainable development. Each founder contributes \$1,000 towards no-strings attached financial support for up-and-coming ventures through a competitive award program, as well as opportunities to network with established mentors.



Value *for* Your Tax Dollars

The financial stewardship by the Town continued to provide Parry Sound’s property owners with value for their property tax dollars this past year.

Powerful Merger

Parry Sound residents continued to benefit as a result of Council’s decision in 2014 to merge Parry Sound Power with Lakeland Power. According to Lakeland Holding statistics from May 2019, this included the following *decreases* in distribution rates to the former customers of Parry Sound Power:

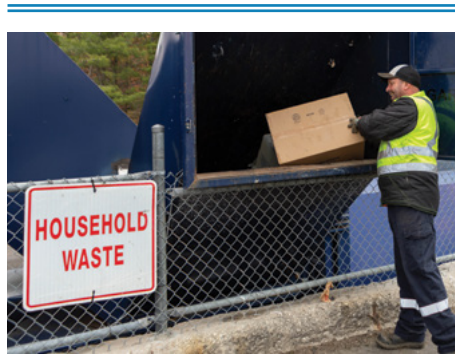
Residential: 16.2 percent
(\$6.55/mth. or \$79/yr.)

Small business: 15.33 percent
(\$11.11/mth. or \$133/yr.)

Medium-sized business: 18.69 percent
(\$113/mth. or \$1,367/yr.).

Fiscal Responsibility

Through Council, the Town provides a variety of services to the residents of Parry Sound and some services to the surrounding area. The Town takes the management and stewardship of public funds seriously. This involves managing costs, applying best practices and looking for revenue sources other than taxation to fund the Town’s operations. Benchmarking against other municipalities and internally tracking year over year performance is an important management tool. Along with 109 other municipalities, the Town participates in an annual benchmarking study that tracks key performance indicators and provides comparative information for similar municipalities.



The new garbage compactor at Parry Sound’s waste transfer station reduced landfill trips to once a month instead of weekly, saving the Town about \$6,000 annually, and reducing the environmental impact.

The following are examples of key performance indicators that illustrate how the Town is performing relative to its comparator municipalities:

| | Town of Parry Sound | Municipal Average |
|-----------------------------------|---------------------|-------------------|
| Sustainability | | |
| Net Financial Position per capita | \$ 962 | \$ 517 |
| Financial Flexibility | | |
| Reserves per capita | \$1,646 | \$ 758 |
| Debt Charges per capita | \$ 837 | \$ 509 |
| Vulnerability | | |
| Outstanding Property Taxes | 4.2% | 7.7% |

Although the Town has more debt per capita than municipal comparators, we rank favourably with our net Financial Position per Capita, Reserves per Capita and Outstanding Property Taxes.

Balancing and Sharing Infrastructure Costs

In 2019, Council passed a Local Service Policy that requires developers to fund the portion of infrastructure improvements required to service and support their development. The Local Service Policy ensures that those who benefit from the infrastructure improvements share in the costs.

The Town is also undertaking a Development Charge Background Study. The objective of the study is to determine what infrastructure improvements are required to support the growth forecast. Based on that analysis, Council will have the option of creating a development charge applicable to new residential and non-residential growth.



Better Together. Thanks to the Parry Sound Power and Lakeland Power merger, residents are receiving reduced distribution rates. Image: Cascade Street Generating Station.

Pride *in* Service

Under the Municipal Act and numerous other pieces of legislation, the Town provides a broad range of services to businesses and residents, from issuing building permits, plowing streets and sidewalks, responding to emergencies, providing safe and reliable drinking water... and much more.

Cheers to Fresh Water!

One of the Town's most vital services for residents is Drinking Water Quality Management. The Town's policies and procedures follow the Province's strict Drinking Water Quality Management Standards. In 2019, there was a surprise inspection by the Ministry of the Environment, focused on the inspection of Town's

water quality. The inspection included a tour of the water treatment plant, Bowes St. Tower and the Church Street booster station. The result? Our system received a rating of 100 percent! So, pour yourself a glass from the tap and chalk up another reason to be #ParrySoundProud.



A+ for H2O. The Ministry of the Environment gave us 100% for the quality of our drinking water.

Municipal Excellence Award

The West Parry Sound Geographic Network web-based GIS application/portal won a 2019 Excellence in Municipal Systems Award from the Municipal Information Systems Association (Ontario) for excellence in technology. On hand to accept the Award was the Township of Archipelago, the Township of Seguin, and the Town of Parry Sound.



Installation of a new ice surface at the Bobby Orr Community Centre was the final part in the overhaul of the rink's 45-year-old ice pad and piping system. The project was completed on time and on budget. This photo of Angela Lonsdale won first place in the Home Town Proud category of the My Parry Sound photo contest.



Peek Behind *the* Curtain



Shout-out to exceptional employees! Third from left: Rob Beaumont, our Manager of Revenue & Taxation; is also a Director of the OMTRA board.

The public benefits from the results, but only those working behind the scenes at the Town of Parry Sound know how much goes into achieving the Town’s strategic objectives.

