



INVEST IN EMERSON-FRANKLIN

COMMUNITY PROFILE

Municipality of
Emerson-Franklin



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EMERSON - FRANKLIN STORY

The history of Emerson-Franklin dates back to the early 1870's when two railway entrepreneurs, Thomas Carney and William Fairbanks, planned a settlement on the east banks of the Red River immediately north of the United States border. This settlement was named Emerson after the American poet Ralph Waldo Emerson. The founders envisioned a major junction and booming trade centre located at the first US-Canadian land border crossing.

The Town of Emerson had for many years been known as the Gateway to the Canadian Mid-West and the railway border town. The founders

envisioned a major junction for the north to south railway, but also a major part of the east to west route across Canada.

By the mid 1870's, the Town began to see hundreds of people arrive from Europe, brought to Emerson by steamboats through the Red River. By the fall of 1880, with thousands of new settlers, Emerson was a booming trade centre. To this day, the town continues to be a major hub for international trade between Canada and the United States.



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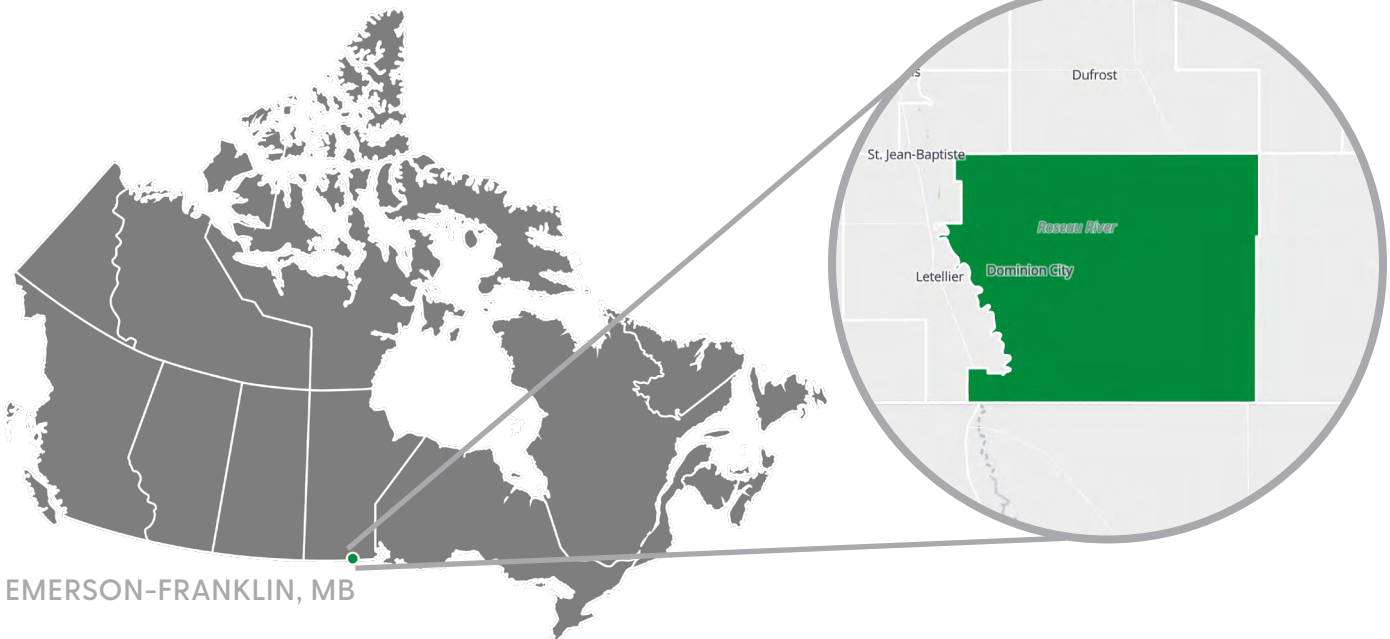
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WHERE IS EMERSON-FRANKLIN



EMERSON-FRANKLIN, MB

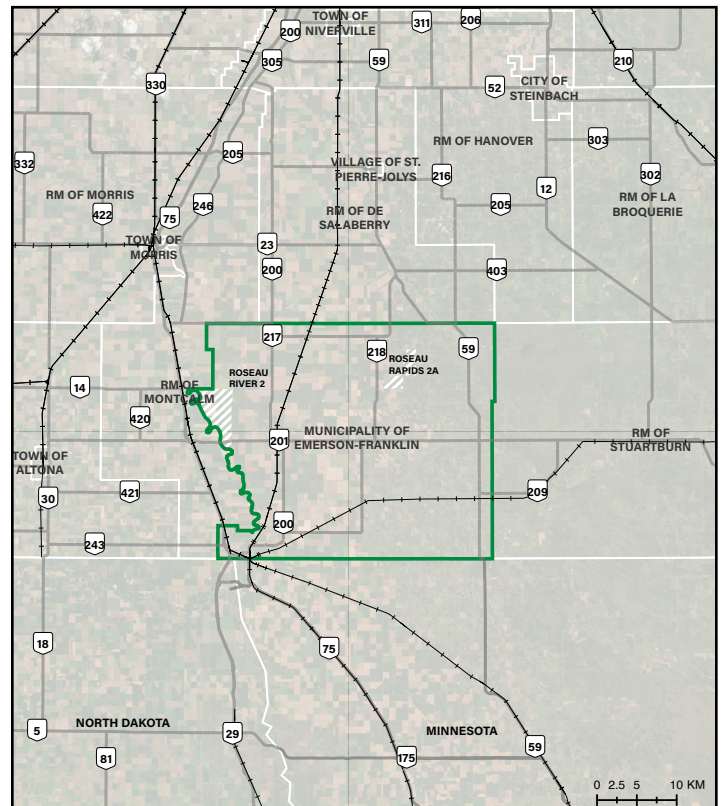
1.0 INTRODUCTION



Located on the southern edge of Manitoba and the traditional territory of the Anishinaabeg, Cree, Oji-Cree, Dakota and Dene Peoples, and the homeland of the Red River Metis, the Municipality of Emerson-Franklin has a population of 2,437, which includes the communities of Dominion City, Tolstoi, Ridgeville, Arnaud, Rosa, and Roseau River. Roseau River Anishinabe First Nation has a long history in the area, evident with two reserves consisting of about 6300 acres.

Emerson-Franklin is known for its rich heritage, picturesque prairie landscapes, and unique location to railway junctions and the first land-based border crossing in Canada. The Municipality is known for its winding rivers and striking contrast between historic settlement centres and the surrounding flat prairie countryside.

In total, the Municipality neighbours the RM of De Salaberry to the north, the RM of Montcalm to the west, the RM of Stuartburn to the east, and the United States to the south, North Dakota and Minnesota.



2.0 CITIZENS

POPULATION

The census population of Emerson-Franklin was 2,537 in 2016 and 2,437 in 2021, a change in population of minus (-) 3.9%. The Municipality has experienced a stable population rate since amalgamation in 2015.

GROWTH

Emerson-Franklin's stable and resilient population over the years can be attributed to the strong trade and agricultural based industry that is rooted across several small towns and communities.

AGE PROFILE

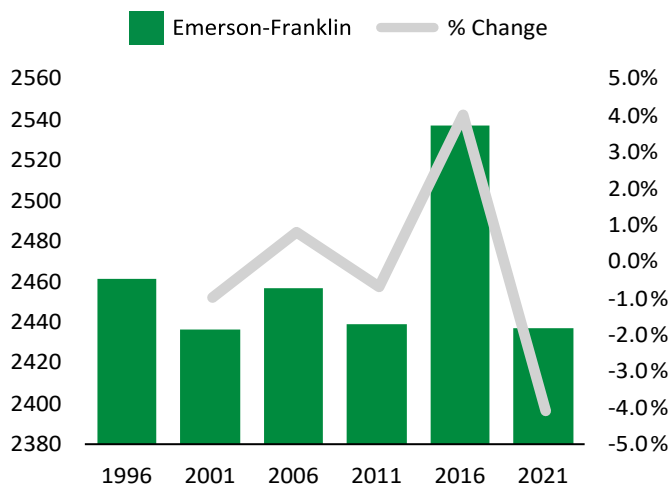
Like many communities across Manitoba and Canada, Emerson-Franklin is young, yet aging. There is a higher proportion of mid-age and older-age adults and also a larger proportion of youth ages 14 and under compared to Manitoba, which creates an age cohort gap between the ages of 20 to 49.

LANGUAGE PROFILE

English is the most commonly spoken language in Emerson-Franklin with 87% of respondents speaking primarily English at home. The second most commonly spoken language at home is German with 7%.

