



	Travel Drumheller Marketing Association Board of Directors Meeting Drumheller & District Chamber of Commerce Wednesday, December 18th 2019 10:00am - 12:00pm
	Vision: <i>Drumheller is a sought-after tourism destination</i> Mission: <i>To promote Drumheller as a premier year-round destination through quality marketing and stakeholder engagement</i>
1.	Call meeting to order
2.	Approval of agenda
3.	Approval of minutes – November 2019
4.	Financial report <ul style="list-style-type: none"> • Current financial statements
5.	Consultant report <ul style="list-style-type: none"> • See report (included in board package)
6.	Administrative report <ul style="list-style-type: none"> • See report (included in board package)
7.	Unfinished Business <ul style="list-style-type: none"> • Creation of Board Sub-Committees <ul style="list-style-type: none"> ○ Administration ○ Marketing ○ DMF
8.	Discussion Items <ul style="list-style-type: none"> • Drumheller and District Chamber of Commerce Membership Renewal • 2020 Travel Drumheller Financial Budget • Drumheller Dragons <ul style="list-style-type: none"> ○ Friday January 24th Game Day Sponsor <ul style="list-style-type: none"> ▪ What intermission activity does TD want to do? ▪ What Board Member(s) will be at the rink to work booth ○ Friday February 14th VIP <ul style="list-style-type: none"> ▪ What Partner(s) does TD want to invite? ▪ What Board Member(s) will be at the rink to be with guests in the VIP box?

9.	In Camera
10.	Adjournment
	Next meeting: Wednesday, January 15, 2020

Travel Drumheller Marketing Association
November 20, 2019
10:00am @ DDCC Boardroom MINUTES

Present:	D. Schinnour B. Steeves	R. Semchuk V. Neudorf	M. Pears E. Secord	S. Newstead J. Fielding
Absent:	A. Berry C. Sereda	C. Hughes H. Little	T. Vyvey D. Dekeyser	

1. Call to Order

R. Semchuk called the meeting to order at 10:14 a.m. M. Pears recorded the minutes.

2. Approval of Agenda

Motion by S.Newstead and D. Schinnor to approve. CARRIED

3. Approval of Minutes

- Adjustment to October minutes J. Fielding was present.

Motion by B. Steeves and D. Schinnor to approve. CARRIED

4. Financial Report

- Balance sheet Accounts Payable is at \$0 as of November 19, 2019
- DMF from Canalta will be paid later November 2019.
- S. Newstead and B. Steeves have realigned some expenses to adjust budget etc.
- CTV invoices to be forwarded directly to B. Steeves
- Credit card now in good standing

Motion by J. Fielding and D. Schinnor to approve. CARRIED

5. Consultant's Report

- See attached
- Christmas Campaign
 - Board is unclear of Budgeted amount
- RFP
 - Approved for Winter season - Budget adjusted to \$5000
 - Dates to be adjusted to reflect Winter months only.
 - Deadline December 15th
 - Take place January and February
 - Requested images are to be
 - Experiences
 - Images with people enjoying venues

Motion to approve the amended RFP S. Newstead and seconded by J. Fielding. CARRIED

- These are the Board Comments to the Consultant Report
 - **Next meeting please provide a quick social media report (content process and content calendar).**
 - **Breakdown of what portion of Strong Coffee invoicing goes to Social Media support.**
 - **What is projected with Strong Coffee in 2020 (projects on the go)**
- Membership Model
 - Changes made by Board
 - 20% Exploration Guide discount
 - 1 hour "Market Ready Audit" - this removes the consultant comment
 - Remove "Special Digital and Social Media business features"
 - Provide clarification on Cooperative Marketing "Cooperative Marketing **Opportunities** with Travel Drumheller and Travel Alberta"
 - Change the number of employees
 - Flat rate of \$95 / membership regardless of number of employees
 - **Roll out by November 29th**
 - Correct the phone number and address at the bottom of the page.
 - Add email address

Motion to approve the Amended Travel Drumheller Partnership Opportunities Pricing model R. Semchuk and seconded by V. Neudorf. CARRIED

6. Administrative Report

- See attached

7. Unfinished Business

- Creat of Board Sub Committees
 - Marcie to send communication out to RYAN list of sub-commitees and Ryan will send communication out for consideration.
 - **Creating 3 sub committees**
 - 1) Administration: Barb?, 2 more members.**
 - 2) Marketing: Julia?,**
 - 3) DMF:**
 - Assign everyone at the next meeting to sub committees**
 - 2-3 people on a committee, potential of stakeholders to be involved in the future.**
 - Response Deadline by FRIDAY November 29th
 - BIO Deadline FRIDAY November 29th

8. Discussion Items

- Canada Summer Jobs not a concern for Travel Drumheller
- FYI From Ryan
 - Travel Alberta funding reduced \$2 million
 - Overall cut of 15% to trade and tourism budget

- Alberta Parks & Culture - Tyrrell and Provincial Tourism Budgets cut (hours of operation, summer students)
- Ryan will be in conversation with Nate Horner regarding these budget cuts and support.
- **Budget to be discussed at the December 18th meeting.**
- Town of Drumheller is requesting 4 pages to be in the Guide showcasing Living, Working, Playing in Drumheller - Julia has gone back to the Town of Drumheller indicting the cost of this potential 4 page spread.

11. Julia Motioned to go in-camera 11:50am
Done in camera 12:10pm

10. Adjournment

- R. Semchuk adjourned the meeting at 12:15 p.m.

Next board meeting: December 18th, 2019

Signed by:

R. Semchuk

On November 26th Ryan Semchuk sent out an email requesting a Board Vote for the approval of Travel Drumheller participating in Christmas in the Coulee for \$200.00

Responses in favor of:

- Crystal Sereda
- Vance Neudorf
- Julia Fielding
- Ryan Semchuk
- Deb Schinnour
- Elain Secord
- Heather Little
- Devan Dekeyser

Responses not in favor:

No Response received from:

- Theresa Vyvey
- Cindie Hughes

Unable to cast vote due to conflict of interest:

- Sarah Newstead
- Barb Steeves

Travel Drumheller Marketing Association

BALANCE SHEET

As of December 15, 2019

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
1060 Chequing Bank Account	75,798.63
1065 CCU Common Shares	6.22
2035 DMF Trust account	97,500.94
2040 DMF Trust Common Share Account	1.00
1600 Undeposited Funds	0.00
Total Cash and Cash Equivalent	\$173,306.79
Accounts Receivable (A/R)	
1200 Accounts Receivable	0.00
Total Accounts Receivable (A/R)	\$0.00
1220 Employee Cash Advances	0.00
1225 Employee Cash Advance Repayment	0.00
Total 1220 Employee Cash Advances	0.00
1320 Prepaid Expenses	1,729.30
Total Current Assets	\$175,036.09
Non-current Assets	
Property, plant and equipment	
1805 Dinosaur Suits	7,140.71
1807 Accum Amort - Dinosaur Suits	-5,068.78
Total 1805 Dinosaur Suits	2,071.93
1820 Office Furniture & Equipment	946.95
1905 Computer Hardware	746.20
1906 Accum Amort - Computer	-644.59
Total 1905 Computer Hardware	101.61
Total Property, plant and equipment	\$3,120.49
Total Non Current Assets	\$3,120.49
Total Assets	\$178,156.58
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2100 Accounts Payable	0.00
Total Accounts Payable (A/P)	\$0.00
Credit Card	
Visa Card-Collabria	201.87
Total Credit Card	\$201.87
2110 Accrued Professional Fees	1,800.00
2180 EI Payable	38.71
2185 CPP Payable	71.78
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	-7,162.86

	TOTAL
2336 GST Difference	0.00
2337 GST/HST Suspense	0.00
2340 Payroll Liabilities	
2345 Federal Taxes	0.00
Total 2340 Payroll Liabilities	0.00
2400 Short term loan - Town of Drumheller	0.00
2420 Short term loan-Canalta	0.00
2440 Deferred Income	4,504.90
Total Current Liabilities	\$ -545.60
Total Liabilities	\$ -545.60
Equity	
Retained Earnings	265,836.28
Profit for the year	-87,134.10
Total Equity	\$178,702.18
Total Liabilities and Equity	\$178,156.58

Travel Drumheller Marketing Association

PROFIT AND LOSS

January 1 - December 15, 2019

	TOTAL
INCOME	
4020 Contributions-operating	18,500.00
4030 Vacation Guide Revenue	30,251.00
4040 Marketing Revenue	15.00
4200 Revenue	31,250.00
4300 Destination Marketing Fees	54,866.60
4400 SHiFT program income	850.00
Total Income	\$135,732.60
GROSS PROFIT	\$135,732.60
EXPENSES	
5010 Vacation Guide Expenses	59,598.38
5020 Marketing Projects Expense	81,791.38
5025 Travel Expense	4,574.78
5190 Subcontracts	47,966.73
5410 Wages & Salaries	5,165.52
5420 EI Expense	117.16
5430 CPP Expense	218.80
5440 WCB Expense	200.00
5610 Accounting & Legal	4,935.00
5615 Advertising & Promotions	3,718.05
5625 Business Fees & Licenses	150.50
5640 Courier & Postage	373.97
5645 Credit Card Charges	14.53
5685 Insurance	2,577.00
5690 Interest & Bank Charges	47.55
5700 Office Supplies	500.15
5710 Training/Education	2,800.00
5780 Telephone	1,045.59
Commissions	4,764.53
Meeting Cost	2,408.36
Total Expenses	\$222,967.98
OTHER INCOME	
4440 Interest Revenue	101.28
Total Other Income	\$101.28
PROFIT	\$ -87,134.10



CONSULTANT REPORT – November 2019

From: Alyssa Berry

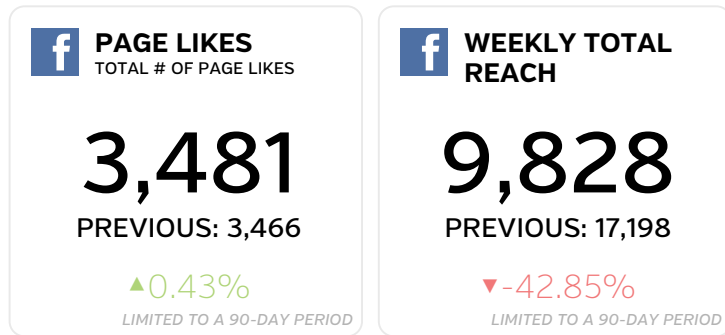
Itemization of services rendered to guide the discussion and work of Travel Drumheller

Category	Detail
Website & social media	<ul style="list-style-type: none">• Website and social analytics information attached
Marketing	<ul style="list-style-type: none">• Draft guide stories completed – re-working hockey story and removing all mention of Willow Creek Adventures• First proof Jan 14• Photography RFP ended Dec 13, reviewing and shortlisting• 2020 draft budget provided
Industry relations	<ul style="list-style-type: none">• Membership form attached – info sessions set for January



Facebook

11/01/2019 - 11/30/2019 [compared to 11/01/2018 - 11/30/2018]





PAGE POSTS

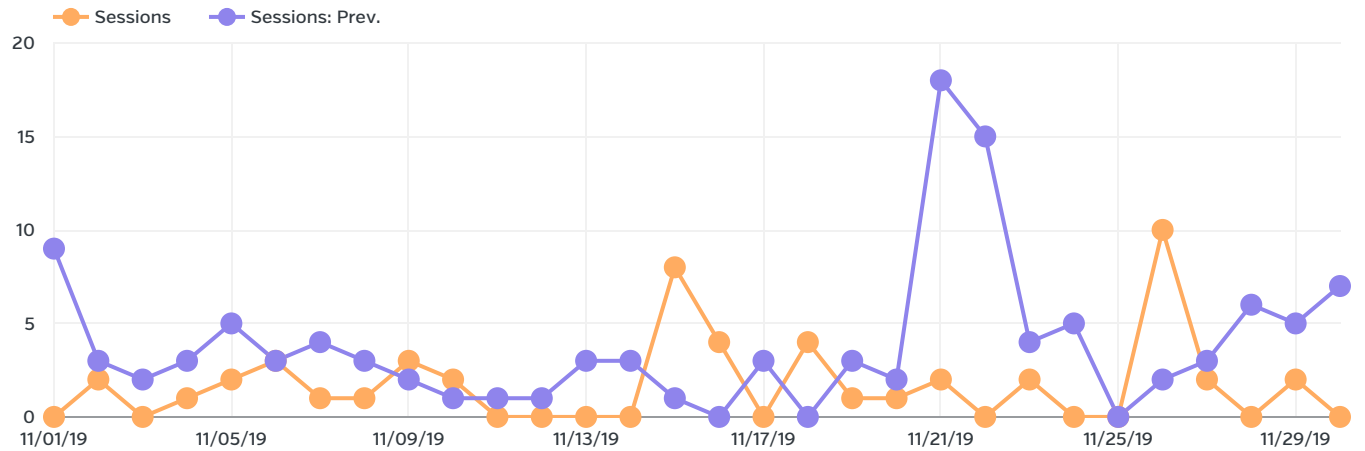
DATE ▲	POST	COMMENTS	LIKES	ENGAGED USERS	REACH	TALKING ABOUT THIS	VIRALITY
2019-11-26 12:30:52	When there's snow on the Hoodoos and the...	--	7	12	386	8	2.07%
2019-11-26 10:53:16	Drumheller is a popular location for movie and TV...	--	10	27	764	10	1.31%
2019-11-19 11:15:38	The Drumheller filter makes everything better ?:...	--	31	42	650	35	5.38%
2019-11-15 15:34:57	Get into the spirit of the season, Drumheller...	--	5	--	--	--	-
2019-11-13 09:56:27	It's layering season ?: karaokeefe	--	40	57	870	54	6.21%
2019-11-12 12:56:00	Where will you be on Saturday, November 16? We'll. ..	--	8	27	1,074	14	1.3%
2019-11-09 13:00:29	The annual start of the festive season in...	1	14	33	695	23	3.31%
2019-11-05 12:59:59	We never get tired of seeing new angles of the...	2	58	96	1,175	81	6.89%
2019-11-01 19:55:32	Star light, star bright, first hoodoo I see...	1	16	26	508	23	4.53%

