



**RED ROCK**  
*a superior treasure*

*Breathtaking,  
Opportunity...*

**Community  
Profile**

2021

RED ROCK, ONTARIO

"A SUPERIOR TREASURE"



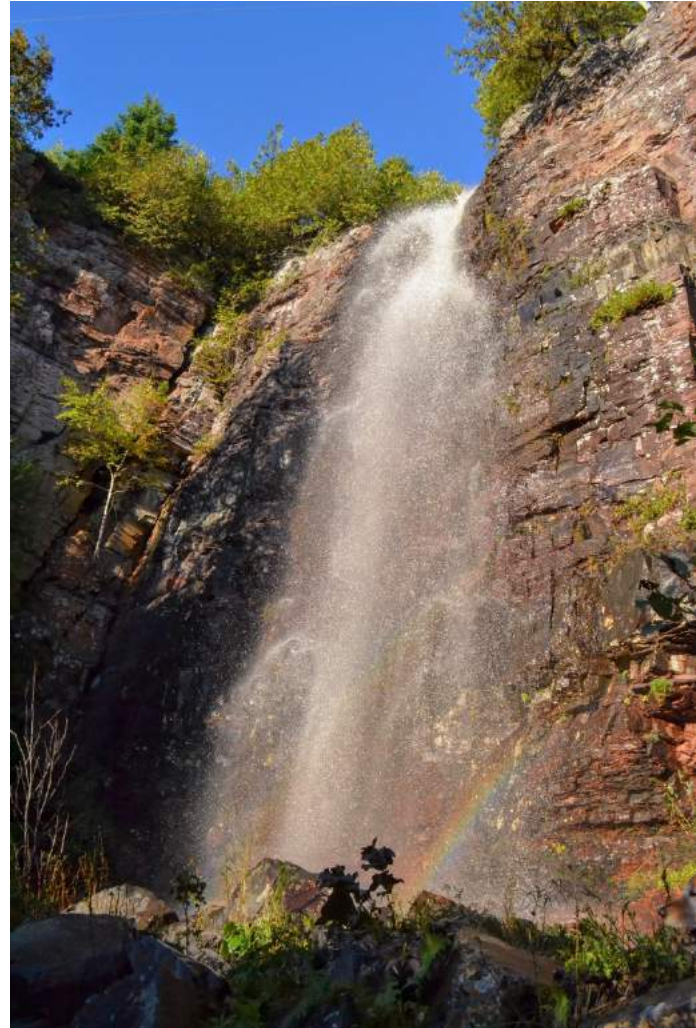


# Welcome to Red Rock

## A Superior Treasure



*Wolf River Falls*, one of the only waterfalls people can walk underneath



*Mazukama Falls*, a popular spot for four-season eco-tourism



*Red Rock Marina*, the 2<sup>nd</sup> largest full-service marina on the north shore



*Kayak Dock*, for protected adventures in Nipigon Bay



Lake Superior National Marine Conservation Area  
and three Provincial Parks:  
*Sleeping Giant, Ruby Lake, and Ouimet Canyon*



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**RED ROCK**  
*a superior treasure*



# Introduction





# Small Town, with Big Opportunity...



## **4,700 cars passing each day**

Frontage to two joined TransCanada highways, 11 and 17, 8 and 9 hours from Winnipeg and Greater Sudbury, respectively. 4,700 cars pass by each day and 1,100 transports making the Red Rock junction a hub as one of three communities on both Trans Canada highways in Ontario.

## **100s of out-of-town contractors**

Significant contractors located in the area on multi-year projects for highway twinning and power line development. Red Rock is also located very close to significant mining developments. This means out-of-town contractors are present at any given time for continued developments.



## **Over 100,000 guests annually to regional attractions, 25% from USA**

Attracting over 100,000 paying visitors per year from the Midwest (25%), Thunder Bay and Manitoba. 3 Provincial Parks and 1 National Park are within close reach of Red Rock.



## 1. Introduction

Red Rock is a **small town in a very strategic location**, near the shores of Lake Superior, the world's largest freshwater lake, and within two hours to the US border, connecting this town to the Midwest, a popular source of tourists. **During the days of the fur trade in the 1680s, Red Rock was an important transportation corridor, and its role in transportation continues today.** Following the closure of the large prisoner of war camp in 1945, Red Rock incorporated, and continues today as a vibrant, proactive municipality, focussed on sustainable development that takes advantage of its strategic location, and breathtaking landscapes.

### Canadian Transportation Hub

Within the Thunder Bay – Sault Ste. Marie corridor, **only a handful of small towns dot the highway**, and Red Rock is one of the most strategic. Red Rock sees the passage of **Trans-Canada Highway 11, and 17**, which converge, five minutes before the Red Rock turnoff. The highway is five minutes away from the townsite. This unified stretch of highway, between Nipigon/Red Rock and Shabaqua, is the only combined stretch of highway in Ontario, that passes by two other organized, full-service communities of Nipigon, and Thunder Bay. This means a larger volume of commercial and passenger vehicles pass outside of Red Rock each day, along with the neighboring town of Nipigon, when compared to any other community. More precisely, **4,700 passenger cars and over 1,000 commercial vehicles** pass each day. The distance to Winnipeg or Sudbury is eight hours, making it an ideal potential stopover for cross-country traffic. Red Rock is also located **one-hour from an international airport**, servicing jets from Air Canada and Flair, and turboprops from WestJet, Porter, Flair, NorthStar, Wasaya, Bearskin and Perimeter Airlines.



### Growing Industry-Focussed Economy



There is a surprising amount of industry taking place, all in close proximity to Red Rock. **Highway twinning** is currently being completed, in phases, between Thunder Bay and Red Rock, to speed its commute, and increase its commerce. **Construction started in the Fall of 2020, and will continue for the next several years.** Supercom Industries is also located ten minutes away in Dorion, where specialist crews are working on **enhancing the powerline system between Wawa and far northern communities.** This will support the energy generation needs to northern First Nations communities, and eventually allow northern mining projects to be connected. Red Rock is also conveniently located 11 minutes from

Nipigon, which serves as a hub for the provision of government services, for a large catchment area. It is also located an hour's drive from Thunder Bay, which is a high-growth economy for the biotechnology, education, mining, and film sectors, which leads to supportive participation from within the Red Rock region.

### The Heart of Ontario's Superior Country

Few communities are within easy reach to four substantially popular national and provincial parks, but Red Rock is one of them, with **Parks Canada's newest addition being the Lake Superior National Marine Conservation Area**, established in 2015. Red Rock is located within this large park, which contains lookouts, hiking trails, mountainous climbs, and waterfalls, that are increasingly popular, where most visitors to this park are from the Thunder Bay region.



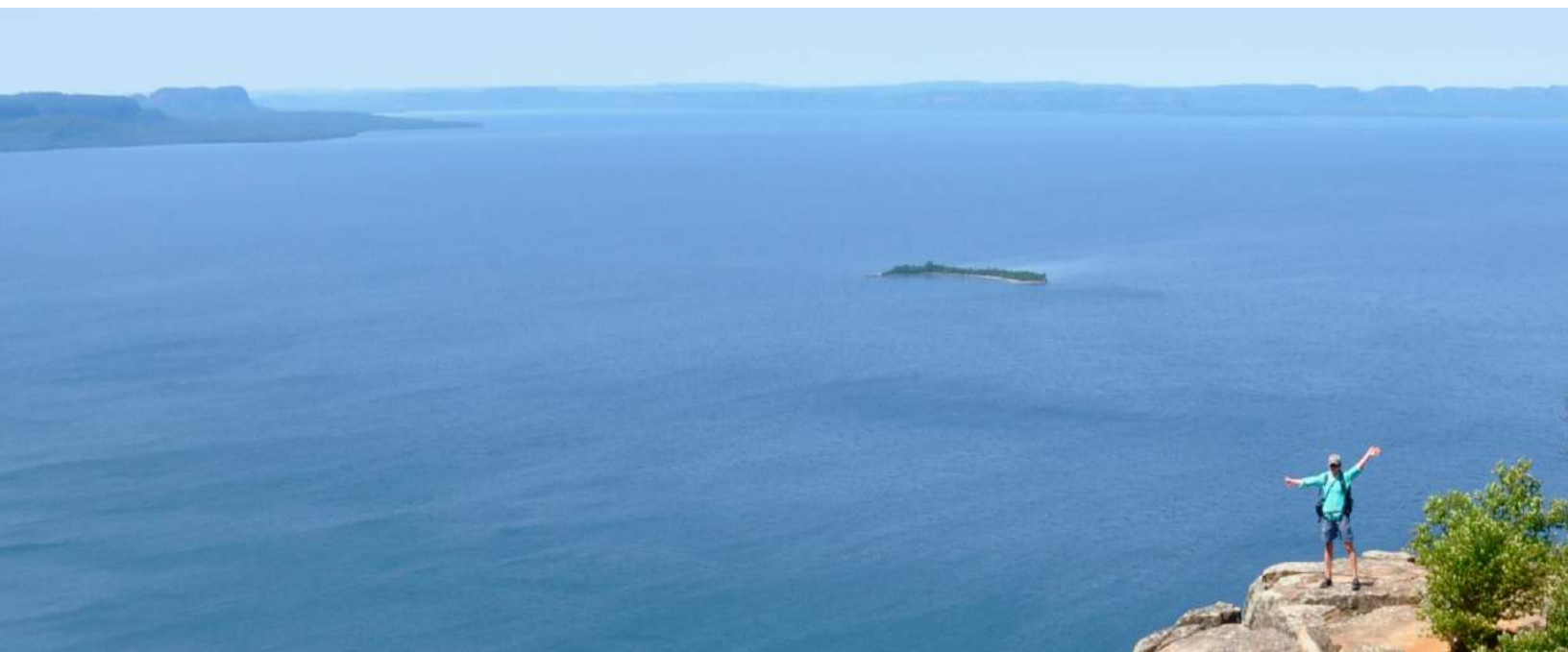
Adjacent to the *Lake Superior National Marine Conservation Area*, is **one of Ontario’s most popular provincial parks, the Sleeping Giant Provincial Park**. This park draws **25% of its 105,000 annual summer visitors from the Midwest** of the USA, far exceeding the Ontario average of 9% from the USA. It is also a popular spot in the winter, with its cross-country ski trails being ranked among the finest in all Ontario, being home to its annual cross-country ski loppet. Red Rock is also thirty-five minutes away from Ontario’s **Canyon Country**, which boasts the largest natural canyon in eastern Canada – Ouimet Canyon, and the **Ouimet Canyon Provincial Park**, that draws over 65,000 visitors per year. **Ruby Lake Provincial Park** is also located within twenty minutes of Red Rock, which is a local favourite for exquisite wildlife trails. Being the nearest non-adjacent town to Thunder Bay, Red Rock is the closest place with potential waterfront development, given the crown lands surrounding Black Bay. Red Rock is also the adjacent township, to the **North Shore Golf Club**, offering truly superior views, while playing against a mountain ridge, overlooking Lake Superior.

**Latitude:** 48 56’ 29” N | **Longitude:** 88 15’ 26” W | **Elevation:** 183 m

### 1.1 Distances to Nearby Communities

City	Distance (km)	Time
Thunder Bay, ON	107	1 hour drive
Grand Marais, MN	236	2 hour drive
Duluth, MN	413	3.5 hour drive
Sault Ste. Marie, ON	605	5.5 hour drive
Minneapolis, MN	661	6 hour drive
Winnipeg, MB	793	7.5 hour drive, or 45 minute flight + one hour drive
Greater Sudbury, ON	905	8.5 hour drive
Green Bay, WI	946	8.5 hour drive
Toronto, ON	1,297	1 hour flight + 1 hour drive

Within a driving range of one hour, Red Rock is advantageously located as Thunder Bay’s lakeside playground, as it is the **closest full-service, non-adjacent town to Thunder Bay**, and also therefore, the closest waterfront location. This lends itself well to the growth of cottage country, and for weekend getaways, and **70% of the visitors to nearby attractions are from the Thunder Bay area**. Additionally, there are approximately **25% of visitors to nearby attractions that are from the Midwestern United States**, where many markets are in close proximity, such as Duluth, and Minneapolis, MN, and the USA border crossing at Grand Marais, MN, and Pigeon River, ON are only two hours away. So, despite its isolation, this creates an area of high market potential, given there is only a handful of communities between Kenora and Sault Ste. Marie.



A scenic landscape photograph of a lake. In the foreground, a person is kayaking on the water. The middle ground shows a shoreline with lush green trees and some buildings. In the background, a large, dark, forested hillside rises under a blue sky with white clouds. The water is calm and reflects the sky and the surrounding greenery.

# Community



# Don't Just Live, Live A #LakeLife...

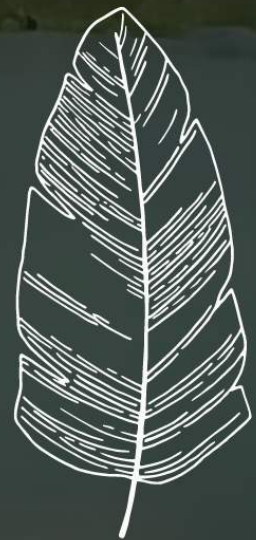
## 895 People Strong



Red Rock is small enough to know you, but big enough to provide the amenities of a large centre. Community gatherings, including the Red Rock Folk Fest, are widely attended.

