



# Travel Drumheller

## **Travel Drumheller Marketing Association Board of Directors Meeting**

In person at Travel Drumheller offices- 181 Railway Ave E, Drumheller, AB T0J 0Y6  
Or via Google meet

**Wednesday, January 12th, 2022 @ 10:00am**

<b>1</b>	<b>Call Meeting to Order</b>
<b>2</b>	<b>Approval of Agenda</b>
<b>3</b>	<b>Approval of Minutes</b> December 8th 2021
<b>4</b>	<b>Financial Report</b> Motion: The Board approves the financial report Board approves 2022 Budget
<b>5</b>	<b>Town of Drumheller Report</b>
<b>6</b>	<b>ED Report</b>
<b>7</b>	<b>Unfinished Business</b>
<b>8</b>	<b>Discussion Items</b> ALTO awards Travel Alberta Conference sponsorship
<b>10</b>	<b>In Camera</b>
<b>11</b>	<b>Adjournment</b>
<b>12</b>	<b>Next meeting</b>



# Travel Drumheller

Travel Drumheller Marketing Association

Wednesday December 8 ,2021

10.00 am (person or zoom) @ Community Futures Board Room

## MINUTES

Present in person: B. Steeves D. Schinnour D. Dekeyser J. Fielding

Present by Zoom: S. Newstead C. Sereda E. Secord R. Johnston

Absent: T. Vyvey R. Semchuk H. Little C. Hughes V. Neudorf

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### 1. Call to Order

S. Newstead called the meeting to order at 10:02

### 2. Approval of Agenda: S. Newstead welcome R. Johnston to the board as our new Town of Drumheller Representative.

#### Approval of meeting Agenda

**Motion by D. Schinnour / B. Steeves that the agenda be approved. Carried**

### 3. Approval of Minutes of November 10,2021

**Motion by B. Steeves / C. Sereda that the minutes of November 10,2021 be approved. Carried**

### 5. Financial Report

- Presentation of financial report by B. Steeves.
- Canalta has been invoiced for the second and third quarters. Which will show a profit.
- Line 4210 Deferred Grant revenue has been moved to the ambassadors.
- The invoice for Smoke signal has been ½ paid.
- Received an invoice from the Town of Drumheller for J. Fielding.
- J. Fielding to send a draft of the 2022 budget.

#### Motion to approve the financials

**Motion by D. Schinnour / D. Dekeyser to approve the financials. Carried**

### 5. Town of Drumheller Report by R. Johnston

R. Johnston reported on upcoming events for the month of December.  
December 10 - Parka in the Park at Valley Brewing and Fireworks at 8 pm.  
December 7 – 24 - Baskets give aways. Contest on Boom 99.5.  
December 18 - Stocking Stuffer at the library.  
December 31 – Fireworks for New Year's Eve.  
R. Johnston will share more on the new plaza in January, 2022.

## **6. ED Report: by J. Fielding**

See attached notes in the board package.

J. Fielding and S. Newstead to meet with Prairie Can on December 9.

On November 19, 12 people attended the social event at T-Rest. Next social event will be held in January.

The 1% funds campaign has been drafted by Michele and she will work with C. Hughes to spend the funds. Packages should be done by April or May.

Drum Discovery will meet in January.

Applying for \$435,000 grant with Tourism Relief Fund for 2 stages – marketing and business and 2 staff members.

## **7. Unfinished Business**

Strategic Plan -on going

## **8. Discussion Items**

### **Crowdriff**

J. Fielding presented a video on how Crowdriff works and how it would benefit Drumheller.

Crowdriff membership is \$16,500.00 per year.

Motion by B. Steeves that Travel Drumheller buy a membership to Crowdriff for a year.

### **Loknow harvest results**

Julia is meeting with Ryan and Michelle find other options.

Discussion around the stats from LoKnow

J. Fielding signed with LoKnow for 2 more months.

## **9. Adjournment S. Newstead at 10:58**

Next board meeting: **Wednesday January 12, 2022**

Signed by:

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R. Semchuk

# Travel Drumheller Marketing Association

## Balance Sheet

As of December 31, 2021

	TOTAL
<b>Assets</b>	
Current Assets	
Cash and Cash Equivalent	
1060 Chequing Bank Account	39,654.95
1065 CCU Common Shares	6.82
1070 High Interest Savings Account **4395	10,031.70
1080 High Interest Savings Account **4494	178,971.50
2035 DMF Trust account	0.00
2040 DMF Trust Common Share Account	1.00
1600 Undeposited Funds	0.00
<b>Total Cash and Cash Equivalent</b>	<b>\$228,665.97</b>
Accounts Receivable (A/R)	
1200 Accounts Receivable	99,177.00
<b>Total Accounts Receivable (A/R)</b>	<b>\$99,177.00</b>
1220 Employee Cash Advances	0.00
1225 Employee Cash Advance Repayment	0.00
<b>Total 1220 Employee Cash Advances</b>	<b>0.00</b>
1320 Prepaid Expenses	1,813.45
<b>Total Current Assets</b>	<b>\$329,656.42</b>
Non-current Assets	
Property, plant and equipment	
1805 Dinosaur Suits	0.00
1807 Accum Amort - Dinosaur Suits	0.00
<b>Total 1805 Dinosaur Suits</b>	<b>0.00</b>
1820 Office Furniture & Equipment	0.00
1905 Computer Hardware	2,743.95
1906 Accum Amort - Computer	-216.62
<b>Total 1905 Computer Hardware</b>	<b>2,527.33</b>
<b>Total Property, plant and equipment</b>	<b>\$2,527.33</b>
<b>Total Non Current Assets</b>	<b>\$2,527.33</b>
<b>Total Assets</b>	<b>\$332,183.75</b>

# Travel Drumheller Marketing Association

## Balance Sheet

As of December 31, 2021

	TOTAL
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2100 Accounts Payable	3,622.50
<b>Total Accounts Payable (A/P)</b>	<b>\$3,622.50</b>
Credit Card	
2150 Visa Card-Collabria	1,471.20
<b>Total Credit Card</b>	<b>\$1,471.20</b>
2110 Accrued Professional Fees	1,800.00
2180 EI Payable	0.03
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	-8,954.43
2336 GST Difference	0.00
2337 GST/HST Suspense	0.00
2340 Payroll Liabilities	
2345 Federal Taxes	-122.74
<b>Total 2340 Payroll Liabilities</b>	<b>-122.74</b>
2350 Prepaid Sales/Deposits	190.00
2400 Short term loan - Town of Drumheller	0.00
2420 Short term loan-Canalta	0.00
2440 Deferred Income	69,483.00
2441 DMF -Econolodge	0.00
2442 DMF-QUALITY INN	24,503.54
2443 DMF -Travelodge	0.00
<b>Total 2440 Deferred Income</b>	<b>93,986.54</b>
<b>Total Current Liabilities</b>	<b>\$91,993.10</b>
<b>Total Liabilities</b>	<b>\$91,993.10</b>
Equity	
Retained Earnings	210,641.15
Profit for the year	29,549.50
<b>Total Equity</b>	<b>\$240,190.65</b>
<b>Total Liabilities and Equity</b>	<b>\$332,183.75</b>

# Travel Drumheller Marketing Association

## Profit and Loss

January - December 2021

	TOTAL
<b>INCOME</b>	
4020 Contributions-operating	200.00
4023 Grants	122,700.00
4030 Vacation Guide Revenue	50.00
4100 Partnership Agreement	2,585.00
4200 Revenue	65,200.00
4300 Destination Marketing Fees	156,324.29
<b>Total Income</b>	<b>\$347,059.29</b>
<b>GROSS PROFIT</b>	<b>\$347,059.29</b>
<b>EXPENSES</b>	
5010 Vacation Guide Expenses	14,263.33
5020 Marketing Projects Expense	144,603.61
5025 Travel Expense	2,329.15
5190 Subcontracts	106,294.09
5420 EI Expense	213.62
5430 CPP Expense	455.26
5440 WCB Expense	100.00
5480 Commissions	1,000.00
5600 Marketing Initiatives	6,985.00
5610 Accounting & Legal	4,657.50
5615 Advertising & Promotions	9,237.58
5625 Business Fees & Licenses	159.50
5640 Courier & Postage	545.45
5645 Credit Card Charges	92.78
5670 Fees and Dues	1,974.00
5685 Insurance	2,631.00
5690 Interest & Bank Charges	57.32
5700 Office Supplies	2,094.71
5740 Meeting Cost	883.20
5750 Realized Exchange Gain/Loss	1,375.82
5780 Telephone	1,565.14
5790 Office Rent	4,000.00
5795 Web Expense	1,002.82
5890 Travel & Entertainment	150.26
5895 Meals	297.02
5900 Payroll Expenses	
5920 Wages	9,656.00
<b>Total 5900 Payroll Expenses</b>	<b>9,656.00</b>
<b>Total Expenses</b>	<b>\$316,624.16</b>
<b>OTHER INCOME</b>	
4440 Interest Revenue	482.20
<b>Total Other Income</b>	<b>\$482.20</b>
<b>OTHER EXPENSES</b>	
5800 Other Miscellaneous Expense	406.95
5870 Expenses for Ambassador	960.88
<b>Total Other Expenses</b>	<b>\$1,367.83</b>
<b>PROFIT</b>	<b>\$29,549.50</b>

