



TOWNSHIP OF  
**GREATER MADAWASKA**



Health and Wellness Hub Project  
Expression of Interest

October 22, 2025

The Township of Greater Madawaska is seeking Expressions of Interest from qualified developers, design-build teams, and project partners to explore innovative options for developing the Calabogie Junction Health and Wellness Hub.

The Hub is envisioned as a rural model for bringing health, wellness, and community services together under one campus, a place where residents can access care, programs, and connection closer to home. Located on 6.47 acres of municipally owned land in Calabogie, the site is positioned to be part of the community hub area, offering an ideal setting for a future health and wellness facility.

This initiative builds on the Township's 2023-2026 Strategic Plan, which identifies improving health and well-being services as a key priority, and follows the endorsement of the Calabogie Junction Health and Wellness Hub Strategic Framework. Together, these documents outline the Township's clear intent to prepare land, coordinate partnerships, and strengthen community capacity for sustainable health access and service delivery.

## Contents

|                                                    |   |
|----------------------------------------------------|---|
| Health and Wellness Hub Project .....              | 1 |
| 1      Community Context.....                      | 4 |
| 2      Project Vision .....                        | 4 |
| 3      Township Readiness.....                     | 5 |
| 4      Purpose of this Expression of Interest..... | 5 |
| 5      Township Objectives .....                   | 5 |
| 6      Requested Information .....                 | 6 |
| 7      Evaluation and Next Steps .....             | 6 |
| 8      Supporting Documents .....                  | 6 |
| 9      Submission Details .....                    | 6 |

## 1 Community Context

The Township of Greater Madawaska is a growing rural community known for its stunning natural landscapes, strong local identity, and close-knit villages. While the quality of life remains one of the Township's greatest assets, residents continue to face challenges in accessing timely and coordinated health services. Primary care and wellness programs are limited within the Township, and many residents travel distances to reach physicians, hospitals, and specialists in neighbouring communities.

As the population grows and ages, the need for comprehensive health and wellness services continues to rise. The Township of Greater Madawaska has an estimated population of approximately 3,000 residents, with more than 50 percent of the population aged 55 and older, compared to 36 percent Province-wide. Data collected through the Calabogie Secondary Plan Survey, Township Strategic Plan engagement, and feedback from the local medical community consistently highlight access to health services as a top priority for residents. The Township's geographic area spans over 1,018 square kilometres, which intensifies challenges of service delivery and isolation, particularly for seniors and families with limited transportation options. These realities underscore the need for a modern, coordinated approach that integrates clinical care, education, and wellness programming into one accessible community hub.

In addition to its permanent population, Greater Madawaska experiences significant seasonal fluctuations driven by tourism and recreation. The Township is home to the Calabogie Peaks Resort, Calabogie Motorsports Park, and extensive trail systems forming part of the Highlands Tourism region. Each year, thousands of visitors are drawn by skiing, motorsport, cycling, paddling, and outdoor adventure opportunities. During peak months, the population is estimated to increase by three to four times the permanent base, based on local tourism and accommodation data reported through the County of Renfrew Economic Development Department (2024). This influx not only boosts the local economy but also substantially increases the transient population during peak months.

Having proactively acquired 6.47 acres of centrally located land in Calabogie in 2025, the Township is now positioned to attract partners and investment to advance health infrastructure. Through this initiative, the Township's role is to serve as landowner and enabler, providing space and alignment for investment, partnerships, and service expansion.

The Township's immediate readiness, owning the land, having a confirmed clinical anchor, and having completed environmental and servicing reviews, sets it apart from most rural municipalities. This readiness enables partners to focus directly on programming and funding alignment, rather than on preliminary site work.

## 2 Project Vision

The Calabogie Junction Health and Wellness Hub will bring together health care, wellness, and community services in one place. The Township's long-term vision includes expanded family medicine and allied health services anchored by the Calabogie Medical Centre Team, enhanced seniors and wellness programs through the Seniors Active Living Centre, and a potential base for County of Renfrew Paramedic Services.

