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29 June, 2017

Mayor Roy Avis and Council
Town of Fort Frances
Box 38, Fort Frances, ON P9A 3M5

Dear Mayor Avis & Council:

Re: Annual Per Capita Marketing Contribution – Sunset Country Travel Association

Sunset Country Travel Association has launched its annual membership drive and we are looking forward to working with Fort Frances again in 2017/18. The Town has been an important and valued marketing partner over the past years by providing the Association with a per capita contribution. Last year, the Town supported us with the per capita contribution so thanks! This year's request is the same = 27.5 cents per capita.

I want to highlight a number of improvements we have made this year specific to promoting towns and cities in Sunset Country. These include:

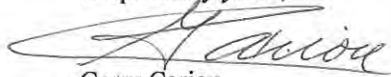
- Launch of visitsunsetcountry.com – an immense Regional tourism website with tools that allow us to better promote the communities in the region.
- We have also done extensive work identifying “points of interest” in each community including local attractions such as museums, beaches, parks and other community assets. These points of interest also receive a photo, description and map showing their location on the website.
- Launching a dynamic “Events Manager” on visitsunsetcountry.com to better promote community events and festivals.
- Distribution of your town tourism brochure in the Sunset Country space at the newly re-opened border travel info centre in Fort Frances (during the summer tourism season).
- A direct financial contribution by TNO through Sunset Country, to support operating costs of the Tourism Centre at the Border operated by the Town for the past two years.

In assessing this per capita contribution request, we acknowledge some municipalities also have tourism departments which pay a separate fee – a “Local Tourist Organization” fee – but these fees cover specific services we deliver to them. This includes the allocation of a Summer Student grant for Fort Frances valued at \$2,500.00 and weekly travel information inquiries. This student works during the summer and the wages are paid for through a grant administered by Sunset Country (if accepted by the Town).

Our per capita request to Council is simply asking for a show of support by your municipality for the regional tourism marketing that we undertake. Over the last two years extensive improvements have been made in our marketing activities. A full section on Fort Frances is included in the new website. We also produce our annual Travel Guide and Map and we attend 5 consumer sport shows in key travel markets.

Enclosed is a copy of our 2017 Travel Guide we produced. This is one example of what we do but there are many more. Through your contribution, Fort Frances is supporting a marketing plan that averages a travel inquiry received from real people, every 3 hours, each day, 365 days a year.

Respectfully yours,


Gerry Cariou
Executive Director

