



## Drumheller & District Chamber of Commerce

### 2016 IN REVIEW

## President's Report

Chamber President – Shelley Rymal

With major party changes on the political landscape last year we are still working through the many impacts that come along with it. The NDP government has brought us new minimum wages in 2016 as promised, with another increase on its way. Dropping oil prices are still here and the Carbon Tax is another hot topic. The DDCC will be following the effects of the carbon tax on our local economy, and you can be assured that the Alberta Chambers of Commerce will be measuring the impacts on businesses throughout the province as well. 2016 has shown us again how we must be more

diversified and build our economy to include other sectors such as tourism and agriculture.

In January we hosted an information session with the Alberta Government on re-introducing the Student Temporary Employment Program (STEP), which would allow businesses to apply for summer student grants.

I attended the Canadian Chamber Annual General Meeting in Regina this past September, and took part in many policy meetings and discussions throughout the year with the Alberta Chambers of Commerce. The process of how Chambers act as advocates for businesses is actually quite fascinating- an issue, either local, provincial or federal in scale begins at a Chamber board level and is then taken to the Alberta Chambers of Commerce (ACC) or

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the Canadian Chamber of Commerce (CCC) for discussion and, ideally, approval. A lot of time and hard work takes place in this process, as policies need to be well-researched, timely, supported by other Chambers if at a provincial or federal level, and must include appropriate recommendations. Chambers also work with municipalities and counties. If you are interested in learning more about this process the ACC has a wonderful "Issues to Policies" guide [here](#), and the CCC has information as well, [here](#).

Business Advocacy is still at the forefront of our mission at the Chamber. Please feel free to contact us or come in to a Business Advocacy Committee meeting at 12:00 pm on the first Wednesday of each month, in the Chamber boardroom. We are always open for discussions, big or small on municipal, provincial or federal issues that may affect your business.

In October the Chamber assisted with an Open House for Wild Rose MLA Rick Strankman at the local Royal Canadian Legion. Community members were invited to come and speak with Mr. Strankman one-on-one in a casual setting. Rick is keen to assist with what is affecting you and your business. Bovine tuberculosis was one item discussed, along with other concerns from our farming communities.

We can all look forward to the annual Spring Expo trade show again this year. It's our 3<sup>rd</sup> year putting this event on for the

community. There is something for everyone to see and take part in. We had over 90 booths sold last year with over 70 exhibitors. Contact Marley Henneigh, the Office and Chamber Services Coordinator, for any information you may require. The Expo is a great way to welcome spring to the valley.

The Chamber continues to host the Canada Day Parade, Business Excellence Awards Gala, Women in Business Mixer, Jurassic Classic Golf Tournament, and our Christmas networking event, the Jingle Mingle. We are looking at bringing back another networking event so stay tuned to our newsletter for further updates.

The World's Largest Dinosaur still stands proudly over the valley; over 125,000 people made the climb to the top for a great view and likely a "selfie". The Visitor Information Centre housed underneath her provides tens of thousands of visitors with information and recommendations about local

businesses and attractions in the area. The World's Largest Dinosaur Legacy Fund continues to provide funds to local non-profit groups as well.

As the president of the Chamber I was happy to welcome Jason Blanke of Chinook Financial and Brent Walker of the Drumheller Co-op to our Board of Directors in October.

I have been a part of the Chamber board for over 3 years and look forward to continuing working with businesses in the area. I am always available to discuss issues and new ideas for our community.

All the Best in 2017!

*Shelley Rymal*  
President of the Drumheller and District Chamber of Commerce  
Owner/Operator of Sage Valley Marketing  
[shelley@sagevalleymarketing.com](mailto:shelley@sagevalleymarketing.com)



## Heather's Highlights

by Heather Bitz, Executive Director

*"Never doubt that a small group of thoughtful, concerned citizens can change the world. Indeed it is the only thing that ever has." - Margaret Mead.*

The history of Chambers of Commerce dates back to the middle of the 17th century in France and other areas of Europe.

From those beginnings, the Chamber movement has grown and now represents more than 500 Chambers across Canada and 126 in Alberta. Chambers, like ours, started with merely a small group of business people who desired to stimulate economic development

and promote the welfare of the community.