## Indigenous Ancestry

18% of people living within the Township of Red Rock are Indigenous, far greater than the Ontario average. This leads to there being a significant, untapped potential for embracing this culture throughout that of Red Rock, as it **emerged as a transport hub for the fur trade, in the 1680s.**



## High Median Personal Income

Red Rock ranks 36th of 190 northern Ontario communities for median income, beating Thunder Bay, and surrounding communities. The lower cost of living means residents have a **high discretionary income.**

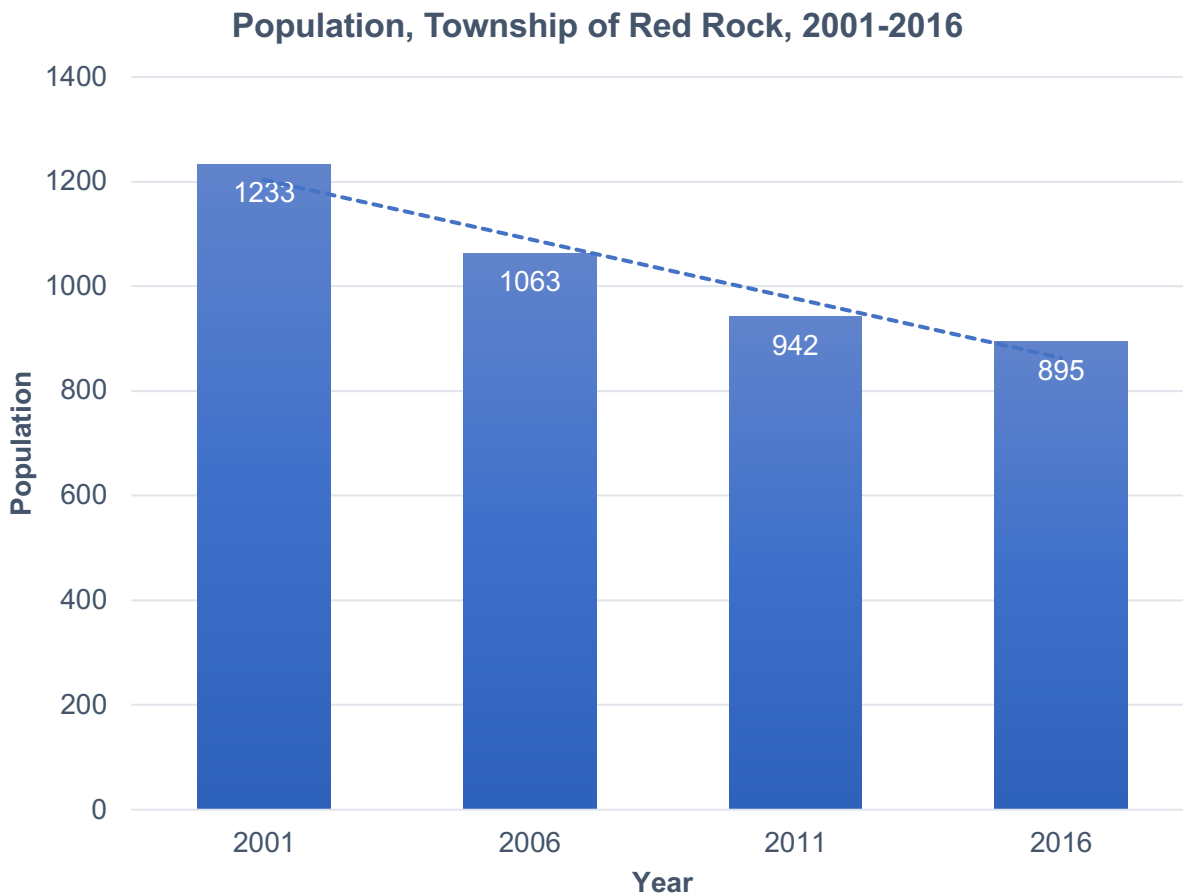
## 2. Community

**Red Rock is a strong community to support development.** Red Rock has a high median household income, relative to other communities in northern Ontario, indicating a higher potential for enhanced retail offerings. The median age of 50, suggests a slightly older population, who are mostly of Indigenous or European ancestry. The majority of the town's residents are homeowners, with very few properties available for rent.

**Interestingly, the majority of the town's workforce commutes to nearby communities, and leave for work around 8am.** These nearby communities are mostly Nipigon and Dorion, though there are some who commute to the City of Thunder Bay. With an economic dependency ratio much higher than elsewhere in the Thunder Bay district, or in Ontario, it signals that Red Rock has a need for future development.

### 2.1 Population and Growth

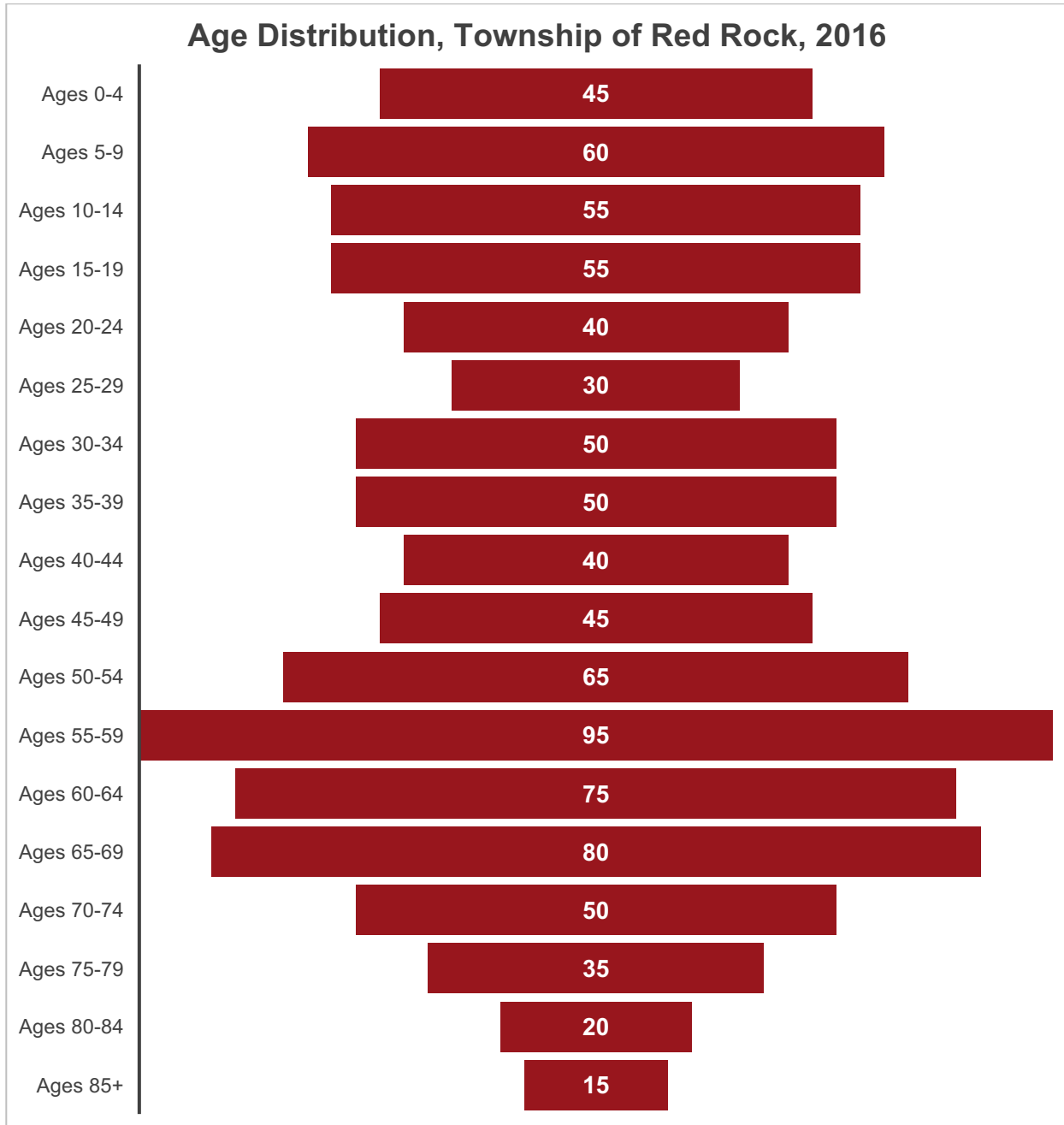
The population of Red Rock is 895 people, which represents a slight decline of .996% per year between 2011, and 2016, or an average of 1.5% per year, between 2006, and 2016. This infers that while the population has been declining overall, has become increasingly stable around 900.





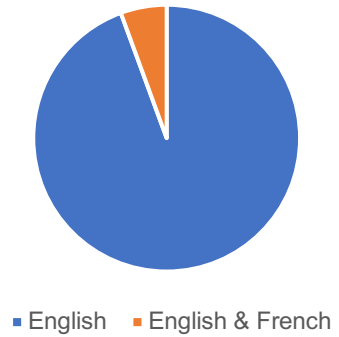
## 2.2 Age Profile

Like many northern Ontario communities, **the population in Red Rock is older than the rest of Ontario.** The median age in Red Rock is 50, which is much older than the Ontario average of 41, and the average age is 45.24, compared to the provincial average of 40.84. As the age distribution shows, the largest age range is between 50 and 69. There is also a substantial younger population, demonstrating that many younger families have settled in the area, where 60.2% of the population is between the working ages of 15 and 64. **Less than 7% of the town is over the age of 75.**



### 2.3 Language

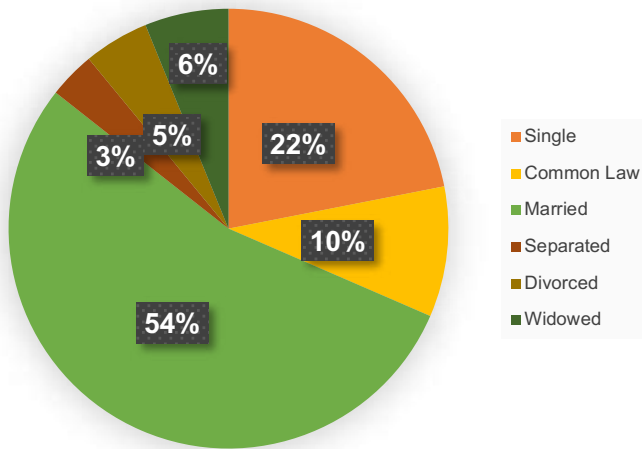
The majority of residents in Red Rock speak English only, with 6% also being able to speak French. This is very different from the nearby communities of Nipigon, Greenstone, and Terrace Bay, which have much higher rates of Francophone residents.



Source: Statistics Canada, 2016

### 2.4 Marital Status

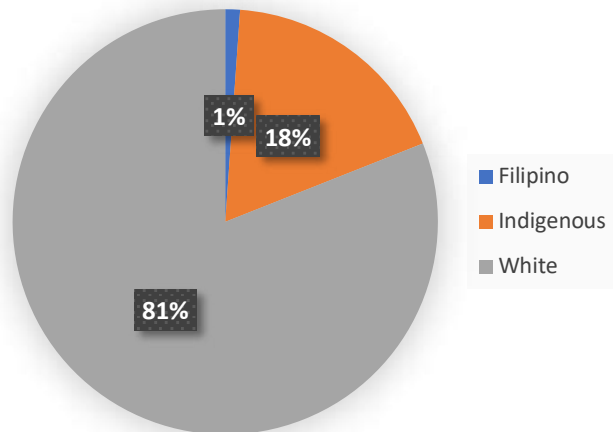
The majority of people in Red Rock are married, at 54%. 22% are single, in addition to 6% who are widowed, 3% who are separated, and 10% who are divorced. This mix of marital status is interesting, as 12% more people are married, when compared to the City of Thunder Bay, and 5% more than the community of Nipigon.



Source: Statistics Canada, 2016

### 2.5 Racial Identification and Immigration

The majority of people in Red Rock are White, at 81%, or Indigenous, at 18%. Only 1% are visible minorities, namely Filipino. This is similar to many other communities along the North Shore, however, the nearby city of Thunder Bay is more diverse, as the third-most diverse city of its size, in North America. This implies that organizations looking to service the local residents may not need to be overly focussed on the needs of the minority groups, however, those looking to service the highway traffic or visitors from Thunder Bay, or elsewhere should be more sensitive to ethnic tastes.

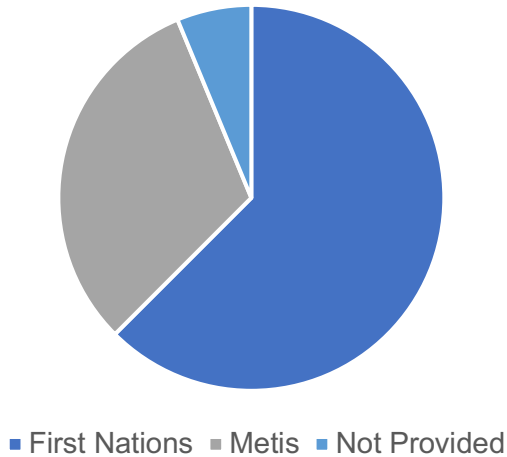


Source: Statistics Canada, 2016



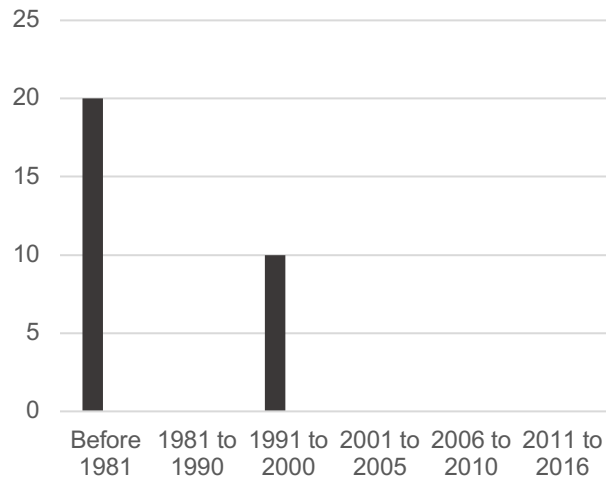
Among the Indigenous peoples, 67% of individuals have reported their identity as First Nations, while 33% are Metis. There has **notably been no out-of-country immigration to Red Rock since the 1990s**, and only 30 out-of-town immigrants have moved to Red Rock since 1970.

**Indigenous Identity**



Source: Statistics Canada, 2016

**Period of Immigration**



Source: Statistics Canada, 2016

## 2.6 Health Indicators

**53.6%** (+/- 4.4%) of people over the age of 12 in the Thunder Bay District, which includes Red Rock, rank their **health** status as excellent or very good. **25.1%** (+/- 4.7%) of people in the district are rated as **heavy drinkers**, consuming more than 5 alcoholic beverages in one setting per month (male), or 4 alcoholic drinks per day in one setting per month (female). **19.9%** (+/- 3.0%) of the people in the district are **daily smokers**.

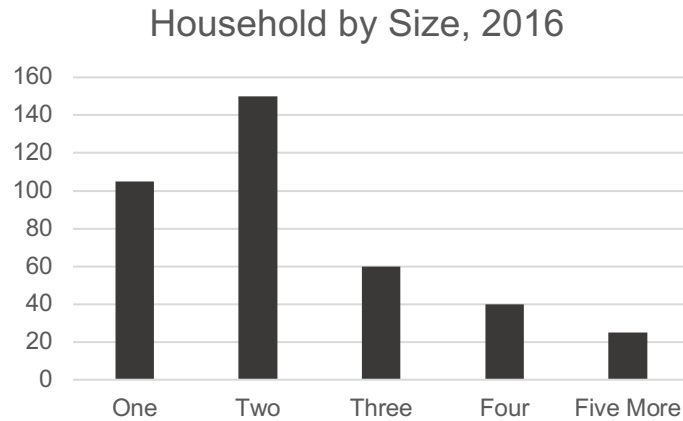
# 52.6%

rate their **health** status as "excellent" or "very good"

Source: Thunder Bay District Health Unit, 2018

## 2.7 Household Size

Most households in Red Rock are 1 or 2 persons, with 33% having 3 or more, indicating that one-third are families, and the remainder are either young couples, empty nesters, or retirees.



