

Addington Highlands

Agenda

AHEAD Committee Meeting
Wednesday, June 17, 2026 @ 10:00 AM
Council Chambers



The Public is invited to attend in person or watch a livestream of the meeting using the following link:

https://www.youtube.com/channel/UCL07ewt7KGVJwxvj_iRvYHg/

	Page
1. CALL TO ORDER	
1.1 Chair calls the meeting to order.	
2. APPROVAL OF AGENDA	
2.1 Approval of the AHEAD Committee Agenda dated June 17, 2026.	
3. ADOPTION OF MINUTES	
3.1 Adoption of AHEAD Committee Meeting Minutes dated February 18, 2026.	
4. DISCLOSURE OF PECUNIARY INTERESTS & THE GENERAL NATURE THEREOF	
5. DELEGATIONS & PETITIONS	
6. BUSINESS ARISING FROM MINUTES	
7. MATTERS FOR CONSIDERATION	
7.1 <u>L&A COUNTY REPORT</u> - Rob Plumley	3 - 30
June 2026 - Economic Development Office - AHEAD	
7.2 <u>COMMUNITY BUILDER AWARDS - P Gray</u>	
Verbal Report	
7.3 <u>2026 Initiatives - P Gray</u>	
<ul style="list-style-type: none">• Barn Quilt Trail• Community Garden	
8. MATTERS FOR INFORMATION	
9. MEMBER'S STATEMENT	
10. NEW BUSINESS	
11. ADJOURNMENT	

11.1 Motion to Adjourn

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What We Do

June 17, 2026

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Major Focus of the L&A Economic Development Office

- ▶ Industrial Attraction & Support
- ▶ Commercial Attraction & Support
- ▶ Small Business Marketing
- ▶ Destination Marketing
- ▶ Tourism Event Execution



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INSPIRING BUSINESS POSSIBILITIES

Industrial Attraction & Support



Supporting Large Employers

- ▶ Expansion Support
- ▶ Tariff Resources
- ▶ Assisting with Grants and Financing
- ▶ Assisting with Labour Force and Training



Commercial Attraction & Support

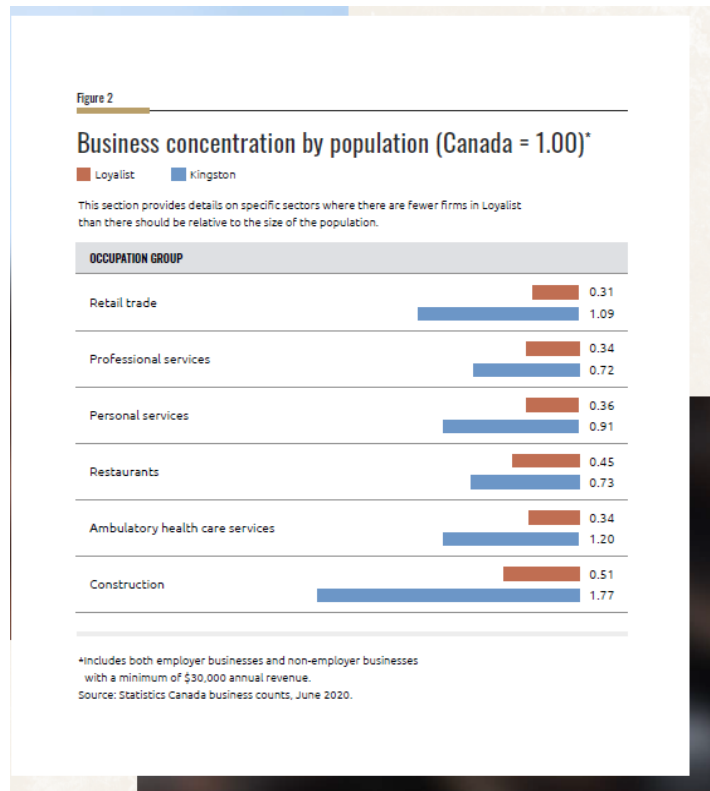


Table 1

Implied market size in Loyalist

INDUSTRY	IMPLIED MARKET SIZE
Motor vehicle and parts dealers	\$75,400,000
Food and beverage stores	\$55,100,000
General merchandise stores	\$31,500,000
Gasoline stations	\$29,400,000
Health and personal care stores	\$24,400,000
Clothing and clothing accessories stores	\$18,900,000
Building material and garden equipment and supplies dealers	\$17,000,000
Furniture and home furnishings stores	\$9,300,000
Electronics and appliance stores	\$6,900,000
Sporting goods, hobby, book and music stores	\$5,800,000

