



2025 Year-In-Review

Presented: December 18, 2025

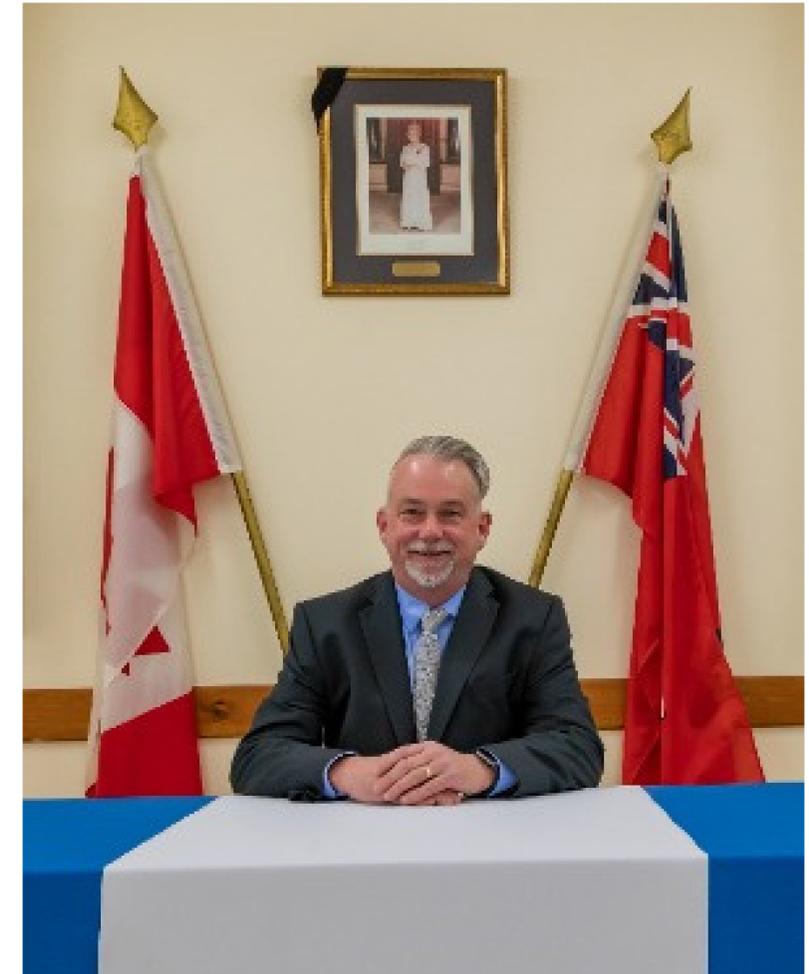
Message from the Mayor

On behalf of Council, I am proud to present the Township of Greater Madawaska's 2025 Year in Review. This report highlights a year defined by community spirit, collaboration, and continued momentum across our Township.

Our dedicated team delivered meaningful progress on major initiatives, strengthened essential services, and supported a thriving local business community. We expanded recreation opportunities and advanced long-term projects that will shape our Township for generations.

These accomplishments reflect the collective effort of our volunteers, staff, Council, community partners, and residents who contribute to making Greater Madawaska a vibrant, resilient place to call home.

Thank you for your continued trust and involvement. Together, we are creating a future we can all be proud of, where we truly Grow Greater Together.



Governance

Council



16
Regular and Special
Council Meetings

140
Staff Reports to Council

6
Public Meetings

1
Delegations to Council

71
By-Laws Enacted

3
Presentations to Council

Council

Councillor Representation

on the following Committees and Boards:

- Library Board
- Police Board
- Canada Day Committee
- Recreation & Culture Committee
- Renfrew & Area Chamber of Commerce
- Mississippi Valley Conservation Authority

Conference Delegations

- Ministry of Health
- Ministry of Finance

Mayor Representation

on County Committees:

- County Council
- Committee of the Whole
 - Corporate Services
 - Operations
 - Health
 - Community Services
 - Development & Property (Vice Chair)
- Striking Committee
 - Municipal Accessibility Committee (Chair)
 - Climate Action Plan Advisory Committee (Co-Chair)
- Ottawa Valley Tourism Association

Conferences and Training

- Sustainability and Engagement
- Building a Brave Culture for Asset Management Success
- Activating Provincial Support for Emergency Preparedness and Response
- Building a Culture of Human Connection Where People and Business Thrive
- Challenges and Opportunities of the Sharing Economy

Finance & Administration

Finance & Technology

- 2025 Enhanced Asset Management Plan with New 10-year Financial Strategy
- New and updated financial policies to increase financial accountability and sustainability
 - Tangible Capital Assets
 - Reserve and Reserve Funds
 - Delegation of Authority
 - Temporary Tax Relief for Substantially Unusable Properties
- Audit Services RFP & Award
- Cyber Security Training
- Enhancing features of Financial Software
- Digital Timesheets and Approval Workflows



Enhanced Communication:

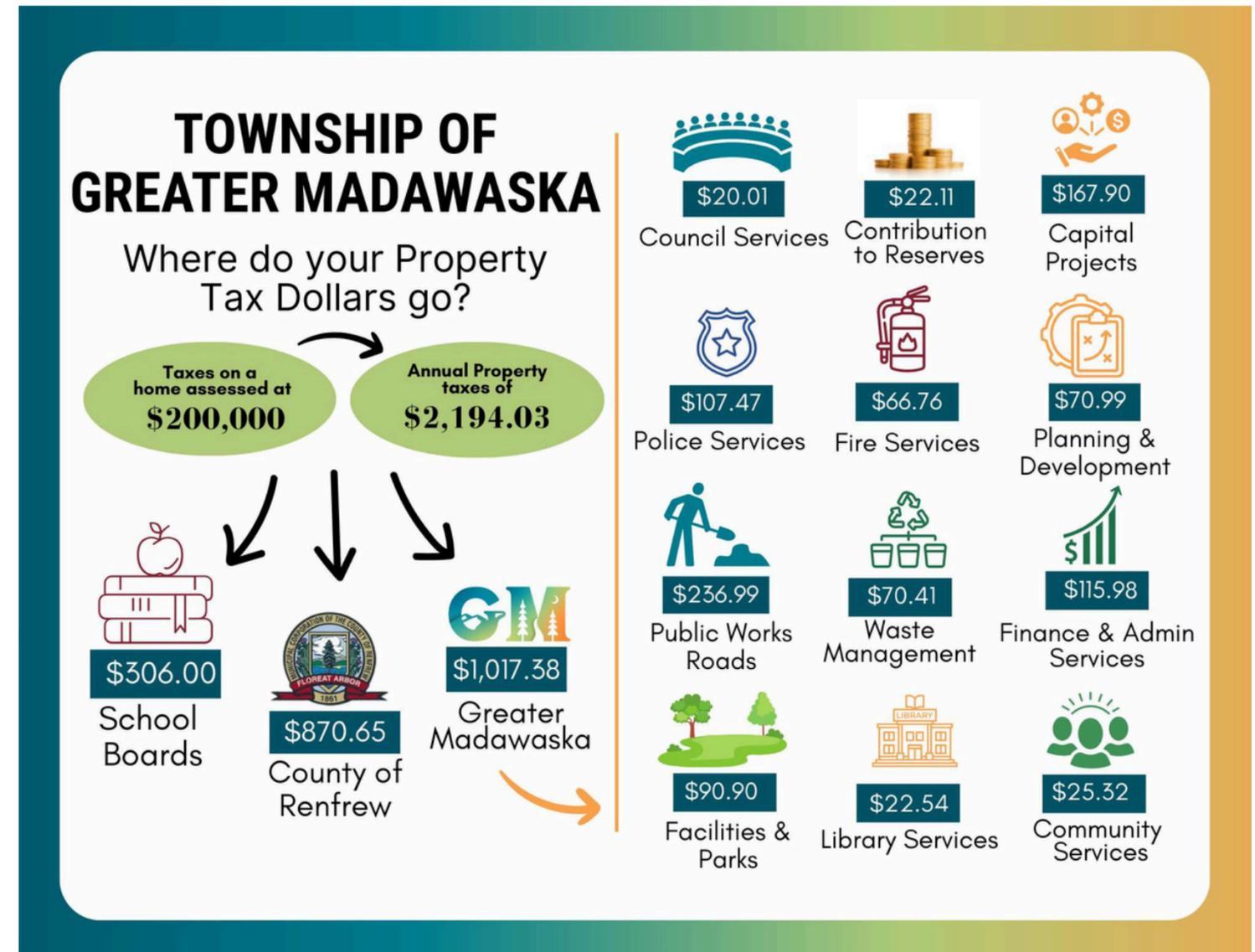
- "Understanding Your Supplementary/ Omitted Tax Bill" for those who receive supplementary bills.
- Implementation of E-Services Online Portal (198 Residents signed-up to date)
- Bi-Annual Financial Updates

Taxation

For Every Tax Dollar Paid by Property Owners in Greater Madawaska:

- \$0.41** support Township Services
- \$0.40** support County Services
- \$0.14** support School Boards
- \$0.05** support Ontario Provincial Police

Processing Payments and Responding to Inquiries for **4,150** Properties



Communication & Engagement

5

Community Engagement Surveys

- Asset Management Levels of Service
- Newsletter Contest for GM Gear
- Communication and Engagement
- Calabogie Secondary Plan
- Let's Talk Health and Wellness

4

Community Engagement Sessions

- Calabogie Secondary Plan
- Open House and Pop-ups
- Let's Talk Health and Wellness Sessions in Griffith and Calabogie

Initiatives:

- Revamped the newsletter and received positive feedback
- New Website Platform
- New Communication & Engagement Strategy



2025 Communication & Engagement Survey Results

71% of residents feel that communication has improved over the past year.

