



	<b>Travel Drumheller Marketing Association</b> <b>Board of Directors Meeting</b> <b>Drumheller &amp; District Chamber of Commerce</b> <b>Wednesday, August 21 2019</b> <b>10:00a.m. – 12:00 p.m.</b>
	<b>Vision:</b> <i>Drumheller is a sought-after tourism destination</i> <b>Mission:</b> <i>To promote Drumheller as a premier year-round destination through quality marketing and stakeholder engagement</i>
1.	<b>Call meeting to order</b>
2.	<b>Mayor Colberg - Discuss Roger Brooks feedback</b>
3.	<b>Approval of agenda</b>
4.	<b>Approval of minutes – June 2019</b>
5.	<b>Financial report</b> <ul style="list-style-type: none"> <li>• as of June 30th Balance Sheet</li> <li>• as of June 30th Profit and Loss Report</li> <li>• as of July 31st Balance Sheet</li> <li>• as of July 31st Profit and Loss Report</li> </ul>
6.	<b>Consultant report</b> <ul style="list-style-type: none"> <li>• See report (included in board package)</li> </ul>
7.	<b>Administrative report</b> <ul style="list-style-type: none"> <li>• See report (included in board package)</li> </ul>
8.	<b>Unfinished Business</b> <ul style="list-style-type: none"> <li>• Chinook Credit Union MasterCard Application Status</li> </ul>
9.	<b>Discussion Items</b> <ul style="list-style-type: none"> <li>• Cindie - general Housekeeping questions / inquiry (TD Phone Number &amp; Board Package Distribution)</li> <li>• Sarah - Miner's Trail Map</li> <li>• General Conversation - Roger Brooks Feedback</li> </ul>
10.	<b>Adjournment</b>
	<b>Next meeting: September 18 2019</b>

**Travel Drumheller Marketing Association**  
**Wednesday, June 19 2019**  
**10 am @ DDCC Board Room**

**MINUTES**

**Present:** J. Fielding B. Steeves D. Schinnour R. Semchuk  
V. Neudorf M. Pears A. Berry D. Dekeyser H. Little  
E. Secord C. Sereda

**Absent:** T. Vyvey C. Hughes S. Newstead

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**1. Call to Order**

R. Semchuk called the meeting to order at 10:35 a.m. M. Pears recorded the minutes.

**2. Approval of Minutes**

M. Pears to correct 2 errors in the May minutes

1. Spelling of Barb Steeves last name
2. Add E. Secord to the attendance

**Motion by J. Fielding to approve minutes. CARRIED**

**4. Financial Report**

1. GST report came back good but had 1 irregularity in regards to the amount we had claimed as SALES. B. Steeves was going to confirm with Ascend what exactly is categorized in the SALES

2. Board agrees that Travel Drumheller needs to apply for a credit card through Chinook Financial. It was all agreed upon to order the card with a annual fee of \$25 / this card does not offer cash back or points as this card will not have enough transactions to warrant getting it. This card will be in the name of Barb Steeves.

3. Travel Drumheller will be requesting the DMF payment from Canalta for this quarter.

4. Marcie is to review the DMF contracts and meet with DMF hotels to arrange for new contracts to be signed.

**Motion by J. Fielding to approve Financials and seconded by D. Schinnour. CARRIED**

**4. Consultant's Report**

- (See attached)

**5. Administrative Report**

- (See attached)

**6. Unfinished Business**

1. Ambassador

M. Pears and J. Fielding to schedule, interview and extend offer to recent applicant.  
2. Roger Brooks will be doing his visit through town - he will be presenting his findings on Friday June 28th @ the BCF from 8:30 to 11:30

**7. Discussion Items**

- From Farm to Table in Delia - board will be purchasing 2 tickets for members
- Board will be doing \$500 sponsorship to Kneehill County Country Fair
- Discussed Celebration of Excellence - Heather Little and Crystal Sereda will be attending the Banff Seminar in lieu of Last Chance Saloon.
- Discussed the committees that the board members will join - M. Pears has asked everyone to review the list and let her know what committee they would be comfortable with and M. Pears will arrange for those connection meetings.

**9. Adjournment**

R. Semchuk adjourned the meeting at 11:50a.m.

**Next board meeting: August 21st.**

Signed by:

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R. Semchuk

# Travel Drumheller Marketing Association

## BALANCE SHEET

As of June 30, 2019

	TOTAL
<b>Assets</b>	
Current Assets	
Cash and Cash Equivalent	
1060 Chequing Bank Account	33,916.18
1065 CCU Common Shares	6.22
2035 DMF Trust account	192,495.79
2040 DMF Trust Common Share Account	1.00
1600 Undeposited Funds	0.00
<b>Total Cash and Cash Equivalent</b>	<b>\$226,419.19</b>
Accounts Receivable (A/R)	
1200 Accounts Receivable	0.00
<b>Total Accounts Receivable (A/R)</b>	<b>\$0.00</b>
1220 Employee Cash Advances	0.00
1225 Employee Cash Advance Repayment	0.00
<b>Total 1220 Employee Cash Advances</b>	<b>0.00</b>
1320 Prepaid Expenses	1,729.30
<b>Total Current Assets</b>	<b>\$228,148.49</b>
Non-current Assets	
Property, plant and equipment	
1805 Dinosaur Suits	7,140.71
1807 Accum Amort - Dinosaur Suits	-5,068.78
<b>Total 1805 Dinosaur Suits</b>	<b>2,071.93</b>
1820 Office Furniture & Equipment	946.95
1905 Computer Hardware	746.20
1906 Accum Amort - Computer	-644.59
<b>Total 1905 Computer Hardware</b>	<b>101.61</b>
<b>Total Property, plant and equipment</b>	<b>\$3,120.49</b>
<b>Total Non Current Assets</b>	<b>\$3,120.49</b>
<b>Total Assets</b>	<b>\$231,268.98</b>
<b>Liabilities and Equity</b>	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2100 Accounts Payable	8,127.45
<b>Total Accounts Payable (A/P)</b>	<b>\$8,127.45</b>
2110 Accrued Professional Fees	1,800.00
2180 EI Payable	0.00
2185 CPP Payable	0.00
2190 Federal Income Tax Payable	0.00
2310 GST/HST Charged on Sales	0.00
2315 GST/HST Paid on Purchases	0.00
2335 GST/HST Payable	-2,308.67
2336 GST Difference	0.00
2337 GST/HST Suspense	0.00
2340 Payroll Liabilities	

	TOTAL
2345 Federal Taxes	0.00
<b>Total 2340 Payroll Liabilities</b>	<b>0.00</b>
2400 Short term loan - Town of Drumheller	0.00
2420 Short term loan-Canalta	0.00
2440 Deferred Income	0.00
<b>Total Current Liabilities</b>	<b>\$7,618.78</b>
<b>Total Liabilities</b>	<b>\$7,618.78</b>
Equity	
Retained Earnings	265,836.28
Profit for the year	-42,186.08
<b>Total Equity</b>	<b>\$223,650.20</b>
<b>Total Liabilities and Equity</b>	<b>\$231,268.98</b>

# Travel Drumheller Marketing Association

## PROFIT AND LOSS

January - June, 2019

	TOTAL
INCOME	
4020 Contributions-operating	8,500.00
4030 Vacation Guide Revenue	30,251.00
4040 Marketing Revenue	15.00
Destination Marketing Fees	<b>14,097.97</b>
SHiFT program income	850.00
<b>Total Income</b>	<b>\$53,713.97</b>
<b>GROSS PROFIT</b>	<b>\$53,713.97</b>
EXPENSES	
5010 Vacation Guide Expenses	41,324.80
5020 Marketing Projects Expense	15,120.58
5190 Subcontracts	22,639.90
5610 Accounting & Legal	2,850.00
5615 Advertising & Promotions	5,908.45
5625 Business Fees & Licenses	92.50
5640 Courier & Postage	89.77
5670 Fees and Dues	522.90
5685 Insurance	114.00
5690 Interest & Bank Charges	47.55
5700 Office Supplies	238.33
5780 Telephone	329.70
Commissions	4,764.53
Meeting Cost	1,920.87
<b>Total Expenses</b>	<b>\$95,963.88</b>
OTHER INCOME	
4440 Interest Revenue	63.83
<b>Total Other Income</b>	<b>\$63.83</b>
<b>PROFIT</b>	<b>\$ -42,186.08</b>

# Travel Drumheller Marketing Association

## BALANCE SHEET

As of July 31, 2019

	TOTAL
<b>Assets</b>	
Current Assets	
Cash and Cash Equivalent	
1060 Chequing Bank Account	19,662.19
1065 CCU Common Shares	6.22
2035 DMF Trust account	195,576.77
2040 DMF Trust Common Share Account	1.00
1600 Undeposited Funds	0.00
<b>Total Cash and Cash Equivalent</b>	<b>\$215,246.18</b>
Accounts Receivable (A/R)	
1200 Accounts Receivable	0.00
<b>Total Accounts Receivable (A/R)</b>	<b>\$0.00</b>
1220 Employee Cash Advances	0.00
1225 Employee Cash Advance Repayment	0.00
<b>Total 1220 Employee Cash Advances</b>	<b>0.00</b>
1320 Prepaid Expenses	1,729.30
<b>Total Current Assets</b>	<b>\$216,975.48</b>
Non-current Assets	
Property, plant and equipment	
1805 Dinosaur Suits	7,140.71
1807 Accum Amort - Dinosaur Suits	-5,068.78
<b>Total 1805 Dinosaur Suits</b>	<b>2,071.93</b>
1820 Office Furniture & Equipment	946.95
1905 Computer Hardware	746.20
1906 Accum Amort - Computer	-644.59
<b>Total 1905 Computer Hardware</b>	<b>101.61</b>
<b>Total Property, plant and equipment</b>	<b>\$3,120.49</b>
<b>Total Non Current Assets</b>	<b>\$3,120.49</b>
<b>Total Assets</b>	<b>\$220,095.97</b>
<b>Liabilities and Equity</b>	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2100 Accounts Payable	1,289.86
<b>Total Accounts Payable (A/P)</b>	<b>\$1,289.86</b>
2110 Accrued Professional Fees	1,800.00
2180 EI Payable	64.73
2185 CPP Payable	140.04
2190 Federal Income Tax Payable	88.32
2310 GST/HST Charged on Sales	0.00
2315 GST/HST Paid on Purchases	0.00
2335 GST/HST Payable	-2,393.21
2336 GST Difference	0.00
2337 GST/HST Suspense	0.00
2340 Payroll Liabilities	

	TOTAL
2345 Federal Taxes	0.00
<b>Total 2340 Payroll Liabilities</b>	<b>0.00</b>
2400 Short term loan - Town of Drumheller	0.00
2420 Short term loan-Canalta	0.00
2440 Deferred Income	0.00
<b>Total Current Liabilities</b>	<b>\$989.74</b>
<b>Total Liabilities</b>	<b>\$989.74</b>
Equity	
Retained Earnings	265,836.28
Profit for the year	-46,730.05
<b>Total Equity</b>	<b>\$219,106.23</b>
<b>Total Liabilities and Equity</b>	<b>\$220,095.97</b>



