

**Mayor's Message:**

2005 will be an exciting year in the Town of Innisfil. We will be proceeding with the finalization of the design for the new recreation complex with input from our user groups and the public; construction should begin sometime in 2006. As we move forward, a major community fund-raising initiative will begin to support this project. I look forward to the support of the community in this important initiative.

As our municipality grows, land use planning is a key element in determining what the Town of Innisfil will look like in the future. Council and Administration will be undertaking an Official Plan Review in 2005 and the public's input is vital to ensure that the Town's growth reflects the type of lifestyle that is desired. Please watch the newspapers and our website for opportunities to provide your comments that will help develop our future.

Be active in your Community. There are many groups and organizations that are working to make Innisfil a great place to live and work. Become involved and join a club, group or committee. It is extremely rewarding to be an active volunteer.

Have a safe and enjoyable spring and summer. Please mark Pitch-In Day on your calendars and help keep our environment and Innisfil clean and tidy.

Emergency Management Update: As of January 1, 2005, the Town of Innisfil's new Emergency Response Plan is in place with the completion of the Essential Level, as mandated by the Provincial Government. During 2005, the Emergency Management Program Committee will continue to enhance the plan to ensure that we are well prepared for all emergencies. We will begin to develop partnerships with different community groups such as commercial, industrial, schools and churches—just to name a few. The new Emergency Response Plan will be made available on the Town website, and hard copies will be available for viewing at all branches of Innisfil Public Libraries at the Municipal Offices.

The Emergency Management Coordinator is Deputy Fire Chief Jim Ferry. If you would like more information or if you would like him to speak to your group or organization about Emergency Preparedness please contact him at (705) 436-2763 during regular business hours Monday to Friday.

2005 Interim Property Tax Bill: By now everyone should have received their 2005 Interim Property Tax Bill, which was mailed out in late January. The interim bill represents 50% of your annualized 2004 final taxes and is due in two installments. The first installment was due on Monday, February 28th, 2005 and the second will be due on Thursday, April 28th, 2005. If you are planning to make these payments electronically through your financial institution, please do so 2-3 business days prior to the due dates to ensure your payment reaches the Town in time. If you make use of the Cookstown Drop-box to make payment please remit 4-5 business days prior to the due dates. Post-dated cheques for all due dates can be sent to the Town at any time to be processed on the date you have selected. All payments received subsequent to the due dates are liable for late payment penalty at the rate of 1¼ % of the amount due.

If you have recently moved or are new to Town, you should be aware that failure to receive a Property Tax Bill does not relieve the owner's responsibility for payments due nor liability for penalty and interest charged. If you have not received your Property Tax Bill, please contact the Financial Services Department immediately. All requests for a change of mailing address should be submitted in writing. To assist with this exercise, the Town's website has a "Change of Address" form available which you can complete and submit to Financial Services via fax, mail, e-mail or drop-off.

Finally, please be advised that the due dates for your 2005 Final Property Tax Bill will be changing. Historically, the due dates have been at the end of July and September for the Residential, Farm, Managed Forest and Pipeline property tax classes. Effective for 2005, the due dates for these property tax classes will be changed to the end of June and September. The exact due dates for June and September will be determined and announced in the future.

Parks and Recreation: Attention all clubs, groups and organizations. If your executive listing or contact people are/or have changed for the year 2005, please provide us with the updated information.

New eServices: Innisfil is launching some exciting electronic services. In addition to the Parks & Recreation electronic program registration, launched last year, online information about Facility Availability and Assessment Inquiries has been added to the Town website. In the next few months we will be introducing an Account Inquiry tool for both tax and utilities (water and sewer only) accounts. Watch the website at www.innisfil.ca for more information.

Waste Management: The County of Simcoe is responsible for all Waste Management (Garbage, Recycling & Special Collections) within Innisfil. All enquires and concerns **must** be directed to the County at 705-735-6901, or for those in the 775 exchange, 1-800-263-3199. The County has issued a waste management calendar. If you did not receive one, please contact them or visit the Town office.

Animal Control: The phone number for animal control is **705-431-2882**. Please note that there is a fine for dogs caught running at large as well there is a fine for animal owners that choose not to clean up after their pet.

OTHER NEWS

Economic Development Committee: Business Attraction Initiative: The municipalities of Adjala-Tosorontio, Essa, Innisfil and New Tecumseth, in partnership with Nottawasaga Futures, have joined together to market the South Simcoe area as the ideal place to establish a business. Elected and appointed representatives from each of the four municipalities have formed a dynamic committee and have been meeting regularly over the past two years to create a branding and marketing strategy to attract industry and increase local employment opportunities in the South Simcoe area. The committee has selected the name South Simcoe Economic Alliance to market the area and have developed marketing materials, including an exciting new website, www.southsimcoeca.ca.

