



AGENDA

Magnetawan Economic Tourism Committee (METC)

Monday July 27, 2026, 1:00 pm

Ahmic Harbour Community Centre

<https://teams.microsoft.com/meet/267638971675448?p=TZ2iNgWTxrkDBSi4Bk>

Page # **OPENING BUSINESS**

- 1.1 Call to Order
- 1.2 Adoption of the Agenda
- 3 1.3 Adoption of Previous Minutes
- 1.4 Declaration of Pecuniary Interest

DISCUSSION ITEMS

- 2.1 METC Workplan Updates
 - 1. Tourism Promotional Product Development
 - 8 1. Signage and Brochure Racks
 - 11 2. Website Development
 - 16 3. Update of Discovery Routes Adventure Trail Maps Partnership Opportunity
 - 2. Establishing Ongoing Dialogue with Accommodations Providers
 - 17 1. Outreach to Accommodation Providers
 - 23 2. Accommodation Provider's Exit Survey
 - 3. Merchandise
 - 4. Industry Support
 - 1. Development of Generic Tourism Promotions Presentation
 - 2. Outreach to OMAFRA re Possibility of Redoing a FICE Program
 - 3. Annual Forum
 - 26 5. Proposed Changes to Terms of Reference and Next Steps
- 2.2 Development of Brand Use Guidelines
- 36 2.3 Budget Update
- 37 2.4 Update on Request to Amend Community Centre Rental Policy
- 2.5 Work Plan - Proposed Brainstorming and Workload Discussion Session
 - 1. Article on Dark Sky Tourism Opportunity

FOR INFORMATION

- 50 3.1 Almaguin Highlands Chamber of Commerce June 2026 Newsletter
- 55 3.2 Destination Ontario June 2, 2026 Destination Digest
- 63 3.3 Explorers' Edge June 2026 Summer Starts Here Regional Tourism Updates, New Connections & Operator Opportunities
- 75 3.4 Explorers' Edge July 2026 Summer Update: All Hands on Deck for Tourism Season
- 86 3.5 Doppler Online Article: Explorers' Edge Welcomes Flixbus to Muskoka and Ontario's Great Canadian Wilderness
- 89 3.6 Northern Ontario Travel June 2026 Newsletter
- 95 3.7 Photo's Municipality of Magnetawan Umbrella's Lake Cecebe Boat Launch
- 97 3.8 MMAH Tourism Slides from Lunch and Learn June 2026
- 143 3.9 Destination Ontario Brochures In Person Tourism Centres
- 144 3.10 2026 Locks Season Opening Poster
- 145 3.11 2026 Heritage Centre Museum Opening Poster

146	3.12	Community Rock Snakes Project Update Poster
147	3.12	Bike and Recreational Games Share Poster
148	3.13	Beach Toy Lending Program Poster
149	3.14	Beach Wheelchair Mat, Beach Wheelchair and Hockey Sledge Poster
150	3.15	Archery Night Poster
151	3.16	Rock 'N' Roll in the Mag Poster
152	3.17	Aquafit Poster
153	3.18	Art in the Park Poster
154	3.19	Drumming with Sandra Poster
155	3.20	Pickleball Tuesdays Poster
156	3.21	Pickleball Skills & Drills Poster
157	3.22	Cast Your Vote to Name Our New Business Park Poster
158	3.23	Call for Canada Day Floats Poster
159	3.24	Canada Day Event Poster
160	3.25	Canada Day Fireworks Poster
161	3.26	Canada Day Dunk Tank Poster
162	3.27	Call for Submissions Chainsaw Carving
163	3.28	Boat Launch Education Poster
164	3.29	Hazmat Day 2026 Poster
166	3.3	Lions Swim to Survive Challenge Poster

ADJOURNMENT

- 4.1 Confirm the Proceedings of Committee and Adjourn



Magnetawan Economic Tourism Committee (METC)

Meeting Minutes

9:00 AM, Thursday, June 4, 2026

Ahmic Harbour Community Centre

Committee members in attendance:

Chair Rachel Sullivan (electronic participation)

Vice Chair Angela Ramsay

Dave Antle

Bill Bishop

Brenda Fraser

Joan Lewis

Francine Yolkowskie (electronic participation)

Regrets

Rob Ross

Staff members in attendance:

Deputy Clerk Laura Brandt (Secretary)

OPENING BUSINESS

1.1 Call to order

The meeting was called to order

NOTE: To help better facilitate the meeting, Vice Chair Ramsay chaired the meeting.

1.2 Adoption of the Agenda

RESOLUTION 2026-18 Fraser-Bishop

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

Carried.

1.3 Disclosure of Pecuniary Interest

Vice Chair Ramsay 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 2026-19 Antle-Bishop

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee minutes for the April 20, 2026, meeting as presented. With the addition of 6S Graphics under 2.4.

Carried.

DISCUSSION ITEMS

2.1 Update Communicating Protocol and Proposed Changes to Operation of Committee

Chair Sullivan and Vice Chair Ramsay recapped discussions with staff about proposed changes to the way the committee operates with the goal of providing more autonomy to the committee.

The general idea is that the Committee will be able to meet on an informal basis without Municipal Staff. These sessions would be centered around planning, information gathering, project development, general discussion and advancing projects at a working level. These sessions will still be open to the public (in person or electronically) to ensure transparency. Notes from these sessions would be provided to Municipal Staff for their review and comments if necessary and for inclusion in the next official committee meeting agenda package. To facilitate reporting through the typical municipal structure, official committee meetings will be held at least quarterly and would include Municipal Staff participation. Key items to be included in the official meetings include the annual appointment of the Chair, Vice Chair and Secretary as well as the approval of the annual work plan.

This item was linked to Item 2.2.1 regarding proposed changes to the Terms of Reference for the Committee.

2.2 METC Workplan Updates

2.2.1 Proposed Changes to Terms of Reference *ON DESK

Chair Sullivan noted the draft was a late addition so it was agreed the document would be recirculated to solicit comments and would be discussed at the next meeting on July 27th. The goal would be to present the draft Terms of Reference to Council at the August 19th meeting. Staff asked the committee to consider adding 'business development' to the mandate section of the draft which was agreed.

2.2.2 Tourism Promotional Product Development

- **Signage and Brochure Racks**

Member Lewis provided update. Success Graphics will produce blue waterproof / outdoor wooden rack. Algonquin Fine Foods offered to 'host' the brochure rack. Brad Lewis will build stand so that it can be moved around. Total cost is approximately \$1,800. Outreach is ongoing for content for the racks. Template can be replicated so it was agreed to hold the budget allocation for this initiative until uptake determined and if interest expressed in hosting additional racks in alternate locations.

- **Outcome Signage Heritage Museum Centre**

Member Lewis provided update. Staff provided rationale which was included in the agenda package as to why the signage project could not proceed as originally planned. As an alternative, a 'visitor information' sign is being prepared to go above the door at the Heritage Museum. Cost is \$450 + \$110 for installation + \$85 for artwork + taxes.

- **Website Development**

Member Yolkowskie and Chair provided updates. Outreach currently underway to commercial accommodation operators and those that provide food / drink services to approve content. Some operators have no online presence, and responses are slow so progress taking longer than hoped. May opt to proceed with updates / approvals obtained and add others as they

come online. Plan to regroup and hope to have landing pages mocked up for staff later in the month.

- **Update of Discovery Routes Adventure Trail Maps Partnership Opportunity**

The Secretary noted the maps have been ordered and still awaiting response on what updates are being made. Once maps obtained, a student can help compare with the existing maps to see if the existing maps are still useable.

- **Development of Generic Tourism Promotions Presentation**

Chair Sullivan proposed the creation of a generic tourism promotions presentation. Content would be consistent with website materials and could be developed using the presentation staff prepared for Destination Ontario. It was agreed to move forward with the initiative as a workplan activity under Industry Support – External.

2.2.3 **Establishing Ongoing Dialogue with Accommodations Providers**

- **Outreach to Accommodation Providers**

Member Bishop provided update. Based on review of websites for accommodation providers, there does not seem to be a lot of promotion of the area so will want to encourage them to promote the website when ready. Members Bishop and Ross hope to meet personally with commercial operators.

- **Accommodation Provider's Survey Results**

Member Bishop provided update. Plan to develop a visitor exit survey. Could use similar poster and QR code used for previous survey. Survey will be about the visit to the area and not about the accommodation provider. Member Ross reaching out to Explorers' Edge to follow up on their offer to help with an exit survey. May look at an incentive for visitors to fill out survey. Exit survey may help with content development for itineraries and package ideas that could benefit from Explorers' Edge Travel Agency.

The Secretary noted 19 STAs now approved with 4 in the process.

2.2.4 **Merchandise**

- **Staff Suggestions re Give-away "Swag" Opportunities**

Member Antle provided update. Meeting held with Home Hardware to learn how they handle merchandise. Have not been able to reschedule with Bait and Tackle. Initial connection made with Silver Screen Printing. Staff provided potential ideas for give-away swag. Direction provided to working group to use up to \$2,000 to purchase shirts for the committee, as well as Kurt Hagan and Les Soos; as well as potential giveaways such as magnets, pens, stickers, bumper stickers, etc.

2.2.5 **Industry Support**

- **Outreach to OMAFRA re Possibility of Redoing a FICE Program**

Chair Sullivan provided update on attempted outreach to OMAFRA and discussed the idea of conducting a FICE program as it has been several years since the last one was done. Staff noted it could be helpful with grant applications. Member Antle offered to reach out to contact with OMAFRA.

2.3 Update Copyright Magnetawan-of-a-kind

The Secretary noted copyright done for Magnetawan-of-a-kind.

2.4 Development of Brand Use Guidelines

The Chair noted Member Ross identified the need to develop brand use guidelines. Vice Chair Ramsay offered to research. Staff asked to include tourism hashtag in social media (similar to what is done for #themagiswhereitsat).

2.5 Ministry of Northern Economic Development and Growth Social Media Campaign

The Secretary noted all photos obtained submitted.

2.6 2025 YTD Budget & 2026 YTD Budget

Chair Sullivan proposed adding budget updates as a regular agenda item which was agreed.

2.7 Update Umbrella Stands

Stands purchased for \$244.01.

2.8 Explorers' Edge 2026/2027 Partnership Program Video

The Secretary provided update on \$4,400 grant approval. A part of the project is for the development of a video and typically videographer approved by Explorers' Edge must be used but the Secretary received approval to use another videographer at a reduced cost. Direction provided to allocate \$300 from METC budget towards the development of a \$500 video, remaining \$200 to come from Explorers' Edge. METC requested ability to provide input and Secretary to check if possible.

2.9 Metroland Magazine Advertisement Opportunity

Committee appreciated information on advertising opportunities but noted it is too early especially as website not ready.

2.10 Pavilion Bike Share Signage Opportunity

Committee asked to fund the replacement of sign that was damaged in storm. Decision tabled until it is known if the sign will be replaced. Committee noted interest in cost sharing a replacement sign if logo and tagline added.

FOR INFORMATION

3.1 Almaguin Highlands Chamber of Commerce May Newsletter

3.2 Final Project Report Wayfinding and A.J.Casson Interpretive Board - Erica Kellogg

3.3 Thank You and Follow Up Correspondence 2nd Annual METC Forum

3.4 Discovery Routes Trails Organization & Trans Canada Trail Social Media Posts Dam Trail Upgrades

3.5 Celebrate Leekfest in the Mag Poster

3.6 Call for Artists Poster

3.7 Call for Concession Stand Operators Poster

3.8 Music in the Park Poster

The Chair noted that she followed up with Deputy Clerk Kellogg regarding Item 3.2. Deputy Clerk Kellogg confirmed the signage was prepared before the tourism logo was created and it was too late to incorporate however the Committee will be invited to participate in a public announcement.

ADJOURNMENT

4.1 Confirm the Proceedings of Committee and Adjourn

RESOLUTION 2026-20 Bishop-Lewis

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adjourns the meeting at 11:10 AM to meet again on July 27, 2026, at 1pm or at the call of the Chair.

Carried.

Approved by:

Chair

Secretary

DRAFT







Laura Brandt

From: Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent: June 17, 2026 11:40 AM
Subject: METC Tourism Website - anyone have a contact for some outstanding accommodation providers?

Hello all (METC members blindcopied),

Quick update regarding website contact - we've got a number of commercial accommodation providers lined up but no response yet from the following and wondering if anyone has a connection with them and can follow up? If so, let me know and I can share the correspondence we've sent.

Thanks,
Rachel

No response to date:

Camp Ak-o-mak

Camp Klahanie

Echo Beach Cottage Resort (aka Woodland Echoes Resort)

Lake's End Campground

Manor Park Cottages

Laura Brandt

From: Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent: June 22, 2026 8:06 AM
To: Laura Brandt
Subject: Fwd: Mag publicity

Hi Laura,

I let Rob know about the faqs in the Resident section of the website and suggested we may want an faq for visitors in the tourism section. I suggested we could add it to our next agenda so I wanted to share the article with you. Overall I think the references to Magnetawan are positive.

Thanks
Rachel

Sent from my iPad

Begin forwarded message:

From: Rob Ross <RRoss@cambridgeforums.com>
Date: June 22, 2026 at 7:34:11 AM EDT
To: Rachel Sullivan <rsullivanonthelake@gmail.com>
Subject: Mag publicity

<https://globe2go.pressreader.com/article/282054808744898>

Katherine ventured into cottage country to buy her first house at 31 (The Globe and Mail (Ontario Edition)), Jun 22, 2026

Since when is Mag "4 hours north of Toronto"? Do we have the equivalent of a media fact kit on our web site?

Get [Outlook for iOS](#)



Katherine ventured into cottage country house at 31

+4 more ZAHRA KHOZEMA

MY FIRST HOME

In 2021, Katherine bought a detached three-bedroom, twobathroom waterfront cottage in Magnetawan, Ont., a small town roughly four hours north of Toronto with a population of 1,750 people. Her first home sits on one acre of land with 170 feet of waterfront and cost \$756,000.

At the time, Katherine was 31 and earning \$120,000 annually at a fintech startup. She'd spent years building her savings.

Raised by immigrant parents who emphasized frugality, she started contributing to a tax-free savings account shortly after it was introduced in 2009 and eventually maxed out her contribution room. She also worked two jobs for several years and routinely saved more than half of her income.

Even then, she never imagined herself becoming a homeowner in Toronto.

"You look at the property values of Toronto, and you're like, 'Well, can I afford that?'" she said. "You run through the mortgage calculators, and you're like, 'This is crazy.'"

Then the pandemic upended everything. Like many Canadians working remotely during COVID-19, Katherine realized she no longer needed to live in the city.

The 500-square-foot downtown apartment she shared with her partner had started to wear on them. When remote work became the norm, it "really opened up a lot of doors," she said.

Initially, Katherine looked closer to the city, but prices during the pandemic boom felt unattainable. So she expanded her search radius.



"I basically looked at Toronto, and I said, 'All right, three-hour radius, let's go.'"

Katherine withdrew the maximum \$35,000 through the federal Home Buyers' Plan from her RRSP and

into cottage country to buy her first



per-cent down payment of \$151,000.

Before that, Katherine viewed eight homes and made offers on four. The day she toured the Magnetawan property, a snowstorm had made the drive stressful and visibility poor, but the home felt structurally solid.

"I was like, great. I don't care what it looks like, as long as the bones, the foundation is good," she said.

To finance the purchase, Katherine used a digital mortgage broker and secured a five-year fixed mortgage at 1.69 per cent with a 30-year amortization. Her monthly mortgage payment was about \$2,141.

Earlier this year, when it came time to renew, she again shopped around before returning to the same broker. She ultimately locked into a three-year fixed mortgage at 4.19 per cent, increasing her monthly payment to

e "I basically looked at Toronto, and I said, 'All right, three-hour radius, let's go.'"

Katherine withdrew the maximum \$35,000 through the federal Home Buyers' Plan from her RRSP and

liquidated roughly 80 per cent of her TFSA investments. Together, the accounts helped her assemble a 20-

\$2,843.

The purchase also came with high upfront costs. “The first year of homeownership felt insanely expensive.”

Katherine said she spent close to \$30,000 in the first year alone on furniture, appliances, household tools, a lawn mower, snow blower and other necessities that come with maintaining a rural property. To stretch her budget, she bought much of it secondhand on Facebook Marketplace.

The move itself cost about \$1,000 for a U-Haul truck. She also paid approximately \$1,100 in legal fees to close the purchase.

But beyond the finances, what surprised Katherine most was how much she enjoys rural living.

As a woman of colour moving to a small town where she knew no one, she initially carried fears about whether she would feel accepted. Instead, she found community.

“When you go and talk to people, they quickly realize you’re just a per-

son, and so are they,” she said.

Her neighbours helped clear fallen trees from her property, checked in on her while she travelled and offered advice on everything from gardening to dealing with mice.

“I almost feel like they’re looking at me like, ‘You poor city kid. We’re going to teach you all the things,’ ” she said jokingly.

Today, Katherine estimates the property is worth roughly \$815,000.

She still keeps her Toronto rental apartment for work trips and frequent travel, but Magnetawan has become home.

“I’m really happy with it,” she said, adding if she hadn’t bought the house, she always would have wondered about it.

COSTS:

Purchase price: \$756,000

Down payment: 20 per cent
(\$151,000)

Legal fees: Approximately

\$1,100

Moving costs: Approximately \$1,000 for moving truck

Home inspection: \$600-\$700

ONGOING COSTS

Mortgage: \$2,843 monthly (previously \$2,141 monthly)

Home insurance: \$2,500 annually

Utilities (internet, hydro, propane): \$300

Repairs and maintenance: \$30,000

Property taxes: \$900 quarterly

Advice: “You will figure it out along the way,” Katherine said. Even though buying a home can feel permanent and overwhelming, people adapt once they’re in it.

Some details may be changed to protect the privacy of the people profiled. Are you a first-time homeowner who would like to share their story? Send us an e-mail.

Laura Brandt

From: Jennifer McCourt <jennifer@discoveryroutes.ca>
Sent: May 27, 2026 11:39 AM
To: Laura Brandt
Subject: Re: New Adventure Trails Map Partnership

Hi Laura,

The new trail maps have not gone to print yet. We are still finalizing some of the new content with our Indigenous partners. At this point, I anticipate they will be available in July. We will send out a note via email to all our partners when they are ready.

Have a great day.

Jennifer

On Wed, May 27, 2026 at 11:16 AM Laura Brandt <lbrandt@magnetawan.com> wrote:

Hi Jennifer

Hope you are doing well today 😊

Just reaching out to see when the new trail maps would be delivered?

Thanks so much

Laura

Laura Brandt, Deputy Clerk Recreation and Communications

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

Phone 705-387-3947 ext. 1002 | Fax 705-387-4875 | lbrandt@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>



Welcome to
Magnetawan, where
endless opportunities for
adventure await.

The Magnetawan
Economic Tourism
Committee (METC) is
looking for your
feedback about your
stay in Magnetawan.

Please take a few
minutes to complete the
survey and help us learn
a little about your
experiences in
Magnetawan.

We Value Your **FEEDBACK!**

Scan the QR Code to Complete
Our Survey

**SCAN
ME!** >>



Phone
705-387-3947



Website
www.magnetawan.com



Survey Link
<https://www.surveymonkey.com/r/6ND7BCT>

Thank you for scanning! Please share your thoughts to help us improve our local community and visitor experiences. **Time to complete: 2 minutes.**

Your Stay

1. What tye of accommodation are you staying at?

- ☐ Cottage Rental (Airbnb, VRBO, private rental)
- ☐ Motel / Resort / B&B
- ☐ Campground / RV Park

2. How many nights did you spend here on this trip?

- ☐ 1-2 nights
- ☐ 3-6 nights
- ☐ 7+ nights

3. How did you choose or find out about staying in Magnetawan?

- ☐ Word of mouth (Friends / Family recommendation)
- ☐ I have visited or cottaged here before
- ☐ Social media (Instagram, Facebook, TikTok)
- ☐ Booking platforms (Airbnb, VRBO, Expedia)
- ☐ Regional tourism websites (e.g., Explorers' Edge, Almaguin Highlands)
- ☐ I was looking for a specific activity (Hunting, fishing, snowmobiling)

What Did You Do?

4. What did you enjoy during your visit to Magnetawan?

- ☐ Boating, paddling, or using the Locks
- ☐ Centennial Park Beach
- ☐ Ahmic Harbour Beach
- ☐ Hiking or walking local trails
- ☐ Dining, bakeries, or local shops
- ☐ Fishing
- ☐ Hunting
- ☐ Snowmobiling
- ☐ ATV / Off-Roading
- ☐ Other (please specify)

5. Did you attend or visit any of these local events or markets?

- ☐ Magnetawan Farmers' Market
- ☐ Canada Day Celebration
- ☐ Magnetawan Leekfest
- ☐ Magnetawan Agricultural Fair (Fall Fair)
- ☐ Music in the Park
- ☐ Lake or Cottage Association Events
- ☐ No, I did not attend any local events/markets.
- ☐ Other (please specify)

6. Did you visit any other nearby communities during this trip?

- ☐ North Bay
- ☐ Huntsville
- ☐ Burk's Falls
- ☐ Sundridge
- ☐ South River
- ☐ Parry Sound
- ☐ Other nearby towns
- ☐ No, I only stayed in Magnetawan

7. How would you rate Magnetawan's public spaces (beaches, parks, boat launches)

Poor (1)

Excellent (100)

☐

Local Impact & Future Visits

8. What is your estimated spending during your stay by your group in Magnetawan (gas, food, bait, shops)

- ☐ Under \$150
- ☐ \$150-500
- ☐ \$501-\$1,000
- ☐ Over \$1,000

9. How likely are you to return to Magnetawan?

- ☐ Definitely will
- ☐ Likely
- ☐ Unsure
- ☐ Unlikely

10. What is one thing the municipality could improve to make your next stay better?

About You

11. Your home Postal Code / Zip code

Laura Brandt

From: Stephanie Lewin
Sent: June 19, 2026 2:24 PM
To: Rachel Sullivan
Cc: Laura Brandt
Subject: RE: METC merchandise and finance questions

Hi Rachel,

I would recommend cash only unless the Municipal office is open at the time of sale, considering you will have no way to confirm if the payment has gone through.

Because the METC is a Committee of Council it is governed by the Municipality, we can not be making a profit unless it is fundraising for a specific event and must be deemed a "project of community interest" by Council for the specific event.

Once we know the total cost of the merchandise, I can let you know what you what you should sell them for, and we can back out the Hst.

Thank you,

Stephanie Lewin

Treasurer/Tax Collector

Municipality of Magnetawan | PO Box 70 | 4304 Highway 520 | Magnetawan, ON POA 1P0
Phone 705-387-3947 ext. 1003 | Fax 705-387-4875 | treasurer@magnetawan.com

 **Get on the
voters list today.**

RegisterToVoteON.ca
1.866.242.3025

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>



This message (including attachments, if any) is intended to be confidential and solely for the addressee. If you received this e-mail in error, please delete it and advise me immediately. E-mail transmission cannot be guaranteed to be secure or error-free and the sender does not accept liability for errors or omissions.

From: Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent: June 19, 2026 12:35 PM
To: Stephanie Lewin <treasurer@magnetawan.com>
Cc: Laura Brandt <lbrandt@magnetawan.com>
Subject: Re: METC merchandise and finance questions

Thanks Stephanie. It sounds like cash only sales are the way to go or etransfers to the main account you provided.

