



Travel Drumheller

**Travel Drumheller Marketing Association
Board of Directors Meeting
Wednesday June 14th 2023 @10am
At the Travel Drumheller Office**

1	Call Meeting to Order
2	Approval of Agenda
3	Approval of Minutes May
4	Financial Report Motion: The Board approves the financial report
5.	Town of Drumheller Report
6.	ED report (Attached for info)
7.	Discussion Items <ul style="list-style-type: none">• TD response to Paid Parking Proposal (The proposal presented at Council on June 5th is attached) <p><i>(Note from March Board meeting Parking: A discussion was held between the board members about the paid parking for the Town of Drumheller. The board will remain neutral until more information is released.)</i></p> <ul style="list-style-type: none">• Board Representation on the Destination Development Plan Implementation Committee• Recreation Master Plan- Give feedback https://www.drumheller.ca/play/parks-and-recreation-master-plan
8.	Unfinished Business
9.	In Camera
10.	Adjournment
11	Next meeting August 9th 2023 10am



Travel Drumheller

Travel Drumheller Marketing Association

Wednesday, May 10, 2023

10:00 AM @ Travel Drumheller Office

Present: Dr S. Newstead T. Vyvey D. Schinnour R. Semchuk C. Lorenz
 V. Neudorf B. J Janzen C. Sereda E. Secord

Staff: J. Fielding

Absent: L. Phillips R. Johnston B. Steeves

1.Call to Order

R. Semchuk called the meeting to order at 10:08 AM

2. Approval of Agenda **Amend to add the elections.**

Motion by S. Newstead / D. Schinnour that the agenda be approved as presented. Carried

3. Approval of Minutes of April 5, 2023

Motion by V. Neudorf / B. J Janzen that the minutes of April 5, 2023, be approved. Carried

4. Financial Report by J. Fielding

See financials attached to the board package.

Moved \$10,000. to a GIC account – rate at 5%.

H. Little salary is now covered by Travel Drumheller.

Motion by S. Newstead / C. Sereda that the financials be approved as presented. Carried

4.5 Board Elections Appointments for 2023 -2024

Chair –S. Newstead nominated R. Semchuk as chair. R. Semchuk accepted.

Motion by S. Newstead / T. Vyvey to appoint R. Semchuk as Chair for Travel Drumheller. Carried

Vice Chair – D. Schinnour nominated S. Newstead as Vice Chair. S. Newstead accepted.

Motion by E. Secord / B. J Janzen to appoint S. Newstead as Vice Chair for Travel Drumheller. CARRIED

Treasurer - B. Steeves will let her name stand for Treasurer.

Motion by D. Schinnour / C. Sereda to appoint B. Steeves as Treasure for Travel Drumheller. CARRIED

Secretary – B. J Janzen nominated D. Schinnour. D. Schinnour accepted.

Motion by T. Vyvey /S. Newstead to appoint D. Schinnour as secretary for Travel Drumheller. CARRIED

5. Town Report: R. Johnston

R. Johnston was absent.

J. Fielding gave a quick brief. Sending vendors requests out. Talked about the short-term housing. On June 9 –10,2023 R. Johnston will host 20 students from Alberta economic studies.

7. ED Report

ED report attached to the board package.

For Tourism Week Travel Drumheller did a video with Quality Hotel.

Heather Carlson has been hired to develop the fall campaign for Drum Discovery.

May 11th social event will be held at Bridge View Hide Away Campground in Rosedale at 5 PM.

J. Fielding and Travel Alberta will be hosting a group of travel writers on June 8th and a group of tour operators from Germany are here on 9th June.

Discussion Items:

Tourism Excellence Awards and Evening.

3 partners did the scoring for the awards.

The three finalists are the Atlas Coalmine, Badlands Amphitheater and Bikes and Bites.

Hospitality Award goes to Sherryl McBride.

J. Fielding to book a table for Travel Drumheller.

9. Unfinished Business

. **Happipad** - Didn't get the grant form Community Future but didn't get a firm no.

