



AGENDA

Magnetawan Economic Tourism Committee (METC)

Wednesday February 18, 2026, 1:00 pm

Magnetawan Community Centre

<https://teams.microsoft.com/meet/25384066598229?p=XalmJLGxB31yKcfoWC>

Page #	<u>OPENING BUSINESS</u>
	1.1 Call to Order
	1.2 Appointment of Secretary - Laura Brandt, Deputy Clerk - Recreation and Communication
	1.3 Adoption of the Agenda
3	1.4 Adoption of Previous Minutes January 12, 2026
	1.5 Declaration of Pecuniary Interest
	<u>DISCUSSION ITEMS</u>
5	2.1 Discussion Mandate
7	2.2 Annual Forum - Tentative Date April 11, 2026
9	2.3 Tag Line Graphic Presentation to Council - Update and Next Steps
	2.4 Website - Update
30	2.5 Frequently Asked Questions - Update
33	2.6 Additional Outreach to Accommodation Providers' Responses
	2.7 Survey Analysis
35	2.8 Expression of Interest Powassan Maple Syrup Festival Northern Sweet Spots Tourist Showcase Saturday April 25, 2026
	2.9 METC Booth for Magnetawan Leekfest Saturday May 9, 2026
	<u>FOR INFORMATION</u>
37	3.1 Wrap Up Almaguin - Official Results
38	3.2 Almaguin News Article - "Magnetawan: One-of-a-Kind Aims to Pull in More Tourists" - Sarah Cooke
40	3.3 Almaguin Highlands Chamber of Commerce February 2026 News Letter
49	3.4 Almaguin Highlands Chamber of Commerce Business Networking Event Thursday February 19, 2026
50	3.5 Destination Ontario, Destination Digest Ontario Recognized in China
60	3.6 Destination Ontario Cross-Border Travel Insights
117	3.7 Explorer's Edge 2026/27 Partnership Program
120	3.8 The Heart of Almaguin - Destination Ontario Presentation by Deputy Clerk Laura Brandt
135	3.9 Report from Deputy Clerk Laura Brandt, Year End Report
143	3.10 Report from Deputy Clerk Laura Brandt, 4th Quarter Report
146	3.11 Outcome of New Years Eve Gala - Deputy Clerk Recreation and Communication Laura Brandt
148	3.12 Report from Deputy Clerk Laura Brandt, Outcome of Dinner and a Drive-In Movie Event
150	3.12 Report from Deputy Clerk, Laura Brandt, Revitalization of Croft Recreational Park
154	3.13 Report from Deputy Clerk, Laura Brandt, Skate/Walk Trail Splash Pad Project
157	3.14 Report from Deputy Clerk, Laura Brandt, 2025 Annual Magnetawan Leekfest
160	3.15 List of Annual Events, Recreational Programming and Initiatives

ADJOURNMENT

4.1 Confirm the Proceedings of Committee and Adjourn



**Magnetawan Economic Tourism Committee (METC)
Meeting Minutes, January 12th, 2026**

The meeting of the METC was held on Monday, January 12th, 2026, 10:00 am with the following present:

Rachel Sullivan (Chair)
Angela Ramsay (Vice Chair)
Dave Antle
Bill Bishop
Brenda Fraser
Rob Ross (electronic participation)
Francine Yolkowskie
Erica Kellogg (Secretary)

Regrets

Joan Lewis

OPENING BUSINESS

1.1 Call to Order Meeting was called to order by the Chair at 10:00 am.

1.2 Adoption of the Agenda

RESOLUTION 2026-01 Antle - Fraser

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adopts the agenda as presented.

Carried.

1.3 Adoption of the Previous Minutes December 8th, 2025

RESOLUTION 2025-02 Fraser - Ramsay

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee Minutes from the December 8th, 2025 meetings as presented.

Carried.

1.4 Nominations and Election of Chair and Vice Chair Positions

RESOLUTION 2025-03 Ramsay - Bishop

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee appoints the below persons for up to a one-year term, with potential of re-appointment Rachel Sullivan and Chair and Angela Ramsay as Vice Chair.

Carried.

DISCUSSION ITEMS

2.1 Presentation to Council on Tag Line and Graphics – Verbal Update

The Chair and Member Ross discussed with the Committee two tag lines and complementary visual graphics. The Committee heard rational behind two options. The Committee thanked the working group for their efforts along with Kurt Hagan and Les Soos for stepping forward and assisting the Committee with the project. The Committee discussed and affirmed the Chair Sullivan and Member Ross should request an opportunity to present to Council the tag lines and complementary visual graphics at a future meeting.

2.2 Website and Business Directly Update and Next Steps

The Chair updated Members regarding the suggested revisions to the Municipal website. METC Members and Staff have been working with the Municipal IT provider to make improvements such as adding directional mapping to the business directory and labelling the directory as a *Community Directory* which would include places to visit. The Chair commented that the next step will be to approach business regarding their existing directory to have a more fulsome description while also approaching businesses not listed on the current directory to increase awareness for services in Magnetawan.

2.3 Website Discussion and Next Steps

Member Ramsay discussed initial work done to identify the Frequently Ask Questions by visitors. A list is being worked on by the Member and will be shared with METC as a future meeting.

2.4 Survey Summary Update

The Committee discussed survey results presented at the meeting. With 414 responses the Committee directed the Secretary to close the survey.

2.5 Stakeholder Engagement – Accommodation Provider Outreach and Forum Planning

The Committee directed the Secretary to send a follow up email to accommodation providers who did not respond to an email sent late 2025. The email was sent by the Secretary on behalf of Member Ross wherein the Committee looked for information on the number of beds offered at each business and how the accommodation businesses advertise among other things. Information gathered will assist the Committee in learning more about our accommodation providers and the number of beds offered in Magnetawan.

The Committee has felt that a public forum is important to ensure accountability and transparency to the public. The Committee would like to report back to the community of work completed to date as well as future work plans. Member Fraser and the Chair will work together and bring to a future meeting ideas on how best to host the future public forum.

2.6 Wrap up Almaguin – Unofficial Results

The Committee received the unofficial results from the incentive program.

2.7 Tourism Influencer – possible engagement

The Committee discussed and determined that engaging a social media influencer although beneficial, is premature.

2.8 2026 Meeting Dates

The Committee discussed 2026 meeting conflicts and decided to leave meeting dates as is while acknowledging rescheduling or cancelling of dates may be needed.

ADJOURNMENT

5.1 Adjournment

RESOLUTION 2026-04 Bishop - Ramsay

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adjourns the meeting at 12:04 pm, to meet again February 9th, 2026 at 10:00am.

Carried.

Approved by:

Chair Rachel Sullivan

Secretary Erica Kellogg



MAGNETAWAN ECONOMIC TOURISM COMMITTEE MANDATE

Individuals are recruited and appointed by the Council of the Municipality of Magnetawan and they collectively constitute "the Committee". Appointments are generally near the beginning of the new Council term and individuals shall continue to serve until their successors are appointed.

August 27th, 2024
Updated April 17th, 2025*

Mission Statement

To market and promote the Municipality of Magnetawan as a tourism destination for long-term, year-round sustainable growth within the Municipality's visitor economy. By working collaboratively with and with support from, accommodation providers, local businesses, tourism operators, community service organizations, retail establishments, food and beverage providers, the Committee will actively research, develop and implement destination and promotional programming that will support and grow Magnetawan's tourism industry.

Mandate

The Committee's mandate will be to promote tourism in Magnetawan. For greater certainty, the expression "promotion of tourism" includes the development of tourism products.

Accountability and Reporting

Committee Members must act honestly, in good faith, leaving aside personal interest(s) to advance the public interest and the mandate of the Magnetawan Economic Tourism Committee.

The Committee is governed by the rules outlined in the current Council Procedure By-law.

The Committee will hold meetings as required with the goal of a minimum of five Committee meetings within a calendar year.

The Committee will provide the Council for the Municipality of Magnetawan a multi-year Business Plan (Plan) and financial statement as part of the Municipality's annual budget approval process. The Plan will include;

- The strategic objectives, priorities and business objectives;
- Revenue and expenditure anticipated in the coming year;
- Performance metrics for monitoring progress and accomplishments;
- An operating budget for the Committee for the next financial year, including the current year actual, budget and variance.

The Committee will report to Council for the Municipality of Magnetawan on a quarterly basis which shall include quarterly financials.

Minutes of each meeting will be provided to the Council for the Municipality of Magnetawan within one week of each meeting and shall be included within the public agenda of the next available regular meeting and will be posted on the Municipal website specific to the METC page.

Recruitment and Appointment of Board Members

There shall be appointed by Council a Committee consisting of a minimum of five to eight (5-8) Members if possible. The schedule and term of the appointed Members will be until a successor is found.

Depending on circumstances, Committee Members are expected to attend all scheduled meetings and if more than three (3) Committee meetings are missed within a calendar year, a motion to remove a Committee Member may be considered.

A Chair and Vice Chair will be appointed by the Committee for a fixed term of up to one (1) year, with the potential of re-appointment.

A majority of Members present shall constitute a quorum. If no quorum is present fifteen (15) minutes after the time appointed for the meeting, the Secretary will record the names of the Members present and the meeting shall be adjourned until the date of the next regular meeting or until a special meeting is called by the Chair.

Guiding Principles

The Committee will take a leadership role in promoting and marketing the Magnetawan areas as a destination for tourism, leisure and business travel with an emphasis on promoting year-round tourism.

A Chair and Vice Chair will be appointed by the Committee for a fixed term of up to one (1) year, with the potential of re-appointment.

To develop and implement marketing strategies that reflect Magnetawan's unique character, its cultural and built heritage, recreational and sport assets, and business development opportunities.

To undertake its work based on an objective decision-making process that is accountable and transparent, resulting in community-wide benefits.

Transparency

Copies of the Mandate document will be filed at the Municipal Office. In support of the principle of transparency, this document will also be easily available to the public on the Municipality's website www.magnetawan.com

*Direction to Staff during the regular meeting of Council on April 16, 2025 to update the Mandate to include a total of 8 Members.

2026 METC Forum Draft Outline

When: Saturday, April 11, 2026

Last year the first forum was in March on a Saturday and while some businesses will be open that day, it is recommended we plan for a Saturday again. Last year, the forum was held in March as the idea was to give us some time to prepare for any summer projects that may have come out of the focus group / forum. Although we discussed targeting March again, the challenge is that we may need more time to put content together (e.g. website, finalize graphic, organize presenters). Easter is the first weekend in April and April 18th is booked.

What: Full day with morning plenary, working lunch and afternoon workshop

Last year METC hosted a forum on Saturday, March 22nd from 1-3pm. As the inaugural forum, the committee did not have much to share (provided overview of mandate) so the focus was identifying projects to prioritize. This year, we propose planning for a longer day including an open plenary session, followed by a working lunch and a workshop targeted at accommodation providers (commercial and licensed or prospective STAs).

Morning Plenary (10am – noon):

10am – 10:45am: METC update

- Summary of the priority projects identified at 2025 Forum and other initiatives such as Wrap-Up Almaguin and website;
- Survey results;
- Presentation on the tagline and final graphic
- Where do we go from here? Need to chat about this one, ideas could include:
 - *Review of mandate and membership*
 - *Building working relationships with tourism industry (e.g. local accommodations and businesses)*

10:45am – 12pm: Brief presentations from various groups that provide funding and supports for commercial and non-profit activities. Idea is to provide high level information and then presenters are available at their booths during the lunch break for more detailed conversations with participants. Organizations could include:

- Explorers Edge (<https://explorersedge.ca/>) Showcase ways they support businesses including their 'travel agency' that can put travel packages together (e.g. come and stay, have a boat tour, and dinner at a local restaurant all for one cost; etc.)
- FedNor, including Parry Sound CBDC (<https://fednor.canada.ca/en>)
- Northern Ontario Heritage Fund Corporation (NOHFC) (<https://nohfc.ca/>)
- OMAFRA – Rural Ontario Development Program (<https://www.ontario.ca/page/rural-ontario-development-program>)
- The Business Center Nipissing Parry Sound (<https://tbcnps.ca/>). Offer help with business plans, marketing, financing, and regulatory requirements (registration/licensing).

- Agilec (<https://agilec.ca/>) – workforce programs
- Almaguin Highlands Chamber of Commerce (<https://ahchamber.ca/>)

Working Lunch (noon – 1pm):

During catered lunch, encourage participants to visit booths for various presenters and service providers. Also provide information table where area businesses / groups can display information (e.g. Scotty's Tours)

Afternoon workshop / breakout (1-3pm):

Focus a workshop on accommodation providers – commercial and licensed STAs. Magnetawan is 'off the beaten track' and the bulk of visitors are here for overnight stays. As our goal is to increase tourism spending, we need to work with accommodations providers to help encourage more and longer stays. Draft ideas for workshop:

- How can we work together?
- How can we create an 'ongoing' dialogue?
- How can we measure success (e.g. tracking and reporting on occupancy)?
- Where do guests come from? How do you market your location?
- Try to have existing operator talk about how they track occupancy

Considerations:

- Prospective STAs could be encouraged to attend so they can get a better understanding of how we are trying to work with this group and hopefully it encourages them to complete their licensing requirements.
- This conversation with accommodation providers could take up the time allotted so we recommend a separate workshop on how to become a licensed STA. This separate workshop could be set up, and we could encourage people to sign up at the forum. It could be either in-person or as a webinar.

Who: Open it to the public with registration required that allows for people to register for whole day, morning only or afternoon only. Also send out targeted invites to all past participants, accommodation providers, service clubs, businesses and everyone listed in our tourism assets.

Where: Magnetawan Community Centre

This location was targeted as it provides the largest space and there is ample parking. A tentative hold was placed on the space.

Why: The forum provides an opportunity to get the word out about what we are doing; build relationships; allows for openness and transparency; etc.

Additional Notes:

- Do we want to present any materials in advance to Council (e.g. summary of survey results)? They meet March 25th. We could also include an information in their agenda package.
- Funds needed for catering; thank you gifts to presenters

RESOLUTION NO. 2026 - 03 **JANUARY 21, 2026**

Moved by: Bill Bishop

Seconded by: Brad Kneller

BE IT RESOLVED THAT the Council of the Municipality of thanks Rachel Sullivan and Rob Ross for their presentation and extends their appreciation to the Magnetawan Economic Tourism Committee for their good work in their inaugural year;

AND HEREBY, is in favour of the use of the Tagline "Magnetawan-of-a Kind" with the compass on existing social media content and other marketing and/or promotional materials in conjunction with the Municipal Lighthouse logo.

Carried Defeated Deferred

Sam Dunnett

Sam Dunnett, Mayor

Recorded Vote Called by: _____

Recorded Vote

Member of Council	Yea	Nay	Absent
Bishop, Bill			
Hetherington, John			
Hind, Jon			
Kneller, Brad			
Mayor: Dunnett, Sam			

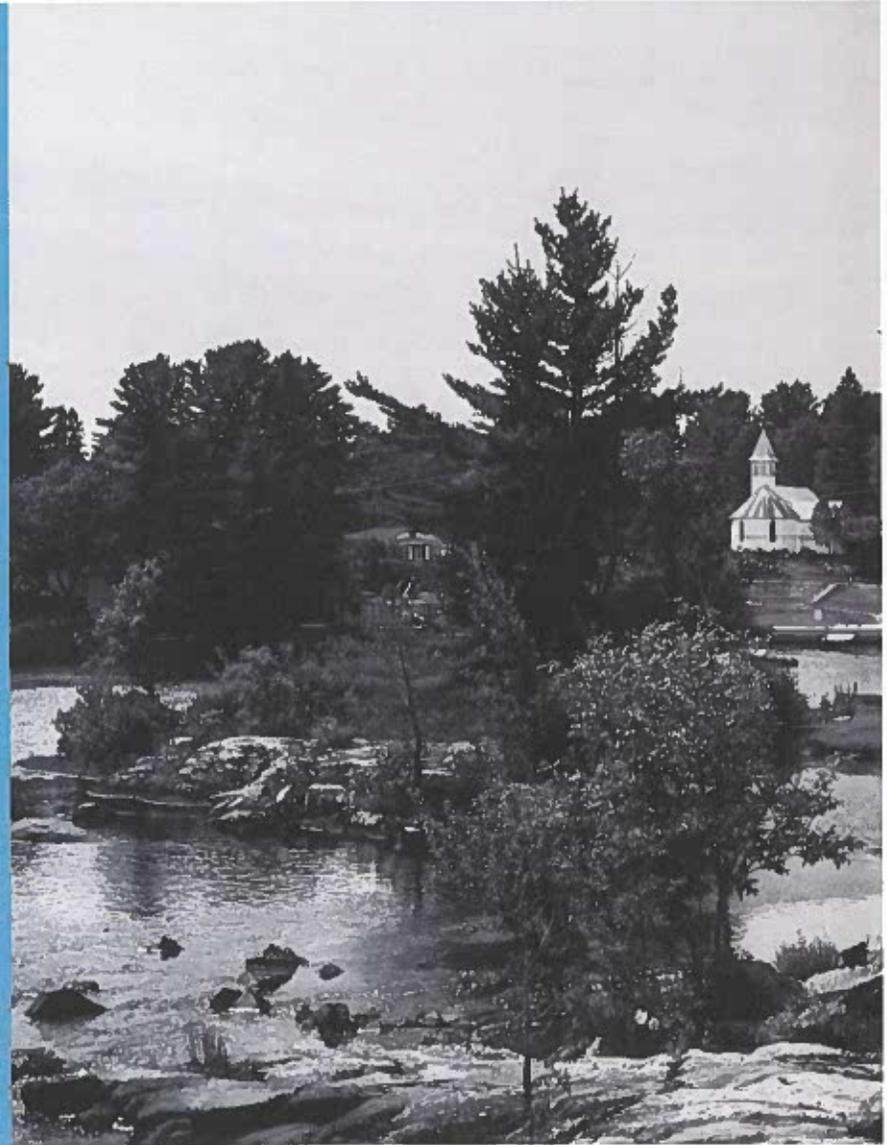


*Knowing our heritage
we will build our future*

January 21, 2026

Magnetawan

METC Presentation to Council



Agenda

The Goal, Target and Strategy

The Challenge

Survey Results and Assets

Our Thinking

Regional Examples

Tagline and Graphic – Criteria and potential applications

The Goal

Increase tourism spending in the Municipality of Magnetawan.

The Target

1. Weekly and bi-weekly visitors (Our Bullseye)
2. Day Visitors (A consideration)
3. Residents, Cottagers and Recurrent Visitors
(Our message should align with their views)

(A separate Media Strategy will determine the Target Audience source, i.e., Metropolitan Toronto/Golden Horseshoe/200 km radius, etc.)

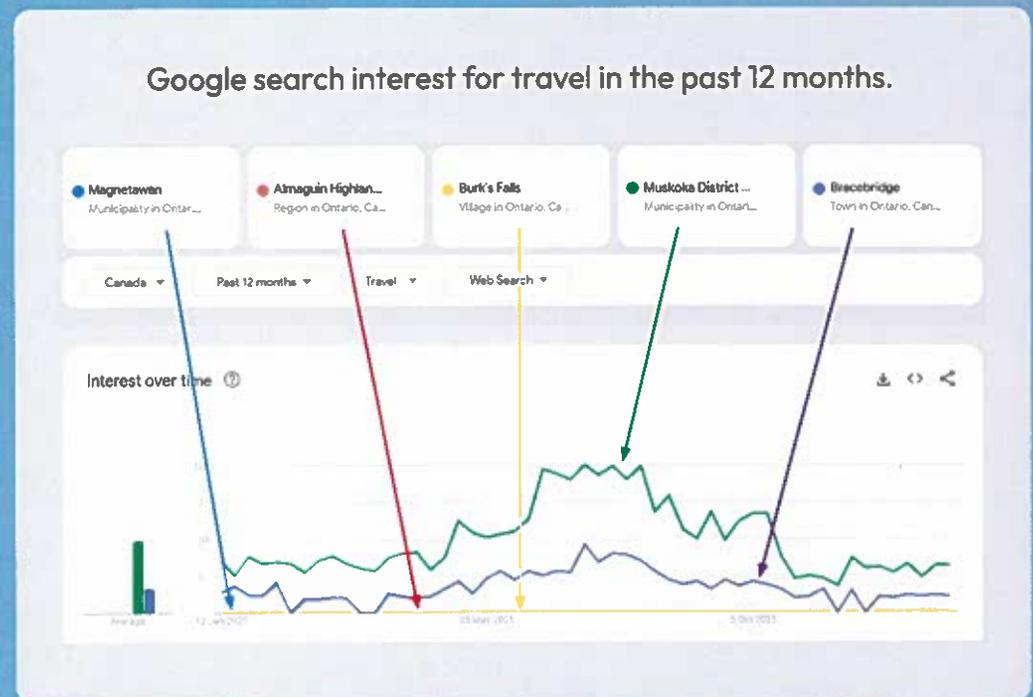
The Strategy

1. Raise the profile/awareness
2. Offer them something to spend their money on

We're at the 'raise awareness' stage

The Challenge

1. Awareness of the area is low resulting in unused occupancy at rentals and resorts and low attendance at restaurants and attractions.
2. Need to differentiate ourselves from comparable areas



Survey Results

- Research to find out what people thought were the key assets
- Not surprisingly, it was the natural resources – the forests, waters – and associated activities that were front of mind.
- Also the small town feel, the friendly people

Considerations

- Other areas have trees and water
- Difficult to document or manage friendliness
- What do we have that is unique? That will hold a place in people's minds?

Our Assets

Primary:

Magnificent scenery

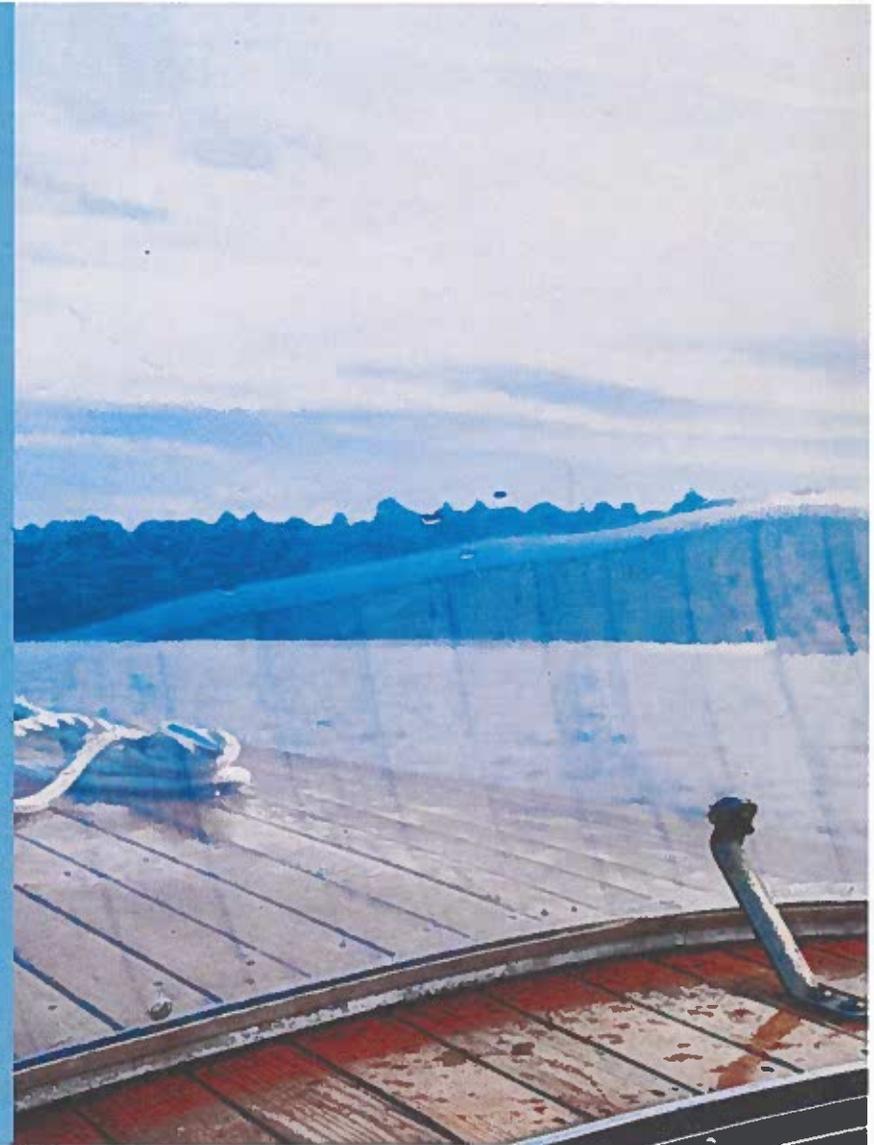
Wide range of water activities

Secondary:

Local attractions

Community events

Friendly people



Our Thinking

It's rare for a tourism destination to have a monopoly on nature (Exception: Niagara Falls) or attractions (Exception: Rideau Canal) or friendly people (Exception, maybe: Newfoundland & Labrador).

Caribbean Islands strive to differentiate from each other with mixed results. (They all have beaches.) For example, Bermuda, which is not actually located in the Caribbean and gets confused with Barbados, Bahamas and Barbuda, has used their unique "Triangle" theme to improve their branding and memorability.

The lesson here is that unless you have an entirely unique visual feature (the heads on Easter Island, the Sphinx at Giza) you have to differentiate your destination by making the name memorable. If you have a generic name, it's an uphill battle.

The Bad News: Magnetawan cannot own "nature" or "scenic" or "friendly."

The Good News: Magnetawan is a unique word.

While its Indigenous meaning of "swiftly flowing waters" is accurate and appealing, to the Anglophone ear the word "Magnet" has distinct connotations.

Magnets attract. They have energy. They symbolize the desirable.

The name "Magnetawan" is a great asset for us.

Regional examples

Almaguin Highlands
"Embrace our Nature"

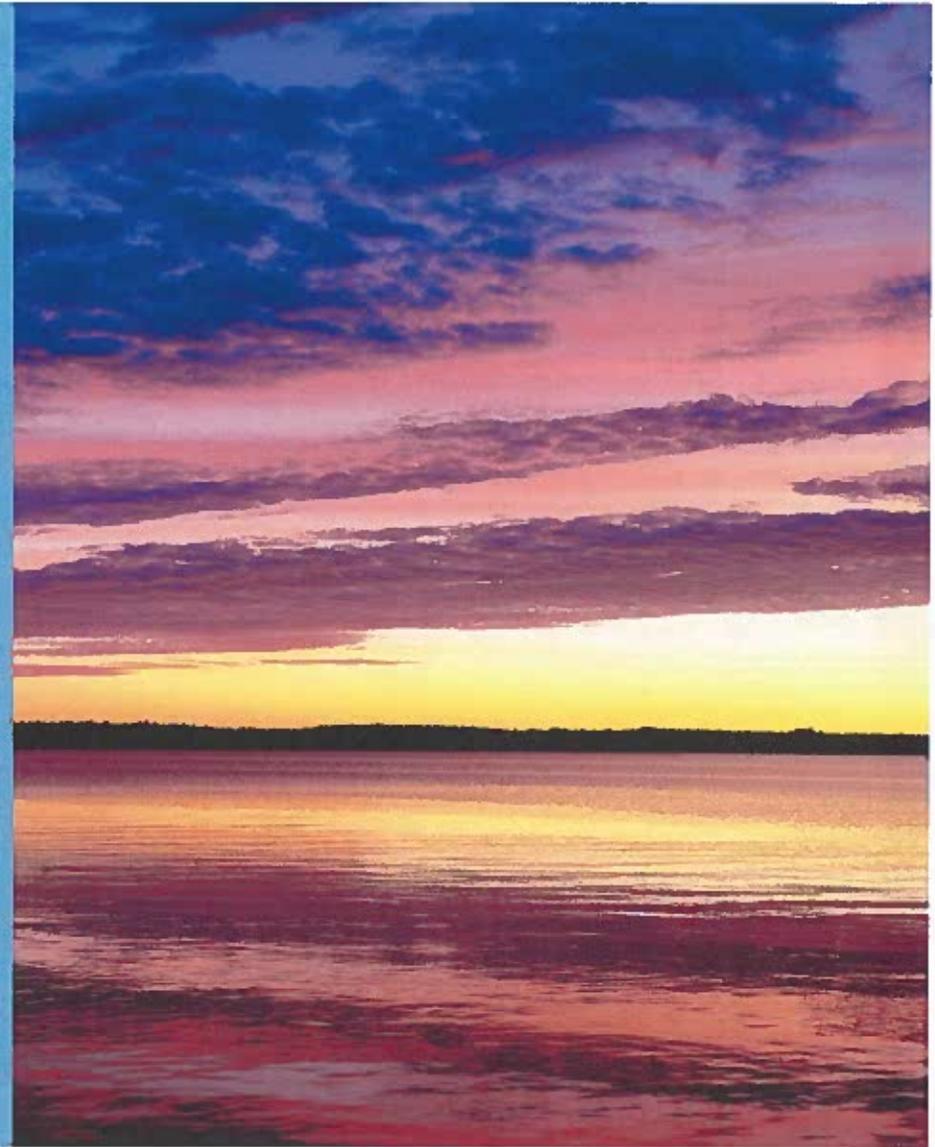
Burks Falls:
"Where everybody is somebody" (not official)

Bracebridge:
"The Heart of Muskoka"; "Visit the Bridge"

Thunder Bay, ON:
"Superior By Nature"

Marathon, ON:
"Built on Paper and Laced with Gold"

Temiskaming Shores:
"Temiskamazing!"



Criteria for selecting a strong tagline & visual

- Unique
- Meaningful
- Memorable
- Flexible application

Tagline

Magnetawan-of-a-kind

Rationale:

- It's unique and catchy (memorable)
- It builds on our point of differentiation: our name
- Its message of uniqueness supports our natural assets and appeal of the area
- It might be considered 'cool' and have appeal similar to the Downtown Magnetawan phrase.



Magnetawan-of-a-kind

The direction here is to anchor the design in a 'compass' like design. This ties in nicely with the 'magnet' approach and reinforces Magnetawan as a destination location.

Note: Illustration in the centre of compass will feature a combination of water, shoreline and trees.



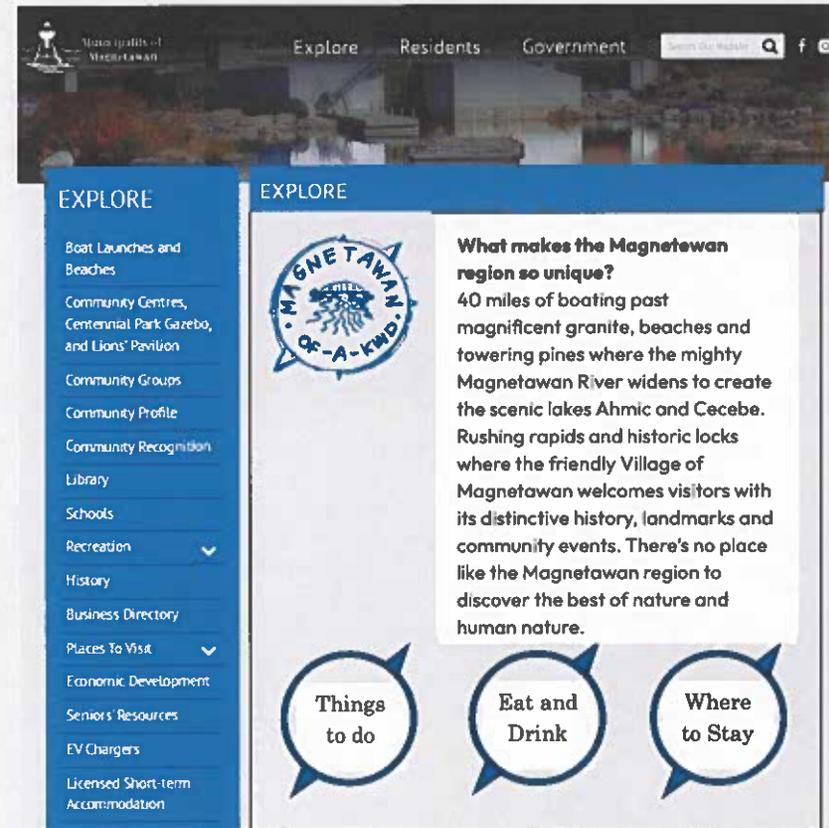
Style references:



Graphic extensions

The design of the compass can be easily used in other applications and as a wayfinding tool.

For example, our compass can direct visitors to different aspects of the community like things to do or where to stay.

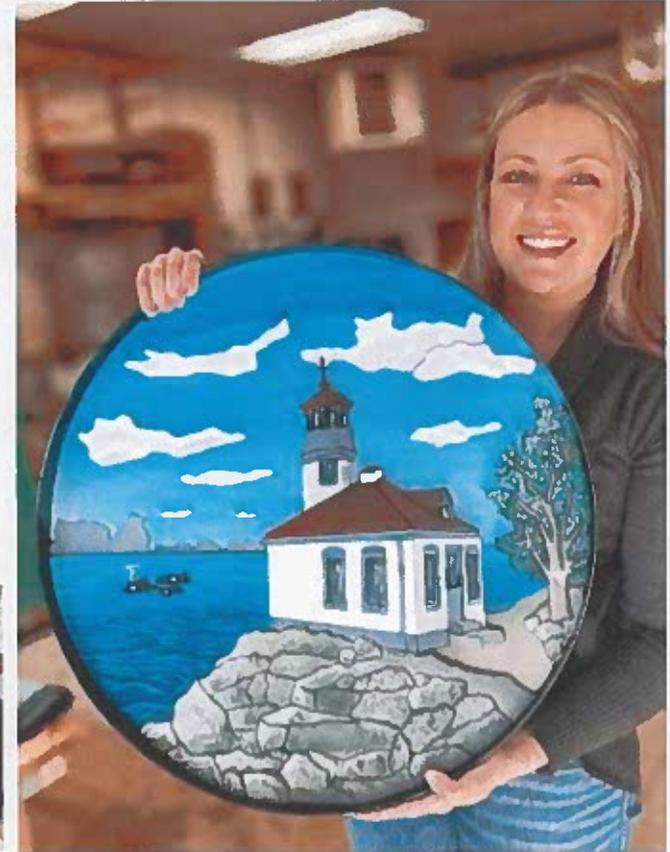


Natural extensions for the tagline and graphic

The recommendation creates a simple campaignable approach that can be applied to all things coming from Magnetawan.

