



TOWN OF DRUMHELLER
COMMITTEE OF THE WHOLE MEETING

AGENDA

TIME & DATE: 4:30pm, Monday May 08, 2023

LOCATION: Council Chambers, 224 Centre St and ZOOM Platform and Live Stream on Drumheller Valley YouTube Channel

1. CALL TO ORDER

2. OPENING COMMENTS

3. ADDITIONS TO THE AGENDA

4. ADOPTION OF AGENDA

4.1 Agenda for May 08th 2023 Committee of the Whole Meeting

Proposed Motion: Move to adopt the agenda for the May 08th, 2023 Committee of the Whole meeting as presented.

5. MEETING MINUTES

5.1 Minutes for April 11th, 2023, Committee of the Whole meeting as presented.

[Committee of the Whole Meeting – April 11th, 2023 - Minutes](#)

Proposed Motion: Move to approve the minutes for the April 11th, 2023, Committee of the Whole meeting as presented.

COUNCIL BOARDS AND COMMITTEES

DELEGATIONS

6. COUNCIL REPORTS

6.1 Economic Development Week

For more information on Economic Development Week:

www.edaalberta.ca/Economic-Development-Week

Council Representative - Mayor Colberg

- 6.2 CN Rails to Trails Task Force – Extension of Term Request
Councillor representatives – Councillor Sereda and Councillor Kolafa

Terms of Reference

7. REPORTS FROM ADMINISTRATION

OFFICE OF THE CHIEF ADMINISTRATIVE OFFICER

CORPORATE AND COMMUNITY SERVICES DEPARTMENT

- 7.1 Manager of Community Development and Social Planning
Bassa Social Innovations Inc.

- 7.1.1 Community Social Needs Assessment

Presentation

- 7.2 Manager of Recreation, Arts and Culture
Special Events Coordinator

- 7.2.1 Community Events Update

Presentation

EMERGENCY AND PROTECTIVE SERVICES

- 7.3 Director of Emergency and Protective Services

- 7.3.1 Emergency Preparedness Week

For more information on Emergency Preparedness Week, please visit:
<https://www.alberta.ca/emergency-preparedness-week.aspx>

INFRASTRUCTURE DEPARTMENT

8. CLOSED

- 8.1 Land Development; Bylaw and Policy Development, Personnel
FOIP 16 – Disclosure harmful to business of a third party
FOIP 23 (1) – Local public body confidences
FOIP 24 (1) – Advice from Officials

Proposed Motion: That Council close the meeting to the public to discuss land development, bylaw and policy development and personnel as per FOIP 16 – Disclosure harmful to business of a third party; FOIP 23 (1) – Local public body confidences, FOIP 24 (1) – Advice from Officials

9. ADJOURNMENT

Proposed Motion: Move to adjourn the meeting.



TOWN OF DRUMHELLER
COMMITTEE OF THE WHOLE MEETING

MINUTES

TIME & DATE: 4:30pm, Monday April 11, 2023

LOCATION: Council Chambers, 224 Centre St and ZOOM Platform and Live Stream on Drumheller Valley YouTube Channel link

<https://www.youtube.com/watch?v=HR1Da9bN9Qs>

IN ATTENDANCE

Mayor Heather Colberg
Councillor Stephanie Price
Councillor Tom Zariski
Councillor Tony Lacher
Councillor Crystal Sereda
Councillor Lisa Hansen-Zacharuk

Chief Administrative Officer: Darryl Drohomerski
Director of Infrastructure: Dave Brett (Regrets)
Director of Corporate and Community Services: Mauricio Reyes
Director of Emergency and Protective Services: Greg Peters
(Regrets)
Flood Resiliency Project Director: Deighen Blakely
Communication Officer: Bret Crowle

REGRETS

Councillor Patrick Kolafa

Legislative Services: Denise Lines
Reality Bytes IT: David Vidal

1. CALL TO ORDER

The Mayor called the meeting to order at 4:34pm.

2. OPENING COMMENTS

20/20 Challenge – Thank you for participating and helping to keep our Town clean

3. ADDITIONS TO THE AGENDA

4. ADOPTION OF AGENDA

4.1 Agenda for April 11th 2023 Committee of the Whole Meeting

M2023.78 Moved by Councillor Zariski, Councillor Price;
move to adopt the agenda for the April 11th, 2023 Committee of the Whole meeting as presented.

Carried unanimously

5. MEETING MINUTES

5.1 Minutes for March 13 , 2023, Committee of the Whole meeting as presented.

[Committee of the Whole Meeting – March 13, 2023 - Minutes](#)

M2023.79 Moved by Councillor Lacher, Councillor Hansen-Zacharuk;
to approve the minutes for the March 13, 2023, Committee of the Whole meeting as
presented.

