

**Travel Drumheller Marketing Association Board of Directors Meeting  
Drumheller & District Chamber of Commerce Wednesday, September  
18th 2019 10:00 a.m. – 12:00 p.m. Vision: *Drumheller is a sought-after  
tourism destination* Mission: *To promote Drumheller as a premier  
year-round destination through quality marketing and stakeholder  
engagement***

**1. Call meeting to order**

**2. Approval of agenda**

**3. Approval of minutes – August 2019**

**4. Financial report**

- as of August 31st Accounts Receivable
- as of August 31st Balance Sheet
- as of August 31st Profit / Loss Sheet

**5. Consultant report**

- See report (included in board package)

**6. Administrative report**

- See report (included in board package)

**7. Unfinished Business**

- Succession Planning Dates (see attached as process has changed)

**8. Discussion Items**

- 2020 Job Fair Dates - etc
- Drumheller Dragons Travel Drumheller Night
- Roger Brooks review meeting with Mayor Colberg recap (Ryan and Marcie)
- Discussion around Town Collaboration (See attached chain of emails)
- Networking - What does this look like? Should we continue with these?

**9 Adjournment**

**Next meeting: October 16th, 2019**

Travel Drumheller Marketing Association August 21, 2019 10 am @ DDCC Boardroom

**MINUTES**

**Present:** B. Steeves D. Schinnour R. Semchuk S. Newstead

M. Pears A. Berry D. Dekeyser C. Hughes H. Little E. Secord C. Sereda T. Vyvey V. Neudorf  
(phone)

**Guest:** Mayor Colberg **Absent:** J. Fielding

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**1. Call to Order** R. Semchuk called the meeting to order at 10:03 a.m. M. Pears recorded the minutes.

**2. Approval of Agenda** Motion by H. Little and C. Sereda to approve. CARRIED

**3. Approval of Minutes** Motion by H. Little and E. Secord to approve. CARRIED

**4. Financial Report** 1. Clarification with Town regarding MOU - Meeting is September 9th with Julia, Barb, Barb, Marcie Motion by S. Newstead and D. Dekeyser to approve. CARRIED

**5. Consultant's Report** 1. Industry relations - document is getting updated 2. Guide marketing

sheet being created - Guide sales begin September 3. DMF Meetings scheduled for August 21, 2019 (75% income goes toward Marketing) 4. Airport Presence (digital board in arrivals) planned for Fall 2019 (Branding / Marketing) 5. Digital marketing at Calgary Bus stops (main commuter lines) 6. Tourism Calgary CO-OP begins October 7. RFP for Fall will be presented at next meeting 8. Sponsorship Opportunities (Travel Alberta Conference) - Alyssa will take a look and make her recommendations to the Board in regards to sponsorship at the Conference. 9. Schedule the Strategic Meeting with Karen (Check with Heather Bitz regarding contact information) (book appointment for September)

**6. Administrative Report** - (See attached)

**7. Unfinished Business** 1. MasterCard status - wrong mailing address 2. Town of Drumheller | Economic Development | Town of Drumheller Brand committee - to meet with the town to present the 3 pillars (who does what and when)

**8. Guest Speaker - Heather Colberg** - Discussion on Canadian Badlands - Heather will be attending the September meeting to discuss what committee Travel Drumheller will be members of.

**9. Discussion Items** 1. Travel Drumheller to obtain a cell phone for Admin (Marcie to quote this phone and plan from Reality Bits) 2. Barb to provide copy of Board Insurance for peace of mind 3. Marcie to find out if there is a DMF platform for Campgrounds we can copy or mirror their model of fund collection - present this model to the board in September. 4. Marcie to revise the DMF to reflect DMF breakdown 5. Marcie to provide Board Package 1 week in advance 6. Sarah - Mine Markers have been updated. The Mine Map has also been updated - hopefully get the Mine Map in the Guide.

**10. Adjournment** R. Semchuk adjourned the meeting at 11:57a.m. Next board meeting: September 18th 2019

Signed by: \_\_\_\_\_ R. Semchuck

## Travel Drumheller Marketing Association

### A/R AGING SUMMARY

As of August 31, 2019

CURRENT 1 - 30 31 - 60 61 - 90 91 AND OVER TOTAL TOTAL **\$0.00**

Wednesday, September 11, 2019 11:04 AM GMT-7 1/1

## Travel Drumheller Marketing Association

### BALANCE SHEET

As of August 31, 2019

TOTAL Assets

Current Assets

Cash and Cash Equivalent

1060 Chequing Bank Account 8,657.83 1065 CCU Common Shares 6.22 2035 DMF Trust account 218,610.27 2040

DMF Trust Common Share Account 1.00 1600 Undeposited Funds 0.00 **Total Cash and Cash Equivalent**  
**\$227,275.32**

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 \$229,004.62**

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 \$232,125.11**

Liabilities and Equity

Liabilities

Current Liabilities

Accounts Payable (A/P)

2100 Accounts Payable 5,879.35 **Total Accounts Payable (A/P) \$5,879.35**

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 -2,753.23 2336 GST Difference 0.00 2337 GST/HST Suspense 0.00 2340 Payroll Liabilities

Accrual Basis Wednesday, September 11, 2019 11:05 AM GMT-7 1/2

TOTAL 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 0.00 **Total Current Liabilities \$4,926.12**

**Total Liabilities \$4,926.12**

Equity

Retained Earnings 265,836.28 Profit for the year -38,637.29 **Total Equity \$227,198.99**

**Total Liabilities and Equity \$232,125.11**

Accrual Basis Wednesday, September 11, 2019 11:05 AM GMT-7 2/2

## Travel Drumheller Marketing Association

### PROFIT AND LOSS

January - August, 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 4300 Destination Marketing Fees **40,195.97** SHiFT program income 850.00 **Total Income \$84,811.97**

**GROSS PROFIT \$84,811.97**

#### EXPENSES

5010 Vacation Guide Expenses 41,324.80 5020 Marketing Projects Expense 23,427.39 5025 Travel Expense 214.60

5190 Subcontracts 35,164.12 5410 Wages & Salaries 2,865.90 5420 EI Expense 65.00 5430 CPP Expense 123.84

5440 WCB Expense 200.00 5610 Accounting & Legal 3,300.00 5615 Advertising & Promotions 6,787.05 5625

Business Fees & Licenses 107.00 5640 Courier & Postage 320.77 5670 Fees and Dues 522.90 5685 Insurance

913.00 5690 Interest & Bank Charges 47.55 5700 Office Supplies 504.68 5780 Telephone 439.60 Commissions

4,764.53 Meeting Cost 2,438.36 **Total Expenses \$123,531.09**

#### OTHER INCOME

4440 Interest Revenue 81.83 **Total Other Income \$81.83**

**PROFIT \$ -38,637.29**

Accrual Basis Wednesday, September 11, 2019 11:06 AM GMT-7 1/1

**CONSULTANT REPORT – August 2019** From: Alyssa Berry

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

**Category Detail** Website & social media • Website analytics information attached

- Digital campaign wrapping up
- Web 2.0 almost complete

**Marketing** • CTV Edmonton contest analytics attached

- Will re-evaluate all TV advertising for 2020
- Tourism Calgary co-op ad in market this month through to October
- Pattison digital and airport campaign in- market, images from airport (email)
- Exploration Guide project plan attached – Marcie creating payment options for ad sales
- Regional radio with Stingray (formerly Golden West) Okotoks, High River, Strathmore, Airdrie, Lacombe
- RFP fall/winter photography - attached

**Industry relations** • Membership model with designer to create one-pager; and to include media kit for exploration guide

- DMF meetings – new contracts, discussion

# Facebook

08/02/2019 - 08/31/2019 (compared to 08/02/2018 - 08/31/2018)

**PAGE LIKES** TOTAL # OF PAGE LIKES **3,408** PREVIOUS: 3,333

▲ 2.25% LIMITED TO A 90-DAY PERIOD

traveldrumheller.com

**WEEKLY TOTAL REACH** **83,155** PREVIOUS: 27,330

▲ 204.26% LIMITED TO A 90-DAY PERIOD

Page 1 of 11

## PAGE POSTS

ENGAGED USERS

LIMITED TO A 90-DAY PERIOD TALKING ABOUT DATE ▲ POST COMMENTS LIKES

REACH VIRALITY THIS

2019-08-30 18:04:00

Dive into the town's spooky history with local... -- 11 26 656 15 2.29%

2019-08-30 11:43:13 It's the last weekend at the Plaza. Come spend... -- 3 11 406 3 0.74%

2019-08-28 13:04:00

More layers than your latest haircut (minus the... -- 28 47 959 37 3.86%

2019-08-27 13:03:00 If you're spending time in Drumheller with the... -- 9 29 741 13 1.75%

2019-08-24 15:35:44 It's a great night to head over to the Plaza in... -- 2 391 --

2019-08-22 11:59:00 The 5th annual Badlands Boogie is taking place... -- 2 11 499 2 0.4%

2019-08-21 12:30:00 Sunset on the hoodoos

?: aswilliamson

-- 25 42 703 33 4.69%

2019-08-20 12:59:00 We asked you what your favourite places in town..

1 21 69 1,138 30 2.64%

2019-08-16 16:59:00 Drumheller is not only home to a vast expanse of..

