



***Niverville***  
WHERE YOU BELONG







# *The Town of Niverville:*

## *Your Next Hotel Location*



Tap into a growing and thriving region in need of quality hotels like yours.

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We are a modern, accepting, and accessible community with representation from the many peripheral businesses needed to support your hotel.

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Grow your business in a community invested in your success.

*Continue your success in a community that is invested in you.*





## ***Prime Location***

Strategically located in Manitoba's beautiful southeastern region, our town is only 20 minutes away from Winnipeg's South Perimeter (between Highways 59 & 75 on Provincial Road 311) and just 25 minutes from Steinbach.

We boast a prime location: a short driving distance of 47.5 km/29.5 miles to the Winnipeg Richardson International Airport and 83 km/51.6 miles to the US Border. It's just one of the many factors contributing to our town's rapid growth rate.

## ***Fastest-Growing Community***

With a growing population of 6,000, the region Niverville serves is home to more than **33,000** people (including the area within a 20-minute drive). We are proud of the recognition we received in 2021 when Niverville was named the fastest-growing community in Manitoba and the 5th-fastest in Canada.

New residents are attracted to the charm of small-town living with a short drive to either of the two larger neighbouring cities, Winnipeg and Steinbach. Our residential growth aligns with our goal of supporting commercial and institutional facilities — and attracting visitors from smaller surrounding communities.

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*All the services and amenities necessary to support your business and workforce are here — no need for you or your employees to commute.*

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## ***Continuous Growth & Expansion***

Thanks to our leaders, Niverville is growing to become a hub in Southern Manitoba. Our leaders are progressive thinkers who don't take "no" for an answer and persevere to accomplish goals deemed "impossible". Our council is committed to expanding our town's resources, services, and centres to ensure that citizens feel connected while being provided with leisure and recreational opportunities.

Our **infrastructure is the newest, most efficient, and reliable** compared to surrounding communities.

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*Niverville Town Council has implemented strong incentives to attract new growth to the business community. Check out Niverville for yourself — find out why this truly is Where You Belong.*

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Photo credit to @your\_picture\_here

*“Niverville Recreation facilities are always busy, hosting large-scale events throughout the year. The addition of a hotel would make a positive impact on the number of events we are able to host, as well as the number of visitors these events can expect.”*

**Warren Britton**  
**Director of Recreation & Wellness**

## ***Niverville Recreation & Wellness***

Home to one of the province's premier sports and recreation venues, Niverville is quickly becoming the “go-to” place for provincial sports tournaments. This is all thanks to the Community Resource and Recreation Centre. Opened in 2021, the Niverville CRRC is home to a regulation-sized hockey rink, a full-sized fieldhouse designed for a multitude of international regulation sports, and a number of multi-purpose rooms capable of hosting events of any size. Just beside the CRRC is another community rink, plus an all-natural ice surface curling rink.

Niverville Recreation and Wellness is also responsible for over 160 acres of public green space in the Town of Niverville, with its crown jewel being the 90-acre Hespeler Park. Hespeler Park is home to a splash pad, 4 baseball diamonds, and a number of soccer pitches. As well, Hespeler Park is home to the Wetlands Project, where an old municipal lagoon was converted into a beautiful recreation area and received national recognition for demonstrating environmentally sustainable leadership.



# Providence University College

The Niverville CRRC is set up to host large provincial and national sporting events. Niverville, in conjunction with Providence University College, will be hosting the 2025 Canadian Collegiate Athletic Association (CCAA) Men's Volleyball Nationals. An event like this, which the CRRC is easily able to host, can expect about **3,000** visitors for the week. During the regular season, the Providence Pilots have approximately **275** spectators for each volleyball and basketball game.

*"Making our home at the newly built CRRC has allowed the Providence Pilots to make a bigger impact in the community of Niverville and we are thrilled to continue to grow that relationship between the rapidly growing town and the Pilots. The 2025 CCAA Men's Volleyball National Championship that will be coming to Niverville next March will showcase some of the high-calibre athletes that compete for the Pilots on the volleyball court as well as top collegiate volleyball talent from across the country."*

**Russell Willms**  
**Athletic Director**



Photo credit to Providence Athletics

As well, with Providence University College located only 14 minutes away, a hotel in Niverville would become the first choice for families and friends visiting the over 1000 enrolled students.