Carried unanimously

COUNCIL BOARDS AND COMMITTEES

6. DELEGATIONS

6.1 Wild Rose Assessments wildroseassmt.com/
Property Assessment 101
Presenters Rod Viske and Ken Waters

Property assessments are used to distribute the municipalities taxes in a fair and
equitable manner. The presentation gave a high level explanation of the property
assessment process.

Agenda attachment: Presentation

COUNCIL REPORTS

7. REPORTS FROM ADMINISTRATION

OFFICE OF THE CHIEF ADMINISTRATIVE OFFICER

CORPORATE AND COMMUNITY SERVICES DEPARTMENT

7.1 Director of Corporate and Community Services
Time Stamp: <https://www.youtube.com/live/HR1Da9bN9Qs?feature=share&t=2603>

7.1.1 Briefing Note: Recreational Facilities Cost and Revenue Ratio Analysis

Council Request

To get a clear picture of the numbers, could the different budgets of each facility be broken out.

Salary to Revenue; Salary to Total expenses and Cost Recovery: These elements should be considered a KPI's and added to the Operating Budget as an appendix.

The way bookings are processed needs to be addressed for each of the facilities.

Council requests a follow up to the presented information.

Agenda attachment: Briefing Note

EMERGENCY AND PROTECTIVE SERVICES

INFRASTRUCTURE DEPARTMENT

8. CLOSED

8.1 Land Development; Bylaw and Policy Development

FOIP 16 – Disclosure harmful to business of a third party

FOIP 23 (1) – Local public body confidences

FOIP 24 (1) – Advice from Officials

M2023.80 Moved by Councillor Price, Councillor Hansen-Zacharuk; that Council close the meeting to the public to discuss land development, bylaw and policy development as per FOIP 16 – Disclosure harmful to business of a third party; FOIP 23 (1) – Local public body confidences, FOIP 24 (1) – Advice from Officials. Time 5:14pm

Carried unanimously

M2023.81 Moved by Councillor Hansen-Zacharuk, Councillor Price; that Council open the meeting to the public.
Time 7:51pm

Carried unanimously

9. ADJOURNMENT

M2023.82 Moved by Councillor Sereda, Councillor Lacher;
move to adjourn the meeting. Time 7:51pm

Carried unanimously

MAYOR

CHIEF ADMINISTRATIVE OFFICER

Town Of Drumheller
CN Trail System Fundraising Task Force
(Commonly referred to as Rails to Trails Task Force)

Purpose:

The purpose of the Taskforce is to fundraise for the development specifically to the CN Trail system throughout Drumheller Valley. Starting September 6, 2022 - May 31, 2023; at which time the Terms of Reference will be re-evaluated.

Objectives:

Efforts to focus on:

- Create and implement an approach to fundraise (with a marketing plan) to cover the costs of trail enhancements including bridges, signage, paving, garbage cans, benches, shade structures, naming rights, etc working with the Director of Infrastructure and CAO
- Work with the Town of Drumheller communications department
- Engage with individuals, businesses, museums, Travel Drumheller, Travel Alberta, community groups, and any other organizations including the Town of Drumheller to contribute to the development of the trail
- Provide an advisory function to the Town of Drumheller and Director of Infrastructure as the approach to trail enhancements moves from concept to construction.

Membership:

The Taskforce should consist of a minimum of six (6) members, with representation from the community and Council.

The Taskforce will appoint from within its members, through consensus, the following positions: Chair, Vice-Chair and Secretary.

The role of the Secretary is to:

- i. With the Chair, prepare agendas for meetings and keep minutes.
- ii. Prepare reports, letters and documents as requested by the Taskforce.

Term:

Members of the Taskforce will commit to involvement starting September 6, 2022 – May 31, 2023, at which time the Taskforce will be re-evaluated.

Meetings:

1. Meetings shall be held at the call of the Chair.
2. A simple majority of regular members of the Taskforce will constitute a quorum.

Structure:

The Taskforce shall function on a collaborative/consensus committee process, meaning that all parties should participate equally, and that decision-making will aim to have full agreement on the course of action to be followed. Formal voting is required only as a last option.

Communication:

The Chair shall be the contact for the Taskforce, unless there is an alternate designate, such as Vice-Chair and will ensure that approved messages and actions of the Taskforce are communicated to residents by way of newspaper, municipal websites, or other forms of communication.

Code of Conduct:

Members are expected to abide by the Town of Drumheller's core values which include accountability, integrity, respect, and trust.

Limitations:

Neither the Taskforce nor any individual member or Council shall have the power to pledge the credit of the Town in connection with any matter whatsoever, nor shall the Taskforce or any of its members have any power to authorize i) any expenditure(s) or ii) policy change(s).

Authority:

The Taskforce will provide recommendations to Council, but Council is responsible for decisions that fall within their municipal purview.

