



# 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 the link is in the meeting request

**Wednesday May 11th 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> April 14 2022
<b>4</b>	<b>Financial Report</b> Motion: The Board approves the financial report
<b>5</b>	<b>Delegation</b> Deighen Blakely of the Flood Mitigation Office
<b>6</b>	<b>Board Elections</b>
<b>7</b>	<b>Town of Drumheller Report</b>
<b>8</b>	<b>ED Report</b>
<b>9</b>	<b>Unfinished Business</b>
<b>10</b>	<b>Discussion Items</b> Book Keeper DS Pride week JF/LP Staff policies SN Travel Alberta Town Hall JF Excellence Awards JF/DS/TV
<b>11</b>	<b>In Camera</b>
<b>12</b>	<b>Adjournment</b>
<b>13</b>	<b>Next meeting</b> Wednesday June 8 10am



# Travel Drumheller

Travel Drumheller Marketing Association

Wednesday, April 14, 2022

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

MINUTES

Present in person: R. Semchuk, T. Vyvey, D. Schinnour, H. Little, J. Fielding, V. Neudorf  
E. Secord, R. Johnston, C. Sereda, Cheerie

Present by zoom: B. Steeves

Absent: D. Dekeyser

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## 1. Call to Order

R. Semchuk called the meeting to order at: 5:10 pm

## 2. Approval of Agenda:

**Motion by S. Newstead/ E. Secord that the agenda be approved.**  
**Carried**

## 3. Approval of Minutes of March 9, 2022

**Motion by C. Sereda / T. Vyvey that the minutes of March 9, 2022 be approved.**  
**Carried**

## 4. Financial Report

- Presentation of financial report by B. Steeves.  
See attached financial report.  
B. Steeves reported we received \$45,000.00 Travel Alberta.  
B. Steeves requested the credit card limit be raised to \$10,000.00 due to issues on making payments for the guide. The board agreed to raising the credit card to \$10,000.00 but any purchase over \$5,000.00 will have to be approved by the board in person or via e-mail.

### **Motion to approve the financials**

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

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

Town Council has approved the operational budget.  
CN Rail and the Town of Drumheller has approved the trails along the old train tracks.  
Prairie Can has given additional funds to the downtown plaza for public washrooms.

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

See attached notes in the board package.

J. Fielding has started interviewing for the staff position which will be a start date of May 2,2022.

J. Fielding and E Secord are working with Travel Alberta to create an ad for the new Jurassic World movie released on June 10, 2022. The ad will be shown in Cineplex's theatres in Edmonton, Calgary and Vancouver.

The job fair had 15 vendors and 150 people attended.

J. Fielding will be presenting at the Zoo on Saturday April 21, 2022

R. Johnston congratulated J. Fielding and S. Newstead on a great presentation to Town council on April 11,2022.

## **7. Unfinished Business.**

Website Development

Travel Alberta will give \$30,000.00 towards the website design.

Travel Drumheller has received three quotes for updates and redesign of the website.

See attached proposals.

J. Fielding recommends we use NonFiction

**Motion by T. Vyvey / S. Newstead to award the website contract to Nonfiction. Carried**

## **8. Discussion Items**

Discussion on the curling club.

Canalta is doing a study for a second ice surface and curling rink.

Barneys opening date is Father's Day June 18 and 19,2022.

Badlands Amphitheatre are hosting a Vanfest concert on July 29 and 30,2022

Atlas Coal Mine will open May 16,2022 May Day will be held May 1,2022 at noon.

Springfest is taking place on April 29 and 30.