Figure 1

Growth Trend



Statistics Canada 2021

20%

of people aged 50-64

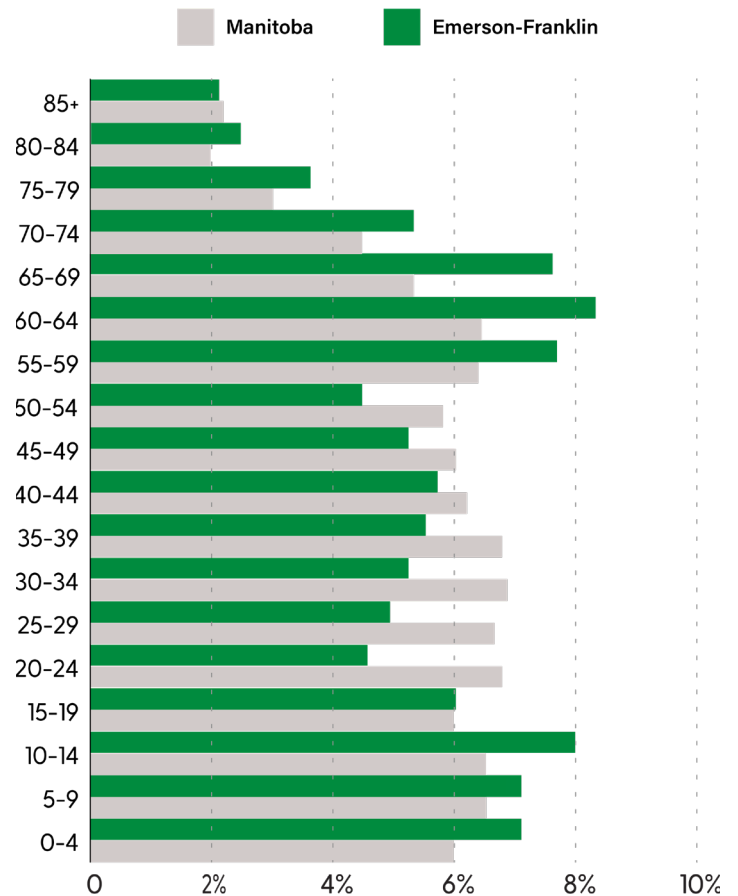
Table 1. Emerson-Franklin Population

1996	2001	2006	2011	2016	2021
2461	2436	2457	2,439	2537	2437

Statistics Canada 2021

Figure 2

Age Profile

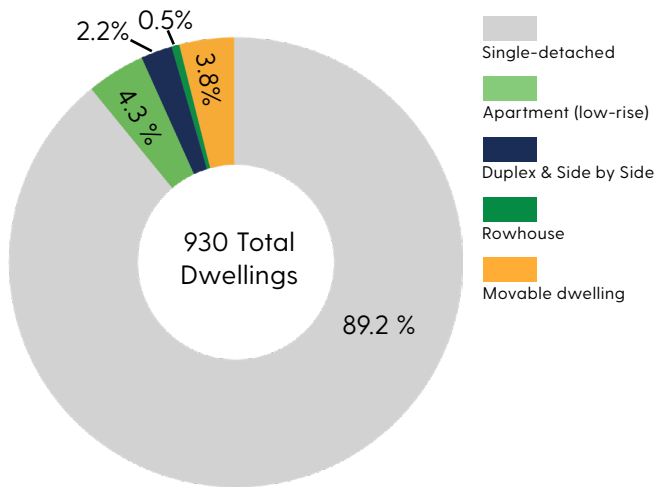


Statistics Canada 2021

HOUSING TYPES

The distribution of dwelling types is comparable with smaller urban and rural areas in Manitoba. The dominant housing style in Emerson-Franklin is the single-detached home. The second most common are low-rise apartment buildings. The remainder is made up of semi-detached, rowhouse, and mobile dwellings, and other dwellings.

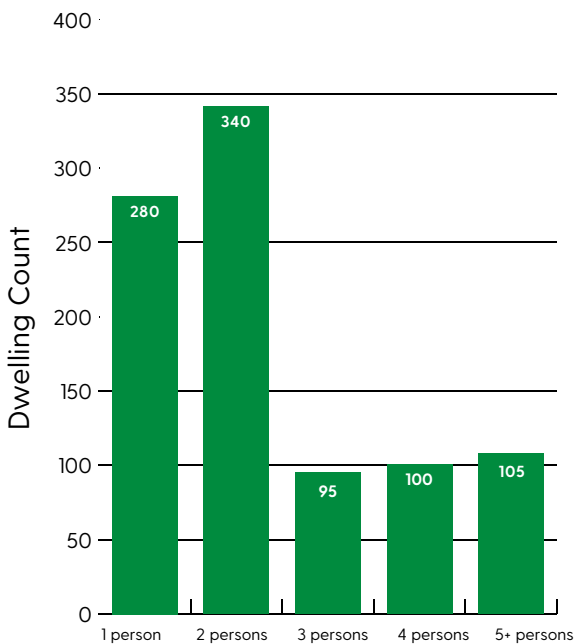
Figure 3 Housing Typology



Statistics Canada 2021



Figure 4 Household Size



Statistics Canada 2021



Average Household Size

2.5

Median Household Income

Emerson-Franklin \$49,109

Manitoba - \$59,093

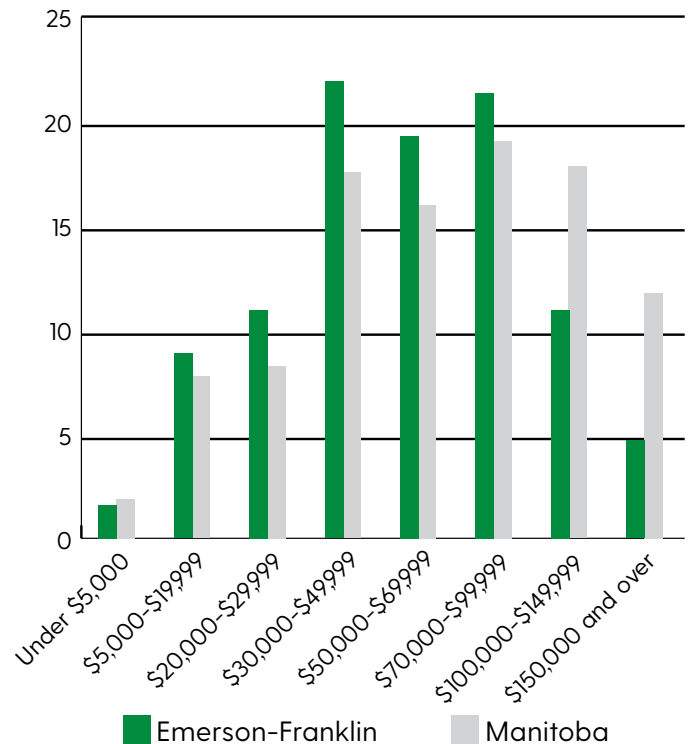
Canada - \$56,000

After Tax - Statistics Canada 2016

HOUSEHOLD INCOME

While the median household income in Emerson-Franklin is below the Manitoba and Canadian median, over 56% of households earn \$50,000 or greater. There is also a greater proportion of households earning in most income brackets except in household incomes of \$100,000 or greater.

Figure 5 Household Income



3.0 KEY SECTORS

LOGISTICS HUB & TRADE CORRIDOR

Given the connection to the Emerson-Pembina POE, the far-reaching International Mid-Continent Trade Corridor, and Winnipeg and CentrePort Canada, Emerson-Franklin is strategically located to support investment in industries tied to transportation and logistics. Manitoba is a transportation distribution centre with access to many national and international trucking companies. Manitoba and Emerson-Franklin is well-positioned to meet the needs of the 21st century supply chain. Emerson-Franklin offers:

- Proximity to larger urban centres
- Developable land close to major highways

- Located near the Emerson-Pembina POE
- Access to three major railways (CN, Canadian Pacific, BNSF)
- Established and skilled workforce

For additional resources and information related to Emerson-Franklin' Logistics Hub & Trade Corridor Sector, please review the following links:

- [Logistics Hub & Trade Corridor Sector Profile](#)
- [Site Selector](#)



TRUCK AT THE
EMERSON-PEMBINA PORT OF ENTRY

3.0 KEY SECTORS

AGRICULTURE, FOOD & BEVERAGE

Emerson-Franklin has a strong agricultural history and agriculture will continue to contribute to the economy of the municipality with a significant portion of the municipalities agricultural land falling into Class 2 or 3 capabilities.

Livestock continues to play a major role in both the local and provincial economy. Emerson-Franklin has land suitable for pasture or barns, and an established trade route making it an ideal location for livestock production.

Agriculture continues to be one of Manitoba's leading exports and over the last number of years, food processing has seen significant investment, specifically with pea processing investments in

other parts of the Province. Benefits of investing in Emerson-Franklin include:

- Established and experienced workforce
- Access to highly capable soils
- Access to markets, supply chains, and transportation

For additional resources and information related to Emerson-Franklin's Agricultural Supply & Services Sector, please review the following links:

- [Agriculture, Food & Beverage Sector Profile](#)



GRAZING CATTLE
CREDIT: BRANDON SUN

3.0 KEY SECTORS

TARGETED RESIDENTIAL DEVELOPMENT

With close proximity to Winnipeg, the communities in Emerson-Franklin are an attractive destination for urban individuals and families looking to experience a small town atmosphere while remaining close to safe, major urban areas. This continuing trend of urban migration towards rural communities provides an opportunity for residential development in Emerson-Franklin.

Like many rural communities, the population of Emerson-Franklin has a higher portion of mid-age and older adults. As the town of Emerson serves as a healthcare hub for the municipality, there is an opportunity to provide housing for residents who wish to stay in the communities they have lived in

their entire lives. In addition, Emerson-Franklin has also seen a decrease in family size. These factors present opportunities to develop smaller dwelling units more suitable for smaller families and that are easier to maintain for older and aging adults looking to downsize.