It is the mission of the Drumheller and District Chamber of Commerce to build a strong business community in the Drumheller area through:

- Promotion of local business
- Awareness of membership benefits and the DDCC
- Advocacy on behalf of membership at the local, provincial and national levels
- Providing opportunities for members to learn, share and network

Our key priority for 2016 again was advocacy. The Business Advocacy Committee, chaired by Darcy Thompson, continues to meet monthly at noon on the 1st Wednesday of each month in the Chamber board room. All members are welcome to attend. These meetings are an opportunity to identify, discuss and propose solutions for issues and policies affecting the business community.

The DDCC is also a member of our provincial and federal networks, respectively the Alberta Chambers of Commerce (ACC)

and the Canadian Chamber of Commerce (CCC). Both are advocacy leaders and work diligently to advocate for business on provincial and national levels. Specifically in 2016, the ACC has been extremely vocal regarding increases to Alberta's minimum wage. This fall, the ACC released its 3rd minimum wage survey, which we encouraged our members to respond to and have their voice represented. Results from the survey, as past ones have, will be shared with the provincial government to provide an assessment of the impact the increase has had on the business community. This example is just one of many demonstrating how our provincial and federal counterparts are working to influence the business climate.

We concluded 2016 with 234 members. This year we were pleased to welcome 15 new members. Through relationship building by staff and board members, along with an excellent selection of value-added programs geared to help our members save

time, money and resources, we have maintained a stable membership overall. In addition, our annual Chamber events, such as the Annual General Meeting, Women in Business Mixer, Golf Tournament, Business Excellence Awards and Jingle Mingle, provide the business community with opportunities to learn, share and network.

Many thanks to our Chamber members, Board of Directors and staff, who have contributed to the achievements of the Drumheller and District Chamber of Commerce in the past year. Looking forward into 2017, you can expect your Chamber of Commerce to continue working for our members and the business community, as we work to support and engage businesses in making Drumheller and area a vibrant and diverse community. All the best in 2017!

Respectfully submitted,  
Heather Bitz  
*Executive Director*

## Member Relations

by Marley Henneigh, Office and Chamber Services Coordinator

How many times have you heard the phrase "where does the time go?" lately? It seems common this time of year for people to discuss just how quickly time goes by, or to ponder over the last 12 months. 2016 was yet another busy year at the Chamber, and

I've discovered that there isn't really a "slow" time for us!

Looking back over the year, I was pleased to see a good attendance once again at the Spring Expo trade show, and to see a great variety of exhibitors. The 2017 trade show is just around the corner, and our Committee has



been working hard to improve the event with an entertainment stage and other great additions. We've also decreased the admission for adults to make it more affordable for everyone.

Drumheller is always a great place to be on July 1st, and once again the Chamber will be organizing the parade. We are always in need of volunteers to help the parade run smoothly, if you have any interest in helping out with it just let us know.

In 2016 we organized some Business After Hours networking events, hosted by Drum Wireless, Ladybug Arborists, Made in the Shade Blinds & More, Marlin Travel, and Marilyn's Fashions and Merle Norman Cosmetics. We have since struggled to find more businesses to host these events however, and are now looking into arranging "Lunch N Learn" type networking events instead. Would this interest you? Let us know! We want to offer services that are wanted or needed by our members.

Planning the events for the Chamber is just a portion of what I do- there's also Committees to take part in, information to help people find, information to help distribute to the community, our

website to maintain, and social media feeds to run, along with many other tasks that change with the seasons. One of my duties is to assist with the Drumheller DinoArts Association- what an interesting year they had! The Association started off 2016 with two dinosaurs being damaged by vehicles; a new metal dinosaur was added to the collection, and tongues were wagging when some mystery knitters "yarnbombed" dinosaurs overnight! If you didn't hear, that was done with the permission of DinoArts and the goal was to create some local buzz about a new exhibit at the Royal Tyrrell Museum.

Did you know that the Chamber owns and maintains The Little Church? 2016 was a relatively quiet year for the Church, in a good way- no repairs or renovations were needed, thankfully. We are grateful to the Town of Drumheller for quickly smoothing out the parking lot there when we received word

that it had gotten some very large mud puddles. The Church was booked for a few weddings this year as well.

