

# *Annual General Meeting*

East Coulee School Museum  
April 16, 2025





# *Welcome Message*

Call to Order

Opening Remarks

Introductions

***Ryan Semchuk***  
**Board Chair**





# Land Acknowledgement

We respectfully acknowledge that Travel Drumheller operates on lands that have been cared for by Indigenous peoples across what we now call Canada, from coast to coast to coast to coast. In Drumheller, Alberta, our home office is situated on Treaty 7 territory, the traditional lands of the Blackfoot Confederacy—including the Siksika, Kainai, and Piikani Nations. We also acknowledge the Métis Nation of Battle River Territory Number 4, who have a long-standing connection to this land.

Across Canada, we recognize the diversity and contributions of First Nations, Métis, and Inuit peoples, who have stewarded these lands for generations. We honour their history, cultures, and knowledge and commit ourselves to working toward meaningful reconciliation, building connections rooted in respect, equity, and community.



Dancing with the Dinosaurs Powwow



# Today's Agenda

## Message from Town of Drumheller

Mayor Heather Colberg

## Financial Report

Barbara Steeves & Julia Fielding

## Chair's Report

Ryan Semchuk

## 2024 Review

General - Julia Fielding

Marketing - Keri Looijen

Business & Experience Development - Heather Little

Destination Development - Lana Phillips

Training & Development - Danny Page

## Board Elections

Barbara Steeves

## Message from Travel Alberta

Cameron Spence

## Adjournment

# Adoption of Agenda

Ryan Semchuk



# *Message from Town of Drumheller*

Mayor Heather Colberg



**8,410**  
in population

**107.93 km<sup>2</sup>**  
Largest town by land area in Alberta



Downtown Drumheller



Downtown Drumheller

# *Financial Report*

Barbara Steeves - Treasurer  
Julia Fielding - Executive Director





# *Chair Report*

Ryan Semchuk



Louie As Hell Ag Grounds



Drum Distilling



# General Review

Julia Fielding Executive Director

01

**\$90,000 SCOP Grant**

secured for Tourism Training & Development



Drumheller Chamber of Commerce

02

**New Sports Tourism Strategy**

developed with Town of Drumheller



Drumheller Dragons

03

**\$40,000 Event & Business Grant**

supporting 11 events & 2 businesses



Johh Hewitt  
Springfest East Coulee School Museum



04

## Regional Partnerships

strengthened with Starland & Kneehill  
Counties



Horseshoe Canyon Kneehill County

05

## Debut at Rendez-vous Canada

over 63 buyers engaged



Horseshoe Canyon Starland County

06

## Strategic Plan Refresh

underway to reflect Travel Drumheller's  
evolution



Kneehill County



# Business Survey

The Business Survey was a partnership between Travel Drumheller, the Drumheller and District Chamber of Commerce, Town of Drumheller and Community Futures Big Country.

The "Active" season for businesses has increased greatly, with April, May and October now being a "busier month" for most businesses. January and February were the only months that were "Slower" for over half the respondents.

## Overwhelming Positivity

Tourism is seen as overwhelming positive, with 92% of respondents feeling it's a positive for the region.

## Economic Value

The economic value of tourism to the region at this time is **\$116 million** and represents **1 in 4 jobs**.





# Marketing Review

Keri Looijen Marketing Manager

## 01

### 5 Days with Travel Alberta

Supported One Perfect Meal + created Drumheller-specific assets 3 locations, 20 businesses, 3 counties & 1 municipality



Last Chance Saloon

## 02

### Asset Creation

Over 500,000 photos + 95 min of b-roll captured. Expanding our content library for current & ongoing campaigns



Valley Ice Cream Shoppe

## 03

### Outdoor Adventure Show Booth

Designed a standout 20x10 booth with media wall — event had 15,000+ attendees



Outdoor Adventure Show YYC



# 04 Edmonton Elks Sponsorship

The Edmonton Elks sponsorship brought national exposure and community impact through game day activations, LED advertising, and a full-season radio campaign. The partnership also brought four Elks players and the cheer team to Drumheller to engage with youth football and create digital assets, amplifying our reach both on and off the field.