## Niverville Nighthawks

The Niverville CRRC is home to the Niverville Nighthawks, the Manitoba Junior Hockey League's newest team. Any hotel in Niverville could reliably count on business from fellow MJHL teams coming to play from places like Dauphin, Neepawa, and Swan Valley.

**40%**  
**of ticket sales during an  
average season  
(excluding door sales)  
go to an address outside  
of Niverville.**



Photo credit to @your\_picture\_here





## *Jette Studios Inc.*

At the edge of town, you can find Jette Studios, a state-of-the-art production studio currently in its construction phase. Once finished, Jette Studios will be home to a 360 LED screen capable of producing both movie and television productions. As one of the only studios in Canada with this technology, it will bring a boon of businesses and jobs to the region once completed.

Each production will bring with it new waves of temporary workers that will require a place to stay. Currently, these workers would have to travel 25 minutes to and from Winnipeg each day. A hotel in Niverville could reliably expect to be the first stop for accommodation for these workers.



# Resources

Niverville is ready for a hotel. One of the most common questions our council gets is "When will a hotel come?" Residents, local businesses, and visitors alike see the need and are willing to support any future venture in the accommodation sector.

Niverville's success comes from working tirelessly to ensure that our local businesses thrive and reach their full potential. We cannot wait to see how your business will flourish in our community.

To make sure that you get the support your business deserves, our community has a large number of resources for you to use.

## Niverville Chamber of Commerce

With hundreds of businesses in Niverville and the surrounding area, the community has a diverse array of options to meet its needs. The Niverville Chamber of Commerce actively supports the growth and development of the community and its business, offering valuable resources and support to both small and large businesses. For additional information, please visit the Chamber's website:

**[niverville.com/member-directory](http://niverville.com/member-directory)**

**Phone: 204-388-6140**

**Email: [chamber@niverville.com](mailto:chamber@niverville.com)**

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***With Niverville's many visitor draws, you can achieve your business goals and benefit from the economic landscape of our community.***

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## Starting a New Business

For assistance in starting a new business in Manitoba, please visit:

**[www.gov.mb.ca/business/startingsmart/index.html](http://www.gov.mb.ca/business/startingsmart/index.html)**

## BizPal Manitoba

If you are starting a business in Manitoba, the Province of Manitoba and the Government of Canada have a site to connect you with the permits and licenses required to operate in Niverville.

**[www.bizpal.ca/en/partners/manitoba](http://www.bizpal.ca/en/partners/manitoba)**

## Business Incentive Grant

Recognizing that cooperation between government and business is the only way for a community to thrive, the Town of Niverville offers a Business Incentive Grant to all new or expanding businesses.

