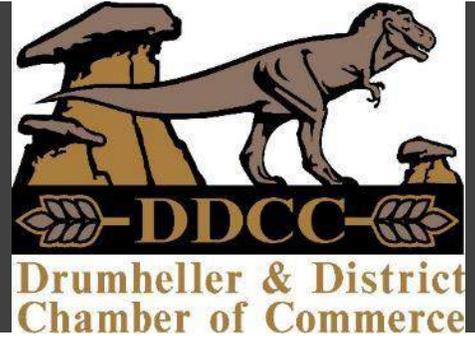


# DDCC ANNUAL REPORT TO MEMBERS

2017 IN REVIEW



# President's Report

Brock Harrington, Chamber President

As we take stock of the year that was, the DDCC is pleased to provide our highlights from 2017. With the ushering in of a Donald Trump Presidency, renewed negotiations on the North American Free Trade Agreement and the Trans-Pacific Partnership, 2017 has been a fast paced and often unpredictable year. Fake news and midnight tweets are all trending topics that would have been hard to predict only 12 months ago.

As 2017 ends, the Canadian economy is on track to record its fastest pace of growth since 2011 thanks to strong consumer spending and a hot (localized) housing market. The labour market has also been remarkably strong with 329,000 new jobs created over the last year-the fastest gain in a decade. Canada's economic growth in 2017 was the highest among the G7 countries. In all, the Canadian economy expanded by 3.0 percent in 2017. Next year, however, growth is expected to slow to a still healthy 2.1 per cent, according to the



Conference Board of Canada's latest Canadian Outlook.

## *Market Highlights*

The Canadian dollar traded in a range of 0.74 to 0.78 this year with a spike to 0.82 and a low of 0.73. This low dollar environment makes our export market more competitive but increases the cost of imports.

Western Canada Select (WCS), the price obtained for many Alberta producers for oil, averaged US \$39.87 a barrel in 2017.

The price of natural gas in September 2017 was CDN \$1.20 per gigajoule, down 43.4% from September 2016.

In September 2017, Alberta non-durum wheat prices, which include the weighted average prices of milling and other wheat excluding durum, were \$247.44 tonne 15.3% higher than the price one year ago. Durum wheat prices were \$292.58 tonne in September, an increase of 17.6% year over year.

**Bitcoin** and the entire crypto currency markets in 2017 were the talk of the planet as prices in this sector rose very rapidly; the market continues to mystify both the traders and bystanders. Whether this sector is around at the end of 2018 or not is not for me to predict, but certainly there appears to be more room for the prices of crypto currency to rise as global debt levels rise.

The Canadian Marijuana market has been the other hot topic on Bay Street in 2017 as producers ramp up in anticipation of the summer 2018 legalization in Canada. The provinces are all positioning to bring the product to market and a variety of Provincial options have been brought forward. Certainly, this sector will continue to be in the news as an entirely new legal industry is created in 2018 and beyond.

In October 2017 the **Minimum Wage** increased in Alberta from \$12.20 to \$13.60 per hour. This will take a toll on the service sector where there is little price strength to pass along the effects on the bottom line. In October 2018 this will increase again to \$15 per hour. The long-term implications of this mandatory increase in wages are not yet fully understood, but will certainly have an effect on the service sector.

The strong labour market has been one of the main drivers of

economic growth in 2017. In 2018 this is expected to weaken due to a tight labour market and an aging population. Wages are expected to rise by over 3% in 2018. Even with the strong labour market Canadian consumer spending will be pressured by high debt levels and rising interest rates.

Locally our Chamber added **27 new members in 2017**. A major accomplishment this year was being able to work with the Town of Drumheller to improve on their vendor **purchasing policy** and vendor cart policy.

We continue to keep a very busy calendar of events throughout the year. This includes our golf tournament, Canada Day parade, the new-in-2017 Lunch N Learn

program and the Jingle Mingle, our holiday membership appreciation event. The Spring Expo continues to gain momentum and the Business Excellence Gala was another roaring success.

