



AGENDA

Magnetawan Economic Tourism Committee (METC)

Monday April 20, 2026, 10:00 am

Ahmic harbour Community Centre

<https://teams.microsoft.com/meet/25994166158946?p=1oWNqO6upDKjlG04ck>

Page # **OPENING BUSINESS**

- 1.1 Call to Order
- 1.2 Adoption of the Agenda
- 2 1.3 Adoption of Previous Minutes
- 1.4 Declaration of Pecuniary Interest

DISCUSSION ITEMS

- 7 2.1 2026 Tourism Forum - Debrief and Identify Next Steps
- 72 2.2 Explorers Edge Women in Tourism Event Thursday April 23, 2026
- 2.3 Visitor Exit Survey with Explorers Edge
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- 2.5 Update on File Transfer for Magnetawan-of-a-Kind Logo
- 2.6 Umbrella Stands for Branded Umbrellas

FOR INFORMATION

- 81 3.1 Explorers Edge March 2026 Newsletter
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- 111 1st Quarterly Report from Deputy Clerk Laura Brandt

ADJOURNMENT

- 4.1 Confirm the Proceedings of Committee and Adjourn



Magnetawan Economic Tourism Committee (METC)

Meeting Minutes

Wednesday March 27, 2026

10:00 AM

Magnetawan Community Centre

4304 Highway 520, Magnetawan

Committee members in attendance:

Chair Rachel Sullivan

Dave Antle

Bill Bishop

Brenda Fraser

Joan Lewis

Rob Ross

Francine Yolkowskie (electronic participation)

Regrets

Vice Chair Angela Ramsay

Staff members in attendance:

Deputy Clerk Laura Brandt (Secretary)

OPENING BUSINESS

1.1 Call to order

The meeting was called to order

1.2 Adoption of the Agenda

RESOLUTION 2026-12 Bishop-Lewis

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

Carried.

1.3 Disclosure of Pecuniary Interest

Chair Rachel Sullivan stated that should anyone have a disclosure of pecuniary interest that they could declare the nature thereof now or at any time during the meeting.

1.4 Adoption of Previous Minutes

RESOLUTION 2026-13 Fraser-Lewis

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee minutes for the March 11, 2026, meeting as presented.

Carried.

Regarding Item 2.2, Committee Member Bishop noted that, as agreed, he followed up with the CAO to get clarification of the intention of the motion approved by Council at the January 21st meeting.

RESOLUTION 2026-03 Bishop-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.

The Committee agreed that their understanding of the intention of the motion' which noted the logos would be used in conjunction, was to confirm the tourism logo would not replace the corporate municipal logo (lighthouse). The Committee noted that the presentation to Council showed mock-ups of the tourism logo alone and no issues were flagged. There was agreement that there would be times when it would be appropriate to use both logos but not necessarily on merchandise. This understanding was shared by the CAO.

DISCUSSION ITEMS

2.1 Annual Forum Saturday April 11, 2026

The Committee discussed the plan for the upcoming Forum. The caterer has been booked. The cake and cookies have been ordered with the new Magnetawan-of-a-kind logo on them. The Committee agreed that all members should wear their blue METC Committee shirts or a blue shirt. The Committee further discussed the upcoming Forum laying out the agenda for the day. It was noted that additional work is required on the interactive section where the Committee plans to present the draft work plan during which time participants will be asked for some input and provided with various "calls to action". Following the presentations, there will be a working lunch where participants will be asked to visit various information stations (calls to action) and check out promotional information from local businesses and the municipality. Port Carmen Marina, Magnetawan Library as well as the municipal Recreation Department will have booths (Almaguin Chamber of Commerce – TBC). Some local vendors have already indicated their intention to provide a display (e.g. Backwoods Designs and Brad Lewis). It was noted that signs should be made for the different display areas and stations (Calls to Action).

The Committee reviewed a list of local organizations and individuals and identified which contact each member would follow up with to encourage participation. Members were asked to stress the need to register by April 2nd to help with catering and to encourage participants to bring promotional materials. The Secretary advised the Committee that the forum social media campaign will be recirculated to help bring awareness to the event.

The Committee discussed the work plan dividing it into core areas: establishing an accommodations network, merchandise, industry support, terms of reference, and tourism promotional product development.

Establishing an accommodations 'network': The Committee discussed the need to connect with this group to help answer key questions such as: How do we measure success? What is our capacity for hosting people? What are the occupancy rates? Where do visitors come from? These are some questions that need to be answered. Working with this group could also help identify key promotional products to pursue (connects with Tourism Promotional Product Development). Committee Member Ross to lead with Committee Member Bishop providing a supportive role.

Merchandise: will be led by Committee Members Ross and Antle. The plan is to define and put together a program to distribute branded merchandise. It is expected to start small such as a magnet with the tourism logo. Also having a booth at the Farmer's Market might be an option to have exposure with the public. The new tagline and logo will be revealed at the Forum.

Industry Support will be led by Chair Sullivan with support from Committee Members Antle and Fraser. The key components would include building relationships with other tourism organizations that could promote Magnetawan or provide supports to local industry; as well as building local relationships and facilitating training and/or access to support for local industry.

Terms of reference will be led by Chair Sullivan. The Chair discussed proposing the changing of the name of the mandate document to a terms of reference which is more inclusive and still includes a mandate section. The key change the committee would like to propose to Council is adding a section covering the composition of the committee to encourage it be more representative of the local tourism industry. For instance, there is no member representing the accommodations sector and the committee sees merit having representatives for the commercial accommodations and licensed STAs. It was noted this would need to go to Council for approval.

The Committee does not need the volunteers for working groups to be approved by Council. Committee Members will be able to lead and approve the work being done by the working group.

Tourism Promotional Product Development: The key activities areas identified include the tourism website and brochure displays. The brochure display work will be led by Committee Member Lewis. The website work (including the business directory) will be led by Committee Member Yolkowskie with support from Committee Member Lewis.. Itineraries will be put on

hold as ideas may come out of the accommodations network. Call to actions could be to ask participants to ensure they are in the business directory and to update content with enhanced descriptions and photos. Committee Member Fraser will send pictures to add to the Magnetawan Home Hardware listing. The Secretary advised the Committee that a municipal table will be set up at the forum which could include a laptop to allow participants to view the directory. The table will also have additional municipal information

Homework for the Committee would be to identify what we need or questions for each category. What are the calls of action for each category? What questions can we ask to solicit input from participants at the forum?

The Committee discussed having a set email address for the Committee and asked the Secretary to investigate the possibility of acquiring tourism@magnetwan.com. All emails would go to the Secretary. That way the Committee can distribute this email address when asking attendees for feedback in relation to the Tourism Forum.

The Committee discussed the opening of the Forum and the reading of the land acknowledgment. Committee Member Bishop volunteered to read the land acknowledgement.

Committee Members Fraser and Ross will staff the registration table.

The Committee agreed to arrive at 8:30am to help with set-up. The Secretary advised the Committee that Staff will have all the tables and chairs set up so only minor tweaks should need to be done. The Committee further discussed that the cake will be served at lunch and Committee Members were hoping that Council could cut the cake and photos could be taken with Council and possibly Explorers' Edge? The plan is to have the cookies passed out by Committee Members when the logo is revealed during the presentation. Member Bishop offered to speak with attending Council Members regarding the cutting of the cake at noon. The Secretary advised the Committee that the Municipality already has name tags and they can be provided the day of the Forum.

The Chair also shared with the Committee that an added benefit of working with Explorers' Edge on the Forum is that they mentioned the possibility of hosting a future regional event in Magnetawan in the Fall.

FOR INFORMATION

- 3.1 Chamber of Commerce Chamber of Commerce Membership Info Session April 1, 2026
- 3.2 Chamber of Commerce Chamber of Commerce AHCC Chamber Guide Magazine - Insert Option for Advertising
- 3.3 Expression of Interest Powassan Maple Syrup Festival Northern Sweet Spots Tourist Showcase Saturday April 25, 2026

ADJOURNMENT

4.1 Confirm the Proceedings of Committee and Adjourn

RESOLUTION 2026-14 Lewis-Bishop

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adjourns the meeting at 12:00 pm to meet again on April 20, 2026, at 10am or at the call of the Chair.

Carried.

Approved by:

Chair

Secretary

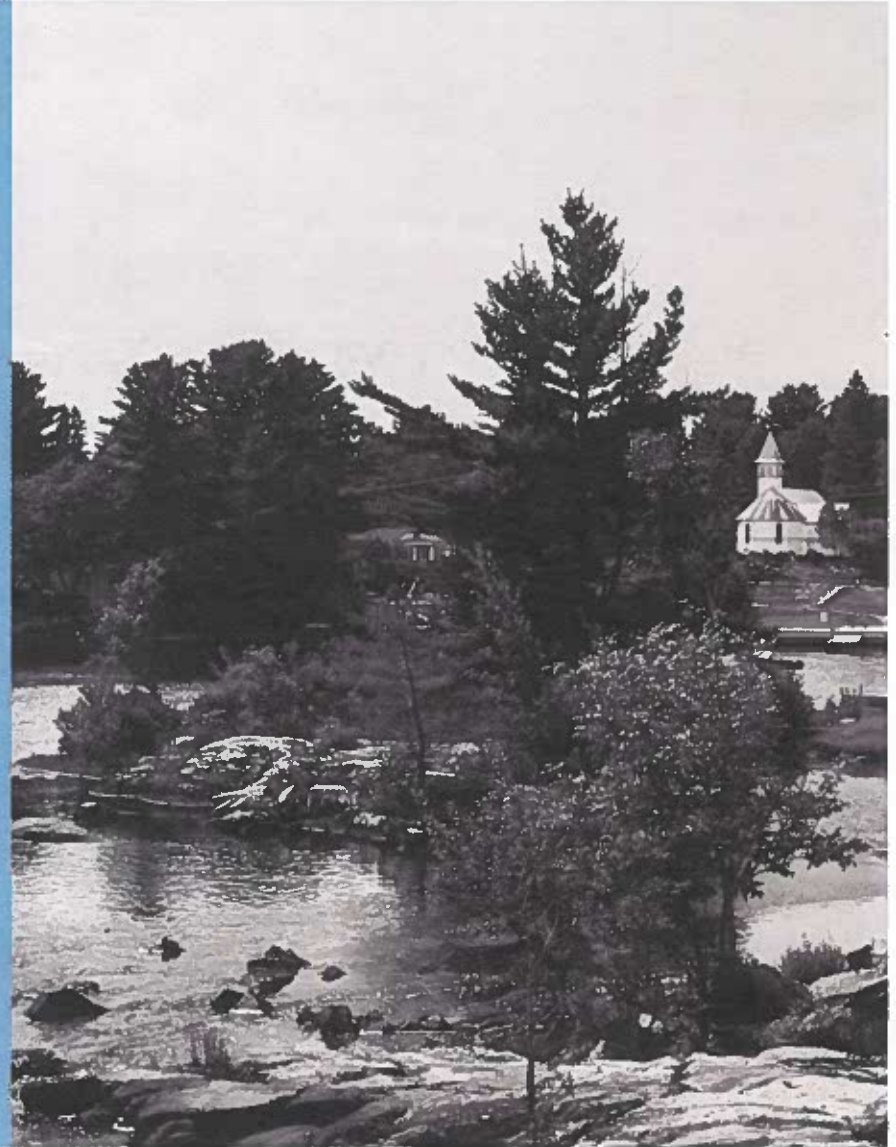
DRAFT

April 11, 2026

2026 Tourism Forum



**Municipality of
Magnetawan**



Land Acknowledgement

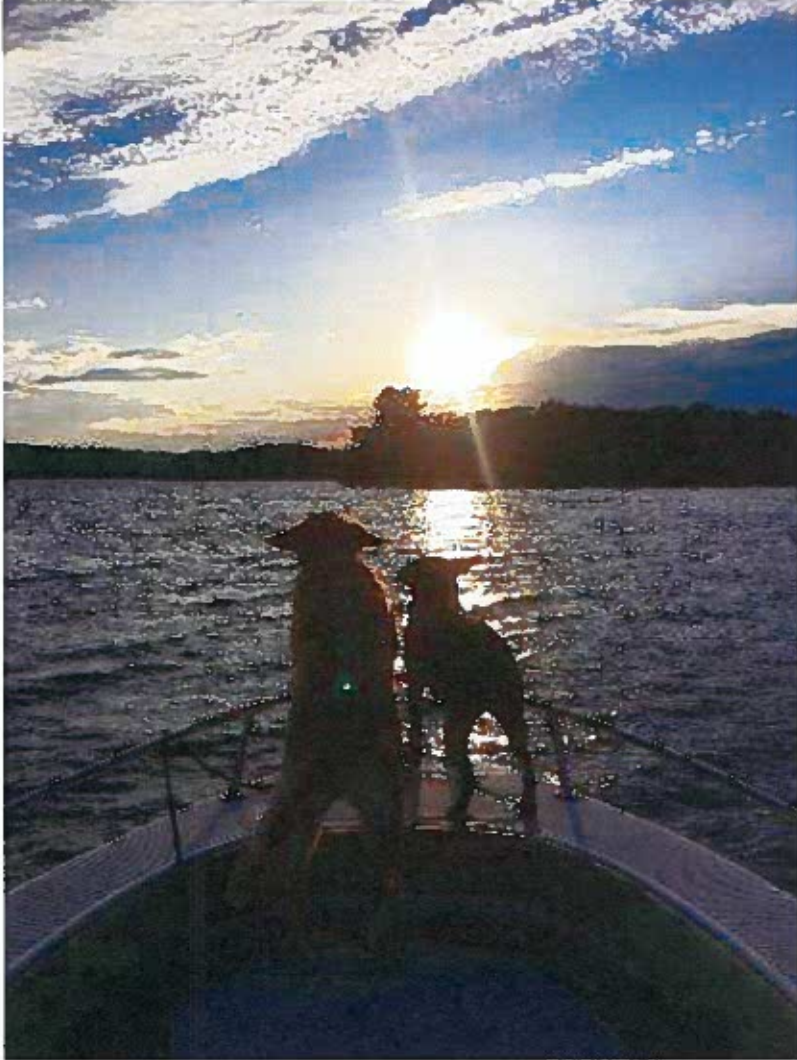


The Municipality of Magnetawan recognizes all of Canada resides on traditional, unceded, and/or treaty lands of the Indigenous People of Turtle Island. We recognize our Municipality of The Robinson Huron Treaty territory is home to many past, present and future Indigenous families. This acknowledgement of the lands is a declaration of our commitment and collective responsibility to reconcile the past, and to honour and value the culture, history and relationships we have with one another.

Agenda



- 10am Welcome and Introductions
- 10:05am METC Update
- 10:30am Explorers' Edge Keynote
- 11:30am METC Future Direction:
Where do we go from here
- 12-1pm Working Lunch:
Calls to Action & Information sharing



Mandate



To promote tourism in Magnetawan (which includes the development of tourism products)

METC Work to Date

- Initiated tourism asset inventory (evergreen document)
- Learning events; review of previous studies
- Networking and Relationship Building
- Amendments to social media policy
- Participated in regional Shop Local campaigns with ACED and Almaguin Highlands Chamber of Commerce:
 - 2024: 75% of responses were from Magnetawan businesses
 - 2025: 8 out of 38 participating businesses from Magnetawan

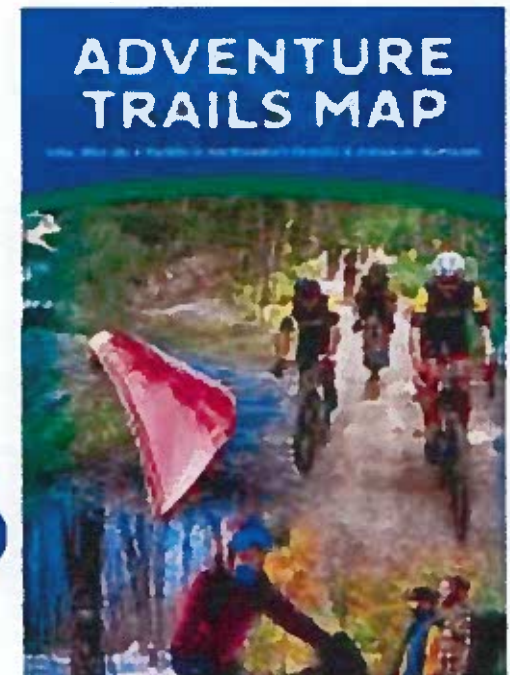


METC Work to Date

- Provided trail map at reduced price
- Promotional products
- Initiated connections with Accommodation Providers
 - Survey re capacity and marketing
 - Fall Meeting



Magnetawan Boat Key Chains





METC Work to Date - continued

- Website Updates
 - Coming Soon Tab – content work in progress
 - Calendar of Events enhanced
 - Directory – enhanced functionality
 - Search function
 - Ability to add images



METC Work to Date - continued

- Focus Group hosted in March 2025
 - Locks opened longer and improved signage
 - Visitor Centre signage and brochure racks
 - Researched food / music festival ideas
 - Tagline & Graphic - Consumer Research to assist process



Consumer Research



To increase tourism in Magnetawan, need to:

- Understand who the target audience is – rifle vs shotgun
- Get their feedback on Magnetawan – what's the draw?

