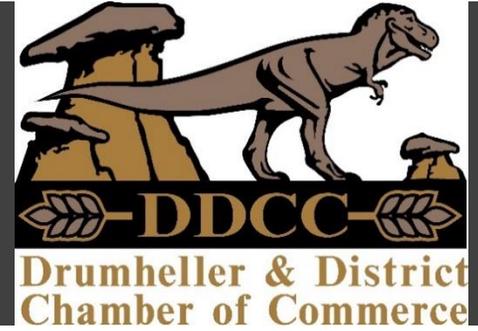


# DDCC ANNUAL REPORT TO MEMBERS

*2018 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 2018.

The Canadian economy is facing headwinds on several fronts as consumer spending will be restrained by a combination of weaker employment and wage growth, high debt levels, and rising interest rates. Meanwhile, the drop in oil prices and lack of pipeline capacity will continue to constrain investment in the energy sector. Government spending is also expected to slow due to rising fiscal deficits. Higher interest rates are a major burden to our blooming government debt load.

As 2018 ends, the Canadian economy is expected to grow by 1.9% in 2019, easing from an expected 2.1 per cent gain in 2018. Another major challenge for 2019 is consumer spending which has been one of the main driving forces recently. Canadians are now tightening their belts and 2019 may be a wakeup call when it comes to consumer spending; travel to the USA may be affected due to the weakening currency and increased border questioning amid the legalization of marijuana in Canada.

## Market Highlights



*Chamber President Brock Harrington (back left) with Eran Rosenthal, 2 millionth visitor up the World's Largest Dinosaur.*

The Canadian dollar traded in a range of 0.81 to 0.74 this year. The chart has been trending down since last January. A low of 0.72 is realistic for 2019.

Western Canada Select (WCS) has been on the forefront of the entire province this past year. The price obtained for many Alberta producers for oil hit a low of \$16.30 a barrel in 2018.

The price of natural gas in 2018 hit a high of CDN \$2.04 per gigajoule, up substantially from 2017.

In 2018, Alberta non-durum wheat prices, which include the weighted average prices of milling and other wheat excluding durum, were \$245.94 tonne. This is a 2% change from 2017. Durum wheat prices were \$243.87 tonne in 2018, a decrease of 19.7% over 2017.

Bitcoin and the entire cryptocurrency market in 2018

were on a major down trend in all of 2018. Bitcoin started 2018 at over \$15,000 and closed in late December at \$3549.50.

The Canadian marijuana market has been the other hot topic on Main Street in 2018. The lack of supply and forced delays of many retail stores opening has turned this perceived opportunity into a real disappointment for many entrepreneurs.

In October 2018 minimum wage increased 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.

According to the Economic Dashboard the unemployment rate in Alberta was 6.3% in 2018, down from 7.3% in 2017.

The Bank of Canada left its benchmark interest rate unchanged at 1.75% on December 5th 2018. The rate is now the highest since 2008.

## Chamber Highlights

Locally our Chamber added 21 new members in 2018. A major accomplishment this year was being able to work with the Town of Drumheller to improve on their vendor purchasing policy and mobile vendor bylaw.

We continue to keep a very busy calendar of events throughout the year. This includes our golf tournament, Canada Day parade, Women in Business Mixer, the Lunch N Learn program and the Jingle Mingle, our holiday

membership appreciation event. Looking ahead to 2019, the 5<sup>th</sup> annual Spring Expo trade show will move to a new venue, and the Chamber will once again be partnering with the Town of Drumheller and Drumheller Rotary for the Celebration of Excellence event.

The World's Largest Dinosaur saw over 127,000 people climb the stairs, a slight increase over 2017 and the WLD Legacy Fund disbursements into the community continue to add up. The long-term maintenance plan for the dinosaur continues to be a top priority of the Board of the DDCC.

The Visitor Information Centre had over 50,000 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 2019,

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

#### Got a business issue?

Bring it to our Business Advocacy Committee! They meet on the first Wednesday of each month, at noon in the Chamber board room.

