



**RAINY RIVER FUTURE  
DEVELOPMENT CORPORATION**  
A Community Futures Development Corporation



August 15, 2013

Mr. Mark McCaig, CAO  
Town of Fort Frances  
320 Portage Avenue  
Fort Frances, Ontario  
P9A 3P9

Dear Mark:

Please find attached the Rainy River Future Development Corporation's (RRFDC) invoice for services for the period April 1/13 – June 30/13. The Activity Report for the enhanced services is also attached.

I look forward to presenting our activities to Council on Monday, August 26, 2013.

If you have any questions at all, please do not hesitate to ask.

Yours truly,



Geoff Gillon  
Regional Economic Developer



## Report to Council



April, May, June 2013

### Investment Attraction and Inward Investment:

#### Mining

With the release of the draft Environmental Assessment (EA) we have been reviewing the document and will be requesting responses from Rainy River Resources regarding any issues related to Economic Development. We have had several meetings with Rainy River Resources first to assist them with efforts to have the Ministry approve the EA and to discuss any issues around the new investors in the company.

We have made contact with New Gold directly and have been assured that they intend to continue with the process of opening a new mine in the district.

Bob Hancherow, the EDO from Marathon, attended an EDAC meeting and made a presentation about the opportunities and threats that occurred when the last mine opened in Marathon.

We were selected by the Canadian Business Journal as a community of interest. They set up a series of interviews and have an article ready to go about mining potential in the district in the fall.



We placed Advertisements in the Journal promoting the District that will accompany the article.





## Industrial Park and Property

We completed the promotional piece and provided it by mail with a list of mining supply businesses that attended the Thunder Bay Prospectors show.

We sent an offer to Council on behalf of a buyer for an industrial lot.

We worked with manufacturing businesses and encouraged a site tour that occurred in July. We also hosted a site selector who reviewed several empty properties on behalf of clients. We continue to work with a high tech firm looking to build in the Park.

We renewed our lease at the Thunder Bay airport signage.

We attended meetings with an economic development team in Winnipeg and toured their CenterPort Park and discussed their marketing.

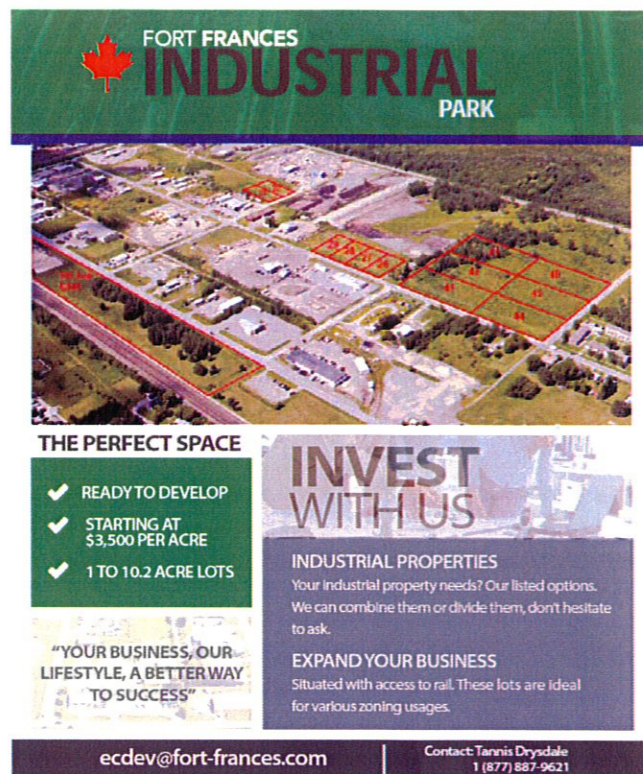
We continued investigating the potential to develop an in house investment opportunity and use that financial backing to purchase and bring a new medium sized industry to Fort Frances.

We placed AD's in Northern Ontario Business and contributed an article on Fort Frances.

## Forestry

We worked with EDAC on Tenure Reform. Leon DeGagne made a presentation on behalf of the Independent Loggers Association. The EDO from Marathon provided us with a model that was selected in that region that might be a better model for us.

We submitted a plan to NOHFC that was approved last quarter. This funding was targeted at helping the community with the potential transition, supporting a new product at the mill or encouraging a new development strategy. We await approvals from FedNor but are proceeding with the funding already obtained.



**FORT FRANCES INDUSTRIAL PARK**

**THE PERFECT SPACE**

- ✓ READY TO DEVELOP
- ✓ STARTING AT \$3,500 PER ACRE
- ✓ 1 TO 10.2 ACRE LOTS

**INVEST WITH US**

**INDUSTRIAL PROPERTIES**  
Your industrial property needs? Our listed options. We can combine them or divide them, don't hesitate to ask.