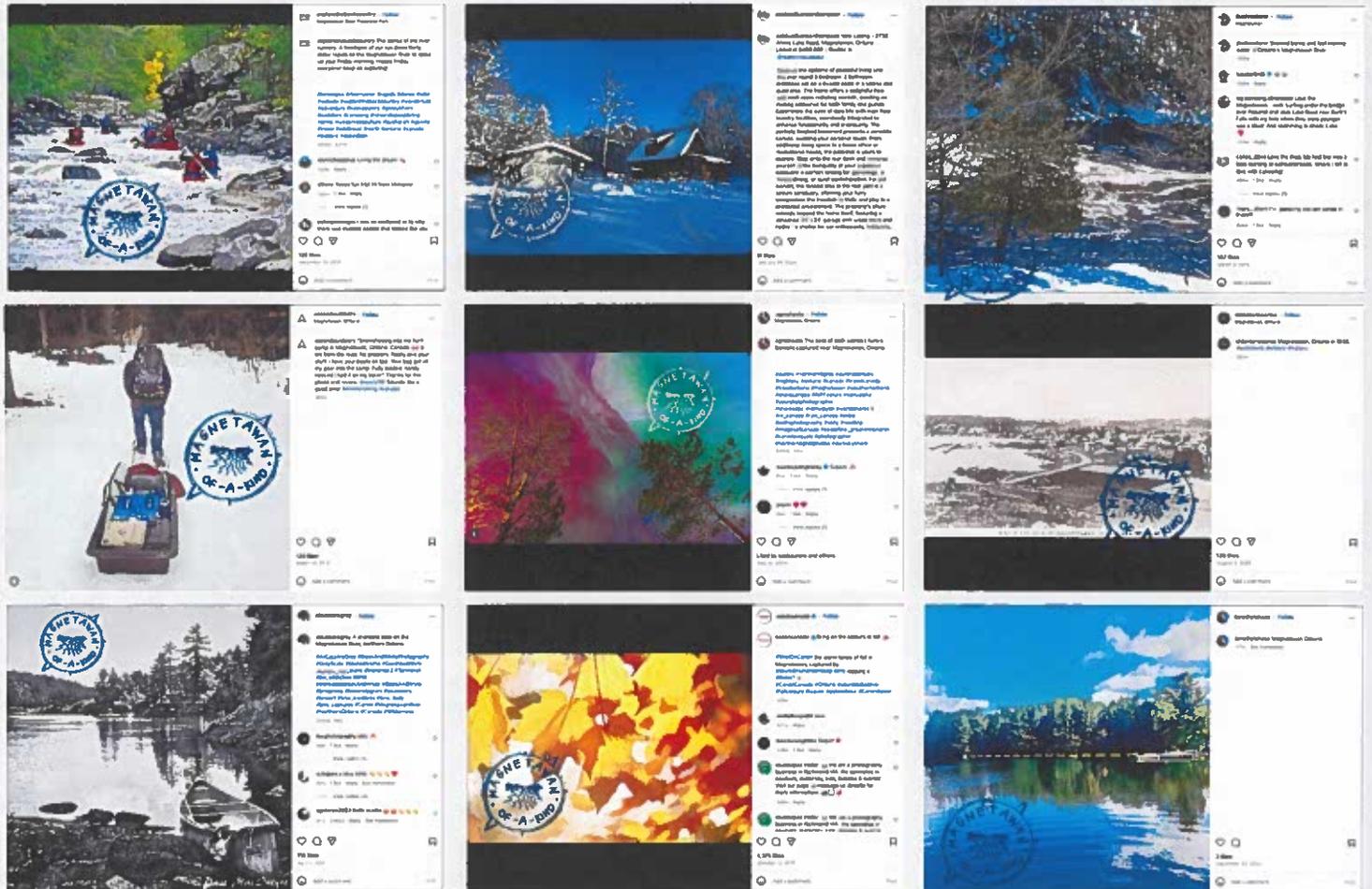
Magnetawan-of-a-kind Leekfest
Magnetawan-of-kind Farmers Market

Magnetawan-of-kind products – stickers could brand products from the area



Social Media extension

The graphic can enhance existing social content and help raise awareness.



Next Steps

Finalize graphic and begin implementing tagline

Special Thank You

The METC would like to extend a special thank you to
Kurt Hagan and Les Soos!

The creative geniuses behind the tagline and graphic.
Their willingness to share their time and expertise has been invaluable!

Kurt Hagan

Freelance Copywriter

<https://kurthagancarbonmade.com/>

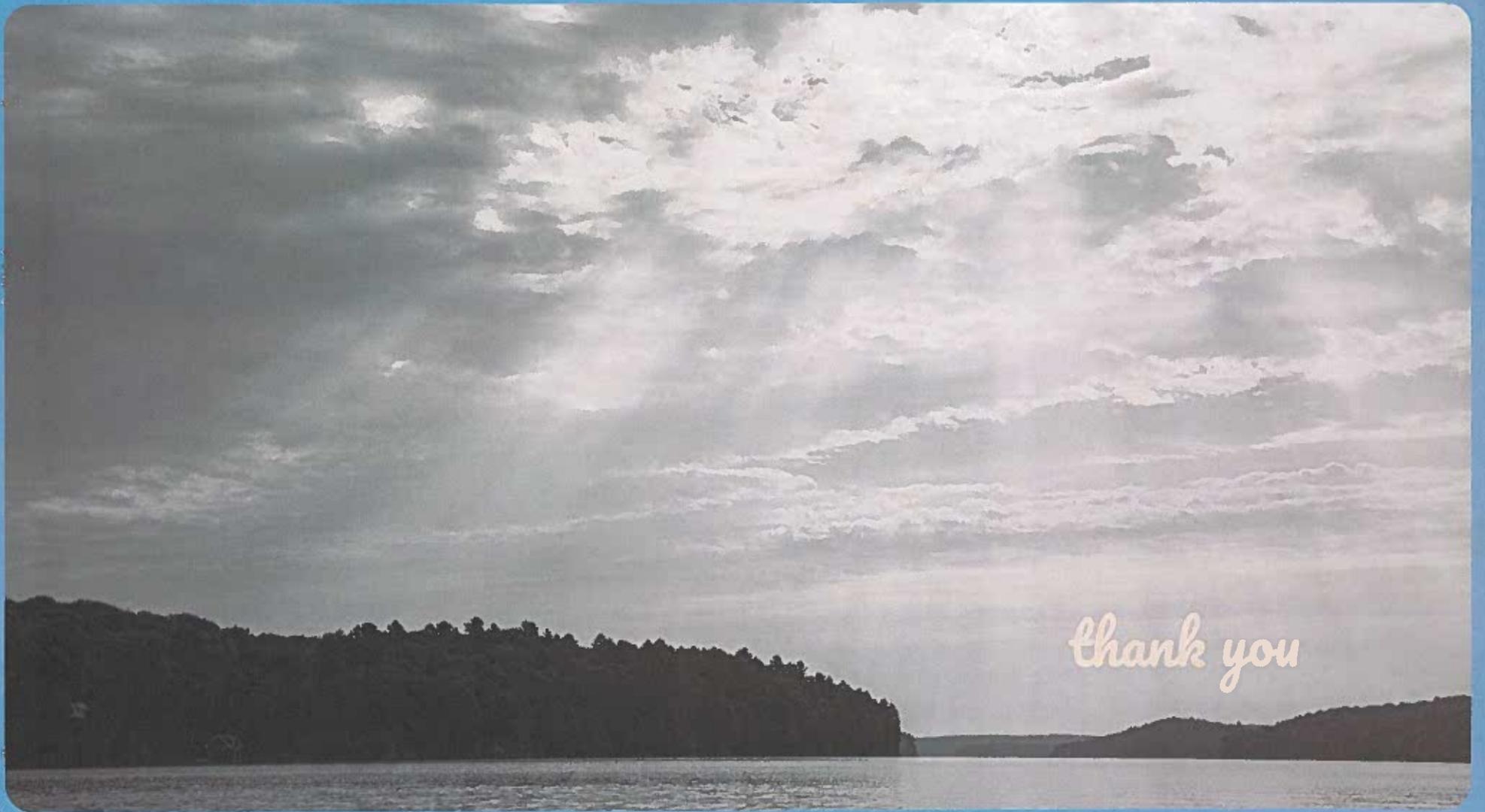


Les Soos

Multidisciplinary Creative Director

<https://www.lessoos.com/>





DRAFT FAQs (February 2026)

Questions / Notes:

- Should some categories be covered on the website or as part of itinerary packages that we were looking to prepare (e.g. recreation programs, events)?
- Should there be more description added so reader has an idea of what is offered? For instance when it comes to fuel, do the marinas only operate during the summer months and can a vehicle drive up for fuel or would it only be via jerry can? Under places to eat / groceries, specify Home Hardware is outlet for Leadbetter Foods and M&M Foods and some confectionary foods.
- Need to verify list

Places to Eat/Groceries:

Magnetawan Grill & Grocery – 4244 ON-520 Magnetawan, ON
The Bear's Den/Algonquin Fine foods – 59 Sparks St. Magnetawan, ON
Tanner's Dining – 5017 Hwy 124, Magnetawan, ON
The Swiss House – 50 Robinson Dr., Ahmic Harbour, ON
Croswells Mercantile – 62 George St. Ahmic Harbour, ON
Trader Ted's – 6618 Hwy 124, Ahmic Harbour, ON
Dutch Harmony Ranch – 2958 ON-520, Burk's Falls, ON
Magnetawan Snack Bar – 5 Burrows St, Magnetawan
LCBO – 12 Biddy St, Magnetawan
Magnetawan Home Hardware – 15 Burrows St, Magnetawan, ON
Magnetawan Bait & Tackle – 4860 ON-520, Magnetawan, ON
Canadian Farmstead

Shopping:

Algonquin Fine Foods – 59 Sparks St., Magnetawan
Magnetawan Home Hardware – 15 Burrows St, Magnetawan, ON
Magnetawan Bait & Tackle – 4860 ON-520, Magnetawan, ON
Trader Ted's – 6618 Hwy 124, Ahmic Harbour, ON
Ahmic Marine Ltd. – 91 Miller St, Magnetawan, ON
Port Carmen Marina – 3077 ON-520, Burk's Falls
Ahmic Lake Apiaries – 28 Church St, Magnetawan
Canadian Farmstead

Things to Do:

Parks:

Magnetawan Centennial Park- Hwy 520, Magnetawan**
Ahmic Harbour Beach – Ahmic Street, Ahmic Harbour**
Croft Recreational Park – Ahmic Street, Ahmic Harbour
Richard Thomas Memorial Park – 430 Pickeral & Jack Lake Rd #134, Burk's Falls**
High Rock Lookout Park – 843 High Rock Rd, Sundridge
Stan Darling Park, Burk's Falls
Lake Bernard Park, Sundridge**
Mikisew Provincial Park, South River**
Doe lake Municipal Park – 1014 Ferguson Rd, Armour**
Waterfront Park, Sundridge**

**Beach

Places of Interest:

Heritage Centre Museum – Hwy 520, Magnetawan
Magnetawan Dam & Locks – Hwy 520, Magnetawan
Fagan Falls – Robinson Dr, Magnetawan
Knoefli Falls – Hwy 124, Magnetawan
The Lighthouse – Centennial Park, Hwy 520
Screaming Heads – 981 Midlothian Rd, Burk's Falls
Crystal Cave Mineral Exhibit & Crystal Shop – 11077 Hwy 124, South River

Recreation:

Horse Tails n' Trails – 85 Old Nipissing Rd. S, Magnetawan
Magnetawan Public Library – – see municipal events calendar for programming
Fitness Classes – see municipal events calendar
Pickleball – see municipal events calendar
Line Dancing – see municipal events calendar
Yoga – see municipal events calendar
Nordic Pole Walking – see municipal events calendar
Music in the Park – Centennial Park – Saturdays starting Canada Day weekend
Farmers Market - 4304 N Sparks St, Magnetawan – Saturdays May -October
Art in the Park – Bidy St, Magnetawan

Events:

Family Day Celebrations
Leekfest
Canada Day Celebrations

Services**Churches:**

Knox Presbyterian – 28 Sparks St, Magnetawan
St. Georges Anglican Church – 124 Sparks St, Magnetawan
Trinity Church – 144 Sparks St, Magnetawan
St. Paul's Evangelical Lutheran Church – 9 Sparks St, Magnetawan
Holy Spirit Catholic Church - 39 ON-520, Burk's Falls

Boat Launches

Ahmic Lake Hwy 124 Boat Launch – Ahmic Lake
Locks/Museum Boat Launch – Lake Cecebe
Biddy Street Boat Launch – Ahmic Lake
Sparks St Boat Launch – Ahmic Lake
Rockwyn Landing Boat Launch – Lake Cecebe

Waste Management

Chapman Landfill Site – 259 Rocky Rd, Magnetawan, ON
Croft Landfill Site – 25&26th Side Road, Magnetawan, ON

Hospitals/Emergency Services

Huntsville District Memorial Hospital – 100 Frank Miller Dr., Huntsville – 54 min
West Parry Sound Health Centre – 6 Albert St, Parry Sound – 59 min

North Bay Regional Health Centre – 50 College Dr, North Bay – 77 min

Pharmacies

Arnica Medical Pharmacy – 162 Huston St, Burk’s Falls, ON

Guardian Sundridge – 107 Main St, Sundridge, ON

Guardian South River – 311 Hwy 124, South River, ON

Pet Resources

River Paws Pet Care Services

Emergency Vet Services – Barrie, ON

Propane

Magnetawan Bait & Tackle - 4860 ON-520, Magnetawan, ON

Magnetawan Home Hardware - 15 Burrows St, Magnetawan, ON

Ahmic Lake Resort - 50 Robinson Dr., Ahmic Harbour, ON

Fuel

Magnetawan Bait & Tackle - 4860 ON-520, Magnetawan, ON

Ahmic Marine Ltd. – 91 Miller St, Magnetawan, ON + (Diesel)

Port Carmen Marina – 3077 ON-520, Burk’s Falls (Boat)

Ahmic Lake Resort - 50 Robinson Dr., Ahmic Harbour, ON

Camp Klahanie???

EV Charging

Magnetawan Community Centre – 4304 N Sparks St, Magnetawan

Boat Rentals

Port Carmen Marina – 3077 ON-520, Burk’s Falls (Boat)

Ahmic Lake Resort - 50 Robinson Dr., Ahmic Harbour, ON

Response from STA operator 2026-04 Suriayani

What is the name of your accommodation business:

Serene & Beautiful Muskoka Retreat

What type of accommodations do you provide (e.g. motel / hotel rooms, cabins, campsites, Bed and Breakfast, etc.) and how many of each do you have to offer?

A cottage and a yoga studio for short term rental

How many guests can your property accommodate if at full capacity?

16 guests

Is your business seasonally operated or year-round?

year-round

Where can visitors find information about your accommodation business?

Airbnb Cottages in Canada VRBO

Would you be willing to be contacted by a volunteer Member of the METC to further support efforts in the promotion of tourism for Magnetawan:
Yes.

Response from STA operator 2026-03 Mossman

What is the name of your accommodation business:

CM – Lulu's Repose

What type of accommodations do you provide (e.g. motel / hotel rooms, cabins, campsites, Bed and Breakfast, etc.) and how many of each do you have to offer?

1

CM – Luxury chalet rental (Qty. 1)

How many guests can your property accommodate if at full capacity?

CM – We are able to accommodate up to 10 guests as per our STA license

Is your business seasonally operated or year-round?

CM – We typically only operate our business during the summer months (June-September)

Where can visitors find information about your accommodation business?

CM – Visitors can find us through our business website or through the company that manages our cottage (CLRM)

- <https://lulusrepose.com/>
- <https://www.clrm.ca/vacation-rentals/rental/LulusRepose/>

Would you be willing to be contacted by a volunteer Member of the METC to further support efforts in the promotion of tourism for Magnetawan:

CM - Yes

Response from STA operator 2026-06 Diez

What is the name of your accommodation business:

Deer Cove Cottage

What type of accommodations do you provide (e.g. motel / hotel rooms, cabins, campsites, Bed and Breakfast, etc.) and how many of each do you have to offer?

One cottage.

How many guests can your property accommodate if at full capacity?

4

Is your business seasonally operated or year-round?

Year round

Where can visitors find information about your accommodation business?

Electronic and print manual provided to guests.

Would you be willing to be contacted by a volunteer Member of the METC to further support efforts in the promotion of tourism for Magnetawan:

Of course.

**EXPRESSION OF INTEREST
POWASSAN MAPLE SYRUP FESTIVAL
NORTHERN SWEET SPOTS TOURIST SHOWCASE**

Discover the North, one sweet stop at a time.

About the Maple Syrup Festival –

Now in its longstanding place is one of the region's notable spring events, the Maple Syrup Festival continues to draw a large turnout each year. Rooted in local heritage and proudly kicking off the tourism season, the festival brings residents, visitors, producers, artisans and families together to celebrate spring in Northern Ontario.

As part of our ongoing growth and in the spirit of regional collaboration, we are excited to explore a new addition to the festival: **the Northern Sweet Spots Tourism Showcase**. The Showcase will feature static tourism booths located inside our 250 Clark Community hub. Visitors will be able to check out displays, collect information and speak directly with representatives from communities across northern Ontario.

While our intended catchment area includes communities from Huntsville to New Liskeard, and from Sturgeon Falls to Mattawa, we warmly welcome interest from any community, First Nation, and event organizers who share a passion for promoting the north.

The goal is simple – work together to highlight the incredible places, events, stories and experiences our region offers, and to kick off the tourism season as a team. If interest is strong, this initiative has the potential to become a regular part of our festival each year.

To ensure a comfortable shared environment, we kindly ask that all displays remain non-amplified, self-contained and static (no PA systems or sound projecting equipment). Additional space / set up information will follow.

Expression of Interest Submission

Please complete the section below and send to: kbester@powassan.net. Deadline for submissions is March 31, 2026.

Municipality / Organization: _____

Primary Contact Person: _____

Phone / Email: _____

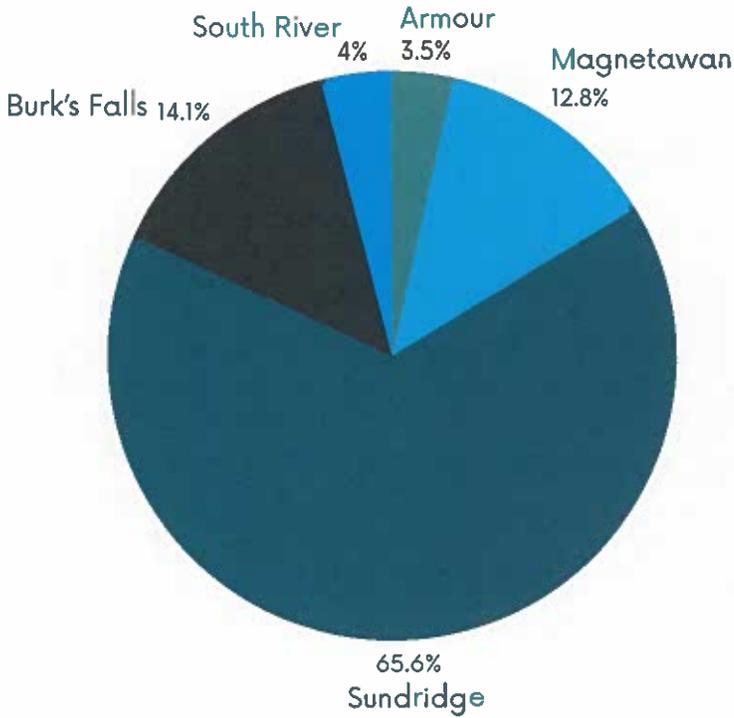
Brief Description of Proposed Display (what will visitors see, learn or experience?):

Number of representatives attending: _____

Approximate space needed (no more than 15'x10): _____

The following infographics highlight some of the key findings from the Christmas Shop Local Campaign.

Participation in Each Town



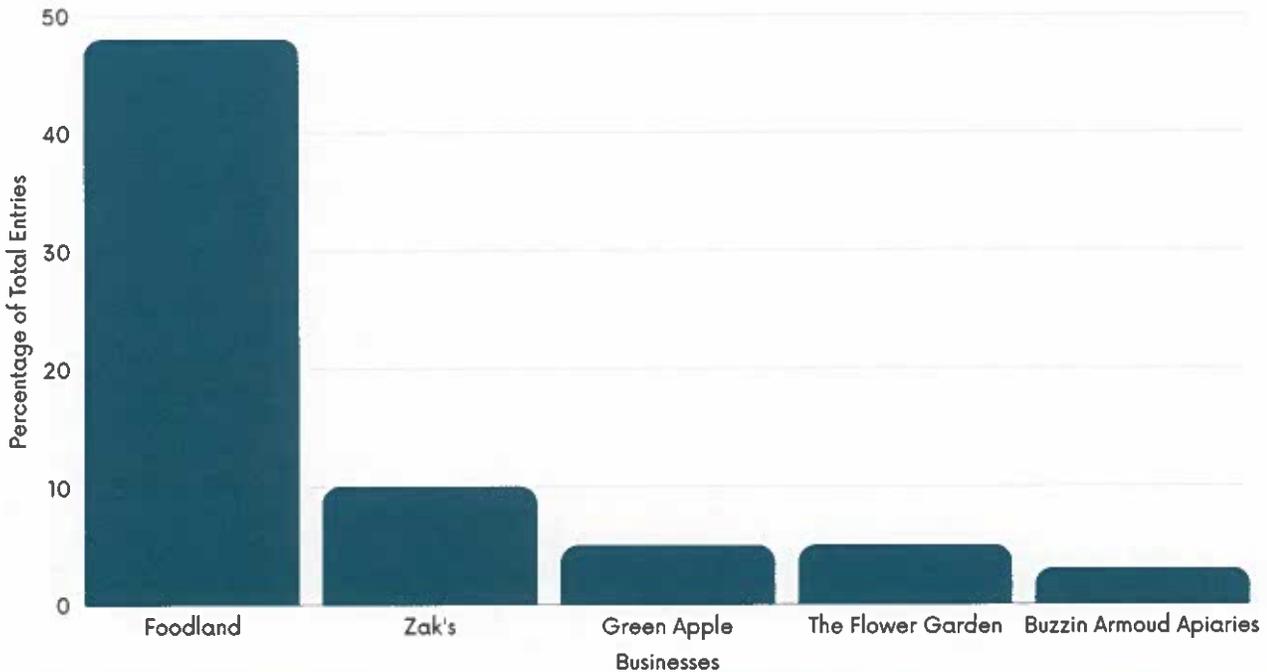
Total Entries



New Emails for Newsletter



Top 5 Businesses Who participated



Magnetawan: One-of-a-kind brand aims to pull in more tourists

What's in a distinctive name? New branding opportunities says local economic tourism committee.



By Sarah Cooke, Local Journalism Initiative Reporter Almaguin News

Thursday, February 5, 2026 1 min to read

A [local volunteer committee](#) is hoping a play on words and a magnetic new logo will put the Magnetawan on the map for southern Ontario tourists.

The Magnetawan Economic Tourism Committee (METC) presented council with a new branding strategy on Jan. 21, featuring the tag line “Magnetawan-of-a-kind” and a compass-themed visual identity.

Developed with pro-bono help from national advertising executives who cottage in the area, the campaign aims to differentiate the community from its better-known neighbours in Muskoka by leaning into its unique name rather than just its natural scenery.

Here’s the conversation in quotes:

“Differentiating yourself on the basis of nature is difficult because pretty well everybody out here has it ... South River and Muskoka, and a lot of areas in the near north have what we have to offer. So how do we stand apart from all of this?” — Rob Ross, METC

“The good news is that we have a name that is rather distinctive. People don’t know what it is yet ... so the name itself is a great asset for us.” — Rob Ross, METC

“Our recommendation is a play on words. And the reason is that it stops you. You know, how do you differentiate yourself? It’s tough when you want to say we have beautiful lakes and rivers. But if you say: Magnetawan, one of a kind.” — Rob Ross, METC

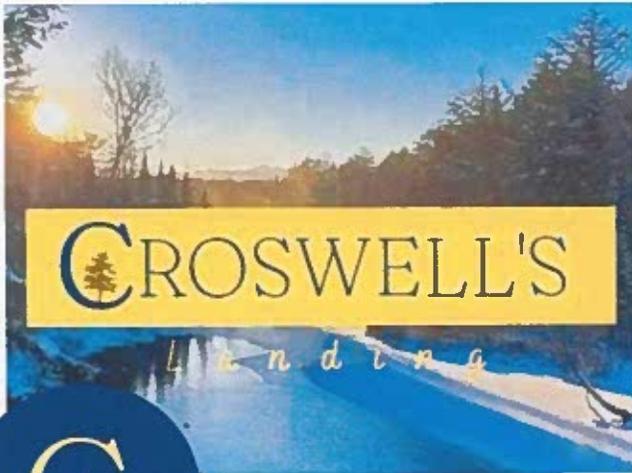
“We’d like to give a huge shout out to Kurt Hagen and his team ... both of these gentlemen are incredibly talented professionals in the advertising world, and we are very lucky that they both have connections; they actually cottage here. I think that was how Rob was able to strong-arm them into volunteering their time and expertise.” — Rachel Sullivan, chair of METC

“The idea is to put the logo in a compass. It has an indication of the magnet, the will, the north. It’s a very practical design ... it alludes to travel, journey, a destiny.” – Rob Ross, METC

Those interested can [view the potential logo and slides](#) presented by the METC in the Jan. 21 agenda package on the municipality’s website.

Chamber Member News ~ Crosswell's Landing

NEWSLETTER



Known best for their pizza and baked goods, now Crosswell's Mercantile has announced exciting news of their soon to open accommodations in Ahmic Harbour, to be coined Crosswell's Landing. Check out their FB page for further up-dates.



Chamber Member News ~ Yorgi's Pet Store ~

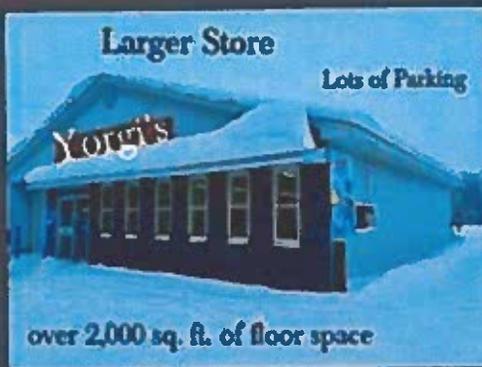
EXCITING NEWS! New larger location coming this March!

Yorgi's continues to be open at 90 main street Sundridge, until the renovations are completed at the new location at 21 main street Sundridge. Follow Yorgi's for updates on the renovations and official opening date. This new location has over 2,000 sq. feet of floor space, to better serve our many Pet Parents.

"Yorgi's your one-stop-shop for all your pet food and accessories"



easy access
great for
Mobility issues



New location
opening
March

over 2,000 sq feet
of
floor space

Follow **Yorgi's**
updates of renovations
at
21 Main Street Sundridge

Chamber Business Member Events Spotlights

NEWSLETTER



Heart-Centered Leadership:
Accessing Your Deepest
Clarity & Courage
(FREE virtual workshop)
Tues. Feb. 17, 2026, 2PM - 3:15 PM



This leadership workshop is not about positions or titles. It's about leading ourselves and others courageously from the heart, it will help you move beyond overthinking and into a closer relationship with your heart's wisdom.

In this workshop, you'll:

- Get clear about what is blocking access to your heart's intelligence
- Discover tools and simple techniques to move you from your head and into your heart
- Understand how your nervous system impacts your ability to lead with courage
- Deepen your relationship with yourself and others in a heart- centered way



Facilitators:
Carmen Theobald – Founder & Director
Lee Merkley, RP(Q), SSW Clinical Director

Dean's Auto Care

FEBRUARY IS:

Customer Appreciation Month

**Celebrating 10 Years
servicing the**

Almaguin Highlands Area

FREE AUTOMOTIVE HEALTH CHECK

CALL

MAGNETAWAN (705) 387-2277

OR

SUNDRIDGE (705) 384-2277

TO BOOK YOUR FREE 15 MINUTE

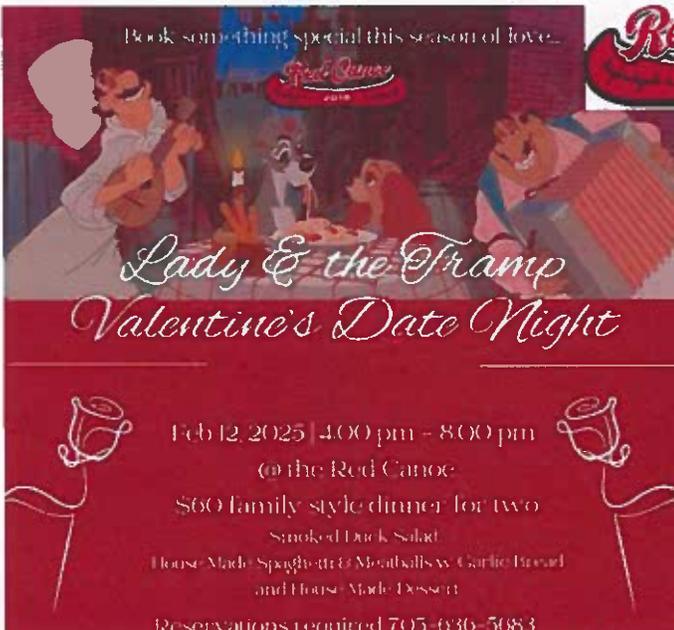
VEHICLE INSPECTION

FEBRUARY 1ST TO 28TH



Celebrating

10 Years



Book something special this season of love...

Lady & the Tramp
Valentine's Date Night

Feb 12, 2025 | 4:00 pm - 8:00 pm
@ the Red Canoe

\$60 family style dinner for two
Smoked Duck Salad,
House Made Spaghetti & Meatballs w/ Garlic Bread
and House Made Dessert

Reservations required 705-636-5683



EDGEWATER PARK LODGE INC.



ALEXIS TAYLOR
LIVE @ RED CANOE

FEB 13TH
@ 6PM

Call to reserve
705-636-5683

Chamber News!
Feb. 19-Networking Event



AHCC Chamber Business Networking Event

*Thurs. Feb. 19, 2026 *6pm - 8pm
*193 Ontario St. Burk's Falls

Come out and enjoy some appetizers while networking with other entrepreneurs!

This event is no-charge to Chamber members and one guest.

Non-member businesses are welcome to attend at \$10 per person.

Come out and see what being a member can do for your business!

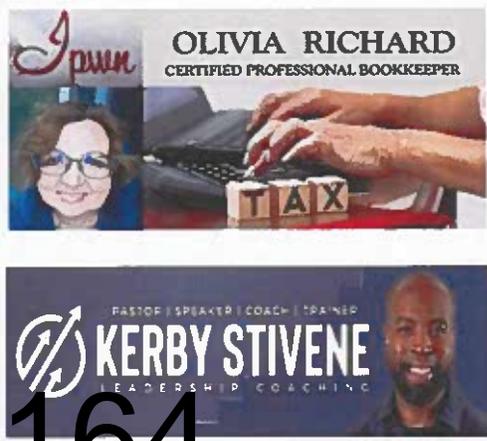


Guest speakers

Pre-registration is required, Members can reply via the emailed invite link.
Non-Members, please contact almaquinhighlandschamber@gmail.com







OLIVIA RICHARD
CERTIFIED PROFESSIONAL BOOKKEEPER

KERBY STIVENE
LEADERSHIP COACHING

February Events



Sunday, February 15, 2026 at 8 AM - 4 PM
Skijor Time-Trial at Arrowhead
Arrowhead Provincial Park



KEARNEY DOG SLED RACES
Feb 7 at 8 AM - Feb 8 at 4 PM
Kearney Dog Sled Races 2026
Royal Canadian Legion, Branch 276 Kearney, Ontario

ALMAGUIN TRIVIA NIGHT



2nd Saturday of the month at the
Burk's Falls Legion - 9 Mary St.
January 10 (7-10pm)
February 14 (7-10pm)
March 14 (7-10pm)

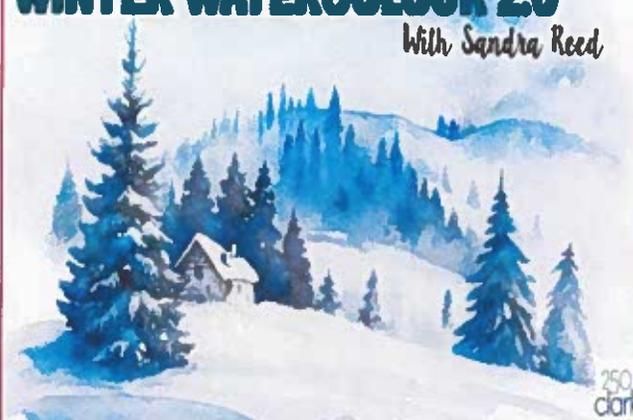
\$20 PER TEAM PAYABLE AT THE DOOR
MAXIMUM 5 PLAYERS PER TEAM
EMAIL / CALL / TEXT TO REGISTER YOUR TEAM
AlmaguinTriviaNight@gmail.com | 705-477-4987
Age of majority event. Bring your own snacks!

SENIORS ACTIVE LIVING FAIR
FRIDAY FEBRUARY 27TH
11AM TO 3PM



Location: Magnetawan Community Centre
Join us for a free in-person health fair featuring agencies serving seniors in our community including presentations and demo's relevant to seniors and caregivers!
A healthy light lunch and refreshments provided along with a door prize and giveaway!

WINTER WATERCOLOUR 2.0
With Sandra Reed



TUESDAY FEBRUARY 3 1 PM \$25.
REGISTER AT RECREATION@POHASSAN.NET

February Events

Trout Creek Community Centre Fundraiser
by Powassan Minor Hockey Association

Spaghetti Dinner

SATURDAY, FEBRUARY 21, 2026
4:30 PM TO 6:30 PM

The bar will be open! Come get a drink and kick off a fantastic evening of food and fundraising.

\$20.00 15 & OVER	POWASSAN
\$10.00 15 & UNDER	SPORTSPLEX

Spaghetti dinner free for all PMHA players with a donation to the foodbank. (2nd Box Upstairs)

PUBLIC SKATE
4:00 pm to 5:00 pm
FREE! with encouraged donation to Powassan Food Bank (Box at Door)



Township of Perry Recreation and Culture Committee annual FAMILY DAY EVENT

Emsdale Outdoor Rink
Monday, February 16th
12:30p.m. to 3:30p.m.

Come out and join the fun!
Bonfire, Hotdogs, Hot Chocolate, music and more!

Bring a camp chair as there is no seating available.

If you have a reusable mug, bring it for your hot chocolate and help us help the environment.




EMSDALE SENIORS 65+ LUNCH

THURSDAY, FEBRUARY 26TH
EMSDALE COMMUNITY CENTRE

\$10.00 PER PERSON

Call the CSS Office to reserve one week in advance
Please call to cancel if you can't make it
705-724-6028

FEBRUARY'S MENU: Roast Pork



Free Family Day Public Skating



Feb 16th, 2026
2pm-4pm

Sponsored by **KP TIRE**

Don't miss out - join us for a fun time Public Skating this Family Day at the Armour, Ryerson and Burk's Falls Memorial Arena

2026 Almaguin Highlands Community Living "Beerspiel"

Proceeds in support of Almaguin Highlands Special Olympics



February 20-21, 2026

Draw Times
Friday 20 February - 6:00 & 7:30 pm
Saturday 21 February - 9:30 & 11:00 am, 1:00 & 2:30 pm
SPECTATORS WELCOME!! Come on out and watch!

