



Tuesday, September 18, 2013

Mayor and Council  
Town of Fort Frances  
320 Portage Ave.  
Fort Frances, ON P9A 3P9



Re: Tourism and Operating Support

Dear Mayor and Council:

The Fort Frances Chamber has been for decades and still remains an essential key in tourism and promotion of the Fort Frances area, and as such, we urge council to provide us with \$10,000 for the purposes of marketing and providing tourism support to the Fort Frances area for the upcoming year.

As we have continually experienced year after year, many visitors travelling to our area or that are considering visiting our area, contact the Chamber of Commerce as their first and perhaps only information organization. We most definitely expect the upcoming year to be no different. Our office receives a recorded and documented average of 344 tourist inquiries each and every month requesting packages and information via text, email, telephone, and walk-in visits. Our 1-800 number is also used on billboards, websites (such as the Sunset Country Travel Association, FFCC), in magazines (such as the Sunset Country Travel Guide, Discover Fort Frances), and on maps (such as the Northwestern Ontario Vacation Guide Map) all over Northwestern Ontario and Minnesota. These resources reach thousands of potential tourists, many of whom then contact our office for more information.

As always the Chamber intends to continue to promote Fort Frances in 2014 through increased marketing initiatives throughout the entire upcoming calendar year. With the support of the Town of Fort Frances we will be able to continue to provide high quality tourist information through:

- Advertisements (Sunset Country Magazine, Discover Fort Frances Magazine, billboards, posters)
- The hiring of Student Travel councilors,
- Mailings of hundreds of tourist packages to national and international destinations,
- Accommodating college groups that are planning to visit our area (such as the group from Benoit College in 2013),
- Vacation planning (dining, lodging, historical sites, attractions, shopping),

- Providing directional advice and area maps (such as the Northwestern Ontario Vacation Guide Map, 2-sided area map – 9,500 copies distributed to NWOntario and northern Minnesota, and 500 copies distributed of the Chamber/BIA map of Fort Frances with activities listed that were distributed to local businesses),
- Ongoing maintenance and distribution of our Travel and Tourism Binder to local businesses, and
- Support, assistance, and promotion of many local event committees that seek to draw tourists to our area such as the Boundary Waters Dragon Boat Club, Nordic Ski Club, and Rainy Lake Triathlon Club just to name a few.

These efforts benefit our Chamber members, non-members, service groups, event committees, and the entire Fort Frances community at large. We sincerely thank you for your consideration, and look forward to provide continuing service to the Town of Fort Frances.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Caron', with a long horizontal flourish extending to the right.

Mark Caron, President  
Fort Frances Chamber of Commerce

ENC: Tourism Inquiry Totals Spreadsheet

# Tourism Inquiry Totals May 13th, 2013 to September 16th, 2013

Monthly Totals	Directions	Dining	Lodging	Gift Shops / Shopping	Border	Fishing / boating	Tours	Packages Sent	Vacation Planning	Ice In / Out	Trails	Other / General Tourism
May-13	55	8	2	12	5	14	4	4	4	8	24	35
Jun-13	122	34	28	354	24	42	17	4	4		20	27
Jul-13	85	36	2	10	10	28	3	27	27		14	
Aug-13	61	32	26	30	15	9	7	7	7		1	
Sep-13	27	10	11	3	8	5	2	4	4		4	10
Oct-13												
Nov-13												
Dec-13												
TOTALS	350	120	69	409	62	98	33	46	46	8	63	72

1,376 Inquiries Total in 4 Month Period