*welcome*  
NEW MEMBERS 

*Badlands Elder Care/ REAL Food  
Memory Keepers Memorial Cleaning & Esthetics  
Helm Asset & Wealth Management  
DinoSoar Archery Tag  
AMR Dance  
Sandstone Lanes  
CIBC  
RC Farms  
Kopjar Farms  
Travel Drumheller  
Dwyn-Anne's Country Inn  
Hi-Lite Exteriors  
Dinosaur Valley Studios  
Dino Donuts  
Central Insurance Group/ Rutz Agencies  
Jon Sheppard Media  
Historic Graham Ranch  
The Barbara Shop  
Done Deal Delivery  
294360 Alberta Inc.  
Top Kick Farms*

## Heather's Highlights

by Heather Bitz, Executive Director

The Drumheller and District Chamber of Commerce (DDCC) had an extremely productive year working 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

We were pleased to end 2018 with 246 Chamber members including 21 new members. We believe our continued focus on relationship building, along with an excellent range of value-added programs have helped to maintain a strong membership base. A complete list

of our Chamber membership can be accessed on our website, [drumhellerchamber.com](http://drumhellerchamber.com).

Our **Business Advocacy Committee**, chaired by Cindy Clark, continued to spend time and energy monitoring issues of importance to the business community. This past year, we were pleased to provide input to the Town regarding the new mobile vendor bylaw. Also, our committee monitored the developments with respect to cannabis. 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. On a provincial level, the Alberta Chamber has developed the **Vote Prosperity Campaign**, which outlines the Alberta business community's priorities for the

2019 provincial election. Watch for these campaign materials to be released early in 2019.

Our Chamber was honored in May by our peers at the Alberta Chambers of Commerce (ACC). At the ACC Annual General Meeting in Grande Prairie our Chamber was awarded **Chamber of the Year** for membership between 151 and 300. Marley Henneigh and I were present to accept the award and bring it back to Drumheller to share with our members.

We continued to host a variety of educational, networking and community events throughout 2018. In June, we were pleased to join forces with the Town and Rotary Club to host a combined awards ceremony, the **Celebration of Excellence**. In addition, there were many **educational sessions** offered throughout the year featuring timely business topics, such as cannabis in the workplace, Occupational Health and Safety, Employment Standards, counterfeit currency and employee recruitment and retention. Alongside our educational events, we also had our regular events – Annual General Meeting, Spring



Expo, Canada Day Parade, Jurassic Classic Golf Tournament, Women in Business Mixer, and Jingle Mingle.

Many thanks to our Chamber members, Board of Directors and staff who have contributed to the achievements of the DDCC in 2018! It is a pleasure working with you and I look forward to a successful and prosperous 2019!

Respectfully submitted,

Heather Bitz  
*Executive Director*



Updates to Occupational Health & Safety. We also assisted the RCMP with a Counterfeit Currency Lunch & Learn, and the Government of

## Member Relations

by Marley Henneigh, Office and Chamber Services Coordinator

Welcome to 2019! I hope you all had a wonderful holiday, and are getting ready to embrace another great year here in Drumheller, as I know we are.

In 2018 we continued our efforts to provide **valuable educational opportunities** for the business community; Lunch & Learn topics ranged from how to Find & Apply for Bid Opportunities with the Town of Drumheller & Beyond to Cannabis in the Workplace and

Alberta with an Employment Standards info session.

The 4<sup>th</sup> annual **Spring Expo trade show** took place in April and saw just over 1300 attendees. Be sure to check it out this year in a new location- the Badlands Community Facility- April 26 & 27!

**The Little Church** continues to be sought out for small, unique wedding ceremonies. 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 we appreciate the help in keeping it clean and inviting.

The 23<sup>rd</sup> annual **Jurassic Classic Chamber golf tournament** had a bit of added "flair" this year with a *Luau on the Links* theme. Golfers sported grass skirts and floral attire, and were treated to themed games and prizes. What will this year's theme be? Stay tuned to find out!

2018 was a busy and exciting year for the **Drumheller DinoArts Association**, of which I serve as the Administrator on behalf of the



Chamber. Check out page 7 for more details on what DinoArts has been up to.