Term:

- a) (2-3) Council members may be appointed by Council to the Taskforce. The length of term for each Councillor begins September 6, 2022 and ends May 31, 2023.
- b) The term of all other members shall begin September 6, 2022 – May 31, 2023. There is no maximum number of times citizens that can be appointed.
- c) Where a member ceases to be a member of the Taskforce before the expiration of his or her term, Council may appoint another eligible person for the remainder of that term.

Council's Responsibilities:

Council will have final approval of all recommendations. It is the responsibility of Council to pre-approve any financial expenditures requested by the Taskforce not already specifically in the Terms of Reference. In addition, Council may:


- Appoint or dismiss members of the Taskforce in accordance with the Town of Drumheller's Procedural Bylaw.
- Add to, delete, or alter the Terms the Reference.

Budget:

- a) Resources from the Town in support of the Taskforce or any member thereof are limited to available meeting space, stationary, photocopier & coffee supplies expense to a maximum of \$1000.00
- b) Neither the Taskforce nor any member thereof, has any power to authorize any expenditure to be charged against the Town of Drumheller.

Staffing Input as required:

CAO, Director of Infrastructure, Manager of Recreation,
Administrative assistant, Communications



Community Social Needs Assessment

Council Presentation
May 8, 2023

1



Today's Presenters

Community Development and Social Planning
and
bassa Social Innovations Inc.

2

Why are we here?

1. Review the Community Social Needs Assessment (CSNA)
 - What emerged from the 2017 process
 - Purpose of this year's assessment,
 - Process for developing the 2023 CSNA,
 - The priorities that emerged in 2022-2023, and
 - A high-level action plan to guide the work until 2027
2. Outline next steps from the municipal perspective



3



What is the CSNA?

4

Purpose

- The CSNA is conducted every 5 years.
 - Aligns with Stats Can census data release.
- Research & raise awareness of social needs (key functions of FCSS).
- Informs a 5-year work plan for CDSP (FCSS)
- Ensures FCSS funds & resources are targeted appropriately.
- Supports the municipality & other agencies in planning, resource allocation & grant writing.



5

2017 CSNA

- Priorities:
 - Housing
 - Transportation
 - Youth activities
 - Affordable, accessible counselling
 - Poverty/affordability.
- Actions to date – lots to celebrate
 - Youth Coordinator
 - Subsidized counselling program
 - Rec fee assistance
 - Subsidies

"I love how many programs there are for young families, and youth in the community. I also love seeing finance options for lower income families for recreation opportunities, and how welcoming the town can be to newcomers".

"Really enjoy the youth programming, Zoey has been amazing welcoming our son and helping him get settled"

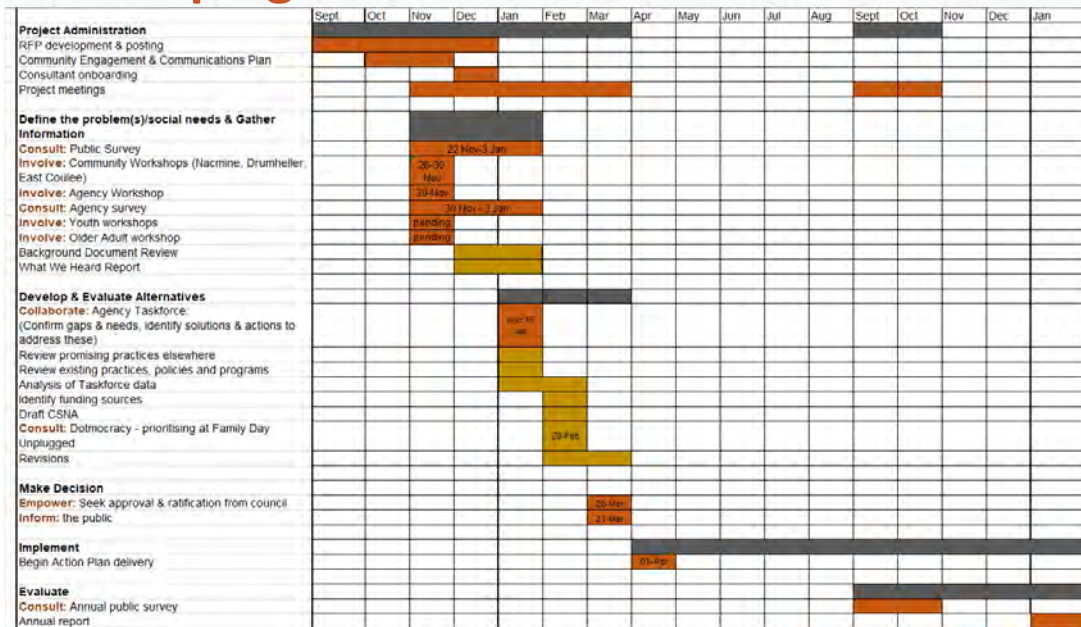
"Love the amount of programs geared towards children of all ages such as Movies for moms. Also love the pancake breakfasts in the communities of Nacmine and East Coulee"

- 2022 CSNA survey participants



6

Developing the 2023 CSNA



7



What emerged as priorities?