LIMITED TO A 90-DAY PERIOD



WEBSITE REFERRALS FROM FACEBOOK

DAILY TRAFFIC SENT TO TRAVELDRUMHELLER.COM FROM FACEBOOK

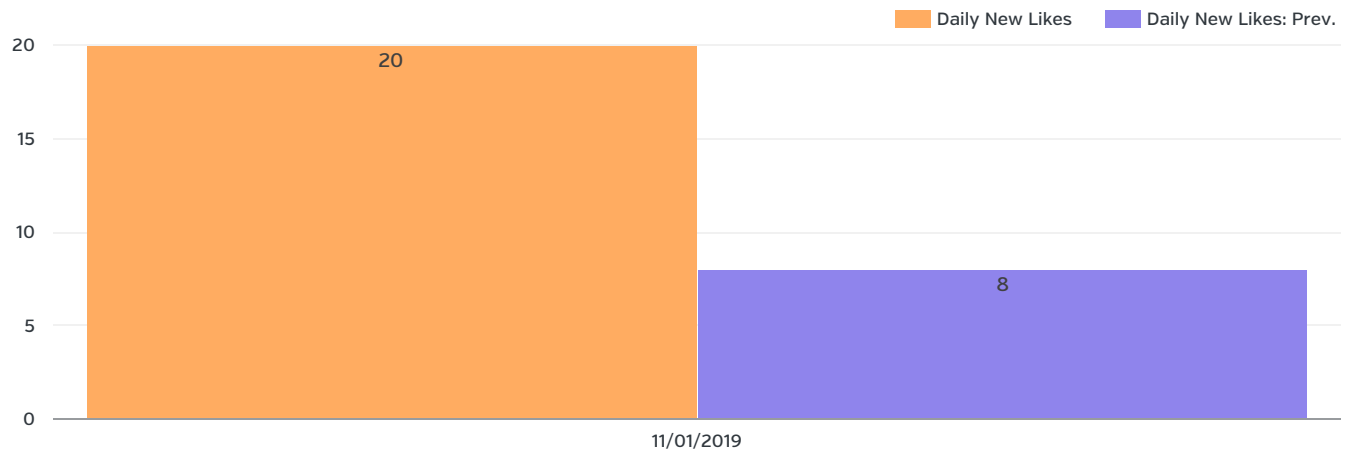


LIMITED TO A 90-DAY PERIOD



NEW PAGE LIKES VS PREVIOUS YEAR

YOY COMPARISON OF FACEBOOK PAGE LIKE DATA



LIMITED TO A 90-DAY PERIOD



LIKE SOURCES

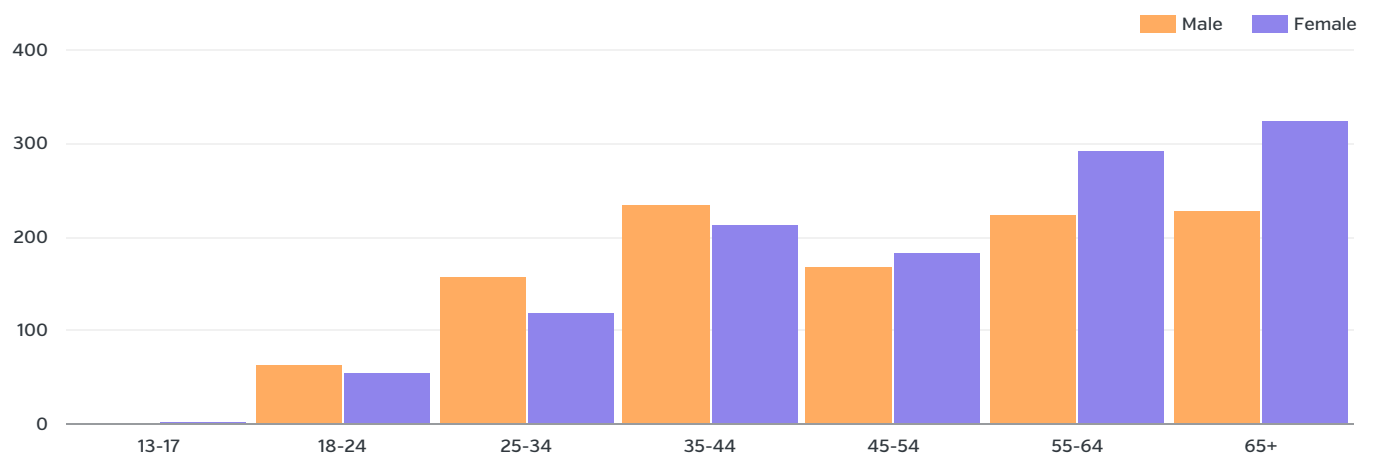
WHERE NEW LIKES CAME FROM

LIKE SOURCES ▲	LIKES
Your Page	11
Page Suggestions	6
Search	1
Other	1
News Feed	1

