

Turning Manitoba's Local Data into Results

RMED & Localintel

Municipal
Administrators'
Association Conference
2025

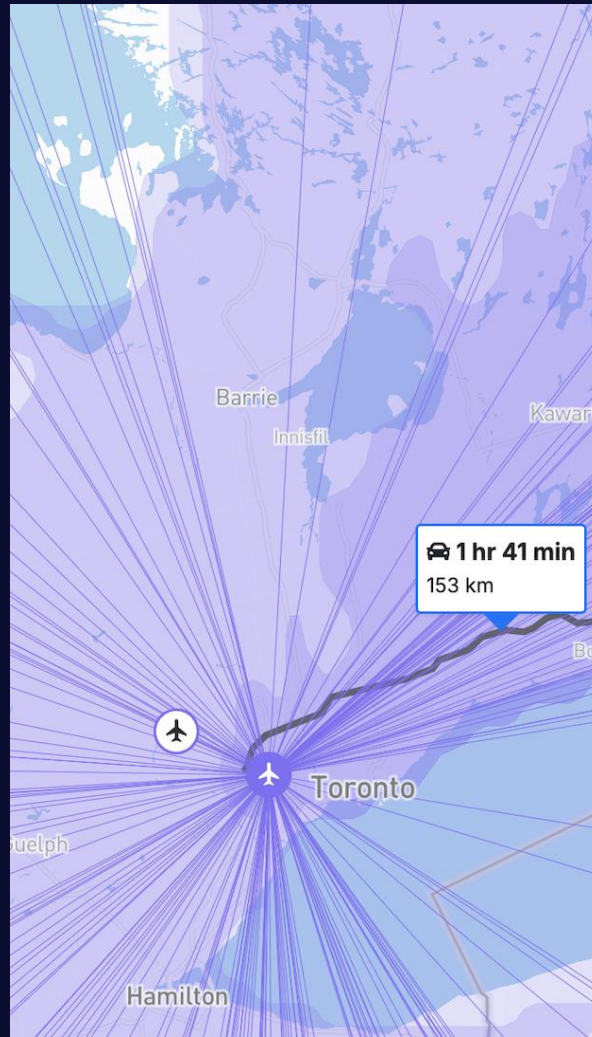


**Ready
Amplify
Enable**

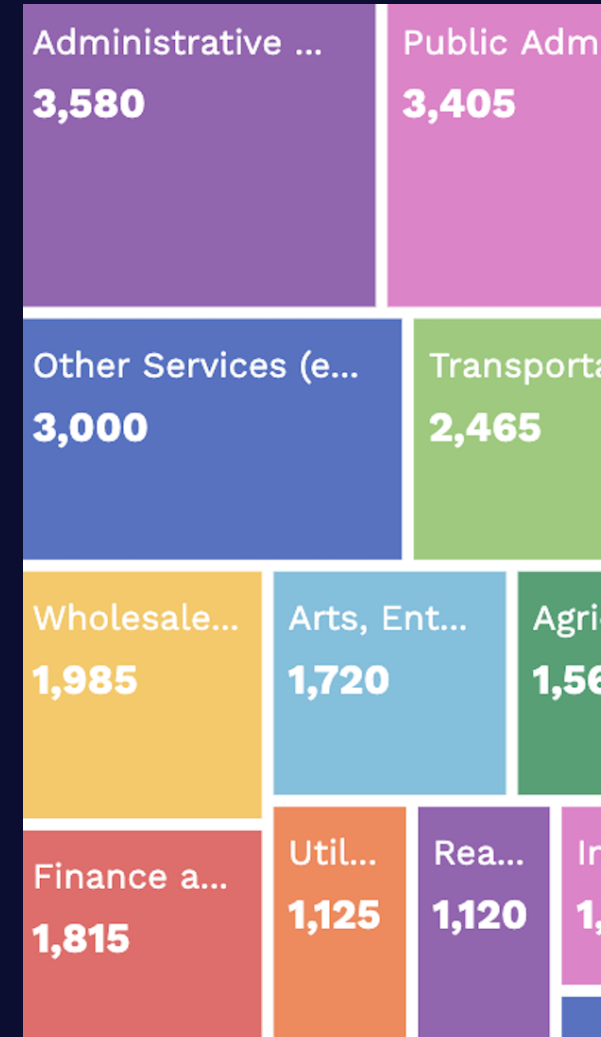


Who is Localintel?

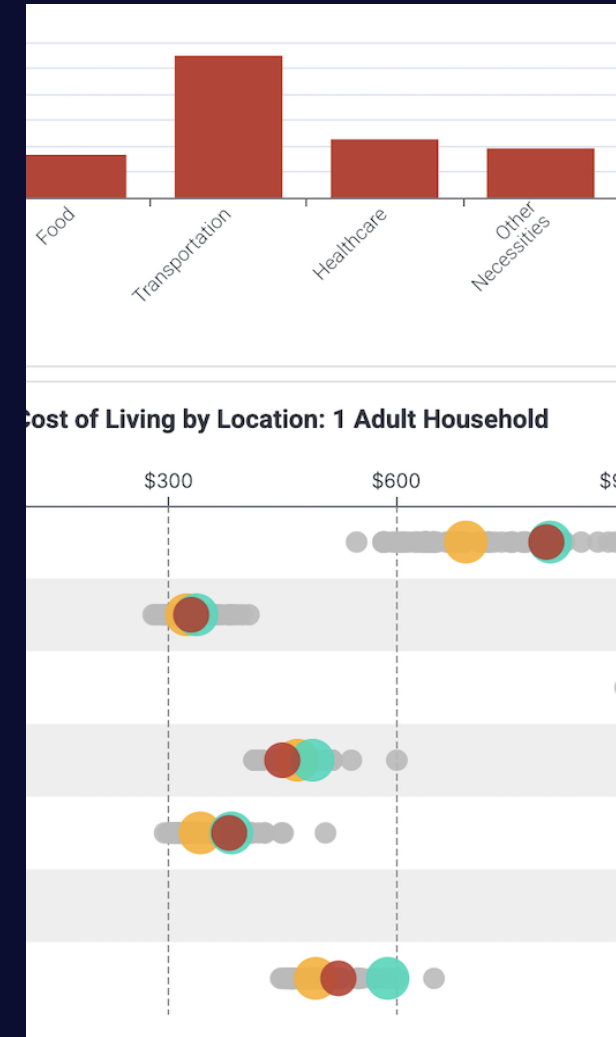
Localintel is a Canadian technology company working with hundreds of organizations served across 7 Canadian provinces and 27 U.S. states.



01 Showcasing a community's strengths.



02 Increasing website engagement.



03 Sharing data businesses are looking for.

Collaboration

RMED & Localintel

What it is

Formal collaboration to harness Localintel's cutting edge location intelligence platform.

RMED Benefits

Early access to innovative new AI technology with cost advantages.

