

**Economic Development Activities:**

# RRFDC ACTIVITY REPORT

January to June 2018

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 June 2018

### **General**

The RRFDC has applied for new funding and was approved by NOHFC for \$150,000 at a 70% Provincial, 30% Municipal.

These funds are now supporting activities in:

- Mining
- Agriculture
- Digital Economy
- Forestry

Most activities related to Tourism Development are no longer supported by NOHFC grants, so we have looked to other Ministries to support those efforts.

We are currently administering funds to support tourism through grants from:

Northern Ontario Tourism	(Ontario Ministry of Tourism)
Rural Economic Development	(Ontario Ministry of Agriculture)
Interaction Fund	(Canada Ministry of Culture)
Northern Arts	(Ontario Arts Council)

We will apply separately to FedNor for assistance on items that are of strategic interest to Fort Frances.

## **Mining – Industrial and Residential Preparedness**

We continue to work closely with New Gold's material procurement manager in order to identify potential companies for locating in the District.

Recently, we met with New Gold to start to develop a working partnership that will grow and support entrepreneurship.

We continued marketing efforts to establish Fort Frances as a location for mining/industrial service center. AD Example:



WHAT'S MINED IS YOURS

Call us today to talk about locating in Canada's next mining district with the lowest energy industrial property prices in the Province.  
1 807 274 9621

VISIT  
[WWW.FORT-FRANCES.COM](http://WWW.FORT-FRANCES.COM)

 **FORTFRANCES**  
BOUNDLESS

## **Forestry and Wood Products**

### **ESFL and Crossroute/Sapawe Forest Amalgamations**

The Province is moving forward with the creation of the ESFL Corporation. The conceptual framework presented at the last working group meeting is attached to this presentation.

The Rainy River Future Development Corporation was successful in it's bid to become the administrator of the working group. The RRFDC now holds and administers the funds sent from the Forestry Trust. We are also providing accounting and organizational support.

Mike Willick has been contracted to act as our representative on the ESFL group. The organization is divided into two groups a smaller Working Group that meets regularly and hashes out the details. (Mike Willick is a member of this group.) A second larger group made up of all stakeholders will meet quarterly to review and comment on the work of the working group. The Mayor, Doug Brown and RRFDC staff are part of this group.

At the most recent meeting, the Working Group presented the work done over the past months to the stakeholder group. While efforts to create a Forest Management Corporation that suits the needs of the stakeholders in our region are in the very early stages, all parties report that the work is progressing well.

Conceptual Business Arrangement Review (see attached PDF of presentation)

The change in management at Resolute has led to a return to a positive working relationship with the corporation. Regular meetings are now being held and the dialogue has been positive.

January to June 2018

## **Tourism**

### **Tourism Center**

The RRFDC received four grants that are being used to fund two summer students for May to late August to assist with the Tourism Center, summer projects and Rainy Lake Market Square markets and event. The Center opened on the Friday before May Long weekend and closed again at the end of September.

The center provides tourist with:

- Brochures from area businesses and camps
- Restaurant Menus
- Hotel Reservations
- Fishing License Information
- Fort Frances Water Bottles
- Free Wifi
- Selfie with Moose
- Washrooms

Welcoming Rally:



January to June 2018

### Conferences and Development

We attended several Cultural/Arts Tourism workshops/information sessions and a session on economic opportunities associated with the legalization of Cannabis.

### New Funding Partner

We secured 2018 partnership funding from the Northern Tourism Marketing Program for the season. We need to thank Tbaytel Tel for their generous sponsorship of the Center. Our phone and WIFI service is now being donated by them.

### Summer Ads

We placed ads in Sunset Country and the Fort Frances Guide this year.



Welcome to the Rainy Lake Square in downtown Fort Frances. Home of the Rainy Lake Market on Thursdays & Saturdays. Your destination for outdoor concerts, free movie nights under the stars and so much more. Visit [www.facebook.com/RainyLakeSquare](https://www.facebook.com/RainyLakeSquare) for a full event listing

Fort Frances – a better life exposed.

