



AGENDA

Magnetawan Economic Tourism Committee (METC)

Wednesday June 11th 2025, 2:00 pm

Magnetawan Community Centre

[Join the meeting now](#)

OPENING BUSINESS

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

DISCUSSION ITEMS

- 2.1 Focus Group Wall - Paper Exercise Results - Priority Investigation - Member Updates
 - Music Festival – Francine and Rachel
 - Food Truck Festival – Angela and Brenda
 - Locks/Visitor Information Centre/Visitor Welcome Package – Joan and Erica
 - Tag Line/Three Options – Ken and Erica
- 2.2 AHCC - Chamber Guide Magazine Party - Networking June 24th, 2025
- 2.3 Explorers' Edge Fiscal Partnership - Update on Submissions
- 2.4 Explorers' Edge The Almaguin Summer Star Party
- 2.5 Discovery Routes - Adventure Trail Maps

ITEMS BROUGHT FORWARD

- 3.1 Draft Communication Strategy - Dave and Rob
 - Community Engagement "Road Show" - Rachel Verbal Update
 - Future Presentation to Council - Rachel Verbal Update

FOR INFORMATION

- 4.1 Parry Sound Life Style Magazine - Seasonal Ad Submission
- 4.2 Magnetawan Economic Development Committee - email edc@magnetawan.com
- 4.3 Asset Map - Update
- 4.4 Cecebe Waterways Association - Annual Regatta
- 4.5 AHCC - June 2025 E-newsletter

FUTURE MEETING

- 5.1 Community Engagement - 2025 Priority Options

ADJOURNMENT

- 6.1 METC Future Meetings - Forecasted Dates
- 6.2 Confirm the Proceedings of Committee and Adjourn

METC Committee Updates for June 11, 2025

Locks / Heritage Museum & Visitor Welcome Packages

- Lock Hours – operation is dependent of summer students, until a dedicated Staff person is in place, operation will likely remain status quo.
- Lock Operation – there are specific pre-determined times the locks go up or down, each passage through the locks is a cost of \$5.00 per boat.
- Visitor Information signage: quotes requested for signs that say “Visitor Information” for both the interior and exterior of the Heritage Museum.
- Quotes obtained for tourism product (e.g. key chains, guide books, brochure holder, visitor information signage, etc.) which will be discussed at the meeting.
- Brochure Rack: 16 different businesses contacted about seeing if they're interested in providing brochures to fill the rack we'll have mounted on the wall. Ten of them have responded in the affirmative and following up with the other 6. Then it will just be a matter of getting the rack made and mounted and getting the brochures from our business owners.

Additional information learned;

The Municipality has signs that showcase the locks operational hours. These signs are placed either on the exterior of the Heritage Museum or on the locks themselves. A suggestion is to have the signs reproduced and request to Council these signs be placed at all Municipal boat launches. The Opportunity to inform boaters of the locks operating hours, may help inform boats when they can traverse from Ahmic to Cecebe and visa versa.

When visiting the Museum it was observed that the boat launch area has two picnic tables and two park benches. METC could cost out the purchase of umbrellas for the existing picnic tables, asking Museum Staff to take these umbrellas in and out during the opening and closing of the Museum.

Food Truck Festival:

verbal update

Music Festival:

Industry advice obtained:

- Met with Brian Risk who organizes most of the music events/festivals in the North Bay Area. He's been doing this for twelve years and averages 1000-2000 people for his Wednesday music in the park events and about 4000-5000 people at long weekend festivals. He was a wealth of information and definitely a great resource who said he's happy to provide any advice and answer any questions as we explore possibilities for our community.
- Working to connect with another lead in Commanda who can guide us with grant writing for music events as well

- Laura Brandt, Deputy Clerk of Recreation and Communications, was a great source of a lot of local information

Town Initiatives and Information from Town staff

Existing Town musical initiatives:

Music in the Park

Drumming with Sandra

New Years Eve Gala

Do you have other events that include music?

I have also applied for some grant funding that if approved could include the possibility of more live music but on a small scale

How do you find participation?

The participation has been on a steady up climb. Typically, before COVID, Music in the Park had 50 people on a good night. We have consistently been getting crowds of double almost triple that with the last week being over 200 people for Campfire Poets.

Based on your experience do you see an appetite for a new music festival?

I could see there being an appetite for this however the barrier I could see is the location as we do not have a large property that could house parking, sleeping, partying area, etc. but I am envisioning something like a Burls Creek

Existing initiatives:

- *Lions' Club 25th Anniversary of the Lion's Pavilion*
 - it will be a free concert funded by the local Lions Club to celebrate their 25th anniversary of the building of the Lion's Pavilion
 - the concert will follow the fish / pickerel fry (Saturday, July 19th)
 - it is a one-time event to celebrate a special occasion
 - they will share their promotional poster and we can help with advertising.
 - volunteering restrictions - they are restricted for insurance reasons when it comes to volunteering - they can only use their members and their wives.
 - Lion's representative felt prices for bands have really gone up since COVID. They have secured a corporate sponsor to help but still he said he's seen costs go up
 - **FOLLOW UP:** Need to get an understanding of our volunteer policy. We will need outside committee help so will this be covered by the Town policy?
- *Private Sector events:*
 - Algonquin Fine Foods, the Swiss House and the Grill – have offered up live music
 - Port Carmen Marina apparently has music planned for their annual event
- *Community Music related events (need to do research to get more details and see if activities ongoing):*

- Ahmic Lake Cottagers hosts 3 square dances
- Farmers' Market has musical guest each week
- The Trinity United Church has organized their first Open Mic night and apparently their plan is to do it monthly.
- Magnetawan Fall Fair offers live music

Additional information from surrounding area:

- Harvestfest at Screaming Heads is an annual international DJ festival that has been going for about 20 years and tickets go for about \$500 for the weekend. It is apparently well attended (1,000) and tickets sell out within the first few minutes. Heard the organizers are in that rave digital music scene and host several smaller scale events in Toronto. Apparently they have had growing pains, weather, COVID, security, volunteers and safety of attendees so could be a good group to learn from.
- Many surrounding municipalities have live music at all the Fairs and various events
 - Burks Falls does at Heritage Day
 - Knights of Columbus Council (KCC) has Jamborees weekly
 - Sunflower Festival (Sundridge)
 - Lawn Tractor Races (Sprucedale)
- The Riverbowl has music weekly and open mic nights
- The Burks Falls Legion has a coffeehouse
- The Burks Falls Pub also has live entertainment

Additional advice learned:

- Something to take into consideration is that music licensing will need to be purchased (something the municipality has to do for multiple events that have music even exercise class) and for live music the fee is 3% of the total paid to the artist or a minimum of \$50.