* Curling Club Bar will be open throughout the bonspiel!

Almaguin Highlands **COMMUNITY LIVING**

YOU ARE INVITED TO Valentine's Stories & Crafts

This event is geared towards school age children but anyone who enjoys listening to stories and making crafts is welcome to attend.

FEBRUARY
WEDNESDAY 11 AT 8:30 PM

Sundridge-Strong Library
110 Main Street - Sundridge
705-384-7311
sundridge@library@gmail.com



February Events

SATURDAY FEBRUARY 14TH

FAMILY DAY LINE UP

AT THE MAGNETAWAN COMMUNITY CENTRE

1PM TO 4PM- ONTARIO WILDLIFE PRESENTATION
"MEET N GREET" featuring 5-6 of Ontario's native wildlife ambassadors and includes information about each individual animal, their species adaptations, habitats and question and answer period!
FREE GLITTER TATTOOS & POPCORN!



1PM TO 4PM – LUNCH COUNTER BY THE MAGNETAWAN PUBLIC LIBRARY

AT THE LIONS' PAVILION

2PM TO 4PM-FAMILY SKATE, PHOTO BOOTHS, AND HOT CHOCOLATE

AT THE LIONS' PAVILION TOP FRONT PARKING LOT

2PM TO 4PM-CHAINSAW CARVING DISPLAY BY NORTHERN RHODES ARTISTRY IN WOOD, FIREPIT, AND SNOWPAINTING



Please Bring a Non-Perishable Food Item for a Donation to the Magnetawan Community Pantry
Please Note some events are dependent on the weather!

DEEP WOODS PLAYERS

Theatre entertainment group showcasing local talent from the Magnetawan/Ahmik Harbour/ Dunchurch and surrounding areas

Come on out and join us for lunch and hear about this exciting new development. We are looking for actors, musicians, set designers, singers, playwrights, authors and anyone interested in the variety of roles needed to produce an event.

Meet and Greet Luncheon
February 1st 12:00 to 2:00
Magnetawan Community Centre

Free lunch provided by Twisted Olive catering

SOUTH RIVER LION'S WINTERFEST
SRM AGRICULTURAL SOCIETY
PRESENTS

Fall in Love with

Pancakes & Ham



\$10.00 Adult
\$5.00 kids
(6 yrs & under)

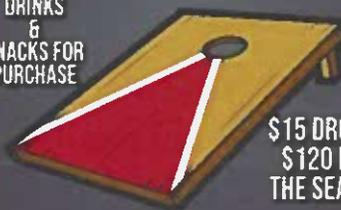
February 7th, 2026
SRM Community Center (upstairs)

ARMOUR RECREATION PRESENTS

CORNHOLE
Social

KATRINE COMMUNITY CENTRE, 6 BROWN'S DRIVE KATRINE, ON

DRINKS & SNACKS FOR PURCHASE



\$15 DROP IN
\$120 FOR THE SEASON

ALL SKILL LEVELS WELCOME

FEB 5 - APRIL 23, 2026

YEAR-END BANQUET IN LAST WEEK

THURSDAY NIGHTS @ 7PM

Trinity United Church Presents

OPEN MIC / ★
TALENT NIGHT

Everyone Welcome –
Music • Poetry •
Readings • Comedy

Thursday,
February 5, 2026

7:00-9:00 p.m.
(Doors open at 6:30 p.m.)

Trinity United Church
144 Sparks St.,
Magnetawan, ON



Free Event • Reservations at the Door
For more information, text or call
Brenda at 705-788-4490

February Events

KATRINE WINTER KARNIVAL
FEB 20-22, 2026

Family Bowling
Feb 20th
6:30PM \$12
@ Riverbowl, Burks Falls
Register: Call or Text Marina
705-787-8780



Family Dance
Feb 20th
8:00PM, Entry by Donation
@ Katrine Community Centre
Danika's DJ'ing, Bar, Late Night Snack
Silent Auction, Elimination Draw, Bowling Prizes



Friday

KATRINE WINTER KARNIVAL
FEB 20-22, 2026

Outdoor Activities
Feb 21st
11AM-3PM: Crooked Creek Ranch Pony Pal Corral
11AM-12:30PM: Northern Rhodes Wood Carving Demo
12:30-1:30PM: Log Saw & Nail Driving Competition
All Day: Toboggan Party
All Day: Public Skating
Stay warm by the fire



Indoor Activities
Feb 21st
11AM-3PM: Face Painting
11AM-1:30PM: Tobin Spring
1:30PM: Toilet Paper Snowman Competition
2PM-5PM: Don & Friends
5PM: Donut Eating Contest
4PM-6PM: Spaghetti Dinner
Adults-\$10
Kids 10 & under-\$5
Kids 5 & under-FREE
5:30PM: Elimination Draw Results
Food Booth, Bar, Silent Auction, Elimination Draw



Saturday

KATRINE WINTER KARNIVAL
FEB 20-22, 2026

Family Pancake Breakfast
Feb 22nd
9AM-12:30PM
Adults \$10,
Kids 10 & Under \$5
Kids 5 & under FREE



Silent Auction
Feb 22nd
10AM Silent Auction Ends
10:15AM Silent Auction Winners Announced



Sunday

Take your significant other out for a great night of dancing and fun

Ticket:021



Valentine's Dance
\$20
February 14th 2026
7:30pm - 11:30pm
Ages 19+

A great night of dancing to the sounds of Tobin Spring, along with good friends and food and cash bar.

Tickets are available at the Sundridge Legion, or call:
-Fran at 705-172-1831
-Bob at 416-561-6267
-Jim at 705-191-0985

February Events

SOUTH RIVER LIONS CLUB

Winterfest 2026

All week - Feb 2 - 8 1/2 price ICE CREAM CONES
South River Scoops 'N' More

Monday, Feb 2nd - CRIBBAGE - South River Legion - 6:30 pm
\$20 per team of 2 - proceeds to South River Lions Club

Tuesday, Feb 3rd - EUCHRE - South River Legion - 6:30 pm
\$7 per player - teams of 2 - Almaguin Tree Service - Proceeds to South River Lions Club

Thursday, Feb 5th - TRIVIA - South River Legion - 7:00 pm
\$5 per player - Quizmaster Neil Scarlett - Proceeds to South River Lions Club

Friday, Feb 6th - PAINT NIGHT - South River Legion - 7:00 pm
\$25 per person (limit 30 people) - Proceeds to South River Lions Club

SATURDAY, FEB 7th

8:00 am - 10:00 am - **PANCAKE BREAKFAST** - SRM Community Centre (Arena)
\$10 Adults, \$5 for children 6 and under - Proceeds to Children's Activities at SRM AG Society Fall Fair

10:00 am - Noon - **CAMPFIRE S'MORES & MAPLE TAFFY** - South River Legion
FREE EVENT

10:00 am - 4:00 pm - **SOUND INSTALLATION** - NAISA
FREE EVENT

11:00 am - 2:00 pm **CHILI & PENNY SALE** - South River Legion
Proceeds to South River Lions Club

6:00 pm **DINNER/AUCTION/LIVE MUSIC** - SRM Community Centre (Arena)
Parmesan & Spinach Steak Roulade / Veggies / Salad / Dessert
Music by Back in Tyme Tickets \$40.00

SUNDAY, FEB 8th

1:00 pm - 2:30 pm - **FREE FAMILY SKATE** - SRM Arena

1:00 pm - 3:00 pm - **FREE SNOWSHOEING/XCOUNTRY SKIING** - from ACT Trailhead
by AHSS Visitor Parking Lot - Join other enthusiasts for xcounrty skiing on groomed trails
or a guided snowshoe hike with Local Trails Group
Presented by FORGOTTEN TRAILS ASSOCIATION

let's celebrate together!



BEYBLADE CLUB



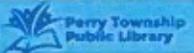
Biweekly Fridays
3:00-4:00pm

Jan - 16th & 30th
Feb - 14th & 27th

25 Joseph St.
Emsdale ON

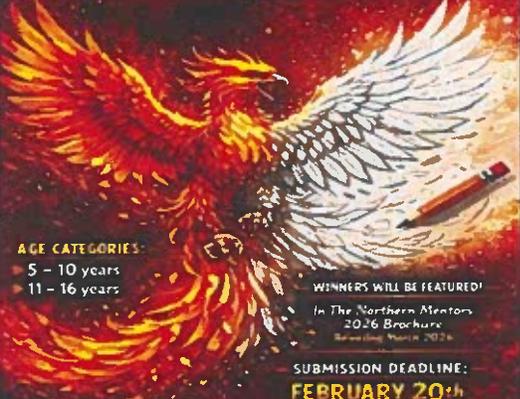
Text 226-868-8095 for additional info

Equipment provided

In partnership with  Perry Township Public Library

NORTHERN MENTORS

Kids Drawing Contest



AGE CATEGORIES:

- 5 - 10 years
- 11 - 16 years

WINNERS WILL BE FEATURED!
In The Northern Mentors
2026 Brochure
Saturday, March 2026

SUBMISSION DEADLINE:
FEBRUARY 20th

*Let your creativity rise.
Every child's art tells a story.*

SNOW SCULPTURE CONTEST

- Build a snow sculpture in your yard
- Take a picture of it
- Email your picture to troutcreekboosterclub@gmail.com
- Due by February 8, 2026

PRIZES TO BE WON!

Page 47 of 164

This is a Trout Creek Booster Club sponsored event

TEEN TWEEN SCENE

Pom Pom Crafts

SATURDAY
FEBRUARY 7
10:30 AM



Kids ages 8 and up @
Burk's Falls, Armour & Ryerson
Union Public Library

Make My Valentine

February Events



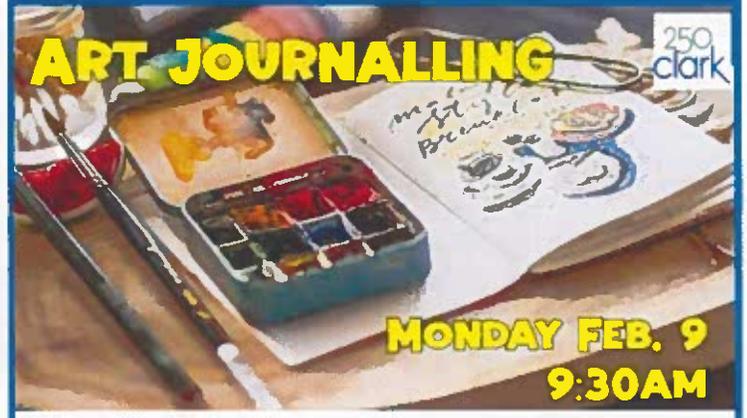

**MOCCASIN
MITTEN OR HAT
WORKSHOP**

Feb. 21
Feb. 28
March 1

Three day workshop 9-4pm
Choice of leather colours, upgrades
Register at recreation@powassan.net

\$160. Mittens \$140. Moccasins
\$150. Trapper Hat
\$130. Beannie Hat with Pom

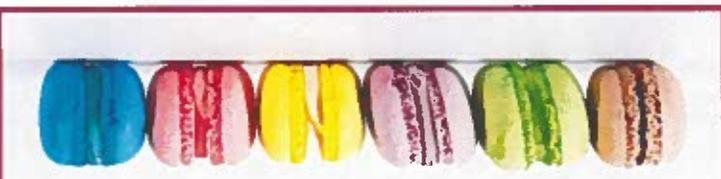




ART JOURNALLING

**MONDAY FEB. 9
9:30AM**

This workshop will be a combination of drawing, collage, stamping, painting, and writing.
Sign up at recreation@powassan.net \$35.

MAKING MACARONS

Sunday February 8 9-1pm
\$45. Register at
recreation@powassan.net



**Pancakes pancakes pancakes
Please Come & celebrate Shrove
Tuesday with us at
Zion United Church.
49 Main St. Sundridge**



Pancakes, Sausage, Tea, Coffee,
juice, Desserts
Gluten free will be available

**Featuring.....
Hubbert's Maple Syrup**



**Tuesday February 17, 2026
5:00pm / 6:30pm
\$12 /Adults
\$6.00 and under
children, and under free
Families \$35**



Sat, Feb 28 at 10:30 AM
Mystic Tea
220 Centre Street, Burk's Falls, P.O. 1C0, ON

Almaguin Highlands Chamber of Commerce's Post



Magnetawan - Whitestone Playland

Almaguin Highlands Chamber of Commerce · 20h · 🌐



AHCC Chamber Business Networking Event
Thurs. Feb. 19, 2026 *6pm - 8pm
*193 Ontario St. Bark's Falls

Come out and enjoy some appetizers while networking with other entrepreneurs!

This event is no-charge to Chamber members and one guest

Non-member businesses are welcome to attend at \$10 per person

Come out and see what being a member can do for your business!

Pre-registration is required. Members can reply via the emailed invite link.
Non-Members, please contact almaguinhighlandschamber@gmail.com

Guest speakers

OLIVIA RICHARD
CERTIFIED PROFESSIONAL BOOKKEEPER

KERBY STIVENE
LEADERSHIP COACHING

Logos: Almaguin Highlands, ACED, Olivia Richard, Kerby Stivene



Almaguin Highlands Chamber of Commerce

20h · 🌐

The next business after-hours event is Feb. 19th ~

Laura Brandt

From: Destination Ontario <destinationontario@ontario.ca>
Sent: January 27, 2026 10:15 AM
To: Laura Brandt
Subject: Destination Digest: Ontario Recognized in China

[View this email in your browser](#)



Tuesday, January 27, 2026

Ontario Recognized in China

Earlier this month in Beijing, Destination Ontario was named a **Top 5 Sustainable Family Travel Destination** at the 21st National Tourism Quality Award Ceremony. This international recognition reflects how sustainability is increasingly influencing global travel decisions.

The award was presented by **National Tourism (国家旅游网)**, China's leading B2B travel trade media and professional think tank. National Tourism plays a key role in connecting global destinations with China's largest travel operators and online travel agencies, including **Trip.com**.

Ontario was selected through a rigorous evaluation process that combined performance data from major Chinese online travel platforms with scoring by a panel of senior industry judges. Among a global field of candidate destinations, Ontario stood out for its strong appeal to family and educational travel markets, supported by its **natural** and **cultural** assets and its **alignment with sustainable tourism practices**.



Why this matters

This recognition provides more than international visibility. It sets a meaningful benchmark for overseas family travel and offers clear insight into what global travel markets value, as well as how Ontario is being positioned abroad. As global travel demand continues to evolve, it reinforces an important message for Ontario's tourism sector. **International markets care about sustainability**, and aligning destination offerings with these expectations strengthens Ontario's reputation as a high-quality, competitive choice worldwide.

DATA DELIVERED



2SLGBTQI+ Traveller Research

Destination Ontario launched a new research initiative with [Context Research Group \(CRG\)](#) this week. More than 15 partners are participating, including Regional Tourism Organizations, Destination Marketing Organizations, and sector organizations. The Canadian Queer Chamber of Commerce (CQCC), Pride Toronto, and IGLTA, the International LGBTQI+ Travel Association, are contributing valuable expertise to help **deepen our understanding of 2SLGBTQI+ traveller needs** and opportunities. Results will be shared with industry this spring.



India & Pakistan

We are excited for the results from our **India–Pakistan emerging market research study**. This research project was a collaborative effort between Destination Ontario, Visit Mississauga, Destination Toronto, The City of Brampton, Destination Markham, and Tourism Vaughan. A summary will be shared on the [Destination Ontario Insights Portal \(DO-IP\)](#) in the coming weeks. The study explores **perceptions, motivations, and barriers** to travel from South Asia, one of the fastest-growing outbound travel regions, and provides insight into how Ontario, and the GTA in particular, can better attract and serve these travellers.



Regional Insights Coming

You asked; we listened. January's Ontario Tourism & Travel Monthly (OTTM) results, available in March on the [DO-IP](#), will include **region-specific reporting** to support more granular, localized analysis. This enhancement adds formatted tables that present OTTM results by region, including insights such as traveller profiles (demographics and income), travel intent, travel planning behaviours, travel information search patterns, financial considerations, and preferred seasonal activities.



United States & Europe

Destination Ontario is launching a new Market Intelligence Study with CRG across the **United States** and **Europe** to better understand **travel intentions** tied to the upcoming major global soccer tournament. The research will engage travellers who are interested in, planning, or have already booked a trip to visit Ontario for the event. It will quantify **travel intent**, assess **regional dispersion opportunities**, and capture **pre-event visitor expectations** to support industry planning and strategic marketing. Results will be available this spring.

SECTOR SPOTLIGHT



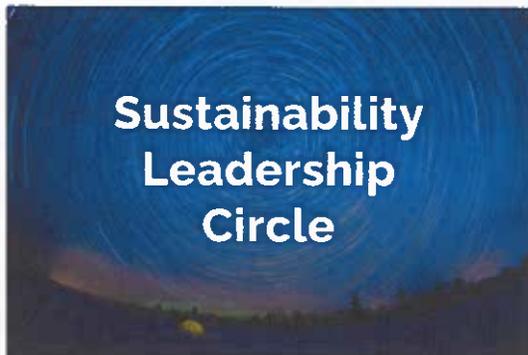
The Northlander Begins Testing

The return of the Northlander passenger rail service will mark a new era of connection and opportunity for Northern Ontario. Spanning 740 kilometres with stops between **Timmins** and **Toronto**, and **connection to Cochrane**, the Northlander will provide families and workers with safe, reliable and affordable transportation throughout Northern Ontario, and to Central and Southern Ontario. The Northlander is for everyone; tourists, workers commuting to jobs, students travelling to school, patients connecting with healthcare professionals, and everyone in-between. The first train set is undergoing testing and

commissioning in Toronto, with safety testing to continue over the coming months.

[More info](#)

SUSTAINABILITY SNAPSHOT



From Pledge to Progress

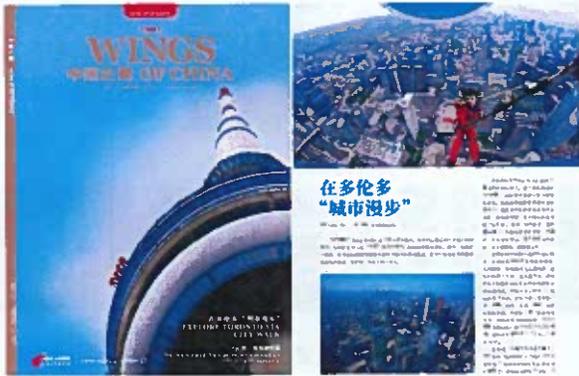
Destination Ontario has launched an internal **Sustainability Leadership Circle** to develop our 2026–2027 organizational sustainability action plan, guided by recommendations from our **GreenStep assessment** and recent **GreenStep Gold certification**.

With traveller expectations and international market interest in sustainable tourism continuing to grow, this initiative reinforces Destination Ontario's commitment to long-term, responsible tourism growth, while strengthening Ontario's competitiveness as a destination.

Do you have a sustainability initiative or achievement to share? Email us so we can help spotlight it across our industry channels.

[Email us](#)

MILESTONE MOMENT



Wings of China

Ontario is featured on the cover and in a six-page spread in the December edition of **Wings of China**, Air China's official in-flight magazine. Appearing in seatback pockets across Air China flights, the feature delivers high-profile visibility at a pivotal moment following the reinstatement of outbound group travel to Canada.

The story was authored by influential Chinese travel writer and Key Opinion Leader **Bei Bao Ke Xiao Peng**, whose firsthand experience in Ontario, supported by Destination Ontario, helped shape authentic storytelling for a premium travel audience. This placement reflects Destination Ontario's ongoing work with international media and in-market partners to position Ontario as a compelling, high-quality destination worldwide.

INTRODUCING

Introducing our newest board members:



Mark Montefiore
Founder and CEO
New Metric Media
(Toronto)



Jennifer (Ye Won) Kim
Founder and Producer
Genuine Entertainment +
Consulting Manager
Cognizant (Toronto)



Ruth-Ann Nieuwesteeg
City Councillor
(Niagara Falls)

ANNOUNCEMENT



Fully Funded Applications

Eligible tourism, hospitality, and attractions businesses across Ontario can still access **fully funded Rainbow Registered applications** until **March 31, 2026**. Application fees and first-year membership costs are 100% covered, providing an opportunity to achieve national accreditation for 2SLGBTQI+ inclusion at no cost.

Apply online using your regional code:

Northern Ontario (north of the French River): **FedNor100**

Southern Ontario (Cornwall to Windsor): **FedDev100**

[More info](#)

EVENTS



FIFA World Cup 2026 Industry Briefing

January 30, 2026

Virtual

[Register](#)



National Hospitality Workers Appreciation Day

February 23, 2026



Central Counties Tourism Symposium

March 2, 2026

Whitby

[More info](#)



Southern Ontario Tourism Conference

March 3-4, 2026
London

[More info](#)



Tourism Opportunities Forum

March 9, 2026
Mississauga

[More info](#)



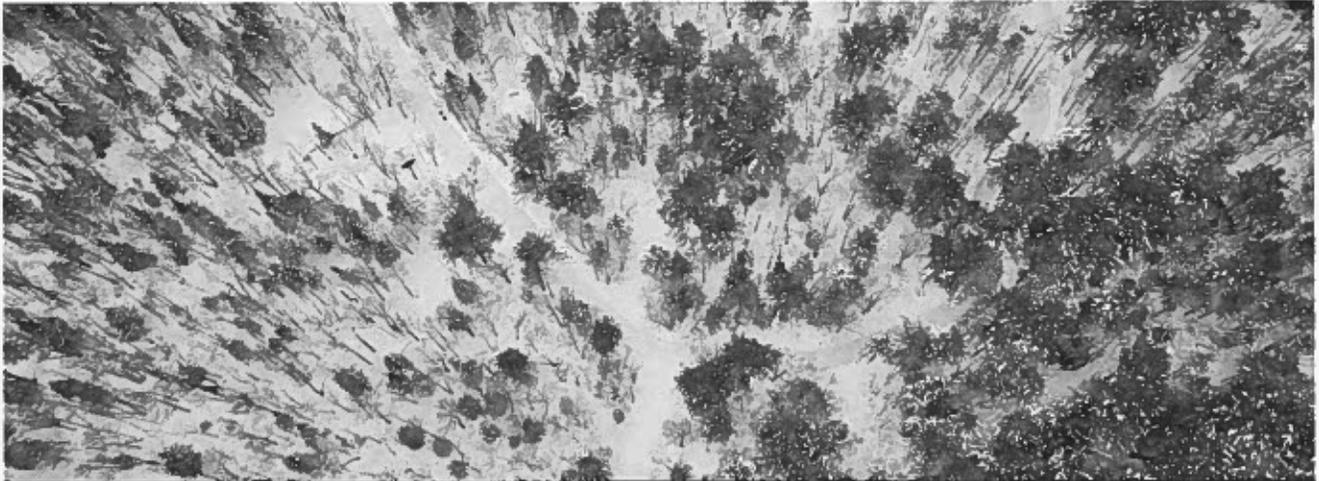
Belong: Inclusive Tourism Workplaces Conference

March 10, 2026
Toronto

[More info](#)

Help make Destination Digest even better!

[Take quick survey](#)



DESTINATION ONTARIO



Destination Ontario is an agency of the Government of Ontario and the lead tourism marketing organization for the province.

Visit our [corporate website](#) for more information about our mandate, priority markets, what we do and ways to work with us.

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CROSS-BORDER TRAVEL INSIGHTS

Alex Mazanik, CAIP
amazanik@crg.ca

William Schatten, CAIP
wschatten@crg.ca



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AGENDA

OTTM OVERVIEW

U.S. PULSE WAVE 3 RESULTS



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**ONTARIO TRAVEL & TOURISM
MONTHLY**
JANUARY 2026

ONTARIO TRAVEL & TOURISM MONTHLY (OTTM)

All OTTM data / reports are available on the Destination Ontario Insights Portal (DO-IP):
DOinsights.crg.ca

Monthly survey of 2,000+ travellers in the following regions:

- Ontario
- Manitoba
- Western Canada
- Quebec
- Atlantic Canada
- key US markets

Results released **every second Monday** of the month.

TRAVEL DESTINATION PLANS

Summer travel is top of mind for all travellers, with August being the peak month.

The shift toward medium-term planning is influenced by seasonality as Spring and Summer travel is approaching.

Tags - Explore more on DOinsights.crg.ca

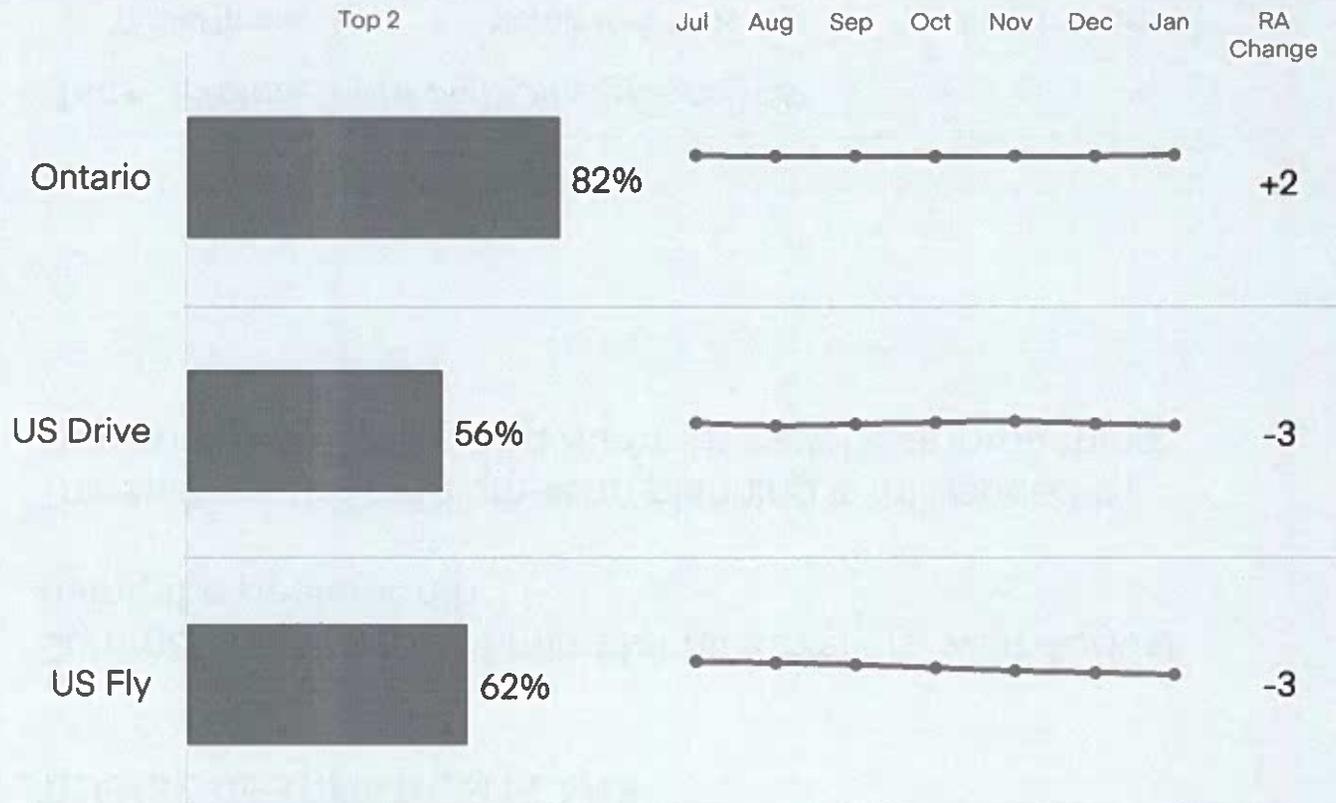
Travel Intent

Number of Trips

Month of Travel

LIKELIHOOD OF TRAVELLING IN ONTARIO

Interest in Ontario exists across all markets, but it is strongest among Ontario travellers.

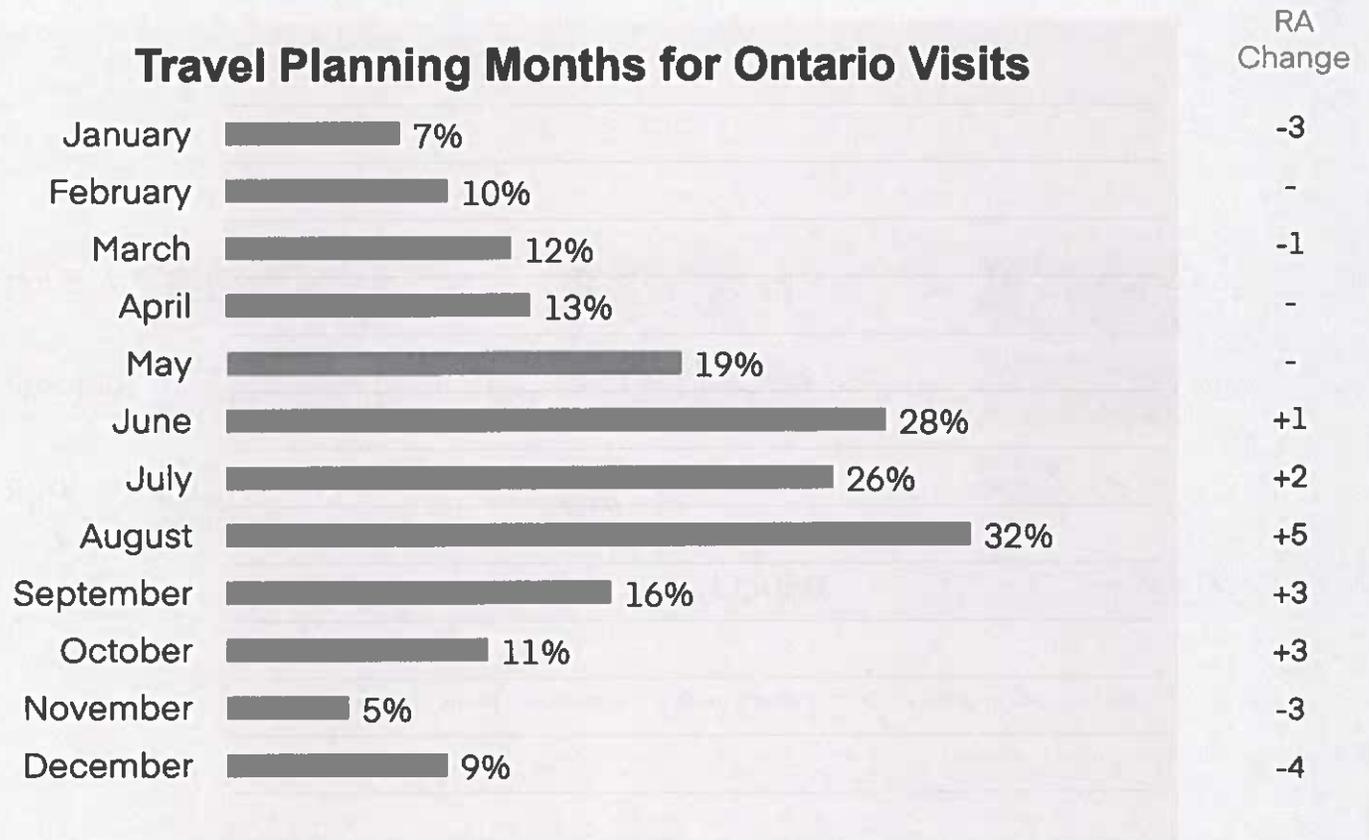


S5. In the next 12 months, how likely are you to take a pleasure trip of one or more nights in Ontario, Canada? (Excludes "don't know") (5-point scale)
 All respondents (n= 3,011)

PLANNED MONTHS OF TRAVEL

August is the peak month for trip consideration to Ontario, reinforcing summer as the primary planning season.

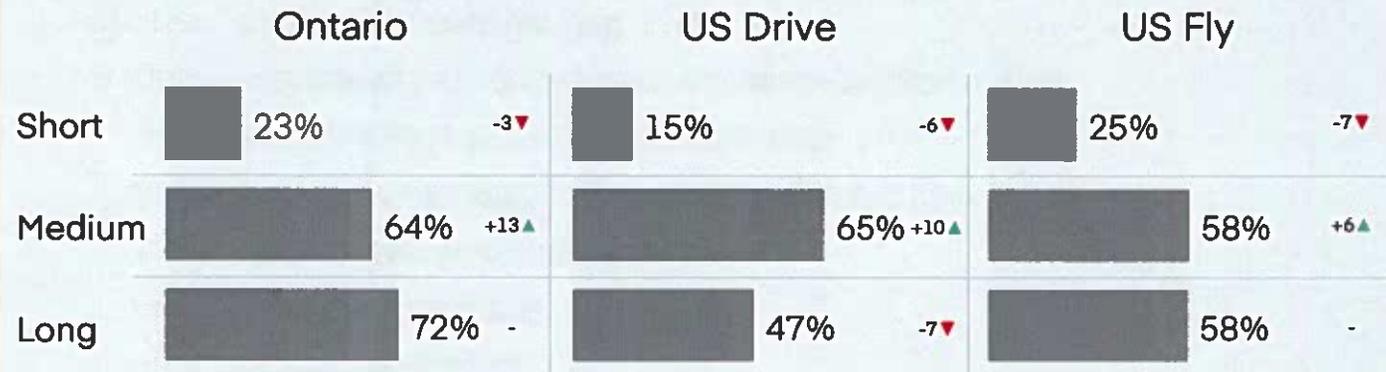
Travel Planning Months for Ontario Visits



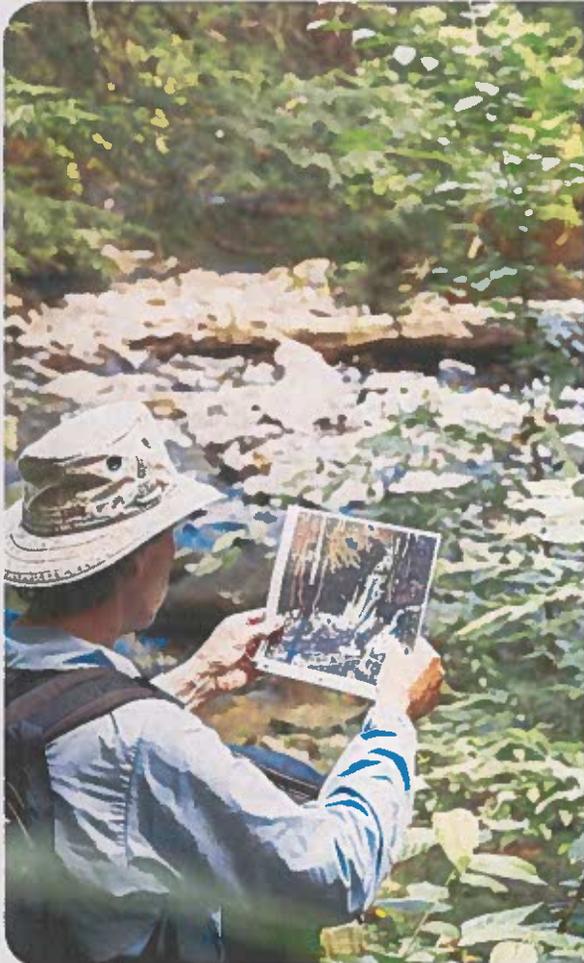
TRIP PLANNING HORIZONS: ONTARIO & US VISITORS

Across markets, travellers are increasingly planning trips in the medium term, but long-term planning is still strongest among Ontario travellers, with U.S. Fly showing a mix of both horizons.