VISIT [WWW.FORT-FRANCES.COM](http://WWW.FORT-FRANCES.COM)





## Rainy Lake Market Square

### Rainy Lake Square Series



The poster is divided into two columns by a vertical dotted line. The left column features the 'tbaytel' logo in blue, followed by 'Rainy Lake Series' in black, and 'FREE CONCERTS STARTING AT 6 PM' in green. Below this is a list of dates and performers: 05.17.18 - Entyrelly Mac, 06.14.18 - Fred Penner, 07.12.18 - Kings of None, 08.30.18 - Iskwe, and 09.13.18 - The Old Salts. The right column has the word 'Events' in black, followed by 'every Thursday evening May-September.' in black, and 'CONCERTS. MOVIES. FUN.' in green. Below this is the title 'RAINY LAKE SQUARE' in large black and green letters, the address '235 Scott Street, Fort Frances', and the website 'RAINYLAKE SQUARE.CA'. At the bottom, there is a row of logos for sponsors: BORDER, SUNSET COUNTRY, newgold, Ontario, FORTFRANCES, and ONTARIO ARTS COUNCIL.

**tbaytel**

**Rainy Lake Series**

**FREE CONCERTS  
STARTING AT 6 PM**

05.17.18 - Entyrelly Mac  
06.14.18 - Fred Penner  
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**Events**  
every Thursday evening  
May-September.

**CONCERTS. MOVIES. FUN.**

**RAINY LAKE  
SQUARE**

235 Scott Street, Fort Frances  
RAINYLAKE SQUARE.CA

**BORDER** **SUNSET COUNTRY** **newgold** **Ontario** **FORTFRANCES** **ONTARIO ARTS COUNCIL**

Thank you to sponsors:

TBay Tel

New Gold

Sunset Country Ford

Province of Ontario

Ontario Arts Council

B93 The Border

Government of Canada

Sunset Country Metis (Iskwe Concert)

## Report to Fort Frances Council

January to June 2018



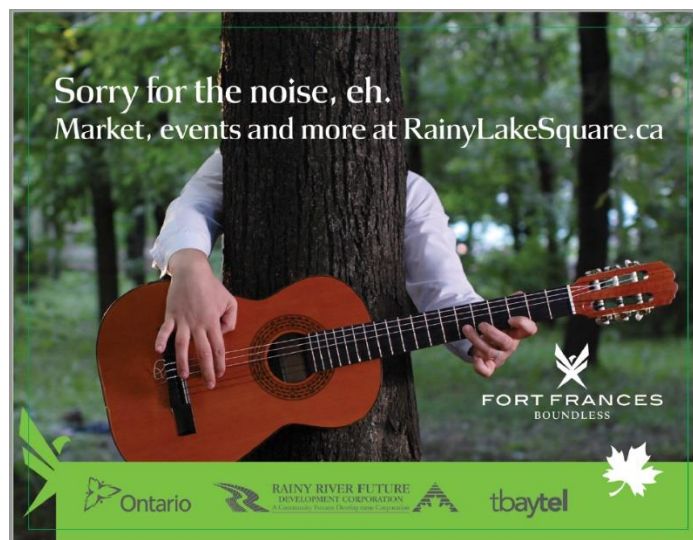


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## Markets Thursdays and Saturday

Billboard on highway to Fort Frances in U.S.



Billboards at Western Entrance



We are currently looking for a third sign location in the Eastern Entrance.

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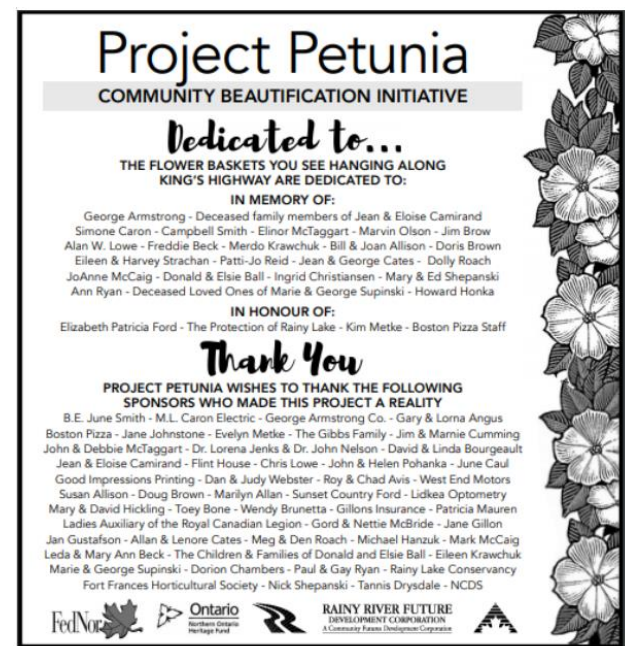
### Canada Day

We will orchestrate the Canada Day Parade as with previous years. Anyone interested in Attending may sign up by calling 807 274 9621.



