



Relocate Hallett

The Hallett is a heritage tug vessel. It is currently located on ground at Pither's Point Park. Its relocation to the waterfront will provide a more interesting context to develop interpretive information and commercial linkages.

Development Program:

- Relocate Hallett to water lot site on Colonization Road East commercial district
- Provide logging history interpretation
- Make available for use as seasonal boutique (see program and services section)

Budget:

Site preparation:	20,000.00
Permanent wharf:	100,000.00
Relocate and upgrade Hallett:	40,000.00
Interpretation:	40,000.00
Site Development:	<u>50,000.00</u>
Subtotal:	250,000.00
Contingency (15%):	37,500.00
Professional fees (12%):	30,000.00
GST (3.5%):	8,750.00
Total:	\$326,250.00
(Class 'D')	



Existing condition





Relocated Hallett at waterfront



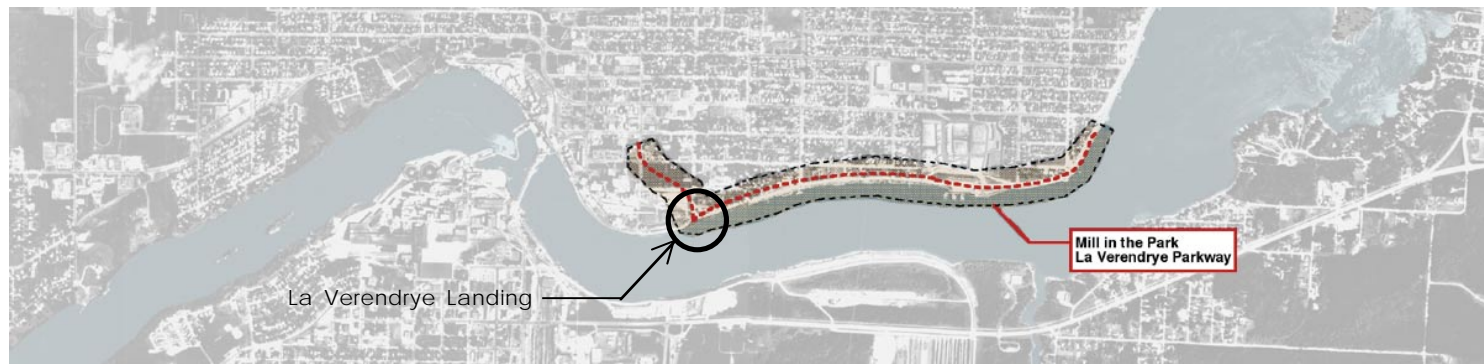
La Verendrye Parkway

Development Program:

- Complete La Verendrye Landing waterfront structure with associated electrical and landscape work
- Interpretive signage along parkway

Budget:

Construction:	750,000.00
Contingency (15%):	112,500.00
Professional fees (12%):	90,000.00
GST @ 3.5%:	33,500.00
Total:	\$986,000.00
<i>(based on tender prices, July 2002)</i>	
Signage, allow	50,000.00
Total:	\$1,036,000.00



2.2 Component Programs and Services

The Re-Inventing Program requires that the business community seize the opportunities provided by the physical infrastructure investments. The following describes these key recommendations.

i) Merchants Hours of Business

Develop a common set of minimum regular hours for retail merchants within the BIA zone, which all merchants would agree to adhere to. These hours would be advertised in the business directory and marketing initiatives discussed below.

Proposed Proponent: BIA
Cost: Administrative only

ii). Standard Exchange Rate

Nearly all businesses in Fort Frances now offer exchange rates within 5% of the bank rate on purchases made with US currency. Increasing consumer awareness of this fact continues to be a challenge. A standard window sign was created 3 years ago identifying exchange rates available at retail establishments. The Chamber and BIA currently sell these signs. To promote increased awareness these organizations could provide the signage at no cost to members.

Proposed Proponents: BIA and Chamber
Cost: Administrative





iii). **Marketing to Resorts and Regional Residents**

Develop a long-term comprehensive strategy to brand and market Fort Frances both as a destination vacation spot and visiting area. The strategy would include a professional “image” branding, marketing to both local stakeholders and identified tourist target markets.

This program will use a variety of mediums to reach out and speak to the various constituents who will be affected by the Re-Inventing plan. Those constituents are identified as the business and residents of Fort Frances and immediate surrounding area, travelers entering Canada through the International Falls - Fort Frances port of entry, visitors to Northern Minnesota and travelers who come to Fort Frances via other Canadian Routes.

Proponents: The Fort Frances Chamber of Commerce, the Fort Frances BIA and the Reinventing Committee of the Town of Fort Frances.

Budget: \$100,000.00 per year leveraged through private sector investment and both Provincial and Federal sources.



iv). **Ambassador Program**

Recognizing that many tourists do not visit information centers or the local Chamber of Commerce the town of Fort Frances could implement a tourist ambassadors program. The program would involve volunteers from local groups and businesses attending a short workshop to learn and discuss the various interesting things to do and see in Fort Frances, a "cheat sheet" with pertinent info would then be distributed, volunteers would be asked to wear special "ASK ME ABOUT GREAT THINGS TO DO IN FORT FRANCES" buttons. The sponsoring organization would then provide prizes to volunteers for participating in the program.