Outstanding homework:

- Looking to connect with past organizers of the 'musicpalozza' (not sure if right name/spelling) that used to take place on Nipissing Road

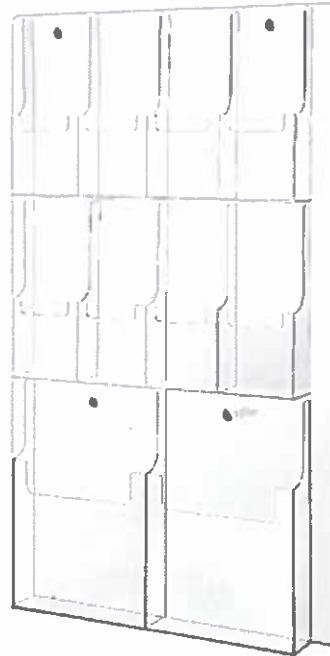
Magnetawan Heritage Musume



Locks operating hours sign



Brochure holder 31.37 x 19



Weysat Acrylic Brochure Holder Wall Mount, Clear Plastic Pamphlet Holder Magazine Display Trifold Flyer Rack Hanging Literature Storage Organizer(2 Magazine Pockets, 8 Pamphlet Pockets)

Brand: Weysat

3.5 ★★★★★ 13 ratings

\$245⁰¹

Buy new:

\$245⁰¹

FREE delivery June 9 - 11.

[Details](#)

Arrives before Father's Day

Delivering to Mattawa POH - [Update location](#)

In Stock

Erica Kellogg

From: Natalie <natalie@signcraftcanada.com>
Sent: May 21, 2025 10:54 AM
To: Erica Kellogg
Subject: RE: sign quotes needed please

*Joan/ Erica
Visitor Information
Signage*

Hi Erica,
Here is some pricing for the signs.

Hanging interior sign:

24"x12" printed with lamination, mounted to alupanel, 2 sided with 2 grommets at top.....\$72.00

Or

24"x12" printed with lamination, mounted to 4mil, 2 sided, with 2 grommets at top\$42.00

Exterior sign:

2'x2' " printed with lamination, mounted to 4mil, one sided.....\$42.00

Heavy duty Step stake.....\$12.00

Setup for both \$45.00

\$193.23

+HST

*Quotes are valid for 14 days from date of issue.

Thank you,
Natalie Hogg

Summer Hours Monday to Friday 9am - 4pm

voice | 705.384.7550
email | natalie@signcraftcanada.com
web | signcraftcanada.com

From: Erica Kellogg [mailto:ekellogg@magnetawan.com]
Sent: May 21, 2025 10:06 AM
To: Natalie
Subject: RE: sign quotes needed please

Great question I didn't think of.

I think for planning we should make it double sided, makes it more versatile.

Thanks,
Erica

Erica Kellogg | Deputy Clerk – Planning & Development
Municipality of Magnetawan | PO Box 70 | 4304 Highway 520 | Magnetawan, ON POA 1P0

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

From: Natalie <natalie@signcraftcanada.com>
Sent: May 21, 2025 9:58 AM
To: Erica Kellogg <ekellogg@magnetawan.com>
Subject: RE: sign quotes needed please

Hi Erica,
Would the hanging sign need to be 2 sided?

Thank you,
Natalie Hogg

Summer Hours Monday to Friday 9am - 4pm

voice | 705.384.7550
email | natalie@signcraftcanada.com
web | signcraftcanada.com

From: Erica Kellogg [<mailto:ekellogg@magnetawan.com>]
Sent: May 20, 2025 7:52 AM
To: Natalie
Subject: sign quotes needed please

Hi Natalie,

Hope you had a nice weekend, wish the weather was warmer!

I was hoping you could do up quotes for two signs. Both will say "Visitor Information" and if enough space includes the Magnetawan lighthouse.

These signs are for the Museum here in town, the Tourism Committee is wanting to add these signs so visitors know they can get local attraction information there. One sign will hang from the ceiling over a brochures holder that will have pamphlets and cards for local attractions and businesses while the other will be a lawn sign like the ones you do for Laura. (Art in the Parks and Leakfest). The long term goal is to have a larger sign that will hang on the exterior of the building, but we aren't there yet with design.

The interior one size, I'll leave that with you, I'm thinking at minimum it would be two feet in length by a foot. I will leave it to your experience to say what would be legible and look best.

Any questions, please let me know.
Erica

Erica Kellogg | Deputy Clerk – Planning & Development
Municipality of Magnetawan | PO Box 70 | 4304 Highway 520 | Magnetawan, ON POA 1P0
Phone 705-387-3947 ext. 1011 | Fax 705-387-4875 | ekellogg@magnetawan.com

Erica Kellogg

From: Natalie <natalie@signcraftcanada.com>
Sent: June 3, 2025 10:46 AM
To: Erica Kellogg
Subject: RE: Another sign quote please

*Joan/Erica
looks operation
signage*

We did make this sign.

Looks like from the file it was 24"x38" . if we made it 24"x36" is would use the material better. There would be no artwork fees for that small change.

24"x36" sign printed to non-reflective with UV guard lamination, mounted to alupanel.....\$90.00 each
If 4 or 5 at a time are ordered I could come down to \$80.00 each sign
+HST

*Quotes are valid for 14 days from date of issue.

