

SNNF CAPITAL PROJECTS

Now that the ground has begun to thaw, work is underway to complete the following Community Capital Projects:

Work on all of these project will take place in May and June and completion is expected in June 2025.

Bridge Park Redevelopment:
Targeting Completion
June 2025

COST \$210,000.
NOHFC FUNDING \$180,000
COMMUNITY FOUNDATION \$5,000
MUNICIPAL \$25,000

We are currently working with our neighbouring First Nations communities and Elders groups to develop some regional history and cultural awareness panels to include as part of this project.



Highway Corridor Beautification Project:
Targeting Completion June 2025

COST \$200,000 **NOHFC FUNDING** \$180,000 **MUNICIPAL** \$20,000

This project will include new signage and beautification elements in the area of Airport Road and Highway 71 in Nestor Falls, improvements at the NF info Centre and new Banners along the SN Highway Corridor.



Thank you to the Lake of the Woods Community Foundation!

Last Fall the Lake of the Woods Community Foundation generously granted our community just over \$17,500 to support a number of community projects that we will be completed over the next few months including:

- Increased support for Community Programming
- Benches and boot brushes for our trail network
- Support for historical interpretation to develop information panels at Bridge Park
- SN change room improvements at the 4 season recreation centre.

We are grateful for their generous support.

THE HEALTH HUB

The Township believes that the quality of life of a community, including the availability of services, has a direct impact on local residents, on the local economy, and the ability of a community to attract and retain businesses and investment.

The Health Hub, located adjacent to the SN Ambulance Base and Clinic, is an initiative to bring additional supplemental Health Services to our community. As a result of this initiative we now have a naturopathic doctor practicing twice monthly in the space. We also have additional foot care services and workshops that are being held. These services are available for a fee (charged by the practitioner) to the general public. Schedules and booking information is printed each month in the community newsletter. Recruitment of new practitioners and supplementary services continues, and will be announced when secured via the Township Social Media and Newsletter.

Don't miss the **Nourish and Flourish** series of workshops.

On June 16 Dr. Brown will be hosting a workshop to make "Cooling herbal sprays for sunburns and bug bites. These workshops of are sponsored by the Township and there is no charge to participate. Spaces are limited. Email: Trails@snnf.ca to register.



GET IN TOUCH

The Township of Sioux Narrows-Nestor Falls has adopted a number of plans and strategies that help to move our community forward. All of these plans and strategies including the Community Economic Development Plan, Highway Corridor re-development plan and others can be found under the Town Hall (community profile) tab on our website: snnf.ca

For questions or further inquiries specific to Community Development please contact: **Heather Gropp, Community Development Officer** at hgropp@snnf.ca



SIOUX NARROWS – NESTOR FALLS

COMMUNITY ECONOMIC DEVELOPMENT UPDATE

SPRING 2025

CONTAINS THE
2025 COMMUNITY
EVENTS LISTING

Tourism is not an accident. It's a craft — a deliberate shaping of stories, spaces, and services to meet the desires of travelers and the needs of communities. —SNNF Tourism Visitation Survey

The primary economy in Sioux Narrows-Nestor Falls is Tourism. Nearly 80% of all local businesses are reliant on Tourism or seasonal residents. Our community is especially reliant on the US Travel Market. Therefore, fluctuations in the visitor economy are particularly worrisome for our community, and we must do all that we can to minimize these impacts. Encouraging new and returning US visitors to our community while attracting new domestic and international visitors to our community is something that the Township is actively working on.

The Township recognizes the need to grow and market the community in places where there is interest in the diversity that we offer as a destination. We are focusing our efforts more and more to four-season tourism, as this generates increased year-round employment. Some of this work is

not always immediately visible in the community, but it is taking place. In alignment with our community economic development strategy and Tourism Visitation strategy, we are also focusing our marketing efforts on the nature and outdoor recreation tourism market, highlighting the trails, non-motorized water sports and paddling, beaches and family activities along with the traditional fishing and hunting markets.

In this community economic development update, we are pleased to include the summer 2025 community events guide. The variety of activities we are able to offer in our community is exciting. We look forward to seeing residents and visitors alike out and enjoying them.

We are looking forward to a busy summer 2025!

U.S. TRAVEL SENTIMENT

Since January, Destination Ontario has been conducting research in the US regarding US travel sentiment to Ontario. These studies measure how our American neighbours are feeling about potential travel to Ontario and Canada this summer. The first wave of their study measured travel sentiments in January 2025 and the second wave measured sentiments from March 19-25, 2025.

This study is generally positive and shows a strong willingness to travel to Ontario. However, it also really highlights the importance of welcoming our US seasonal residents and visitors back to our community in a very positive manner. In order to continue to grow and thrive as a community the creation of a warm and welcoming community cannot be underscored. The current global situation is being felt by everyone, and a really positive experience in our community during uncertain times will make a long-lasting impact on our visitors.

Highlights of the study showed that:

3 in 5 U.S. travel intent to Ontario remains stable. Around three in five U.S. residents are likely to take an overnight pleasure trip to Ontario in the next 12 months, consistent with findings from Wave 1.



Concerns about potential anti-American sentiment have become more prominent since Wave 1 across both the U.S. Fly and Drive markets.

4 in 5 Ontario continues to be highly rated as a pleasure travel destination among U.S. residents, with more than four in five giving it top ratings, a consistent finding with Wave 1.



Awareness of U.S.-Canada political issues has significantly increased since Wave 1.

3 in 4 Three in four U.S. residents find Canada to be welcoming to U.S. visitors. However, this perception has dropped 15 points since Wave 1.

>50%

More than half of U.S. residents are showing concern about border crossings, entry requirements, or travel restrictions to Ontario. This has significantly increased since Wave 1.

