



INVEST IN TOURISM & VISITOR EXPERIENCE

SECTOR PROFILE

THE VILLAGE OF ST. PIERRE-JOLYS



REASONS TO INVEST

Tourism in the Village of St. Pierre-Jolys is driven by their community's prevalent French-Canadian cultural heritage. The Village also has roots within the Métis community in Manitoba. Home to the annual Frog Follies, St. Pierre-Jolys has a long history of attracting visitors to the village. With a growing community, the Village is well positioned for investment in a thriving cultural environment.

FESTIVALS & RECREATION EVENTS

The French-Canadian and Métis heritage of the Village should be celebrated. St. Pierre-Jolys could serve as a satellite venue for Festival du Voyageur

or Folklorama held annually in Winnipeg or additional cultural events. Festivals and events like these present spin-off opportunities for vendors and support facilities and services.

In addition to hosting cultural events, St. Pierre-Jolys is strategically located to host larger recreational or sporting events. With a number of rural communities in the surrounding area, investment in recreational facilities can turn the Village into a recreational hub for surrounding communities and an ideal location for regional sporting tournaments.



VISITOR EXPERIENCE

Located just under 60 km (40-minute drive) north of the Tolstoi Port of Entry, St. Pierre-Jolys' location on Provincial Trunk Highway (PTH) 59 makes it the perfect stop en route to Winnipeg, located a short 25-minute drive from the Village, or other destinations. Available commercial land within the Village is highly suitable for investment in accommodations, restaurants, or other travel-related services.

OUTDOOR EXPERIENCES & RECREATION

Recent investment in municipal campsites in Parc Carillon demonstrates that there is a growing demand for outdoor recreation facilities. Given the proximity to Winnipeg and other larger centres, the Village is an ideal spot for people looking to escape the city. As a growing community, there is also potential for investment in recreational trails for cycling, cross-country skiing, hiking, and walking trails. The Village is also located along the Crow Wing Trail, which connects Winnipeg to the Canada-United States border at the town of Emerson.



INVESTMENT OPPORTUNITIES

St. Pierre-Jolys' economic experts have analyzed and identified the following markets to have unique and favourable opportunities within the region's Tourism & Visitor Experience sector:



FESTIVAL-RELATED BUSINESS

- Annual Seasonal Festivals
- Supporting Services (washroom facilities, transportation)
- Temporary Vendors



HOTEL AND HOSPITALITY

- Overnight Accommodations for Travellers
- Unique Accommodations
- Accommodations to Support Large Sporting Events



SPORTING AND RECREATION

- St. Pierre-Jolys Recreation Centre Development
- Regional Sporting Event Hosting
- Trail Development



HERITAGE TOURS, EXHIBITIONS AND EXPERIENCES

- Métis Learning Experiences
- Main Street Development
- Partnerships with Existing Cultural Events



NATURE-BASED ACCOMMODATIONS

- Campground Development
- Experiential Accommodations



CULTURAL FOOD MARKETS & RESTAURANTS

- Restaurants with a Focus on Locally Produced Food
- Permanent or Seasonal Market Venue
- Cultural Restaurants



FAST FACTS

- St. Pierre-Jolys hosts a number of annual festivals including a maple sugar festival, a Francophone art festival, and the popular St. Pierre Frog Follies & Ag Fair
- The Crow Wing Trail is part of the Trans-Canada Trail, the longest trail network in the world
- Strong ties to French and Métis communities with over 50% of residents speaking French



RESOURCES AND SUPPORTS

ADDITIONAL RESOURCES

Visit our website for a full list of potential/available municipal incentives & business supports. Incentives may include:

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CONTACT US

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INVEST IN

SERVICE HUB AND TRADE CORRIDOR

SECTOR PROFILE

THE VILLAGE OF ST. PIERRE JOLYS



INVESTMENT POTENTIAL

St. Pierre-Jolys is strategically located on Provincial Trunk Highway (PTH) 59 and is connected from the Tolstoi Port of Entry south of the Village, north to Winnipeg and the Interlake region beyond. The Pembina Port of Entry, the busiest border crossing in Western Canada, is also conveniently accessed by Provincial Road (PR) 201 to PTH 75.

The Village is a hub for healthcare for the immediate area, as well as a cultural hub for the rural Francophone communities that surround the Village. As the Village continues to grow, these factors present attractive investment opportunities for a variety of industries.

EMERGING TRANSPORTATION & TRADE HUB

Given the Village's strategic location with connections to major markets, border crossings, and agricultural surroundings, the Village is positioned to provide services in the transportation industry. Opportunities may include vehicle maintenance facilities and smaller warehousing and storage operations for locally produced goods.

