



# RRFDC ACTIVITY REPORT

January 2016 to March 2016

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.

## Report to Fort Frances Council

January to March 2016

### Mining – Industrial and Residential Preparedness

The RRFDC continues to work with New Gold to discuss housing opportunities in Fort Frances and the District.

We promoted the District as a mining supply and services location at the largest mining show in North America. We attended the Northern Ontario showcase as well as targeted meetings with mining suppliers.

During this period we continued to have a significant advertising presence in both the Winnipeg and Thunder Bay airports.

A list of suppliers to New Gold was obtained and contact with those suppliers was made in person, by mailing them an information package or through social media. Packages included a Town of Fort Frances hat and information on the new industrial park sales rates.



Tourism:

### Canada Day

The RRFDC is now working with the Canada Day Parade Committee.

January to March 2016

#### Sports Tourism Workshop

As requested in the Town of Fort Frances Strategic Plan, the RRFDC prepared and hosted a consultation with the community to gauge interest and need for supports in developing Sports Tourism Initiatives. Invitations were sent to 70 individuals and groups with known interest in amateur sports in the Rainy River District.

The following initiatives were most popular:

Fishing-Related Initiatives and Events

Fort Frances Bass Tournament/Expand Fishing Tournaments/Increase Prize Money for Bass Tournament

Hockey-Related Initiatives and Events

Hockey Tournaments/Major Hockey Tournament/Rec Hockey/Minor Hockey Tournaments/Summer Hockey/Summer Hockey Schools/Expand Junior Hockey Tournament

Fun Run/Racing-Related Initiatives and Events

Running Race/Mud Run/Triathlon/Fun Run

Dragon Boat Festival

Bring attention to local Dragon Boat Club. Increase numbers (from 2 boats, 25 per boat to 4 boats, 25 per boat)

The RRFDC will be assisting by providing training in September to groups interested in building stronger events.

#### Fort Frances Tourist Information Center (FFTIC)

Applications for summer students were advertised. The center will reopen in May 2016. Facility improvements have been made to the entrance with sun screening for the windows. This should reduce the air-conditioning useage and provide for less damage to the moose.

A new bench in front of the center advertises the moose.



Signage in International Falls and the Border also promotes the Center.

An ad was also placed in the Times Where magazine.

#### Project Petunia



The RRFDC took over Project Petunia soliciting sponsors and arranging for the planters to be planted for the spring of 2016. We will have 50 sponsors. 14 sponsors have signed up for Year 2.

#### Branding/Digital Marketing

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

Over the past three months extra work has gone to improving the Town's social media presence. This has included targeted twitter communications and increased use of

January to March 2016

the Town's facebook page to promote the community. Facebook followers have grown to 700 and the Video has had 23,000 views. Twitter now has 950 followers. Interaction on all platforms has been largely positive.



Targeted Audiences for twitter contact:

- o those who transport
- o those selling to mining
- o forestry supply and services
- o small manufacturing
- o export to US small business
- o people that sell large tires
- o who needs to warehouse in FF
- o American companies working with SR Steel
- o offices on the iron ranges
- o PDAC audience

Chris Fields from Twist marketing came to Fort Frances and did a follow up on the Branding exercise. He held two workshops with EDAC and the community.

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 building is gone and the RRFDC continues to participate in the development of the final design.

January to March 2016

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

The RRFDC has applied for a Northern Community Investment Readiness (NCIR) grants to undertake a market analysis of International Falls and Koochiching County, Minnesota in order to provide information which will be used to enhance our marketing efforts to potential commercial/retail developers.

#### Koochiching County Residents: Relevant Survey Findings

Two-thirds of frequent spenders have a valid US Passport (or other legal means to cross into Canada). A little over a third of frequent spenders are currently crossing into Canada on a fairly regular basis (a few times a month or more).

