



AGENDA

ECONOMIC DEVELOPMENT COMMITTEE MEETING

March 18, 2026

9:00 a.m.

Council Chambers

Municipal Office

7 Third Avenue

Whitney, Ontario

And ZOOM and livestreamed to You Tube Channel: South Algonquin Council

1. Open Meeting/Call to order

2. Roll Call

3. Land Acknowledgement

We acknowledge that we are gathered on the unceded Traditional Territory of the Algonquin Anishinaabeg people, specifically the Matouweskarini (people of the Madawaska River). We further acknowledge that the Algonquin People have been stewards of this land since time immemorial and we strive to treat the land along with the flora and fauna it supports, the people, their customs and traditions, with honor and respect. Today, this area is home to people of all walks of life, and we acknowledge the shared opportunities and responsibilities to live, work and survive within this beautiful territory. Chi-miigwetch, All my relations

4. Additions/Amendments to the Agenda

5. Adoption of the Agenda

6. Disclosure of Pecuniary Interest or a General Nature Thereof

7. Petitions, Delegations, and/or Presentations:

8. Unfinished Business

- ParkBus Tour Update

• Update – Key Goals

- Brochure / Advertising
 - Draft Brochure, QR Code, Advertising- Raven
- Trails/Boat Launch
 - Staff Meeting with Jason Dwyer, Superintendent Algonquin Park RE: Trestle Trail
- Housing Development

9. New Business

- South Algonquin Business Alliance Report - 2025 Grant Funding

10. Next meeting

11. Adjournment

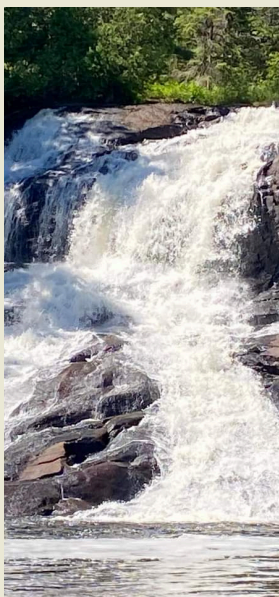
THE TOWNSHIP OF



SOUTH ALGONQUIN



Naturally Beautiful





Live Here. Work Here. Grow Here.

In South Algonquin, opportunity extends beyond the landscape. Home to two active lumber mills and serving as a gateway to Algonquin Provincial Park, our township is built on a proud forestry tradition and strengthened by four-season tourism.

From world-class fishing and water sports to snowmobiling and ATV trails, outdoor adventure fuels both our lifestyle and our local economy.

Skilled trades, small businesses, tourism operators, and remote professionals are helping drive a vibrant and expanding community. Supported by strong community spirit and unmatched natural surroundings, South Algonquin provides the foundation to invest, settle, and thrive.

The future is bright — and it's unfolding here.

READY TO MAKE THE MOVE?

SCAN



HERE



Contact us - 613-637-2650

[Redacted]

Hi Stephanie,

We do not accept or include advertisements in our Raven publications, whether they are paid or free. The only things we promote are things like the Friends of Algonquin Park publications, Ontario Park initiatives, and Park community science projects.

If you are looking for a publication that accepts advertisements, you would have to reach out to the Friends of Algonquin Park about the advertisements in the Information Guide that is published every year.

Along the Highway 60 Corridor we do have three-sided Information Boards at a number of locations. One side of the board is for promoting services outside of Algonquin Provincial Park. You could consider posting an 'advertisement' on those boards. Those are free to advertise on, and are typically 8.5x11 sized paper posters. If that is a helpful alternative for you to consider.

We hope that helps answer your questions.

Thanks,

Algonquin Provincial Park | Ontario Parks

Box 219, Whitney, Ontario, K0J 2M0

P: 613-637-2780 **W:** www.ontarioparks.ca/park/algonquin



Ministry of the Environment, Conservation and Parks

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From:

[REDACTED]

Hello Councilor Pigeon and friends,

Please see attached our 2025 report on the Township's Community Grant Fund contribution to SABA. Feel free to share this in the EcDev meeting agenda as a success story for the newly funded grant program. You'll recall we were awarded \$500.

We were able to take the \$500 and turn it into \$2200 in community benefit, which represents a >300% ROI on the cash investment. The efforts resulted in exposure of our township and local businesses to more than 19,000 potential visitors over a 4 month period. This was a pilot project and we are learning as we go, but early results are promising. We anticipate being able to grow both figures in coming years and will focus 2026 efforts on refining the project and targeting shoulder and winter season tourists.

I'm also interested to know about outcomes of other Community grant funding disbursements in the 2025 cycle. I look forward to hearing from you.

Angela Pollak

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Welcome to South Algonquin

Impact of \$500 Community Grant

SABA SOCIAL MEDIA STRATEGY

In 2025, Council provided a \$500 Community Grant to support the planning and execution of SABA's digital awareness strategy, enabling the organization to effectively leverage external nonprofit advertising funding. The campaign significantly expanded visibility for local businesses and community initiatives, demonstrating that a modest municipal investment can produce measurable reach, strong engagement, and meaningful economic development impact.



Performance



Reach

- 19,300 people reached
- 1,005 people clicked
- 5.44% click-through

We tripled the industry average click through rate



Outcomes

Increased traffic and visibility of local businesses online

Demonstrates capacity to leverage external funding



Learning

We encountered compliance issues and have corrected course.

2026 efforts will go toward increasing impact in shoulder and winter seasons

For every dollar council provided to SABA, we turned it into \$4.40 in community economic development benefit. That is on par with the ROI for public library funding.



SOUTH
ALGONQUIN
BUSINESS
ALLIANCE