Localintel Benefits

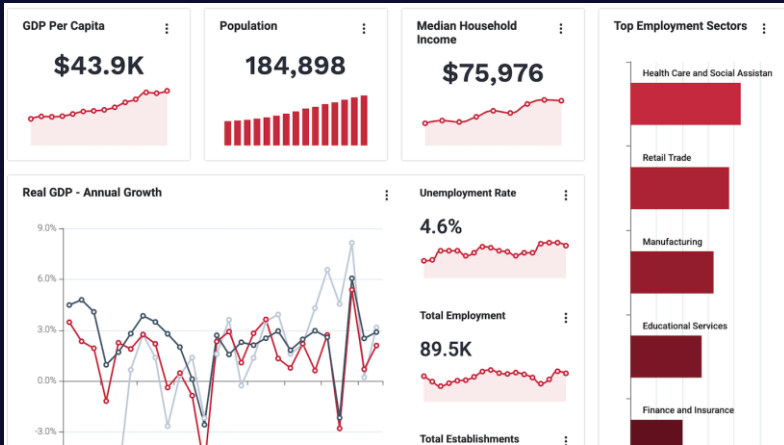
Input during development and implementation of platform about needs of rural municipalities.

Outcome

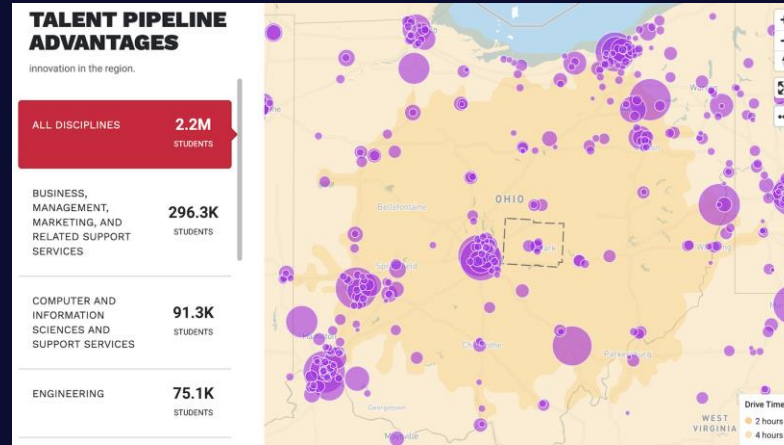
Delivering accurate, Manitoba-specific content for every community.

Why data & content matters

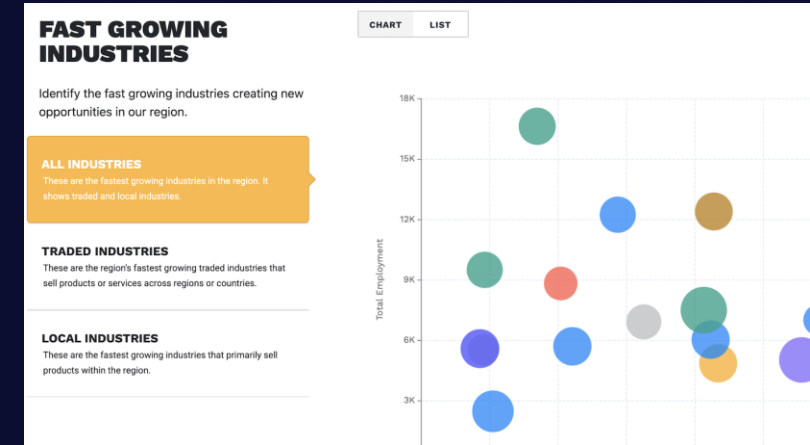
Businesses and investors focus on a select range of data indicators when they are investigating potential communities to locate.



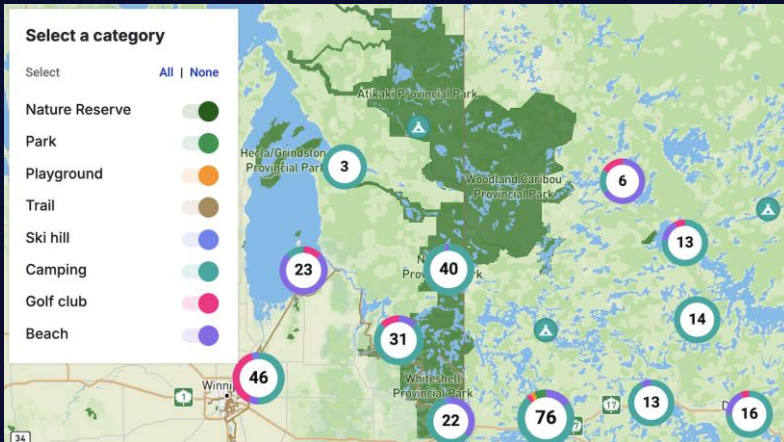
Economy



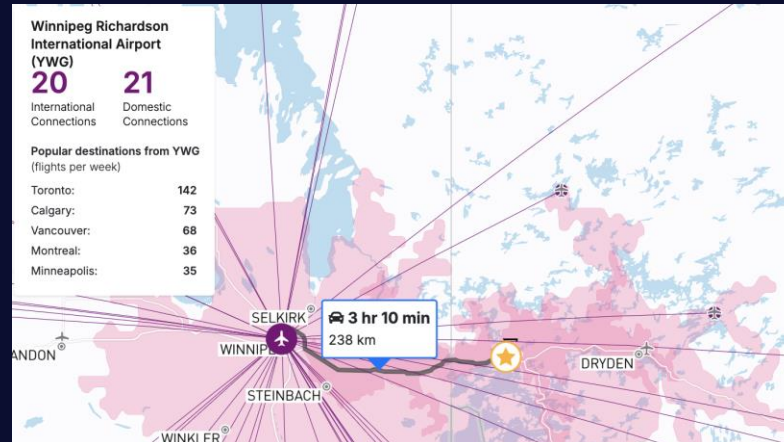
Workforce



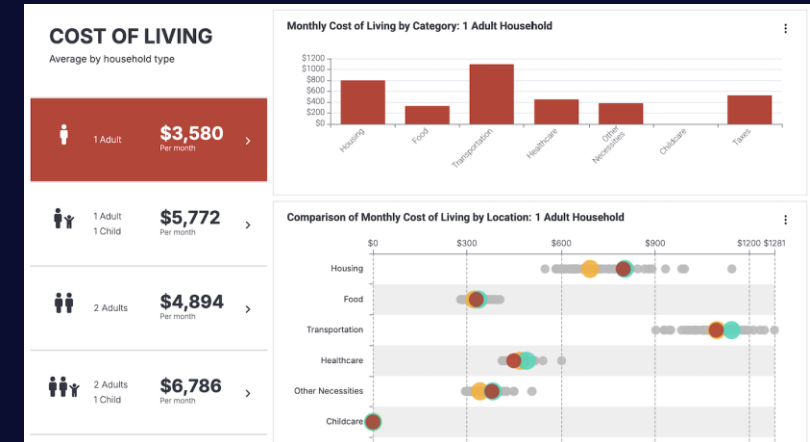
Industries



Quality of Life



Infrastructure and Property



Costs and Regulations

What economic developers do with data

2025 Localintel survey of 200+ economic developers across North America

53%

create/share data-informed content weekly or daily.