Table 2

Retail trade establishments and potential in Loyalist*

INDUSTRY	WITHOUT EMPLOYEES	WITH EMPLOYEES	TOTAL COUNTS	INDEX (CAN-1.00)	TARGET #
Motor vehicle and parts dealers	1	1	2	0.18	11
Furniture and home furnishings stores	0	0	0	0.00	5
Electronics and appliance stores	0	0	0	0.00	4
Building material supplies	0	1	1	0.17	6
Food and beverage stores	3	6	9	0.50	18
Health and personal care stores	3	1	4	0.29	14
Gasoline stations	1	3	4	0.53	8
Clothing and accessories stores	1	0	1	0.07	14
Sporting goods, book and music	1	0	1	0.19	5
General merchandise stores	2	1	3	0.62	5
Miscellaneous store retailers	5	2	7	0.51	14
Non-store retailers	1	3	4	0.35	12

Supporting Small Businesses

- ▶ One-on-one Business Coaching
- ▶ B2B Connections
- ▶ Communicating Grants and Financing Opportunities
- ▶ Facilitating support with programs and organizations



Small Business Marketing





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UNSPOILED MOMENTS

NaturallyLA.ca/explore



Enter Content Find a Local Business Events Travel Ideas Contact

Explore Living in L&A Business in L&A



Explore Lennox & Addington County

Offering an authentic rural escape featuring the rugged Canadian Shield, historic waterfront communities, and over 100 inland lakes.



OVERVIEW

Lennox & Addington County stretches from the Bay of Quinte to the granite ridges of Addington Highlands. This region provides a genuine alternative to mass tourism through unspoiled natural landscapes, a deep agricultural heritage, and high-quality experiences that celebrate a slower, more intentional pace of travel.

Best Time to Visit:
Year-round

Key Assets:
Dark Sky Viewing Area, 100+ Lakes, L&A Forest Trails

Communities:
Greater Napanee, Loyalist, Stone Mills, Addington Highlands

Location:
2 hours to Ottawa & Toronto, and 3 hours to Montreal

Chat with us

Naturally L&A Digital Marketing

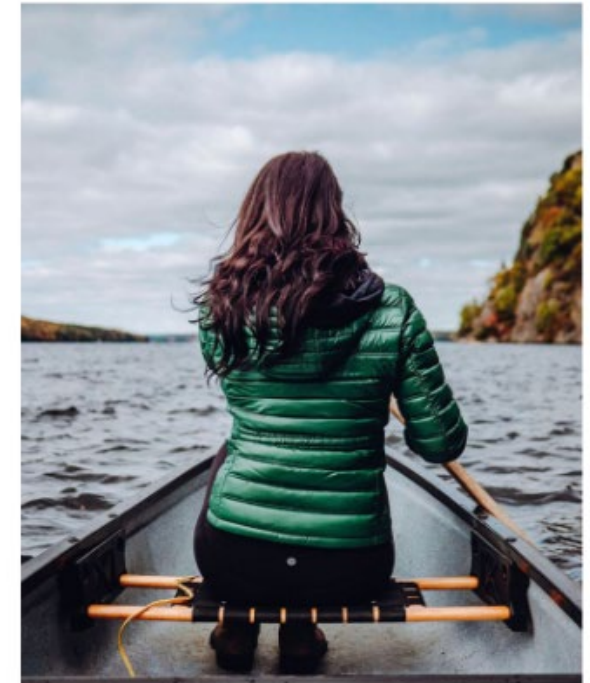
- ▶ **Paid Campaigns** (Facebook, Instagram and Google) showcase Lennox & Addington's opportunities and experiences, generating **over 685,000 website views in 2025**.
- ▶ **Contest**
 - ▶ In 2025 there were **16,381** entries and **10,740** tourism email subscribers. The winner will be visiting Lennox & Addington for a 3-day, 2, night getaway in 2026.
- ▶ **Organic Digital Marketing**
 - ▶ 2,000+ day Facebook posting streak.
 - ▶ In Summer 2025, 28 experience blogs written and 48 reels created resulting in 740,000 impressions on Facebook & Instagram.
 - ▶ This Weekend in Naturally L&A e-newsletter is distributed every Thursday. It is sent to over **25,000** people.

META (FACEBOOK/INSTAGRAM)

On the Water



Paddle through still waters, fish from the shoreline, or just float and take it all in. With over 100 lakes, Naturally L&A is where the water slows everything down.



naturallyla.ca

Discover 100+ Lakes

Explore over 100 lakes across Lennox & Addington.