# Travel Drumheller Marketing Association

## A/R Aging Summary

As of January 6, 2022

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Destination West Marketing		99,177.00				\$99,177.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$99,177.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$99,177.00</b>

REVENUE		2022 Budget	2021 actuals	EXPENSES		2022 Budget	2021 actuals
4030	Guide Revenue	\$ 28,000.00	\$ -	5010	Vacation Guide Expenses	\$ 25,000.00	\$ 14,263.33
4100	Partnerships	\$ 4,000.00	\$ 3,000.00	5020	Marketing Projects Expense	\$ 210,000.00	\$ 146,066.00
4200	Revenue	\$ 120,000.00	\$ 80,200.00	5025	Travel Expense	\$ 2,500.00	\$ 2,036.83
4300	DMF revenue	\$ 55,000.00	\$ 50,000.00	5190	Subcontracts	\$ 112,000.00	\$ 113,321.00
4210	Deferred Grant rev	\$ 50,000.00	\$ 70,000.00	5420	EI Expense	\$ 500.00	\$ 110.08
4023	Grants	\$ 100,000.00	\$ 122,700.00	5430	CPP Expense	\$ 500.00	\$ 230.65
					Vacation Pay	\$ 720.00	
4440	Interest	\$ 500.00	\$ 400.00	5440	WCB Expense	\$ 500.00	\$ 200.00
4990	transferred from Trust fund	\$ 80,000.00	\$ -	5610	Accounting & Legal	\$ 5,000.00	\$ 4,227.50
				5615	Advertising & Promotions and sponsorship	\$ 22,000.00	\$ 10,000.00
	NOTES: Have applied for \$435,000 for the tourism relief grant. This will pay for a Destination Development Plan, 2 staff, equipment and seed money for new experiences			5625	Business Fees & Licenses	\$ 200.00	\$ 130.00
				5640	Courier & Postage	\$ 1,500.00	\$ 473.82
				5670	Fees and Dues	\$ 2,000.00	\$ 1,974.00
				5685	Insurance	\$ 3,000.00	\$ 2,631.00
				5690	Interest & Bank Charges	\$ 55.00	\$ 57.32
				5700	Office Supplies	\$ 1,500.00	\$ 1,485.24
				5740	Meeting Cost	\$ 1,000.00	\$ 838.93
				5780	Telephone	\$ 1,500.00	\$ 1,500.00
				5895	Meals	\$ 500.00	\$ 104.63
				5920	Wages	\$ 18,000.00	\$ 9,656.00
				5790	Office Space	\$ 4,800.00	\$ 4,000.00
					Reserves	\$ 10,000.00	\$ 10,000.00
				5034	Job Fair	\$ 1,000.00	
				5880	Strategic Planning		\$ 8,000.00
					Web expense		\$ 1,002.08
					Web redevelopment	\$ 10,000.00	
					Staff training/conferences	\$ 3,000.00	
					Ambassador expenses	\$ 1,000.00	
					Socials	\$ 1,200.00	
	<b>TOTAL REVENUE</b>	<b>\$437,500</b>	<b>\$ 326,300.00</b>		<b>TOTAL EXPENSES</b>	<b>\$ 436,775.00</b>	<b>\$ 332,308.41</b>
					<b>Profit/Loss</b>	<b>\$725.00</b>	





Travel Drumheller  
Executive Director Progress Report  
January 2022

Key Performance Indicators	September- December
<b>Expanding Travel Drumheller's funding diversity and amounts by 30+%</b>	Had a review meeting with Prairie Can and made requested changes on budget (have removed the experience development element of the application, and added new KPIs linked to involvement in the Destination Development Plan and marketing support. Applied for Canada Summer Jobs for a social media person over the summer.
<b>2022 Guide is produced on budget + time and has sold 100% of ad space</b>	Guide planning continues Michelle is selling ads. We have hired Kimberly the same designer to design this year's guide.
<b>Improving stakeholder relations within Drumheller, the Drumheller region and with other organizations such as Travel Alberta</b>	Have reached out to Steve Wannstrom Reeve of Starland county and he is very keen to work with us. Community Futures Wildrose and Big country will be working in partnership with us to deliver a Smart Start (entrepreneurship) course in the fall. Working with the Town of Drumheller, Chamber of Commerce and Community Futures to deliver a business survey There will be a meeting shortly to discuss the Excellence Awards and so we will look to have another tourism award.
<b>Investigating other sources of income in addition to the DMF</b>	Applying for the Tourism Relief Funds for a Destination Development Plan and Canada Summer Jobs grant.
<b>Building relationships with the campgrounds in the region</b>	Will now begin the planning process for the Campground content with CTV, Canadream and Travel Alberta to create a campaign as discussed earlier this year.