95%

say data-informed content is important to their success.

71%

use and share data through presentations and stakeholder engagement.

75%

use data to create content for marketing, promotion, and business attraction.

64%

struggle to find the right data.

6%

feel like experts at turning data into high-quality content.

Common Municipal Challenges

Data

Data scattered across sources; hard to keep current.

Time

Short turnarounds for RFIs, web content, reports; limited design support.

Silos

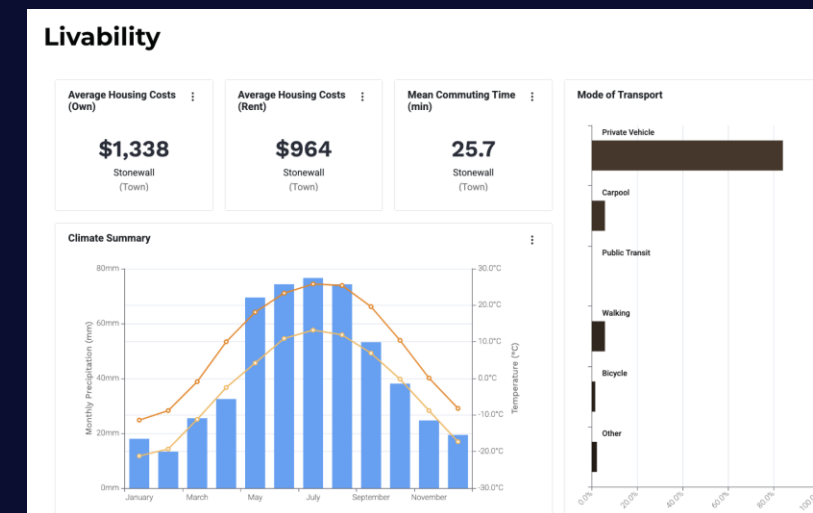
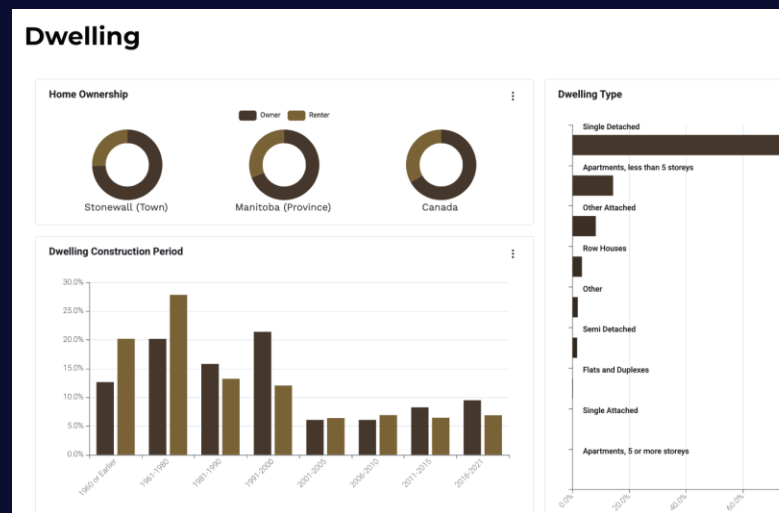
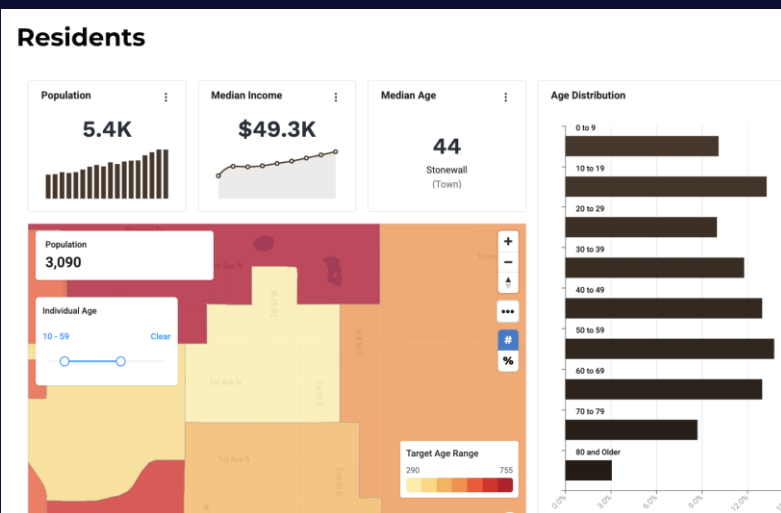
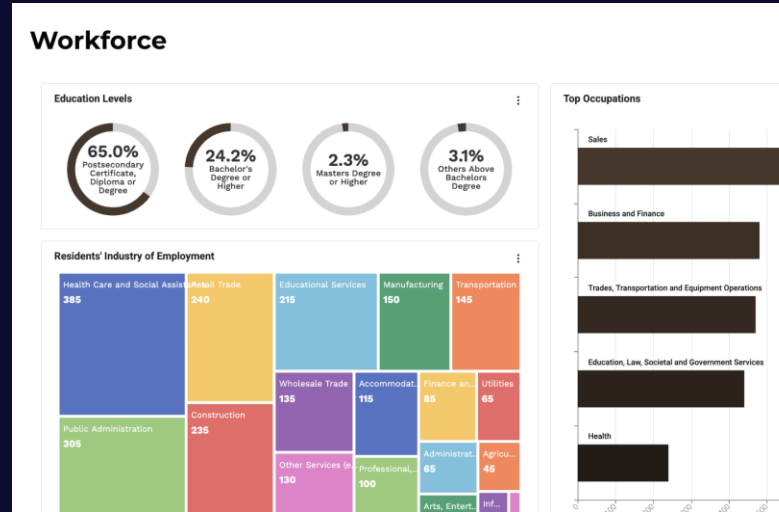
Risk of inconsistent numbers across departments and documents.

Communication

The hard part is turning data into content people can trust and act on.

