Mighty Peace Tourism
Box 1085
Fairview, AB
T0H 1L0

September 30th, 2025

Village of Rycroft
Box 360
Rycroft, AB
T0H 3A0

Dear Kevin Keller, CAO;

Greetings from all of us at Mighty Peace Tourism. I am reaching out to provide information on the 2026 Municipal Membership fee costs for the Village. At the August 25th board meeting, the board approved a municipal membership fee increase of 3% from $2.89 to $2.98 per capita for 2026. This increase was implemented after consideration of cost of living increases as well as the annual fluctuations of Travel Alberta funding that assists with many of our marketing projects. As these grant funds do not support any operational costs, this minimal fee increase will also assist in maintaining consistent and stable operations for our organization. Municipal memberships are invoiced annually in January, the total cost to the Village of Rycroft for 2026 will be $1,639.00 plus GST. The Village's population being 550 based on the most recent Alberta Municipal Affairs Population List.

Effective destination marketing is also key to attracting skilled professionals and newcomers by showcasing a high quality of life, strong community support, and recreational activities. This strategy helps create a positive image that resonates with potential residents seeking a welcoming and fulfilling environment, aiding in recruitment and retention efforts.

Through 2024/2025, Mighty Peace Tourism achieved continued growth. The Mighty Peace Tourism interactive website continues to perform exceptionally well, and there has been significant expansion across all of our platforms. As the region's tourism offerings grow, our strategic planning and marketing efforts evolve to match. These efforts as well as our various annual projects, help drive economic growth and investment in our communities. As we look ahead to 2026, we are excited to explore new opportunities to further promote our region. Together, we can amplify these efforts and make a greater impact.

We look forward to working with the Village again in 2026. Please contact us with any questions or concerns, we're always happy to help!

Sincerely, Amber Bean
President of Mighty Peace Tourism

Cc: Alana Bergeron – Marketing Director, Tammy Brauer – Executive Director