Municipality of Magnetawan

AGENDA

Magnetawan Economic Tourism Committee (METC)

Wednesday November 25, 2026 at 9:00 AM

Magnetawan Community Centre

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

2.2
1. Establishing Ongoing Dialogue with Accommodations Providers
    1. Outreach to Accommodation Providers
    2. Accommodation Provider's Exit Survey
2. Tourism Promotional Product Development
    1. Signage and Brochure Racks
    2. Website Development
    3. Update of Discovery Routes Adventure Trail Maps Partnership Opportunity
    4. FAQ's

8
3. Merchandise
    1. Branding Guidelines
4. Industry Support Internal
    1. 2027 Forum April 10, 2027
    2. Business Training
5. Industry Support External
    1. Development of Generic Tourism Promotions Presentation
    2. Update on Disucssions with Rural Affairs
    3. Almaguin Chamber of Commerce AGM

15
6. Explorers' Edge
    1. Community Sessions Debrief
    2. January 15th Winter Toursim Summit

59
5. Proposed Changes to Terms of Reference and Next Steps

2.3 Magnetawan Christmas Market Saturday December 5, 2026

2.4 Outcome Commercial Rentals Updating of Fees & Charges By-law

2.5 Brainstorming, Workload and Budget/Resources Discussion

62 2.6 Discussion Presentation to 2026-2030 Council

77 2.7 Resignation Committee Member Bill Bishop

2.8 Committee Recuitment and Intentions of Current Membership

2.9 Discussion/Update Deputy Clerk Laura Brandt Reports and Billboard

78 2.10 YTD Budget Update

FOR INFORMATION

80 3.1 Explorers' Edge Our Region is Building Momentum

89 3.2 Annual Christmas Tree Lighting Poster

90 3.3 Almaguin News Business Connect Event Article

95 3.4 Report Deputy Clerks Erica Kellogg and Laura Brandt and Public Works Superintendent Scott

101 3.5 Report from Deputy Clerk Laura Brandt Year End Report Locks and Heritage Museum Centre

109 3.6 Report from Deputy Clerk Laura Brandt Skate/Walk Trail Splash Pad Project

112 3.7 Report from Deputy Clerk Laura Brandt 3rd Quarter Report Recreation and Communications

115 3.8 Report from Deputy Clerk Laura Brandt Revitaliztion of Croft Recreational Park

117 3.9 Billboard Hwy 124 from Ahmic Harbour to Magnetawan

ADJOURNMENT

4.1 Confirm the Proceedings of Committee and Adjourn

Municipality of Magnetawan

Magnetawan Economic Tourism Committee (METC)

Meeting Minutes

9:00am, Wednesday, October 21, 2026

Magnetawan Community Centre

Committee members in attendance:
Chair Rachel Sullivan
Dave Antle
Bill Bishop
Brenda Fraser
Joan Lewis
Rob Ross (electronic participation)

Regrets
Vice Chair Angela Ramsay

Staff members in attendance:
Deputy Clerk Laura Brandt (Secretary)

OPENING BUSINESS

1.1 **Call to order**
The meeting was called to order

1.2 **Adoption of the Agenda**
RESOLUTION 2026-25 Fraser-Antle
BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adopts the agenda as presented.
Carried.

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

1.4 **Adoption of Previous Minutes**
RESOLUTION 2026-26 Bishop-Lewis
BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee minutes from the July 27, 2026 meeting as presented.
Carried.

DRAFT

DISCUSSION ITEMS

2.1 **Resignation Committee Member Francine Yolkowskie August 22, 2026**

RESOLUTION 2026-27 Antle-Fraser

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee regretfully accepts the resignation of Francine Yolkowskie and thanks her for her service to the Committee.

Carried.

2.2 **METC Workplan Updates**

2.2.1 **Tourism Promotional Product Development**

2.2.1.1 **Signage and Brochure Racks**

Member Lewis noted some non-tourism businesses have added their materials to the brochure rack. For now material will be allowed until space becomes an issue. These other businesses are being told about the business directory and encouraged to add their information. Member Lewis working on additional signage materials to note the display provided by METC and to indicate how material can be added. Tracking of the update of brochures is being done.

2.2.1.2 **Website Development**

Secretary Brandt will update website and directory as a result of the closure of Tanners and Ahmic Apiaries. Chair Sullivan noted work still outstanding on section to promote 'Magnetawan-of-a-kind' products and gift ideas.

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

Secretary Brandt noted we still haven't received updated maps even though we were told they would be ready in July.

2.2.2 **Establishing Ongoing Dialogue with Accommodations Providers**

2.2.2.1 **Outreach to Accommodation Providers**

2.2.2.2 **Accommodation Provider's Exit Survey**

Members Bishop noted not a lot to report. STAs still not responding to outreach. Staff have recommended waiting until new Council in place and then look at METC request to include a permission form at the time of licensing authorizing METC to reach out to the licensed STA.

2.2.3 **Merchandise**

Members Antle and Ross presented some ideas for consideration and feedback was to focus on the following items:

- T-shirts
- Fridge magnets
- Coasters (maybe package a few)
- Ball caps – Chair Sullivan brought a sample and will follow up with the supplier who provided caps with embroidered logo
- Cookies – Member Fraser to pursue
- Shopping bags

Other considerations included coffee mugs and giblets for crocs and maybe a calendar in the future that could use photos from a photo contest. May engage professional area photographers to assist with a photo contest.

Members Antle and Ross have been working with staff to understand how the purchase and sale of items need to be handled. As a Committee of Council, METC follows the same rules as the municipality so merchandise cannot be sold at a profit. The general idea is to sell some merchandise at cost which can be 'reinvested' to purchase additional merchandise. The committee continues to be aware of the concern that METC could be seen as taking business away from other private retailers that are selling 'Magnetawan' products at a higher / for-profit price point.

Before any sales take place, money management and inventory controls need to be sorted out.

As Member Ross will be away for a few weeks, Chair Sullivan will work with Member Antle to sort out orders and determine how sales and/or free distribution of merchandise will be handled in time for the Christmas market.

2.2.4 **Industry Support**

2.2.4.1 **Development of Generic Tourism Promotions Presentation**

Chair Sullivan and Member Antle noted that Rural Affairs has been contacted and agreed to provide a report from their Analyst program which could be helpful with some of the content.

2.2.4.2 **Outreach to OMAFRA re Possibility of redoing a FICE Program**

Chair Sullivan reported Rural Affairs has suggested we provide some suggested meeting times for an information overview of FICE as well as the Business Retention and Expansion (BRE) program. It was suggested we look at dates after the new Council is in place and include both Deputy Clerks in the meeting. Chair Sullivan to request potential dates from Rural Affairs.

2.2.4.3 **Annual Forum**

Chair Sullivan and Member Fraser noted they will report back with a proposed plan. May look at longer timeframe for the April 10, 2027, forum. Focus has been on the Small Business Week event – Magnetawan Business Connects. Speakers from the event expressed interest in participating the forum. Advance notice for the April 2027 date was initiated at the recent event.

2.2.5 **Proposed Changes to Terms of Reference and Next Steps – ON DESK**

Chair Sullivan presented updated draft and the following changes were agreed to:

- Mission Statement: text amended in last line to "...grow Magnetawan's tourism industry, and support and assist with overall business development."
- Mandate: remove second line ("For greater certainty, the expression 'promotion of tourism' includes the development of tourism promotional products.")
- Recruitment and Appointment of Committee Members:
    - minimum of 6 to 12 members
    - Designated positions: add designated position for Council representative

- Add note to indicate Terms of Reference will be reviewed annually to ensure it remains relevant and reflective of the community it aims to serve.

There was a discussion about expanding the scope to include all sectors, however, it was felt that as a volunteer committee responsible for implementing initiatives, the focus should remain on the tourism sector while allowing some flexibility for initiatives that could be opened up to all sectors such as the recent Small Business Week event. There was discussion about how engaged citizens have been with the current election and while some commentary may be negative there seems to be an interest in building and supporting the community and it would be good to capitalize on this interest in community building.

Chair Sullivan to update the draft and circulate it to staff for a final review before submitting it to the new Council.

2.2.6 **Development of Brand Use Guidelines**
Item deferred as Vice Chair Ramsay was not present.

2.3 **Magnetawan Christmas Market, Saturday, December 5, 2026**
Secretary Brandt secured a spot in the Market for METC. Chair Sullivan and Members Antle and Lewis to work on a plan for the event including backdrop.

2.4 **Draft Presentation to Council**
Chair Sullivan to work on the draft. Staff recommended METC regroup after the inaugural meeting and presentation and discuss a budget request at that time.

2.5 **Business Connect Event, October 20, 2026 and Small Business Week**
Event well received. Agreement to look at this as an annual event open to all sectors. A follow up email with presentation materials will be going out to participants and those who expressed interest but were unable to attend.

2.6 **Outcome Commercial Rentals Updating of Fees and Charges By-law**
This item will be discussed at the Magnetawan Community Centre Board next week. Included in the meeting materials will be a staff report noting other area municipalities do allow commercial rental use of municipal kitchens; and the letters from METC and Francine Yolkowskie to Council regarding the draft bylaw. Staff confirmed there were no issues following the rental of the kitchen by the Kvas' and they intend to rent the kitchen again as allowed under the current bylaw.

2.7 **Recruitment / Membership intentions**
If the new Council retains the METC, current members are expected to remain.

2.8 **Budget Update**
Remaining funds to support the Christmas Market initiative and merchandise.

2.9 **Wrap-Up Almaguin – ON DESK**
Chair Sullivan noted that ACED has launched the Wrap-up Almaguin program but no invitation to participate was received.

FOR INFORMATION
3.1 Working Group Notes September 28, 2026
3.2 Northern Ontario Travel, Just Add Water
3.3 Destination Digest, New CEO, New Insights and More
3.4 Explorers' Edge Almost August A Lot to Share as We Head Into Fall
3.5 New Interpretive Sign Celebrates Magnetawan's Artistic Heritage
3.6 Dinner and a Drive-In Movie Event Poster and Instructions
3.7 ICYMI Council Highlights September 9, 2026 and Motion 2026-250
3.8 Report from Deputy Clerk Laura Brandt Year End Report Locks and heritage Museum Centre
3.9 Report from Deputy Clerk Laura Brandt Skate/Walk Trail Splash Pad Project
3.10 Report from Deputy Clerk Laura Brandt 3rd Quarter Report Recreation and Communications
3.11 Report from Deputy Clerk Laura Brandt Revitalization of Croft Recreational Park
3.12 Billboard Hwy 124 from Ahmic Harbour to Magnetawan Park Poster
3.13 Explorers' Edge October 2026 Update – **ON DESK**
3.14 Algonquin Fine Foods and The Bear's Café Meet & Greet – **ON DESK**

As the meeting went longer than anticipated and there is a lot of important updates in the For Information section, members asked to review the items and indicate if anything should be added to the next agenda package to allow time to ask questions or make comments.

ADJOURNMENT
4.1 **Confirm the Proceedings of Committee and Adjourn**
RESOLUTION 2026-28 Lewis-Bishop
BE IT RESOLVED THAT the Magnetawan Tourism Committee adjourns this meeting at 11:40am to meet again on Wednesday, November 25th, 2026, at 9am or at the call of the Chair.
Carried.

Approved by:

Chair

Secretary

DRAFT

Laura Brandt

From: Kerstin Vroom
Sent: October 21, 2026 5:14 PM
To: Laura Brandt
Subject: FW: Merchandising metc

Thanks,
Kerstin

From: Kerstin Vroom
Sent: October 21, 2026 5:13 PM
To: Dave Antle <djantle10@icloud.com>
Cc: Stephanie Lewin <treasurer@magnetawan.com>; Rachel Sullivan <rsullivanonthelake@gmail.com>; Rob Ross <rross@cambridgeforums.com>
Subject: RE: Merchandising metc

HI Dave et al.

It sounds like we are on the same page but perhaps using slightly different language.

For example, a $20,000 budget – you could buy $20,000 worth of merch. It sells for roughly at cost. You make roughly $20,000 in revenue which replaces the funds used. You then still have $20,000 to purchase new merch and/or supplies needed. To us – this is selling merch not for profit.

If the Committee wants to buy a shirt for $20, and a key chain for $5 – and sell the 'shirt' for $25 with a 'free' key chain that is fine.

If the Committee wants to raise money (fundraise) for something specific – like an event – a donation to something – you can sell merch at a profit – with the profit going into a separate revenue account (like a reserve) to be used for that item.

Generally speaking, budget amounts are approved for specific items and are not carried over if not used. If for example, let's say the Municipality has a budget of $25,000 for office equipment – which is typically (or a 3 year average) of what is spent in a year. But this year we would like to purchase new desks and computers and we allocated an extra $10,000 for those purchases – so our budget for that year would be $35,000. If, for example, we were only able to purchase $5000 worth of desks and still needed the computers – we would ask for next year $5000 for the not purchased computers plus our regular $25,000 for office equipment.

If you have a budget of $20,000 and only spend $10,000 in a year, that extra $10,000 does not get carried over to make $30,000 for next year. If Staff see a trend, and over let's say a 3 year period, only $10,000 is spent a year, we will reduce the budget ask to only $10,000.

The committee also has the option to purchase shirts and/or other merchandise and give it away for free or at a nominal fee. In my opinion, this would be preferential to selling merchandise at cost. For example, looking at your budget you spent around $5,000 on merch this year. I do not know if you have sales for these or these have been given away. When the reconciliation is done at the end of the year, essentially if you have let's say $3000 of inventory left (that you are planning on selling them at cost) , that technically comes out of the budget for next

year. Like when the Municipality did the Leekfest swag – our remaining inventory comes out of our budget for next year.

When you become your own board (if we get the MAT tax), your funds will be your funds and you can make a profit if you like or not.

I hope this makes sense and covers the bases.

Thanks,
Kerstin

From: Dave Antle <djantle10@icloud.com>
Sent: October 21, 2026 4:09 PM
To: Stephanie Lewin <treasurer@magnetawan.com>
Cc: Kerstin Vroom <Clerk@magnetawan.com>; Rachel Sullivan <rsullivanonthelake@gmail.com>; Rob Ross <RRoss@cambridgeforums.com>
Subject: Merchandising metc

Hi Stephanie, my take on our discussion with Kersten. Was that we could use the allocation from the municipality as a float, meaning money earned from selling merchandise could be used to buy more merchandise in the same fiscal year it was given but ultimately at the end of the fiscal year we would have to turn all revenue from sales back to the municipality while showing that we did not turn a profit and balance out as a non profit.

Correct.

If need be we could always apply to Council for new money next fiscal year. I suppose.

Da
Sent from my iPhone

> On Oct 21, 2026, at 3:22 PM, Dave Antle <djantle10@icloud.com> wrote:
>
> Great, as long as the accounting balances to no profit we are good. Thanks a bunch
> Stephanie
> Sent from my iPhone
>
> > On Oct 21, 2026, at 1:13 PM, Rachel Sullivan <rsullivanonthelake@gmail.com> wrote:
> >
> > Hi Rob and Dave,
> > If I'm understanding Stephanie's comments correctly this is an issue - we expected that any sales could go back to METC budget to be used towards another project or purchase more items. We'll need to get this sorted out otherwise what is the point except to have a lot of free giveaways.
> > Thanks
> > Rachel
> > Sent from my iPhone

Begin forwarded message:

From: Stephanie Lewin <treasurer@magnetawan.com>
Date: October 21, 2026 at 12:38:17 PM EDT
To:djantle10@icloud.com
Cc: Kerstin Vroom <Clerk@magnetawan.com>, Rachel Sullivan <rsullivanonthelake@gmail.com>, Laura Brandt <lbrandt@magnetawan.com>
Subject: Mtg on Friday at 3:30 works

Hi Dave,

I hope this explains a little better on how the financial aspect of the committee works.

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.

For example, if you were to spend the Committee's entire budget of $20,000 on merchandise and sell it even for cost, without having a specific event planned for fundraising, The money made back will go into the Municipalities coffers. If the Committee is selling the merchandise for a specific fundraising event its more considered a donation and goes into the committee's donation account to pay for the event.

So, with that being said to answer Rob's question Yes.

I hope that makes sense!

Please let me know if you or Rob have any other questions.

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

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From: Kerstin Vroom <Clerk@magnetawan.com>
Sent: October 21, 2026 10:33 AM
To: Dave Antle <djantle10@icloud.com>
Cc: Stephanie Lewin <treasurer@magnetawan.com>
Subject: RE: Mtg on Friday at 3:30 works

HI Dave,
Good question!!
I have cc'd Stephanie for her opinion 😊

Thanks,
Kerstin

From: Dave Antle <djantle10@icloud.com>
Sent: October 21, 2026 10:21 AM
To: Kerstin Vroom <Clerk@magnetawan.com>
Subject: Mtg on Friday at 3:30

Sent from my iPhone

METC Merchandise – Fall 2026

Item	Details
	Fridge Magnet – Slate Blue Supplier – VistaPrint 1,000 ordered - $395.99 + HST (Total for both sets of magnets - $894.94) 3”x3”
	Fridge Magnet – White Supplier – VistaPrint 1,000 ordered - $395.99 + HST 3”x3”
	Shopping bags – forest green Supplier – VistaPrint 300 ordered - $658.15 + HST (Total cost for bags and banner - $917.54; does not include design cost and frame) Julian Shopping Tote Bag • 33.02 cm H x 50.8 cm W x 20.32 cm L • 80 g non-woven, coated, water-resistant polypropylene • Reusable, recyclable and hand washable
	METC Banner Supplier – VistaPrint $153.83 + HST • Additional Design services ordered - $62.15 • Frame ordered separately from Amazon (similar to the one the Municipality has) - $74.57

METC Shirts













METC Shirts
Supplier – Silver Screen Printing
10 dozen ordered – mixed equally between men's and women's and midnight navy and white.

NOTE: v-neck women's shirt swapped out for crew neck style – costs are the same. Requested sample of v-neck for future consideration.

