

Subject: **Travel Drumheller Request to Support Agri-Tourism in Kneehill County**
 Meeting Date: Tuesday, January 14, 2025
 Prepared By: Carolyn Van der Kuil, Legislative Services Manager
 Presented By: Wendy Gerbrandt, Economic Development Manager

STRATEGIC PLAN ALIGNMENT: (Check all that apply)

	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input 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:

Danny Page from Travel Drumheller presented at today’s meeting. Danny is currently a consultant for Travel Drumheller and has a background in tourism, education, and small business.

DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES/OTHER CONSIDERATIONS:

The purpose of today’s presentation was to provide an update on upcoming Travel Drumheller initiatives for Kneehill County to consider participation and collaboration. Travel Drumheller, as part of the Destination Development Plan, is developing partnerships with municipalities, businesses (producers, processors, chefs), community groups and individuals (youth, entrepreneurs) to create authentic experiences throughout the year to attract visitors to the region.

These experiences include 2 – 4 Farm to Fork long-table style events, Outdoor farm-based experiences for summer 2025 and seasonal indoor/outdoor events winter 2025/26 season.

The goal is to further enhance Agritourism in the region by highlighting the opportunities and benefits it brings to local businesses, families and farms in a complimentary way to existing Agriculture focused programs.

FINANCIAL & STAFFING IMPLICATIONS:

Kneehill County Administration time would be required to support in connecting Travel Drumheller to the necessary producers, businesses, and individuals to support the development and implementation of these initiatives. Administration has previously supported these initiatives through its operations in the Country Market and Long-table, however, the time involved would be substantially less as the goal is to build capacity for industry to organize and execute the event.

Financial implications would be for the County, through Economic Development budget, to provide a contribution to support Travel Drumheller in developing these experiences with businesses for the region. This could be considered upon the development of program goals and objectives to confirm alignment with the goals of Kneehill County’s Strategic Plan and the Economic Development Plan.



RECOMMENDED ENGAGEMENT:

Directive Decision (Information Sharing, One-Way Communication)

Tools:

Individual Notification

Other:

ATTACHMENTS:

Travel Drumheller Presentation Slides

Travel Drumheller One-Pager

Travel Drumheller Delegation Request Form

COUNCIL OPTIONS:

1. That Council receive the Travel Drumheller report as information and for Administration to review for potential collaboration.
2. That Council request additional information.

RECOMMENDED MOTION:

That Council receive the Travel Drumheller report as information and direct Administration to determine potential areas of collaboration.

FOLLOW-UP ACTIONS:

Administration will contact Travel Drumheller to discuss the potential for collaboration in alignment with Kneehill County's Strategic and Economic Development Plan.

APPROVAL(S):

Mike Haugen, Chief Administrative Officer

Approved-