# Travel Drumheller Marketing Association

## PROFIT AND LOSS

January - July, 2019

	TOTAL
INCOME	
4020 Contributions-operating	8,500.00
4030 Vacation Guide Revenue	30,251.00
4040 Marketing Revenue	15.00
4200 Revenue	5,000.00
Destination Marketing Fees	17,170.78
SHiFT program income	850.00
<b>Total Income</b>	<b>\$61,786.78</b>
<b>GROSS PROFIT</b>	<b>\$61,786.78</b>
EXPENSES	
5010 Vacation Guide Expenses	41,324.80
5020 Marketing Projects Expense	19,070.58
5190 Subcontracts	28,596.03
5410 Wages & Salaries	1,664.70
5420 EI Expense	37.76
5430 CPP Expense	70.02
5610 Accounting & Legal	2,850.00
5615 Advertising & Promotions	6,022.78
5625 Business Fees & Licenses	92.50
5640 Courier & Postage	320.77
5670 Fees and Dues	522.90
5685 Insurance	114.00
5690 Interest & Bank Charges	47.55
5700 Office Supplies	444.91
5780 Telephone	384.65
Commissions	4,764.53
Meeting Cost	2,261.41
<b>Total Expenses</b>	<b>\$108,589.89</b>
OTHER INCOME	
4440 Interest Revenue	73.06
<b>Total Other Income</b>	<b>\$73.06</b>
<b>PROFIT</b>	<b>\$ -46,730.05</b>



## CONSULTANT REPORT – July 2019

From: Alyssa Berry

Itemization of services rendered to guide the discussion and work of Travel Drumheller

Category	Detail
Website & social media	<ul style="list-style-type: none"> <li>• Website analytics information attached (over 77,000 page views in July!!!!)</li> <li>• Implementing 2019 summer digital</li> <li>• Working on website updates (draft version of 2.0 complete, finalizing content) ready for fall</li> </ul>
Marketing	<ul style="list-style-type: none"> <li>• Cancelled CTV shoot – too early and not enough participants. Looking at other options for digital and perhaps a more simplistic biz feature</li> <li>• CTV Calgary and Edmonton prize packages delivered</li> <li>• Tourism Calgary co-op campaign booked</li> <li>• Pattison digital and airport campaign attached</li> <li>• RFP for fall/winter photo shoot almost complete</li> </ul>
Industry relations	<ul style="list-style-type: none"> <li>• Membership model with designer to create one-pager; and to include media kit for exploration guide</li> <li>• Strategic plan – update meeting</li> <li>• DMF meetings – new contracts, discussion</li> </ul>

Acquisition Overview

All Users

100.00% Users

21 Jun 2019 - 30 Jul 2019

Primary Dimension:

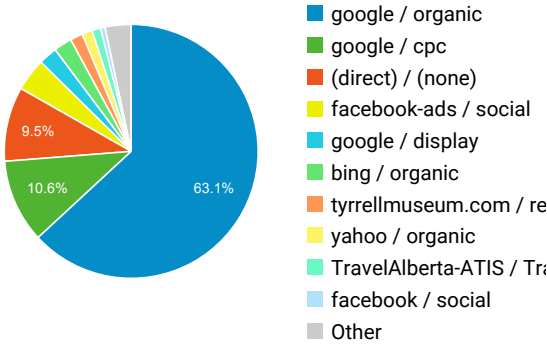
Top Sources/Mediums

Conversion:

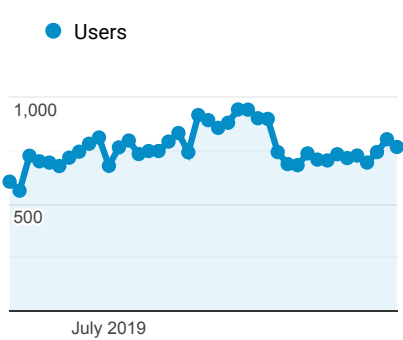
Goal 1: Industry Leads

Edit Channel Grouping

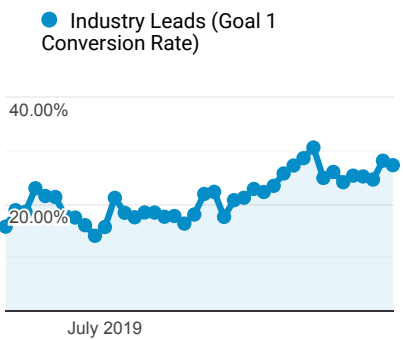
Top Sources/Mediums



Users



Conversions



Acquisition				Behaviour			Conversions		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages/Ses... ↓	Avg. Session Duration ↓	Goal 1 Conversion Rate ↓	Goal 1 Completion ↓	Goal 1 Value ↓
	26,836	26,166	34,327	51.36%	2.24	00:02:29	21.22%	7,284	CA\$7,284.00
1	google / organ	17,239		44.11%			24.57%		
2	google / cpc	2,905		87.34%			3.43%		
3	(direct) / (non	2,592		52.14%			20.55%		
4	facebook-ads	1,137		78.30%			10.66%		
5	google / displ	648		88.50%			2.15%		
6	bing / organic	634		28.29%			38.51%		
7	tyrrellmuseum	436		29.00%			30.13%		
8	yahoo / organ	359		38.74%			31.76%		
9	TravelAlberta-	302		27.62%			27.62%		
10	facebook / so	156		65.73%			19.10%		

To see all 129 Source/Medium click [here](#).

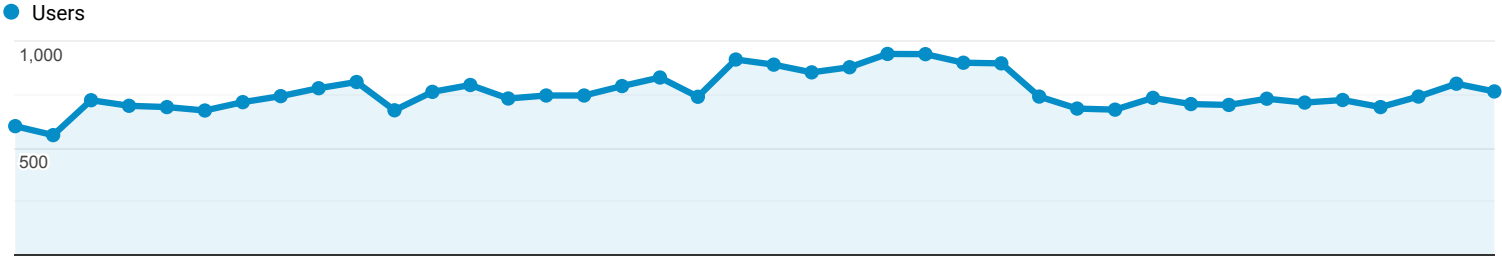


### Audience Overview

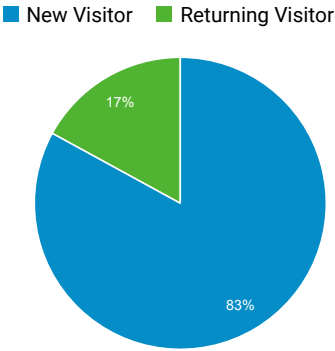
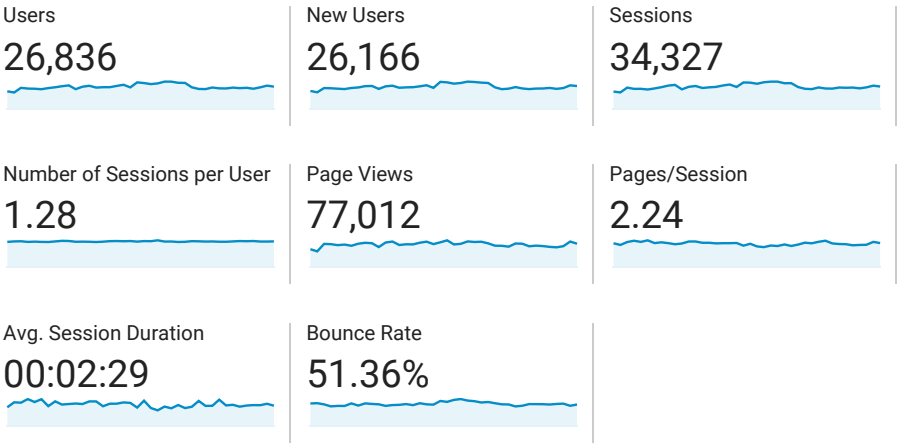
 All Users  
100.00% Users

21 Jun 2019 - 30 Jul 2019

Overview



July 2019



Language		Users	% Users
1.	en-ca	13,766	51.18%
2.	en-us	8,669	32.23%
3.	en-gb	2,808	10.44%
4.	fr-ca	291	1.08%
5.	fr-fr	157	0.58%
6.	en	145	0.54%
7.	en-au	116	0.43%
8.	de-de	113	0.42%
9.	zh-cn	95	0.35%
10.	fr	55	0.20%

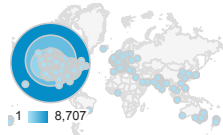
Location

All Users  
100.00% Users

21 Jun 2019 - 30 Jul 2019

Map Overlay

Summary



City	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Industry Leads (Goal 1 Conversion Rate)	Industry Leads (Goal 1 Completions)	Industry Leads (Goal 1 Value)
	26,836 % of Total: 100.00% (26,836)	26,194 % of Total: 100.11% (26,166)	34,327 % of Total: 100.00% (34,327)	51.36% Avg for View: 51.36% (0.00%)	2.24 Avg for View: 2.24 (0.00%)	00:02:29 Avg for View: 00:02:29 (0.00%)	21.22% Avg for View: 21.22% (0.00%)	7,284 % of Total: 100.00% (7,284)	CA\$7,284.00 % of Total: 100.00% (CA\$7,284.00)
1. <a href="#">Calgary</a>	8,707 (30.76%)	8,089 (30.88%)	10,758 (31.34%)	55.81%	1.96	00:01:59	18.14%	1,951 (26.78%)	CA\$1,951.00 (26.78%)
2. <a href="#">Edmonton</a>	3,522 (12.44%)	3,322 (12.68%)	4,374 (12.74%)	50.02%	2.42	00:02:53	23.16%	1,013 (13.91%)	CA\$1,013.00 (13.91%)
3. <a href="#">(not set)</a>	1,604 (5.67%)	1,494 (5.70%)	1,948 (5.67%)	51.85%	2.22	00:02:45	22.28%	434 (5.96%)	CA\$434.00 (5.96%)
4. <a href="#">Vancouver</a>	1,128 (3.99%)	1,007 (3.84%)	1,332 (3.88%)	53.30%	2.11	00:02:06	16.44%	219 (3.01%)	CA\$219.00 (3.01%)
5. <a href="#">Drumheller</a>	1,013 (3.58%)	800 (3.05%)	1,219 (3.55%)	54.96%	1.87	00:02:11	20.84%	254 (3.49%)	CA\$254.00 (3.49%)
6. <a href="#">Saskatoon</a>	705 (2.49%)	647 (2.47%)	882 (2.57%)	56.35%	2.18	00:02:23	20.98%	185 (2.54%)	CA\$185.00 (2.54%)
7. <a href="#">Regina</a>	679 (2.40%)	627 (2.39%)	835 (2.43%)	57.13%	2.26	00:02:23	21.20%	177 (2.43%)	CA\$177.00 (2.43%)
8. <a href="#">Toronto</a>	539 (1.90%)	497 (1.90%)	617 (1.80%)	43.60%	2.52	00:02:39	20.42%	126 (1.73%)	CA\$126.00 (1.73%)
9. <a href="#">Red Deer</a>	493 (1.74%)	466 (1.78%)	586 (1.71%)	56.14%	2.02	00:02:24	21.84%	128 (1.76%)	CA\$128.00 (1.76%)
10. <a href="#">Winnipeg</a>	475 (1.68%)	437 (1.67%)	593 (1.73%)	33.22%	3.11	00:04:07	33.05%	196 (2.69%)	CA\$196.00 (2.69%)