Next Level - 6210 Unisex CVC Tee
Printing: Screen printed front logo
Cost per unit (XS-XL) = $13.84 plus HST
Cost per unit (2XL+) = $16.34 plus HST

Next Level - 1540 Womens V-Neck Tee
Printing: Screen printed front logo
Cost per unit (XS-XL) = $13.84 plus HST
Cost per unit (2XL+) = $16.34 plus HST

	Men's Navy	Men's White	Women'sNavy	Women'sWhite
XS	1	1	3	3
S	3	3	7	7
M	8	8	9	9
L	9	9	6	6
XL	6	6	4	4
2XL	3	3	1	1
Total	30	30	30	30



METC Coffee Mugs - CM9030 | Ortiz 416 Ml. (14 Fl. Oz.) Mug
Screen Print 2.5" W x 2" H on Inboard
Supplier – Silver Screen Printing

Quantity = 108 @ $5.99 = $646.92 plus HST
Set Up = $65.00 plus HST
Shipping = $118.94 plus HST
Total = $830.86 plus HST

	METC Coasters - BC97WDTC | Live Edge Wood Coaster Laser Engraved 2.75” DIA on Front Supplier – Silver Screen Printing Quantity = 250 @ $1.98 = $495.00 plus HST Set Up = $65.00 plus HST Shipping = $51.81 plus HST Total = $611.81 plus HST
	METC Cookies Supplier – Holly Dickinson 300 ordered Estimate $2.50 per cookie

Laura Brandt

From: Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent: October 25, 2026 2:19 PM
To: Laura Brandt
Cc: Erica Kellogg
Subject: Explorers' Edge Community Sessions and Fall Business Confidence Survey

Hello METC,
Explorers' Edge is hosting a series of community sessions (https://explorersedge.ca/events/community-sessions-2026/) throughout the region. There are more details below but a key thing to flag is that, in addition to updates and reporting on survey results, feedback gathered at the sessions will be brought to the Explorers' Edge Board of Directors on November 5th for their full-day planning session where they will be deciding on where investment and attention should be focused next. This is an opportunity to help have a say. I plan to attend the Almaguin session on November 4th at the Katrine Community Centre - let me know if anyone wants to join me.

As part of this overall process, Explorers' Edge also has a Fall Business Confidence Survey open now (https://explorersedge.ca/resources/fall-2026-business-confidence-survey/). The survey is open until November 4, 2026 and takes approximately five minutes to complete. One participating business will be selected to receive an Explorers' Edge Business Awareness Package valued at approximately $1,500, with support potentially including photography, video, content creation or promotion tailored to the selected business. The package is not a cash prize or credit; Explorers' Edge will determine the scope of the investment based on the selected business and opportunity

I think it will be good to get this information out to the community to encourage participation in the Almaguin session and the survey so I'll look at doing some facebook posts and sending emails out to some people we have engaged with. I can bcc everyone on that email.
Thanks,
Rachel
705-346-0653

Why You'll Want to Be in the Room

These community sessions are more than an update from Explorers' Edge. They are an important opportunity for tourism operators, community partners, municipal leaders and residents to hear what we are learning across the region, understand where new opportunities are emerging, and help influence the priorities that will guide our work moving forward.

We have a lot to share – and we also need to hear from you.

The conversations and feedback gathered through these sessions will be consolidated by staff and brought directly to the Explorers' Edge Board of Directors on **November 5 during our full-day strategic planning session**. If you have a perspective on where tourism in the

region is heading, what is working, what is getting in the way, or where investment and attention should be focused next, this is the time to be part of the conversation.

During the session, we'll explore:

What we're learning about our visitors – and why it matters
We'll share new regional research, including geolocation insights and findings from the Visitor Exit Survey, to better understand who is visiting, where they are travelling, how they are moving through the region and what their behaviour is telling us. We'll also talk about how this information can help communities and operators make stronger decisions around marketing, product development, investment and visitor experience.

Building a more welcoming and inclusive destination
We'll provide an update on our regional 2SLGBTQIA+ destination audit and what we are learning about visibility, welcome, inclusion and belonging across the visitor economy. This is about understanding where the region is today, identifying gaps and opportunities, and considering how we can collectively create a destination where more people feel confident choosing to visit, work and spend time.

Being present in Indigenous communities
We'll reflect on our work and relationships with Indigenous communities across the region and what we have learned by showing up, listening, participating and building relationships. We'll discuss how these experiences are informing our approach to destination development, reconciliation, partnership and the role Explorers' Edge should play moving forward.

Gravenhurst MAT Pilot Partnership – what we are learning from a new model
We'll take a deeper look at the Gravenhurst Municipal Accommodation Tax pilot partnership and the destination development work that has taken place through it. This includes business engagement, product and package development, visitor research, marketing activation and direct collaboration with the local tourism community.

We'll also share what the pilot is teaching us about how municipal tourism investment can be connected more directly to business needs, visitor behaviour and measurable destination development — and what those lessons could mean for future partnerships elsewhere in the region.

Transportation, product development and growing the visitor economy
We'll provide a broader look at work underway across visitor transportation, new tourism products and packages, geographic and seasonal dispersion, community partnerships and year-round tourism. We'll talk about where momentum is building and where we see the next opportunities for the region.

Then we want to hear from you
This is a working conversation, not simply a presentation.

What are you seeing in your business or community?
Where are the biggest opportunities?
What is holding tourism growth back?
What should we be paying closer attention to?
And what should Explorers' Edge prioritize next?

Your feedback will help inform the discussion our Board has on November 5 as it considers future priorities, partnerships and investments.

If tourism matters to your business, your organization or your community, you will want to be in the room.

Come hear what we are learning, see where the work is heading and make sure your perspective is part of what comes next.

EXPLORERS' EDGE · COMMUNITY SESSIONS 2026

What we heard from you

Throughout our sessions, participants answered live Slido polls about their season, their guests and where Explorers' Edge should focus. Here's what **41 participants** across three virtual sessions told us.

48%

A stronger season

Nearly half said their 2026 tourism season was better than 2025. Only one participant reported a worse season.

62%

Rising operating costs

Operating costs were the most frequently identified challenge, followed by staffing (41%) and visitors spending less (38%).

92%

More experiences and product development

Participants see new experiences and tourism products as an important way to attract visitors, extend stays and increase spending.

84%

Better transportation and connectivity

Transportation and regional connectivity emerged as the leading priority for Explorers' Edge in 2027–28.

Live Slido polls · November 3–4, 2026 · Percentages are of participants who answered each question

explorersedge.ca

EXPLORERS' EDGE

COMMUNITY SESSIONS

2026

Connect. Share perspectives. Explore opportunities.



OUR REGION

Algonquin Park

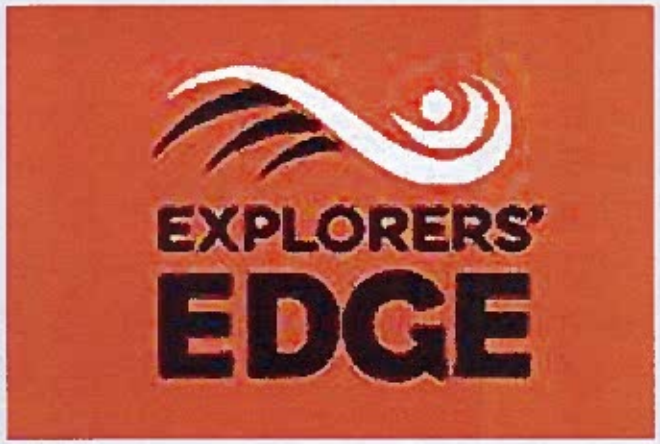
Almaguin Highlands

Loring-Restoule

Muskoka

Parry Sound

South Algonquin



Land Acknowledgement

We acknowledge that the region we call 'the Great Canadian wilderness just north of Toronto' is founded on the traditional lands and waterways of the Anishinabek, Algonquin, Mohawk and Métis peoples, and is part of the Robinson Huron (1850) and Williams (1923) Treaties territory, and the unceded territory of the Algonquins of Ontario.

We further acknowledge that as Canadians, we are all treaty people. Explorers' Edge staff are committed to the ongoing truth and reconciliation process, including economic reconciliation through tourism development, and we will work diligently to listen, to learn, to take action, and to be respectful towards all First Nations, Métis and Inuit peoples.

WHO WE ARE

Meet the Explorers' Edge team

Joined today by Peter Coish, Kuration Research — a research and strategy contributor to Explorers' Edge.



James Murphy
CEO

james@explorersedge.ca



Jennifer Montpetit
Director, Strategic Partnerships & Development

jennifer@explorersedge.ca



Jake Good
Brand Narrative Manager

jake@explorersedge.ca



Rachel Dawson
Administration & Travel Services Coordinator

rachel@explorersedge.ca

TODAY'S CONVERSATION

What we'll explore together

One hour, four conversations — and your input shapes what comes next.

01

What we're hearing from tourism businesses

7 min · Your 2026 season

02

What the research is telling us

18 min · Markets, visitors and business performance, with Peter

03

What we're doing to create opportunities

17 min · Partnerships and projects across the region

04

Where we go next — with your input

18 min · 2027–28 priorities and next steps

EXPLORERS' EDGE

Passcode

explore

Canada's tourism economy is still growing, but slowly

EXPLORERS' EDGE

TOURISM SPENDING

$28.5B

Q2 2026, up 0.3% from Q1 (real, seasonally adjusted)

TOURISM JOBS

699,000

Jobs from tourism in Q2, up 0.4% vs 0.2% for all jobs

SHARE OF GDP

1.77%

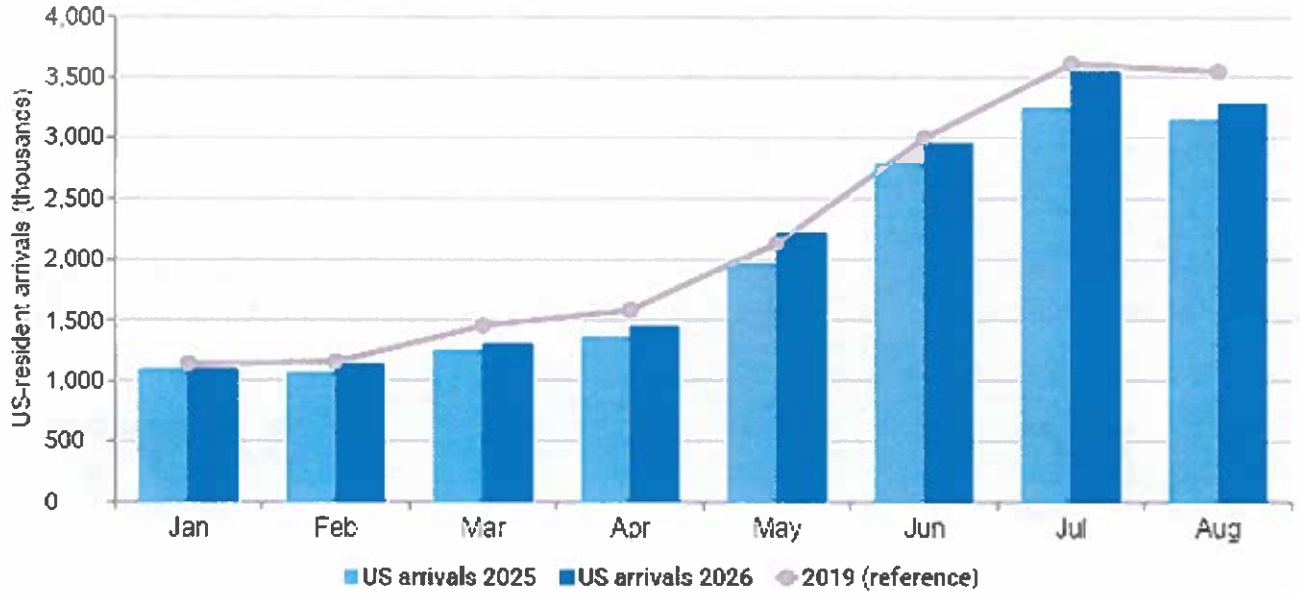
Tourism's share of Canada's nominal GDP in Q2

INTERNATIONAL SPEND

+1.0%

Spending by visitors from abroad in Q2; domestic spending was flat

Americans came back across the border this year



NOTE StatCan's counts changed in 2025 (airport clearance system added); compare with 2019 cautiously.

WHAT THIS SHOWS

- January to August 2026: 17.03 million US-resident arrivals.
- Up 6.7% on 2025, with gains in every month except January.
- Still 3.5% below the same months of 2019.
- Preliminary September: +17.2%, partly because Labour Day fell a week later.

Fall travellers are shopping around

HAVE USED AI TO PLAN TRAVEL

22%

Up from 10% in spring 2025. 34% are likely to use AI to plan their next trip.

LOOK FOR DEALS MORE OFTEN

31%

Than a few years ago. Deals and packages are the top draw to a new Canadian destination (41%).

What this means for operators here

PACKAGES

Package the value

Travellers hunt for deals. Bundle stays, meals and activities at one clear price.

OFF-PEAK

Build the quiet months

Hotels grew on rate, not rooms. At about 55% occupancy, the quiet months have room.

AI SEARCH

Be findable by AI

More travellers plan with AI. Keep listings, hours, prices and photos current.

MARKETS

Welcome new visitors

Americans are back, and Germany and Japan are growing. Make it easy for them to book.

EVENTS

Plan around events

Big events send visitors past the host city. Have offers ready for the next one.

Visitors are travelling differently, researching differently and looking more closely at value. Our opportunity is to help regional businesses respond and turn interest into bookings.

Strong summer occupancy. Significant opportunity across the rest of the year

August 2026	RTO 12	vs Aug 2025	Ontario	vs Aug 2025
Occupancy	82.5%	−0.5 pt (83.0%)	82.4%	+0.6 pt
Average daily rate (ADR)	$319.20	+1.5% ($314.40)	$244.00	+4.8%
Revenue per available room (RevPAR)	$263.36	+0.9% ($260.89)	$200.99	+5.5%

January–August 2026	RTO 12	vs Jan–Aug 2025	Ontario	vs Jan–Aug 2025
Occupancy	**54.6%**	+0.3 pt (54.3%)	**68.1%**	0.0 pt
Average daily rate (ADR)	$238.25	+0.5% ($237.11)	$218.49	+4.9%
Revenue per available room (RevPAR)	$130.12	+1.1% ($128.70)	$148.69	+4.9%

Source: CBRE Hotels' Trends in the Hotel Industry National Market/Operations Report with reproduction and use of information subject to CBRE Limited Disclaimer / Terms of Use as detailed at: https://www.cbre.ca/en/services/invest-finance-and-value/valuation-and-advisory/hotels#disclaimer

The off-season is still where the region has room to grow

- Last November, each available hotel room earned $62.60, about a quarter of August's $260.89
- Fewer rooms sold and at lower rates: occupancy 39.5% vs 83.0%, average rate $158.64 vs $314.40
- September and October held up better, at $162.11 and $139.37 per available room
- December to March stayed under $70 per room in both years
- Empty rooms in the off-season also mean fewer diners, attraction visits and shoppers in our communities

EXPLORERS' EDGE

VISITOR INTELLIGENCE · GEOFENCING

Where your visitors come from

Geofencing counts phones in a drawn area, then estimates where they live

WHAT IT IS

A drawn area

A boundary is drawn around a town. Phones with location services on are counted when they're seen inside it.

WHAT'S COUNTED

People and visits

Unique visitors are people; daily visits count each day they're seen. Home is where the phone usually is at night.

ITS LIMITS

Not bookings

Modelled estimates only. No nights stayed, no spending, and no link to your own guests.

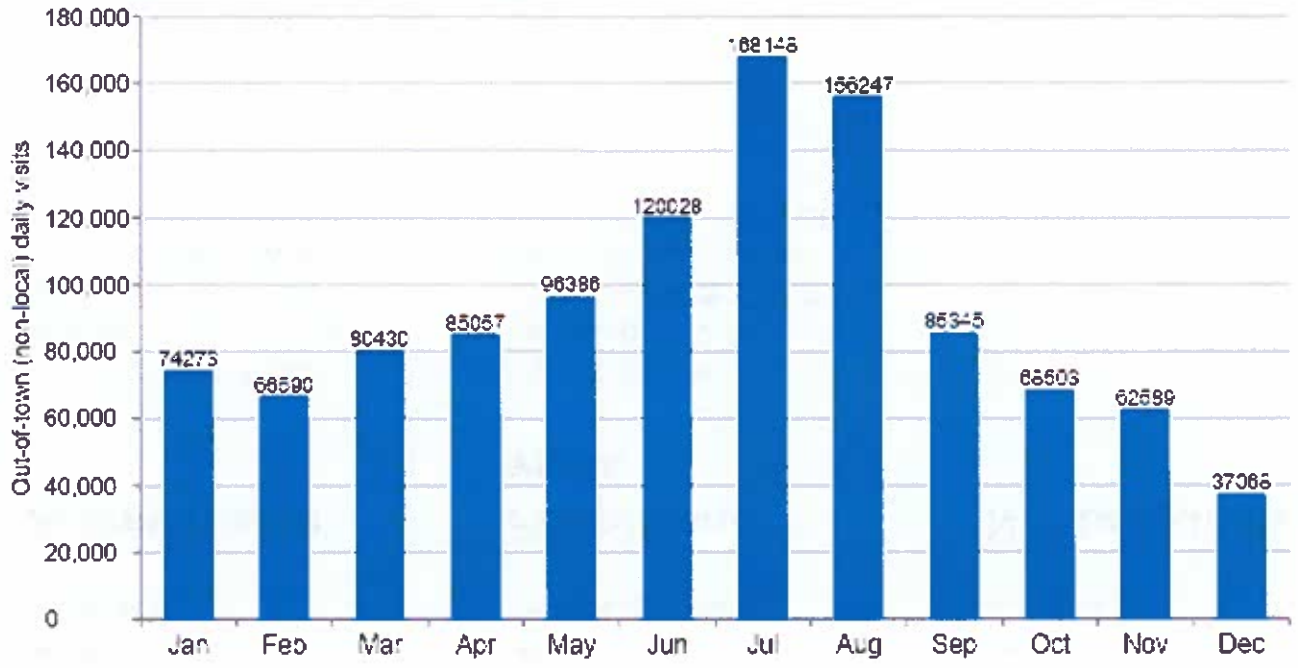
HOW TO USE IT

Aim your marketing

See which cities and postal areas send visitors, and in which months, then focus your marketing there.

