

## Economic Tack Force Subcommittees

Steering Committee	Arts and Culture	Tourism
<ol style="list-style-type: none"> <li>1. Trevor Gough</li> <li>2. Tony Ibrahim</li> <li>3. Kim Suntjens</li> <li>4. Brooke Christianson</li> <li>5. Ken Schinnour</li> <li>6. Bob Sheddy</li> </ol>	<ol style="list-style-type: none"> <li>1. Adrian Young</li> <li>2. Kristyne DeMott</li> <li>3. Joel Fabrick</li> </ol>	<ol style="list-style-type: none"> <li>1. Brooke Christianson</li> <li>2. Ryan Semchuk</li> <li>3. Shelley Rymal</li> <li>4. LaVern Erikson</li> <li>5. Luigi Vescarelli</li> </ol>
Film and Media	Industry and Business Attraction	Medical/ Government Hub
<ol style="list-style-type: none"> <li>1. Matt Paproski</li> <li>2. Margaret English</li> <li>3. Darryl Reid</li> <li>4. Brian Yanish</li> <li>5. Paula Sutherland</li> <li>6. Devon D</li> <li>7. Michael Mangold</li> <li>8. Lothar Malmberg</li> <li>9. Laura Dougan</li> <li>10. Marley Henneigh</li> <li>11. Jeff Larson</li> </ol>	<ol style="list-style-type: none"> <li>1. Ken Schinnour</li> <li>2. Shelley Rymal</li> <li>3. Kellie Smith</li> <li>4. Irv Gerling</li> <li>5. Matt Schulz</li> <li>6. Rod Rosine</li> <li>7. Jeremy Mackenzie</li> </ol>	<ol style="list-style-type: none"> <li>1. Barry Fullerton</li> <li>2. Cathy Morse</li> <li>3. Rithesh Ram</li> <li>4. John Shoff</li> <li>5. Ray Ainscough</li> <li>6. David Schinnour</li> <li>7. Bob Sheddy</li> </ol>
Education	Housing	Business Evaluation/ Drumheller Advantage
<ol style="list-style-type: none"> <li>1. Michael Love</li> <li>2. Sagan Gordon</li> <li>3. Terry Beaupre</li> <li>4. Tom Zariski</li> </ol>	<ol style="list-style-type: none"> <li>1. Fred Makowecki</li> <li>2. Joe Castonguay</li> <li>3. Linda Gerlinger</li> <li>4. Pavel Bouchal</li> <li>5. Ryan Tracey</li> <li>6. Tony Lacher</li> </ol>	<ol style="list-style-type: none"> <li>1. Tony Ibrahim</li> <li>2. Trevor Gough</li> <li>3. Dennis Harder</li> <li>4. David Carter</li> <li>5. Chuck Spencer</li> <li>6. Chip Aiello</li> </ol>

## **Tourism**

### **Short Medium and Long-term Goals Supporting Documents attached**

#### **Short Term**

- Empowered EDO Position
- Increase Tourism Awareness & Service Education
- Lights, Music, Events Planner

#### **Medium Term**

- Strategic Visitor Focused Vision for Tourism Growth/Unite the community behind a shared purpose
- Sustainable funding for Tourism Infrastructure
- Town beautification and planning
- Increase Parkland for Recreation
- Shoulder season strategy for Conferences and Festivals

#### **Long-Term**

- Rail Trail
- Badlands Currency

## **Industry**

### **Short Medium and Long-term Goals Supporting Documents attached**

#### **Short Term**

- Full Time Economic Development Office to assist in attracting new Business
- All available industrial land owned by the Town be listed for sale by a qualified local realtor
- Committee made up of volunteers within the community to assist the EDO with prospective businesses
- Create a business incentive program
- Website should have easy access to incentive or assistance programs
- Town to work close with community futures to help new businesses with process & encouragement
- Addressed buildings that do not comply with community standards by-law immediately