Looking ahead to 2018, discussions of a possible combined Rotary – Town of Drumheller and Chamber Celebration of Excellence for all of the citizens of Drumheller shows that our community is working together.

The World's Largest Dinosaur saw over 125,000 people climb the stairs, a slight decrease over 2016 but still a major accomplishment and something to celebrate as the WLD Legacy Fund disbursements into the

community continue to add up. The long-term maintenance plan for the dinosaur continue to be a top priority of the Board of the DDCC.

The Visitor information Centre had over 45,000 tourists come through the doors looking for advice. The momentum in the tourism sector seems to continue to expand every year.

As your Chamber President I have thoroughly enjoyed the busy calendar of events and the friendships and partnerships that have blossomed over the year.

All the Best in 2018,

*Brock Harrington*

President of the Drumheller and District Chamber of Commerce,  
General Manager of Community Futures Big Country

## Heather's Highlights

by Heather Bitz, Executive Director



The Drumheller and District Chamber of Commerce (DDCC) had an extremely busy year working hard on behalf of our members and the business community. The four pillars of our mission statement kept us focused on:

- Promoting local business
- Creating awareness of membership benefits and the DDCC

- Advocating on behalf of membership at the local, provincial and national government levels
- Providing opportunities for members to learn, share and network

Our Business Advocacy Committee, chaired by Cindy Clark, had a successful year as we lobbied the Town of Drumheller

for changes to the Town's purchasing policy. These changes saw the inclusion of a stronger **shop local component** for Town purchases. The committee is now investigating a mobile vendor bylaw and seeking to provide input to the Town. All Chamber members are welcome to attend our monthly meetings, which are an opportunity to identify, discuss and propose solutions to issues and policies affecting the business community.

The DDCC remains a member of our provincial and federal networks, respectively the Alberta Chambers of Commerce and the Canadian Chamber of Commerce. Both of these organizations are advocacy leaders and work to advocate on behalf of business at provincial and national levels. The Canadian Chamber's biggest advocacy effort in 2017 was related to the **federal business tax changes**.

This past fall the Canadian Chamber launched the Protect Growth campaign, which seeks to encourage the federal government to rethink the proposed tax changes, launch meaningful consultations with the business community and consider a comprehensive review of the Canadian tax system with a viewpoint towards fairness and simplification for all taxpayers.

Our 2017 calendar was full of many different events geared to the business community and public at large. From the launch of our new Lunch N' Learn series and our Annual General Meeting to the ever-popular Canada Day Parade and the municipal Election Forum, our staff and Board of Directors worked hard to provide a full selection of **opportunities to learn, share and network**.

We were pleased to end 2017 with 238 Chamber members. We have been fortunate to keep our membership levels very stable over the years. 2017 actually saw membership numbers increase 3% with 27 new members joining the organization. We believe our staff and Board members continued focus on relationship building, along with an excellent range of value-added programs have helped to maintain a strong membership base.

Many thanks to our Chamber members, Board of Directors and staff who have contributed to the achievements of the DDCC in 2017! It is a pleasure working with you and I look forward to a successful and prosperous 2018!

Respectfully submitted,

Heather Bitz  
*Executive Director*

## Member Relations

by Marley Henneigh, Office and Chamber Services Coordinator

Welcome to 2018!

I started off the year with a full email inbox that required immediate purging, which although rather lengthy, also provided a great recap of the past year as I reread, sorted and deleted.

The DDCC strives to offer great networking and education opportunities for our business

community. In January we hosted a Meet & Greet with Wildrose MLA Rick Strankman, in which attendees discussed carbon tax rebates, Bovine Tuberculosis, and other topics of concern.

Our Lunch & Learn series was well attended, and we look forward to continuing it this year starting with a session January 23 on Bid Opportunities with the Town of Drumheller. Stay tuned for more exciting topics, and feel free to



request topics you are interested in. All our events can be found on the events calendar on our website.

The 3<sup>rd</sup> annual Spring Expo trade show saw our best attendance yet with 1,399 shoppers. We are excited to be adding a *Taste of*

Drumheller area to this year's Expo; if you are a restaurant, café, or any other food service-based business please check it out.