## **9. Adjournment: R. Semchuk adjourned at 5:45 pm**

Next board meeting: May 11<sup>th</sup> 10am

Signed by:

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R. Semchuk

# Travel Drumheller Marketing Association

Budget vs. Actuals: 2022 Budget - FY22 P&L

April 2022

	APR. 2022			TOTAL		
	ACTUAL	BUDGET	% OF BUDGET	ACTUAL	BUDGET	% OF BUDGET
Income						
4023 Grants	45,000.00	8,333.33	540.00 %	\$45,000.00	\$8,333.33	540.00 %
4030 Vacation Guide Revenue	6,980.00	2,333.33	299.14 %	\$6,980.00	\$2,333.33	299.14 %
4100 Partnership Agreement	720.00	333.33	216.00 %	\$720.00	\$333.33	216.00 %
4200 Revenue		10,000.00		\$0.00	\$10,000.00	0.00%
4210 Deferred Grant Revenue		4,166.67		\$0.00	\$4,166.67	0.00%
4300 Destination Marketing Fees		4,583.33		\$0.00	\$4,583.33	0.00%
Uncategorized Income		6,666.67		\$0.00	\$6,666.67	0.00%
<b>Total Income</b>	<b>\$52,700.00</b>	<b>\$36,416.66</b>	<b>144.71 %</b>	<b>\$52,700.00</b>	<b>\$36,416.66</b>	<b>144.71 %</b>
<b>GROSS PROFIT</b>	<b>\$52,700.00</b>	<b>\$36,416.66</b>	<b>144.71 %</b>	<b>\$52,700.00</b>	<b>\$36,416.66</b>	<b>144.71 %</b>
Expenses						
5010 Vacation Guide Expenses	5,100.00	2,083.33	244.80 %	\$5,100.00	\$2,083.33	244.80 %
5020 Marketing Projects Expense	10,677.79	17,500.00	61.02 %	\$10,677.79	\$17,500.00	61.02 %
5025 Travel Expense	607.50	208.33	291.60 %	\$607.50	\$208.33	291.60 %
5033 Reserves		833.33		\$0.00	\$833.33	0.00%
5034 Job Fair Expenses	270.62	83.33	324.76 %	\$270.62	\$83.33	324.76 %
5190 Subcontracts	20,711.26	9,333.33	221.91 %	\$20,711.26	\$9,333.33	221.91 %
5410 Wages & Salaries		60.00		\$0.00	\$60.00	0.00%
5420 EI Expense		41.67		\$0.00	\$41.67	0.00%
5430 CPP Expense		41.67		\$0.00	\$41.67	0.00%
5440 WCB Expense		41.67		\$0.00	\$41.67	0.00%
5610 Accounting & Legal		416.67		\$0.00	\$416.67	0.00%
5615 Advertising & Promotions	658.00	1,833.33	35.89 %	\$658.00	\$1,833.33	35.89 %
5617 Sponsorship	642.86			\$642.86	\$0.00	0.00%
5625 Business Fees & Licenses	14.50	16.67	86.98 %	\$14.50	\$16.67	86.98 %
5630 Website Design		833.33		\$0.00	\$833.33	0.00%
5635 Socials		100.00		\$0.00	\$100.00	0.00%
5640 Courier & Postage		125.00		\$0.00	\$125.00	0.00%
5670 Fees and Dues	1,004.17	166.67	602.49 %	\$1,004.17	\$166.67	602.49 %
5685 Insurance		250.00		\$0.00	\$250.00	0.00%
5690 Interest & Bank Charges		4.58		\$0.00	\$4.58	0.00%
5700 Office Supplies	711.97	125.00	569.58 %	\$711.97	\$125.00	569.58 %
5705 Small Tools and Supplies	18.51			\$18.51	\$0.00	0.00%
5710 Training/Education		250.00		\$0.00	\$250.00	0.00%
5740 Meeting Cost	640.00	83.33	768.03 %	\$640.00	\$83.33	768.03 %
5780 Telephone		125.00		\$0.00	\$125.00	0.00%
5790 Office Rent	400.00	400.00	100.00 %	\$400.00	\$400.00	100.00 %
5890 Travel & Entertainment	78.30			\$78.30	\$0.00	0.00%
5895 Meals		41.67		\$0.00	\$41.67	0.00%
5900 Payroll Expenses				\$0.00	\$0.00	0.00%
5920 Wages		1,500.00		\$0.00	\$1,500.00	0.00%
<b>Total 5900 Payroll Expenses</b>		<b>1,500.00</b>		<b>\$0.00</b>	<b>\$1,500.00</b>	<b>0.00%</b>
<b>Total Expenses</b>	<b>\$41,535.48</b>	<b>\$36,497.91</b>	<b>113.80 %</b>	<b>\$41,535.48</b>	<b>\$36,497.91</b>	<b>113.80 %</b>
<b>NET OPERATING INCOME</b>	<b>\$11,164.52</b>	<b>\$ -81.25</b>	<b>-13,740.95 %</b>	<b>\$11,164.52</b>	<b>\$ -81.25</b>	<b>-13,740.95 %</b>
Other Income						
4440 Interest Revenue		41.67		\$0.00	\$41.67	0.00%