Source: Statistics Canada, 2016

## 2.8 Income

Red Rock ranks highly, at 36<sup>th</sup> of 196 communities in northern Ontario (top 18%), in terms of after-tax individual income. The median after-tax income in Red Rock is **\$33,280 per person**. This is slightly higher than the City of Thunder Bay, and the adjacent communities, such as Nipigon, Greenstone, and Dorion.

Median Income, Selected Regions in Northern Ontario, Median income in 2015

City	Median Income	Rank (of 196 communities)
Hornepayne	\$43,136	1
Red Lake	\$42,926	2
Shuniah	\$40,306	3
Sioux Lookout	\$38,757	5
Oliver Paipouge	\$38,310	7
Terrace Bay	\$37,248	11
Marathon	\$34,320	24
Greater Sudbury / Grand Sudbury	\$34,149	26
Dubreuilville	\$33,963	29
<b>Red Rock</b>	<b>\$33,280</b>	<b>36</b>
Dorion	\$32,544	44
Thunder Bay	\$32,400	46
Greenstone	\$31,808	54
Sault Ste. Marie	\$30,374	67
North Bay	\$29,586	77
Nipigon	\$29,104	82
Northeastern Manitoulin and the Islands	\$28,992	84
Elliot Lake	\$23,770	136
Cobalt	\$21,760	150
Wabaseemoong	\$8,232	196

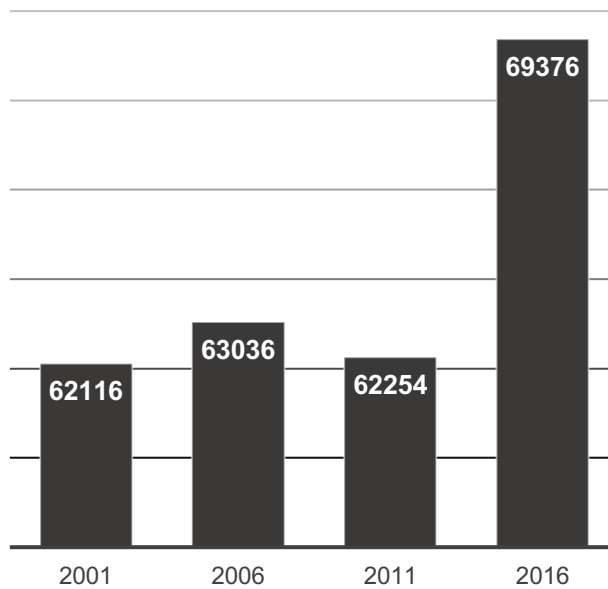
Source: Statistics Canada, 2016



**Most people in Red Rock are above the low income cut-off**, with only thirty households having less than \$20,000 in annual income. The median household income in Red Rock is lower than the national median income of \$80,940, in 2015, but ranks well among other communities in northwestern Ontario.

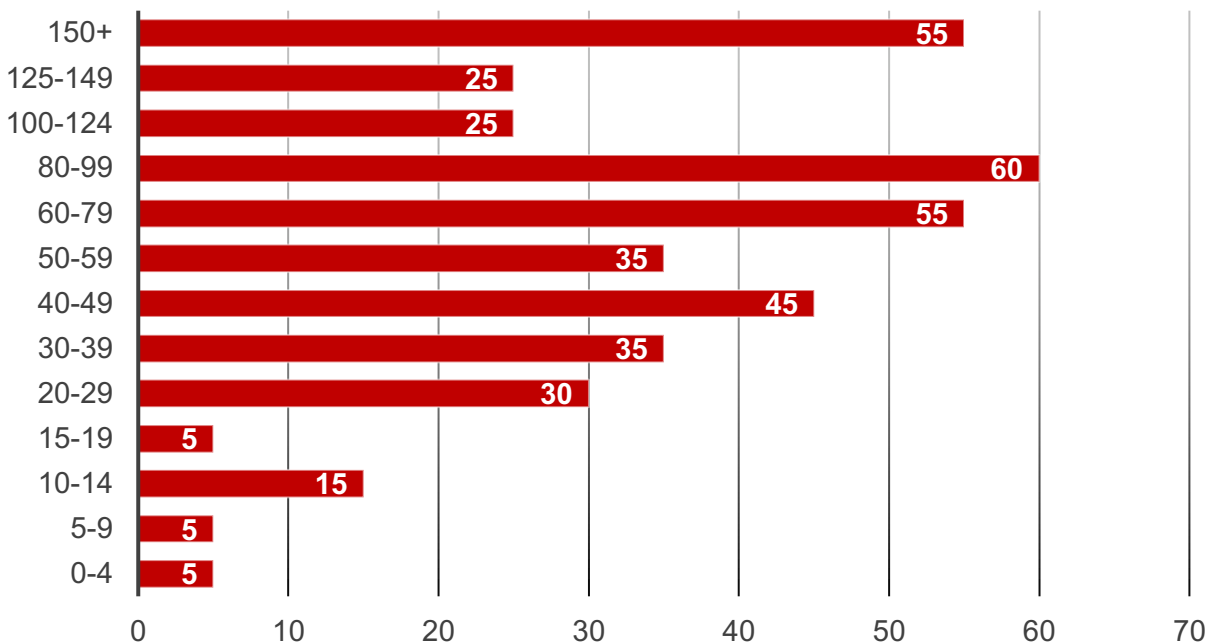
**There is a wide distribution of income in Red Rock**, covering many income brackets. Of the 395 households, 55 (14%) have an income of \$150,000 per year or more, and 105 have a household income of over \$100,000 (27%). This is an exceptionally large percentage, and considering the lower cost of housing in Red Rock, this implies a high level of discretionary income. Over 50% of all households make an income over \$50,000.

**Median Household Income, Township of Red Rock, 2015**



Source: Statistics Canada, 2016

**Household Income in Thousands, Township of Red Rock, 2015**

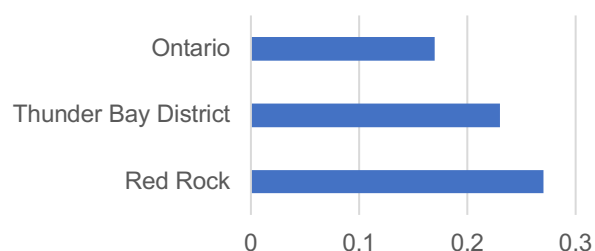


Source: Statistics Canada, 2016

## 2.9 Government Dependency

While Red Rock does have high household incomes, it is disproportionately dependent on government transfers, with higher rates, when compared to the Thunder Bay district, and Ontario. A significant number of people are reliant on Old Age Security and the Canada Pension Plan, which reflects the higher average age in Red Rock, compared to elsewhere in the district, and the province. 65.6% of individuals reflect employment income from wages and self-employment as their primary source of income, and 17.9%, including 6.6% from the CPP and 4.9% from OAS, reflect the individuals with government transfers as their primary income source, compared to 15.7% in the district of Thunder Bay, and 12.2% in Ontario.

Economic Dependency Ratio to Government Transfers, Township of Red Rock, 2016



Source: Northern Policy Institute, 2017

Distribution of Income of the Community by Source, Township of Red Rock, 2016			
	Red Rock	District	Ontario
Wages/Salaries only	64.60%	64.90%	67.70%
Self-employment only	1.00%	2.30%	4.30%
<b>Total</b>	<b>65.60%</b>	<b>67.20%</b>	<b>72.00%</b>
Employment Insurance	1.90%	1.40%	1.10%
OAS	4.90%	3.80%	3.30%
CPP/QPP	6.60%	5.40%	3.90%
CCTB	1.10%	1.10%	1.10%
Workers compensation	1.10%	1.00%	0.40%
Social assistance	0.90%	1.50%	1.10%
Other government transfers	1.30%	1.40%	1.30%
Private pensions	12.30%	10.60%	7.70%
RRSP	0.50%	0.40%	0.40%
Investment	0.70%	3.80%	5.30%
Other income	3.00%	2.30%	2.50%

Source: Northern Policy Institute, 2017



## **A Superior Treasure...**

*Modern and Full-service Marina  
on Nipigon Bay, in Lake Superior*

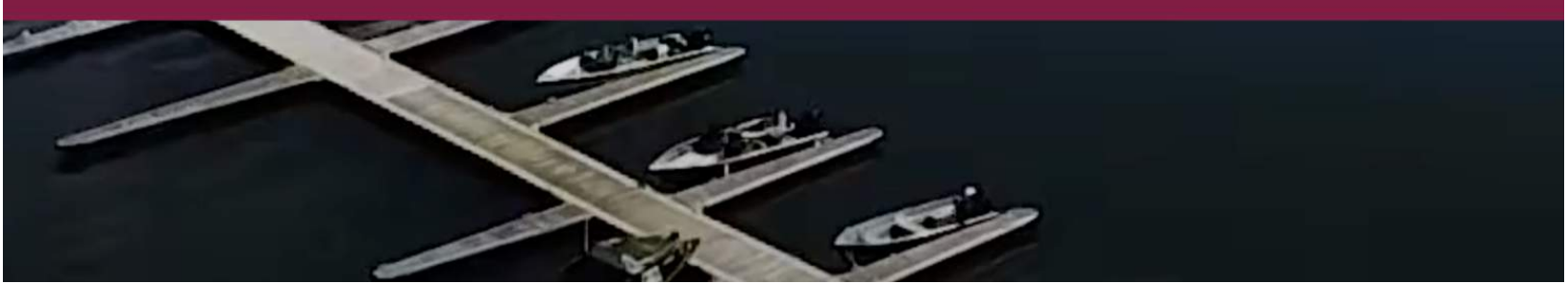




**RED ROCK**  
*a superior treasure*



# Labour Force



# People, Ready To Work...



## Highly Mobile Labour Force

Red Rock and its eleven-minute-away sister communities, Nipigon and Dorion, share many employees, offering a combined active labour pool of 2,000 and total population of almost 3,500.

## Skilled Labour Available

Red Rock has a **higher-than-average rate of college graduates**, and has doubled its rates of the working population with a university degree in ten years. Major fields include health, protective service and resource management.



## Room for Opportunity

With a strong labour force participation rate and stable employment rate yet higher-than-average part-time employment, **Red Rock is shown to have substantial room for development.**

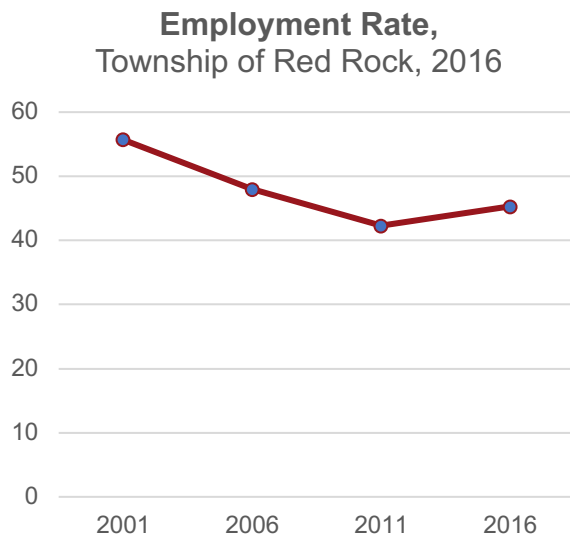
### 3. Labour Forces

**Red Rock features a full labour force that is over 350 people strong.** The unemployment rate is higher than the provincial average, and its labour participation and employment rates are lower, due to an aging population. However, **in recent years, the employment rate has shown some growth**, at an average rate of .6%, indicating stronger economic conditions. **Red Rock is also within a 11-minute drive from either Dorion, or Nipigon**, providing a strong opportunity for sharing of employees and jobs, with a combined labour force of 2,000 people, from all 3 communities. Statistics show most of the working population of Red Rock, works outside the community.

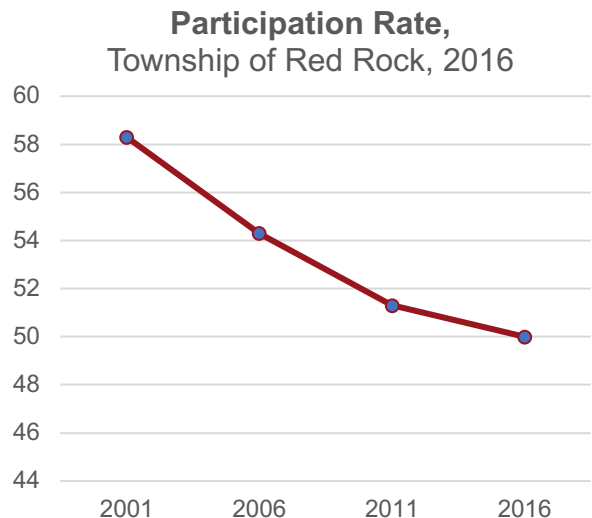
#### 3.1 Indicators of Economic Health

**The employment rate is finally recovering since 2011, and is now expanding slowly.** This rate declined in Red Rock, because of the downfall of the forestry sector, in the early to mid-2000s. The Norampac mill in Red Rock closed in 2006, and employed 300 people. This coincided with the closure of a mill in nearby Nipigon, due to a massive fire, in 2007. From 2011 to 2016, however, Red Rock started to show promise, as the employment rate stabilized, and then grew by .6% per year, on average, between 2011, and 2016.

**The labour market participation rate reflects the aging population in Red Rock, and is currently at 50%.** This slowing participation rate could also explain the seemingly increased employment rate, without a need of job creation, since the employment rate is a measure of how many people are employed, among those that participate in the economy. The employment in Red Rock is mostly part-time, suggesting an opportunity for future development, to take advantage of the existing, underutilized labour force.



Source: Statistics Canada, 2016



Source: Statistics Canada, 2016

#### Employment Status



Source: Statistics Canada, 2016



Currently, Red Rock's unemployment rate ranks 149<sup>th</sup> among 250 communities, which is on par with its sister community of Nipigon, but lower than Dorion, and Thunder Bay.