Sources: Central Counties, Visitor Research Program: Geofencing Analysis; 2025 geofence data from Destination Canada via Central Counties; rto12geofencing.netlify.app. Local = under 40 km from home; non-local = 40 km or more.

Most of Gravenhurst's out-of-town visits happen outside the summer peak



WHAT THIS SHOWS

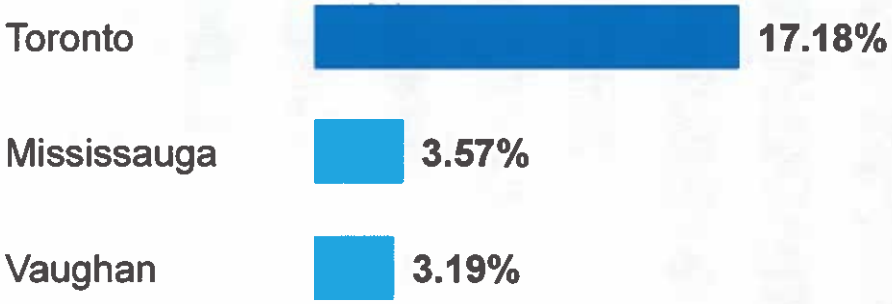
- Out-of-town visits peak in July (168,148) and August, and are lowest in December (37,068).
- June to August held only 40.4% of the year's out-of-town visits.
- May (96,386) was busier than September (85,345).
- Weekend days see 47.7% more out-of-town visits than weekdays.

Source: 2025 Gravenhurst geofence, Destination Canada mobile data via Central Counties (rto12geofencing.netlify.app). Modelled estimates; non-local = home 40 km or more away.

Toronto sends the most visitors, and nearby cities like Barrie and Orillia follow

MORE THAN 100 KM AWAY

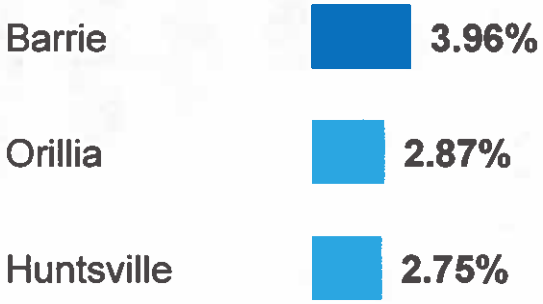
SHARE OF UNIQUE VISITORS



Also Hamilton 2.48%, Brampton 2.10% and Richmond Hill 1.87%

40 TO 100 KM AWAY

SHARE OF UNIQUE VISITORS



Gravenhurst, Bracebridge, Muskoka Lakes and Severn are local (under 40 km) and not shown

Source: 2025 Gravenhurst geofence, Destination Canada mobile data via Central Counties (rto12geofencing.netlify.app). Share of all unique visitors; modelled estimates; non-local = home 40 km or more away.

Huntsville's out-of-town visits run all year, with a spring bump in April



WHAT THIS SHOWS

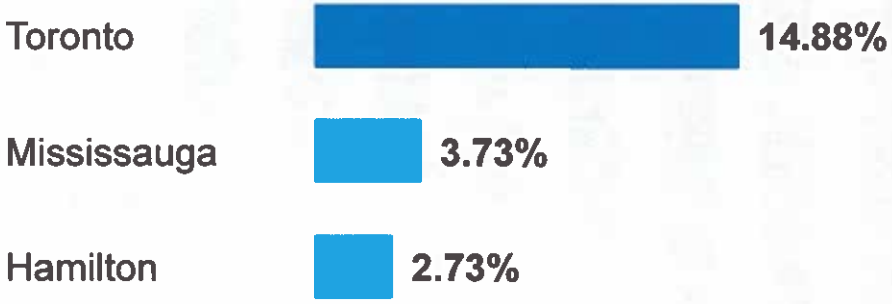
- Out-of-town visits peak in July (233,710) and are lowest in December (61,169).
- April (125,506) was busier than May (106,108) and September (105,838).
- June to August held only 40.3% of the year's out-of-town visits.
- Weekend days see 38.6% more out-of-town visits than weekdays.

Source: 2025 Huntsville geofence, Destination Canada mobile data via Central Counties (rto12geofencing.netlify.app). Modelled estimates; non-local = home 40 km or more away.

Huntsville's visitors come mostly from the Toronto area, with Barrie the closest big market

MORE THAN 150 KM AWAY

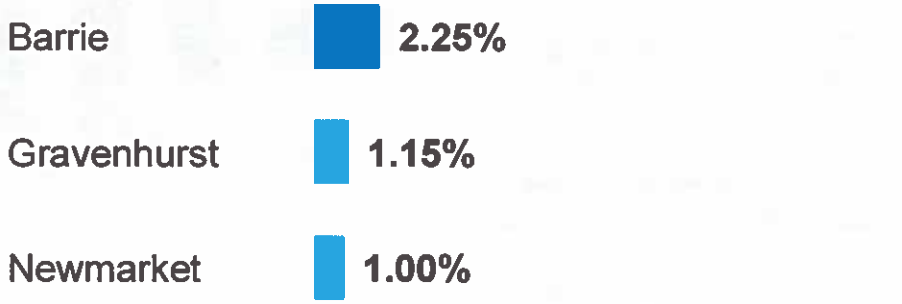
SHARE OF UNIQUE VISITORS



Toronto visitors lean to summer: 46.0% of their visits, vs 34.2% for Hamilton

40 TO 150 KM AWAY

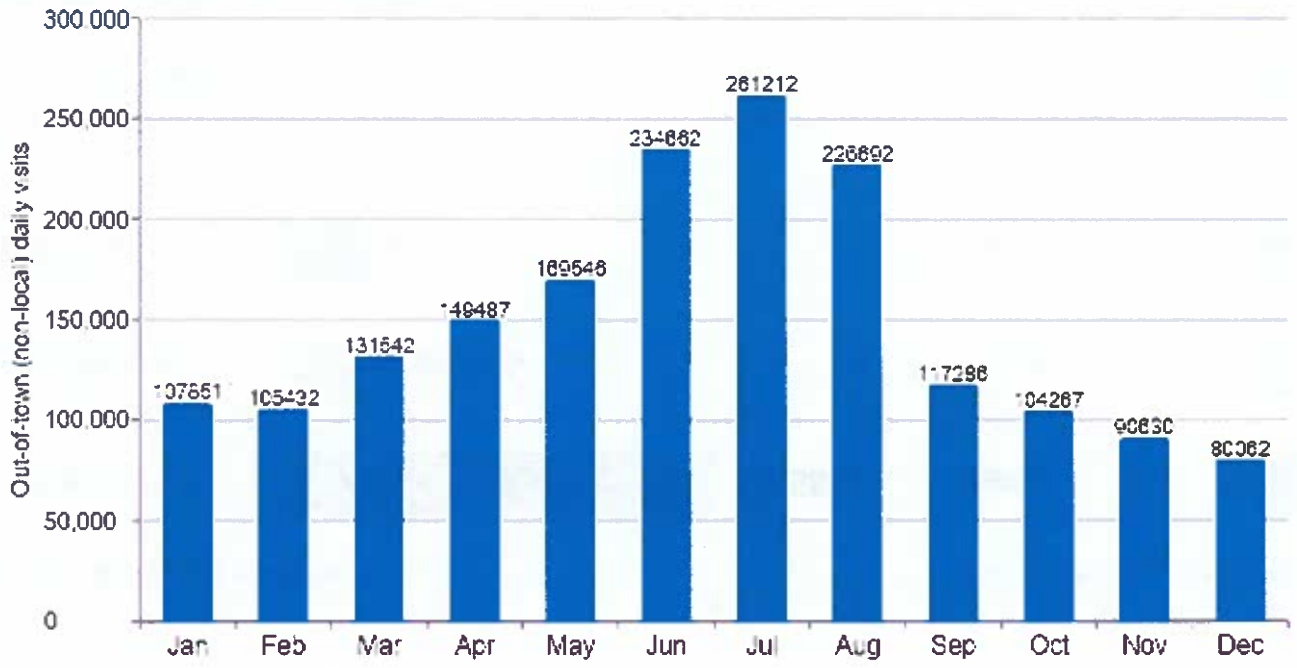
SHARE OF UNIQUE VISITORS



Huntsville, Bracebridge, Lake of Bays, Perry and Muskoka Lakes are local (under 40 km) and not shown

Source: 2025 Huntsville geofence, Destination Canada mobile data via Central Counties (rto12geofencing.netlify.app). Share of all unique visitors; summer = Jun–Aug; modelled estimates; non-local = home 40 km or more away.

In June and July, out-of-town visitors outnumber locals in Parry Sound



WHAT THIS SHOWS

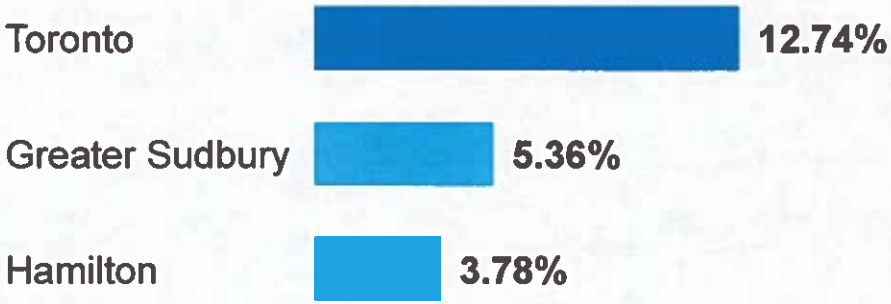
- Out-of-town visits peak in July (261,212) and are lowest in December (80,062).
- In June, 53.1% of all visits were out-of-town; in July, 52.5%.
- June to August held only 40.6% of the year's out-of-town visits.
- Weekend days see 31.6% more out-of-town visits than weekdays.

Source: 2025 Parry Sound geofence (Wasauksing has none of its own), Destination Canada mobile data via Central Counties (rto12geofencing.netlify.app). Modelled estimates; non-local = home 40 km or more away.

Toronto leads, and Greater Sudbury is Parry Sound's strong second market

MORE THAN 150 KM AWAY

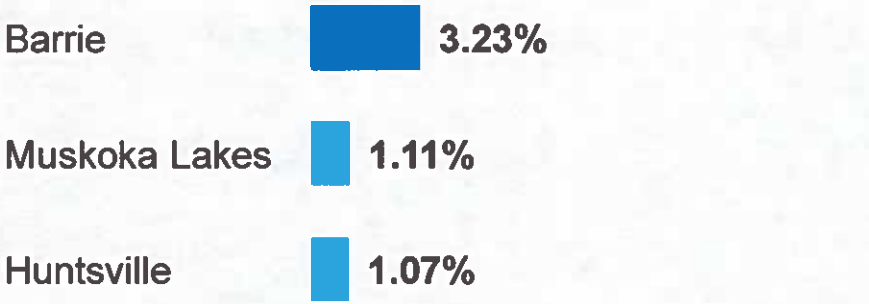
SHARE OF UNIQUE VISITORS



Greater Sudbury visitors come year-round: only 31.5% of their visits fall in summer

40 TO 150 KM AWAY

SHARE OF UNIQUE VISITORS



Parry Sound, Seguin, McDougall and McKellar are local (under 40 km) and not shown

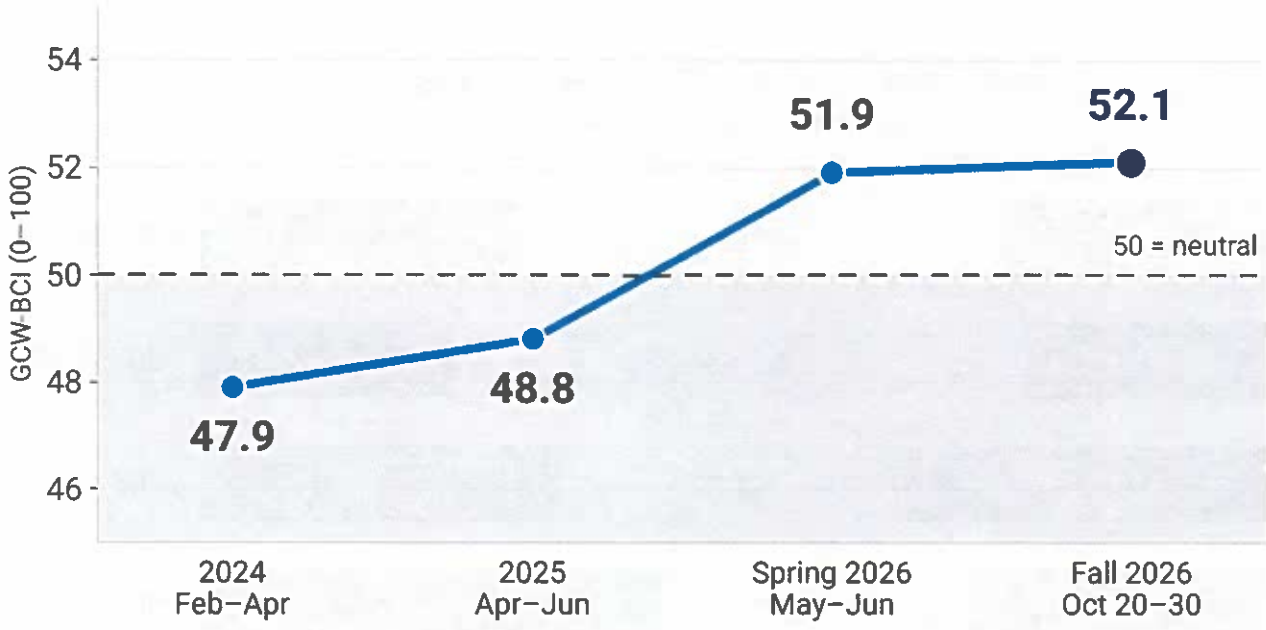
Source: 2025 Parry Sound geofence (Wasauksing has none of its own), Destination Canada mobile data via Central Counties (rto12geofencing.netlify.app). Share of all unique visitors; summer = Jun–Aug; modelled estimates; non-local = home 40 km or more away.

EXPLORERS' EDGE

BUSINESS CONFIDENCE

Business Confidence Index

Confidence held its gains through the 2026 season, but didn't climb further



LEVEL WITH SPRING

Fall 2026 reads 52.1, against 51.9 in spring: inside the index's ±3-point stability band.

ABOVE NEUTRAL

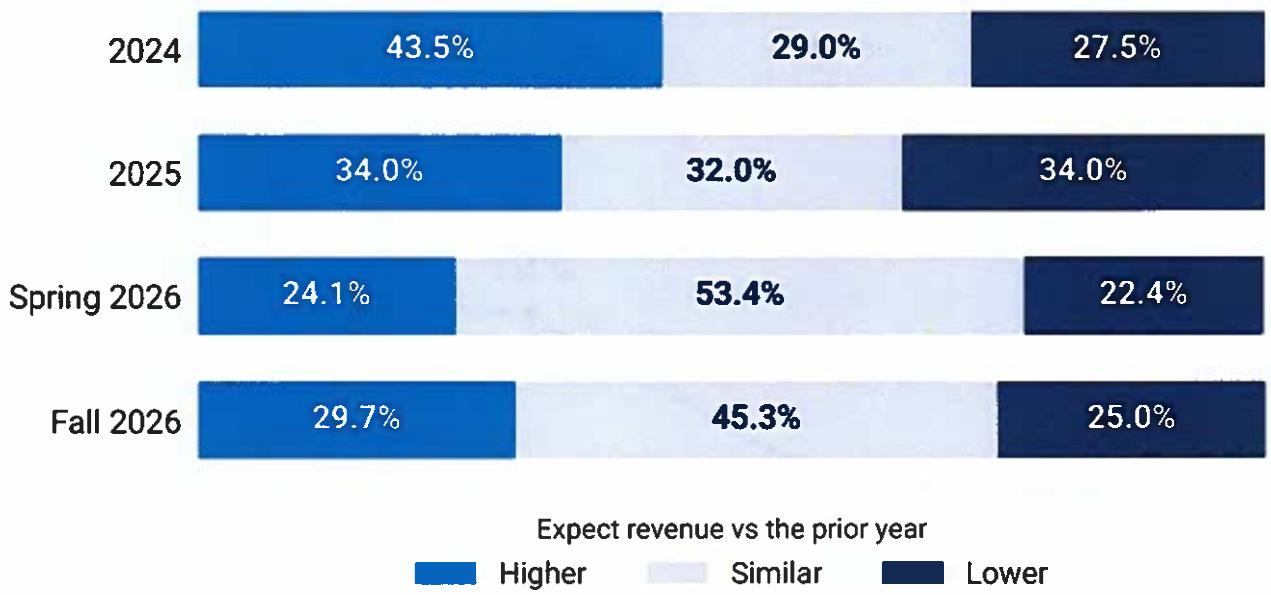
Both 2026 readings sit above 50, after 47.9 in 2024 and 48.8 in 2025.

REGIONAL MIX

Muskoka operators were less confident than in spring, others more. At spring's regional mix, fall reads 50.9.

Source: Great Canadian Wilderness Business Confidence Index, Fall 2026 update, October 2026. Index 0–100, 50 = neutral; six questions asked in every wave. Fall wave n=64 (Oct 20–30, 2026), margin of error about ±12 pts.

More Operators Expect Higher Receipts this Year



WHAT THIS SHOWS

- Expect higher revenue: 43.5% in 2024, a low of 24.1% in spring, 29.7% this fall.
- Expect similar: 29.0% in 2024, 45.3% this fall.
- Lack of staff as a limit: 34.8% in 2024, 18.0% in 2025.
- No effect from U.S. tariffs: 12% in 2025, 28.6% this fall.

Source: Great Canadian Wilderness Business Confidence Index, Fall 2026 update, October 2026. Share of operators answering; n=69 (2024), 50 (2025), 58 (spring 2026), 64 (fall 2026); margin of error about ±12–14 pts. Staffing limit not asked in 2026.