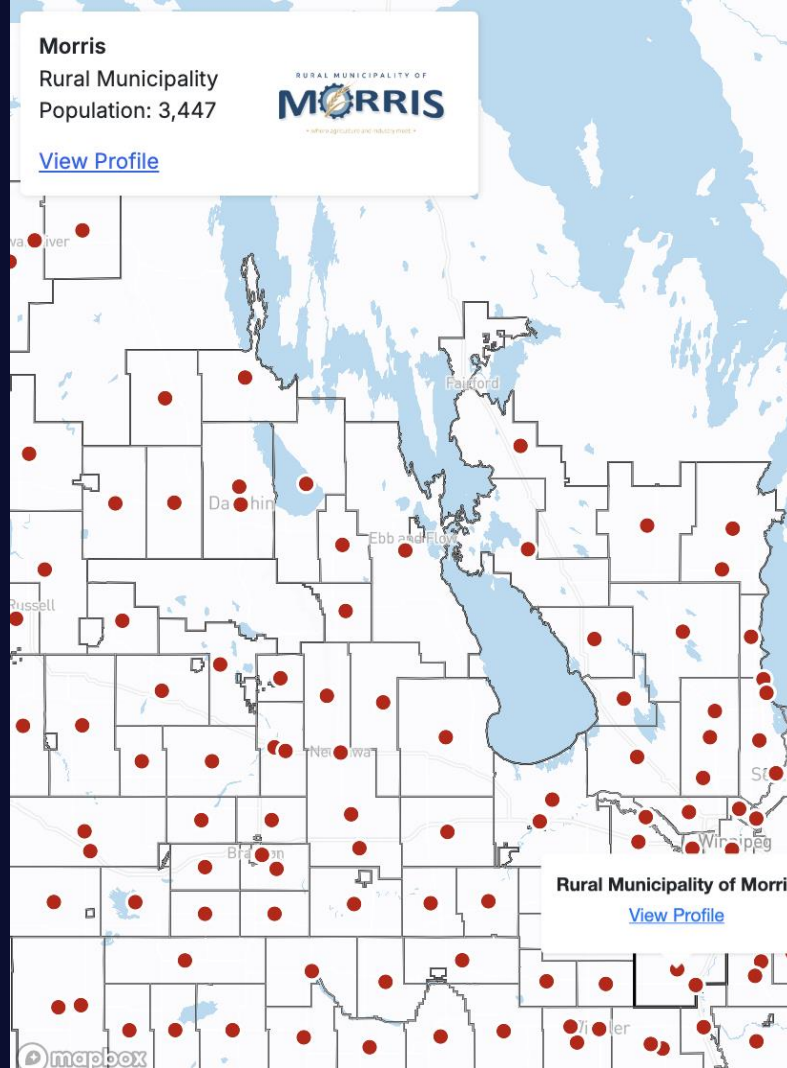
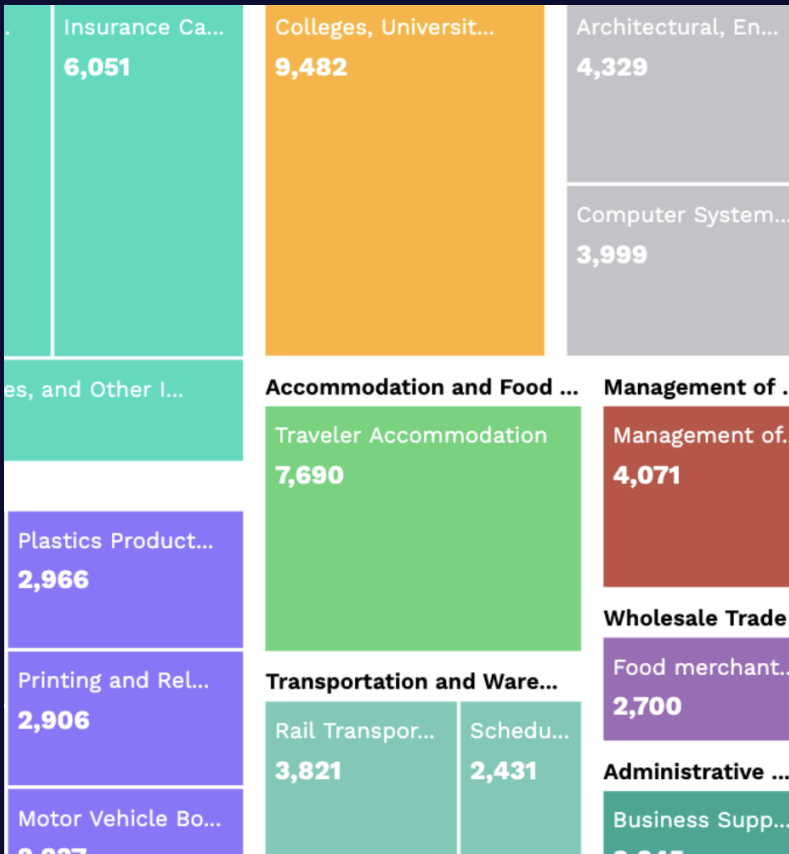
What RMED Has Live Today

advanceruralmanitoba.ca is an investment attraction website for rural Manitoba – it includes a dedicated page for every municipality with six dynamic dashboards.



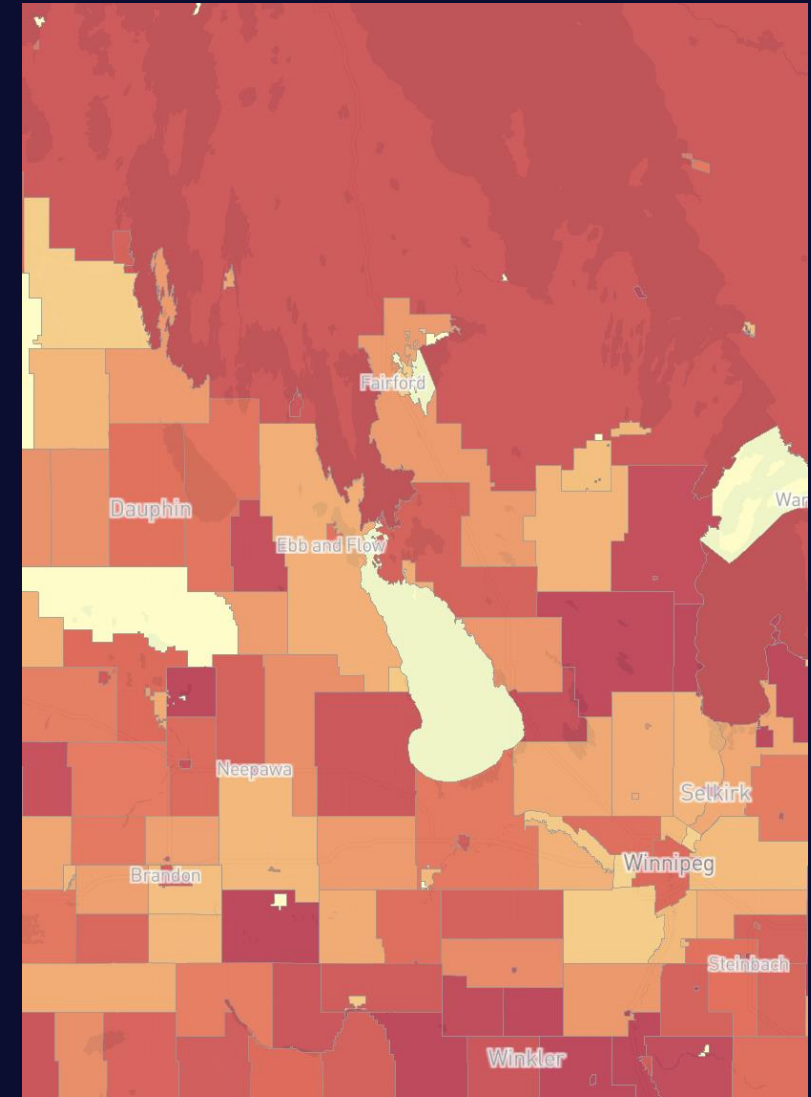
RMED as an Innovator

First-mover approach: bringing the latest location intelligence content tools to rural Manitoba.



