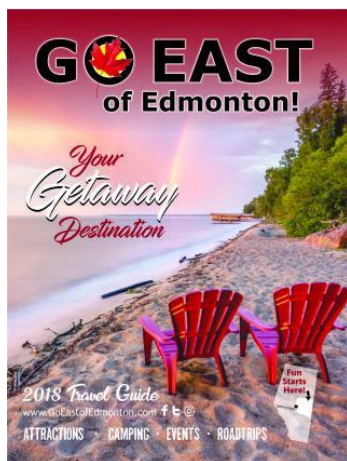




# 2019

## MEMBERSHIP BENEFITS INFORMATION PACKAGE



Dear Valued Member of Go East Regional Tourism Organization:

On behalf of the Board of Directors, I would like to welcome new and returning members of the Go East Regional Tourism Organization. We value your continued support of rural tourism in the East Central Alberta Region. Together we will continue to promote and grow rural tourism for our businesses and communities.

#### **A Successful Year in 2018**

2018 has been a successful year. We continue to provide our members with great benefits. The work we do drives tourism to our local businesses and communities. The CARES grant which we received in January 2018 is ongoing and will be completed in 2019. The Summer Fall Digital Marketing Campaign, funded through Travel Alberta and member communities who partnered with us, continued into fall 2018. Both these projects will be an enormous benefit to our member communities, businesses, and non-profits in the Go East region.

We are fortunate to continue to work with Strong Coffee Marketing again this past year. We have obtained valuable learning opportunities with them and this will continue into 2019. They have provided tremendous help with the summer fall digital marketing campaign since 2016. We use this knowledge to implement in our work for our members.

Other great successes this year have been a weekly radio segment on Country 106.5, weekly featured social media posts, regular summer event blogs, and great website features. The results of this increased work was positive as it has boosted web traffic, increased the social media followers and the Travel Guide continues to be in great demand throughout our region. The Go East Board is very thrilled with the results of our efforts put forth this past year.

#### **What's Ahead for 2019**

In 2019 we expect huge growth in regional tourism. With the growing positive tourism trend in the region we look to focus on continued efforts to promote our Go East region and its members. Through our strong partnerships with key major media and government organizations we will continue to work towards building a strong network to encourage tourism growth. Stay tuned for updates on what we have planned!


The board reviewed its membership fees and has decided that fees will remain the same in 2019. As outlined in this package we will continue to provide our members with the same great benefits again this year. You will still get website, social media, radio, summer/fall digital marketing campaign, and the CARES project. We are continually growing daily in our reach, which in turn supports your return on investment. Not only are we rated #1 in all areas of tourism marketing, but we are the only tourism organization of its kind in the region and are highly recommended. We are growing and so are the results. We are now reaching more people and in turn your ROI—Return on Investment continues to get better and better every year as we grow.

The attached information outlines all the valuable benefits that you will receive as a member of the RTO. Please fill out the attached membership form for either a municipality or business/non-profit organization and return to enroll as a member with Go East Regional Tourism Organization in 2019.

We also ask that you annually review and provide us with an update to your profile page on the website and a listing of events for 2019. You can email us directly and/or make updates directly on the website [www.goeastofedmonton.com](http://www.goeastofedmonton.com) and at any time throughout the year.

Thank you for your support in helping to grow rural tourism. We hope you will continue to support and grow with us in 2019!

Sincerely,

  
**CHERYL LIVINGSTONE,**  
**CHAIR**

# BOARD OF DIRECTORS

(in alphabetical order)

ATKINSON, Heather  
[Lamont County](#)

BARR, Rick  
[Barr Estate Winery](#)

LEMKO, Jerrold  
[Town of Vegreville](#)

BROWN, Yvonne  
[Busy B Bargains](#) & [Tofield Farmer's Market](#)

FILIP, Jennifer  
[Tourism Camrose](#)

HESLIN, Cyndy  
[Village of Ryley](#)

JENKINSON, Diane  
[M.D. of Bonnyville](#)

KISILEVICH, Kevin  
[Bear Ridge Campground](#)

LEFSRUD, Doug  
[Town of Viking](#)

LIVINGSTONE, Cheryl  
[Red Feather Ridge](#)



Pictured left to right: Doug Lefsrud; Cheryl Livingstone; Yvonne Brown; Heather Atkinson; Kevin Kisilevich; Diane Jenkinson; Jennifer Filip; Donna Jenson, Office Admin; Marielle Brodziak; Rick Barr (previous & current board members)

Make a difference! If you would be interested in becoming a board member of Go East RTO please contact us (780) 632-7699.