Accommodation Operators Ran Below Capacity

Business type (operators answering)	Ran below capacity	Revenue for 2026 against 2025
Accommodation (16)	14 of 16 (88%)	4 higher · 7 lower
Food and beverage (10)	2 of 10 (20%)	4 higher · 0 lower
Experience provider (10)	6 of 10 (60%)	3 higher · 2 lower
Attraction, museum or gallery (8)	None of 8 (0%)	5 higher · 1 lower

Across all 64 operators: 42.2% say the year went better than last, 15.6% worse, yet revenue is near flat and half ran below capacity.

Source: Great Canadian Wilderness Business Confidence Index, Fall 2026 update, October 2026 (Table 2). Fall wave n=64, margin of error about ±12 pts; groups of 8–20 are directional. Not shown: other, mainly retail (20): 10 below capacity, 3 higher, 6 lower.

Operators are most hopeful about next season, and winter is the weak spot

EXPLORERS' EDGE

2027 SEASON OUTLOOK

65.6%

optimistic about next season, against 12.5% pessimistic: the most positive forward reading in the series

WINTER 2026–27 OUTLOOK

19.1%

optimistic among operators open in winter, against 31.0% pessimistic : the only net-negative outlook in the survey

The fall season came in balanced: 26.9% optimistic and 23.1% pessimistic among operators open in the fall, short of the 34.5% and 15.5% expected in spring.

VISITOR EXIT SURVEY

Gravenhurst, Bracebridge, Huntsville, Parry Sound, Muskoka Lakes

Our visitors are loyal Ontarians, mostly on short trips

WHO WE HEARD FROM

418 visitors

Exit surveys in five communities, April to November 2026.

REPEAT VISITORS

89% had been before

Only about 1 in 10 was a first-time visitor.

WHERE THEY'RE FROM

73% from across Ontario

A quarter were local. Just 2% came from outside Ontario.

LENGTH OF STAY

Half stay 1–3 nights

A quarter were day trips. About 1 in 5 stayed more than a week, mostly at cottages.

Source: Explorers' Edge Visitor Exit Surveys, 2026 (n=418): Bracebridge 245, Muskoka Lakes 65, Parry Sound 45, Gravenhurst 38, Huntsville 25. Pooled results; Bracebridge (mostly Muskoka Marathon participants) is 59% of responses.

Visitors leave happy, and nearly all would recommend us

EXPLORERS' EDGE

SATISFIED WITH THEIR OVERALL EXPERIENCE

93%

Customer service (91%) and cleanliness (91%) also scored highly.

LIKELY TO RECOMMEND THE COMMUNITY

94%

71% said they were very likely to recommend it to others.

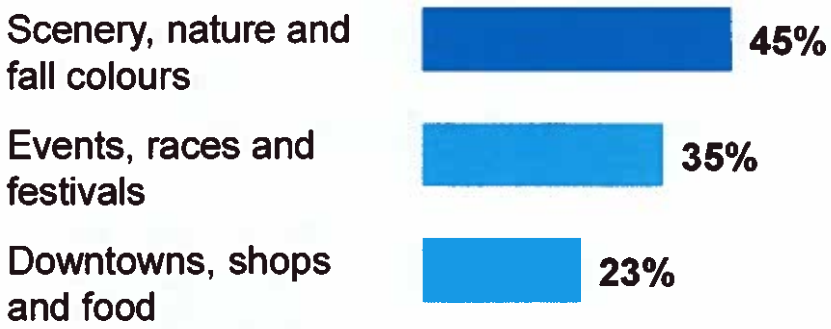
Lowest-rated, though still strong: signage and tourism information (86%) and restaurants (86%).

Source: Explorers' Edge Visitor Exit Surveys, 2026 (n=418): Bracebridge 245, Muskoka Lakes 65, Parry Sound 45, Gravenhurst 38, Huntsville 25. Pooled results, Bracebridge (mostly Muskoka Marathon participants) is 59% of responses
Satisfied = satisfied or very satisfied, excluding "not applicable".

Scenery and events bring visitors in; parking and dining choice need work

WHAT VISITORS ENJOYED MOST

SHARE OF COMMENTS



Events were the main reason for the trip for about a third of respondents (37%).

WHAT COULD BE BETTER

SHARE OF COMMENTS



Roads and construction also came up in about 1 in 10 comments, and many said “nothing to change”.

Source: Explorers' Edge Visitor Exit Surveys, 2026 (n=418). Themes coded from open-ended comments (333 on what they enjoyed, 288 on what to improve or problems faced); a comment can mention more than one theme.

What the exit surveys tell us

LOYALTY

They come back

89% had visited before. Only about 1 in 10 was a first-timer.

EXPERIENCE

They leave happy

93% were satisfied overall and 94% would recommend us.

EVENTS

Events drive trips

37% came for an event, from marathons to the Cranberry Festival.

GETTING AROUND

Ease the pinch points

Parking, traffic and signage top the list of fixes, especially at events.

MORE TO DO

More places to spend

Visitors want more restaurant and shop choice, and longer hours.

Visitors love the region and keep coming back. Our opportunity is to reach new visitors, make events easier to enjoy, and give people more reasons to stay and spend, year-round.

Events fill our streets, but most event visitors leave before they spend

EXPLORERS' EDGE

GONE WITHIN A NIGHT

65%

of out-of-town event visitors were day trips or one-night stays, vs 39% of other visitors.

SHOPPING SPEND

About half

Event visitors spent about half as much on shopping, and about 40% less on attractions, as other visitors.

SLIDO · OPEN TEXT · #CODE

What would it take to turn an event day trip into an extra night, and get those visitors spending with your business?

Source: Explorers' Edge Visitor Exit Surveys, 2026; out-of-town respondents only (n=315; 123 named an event as the reason for their trip). Spending estimated from the midpoints of reported spending ranges

Turning research, relationships and investment into business opportunity

TRANSPORTATION AND VISITOR ACCESS

Getting visitors here, and turning the trip into a booking

Three examples of how better access is opening new business opportunities.

FLIXBUS

Coach connections

Toronto–Muskoka–North Bay and Toronto–Parry Sound–Sudbury, now year-round.

GREAT LAKES CRUISING

Waterways

Utilizing the great lakes for international travel access.

PACKAGES

Transportation + tourism product

Connect getting here with where to stay, what to see and what to do, in one offer.

The question for you: where can we connect transportation and tourism products into something visitors can actually book?



COMMUNITY SESSIONS 2026

PILOT PARTNERSHIP

MAT: Positive lessons from a new model

The pilot connects municipal tourism investment more directly to local destination development.

A practical example of collaboration.

Tourism investment, business needs and visitor behaviour, working as one system.

01 **Visitor intelligence and exit surveys**

02 **Direct business engagement and workshops**

03 **Marketing and product-development opportunities**

04 **Municipal investment aligned with measurable results**

05 **Next: Gravenhurst business workshop, November 16**

THE LESSON

Investment can be tied to measurable destination development.

What can we learn from this approach that could benefit other communities across our region?

REGENERATIVE TRAVEL AGENCY

Packaging the Great Canadian Wilderness

EXPLORERS' EDGE

Our travel agency turns interest in the region into experiences visitors can actually book.

From awareness to bookings.

Profits are reinvested in our communities, socially, culturally and environmentally.

01 **Small-group, fully guided day packages**

02 **Culture, Cranberries & Culinary Excellence**

03 **Heroes, History, Heritage & a True Taste of Muskoka**

04 **Spreading visits beyond the busiest places**

05 **Next: more packages with operators across the region**

THE PRINCIPLE

Net-positive outcomes, not just less impact.

Could your business be part of a package that visitors can book?

RELATIONSHIPS BEFORE OUTCOMES

Being present in Indigenous communities

Meaningful destination development starts with relationships, respect and Indigenous communities defining their own priorities and opportunities.

Show up	Ongoing relationships with First Nations partners.
Listen	Communities define their own priorities.
Participate	The canoe build: learning together.
Build	Indigenous Youth Tourism Entrepreneurship Journey.





WHAT THIS INFORMS

Destination development | Reconciliation | Partnership | The role Explorers' Edge should play next

BUILDING BELONGING

A more welcoming and inclusive destination

Research, engagement and business readiness are turning inclusion into visible, practical action.

From intention to visible, practical action.

Research shows where we stand.

Dialogue builds understanding.
Accreditation makes welcome visible.

Rainbow Registered
Arc-en-ciel Officiel

01 Research: CQCC destination assessment
A destination audit that identifies opportunities and barriers to inclusion across the region.

02 Engagement: Diva Dialogues
Regional conversations that bring in local voices.

NEXT: NOVEMBER 24 · ZOOM · 7–9 P.M.



03 Business readiness: Rainbow Registered
CQCC accreditation and related supports help businesses demonstrate meaningful inclusion.

Sources: Explorers' Edge, Diva Dialogues, CQCC, destination assessment and Rainbow Registered.

EXPLORERS' EDGE

2027–28 PRIORITIES

Shape the next chapter

2027–28 DIRECTION

What we are thinking about for 2027–28

An emerging direction — not a finished plan.

01 Stronger business performance and year-round demand

02 Transportation and regional connectivity

03 Trails, waterways and experience development

04 Indigenous relationships and inclusive destination development

05 **Research, collaboration and measurable outcomes**

These are starting points for discussion, not decisions already made.

YOUR INPUT

Shapes it

Community input will help determine how these directions become priorities and projects.

Next: tell us what matters most on Slido.

THANK YOU

Thank you — here's what happens next

Our commitment: what we'll do with your input, and how you can stay involved.

01 We'll bring your input to our November planning session

02 We'll keep developing the 2027–28 business plan, due January 22, 2027

03 Stay involved: research Zoom — details to follow

04 Stay involved: inclusion conversation on Zoom, November 24

05 **Stay involved: Winter Tourism Summit, January 15, 2027**

HOW YOUR INPUT IS USED

Today's Slido rankings, concerns and suggestions will be summarized for an organizational planning discussion.

The session is an important step, not the final decision.

EXPLORERS' EDGE

KEEP THE CONVERSATION GOING

Stay connected

Questions, ideas or partnership opportunities? Reach out to the team.

James Murphy
CEO
james@explorersedge.ca

Jennifer Montpetit
Strategic Partnerships & Development
jennifer@explorersedge.ca

Rachel Dawson
Administration & Travel Services
rachel@explorersedge.ca

Jake Good
Brand Narrative Manager
jake@explorersedge.ca

Have an idea, an opportunity or a challenge we should know about?
We want to hear from you.

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, and support and assist with overall business development*.

Mandate

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

Commented [EK1]: Just providing commentary tat this wording came from the MAT legislation.

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.

As an industry support group, the Committee aims to support local industry in their individual and collective efforts to increase tourism spending in Magnetawan.

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.*

DRAFT

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

The Terms of Reference will be reviewed annually to ensure that it remains relevant and reflective of the community it aims to serve.

Commented [EK2]: This might be more suited to be at the top of the document under accountability and reporting? Or a new section since it doesn't really fall in line with recruitment.

Recruitment and Appointment of Board Members

There shall be appointed by Council, a Committee consisting of a minimum of six (6) ~~five (or 7-8)~~ to twelve (12) ~~eleven (5/7/8-11)~~ Members, included designated positions identified below, if possible.

Commented [EK3]: Perhaps a comment to the 'designated positions' here. Something to the effect that Committee composition will where possible, include designated positions. ?

Consideration will be given to Committee composition in an effort to ensure the Committee is reflective of the ~~various subsectors of the~~ local community and tourism industry as well as skill sets and experience needed to help fulfill the Committee mandate. Key consideration factors include, but are not exclusive to:

Commented [EK4]: Committee should be capitalized all the way through, in some places it is and in others it is not.

- Representation from various subsectors of the local tourism industry including accommodations, food and beverage and arts and culture.
- Geographic representation
- Community make-up (e.g. seasonal, full-time resident)
- Skill sets and experience related to the Committee mandate and work plan

DRAFT

*Designated positions:

- Accommodations sector (2 positions): Given the importance of the accommodations sector, two positions will be reserved for a representative of licensed Short-Term Accommodation (STA) operators and a representative of commercial accommodation providers.
- A position will be reserved for a representative of Council

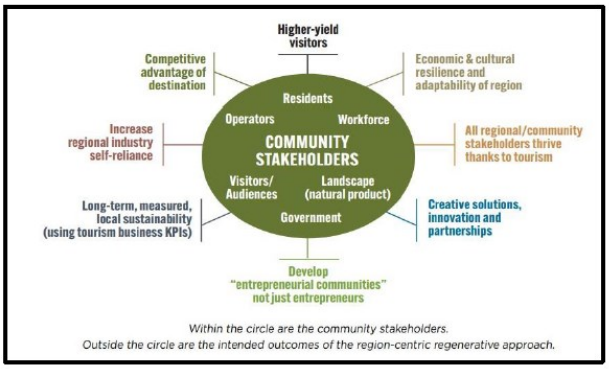
NOTES:

***Business Development** is a broad term that can encompass a wide range of activities including community economic development efforts; business retention and attraction; advising Council and staff on matters that directly or indirectly affect business; etc.

***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

Laura Brandt

From:	Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent:	October 30, 2026 1:25 PM
To:	Laura Brandt
Cc:	Erica Kellogg; Kerstin Vroom
Subject:	METC presentation to new Council
Attachments:	2026 METC presentation to Council, November 18, 2026 DRAFT.pdf

Hello all (METC bcced),
I drafted up the presentation for the new Council and would appreciate your feedback. I will be in NS from Thursday, November 5th to Friday, November 13th and the final presentation will be due to staff before I'm back so I'm hoping to finalize this presentation before I leave town.

A pdf version is attached so the file size is not too large.

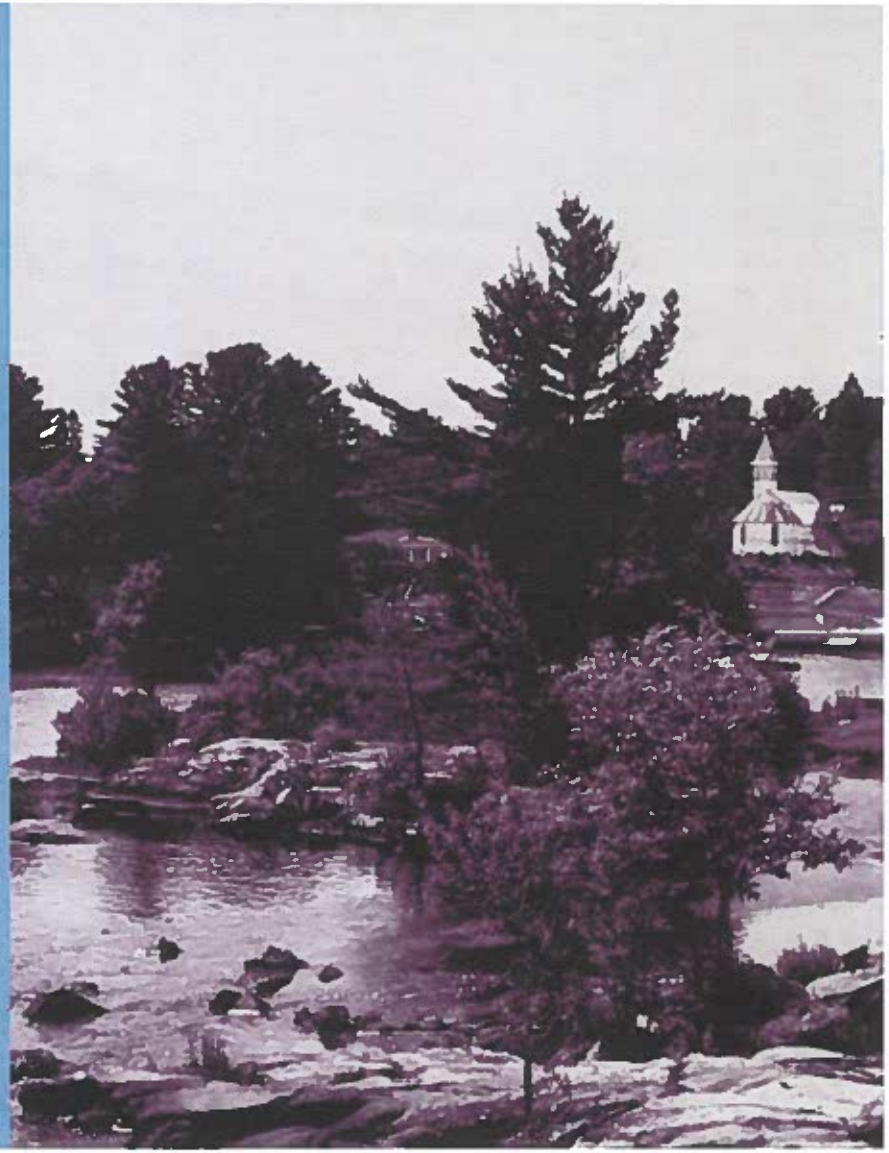
Hi Erica,
I would appreciate your review as well especially when it comes to some of the historical context I included.