	APR. 2022			TOTAL		
	ACTUAL	BUDGET	% OF BUDGET	ACTUAL	BUDGET	% OF BUDGET
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$41.67</b>	<b>0.00%</b>	<b>\$0.00</b>	<b>\$41.67</b>	<b>0.00%</b>
Other Expenses						
5870 Expenses for Ambassador		83.33		\$0.00	\$83.33	0.00%
<b>Total Other Expenses</b>	<b>\$0.00</b>	<b>\$83.33</b>	<b>0.00%</b>	<b>\$0.00</b>	<b>\$83.33</b>	<b>0.00%</b>
NET OTHER INCOME	<b>\$0.00</b>	<b>\$ -41.66</b>	<b>0.00%</b>	<b>\$0.00</b>	<b>\$ -41.66</b>	<b>0.00%</b>
NET INCOME	<b>\$11,164.52</b>	<b>\$ -122.91</b>	<b>-9,083.49 %</b>	<b>\$11,164.52</b>	<b>\$ -122.91</b>	<b>-9,083.49 %</b>

# Travel Drumheller Marketing Association

## Balance Sheet

As of May 6, 2022

	TOTAL
<b>Assets</b>	
Current Assets	
Cash and Cash Equivalent	
1060 Chequing Bank Account	123,986.27
1065 CCU Common Shares	6.82
1070 High Interest Savings Account **4395	20,042.11
1080 High Interest Savings Account **4494	122,704.77
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>\$266,740.97</b>
Accounts Receivable (A/R)	
1200 Accounts Receivable	0.00
<b>Total Accounts Receivable (A/R)</b>	<b>\$0.00</b>
1220 Employee Cash Advances	0.00
1225 Employee Cash Advance Repayment	0.00
<b>Total 1220 Employee Cash Advances</b>	<b>0.00</b>
1320 Prepaid Expenses	1,876.20
<b>Total Current Assets</b>	<b>\$268,617.17</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	6,743.88
1906 Accum Amort - Computer	-779.86
<b>Total 1905 Computer Hardware</b>	<b>5,964.02</b>
<b>Total Property, plant and equipment</b>	<b>\$5,964.02</b>
<b>Total Non Current Assets</b>	<b>\$5,964.02</b>
<b>Total Assets</b>	<b>\$274,581.19</b>

# Travel Drumheller Marketing Association

## Balance Sheet

As of May 6, 2022

	TOTAL
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2100 Accounts Payable	-3,109.04
<b>Total Accounts Payable (A/P)</b>	<b>\$ -3,109.04</b>
Credit Card	
2150 Visa Card-Collabria	4,396.34
<b>Total Credit Card</b>	<b>\$4,396.34</b>
2110 Accrued Professional Fees	1,800.00
2180 EI Payable	0.00
2185 CPP Payable	0.00
2190 Federal Income Tax Payable	0.00
2310 GST/HST Charged on Sales	0.00
2315 GST/HST Paid on Purchases	0.00
2335 GST/HST Payable	-3,925.00
2336 GST Difference	0.00
2337 GST/HST Suspense	0.00
2340 Payroll Liabilities	
2345 Federal Taxes	0.00
<b>Total 2340 Payroll Liabilities</b>	<b>0.00</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	85,252.80
<b>Total Current Liabilities</b>	<b>\$84,605.10</b>
<b>Total Liabilities</b>	<b>\$84,605.10</b>
Equity	
Retained Earnings	251,712.47
Profit for the year	-61,736.38
<b>Total Equity</b>	<b>\$189,976.09</b>
<b>Total Liabilities and Equity</b>	<b>\$274,581.19</b>