For additional resources and information related to Emerson-Franklin's Targeted Residential Development Sector, please review the following links:

- [Targeted Residential Development Sector Profile](#)
- [Site Selector](#)



PROFESSIONALS DISCUSSING
HOUSING PLANS

3.0 KEY SECTORS

OUTDOOR RECREATION & TOURISM

Outdoor recreation and heritage amenities drive the tourism activity in Emerson-Franklin. With access to the Roseau River, which has over 80 rapids and several access points along the river, Emerson-Franklin is ready for outdoor adventures. Several campgrounds in the municipality demonstrates that there is a demand for outdoor and nature-based tourism, which has increased since the onset of the pandemic as people look for safe places to travel.

Emerson-Franklin's tourism sector can also benefit from its location. Only a short drive from Winnipeg and other larger urban centres, Emerson-Franklin is a prime location to attract domestic travellers. In addition, with the loosening travel restrictions,

cross-border travel is expected to rebound. With a monthly average of 20,000 vehicles crossing into Canada (pre-pandemic), there are opportunities for development of tourism support services including hotels, restaurants, and other hospitality services for incoming travellers.

For additional resources and information related to Emerson-Franklin's Tourism & Visitor Experience Sector, please review the following links:

- [Outdoor Recreation & Tourism Sector Profile](#)
- [Travel & Tourism](#)



SENKIW
SWINGING CABLE BRIDGE

3.0 KEY SECTORS

INFORMATION TECH. & ENERGY INNOVATION

The post COVID economy will be increasingly digital reducing geographical location constraints. Critical to supporting a digital economy, Emerson-Franklin has the available technology and infrastructure to service several industries. With the introduction of [Valley Fiber](#) in southern Manitoba, most communities in Emerson-Franklin have access to high-speed internet.

In addition to digital infrastructure, Emerson-Franklin also has access to sustainable energy sources to support a wide range of services from home businesses to larger industrial uses. The strategic

location near efficient transportation infrastructure presents an opportunity to increase climate resiliency by investments in new technology and future innovations.

For additional resources and information related to Emerson-Franklin's Technology & Green Innovation Sector, please review the following links:

- [Information Tech. & Energy Innovation Sector Profile](#)



MECHANICAL
ENGINEERS

4.0 ACCESS TO MARKETS



One significant advantage of investing in Emerson-Franklin is its position along the International Mid-Continent Trade Corridor. The International Mid-Continent Trade Corridor is a network of highways and rail lines that connect cities and major metropolitan areas of North America. The Emerson-Pembina Port of Entry (POE) is the busiest commercial crossing in Western Canada and serves as an entry point into the United States facilitating critical north south trade between Canada, US and Mexico. The area that is now

Emerson-Franklin has always served as a major point for trade and commerce as it was a trading post for the Hudson Bay and Northwest Company, and also the first land border crossing established in Canada in 1871.

On a local scale, Emerson-Franklin is roughly a one hour drive from other larger centres including Winkler & Morden (70 km & 82 km), Steinbach (95 km), and Winnipeg (110 km).



NEAR EMERSON BORDER CROSSING

ROADS

There are two major Provincial Truck Highways (PTH) within the RM. PTH 75 is on the west side of the municipality and runs north-south and connects the town of Emerson north to Winnipeg and beyond, and south into the United States as Interstate 29. PTH 59 is on the east side of the municipality and also runs north-south and connects to Winnipeg in the north, and the smaller Tolstoi POE into the United States.

The other major roadway within Emerson-Franklin is Provincial Road 201. This road runs east to west and connects PTH 75 & 59, also extending into the RM of Montcalm to the west and the RM of Stuartburn to the east. PR 201 is slated to receive upgrades to Road Transportation Association of Canada (RTAC) standards which can support loads of up to 24,000 kg (53,000 lbs).

RAIL

Most of Manitoba trade is imported by truck or rail. There are three main rail carriers located within Emerson-Franklin. These carriers are Canadian National (CN), Canadian Pacific (CP), and Burlington Northern & Sante Fe (BNSF), and carry freight north to Winnipeg and beyond.

AIR

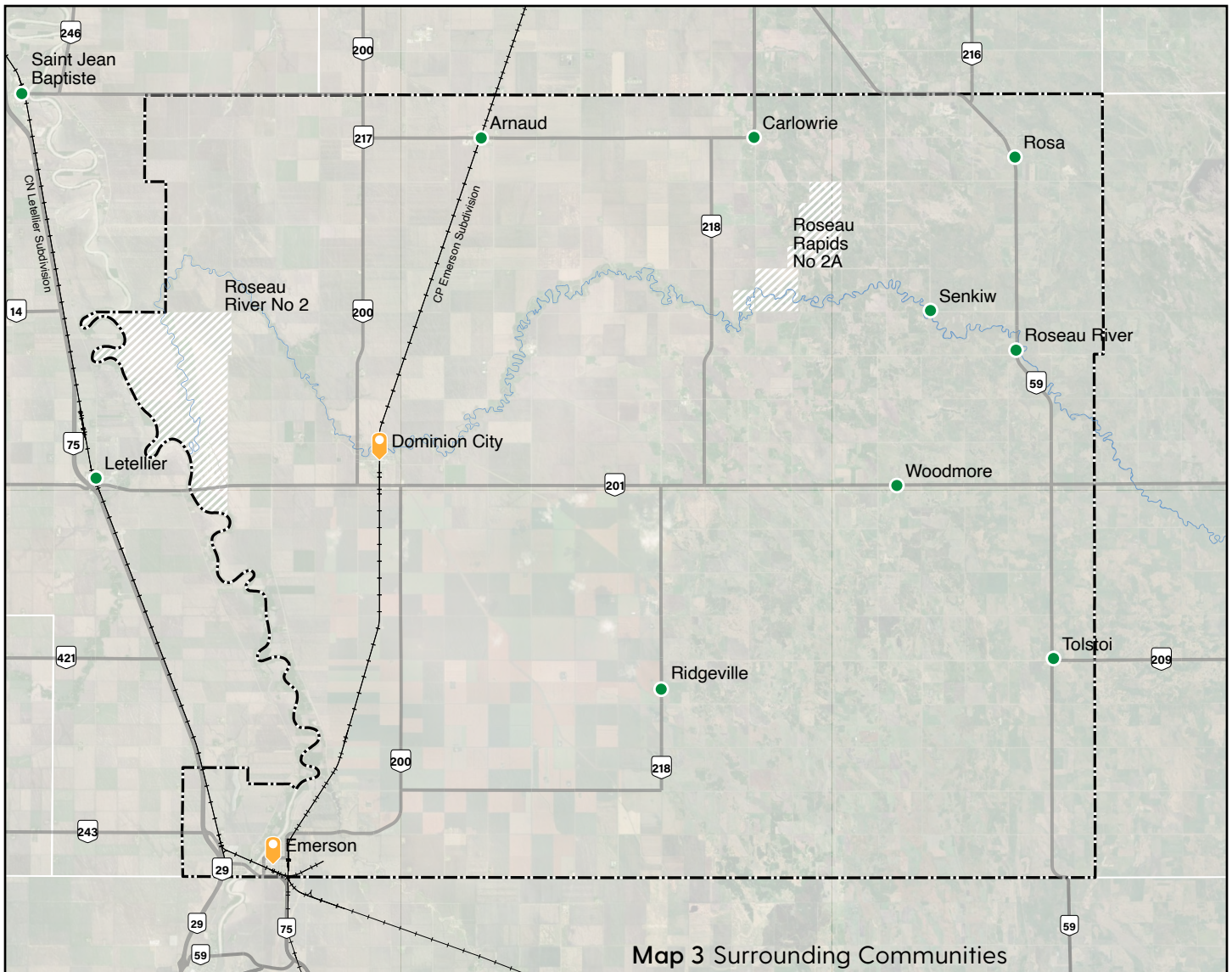
While there are no airports or airstrips within the municipality, there are a number of smaller facilities in surrounding municipalities. Facilities include the Altona Airport (32 km), Rosenort Airstrip (61 km), Winkler Airport (70 km) and Steinbach Airport (90 km). The nearest international airport is the James Armstrong Richardson International Airport (YWG) located in Winnipeg.

Richardson International Airport:

- Located 115 kilometres north of Emerson-Franklin
- Accommodating nine carriers and 525 weekly nonstop flights, including international carriers, commuter airlines, jet freight carriers, fixed base operators, and various charter operations
- Two runways, 11,000 and 8,700 feet long

Steinbach Airport:

- Located 90 kilometres northeast of Emerson-Franklin
- One runway 2900 feet long and has an asphalt surface



Emerson-Franklin is made up two urban communities (Emerson and Dominion City) and several rural communities. Each of these communities provide add unique qualities to the municipality as a whole.

Emerson is the largest urban community with a population of about 660 as of 2021. Being located next to the international border, it serves as the primary centre for trade, healthcare, and amenities for the municipality and immediate surroundings. The Emerson-Pembina Border Crossing is the busiest commercial border crossing in western Canada.

