

Drumheller and District Chamber of Commerce



STRATEGIC PLAN

**For the period
December 1, 2020 to November 30, 2023**

Adopted by the DDCC Board of Directors: June 10, 2021

Who we are

The Drumheller and District Chamber of Commerce (DDCC) is a non-profit membership-based organization comprised of businesses, organizations, and individuals. Our organization represents businesses of all sizes and vocations from self-employed to 500-person businesses. These businesses employ approximately 1200-1900 people from the Drumheller area. We engage with owners/decision makers mainly in person but also electronically to stay relevant.

Our organization is comprised of the Chamber of Commerce, as well we provide administrative support for Royal Tyrrell Museum contract employees (Support Services division) and we own and operate the World's Largest Dinosaur attraction and Giftshop, in addition to the Drumheller Visitor Information Centre.

Mission Statement

Building 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

Vision Statement

The Drumheller and District Chamber of Commerce supports and engages businesses in making the Drumheller area a vibrant and diverse community.

GOAL #1: Maximize revenue generated through the World's Largest Dinosaur

Strategies/Actions:

- Return to positive cash flow to reinstate WLD Legacy Fund contributions
- Explore opportunities to enhance the interior of the WLD & Giftshop
- Expand retail offerings in WLD Giftshop

GOAL #2: Enhance the profile of the DDCC with the business community

Strategies/Actions:

- Promote greater awareness of the Business Advocacy Committee and encourage members to attend BAC meetings when they have business issues
- Increase visibility of the DDCC in the media
- Increase engagement on Chamber website and social media feeds
- Grow membership base
- Develop relationships with government decision-makers
- Foster relationship with Community Business Association (CBA)
- Provide opportunities for business community to learn, share and network
- Modernize DDCC brand

GOAL #3: Grow communication with members

Strategies/Actions:

- Cultivate an open and active dialogue with members
- Survey members to ensure Chamber remains relevant
- Review & update member on-boarding process
- Continue to build and post relevant content to Chamber website and social media feeds

GOAL #4: Transition to a virtual Visitor Information Centre

Strategies/Actions:

- Hire a summer student in partnership with Travel Drumheller to promote the Drumheller Valley
- Collaborate with a post-secondary institution to create a plan to transition to a virtual VIC