Travel Drumheller  
Executive Director Progress Report  
May 2022

Key Performance Indicators	January to March
<b>Expanding Travel Drumheller's funding diversity and amounts by 30+%</b>	Travel Alberta Marketing funding requested this is now an annual funding agreement linked to our marketing plan and includes some Destination Development programs. Have received the Canada Summer Grants funding for a social media person
<b>2022 Guide is produced on budget + time and has sold 100% of ad space</b>	Guide live on website Print copies will arrive May 11th
<b>Improving stakeholder relations within Drumheller, the Drumheller region and with other organizations such as Travel Alberta</b>	Will be hosting the Travel Alberta Town Hall in May. 110 businesses completed the business survey. Two businesses shortlisted for tourism awards Drum Discovery This will now happen May 24 and 25 currently 10 participants Presenting at Starland County council meeting on June 9 <sup>th</sup> Michelle will be spending one day a week managing our stakeholder/partnership program
<b>Investigating other sources of income in addition to the DMF</b>	
<b>Building relationships with the campgrounds in the region</b>	Having two influencers working with campgrounds. One in June and one in September to promote longer camping season
<b>Offering marketing support to partners and other tourism businesses</b>	Crowdriff is almost ready to go live. The media hub is just about complete and this will be available for partners to use for content. I need to curate the gallery for the website and then it will be live and linked to the website. Heather Little was hired to be the Business support officer funded by the Tourism Relief fund. She has drafted up a list of

<b>Managing the Ambassador program</b>	Cannot fill the Ambassador role. I have had two people lined up and both have pulled out to take other offers.
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### **Other Updates:**

**Quality Inn funds-** The CurioCity Campaign is currently live with a huge up take in interest. I have included the results from the first week in the package.

**Jurassic World Campaign** EDAC is organizing an event to celebrate the opening night of Jurassic World on June 10<sup>th</sup> There will activities in the plaza prior to the showing. In addition we are working with the Royal Tyrrell Museum, Travel Alberta and Loknow on a campaign to promote the RTM and the general region. There will be 15 sec cinema ads in cineplex movie theatres throughout Alberta and 4 in the vancouver area. There are two pieces, one will be linked to the ads for the movie prior to release and one will be shown on the screens where the movie is playing reaching a projected audience of 590,000 people. Also, the Loknow campaign throughout June will be the 2 videos directing people to a landing page on the TD website. We will be harvesting phone data of people attending those movie theatres.

**Annual Review** the web version is now live on the website. I have included a copy in the meeting package feel free to share. It has gone out to partners.

**AGM** this was well attended and went well

**Website** I have notified Non Fiction of their successful bid and had an initial meeting with them. I have notified Strong Coffee and Box Clever they were not successful.

**Business Support Officer** has been hired. Heather Little will be working with businesses to build their marketing capacity. She will present to the board on June 8<sup>th</sup> outlining her plan, targets etc.

**Administrator and Stakeholder support** I have made Michelle Stewart full time. She will be working on marketing for 3 days a week, administration support one day and stakeholder/partnership relations one day. This support is needed with the launch of the RFP for the Destination Development Plan and other work which will be coming from Travel Alberta.



# TRAVEL DRUMHELLER

## 2021 ANNUAL REPORT

### CHAIR'S MESSAGE

2021 was another challenging year for many of us in tourism. However, in the Drumheller Region there were reasons to be joyful. A number of new businesses and attractions opened such Bikes and Bites, Barneys Fun Farm, and they were joined a number of new downtown businesses. The future is bright as both the provincial and federal governments are looking at our region as a focus for tourism development. The Travel Drumheller team is working in partnership more than ever and with the new strategic plan and Destination Development Plan, we have many reasons to think that 2022 and beyond will be very positive for the Drumheller region. Do not hesitate to reach out if you have any questions or comments about Travel Drumheller and tourism in the region.

*Ryan Semchuk*

Ryan Semchuk  
Chair Travel Drumheller

### HIGHLIGHTS

Travel Drumheller reached new levels of promotion, partnership building, lobbying and awareness raising in 2021.