Collaboration structure is designed to scale outcomes across all municipalities, not just large centers

Creates a consistent, province-wide foundation for data-driven communication.



OUR COMMUNITY

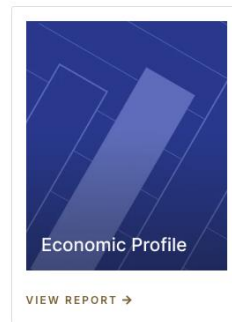
Town of Stonewall

Filled with rich history, bustling commerce, and vibrant community, the Town of Stonewall is a great place to call home!



Profiles

Explore a comprehensive set of profiles that highlight the unique characteristics, strengths, and opportunities within our community. These reports provide valuable insights into the local economy, workforce, housing, demographics, and industry trends, empowering investors, planners, and residents with data-driven perspectives.



What's Coming Next: Enhanced Community Pages

Consultant-quality profiles (reports) available for every municipality, including:

- Workforce Profile
- Housing Profile
- Industry Profile
- Economic Profile
- Sector Profiles

Plain-English, exportable in PDF and auto-updated.

What's Coming Next: Enhanced Community Pages

TOWN ON STONEWALL, MANITOBA

Community Profile

Town of Stonewall, Manitoba

Publication date: April 01, 2025

Setting

Located just 25 kilometres north of Winnipeg, the Town of Stonewall offers a strategic setting with strong regional connectivity and convenient access to Manitoba's capital.

Stonewall is strategically located along Provincial Trunk Highway 62, just 25 kilometres north of Winnipeg and minutes from Highway 7, a major north-south route connecting the capital region to Manitoba's hinterland. The town lies within a 30-minute drive of downtown Winnipeg, the Perimeter Highway, Central of Canada, and the James Armstrong Richardson International Airport. Surrounding communities include Stony Mountain to the southeast, Teulon to the north, and Selkirk to the east—each within easy reach, reinforcing Stonewall's role as a regional hub.

The town's location supports commuting, efficient goods movement, and access to services and employment centres across southern Manitoba. Despite its proximity to Winnipeg, Stonewall maintains a strong local identity with its own amenities, business base, and community institutions. Its well-connected setting offers the advantages of a smaller, self-contained community while remaining closely linked to major transportation routes and nearby population centres.

Data source - Statistics Canada Census, Published 2024, Reference Period 2001-2024

Town of Stonewall, Manitoba

Publication date: April 01, 2025

Total Population

The Town of Stonewall's population increased by 1,034 people, from 4,012 in 2001 to 5,046 in 2024, reflecting steady growth over two decades.

Year	Population
2001	4,012
2006	4,100
2011	4,200
2016	4,300
2021	4,400
2024	5,046

Stonewall is strategically located along Provincial Trunk Highway 62, just 25 kilometres north of Winnipeg and minutes from Highway 7, a major north-south route connecting the capital region to Manitoba's hinterland. The town lies within a 30-minute drive of downtown Winnipeg, the Perimeter Highway, Central of Canada, and the James Armstrong Richardson International Airport. Surrounding communities include Stony Mountain to the southeast, Teulon to the north, and Selkirk to the east—each within easy reach, reinforcing Stonewall's role as a regional hub.

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Community	Population
Winnipeg	814,000
Brandon	50,024
Steinbach	20,000
Winkler	18,400
Portage la Prairie	16,500
Thompson	14,800
Saskatoon	11,300
Morden	11,000
Dauphin	8,500
Neepawa	6,400

Data source - Statistics Canada Census, Published 2024, Reference Period 2001-2024

Town of Stonewall, Manitoba

Publication date: April 01, 2025

Median Household Income

Over the past two decades, household income in the Town of Stonewall has grown at a strong pace, with median earnings rising by more than \$44,000 between 2001 and 2021.

From 2001 to 2021, the median household income in Stonewall increased from \$53,371 to \$98,200—an overall gain of \$44,829, or 84%. The most significant growth occurred between 2011 and 2016, when the median jumped by \$23,492. Growth then slowed slightly, with a \$3,236 decline recorded between 2016 and 2021. Over the same 20-year period, Manitoba's median household income rose from \$41,681 to \$78,500, an increase of 89%.

While the provincial growth rate was slightly higher, Stonewall maintained a consistent income advantage. The gap between the town and the province widened from \$12,670 in 2001 to \$18,533 in 2021. In each census year, Stonewall's median income remained above the provincial figure, highlighting a sustained divergence that reflects long-term shifts in local income patterns relative to the rest of Manitoba.

Over the past 20 years, Stonewall has experienced a notable aging trend, with the median age increasing from 37.6 years in 2001 to 44.0 years in 2024—an overall rise of 6.4 years. This upward shift outpaced the provincial trend, as Manitoba's median age grew by just 3.9 years over the same period. The most significant jump occurred between 2016 and 2024, when Stonewall's median age rose by 2.4 years. Earlier periods saw

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Town of Stonewall, Manitoba

Publication date: April 01, 2025

Median Age

The median age in the Town of Stonewall rose from 37.6 years in 2001 to 44.0 years in 2024, highlighting a steady aging population over two decades.

Year	Stonewall	Manitoba
2016	39.6	38.4
2021	41.6	39.3

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more gradual increases: 2.0 years from 2001 to 2006, followed by smaller gains of 1.3 and 0.7 years in the next two census cycles. While aging is a common demographic trend across Canada, Stonewall's shift has been more pronounced, suggesting changing local dynamics in areas such as workforce composition, housing demand, health services, recreation programming, and long-term planning for community infrastructure and care.

Community	Median Age
Altonby	44.3
Manitowish	44.0
Ne-Ne-Chama	43.7
St. James	43.5
Carleton	43.2
Winkler	42.9
St. Theresa Point	41.8
Stonewall	41.6
Brandon	41.4
The Pas	40.4
Dauphin	38.8

In 2024, the Town of Stonewall ranked among the 25 oldest municipalities in Manitoba by median age, with a figure of 44.0 years. This placed it well above the provincial median of 38.4 years and higher than many similarly sized towns. While Stonewall's aging trend is notable, it remains younger than several large municipalities and retirement-focused communities in the province. Its ranking in 2024 marks a shift upward from 2016, when Stonewall's median age was lower and positioned closer to the middle of the provincial list.

