

2019 IN REVIEW

D.D.C.C Annual Report to Members



By the numbers:

516

Cookies handed out to members for Small Business Week

15

Value-added programs

242

Members Total

63

Spring Expo trade show exhibitors

16

New members

7274

Referrals for local businesses in the Visitor Info Centre alone

3

New DinoArts dinosaurs installed

406



Instagram followers

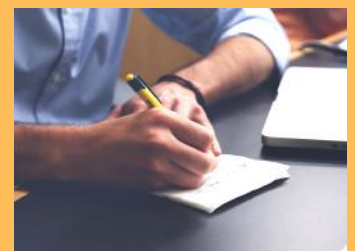
39

Nominations received for the Business Excellence Awards

STORIES INSIDE:

***Updates from the Chamber President, Executive Director, and Tourism Services Manager**

***What we've got in store so far for 2020**



PRESIDENT'S REPORT

By Jeff Hall, Chamber President

As 2019 has drawn to a close, we reflect back on a year that continued to have a number of challenges and uncertainty. The economy continues to experience headwinds on numerous fronts. The most significant from the standpoint of our local economy being the lack of progress on pipeline development, which ultimately impacts our local oil and gas sector as well as local municipalities. Issues with various importing nations with respect to grain exports impacts the agricultural sector.

Alberta had a change in our provincial government, with the spring election of Jason Kenney and the UCP. During the ensuing months, they have implemented a number of business friendly changes which will ultimately benefit our Chamber members going forward, and reversed almost all of the NDP policies implemented over the previous four years, even if some of them were positive in nature. Hopefully 2020 will bring some civility to the legislature and both parties will work together for the betterment of Albertans.

October 2019 brought upon us the federal election which saw the reelection of the Trudeau Liberals, albeit with a minority government. We have yet to see any significant changes as a result of the election, but rest assured 2020 will bring some changes for small businesses as the minority government brings forward a budget that will need to appeal to the NDP or Green Party for support.

Our Town is currently in budget discussions, reviewing the impact of some funding changes from the other levels of government. Hopefully all three levels of government realise that there is only one taxpayer, and although the collective “we” as Drumheller, Alberta and Canadian Citizens always want more for our various projects and special interests, the role of government is to provide those services that are necessary by redistributing our own funds collected through taxes, levies and fees. They must all strive to limit the increases that are passed on to us, the taxpayer.

As your Chamber President, I have enjoyed seeing many of you at our various events over the past year and appreciate your support. I wish to thank my fellow Board of Directors for their assistance and support throughout the year, as well as all our staff and especially our Executive Director, Heather Bitz for her leadership and exemplary work over this past year.

All the best as we enter 2020,

Jeff Hall

President of the Drumheller and District Chamber of Commerce



Did you know we have a Business Advocacy Committee? Meetings are held on the first Wednesday of each month at noon in the Chamber Board Room.

FROM THE DESK OF THE EXECUTIVE DIRECTOR

By Heather Bitz, Executive Director

2019...the end of a decade and another year in the history books for the Drumheller and District Chamber of Commerce (DDCC). Your Chamber of Commerce in its current state has been in operation for 51 years, but our records show activity as the Drumheller and District Board of Trade dating back 100 years to 1919. That's definitely worth celebrating!

We were pleased to close off 2019 with **242 members**, including 16 new members. We continue to work diligently on relationship building with our members. We actively communicate with our members on a number of fronts – personal face-to-face visits, telephone, social media (Facebook, Twitter and Instagram), our monthly newsletter and direct email. We also added a new feature in 2019, **Monday Minute videos**, to push timely information to our members. We believe our continued focus on building win-win relationships and our value-added program offerings have helped to maintain consistent membership levels over the years. For a complete list of our members, please visit our directory online at www.drumhellerchamber.com.

Our **Business Advocacy Committee**, chaired by Cindy Clark, spent time monitoring issues of importance to the business community. Most notably in 2019, we focused our attention on electrical distribution fees. We are currently collaborating with the Grande Prairie and Cold Lake Chambers to draft a policy resolution on this subject and we intend to take the resolution forward to the Alberta Chambers of Commerce in May 2020. This policy will be similar to the policy the Town of Drumheller took forward to the AUMA in the fall of 2019. So, stay tuned for further details! As always, all members are invited to attend our monthly Business Advocacy meetings on the 1st Wednesday of each month at noon in the Chamber Board Room.

2019 was **the year of elections** and we were kept busy monitoring developments with the provincial and federal elections. The DDCC hosted a provincial election forum in the spring for candidates running in the Drumheller-Stettler constituency and then a federal election forum in the fall for candidates running in the Battle River-Crowfoot constituency. Both forums were well attended by candidates and the public.

