



Travel Drumheller

UNCOVER WONDER

DMF Working Group

TERMS OF REFERENCE

BACKGROUND

Travel Drumheller is partially funded by a voluntary Destination Marketing Fee (DMF) collected by some accommodation providers in Drumheller. The Travel Drumheller Strategic Plan highlighted organization sustainability as a key objective. This objective includes the action item “to develop and expand the DMF program.”

PURPOSE:

The purpose of the DMF working group is to investigate and prepare a series of recommendations to build and develop the DMF for Travel Drumheller. Draft recommendations will be presented to the Board of Travel Drumheller in late 2024 and the final recommendations in early 2025.

PARTICIPANTS:

Participants will be invited by Travel Drumheller and will be key partners within communities inside the region.

MEETING FREQUENCY:

Meetings will be every month with subgroups working more frequently if established by the group and may vary in intensity throughout the process of the project (April 2024 – March 2025).

EXPECTATIONS:

Working Group members will attend most meetings, planning sessions and subgroup sessions.

A quarterly update report will be prepared for the Travel Drumheller.

Members are expected to come to the meetings prepared to participate, including reviewing any pre-reads and background information.

Members will represent the views of their organization with respect to the project.

Members will share any local documentation, insights and/or policy documentation that may be requested or deemed insightful into the

project's outcomes.

Members will work with Travel Drumheller to create a series of recommendations.

Members will coordinate and provide feedback on all draft documents.

Members will secure any level of endorsement required for all final documents at the local level.

GOVERNANCE:

The Working Group will be chaired by Travel Drumheller.

Meeting notes will be provided through the SharePoint site established and maintained through Travel Drumheller.

DELEGATION:

Members may only delegate their attendance at a meeting if the delegate has equivalent (or greater) decision making authority within the community.

CREATED BY:

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1st February 2024