### Employment Rate, Selected Regions in Northern Ontario, Employment Rate, 2016

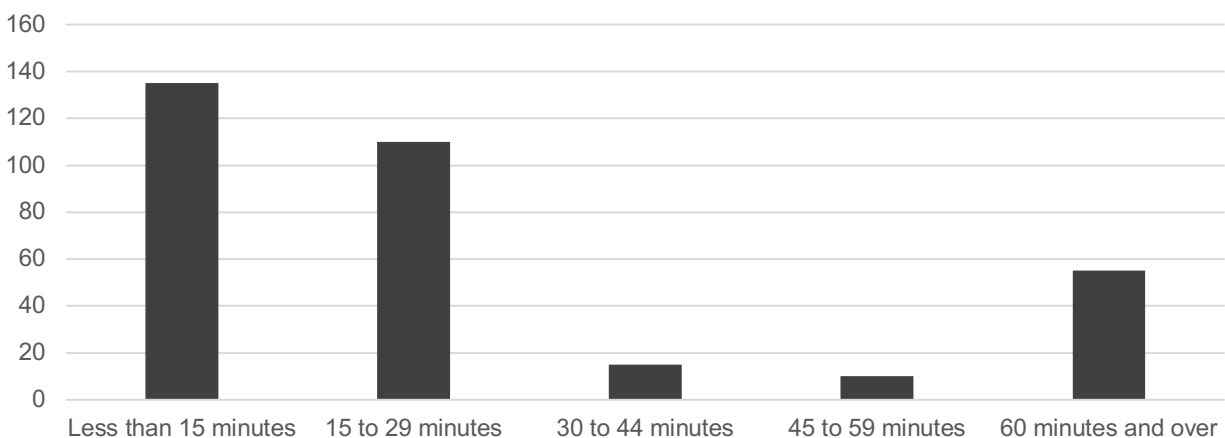
City	Employment Rate	Rank (of 250 communities)
Kerns	72.9	1
Brethour	71.4	2
Ear Falls	71.4	3
Pickle Lake	70.9	4
Red Lake	69.1	8
Marathon	59.9	28
Greater Sudbury / Grand Sudbury	57.4	38
Thunder Bay	56	51
North Bay	54	70
Sault Ste. Marie	51.5	86
Greestone	51.3	90
Dorion	51	93
Northeastern Manitoulin and the Islands	47.5	126
Nipigon	46.3	133
<b>Red Rock</b>	<b>45.3</b>	<b>149</b>
Elliot Lake	32.7	235
Manitoulin West – Unorganized	21.7	250

Source: Northern Policy Institute, 2017; StatsCan, 2016

### 3.2 Labour Force Mobility

**A good number of Red Rock's labour force commutes to nearby centres for employment.** Red Rock is home to several employers itself, including the regional high school, education centre, and an elementary school. Red Rock also has a full-service grocery store, credit union, township office, regional EMS base, and several businesses in aggregates, construction, and horticulture.

### Commuting Distance, Township of Red Rock, 2016

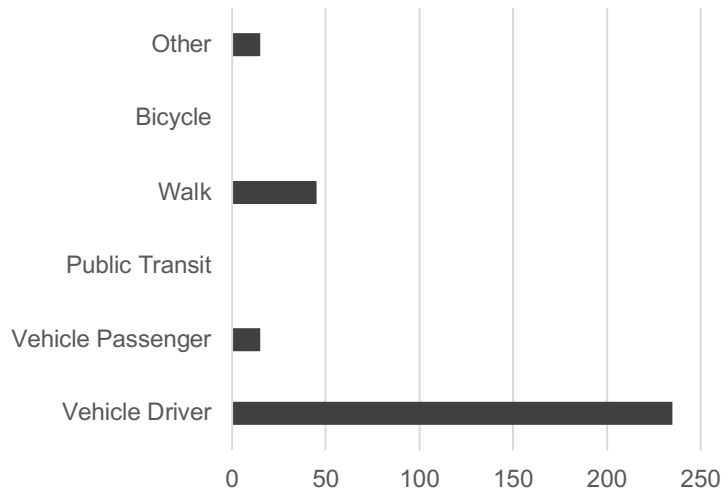


Source: StatsCan, 2016

**Nipigon is eleven minutes away**, and is home to the district hospital, ServiceOntario, Ontario Ministry of Natural Resources and Forestry, TC Natural Gas, Ontario Power Generation, Parks Canada, OPP, a considerable group of industrial businesses, several truck stops, and a large commercial district that includes a Canadian Tire, and Ford dealership. Located west is Dorion, which is home to several large construction organizations. Just under 60 people commute one hour, implying they work in Thunder Bay, which has a strong knowledge-based economy.

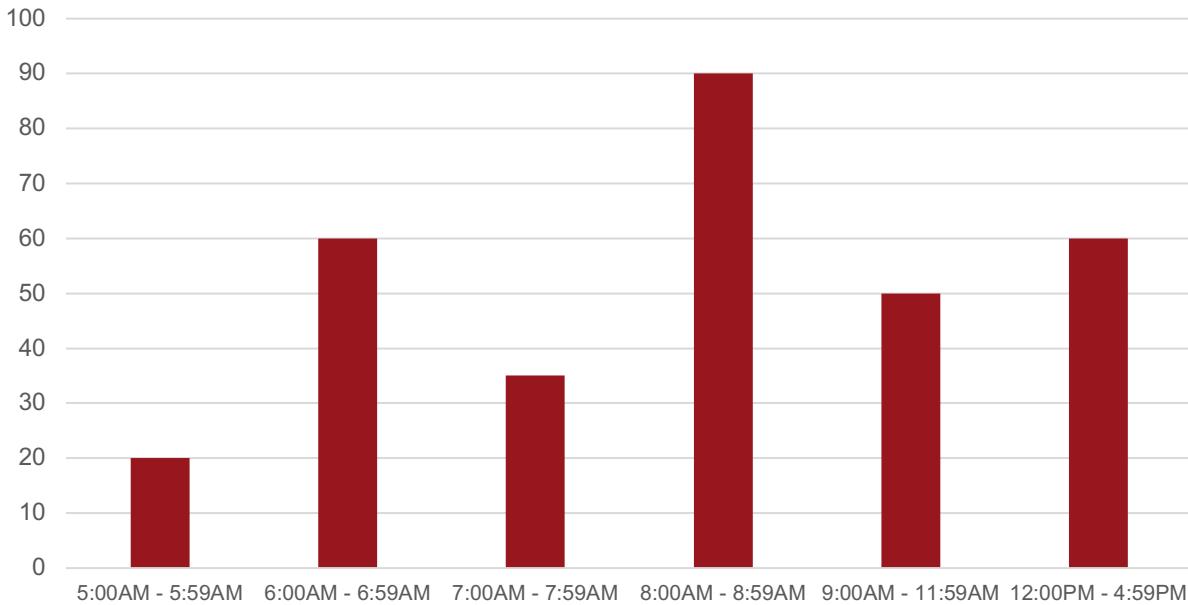
**The majority of Red Rock people drive to work, with limited carpooling, with approximately 12% who walk to work.** This implies the highway in Red Rock is highly travelled by individuals from Red Rock. The majority of its labour force leaves for work between 6 a.m., and 9 a.m., with some also leaving in the afternoon, presumably, for afternoon or evening shiftwork.

**Type of Commuting Vehicle, Township of Red Rock, 2016**



Source: StatsCan, 2016

**Time Leaving for Work, Township of Red Rock, 2016**

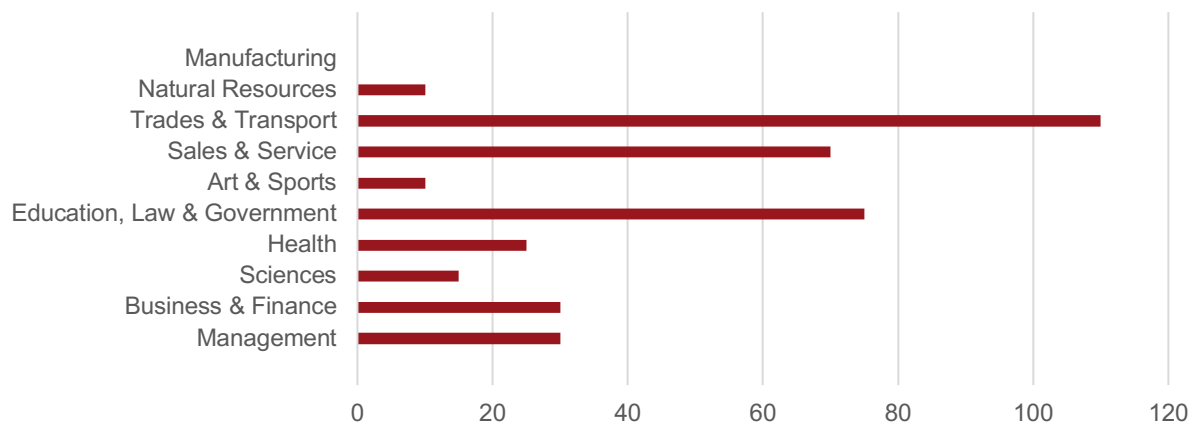


Source: StatsCan, 2016

### 3.3 Major Industries and Occupations

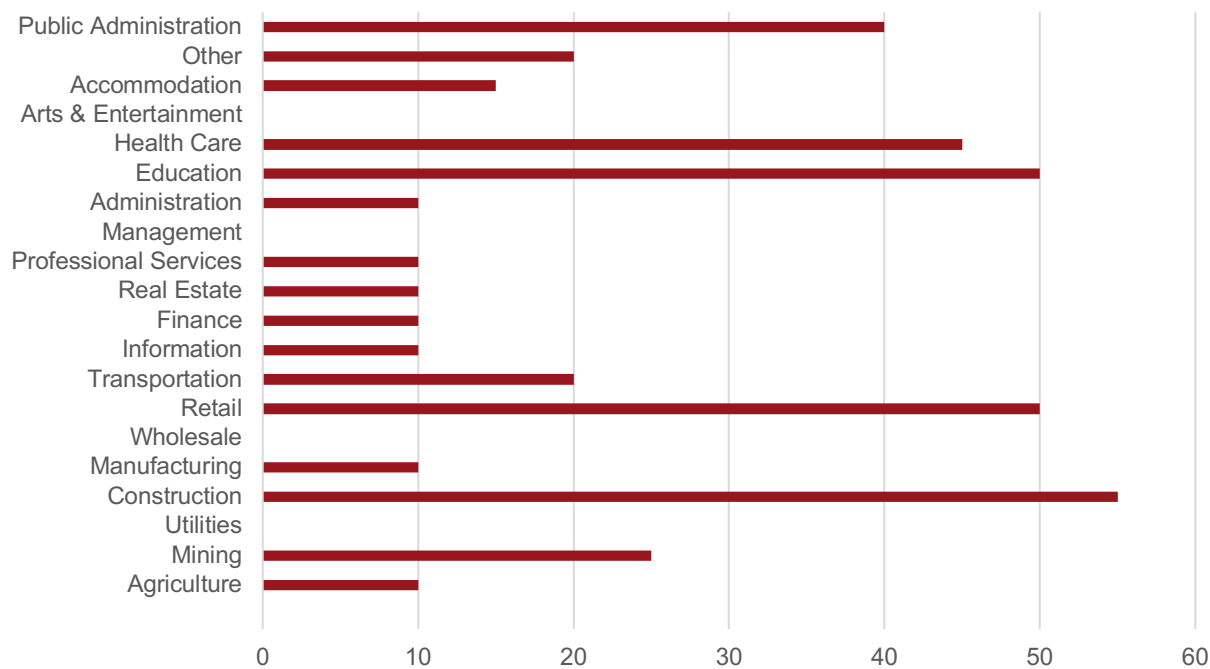
The majority of Red Rock’s employment force is skilled in trades, sales, and public administration. In terms of industries, large clusters of its labour force work in construction, retail, education, healthcare, and public administration, which reflects the composition of the regional economy. A good number also work in mining, accommodation, and the transportation sectors. Small numbers of people work in management, real estate, finance, IT, manufacturing, and agriculture.

Labour Force by Occupation, Township of Red Rock, 2016



Source: StatsCan, 2016

Labour Force by Industry, Township of Red Rock, 2016

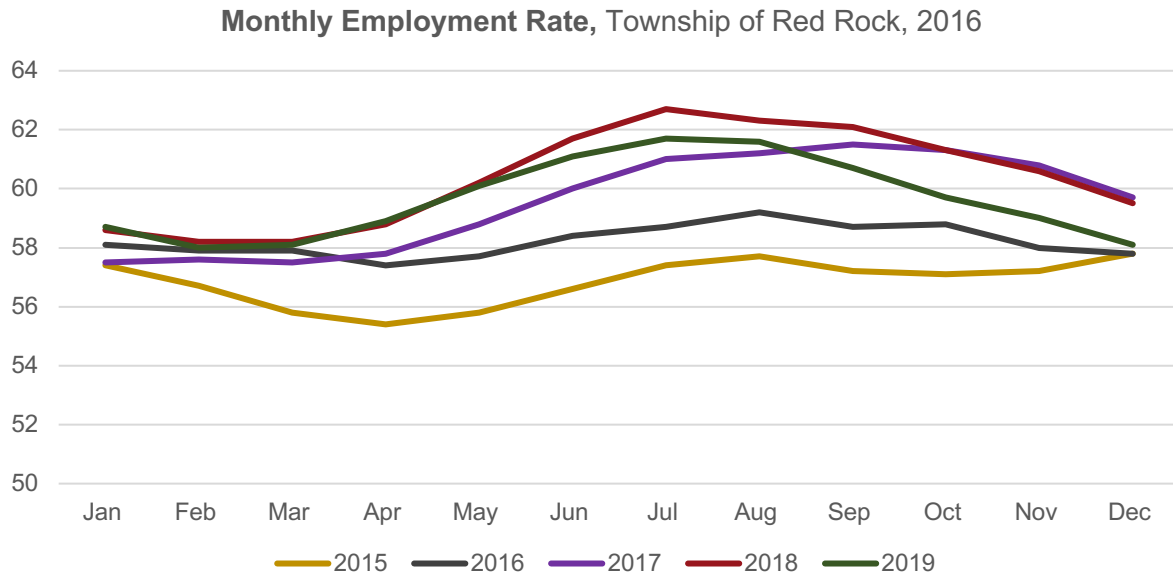


Source: StatsCan, 2016



### 3.4 Seasonal Fluctuations in the Economy

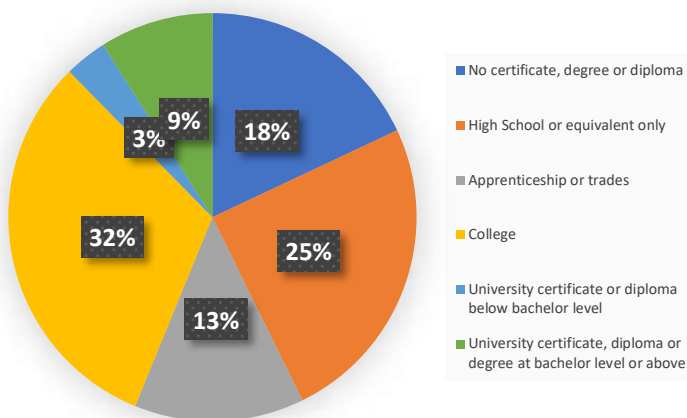
The economy in Red Rock does not necessarily reflect any major seasonal fluctuation. In general, the employment rate is lowest in May, and highest in July, and is likely due to the seasonal variation of some jobs within the construction sector. It is noted that many construction companies located in and near Red Rock work on projects in all seasons, such as the powerline project, as opposed to seasonal ones in roadwork.



