

# RRFDC ACTIVITY REPORT

July to September 2015

**RAINY RIVER FUTURE DEVELOPMENT CORPORATION**  
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### **Fort Frances:**

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 worked with New Gold to discuss housing opportunities in Fort Frances and the District but primarily with a group of home developers looking into a 28 unit apartment complex.

The RRFDC worked with New Gold staff on a pre-employment training application to the NOHFC for the advantaging of area First Nations and District residents.

We also promoted the District as a mining supply and services location and worked with New Gold in seeking training assistance.

New signs were put up in the Industrial Park.



The RRFDC has placed ads in the Ontario Prospector, a mining and resource magazine.



Developed and sent out a mail out to 300 mining supply and services companies advertising the opening of the new mine and promoting industrial park property.

We have purchased the entire commuter corridor advertising at the Winnipeg Airport from Oct 1 to March 31, 2016 which will provide information to all passengers in arrival from Northern Ontario and Manitoba. The timing of this will coincide with the major Canadian and Manitoba mining shows.

We purchased a banner ad for the next 12 months at the Thunder Bay Airport.

All of this signage was paid for with 100% Federal Dollars.

We began a digital marketing program. We are advertising the Town's website using google ad words. The Fort Frances Times has provided analysis of the websites economic development portion and built up information where we were weak and improved the visitor's experience.

We have advertised our videos using facebook. This process has provided us with low costs solutions to reach new viewers and tell our unique story to the world

All of our digital platform work has been paid for with 100% Federal Dollars.

## Tourism

The RRFDC set up and ran the Canada Day Parade again this year.

### Harmony of Nations

RRFDC organized and ran the second Harmony of Nations Music Festival for July 17-18<sup>th</sup>, 2015. Our main acts included Rik Emmett, Tom Wilson and Ashley MacIsaac. The event was well attended but not to the level which we anticipated. In addition the event did not draw a significant number of visitors from outside the region. The RRFDC and Harmony of Nations committee will need to thoroughly review the event this winter.

### Fort Frances Canadian Bass Championship

RRFDC staff assisted the FFCBC in site set up and fish release activities.

### Fort Frances Tourist Information Center (FFTIC)

The FFTIC has re-opened for summer 2015 and our partnership with Sunset Country is stronger than ever. We have invested in new displays, fish and a moose, signage and are in the process of installing pictorial panoramas on the walls.



This is a photo of Duncan Keith of the Chicago Blackhawks visiting the Tourism Center with the Stanley Cup on Saturday August 1<sup>st</sup> 2015.

The RRFDC hired three students to work in the FFTIC. The Centre was open from May to November in 2015. We assisted 1600 visitors providing information, we provided washrooms, photo ops and brochures to about three times more visitors.

We continue to remain active on all the Town's social media platforms. We currently have 867 followers on twitter and 400 plus on facebook.

We have also installed Highway 53 signage tourism signage and at the border promoting visits to the tourism center and moose.



### **Branding and Social Media**

The RRFDC has updated the Town of Fort Frances' marketing through digital media and launched the new Fort Frances website.

Ferg Devins, previously a Vice President of Communications with Molson Coors, did an outstanding seminar on digital media marketing on September 29<sup>th</sup> which was attended by approximately 30 people. His presentation was very in depth and focused.

The RRFDC continued to work on two Fort Frances "Boundless" marketing videos. This tourism video has been completed and can be viewed on the Town's website.

## **Rainy Lake Market Square**

The NOHFC portion of the project, \$1 million, has been approved and we have received the approval of the \$655K requested from FedNor. The project will move forward with the demolition of the building this fall and the development of the final design of the Market square over the winter for construction in 2016.

## **Small and Medium Enterprise (SME) Support**

The RRFDC has held business start up sessions and social media presentations. Our most recent presentation was a Digital Marketing session held in conjunction with the Northwestern Ontario Innovation Center.

## **Assisted Living**

The RRFDC continues to assist the Assisted Living Action Group (ALAG) in their efforts to develop an assisted living facility in Fort Frances when asked.

We also continue to work with a group of seniors support agencies to evaluate the potential for Fort Frances accessing a provincial grant for Age Friendly Community planning for 2016.

## **Telecommunications**

The RRFDC has been approved by the NOHFC for \$796,200 and our partner ,TBay Tel, has submitted to Industry Canada to upgrade telecommunications services across the District. We are still awaiting final approval for the project.

## **Go Local**

Go Local is now starting its 3rd year with over 4000 cards in circulation and the businesses have awarded over 1,200,000 points and over \$60,000 in gift cards have been given out to loyalty members. These have been ultimately returned to the pockets of our local businesses.

Starting in October Fall'icious was put on – inviting US visitors to our community to enjoy a \$25 menu.

## **Regional Work: Agriculture Cluster**

The RRFDC continues its work with the two agricultural consortiums, Land Clearing and Tile Drainage #1. The tile drainage project is almost complete with over 1900 acres tiled this past summer and fall.

The participants of the Land Clearing #1 project are moving ahead with their clearing and the RRFDC has made its first claim to the NOHFC.

The RRFDC has been approved for the Tile Drainage #2 project which will see an additional 1942 acres of land tiled.

We are also working on submitting a Land Clearing #2 project later this spring.

Tile Drainage #1 resulted in yields of canola up to 53 bushels an acre from 23.



August 2014



July 2015