Summer 2025 – survey of people in the area

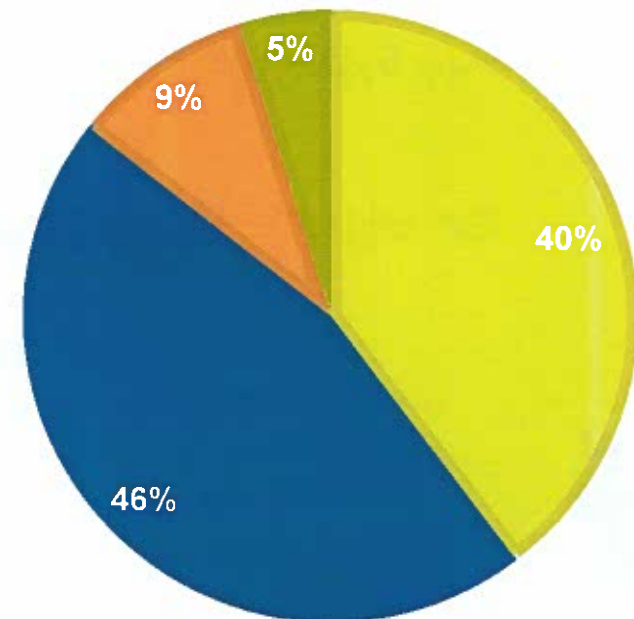
Consumer Research Results



Over 400 Responses

- 157 Live here
- 181 Regular Visitors
- 38 Occasional Visitors
- 19 First time Visitors

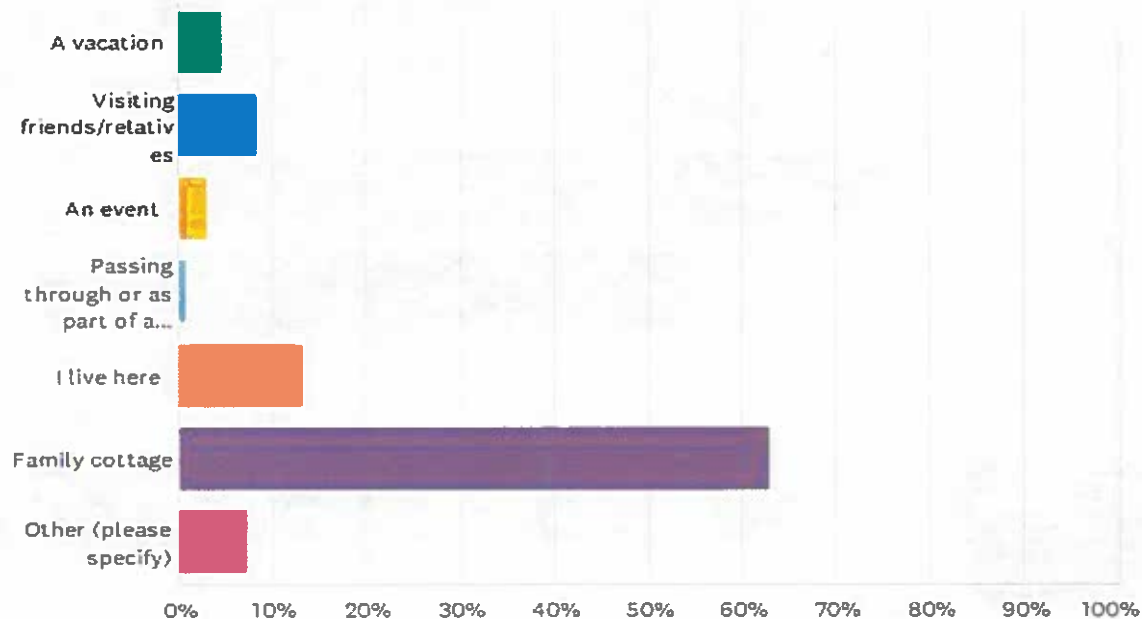
■ Live Here ■ Regular Visitors
■ Occasional Visitors ■ First Time Visitors





Survey Results – What brings you to Magnetawan?

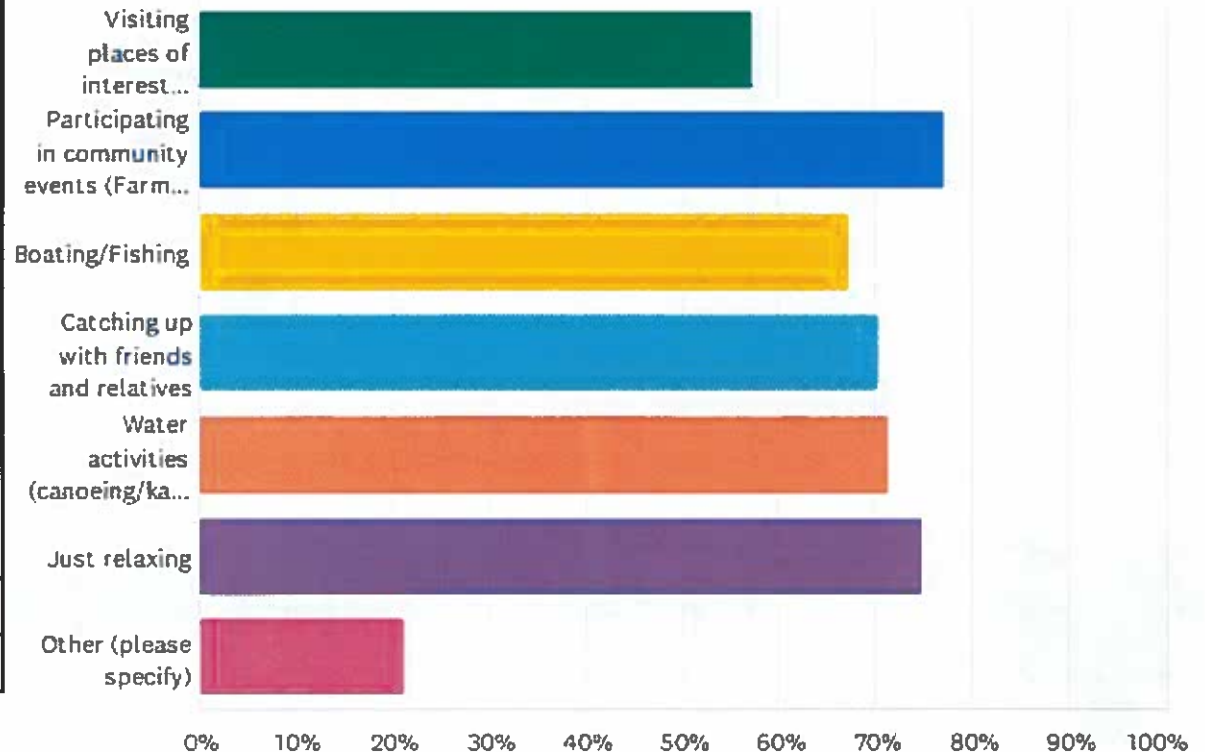
A vacation	18	4.4%
Visiting friends / relatives	34	8.3%
An event	12	2.9%
Passing through or as part of a longer trip	3	0.7%
I live here	54	13.2%
Family Cottage	257	63.0%
Other	30	7.4%
Total	408	100.0%



Survey Results – What are you looking forward to?



Visiting places of interest (locks)	57%	230
Participating in community events (Farmers Market, Regatta)	77%	310
Boating/Fishing	67%	271
Catching up with friends and relatives	70%	283
Water activities (canoeing/kayaking/waterskiing)	71%	287
Just relaxing	75%	301
Other (please specify)	21%	85





Survey Results

What Makes Magnetawan Unique?

Three themes:

- Peaceful / Quiet / Tranquil
- Beautiful / Scenic / Picturesque
- Friendly / Welcoming / Community-Oriented

How does Magnetawan get noticed?



- We have great natural assets, but so do others.
- We need to position Magnetawan as something different & memorable
- Starting point is a tagline - what we stand for - with supporting visual

Tagline and Graphic – 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



Source (trends.google.com):

https://trends.google.com/trends/explore?cat=67&geo=CA&q=%2Fg%2F1w4557jy,%2Fm%2F064nn1m,%2Fm%2F03tn7p,%2Fm%2F026k__,%2Fm%2F01ky23&hl=en-GB



Who do we want to reach

1. *Our Bullseye:* Weekly and bi-weekly visitors
2. *Secondarily:* Day visitors
3. *Message must align with:* Residents, Cottagers and Recurrent Visitors

Tagline and Graphic – The Strategy



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

We're at the 'raise awareness' stage



A strong tagline & visual are -

- Unique
- Meaningful
- Memorable
- Flexible application



Tagline and Graphic – Our Thinking

It's rare for a tourism destination to have a monopoly on nature

- Caribbean Islands strive to differentiate from each other with mixed results. (They all have beaches.)

...Unless you have an entirely unique visual feature like....

- Niagara Falls
- Grand Canyon

You have to differentiate your destination by **making your name memorable.**

- If you have a generic name, it's an uphill battle.

Tagline and Graphic – Our Thinking



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”

Temiskaming Shores:

“Temiskamazing!”

New Zealand

“100% Pure”

Marathon, ON:

“Built on Paper and Laced with Gold”

Minnesota

“Land of 10,000 Lakes”

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.



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



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.



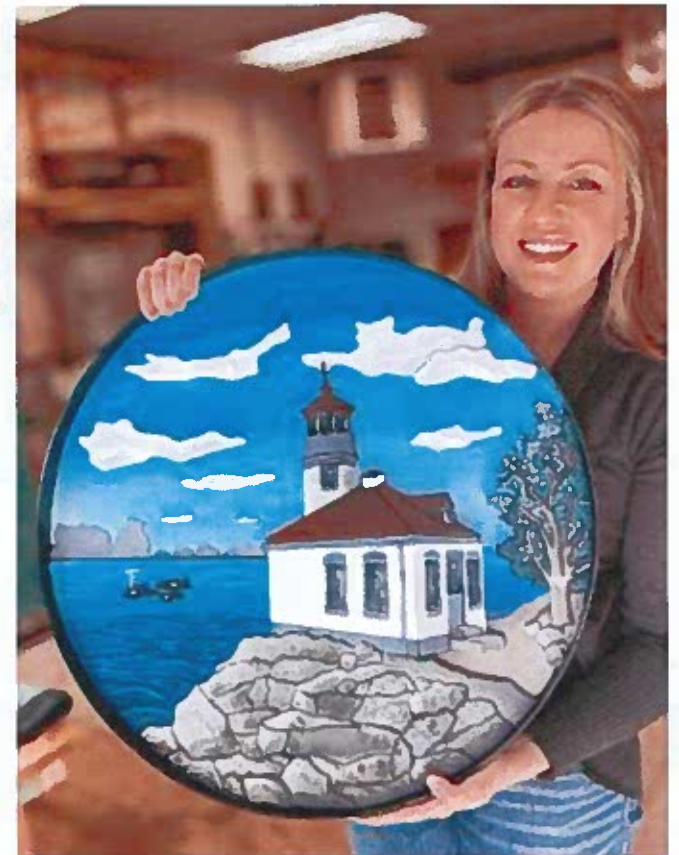
Natural extensions for the tagline and graphic



The tagline and graphic create a simple campaignable approach that can be applied to all things coming from Magnetawan.

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

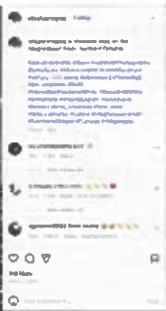
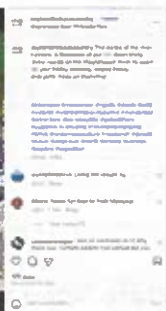
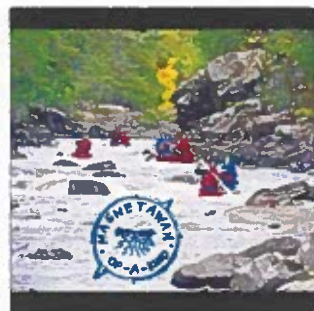
Magnetawan-of-a-kind products – stickers could brand products from the area



Social Media Extension



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



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://kurthagans.com/>



Les Soos

Multidisciplinary Creative Director

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







Where do we go from here?

Taking into account our goals and limited resources, here are the priorities we aim to pursue:

1. Establishing ongoing dialogue with Accommodation Providers
(Accommodations “Network”)
2. Tourism Promotional Product Development
3. Merchandise
4. Industry Support
5. Proposed changes to Terms of Reference (currently referred to as Mandate)



Action Item: Establish Accommodations “Network”

- Reach out & connect with all Magnetawan accommodation providers – motels, B&Bs, licensed STAs, trailer and cottage resorts and others
- Build a network of providers to collaborate on business development
 - Create programs that will help increase your business – web marketing, offers
 - Gather data to measure how we’re all doing - key metrics (e.g. occupancy rates)
 - Offer a workshop to encourage STA registration
- **Call to Action:** Meet with Bill & Rob over lunch.... what we might do together?
 - Considering an STA signup? Join us at lunch and let’s explore

Action Item: Tourism Promotional Product Development



- Web site enhancement
 - Continue to adapt current web site for METC activities – design and technology
 - Manage content planning and implementation
 - **CALL TO ACTION:** Review draft content for approval or changes
 - **CALL TO ACTION:** Check out business directory – make sure you are included and information is current and updated with photos
 - **CALL TO ACTION:** Share events that are open to visitors for inclusion in Calendar of Events
- Brochure displays – maintain and establish new locations available outside of Heritage Museum operations
 - **CALL TO ACTION:** Share promotional materials



Action Item: Merchandise

- Define and put together a program to distribute branded merchandise to help build awareness
- Program to recognizing the role of METC as a non-profit player.

Action Item: Industry Support



- Relationship Building – External:
 - Build relationships with other tourism organizations through which we could promote Magnetawan or access resources that would support our local tourism providers.
- Relationship Building – Internal:
 - Continue to build relationships with local industry (e.g. hosting Forum)
 - **QUESTION:** The Forum is intended to help build relationships, provide an opportunity to report on activities and help keep METC in-tune with the local community. Is this forum the right approach? Should other activities be considered?
- Facilitate training and access to supports
 - E.g. host funders forum, WHIMS training, promote training or information sessions provided by others such as Explorers' Edge
 - **CALL TO ACTION:** sign up for information on how to become a licensed STA (*referred to earlier*)
 - **CALL TO ACTION:** sign up to receive more detailed survey results
 - **QUESTION:** Are there specific topics you would like to learn more about?



Action Item: Updating METC Terms of Reference (currently “Mandate”) & Recruitment

- Propose updating to be more reflective of the industry composition
 - **QUESTION:** METC proposes subsets of the local tourism sector be better represented on the committee such as accommodation providers (commercial and licensed STAs). Any other subsets?
- Consider skills matrix to support identified projects
- Set out parameters for working groups and non-committee member participation
- Subject to Council approval, begin recruitment process

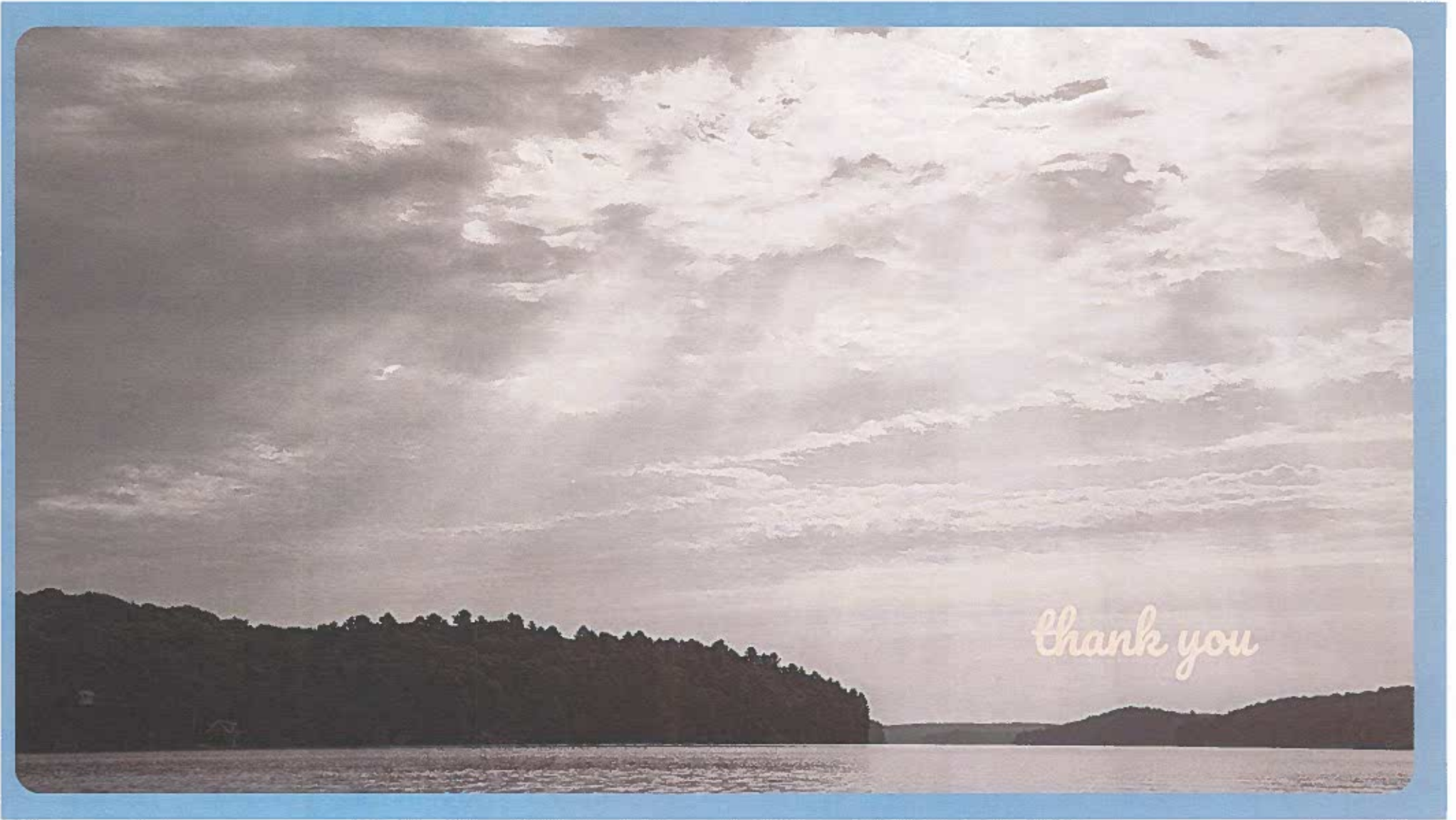
Open Forum



Questions?
Comments?

Contact us with any additional feedback!

tourism@magnetawan.com



Annual Update

Municipality of Magnetawan

2025 – 2026

James Murphy CEO

2025 Year in Review & Looking Ahead

Jennifer Montpetit Director of Strategic Partnerships & Development

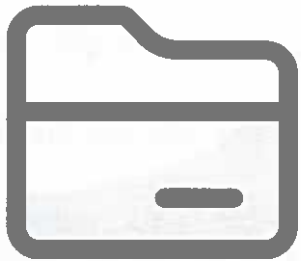
Partnership Program Overview



Passcode

tourism

Do not edit
How to change the
design



state of the union

① The Slido app must be installed on every computer you're presenting from

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Who We Are

Ontario's Regional Tourism Organization for the Great Canadian Wilderness

Explorers' Edge (RTO12) is the provincial destination development organization for Algonquin Park, Almaguin Highlands (including Magnetawan), Loring-Restoule, Muskoka, Parry Sound, and South Algonquin.

