

**From:** Kevin Kisilevich <[kevin.goeast@gmail.com](mailto:kevin.goeast@gmail.com)>

**Date:** February 14, 2023 at 9:16:42 AM MST

**To:** Kevin Kisilevich <[kevin.goeast@gmail.com](mailto:kevin.goeast@gmail.com)>, Go East of Edmonton <[info@goeastofedmonton.com](mailto:info@goeastofedmonton.com)>

**Cc:** Jennifer Filip <[jfilip@shaw.ca](mailto:jfilip@shaw.ca)>

**Subject:** Urgent Letter of Support Request for Go East RTO for Travel AB Funding

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Hello Tourism Partners,

We would like to thank everyone for your support and those who submitted recent letters of support for recent grant applications so we can continue helping develop and promote tourism in the region.

**We are asking once again for a letter of support for what is an extremely important grant application for the Travel Alberta Rural Promotion Fund.** We are asking for letters to be emailed to us by end of February or by March 3 at the latest.

We are applying for the full amount of \$100,000. Year after year we have been successful and grown traffic and visitation with this campaign. This funding enables us to promote the whole region through 2023 through an effective, integrated and coordinated digital and major media marketing campaign through summer, fall and winter. Our campaign will promote roadtrips, outdoor experiences, events, attractions, culture, organizations and businesses.

We will promote all areas of Northeast, East and Southeast of Edmonton, and we previously won the Travel AB Award for marketing for this successful campaign.

**We ask if you are able to use the attached sample of a letter of support and please email us the letter in a pdf format asap by end of February or by March 3 at the latest.** You can email directly to me at [kevin.goeast@gmail.com](mailto:kevin.goeast@gmail.com) and/or to [info@goeastofedmonton.com](mailto:info@goeastofedmonton.com). (This funding was just recently announced with a short time to apply so we appreciate your support)

We look forward to supporting and promoting the region to grow tourism and the visitor economy in the region. You are welcome to contact me also to discuss this further.

With Sincere Thanks,

Kevin D. Kisilevich

- Award Winning Tourism Marketing and Development,

**GO EAST of Edmonton Regional Tourism**

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780-632-6191

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***Your Letterhead***

February 13, 2023

Jennifer Filip, Chairperson  
Go East Regional Tourism Organization (RTO)  
Box 211, Vegreville, Alberta  
T9C 1R2

Ms. Filip,

The ***name of organization or municipality*** is pleased to offer our support for Go East Regional Tourism Organization (RTO) for its application to the Travel Alberta Cooperative Investment Fund – Rural Development and Promotion for the Go East of Edmonton Roadtrip Adventures – Summer, Fall and Winter Marketing Campaign.

It is our understanding that Go East RTO is applying for \$100,000 of funding to support this valuable regional promotion which has been a success year after year. We see this application as supportive of Go East RTO's long term vision to continue to promote, support, and grow tourism which is beneficial to overall economic diversification to grow the visitor economy in north-east and east-central Alberta.

We look forward to being a part of the upcoming Regional Tourism Promotion, which is an innovative, and very timely marketing effort with an overall goal to increase visitation and revenues at events, attractions, local businesses, and organizations for the 2023 summer and shoulder seasons.

We wish you every success in the application process and look forward to Go East RTO's continued promotion and growth for our regional tourism industry.

Sincerely,

*Your Officials Name and Signature*  
*Title*