

THE BESTLIFE GROUP BREAKS GROUND ON LANDMARK PERRY SOUND WATERFRONT DEVELOPMENT

Parry Sound mixed-use site to feature Marriott hotel, condominiums, marina, retail, and recreation space. A bold new chapter for Northern Ontario.

FOR IMMEDIATE RELEASE

The BestLife Group Breaks Ground On Landmark Waterfront Development In Parry Sound

Master-planned mixed-use development to feature a Courtyard by Marriott hotel, Northern Ontario's first 10-storey residential tower, a public marina, and retail space.

Parry Sound, ON — The BestLife Group, a Muskoka-based construction and development company, has officially broken ground on one of Northern Ontario's most transformative waterfront developments. The project at **51 Great North Road** on the Parry Sound waterfront will feature a **Courtyard by Marriott hotel**, multi-residential buildings including the first **10-storey residential condominium tower** approved in this region, a **50-slip public marina**, retail and restaurant space, and a range of community-oriented amenities.

The development is expected to create more than [REDACTED] and [REDACTED] **permanent positions**, while generating substantial year-round economic activity for the region. Construction begins [REDACTED], with a formal groundbreaking ceremony scheduled for **late-August**.

"This represents the largest private investment in Parry Sound's waterfront in decades," said **Ben Jardine, President of The BestLife Group**. "We're not just building structures. We're creating a destination that will drive tourism, provide housing solutions, and reconnect our community with Georgian Bay."

The project is being developed by **Lionston Group**, with **The BestLife Group** serving as **Construction Manager** and contributing to early master planning.

Project Highlights

Phase I: *Courtyard by Marriott Hotel*

- 7-storey building with 92 guest rooms
- 2-storey glass enclosed pool, indoor waterpark, fitness and conference centre overlooking Georgian Bay
- Designed by **Artan Mataj** of Mataj Architects, with **Bach Luong** as project architect
- **Anticipated opening:** [REDACTED]

Phase II: Multi-purpose Spaces

Residential and Commercial Spaces

- 15-unit boutique condominium
- 12-unit commercial and retail complex
- Integrated short-term rental accommodations

Waterfront and Public Amenities

- 50-slip public marina for recreational and tour vessels
- Marina-side restaurant and operations office
- Landmark lighthouse structure serving as a visual and functional anchor
- Trail connections linking to the existing Parry Sound trail network

Phase III: Residential Tower

- 10-storey residential tower, the tallest building approved in Northern Ontario north of Barrie

Site planning and design for the non-hotel buildings are led by **Matt and Brenda Ryan of FAD Architects**, a Parry Sound-based firm.

Environmental Leadership and Site Preparation

The BestLife Group completed extensive environmental remediation to transform the former industrial site into a development-ready, publicly accessible waterfront destination. All work has met or exceeded provincial environmental standards, including specialized soil treatment and shoreline restoration to ensure long-term site stability and ecological resilience.

“We’ve invested heavily in preparing this site responsibly,” Jardine added. “This includes comprehensive environmental cleanup and infrastructure that will serve the community for generations. That’s the kind of legacy we’re committed to building.”

Economic and Community Impact

Located on a historically significant section of the Georgian Bay shoreline, this project marks the largest single investment in Parry Sound’s tourism infrastructure in over two decades. It is expected to:

- Create more than [REDACTED] **commercial roles**
- Generate [REDACTED] in tourism and related economic activity
- Expand the local housing supply with [REDACTED]
- Provide year-round marina access and recreational facilities
- Strengthen Parry Sound’s position as a premier Georgian Bay destination
- Reconnect the downtown core to the waterfront through new pedestrian and trail infrastructure



For project updates and vendor inquiries: www.bestlifelifehomes.ca

Media inquiries and interview requests: media@bestlifelifehomes.ca

About The BestLife Group

The BestLife Group is a Muskoka-based construction and development firm focused on community-first, purpose-built housing and infrastructure. Now entering its 10th year of operations, the company has delivered high-quality residential and revitalization projects across Muskoka and Northern Ontario. With this expansion into hospitality and mixed-use development, The BestLife Group remains committed to building spaces that support economic growth, environmental sustainability, and long-term community benefit.