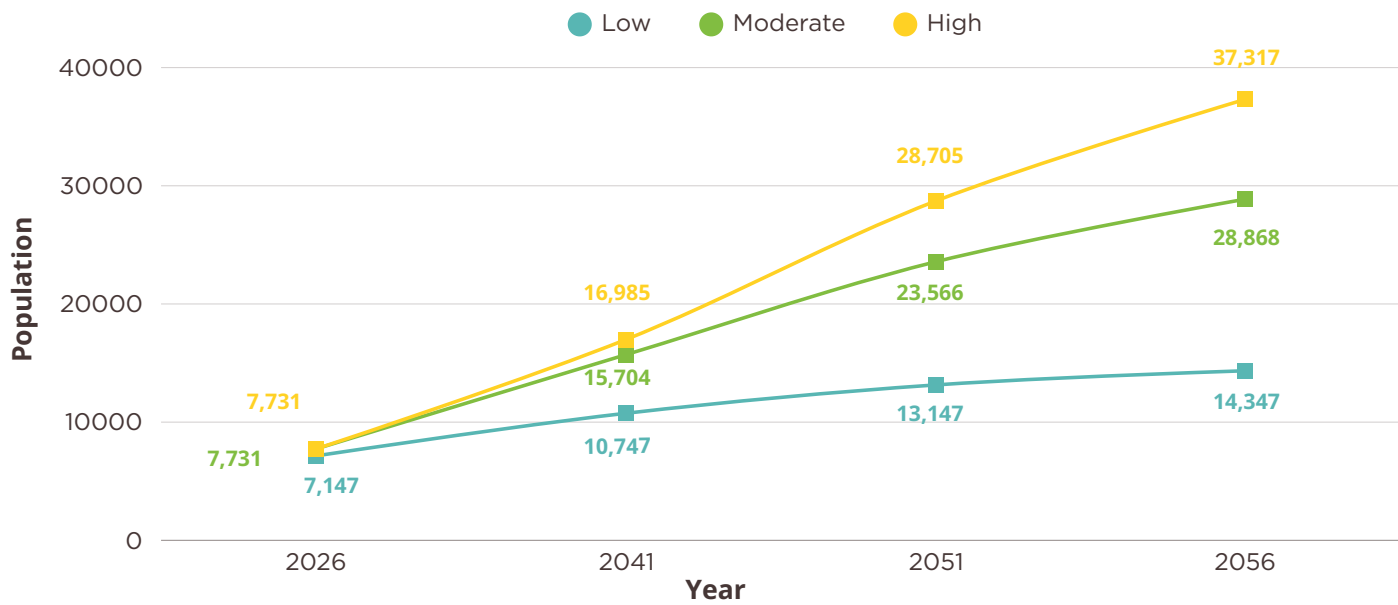
**[whereyoubelong.ca/wp-content/uploads/2021/10/F4-16-Business-Incentive-Grant.pdf](http://whereyoubelong.ca/wp-content/uploads/2021/10/F4-16-Business-Incentive-Grant.pdf)**