"We really appreciate all the community updates."

"Keep striving to inform and engage the community."

Increased visibility of updates through various channels has fostered a sense of community.

Top Update Interest

1. Community Events and Recreation
2. Road Maintenance and Construction Updates
3. Council Decisions and Highlights
4. Emergency Alerts or Service Disruptions
5. Health and Wellness Services

"We want more financial updates."

Top communication tools the community wants to see the Township explore

- Push notifications for road closures or emergencies
- Text message alerts
- Email subscription list

73% Prefer Facebook Updates

66% Overall Satisfaction with communication

60% Prefer email updates

58% Prefer a monthly newsletter

"While electronic communication is great for some, it sure does not cover all your taxpayers. Many still cannot afford satellite internet."

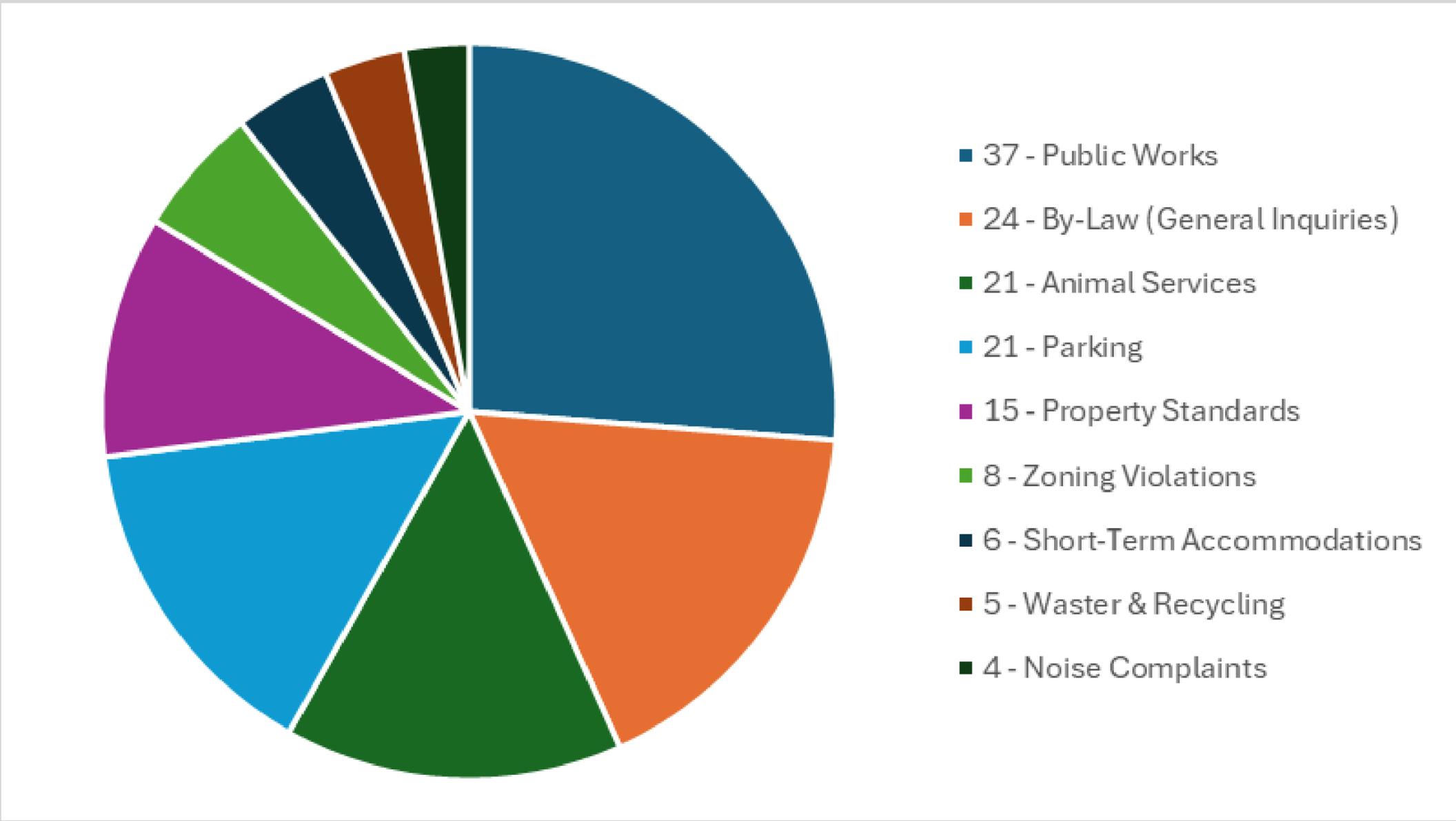
Respondents most often hear about Township news or updates through:

Channel	Percentage
Facebook / Social Media	80%
Township Website	30%
Word of Mouth	25%
Local Newspaper	15%
Township Newsletter (emailed)	10%
Township Newsletter (mailed)	5%
Council Meetings & Agendas	5%

The survey results indicate a strong preference for various communication channels. Most residents are interested in receiving a monthly newsletter by email and mailed, and prefer more frequent updates on social media to stay informed.

By-Law Enforcement

141
Concerns, Inquiries, and
Requests for Services
(Access E11 reporting system)



Protective Services



Fire Services: Training & Response



1

Fire Chief

25

Volunteer Firefighters



2,748

Incident Hours
2x 2024 hours

5,303

Training Hours
3x 2024 hours

122 Burn Permits Issued

Fire Services: Training

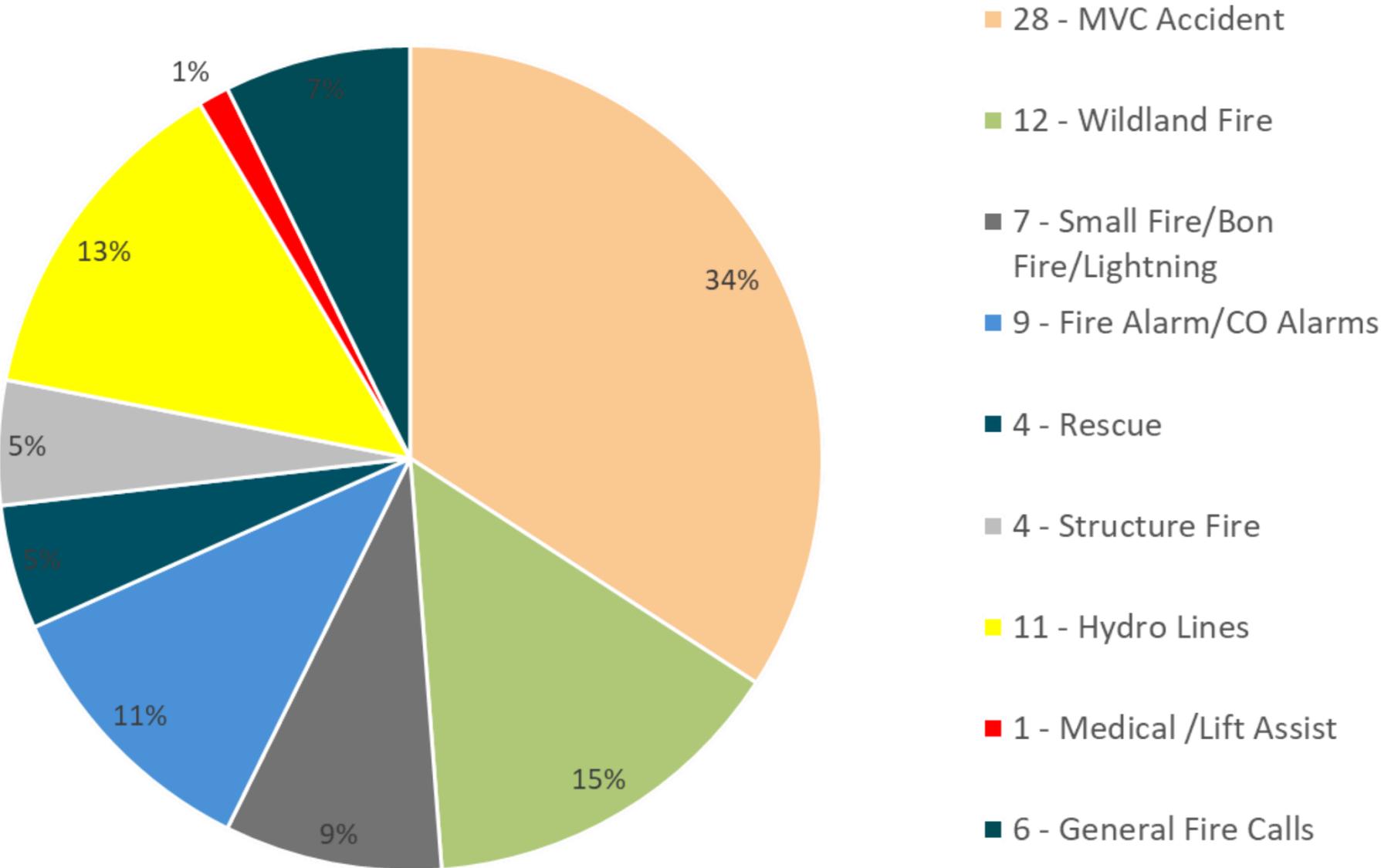
Training Room Upgrades: Training rooms at both (2) Halls were updated this year. Thank you to our Facilities Team for coordinating and completing this work.