[Learn more](#)

META (FACEBOOK/INSTAGRAM)
Back to Nature



Nature, without the noise. No crowds. No rush. Just trails, trees, and time to breathe in Naturally L&A. With multiple access points and nearby conservation areas, it's easy to plan your time outdoors.



naturallyla.ca
Quiet Trails and Nature
Accessible forest trails and quiet outdoor spaces close together.

[Learn more](#)

META (FACEBOOK/INSTAGRAM)
Dark Sky Viewing



The sky looks different here. At Lennox & Addington's Dark Sky Viewing Area, the stars aren't subtle. They're everywhere. Bring a blanket and stay awhile with designated viewing space and easy access just outside the city.



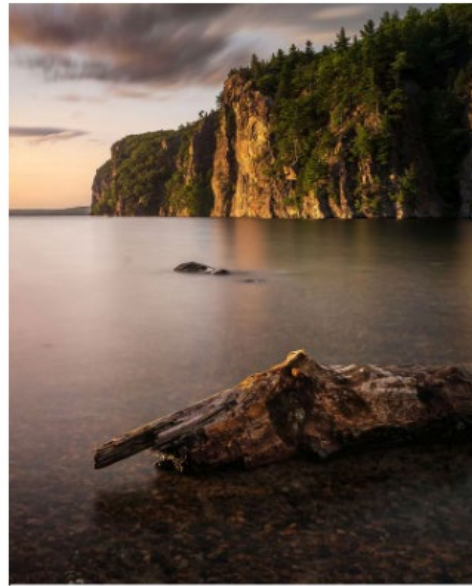
naturallyla.ca
Dark Sky Viewing in Ontario
Designated viewing area with parking and clear night skies.

[Learn more](#)

META (FACEBOOK/INSTAGRAM)
Bon Echo



One of Ontario's most beautiful parks. Paddle along the Bon Echo rock, hike quiet trails, and camp where the landscape does all the talking. With clear access points and mapped trails, it's easy to plan your visit.



naturallyla.ca
An Iconic Ontario Landscape
Cliffs, trails and lakes with clear access and signage.

[Learn more](#)

META (FACEBOOK/INSTAGRAM)
Motorcycle Routes



The kind of roads riders look for, and just off the 401. Sweep through quiet curves, open stretches, and lake views with stops that make the ride even better in Naturally L&A.



naturallyla.ca
Motorcycle Routes Ontario
Cruise backroads, lake views, and open countryside.

[Learn more](#)

GOOGLE PERFORMANCE MAX
Addington Highlands



15 Headlines

- Addington Highlands Ontario
- Addington Highlands Escape
- Bon Echo Provincial Park
- Gateway to Bon Echo
- Explore Bon Echo Park
- Bon Echo Cliffs and Lakes
- Mazinaw Rock Experience
- Paddle Mazinaw Lake
- Lakes and Forest Trails
- Camping Near Bon Echo
- Ontario Backcountry Escape
- Rugged Ontario Landscapes
- Northern Lakes and Trails
- Hike Bon Echo Trails
- Discover Mazinaw Lake

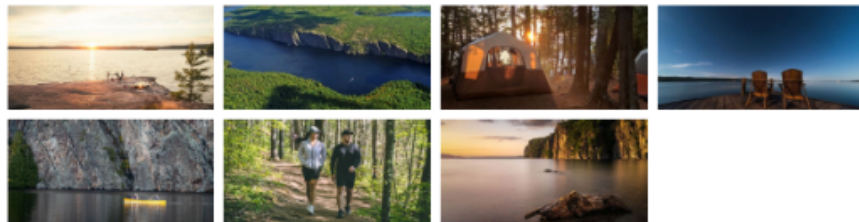
5 Long Headlines

- Explore Bon Echo Provincial Park with Mazinaw Rock, cliff views, and shoreline trails.
- Paddle along Mazinaw Lake beneath towering cliffs and Indigenous pictographs.
- Camp near Bon Echo with access to backcountry sites, lakes, and forested terrain.
- Hike trails that wind through rugged forest, granite outcrops, and elevated lookouts.
- Experience Addington Highlands through lakes, cliffs, and immersive outdoor routes.