Source: StatsCan, 2020

### 3.5 Education

**Highest Level of Education, Township of Red Rock, 2016**

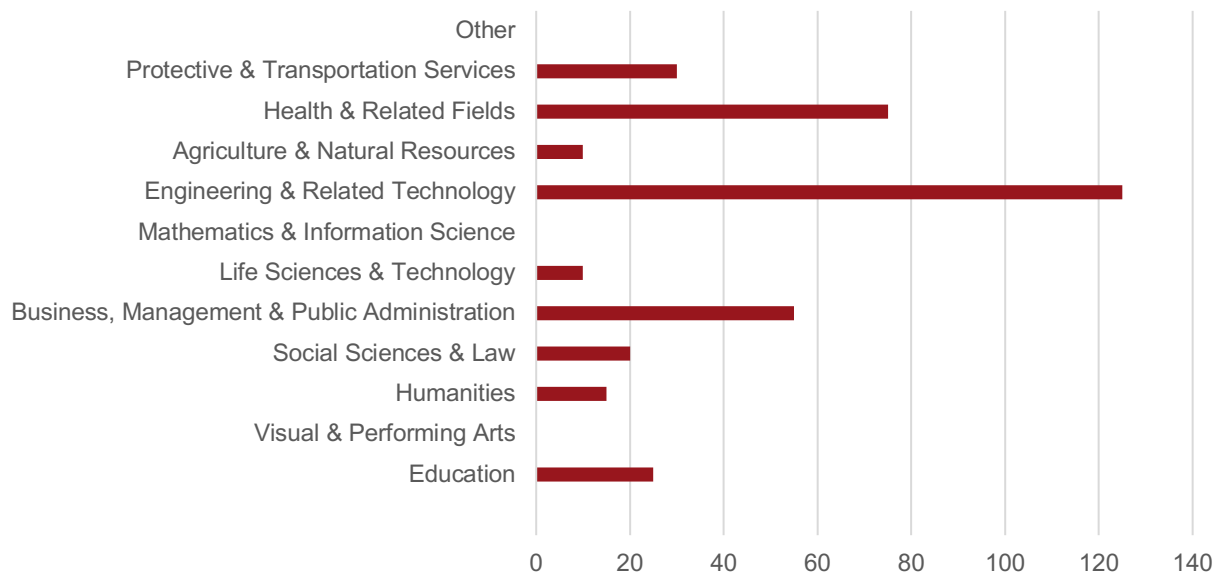


Red Rock boasts a well educated workforce, with 57% holding an apprenticeship, college diploma, or university degree. This lends itself well to the composition of the regional economy, with a disproportionate amount of people working in the services (retail and accommodation), and construction sectors, compared to the knowledge-based economy in Thunder Bay.

Among those with higher education, the majority of Red Rock residents are educated in the area of trades, engineering, technology, healthcare, and business and public administration. A strong complement of residents holds degrees in education, protective and transportation services, and social sciences.

Source: StatsCan, 2016

### Major Field of Study, Township of Red Rock, 2016



Source: StatsCan, 2016

**Red Rock has seen strong growth in its proportion of university educated people.** Among the population between 25 and 64, the percentage of the population holding a degree has doubled, between 2006, and 2016. In the same time period, high school graduates and tradespeople have remained stable. Currently, Red Rock ranks in the average of all communities, at 106 of 196 communities, in northern Ontario, for the proportion of university graduates, at 9.1% of the population.

City	% of population with Bachelor Degree or Higher	Rank (of 196 communities)
Shuniah	29.5%	1
Pickle Lake	28.6%	2
Thunder Bay	24.2%	6
North Bay	21.3%	13
Greater Sudbury	20.5%	16
Red Lake	19.9%	20
Northeastern Manitoulin and the Islands	18.7%	30
Nipigon	15.1%	51
Greenstone	13.9%	57
Timmins	13.8%	58
<b>Red Rock</b>	<b>9.1%</b>	<b>106</b>
Hornepayne	7.2%	138
Dorion	6.9%	142
Baldwin	4.1%	177
White River	2.6%	186
Fort Albany 67, Part 1	1.9%	190

Source: StatsCan, 2016





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# Business Community



# Connected, and Supportive....



## Service-based Economy

Red Rock is a service-based economy, with strength in education, public administration and healthcare. Construction and real estate are also strong areas in the community.

## Supportive and Entrepreneurial Council

**Council is progressive and supports economic development**, as witnessed by **2.1 new businesses per 1,000 people**, exceeding the Ontario average of 1.4 and district average of -0.1, in the year of measurement.



## Room for Far More

While the service economy remains strong, there is room for far more with lower taxes than larger centres. Further, only three retail stores operate in the town, leading to substantial capacity for development.

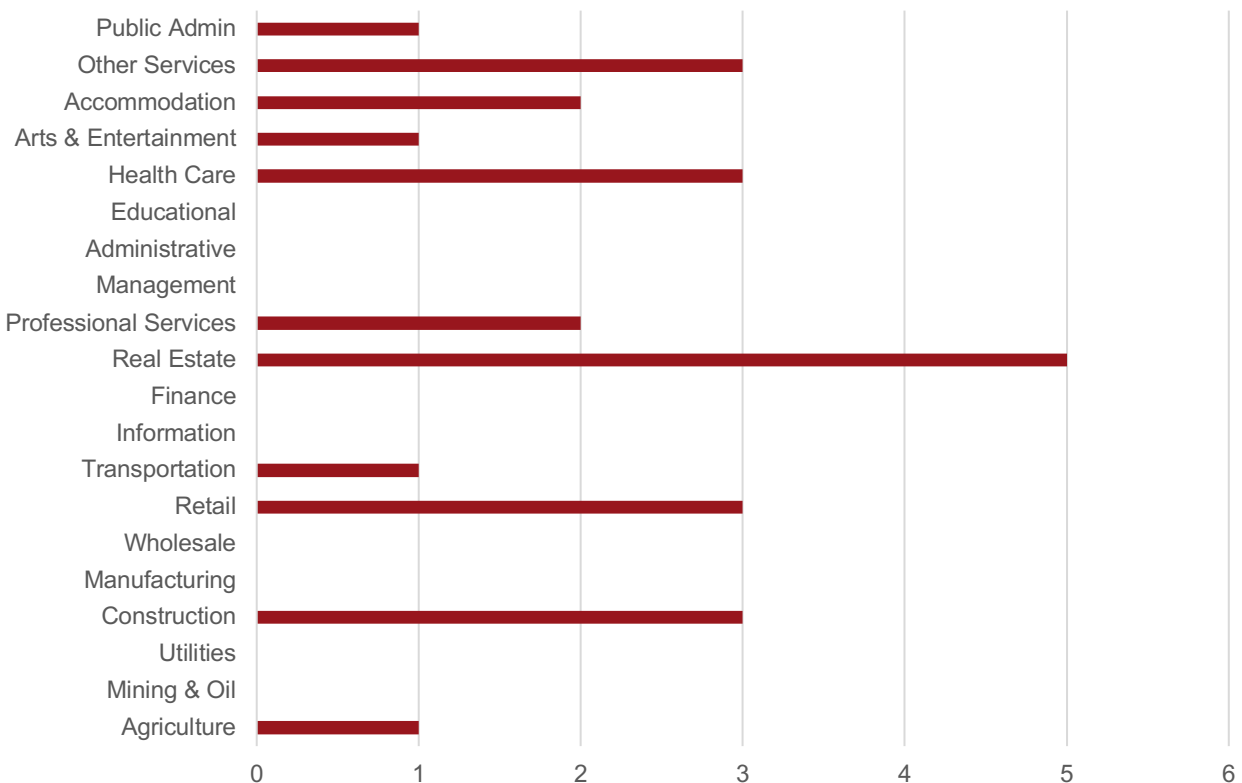
## 4. Business Community

The business community in Red Rock is tightly knit, and strongly supported by town council. Businesses located within Red Rock are mostly service-based businesses that cater to the immediate residents. However, within a 10-minute drive, there are ample businesses servicing a wide range of industrial sectors, in Dorion, Nipigon, and Thunder Bay.

### 4.1 Business Industries

Red Rock has one of the highest entrepreneurial rates in the province, at 2.2 businesses created per 1,000 people in 2016, compared to 1.4 in Ontario, and -0.1 in the Thunder Bay district. Most of these new businesses are home-based enterprises, that cater to the local residents. Five real estate organizations, mostly apartment buildings and realty agents, are located within the Township of Red Rock, representing its largest single cluster. Three retail stores are located in Red Rock, including a convenience store, a seasonal gift shop at the marina, and a full-service grocery store with an LCBO. There are several service organizations in the community, including a farm and greenhouse, three contractors, a welder, law office, credit union, country inn, two bed and breakfasts, a hair salon, aesthetician, massage therapist, and post office. **Five companies serve the tourism sector from Red Rock, providing guided tours. Many home-based businesses that have begun are in the catering, art and culture, and home improvement areas.** The Thunder Bay District Health Unit has a branch office in Red Rock, as does Contact North, for distance education.

Number of Businesses per Sector,  
Township of Red Rock, 2016



Source: StatsCan, 2016

## 4.2 Major Local Employers

### Private Sector

Organization	Sector	Approximate Employees
Saunders Foodland	Retail	15
Red Rock Inn	Accommodation	2 to 5
Red Pebbles Café	Restaurant	2 to 5
Northern Credit Union	Professional Services	2

Source: Limestone Partners Canada Inc., 2021

### Public Sector

Organization	Sector	Approximate Employees
Nipigon-Red Rock District High School	Education	17 to 20
St Hilary School	Education	10
Township of Red Rock	Public Administration	15 to 25 including Fire and Public Works
Superior North EMS	Healthcare	3 to 10
Thunder Bay District Health Unit Red Rock Branch	Healthcare	2 to 5
Canada Post	Government	2 to 3

Source: Limestone Partners Canada Inc., 2021



### 4.3 Major Regional Employers

Organization	Sector	City
E. Corbiere & Sons	Construction	Dorion
Supercom Industries	Construction	Dorion
TERA North	Construction	Dorion
Nipigon District Hospital	Healthcare	Nipigon
Canadian Tire	Retail	Nipigon
Zechner's Foodmart	Retail	Nipigon
Brennen Ford	Retail	Nipigon
OPP	Protective Services	Nipigon
Ministry of Natural Resources	Government	Nipigon
Parks Canada	Government	Nipigon
Ontario Power Generation	Energy	Nipigon
TC Energy	Energy	Nipigon
Lakehead University	Education	Thunder Bay
Allstream (formerly Bombardier)	Manufacturing	Thunder Bay
Resolute Forest Products	Forestry	Thunder Bay
Health eFX	Software	Thunder Bay
Thunder Bay Regional Health Sciences Centre	Healthcare	Thunder Bay
St. Joseph's Care Group	Healthcare	Thunder Bay
RegenMed	Medical Innovation	Thunder Bay
Thunder Bay Regional Research Institute/ ICR Discoveries	Medical Innovation/ Cancer Research	Thunder Bay
Impala Canada	Mining	Thunder Bay
Newmont Gold	Mining	Thunder Bay
Thunder Bay International Airport	Aerospace	Thunder Bay

Source: Limestone Partners Canada Inc., 2021





### **An Enchanted Trail**

*Little Falls on Mazukama Creek greets travellers before seeing the much larger Mazukama Falls*





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**Environment**



# The Vista, Spectacular...

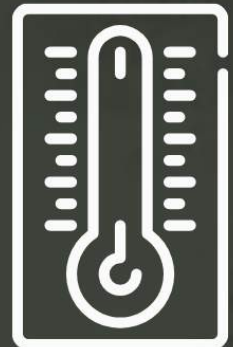


## 2,121 Hours of Sunshine Annually

**Red Rock and the Thunder Bay District are the sunniest places in Canada**, and receive approximately 2,121 hours of sunlight annually.

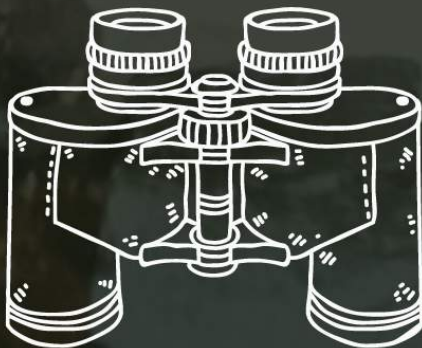
## Comfortable Temperatures

**Summers in Red Rock are warm at day, and cool at night, providing low humidity and refreshing days.** During winter, temperatures are cool but not too cold, and there are many ways to warm up!



## Amazing Scenery

**Three provincial parks, and one national park within driving distance**, provide hundreds of hiking trails, dozens of waterfalls, a full-service marina, several lookouts and **opportunities for eco-adventure are abound.**

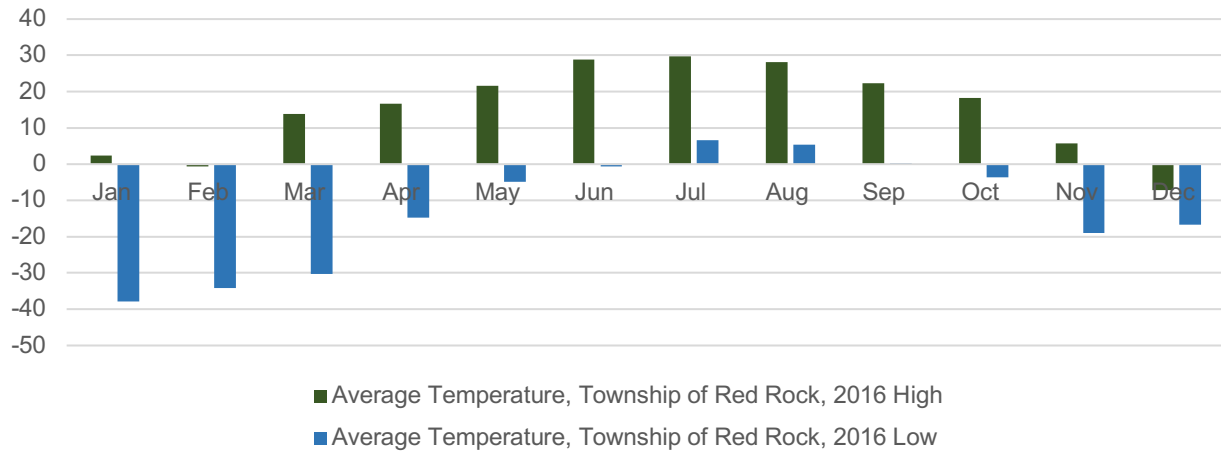


## 5. Environment

The climate in Red Rock is highly desirable and diverse. It is the sunniest region in eastern Canada with an average of 2,121 hours of sun each year. Summers are comfortable in Red Rock, with lower humidity and cooler nights, that often dip into the single digits. During the summer, Lake Superior shines blue, and the marina at Red Rock, which is the second largest on Lake Superior, becomes a hub of activity. In the fall, the forests sparkle in color, and in winter, one can enjoy mostly sunny shorter days, and colder temperatures.

