

# 2026 Initiatives during the Bay & Beyond Project

## What is *Bay & Beyond*?

Bay & Beyond is a multi-year infrastructure improvement project initiated by the District of Muskoka and in partnership with the Town of Gravenhurst. The project design involves new underground pipes, roadway improvements, enhancing pedestrian safety and creating more opportunities for active transportation. This is more than a construction project; it's a commitment to safeguarding the critical services we depend on every day. Construction is being planned in phases. This project includes a nearly 2-kilometre stretch from Steamship Bay Road to Gull Lake Rotary Park. In June 2026, this project will focus on Bay Street, from Sarah Street to Muskoka Road South. To stay updated and informed during all phases of the project please visit the project website. Here you can review timelines and construction updates, and find contact details for construction-specific questions.

## BAY & BEYOND



[EngageMuskoka.ca/BayAndBeyond](https://EngageMuskoka.ca/BayAndBeyond)



## What is the Town of Gravenhurst doing to support the Business Community?

The Economic Development Division has created a comprehensive promotion campaign (*We Dig Gravenhurst*) with social media posts, wayfinding signage, and onsite giveaways. The campaign will run from June to October 2026. The Town will continue to work closely with the District and their contractor, Trisan Construction, to address concerns from the business community as the need arises. We will also place signage to encourage shopping local and to direct people to visit key commercial areas.



[Gravenhurst.ca/WeDigGravenhurst](https://Gravenhurst.ca/WeDigGravenhurst)



## *We Dig Gravenhurst*

*We Dig Gravenhurst* is a Town of Gravenhurst marketing initiative designed to support and enhance the experience of businesses, visitors, and residents during this significant infrastructure project. Construction is inconvenient. And we know disruptions and detours aren't fun. *We Dig Gravenhurst* is a call to action to support local businesses, community organizations, and events during this necessary project. Watch for the logo to help you find out about the new programs and activities happening throughout the community.



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## We Dig Dollars

“We Dig Dollars” are back! These will be given away as part of our promotions and activities. These dollars are a unique Gravenhurst currency, similar to a gift card, administered by the Town.

These dollars act as real currency and will incentivize visitors and residents to shop locally, take in a meal, experience an event or participate in an activity.



## Programming and Activations

There are many events throughout Gravenhurst this season at Gull Lake Rotary Park, Downtown, and the Muskoka Wharf. Check out the highlights below including new events and changes for this season! Scan the QR Code to visit our events calendar to stay up to date!



- **May to September** Gravenhurst Community Market (Sundays at Muskoka Wharf)
- **June to October** Gravenhurst Farmers' Market (Wednesdays at Gull Lake Rotary Park)
- **June 10 to August 18 (select dates)** Souls of the Shield Ghost Tours (starting from Heritage Square and Muskoka Wharf)
- **July 1** Canada Day Celebrations (Muskoka Wharf)
- **July 11** The Antique and Classic Boat Society presents the Vintage Boat Show at the Muskoka Wharf
- **July 17–18** Tall Pines Music & Arts Festival (Muskoka Wharf)
- **July 24–26** Muskoka Boat and Cottage Show & Muskoka RibFest (Muskoka Wharf)
- **August 1** Civic Holiday Fireworks (Muskoka Wharf)
- **August 1–2** PirateFest at the Muskoka Wharf
- **August 8–9** Dockside Festival (Muskoka Wharf)
- **September 26–27** Gravenhurst Autumn Arts Tour (Various Locations)
- **All Year!** 125<sup>th</sup> Anniversary of the Gravenhurst Opera House
- AND MORE!



## PLUS:

- Shops on the Boardwalk open May 15 to October 15 (Muskoka Wharf)
- Cinema Under the Stars select Thursdays in July & August (Gull Lake Rotary Park)
- Music on the Barge Sundays June 28 through September 6. For details visit [MusicOnTheBarge.com](http://MusicOnTheBarge.com)
- Lake Effect Ski Team Shows Wednesdays (7 pm) at Gull Lake Rotary Park and Thursdays (7 pm) at Muskoka Wharf.