# WHO WE ARE

## **Go East RTO – Regional Tourism Organization (DMO):**

**We are the voice for Regional Tourism...** There are over 45 communities that are members of the organization plus numerous non-profit and businesses from the region. More communities support Go East RTO than any other type of tourism promotion.

## **About Us...**

### **Organizational Structure:**

Go East RTO is a non-profit organization. It is the regional tourism organization (Destination Marketing Organization) for all areas east of Edmonton. It is governed by a Board of Directors from around the region. Directors are from communities, businesses and non-profit organizations who are dedicated to tourism in the region.

### **Goals and Purpose - Described in the Mission:**

Go East Regional Tourism Organization is a non-profit part 9 corporation dedicated to be the driving force for innovative and collaborative tourism marketing and development that contributes to the sustainability, prosperity and quality of life for tourism operators and communities east of Edmonton and across east central Alberta.

### **Our two main goals are growth for tourism marketing and tourism development.**

**Development:** Since 2013 Go East RTO has received over 12 Grants for projects to grow tourism in the region.

In January 2018, we received funding for our successful CARES Grant Project funded by Alberta Economic Development - which is a major tourism development project over 2 years which will support and promote all communities across the region. Previously we have been successful in developing Culinary tourism and Culinary trails with support from ACTA -Alberta Culinary Tourism and Alberta Agriculture grant programs.

**Marketing:** We have achieved tourism growth such that we have seen a 1000% increase in tourism traffic to our website over the past 3 years. All of our marketing is ranked #1 for tourism promotion including the Travel Guide, Website, Social media, plus other promotions such as weekly radio, tradeshow, e-news, and other targeted marketing. We also work closely with Travel Alberta.

(More details will be shared with our members at our meetings and through presentations in 2019.)

### **Membership and Municipal Representatives:**

Numerous Mayors, Councillors, and staff from the communities regularly attend important Spring and Fall meetings, with an attendance of 30-40 usually. We invite you to select a representative from either Council or Staff to attend.

This is a very good opportunity to learn how tourism is growing in the region through the work of Go East of Edmonton.

Our next meeting is the AGM which will be in spring 2019.



# GO EAST CELEBRATES 6 YEARS OF ACHIEVEMENTS IN TOURISM

In 2018, Go East RTO celebrated **6 YEARS IN TOURISM!** Throughout the years the organization has proven to have many successful projects that have marketed our members and member events through advertising means such as TV, print, social media, and radio. ***LOOKING BACK on 6 years of success...***

## 2013 - 2014

- Alberta Government - Agriculture Initiatives Program (AIP) Grant for Development & Promotion of Various Agri-Tourism Events
- Travel Alberta Cooperative Funding Grant for Website & Project Development

## 2014

- Travel Alberta Cooperative Funding Grant for the Eat East of Edmonton Culinary Trails & Events Pilot Project
- Alberta Culture Community Initiatives Program (CIP) Grant for Marketing & Product Development
- Wainwright Economic Development Initiative Fund Grant for Wainwright & District Culinary Trail Project
- Alberta Culinary Tourism Alliance (ACTA) Grant for Eat East Culinary Trail Project

## 2014 - 2015

- Alberta Government - Agriculture Initiatives Program (AIP) Grant for the Go East RTO/BRAED Product Development Database & Map Project

## 2015

- Alberta Culture Community Initiatives Program (CIP) Grant for Eat East of Edmonton
- Travel Alberta Cooperative Funding Grant for Eat East of Edmonton Culinary Trails & Events

## 2016

- Travel Alberta Cooperative Funding Grant for the 2016 Go East Staycations

## 2016 – 2017

- Alberta Government - Agriculture Initiatives Program (AIP) Grant for the Eat East of Edmonton Regional Development Projects & Community Culinary Agri-Tourism Development Projects

## 2017 & 2018

- Travel Alberta Cooperative Funding Grant for the Go East Staycations

## 2018 - 2019

- Alberta Economic Development and Trade, Community and Regional Economic Support (CARES) Program for the Go East Roadtrips Tourism Development Project

## Go East RTO – CARES Tourism Development Program:

We have received grants every year since we started, and it has helped for both promotion, development, and staffing for our programs. Our proposed CARES grant application – “The Go East Roadtrips Development Project” **will benefit every community along every highway in the region.** This is an ambitious tourism development project valued at over \$50,000 for 2018 & 2019.