5 Descriptions

- Discover a landscape shaped by rock, water, and protected natural environments.
- Plan a nature-focused trip with paddling, hiking, and extended time outdoors.
- Access remote-feeling terrain within reach of Eastern Ontario travel routes.
- Explore beyond the shoreline with interior lakes, portages, and quiet backcountry.
- A destination defined by scale, vertical cliffs, and uninterrupted natural surroundings

Photo Selection (7 photos sized to 1200x1200, 1200x628, and 960x1200)



GOOGLE PERFORMANCE MAX
Bon Echo



15 Headlines

- Paddle Around Mazinaw Rock
- Paddle & Canoe Bon Echo Lake
- See Mazinaw Rock Cliffs
- Bon Echo Provincial Park
- Explore Mazinaw Rock
- Bon Echo Boat Tours
- Hiking Trails Bon Echo
- See Indigenous Pictographs
- Paddle Along Mazinaw Rock
- Bon Echo Cliff Views
- Canoe Along Mazinaw Rock
- Bon Echo Guided Ferry Tours
- Day Trip to Bon Echo
- Bon Echo: Iconic Ontario Park
- See Mazinaw Rock Up Close

5 Long Headlines

- Paddle Mazinaw Rock at Bon Echo and explore canoe routes along the cliffs.
- See Mazinaw Rock and Indigenous pictographs on a Bon Echo boat or guided ferry tour.
- Canoe Bon Echo Lake and experience iconic cliff views and scenic trails.
- Visit Bon Echo Provincial Park for hiking trails, camping, and lake paddling.
- Plan a Bon Echo day trip with canoe routes, Mazinaw Rock, and scenic views.

5 Descriptions

- Paddle Bon Echo Lake and see Mazinaw Rock up close from the water.
- Canoe along Mazinaw Rock and explore scenic lake routes and cliff views.
- Visit Bon Echo for hiking trails, camping, and iconic Mazinaw Rock views.
- Discover Indigenous pictographs and explore Bon Echo by guided ferry or boat tours.
- Plan your Bon Echo trip for paddling, trails, and unforgettable cliff views.

Photo Selection (7 photos sized to 1200x1200, 1200x628, and 960x1200)



FACEBOOK/INSTAGRAM
ON THE WATER (AD 2)



Naturally L&A

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Whether you love paddling, casting a line, or just soaking in the views, Lennox & Addington's 100+ lakes are calling. And trust us—they're even better than they look.

See where the water takes you. Learn more about our charming Southeastern Ontario communities.

#NaturallyLA #LennoxAddington #UnspoiledLA #OntarioTourism #DiscoverON #ComeWander #SouthEasternOntario #LakeViews #WaterLife #OntarioLakes #ScenicViews #FishingOntario #CanoeTrip #LakeDays #SwimOntario



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More Than 100 Lakes to Explore

Learn more

FACEBOOK/INSTAGRAM
FARM EXPERIENCES (AD 1)



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From fuzzy alpacas to buzzing beehives and yes—goats on rooftops—Lennox & Addington's farms are full of fun and charm.

Perfect for kids, or kids-at-heart. Learn more about our charming Southeastern Ontario communities. 🐏🐝🍯

#NaturallyLA #LennoxAddington #UnspoiledLA #AgriTourism #FarmLifeBestLife #BarnyardAdventures #OntarioTourism #ComeWander #SouthEasternOntario #RuralRetreats #FamilyFarmFun #Beekeeping #LocalFarms



naturallyla.ca
Yes, We Have Goats on a Roof

Learn more

FACEBOOK/INSTAGRAM
SIP & SAVOUR (AD 2)



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Try cheese made where Confederation began. Sip wine from soil that's been worked for generations. Every bite in L&A comes with a backstory—and it's delicious.

Come meet your new favourite meal. Learn more about our charming Southeastern Ontario communities. 🍷🍷🍷

#NaturallyLA #LennoxAddington #UnspoiledLA #LocalFoodie #OntarioTourism #ComeWander #SouthEasternOntario #WineTasting #Beer #Cheese #LocalEats #CraftBrews #DineLocalON



naturallyla.ca
Dine by the Water in Lennox & Addington County

Learn more

FACEBOOK/INSTAGRAM
THINGS TO DO WITH KIDS (AD 1)



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Swim in a lake. Pet an alpaca. Hunt for geocaches. Camp under the stars. In L&A, you'll make memories your kids will be talking about all year long.

Go ahead—be the cool parent. Learn more about our charming Southeastern Ontario communities.

#NaturallyLA #LennoxAddington #UnspoiledLA #OntarioTourism #ComeWander #ThingsToDoWithKids #FamilyFunLA #YoungExplorers #SouthEasternOntario #OutdoorFun #FamilyRoadTrip #KidApproved



naturallyla.ca
Create Family Memories this Summer

Learn more

FACEBOOK/INSTAGRAM
CLA 2024 TOURISM - BOATING AD 2



If you're cruising along Lake Ontario or the St Lawrence this summer or fall, take a side-trip into Downtown Napanee via the Napanee River. Only an 8km journey from Lake Ontario, Downtown Napanee is a hidden gem filled with local charm, great dining, and unique shops. Find out more about how to navigate the channel, and what awaits you when you get there.