Rows 1 - 10 of 1427

## Overview

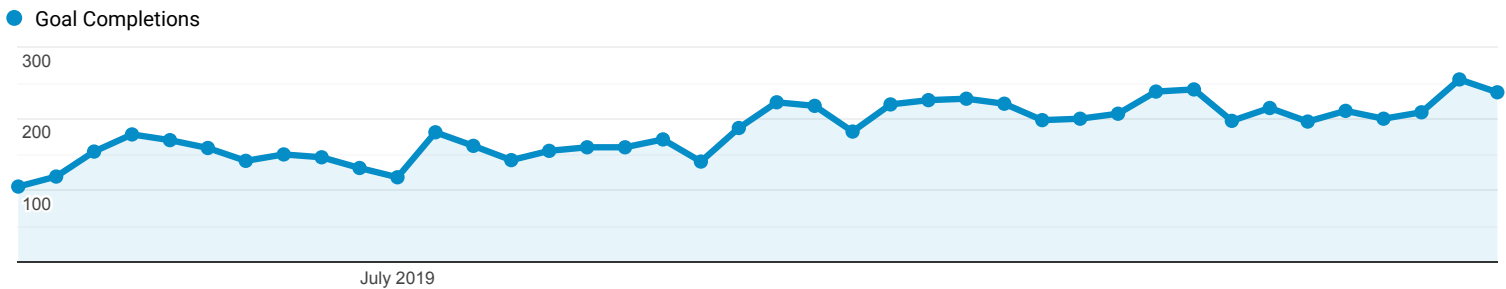
 All Users  
100.00% Goal Completions

21 Jun 2019 - 30 Jul 2019

Goal Option:

## All Goals

## Overview



## Goal Completions

7,351

Goal Value

CA\$7,284.00

### Goal Conversion Rate

21.41%

### Total Abandonment Rate

0.00%

### Industry Leads (Goal 1 Completions)


7,284

### Industry Click to Call (Goal 2 Completions)

67

Goal Completion Location	Goal Completions	% Goal Completions
1. <a href="#">/accommodation/campgrounds-rv/</a>	1,132	<div></div> 15.40%
2. <a href="#">/hiking-in-the-badlands/</a>	1,002	<div></div> 13.63%
3. <a href="#">/attraction/dinosaur-adventures/</a>	951	<div></div> 12.94%
4. <a href="#">/accommodation/hotels-motels/</a>	581	<div></div> 7.90%
5. <a href="#">/attraction/natural-attractions/</a>	510	<div></div> 6.94%
6. <a href="#">/accommodation/bed-breakfast-inns-cottages/</a>	383	<div></div> 5.21%
7. <a href="#">/food-and-drink/</a>	308	<div></div> 4.19%
8. <a href="#">/attraction/museums-historic-sites/</a>	287	<div></div> 3.90%
9. <a href="#">/attractions/royal-tyrrell-museum/</a>	276	<div></div> 3.75%
10. <a href="#">(entrance)</a>	212	<div></div> 2.88%

Overview

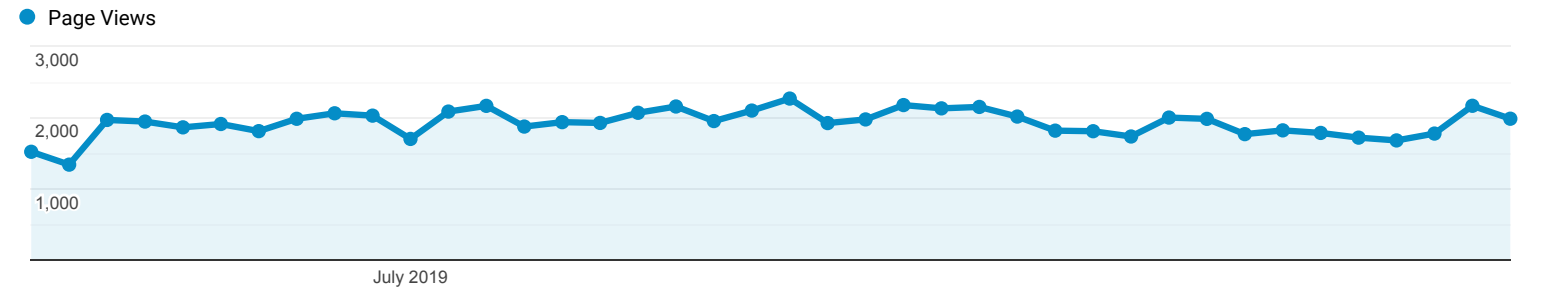


All Users

100.00% Page Views

21 Jun 2019 - 30 Jul 2019

Overview



Page Views

77,012

Unique Page Views

63,486

Avg. Time on Page

00:01:58

Bounce Rate

51.36%

% Exit

44.31%

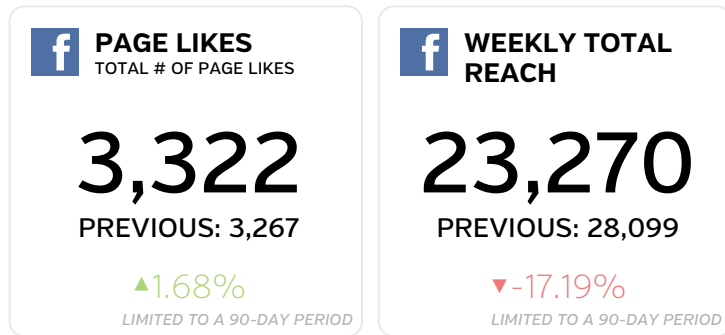
Page	Page Views	% Page Views
1. /	13,572	17.62%
2. /attraction/	8,685	11.28%
3. /hiking-in-the-badlands/	6,292	8.17%
4. /attraction/dinosaur-adventures/	5,678	7.37%
5. /accommodation/campgrounds-rv/	3,780	4.91%
6. /attraction/natural-attractions/	3,433	4.46%
7. /attraction/museums-historic-sites/	3,364	4.37%
8. /itineraries/	2,607	3.39%
9. /accommodation/	2,500	3.25%
10. /maps-guides/	2,207	2.87%





# Facebook

07/02/2019 - 07/31/2019 [compared to 07/02/2018 - 07/31/2018]



# PAGE POSTS

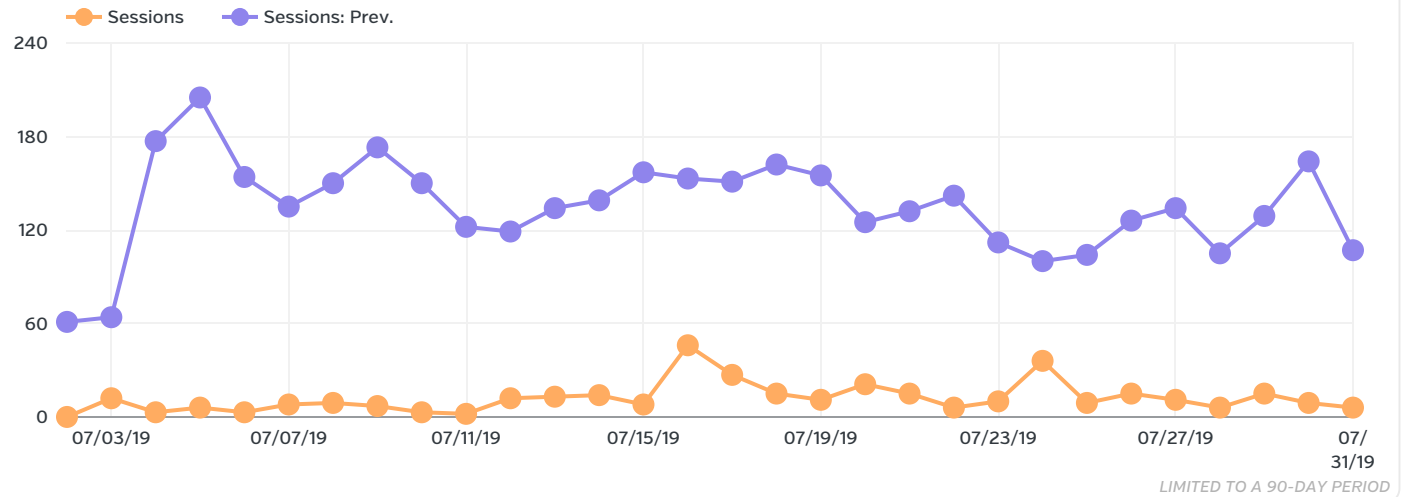
DATE ▲	POST	COMMENTS	LIKES	ENGAGED USERS	REACH	TALKING ABOUT THIS	VIRALITY
2019-07-25 15:23:00	Wild Rose Shows are bringing the fun to Downtown...	--	3	19	647	6	0. 93%
2019-07-24 11:22:00	So you're in Drumheller and you've spent some...	1	9	44	837	18	2.15%
2019-07-23 12:22:00	Drumheller, reimagined.  ?: stephenfung	1	13	30	697	15	2.15%
2019-07-22 15:33:15	Drumheller makes international news as we're...	--	35	100	1,209	71	5. 87%
2019-07-22 11:21:36	The Royal Tyrrell Museum of Palaeontology's new...	--	20	46	760	39	5.13%
2019-07-20 13:59:00	Right across from the World's Largest Dinosaur is...	2	21	65	1,242	31	2.5%
2019-07-18 17:27:00	Drumheller Bumper Boats is one of our best kept...	1	14	40	710	16	2. 25%
2019-07-17 15:05:00	Hike through the hoodoos: our version of...	--	31	52	937	40	4.27%
2019-07-16 12:59:00	Summer vacation means family time. If you're...	--	6	101	2,063	31	1.5%
2019-07-13 18:17:00	Want to know what you're in for when you visit...	--	9	39	963	15	1.56%
2019-07-12 20:54:48	Meet Veronica our new Ambassador. She will be out...	--	21	76	1,238	31	2.5%
2019-07-12 14:26:00	Here's your guide to an epic two day adventure in...	1	7	18	675	11	1.63%
2019-07-11 21:07:00	They're back!  ?:...	2	31	82	1,294	52	4. 02%
2019-07-10 14:02:15	Starting Thursday, July 11, Kaleidoscope Theatre...	--	7	29	711	11	1.55%
2019-07-06 11:51:00	Today is the first performance of the 2019...	--	8	17	555	11	1.98%
2019-07-05 13:30:00	With an increase in warm weather comes an...	2	19	36	875	24	2.74%
2019-07-04 16:49:00	Looking for a good drink and live music? You'll...	3	7	28	801	11	1.37%
2019-07-02 12:48:00	Travel Alberta recently brought a bunch of...	--	19	54	1,214	27	2. 22%