8

Five Major Priorities



Belonging and Social Participation



Affordability



Health and Well-being



Housing



Transportation



9

Belonging and Social Participation

SURVEY

KEY FIGURES

24%

Feel they don't belong (a 10% increase from 2017).

53%

Feel isolation is a factor for them (an 8% increase from 2017).

38%

Report experiencing a lack of respect, dignity, or consideration.

23%

Do not believe that community members are ready to take ownership of community initiatives.

26%

Parents who do not know other parents they can ask for help and support.

A STRONG FOUNDATION

Drumheller Valley has a strong foundation that social belonging can be further developed from. For example, only 62% of Canadians feel they have a stake in their community (Community Foundations of Canada, 2017) whereas 73% of Drumheller residents feel important to their community.

93%

Say they have people they can rely on for help.



87%

Say they are connected to a group of people who share their beliefs and values.

CLOSING THE LOOP SURVEY

87% Agreed with the priority area

85% Agreed with the action areas

SUGGESTED ACTION AREAS

- Activate and Engage Drumheller's Youth
- Increase community capacity to support Seniors to age in place.
- Address social isolation to further develop well-being
- Build community capacity to respond to and address discrimination.

When we feel we belong, we feel better



10

Affordability

SURVEY KEY FIGURES

30%

Say they are prevented from accessing programs, services, and activities due to cost.

34%

Say that housing insecurity is a challenge they face.

31%

Say they are underemployed.

19%

Report they are unemployed.

THE CHALLENGE

Affordability was a central theme from both the survey and community engagement. Affordability feedback is centralized in two areas: Access to Basic Needs and Utilities and Taxation. Some of what we heard from the community includes:

"many are struggling, costs have gone up, taxes, taxes on taxes, food, [and] housing"

"Affordable groceries, affordable family activities, [and] affordable housing"

"Many people are on fixed income and cannot afford increases... things are tough out there to survive for many people."

CLOSING THE LOOP SURVEY

90% Agreed with the priority area

77% Agreed with the action areas

SUGGESTED ACTION AREAS

- Explore expanding access to, and impact of, affordability programs such as the DrumLife Pass.
- Review municipal policies and programs with a lens of affordability to reduce unnecessary costs to residents.
- Continue leading collaborative efforts to address poverty.
- Seek socially innovative ways to increase affordability such as coordinating seed banks, toy libraries, or snow angel programs as examples.

Affordability affects us all



Health and Well-Being

SURVEY KEY FIGURES

**The survey provided for this project is based on a measure of personal health or community well-being to reveal to governments of substantial jurisdiction an insight.

32%

Indicated they live with a form of disability, higher than the Canadian average of 22%.

44%

Said that mental illness is a factor for their household.

39%

Of those living with a disability said they live with a chronic disease.

17%

Said that a lack of supports for persons with a disability keeps them from participating in programs, services, and activities.

ACCESS AND TRAVEL

Drumheller Valley residents reported difficulty accessing a family doctor, emergency services, and specialty services within the Valley. Seniors living with health issues often stated they have to travel long distances to major centers to access specialty services.

Semi and Non-Urgent Emergency Visits are 1.5x times higher than the provincial average.

48% of Outpatient Care and 47% of Inpatient Care of Starland County/Drumheller patients occurs outside of the local area.

Source: Health Priority Call Review (January 2024), Community Health Shared Equity Commission

CLOSING THE LOOP SURVEY

84% Agreed with the priority area

78% Agreed with the action areas

SUGGESTED ACTION AREAS

- Continue to engage within the Rural Mental Health Network and seek ways to further involve the community in mental health and wellness.
- Strengthen strategic health partnerships and relationships across all levels of Government.
- Continue and expand subsidized and low-cost access to community counselling resources.
- Fund or subsidise access to mental health training such as mental health first aid and Applied Suicide Intervention Training.

Good health is good for communities



Housing

KEY FIGURES

34%

Said that housing is a factor for their household.

18.5%

The number of total households spending more than 30% of their income on housing (2022 Drumheller Valley Housing Needs Assessment).

1 IN 4

The number of households that do not have acceptable housing (2022 Drumheller Valley Housing Needs Assessment).

THE CHALLENGE

Housing is an important social priority for the residents of Drumheller Valley. Feedback ranged from the availability of affordable housing, finding appropriate housing for growing families and downsizing seniors, and finding ways to address vacation rentals in the community.

"I wish there was more subsidized housing for seniors, especially that would permit a pet"

"more affordable seniors housing other than lodges"

"Affordable housing to buy and rent. But also need rentals for new medical staff, students that is not a VRBO or airBNB."

