



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 September 14 2022 @ 10:00am

1	Call Meeting to Order
2	Approval of Agenda
3	Approval of Minutes August 10 2022
4	Financial Report Motion: The Board approves the financial report
5.	Town of Drumheller Report
6.	ED report (Attached for info but will not present moving forward if there are questions do ask)
6	Discussion Items I Love Drumheller Valley program (Strategic Plan Item) JF and CS Live music sponsorship JF CRM JF Destination Drumheller (DDP) steering committee members JF
10	In Camera
11	Adjournment
12	Next meeting September 14 2022



Travel Drumheller

Travel Drumheller Marketing Association

Board of Directors Meeting

In Person at Travel Drumheller offices – 181 Railway Ave E. Drumheller, Alberta

Or via google meet the link in the meeting request

Wednesday August 10, 2022

MINUTES:

Present: Barb Steeves, Ryan Semchuk, Reg Johnson, Sarah Newstead, BJ (Rosebud Country Inn), Crystal Sereda

Staff: Julia Fielding, Michelle Stewart

Zoom: Lana Philips, Theresa Vyvey, Elaine Secord

Absent: Vance Neudorf, Debbie Schinnour

1. Call to Order: 10:09 a.m.

2. Approval of Agenda

Motion by T. Vyvey / BJ that the Approval of Agenda be approved. **Carried**

3. Approval of Minutes of July 10,2022 meeting

Motion by S. Newstead / C.Sereda that the minutes of June 10,2022 be approved. **Carried**

4. Financial Report: presented by B.Steeves

Motion to move \$46,300 from DMF to operations account, Motion by S.Newstead / BJ Janzen to approve the financials. **Carried**

Revised budget by J.Fielding

Motioned by B.Steeves/ C.Sereda to use revised budget, motion carried.

5. Stakeholder Report and six month Marketing Audit : Michelle Stewart

Michelle presented the 6 month marketing audit and stakeholder report.

6. **Town Report:** Reg Johnson, plaza update, movie permits are being issued, \$2 million is being put back into Drumheller.

7. ED Report: J. Fielding

Quality Inn, recommendation from board on how to proceed with the left over money from Quality Inn that is on the books.

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8. Unfinished Business

In camera session to discuss the Executive Directors role

10. Discussion Items

announcement of the selection on the consulting firm to help with the Destination Development Plan, 2031 Consultants will start Aug. 22/22.

11.. Adjournment: S. Newstead adjourned at 12:00
Motion by C. Sereda to adjourn the meeting. Carried

Next board meeting: **Wednesday Sept 14, 2022**

Signed by:

R. Semchuk

Travel Drumheller Marketing Association

Balance Sheet

As of September 9, 2022

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
1060 Chequing Bank Account	22,633.75
1065 CCU Common Shares	6.82
1070 High Interest Savings Account **4395	20,082.75
1080 High Interest Savings Account **4494	103,545.10
2035 DMF Trust account	0.00
2040 DMF Trust Common Share Account	1.00
1600 Undeposited Funds	0.00
Total Cash and Cash Equivalent	\$146,269.42
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	1,876.20
Total Current Assets	\$148,145.62
Non-current Assets	
Property, plant and equipment	
1805 Dinosaur Suits	0.00
1807 Accum Amort - Dinosaur Suits	0.00
Total 1805 Dinosaur Suits	0.00
1820 Office Furniture & Equipment	1,277.99
1905 Computer Hardware	6,743.88
1906 Accum Amort - Computer	-779.86
Total 1905 Computer Hardware	5,964.02
Total Property, plant and equipment	\$7,242.01
Total Non Current Assets	\$7,242.01
Total Assets	\$155,387.63

Travel Drumheller Marketing Association

Balance Sheet

As of September 9, 2022

	TOTAL
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2100 Accounts Payable	0.00
Total Accounts Payable (A/P)	\$0.00
Credit Card	
2150 Visa Card-Collabria	-266.28
Total Credit Card	\$ -266.28
2110 Accrued Professional Fees	1,800.00
2180 EI Payable	205.39
2185 CPP Payable	584.26
2190 Federal Income Tax Payable	-2,915.31
2310 GST/HST Charged on Sales	0.00
2315 GST/HST Paid on Purchases	0.00
2335 GST/HST Payable	-11,038.35
2336 GST Difference	0.00
2337 GST/HST Suspense	0.00
2340 Payroll Liabilities	
2345 Federal Taxes	3,887.08
Total 2340 Payroll Liabilities	3,887.08
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	94,207.29
Total Current Liabilities	\$86,654.08
Total Liabilities	\$86,654.08
Equity	
Retained Earnings	251,712.47
Profit for the year	-182,978.92
Total Equity	\$68,733.55
Total Liabilities and Equity	\$155,387.63