A big thank you goes out to our local angel that helps take care of The Little Church for us. It remains a popular stop for tourists and location for unique weddings so we appreciate the help in keeping it clean and inviting.

Remember the *Rider Friendly Community Contest*? While Drumheller didn't win, we did make it far and it was great to see the community coming together to vote and encourage others to vote.

I enjoyed helping organize the Festival of Lights event on behalf of the Chamber. The weather was great, the community support fantastic, and the cooperation amongst the Town of Drumheller, Chamber, FCSS, Kinsmen, and all the business owners and volunteers that helped out was truly inspiring. I can't wait to see the event grow even bigger and better from here.

Each year I end this article with a quote, and this year I will quote local business owner Debra Jungling:

*"You ARE the Chamber!"*

Best Wishes,

Marley Henneigh  
Office and Chamber Services  
Coordinator



## Welcome New Members

We had 27 new members join in 2017:

\*D Mac D Farms \*Tara Lutz Mortgage Associate \*Trekccetera  
Museum \*GFL Environmental \*Caroline Bitz Massage Therapist  
\*Escape This! Drumheller \*Juice Plus \*D & K Christensen Farms  
\*Country Acres Bits & Baubles Antiques \*Buca Consulting Ltd.  
\*Willow Creek Adventures \*Craigantler Ltd. \*Traker's Transport  
\*Hoodoo Voodoo Cycle & Motorsports \*Drumheller & District  
Humane Society \*The Chopped Leaf \*Maddy's Chicken  
\*Riverside Medical \*Athens Greek Restaurant \*The Stuffed Kilt  
\*Crowfoot Valley Ranch \*2011734 Alberta Ltd. \*Aerial Internet  
Solutions \*Hope College \*Decks Bathrooms & Beyond \*Dar-Lan  
Stock Farms \*Mr. Liquor

## 2017/2018 Board of Directors

Brock Harrington - President

Jeff Hall - Vice President

Nathan Fleming- Secretary/Treasurer

Shelley Rymal- Past President

Mayor Heather Colberg- Town Liaison

Jeff Palmquist- Director

Cameron Sinclair- Director

Jason Blanke- Director

Brent Walker- Director

Cindy Clark- Director

Vanessa Page- Director

Darryl Reid- Director

Chris Sadler- Director

# Update on the WLD & VIC

by Debbie Schinnour, Giftshop and Tourism Manager

The World's Largest Dinosaur continues to be one of the top attractions for visitors experiencing the Drumheller Valley. In 2017, 126 227 energetic people climbed the stairs to the mouth of the dinosaur to view the Drumheller Valley from this vantage point.

With regards to the repairs on the WLD, we had two fans installed in the dinosaur to help with moisture build up, new fire doors and smoke detectors were installed, and the grates in the mouth were reconfigured to assist in keeping birds away.

We employed 12 staff for the tourist season with 2 full time and 2 part time employees staying on for the winter.

In 2017, the World's Largest Dinosaur Legacy Fund gave funds to the following organizations:

- Drumheller Off Road Vehicle Association;
- 1st Drumheller Scouts;
- Wayne Community Association;
- East Coulee School Museum;
- Canadian Badlands Aquatic Club;
- Drumheller Minor Ball Association; and
- Pioneer Trail Society.

To date, a total of \$617,907.00 has been reinvested back into the community through the WLD Legacy Fund!

Our mascot "Morris" was requested to attend many local events, including the TOPS PRD convention.

Canada Day celebrations were staged in the World's Largest Dinosaur parking lot again this year. The festivities are sponsored by the Town of Drumheller and are very well attended.

The Drumheller Visitor Centre staff interacted with and counselled 57,270 visitors to the valley and surrounding area. In addition to keeping stats on demographics, we initiated a tracking system of how many visitors were assisted with reservations for hotels, campgrounds, B&B's and local restaurants. The number of referrals from June 1 – November 30 were 4079, resulting in 110 confirmed bookings.