LIMITED TO A 90-DAY PERIOD



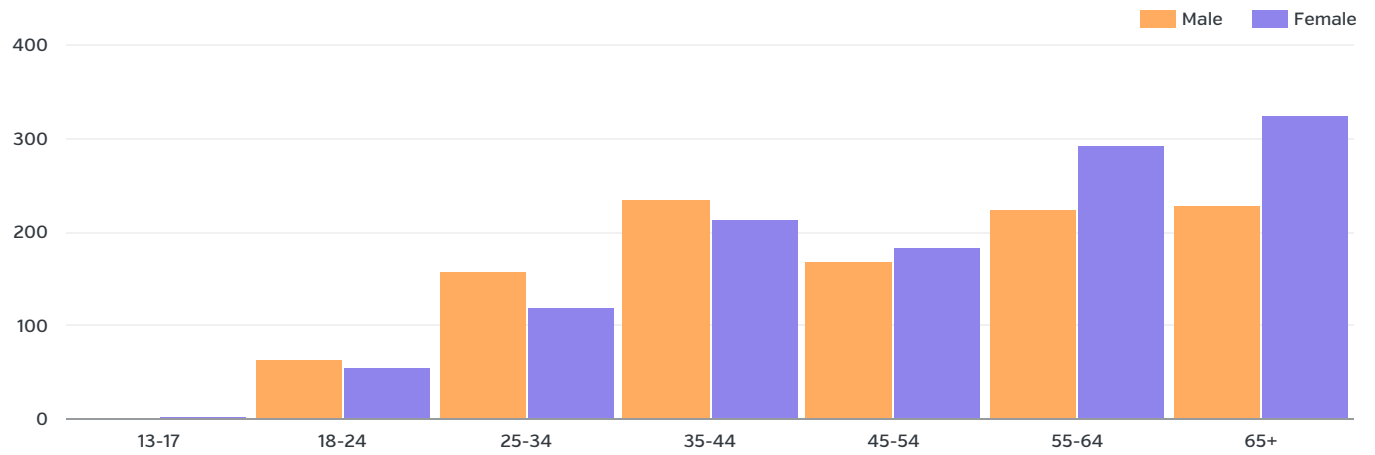
REACHED AUDIENCE BREAKDOWN



LIMITED TO A 90-DAY PERIOD



REACHED AUDIENCE BREAKDOWN



LIMITED TO A 90-DAY PERIOD

Instagram

11/01/2019 - 11/30/2019

Number of Followers: 1,116

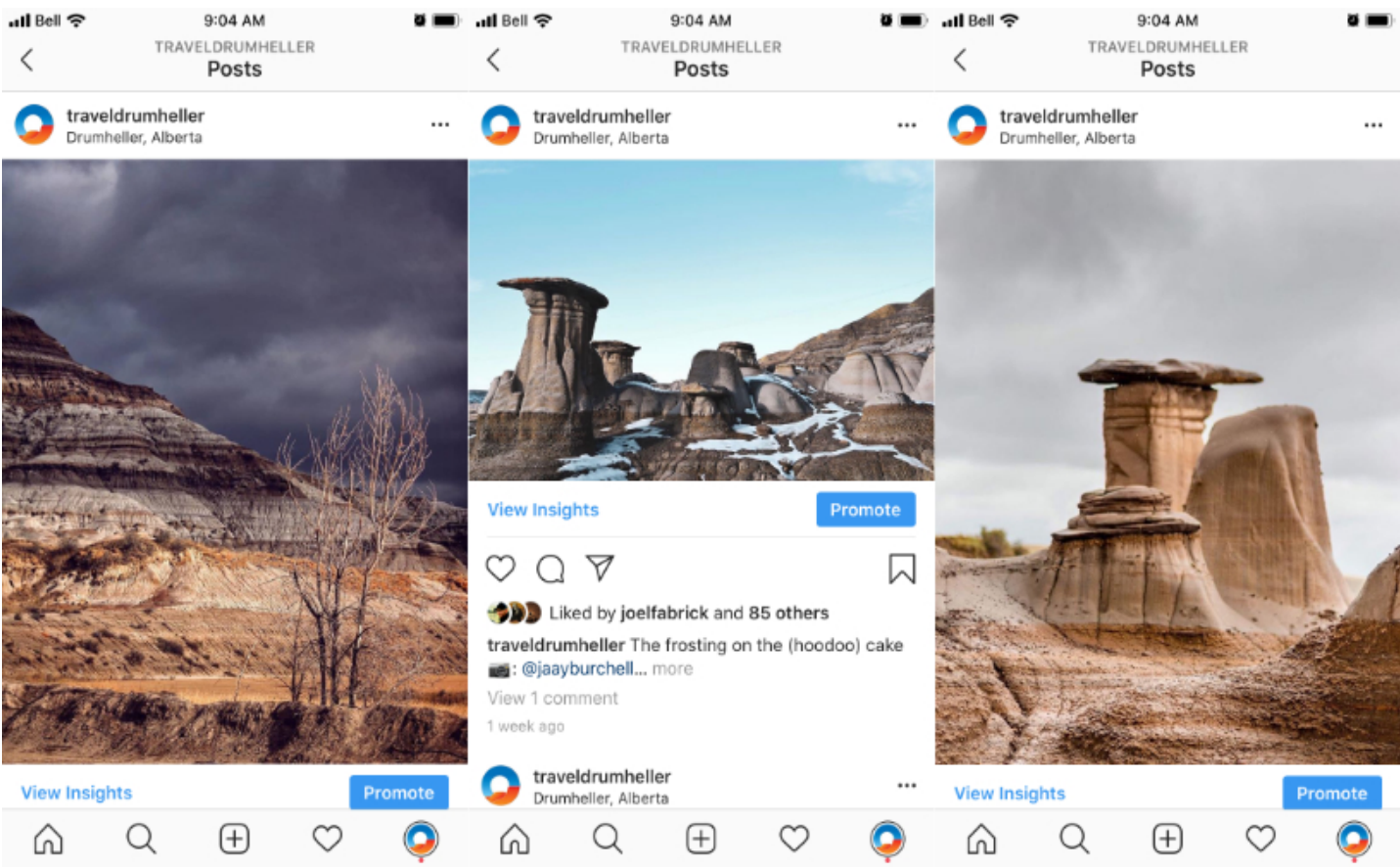
Number of Posts: 8

Number of Engagements:

- **Number of Likes:** 626
- **Number of Comments:** 6
- **Number of Shares:** 5

Reach: 4,919

Best Performing Posts:

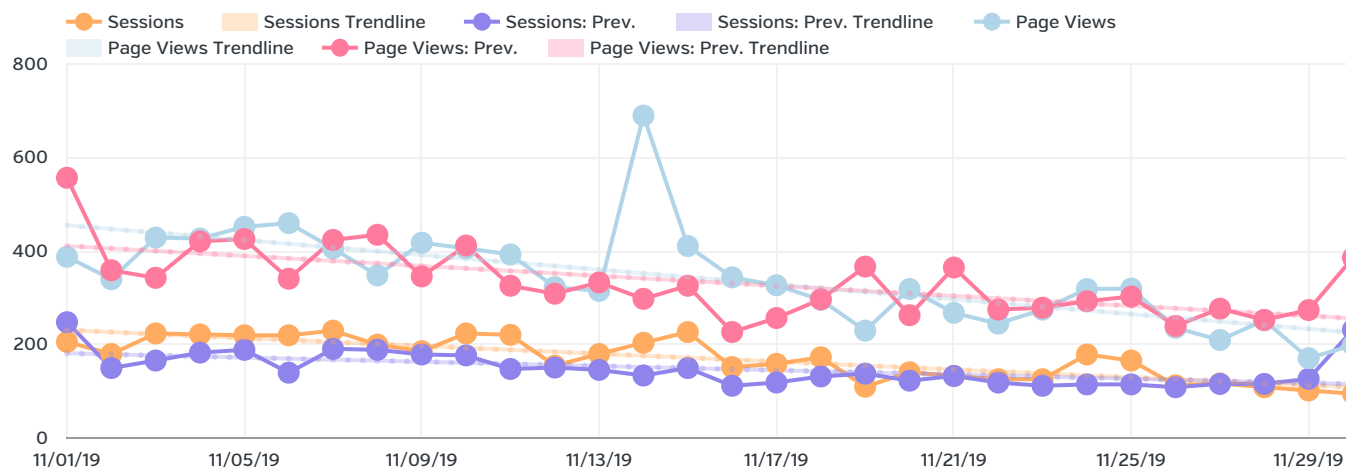


Google Analytics - Summary

11/01/2019 - 11/30/2019 [compared to 11/01/2018 - 11/30/2018]



OVERVIEW SESSIONS



ALL TRAFFIC SESSIONS

5,070

PREVIOUS: 4,429

▲14.47%



ALL REFERRALS SESSIONS

227

PREVIOUS: 188

▲20.74%



GOALS GOAL COMPLETIONS

643

PREVIOUS: 558

▲15.23%



TOP TRAFFIC SESSIONS

CHANNELS ▲	SESSIONS	NEW USERS	BOUNCE RATE	PAGES / SESSION	AVG. SESSION DURATION	GOAL CONVERSION RATE	GOAL VALUE
Organic Search	▼-16.59% 2,725 vs 3,267	▼-12.72% 2,251 vs 2,579	▼-5.45% 47.38% vs 50.11%	▲2.50% 2.45 vs 2.39	▼-8.53% 2:13 vs 2:26	▲34.50% 18.24% vs 13.56%	0.00% \$0.00 vs \$0.00
Display	▲3,802.78% 1,405 vs 36	▲22,420.00% 1,126 vs 5	▼-3.54% 91.10% vs 94.44%	▲3.94% 1.13 vs 1.08	▲1,027.29% 0:21 vs 0:01	∞ 1.49% vs 0.00%	0.00% \$0.00 vs \$0.00
Direct	▼-4.89% 564 vs 593	▲2.97% 485 vs 471	▼-4.23% 57.98% vs 60.54%	▼-1.09% 2.05 vs 2.08	▲7.48% 2:03 vs 1:55	▲46.84% 14.36% vs 9.78%	0.00% \$0.00 vs \$0.00
Referral	▲18.62% 172 vs 145	▲22.95% 150 vs 122	▲25.18% 56.98% vs 45.52%	▼-3.92% 2.37 vs 2.47	▲11.28% 2:54 vs 2:36	▼-28.47% 16.28% vs 22.76%	0.00% \$0.00 vs \$0.00

CHANNELS ▲	SESSIONS	NEW USERS	BOUNCE RATE	PAGES / SESSION	AVG. SESSION DURATION	GOAL CONVERSION RATE	GOAL VALUE
Paid Search	▼-7.32% 114 vs 123	▲4.88% 86 vs 82	▼-6.03% 71.05% vs 75.61%	▲11.30% 1.72 vs 1.54	▼-2.62% 0:56 vs 0:57	▼-28.07% 7.02% vs 9.76%	0.00% \$0.00 vs \$0.00
Social	▼-73.53% 63 vs 238	▼-70.68% 56 vs 191	▼-12.27% 77.78% vs 88.66%	▲31.28% 1.56 vs 1.18	▲152.16% 0:34 vs 0:13	▼-5.56% 3.17% vs 3.36%	0.00% \$0.00 vs \$0.00
[Other]	0.00% 27 vs 27	▲6.67% 16 vs 15	▲44.44% 48.15% vs 33.33%	▼-5.88% 2.37 vs 2.52	▼-51.21% 0:59 vs 2:02	▲50.00% 22.22% vs 14.81%	0.00% \$0.00 vs \$0.00