**EXPAND YOUR BUSINESS**  
Situated with access to rail. These lots are ideal for various zoning usages.

**"YOUR BUSINESS, OUR LIFESTYLE, A BETTER WAY TO SUCCESS"**

**ecdev@fort-frances.com** | Contact: Tannis Drysdale  
1 (877) 887-9621



**FORT FRANCES INDUSTRIAL PARK**

**PROPERTY DETAILS**

PROPERTY	FRONTAGE (metres)	DEPTH (metres)	AREA (metres)	PRICE PER ACRE
Lots 26 to 29	129.94	1.96	1.96	\$3,500.00
Lots 41 to 46	276.49	6.56	6.56	\$3,500.00
Lot 22	32.31	0.58	0.58	\$3,500.00
Lot 23	32.31	0.58	0.58	\$3,500.00
Fifth Street	810.88	10.19	10.19	\$3,500.00

■ Fully Serviceable, Excavated and Backfilled ■ Fully Serviceable, Not Excavated

**TERMS OF SALE**

- Price is \$3,500 an acre
- In addition to the \$3,500 an acre at the time of sale a Development Guarantee of \$10,000 an acre will be added to the purchase price to be assured that the property is developed.
- The purchaser will pay all legal fees associated with the sale of the property up to an agreed upon amount.
- All lots sold as is.

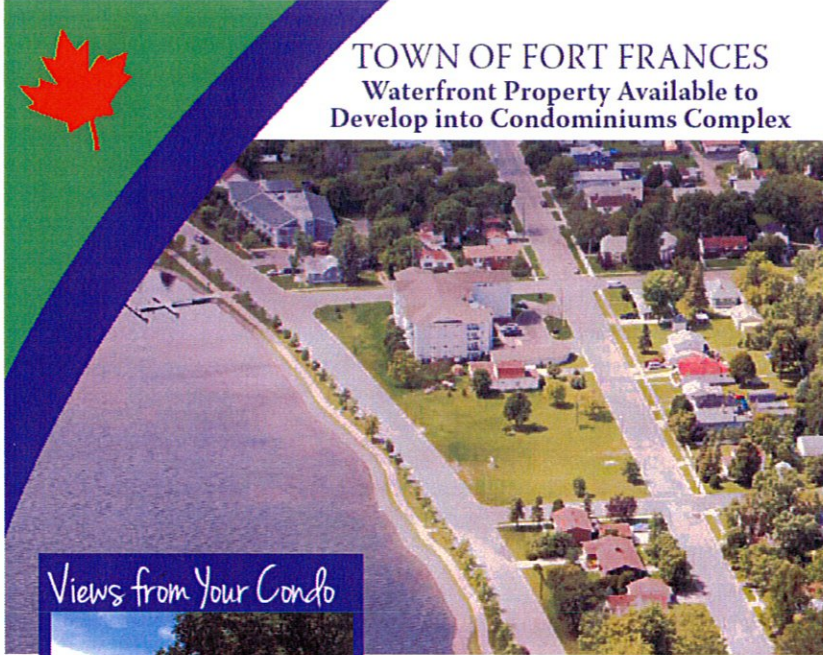


## Infill

After revising the brochure, we provided it to contractors and home building centers. Revisions to program resulted in a few more applications to the Town and promotion continues.

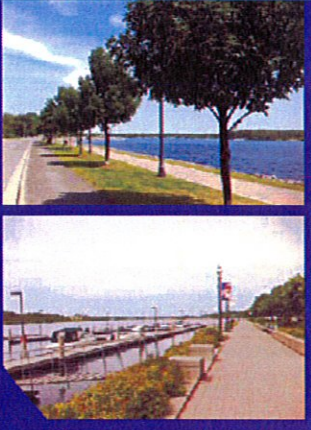
## Condo Development

The RRFDC is working with two developers who have participated in small town projects in the North and shown an interest in the property. If we cannot obtain a commitment to purchase and proceed by mid-August, we will be placing AD's in the Winnipeg Real Estate News and directly marketing the property to about a dozen other smaller developers that we have identified as potentially interested.



**TOWN OF FORT FRANCES**  
Waterfront Property Available to  
Develop into Condominiums Complex

*Views from Your Condo*



*The Perks:*

- .84 Acres
- Located on riverfront parkway overlooking U.S.
- Steps away from a secure marina facility
- Three blocks from a hospital and two blocks from grocery stores and pharmacies
- Priced at \$180,000.00
- Waiting list of interested buyers
- Next door to Riverwalk Condominiums
- Municipal seller may provide phased-in tax assessment incentives

## Tourism

### Intern and Summer Students

The RRFDC hired an intern and was able to assume the Canada Day parade organizing. The summer students were also available to help with the Pulling for Peace events.

Beginning May long weekend they were at the border approximately 50 hours per week. They are providing maps and tourism information. Unfortunately, this spring's serious rain storms made attendance at the border often challenging when only a tent was available for protection. Two tents were destroyed because of wind conditions but we continue to attempt to make the best of a bad situation in the parking lot of Canada Customs.

### OTIC

We continue to be in contact with Infrastructure Ontario regarding the sale of the Ontario Tourism Center. They are entering into the final phase of requirements to release the property and make it available or sale to us. It should be now at Cabinet awaiting Order in Council release. We have had two serious inquiries regarding rental and have been promoting the property with the assumption that it would be owned and available for joint venture by spring 2014.