-- 7 17 668 11 1.65%

2019-08-15 18:05:00 Walk Off The Earth is performing at the The... -- 12 32 857 15 1.75%

2019-08-14 10:04:00 Here in Drumheller, the dinosaurs are on a... -- 13 25 720 15 2.08%

2019-08-13 16:01:00 From sunrise to starlight, Orkney Viewpoint is... -- 6 10 469 6 1.28%

2019-08-11 17:43:00 Step back in time and get into some hands on... -- 5 10 390 7 1.79%

2019-08-08 12:39:00 Welcome to Drumheller

?: questsofyale

-- 12 23 588 15 2.55%

2019-08-06 15:57:00 From August 6 - 11, you can enjoy great musical... -- -- -- 338 --

2019-08-05 12:02:41 More great entertainment this week at the Plaza.... -- 4 6 543 4 0.74%

2019-08-04 13:55:00 Need a little taste of the old country in... -- 38 126 1,938 73 3.77%

2019-08-02 13:58:00 See Drumheller from a new point of view: on... -- 12 43 907 18 1.98%

## Page 2 of 11

### WEBSITE REFERRALS FROM FACEBOOK DAILY TRAFFIC SENT TO TRAVELDRUMHELLER.COM FROM FACEBOOK

Sessions Sessions: Prev. 500

375

250

125

0

08/03/19 08/07/19 08/11/19 08/15/19 08/19/19 08/23/19 08/27/19 08/

31/19 LIMITED TO A 90-DAY PERIOD

### NEW PAGE LIKES VS PREVIOUS YEAR YOY COMPARISON OF FACEBOOK PAGE LIKE DATA

Daily New Likes Daily New Likes: Prev. 300

83

08/01/2019

269

225

150

75

LIMITED TO A 90-DAY PERIOD

### LIKE SOURCES WHERE NEW LIKES CAME FROM

LIKE SOURCES ▲ LIKES

Your Page 63

Page Suggestions 8

Search 6

News Feed 5

Other 1

LIMITED TO A 90-DAY PERIOD

## Page 3 of 11

### REACHED AUDIENCE BREAKDOWN

Male Female 2,400

1,800

1,200

600

0

13-17 18-24 25-34 35-44 45-54 55-64 65+

LIMITED TO A 90-DAY PERIOD

### REACHED AUDIENCE BREAKDOWN

Male Female 2,400

1,800

1,200

600

0

# Instagram

08/01/2019 - 08/31/2019

**Number of Followers:** 1,056

**Number of Posts:** 8

**Number of Engagements:**

**Reach:** 4,816

**Best Performing Post:**

• **Number of Likes:** 594

• **Number of Comments:** 9

• **Number of Shares:** 13

# Google Analytics - Summary

08/02/2019 - 08/31/2019 (compared to 08/02/2018 - 08/31/2018)

## OVERVIEW SESSIONS

Sessions Sessions Trendline Sessions: Prev. Sessions: Prev. Trendline Page Views  
4,000

Page Views Trendline Page Views: Prev. Page Views: Prev. Trendline

3,000

2,000

1,000

0

08/03/19 08/07/19 08/11/19 08/15/19 08/19/19 08/23/19 08/27/19 08/31/19

## ALL TRAFFIC

## ALL REFERRALS

## GOALS SESSIONS

SESSIONS

GOAL COMPLETIONS **25,028**

**1,109**

**5,710** PREVIOUS: 33,191

PREVIOUS: 1,485

PREVIOUS: 4,955

▼ -24.59%

▼ -25.32%

▲ 15.24%

## TOP TRAFFIC SESSIONS

CHANNELS ▲ SESSIONS NEW USERS BOUNCE RATE PAGES / SESSION

AVG. SESSION DURATION

GOAL CONVERSION RATE GOAL VALUE

Organic Search

▼ -15.57%

0.00% 16,120 vs

\$0.00 vs \$0. 19,092

00

Display ▲ 37.97% 3,670 vs 2,660

▼ -11.84% 12,110 vs 13,737

▼ -8.13% 45.24% vs 49. 24%

▲ 2.18% 2.39 vs 2. 34

▼ -4.15% 2:40 vs 2:47

▲ 45.79% 27.70% vs 19. 00%

0.00% \$0.00 vs \$0. 00

Direct ▼ -24.13%

2,386 vs 3,145

▲ 50.02% 3,014 vs 2,009

▼ -7.78% 83.90% vs 90. 98%

▲ 12.75% 1.30 vs 1.15

▲ 46.14% 0:32 vs 0:22

▲ 1,784.47% 4.96% vs 0.26%

0.00% \$0.00 vs \$0. 00

Social ▼ -79.00%

1,014 vs 4,829

▼ -24.76% 1,921 vs 2,553

▲ 4.23% 55.91% vs 53. 64%

▼ -7.79% 2.12 vs 2. 30

▼ -2.11% 2:14 vs 2:17

▲ 24.60% 20.28% vs 16. 28%

▼ -79.54%

▼ -13.53%

▲ 10.53%

0.00% 808 vs 3,950

74.46% vs 86.

1.42 vs 1.

\$0.00 vs \$0. 10%

29

00

## Page 6 of 11

▲ 52.12% 0:48 vs 0:31

▲ 510.92% 12.52% vs 2. 05%

AVG. SESSION DURATION CHANNELS ▲ SESSIONS NEW USERS BOUNCE RATE PAGES / SESSION

GOAL CONVERSION RATE GOAL VALUE TION

Referral ▼ -19.45%

857 vs 1,064

0.00% \$0.00 vs \$0. 00

Paid Search ▼ -73.69%

549 vs 2,087

▼ -15.02% 696 vs 819

▲ 3.39% 52.86% vs 51. 13%

▼ -2.62% 2.27 vs 2. 33

▼ -1.78% 2:27 vs 2:30

▲ 46.32% 23.10% vs 15. 79%

0.00% \$0.00 vs \$0. 00

(Other) ▲ 37.58%

432 vs 314

▼ -72.70% 418 vs 1,531

▲6.91% 57.01% vs 53.33%  
▼-2.12% 1.90 vs 1.94  
▼-20.63% 1:50 vs 2:19  
▼-2.81% 22.59% vs 23.24%  
▲97.14%  
▲4.52%  
▼-11.10%  
0.00% 276 vs 140  
40.28% vs 38.  
2.26 vs 2.  
\$0.00 vs \$0.54%  
54  
00

## Page 7 of 11

▼-26.73% 2:08 vs 2:56  
▲67.44% 29.86% vs 17.83%

### TOP REFERRALS SESSIONS

SOURCE ▲ SESSIONS NEW USERS BOUNCE RATE PAGES / SESSION  
AVG. SESSION DURA-  
TION

GOAL CONVERSION RATE GOAL VALUE

tyrrellmuseum.com ▼-6.43%

320 vs 342

0.00% \$0.00 vs \$0.00

edmonton.ctvnews.ca ▼-15.38%

198 vs 234

▼-0.85% 233 vs 235

▲11.03% 33.44% vs 30.12%

▼-0.61% 3.11 vs 3.13

▲6.72% 4:04 vs 3:48

▲51.88% 33.75% vs 22.22%

0.00% \$0.00 vs \$0.00

m.facebook.com ▼-25.

58% 160 vs 215

▼-15.60% 184 vs 218

▲4.20% 82.83% vs 79.49%

▼-0.77% 1.35 vs 1.36

▲32.86% 0:30 vs 0:22

▼-26.14% 2.53% vs 3.42%

0.00% \$0.00 vs \$0.00

calgary.ctvnews.ca ∞76 vs 0

▼-27.27% 136 vs 187

▼-8.82% 71.25% vs 78.14%

▲3.31% 1.66 vs 1.61

▲28.63% 1:09 vs 0:53

▲123.96% 9.38% vs 4.19%

0.00% \$0.00 vs \$0.00

ca.search.yahoo.com ▲1.96%

52 vs 51

∞73 vs 0

∞88.16% vs 0.00%

∞1.18 vs 0.00

∞0:08 vs 0:00

∞3.95% vs 0.00%



0.00% \$0.00 vs \$0. 00  
banffandbeyond.com ▲31.03% 38 vs 29

▲7.89% 41 vs 38  
▼-15.93% 23.08% vs 27. 45%  
▲21.69% 2.58 vs 2. 12  
▲39.20% 4:29 vs 3:13  
▼-12.82% 46.15% vs 52. 94%

0.00% \$0.00 vs \$0. 00  
l.facebook.com ▼-21.05%  
30 vs 38

▲38.46% 18 vs 13  
▼-1.88% 47.37% vs 48. 28%  
▼-20.01% 2.29 vs 2. 86  
▼-34.42% 2:53 vs 4:24  
▲30.83% 31.58% vs 24. 14%

0.00% \$0.00 vs \$0. 00

facebook.com ▼-76.  
54% 19 vs 81

▼-6.90% 27 vs 29  
▲10.83% 70.00% vs 63. 16%  
▼-22.05% 1.60 vs 2. 05  
▼-12.48% 1:04 vs 1:13  
▼-68.33% 6.67% vs 21. 05%

0.00% \$0.00 vs \$0. 00

tpc.google syndication. com

▼-75. 00% 16 vs 64  
▲1.16% 73.68% vs 72. 84%  
▲12.85% 1.89 vs 1. 68  
▲7.12% 1:22 vs 1:17  
▲113.16% 10.53% vs 4. 94%  
∞0.00%

0.00% 18 vs 0

0.00% vs 0.