SOURCE ▲	SESSIONS	NEW USERS	BOUNCE RATE	PAGES / SESSION	AVG. SESSION DURATION	GOAL CONVERSION RATE	GOAL VALUE
visitcalgary.com	▲1,175. 00% 51 vs 4	▲1,050. 00% 46 vs 4	▲52.94% 76.47% vs 50. 00%	▼-45.81% 1.49 vs 2. 75	▲65.73% 1:35 vs 0:57	∞ 13.73% vs 0. 00%	0.00% \$0.00 vs \$0. 00
tyrrellmuseum.com	▼-6.12% 46 vs 49	▼-9.30% 39 vs 43	▼-5.31% 34.78% vs 36. 73%	▲5.78% 3.09 vs 2. 92	▼-14.33% 3:02 vs 3:32	▲13.62% 34.78% vs 30. 61%	0.00% \$0.00 vs \$0. 00
m.facebook.com	▲71.43% 36 vs 21	▲83.33% 33 vs 18	▼-6.02% 80.56% vs 85. 71%	▲10.19% 1.42 vs 1.29	▼-19.27% 0:34 vs 0:42	0.00% 0.00% vs 0. 00%	0.00% \$0.00 vs \$0. 00
baidu.com	∞ 14 vs 0	∞ 14 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
ca.search.yahoo.com	0.00% 9 vs 9	▼-11.11% 8 vs 9	▼-33.33% 22.22% vs 33. 33%	▲4.17% 2.78 vs 2. 67	▼-35.27% 1:26 vs 2:13	▼-66.67% 11.11% vs 33. 33%	0.00% \$0.00 vs \$0. 00
facebook.com	▲66.67% 5 vs 3	▲66.67% 5 vs 3	▼-10.00% 60.00% vs 66. 67%	▲20.00% 1.60 vs 1. 33	▲123.78% 0:27 vs 0:12	∞ 20.00% vs 0. 00%	0.00% \$0.00 vs \$0. 00
classroom.google.com	∞ 4 vs 0	∞ 4 vs 0	∞ 50.00% vs 0. 00%	∞ 2.25 vs 0. 00	∞ 7:36 vs 0:00	0.00% 0.00% vs 0. 00%	0.00% \$0.00 vs \$0. 00
en.m.wikipedia.org	▲33.33% 4 vs 3	▲50.00% 3 vs 2	▼-25.00% 50.00% vs 66. 67%	▲25.00% 2.50 vs 2. 00	▲354.69% 1:37 vs 0:21	0.00% 0.00% vs 0. 00%	0.00% \$0.00 vs \$0. 00
en.wikipedia.org	▼-20. 00% 4 vs 5	0.00% 4 vs 4	▼-37.50% 25.00% vs 40. 00%	▲118.75% 5.25 vs 2. 40	▲975.75% 26:12 vs 2:26	▼-100.00% 0.00% vs 20. 00%	0.00% \$0.00 vs \$0. 00
journaldemontreal.com	∞ 4 vs 0	∞ 1 vs 0	∞ 50.00% vs 0. 00%	∞ 3.50 vs 0. 00	∞ 15:02 vs 0:00	∞ 50.00% 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
/	▼-13.55% 1,602 vs 1,853	▼-11.37% 1,435 vs 1,619	▼-4.30% 33.21% vs 34.70%	▲3.19% 3.22 vs 3.12	▼-2.98% 2:51 vs 2:57	▲18.63% 17.48% vs 14.73%	0.00% \$0.00 vs \$0.00
/daytrips/plan-the-perfect-wintertime-visit-to-drumheller-heres-your-guide/	▲142,700.00% 1,428 vs 1	▲115,300.00% 1,154 vs 1	▼-9.80% 90.20% vs 100.00%	▲14.08% 1.14 vs 1.00	∞ 0:26 vs 0:00	∞ 1.96% vs 0.00%	0.00% \$0.00 vs \$0.00
/daytrips/fall-winter-things-to-do/	▲7.26% 251 vs 234	▲9.84% 212 vs 193	▼-22.31% 55.78% vs 71.79%	▲33.75% 2.27 vs 1.70	▲78.62% 2:13 vs 1:14	▲164.14% 6.77% vs 2.56%	0.00% \$0.00 vs \$0.00
/attraction/dinosaur-adventures/	▼-22.92% 222 vs 288	▼-19.18% 177 vs 219	▲6.32% 71.62% vs 67.36%	▼-2.77% 1.60 vs 1.65	▼-34.37% 0:44 vs 1:08	▼-36.72% 9.01% vs 14.24%	0.00% \$0.00 vs \$0.00
/hiking-in-the-badlands/	▼-32.64% 194 vs 288	▼-25.96% 154 vs 208	▼-23.96% 54.12% vs 71.18%	▲24.00% 1.86 vs 1.50	▲81.42% 2:47 vs 1:32	▲1,656.70% 36.60% vs 2.08%	0.00% \$0.00 vs \$0.00
/attractions/	▲275.00% 90 vs 24	▲314.29% 87 vs 21	▼-0.35% 78.89% vs 79.17%	▲1.67% 1.36 vs 1.33	▲0.77% 0:41 vs 0:40	▲33.33% 16.67% vs 12.50%	0.00% \$0.00 vs \$0.00
/attraction/museums-historic-sites/	▼-3.66% 79 vs 82	▲30.95% 55 vs 42	▲0.50% 77.22% vs 76.83%	▲4.72% 1.43 vs 1.37	▲99.30% 1:12 vs 0:36	▼-19.27% 8.86% vs 10.98%	0.00% \$0.00 vs \$0.00
/attraction/	▼-50.33% 76 vs 153	▼-44.71% 47 vs 85	▼-9.94% 44.74% vs 49.67%	▼-1.67% 2.22 vs 2.26	▼-9.46% 2:08 vs 2:21	▲65.79% 18.42% vs 11.11%	0.00% \$0.00 vs \$0.00
/attractions/drumheller-hoodoos/	▼-41.03% 69 vs 117	▼-39.80% 59 vs 98	▼-4.39% 76.81% vs 80.34%	▼-10.51% 1.38 vs 1.54	▼-31.74% 0:42 vs 1:01	▲182.61% 7.25% vs 2.56%	0.00% \$0.00 vs \$0.00

LANDING PAGE ^	SESSIONS	NEW USERS	BOUNCE RATE	PAGES / SESSION	AVG. SESSION DURATION	GOAL CONVERSION RATE	GOAL VALUE
/food-and-drink/	▲13.79% 66 vs 58	▲15.22% 53 vs 46	▼-14.56% 53.03% vs 62.07%	▲33.49% 1.82 vs 1.36	▼-21.88% 1:19 vs 1:41	▼-21.37% 25.76% vs 32.76%	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	▼-52.14% 56 vs 117	▼-41.78% 85 vs 146	▲95.69% 0:29 vs 0:15	▲21.64% 1.52 vs 1.25	▼-30.36% 1.79% vs 2.56%	0.00% \$0.00 vs \$0.00
Instagram	▼-50.00% 2 vs 4	▼-40.00% 3 vs 5	▲524.00% 0:39 vs 0:06	▲20.00% 1.50 vs 1.25	0.00% 0.00% vs 0.00%	0.00% \$0.00 vs \$0.00
Pinterest	▼-50.00% 2 vs 4	▼-50.00% 5 vs 10	▲13.50% 2:56 vs 2:35	0.00% 2.50 vs 2.50	∞ 50.00% vs 0.00%	0.00% \$0.00 vs \$0.00
Instagram Stories	∞ 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
TripAdvisor	0.00% 1 vs 1	▲200.00% 3 vs 1	∞ 1:13 vs 0:00	▲200.00% 3.00 vs 1.00	0.00% 0.00% vs 0.00%	0.00% \$0.00 vs \$0.00
Blogger	▼-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
WordPress	▼-100.00% 0 vs 1	▼-100.00% 0 vs 2	▼-100.00% 0:00 vs 0:28	▼-100.00% 0.00 vs 2.00	▼-100.00% 0.00% vs 100.00%	0.00% \$0.00 vs \$0.00