Thank you,
Natalie Hogg

Summer Hours Monday to Friday 9am - 4pm

voice | 705.384.7550
email | natalie@signcraftcanada.com
web | signcraftcanada.com

From: Erica Kellogg [mailto:ekellogg@magnetawan.com]
Sent: June 2, 2025 10:51 AM
To: Natalie
Subject: Another sign quote please

Natalie,

Did Signcraft make this sign? I am exploring with the Tourism Committee to reproduce these signs and have them installed at all municipal launches. Wondering a cost for the sign, no install. I didn't measure it (should have) but it's likely close to 4 feet tall. This one currently sits on the museum wall on the 520.

Erica

Erica Kellogg | Deputy Clerk – Planning & Development
Municipality of Magnetawan | PO Box 70 | 4304 Highway 520 | Magnetawan, ON POA 1P0
Phone 705-387-3947 ext. 1011 | Fax 705-387-4875 | ekellogg@magnetawan.com

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**Municipality of
Magnetawan**



Tagline:

Potential taglines:

- Where Every Season Finds You
- Natures Retreat Every Season
- Where Every Season Sparks Adventure
- Adventure Awaits Year Round
- Wildlife, Waterways and Warm Welcomes
- Anchored by the Light, Inspired by the View
- Where the Lighthouse Leads, Community Follows.
- Where the Light Never Fades
- Let Magnetawan be your Beacon of Belonging
- From Timber Roots to Thriving Rivers
- Magnetawan River: Wild, Winding, Wonderful
- The Heartbeat of the Highlands
- Discover the Spirit of the Magnetawan River
- Paddle the Magnetawan—Where Adventure Begins.



Dear Erica Kellogg,
You are invited to the following event:

AHCC Chamber-Guide Magazine Party- Networking Event

When: June 24, 2025 6:00 PM, EDT

Where: Edgewater Park Lodge / Red Canoe- 45 Edgewater Park Road
RR#1, Kearney, Ontario

Will you be attending?

Yes

Maybe

No

EVENT DETAILS:

It's that time of year again!

Time for the Almaguin Highlands Chamber of Commerce, Community Guide Magazine- Publication Party!

To be held at Edgewater Park Lodge in Kearney, 6pm on Tues. June 24th.

This is a free event to members of the Chamber / advertisers in the magazine- please bring a guest! Come for some business Networking and enjoy some appetizers at a great location!

Interested in learning more about Chamber Membership? Come to the event and see what the AHCC has to offer!

Pre-registration is required, with limited occupancy, so don't delay- register today!

Best regards,

Almaguin Highlands Chamber of Commerce

Erica Kellogg

From: James Murphy <james@explorersedge.ca>
Sent: May 23, 2025 1:33 PM
Subject: Explorers' Edge 2025/26 Partnership Program Now Live

Follow Up Flag: Follow up
Flag Status: Flagged

Good afternoon,

As discussed during our recent workshops in Port Loring/Restoule and Almaguin Highlands, we're pleased to let you know that the 2025/26 Explorers' Edge Partnership Program is now live.

Program details, guidelines, and the application link can be found here:
<https://explorersedge.ca/resources/explorers-edge-fiscal-25-26-partnership-program/>

This co-investment program, supported by the Ministry of Tourism, Culture and Gaming, is designed to support initiatives that strengthen tourism in our region—with the priority of product and experience development.

Applications are open until June 6, 2025.

Thanks again for your participation in the workshops. Please don't hesitate to reach out if you'd like to discuss a potential project or need assistance with the application process.

Best regards,

James

James Murphy
He/Him
CEO
Tel: 705-706-1649

The Great Canadian Wilderness www.thegreatcanadianwilderness.com

Explorers' Edge / RTO12 www.rto12.ca

A quintessential Canadian wilderness experience just two hours north of Toronto.

Algonquin Park * Almaguin Highlands * Loring-Restoule * Muskoka * Parry Sound * South Algonquin

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 part of the Robinson Huron (1850) and Williams (1923) Treaties territory. We further acknowledge that as Canadians, we are all treaty people.

The Almaguin Summer Star Party Community Briefing

Upcoming Zoom Information Session

Date: Tuesday, May 6, 2025

Time: 10:00 - 11:30 a.m.

The Almaguin Summer Star Party will take place August 10-13, 2025 at multiple locations across Almaguin!

With two nights of viewing scheduled, each will feature astronomer and astrotourism developer, Stéphane Picard, from Cliff Valley Astronomy.

All tourism stakeholders are invited to participate in this wonderful opportunity to showcase the dark sky brilliance of the beautiful Almaguin Highlands!

We invite you to attend an Almaguin Summer Star Party Community Briefing, where we will relay details about this event and introduce everyone to Stéphane Picard. He will discuss how the viewing parties work, and how you might like to participate.

**EXPLORERS'
EDGE**
Tourism Co-Creation Lab



The Almaguin Summer Star Party

Explorers' Edge announced an upcoming event, *The Almaguin Summer Star Party*. The party will take place at two locations in Almaguin, both during the month of August 2025.

As preliminary work, Explorers' Edge hosted an information session on May 6th. Participants learned about the event and a call was made by Explorers' Edge to municipalities and businesses to participate; however, the way in which participation was anticipated was not clearly defined.

WHAT WE KNOW

The event is weather dependent

Two sites have been picked to host astronomer and astro-tourism developer Stepane Picard from Cliff Valley Astronomy.

- South River will host a star gazing event August 11th at the Tom Thompson Park
- Screaming Heads (Ryerson Township) will host August 12th.

This will be a ticketed event, with approximately a maximum of 80 participants

Tickets will be approximately \$10.00 a person

There will be no vendors on site

There may be one food truck on site

Cliff Valley Astronomy will provide telescopes for the events. Participants are expected to go to various stations where telescopes are set up and focus on specific stars/plants.

Participants are encouraged to bring binoculars for personal viewing.

Explorers' Edge will commence advertising the event in July

Almaguin Community Economic Development Officer Courtney Metcalf will produce a one page, self-guided flyer after advertising is released. The flyer is intended to showcase businesses that are offering discounts or astronomy themed promotions, ie. Owl and Moon in Burk's Falls will have a galaxy themed smoothie, Crystal Cave in South River will offer a discount on selected solar themed items.

The organizers are looking for local (Almaguin) food trucks, currently one food truck will be on site at the event.