- Radio Ads: Aired during all 20 Elks games (home & away)
- Digital Campaign Assets: Created with Elks Cheer Team in Drumheller
- Community Engagement:
  - 4 Elks players ran a Drumheller Senior Titans practice
- Game Day Activation:
  - 1-min LED ads (sideline + mid-bowl)
  - TV timeout Prehistoric Party promotion
  - Full Prehistoric Party activation at the Dino Day Game
- Tickets Provided: Up to 20 tickets for staff and clients

## Audience Reach:

- 25,000+ fans in-stadium
- 85,000+ livestream viewers
- Over 1 Million in views of digital campaign
- Over 500 people attend in the activation booth





05

## Jurassic Jamboree

4,000+ attendees | Nearly \$1 million in economic impact | \$750K+ in media reach



Plaza Downtown Drumheller

06

## I Love Drumheller Valley

3 new features + 1 on Drumheller Dragons  
Hosted I Love Drumheller Day for Tyra's Birthday



Tyra Drumheller District Chamber of Commerce

07

## New Event Partnership Program

7 events supported with marketing, planning, and content creation



Loud As Hell

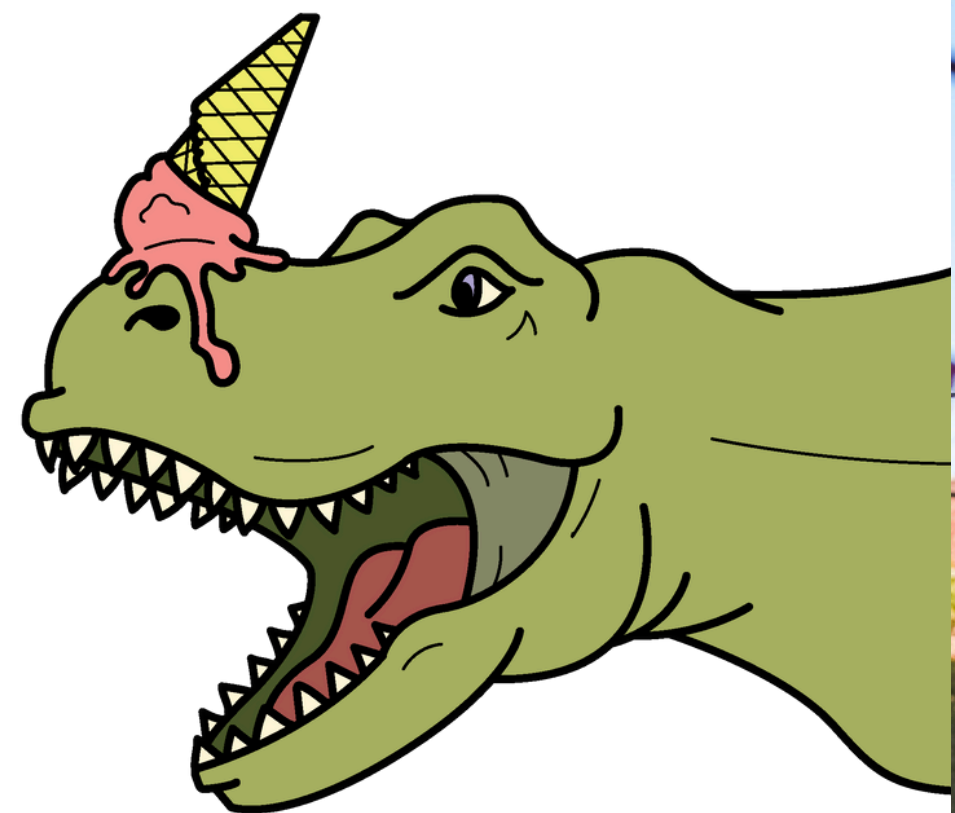




# *Just in & upcoming campaigns*

## Regional Campaign Development

In 2024, Travel Drumheller led the creation of the Dino Trails Passport Program and collaborated with Travel Alberta to launch the Canada's Badlands brand—two major initiatives that elevate regional storytelling, encourage exploration, and expand our tourism reach.



