



Heart of the Continent Partnership

Working together to sustain and celebrate the lakes, forests and communities on the Ontario/Minnesota border



Date: December 17, 2019

Mayor Roy Avis
City of Fort Frances, 320 Portage Ave
Fort Frances, ON P9A 3P9

From: HOCP Steering Committee
Re: Renewal of Annual Dues



Dear Mayor Avis:

I am writing to invite you and your organization to consider contributing to HOCP's voluntary 2020 annual dues. Your annual support makes a huge difference for helping HOCP continue its mission to sustain and celebrate this wonderful cross-border region through collaboration. Please respond by the end of the first quarter, 2020 or when it is best for your fiscal year. Thanks so much.

Heart of the Continent's ongoing efforts help connect this vast and amazing area culturally and as an ecosystem of interconnected lakes and rivers and a shared inland sea. Branding our area has mutual benefits that can create and maintain strong relationships and partnerships that can share in knowledge and prosperity. Our partnership with National Geographic MapGuide Division—the Geotourism Initiative—continues to help brand our area as a world class destination. www.traveltheheart.org

Public-private partnerships like Heart of the Continent that include stakeholders from government, private industry, tourism, local communities, non-profit clubs and organizations are vital for improvement in stakeholder relations, leveraging funds, marketing and long-term sustainability. Partnerships for sustainable economic growth and recreation are an essential tool to improve our gateway communities and celebrate our neighbouring public lands.

HOCP has continued the steps to becoming the world's largest dark sky destination to promote visitors from around the world to re-discover the night skies not visible in many parts of the world. Thank you so much for your consideration. We look forward to the continued collaborations with you as we

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use this tool in the years ahead as a way to build our region and strengthen our ability to partner with each other.

And we're asking for your support for the coming year:

Annual Dues Renewal: It's time once again to renew your voluntary annual dues to the Heart of the Continent Partnership. The level of dues paid is voluntary and on a sliding scale. Each partner chooses the level that works for them. We encourage you to make as strong a show of support as you can.

Use of Funds: The funds are used to cover general operating expenses of HOCP, as laid out and approved in an annual budget, especially coordinator hours and meeting costs. Level of dues paid will have no bearing on the influence that the various partners will have in HOCP. All will participate on an equal basis, regardless of level of dues paid, in all HOCP efforts, decisions and initiatives.

Annual Dues Levels:

Supporting Partner:	\$1000 - \$5000 per year
Sustaining Partner:	\$500 - \$999 per year
Associate Partner:	\$100 - \$499 per year
Participating Partner:	\$10 - \$99 per year

In Canada

**Please make cheques payable to: Atikokan Economic Development Corporation -Attn/Memo HOCP Membership dues
Box 218 214 Main St W. Atikokan, ON CANADA P0T 1C0**

In the U.S.

Please make cheques payable to Backus Community Center/HOCP, 900 Fifth Street, International Falls, MN 56649

Thank you for your participation and support of the work of Heart of the Continent Partnership. Please give me a call if you have questions or concerns:
1-218-464-2941 or 1-807-598-1074

Sincerely,



Tonia Kittelson - Chair, Heart of the Continent Partnership

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