Annual Budget 1.1 Million

We work across six mandated pillars:

- Marketing
- Product Development
- Workforce Development
- Partnership
- Governance
- Investment Attraction

One of 11 Ontario RTOs

Serving the region for 15+ years

Incl. Magnetawan & Almaguin

Partnerships delivered to date

We acknowledge the traditional lands of the Anishinabek, Algonquin, Métis, and Mohawk peoples.

ABOUT EXPLORERS' EDGE



We acknowledge the traditional lands of the Anishinabek, Algonquin, Métis, and Mohawk peoples.

ABOUT EXPLORERS' EDGE

The screenshot shows the Explorers' Edge website homepage. At the top left is the Explorers' Edge logo. To its right are navigation links: ABOUT, WORKFORCE DEVELOPMENT, PROGRAMS & RESOURCES, PRESENTATIONS & EVENTS, MEDIA RELEASES, and TAKE A COURSE >. Further right are links for 'Come Login' and 'Sign Up for Industry Newsletter'. The main banner features a blue background with a photo of two people in a boat. Text on the banner includes 'WOMEN IN TOURISM', 'Know Your Worth. Tell Your Story', and the date 'April 23, 2026'. Below the banner is a 'What's New' section with three cards. The first card is titled 'TOURISM for POSITIVE IMPACT' and features the 'SERVES' logo. The second card is titled 'Empowering Your Website for AI Travel Recommendations'. The third card is titled 'Building Strong Tourism Teams' and includes sub-points: 'Support Hiring, Employee Teams, Better Retention', 'Practical Strategies for Hiring', 'Onboarding, and Retention Finding and Keeping great staff remains one...', and 'Building Strong Tourism Teams'.

The screenshot shows the Great Canadian Wilderness website homepage. At the top left is the 'GREAT CANADIAN WILDERNESS' logo. To its right are search and menu icons, and a 'PACKAGES >' button. The main banner features a scenic view of a lake and islands. Text on the banner includes 'Welcome to the Great Canadian Wilderness' and 'Discover all there is to see and do in this stunning region of Ontario, Canada.' Below the banner is a dark red section with the text 'EXPERIENCE THE BEST OF ALGONQUIN PARK, ALMAGUIN HIGHLANDS, LORING-RESTOULE, MUSKOKA, WEST PARRY SOUND DISTRICT AND SOUTH ALGONQUIN.' At the bottom of the page is a horizontal strip of photos showing people in winter gear.

We acknowledge the traditional lands of the Anishinabek, Algonquin, Métis, and Mohawk peoples.

2025 Regional Performance – CBRE

Our region outpaced provincial accommodation trends throughout 2025.

80.7%

July Occupancy Rate

RevPAR up 12.3%

\$314

August Avg. Daily Rate

RevPAR up 7.3%

7–8%

YTD RevPAR Growth

Consistent Fall performance

40+

Partnerships Executed

Across all 5 sub-regions

"At a time when leisure travel is often one of the first areas affected by affordability pressures, these results reflect the strength of our destination and the value of the experiences delivered by our operators."

– James Murphy, CEO

2022 Regional Performance - MTCG

Visitor spending fuels community vitality across the region.

\$1.324 B

Total Visitor Spending

The region is generating substantial tourism revenue.

4.40 m

Total Person Visits

Strong overall demand across the region.

3.09 m

Overnight person visits

Overnight travel is especially important because it typically drives higher local spending on accommodation, food, and experiences.

879

Tourism Related Businesses

Shows a broad tourism business base supporting the visitor economy

“These numbers matter because they show tourism here is not just about visitors—it is about sustaining businesses, supporting jobs, and strengthening the communities that make our region distinct.”

— James Murphy, CEO

The Organization – Community

A Regenerative Approach

Investing in people, place and long-term community well-being

Our approach to destination development is regenerative, designed to leave the region stronger, more inclusive and more resilient over time.

2SLGBTQI+

Creating safer, more welcoming tourism experiences and stronger visibility for diverse communities.

Sustainability

Encouraging practices that protect natural assets and strengthen long-term regional resilience.

Indigenous

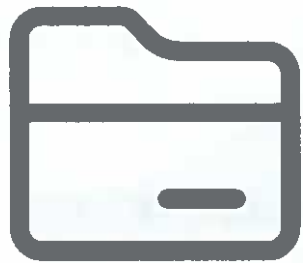
Honoring Indigenous perspectives and place-based knowledge in destination development.

Women in Tourism

Supporting leadership, participation and opportunity across the visitor economy.

We acknowledge the traditional lands of the Anishinabek, Algonquin, Métis, and Mohawk peoples.

Do not edit
How to change the
design



engagement polls

① The Slido app must be installed on every computer you're presenting from

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What We Accomplished in 2025

Regenerative Travel Agency

Launched Ontario's first regenerative travel agency – offering immersive, bookable day experiences that drive direct economic impact to local communities, including Almaguin and Muskoka operators.

Regional Tourism Summit

Hosted the 2025 Summit alongside the TIAO Provincial Summit, focusing on data-driven decision making, collaborative development, and rural destination innovation.

Indigenous Youth Strategy

Launched the Indigenous Youth Tourism Entrepreneurship Strategy in partnership with Moccasin Trails and Stormy Lake Consulting, building the foundation for youth-led, culturally aligned experiences.

Marketing Innovation

Deployed affinity-audience testing, multilingual campaigns, and niche-segment content (motorcycle touring, cycling, angling) with strong engagement and high return on spend.

Workforce Development

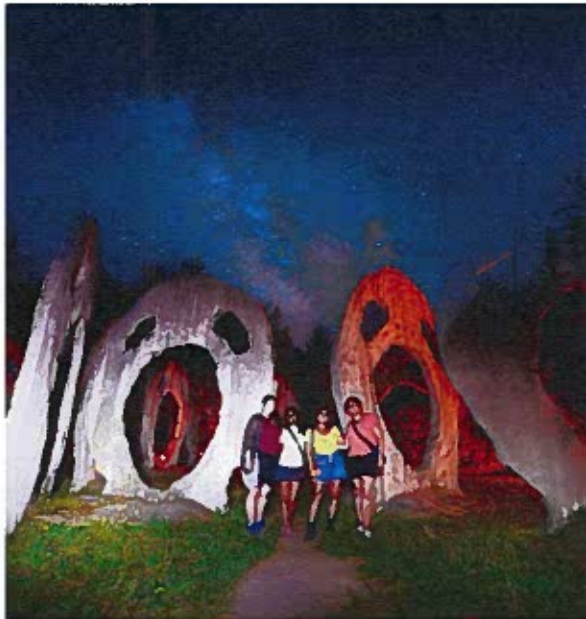
Engaged 120+ students through SHSM partnerships, Co-Creation Labs, DIVA Dialogues, and the Catalyst Housing initiative to support regional labour force sustainability.

2SLGBTQI+

Diva Dialogues, market research with Destination Ontario and a destination audit with Canadian Queer Chamber of Commerce - CQCC

Supporting Almaguin Pride

What We Accomplished in 2025



Almaguin Star Party

Sold-out pilot validated demand for place-based, community-created experiences — a key proof point for the Almaguin Highlands and Magnetawan area as a dark-sky destination.

Magnetawan Wayfinding & Heritage Signage

Wayfinding & Signage Stream · Funded through the Explorers' Edge Partnership Fund

WAYFINDING & HERITAGE · MAGNETAWAN

The Project

Magnetawan completed its first formal wayfinding and heritage signage initiative – strengthening visitor navigation while celebrating the town's rich local history.

A Standout Feature

A commemorative plaque honours the Steamship Chainsaw Carving, celebrating the historical significance of steamships on the Magnetawan River and anchoring heritage tourism downtown.

Where the Signs Are

Strategically placed at waterfalls, trails, parks, and the Village Green near Centennial Beach – connecting visitors to attractions, amenities, and local businesses.

COMMUNITY RESPONSE

Overwhelmingly positive

Residents and visitors alike appreciate the effort to preserve and share Magnetawan's history. Local businesses see it as a direct opportunity to engage new visitors.

BUSINESS & VISITOR IMPACT

Drawing foot traffic downtown

Tourism and hospitality businesses expressed strong support, seeing the signage as a direct tool to engage visitors and reinforce Magnetawan's identity as a heritage destination.

WHAT THIS SHOWS

Partnership + community pride in action

Strong social media engagement, with posts celebrating Magnetawan's history. Wayfinding, heritage, and visitor dispersal all working together in one project.

Magnetawan Wayfinding & Heritage Signage

Wayfinding & Signage Stream · Funded through the Explorers' Edge Partnership Fund

ArtWork



Directional signage artwork — two entry-point sign posts guiding visitors from Hwy 520 into downtown Magnetawan

THE PROJECT

Magnetawan's first formal wayfinding and heritage signage initiative — strengthening visitor navigation while celebrating the town's rich local history.

A Standout Feature

A commemorative plaque honours the Steamship Chainsaw Carving, celebrating the historical significance of steamships on the Magnetawan River — anchoring heritage tourism in the heart of downtown.

Where the Signs Are

Placed at waterfalls, trails, parks, and the Village Green near Centennial Beach — connecting visitors to attractions, amenities, and local businesses.

COMMUNITY RESPONSE

Overwhelmingly positive

Residents and visitors appreciate the effort to preserve and share Magnetawan's history. Businesses see it as a direct tool to engage visitors.

BUSINESS & VISITOR IMPACT

Drawing foot traffic downtown

Tourism and hospitality businesses expressed strong support, seeing the signage as reinforcing Magnetawan's identity as a heritage destination.

SOCIAL & COMMUNITY PRIDE

Strong social media buzz

Posts and photos celebrating the historical knowledge highlighted by the signage. Wayfinding, heritage, and visitor dispersal — working in one project.

A.J. Casson & The Group of Seven

"Magnetawan Village" 1930 · One of the heritage interpretation panels installed through the Partnership Fund

A.J. Casson & The Group of Seven

About A. J. Casson
Alfred Joseph Casson, better known as A.J., was born in Toronto, Ontario in 1898. He became a commercial artist in his early twenties and later joined the Group of Seven in 1926 at the invitation of Franklin Carmichael. The same year he became an associate member of the Royal Canadian Academy. Casson is best known for his depictions of landscapes, forests and farms of northern Ontario, and for being the youngest member of the Group of Seven. Casson's style combined clarity of form, vibrant colour, and a deep respect for Canada's cultural roots.

A.J. Casson passed away in 1982 and is buried on the grounds of the McMichael Canadian Art Collection, along with six other members of the Group of Seven.

The Group of Seven
Sometimes known as the Algonquin School, the Group of Seven was a group of Canadian landscape painters from 1920 to 1933. Believing that a distinct Canadian art style could be developed through direct contact with nature, the Group is best known for its paintings inspired by the Canadian landscape and initiated the first major Canadian national art movement.

"Magnetawan Village" 1930
Casson's landscape of Magnetawan depicts Saint George's Anglican Church, built in 1890, at the top of the hill, and the Magnetawan River in the foreground. A.J. Casson's painting captures the beauty of rural Ontario and solidifies Magnetawan's place within the broader story of Canadian art, linking our small community to a national legacy.

In a letter reflecting on his time in Magnetawan, A.J. Casson remembers camping on a farm with another artist. He recalls the farmer's wife bringing them soup or apple pie almost daily, and claims they had a wonderful time and a very successful sketching trip. He had hoped to return to Magnetawan and sketch the church once more. Casson painted numerous Ontario landscapes and villages in his unique style with strong compositions.

The painting is now part of a private collection. A print can be viewed in the lobby of the Municipal office, with special thanks to Dr. & Mrs. Ian Weir.

EDGE
Municipality of Magnetawan

Why this matters for Magnetawan: Casson's 1930 painting depicts St. George's Anglican Church and the Magnetawan River — linking this small community to Canada's most celebrated art movement. This heritage panel is part of the Partnership Fund-supported signage program, deepening the visitor experience and reinforcing Magnetawan's identity as a place of cultural and historical significance.

Marketing That Works for Magnetawan

Reaching high-value visitors through targeted digital, content, and niche campaigns

2025 MARKETING HIGHLIGHTS

- Affinity-audience targeting – high return on modest spend
- Multilingual campaigns reaching Québec audiences
- Niche segment content: motorcycle touring, cycling, angling
- Shoulder-season storytelling outperformed expectations
- High dwell time on curated itineraries signal packaged travel demand
- Great Canadian Wilderness brand amplified across social & digital
- Website analytics: deep consumer interest in experience-based travel

WHAT THIS MEANS FOR MAGNETAWAN

- Magnetawan is featured under the Almaguin Highlands – a key growth destination
- Visitors seeking authentic, rural, off-the-beaten-path experiences
- Dark sky, paddling, trails and rural charm align with top traveller priorities
- Quebec visitation is growing – bilingual content amplifies reach
- Shoulder season campaigns extend your local visitor economy
- Bookable experiences through the Travel Co. can feature Magnetawan operators

2026 Priorities & Looking Ahead

01

Grow the Regenerative Travel Agency

Expand bookable packages beyond Muskoka into Almaguin Highlands – creating new revenue streams and visitor dispersal into Magnetawan and area.

02

Deepen Partnership Co-Investment

2026/27 Partnership Program prioritizes collaborative projects, experience creation, and Travel Co. integration. Magnetawan operators are encouraged to apply.

03

Advance Regenerative Community Initiatives

Expand youth-led, support women in tourism, create inclusive space for community and visitor

04

Sustainability & GreenStep Expansion

Support more operators in achieving GreenStep certification, Climate Hero status, Rainbow Registry, and Truth & Reconciliation commitments.

Regenerate. Collaborate. Grow.



EXPLORERS' EDGE
PARTNERSHIP
PROGRAM

PART TWO

The Partnership Program

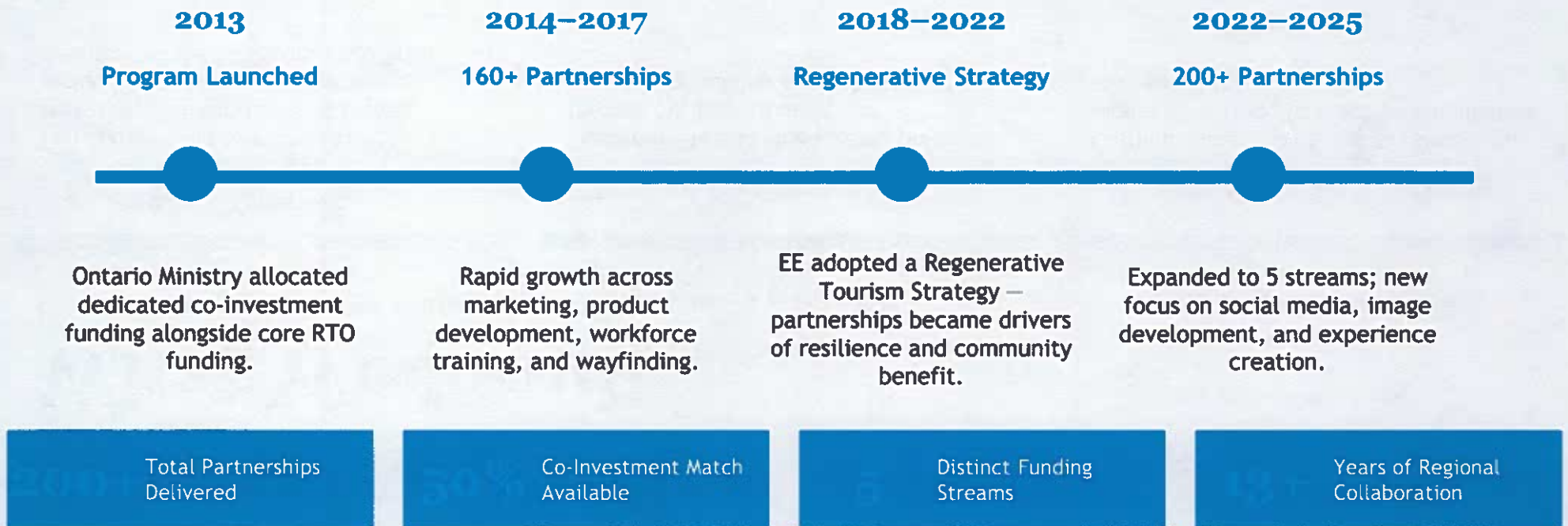
Jennifer Montpetit

Director of Strategic Partnership and Development, Explorers' Edge

Tourism for Positive Impact · Community Connections · Building Partnerships That Matter

A Legacy of Collaboration

The Partnership Fund has been building community connections since 2013



What We Fund

Up to 50% co-investment match across five funding streams

1 Product & Experience Development

Fund large-scale tourism projects, research, and workforce initiatives. Includes new bookable experience creation for the Explorers' Edge Travel Co.

2 Image Development

Custom photo and video assets produced through our Agency of Record – professional quality content for your business.

3 Communications & Marketing

Co-fund marketing campaigns and social media advertising to reach new audiences at regional scale.

4 Wayfinding & Signage

Large-scale navigation infrastructure that helps visitors discover your corner of the region.

5 Trade Show Support

Partial reimbursement of booth costs at relevant tourism trade shows and travel buyer events.

Co-investment means shared ownership – not a grant. Together we do more than either of us could afford separately.

Collaboration in Action

Real results from real collaboration across Muskoka, Parry Sound, and Almaguin

EVENTS & ECONOMIC IMPACT

Ontario 55+ Winter Games - Huntsville

EE co-invested in a registration platform and wayfinding signage. Result: 1,000+ athletes, 10 venues, and an estimated \$1.5M economic impact.

SCIENCE & ENVIRONMENT

Friends of the Muskoka Watershed

'Peer Under the Surface' lake cruises and ASH restoration forest walks – turning environmental science into a compelling visitor experience.