Data source - Statistics Canada Census, Published 2024, Reference Period 2001-2024

Town of Stonewall, Manitoba

Publication date: April 01, 2025

Employment by Industry

In 2021, Stonewall's 2,760 employed residents worked across a broad range of sectors, with the largest shares in health care, public administration, retail, construction, and education.

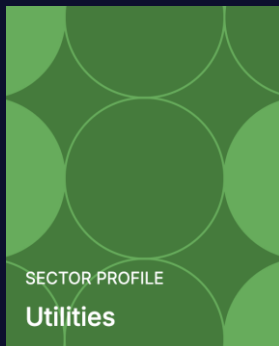
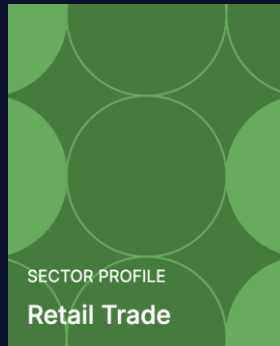
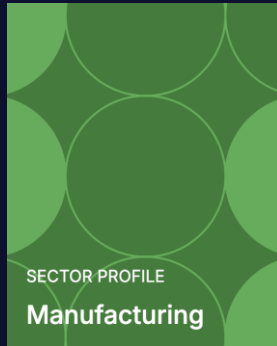
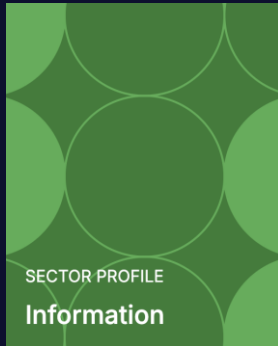
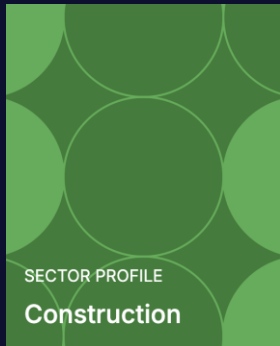
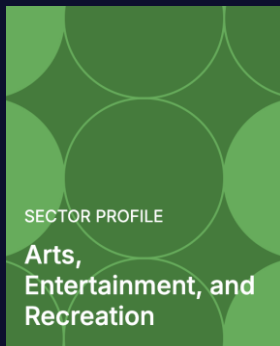
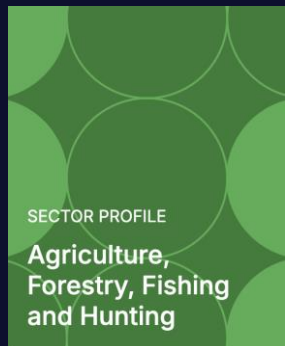
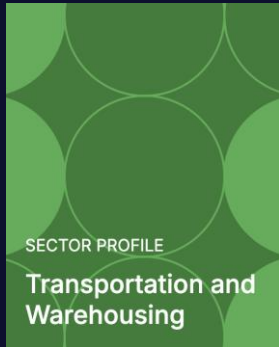
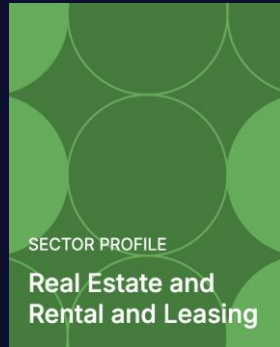
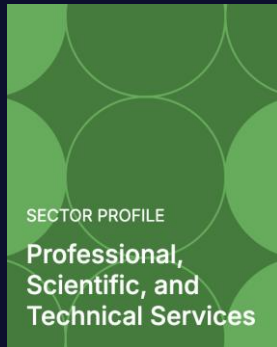
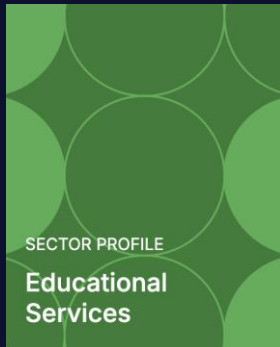
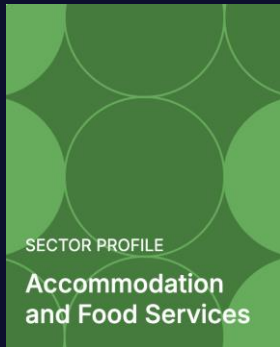
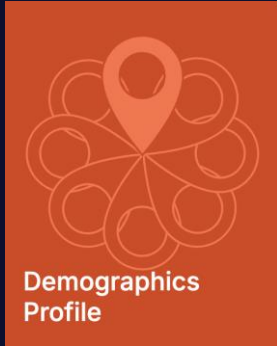
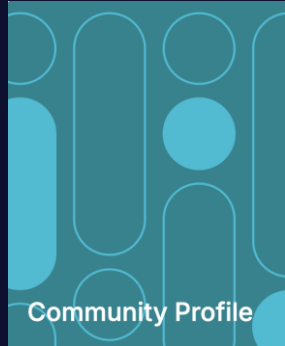
Industry	Number of Employed Residents
Health care and social assistance	400
Public administration	350
Retail trade	300
Construction	250
Education	200
Manufacturing	150
Transportation and warehousing	100
Wholesale trade	100
Food and beverage	100
Accommodation and food services	100
Arts, culture, recreation and entertainment	100
Information and communication	100
Finance and insurance	100
Professional, scientific and technical services	100
Other services	100
Utilities	100
Agriculture, forestry, fishing and hunting	100

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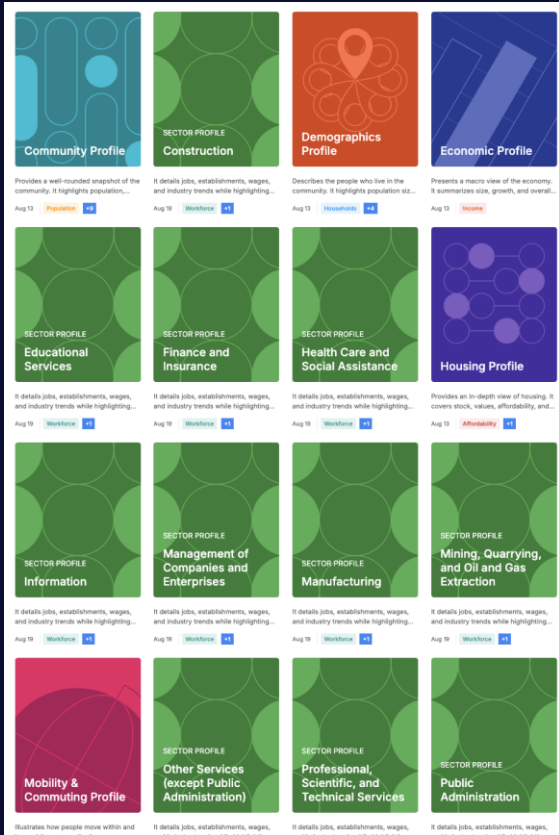
Data source - Statistics Canada Census, Published 2024, Reference Period 2001-2024