I enjoyed helping organize the **Festival of Lights event** on behalf of the Chamber once again. We had some amazing entertainers, lots of free, festive activities for all ages and another great turnout. Plans are already in the works for the 2019 Festival of Lights!

Each year I end this article with a quote, usually cheesy but always fitting for this time of year. This one is meant for January 1, but is good to consider any day of the year:

*"Tomorrow is the first blank page of a 365 page book. Write a good one."- Brad Paisley*



Best Wishes,

Marley Henneigh  
Office and Chamber Services  
Coordinator

## 2018/2019 Board of Directors

Brock Harrington - President

Jeff Hall - Vice President

Nathan Fleming- Secretary/Treasurer

Mayor Heather Colberg- Town Liaison

Cameron Sinclair- Director

Cindy Clark- Director

Darryl Reid- Director

Barry Fullerton- Director

Joanne Hodgson- Director

Joanne Contenti- Director

Roger Stevenson- Director

# Update from the WLD & VIC

by Debbie Schinnour, Tourism Services Manager

Over 127,000 visitors have climbed the World's Largest Dinosaur in 2018, which is a slight increase from the same time period in 2017. Compared to the 5 year average we are still showing an increase of almost 10%.

The World's Largest Dinosaur hit another milestone on August 27, 2018. Eran Rosenthal of Israel was **our 2,000,000<sup>th</sup> customer** to climb the 106 stairs to the mouth of the dinosaur. Eran received a gift package valued at \$850. Thank you to the businesses who donated and made this possible. The package included World's Largest Dinosaur merchandise, family passes to the Atlas Coal Mine, East Coulee School Museum, Royal Tyrrell Museum, 2 nights' accommodation at the Drumheller Ramada Inn & Suite and handmade walking sticks with the WLD logo made by Dan Clements. The World's Largest Dinosaur continues to be one of the top attractions for visitors experiencing the Drumheller Valley.

The board and staff continue to work through a short-term and

long-term maintenance plan for the World's Largest Dinosaur. This task has been a huge undertaking and we are considering several factors such as cost of repairs, liability and the life span of the WLD as we move forward.

The guidelines to the World's Largest Dinosaur Legacy Fund were changed in January 2018. Applications will be accepted throughout the year and kept on file until the end of the calendar year. The World's Largest Dinosaur Legacy Fund has contributed over \$617,000 to non-profit organizations since 2005.

In 2018 the Drumheller Visitor Information Centre counseled over **50,000 visitors**.

We invited the business community to join our staff on our annual Familiarization Tour (FAM) last June. Twenty business people from Drumheller and area joined our staff. We appreciate their support and are looking forward to organizing another FAM tour in 2019. We would like to thank Mayor Heather Colberg and Tony Ibrahim in assisting us with this project.

In 2017, we started tracking stats related to accommodations to help demonstrate the value of visitor services. For



example, if we refer a visitor to an accommodation property, such as a hotel, motel, campground or B&B then we record it as a referral. If we were able to facilitate the actual booking of an accommodation for the visitor, then it is recorded as facilitated. Year to date, **VIC staff referred visitors 5,112 times to an accommodation and facilitated 186 actual bookings**. These activities relate directly to revenue generated for our local tourism industry.

The staff helped with many conferences coming to Drumheller with brochures and referrals for bussing, hotels, shopping, campgrounds and catering.

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



## Coming Up in 2019...so far

January 29: **Mental Wellness in the Workplace 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 2019 membership paid by January 31** in order to vote!

April 26 & 27: the **5th Annual Spring Expo trade show** at the Badlands Community Facility. If you are interested in becoming a vendor, contact the Chamber or check out the [Spring Expo tab](#) on our website.

June 13: **Celebration of Excellence** with the Town and Rotary. Nominations for the Chamber awards will open February 15!

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

November 16: **Festival of Lights**

**Dates TBD:**

**Lunch & Learns**- usually held on the 3<sup>rd</sup> Tuesday of the month over the lunch hour. Keep an eye on your inbox for future topics and dates

**Provincial Election Forum:** Spring 2019

**Federal Election Forum:** Fall 2019

**August:** 24<sup>th</sup> Annual **Jurassic Classic Chamber Golf Tournament** at the Dinosaur Trail Golf and Country Club.