Travel Drumheller Marketing Association

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

January - August, 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
4023 Grants	95,463.00	213,333.36	-117,870.36	44.75 %
4030 Vacation Guide Revenue	18,410.00	18,666.64	-256.64	98.63 %
4100 Partnership Agreement	3,239.05	2,666.64	572.41	121.47 %
4200 Revenue	36,423.00	80,000.00	-43,577.00	45.53 %
4210 Deferred Grant Revenue		33,333.36	-33,333.36	
4220 Workshop Revenue	75.00		75.00	
4300 Destination Marketing Fees	21,537.50	36,666.64	-15,129.14	58.74 %
Uncategorized Income		46,666.64	-46,666.64	
Total Income	\$175,147.55	\$431,333.28	\$ -256,185.73	40.61 %
GROSS PROFIT	\$175,147.55	\$431,333.28	\$ -256,185.73	40.61 %
Expenses				
5010 Vacation Guide Expenses	22,658.39	16,666.64	5,991.75	135.95 %
5020 Marketing Projects Expense	176,779.78	153,333.36	23,446.42	115.29 %
5025 Travel Expense	5,870.34	3,333.36	2,536.98	176.11 %
5033 Reserves		6,666.64	-6,666.64	
5034 Job Fair Expenses	270.62	2,000.00	-1,729.38	13.53 %
5190 Subcontracts	63,732.75	71,333.36	-7,600.61	89.34 %
5250 Consulting Fees-Business License Model		66,666.64	-66,666.64	
5410 Wages & Salaries	21,666.68	33,333.36	-11,666.68	65.00 %
5420 EI Expense	479.24	800.00	-320.76	59.91 %
5430 CPP Expense	1,168.52	800.00	368.52	146.07 %
5440 WCB Expense	200.00	400.00	-200.00	50.00 %
5470 Employee Benefits		666.64	-666.64	
5480 Commissions	1,000.00		1,000.00	
5600 Marketing Initiatives	827.98		827.98	
5610 Accounting & Legal	3,152.50	3,333.36	-180.86	94.57 %
5615 Advertising & Promotions	5,967.64	16,666.64	-10,699.00	35.81 %
5617 Sponsorship	21,275.72		21,275.72	
5625 Business Fees & Licenses	116.00	133.36	-17.36	86.98 %
5630 Website Design	12,500.00	16,666.64	-4,166.64	75.00 %
5635 Socials	500.00	1,000.00	-500.00	50.00 %
5640 Courier & Postage	643.34	1,000.00	-356.66	64.33 %
5645 Credit Card Charges	132.11		132.11	
5670 Fees and Dues	2,328.86	2,000.00	328.86	116.44 %
5685 Insurance	1,064.00	2,000.00	-936.00	53.20 %
5690 Interest & Bank Charges	5.00	36.64	-31.64	13.65 %
5700 Office Supplies	3,858.83	21,000.00	-17,141.17	18.38 %
5710 Training/Education	5,079.39	4,000.00	1,079.39	126.98 %
5740 Meeting Cost	2,047.34	666.64	1,380.70	307.11 %
5780 Telephone	882.30	1,000.00	-117.70	88.23 %
5790 Office Rent	3,362.38	3,200.00	162.38	105.07 %
5795 Web Expense		666.64	-666.64	
5895 Meals	58.87	333.36	-274.49	17.66 %
Total Expenses	\$357,628.58	\$429,703.28	\$ -72,074.70	83.23 %
NET OPERATING INCOME	\$ -182,481.03	\$1,630.00	\$ -184,111.03	-11,195.16 %

Travel Drumheller Marketing Association

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

January - August, 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Other Income				
4440 Interest Revenue	442.11	333.36	108.75	132.62 %
Total Other Income	\$442.11	\$333.36	\$108.75	132.62 %
NET OTHER INCOME	\$442.11	\$333.36	\$108.75	132.62 %
NET INCOME	\$ -182,038.92	\$1,963.36	\$ -184,002.28	-9,271.81 %

Travel Drumheller Marketing Association

Profit and Loss

January 1 - September 9, 2022

	TOTAL
INCOME	
4023 Grants	95,463.00
4030 Vacation Guide Revenue	18,410.00
4100 Partnership Agreement	3,359.05
4200 Revenue	36,423.00
4220 Workshop Revenue	75.00
4300 Destination Marketing Fees	21,537.50
Total Income	\$175,267.55
GROSS PROFIT	\$175,267.55
EXPENSES	
5010 Vacation Guide Expenses	22,658.39
5020 Marketing Projects Expense	177,439.78
5025 Travel Expense	5,870.34
5034 Job Fair Expenses	270.62
5190 Subcontracts	63,732.75
5410 Wages & Salaries	21,666.68
5420 EI Expense	479.24
5430 CPP Expense	1,168.52
5440 WCB Expense	200.00
5480 Commissions	1,000.00
5600 Marketing Initiatives	827.98
5610 Accounting & Legal	3,152.50
5615 Advertising & Promotions	5,967.64
5617 Sponsorship	21,275.72
5625 Business Fees & Licenses	116.00
5630 Website Design	12,500.00
5635 Socials	500.00
5640 Courier & Postage	643.34
5645 Credit Card Charges	132.11
5670 Fees and Dues	2,328.86
5685 Insurance	1,064.00
5690 Interest & Bank Charges	5.00
5700 Office Supplies	3,858.83
5710 Training/Education	5,079.39
5740 Meeting Cost	2,047.34
5780 Telephone	882.30
5790 Office Rent	3,762.38
5895 Meals	58.87
Total Expenses	\$358,688.58
OTHER INCOME	
4440 Interest Revenue	442.11
Total Other Income	\$442.11
PROFIT	\$ -182,978.92



Our Vision

The Drumheller region is an iconic Canadian Destination

Our Mission

To promote Drumheller and Region as a premier year round destination

Travel Drumheller believes in:

Delivering

Quality

Marketing

Value based

stakeholder

engagement

A well informed tourism industry

Collaboration

Executive Director Monthly Update

September 2022

Strategic Plan Updates

1. Improved Audience Understanding	
1.1 Develop a data based understanding of tourism in Drumheller	
Create mechanisms to identify and collect relevant data	We have started collecting data through our tourism indicators page on our website. Here is the link to the online form https://docs.google.com/forms/d/e/1FAIpQLSdGCKxpaZvqNfLiWo1xpB7_B2HkLquhrBIIxAMEDwZxVDHrTw/viewform This will also form an important element of the Destination Development Plan The business survey completed earlier this year will be repeated

Build a data marketing plan for the destination with an integrated story telling foundation	The work with Loknow has started this process but other avenues such as programs like NEAR (https://near.com/) will be investigated)
Work with key stakeholders to identify, collect and share data	Have received occupancy from two accommodation providers. Need to identify the data needed and from whom.
1.2 Improve skills of business owners in data Collection	
Teach data marketing skills to industry and provide ongoing sharing of lessons learnt and best practices	We have four businesses currently taking part in the mentorship program. One additional business started but has pulled out of the program
Support and mentor businesses in developing and collecting data sets	
2. Support Destination Development	
2.1 Establish a Destination Development Plan (DDP)	
Secure Funding for the DDP	Funding is secured
Engage Partners to create the DDP	6 people have been secured for the Steering Committee. I am looking to recruit at least one of our partners and have reached out to Jody from The Sunny Spot
Identify experience gaps particularly in shoulder season	
Implement the Extension of the tourism season strategy with the town of Drumheller	

2.2 Enhanced Community Pride of Place	
Implement I love Drumheller Valley Campaign	I love Drumheller Valley campaign plan drafted. To be discussed at the meeting
Expand the Drum Discovery Program	
Destination Marketing	
3.1 Maintain the summer as the anchor season	
Continue to market the summer season in these markets Calgary Edmonton Saskatchewan BC Northern Alberta Ontario	LoKnow May 1 – August 31 Almost 17 million impressions 71,939 conversions with the CTR of 1.14% Jurassic World Cineplex ads May 27 - June 23 Ads ran in movie theatres in Edmonton, Red Deer, Vancouver and Burnaby Was seen by 484,605 movie goers Worked with Influencers Love Life Abroad and ran a contest for Bare Naked Ladies with CurioCity Calgary
Implement Customer Care training	
Develop marketing partnerships with source markets such as Calgary and Edmonton	Partnered with CurioCity Calgary on one spring and one summer campaign
Increase length of stay by moving people around the destination	
Design and implement marketing campaigns for DMF partners	CurioCity spring campaign with Quality Hotel, Festival of Light contest with Canalta Hotels
3.2 Build Shoulder Season visitation	