VISITOR DISPERSAL

Town of Parry Sound - Cruise Ship Shuttles

A shuttle partnership dispersed cruise ship visitors directly into local shops, restaurants, and cultural spaces – exactly what strategic dispersal looks like.

CULTURAL HERITAGE

Commanda Museum Summerfest

Partnership support brought visitors into contact with the region's Indigenous and settler heritage, building cultural resonance and community pride.

DOWNTOWN ACTIVATION

Bracebridge BIA - Autumn Festival

A downtown activation partnership created a seasonal draw that extended the visitor season and boosted local merchant traffic.

TRAILS & NATURE

Wild Co / Four Points

Nature-based experience partnership building bookable outdoor products that connect visitors to the wild landscapes of the region.

Do not edit
How to change the
design



support discussion and action

① The Slido app must be installed on every computer you're presenting from

slido

Why Partnerships Matter

FOR YOUR BUSINESS

- Access expert guidance and professional execution support
- Increase visibility through co-marketing and regional campaigns
- Develop new, bookable visitor experiences
- Build resilience and diversify your revenue streams

FOR MAGNETAWAN & THE REGION

- Spread visitor traffic beyond traditional hotspots
- Strengthen local communities and rural economies
- Support sustainable and regenerative tourism practices
- Build a tourism ecosystem where operators lift each other up
- Increase Magnetawan's visibility within the Great Canadian Wilderness brand

"Strong communities make strong destinations."

Who Could Magnetawan Partner With?

Strong communities make strong destinations – think beyond your business

CREATIVE

Artists & Makers

Co-create experiences, feature local artisans in guest programming, or commission works that tell the Magnetawan story.

LOCAL FOOD

Farmers & Growers

Farm-to-table dining, market visits, harvest experiences – connecting guests to the land behind their meal.

COMMUNITY

Non-Profits & Orgs

Environmental stewardship, cultural heritage, wellness – meaningful ways for guests to give back to Magnetawan.

TOURISM

Other Operators

Bundle accommodations with activities, cross-promote, co-host events, and extend visitor stays.

DOWNTOWN

BIAs & Chambers

Tap into events and local networks to enrich the visitor experience in downtown Magnetawan.

CULTURE

Indigenous Partners

Culturally respectful partnerships honouring Truth & Reconciliation while offering authentic regional experiences.

Regenerative Travel Agency

- It **challenges the old “heads in beds”** model by arguing that more visitors alone is not enough if communities, culture, and the environment are not also benefiting.
- It **pushes tourism organizations beyond awareness marketing** and into accountability, asking how tourism dollars are actually flowing and who is truly benefiting.
- It **makes people uncomfortable because it questions business as usual**, including short-term thinking, vanity metrics, and growth that may look good on paper but leave little lasting value locally.
- It **forces harder conversations about equity and power**, including who gets included, who gets funded, whose stories are told, and whether Indigenous and community voices are genuinely shaping tourism.
- It **raises the bar for industry leadership** by expecting tourism to be regenerative, inclusive, and responsible, not just profitable or promotional.

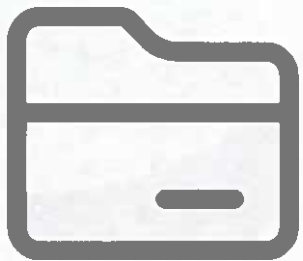
We acknowledge the traditional lands of the Anishinabek, Algonquin, Métis, and Mohawk peoples.

ABOUT EXPLORERS' EDGE



We acknowledge the traditional lands of the Anishinabek, Algonquin, Métis, and Mohawk peoples.

Do not edit
How to change the
design



End-of-session “state of the union”

① The [Slido app](#) must be installed on every computer you’re presenting from

slido

Let's Build Something Together

Who in your community are you not yet working with – and what could you build together?

Co-Invest. Collaborate. Create Regional Impact.

Get in Touch

James Murphy, CEO
james@explorersedge.ca

Jennifer Montpetit, Director of Strategic Partnership
& Development
jennifer@explorersedge.ca | explorersedge.ca

Partnership Program
explorersedge.ca/current-projects

Interested in 2027/28 funding?

Reach out now — the operators who come to us early with a clear idea have the strongest outcomes.



3 Taylor Road, Bracebridge, ON P1L 1S6
1-800-835-7303
Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka,
Parry Sound & South Algonquin
www.explorersedge.ca



FOR IMMEDIATE RELEASE

Explorers' Edge to Host Women in Tourism Event Focused on Confidence, Connection, and Storytelling

Muskoka Lakes, ON — Explorers' Edge is proud to present **Women in Tourism: Know Your Worth. Tell Your Story.** on **Thursday, April 23, 2026**, at the **Canadian Raceboat Hall of Fame in Muskoka Lakes**. Designed for women and gender-diverse professionals working across tourism and hospitality, the evening will bring together participants from across the Explorers' Edge region for a warm, engaging experience centered on confidence, connection, and professional growth.

The event will feature exclusive access to the Canadian Raceboat Hall of Fame, an interactive elevator-pitch session, and guided networking designed to help participants better articulate their personal and professional stories. The evening is intended to help participants stop underselling themselves and start speaking with greater clarity and confidence about what they have built, led, and contributed to the tourism industry.

"Women are helping shape the future of tourism across our region every single day, as business owners, operators, leaders, creators, and community builders," said **Jennifer Montpetit, Partnership Manager at Explorers' Edge**. "This event is about creating space for women to recognize their value, strengthen their voice, and connect with others who understand both the challenges and opportunities of working in rural tourism."

Montpetit added, "At Explorers' Edge, we believe investing in women in tourism is an investment in the strength, resilience, and future of our visitor economy. When women are supported to lead, speak confidently, and build meaningful connections, our entire region benefits."

The evening will be hosted by **Autumn Smith**, a Muskoka-based director, curator, professor, and community builder. "I'm honoured to be part of an event that recognizes the creativity, leadership, and resilience of women in tourism," said **Autumn Smith, host of the event**. "When we create space for authentic storytelling and meaningful connection, we strengthen not only individual confidence, but the future of our communities and visitor economy as a whole."

Explorers' Edge Board Member **Kate Hood** also underscored the importance of the event. "Tourism is powered by people, and so many of the women in this industry are leading with heart, innovation, and determination every day," said **Kate Hood, Director with Explorers' Edge**. "Events like this matter because they create room for women to build confidence, share experiences, and support one another in meaningful ways. That kind of connection makes both our businesses and our communities stronger."

The featured facilitator for the evening is **Jen Richardson**, who will lead the session **Building Your Elevator Pitch**. Participants will work through building both a personal and an organizational pitch in a format designed to feel more like honest conversation than traditional professional development.

The event runs from **5:00 p.m. to 8:00 p.m.**, with programming from **5:30 p.m. to 7:30 p.m.** Tickets are **\$15 per person or two for \$25**. The event is inclusive and open to women and gender-diverse professionals from across the Explorers' Edge region, including **Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka, Parry Sound, and South Algonquin**.

Explorers' Edge continues to invest in women's leadership, skill development, and wellbeing as part of building a stronger, more resilient tourism economy across the region.

For tickets and event details, visit the Explorers' Edge event page.

About Explorers' Edge (RTO12)

Explorers' Edge, officially known as Regional Tourism Organization 12, is the provincial tourism organization for the regions of Muskoka, Parry Sound, Almaguin Highlands, Loring-Restoule, and South Algonquin. The organization leads regenerative tourism development through innovative partnerships, sustainability pilots, and community-driven initiatives that strengthen Ontario's rural visitor economy.

-30-

For more information, please contact:

James Murphy

CEO Explorers' Edge

Email: james@explorersedge.ca



Women in Tourism Event

BY RACHEL / MARCH 6, 2026

Know Your Worth. Tell Your Story.

An intimate evening of professional development, connection, and confidence for women shaping the future of rural tourism.

Thursday, April 23, 2026

Secure Your Ticket

You have built something. You have shown up, navigated challenges, delivered results, and shaped your corner of this industry. But when it comes to talking about it – really owning it out loud – most of us hold back.

Know Your Worth. Tell Your Story. is an intimate professional development evening for tourism and hospitality professionals across the Explorers' Edge region – Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka, Parry Sound, and South Algonquin. This is your space to stop underselling yourself and start telling your story with the confidence it deserves.

The evening is warm, focused, and thanks to our facilitator Jen Richardson – genuinely funny. Expect real conversation, a few laughs, and two hours that could change the way you talk about yourself.

Date: Thursday, April 23, 2026

Doors open: 5:00 – 8:00pm

Program: 5:30pm – 7:30pm

Venue: Canadian Raceboat Hall of Fame, Bracebridge, Ontario

Reserve Your Spot

\$15 per person

Two tickets: \$25 (Know someone who should be in this room? Two tickets for \$25 – because the best things are better with a colleague by your side.)

Who Is This For

Designed for women and gender-diverse professionals in tourism, this evening welcomes anyone who wants to be part of building a stronger, more visible industry for women in our region – regardless of role, seniority, or how long you’ve been in the industry.

What to Expect

An Exclusive Experience at the Canadian Raceboat Hall of Fame

The evening begins with exclusive access to the Canadian Raceboat Hall of Fame, hosted by General Manager Ann Curley.

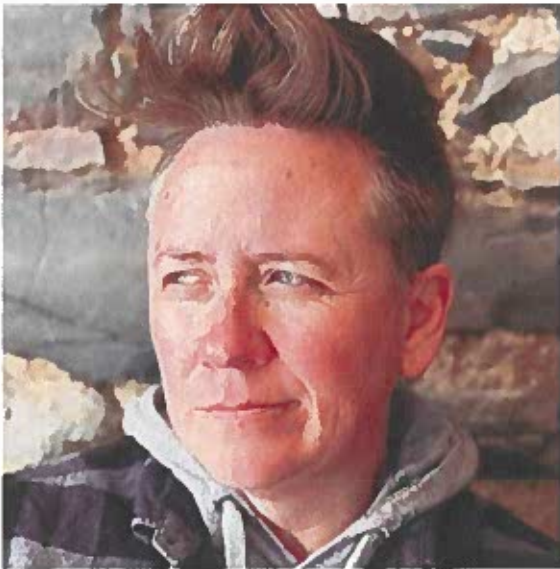
Building Your Elevator Pitch with Jen Richardson

Led by comedian and professional connector Jen Richardson, this is the centrepiece of the evening and it’s nothing like the professional development you’re used to. Expect laughs, honest conversation, and a room that feels more like good company than a workshop. Together we’ll work through building two pitches – one personal and one organisational – designed to bring out the accomplishments you’ve been leaving out. You’ll leave with words that actually sound like you.

Connect

You’ll get the chance to use your new pitch the best way possible – in real conversation with people who get it. A warm, guided networking exercise where you’ll meet peers from across the Explorers’ Edge region, connect on who you are and what you’ve built, and dig into real conversations about what it means to work in tourism today.

Meet Your Host – Autumn Smith



Autumn Smith is a director, curator, professor, and community builder based in Muskoka. As the Artistic and Executive Director of TimberBeast Productions, she creates immersive live performance rooted in the stories of this region. A conservatory-trained actor from the Oxford School of Drama, holder of an MFA in Theatre Direction from York University, and a 2026 nominee for the YWCA Women of Distinction Award for the District of Muskoka, Autumn brings warmth, presence, and deep roots in this community to everything she does.

Meet Your Facilitator – Jen Richardson



In June 2025, comedian Jen Richardson was told by a psychic that she was a phoenix. She thought it was a figurative expression. Six weeks later her house burned down. Jen's charming, awkward, and somewhat dark and flirty material hits audiences in a shockingly relatable way. She's so sad she's hilarious. She's sold out shows in Toronto and all over Windsor, she performs all over Michigan and genuinely enjoys people, connecting with them and laughing with them.

In her other life she's a professional networker and connection maker, with a unique ability to reach and connect with industry leaders and change makers. Leveraging her natural inquisitiveness, her professional background in sales, headhunting, hospitality, and account management in advertising, to form and build real relationships on a human to human level.

Recently, Jen left 55 Rush (Parent Life Network & Student Life Network) so she could better support her daughter.

Secure Your Ticket

Questions about the event?

Contact Rachel Dawson at Explorers' Edge – Rachel@explorersedge.ca

Why Explorers' Edge Invest in Women in Tourism

By investing in women's leadership, skill development, and wellbeing, Explorers' Edge is helping build a stronger, more resilient tourism economy – one where diverse perspectives shape decision-making, innovation flourishes, and every visitor feels the welcoming and authenticity of a region that truly values the women who make it what it is.

NEWSLETTER SIGN-UP

POSTED IN: [EVENTS](#)

SHARE ARTICLE ↗

Get More Great Canadian Wilderness
Page 76 of 113

Follow us for photos and tourism info on the great Canadian wilderness just north of Toronto



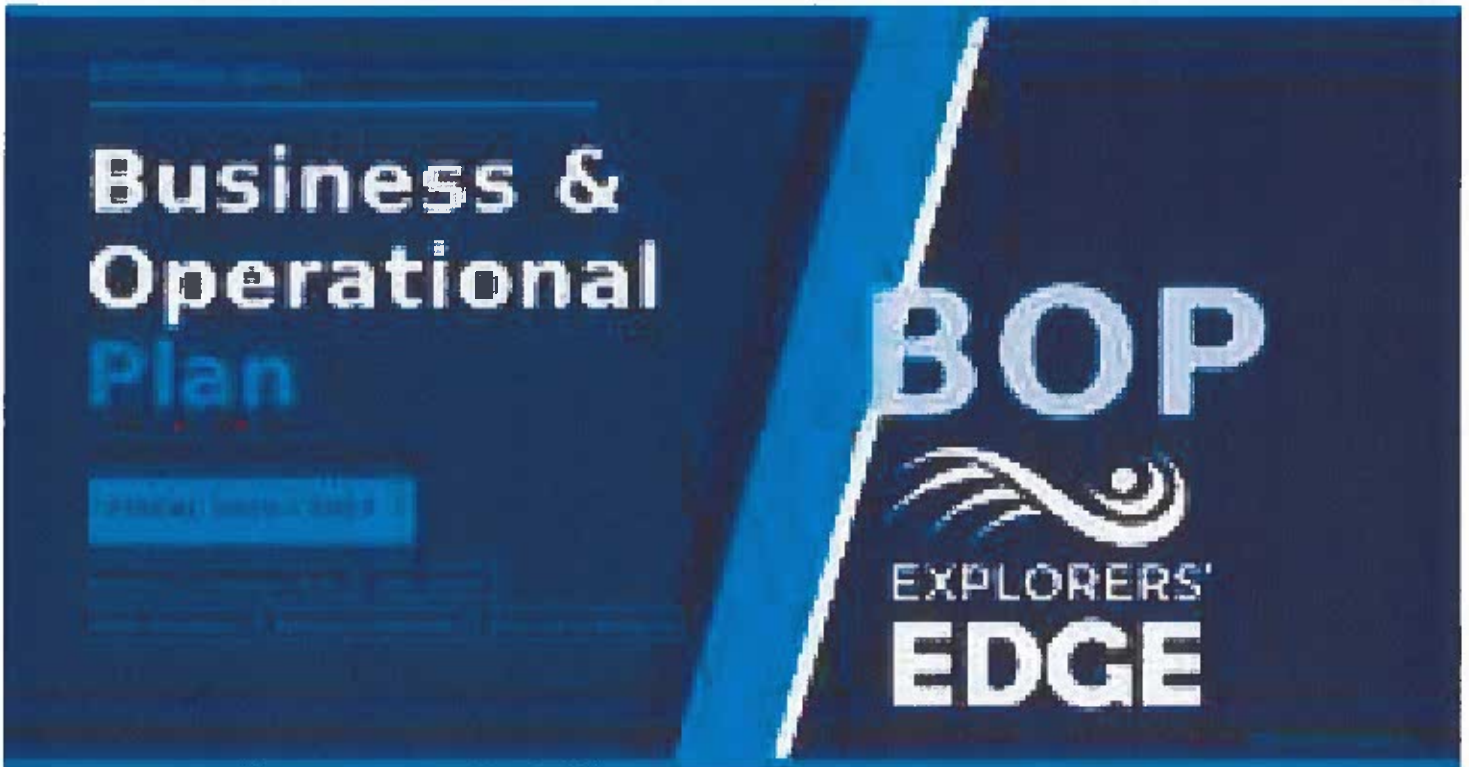
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Newest Articles



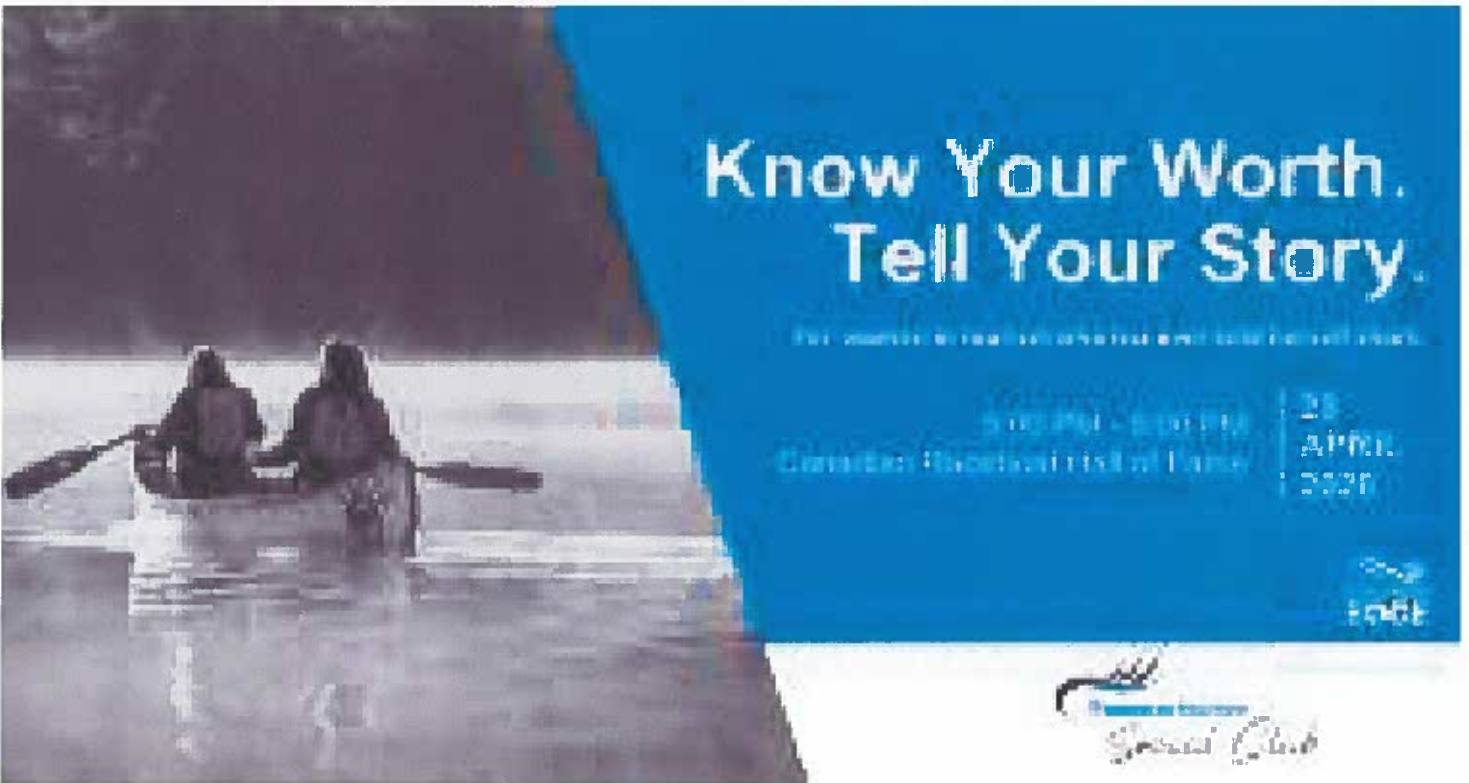
NEWS

[Strategic Promotions and Board Strengthening at the Launch of its 2026-2027 Fiscal Year and Business and Operational Plan](#)



RESOURCES

Explorers' Edge 2026-2027 Business & Operational Plan



NEWS

Women in Tourism: Know Your Worth. Tell Your Story





Laura Brandt

From: Explorers' Edge <info@explorersedge.ca>
Sent: March 23, 2026 12:31 PM
To: Laura Brandt
Subject: New Opportunities, Events and Industry Updates for Spring

March 2026



3 Taylor Road, Bracebridge, ON P1L 1S6
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Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka,
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www.explorersedge.ca



What you will find in this newsletter ...