Am I correct in assuming you were indicating that the sale price should not be set to make a profit? Guessing this may be the case since we are not set up as a social enterprise so this may be a municipal rule....If so I'm assuming we can still make things easy especially for cash sales by rounding to an easy dollar figure - is that correct?

We haven't chatted about the storage of inventory. Our idea to possibly set up pre-orders for the bulky items such as shirts / sweaters may help eliminate the need for large storage spaces. If there isn't space in a municipal facility, I'm assuming it would be a committee member who would house the inventory. We would set up some sort of inventory control tracking system no matter where it is stored.

Thanks,
Rachel

On Fri, 19 Jun 2026 at 12:18, Stephanie Lewin <treasurer@magnetawan.com> wrote:

Hi Rachel,

Hope you are well!

Please see my response below in red. One question I do have is where do you have in mind to store your merchandise?

I hope this helps. If you have any other questions, please let me know.

Thank you,

Stephanie Lewin

Treasurer/Tax Collector

We are looking to purchase a mix of merchandise, some of which we would like to be able to sell to recoup costs but also maybe to make a slight profit margin that could help fund future purchases or initiatives. I'm assuming the easiest approach is to purchase merchandise and establish a fixed price for sale that is easy to handle - such as \$20 / 25 vs \$22.34. Any purchase we make will have taxes included in our costs. We are also looking at setting up pre-orders through Silver Screen Printing - if so I assume, we will collect payment and then make the bulk purchase at a set time or when the purchase order is large enough.

- If we resell merchandise do we have to charge taxes as well? **yes**
- How are taxes handled? **It would be under our HST number.**
- Do we get rebates that will eventually go back to our METC account? (when I worked for a municipality in the past, I would get partial funds back when our municipality claimed HST rebates on items related to my budget) **Your budgeted amount does not include HST (but does include the % we don't get back) So there would be no rebate.**
- How is Leekfest merchandise handled? **the merchandise is sold at cost with no profit, and an inventory is kept of what is left. The merchandise is only sold on the day of leekfest. The funds received and expended will go out of the same account. We should be not making a profit.**
- Can we set us up to handle e-transfers to the municipality? We do have a tourism@magnetawan.com email but maybe there is another email address we would use. **If you did decide to use etransfer it would have to go through our account at etransfer@magnetawan.com and have it marked as METC. However, I would not recommend as you will have no way to verify that the funds have went though unless the Municipal office is open.**
- Can we set us up to handle credit card purchases? **NO**
- Can the municipality take payments at the office? **Not for individual purchases. However at the end of an event, you can bring in the cash with the reconcile documents.**
- If we have to do cash-only sales, how would you like us to track sales? **You would do a cash out sheet and have an inventory spreadsheet and at the end of the day they will have to balance, and this is what can be brought in with the cash.**
- Assuming we should be set up to issue receipts no matter what the method of payment is, how should we best do this? (e.g. a receipt book from the Dollar Store; template from the municipality; etc.) **a receipt book would probably be best**

I'm hoping I've captured the key questions. Feel free to share any additional thoughts. Happy to chat.

Thanks,

Rachel

On Wed, 17 Jun 2026 at 11:32, Rachel Sullivan <rsullivanonthelake@gmail.com> wrote:

sounds good. I'll get something off to you hopefully today.

Laura Brandt

From: Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent: June 19, 2026 12:25 PM
Subject: METC - draft Terms of Reference - input requested by Friday, July 10th
Attachments: 06 19 2026 Draft Terms of Reference METC.docx

Hello all (METC blindcopied including Laura and CAO),
As discussed at the last meeting, I'm circulating the updated draft Terms of Reference document. Changes from the draft presented at the June 4th meeting are highlighted in red. The main change was incorporating business development into our draft mandate which was suggested by staff and agreed to at the meeting. It would be appreciated if you could send any **feedback to me by Friday, July 10th.**

Based on feedback, I'll update the draft and the plan will be to circulate it in advance of our July 27th meeting. If we approve a final draft at that meeting, the goal will be to have it presented to Council at their August 19th meeting for consideration.

Thanks,
Rachel
705-346-0653

MAGNETAWAN ECONOMIC TOURISM COMMITTEE (METC) Terms of Reference (DRAFT)

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

Mission Statement

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

Mandate

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

Guiding Principles

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

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

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

Accountability and Reporting

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

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

Official committee meetings will be held at least quarterly with a Municipal Staff appointed secretary. Key items to be included in the official meetings include the annual appointment of

the Chair, Vice Chair and Secretary as well as the approval of the annual work plan and budget submission.

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

The Committee will provide the Council for the Municipality of Magnetawan a work plan for the coming year and a yearly budget request as part of the Municipality's annual budget approval process.

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

The Committee may meet informally. These working sessions would be centered around planning, information gathering, project development, general discussion and advancing projects at a working level. These sessions are open to the public (in person or electronically) to ensure transparency. Quorum is not required for working sessions. Notes of each working session will be provided to municipal staff as soon as possible after each session to be included within the public agenda of the next official meeting of METC.

Question for staff: I believe it was confirmed that we can continue to operate with working groups without a requirement for public meeting notices or official notes being taken as these working level groups stay under quorum levels. Just want to make sure there is clarity between committee working sessions and working groups. Please feel free to provide guidance.

Commented [RS1]: Question for staff: I believe it was confirmed that we can continue to operate with working groups without a requirement for public meeting notices or official notes being taken as these working level groups stay under quorum levels. Just want to make sure there is clarity between committee working sessions and working groups. Please feel free to provide guidance.

Recruitment and Appointment of Board Members

There shall be appointed by Council, a Committee consisting of a minimum of five to eleven (5-11) Members if possible.

Consideration will be given to committee composition in an effort to ensure the committee is reflective of the various subsectors of the local tourism industry, including but not exclusive to:

- Accommodations
- Food and Beverage
- Arts and Culture

Laura Brandt

From: Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent: July 6, 2026 8:51 AM
Subject: Re: METC - draft Terms of Reference - input requested by Friday, July 10th
Attachments: 06 19 2026 Draft Terms of Reference METC.docx

Hello all (bcc METC and staff),

Just a reminder that I'm hoping to get any input by this Friday (July 10) so I can incorporate any suggested changes and then recirculate the draft in advance of our meeting. Thank you to those that have provided feedback so far.

I've included an answer to the question that was noted in the draft below along with the only suggested change so far which relates to composition.

Thanks

Rachel

705-346-0653

With regards to **Question for staff: I believe it was confirmed that we can continue to operate with working groups without a requirement for public meeting notices or official notes being taken as these working level groups stay under quorum levels. Just want to make sure there is clarity between committee working sessions and working groups. Please feel free to provide guidance.**

Agreed – working groups are not working sessions. IMO a working group is Bill and Brad working on sending out letters. They are following through with direction from the Committee. The Working Sessions are when the Committee is attempting to get together to get updated on what the working groups are doing, brainstorming new ideas, providing new direction, etc. Quorum is not required for working sessions, and should not be present in a 'working group' (or that essentially becomes a 'meeting') 😊

I would also suggest that for the committee composition, you may want to consider adding verbiage that also reflects membership would/could/should include a general? balanced? cross section of the makeup of the community – eg – seasonal, full time, other businesses that aren't covered under the subsectors you list, etc

Sent from my iPhone

On Jun 19, 2026, at 12:24 PM, Rachel Sullivan <rsullivanonthelake@gmail.com> wrote:

Hello all (METC blindcopied including Laura and CAO),

As discussed at the last meeting, I'm circulating the updated draft Terms of Reference document. Changes from the draft presented at the June 4th meeting are highlighted in red. The main change was incorporating business development into our draft mandate which was suggested by staff and agreed to at the meeting. It would be appreciated if you could send any **feedback to me by Friday, July 10th.**

Based on feedback, I'll update the draft and the plan will be to circulate it in advance of our July 27th meeting. If we approve a final draft at that meeting, the goal will be to have it presented to Council at their August 19th meeting for consideration.

Thanks,

Rachel

705-346-0653

MAGNETAWAN ECONOMIC TOURISM COMMITTEE (METC) Terms of Reference (DRAFT)

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

Mission Statement

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

Mandate

The Committee’s mandate will be to promote **and support business development in** tourism in Magnetawan. For greater certainty, the expression “promotion of tourism” includes the development of tourism **promotional** products.

Guiding Principles

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

To develop and implement tourist marketing strategies **and support economic development efforts** that reflect Magnetawan’s unique character, its cultural and built heritage, recreational and sport assets, and business development opportunities.

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

Accountability and Reporting

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

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

Official committee meetings will be held at least quarterly with a Municipal Staff appointed secretary. Key items to be included in the official meetings include the annual appointment of

the Chair, Vice Chair and Secretary as well as the approval of the annual work plan and budget submission.

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

The Committee will provide the Council for the Municipality of Magnetawan a work plan for the coming year and a yearly budget request as part of the Municipality's annual budget approval process.

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

The Committee may meet informally. These working sessions would be centered around planning, information gathering, project development, general discussion and advancing projects at a working level. These sessions are open to the public (in person or electronically) to ensure transparency. Quorum is not required for working sessions. Notes of each working session will be provided to municipal staff as soon as possible after each session to be included within the public agenda of the next official meeting of METC.

Question for staff: I believe it was confirmed that we can continue to operate with working groups without a requirement for public meeting notices or official notes being taken as these working level groups stay under quorum levels. Just want to make sure there is clarity between committee working sessions and working groups. Please feel free to provide guidance.

Recruitment and Appointment of Board Members

There shall be appointed by Council, a Committee consisting of a minimum of five to eleven (5-11) Members if possible.

Consideration will be given to committee composition in an effort to ensure the committee is reflective of the various subsectors of the local tourism industry, including but not exclusive to:

- Accommodations
- Food and Beverage
- Arts and Culture

FINAL DRAFT

MAGNETAWAN ECONOMIC TOURISM COMMITTEE (METC) Terms of Reference (DRAFT)

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

Mission Statement

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

Mandate

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

Guiding Principles

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

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

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

Accountability and Reporting

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

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

Official committee meetings will be held at least quarterly with a Municipal Staff appointed secretary. Key items to be included in the official meetings include the annual appointment of

the Chair, Vice Chair and Secretary as well as the approval of the annual work plan and budget submission.

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

The Committee will provide the Council for the Municipality of Magnetawan a work plan for the coming year and a yearly budget request as part of the Municipality's annual budget approval process.

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

The Committee may meet informally. These working sessions would be centered around planning, information gathering, project development, general discussion and advancing projects at a working level. These sessions are open to the public (in person or electronically) to ensure transparency. Quorum is not required for working sessions. Notes of each working session will be provided to municipal staff as soon as possible after each session to be included within the public agenda of the next official meeting of METC.

Recruitment and Appointment of Board Members

There shall be appointed by Council, a Committee consisting of a minimum of five (or 7-8) to eleven Members if possible.

Consideration will be given to committee composition in an effort to ensure the committee is reflective of the various subsectors of the local tourism industry, including but not exclusive to:

- Accommodations
- Food and Beverage
- Arts and Culture

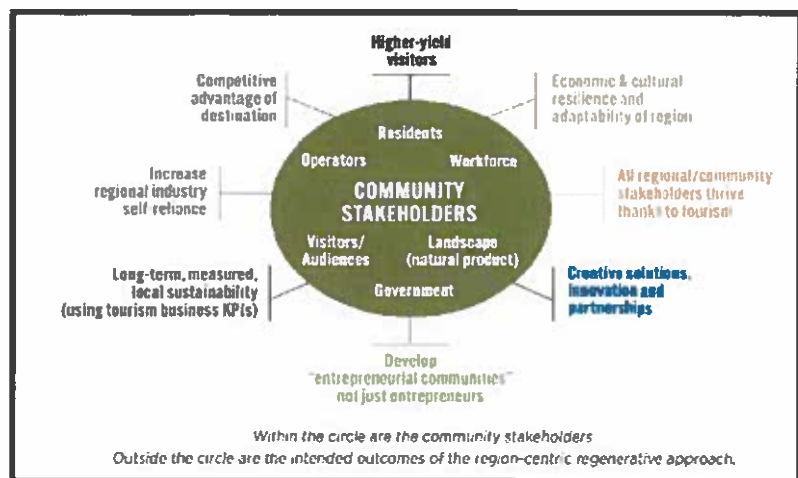
NOTES:

*Business Development activities may include, but not exclusive to XXXX

*Responsible / Regenerative Tourism: METC has adopted the 'regenerative tourism' approach of Explorers' Edge which takes a community centric approach and works to ensure projects pursued are sustainable in nature and lead to mutual benefits and symbiotic relationships. The following diagram provides additional clarification:

Community-Centric

Mutually Beneficial & Symbiotic Relationships



Source: Explorers' Edge

Feedback / Clarifications / Questions related to draft document (not to be included in the final copy):

- Define responsible tourism
- Define business development – need to make sure METC is on the same page as Council when it comes to knowing what type of business development will be supported and when. For instance, a recent request to make the community centre rental policy more accessible for businesses to use and pay for the kitchen only was denied.
- Committee composition:
 - Minimum membership: feedback noted that although large committees can lead to challenges in having time for discussions and decision making, small committees can miss out on innovative thinking and depending on projects and timelines, they can burn out faster. **Should minimum level be 3-5**
 - Additional composition considerations: suggest adding verbiage that also reflects membership would/could/should include a general, balanced, cross section of the makeup of the community, e.g. seasonal, full-time, other businesses not listed in the identified subsectors listed.
- Question & Answer regarding working groups vs working sessions:

Can we continue to operate with working groups without a requirement for public meeting notices or official notes being taken as these working level groups stay under quorum levels? Want to make sure there is clarity between committee working sessions and working groups.

Agreed – working groups are not working sessions. IMO a working group is Bill and Brad working on sending out letters. They are following through with direction from the Committee. The Working Sessions are when the Committee is attempting to get together to get updated on what the working groups are doing, brainstorming new ideas, providing new direction, etc. Quorum is not required for working sessions, and should not be present in a 'working group' (or that essentially becomes a 'meeting')

Report Date
7/22/2026 8:20 AM

Municipality of Magnetawan
General Ledger
For the Period 1/01/2026 to 7/31/2026

Page 1

Account # / Description			Account Class			Balance Forward
Date	Source	Transaction Description	Sub Pd	Batch	Tr Amount	Balance
1-4-2300-2010 - ED - MATERIALS & SUPPLIES			Expenditure			0.00
1/23/2026	Ch 28010	OSIM INTERACTIVE-WEBSITE	AP	1 00022	71.23	71.23
2/03/2026	OB FEB3	ROYAL BANK VISA EFT-SURVEY MONKEY	AP	2 00180	121.09	192.32
3/04/2026	Ch 28126	OSIM INTERACTIVE-WEBSITE UPGRADES	AP	3 00085	330.72	523.04
3/10/2026	OB MAR10	ROYAL BANK VISA EFT-WEBSITE	AP	3 00178	330.72	853.76
3/10/2026	OB MAR10	ROYAL BANK VISA EFT-SUBSCRIPTIONS	AP	3 00178	121.09	974.85
4/15/2026	Ch 28250	EXPLORERS' EDGE-WAYFINDING / CASSON	AP	4 00249	2,130.70	3,105.55
4/15/2026	Ch 28292	FRASER BRENDA MARIE-TOURISM FORUM	AP	4 00262	51.09	3,156.64
4/15/2026	Ch 28294	HOLLY DICKSON-TOURISM FORUM	AP	4 00262	395.00	3,551.64
4/15/2026	Ch 28296	SHUBROOK, EVA-TOURISM FORUM	AP	4 00262	1,300.00	4,851.64
4/28/2026	OB APR28	ROYAL BANK VISA EFT-TOURISM FORUM	AP	4 00323	100.00	4,951.64
6/01/2026	OB JUNE1	ROYAL BANK VISA EFT-COPYRIGHT	AP	6 00640	63.00	5,014.64
6/03/2026	Ch 28415	6S GRAPHICS-BROCHURE BOXES - DEPOS	AP	6 00453	814.08	5,828.72
6/03/2026	Ch 28445	MAGNETAWAN BUILDING CENTRE (COMMU	AP	6 00453	219.74	6,048.46
6/16/2026	Ch 28519	OSIM INTERACTIVE-WEBSITE	AP	6 00550	165.36	6,213.82
6/19/2026	OB JUNE19	ROYAL BANK VISA EFT-SURVEY MONKEY S	AP	6 00640	134.47	6,348.29
7/14/2026	Ch 28662	SIGNCRAFT CANADA INC.-SIGNAGE	AP	7 00681	656.35	7,004.64
Net Total:					7,004.64	
Budget / Budget Remaining:					25,000.00	17,860.89
Total Committed:					134.47	

Net Change:	7,004.64
Annual Budget:	25,000.00
YTD Committed:	134.47
Budget Remaining:	17,860.89

Report Totals:

	<u>Ledger Accounts</u>	<u>Non-Ledger Accounts</u>
Total Balance Forward:	0.00	0.00
Total Debits:	7,004.64	0.00
Total Credits:	0.00	0.00
Total Committed:	134.47	
Net Change:	7,139.11	0.00
Ending Balance:	7,139.11	0.00
Budget Surplus (Deficit):	(25,000.00)	
Total Budget Remaining:	17,860.89	

Accounts Printed: 1

Corporation of the
**Municipality
of
Magnetawan**

Tel: (705) 387-3947
Fax: (705) 387-4875
www.magnetawan.com

P.O. Box 70, Magnetawan, Ontario P0A 1P0

RESOLUTION NO. 2026-169

JULY 08, 2026

Moved by: Jim Hetherington

Seconded by: Brad Kneller

WHEREAS the Council for the Municipality of Magnetawan receives Resolution 2026-11 from the Magnetawan Community Centre Board requesting to "keep the current bylaw in place and is not in favour of renting the Community Centre Kitchen separately nor allowing storage space for commercial operation" with respect to the correspondence from Amy and Zac Kvas, Kvas Fine Beverage Co. / Hen & Finch Maple Co. regarding the use of the Magnetawan Community Center Kitchen as a standalone rental;

NOW THEREFORE BE IT RESOLVED THAT the Council for the Municipality of Magnetawan upholds By-law 2026-18 *Fees and Charges* wherein the Magnetawan of Magnetawan Community Centre Kitchen is "not available for individual rental".

Carried ☒ Defeated ☐ Deferred ☐

Sam Dunnett
Sam Dunnett, Mayor

Recorded Vote Called by: _____

Recorded Vote

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



*Knowing our heritage
we will build our future*

KVAS

FINE BEVERAGE CO.

Dear Erica and Laura,

I hope you are both doing well.

My husband Zac and I are writing to respectfully request that Council consider permitting rental of the Magnetawan Community Centre kitchen independently from the hall rental, along with consideration of a reduced-fee arrangement for kitchen-only use.

We own and operate Kvas Fine Beverage Co. and Hen & Finch Maple Co., a small family-run cocktail syrup and maple syrup business based in Magnetawan. In 2025, we relocated our family and business operations to our maple farm property in the Township, where we now produce maple syrup and continue developing our non-alcoholic cocktail beverage products inspired by Northern Ontario agriculture and ingredients.

Currently, Kvas products are produced through a co-packer in Barrie. While this arrangement has supported our growth, large minimum production requirements and certification limitations can make it difficult for truly small-scale businesses to produce locally or collaborate with smaller regional farms and ingredient producers.

With seven years of experience in food production, we believe we can confidently produce our products at a high standard while further supporting local northern ingredients and contributing to food production and entrepreneurship within the Almaguin Highlands community. At present, however, the availability and cost structure of the Magnetawan Community Centre kitchen limits our ability to move toward local small-batch production.

If kitchen access and affordability were improved, our goal would be to transition production of Kvas products into Magnetawan, while also expanding maple-based products through Hen & Finch Maple Co. One idea we are particularly excited about is a “Hot Maple” product, with a portion of proceeds donated to the Magnetawan Firefighter Association.

Based on our current understanding, the Magnetawan Community Centre kitchen would support our production needs well, particularly with access to a commercial stove and venting system. Limited storage space for dry ingredients such as sugar, spices, and teas would also be beneficial if available. Initially, our anticipated use would likely be once monthly, increasing seasonally to bi-monthly or weekly during peak production periods leading into the holidays.

At present, the requirement to rent both the kitchen and hall creates a significant financial barrier for small-scale businesses and food producers who only require access to the kitchen itself. We believe a kitchen-only rental option would improve accessibility and create a more practical and affordable solution for local entrepreneurs and community members.

We also believe this type of arrangement could provide broader community benefit by:

- Supporting local business growth and food production;
- Encouraging greater use of municipal facilities;
- Providing more affordable access to certified kitchen space within Magnetawan;
- Supporting tourism, markets, and agricultural initiatives within the Township; and
- Creating additional rental opportunities and revenue for the Municipality.

We have recently discussed this matter with members of the Magnetawan Economic Tourism Committee, including Rachel Sullivan and Francine, who encouraged us to bring the request forward directly to staff and Council for consideration. We understand this is not the first time the issue of kitchen-only access has been raised within the community.

As a locally based business, we are proud to contribute to Magnetawan through local production, tourism-related initiatives, donations, and ongoing investment in our property and operations within the Township. Access to an affordable kitchen space would help support our continued local growth and allow us to further participate in community and economic development initiatives.

We appreciate your time and consideration and would be happy to provide any additional information or answer questions if helpful.

Sincerely,

Amy and Zac Kvas

Kvas Fine Beverage Co. / Hen & Finch Maple Co.

**HEN & FINCH
MAPLE CO.**

MOMENTS
MIXED WELL

KVAS

FINE BEVERAGE CO.





**Municipality of
Magnetawan**

Magnetawan Community Centre Board

RESOLUTION No. 2026-11 JUNE 24, 2026

Moved by: _____

Seconded by: _____

WHEREAS the Magnetawan Community Centre Board receives the correspondence from Amy and Zac Kvas, Hen & Finch Maple CO. & Kvas Fine Beverage Use of Magnetawan Community Centre Kitchen;
AND WHEREAS By-law 2026-18 states that the Magnetawan Community Centre Kitchen is not available for individual rental;

AND WHEREAS the Magnetawan Community Centre Boards mandate is to advise Council of the public perspective on the care and maintenance of the facilities, community concerns, rental procedures and/or operations, and safety concerns;

NOW THEREFORE BE IT RESOLVED THAT the Magnetawan Community Centre Board respectfully request that Council:

~~Council~~ keep the current Bylaw in place and
is not in favour of renting the community centre
kitchen seperately nor allowing storage
space for commercial operation.

Carried ☒

Defeated ☐

Deferred ☐

Laifild Katerhor
Chair,



Magnetawan Community Centre Board (MCCB)

Meeting Minutes

Wednesday June 24, 2026

9:00 am

**Magnetawan Community Centre
4304 Highway 520, Magnetawan**

Committee members in attendance:

Chair Garfield Robertson
Vice Chair Mark Langford
Councillor Brad Kneller
Maria Dunnett
Garry Johnston
Harvey Sohm

Regrets:

Martina Winstone

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 2026-09 Kneller-Johnston

BE IT RESOLVED THAT the Magnetawan Community Centre Board adopts the agenda for this regular meeting of Wednesday June 24, 2026.

Carried.

1.3 Disclosure of Pecuniary Interest

Chair Garfield Robertson 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 2026-10 Dunnett-Kneller

BE IT RESOLVED THAT the Magnetawan Community Centre Board adopts the minutes from the committee meeting of Wednesday April 22, 2026, as copied and circulated.

Carried.