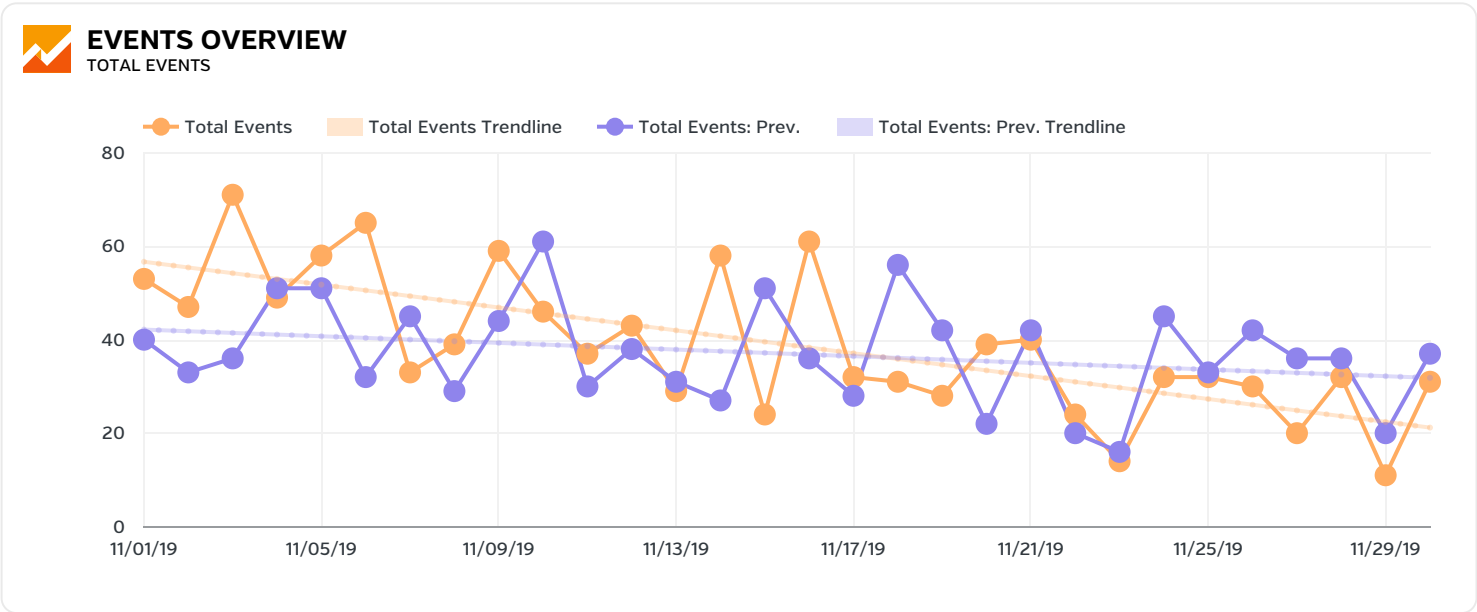
TOP EVENTS


SESSIONS

EVENT CATEGORY ^	TOTAL EVENTS	UNIQUE EVENTS	EVENT VALUE	AVG. VALUE
External Link	▲6.48% 1,166 vs 1,095	▲6.29% 1,081 vs 1,017	0.00% 0 vs 0	0.00% 0.00 vs 0.00
Phone Call	▼-86.67% 2 vs 15	▼-84.62% 2 vs 13	0.00% 0 vs 0	0.00% 0.00 vs 0.00

Google Analytics - Events Overview

11/01/2019 - 11/30/2019 [compared to 11/01/2018 - 11/30/2018]



**ALL TRAFFIC**
SESSIONS

5,070

PREVIOUS: 4,429

▲14.47%

**ALL REFERRALS**
SESSIONS

227

PREVIOUS: 188


▲20.74%

**GOALS**
GOAL COMPLETIONS

643

PREVIOUS: 558

▲15.23%

**TOP EVENTS**
SESSIONS

EVENT CATEGORY ^	TOTAL EVENTS	UNIQUE EVENTS	EVENT VALUE	AVG. VALUE
External Link	▲6.48% 1,166 vs 1,095	▲6.29% 1,081 vs 1,017	0.00% 0 vs 0	0.00% 0.00 vs 0.00
Phone Call	▼-86.67% 2 vs 15	▼-84.62% 2 vs 13	0.00% 0 vs 0	0.00% 0.00 vs 0.00



Travel Drumheller operations budget January 1 - December 31, 2020

REVENUE				Notes
ACCOUNT CODE	ACCOUNT NAME			
4300	Destination Marketing Fees	Destination Marketing Fund	\$	45,000.00
4030	Vacation guide revenue	2020 Guide advertising	\$	40,000.00
4200	Revenue	Ambassador program fee transfer	\$	75,000.00
Need to create	Member fees	Membership	\$	1,000.00
4020	contributions - operating	Town of Drumheller & Destinations West	\$	110,000.00
4040	Marketing buy-in campaign	digital co-op campaign	\$	5,000.00
4440	Interest revenue		\$	100.00

TOTAL REVENUE **\$ 276,100.00**

EXPENSES			
Account code	Account name	Operations	
5190	Subcontracts	Administration & marketing contracts	\$ 35,000.00
5610	Accounting & legal	Accounting/Legal	\$ 1,500.00
	Business fees &		
5625	Licenses	Chamber/Tourism Calgary memberships	\$ 500.00
5685	Insurance	Insurance	\$ 2,600.00
5780	Telephone	Cell phone	\$ 1,000.00
5640	Couler & Postage	Postage/Courier	\$ 500.00
5670	Fees & Dues	Tourism Calgary, Chamber memberships, bank fees	\$ 500.00
5645	Credit card charges		\$ 20.00
5690	Interest & Bank charges		\$ 50.00
5700	Office supplies		\$ 500.00
5615	Advertising/Promotions	Sponsorships - ALTO, Excellence Awards, local events	\$ 3,000.00
5025	Travel expense	mileage, hotels, food	\$ 2,000.00

SUBTOTAL OPERATIONAL EXPENSES **\$ 47,170.00**

Ambassador Program			
5410	Wages & Salaries	All ambassadors, Marcie & Alyssa	\$ 50,000.00
5420	El expense		\$ 1,000.00
5430	CPP expense		\$ 500.00
5440	WCB expense		\$ 500.00
5025	Travel expense		\$ 7,000.00
5789	Telephone		\$ 500.00
5615	Advertising & Promotion	Apparel, canopy, tent, chairs, table cloths, etc.	\$ 3,300.00
5700	Office supplies	first aid kits, cleaning, supplies, carrier tubs	\$ 1,500.00
5610	Accounting/legal	Ascend - time sheets, pay cheques	\$ 4,000.00

SUBTOTAL AMBASSADOR EXPENSES **\$ 68,300.00**

Marketing			
	Commissions	2020 Guide ad sales commission	\$ 6,000.00
5910	Vacation Guide expenses	2020 Guide design and printing - (2nd and 3rd payments)	\$ 36,150.00
5910		2020 Exploration Guide distribution - Intrawest	\$ 6,000.00
5910		2021 Guide design - first payment	\$ 18,070.00
	Marketing projects	Advertising opportunities (digital, TV, publications, Tourism Calgary, Calgary's Child, Canadian Badlands, etc.)	\$ 30,000.00
5020	expense	Radio campaigns - regional (spring, fall, Christmas)	\$ 6,000.00
5020		Pattison digital boards at airport	\$ 10,000.00
5020		Travel Drumheller digital marketing campaign (spring & fall)	\$ 30,000.00
5020		Social media content creation (influencers, content writing, channel takeovers, contests, etc.)	\$ 1,500.00
5020		Digital co-op campaign	\$ 5,000.00
5020		Winter photo shoot	\$ 5,000.00
5020		Web hosting/Gmail accounts	\$ 500.00
5020		Website updates, maintenance and SEO	\$ 1,500.00

SUBTOTAL MARKETING EXPENSES **\$ 155,720.00**

Industry relations			
5710	Training/education	TA conference, SHIFT registrations	\$ 3,000.00
5911	Meeting cost	AGM	\$ 500.00

SUBTOTAL INDUSTRY RELATIONS EXPENSES **\$ 3,500.00**

TOTAL EXPENSES **\$ 274,690.00**

NET PROFIT **\$ 1,410.00**



TRAVEL DRUMHELLER PARTNERSHIP OPPORTUNITIES

Partnering with Travel Drumheller is a great investment for local businesses and a demonstration of support for the local tourism industry. Support for Travel Drumheller will ensure the organization continues to provide marketing strategy and support for the Valley; tourism sector while also allowing for future growth.