Short-term = <2 months ahead | Mid-term = 3-6 months ahead | Long-term = 7-12 months ahead



Note:
Bar = % of current month | ▲▼ = RA Change



SUSTAINABLE TRAVEL FACTORS

Sustainability remains a consistent factor in travel decision-making, with U.S. Fly travellers showing the strongest engagement.

While wildfire impact is generally low, it affects U.S. Fly travellers more during hotter summer months.

Tags - Explore more on DOinsights.crg.ca

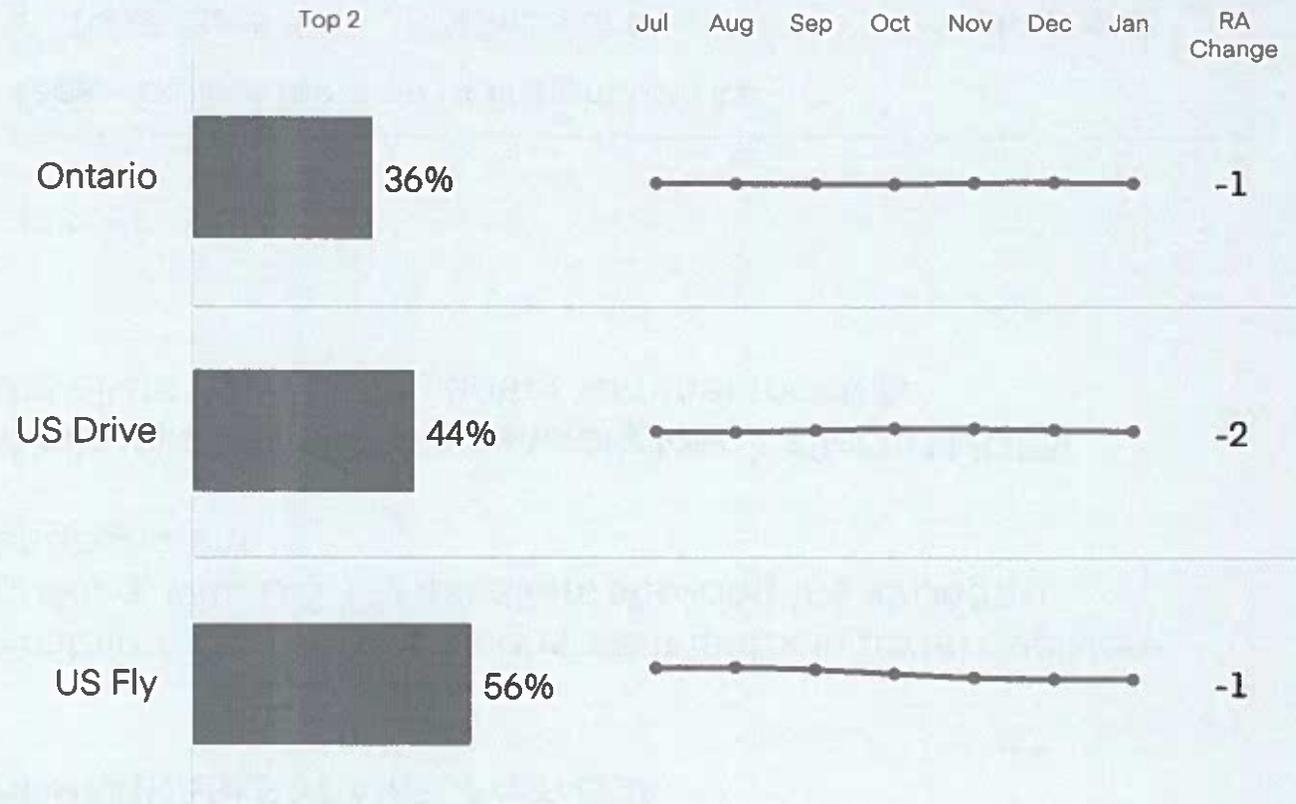
Travel Intent

Number of Trips

Month of Travel

PRIORITIZING SUSTAINABLE TOURISM

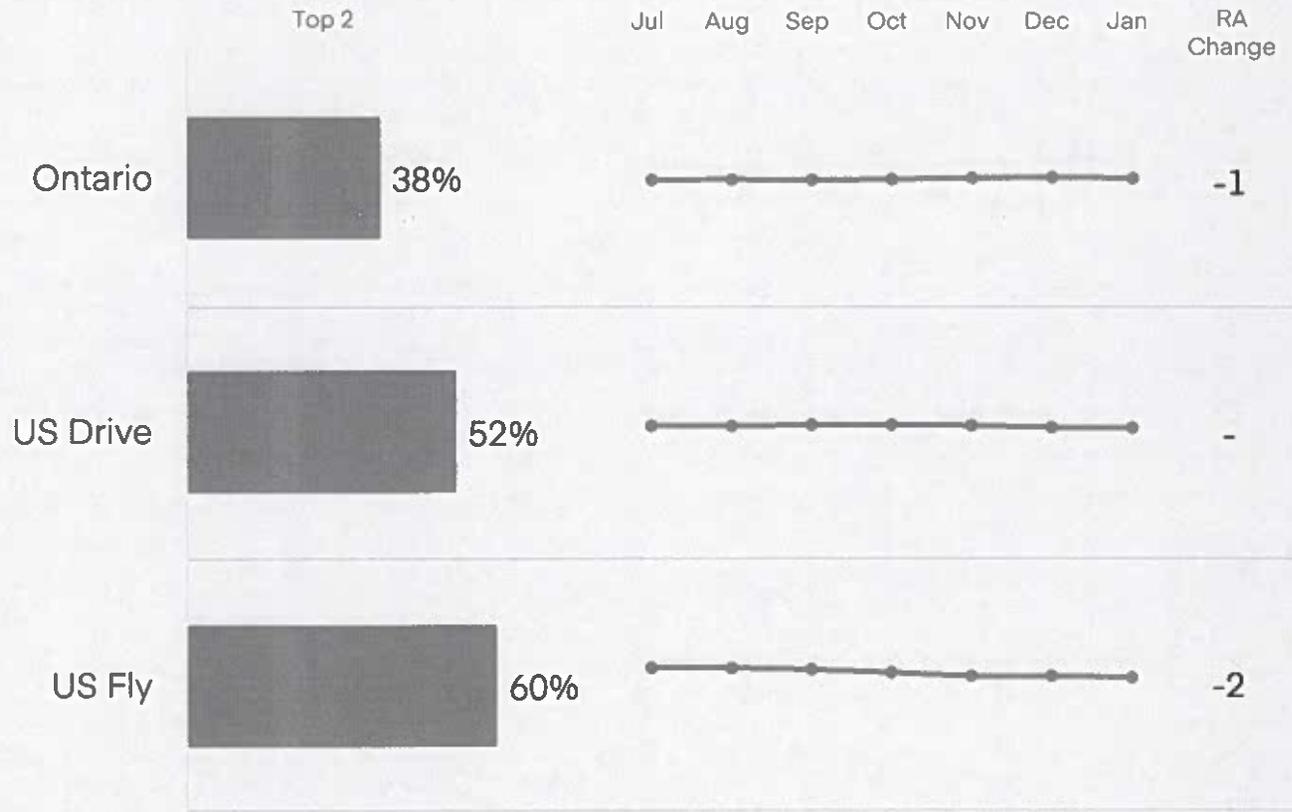
U.S. Fly travellers show a stronger preference for sustainable tourism options than other markets, while interest remains steady among all markets.



ST2. How much do you agree or disagree with the following statements? (Excludes "don't know") (5-point scale)
 [I choose travel destinations that prioritize sustainable tourism]
 All respondents. (n=2,913)

PAYING EXTRA FOR SUSTAINABLE TRAVEL

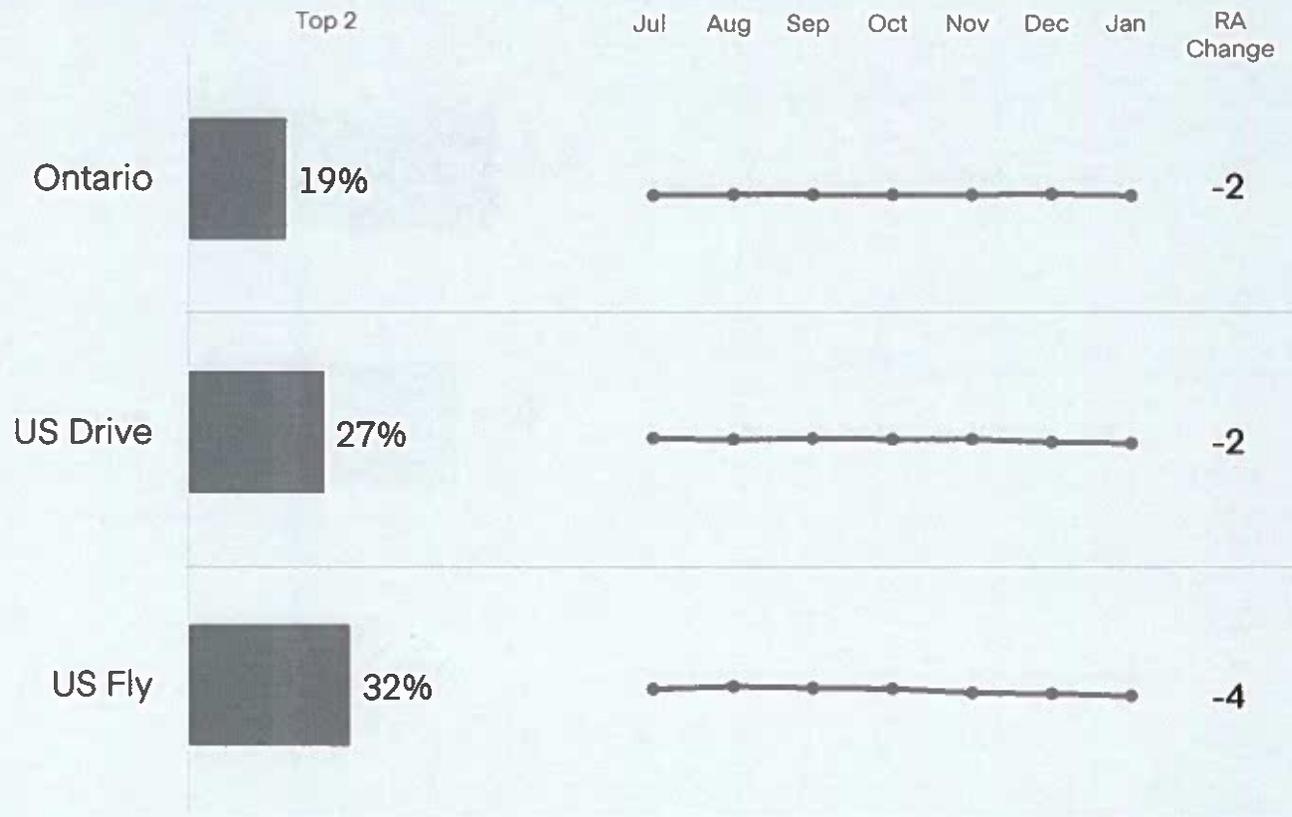
U.S. Fly travellers demonstrate higher sustainability awareness, with three in five willing to pay for a sustainable travel option, compared to lower willingness among Ontario travellers.



ST2. How much do you agree or disagree with the following statements? (Excludes "don't know") (5-point scale)
 [I am willing to pay more for a sustainable travel option, if the experience is equivalent]
 All respondents. (n=2,913)

WILDFIRES IMPACT ON ONTARIO TRAVEL

Wildfires have a greater impact on U.S. Fly travellers, particularly during the summer (44 - 46%), while concern remains low among Ontario travellers.



ST1. How much do you agree or disagree with the following statements? (Excludes "don't know") (5-point scale)
 [Canadian wildfires have impacted my travel plans in Ontario, Canada]
 All respondents. (n=2,955)

TRAVEL INFORMATION RESEARCH

U.S. Fly travellers lead in travel information-seeking, though interest across U.S. markets has seen a decline.

AI tools is primarily being used to **research attractions or activities** when it comes to planning a trip.

Tags - Explore more on DOinsights.org.ca

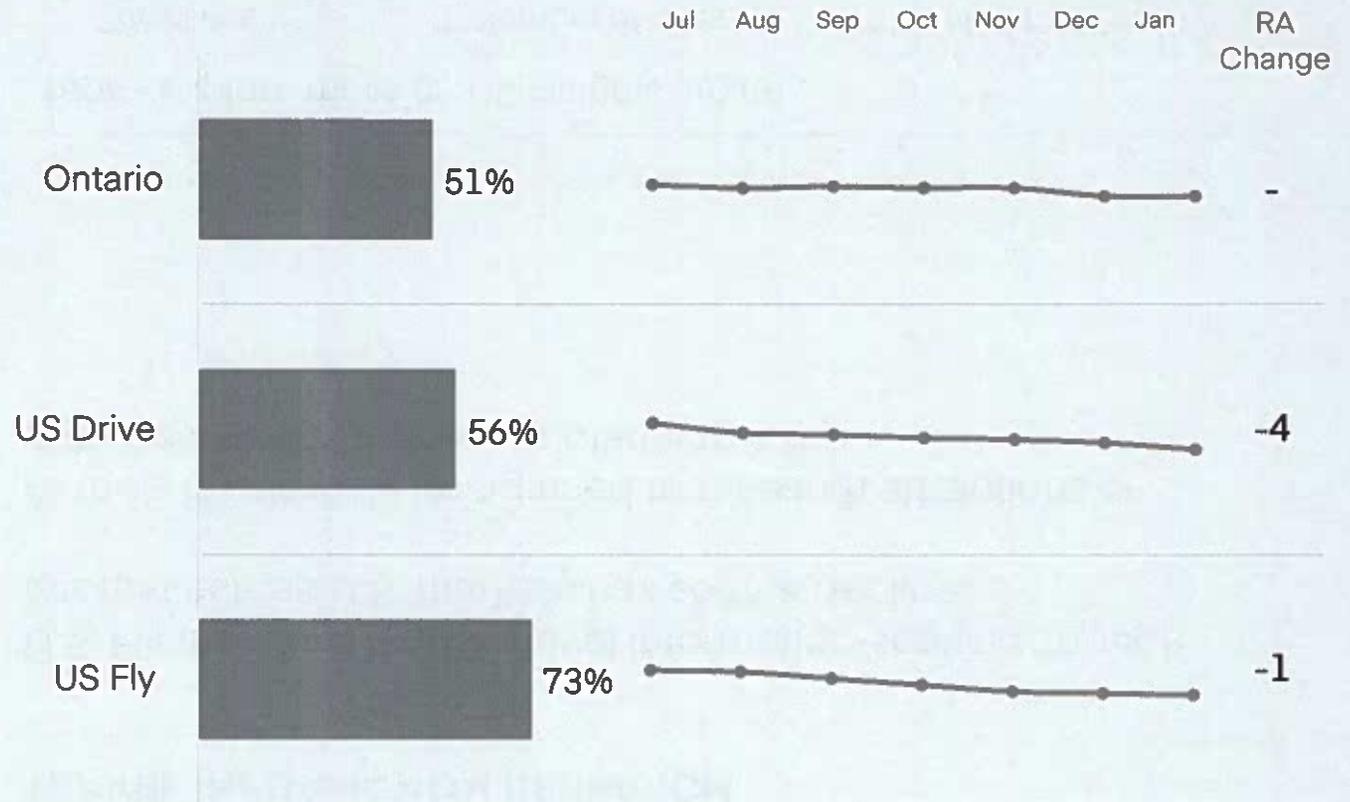
Travel Intent

Number of Trips

Month of Travel

INFORMATION SEARCH

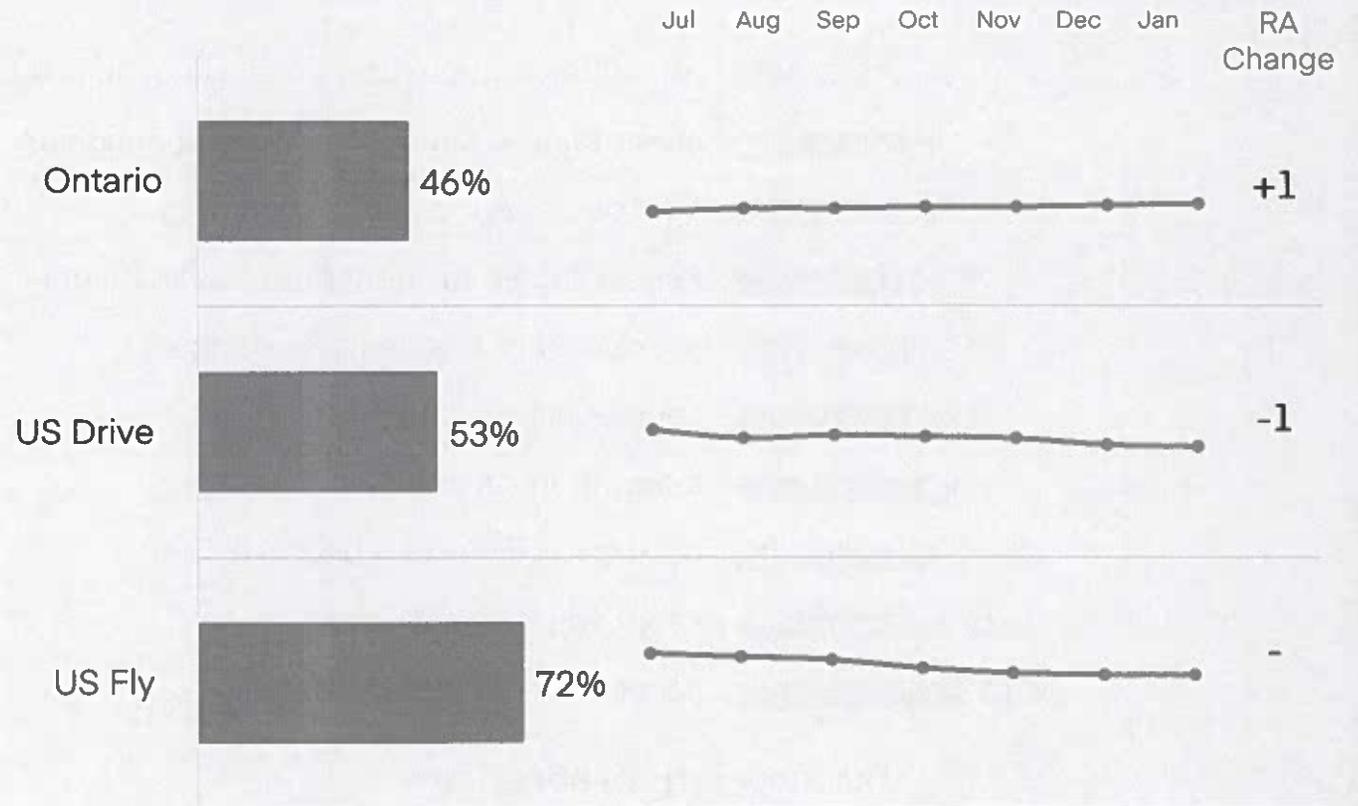
While travel information-seeking is strongest among U.S. Fly travellers, U.S. markets have declined since July, while Ontario remains stable.



I1. In the past month, have you looked for information about travelling? (Single-select)
All respondents. (n=3,041)

LIKELIHOOD OF USING AI TOOLS

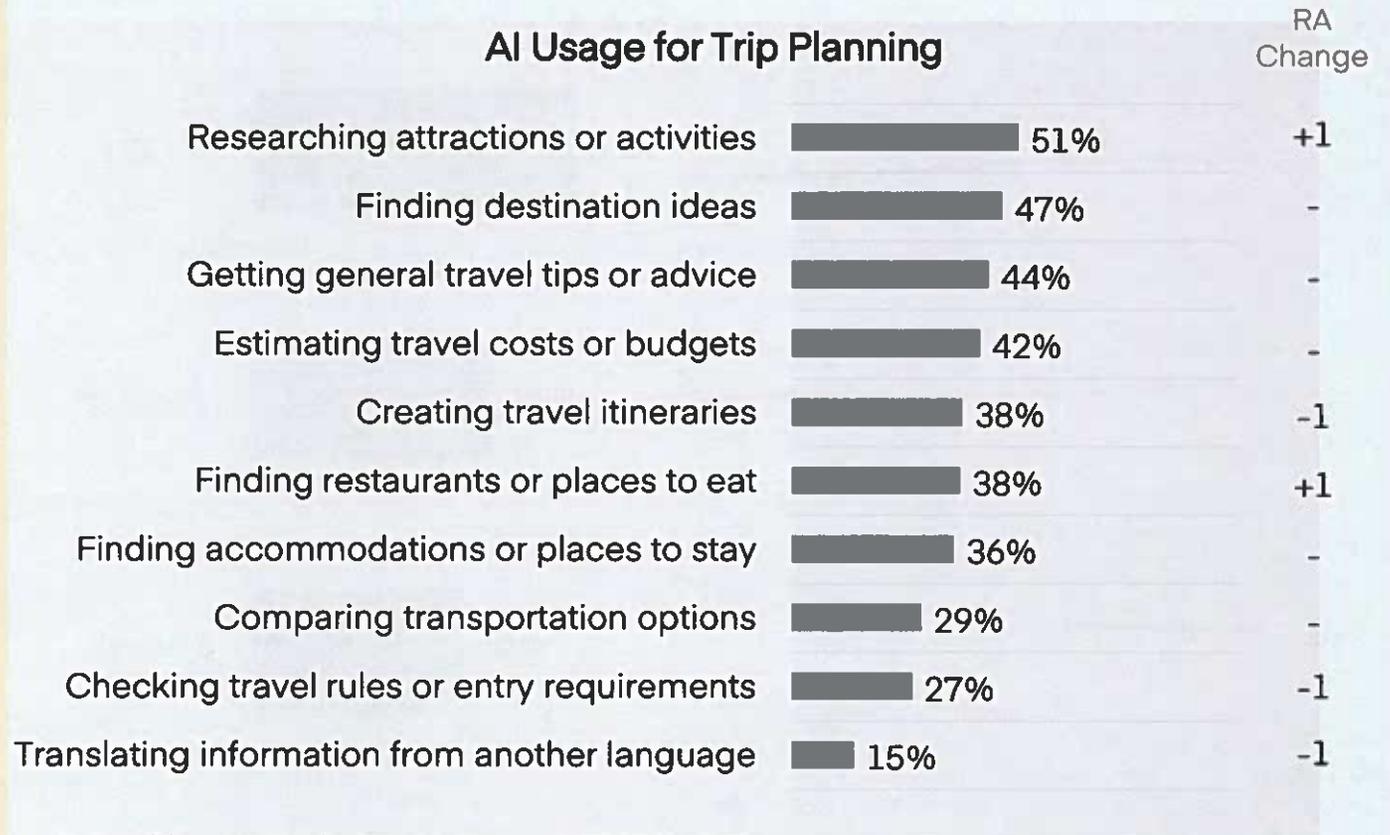
Intent to use AI tools for trip planning is highest among U.S. Fly travellers, while interest remains moderate among Ontario travellers.



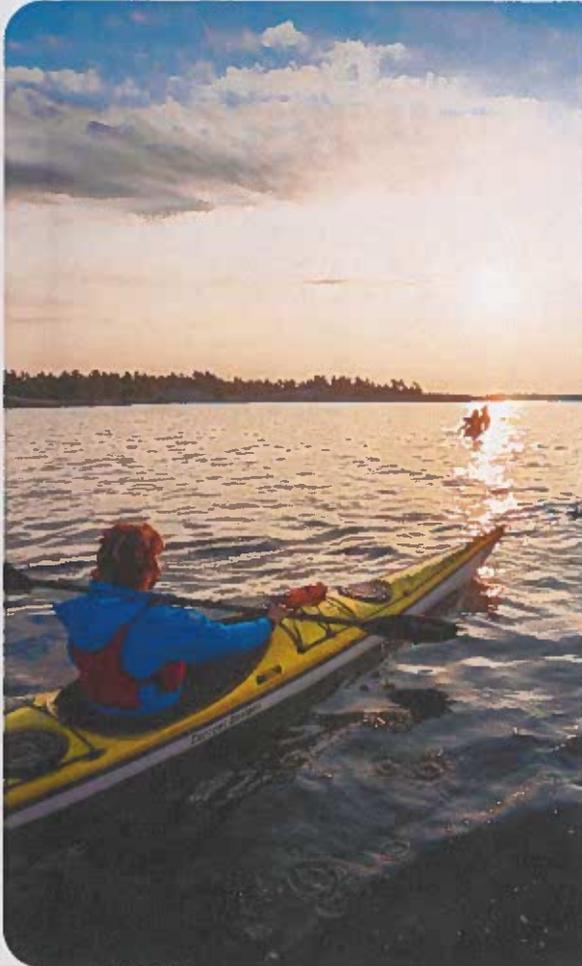
16. How likely are you to use AI tools (e.g., ChatGPT, Google Gemini, MS Copilot) to help you plan your next trip? (Excludes "don't know") (5-point scale)
Respondents who plan to take an overnight trip. (n=2,860)

AI ASSISTANCE IN TRAVEL PLANNING

Researching attractions or activities is the top reason travellers use AI tools for trip planning.



15. How did you use AI tools when planning your trip(s)? (Multi-select)
 Respondents who used AI tools to help plan a trip in the past 12 months. (n=1,870)
 Only overall ≥ 5% shown



EXPLORER'S EDGE TRAVELLER PROFILE

The Niagara Region and Toronto are the top destination choices across all travellers.

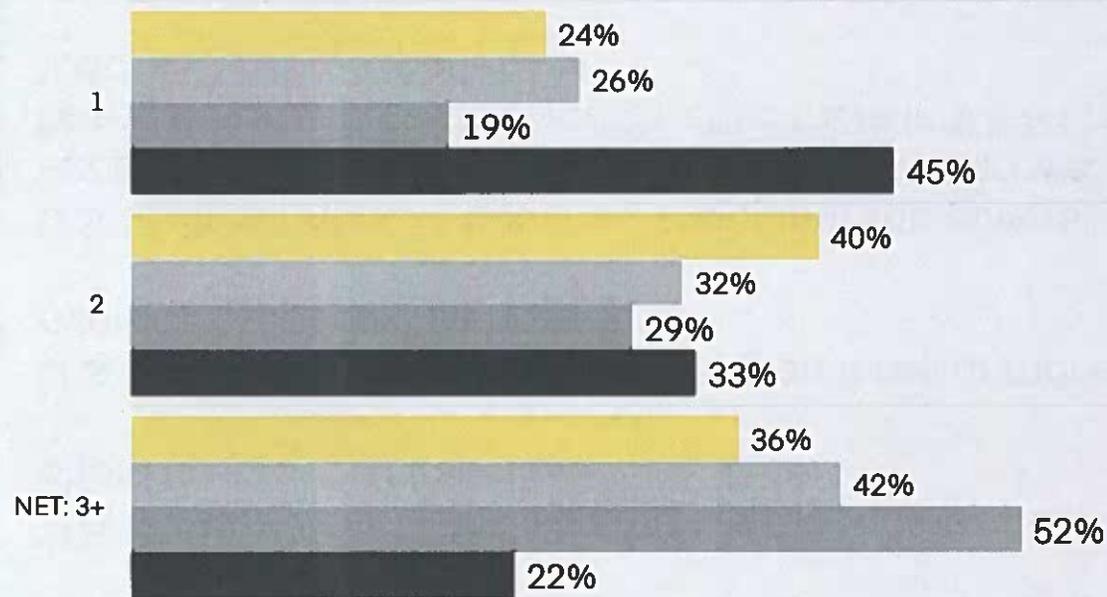
U.S. Fly travellers are most likely to plan three or more overnight trips to Ontario.

U.S. visitors prioritize **beaches, shopping, and cultural experiences**, while Ontarians favour day trips and **water-based outdoor activities**, and Quebec travellers lean toward **food-and-drink experiences**.

Travellers interested in visiting RTO12 - Muskoka, Parry Sound and Algonquin Park (e.g., Huntsville, Bracebridge, South River, Whitney)

EXPLORER'S EDGE - OVERNIGHT TRIPS TO ONTARIO

While all markets plan at least one overnight trip to Ontario, U.S. Fly travellers are more likely to plan multiple trips, whereas Quebec travellers typically plan just one.

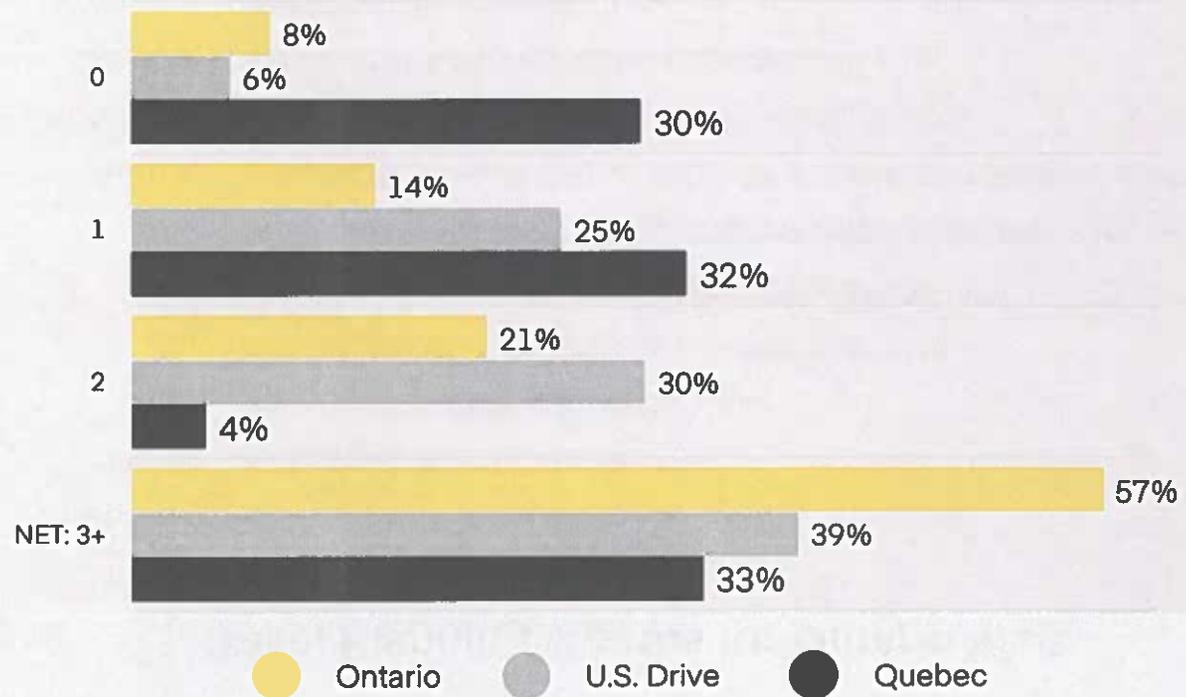


● Ontario
 ● U.S. Drive
 ● U.S. Fly
 ● Quebec

S6. In the next 12 months how many pleasure trips of one or more nights away from home are you planning to take in Ontario, Canada?
 Respondents interested in visiting Muskoka, Parry Sound and Algonquin Park (e.g., Huntsville, Bracebridge, South River, Whitney) (n= 1,257)

EXPLORER'S EDGE - DAY TRIPS TO ONTARIO

Ontario travellers tend to plan more frequent day trips, whereas Quebec travellers take fewer trips.

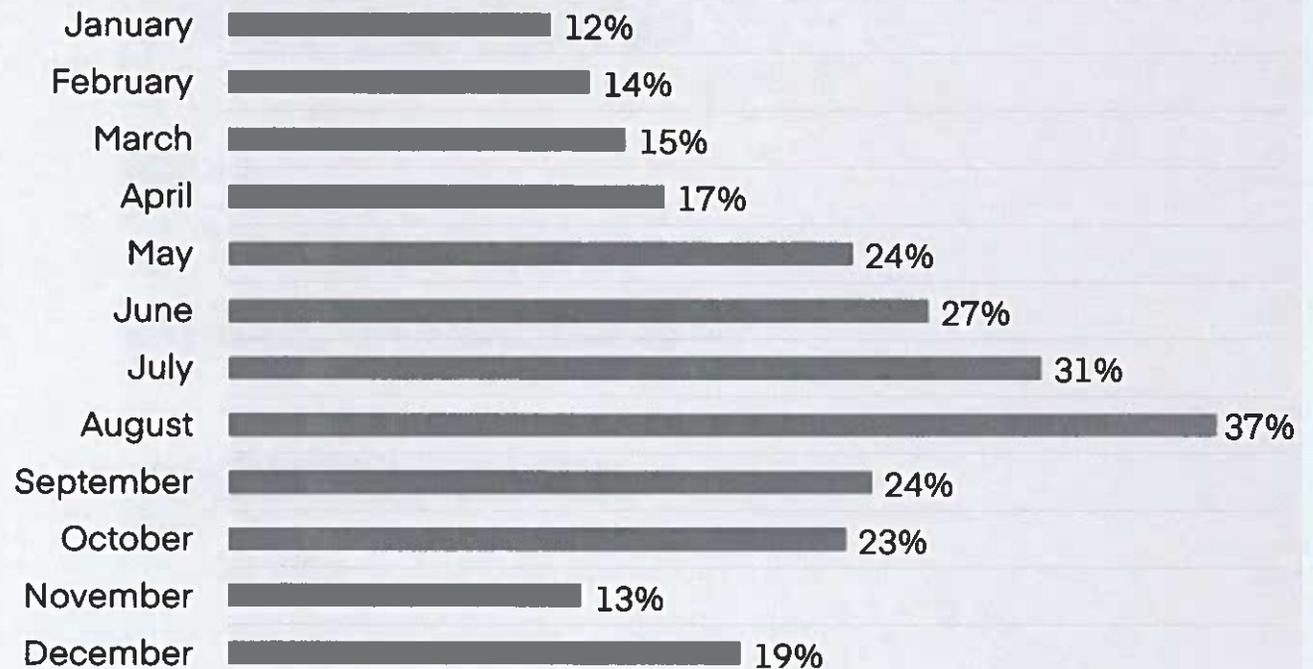


S9. In the next 12 months, how many day trips are you planning to take in Ontario, Canada?
 Respondents interested in visiting Muskoka, Parry Sound and Algonquin Park (e.g., Huntsville, Bracebridge, South River, Whitney) (n=1,056)

EXPLORER'S EDGE - PLANNED MONTHS OF TRAVEL

Summer dominates planned travel to Ontario among those interested in Explorer's Edge, with August emerging as the peak month for consideration.

