

## TOWN OF FORT FRANCES ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

May 8<sup>th</sup>, 2013

Mayor and Council  
320 Portage Avenue  
Fort Frances, ON  
P9A 3P9

Mayor and Council:

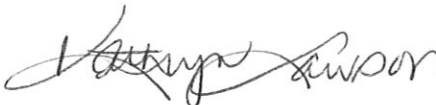
At the April 8th, 2013 meeting of the Economic Development Advisory Committee the following resolution was passed:

**Fortes-Perry:** THAT as recommended by the Economic Development Advisory Committee, the Town of Fort Frances approve undertaking a branding exercise.  
CARRIED.

EDAC recommends that the Town undertake a branding exercise. This will require the purchase of services from a marketing expert and a process of community consultation. After a unique and authentic brand is agreed upon, the Town will change over assets to support that brand. Understanding that this process will cost anywhere from \$30,000.00 to \$50,000.00, EDAC is proposing advertising for the 2013 season. The largest tourism budget item is a grant to assist with mailing and sending of brochures, etc. EDAC proposes that mailing costs continue to be paid on a fee for service basis, but the remainder be invested in branding. Reducing memberships, scaling back grants and pulling out of advertisements in magazines like Bearskin and Sunset Country or paid TV commercials for one season will result in about \$18,000.00 in savings. Rainy River Future Development Corporation can leverage Federal and Provincial funds to pay for approximately 2/3 of the costs.

The Economic Development Advisory Committee respectfully requests Council's endorsement of this resolution.

Yours truly

  
for: G. Rogozinski, Chair