Open to any and all thoughts! Happy to discuss.
Thanks,
Rachel
705-346-0653

November 18, 2026

Magnetawan Economic Tourism Committee (METC)

Presentation to Council

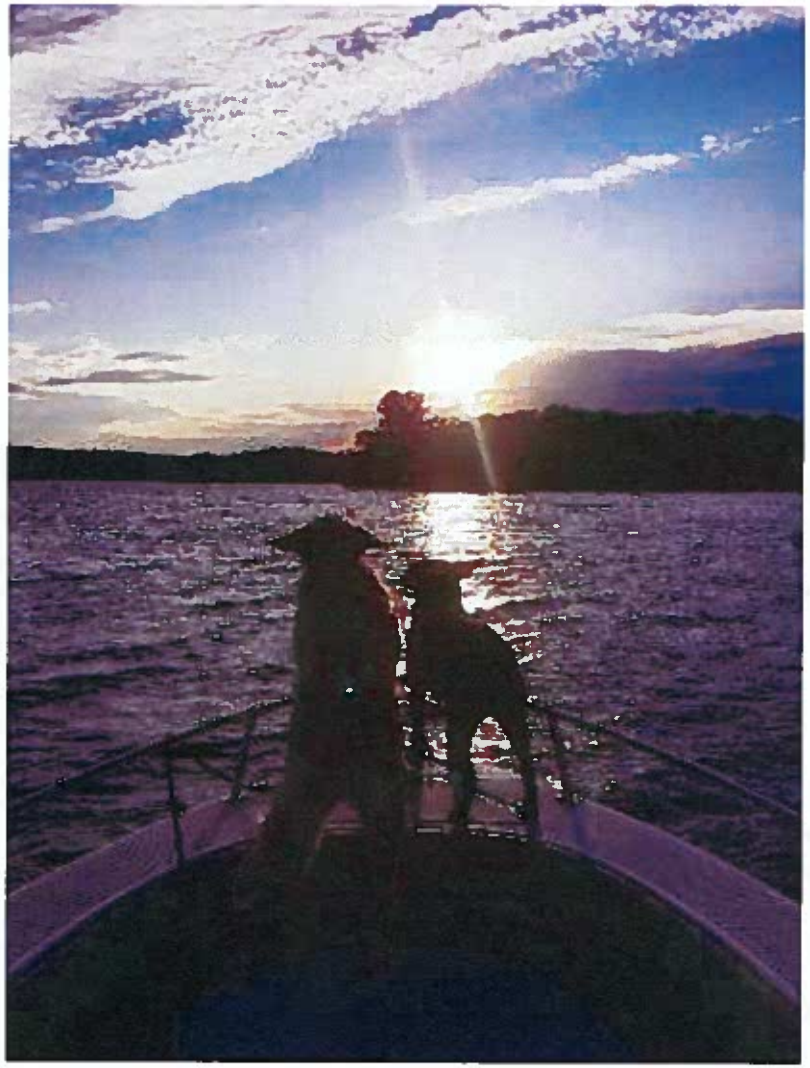


Land Acknowledgement

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

Agenda

- Current METC Mandate
- Brief historical overview
- Work to Date
- Current Work Plan
- Proposed Terms of Reference



Current Mandate

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

Brief History of METC

- In 2024, while working on development of Short-Term Accommodation By-law, the Municipality conducted a survey to get general input from the community regarding tourism.
- High level results:
  - 163 surveys completed by primary residents (39.5%), seasonal residents (58%) and other (2.4%)
  - 73% supported tourism growth in a cautionary / responsible way (e.g. maintain "quiet small-town atmosphere" and "without ruining the natural environment and small-town charm")
  - Many felt summer months reasonably busy; focus on shoulder season
- Municipality invited survey respondents indicating interest in participating in a committee to submit an application to METC.
- METC inaugural meeting held on October 16, 2024

METC Work to Date

- Initiated tourism asset inventory (evergreen document)
- Learning events; review of previous studies
- Networking and Relationship Building
- Amendments to social media policy
- Participated in regional Shop Local campaigns with ACED and Almaguin Highlands Chamber of Commerce
- Article on Magnetawan's Farmers' Market in the 2025 Almaguin Chamber of Commerce publication
- Hosted two annual spring forums and 1st Small Business Week (Magnetawan Business Connect)
- New email: tourism@magnetawan.com





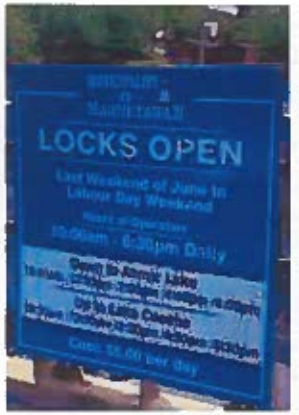


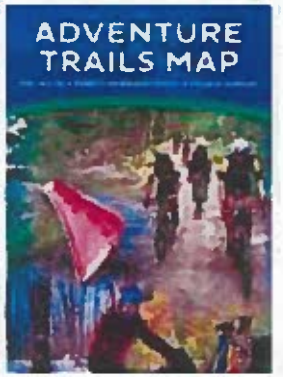
MAGNETAWAN Business Connect

METC Work to Date - continued

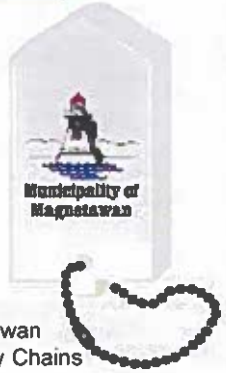
- Researched food and music festival ideas
- Promotional products (brochure racks; visitor information, boat launch and AJ Casson signage initiatives; trail maps, merchandise including key chains, umbrellas, gift bags, shirts; etc.)
- Initiated connections with Accommodation Providers
  - Surveys re capacity and marketing and visitor feedback
  - Fall 2025 Meeting











METC Work to Date - continued

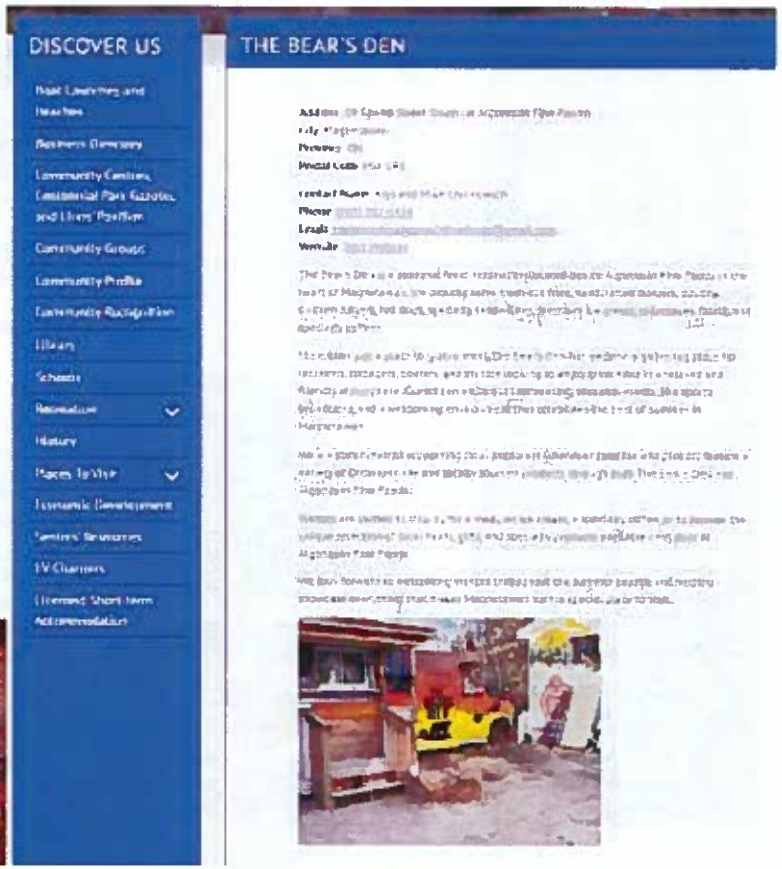
Website Updates:

- Soft Launce of tourism pages
- Calendar of Events enhanced
- Directory – enhanced functionality
  - Search function
  - Ability to add images



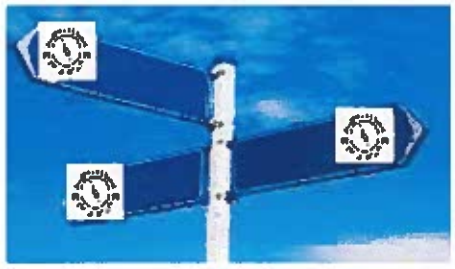


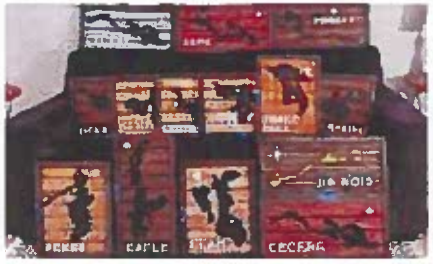




METC Work to Date - continued

- Launched Magnetawan-of-a-kind tagline and graphic (included consumer survey)
- Rationale
  - It's unique and catchy (memorable)
  - It builds on our point of differentiation: our name
  - Message of uniqueness supports natural assets and appeal of area
  - The design can be easily used in other applications and as a wayfinding tool.
  - The tagline and graphic create a simple campaignable approach that can be applied to products and events











Current Work Plan Activities

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

1. Establishing ongoing dialogue with Accommodation Providers (Accommodations "Network")
    - Outreach and Visitor Exit Survey ongoing
2. Tourism Promotional Product Development
    - Brochure racks
    - Website and print materials
3. Merchandise - brand awareness
4. Industry Support
    - Internal – annual forum; business events
    - External – relationship building to promote Magnetawan and access resources
5. Proposed changes to Terms of Reference (currently referred to as Mandate)

Draft Terms of Reference

- Maintain focus on tourism sector
- Expand mandate beyond promotional activities to include support for business development
  - Expands possible activities
  - Opens support to be more inclusive of other sectors
- Clear focus on responsible tourism (responsible development)
- Increase membership range to 6-12 members
- Language to encourage committee composition is reflecive of local community, tourism industry and skills and experience needed to support committee work
  - 3 Designated 'positions' – a representative of Council; 1 commercial accommodation provider; and 1 licensed STA
- Annual review to ensure Terms of Reference remains relevant and reflective of the community

SAVE THE DATE!

2027 METC Forum

Saturday, April 10th, 2027

Details to follow in the coming months!

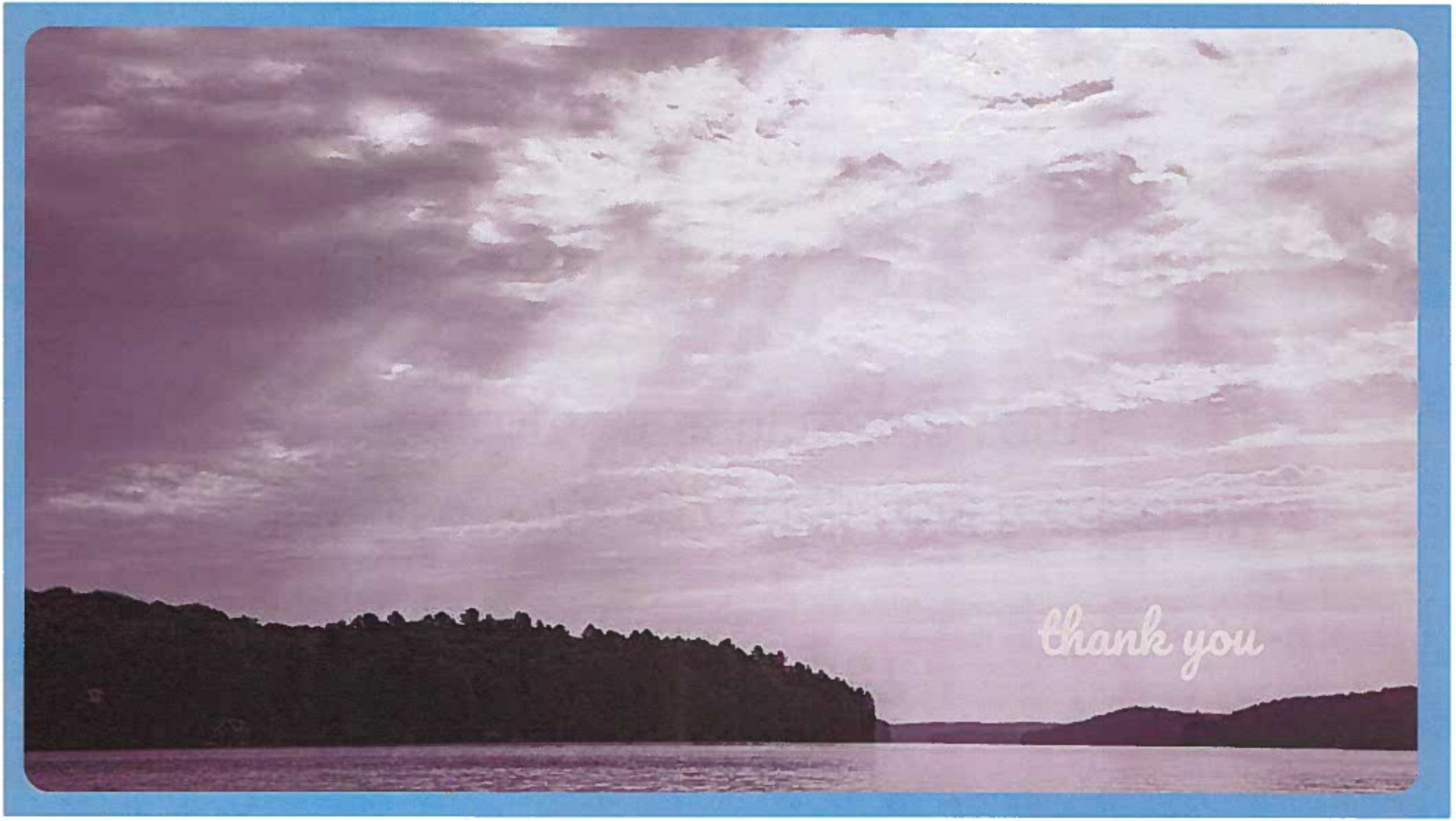
Open Forum

Questions?

Comments?

Contact us with any additional feedback!

tourism@magnetawan.com


thank you

Laura Brandt

From: Bill Bishop <livingmagnetawan@gmail.com>
Sent: October 28, 2026 2:58 PM
To: Rachel Sullivan
Cc: Laura Brandt
Subject: METC Membership

Hello Rachel,

I have enjoyed serving as Council representative to METC. This committee has been a vibrant and enthusiastic group of individuals leading to things "getting done".
It is best that I step down immediately, as a new Council will be in place before too long.
I am confident that our new Council will be supportive of METC's proposed mandate and will continue to support the fine work of METC.

Thanks,
Bill

Sent from my iPhone

Account # / Description Date	Source	Transaction Description	Account Class Sub	Pd	Batch	Tr Amount	Balance Forward Balance
1-4-2300-2010 - ED - MATERIALS & SUPPLIES			Expenditure				0.00
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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 - DEPOSI	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
7/07/2026	OB JULY7	ROYAL BANK VISA EFT-SURVEY MONKEY S	AP	7	00754	134.47	6,482.76
7/14/2026	Ch 28662	SIGNCRAFT CANADA INC.-SIGNAGE	AP	7	00681	656.35	7,139.11
7/29/2026	OB JULY29	ROYAL BANK VISA EFT-SUPPLIES	AP	7	00952	12.20	7,151.31
8/06/2026	Ch 28740	OSIM INTERACTIVE-WEBSITE	AP	8	00820	228.96	7,380.27
8/14/2026	OB AUG14	ROYAL BANK VISA EFT-SURVEY MONKEY S	AP	8	00953	121.09	7,501.36
9/11/2026	OB SEPT11	ROYAL BANK VISA EFT-SURVEY MONKEY S	AP	9	01157	134.47	7,635.83
9/16/2026	Ch 28870	SILVER SCREEN PRINTING-METC SUPPLIES	AP	9	01043	302.37	7,938.20
9/16/2026	Ch 28870	SILVER SCREEN PRINTING-METC SUPPLIES	AP	9	01043	4,538.50	12,476.70
10/07/2026	Ch 28908	SIGNCRAFT CANADA INC.-SIGNAGE	AP	10	01152	71.23	12,547.93
10/13/2026		6S GRAPHICS BROCHURE RACK	GL	10	01218	814.08	13,362.01
10/13/2026	OB OCT13	ROYAL BANK VISA EFT-SURVEY MONKEY S	AP	10	01333	121.09	13,483.10
10/13/2026	OB OCT13	ROYAL BANK VISA EFT-METC COMMITTEE I	AP	10	01333	71.23	13,554.33
10/15/2026	Ch 28985	ROSS, ROB-METC SUPPLIES	AP	10	01226	174.97	13,729.30
10/15/2026	Ch 28994	SULLIVAN, RACHEL-BUSINESS CONNECT S	AP	10	01226	100.00	13,829.30
10/26/2026	Ch 29006	LEWIS, BRADLEY ALLEN-SUPPLIES	AP	10	01287	60.71	13,890.01
10/26/2026	Ch 29036	SULLIVAN, RACHEL-BUSINESS CONNECT E	AP	10	01287	150.00	14,040.01
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11/09/2026	Ch 29079	SULLIVAN, RACHEL-MAGNETS	AP	11	01334	805.92	14,895.93
					Net Total:	14,895.93	
					Budget / Budget Remaining:	25,000.00	10,104.07

Net Change:	14,895.93
Annual Budget:	25,000.00
YTD Committed:	0.00
Budget Remaining:	10,104.07

Metchas
$7,234.77 left

Account # / Description Date	Source	Transaction Description	Account Class Sub Pd	Batch	Tr Amount	Balance Forward Balance

Report Totals:

	Ledger Accounts	Non-Ledger Accounts
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Budget Surplus (Deficit):	(25,000.00)	
Total Budget Remaining:	10,104.07	

Accounts Printed: 1

Laura Brandt

From: Explorers' Edge <james@explorersedge.ca>
Sent: October 30, 2026 1:45 PM
To: Laura Brandt
Subject: There's Something Building Across Our Region. Be Part of It.

View this email in your browser

EXPLORERS' EDGE

Ontario

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

Our Region Is Building Momentum.

And You're Part of It.

Hello everyone,

There's a lot to be excited about across our region right now.

Earlier this month, we celebrated six regional finalists at the Ontario Tourism Awards of Excellence in Ottawa, including an award-winning workforce partnership between Lakehead University and Parks Canada. It's a reminder of the incredible people, ideas and collaborations happening right here in our communities.

And we're just getting started.

From transportation and business development to Indigenous partnerships, visitor experiences and more welcoming communities, there's tremendous momentum building.

But what comes next isn't something Explorers' Edge can, or should, shape alone.

Over the coming weeks, we're inviting you to join the conversation, share your ideas and help influence the opportunities ahead.

Whether you're a tourism operator, entrepreneur, community leader or someone passionate about our region, there's a place for you.