ITEMS BROUGHT FORWARD

2.1 Correspondence from Amy and Zac Kvas, Hen & Finch Maple CO. & Kvas Fine Beverage Use of Magnetawan Community Centre Kitchen

RESOLUTION 2026-11 Langford-Sohm

WHEREAS the Magnetawan Community Centre Board receives the correspondence from Amy and Zac Kvas, Hen & Finch Maple CO. & Kvas Fine Beverage Use of Magnetawan Community Centre Kitchen;

AND WHEREAS By-law 2026-18 states that the Magnetawan Community Centre Kitchen is not available for individual rental;

AND WHEREAS the Magnetawan Community Centre Board's mandate is to advise Council of the public perspective on the care and maintenance of the facilities, community concerns, rental procedures and/or operations, and safety concerns;

NOW THEREFORE BE IT RESOLVED THAT the Magnetawan Community Centre Board respectfully request that Council keep the current By-law in place and is not in favour of renting the Community Centre kitchen nor allowing storage space for commercial operation.

Carried.

The Committee discussed the request for storage space as well as the possibility of allowing rentals for just the Community Centre Kitchen as the current policy is that it is not to be rented separately.

Committee members agreed that there is currently no space that could house the dry goods that have been requested to be kept at the Community Centre. Currently there is not enough space to store all the current equipment for the Community Centre, events, and programming. The Committee discussed other potential roadblocks/risks associated with storing the dry goods such as health unit requirements as well as issues arising from potential theft and/or damages.

The Committee also discussed renting out the kitchen separately without the inclusion of the use of the hall itself. The Committee discussed concerns due to the production being proposed and that the kitchen could potentially acquire sticky ceilings. Concerns were also raised that allowing the rental to be separated would then allow the kitchen only to be rented on weekends and/or prime dates. They further discussed that other residents and community groups typically would need those dates and that these groups would rent the whole Community Centre including the kitchen. The Secretary advised the Committee that there are days that programming runs where the Community Centre is in use, but the kitchen is not such as Tuesdays for pickleball. The Secretary also advised the Committee that they could consider recommending putting a restriction on the rental where the renting of just the kitchen on a weekend or prime dates would not be allowable. The Committee also discussed that this request has been put before the Committee previously regarding the baking of pies and the Secretary advised the Committee that one other community commercial business has reached out with the same request and Staff advised the resident of the process to appeal for an exemption from the By-law.

2.2 Verbal Update Magnetawan Community Centre Projects

The Secretary advised that the electrical line was done for Well #3 and that the line has now been buried. The Well is continuing to work efficiently, and Staff advised the Committee that the test will be on Canada Day. The Secretary also advised the Committee that the Health Unit has been informed about the new well and that all testing has been passed.

The Secretary further advised the Committee that the window locks have now been repaired as well as Staff are currently waiting on an install date for the new furnace for the Community Centre and Library.

Committee Member Dunnett advised the Committee that the drawer dividers built by Parks Staff work perfectly and that there is no need to now purchase any dividers for the drawers.

The Secretary also advised the Committee that one of the coffee urns shorted out and is no longer useable. The Committee agreed to purchase a replacement coffee urn using the funds that were earmarked for the drawer divider project. Staff will order a new urn.

Committee Member Kneller asked Committee Members if there is a 240volt plug in at the Pavilion as there may be interest in a mobile Cancer Screening Clinic coming to do monthly screening that would require this voltage of plug. Vice Chair Langford confirmed that there was a plug right by the panel in the Pavilion shop. Staff advised that the Municipality would be open to discussing the possibility of hosting this screening on our municipal grounds and for any potential key contacts to reach out to the Secretary so that she can help facilitate social media, event calendar, books, and facility use.

2.3 Verbal Update Lions Pavilion Projects

The Secretary advised the Committee that the repairs to the Pavilion pillars will start at the end of August and that a new flagpole has been erected near the entrance to the Municipal grounds.

The Secretary advised the Committee that the installation of the old flags to ensure that they are following protocol still needs to be completed.

The Secretary further advised the Committee that Staff have had site visits with concrete/cement contractors for pricing and opinions on how best to repair the cracks on the pad. It should be noted that contractors are advising there is no point in repairing the pad as it will just crack again and the rink boards would need to be redone. Staff are currently trying to locate epoxy contractors to request quotes as well as a second concrete/cement contractor will be conducting a site visit for their opinion and quoting. Staff may also have another idea that may mitigate further cracking that they would like to try this Winter. Vice Chair Langford asked Staff to reach out to Ahmic Lake Marine as they have a very dependable contractor they use that does epoxy repair.

2.4 Verbal Update Ahmic Harbour Community Centre

The Secretary advised the Committee that Staff have gone through the chair and table inventory currently at the Community Centre. Currently the inventory of chairs is thirty-six (36) brown chairs, thirty-four (34) blue chairs and nine (9) tables. The Secretary further advised that the purchase of new tables and chairs have been put on the 2027 Budget List for the Committee's consideration. Vice Chair Langford asked if the Lions Club could use sixteen (16) of the chairs that were going to be thrown out as they need sixteen (16) chairs for their Canada Day Float. Staff advised that they would investigate if the broken chairs have been disposed of. The Secretary also advised that she has been checking GovDeals to investigate any "good deals" on chairs for the Community Centre. Vice Chair Langford advised the Committee that the Golf Course has extra chairs that were going to be sold on the buy and sell that were purchased from GovDeals. The Secretary advised the Committee that she will reach out to the key contact at the Golf Course to inquire if they are for sale.

The Secretary further advised the Committee that she double checked with the CAO/Clerk and Fire Chief about whether the Ahmic Community Centre was in compliance with the Fire Code. They both have confirmed that the Community Centre is in compliance with any legislation.

FOR INFORMATION ONLY

3.1 Outcome of Request to Council Lions Letter Requesting the Placement of a Vending Machine in the Pavilion – Motion 2026-119, Motion 2026-149, Report to Council from Deputy Clerk Laura Brandt, Lions Club Request Cashless Beverage Vending Machine.

Vice Chair Langford advised the Committee that the Lions Club is currently investigating the viability of continuing with the placement as they are experiencing a roadblock as the monthly fees associated with a cashless machine are cost prohibitive. The Lions Club will reach out to Staff if the project moves forward.

ADJOURNMENT

3.1 Confirm the Proceedings of Committee and Adjourn

RESOLUTION 2026-12 Kneller-Dunnett

BE IT RESOLVED THAT the Magnetawan Community Centre Board adjourns this meeting at 9:33 am to meet again on September 16, 2026, at 9:00 am or at the call of the Chair.

Carried.

Approved by:

Chair

Secretary

Laura Brandt

From: Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent: June 20, 2026 9:15 AM
Subject: FYI Request to change rental policy to allow separate rental of community kitchen space

Hello all (METC bcced),

I wanted to flag a letter that is included on the Magnetawan Community Centre Board meeting agenda for next week, as Francine and I are referenced in the letter:

<https://magnetawan.com/content/government/06-24-2026-mccb-council-agenda-package.pdf>

The letter from Amy Kvas is requesting a change to the rental policy to improve access to the commercial kitchen in the community centre (page 4 and 5 of the agenda package).

<https://magnetawan.com/content/government/06-24-2026-mccb-council-agenda-package.pdf>

My understanding of the current policy is that in order to rent the kitchen, you also have to rent the hall. Considering how much the community centre is used, I can imagine access to the whole space would be very limited in addition to being costly to book the 'extra' space that isn't even needed. This issue was also raised at our 2025 community focus group session. Staff have been in touch with Amy and we will plan to add this item to our next agenda so we can get an update on the request.

Thanks,
Rachel

From: Rachel Sullivan <rsullivanonthelake@gmail.com>

Sent: July 17, 2026 7:15 AM

To: Rob Ross <RRoss@cambridgeforums.com>

Cc: Laura Brandt <lbrandt@magnetawan.com>

Subject: Re: Draft Agenda for Monday, July 27th Meeting - feedback requested by Monday, July 20th

Thanks Rob. This is an activity we tried to support last year with Explorers Edge and ACED. Erica and I had chats with them and there wasn't much of a role for us at the time but I believe there is interest in doing more. One of the webinars EE hosted showcased the business case of stargazing and the presenter highlighted how well our region ranked in terms of dark sky. Maybe there is an opportunity for us to get some of our parks designated...

I'd like to suggest we add this article to the agenda maybe under the category of a future planning session maybe in September. It will also provide an opportunity to revisit assigning project leads / distribution of workload.

Thanks

Rachel

Sent from my iPad

On Jul 16, 2026, at 2:29 PM, Rob Ross <RRoss@cambridgeforums.com> wrote:

Rachel,

This looks comprehensive to me.

Thinking of product development and our assets, take a look at what's happening in the "astrotourism" business!

https://www.economist.com/culture/2026/07/09/the-brightest-tourism-trend-can-be-found-in-the-darkest-places?giftId=OWUwNWlxMDItOTViMC00MDYxLTkxNmQtODlmZmM5MWZkODE5&utm_campaign=gifted_article

Rob Ross
49 Peninsula Lane
Burks Falls, ON
P0A1C0

Rob – 416 451-6344
Beverley – 416 480-2180
From: Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent: July 16, 2026 11:14 AM

Weekly edition

World in brief

Opinion

United States

Finance & economics

Business

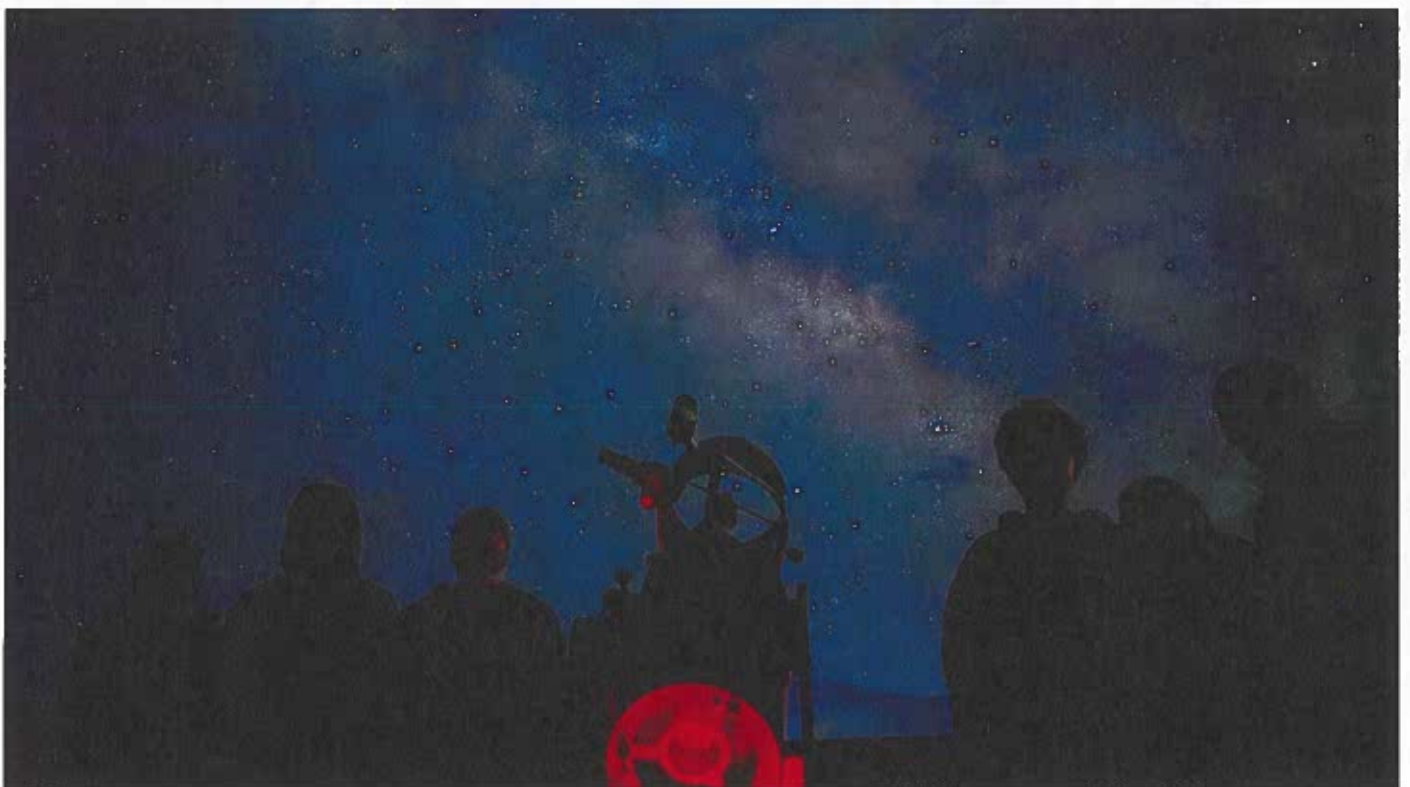
Chil

Culture | Night-sky fever

The brightest tourism trend can be found in the darkest places

Stargazing is an illuminating business

Share



Eyes on the skies PHOTOGRAPH: ASTROSTAYS

Jul 9th 2026 | 2 min read

You've been given access to this story by a subscriber to *The Economist* Start free trial

Listen to this story

0:00 / 0:00

FOR MILLENNIA starry nights have guided navigators, perplexed astronomers and inspired painters. But they are becoming a rarer sight. At least 80% of the world lives under light-polluted skies—a figure that rises to 99% in America and Europe. A paper published in *Science* found that between 2011 and 2022 the night sky grew almost 10% brighter each year. With so many places awash with artificial light, people are increasingly seeking out the darkness.

Many became starry-eyed during the pandemic. Confined to their homes, people took to gazing at the cosmos. (It helped that lockdown contributed to a drop in light pollution in lots of places.) Some turned to social media—and online communities such as “SpaceTok”—for information. Once restrictions lifted, these hobbyists planned their trips accordingly.

ADVERTISEMENT

The forecasts for companies offering “astrotourism” and “noctourism” are anything but cloudy. In 2024 a survey by Booking.com, a travel website, found that 62% of people were interested in destinations with limited light pollution. To meet the demand for “cosmic escapism”, some hotels now provide access to telescopes and in-house astronomers. Others are offering star-bathing and moonlit meditation.

Because the best stargazing requires seclusion, astrotourism is a boon to remote areas that do not usually lure tourists. DarkSky International, a non-profit, certifies parks and reserves with the best night time conditions. It has seen a

You've been given access to this story by a subscriber to *The Economist* Start free trial

growing from 10 in 2023 to 20 applications in the first half of 2020 alone.

Astro Retreat in Maan, an Indian village in the Himalayas, has seen a surge in visitors of late. [Al Ula](#), in the Saudi Arabian desert, is going big on astrotourism by building a state-of-the-art observatory and luxury stargazing lodges. John Barentine, an astronomer in Arizona, says there is an opportunity for rural places where industries such as mining have waned.

Such trips appeal because they offer a stillness that is hard to find in much of the modern world, where “we have turned night into day in the places we live and work,” as Ruskin Hartley, DarkSky’s director, puts it. Stargazing also encourages feelings of wonderment, which are in short supply. Studies have found that those who look up report a greater sense of well-being; feelings of awe are linked to lower stress levels and a sense of tranquillity. Some credit the pastime with giving them a greater sense of perspective. As [Oscar Wilde](#) once wrote: “We are all in the gutter, but some of us are looking at the stars.” ■

For more on the latest books, films, TV shows, albums and controversies, sign up to [Plot Twist](#), our weekly subscriber-only newsletter

Explore more

Culture

Tourism

This article appeared in the Culture section of the print edition under the headline “Night-sky fever”



From the July 11th 2026 edition

Discover stories from this section and more in the list of contents

[→ Explore the edition](#)

You've been given access to this story by a subscriber to *The Economist* Start free trial



AHCC Chamber News ~

NETWORKING



The AHCC Chamber Networking Events are on hiatus for the Summer Season. Looking forward to seeing everyone out to our events come Fall!



Spotlight!

Events hosted / sponsored by Chamber Members~

ALMAGUIN HIGHLANDS
SECONDARY SCHOOL

ALUMNI NIGHT

CALLING ALL ALUMNI!
Come Down & Enjoy A Night Out On The Patio!



LIVE MUSIC FROM
HEART LAKE ROAD
THEY'RE ALUMNI!

DATE: **JUNE 6** ★ TIME: **7 PM - 10 PM**

ANYONE WEARING AN ALUMNI T-SHIRT, SWEATSHIRT, OR ANY ALUMNI WILL GET A **FREE SMALL ICE CREAM!**

★ PLACE: **DOUBLE DECKER SUNDRIDGE** ★
10397 HWY 124
GOOD PEOPLE • GREAT MUSIC • ALUMNI PRIDE
SEE YOU THERE!

PORT CARMEN MARINA'S SUMMER KICK-OFF

JUNE 27, 2026
10am-3pm
3077 Hwy 520, Burk's Falls, ON



Discover Local Treasures!
Explore a vibrant selection of local vendors offering unique products and services. From handcrafted artisanal goods to mouthwatering treats, exceptional services, and reliable everyday essentials—there's something for everyone to enjoy!
Free Admission

BBQ May 30, 2026, 11-2 Fresh-Mart South River



Come out and help the OPP get their
Orange On and Paint a Cruiser!

MULTIPLE SCLEROSIS
AWARENESS IN ALMAGUIN

With your help, someday we
will live in a world without MS!

SEE YOU THERE!!

Last chance to get your name
into the BBQ draw!!!!



BBQ Sponsored By:

South River Lions and Griffith's Brothers!

ALL YOU CAN EAT

**WESTERN
WEDNESDAYS**

BBQ

BUFFET | 6- 9PM

**\$35 ADULTS
\$15 KIDS**

NORTHBRIDGE INN

Local June Events-



Emsdale Seniors 65+ Lunch Thursday, June 25th Emsdale Community Centre

\$10 PER PERSON

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

705-724-6028

or go to the Calendar of Events on our website to RSVP

epsccs.ca

JUNE MENU:
Lasagna



ALMAGUIN PRIDE'S 4th ANNUAL PRIDE PARTY



Join us for the rootin'-est,
tootin'-est Pride Party in the
Almaguin Highlands!

**Saturday, June 6
7:00pm-11:00pm**

**South River Royal Canadian Legion
95 Ottawa Avenue, POA1X0**

**FREE ENTRY, CAMPFIRE, AND
LOCAL ENTERTAINMENT!**

@YourLibrary

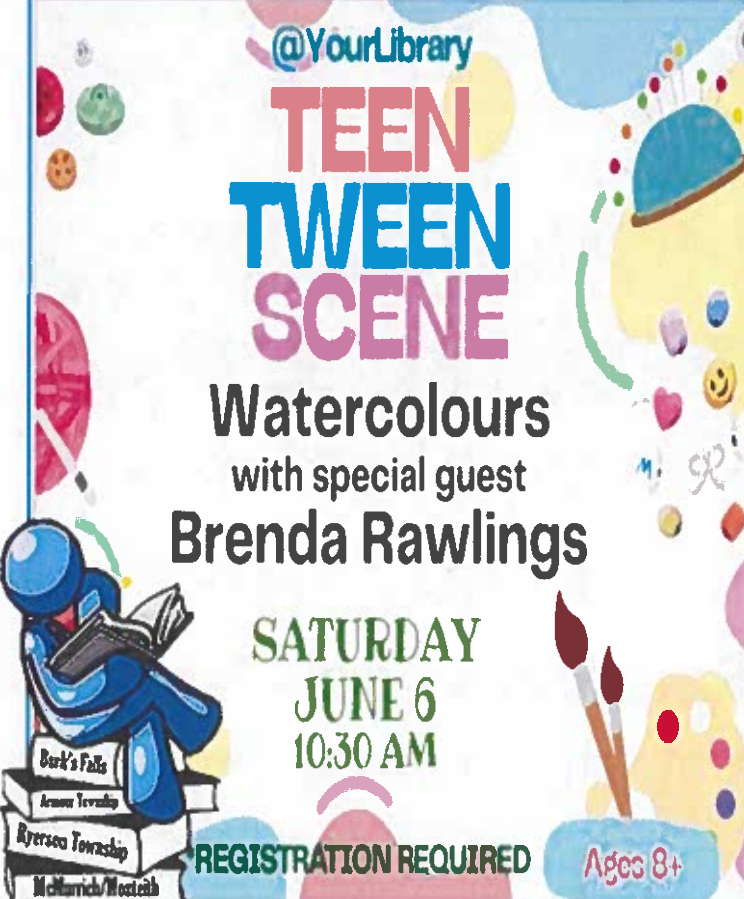
TEEN TWEEN SCENE

Watercolours
with special guest
Brenda Rawlings

**SATURDAY
JUNE 6
10:30 AM**

REGISTRATION REQUIRED

Ages 8+



Berk's Falls
Arden Township
Riverside Township
McHarrick/Woodville

Powassan Lions' Club

Fish Fry



**Wednesday
June 17
5:00 - 8:00 pm**

**\$27
per person**

Main Course
Dessert / Tea / Coffee



Cash Bar & 50/50 Draw

**Held at: 433 Main Street, Powassan
Powassan Curling Club**

Proceeds to
Powassan Lions'
Charitable Projects

BINGO Night

ARMOUR, RYERSON & BURK'S FALLS AGRICULTURAL SOCIETY MONTHLY BINGO AT THE BURK'S FALLS ARENA

JUNE 6TH 2026
DOORS OPEN AT 5:30 PM
MINI GAMES START AT 6:30PM

MINIMUM 2 STRIP PURCHASE TO PLAY
MONTHLY SPECIAL GAME WORTH \$100

ALL PROCEEDS GO TO SUPPORT THE FAIR, OTHER EVENTS, AND ACTIVITIES HOSTED BY THE ARMOUR, RYERSON & BURK'S FALLS AGRICULTURAL SOCIETY

NO OUTSIDE FOOD OR DRINKS

SNACK BAR IS OPEN
REFRESHMENTS, HOTDOGS, AND SNACKS ARE AVAILABLE

arbfas.ca license # M87898

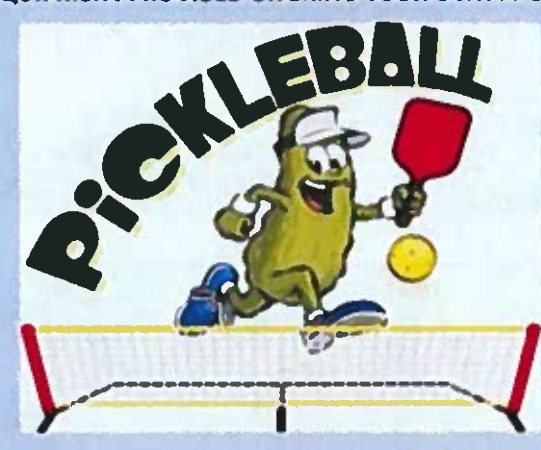
TUESDAYS

AT THE MAGNETAWAN LIONS PAVILION
ORGANIZED PLAY: 10:00AM TO 12:30PM & 6:00PM TO 7:30PM
SENIORS LIGHT PLAY (one court only) 1:30PM TO 3:00PM
DROP IN PLAY: 1:30PM TO 5:00PM

WE ASK THAT ALL DROP IN PLAY PARTICIPANTS SIGN IN AND THAT A CURRENT CONSENT FORM FOR THE CURRENT YEAR HAS BEEN SUBMITTED
PLEASE BE RESPECTFUL OF OTHERS AND SHARE THE COURTS!

EQUIPMENT PROVIDED OR BRING YOUR OWN PADDLES!

