Video Script: A Future Secured

Format: 16:9 (Landscape) for Website/YouTube & 9:16 (Vertical) cut for Socials

Subject: Bill 76 & The Future of Springwater

Talent: Mayor Jennifer Coughlin

Location: Ideally outdoors in a recognizable Springwater community space (e.g., near the Community Centre or a park), or in a bright, quiet office setting. Avoid the Council Chambers to distance this from the conflict.

(0:00) [Visual: Medium shot of Mayor Coughlin. She looks relaxed/earnest. Natural lighting where possible - we've noticed that it reflects much better on her skin tone]

MAYOR COUGHLIN: I want to take a moment to speak directly to our Springwater community and provide a clear update on where we are today and, more importantly, where we are heading.

For the past two years, our Springwater Council has been working towards meeting the provincial requirements for regional housing and growth, and we have been working tirelessly to protect Springwater's interests within that process.

My priority and responsibility as your Mayor has been to ensure Springwater secures the servicing, financial protections, and long-term stability needed for a prosperous future for our community - the place I love and have always called home.

(0:20) [Visual: Cut to B-Roll of Springwater landscapes, perhaps a shot of existing seniors' housing or the library, then back to Mayor.]

MAYOR COUGHLIN: This week, the Provincial government introduced Bill 76, which provides the legislative framework to resolve the boundary adjustments between Springwater, Barrie, and Oro-Medonte.

I want to be clear about what this actually means for our town.

(0:40) [Visual: Close up on Mayor. Earnest tone.]

MAYOR COUGHLIN: This legislation will do two things. It will transfer undeveloped land to help our neighbours in Barrie grow. But more importantly, it secures the essential infrastructure that Springwater desperately needs to support our own residential growth—infrastructure we could not build alone.

(1:00) [Visual: Graphics appear on screen next to the Mayor or as an overlay: "Seniors' Care," "Education," "Fiscal Responsibility."]

MAYOR COUGHLIN: With this certainty, it is time to finalize the agreement with the Mayor of Barrie. I have directed staff to engage with our partners in Barrie to finalize an agreement based

on the framework we secured earlier this year.

Getting that done means we can finally move forward on projects that have been stalled for too long. We are talking about the infrastructure required for a new High School for our kids. We are talking about servicing a Campus of Care, a Hospice, and more seniors' housing so our parents can age in the community they helped establish, and be here with us as we build on their legacy.

(1:30) [Visual: Mayor starts walking slowly towards the camera or shifts stance slightly.]

MAYOR COUGHLIN: Mayor Nuttall and I have agreed on a path of "Mutual Prosperity." We are ensuring that as the region grows, Springwater retains its independence, its character, and its financial stability.

My commitment is to secure the best possible outcome for Springwater and keep all of you informed as the next steps unfold.

Thank you for your trust. Let’s get to work.

(2:30) [Visual: Fade to Springwater Logo. Text on Screen: "Moving Forward Together. www.springwater.ca"]

Production Notes:

- **Tone:** Relief, determination, and focus on the future. This is about delivering for residents, not political victory.
- **Wardrobe:** Smart casual (blazer, no tie equivalent). Approachable but official.
- **Turnaround:** Film immediately and release immediately after the Joint Statement.