Travel Planning Months for Ontario Visits



S6B. In the next 12 months, when do you think you'll take your next pleasure trip to Ontario, Canada? (Multi-select)

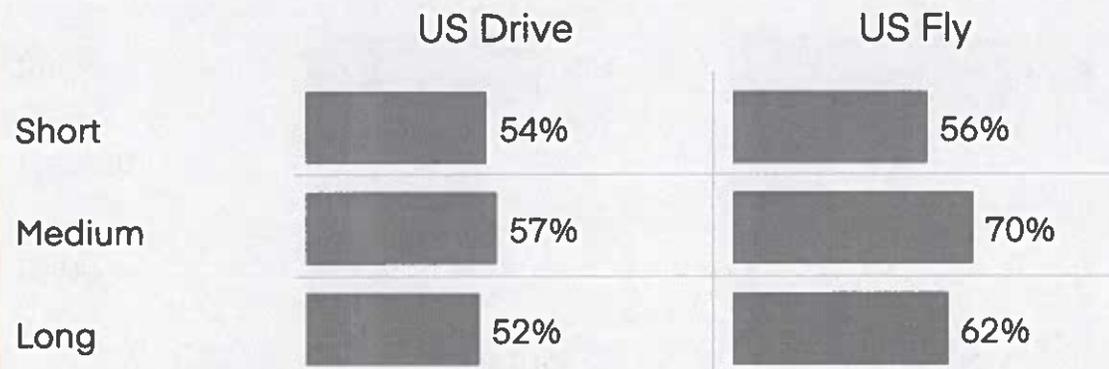
Respondents who are planning a trip in Ontario in the next 12 months.

Respondents interested in visiting Muskoka, Parry Sound and Algonquin Park (e.g., Huntsville, Bracebridge, South River, Whitney) (n=1,336)

EXPLORER'S EDGE - TRIP PLANNING HORIZONS

U.S. travellers are more likely to plan Ontario trips in the medium term, particularly U.S. Fly travellers, while U.S. Drive travellers show a more even likelihood across planning horizons.

Short-term = <2 months ahead | Mid-term = 3-6 months ahead | Long-term = 7-12 months ahead



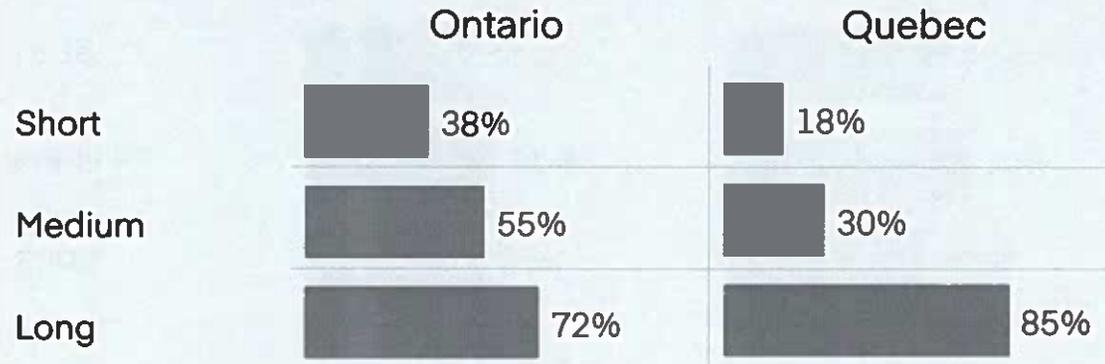
Note:
Bar = % of current month | ▲ ▼ = RA Change

S6B. In the next 12 months, when do you think you'll take your next pleasure trip to Ontario, Canada? (Multi-select)
Respondents who are planning a trip in Ontario in the next 12 months.
Respondents interested in visiting Muskoka, Parry Sound and Algonquin Park (e.g., Huntsville, Bracebridge, South River, Whitney) (n=260)

EXPLORER'S EDGE - TRIP PLANNING HORIZONS

Long-term planning is most common among the Canadian markets, particularly Quebec travellers.

Short-term = <2 months ahead | Mid-term = 3-6 months ahead | Long-term = 7-12 months ahead

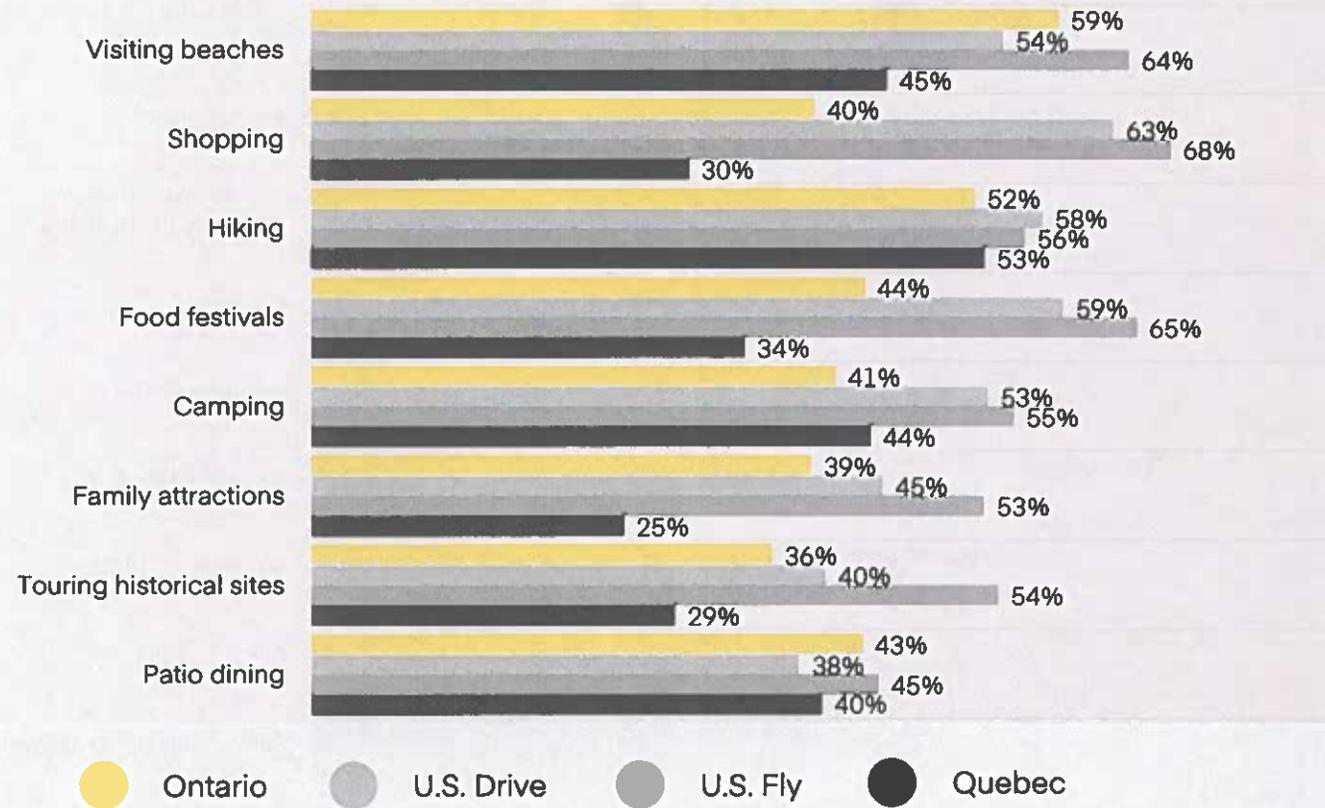


Note:
Bar = % of current month | ▲▼ = RA Change

S6B. In the next 12 months, when do you think you'll take your next pleasure trip to Ontario, Canada? (Multi-select)
Respondents who are planning a trip in Ontario in the next 12 months.
Respondents interested in visiting Muskoka, Parry Sound and Algonquin Park (e.g., Huntsville, Bracebridge, South River, Whitney) (n=997)

EXPLORER'S EDGE - POTENTIAL SPRING & SUMMER ACTIVITIES

Visiting beaches is the top activity during spring and summer, while shopping resonates more with U.S. travellers and hiking is most strongly planned by Canadian travellers.

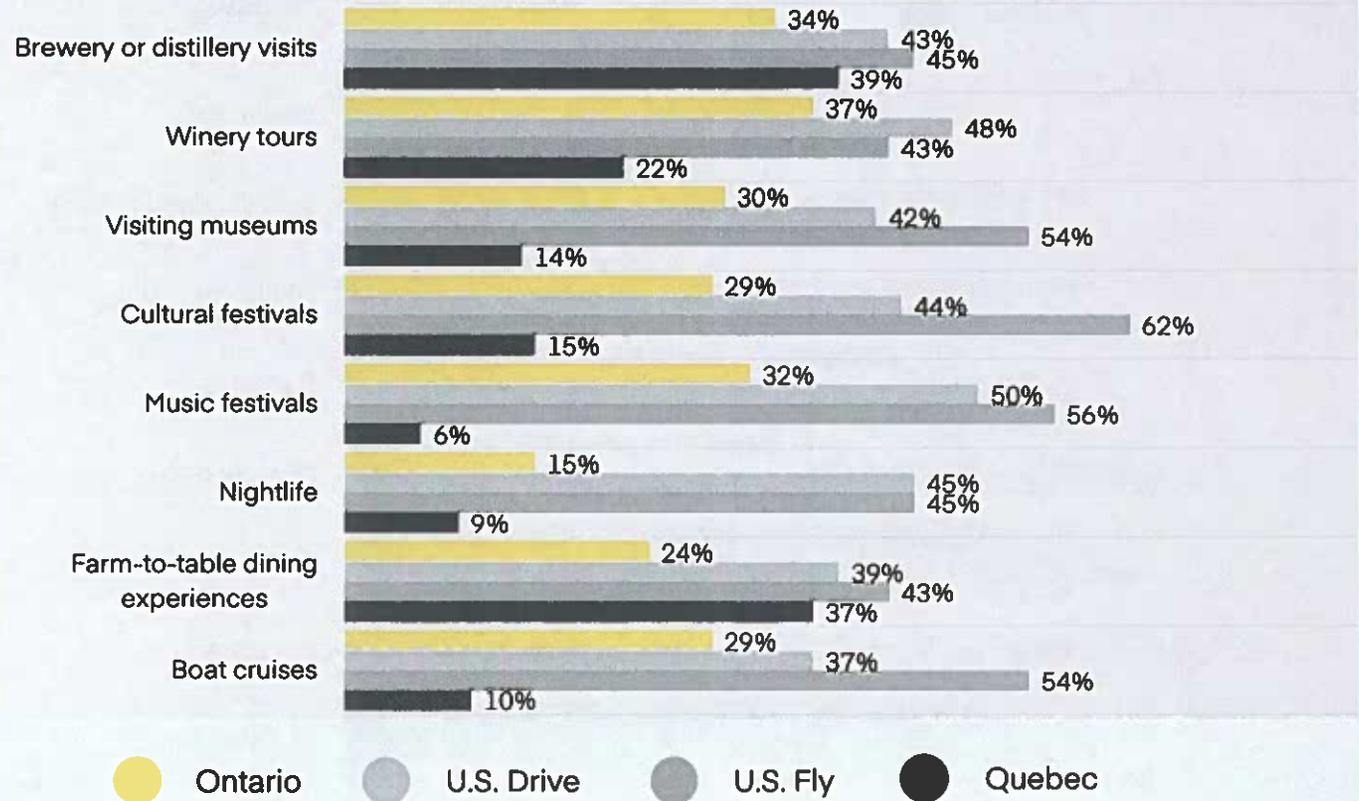


Q1BB Thinking about your next planned pleasure trip to Ontario, Canada in the spring or summer, which specific activities would you participate in?

Respondents interested in visiting Muskoka, Parry Sound and Algonquin. (n=838)

EXPLORER'S EDGE - POTENTIAL SPRING & SUMMER ACTIVITIES

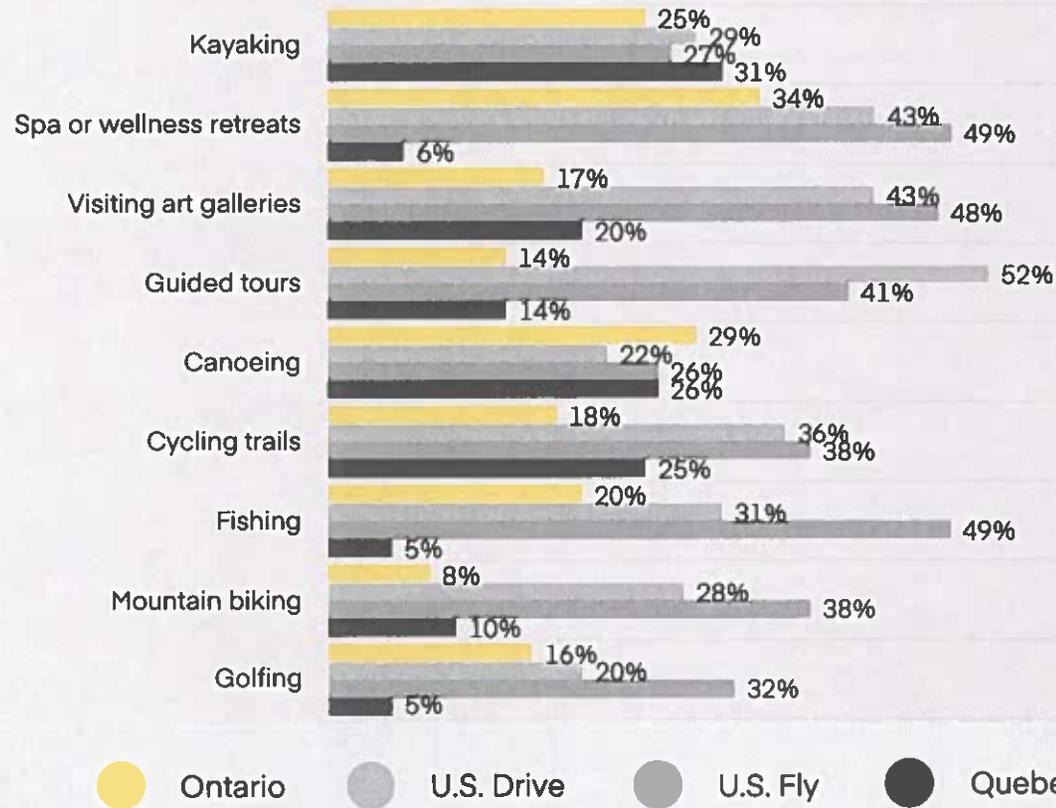
U.S. visitors express broader activity interest, while Quebec travellers favour distilleries and farm dining; U.S. Fly gravitate toward cultural experiences and cruises, and U.S. Drive toward winery tours.



Q1BB Thinking about your next planned pleasure trip to Ontario, Canada in the spring or summer, which specific activities would you participate in?
 Respondents interested in visiting Muskoka, Parry Sound and Algonquin. (n=838)

EXPLORER'S EDGE - POTENTIAL SPRING & SUMMER ACTIVITIES

The interest in tours continues for US Drive travellers and U.S. Fly plan fishing and relaxation, while Canadian travellers gravitate toward water activities like kayaking and canoeing.

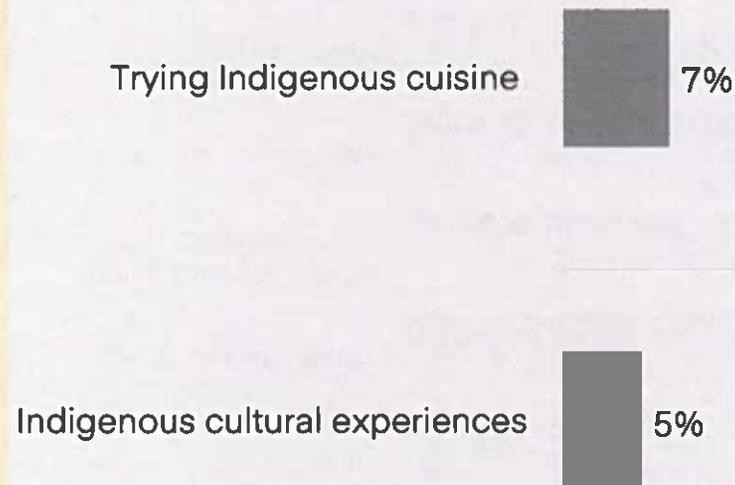


Q1BB Thinking about your next planned pleasure trip to Ontario, Canada in the spring or summer, which specific activities would you participate in?

Respondents interested in visiting Muskoka, Parry Sound and Algonquin. (n=838)

EXPLORER'S EDGE - INDIGENOUS EXPERIENCE: ONTARIO

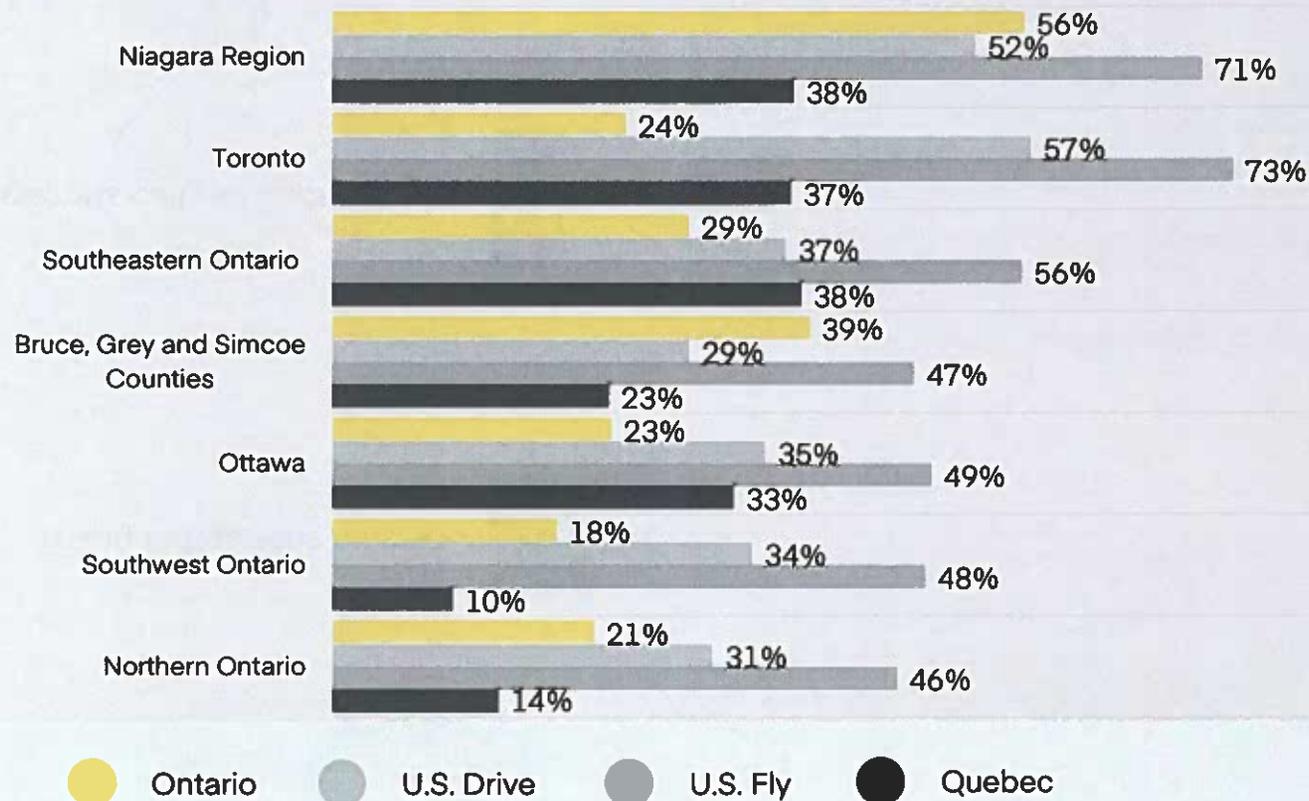
Interest in Indigenous cultural experiences remains low among Ontario travellers, with fewer than one in ten expressing interest.



Q3. Thinking about all the memorable trips you've had within Ontario, what were your favourite food experiences? Please select all that apply./ Q2. Thinking about all the memorable trips you've had within Ontario, what were your favourite leisure activities that you did?
Respondents from DO ON Consumer Survey 2025. (n=1,595)

EXPLORER'S EDGE - POTENTIAL ONTARIO DESTINATIONS

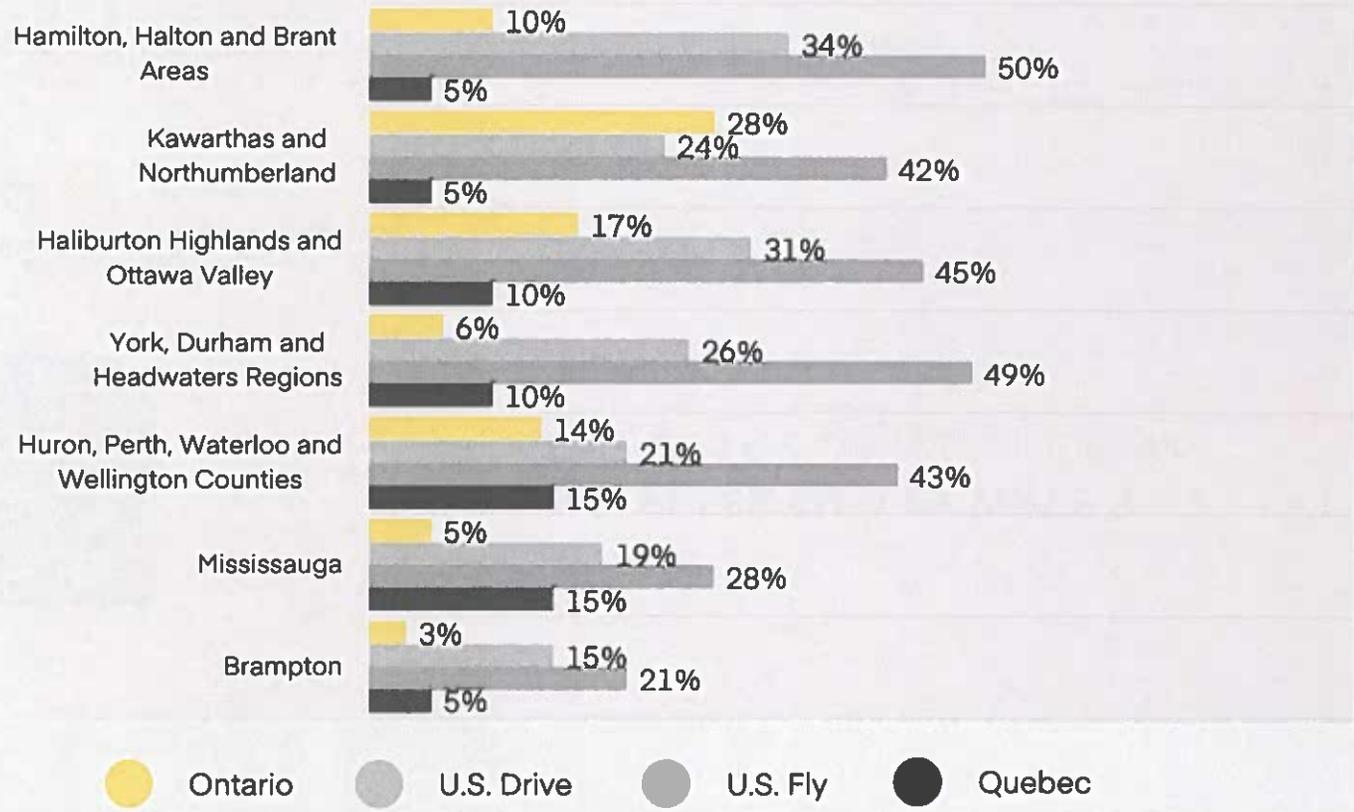
Niagara Region and Toronto are the top destination choices for U.S. travellers; Quebec travellers mirror this preference while also showing interest in Southeastern Ontario, whereas Ontario travellers' interest is primarily in the Niagara Region.



Q1B Which destination(s) in Ontario, Canada are you seriously considering for a pleasure trip in the next 12 months? Respondents interested in visiting Muskoka, Parry Sound and Algonquin Park (e.g., Huntsville, Bracebridge, South River, Whitney) (n=1,257)

EXPLORER'S EDGE - POTENTIAL ONTARIO DESTINATIONS

U.S. Fly travellers show the highest interest across all potential destinations, while Canadian markets sit at the lower end.



Q1B Which destination(s) in Ontario, Canada are you seriously considering for a pleasure trip in the next 12 months? Respondents interested in visiting Muskoka, Parry Sound and Algonquin Park (e.g., Huntsville, Bracebridge, South River, Whitney)



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U.S. PULSE SURVEY WAVE 3
Prepared for: Destination Ontario

An aerial photograph of a coastal area. A dark, forested peninsula or road leads from the bottom center towards the right side of the frame. The surrounding area is a mix of light and dark patches, possibly representing different types of terrain or vegetation. The text "U.S. TRAVELLER PULSE SURVEY" is overlaid in white, bold, sans-serif font across the middle of the image.

U.S. TRAVELLER PULSE SURVEY

30

Page 90 of 164

METHODOLOGY

A pulse study among U.S. High Value Guests (HVGs) from Fly and Drive markets

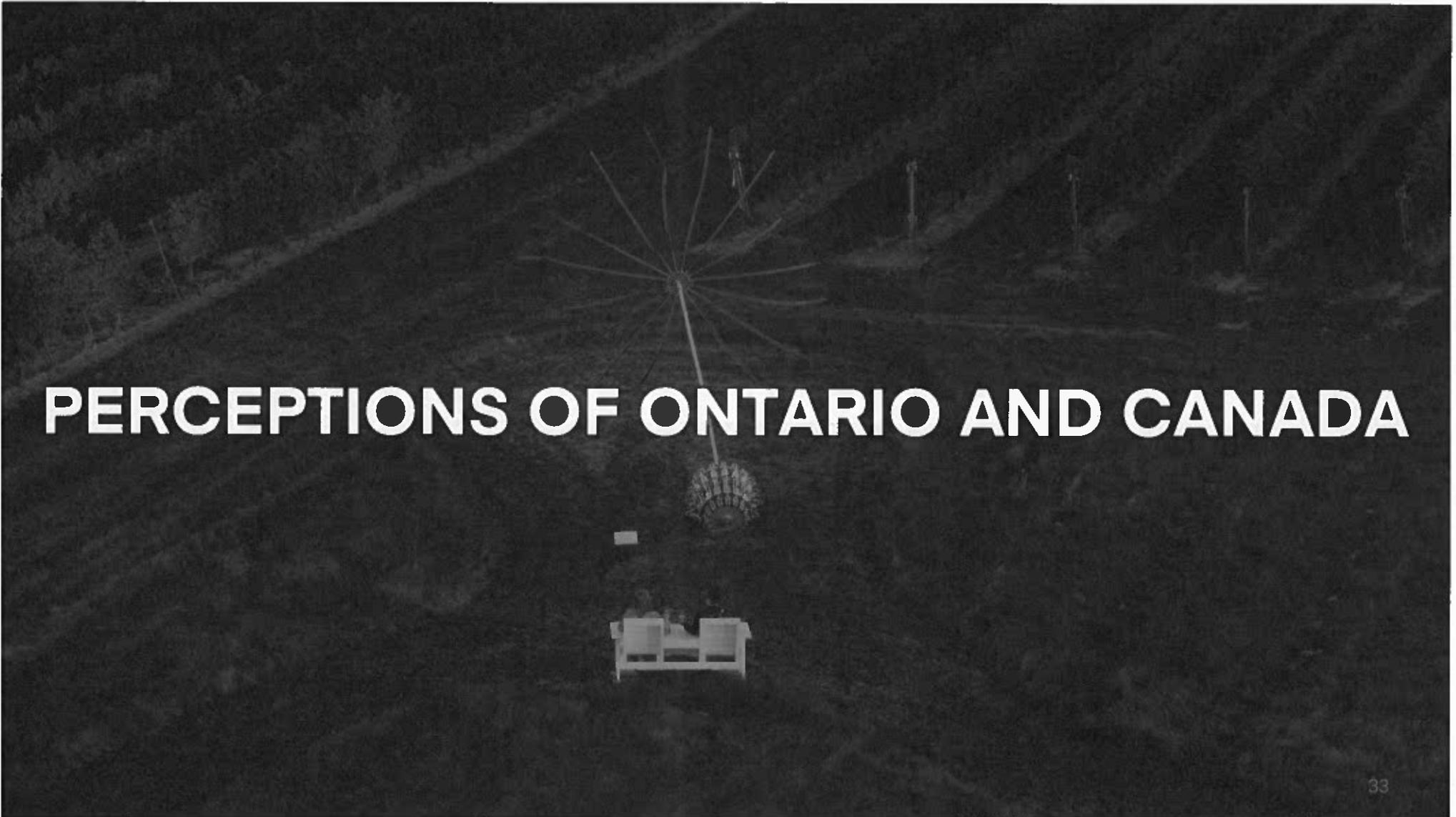
WAVE 1 – JANUARY 2025 n= 1,610

WAVE 2 – MARCH 2025 n= 1,614

WAVE 3 – OCTOBER 2025 n= 1,622

CONTEXTUAL TIMELINE



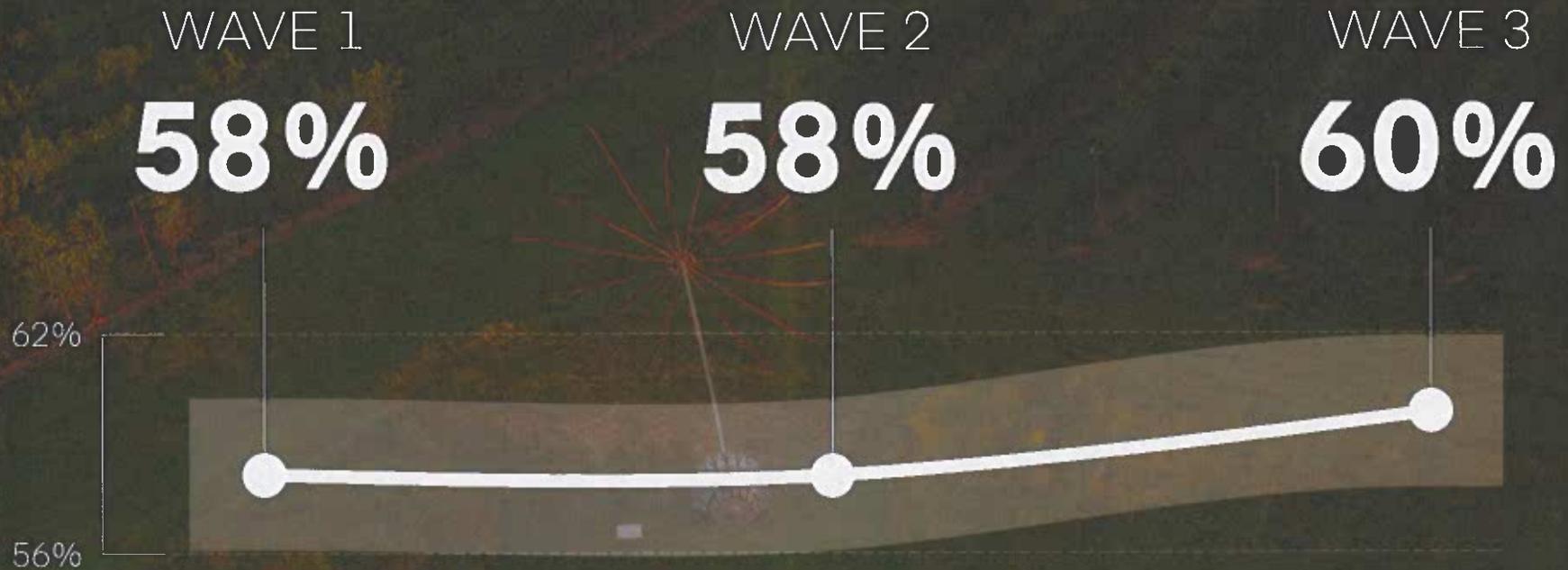


PERCEPTIONS OF ONTARIO AND CANADA

33

TRAVEL INTENT HOLDING STEADY

Likelihood of a Pleasure Trip to Ontario (TOP2)



In the next 12 months, how likely are you to take a pleasure trip of one or more nights away to Ontario, Canada?

EXCELLENT TRAVEL DESTINATION



Italy	86% (-1)
Canada (as a whole)	82% (+0)
Ontario	80% (-2)
Ireland	74% (-2)
United Kingdom	70% (-4)
Mexico	54% (+5)

Overall, how would you rate the following as pleasure travel destinations?
Wave 3 Results (Difference from Wave 2)

35

KEY PERCEPTION ITEMS: NO CHANGE

Is friendly and inclusive to all visitors 87% (+1)

Provides good value for money 81% (+0)

Thinking only about Ontario, Canada as a travel destination, how much do you agree or disagree that Ontario...?
Wave 3 Results (Difference from Wave 2)

36

A dark, textured background, possibly a close-up of a surface like stone or wood. In the center, there is a faint, small image of a boat, possibly a kayak or a small motorboat, viewed from above. The text "FEELING OF WELCOMING" is overlaid in white, bold, uppercase letters.

FEELING OF WELCOMING

Page 97 of 164

ELBOWS UP. ARMS OPEN?

This country is currently welcoming to U.S. visitors (% Agree)

WAVE 1

Canada	90%
Italy	84%
Ireland	84%
United Kingdom	83%
Mexico	62%

For each of the following countries, how much do you agree or disagree with the following statement? "This country is currently welcoming to US visitors."

38

ELBOWS UP. ARMS OPEN?

This country is currently welcoming to U.S. visitors (% Agree)

WAVE 2

Italy	82%	(-2)
United Kingdom	81%	(-2)
Ireland	80%	(-4)
Canada	75%	(-15)
Mexico	60%	(-2)

For each of the following countries, how much do you agree or disagree with the following statement? "This country is currently welcoming to US visitors."
Wave 2 Results (Difference from Wave 1)

39

ELBOWS UP. ARMS OPEN?