### Dino Trails Passport

Created and launched the Dino Trails Passport Program, blending storytelling, animation, and downtown exploration with a vibrant new brand.



### Canada's Badlands

Collaborated with Travel Alberta to launch the Canada's Badlands brand, expanding regional tourism through bold storytelling and design.



# Growth & Leadership

In 2024, Travel Drumheller expanded its leadership role in the industry through hands-on mentorship of emerging talent, national collaboration, and proactive crisis planning. We guided two Social Media Coordinators, retaining one student from McEwan University, built global connections at the Destinations International Marketing & Communications Summit in Salt Lake City, and joined Travel Alberta's Emergency Management Team to support regional tourism resiliency and preparedness.

## Team Alberta

Joined Travel Alberta's Emergency Management Team. Became part of Team Alberta, supporting emergency preparedness and tourism resiliency initiatives

## Mentorship

Guided 2 Social Media Coordinators; retained 1 McEwan student from May 2024 onward



Bridgeviews Glamping & Retreat



# Paid Social Advertising Performance

In 2024, our paid ad campaigns supported an estimated 19 events and featured over 50 local businesses, amplifying community visibility and driving engagement across the valley.

**19 events**  
**50+ business**

## Community Impact:

Promoted 19 local events  
Featured 50+ region  
businesses & attractions

**\$0.14**

## Best Value:

As low as \$0.14 per click  
\$756.58 total spend for  
some campaigns

**227,000**  
**impressions**

## Overall Reach:

Over 227,000 impressions  
in some campaigns



Festival of Lights

Boogie in the Badlands

**87,399**

## Total Link Clicks

### Some Top Performing Campaigns:

#### Rock and Roar

3,596 clicks | 74,429 reach

#### Boogie in the Badlands

1,860 clicks | 69,358 reach

#### Dino-Mite Summer Adventures

935 clicks | 38,754 reach

#### Christmas Carousel

1,597 clicks | 72,087 reach

#### Shop & Sips

934 clicks | 55,153 reach

**1,404 clicks**  
**36,470 reach**

Festival of Lights  
Paid Ads





# Social Media

In 2024, Travel Drumheller reached over 4.2 million people across social media—a 403% increase. With strong growth in followers and over 46,000 engagements, our content is reaching further and resonating deeper than ever before.

Post Reach:	Post Impressions:	Likes & Reactions:
4.2 million total (+403%) <ul style="list-style-type: none"><li>• Facebook: 3.5M (+609%)</li><li>• Instagram: 677K (+87%)</li><li>• TikTok: 137K</li></ul>	4 million total (+403%) <ul style="list-style-type: none"><li>• Facebook: 3.3M (+592%)</li><li>• Instagram: 521K (+63%)</li><li>• TikTok: 161K</li></ul>	46K total (+140%) <ul style="list-style-type: none"><li>• Facebook: 17K (+202%)</li><li>• Instagram: 23K (+76%)</li><li>• TikTok: 4.7K</li></ul>

**Follower Growth:**  
+4,380 new followers (+34%)  
Facebook: +1,939 | Instagram: +1,628 | TikTok: +584



# *Festival of Lights*

In November 2024, we launched the Drumheller Festival of Lights Facebook page as a dedicated space for event promotion and community connection around the particular event

## **Festival of Lights Facebook Ad Performance (2024)**

**Total Link Clicks: 3,963**

- Festival of Lights Event Post: 559 clicks
- Festival of Lights Page Likes Ad: 846 page likes