\$0.00 vs \$0. 00%

00

baidu.com ∞16 vs 0

∞17 vs 0

∞94.44% vs 0. 00%

∞1.11 vs 0. 00

∞0:01 vs 0:00

∞∞∞0.00%

0.00%

0.00% 16 vs 0

100.00% vs 0.

1.00 vs 0.

0:00 vs 0:00

0.00% vs 0.

\$0.00 vs \$0. 00%

00

00%

00

**TOP LANDING PAGES** SESSIONS LANDING PAGE ▲ SESSIONS NEW USERS BOUNCE RATE

PAGES / SES-  
AVG. SESSION DU-  
GOAL CONVERSION  
SION  
RATION  
RATE  
GOAL VALUE

/ ▼ -13.10%

7,512 vs 8,644

0.00% \$0.00 vs \$0.00

/hiking-in-the-badlands/ ▼ -30.85%

2,744 vs 3,968

▼ -12.45% 6,553 vs 7,485

▲ 8.14% 30.14% vs 27.87%

▼ -0.84% 3.37 vs 3.40

▼ -3.84% 3:19 vs 3:27

▲ 18.79% 24.68% vs 20.78%

0.00% \$0.00 vs \$0.00

/travel\_itinerary/the-young-young-at-heart/

▼ -27.93% 1,935 vs 2,685

▼ -36.86% 45.59% vs 72.20%

▼ -1.55% 1.57 vs 1.59

▲ 22.55% 2:07 vs 1:44

▲ 1,258.87% 46.57% vs 3.43%

▲ 560.50%

0.00% 1,321 vs

\$0.00 vs 200

\$0.00

/attraction/ ▼ -55.37%

918 vs 2,057

▲ 942.27% 1,011 vs 97

▲ 7.92% 88.49% vs 82.00%

▼ -12.75% 1.20 vs 1.37

▼ -66.70% 0:32 vs 1:36

▼ -63.66% 2.73% vs 7.50%

0.00% \$0.00 vs \$0.00

/daytrips/family-fun/ ∞ 826 vs 0

▼ -60.85% 581 vs 1,484

▲ 1.42% 48.37% vs 47.69%

▼ -1.45% 2.69 vs 2.73

▼ -7.77% 2:57 vs 3:12

▲ 44.99% 21.57% vs 14.88%

0.00% \$0.00 vs \$0.00

/daytrips/visitor-recommendations/

∞ 675 vs 0

∞ 77.12% vs 0.00%

∞ 1.48 vs 0.00

∞ 0:46 vs 0:00

∞ 6.30% vs 0.00%

∞ 0.00% 791 vs 0

\$0.00 vs \$0.00

/attraction/dinosaur-adventures/ ▼ -55.20%

779 vs 1,739

∞659 vs 0

∞80.40% vs 0.00%

∞1.36 vs 0.00

∞0:32 vs 0:00

∞6.32% vs 0.00%

0.00% \$0.00 vs \$0.00

/accommodation/campground s-rv/

▼ -52.50% 504 vs 1,061

▼ -10.67% 63.80% vs 71.42%

▲ 17.63% 1.84 vs 1.57

▲ 6.04% 1:30 vs 1:25

▲ 25.81% 17.07% vs 13.57%

▼ -69.53%

0.00% 746 vs

\$0.00 vs 2,448

\$0.00

/attractions/drumheller-hoodoos/ ▼ -1.70%

635 vs 646

▼ -68.60% 567 vs 1,806

▼ -18.49% 46.51% vs 57.07%

▲ 7.37% 1.41 vs 1.31

▲ 38.47% 3:56 vs 2:51

▲ 31.26% 46.65% vs 35.54%

0.00% \$0.00 vs \$0.00

/daytrips/local-food-thin gs-to-do/

▲ 7.55% 541 vs 503

▼ -7.60% 60.79% vs 65.79%

▲ 2.42% 1.86 vs 1.82

▼ -10.91% 1:30 vs 1:41

▲ 165.12% 13.54% vs 5.11%

∞∞∞0.00% 615 vs 0

502 vs 0

82.93% vs 0.

\$0.00 vs 00%

\$0.00

## Page 9 of 11

∞1.34 vs 0.00

∞0:38 vs 0:00

∞9.92% vs 0.00%

### TOP SOCIAL NETWORK REFERRALS SESSIONS

SOCIAL NETWORK ▲ SESSIONS PAGE VIEWS AVG. SESSION DURATION PAGES / SESSION GOAL CONVERSION RATE GOAL VALUE

Facebook ▼ -90.25%

349 vs 3,580

### TOP EVENTS SESSIONS

0.00% \$0.00 vs \$0.00

Instagram ▲ 12.50%

9 vs 8

▼ -87.26% 586 vs 4,598

▲ 90.88% 1:04 vs 0:33  
▲ 30.73% 1.68 vs 1.28  
▲ 443.79% 12.61% vs 2.32%  
0.00% \$0.00 vs \$0.00  
Pinterest ▲ 12.50%  
9 vs 8  
▲ 36.84% 26 vs 19  
▲ 167.79% 2:12 vs 0:49  
▲ 21.64% 2.89 vs 2.38  
▼ -11.11% 11.11% vs 12.50%  
0.00% \$0.00 vs \$0.00  
Blogger ▲ 300.00%  
4 vs 1  
▼ -64.44% 16 vs 45  
▼ -85.44% 1:22 vs 9:27  
▼ -68.40% 1.78 vs 5.63  
▼ -100.00% 0.00% vs 37.50%  
0.00% \$0.00 vs \$0.00  
Quora ∞ 2 vs 0  
▲ 500.00% 6 vs 1  
∞ 0:53 vs 0:00  
▲ 50.00% 1.50 vs 1.00  
∞ 50.00% vs 0.00%  
0.00% 0:00 vs 0:00  
0.00% 0.00% vs 0.00%  
0.00% \$0.00 vs \$0.00  
TripAdvisor ▼ -77.78%  
2 vs 9  
∞ 2 vs 0  
∞ 1.00 vs 0.00  
0.00% \$0.00 vs \$0.00  
Instagram Stories ∞ 1 vs 0  
▼ -84.62% 2 vs 13  
▼ -74.65% 0:10 vs 0:39  
▼ -30.77% 1.00 vs 1.44  
▲ 350.00% 50.00% vs 11.11%  
0.00% 0:00 vs 0:00  
0.00% 0.00% vs 0.00%  
0.00% \$0.00 vs \$0.00  
Naver 0.00%  
1 vs 1  
∞ 1 vs 0  
∞ 1.00 vs 0.00  
0.00% 0.00% vs 0.00%  
0.00% \$0.00 vs \$0.00  
Twitter ▼ -96.43%  
1 vs 28  
▼ -66.67% 1 vs 3  
▼ -100.00% 0:00 vs 1:26  
▼ -66.67% 1.00 vs 3.00  
▼ -91.43%  
0.00% 3 vs 35

\$0.00 vs \$0.00  
 EVENT CATEGORY ▲ TOTAL EVENTS UNIQUE EVENTS EVENT VALUE AVG. VALUE  
 External Link ▲ 2.06%  
 10,848 vs 10,629  
 ▲ 258.79% 0:51 vs 0:14  
 ▲ 140.00% 3.00 vs 1.25  
 ▼ -100.00% 0.00% vs 3.57%  
 0.00% 0 vs 0  
 0.00% 0.00 vs 0.00  
 Phone Call ▼ -22.43%  
 83 vs 107  
 ▲ 2.52% 10,014 vs 9,768  
 ▼ -21.65%  
 0.00%  
 0.00% 76 vs 97  
 0 vs 0  
 0.00 vs 0.00

Page 10 of 11

# Google Analytics - Events Overview

08/02/2019 - 08/31/2019 (compared to 08/02/2018 - 08/31/2018)

## EVENTS OVERVIEW TOTAL EVENTS

Total Events Total Events Trendline Total Events: Prev. Total Events: Prev. Trendline 600  
 450  
 300  
 150  
 0  
 08/03/19 08/07/19 08/11/19 08/15/19 08/19/19 08/23/19 08/27/19 08/31/19

## ALL TRAFFIC

## ALL REFERRALS

## GOALS SESSIONS

GOAL COMPLETIONS **25,028**

**1,109**

**5,710** PREVIOUS: 33,191

PREVIOUS: 1,485

PREVIOUS: 4,955

▼ -24.59%

▼ -25.32%

▲ 15.24%

## TOP EVENTS SESSIONS

EVENT CATEGORY ▲ TOTAL EVENTS UNIQUE EVENTS EVENT VALUE AVG. VALUE  
 External Link ▲ 2.06%  
 0.00% 10,848 vs 10,629

0 vs 0  
0.00% 0.00 vs 0.00  
Phone Call ▼-22.43%  
83 vs 107  
▲2.52% 10,014 vs 9,768  
▼-21.65%  
0.00%  
0.00% 76 vs 97  
0 vs 0  
0.00 vs 0.00

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**We're giving you the chance to take your family on an exciting weekend getaway in Drumheller, the dinosaur capital of the world!**

# Travel Drumheller UNCOVER WONDER

Enter for your chance to win a family weekend in Drumheller!