This country is currently welcoming to U.S. visitors (% Agree)

WAVE 3

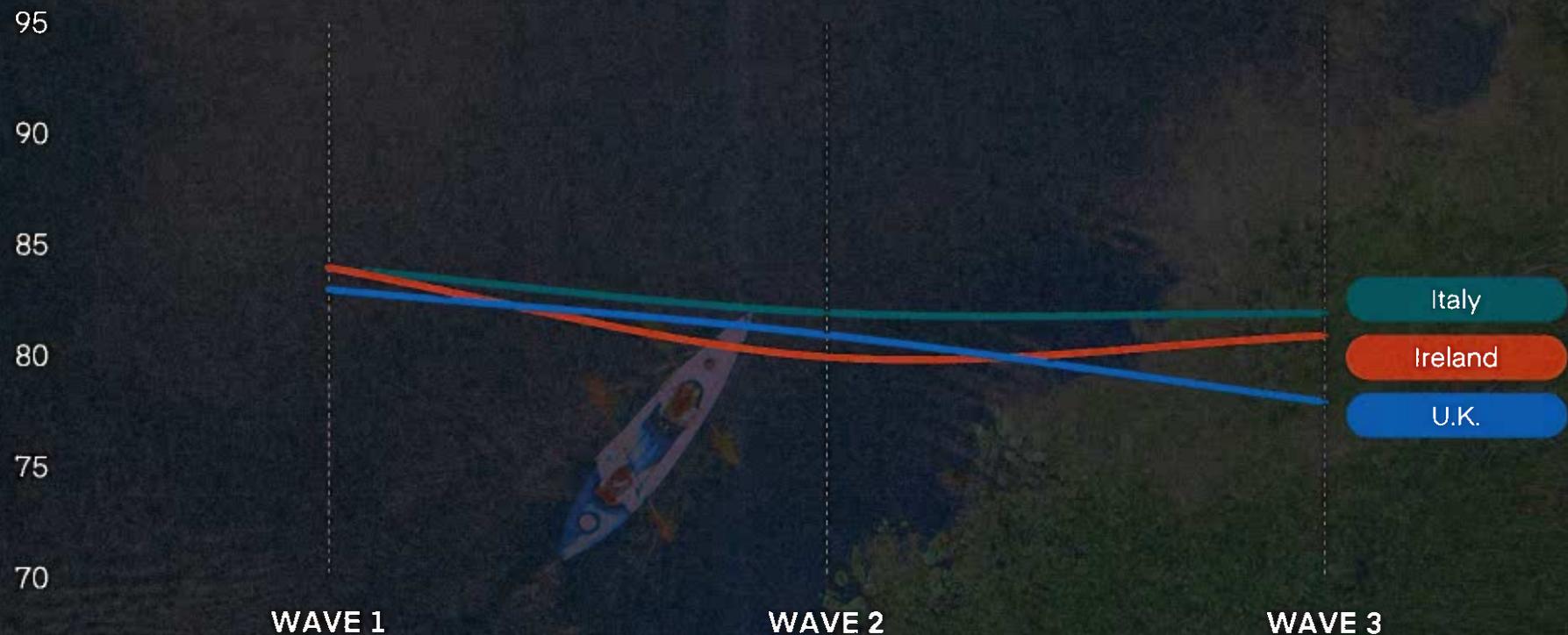
Canada	82%	(+7)
Italy	81%	(-1)
Ireland	81%	(+1)
United Kingdom	78%	(-3)
Mexico	62%	(+2)

For each of the following countries, how much do you agree or disagree with the following statement? "This country is currently welcoming to US visitors."
Wave 3 Results (Difference from Wave 2)

40

ELBOWS UP. ARMS OPEN?

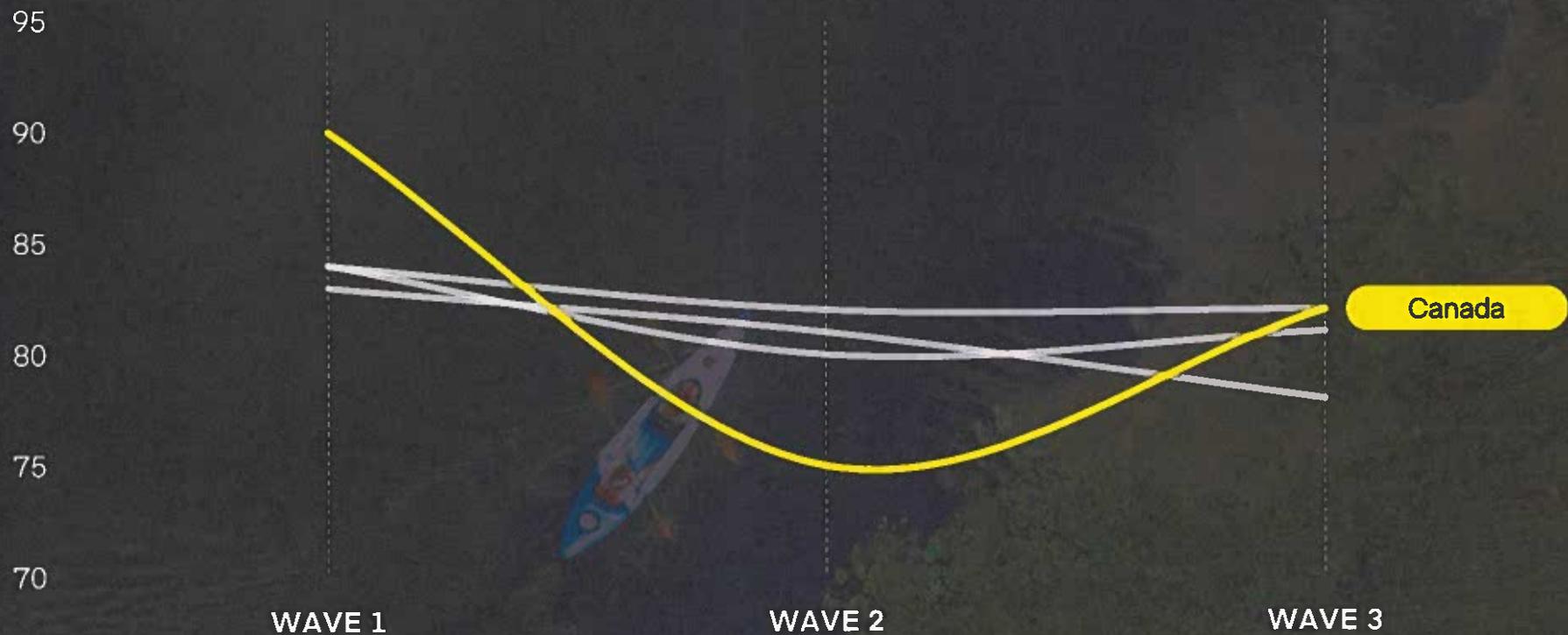
This country is currently welcoming to U.S. visitors (% Agree)



For each of the following countries, how much do you agree or disagree with the following statement? "This country is currently welcoming to US visitors."

ELBOWS UP. ARMS OPEN?

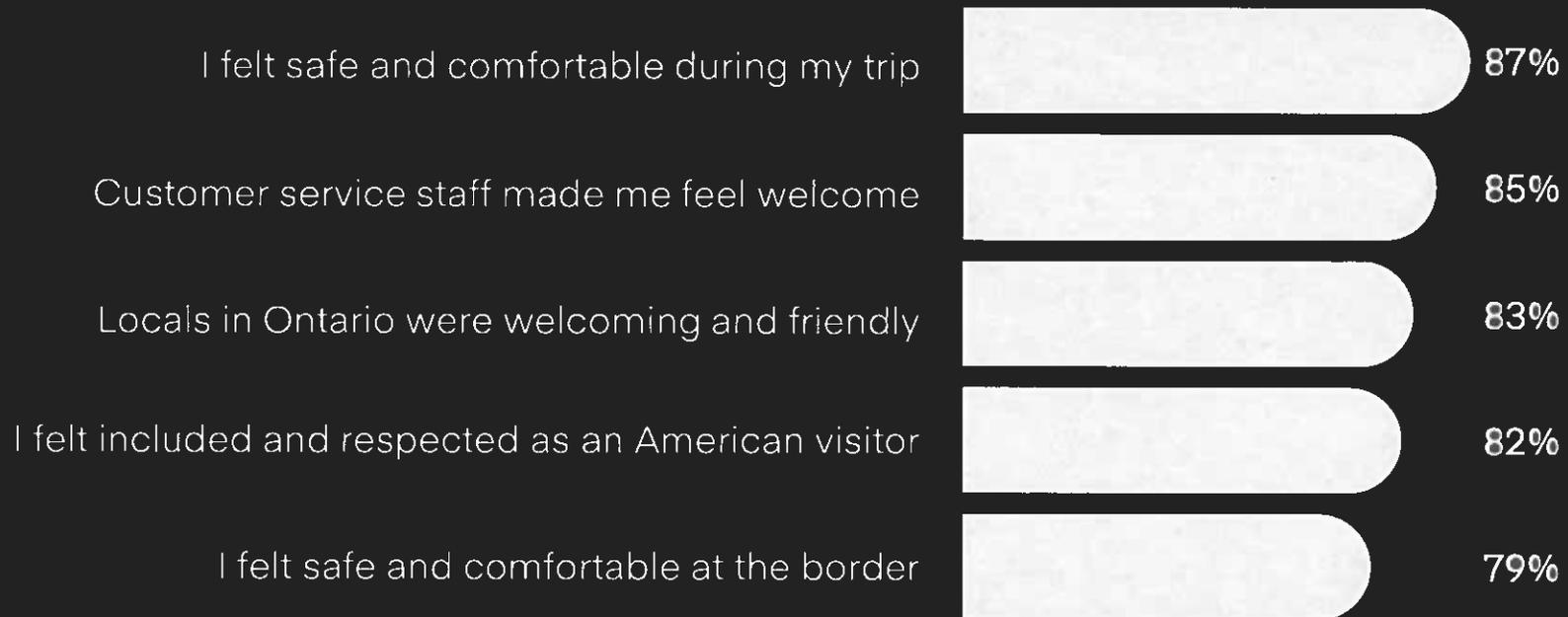
This country is currently welcoming to U.S. visitors (% Agree)



For each of the following countries, how much do you agree or disagree with the following statement? "This country is currently welcoming to US visitors."

SPEAKING FROM EXPERIENCE

U.S. travellers who took an overnight trip to Ontario since February 2025



Thinking about your most recent overnight pleasure trip to Ontario, Canada, how much do you agree or disagree with the following statements? (Those who took an overnight trip to Ontario since Feb 2025).

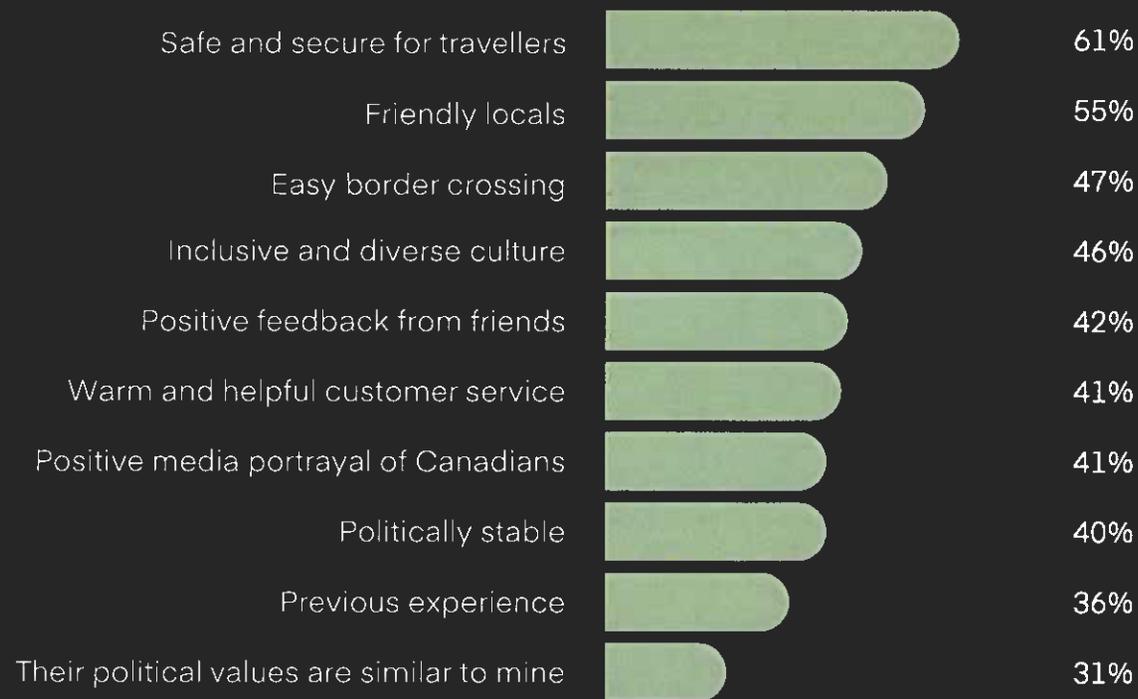
POSITIVE OUTLOOK

One year from now, will Canada be welcoming to U.S. travellers?



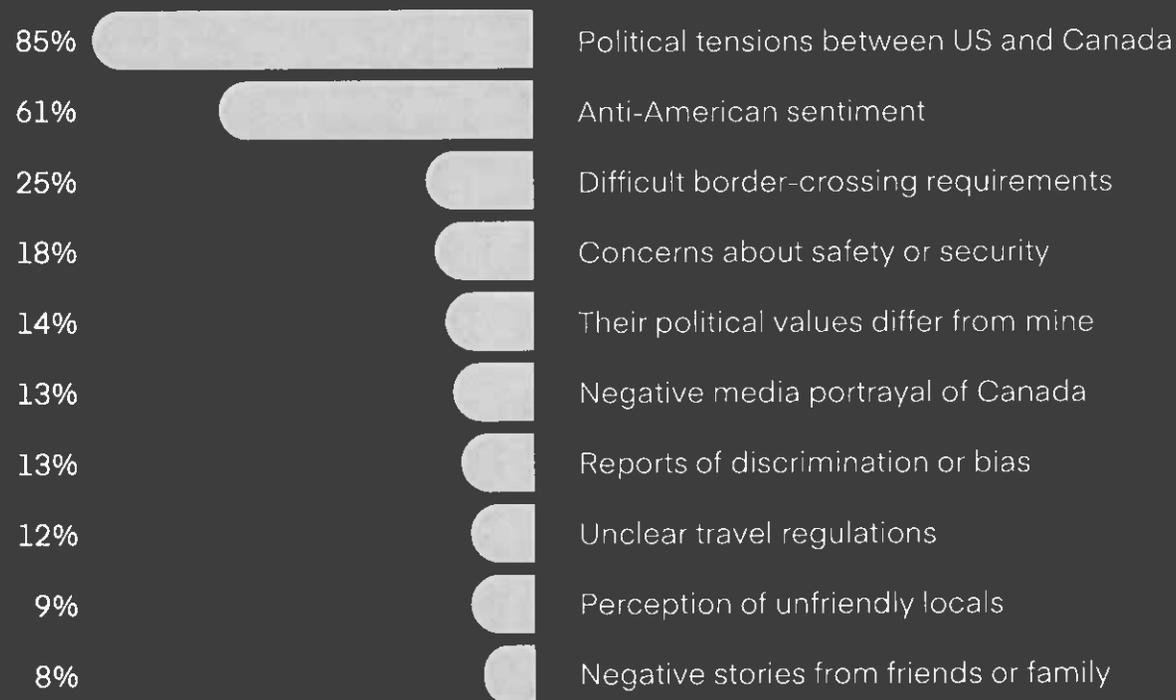
Thinking ahead to one year from now, do you believe the following countries will feel more welcoming, less welcoming, or about the same as they do today to US visitors?
Wave 3 Results (Difference from Wave 2)

MORE WELCOMING



You mentioned that Canada will be more welcoming to US visitors in a year from now. What factors contribute most to this perception?

LESS WELCOMING



You mentioned that Canada will be less welcoming to US visitors in a year from now. What factors contribute most to this perception?

An aerial photograph of a rural landscape. A winding road or path is visible, leading through a field. There are several buildings, including what appears to be a large barn or warehouse and a smaller structure. The terrain is somewhat uneven, and there are some trees or bushes scattered throughout. The overall scene is in black and white, with the text overlaid in the center.

BARRIERS & OPPORTUNITIES

47

THICKENING OF THE BORDER

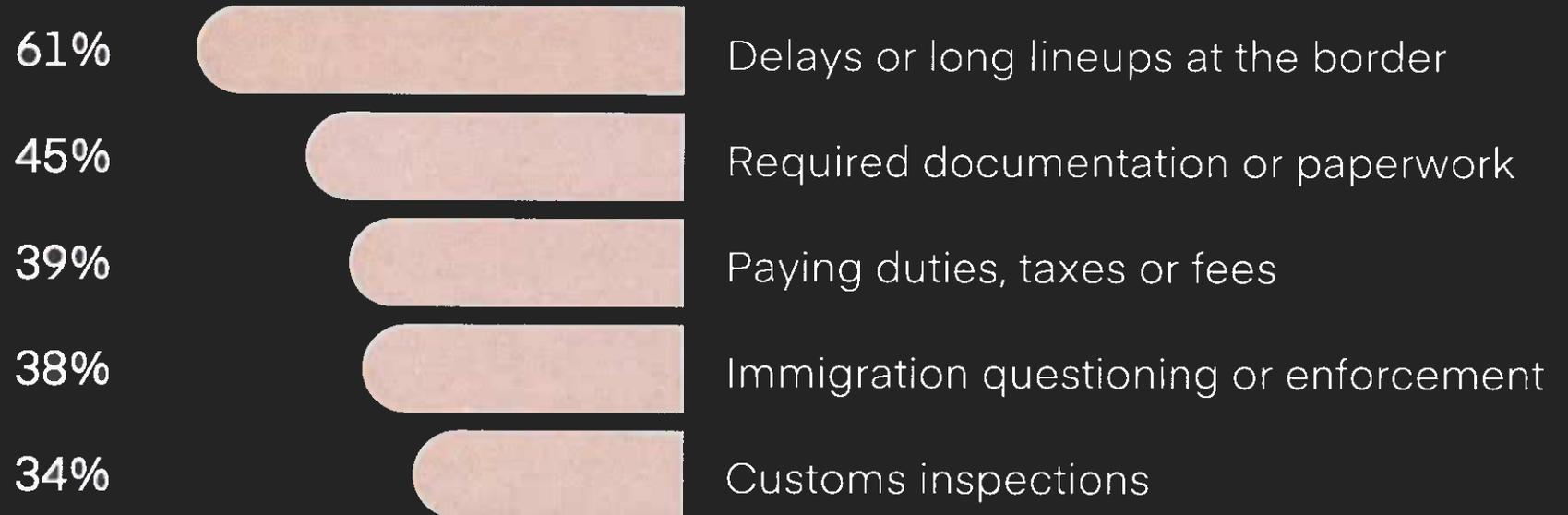
I am concerned about border crossings, entry requirements or travel restrictions... (TOP2)



How much do you agree or disagree with the following statement?
Wave 3 Results (Difference from Wave 2)

CONCERNED ABOUT THE HOME STRETCH

Top 5 concerns about returning to the U.S. from Canada



You mentioned that you are concerned about returning to the US from Canada. Which of the following, if any, describe your concerns? (Multi-Select)
Respondents who are concerned with border issues

RETURNING BACK TO NORMAL?

Top 5 barriers to visiting Ontario – Wave 2



Which of the following factors might discourage you from visiting Ontario, Canada?

RETURNING BACK TO NORMAL?

Top 5 barriers to visiting Ontario – Wave 3



Which of the following factors might discourage you from visiting Ontario, Canada?

MONEY WELL SPENT

Awareness of the favourable exchange rate



65% (+4)

More likely to travel to Ontario because of the favourable exchange rate



52% (+7)

How aware are you that the US dollar has a higher exchange value than the Canadian dollar (1 USD = 1.39 CAD, as of September 25th)?

How much do you agree or disagree with the following statement? "I am more likely to travel to Ontario, Canada in the next 12 months because of the favourable exchange rate."

Wave 3 Results (Difference from Wave 2)

FIFA 2026 IMPACT

Aware of Toronto as a host city



52%

Likelihood of visiting Toronto because of the 2026 FIFA World Cup



40%

Before today, how aware are you that Toronto, Canada is one of the official host cities for the FIFA 2026 World Cup?
How likely are you to visit Toronto, Canada because it's hosting the 2026 FIFA World Cup?

CONCLUSION

Ontario and Canada Remain Strong Destinations

Welcoming Perceptions Improve

Easing Political Tension and Travel

Border Crossing Concerns

Financial Realities and Barriers

FIFA 2026: An Emerging Motivator

DOINSIGHTS.CRG.CA



DO-IP: IN DEVELOPMENT



Regional analysis

Interactive dashboards

Suggest topics and questions

Integration of additional data



EXPLORERS' EDGE PARTNERSHIP PROGRAM

Explorers' Edge 2026/27 Partnership Program February 19th Information Webinar

BY JENNIFER / JANUARY 28, 2026

Co-Invest. Collaborate. Create Regional Impact.

Information Webinar February 19, 10:00am

[Click Here to Register](#)

The Explorers' Edge Partnership Program is a strategic co-investment opportunity designed to support tourism planning, marketing, product development, and the creation of bookable, high-quality visitor experiences across the region. [Click here to register](#)



EXPLORERS' EDGE
PARTNERSHIP
PROGRAM

Program Overview

The Explorers' Edge Partnership Program is a strategic co-investment opportunity designed to amplify tourism development in the region. We match stakeholder contributions to support initiatives that drive visitation, enhance experiences, promote regenerative tourism, and foster workforce and product innovation.

Important: This program is not a grant. It is a shared-delivery initiative, subject to approval of our Transfer Payment Agreement with the Ministry of Tourism, Culture and Gaming, Board of Directors and Senior Staff.

New for 2026

Experience Creation & Travel Co Integration

As part of the launch of the Explorers' Edge Travel Co, the 2026/2027 Partnership Program places a strong emphasis on experience development and collaboration. Priority will be given to projects that:

- Pilot new or evolving visitor experiences
- Package or bundle experiences across multiple operators
- Test bookable products that can be incorporated into the Explorers' Edge Travel Co
- Demonstrate collaboration between businesses, operators, or communities
- Align with co-investment models that grow regional value, not just individual promotion

Successful projects may be supported not only through funding, but also through experience design guidance, testing, and potential integration opportunities. Upon completion of the partnership, a consultation with Explorers' Edge Travel Co. will be coordinated to evaluate the success of the experience and explore opportunities for integration into regional sales and distribution channels.

Sustainability, Inclusivity & Accessible Experience / Enhancement

Explorers' Edge supports Inclusivity & Accessible Experiences as a program stream. This stream supports projects that remove barriers to participation and create welcoming, respectful, and accessible experiences for visitors of all abilities, backgrounds, and identities.

Funded initiatives may focus on accessible experience design, inclusive storytelling and marketing, culturally respectful partnerships, and operational practices that ensure visitors feel represented, safe, and welcome. By embedding inclusivity into experience development, this pillar strengthens the region's appeal, broadens market reach, and ensures tourism growth benefits both visitors and communities.

As part of the application process, participants will be asked to demonstrate their commitment to these principles by referencing initiatives such as the District of Muskoka Climate Hero program, the GreenStep Sustainable Tourism Declaration, the Rainbow Registry for 2SLGBTQI+ inclusivity, and Indigenous-led initiatives that honor the principles of Truth and Reconciliation. This requirement reflects Explorers' Edge's ongoing dedication to responsible tourism development, ensuring that funded projects not only support economic growth and visitor experiences but also foster environmental stewardship, community well-being, cultural respect, and welcoming, inclusive spaces for all.

What we Fund: Program Streams

- **Experience Creation and Travel Co Integration**
Pilot projects aligned with the Explorers' Edge Travel Co
Sustainability, Inclusivity & Accessible Experiences and enhancements
New or enhanced visitor experiences
- **Communication, Marketing & Advertising Campaigns**
Trade Shows, Direct Marketing campaigns and social media campaigns, wayfinding and signage projects)
- **Image Development**
In partnership with our Agency of Record (AOR), Explorers' Edge will support the creation of high-quality photo and video assets that help operators tell their stories and market new or evolving experiences.
- **Workforce developing and training**
- **Research and product validation**

Program Benefits

- **Matching Investment**
Leverage Explorers' Edge funds to offset the costs associated with the partnership – up to 50%.
- **Expert Guidance**
Collaborate with professionals to ensure strategic alignment and quality execution.
- **Regional Focus**
Projects must support tourism within the districts of Muskoka, Algonquin Park, Algonquin Highlands, Lac Seul, South Algonquin

and the district of Parry Sound.

- **Flexible Support**

Multiple streams for marketing, product development, workforce support, and infrastructure.

Who Can Apply

Eligible applicants include:

- Established businesses or organizations (with all required operating permits)
- Legally registered to operate in Ontario, with all necessary permits in place (federal, provincial, municipal), and there must be no outstanding legal issues that would affect the processing and outcomes of this project and collaboration with Explorers' Edge.
- Tourism operators (private and non-profit)
- Destination Marketing Organizations and tourism associations
- Municipalities and Indigenous communities
- Economic development offices

Applicants must:

- Located within the Explorers' Edge RTO12 region
- Demonstrate the ability to co-invest (cash match required)
- Have a current online presence and public-facing tourism offering

Key Dates & Requirements

- **Webinar Sign-up:** February 19, 2026
- **Application Period:** February 27, 2026 – March 27, 2026 @ 5.00pm
- **Project Completion Deadline:** March 31, 2027
- **Partner Match:** Must be cash only (no in-kind or government program stacking)

Please note: Applicants are required to contact Explorers' Edge staff in advance to confirm project eligibility and alignment with strategic priorities.

Of note: The application process is competitive, and funds are limited. Thoughtful planning of your project ensures it aligns with Explorers' Edge strategic priorities and enhances your chances of approval. Explorers' Edge reserves the right to limit the number of programs/funds that one stakeholder may receive per year.

Additional Resources

Register for the Zoom Ask Me Anything – February 19, 2026 @ 10.00am – [Click Here](#)

Questions?

We're here to help you craft impactful tourism projects.

Contact: Jennifer Montpetit, Partnership Manager – jennifer@explorersedge.ca

NEWSLETTER SIGN-UP

POSTED IN: [RESOURCES](#)

SHARE ARTICLE 



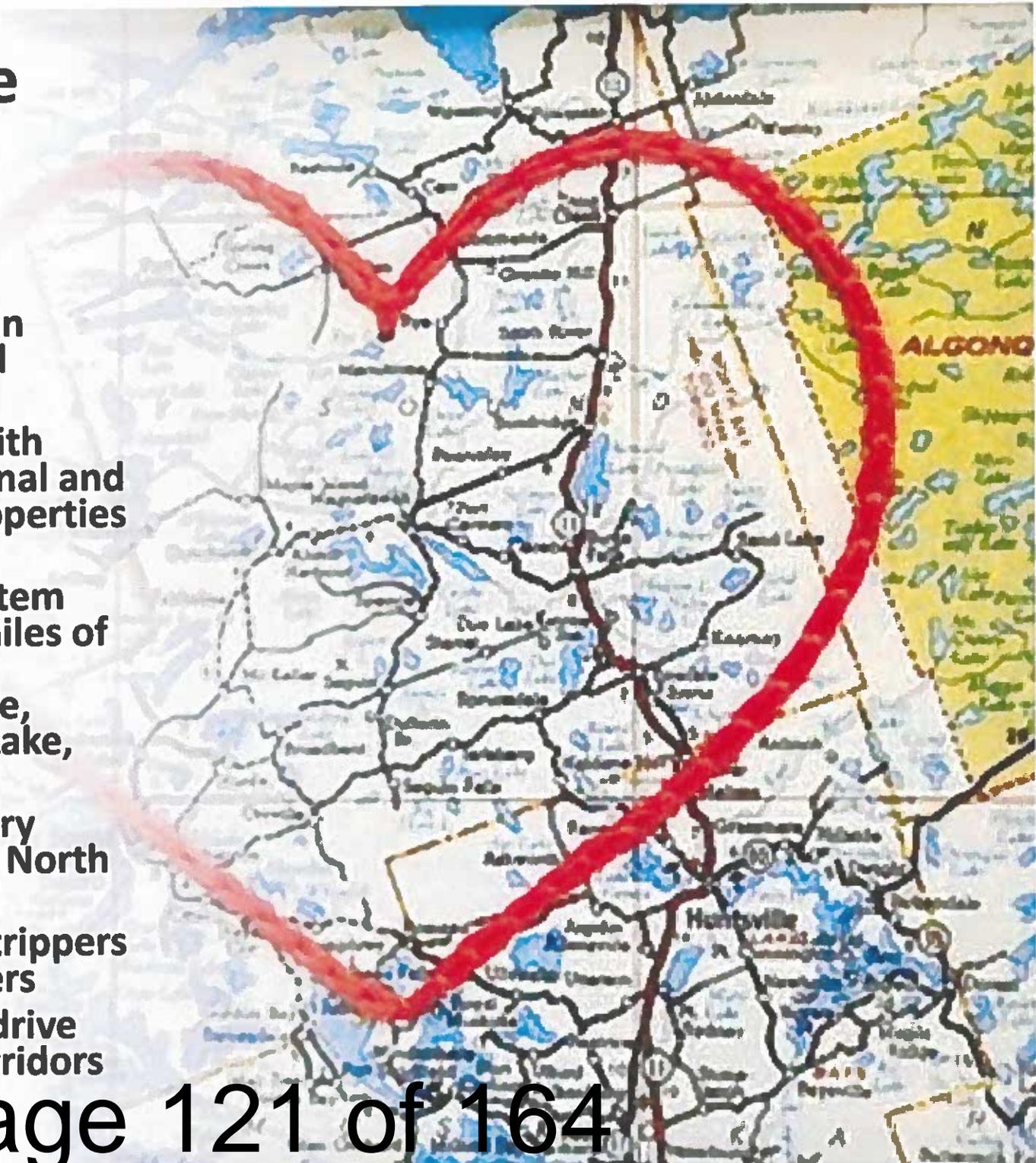
The Heart of Almaguin

Magnetawan

Where Lakes, Trails, and True Northern Calm Meet

Where You Are and Why It Matters

- Located in the Almaguin Highlands, Parry Sound District
- Population of 1,743, with 1,717 dwellings (seasonal and fulltime) and 2,219 properties
- Set alongside the Magnetawan River system which offers over 40 miles of navigable waterway connecting Lake Cecebe, Ahmic Lake, Neighick Lake, and Crawford Lake
- An easy drive from Parry Sound, Huntsville, and North Bay (45-minute radius)
- A perfect hub for day-trippers and cottage-weekenders
- Approx. 3.5–4.5-hour drive from GTA / Ottawa corridors



The Magnetawan Vibe

#magswhereitsat

- **Small-town welcome with big nature energy**
- **Clear water, granite shorelines, and dark-sky stargazing**
- **A place to reconnect for families, couples, and solo adventurers**
- **Authentic cottage-country with plentiful lakes, waterfalls, and water systems**
- **Historic hand-operated locks, heritage museum, and a walkable waterfront core**
- **High-value, low-crowd alternative to Muskoka**
- **Strong fit for self-drive, soft-adventure, and nature-escape itineraries**
- **Public art and group of seven historic destination**
- **Home of the Downtown Magnetawan T-shirts**



Signature Views on Our Waterways

- The Magnetawan River system is the heart of the region
- Scenic Canadian Shield landscapes on every bend
- Ideal for paddling, boating, swimming, and wildlife viewing



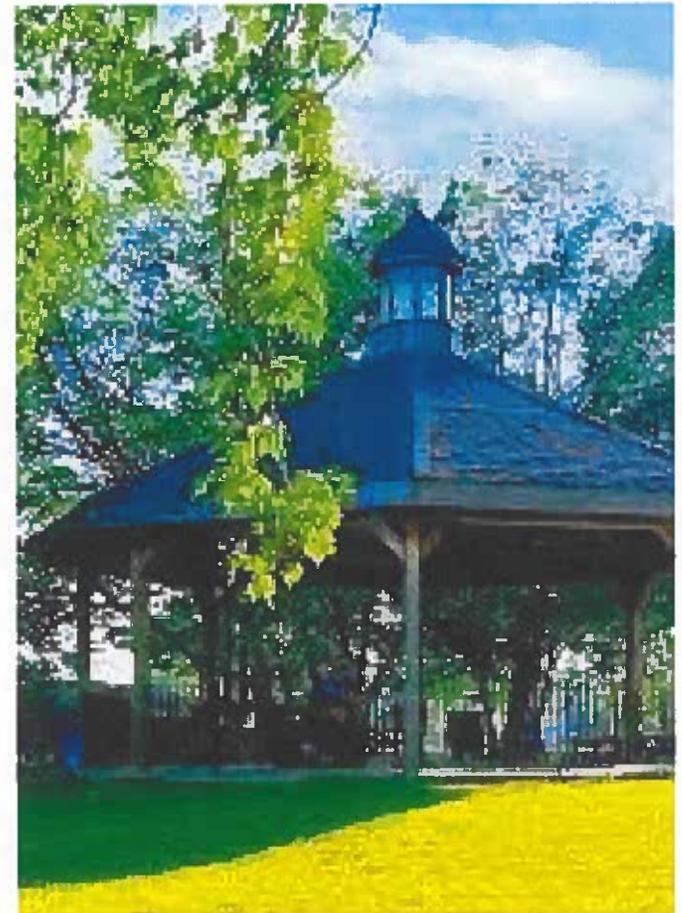
Boating, Paddling and Fishing

- **Free public boat launches in multiple locations on Lake Cecebe and Ahmic Lake connect lakes and river routes**
- **Quiet bays for casual paddles and long routes for explorers**
- **Renowned fishing across Ahmic and Cecebe waterways**
- **Home of the Almaguin Community Hatchery Program**



Beaches, Parks, Greenspaces and Community Centres

- **Ahmic Harbour Beach** — sandy swimming area and public docks
- **Magnetawan Centennial Park** — beach, playground, gazebo, outdoor grills, public docks, outdoor gym equipment, and washrooms
- **Village Green Park** — picnic tables on the water and public art – catch the Almaguin Community Hatchery here in the Spring!
- **Croft Recreational Park** — family playground, accessible benches, accessible picnic table and ball diamond – Upcoming revitalization includes skateboard park, pump park, ball diamond upgrades, and installation of accessible playground equipment.
- **Magnetawan Lions Pavilion** – basketball nets, home of the Magnetawan Farmer’s Market and outdoor rink in the winter!
- **Magnetawan Community Centre**
- **Ahmic Harbour Community Centre**
- **Seniors Friendship Centre**