Dominion City is the second urban community in Emerson-Franklin with a population of about 319 as of 2021. It emerged as a community following the completion of the Pembina Branch of the Canadian Pacific Railway in 1878.

There are several rural communities that are spread out throughout Emerson-Franklin. This includes the communities of Arnaud, Ridgeville, Rosa, Senkiw, Tolstoi, and other smaller settlements. Tolstoi is the largest of the rural communities and has amenities including a grocery, hotel/bar, and a seniors centre. There is also a second smaller Port of Entry located a short drive south of Tolstoi.

COMMUTE

In the 2016 census, 42% of respondents said their commute was less than fifteen minutes to work, while 38% people said their commute was thirty minutes or more to work, and roughly 12% of respondents commute 60 minutes or more.

While these indicate that many people are working within their own communities or within the RM, there is a significant portion of people that travel outside municipal boundaries for work. This is likely due to the proximity to larger centres like Winnipeg or Steinbach.



Table 2. Surrounding Communities	
Community	Population (2021)
Emerson-Franklin (CSD)	2437
Emerson	660
Dominion City	320
Tolstoi*	40
Rosa*	40
Ridgeville*	10
Senkiw*	10
Woodmore*	20
Arnaud*	35
Roseau River (FN)	2,152

*Population Data not available. Approximate population only.

Figure 6 Distance Traveled for Work

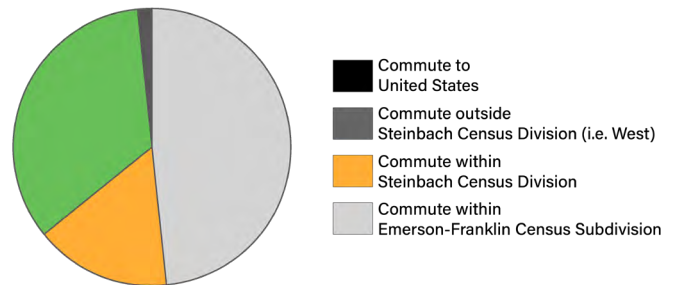
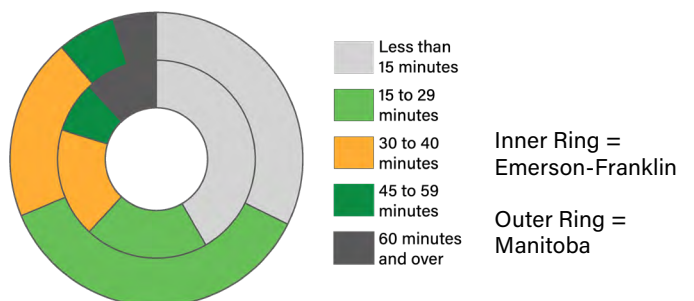


Figure 7 Commute Duration





5.0 AMENITIES

ARTS, CULTURE AND HERITAGE

Given the rich history of trade in the region dating back to the 1870's, Emerson-Franklin offers many historical and cultural amenities to residents and visitors alike.

- **Community Halls** – There are a number of **community halls** within the communities in Emerson-Franklin that offer a wide variety of facilities including sound systems, stages, kitchens and more to host any type of event.
- **Local Art** – Try your hand at pottery at the Bridgehill Pottery Workshop in Emerson

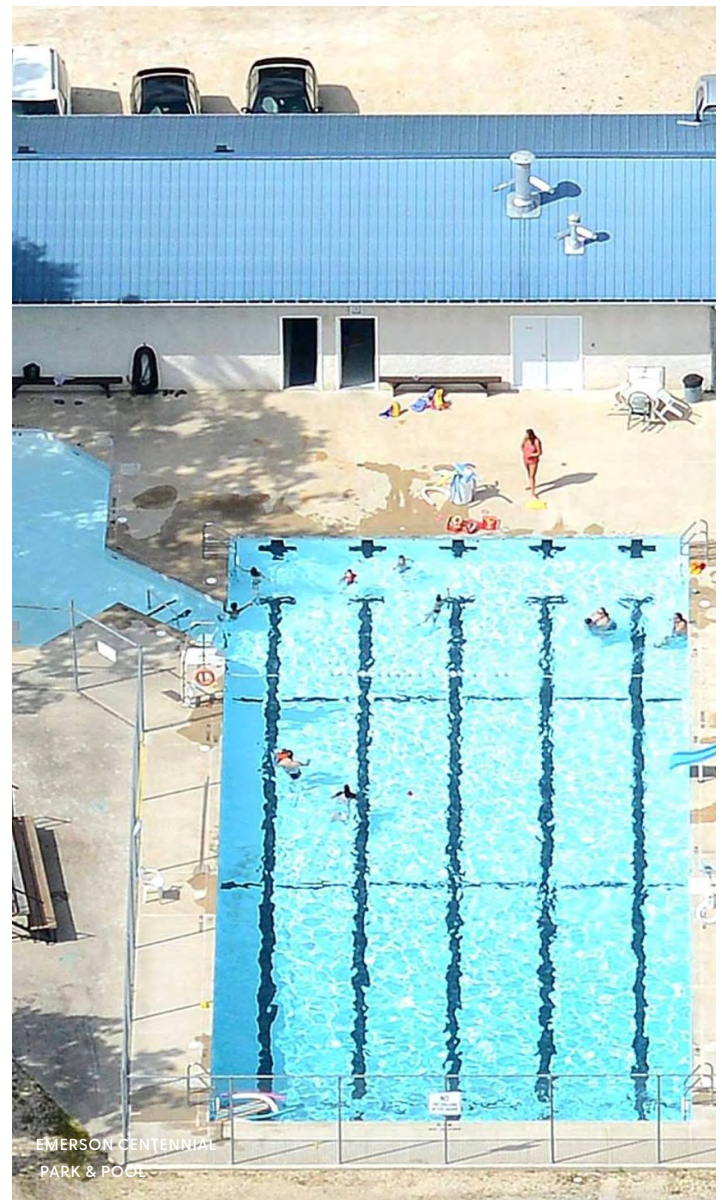
Historical Assets – A defining character of Emerson-Franklin is its quantity and quality of historical assets, these include:

- [Fort Dufferin National Historic Site](#)
- [Franklin Museum](#)
- Historic Log Buildings
- [Tolstoi Heritage Centre](#)

RECREATION AND PARKS

Emerson-Franklin boasts a wide-variety of outdoor and nature-based amenities. Highlights include the [Roseau River Water Adventure](#), a 27 km trip along the Roseau River from Roseau River Park to PR 218 ideal for tubing, kayaking, or canoeing, and the [Senkiw Swinging Cable Bridge](#). Other [outdoor recreation opportunities](#) in Emerson-Franklin include:

- Emerson Centennial Park
- Public pools (Emerson & Dominion City)
- The Crow Wing Trail
- Curling rinks
- Outdoor skating rinks
- Baseball diamonds
- Tennis court in Emerson Centennial Park
- Roseau River Park
- Emerson Rink & Dominion City Arena



CAMPING & OUTDOOR ADVENTURES

There are many opportunities for camping within Emerson-Franklin. Some of the venues include:

- **Oroseau Rapids** - located on the north shore of the Roseau River near the community of Roseau River, Oroseau offers a range of unserviced (no water or electricity) sites and specializes in hosting groups.
- **Prairie Oak Campground** - offers seasonal, monthly, and overnight rentals with a range of services including showers and laundry facilities, and access to a man-made beach

- **RV Parks** - two RV parks, **Roseau River Big RV Resort** and **Sunset Oaks Family RV Park**, offer seasonal sites with electrical service for larger RVs or campers.
- **Emerson Centennial Park Campground** - located in Emerson, the campground has both full and unserviced sites with internet access and a dumping station.



GOLF

There are two golf courses in Emerson-Franklin. The [Emerson Golf Course](#) is a nine-hole course open to the public. The course also features a new clubhouse with a fully licensed restaurant called The Depot. The [Kyle Memorial Golf Course](#) in Dominion City is a nine-hole course open to the public with a fully licensed clubhouse.

ACTIVE LIVING AND WELLNESS

Located in Dominion City, [Abbeyfield Healthy Living Centre](#) offers a number of programs and activities for seniors in Emerson-Franklin. The Healthy Living Centre offers a meal program, a weekly coffee club, a walking club, game days and bingo, along with massage therapy sessions.

The [Emerson Health Centre](#) is the main health care facility in Emerson-Franklin and is operated by Southern Health/Sante Sud.

The Emerson Health Centre provides electrocardiogram and laboratory services. The Emerson Health Centre also houses a medical clinic for urgent care injuries and a walk-in clinic. There is also a personal care home attached to the Emerson Health Centre and offers an adult day program, meals on wheels, and therapeutic recreation programming.