Name \*

*One lucky winner will get:*

- Stay at the Quality Inn
  - Family pass to the Royal Tyrrell Museum
  - Family pass to the Atlas Coal Mine
  - Family pass and lunch at the East Coulee School Museum
  - 2 tickets to Rosebud Theatre
  - 4 tickets to Canadian Badlands Passion Play
  - Family pass to the World's Largest Dinosaur

First Name

Last Name

E-mail \*

While you're there, don't forget to climb inside the mouth of the world's largest dinosaur!

Phone number

City \*

Gender \*

Male  Female

Age range  18-24

[25-34](#) [35-49](#) [50-64](#) [65+](#)

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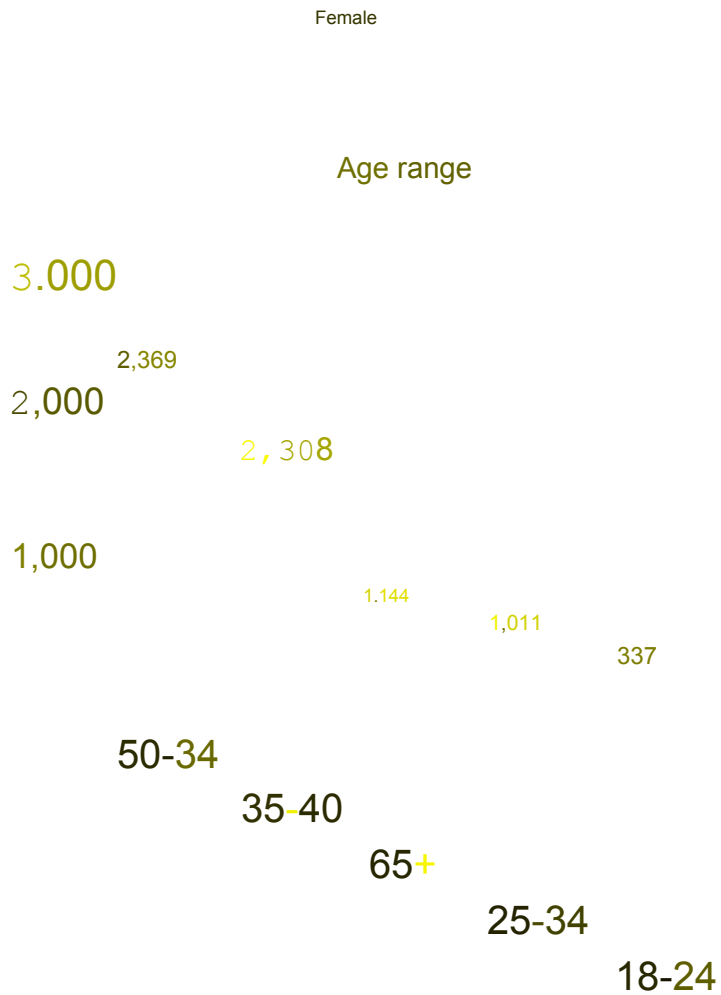
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# Travel Drumheller

Gender

2.558



## CAMPAIGN REPORT

Report Date:

June 18, 2019 6:35:33 PM EDT Report Period:

May 27, 2019 - Jun 16, 2019

**TOTALS Planned Impressions: 50,000 Delivered Impressions: 50,023 Sponsorship Impressions: 29,121 Clicks: 383 Click Through Rate: 0.48%**

**CAMPAIGN REPORT PERIOD Line Item**  
**Start Date End Date Impressions**

## Planned

CTV News GO Edmonton - Homepage - Skin - Sponsorship\_May CTV News GO Edmonton - Homepage - 300x250 - Sponsorship - CPD\_May CTV News GO Edmonton - Homepage - 728x90 - Sponsorship\_May CTV News GO Edmonton - All Platforms - ROS - 300x250-May/June

### Delivered Impressions

Sponsorship Impressions	Clicks	CTR
5/27/2019 5/27/2019 - 9,729	9,729	107 1.10%
5/27/2019 5/27/2019 - 9,599	9,599	29 0.30%
5/27/2019 5/27/2019 - 9,793	9,793	34 0.35%
5/27/2019 6/16/2019 50,000	50,023	213 0.43%
<b>50,000</b>	<b>50,023</b>	<b>29,121 383 0.48%</b>

## CAMPAIGN REPORT

Report Date:

September 6, 2019 12:19:46 AM EDT Report Period:

Aug 13, 2019 - Sep 2, 2019

**TOTALS Planned Impressions: 50,000 Delivered Impressions: 50,007 Sponsorship Impressions: 31,133 Clicks: 369 Click Through Rate: 0.45%**

### CAMPAIGN REPORT PERIOD Line Item

Start Date End Date Impressions

#### Planned

CTV News GO Edmonton - All Platforms - ROS - 300x250 (August/September) CTV News GO Edmonton - Homepage - 300x250 - Sponsorship - CPD\_August CTV News GO Edmonton - Homepage - Skin - Sponsorship\_August CTV News GO Edmonton - Homepage - 728x90 - Sponsorship\_August

Sponsorship Impressions	Clicks	CTR
8/13/2019 9/2/2019 50,000	50,007	215 0.43%
8/13/2019 8/13/2019 - 10,154	10,154	20 0.20%
8/13/2019 8/13/2019 - 10,500	10,500	115 1.10%
8/13/2019 8/13/2019 - 10,479	10,479	19 0.18%
<b>50,000</b>	<b>50,007</b>	<b>31,133 369 0.45%</b>

### Delivered Impressions

CTV

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EDMONTON TODAY

Fire fight near High Level continues

Brush fire near Fox Drive  
New lab to test  
colorectal cancer in unne  
May 27: CTV Edmonton morning headlines  
May 27: CTV  
Edmonton morning forecast  
Secret swing hidden in river valley

## WILDFIRE SEASON 2019

### Community Forecast

Invite Josh Classen  
to your event

22° SW 7

METRO EDMONTON WEATHER

**Government funding for evacuees available**

**Monday, new fire burning near Trout Lake**

Extended weather forecast

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Wildfire evacuees are able to pick up emergency funding from the government starting Monday, and a new fire near Trout Lake is prompting an alert 02

PASAJEEE.ME

Edmonton fire rescue issues restrictions on fireworks, open burning

One person arrested after alleged kidnapping in St. Albert

Fines issued in connection to UCP leadership campaign now **total \$71K**

Travel **Drumheller** UNCOVER WONDER

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Locally developed test to detect colorectal cancer rolling out in Alberta Di

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Downtown market returning to 104 Street **for the summer**

Basketball seeing amazing moment' as Raptors EDITOR'S PICKS make NBA  
finals Di

Fire extinguished in river valley 01

Fort Edmonton Park celebrates 50th **anniversary**

Car crashes into fence near Falconer Heights

'Today will be the test': High Level hoping fire guards hold against change in wind  
direction

CELEBRATING

**45YEAR**

'She does a lot more than just sling drinks': Bartender marks 45 years at small-town  
Alta, saloon

MI

RCMP investigating in-custody death after mall arrest

**JUST IN: High Level wildfire front lines**

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[Secret swing hidden in river valley](#)

[Man praised for heroic actions in fire](#)

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Jody Wilson-Raybould, Jane Philpott to run as independents

LIVE @ 5:15 ET: Alta. gov't announces labour law changes

Ont. Premier Ford explains why his gov't reversed the cuts

Father of boy struck by motorcycle asking for

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**CTV News at Six** Daryl McIntyre and Erin Isfeld

**CTV News at Five** Carmen Leibel

CTV News at 11:30

Matt Woodman

May 27: CTV Edmonton morning headlines

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**Noon**

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NU PUNE

**cTV News Red Deer**

**CTV Morning Live** Cory, Stacey, Rob and Jordan

CTV News at Noon Nahreman Issa

May 23: CTV Edmonton morning headlines

The latest from central Alberta

Wildfire fight continues

**CTV morning**

Live

**morningco**

**Sports**

CTV News Edmonton at Six for Sunday, May 26, 2019

OT

**NEWS**

**12 TOP 5 \***

Scrapping the provincial carbon tax

**DIGITAL** DOWNLOADS



## MOST READ

Virgin Top 5: Week of May 27 Jordan and Amy count down the top 5 music downloads for the week of May 27, 2019.

**Mexican players on the Eskimos** The Mexican players are making their Eskimos debut in the first preseason game. CTV Edmonton's Adam Cook

reports

Government funding for evacuees available Monday, new fire burning near Trout Lake 7,028 Views  
More From CTV Morning [Live](#)

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"Today will be the test: High Level hoping fire guards hold against change in wind direction 4,791 Views

## YEG Buzz

### The

## Entertainment

Fire extinguished in river valley 3,999 Views

One person arrested after alleged kidnapping in St. Albert

3,440 Views

RCMP investigating in-custody death after mall arrest 1,952 Views

"Hot Box

Is Coca-Cola an effective cleaner? Can you really use Coca-Cola as a household cleaner?  
MythBusters Josh and Cory find out!

