



Membership Update – March 2019

Happy Spring to all our CRE members! It may still be up and down but hope you are getting outdoors when it works! March was a wild month at CRE with the facilities being utilized a record 24 of the 31 days. We had one weekend when every single building on the property was booked out which is a first since I arrived in September! All events were handled smoothly by the Operations Team and our new corporate structure having Chuck Erman as Facilities Manager and Marilyn Lee as our Events Manager gave us some very happy clients.

A new event was hosted at CRE during the month of March which was the Wildrose Bison Association Conference and Sale. It is always nerve-wracking for a first time event to enter with livestock we have never dealt with before but I am pleased to say we had zero issues and the client is in the process of booking for future years on a multi-year contract.

I am pleased to announce we have hired our Sales Representative for CRE. As mentioned at the AGM, Sales and Marketing would definitely be the priority for CRE this year to rebuild bridges and attract more business to Camrose. Karen Huntley joins us to take on that challenge and the press release is on our website here <http://www.cre.ab.ca/news/press-release-introducing-our-new-sales-representative-karen-huntley> . We will also be introducing a new website this spring that allows us to actively attract event planners and those looking for a venue with Search Engine Optimization being a key focus.

Big Valley Jamboree planning is well underway and final preparations are being made to host the best Country Music festival in Canada once again. The team is hoping to announce some positive operational changes that we believe our guests will be thrilled with.

We recently went through a re-zoning application with the City of Camrose. The main purpose was the old zone of Industrial land use did not fit all the activities that take place at the CRE. The city has now awarded us the SEED (Special Event and Exhibition District) Land use that allows us to comply with all city bylaws about the activities that happen here.

I look forward to updating you on our progress monthly. In the meantime, if you have any questions, please do not hesitate to contact me directly via phone 780-672-3640 or via email at dkohler@cre.ab.ca. Thank you for being part of the CRE Membership!