**Don't believe the hype? See the stats for yourself!**



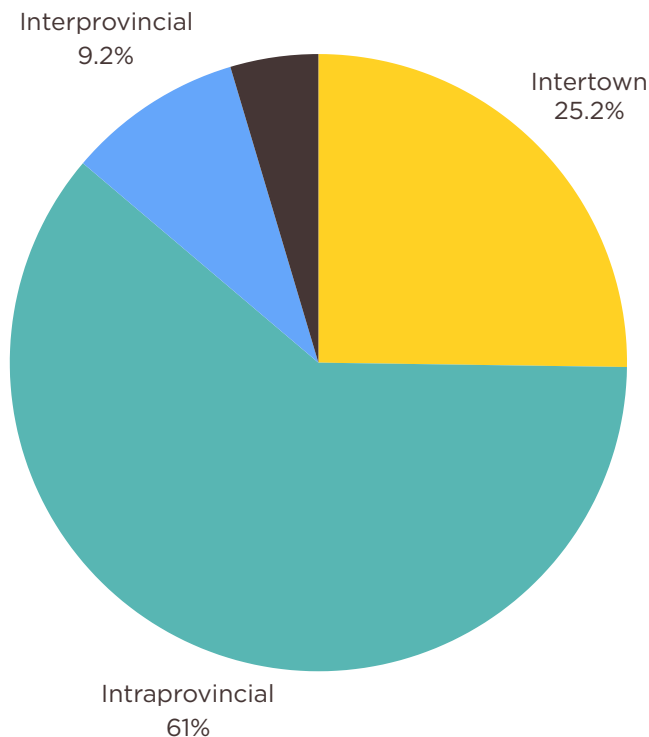


# Population Growth Scenarios, 2026 to 2056



Source: Urban Systems, 2024

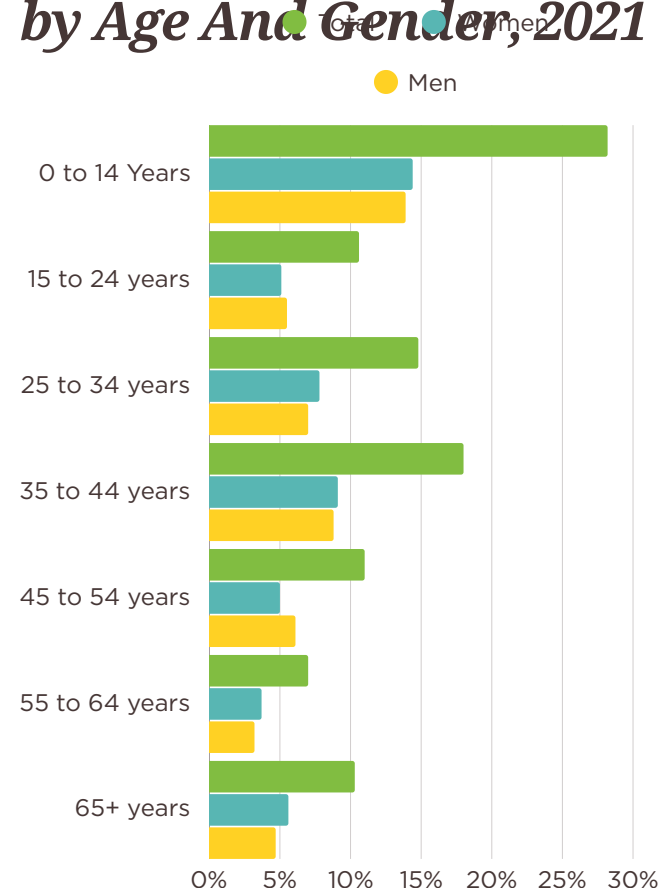
## 5-Year Immigration, 2016 to 2021



Source: Urban Systems, 2024

Almost 75% of all movement in Niverville in the past five years has come from immigration into the community. This means that many residents have family and friends outside the community who will need a place to stay when coming to visit.

## Percent of Population by Age And Gender, 2021



Source: Statistics Canada. Table 98-10-0023-01, 2021

193

Accommodation and Food  
Service Jobs 2021

37% **above** National average

+68.9%

Accommodation and Food  
Services (2021-2030)