The Edmonton-made movie hits theatres this weekend. CTV Edmonton's Graham Neil reports.  
Locally developed test to detect colorectal cancer rolling out in Alberta 1,600 Views

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# community

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GARDENING SECRETS FROM THE EXPERT

## WHAT'S ON

Mon

Tue

Wed

Thu

Fri

**19:00** Atalk (CTV)

19:30 The Big Bang Theory (CTV)

20:00 criminal Minds (CTV)

21:00 MasterChef Canada (CTV)

**22:00** MasterChef Canada (CTV)

[View full schedule »](#)

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113G  
65

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**CE) AUTO MIREs**

**Visions**

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Canada files North Pole competing claim with Russia, Denmark

Trump in Japan: Pomp and tense **circumstance**

Toronto transgender **artist featured in new** Gillette ad

- Ontario to end Beer Store deal; would pave way  
for beer in corner stores

Free puppies: Nova Scotia woman issues warning about cruel and unusual scam

North Korea calls Bolton war monger' over missile comment

Police: Jewish boys helped save man with swastika tattoo

Aladdin' soars, but Booksmart' barely passes at box office  
Spice Girls fans walk out on first gig of reunion tour due to sound

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*MEPENDENT*

Halifax woman **reaches settlement after being denied** breast reduction **surgery**

Wilson-Raybould, Philpott to run again as independent candidates

Close encounters? **SpaceX satellites** spark Dutch UFO frenzy

. Ketone drink may one day fight Alzheimer's  
disease and dementia

. Liberals push forward with ratification of new

NAFTA in House of Commons

Asus debuts laptop with three screens and a full-size mechanical keyboard Why

short-video app TikTok is taking the world by storm

3 new measles cases confirmed in New Brunswick, bringing total to 8

. Some tech giants sign onto Canada's

declaration on electoral integrity

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Toronto stock market recovers some of last **week's losses** on quiet day of trading

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New auto giant? Fiat Chrysler wants to **merge with Renault**

## Chrysler wants to

A long, twisting path: The Toronto Raptors' road to the NBA Finals

FIAT CHRYSLER AUTOMOBILES

A look inside Ottawa's new self-driving vehicle testing facility

. Bye bye, Netflix? How to stop overspending on

subscription services Canadian Utilities selling Canadian fossil fuel based power assets

Analysis: NBA Finals will decide a champion, and much more

. Canada's Shapovalov loses French Open first

round match to Struff

Ottawa installs cameras on school buses to catch drivers breaking the law

LIFESTYLE >>

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IN PICTURES >>

Ontario student turns to crowdfunding to raise Harvard tuition

**ALBERTA WILDFIRE**

Aerial footage of massive Alberta wildfire

Red carpet fashion at 72nd Cannes Film Festival

Online petition asks Tanzania to keep Mt. Kilimanjaro 'cable car-free

Images of suspects in hit and run involving 4 year-old boy

- Royal fashion

Harry and Meghan: Celebrating their first anniversary

Airbnb host finds guns, drugs and fake cash

- Montrealer smashes record for longest plank

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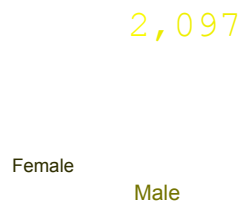
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# Travel Drumheller 2019 phase 2

## Gender



## Age range



50-64

65+

25-34

18-24

## PRODUCTION TIMELINE TRAVEL DRUMHELLER

EXPLORATION GUIDE 2020 PRJT: FY20RMS012

### ACTION ITEM DATE\* RPM TD

Project kickoff and storyboard review Oct 2 X X

Media Kit delivered Oct 10 X

Finalized editorial line-up Storyboard sent to TD for approval Oct 10 X

**Editorial line-up approved Oct 18 X**

Flat plan indicating editorial and advertising pages delivered Oct 25 X

Final copy submitted to TD for review Dec 3 X

**Copy approval Dec 10 X**

Listings content received from TD **Jan 7 X**

**1st proof Jan 14 X**

Recommended advertising sales deadline Jan 17 X

1st proof returned with changes Jan 21 X

Advertising material deadline Jan 24 X

Final (2nd) proof to TD Jan 30 X

**CLIENT approves final proof Feb 6 X**

Plotter Proof Feb 10 X

**Print-ready files sent to Printer Feb 14 X**

Delivery of 30,000 print copies to TD Feb 28 X

Delivery of digital PDF files to TD Feb 28 X

*\* Items are due at the end of business on the date specified \*\*Additional fees apply for late changes/updates*

*Key milestones are indicated in red type*

9/6/2019 TL-DRUMHELLER-2020

### Travel Drumheller & Town of Drumheller Photography Services

#### Request for Proposals

**Overview** The following Request for Proposal (RFP) is being issued by Travel Drumheller to find an experienced professional photographer to capture aspects of tourism attractions, landscapes and activities focused on the fall/winter season. The photography may be used for communication materials and marketing initiatives; locally, regionally, provincially and nationally.

**Background** The town of Drumheller is located along the Red Deer River in southern Alberta, a location internationally recognized for its rich abundance of dinosaur fossils and home of the world-renowned Royal Tyrrell Museum of Palaeontology.

Drumheller is a place you can immerse yourself in a different side of history. We are

known for dinosaurs but that is not all Drumheller is about. When you visit, you can find out about so much more than meets the eye.

Travel Drumheller is a non-profit Destination Marketing Organization (DMO) dedicated to developing marketing campaigns designed to tell the stories of the Drumheller Valley to encourage year-round tourism.

**Project Scope** The project will commence in October/November 2019 to best take advantage of the fall weather and landscape. The shoot timeline may be split into two separate itineraries to ensure some winter-based activities such as cross-country skiing and snowshoeing.

The following is a preliminary shot list but not limited to:

1. Exterior landscapes (ie: hoodoos, pathways, river valley, etc.) 2. Drumheller Dragons hockey games 3. Christmas in the Coulee 4. Festival of Lights 5. Outdoor activities (biking, cross country skiing, snowshoeing)

**403.823.2422 [traveldrumheller.com](http://traveldrumheller.com)**

### **Audiences**

- Tourists
- Local tourism and businesses sectors
- Drumheller residents
- Tourism industry stakeholders (Travel Alberta, Tourism Calgary, etc.)
- Town of Drumheller stakeholders (Chamber of Commerce, Economic Development, Community Futures, etc.)

The individual(s) will work with Travel Drumheller to create cohesive shot list with all final images owned by Travel Drumheller.

### **Budget**

Project budget allocation up to \$10,000

The proposed budget and fees should reflect all project costs, including travel.

Accommodation will be provided by Travel Drumheller. The project work will commence after the contract is awarded following a preliminary meeting with the hiring parties.

**Request for Proposal** Interested individuals or firms are invited to forward a proposal no later than **Monday, September 30, 2019**.

The Proposal should contain:

- Background of photographer and any team members assigned to the project
- Outline of experience on location-based shoots
- Examples of work
- Estimation of costs for approximate 2-day shoot, including breakdown of billing rates
- Implementation timeline
- Client references

**Deadline: 4 p.m. – Monday, September 30, 2019** Proposals can be emailed to:

[admin@traveldrumheller.com](mailto:admin@traveldrumheller.com)

**403.823.2422 [traveldrumheller.com](http://traveldrumheller.com)**

## **Evaluation**

Travel Drumheller will shortlist and contact the most qualified individual(s), for a phone or in-person interview to determine their working style and ability to execute the contract. Final selection will be determined through consideration of the photographer's:

- Ability to meet the demands of an outdoor shoot with multiple locations within the budget and timeline.
- Knowledge and experience in working for similar types of organizations in tourism, culture or government
- Innovation and creativity as evidenced in past work

Questions regarding this call for RFPs should be directed to:

Alyssa Berry Travel Drumheller Phone: 403.823.2422 [admin@traveldrumheller.com](mailto:admin@traveldrumheller.com)

**403.823.2422 [traveldrumheller.com](http://traveldrumheller.com)**

## **Administrative Assistant Report September 2019**

- Travel Drumheller Networking
  - September 12th
  - Rosebud Theatre
  - October
  - Valley Brewing
  - November / December
  - East Coulee School Museum
  - Committee Assignment update
  - Ambassador update - Veronica

The list: 1. Chamber of Commerce - **Debbie Schinnour** 2. Economic Advisory Committee - **Marcie Pears** 3. Canadian Badlands - **Marcie Pears** (I have spoken with Lonna regarding TD and CB collaboration) 4. Destination Drumheller - **Marcie Pears** \*\* Currently still in the building stage 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 - **Heather Little** g) Golf Course h) Drumheller Fun Team - **Crystal Sereda** 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**

**Duration:** August 15-26, 2019

### **August Report**

**Horseshoe Canyon, Kneehill County-** The farmers market located at Horseshoe Canyon

provided good exposure towards fellow vendors surrounding the valley. The market attracted many tourists who were out hiking in the canyon. However, many of those that visited the booth were locals and already knew much about Drumheller. To garner families and potential visitors, freebies such as pins, keychains or stress balls with the Travel Drumheller sign are recommended. Kids that wander around are likely to be enticed with free stuff, allowing more of their family members to come by and spend time at the booth. The ambassador that will be manning the booth should ensure to talk to businesses such as the Red Deer River Adventures, Helicopter Tours and the Sage Shoppe that are stationed at the market as well, as they provide specific promotions that tourists might not know, which you can advertise further.