The priority areas for the organization were:



#### ✓ Market Readiness

To support tourism businesses in getting market ready and communicate this to Travel Alberta and other tourism partners.



#### ✓ Brand Awareness

To increase awareness of local residents and businesses. Also to increase visitors awareness of us to help them make the most of their visit.



#### ✓ Brand Awareness of Drumheller

Build awareness of the destination (particularly in the shoulder months) throughout Alberta and Western Canada.



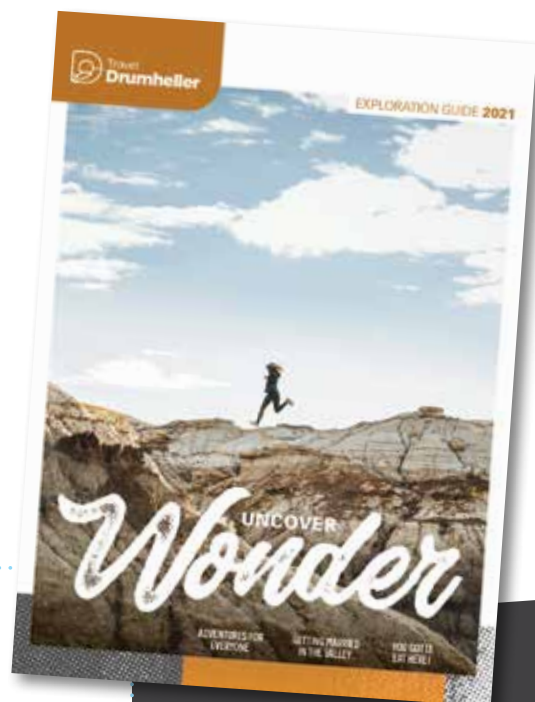
#### ✓ Improve Audience Knowledge

To improve the knowledge of current and potential visitors to the Drumheller region to inform future marketing plans.

## BUSINESS SUPPORT

To support businesses to get market ready we offered the following support.

- ✓ Travel Drumheller partnered with Kneehill County, and Community Futures Wild Rose to deliver training sessions to help businesses succeed and thrive.
- ✓ All ad spaces in the 2021 Exploration Guide were free to partners to reduce the financial impact of COVID shutdowns.
- ✓ In partnership with Community Futures Big Country, The Town of Drumheller, the Drumheller and District Chamber of Commerce, the Royal Tyrrell Museum and MH Enterprises-Drum Discovery, was launched and delivered a free customer care training session to customer facing staff.
- ✓ Badlands Photography was contracted to work with numerous businesses to capture marketing images for themselves and Travel Drumheller to use in marketing.



16K

VIEWS OF ONLINE GUIDE

## A YEAR IN NUMBERS

253,753  
WEBSITE VISITORS

a 48% ↑  
from 2020

Summer & Fall campaign had  
33,000,000  
impressions

with 27,039  
Click throughs

4,000

Visitors supported by the  
Ambassador program

## DID YOU KNOW?



IN 2021  
THE ROYAL  
TYRRELL MUSEUM

SAW  
OVER 312,000 VISITORS WHICH IS  
IMPRESSIONS SINCE  
IT WAS CLOSED JAN-JUNE 2021

60

BUSINESSES  
ATTENDED SOCIALS



150 BUSINESSES  
ATTENDED TRAINING AND  
INFORMATION WEBINARS

\$45K

DIRECT MARKETING  
SUPPORT TO BUSINESSES

28 PARTICIPANTS IN DRUM DISCOVERY



## **MEDIA RELEASE**

April 14, 2022

Local businesses are generally optimistic about the future and non-tourism businesses are strongly supportive of the tourism industry. These are two key findings from a recent business survey funded by Community Futures Big Country and completed in partnership with Drumheller & District Chamber of Commerce, the Town of Drumheller Economic Development Department and Travel Drumheller.