Join us. Bring your ideas. And invite someone who should be part of the conversation.

James Murphy
CEO, Explorers' Edge

Help Shape What's Next for Our Region

Community Sessions, November 3–4

YOUR VOICE MATTERS.

We're bringing our community conversations across the region, and we've made it easier to participate: **three of our four sessions are now online!**

Join us as we share what's happening across Explorers' Edge, from visitor intelligence and business development to transportation, regional partnerships and new opportunities.

Most importantly, we want to hear from you. Your perspectives will help inform our Board's strategic planning discussions on November 5.

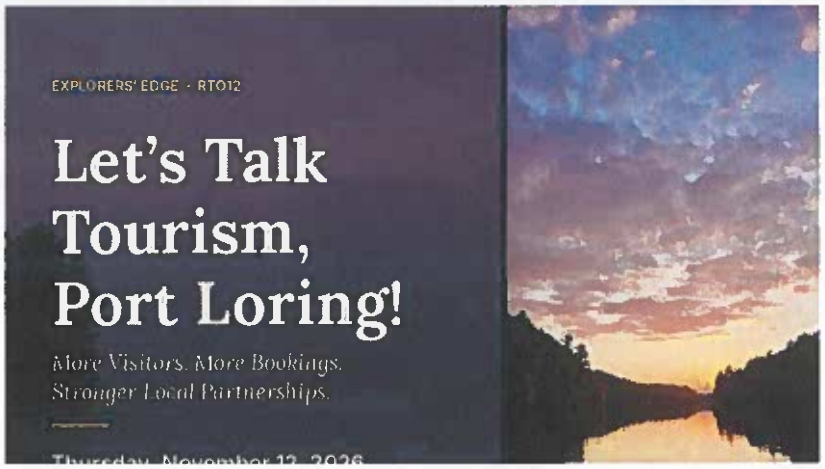
November 3–4, 2026

Three online sessions | One in-person gathering

Whether you have an idea, a challenge or simply want to learn more, we'd love to have you at the table.

JOIN A COMMUNITY SESSION

PORT LORING, WE'RE COMING TO YOU!



Let's Talk Tourism | Thursday, November 12

11:00 a.m.–1:00 p.m. | Jake's Place Restaurant

We're heading to Port Loring, and we'd love to connect with the businesses and people helping shape tourism in the Loring-Restoule area.

Jennifer Montpetit and I will share updates on funding, business development and partnership opportunities, but just as importantly, we want to hear from you.

What's working? Where are the opportunities? And how can we work together to bring more visitors, more bookings and more economic activity to the area?

No lengthy presentations. Just a good conversation about what's possible.

Come join us!

JOIN US IN PORT LORING

GRAVENHURST
SMARTER MARKETING. BETTER RESULTS.

Monday, November 16 | 11:45 a.m.–12:45 p.m.
Online via Zoom

Gravenhurst businesses, this one's for you!

As we look ahead to 2027, we're bringing you a practical business development session focused on getting more value from your marketing efforts.

Join Kyra Watters of Well Known Marketing + Advertising for an engaging conversation about smarter advertising, digital marketing, AI, customer engagement and how to make your marketing dollars work harder.

Whether you're a small operator or an established business, you'll leave with fresh ideas to put into action.

Bring your questions. Let's make 2027 a stronger year for local business.

REGISTER FOR THE GRAVENHURST SESSION

Continuing the DIVA Dialogues

Tuesday, November 24

Diva DIALOGUES
UNLOCKING INCLUSIVE GROWTH IN TOURISM

Building What Comes Next, Together



7:00–9:00 p.m. | Online via Zoom

The conversations we started through DIVA are continuing, and we'd love for you to be part of what comes next.

We're bringing community members, businesses, advocates and regional partners together to explore how we can create more welcoming, inclusive communities across our region.

We'll share what we've learned, hear new perspectives and discuss how we can turn meaningful conversations into action.

Whether you've joined us before or this is your first conversation, your voice belongs here.

Come as you are. Bring your perspective. Let's keep building together.

JOIN THE DIVA CONVERSATION

WINTER TOURISM SUMMIT 2027

SOMETHING SPECIAL IS TAKING SHAPE!



Friday, January 15, 2027

JW Marriott The Rosseau Muskoka Resort & Spa

The excitement is building for our 2027 Winter Tourism Summit, and the programming is beginning to take shape!

We're bringing together tourism operators, community leaders, industry partners and fresh perspectives for a day of ideas, inspiration and meaningful connections.

From winter experiences and transportation to workforce development, new markets and regional partnerships, we're building a program that reflects the opportunities and ambitions of our communities.

And we want our region to help bring it to life!

We're inviting businesses and organizations that share our values to explore sponsorship opportunities, creative activations and ways to celebrate the people and experiences that make this region extraordinary.

This is about more than a conference. It's about coming together, celebrating our strengths and building momentum for what's next.

Stay connected. Get involved. Help make it memorable.

SPONSORSHIP OPPORTUNITIES - BRING THE SUMMIT TO LIFE



Earlier this month, our Explorers' Edge team travelled to Ottawa for the Tourism Industry Association of Ontario's Tourism Summit, connecting with provincial leaders, exchanging ideas and championing the opportunities emerging across our region.

And we had plenty to celebrate!

Six regional finalists were recognized at the Ontario Tourism Awards of Excellence, showcasing the incredible creativity, leadership and collaboration happening in our communities.

A special congratulations to Lakehead University and Parks Canada, whose Specialist High Skills Major collaboration at Bethune Memorial House National Historic Site took home the Workforce Innovation & Collaboration Award!

We're incredibly proud of all our finalists and the people behind these remarkable initiatives.

Great things are happening here, and Ontario is taking notice.



Let's Keep the Momentum Going!

The strength of this region has always been its people, businesses and communities.

If you know a tourism operator, entrepreneur, community leader or someone with a great idea who should be part of these conversations, please forward this invitation and encourage them to join us.

New voices, fresh perspectives and stronger partnerships are how we build what's next.

We look forward to connecting with you throughout November and beyond.

The Explorers' Edge Team

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You are receiving this email because you are a recognized industry contact for Explorers' Edge.

Our mailing address is:
Explorers' Edge
345 Ecclestone Drive
Bracebridge, ON P1L 1R1
Canada

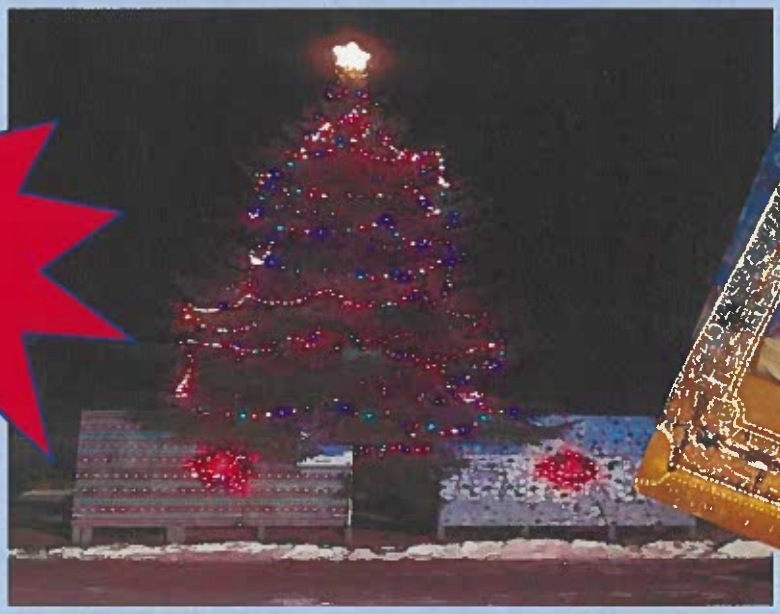
Add us to your address book

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

The Municipality of Magnetawan presents

MAGNETAWAN'S ANNUAL CHRISTMAS TREE LIGHTING

SPECIAL APPREARANCE BY SANTA AND HIS ELF!





Location: Magnetawan Community Centre Front Parking Lot

Tree Lighting to Take Place Friday December 4th at 6:30 pm

Come Join us in Welcoming the Christmas Season with a performance from THE MEN OF SOUND!
This is an Outdoor Event with Refreshments, Caroling, Santa and his Elf, Photo Booths, and Christmas Cheer!

Please Bring a Non-Perishable Food Item for a Donation to the Magnetawan Community Pantry or a New Children's Toy for a Donation to the Magnetawan Lion's Club Christmas Basket

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

Municipality of Magnetawan

https://www.northbaynipissing.com/news/new-tagline-and-logo-spark-magnetawan-s-tourism-plan/article_02cebad3-a3e5-5b36-9beb-de91273746f4.html

NEWS

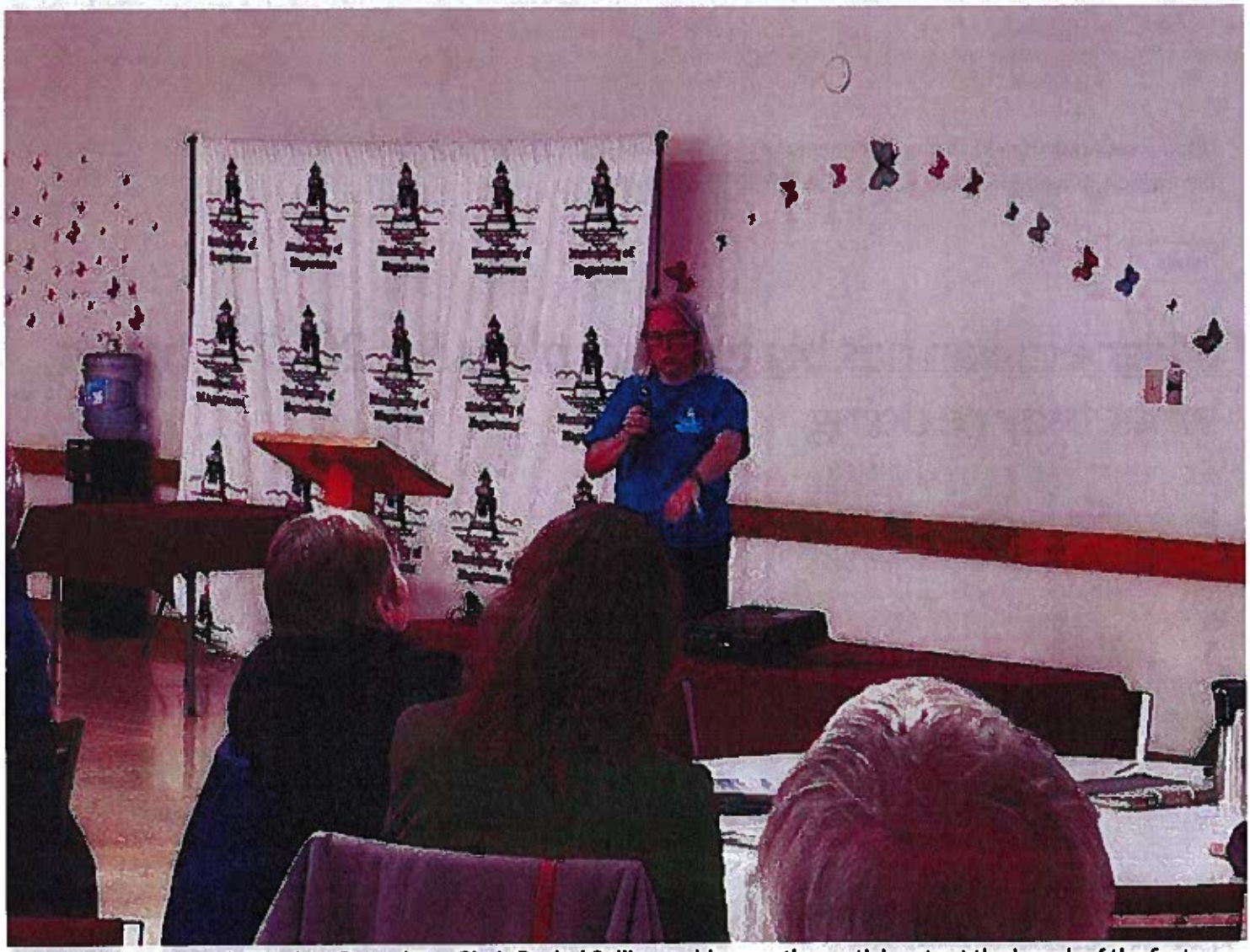
Magnetawan has big tourism plans for 2027 — here's what they're doing

Enhanced local attractions, improved business connections, and a snappy new tagline and logo will showcase Magnetawan next year.

EAST PARRY SOUND DISTRICT
Almaguin News.

By Patti Vipond, Local Journalism Initiative Reporter Almaguin News

Nov 11, 2026



Magnetawan Economic Tourism Committee Chair Rachel Sullivan addresses the participants at the launch of the first Magnetawan Business Connect event last month.

Laura Brandt

Building on local attractions, strengthening business connections and encouraging responsible tourism are among priorities for Magnetawan as the municipality looks ahead to 2027.

The Magnetawan Economic Tourism Committee (METC) wants to raise the community's profile by supporting local businesses and making the most of attractions and services already available in the area. These priorities were highlighted at the first Magnetawan Business Connect event on Oct. 20 at the Magnetawan Community Centre.

Hosted by the METC, the event brought together local businesses and organizations to share information about programs, funding opportunities and resources to launch new ventures and grow existing businesses.

ARTICLE CONTINUES BELOW

NOW PLAYING



Organizers Laura Brandt, the township's deputy clerk of recreation and communications, and Rachel Sullivan, chair of the METC, said because of strong interest in the event, the committee has decided to bring it back yearly.

"We had great feedback, so much so the committee regrouped the next day and decided to name this an annual event," said Sullivan.

The committee plans to host two annual events including Business Connect, during Small Business Week, and a separate tourism forum.

The METC started in 2024 after a municipal tourism survey showed considerable community interest in volunteering to support local tourism.

Ideas and projects

When the committee assembled, members brainstormed ideas to improve tourism in Magnetawan. The result was a 25-page document. In April 2025, the committee held its first business forum, inviting residents and business owners to review the ideas and identify projects they felt deserved action.

As a result, operating hours were extended for Magnetawan's historic manual locks. The municipality arranged for summer students to operate the locks on additional weekends.

Another priority is improving access to visitor information. The Heritage Museum has become a seasonal, pop-up visitor information centre with brochure racks for visitors.

The committee is currently testing a year-round outdoor brochure rack at Algonquin Fine Foods. The business offered to host the customized rack on its covered porch. The committee will assess how frequently visitors use it.

Ideas for a music festival have been explored, but the committee discovered Magnetawan already has musical events happening. Brandt organizes Music in the Park on Saturday summer evenings, and Trinity Church has an open-mic night. Also, some local restaurants hire musicians to perform.

"We didn't want to do anything that took business away from those existing initiatives," said Sullivan.

Promoting existing assets

A major part of the committee's work for future tourism initiatives has been mapping the community's existing assets and identifying ways to promote them more effectively. These include the manual locks, Heritage Museum, public art, farmers market, agricultural society, annual fair and municipal events.

"A large part of building METC has been going through the community and asking what do we have here and what brings people here?" said Brandt. "The asset-based approach frames the question of what needs to be done from a positive angle. When you ask what's missing, it immediately sets a negative tone. Instead, what do we have that we can build on?"

To direct visitors to stores for day-to-day items, the municipality's online business directory was expanded. Businesses can now include photographs and more information to help visitors discover local products and services. For example, the Home Hardware listing includes photographs of Leadbetter's Meats products available in the store.

Another important METC project is creating a distinct identity for Magnetawan. The committee surveyed visitors and asked them to describe the community in three words.

Survey respondent Kurt Hagen suggested playing on the word "magnet" and being one of a kind. Hagen, who has worked on national advertising campaigns, along with one of his colleagues, volunteered to help the committee.

The result is the tag line "Magnetawan of a kind." The tag line and compass logo will appear in 2027's tourism advertising.

"The compass plays on our history of using the local lighthouse as a symbol for the town," said Sullivan. "We also liked the compass because it fits the theme of directions, where do visitors want to go? The unique thing about a compass is it's applicable on water as well as land. We are thinking of future applications for the logo on way-finding signage."

Looking ahead, responsible tourism will remain a guiding principle for METC. Sullivan said visitor feedback always describes Magnetawan as peaceful, tranquil and quiet. The community wants to preserve these qualities while creating opportunities for local businesses.

"We look at it from an opportunity perspective," said Brandt. "How do we capitalize more without losing those things that make Magnetawan such a wonderful place to live and visit?"

Related Stories

Magnetawan's new fire hall is a game-changer. Here's what residents saw at recent open house

PV

Patti Vipond is a Local Journalism Initiative reporter writing for NorthBayNipissing.com. The Local Journalism Initiative is funded by the Government of Canada. Email her at pvipond@metroland.com.

Municipality of Magnetawan	REPORT TO COUNCIL
To:	Mayor and Council
From:	Erica Kellogg Deputy Clerk, Planning and Development, Scott Edwards, Public Works Superintendent & Laura Brandt, Deputy Clerk Recreation and Communications
Date of Meeting:	October 07, 2026
Report Title:	Housing and Assessment-Growth Strategy Utilizing Non Development Charge Municipalities Grant Funding Stream

Recommendation: That Council receives and approves this report as presented and directs Staff to pursue funding under the Non-Development Charge Municipalities Stream and to actively source any relevant grant funding for Option #1 Opening all identified roads.

Background:
The Municipality has been working to address the shortage of housing within the Municipality. With the passing of housekeeping By-law 2023-49 Council supported additional dwelling units within specified zones.

Further, Council passed housekeeping By-law 2025-20, wherein with the exception of the Residential Shoreline Zone, the minimum permitted build size is 17.5m^2 (188sqft), this size reflects the Ontario Building Code.

With the passing of the above by-laws Council over the four-year term has established framework supporting both a range of housing types and along with densities. In conjunction with the approval of smaller size homes and additional dwelling, Council has supported existing businesses while simultaneously enticing new businesses to establish within the Municipality, specifically at the Provincially identified Employment Lands. It is widely understood that the development and success of businesses directly impact local labor force growth due to the dependency on housing availability.