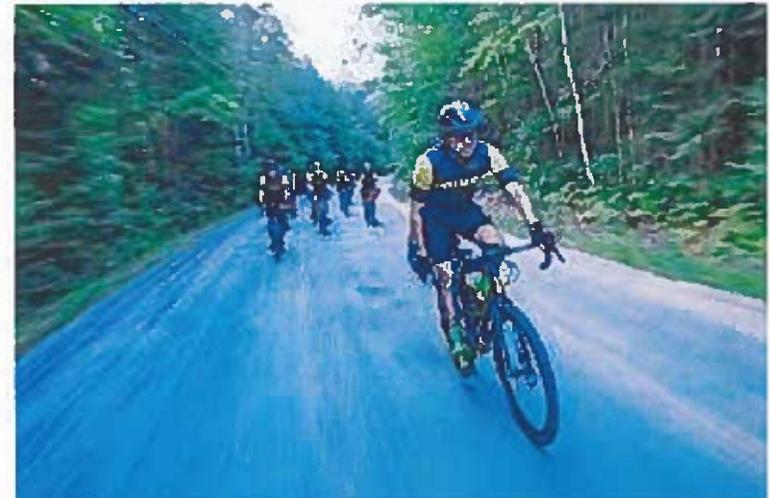
Trails for Every Pace

Walking/Snowshoeing Trails

- **Dam Trail (1.5 km) — waterfalls and granite outcrops**
- **Ahmic Lake Trail (50 km loop) — shoreline scenery and falls**
- **Cornelia Levering Broadmeadows Trail (3.7 km loop) – Ahmic Lake views**
- **The Trans Canada Trail winds its way through the area; the Sequin Trail from Fern Glen to Sequin Falls, and the Old Nipissing Road north to Magnetawan and beyond**

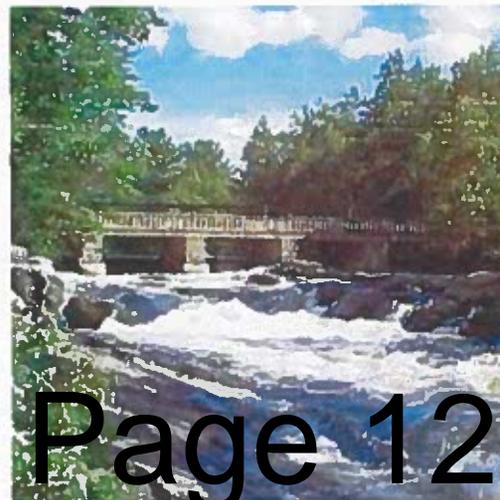
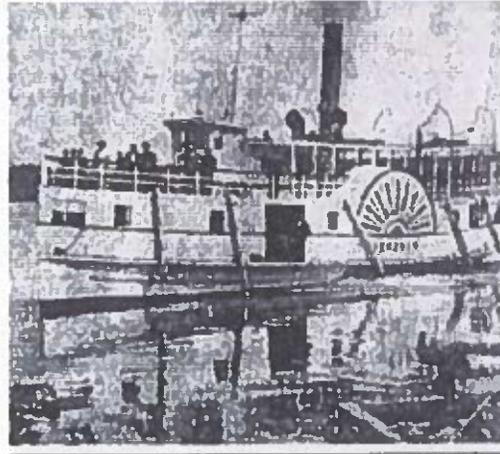
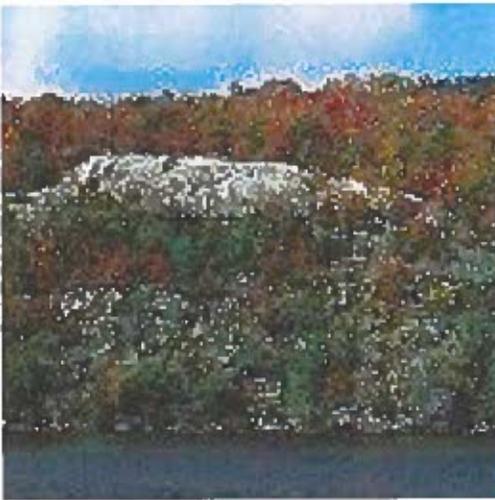
Cycling Trails

- **Ahmic Lake Route (40.3 km)**
- **McKellar via the Bunny Trail (140.4 km)**
- **Eagle Lake Loop (67.4 km)**
- **Bait Shop Loop (7.8 km)**
- **Rodeo Road Loop (45.5 km)**



Natural Landmarks and Viewpoints

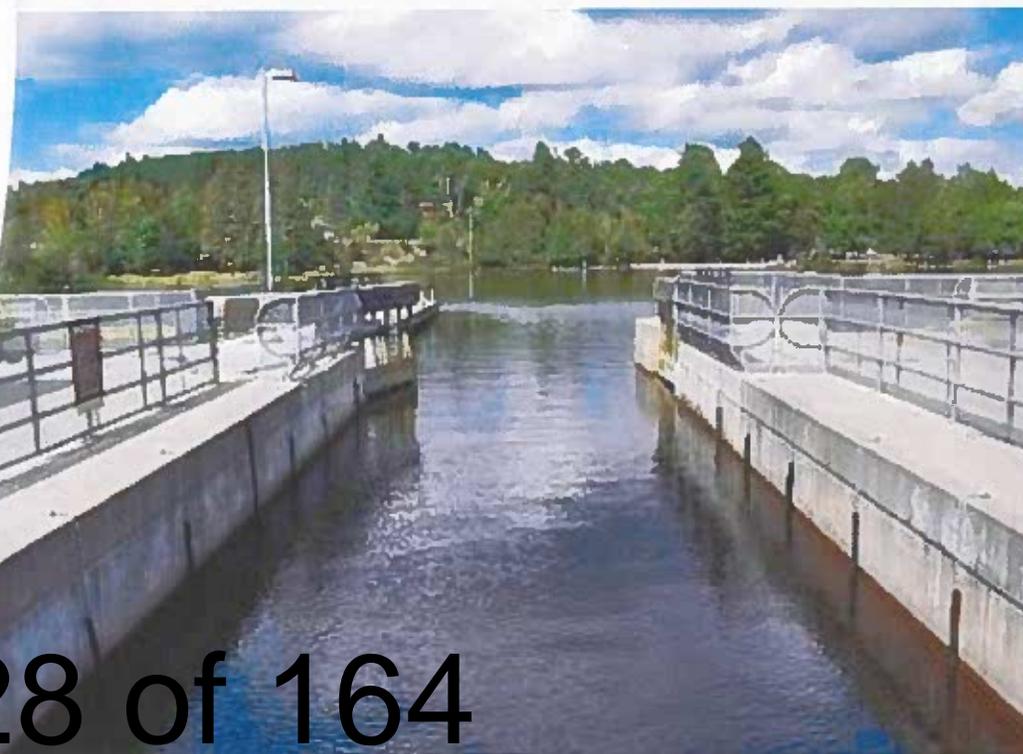
- **Echo Rock — great views over Cecebe Lake and fun acoustics**
- **Fagan Falls – picturesque waterfall at the northern tip of Old Mill Bay**
- **Knoepfli Falls – magnificent with a purpose**
- **The Lighthouse— a signature photo stop**
- **Historic Shipwreck - The Wenonah’s hull can be seen to this day at the bottom of Echo Rock**



Community Heritage and Small-Town Charm

The Magnetawan Historical Heritage Museum Centre and Log Cabin houses a vast collection of artifacts celebrating the area's rich logging and farming heritage. Dive into the past and explore our diverse exhibits, including the restored plant and turbine that powered the village's first electricity, various local historical artifacts, and a beautifully preserved 1930's style log cabin.

Hand operated Dam and Locks are located on the Magnetawan River in the heart of the Village of Magnetawan.



Public Art

- **Historical Mural– Painted in 2020 located inside the Heritage Museum Centre**
- **Boats Through History – Painted in 2021 located outside the Heritage Museum Centre**
- **Mortimer the Moose – Painted in 2022 located outside the Heritage Museum Centre**
- **Steamship – Painted in 2023 located outside the Heritage Museum Centre**
- **Recreation Fun – Painted in 2023 located at the Lions Pavilion**
- **X Marks the Spot – Installed in 2023 at the Village Green**
- **Steamship Carving – Installed in 2024 at the Village Green**
- **Maggie the Community Rock Snake – Located along the Lions Parkway**
- **St. George Anglican Church - This painting of the Anglican church of St. George the Martyr was the result of a 1932 sketching trip on the Magnetawan River and Magnetawan was the subject of many Group of Seven trips**



Events

- Family Day Event
- Senior's Fair
- Annual Leekfest
- Annual Canada Day Celebrations and Fireworks
- Dinner and Drive-in Movie Event
- Seniors Dinner and Learn Events
- Annual Tree Lighting Event
- Annual New Years Eve Gala
- Annual Pickerel Fry
- Annual Lion's Halloween Party
- Annual Fall Fair
- Annual Farmers Market
- Art Shows, Theatre Plays and More!

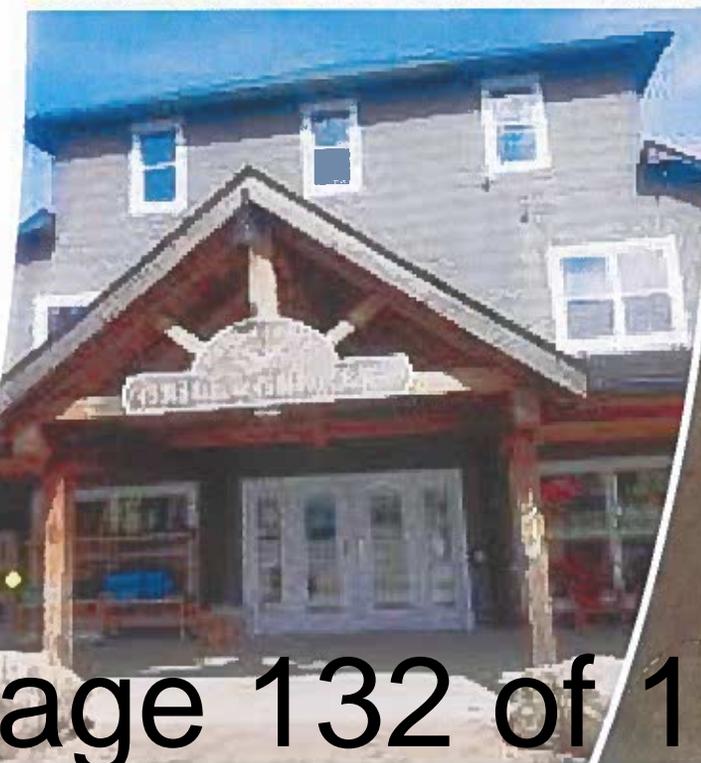
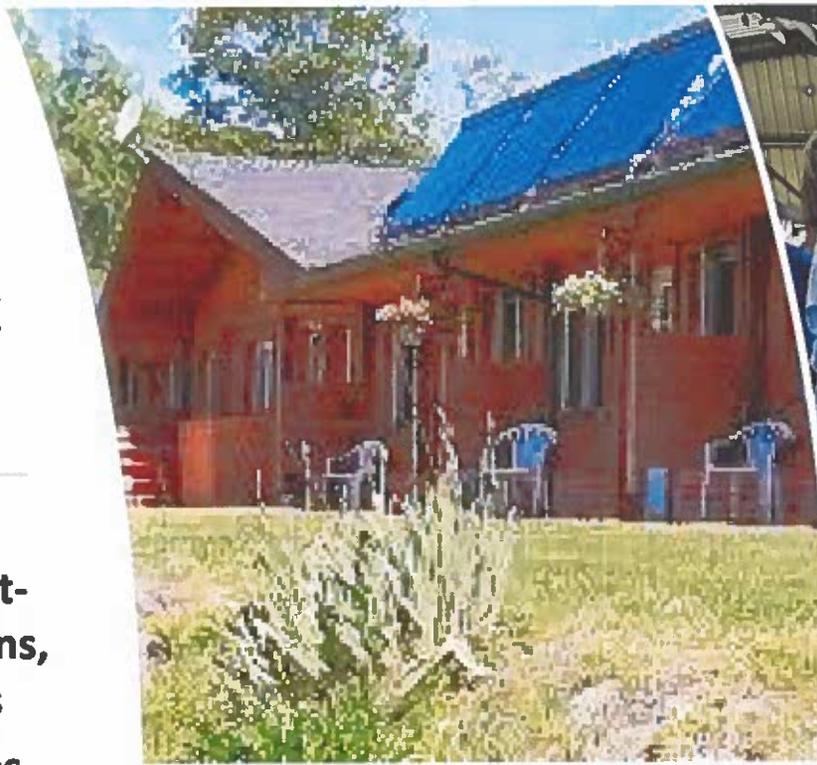
Free Recreational Programming

-
- **Healthy Ageing with Cindy Mondays and Thursdays**
 - **Fab, Fit, and Fun with Jenny Monday Evenings**
 - **Tuesday Pickleball**
 - **Wednesday Tai Chi**
 - **Thursday Yoga**
 - **Friday Rollerskating (July and August)**
 - **Saturday Music in the Park (July and August)**
 - **Saturday Art in the Park (July and August)**
 - **Monday Archery (July and August)**
 - **Wednesday Aquafit (July and August)**
 - **Free Children's Swimming Lessons provided by the Magnetawan Lions'**
 - **Free Bike Lending (July and August)**
 - **Free Drumming (July and August)**
 - **Free Recreational Games Lending (July and August)**
 - **Free Rock Painting (July and August)**
 - **Free Colouring and Activity Book Hand Outs (July and August)**
 - **Free Accessible Floating Beach Wheelchair Lending**
 - **Free Accessible Ice Hockey Sledge Lending**
 - **Over 23 Municipal Geocaches**



Stay, Eat, Relax

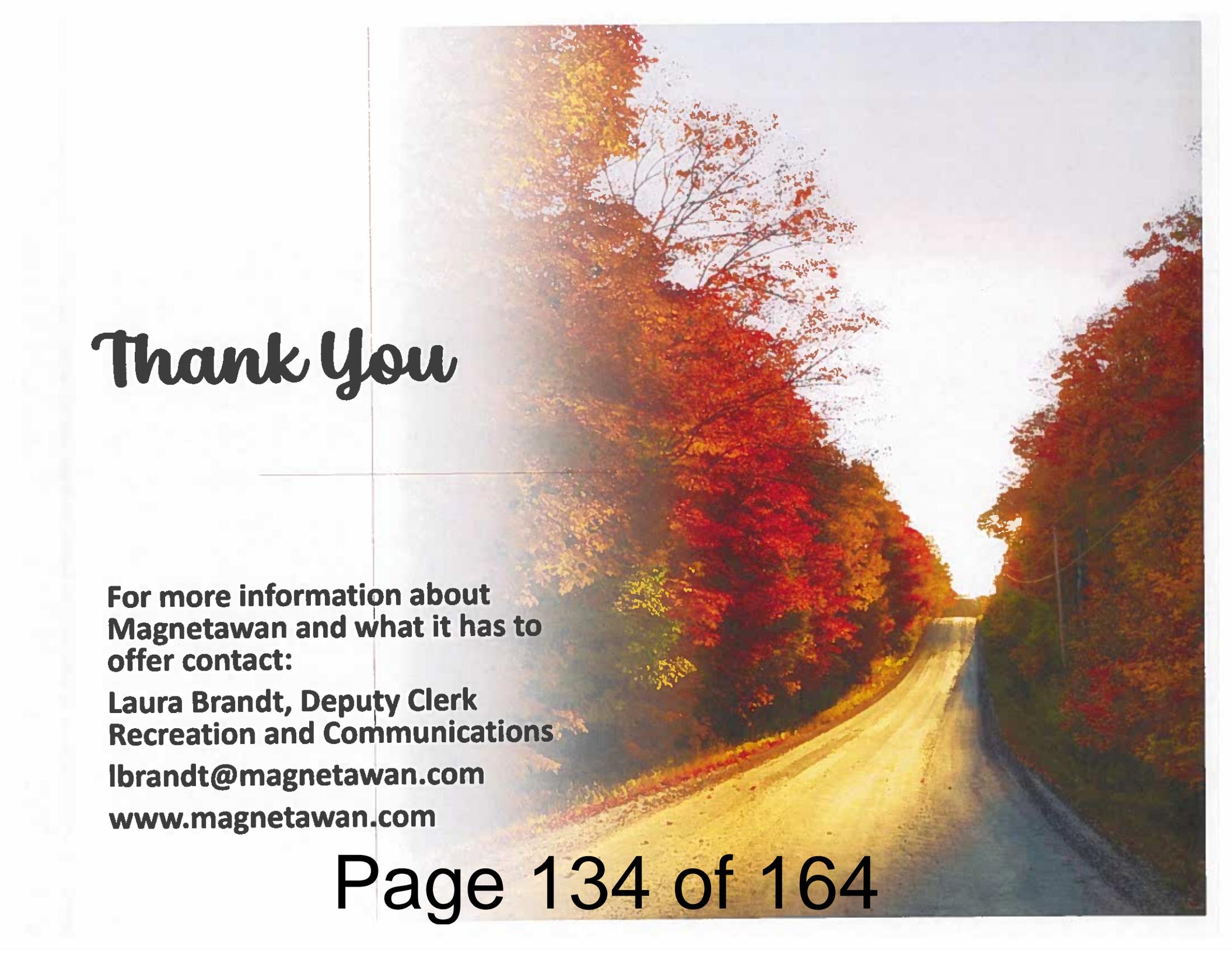
- Inns, resorts, motel, cottages, B&Bs, short-term accommodations, and lakefront rentals
- Local dining and cafés for post-adventure meals
- Friendly service you only get in a small place with a big heart
- Local farmer's market providing farm to table foods, artisans, and homemade treasures





Winter Is a Feature

- **One of Ontario's best snowmobiling areas**
- **Access to extensive groomed OFSC trail networks**
- **Great for cross country skiing, snowshoeing, and cozy cabin stays**
- **Pond hockey and quiet winter retreats**
- **Ice fishing with a view**
- **Outdoor skating at the Lions Pavilion**
- **Excellent add-on to Algonquin + North-of-Muskoka**



Thank You

**For more information about
Magnetawan and what it has to
offer contact:**

**Laura Brandt, Deputy Clerk
Recreation and Communications**

lbrandt@magnetawan.com

www.magnetawan.com

Page 134 of 164



REPORT TO COUNCIL

To:	Mayor and Council
From:	Deputy Clerk Laura Brandt
Date of Meeting:	October 8, 2025
Report Title:	Year End Report Locks and Heritage Museum Centre.

Background: This report is to inform Council on how the Magnetawan Locks and Heritage Museum Centre operated over the course of the 2025 summer season.

Eleven students were hired for the 2025 summer season – four for the locks, four for the museum two for the trail clean up project and one for the office. Five of the students were return hires and six students were new hires. Two students are off to their first year of college/university and one student is off to their third year of university the majority of the students would like to return next season.

The Municipality of Magnetawan received one grant from the Province of Ontario under the Summer Experience Program Grant Funding. This program aims to provide funding for municipalities to create career-related summer employment opportunities for students. Through this program, the Municipality was able to fund two summer students to operate and maintain the Heritage Centre Museum. The Municipality also received this grant funding in 2023 & 2024 to fund one summer student to operate and maintain the Heritage Centre Museum.

The Locks and Museum Students participated in a training day on June 7, 2025, led by myself. Rules, policies, and training on customer service, opening and closing of the Heritage Museum Centre, operating the locks, emptying garbage cans, cleaning of the washrooms, and cleaning of the docks, etc., was included in the training. Additionally, the Trail Clean up Students participated in a training day Tuesday July 1st. All students received Staff uniforms (t-shirts and a 'hoodie').

All of the students participated in an archery training day on June 8, 2025. A National Archery in the Schools Program (NASP) instructor facilitated the training and eight students, and two volunteers participated in the training. This training ensured that our Free Archery Programming could continue to run successfully and safely for the summer season. Each Monday the Recreation Leader and multiple students would attend Archery to ensure that consent forms were completed, helped with set up, tear down and supporting our two volunteers in running programming. This season there were 117 registrants that participated in the archery programming which was an increase in comparison to 2023.

This year Staff implemented our third year of Free Rollerskating Friday Nights from 6pm to 9pm. The Rollerskating programming was widely popular drawing many visitors from outside the Municipality. This season there were 198 participants that joined in the Rollerskating programming which was a decrease of 29 participants in comparison to 2024.

This year students from both the Locks and Heritage Museum Centre assisted with the Canada Day Event closing of the road, clean up, assisting vendors with set up etc., the Lockfest, the Dinner and a Drive in Movie event as well as Archery and Roller skating which included programs

to run as currently the Municipality does not have a large volunteer base and relies heavily on Staff. The assistance of the students and the recreation leader helped in making Staff workload more manageable.

A summer student Staff photo was taken at the end of the season again this year and will be displayed in the Heritage Museum along with the last three years of pictures to help promote a sense of family and tradition as many former residents have worked for the Municipality in this capacity and they have fond memories of working at the Locks and Heritage Museum Centre.

At the end of the season, the students provided feedback during their reviews. None of the comments this year included items that would be included in the 2026 Budget for Council's consideration.

Magnetawan Locks:

\$5 a day	2025	2024	2023	2022	2021	2020	2019
Number of Boats	180	161	179	203	223	182	177
Gross Revenue	\$900	\$805	\$895	\$1,015	\$1,115	\$910	\$885

This year, 180 boats travelled through the Locks which is an increase of 19 boats in comparison to the 2024 season. This is the first increase since 2021 as in 2022, 2023 and 2024 there was a decrease which could be a result of the increased cost of gas and cost of living or that we are going back to 2020/2019 levels.

There were four summer students that worked at the Locks this summer, manually opening, and closing the lock gates, providing boaters with a safe and enjoyable experience while travelling through the locks as well as ensuring that the washrooms and garbage's at the beach were attended to. The Locks students demonstrated great initiative this season and were diligent at ensuring their daily tasks were completed. The Locks students also stepped up and helped out cleaning up after the fireworks. Many compliments were received from residents and travellers about our Locks students this season commending the Locks students for going over and beyond and once again including children in an interactive way and explaining how the locks work as well once again giving top notch fishing advice!

The fire pump system purchased in 2022 worked well again this year to help clean the dock on the Lake Cecebe side of the locks affectionally named the "Seagull Poop Dock".

The Magnetawan Lock System brochure developed at the end of the 2020 season, was made available again this season at the Locks Information Booth, Heritage Museum Centre as well as other various organizations and/or businesses within our Municipality and surrounding communities. Further we include this brochure in our Municipality's "Welcome Package".

Our Recreation Leader helped with Pickleball Tuesday evenings after finishing her shift at the Heritage Museum Centre. She would assist our Volunteer Dianne with the tearing down of the nets and equipment. Pickleball is very well attended and consistently receives approximately 25-40 participants during the daytime and 15-20 participants in the evenings.

Heritage Museum Centre: As of 2020, the fee to visit the Heritage Museum Centre is by donation. There were three books that were available for purchase: Nipissing Road book, Historical Site pamphlet and the Looking Back book.

	2025	2024	2023	2022	2021	2020	2019 *breakdown estimated
Number of Visitors	1618	1001	2010	2006	1089	409	232*
Gross Revenues	\$954.20	\$750.25	\$1,560	\$1678	\$965	\$417	\$871 (includes books)
Book Sales	\$73	\$50	\$73	\$33	\$30	\$48	Unknown
Adventure Trail Maps	\$15						

Free Rentals/ Programming	2025	2024	2023	2022
Bikes	30	20	28	35
Games	9	5	10	9
Rock Snake	392	271	481	184
Activity Book	10	15	20	25
Beach Toys	4	2	6	N/A

This year, 1,618 visitors attended the museum which is an increase of 617 visitors in comparison to the 2024 season. The farthest one coming from Yellowknife (NWT) and other visitors attending the museum came from, Halifax (Nova Scotia), Grand Rapids (Michigan), Deland (Florida) and PEI. The busiest day of the season was our Canada Day Celebrations June 27th with 123 visitors. This number does not include visitors who visited the Log Cabin, Public Murals, Geocaches, and Steam Engine but might not have necessarily gone up to visit the Heritage Museum Centre.

This season the Heritage Museum Centre was open at the same time as the locks (10 am to 6:30 pm). There were four summer students who worked at the Heritage Museum Centre (one which was the Recreation Leader) this summer, providing information to visitors about the history of Magnetawan and its surrounding areas. Visitors reported in the visitor guest book and in-person on the friendliness of the Staff and how helpful and knowledgeable they were as well as how interesting the history of Magnetawan is. Additionally, the METC Committee installed a visitor information brochure rack as well as signage to help highlight some of the businesses and attractions within the Municipality.

This summer the “Bear Chair” was again placed outside the entrance of the Museum to attract visitors. As well as our two additions of our Free Kids “Activity Book was made available to visitors and was very positively received.

Our Community Rock Snake project help Maggie “Reach the Beach” is still underway, and a Community Rock Snake Activity station was created which consisted of a table with rocks, brushes, paint, and outdoor varnish. This station was set up daily (weather permitting) and was monitored by the Heritage students. The students received many compliments regarding this, and this activity helped Maggie grow to over 1612 rocks this Summer. Staff started a secondary rock snake as Maggie reached the beach. Staff will be working on a new contest to name our new snake and will continue building that snake until it reaches the beach.

Our recreation equipment lending program was implemented again this year which consisted of lending out our recreational games (connect four games, ladder ball, and other lawn games). Residents and Visitors could sign games out free of charge and utilize them at the Centennial Park, Village Green, or any of the Municipalities green spaces.

Our bike share/lending program was also implemented again this year. Four youth bikes and Four adult bikes were purchased last season along with helmets and bike locks. The Students were diligent in obtaining consent forms from participants as well as sanitizing and cleaning the bikes and helmets after each use. Residents and Visitors could sign bikes out free of charge and utilize them to take in the beautiful views of our Municipality while being active. Staff will be including in the 2026 budget for Council consideration the maintenance costs (by a local bicycle repair shop) of all the bikes to ensure that they are well maintained for the 2026 season as well as the purchase of two 24-inch bicycles.

Again, this season the beach toy lending program was implemented. Four complete sets of beach toys were available to be signed out at the Heritage Museum Centre for any residents or visitors who wanted to use them for the day.

Staff implemented the Art in the Park Series again this season inviting local artists to showcase their art at the Village Green Saturdays from 10am to 1pm, which the Recreation Leader oversaw. The Recreation Leader would meet the artists, assist with set up and tear down, as well as take pictures to promote the event on all municipal social media platforms. Signage was posted throughout the downtown core and at the village green. One Artist raised \$200 towards our Community Pantry with her Plein Air workshops.

Staff implemented Music in the Park Series again this season inviting local artists to showcase their music at the Centennial Park Gazebo from 7:00pm to 8:30pm on Saturday nights from the start of July to September long weekend which the Recreation Leader oversaw. The Recreation Leader would meet the artists, assist with set up and tear down, as well as take pictures to promote the event on all municipal social media platforms. Signage was posted throughout the downtown core, Ahmic Harbour and at Centennial Park to promote this season's line-up. The majority of the Music in the Park consistently drew crowds of over 70-90 attendees, which is slightly above the average from 2024 with our closing weekend in 2025 once again drawing a record crowd of close to 300 attendees. Staff recommend keeping the Music in the Park to 10 Saturdays to run from the first weekend in July to the September long weekend with the addition of Wednesday July 1st Canada Day to start the concert series.

Staff implemented a weekly aquafit class in July and August this year which was very well attended. This programming consistently had participants of approximately 20 weekly which is an increase in comparison to the previous year.. Staff will include in the 2026 budget monies in the amount of \$800 for Aquafit Programming.

Staff implemented a weekly history campaign again this season. The Heritage Museum Students each week picked an artifact and submitted a write up, pictures and sometimes a short video clip that was posted on Municipal Social Media Platforms to promote our Heritage Museum Centre and the rich history it has to offer.

Staff assisted with three drumming circle events this season which were run by volunteer Sandra. Sandra supplied her drums and equipment for the programming. The drumming circles were very

well received and had participants of over 20 attendees each circle. Our Heritage Museum Students helped out by taking pictures of the programming for promotion on all Municipal social platforms as well as setting up of the circle (chairs) and tearing down. Staff would like to offer this programming again next year if volunteers allow.

Staff have worked with Signcraft in creating new signage (lawn signs) for our beach toy lending, recreational game lending, bikeshare lending, wheelchair bike and hockey sledge to help promote this programming.

Staff implemented Geocache programming again this year. It should be noted that more people have probably located the geocaches than logged in as some geocachers do not log that they have found them in the app. 11 of the 22 geocaches also contain a trackable with a goal for geocachers to achieve. The Municipality has received many positive responses, and Staff will be placing more geocaches around the municipality in 2026 if suitable locations can be identified.

Geocache Stats:

Geocache Location	2023 Number of Logs	Trackable	Movement
Harry the Heritage Turtle located at the Heritage Museum Centre	16 logged in 2025 for a total of 113 logged with 9 favoriting this geocache.	Yes, with the goal to visit the ocean	Has moved 17,907 miles and currently travelled to New York and attended the International Geocaching Day Community Celebration!
Creepy Crawly located at the Lions' Pavilion	14 logged in 2025 for a total of 82 logged with 1 favoriting this geocache.	No	
Lake Cecebe	5 logged in 2025 for a total of 59 logged with 2 favoriting this geocache.	No	
Knoepfli Falls	8 logged in 2025 for a total of 37 logged with 4 favoriting this geocache.	Yes, with the goal to take it to another waterfall	Has moved 122 miles and is currently near Orangeville.
Old Nipissing Road	2 logged in 2025 for a total of 11 logged.	Yes, with the goal to get to another historical site.	Currently is being relocated by a geocacher.
Ahmic Harbour Beach	9 logged in 2025 for a total of 42 logged with 1 favoriting this geocache	No	
Midlothian Road	1 logged in 2025 for a total of 17 logged with 1 favoriting	Yes, with the goal to take it to another Province outside of Ontario.	Has moved 2,828 miles and is currently in Utah.
Friendship Centre	13 logged in 2025 for a total of 77 logged with 1 favoriting this geocache.	Yes, with the goal to give it a new home with a friend.	Has moved 191.5 miles and is currently near London.

Whalley Lake	15 logged in 2025 for a total of 23 logged.	Yes, with the goal to move to another town or city.	Currently is being relocated by a geocacher.
Maggie the Rock Snake	9 logged in 2025 for a total of 31 logged with 6 favoriting this geocache.	No	
Golf Course	1 logged in 2025 for a total of 7 logged.	No	
Rockwyn Landing	2 logged in 2025 for a total of 6 logged.	Yes, with the goal to move it to another lake in Canada.	Has moved 59,596 miles and all the way from New Brunswick, Quebec, Mexico, France, Azergaijan to John-Baptiste Monastery in Georgia and is currently in Czechia
Orange Valley	1 logged in 2025 for a total of 4 logged with 1 favoriting.	Yes, with the goal to move it to another cemetery.	Has moved 283 miles and is currently in Algonquin Park
Ahmic Harbour Community Centre	2 logged in 2025 for a total of 9 logged.	No	
Croft Recreational Park	1 logged in 2025 for a total of 7 logged.	Yes, with the goal to move to it to another public park in northern Canada lets get it to the Northwest Territories!	Has moved 219 miles Currently is being relocated by a geocacher.
Ahmic Lake Hwy 124 Boat Ramp	4 logged in 2025 for a total of 14 logged with 1 favoriting.	No	
Sparks Street By Bridge/Boat Launch	15 logged in 2025 for a total of 24 logged with 1 favoriting it..	No	
Pine Tree Road Public Water Access	0 logged in 2025 for a total of 7 logged with 1 favoriting.	Yes, with the goal to move it to public water access.	Has moved 76 miles and is currently in Elmvale
Fagan Falls	0 logged in 2025 for a total of 5 logged.	Yes, with the goal to move it to another waterfall.	Currently is being relocated by a geocacher
Croft Cemetery	2 logged in 2025 for a total of 8 logged.	No	
Croft Landfill	0 logged in 2025 for a total of 4 logged with 1 favoriting.	No	
Chapman Landfill	8 logged in 2025 for a total of 8 logged.	No	
TOTALS	595 LOGGED WITH A TOTAL OF 30 FAVOURITE POINTS		81,222.50 MILES IN TOTAL

Future Projects: Staff continues to investigate festivals (food truck, carnival, inflatable waterpark, etc.,) and events and incorporating the Heritage Museum Centre in yearly reoccurring events (Canada Day, Magnetawan Agricultural Fair, Magnetawan Leekfest etc.) as well as other recreational programming.

Staff are currently sourcing additional grants to help offset the cost of upgrades and the purchase of new playground equipment at Croft Recreational Park which would include wheelchair swings and accessible playground equipment. Staff will be moving forward with the Revitalization of the Croft Recreational Park Project which includes upgrades to the baseball field, playground and installation of a skateboard pump track.

Staff would like to build on the Art in the Park series to host more artists and attract larger crowds for the 2026 season. Staff will look into organizing Art in the Park every Saturday again for the 2026 season. As in previous year Staff will continue to actively sourcing grant funding for the creation of an Artisan Village (similar to the shops on the boardwalk in Gravenhurst) at the Village Green which would complement this green space and elevate the profile of the Municipality as a public art/Artisan destination drawing residents and visitors to our Municipality. Staff are currently working with the local Art Club to host an Art Show in Summer/Fall of 2026.

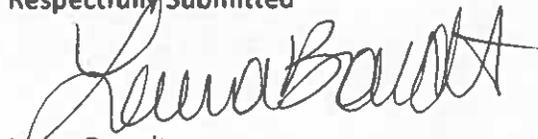
Staff are hoping to build upon the five new Public Art Installations that have been installed over the past four years. Staff will be actively sourcing grant funding for this project as currently all the grant funding that was previously secured has concluded.

Staff will be including in the 2026 budget monies for the additional rider needed for the baseball programming to run at the Croft Recreational Park in the amount of \$700 to be paid to the newly formed Baseball League.

Financial Implications: Staff will also be actively sourcing any other applicable grants and funding streams to maximize the Municipality's profile to ensure that we deliver free recreational programming to our residents and visitors.

Conclusion: Although there is a decline this year in participants in some of the programming as well as visitors through the locks and museum (this could be partially due to the rainy weather, the increased cost of gas, cost of living or that we are going back to 2020/2019 levels). The Magnetawan Locks and Heritage Museum Centre continues to be a main focal point for residents and visitors within our Municipality. By building upon these attractions and providing fun and new recreational events, we can improve the Municipality's public spaces and attract more residents and visitors to our area to make our Municipality a better place to work, live, stay and play!

Respectfully Submitted



Laura Brandt

Deputy Clerk Recreation and Communications



Artisan Village/Shops on the Boardwalk
Gravenhurst





**Municipality of
Magnetawan**

REPORT TO COUNCIL

To:	Mayor and Council
From:	Deputy Clerk Laura Brandt
Date of Meeting:	January 21, 2026
Report Title:	4 th Quarter Report Recreation and Communications

Recommendation: THAT Council receives this report as presented for information only.

Background: This is an update from October to December 2025 on the activities that have taken place in Recreation and Communication during the third quarter of the year.

Activities:

Human Resources

Working with team members providing support and coaching. Conducted interviews completed hiring process for the office assistant – recreation and records management position. Staff Completed their AMTCO Law Unit #3 Course and will be completing Unit #4 in the upcoming year.