Create marketing campaign to promote shoulder season camping	Worked with Must Do Canada to create a campaign based around staying in the cabins at Horseshoe Campground Have shared reels etc Will have video next week
Deliver Fall wonder Campaign	Fall campaign went live Sept 8 th
Organization Sustainability	
4.1 Develop and maintain a sustainable funding model	
Develop and expand the DMF program	
Build contributions from campgrounds	
4.2 Ensure stability in the organization	
Determine a permanent staffing model for the organization	
4.3 Build support and awareness of the organization in the community	
Build strong relationships within the Community both political and individual	
Build the partnership program	We have made a concerted effort to build the partnership program and to increase our understanding of partners needs through surveys, socials and so on. This has been much more successful in 2022
Carry out a resident sentiment survey	This will link with the I Love Drumheller Valley program

Governance	
Create a progressive well governed organization	
Create policies to ensure Travel Drumheller is a diverse equitable accessible and inclusive employer.	
Create a series of employee values which will be included in our job descriptions	
Ensure all board members feel equipped for their roles	
Develop a program for reviewing bylaws and policies	

Other Updates:

Staffing Michelle will be leaving us in at the end of September to do her studies in the UK. I want to thank Michelle for her hard work especially with building relationships with the partners the work she has done really shows with our partnership numbers. I am having an interview with a potential candidate just for social media and will update on the progress of this.

CDME course: I have passed the leadership course as well as the Professional in Destination Management online course. The next session is in October and as I need to take 4 courses to be certified I will be attending this course. Travel Alberta are partly funding this training. One section of the online course was about board governance. I thought the board would find the slides from that session interesting. I have saved all the presentation slides on the google drive under destination management but here is the link to the board one https://drive.google.com/file/d/1AxGRpM2o2e_ZMgiWYYcaHxokRNEpSIPb/view?usp=sharing

Next social is being held at Barneys on September 15th and then we will be at the East Coulee school Museum in October.

New Website The new website is being developed by Non-Fiction. The second draft is complete, and we have been through it with comments and are meeting on Monday 19 to discuss the next steps. Here is the link to the current version. [Travel Drumheller website draft](#)

Boost your business courses The first of these courses runs on Wednesday 14th Sept there are currently 10 participants.

2022 Marketing Plan

Photo Credit: Badlands Photography

Vision

The Drumheller region is an iconic Canadian destination.

Mission

To promote Drumheller and region as a premier year-round destination

Values

Passion, authenticity, and knowledge

Plan Objectives

- To present and promote Drumheller as a premier tourism destination.
- Convey the rich local experiences to inspire visitors to the Valley.
- To move visitors around the valley and region
- To increase visibility locally raising awareness of Travel Drumheller within the Valley.
- Increase the number of partnerships within the local and regional tourism industry
- Increase Community Pride.

We will be successful by

Building Market Readiness of tourism businesses and communicating this with Travel Alberta, RTO's and other tourism partners

Building Brand Awareness to increase awareness of Travel Drumheller to local residents and businesses. To increase of visitors how we can support their visit in the Valley and widen the experience

Improving Audience Knowledge of Drumheller visitors, current and potential to inform future marketing plans.

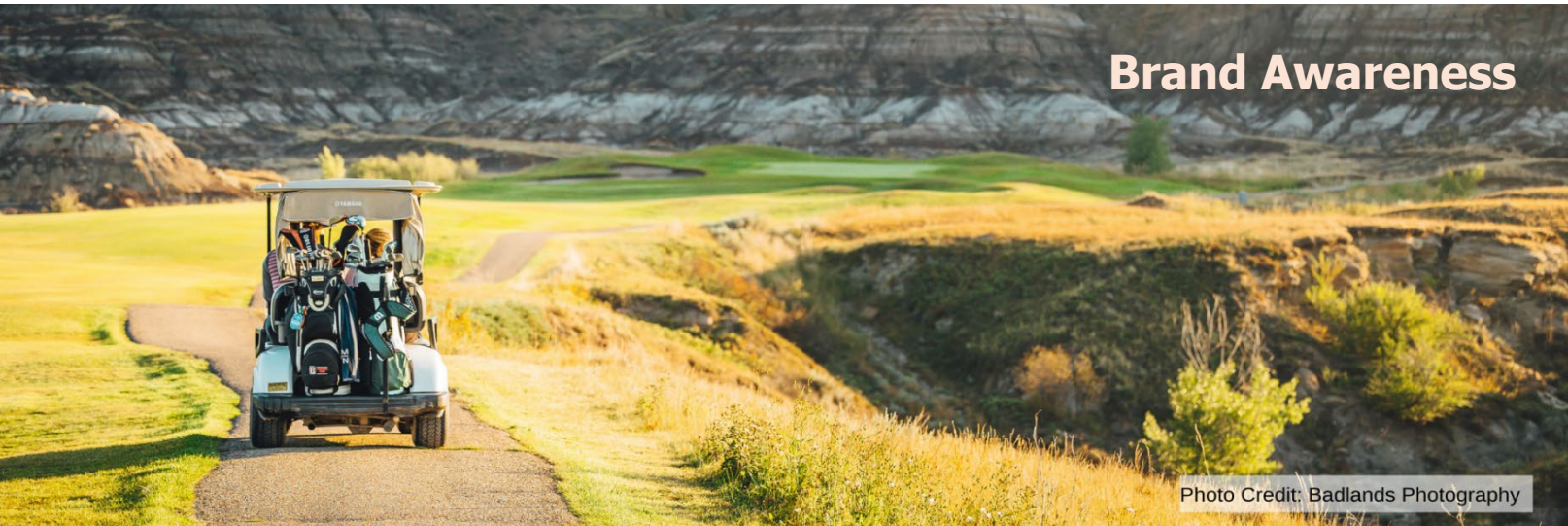
Market Readiness



TACTIC	BUDGET	AUDIENCE	KPIs	Aug 22
Drum Discovery	\$10,000	Newcomers	40 participants	23 people took the Drum Discovery course in May.
		Drumheller region young adults		Were plans for a Sept session but not happening due to timing conflicts
		Customer facing staff		
		Summer workers		
Information sharing Monthly newsletters	\$2,000	Stakeholders	12 stakeholder newsletters distributed 10 % increase in subscribers with open rate of 45%	8 Newsletters distributed with an average open rate of 53.8% with an average 11.9 clicks. Subscribers down by 5.
Attend meetings such as CBA,		Local businesses	6 meetings attended	3 CBA meetings attended
Travel Alberta Town Hall AGM		Municipalities, stakeholders, local businesses, board members,	100 attendees 40 attendees	Town Hall 60 AGM 45
Job Fairs	\$3,000	Tourism Businesses, potential employees High School students Higher education	75 attendees 20 businesses	120 Attendees 15 businesses attended