Each day we strive to maintain a high level of service to our members and to the community as a whole. If I may quote local Doug Wade- "*you can always do a better job.*" So if you ever have feedback for the Chamber please do not hesitate to provide it- our door is always open!

I did not make an official New Year's Resolution for 2017, but I think partnerships are going to be an important thing to focus on this year. One of my favorite new sayings (besides the previous one from Mr. Wade) I learned while working with some Travel Alberta folks:

*"Do what you do best, and partner for the rest."*

Best Wishes,

*Marley Henneigh  
Office and Chamber Services Coordinator*

## New Members

We welcomed 15 new members in 2016:

- \*The Beef Club \*Drum Wireless \*Jensen Farms\*
- \*Echoes Trucking \*Kreations Photography\*
- \*Fruitas Smoothies and Juice Bar\*
- \*Escobar Holdings \*Mortgage with Tara\*
- \*Red Deer River Adventures \*Subway\*
- \*East Coulee Trading Post \*Drumheller Hubbub\*
- \*Body Works Massage & Esthetics \*Janscapes\*
- \*Drumheller Cleaning Services\*

## 2016 Board of Directors

<i>President-</i>	<i>Shelley Rymal</i>
<i>Vice President-</i>	<i>Brock Harrington</i>
<i>Past President-</i>	<i>Landon Bosch</i>
<i>Secretary Treasurer-</i>	<i>Nathan Fleming</i>
<i>Town Liaison-</i>	<i>Mayor Terry Yemen</i>
<i>Director-</i>	<i>Sylvia Adams</i>
<i>Director-</i>	<i>Darcy Thompson</i>
<i>Director-</i>	<i>Brook Christianson</i>
<i>Director-</i>	<i>Jeff Palmquist</i>
<i>Director-</i>	<i>Cameron Sinclair</i>
<i>Director-</i>	<i>Adrian Hartman</i>
<i>Director-</i>	<i>Jason Blanke</i>
<i>Director-</i>	<i>Brent Walker</i>

# Update on the WLD & VIC

by Debbie Schinnour, Giftshop and Tourism Manager

The weather was a concern this past tourist season along with a slow economy in Alberta. We were fortunate to have 127,448 people climb to the gaping jaw of the World's Largest Dinosaur in 2016, to view our beautiful valley from 86 feet in the air.

We employed 10 staff for the busy tourist season with three full time and one part time employee staying on for the winter.

Our intentions for 2017 are to completely repay the loan that was required in 2013 for repairs to the World's Largest Dinosaur. The board and staff are busy completing a long term maintenance plan for the WLD, based on the structural engineering inspection done by Williams Engineering in the fall of 2015.

In 2016, the World's Largest Dinosaur Legacy Fund presented funds to the following local groups:

- Royal Canadian Legion Branch 22;



- Munson Community Association;
- Drumheller Minor Soccer Association; and
- the Midlandvale Community Association.

Each organization received \$3000.00 for their respective projects. The next deadline to apply for Legacy Funds will be March 1, 2017.

This past summer the Town of Drumheller's Canada Day celebrations were staged in the World's Largest Dinosaur's parking lot. The Drumheller Fire Department also hosted the Fire Fit Challenge in this space on September 9-11. Both events were a great success!

Throughout the year the Drumheller Visitor Information Centre staff interacted and counselled 58,805 travelers to the province of Alberta and specifically the Drumheller Valley. Our staff attended the Global Ready China event in Calgary, Growing Rural Tourism conference in Camrose, the Alberta Visitor Information Providers fall conference in Spruce Grove, and our new staff attended the Travel Alberta Spring Showcase in Edmonton as well. These conferences are educational and networking opportunities that are beneficial to both staff and our visitors. We conducted our Drumheller



Valley Familiarization Tour in May with both staff and local businesses taking part which allowed all to increase their knowledge of what our beautiful valley has to offer our visitors. We appreciate all the businesses that participated in the tour.

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



# 2016 Events Recap

Did you know that the DDCC hosts 7 annual events, in addition to many other smaller events?

Our 2016 Chamber events started off with our **Annual General Meeting**, which happened to fall on St. Patrick's Day this year. Naturally, green decorations were in order. 3 new Board members were elected at this meeting: Adrian Hartman, Cameron Sinclair, and Rod Fox (who has since moved away from Drumheller). We were very pleased to see a number of community members interested in joining the Board.