Compared to 39% change  
nationally

260

Food Services and  
Drinking Place Jobs 2023

69% **above** National average

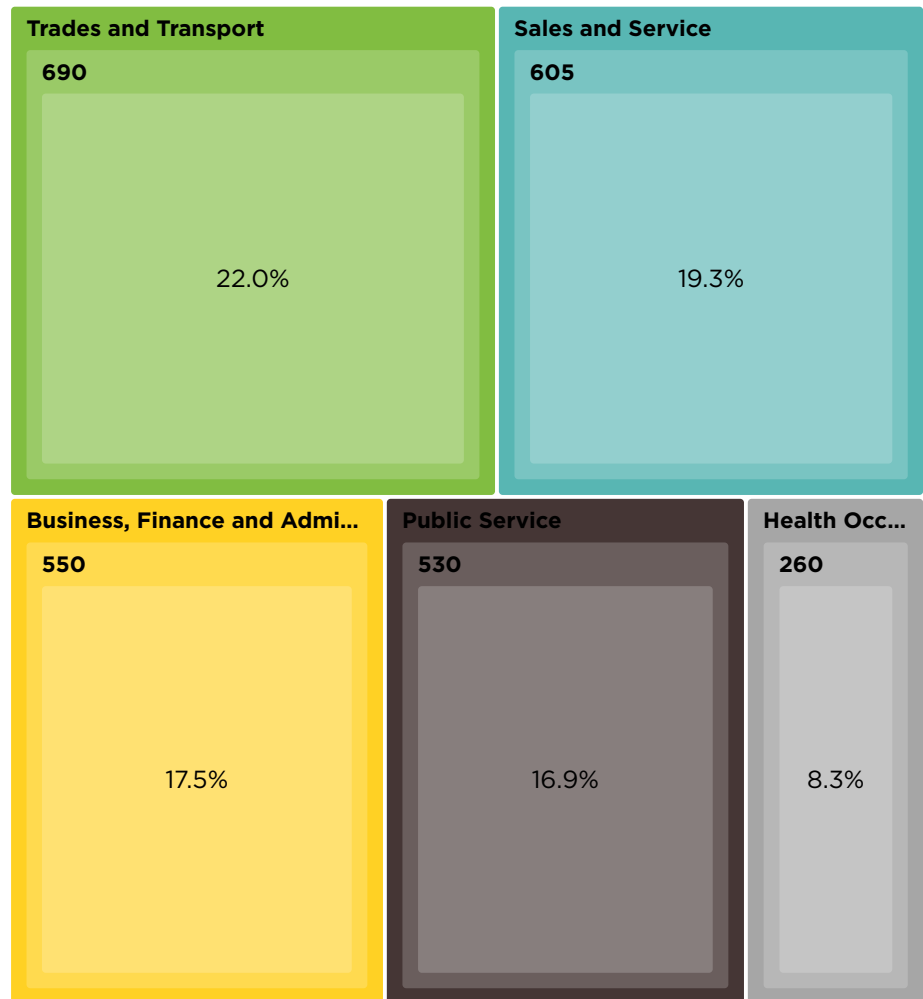
+25.4%

Food services and drinking  
places (2023-2030)

Compared to 10% change  
nationally

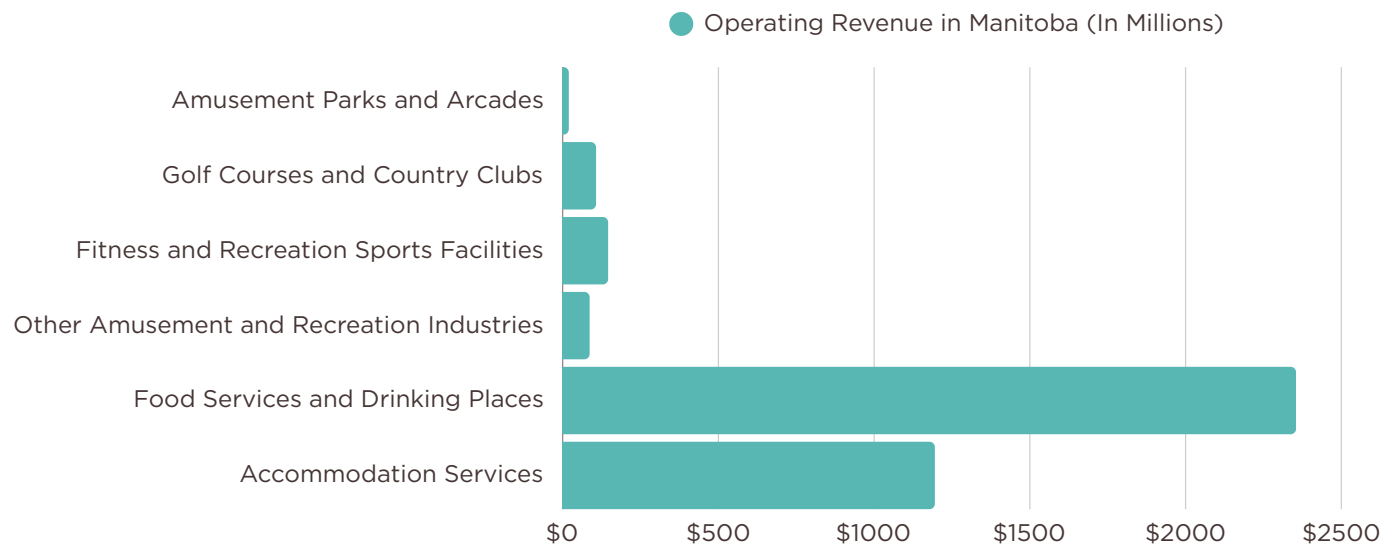
Source: Rural Manitoba Economic  
Development Corporation (RMED),  
2024