COMMUNITY HEALTH & WELLNESS CENTRE

The Village serves as a primary healthcare hub for the surrounding rural communities through the established healthcare facility -- the Centre medico-social De Salaberry District Health Centre. With a growing and aging population, there will



be an increased demand for auxiliary healthcare services to support the changing demographic of the Village and the surrounding communities it services.

BILINGUAL SERVICE HUB

St. Pierre-Jolys acts as a bilingual hub for retail, culture, commerce, and health and wellness care for many communities. There is room to grow to provide further support services and cultural outlets for the francophone community. The Village

presents the perfect opportunity to support and grow this cultural community.

COMPETITIVE ADVANTAGES:

- Growing Population
- Attractive Location Near Large Urban Centres
- Established Agricultural Industry



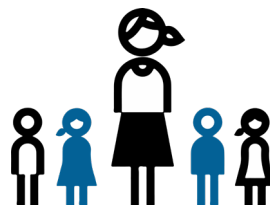
INVESTMENT OPPORTUNITIES

St. Pierre-Jolys' economic experts have analyzed and identified the following markets to have unique and favourable opportunities within the region's Service Hub and Trade Corridor Sector:



EXTENDED & PERSONAL CARE FACILITIES

Day Program Development
Auxiliary Care Facilities (Chiropractic, Physiotherapy, Skin Care Clinic)
Wellness Services (Massage, Spa)



DAYCARE & CHILD WELLNESS SERVICES

To support growing families with young children and the expanding population, the Village will need additional daycare facilities and family support businesses



FRANCOPHONE RETAIL & SUPPORT SERVICES

With a strong French Canadian heritage, the Village is positioned to provide French language services and support French businesses for all of southern Manitoba



TRANSPORTATION & LOGISTICS

- Implement and Vehicle Maintenance
- Warehousing & Storage
- Logistic Services



BUSINESS PARK DEVELOPMENT

- Office Spaces
- Contractor Shop Spaces
- Service Garages
- Small Scale Storage



FAST FACTS

- The Village of St-Pierre-Jolys will continue to experience impacts related to an aging population including: migration to service hubs for healthcare and housing, and increases in retirement quality of life expectations, particularly for those looking for bilingual services within reasonable driving distance to the Winnipeg Metro Region.
- Baby Boomers are tipping into retirement and seeking to re-establish roots in their former hometowns
- The region has experienced a substantial (11%) population increase between 2016 and 2021.



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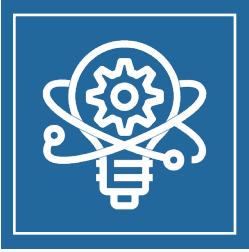


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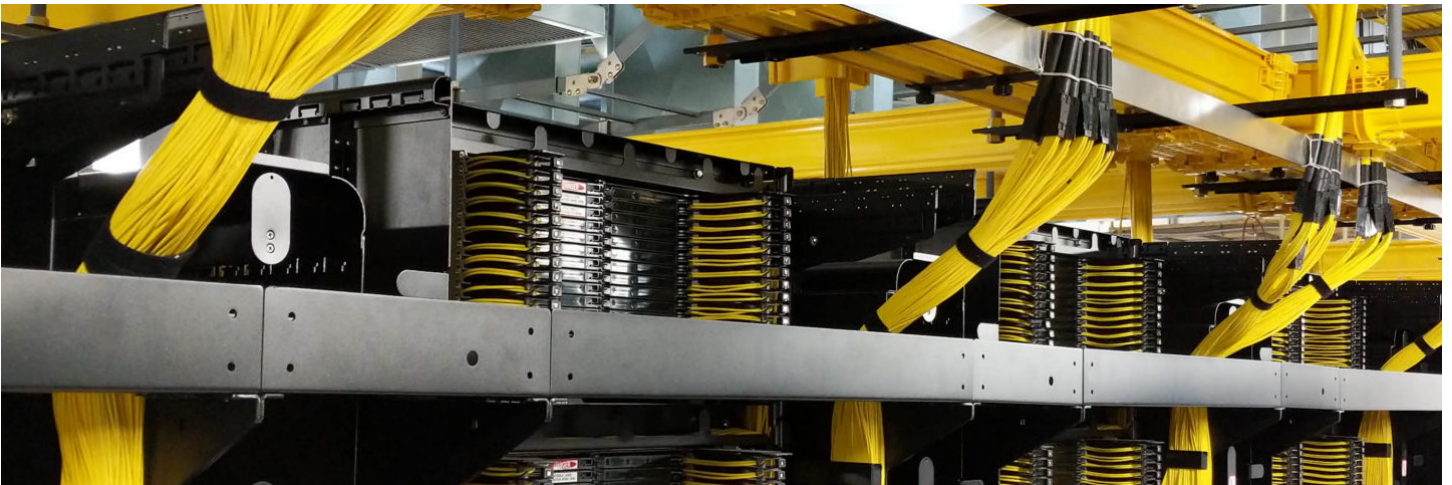
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INVEST IN INFORMATION TECH. & INNOVATION