. **HR Policy** – Amend policy to add National Day of Truth and Reconciliation under 9.5 General Hoildays.

Motion by S. Newstead / T Vyvey to amend the HR general holidays to add National Day of Truth and Reconciliation. CARRIED

Round Table with the Board Members. Everyone is ready for the summer.

10.. Adjournment

R. Semchuk adjourned the meeting at 11:36 AM.

Next board meeting: **Wednesday June 14, 2023**

Signed by:

R. Semchuk

Travel Drumheller Marketing Association

Budget vs. Actuals: 2023 Travel Drumheller Budget - FY23 P&L

January - May, 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
4020 Contributions-operating	5,128.57	70,833.35	-65,704.78	7.24 %
4023 Grants	550,641.00	195,833.35	354,807.65	281.18 %
4030 Vacation Guide Revenue	31,166.40	14,583.35	16,583.05	213.71 %
4040 Marketing Revenue	333.33	833.35	-500.02	40.00 %
4100 Partnership Agreement	300.00	2,083.35	-1,783.35	14.40 %
4200 Revenue	5,043.45	833.35	4,210.10	605.20 %
4220 Workshop Revenue	561.21	416.65	144.56	134.70 %
4230 Merchandise Revenue	1,070.81	833.35	237.46	128.49 %
4260 Referral Rewards	1,100.00		1,100.00	
4300 Destination Marketing Fees	15,059.45	41,666.65	-26,607.20	36.14 %
Total Income	\$610,404.22	\$327,916.75	\$282,487.47	186.15 %
GROSS PROFIT	\$610,404.22	\$327,916.75	\$282,487.47	186.15 %
Expenses				
5010 Vacation Guide Expenses	22,212.50	13,125.00	9,087.50	169.24 %
5020 Marketing Projects Expense	20,147.85	85,416.65	-65,268.80	23.59 %
5018 Crowdriff	28,325.00		28,325.00	
5019 Printing	1,209.64		1,209.64	
5021 Tradeshow	7,274.29		7,274.29	
5022 Digital Ads	15,000.00		15,000.00	
5023 Design	2,620.00		2,620.00	
5024 Contests (Prize Packages)	580.00		580.00	
5026 Influencers	11,220.00		11,220.00	
5027 I Love Drumheller Valley	3,122.18		3,122.18	
5029 Sponsorship	20,000.00		20,000.00	
Total 5020 Marketing Projects Expense	109,498.96	85,416.65	24,082.31	128.19 %
5025 Travel Expense	5,077.49	2,083.35	2,994.14	243.72 %
5033 Reserves		4,166.65	-4,166.65	
5034 Job Fair Expenses		1,041.65	-1,041.65	
5190 Subcontracts	6,310.05	15,625.00	-9,314.95	40.38 %
5250 Consulting Fees-Business License Model	38,095.24	83,333.35	-45,238.11	45.71 %
5300 Freight Expense	61.26		61.26	
5420 EI Expense	381.69	1,666.65	-1,284.96	22.90 %
5430 CPP Expense	944.56	4,166.65	-3,222.09	22.67 %
5440 WCB Expense	440.00	250.00	190.00	176.00 %
5450 Health Benefits	-190.93	6,666.65	-6,857.58	-2.86 %
5470 Employee Benefits		3,333.35	-3,333.35	
5610 Accounting & Legal	7,275.00	3,333.35	3,941.65	218.25 %
5617 Sponsorship	2,595.35		2,595.35	
5625 Business Fees & Licenses	106.56		106.56	
5630 Website Design	1,675.00		1,675.00	
5635 Socials	174.03	1,041.65	-867.62	16.71 %
5640 Courier & Postage	32.04	416.65	-384.61	7.69 %
5670 Fees and Dues	2,860.32	1,875.00	985.32	152.55 %