LIMITED TO A 90-DAY PERIOD



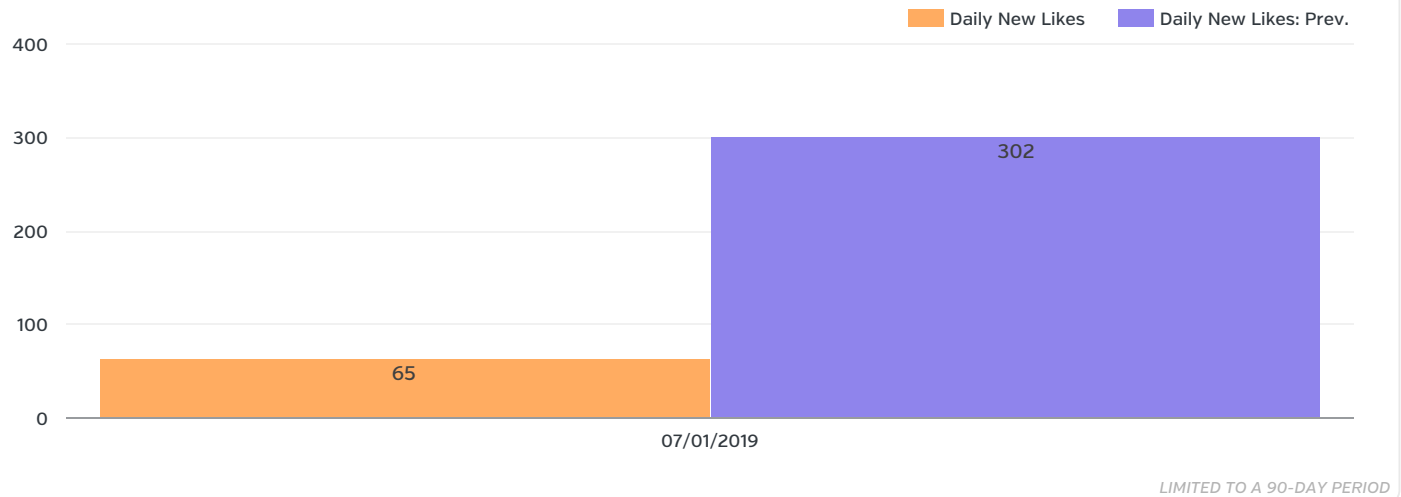
## WEBSITE REFERRALS FROM FACEBOOK

DAILY TRAFFIC SENT TO TRAVELDRUMHELLER.COM FROM FACEBOOK



## NEW PAGE LIKES VS PREVIOUS YEAR

YOY COMPARISON OF FACEBOOK PAGE LIKE DATA



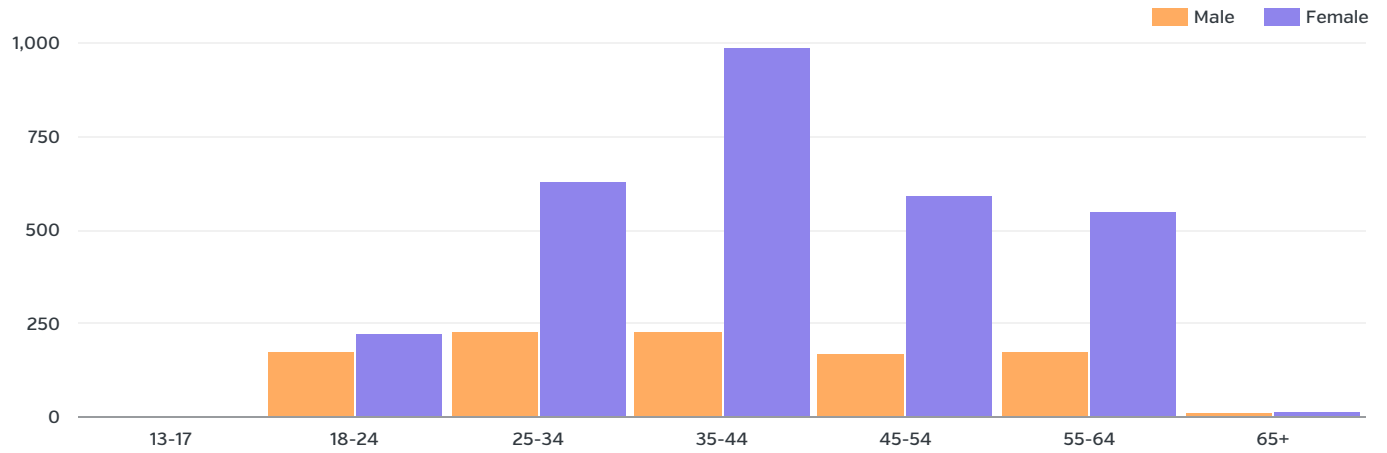
## LIKE SOURCES

WHERE NEW LIKES CAME FROM

LIKE SOURCES ^	LIKES
Your Page	46
Page Suggestions	12
Restored Likes From Reactivated Accounts	3
Search	3
News Feed	1



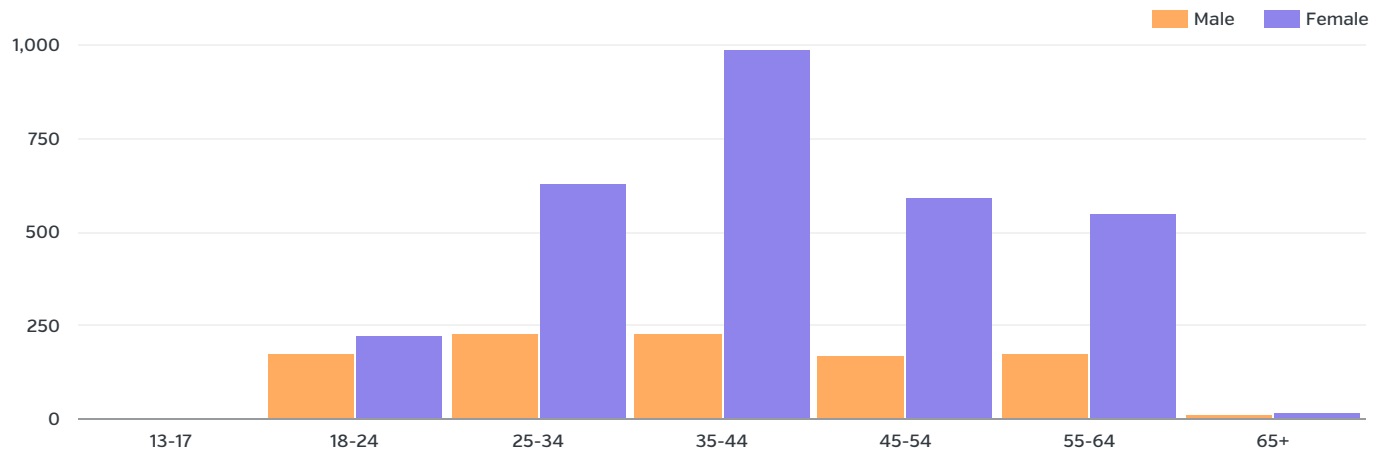
## REACHED AUDIENCE BREAKDOWN



LIMITED TO A 90-DAY PERIOD



## REACHED AUDIENCE BREAKDOWN



LIMITED TO A 90-DAY PERIOD

# Instagram

07/01/2019 - 07/31/2019

**Number of Followers:** 1,013

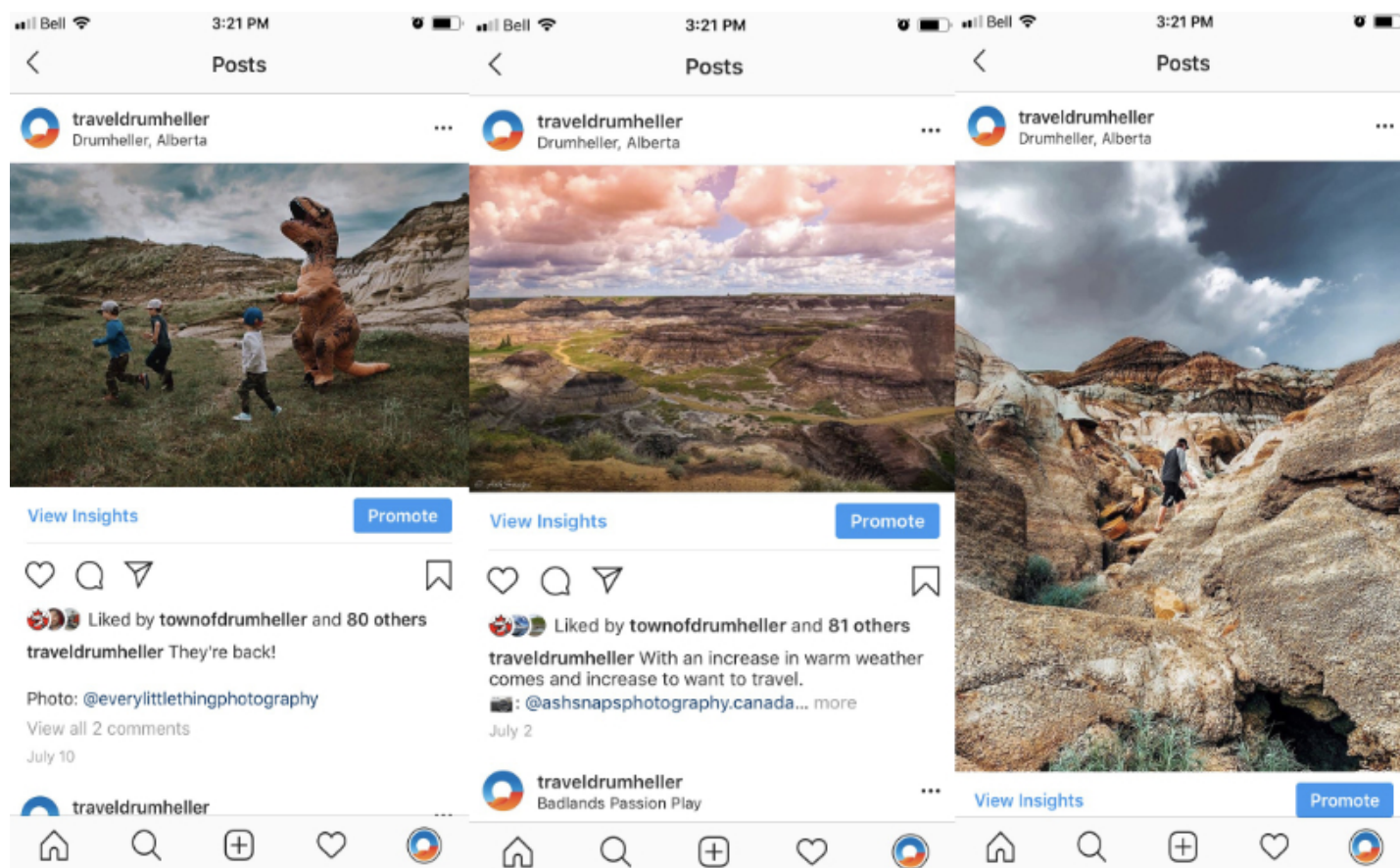
**Number of Posts:** 9

**Number of Engagements:**

- **Number of Likes:** 544
- **Number of Comments:** 7
- **Number of Shares:** 14