"Affordable housing and emergency shelter/MAT program for anyone experiencing homelessness"

"Build or convert housing for low income families and seniors"

CLOSING THE LOOP SURVEY

80% Agreed with the priority area

76% Agreed with the action areas

Housing is more than a place to live



SUGGESTED ACTION AREAS

Implement the Drumheller Housing Strategy

Explore innovative methods for addressing emergency housing needs with current resources.

Ensure that land use bylaws and building policies support meeting the ageing in place needs of seniors.

Review all municipal policies and processes to find opportunities to expedite the approval of appropriate housing development and renovation.

Transportation

SURVEY KEY FIGURES

1 IN 5

Said they are unable to participate in programs, services, or activities that interest because there is no way to get there.



SUGGESTED ACTION AREAS

Explore undertaking a transportation needs assessment or master planning process.

Convene and facilitate a collaborative transportation task force or similar to further develop solutions.

Review policy or by-laws to increase options for inter and intra Valley affordable transportation by taxi, Uber, or other service that can be subsidized as necessary.

Explore ways to increase the mobility of residents including walkability, bike-ability, use of e-scooters, or other innovation options.

Getting from a to b is only part of the story

CLOSING THE LOOP SURVEY

80% Agreed with the priority area

82% Agreed with the action areas



Honourable Mentions

ACCESS TO CHILDCARE

Access to childcare was reported to be a barrier to accessing services for 22% of survey respondents and was explored at depth at the Family Day event and other community engagements.

Although access to childcare is predominantly a barrier for those with children, there are ripple effects across communities. Affordable and accessible childcare can result in increased employment for women, stimulate economic growth, and can have a positive impact on mental health and wellbeing (County of Wellington Child Care Services, 2012)

COMMUNITY AWARENESS

Community awareness is not considered a social need or specific area of wellbeing; however, it requires special mention as there was a strong desire from the community for increased awareness of programs, activities, and opportunities.

Residents indicated a desire for a greater mix of communication methods and options that moves beyond social media or traditional media and places them at the centre of communication strategies and leverages their participation and involvement in sharing with their neighbours.

SUGGESTED ACTION AREAS

- 1 Convene or facilitate a community collaborative coalition with the purpose of exploring innovative solutions to increasing access to high quality, affordable childcare.
- 2 Reinvigorate support for the Drumheller and Area Early Childhood Development Coalition.
- 3 Review municipal communications plans to leverage citizen networks in information sharing.
- 4 Expand the use of new resident welcome packs by leveraging relationships with realtors, business owners, and services providers.



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Moving Forward



Intentional Collaboration



Clear Roles and Responsibilities



Communication and Participation



16

Next Steps

- Request for direction from Administration in a few weeks
- Update Administration's work plans
- Update community tables'/partners' work plans
- Continuously monitor - Annual update/check in



17



Thank you

Any questions?

18



BRIEFING NOTE

DATE:	May 8, 2023
TITLE:	Community Events Update
DEPARTMENT:	Recreation, Arts, Culture and Events
PRESENTED BY:	Darren Goldthorpe, Manager of Recreation, Arts and Culture & Alicia Smith, Community Events Coordinator
ATTACHMENT:	Community Event Coordinator and Special Events by Others Tables

SUMMARY

Community Events is providing this briefing note to Council as an update on events and activities for 2023 season. Key priorities are:

- 1- Seasonal activities/events that attract locals and visitors to the community **year-round**.
- 2- Enhancing opportunities for economic **activity and downtown area revitalization**.
- 3- Liaising with individuals, community groups, organizations & businesses to **improve their capacity** to host events in the Drumheller Valley.
- 4- Supporting and promoting **cultural awareness**.
- 5- Promoting an **increased sense** of community.

OPERATIONAL WORK PLAN

1. Partnership Meetings

a. Travel Drumheller

- i. The Community Events Coordinator continues to attend bi-weekly meetings with the Travel Drumheller team. These meetings have proven to be very positive, and we continue to discuss partnership opportunities to develop Drumheller as a year-round community for residents and visitors as well as increasing activity in the downtown area.
- ii. Since our last brief, the Community Events Coordinator attended the "Boost Your Business" workshop series to present on running special events. We had great feedback from the businesses in attendance at the presentation. They spoke of the fact that they did not realize what the special event permit was for or when they needed to fill one out.

b. Community Business Association (CBA)

- i. The Community Events Coordinator continues to attend the CBA meetings monthly. Again, our goal for that meeting was to grow the relationship, open the door of communication, discuss how we may support some of the CBA activities and share ideas.
- ii. By attending these meetings, we have been able to develop a positive relationship and help to open the communications with the group.

2. Monthly Events & Activities

- a. **Shamrocks and Shenanigans** – March 18
 - i. Completed with the CBA partnership and an attendance of 21 individuals.
 - ii. We know that there were more individuals that stopped to play a game but do not have the official count of these people.