### 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!

**October: 8th 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.

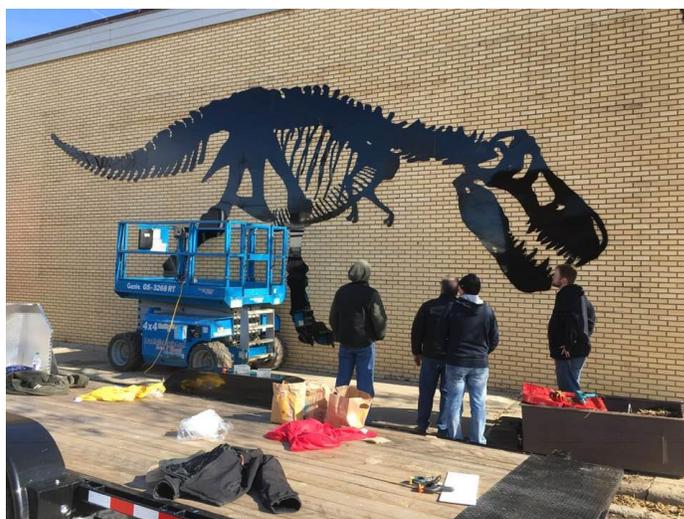
## DinoArts Association Update

The [DinoArts Association](#) continues to stay busy with numerous projects to “*dino-fy*” the Drumheller valley!

We aim to complete one new installation each year; 2018 saw us take a slightly new direction with the installation of a **new mural** on the side of the Napier Theatre. The mural was designed by local DinoArts member Kalon Sykes, and brought to life by Fred Makowecki and the crew at Image Crafters Signs. DinoArts is already making plans to replace another mural in town with a similar “silhouette” design.

### Thank You

We held our biennial Ultimate Pieing Championship Fundraiser on October 5; it was a great success and we are very grateful to our “contestants” for helping us raise over \$9,000. These funds will go a long way towards our 2019 projects. We also wish to thank the Boogie in the Badlands event for their donation, the Drumheller and District Chamber of Commerce who contributed \$10,000 to our organization again this

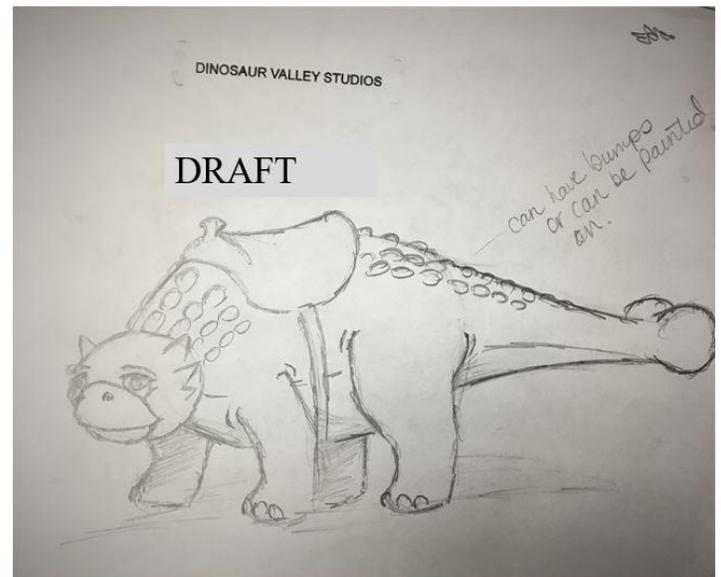


year, and the Town of Drumheller Public Works staff for helping us remove or relocate dinosaurs when needed.

## Coming Up

DinoArts is pleased to be working with local business [Dinosaur Valley Studios](#) to have some new “old” dinosaurs built! Dinosaur Valley Studios reached out to us after seeing that multiple dinosaurs were damaged or destroyed around town at the end of August, and offered us a very economic package to have three built in the old style. They are already about halfway done; these dinosaurs should be painted and ready to be installed in the spring.

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).



## DDCC Report to Members January 2019

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