TACTIC	BUDGET	AUDIENCE	KPIs	Aug 22
Promotional Pitch This is in partnership with Economic Development at the Town of Drumheller.		Tour companies RTOs Pursuit Round the Block Tours Travel Alberta	One presentation given One tour company expresses interest in developing a new product in the region	One presentation to RTB Tours, Link made with JonView Signed up ABest Tours as partners
“Get Ready for Summer” campaign Radio Campaign	\$3,500	Residents of Drumheller Region		
Lunch and Learn on TD support available		Businesses Partners	20 attendees	Attended Chamber breakfast there were 35 attendees
Social Media campaign		Residents of Drumheller	10,000 impressions	Didn't do this.
Tourism Talks Training programs (in partnership with Kneehill County, community Futures Wildrose and Big Country)		Businesses in Drumheller, Wheatland and Kneehill Counties	4 webinars 50 attendees	This program did not happen this year. There were staff changes and timings with partners didn't work.
Industry Nights/Socials	\$2,000	Partners, potential partners	Five events take place 100 attendees 10 new attendees	Two events 45 attendees 5 new attendees
Drum It? A community pride campaign Radio, Social media campaign/contest	\$3,000	Local residents Surrounding communities Potential residents visitors	2,000 impressions 100 contestants to the contest	

Brand Awareness



TACTIC	Cost	AUDIENCE	KPIs	
Raise brand awareness with stakeholders, residents, and regional tourism partners	\$5,000	Partners		
Tourist in your Own Town radio and social		Residents of Drumheller region	8 partners take part in radio and social contest 200 entries to the contest	
Business Survey		Provincial organizations	100 businesses surveyed	108 businesses surveyed
Increase visibility at local, regional and provincial events		Regional Businesses	Attend 4 events	
Celebration of Excellence Award		Chamber of Commerce Members Rotary Members Business Community	Five businesses nominated	Five businesses were nominated two were shortlisted

Improve communication to businesses and public about Travel Drumheller's role, its impact, and its funding.	\$2,000			
Information campaign on value of Tourism in Drumheller & campaign on DMFs		Residents of Drumheller Business Community Stakeholders	2,000 impressions 3 on air radio slots	5 on air slots Presented the business survey to council and did on a media release on the results Social posts on impact of tourism during tourism week and released the annual plan.
Develop website Industry Hub		Stakeholders and TD partners	10% increase in page views	In progress and will help with new website.
AGM		Stakeholders and TD partners	40 attendees to the AGM	45 attendees
Annual Report		Residents of Drumheller Business Community	100 Annual reports distributed	100 reports distributed
Build Brand Awareness Develop brand guidelines/standards and a colour palette Develop Media Kit Create branded items such as stickers, tote bags.	\$3,000	Partners Board Visitors Partners Media Potential Influencers	Brand guidelines/standards completed Colour palette created Media Kit completed Branded items available	In late fall

Regional Awareness of Destination

Photo Credit: Badlands Photography

TACTIC	Cost	AUDIENCE	KPIs	Aug 22
Exploration Guide	\$25,000	Potential visitors in Western Canada	5,000 Guides distributed	6,449 guides distributed out of Drumheller
		visitor information centres in Alberta, British Columbia and Saskatchewan	25,000 online guide views	
Drumheller Uncovered (Quality Inn campaign)	\$50,000	Calgary Families at the Calgary Zoo	Hotel occupancy rate of 40% May and June and September and October	Hotel occupancy May 64.5 June 78%
Calgary Zoo Activation			200,00 impressions	222,000 impressions
Influencer promotions for spring and fall		Influencer audience of families with young families across Canada		IG Reach up 145% FB reach up 41%
Curiocity spring and fall Campaigns Social Content		Curiocity campaign Calgary and Edmonton 30-45 year old's		
Website Redevelopment Include more Blog/story content	\$30,000	Canadians 25-50 International visitors 25-60 Families	Increased visitation from users accessibility issues	

Increase the seasonality of the site			New website live September 2022	
Incorporate Crowdriff to increase the level of imagery			20 new stories on the website	
Increase accessibility			15% increased visitation	Jan1 to July 31 users up 16%
Visitor Newsletters	\$1,500	Potential Visitors Canada	Increase subscriptions by 10%	Subscriptions up 50%
Send out ¼ ly		International visitors	Open rate of 40%	Open rate of 46.1%
Build the audience through promotions and increase content from partners		Families	5 promotions from partners included	
Crowdriff User generated content is collected and available to be used by TD and partners and displayed on screens at the VIC	\$16,000		Installed on website by end of April 2022	Installed and will be on the new website
		Website users		
		Instagram followers	Available to partners by May 2022	A link has been sent to partners. We will be working on pushing this more in the fall
		TD Partners		
		Influencers	Imagery up on VIC screens by June 2022	Not achieved yet
		Content Creators		
Social Media TD created content Themes include: Travelling with pets Being a good visitor User Generated Content #promotion #beagoodvisitor				
		Facebook and Instagram Followers	20% increase in followers	IG followers up 55% FB 41%
		TD Partners	20% increase in accounts reached	