Travel Drumheller Marketing Association

Budget vs. Actuals: 2023 Travel Drumheller Budget - FY23 P&L

January - May, 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
5685 Insurance		1,458.35	-1,458.35	
5690 Interest & Bank Charges	138.47	41.65	96.82	332.46 %
5700 Office Supplies	5,100.35	9,166.65	-4,066.30	55.64 %
5710 Training/Education	2,784.56	2,916.65	-132.09	95.47 %
5740 Meeting Cost	1,277.32	1,250.00	27.32	102.19 %
5780 Telephone	324.05	833.35	-509.30	38.89 %
5790 Office Rent	4,000.00	3,750.00	250.00	106.67 %
5795 Web Expense		5,416.65	-5,416.65	
5810 Drum Discovery	3,224.50		3,224.50	
5895 Meals	93.82		93.82	
5900 Payroll Expenses				
5910 Taxes	5,320.93		5,320.93	
5920 Wages	89,821.57	86,666.65	3,154.92	103.64 %
Total 5900 Payroll Expenses	95,142.50	86,666.65	8,475.85	109.78 %
6000 Event Grants	14,187.50	10,416.65	3,770.85	136.20 %
Uncategorized Expense		312.50	-312.50	
Total Expenses	\$323,822.19	\$349,770.70	\$ -25,948.51	92.58 %
NET OPERATING INCOME	\$286,582.03	\$ -21,853.95	\$308,435.98	-1,311.35 %
Other Income				
4440 Interest Revenue	1,041.31	250.00	791.31	416.52 %
4990 Transferred from Trust Fund		29,166.65	-29,166.65	
Total Other Income	\$1,041.31	\$29,416.65	\$ -28,375.34	3.54 %
Other Expenses				
5800 Other Miscellaneous Expense		6,250.00	-6,250.00	
5870 Expenses for Ambassador	1,056.72	833.35	223.37	126.80 %
Total Other Expenses	\$1,056.72	\$7,083.35	\$ -6,026.63	14.92 %
NET OTHER INCOME	\$ -15.41	\$22,333.30	\$ -22,348.71	-0.07 %
NET INCOME	\$286,566.62	\$479.35	\$286,087.27	59,782.33 %

Travel Drumheller Marketing Association

Profit and Loss

January - May, 2023

	TOTAL
INCOME	
4020 Contributions-operating	5,128.57
4023 Grants	550,641.00
4030 Vacation Guide Revenue	31,166.40
4040 Marketing Revenue	333.33
4100 Partnership Agreement	300.00
4200 Revenue	5,043.45
4220 Workshop Revenue	561.21
4230 Merchandise Revenue	1,070.81
4260 Referral Rewards	1,100.00
4300 Destination Marketing Fees	15,059.45
4320 DMF Fees - QUALITY INN	
Total 4300 Destination Marketing Fees	15,059.45
Total Income	\$610,404.22
GROSS PROFIT	\$610,404.22
EXPENSES	
5010 Vacation Guide Expenses	22,212.50
5020 Marketing Projects Expense	20,147.85
5018 Crowdriff	28,325.00
5019 Printing	1,209.64
5021 Tradeshow	7,274.29
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Total 5020 Marketing Projects Expense	109,498.96
5025 Travel Expense	5,077.49
5190 Subcontracts	6,310.05
5250 Consulting Fees-Business License Model	38,095.24
5300 Freight Expense	61.26
5420 EI Expense	381.69
5430 CPP Expense	944.56
5440 WCB Expense	440.00
5450 Health Benefits	-190.93
5610 Accounting & Legal	7,275.00
5617 Sponsorship	2,595.35
5625 Business Fees & Licenses	106.56
5630 Website Design	1,675.00
5635 Socials	174.03
5640 Courier & Postage	32.04
5670 Fees and Dues	2,860.32
5690 Interest & Bank Charges	138.47
5700 Office Supplies	5,100.35

Travel Drumheller Marketing Association

Profit and Loss

January - May, 2023

	TOTAL
5710 Training/Education	2,784.56
5740 Meeting Cost	1,277.32
5780 Telephone	324.05
5790 Office Rent	4,000.00
5810 Drum Discovery	3,224.50
5895 Meals	93.82
5900 Payroll Expenses	
5910 Taxes	5,320.93
5920 Wages	89,821.57
Total 5900 Payroll Expenses	95,142.50
6000 Event Grants	14,187.50
Total Expenses	\$323,822.19
OTHER INCOME	
4440 Interest Revenue	1,041.31
Total Other Income	\$1,041.31
OTHER EXPENSES	
5870 Expenses for Ambassador	1,056.72
Total Other Expenses	\$1,056.72
PROFIT	\$286,566.62