## Top 5 Occupations in Niverville, 2021



Source: Urban Systems, 2024

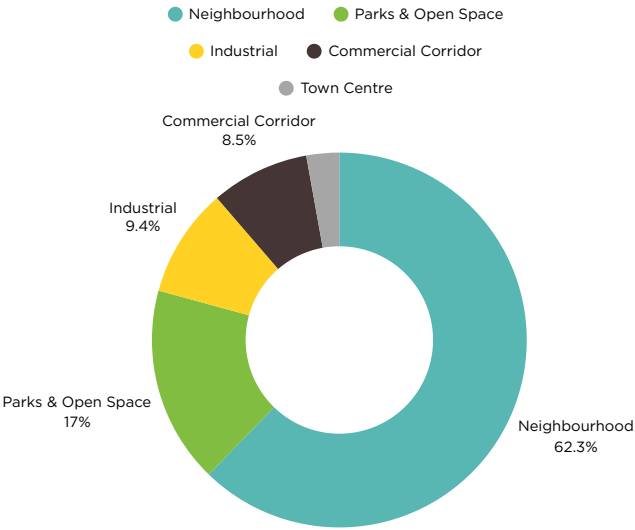
## Industry Revenue in Manitoba, 2022



Source: Statistics Canada. Table 21-10-0057-1, 2024

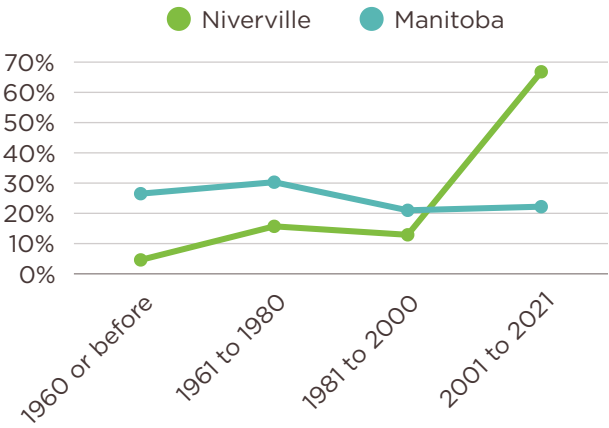


# Current Land Usage in Niverville, 2024



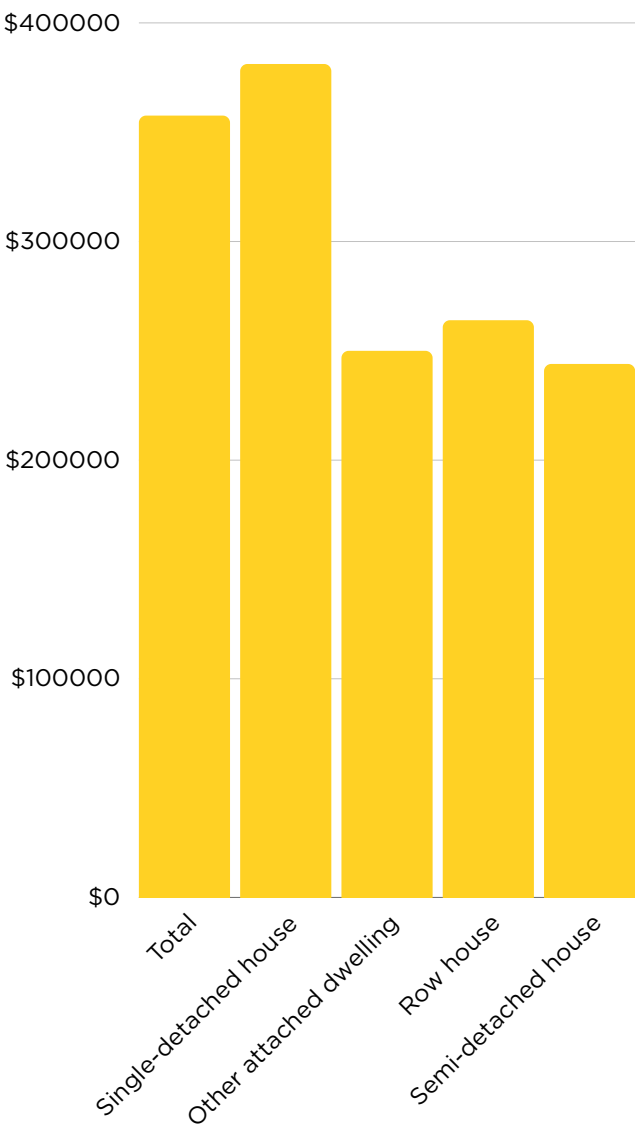