**Suspension bridge-** A fantastic location where tourists come all the time, even with bad weather. Shade could be found everywhere, therefore canopy is not needed, unless its raining. However, ropes are needed to be able to tie the Travel Drumheller sign to weights. Outhouses are not maintained at the area, so when asked recommend people either at the flushed toilets behind the fire hall or across at the coffee shop. The bridge's location is in the middle of all the attractions of the Hoodoo trail, making it easier for future ambassadors to further advertise the coal mine, hoodoos, etc. Do call the VIC before the start of every shift to confirm the tour times of the ACM, especially during rainy weather as some tours could be closed.

**Ramada-** Best location if raining or windy. However, mostly dead during the middle of the check-out time (11 pm) and check-in time (3pm), therefore best time to set up will be right when people are trickling in at 3 pm. Table cloth would be recommended to match the setting of the hotel and look more presentable.

Number of Guests based on Place of Origin British Coloumbia 44 Alberta 858 Saskatchewan 117 Manitoba 39 Ontario 84 Quebec 8 Nova Scotia 8 Newfoundland 4 New Brunswick 12 France 7 China 6 United States 24 London 2 India 5 Germany 5 Ireland 1 Poland 3 Japan 2 Netherlands 6 Australia 13 United Kingdom 19  
Tourist Point of Origin British Coloumbia 20 Alberta 276  
Saskatchewan 27 Manitoba 15 Ontario 26 Quebec 3 Nova Scotia 2 Newfoundland 1  
New Brunswick 2 France 2 China 2 Poland 1 United States 8 India 1  
London 1 Japan 1 Germany 2 Ireland 1 Netherlands 1 United Kingdom 6  
Australia 3

<https://www.alberta.ca/community-development-unit.aspx>

Overview

The Community Development Unit offers facilitation training workshops to help non-profit and public staff and volunteers learn how to lead meetings and groups in a facilitative way. Topics covered include:

- strategic planning
- board development, roles and responsibilities
- planning and conducting effective meetings
- team enhancement and development
- building leadership capabilities throughout your organization
- creating plans for fund development and marketing
- consultations with the public and stakeholders
- identifying, developing and enhancing partnerships, collaborative relationships and assets within your organization and community

Services are mainly tailored to:

- community groups

- non-profit organizations
- volunteer teams
- municipality groups
- provincial ministry groups

Community Development works to improve, enhance or otherwise contribute in a positive way to the lives of Albertans.

The Community Development Unit is working to improve the services we offer to the non-profit/voluntary sector. To access our services, please email: [communitydevelopment@gov.ab.ca](mailto:communitydevelopment@gov.ab.ca).

Session types

Building community capacity

Community Development facilitators can facilitate sessions to help:

- identify assets in your community, including individuals, organizations and others
- assist with creating an action plan for capitalizing on those assets

Collaboration and partnerships

Community Development facilitators can support you and your collaborative team in exploring, building and strengthening methods and processes for working effectively together.

Facilitation

The Community Development facilitators can provide crucial process design expertise, as well as advice on project planning and management. Whether it's a clear strategic plan you need, an agreement on a contentious issue or collecting extensive input on an idea, our facilitators are process experts.

Facilitators design sessions and projects that:

- are inclusive of a diverse array of participants
- are non-biased and achieve the group's goals
- create a safe environment encouraging full participation from everyone present

The Community Development Unit offers [facilitation training workshops](#) to help employees learn how to lead meetings and groups.

Fund development

Community Development facilitators can assist your organization with a broad range of services related to fundraising and fiscal management, including:

- referrals
- building feasible action plans
- creating strategies that are right for your organization
- social enterprise
- partnership building and collaboration
- obtaining and maintaining charitable status

Developing leadership capabilities

The Community Development facilitators can help your organization build a culture of leadership by providing personalized workshops focused on:

- facilitating conversations regarding leadership
- clarifying roles and responsibilities
- effective planning
- coaching services

Organization and board development

Community Development works with board members and staff teams of organizations to help them find ways of working more effectively and efficiently.

The topics we cover include and are not limited to:

- developing and working with your bylaws
- assisting with incorporation

- strategic planning, prioritizing and planning for the future
- planning and conducting effective meetings
- developing clear board and staff roles and responsibilities

See the [Board Development Program](#) for in-depth information bulletins and worksheets to guide your Board's development and growth.

#### Planning

Community Development facilitators work with you to design and deliver sessions that may include and are not limited to:

- reflecting on and considering factors affecting your group and work
- understanding and articulating mission, vision and values
- identifying relevant and adaptive strategies to guide your work

#### Public participation

Public participation consists of a variety of activities ranging from sharing information to active engagement of stakeholders in the implementation stages.

Public and stakeholder participation processes include:

- Identifying purpose and intent
- Defining appropriate levels of public and stakeholder participation
- Planning and managing all aspects of the interaction with the public
- Assessing and interpreting the information gathered

- 

# DRUMHELLER DRAGONS JR.A HOCKEY CLUB

## SPONSORSHIP OPPORTUNITIES

### IN OUR COMMUNITY

**The Dragons have been an integral part of the community of Drumheller and surrounding areas for the past 16 seasons. We pride ourselves in working with the youth of the communities which consists of reading at the elementary schools, participating in community events, mentoring minor hockey teams, and charitable volunteering. Our players & staff are dedicated to making the community a better place to live!**

### MISSION 6

**The Drumheller Dragons program is founded on the Core Values of Preparation, Enthusiasm, Character and Hard Work. We follow a detailed curriculum designed to teach the fundamental skills required to become not only successful hockey**

players but also people of integrity. Our yearly curriculum focuses on: 1) Personal Growth; 2) Skill Development; 3) Education; and 4) Preparation for the next level. It is our Vision that 6 players graduate yearly into College/ University Programs.

## WELCOME TO THE AJHL

Team – Sportsmanship – Determination – Education – Excellence –  
Competitiveness – Community – Speed – Success

## FURTHER EDUCATION

While off the ice, The Dragons are committed to furthering their education and reaching their ultimate goal of achieving a scholarship. When not enduring off-ice training, on-ice practices, travelling or playing games, the players are busy at either high school courses or college classes as well as spending time in study hall or with tutors. Since 2003, numerous Dragons players have gone on to receive post-secondary scholarships continuing hockey through education.

## WHO WE ARE

## BY THE NUMBERS

### 2018/2019 Dragons Game Attendance

**AVG ATTENDANCE OVER 32 HOME GAMES: 838/Game**

1000+ = 9 Games

700-999 = 15 Games

450-699= 8 Games

18/19 TOTAL = **26,809**

### Dragons Social Media Numbers

Facebook = 1909

Twitter = 3654

Instagram = 1403

### Drumhellerdragons.ca Website Traffic

### Ice Logos

6 AVAILABLE Display your business in the number one visual highlight of our arena: the ice! With this opportunity you get two logos – one on either side of the ice. Full colour



logos are painted onto the ice for optimum visibility throughout the season. Painted by Jet Ice, the premiere company for NHL, Olympic and other special event ice surfaces. These logos will be visible to all visitors of the Drumheller Memorial Arena.

## Rink Boards

**60 AVAILABLE** Rink boards are the most popular advertising outlet in our arena. Measuring 96" x 30" and covered in protective Lexan material, these boards are sure to get your company noticed all season!

## Glass Wrap

**2 AVAILABLE** Your company logo stretching from goal line to goal line behind the net at both ends of the rink – that's roughly 85 feet of advertising...times 2! Measuring around 10" tall, we can print your logo on an adhesive material that sticks to the glass just above the boards. With most of the attention on the nets during a game, your logo will get great exposure.

## Own A Section

**8 AVAILABLE** Twelve 36" x 12" colour decals on the seat risers of each section. You can go with one logo or mix it up. There are only 7 sections so this is a great value for your dollar.

# ICE LEVEL ADVERTISING

For advertising opportunities please contact:

**DUSTIN EDWARDS** Drumheller Dragons Business Manager (403) 823-2022 office (403)  
334-8200 cell [dustin@drumhellerdragons.ca](mailto:dustin@drumhellerdragons.ca)

## Hockey Pants & Helmets

**1 AVAILABLE** Your company's logo on each set of hockey pants and Dragons helmets. Get noticed not only at home, but also on the road! Province-wide exposure for your business and appearing in most photos across the AJHL and social media. Minimum 2-year commitment required.

## Team Coat Sponsor

**1 AVAILABLE** The players look dashing in their dress coats both at home and away games as well as formal community functions. Show your logo everywhere they go! Minimum 2-year commitment required.

**Track Suit Sponsor** **1 AVAILABLE** The players look sporty in their Reebok track suits at casual community events, helping out at schools and on the ice with minor hockey teams. Great community advertising!

# PLAYER ADVERTISING

For advertising opportunities please contact

**DUSTIN EDWARDS** Drumheller Dragons Business Manager (403) 823-2022 office (403)  
334-8200 cell [dustin@drumhellerdragons.ca](mailto:dustin@drumhellerdragons.ca)

**Lounge Wall** - 5 AVAILABLE These five locations under the lounge (north end) put you in one of the most prominent spots in the arena.