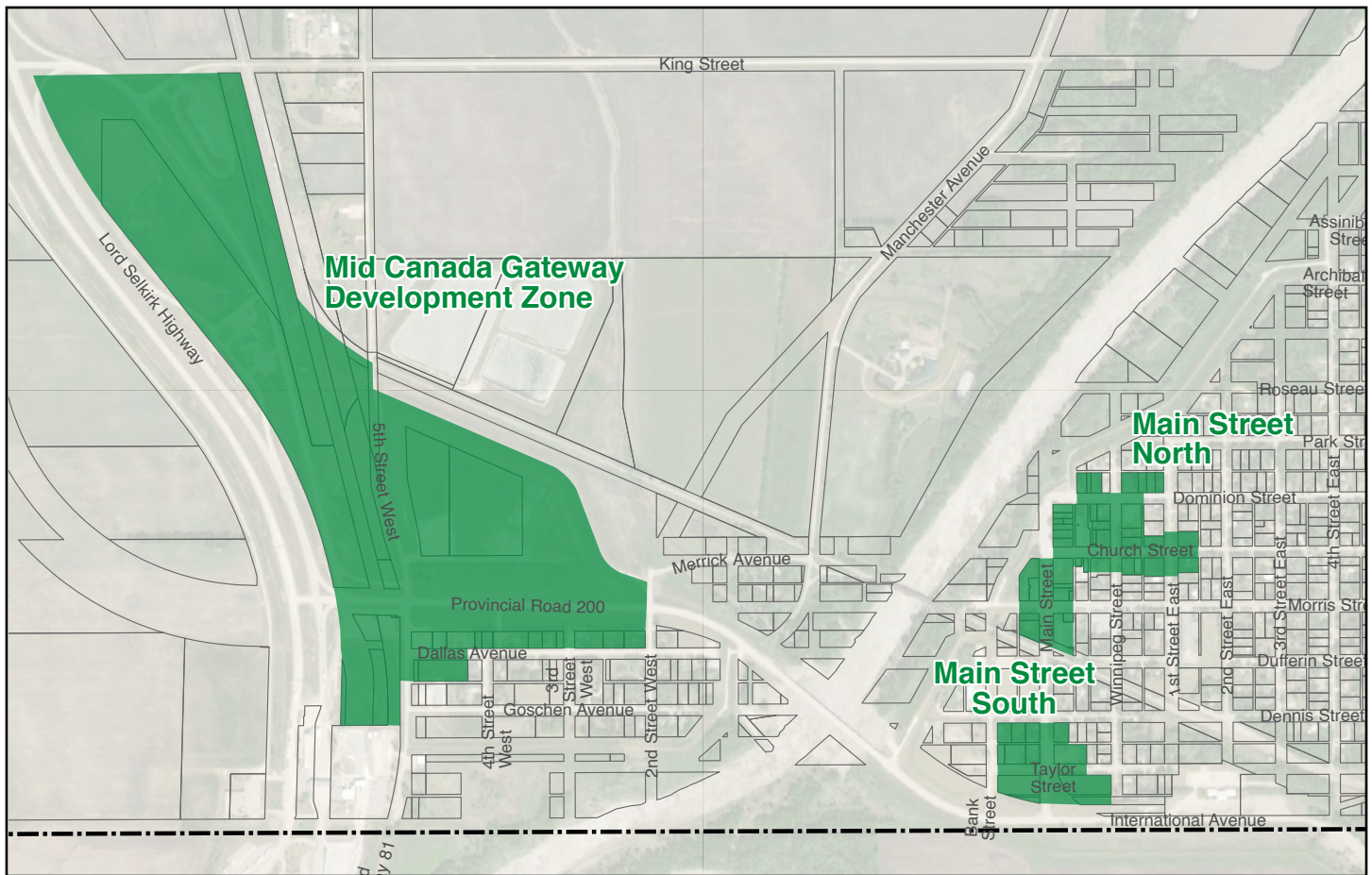


6.0 DEVELOPMENT AREAS

LAND AVAILABILITY

Emerson-Franklin has several prime development areas, including:

- Mid Canada Gateway Development Zone
- (Emerson) Main Street North & South
- (Dominion City) Town Centre East & West
- Tolstoi Village
- Arnaud North & South
- Ridgeville
- Roseau River
- Sunset Corner



Mid Canada Gateway Development Zone

Intended Use: Business Park

Available Services:

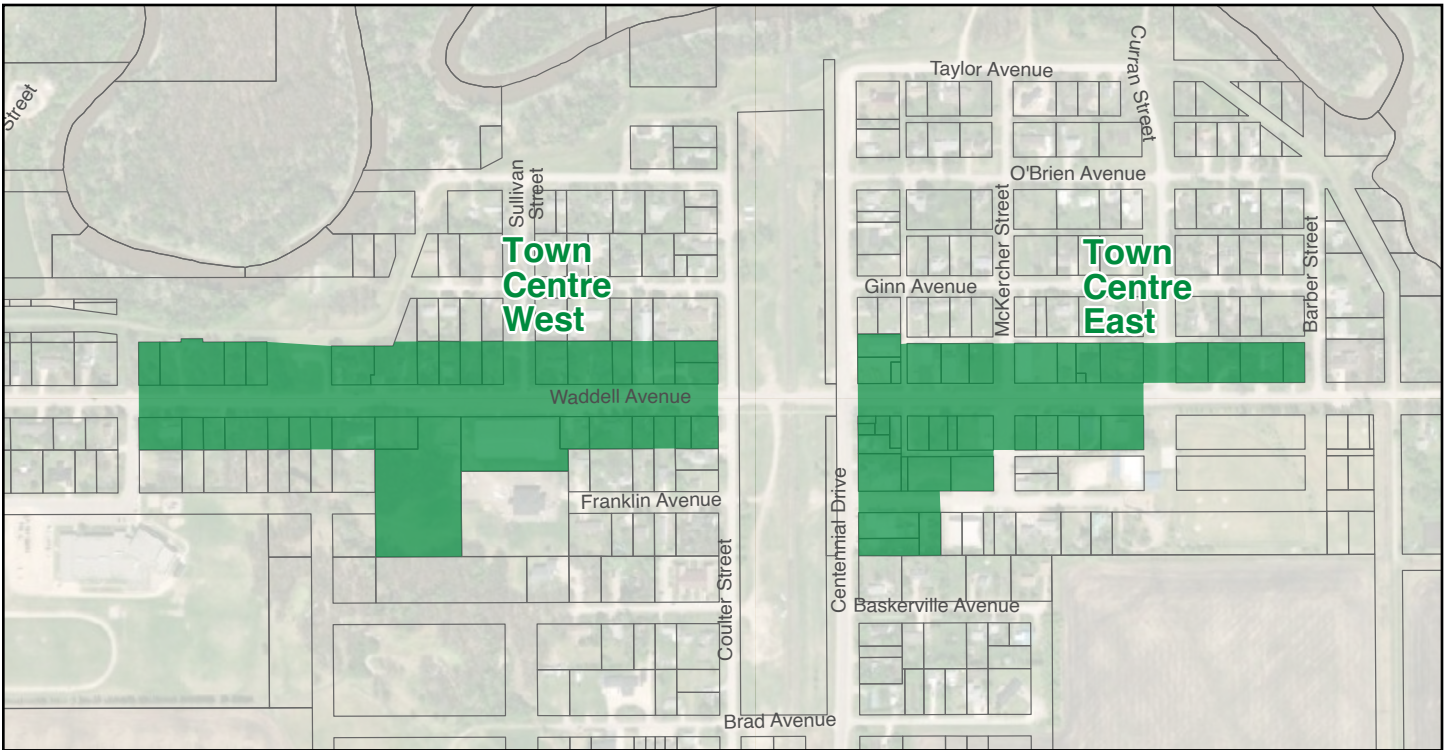
- Connection to major trunk highway
- Access to up to 3 MVA of hydroelectric power

Main Street North & South

Intended Use: Commercial - Mixed Use

Available Services:

- Nearby municipal facilities (clinic, banking, recreation facilities, library)
- Infill lots suitable for mixed-use development



Dominion City Town Centre West

Intended Use: Residential - Mixed Use

Available Services:

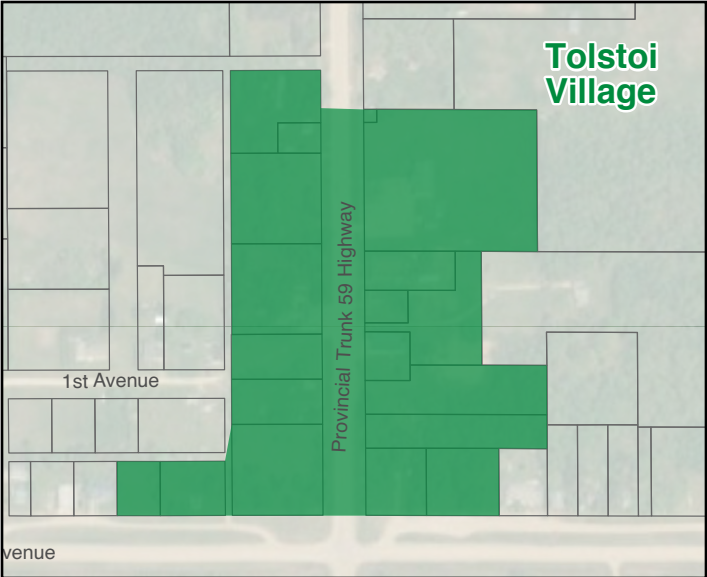
- Nearby recreational facilities
- Established residential area with lots suitable for residential or mixed-use development

Dominion City Town Centre East

Intended Use: Employment - Mixed Use

Available Services:

- Established commercial town centre
- Infill lots suitable for mixed-use development