With March Break behind us, Explorers' Edge is turning its full attention to the work ahead and rolling up its sleeves for a productive spring season. This newsletter highlights a strong focus on collaboration, industry support, and regional impact, led by the 2026/27 Partnership Program and a lineup of timely opportunities for stakeholders to engage, learn, and grow. From practical webinars on AI travel recommendations and positive-impact tourism, to recognition programs like the Big Applause Awards and upcoming networking events such as the Women in Tourism Social, the organization is continuing to build momentum across the region. The newsletter also reflects Explorers' Edge's commitment to stronger connectivity, business resilience, sustainability, and industry partnership, while celebrating new developments such as the Air Canada/Landline connection through Muskoka Airport and sharing important stakeholder updates from across the region. Overall, the message is clear: spring is here, the season ahead is taking shape, and Explorers' Edge is

focused on action, partnership, and helping the region move forward together.

Co-Invest. Collaborate. Create Regional Impact



EXPLORERS' EDGE PARTNERSHIP PROGRAM

The Explorers' Edge 2026/27 Partnership Program has seen overwhelming interest this year, reflecting both the need for strategic support and the limited funding opportunities currently available across the tourism sector. **As a reminder, intake closes this Friday at 5:00 p.m.**

This program is not a grant, but a **mutual collaboration and co-investment opportunity designed to advance shared objectives, strengthen tourism development, and create regional impact.** We also want partners and stakeholders to know that our door is always open, whether or not you participate in the program, if an idea comes up during the year, we want to hear about it. Simply reach out and start the conversation.

[For more information on the Partnership Program Click Here.](#)

Trending this week!



WEDNESDAY - Join us on March 25 for Tourism for Positive Impact: Community Connections - Building Partnerships that Matter, a free online session on building local partnerships that support sustainability, enrich guest experiences, and strengthen communities. Featuring Angela Pollack and Sandy Lockhart, the session will share practical examples and ideas for collaborating with community partners. Hosted by Rebecca Francis, participants will leave with one concrete partnership idea and a clear next step. [CLICK HERE FOR MORE DETAILS](#)



TOMORROW - As more travelers turn to AI tools for trip planning, this webinar will help tourism operators understand how to improve their visibility in AI-generated recommendations. Led by digital strategist Peter Coish, the session will explore the connection between SEO and AI search, while sharing practical steps operators can apply to their own websites right away. Designed for small tourism businesses in Explorers' Edge, this webinar takes place Tuesday, March 24 from 10:00 to 11:30 a.m. on Zoom. [CLICK HERE FOR MORE DETAILS](#)

New Air Canada Link Improves YQA Access



Congratulations Muskoka Airport!

A new transportation link is set to improve regional connectivity and make travel to and from Muskoka easier than ever. Air Canada and The Landline Company have launched a new motorcoach service connecting Muskoka Airport (YQA) with Toronto Pearson International

Airport (YYZ), with service beginning June 15.

This new option allows travelers to start their journey locally and connect seamlessly into Air Canada's global network, while also making Muskoka more accessible for visitors from across Canada and around the world. The service helps reduce long drives, airport parking costs, and travel stress, while supporting tourism and broader economic development in the region.

Travel is bookable now through Air Canada by searching to or from Muskoka (YQA) on aircanada.com [For more information Click Here.](#)

Passenger Experience How Does It Work? From the World to Muskoka



Women In Tourism



Join Explorers' Edge on Thursday, April 23, 2026, at the [Canadian Raceboat Hall of Fame](#) for our first Women In Tourism Social of 2026.



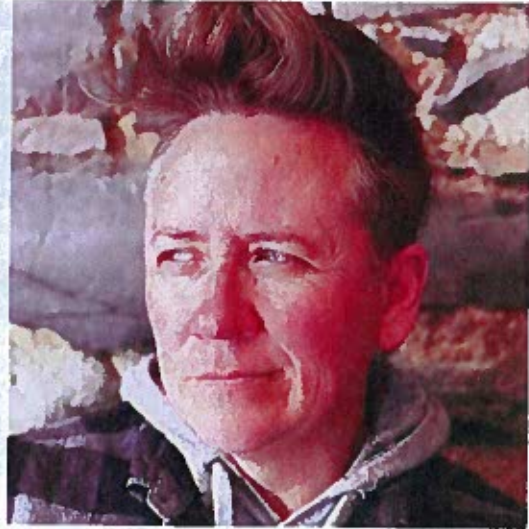
This inspiring evening will bring together women and gender-diverse professionals shaping the future of rural tourism for an experience focused on professional development, connection, and confidence-building.

Designed to help participants stop underselling themselves and start telling their stories with confidence, the event will feature meaningful conversation, practical guidance, and a supportive networking atmosphere.

The evening includes exclusive access to the venue hosted by Ann Curley, a facilitated elevator pitch session led by Jen Richardson, and emcee Autumn Smith, who will bring warmth, humour, and authenticity to the experience.

Doors open at 5:00 p.m., programming runs from 5:30 to 7:30 p.m., and tickets are \$15 per person or two for \$25.

[Click Here For More Info](#)



Meet your host, **Autumn Smith**, and facilitator, **Jen Richardson**, two dynamic women bringing warmth, authenticity, and connection to the evening. Based in Muskoka, Autumn is a director, curator, professor, and community builder, as well as the Artistic and Executive Director of TimberBeast Productions, where she creates immersive live performance rooted in the stories of this region. Joining her is Jen, a comedian and gifted connector whose relatable humour and professional background in sales, hospitality, headhunting, and advertising make her uniquely skilled at helping people build confidence, relationships, and meaningful connections.

2026 Big Applause Awards

The **Big Applause Awards 2026** are open for nominations to celebrate tourism professionals who go above and beyond in supporting visitors and strengthening the regional tourism community during the fall and winter shoulder seasons. These awards focus on a single streamlined category that highlights exceptional service and impact, making it easier for nominators to recognize outstanding contributions.



Recognizing Employee Excellence in Region 12

The top honouree will receive a **\$200 regional tourism gift certificate** and a personalized commemorative plaque, while five runners-up each receive **\$100 gift certificates**. All award recipients will also be publicly recognized through an official media release.

Nominations close on **Friday, March 27, 2026**, with winners announced after the submission period.

[CLICK HERE FOR MORE INFORMATION](#)

Stakeholder Announcements & Updates

Does your business, experience or event have something exciting to share, we want to hear about. Please forward press releases and updates to info@explorersedge.ca and we will include in our ongoing industry communication.

Muskoka Nordic Spa Press Release - A major new tourism and economic development project is moving forward in Huntsville, as the proposed Muskoka Nordic Spa enters the Community Planning Permit amendment process. Envisioned as a premier four-season hydrotherapy wellness destination, the multi-million-dollar development is expected to support year-round employment, strengthen shoulder-season visitation, boost local trades, and attract wellness travellers to Muskoka from across Canada and beyond. Led by founders David and Sarah Thatcher, and supported by Greystone Construction and Farrow Partners, the project reflects a bold vision for sustainable, health-focused tourism rooted in the natural beauty and long-term prosperity of the region. [Click Here for the PDF Press Release](#)

Muskoka Tourism Marketing Agency - Join Muskoka Tourism on May 20 for its AGM: A Celebration, a memorable afternoon cruise aboard the iconic Wenonah II on Lake Muskoka. This year's event will celebrate the tourism operators who make the region extraordinary, with awards, special guests, local food and craft beer, and time to connect with industry colleagues, all while supporting Muskoka Conservancy through ticket sales. Early bird tickets are available for \$15 until April 20, with regular tickets at \$20 through May 20. [Click Here for More Info](#)

Questions or concerns? Please contact James Murphy, CEO at Explorers' Edge.

Email: james@explorersedge.ca



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**New Member –
Welcome to the AHCC Chamber!**

What's your mortgage doing for you?

A mortgage should do more than put a roof over your head. It can help you build equity, improve cash flow, and support your retirement lifestyle.

Let's talk about your mortgage plan. **Call today!**



Brent Ivy

Mortgage Agent Level 2

905.308.2142

Brent@IvyMortgage.ca
IvyMortgage.ca

**KEY MORTGAGE
PARTNERS**

Brokerage #12233

AHCC Chamber After-Hours Event ~



Double Decker

Sundridge



- ✓ Enjoy some appetizers
- ✓ Hear from guest speakers
- ✓ Network with other Entrepreneurs

After-Hours Networking

**April 23, 2026, 6pm – 8pm
Double Decker Sundridge**

Guest Speakers- Bobbi-Lyn Roberts from Agilec Employment Services and Jessica Bush from the Women's Own Resource centre, will be discussing their various support programs

**Free to Members & 1 Guest
Non-Members \$10**

Guide Insert- 2026



**ADVERTISE IN THE 2026
COMMUNITY GUIDE
INSERT**



As was shared with our Members at our Fall AGM and in the emailed early-January community update, the current 2025/2026 issue of the AHCC Community Guide will remain in circulation through the end of 2026.

We will be taking a planned pause on production to redesign & refresh the magazine for future years.

To keep information current, we are introducing a mid-year insert for the second half of 2026.

This insert will update the events section and offer additional advertising opportunities for the remainder of the year, extending the life and relevance of the printed copies already in circulation.

If you'd like more information on the sizing and rates for advertising within the insert reach out to:
almaguinhighlandschamber@gmail.com

Chamber Member Event Spotlight ~

Monday April 20, 2026
Join us on April 20 for a
Customer Appreciation Day at Green Apple.

We're celebrating our customers and community with:

- Store-wide specials
- Door prizes and giveaways
- Friendly, knowledgeable staff on hand
- A welcoming, community-focused atmosphere

As a locally owned business, we're proud to serve the region and appreciate the continued support from our customers and community partners.

Date: April 20
Location: 51 Commercial Drive, Burke's Falls
Time: All Day 7 am - 7 pm




Chamber Members Spotlight Events

Hubbert's Maple Products ~ Maple Weekend

April 4, 2026, at 199 Maple Valley Rd. Strong ON

- ✓ Pancake Breakfast Sundridge Lions 9am-12pm
- ✓ \$12 Adults & \$5 kids – under 3 free
- ✓ BBQ Lunch- for a cost 11:30am-2pm
- ✓ A bus will be transporting people from the parking area to the festival



This year the Easter Bunny will come early and hide eggs on the farm, redeemable for maple products. -Various local vendors on-site, tours of the sugarhouse, kettle boiling demo, taffy on ice, face painting, indoor kid's games, paint table +more!

Sugarstone Farm – Maple Weekend



Join us for Maple Weekend
April 4 and 5 2026

150 Lindsay's Hill Rd. Trout Creek
705-471-6039

Sugarstone.maplesyrup@gmail.com

Relax, or take a hike with family as you admire the view of the rolling maple hills. Sample our Maple products, free tours, give our farm animals a pet! Parking close to the sugarshack.



April Events

The Municipality of **Powassan** 

in partnership with the Trout Creek & Powassan Lions clubs
now offering

55+ Luncheons

\$10.
11am-1pm

Pre-registration is required

<p>Trout Creek Lions Luncheon April 15</p> <p>Trout Creek Community Centre Call: 705-723-5793 Email: joyfulanne.job@gmail.com</p>	<p>Powassan Lions Luncheon April 23</p> <p>Powassan Lions Den Call: 705-358-7853 Email: powassanlionsclub@live.ca</p>
--	--



SRMAS

Spring Craft Sale

April 18th • 9AM - 3PM

South River Community Center



EMPLOYMENT NORTH 

ALMAGUIN JOB FAIR

APRIL 7th, 2026
12:00 PM - 4:00 PM
Location: Employment North, Hall Room
131 Ontario Avenue, South River, ON

(705) 384-1110
www.employmentnorth.com

LOOKING FOR A JOB?

Local Employers in a variety of industries

- Employers: Lumber, Manufacturing, Retail, Education, Health Services, Community Living, South West Ontario, etc.



HOP ON OVER TO THE ANNUAL

COMMUNITY FAMILY EGG HUNT

SUNDAY, APRIL 5th @ 12PM

COME HUNT FOR EGGS ALONG THE TRAILS WITH YOUR FAMILY & FRIENDS! FIND THE SPECIAL GOLDEN EGGS & WIN A PRIZE!

BE SURE TO ENTER YOUR NAME FOR A CHANCE TO WIN A GIFT CARD AND THE ULTIMATE FAMILY DOOR PRIZE!

WHO: ALL AGES ARE WELCOME!
WHEN: APRIL 5th AT 12PM
WHERE: 15 BUCKHAVEN RD | SUNDRIDGE

COST: **FREE!!**

PLEASE WEAR BOOTS OR PROPER FOOTWEAR TRAILS MAY BE SLIPY!

MORE INFO: BETHLEHEMBRIDGE.COM | 705.384.7704
OR EMAIL US AT OFFICE@BETHLEHEMBRIDGE.COM



 Whitestone

WHITESTONE RECREATION COMMITTEE

Easter Breakfast

SATURDAY, APRIL 4th
9:00 AM - 10:30 AM

DUNCHURCH COMMUNITY CENTRE

\$5.00 PER ADULT
KIDS EAT FREE!
PANCAKES, EGGS & BACON


EASTER BUNNY ARRIVES AT 10:30!

@YourLibrary

TEEN TWEEN SCENE

Easter Watercolours
with special guest
Brenda Rawlings

SATURDAY
APRIL 4
10:30 AM



Don't Miss, Attend & Enjoy!
White Public Library
705-882-2327
www.whitepubliclibrary.com



SOURDOUGH EASTER BAKING WORKSHOP

Saturday, April 4th: 11am - 2pm
Powassan Library: 324 Clark St ~ \$40.00 per person

Join us for a hands-on, beginner-friendly baking workshop where you'll mix, shape, bake, and bring home your own beautiful Easter bagels and dinner rolls! We'll explore the foundations of sourdough discard baking, including the basics, dough development, shaping techniques, and timing. Learn simple adjustments in handling to create soft, fluffy rolls and perfectly chewy bagels.

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April Events



**POWASSAN
MAPLE SYRUP
FESTIVAL**

Sweet taste of spring!

SATURDAY APRIL 25

Pancake breakfasts, lumberjacks, kids' zone, live music, bean lunch, visits to sugar bush, 170 vendors, and more!

9am-4pm

Off-site parking
Please follow the signs

Please leave your pets at home

Trinity United Church Presents

OPEN MIC / ★ TALENT NIGHT

Everyone Welcome –
Music • Poetry •
Readings • Comedy



**Thursday,
April 2, 2026**
7:00-9:00 p.m.
(Doors open at 6:30 p.m.)

Trinity United Church
144 Sparks St.,
Magnetawan, ON

Free Event • Registration at the Door

For more information, text or call
Brenda at 705-788-4490



Kids STEM Night!

AT THE KCC

SCIENCE EXPERIMENTS & HANDS-ON FUN!

APRIL 13 • 7PM
\$13 PER PERSON

KATRINE COMMUNITY CENTRE

REGISTER AT
www.armourtownship.ca

The Magic of Dots

Thursday April 9 1pm \$25.
Register at recreation@powassan.net



250 clark



ARMOUR REC

BUNNY BRUNCH

\$5 Kids - Breakfast & Hunt
\$10 Adults - Breakfast

First Hunt: 10AM
Second Hunt: 11AM
Pancake Breakfast 9AM - 12PM

Rain or Shine

APRIL 4, 2026

KATRINE COMMUNITY CENTRE
& BROWN DRIVE, KATRINE

JOIN US !