Lobbying the Province

Getting rid of red tape

Council successfully lobbied the Provincial government for the authority to approve Official Plan amendments locally, without requiring Provincial approval. By putting decision making in the hands of Council, timelines and uncertainty will be significantly reduced.

Strategizing for the future

The Provincial property at 7 Bay St. is central to the redevelopment of the waterfront. Council is actively working to get the various Provincial Ministries to declare the property surplus. Currently, the Ministry of Natural Resources and Forestry (MNR) and Service Ontario provide services out of this facility. At the same time, Council is very mindful of the importance of maintaining services and employment locally.

Mayor McGarvey Punches Above His Weight

As President of the Association of Municipalities of Ontario (AMO) from 2018 to 2020, Parry Sound’s Mayor Jamie McGarvey has made a mark on municipal/provincial relations and accomplished key initiatives, including one that is of particular concern here in Parry Sound: affordable housing. In an AMO letter lauding the Mayor, a Housing Task Force paper titled, *Fixing the Housing Affordability Crisis: Municipal Recommendations for Housing in Ontario*, was cited as an example of his leadership in this space. He was also instrumental in successfully securing \$4 billion in federal/provincial financial assistance to counter the COVID-19 economic impacts on Ontario municipalities, and convinced the Premier not to cut OMPF grants to municipalities, in 2019 the Town received \$1.8 million.

Employee Spotlight

Rob Beaumont helps raise Parry Sound’s profile thanks to his position as Director on the Board of the Ontario Municipal Tax and Revenue Association (OMTRA), the professional organization for the province’s municipal tax and revenue collectors. Rob, who has more than 30 years with the Town, is our Manager of Revenue & Taxation, and was re-elected by the OMTRA Board for the 2020/21 year.

Caitlin Dyer (pictured on the right) was appointed Vice President of Communications for the Canadian Association of Sport Heritage (CASH) in 2019. This represents a tremendous opportunity to learn from others, while showcasing the Town of Parry Sound. Caitlin is the Curator of the Bobby Orr Hall of Fame and joined the Town in early 2018.

Friends in high places. Mayor Jamie McGarvey is pictured with Prime Minister Justin Trudeau holding “My Parry Sound” t-shirts.



“As a municipality we encourage and support staff members becoming involved in their professional associations. It’s an opportunity for staff to gain experience and build relationships in key areas of the municipal sector.”

— CAO Clayton Harris



BOBBY ORR
BOBBY
BY STEVE

Parry Bound



Reducing Our Impact *on the* Environment

In 2019, Parry Sound took a huge step towards our goal of becoming Canada’s first Net Zero community, one that creates as much energy as we use. With the Federal Government’s July announcement of \$2.9 million for the SPEEDIER electric grid project, consumers became partners in the protection of our environment and strengthening our economy.

A SPEEDIER Solution

In 2019, the Town partnered with Bracebridge Generation and Lakeland Power in the Smart, Proactive, Enabled, Energy Distribution-Intelligently Efficiently and Responsive (SPEEDIER) smart grid project, which will see a steadier stream of power for households, businesses and manufacturers. SPEEDIER includes the solar panel



The SPEEDIER announcement

“We are excited to be implementing our SPEEDIER innovation project within the Town of Parry Sound, which will see future energy sources elsewhere connecting to electrical grids.”

— Chris Litschko, Chief Executive Officer, Lakeland Holding Ltd.

project next to the former landfill site off MacFarlane St. More than 200 solar panels will generate the equivalent power of 70 Canadian households annually with a goal to offset the energy load in Town facilities. Solar panel installation will be completed by December 2020. A Tesla Battery Energy Storage System (BESS) will also be installed at the solar panel site to collect energy in off times and release it in the energy-hungry late afternoon and early evening hours.

ICECAPing Greenhouse Gases

As a member of the Federation of Canadian Municipalities (FCM), Parry Sound is reducing greenhouse gas emission levels through the Partners for Climate Protection program. In February 2019, ICECAP (Integrated Community Energy and Climate Action Plan) was co-founded by the Town and the Georgian Bay Biosphere Reserve to help communities identify and decrease emissions by setting goals and taking action. Several area municipalities and First Nations communities have joined ICECAP with more expected to sign on.

Helping the Environment at Home and at Work

To manage electrical loads and reduce energy consumption, some local residents and businesses in the SPEEDIER micro-grid test area volunteered to install hot water tank controllers. Hot water tank controllers will allow Lakeland Power to reduce energy consumption at peak times if there are constraints on the amount of electricity. Water tank controllers were also installed at the Town’s Transfer Station, Wastewater Treatment Plant and Operations Building, along with a Tesla Powerwall. Ten Tesla Powerwalls, large batteries that economically charge during off-peak hours and consume power on-peak, and Level 2 vehicle-charging stations, were also fitted around the community.



Hot idea! The solar field project, pictured here and on the opposite page, is part of the SPEEDIER smart grid project. More than 200 solar panels will help offset the Town’s energy load, and provide a steadier stream of power to local households.





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