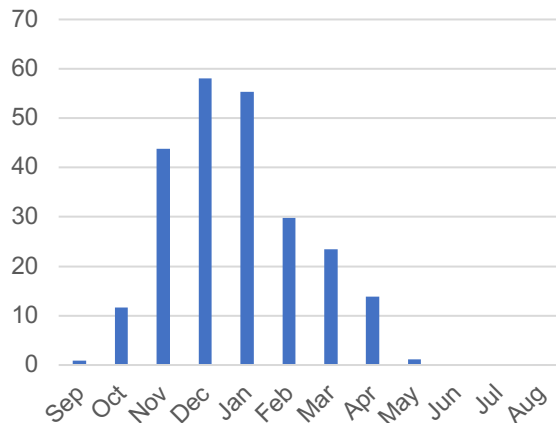
### 5.1 Temperature and Precipitation

Average Temperature, Township of Red Rock, 2016



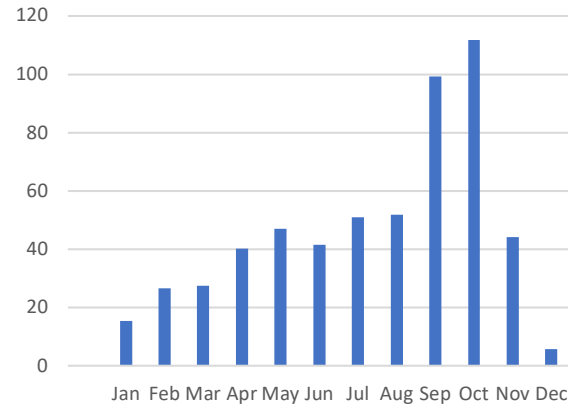
Source: Thunder Bay District Weather Station, 2016

Average Snowfall (in cm), Township of Red Rock, 2016



Source: Thunder Bay District Weather Station, 2016

Average Rainfall (in cm), Township of Red Rock, 2016



Source: Thunder Bay District Weather Station, 2016

## 5.2 Environmental Activities

Compared to Thunder Bay, Red Rock is closer to the *centre of gravity* for , compared to the City of Thunder Bay, for the more coveted, nature-based recreational experiences in the Thunder Bay district. This allows guests to spend less time travelling and more time playing.

Location	Description	Distance from Red Rock	Distance from Thunder Bay
Red Rock Marina and Interpretive Centre	Interpretive centre at Red Rock Marina	0 min	1 hr. 12 min.
Parks Canada Lake Superior National Marine Conservation Area (Nipigon Recreation Trail, Red Rock Mountain)	National park with several hiking trails, up to 7 hours long with several waterfalls and islands in Lake Superior	1 min.	1 hr. 18 min.
Red Rock Mountain	Local hike up the Mountain, overlooking Red Rock and Lake Superior	2 min.	1 hr. 12 min.
Ouimet Canyon Provincial Park	Well-known canyon park	40 min	1 hr. 1 min.
Ruby Lake Provincial Park	Locally popular provincial park with hiking trails	21 min.	1 hr. 23 min.
Sleeping Giant Provincial Park	Massive and famous provincial park with hiking trails	1 hr. 10 min.	1 hr. 15 min.
Eagle Canyon	Canada's longest swing bridge	30 min.	56 min.
Kama Cliffs/ Mazukama Falls	Large panoramic hike over Superior	31 min.	1 hr. 33 min.
Amethyst Mine Panorama	Mine-it-yourself amethyst mine	53 min.	1 hr. 4 min.
Hurkett Cove Conservation Area	World-renowned birding	22 min.	1 hr. 1 min.
Wolf River Falls/ Morraine Falls	Waterfall trail, popular as people can walk underneath it	54 min.	1 hr. 24 min.
Go-Mar-Falls	Waterfall trail	42 min.	1 hr. 48 min.
Rosspport Harbour Tours	Harbour tour near Rosspport	1 hr. 4 min.	2 hr. 8 min.
Casque Isles Trails	Renowned trail with gorge and waterfall	1 hr. 2 min.	2 hr. 6 min.
Rainbow Falls Provincial Park	Full-service provincial park on Lake Superior	1 hr. 10 min.	2 hr. 30 min.

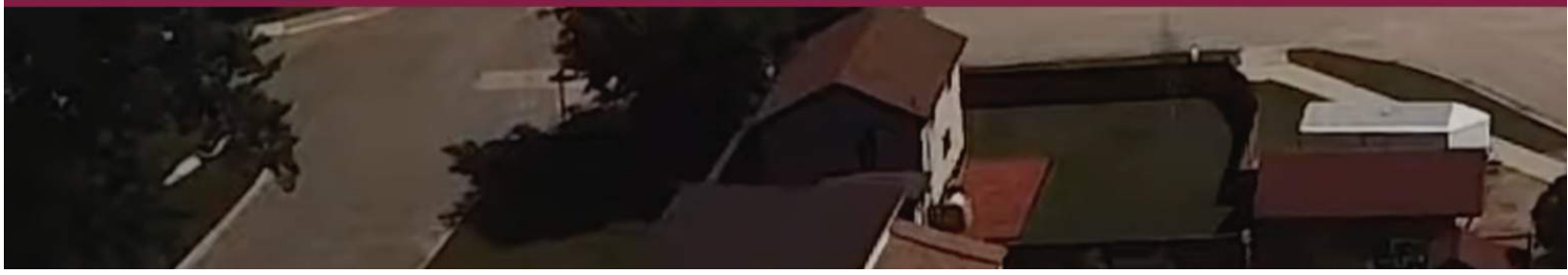




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# Housing, Utilities and Services



# Surrounded, by Superior...



## Planned Housing Developments

The Township of Red Rock is open for business, and ready to discuss development of housing, condos and townhomes. **Red Rock has the closest developable and available lakefront to Thunder Bay.**

## Natural Gas Service

**Not too many small towns have natural gas, but Red Rock is one of them.** Further, a natural gas plant is located ten minutes north of Nipigon and further investments in LNG plants have been committed to the region.



## World-class Education

**Red Rock is home to the district high school and catholic elementary school.** It is also located within one hour from a college, comprehensive research university, medical school, and law school. The medical school does placements five minutes away.



## 6. Housing Characteristics, Utilities, and Municipal Services

There truly is no better place along Lake Superior, that is more scenic than Red Rock, in part, because of St. Ignace Island, that creates a massive, protected bay, creating an exceptional environment for boating. The Township of Red Rock was built to service the forestry mill, however, with the growing emphasis on its Superior location, it needs new housing projects to accommodate the demand for lakeshore properties. Aside from crown land, the vast majority of properties along Lake Superior's Thunder Bay and Black Bay are occupied, and rarely go on sale. The shoreline is the year-round home to 5,000 people and Northwestern Ontario's cottage country. Black Bay, between the two locations, is mostly crown land, leaving Red Rock, on **Nipigon Bay, emerging as the strategic place for lakeside property.**

**Red Rock boasts natural gas and electricity options to accommodate a broad range of development.**

**Red Rock offers an exceptional quality of life with the services it provides.** In particular, the Township is host to a municipal library, bowling alley, arena, gymnasium, fitness centre, soccer club, soft ball league, senior's club, Legion and full-service marina on Lake Superior. A regional naturalist organization, and Hurkett Cove, which is world-renowned for birding, are also found within the region. A full-service golf course also exists.

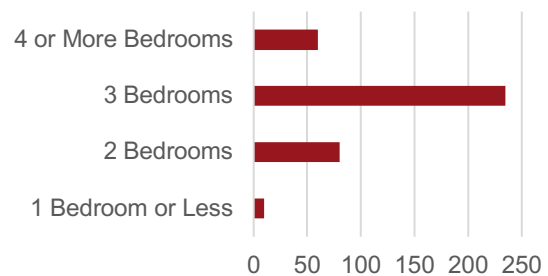
### 6.1 Dwelling Characteristics

**With affordable prices, Red Rock is an ideal location for starter homes, and retirement lifestyles.** In addition, with lakeside views, Red Rock can be an exceptional vacation town, and is known as "a gated community without the gates".

Most of the homes in Red Rock were built to support the labour necessary for the Norampac Mill, and are largely built to be identical within the town centre. However, there are more unique properties along the Highway, and the more rural roads within the Township.

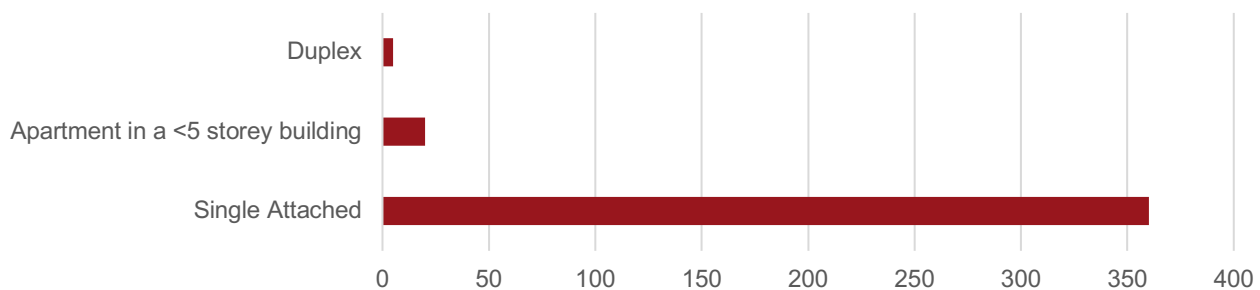
There are two apartment buildings, with one being non-profit housing. In addition, there is a small rooming house in the former paper mill office, and two duplex buildings, and one triplex.

**Number of Dwellings by Number of Bedrooms, Township of Red Rock, 2016**



Source: Statistics Canada, 2016

**Dwellings by Type, Township of Red Rock, 2016**

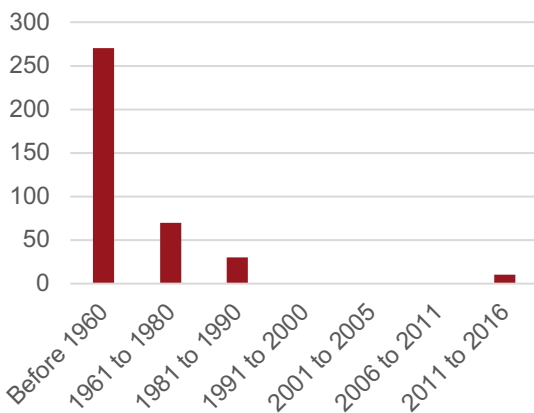


Source: Statistics Canada, 2016



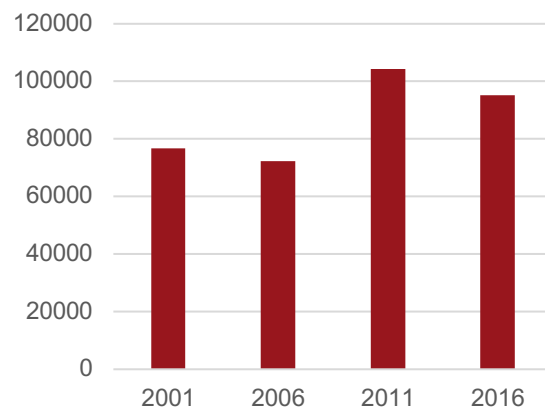
**Red Rock is positioned well for future housing development.** Red Rock is open for future residential development, as it is the nearest full-service community to Thunder Bay, and nearby rural municipalities have very limited properties remaining for development on Lake Superior. On Black Bay, most land is protected by the Crown. Housing prices in Red Rock remain much lower than in nearby urban and rural municipalities, selling at just \$100,000 in 2016. However, more recently, homes have been on the market for over \$170,000 and there is a housing shortage in the area with all the developments in recent times, creating demand. There is plenty of room to build lakeview properties in Red Rock, such as near Ranking Street. This makes Red Rock a popular choice for new families and retirees, and most residents in Red Rock own their own home.