Saturday April 11th 2026

Come join us for our monthly bingo!
Ball tickets available, minimum 2 strip purchase to play.
Monthly special game with \$100.
All proceeds go to support the Fall Fair, other events & activities that are hosted by the Armour, Ryerson, Burks Falls Agricultural Society.
License #M876962

Prizes | Food | Fun

Location: Burks Falls Arena Karl Crozier Room
(elevator available)

Doors open at 5:30pm
Games start at 6:30pm



Sat. April 25, 2026 Sundridge
(SSJ Arena) 8am-3pm

Ontario Gun Shows

Page 93 of 113

General: \$10.00
13 and under Free with adult admission
Door prize ticket with each paid adult admission

Very popular Annual show that draws large crowds from near and far

The Sundridge Shooters Rendezvous will be held on Apr 25th, 2026 in Sundridge, ON. This Sundridge gun show will be held at Sundridge Arena (SSJ Arena) and hosted by Creekside Gun Shop. All federal and local firearm laws and ordinances must be obeyed.

Laura Brandt

From: Almaguin Highlands Chamber of Commerce
<AlmaguinHighlandsChamberOfCommerce@wildapricot.org>
Sent: April 15, 2026 10:43 AM
To: Laura Brandt
Subject: Event Announcement: AHCC Chamber- April 23 Networking event, April 23, 2026



Dear Laura Brandt,
You are invited to the following [event](#):

AHCC Chamber- April 23 Networking event

When: April 23, 2026 6:00 AM, EDT
Where: Double Decker Sundridge

Will you be attending?

Yes Maybe No

EVENT DETAILS:

[April 23, 2026 After Hours AD snpt.png](#)

Best regards,
[Almaguin Highlands Chamber of Commerce](#)



If you no longer wish to receive these emails you can [unsubscribe](#) at any time.

**This email contains links that will automatically log you into the Almaguin Highlands Chamber of Commerce site.
These links will work for the next 7 days only. Please, don't forward this email to anyone!**



April 2, 2026

To Municipal Partners,

RE: New Adventure Trails Map Partnership Opportunity

Discovery Routes is working in partnership with ACED and tourism partners from across the region to develop a new Adventure Trails Map. This popular resource acts as a directory to outdoor adventure across Northeastern Ontario and Almaguin Highlands featuring 100's of kilometers of trails, trail events and the businesses that support trail users along the way.

Through partnership with various tourism agencies, 2000 trail maps will be distributed across the province and given away for free at venues such as the Toronto Outdoor Adventure Show and Montreal Bike Show. In addition to being a valuable tourism asset attracting outdoor adventure seekers to the area, maps are sold locally for \$10 each serving as a fundraiser directly supporting volunteer stewardship of the trails by groups like the Forgotten Trails Association and Almaguin Community Trails.

We are asking municipalities with residents who use the trails to partner with us to share in the cost of design and production of this valuable resource. We are pleased that ACED has agreed to support this effort and are asking that you provide a contribution of \$250 to help us reach our budget. In return for a partnership, up to 50 trail maps will be made available to you to distribute as you see fit.

Please confirm your participation with Jennifer at 705-472-8480 ext 223 or jennifer@discoveryroutes.ca on or before **April 15, 2026** so we are able to produce the map in time for the next summer season.

Sincerely,

Jennifer McCourt,
Executive Director

CC Courtney Metcalf, Director of Economic Development, Almaguin Community Economic Development

Laura Brandt

Subject: FW: New Adventure Trails Map Partnership
Attachments: Trail Map Partnership-Almaguin.pdf

From: Jennifer McCourt <jennifer@discoveryroutes.ca>
Sent: April 2, 2026 2:37 PM
To: Erica Kellogg <ekellogg@magnetawan.com>
Subject: Re: New Adventure Trails Map Partnership

Hi Erica,

Thanks for reaching out. I delivered the maps to Magnetawan last summer, but I wasn;t aware of how you distribute them so it is good to know they are supporting trail use.

Our partnership with ACED is for a larger dollar amount and distribution with their member municipalities. We are asking for support from all their non-member municipalities in East Parry Sound as well as municipalities covered by the map in Nipissing District.

Partnerships with municipalities and organizations help cover our production costs and support the volunteers who manage and maintain a large part of the trails network. We also sell "ad" space to businesses to further the impact of our programs. The majority of these trails are free to use, making fundraising for the volunteers a challenge. As a regional charity, we provide support through the development of resources like this map.

There is more detail on the trail map here: <https://discoveryroutes.ca/trail-map-advertising/>

Let me know if you have any other questions.

Always happy to talk trails:)

Jen

On Thu, Apr 2, 2026 at 2:06 PM Erica Kellogg <ekellogg@magnetawan.com> wrote:

Hi Jen,

I'm not sure if you know, but the Municipality has purchased theses maps and offer them for sale in our office and museum. We've given them away to specific organizations as well, just to support trail use.

I know my Council will ask; how many municipalities you are circulating this to. Also, I see ACED is copied on your email and on the hardcopy of the letter, what is the affiliation with ACED. Is ACED supplying a larger contribution than the proposed ask?

Erica

Erica Kellogg | Deputy Clerk – Planning & Development

Municipality of Magnetawan | PO Box 70 | 4304 Highway 520 | Magnetawan, ON POA 1P0

Phone 705-387-3947 ext. 1011 | Fax 705-387-4875 | ekellogg@magnetawan.com

Join our Magnetawan News, sign up today to learn about important matters.

After subscribing make sure to confirm your subscription through the confirmation email.

<https://magnetawan.com/join-our-mailing-list>

From: Jennifer McCourt <jennifer@discoveryroutes.ca>

Sent: April 2, 2026 1:06 PM

To: Kerstin Vroom <Clerk@magnetawan.com>; Erica Kellogg <ekellogg@magnetawan.com>

Cc: Courtney Metcalf <director@explorealmaguin.ca>

Subject: New Adventure Trails Map Partnership

Hi Erica,

Discovery Routes is putting out a new Adventure Trails Map and we are hoping to partner with municipalities to help cover the cost. As you know, this popular map features a number of trails in Magnetawan including the Cornelia Levering Broadmeadow Trail, Dam Trail and paddling the Magnetawan River as well as a number of on-road cycling routes like the Old Nipissing Road/ Trans Canada Trail.

Attached is a request letter to the Municipality of Magnetawan for support.

Please note our deadline is April 15, 2026 for the partnership.

We hope you will consider supporting this valuable resource.

Kind regards,

Jen

--

Jennifer (Jen) McCourt, Executive Director

Discovery Routes

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205 Main Str E, North Bay, ON P1B 1B2

(office) 705.472.8480 ext 223; (cell) 705.499.6653

<https://discoveryroutes.ca>

Follow Us @DiscoveryRoutes

Registered Charity #868861998RR0001

The vast network of trails we celebrate exist on the traditional lands and waterways of the Anishinaabe people within the territories protected by the Robinson Huron Treaty of 1850 and Williams Treaties of 1923.

The Voice of Older Adult Centres
La voix des centres pour aînés

OACAO

NEWSLETTER

Spring 2026



Our Mission

A trusted partner and recognized leader in the development of quality and relevant resources, services, and support for community-based older adult centres in Ontario.

Our Vision

A province where older adults age successfully, are connected to their community and remain active and engaged

LET'S GET SOCIAL!

Make sure to follow the OACAO on Social Media



@oacao



@TheOACAO



Older Adult Centres' Association of Ontario

www.oacao.org

Spring Forward with OACAO

Spring has a way of reminding us that renewal is always possible. As the days grow longer and the world begins to bloom again, our sector steps into a season filled with opportunities to learn, reconnect, and re-energize the programs that support older adults across Ontario.

This spring, the OACAO is delighted to offer a rich lineup of capacity-building opportunities designed to strengthen your teams & deepen your impact. Our **four-part Volunteer Management Foundations series** will help centres build strong, sustainable volunteer programs—an especially timely focus as we celebrate the International Year of the Volunteer. We're also excited to continue our Technology Workshops that help seniors stay current, confident, and connected.

Throughout this issue, you'll also find stories from member centres and thoughtful contributions from our business partners and community collaborators — offerings that highlight the creativity, commitment, and collaboration that keep our sector moving forward.

Here's to a season of growth, learning, and fresh beginnings. Here's to the incredible community that makes it all possible.

Older Adult Centres' Association of Ontario
Association des centres pour aînés de l'Ontario

Est. 1973

OACAO

The Voice of Older Adult Centres
La voix des centres pour aînés

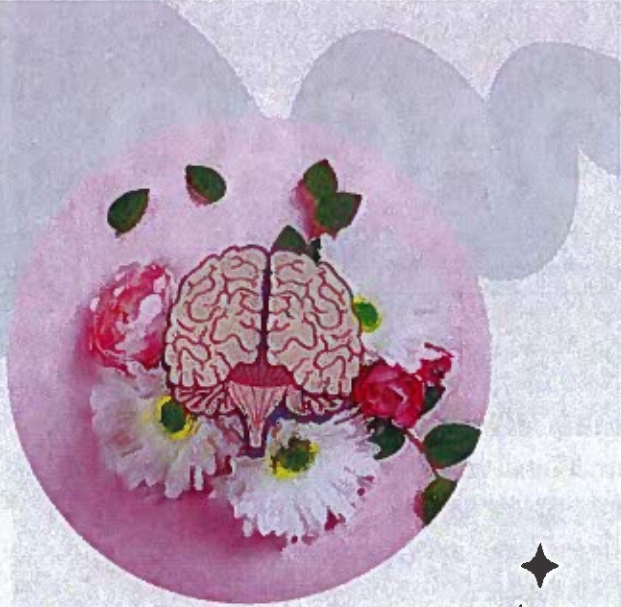
Years of service

OACAO

OASSIS BENEFIT PLANS FOR NOT-FOR-PROFITS

Your Mind Matters

In today's fast-paced work environment, mental health challenges like stress, anxiety, and burnout can affect anyone. Taking care of your emotional and psychological well-being is just as important as your physical health. That's why we offer a confidential Employee Assistance Program (EAP) — a trusted resource to support you in managing life's challenges.



Can't afford a traditional benefits plan with EAP? No problem, we offer an EAP only plan for volunteers and part-time employees.

Services Include:

- Short-term counseling for stress, anxiety, grief, relationships. and more
- Work-life balance support - parenting, elder care and financial resources
- 24/7 confidential access to licensed professionals
- Crisis intervention and mental health aid

Let's talk, share, and grow together.



Contact us:

www.oassisplan.com
1-888-233-5580 ext. 305
cponting@oassisplan.com

OACAO



Supporting Active and Connected Aging in Magnetawan



In Magnetawan, we recognize that supporting an aging population means ensuring our programs and community spaces truly reflect the needs of older adults. Our goal is to create opportunities for older adults to stay active, connected, and engaged in all aspects of community living.

One of our most successful initiatives has been our Seniors Dinner & Learn series. These evenings bring people together to share a free dinner, followed by informative presentations on topics such as health services, safety, community supports etc. and fun intergenerational crafts. These events encourage conversations, and companionship in a relaxed and welcoming environment.

We have also hosted Seniors Living Fairs, which bring together local organizations and service providers in one accessible space. These events make it easier for residents to learn about available resources while helping strengthening partnerships between

service providers and our municipality which is essential for our small rural community.

Physical activity and social interaction are equally important. We offer free senior friendly recreational programming including exercise classes, yoga, tai chi, aquafit, and pickleball which reduce economical barriers to participation and promote active living. In addition, our Seniors Bus Trips have provided group outings to local boat cruises and Science North, helping residents access social, cultural, recreational and intergenerational experiences beyond our community.



Together, these initiatives support aging in place by helping older adults stay mobile, informed, and socially connected. By enhancing quality of life and continuing to seek grant funding and partnerships, Magnetawan is working to remain a community where residents can live, work, play, and learn at every stage of life.

OACAO



The Caledon Seniors Centre is proudly marking 30 years of connection, community, and meaningful impact.



What began as a small gathering place has grown into a vibrant hub where older adults come together to learn, stay active, and build lasting friendships. Over three decades, the Centre has become a cornerstone of Caledon—championing inclusion, supporting healthy aging, and enriching the lives of countless members through programs, events, and shared experiences. This anniversary is not just a celebration of time passed, but of the people, volunteers, and community spirit that have shaped the Centre into the welcoming home it is today.

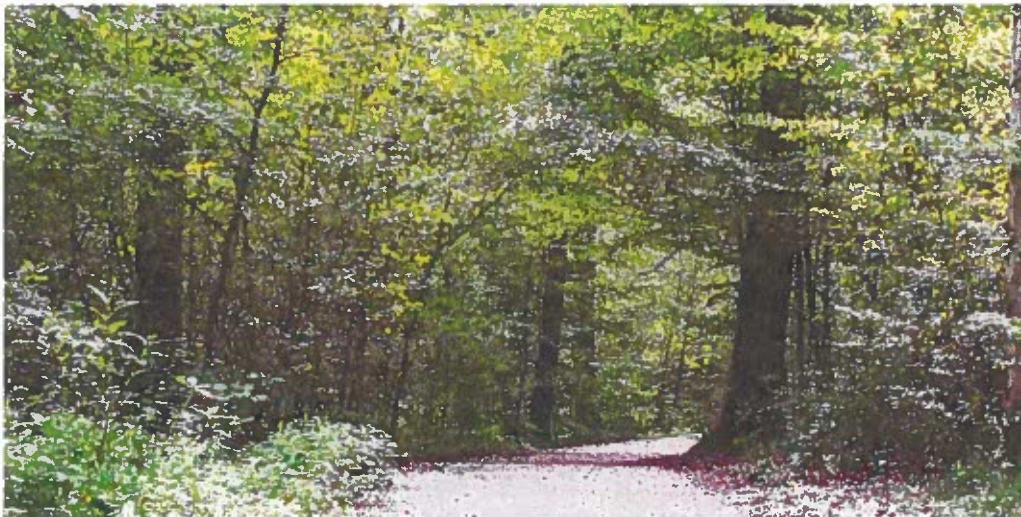


Home > Stories

10 APRIL, 2026

National Youth Employment Program Funds Trail Repairs and Meaningful Jobs in Magnetawan

Share   



As the summer of 2025 approached, the Trans Canada Trail in Magnetawan, Ontario, needed attention. Just as residents were getting outdoors, dead trees and overgrowing vegetation threatened to obstruct the popular route near the village's lock system.

Facing potential maintenance delays due to limited resources, the local municipality was at a crossroads. Luckily, they accelerated the work through Trans Canada Trail's [National Youth Employment Program \(YEP\)](#).

Designed to support jobs that contribute to the development of trails, the YEP provides funding to trail operators to employ youth aged 15 to 30 for trail maintenance projects. The initiative also aims to provide training to young people interested in pursuing rewarding and sustainable careers in the trail sector.

"Accessing YEP funding allowed the municipality to complete this important project while supporting meaningful employment opportunities for local youth," says Laura Brunet, Deputy Clerk, Recreation and Communications at the Municipality of Magnetawan.

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Monthly donors provide steady support that keeps the Trans Canada Trail maintained and accessible in every season.

[Give Today](#)



Photo credit: Municipality of Magnetawan

Going above and beyond with trail maintenance

Once granted the funding, Laura interviewed and hired two local young people who demonstrated enthusiasm, interest in the outdoors and openness to skill-building.

Initially, their tasks were focused on clearing the Trail of debris, raking leaves and cleaning up. However, they soon offered to replace two sets of stairs that were starting to rot.

"They took that project on themselves," recalls Laura, adding that both employees made a material list and completed the work before their contract ended.

The two young people also volunteered to assist with other municipal tasks throughout the summer, working above and beyond their 200 hours of work.

The project resulted in significant benefits for the local community, while providing the youth employees with valuable experience and sustainable trail maintenance skills.

As more people flocked to the Trail near the Magnetawan River, locals reached out to the municipality to express their appreciation.

"We had such great, receptive, positive reviews on Facebook, not only about how the Trail was cleaned up and the stairs, but how respectful and engaging the youth were when people went through the Trail and were speaking to them," says Laura. "It was really great."

Monthly donors provide steady support that keeps the Trans Canada Trail maintained and accessible in every province and territory.

[Give Today](#)



Photo credit: Municipality of Magnetawan

Apply for the National Youth Employment Program

Trans Canada Trail invites all trail operators and municipalities to hire youth employees with a grant from the YEP.

Examples of tasks that can be funded by the YEP include:

- Trail stewardship
- Trail event planning
- Chainsaw training
- Budgeting
- Data processing

We strongly encourage all employers to support youth who face barriers to employment in trails, including Indigenous youth, new Canadians and youth living in remote areas.

For more information and to apply, visit the [YEP webpage](#).

The National Youth Employment Program is generously supported by Bass Pro Shop's Outdoor Fund, the Co-operators, Parks Canada, and Power Corporation of Canada.

About Trans Canada Trail

Stretching nearly 30,000 kilometres across every province and territory, the Trans Canada Trail is cared for locally by trail and community groups. As a charity, Trans Canada Trail advocates for and stewards this nationwide system. We support community-led trail projects through the [Trail Catalyst Fund](#) and we share reliable trail knowledge through the [Centre for Trail Excellence](#).

Main photo credit: Municipality of Magnetawan



AT THE MAGNETAWAN CENTENNIAL PARK GAZEBO

Don't forget your lawnchair!

**IN CASE OF INCLEMENT WEATHER MUSIC IN THE PARK WILL
BE HELD AT THE LIONS' PAVILION!**

Saturdays 7:00pm to 8:30pm

JULY 1 SWEETWOOD MAC

JULY 4 CHAMELEON, JAZZ

JULY 11 THE MUGS BAND

JULY 18 FRANCESCA PANETTA

JULY 25 THE BLACKBIRDS

AUGUST 1 JAMES GRAY

AUGUST 8 MIGHTY LOPEZ

AUGUST 15 TODD & ROBYN

AUGUST 22 FILTHY RICH AND THE EMPTY POCKETS

AUGUST 29 KITTY UNPLUGGED 3.0

SEPTEMBER 5 CAMPEIRE POETS





CELEBRATE LEEKFEST IN THE MAG!

LEEKFEST EVENT LINE UP

IN THE COMMUNITY CENTRE

11:00 am – 4:00 pm FREE Airbrush Facepainting and Balloon Artist

12:00 pm – 2:00 pm FREE Potato and Leek Soup *by Jimmy*

12:30 pm – Leek Soup Contest Award Presentation

EDUCATIONAL PRESENTATIONS COMMUNITY CENTRE STAGE

11:00 am – 12:00 pm Stephan Lukacic – Responsible Foraging

1:00 pm – 2:00 pm Bob Bowles – A Lifetime of Nature Learning

AT THE LIONS' PAVILION AND GROUNDS

11:00 am – 4:00 pm Food Vendors Market – Local Farms, Food Producers, Bar by Legends Spirit Company, Food Trucks, Chainsaw Carving, and More!