PICKLEBALL



Sundridge Market
In The Park

RELAX AND ENJOY THE OUTDOORS
with local artisans and view of Lake Bernard

Friday Nights
June 19 to August 28, 2026
5pm to 8pm

Lions Park
91 Water Street

[facebook.com / sundridgemarket](https://facebook.com/sundridgemarket)
email - sundridgemarket@gmail.com

Strong Agricultural Society

Amazing Yard Sale & Summer Market
Saturdays 8am - Noon
May long-weekend through Labour Day weekend
at Sundridge Fairgrounds

**Canada Day Celebrations start Sat. June 27th - July 1st,
Check your Municipality FB pg. for more info**



SUNDRIDGE, STRONG, JOLY
RECREATION COMMITTEE PRESENTS

SATURDAY, JUNE 27th, 2026

EVENT DETAILS

3:00 PM	Parade participants line up for the parade.
3:30 PM	SSJ Mayors judging - Prizes awarded before parade commencement.
4:00 PM	Parade commences from Mill St., down Main St. to William St.
4:30- 4:45 PM	O'Canada, Raising of the Flag - RC Legion, Introduce MP, and Acknowledgements/Announcements
4:45- 5:30 PM	Team T&J (Show #1 - 45 mins.)
4:00 PM...	Lions BBQ, food providers, and Canada Day cake serving.
5:30 PM...	Face painting and Music
5:30- 7:30 PM	Northern Lights Steel Orchestra
7:30- 8:00 PM	MAGIC SHOW by Team T&J
8:00- 8:45 PM	Team T&J (Show #2 - 45 mins.)
8:30- 10:00 PM	MUSIC
10:00- 11:00 PM	FIREWORKS DISPLAY

CANADA DAY CELEBRATION!

**SATURDAY, JUNE 27th NOON - 4PM
TOM THOMSON PARK, SOUTH RIVER**

SOUTH RIVER
LIONS CLUB



**FREE FOR THE KIDS:
FACE PAINTING (HEARTIST),
BALLOON ARTIST (KEN THE BALLOON DUDE),
WATER FUN WITH SRM FIRE DEPT, GAMES,
INFLATABLE SLIDE**



**PARADE, BBQ, BEER TENT, LIVE MUSIC, VENDORS,
DISC GOLF DEMO, PIE EATING CONTEST AND CAKE!**

12:00 pm - The CELEBRATION begins at Tom Thomson Park - come before the parade and get your face painted, visit Ken the Balloon Dude, grab a bite to eat and watch the band!

1:30 pm - Parade

2:00 pm - Parade arrives at park followed by a performance by Callander Pipes & Drums

2:15 pm - Dignitary Speeches, Don Ivans Award

2:30 pm - the CELEBRATION continues

CANADA DAY 2026 Powassan

Glendale Heights Park July 1st 6pm

**BBQ, climbing wall, rope challenge,
foam canon, bouncy castles, dunk tank
6:45pm- Watermelon Eating Contest
7pm- Pie Eating Contest**

Laura Brandt

From: Destination Ontario <destinationontario@ontario.ca>
Sent: June 2, 2026 2:37 PM
To: Laura Brandt
Subject: Destination Digest: Celebrating Ontario's Many Voices

[View this email in your browser](#)



June 2, 2026

Honouring Histories, Celebrating Communities

June is a month of celebration, reflection and connection.

As communities across Ontario begin to welcome the start of summer, June brings opportunities to gather, share stories and celebrate the people, cultures and traditions that help shape Ontario.

June also marks the start of **National Indigenous History Month** and **Pride Season**, honouring the contributions, cultures and perspectives of First Nations, Inuit and Métis Peoples and 2SLGBTQI+ communities across the province.

These moments are an important reminder that travel is about more than places. It is about connecting people with new perspectives, meaningful experiences and the communities that make each destination unique.

As we look ahead to a busy summer season, we encourage you to explore the events, experiences and stories taking place across Ontario and to continue supporting a tourism sector that welcomes and celebrates everyone.

COLLABORATION CORNER



Accessible Travel

It's National AccessAbility Week, and Destination Ontario is pleased to announce a new partnership with **AccessNow**. Through this partnership, the organizations will work together to promote accessible tourism experiences and share accessibility information that helps travellers make informed decisions when exploring Ontario.

[Read more](#)



Let's Go Blue Jays

Destination Ontario is partnering with the **Toronto Blue Jays** to connect the excitement of baseball with the spirit of travel, inviting fans to experience more of Ontario with every visit to the ballpark.

Through this multi-year agreement, Destination Ontario is the presenting partner of Rogers Centre Ballpark Tours, creating new opportunities for fans and visitors to discover Ontario before, during and after game day.

[More info](#)

SECTOR SPOTLIGHT



That's a wrap!

Destination Ontario was proud to co-host **Rendez-vous Canada 2026** with Destination Toronto from May 26–29 in Toronto.

More than **100 Ontario-based sellers** participated alongside international buyers from **22 countries**, while **17 familiarization tours** showcased destinations and experiences across the province. **Thousands** of business meetings throughout the event helped connect Ontario tourism businesses with global travel buyers, creating opportunities to drive future visitation and economic growth.



New tourism awards

The Economic Developers Association of Canada (EDAC) has introduced two new tourism-focused award categories for 2026:

Tourism Marketing Award – Recognizing campaigns that drive measurable visitor and economic impact.

Destination Development Award –

Celebrating projects that enhance tourism assets and strengthen destination appeal.

Applications are open now and close June 30.

[Apply](#)

DATA DELIVERED

New on the Destination Ontario Insights Portal

Traveller Behaviours and Planning Styles

New research from Destination Ontario and [Context Research Group](#) reveals **how travellers plan trips to Ontario**, identifying four distinct stages in the planning journey.

A key takeaway: while AI is playing a growing role in trip planning, travellers still value **human expertise**, local insight and personalized recommendations. Read more on the Destination Ontario Insights Portal.

[Read the report](#)



April Ontario Travel & Tourism Monthly

Strong Summer Travel

The latest Ontario Travel & Tourism Monthly report shows strong intent among travellers in Ontario, across Canada and in the United States to take an **overnight pleasure trip** in Ontario, with peak interest focused on the summer travel season. The report also highlights growing travel interest from **Western Canada, Quebec** and the **United States** fly market.

Destination Ontario is adding the **United Kingdom** as a new source market in the OTTM, starting this month.

[Read the report](#)



SUSTAINABILITY SNAPSHOT



**Rainbow
Registered**
**Arc-en-ciel
Officiel**

Inclusive Tourism

Rainbow Registered, now celebrating its 5th anniversary, is a national accreditation program administered by the Canadian Queer Chamber of Commerce (CQCC) that recognizes businesses and organizations committed to creating **welcoming and inclusive** experiences for 2SLGBTQI+ customers, visitors and staff.

Destination Ontario is proud to be
Rainbow Registered.

[Learn more](#)

EVENTS



Ontario Trails Week

June 1 - 8, 2026

Ontario

[Bucket list trails](#)



AccessFest

Saturday, June 6, 2026

Toronto, ON

[More info](#)



Taste of Place Summit

June 15 - 16, 2026

Edmonton, AB

[Register](#)



[Native Experiences Ontario](#)

[Canadian Queer Chamber of Commerce](#)

[AccessNow](#)

Help make Destination Digest even better!

[Take quick survey](#)



DESTINATION ONTARIO



in



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

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

*Copyright (C) 2026 Destination Ontario. All rights reserved.
You are receiving this directly from Destination Ontario.*

Our mailing address is:

Destination Ontario 10 Dundas Street East, Suite 900 Toronto, ON M7A 2A1 Canada

Want to change how you receive these emails?

You can update your preferences or unsubscribe

Laura Brandt

From: Explorers' Edge <info@explorersedge.ca>
Sent: June 5, 2026 7:47 AM
To: Laura Brandt
Subject: Summer Starts Here: Regional Tourism Updates, New Connections & Operator Opportunities

June 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



Inside this Summer Update ...

As the summer season begins across Muskoka, Parry Sound, Almaguin Highlands, Algonquin Park, Loring-Restoule, and South Algonquin, we want to wish every operator, business owner, frontline team member, community partner, and event organizer a strong, safe, and successful season ahead.

We also want to wish everyone a very happy Pride Month. This is a meaningful time to celebrate inclusion, belonging, visibility, and the ongoing work of ensuring that our communities and visitor experiences are welcoming for all.

This newsletter highlights some of the work already underway across the region, from new transportation connections and destination partnerships to inclusive tourism, visitor research, event promotion, and regional updates.

Throughout the summer, the Explorers' Edge team will be out in the region capturing the experiences, stories, businesses, people, and places that make Ontario's Great Canadian Wilderness so special. We will continue working to

amplify those experiences through our channels, partnerships, and destination development efforts.

A New Way to Reach The Great Canadian Wilderness

Explorers' Edge is proud to announce the arrival of FlixBus service to Muskoka and Ontario's Great Canadian Wilderness. New seasonal routes now connect Toronto Union Station and Toronto Pearson International Airport directly to Gravenhurst, Bracebridge, Huntsville, South River, and Parry Sound, making it easier than ever for visitors to reach us without a car.



This is a big win for tourism, but also for workforce development. As we head into summer, many of our seasonal staff arrive without vehicles. This service gives them a practical, affordable way to get here and get to work. Stops connect directly to tourism operators, including Fairfield Inn & Suites Gravenhurst, Tru by Hilton Bracebridge, Holiday Inn Express & Suites Huntsville, Crystal Cave in South River, and Holiday Inn Express & Suites North Bay, before turning around and making their way back to the city.

FlixBus is known for affordable fares, with dynamic pricing that rewards those

who book early. We encourage you to check out their booking platform. Operating June 8th through Thanksgiving, Thursday to Monday, this route opens the door for both day visitors and overnight guests alike.

- [Click Here for the Press Release](#)
- [Click Here for more information](#)

Building a More Welcoming Visitor Economy



Explorers' Edge recently hosted a DIVA Dialogue at Cedar Canoe Books in Huntsville. An evening focused on what it truly means to welcome 2SLGBTQ+ travelers, workers, and community members into our region.

The event brought together operators, community partners, and frontline teams for honest conversations about inclusive workplace culture, youth support, visitor experience, and the practical steps businesses can take to create genuinely safe and welcoming environments.

Featured guest Seth Compton of OUTLoud North Bay brought powerful perspective through his lived experience and advocacy work supporting 2SLGBTQ+ youth across Northern Ontario.

A highlight was receiving the Rainbow Registered designation from the Canadian Queer Chamber of Commerce. Northridge Inn earned the same recognition, a testament to the welcoming hospitality Kate Hood and her team have built in the Almaguin Highlands.

For operators and businesses across the region, this is the reminder: when visitors and staff feel genuinely welcomed, everyone benefits. That work starts with us.



Gravenhurst Moves in Action!



Tourism Gravenhurst, the Gravenhurst Chamber of Commerce, and Explorers' Edge have launched a \$45,000 strategic partnership designed to strengthen Gravenhurst's visitor economy through bookable travel packages, business collaboration, visitor research, and practical marketing support.

On June 4, Explorers' Edge hosted two stakeholder sessions at Taboo Resort, bringing together 44 Gravenhurst tourism businesses, community partners, municipal representatives, and business leaders. The turnout was outstanding, and the energy in the room made one thing very clear: Gravenhurst businesses are ready to work together to build stronger visitor experiences.

The sessions focused on package development, shoulder-season growth, increased visitor spending, transportation opportunities, and the supports local operators need to turn ideas into market-ready experiences. Participants also shared real-time feedback, highlighting strong interest in bookable packages, ready-to-use marketing tools, better visitor data, business introductions, and continued open communication.

With Well Known Marketing coming on board to lead package marketing, this partnership is now moving from planning into action.

A full summary is now available

here: <https://explorersedge.ca/resources/investing-in-gravenhurst-tourism/>

Recognizing the Work Behind Destination Awareness

We also want to acknowledge the significant awareness and travel trade work being led by our DMO partner, Muskoka Tourism. Their recent AGM and Tourism Celebration brought together more than 200 tourism leaders, operators, elected officials, and provincial partners, while also recognizing outstanding businesses from across Muskoka. Congratulations to their team, board, members, and award recipients on a successful AGM and continued commitment to celebrating tourism excellence in the region.



Bringing a destination to life takes many organizations working within their own roles, strengths, and mandates. Explorers' Edge can certainly appreciate the importance and effort behind this work, as our organization was once deeply involved in this awareness and travel trade lane as well. Awareness-building, media relations, travel trade development, visitor guides, and partnership campaigns all play an important role in helping more people discover, understand, and choose our region. From hosting Destination Canada and international journalists, to participating in Rendez-vous Canada, supporting FAM tours, and continuing to create visibility for operators, this work helps keep our region present in important conversations and markets. We appreciate the effort being made to share the regions story and support the broader visitor economy.

Parry Sound District Shares its Tourism Priorities

On May 29, Explorers' Edge presented at the District of Parry Sound Municipal Association Spring Meeting, where 68 municipal representatives shared tourism priorities through live polling and feedback.

TOURISM ENGAGEMENT SESSION

What 68 municipal stakeholders in the District of Parry Sound said about tourism

Shoulder-season events and visitation ranked highest at 51%, followed by trails, waterfronts, and outdoor recreation at 46%.

Participants also identified workforce, accommodations, food service, infrastructure, rural transportation, and small business support as key barriers and opportunities.

Local assets such as the Seguin Trail, Algonquin Park, the Eagle Lake fishing derby, and an emerging graphite mine were highlighted as potential anchors for stronger visitor experiences. Shared events calendars, stay-and-play packages, and last-mile transportation were also identified as priorities.

These insights align with Explorers' Edge's 2026–2027 plan to expand the Regenerative Travel Agency, build shoulder-season product, and connect operators to visitors arriving by rail, cruise, and air.

[For presentation deck and session outcomes CLICK HERE](#)

Nominating the Tourism Champions Shaping Ontario

The Ontario Tourism Awards of Excellence are now open for 2026, celebrating the people, businesses, organizations, and destinations strengthening Ontario's tourism industry.



These awards celebrate success across Ontario's tourism industry and recognize the individuals, businesses, organizations, and destinations making outstanding contributions to the visitor economy.

Award finalists and winners will be celebrated at the Ontario Tourism Awards Gala during the 2026 Ontario Tourism Summit, bringing together leaders from

across the province to honour innovation, collaboration, resilience, and excellence in tourism.

This is a great opportunity to recognize the incredible work happening across our region. Operators, communities, partners, and tourism champions are encouraged to consider submitting a nomination or sharing the opportunity with someone whose work deserves to be celebrated.

Deadline to apply: July 15, 2026

[Click Here for More Information](#)

Have Your Say: 2026 Business Confidence Survey

Thank you to everyone who has already participated in the 2026 Explorers' Edge Business Confidence Survey.

As responses continue to come in, we are seeing some interesting and surprising differences in how tourism operators are viewing the current season, overall business confidence, and the outlook for the months ahead.

Before we share the final results, we want to hear from as many businesses as possible to ensure the findings accurately reflect the realities, opportunities, and challenges across our region.

The survey takes approximately five minutes to complete. Participating businesses will receive early access to a regional results snapshot once the survey has been tabulated. As an added incentive, one participating business will receive a **\$1,500 Explorers' Edge Awareness Program Social Boost** to help increase visibility through Explorers' Edge and/or The Great Canadian Wilderness channels. Participants may also choose to enter a draw for one of three **\$50 gift cards** from regional tourism businesses.

If you have not yet completed the survey, please take a few minutes to participate. Your feedback helps inform our advocacy efforts, business support

initiatives, and future planning on behalf of the tourism industry across the region.

[Click Here to Complete the Survey](#)

Thank you for lending your voice to this important conversation.

Event Listing Updates



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.

Muskoka Takes Off: Air Canada Service Launches from the Muskoka Airport



Congratulations to Muskoka Airport and all partners involved in bringing this important new transportation connection to life. Starting June 15, 2026, travellers will be able to book seamless Air Canada service to and from Muskoka Airport through Toronto Pearson, connecting Muskoka to destinations around the world.

This new service, operated by Landline's luxury motorcoach, allows passengers to book one ticket through AirCanada.com, check in as they would for a flight, tag luggage to their final destination, and enjoy a comfortable, premium motorcoach connection between Muskoka Airport and Toronto Pearson. With fast, free Wi-Fi, power outlets at every seat, spacious seating, and no added cost, this is a major step forward for visitor access to the region.

Muskoka is now on the map, and in the Air Canada app. This twice-daily service represents an exciting milestone for regional tourism, business travel, and destination development, making it easier than ever for visitors to reach Ontario's great Canadian wilderness.

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.

Bracebridge is continuing to invest in the events and community experiences that help drive visitation and local economic activity. The Town recently announced support for a wide range of festivals, sporting events, arts programming, and community initiatives that contribute to a vibrant visitor economy and strengthen the reasons people choose to spend time in Muskoka.

Gravenhurst's beloved Music on the Barge concert series returns this summer, bringing Sunday evening performances back to Gull Lake Rotary Park. Free community events like this add important energy to the visitor experience and help connect residents, weekenders, and travellers through arts, culture, and live entertainment.

The Gravenhurst Farmers' Market is back for the 2026 season, adding another strong local food and community experience for residents and visitors. Markets remain an important part of the tourism ecosystem, connecting travellers with local producers, makers, downtowns, and the character of place.

Huntsville Festival of the Arts is helping animate the summer season with concerts, events, and the return of the Canoe Mural Project. This year's Street Art Edition will bring live art, paddle culture, and Tom Thomson-inspired creativity together in downtown Huntsville, creating another compelling reason for visitors to explore the community.

Muskoka Heritage Place is officially open for the 2026 season, offering visitors the chance to experience the Muskoka Museum, Pioneer Village, and the Portage Flyer Train. Heritage attractions like this are an important part of the regional visitor offer, helping families and travellers connect with local stories, history, and sense of place.

The Dorset Scenic Lookout Tower is open for the season, offering one of the region's most iconic elevated views. As visitors look for scenic drives, outdoor stops, and photo-worthy experiences, assets like the tower continue to play an important role in regional trip planning and route development.

Pride Month is being celebrated across the region, including the 4th Annual Almaguin Pride Party in South River. Events like this help create more welcoming communities and reinforce the importance of belonging, visibility, and inclusion within the visitor economy.

As the summer season begins, operators are encouraged to stay aware of local fire danger ratings, water conditions, and visitor safety notices. Sharing timely safety information with guests supports responsible travel and helps ensure visitors enjoy the region with care and respect.

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

Laura Brandt

From: Explorers' Edge <info@explorersedge.ca>
Sent: July 6, 2026 11:48 AM
To: Laura Brandt
Subject: Summer Update: All Hands on Deck for Tourism Season

July 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



Congratulations to tourism operators across the Explorers' Edge region. Summer is here, the masses are upon us, and it is officially all hands on deck as our communities welcome visitors for world-class tourism experiences in the place we call home.

Our team has been out and about across the region, and we continue to be humbled by the creativity, resilience, hospitality, and hard work that define this tourism ecosystem.

Inside this summer update, we are sharing the launch of our new FlixBus video and tourism operator toolkit, both designed to support improved transportation access and create new business opportunities across the region.

You will also find information about our Regional Visitor Intelligence Program, developed with Chambers, BIAs, municipalities, and tourism partners to better understand visitor movement, spending, event impact, and local business opportunities.

We have also included additional opportunities for industry input, including the Business Confidence Index, Parry Sound District tourism priorities survey, and Indigenous Youth Tourism Entrepreneur Strategy focus group.

Thank you for the work you do every day to welcome visitors, support local economies, and create memorable experiences. We wish you a strong summer season and continued success in the year ahead.

Creative Strategy, New Opportunity

"Give me the creative freedom of a tight strategy."

Today, Explorers' Edge is proud to launch a new video developed by our team and brought to life by local videographer Jacob DeGrace of Coastline Films with a vision by our team member Rachel Dawson.

The video is fun, subtle, and intentionally a little different. It is part of our continued effort to cut through the noise and position our region in a way that can resonate with new and international audiences.

At the heart of this work is a broader strategy: expanding access to our region through bus transportation, while also exploring a direct-to-consumer pathway into international markets through our partnership with [FlixBus](#), an established European transportation company.

This is not just about transportation. It is about creating new business opportunities for operators by helping visitors move into and through the region in ways that better connect with tourism products, experiences, accommodations, restaurants, attractions, and local communities.

The partnership also reflects the realities of the current economic climate. Travellers are looking for accessible, affordable, and easy ways to explore, and operators need transportation options with schedules and travel times that align with the tourism experiences we are working so hard to build and promote.

This Wes Anderson-style video captures a small sample of the product our region is known for, starring members of our own team and highlighting the kind of creativity, collaboration, and strategy that drives this work forward.

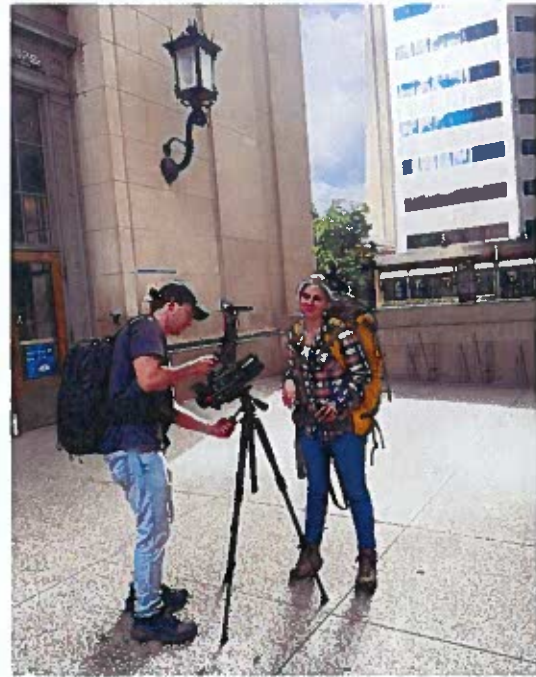
Please keep an eye out for the video launching today. If you like it, please share it and help us spread the word.



We're proud to share this new video highlighting the opportunity that improved transportation access creates for tourism businesses across the Explorers' Edge region.

Connecting more visitors to our communities supports accommodations, attractions, restaurants, retailers, events, experiences, and downtowns — and strengthens the business of tourism across the region.

A big thank you to [Jacob DeGrace and Coastline Films](#) for bringing this concept to life on short notice, and to our team for leaning into a creative approach that supports a very practical goal: more visitors, more access, and more opportunity for tourism businesses across the region.



FlixBus Tourism Operator Toolkit

**Traveling to Muskoka
and Ontario's Great
Canadian Wilderness has
never been easier.**



FLIXBUS

Arrive by Bus. Stay for the Experience.

FlixBus now connects Toronto Union Station
and Toronto Pearson International Airport with:

**Gravenhurst • Bracebridge
Huntsville • South River • North Bay**



- ✓ Affordable Fares
- ✓ Comfortable Coaches
- ✓ Free Wi-Fi
- ✓ Convenient Schedules

**Book your ride and start
your journey today!**

As we launch our new FlixBus video and build awareness around bus transportation into the region, Explorers' Edge has developed a tourism operator toolkit to help businesses share this opportunity through their own channels.

The toolkit includes ready-to-use materials designed to make it easier for operators, municipalities, chambers, BIAs, and tourism partners to communicate the service to visitors, customers, staff, and local networks.