HOW METC CAN SUPPORT

Once marketing has commenced, METC can request the Municipality repost advertisement on all Municipal Social Media accounts. Additionally, the Municipality could supply the event advertisement directly to accommodation providers since the event may draw participants from outside Almaguin.



WINTER MAGIC IN MAGNETAWAN NORTHERN ONTARIO'S COZY ESCAPE

Embarce the wonder of winter in Magnetawan, where snow-covered forests, frozen lakes, and warm hospitality create a getaway you'll never forget. Whether you're snowmobiling along groomed trails, ice fishing at dawn, or sipping cocoa by a woodstove, our Municipality invites you to slow down and soak it all in!

Small-town charm, big winter adventure!



(705) 387-3947

WWW.MAGNETAWAN.COM





**ESCAPE TO SUMMER
IN MAGNETAWAN!
NORTHERN ONTARIO'S
HIDDEN GEM**

Discover the charm, adventure
and tranquility of
Magnetawan, where pristine
lakes, winding rivers, and
endless forest trails await.
Whether you're paddling the
historic Magnetawan River,
relaxing at a cozy cottage, or
strolling through our vibrant
Farmer's market, your perfect
summer escape starts here.

**Come for the Nature, Stay for
the Memories!**



(705) 387-3947

WWW.MAGNETAWAN.COM





**FALL IN LOVE WITH
MAGNETAWAN
A TRUE NORTHERN
ONTARIO AUTUMN
ESCAPE**

As the leaves turn to gold and crimson, Magnetawan comes alive with cozy charm, crisp air, and unforgettable views. Paddle through mirrored lakes framed by fiery forest, hike peaceful trails, and take in the scent of pine and woodsmoke.

Take the road less travelled –
and let autumn lead the way!



(705) 387-3947

WWW.MAGNETAWAN.COM





New in this edition:

8 Signature Multi-Adventure Experiences showcasing the best of the **Voyageur Cycling Route** and local **Trans Canada Trail**
16 Recommended Paddling Routes for day-trips and overnight backcountry trips with details on access points and portages

Also Featuring:

53 Hike and Snowshoe Trails; 6 Cross-Country Ski Trail Networks; 20 Bicycle Touring Routes including Gravel road rides, Mountain Bike and Fat Bike trails, and our new Old Nipissing Ghost Road Bikepacking route

Map Geography: Almaguin Highlands, Loring/ Restoule, North Bay to Mattawa, West Nipissing, Sudbury East

Discovery Routes is selling the 2023 Adventure Trails Map as a fundraiser to support our charitable activities in trail development and advocacy. For \$10 plus shipping (\$2.50), we will mail you a copy. The Trails Map is also available at our office during **office hours** at 205 Main Str E, North Bay. Please bring \$10 cash or cheque. Or pick one up at one of our business sponsors (list coming soon).

Add to Cart

Give a Map: Buy an extra map or two and we will make sure it gets to someone who has difficulty paying.

Add to Cart

Buy in bulk: To further achieve our mission to get more people out using the trails, the 2023 Adventure Trails Map is available in quantities of 25 for \$100. A \$25 shipping expense will be added to online orders. Pick them up at our office in North Bay to save the shipping cost. _____

Draft Communications Strategy

2 - Identify Communications Channels

For efficiency in terms of cost and messaging, we also want to select the most efficient channels for reaching our selected target groups.

Tier one:

We need a minimally functional web site as the cornerstone to a communications programme. This world is digital and to access social media, search engines, etc. we have to be working from a digital foundation. A basic web platform is required in order to receive inquiries, post tourism opportunities and link to affiliate organizations.

We currently have the Municipality of Magnetawan site...is it up to the task? Do we need a dedicated "Activities in Magnetawan" site?

In addition, as discussed previously, we would be well-served if we developed data capture capabilities such as email/social media contacts and the ability to survey target audiences and capture/analyze their feedback.

Tier Two:

(the listing below is not intended to be comprehensive but meant to illustrate the opportunity areas)

Affiliate Groups

In considering outreach to promote specific events, linkages could be made to affiliate organizations that are linked to the participants we want to target. For example, if we were to promote an initiative to attract tourists interested in seeing where A.J. Casson from the renowned Group of Seven sketched and painted the Magnetawan Anglican Church we would want to link to the Ontario College of Art and Design as a specific affiliate organization to the Art Community. In that way our communications would be targeted and most likely reach an identified client group.

- *Special interest clubs – snowmobile, birders, astronomers, etc.*
- *Local Associations and service groups- Lions Club, etc.*
- *Explore Almaguin*
- *Explorers Edge/The Great Canadian Wilderness*
- *Cottager Associations – Magnetawan, Almaguin, Muskoka*

Traditional/Local Media

- *Regional Radio and print media - Great Northern Arrow; articles in local newspapers, magazines, radio*
- *Cottage Life —> booth at the show to distribute awareness packages on specific initiatives, or an article for inclusion in the Magazine*

METC

Draft Communications Strategy

This plan is intended to be a resource to support the effective planning and implementation of awareness initiatives by the Magnetawan Economic Tourism Committee promoting tourism in Magnetawan. This is the approach we suggest the Committee take in thinking about Communications, although there are many details to be decided on and we welcome suggestions or suggested changes.

Our Goal

Generally, to increase the awareness and appeal of Magnetawan by highlighting its positive attributes and creating opportunities/reasons for tourists to visit the area.

Specifically, to increase revenue to the community from tourism-related activities.

Components of the Communications Strategy

1 - Defining our Target Audience

“If you don’t know where you’re going, any road will get you there.”

Who should we be trying to attract? Where will we get the highest/fastest results? Can we narrow down our focus to a few high-priority groups that will deliver results in the short or medium term?

Characteristics for identifying a target group

- **Are they definable?** Among the population at large, who would we want to attract? Targets might be high-value tourists staying overnight; people driving across Hwy 124 through Magnetawan; wilderness aficionados; retirees; work from home’ gig workers’, etc.
- **Are they reachable?** We need to be able to get a message to them. Are they one some kind of list or do they frequent certain kinds of web sites or activities? No point in targeting them if there is no efficient way to reach them.

