

Norfolk-Treherne Community Development Corporation (NTCDC)
2025 Annual Report

Over the course of 2025, we were fortunate to have increased our Board of Directors to eleven volunteers who met ten times. The efforts of the Directors and Community Development Officer enabled us to achieve many projects to fulfill our mission statement: *“to promote and develop both human and natural resources in order to maintain and enhance the economic and social well-being of residents in the Norfolk Treherne area”*.

Kayla Beam, Community Development Officer, continues to network with others working in similar fields of interest to continuously learn of new approaches and possibilities for our Municipality. Her commitment to a Board position with the Economic Developers Association of Manitoba (EDAM) will broaden further understanding of the priorities in the province and offer more insight on opportunities for our communities.

Community Futures Heartland worked with the Board to identify its strengths and generate a strategic plan. As a living document this provides a basis for workplans to channel our energies and steer our future efforts to keep our communities flourishing.

The second edition of the “Reporting Back to the Community” provided an overview of the countless ways volunteers contribute to organizations and activities throughout the year. The spring publication has been a welcome addition when promoting our area and recruiting individuals for employment.

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The installation of the digital signs in the towns of Rathwell and Treherne continuously inform residents and visitors with announcements. Further communication and information are accomplished through the Municipal newsletters and website and our personal social media platforms.

Tourism remains at the forefront of the province’s focus as economic development for rural Manitoba. NTCDC continues to reap the benefits of partnering with Travel Manitoba and Central Manitoba Tourism as they promote our attractions and activities in the area. The time invested in promoting the area on social media has proven to be valuable as reel views of “what to do” have come in between 2.9 K and 8.8 K. Thus, increasing awareness and interest in visiting, working and living in our communities.

The Glass Bottle Buildings site was staffed with a full time Tourism Director with funding acquired through the Canada Summer Jobs program. This was an asset for our organization, as well as the visitors to the area for they could learn about the history of the attraction and other things to do while in the Municipality. The site has attracted approximately 800 visitors from mid-June to the end of August with the furthest known visitor to come from Australia.

NTCDC partnered with the Boyne Valley Trail Committee and Tiger Hills Recreation District to launch the latest addition to the trail system, the Tiger Hills Trail. The Trail Day event was held on July 15th and

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those in attendance took advantage of a free BBQ lunch, a lesson on how to geocache, a scavenger hunt contest while also learning more about the region through the booth managed by the Redboine Watershed District. The trail adds additional walking and hiking options to compliment the current Boyne Valley Trail. The trail head is at the sports ground and the multi-use trail is a 3.2 km (one way) loop looking into and away from the Tiger Hills. We are hopeful it is respectfully used so garbage and pet droppings are taken care of so users can enjoy their activities throughout the year.

Travel Manitoba put our local market on the Ultimate List of Farmers' Markets! The success of the market is due to shoppers taking advantage of the local wares and products being offered by a variety of vendors. The goal to increase the vendor count was achieved as on average there were 10-14 vendors participating in the markets which ran from July 10-August 21st. A new initiative for 2025 was "Kidpreneur" which encouraged youth to attend the market to learn about what it takes to run a business and increase their bank accounts. A free BBQ was hosted on the final market day to celebrate the season and thank the customers and vendors for their commitment and support! As the market closed, the produce stands took stage at Rathwell and Treherne Post Offices. The concept reflects the exchange of fruits and vegetables throughout the fall harvesting of gardens and orchards.

A collaborative effort with Red River College Polytech staff, Prairie Spirit

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School Division and health authorities resulted in a program being offered to individuals seeking Health Care Aide certification in January 2026. The six-month program enhances the workforce of skilled health care professions to work in our region.

In December, the Agriculture and Food Industry Tour visited Circle T Agra (Treherne) and Parrish & Heimbecker Inland Grain Terminal (Rathwell). The group enjoyed lunch and networking with a presentation from Inputs Pro at the Treherne Car Museum.

Business Grants continue to be available to new business start-ups, expansions and purchases of existing businesses in MNT. The Storefront Renewal Grant program is set to launch in February 2026.

Much appreciation to all residents who contributed to the beautification of our communities and assisted with the greenspace improvements and seasonal displays. Candy Cane Lane in Treherne and the Trail of Trees in Rathwell added some light to the darker days of winter.

Thank you to the Directors of NTCDC Board who exemplify the value of volunteers as they continuously commit to activities to promote local assets, tourist attractions, business development incentives and beautification initiatives. Individuals are invited to share ideas and time on projects that may be of benefit to residents of Norfolk Treherne. Please contact the CDO at 204-723-2044 EXT #2225 or email cdc@norfolktreherne.ca