

November 4, 2016

Report To: Mayor and Council

From: Travis Rob, Manager of Operations and Facilities

**RE: Advertisement Request from Bearskin Airlines 3 months in Bear Country Magazine**

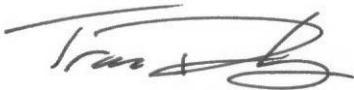
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Bearskin Airlines has requested the Town of Fort Frances be featured in the upcoming edition of Bear Country Magazine, a quarterly inflight magazine specific to Bearskin Airlines. The Town would be featured in a one page article in the January – April publication. The cost for this advertisement would be \$2650.00 plus applicable taxes. The Airport operating budget does not carry funds for advertising and therefore this would be an out of budget expense.

As outlined in the attached report from Tom Batiuk, Airport Supervisor, the deadline to book the space in the upcoming issue would be November 21, 2016. It is the advertiser's (the Town) responsibility to provide the logo and picture to be featured in the article and also to draft the article. This would mean additional resource time to draft, review and finalize this article.

Given the high cost of the advertisement and the resources required to develop the article, it is the recommendation of the Operations and Facilities Executive Committee to not place the ad in the Bear Country Magazine at an unbudgeted cost of \$2650.00 plus applicable taxes.

Respectfully Submitted



Travis Rob, EIT

Manager of Operations & Facilities

<p><b>Council Approval of this report will agree with the recommendation of the Operations and Facilities Executive Committee to not place an ad in the Bear Country Magazine at an unbudgeted cost of \$2650.00 plus applicable taxes.</b></p>
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2016NovemberAirportAdvertisingRequest