



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 Travelers
- 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:

- Municipal Rebate Fee - Rebate on City imposed fees (Inspection, Permit, Administrative fees)
- Business Attraction & Expansion Program - A Business Incentives Program calculated based on the incremental assessed value via building improvements such as new construction or building expansions; awarded up to five years, starting a year after occupancy or construction completion.

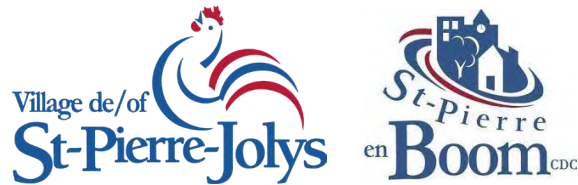
[STATS & RESOURCES](#)

[SITE SELECTOR](#)

CONTACT US

Ready to start your next business investment or expansion in St. Pierre-Jolys? There are several incentives and supports available to assist investors and business.

Our team of economic development experts are here to help. If you would like more information or would like to speak with the Economic Development Manager, please contact:



ECONOMIC DEVELOPMENT MANAGER

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