- 50% of residents feel their community is poorly served when it comes to retail stores and service providers. Women are more likely to be of this view.
- 61% of residents hold a valid US Passport (or other legal means to cross into Canada).
- 33% of passport holders cross into Canada at least 2-3 times a month.
- Fort Frances is the most mentioned destination when crossing into Canada and *shopping, visiting friends, fishing and going to a restaurant or bar* the most popular activities.
- The average cross-border shopper from Koochiching County spends \$49.50 US in Fort Frances per trip.
- **Wal-Mart and Tim Horton's are the most frequently mentioned retailers** Koochiching residents wished they had access to in their community.
- 63% of residents own at least one of a the following recreational vehicles (boat, snowmobile or quad).

#### Frequent Spenders Profile (shopping/going out at least once week or more – 70% of residents)

These individuals tend to be younger residents under the age of 35. They are often out at least once a week for retail shopping and/or entertainment (restaurant, bar, etc.) purposes. Other characteristics of frequent spenders are that they are currently employed, are likely to have at least some post-secondary education and reside in a household with a total annual income of \$60k US or greater.

A full copy of the study is available upon request.

#### Spring'licious

The RRFDC worked with 5 area restaurants to put on a spring dining special for May.





**EAT LOCAL 10** Bonus go local points

Collect a stamp with each restaurant. Stamp your completed forms at any of 4 participating restaurants.

**MORE GO LOCAL POINTS**  
ENTER FOR A CHANCE TO WIN \$100 BY GO LOCAL GIFT CARD!

Collect a stamp with each restaurant. Stamp your completed forms at any of 4 participating restaurants.

NAME: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

ENTER FOR A CHANCE TO WIN \$100 BY GO LOCAL GIFT CARD!



**BOSTON PIZZA**  
640 King's Highway, Fort Frances 807-274-7271  
Sunday 11am - 10pm Monday - Thursday 11am - 7pm  
Friday - Saturday 11am - 2am

**CHOOSE TWO NACHOS FOR \$25**

**CHEESESTEAK CACTUS CUT NACHOS**  
smoked applewood cactus chips covered in mozzarella, cheddar, bbq steak, roasted red peppers and red onions, drizzled in horseradish mayo and green onions and served with salsa and cactus dip

**SPICY PEROGY CACTUS CUT NACHOS**  
smoked applewood cactus chips covered in mozzarella, cheddar, bacon, jalapeno peppers, topped with sour cream and green onions, and served with salsa and cactus dip

**BP'S FULLY LOADED NACHOS**  
hand cut, chili lime tortilla chips layered with cheddar, mozzarella, banana peppers, and a cheddar cheese sauce, finished with fresh tomatoes, red onions and a cilantro lime lettuce mix, topped with other cheese sausage, ground beef, bbq chicken or spicy chicken, served with salsa and sour cream (Starter size serves 1-2)

**FOUNDLESS, BLOOMING, SPRING'LICIOUS FORT FRANCES**

**EAT LOCAL**

Enjoy a delicious spring meal. Dinner includes 1st appetizer, entree and a dessert for only \$25