Kidzone – Free Inflatables, Free Games, and Carnival Treats for Purchase!

2:00 pm INTRODUCTION TO FORAGING WORKSHOP WITH STEPHAN

AT THE CANADIAN FARMSTEAD PROPERTY

To register and for more information visit our website!

MUSICAL PERFORMANCES OUTDOOR STAGE

WITH YOUR HOST DAVE KAYE

12:00 pm – 1:00 pm Dave Kaye

1:30 pm – 2:30 pm Brett Baker Country

3:00 pm – 4:00 pm Filthy Rich and the Empty Pockets



Saturday May 9, 2026



11:00 am to 4:00 pm



Magnetawan Community Centre and Grounds

For more information contact us at (705) 381-5227 or at recreation@magnetawan.com

licensed Under the LPO





MAGNETAWAN 1ST ANNUAL LEEKFEST SOUP CONTEST

1st Prize \$125 2nd Prize \$75 3rd Prize \$50

All participants must be registered by Monday May 4th at 12 noon

Below are some basic ground rules and instructions you will need to follow. We are looking forward to making this event a great success and appreciate your participation and support! Please feel free to contact us by email at lbrandt@magnetawan.com or call (705) 387-3947.

Preparation

1. All soups must include leeks as an ingredient
2. Participants will need to bring their own ladle
3. Soup must be precooked and ready to eat and already warmed at drop off
4. Participants will need to bring extension cords to power their crockpot/roaster pan
5. Participants should prepare 3 quarts of soup (half of one large crock pot)

Submissions

1. All participants must be registered by Monday May 4th at 12 noon
2. Each participant will be assigned a number which will be displayed with their entry to ensure that each submission is anonymous along with the name of the soup
3. Submissions are to be dropped off at the Magnetawan Community Centre Friday May 8, 2025, at 5pm for judging and picked up after completion of judging at 8pm

Judging

1. Judges will consider the soup's flavour, texture, consistency, aroma, and appearance
2. The municipality will be supplying cups and soups for the judges for tasting

Winning

1. The winner will be determined by the judges' scores
2. The winners will be announced at 11:30am on the Community Centre Stage

@STEVIE_FUNFUR

SATURDAY, MAY 9TH

MAGNETAWAN LEEKFEST



SUSTAINABLE FORAGING TALK
with @stevie_funfur - **FREE!**



INTRODUCTION TO FORAGING WORKSHOP
At CANADIAN FARMSTEAD, MAGNETAWAN
with @stevie_funfur - **\$40**

LIMITED SPOTS! magnetawan.com/events



REPORT TO COUNCIL

To:	Mayor and Council
From:	Deputy Clerk Laura Brandt
Date of Meeting:	April 15, 2026
Report Title:	1st Quarter Report Recreation and Communications

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

Background: This is an update from January to March 2026 on the activities that have taken place in Recreation and Communication during the first quarter of the year.

Activities:

Human Resources

Working with team members providing support and coaching. Students Posting for the Summer Season have been posted and distributed to local employment agencies. Currently enrolled in AMCTO Law Unit #4 Course.

Clerks Office

Staff have ensured that annual policies have been updated for 2026 including the Health and Safety Policy Statement and Accessibility Policy Statement. Staff have conducted one meeting of Council in this quarter including the preparation of agenda, agenda packages and minutes. Staff drafted 1 new By-law this quarter and 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 expanded municipal services to include the issuing of Marriage Licensing. Staff assisted with 2 RFP's during this quarter as well as 3 draft RFP's. Staff collected 10 lottery licensing reports and have issued 1 lottery license. Staff have organized and attended as Secretary 1 Magnetawan Community Centre Board meeting and 3 Magnetawan Economic Tourism Committee meeting this quarter. Staff submitted 3 Reports to Council during this quarter

Grant Funding Applications and Reporting

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

	First Quarter
Total Number of Applications	43
Annual Allocations	3
Awaiting outcome	17
Unsuccessful Applications	10
Successful Applications	13 (1 Stage 2)
Submitted Final Grant Reports	4

2026	Cost of Project	Amount Anticipated	Municipality Portion
Total Funding Applied For	8,336,602	6,053,604	2,345,515
Approved Funding	3,951,539	1,902,115	2,052,384
Annual Allocation	1,967,267	1,967,217	0

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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.

IT

Staff are currently working with the IT provider for the expansion of the memory main domain and archival of servers. Staff are currently working with Sunitron regarding the Ahmic Harbour digital sign and the repair should be completed in the upcoming weeks.

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 completed the Winter Newsletter and it was distributed on all Municipal Social Media platforms as well as mailed out to all residents with their February Tax Bill. Staff conducted an interview with Trans Canada regarding the outcome of our grant funding as well as Staff submitted an article to OACAS regarding our Seniors programming both to be featured in an upcoming Newsletter.

	Fourth Quarter	1st Quarter
Electronic Mailer	53	55
Number of Mailer Subscribers	751	776
Website Views	35,571	35,000
Website Users	14,000	14,000
Facebook Posts	97	93
Facebook Followers	2318	2368
Facebook Posting Reach	162,878	147,934
Facebook Page Visits	208,937	188,000
Instagram Posts	98	91
Instagram Followers	338	353

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). Weekly Free Tai Chi classes which run 3 times a month (Wednesdays). Staff successfully executed the Seniors Living Active Fair Event and our Annual Family Day Event. Staff also launched a Rock Snake Naming Contest for the 2nd Community Rock Snake created at the Lions Parkway Trail. Staff also successfully carried out our Super Senior of the Year (Ontario Senior of the Year Award) collecting many submissions for this annual award as well as Staff have booked all the dates for our 2026 Music in the Park series. Staff also facilitated our Annual Easter Treats to all students at the Magnetawan Central Public School. Staff have also officially launched the social media campaign for the 2nd Annual Magnetawan Leekfest. Staff actively worked with the new Magnetawan theatre group Deep Woods to help bring an event to our Municipality in July as well as actively worked with Explorers' Edge to help promote our Municipal Events. Staff have also submitted several parade traffic plans to the MTO for approval in anticipation of our two parades. Staff presented to Destination Ontario travel agents to help promote recreational programming and events in our Municipality.

Upcoming

Staff are actively sourcing and researching funding possibilities to help offset costs and fund new projects to benefit the Municipality. Staff have several interim and final reports due the next quarter for grant funding. Staff will be conducting a Magnetawan Community Centre Board Meeting as well as several Magnetawan Economic Tourism Committee Meetings over the next quarter which includes preparing the agenda and minutes. Staff are currently working towards organizing the 2025 Volunteer Dinner to be held on April 24th, 2nd Annual Leekfest to be held May 9th , the Annual Canada Day Celebrations to be held July 1st . Staff will also be organizing any interested food vendors that would like to set up for Music in the Park, Art in the Park and Rollerskating. Staff will also be working on the Super Senior presentation to be held in June and will submit the Province of Ontario Senior Award application for the award. Organizing training for all students regarding their duties at the Locks and Heritage as well as Staff is currently organizing Archery training for all students to ensure that the Archery programming runs safely and effectively. Staff will also be working with the Burk's Falls Art Club to bring an Art Show and Sale to be held in the upcoming months. Staff will be launching all the summer programming including Archery, Art in the Park, Music in the Park, Rollerskating, Rocksnake, Bike Lending, Beach Toy Lending, Beach Mat, Beach Wheelchair, Lending and Recreational Game Lending along with opening the Locks and the Heritage Museum Centre. Staff will also be applying for all permits needed for the Canada Day Parade and Fall Fair Parade. Staff will also be overseeing the revitalization project at Croft Recreational Park.

Respectfully Submitted

Laura Brandt
Deputy Clerk Recreation and Communications

April
Ondrej 20, 2026



Magnetawan Tourism Forum 2026

BY JAMES / APRIL 13, 2026

On April 11, 2026, the Municipality of Magnetawan convened its annual Tourism Forum bringing together residents, operators, community organizations, and municipal staff to assess the current state of tourism and chart a practical path forward.

For those that attended, thank you again for joining us in Magnetawan. We appreciated the opportunity to share an update on Explorers' Edge, highlight regional tourism performance and priorities, and showcase how partnership-led projects like Magnetawan's wayfinding and heritage signage initiative are helping strengthen visitor experience, celebrate local identity, and support community pride. It was also valuable to look ahead together at future opportunities for collaboration, regenerative tourism, and continued growth in the Magnetawan area. As promised here is the deck that was presented.

[Explorers' Edge Deck Magnetawan, April 2026](#) [Download](#)

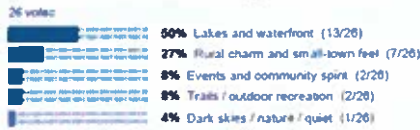
What the Room Said: Live Poll Results

Approximately 25 participants responded to 10 Slido poll questions across three session segments on April 11, 2026. Here are the results:

Current state of tourism in Magnetawan



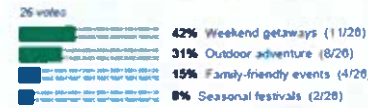
Magnetawan's strongest tourism asset today



Most important opportunity in the next 1-2 years



What visitor experience has the most potential?



Biggest opportunity for collaboration



Biggest barrier to growing tourism

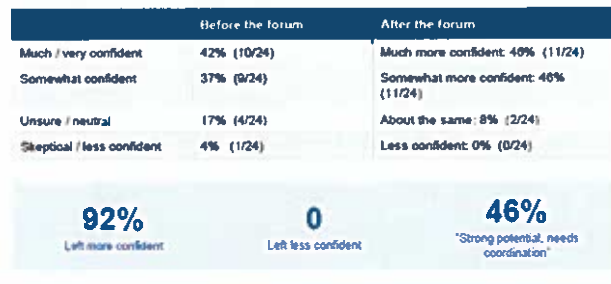


Awareness (40%) + Infrastructure (32%) = 72% of all barriers. These two priorities must grow together — raising profile without places to spend money leaves opportunity on the table.

Most useful type of support

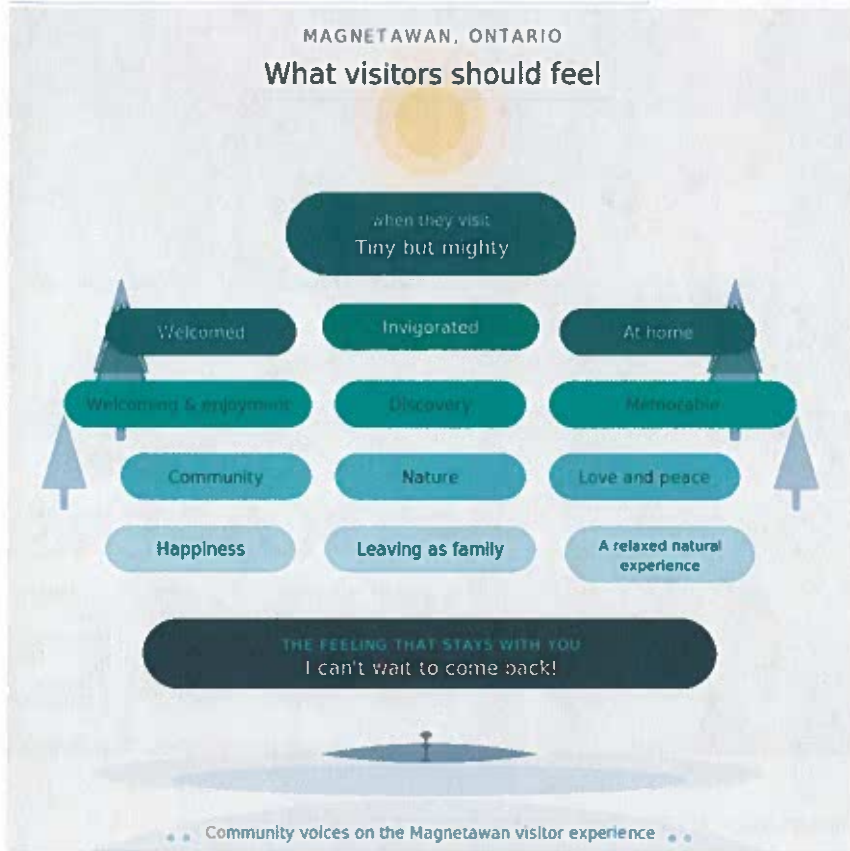


The Conversation Moved the Needle: Participants were asked the same confidence question at the start and end of the session. The shift was significant.



What should happen next? (closing vote, 23 respondents)

Priority	Votes	%
Identify 2-3 priority tourism projects	7	30%
Create a local tourism / operator network	5	22%
Offer training sessions for businesses & groups	4	17%
Form partnerships for bookable experiences	4	17%
Develop better visitor signage and information	2	9%
Build a calendar of events and experiences	1	4%



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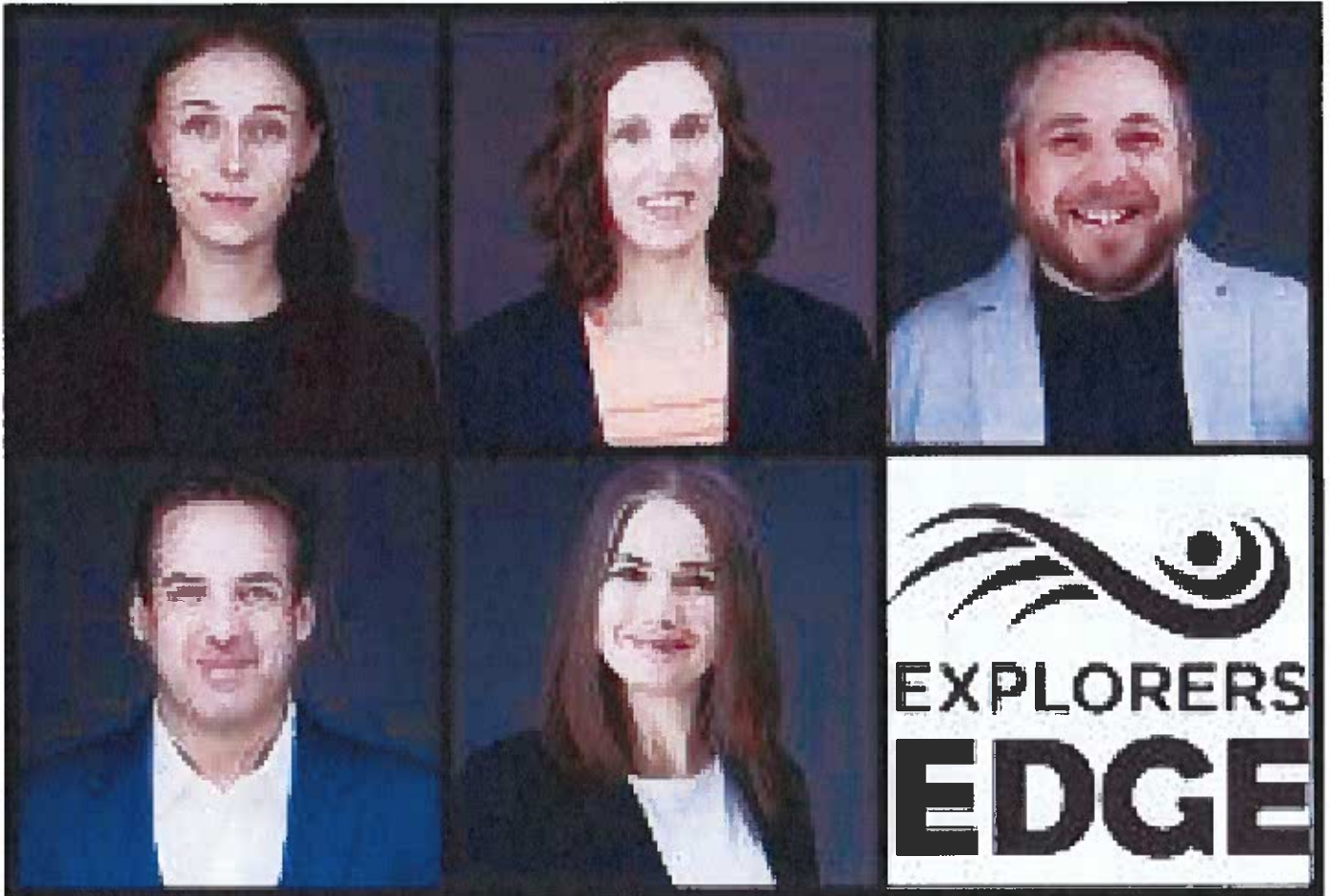
Get More Great Canadian Wilderness

Follow us for photos and tourism info on the great Canadian wilderness just north of Toronto