What's Coming Next: Online Regional Profiles

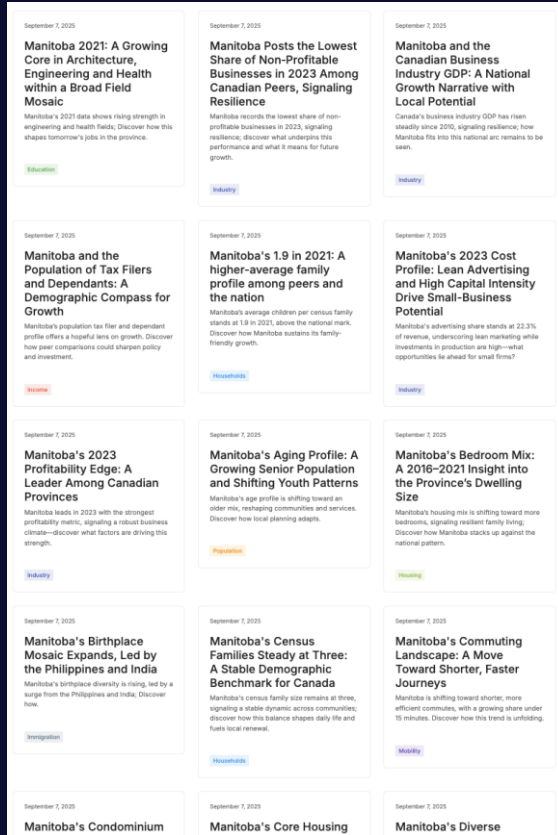


How It's Possible Localintel's New Platform

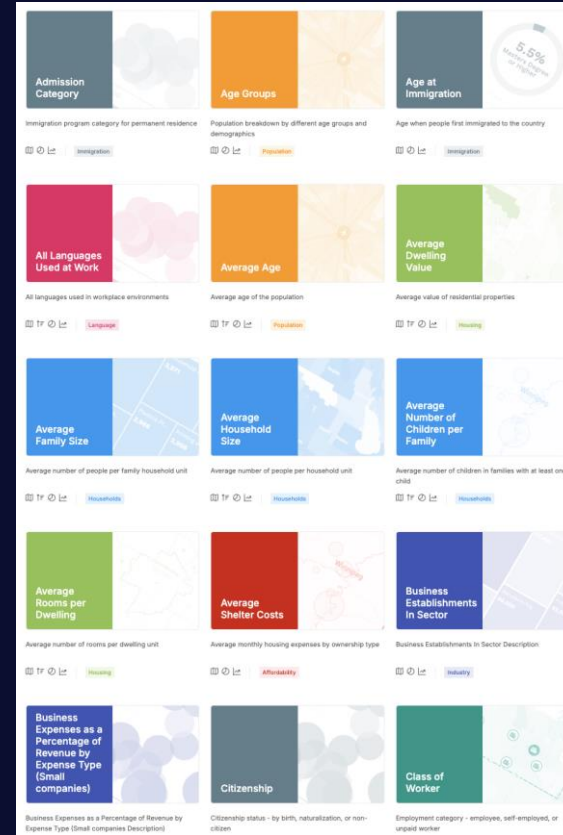
Powered by trusted location data, it's a secure, standalone online tool that instantly delivers thousands of ready-to-go reports, stories, charts, maps, and insights – each tailored to a specific location from up-to-date public and licensed datasets and continuously refreshed.



