MIGHTYPEACE
TOURISM
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September 30, 2026

Village of Rycroft
Box 360
Rycroft, AB
T0H 3A0

Dear Kevin Keller, CAO;

Greetings from Mighty Peace Tourism. I am writing to provide the Village of Rycroft with information regarding its 2027 municipal membership fee.

At its August 31, 2026 meeting, the Mighty Peace Tourism Board approved a 3% increase in the municipal membership rate, from $2.98 to $3.07 per capita, for 2027. This modest increase reflects rising operating costs and the annual fluctuations in Travel Alberta funding available for marketing projects. As these grant funds do not support MPT's core operating expenses, municipal membership revenue is important to maintaining stable operations and ensuring consistent regional tourism support. Based on the village's population of 550, as listed in the 2021 Alberta Municipal Affairs Population List, the 2027 membership fee will be $1,688.50 plus GST. Municipal memberships are invoiced annually in January.

Municipal membership supports collaborative destination marketing, tourism and experience development, industry education, advocacy, research and regional partnership building. By working collectively, our member municipalities and tourism operators benefit from broader exposure and access to initiatives that would be difficult for individual communities or businesses to undertake independently.

Throughout 2025 and 2026, MPT continued to expand its reach through its website, social media platforms, visitor guides, digital campaigns, industry workshops and collaborative projects. Our work also included supporting businesses in strengthening their online visibility, developing new visitor experiences and participating in the Northern Sky Tourism Corridor initiative connecting Edmonton, northwestern Alberta and the Northwest Territories.

In 2027, MPT will continue promoting the Peace and Smoky River regions as welcoming, year-round destinations while supporting tourism operators, events and emerging visitor experiences. MPT will also host the Northern Alberta Tourism Summit in Peace River from April 12–14, bringing tourism professionals, entrepreneurs, event organizers, municipal representatives and economic development partners into the region for education, collaboration and networking. Destination marketing also contributes to broader community development. Showcasing the region's quality of life, recreational opportunities and welcoming communities can assist municipalities in attracting and retaining residents, skilled professionals, entrepreneurs and investment.

We welcome updates from the village regarding upcoming events, tourism developments, community projects or businesses that could benefit from MPT's support and promotion. Maintaining this communication helps ensure that the village is well represented in our regional planning and marketing activities.

We look forward to continuing our partnership with the Village of Rycroft in 2027. Please contact us if you have any questions or would like further information about the membership fee or MPT's upcoming work.

Brenda Yasinski

Sincerely, Brenda Yasinski
President of Mighty Peace Tourism

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