

May 24, 2017

Cheryl Livingstone, Chair
GoEast Regional Tourism Organization (RTO)
50230 – Rge. Rd. 200
Beaver County, AB
T0B 4J2

Dear Ms. Livingstone:

Re: GoEast CARES Grant Application

The County of St. Paul is pleased to offer its support for GoEast's Community and Regional Economic Support (CARES) proposal, RoadTrip – Regional Tourism Market Expansion Project.

It is our understanding that GoEast RTO has applied for a \$25,000 grant, which they will match with \$20,000 cash and \$5000 in-kind services from their organization. The County of St. Paul views this funding application as supportive of the Regional Tourism Organization's 2013-17 Business Plan and very beneficial to economic diversification in north-east and east-central Alberta. Strengthening GoEast's digital marketing abilities and developing five road trip itineraries, provides the potential to increase tourism traffic and promote buying patterns in this region.

We wish you every success with your grant application and look forward to the continued support for our tourism industry.

Sincerely,

Sheila Kitz, CLGM
Chief Administrative Officer