### **EAST** of Edmonton! *Roadtrip!!*

- ▶ Tie it to a strategic initiative
  - ▶ 2013 - 2017 Business Plan
- ▶ Eligible activities
  - ▶ Strengthen/support regional economic collaboration
    - ▶ Delivers a regional project
  - ▶ Increased support for entrepreneurs and SMEs
    - ▶ Brings more clients to the doors of businesses
    - ▶ Enhances regional and tourism operator marketing
  - ▶ Economic and business diversification
    - ▶ Increases tourism product in the region



### **EAST** of Edmonton! *Roadtrip!!*

- *Three linked deliverables*
  - Develop product
    - Five roadtrips - HWY28 & Northeast, HWY45, HWY16, HWY14, HWY13 & South
  - Skills development for participating tourism operators
  - Build on existing website market to new product and prepare for future launch of GoEast *Roadtrip!!* App



## Strong Partnerships

Partnerships with Travel AB, Media and Consultants have made Go East very successful in Marketing.



Plus Local Newspapers and other local Media.



- Economic Development and Trade (CARES)
- Agriculture & Rural Development (AIP)
- Culture & Tourism (CIP)



**BRAED**  
Battle River Alliance  
for Economic Development



## Digital Campaigns



## Summer TV



# The #1

## Tourism Brand for Northeast & East Central Alberta!



## Summer Parades & Events



## Tradeshows



## Your #1 Team for Tourism!

We are the **#1 Most Experienced**  
**Tourism Marketing Professionals**  
**East of Edmonton!**

## Monthly E-News



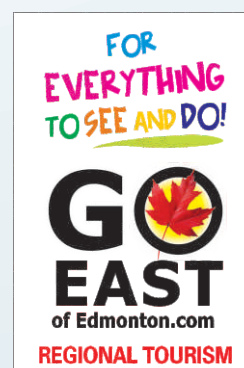
## Weekly Radio



## Print Ads



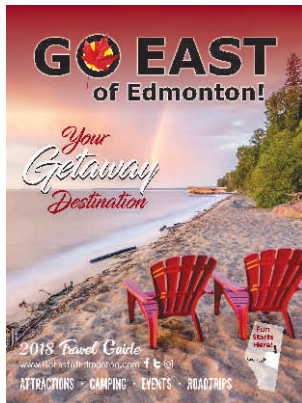
## Window Decals





# Put the Power of **GO EAST** of Edmonton! to Work for YOU!

## it begins with advertising in the Travel Guide in Print



**70,000+** copies annually with **over 130 pages**

**250,000** readership

Over **2 Million** pageviews

It's the **#1 most popular** travel guide in the region and at Visitor Centres.

## RESULTS:

*Amazing testimonials!*

"Best travel guide I ever seen!"

"Love your magazine and look forward to it every year!"

"We changed our trip from going to the mountains all because we seen the printed copy of the Go East Guide!"

be promoted on our

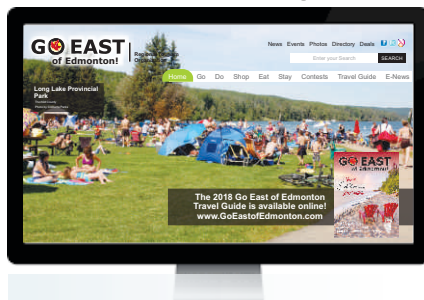
## Regional Tourism Website

Over **300,000+** pageviews for 2019.

Over **1000+** events promoted annually

The **#1 most comprehensive** tourism website in the region.

**Awesome NEW** content launching in 2019!



*Updated weekly!*

[www.GoEastofEdmonton.com](http://www.GoEastofEdmonton.com)

## RESULTS:

Traffic increased by over 100,000 pageviews with over 100,000 visitors!

Over 20,000 click thrus to advertiser's websites!

## your ad also appears in the Travel Guide Online

**100,000+** pageviews annually

Includes live links and searchable content.

The **only online** regional tourism magazine in the region.



## RESULTS:

*Traffic doubled over last year!*

be promoted on our

## Regional Tourism Social Media



**20,000+** Social Media Followers

We have the region's **BEST** Tourism Audience **Engagement!**

Reaching over **2 Million** Annually!



*We like, share and post daily!*

## RESULTS:

Reaching over 100,000 per week during peak periods!

Our endorsement can yield you a 7X ROI!