- b. **Findosaurus** – April 12
 - i. Completed with an attendance of 32 individuals.
 - ii. People noted that they enjoyed having something to do with the kids while they were out of school.

- b. **Gateway to Summer** - April 22
 - i. Completed with the Travel Drumheller partnership and an estimated attendance of 175 individuals.
 - ii. A total of 12 vendors participated and a live band.

- c. **Clue Solvers** - May
 - i. Objective: To bring activity and people downtown. Activities/events to attract people year-round. People can participate on their own. To have people to take a self-guided, walking tour while learning about a few of Drumheller's history spots.
 - ii. Description: A fast-paced scavenger hunt and a brain-teasing outdoor escape room, all rolled into one great adventure! Whether you have been here for 20 years or 20 minutes, our fun clues and exciting storylines will show you the town in a whole new way.
 - iii. Partnership with Travel Drumheller.

- d. **Chainsaw Wizards** – May 19-22
 - i. Objective: To bring activity and people downtown. To deliver an event that encourages overnight stays. To promote an increased sense of community. To honor the trees in the valley.
 - ii. Description: A May long weekend event that will bring five renowned chainsaw carvers to our downtown for four days of exciting carving activities.
 - iii. Partnership with community volunteers, Royal Tyrell Museum

- e. **June Recreation and Parks Month (JRPM)** - June 1-30
 - i. Objective: To bring activity and people downtown. Promote an increased sense of community.
 - ii. Description: A month-long calendar of activities to encourage residents to participate in recreation and enjoy our parks. A weekly scheduled activity will take place downtown.
 - iii. Partnership with the Recreation Programs team and Alberta Recreation and Parks Association to promote active lifestyles.

- f. **Celebrate with the Titan's** – June 2
 - i. Objective: To encourage activity and people downtown. To increase the sense of community by supporting the local football team.
 - ii. Description: A celebration to bring the community together to celebrate the Titan's provincial championship win in November of 2022.
 - iii. Partnership with the Drumheller Titan's Football Organization.

- g. **Canada Day** – July 1
 - i. Objective: To attract locals and visitors to the community. To encourage activity and people downtown. To promote cultural awareness and to promote an increased sense of community.
 - ii. Description: A day to celebrate our Canadian history and gather as a community, to enjoy food, live music, entertainment and more.
 - iii. Partnerships: Drumheller Dragons, Farmers Market, Travel Drumheller, Town of Drumheller Departments

- h. **Teddy Bear Picnic** – July 10
 - i. Objective: To attract locals and visitors to the community. To encourage activity and people downtown. Promote an increased sense of community.
 - ii. Description: Today is the day the teddy bears have their picnic! We welcome all to bring their teddy bears to the Plaza to join in our picnic.
 - iii. Partnership: potential partnership with the Drumheller Family Literacy

- i. **Ducky Dash** – August 15
 - i. Objective: To attract locals and visitors to the community. To encourage activity and people downtown. Promote an increased sense of community.
 - ii. Description: A downtown rubber ducky word scramble. Find the ducks and unscramble to letters to reveal the surprise.
 - iii. Partnership:

- j. **RC Cars** – August 26
 - i. Objective: To attract locals and visitors to the community. To encourage activity and people downtown. Promote an increased sense of community.
 - ii. Description: The local RC car group will be partnering in an event at the plaza to bring RC cars downtown. Looking to have the drag race cars down to compete on 1st W, for a full day of fun, followed by a night of music at the Plaza. The same day will host an open gate event at the RC Track located at Dinosaur Downs.
 - iii. Partnership: Local RC Car Group, Ag Society

- k. **Summer @ the Plaza** – July 7- September 2
 - i. Objective: attract locals and visitors to the community. To encourage activity and people downtown. To promote an increased sense of community.
 - ii. Description: An outdoor free event for everyone to enjoy. This event series will run Friday and Saturday evenings from 6:30-8:30pm every Friday and Saturday for 9 weeks.
 - iii. Partnership/ Sponsorship: We have 8 organizations/ businesses that have agreed to partner.

- l. **Alberta Day (grant dependent on Elections- MLA)** – September 2
 - i. Objective: To encourage activity and people downtown. To create cultural awareness.
 - ii. Description: In recognition of this anniversary and in celebration of our province's unique spirit, culture, and heritage, we have designated September 1 as Alberta Day. Alberta's Birthday!
 - iii. Partnership: Government of Alberta

- m. **Culture Day** – September TBD
 - i. Objective: To encourage activity and people downtown. To create cultural awareness.
 - ii. Description: Alberta Culture Day is an opportunity to discover, experience and celebrate arts and culture through local events and activities across the province.
 - iii. Partnership: Drumheller Public Library, Drumheller Cultural Groups, Government of Alberta

3. **Special Events**

Special Events applications are becoming busier.