This is important work for our industry. Transportation access is directly connected to tourism growth. The more awareness we build around new ways to get to and move through the region, the more opportunity we create for accommodations, attractions, restaurants, retailers, experiences, events, and communities.

FlixBus also provides a direct-to-consumer connection to new markets, including travellers who may not be familiar with our region or who are looking for a more affordable, accessible, and simple way to visit. By working together to promote this service, we can help strengthen demand, support local operators, and demonstrate that our region is ready to welcome visitors in new ways.



We encourage industry partners to use and share the toolkit across your own communication channels.

View the toolkit here: <https://explorersedge.ca/resources/flixbus-tourism-operator-media-kit/>

FYI - if you would like Rack Cards simply email our office with the desired amount and your contact information and we will have some sent out.
james@explorersedge.ca

Help Track the Business of Tourism

Regional Visitor Intelligence Program Launches Across Explorers' Edge

Explorers' Edge is working with Chambers, BIAs, municipalities, and tourism partners across the region to launch a new Visitor Intelligence Program designed to better understand the business of tourism.

Through visitor exit surveys, geo-fencing, and push notification tools, this collaborative program will help track visitor movement, spending, event impact, and business opportunities beyond traditional web and social media analytics.

Privacy remains of the utmost importance. Data collected through geo-fencing is anonymized and aggregated, while visitor survey participation is voluntary. The goal is to better understand regional visitor patterns and support informed decision-making for local businesses and communities.

Businesses are encouraged to support the program by sharing visitor exit survey materials through front desks, newsletters, QR codes, events, and digital channels. Chambers and partnering BIAs also have rack cards related to the visitor exit survey. Please contact your local Chamber or BIA to request copies, or share the available JPEG materials through your own business channels to help encourage visitor participation.

For pertinent push notifications in your area, including **Tourism Tip Tuesday** updates, text the keyword below to **705-300-8894** *(for best user experience please only opt in to your specific area)*:

HUNTSVILLE - Huntsville area

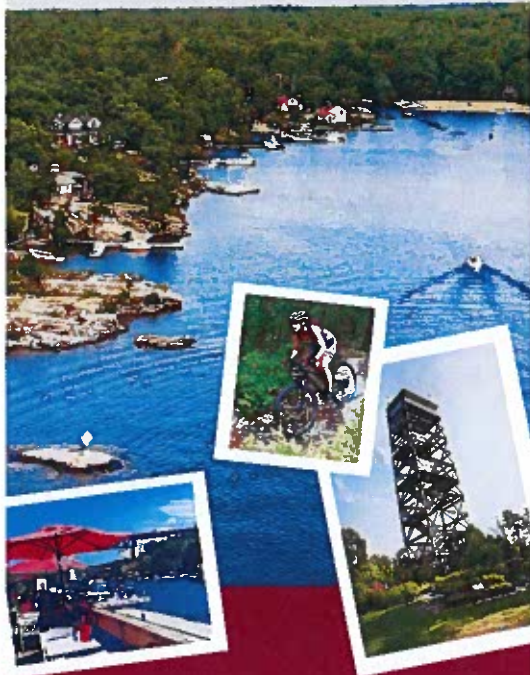
BRACEBRIDGE - Bracebridge area

GRAVENHURST - Gravenhurst area

PSOUND - Parry Sound area

MUSKOKA - Muskoka Lakes area

Here are some examples of the circulate rack cards.



**Thank you and
please come again!**

For more information on
things to see and do, visit
ParrySound.ca/explore-play/
or psachamber.ca

Please Take Our Visitor Survey!

Thank you for visiting Parry Sound & Area.
The Chamber of Commerce invites you to give
feedback about your stay in a quick survey so
we can ensure visitors to the region enjoy their
getaways here. Complete the survey and you
can win 1 of 12 gift certificates from the
Chamber for your next visit.

Worth \$100 Cdn!



Scan the QR code to
take this 5 minute survey.










Thank you and please come again!

For more information on things to see and do, visit explorehuntsville.ca



Huntsville
MUSKOKA • CANADA

PLEASE TAKE OUR VISITOR SURVEY!



Scan the QR code to take this 5 minute survey



Thank you for visiting Huntsville! We invite you to share feedback about your stay through a short survey to help us improve our services and visitor experiences in the region.

As a thank you, everyone who completes the survey will have a chance to win 1 of 6 gift certificates, each including \$50 in Downtown Dollars, redeemable at any Downtown Huntsville business and a \$50 gift certificate to a Huntsville/Lake of Bays Chamber of Commerce business of the winners choosing. Winners will be announced every two weeks from July through October.

Thank you you again for your visit. We hope to welcome you back to Huntsville soon!

greetings from

BRACEBRIDGE

the heart of Muskoka



BEFORE YOU GO...

Tell us about your Bracebridge experience by completing our visitor survey! →

As a thank you, the complimentary postcard below is yours to keep, collect, frame, or send to someone who needs a little more Bracebridge in their life. After all, great memories are worth sharing.

Thanks for visiting Bracebridge!



We hope you've enjoyed exploring our vibrant downtown, stunning waterfalls, local shops, restaurants, and outdoor adventures.

Help us make future visits even better by completing our visitor survey. Simply scan the QR code!

As a thank you, you'll be entered to WIN 1 of 6 \$100 gift certificates redeemable at participating Bracebridge businesses. Winners will be announced every two weeks from July to October.



HEY! HEY, YOU! Take our VISITOR SURVEY!

In exchange, please accept this complimentary postcard to send to another cool person who should also visit Gravenhurst! We love cool people and will greet them with open arms... metaphorically.
And sometimes literally. :)



Bracebridge Chamber of Commerce
3 Lakeshore Drive • (705) 645-5231
www.bracebridgechamber.com



Thank you for visiting Gravenhurst!
To help us improve our services and visitor experiences, please take a moment to complete this visitor feedback survey.
(Scan the QR code! →)

As a thank you, you will be entered into a draw to WIN 1 of 6 gift certificates valued at \$100 each, redeemable at participating Gravenhurst businesses! Winners will be announced every two weeks from July through October!

HAPPY TRAILS 'TIL WE MEET AGAIN!
www.gravenhurstchamber.com



Gravenhurst

GATEWAY TO MUSKOKA

44° 53' 56.40" N • -79° 20' 56.40" W

EXPERIENCE
Gravenhurst
MUSKOKA ONTARIO



275 Muskoka Rd. S.
(705) 687-4432
WWW.GRAVENHURSTCHAMBER.COM



Additional Updates ...

- **Explorers' Edge Business Confidence Index**

Share your perspective on current business conditions, opportunities, and challenges facing the regional tourism industry.

<https://explorersedge.ca/resources/explorers-edge-business-confidence-index/>

- **Parry Sound District Tourism: Your Voice, Your Priorities**

Provide input to help identify tourism priorities, opportunities, and areas of focus for Parry Sound District.

<https://explorersedge.ca/resources/parry-sound-district-tourism-your-voice-your-priorities/>

- **Indigenous Youth Tourism Entrepreneur Strategy Focus Group**

Indigenous youth are invited to help shape the future of tourism through an important regional engagement opportunity.

<https://explorersedge.ca/resources/were-looking-for-indigenous-youth-ready-to-shape-the-future-of-tourism/>

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

Email: james@explorersedge.ca



*Copyright © *2020* *Explorers' Edge*, All rights reserved.*

Our mailing address is:



Explorers' Edge welcomes FlixBus to Muskoka and Ontario's Great Canadian Wilderness

BY DOPPLER ONLINE JUNE 4, 2026

BUSINESS

New service supports affordable visitor access, international travel connections, and outdoor tourism package development

Explorers' Edge is pleased to welcome expanded service with FlixBus, North America's fastest-growing intercity bus service, to Muskoka and the wider Great Canadian Wilderness region. The seasonal routes create new ground transportation connections between Toronto Union Station, Toronto Pearson International Airport, Gravenhurst, Bracebridge, Huntsville, South River and North Bay, while also adding Parry Sound Municipal Airport to the existing Sudbury route.

The service launches at an important time for Ontario's tourism economy. With travellers increasingly seeking convenient, budget-friendly long-distance transportation options, FlixBus offers a more affordable, accessible way for visitors to reach rural Ontario without the expense or complexity of driving.



The schedule is also conducive to real trip planning, allowing travellers to consider day trips, overnight stays, hotel check-ins, outdoor experiences and regional itineraries that align with how visitors actually make travel decisions.

The partnership with FlixBus also supports the organization's emerging Regenerative Travel Agency model, focused on developing bookable visitor experiences that connect transportation, accommodations, attractions, outdoor adventure, culture and local spending.

The opportunity is especially significant for domestic and international travellers arriving through Toronto and Pearson Airport. Explorers' Edge will work with regional partners to develop packages and itineraries that move visitors directly from the bus route into outdoor experiences, accommodations, downtowns, attractions and communities across the region.

"Transportation is one of the missing pieces in rural destination development," said **James Murphy, CEO of Explorers' Edge**. "At a time when affordability matters more than ever, FlixBus gives us a platform to connect the economics of travel with real, bookable tourism products. Just as important, the schedule allows visitors to arrive, check in, explore and build a meaningful itinerary. International travellers already understand this transportation model. Our job now is to connect the bus directly to the outdoor experiences, accommodations and communities that make this region so compelling. We are proud to work with FlixBus, a transportation company whose values around accessibility, affordability, inclusion, innovation and more sustainable travel align strongly with our organization."

The North Bay route includes stops at **Fairfield Inn & Suites Gravenhurst, Tru by Hilton Bracebridge, Holiday Inn Express & Suites Huntsville, Crystal Cave in South River, and Holiday Inn Express & Suites North Bay by IHG**.

"As demand for affordable travel continues to grow, we're focused on expanding service to destinations travellers are actively looking to visit," said **Karina Frayter, head of communications at Flix North America**. "Our partnership with Explorers' Edge helps make it easier for visitors to experience Muskoka, Parry Sound, and Northern Ontario while supporting the communities and tourism businesses that make the region such an important part of Ontario's visitor economy."

"Improved transportation access is critical if we want more visitors to experience the region in a way that is practical, welcoming and connected," said **Brent Ellerson, Marketing Manager at Algonquin Outfitters and Vice Chair of Explorers' Edge**. "For a traveller arriving without a vehicle, or for someone looking for a more affordable way to explore Ontario, the ability to connect bus service with outdoor experiences, accommodations and local businesses can make the difference between interest and action."

The announcement also aligns with broader provincial tourism priorities. The Tourism Industry Association of Ontario's Forward Motion: A Strategic Playbook for Ontario's Tourism Industry identifies expanded transportation infrastructure as a key component of building a more competitive and connected visitor economy.

"Forward Motion makes it clear that transportation is not separate from tourism growth — it is one of the conditions that enables it," said **Andrew Siegwart, President and CEO of the Tourism Industry Association of**

Ontario. "When regions connect transportation infrastructure with product development, visitor dispersal, workforce access and local business participation, they are helping bring Ontario's tourism strategy to life."

Explorers' Edge will continue working with FlixBus, Tourism North Bay, Destination Marketing Organizations, accommodation partners, municipal partners, Chambers of Commerce, BIAs, attractions, outfitters and tourism operators to build awareness of the service and develop packages connected to the route.

About Explorers' Edge

Explorers' Edge is the Regional Tourism Organization for Ontario's Great Canadian Wilderness, including Muskoka, Parry Sound, Almaguin Highlands, Loring-Restoule, South Algonquin and Algonquin Park. Through its consumer brand, The Great Canadian Wilderness, Explorers' Edge supports destination development, workforce development, product development, investment attraction, marketing and strategic partnerships across the region.

About FlixBus

FlixBus North America Inc., the parent company of FlixBus Inc. and Greyhound Lines, Inc., is a leading provider of long-distance bus transportation in North America. We're a subsidiary of Germany-based FlixBus SE, a global travel technology company operating bus and train services in more than 40 countries across four continents. Greyhound and FlixBus, together with their trusted partners, offer the most extensive coast-to-coast network of intercity bus routes, providing travellers with affordable and sustainable transportation options to more than 1,800 destinations in the U.S., Canada, and Mexico. More than 12 million passengers ride with us each year. Our mission is to keep communities connected and help drive affordable and sustainable travel for everyone. For more information, please visit our website and press room.

From Explorers' Edge

Don't miss out on Doppler!

**Sign up [here](#) to receive our email digest with links to our most recent stories.
Local news in your inbox so you don't miss anything!**

[Click here to support local news](#)

Laura Brandt

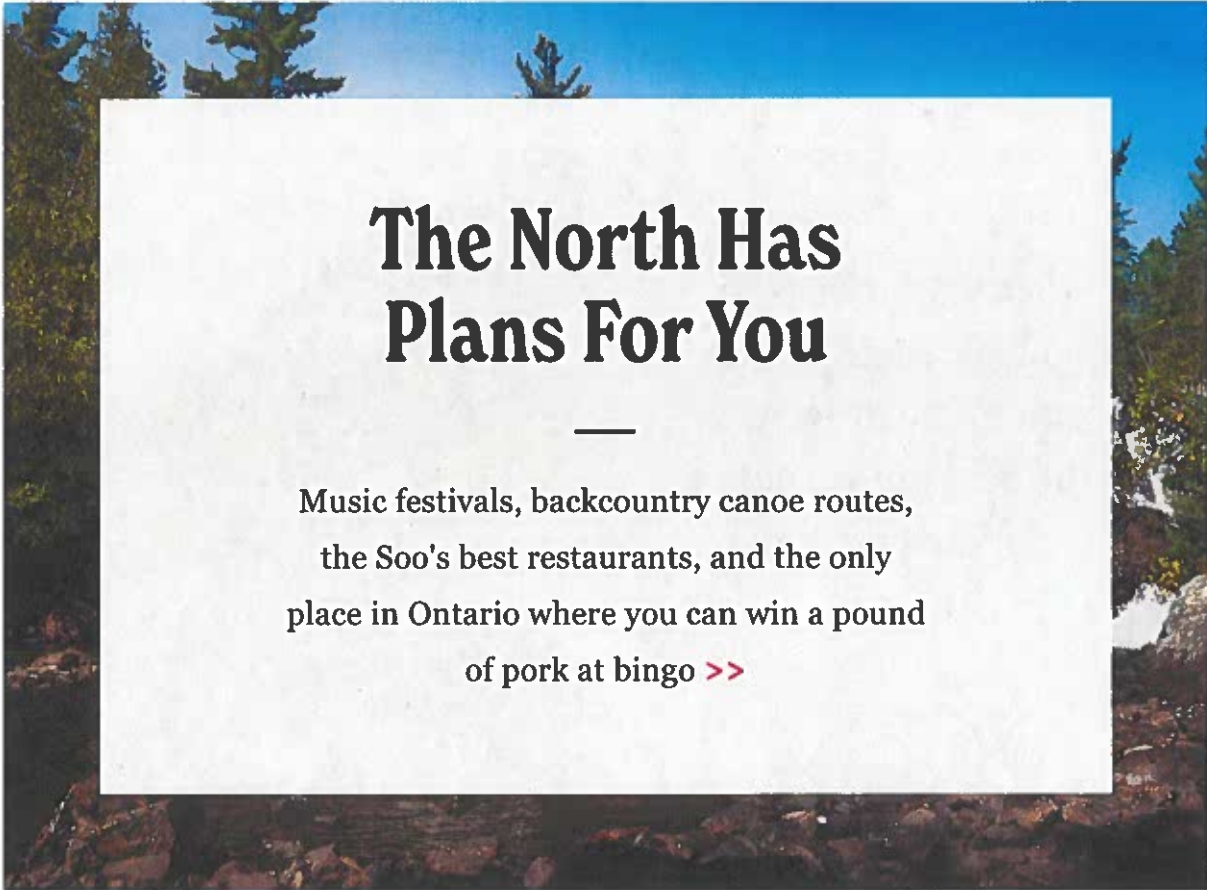
From: Northern Ontario Travel <info@northernontario.travel>
Sent: June 18, 2026 8:41 PM
To: Laura Brandt
Subject: The North Has Plans For You

Northern Ontario Travel • The Official Newsletter

[En Français?](#)

[Powersports](#)

[Fishing](#)



The North Has Plans For You

Music festivals, backcountry canoe routes,
the Soo's best restaurants, and the only
place in Ontario where you can win a pound
of pork at bingo >>



PACK LIKE A PRO

**A complete checklist
of clothing, fishing
gear, and essentials to
pack for a remote
Northern Ontario
lodge getaway.**

[Get The Guide](#)

BEGINNER > BACKCOUNTRY BEAST

**From lazy rivers to
epic portages, this is
your guide to seven of
the best canoe routes
in Northeastern
Ontario.**

[Find Your Route](#)





ESCAPE WITHOUT EFFORT

**Ten reasons Algoma
Country is the ideal
summer getaway,
including wilderness,
family-friendly lodges,
and zero crowds.**

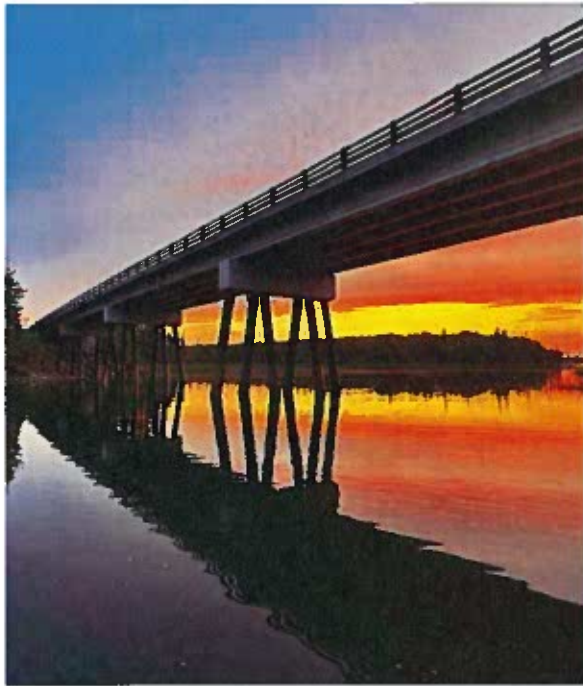
Get Inspired

MARKET DAYS ARE THE BEST DAYS

**From Goods & Co in
Thunder Bay to the
Nipigon Fall Fishing
Festival, here's where
to shop local in
Superior Country.**

Browse The Stalls





FIRST TRIP TO SUNSET COUNTRY?

**Border crossings,
fishing licences, bait
rules, and gear tips
from a Sunset Country
travel insider.**

Come Prepared

POW WOW ALL SUMMER

**Culture, community,
food, dancing, music,
tradition, regalia—
it's the complete 2026
pow wow calendar!**

Join The Celebration





ONLY IN SUDBURY

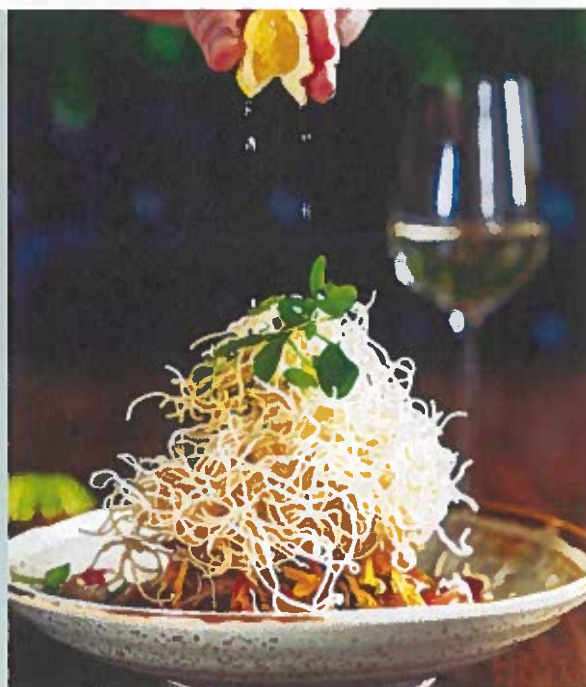
**The Big Nickel,
porketta bingo,
Stompin' Tom, and 46
North Brewing—an
essential guide to the
Nickel City.**

[Get The Lowdown](#)

THE SOO EATS WELL

**A local foodie's guide
to the Soo's best
restaurants, from
Himalayan momos to
Italian classics.**

[Book Your Table](#)





THE OFFSPRING. TIMMINS, JULY.

Lineup, tickets, hotels,
and things to do—
your complete guide
to Rock on the River's
10th anniversary at
Hollinger Park.

[Grab Your Tickets](#)

For more info and help planning your next Ontario vacation visit:

[ALGOMA COUNTRY](#)

[THE SEVEN—NORTHEASTERN ONTARIO](#)

[SUNSET COUNTRY](#)

[SUPERIOR COUNTRY](#)



See you up here soon!