#NaturallyLA #LennoxAddington #UnspoiledLA #OntarioTourism #DiscoverON #ComeWander #SouthEasternOntario #Lakes #LakeLife #WaterAdventures #DiscoverOntario #WanderlustOntario #AdventureOntario #ExploreMore #Boating



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Visit Downtown Napanee by Boat

[Learn more](#)

FACEBOOK/INSTAGRAM
CYCLING (AD 2)



Gravel, paved, rural or lakeside—choose your ride in L&A. With 22 pre-planned routes and more surprises around every bend, your next cycling trip is waiting.

Saddle up and see where it takes you. Learn more about our charming Southeastern Ontario communities.

#LennoxAddington #UnspoiledLA #CyclingParadise #OntarioCycling #OutdoorCycling #ScenicCycling #BikeTrips #TwoWheelEscape #SouthEasternOntario #ExploreNaturallyLA



naturallyla.ca
Cycle Beautiful Trails & Routes in Eastern Ontario

[Learn more](#)

FACEBOOK/INSTAGRAM
DARK SKY VIEWING (AD 1)



See the stars the way they were meant to be seen—bright, bold, and borderless. Ontario's most southerly dark sky site is right here in L&A.

Bring a blanket and get lost in the universe. Learn more about our charming Southeastern Ontario communities.

#NaturallyLA #DarkSkyViewingArea #UnspoiledLA #Stargazing #SouthEasternOntario #OntarioTourism #ComeWander #NightSkyWonder #AstroAdventures #StarrySkies #StoneMillsTownship



naturallyla.ca
See Stars Like Never Before

[Learn more](#)

FACEBOOK/INSTAGRAM
MOTORCYCLING ROUTES (AD 1)



Twist the throttle and cruise through winding roads with lake views, rolling hills, and quiet countryside. L&A's motorcycling routes are scenic, smooth, and full of surprises.

This is where the ride gets good. Learn more about our charming Southeastern Ontario communities.

#NaturallyLA #UnspoiledLA #MotorcycleRoutes #OntarioTourism #ComeWander #SouthEasternOntario #RideOntario #ScenicRides #MotorcyclingOntario #ExploreLNA #OpenRoadAdventures #TwoWheelTravel



naturallyla.ca
Explore the L&A Routes

[Learn more](#)

FACEBOOK/INSTAGRAM

STONE MILLS TOWNSHIP (AD 2)



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...

From wildlife to rural charm, Stone Mills brings you back to a simpler time. Hike. Paddle. Stargaze. Repeat.

Step into a slower pace of wonder.

#NaturallyLA #StoneMillsTownship #UnspoiledLA #NightSkyChasers #BeaverLake #DarkSkyViewing #SouthEasternOntario #RuralEscape #HistoricVillages #OntarioGetaways



naturallyla.ca

Enjoy Nature in Stone Mills

Learn more

FACEBOOK/INSTAGRAM

GREATER NAPANEE (AD 1)



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...

Explore historic streets, shop small-town boutiques, and take a dinner cruise on the river. Greater Napanee is as warm and welcoming as it sounds.

#NaturallyLA #GreaterNapanee #UnspoiledLA #OntarioTourism #DowntownNapanee #NapaneeRiver #ComeWander #SouthEasternOntario #ExploreOntario #NapaneeRocks #NapaneeON



naturallyla.ca

Cruise Through a Historic Town

Learn more

FACEBOOK/INSTAGRAM

LOYALIST TOWNSHIP (AD 2)



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...

From riverside trails to restored heritage homes, Loyalist Township offers history, charm, and some of the best freshwater sailing around.

Get swept up in it.

#NaturallyLA #UnspoiledLA #OntarioTourism #SouthEasternOntario #LoyalistTownship #ExploreLoyalist #AmherstIsland #Odessa #Wilton #GeorgianHomes #SailOntario #HistoryLovers



naturallyla.ca

See the Beautiful Loyalist Township Shorelines

Learn more

FACEBOOK/INSTAGRAM

ADDINGTON HIGHLANDS (AD 2)



Naturally L&A

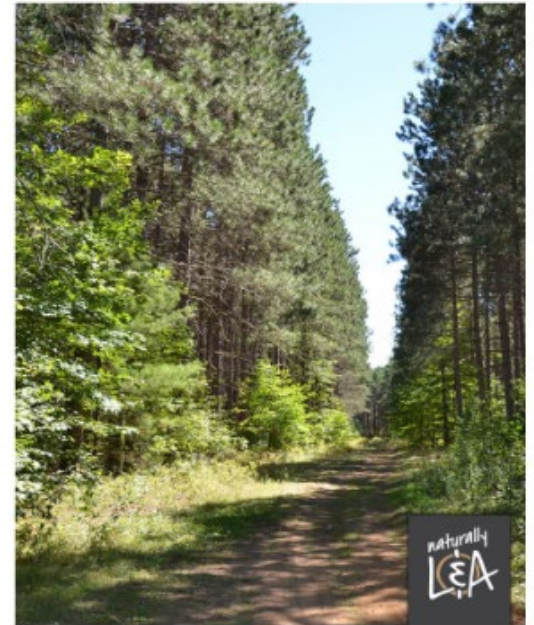
Sponsored · 🌐

...