Uncover Wonder Spring/Summer Campaign Digital Campaign hyper, search and social Video Launch	\$50,000	Day Trips Bucket This will target areas and points of interest in Calgary & areas surrounding Drumheller that would contain individuals who are interested in taking a daytrip to the Drumheller area.	20 million impressions	19,519,751 March 1 to July 31 st CTR 0.91% Clicks 177,624
		Activities bucket Targeting areas and points of interest in Drumheller that would contain individuals who are interested in activities and local attractions in Drumheller once they are actually in the destination.	300,000 visits to website	Conversions 78,947 120,706 visits to the website
		Overnight stay bucket - City targeting This will target areas and points of interest in Edmonton and northern Alberta that would contain individuals who are interested in staying overnight in the Drumheller area.	Hotel Occupancy of 80% June, July, August	
Uncover Wonder Fall Campaign Digital Campaign hyper, search and social	\$10,000	Day Trips Bucket This will target areas and points of interest in Calgary & areas surrounding Drumheller that would contain individuals who are interested in taking a daytrip to the Drumheller area.	8 million Impressions	
		Overnight stay bucket - City targeting This will target areas and points of interest in Edmonton and northern Alberta that would contain individuals who are interested in staying overnight in the Drumheller area.	Conversion rate of 20%	
Winter Wonder Campaign Digital Campaign hyper, search and social Brand all activities together under one umbrella of Winter Wonder	\$15,000	Day Trips Bucket This will target areas and points of interest in Calgary & areas surrounding Drumheller that would contain individuals who are interested in taking a daytrip to the Drumheller area.	10 million Impressions Conversion rate of 15%	1,1699,675 impressions Conversion Rate 42.75%

		Overnight stay bucket - City targeting This will target areas and points of interest in Edmonton and northern Alberta that would contain individuals who are interested in staying overnight in the Drumheller area. once they are in the Valley.	20, 000 visits to website	52,285 visitors Jan1- March 31
Curiosity Campaign	\$3,000	Calgary and Edmonton areas 30-45 year old's	10,000 Impressions	222,000 impressions
Camping Capital of Alberta Create a campaign celebrating the range of camping and Rving available in the area particularly in the shoulder seasons. Must Do Canada Campaign August 2022	\$15,000	Overnight stay bucket - City targeting This will target areas and points of interest in Edmonton and northern Alberta that would contain individuals who are interested in staying overnight in the Drumheller area. once they are in the Valley.	4 campgrounds take part	1 campground \$5,000 Must Do Canada Launch September 8th
			1,000 views 5,000 impressions	
		50-60 year olds western Canada campers and RVers	Campground occupancy of 40% September and October	
Jurassic World Marketing campaign linked with the release of Jurassic World movie in June	\$25,000	Movie goes in Alberta	400,000 annual visitors to the Royal Tyrrell Museum	320,000 April 1- July 31 2022
		Albertan, SK and BC Families	Hotel occupancy rate of 65% and campground occupancy rate of 65% July and August	
Calgary Zoo Sponsorship 2 displays 1 activation at Easter with a prize package for the Drumheller area. Linked with the Drumheller Uncovered campaign with the Quality Inn	\$20,000	ZOO visitors Families in Calgary	200 contestants 500 interactions at the booth 30,000 views from the QR codes on zoo signage	200 contestants and 400 interactions at the booth.

Visitors in Destination

Photo Credit: Badlands Photography

TACTIC	Cost	AUDIENCE	KPIs
Exploration Guide Campaign on QR Code link to the online Guide Stickers showcasing the QR code	\$25,000	Visitors in Drumheller,	3551 Guides distributed in Drumheller
		Potential visitors Drumheller	
		Area New residents	25,000 online views
		Residents	
VIC imagery Crowdriff feed into the VIC		Users of the VIC and World's Largest Dinosaur	Feed live at the VIC
Ambassador Program	\$20,000	Visitors in Destination	Meet with 6,000 visitors
Be A good Visitor Social media Campaign Visitor newsletter Travel Guide Blog on website		Social media followers	20,000 impressions
		Local population	3,000 page visits
		Visitors in Destination	
Uncover Wonder Spring/Summer Campaign Digital Campaign hyper, search and social	\$3,000	Activities bucket Targeting areas and points of interest in Drumheller that would contain individuals who are interested in activities and local	8 million impressions
			Conversion rate of 25%

		attractions in Drumheller once they are in the Valley.	40,000 visits to website
Uncover Wonder Fall Campaign Digital Campaign hyper, search and social	\$3,000	Activities bucket Targeting areas and points of interest in Drumheller that would contain individuals who are interested in activities and local attractions in Drumheller once they are in the Valley.	2 million Impressions Conversion rate of 20% 30, 000 visits to website
Winter Wonder Campaign Brand all activities together under one umbrella of Winter Wonder Run Digital Campaign hyper, search and social	\$3,000	Activities bucket Targeting areas and points of interest in Drumheller that would contain individuals who are interested in activities and local attractions in Drumheller once they are in the Valley.	1 million Impressions Conversion rate of 15% 10,000 visits to website

Improve Audience Knowledge



TACTIC	Cost	AUDIENCE	KPIs	
Prism Analysis Analyse postcodes collected by Ambassador and LoKnow Harvest		Travel Drumheller Board	Audience analysis of the current visitation	Not completed yet
		Stakeholders		
		Travel Alberta		
		TD partners		
Communications Audit Google Analytics Business Survey Information Audit Loknow reports		Travel Drumheller Board	A quarterly communications audit completed and presented to the board	A quarterly and 6 monthly audits completed. 6-month audit presented to the board.
		Travel Alberta		
		Stakeholders		
		TD Partners		



I Love Drumheller Valley

Note- we are about the Drumheller region and so should it be valley does it matter?

Background

Travel Drumheller's Strategic Plan states that change is needed to improve local pride and to create a reputation as a great place to be* (*Travel Drumheller Strategic Plan).

What is community spirit?

Community spirit helps develop communities by building stronger relationships, promoting sense of belonging and strengthening cohesion and commitment to collective action. As such, the positive effects of community spirit can be at individual and collective level, empowering individuals and bringing communities together to improve their circumstances. (Royal Society for Public Health 2019)

Travel Drumheller believes that fostering community spirit and pride is important because that pride and spirit will be shared with visitors and non-residents, making Drumheller region a popular place to be.

Strategic Priorities

- To increase community pride in the Drumheller region

The KPI is ? percentage of people state they are proud to live in the Drumheller region

- Celebrate the people who live in the Drumheller.

KPI create 3 stories of residents/ambassadors in the Drumheller.

- Raise awareness of Travel Drumheller and the importance of tourism to the Drumheller region.

KPI ? percentage of residents state knowing who Travel Drumheller is.

Program Outline

Every October- December there will be a I Love Drumheller Valley campaign. This will feature 3-4 residents of the area and their stories.