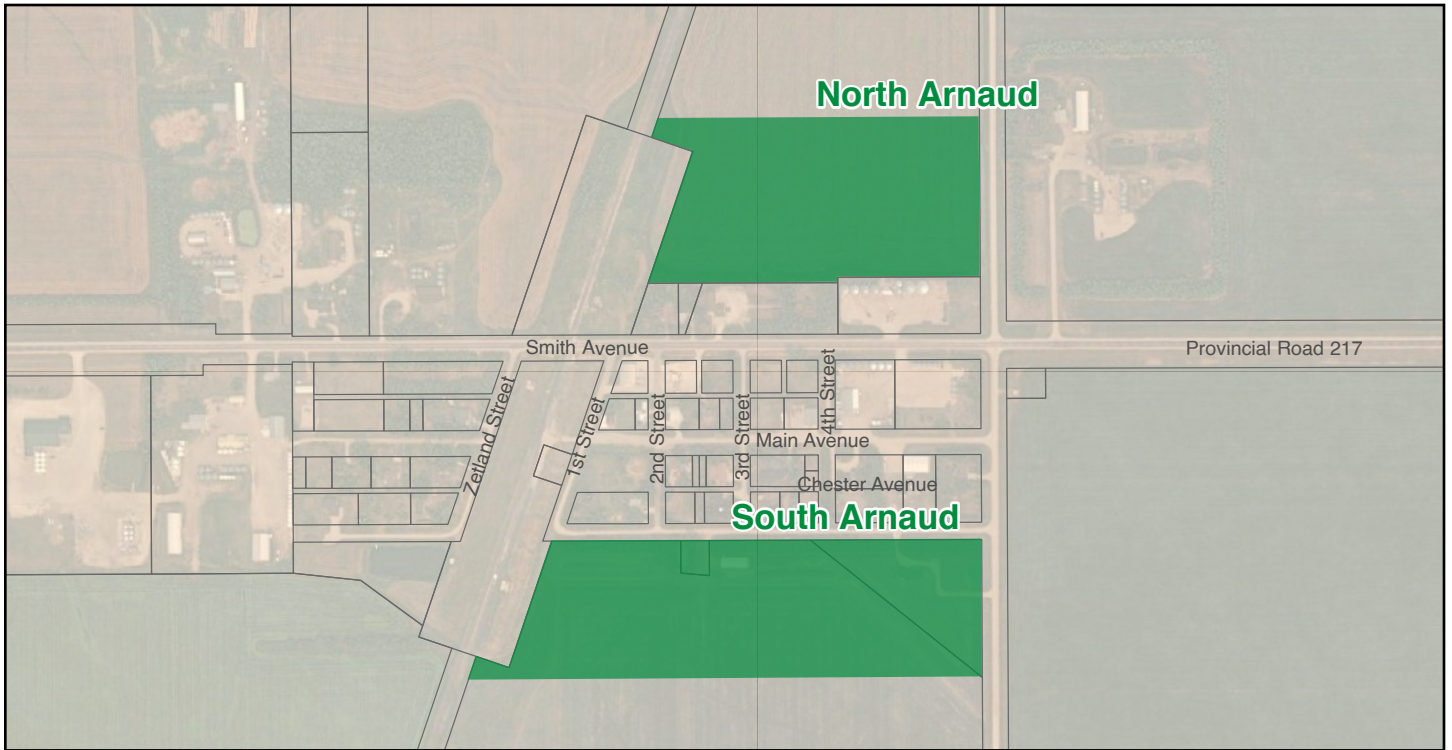


Tolstoi Village

Intended Use: Residential & Accommodations

Available Services:

- Access to major trunk highway near border crossing
- Established regional senior's centre
- Lots available on main street
- Near agricultural land



North Arnaud

Intended Use: Industrial / Commercial

Available Services:

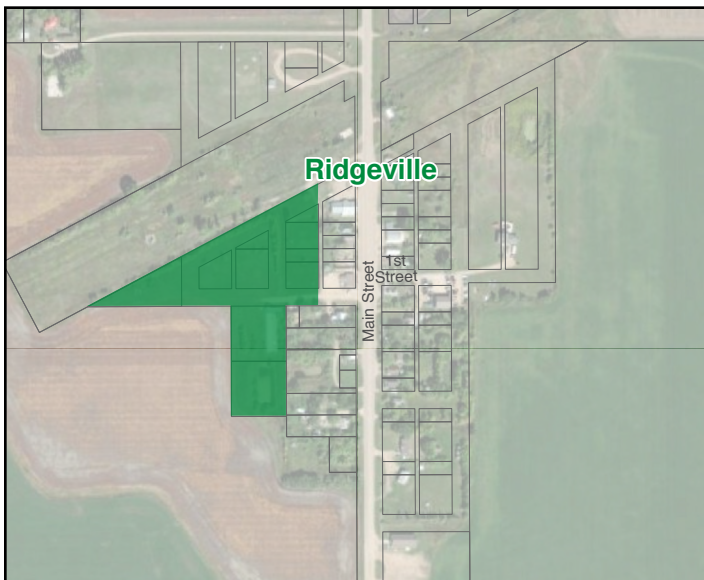
- Available municipal water infrastructure
- Proximity to CP railway - Emerson Subdivision

South Arnaud

Intended Use: Residential

Available Services:

- Growing rural community
- Nearby park facilities
- Proximity to Morris and St. Malo

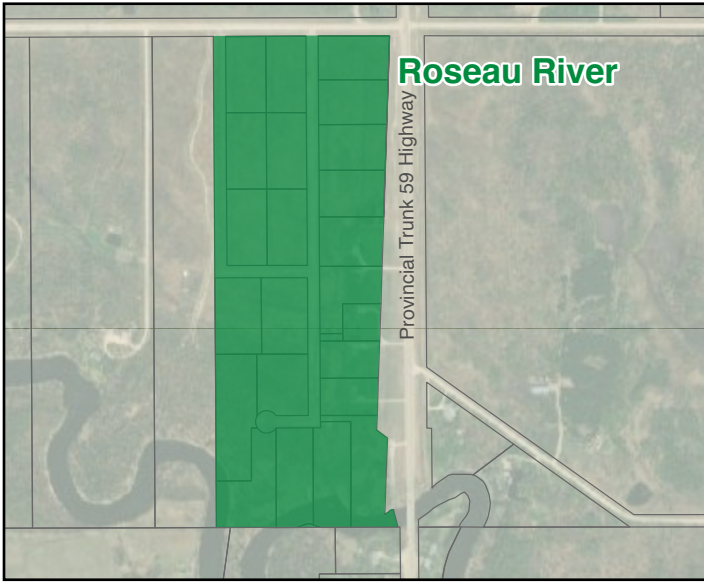


Ridgeville

Intended Use: Residential

Available Services:

- Access to parks and open space
- Ridgeville Club and Pub
- Ridgeville Community Hall

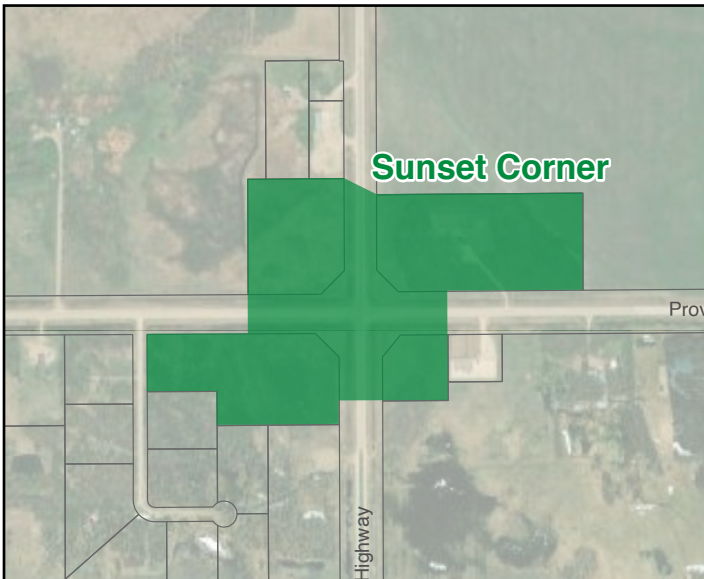


Roseau River

Intended Use: Residential

Available Services:

- Access to major trunk highway near St. Malo
- Access to Roseau River Park and Campground, Roseau River Big RV Resort and Senkiw Swinging Bridge
- Paradise Road Bakery nearby



Sunset Corner

Intended Use: Residential & Accommodations

Available Services:

- Adjacent to Can-Am Corner Gas Shop and Cafe
- Adjacent to Sunset Oaks Family RV Park
- Access to two major highways

WATER & WASTE

Water

Emerson-Franklin's current water supply is provided by the Pembina Valley Water Cooperative Inc. (PVWC). The PVWC is a privately held not for profit cooperative owned by fourteen member municipalities. Their distribution system covers a service area of 9,000 square kilometers and serves a population base of approximately 50,000 people.

PVWC operates three water treatment plants, one in Morris, Stephenfield and Letellier. The Letellier plant is closest to Emerson-Franklin. This water treatment plant draws water from the Red River. It is rated for 7.4 million liters/day (MLD) (85 l/s) and has a storage capacity of 2,450,00 litres or 540,000 gallons. The Co-op has approximately 14.3 km of 75mm water pipeline along certain road allowances in the RM and the Town.