Travel Drumheller Marketing Association

A/R Aging Summary

As of May 31, 2023

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Bridgeview Hideaways				173.25		\$173.25
East Coulee School Museum				498.75		\$498.75
The Prairie Wallflower Inc.				341.25		\$341.25
Town of Drumheller				3,528.00		\$3,528.00
TOTAL	\$0.00	\$0.00	\$0.00	\$4,541.25	\$0.00	\$4,541.25

Travel Drumheller Marketing Association

Balance Sheet

As of May 31, 2023

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
1060 Chequing Bank Account	364,106.68
1065 CCU Common Shares	7.18
1070 High Interest Savings Account **4395	276.80
1075 GIC 1	10,000.00
1077 GIC 2	20,000.00
1080 High Interest Savings Account **4494	122,883.92
2035 DMF Trust account	0.00
2040 DMF Trust Common Share Account	1.00
1600 Undeposited Funds	1,732.50
Total Cash and Cash Equivalent	\$519,008.08
Accounts Receivable (A/R)	
1200 Accounts Receivable	4,541.25
Total Accounts Receivable (A/R)	\$4,541.25
1220 Employee Cash Advances	0.00
1225 Employee Cash Advance Repayment	0.00
Total 1220 Employee Cash Advances	0.00
1320 Prepaid Expenses	1,952.50
Total Current Assets	\$525,501.83
Non-current Assets	
Property, plant and equipment	
1805 Dinosaur Suits	0.00
1807 Accum Amort - Dinosaur Suits	0.00
Total 1805 Dinosaur Suits	0.00
1820 Office Furniture & Equipment	5,076.94
1905 Computer Hardware	6,743.88
1906 Accum Amort - Computer	-1,969.07
Total 1905 Computer Hardware	4,774.81
Total Property, plant and equipment	\$9,851.75
1910 Computer Software	15,232.30
Total Non Current Assets	\$25,084.05
Total Assets	\$550,585.88

Travel Drumheller Marketing Association

Balance Sheet As of May 31, 2023

	TOTAL
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2100 Accounts Payable	16,056.36
Total Accounts Payable (A/P)	\$16,056.36
Credit Card	
2150 Visa Card-Collabria	-5,750.93
Total Credit Card	\$ -5,750.93
2110 Accrued Professional Fees	1,800.00
2180 EI Payable	-0.55
2185 CPP Payable	0.00
2190 Federal Income Tax Payable	-10,719.80
2310 GST/HST Charged on Sales	0.00
2315 GST/HST Paid on Purchases	0.00
2335 GST/HST Payable	-6,917.90
2336 GST Difference	0.00
2337 GST/HST Suspense	0.00
2340 Payroll Liabilities	
2345 Federal Taxes	16,064.59
Dental	276.88
EAP	12.00
EXT Health	-6,307.65
Vacation Pay	5,798.33
Total 2340 Payroll Liabilities	15,844.15
2350 Prepaid Sales/Deposits	190.00
2400 Short term loan - Town of Drumheller	0.00
2420 Short term loan-Canalta	0.00
2440 Deferred Income	58,935.00
2441 DMF -Econolodge	0.00
2442 DMF-QUALITY INN	35,272.29
2443 DMF -Travelodge	0.00
Total 2440 Deferred Income	94,207.29
Direct Deposit Payable	0.00
Total Current Liabilities	\$104,708.62
Total Liabilities	\$104,708.62
Equity	
Retained Earnings	159,310.64
Profit for the year	286,566.62
Total Equity	\$445,877.26
Total Liabilities and Equity	\$550,585.88



Our Vision

The Drumheller region is an iconic Canadian Destination

Our Mission

To promote Drumheller and Region as a premier year round destination

Travel Drumheller believes in:

Delivering Quality Marketing

Value based stakeholder engagement

A well informed tourism industry

Collaboration

Executive Director Monthly Update

June 2023

Strategic Plan Updates

1. Improved Audience Understanding	
1.1 Develop a data based understanding of tourism in Drumheller	
Create mechanisms to identify and collect relevant data	We are working on collecting the tourism indicators on our website and possibly through our CRM.