Clerks Office

Staff have conducted four meetings of Council in this quarter including the preparation of agenda, agenda packages and minutes. Review of By-laws, Policies and Procedures are on going and updating accordingly to ensure that procedures are streamlined to improve delivery of services. Staff have secured Service Ontario to have the Mobile Service attend our Municipality for 2026 to help service our ratepayers every second Monday of the month. Staff have also assisted with bringing DSAAB clinics to our Municipality. Staff assisted with 2 RFP's during this quarter as well as collected 6 lottery licensing reports. Staff have organized and attended as Secretary one Magnetawan Community Centre Board meeting this quarter. Staff submitted 6 Reports to Council during this quarter including the 2025 Private Roads Grant. Staff attended the tourism summit in Parry Sound and have met with Destination Ontario and Invest Ontario to help further the profile of the Municipality and its events.

Grant Funding Applications and Reporting

Staff have facilitated one meeting regarding upcoming grants and/or existing applications.

	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Total Number of Applications	28	34	45	59
Annual Allocations	3	3	3	3
Awaiting outcome	18	11	14 (1 stage 2)	21 (3 stage 2)
Unsuccessful Applications	4	11	16	21
Successful Applications	3	9	12	14
Submitted Final Grant Reports	1	1	6	0

2025	Cost of Project	Amount Anticipated	Municipality Portion
Total Funding Applied For	10,059,395	7,451,183	2,623,996
Approved Funding	3,895,018	1,832,319	2,019,364
Annual Allocation	2,733,600	1,784,095	0

Health and Safety

Conducting monthly health and safety inspections as per the legislation and working with department heads and health and safety representatives to mitigate any concerns that arise. Staff facilitated CPR training and ten Staff Completed and received their First Aid & CPR/AED Level C CSA Std. Z1210-17 – Intermediate Certificate.

IT

Training regarding cyber security to Staff is ongoing and the onboarding of six computers has been completed due to the Microsoft changes and updates. Staff are currently working with the IT provider on the windows server updates as well as expanding the memory main domain.

Communications

Municipal Events and Recreational Programming were posted to the online event calendar for the North Bay Nipissing News, hard copy posters to Municipal displays, Municipal Digital Signs is ongoing. Posted messaging on our Municipal Website which included updates to our messaging on our Landfill, Planning, Applications, By-law, Recreation pages. Staff are currently working on messaging for our Winter Newsletter that will be distributed on all Municipal Social Media platforms as well as mailed out to all residents with their February Tax Bill.

	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Electronic Mailer	36	39	52	53
Number of Mailer Subscribers	599	719	748	751
Website Views	37,455	48,876	60,972	35,571
Website Users	8,032	11,000	17,821	14,000
Facebook Posts	88	113	154	97
Facebook Followers	2,011	2,099	2,296	2318
Instagram Posts	94	113	153	98
Instagram Followers	269	282	329	338
Facebook Posting Reach	13,500	37,147	115,584	162,878
Facebook Page Visits	5,700	283,870	481,265	208,937

Recreation

We currently have exercise classes running four times a week (Mondays and Thursdays). Weekly Pickleball on Tuesdays and Nordic Walking twice a week (Mondays and Fridays). Executed the Dinner and Drive – in Movie Event and the “Mag Bucks” Program as well as the two Dinner and Learn Dinner Events. Staff also successfully executed our Annual Tree Lighting Event. Staff also planned, launched and executed the New Years Eve Gala which was close to being sold out again this year with 130 tickets sold! The new fridge in the Community Centre bar area was a welcomed addition! It was a well attended event that received lots of positive feedback. Staff have completed the process of copyrighting the Leekfest mascot. Staff have reached out to Guess Where Trips and the is now on the wait list to be included in any further publications of the Detour Diaries and Guess Where Mystery Trips. Staff met onsite with 39 Seven at the Croft Recreational Park and Staff are preparing to move forward with the project.

Upcoming

Staff are actively sourcing and researching funding possibilities to help offset costs and fund new projects to benefit the Municipality. Staff will be conducting a Magnet away Community Centre Board Meeting at the start of February which includes preparing the agenda and minutes. Staff

are also working on organizing other upcoming events such as the Annual Family Day Event in February, Seniors Living Fair to be held the start of March, Volunteer Dinner to be held on April 1st, Annual Leekfest to be held at the start of May, the Annual Canada Day Celebrations, and Music in the Park for 2025. Staff will also be working with the MTO to ensure that the Parade permits for the Canada Day Event and Fall Fair are approved with any new signage requirements. Staff will also be working with community members to bring another Artifact Show as well as an Art Show and Sale to be held in the upcoming months. Staff have also been working with DSAAB to host clinics once again in the Spring of 2026. Staff will also be completing any outstanding Entandem music licensing reporting.

Respectfully Submitted

A handwritten signature in black ink that reads "Laura Brandt". The signature is written in a cursive, flowing style.

Laura Brandt
Deputy Clerk Recreation and Communications

 <p>Municipality of Magnetawan</p>	<p>REPORT TO COUNCIL</p>
<p>To:</p>	<p>Mayor and Council</p>
<p>From:</p>	<p>Deputy Clerk Laura Brandt</p>
<p>Date of Meeting:</p>	<p>January 22, 2026</p>
<p>Report Title:</p>	<p>Outcome of New Years Eve Gala</p>

Recommendation: That Council receives and approves this report as presented and directs Staff to transfer the ticket and bar proceeds to the Community Enhancement Fund in the amount of \$6,933.30 and further that \$10,000 be allocated for a New Years Eve Event in 2026.

Background: The 1st New Years Eve Gala was held in 2023 with proceeds of the Gala going to the Magnetawan Chapter of Habitat for Humanity and to include the amount of \$15,000 in the 2023 budget. Due to the success of the 2023 New Years Gala Council passed motion 2024-22 allocating \$10,000 in the 2024 budget for a New Years Event in 2024 with proceeds of the event going to the Community Enhancement Fund. Additionally, Due to the success of the 2024 New Years Gala Council passed motion 2025-13 allocating \$10,000 in the 2025 budget for a New Years Event in 2025.

Evaluation: Musical artists Filthy Rich and the Empty Pockets once again entertained guests with live music for all ages, and they were very well received by attendees. Staff have also booked them as artists for the upcoming 2nd Annual Leekfest to be held May 9, 2026.

Local restaurant catering company Katrine Pizza supplied an abundance of great food including a slider station.

Local bartenders were also hired to tend the bar.

Gala tickets were \$40 each which included entrance to the Gala, champagne, live entertainment, and food. 150 tickets were available to be purchased in advance at the municipal office, and 130 tickets were sold in total.

Three photobooth stations and props were set up in the hallway to encourage attendees to take photos with the hashtags #magnetawan and #magswhereitsat. As well as glow sticks, noise makers and party hats were all made available to attendees.

Advertising for the event was provided through Municipal social media platforms, electronic mailing list, digital signs as well as posters outside the Municipal Office and Community Boards.

Gift Certificates in the amount of \$50 were purchased by the Municipality from ten local businesses (Home Hardware, Algonquin Fine Foods, Buzz'in Around Apiaries., Katrine Pizza, Grill & Grocery, Dutch Harmony, Swiss House, Bait and Tackle, Trader Teds, Cornball Store) for door prizes.

The event was organized in-house with two volunteers and one student helping the day of for set up and one volunteer and one student helping the day after with tear down.

Financial:

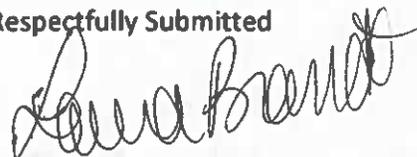
Item	2023	2024	2025
Band	\$1,550.00	\$1750.00	\$1,800.00
Midnight Buffet for approximately 150 people including two bartenders	\$3,302.91	\$4,282.70	\$4,325.00
Decorations (noise makers, plastic cups, paper plates, napkins, champagne flutes, etc.,)	\$1,008.77	\$1,043.69	\$1,056.85
Draw Prizes 10 Gift Cards of \$50 Each	\$ 500.00	\$ 500.00	\$ 500.00
Cost of Liquor including Champagne, ice, licensing and mix	\$1,323.56	\$1,077.50	\$1,265.35
Total Costs	\$7,685.24	\$8,653.89	\$8,947.20

Item	2023	2024	Amount
Ticket Sales @\$40/ticket	\$5,040.00	\$5,920.00	\$5,200.00
Bar Sales	\$2,010.00	\$2,000.00	\$1,710.00
Return of Empties	\$ 24.30	\$ 23.00	\$ 23.30
Total Proceeds	\$7,074.30	\$7,943.00	\$6,933.30

Council had approved a budget of \$10,000. The cost to run the event was \$8,947.20

Conclusion: Staff received many positive comments about the success of the evening including the band, food and tickets sold. It did not matter if it was a fast or a slow song the dance floor was packed! Staff recommends that due to the success of this event, that \$10,000 be budgeted for 2026 providing volunteers can be secured to help with set up the day of and tear down the next day.

Respectfully Submitted



Laura Brandt
Deputy Clerk Recreation and Communications

 <p data-bbox="277 205 457 268">Municipality of Magnetawan</p>	<h2 data-bbox="781 142 1198 189">REPORT TO COUNCIL</h2>
To:	Mayor and Council
From:	Deputy Clerk Laura Brandt
Date of Meeting:	December 10, 2025
Report Title:	Outcome of Dinner and a Drive-In Movie Event

Recommendation: That Council receives and approves this report as presented and directs Staff to include \$8,000 in the 2026 budget and to actively source for funding.

Background: The Municipality held their first Dinner and a Drive-In Movie Event in 2021 with the event being partially paid from the successful grant application to the 2021 Reconnect Festival and Event Program. Staff applied to the 2022 Reconnect Festival and Event Program and was unsuccessful in their application. In 2023 the Reconnect Festival and Event Program Funding Stream was no longer available, and Staff applied to the new Experience Ontario Grant Funding Stream and was unsuccessful in their application. In 2024 Staff again applied to the Experience Ontario Grant Funding stream and again was denied grant funding. Staff continued to source funding in 2025 again with no success.

Evaluation: This year’s event built upon the success of the previous years in 2021, 2022, 2023, and 2024. In 2022 Staff modified the previous double feature to a two-night event that was held in the summer season on the same weekend as the Heritage Day Event ran by the Magnetawan Library instead of the previous Fall season due to feedback from residents as well as to support the Heritage Day Event. Due to the unsuccessful grant funding application in 2023, 2024 & 2025 Staff modified the event back to a double feature event being hosted on one evening in the early Fall as feedback from the event included that the start of the movie event was too late as the sun sets later in August then it does in the Fall.

Movie tickets were \$10 each and attendees were provided tickets and an information pamphlet on how to enter and exit the event, as well as which menus food vendors would have available.

Two vendors attended the event. The Banger Truck which offers sausages, potatoes and grilled cheese set up in the municipal parking lot starting at noon to ensure that the sales were maximized to their full potential. The Magnetawan Firefighters Association provided popcorn and candy for the event free of charge to attendees.

Each attendee received “Magnetawan Bucks” used for admittance into the event and could be spent at local participating business from October 6, 2025, to November 14, 2025. This period of time is when local businesses typically see a dip in revenues. Staff ensured that each “Buck” was signed and laminated to reduce the risk of counterfeiting. Eight businesses participated this year as opposed to the ten businesses who participated in 2024 the “Magnetawan Bucks” program: Ahmic Lake Apiaries, Ahmic Lake Resort, Magnetawan Bait and Tackle, Magnetawan Grill and Grocery, Magnetawan Home Hardware, The Cornball Store, Trader Ted’s, and Swiss Country House.

Two of our Summer Students worked the event to help me direct parking, check movie tickets, and answer questions. Parks Staff also helped set up and erect the screen prior to the event as well as assisted with tear down of the screen and equipment after the event.

Advertising for the event was provided through Municipal social media platforms, website, electronic mailing list, digital sign as well as posters outside of the Municipal Office and on Community Boards. A “pre-roll” was created by Staff to play at the start of the event and in between movies informing attendees of key points of interest such as food vendors, washroom locations and “Magnetawan Bucks” local participating business.

For the event the Municipality purchased two sets of each movie and afterwards one copy of Hit Pig and Thunderbolts were donated to the Magnetawan Library for residents to rent. The other copies were drawn from the attendees that purchased tickets and the winners’ names were posted on municipal social media platforms. The Owner of Ahmic Lake Apiaries has donated their Mag Bucks Payment to go back into the Drive in Movie Event in the amount of \$10.

Financial Implications:

ITEM	COST
Fresh Air Cinema (screen providers)	\$6886.52
Two sets of Blu-ray DVD’s	\$177.70
Movie Rights	\$960.50
Reimbursement of Magnetawan Bucks	\$1,000.00
Donation of Magnetawan Buck	-\$10.00
Less Ticket Sales Revenue	-\$1,000.00
Total Cost	\$8,014.72

Conclusion: Staff recommends that due to the success of the event in previous years that Dinner and a Drive-in be held in 2026 and to include \$8,000 in the 2026 budget as well as have Staff reapply for funding if available to offset costs in 2026.

Respectfully Submitted,

Laura Brandt
Deputy Clerk



 <p>Municipality of Magnetawan</p>	<h2>REPORT TO COUNCIL</h2>
To:	Mayor and Council
From:	Deputy Clerk Laura Brandt
Date of Meeting:	December 11, 2024
Report Title:	Revitalization of Croft Recreational Park

Recommendation: That Council receives and approves this report for information only.

Background and Comments: Several residents have approached Staff regarding upgrading and revitalizing Croft Recreational Park. As well several residents have posted on social media regarding the need for upgrades to the Park.

Evaluation: Currently the Croft Recreational Park is outdated and in disrepair. The ball field needs to be repaired as it does flood during the influx of rain and during the last two seasons, games have had to be postponed and rescheduled due to the state of the field as it would have been unsafe to play. The playground located at the park is small and the equipment is outdated. This project would serve multiple community interests as it would increase community engagement, attract more families, and sports enthusiasts, fostering community engagement and promoting physical activity. It would promote accessibility and inclusivity by adding accessible playground equipment, the park would become more inclusive for children of all abilities, ensuring that everyone in the community can enjoy recreational spaces. It would diversify our recreation as adding a skate, bike, pump (scooter, skating & biking) park would appeal to different age groups, especially teens and young adults, providing them with a safe and designated place for these activities. The refurbished baseball diamond could host community softball and baseball leagues for both youth and adults, in addition to informal pick-up games. With improved accessibility features, seniors and individuals with mobility challenges and disabilities can now fully engage in park activities, increasing inclusivity. Skateboarding clinics and workshops for beginners could be planned. The park could host annual community events such as summer festivals, sports tournaments, and outdoor concerts. Local schools may use the park for physical education classes, field trips, and extracurricular activities. Youth-focused programs, including after-school sports and summer camps, could utilize the park. It would also boost local appeal as a multi-use recreational park with diverse facilities and would attract more visitors, making it a vibrant hub for the community and enhancing the quality of life in the area. This combination of improvements would ensure the park meets the evolving needs of all residents, fostering a sense of community, health, and inclusivity.

Staff have been actively sourcing grants over the past five years and have not yet been successful for the Croft Revitalization Project. In 2024, the Province announced new funding under the Community Sport and Recreation Infrastructure Fund and the Ontario Government is investing up to \$200 million over three years. Staff have applied under the repair and rehabilitation stream which supports projects that extend facility lifespan, maximize use, and improve the health, safety, accessibility and environment standards of existing facilities with funding between \$150,000 to \$1,000,000. Staff's submission included the revamp of the baseball field including lighting and scoreboard, installation of an accessible playground as well as the installation of a skate, bike, and pump park.

Financial Implications:

Funding Stream	Amount
NOHFC Community Enhancement Program (Approved Stage One)	\$200,000
Community Sport and Recreation Infrastructure Fund	\$700,000
Municipality of Magnetawan	\$100,000
TOTAL	\$1,000,000

Staff have applied to the NOHFC Community Enhancement Program and have passed Stage #1 of the application process and are currently in Stage #2. Staff have also applied to the Community Sport and Recreation Infrastructure Fund and are currently waiting on the outcome of their submission.

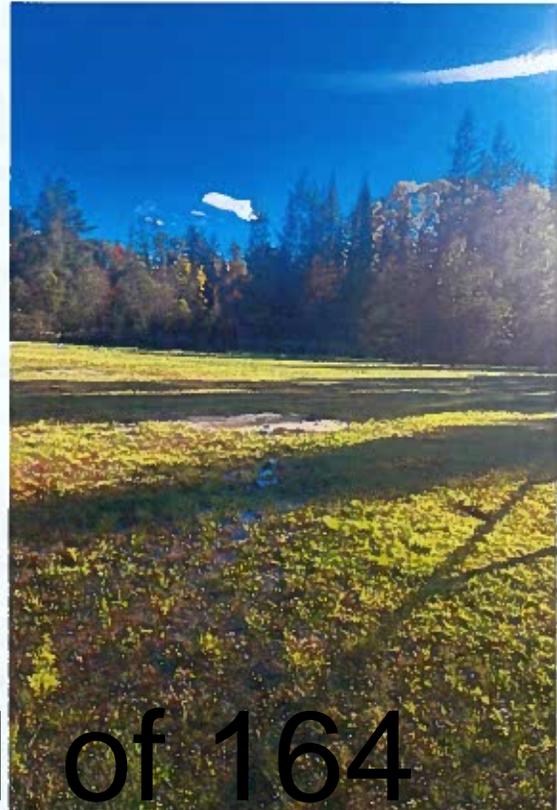
Currently Staff have applied to the Bluejays Capital Grant for the revitalization of the Ball Diamond as well as Staff have also applied to the 2024 Enabling Accessibility Small Project Fund for the revitalization to include Accessible Playground Equipment as the NOHFC funding and Community Sport and Recreation Infrastructure Fund allow for Stack Funding. Staff are still awaiting the outcome of these grant submissions.

Staff will be actively sourcing any grant funding that would be applicable to this project. If we are successful in both of our grant submission then Council could proceed with the approval of the project and monies would have to be included in the 2025 Budget.

Respectfully Submitted,

Laura Brandt
Deputy Clerk

Current Baseball Field



Current Playground



New Playground Concept with Accessible Merry-Go-Round and Turf



Wheelchair Accessible Swing



Skate, Bike and Pump Track Park Concept #1



Skate, Bike and Pump Track Park Concept #2





**Municipality of
Magnetawan**

REPORT TO COUNCIL

To:	Mayor and Council
From:	Deputy Clerk Laura Brandt
Date of Meeting:	December 11, 2024
Report Title:	Skate/Walk Trail Splash Pad Project

Recommendation: That Council receives and approves this report for information only.

Background and Comments: Several residents have approached Staff regarding the installation of a skating trail as well as a splash pad over the last few years.

Evaluation: Staff brought a report forward to the Magnetawan Community Development Committee (MCDC) at the February 10, 2021, meeting and the Committee passed Motion 2021-05 approving the recommendations to re-evaluate the need for this project in the near future.

This project will address critical recreational needs within our Municipality, particularly for youth and families. Currently, there is a lack of accessible, year-round recreational facilities in our region, which limits opportunities for physical activity, social interaction, and community engagement. By building a skating/walking trail and splash pad, we aim to create a vibrant hub for sports and recreation that meets the diverse needs of our residents. The project directly responds to community feedback highlighting a demand for more recreational facilities, especially ones that can be utilized throughout the year. This project will offer a safe space for skating, and community events during the winter months, while the splash pad will provide a refreshing outlet for outdoor play during the warmer seasons. According to the Canadian Parks and Recreation Association, accessible recreation contributes to overall community health and well-being, particularly for children and youth. Facilities like ice rinks and splash pads serve as social gathering places, fostering community connections and engagement. They can host organized events and programs that bring residents together, enhancing social bonds and improving community spirit. This project specifically targets youth, providing a structured environment for physical activity and socialization, which is vital for their development. Engaging young people in sports and recreational activities helps reduce the risk of youth disengagement and promotes positive lifestyle choices. Increased recreational offerings can draw visitors from surrounding areas, supporting local businesses and contributing to the local and region economy.

Additionally, this project is expected to reduce unsupervised swimming and skating (on lakes/ponds) and create a social gathering spot. The new facility could host annual community events such as summer festivals, and even has the potential to create new events like skating races. Local schools may use the space for physical education classes, field trips, and extracurricular activities. As well as the walking trail has the potential to host track and field races like the 100 metre dash. Youth-focused programs, including after-school sports and summer camps, could utilize the new facility. The facility is likely to attract a younger

demographic and families with children of all ages. Users with disabilities who previously could not participate in recreational activities will now have a safe and enjoyable environment, leading to more frequent visits. Seniors will also frequently utilize this facility as it will be a safe place to walk as well as a community gathering space that will create opportunities for intergeneration engagement. The diverse facilities will encourage families to visit together, with older adults and children engaging in different activities at the same time. Individuals who experience economic barriers will be able to access recreation as we will be providing a free and accessible local facility

Staff have been actively sourcing grants over the past five years and have not yet been successful for the proposed Skate/Walk Trail Splash Pad Project. In 2024, the Province announced new funding under the Community Sport and Recreation Infrastructure Fund and the Ontario Government is investing up to \$200 million over three years. Staff have applied under new builds/signature new builds which supports projects that support major new infrastructure projects that address a demonstrated community need, transform infrastructure, build unique facilities, attract investment and economic growth, an enable the hosting of large sporting events with funding up to \$10,000,000.

Staff's submission included the installation of a skate/walk splash pad as well as washrooms and a storage shed to be located on the underdeveloped lands behind the Municipal Office/Community Centre. These facilities could be expanded upon in future years for instance a festival of lights could be installed down the roadway to the new facility.

Financial Implications:

Funding	Amount
NOHFC Community Enhancement Program (Approved Stage One)	\$264,000
Community Sport and Recreation Infrastructure Fund	\$924,000
Municipality of Magnetawan	\$132,000
TOTAL	\$1,320,000

Staff have applied to the NOHFC Community Enhancement Program and have passed Stage #1 of the application process and are currently in Stage #2. Staff have also applied to the Community Sport and Recreation Infrastructure Fund and are currently waiting on the outcome of their submission.

Staff will be actively sourcing any grant funding that would be applicable to this project the NOHFC funding and Community Sport and Recreation Infrastructure Fund allow for Stack Funding. Staff are still awaiting the outcome of these grant submissions.

If we are successful in both of our grant submission then Council could proceed with the approval of the project and monies would have to be included in the 2025 Budget.

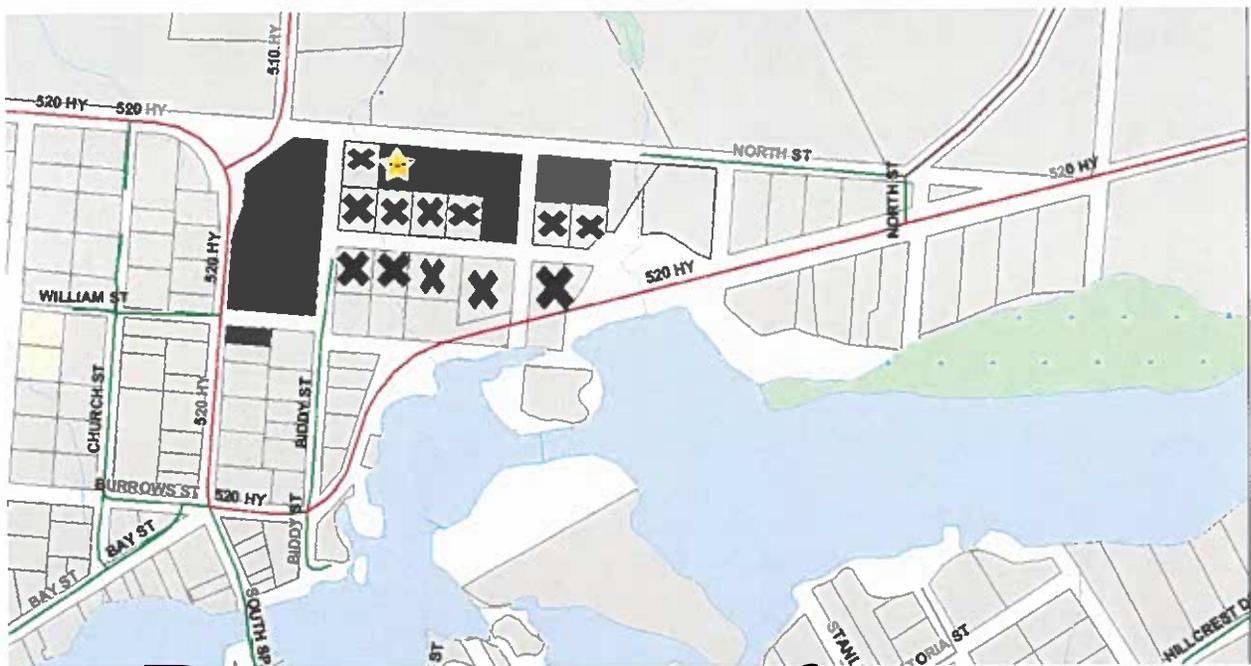
Respectfully Submitted,

Laura Brandt
Deputy Clerk

Skating/Walking Trail Splash Pad Concept



Mapping Undeveloped Lands Behind Municipal Office/Community Centre



 <p data-bbox="235 369 493 447">Municipality of Magnetawan</p>	<p data-bbox="824 289 1149 321">REPORT TO COUNCIL</p>
To:	Mayor and Council
From:	Deputy Clerk Laura Brandt
Date of Meeting:	June 4, 2025
Report Title:	Outcome of 1 st Annual Magnetawan Leekfest

Recommendation: That Council receives and approves this report as presented and directs Staff to organize the 2nd Annual Magnetawan Leekfest and to include the amount of \$10,000 in the 2026 budget line 1-4-2600-2015 (Events).

Background: Council passed motion 2024-374 receiving and approving the report 1st Annual Magnetawan Leekfest from Deputy Clerk Laura Brandt as presented and directed Staff to organize the new event and to include the amount of \$10,000 in the 2025 budget line 1-4-2600-2015 (Events).

Evaluation: There were seven entries in the Soup Contest which is amazing for our first event. The Municipality worked with the North Bay Parry Sound District Health Unit to ensure that all food regulations and guidelines were followed, and Staff moved forward with the contest in similar likeness as the judging of food entries in Fall Fairs. The Health Unit does not allow the consumption of soups that are not made in a commercial kitchen as well as a person making the soup must have their Food Handlers Certificate. Entries were dropped off on Friday evening and judging was conducted by members of Council and one volunteer. Contest winners were announced by MPP Graydon Smith and Mayor Sam Dunnett.

The Patsy Cline Tribute Band and the Lance Dobinson Elvis Tribute musical acts entertained guests with live music for all ages and they were very well received by attendees. Staff have also booked the Christian Hutt Trio (Patsy) for the upcoming 2025 Music in the Park Series and Lance Dobinson has entertained residents at our 2024 Music in the Park.

Local food trucks, the Banger and the Mini Donut Truck, supplied an abundance of great food as well as carnival treats like cotton candy, snow cones and popcorn were available near the bouncy castles. The outdoor bar area was run by Legends and it was well received by residents who could sit in an outdoor patio atmosphere while listening to our musical artists. Crowd Barriers were purchased for the outdoor bar area and these barriers will be able to be utilized for future events. 300 bowls of free leek soup were given out to attendees, and they had a choice of four types of leek soup! Councillor Kneller suggested that a donation jar be put at the serving window so that attendees could donate monies to our local Community Pantry. This initiative raised \$316.80.

Kids of all ages young and old enjoyed the multiple bouncy castles as well as the airbrush face painting and balloon twister! Over 100 kids got twisted balloons as well as 100 kids received face

painting! Kids as well could find Laura and answer a skill testing question – What another name for a leek was? It was great fun listening to the variety of answers and many young ones practiced the night before with parents! 60 coupons were redeemed at the Carnival Games for free prizes.

We had 27 booths plus our Magnetawan Fire Department attend the event. Feedback from vendors has been positive as they felt it was well attended and planned. One vendor who could not attend donated an Engraved Bear Chair with the Leekfest Mascot which will be kept in our lobby.

We had two presenters who spoke about backyard gardening and traditional life skills that were well received by audiences. Both presenters received positive feedback from audience members, and both felt that the event was well run.

One photobooth station was set up in the hallway to encourage attendees to take photos with the hashtags: #magnetawan and #magswhereitsat as well as a municipal information table was set up.

A “Swag” booth was set up in our Community Centre Coat Room which was run and organized by our students and was very busy throughout the day selling hats, t-shirts, sweaters, stickers, magnets and bags! The Municipality had all the merchandise made locally by Silverscreen Printing who donated some of the merchandise (blue hats & magnets). Merchandise is only sold at the event with the intention of growing the attendance of the event. The merchandise was well received and some attendees were sending items to family members as far as France! Leftover inventory will be accounted for as an asset in our financials by the Treasury Department and will be able to be sold next year. The total Swag sales were \$3,500. Staff have also submitted a copyright application to Innovation, Science and Economic Development Canada to ensure that our logo is protected from third party use without permission.

Advertising for the event was provided through Municipal social media platforms, electronic mailing list, digital signs as well as posters outside the Municipal Office and Community Boards. Paid Facebook Ads were also distributed on Facebook and lawn signs were purchased from Signcraft to distribute throughout the Municipality to promote the event. The lawn signs are reusable as we are able to change the date on the signs. As well radio ads were broadcast on the local Parry Sound Moose FM and advertisements were included in the Great North Arrow. Additionally, Explorers Edge and the Great Canadian Wilderness shared messaging regarding the event and the representatives from Great Canadian Wilderness attended the event. Staff estimate that there were 500-700 attendees at the event.

The event was organized in-house with one Department Head, two Parks Staff, six Students and two volunteers helping the day of for set up and tear down.

Financial:

Item	Amount
Kidzone (Bouncy Castles, Facepainter, Balloon Twister)	\$5,000.00
Prizes Carnival	\$135.60
Free Soup Give Away	\$1,000.00
Bands	\$2,500.00
Mascot Contest	\$300.00
Advertising (Facebook Ads, Great North Arrow and Radio)	\$1,282.88
Decorations & Supplies (Bowls, Napkins, Spoons) \$233.22	\$233.22
Liquor License	\$150.00
Copyright Application	\$63.00
Soup Contest Prizes	\$250.00
Crowd Barriers	\$2,422.00
Porta Potty Rental	\$420.00
Total Costs	\$13,756.70
Possible NOHFC Grant Funding	\$3,000.00
2025 Budget	\$10,000.00
Overage	\$756.70

Council had approved a budget of \$10,000. Staff submitted an application to the NOHFC Community Events Grant Funding Stream. The application was successful in making it to the second stage but due to the Provincial Election the process had halted. Staff reached out to the NOHFC and even though the event has been held, the Municipality is still eligible to be successful in the Stage Two process and could receive a potential grant of \$3,000. The cost to run the event was \$13,756.70 not including merchandise.

Conclusion: Staff received many positive comments about the success of this new event from attendees, presenters and vendors! Staff recommends that due to the success of this event that it become an annual event and \$10,000 be budgeted for 2026 with the date being moved to the second Saturday in May 2026.

Respectfully Submitted

Laura Brandt
Deputy Clerk Recreation and Communications



ANNUAL EVENTS

February

- Family Day
- Seniors Fair (if secured grant monies)
- Pancake Tuesday
- SOS Drags

March

- SOS Drags
- Clothing Drive Trinity Church

April

- Volunteer Dinner
- Easter Treats School
- Seedy Saturday Horticultural Society

May

- Leekfest
- Plant Sale Horticultural Society

June

- Super Senior Presentation
- Green Fair
- Bike Rodeo

July

- Canada Day
- Fish Fry

September

- Fair
- Car Show

October

- Drive-In
- Halloween Treats Lions Event
- Clothing Drive Trinity Church

November

- Remembrance Day

December

- Tree Lighting
- New Years Gala
- Trinity Church Xmas Dinner

Seniors Dinners if secure grant funding from July to March

PROGRAMMING -ALL YEAR ROUND

- Public Art
- Healthy Ageing
- Yoga
- Fab Fit and Fun
- Tai Chi
- Line Dancing
- Nordic Walk/Snowshoeing
- Pickleball
- Geocaching
- Hockey Nets
- Basketball Nets
- Public Art Projects – Moose, rocksnake, pavilion mural, nomi first mural, nomi second mural, carving, x marks the spot
- Tennis **ON HOLD**
- Drop in Sports **ON HOLD**
- Floor Curling **ON HOLD**

PROGRAMMING - SUMMER (JULY/AUGUST)

- Aquafit
- Swimming Lessons
- Archery
- Baseball
- Beach Wheelchair
- Art in the Park
- Beach Toy Lending
- Bike Share
- Game Share
- Rock Snake Painting
- Drumming
- Locks

- Museum
- Music in Park
- Rollerskating
- Hazmat Day

WINTER (JANUARY/MARCH)

- Ice Rink
- Hockey Sledge

OTHER PROGRAMMING

Library – Weekly Programming

- Toddler Time
- Youth Book Club
- Adult Book Club
- Youth Craft Club
- Youth Garden Club
- Halloween Dance
- Fundraising Dance

Churches of Magnetawan

- Youth Group Camp in Summer
- Community Pantry
- Farmers Market
- Church Talent Mic Nights

Local Restaurants Musical Performances

- Grill & Grocery
- Swiss House

Friendship Club Events

- Bus Trips
- Euchre
- Bingo
- Chair Yoga
- Dinners
- Crafters Circle

Horticultural Society

- Meetings – Crafts
- Dinners
- Community Garden

- Native Garden (Pavilion/Ahmic/Snake Street)
- Community Projects (Chairs)

Ahmic Harbour Recreation

- Halloween
- Christmas Extravaganza
- Canada Day
- Community Garden

SERVICE PROVIDER EVENTS IN CONJUNCTION WITH MUNICIPALITY

- Service Ontario
- Flu Clinics
- Community Clinics DSSAB

Highland Players Events

- Murder Mystery
- Script Reading

Burks Falls

- Art Show

Firefighters

- Food Drives

ALCA

- Square Dances

ADVERTISING

- Video on Lakeland TV Channel
- Parry Sound Life Magazine
- Provincial Park Magazine (Restoule/Mikisew)
- Moose FM Parry Sound Leekfest
- Great North Arrow Leekfest
- Paid Facebook Ads, Leekfest, Music in the Park, Drive-In, Canada Day
- Facebook, Instagram, Mailer, Website, Digital Sign, Event Calendar, Hardcopy Posters (Post OfficeX2, Ahmic, Pavilion, Officex2)

- Guess Where – on wait list for when new route opens for Parry Sound area
- Detour Diaries – on wait list for new edition
- Video & Audio Capabilities Website
- Destination Ontario – investigating with working with to have roaming ambassador partnership for our festival/events, as well as promoting our area. Almaguin is not on the website just Parry Sound and Muskoka. Have signed up for webinars and for the VIS Network.
- Invest Ontario
- Hwy 11 Hwy Sign location between Novar and Emsdale