- **Live Fire Training:** 11 firefighters participated in the MLFTU burn trailer training, providing valuable live fire experience in a controlled setting.
- **Hazmat Operations:** 15 members successfully completed Hazardous Materials Operations training, enhancing GMFD's ability to manage hazardous incidents within the Township safely.
- **Firefighter II Certification:** 18 firefighters completed in-house Firefighter II training with a **100% pass rate**, a significant achievement for our department.

- **NFPA 1001 Certification:** GMFD now has **75% of its members fully certified** to the NFPA 1001 Firefighter level. The remaining newer recruits will begin the program this coming year.
- **First Responder & BLS Training:** 3 firefighters completed a 40-hour First Responder and Basic Life Support course. This represents an important step toward enhancing our medical response capabilities for serious emergencies.
- **Pump Operations (NFPA 1002):** 2 firefighters completed 40 hours of Pump Operations training with a local facility, supporting our goal of full mandatory certification compliance.
- **Wildfire Training:** GMFD **hosted** the SP103 Wildfire Training Course in May, attended by multiple neighbouring departments. The session was well-received and praised across Renfrew County.

Fire Services: Response

82 Emergency Calls



Fire Services: New Equipment



- New Pumper truck delivered in May, enhancing pumping capacity, reliability, and overall response capability
- New side-by-side purchased through the Firehouse Subs Public Safety Foundation Grant to support off-road and rural emergency response
- New Drager SCBA units delivered last week, replacing 29-year-old equipment and significantly improving firefighter safety and compliance with current standards

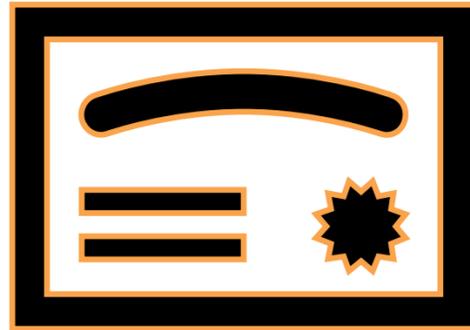
Fire Services: Engagement & Education



- **Council Open House:** Hosted an open house for Council and the CAO, showcasing GMFD's personnel, equipment, capabilities, and areas for improvement.
- **Calabogie Winter Carnival:** Assisted with the planning and hosting of the annual Calabogie Winter Carnival.
- **Canada Day Celebrations:** Participated in Canada Day events across Calabogie, Matawatchan (Matacan Run), and celebrations at the DACA Centre.
- **Snider's Campground Event:** Attended a community fundraising event hosted for the Griffith Firefighters Association at Snider's Campground.

- **Griffith Fish & Game Club Derby:** Supported the annual fishing derby.
- **Griffith Show & Shine Car Show:** Attended the annual car show, showcasing GMFD apparatus.
- **St. Joseph's Catholic School Visit:** Firefighters visited St. Joseph's School to deliver hands-on fire prevention activities and safety education to students.
- **GMFD Haunted Walk:** The annual Haunted Walk was a major success.
- **Hunters' Spaghetti Dinner:** Hosted the annual dinner through the Griffith Firefighters Association.

Emergency Preparedness



Compliance

- Annual Emergency Management Program Compliance
- Ice Storm County Wide Tabletop Training Exercise

- Joint Emergency Management training session that included most Renfrew County municipalities and County representatives.
- The tabletop exercise was very successful, highlighting the strong collaboration and preparedness of our local emergency management team.

Public Notice

April 2, 2025

**STORM WARNING
DECLARED**

Please be aware that the County of Renfrew has declared a **SIGNIFICANT WEATHER EVENT** in response to Environment Canada's alert for a **FREEZING RAIN WARNING**, that will impact travel and services throughout the municipality.

GM

Power Outage Safety

Power outages can happen at any time. Whether you're without power for minutes, hours, or days — stay safe with the tips below!

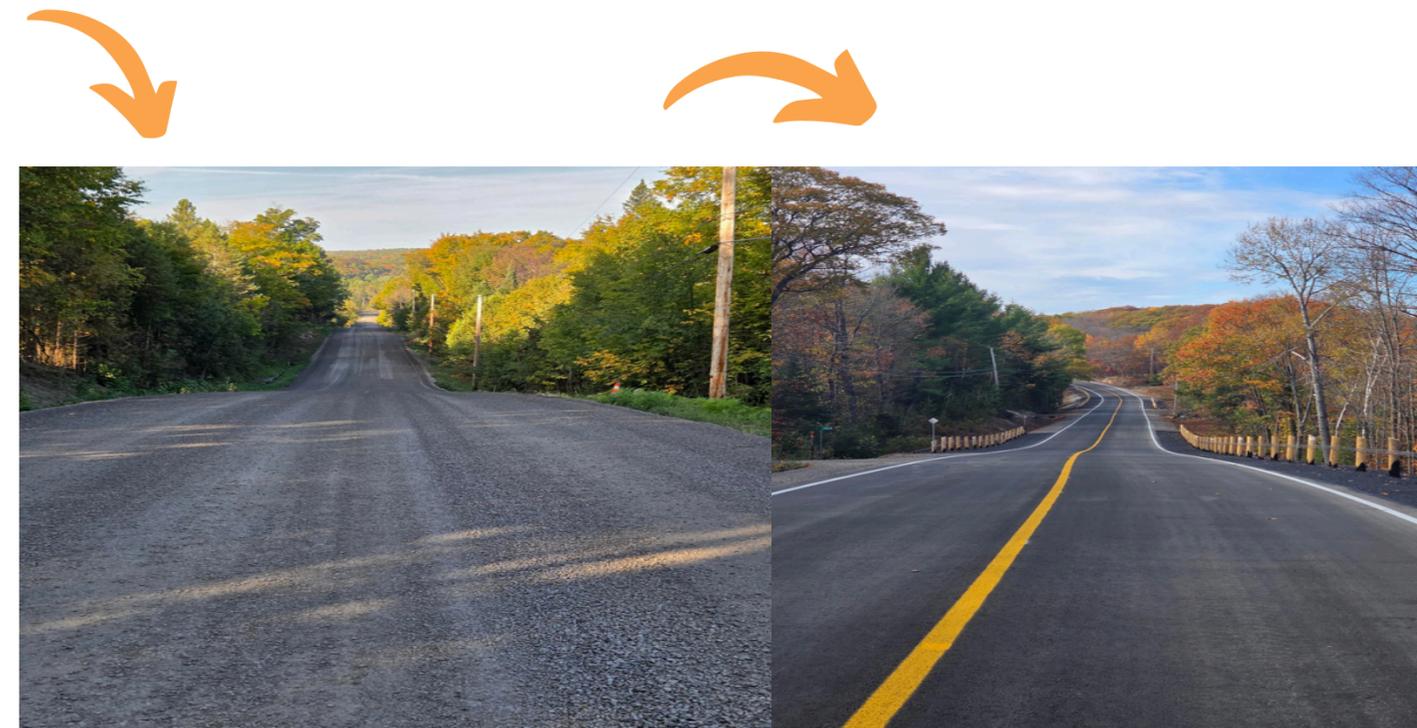
- Keep your **emergency preparedness kit** stocked. Make sure you have portable sources of light (flashlights, candles, glow sticks), extra batteries, and non-perishable foods and lots of potable water.
- Stay **food safe!** Keep refrigerator doors closed during outages to preserve food. **Never** use charcoal or gas barbecues, camping stoves, or generators indoors.
- Know when to go.** If your home gets too cold or too hot and you are able to leave, head to an alternative location until it is safe to return. Take all household members (including pets) with you.
- There may be **downed/live power lines** in your area. Keep yourself and others at least 10 metres away (about the length of a school bus). **Be careful!** even wires that have been down for several days could still be live.