Wastewater Treatment

Emerson's wastewater lagoon system is composed of three cells, two constructed in 1980 and a third added in 2011. Whereas Dominion City's wastewater lagoon system is composed of two (2) cells. Both Lagoon systems currently have the capacity to meet the demands on the of the Emerson-Franklin.

Emerson Franklin's sanitary sewer system uses a series of wastewater pipes to collect and distribute the sewage through a gravity system towards their wastewater treatment lagoons. There are currently no plans for any significant expansions.

Waste Management

Emerson-Franklin uses a waste transfer station that accepts waste such as household garbage, recyclables, scrap metal, tires, oil and electronics may be deposited free of charge. Larger item or bulk loads require additional fees. Waste is picked-up weekly, while recycling is bi-weekly. The recycling is handled by SMILE St. Malo Inc. An up-to-date list of accepted materials is provided for the residents of Emerson-Franklin.

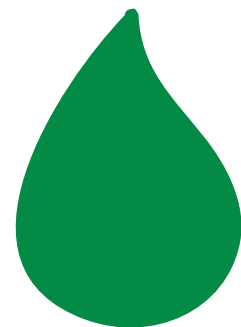


Landfill Rates

\$15 per 1/2 ton truckload
\$20 per 1 ton truckload
\$50 per large truckload

Water Rates

\$10.74 per 1000
MG + \$23.88
Customer Service
\$18.70 Bulk Water
Sales rate per
1000 gallons



Property Tax Rates

At Large Levy - 7.950 Mills
Rural Area Levy - 8.577 Mills
LUD of Emerson - 10.305 Mills



DIGITAL INFRASTRUCTURE

In 2011, the Emerson-Pembina border crossing was determined by Government of Canada as one of the five priority areas for infrastructure investment and better binational coordination. The Government of Canada completed in 2018, \$19 million in infrastructure enhancements to support the continuing growth of trade flows through the Emerson-Pembina POE.

The Zone seeks to leverage the most recent POE infrastructure enhancements and provide access to trade facilitation services within a pre-determined geographic footprint on the Emerson side of the POE.

Emerson-Franklin is serviced by a number of internet-telecommunication providers offering internet speeds between 5 Megabytes per second (mbps) to 1 Gigabytes per second (gbps) download, and 50+ mbps upload speeds.

LTE and 4G cellular services are available in the Municipality through numerous service providers, such as BellMTS, Rogers, Telus, Xplore Mobile, etc.

HYDROELECTRICITY

Electricity is provided to Emerson-Franklin by [Manitoba Hydro](#). Rates as of January 2022 are presented in tables 3,4 and 5.

NATURAL GAS

Manitoba Hydro also provides natural gas to Emerson-Franklin. The natural capacity varies throughout the region and the following values are estimates that are subject to change at any time.

Manitoba Hydro has a limited capacity along Provincial Road 200, an increase in demand would require system improvements.

Around the Emerson Junction and road 17E, Manitoba Hydro can provide around 1 to 10 MCFH; capacity to support larger restaurants, auto body shops, livestock barns, or small to medium apartments. Whereas Manitoba Hydro's capacity in Emerson and Dominion City is close to 11 to 25 MCFH; enough to support large apartment complexes, large shopping centres, grain dryers, or small to medium food production plants.

The greatest capacity is along Provincial Road 201, where Manitoba Hydro is capable of providing around 51 to 75 MCFH; capacity to support large food production plants or large manufacturing facilities. (Manitoba Hydro)



Table 3. Residential Standard Hydro Rates

Charge	Cost
Basic Monthly Charge (<200 Amp)	\$9.20
Basic Monthly Charge (>200 Amp)	\$18.40
Energy Charge	9.324c/kWh

Table 4. Residential Seasonal Rates

Charge	Cost
Basic Monthly Charge (<200 Amp)	\$106.32
Energy Charge	9.324c/kWh

Table 5. Commercial Hydro Rates

Charge	Monthly	Monthly Charge (¢/kWh)			Monthly Demand (\$/kVA)	
		First 11,000 kWh	Next 8,500 kWh	Balance of kWh	First 50 kVA	Balance Demand
General Service Small	\$20.74	9.485	7.277	4.492	n/a	\$11.52
General Service Small (3 Phase)	\$33.69					
General Service Medium	\$33.69	9.485	7.277	4.492	n/a	\$11.52
General Service Large < 30 kV	n/a		4.219			\$9.75
General Service Large 30-100 kV	n/a		3.882			\$8.26
General Service Large > 100 kV	n/a		3.766			\$7.36

For larger energy needs, Contact [Manitoba Hydro](#)

7.0 COMMERCE

REAL ESTATE

On average, Emerson-Franklin approximately has one-third of its households occupied by someone renting, about 155 dwelling units. Rental units provide affordable housing options to residents and the flexibility in choice that more people are seeking out currently. Housing ownership data was last accurately calculated in the 2016 census.

COST OF HOUSING

Housing prices in Emerson-Franklin are lower than the Manitoba median. Based on the 2016 Census, the average household value in the municipality was \$125,907 lower than the provincial average. The average monthly costs for housing are also lower than the provincial average.

EDUCATION

The 2016 Census identified 43% of people in Emerson-Franklin had completed their high school and moved on to attain a trade, college or university education.



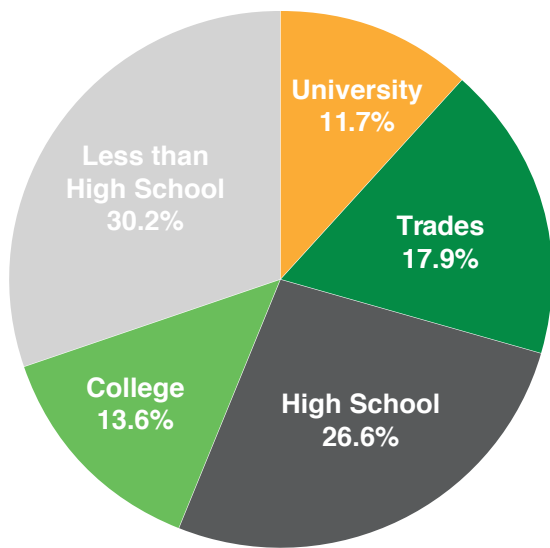
Table 6. Cost of Housing

Location	Median Price	Average Price	Rental Average Monthly Costs	Ownership Average Monthly Costs
MB	\$275,473	\$297,444	\$891	\$1,085
Emerson-Franklin	\$149,566	\$186,079	\$553	\$731

Statistics Canada 2016



Figure 8 Education Attainment



Statistics Canada 2016

Table 7. Available Education

School	2017	2018	2019	2020
Blue Clay Colony School	22	22	18	20
Emerson Elementary	77	83	83	72
Glenway Colony School	22	22	20	19
Green Ridge School	19	20	22	23
Ridgeville Colony School	12	17	16	19
Roseau Valley School	236	210	237	208
Total				361

* Additional educational institutions in the nearby communities of Altona, Gretna, Piney, Rosenfeld, Sprague and Vita

LOGISTICS

Given the region’s proximity to Winnipeg and the United States, Emerson-Franklin’s well positioned for logistical access for commercial freight. By rail, Western Canada has 3 class one railways converging in Winnipeg including the BNSF Railway that provides direct access through the Emerson-Pembina POE into the US. By land, there are a number of trucking and courier companies able to service the surrounding areas, additionally along a national network. The availability of transportation options presents opportunities for warehousing and staging of goods.

Table 8. Ownership vs. Rental

Dwelling Tenure	Emerson-Franklin	MB*
Owner-Occupied	83.9%	68.7%
Rental	16.1%	28.7%

Statistics Canada 2016

*Census 2016 total housing numbers include Band housing in Manitoba. Band housing makes up approximately 2.6% in Manitoba

LABOUR FORCE

Emerson-Franklin has an estimated 1,105 people within their labour force. In the municipality, the 'Trades, Transport and Equipment' provides the largest sector for of employment, employing 20% of the workforce. This is followed by 'Sales and Service Occupations' and 'Management' both at 19% and then 'Business, Finance & Admin' at 16.3% of the total workforce.