Partners have exclusive access to a variety of tools to leverage marketing dollars including cooperative marketing programs, tourism image library, networking events, industry contact lists, educational workshops, discounts on marketing programs such as the Exploration Guide and access to the new industry site on **traveldrumheller.com**.

Join us as we showcase the best of the Valley; while inspiring visitors and locals to experience the unique landscape and spirit here in Drumheller.

BECOMING A PARTNER

Partner Pricing \$95/yr

Pricing includes:

- Co-operative marketing opportunities with Travel Drumheller (TD) and Travel Alberta
- Digital asset library access (*ie: stock photos, brand logos, and marketing resources*)
- Industry section on traveldrumheller.com
- TD Industry Newsletter & access to TD Industry Facebook Group
- Discounted advertising 20% discount on advertising in the Exploration Guide
- One hour "Market Ready Audit"
- Partner directory (*through Industry section on traveldrumheller.com*)
- Professional development and networking opportunities
- Opportunity to sit on TD committees



TRAVEL DRUMHELLER MEMBERSHIP AGREEMENT

Date: _____

Organization Name: _____

Billing Address: _____

Phone Number: _____ Email: _____

Cost: _____

GST: _____

Total: _____

Terms:

- Contract valid for 12 months
- Payment due net 30 days from invoice date approval

Printed Name: _____

Title: _____

Signature: _____

Date: _____

My Signature indicates that I have read and agree to all terms and responsibilities outlined within this contract

Administrative Assistant Report

November

DinoArts	<ul style="list-style-type: none"> • November 21st • Next meeting January 16th
Community Business Association	<ul style="list-style-type: none"> • Update on Association
Website / Facebook / Instagram	<ul style="list-style-type: none"> • Ongoing content clean up
Google Business	<ul style="list-style-type: none"> • Last conversation was <ul style="list-style-type: none"> ◦ Alyssa was to find out from Strong Coffee what was all entailed with the grant Travel Drumheller receives from Google Business. What is the monthly fee? Who / how is that fee being paid?
2020 Membership	<ul style="list-style-type: none"> • Great buzz around this program • 2 have signed on • 75 businesses have been spoken too / emailed <ul style="list-style-type: none"> ◦ Follow up has been booked for this week
2020 Exploration Guide	<ul style="list-style-type: none"> • 103% pages sold • \$44,375 <ul style="list-style-type: none"> ◦ Stretch goal is 20 pages sold 82.5% ◦ Stretch goal is \$60,000 sold 73.9%
DMF	<ul style="list-style-type: none"> • Waiting for Board Sub-committee to be created before soliciting new business • Status update with current DMF accounts
Roger Brooks	<ul style="list-style-type: none"> • No update at this time
Canadian Badlands	<ul style="list-style-type: none"> • Product Development meeting December 3rd



Drumheller and District Chamber of Commerce

60 - 1 Avenue West
P.O. Box 999
Drumheller, Alberta T0J 0Y0
T: 403-823-8100 F: 403-823-4469

December 2019

Dear valued Chamber of Commerce member,

Thank you for being part of the Drumheller and District Chamber of Commerce over the past year. As we enter 2020, your partnership with the Chamber is more important than ever. Whether we see you every week or once a year, we have your business in mind. Your investment in the Chamber enables us to provide numerous programs, services and resources aimed to help build a strong business community.

We are proud to be a diverse Chamber that is able to support the business community on a number of levels. Through our non-dues revenue sources (World's Largest Dinosaur and Giftshop, as well as our Support Services division), we greatly subsidize our Chamber operations. As a result, we are able to keep our membership fees at a nominal level and a majority of our events, such as Lunch & Learns, Spring Expo tradeshow and Women in Business Mixer, run at a break-even or show a very minimal profit. Through the World's Largest Dinosaur Legacy Fund, in 2019 we invested \$22,000 into community economic development initiatives in partnership with the Town of Drumheller. Our staff are also actively involved in the planning and implementation of the Celebration of Excellence and Festival of Lights, two wonderful community events.

Remember...this is YOUR chamber! We want to hear from you - our members. Your suggestions and ideas for new programs, services and the like are welcome. If you have any questions or would like to get more involved with the Chamber please reach out. Call our office at 403-823-8100 or email chamberinfo@drumhellerchamber.com anytime. Our staff would be pleased to hear from you!

Please note, our 2020 Annual General Meeting will take place in March. As per our bylaws, memberships must be **paid in full by January 31, 2020** to be considered in good standing and to be eligible to serve on the Board of Directors. All memberships paid 14 days prior to the AGM will be eligible to vote at the AGM.

Once again, thank you for your continued investment in the Drumheller and District Chamber of Commerce. We look forward to working with you in 2020.

Best regards,

Jeff Hall
President

DDCC Corporate Members



Drumheller & District Chamber of Commerce

Box 999
GST #12231 1210
Drumheller, Alberta T0J 0Y0

INVOICE

Invoice No.: 25142
Date: 12/10/19
Ship Date:
Page: 1
Re: Order No.

Sold to:

Travel Drumheller
Box 1357
Drumheller, Alberta T0J 0Y0

Ship to:

Travel Drumheller
Box 1357
Drumheller, Alberta T0J 0Y0

Business No.: 12231 1210 RT0002

Item No.	Unit	Quantity	Description	Tax	Unit Price	Amount
			2020 Chamber Membership	G		70.00
			Alberta Chamber Membership Fee	G		13.10
			(includes Canadian Chamber Membership Fee)			
			Subtotal:			83.10
			G - GST @ 5%			
			GST			4.16
Shipped By: Tracking Number:					Total Amount	87.26
Comment: Payable thru Chinook Credit Union Online Banking, M/C & VISA					Amount Paid	0.00
Sold By:					Amount Owing	87.26