## Go East of Edmonton Traffic Growth

### Web Traffic Facts:

	2017 (Actual)	2018 (Actual + Est.)	2019 (Est.)
Website Traffic - PV	125,000	200,000	300,000
Online Guide - PV	65,000	100,000	125,000
Page View Total	190,000	325,000	425,000
OG Ad Impressions	11,000	Over 15,000	15,000
Webpage Leads & Clicks to Partners/Referrals	Over 10,000	Over 20,000	Over 25,000
Web Summer Referral	18%	24%	24%
Web Users	Over 43,000	Over 60,000	Over 95,000
Web Sessions	Over 61,000	Over 95,000	Over 125,000

**PV = Page View, OG = Online Guide**

**Online Travel Guide - Lifetime Impressions in Flipbook kiosk to date: 2013 to 2018 – 173,000**

### 2017 & 2018 Website Users

New	Returning
62%	38%

### Social Media

	September 2017	September 2018	September 2019
Followers	12,000	19,000 +	26,000
E-News	2500	5500 +	9000
Twitter & Instagram	2500	3100	4000
Facebook	7000	10,000	13,000

### Facebook

	2017	2018 (Actual & Est.)	2019 (Actual & Est.)
Daily Total Reach*	1,700,000	2,250,000	3,000,000

\*The number of people who had any content from your Page or about your Page enter their screen.

**Facebook Best Months:** Daily Total Reach July – 351,259 August – 589,734 = 940,993

**Spring Launch Travel Guide** Total Reach 88, 630 (March 23, 2018 to May 18, 2018) in 10 Facebook Ads

### Printed Travel Guide

	2017	2018	2019
Copies	71,000	73,500	70,000+
Readership*	250,000+	250,000+	250,000+
Pages	134	142	142
Page views***	2 Million +	2 Million +	2 Million +

\*\*\* Conservative estimate based on only an average of 30 pages read by 1 person of 70,000 copies.

\*Readership based on surveys with result of 3-4 people see/read each copy.

### Summer Campaign Success – May to August

1.1 million impressions on Ads of Facebook and Google. **35,000** Clicks on Ads with **13,500** Referrals (Clicks to partner websites)

(**Impression**, sometimes called a view or an ad view, is a term that refers to the point in which an ad is viewed once by a visitor, or displayed once on a web page. The number of **impressions** of a particular advertisement is determined by the number of times the particular page is located and loaded.)

## ANNUAL PROMOTIONS & BENEFITS

MEMBER BENEFITS	Standard Business Benefits	Large Business/Non- Profit Benefits	Communities
<b>Tourism Marketing</b>			
Provide <b>collaborative marketing benefits</b> to its members/communities through website upgrades, continued social media growth, numerous tradeshow, displays, events, presentations, websites, digital advertising, weekly radio, TV/Video and more!	✓	✓	✓
<b>Social media</b> promotion about its members/communities, attractions, events, reciprocal links, likes, and sharing.	✓	✓	✓
<b>Full color profile, attraction and event listing</b> , special section box ad, & photos on the Go East of Edmonton website <a href="http://www.goeastofedmonton.com">www.goeastofedmonton.com</a> .	✓		
<b>Full color profile, attraction and event listing</b> , (including museums, farmers markets, community events, golf courses, campgrounds etc.) special section box ad, & photos on the Go East of Edmonton website <a href="http://www.goeastofedmonton.com">www.goeastofedmonton.com</a> .		✓	✓
<b>Tourism Development</b>			
Apply for <b>grants and invest funds to develop projects</b> such as Eat East of Edmonton Culinary Trails, Edmonton tourism daytrip itinerary development and Alberta cultural tourism tours to promote its members/communities.	✓	✓	✓
<b>Recognition and opportunities</b> in regional marketing grants, projects, and other programs.	✓	✓	✓
<b>Tourism Support (Communications)</b>			
<b>Communication</b> to members through email updates & newsletters.	✓	✓	✓
<b>Tourism management and consulting opportunities</b> for members.	✓	✓	✓
<b>Communication</b> through monthly E-News.	✓	✓	✓

Our website is the one and only comprehensive regional tourism website with over 1000 things to see & do, complete tourism and travel information for all areas northeast of Edmonton, east of Edmonton, and southeast of Edmonton covering over 50 communities across east central Alberta. Updated weekly, over 400 webpages, over 300,000+ pageviews annually, and 1000% increase in summer pageviews over the past 3 years.

FOR MORE INFORMATION CONTACT:  
Go East RTO  
Donna Jenson, Office Administrator  
Phone: (780) 632-7699 Fax: (780) 632-7699  
50230 Range Road 200, Beaver County, Alberta, T0B 4J2  
Email: [donna.goeast@gmail.com](mailto:donna.goeast@gmail.com) Website: [www.goeastofedmonton.com](http://www.goeastofedmonton.com)

## MUNICIPAL MEMBERSHIP AGREEMENT 2019

Check off which population applies to your community. All municipalities receive the standard membership benefits.