SECTOR PROFILE

THE VILLAGE OF ST. PIERRE-JOLYS



INVESTMENT POTENTIAL

Located in southeast Manitoba, the Village of St. Pierre-Jolys is positioned in a competitive location to drive innovation in the information and digital technology sector. With land available for commercial development and access to high quality digital infrastructure, the Village is a perfect location for digital creators, technology firms, and data storage.

With a temperature range between an average low of -24° Celsius in January and average high of $+26^{\circ}$ Celsius in July, there are opportunities for passive-heating and cooling to reduce energy consumption for larger intensive operations.

RESEARCH & INNOVATION

Surrounded by rich agricultural land, the Village has opportunities to provide technological support services to one of Manitoba's largest industries. Whether focusing on research and development of agricultural technologies or providing a service centre for surrounding operations, the Village has the digital infrastructure needed to develop technology-based solutions and innovation within the agricultural industry.

CLEAN TECHNOLOGY AND EQUIPMENT

Climate Innovation and Technology continues to be a growing sector in today's economy. With large and small-scale agricultural operations



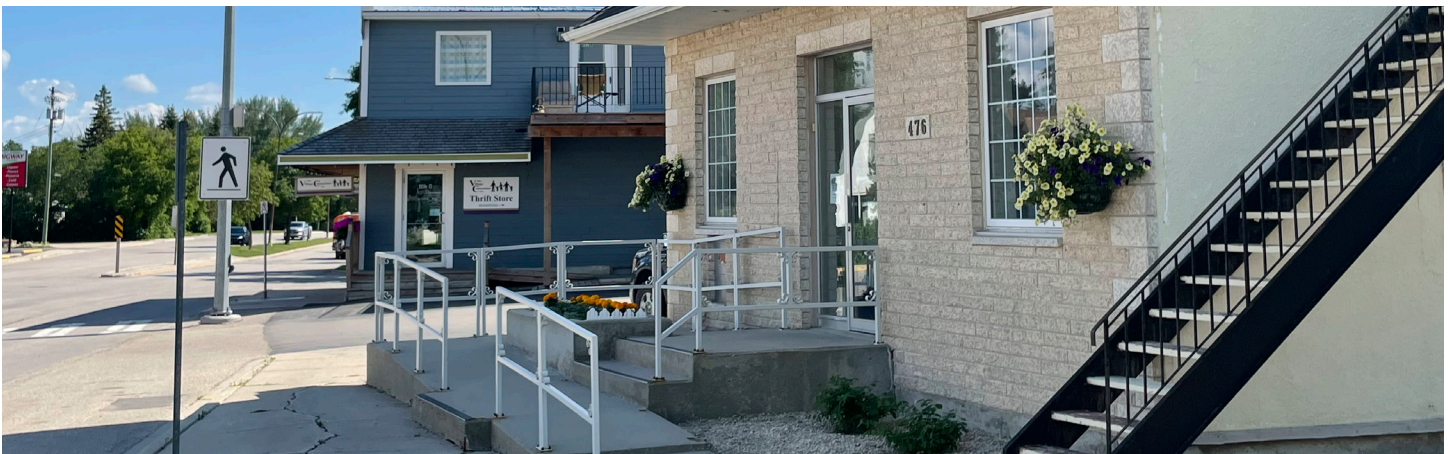
surrounding the Village, environmental management, engineering, and technological services will play a critical role in maintaining the success of the agricultural industry through efficient use of infrastructure and resources.

ACCESS TO TECH TALENT

From graphics and animation, to SAS and AI-driven tools, there are emerging opportunities within a rapidly evolving IT sector. Located approximately 60

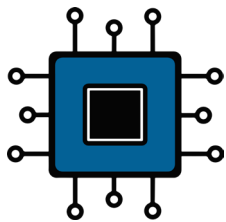
km (a 25-minute drive) from Winnipeg, the Village has access to an educated and growing millennial cohort who are capable of creating, designing, coding and developing these tools, which helps to support the following business opportunities:

- Smart tech & electronic product development
- Publishing and design services
- Online Retail
- Telecommunications
- Data processing, hosting and related services



INVESTMENT OPPORTUNITIES

St. Pierre-Jolys' economic experts have analyzed and identified the following markets to have unique and favourable opportunities within the region's Information Technology & Innovation Sector:



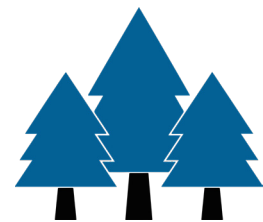
DIGITAL CREATION & SOFTWARE DEVELOPMENT

Access to high speed digital infrastructure makes the Village a suitable location for the production of digital content of all forms.