Staff have been evaluating current road maintenance needs while exploring the potential of future road development and opening of currently unopened road allowances within the *Community Areas* (Village Ahmic Harbour and Village of Magnetawan) to mitigate the housing crisis within the Municipality. Additionally, Staff have been and will continue sourcing grant funds for this project.

Evaluation: The Municipality's Official Plan, adopted May 2026, identifies the need for diversified housing types within the Municipality as means to responded to the changing needs of the population demographic, income and market.

The Official Plan also identifies the Village of Magnetawan as one of two *Community Areas* where development of new permanent residential growth should be directed.
The 2024 Provincial Planning Statement (PPS) specifically supports residential development

within *Community Areas*, where site conditions are suitable. Opening of roads can facilitate incremental, low-density housing growth with the *Community Areas*. Even a relatively short road extension may provide enough road frontage capable of supporting several new residential lots. This incremental growth is appropriate in the *Community Areas* provided the lots can support private sewage and water services along with other planning requirements.

Staff have conducted, where possible, site visits to several currently unopened road allowances within the Village of Magnetawan (The Village of Ahmic Harbour does not have allowances that can be opened). Evaluation of road openings have been based on the natural environment, Road maintenance procedures such as winter maintenance, plow routes and contours. Cost estimates are based on a fee per km and include brushing, grading, gravel material, compaction, ditching, culverts and surface treatment. Factors such as heavy equipment rental, surveying, engineering and other related costs have not been factored into the estimate. The following is an outline of recommended road allowances to open in relation to the number of developable lots that could be a direct result of said openings.

Municipalities that do not levy development charges often face challenges funding infrastructure projects because they do not have access to this revenue tool. At the same time, these municipalities face high construction costs, aging assets and significant infrastructure backlogs.

In August of 2026 the Federal and Provincial government announced that they would be investing $1 billion dollars to help Non-Development Charge Municipalities build more homes. Through the new Non-Development Charge Municipalities Stream (Non-DC Stream) of the Canada-Ontario Partnership to Build, eligible municipalities will receive funding to build and renew critical infrastructure, including roads, bridges, culverts (greater than 3 metres) and water systems that enable new housing and/or protect the existing housing supply. These investments will help enable new housing development, support growth and protect Ontario's existing housing supply.

Applications for the Non-DC stream will open for eligible municipalities on October 29, 2026, with a due date of December 2, 2026, and additional intakes to be announced at a later date. Eligible municipalities that apply and are successful in their applications cannot implement development charges before March 31, 2031, and must not have had an active DC by-law in effect for residential development as of March 30, 2026. Municipalities can only submit one application per intake. Projects cannot be regularly scheduled maintenance and must abide by the new Buy Ontario legislation.

Projects for this intake must be completed by March 31, 2031, and start no later than September 30, 2027.

Maximum funding amounts per application intake is 20 million with successful municipalities contributing 20% of the project costs. Stacking of funding is allowable with federal funds but not provincial, which means that municipalities cannot use any funds from the Ontario Community Infrastructure Fund (OCIF), NORDS, Building Faster Fund (BFF) or Ontario Municipal Partnership Fund (OMPF) in conjunction with the Non-DC stream.

Funding applications must include outcomes and indicators measures that must be achieved throughout the project as well as supporting documents including proof of ownership, asset management plans , project map, map of location of existing residential units preserved or enabled, environmental assessment, official plan designation, zoning by-law, inspection reports (bridge rehabilitation projects), five year forecast, master infrastructure plans, compliance letters, photographs, active transportation plans, secondary plans, mapping, duty to consult and archaeological assessment reports.

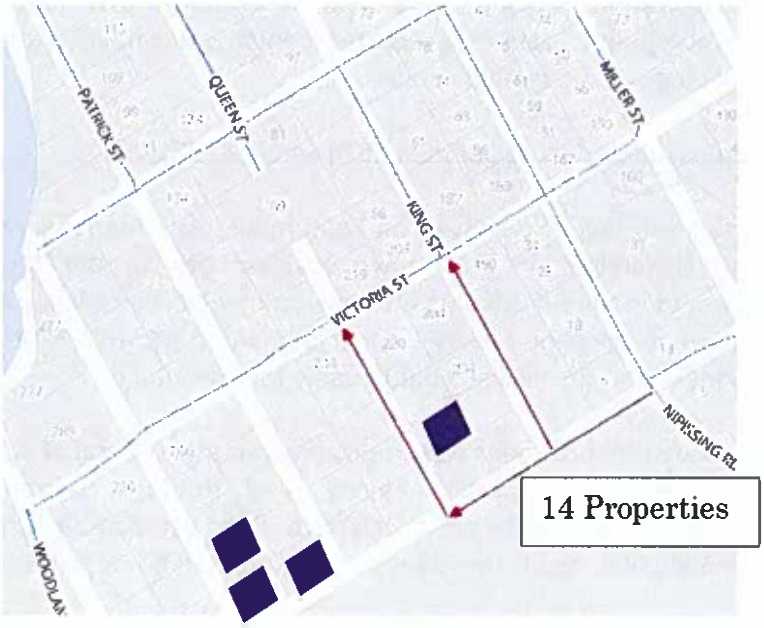
Funding decisions are estimated to be announced in Spring of 2027.

Staff attended the first offering of webinars on September 16th and have registered for the second webinar on November 4th Staff have reached out to the Municipal Housing Infrastructure Program to inquire if opening multiple unopened road allowances in the village would count as one application or multiple applications and the MHIP has confirmed that opening multiple roads within the village would qualify for one intake.

Option 1: Opening All Identifiable Roads will equal approximately a total of 3.2 km of road and will result in 39 residential properties having road frontage, permitting residential development. Based on $278,000 price per km (Jackson Road comparable) the estimated cost to open all roads is $900,000, again this does not include additional costs noted within the report.



Option #2 Nipissing Road west to Queen Street, north on Queen, north on King Street connecting with Victoria Steet approximately .7 km of road. Based on $278,000 price per km (Jackson Road comparable) the estimated cost to open Option 2 roads is $278,000, again this does not include additional costs noted within the report.



Option #3: Nipissing Road west to Patrick Street, north on Queen, north on King Street and north on Patrick connecting with Albert Steet approximately 1.3 km of road. Based on $278,000 price per km (Jackson Road comparable) the estimated cost to open roads in Option 3 is $362,000, again this does not include additional costs noted within the report.



Option #4: Victoria Street west to James Street and south on Miller. Miller street between Victoria and South Street offers contour challenges where in the landscape is quite steep. Approximately .5 km of road. Based on $278,000 price per km (Jackson Road comparable) the estimated cost to open Option 4 roads is $139,000, again this does not include additional costs noted within the report.



Option #5: Victoria Street west to James Street and south on Miller and Richmond Street approximately .7 km of road. Based on $278,000 price per km (Jackson Road comparable) the estimated cost to open all roads in Option 5 is $278,000, again this does not include additional costs noted within the report.



Financial Implications:
New dwellings expand the Municipality's taxable assessment base creating additional assessment revenue generation for the Municipality to further support development and growth.

Conclusion: Staff will continue to identify and source appropriate grant funding opportunities, including an application to the new Municipal Housing Infrastructure Program – Non-Development Charge Municipalities Stream. Further Staff recommend that Council proceed with Option #1 – opening all identified roads, while actively pursuing available grant funding opportunities to help offset the financial impact to the Municipality and its taxpayers. Proceeding with Option #1, together with an active grant-funding strategy, would allow the Municipality to address its road infrastructure needs while maximizing opportunities for external financial assistance and reducing reliance on municipal taxation wherever possible.

Respectfully Submitted,

Erica Kellogg
Deputy Clerk – Planning and Development

Scott Edwards
Public Works Superintendent

Laura Brandt
Deputy Clerk – Recreation and Communications

Municipality of Magnetawan	REPORT TO COUNCIL
To:	Mayor and Council
From:	Deputy Clerk Laura Brandt
Date of Meeting:	October 7, 2026
Report Title:	Year End Report Locks and Heritage Museum Centre.

Background: This report is to inform Council on how the Magnetawan Locks and Heritage Museum Centre operated over the course of the 2026 summer season.

Nine students were hired for the 2026 summer season – four for the locks ,four for the museum and one for the office. Seven of the students were return hires and two students were new hires. Two students are off to their first year of college/university and one student is off to their fourth year of university the majority of the students would like to return next season.

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

The Locks and Museum Students participated in a training on June 5, 2026, led by myself. Rules, policies, and training on customer service, opening and closing of the Heritage Museum Centre, operating the locks, emptying garbage cans, cleaning of the washrooms, and cleaning of the docks, etc., was included in the training. All students received Staff uniforms (t-shirts and a 'hoodie').

All of the students participated in an archery training day on June 7, 2026. A National Archery in the Schools Program (NASP) instructor facilitated the training and eight students participated. This training ensured that our Free Archery Programing could continue to run successfully and safely for the summer season. Each Monday the Recreation Leader and multiple students would attend Archery and would ensure that consent forms were completed, set up and tear down were completed. This season there were 121 registrants that participated in the archery programming which was an increase of 4 participants in comparison to 2025. In 2027 Staff will be introducing a bullseye certificate program where each participant who gets a bullseye will receive a certificate!

This year Staff implemented our fourth year of Free Rollerskating Friday Nights from 6pm to 9pm. The Rollerskating programming was widely popular drawing many visitors from outside the Municipality. This season there were 232 participants that joined in the Rollerskating programming which was an increase of 34 participants in comparison to 2025.

This year students from both the Locks and Heritage Museum Centre assisted with the Canada Day Event (closing of the road, clean up, assisting vendors with set up etc.), the Leekfest , as well as Archery and Rollerskating which enabled programs to run as currently the Municipality does not have a large volunteer base and relies heavily on Staff. Students will also be helping with the

upcoming. the Dinner and a Drive-in Movie Event. The assistance of the students and the recreation leader helped in making Staff workload more manageable.

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

At the end of the season, the students provided feedback during their reviews. None of the comments this year included items that would be included in the 2027 Budget for Council's consideration.

Magnetawan Locks:

$5 a day	2026	2025	2024	2023	2022	2021	2020	2019
Number of Boats	167	180	161	179	203	223	182	177
Gross Revenue	$835	$900	$805	$895	$1,015	$1,115	$910	$885

This year, 167 boats travelled through the Locks which is a decrease of 13 boats in comparison to the 2025 season. This once again could be a result of the increased cost of gas and cost of living.

There were four summer students that worked at the Locks this summer, manually opening, and closing the lock gates, providing boaters with a safe and enjoyable experience while travelling through the locks as well as ensuring that the washrooms and garbage's at the beach were attended to. The Locks students demonstrated great initiative this season and were diligent at ensuring their daily tasks were completed. During this season we experienced issues twice with the locks wheel on the Ahmic Side. This resulted in them being closed temporarily for a few hours while emergency repairs were completed on the first occasion. The second occasion was on the last day of the locks being opened and did not result in a closure. Staff are currently working with the MNRF to get them repaired for next season. Due to the quick thinking of the students on shift damage was minimized and no boats were stranded as Students when over and above driving boaters to their trailers. Many compliments were received from residents and travellers about our Locks students this season commending the Locks students for going over and beyond and once again including children in an interactive way and explaining how the locks work as well once again giving top notch fishing advice!

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

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

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

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

	2026	2025	2024	2023	2022	2021	2020	2019 *breakdown estimated
Number of Visitors	1,826	1,618	1,001	2,010	2,006	1,089	409	232*
Gross Revenues	$811.25	$954.20	$750.25	$1,560	$1678	$965	$417	$871 (includes books)
Book Sales	$70	$73	$50	$73	$33	$30	$48	Unknown

Free Rentals/ Programming	2026	2025	2024	2023	2022
Bikes	34	30	20	28	35
Games	8	9	5	10	9
Rock Snake	374	392	271	481	184
Activity Book	9	10	15	20	25
Beach Toys	11	4	2	6	N/A

This year, 1,826 visitors attended the museum which is an increase of 208 visitors in comparison to the 2025 season. The farthest one coming from Cranbourne North, Victoria (Australia) and other visitors attending the museum came from, Te Anau, (New Zealand), Birmingham (Alabama), Yellowknife (NWT), White City (Saskatchewan) and Calgary (Alberta). The busiest day of the season was our Canada Day Celebrations June 27th with 93 visitors. This number does not include visitors who visited the Log Cabin, Public Murals, Geocaches, and Steam Engine but might not have necessarily gone up to visit the Heritage Museum Centre.

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

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

Our Second Community Rock Snake project help Magneto "Reach the Beach" is underway, and our Community Rock Snake Activity station was in full force once again this season. This station was set up daily (weather permitting) and was monitored by the Heritage students. The students received many compliments regarding this, and this activity helped Magneto grow to over 461 rocks this Summer.

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

Our bike share/lending program was also implemented again this year with the addition of four more youth bikes. The Students were diligent in obtaining consent forms from participants as well as sanitizing and cleaning the bikes and helmets after each use. Residents and Visitors could sign bikes out free of charge and utilize them to take in the beautiful views of our Municipality while being active. Staff will be including in the 2027 budget for Council consideration the maintenance costs (by a local bicycle repair shop) of all the bikes to ensure that they are well maintained for the 2027 season.

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

Staff implemented the Art in the Park Series again this season inviting local artists to showcase their art Saturdays from 10am to 1pm, which the Recreation Leader oversaw. The Recreation Leader would meet the artists, assist with setting up and tear down, as well as take pictures to promote the event on all municipal social media platforms. Signage was posted throughout the downtown core and at the village green.

Staff implemented Music in the Park Series again this season inviting local artists to showcase their music at the Centennial Park Gazebo from 7:00pm to 8:30pm on Saturday nights from the start of July to September long weekend which the Recreation Leader oversaw. The Recreation Leader would meet the artists, assist with setting up and tear down, as well as take pictures to promote the event on all municipal social media platforms. Signage was posted throughout the downtown core, Ahmic Harbour and at Centennial Park to promote this season's line-up. The majority of the Music in the Park consistently drew crowds of over 70-90 attendees, which is similar to the same attendance as the previous year with our closing weekend in 2026 once again drawing a record crowd of close to 300 attendees. Staff recommend keeping the Music in the Park to 10 Saturdays to run from the first weekend in July to the September long weekend with the addition of Wednesday July 1st Canada Day to start the concert series.

Staff implemented a weekly aquafit class in July and August this year which was very well attended. This programming consistently had participants of approximately 20 weekly which is an increase in comparison to the previous year. Staff will include in the 2027 budget monies in the amount of $800 for Aquafit Programming.

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

Staff assisted with three drumming circle events this season which were run by volunteer Sandra. Sandra supplied her drums and equipment for this programming. The drumming circles were very well received and had participants of over 20 attendees each circle. Our Heritage Museum Students helped by taking pictures of the programming for promotion on all Municipal social

platforms as well as setting up of the circle (chairs) and tearing down. Staff would like to offer this programming again next year if volunteers allow.

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

Geocache Stats:

Geocache Location	2026 Number of Logs	Trackable	Movement
Harry the Heritage Turtle located at the Heritage Museum Centre	14 logged in 2026 for a total of 141 logged with 10 favoriting this geocache.	Yes, with the goal to visit the ocean	Has moved 26,611.8 miles in 2026 This travel bug moved from New Yorl to Costa Rica to several locations ir Germany this year. and is currentl located in Bayern Germany and
Creepy Crawly located at the Lions' Pavilion	5 logged in 2026 for a total of 94 logged with 1 favoriting this geocache.	No	
Lake Cecebe	10 logged in 2026 for a total of 75 logged with 2 favoriting this geocache.	No	
Knoepfli Falls	1 logged in 2026 for a total of 39 logged with 4 favoriting this geocache.	Yes, with the goal to take it to another waterfall	Has moved 122 miles and is currentl near Orangeville.
Old Nipissing Road	0 logged in 2026 for a total of 14 logged.	Yes, with the goal to get to another historical site.	Currently is being relocated by a geocacher.
Ahmic Harbour Beach	4 logged in 2026 for a total of 49 logged with 1 favoriting this geocache	No	
Midlothian Road	0 logged in 2026 for a total of 21 logged.	Yes, with the goal to take it to another Province outside of Ontario.	Has moved 2,828 miles and i currently in Utah.
Friendship Centre	13 logged in 2026 for a total of 101 logged with 1 favoriting this geocache.	Yes, with the goal to give it a new home with a friend.	Has moved 191.5 miles and i currently near London.
Whalley Lake	2 logged in 2026 for a total of 28 logged.	Yes, with the goal to move to another town or city.	Currently is being relocated by a geocacher.
Maggie the Rock Snake	3 logged in 2026 for a total of 35 logged with 5 favoriting this geocache.	No	

Golf Course	0 logged in 2026 for a total of 13 logged.	No	
Rockwyn Landing	1 logged in 2026 for a total of 8 logged.	Yes, with the goal to move it to another lake in Canada.	Has moved 60,788.5 miles and all the way from New Brunswick, Quebec, Mexico, France, Azergaijan to John-Baptiste Monastery, Czechia in 2025 and moved to Croatia in 2026.
Orange Valley	0 logged in 2026 for a total of 4 logged with 1 favoriting this geocache.	Yes, with the goal to move it to another cemetery.	Has moved 283 miles and is currently in Algonquin Park
Ahmic Harbour Community Centre	1 logged in 2026 for a total of 11 logged.	No	
Croft Recreational Park	2 logged in 2026 for a total of 9 logged.	Yes, with the goal to move to it to another public park in northern Canada lets get it to the Northwest Territories!	Has moved 219 miles Currently is being relocated by a geocacher.
Ahmic Lake Hwy 124 Boat Ramp	4 logged in 2026 for a total of 29 logged with 2 favoriting this geocache.	No	
Sparks Street By Bridge/Boat Launch	3 logged in 2026 for a total of 33 logged with 1 favoriting this geocache.	No	
Pine Tree Road Public Water Access	0 logged in 2026 for a total of 7 logged with 1 favoriting this geocache.	Yes, with the goal to move it to public water access.	Has moved 76 miles and is currently in Elmvale
Fagan Falls	1 logged in 2026 for a total of 6 logged with 1 favoriting this geocache.	Yes, with the goal to move it to another waterfall.	Currently is being relocated by a geocacher
Croft Cemetery	4 logged in 2026 for a total of 14 logged.	No	
Croft Landfill	3 logged in 2026 for a total of 7 logged with 1 favoriting this geocache.	No	
Chapman Landfill	3 logged in 2026 for a total of 11 logged.	No	
TOTALS	**749 LOGGED WITH A TOTAL OF 31 FAVOURITE POINTS**		**91,119.8 MILES IN TOTAL**

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

Staff are currently working on the first stage of the Croft Recreational Revitalization Project which includes upgrades to the Baseball field and the installation of a skateboard/pump park. Staff will be working on the second stage of the project which includes the installation of an accessible playground to be completed by the Spring of 2027. Staff are currently sourcing additional grants to help offset the cost of further upgrades including accessible walking trails and pickleball courts.

