

August 1, 2014

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 in 2014/15. The Town of Fort Frances has been an important marketing partner over the past years by providing the Association with a per capita contribution. Our request is that Fort Frances make a contribution of 25 cents per capita. This rate has been held steady for the past 5 years.

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

- More prominent listings on our product specific websites promoting the towns and cities including a large photo, description, map and links to websites and social media accounts.
- 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.

Your contribution includes the allocation of a Summer Student grant (depending on approved funds from Ontario) for the Fort Frances Border Project valued at \$2,500. This student works during the summer and the wages are paid for through a grant administered by Sunset Country.

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 year, we have launched a new mobile phone application designed to deliver info about tourism opportunities to people over their phone. A full section on Fort Frances is included in this app. We also feature the Fort in our annual Travel Guide and Map and on our 28 Internet websites. The Association also attends 5 consumer sport shows in key travel markets.

Clearly, our partnership of promoting tourism with the Town of Fort Frances has proven worthwhile over the past years. It is my hope that the Fort will support our marketing activities through its per capita contribution. This contribution is greatly valued by our Association and the tourism industry in the area. Enclosed is a copy of our 2014 Travel Guide we produced. This is one example of what we do but there are many more. By 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

/enclosure