**Corner Stairwell** - 2 AVAILABLE Place a large sign promoting your business in one of the most visible places in the rink – the corner stairwells on the south end.

**Stair Risers** - 13 AVAILABLE Your logo is sure to get noticed on the face of each stair! Use the same logo on each stair or mix it up with messages promoting your business.

**Catwalk Wall** - 8 AVAILABLE No bleachers exist on the north side of the rink, so leverage the wall space underneath the lounge with a 96" x 48" sign promoting your business. You can also double the size of your sign (192" x 48") and only pay an extra \$800.

**Player's Bench** - 2 AVAILABLE Be the premiere advertiser on the player's benches. You get 28 feet of signage on the visitor's bench for \$2000 or 32 feet of signage on the home bench for \$2500.

For advertising opportunities please contact

**DUSTIN EDWARDS** Drumheller Dragons Business Manager (403) 823-2022 office (403)  
334-8200 cell [dustin@drumhellerdragons.ca](mailto:dustin@drumhellerdragons.ca)

# ARENA SIGN OPPORTUNITIES GAME DAY SPONSORSHIP

## Presenting Game Sponsor

29 AVAILABLE

Be the company that presents each Dragons home game! An opportunity for you & your staff to greet fans at the entrance and provide giveaways/promotions for guests!

You will also be provided the 1<sup>st</sup> intermission on-ice activity for any activation or game around your company and business. You will be able to giveaway and prize you'd like to provide from your business.

You will be provided (3) sets of tickets to giveaway prior to your game!

## Premium Game Sponsor

Present the Dragons Premium Home Games this season!

- Teddy Toss Night - Free Minor Hockey Night - Family Day Game - First Responders Night - AND MORE!

#### NEW OPPORTUNITIES

#### NEW OPPORTUNITIES THIS SEASON:

#### THIS SEASON:

-HOCKEY HOOKY GAME

-SHOOT TO WIN -FREE GAME NIGHT

NIGHTS (YOUR PRODUCTS) -FREE GIVEAWAYS

## Media Timeout Activations **3 AVAILABLE**

When the period hits the halfway point, we turn our attention to your business! Giveaways, trivia, season ticket holder recognition, and more. We have 1 minute to showcase your brand and product with our crowd interaction activations. It can be one fan or an entire section, as we can build a promotion around you and your business.

## GAME DAY SPONSORSHIP

### Puck Toss Sponsor

1 AVAILABLE

Everyone's favourite intermission activity is Puck Toss! Now you can be the presenting sponsor and drive people to your business with product/gift certificates for each game! This sponsorship will include your business as the title sponsor, each puck will have company logo, and PA Announcements. Don't miss your chance on this great advertising opportunity!

**Boston Pizza VIP Suite** Selling out quick, this has become a new favourite at the Dragons home games. Watch the game in luxury as you say thanks to new or existing customers or host a staff appreciation night in our VIP suite. With your package you will receive 20 tickets to the game, 24 drinks tickets, non-alcoholic refreshments, first intermission appetizers & pizza, and PA announcements throughout the game!

### Game Activation Announcements **Become the official**

sponsor of live game announcements. Use your company name & tagline at every announcement. Work with our team to develop the perfect message for your announcements! Choose from the following options:

Starting Line Up Shots on Goal (3 x) Period Summary (3x) Power Play - Before every visiting team penalty announcement Penalty Kill- Before every Dragons penalty announcement 3 Stars Of The Game- Home Stars \*Can give away merchandise

**50/50 Sponsor** 1 AVAILABLE Our 50/50 jackpots are extremely popular with our fans, raising up to \$4000 each home game! As our premier 50/50 ticket sponsor,

your logo and information would be on all the 50/50 tickets that make their way into our fans' hands. Talk to our team about the "Guaranteed 50/50 Jackpots". Create hype and company advertising as part of this exciting campaign at home games.

## GAME DAY ADVERTISING

For advertising opportunities please contact

**DUSTIN EDWARDS** Drumheller Dragons Business Manager (403) 823-2022 office (403) 334-8200 cell [dustin@drumhellerdragons.ca](mailto:dustin@drumhellerdragons.ca)

### **MEMORIAL ARENA** Drumheller has many things to see and do in

the valley. During the winter months, our arena is home to 30 AJHL games, plus countless more minor hockey games, figure skating. During the summer months, hundreds of thousands of visitors flock to our valley to tour the many attractions we have to offer: the Royal Tyrell Museum, the hoodoos, and of course the World's Largest Dinosaur! The site of the World's Largest Dinosaur and the Rotary Splash Park is adjacent to our arena, making it one of the most prominent areas and greatest photo opportunities in Drumheller. What a great place to advertise your business!

There are four different options available:

4'x8' sign 4'x16' sign: 8'x16' sign:

Due to the cost of production, each advertiser must commit to a 3 year contract. Your advertisement will be up for the full 36 month period from the day it is installed. Each sign is made of durable Alupanel (a composite aluminum) material and will withstand all weather conditions.

## ARENA EXTERIOR ADVERTISING

For advertising opportunities please contact

**DUSTIN EDWARDS** Drumheller Dragons Business Manager (403) 823-2022 office (403) 334-8200 cell [dustin@drumhellerdragons.ca](mailto:dustin@drumhellerdragons.ca)

### **Ticket Window** 1 AVAILABLE Our ticket window sees action at every

home game, so why not advertise your business where everyone stops to buy their tickets? Fill the space with laminated decals of your logo and your company will be sure to get noticed!

### **Magnet/Pocket schedule**

4 AVAILABLE Our fans love the fridge magnet and the pocket schedule as a quick and convenient way to check when the next Dragons games are. Place your ad on either of these items and your business is sure to get fan exposure.

### **Game Ticket Back**

**3 AVAILABLE** Put your logo on the back of all our tickets. With this option, fans will be exposed to your business every game, and season ticket/flex pack. This opportunity is the perfect way to offer discounts to your customers as well; they can use the ticket as a coupon.

## Social Media Advertising

**4 AVAILABLE** The digital age is a powerful marketing tool! The Dragons have thousands of followers with an expanded daily reach, and you could be part of it. Our platforms include Facebook, Twitter, Instagram, and YouTube. Let's put your company name, logo, links, website, and more on our posts! Numerous options available.

## Autograph Cards

**2 AVAILABLE** The Dragons are always signing autographs for fans around the community, and your logo can be part of it! These full-size cards are handed out on school visits, game days, community events, and are always a fan favourite souvenir!

# FAN EXPOSURE OPTIONS

**Player's Club** The Players Club contribution goes directly to the Dragons billeting costs. This ensures the billets can provide the players with the most essential needs – home and heart. With your commitment you will receive the following recognition and benefits: a beautiful 4'x4' plaque on the catwalk in the arena and 2 season tickets.

**Transportation Club** The Transportation Club is the heart and soul of our road game program. The Transportation Club contribution directly covers the cost of meals and accommodations for players and staff while they are on the road. The Dragons travel extensively throughout the province for competition with other teams. Your business would become a fundamental sponsor of our hockey team and receive the following recognition and benefits: a beautiful 4'x4' plaque on the catwalk in the arena and 4 season tickets.

**Scholastic Club** Education is one of our top priorities for our players, and to ensure they get the support they need to further their education, we depend on the Scholastic Club. The Scholastic Club contribution helps cover the players' educational costs, including tutoring, SAT preparation, and university courses. With your commitment, your business would receive one of the highest levels of recognition on the catwalk in the arena with a beautiful 4'x4' plaque. You would also receive 4 season tickets and a VIP night for your business.

**Bus Club** One of the Dragons' biggest expenses each year is the cost of busing the players and all their equipment to road games, and the Bus Club helps to

offset this cost. As our premiere Bus Club sponsor, your business would receive the highest level of recognition on the catwalk in the arena with a beautiful 4'x4' plaque. You would also receive 4 season tickets and a VIP night for your business. In addition, your logo would be placed on the bus that travels all over Alberta and Western Canada – not just for Dragons games but also for every other charter the bus takes.

## PREMIERE SPONSORSHIP CLUBS

For advertising opportunities please contact

**DUSTIN EDWARDS** Drumheller Dragons Business Manager (403) 823-2022 office (403)  
334-8200 cell [dustin@drumhellerdragons.ca](mailto:dustin@drumhellerdragons.ca)

We wouldn't be able to operate without the amazing support of our sponsors! If your sponsorship of the Dragons exceeds a certain dollar value this season, your business gets recognition on our arena sponsor level sign and website!

**Bronze Sponsor** Sponsorship of \$1000 or more

**Silver Sponsor** Sponsorship of \$2000 or more

**Gold Sponsor** Sponsorship of \$3000 or more

**Platinum Sponsor** The highest recognition – sponsorship of \$5000 or more

**Customization** Can't find what you're looking for? We would love to work with you to create a custom sponsorship opportunity that will better fit your company's vision. If you have an idea, we'd love to hear it! If not, we will brainstorm with you on how your business can be part of our sponsorship team.

