

BUSINESS SPOTLIGHT

Copper River Inn

Bryce Campbell took a chance when he purchased The Adventure Inn in Fort Frances back in February 2014 and re-opened it as the Copper River Inn and Conference Centre.

Economically, the town wasn't thriving and the aging facility was in need of updating.

"It was a very dated building," he said. "It had good bones, but hadn't had anything done to it in a while."

Hailing from southwestern Manitoba, Campbell was looking to expand within the hotel industry and indicated he really liked the layout of the building.

"It's a lot more like how new hotels are being built now," he expressed, citing the hotel was maybe ahead of its time with the cafe area located right off reception.

"So that's one of the reasons we thought it would be a good fit," he voiced. "The only problem was we had to renovate pretty much everything."

The guest rooms received a remodel, while the pool area was updated and the banquet room revamped. The cafe space was utilized to create a larger lobby that has a coffee bar for hotel guests that features an automated Starbucks barista.

The dining areas were also redone, receiving new names, a new look, and new services. The dining room is known as "Bistro 48" and the bar as "Copper Taphouse and Grill."

"We changed the whole image," Campbell voiced. "We firmly feel that the hotel should have a general theme throughout."

Wanting to pay tribute to the beautiful "north woods" of Northern Ontario - the pristine rivers and lakes, the majestic pine trees, the captivating sunsets - the outdoor elements were brought into the hotel through a variety of unique details.

And he stressed they've had a very positive response from guests over the past few years.

Although Campbell added none of it would be possible without the assistance he received from the Rainy River Future Development Corporation.

With not many financing options for hotels, Campbell needed three lenders in order to make the purchase and RRFDC was one of his backers. "They basically picked up the shortfall, which was very beneficial for us," he remarked.

"They were a great additional tool to use," he added, citing he'd certainly recommend them to others who are looking to buy or start a business. "They can help put the pieces together that you might be missing," he reasoned.

While the Copper River Inn is getting busier each month, Campbell indicated the hotel still requires some more work. He noted since they've been so busy, it has put them behind on their renovation plans.

"We wanted to bring the hotel back to its glory days and beyond," he expressed. "And I think we're almost there, everyone knows the Red Dog, but this is now the Copper, and we look forward to our own legacy from what we have created"



"(RRFDC) can help put the pieces together that you might be missing"

**Bryce Campbell
Copper River Inn**

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