- ☐ Population up to 249                      \$200
- ☐ Population 250-499                      \$300
- ☐ Population 500-2499                      \$400
- ☐ Population 2500 – 4999                      \$750
- ☐ Population 5000+                      \$1500

*(GST not applicable)*

Optional Premium Membership Buy-In (in addition to the above membership fee):

- ☐ Spring Summer Fall Digital Media Advertising Campaign

Promoting your community through Facebook & other digital advertising      *Contact us for rates*

Total Membership: \$ \_\_\_\_\_

☐ Yes, I/we \_\_\_\_\_ wish to be a partner of Go East RTO.  
(Name of City/Town/Village/County)

☐ Yes, we will submit the appropriate content for the above packages (photos, events, activities for posts etc.).

Name of City/Town/Village/County: \_\_\_\_\_

Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_

Twitter: \_\_\_\_\_ Instagram: \_\_\_\_\_

Town Council rep & email address: \_\_\_\_\_

Economic Development/Tourism rep & email address: \_\_\_\_\_

Social Media/Communications rep contact & email address: \_\_\_\_\_

Approved by: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_

***Please make cheques payable to Go East RTO.***



# BUSINESS & NON-PROFIT COMMITMENT AGREEMENT/ MEMBERSHIP FORM (2019)

## Businesses:

- ☐ Business \$100  
(For small to medium sized businesses)
- ☐ Business Organization \$200  
(For larger business type organizations and businesses with more than 1 location)

## Non-Profits:

- ☐ Small Non-Profit \$100  
(For small to medium sized non-profits)
- ☐ Large Non-Profit \$200 GST not applicable  
(For non-profits with major attractions, events and activities)

## Optional Premium Membership Buy-In (in addition to the above membership fee):

- ☐ Spring Summer Fall Digital Media Advertising Campaign  
Promoting your community through Facebook & other digital advertising *Contact us for rates*  
Total Membership: \$ \_\_\_\_\_

Other Digital Advertising packages are available (see 2018-2019 Online Advertising page for more value added packages to promote your business online)

- ☐ Yes, I/we \_\_\_\_\_ wish to be a partner of Go East RTO.  
(Name of Business or Non-Profit)
- ☐ Yes, we will submit the appropriate content for the above packages (photos, events, activities for posts etc.).

Name of Business or Non-Profit: \_\_\_\_\_

Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_

Twitter: \_\_\_\_\_ Instagram: \_\_\_\_\_

Social Media/Communications rep & email address: \_\_\_\_\_

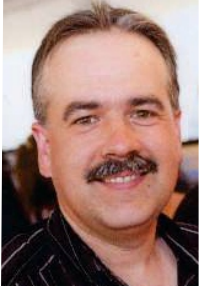
Approved by: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_

***Please make cheques payable to Go East RTO.***

# go east of Edmonton.com

**Your #1 Tourism Marketing Team**



**Kevin D. Kisilevich**  
*Marketing & Development*

Ph: 780-632-6191  
[kevin.goeast@gmail.com](mailto:kevin.goeast@gmail.com)

- NAIT Marketing & Management Diploma
- Economic Developers Alberta - numerous certificates in Community Economic Development Training Program
- Director of Alberta Culinary Tourism Alliance
- Proficiency in Fund Development, Co-op Marketing and Government Grants
- Over 25 years experience in Tourism Marketing & Development



**Jolene Kisilevich**  
*Design & Digital Marketing*

Ph: 780-632-6191  
[jolenek.design@gmail.com](mailto:jolenek.design@gmail.com)

- Advanced Facebook Ads Training
- Google Ads Training
- Numerous seminars, courses in Social Media, Digital Marketing and Website Design
- Over 20 years graphic experience in Design and Marketing.



**Donna Jenson**  
*RTO Office Administration /  
Member/Community Relations*  
Direct Line: 780-632-7699  
[donna.goeast@gmail.com](mailto:donna.goeast@gmail.com)

- Certificate and Training in Office Administration and Accounting
- Certificate in Local Government / Municipal Administration
- 20 years experience in Office Administration and Communications



## Summer Staff Student Interns

- For summer 2019, we are employing two students from Grant MacEwan University studying in Online Communications Programs.
- Interns will assist with writing, updating website, social media and other communication needs.

***Plus a wealth of knowledge and experience in our Board of Directors who represent:***

- Community Economic Development and Tourism Officers
- Accommodation / Campground Sector
- Ag & Culinary Tourism
- Non-Profit Organizations
- Event Organizers



**Go East RTO** is the only Tourism Organization in the Region who has completed courses in Accredited Destination Marketing through Travel Alberta and DMAI.

