



INVEST IN OUTDOOR RECREATION & TOURISM

SECTOR PROFILE

M U N I C I P A L I T Y O F E M E R S O N - F R A N K L I N



REASONS TO INVEST

Emerson-Franklin is a hidden ‘gem’ for tourism in Manitoba. It is home to the longest water-based trail adventure in Manitoba, with over 50 kilometers of whitewater rapids along the Roseau River, several parks and campgrounds, and a well-preserved set of heritage assets.

With a growing number of public and private campgrounds, well-established festivals, and unique location to markets in both Winnipeg and the United States, Emerson-Franklin is in a prime position to build on its outdoor recreation and tourism sector.

AUTHENTIC HERITAGE EXPERIENCES

Emerson-Franklin is a community of communities, each with their own distinct story and history to share. Whether it is the stunning heritage buildings, several museums, or original bridge infrastructure, there is always somewhere unique to explore and learn about. Cultural heritage highlights include:

- Tolstoi Heritage Centre
- Franklin Museum
- Senkiw Swinging Bridge
- Emerson Town Hall & Court House
- First Railway in Western Canada
- First Canada Customs House
- Fort Dufferin



CAMPING & ROSEAU RIVER ADVENTURES

There are many opportunities and unmet commercial demand with campgrounds and related outdoor activities in Emerson-Franklin. Located close to urban centres and services, we offer the ideal place to set up your equipment rentals, food and beverage services, tour guides, or to support your commercial investment.

Roseau River Park offers a stark prairie landscape, accompanied by impressive trails and many nature-friendly campsites that continue to experience high demand.

WILDLIFE VIEWING

Discover the largest remaining tract of tall grass prairie reserve which is home to hundreds of rare species of birds, mammals, insects, grasses and wildflowers.

The Manitoba Tall-Grass Prairie Preserve near Tolstoi extends into the RM of Stuartburn and features the largest intact and continuous tall-grass prairie in Canada. The area is home to diverse landscapes such as marshes, fens, savannah and woodlands, riparian areas and rivers.



INVESTMENT OPPORTUNITIES

Emerson-Franklin's economic experts have analyzed and identified the following markets to have unique and favourable opportunities within the municipality's Outdoor & Recreation Tourism sector:



OUTDOOR & NATURE BASED ACCOMMODATIONS

- Campground & Resort Development
- Seasonal Accommodations
- Wilderness Retreats



INTERPRETIVE ECO-TOURISM FACILITIES

- Endangered habitats and environments in the Municipality can be used for research and education



STORYTELLING & TOUR GUIDES

- Crow Wing Trail Development
- Heritage Walking Tours



WATER-BASED SPORT & RECREATION

- Equipment Rentals
- Information Services
- Seasonal Concessions



FACILITY DEVELOPMENT & EVENT HOSTING

- Venue Development
- Golf course expansion
- Event Vendors & Entertainment Services



FAST FACTS

- Emerson-Franklin is home to a portion of the Trans-Canada Trail, the longest trail network in the world.
- Located roughly 110 kilometres from Winnipeg, Emerson-Franklin is a desirable spot for a weekend getaway for a region of over 850,000 people
- The Roseau River, with an abundance of Class 1 rapids, is the longest Whitewater rapid adventure in Manitoba, ideal for all skill levels and casual paddlers.



RESOURCES AND SUPPORTS

ADDITIONAL RESOURCES

Visit our website for a full list of publications and reports, available municipal incentives & business supports:

- [Stats & Resources](#)
- [Travel & Tourism In Emerson-Franklin](#)
- [Site Selection Navigator](#)

AVAILABLE MUNICIPAL INCENTIVES

Several incentives and supports are available and open to discussion with our Staff and Council to assist you in achieving your business objectives.

- **Opportunity Zone** - Redirecting a grant of up to 100% of accruing municipal tax to targeted development projects.
- **Shared Building Ownership** - The Municipality and investor would create a joint venture to make more equity capital available.

CONTACT US

Ready for your next business endeavour or expansion but not sure where to start? Our team of economic development experts are here to help.

If you would like more information, please contact:

Tourism Coordinator

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