Today, Community Futures Big Country is releasing the Drumheller and Region Business Survey and Analysis Report. From January to March 2022 a survey campaign was undertaken by the project partners, resulting in significant outreach to local business owners. The survey collected responses from local businesses in the Drumheller region (including Starland Country). In total, 113 businesses provided their perspective on topics including workforce satisfaction, current business status, their future outlook, the impact of tourism, and familiarity with project partners. Key themes identified in the report include:

- Local businesses are generally optimistic about the future;
- While employers are, overall, happy with their current staff, they view the broader labour pool as a weakness;
- Many businesses in the community are seasonal in nature, relying on strong summer months to sustain their operations through lesser winter seasons;
- Benefits to doing business in the area include the “people” and its small-town appeal;
- Drawbacks to operating a business in the Drumheller region include the lack of population growth and high operating costs;
- The strong tourism sector and geographic location were seen as both strengths and drawbacks to running a local business.

More information on survey findings and additional data included in the report may be found at: <https://bigcountry.albertacf.com/news/>

Or by contacting Community Futures Big Country:

Alison Roppel, Manager of Operations and Community Development

(403) 823-7703

[a.roppe@cfcbigcountry.ca](mailto:a.roppe@cfcbigcountry.ca)

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*Drumheller Mail*                [news@drumhellermail.com](mailto:news@drumhellermail.com)

## CurioCity Info April 28

The first of three Instagram posts went up as an ultimate guide to the best things to do in Drumheller this spring. Also, the same day on Curiosity's webpage, the sponsored article went live.

Here are the stats from that week's launch

- 50,000 total impressions for the Instagram content
- 860 unique reads of the article on the website (please note that the website doesn't track the city where the reader was from, it's just its overall engagement rates)
- Broken down by city, there were 30,868 impressions in the Calgary market and 18,245 impressions in the Edmonton market (typically slower as Calgary has a bigger following)
- There is anticipated more momentum with the launch of the next round with the upcoming context that is being launched on May 1, 2022

The second part of the Instagram promotion with the contest ran May 1, 2022, May 8, 2022.

The third part and final part of the spring campaign will be launched on May 10, 2022. a We are expecting a full report on the campaign's overall performance from Curiosity, which we will share with you

This campaign cost \$5,000 plus incidentals such as food for the models, a room for the photographer and tickets to the experiences.

Date Range

 Mar 1, 2022 - Apr 30, 2022

Overall Performance

Channel

Select..

Platform

Select..

Impressions

7,825,808

- 0% (-8,891)

Clicks

42,963

+ 3% (1,092)

CTR

0.55 %

+ 3% (0.01 %)

Media Spend

\$19,603.32

- 13% (\$-3,044.11)

Conversion Rate

57.51 %

+ 19% (9.22 %)

Conversions

24,709

+ 22% (4,489)

Performance by Day

Conversions Media Spend Conversion Rate





## Date Range

Mar 1, 2022 - Apr 30, 2022

## Delivery by Day

Impressions Clicks CTR



## Insights

### Insights

#### APRIL 2022

- Served **3.3 Million impressions**, **21,647 clicks**, and a **0.65% CTR**.
- Generated **12,134 conversions** and a **56.05% conversion rate**. This month we saw an increase in clicks and click-through-rate, and maintained a healthy level of conversions and conversion rate.
- 31.8% of **website traffic** came from LoKnow's marketing efforts.
- The week of **April 4th** resulted in the most conversions, followed by the week of **April 11th**.
- Wednesday** was the most successful day of the week in terms of conversions, whereas audiences were the least likely to convert on **Mondays**.

Hyper

### Recommendations

#### Spring Campaign

- Optimization:** We require some time to complete the learning phase and optimize. LoKnow will monitor the campaign performance and optimize where needed.

#### Platform Testing

- Snapchat** is a great platform to help boost engagement and drive awareness of Travel Drumheller. It provides the user with an immersive experience of what they can expect to see when they travel to Drumheller. It would also allow us to reach a younger demographic who may be looking to explore Alberta.
- Exclusive Premium Inventory (EPI):** LoKnow can serve Travel Drumheller ads with specific publishers through a private marketplace. Leveraging EPI deals, ads will appear on premium websites and apps. Websites and apps like news outlet sites including CTV, CBC, and The Score.

#### Campaign Recommendations

- Understand the user's behavior and preferences. Use the data to create targeted campaigns and optimize the ads and landing pages to meet the user's needs.