



## **AGENDA**

### **Committee of the Whole Meeting**

**4:30 PM – Monday April 12, 2021**

Virtual Remote Meeting & Live Stream on Drumheller Valley YouTube Channel

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1. CALL TO ORDER

2. DELEGATIONS

2.1 Travel Drumheller Presentation – Vice-Chair Dr. Sarah Newstead and Executive Director Julia Fielding

[Travel Drumheller Presentation – 2021Apr](#)

3. REPORTS FROM ADMINISTRATION

3.1. CHIEF RESILIENCY AND FLOOD MITIGATION OFFICER

3.1.1 Flood Mitigation Update

3.2. DIRECTOR OF EMERGENCY AND PROTECTIVE SERVICES

3.2.1 Covid Update

4. CLOSED SESSION

4.1 Bylaws Review – FOIP 24 (1) – Advice from officials

Motion: That Council close the meeting to the public to discuss bylaws as per FOIP 24 (1) –

Advice from officials

5. ADJOURNMENT



## INTRODUCTION

Dr Sarah Newstead  
Vice Chair of Travel Drumheller  
and  
Executive Director of the  
Atlas Coal Mine National Historic Site

## WHO IS TRAVEL DRUMHELLER?

Travel Drumheller is the official Destination Marketing Organisation (DMO) for the region.



## Travel Drumheller's role

Travel Drumheller is a marketing organisation. Our objectives include:

- Presenting and promoting Drumheller region as a premier tourism destination
- Increasing Drumheller's visibility in the regional tourism market
- Increasing our visibility locally, raising awareness of tourism offerings locally and the importance of tourism to our economy



# 2020 HIGHLIGHTS

- SUPPORTING THE TOWN OF DRUMHELLER COVID-19 MESSAGING
- AMBASSADOR PROGRAM (5766 VISITORS)
- TWO HIGHLY SUCCESSFUL MARKETING CAMPAIGNS (17MIL+ IMPRESSIONS)
- \$110,000 TRAVEL ALBERTA COOP FUND
- FULL TIME EXECUTIVE DIRECTOR



# OUR 2021 FUNDING SOURCES

- Voluntary Destination Marketing Fee (DMF) (approx. \$100,000)
- Operational funding from the Town of Drumheller and Travel Alberta (\$35,000 total)
- Local partnership program (\$3500+)
- *Additional grant funding (2021) from Community Futures, Travel Alberta, Government of Alberta. (approx \$120,000)*



# 2021 HIGHLIGHTS

- 'GET READY FOR SUMMER' SPRING CAMPAIGN / 'UNCOVER WONDER' SUMMER CAMPAIGN
- PARTNER WITH KNEEHILL COUNTY, WHEATLAND COUNTY AND COMMUNITY FUTURES 'SUMMER READY BUSINESS' PROGRAMMING
- DRUM DISCOVERY PROGRAM - CUSTOMER SERVICE
- 2021 VISITOR GUIDE (FREE ADS FOR PARTNERS)
- AMBASSADOR PROGRAM (X3)

**GET READY FOR SUMMER**

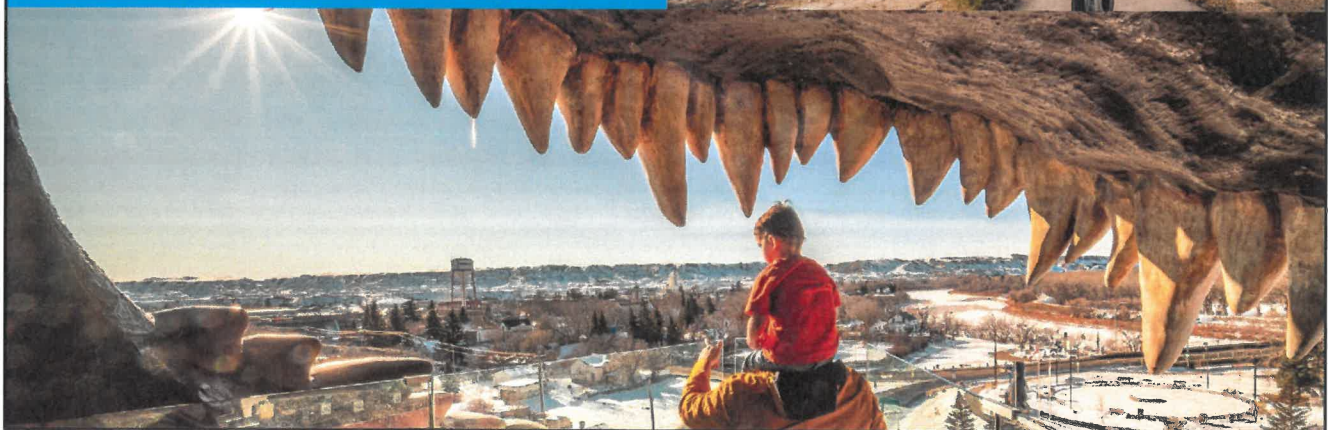
HOW CAN WE HELP? WE OFFER TO GET YOUR BUSINESS READY FOR THE SUMMER SEASON. WHEN YOU HAVE COMPLETED THE CHECKLIST AT THE BOTTOM WE CAN CELEBRATE YOUR GREAT WORK!

