



Mighty Peace Tourism
Box 1085
Fairview, AB
T0H 1L0

May 28th, 2024

Village of Rycroft
PO Box 360
Rycroft, AB
T0H 3A0

To the Honorable Mayor and Council;

Greetings from Mighty Peace Tourism.

Please accept the following information for consideration by council members regarding the opportunity of municipal membership with Mighty Peace Tourism. We are a not-for-profit society that collaborates with our members to support and promote the Peace and Smoky River regions as a destination for travel as well as investment. We work tirelessly to showcase the best northwest Alberta has to offer in order to grow the tourism industry in a sustainable manner; attracting visitors to our region, encouraging them to stay longer, and helping them explore our beautiful region. Mighty Peace Tourism currently works with 17 regional municipalities and over 100 businesses and organizations to promote the Peace region's people, places and experiences, as well as assist in the creation, development and management of new tourism assets. Together we create a louder tourism voice in the North, thereby promoting this beautiful region as a destination for travel as well as investment.

Municipal Member Benefits Include:

- Inclusion in fresh and relevant marketing campaigns through MPT's social platforms and website including itineraries, blogs, and influencer content.
- A visually appealing, polished, and professional listing on MPT's well-designed, highly optimized website. Including links to your community's socials and website.
- Tourism development. Assistance in bringing new, and innovative products, experiences, and services to our region.
- Information on accessing and utilizing federal and provincial funding.
- Opportunity to be featured in the widely distributed year-round MPT Activity Guide.
- Destination Page on our website. Example - <https://mightypeace.com/communities/hines-creek/>
- Featured 5 Best Places to Visit in your community for winter and summer.
- A Board Position to represent your community.

Becoming a municipal member **shows support** for the businesses, entrepreneurs, and organizations in your area and shows that the visitor economy is also important to you. Community listings including asset descriptions, photos and videos of your area are valuable assets for attraction of visitors, investment and also attraction and retention of medical and other professionals. 2024 annual Municipal Memberships were billed at \$2.81 per capita in January. If the Village is interested pursuing membership immediately (which would work really well for capturing photo and video of the community through the summer months) please reach out for prorated pricing details for new municipal members. We look forward to the possibility of working with your community!

Sincerely, Amber Bean
President of Mighty Peace Tourism