


Subject: **Travel Drumheller Innovation and Collaboration**

Meeting Date: Tuesday, January 14, 2025

Prepared By: Wendy Gerbrandt, Manager, Economic Development

Presented By: Wendy Gerbrandt, Manager, Economic Development
Jenna Kester, Economic Development Officer

STRATEGIC PLAN ALIGNMENT: (Check all that apply)

	<input type="checkbox"/>		<input checked="" type="checkbox"/>		<input type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
High Quality Infrastructure		Economic Resilience		Quality of Life		Effective Leadership		Level of Service	

RELEVANT LEGISLATION:

Provincial (cite)- N/A

Council Bylaw/Policy (cite)- N/A

BACKGROUND/PROPOSAL:

Economic Development was approached by Travel Drumheller on an upcoming collaboration and networking opportunity available to businesses in Kneehill County and have extended an invite for 5 spots from Kneehill County administration and Council. Currently, one staff member from Economic Development is able to attend leaving 4 additional openings should Council wish to participate.

The workshop is an opportunity for local leaders and businesses to connect and kickstart their business momentum for 2025. The workshop will be led by Unbounded Thinking – a group that helps organizations understand the complexities and interconnections of their operating systems. Participants can expect to hear and learn from local success stories, emerging trends, innovation and the power of collaboration.

The session will be held on January 29, 2025 from 9am to 3pm at Drum Distilling. Lunch will be provided and there will be additional opportunity to network and socialize at the close of the session. There is availability for up to 30 businesses and Economic Development has extended invitations to businesses within the County as has Travel Drumheller.

DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES/OTHER CONSIDERATIONS:

Kneehill County business benefits in attending are:

1. To connect with tourism businesses in Kneehill County and the area.
2. To learn how businesses are preparing for the upcoming year and beyond;
3. To learn how innovation can turn into action; and
4. To learn how as leaders we can collaborate to support business retention and expansion.

Through this initiative, administration and Council can learn more on the benefits of the programs Travel Drumheller is offering and how their programs and services are supporting businesses and growing the tourism sector.

Administration is seeking confirmation from Council if there is interest in attending and if so to advise Administration of participation to be booked accordingly. Confirmation should be received by January 17.



FINANCIAL & STAFFING IMPLICATIONS:

Travel and/or per Diem's as per policy 3 – 1.

RECOMMENDED ENGAGEMENT:

Collaborative Decision (Active Participation- Share or Delegate Decision Making)

Tools:

Individual Notification

Other:

ATTACHMENTS:

Travel Drumheller Collaboration and Innovation Workshop.pdf

COUNCIL OPTIONS:

1. That Council make a motion to appoint up to 4 Council members to attend the Travel Drumheller Innovation and Collaboration workshop on January 29, 2025.
2. That Council make a motion to not attend the workshop on January 29, 2025.
3. That Council make a motion to accept as information.

RECOMMENDED MOTION:

That Council make a motion to appoint up to 4 Council members to attend the Travel Drumheller Innovation and Collaboration workshop on January 29, 2025.

FOLLOW-UP ACTIONS:

Administration to notify Travel Drumheller of Council's level of participation in the Innovation and Collaboration session on January 29, 2025.

APPROVAL(S):

Mike Haugen, Chief Administrative Officer

Approved-

