



Box 647, Kenora, ON P9N 3X6 • 1-800-665-7567 • 807-468-5853 • Fax 807-468-5484 • www.sunsetcountry.net • Email gcariou@sunsetcountry.net

July 6, 2015

Mayor Roy Avis and Council
Town of Fort Frances
Box 38
Fort Frances, ON P9A 3M5

Dear Mayor Avis & Council:

Re: Annual Per Capita Marketing Contribution – Sunset Country Travel Association

Sunset Country Travel Association has launched its annual membership drive and we are looking forward to working with Fort Frances in 2015/16. The Town of Fort Frances has been an important marketing partner over the past years by providing the Association with a per capita contribution. Our request is that Fort Frances make a contribution of 25 cents per capita. This rate has been held steady for the past 6 years.

I want to highlight a number of improvements we have made this year specific to promoting towns and cities in Sunset Country. These include:

- More prominent listings on our product specific websites promoting the towns and cities including a large photo, description, map and links to websites and social media accounts.
- We have also done extensive work identifying “points of interest” in each community including local attractions such as museums, beaches, parks and other community assets. These points of interest also receive a photo, description and map showing their location.
- Through Sunset Country, we are making a \$45,000.00 investment in the Fort Frances Travel Centre in the 2015-16 fiscal.

Your contribution includes the allocation of a Summer Student grant (depending on approved funds from Ontario) for the Fort Frances Travel Centre valued at \$2,500. This student works during the summer and the wages are paid for through a grant administered by Sunset Country.

Our per capita request to Council is simply asking for a show of support by your municipality for the regional tourism marketing that we undertake. Over the past two years we have launched a new mobile phone application designed to deliver info about tourism opportunities to people over their phone. A full section on Fort Frances is included in this app. We also feature the Fort in our annual Travel Guide and Map and on our 16 Internet websites. The Association also attends 5 consumer sport shows in key markets.

Clearly, our partnership of promoting tourism with the Town of Fort Frances has proven worthwhile over the past years. It is my hope that the Fort will support our marketing activities through its per capita contribution. This contribution is greatly valued by our Association and the tourism industry in the area. Enclosed is a copy of the 2015 Travel Guide. This is one example of what we do but there are many more. By your contribution, Fort Frances is supporting a marketing plan that averages a travel inquiry received from real people every 3 hours, each day, 365 days a year.

Respectfully yours,

Gerry Cariou
Executive Director
/enclosure

2015/2016 Sunset Country Municipality Membership

Help us keep up to date. Please ensure that the information below is correct and check off all amenities, products and services that are applicable. Please make any changes directly on this portfolio and send it with your payment to: Ontario's Sunset Country, Box 647, Kenora, ON P9N 3X6. Thank you for your assistance

Municipality or City: <input type="text" value="Town of Fort Frances"/>		Population: <input type="text" value="7,952"/>
Mayor or Reeve: <input type="text" value="Roy Avis"/>		Per Capita: <input type="text" value="x \$0.25 = \$1,891.25"/>
Mailing Address: <input type="text" value="320 Portage Ave."/>		Plus HST 13%: <input type="text" value="245.86"/>
Street Address: <input type="text" value="320 Portage Ave."/>		Total Membership: <input type="text" value="\$2137.11"/>
GPS Coordinates: <input type="text" value="48.607923, -93.395539"/>		Phone: <input type="text" value="807-274-5323"/>
City: <input type="text" value="Fort Frances"/> Prov: <input type="text" value="ON"/> Postal Code: <input type="text" value="P9A 3P9"/>		Fax: <input type="text" value="807-274-8479"/>
Email: <input type="text" value="town@fortfrances.com"/> Website: <input type="text" value="www.fort-frances.com"/>		Toll Free Number: <input type="text"/>
Twitter: <input type="text"/> Facebook: <input type="text"/> Blog: <input type="text"/>		
Pinterest: <input type="text"/> Google+: <input type="text"/>		
Flickr: <input type="text"/> Tumblr: <input type="text"/> YouTube: <input type="text"/>		

Municipality Information:		District: <input type="text" value="Rainy River"/>	Hwy access: <input type="text" value="11"/>	Lakeshore: <input type="text" value="Rainy Lake"/>
Office Hours:	From: <input type="text" value="8:30 am"/>	To: <input type="text" value="4:30 pm"/>	Handicapped Facilities <input type="checkbox"/>	
Travel Centre/Visitor Info Centre <input checked="" type="checkbox"/>				
Operating Season:	From <input type="text"/>	To: <input type="text"/>	Year Round? <input checked="" type="checkbox"/>	
Summer Hours:	<input type="text"/>		Winter Hours: <input type="text"/>	

Activities:	
Hiking Trails <input checked="" type="checkbox"/>	<input type="text"/>
ATV Trails <input type="checkbox"/>	<input type="text"/>
Public Beaches <input checked="" type="checkbox"/>	<input type="text"/>
Public Boat Launch <input checked="" type="checkbox"/>	<input type="text"/>
Picnic Areas/ Parks in Township <input checked="" type="checkbox"/>	<input type="text"/>
Golf Course <input type="checkbox"/>	<input type="text"/>
Indoor Pool <input checked="" type="checkbox"/> Fitness Centre <input checked="" type="checkbox"/> Squash, Racquetball Court <input checked="" type="checkbox"/> Tennis Court <input checked="" type="checkbox"/> Volleyball Court <input type="checkbox"/> Skate Board Park <input checked="" type="checkbox"/> Mini-Golf Course <input type="checkbox"/>	
Winter Activities: Cross Country Skiing <input checked="" type="checkbox"/> Downhill Skiing <input type="checkbox"/> Snowboarding <input checked="" type="checkbox"/> Snowmobile Trails <input checked="" type="checkbox"/> Arena <input checked="" type="checkbox"/> Curling Rink <input checked="" type="checkbox"/>	

Attractions:	Museum <input checked="" type="checkbox"/> <input type="text"/>
	Municipal Run Campgrounds <input checked="" type="checkbox"/> <input type="text"/>

Services:	Hospital <input checked="" type="checkbox"/> <input type="text"/>
	Medical Clinic <input checked="" type="checkbox"/> <input type="text"/>
	Churches <input checked="" type="checkbox"/> <input type="text"/>

Reciprocal Link to www.sunsetcountry.net

☐ If you have a reciprocal link to Sunset Country from your website you get an additional link to the site of the moment on our home page.

Name

Signature

Return this form with your membership payment to: Sunset Country Travel Association, PO Box 647, Kenora, ON P9N 3X6

Please let us know if any information changes throughout the year so we can update our files and website. Thank You

P.O. Box 647
Kenora, Ontario P9N 3X6

Invoice No.: 72015
Date: 07/06/2015
Ship Date: 01/01/1901
Page: 1
Re: Order No.

Town of Fort Frances
Box 38
Fort France, ON P9A 3M5

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Box 38
Fort France, ON P9A 3M5

Item No.	Unit	Quantity	Description	Tax	Unit Price	Amount
Municipality Membership	Each	1	Municipality Membership	H	1,891.25	1,891.25
			H - HST 13% GST			245.86
Norwestario Travel Association Inc.	GST: #GST					
Shipped By: Tracking Number:						
Comment:					Total Amount	2,137.11
Sold By:						