Source: Urban Systems, 2024

# Period of Construction, 2021



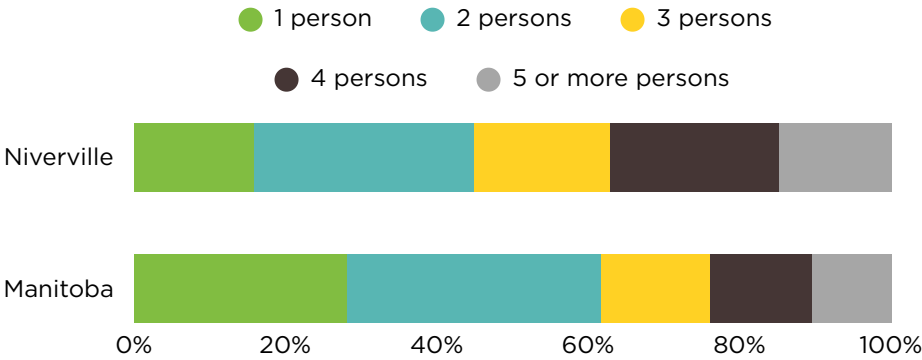
Source: Urban Systems, 2024

# Average Value of Dwellings in Niverville, 2021



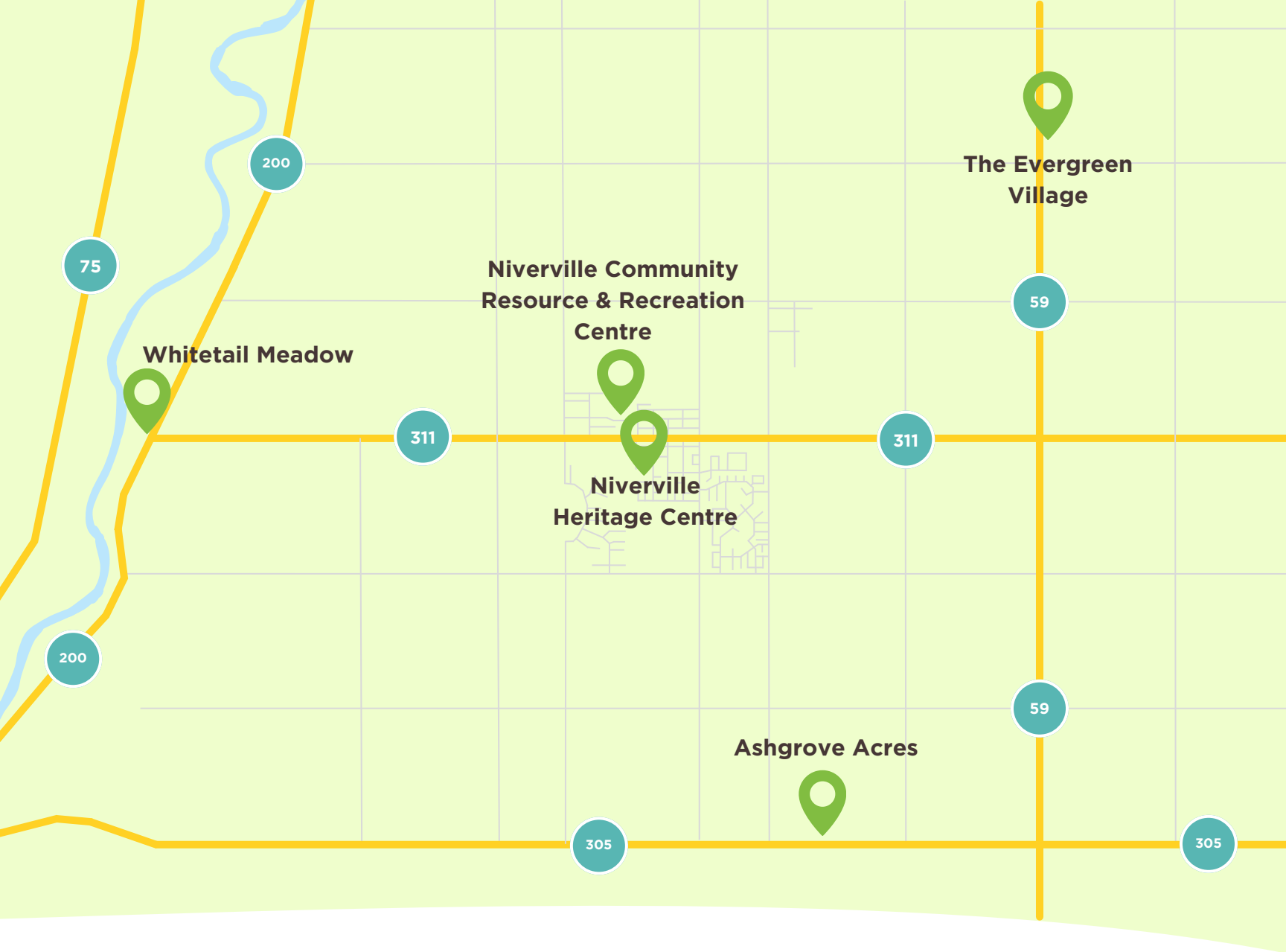
Source: Statistics Canada, Table 98-10-0257-01, 2021