The foundation piece of this attraction strategy is the completion of a competitive analysis of the area. Urban Metrics Inc. completed a review of the area and prepared a competitive analysis report outlining the strengths, weaknesses, opportunities and threats facing South Simcoe as it competes for investment in the global marketplace. The report further identified three industrial sectors as being the most suitable for the communities. The identified sectors are food processing, plastics and manufacturing. With this information now determined, the South Simcoe Economic Alliance can move forward with a strategic marketing campaign targeting those industrial sectors that South Simcoe can support and be most successful in attracting. A copy of the full competitive analysis is available at each public library within Adjala-Tosorontio, Essa, Innisfil and New Tecumseth.

17th Best Area for Business: *Canadian Business* ranked Innisfil, Springwater and Barrie the 17th best area for business. *Canadian Business* used the following criteria to rank the most advantageous places in Canada to set up shop:

- 1) Variable Operating Costs: including payroll and benefits based on representative mix of 250 corporate offices, technical and administrative support personnel, amortization over 25 years of the construction costs on a 35,000 square foot mid rise office space and local property taxes, electric power costs and travel costs.
- 2) Cost of Living Index, using Toronto as baseline of 100.
- 3) GDP Growth, for 2004 was compiled using data from the conference board of Canada.
- 4) Unemployment Rates come from Statistics Canada and Local Governments.
- 5) Crime Rate per 100,000 people; provided by Stats Can.

UPCOMING EVENTS

Canadian Cancer Society, Innisfil Branch is hosting a Daffodil Tea on Wed. Mar. 30/05 at the Wheel in Sandy Cove Acres from 2:00 – 4:00 pm. For more information call Lillian at 705-436-1060 or Joyce at 705-726-8032.

St. Peter's Anglican Church in Churchill is having their Ham dinner and Silent Auction on April 7th. Dinner is from 5-7 p.m. Costs: Adults \$12, Children under 12 \$6. The Silent Auction will follow. Please call Maggie for info on the dinner at 705-456-7293 and Myrlene at 705-456-6731 about the auction. Everyone is welcome to attend.

Communities in Bloom the Town of Innisfil was invited to enter the 2005 National Competition; a significant achievement for the Communities in Bloom Volunteer Committee. The Committee has decided to remain at the Provincial Competition level for 2005. The Garden Gala, a fundraising event for Communities in Bloom will take place on April 14, 2005 at the Stroud Innisfil Recreation Complex. Tickets (\$10 each) are available from Committee members. Support the beautification of your Town and enjoy a fun-filled evening. For more information visit: www.innisfil.ca/bloom.

17th Annual Lake Simcoe Region Conservation Foundation's Fundraising Dinner will be held Fri. Apr. 15/05 at DiNardo's Banquet Hall in Aurora. Tickets (\$100 each) are available by calling 905-967-0112 ext.310. The event begins at 6:00 pm followed by a silent auction and raffles. Following dinner there will be a live auction featuring local artists, and outdoor merchandise. Enjoy a fun filled evening which supports a great cause – the Environmental Health of Lake Simcoe.

South Simcoe Theatre Productions “Carnival the Musical”, April 14 – May 8, 2005 and “Deathtrap”, June 9-26, 2005. For further details on these and other productions please visit www.southsimcoetheatre.com.

Innisfil's Pitch-In Day May 7, 2005. Everyone is invited to help keep Innisfil clean. For further details contact Kim Creamer at 705-436-3710 or email pitch-in@innisfil.ca or visit our website at www.innisfil.ca under “What's New”.

Gilford & District Lions Club, Mother's Day Breakfast at the Gilford Community Hall. Remember our Victoria Day Fireworks Sale. For information call John Hamilton at 705-456-3008. Hall rentals call Brenda Cyxmer at 705-456-4181.

National Access Week May 28 to June 4, 2005. The Innisfil Accessibility Advisory Committee (IAAC) would like you to be aware of citizens with disabilities, and the challenges they face on a daily basis. The IAAC's mandate is to identify and remove barriers. They need your input and feedback. Contact Margaretta Papp-Belayneh, IAAC Chair at 705-728-0056.

Paint the Town Yellow – Cookstown will be held May 28, 2005 from 9:30 to 12:00 p.m. The IAAC will be painting curb cuts and ramps yellow to improve visibility and help persons with disabilities. They need your help!! Contact Paul Wylie at 705-456-4711 or Margaretta Papp-Belayneh at 705-728-0056.

Cookstown Wing Ding will be held on June 4 & 5, 2005. Wing Ding is a village wide garage sale, as well as 80 vendors with crafts, antiques and misc. merchandise. Times: Sat. 8-6 p.m., Sun. 10-5 p.m., rain or shine. For applications and information contact Wref Nix at 705-458-1387 or email: rdraper@look.ca. Send applications and payments to Cookstown Chamber of Commerce, Wing Ding 2005, P.O. Box 1102, Cookstown, ON L0L 1L0.

Feedback Your comments are important to us and we trust that you will appreciate the information outlined in this newsletter. Please feel free to contact me should you have any questions. Thank you for taking the time to read this information letter.

Brian H. Jackson, Mayor, Town of Innisfil