Public Works

Public Works – Road Improvement Programs

Road	Surface	Length
Church Street	Surface Treatment	1.1 km
Matawatchan Road	Asphalt (Upgrade)	6.8 km
Bluff Point Drive	Surface Treatment	1 km
Stones Lake Road	Gravel Rehabilitation	1,000 tonnes
Kennelly Mountain Road	Gravel Rehabilitation	1,000 tonnes
Hyland Creek Road	Gravel Rehabilitation	1,000 tonnes
Brydges Road	Gravel Rehabilitation	1,000 tonnes
Fraser Road	Gravel Rehabilitation	1,000 tonnes

276KM ROADS MAINTAINED



Road reconstructions are all completed internally, resulting in cost savings to the Township of up to 50% less than contracted services.

Public Works – Maintenance Programs

MAINTENANCE PROGRAMS

Grading of gravel roads and calcium chloride application.

Replacing old signage with new signage.

Tree removal and brushing on Tatty Hill (on going).

Cold patching on hard top roads, where necessary.

Collaborated with McNab/Braeside Township and hauled gravel to Riopelle Road.

Murphy Road and Windle Lane replaced culverts.

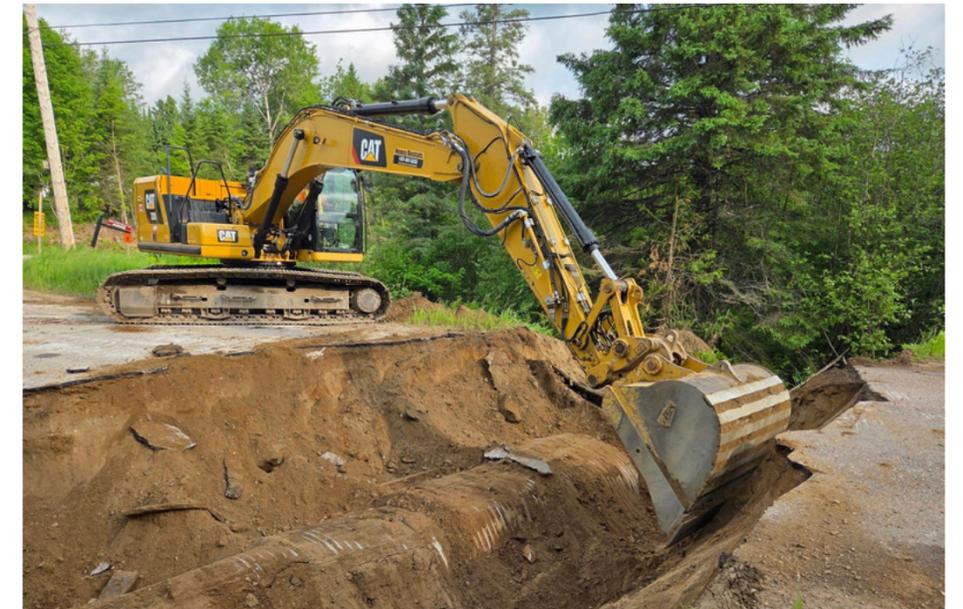
Fixed up snowplow turnarounds on Riopelle Road, Upper Spruce and Windle Lane.

Line Painting on Matawatchan Road, Norway Lake Road, Fraser Road, Barryvale Road, Mill Street and Madawaska Street.

Excavator engine replacement

Black Donald Pit Expansion

Calabogie Community Hall & Rink Parking Lot drainage tile installation



Internal Equipment Maintenance

Day-to-day maintenance of **32**
Township-owned vehicles
and Equipment

Annual Safety Inspections



5 Tandem Plows



7 Half Tons



8 Fire Trucks



1 Roll-off truck and trailer

1 Float for moving equipment

Environmental Services



Environmental Services

- Entered into a 3-year contract with Circular Materials for recycling blue box materials
- New 3-year contract with D.M. Wills Associates for environmental services and monitoring at all five sites
- Public Education



Community Clean Up



APRIL 22 ~ APRIL 26

Pick up some clear garbage bags at any of the following locations:

Ginza Rink	Calabogie Rink	DACA Centre
15 Ginza Street	574 Mill Street	111 Flat Road

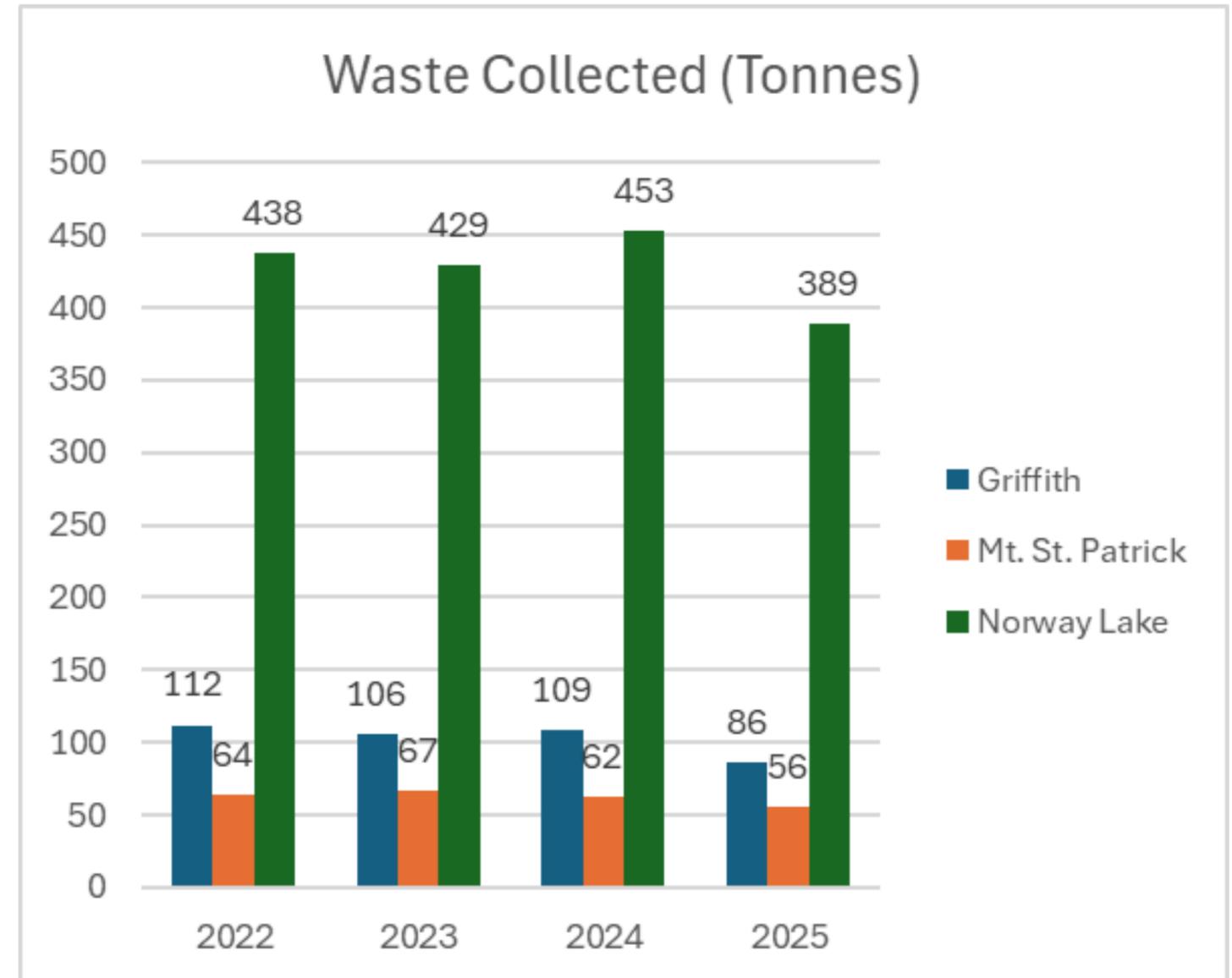
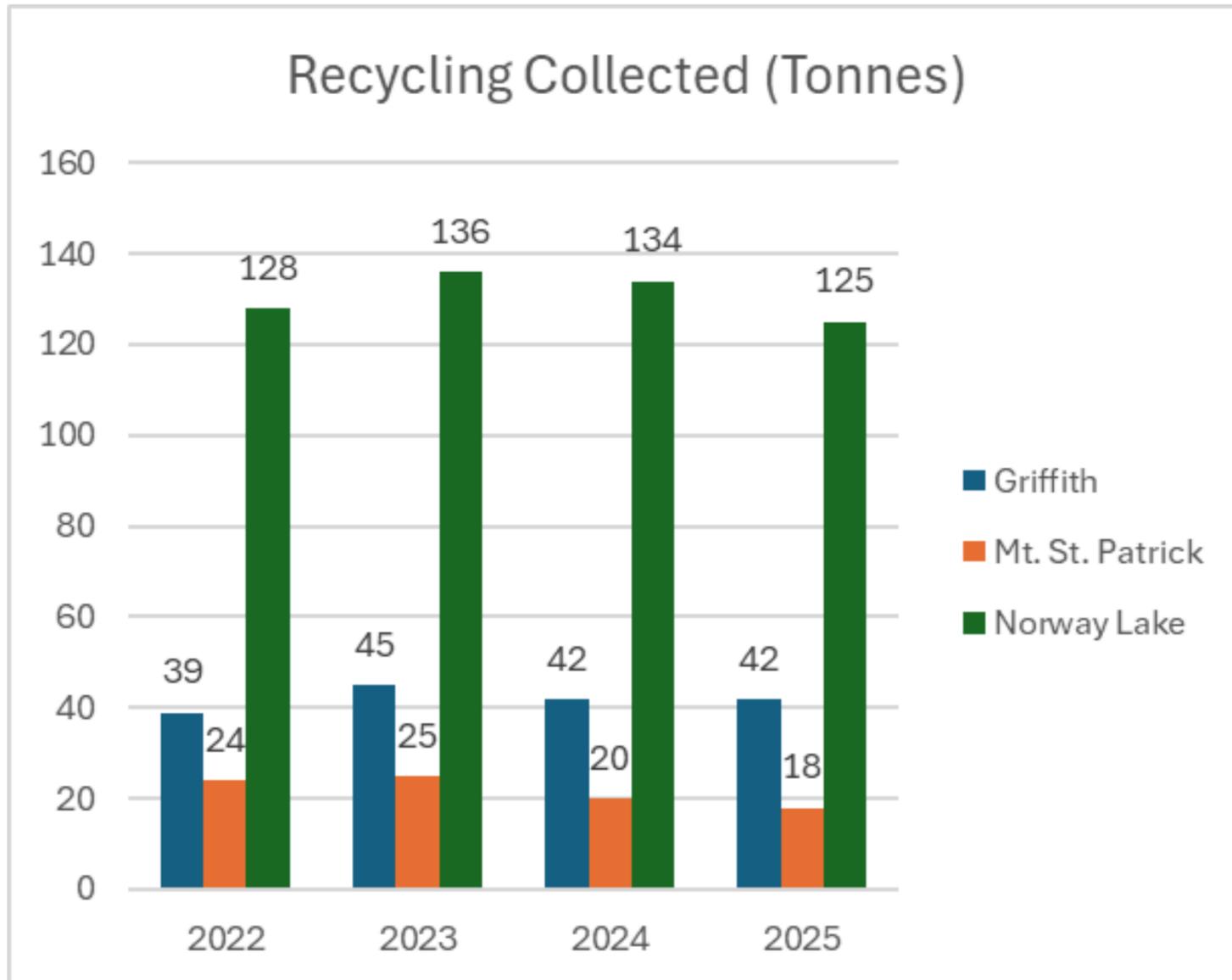
Clean up litter along any road or community space, keeping recyclables separate when possible