### Advertising

We participated in the Escape to Ontario campaign where local establishments offered packages. The campaign also promoted Fort Frances events. The campaign ran in Winnipeg and we successfully lobbied for the inclusion of the near south. With that several, Full page advertisements in the Falls Journal also ran.

We continued to work with our partners in Sunset Country and offered information on their new iPhone application (APP) and the border. The APP includes information on Fort Frances sites and activities.

**ESCAPE TO ONTARIO**  
NORTHWESTERN ONTARIO. COME OUT & PLAY.

ATZIKOM DUNDAS FORT FRANCES THUNDER KENORA RED LAKE SIOUX LOOKOUT SIOUX HARBOR NESTOR FALLS SUNSET COUNTRY

**Fort Frances** [View Community Website](#)

Fort Frances is located in Northwestern Ontario, in the Rainy River District. Experience the riches of the Rainy River District, the sun filled summer days, the kaleidoscope of fall colours, the crisp cool air of winter mornings and bursting revival of every spring.

The Rainy River District is a great place to raise a family. The warm, friendly people live in a relaxed and satisfying lifestyle with superb natural treasures and exciting outdoor activities, coupled with great entertainment.

The hub of the Rainy River District is the town of Fort Frances. The town is the judicial, medical, and business centre of the area and has the infrastructure to supply the needs of all area businesses, both large and small. Fort Frances offers a secure and stable economic base for your company to begin and prosper. The town has the advantages of a large city with the convenience of a small town. Fort Frances offers all the amenities desired for a comfortable living: fully serviced land, affordable housing, a developed industrial site and the lowest priced utilities in Northwestern Ontario.

Sharing a common border with Minnesota offers the Rainy River District the best of two nations. Companies have access to both Canadian and US markets which can be reached daily via air courier, truck services, Highway 11 and the Canadian National Railway. The Rainy River District offers excellent access to the Upper Midwest of the United States and east/west connections to the prairies and Eastern/Southern Ontario.

**Events** **Gallery**

**PULLING FOR PEACE** Jul 2  
Canada and the United States share the longest undefended border in the world. International Peaceful Borders Day is an effort... [Details](#)

**CANADIAN BASS CLASSIC** Jul 25 - Jul 27  
Still Going Strong! The dream of a catch & release smallmouth bass tournament on Rainy Lake first surfaced after the... [Details](#)

**EMO FAIR** Aug 15 - Aug 17 [Details](#)

**Packages**

**WEEKEND GETAWAY - \$84.00 PER NIGHT.**  
Weekend Getaway package includes a standard queen room.  
End Date: April 30, 2014. [Details](#)



## **Branding**

The Town of Fort Frances committed to proceeding with a branding effort. This was agreed upon because of:

- The need to replace all of our signage at the entrances that are dated and worn.
- The lack of consistent message.
- The need to create a plan around the purchase of the OTIC.

The RRFDC researched costs and discussed the processes used with communities that had gone through successful branding exercises. A committee was created who reviewed an RFP which was issued in July. The RFP has been advertised both locally and broadly on economic development organizations websites. The RFP has resulted in significant interest from a number of firms and will close in early fall. Community consultation, stakeholder involvement and input will be expected to occur shortly afterward.

## **Go Local**

The Go Local program continues to be well received. 1,700 residents have registered as card holders and we have 37 merchant members. We have built a social media and direct mail reach of between 2,000 and 3,000 contacts a week.

We have had more than 150,000 points issued and two gift card mail out events. (May and the last week in July).

We have worked this past quarter with merchants to encourage them to ask for cards from consumers. We did this by sending in mystery shoppers and rewarding staff with Gift Cards who supported the program with proper protocols. The program has been of interest to many other communities and we may be able to partner with other communities to reduce program costs as we head into year two.



Card Mock Up



Registration Forms

The portal sign up section was not fully functional as anticipated so manual registrations were required for launch. This allowed more access to information on participants and a more clear idea of where and who was signing up for the program.

This project is also supported by RRFDC staff which works with the Go Local team to promote the program, in addition to doing all bookkeeping, points tracking and NOHFC and FedNor contract management.

**Meetings and Presentations**

Additional public information sessions were held including a meeting with the Kiwanis Club and Town Council. Two membership meetings were held to train and agree on terms. At that meeting Go Local members shared their marketing plans at a meeting of all members.

**Northern Community Investment Readiness Program (NCIR) – Personal Services Study.**

The RRFDC has applied to the NCIR program for assistance to undertake a project which will review the for profit personal services (allied health and aging) business sector within the Rainy River District with the intent of determining the types and size of businesses within the sector, gaps in services, develop an inventory of opportunities for business development within the sector. The project will also entail a regional (Kenora, Dryden, Sioux Narrows, Atikokan and Thunder Bay) environmental scan of the sector to help with gaps and opportunity development. Evaluate Fort Frances community infrastructure which support the sector.

The NCIR project outline above will support the Fort Frances Clinic in its efforts to re-develop the old library building into a health and personal services centre. The RRFDC is also assisting the Clinic Board in exploring funding options for the building and a feasibility study/business plan.