

RRFDC ACTIVITY REPORT

October to December 2016

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**RAINY RIVER FUTURE
DEVELOPMENT CORPORATION**
A Community Futures Development Corporation



The RRFDC continued to move forward with the enhanced economic development project and “**The Path Forward**” action plan.

- *Supported the Fort Frances Economic Development Office (FFEDO) with Economic Development Advisory Committee (EDAC) meetings and numerous projects.*

Economic Development Activities

Mining – Industrial and Residential Preparedness

The RRFDC continues to work closely with New Gold’s material procurement manager in order to identify potential companies for relocation in the District. The RRFDC has hired a mining supply sales expert to provide expertise on molding pitches to various vendors. We are beginning to see interest from confirmed vendors and providing them with options and opportunities to invest/locate to Fort Frances or the Rainy River district. <http://www.fort-frances.com/residents/lifestyle/move-fort-frances>

The RRFDC and the Fort Frances EDAC toured the mine site (December 2016) and received a thorough briefing on the construction activities and future plans.

The RRFDC began planning to assist with labour market shortages during this period. We met with partners and set up a speaker to help SME’s with hiring tips and innovative strategies and the event was attended by 30 area employers. A hiring fair is planned for spring of 2017.

We attended a hiring fair at Lakehead University on behalf of several employers who had employment openings and gathered resumes and promoted the positions available in the district.

Forestry and Wood Products

The RRFDC and FP Innovations sponsored a meeting of district wood processors to discuss the development of a wood products cluster in the region.

The meeting was attended by representatives from Manitou Forest Products, Norbord, Titan Manufacturing, and LEAF Manufacturing. Our speaker, Ken Koo did a wonderful job of presenting wood products opportunities to the group. Subsequent to this meeting the RRFDC has been working with two groups to discuss pellet manufacturing and glulam beams.

Tourism

We closed the 2016 season of the Fort Frances Tourist Information Center (FFTIC) in October. Grant applications have been filed for two student positions for the summer of 2017. The RRFDC, working with the Town, looked at alternative and additional partners for the FFTIC. Meetings were held with the Chamber of Commerce and discussions with current the partner Sunset Country Tourism.

The RRFDC has been working the International Early Iron Car Club to help them market their event. We have produced a sponsorship package and posters. Closer to the event, we will provide online promotion and an event card.

A sponsorship and marketing organizer was sourced to work with the Ontario high school hockey championship planning committee to make sure that the event is well funded and results in the best possible Public Relations for the community.



Branding/Digital Marketing

The RRFDC continued to use social media platforms to ramp up the Town of Fort Frances' presence on Twitter, Facebook and Instagram. We continued to train in social media, management, and the utilization of those tools to market the District. These tools are proving to be useful in providing information to potential residents moving here as a result of New Gold Inc. A new portion was built onto the Town's website that was specifically targeted to new residents with information consolidated into one link.



We also have purchased a drone that can be used to take photos from the sky at events and for general video marketing.

Rainy Lake Market Square

The RRFDC applied successfully to Ontario 150 to support a summer entertainment series at the Market Square in the summer of 2017.

The series is expected to begin in August of 2017. A series for 2018 will also be planned; and, admission will be free to spectators. Having the market and concert series running simultaneously will showcase the diversity of the new facility, and generate excitement throughout the community and surrounding communities. The concert series will truly introduce the community to the new market square.

A series of grant applications and sponsorship requests are awaiting approval for budgeting into 2017/2018.

The RRFDC has also been looking at other activities that could be suited to the square area that will diversify the offering and make the space successful.

We have begun compiling a list of businesses that have attended craft and home based business events; and, we plan to approach them to be market vendors once the square opens.

Small and Medium Enterprise (SME) Support

The RRFDC has been approved by MNM's Community Investment Readiness program for assistance in doing an Accommodations Facilities Market Analysis. The purpose of the funding is to encourage the development of additional investment in the hotels within the District.

Age Friendly

The RRFDC and Age Friendly Fort Frances continued the process of developing an Age Friendly survey for the community. A consultant has been hired by the group and they will be proceeding with the survey very soon.

Telecommunications

Fiber optics will be installed in Fort Frances in the spring and summer of 2017. TBay Tel will also be building a permanent office in the Fort Frances industrial park.

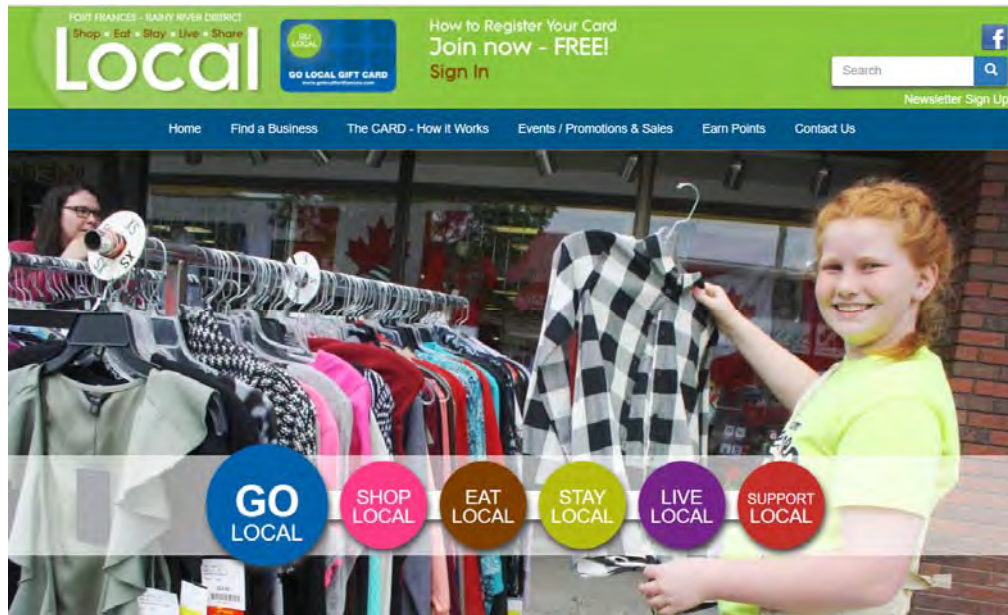
Project Petunia

We initiated the Project Petunia package again for Spring 2017. Sponsorship is available for \$50 a basket. Last year we sold all 50 baskets and enter 2017 with 11 baskets sold for this season.



Go Local Report: December 2016

In November 2016, we reached 3 million points and rewarded a program member with 3000 points in gift cards. The Go Local program remains to be successful; and, the Go Local website was also revamped to provide a more streamlined look and feel.



Agriculture

Land Clearing and Tile Drainage

The Tile Drainage #2 project was completed during the last week of September. Our Tile Drainage #3 project has been sent to the NOHFC for review.

The NOHFC has requested that the members of Land Clearing #2 project, whom have not yet received assistance, be included in Land Clearing #1. This is due to numerous participants in Land Clearing #1 withdrawing leaving a sizable amount of approved funding unutilized. The combined project is to be sent to them for approval.

Abattoir

RRFDC staff met with Rainy River District Regional Abattoir Inc. Board members and discussed possible options for increasing revenue.