**Reach:** 4,959

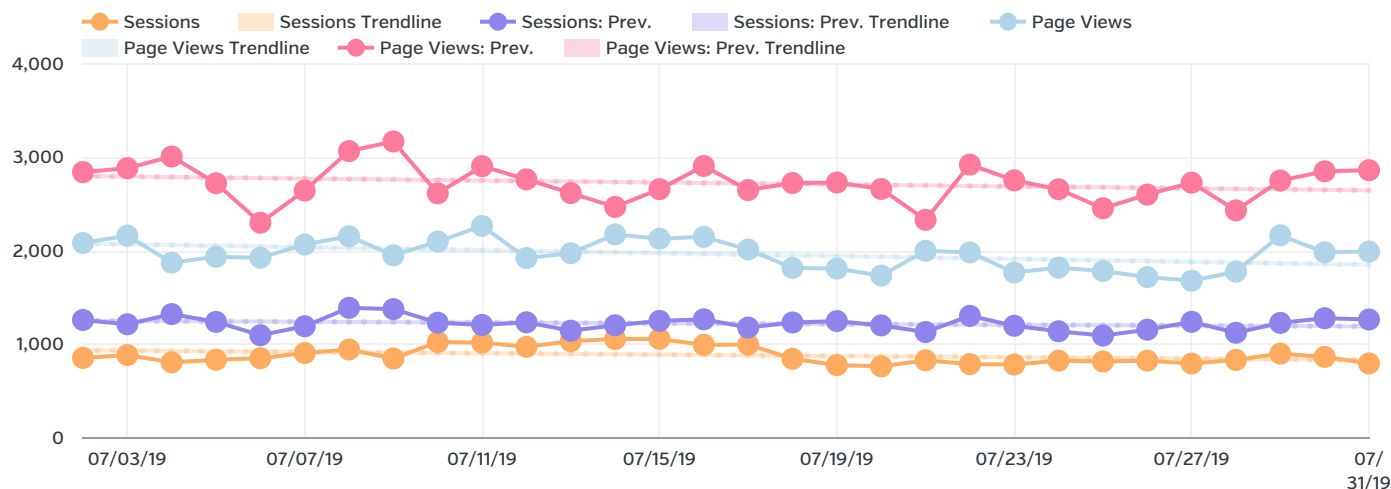
**Best Performing Post:**



# Google Analytics - Summary

07/02/2019 - 07/31/2019 [compared to 07/02/2018 - 07/31/2018]

## OVERVIEW SESSIONS



## ALL TRAFFIC SESSIONS

**26,491**

PREVIOUS: 36,620

▼-27.66%

## ALL REFERRALS SESSIONS

**996**

PREVIOUS: 1,276

▼-21.94%

## GOALS GOAL COMPLETIONS

**6,025**

PREVIOUS: 6,629

▼-9.11%

## TOP TRAFFIC SESSIONS

CHANNELS ^	SESSIONS	NEW USERS	BOUNCE RATE	PAGES / SESSION	AVG. SESSION DURATION	GOAL CONVERSION RATE	GOAL VALUE
Organic Search	▼-20.25% 17,623 vs 22,098	▼-16.92% 13,445 vs 16,184	▼-5.59% 43.56% vs 46.14%	▼-0.13% 2.45 vs 2.46	▼-1.57% 2:52 vs 2:55	▲31.19% 27.23% vs 20.75%	0.00% \$0.00 vs \$0.00
Display	▲41.91% 3,210 vs 2,262	▲43.46% 2,403 vs 1,675	▲1.65% 91.81% vs 90.32%	▼-0.63% 1.16 vs 1.17	▲12.59% 0:26 vs 0:23	▲25.28% 1.00% vs 0.80%	0.00% \$0.00 vs \$0.00
Direct	▼-33.24% 2,575 vs 3,857	▼-38.56% 1,917 vs 3,120	▲7.31% 52.00% vs 48.46%	▼-9.86% 2.27 vs 2.52	▼-6.87% 2:31 vs 2:42	▲15.74% 22.45% vs 19.39%	0.00% \$0.00 vs \$0.00
Social	▼-68.80% 1,294 vs 4,147	▼-68.32% 1,078 vs 3,403	▼-8.82% 73.72% vs 80.85%	▲9.83% 1.45 vs 1.32	▲19.79% 0:49 vs 0:41	▲59.76% 12.83% vs 8.03%	0.00% \$0.00 vs \$0.00

CHANNELS ▲	SESSIONS	NEW USERS	BOUNCE RATE	PAGES / SESSION	AVG. SESSION DURATION	GOAL CONVERSION RATE	GOAL VALUE
Referral	▼-20.29% 770 vs 966	▼-18.84% 560 vs 690	▼-9.47% 36.36% vs 40.17%	▲5.93% 2.87 vs 2.71	▲29.39% 4:01 vs 3:06	▲31.73% 30.00% vs 22.77%	0.00% \$0.00 vs \$0.00
Paid Search	▼-79.43% 579 vs 2,815	▼-76.64% 477 vs 2,042	▲18.75% 62.35% vs 52.50%	▼-13.30% 1.76 vs 2.03	▼-31.21% 1:41 vs 2:27	▼-24.29% 17.62% vs 23.27%	0.00% \$0.00 vs \$0.00
[Other]	▼-7.37% 440 vs 475	▲28.00% 288 vs 225	▼-3.19% 37.50% vs 38.74%	▼-13.62% 2.29 vs 2.65	▼-16.40% 2:21 vs 2:49	▲84.62% 26.82% vs 14.53%	0.00% \$0.00 vs \$0.00

SOURCE ▲	SESSIONS	NEW USERS	BOUNCE RATE	PAGES / SESSION	AVG. SESSION DURATION	GOAL CONVERSION RATE	GOAL VALUE
tyrrellmuseum.com	▲10.63% 437 vs 395	▲2.68% 306 vs 298	▼-4.51% 29.98% vs 31.39%	▲3.81% 3.35 vs 3.22	▲20.77% 4:35 vs 3:48	▲9.59% 31.35% vs 28.61%	0.00% \$0.00 vs \$0.00
m.facebook.com	▼-26.70% 129 vs 176	▼-20.90% 106 vs 134	▲3.64% 61.24% vs 59.09%	▼-0.10% 1.76 vs 1.76	▼-41.54% 0:44 vs 1:15	▼-5.09% 12.40% vs 13.07%	0.00% \$0.00 vs \$0.00
ca.search.yahoo.com	▲51.11% 68 vs 45	▲52.78% 55 vs 36	▼-33.82% 26.47% vs 40.00%	▲5.07% 2.66 vs 2.53	▲26.45% 4:36 vs 3:38	▲32.35% 41.18% vs 31.11%	0.00% \$0.00 vs \$0.00
banffandbeyond.com	▲147.06% 42 vs 17	▲166.67% 24 vs 9	▼-37.04% 33.33% vs 52.94%	▼-5.85% 2.55 vs 2.71	▲270.80% 4:14 vs 1:08	▲102.38% 35.71% vs 17.65%	0.00% \$0.00 vs \$0.00
l.facebook.com	▲22.58% 38 vs 31	▲33.33% 32 vs 24	▲15.57% 44.74% vs 38.71%	▼-11.81% 2.11 vs 2.39	▼-53.86% 1:17 vs 2:48	▲79.47% 28.95% vs 16.13%	0.00% \$0.00 vs \$0.00
baidu.com	∞ 19 vs 0	∞ 19 vs 0	∞ 100.00% vs 0.00%	∞ 1.00 vs 0.00	0.00% 0:00 vs 0:00	0.00% 0.00% vs 0.00%	0.00% \$0.00 vs \$0.00
lm.facebook.com	▼-52.63% 18 vs 38	▼-32.00% 17 vs 25	▼-0.65% 44.44% vs 44.74%	▲14.96% 3.06 vs 2.66	▼-35.26% 1:13 vs 1:53	▲111.11% 11.11% vs 5.26%	0.00% \$0.00 vs \$0.00
visitcalgary.com	▲1,500.00% 16 vs 1	▲1,100.00% 12 vs 1	∞ 25.00% vs 0.00%	▼-10.42% 2.69 vs 3.00	▲48.54% 3:10 vs 2:08	▼-87.50% 12.50% vs 100.00%	0.00% \$0.00 vs \$0.00
facebook.com	▼-38.10% 13 vs 21	▼-44.44% 10 vs 18	▼-10.26% 38.46% vs 42.86%	▼-8.70% 2.00 vs 2.19	▼-33.89% 1:34 vs 2:23	▲21.15% 23.08% vs 19.05%	0.00% \$0.00 vs \$0.00
l.instagram.com	▲160.00% 13 vs 5	▲40.00% 7 vs 5	▼-10.26% 53.85% vs 60.00%	▲34.62% 2.15 vs 1.60	▲307.56% 0:46 vs 0:11	∞ 15.38% vs 0.00%	0.00% \$0.00 vs \$0.00