Staff would like to build on the Art in the Park series to host more artists and attract larger crowds for the 2027 season. Staff will look into organizing Art in the Park every Saturday again for the 2027 season. As in previous year Staff will continue to actively sourcing grant funding for the creation of an Artisan Village (similar to the shops on the boardwalk in Gravenhurst and Parry Sound) at the Village Green which would complement this green space and elevate the profile of the Municipality as a public art/Artisan destination drawing residents and visitors to our Municipality. Due to the success of the 2026 Art Show Staff are currently working with the local Art Club to host an Art Show in Summer/Fall of 2027.

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

Staff will be including in the 2027 budget monies for insurance costs, supplies for the year end event as well as new equipment if needed (baseballs & bats) in the amount of up to $700 to be paid to the newly formed Baseball League.

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

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

Respectfully Submitted

Laura Brandt
Deputy Clerk Recreation and Communications







Artisan Village/Shops on the Boardwalk
Gravenhurst



Municipality of Magnetawan	REPORT TO COUNCIL
To:	Mayor and Council
From:	Deputy Clerk Laura Brandt
Date of Meeting:	October 7, 2026
Report Title:	Skate/Walk Trail Splash Pad Project

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

Background: At the December 11, 2024, meeting Council passed motion 2024-372 receiving the report Skate/Walk Trail Splash Pad Project from Deputy Clerk Laura Brandt for information only and to continue to actively source for funding. Staff applied to the Community Sport and Recreation Infrastructure Fund New Build Stream but were unsuccessful in their application.

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

The project would create a centrally located recreational space that could support physical activity, social interaction and community programming while providing opportunities for residents of different ages and abilities to participate.

The proposed skating/walking trail would provide a dedicated space for outdoor skating during the winter months and could transition to a walking and recreational trail during the remainder of the year. This would provide residents with a safer and more accessible alternative to recreational skating on area lakes and ponds while creating a dedicated location for winter recreation and community activities. During the warmer months, the trail would provide a suitable space for walking, fitness activities, youth programming and other forms of active recreation.

The proposed splash pad would provide a free and accessible outdoor recreation opportunity for children and families during the summer months. Unlike recreational activities that may require specialized equipment, registration fees or travel outside the Municipality, a splash pad would provide an opportunity for spontaneous and affordable recreation that could be enjoyed by families throughout the summer.

Together, the skating/walking trail and splash pad would create a multi-season community gathering space capable of supporting both organized and informal recreation. The facility could accommodate community events, skating activities, walking groups, children's programming, summer activities and youth-focused programs. There would also be opportunities for local schools and community organizations to incorporate the facility into physical activity, programming and special events.

The project would provide benefits beyond youth recreation. Seniors and older adults would have access to a dedicated location for walking and social interaction, while accessible design would provide greater opportunities for individuals with disabilities and mobility challenges to participate in community recreation. Having several activities available within the same location would also encourage intergenerational use, allowing children, parents, grandparents and caregivers to enjoy the facility together.

Providing the amenities free of charge would also help reduce financial barriers to recreation. Residents who may not have the ability to participate in fee-based programs or travel to recreational facilities in neighbouring communities would have access to additional opportunities for physical activity within their own community.

The facility could also contribute to the Municipality's ability to attract families and visitors. Additional recreational amenities provide another reason for residents and visitors to spend time within the community and have the potential to complement existing municipal parks, events and recreational programming, with associated benefits for local businesses and the broader community.

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

In March of 2026 it was announced that the funding would continue and that the fund would increase from $200 million to $500 million and a second intake for both streams would occur in 2026. Staff have applied under new builds/signature new builds which supports projects that support major new infrastructure projects that address a demonstrated community need, transform infrastructure, build unique facilities, attract investment and economic growth, an enable the hosting of large sporting events with funding up to $10,000,000.

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

Financial Implications:
Staff have applied to the Community Sport and Recreation Infrastructure Fund and are currently waiting on the outcome of their submission. Staff will be actively sourcing any grant funding that would be applicable to this project as the Community Sport and Recreation Infrastructure Fund allows for Stack Funding with certain funding streams. If we are successful in our grant submission then Council could proceed with the approval of the project and monies would have to be included in the 2027 Budget.

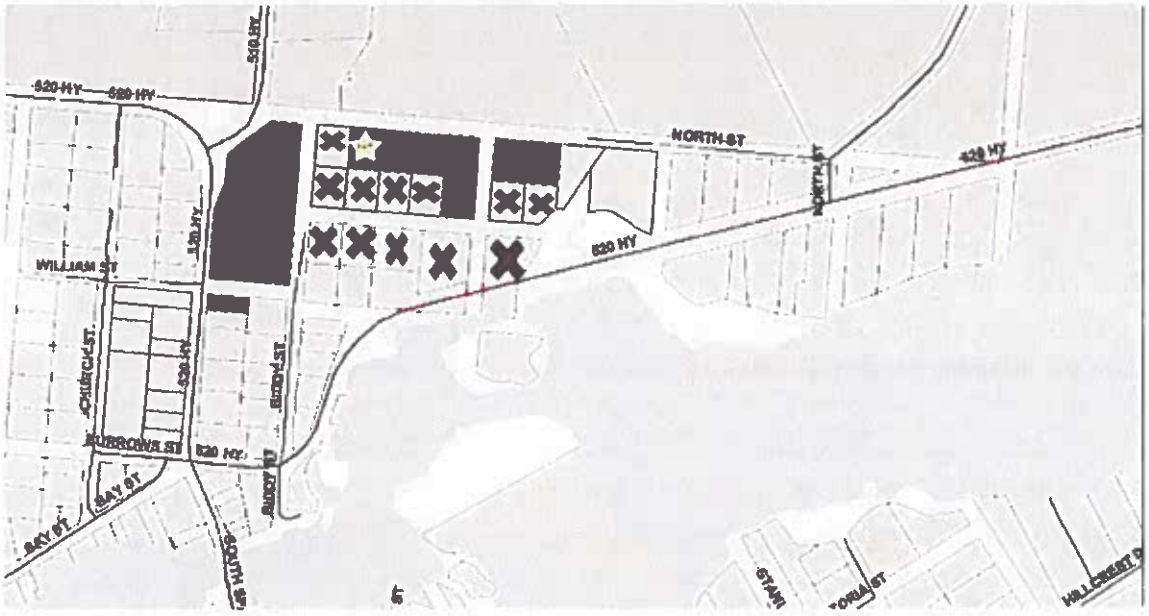
Respectfully Submitted,

Laura Brandt
Deputy Clerk

Skating/Walking Trail Splash Pad Concept



Mapping Undeveloped Lands Behind Municipal Office/Community Centre



Municipality of Magnetawan	REPORT TO COUNCIL
To:	Mayor and Council
From:	Deputy Clerk Laura Brandt
Date of Meeting:	October 7, 2026
Report Title:	3rd Quarter Report Recreation and Communications

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

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

Activities:

Human Resources

Staff has completed the year end review process for the summer students to help them gain experience in the review process (Locks and Heritage Museum Centre). Staff completed the hiring process for the Office Assistant - Recreation and Records Management position.

Clerks Office

Staff have conducted two meetings of Council in this quarter including the preparation of agenda, agenda packages and minutes. Two By-laws were updated this quarter. Review of By-laws, Policies and Procedures are on going and updating accordingly to ensure that procedures are streamlined to improve delivery of services. Staff assisted with the preparation of 1 RFP during this quarter as well as collected 3 lottery licensing reports and have issued 1 new license. Staff have organized and attended as Secretary two Magnetawan Community Centre Board meetings and one Magnetawan Economic Tourism Committee meeting this quarter. Staff submitted 2 Reports to Council during this quarter. Staff have also issued one marriage license this quarter with another marriage license anticipated to be issued in the next quarter. Staff have also been attending webinars and information working sessions to ensure that the municipality is complaint with the new MFIPPA legislation that is effective January 1, 2027.

Grant Funding Applications and Reporting

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

	First Quarter	Second Quarter	Third Quarter
Total Number of Applications	43	44	49
Annual Allocations (Ontario Municipal Partnership Fund, Canada Community Build Fund, Ontario Community Infrastructure Fund, NORDS)	3	3	4
Awaiting outcome	17	10	3
Unsuccessful Applications	10	15	23
Successful Applications	13 (1 Stage 2)	19 (1 stage 2)	19
Submitted Grant Reports (Final and Progress)	4	2	9

2026	Cost of Project	Amount Anticipated	Municipality Portion
Total Funding Applied For	8,614,349	6,326,971	2,349,207
Approved Funding	4,299,471	2,168,127	2,136,744
Annual Allocation	2,091,960	2,091,960	0

Health and Safety

Conducting monthly health and safety inspections as per the legislation and working with department heads and health and safety representatives to mitigate any concerns that arise. Staff have also made arrangements to install a new AED at the Croft Recreational Park when the revitalization project is completed.

IT

Staff are currently working with the IT provider to transition 6 computers as well as acquiring quotes for the 2027 Budget. Staff have completed the transition to the cloud based control system for the digital sign and it is working well.

Communications

Municipal Events and Recreational Programming were posted to the online event calendar for the North Bay Nipissing News, hard copy posters to Municipal displays, Municipal Digital Signs is ongoing. Posted messaging on our Municipal Website which included updates to our messaging on our Landfill, Planning, Applications, By-law, Recreation pages. Created Summer Newsletter that was distributed on all Municipal Social Media platforms as well as mailed out to all residents with their August Tax Bill. Staff also posted one paid boosted post on Facebook for our Drive-In Movie Event. Staff also worked with provincial level Staff for the MDRA Media Announcement held on August 20th. Staff further worked with a local sign company to design an events billboard to be located on Hwy 124 to be seen when you are coming from Hwy 400 between Ahmic Harbour and Magnetawan.

	First Quarter	Second Quarter	Third Quarter
Electronic Mailer	55	123	55
Number of Mailer Subscribers	776	926	940
Website Views	35,000	46,000	57,826
Website Users	14,000	14,000	18,000
Facebook Posts	93	144	139
Facebook Followers	2368	2,604	2,753
Instagram Posts	147,934	144	138
Instagram Followers	188,000	381	401
Facebook Posting Reach	91	431,099	108,234
Facebook Page Visits	353	11,202	426,119

Recreation

We currently have exercise classes running four times a week (Mondays and Thursdays). Weekly Pickleball on Tuesdays and Nordic Walking twice a week (Mondays and Fridays). Weekly Tai Chi classes 3 times a month (Wednesdays). Organized the Annual Dinner and Drive-In Event held on October 2nd and Staff anticipate that the event will be close to a sell out. Organized the first Dinner and Learn Dinner Event on November 4th as well as the second Dinner and Learn Event on December 16th. Staff will be launching the first Dinner and Learn and anticipate that the event will be fully booked with a wait list. Staff have ensured that the close down for the Heritage Museum and Locks for the season was successfully completed and the Parks Staff are currently installing new flooring installed in the front entrance. Staff have been working with the Burks Falls Art Club and they will be hosting another Art Show in Magnetawan in July of 2027due to the success of the 2026 show with over 600 people attending on the Saturday. Staff also worked with the DSAAB to bring monthly service clinics for October. Staff has been working with a local farm

to implement workshops to be held at the Ahmic Harbour Community Centre and the first two workshops were launched in the four workshop series. Residents of Magnetawan are able to sign up at a lower cost. Staff have also been actively working with two residents to have Tennis programming next Summer. Staff have ensured that the Music Licensing Reporting has been completed for this quarter as well as Staff advocated for the Agricultural Society to ensure that they received their parade permit from the MTO. Maggie the Community Rock Snake reached the beach last year and we have started a new rock snake Magneto who is off to a wonderful start. Staff have also been overseeing the Croft Recreational Park Revitalization Project with a completion date of December 31, 2026.

Upcoming

Currently have twelve funding streams that are open to submit grant proposals to with one more to open in October and Staff are actively sourcing and researching funding possibilities to help offset costs and fund new projects to benefit the Municipality. Staff will be conducting a Magnetawan Community Centre Board Meeting at the end of October which includes preparing the agenda and minutes as well as Staff anticipates conducting at least one Magnetawan Economic Tourism Committee meeting the next quarter. Staff have also started to organize the New Years Eve Gala to be held on December 31st as well as the 2027 Leekfest. Staff have also started actively planning for our Annual Tree Lighting, and Family Day Event. Staff have also actively been looking for rock carving artists to get a quote for a public art project at the cenotaph. Staff will also be overseeing the second phase of the Croft Revitalization Project which includes the installation of an accessible playground.

Respectfully Submitted

Laura Brandt
Deputy Clerk Recreation and Communications

Municipality of Magnetawan	REPORT TO COUNCIL
To:	Mayor and Council
From:	Deputy Clerk Laura Brandt
Date of Meeting:	October 07, 2026
Report Title:	Revitalization of Croft Recreational Park

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

Background: At the December 11, 2024, meeting Council passed motion 2024-373 receiving the report Revitalization of Croft Recreational Park from Deputy Clerk Laura Brandt for information only and to continue to actively source for funding. Staff had been actively applying for grants for upgrades for six years with only one submission being successful, for the installation of accessible benches and picnic table. Staff applied to the Community Sport and Recreation Infrastructure Fund Rehab stream and were successful in their application in the amount of $500,000 for the revitalization of the baseball diamond and installation of a skate pump park. To note a stipulation of the grant was that the project had to be unique to our community and have a "wow" factor. Staff are currently working with 39/7 on the first stage of the revitalization project which has broken ground as well as the second stage for the installation of the accessible playground equipment.

Evaluation: Several residents have come forward to express the need for walking trails and pickleball courts at the Croft Recreational Park. Additionally, the original grant application included lighting but due to financial constraints and grant timelines the installation of lighting was unable to be achieved.

This project would build upon the Municipality's recent revitalization of Croft Recreational Park, as the current improvements will transform the park and expand recreational opportunities available to our residents and visitors. The proposed addition of walking trails, pickleball courts and lighting would continue this momentum and further develop the park into a comprehensive, multi-generational recreational destination.

The addition of accessible walking trails would connect and complement the amenities that have just been constructed, providing residents and visitors with another way to enjoy the park while encouraging walking, exercise and active living. The trails would offer a lower-impact recreational opportunity particularly suited to seniors, families and individuals who may not participate in organized sports, while providing an accessible way to move throughout and experience the park.

The development of pickleball courts would further expand the range of activities available at Croft Recreational Park. While the new accessible playground provides opportunities for children and families, the skate/pump park appeals strongly to youth, and the revitalized baseball diamond supports team sports, pickleball would add an increasingly popular recreational activity that can be enjoyed by adults, seniors and younger participants alike. The courts could accommodate casual play, organized groups, lessons, tournaments and intergenerational programming.

The addition of lighting would enhance the Municipality's investment by improving the safety and usability of both the new and existing recreational amenities. Lighting around the accessible playground, skateboard pump park, baseball diamond, pickleball courts and along key portions of the walking trails would extend opportunities for use into the evening and during the spring and fall when daylight hours are shorter. It would also support organized programming, tournaments and community events.

Together, the accessible playground, skate/pump park and revitalized baseball diamond, combined with the proposed walking trails, pickleball courts and lighting, would provide recreational opportunities for virtually every age group. Rather than developing an entirely new recreational site, this project would build upon the infrastructure and investment already made at Croft Recreational Park, maximizing the value of the Municipality's recent improvements and creating a more connected and complete recreational space.

The continued enhancement of Croft Recreational Park would encourage residents to be active, provide opportunities for social interaction and community programming, attract families and visitors, and support the Municipality's goal of providing inclusive and accessible recreational opportunities. By continuing to invest in one central recreational hub, the Municipality can create a vibrant destination that supports health, accessibility, inclusivity, community connection and quality of life for years to come.

In March of 2026 it was announced that the funding would continue and that the fund would increase from $200 million to $500 million and a second intake for both streams would occur in 2026. Staff have applied under the repair and rehabilitation stream which supports projects that extend facility lifespan, maximize use, and improve the health, safety, accessibility and environment standards of existing facilities with funding between $150,000 to $1,000,000. Staff's submission included the installation of accessible walking trails, pickleball courts and lighting.

Financial Implications:

Project Component	Amount
Accessible Walking Trail (approx. 300-400m)	$250,000
Two New Outdoor Pickleball Courts	$225,000
Fencing, Nets, Posts and Court Accessories	$50,000
12 Commercial Solar LED Lights, Poles & Installation	$240,000
Design, Site Preparation, Contingency	$100,000
Estimated Total	$865,000
Funding Stream	**Amount**
Community Sport and Recreation Infrastructure Fund	$432,500
Municipality of Magnetawan	$432,500
Total	$865,000

Staff have applied to the Community Sport and Recreation Infrastructure Fund and are currently waiting on the outcome of their submission. Staff will be actively sourcing any grant funding that would be applicable to this project as the Community Sport and Recreation Infrastructure Fund allows for Stack Funding with certain funding streams. If we are successful in our grant submission then Council could proceed with the approval of the project and monies would have to be included in the 2027 Budget.

Respectfully Submitted,

Laura Brandt
Deputy Clerk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