Proposed Proponent: Chamber of Commerce

Cost: Button Production \$ 100 and a prize(s) donated by the Ministry of Tourism and local merchants.



v).

Customer Service emphasis, training and monitoring

Improving the tourist experience in Fort Frances will be dependant on also improving the customer service experience. Local businesses will be provided with customer service training for themselves and their staff. Sessions should be flexible and developed around peak demand times for staff. Included with cost of the sessions would be a mystery shopper evaluation conducted after the workshop.

The Fort Frances Chamber of Commerce currently awards, annually, a customer service award for a business with high standards of service. This is tested through a customer service survey.

Confederation College provides hospitality training through their Adult Education program.

Proposed Proponents: Confederation College and RRFDC in cooperation with the BIA and Chamber

Budget: Fee payer system with coordination and promotional assistance from business groups.



vi). **Entrance / Exit greeter, car watchers, shuttle**

Long line-ups at the border for returning tourists could impact negatively their Fort Frances experience. This negative experience could be transformed into a positive experience for the returning Americans and the downtown business community by providing services to tourists caught in the line-up.

During the peak crossing periods that coincide with shopping hours in Fort Frances a proponent could employ summer students to valet tourist vehicles in the line-up and take them downtown.

This service would be coordinated by a local business organization using HRDC-sponsored summer students, High school students fulfilling their volunteer service hours or Ontario Works participants.

As tourists exit or enter Canada during peak periods a greeter would be stationed to provide information and assistance to travelers.

Proposed Proponents: BIA

Budget:	Staffing	\$ 500 (benefits only)
	Golf cart	\$10,000 (year one only)
		\$ 500



vii).

Fast Pass System

Returning Americans waiting in line-ups at the border crossing would be provided with a fast pass which would allow them to enter the queue at a designated time. Fast passes would be available at the Fort Frances Tourist Bureau. A staff member or volunteer working on behalf of a business organization would provide the fast passes allowing travelers the opportunity to stay and shop in downtown Fort Frances while waiting for their turn to cross the bridge.

A volunteer or employee of the business group would stop traffic and allow the inflow of the fast pass holders at designated times.

Fast passes would be marketed through the Ontario Tourism Centre, Area Camps, Sunset Country Advertisements and The Fort Frances Chamber. The passes could be sold for a small fee that would cover all the costs of the program if it were widely used.

Proposed Proponents: BIA, Fort Frances Chamber

Budget: Based on usage and fee the program could operate on a cost neutral basis.



viii). **Performing Arts Entertainment**

Building on the community's rich artistic and cultural community, The Town of Fort Frances and sponsoring organizations could encourage the integration of local arts and culture with the tourist experience. The Town of Fort Frances could pass a By Law encouraging "busking" and eventually integrating that activity into the redeveloped border area.

Working in conjunction with the experience of organizations like Tour de Fort the sponsoring organization would grow the outdoor festival atmosphere in the zone adjacent to both the border zone and the Scott Street merchants by offering lunch hour concerts, temporary exhibitions of local art works housed under a small tent, story-telling sessions and short theatrical productions.

Scheduling and marketing would be provided through a main proponent with existing groups such as: Tour de Fort, Little Theatre, The Fort Frances Arts and Crafts Association, The Fort Frances High School Art Department, The Fort Frances Museum and interested individuals would conduct the performances.

Proposed Proponents: The Fort Frances Chamber as the scheduling agent.

Budget: Administrative only



ix). Promoting the Value of Tourism

Historically tourism has not been perceived as a large economic contributor in Fort Frances. However, both the type of tourist and the experiences they seek are rapidly changing. This opens up opportunities for Fort Frances to begin to take full advantage of new and emerging markets.

Learning to appreciate tourism as an agent for growth in Fort Frances will be a long-term project. Suggested activities include: increasing linkages between camp owners and area business organizations, submitting newspaper articles discussing the industry, Celebrating Tourism week, presentations to area school children and providing up to date statistics on the value of the industry to stakeholders and decision makers.

Proposed Proponents: NWOTA and the Fort Frances Chamber
Budget: Administrative

x). Remote Border Crossing at Ranier

Encouraging travelers to enter and exit Canada and appreciate the "Lake Experience" will add value to the over all tourist appreciation of visiting Canada. Providing an alternative means of entry will also alleviate some of the traffic at the Fort Frances border crossing during peak periods and encourage visitation from nearby American communities.

Proposed Proponents: The Fort Frances Chamber through NOACC, The Town of Fort Frances through NOMA
Budget: Administrative only



xi). Bridge Toll Issues

Many travelers into Canada are surprised by the bridge toll and do not understand that the toll is collected by the American Company that operates the International Bridge. They believe that they are paying a fee to enter Canada. The current swipe card system creates a number of obstacles for tourists, adding to wait times. Cards are also not readily available.

Because there are a number of improvements that could be made to the current system it is advised that a working group explore these options. This working group should include representation from the MP's office, The Fort Frances and International Falls Chamber, the Fort Frances BIA, The Town of Fort Frances and the Bridge Management Company.