With our Chamber being a member of our provincial and federal networks, the Alberta Chambers of Commerce (ACC) and Canadian Chamber of Commerce (CCC) respectively, we continue to follow their advocacy efforts on behalf of the local business community. This year through the ACC, we reached out to encourage our local businesses to participate in two surveys conducted by the ACC – the Alberta Perspectives surveys. The surveys were looking to **obtain feedback from businesses on barriers to business growth and the types of supports that would be helpful to business**. I am happy to report for our Chamber, we ranked 3rd in responses from across Alberta. Thanks to all businesses who participated in the survey and shared their feedback.

Throughout the year, we held **several educational and networking events**, including our AGM, the Jurassic Classic golf tournament, Women in Business mixer and four Lunch & Learns to name a few. We also were heavily involved in the organization and implementation of two significant community events – Celebration of Excellence and Festival of Lights.

In closing, I would like to express my heartfelt thanks to our Chamber members, Board of Directors and staff who have contributed to our achievements in 2019! It is a pleasure working with you all. Looking into 2020, please reflect on this quote from Alex Morritt “New year – a new chapter, new verse or just the same old story? Ultimately, we write it. The choice is ours.”

Respectfully submitted,
Heather Bitz
Executive Director

WHO 'IS' YOUR CHAMBER?

Board of Directors:

- Jeff Hall- President
- Cindy Clark- Vice President
- Nathan Fleming- Secretary/Treasurer
- Heather Colberg- Town Liaison
- Barry Fullerton- Director
- Roger Stevenson- Director
- Joanne Hodgson- Director
- Joanne Contenti- Director
- Darryl Reid- Director
- Mike Bell- Director
- Shannon Wade- Director
- John Shoff- Director
- Jared Potter- Director



Chamber Staff:

- Heather Bitz- Executive Director
- Debbie Schinnour- Tourism Services Manager
- Kathy Little- Support Services Manager
- Marley Henneigh- Office and Chamber Services Coordinator
- Trudy Greene- Bookkeeper



Interested in joining our Board of Directors? We elect new members at our Annual General Meeting each March. Contact Heather Bitz for more information on the duties of a board member.

2019 NEW CHAMBER MEMBERS:

- *RWK Farms
- *Wanderlust Boutique & The General Store
- *Whispering Spirit Performance Horses
- *Horseshoe Canyon Campground
- *Kennedy Mechanical
- *Fox Coulee Farms
- *Black Mountain Roasters
- *Bright Valley Electric
- *Dinosaur Valley Massage & Wellness
- *Artisan Health & Wellness
- *Twinview Ranch
- *Central Alberta Pregnancy Care Centre- Drumheller

****Reminder: 2020 Chamber memberships must be paid by January 31, 2020 to be in good standing!**

UPDATES FROM THE WORLD'S LARGEST DINOSAUR & VISITOR INFORMATION CENTRE

By Debbie Schinnour, Tourism Services Manager

The World's Largest Dinosaur continues to be one of the top attractions for visitors experiencing the Drumheller Valley. In 2019, we welcomed 130,647 visitors who climbed the dinosaur, which is an increase of 1.7 % from 2018. Compared to the five-year average, we are showing an increase of 6.7%. Since the grand opening of the dinosaur in October of 2000, we had our best August on record with 39,763 people climbing the WLD during the month!

This year we were fortunate to have a few exciting media visits. In June Heather Bitz did an interview with CBC Arts called *Big Things, Small Towns*. We also had CBC Kids here to film in July, and I had a fun interview with 'Phoenix in Canada', who toured around Drumheller on his motorbike.

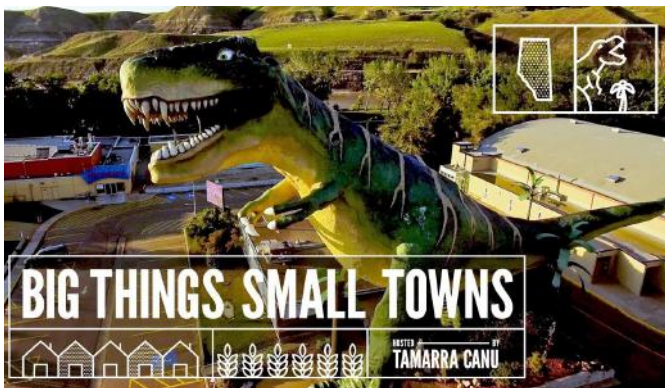


Phoenix asking Debbie what the World's Largest Dinosaur eats.

This spring and summer, the World's Largest Dinosaur Giftshop teamed up with the Drumheller Fire Department to sell their 100th Year Anniversary t-shirts, which were very popular. Late this fall, a guardrail was added around the foot of the dinosaur, as suggested by the structural assessment done by Williams Engineering. Thank you to the Town of Drumheller for installing our new guardrails.

Looking forward in 2020 we plan to paint the exterior of the WLD as well as the interior stairs.