- COVID-19 MEASURES** I HAVE IMPLEMENTED COVID-19 HEALTH MEASURES THAT ARE REQUIRED FOR MY BUSINESS AND UPDATED INFORMATION ON THEM IN STORE AND ONLINE
- BUSINESS HOURS** I HAVE SET CONVENIENT BUSINESS HOURS. THINKING ABOUT WHOSE CUSTOMERS ARE MOST VALUABLE TO THEM, THEIR NEEDS, AND MY CIRCUMSTANCES, NUMBER AND SOCIAL MEDIA PAGES.
- TOURISM WEBSITES** MY BUSINESS IS REGISTERED ON THE REGIONAL TOURISM INFORMATION SERVICE (RTIS) AND THE TRAVEL COMPANIES WEBSITE.
- GOOGLE AND TRIP ADVISOR** I HAVE CLAIMED AND UPDATED THE GOOGLE LISTING FOR MY BUSINESS BY THE BUSINESS AND IS ACCURATE. THE BUSINESS HAS AN ACTIVE UP TO DATE TRIP ADVISOR ACCOUNT.
- STAFF & TEAM** IF NECESSARY I HAVE HIRED AND TRAINED STAFF IN CUSTOMER CARE. CHECK OUT TRAININGANDDEVELOPMENT.COM FOR INFORMATION ON TRAINING.
- STORE FRONT** MY STOREFRONT IS WELL KEPT AND WEBSITE (IF APPLICABLE) IS UP TO DATE.
- MAPS** MAPS OF THE BRIMMER VALLEY ARE AVAILABLE FOR PRINT. I HAVE SHOWN THE LOCATION OF VARIOUS ATTRACTIONS ON THESE MAPS.
- EVENTS** I HAVE ORGANIZED TRAVEL SEMINARS OF MY BUSINESS AND MY CUSTOMERS. THEY ARE HELD ON THE COMMUNITY CENTER GROUNDWATER AT BRIMMERVALLEY.COM/COVA
- SOCIAL MEDIA** NEW CONTENT IS CREATED WEEKLY ON THE SOCIAL MEDIA PLATFORMS AND PROMOTED AND TRACKED.

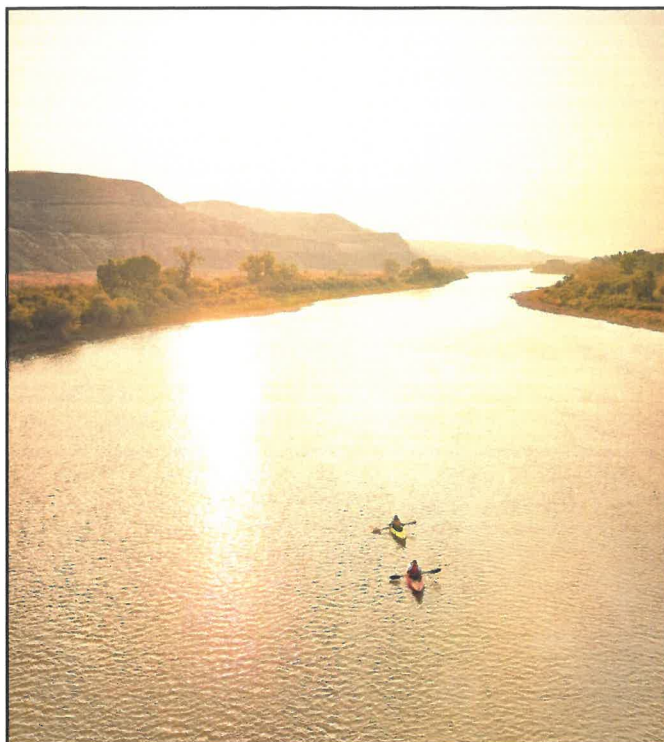
FOR HELP WITH ANY OF THE ITEMS ON HERE CONTACT US:  
 @BRIMMERVALLEY@KNEEHILL.COM  
 P: 406-852-0000

**Brimmer Valley**

Any Questions?







## Contact Us

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T0J0Y0

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