- a. In 2023, 25 applications have been received to date, including both new and returning events.
- b. There have been several meetings with special event organizers looking for advice or just asking questions about hosting an event successfully in the Valley.
 - i. Boogie in the Badlands Car Show
 - ii. Disc Golf Tournament
 - iii. Cultural Events
 - iv. Triathlon and Gran Fondo (same organizer)
- c. A Special Events Policy and a Special Events Reference Guide has been going through the draft review and revision process.



COMMUNICATIONS AND PROMOTION

We continue to work closely with the Communications team specifically to enhance and improve the promotion of events. It is our goal to ensure we are consistent with utilizing the following for each event and activity:

- Town of Drumheller Website
- Town of Drumheller Social Media (Facebook, Instagram)
- Town of Drumheller Facility Monitors (BCF, AquaPlex, Arena)
- Drumheller Online Calendar
- When applicable: 2 minutes on the Town (radio) and Town Page (Drum Mail)

For our larger events and activities, we will also use:

- Print materials (posters, brochures) to be circulated to campgrounds, hotels, businesses, Visitor Information Centre
- A-frames
- Utility Bills
- Travel Drumheller
- When applicable; print and/or radio ads.

In addition, we have been working with the Town of Drumheller Communications team and the Travel Drumheller team to collaborate on promotions. We are working together to cross-post and share the events and activities happening.

We are looking forward to events and activities continuing to grow through the remainder of 2023.

Community Event Coordinator					
Legend		Event Coordinator Organized			
		Event Coordinator / Partnership			
Season	Date	Event/ Activity	Goals	Location	Status
Winter Dec-Mar	March 18.	Shamrocks and Shenanigans	1,2,5	Plaza	Completed
Spring Apr- Jun	February 22.	Findosaurous	1,2,3,5	Plaza	Completed
	April 22.	Gateway to Summer	1,2,5	Plaza	Completed
	May.	Clue Solvers Launch	1,2,3,4,5	Downtown	Happening
	May 19-22.	Chainsaw Wizards	1,2,3,4,5	Plaza	Happening
	June 1-30	Parks and Rec Month	1,2,5	Plaza	Happening
	June 2.	Celebrate with the Titan's	1,2,3,5	Plaza	Happening
	June 21.	National Indigenous Peoples Day	4	Online	Happening
	June 27.	Canadian Multicultural Day	4	Online	Happening
Summer Jul- Aug	July 1.	Canada Day	1,2,4,5	WLD	Happening
	Jul 7 - Sept 2	Summer @ the Plaza	1,2,4,5	Plaza	Happening
	July 10.	Teddy Bear Picnic	1,2,3,5	Plaza	Planning Phase
	August 15/16.	Downtown Ducky Dash	1,2,5	Plaza	Planning Phase
	August 26.	RC Cars @ the Plaza	1,2,3,5	Plaza	Planning Phase
Fall Sept- Nov	September 1.	Alberta Day	1,2,4,5	Plaza	Planning Phase
	September.	Culture Day	1,2,4,5	Plaza/ BCF	Planning Phase
	October.	Pets @ the Plaza	1,2,3,5	Plaza	Planning Phase
	October.	Black & Orange Day	1,2,3,5	Plaza	Planning Phase
	November 24.	Festival of Trees	1,5	BCF	Planning Phase
	November 25.	Festival of Lights	1,2,3,5	Downtown	Planning Phase
Winter Dec-Mar	December.	Carols @ the Plaza	1,2,3,4,5	Plaza	Planning Phase

SPECIAL EVENTS BY OTHER ORGANIZATIONS

LEGEND	Events that do not require a special event permit
	Special Event Permit Events

Season	Date	Event/ Activity	Type	Additional Comments	Location	Status
Winter January-March	February 11.	Cupid's Dinner and Dance	Fundraiser	Drumheller Stampede and Agricultural Society Community Event	Ag Barn	Completed
	February 11.	Meet the Artist	Culture	Partnership with the indigionous community	Downtown Store	Completed
	25 February.	50/60's Dance	Fundraiser	Ticketed event, food, prizes, more	Legion	Completed
	March 10-11.	Dragon's Playoff Tailgate Party	Sport	Drumheller Dragons	Arena	Cancelled
	March 11.	Winter Market	Market	Community Member	Old Plaza	Cancelled
	March 10-11.	Badlands Lightfest: Let it Glow	Culture	Badlands Ampitheatre	Badlands Amp	Completed
	17 March.	Dragon's Playoff Tailgate Party	Sport	Special Event	Arena	Completed
	17 March.	2nd annual Vegas Night	Fundraiser	Midland Hall Event	Midland Hall	Completed
	March 17-18.	Badlands Lightfest: Let it Glow	Culture	Badlands Ampitheatre	Badlands Amp	Completed
	18 March.	Annual Legion St. Patties Bonspeil	Sport	Legion Event	Curling Rink	Completed
	24-26 March.	Powwow Fundraiser	Fundraiser	BBQ, Wagon rides & Silent Auction @ Dry Canyon		Completed
	8 April.	Tact and Swap Meet	Sport	East Coulee Community Hall	East Coulee	Completed
	8 April.	Egg Hunt	Community	Grace Lutheran Church	Centennial Park	Completed
	8 April.	Easter Extravaganza	Fundraiser	Historical Museum		Completed
	13 April.	Jennie Ogilvie Event	Community	Napier Theater Ticketed Event	Napier Theather	Completed
	14 April.	Ladies Spring Fever	Community	Legion Event	Legion	Completed
	15 April.	Car Smash Fundraiser	Fundraiser	Ignite Youth FBC	BCF Parking lot	Completed
	5 May.	Red Dress Campaign	Culture	Honoring Missing and Murdered Indigenous Women and Girls	Angles Corner	
	May 5-6	SpringFest	Culture	East Coulee School Muesum	East Coulee	Approved