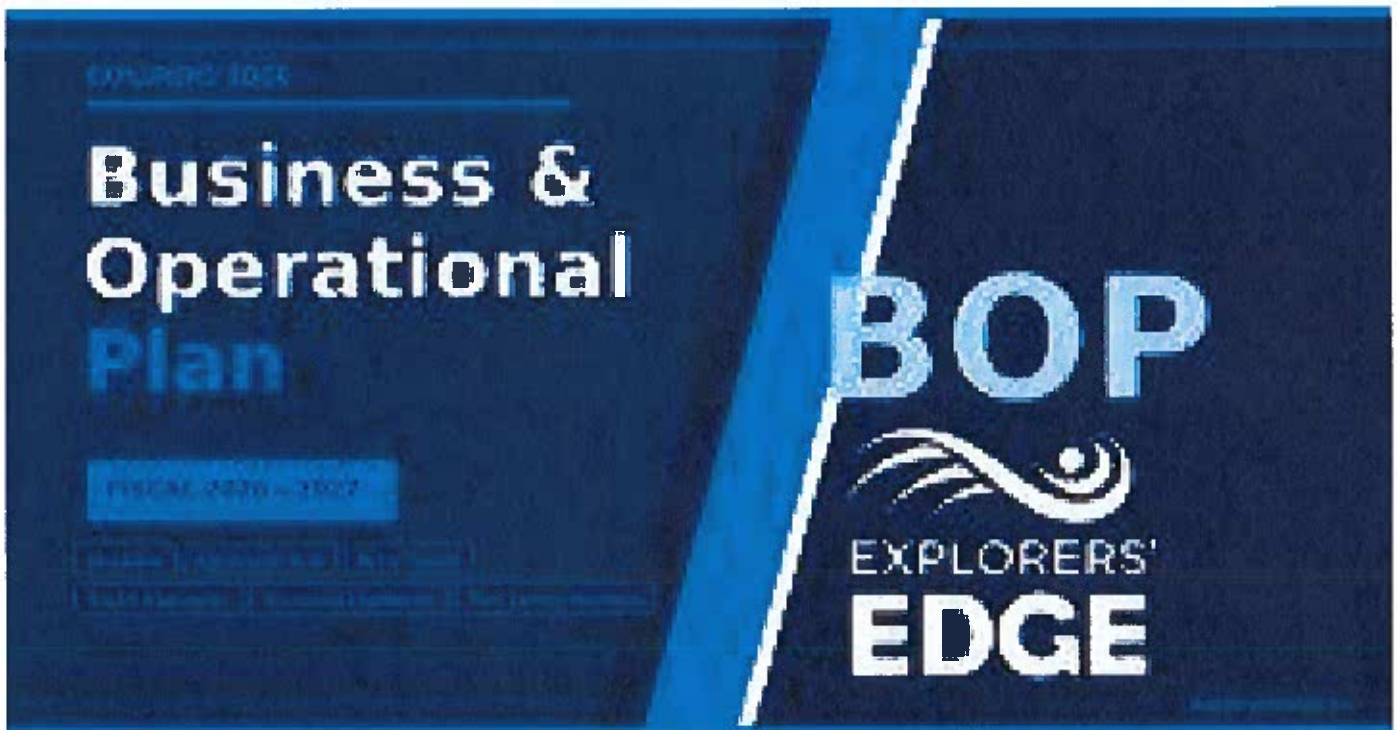
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Newest Articles



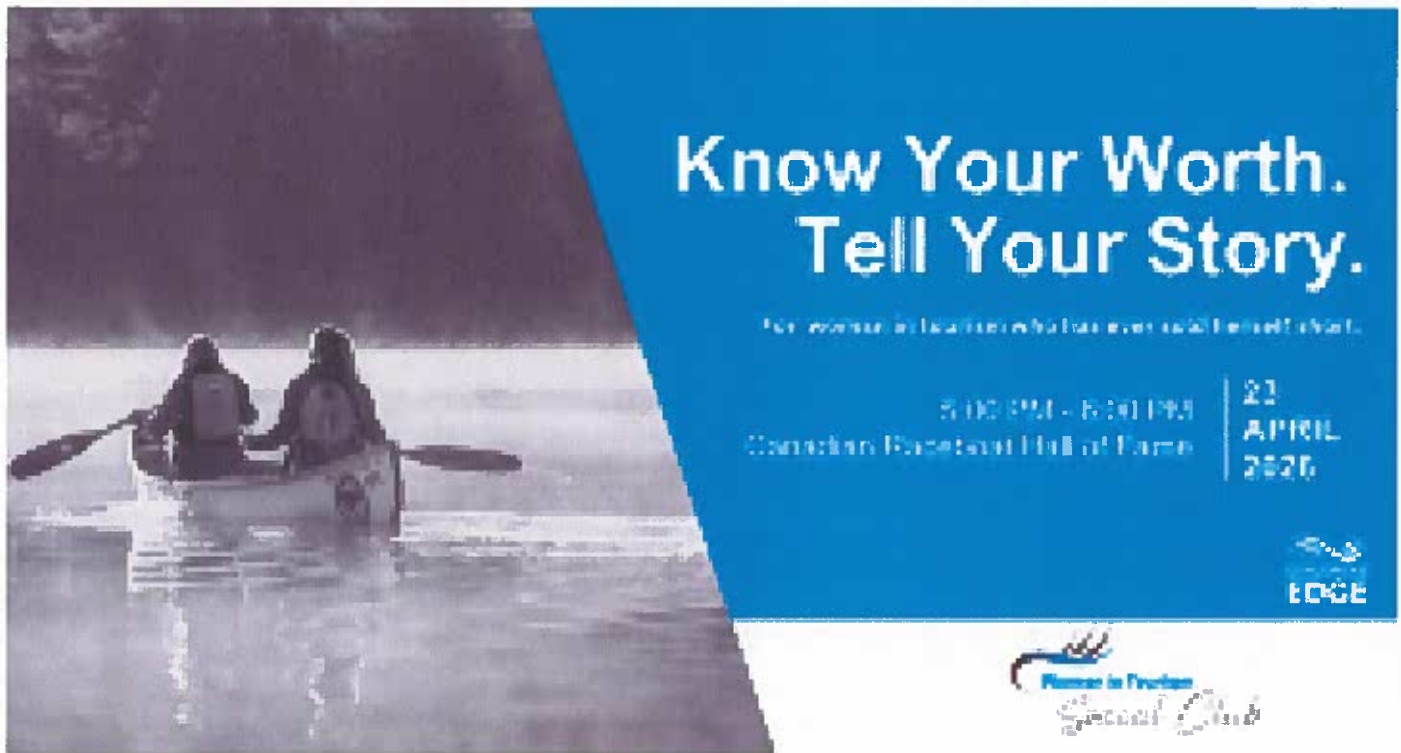
NEWS

Strategic Promotions and Board Strengthening at the Launch of its 2026–2027 Fiscal Year and Business and Operational Plan



RESOURCES

Explorers' Edge 2026-2027 Business & Operational Plan



NEWS

Women in Tourism: Know Your Worth. Tell Your Story

- ABOUT US**
- WORKFORCE DEVELOPMENT**
- PROGRAMS & RESOURCES**
- EVENTS**
- MEDIA RELEASES**
- TAKE A COURSE**

- CONTACT US**
- EXPLORERS' EDGE LOGO**
- DIVERSITY, EQUITY & INCLUSION CORPORATE POLICY**
- INDIGENOUS LAND ACKNOWLEDGEMENT**
- PRIVACY POLICY**

ON April 20, 2026

Laura Brandt

Subject: FW: Industry Update: Flood Resources, Events and Regional Momentum
Attachments: Magnetawan Tourism Forum 2026 - RTO 12.pdf

----- Forwarded message -----

From: **Explorers' Edge** <info@explorersedge.ca>

Date: Fri, 17 Apr 2026 at 11:05

Subject: Industry Update: Flood Resources, Events and Regional Momentum

To: <rsullivanonthelake@gmail.com>

April 2026



3 Taylor Road, Bracebridge, ON P1L 1S6
1-800-835-7303
Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka,
Parry Sound & South Algonquin
www.explorersedge.ca



What you will find in this newsletter ...

As we share this latest update from across the Explorers' Edge region, we want to begin by acknowledging the very real challenges that spring flooding is creating for many of our communities, businesses, residents, and tourism operators. For some, this is not simply an inconvenience. It is affecting homes, livelihoods, operations, travel plans, and peace of mind. Our thoughts are with every stakeholder, family, employee, and community member navigating uncertainty, disruption, and damage at this time. We encourage everyone to rely

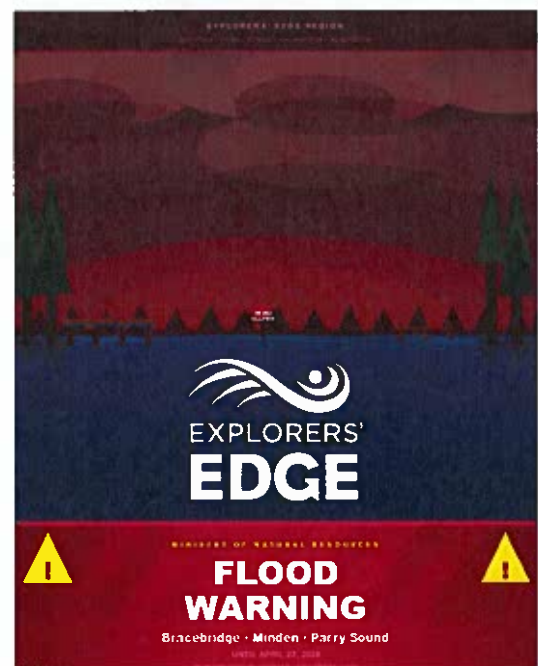
on official local updates and to use the flood resources we have gathered to help support informed and safe decision-making.

Even in the midst of these difficult circumstances, this newsletter also reflects the strength, care, and collaboration that continue to define our region. Inside, you will find important flood-related resources, upcoming opportunities to connect through Women in Tourism and positive impact programming, updates on our Partnership Program, team promotions, regional collaboration in Magnetawan, campaign results, and ways to share your own news and event listings with us. As always, our goal is to support the tourism industry with timely information, practical tools, and a continued commitment to the people and places that make this region so special.

Flood Updates and Resources

Spring flooding is affecting parts of the Explorers' Edge region, and conditions can change quickly. To help residents, businesses, operators, and visitors stay informed, we have created a dedicated Flood Updates & Resources page that brings together official links, local municipal updates, road information, and helpful emergency resources in one place.

[We encourage you to check the page regularly and share it with others who may be looking for reliable, up-to-date information.](#)



Women In Tourism



Join Explorers' Edge on Thursday, April 23, 2026, at the [Canadian Raceboat Hall of Fame](#) for our first Women In Tourism Social of 2026.



Next Thursday, join us for an inspiring and high-energy evening celebrating the women and gender-diverse professionals helping shape the future of rural tourism.

Women in Tourism is quickly building momentum, tickets are selling fast, and it is already shaping up to be an amazing evening of connection, confidence-building, and professional development.

This event is designed to help participants stop underselling themselves and start telling their stories with confidence. Expect meaningful conversation, practical takeaways, and a supportive atmosphere filled with people who understand the power of showing up, speaking up, and championing one another.

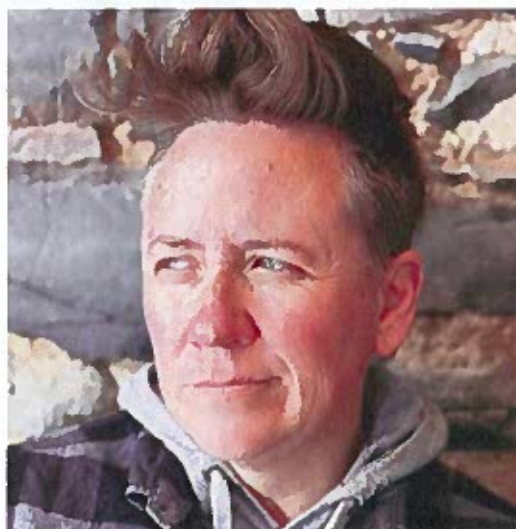
We also encourage everyone to spread the word. This event is rooted in inclusivity, and everyone is welcome. You do not need to be directly employed by a tourism business to attend, if you are passionate about community, connection, hospitality, leadership, or the visitor economy, this evening is for you.

The evening will feature exclusive access to the venue hosted by Ann Curley, a facilitated elevator pitch session led by Jen Richardson, and emcee Autumn Smith, who will bring warmth, humour, and authenticity to the experience.

Doors open at 5:00 p.m., programming runs from 5:30 to 7:30 p.m., and tickets are \$15 per person or two for \$25.

Also, help us build the excitement even more — Jennifer, Rachel, and Rebecca will be live on Moose FM 99.5 during the morning show.

[Click Here For More Info](#)



Meet your host, **Autumn Smith**, and facilitator, **Jen Richardson**, two dynamic women bringing warmth, authenticity, and connection to the evening. Based in Muskoka, Autumn is a director, curator, professor, and community builder, as well as the Artistic and Executive Director of TimberBeast Productions, where she creates immersive live performance rooted in the stories of this region. Joining her is Jen, a comedian and gifted connector whose relatable humour and professional background in sales, hospitality, headhunting, and advertising make her uniquely skilled at helping people build confidence, relationships, and meaningful connections.

Explorers' Edge Motorcycle Campaign Drive Results



A recent partnership between Explorers' Edge and the Northern Team at Destination Ontario helped put the Great Canadian Wilderness in front of passionate motorcycle riders actively planning their next Ontario road trip.

Running from **February 17 to March 29, 2026**, and targeting key U.S. markets in **Michigan and New York**, the campaign generated more than **32,000 visits to partner landing pages**, connecting new audiences with the region's scenic highways, rugged landscapes, and standout touring routes.

By aligning with trusted motorcycle touring content and an audience already in trip-planning mode, Explorers' Edge was able to showcase the region as one of Ontario's most compelling ride destinations. The campaign is a strong reminder that the right partnership, placed in the right environment, can deliver real results.

[Click Here to Read More](#)

Coffee & Conversation: Building Positive Impact Together!

**Coffee & Conversation: Building
Positive Impact Together**
Wednesday, April 29, 2026 | 10
a.m. | Free
Taboo Muskoka, 1209 Muskoka
Beach Road, Gravenhurst
Check-in at reception



Join Explorers' Edge Sustainability Strategist Rebecca Francis for a relaxed morning of coffee, conversation, and connection with tourism businesses interested in creating positive impact in our region. This informal in-person session is an opportunity to share ideas, build relationships, and explore practical ways to strengthen our communities, environment, and visitor experiences.

- [Click Here for more Info](#)

Strong Interest in 26-27 Partnership Program

Explorers' Edge has now closed intake for the 2026–2027 Partnership Program, and the response was both strong and encouraging. We received 71 applications through a program with \$166,000 available for allocation, with total project requests exceeding \$750,000.

This level of interest reflects the value of the program and the important role Explorers' Edge continues to play in supporting tourism development across our region.

It also highlights the demand for coordinated regional investment that helps move strategic tourism projects forward.

A special thank you to Jennifer Montpetit for her leadership in coordinating this year's intake.

Given the high level of interest, the review process will take time, and we are committed to giving each application fair and thoughtful consideration. We sincerely appreciate the patience, engagement, and continued commitment of our stakeholders as we work through the assessment process.

Pictured: Rachel Dawson and Jennifer Montpetit meeting with Norah at the Muskoka Lakes Chamber of Commerce as part of ongoing conversations focused on collaboration, regional partnerships, and strengthening tourism across the Explorers' Edge region.



Explorers' Edge Announces Team Promotions

As Explorers' Edge launches its 2026–2027 Business and Operational Plan, we are also proud to celebrate the promotions of Jennifer Montpetit to Director of Strategic Partnerships & Development and Jake Good to Brand Narrative Manager.

These new roles reflect an important step forward as we align our team with key priorities including partnership development, brand storytelling, industry engagement, and the continued growth of our regenerative travel agency model.



Celebrating Ron Begin's Lasting Impact on Northern Ontario

Congratulations to Ron Begin on his years of service with FedNor and the lasting impact he has made across Northern Ontario. Through his work as an Initiatives Officer, Ron has helped advance investment, strengthen communities, and support meaningful projects across Muskoka, Parry Sound, and beyond. His leadership, commitment to people, and support of programs like the FedNor internship initiative have made a real difference in our region. Wishing Ron all the very best in his next chapter



Collaboration in Magnetawan

There was great energy in Magnetawan as our team - Jake, James, and Jennifer, joined local operators, community leaders, volunteers, and residents for the Magnetawan Tourism Forum.

What stood out most throughout the day was the strong sense of collaboration and shared commitment to building a vibrant visitor economy that reflects the character and strengths of the community. Conversations touched on product development, partnerships, visitor experience, and the importance of working together to create tourism opportunities that are grounded in place and community pride.

These kinds of gatherings are an important reminder that destination development happens at the local level, through conversation, connection, and the collective efforts of people who care deeply about where they live and how they welcome others.

A sincere thank you goes out to the volunteers and organizers who helped bring the forum to life. Events like this take time, effort, and heart, and that was evident in every detail.

We've also created a landing page that captures key outcomes and highlights from the day. You can view it here: [Magnetawan Tourism Forum 2026](#).



Event Listing Updates

EXPLORERS' EDGE · EVENTS & EXPERIENCES

Share Your *Event* With the Region

FESTIVALS · CONCERTS · MARKETS · WORKSHOPS · CELEBRATIONS



Hosting a festival, concert, community celebration, workshop, market, or seasonal experience in the Explorers' Edge region? We want to hear about it.

Email your event listings to Rachel at rachel@explorersedge.ca so we can help showcase what is happening across the region.

Events play an important role in building a vibrant destination. They give visitors more reasons to travel, encourage longer stays, support local businesses, and help bring energy to our communities throughout the year. They also give us stronger stories to tell when promoting the region, showing that the visitor experience here is about more than beautiful landscapes, it is about people, culture, connection, and memorable experiences.

By sharing your events with us, you help strengthen the overall destination and create more opportunities to attract visitors to Muskoka, Parry Sound, Almaguin Highlands, Algonquin Park, Loring-Restoule, and South Algonquin.

Send your listings our way and help us spread the word.

Stakeholder Announcements & Updates

Does your business, experience or event have something exciting to share, we want to hear about. Please forward press releases and updates to info@explorersedge.ca and we will include in our ongoing industry communication.

Parry Sound Area CB&DC Community Futures, in partnership with The Business Centre and the Northern Ontario Women Program, is hosting **Rooted to Rise** on **April 22** at the **Charles W. Stockey Centre**. This free women's event runs from **10:00 a.m. to 2:00 p.m.** and includes complimentary lunch, meaningful networking, community-based marketing strategies tailored for rural businesses, mindset and change management tools, and clear next steps to help move your business forward. Registration is required: [Click Here for More Info](#)

Muskoka Tourism Marketing Agency - Join Muskoka Tourism on May 20 for its AGM: A Celebration, a memorable afternoon cruise aboard the iconic Wenonah II on Lake Muskoka. This year's event will celebrate the tourism operators who make the region extraordinary, with awards, special guests, local food and craft beer, and time to connect with industry colleagues, all while supporting Muskoka Conservancy through ticket sales. Early bird tickets are available for \$15 until April 20, with regular tickets at \$20 through May 20. [Click Here for More Info](#)

Questions or concerns? Please contact James Murphy, CEO at Explorers' Edge.

Email: james@explorersedge.ca



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