



October 23rd, 2017

The Mayor & Council  
Town of Fort Frances  
320 Portage Avenue  
FORT FRANCES, ON

**RE: Tourism Advertising Grant to the FFCC**

Dear Mr. Avis & Councillors

We would like to thank the Town of Fort Frances for the \$2,833.00 granted for 2017 for services to assist the Chamber of Commerce to cover off some of the tourism costs incurred by the Chamber. We were able to use the funds to help offset the cost of mailing and sending brochures, advertising expenses, membership costs, the 1-800 tourism number etc.

The Fort Frances Chamber deals with a large number of telephone, electronic and walk-in tourism enquiries from the U.S., Canada and from all over the world. This is due to the fact that in many cities and countries the Chambers of Commerce and Tourism Offices are often co-located and work in partnership with each other. This is evident when we assist with tourism enquiries from the United States. Many travellers from the U.S. who wish to make advance plans throughout the year, and who are in search of local information prior to coming to the area assume that the Fort Frances Chamber of Commerce offers the same service. Their first call is therefore often to the Fort Frances Chamber. During these year round personal communications the Chamber provides invaluable information regarding local businesses, resorts and services and imparts a great deal of local knowledge. Chamber employees give tourists a reason to stay and discover Fort Frances. The number of tourism enquiries the Chamber has received over the last couple of years has been high and with the price of our dollar being lower we can expect a growth in tourism contacts again.

As one of the front line tourist & visitor contact for the Fort Frances area, we are urging Council to consider providing us with the \$5,000 fee-for-service. With this the Chamber will be able to continue to market Fort Frances as well as to run great community events that help bring in well needed funds to the community.

Yours respectfully,

Mark Caron  
President  
Fort Frances Chamber of Commerce