**Total Reach (estimated): Over 100,000**

- 27,723 reach – Page Likes Ad
- 8,747 reach – Event Post

### **Community Impact:**

- Promoted 1 major winter event
- Supported 15+ local businesses and activities

## **Festival of Lights Facebook Page Growth 981 (2024)**







# *Business Development*

**75 Active Partnerships throughout the year**

**7 Networking Socials with 40+ attendees**

## **Rendez-vous Canada Debut**

- Met with 63+ international buyers
- 10 visited Drumheller post-event
- One local business already secured a deal



# *Business Development*

01

## **Tourism Awards**

23 nominations for 13 candidates

2 winners

Tourism Business of the Year &  
Hospitality Ambassador

02

## **Drum Discovery**

2 sessions with 42 participants

03

## **Tourism Development Fund**

\$40,000+ invested in 13 businesses

04

## **Visitor Engagement**

2 Summer Ambassadors

- spoke with 3,976+ visitors



# *Destination Development*

#DESTINATION  
*Drumheller*

## *Key Achievements*

### Visitor Survey Completed

- Over 3,000 responses to shape tourism strategies

### 6 Tourism Signs Replaced

- Improved visitor movement and wayfinding across the valley

### Data-Driven Planning

- 80+ local businesses engaged in survey

### Attended ITA Gathering

- Strengthened Indigenous relations through visit to Blackfoot Crossing







Willow Creek Hoodoos

# ***Community Engagement & Collaboration***

## **10 Community Outreach Events**

- Included pancake breakfasts, sports expos, and hosted workshops

## **5 Presentations to local councils and regional agencies**

## **6 Steering Committee Meetings**

- Continued collaboration with representatives from across the region



# Workforce Development & Education

## High School Work Experience Program

- Pilot launched with 6 students placed in 3 local businesses
- Goal to double to 12 students across 6 locations in 2025–26

## Post-Secondary Partnerships

- SAIT Capstone Project in progress with Travel Drumheller
- 1 Olds College WIL student hired for Summer 2025
- 2–4 additional students under consideration

## 3 FAM Tours Hosted

- SAIT students + instructors
- Olds College Brewery & Culinary programs
- Olds College faculty





## Small Business Workshop

Hosted Jan 29 at Drum Distilling with 36+ attendees

- Co-hosted with Unbounded Thinking
- Feedback collected to diversify future sessions
- Planning underway for Fall 2025 workshop



# *Business Training & Support*

### Content Collection

- Photos, video, and stories captured from FAMs, WEP/WIL, and workshops
- Assets support future grant applications and program development



# *Regional Collaboration Culinary & AgriTourism*

## **Event Dates:**

September 18 & 20, 2025 (pending confirmation)

- Partnership with Kneehill County
- Revival of LongTable-style concept to showcase local food, product, and people

## **Training & Education**

- 2–4 industry workshops to support local business skills and collaboration

## **Goal:**

Unite tourism, agriculture, and culinary stakeholders to elevate regional storytelling and visitor experiences





# *Board Elections*



Munchie Park & Valley Brewing



East Coulee School Museum



# *Message from Travel Alberta*



**Cameron Spence**

Manager Destination Development Canadian Badlands






Alberta's Starring Role in Film and Television



Share

# ALBERTA'S STARRING ROLE IN FILM AND TELEVISION



Watch on  YouTube



A couple is sitting on a dirt ledge, looking out over a vast, layered canyon landscape under a twilight sky. The scene is dimly lit, with the couple's figures silhouetted against the darker background of the canyon. The text is overlaid on the left side of the image.

# *Thank You*

Thank you to our partners, stakeholders, board members, and community for your support, insight, and belief in the future of tourism in the Badlands region.

Together, we made 2024 a year of growth, connection, and impact.

**Watch Us Grow in 2025**

The best is yet to come.