

OVERVIEW

Quality events and activities within the Drumheller Valley are key to promoting tourism and economic development, and positively impacting quality of life of the community as a whole. With the Tourism Development Fund, Travel Drumheller aims to allocate funds to events and activities that will enhance the Drumheller Valley's reputation not only as a destination for visitors, but also as an attractive place to live and to conduct business.

This program provides:

- A total of \$36,000 for Travel Drumheller to reinvest into the Drumheller Valley tourism community to improve our reputation as a place to visit, live, and work.
- Start-up money to help develop and grow unique tourism events, programs, and products.
- Up to \$5000 for each eligible project.

IMPORTANT DATES

Applications will be reviewed periodically through the year.

Intake deadlines are:

- August 24, 2026
- October 26, 2026

At least 30 days between the intake date and your event or project launch is required.

Applications will be accepted until the money is distributed. Do not wait until the closest intake date to apply.

PROGRAM CRITERIA

Eligible Applicants

- Travel Drumheller Partners*
Proof of organization or business registration number may be required.

Eligible Projects

There are 2 funding streams for the Tourism Development Fund

1. Event Stream – These events must:

- be reoccurring
- exhibit a measurable community impact
- be promoted to visitors from greater than 80km from Drumheller
- occur between September and May
- provide a detailed sustainable financial plan

2. Project Stream – These are marketing or product development projects that:
- are ongoing
 - provide a plan for maintenance
 - create a measurable impact on the local economy
 - will be promoted to visitors from greater than 80km from Drumheller
 - enhance the customer experience September to May and/or appeal to a visitor willing to spend more
 - Examples may include:
 - website development or enhancement, including e-commerce
 - app development
 - hardware purchase to improve customer experience
 - new or improved customer experience enhancement
 - improvements to make the business more export ready*
 - content development including photography, videography, or writing

Please note:

- Projects must not already be funded by Travel Alberta
- Other grants may be recommended first
- Projects must align with the Destination Development Plan (see pg 21). Read the plan at <https://traveldrumheller.com/industries/destination-drumheller/>
- Funding will be awarded no later than December 31, 2026. Approved projects and events must be completed and all funding spent by February 28, 2027.

Eligible Expenses:

- Entertainment (musicians, actors, performers)
- Venue rental
- A/V equipment rental & technicians
- Marketing costs for out-of-region promotion (more than 80km from Drumheller).
- Asset development – photography, video, written content, website
- Capital costs that improve the customer experience or export readiness of the business

Ineligible Expenses

- General business operating costs including staff salaries, wages, and benefits; on-going maintenance; funding shortfalls, etc.
- In-region marketing costs
- Legal, audit, or interest fees
- Insurance, buyouts, restructuring costs, GST
- In-kind contributions, including but not limited to: accommodation, transportation, meeting space, admissions and passes, etc.
- Travel
- Accommodation
- Food
- Projects or activities already completed, or expenses incurred prior to funding approval
- Other expenses deemed to be outside the scope of the Tourism Development Fund program.

FUNDING

Up to \$5000 is available for each eligible project.

For events:

- Travel Drumheller will provide up to 100% of funds for initial applications and may consider subsequent years at tiered matching levels
- 75% will be paid out at time of approval, with the remaining 25% provided after the Close-Out Report has been submitted and approved

For marketing and product development projects:

- Travel Drumheller will provide 75% matching funds. 25% will need to be provided by the applicant
- 75% will be paid out at time of approval, with the remaining 25% provided after the Close-Out Report has been submitted and approved

For any requests under \$1000:

- matching is not required
- the full amount will be paid at time of approval

APPLICATION PROCESS

Please read all the program guidelines thoroughly then complete and submit the appropriate application by one of the intake dates. Incomplete applications will not be considered.

All applications must:

- Meet minimum eligibility requirements
- Complete the provided application form in full
- Agree to complete reimbursement and final reporting requirements as determined by Travel Drumheller
- Agree to give recognition to Travel Drumheller funding support by displaying the Travel Drumheller logo where appropriate
- Sign and date declaration

Please send completed applications to executivedirector@traveldrumheller.com

Applicants will be notified within two weeks of the intake date.

Please leave enough time to execute your project after the funding review, as retroactive expenses will not be eligible.

PROJECT ASSESSMENT

Applications will be reviewed and scored on the following criteria.