Activities include

- I love Drumheller Valley day – showcasing the logo and merchandise
- 3-4 one minute video interviews with residents

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- A Social Media Campaign linking people to the I love Drumheller landing page on Travel Drumheller's website.
- A photo contest for residents to win a staycation. Residents share images showing why they love the Drumheller Valley. Stored on Crowdriff.
- I Love Drumheller Valley merchandise. In 2023 this will be sold on the Travel Drumheller website. Funds raised to go to a Travel Drumheller scholarship fund to fund training opportunities for tourism operators.

I love Drumheller Valley Day

October 13th let's celebrate who we are and where we live!

Can we get October 13th proclaimed by the Mayor as I love Drumheller Valley Day?

Launch a contest asking people to share what they love most about the Drumheller Valley. They share it on social media with the hashtag I love Drumheller Valley for a chance to win a \$500 prize! At the WLD or Drumheller Dragons game we invite people to stop by for a free ? from a local business and to receive 15% off of I love Drumheller merchandise and a prize draw.

We have a practicum student from Mount Royal University working with us from Sept13 and so I would like to give her this event to manage along with support from me.

Cost (Received \$10,000 from Travel Alberta)

\$1,500 on logo and designs

\$2,000 video

\$4,000 on merchandise

\$1,000 Painting Water tower

\$750 on I love Drumheller Valley Day

\$250 social ads

\$500 prize package

Total \$10,000

So far:

Asked Jordan to create logo- \$800 initial design – received first draft design

Asked Cody if free to do videos- yes Sept 24 &25

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Contacted Connor at the Dragons about doing something at the game on 13th October.

Ideas for people to tell story

Joe and Pam (?) Vickers Confirmed

Cheryl and Jim ? Confirmed

Sam from Sam's Kitchen

Other possible

Meghan and Cam White

Lana and Natalie

GUIDELINES

In 2022-23 Travel Drumheller in its role as a Destination Marketing Organization (DMO), is able to offer sponsorship for on street entertainment to support events in the Drumheller region. The intention of this program is to help stakeholders enhance their events to attract new visitors and support the local economy.

Only one sponsorship will be allocated to one event. Applicants are reminded that all sponsorships are awarded on a year-by-year basis and are not to be considered as an ongoing source of funding. Eligible recipients include tourism operators, and organizations directly engaging in tourism initiatives and events.

Eligible Organizations

- Tourism operators or organizations directly engaging in tourism initiatives within the Drumheller Valley (including areas up to 50km from the town)

Events must:

- exhibit collaboration between organizations and contribute to the broader well-being of the community
- promote an economic development or tourism opportunity for the community
- benefit a number of people and have a measurable community impact
- provide high visibility recognition opportunities for Travel Drumheller (photo opportunities, effective branding at the event site, social media opportunities, etc.) or other compensation of equal value.
- take place in the Drumheller region
- encourage overnight stays
- be promoted to visitors from greater than 50 kms outside of Drumheller

Funding requests

- should not exceed \$5,000 per event
- must cover musical and/or street entertainers. This includes jugglers, circus entertainers, buskers and so forth. Priority will be given to events across multiple businesses
- should be applied for by organizations using the attached application form
- must be received a month prior to the event
- should be submitted to admin@traveldrumheller.com along with any draft promotional materials for consideration
- may be approved or declined by the sole discretion of the Travel Drumheller Board of Directors based on the need of the application, the opportunity for Travel Drumheller, and/or budget available
- may or may not be approved at the full amount requested
- will be reviewed on a first-come, first-served basis

Approved funds must be expended in full one month following the event and must be spent before March 31, 2023 in order to be considered. 75% of funds will be distributed upon approval of application and 25% will be distributed upon receipt of the Close-Out Report.

Sponsorship will not cover:

- Retroactive expenses
- Political or religious events
- Travel costs
- Taxes, including GST
- staff wages or salaries
- costs of land, building or vehicle purchases
- fees for administrators, staff, or Board of Director

Application Details

Application opens – September 15, 2022. Note, sponsorships will be awarded on a first-come, first served basis for eligible projects, so applying early is recommended.

Applications MUST be received at least one month prior to the event.

Events must occur between October 1, 2022 and March 31, 2023

Complete the application and submit to admin@traveldrumheller.com.

Close-Out Report

A mandatory requirement of the program is the submission of a Close-Out Report within 60 days of the last day of the event. The purpose of this report is to evaluate the success of the sponsored event and confirmation that all sponsorship recognition tactics were executed as stated on the Travel Drumheller Sponsorship application and how the sponsorship dollars were used to support the event.

The Close-Out Report will include a Post-Event Economic Assessment, for which the template will be provided to recipients, and is to be submitted to admin@traveldrumheller.com no later than 60 days following the last day of the event. The Close-Out Report will also require verification and proof of the following:

- Proof of sponsorship recognition for the tactics stated as part of the application process
- Copies of final invoices/receipts for purchases made with Travel Drumheller funds
- Social Media Analytics
- Testimonials from attendees, volunteers, performers, vendors and any others involved
- Event pictures and video

2022 Entertainment Funding Application

Applicant

Organization Name: _____

Registration # (If applicable) : _____

Mailing Address: _____

City: _____ Postal Code: _____

Contact Name: _____ Contact Phone: _____

Email: _____

Date of Application: _____

Project Information

Project Name: _____

Project Date(s): _____

Location: _____

Total Amount Requested: _____

Benefits Travel Drumheller receives as a sponsor (eg. Media exposure, complimentary tickets, signage, etc) _____

Indicate if you are receiving funds from other sources ☐ Yes ☐ No

If yes, list other sources: _____

Estimated Economic Impact Assessment

PROJECT PARAMETERS		2022 ESTIMATES Pre-Event
Visitors		
Number of attendees		
Geographic Reach (choose one)		
1-Primarily local visitors		
2-Balanced Visitors (Local/out-of-town)		
3-Primarily Out-of-Town Visitors		
% Overnight share (of out-of-town visitors)		
Participants		
Average overnight length of stay (nights)		
Artist/Performer/Entertainment Residence (choose one)		
1-Primarily local artists		
2-Balanced (Local/out-of-town)		
3-Primarily Out-of-Town artists		
Businesses Residence (choose one)		
1-Primarily local businesses		
2-Balanced (Local/out-of-town)		
3-Primarily Out-of-Town businesses		

Estimated Economic Impact Assessment continued

ORGANIZER SPENDING	2022 ESTIMATES Pre-Event
Overall Project Budget	\$0.00
Enter expenditures on:	
Facility/Venue Rental	\$0.00
Entertainment	\$0.00
Food and Beverages	\$0.00
Audio/Visual	\$0.00
Equipment Costs/ Rentals	\$0.00
Marketing /Advertising /Promotion	\$0.00
Safety/Security	\$0.00
Other Services	\$0.00
Additional Costs	\$0.00

Application Submission

Applications must be submitted to admin@traveldrumheller.com. 75% will be awarded on sponsorship approval and the remaining 25% will be issued upon receipt of your completed close-out report.