Tucked into the Canadian Shield, Addington Highlands is a dream for paddlers, hikers, campers and stargazers.

Not sure where to go next? Start here.

#NaturallyLA #UnspoiledLA #SouthEasternOntario #ExploreOntario #BonEchoProvincialPark #NatureGetaway #WildernessRetreat #Northbrook #Kaladar #OutdoorOntario



naturallyla.ca

Lakes, Trails & Nature's Splendour

Learn more

Digital Tourism Marketing Campaign

Pattison Signs

- ▶ Digital ad campaign ran on 401 Eastbound at Odessa ONRoute and Westbound at Napanee ONRoute from July 1 – September 2.
- ▶ 8-second ad ran every 2 minutes, 24/7, Monday-Sunday.
- ▶ Overall impressions: 2.5+ million
- ▶ Similar content also appeared on smaller video boards in Kingston and Belleville.
- ▶ Campaign continues in 2026:
 - ▶ June 1 – September 6



ONTARIO

Yours to discover



Experience Lennox & Addington



The Unspoiled Collection

Get an overview of the many wonderful experiences we have right here in L&A. Enjoy activities that best suit your travel preferences.

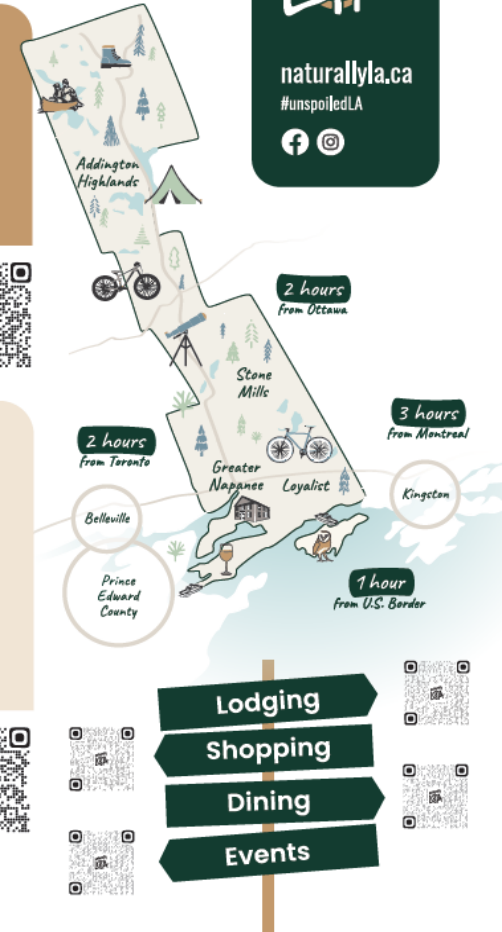
- On the Water Adventures
- Get Back to Nature
- Dark Sky Viewing Area
- Road Trips & Touring
- History & Heritage



The Open Road is Calling

Forget the GPS debates. We've mapped out the perfect routes, found the hidden pit stops, and timed the drive so you can focus on the view.

- Sun & Stars
- Barnyards, Bees & Birds
- L&A Flavours
- A Backroad Adventure
- Artisans & Hidden Gems
- A Slice of L&A



What we're most known for...