Who might our target audiences be? Some examples -

Possible Targets	Definable	Reachable	Rationale
Cottagers	Yes	yes	They bring friends & relatives to Mag
Short-term rental owners	Yes	Yes	They attract new visitors to Mag
Affiliate groups	Yes	Yes	They have special interest members
Work From Home	Yes	No	How do we reach them?
Local residents	Yes	Yes	Why will they spend more?
Others..??			

METC

Draft Communications Strategy

- *Municipality of Magnetawan (digital notice Board, enhanced website for Direct Communications to residence targeted participants through Affiliate Links - potential flyer and information Letter);*
- *Almaguin Highlands Tourism Guide*

Existing Tourism Organizations

- *Provincial government tourism – RTO12*
- *Promotion - tourism offices like the one by Costco in Barrie*
- *Cottage Associations (both Cecebe water ways and Ahmic LakePre-prepared Messages);*
- *Almaguin Highlands Chamber of Commerce*
- *Explorers Edge*
- *EDCO - awareness package to the Economic Developers of Ontario;*
- *ROMA - awareness package to Rural Ontario Municipal Association;*
- *AMO - Awareness Presentation to Association of Ontario Municipalities;*

Other Channels

- *Expo Local Schools - information packs sent home with Students;*
- *Local merchants*
- *Churches - share flyers with regional churches for distribution;*
- *Whitestone Nursing Station - Flyers;*

3 - What's the Message?

We need to identify/agree on what the core 'unique selling proposition' is for Magnetawan...the one key & consistent message we want to deliver as part of all our overall messaging programme.

We can't be all things to all people. What do we stand for? What can we offer potential 'customers' that will help us reach our goal?

Individual communications campaigns will reflect the subject we want to tell them about – an activity, an offering, etc. – but must reflect the tone and spirit of our USP

We need to agree on this before we decide on a slogan. The slogan isn't the USP, but rather the way we decide to 'package' our USP.

The slogan needs to –

- Reflect our core offering – our USP
- Be meaningful to the reader
- Be short and catchy

For example –

We may decide our USP is that Magnetawan is unspoiled, not commercial, and offers a great window into nature all year round.

METC

Draft Communications Strategy

We might decide the best way to communicate this through a comparative-style slogan that people can relate to is

"Just like Muskoka, 20-years ago". (thank you, Dave)

Category	Demand-Generator Assets	Supporting Assets	Nearby Assets
Accommodations	Accommodations that are viewed as a unique experience and/or destination for visitors. Examples could include resorts, bed and breakfasts, etc.	Hotels, motels, and other accommodations that do not provide a unique or otherwise 'different' experience for visitors. Examples include chain hotels.	
	Ahmic Lake Resort https://www.ahmiclakeresort.com/	STRs (https://www.cgis.com/cpal/?map=Magnetawan)	
	A Touch of Grace Bed and Breakfast (http://www.atouchofgrace-bb.com/)	Quiet Bay Inn and Cafe https://www.quietbayinn.ca/ (for sale)	
	Birch Crest Resort (https://www.birchcrestresort.com/), located on Horn Lake	STR 1 Ahmic Lake - Mossman, Toni (5 bedroom; 10 occupancy)	
	Echo Beach Cottage Resort (aka Woodland Echoes Resort) (http://echobeachcottageresort.ca/) located on Ahmic Lake		
	Lighthouse Landing Cabins and Camping (https://www.lighthouselanding.ca/) located on Lake Cecebe		
	Maijac Cottages and Marine https://www.maijaccottage.com/ , located on Lake Cecebe	STR 4 Ahmic Lake - Ward, Jessie and Emily (3 bedroom; 6 occupancy)	
	Manor Park Cottages (https://manorparkcottages.wordpress.com/), located on Lake Cecebe	STR 5 Ahmic Lake - Wolfrath, Daniel and Veronika (3 bedroom; 6 occupancy)	
	Northern Retreats (https://www.northernretreats.ca/); represent cottage rentals from around the region	STR 6 Ahmic Lake - Yang, David and Rebecca (4 bedroom; 8 occupancy)	
	Rockwynn Lodges and Cottages https://rockwynncottages.ca/	STR 1 Beaver Lake - Lathman, Christian (3 bedroom; 6 occupancy)	
	The Caretaker's Guest House (https://www.facebook.com/profile.php?id=100052680983946) / The Cottage Caretaker (https://magnetawan.com/explore/business-directory/the-cottage-caretaker)	STR 2 Beaver Lake - Lathman, Christian (3 bedroom; 6 occupancy)	
		STR 3 Beaver Lake - Wu, Suyun (5 bedroom, 10 occupancy)	
		STR 4 Beaver Lake - Wu, Suyun (5 bedroom, 10 occupancy)	
		STR 5 Beaver Lake - Wu, Suyun (5 bedroom, 10 occupancy)	

		STR 1 Cecebe - Cameron, Beverly and Ewen (4 bedroom; 8 occupancy)	
		STR 2 Cecebe - Carter, Adam and Amy (3 bedroom; 6 occupancy)	
		STR 3 Cecebe - Diez-Mendez, Jordie and Gutierrez Artega, Diego (2 bedroom; 4 occupancy)	
		STR 1 Horn Lake - Pratt, Leslie (3 bedroom; 6 occupancy)	
		STR 1 Newell Lake - Suriyani, Suriyani (5 bedroom; 10 occupancy)	
		STR 1 Old Man Lake - Koudys, Patrick (2 bedroom, 4 occupancy)	
		STR 2 Old Man Lake - Tattersall, Carolyne and Trottier, Kent (3 bedroom; 6 occupancy)	
		STR 3 Old Man Lake - Young, Brad (3 bedroom; 6 occupancy)	
		STR 1 Poverty Bay - Bellon, Justin (3 bedroom; 6 occupancy)	
		STR 1 Whalley Lake - Ferrante, Amanda and Young, Gregory (4 bedroom; 8 occupancy)	
		STR 2 Whalley Lake - Flanagan, Jeff and Chris (1 bedroom; 4 occupancy)	
Adventures	Indoor and outdoor adventures that are unique to the region that do not fall under other categories. Examples could include tree top trekking, horseback riding, etc.	Adventures that are commonly found in other communities and are not unique or different from the norm.	
	Clear Lake Farm – horseback riding (https://www.tripadvisor.ca/Attraction_Review-g499272-d4602923-Reviews-Clear_Lake_Farm-Magnetawan_Northeastern_Ontario_Ontario.html)		
	Paddle Like a Girl (https://www.paddlelikeagirl.com/)		
Agri Eco-Tourism	Farmers markets. Farms open and marketed to the general public with local produce. Specialty produce businesses/farms e.g. maple syrup, cheese etc.	Farms not open to the general public.	
	Magnetawan Farmers Market	Horses Tales N Trails (https://horsetalesntrails.wixsite.com/htnt) - do not offer trail rides or horse for rent / hire	
	Ahmic Lake Apiaries (https://ahmiclakeapiaries.com/)		
	Dutch Harmony Farm		