AGRICULTURAL CONSULTING & TECHNOLOGY

- Commodities Trading
- Technology Development & Support
- Small Scale Urban Agriculture



ENVIRONMENTAL ENGINEERING & MANAGEMENT

- Bio-remediation
- Phyto-remediation
- Industrial Management



ONLINE ENTERPRISE SUPPORT

- Web-based Hosting (Servers)
- Customer Service Centres
- Business Support Services



E-COMMERCE & HOME BASED BUSINESSES

- Municipal Support for Home-Based Business
- Work-Share Spaces
- Thriving Small Business Community



FAST FACTS

- St-Pierre-Jolys has the capacity for download speeds of up to 1 GB/s in most areas.
- Nearly 100 homes have been serviced with fiber cable technology, with a target of 400 total connections.
- International migration and investment are key priorities of both Manitoba and Saskatchewan Provincial Governments
- 56% of the workforce has post-secondary, and/or trade training
- Providence College is one of the critical drivers of research and innovation in the St-Pierre-Jolys area, offering diverse programs such as Business (Buller School of Business), Communications, Health Sciences, and Aviation.



RESOURCES AND SUPPORTS

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INVEST IN TARGETED RESIDENTIAL DEVELOPMENT

SECTOR PROFILE

THE VILLAGE OF ST. PIERRE-JOLYS



INVESTMENT POTENTIAL

St. Pierre-Jolys is located just a short 25 minute drive south of Winnipeg on Provincial Trunk Highway (PTH) 59, an ideal location for those looking to escape the city. The Village is also a hub for healthcare, culture, and education. Located in southern Manitoba, the Village has seen a large population growth between 2016 to 2021 (over 11%) and shows no sign of slowing down.

AVAILABLE PRIME DEVELOPMENT AREAS

The Village is well positioned with readily serviceable land to accommodate residential development of

many forms. The community already has a diverse housing stock and a willingness to accommodate all forms of development.

What sets the Village apart from other smaller communities is the amount of available land located within Village boundaries. These areas are located near major transportation routes and existing municipal, commercial, and healthcare services so new development will fit right into the existing community.



ACCESS TO HIGH QUALITY SERVICES & AMENITIES

One advantage the Village has are the quality services that are already present. Some of the amenities include:

- Bilingual Education (K-12), Daycare & Pre-school
- Established Grocery & Retail Stores
- Recreational Facilities
- Healthcare Services in the Village
- High-Quality Digital Infrastructure



THRIVING BILINGUAL COMMUNITY

The Village is a thriving Francophone community, with over 60% of residents being French-speaking. There are also multiple Francophone cultural events held in the Village annually, including a maple syrup festival and a Francophone arts festival. In addition, many services are provided in French, making it an ideal location for anyone wishing to live in a Francophone community.



INVESTMENT OPPORTUNITIES

St. Pierre-Jolys' economic experts have analyzed and identified the following markets to have unique and favourable opportunities within the region's Targeted Residential Development Sector:



**CONDOMINIUM
 DEVELOPMENT**

- Growing population will need affordable housing options
- Land available in urban centre



**SENIOR'S HOUSING
 INDEPENDENT & ASSISTED
 LIVING**

- Continuing Care Retirement Community
- Active Living Centre Development



NEIGHBOURHOOD DEVELOPMENT

With large areas of land located within municipal boundaries, the Village is primed for larger development projects and community development.



MAIN STREET & INFILL DEVELOPMENT

- Mixed-Use Development
- Character Areas on Main Streets
- Infill Opportunities on Main Streets



FAST FACTS

- Over 60% of the population is bilingual in English and French; services and business are available in the language of choice
- The recreation industry remains a continuous point of investment for the Village and interest of the populace: a prime example includes the new connection of the 198.5km Crow Wing Trail to the Trans Canada Trail Network
- A majority of the area is capable of 1 GB/s download speeds, with plans and backing to further expand this coverage dramatically
- The Village will continue to experience impacts related to a majority aging population. This includes: migration to service hubs for healthcare and housing, and increases in retirement quality-of-life expectations, such as wellness, recreation and quality seniors' housing for the entire aging spectrum.



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