111 ELGIN STREET, SUITE 304
SAULT STE. MARIE, ON P6A 6L6, CANADA







TheCounty
PRINCE EDWARD COUNTY ♦ ONTARIO

Strategic Tourism in Prince Edward County

Presented by:

Emily Cowan

Director of Community Services, Programs &
Initiatives



TheCounty.
PRINCE EDWARD COUNTY • ONTARIO

Local Context - The Numbers

Population: 26,868 Permanent Residents

Road Network: 1000kms

Annual Visitors: ~400,000

Second Homes: ~1/4 of dwellings

Licensed Short Term Accommodations: 804



About Us

- Island Peninsula
 - Proximity to Toronto, Ottawa and Montreal
 - Key sectors: tourism, agriculture, arts, food/wine
-
- Rural communities of multi-generational residents
 - Small community with large visitor draw
 - Economic disparity / wealth gap
 - The growth dilemma



What makes PEC Appealing

- Sandbanks Provincial Park (major draw)
- Culinary tourism (wineries, restaurants)
- Natural assets + beaches + landscapes
- Arts, culture, and events
- Authentic rural experience



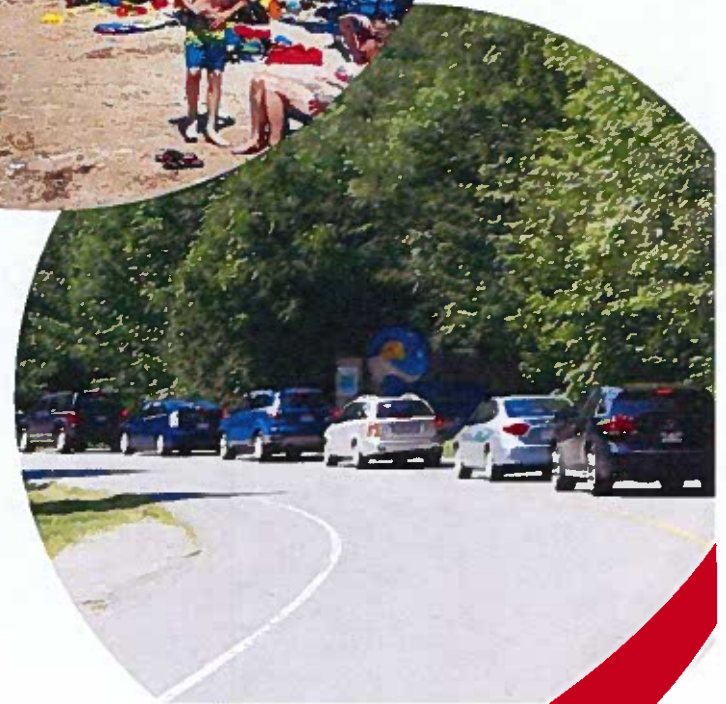
Tourism Scale and Impact

- High visitor volumes
- Seasonal peaks vs off-season
- Economic dependence on tourism
- Growth trajectory over last two decades compared to the next two decades



The COVID shift

- Surge in visitors starting 2020
- Dramatic increase in day-trippers and first-time visitors
- Infrastructure strain (roads, parking, waste, beaches)
- Overcrowding (Sandbanks, roads, hamlets)
- Parking spillover into neighbourhoods
- Environmental and infrastructure stress
- Resident concerns about livability



The COVID shift response

- Reactive approach wasn't sustainable
- Tourism impacts extend beyond economic development:
 - Operations
 - By-law
 - Planning
 - Communications
- Need to balance:
 - Residents
 - Businesses
 - Visitors



Prince Edward County
**DESTINATION
DEVELOPMENT
STRATEGY**
October 2021

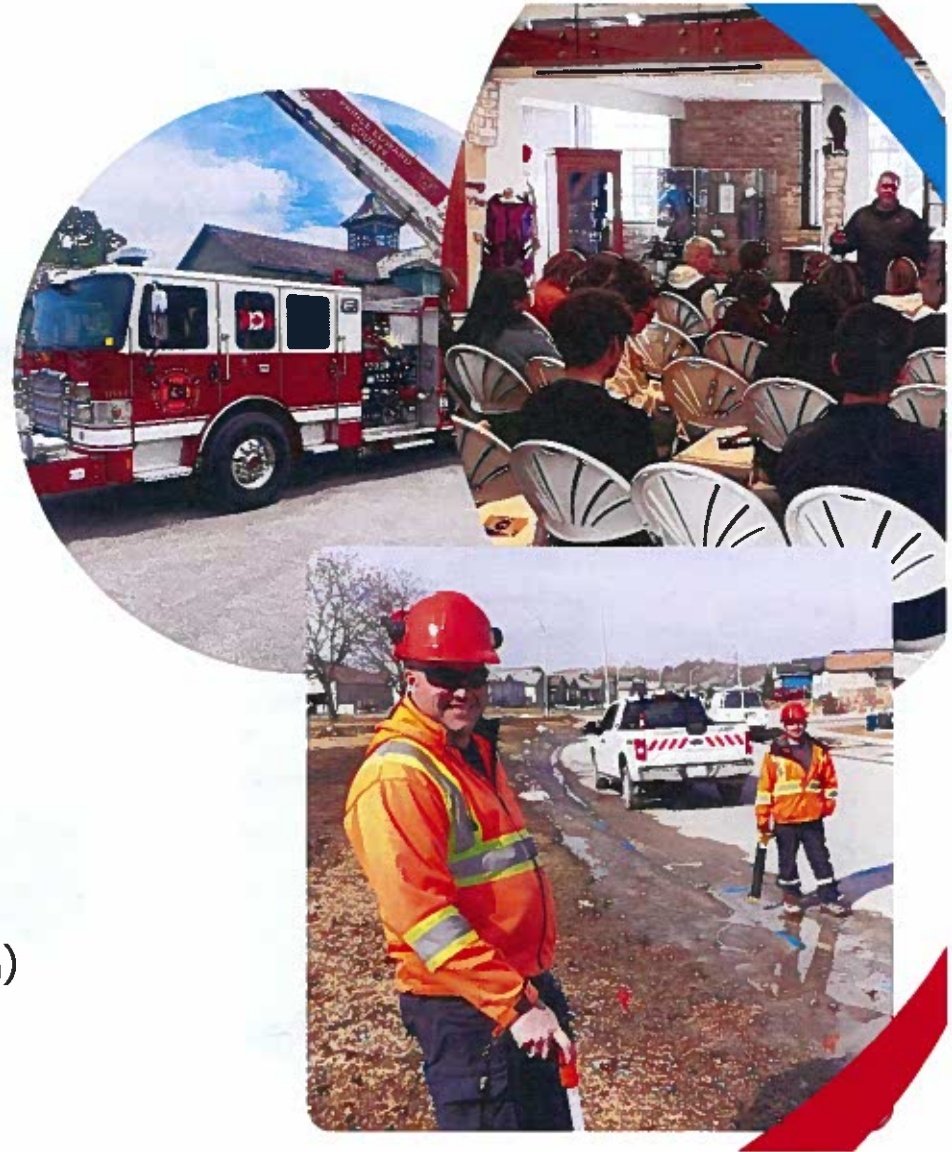
Putting Strategy into Action

Tourism Management Plan

- Created during/after COVID surge
- Shift from “promotion” → “management”
- Goals:
 - Protect community livability
 - Support local economy
 - Manage visitor pressures

Key Strategic Tools / Actions

- Parking management (restrictions, enforcement)
- Beach capacity controls (Sandbanks coordination)
- Communications campaigns
- Infrastructure planning



Interdepartmental Collaboration

- Tourism is not one department, it involves:
 - Operations
 - Planning
 - By-law Enforcement
 - Communications
 - CAO's office
- Regular coordination needed

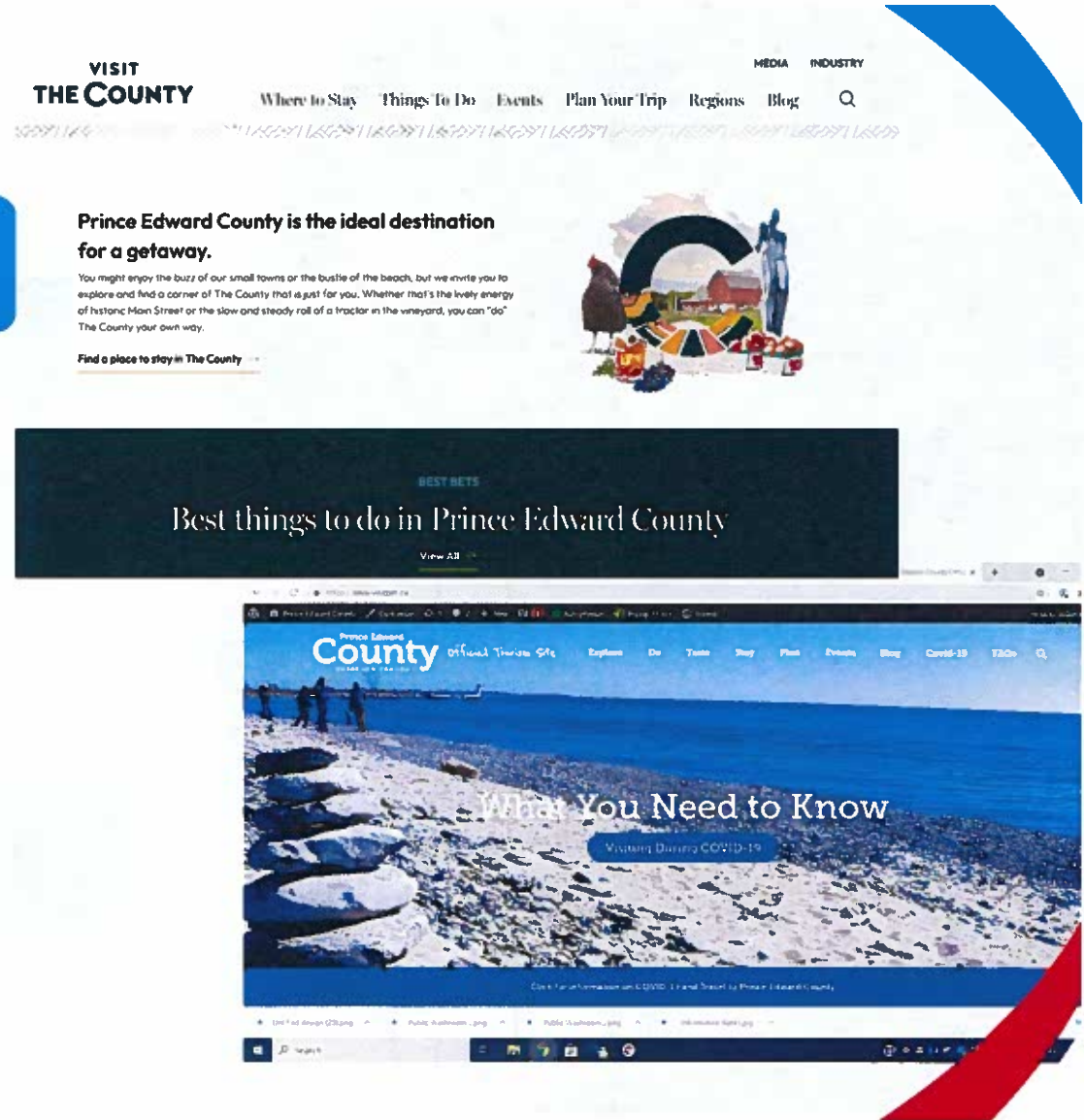
Working with Community Partners

- DMMO (Visit The County)
- Province (Sandbanks Provincial Park)
- Business community
- Residents



Tourism Governance

- Destination Marketing Management Organization (Visit The County)
- Role distinction:
 - DMMO → marketing & destination development
 - Municipality → infrastructure, policy, management
- Strong partnership model



What we've learned

- Tourism needs active management, not just promotion
- Clear communication is critical
- Visitors respond to information and guidance
- Residents need to see impacts addressed
- Demand management is ongoing, not one-time



On-going challenges & next steps

- Continued growth pressure
- Expectations from businesses vs residents
- Infrastructure limitations
- Long-term sustainability
- Need for evolving strategy



Contact Details

Thank you!

Emily Cowan

ecowan@pecounty.on.ca



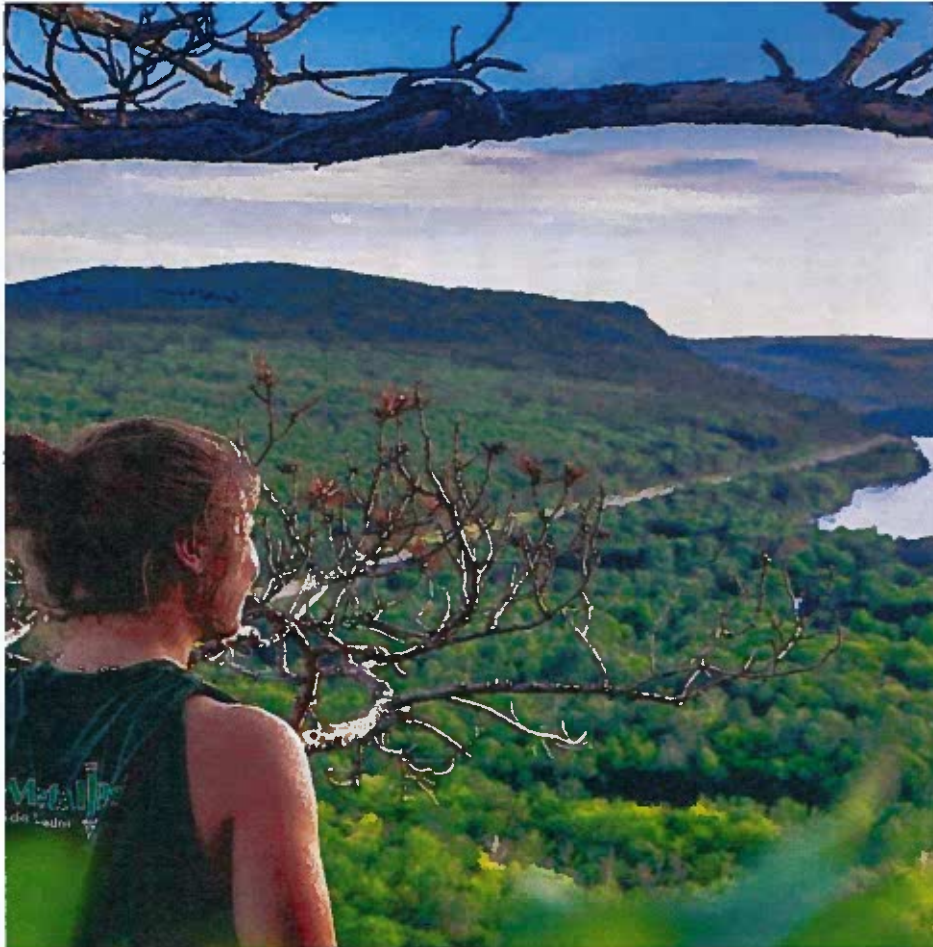


**SAULT
STE. MARIE**

Sault Ste. Marie: Ontario's Best Adventure Town



Ultimate Four-Season Destination



Four season playground –
Outdoor experiences major
tourism driver.

Major Tourism Products:

- Agawa Tour Train
- Mountain biking
- Skiing (XC/DH)
- Waterfront/Bushplane Museum

Access to markets:

- Northern Michigan: 3hrs
- Sudbury: 3hrs
- Detroit: 5hrs
- Toronto: 7hrs
- Chicago: 7hrs



COMPETITIVE ADVANTAGE



- Gateway to Lake Superior and Great Lakes
- Four distinct season
- Authentic outdoor experiences
- Unique landscape and attractions unavailable elsewhere in Ontario
- Easy Access to U.S. Midwest
- Experiences that attract both domestic and international visitors



Tourism & Community Development

- Tourism creates community benefits beyond visitor spending.
- Tourism investments contribute to:
 - Community's first handshake: New resident and business attraction.
 - Improved recreation infrastructure
 - Community pride
 - Enhanced quality of life





Tourism & Community Development

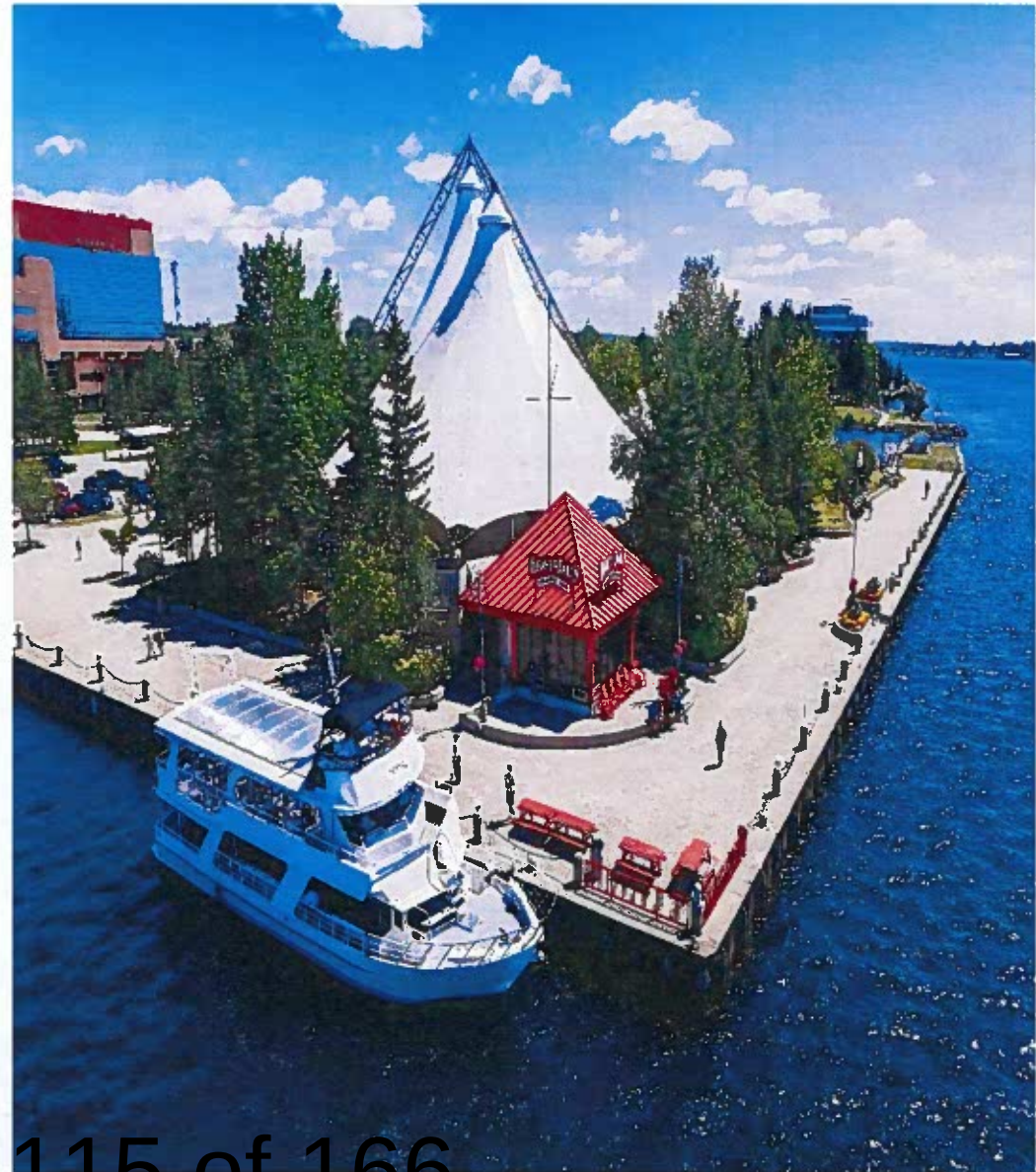
- Our goal is to create visitor ready, community projects
- Residents benefit from:
 - Investments in Recreation facilities
 - New restaurants, businesses, attractions
 - Waterfront amenities
 - Trails
 - Cultural attractions
 - Festivals and events





Diversification strategy & Investment

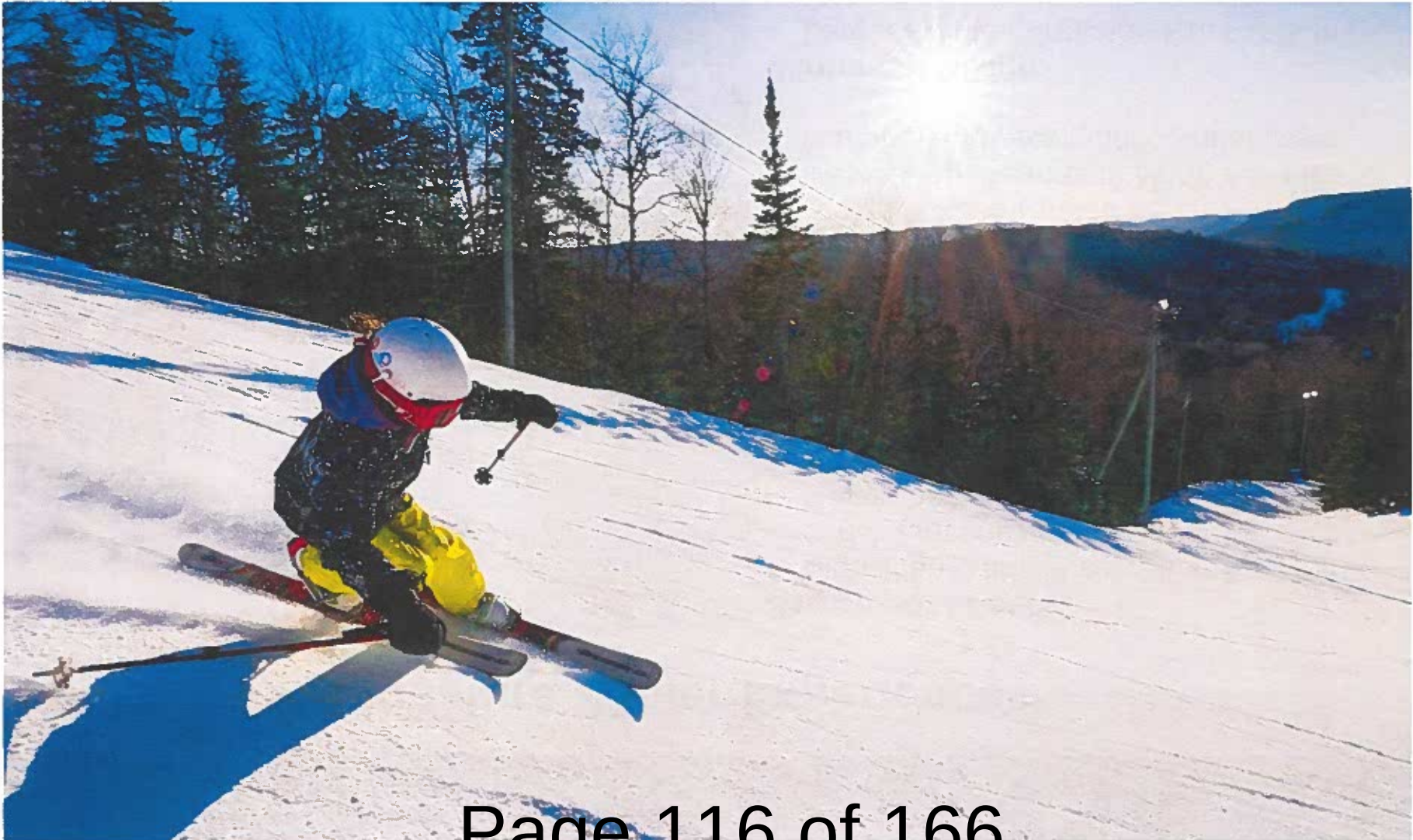
- Tourism Strategic Plan identified the following strategic objectives:
 - Investments in downtown and waterfront
 - Invest and promote outdoor adventure
 - Attract and grow festivals, events
Implementation funded by the Municipal Accommodation Tax (MAT).
- 4% fee allocated to overnight accommodation. Increased to 6% in 2025. Funded the following projects:
 - \$4 M expansion of mountain bike trail network
 - Waterfront Design Plan
 - Lock tour boat
 - Kayak Docks
 - Large scale events – 2028 Ontario Winter Games





**SAULT
STE. MARIE**

Signature Winter Experiences





Signature Winter Experiences



Searchmont Resort

- Significant vertical elevation & consistent snow conditions – November - April
- No lines!
- Family and destination ski experiences

Nordic Skiing Excellence

- Over 150 km of trails at Hiawatha Highlands and Stokely Creek
- Stokely Creek ranked #2 USA Today Best XC Ski resorts in North America
- National and provincial competitions

Winter Fat Biking:

- Largest winter singletrack network in Ontario
- Regular and consistent grooming
- Growing events with connections to Michigan race series.



Signature Winter Experiences



Success Factors

- Strong reputation among winter enthusiasts
- Strong Client Base from U.S. Midwest
- Repeat visitation
- Multi-day travel experiences

MAT Investments:

- Event Infrastructure
- Support for hosting
- Grooming Infrastructure
- Event Development



Spring/Summer - Destination Development





Spring/Summer - Destination Development

Hiawatha Highlands is Ontario's leading mountain biking destination.

- Significant increase in visitors from Michigan, Wisconsin, Minnesota and Southern Ontario.
- Attraction of new residents, 5% increase in occupancy and \$150,000 in earned media to date.

Success Factors

- Unique terrain Extensive trail network over 60K of trails accessible from single trailhead
- Beginner-to-expert riding opportunities
- Growing event and race opportunities: 2026 Canadian MTB XCM Championships, Ontario Cup, Salty Marie Trailfest, Crank the Sheild.