Build a data marketing plan for the destination with an integrated story telling foundation	
Work with key stakeholders to identify, collect and share data	This is ongoing.
1.2 Improve skills of business owners in data Collection	
Teach data marketing skills to industry and provide ongoing sharing of lessons learnt and best practices	We will be starting the courses up again in the fall.
Support and mentor businesses in developing and collecting data sets	There are currently no businesses taking part in the mentorship program. We will start pushing this again ready for the fall.
2. Support Destination Development	
2.1 Establish a Destination Development Plan (DDP)	
Secure Funding for the DDP	
Engage Partners to create the DDP	<p>I have had meetings with regional partners including Starland County, Special Areas and Community Futures WildRose to build the regional partnership to take the DDP forward.</p> <p>I have commissioned West Village Marketing to produce the communications materials for the Destination Development Plan</p>
Identify experience gaps particularly in shoulder season	
Implement the Extension of the tourism season strategy with the town of Drumheller	

2.2 Enhanced Community Pride of Place	
Implement I love Drumheller Valley Campaign	The theme for I Love DV this month has been pride month with tshirts, stickers distributed to partners and for sale for non partners. The take up has been amazing.
Expand the Drum Discovery Program	Heather Carlson starts on July 10 th to manage the Drum Discovery program for the remainder of the year.
Destination Marketing	
3.1 Maintain the summer as the anchor season	
Continue to market the summer season in these markets Calgary Edmonton Saskatchewan BC Northern Alberta Ontario	Our summer loknow campaign kicked off on June 1 st and will run until August. These are the target markets. Working with Tourisme Alberta to promote their itineraries.
Implement Customer Care training	
Develop marketing partnerships with source markets such as Calgary and Edmonton	
Increase length of stay by moving people around the destination	Tony Miglecz started as our Ambassador in May and so far it is going well.
Design and implement marketing campaigns for DMF partners	
3.2 Build Shoulder Season visitation	

Create marketing campaign to promote shoulder season camping	
Deliver Fall wonder Campaign	Have some influencers working with us in August to promote the fall.
Organization Sustainability	
4.1 Develop and maintain a sustainable funding model	
Develop and expand the DMF program	
Build contributions from campgrounds	
4.2 Ensure stability in the organization	
Determine a permanent staffing model for the organization	
4.3 Build support and awareness of the organization in the community	
Build strong relationships within the Community both political and individual	
Build the partnership program	We now have 62 partners
Carry out a resident sentiment survey	One of our KPIs from Travel Alberta will be resident sentiment and so we should start working on a survey for the fall. Travel Alberta did a resident sentiment survey earlier this year which I will distribute

Governance	
Create a progressive well governed organization	
Create policies to ensure Travel Drumheller is a diverse equitable accessible and inclusive employer.	
Create a series of employee values which will be included in our job descriptions	
Ensure all board members feel equipped for their roles	
Develop a program for reviewing bylaws and policies	

Other Updates:

IT we are now all on Outlook, all the data has been moved over. There are a few tweaks to be made but we are just about complete.

Website is in final review stage

Destination Development Plan Creating Communications Content, Will have the first meeting of the implementation committee in July a Town Hall in September and will look to have the Implementation Manager start in September

Upcoming Events

Canada Day – we will be in the parade and our Social Media summer student will be collecting content

Kneehill Long Table Dinner and Market August 19th

REQUEST FOR DECISION

TITLE:	Hotspot Digital Paid Parking Program
DATE:	31 May, 2023
PRESENTED BY:	G. Peters Director of Emergency and Protective Services
ATTACHMENT:	Proposed Parking Plan, Hotspot Presentation, Hotspot App, Hotspot standard signage, Jasper Signage

SUMMARY:

In January 2023, Council directed Emergency and Protective Services to search out and implement an appropriate paid parking solution for the town. In April, after reviewing the submissions, Hotspot Parking Inc. was awarded the contract. Hotspot Parking will be implementing the system, including all signage, in July 2023.