LANDING PAGE ▲	SESSIONS	NEW USERS	BOUNCE RATE	PAGES / SESSION	AVG. SESSION DURATION	GOAL CONVERSION RATE	GOAL VALUE
/	▼-23.67% 8,051 vs 10,548	▼-22.74% 7,065 vs 9,144	▼-0.92% 23.35% vs 23.57%	▲0.38% 3.65 vs 3.64	▼-0.01% 3:50 vs 3:50	▲21.10% 28.23% vs 23.31%	0.00% \$0.00 vs \$0.00
/hiking-in-the-badlands/	▼-37.59% 2,647 vs 4,241	▼-35.96% 1,852 vs 2,892	▼-29.32% 49.68% vs 70.29%	▼-7.37% 1.57 vs 1. 69	▲12.90% 2:05 vs 1:51	▲842.83% 34.68% vs 3. 68%	0.00% \$0.00 vs \$0.00
/accommodation/campground s-rv/	▼-50.80% 2,114 vs 4,297	▼-50.59% 1,595 vs 3,228	▲19.30% 67.88% vs 56.90%	▼-7.64% 1.25 vs 1. 35	▼-23.14% 2:04 vs 2:42	▼-27.20% 26.16% vs 35.93%	0.00% \$0.00 vs \$0.00
/attraction/	▼-20.74% 1,788 vs 2,256	▼-24.62% 1,197 vs 1,588	▲57.79% 63.93% vs 40.51%	▼-25. 05% 2.13 vs 2.84	▼-31.19% 2:06 vs 3:04	▼-21.72% 13.26% vs 16. 93%	0.00% \$0.00 vs \$0.00
/attraction/dinosaur-adventures/	▼-60.12% 1,015 vs 2,545	▼-64.11% 623 vs 1,736	▼-11.27% 62.76% vs 70. 73%	▲10.34% 1.76 vs 1. 59	▲54.25% 1:59 vs 1:17	▲56.33% 20.39% vs 13.05%	0.00% \$0.00 vs \$0.00
/travel_itinerary/the-fre e-spirited-explorer/	▲95.56% 880 vs 450	▲108.14% 716 vs 344	▲3.99% 82.73% vs 79. 56%	▼-2. 06% 1.28 vs 1. 31	▼-12.16% 0:45 vs 0:52	▼-26.14% 8.86% vs 12. 00%	0.00% \$0.00 vs \$0.00
/attraction/museums-histo ric-sites/	▼-29.73% 844 vs 1,201	▼-31.12% 580 vs 842	▼-0.98% 78.08% vs 78.85%	▲1.38% 1.41 vs 1. 40	▲43.64% 1:08 vs 0:48	▲53.39% 9.83% vs 6. 41%	0.00% \$0.00 vs \$0.00
/travel_itinerary/the-you ng-young-at-heart/	▲188.26% 810 vs 281	▲315.89% 628 vs 151	▲6.66% 86.54% vs 81. 14%	▼-5.51% 1.22 vs 1. 29	▼-35.17% 0:34 vs 0:53	▼-27.31% 5.43% vs 7. 47%	0.00% \$0.00 vs \$0.00
/attractions/drumheller-hoodoos/	▲35.35% 716 vs 529	▲45.68% 590 vs 405	▲12.70% 62.85% vs 55.77%	▼-14. 71% 1.86 vs 2.18	▼-19.49% 1:48 vs 2:15	▲24.07% 12.43% vs 10. 02%	0.00% \$0.00 vs \$0.00
/attraction/natural-attractions/	▲2.03% 552 vs 541	▲12.93% 262 vs 232	▼-1.99% 74.28% vs 75. 79%	▲0.43% 1.35 vs 1. 35	▼-13.82% 1:28 vs 1:43	▲2.73% 15.76% vs 15. 34%	0.00% \$0.00 vs \$0.00

## TOP SOCIAL NETWORK REFERRALS

SESSIONS

SOCIAL NETWORK ^	SESSIONS	PAGE VIEWS	AVG. SESSION DURATION	PAGES / SESSION	GOAL CONVERSION RATE	GOAL VALUE
Facebook	▼-90.89% 368 vs 4,041	▼-88.10% 632 vs 5,309	▲51.66% 1:02 vs 0:41	▲30.72% 1.72 vs 1.31	▲114.26% 17.39% vs 8.12%	0.00% \$0.00 vs \$0.00
Instagram	▲160.00% 13 vs 5	▲250.00% 28 vs 8	▲307.56% 0:46 vs 0:11	▲34.62% 2.15 vs 1.60	∞ 15.38% vs 0.00%	0.00% \$0.00 vs \$0.00
TripAdvisor	▲100.00% 6 vs 3	▲300.00% 12 vs 3	∞ 4:33 vs 0:00	▲100.00% 2.00 vs 1.00	0.00% 0.00% vs 0.00%	0.00% \$0.00 vs \$0.00
Pinterest	▼-81.82% 4 vs 22	▼-78.13% 14 vs 64	▼-16.27% 2:21 vs 2:49	▲20.31% 3.50 vs 2.91	▼-100.00% 0.00% vs 18.18%	0.00% \$0.00 vs \$0.00
Blogger	▼-57.14% 3 vs 7	▼-37.50% 5 vs 8	▼-6.41% 1:36 vs 1:43	▲45.83% 1.67 vs 1.14	0.00% 0.00% vs 0.00%	0.00% \$0.00 vs \$0.00
Twitter	▼-50.00% 1 vs 2	▲80.00% 9 vs 5	▲811.93% 16:34 vs 1:49	▲260.00% 9.00 vs 2.50	0.00% 0.00% vs 0.00%	0.00% \$0.00 vs \$0.00
YouTube	∞ 1 vs 0	∞ 1 vs 0	0.00% 0:00 vs 0:00	∞ 1.00 vs 0.00	0.00% 0.00% vs 0.00%	0.00% \$0.00 vs \$0.00
Naver	▼-100.00% 0 vs 2	▼-100.00% 0 vs 4	▼-100.00% 0:00 vs 1:52	▼-100.00% 0.00 vs 2.00	0.00% 0.00% vs 0.00%	0.00% \$0.00 vs \$0.00
reddit	▼-100.00% 0 vs 2	▼-100.00% 0 vs 2	0.00% 0:00 vs 0:00	▼-100.00% 0.00 vs 1.00	0.00% 0.00% vs 0.00%	0.00% \$0.00 vs \$0.00
Pocket	▼-100.00% 0 vs 1	▼-100.00% 0 vs 1	0.00% 0:00 vs 0:00	▼-100.00% 0.00 vs 1.00	0.00% 0.00% vs 0.00%	0.00% \$0.00 vs \$0.00

## TOP EVENTS

SESSIONS

EVENT CATEGORY ^	TOTAL EVENTS	UNIQUE EVENTS	EVENT VALUE	AVG. VALUE
External Link	▼-15.52% 12,109 vs 14,333	▼-15.01% 11,153 vs 13,123	0.00% 0 vs 0	0.00% 0.00 vs 0.00
outbound-link	∞ 3,763 vs 0	∞ 3,377 vs 0	0.00% 0 vs 0	0.00% 0.00 vs 0.00
download	∞ 288 vs 0	∞ 275 vs 0	0.00% 0 vs 0	0.00% 0.00 vs 0.00
Phone Call	▼-40.63% 76 vs 128	▼-40.91% 65 vs 110	0.00% 0 vs 0	0.00% 0.00 vs 0.00
tel	∞ 25 vs 0	∞ 20 vs 0	0.00% 0 vs 0	0.00% 0.00 vs 0.00
mailto	∞ 2 vs 0	∞ 2 vs 0	0.00% 0 vs 0	0.00% 0.00 vs 0.00

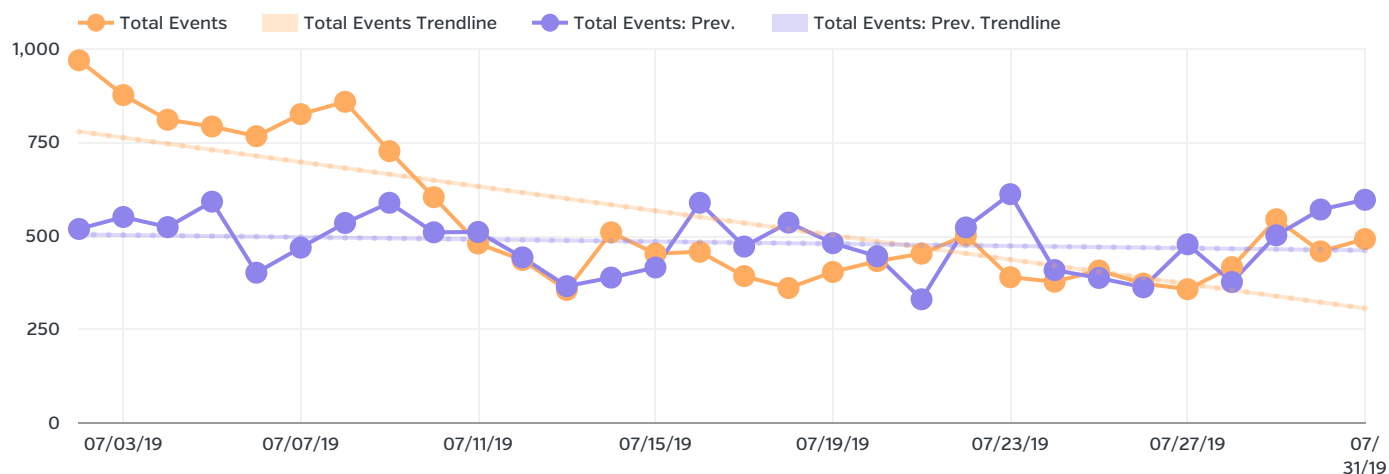
# Google Analytics - Events Overview

07/02/2019 - 07/31/2019 [compared to 07/02/2018 - 07/31/2018]



## EVENTS OVERVIEW

TOTAL EVENTS



## ALL TRAFFIC SESSIONS

26,491

PREVIOUS: 36,620

▼-27.66%



## ALL REFERRALS SESSIONS

996

PREVIOUS: 1,276

▼-21.94%



## GOALS GOAL COMPLETIONS

6,025

PREVIOUS: 6,629

▼-9.11%



## TOP EVENTS SESSIONS

EVENT CATEGORY ^	TOTAL EVENTS	UNIQUE EVENTS	EVENT VALUE	AVG. VALUE
External Link	▼-15.52% 12,109 vs 14,333	▼-15.01% 11,153 vs 13,123	0.00% 0 vs 0	0.00% 0.00 vs 0.00
outbound-link	∞ 3,763 vs 0	∞ 3,377 vs 0	0.00% 0 vs 0	0.00% 0.00 vs 0.00
download	∞ 288 vs 0	∞ 275 vs 0	0.00% 0 vs 0	0.00% 0.00 vs 0.00
Phone Call	▼-40.63% 76 vs 128	▼-40.91% 65 vs 110	0.00% 0 vs 0	0.00% 0.00 vs 0.00
tel	∞ 25 vs 0	∞ 20 vs 0	0.00% 0 vs 0	0.00% 0.00 vs 0.00

EVENT CATEGORY ▲	TOTAL EVENTS	UNIQUE EVENTS	EVENT VALUE	AVG. VALUE
mailto	<div>∞</div> <div>2 vs 0</div>	<div>∞</div> <div>2 vs 0</div>	<div>0.00%</div> <div>0 vs 0</div>	<div>0.00%</div> <div>0.00 vs 0.00</div>



## Outdoor Ad Proposal

Client **Travel Drumheller**  
Brand  
Prepared For **Alyssa Berry**  
Date **29-Jul**  
Prepared By **Adam Seely**  
403-770-5719