	Peace Hill Farm		
Arts	Museums/Galleries. Artist studios with storefront. Theatres.	Community art groups. Art studios without storefronts.	
	Heritage Museum Centre	Burks Falls Arts Club	
		Cathy Gauthier Photography (https://www.facebook.com/magnetawan/)	
		James Sheddan Photography (https://www.sheddenphotography.com/home)	
		Jodi Paul (https://jodipaul.com/about-ba ; https://www.facebook.com/jodipaulphotography)	
		Other Artists: Painting: Betty Newhouse; Woodworking / Resin: Lindsay)	
		Windows to the North Gallery (https://www.facebook.com/windowstothenthorthgallery)	
Beaches	Publicly accessible beaches.	Non-publicly accessible beaches.	
	Magnetawan Centennnial Park	Maijac Cottages and Marine	
	Ahmic Harbour Beach (https://magnetawan.com/explore/places-to-visit/parks/ahmic-harbour-beach)		
Boating	Boat tours/cruises. Marinas. Boat launch ramps that are publicly accessible.	Private boat launches with no open public access.	
	Town boat launch	Port Carmen Marina	
	Sparks Street Boat Launch	Ahmic Lake Resort https://www.ahmiclakeresort.com/ 50 boat slips; boat rentals; Fuel service (patrons can boat in)	
	Ahmic Marine		
	Scotty's Boat Tours		
	Port Carmen Marina		
Camps	Youth camps that attract out-of-region visitation.	Day camps.	
	Camp Klahanie (http://campklahanie.com/)		
	Camp Kahquah (https://campkahquah.com/0		
	Camp Chikopi (https://www.campchikopi.com/)		
Camping / RVs	Camp sites and trailer parks that predominantly attract out-of-region visitation.	n/a	

Canoe / Kayak / Paddling	Outfitters, and outlets with rentals. Beaches and waterbodies identified as suitable for leisure canoe and kayaking. Businesses providing canoe/kayak lessons. Identified canoe and kayak routes.	Stores selling canoes/kayaks that primarily serve the local community, e.g. Canadian Tire.	
Culinary	Locally owned and operated/specialty bars, restaurants, and culinary experiences.	Bars, restaurants, and culinary experiences that are commonly found in other communities (e.g. chains), and those that offer fare and/or an experience that is commonly found in other communities.	
	Magnetawan Grill (closed for winter)		
	Aurora Pizza		
	Magnetawan Snack Bar		
	Algonquin Fine Foods – food truck		
	Tanners		
	The Swiss Country House		
	The Cornball Store (catering may end)		
	Rockwynn Lodges and Cottages – Bean on the Dock https://rockwynncottages.ca/		
	Croswell's Mercantile (https://www.facebook.com/p/Croswells-Mercantile-61550264465194/)		
	Dockside Delights		
Cultural Tourism	Unique cultural experiences and attractions within the region that are not found ubiquitously outside of the region.	Cultural experiences and attractions within the region that are found ubiquitously outside of the region.	
	Group of Seven connections (https://thegreatcanadianwilderness.com/the-group-of-seven-inspired-by-the-magnetawan-river/); AJ Casson painted St. George the Martyr Anglican Church; MacDonald painted "Sawmill, Lake Cecebe, Magnetawan River"		
Cycling	Cycle paths/trails. Outfitters/stores with rentals	Bike shops that cater primarily to the local residents.	

	https://magnetawan.com/explore/places-to-visit/trails-cycling/cycling-routes		
	Burk's Falls to Parry Sound Loop (164km) (https://ridewithgps.com/routes/9126917)		
	AIM Triangle (65km) (https://ridewithgps.com/routes/15379128)		
	Hwy 124 Wide Shoulder Tour (152.2km) (https://ridewithgps.com/routes/12767435)		
	Rodeo Rd. Loop (45.5km) (https://ridewithgps.com/routes/12758261)		
	Bait Shop Loop (7.8km) (https://ridewithgps.com/routes/12733343)		
	Eagle Lake Loop (67.4km) (https://ridewithgps.com/routes/12767651)		
	McKellar via the Bunny Trail (140.4km) (https://ridewithgps.com/routes/12768051)		
	Ahmic Lake Route (40.3km) (https://ridewithgps.com/routes/15079510)		
Event / Conference Facilities	Facilities that provide a unique or different draw for organizers and attendees.	Hotel conference rooms, banquet halls, and other event/conference facilities that are commonly found in other communities and provide no unique draw for organizers or attendees.	
		Ahmic Harbour Community Centre and Magnetawa Fire Station #2	
		Ahmic Lake Resort https://www.ahmiclakeresort.com/	
		Friendship Centre	
		Magnetawan Community Centre	
		Magnetawan Lions Club Arena / Pavilion	
Festivals / Events	Festivals/events that draw visitors from outside the region.	Festivals/events for which attendance is primarily local.	
	Magnetawan Fall Fair	Wild Game Dinner	
	Cecebe Waterways Regatta		
	Leek Festival		
Fishing	Fishing charters. Outfitters. Specialty stores that have a substantial out-of-area customer base. Bodies of water suitable for fishing that are likely to attract out-of-region visitation for fishing.	Other bodies of water; support services (e.g. boat storage)	