Hotspot will also be managing the Residential Permits system, which allows citizens of Drumheller the ability to obtain a residential parking exemption permit quickly and professionally.

With changes to paid parking in town, there are additions added to the Traffic bylaw to address the enforcement and administrative requirements of a paid parking system, that will be coming forward in June for third reading.

RECOMMENDATION:

A paid parking program is new for the Town of Drumheller. This project is a Council priority and is in alignment with Council's strategic goals of fiscal responsibility. Administration is seeking support for this new program in keeping with the instructions of council earlier this year.

DISCUSSION:

With a population of approximately 8,000 residents, Drumheller hosts more than a half million visitors each year. In recent years, Drumheller has experienced a record number of visitors, surpassing all previous annual counts since data collection began. Increased visitation places a heavy demand on municipal services, infrastructure and resources and creates enormous challenges for staff to maintain appropriate standards for many services, including bylaw enforcement. In light of these costs, which are anticipated to increase with time, Council has directed Administration to implement a paid parking system within the Town that would operate annually from May 1st to October 31st. This is an unused and unexplored source of revenue to help alleviate further strain on municipal resources.

These funds will not be held in surplus but would be used in maintaining existing services that are challenged by the influx of people to the valley.

New parking systems now exist, and the parking industry is changing. With the adoption of this program, we are part of a new kind of traffic management and enforcement that is gaining support across North America.

FINANCIAL IMPACT:

Currently, there is no approved budget funding for this project. The department of Emergency and Protective Services was approved to investigate, outline operating procedures, and determine feasibility of such a program starting in the municipality in 2023.

Corporate Services and the Town IT provider are aware of the program and the changes that will be required to collect and monitor the generated revenue. The vendor selected takes a percentage of total fees collected. Additional features can be added in time such as stationary pay sites.

STRATEGIC POLICY ALIGNMENT:

A paid parking system is in keeping with fiscal responsibility, public and traffic safety and good government.

COMMUNICATION STRATEGY:

This program will require a substantial amount of information in order to allay the questions and concerns of citizens. We intend to use the many lessons learned by other communities that have utilized paid parking programs.

We intend to employ a variety of methods including but not limited to, open houses/town hall events, the town website, social media, radio interviews, newspaper interviews, and enforcement staff distributing Q and A pamphlets with contact information.

MOTION: Councilor: _____

moves that Council approves Administration implementation plan for a paid parking program and to have the program instituted in the municipality as soon as is practicable this year in the designated areas.

SECONDED:

Prepared By:

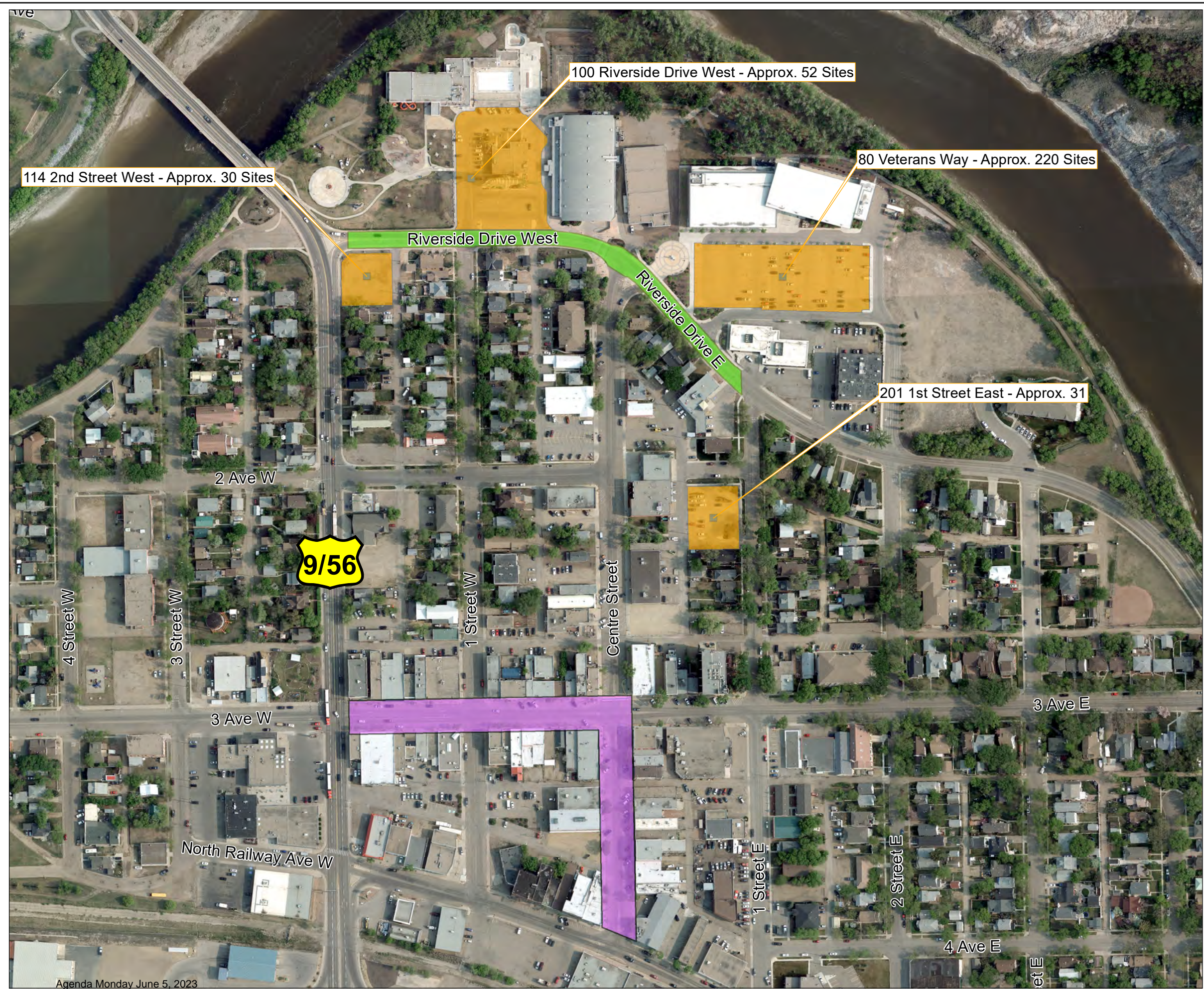
Greg Peters

Greg Peters
Director of Emergency & Protective Services

Approved By:



Darryl Drohomerski, C.E.T.
Chief Administrative Officer



**Title: Proposed Public Parking
Fee Model**

- AS BUILT
- FOR CONSTRUCTION
- FOR TENDER
- FOR DISCUSSION
- CONCEPTUAL

*Central Drumheller
Public Parking Spaces
Approx. 1,025 Sites*

Intended Print Size:		Scale 1:2700
A3	ANSI D	

**Municipal Public Parking - Approx. 1025 Spaces
Paid Parking Model**

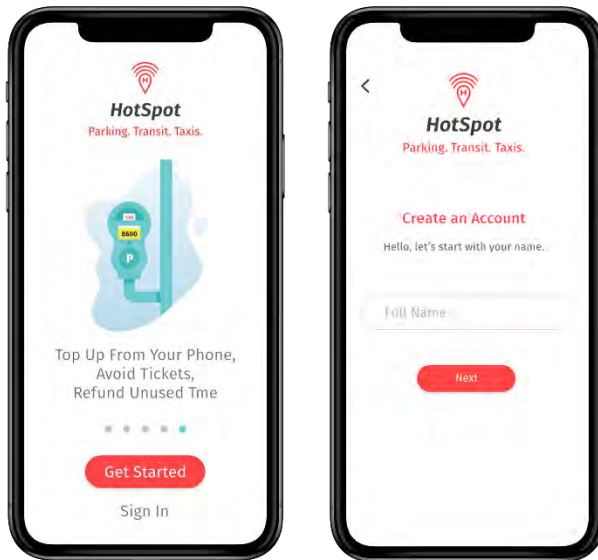
- Paid Parking - Approx. 333 Spaces
 - 114 2nd Street West - Approx. 30 Parking Stalls
 - 100 Riverside Drive West - Approx. 52 Parking Stalls
 - 80 Veterans Way - Approx. 220 Parking Stalls
 - 201 1st Street East - Approx. 31 Parking Stalls
- Street Parking
- Downtown Business Core