Despite the extremely hot weather during July and August our mobile VIC kiosk was set up twice each week at the Royal Tyrrell Museum, with 2 members of the Visitor Centre's staff counselling 2080 people from

across Canada, the United States other countries. We received funding from the Tourism Division Visitor Services



Innovation Fund of \$1950 to assist with the costs of staffing, a banner and a sandwich board for the mobile VIC. We would like to thank VSIF for their financial assistance, and thank the Royal Tyrrell Museum for their continued support of our mobile VIC and for allowing us space on the plaza.



To ensure our staff are properly trained and to maintain our

accreditation as an *Alberta Visitor Information Provider*, the staff attended multiple conferences throughout the year: the Growing Rural Tourism Conference in Camrose, the Alberta Visitor Information Providers Spring Showcase in Edmonton and the Alberta Visitors Provider's fall conference in Brooks. A Familiarization Tour of the Drumheller Valley and all the attractions was completed early in the tourist season.

The Drumheller and District Chamber of Commerce would like to acknowledge the Town of Drumheller for their continued support of the Visitor Information Centre.

# Coming Up in 2018...so far

**January 23: Bid Opportunities Lunch & Learn** – 11:30am-1:00pm at the Canalta Jurassic Inn. Registration is required.

**March:** Our **Annual General Meeting**, date to be announced. Remember, you must have your 2018 membership paid in order to vote!

**April 20, 21 and 22:** the **4th Annual Spring Expo trade show** at the Greentree Mall. If you are interested in becoming a vendor, contact the Chamber or check out the Spring Expo tab on our website.

## FOR MORE INFORMATION ON DDCC EVENTS

Check out the Events section on our website for upcoming and recent events, as well as our Facebook page, Twitter feed, and your inbox!

**July 1<sup>st</sup>:** the Chamber's **Canada Day Parade**

**Dates TBD:**

**August:** 23<sup>rd</sup> Annual **Jurassic Classic Chamber Golf Tournament** at the Dinosaur Trail Golf and Country Club

**7th Annual Women in Business Mixer-** a fun, laid-back evening of networking for women in the area. The location changes each year as we highlight the many wonderful restaurants and venues in our area.

**December: Jingle Mingle-** our member appreciation Christmas mixer.

## DinoArts Association Update

The DinoArts Association had a very successful year, thanks to a growing number of group members, sunny weather (great for painting), local support and a large donation of paint from the Drumheller Co-op through the Co-op's *Communities in Color Program*. Our volunteers were even filmed for a Co-op promotional video!

Knibb Developments built an amazing dinosaur named "Ironosaurus Wrecks" that we assisted in coordinating to have placed in front of the Badlands Community Facility. He weighs over 7500 lb. and took over 800 main hours to build.

### New Dino

Each year we add a new dino to our collection- and in 2017 we added a new bench dinosaur to replace the large cement triceratops that had been beside the Napier Theatre. The new dinosaur is named Curt, after local Curt Blanchett, who patched and repaired our beloved "cementosaurs" for many years.

### Coming Up

2018 will be exciting as we have *multiple* projects in the works; stay tuned for more details!

### Thank You

Each year, the Drumheller and District Chamber of Commerce donates funds to support the DinoArts Association. We are very appreciative of the assistance provided by the Town of Drumheller in helping move and deliver dinosaurs when needed. Thank you to our other donors as well:

- **Boogie in the Badlands**
- **Chopped Leaf**
- **Drumheller Co-op**
- **The Sugar Bird Foundation**
- **And thanks to our volunteer painters!**

Please contact our Association if you would like more information on what we do! Call 403-823-8100 or email [m.henneigh@drumhellerchamber.com](mailto:m.henneigh@drumhellerchamber.com).

DinoArts can also be contacted through their Facebook page.



# DDCC Report to Members January 2018

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Drumheller, AB T0J 0Y0

EPISODE 4 | DRUMHELLER

Dinosaur Cowboys



Episode Description: The best cowboys, a train heist, and getting amongst dinosaur bones.