	Amhic Lake	Additional Lakes or bodies of water: Beaver (connected to Ahmic); Bells; Carmen; Cheer; Dun; Falby; Fifteen Mile; Henry; Hughes; Jeffery; Keiller; Malzan; Neighick; Nelson; Ogden; Old Mans; Pearceley; Plumptre; Ryder; Schmeler; Sequin; Simmons; Spence; Wauby; Whalley; Distress River	
	Horne Lake		
	Lake Cecebe		
	Magnetawan River (https://magnetawan.com/explore/history/magnetawan-river)		
Gaming	Casinos	Hotels	
Golfing	All courses.	n/a	
	The Ahmic Club https://www.facebook.com/profile.php?id=100083529485651		
History / Heritage	Buildings/attractions with historical/heritage links, that provide a historical service. E.g. museums, historic experiences etc.	Buildings with heritage status that are not used for a heritage/history-based use.	
	Heritage Museum Centre		
Music Venues	Music venues that currently, or have potential, to host concerts and events that attract out-of-region visitation.	Venues that host predominantly local musical concerts and events.	
		Lions Club Arena	
		The Village Green	
Nature-based Tourism	Nature parks, conservation areas, provincial parks, national parks.	n/a	
	Knoepfli Falls		
	Landmarks – Echo Rock, Shipwreck, the Lighthouse		
	Fagans Falls		

	Dams and Locks		
Organized Tours	Tour companies operating in the region that attract significant out-of-region visitation.	n/a	
Parks	Parks with facilities/amenities/attractions that attract visitors from outside of the region.	Neighbourhood parks and others that primarily cater to local residents.	
	Ahmic Harbour Beach		
	Croft Recreational Park		
	Magnetawan Centennnial Park		
Shopping	Stores/complexes that attract visitors from outside of the region. Specialty stores/complexes such as outlet malls.	Stores/complexes that primarily serve the local population and/or are found ubiquitously outside of the region.	
	Algonquin Fine Foods	Magnetawan Hardware	
Spa / Wellness	Spa/wellness facilities that attract out of region visitation.	Spa/wellness facilities that primarily cater to local residents. Spa/wellness facilities that are chains that are found in communities outside of the region.	
		Village Locks Hairstyling and Barbershop	
Sports Tourism	Facilities and events that attract visitors from outside of the region. Facilities and events that provide specialist sports experiences. Facilities and events that allow for high performance athlete training and development.	Sports facilities and events that primarily serve the local community. Sports facilities that are found ubiquitously outside of the region. Community-scale sports facilities.	
	SOS Drags – snowmobile races (https://www.facebook.com/SOSDrags/)	Municipally sponsored activities – exercise classes; yoga; archery lessons; pickleball; roller skating	
	Cecebe Waterways Regatta (https://cecebewaterways.ca/regatta/)	Lions Club Arena	
		Community Centre	
		Lion's Park (swim lessons)	
Trails	All	n/a	
	https://magnetawan.com/explore/places-to-visit/trails-cycling/magnetawan-area-trails		
	Magnetawan Locks – Dam Trail (1.5km)		

	Ahmic Lake Trail (50km)		
	Cornelia Levering Broadmeadows Trail		
	Ahmic Lake Golf Club Trails (5km – PRIVATE)		
	Old Green House Trails (15km – PRIVATE)		
	Woodlands Trails (2km – PRIVATE)		
	Faylawn Farm Trails (1.5km – PRIVATE)		
	Old Man's Creek Trail (no parking to access)		
	Trans Canada Trail		
Visitor Information	Visitor information points that primarily function for this purpose.	Locations that offer visitor information, but that primarily function for other purposes.	
		Municipal website	
		Rockwynn Lodges and Cottages https://rockwynncottages.ca/	
		Ahmic Lake Cottagers' Association https://www.facebook.com/groups/502403146441624/	
		Cecebe Waterways Association https://cecebewaterways.ca/	
		Library	
		Post Office bulletin board (inside and outside)	
		Municipal emails	
		Town Hall bulletin board	
		Town Hall Electronic sign	
		Local social media websites	
		STR hosts	
Watersports	Destinations for watersports. Outfitters. Marinas.	Stores and other businesses selling water sport supplies that are ubiquitous in other communities.	
		Bait and Tackle	
Winter Sports	Ski hills. Snowshoe trails. Outfitters, and stores with rentals. Snowmobile rentals.	Stores selling winter sport supplies that primarily serve the local community, e.g. Canadian Tire.	
	Snowshoeing and cross country skiing along shoreline	Home Hardware	

	Snowmobile trails (Magnetawan Ridge Runners Snowmobile Club https://www.facebook.com/Magnetawan.Ridge.Runners.Snowmobile.Club/)		
OTHER			
	well treed shoreline including protected spaces		
	40 miles of boating		
	Magnetawan Horticultural Society		
	Magnetawan Agricultural Society		
	Magnetawan Lions' Club – free swim lessons, various community events		
	Friendship Centre		

Steve Robinson, Parks, and Maintenance Manager
P.O. Box 70, 4304 Highway #520
Magnetawan, ON POA 1P0
Phone: 705 387-3947 ext. 204
Email: parks@magnetawan.com

By email

May 23, 2025

To: Mayor, Sam Dunnett and Members of Council, Municipality of Magnetawan, ON
CC: Steve Robinson, Parks and Maintenance Manager, Municipality of Magnetawan, ON

Dear Mayor Dunnett and Members of Council,

I write on behalf of the Cecebe Waterways Association to express our thanks for the use of Centennial Park, Magnetawan to host our annual Regatta. As well, I write to request permission from the Council to reserve Centennial Park to hold our 44th annual Regatta on Sunday August 3, 2025 for the period of 9:30 a.m. to 4:00 p.m.

Our Regatta includes land, swimming, and canoe races. We hire a lifeguard for the day and have a fully qualified first aid volunteer on duty as well. This year we would likely set up around 9:30 am and disperse by 4:00 pm. If allowed we will obtain a public health permit and use the covered picnic area to serve hot-dogs and soft drinks between 11 and 2. We would supply all our own equipment, including a barbecue and coolers. We will do a full clean up after our event, including ensuring that all garbage is appropriately stored for removal. Our events are open to all who sign a waiver and while we are a large gathering there is still room for others who wish to enjoy the park along with us. Our 2024 Regatta engaged over 200 participants and volunteers. We will rent two portable toilets again in 2025.