Geocaching



Stargazing

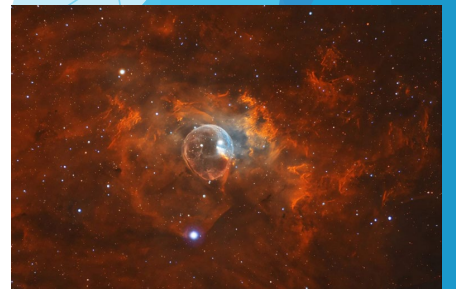


Cycling

Discover L&A MEGA Geocaching Event

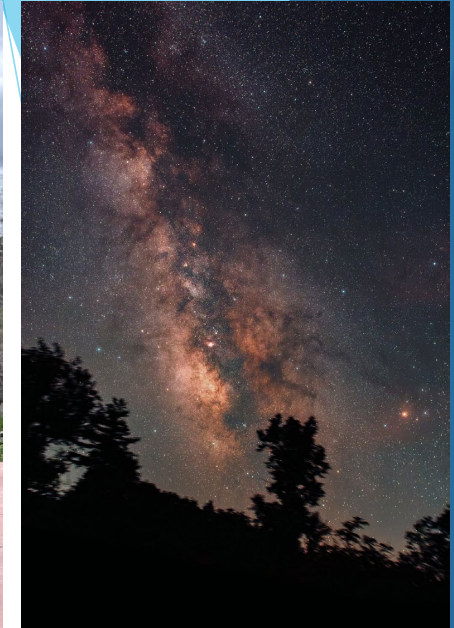
- ▶ August 12 – 16, 2026
- ▶ Canada's largest and longest running geocaching event.
- ▶ 1,000+ visitors from across Canada, US and Europe attend annually.
- ▶ Event HQ is in Napanee, but sub-events in communities throughout L&A.
- ▶ +1,500 geocaches are hidden in our L&A communities
 - ▶ Amherst Island is a favourite caching destination