# Household Size, Niverville and Manitoba, 2021



Source: Urban Systems, 2024

Families in Niverville are, on average, larger than the rest of Manitoba, meaning it is less likely that there are empty rooms for visitors to stay in. It also means that the likelihood is greater that external accommodation will be needed when these visitors come.



## ***5 Event Venues Within 7 Minutes***

Niverville is a hub of culture, events, and community in Southeastern Manitoba, consistently drawing in potential patrons to your hotel. Within a 7-minute drive of our community, you can find 5 different venues that can host a variety of events. From beautiful wedding venues to large convention centres to premier sports facilities, events of all types happen year-round in Niverville.

Each of these venues hosts on average over 60 events per year. On top of that, the Niverville Community Resource & Recreation Centre (CRRC) hosts over 15 major weekend events (tournaments, provincials, etc.) per year, plus over 65 major games. Each of Niverville's venues attracts patrons from all over the region, and will often need accommodations close by.



## THE VISION

A welcoming, active, progressive, growing hub that is  
*Where You Belong.*

## THE MISSION

The Town of Niverville inspires, supports, and enables its citizens to grow and evolve our community through diverse programming and services.

## *Economic Growth Strategy*

As you consider establishing your new business in Niverville, it's vital to know where Niverville is in terms of economic growth, the town's vision for the future, and how we are planning to get there.

Our Economic Growth Strategy includes the goals, growth strategies, and policies surrounding industrial and commercial businesses (and related residential growth and residential retention where applicable), developed with community feedback and collaboration by assessing Strengths, Opportunities, Aspirations, and Results (SOAR).

One of the outcomes of this process is that we now have an excellent grasp of what matters to Niverville's commercial and industrial sectors, where they excel, and where they are heading. We also know the steps that we as a town need to take to ensure that, together with our business sector, we succeed.

The business community believes in Niverville, a town that will achieve its goals and continue to prosper in the future with strategic investment.

We are experiencing positivity surrounding this momentum. The energy in our business leaders is contagious. The future of Niverville is bright in their minds if we continue down this path that the Town and Chamber of Commerce have taken over the last few years, particularly since 2022.





## *Council Vision 2030*

Niverville Town Council held its Visioning/Strategic Planning Session in October 2019. During the session, Town leaders identified Niverville's assets and challenges and answered this question: Where do we want to go?

A new vision for Niverville 2030 was created: "A welcoming, active, progressive, growing hub that is Where You Belong."

In this context, the town established five priority goals:

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### **GROWTH**

A community that is ready for 10,000

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### **COMMUNITY**

A welcoming, friendly community

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### **ECONOMY**

An economically sustainable community

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### **ACTIVE LIVING**

Well-being of body, mind, and spirit

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### **GREEN**

An environmentally responsible community

Each goal belongs to a specific objective, reviewed annually during the Council's planning sessions. The Council commits to identifying necessary actions to achieve these goals, including appointing a person responsible for completing the steps and managing the budget required to carry out the annual operational plan.

Our Council understands that a long-term strategic plan is a living document, adapting to changing circumstances and unforeseen factors.





Niverville's Administration Office is located at 329 Bronstone Drive.

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