SPECIAL EVENTS BY OTHER ORGANIZATIONS

Spring April - June	May 5-6.	Banff International Film Festival	Culture	adventure documentaries with uncommon themes: In Balkan Express, we explore Europe's wildest mountains via bike and ski.	Napier Theater	
	May 5.	Gord Bamford Concert	Fundraiser	Drumheller Stampede and Agricultural Society	Ag Barn	Cancelled
	May 6.	Demolition Derby	Sport	Dinosaur Downs Speedway	Ag Barn	
	May 6.	Kool Kutz 10 anniversary	Fundraiser			
	May 12-13.	Book Bash	Community	Book Bash Canadian Children's Literature Festival	BCF	
	May 13.	Run for the Drum	Sport	RC Car Community Event	Horseshoe Canyon	
	May 14.	Wild Rose Women's Triathlon	Sport	Tri It Multisport	WLD/AquaPlex	Approved
	May 13-14.	Stock Car Racing	Sport	Drumheller Stampede and Agricultural Society Community Event	Ag Barn	
	May 20.	Faux Den 10 anniversary	Community			
	May 24.	Scott Woods Concert	Music	Canadian Fiddle Champion - An Old Fashion Hoedown	Knox United Church	
	May 26.	Boogie in the Badlands Cruise	Car Show	Big Country Antique and Collector Car Club	Wayne	
	May 27.	Boogie in the Badlands	Car Show	Big Country Antique and Collector Car Club	Downtown	Approved
	June 9.	Pride Trivia Night	Culture	Badlands Pride Association	Plaza	In Progress
	June 10-11.	Stock Car Racing	Sport	Drumheller Stampede and Agricultural Society Community Event	Ag Barn	
	Jun/Jul	Passion Play @ the Amp	Culture	June 30- July 1,2,7,8,9,14,15,16 Amp production	Badlands Amp	
	July 1-2	Stock Car Racing	Sport	Drumheller Stampede and Agricultural Society Community Event	Ag Barn	
	July 1.	Dance with the Dinosaurs Powwow	Culture	A demonstration powwow to showcase and educate on their regalia, their song and their dance	Little League Park	In Progress

SPECIAL EVENTS BY OTHER ORGANIZATIONS

Summer Jun-Aug	July 8.	Gran Fondo	Sport	Bike Race	BCF/Town	In Progress
	July 8.	Ride for Dad	Community	Rural Alberta		
	Aug 4-5.	Lost Egg Tournament	Sport	Disc Golf Tournament	Wayne	Approved
	Aug 4-6.	Loud as Hell	Music	Metal Music Festival	Ag Barn	
	Aug 11-14.	Canadian Space Technology Advancement Group	Education	University level students, challenged to build and design a 50kg rover	BCF/ Rosedale	In Progress
	Aug 11-12.	Great Big Weekend	Music	Amp Event - Johnny Reid & The Dead South	Badlands Amp	
	Aug 11-13.	Satelite Music Festival	Music	Music Festival	East Coulee	In Progress
	Aug 12-13.	Stock Car Racing	Sport	Drumheller Stampede and Agricultural Society Community Event	Ag Barn	
	Aug 25-27.	VanFest	Music	Amp Event	Badlands Amp	
	Aug 27.	15 Minutes of Fame	Music	Outdoor Music Festival	Rosebud	
Fall Sept- Nov	Sept 2-4.	Stock Car Racing	Sport	Drumheller Stampede and Agricultural Society Community Event	Ag Barn	
	Sept 1-5.	Waynестock	Music	Music Festival	Wayne	Approved
	Sept 9.	Roots, Blues and BBQ	Music	Amp Event	Badlands Amp	
	Sept 10.	Half Marathon	Sport	Special Event	BCF	
	Sept 30.	Truth and Reconciliation Day	Culture		Plaza	In progress
	Oct 31.	Downtown Candy Walk	Community	CBA Event	Downtown	
	Dec	Christmas in the Coulee				