Proposed Proponents: The Fort Frances Chamber with partners

Budget: None

xii). Hallett seasonal boutique, interpretive site

Situated at the entrance to town the Hallett could be used as a unique gift shop. Operating during the summer months the town of Fort Frances would provide the location to merchants through an RFP process. Interested parties would then operate the gift shop and interpretive site for the season.

The successful bidder would use the property to sell Fort Frances-related souvenirs and gift items.

Proposed Proponents: Town of Fort Frances

Budget: Administrative cost of RFP process and annual maintenance costs which the Town currently budgets for.



xiii). Boat Bus

Program Description:

- Pontoon bus service between various locations on the La Verendrye parkway and Ranier, Minnesota.
- Develop as a pilot to test market and operating benefits
- Operate for 90-day season - June, July and August
- Guest must clear customs at Ranier and at Sorting Gap or The Rendez-Vous

Initial Operating Budget:

Single season lease: <i>(Pontoon boat with full canopy. Seating for 10 guests)</i>	8,000.00
Insurance, allow:	1,500.00
Licensing, allow:	1,500.00
Fuel:	3,000.00
Wages and benefits: <i>(90 days / 10 hours per day / \$15 per hour)</i>	13,500.00
Marketing:	5,000.00
Management / overhead:	4,000.00
Total:	\$33,500.00
 Revenue Potential:	
90 days @ \$5 / person	
@ 25 people / day average:	\$11,250.00





Building 20 Interpretive Centre

Building 20 is mostly vacant space on the backside of the dam and powerhouse. It is an area of ±8,000 sq.ft. and highly suitable for adaptive re-use. The previous study by Boise Cascade suggested utilizing this building as an interpretive centre. This vision still has merit today.

Development Program:

- Create interpretive centre at Abitibi Building #20
- Theme: industrialization and resource use in the area. In particular, economic impact and value of forestry and the Dawson Canal and Hydro stories.

Budget:

(The following budget was prepared by Boise Cascade in 1987)

Construction:	1,801,000.00
Contingency:	360,200.00
Professional Fees (10%):	216,120.00
Total:	2,377,000.00

Escalation to 2003 (40%): 950,800.00

Total: \$3,327,800.00



Interior of Building 20

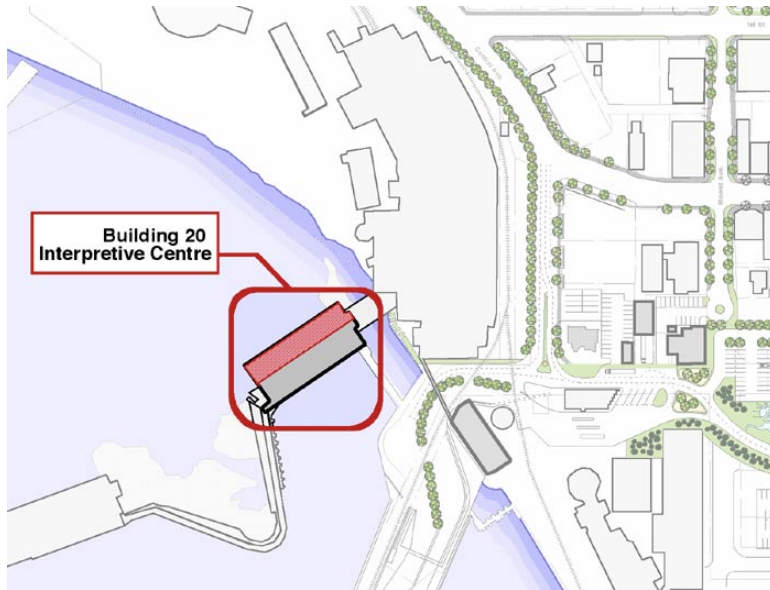
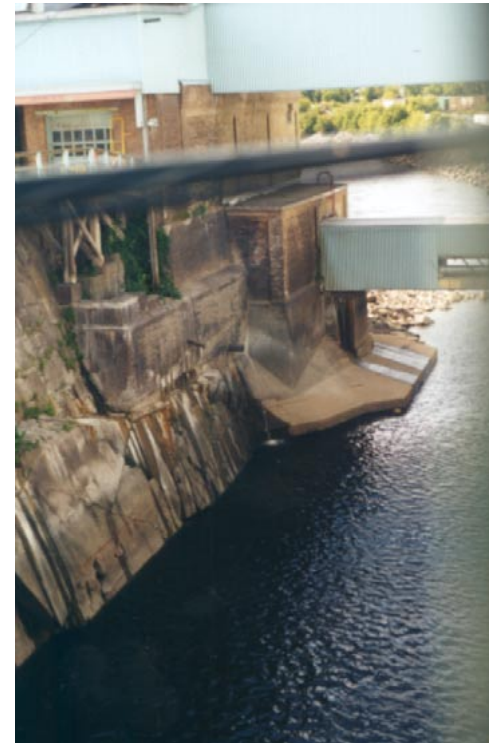




Dam & Building #20



Building #20 bridge across Dawson Canal



Dawson Canal