Return bagged litter to the bin at each location or, leave a message at 613-752-2249 to have it picked up along Township Maintained Roads

If you have any questions, please contact Teri at community@greatermadawaska.com or 613-752-2263



Environmental Services



Facilities & Grounds

Parks, Facilities & Public Spaces



Completed Snow Removal and Salting for **14** Municipal Facilities



Maintain **5** Trail Systems

- Spur Line
- Madawaska Nordic
- Griffith Uplands
- Manitou Mountain
- Eagles Nest



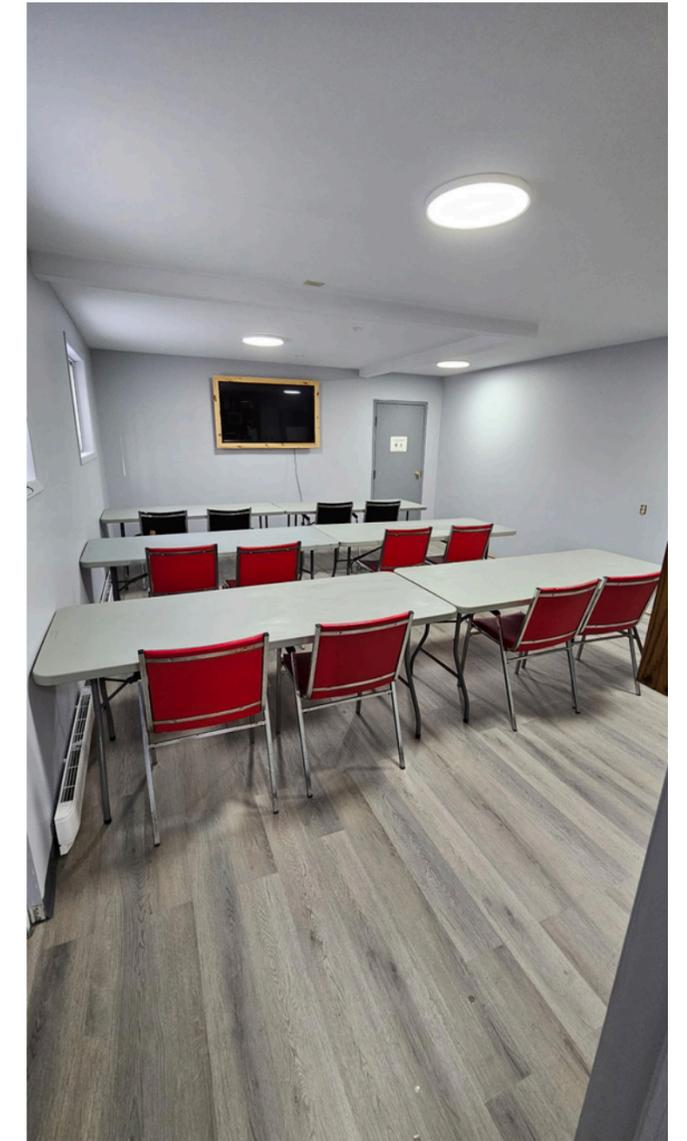
Performed Ground Maintenance Activities at **25** Properties



Performed Facility Maintenance Activities at **19** Buildings

Parks, Facilities & Public Spaces

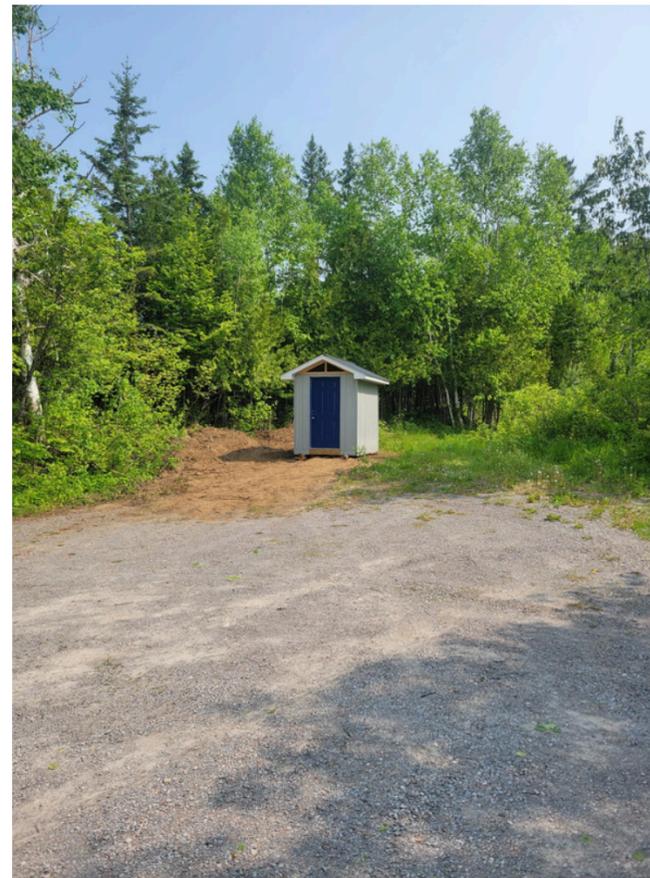
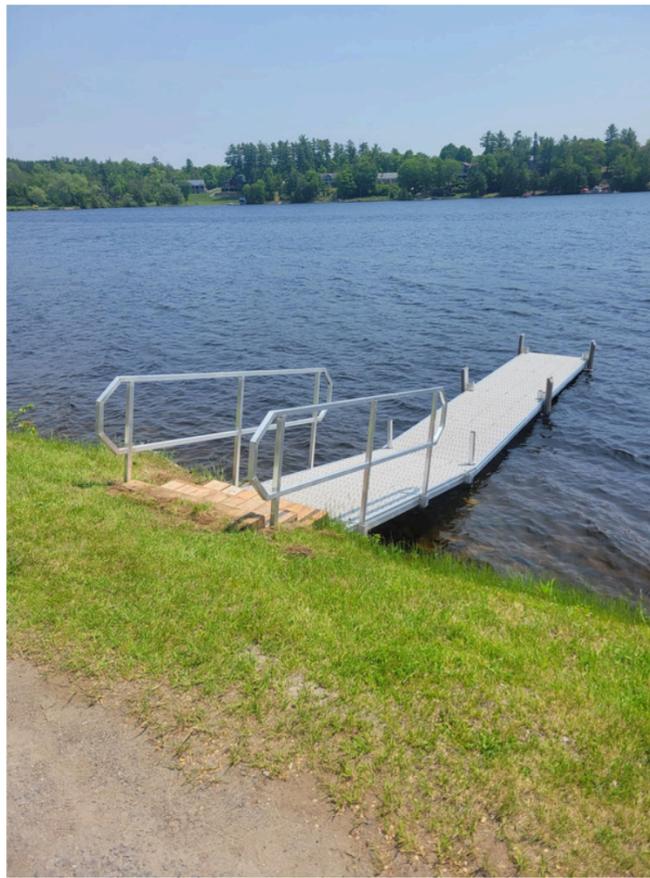
- New indoor lighting at the Calabogie Community Hall
- New lighting and storage areas in the Calabogie Rink change rooms
- New Shower installed at Ginza Rink
- New office space for Seniors Active Living Centre (SALC) Program Coordinator
- Fire Department Training Room Upgrade