**Construction Period,**  
Township of Red Rock, 2016



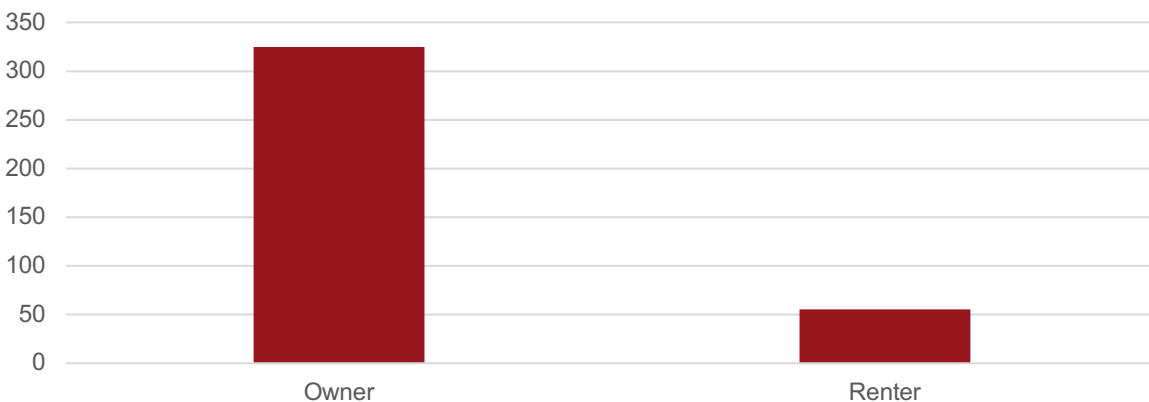
Source: Statistics Canada, 2016

**Housing Prices,**  
Township of Red Rock, 2016



Source: Statistics Canada, 2016

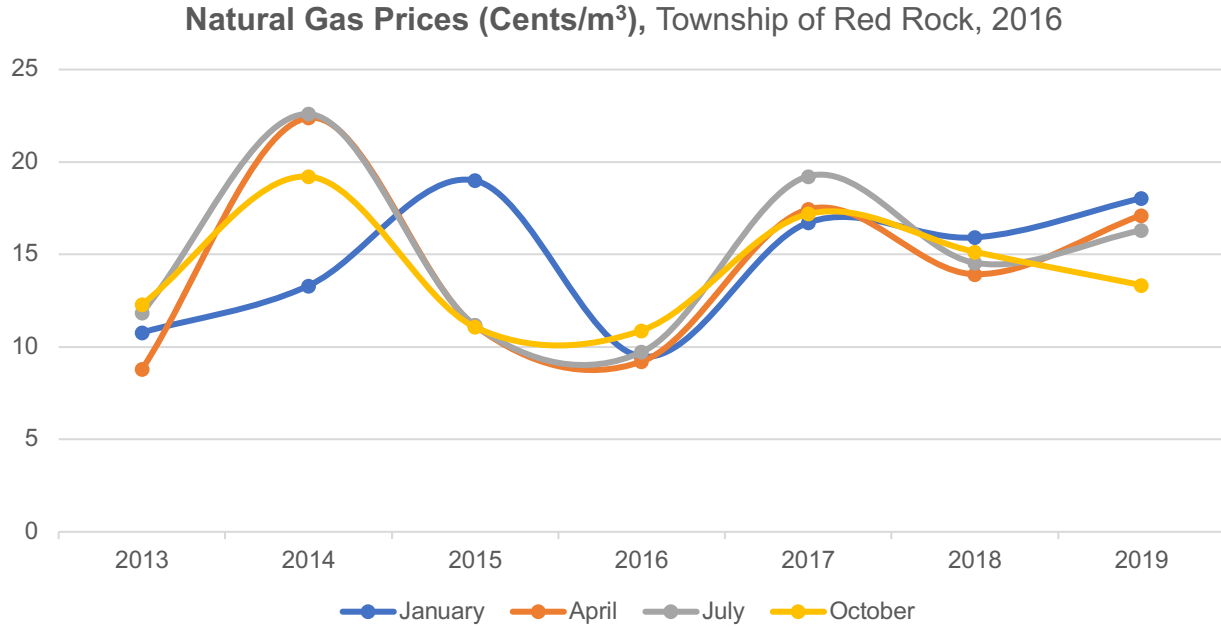
**Home Ownership, Township of Red Rock, 2016**



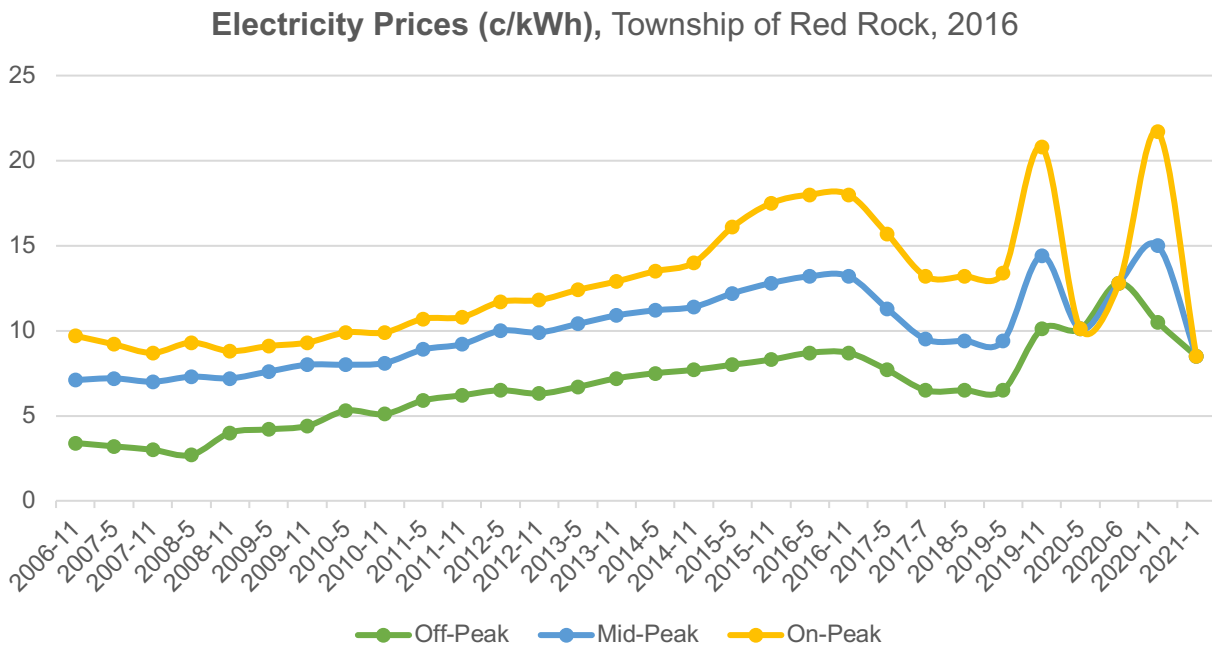
Source: Statistics Canada, 2016

## 6.2 Utilities

Red Rock is connected to natural gas, through Enbridge, and with electricity, through HydroOne. Prices are relatively stable.



Source: Union Gas, 2020



Source: Ontario Energy Board, 2021

## 6.3 Educational Institutions

### **Nipigon – Red Rock High School**

Regional high school servicing 140 students from Dorion, Nipigon, Red Rock, Kama Bay, Hurkett Cove, Lake Helen (Red Rock Indian Band), Biiinjitiwabik Zaaging Anishnabek, Macdiarmid, and Rocky Bay.

20 Frost St., Red Rock, ON P0T 2P0  
807-886-2201

<https://www.sgdsb.on.ca/nipigon-red-rock-district-high>

### **St. Hilary Catholic Elementary School**

Regional catholic school servicing 90 students from Red Rock and Dorion.

200 Salls St., Red Rock, ON  
807-886-2661

<http://sncdsb.on.ca/pages/view/st-hilary-school>

### **George O'Neill Public School**

Public school located in Nipigon, which includes the service area of the town of Red Rock.

General Delivery, Nipigon, ON P0T 2P0  
807-886-2253

### **Superior-Greenstone Learning Centre**

Centre offering ContactNorth distance education and adult education.

46 Saals St., Red Rock, ON P0T 2P0

<http://studyonline.ca>

### **Confederation College**

Regional college offering trades, business, arts and design, culinary, aviation, healthcare, Indigenous and environmental programming.

1450 Nakina Dr., Thunder Bay, ON P7C 4W1

<http://confederationcollege.ca>

### **Lakehead University**

Comprehensive university ranked #1 in Canada under 10,000 students (Times Higher Education). Offers programming across a broad range of disciplines, including arts and science, forestry, health, education, business, medicine, law, and graduate studies.

955 Oliver Road, Thunder Bay, ON P7E 5E1

<http://lakeheadu.ca>

### **Northern Ontario School of Medicine**

Regional medical school, based in Thunder Bay, and with a placement/teaching campus in Nipigon, Ontario. It also offers research and graduate education in medicine. In the program, students spend 40% of their time in community placements across northern Ontario.

955 Oliver Road, Thunder Bay, ON P7E 5E1

<http://nosm.ca>

### **Bora Laskin Faculty of Law of Lakehead University**

Regional law school, based in Thunder Bay with an integrated legal practice curriculum, that can be completed at any northern Ontario law firm during summers, in place of articling.

401 Red River Rd., Thunder Bay, ON P7B 1B4

<http://law.lakeheadu.ca>



## 6.4 Municipal Services

Organization	Services Provided	Web Link
Township of Red Rock	Library Fire Department Marina Room Rentals Water and Sewer Landfill Recreation Centre	<a href="http://redrocktownship.ca">http://redrocktownship.ca</a>
Superior North EMS – Nipigon/ Red Rock District Operations	Paramedic Services	<a href="https://www.thunderbay.ca/en/superior-north-emergency-medical-services.aspx">https://www.thunderbay.ca/en/superior-north-emergency-medical-services.aspx</a>
Nipigon District Memorial Hospital	37 bed hospital with 15 long-term beds, 15 acute care beds and 24-hour emergency services including cardiac care, diagnostic services, rehab, respite care, cancer care (in partnership with TBRHSC) and specialist clinics and services (ub partnership with TBRHSC).	<a href="http://ndmh.ca">http://ndmh.ca</a>
OPP Nipigon Branch	Police	<a href="http://opp.ca">http://opp.ca</a>



**The View from Here...**

*A Truly Superior panorama from the hike on top  
of Red Rock Mountain Trail*



An aerial photograph showing a large, calm lake on the left side of the frame. The right side is dominated by a large, forested hillside with a prominent, flat-topped ridge. The sky is a mix of soft orange and pale blue, suggesting a sunset or sunrise. The water reflects the light from the sky.

# Strategic Location



# Major Markets, Within Reach...



## Located on Major Highways

Township has frontage to two joined Trans-Canada highways, 11 and 17, 8 and 9 hours from Winnipeg and Greater Sudbury, respectively.

**1 hour from the "big city",  
2 hours from the US border**

**Red Rock is a mere one hour from the City of Thunder Bay** (metro population of 125,000) and two hours from the Minnesota border at Grand Marais.



## Exceptional Hotel Market

**Red Rock is located in the heart of Ontario's best hotel market, with the highest occupancy rates, and 2nd highest daily rates in all of northern Ontario, also beating provincial average by far.** Because of the large number of essential workers, it has been shown to be the **#1 hotel market during COVID-19, with nearly double the occupancy rate of any other market and highest daily rate and revenue per room.**

## 7. Strategic Location

**Red Rock is located within a superb, strategic location, within close proximity to the large, isolated markets of Thunder Bay, and within a short drive from the large Midwest market of the United States.** Within the township of Red Rock, is the convergence of both Highways 17 and 11, and it is one of only three full-service communities along the hour and a half long stretch of combined highway in Ontario. The townsite of Red Rock, is off of the highway 8 kilometers away.

### 7.1 Major Highways

Major arterial highways serving the region:

- **Highway 628** connects Red Rock to the TransCanada, Highway 11/17 and takes about five minutes to drive.
- **Highway 11/17** connects southwest to Thunder Bay with an hour's drive, and north to Nipigon, in minutes.
  - 4,700 passenger vehicles travel this highway each day and 1,100 commercial trucks.
  - This highway intersection with Red Rock, and is located 8 hours from Winnipeg, and 9 hours from Sudbury, making it an ideal stopover for cross-country traffic, as it provides a reasonable point of attraction.
  - Red Rock is perfectly positioned as the last stop for US-bound transport traffic and first stop for transports entering Canada, on the Trans-Canada highways 11 and 17. This unique position can support an economic hub for US-Canada transportation, and encourage accommodation and retail development.
- **Highway 61**
  - Connects to Highway 11/17 to Grand Marais, MN, USA, a two-hour drive from Red Rock.

### 7.2 Major Centres

**Red Rock is located eleven minutes away from its sister town**, the Township of Nipigon, which allows the two communities to share employment opportunities, employees, and services. The City of Thunder Bay allows for an exceptional market for developers to the Red Rock region, since approximately 70% of paying summer visitors to the area are from the City of Thunder Bay, based on data collected at regional parks offices. 25% of summertime travel comes from the Midwestern United States, offering a healthy level of high-yield tourists. These tourists generally visit the attractions available within the region.

#### Township of Nipigon

Regional town offering a hospital, OPP, highway business cluster, and strong retail cluster. Also located within the Township is Cameron Falls, and OPG, as well as a natural gas facility, TC Energy.

#### City of Thunder Bay

The city of Thunder Bay offers strong economic opportunities for Red Rock. As the largest non-amalgamated urban centre in northern Ontario, and largest municipality in northwestern Ontario, Thunder Bay has a healthy economy of 125,000 people in the metropolitan area. Its business sectors of interest include biotechnology, mining and forestry support, education, business services, healthcare, and government services, as well as tourism. Thunder Bay attracts most tourists to locations outside of the City limits, such as Sleeping Giant Provincial Park, located within a one-hour drive. These tourists mostly come from the Midwestern US, and Manitoba, and since Thunder Bay is a relatively isolated place, this leaves many to venture into Superior Country on weekends. During the summer, Sleeping Giant sees 70,000 people from the City of Thunder Bay visit, and pay, in addition to 30,000 from elsewhere. Given the recent requirements for isolation, a larger number of staycations per capita, and the shortage of lakefront wedding locations, these have led Red Rock to a better understanding of the pivotal market, and the recent Red Rock tourism strategy, completed in the fall of 2020.



### Midwestern United States

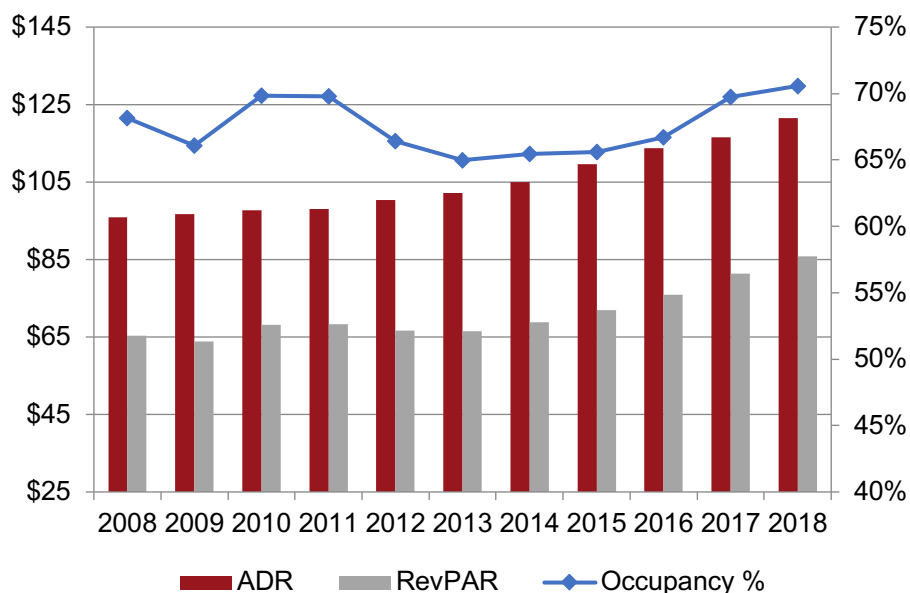
Approximately 25% of visitors to the region are from the Midwestern United States, who have a substantial capacity to spend. Midwest regions of focus are the Minnesota, Wisconsin, and Michigan markets.

