

**Grow Your Business: Edmonton's Countryside  
Leadership Program**

2010 PROGRAM APPLICATION FORM

Business name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal code: \_\_\_\_\_

Phone: \_\_\_\_\_ Business/cell phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

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

Type of business: *(check all that apply)*

Accommodation

Attraction

Experiential/ Adventure

Artisan

On farm/rural retail

1. Please describe your business and your business philosophy:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. How many years has your business been operating? \_\_\_\_\_

3. What are your seasons of operation - Peak Season? \_\_\_\_\_  
 Operating Dates \_\_\_\_\_ to \_\_\_\_\_  
 Where are your business hours posted? \_\_\_\_\_
4. Do you have a staffed, public storefront location?  YES  NO  
 \_\_\_\_\_  
 \_\_\_\_\_
5. Describe any licensing, gradings, awards, or certificates that apply to your business.  
 \_\_\_\_\_  
 \_\_\_\_\_
6. Do you have liability insurance and safety equipment?  YES  No  
 \_\_\_\_\_
7. Do you have clean toilet facilities with hand washing facilities available to customers  
 (\*Not applicable to road-side stands staffed by a single person, and/or where customers  
 stay for less than 5 minutes)  YES  No
8. Do you have on- site signage that identifies your business?  YES  No
9. How do you market or direct people to your product? (Check all that apply)
- Brochure  Website  Directional signage  Purchased advertising  
 Radio  Other (describe) \_\_\_\_\_
10. I am located within Edmonton's Countryside (the ERTG region which includes the 5  
 counties of Parkland, Leduc, Lamont, Sturgeon and Strathcona; cities of St. Albert,  
 Spruce Grove, Leduc, and Fort Saskatchewan and the Hamlet of Sherwood Park; also the  
 towns, villages and rural hamlets that comprise Edmonton's countryside.)  
 Yes  No
11. Are you an Edmonton Region Tourism Group (ERTG) member? (An ERTG member is  
 anyone who invests funds with ERTG in the Visit Edmonton's Countryside Guide or  
 participates in an ERTG programs, events or drives i.e. Spring Drive, Country Soul Stroll,  
 Countryside Drives, Country Christmas or Country Cuisine).  
 Yes  No
12. Reason for Applying. Please explain why you would like to participate in the **Grow Your  
 Business:** Edmonton's Countryside Leadership program:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### **Best Practices Self Assessment for Leaders in Authentic Experiences**

(not required - check all that apply)

My business:

- Connects to Edmonton countryside themes through countryside experiences, décor, menu, etc.
- Staff actively promotes (verbally) area attractions
- Staff is knowledgeable about key aspects of regional history/culture and actively shares this with guests
- Staff speaks positively about life and work in Edmonton's countryside
- Staff shares knowledge about the region (applicable local foods, farms, aboriginal and other heritage, etc.)
- Increases public awareness of value in buying local
- Showcases locally grown food and drink
- Offers educational opportunities for our visitors to reconnect with the countryside

**Grow Your Business: Edmonton's Countryside Leadership Program**

**Program Timeline**

**1<sup>st</sup> Mentoring Session**

Description ~ site tour, meeting with management, mentor & coordinator

Location ~ on location at the operators business

Participant time requirement ~ 4 hours

- Yes, I know that my participation in the first mentoring session is a requirement of the program

**Mentoring Session Tasks and Leadership Tasks**

Description ~ Work with mentor to develop a list of business improvement tasks with appropriate deadlines. Complete tasks within time period.

~ Work with coordinator to develop a plan and choose 3 leadership focused activities to complete. (I.e. present your experience at a meeting/workshop, be interviewed etc.)

Participant time requirement ~ Varies

- Yes, I understand that I will develop a list of business improvement tasks with the mentor and will develop a timeline for their completion
- Yes, I understand that I will develop a plan & complete 3 leadership focused mentorship activities

**Mystery Shop**

Description ~ Professional anonymous (mystery) shop of your business

Location ~ at your own business

Participant requirement ~ discuss and go over shop report with coordinator

- Yes, I understand that my business will be mystery shopped as part of the program

**2<sup>nd</sup> Mentoring Session – Marketing**

Description ~ group session followed by an in depth session with marketing mentor

Location ~ on location or within driving distance

Participant time requirement ~ ½ day for group session & 4 hours for one-on-one meeting.

- Yes, I understand that I will be participating in a second mentoring session

**I understand that the completion of all of the above activities is required in order to complete the Grow Your Business: Edmonton's Countryside Leadership Program.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Business



## Grow Your Business: Edmonton's Countryside Leadership Program

**What will it cost me?** Operator cost is \$350+GST.

The value of this program is over \$15,000 per business. Your municipality, with the assistance from Alberta Agriculture and Rural Development - Local Domestic Market Expansion Branch, has secured Rural Alberta' Economic Development Fund dollars to offset **90%** of the program fees, to provide this low cost opportunity to develop thirty leaders in authentic rural tourism experiences in Edmonton's Countryside.

Please send your application forms to:

Edmonton Regional Tourism Group  
"Visit Edmonton's Countryside"  
World Trade Centre Edmonton  
3rd Floor, 9990 Jasper Avenue  
Edmonton, AB T5J 1P7  
Or [info@edmontonscountryside.com](mailto:info@edmontonscountryside.com)

If you are accepted, you will be required to submit the \$367.50 program fee within 2 weeks of notification. Otherwise, your application will be rejected. There are no refunds once you have been confirmed as a participant for the program.

Cheques are payable to: Edmonton Regional Tourism Group  
Payment accepted by Pay Pal (Visa or MasterCard)  
Application deadline: March 31<sup>st</sup>, 2010

**I agree to participate fully in the program as outlined and to abide by the terms of payment as indicated above.**

\_\_\_\_\_  
Signature of applicant

\_\_\_\_\_  
Date of application

There may be an option in the future for graduates of the program to maintain their designation. To keep your designation from year to year there would be a small fee. This fee will get you the benefits listed in the application form as well as an additional mystery shop every second year.

Would you be interested in this opportunity? \_\_\_\_\_

**Questions about the program?**

Contact: 1-866-622-0740 or Marissa Brewer 780-968-3511  
[info@edmontonscountryside.com](mailto:info@edmontonscountryside.com) or  
[Marissa.brewer@gov.ab.ca](mailto:Marissa.brewer@gov.ab.ca)

*The ERTG's skills training and development committee reserves the right to accept program applicants who most closely meet the qualifying criteria (refer to 2010 Program Information).*