The Hub will also provide space for clinical training opportunities, as well as flexible rooms for visiting specialists, youth wellness, and mental health programming. Future phases may include attainable and seniors-oriented housing that supports aging in place and workforce stability.

The Township's goal is to build a facility that strengthens connections between residents and care, between healthcare partners and the community, and between generations.

The vision is a two-phase, multi-partner campus integrating health, wellness, and learning, surrounded by recreation, schools, and community amenities. The Hub is designed as a place where residents can live, age, and thrive closer to home.

### **3 Township Readiness**

The Township has taken significant steps to prepare for this project.

- Land acquisition of 6.47 acres in central Calabogie has been completed
- Servicing capacity and environmental readiness have been confirmed
- The site is located within walking distance of key community facilities, including the school, recreation amenities, and the Seniors Active Living Centre
- The Calabogie Secondary Plan supports coordinated community growth in this area

Together, these actions demonstrate strong municipal leadership, alignment with regional health priorities, and the foundation needed to attract partners and funding.

### **4 Purpose of this Expression of Interest**

This Expression of Interest invites developers, design-build teams, and project partners to share their expertise, ideas, and concept-level approaches to the future development of the Calabogie Junction Health and Wellness Hub. The EOI process is designed to gather market insight, cost perspectives, and innovative models that could inform how the Township proceeds with planning, design, and funding applications in the next project phase.

This is an exploratory step, intended to identify what is possible and practical within the Township's available land and financial capacity. Respondents are encouraged to propose creative concepts that integrate health, wellness, and community services while reflecting sustainable building design and rural adaptability.

The information gathered through this process will be used to guide future feasibility work, strengthen funding applications, and support Council in determining the most effective path forward for realizing the community's vision of accessible care and connection, closer to home.

### **5 Township Objectives**

The Township of Greater Madawaska is committed to advancing the development of the Calabogie Junction Health and Wellness Hub as a sustainable, community-driven initiative that enhances access to care, supports local growth, and reflects the needs of residents across all generations. The objective is to

explore cost-effective and collaborative approaches to creating a facility that connects health and community services in one location while reducing barriers to access for residents in rural areas.

The Township's goal is to identify design and delivery options that balance fiscal responsibility with innovation. Rather than serving as a sole funder, the Township seeks to act as a facilitator and landowner, guiding the process through partnerships that align with provincial health priorities and local needs. This approach ensures that any future development complements community wellness, economic growth, and the long-term sustainability of public services without increasing the tax burden on residents.

Through this process, the Township aims to build a foundation for future funding and partnership discussions, ensuring that data, community insight, and industry expertise inform decisions.

## 6 Requested Information

Respondents are encouraged to include a brief company profile highlighting relevant health, community, or mixed-use projects, particularly in rural or small-scale settings. Submissions should outline a conceptual approach to the site, including potential configurations and construction methods that reflect scalability and sustainability. The Township welcomes innovative delivery models, such as design-build, lease-to-own, or developer-financed partnerships, and invites respondents to provide indicative cost ranges or comparative project examples to support early planning.

## 7 Evaluation and Next Steps

Submissions will be reviewed by Township staff for insight and feasibility. Respondents may be invited for follow-up discussions or presentations.

## 8 Supporting Documents

Respondents are encouraged to review the *Calabogie Junction Health and Wellness Hub Strategic Framework* (Council Endorsed, 2025) for additional context on the Township's vision, demographic profile, and site readiness. The Framework is provided as a supporting appendix to this Expression of Interest.

## 9 Submission Details

Question Deadline: November 28, 2025 at 3:00 pm EST

Deadline: December 6, 2025 at 3:00 pm EST

Attention: Renée Mask, Chief Administrative Officer

Township of Greater Madawaska

For inquiries or clarifications, contact [cao@greatermadawaska.com](mailto:cao@greatermadawaska.com)

Submissions received will not create any obligation for the Township and are intended solely to inform future planning and funding discussions.