How the Hotspot APP Works

Signup

Users can sign up for our application on iOS, and Android devices, which will require the following:

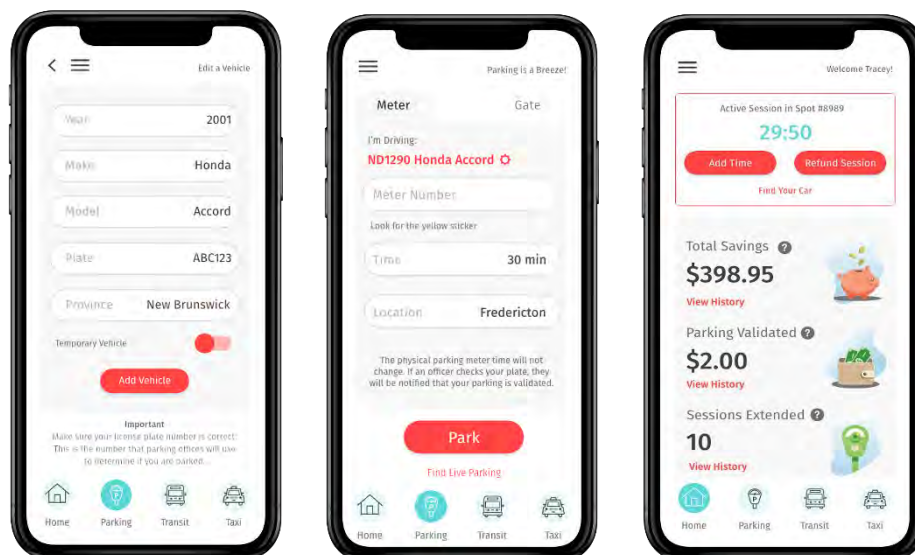
- User name
- Unique phone number
- Unique Email
- Password



First Session

Upon sign-up, HotSpot provides the user with the first 30 minutes free as a way of educating our users about how the service works. We do this by:

1. Asking them to enter their license plate for enforcement;
2. Asking them to enter their “Meter number”; and
3. Starting a 30-minute session and giving them a reminder to “Add more time” at the 15-minute mark.



Payment Method

Once a user has signed up, we prompt them to enter a payment method (any major credit cards, visa debit, Mastercard debit, visa gift cards, Apple Pay/Google Pay, and AMEX). From here they can add a virtual balance to their wallet which allows the users to draw down from that fund. Typically, funds of \$5.00 or \$10.00 increments are used to avoid multiple credit card transaction fees.

Time Extensions

The user can then simply add time from their mobile phone without the need to go back and use the pay station. This increases compliance with the existing system, and cuts down on enforcement needs, which provides a better overall experience for the users.

Fast Tap Signs

Allowing users with Android Phones and newer iPhones to simply pay for parking has never been easier. Simply approach a fast tap sign and:

- Tap your phone and a web page will be detected
- Open the webpage and enter:
 - Length of stay
 - License plate
 - Payment choice (Apple Pay, Google Pay, Credit card, Debit Visa)





**Download the
HotSpot Parking app**

**Enter the zone number
below to park**

0000

or

PAY HERE

NO APP REQUIRED

Scan the QR code below



Powered By:



HotSpot



**DRUMHELLER
VALLEY**

support@htsp.ca • 1 (855) 712-5888