While the purpose of our Association is not to raise funds to donate to charity, CWA has regularly donated to the local foodbank, the Magnetawan Library, the Magnetawan Lions Club, and the local Boy Scouts.

Our more than 250 members are pleased to support local businesses in Magnetawan and to be part of this vibrant community. We are grateful that Magnetawan has such a spacious park and that we have had access to it for many years to host this important yearly gathering of our members and guests.

Yours truly,

Original signed by

Heather Wyatt, CWA Regatta Administrator



Local June Events-

Canada Day Celebrations start Sat. June 28th - July 1st. Check your Municipality FB pg. for more info

Burks Falls Canada Day Celebration –

Date: July 1st, 2025 **Location:** Stan Darling Park

Details check out the Village of Burk's Falls Facebook Page



Eagle Lake Canada Day Celebration

Date: Canada Day Weekend 2025

Location: Eagle Lake Narrows

Details: Fireworks Display

Powassan Canada Day Celebration

June 28, 1pm-4pm 2025

Music, Kids Games, Lazer Tag, Food Truck, Free Cake

55 Fairview Lane, Powassan



South River Lions Club Canada Day Celebrations

Date: Saturday June 28th, 2025

Location: Tom Thomson Park

More info visit the South River Village website closer to date.

Strong Recreation Committee Canada Day Celebration

Date: Saturday June 28th, 2025

Location: Village of Sundridge Lion's Park

Details: Great Family Fun & Games

For more details contact the Strong Township Office





Local June Events-

Health, Education
and Environment

Northern Neighbours Open House

LEARN MORE ABOUT:

- PHRAG FIGHTING INITIATIVES
- COMMUNITY ADVENTURE PROGRAM
- MAG RIVER NATURE HUB
- SUNDRIDGE-STRONG UNION PUBLIC LIBRARY
- ALMAGUIN ADULT LEARNING CENTRE
- FIRST AID CERTIFICATION COURSE REGISTRATION
- SWEAT STUDIO
- AND MORE!

Buy one get one free ice cream!

Come meet your community and become involved!

Saturday, June 21, 2025 | 140 Main St. Sundridge, ON
10 am till 2 pm

Powassan Lions' Club Fish Fry

Wednesday
June 18
5:00 - 8:00 pm
\$25
per person
Main Course
Dessert / Tea / Coffee

Cash Bar & 50/50 Draw
Held at: 433 Main Street, Powassan
Powassan Curling Club

South River Market

Saturday June 7 9am-2pm
Royal Canadian Legion 390
95 Ottawa Ave.

Snack Bar - Door Prizes
Maple Syrup - Bread
Tarts - Crafts - Candy
Jewelry - Pies - Toys
Fun & More!

Come on out to your local country market for some fun for everyone.

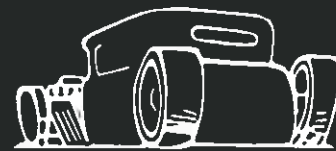
Burk's Falls, Armour, & Ryerson Union Public Library

Discover the joy of Watercolour Painting!!

Join Rebecca Lewin at the library on June 19 from 11am -1pm for a beginner-friendly workshop. Learn simple Techniques and enjoy a relaxing creative session. All supplies provided. Space is limited register early!



SOUTH RIVER MEET N CRUISE



The Brewery, 309B, Hwy 124, South River, On



DOOR PRIZES, MUSIC, FOOD VENDORS, 50/50 DRAW, AWARDS.
ALL ARE WELCOME.



New Business ~ Featured Member

A special shout out to our member Christina, of Christina Worth Wellness for the opening of her new business endeavour in Burk's Falls !



The Owl & The Moon

Women's Holistic Health Hub



Christina Worth Wellness



- Smoothies & herbal tea
- Self-care boutique
- Holistic healing workshops
- Lending library

Featured Member ~

Almaguin Health & Wellness, Father's Day Promo, enter for a chance to win ~
Or why not buy a gift certificate to treat that special father figure in your life!

MASSAGE THERAPY
CHIROPRACTIC
NATUROPATH

Almaguin
HEALTH & WELLNESS

TCM REG. ACUPUNCTURE
NURSE PRACTITIONER
PSYCHOTHERAPY

Almaguin
HEALTH & WELLNESS
Father's Day
Giveaway

In honor of Father's Day, we're giving away
\$100.00
towards any service at the clinic to celebrate
all the amazing dads out there!

Follow us on
Facebook/Instagram
@almaguinwellness

Like
this post & share

Tag two dad friends in
the comments

almaguinwellness.com





Featured Member Events~ Let the Summer Fun Begin!

Crystal Cave- South River Presents ~

A weekend filled with whimsical creatures and enchanting folk-lore, don't miss it!



FAERIE FEST

Sat. Jun 21 & Sun. Jun 22, 2025

10am – 5pm each day

Check out the Crystal Cave and
Artisan Village for a Solstice Celebration
With Faeries! Get your costume ready!

Visit Facebook for more details:

<https://www.facebook.com/CrystalCaveCanada>



Port Carmen Marina, Burk's Falls Presents:

Kick-Off to Summer ~ June 28, 2025, Time 10 AM - 3 PM

Explore an array of local vendors showcasing their unique products and services. From artisanal crafts to delicious treats, sensational services or dependable products, there's something for everyone.

Bring your doggie in for a free nail trim, compliments of the Grooming Barn!!

Don't miss out on the fun, sun, and fantastic community vibes.

Bring your family and friends, and let's make this summer unforgettable!

Mark your calendars and see you there!



Almaguin Highlands Chamber of Commerce

Community Guide 2025 /2026 Publication, Celebration!

June 24, 2025, at 6pm ~ Hosted by Edgewater Park Lodge Kearney



- ✓ Network
- ✓ Enjoy Refreshments

EDGEWATER PARK LODGE INC.



- ✓ See your AD / Article
- ✓ Pick-up your copies