Parks, Facilities & Public Spaces



- Dock on Madawaska Street
- Dock and Washroom at Centennial Lake



Planning & Development

Planning & Development

- **By-law Updates:** Parkland, Site Plan Control, Noise, Seasonal Roads, and Zoning By-laws were updated, including zoning schedules and maps.
- **Application Improvements:** New and updated fillable planning and building application forms were created.
- **Committee of Adjustment:** Policies and procedures were reviewed and updated in early 2025.
- **Short-Term Accommodations:** Program launched April 2025, with applications ongoing.
- **Digital Services:** City Reporter portal is almost ready to go live and will accept building permit applications online; the interactive zoning map was released in October 2025.
- **Major Planning Projects:** Secondary Plan (Re:Public Urbanism, April 2025) and Community Improvement Plan (drafted September 2025) are ongoing.
- **Infrastructure & Studies:** CLI ECA is in progress (linked to Secondary Plan); Black Donald Pit Expansion filed with Ministry, application was deemed complete, survey of Madawaska Street



Planning & Development



10
Zoning By-Law
Amendments



15
Consent
Applications



0
Minor
Variances



2
Site Plan
Applications



5
Development
Agreements

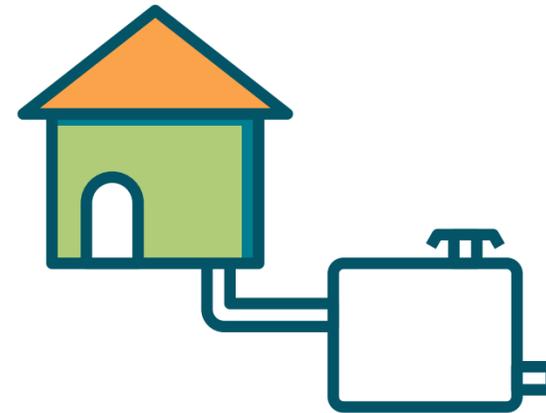


104
STA Licences
Issued

Planning & Development



92
Building
Permits Issued



39
Septic Permits
Issued



436
Inspections
Conducted

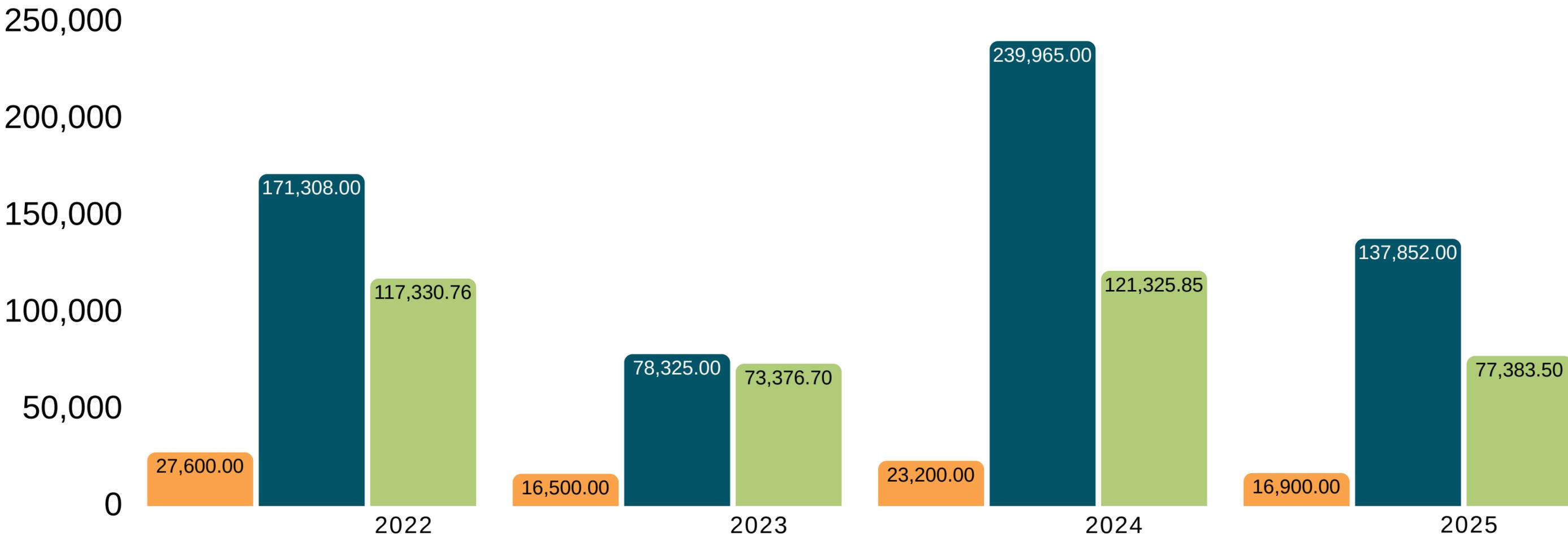


3
Orders to
Comply

Planning & Development

Building Permit & Development Charge Revenue

● Septic Permits ● Development Charges ● Building Permits



Community Programming



Seniors Active Living Centre (SALC)

- **1 Program Coordinator appointed**
- Official SALC Funding **Launch** date: April 1, 2025
- Start-Up Grant Funding funded **new exercise equipment** throughout the Township
- Initial **development** included:
 - Build and customize the Brochure and registration forms
 - SALC webpage
 - Outreach to Community Groups, instructors, and businesses.
 - Goal and execution planning
- **222 SALC Memberships** to date
 - Steady growth since launch
 - Continuous growth with focus on community engagement
 - Facilitated collaboration and partnerships amongst community groups



Seniors Active Living Centre (SALC)

- **Physical Wellness**

- SUP & Kayaking Mad River Paddle Co.
- Yoga Calabogie Launched September
- Yoga Dacre Launched October
- Chair Yoga Griffith/Matawatchan Launched November
- Mind & Motion Wellness Series 10-week program featuring Brain Gym and Chair Exercise (Falls Prevention)

- **Socials**

- Fused Glass Workshops – Summer Edition and Holiday Edition
- Book Club – Every Wednesday at Greater Madawaska Public Library
- Coffee Time – Every Monday at Greater Madawaska Public Library

- **Seminars, Workshops & Luncheons**

- Dementia Society Luncheon: Presented by Dementia Society of Ottawa & Renfrew County
- Comfort Plate Initiative: Presented by Calabogie & Area Home Support. Featured frozen meals from TimeSaver Foods
- Finding Your Way Through Our Healthcare System: Presented by Ottawa Valley Ontario Health Team & Patient, Family & Caregiver Networks

- **Excursions**

- Ottawa Tulip Festival May
- Opeongo Flaming Leaf Tour October
- Hard Rock Casino November

Seniors Active Living Centre (SALC)