Event Stream Evaluation

Category	Criteria	Weight
Economic Benefit	- Will the event enhance the perception or increase overall awareness of the Drumheller Valley? Does your event bring visitors from outside of the Drumheller region? - Will this event attract new people to the valley? - What is the overall expected attendance, participation, or reach of the event? - Will the event enhance entertainment, recreational, and cultural opportunities for Drumheller residents and help create a more varied, vibrant, and interesting local flavour? - Does the event enhance the visitor experience October to April?	55
Tourism Impact	- Does the event support one or more of Travel Drumheller's tourism goals? - Will it attract visitors from outside the Drumheller Valley? - Will it encourage overnight stays and/or increase visitor spending? - Will it create or enhance a tourism experience? - Does it support year-round tourism (including shoulder or off-season visitation)? - Does it have the potential to grow into a signature tourism event, asset, or experience?	15
Sustainability	- Is this a one-time event or will it happen annually (or more frequently)? - Does the event or project have multiple revenue streams? - What is the funding plan for the future?	22
Partnership	Are there multiple partners working together to execute the event?	4
Travel Drumheller Recognition	Will this event create awareness for Travel Drumheller?	4

Project Stream Evaluation

Category	Criteria	Weight
Return on Investment	- Does this project improve Drumheller's tourism offerings? - How will the project increase business revenue? - What is the plan to measure impact of the project? - Have you considered other funding? - Does the project create other opportunities? (jobs, housing, etc.)	35
Sustainability	- What is the organization's success rate with new projects? - Does the project fill a need in the market? - Is there a clear plan to execute and maintain project?	20
Tourism Impact	- Does the event support one or more of Travel Drumheller's tourism goals? - Will it attract visitors from outside the Drumheller Valley? - Will it encourage overnight stays and/or increase visitor spending? - Will it create or enhance a tourism experience? - Does it support year-round tourism (including shoulder or off-season visitation)?	30

	Does it have the potential to grow into a signature tourism event, asset, or experience?	
Source Local	- Will the project use local businesses for goods/services? - Will the project promote or sell local goods/services?	10
Travel Drumheller Recognition	Will this project create awareness for Travel Drumheller?	5

The decision of the Funding Committee is final and not subject to appeal. Applicants declined for funding this year are welcome to apply in any subsequent year this program remains available. The Funding Committee reserves the right to select and approve applications which best meet the objectives and requirements of the programs and demonstrate the greatest potential to meet program goals.

Notification & Funding Agreement

Travel Drumheller will issue a funding notification by email once a decision has been reached. The notification will state one of the following:

- The request for funding has been approved and for how much; or
- The request for funding has been denied.

Funding notifications will be issued within 2 weeks of the intake date.

Successful Applicants must:

- Commit to a Funding Agreement, which outlines the obligations of Travel Drumheller and the Applicant
- Provide a high-resolution version of your logo and any accompanying guidelines to be used for any Travel Drumheller promotional activity for your project
- For events, provide a copy of your liability insurance. Travel Drumheller requires that all funded festivals and events purchase a minimum \$2,000,000 in liability insurance and list Travel Drumheller as an additional insured
- Agree to give recognition to Travel Drumheller's funding support by displaying the Travel Drumheller logo where appropriate.
- Submit any significant changes to the Travel Drumheller Funding Committee in writing prior to the event for approval.
- Complete a Close-Out Report within 45 days of the event.

Reporting

Recipients must complete a Close-Out Report providing information on the impact of the event or project. The report template will be provided by Travel Drumheller. Failure to submit the required Close-Out Report within 45 days of the event or project launch will result in a reduction of funding and denial of future funding.

As part of the Close-Out Report, recipients must provide copies of receipts for expenses that total the amount of funds approved by Travel Drumheller. Receipts need only be for products or services that fall within the eligible costs. Failure to provide receipts for eligible expenses that are equal or greater than the approved funding amount will result in a reduction of funding.

Event or Project Cancellation Policy

If your event or project is cancelled, for any reason, any funds not yet spent must be returned within 30 days of the cancellation announcement. Eligible costs incurred prior to cancellation will still be processed upon submission of copies of receipts and completion of Close-Out Report.

GLOSSARY

Export Ready – Preparing your business to sell to international visitors. See [Travel Alberta's Export Ready Checklist](#)

Partners – Other businesses or organized groups that contribute to the planning process and execution of the project.

Sponsors – Businesses or groups that contribute financially or in-kind to the project with the promise of recognition.

Travel Drumheller Partner – a business or formally organized group♦ that contributes financially to Travel Drumheller through the Partnership Program or Destination Marketing Fee. To become a Partner, email executivedirector@traveldrumheller.com for information.

♦Proof of organization may be required.