Next on the agenda was our 2<sup>nd</sup> annual **Spring Expo trade show**. We had over 90 booths set up for this 3-day trade show in the Greentree Mall. Over 1100 people from Drumheller and the surrounding area came out to see the great variety of products and services on display.

The 5<sup>th</sup> annual **Women in Business Mixer** took place in June, with a great group of ladies networking with delicious appies and prizes at Yavis Family Restaurant. The location of our



WIB Mixer changes each year so we can highlight a variety of local venues.

The Chamber was proud to once again organize the July 1<sup>st</sup> Parade, and this year the weather was much better. The theme, as chosen by a public vote, was *Drumheller Through the Ages*.

Approximately 103 floats entered this year. **One big change to the parade this year was the route**- it was altered in an effort to alleviate traffic congestion in the downtown and to help with gaps between floats.

We held our 21<sup>st</sup> annual Chamber Golf Tournament in August, renaming it the **Jurassic Classic**. Funds raised by this tournament help support the Chamber's Business Leaders of Tomorrow scholarship program.

On Oct. 1 we were involved with a new event in downtown Drumheller- the **Pop Up Arts and Culture Showcase** in conjunction with Alberta Culture Days. This event was a fun collaboration with Century 21, the Town of Drumheller, the Badlands Art Gallery and other local artists and businesses.

Once again we celebrated Small Business Week with our annual **Business Excellence Awards Gala**. This was likely our most successful event in 2016, with a great attendance, great food, and great feedback from our survey.



Throughout the year we hosted and co-hosted numerous smaller events as well, including information sessions on the STEP Program, *Business After Hours* networking events, an Open House with MLA Rick Strankman, and sessions on starting a new business.

Finally, our **Jingle Mingle** member appreciation mixer took place on December 6<sup>th</sup> at the WLD gift shop. It was bitterly cold that day but we had an estimated 83 attendees nonetheless!

## 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!

# Coming Up in 2017...so far

**March:** Our **Annual General Meeting**, date to be announced. Remember, you must have your 2017 membership paid in order to vote!

**April 21, 22 and 23:** the **3rd 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.

**May:** **Women in Business Mixer.** This will be our 6<sup>th</sup> time running this popular event. Sorry guys, this one is just for the ladies! Date and location to be announced.

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

**August:** 22<sup>nd</sup> Annual **Jurassic Classic Chamber Golf Tournament** at the Dinosaur Trail Golf and Country Club

**October:** Small Business Week activities, including our **Business Excellence Awards Gala**

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

## DinoArts Association Update

2016 was a bit of a rough year for DinoArts- it was difficult to patch and paint them with so many days of rain. We also lost two dinosaurs at the end of 2015/start of 2016 to some vehicular mishaps- a small triceratops near McDonald's and the much-loved "Tuxedo dino". DinoArts would like to thank the Town of Drumheller for their help in removing the dinosaurs.



### New Dino

Each year we add a new dino to our collection- in 2016 we added a dino with a very different look. Built locally by Ryan Pennock, the dino has been placed beside the Quality Hotel.



### Thank You

Each year, the Drumheller and District Chamber of Commerce donates funds to support the DinoArts Association. Thank you to our other donors as well:

- **Canadian Tire**
- **Shoppers Drug Mart**
- **Drumheller Co-op**
- **Western GM**
- **A&W**
- **And thanks to our volunteer painters!**

### Join the Association

Interested in joining the DinoArts Association? We are seeking new members. The Association meets once a month, usually on the 3<sup>rd</sup> Thursday, at noon. Please contact our Association if you would like more information!

- ★John Shoff, DinoArts Chair- 403-823-2983
- ★Marley Henneigh - 403-823-8100

DinoArts can also be contacted through their Facebook page.

# DDCC Report to Members January 2017

60 1<sup>st</sup> Ave W, P.O Box 999  
Drumheller, AB T0J 0Y0



Pop Up Arts & Culture Showcase



Women in Business Mixer



Business Excellence Awards Gala



Legacy Fund donation



Annual General Meeting



Meet & Greet with Ladybug Arborists



Canada Day Parade



2<sup>nd</sup> Annual Spring Expo  
trade show