### Project Petunia

We again sold all the flower baskets and they are hanging on the highway. Thanks to the Town Parks Dept who will water and tend to the flowers all summer long and the Fort Frances Power Corp. for their help placing the baskets on the street.



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

The RRFDC continues to support small and medium sized businesses in the District and report of those activities is outlined in our annual report which can be found at [www.rrfdc.on.ca](http://www.rrfdc.on.ca). This support includes one on one counselling and a loans fund to help existing and startup ventures.

### **Transition and Succession Match**

We have invested in a new program that assists with the transition and sale of small businesses through a company called Succession Matching. The RRFDC held a seminar earlier in the year discussing issues and steps to prepare a business to sell and we now offer free advertising and promotion opportunities to local businesses. Succession Matching has developed specialized programming to help new immigrants in Ontario find Provincial Nominee eligible businesses to purchase. The company has representatives who visit countries where investment class immigrants are shopping for companies to purchase and matches them with their identified businesses for sale.

### **Branding/Digital Marketing**

The RRFDC continued the social media work to present the Town of Fort Frances on Twitter, Facebook and Instagram. We do ongoing training in social media management and the utilization of those tools to market the district.

In 2017, we added two more Facebook pages, Rainy Lake Square and Rainy Lake Fishing with the goal of developing a community of interest and being able to direct market into the US for fishing. We continue to develop this site and have started a direct sales mailing list through promotions on the site.

The Rainy Lake Square page has grown in popularity and we are exceeding reach expectations. We have a growing mailing list for the square and are direct marketing to the community via these lists information on events there.

### **Social and Digital Media Training**

As we work internally to improve the digital and social footprint of our community, we have provided a number of training sessions for local small businesses to gain skills and develop their marketing on various social platforms.

Most recently, we have offered eight registration spaces for Social Media Marketing Worlds online training on the utilization of Facebook AD's. SSMW is one the international leaders in social media training and by utilization of streaming services we can provide local businesses with access the very best experts. We are also offering one on one training for businesses just getting started on social platforms.



### **Go Local Turns FIVE**

The program has a maintained merchant member base of 30 businesses, and over 5000 cardholders throughout the Rainy River District.

#### **Stats**

Total Points Issued to Date	3,021,036
Value of Points Redeemed to Date	\$203,316 (\$68,233 outstanding)
Gift Cards in the community	\$16,023 as yet unspent
Card usage in past 3 months	52%

#### **Points issuance trends**

May 2017 vs. May 2018	
38,040	50,574

This means that 25% of households in Fort Frances have an unspent \$25 gift card to spend in 2018 and usage continues to exceed every other national/international points program.

Go Local turned 5 years old in February and we celebrated with a contest that asked people to celebrate what was best about the Rainy River District and Fort Frances.

#### **Industrial Lot Sales**

The RRFDC continues to work with administration assisting with lot sales. During the first part of 2018 a number of inquiries were handled and offers were sent to council for deliberation and decision.

January to June 2018

## **Agriculture**

### **Land Clearing and Tile Drainage**

The RRFDC has facilitated the following tile drainage and land clearing projects with area producers and the NOHFC. These projects represent significant financial investments by the producers and the NOHFC.

- ▣ Land Clearing #1 - \$1,800,000 (100% Complete)
- ▣ Land Clearing #2 - \$1,700,000 (Approved in October)
- ▣ Tile Drainage #1 - \$2,000,000 (Completed)
- ▣ Tile Drainage #2 - \$2,000,000 (Completed)
- ▣ Tile Drainage #3 - \$2,000,000 (Completed)
- ▣ Tile Drainage #4 - \$2,000,000 (Approved)

### **Land Clearing**

The land clearing projects are a direct benefit to the District as all producer and NOHFC investment dollars will go to local contractors who undertake the land clearing. These contractors hire employees, maintain and purchase much of their equipment locally.

### **Tile Drainage**

Once all the tile projects have been completed the District will have approximately 8,000 acres of tilled cropland. The projects have significantly diversified the area's agricultural economy through the growing of canola, soybeans, wheat and oats which has dramatically increased the economic benefits of the sector to Fort Frances and the District. The following is a sample of the increase in economic activity which did not exist in 2014.

Trucking:

The chart below indicates the number of loads of cash crops sent to these destinations in 2017.

Thunder Bay	56 loads
Manitoba	6 loads
United States	21 loads