#### **Medium Term**

- Create a welcome wagon program
- Town website needs an upgrade as it is difficult to find information
- Address Brownfield sites
- Curbside Recycling and composting
- Create a green team committee

#### **Long-Term**

- Land Expansion

## **Medical/Government**

### **Short Medium and Long-term Goals Supporting Documents attached**

#### **Short Term**

- Celebrate Medical and Nursing Staff
- Create a standing medical committee
- Promote Drumheller as a great place for Dialysis Treatment
- Promote Drumheller as a great place for Cancer Treatment
- Attract Private hospice and seniors care
- Lobby for a third ambulance

#### **Medium Term**

- Lobby government to double the size of the penitentiary

#### **Long-Term**

- Create a Ronald McDonald type house for people outside Drumheller to stay in

## **Business Evaluation/Drumheller Advantage**

### **Short Medium and Long-term Goals Supporting Documents attached**

#### **Short Term**

- The Business Package (samples attached)
- Business Approval Process
- Business Incentives
- Branding – “Drumheller Breathtaking”
- Town to promote local contractors & Suppliers

#### **Medium Term**

- Customer service programs
- Organization charts
- Incubator mall
- Immigration of business investor/professionals

#### **Long-Term**

- Immigration of business investor/professionals
- Better use of natural environment

## **Housing**

### **Short Medium and Long-term Goals Supporting Documents attached**

#### **Short Term**

- Change by-laws to allow small homes to be built where old mining houses exist.
- A part-time Economic Development Officer is not adequate at a time when our Town has undergone a significant out-migration of our commercial and industrial base. A full time EDO is required as this individual would solely focus on attracting new business and industry to Drumheller, which in turn would result in more jobs and/or housing needs for those employees. This individual would also be responsible for partnering with our internal partners in order to facilitate a smooth transition of developers and potential new business to Drumheller.
- Social media person to show what Drumheller has to offer, sharing residential and economic relocation packages through media platforms.

#### **Medium Term**

- Creation of Drumheller Development Initiative

#### **Long-Term**

- Seniors Housing

## **Arts & Culture**

### **Short Medium and Long-term Goals Supporting Documents attached**

#### **Short Term**

- Culture Lens Policy
- Culture business incentives
- Culture business wooing
- Drumheller Culture pride and promotion
- Revive the festival society

#### **Medium Term**

- Active cultural advertising within and out of town
- Boardwalk, dock and beachfront

#### **Long-Term**

- Cultural Container Park
- Drumheller culture arts facility

## **Film & Media**

### **Short Medium and Long-term Goals Supporting Documents attached**

#### **Short Term**

- Create Educational presentations
- Create a non-profit society for film/media
- Produce location package to market
- Produce content for website and social media showing unique film locations
- Promote Drumheller at film events
- Want a film group that is supported by the Town
- Establish best practices policy
- Offer incentives to film industry
- Local Town Crier to promote Drumheller

#### **Medium Term**

- Design & Hold public workshops
- Create training programs
- Work with schools & colleges to have local programs
- Join AMPIA
- Become AFCI Affiliate
- Develop self-guided tours of most photogenic locations

#### **Long-Term**

- Dedicated website or tab for film
- Develop awareness to attract more producers
- Support a film festival
- Digital Tourism Kiosks

## **Education**

### **Short Medium and Long-term Goals Supporting Documents attached**

#### **Short Term**

- Create an educational marketing plan to inform residents of numerous educational opportunities available in our community
- Enhance the DVSS International Program
- Expand Drumhellers Vocational-Educational offerings
- Expand Drumhellers Community-Based Educational offerings
- Introduce a community wellness challenge

#### **Medium Term**

- Increase business-to-business education/coaching
- Create and implement Drumhellers ambassador program

#### **Long-Term**

- Implement more “alternative programs” at areas schools to provide broad learning opportunities that promote entrepreneurship
- Educate outlying communities/people/businesses on advantage of relocating to Drumheller

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