MAT Investment:

- \$4M, including federal and provincial grants
- 40+ K of trail and 140' bridge connecting trails to hotels, downtown and waterfront

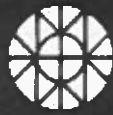




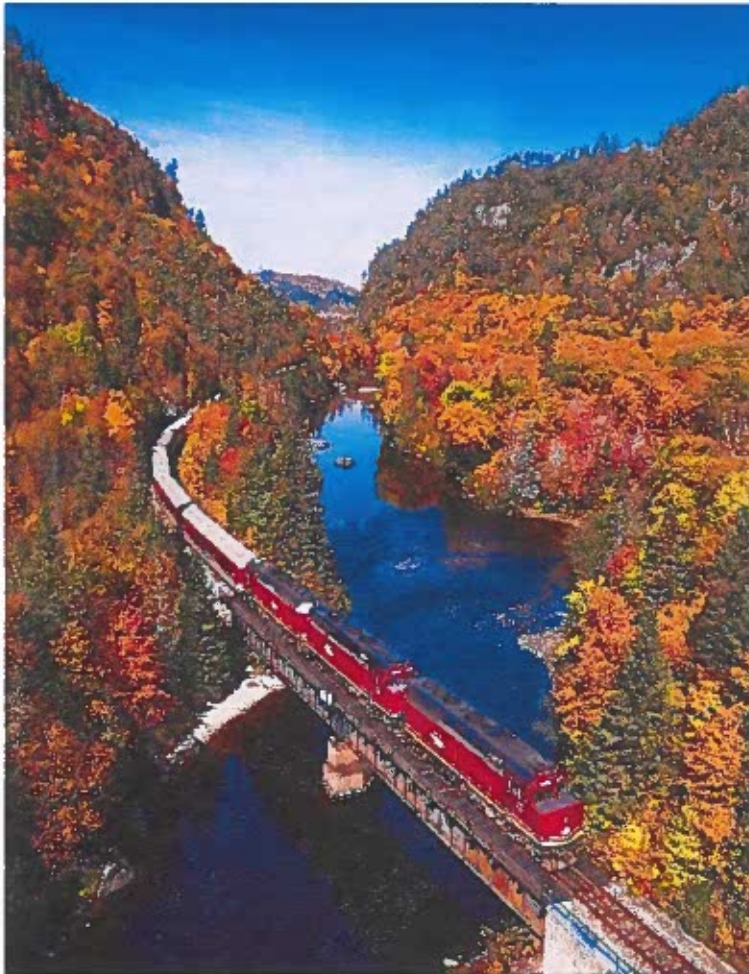
**SAULT
STE. MARIE**

Signature Fall Experience: Agawa Canyon Tour Train





Signature Fall Experience: Agawa Tour Train



Largest Destination Driver for SSM.

- 30,000 visitors in 8 weeks
- Registered as a Canadian Signature Experience by Destination Canada.
- The train travels approximately 114 miles (183 km) into the heart of the Canadian Shield and Agawa Canyon.
 - Internationally recognized and marketed
 - Japan, Korea, UK and China are key markets

Success Factors

- Fall colours are unique to many international visitors
- Easy access to remote outdoor experience
- Connection with Group of Seven
- Strong Reputation

MAT Investment

- Over 30% of budget allocated to marketing and group sales
- Infrastructure investment
- International marketing and group tour sales

Strategic Opportunities

- Advancing Reconciliation through education-based tourism
 - Integration within Waterfront
 - Educational tours
 - Event Partnerships
- Continue to expand trail-based tourism
- Grow winter sports and event hosting
- Enhance waterfront experiences
- Increase shoulder-season visitation
- Attract new international markets

[illegible]

2010年12月1日

Shapoval,
Don Zee (author)
e-mail: Don.Zee@management.kit.edu
Don.Zee@kit.edu



Future Opportunities: Indigenous Partnerships





**SAULT
STE. MARIE**



Travis Anderson
Director, Tourism &
Community Development
City of Sault Ste. Marie
t.Anderson@cityssm.on.ca
705.989.7915



**Thank you.
Miigwetch.
Merci.**



Municipal Exchange June 2026

Rural. Real. Ready.

Giving Opportunity a Place to Grow

**Bancroft: Tourism as Public Policy through
Placemaking + Economic Development**

**Presented By: Andra Kauffeldt
General Manager**

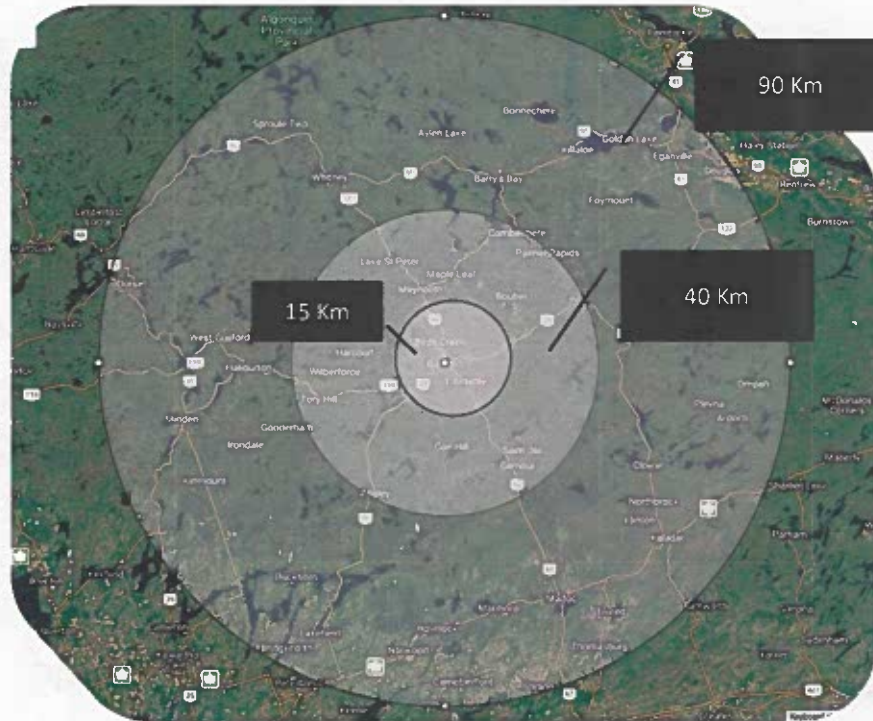


Why this matters

➔ Tourism is now a municipal function

- Supports economic development, community vitality, workforce attraction, placemaking
- Municipal challenge: do this with limited capacity + constrained budgets
- Our promise: an adaptable framework + one case example





- A “tourist/visitor” is often treated as 40 km+ travel beyond usual environment

- Useful municipal implication: separate locals (0 – 40 km) vs visitors (40 km+) in planning and measurement
- Bancroft acts as the center of gravity for the surrounding rural region, concentrating services, events, public spaces, and visitor activity in a way that extends well beyond its population size.



Our approach started as a plan, not a project

Strategy Foundation: *Making Our Future*



**Belonging, Inclusion,
Pride, & Quality of
Life**

Making Our Future defined success beyond jobs/permits.



Core Directions

included: downtown vitality,
cultural assets, housing,
infrastructure readiness, strategic
use of municipal property





**We
stopped
solving
issues
one at a
time**



**The pivot: from
“projects” to
“purpose - built
strategy**

- Downtown success requires more downtown residents, culture/hospitality/entertainment, boutique retail
- Post-2020 realities: remote work + lifestyle migration changed demand patterns and increased pressure/opportunity



The Five Conditions for Growth

The framework



- A practical framework for designing place, participation, and vitality
- How we think about tourism, downtowns, and growth together



Plan positions downtown
as a walkable, multi -
functional district with
charm and pedestrian
scale



Trails/public spaces are
part of the "product"



Local trail investment
evidence: 18 km
remediation + multiple
trail nodes (Eagles Nest,
York River area, etc.)



Pillar 1:

Placemaking = economic development



Pillar 2:

Culture is a growth lever



Culture tourists spend more + stay longer (provincial evidence)

- Arts/culture trips can account for disproportionate spending and longer stays
- Making Our Future explicitly tied downtown success to cultural/hospitality/entertainment investment
- Plan prioritized a new accessible library as urgent civic/cultural infrastructure





Pillar 3:

Purpose-built economic development

➔ Build things that do a job

- Plan principle: deploy municipal assets as agents of change, not just real estate transactions
- County ED/tourism goals reinforce: grow shoulder seasons, convert visitors, fill vacancies and expand offerings
- Regional tourism trend insight: day travel grows faster → opportunity is converting day trips to overnights

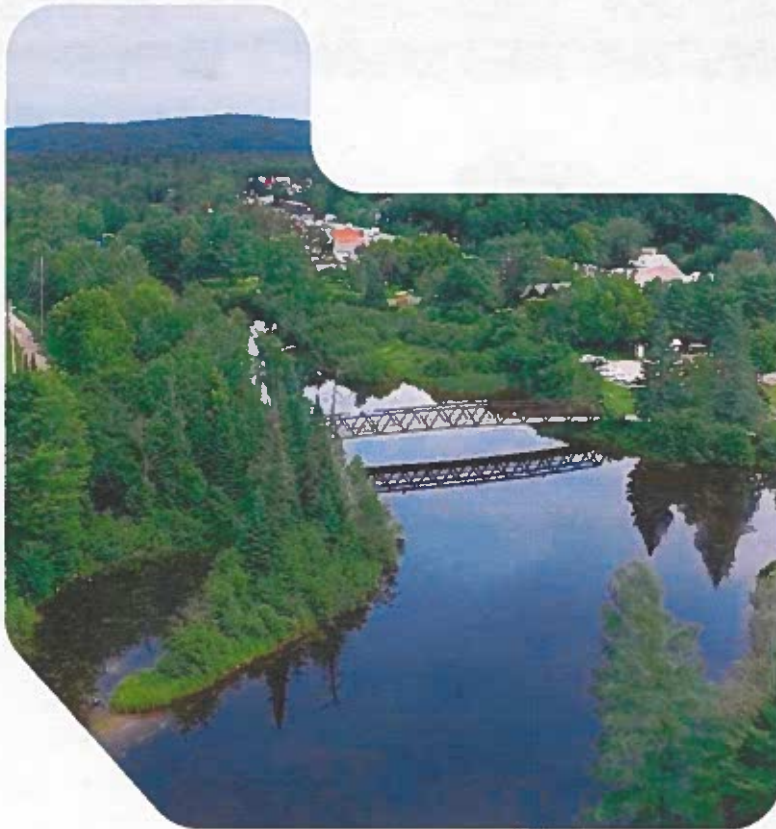


Pillar 4: Partnerships

➔ Capacity strategy for small municipalities

- NHIP model: 20+ partner organizations engaged/co - located; integrated service approach
- Your partner list examples (accessibility, events, community activation)
- Regional practice: collaboration is repeatedly flagged as a growth lever in tourism operator trends





Pillar 5: Give opportunity a place to grow

Opportunity needs enabling conditions



- The plan explicitly framed the need to “give opportunity a place to land” via readiness/investment conditions
- Local context: MPAC shows a mix that includes recreational dwelling units (seasonal base) alongside residential units
- “Local vs visitor” boundary (40 km+) helps identify who is using space and when

Case example: North Hastings Inspiration Place



- ➔ • Mixed-use downtown development: community hub + 40 residential units
- Replaces an outdated, inaccessible library with modern hub + digital inclusion + low - barrier services
- Includes promenade/gathering space while retaining parking
- Construction began April 2025; completion expected late 2026





What changes

Outcomes that translate to downtown vitality

- 70–80 new downtown residents from 40 units (year-round activity base)
- 40,000 – 70,000 projected annual visits to the complex (foot traffic + exposure)
- A practical response to fragmented services: centralized access and programming
- Reinforces “culture as spending driver” logic (provincial tourism data shows culture linked to higher spend/longer stays)



Define your visitor boundary (locals vs 40 km+ visitors) to measure outcomes



Build one purpose - built investment thesis (what it must cause)



Invest in place + culture to increase dwell time and repeat use



Use partnerships to expand service/program delivery capacity



Don't copy the building - copy the approach



Start small, but stay strategic



Evidence / References



- MMAH Municipal Exchange focus
- Making Our Future (Town strategy)
- NHIP project outcomes
- Tourism data / visitor economy framing
- Local Bancroft datasets
- Ontario Highlands tourism trends



Giving Opportunity a Place to Grow

Thank You Very Much!



For more information

613-332-3331 X206

akauffeldt@bancroft.ca

www.bancroft.ca



Laura Brandt

From: Tremblay, Sadie (She/Her) (MTCG) <Sadie.Tremblay@ontario.ca>
Sent: January 15, 2026 2:34 PM
To: Romano, Angela (MTCG); Laura Brandt
Subject: RE: See you at 11:50/11:55ish

Hi Laura!

Thanks for the amazing presentation today, who knew Magnetawan had so much around!

Now that we only have 3 centres open you can send your brochures over to them directly. Unfortunately our tables at events are quite small and we won't be able to have a full stock of all brochures available throughout the province. Feel free to send over a link to a digital version though, we can add it to our digital database for the team to share with folks they help online!

If you would like us to hand out the brochures at Leekfest they can either be dropped off at our booth at the event or you can send some extras to our centre in SSM and we can arrange to have them sent to the folks working the event closer to the event.

Bainsville
22064 North Service Road
Bainsville, ON
K0C 1E0
(Hwy 401 Westbound 1 km west of Ontario/ Quebec Border)
Tel: (613) 347-3498 or 1-800-ONTARIO

plus QR codes

Sault Ste Marie
261 Queen St. West,
Sault Ste. Marie, ON
P6A 1A3
Tel: (705) 945-6941 or 1-800-ONTARIO

Pigeon River
7671 Hwy 61 (at US/Canada Border)
Neebing, ON
P7L 0A2
Tel: (807) 964- 2094 or 1-800-ONTARIO

Closed for the season. Deliveries accepted after June 1st

Let me know if you have any questions!

Thanks 😊
**DESTINATION
ONTARIO**

Sadie Tremblay
Regional Program Coordinator (A)



The Boat Locks Are Open!

Go through the locks to access
Ahmic Lake and Lake Cecebe

**THE LOCKS WILL BE OPEN FOR
THE SEASON STARTING
THURSDAY JUNE 25TH!**

**OPEN DAILY UNTIL SUNDAY
SEPTEMBER 6TH**



DOWN TO AHMIC
LAKE

10:00 AM
12:00 PM
2:00 PM
4:00 PM
6:00 PM



UP TO LAKE CECEBE

10:30 AM
12:30 PM
2:30 PM
4:30 PM
6:30 PM

THE MAGNETAWAN HERITAGE CENTRE MUSEUM IS OPEN!

4205 Highway 520

THE HERITAGE CENTRE MUSEUM WILL BE OPENING FOR THE SEASON
THURSDAY JUNE 25!

*Open Daily 10:00am to 6:30pm
until Sunday of the Labour Day Weekend!*

DON'T FORGET TO STOP BY TO SEE OUR PUBLIC MURALS AND KISS THE MOOSE!
#magswhereitsat #kissthemoose #magnetawan



FOR MORE DETAILS VISIT OUR WEBSITE AT www.magnetawan.com
OR EMAIL recreation@magnetawan.com



MAGGIE & MAGNETO THE COMMUNITY ROCK SNAKES PROJECT UPDATE

COME PAINT A ROCK AT THE COMMUNITY ROCK SNAKE
PAINTING TABLE LOCATED AT THE HERITAGE MUSUEM
CENTRE FREE OF CHARGE!

HELP US REACH ALL THE WAY TO THE CENTENNIAL BEACH!

WHAT IS A ROCK SNAKE?

- Rock snakes are projects that gained popularity during the COVID-19 pandemic
- Rock snakes consists of a series of painted rocks
- The current record holder is located in Grapevine Texas and is **24,459** rocks!
- Rock snakes showcase our local creativity and community spirit
- **FACT** rock snakes make you **SMILE!**



For more information contact the Municipal Office at (705) 387-3947 or by email at
recreation@magnetawan.com

NEW!

BIKE AND RECREATIONAL GAMES SHARE NOW AVAILABLE AT THE HERITAGE MUSEUM CENTRE

THERE ARE 8 BIKES AVAILABLE (4 ADULTS AND 4 KIDS) TO SIGN OUT FREE OF CHARGE!!

RECREATIONAL GAMES ARE ALSO AVAILABLE TO SIGN OUT FREE OF CHARGE!

SOME RESTRICTIONS APPLY!!

FOR MORE DETAILS VISIT OUR WEBSITE AT www.magnetawan.com

OR EMAIL recreation@magnetawan.com



NEW!

BEACH TOY LENDING PROGRAM NOW AVAILABLE AT THE HERITAGE MUSEUM CENTRE

FORGOT YOUR BEACH TOYS? DON'T WORRY WE GOT YOU COVERED!

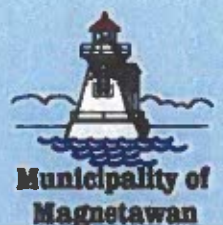


SOME RESTRICTIONS APPLY!!

FOR MORE DETAILS VISIT OUR WEBSITE AT www.magnetawan.com

OR EMAIL recreation@magnetawan.com

Page 148 of 166



EXCITING NEWS!

**A BEACH WHEELCHAIR MAT WILL BE AVAILABLE FOR USE
AT THE MAGNETAWAN CENTENNIAL BEACH**

**A BEACH WHEELCHAIR WILL BE AVAILABLE FREE OF CHARGE
FOR USE AT THE MAGNETAWAN CENTENNIAL BEACH**

**A HOCKEY SLEDGE WILL BE AVAILABLE FREE OF CHARGE
FOR USE AT THE LIONS' PAVILION**

**THESE NEW ITEMS HAVE BEEN PROVIDED BY FUNDS AWARDED THROUGH
THE ENABLING ACCESSIBILITY FUND (EAF)**

**A SPECIAL THANK YOU TO OUR VOLUNTEER YOUTH ACCESSIBILITY LEADER (YAL)
LILY DIGIACOMO**



SOME RESTRICTIONS APPLY!!

FOR MORE DETAILS VISIT OUR WEBSITE AT www.magnetawan.com

OR EMAIL recreation@magnetawan.com

FREE

ARCHERY NIGHT

MONDAYS

6-8 PM JULY AND AUGUST

LOCATED AT THE MAGNETAWAN LIONS' PAVILION

THIS PROGRAM IS LED BY EXPERIENCED TRAINED INSTRUCTORS

SAFETY AND PROPER TECHNIQUE WILL BE EMPHASIZED

THE FIRST TIME YOU ATTEND YOU MUST COMPLETE A MANDATORY

SAFETY LESSON BEFORE SHOOTING CAN BEGIN

AGES 8 AND UP ARE WELCOME

EACH CHILD MUST BE ACCOMPANIED BY AN ADULT

PRE-REGISTRATION IS PREFERRED



FOR MORE INFORMATION AND FOR REGISTRATION

FORMS CONTACT US AT (705) 387-3947

OR AT RECREATION@MAGNETAWAN.COM

Page 150 of 166

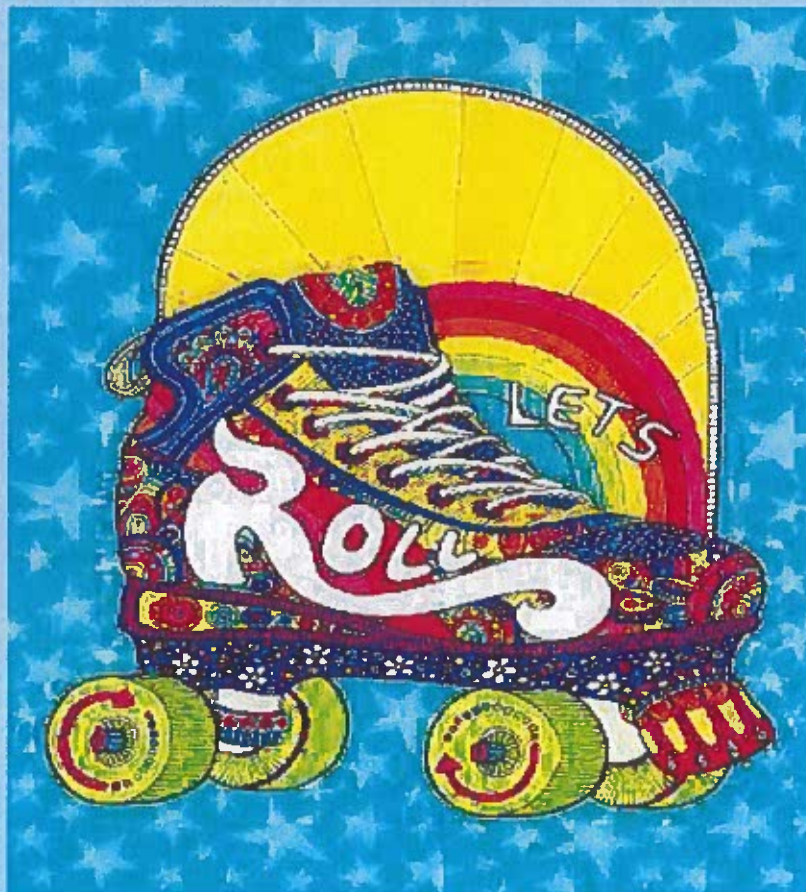


ROCK 'N' ROLL IN THE MAG!

FREE ROLLERSKATING FRIDAY NIGHTS

6-9 PM JULY AND AUGUST

LOCATED AT THE MAGNETAWAN LIONS' PAVILION



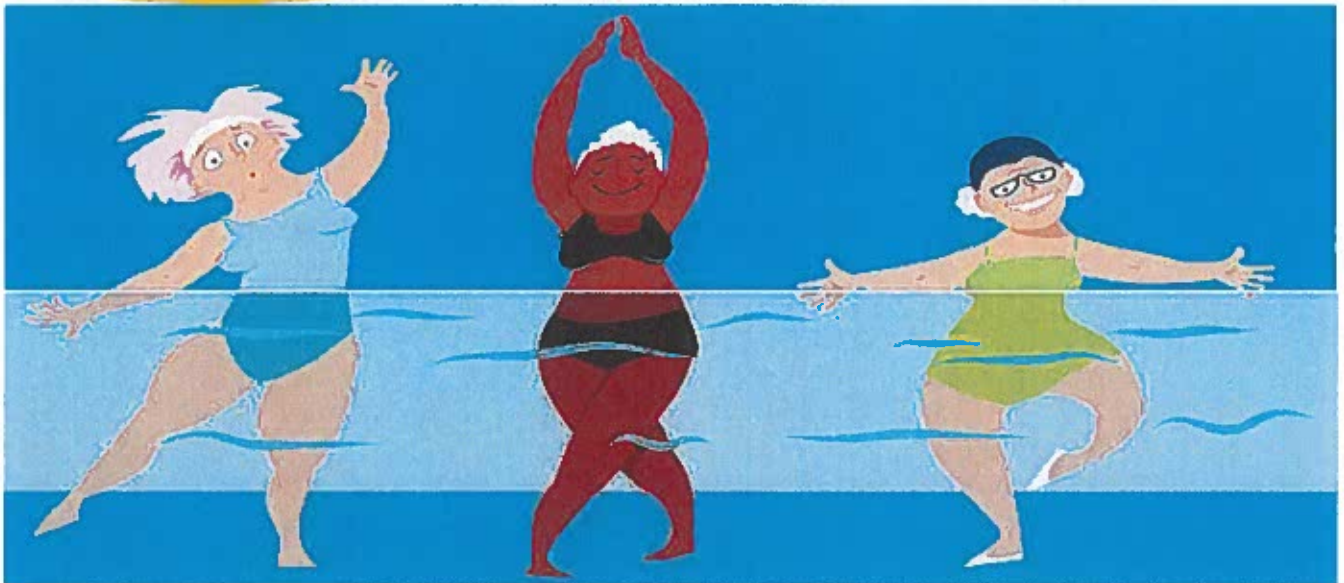
**EQUIPMENT CAN BE PROVIDED OR BRING YOUR OWN ROLLERSKATES!
SIZING IS AVAILABLE ON A FIRST COME FIRST SERVE BASIS
EACH CHILD MUST BE ACCOMPANIED BY AN ADULT
HELMETS AND SAFETY WEAR IS RECOMMENDED**

**FOR MORE INFORMATION AND FOR REGISTRATION
FORMS CONTACT US AT (705) 387-3947
OR AT RECREATION@MAGNETAWAN.COM**



EXCITING NEWS!!!