Market(s)	Product(s)	Start Week	End Week	Approx # of Panels		Notes	Number of Weeks	Rate Card 4 Week Cost/Panel	Quoted 4 Week Cost/Panel	Total Rate Card Value	Total Quoted Cost	Total Savings	Production Estimate & Fees	Average Daily Circ	Total Impressions
TRANSIT															
Calgary	Digital BRT Network	19-Aug-19	Aug 25-19	1	Max Orange University NW	16 screens (8 platforms)	1	\$2,750	\$2,000	\$688	\$500	\$188	\$0	308,875	2,162,125
Calgary	Digital BRT Network	26-Aug-19	Sep 1-19	1	Max Orange 16 Ave NW	16 screens (8 platforms)	1	\$2,750	\$2,000	\$688	\$500	\$188	\$0	643,951	4,507,657
Calgary	Digital BRT Network	02-Sep-19	Sep 8-19	1	Max Teal SW	16 screens (8 platforms)	1	\$2,750	\$2,000	\$688	\$500	\$188	\$0	269,854	1,888,978
Calgary	Digital BRT Network	09-Sep-19	Sep 15-19	1	Max Teal SE	20 screens (10 platforms)	1	\$2,750	\$2,000	\$688	\$500	\$188	\$0	211,277	1,478,939
Calgary	Digital BRT Network	16-Sep-19	Sep 22-19	1	Max Orange University NW	16 screens (8 platforms)	1	\$2,750	\$2,000	\$688	\$500	\$188	\$0	308,875	2,162,125
Calgary	Digital BRT Network	23-Sep-19	Sep 29-19	1	Max Orange 16 Ave NW	16 screens (8 platforms)	1	\$2,750	\$2,000	\$688	\$500	\$188	\$0	643,951	4,507,657
Calgary	Digital BRT Network	30-Sep-19	Oct 6-19	1	Max Teal SW	16 screens (8 platforms)	1	\$2,750	\$2,000	\$688	\$500	\$188	\$0	269,854	1,888,978
Calgary	Digital BRT Network	07-Oct-19	Oct 13-19	1	Max Teal SE	20 screens (10 platforms)	1	\$2,750	\$2,000	\$688	\$500	\$188	\$0	211,277	1,478,939
AIRPORT															
Calgary	YYC Digital Pylons West Jet	19-Aug-19	Sep 15-19	1		6 (3 double sided) x 70" screens	4	\$4,900	\$3,430	\$4,900	\$3,430	\$1,470	\$0	0	
Calgary	YYC Digital Pylons Air Canada	19-Aug-19	Sep 15-19	1		4 (2 double sided) x 70" screens	4	\$3,300	\$2,310	\$3,300	\$2,310	\$990	\$0	0	
Calgary	DIGITAL GATEWAY TV	19-Aug-19	Sep 15-19	1	BONUS	TERMINAL WIDE SET OF 40	4	\$4,800	\$0	\$4,800	\$0	\$4,800	\$0	0	
Calgary	DIGITAL LUGGAGE CAROUSEL	19-Aug-19	Sep 15-19	1	BONUS	SET OF 16	4	\$6,500	\$0	\$6,500	\$0	\$6,500	\$0	0	
Calgary	DIGITAL SHOWCASE	19-Aug-19	Sep 15-19	1	BONUS	SET OF 14	4	\$11,000	\$0	\$11,000	\$0	\$11,000	\$0	0	
Calgary	DIGITAL FLIGHT INFO BOARD	19-Aug-19	Sep 15-19	1	BONUS	INTERNATIONAL (set of 2) 3x2' matrix	4	\$6,300	\$0	\$6,300	\$0	\$6,300	\$0	0	
												</			

# **Administrative Assistant Report**

## **August 2019**

- Travel Drumheller Networking
  - August 28th
    - Jungling Works
      - This will be outside Jungling Works store location
  - September 12th
    - Rosebud Theatre
  - September 27th
    - Travel Drumheller / Town of Drumheller
  - October
    - Valley Brewing
  - November / December
    - East Coulee School Museum
- White Hat Academy - Status update: Who's registered?
- Growing Kneehill -
  - Market Review / Feedback
- Committee Assignment

Ambassador : Veronica

Start Date : July 11th

#### Locations in July

1. Visitor Information Centre - Thank you Deb and team for accommodating Veronica on location. The VIC was a great location for Veronica to get a “crash” course in regards to what sort of information / questions she may be asked while out on location.
2. Drumheller Downtown Plaza - The Plaza is a great “hub” location for the Ambassador, however, 90% of the visitors to the Plaza are Drumheller Locals. Veronica found that while being on location at the Plaza her resources were not being utilized as effectively as there were/are when she is out on location. Most nights Veronica was scheduled to be at the Plaza she would actually go and visit with Tourists at the Splash Park, Downtown Core inviting those families to the Plaza (which most of them were unaware of the Plaza)
3. Farmers Market - Same concerns as the Plaza - most guests visiting the Farmers Market were local. Minimal to zero traffic.
4. East Coulee School Museum
5. Atlas Coal Mine - Most Traffic seen while at the Atlas Coal Mine.
6. Michichi Board Walk - this location did not provide any opportunity to provide Tourist Information. This location was a partnership with Starland County; which is part of 2019/2020 Travel Drumheller strategic plan etc.
7. Tyrrell Museum - The Museum has Veronica situated in the South Parking lot by the washrooms. This location seems to be a prime spot for meeting families as they leave the museum. The goal of the Ambassador is to provide additional venue information to families as they head back into Drumheller. These venues include additional Museums, Restaurants, the Downtown Plaza; etc.

#### Locations in August

1. Hoodoos! Location of the Canopy at the Hoodoo's is right at the entrance (you have to walk through the tent to go see the Hoodoo's!). We have been changing the start time when on location at the Hoodoo's to see when more traffic is flowing through, and regardless of starting at 9am or 11am - the number of visitors remains relatively the same.
2. Atlas Coal Mine

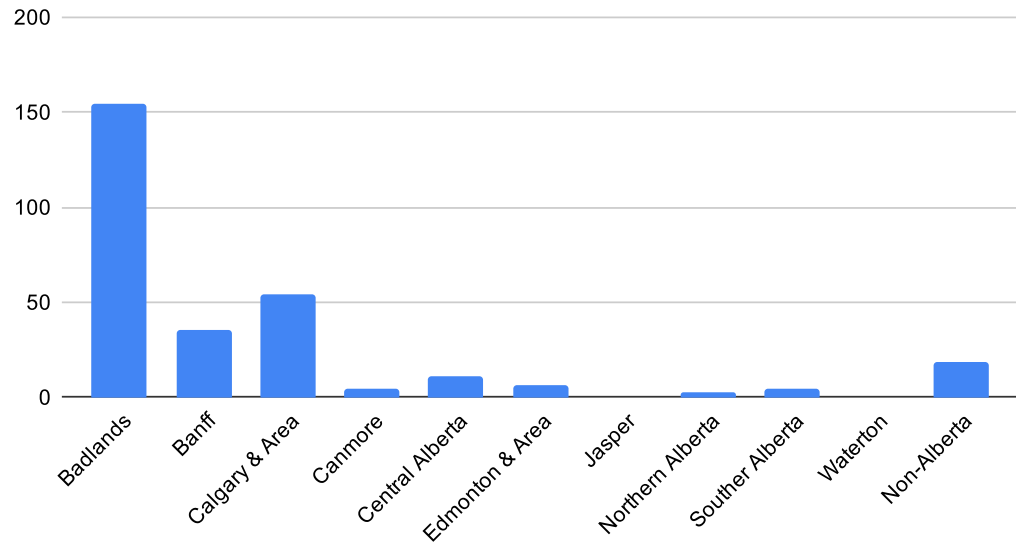
3. Rosebud Theatre
4. High Eagle Campground
5. Thorny Rose Cafe
6. Dinosaur RV Park - Walking through the RV Park early in the morning that the Ambassador was able to connect with campers as they were rising and having breakfast. The Ambassador was stationed at the RV Office which proved to be a great location as the office at the campground was quite busy.
7. Horseshoe Canyon - Campground - same objective as Dinosaur RV Park
8. Kneehill County Market - This event was great Networking with other Vendors in the area.



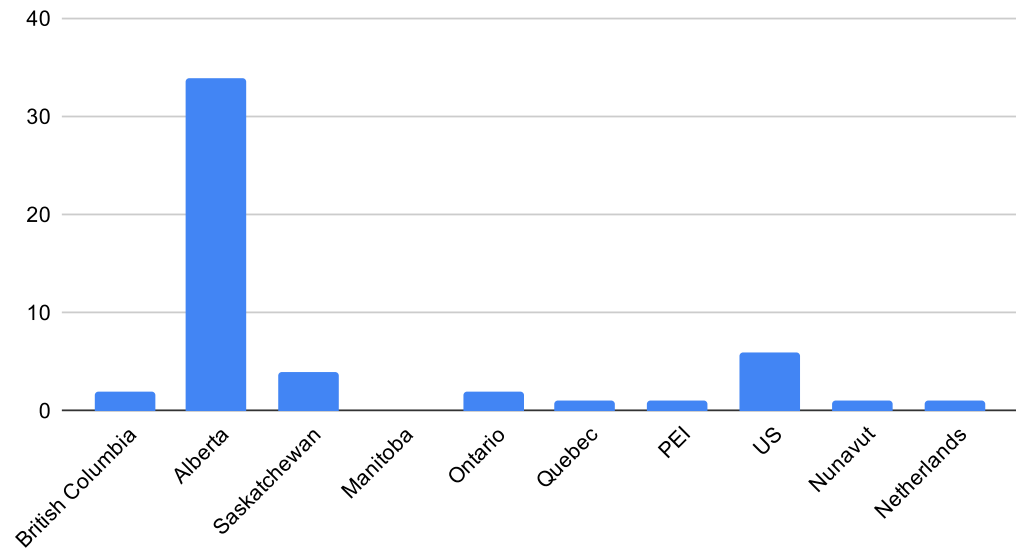
Number of Tourists planning on visiting these locations	
Badlands	155
Banff	36
Calgary & Area	54
Canmore Kananaskis	5
Central Alberta	11
Edmonton & Area	7
Jasper	0
Northern Alberta	3
Souther Alberta	5
Waterton	0
Non-Alberta	19

Total of 160 people seen July 12 - July 22

Tourist Point of Origin	
British Columbia	2
Alberta	34
Saskatchewan	4
Manitoba	0
Ontario	2
Quebec	1
PEI	1
US	6
Nunavut	1
Netherlands	1