Recreation Programs

Youth Programming

16 Days of Summer camps!

Partner with Public Works and GM Fire Department for Touch-a-truck at Daycamps

20 Calabogie Summer Camp Registrations

*Griffith Summer Camp cancelled due to low registrations

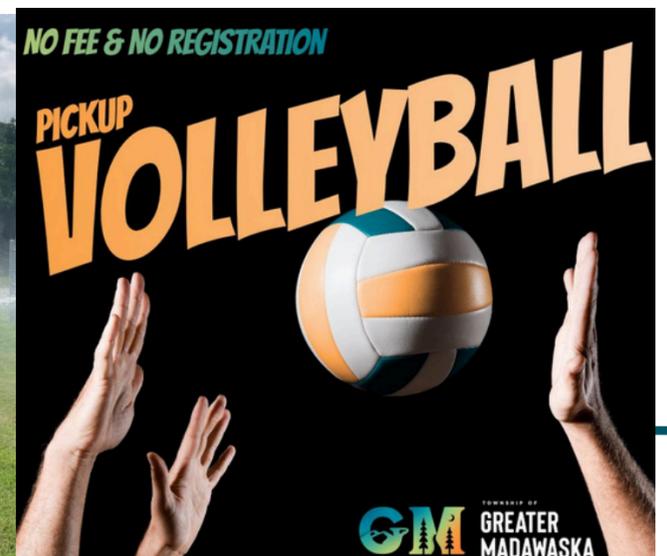
12 participants FIRST Summer Camp Partnership with Mad River Paddle Co.

13 participants FIRST Jingle Jam Kids Morning Camp

44 Skating Program Registrations

Adult & Kids Programming Partnerships!

- Beach Volleyball League Adults and Kids: Partnership with Valley Sports
- Indoor Volleyball partnership with Residents
- Indoor Kids & Youth Pickup Volleyball- Christmas Break
- Indoor Pickleball partnership with Residents



Committees & Boards

Recreation and Culture Committee Events

🎵 Music in the Park

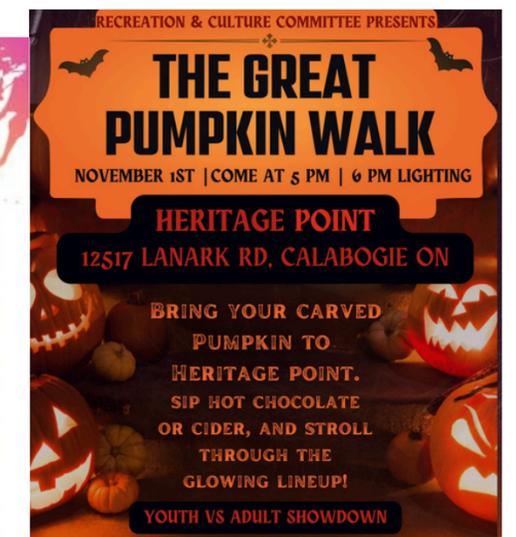
- Hosted **2** music in the park afternoons at Barnet Park
- Events drew enthusiastic crowds and fostered community spirit

🎨 Landscape Artist of the Year

- First Landscape Artist of the Year event held at Barnet Park
- **13** Adults and **7** under 18
- Celebrated local talent and outdoor creativity

🎃 The Great Pumpkin Walk

- Hosted the first-ever Halloween celebration at Heritage Point
- A family-friendly event featuring a carved and decorated pumpkin contest.
- Hot chocolate, Apple cider, and treat bags for the kids



Recreation and Culture Committee Events

Calabogie Lions Club - Winter Carnival Trivia Night

- Planned and executed a lively Trivia Night during the Calabogie Lions Club Winter Carnival
- Coordinated questions, teams, and overall atmosphere
- Awarded fun prizes to winners
- Created a memorable highlight for the community

Township - Business Showcase

- Committee display table
- Categorized and enlarged Community Calendar for on-site display
- Provided resource handout to residents
- Featured day camp posters with QR code registration for summer programs

Trails

- Designing a Trails Handbook for Airbnb guests in the Greater Madawaska area
- Request for the consolidation of trailheads Manitou Mountain and Eagles Nest annual pass fee

Canada Day Committee

2,500 Attended Canada Day event in Calabogie
 Another successful year across GM!



MATAWATCHAN
JUNE 28, 2025
 12pm-4pm
 Canada Day Celebrations
 1677 Frontenac Rd, Matawatchan
 BBQ, Beer Tent, Face Painting,
 Horseshoes and Cornhole,
 Live Band, Scavenger Hunt
facebook.com/MatawatchanHall

JULY 1, 2025
 8:00am
 5K & 1K Fun Run
 Matawatchan Hall
 1677 Frontenac Rd, Matawatchan
matacanrun@gmail.com

DACRE
JULY 1, 2025
 2pm-Dusk
 Canada Day Celebrations
 DACA Centre
 111 Flat Rd, Dacre
 Horse and Wagon Rides, Horseshoe
 Tournament, Kid's Games, Bouncy
 Castle, BBQ, Fireworks
www.dacacentre.com
[facebook.com/DACA Centre](https://facebook.com/DACA%20Centre)

CALABOGIE
JULY 1, 2025
 Pancake Breakfast 8:30am-11am
 Calabogie Community Hall
 574 Mill Street, Calabogie
Madawaska Street Event 4pm-10pm
 4pm-5pm Kid's Bingo
 4pm-7pm Face Painting, BASH Tent,
 Raffle Prize Table, Scavenger Hunt,
 Cotton Candy
 4pm-9pm Chainsaw Carving Demos,
 Lumber Jack Demos, Fire Department
 Activities and Demos, Tug of War
 Competition, Bouncy Castles, Games,
 Axe Throwing, Dunk Tank
 4pm-10pm Beer Garden and BBQ
 5pm-7pm Adult Bingo
 7pm-10pm Live Music
 "The Front Porch Sitters"
 10pm Anthem & Fireworks
 • No Dogs, No Bikes, No Skateboards
 • CASH only
 • Parking Drop-off Zone
 • Inclement weather = Event moved to
 Community Hall Rink
www.greatermadawaska.com
facebook.com/TownshipofGreaterMadawaska



GM Public Library & Learning Centre

506 Active Memberships

8,152 checkouts (books, museum/park passes, DVDs) In-Person or Curbside Checkouts.

3,957 Digital Checkouts – OverDrive / Libby

97 checkouts Hoopla (June–September) (music, video, e-books, audiobooks)

46 sessions completed (Italian, German, French) Language & ASL Learning (Mango App)

197 Inter-Library Loans - outgoing loans (items borrowed by other libraries)

- Installed a catalogue search kiosk in the children's area to help support student independence as they explore the library
- Continued improvements to the online catalogue and data systems to improve data collection and reports
- Subscribed to Hoopla (an e-resource for e-books, audiobooks, courses, etc.) with the aim of improving access to resources for remote users
- Received three educational kits via Watersheds Canada to support STEM learning:
 - Soil study and inquiry kit
 - Animal tracks and traces
 - Patterns in nature kit

GM Public Library & Learning Centre

TD Summer Reading Club



Family Day BINGO



Chess Club



Canada Day Pancake Breakfast



Griffith-Matawatchan Fish & Game Club Fishing Derby



Let's Talk Science



Photography Workshop



Learn to Knit



Community Support

- Grant Funding Greater Madawaska Public Library and Learning Centre
- Partnership with Griffith and Calabogie Lions Club for Building use to provide community activities
- Agreement with the Town of Renfrew for the Greater Madawaska resident use of facilities and programming
- Fee Waving
 - Calabogie 55+ Club
 - Calabogie Market
- Grants
 - Remembrance Day
 - DACA and Matawatchan Hall Grants

Community Development

Township Logo Launch



- The new Township logo was officially released on January 1, 2025.
- The story and symbolism behind the logo were shared, using locally submitted photographs that captured the community's natural beauty and character.
- This approach generated strong engagement, encouraged resident participation, and fostered a renewed sense of community pride.



Showcases & Emphasizes Local Pride, & Very Well Received by the Community



Wayfinding Signage



- The Township received a provincial RED Grant to add new wayfinding signs across Greater Madawaska.
- Designs and installation wrapped up in October 2025.
- The new signs use our updated Township branding and help residents and visitors easily find local attractions and key locations.



Weather Network – Destination Ontario Feature

8 local businesses

Featured on the Weather Network television station and website through a partnership with the OVTA.

The Weather Network crew spent 3 days in Calabogie, touring the area with the Township's CDC and an OVTA representative.

The Township coordinated shoots at 8 business locations throughout Greater Madawaska, allowing each business its own dedicated segment to promote their business, products and services.

Organizations such as OVTA and the County of Renfrew shared these segments on their own stories and pages, using hashtags that link to tourism organizations like OHTO and OVTA, and to other pages, widening our social media reach significantly.