****On October 13, 2020 the World's Largest Dinosaur will reach it's 20th year standing high above the Drumheller Valley!****



In 2019 the **Drumheller Visitor Information Centre** counselled just over 60,000 visitors in person and via telephone and email. Over **51,000 local brochures** featuring attractions, accommodations, retail and restaurants were distributed this year to visitors.

Since 2009 the Visitor Information Centre has maintained its **accreditation** status through the Alberta Visitor Information Providers program (AVIP). The accreditation criteria relate to service levels, hours of operation, tourism information provided, wheelchair access, public washrooms, internet access and staff training.

On May 29 and 30, 2019 we hosted a two-day familiarization (**FAM**) **tour** for our staff and the business

community. Twenty-six people, including new residents and staff from various businesses, joined our staff on a very eventful day. Fred Orsoz kept everyone well informed and entertained with his stories and knowledge of the valley. We appreciate the support from our business community and attractions for the ongoing support towards the FAM tours, as they are very beneficial to both our staff and front-line staff in the business community.

The staff continue to **help many conferences** coming to Drumheller with brochures, activity planning and referrals for bussing, hotels, shopping, campgrounds and catering. Our Visitor Information Centre staff also had the opportunity to work with and train the Travel Drumheller ambassador.

The Drumheller and District Chamber of Commerce would like to acknowledge the Town of Drumheller for their continued financial support of the Drumheller Visitor Information Centre. The visitor services we are providing are of great value to our local community and the tourism industry in general. The Town's continued support to the Chamber of Commerce for operation of the Visitor Information Centre is vital to ensuring we can continue to provide high quality service.

Respectfully submitted,
Debbie Schinnour,
Tourism Services Manager



2020 FAM Tour



Our large and comprehensive accommodations board is the envy of many VIC's!

MEMBER RELATIONS

By Marley Henneigh, Office and Chamber Services Coordinator

In July of 2019 I celebrated my 5 year anniversary here at the Chamber, and I will admit I am still not great at answering the question "so what does the Chamber do, exactly?"

My instinct is to answer "where do I start?!" because there isn't a simple answer that covers everything. But I like to think of our organisation as a connector, a problem solver, a resource, and a cheerleader for our business community. No day is the same- I can go from working on the Spring Expo trade show to helping someone plan a conference to looking at DinoArts dinosaur designs and booking The Little Church for a wedding all within an hour!



Visiting members with cookies during Small Business Week

One of my favorite things that we coordinate at the Chamber is our **Business Excellence Awards**; I get to see every nomination that comes in and it's amazing to read the kind words written about our local organisations and people. I highly recommend that when the nominations for all the Celebration of Excellence Awards (not just our Chamber awards!) open up in the middle of February that you take a moment to think about nominating.

I also enjoy trying to put together valuable and diverse **Lunch & Learn sessions** for our membership. While it seems a person could learn just about anything with online courses, webinars, YouTube, etc., there's just something about getting away from your desk and learning with others around you that feels more engaging. But of course we know many of you can't get away from your workplaces, so we do live stream as many sessions as possible and you can find videos of most of our sessions on our Facebook page. If there are any topics you are interested in, I would love to hear from you!

Wishing you all success and joy this year,

Marley Henneigh,
Office and Chamber Services Coordinator

DINOARTS ASSOCIATION

Your local dino do-gooders had an exciting year with the addition of another **mural**, and not one but **three new dinosaurs** to replace those that were damaged in the later part of 2018. We were especially pleased to add a new Firefighter Dinosaur in celebration of the Drumheller Fire Department's 100th year anniversary.

Our beloved 'Miner Dino' was in need of repairs and a new paint job, and we then had him relocated to the Atlas Coal Mine National Historic Site where he is very happy to greet visitors there. A **'Name the Miner Dino'** contest was held with the Atlas and resulted in the names MURRAY for the dinosaur and MONARCH for his little yellow pterodactyl/canary friend.

We also partnered with the Town of Drumheller on a project that will be completed once the temperatures warm up.

DinoArts thanks our volunteers, donors, the Town of Drumheller Public Works, and all of our fans for your support!

2020 Events So Far:

- * Jan. 21: **Instagram Workshop** (in partnership with Community Futures)
- * Jan. 29: **Lunch & Learn with MLA Nate Horner**
- * March: **Annual General Meeting** (date TBD)
- * April 24 & 25: 6th annual **Spring Expo** trade show
- * June 11: **Celebration of Excellence**
- * October: **Women in Business Mixer** (during Small Business Week)
- * December: **Jingle Mingle Member Appreciation Mixer**
- * **Lunch & Learns**- throughout the year.



Members and volunteers paint the Fire Fighter Dino



New mural at Aagaard's Upholstery

Our year in photos



5th annual 'You're Hired Interview Competition'



'Jurassic Classic' Chamber Golf Tournament



Annual Women in Business Mixer



Spring Expo trade show



Employee Trudy Greene recognised for 10 years of service



Arts, Culture & Community- Dry Canyon Collectables

Celebration of Excellence



Federal election forum