<b>Offering marketing support to partners and other tourism businesses</b>	Marketing Support was included in the Tourism Relief fund application. Michelle has created a branding training webinar and info piece. We are looking to deliver it in February.
<b>Managing the Ambassador program</b>	Applied for Canada Summer jobs for social post

### **Other Updates:**

**Quality Inn funds-** We continue to discuss the campaign with Cindie

**Social-** Michelle will be taking over all the social media content and posting from January 1<sup>st</sup>.

**Crowdriff** The onboarding meeting is on Jan 7<sup>th</sup> Michelle will be working on this with me

**Video content-** We carried out the filming for the promotion of the holidays in Drumheller on 19<sup>th</sup>. Huge thanks to the Town and all the intrepid volunteers.

**Loknow** We will be meeting with them on Jan 13<sup>th</sup> to discuss future promotions and working with them. Here is the link to the recently updated dashboard: <https://reports.loknow.com/external/dashboard?embedpage=c2a611ed-9649-4ac6-9aca-bd6b1b4b7333>

**Strategic Plan** This is ongoing

**Travel Alberta Town Hall-** at the time of writing this is still a go. If you haven't booked your spot please do so as soon as possible. I will liaise with TA to see if the event will be taking place in person.



# ALBERTA

TOURISM INDUSTRY CONGRESS

APRIL 24-25, 2022  
FAIRMONT BANFF SPRINGS

## SPONSOR PACKAGE



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ASSOCIATION

ALBERTA

Travel Alberta  
Canada 🇨🇦



**Presented in partnership by the Tourism Industry Association of Alberta and Travel Alberta, the 2022 Alberta Tourism Industry Congress (Congress) will gather the best and brightest in tourism from across the province to share ideas, trends and best practices in support of recovering and growing Alberta's visitor economy.**

**After two years of unprecedented challenges, we are thrilled to welcome our partners back to the Fairmont Banff Springs in person.**





# ALBERTA TOURISM INDUSTRY CONGRESS

The Alberta Tourism Industry Congress (Congress) brings together tourism businesses, destination organizations and industry leaders to connect, discuss and proactively address Alberta tourism challenges.

This nationally recognized conference, which has won numerous awards for best meeting/conference in Canada, will deliver a day of leading-edge content with inspirational speakers, interactive educational sessions and a CEO panel.

Welcoming back the Alberta Tourism Awards in 2022, Congress will conclude with a celebration of our tourism partners. The industry-led Alto Awards recognize individuals and organizations committed to enriching Alberta's tourism industry. The innovation and resiliency shown throughout the pandemic and economic downturn have never been more worthy of applause.

## **Who You Will Reach**

Our delegates represent senior business leaders and decision-makers from small, medium and large organizations, entrepreneurs, marketing professionals, and municipal and provincial government officials.

As a sponsor, you will have opportunities to reach and engage with more than 300 Congress attendees, all of whom influence Alberta's tourism industry. Additionally, promotion through Travel Alberta's corporate digital channels will reach thousands of our tourism partners. Stand out with your messages and bring your story to life.



# SPONSORSHIP PACKAGES

Sponsorship packages can be as unique as your organization is. If you have new ideas for partnership, we would be pleased to customize a package with you.

## INDUSTRY BUILDERS

\$10,000 PER OPTION

### OPTION 1

#### Congress Mobile App

(one available)

### OPTION 2

#### Partnership Display Area

(three available)

### OPTION 3 (one available)

#### Breakfast

### OPTION 4 (one available)

#### Luncheon

### OPTION 5 (one available)

#### Keynote Speaker

### OPTION 6 (one available)

#### CEO Panel

## Sponsorship Benefits:

### Congress Mobile App

- Prominent recognition on the splash page of the mobile app
- Signage as sponsor of the mobile app

### Partnership Display Area

- Exposure in the reception foyer throughout the conference with a 10' x 6' space
- Opportunity to meet with delegates at your own display booth promoting your organization

### Breakfast/Luncheon/

### Key Note Speaker/CEO Panel

- Speaking opportunity (5 minutes)
- Signage as sponsor (of option chosen)

## Additional benefits for all Industry Builders include:

### Promotions:

- One push notification highlighting conference partnership
- One mention in activity feed
- Verbal recognition by Congress MC