CARL'S	COPPER RIVER INN	FLINT HOUSE	LA PLACE RENDEZ-VOUS
<p><b>CARL'S EATERY</b> 325 Scott Street, Fort Frances Sunday - Saturday 6am - 8pm 807-274-5533</p> <p><b>APPETIZERS</b></p> <p><b>CHILI CREAM PORK DUMPLINGS</b> pan seared and finished in a spicy cream sauce</p> <p><b>ROASTED RED PEPPER &amp; PARMESAN SOUP</b> puree of roasted red peppers topped with fresh grated parmesan cheese</p> <p><b>ENTREES</b></p> <p><b>BOURBON BARBECUE PORK CHOP</b> double bone pork chop is baked with our signature bourbon barbecue sauce</p> <p><b>JAMAICAN JERK CHICKEN</b> rubbed with our authentic Jamaican jerk seasoning and baked to perfection</p> <p><b>DESSERT</b></p> <p><b>WARM CARAMEL TORT</b> warm apple ginger tort smothered in caramel</p> <p><b>DEATH BY CHOCOLATE</b> six layers of chocolate cake and ganache</p>	<p><b>COPPER RIVER INN</b> 700 Sawart Street, Fort Frances Sunday - Thursday 6am - 10pm Friday - Saturday 6am - 10pm 807-274-1161</p> <p><b>APPETIZERS</b></p> <p><b>PROSCIUTTO WRAPPED ASPARAGUS</b> aged prosciutto with rosemary infused oils</p> <p><b>TEMPURA GREEN BEANS</b> tempura battered green beans with soya ginger dipping sauce</p> <p><b>EDAMAME</b> glazed japanese soya beans with chili, garlic and lime dip</p> <p><b>ENTREES</b></p> <p><b>LEMON THYME ROASTED CHICKEN</b> goat cheese stuffed chicken breast supreme in a lemon thyme sauce served with herb roasted spring vegetables</p> <p><b>WOOD-FIRED WHITE PIZZA</b> aged prosciutto, goat cheese, mozzarella, roasted garlic served with arugula and lemon vinaigrette</p> <p><b>DESSERT</b></p> <p><b>LEMON BLUEBERRY CAKE</b> layers of lush lemon cake with swirls of blueberries and an elegant cream cheese frosting</p> <p><b>CHOCOLATE FONDUE</b> warm chocolate ganache with strawberries and white cake for dipping</p>	<p><b>FLINT HOUSE</b> 232 Scott Street, Fort Frances Monday - Tuesday 11am - 9pm Wednesday - Thursday 11am - 10 pm Friday - Saturday 11am - midnight 807-274-1143</p> <p><b>APPETIZERS</b></p> <p><b>THREE CRISPY WALLEYE TACOS</b> walleye lightly coated in panko with lettuce, red onion, and cheese blend served with fresh tomato cilantro salsa</p> <p><b>STUFFED PORTOBELLO MUSHROOM</b> with cumin lentils and corn served with cucumber dill yogurt</p> <p><b>ENTREES</b></p> <p><b>GARLIC SRIRACHA STEAK SANDWICH</b> 8 oz. top sirloin cap marinated in fresh garlic and sweet sriracha with beer battered onion rings and choice of fries, soup or flint salad</p> <p><b>PROSCIUTTO MELON SALAD</b> mixed greens, seasoned melon, housemade crostons, cucumber, and red onions topped with balsamic reduction served with a choice of fries, soup or flint salad</p> <p><b>DESSERT</b></p> <p><b>BLUEBERRY CHEESECAKE</b> with white chocolate drizzle</p> <p><b>VANILLA BEAN ICE CREAM</b> topped with warm caramelized bananas and toasted peanuts</p>	<p><b>LA PLACE RENDEZ-VOUS</b> 1201 Midfield Drive, Fort Frances Sunday - Saturday 6am - 10pm 807-274-0811</p> <p><b>APPETIZERS</b></p> <p><b>SPRING SALAD</b> with tomato, watermelon, bocconcini, basil, cucumber, and balsamic reduction</p> <p><b>GRILLED MUSHROOM FLATBREAD</b> with ricotta cheese, sauteed mushrooms and fresh herbs</p> <p><b>ENTREES</b></p> <p><b>CHICKEN AND BLUEBERRY SALSA</b> grilled chicken breast finished with a blueberry basil salsa served with your choice of potato or rice and our veg of the day</p> <p><b>PORK AND PEACHES</b> pan seared pork tenderloin with sweet and spicy sriracha peaches served with your choice of potato or rice and our veg of the day</p> <p><b>DESSERT</b></p> <p><b>LEMON TART</b> served with creamy whipped topping</p> <p><b>SALTED CARAMEL APPLE PIE</b> served with ice cream</p>

**Blooming FORT FRANCES**

**EAT LOCAL**

5:00PM - 10:00 PM ONLY

January to March 2016

### Assisted Living

We 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 and TBay Tel have been approved by the NOHFC and Industry Canada for \$1,607,125 to upgrade telecommunications services across the District. The project is now underway with the erection of a new cell tower on Couchiching First Nation.

### Go Local

Go Local continues to grow with new businesses added and celebrated the 3<sup>rd</sup> year.





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### Agriculture Cluster

The RRFDC continues its work with the two agricultural consortiums, Land Clearing and Tile Drainage #1. The tile drainage project #1 project is now complete.

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 have submitted the Land Clearing #2 project application which includes 12 producers for a total of \$1.5 million in clearing.