**NEW AQUAFIT CLASSES
WEDNESDAYS IN JULY AND AUGUST
FREE OF CHARGE!**



THE MUNICIPALITY OF MAGNETAWAN WILL BE OFFERING

FREE AQUAFIT FITNESS CLASSES WEDNESDAYS IN JULY AND AUGUST

**AQUAFIT CLASSES WITH CINDY LEGGETT
WEDNESDAYS FROM 3:15 PM TO 4:00 PM
AT THE
MAGNETAWAN CENTENNIAL PARK BEACH**

VISIT OUR WEBSITE AT WWW.MAGNETAWAN.COM FOR REGISTRATION FORMS

**For more information, please contact the Municipal Office at (705) 387-3947 or
by email at recreation@magnetawan.com**



IMMERSE YOURSELF IN NATURE AND ART WITH NOMI!

Saturdays 10am to 1pm

***Participation is by donation and all proceeds will benefit
Magnetawan Art Initiatives!***

JULY 25 Observing Nature Through Sketching

In this workshop you will learn how to study nature and record our observations in a visual way. The workshop will be conducted at the Centennial Park.

AUGUST 1 Art in Nature with Nature

In this workshop you will create temporary sculptures using only organic materials found on-site, and we will photograph the work, living the work in nature.

We meet at the Heritage Museum Centre and walk to the island where the workshop will be conducted

AUGUST 15 Nature as a Muse

In this workshop you will create artwork using nature as our inspiration. The workshop will be conducted at the Centennial Park.

***Nomi is a multi-disciplinary artist and teacher. To find
out more about Nomi visit her website at
www.nomidrory.com***

***For more information contact us at (705) 387-3947 or at
recreation@magnetawan.com***



DRUMMING WITH SANDRA

FRIDAY JULY 3RD

SUNDAY AUGUST 2ND

& SUNDAY SEPTEMBER 6TH

2PM

MAGNETAWAN CENTENNIAL PARK

ALL AGES WELCOME

**BRING YOUR OWN DRUM OR SHARE
OURS!**



PICKLEBALL TUESDAYS

AT THE MAGNETAWAN LIONS PAVILION

ORGANIZED PLAY: 10:00AM TO 12:30PM & 6:00PM TO 7:30PM

PAID LESSONS: 12:30PM TO 1:30PM

SENIORS LIGHT PLAY (one court only) 1:30PM TO 3:00PM

DROP IN PLAY: 1:30PM TO 5:00PM

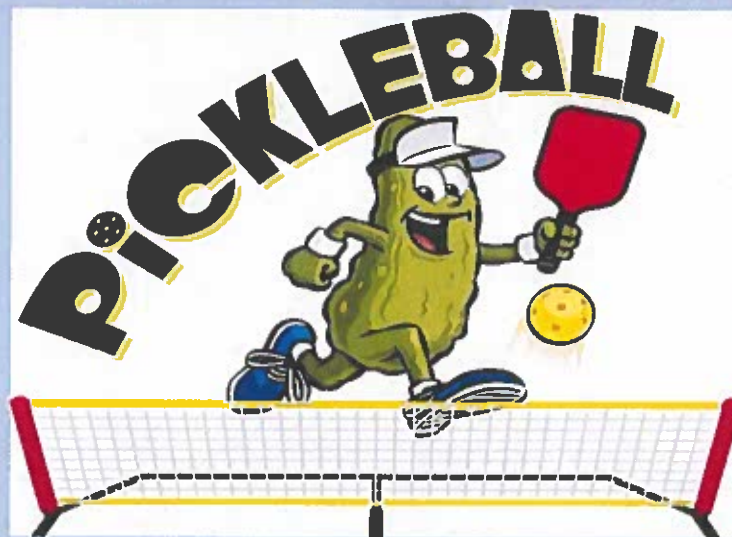
WE ASK THAT ALL DROP IN PLAY PARTICIPANTS SIGN IN AND THAT A CURRENT
CONSENT FORM FOR THE CURRENT YEAR HAS BEEN SUBMITTED
PLEASE BE RESPECTFUL OF OTHERS AND SHARE THE COURTS!

INTRODUCING LESSONS BY BRETT

PAID LESSONS WILL START JULY 21ST AND END AUGUST 25TH

LESSONS WILL BE \$15 PER PERSON, PER LESSON, PER HOUR WITH A LIMIT OF 8
PLAYERS PER HOUR FOR MORE INFORMATION AND TO REGISTER PLEASE CONTACT
BRETT AT kbstewart2014@hotmail.com

EQUIPMENT PROVIDED OR BRING YOUR OWN PADDLES!



For more information contact recreation@magnetawan.com



PICKLEBALL

Skills & Drills

WITH

BRETT STEWART



COURSE DATES:

TUESDAYS, JULY 21 TO AUG 25, 2026



AT THE MAGNETAWAN LIONS PAVILION



\$15
PER PERSON,
PER LESSON
(1 HOUR)



LIMIT OF
8 PLAYERS
PER LESSON



*Improve
your skills,
have fun &
enjoy the game!*

Whether you're just getting started or looking to improve your game, these focused lessons will help build your *confidence* and *skills* on the court.

DROP-IN LESSON TOPICS

- 🎾 Paddle Control – Forehand / Backhand
- 🎾 Volley Control
- 🎾 Foot Work / Positioning
- 🎾 Serving
- 🎾 Dinking / NVZ (Kitchen) Play
- 🎾 Lob Shots
- 🎾 Third Shot Drop
- 🎾 Strategy
- 🎾 Court Communication



*For more information
or to sign up contact*

BRETT STEWART



bstewart2014@hotmail.com

CAST YOUR VOTE TO NAME OUR NEW BUSINESS PARK!

*The entries are in from near and far,
Now it's time to pick the star!
Some are clever, some are neat,
Some are bold and hard to beat!
Council has looked at every one,
And now it's your turn to join the fun!
Should it be this? Should it be that?
A name that's grand? A name that's flat?
A name that's strong? A name that's bright?
You get to choose the one that's right!
Hop on over, don't be slow,
To our SurveyMonkey poll you go!
Click and vote, then spread the cheer
Help name our Business Park this year!
Every vote helps shape our town,
So, pick your favourite and write it down!*

Deadline to cast your vote is Monday July 21st at 12pm

[Survey Monkey Link!](#)

For more information contact the Municipal Office at (705) 387-3947 or by email
at recreation@magnetawan.com

**THANK YOU TO THOSE WHO SUBMITTED NAMES
NOW IT'S TIME TO CAST YOUR VOTE!**



**EXCITING
NEWS!**

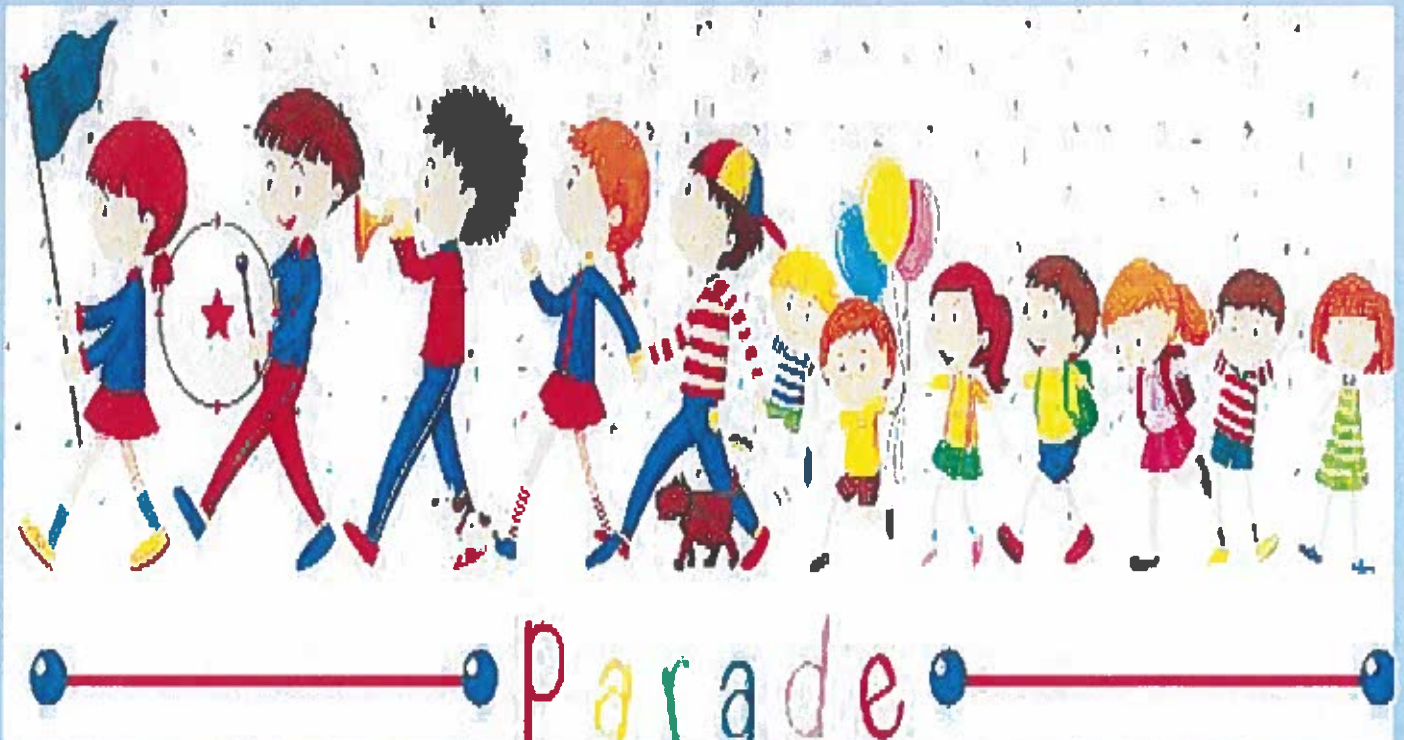
CALL FOR CANADA DAY FLOATS

We are planning a Canada Day Parade!

SHOW YOUR COMMUNITY SPIRIT!

ADVERTISE YOUR BUSINESS!

*Please pre-register your floats and make a plan to clean
up after your Horsey Friends!*



For more information contact us at

Page 158 of 166
(705) 387-3942 or recreation@magnetawan.com



UNDER 14? FIND
LAURA AND TELL HER
HOW OLD CANADA IS
TO GET A FREE
TREAT!



Happy Canada Day

CELEBRATE CANADA DAY IN THE MAG!

WEDNESDAY JULY 1ST

CANADA DAY EVENT LINE UP

HORSE WAGON RIDES RUNNING FROM THE MUNICIPAL OVERFLOW PARKING LOT TO THE VILLAGE GREEN AND CENTENNIAL PARK!

10:30AM-PARADE FROM MAGNETAWAN CENTRAL SCHOOL TO COMMUNITY CENTRE

AT THE MAGNETAWAN COMMUNITY CENTRE AND GROUNDS

11:00AM-OPENING CERMONIES INCLUDING SINGING OF O'CANADA AND CAKE!

10AM TO 1PM- MAGNETAWAN FARMERS MARKET, PATTI & MICK PARKER BAND, ALMAGUIN COMMUNITY HATCHERY PROGRAM TRAILER, CHAINSAW CARVING DISPLAY, MAGNETAWAN LIBRARY CHILDREN'S CRAFTS GIVE AWAY AND BOOK SALE, BANGER FOOD TRUCK, AND PHOTOBOOTHS

11:30AM TO 3PM- SPECIAL THIS YEAR IN CELEBRATION OF FIFA! KICKIN' IT IN THE MAG CANADA DAY WARM-UP TO FIFA 2026! BUBBLE SOCCER, INFLATABLE SOCCER FIELD, SOCCER KICK GAMES.

FREE FIFA "SWAG" FIND LAURA WITH HER GIVE AWAY WAGON!

AT THE VILLAGE GREEN

11:30AM TO 3PM-BOUNCY CASTLE, MINI PUTT, COTTON CANDY, INFLATABLE BASKETBALL, MAGNETAWAN FIRE DEPARTMENT BBQ AND FIRE TRUCK DISPLAY, AND DUNK TANK

AT THE HERITAGE MUSEUM CENTRE

10:00AM TO 6:30PM- TEMPORARY TATTOOS, CANADA DAY BRACELETS, ROCK SNAKE PAINTING, PHOTOBOOTH, KIDS ACTIVITY BOOKS, AND PUBLIC ART MURALS

AT THE CENTENNIAL PARK

11:30AM TO 3PM-REPTILE CAMP SHOW AND INTERACTIVE DISPLAY, FOAM PARTY, ROCK WALL, ROPE OBSTACLE COURSE, KEN THE BALLOON DUDE, TICKLED TEALS FACE PAINTING, RHYTHMICITY DRUM CIRCLE, HENNA BODY ART, NORTH BAY ASTRONOMY CLUB, GLITTER BODY TATTOOS, AIRBRUSH FACE PAINTING, CARICATURE ARTIST, FIRE SHOW ARTIST, SCOOP-A-LICIOUS ICE CREAM TRUCK AND SCIENCE NORTH'S NATURAL CURIOSITY DISPLAY.

7:00PM TO 8:30PM-MUSIC IN THE PARK SWEETWOOD MAC AND BANGER FOOD TRUCK

DON'T FORGET THE FIREWORKS DISPLAY AT DUSK AT THE LOCKS

For more information contact us at 705/351-3947 or at info@magnetawan.com

FIREWORKS

Magnetawan's Annual Canada Day

Fireworks Display

WEDNESDAY JULY 1ST

AT DUSK

AT THE LOCKS



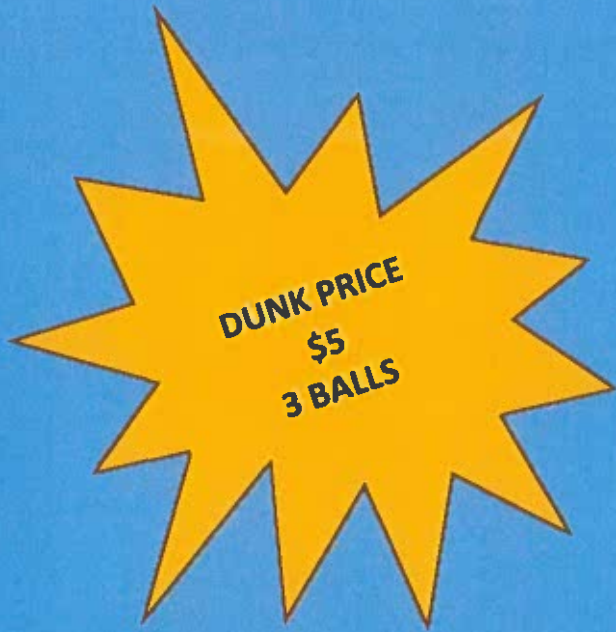
THERE ARE MULTIPLE SITES TO VIEW THE FIREWORKS including:

the Liquor Store Parking Lot, the Village Green, the Sparks Street Bridge, Centennial Park, and the Water!

HAPPY BIRTHDAY CANADA!

Page 160 of 166





WEDNESDAY JULY 1ST
MAGNETAWAN VILLAGE GREEN

DUNK TANK

12:30 PM COUNCILLOR BILL BISHOP

1:00 PM COUNCILLOR JON HIND

PROCEEDS TO BE DONATED TO THE
MAGNETAWAN FIREFIGHTERS' ASSOCIATION



CALL FOR SUBMISSIONS

**ARE YOU A COMMUNITY GROUP DOING GREAT WORK IN THE
MUNICIPALITY OF MAGNETAWAN?**

HAVE A GREAT IDEA THAT WILL BENEFIT OUR COMMUNITY?

**ALREADY DOING SOMETHING AWESOME AND NEED
ADDITIONAL FUNDS?**

SUBMIT YOUR PROPOSAL TO COUNCIL!

HOW TO APPLY

**Due Tuesday
July 21st**

- Include a Short bio about your Community Group and your Great Work!
- Include how your Community Group will use the carvings to raise Funds!
- Include how your Community Group will use the Funds and how it will benefit our Community!
- Email your submission to recreation@magnetawan.com or drop your submission off at the Municipal Office by the deadline of Tuesday July 21st!



CARVINGS DONATED BY NORTHERN RHODES ARTISTRY IN WOOD

**FOR MORE DETAILS VISIT OUR WEBSITE AT www.magnetawan.com
OR EMAIL recreation@magnetawan.com**



Boat Launch Education

June 29th 9:00 am – 12:00 pm
Lake Cecebe Boat Launch

Come out and learn the importance of "Clean, Drain, Dry" and how to protect our lakes and waterways from invasive aquatic species!

Be a water steward!

Clean Boats, Clean Lakes!

Aquatic Invasive Species are extremely harmful to lakes and water bodies—Stop the spread!



1-800-563-7711

www.invadingspecies.com



**CLEAN
DRAIN
DRY**

Prevent the Spread of Aquatic Invasive Species



Hosted by Phragmites Working Group Lake Bernard
Marilee Koenderink - 705-774-5878

Page 163 of 166



MAGNETAWAN HAZMAT DAY 2026

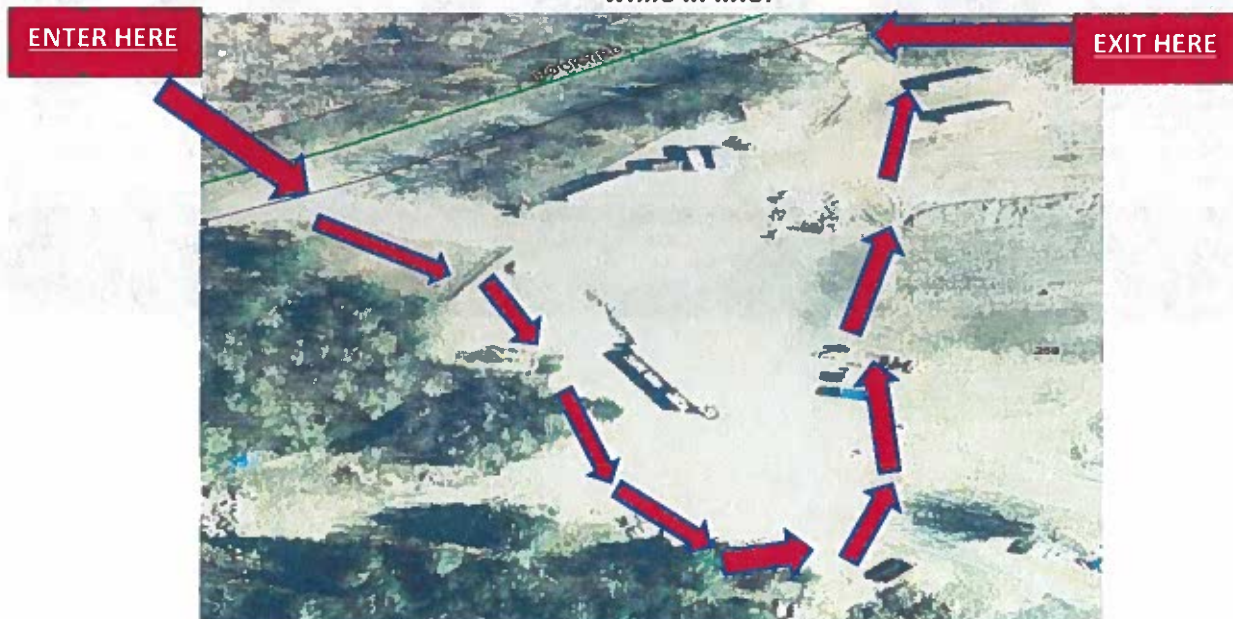
Saturday July 11, 2026

10 AM TO 3 PM

If you are attending Hazmat please line up on Rocky Road from Miller Road.
If you are **NOT** attending Hazmat please enter the landfill from Nipissing Road.
Present your landfill card and identification to participate in HAZMAT DAY

PLEASE NOTE WAIT TIMES MAY BE LONG

*Consider partnering with your Magnetawan friends and neighbours to take one car to Hazmat Day!
Long line up got ya down? Grab some take out from one of our amazing restaurants and chow down
while in line!*



Hazardous Items Include: Aerosols, Batteries, Medicines/Pharmaceuticals, Diabetic Needles/Sharps (in ridged sharps containers), Fluorescent Light Tubes, Flammables (fuel/solvents/sealants/grease/caulking/driveway sealer), Motor Oil, Oil Filters, Transmission Fluid, Fuel, Paint, Pesticides, Propane Cylinders, Household Cleaners, Fire Extinguishers, Empty Oil/Antifreeze Containers, Fertilizer and Antifreeze.

NOT ATTENDING HAZMAT?
DON'T WORRY YOU CAN ACCESS THE CHAPMAN LANDFILL
VIA NIPISSING ROAD FOR YOUR REGULAR HOUSEHOLD WASTE!



MAGNETAWAN HAZMAT DAY!

CLEAN COMMUNITY. **SAFE ENVIRONMENT.** HEALTHY FUTURE.

SAVE THE DATE!

**SATURDAY
JULY 11,
2026**

10 AM TO 3 PM

**START
COLLECTING
NOW!**

RESIDENTS AND RATEPAYERS OF MAGNETAWAN ONLY

WHY HAZMAT DAY MATTERS!



- ✓ **Keeps our environment clean:** Hazardous materials can leak into soil and water, harming wildlife, ecosystems and our drinking water.
- ✓ **Protects people and facilities:** Hazardous items can cause fires, explosions and injuries if not disposed of properly.
- ✓ **Keeps hazardous materials out of landfills:** Proper disposal ensures these items are handled safely and responsibly.



ACCEPTED **HAZARDOUS** ITEMS INCLUDE:



AEROSOLS



BATTERIES



MEDICINES/
PHARMACEUTICALS



DIABETIC NEEDLES/
SHARPS (IN RIGID
SHARPS CONTAINERS)



FLUORESCENT
LIGHT TUBES



FLAMMABLES
(FUEL/SOLVENTS/
SEALANTS/GREASE/
CAULKING/DRIVEWAY
SEALER)



MOTOR OIL



OIL FILTERS



TRANSMISSION
FLUID



FUEL



PAINT



PESTICIDES



PROPANE
CYLINDERS

HOUSEHOLD CLEANERS • FIRE EXTINGUISHERS • EMPTY OIL/ANTIFREEZE CONTAINERS
FERTILIZER • ANTIFREEZE



BE READY FOR HAZMAT DAY!

Start collecting your hazardous items now so you're ready to drop them off on July 11!



ATTENDING HAZMAT? Enter via Rocky Road from Miller Road.
NOT ATTENDING HAZMAT? Enter via Nipissing Road for regular household waste.



We can Swim to Survive® CAN YOU?

Roll → ***Tread*** → ***Swim***

Take the challenge

July 24, 2026 between 9 am & 3 pm
Magnetawan Centennial Park



Magnetawan Lions Club



LIFESAVING SOCIETY
The Lifeguarding Experts