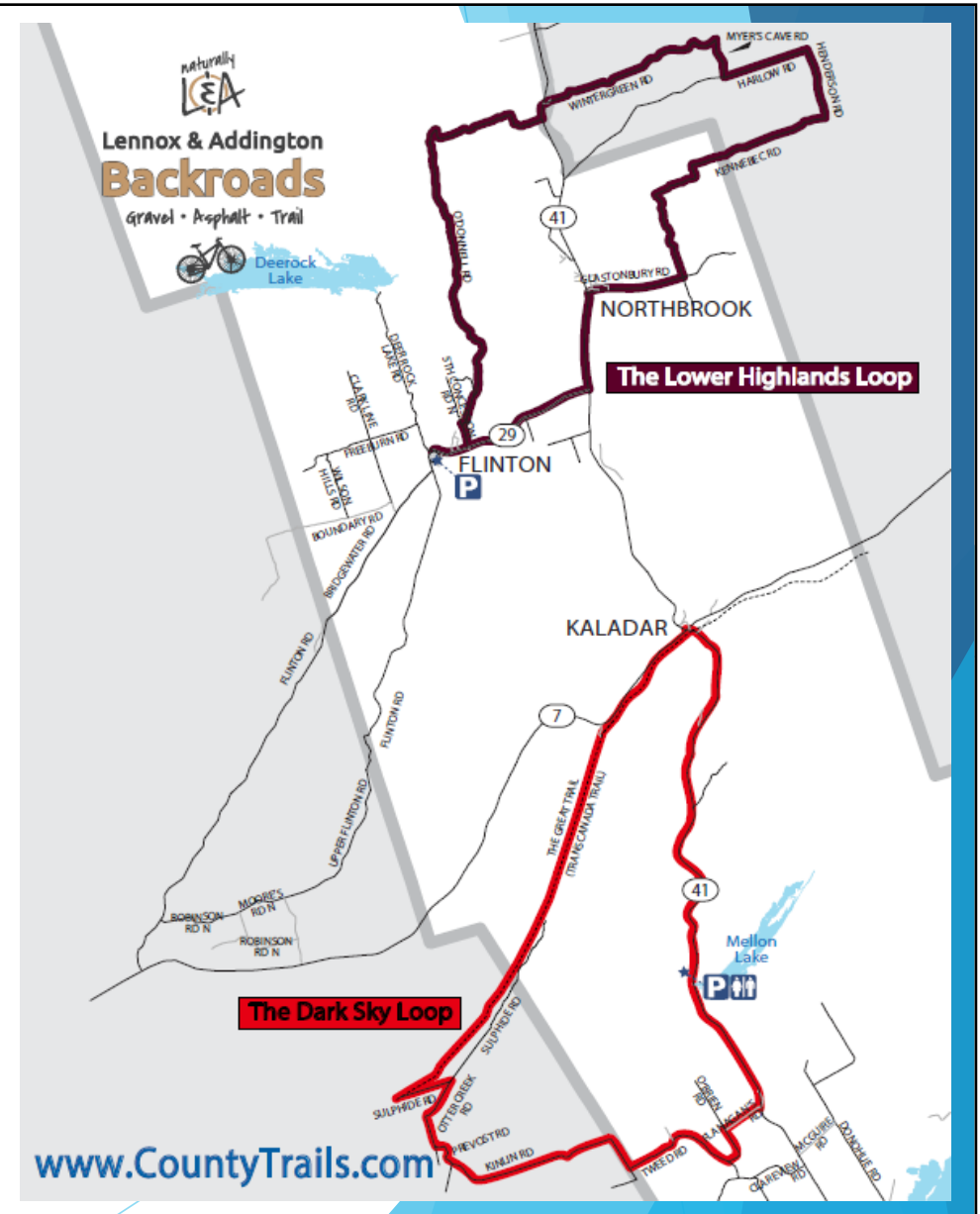
Dark Sky Viewing Area

- ▶ One of the top stargazing destinations in Ontario.
- ▶ 4,000+ people attended events in 2025
- ▶ 80%+ of visitors travel 2+ hours.
 - ▶ Majority from Toronto, Ottawa, Montreal.
- ▶ New 25" Dobsonian Telescope now available at all events.



Cycling Promotion

- ▶ 600km of paved road trails that are part of the L&A County Trails Network.
- ▶ 400km of mixed surface cycling opportunities in the L&A Backroad Rides
- ▶ 10km of mountain bike trails in the L&A Forest in Flinton.
- ▶ Self-guided loops available on our website.



Naturally L&A Gravel Ride

- ▶ 4TH annual gravel road cycling event was on June 6, 2026.
- ▶ 53km, multiple rest stops, live music, local food & drink.
- ▶ 425 registrations in 2026...
 - ▶ Strong regional representation, plus riders from the GTA, Ottawa & Quebec.

naturally L&A GRAVEL RIDE

PRE-RIDE

A Good Farm
 ☕ Coffee & Cookies Available
 Registrations: 9 - 10am
 Minor repair services on site

Matthews Studio
 🍦 Ice Cream with Honey Toppings
 Hours: 10:30am - 12pm
 Distance from...
 Start: 12km... End: 39.5 km... Next Stop: 8.5 km

Black Cat Café
 🍷 Lunch Available \$35
 Food also at S Cooper's Spot, A-One Corner Restaurant, Quartermaster's
 Hours: 11am - 1pm
 Minor repair services on site
 Distance from...
 Start: 20.5 km... End: 31 km... Next Stop: 9 km

North American Gaeltacht
 🍁 Maple Sugar Cookies
 Hours: 12 - 1:30pm
 Distance from...
 Start: 29.5 km... End: 22 km... Next Stop: 5.5 km

Basic Stop: 842 Rogers Rd.
 Distance from...
 Start: 35 km... End: 16.5 km... Next Stop: 8 km

Enterprise Public School
 🏫
 Hours: 12:30 - 2pm
 Distance from...
 Start: 43km... End: 8.5 km... Next Stop: 4.5 km

Basic Stop: 831 Lake Rd.
 Distance from...
 Start: 47.5 km... End: 4 km

Map Legend:
 🚧 Active Tracks: Proceed with Caution
 🚲 Dismount Bike: Cross Bridge on Foot
 🏔️ Alt Route: Reduces length to 42 km



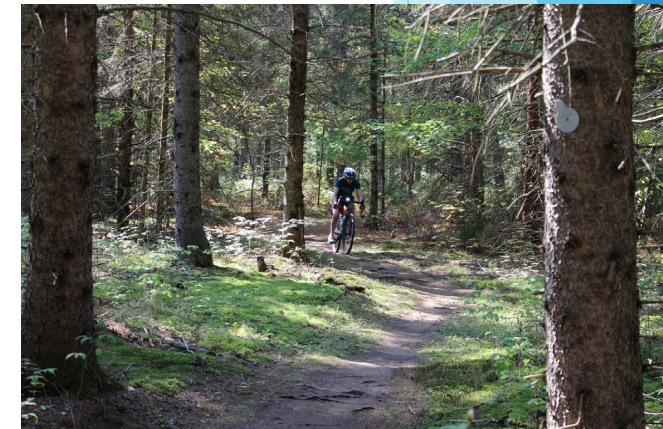
Discover L&A Ride

- ▶ 10th Annual Road Cycling Event is on September 12, 2026.
- ▶ 56km, multiple rest stops, live music, local food & drink.
- ▶ 375 participants in 2025 visiting from across Ontario and Quebec.
- ▶ Bergeron Estate Winery is the start/end location.



Naturally L&A Tall Pines Ride

- ▶ 2nd Annual Gravel/Forest Cycling Event is on October 4, 2026.
- ▶ Start & Finish: L&A Forest Trails, Flinton, ON
- ▶ Begins with a tour through the hard-packed trails in the L&A Forest before opening up to a scenic mix of paved, gravel and dirt roads in Addington Highlands.



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UNSPOILED MOMENTS



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Senior Economic Development Officer
Lennox & Addington County
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