“ I know there is strength in the differences between us. I know there is comfort where we overlap. ”

— Ani DiFranco

SIOUX NARROWS-NESTOR FALLS TOURISM VISITATION STUDY AND GROWING THE COMMUNITY AS A DESTINATION.

In the Fall of 2024, the Township of SNNF undertook a Tourism Visitation Study. The purpose of this study was to identify new opportunities and markets to expand and diversify our tourism economy, as outlined in our community economic development plan. We know that growing the Tourism economy will result in an increase in year-round full-time jobs in our community and generate economic growth in the overall community.

The strategy identifies:

SNNF is at a crossroads. Known for its world-class fishing and natural beauty, the region has long attracted outdoor enthusiasts and anglers. Yet, in an era where travelers increasingly seek diverse, inclusive, and immersive experiences, relying on a single tourism driver is not enough. The need for a refreshed, strategic approach to tourism development has never been more urgent.

For decades, fishing has been the cornerstone of this industry—a mature and reliable draw that brings in visitors

from near and far. But even a cash cow needs careful tending. The future is in polishing this cornerstone while broadening the appeal of SNNF to new markets and experiences. Without a clear plan to expand the visitor experience, attract new markets, and build a sustainable year-round offering, the region risks stagnation in an evolving competitive landscape.

The foundation is strong: the pristine wilderness, existing infrastructure, and the community’s commitment to growth. But the challenges are in creating a cohesive strategy that positions SNNF as more than a fishing destination—a place where outdoor enthusiasts, families, and adventure seekers can find connection, inspiration, and a reason to return.

The recommendations from the strategy (listed below) pivot from maintaining the status quo to fostering sustainable growth, all while ensuring fishing remains the pride of the region.

Here are some of the current projects/initiatives that the Township is working on:

1. Polish the Crown Jewel

Fishing is Sioux Narrows Nestor Falls’ stalwart tourism driver—a mature market that reliably fills lodges and keeps the local economy afloat. Even the brightest diamonds need a little polish.

The new approach is in welcoming families, women, and children—the untapped opportunity. Create inclusive fishing trips that are more than just rods and reels. Invest in experiences for beginners, kid-friendly excursions, and amenities that make everyone feel at home. Develop packages that combine fishing with family-friendly activities, have guides deliver inclusive experiences, and market fishing as fun for every generation.

2. Anchor Fishing, Elevate the Outdoors

Fishing is our crown jewel—a proven asset, refined by years of tradition. But even the most dedicated anglers can’t cast lines 24 hours a day. To keep them coming back—and to attract untapped markets—Sioux Narrows-Nestor Falls must expand its promise. Fishing isn’t the whole story; it’s the opening chapter. The untouched beauty of this region is a stage set for broader outdoor experiences. It’s time to build the supporting cast.



Trails: Pathways to Discovery

Trails are more than dirt and gravel. They are invitations—calls to explore, connect, and lose oneself in the wild. Your decision to appoint a full-time trails coordinator is a bold step in the right direction, but trails are only as good as their storytellers. Every step, pedal, or paddle must promise discovery, drawing visitors deeper into the landscape and deeper into your community.

3. Create a Tapestry of Adventure

The modern traveler doesn’t come for “just one thing.” They want variety. A morning ride on the trails, an afternoon paddle through calm waters. Fishing may be your anchor, but it shouldn’t be your limiter. The outdoors is no longer a singular activity; it’s a curated collection of experiences, woven into a single, compelling story.

Action Items:

- Multi-Experience Bundles: Design weekend packages combining trails, waterways, cultural sites, and eco-tours for a cohesive visitor experience.
- Customizable Itineraries: Develop tools allowing visitors to tailor their adventures to their preferences and activity levels.
- Event Integration: Tie outdoor experiences to seasonal events to drive interest and create unique moments.



4. Become an Eventful Destination

Sioux Narrows-Nestor Falls must embrace eventfulness not as a one-time activity but as a strategic pillar for its tourism future. Stakeholders have highlighted a critical gap: visitors often don’t know what’s happening in the region.

The answer lies not in scattering events across the calendar but in weaving them together into the community to create a destination where experiences happen naturally and consistently.

Events are a tool—versatile, impactful, and far less costly than fixed infrastructure—to energize the destination. They bring spectacle and atmosphere, setting SNNF apart from competitors. More importantly, they meet the growing demand of today’s traveler: the search for authentic, memorable experiences.

But events alone won’t suffice. SNNF must transition from a destination that hosts events to one that generates them. An eventful destination isn’t passive; it’s proactive, coordinated, and rooted in community involvement.



2025 INITIATIVES

In order to begin to implement this work and achieve these objectives the Township has tweaked our marketing efforts for the 2025 year to include:

- Working with a well known influencer to promote 4 season fishing in SNNF
- A campaign in partnership with the City of Kenora, Destination Northern Ontario and Destination Ontario to promote Lake of the Woods as a premier fishing and outdoor adventure destination to families in Wisconsin and Minnesota.
- A campaign in to Saskatchewan introducing SNNF as a premier Fishing and outdoor adventure destination.
- A campaign in partnership with the City of Kenora, Destination Northern Ontario, and Destination Ontario targeted to families and the new Canadian market promoting Lake of the Woods as an amazing vacation destination for families, including hiking, community events, and outdoor fun.
- Auto-Touring: We are also participating in 2 Auto/RV familiarization tours and regional campaign aimed at promoting the Heart Of Canada Touring Route which goes through the hearts of our community.



On May 16th, 2025 the Township was pleased to welcome the Wandering Women to Sioux Narrows.

They are on a tour across northern Ontario promoting domestic tourism and all of the amazing opportunities in Northern Ontario.

Follow along on Instagram @wanderwomencan