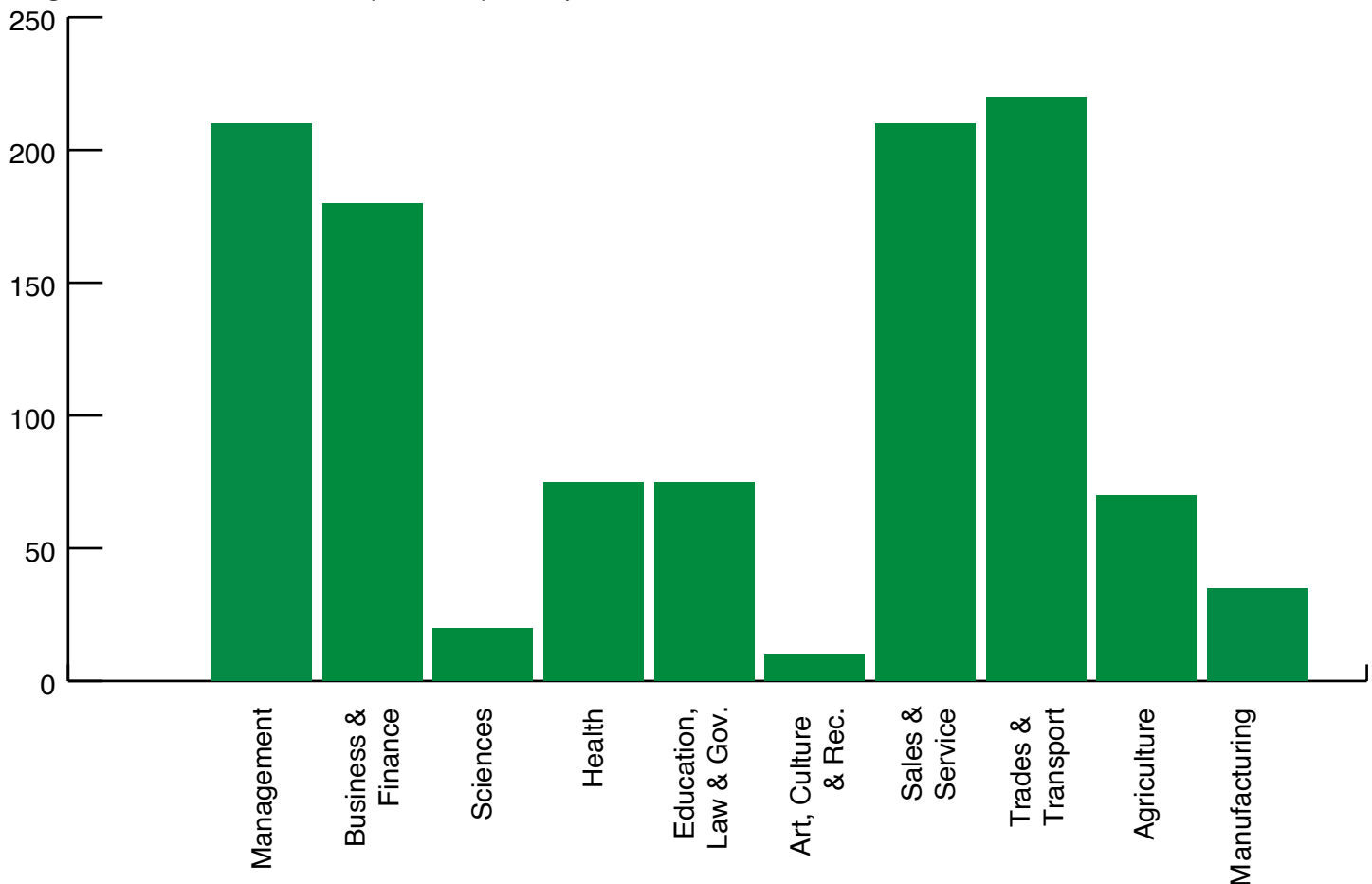
Emerson-Franklin's employment rate is 3.4% lower than the national average at 61.7%. The municipality maintains a lower unemployment rate than the national average at 4.5%, down from 6.4% at the time of the 2011 National Housing Survey.

With the Mid Canada Gateway beginning to emerge, additional jobs in a number of industries will need to be filled in the coming years. While there is a significant group of youth that will enter the workforce in these years, the Mid Canada

Table 9. Average Hourly Wage by Labour (2021)

Industry	Wage (MB average)
Resources (Agriculture & Mining)	\$22.41
Management Occupations	\$44.29
Administration	\$26.13
Healthcare (Professional)	\$42.63
Nursing	\$40.97
Business & Finance	\$34.71
Applied Sciences	\$35.60
Education	\$38.99
Social & Community Services	\$20.22
Arts, Culture & Recreation	\$23.72
Manufacturing (labour)	\$20.29
Construction Trades	\$29.82

Figure 9 Workforce by Industry (# of jobs)



Gateway will also need to rely on people from surrounding municipalities to fill these new jobs. These surrounding municipalities include De Salaberry, Montcalm, Stuartburn, and Pembina County in North Dakota and Kitson County in Minnesota. Combined, this growing region has a total population of over 20,000 people. With employment beginning to reach pre-pandemic levels, Emerson-Franklin is strategically located to capture this labour force as the region grows and new commercial, agricultural, industrial, and tourism opportunities emerge.

OPPORTUNITIES

Emerson-Franklin is a community hub for various industries and employers. Located along Highway 75 and Provincial Roads 200 and 201 with available land and access to diverse markets, Emerson-Franklin is in a position to meet investment objectives. The municipality has affordable land and properties in various areas suitable for commercial services, targeted residential development, and industrial projects.



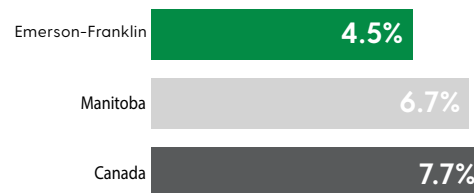
1105

Annual Employment



58.3%

Employment Rate



4.5%

Unemployment Rate

Statistics Canada 2016

Table 10. Income Tax (2022)

Jurisdiction	Tax Brackets & %
Federal	15% on first \$50,197 20.5% on next \$50,195 26% on next \$55,233 29% on next \$66,083 33% of taxable income over \$221,708
Manitoba	10.8% on first \$34,431 12.75% on next \$74,416 17% on amount over \$74,416

Table 11. Business Highlights

Largest Industries	Growing Industries
Trades, Transport and Equipment	Digital Economy
Sales and Service Occupations	Tourism
Management	Construction
Business, Finance & Admin	Trade and Services

8.0 CONNECT WITH US

PROGRAMS & SUPPORTS

Emerson-Franklin offers several programs, dedicated personnel, grants and incentives to support economic development in the Municipality. The communities are open for business and welcomes investment. Please visit the following websites to learn more about the available programs, supports and opportunities within Emerson-Franklin:

- [Invest in Emerson-Franklin](#)
- [Sector Profiles](#)

STATS & RESOURCES

Visit our Stats & Resources Library [here](#) to access a wide-range of reports, open data, publications and relevant municipal by-laws.

CONTACT US

Ready to start your next business investment or expansion? We are available and ready to assist investors and business.

Our experts are here to help. If you would like more information, please contact:



Emerson-Franklin | Economic Development

Box 66, 115 Waddell Avenue East
Dominion City, MB R0A0H0
p: 204-427-2557
info@emersonfranklin.com
efcdc011@gmail.com



9.0 SERVICE LIST

GOVERNMENT SERVICES

- **Service Canada**
427 Rue Sabourin, St. Pierre Jolys, MB ROA 1V0
2 Provincial Truck Highway 12 Unit 1, Steinbach, MB R5G 1T2
[Website](#) | P: 1-800-622-6232
- **Government of Manitoba - Infrastructure**
316 - 323 Main St, Steinbach, MB R5G 1Z2
[Website](#) | P: 204-346-6266
- **Municipality of Emerson-Franklin**
115 Waddell Ave East, Dominion City, MB ROA OH0
[Email](#) | [Website](#) | P: 204-427-2557
- **Manitoba Community Planning Office**
240 - 232 Main St, Steinbach, MB R5G 1Z2
[Email](#) | [Website](#) | P: 204-346-6240
- **Canadian Border Services Agency**
MB-75, Emerson, MB ROA OLO
[Email](#) | [Website](#) | P: 1-800-461-9999

MUNICIPAL SERVICES

- **Utilities & Services**
115 Waddell Ave East, Dominion City, MB ROA OH0
[Email](#) | [Website](#) | P: 204-427-2557
- **Manitoba Hydro Service Centre (RM of Stanley)**
12159 Road 26 W, Thornhill, MB ROG 2T0
[Email](#) | [Website](#) | P: 1-888-624-9376

EMERGENCY SERVICES

- **Emerson Fire Hall**
104 Church St, Emerson, MB ROA OLO
P: 204-373-2335
- **Dominion City Fire Department**
128 Franklin Ave, Dominion City, MB ROA OH0
P: 204-427-2222
- **Royal Canadian Mounted Police**
353 Dallas Ave, Emerson, MB ROA OLO
[Website](#) | P: 204-373-2505
- **Altona EMS Station**
238 5 Ave, Altona, MB ROG OB1

BUSINESS & CULTURAL SERVICES

- **Manitoba Chamber of Commerce**
550-201 Portage Ave, Winnipeg, MB R3B 3K6
[Email](#) | [Website](#) | P: 204-948-0100
- **Emerson-Franklin Community Development Corporation**
115 Waddell Ave East, Dominion City, MB ROA OH0
[Email](#) | [Website](#) | P: 204-427-2557
- **Eastman Tourism**
PO Box 248, Whitemouth, MB ROE 2G0
[Email](#) | [Website](#) | P: 204-451-1757

BANKING SERVICES

- **Scotiabank**
30 Main St, Emerson, MB, ROA OLO
[Website](#) | P: 204-373-2536
- **Access Credit Union (Emerson)**
13 Main St, Emerson, MB, ROA OLO
[Email](#) | [Website](#) | P: 1-800-264-2926
- **Access Credit Union (Dominion City)**
122 Waddell Ave, Dominion City, MB ROA OH0
[Email](#) | [Website](#) | P: 1-800-264-2926

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