### Recognitions:

- Logo displayed on screens in plenary sessions in sponsor loop
- Customized slide on screens in plenary sessions in sponsor loop
- Inclusion in sponsor section of the conference app with logo, organizational details/message and web link
- Logo hyperlinked on Congress page from Travel Alberta's Industry website

### Congress registrations: 2

BOOK YOUR SPONSORSHIP TODAY Niesa Silzer | 403-277-7377 | [nsilzer@detailsinc.ca](mailto:nsilzer@detailsinc.ca)



## INDUSTRY SUPPORTERS

\$5,000 PER OPTION

OPTION 7: (one available)

### Charging Station

OPTION 8: (one available)

### Wi-Fi

### Sponsorship Benefits:

#### Charging Station

Provide attendees with the opportunity to charge their mobile devices on-site.

#### Wi-Fi

Provide Wi-Fi connection for all Congress delegates with customized password.

### Additional benefits for all Industry Supporters include:

#### Promotions:

- Verbal recognition by Congress MC

#### Recognitions:

- Logo displayed on screens in plenary sessions in sponsor loop
- Inclusion in sponsor section of the Congress app with logo
- Inclusion on Congress page from Travel Alberta's Industry website

#### Congress registration: 1

## INDUSTRY FRIENDS

\$2,500 PER OPTION

Show your support by sponsoring a breakout room or networking break. Increase the value of your sponsorship by activating your option with napkins, giveaways, or whatever else you can imagine.

OPTION 9: (two available)

### Session Breakout Rooms

OPTION 10: (two available)

### Networking Breaks

### Benefits include:

#### Recognitions:

- Logo displayed on screens in plenary sessions in sponsor loop
- Inclusion in sponsor section of the Congress app
- Inclusion on Congress page from Travel Alberta's Industry website



BOOK YOUR SPONSORSHIP TODAY | Niesa Silzer | 403-277-7377 | [nsilzer@detailsinc.ca](mailto:nsilzer@detailsinc.ca)





# ALTO AWARDS SPONSORSHIPS



**A L T O**

ALBERTA TOURISM AWARDS

Developed by the tourism industry, the Alto Awards recognizes individuals and organizations excelling to develop Alberta's tourism industry and whose activities have been an inspiration of what can be achieved through working together. Awards winners will be announced at the Alto Awards Gala during the Alberta Tourism Industry Congress.

OPTION 11: (one available)

## ALTO RECEPTION

\$7,500

OPTION 12: (one available)

## AWARDS SPONSOR

\$7,500

Show your support by sponsoring the Alto Reception or Alto Awards. Increase the value of your sponsorship by activating your option with napkins, giveaways or whatever else you can imagine.

### Benefits for both Alto Awards sponsors include:

- Present awards with Government officials (TBD)
- Verbal recognition by Alto Awards MC
- Logo displayed on screens in sponsor loop during the Alto Awards
- Inclusion in sponsor section of the Congress app with logo
- Inclusion on Congress page from Travel Alberta's Industry website

BOOK YOUR SPONSORSHIP TODAY **Niesa Silzer** | 403-277-7377 | [nsilzer@detailsinc.ca](mailto:nsilzer@detailsinc.ca)





SPONSORSHIP OPPORTUNITIES		INDUSTRY BUILDERS	INDUSTRY SUPPORTERS	INDUSTRY FRIENDS	ALTO AWARDS	
INVESTMENT		\$10,000 PER OPTION	\$5,000 PER OPTION	\$2,500 PER OPTION	\$7,500	\$7,500
Complimentary Congress registrations		2	1			
SPONSORSHIP OPTIONS AVAILABLE						
1	Mobile App	1				
2	Partnership display area	3				
3	Breakfast	1				
4	Luncheon	1				
5	Keynote Speaker	1				
6	CEO Panel	1				
7	Charging stations		1			
8	Wi-Fi		1			
9	Session Breakout Rooms			2		
10	Networking Breaks			2		
ALTO AWARDS SPONSORSHIP OPTIONS AVAILABLE						
11	Alto Reception				1	
12	Award Sponsor					1

**BOOK YOUR SPONSORSHIP TODAY** Niesa Silzer | 403-277-7377 | [nsilzer@detailsinc.ca](mailto:nsilzer@detailsinc.ca)





## HOW TO BOOK YOUR SPONSORSHIP

If you would like to express interest, discuss any of what you see here, or pitch an idea of your own please contact Niesa.

### Niesa Silzer

Details Convention & Event Management

#400, 305 - 4625 Varsity Drive NW, Calgary, AB T3A 0Z9

403-277-7377

nsilzer@detailsinc.ca



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