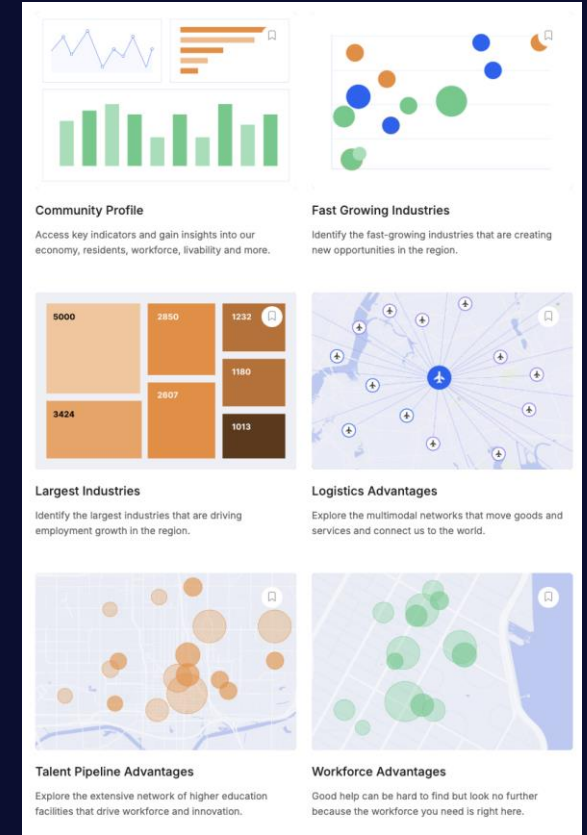
01
Profiles



02
Stories and Insights



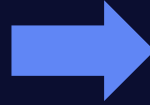
03
Data Visualizations



04
Widgets

Municipal Challenges

Not enough time or staff



Automates the heavy lifting

Hard to find the right data



Everything's preloaded and updated

Interpreting and analyzing data is tough



Explains what data means, in plain English

Creating charts and visuals takes too long



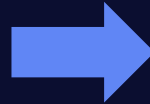
Ready to go data visualizations

Writing key messages is a struggle



Generates reports, insights and stories

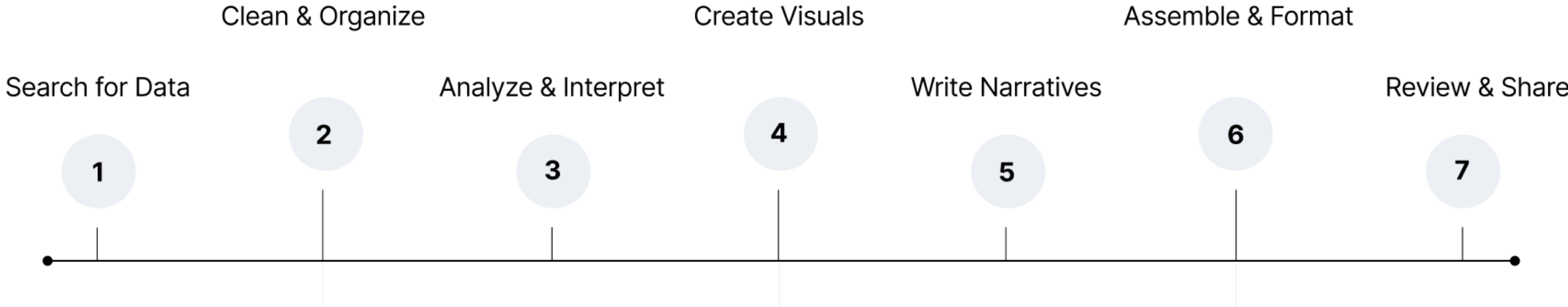
Tools are expensive and hard to use



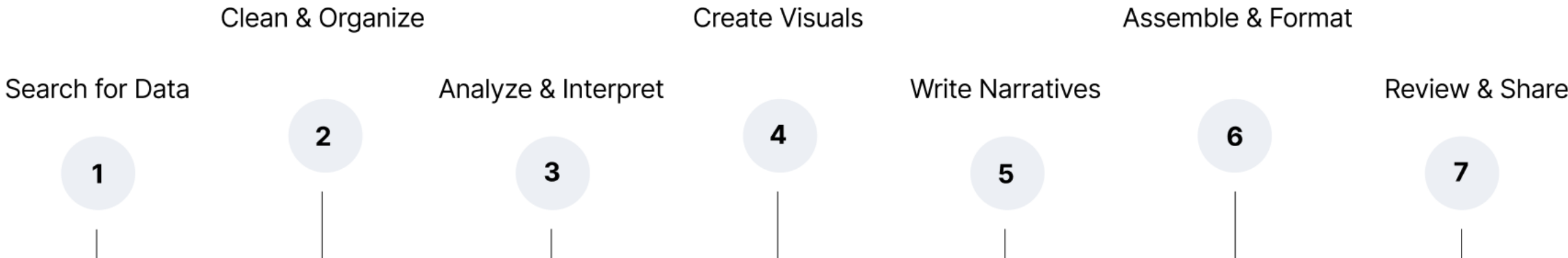
Affordable & purpose-built

Localintel's Solution

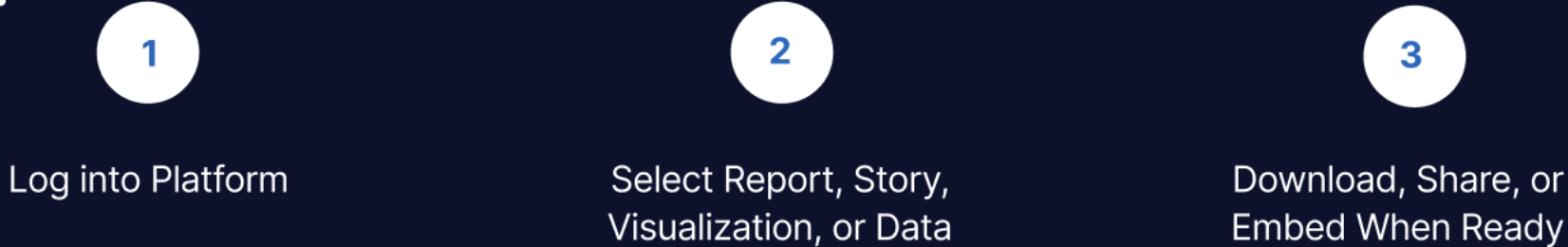
The current way of creating content



The current way of creating content



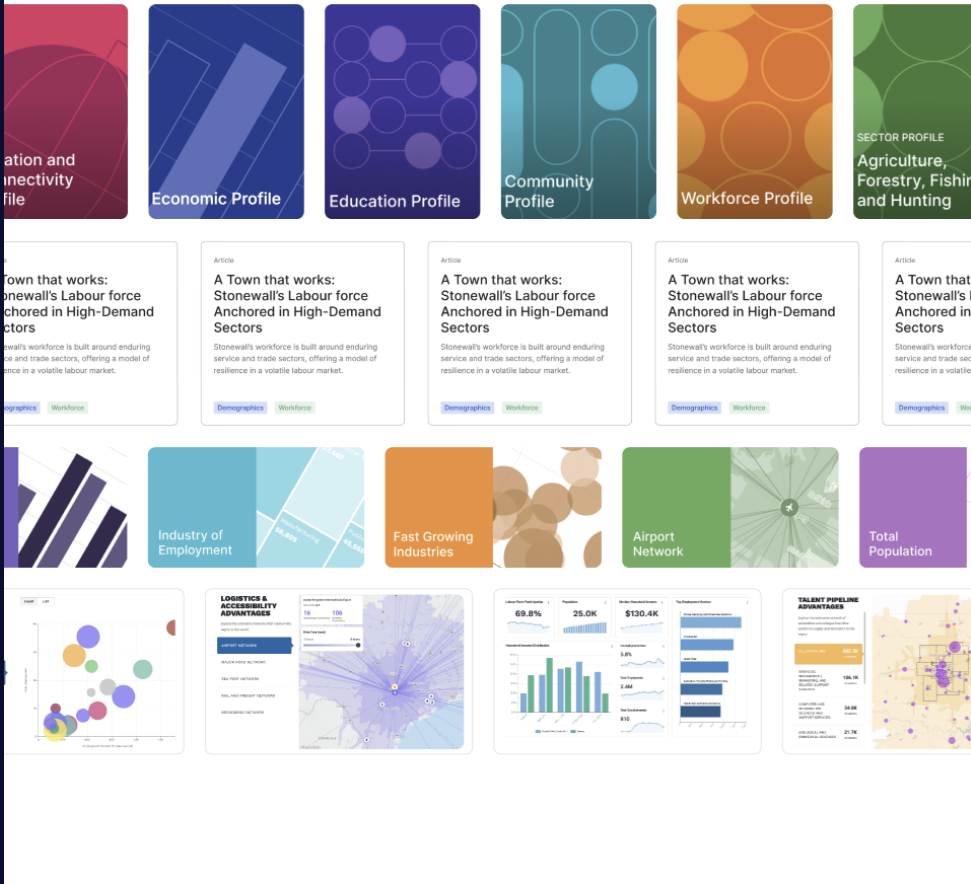
New way...





THE VOICE OF PLACE

Location Intelligence. Simplified. Visualized. Ready to Use.



After 100+ demos with economic developers across Canada and the US, people called it,

“a game changer” for small organizations.

Many said it delivered “exactly what we need, right out of the box”.

Clients appreciated how it let them “look professional without needing a designer or consultant.”

How Your Municipality Can Engage

Do this now

- Visit your community's page on advanceruralmanitoba.ca and get familiar.
- Let colleagues know so they can reference it; link it from your own website.
- If not already done, send RMED a short community description and a set of images to strengthen your page.

Do this next (as enhanced profiles roll out):

- Reference and download the new profiles for council, RFIs, grant apps, newsletters, and your website.
- Share internally and externally – use them as your consistent, trusted source.
- Register interest with RMED to be first in line as profiles are published for your municipality.

Questions?



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