**Bundle and Save** Keep in mind that if you choose 2 or more of our sponsorship and advertising opportunities we can give you a discount. When you bundle, you save!

## SPONSORSHIP LEVELS

For advertising opportunities please contact

**DUSTIN EDWARDS** Drumheller Dragons Business Manager (403) 823-2022 office (403)  
334-8200 cell [dustin@drumhellerdragons.ca](mailto:dustin@drumhellerdragons.ca)

Season tickets provide you with assigned seating each home game, first right of refusal on playoff tickets and 25% off gate admission.

Season Ticket Pick-Up Party! Join your fellow season ticket holders for an evening on us! BBQ, beverages, dressing room tour, and pick-up your tickets for the season. Date TBA

**Adult - \$375** ages 18+

**Senior - \$250** ages 55+

**Student - \$250** ages 13 - 17

**Child - \$140** ages 6 - 12

**Family - \$840** 2 adults and 2 kids

**NEW\* First Responder Season Ticket - \$300** The Dragons

organization would like to salute our first responders of the Drumheller and surrounding areas. If you're an active member of any fire department, police force, or ambulance we would like you to be part of our season ticket family!

**10 game pack - \$140** 10 game vouchers good for anytime during the 2019-2020 regular season

**Flex Packs - \$375 (adult)** 30 game vouchers good for anytime during the 2019-2020 regular season

## **SEASON TICKET PACKAGES**

For advertising opportunities please contact

**DUSTIN EDWARDS** Drumheller Dragons Business Manager (403) 823-2022 office (403) 334-8200 cell [dustin@drumhellerdragons.ca](mailto:dustin@drumhellerdragons.ca)

Roger Brooks Assessment Findings and Suggestions Report June 2019

Review Panel meeting September 3rd 2019

After Roger Brooks made his review he provided the Town of Drumheller with an Assessment and Report with 98 action items. There are a few of these items that have already been completed on behalf of the town, but a majority of these items have been reassigned to organizations / groups that can implement these changes / suggestions on behalf of the town. Please refer to the Assessment Findings and Suggestions Report that was provided to all members of the board by Julia Fielding.

Travel Drumheller has either been assigned specific tasks / items to ensure completion, or Travel Drumheller has stepped forward to complete some action items.

Items and notes below.

**#1 The itineraries could be a lot more robust, but overall Excellent job**

Show a yearly calendar of events that are happening in the valley. This may help attract visitors

to come back for a second / third visit etc

**#2 Consider adding a guide to local eateries**

**#3 Develop additional itineraries**

Travel Drumheller and Town of Drumheller web pages should feed information into each other etc.

**#9 Create the very best of Drumheller brochure**

**#12 Join this link its free [www.destinationdevelopment.org](http://www.destinationdevelopment.org)**

**#13 Create #hashtags for facebook and instagram**

The Branding Committee has taken on this task with the objective of creating 1 unified #hashtag which would then be posted throughout the community (Dinoarts, Dinowalk, etc)

**#14 Add operating hours on business windows and get consent**

Travel Drumheller will be working with the Community Business Association in getting this completed and unified

**#22 Encourage Instagrammers to tell their story**

**#32 Create brochure with mapping**

**#33 Brochure distribution for the signs and for vendors**

**#36 Send the very best brochure to every household within 30 km**

This brochure would include "The Best of.... " the intention would be for the homeowner to share with guests when they come for a visit during summer etc. (Similar to Banff)

**#69 Add menu boards on all restaurants**

**#74 Information pop up tents**

More mobilized Ambassador program

**#75 24/7 information various locations**

**#94a Put brochures by signs**

Hello,

After much thought around our last meeting I feel we may need to take a different approach concerning the collaboration with the town, with the goal of eventually uniting our community efforts in regard to tourism. For as long as I have been involved in business in Drumheller I feel we have never successfully won support from the town. Without all efforts working together we are missing some very important momentum to move forward and be the next Banff. My intention is not to challenge the leaders but try to show them other best-case scenarios etc., rather than quietly go about our business.

Our model works in many communities around Alberta and even Canada, after reading the Roger Brooks presentation it is apparent it works in many places in the USA as well. What I am curious about is what role everyone plays in the 'success' stories, the local DMO, the town government and the surrounding DMO if there is one. It is clear the work we have done is good but I feel it is just not acknowledged or even understood at times.

I feel we should consider the following actions:

- Contact other communities with similar DMO's and find out their best practises and how they interact with the local councils, what that relationship looks like in terms of support, both publicly and financially. It would be great to get something on paper for this to work.
- I also feel we should contact Roger Brooks, pay if we must, and ask him about his experience with collaboration. He has a wealth of experience, Canadian examples would be best, the USA



would have a different approach I am sure We saw reference to collaboration in his

### **Cindie Hughes**

presentation but how has that been done in other areas? What support does the DMO normally  
Tue, Sep 10, 11:07 AM (1 day ago)

get, what goals do they normally take on versus the town etc. What financial support the town offers?

- Lastly, I feel we need to write a letter to Heather and council and ask them what they want from us. They have many opinions about what we do, how valuable we are, how closed off and secret we are ( that was the last meeting with the Mayor) but what are they really expecting from a volunteer organization that is supporting their top one or two economic driver for the town and the valley. Nicely worded of course.

Again, my purpose is not to rile anyone but essentially stand up for what we are doing, to gain a little respect for what we do. Heather made a comment about 'without CanAlta you wouldn't be anything', that is very true. The whole truth is CanAlta is the biggest driver of this project and they could go about this business by themselves if they wish but they didn't, they invited me to the board along with everyone else in the beginning and said they want inclusion for everyone, we are better together. Without the town's public support, I am unsure if we will get full participation from all hotels because of the mixed message.

I thought I would send this out so everyone would have time to think about it before our discussion.

Cheers!

### *Cindie Hughes*

Quality Hotel Drumheller

W 403.856.4444

F 403.856.4445

Tue, Sep 10, 1:01 PM (1 day ago)

### **Dr. Sarah Newstead**

Great points, Cindie. I, too, feel that we need to gather some context for our DMO. What do other (successful) DMO/municipality relationships look like? I think this would really help for our current and future strategic planning.

Let's discuss further next week.

### **Crystal Sereda**

Tue, Sep 10, 1:16 PM (1 day ago)

Hello Everyone.

Golden BC might be a good fit to reach out to as a possible similar community as ours, specifically as they are really good at promoting tourism outside of Banff and are very close to the same distance we are from Banff. I do know a few people who work in the tourism industry in Golden and will try to reach out to them. Their branding for their community is all similar, the chamber of commerce is huge supporter of Tourism Golden and when you are in Golden all the signage and media is all the Tourism

Golden tag. There is no question that Tourism Golden is the main place of focus when you planning a trip to Golden.

Tue, Sep 10, 3:35 PM (22 hours ago)

**Julia Fielding**

Cindie

Thanks so much for this well thought out email.

It is very frustrating for me all the work which has gone into this organisation and yet there is still a feeling externally that nothing has been achieved. I think we all have a responsibility with this.

I do inform the Economic Development Advisory Committee meetings with updates but we may need to do more for the other members of council as well as other members of the public.

This should be an important part of the agenda next week on moving this forward.

I like the idea of writing to Mayor and Council

Medicine Hat would be a great organisation to talk to as well as they seem to work well with the City.

Finally the Town is looking at creating a new website and I know it is on our plan this year to look at the website 2.0 and it would be great to have some synergy of the two.

The information we have had through the branding exercise has been that the landscape and dinos are the big message and so we will be aiming to have some linkage with Travel

Drumheller as well.

Anyway just some thoughts we can talk further.

Thank you again Cindie

Julia

Julia Fielding

Do we have a date set for a Strategic Planning session for Travel Drumheller? I thought someone briefly mentioned this happening in the fall. If there isn't one we should set one at the next meeting as these comments all seem to be relevant to that planning. Marcie can you make sure this is on the agenda if there isn't already a date?

Heather Little

Rosebud Centre of the Arts

403-677-3000 ext. 229

**Elaine Secord**

Tue, Sep 10, 4:59 PM (21 hours ago)

I appreciate the thought our board members have been putting into this issue, and strongly support your comments and ideas.

Perhaps related to Heather's suggestion, I wondered whether it could be helpful for the Mayor to receive a brief presentation (5 minutes?) to preface her remarks at next week's meeting? Is there someone who could whip up a very high level refresher on Travel Drumheller – Vision and Mission; Highlights of Achievements in a nutshell?

**Heather Little**

Tue, Sep 10, 3:46 PM (22 hours ago)

Reminding her of Travel Drumheller's purpose, strategic priorities, and successes might help get the next conversation off on the right foot?

Just a thought for your consideration.

Best, Elaine

**Travel Drumheller <admin@traveldrumheller.com>**

10:59 AM (3 hours ago)

Good morning everyone,

Thank you everyone for your thoughts, and I agree the Board needs to discuss this in more detail sooner rather than later.

If you all remember, Ryan and myself attended a Roger Brooks review meeting last week hosted by Heather and attended by other business owners / members of the community. I do have an action plan and a list of items Heather has asked assistance from Travel Drumheller to help mend/ repair or implement. I have included this piece in the board package and will be adding this to the discussion items in the meeting next wednesday.

Thank you