Weather Network – Destination Ontario Feature



5,500 average views
10,000+ on top posts

This gave our local businesses significant visibility and helped expand their reach



Comments [See all](#)

Jeff Levesque: Councillor - Township of Greater Madawaska, Ward 1
Congratulations and well done to our community development extraordinaire Jenna McEwan for her hard work and all of our local businesses for their participation! No shortage of things to see and do in Greater Madawaska!

36w Like Reply Hide 2

Jenna McEwan replied · 1 Reply

Wendy MacFarlane
Great work!!

36w Like Reply Hide

Melissa-Keith Lotton
Yay Tom Irwin !!!

36w Like Reply Hide

Top fan Scott Morin
Love it!

36w Like Reply Hide

Comments [See all](#)

David Luce
Great staff and cold beer, great place to meet friends.

35w Love Reply Hide 2

Township of Greater Mada... · 1 Reply

Top fan Rob Brooks
Well done Carly! You just needed a couple of us regulars at the bar in the background. 😊

35w Love Reply Hide 2

Top fan Tw Riddle
Great job Carly ❤️❤️
You represent the community so well !

35w Love Reply Hide 2

Sue Lebrun
Great job Carly!

35w Love Reply Hide 2



Business Showcase

The Greater Madawaska Business Showcase was established with the goal of promoting local businesses and raising awareness of the many products and services available within the Township.



37 Businesses on site
35 local to GM

Over \$20,000
in Sales

Clean Up Your Councillor
Raised \$1,750 for the
Calabogie Food Bank

MPP Billy Denault attended
to meet local businesses.

“A huge congratulations to the team and to Taylor Popkie!”

*“Outstanding!!!
WOOT WOOT!!!”*

“Well done to all involved!”

“Thank you for bringing together so many of Calabogie and areas finest!”

“Great event. Made some new contacts!”

“It was a wonderful event. Kudos to the organizers and everyone who helped out. Thanks to all participants who showcased the great variety of businesses in our township, and provided musical entertainment. Taylor, you were the perfect ending for the Showcase!!!”

Business Showcase



Glowing Reviews & Great Participation Mean 2026 Will Be Even Bigger!



Relationships & Events

Strong relationships with the Ottawa Valley Tourist Association and Renfrew County groups.

These partnerships help promote our events, boost our online presence, and bring new opportunities to the Township.

2025 Events:

Ottawa Valley Tourism AGM Award Night

Local Immigration Partnership of Renfrew/Lanark Settlement Services Forum

2025 Ottawa Valley Tourism Conference – Silver Sponsor

Ontario Cultural Attractions Fund, Ontario Arts Council, & Ontario Culture Days Information Session & Reception



Publications and Features

A growing number of publications and media outlets have reached out with interest in featuring the Township, recognizing the area's natural beauty, thriving business community, and growing tourism potential. Greater Madawaska gained regional and provincial attention this year, with features in:

- **Eganville Leader** – Summer Magazine
- **Horizon Magazine** Feature Write Up – Toronto
- **Ottawa Valley Travel** – From Peaks to Pints in Greater Madawaska
- **Explore Renfrew County** – Summer Vacation Guide
- **Ottawa Valley Life Magazine** – Fall Issue
- **96.1 MyFm** – Business Showcase Event Coverage
- **2025 Ottawa Valley Travel Road Map**



Nestled in the heart of the Ottawa Valley, the Township of Greater Madawaska stands as a testament to the timeless beauty of nature and the enduring spirit of community.

This is a community that is characterized by respectful growth – in residents, businesses, tourists and amenities to support them – and a harmonious balance between our past and present to preserve the unique character of the Township. In an area that thrives on local support and respectful tourism, there is truly something for everyone who resides in or visits Greater Madawaska.

We can't wait to welcome you to your Greatest Gateway to Adventure – Greater Madawaska, where a quick visit transforms into a return destination for all who enter the Township.

Greater Madawaska is more than just a destination, it's a journey through history, heritage and the splendour of the Canadian wilderness.

Whether it's the vibrant local markets where artisans and farmers share their crafts and produce or the annual festivals that bring residents and visitors together in celebration, there is a palpable sense of belonging in Greater Madawaska that's ready to be explored – no matter who you are.

Set among stunning lakes, rivers and beautiful mountain ranges, Greater Madawaska harmonizes a serene, unhurried lifestyle with dynamic, year-round outdoor activities. The community consists of generational families and newly welcomed residents and businesses, creating a township that prides itself on close connections, where individuals consider themselves friends more than neighbours.



Taste of the Valley

The Township of Greater Madawaska was successful in its application to host the County of Renfrew's 2025 Taste of the Valley event. The event recorded the highest attendance to date.

The success of the 2025 Taste of the Valley firmly established the Township of Greater Madawaska as a prosperous and ideal host location, strengthening the Township's reputation and supporting future applications to host regional and county-level events.

1,270 Visitors

*"Great event!
Well organized!"*



70 Vendors

*"One of our favourite
TOTV events to
participate in!"*



6 Food Trucks & Businesses

*"The Lions Club members
are key to the success of
this event in Calabogie."*



Santa Tours GM 2024

The *Santa Visits Greater Madawaska* initiative began as an idea to promote and highlight local businesses in the lead-up to the Christmas holidays.

With the support and participation of Councillor Popkie, who took on the role of Santa Claus for the project

19 local businesses

were visited and photographed with Santa.

Each participating business was featured in a written profile, highlighting their services, products, and contributions to the local community.



**Strengthened Community
Connections & Spread Holiday Cheer**

59,424 Views
30,330 Reactions

**Promoted Local Businesses &
Encouraged Shopping Local**

Santa Tours GM 2024



Sneak Peak - Grinch Tours GM 2025

*Stay Tuned
for the 2025*

GRINCH

Tour



Online Presence

The Township continues to build upon the momentum established in 2024 through the revitalization of its social media platforms.

By producing new, distinctive, and engaging content, the Township's social media presence has experienced continued growth in overall engagement, as reflected in higher levels of comments, shares, views, and reactions.

Reels

Facebook	Instagram
<i>ATV Tour:</i>	<i>ATV Tour</i>
3,808 Views	484 Views
3,211 Reach	386 Reach
46 Interactions	18 Interactions

Fun Township Initiatives

Facebook	Instagram
<i>Santa Visits GM</i>	<i>Santa Visits GM</i>
59,424 Views	1,928 Views
30,330 Reactions	1,001 Reach
270 Interactions	55 Interactions
70 Link Clicks	2 Follows

Township Photos

Facebook	Instagram
<i>Get to Know GM</i>	<i>Get to Know GM</i>
2,942 Reach	126 Reach
58 Interactions	32 Interactions



Online Presence Increase 2024 vs 2025

These numbers reflect more residents staying informed and more visitors discovering the Township online.

Facebook

Reach		152.2 K
Content Interactions		15.3K
Page Visits		36.8K
New Follows		390

Instagram

Reach		7.7K
Content Interactions		1.4K
Page Visits		774
New Follows		90

Website

Most Visited Website Pages:

26,775 Homepage

14,448 Fire Department

7,555 Things To Do

6,394 Transfer Stations/Waste Sites

3,455 Short Term Accommodations

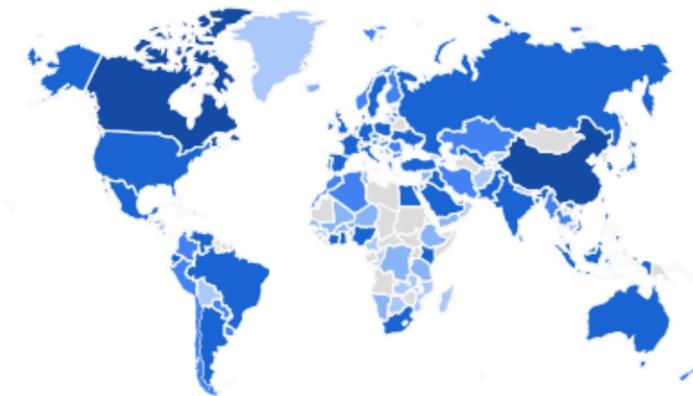
3,226 Property Taxes

3,089 Calendar

Active Users:
54K +

Average Time Per
Active User:
1min 13s

Active users by Country ID



COUNTRY	ACTIVE USERS
Canada	36K ↑5.7%
China	10K ↑8,74...
Singapore	6.2K ↑26,7...
United States	6.2K ↑77.2%
Ireland	211 ↑108....
Germany	190 ↑50.8%
India	165 ↓28.9%

Community Development Summary

This year, Greater Madawaska strengthened community connections, supported local businesses, hosted major regional events, and grew its presence both online and across Ontario.

Through collaborative partnerships and creative initiatives, the Township continues to build momentum and position itself as a vibrant place to live, visit, and do business.