Sponsorships will be awarded to eligible projects on a first-come, first-served basis, so applying early is recommended.

Events must occur before **March 31, 2023**.

Please note, should your application be successful, recipients at minimum agree to acknowledge the sponsorship of Travel Drumheller through the following:

- including the Travel Drumheller logo and hashtag #UncoverWonder in promotional materials and/or social media posts

(Logo and/or promotional materials will be supplied)

Authorized Applicant Signature: _____

Date: _____

Note: Events should be submitted to the Travel Drumheller event calendar found at www.traveldrumheller.com/travel-drumheller-events/submit-an-event/.

Office Use Only

Date of Receipt: Date of Decision:

Approval: ☐ Yes ☐ No If Approved, sponsorship amount \$

Board Approval

Name: Signature:

Name: Signature:

Applicant Information

Organization Name: _____ Registration #: _____

Mailing Address: _____

City: _____ Postal Code: _____

Contact Name: _____ Contact Phone: _____

Email: _____

Date of Application: _____

Project Information

Project Name: _____

Project Date(s): _____

Location: _____

Total Amount Requested: _____

Type of Sponsorship Requested:

☐ Advertisement☐ In-Kind Marketing☐ Item for Gift Bag☐ Cash☐ Silent Auction Item / Door Prize☐ OtherBenefits Travel Drumheller receives as a sponsor (eg. Media exposure, complimentary tickets, signage, etc) _____
_____Indicate if you are receiving funds from other sources ☐ Yes ☐ NoIf yes, list other sources _____

Estimated Economic Impact Assessment

PROJECT PARAMETERS	2022 ESTIMATES Pre-Event
Visitors	
Number of attendees	
Geographic Reach (choose one)	
1-Primarily local visitors	
2-Balanced Visitors (Local/out-of-town)	
3-Primarily Out-of-Town Visitors	
% Overnight share (of out-of-town visitors)	
Participants	
Average overnight length of stay (nights)	
Artist/Performer/Entertainment Residence (choose one)	
1-Primarily local artists	
2-Balanced (Local/out-of-town)	
3-Primarily Out-of-Town artists	
Businesses Residence (choose one)	
1-Primarily local businesses	
2-Balanced (Local/out-of-town)	
3-Primarily Out-of-Town businesses	

ORGANIZER SPENDING	2022 ESTIMATES Pre-Event
Overall Project Budget	\$0.00
Enter expenditures on:	
Facility/Venue Rental	\$0.00
Accommodation/Lodging	\$0.00
Food and Beverages	\$0.00
Audio/Visual	\$0.00
Equipment Costs/ Rentals	\$0.00
Marketing /Advertising /Promotion	\$0.00
Safety/Security	\$0.00
Other Services	\$0.00
Additional Costs	\$0.00

Application Submission

Applications must be received by October 31, 2022 and can be submitted to admin@traveldrumheller.com. 75% will be awarded on sponsorship approval and the remaining 25% will be issued upon receipt of your completed close-out report.

Sponsorships will be awarded to eligible projects on a first-come, first-served basis, so applying early is recommended.

Projects must occur before March 31, 2023.

Please note, should your application be successful, recipients at minimum agree to acknowledge the sponsorship of Travel Drumheller through the following:

- including the Travel Drumheller logo and hashtag #UncoverWonder in promotional materials and/or social media posts
- having Travel Drumheller promotional materials prominently displayed for your visitors to take.

(Logo and/or promotional materials will be supplied)

Authorized Applicant Signature: _____

Date: _____

Note: Events may be submitted to the Travel Drumheller event calendar found at www.traveldrumheller.com/travel-drumheller-events/submit-an-event/.

Office Use Only

Date of Receipt: _____ Date of Decision: _____

Approval: ☐ Yes ☐ No If Approved, sponsorship amount \$ _____

Board Approval

Name: _____ Signature: _____

Name: _____ Signature: _____

A fully completed and submitted Close-Out Report is required from all the Travel Drumheller Sponsorship recipients. Failure to complete the close-out report will result in loss of the final 25% of your requested sponsorship and may impact future funding. Please note, all fields are mandatory. Close-Out Reports must be submitted within 60 days of the end of the project. Thank you for participating in Travel Drumheller's Sponsorship program.

Organization: _____

Project Name: _____

Project Dates: _____ Amount of Funding Received: \$ _____

Contact Name: _____

Phone: _____

Email: _____

Project Metrics

Total Program Hours: _____

Total Number of Volunteers _____

Total Number of Project Partners: _____

List Partners: _____

Total Number of Website Page Views _____

Total Number of Social Media Interactions:

Facebook – _____

Instagram – _____

Twitter – _____

Description of your Project (50 words max) _____

Please share two success stories that contributed to achieving your goals. _____

Please share two challenges you faced in achieving your goals _____

Please share lessons learned _____

Please share how the project contributed to one or more of the following factors and the impact on Drumheller.

- Tourism
- Civic Pride
- Legacy Building
- Inclusiveness
- Economic Impact
- Celebrating Diversity
- Giving Back to the Community

Recognition & Media Coverage

Please upload or provide links to:

Media coverage for your project _____

Social media coverage _____

Photos and/or videos including release forms permitting use for promotional purposes. _____

Budget & Financials

Please download, complete, and submit the Project Budget Template – [LINK](#)

Copy or scan and submit receipts to support eligible expenditures.

Copy or scan and submit confirmation of sponsorships.