### 7.3 Tourism Cluster

The Red Rock district provides an exceptional market for hotel development, as stated in the recent Red Rock Tourism Strategy. Hotel occupancies in northwestern Ontario remain the highest in northern Ontario, and one of the highest in the province. Northwestern Ontario had a 73.7% occupancy rate in its hotels, compared to 71% province wide, 52.7% in Sault Ste Marie, and 56.1% in Sudbury. In Thunder Bay, the occupancy rate is 72.8%, inferring that the region has a higher occupancy rate than any other city. In 2020, even amid COVID-19, Northwestern Ontario had a 38.7% occupancy rate, being the highest of all regions in northern Ontario, where the average was 19.5%, with the GTA North having the second highest rate, at 29.5%, and the City of Thunder Bay having a 28.2% occupancy rate. These market conditions suggest there is a definite need for further hotel developments in the District, but despite three hotel projects which are currently underway in Thunder Bay, there still appears to be no scheduled hotel activity in the region around Red Rock.

Northwestern Ontario also has the highest average room rates in northern Ontario. Hotel rooms in northwestern Ontario average \$126.24 per night, with Thunder Bay at \$125.25, inferring they are the highest in the region. The higher price in 2019 may also be attributed to the Municipal Accommodation Tax in Thunder Bay, which has added 5% to the cost of any room. Amid COVID-19, prices have not fluctuated much in 2020, with an average room being \$112.35 in the region, and \$108.68 in Thunder Bay. The average price of \$112.00 in Northwestern Ontario is the second highest in Ontario, next to the Toronto Airport, which averages \$116.00 per night, and is the highest by far in northern Ontario, even when compared to Sault Ste Marie, and Northeastern Ontario.

**Northwest Ontario Hotel Occupancy, ADR and RevPAR Results, 2008-2018**



Source: Government of Ontario, 2016



## Hotel Occupancy of Selected Regions, July 2019, and 2020

	July 2019			July 2020		
	Occupancy %	Avg. Daily	Revenue / Room	Occupancy %	Average Daily	Revenue / Room
Northwestern Ontario (excl. TB)	73.7%	126.24	93.06	37.1%	112.35	41.74
Thunder Bay	72.8%	125.25	91.21	22%	108.68	22%
Rural NE Ontario	62.6%	125.03	78.24	22%	103.24	17.57
Sudbury	56.1%	123.21	69.11	23.4%	106.62	24.94
North Bay	63.5%	114.45	72.65	18.6%	89.25	16.63
Sault Ste Marie	52.7%	109.95	57.88	22.8%	95.22	21.71
Provincial Average	71.1%	168.87	120.06	19.5%	99.30	19.39

**Source:** Government of Ontario, 2021

**Red Rock is one of three full-service towns on the joint portion of both TransCanada Highways 11 and 17**, with on average, 4,600 passenger vehicles passing every day, and 1,300 transport trucks traveling through the Highway 11/17 corridor, just outside the Nipigon bridge, each day (MTO, 2020). The converged highways allow Red Rock to market to highway travellers choosing either route.

**Red Rock has been identified to be a premiere location for a mid-sized, branded hotel in its recent tourism strategy.** There is a lack of branded, mid-scale accommodations along the Shuniah corridor, between Thunder Bay, and Sault Ste. Marie, although these are prevalent and thriving along other segments of the TransCanada, such as in Dryden, Kenora, Rainy River, and Fort Frances. As a result, those travelling from Winnipeg stay in Thunder Bay, despite the urge to travel further. Others, looking to get ahead of the clock, overextend their day of driving, by travelling to Wawa, up to thirteen hours away, depending on travelling speed. Rates along this corridor, as mentioned previously, are among the highest in the province, where an average motel charges \$80 to \$140 per night, depending on the season, and despite all these towns having close proximity to Lake Superior, only a select few have a view of Lake Superior.

**Another advantage for Red Rock, is that it offers a pleasing 8 and 9 hour distance from Winnipeg and Sudbury**, respectively, thereby allowing travellers to get in a “full day” of driving, without the added push, as they approach their destination. They also have the spectacular views that attract tourists along their journey.

**Red Rock has also been identified as a premiere location for near-city wedding destinations to service the Thunder Bay market.** Near-city wedding destinations have been successful elsewhere in northern Ontario, considering the attraction of Laurentian Lodge, in Elliot Lake, which in itself, caters to the wedding market of Sudbury, which is two hours away. Only one hotel, one golf course, and one other multipurpose facility serve the outdoor market for weddings in Thunder Bay, leaving a shortage, and forcing many to have indoor weddings. Red Rock’s short distance on a mostly twinned highway, with its lakefront locations, make it a very desirable wedding destination.





### **Red Rock (Wolf River) Falls**

*One of the only waterfalls people can go underneath!*





**RED ROCK**  
*a superior treasure*

# Business Resources





# Support, Like Nowhere Else...

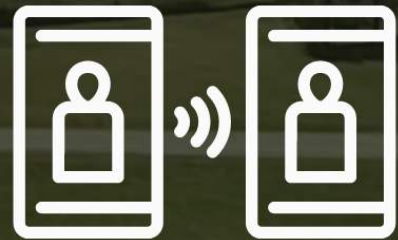


## Focussed Government Support

NOHFC and FedNor provide funding focussed on northern Ontario and support businesses wherever they can. The local MPP has served over a former Minister, and the current MP is the Minister of Health.

## Increasingly Strong Infrastructure

Red Rock's famous Nipigon Rive Recreation Trail allows visitors to be connected to their mobile service for the entire trip duration, which alongside its lakeside location, make it among the safest trails in Ontario.



## Connections that matter

The local CFDC is also supportive of providing advisory and financial services, resources and advice.

## 8. Business Resources

Red Rock is a fully serviced community, by many local and regional organizations. Of particular note, are a local chamber of commerce, employment resource centre, and CFDC, which support organizations in the area become connected, staffed, and supported. Shaw and Bell service the region for cable and phone service, with TBAYTEL and Bell being options for cellular service. A weekly newspaper and local radio station cover the town with up-to-date, localized information. On each Saturday, on Global Thunder Bay, Northwest Newsweek covers news from the smaller communities like Red Rock, instead of TBT News, which focusses mostly on city affairs during the week.

### 8.1 Regional Government Services

Organization	Description	Website
Patty Hajdu, MP	Federal member of parliament	<a href="https://pattyhajdu.libparl.ca/">https://pattyhajdu.libparl.ca/</a>
Michael Gravelle, MPP	Provincial member of parliament	<a href="https://michaelgravelle.onmpp.ca/">https://michaelgravelle.onmpp.ca/</a>
FEDNOR – Thunder Bay & District	Provides federal resources, mostly to communities or innovation-focussed businesses, to strengthen economic development	<a href="http://fednor.ca">http://fednor.ca</a>
NOHFC – Terrace Bay	Provides NOHFC funding resources for businesses in Red Rock and the north shore	<a href="http://nohfc.ca">http://nohfc.ca</a>

### 8.2 Business Assistance

Organization	Description	Website
Superior North Community Futures Corporation	Organization providing micro-loans, financing, and advisory and development assistance to new businesses in the region	<a href="http://sncfdc.org">http://sncfdc.org</a>
YES Employment Services – Thunder Bay	Non-profit organization providing resource to fill jobs for employers and connect employees to jobs	<a href="http://yesjobsnow.com">http://yesjobsnow.com</a>

### 8.3 Telephone and Internet

Service Provider	Website
Shaw (Coax cable, high capacity transport)	<a href="http://shaw.ca">http://shaw.ca</a>
Bell Canada (DSL)	<a href="http://bell.ca">http://bell.ca</a>
tbaytel (Fixed wireless)	<a href="http://tbaytel.net">http://tbaytel.net</a>
XPLORNET (Satellite)	<a href="http://xplornet.ca">http://xplornet.ca</a>

## 8.4 Mobility and Mobile Internet Carriers

Service Provider	Website
Tbaytel	<a href="http://tbaytel.net">http://tbaytel.net</a>
Bell Canada	<a href="http://bell.ca">http://bell.ca</a>
TELUS	<a href="http://telus.ca">http://telus.ca</a>

## 8.5 Transportation Hubs

Transportation Hub	Description	Website
Red Rock Marina	Largest full-service marina between Thunder Bay and Wawa	<a href="http://redrocktownship.com">http://redrocktownship.com</a>
Thunder Bay International Airport	International Airport serving Air Canada and Flair jets, and turboprops from WestJet, Porter, NorthStar, Wasaya, Pereimeter, and Bearskin	<a href="https://www.tbairport.on.ca/">https://www.tbairport.on.ca/</a>
CN Rail	National railway, with a hub in Thunder Bay	<a href="http://cn.ca/">http://cn.ca/</a>
CP Rail	National railway, with a hub in Thunder Bay	<a href="http://cp.ca">http://cp.ca</a>
Port of Thunder Bay	Port for great lakes travel, and multi-modal rail transportation	<a href="http://portofthunderbay.ca">http://portofthunderbay.ca</a>
Port of Toronto	Port for ocean-going freight	<a href="https://www.porttoronto.com/port-of-toronto.aspx">https://www.porttoronto.com/port-of-toronto.aspx</a>

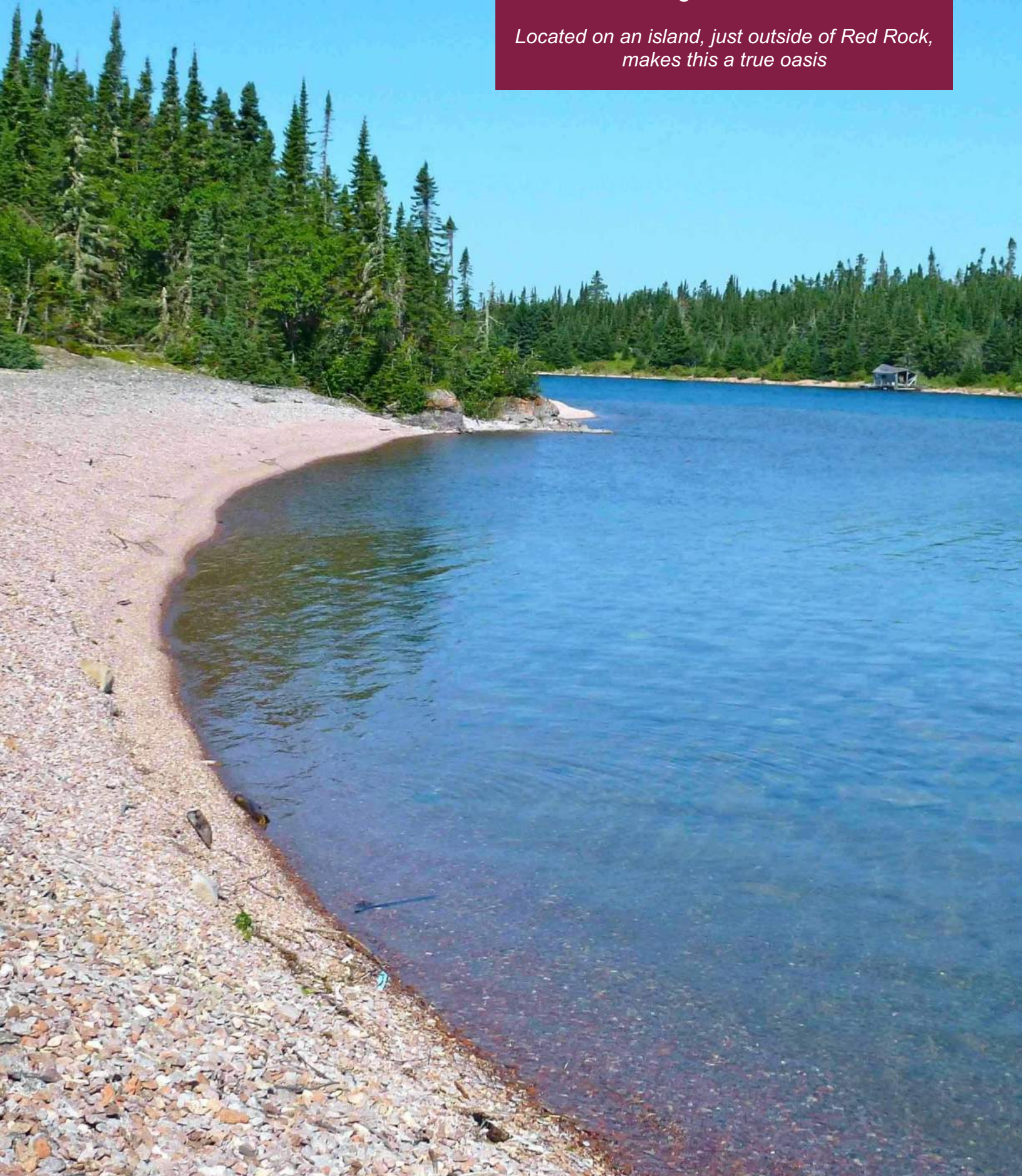
## 8.6 Media

Service	Description	Web Link
CFNO Radio	Local radio station to all North Shore communities	<a href="http://cfno.fm">http://cfno.fm</a>
Nipigon-Red Rock Gazette	Weekly newspaper for Nipigon/Red Rock region	<a href="https://www.facebook.com/nipigongazette/">https://www.facebook.com/nipigongazette/</a>
TBTv	Local television station, CTV affiliate. Newscast is 6pm and 11pm daily. Offers a one-weekly special on news for Northshore communities	<a href="https://ckprthunderbay.com/">https://ckprthunderbay.com/</a>
Global Thunder Bay	Local television station, Global affiliate. Newscast includes a one-weekly special on news for Northshore communities	<a href="https://globalthunderbay.tbvtv.com/">https://globalthunderbay.tbvtv.com/</a>
TBNewsWatch	Regional news website	<a href="http://tbnewswatch.com">http://tbnewswatch.com</a>
Chronicle Journal	Regional newspaper	<a href="https://www.chroniclejournal.com/">https://www.chroniclejournal.com/</a>



## Agate Beach

*Located on an island, just outside of Red Rock,  
makes this a true oasis*



**Completed April, 2021**

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All data sourced for this community profile was taken from reliable sources, such as Statistics Canada, to provide the most reliable and valid picture of objective business and economic conditions as possible. While these efforts were made, each investor is recommended to conduct their own analysis before making investment decisions based on the content in this profile.

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## A Superior Choice for Your Next Development...

Red Rock is a high-potential community, with stunning vistas, a strategic highway location and is within reach to several hundred thousand people within a three hour drive, including the Thunder Bay and Midwest US markets.

Red Rock would love to help your business grow. The community township office receives and helps evaluate proposals that will contribute to economic development and examine potential for government and private funding assistance.

**807-886-2245**

[www.redrocktownship.com](http://www.redrocktownship.com)