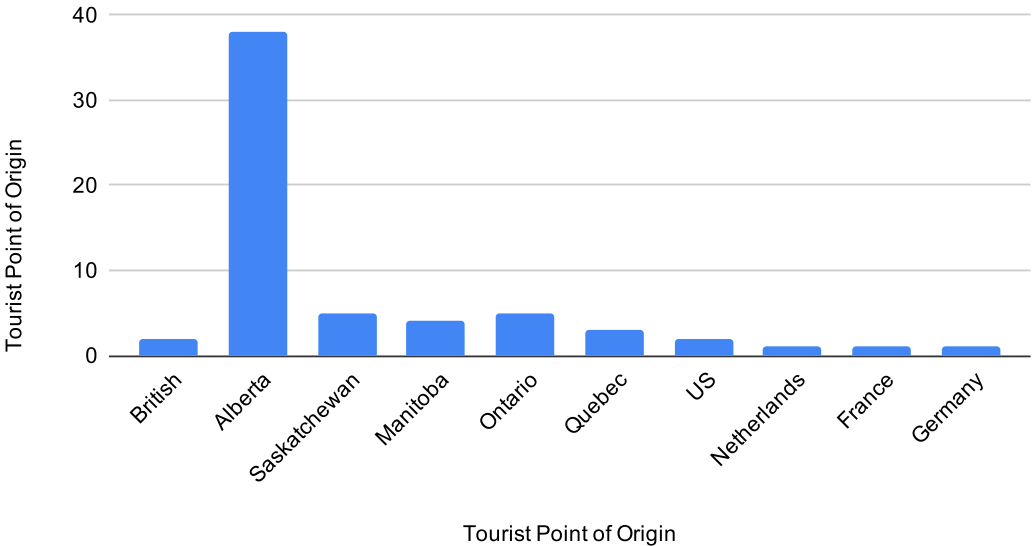
Number of Tourists planning on visiting these locations



Tourist Point of Origin

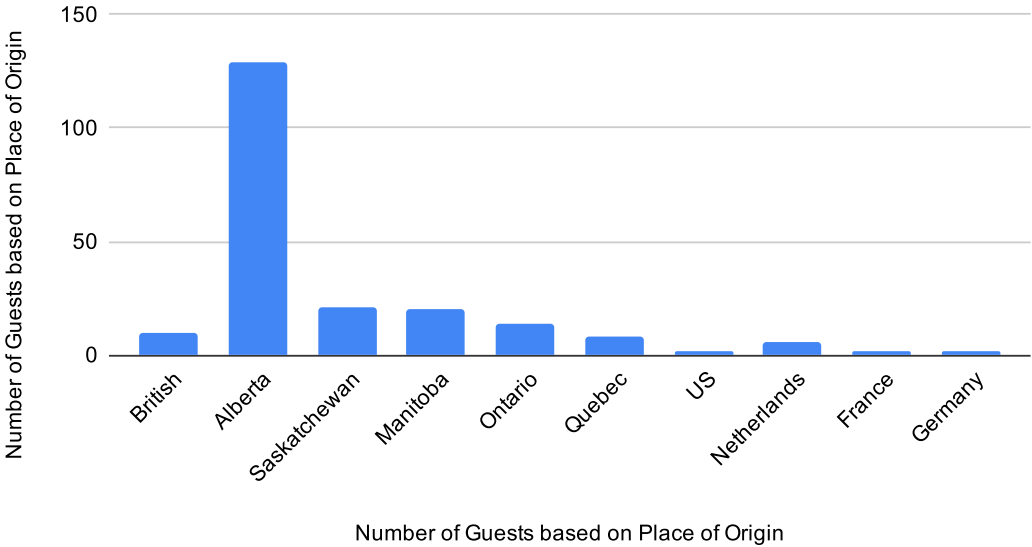
Tourist Point of Origin	
British Columbia	2
Alberta	38
Saskatchewan	5
Manitoba	4
Ontario	5
Quebec	3
US	2
Netherlands	1
France	1
Germany	1

Tourist Point of Origin



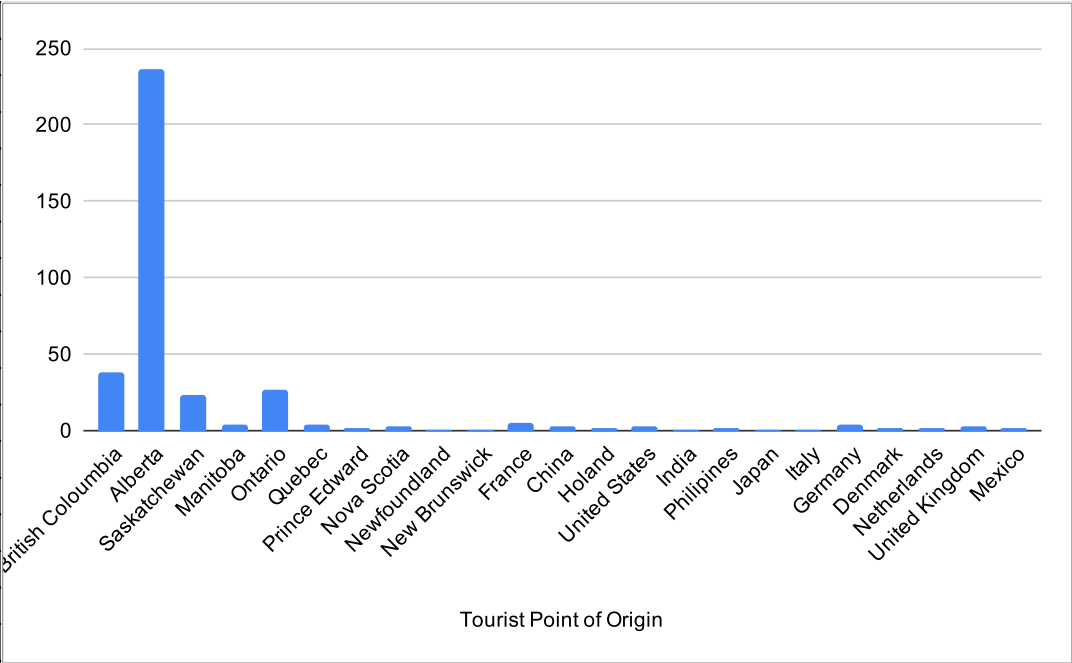
Number of Guests based on Place of Origin	
British Columbia	10
Alberta	129
Saskatchewan	21
Manitoba	20
Ontario	14
Quebec	8
US	2
Netherlands	6
France	2
Germany	2

Number of Guests based on Place of Origin

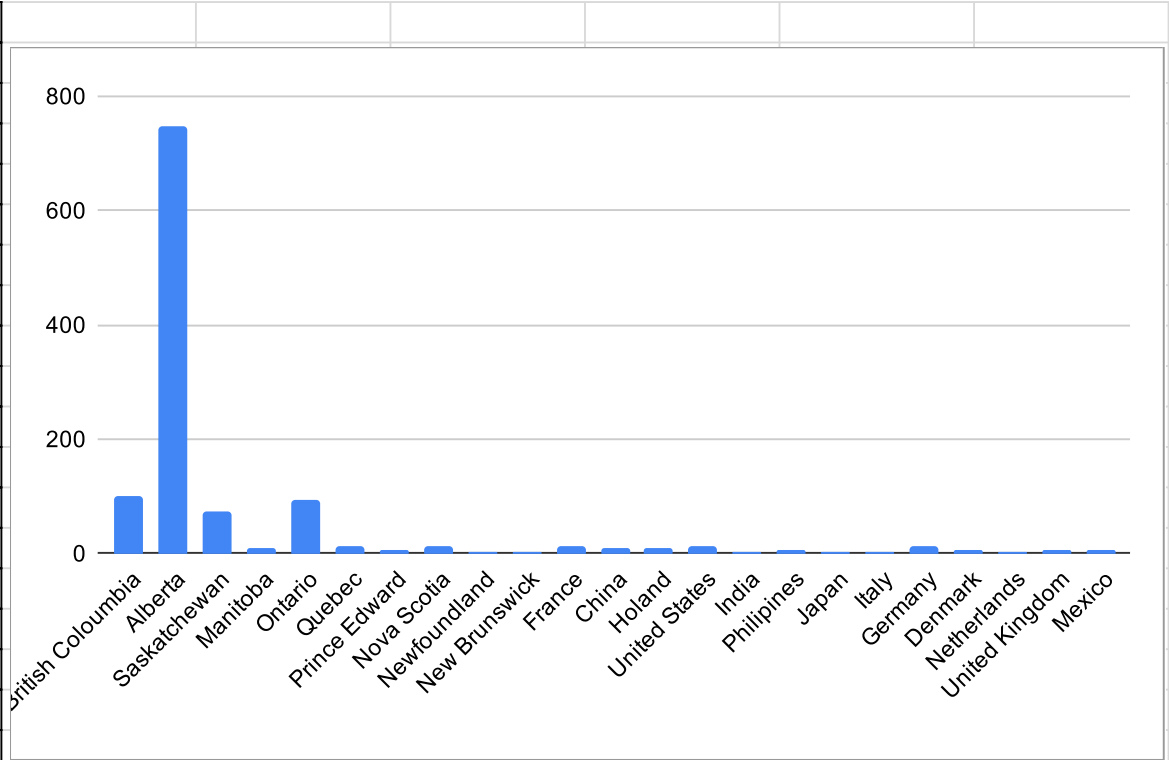




Tourist Point of Origin	
British Coloumbia	38
Alberta	236
Saskatchewan	23
Manitoba	4
Ontario	27
Quebec	4
Prince Edward Island	2
Nova Scotia	3
Newfoundland	1
New Brunswick	1
France	5
China	3
Holand	2
United States	3
India	1
Philipines	2
Japan	1
Italy	1
Germany	4
Denmark	2
Netherlands	2
United Kingdom	3
Mexico	2



Number of Guests based on Place of Origin	
British Coloumbia	100
Alberta	749
Saskatchewan	73
Manitoba	11
Ontario	94
Quebec	14
Prince Edward Island	8
Nova Scotia	13
Newfoundland	4
New Brunswick	2
France	14
China	10
Holand	10
United States	13
India	4
Philipines	8
Japan	3
Italy	4
Germany	12
Denmark	8
Netherlands	4
United Kingdom	8
Mexico	8



The list:

1. Chamber of Commerce - **Marcie Pears**
2. Economic Advisory Committee - **Marcie Pears**
3. Canadian Badlands (I believe as a group you all decided it would be best to hold off temporarily on this one considering some of the information that was shared with us at the last meeting).
4. Destination Drumheller - **Marcie Pears**
5. Municipal planning commission
6. Wheatland County - **Marcie Pears**  
Starland County - **Marcie Pears**  
Kneehill County - **Devan Dekeyser**  
Town of Three Hills - **Marcie Pears**  
Trochu - **Marcie Pears**
7. Special Areas
8. Sports
  - a) Drumheller Minor Hockey Association
  - b) Drumheller Minor Baseball Association
  - c) Drumheller Girls Softball Association
  - d) Drumheller Dragons (AJHL)
  - e) Titans (Football)
  - f) Curling Club
  - g) Golf Course
  - h) Drumheller Fun Team
9. Farmers Markets - Spring / Summer / Fall / Winter small vendor markets - **Marcie Pears**
10. Heritage Arts and Culture Board
11. Citizens on Patrol / RCMP Commission
12. Community Futures - **Marcie Pears**
13. Dino Arts - **Marcie Pears**
14. Celebration of Excellence (Drumheller Chamber of Commerce) - **Marcie Pears**
15. Rotary Club
16. Strathmore Tourism Taskforce - **Marcie Pears**
17. TMAC - **Marcie Pears**