Post-Event Economic Assessment

EVENT PARAMETERS	2022 ESTIMATES Pre-Event	2022 ACTUALS Post-Event
Visitors		
Number of attendees		
Geographic Reach (choose one)		
1-Primarily local visitors		
2-Balanced Visitors (Local/out-of-town)		
3-Primarily Out-of-Town Visitors		
% Overnight share (of out-of-town visitors)		
Participants		
Average overnight length of stay (nights)		
Artist/Performer/Entertainment Residence (choose one)		
1-Primarily local artists		
2-Balanced (Local/out-of-town)		
3-Primarily Out-of-Town artists		
Businesses Residence (choose one)		
1-Primarily local businesses		
2-Balanced (Local/out-of-town)		
3-Primarily Out-of-Town businesses		

ORGANIZER SPENDING	2022 ESTIMATES Pre-Event	2022 ACTUALS Post-Event
Overall Event Budget	\$0.00	\$0.00
Enter expenditures on:		
Facility/Venue Rental	\$0.00	\$0.00
Accommodation/Lodging	\$0.00	\$0.00
Food and Beverages	\$0.00	\$0.00
Audio/Visual	\$0.00	\$0.00
Equipment Costs/ Rentals	\$0.00	\$0.00
Marketing /Advertising /Promotion	\$0.00	\$0.00
Safety/Security	\$0.00	\$0.00
Other Services	\$0.00	\$0.00
Additional Costs	\$0.00	\$0.00

Review & Approval

I hereby declare that the information in this Close-Out report is true and correct to the best of my knowledge.

Name: _____ Date: _____

Signature: _____

Sponsorship Guidelines

Travel Drumheller in its role as a Destination Marketing Organization (DMO), offers sponsorship to foster partnerships between our local tourism stakeholders. The intention of the “Travel Drumheller sponsorship” is to help stakeholders create new experiences that elevate their community presence, attract new visitors, and support the local economy.

Only one sponsorship per year will be allocated to the same project. Applicants are reminded that all sponsorships are awarded on a year-by-year basis and are not to be considered as an ongoing source of funding. Eligible recipients include tourism operators, and organizations directly engaging in tourism initiatives.

Eligible Organizations

- Tourism operators or organizations directly engaging in tourism initiatives within the Drumheller Valley (including areas up to 50km from the town)
- Organizations hosting events outside Drumheller that provide Travel Drumheller a significant (definition of significant?) marketing opportunity to attract visitors to the community.

Initiatives must:

- exhibit collaboration between Travel Drumheller stakeholders and contribute to the broader well-being of the community
- promote an economic development or tourism opportunity for the community
- benefit a number of people and have a measurable community impact
- provide high visibility recognition opportunities for Travel Drumheller (photo opportunities, effective branding at the event site, social media opportunities, etc.) or other compensation of equal value.
- take place in or have a major element taking place in Drumheller
- encourage overnight stays
- be promoted to visitors from more than 50 kms outside of Drumheller

Sponsorship requests

- may not exceed 50% and/or \$2500 (whichever is lesser) of the cash budget for the proposed project and may not exceed \$3,000 in total per operator/organization per year
- may be applied to by organizations using the attached application form
- must be received prior to proposed commencement of the project
- may be submitted to admin@traveldrumheller.com along with any draft promotional materials for consideration
- may be approved or declined by the sole discretion of the Travel Drumheller Board of Directors based on the need of the application, the opportunity for Travel Drumheller, and/or budget available
- may or may not be approved at the full amount requested
- will be reviewed on a first-come, first-served basis
- Priority will be given to community groups who do not currently receive any government funding and to events happening outside of July and August.

Approved funds must be expended in full prior to the completion date of the proposed project (as identified on the application) and must take place before December 31st 2023 in order to be considered. 75% of funds will be distributed upon approval of application and 25% will be distributed upon receipt of the Close-Out Report.

Sponsorship will not cover:

- Retroactive expenses
- Political or religious events
- Travel costs
- Organizations that duplicate the services of Travel Drumheller
- Taxes, including GST
- staff wages or salaries
- costs of land, building or vehicle purchases
- fees for administrators, staff, or Board of Directors

Application Details

Note, sponsorships will be awarded on a first come, first served basis for eligible projects, so applying early is recommended. There are two application periods

1st application opens – January 15, 2023 and closes February 10 2023

2nd application opens August 1 and closes September 1 2023

Complete the application and submit to admin@traveldrumheller.com.

Close-Out Report

A mandatory requirement of the Sponsorship Program is the submission of a Close-Out Report within 60 days following the last day of the event. The purpose of this report is to evaluate the success of the sponsored event and confirmation that all sponsorship recognition tactics were executed as stated on the Travel Drumheller Sponsorship application and how the sponsorship dollars were used to support the event.

The Close-Out Report will include a Post-Event Economic Assessment, for which the template will be provided to recipients, and is to be submitted to admin@traveldrumheller.com no later than 60 days following the last day of the event. The Close-Out Report will also require verification and proof of the following:

- Proof of sponsorship recognition for the tactics stated as part of the application process □
- Copies of final invoices/receipts for purchases made with Travel Drumheller sponsorship funds □
- Social Media Analytics
- Testimonials from attendees, volunteers, performers, vendors, and any others involved
- Event pictures and video

Customer Relationship Management



Demos:

Member/Partner Module: <https://youtu.be/nC2R5XrdhUI>

- Members can update their own information
- Track email communications & event participation
- Inventory management
- Tracking History – track partner referrals, ad/media exposure, referrals to website listing, etc.

Member/Partner Extranet: <https://youtu.be/lj-5100EuPY>

- RFP process for meetings and events

Visitor Inquiry/Consumer Module: https://youtu.be/kVkv5kbVQ_Q

- Visitor insights

Other notes:

Custom program for DMOs

See the potential to grow with this program

Pricing (CAD):

\$250/user – intention is to start with 1 user

Set-up \$6325

Add-on Modules

Listings/Offer API - \$125/month

Total 1st Year = \$10,825

Total Subsequent Years (assuming we stay with 1 user) = \$4500

Savings – MailChimp \$1440 USD/year

Recommendation:

While Simpleview seems more robust than we need at the moment, the fact that it is designed for the industry and there is room for us to grow with it, makes this CRM the preferred option.



Demo:

<https://www.yourmembership.com/lp/ams-group-demo-webinar-recording/>

9:00 – Multiple membership options

11:00 – Events

14:00 – Job Board

15:25 – Community Board

16:00 - Reporting

Other notes:

Job Board

Community Groups and Discussions

Fits our needs now

Pricing:

Essential Package \$3990 (\$380/mo, 3 admin, 3500 records)

Set-up \$2620

36-month term contract

Total 1st Year = \$6610

Total Subsequent Years (assuming we stay with 1 user) = \$3990