



DOWNTOWN NORTH BAY & WATERFRONT
EST. SHOP. PLAY. LINE

Located in the heart of the city, Downtown North Bay & Waterfront is a vibrant destination to shop, dine, visit and do business. The area is home to a local theatre, a variety of public art and heritage site walking tours.

Visitors in the downtown can take advantage of 1 and 2 hour free parking options with Bay & Display receipt. Parking is also free after 4:30 pm and on weekends.

The Downtown Core is just steps away from the picturesque waterfront on Lake Nipissing which boasts numerous flower gardens, multiple paths, summer play activities as well as picnic tables and benches to take in the breathtaking sunsets.

Parking Information
 Standard Parking
 2 Hour Free Parking (Sat 2 & 4)
 1 Hour Free On-Street Parking
 Free Parking After 4:30 pm & Weekends

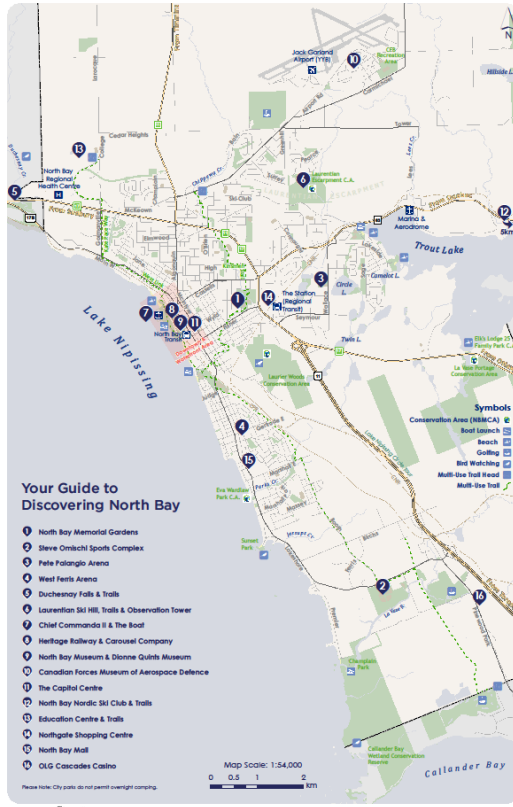
Symbols
 Boat Launch
 Beach
 Cycling Corridor
 Picnic Area
 Multi-Use Trail

Map Scale: 1:4,550

NORTH BAY
ONTARIO • CANADA

Tourism North Bay is the local destination marketing organization, promoting North Bay and area's tourism assets and serving as a resource for the industry. Visit us online and discover more about what North Bay has to offer!

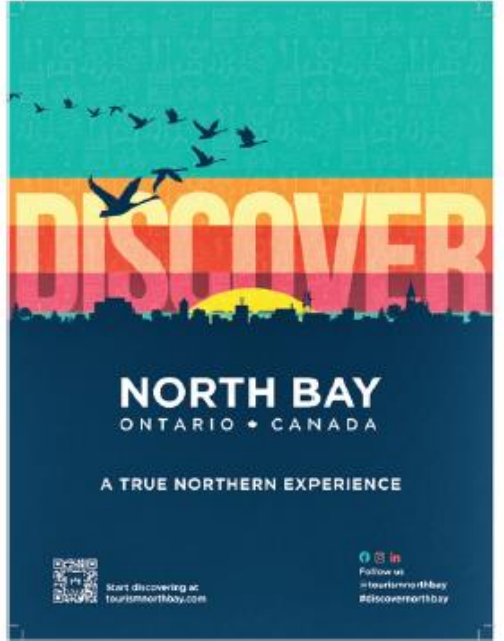
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NORTH BAY
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Located just 3 hours north of Toronto and 4 hours west of Ottawa, the City of North Bay is nestled between Lake Nipissing and Trout Lake. At a population of approximately 52,000, North Bay combines the perfect blend of small-town charm, urban amenities, and expansive natural beauty.

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The project delivered a social media campaign, billboards, signage, downtown directory map and tear away maps, interactive kiosks with virtual tours, new calendar of events and updated tourism website, 3 new experiential signature experiences, tourism writer FAM tours, updated imagery bank, marketing plan, and more.

This project leveraged resources and built strong collaboration among project partners setting the stage for future joint projects.