

2017

# RDCA MARKETING COMMITTEE



Red Deer  
Construction  
Association

### **Objectives**

- Assist RDCA to marketing efforts for events as set out by the marketing plan on an annual basis
- Assist in preparation and support for major events such as the golf tournament, Commercial Construction Awards, AGM, Annual BBQ and Christmas Breakfast.
- Assist RDCA to in the participation and growth of the membership
- Promote the benefits and services that go along with being a member.
- Develop a branding message for the RDCA that promotes our local industry.

### **Members (Directors)**

- 3 to 4 members representing the Red Deer Construction Association. Members at large will be accepted. Based on the number of events – the members at large can vary.

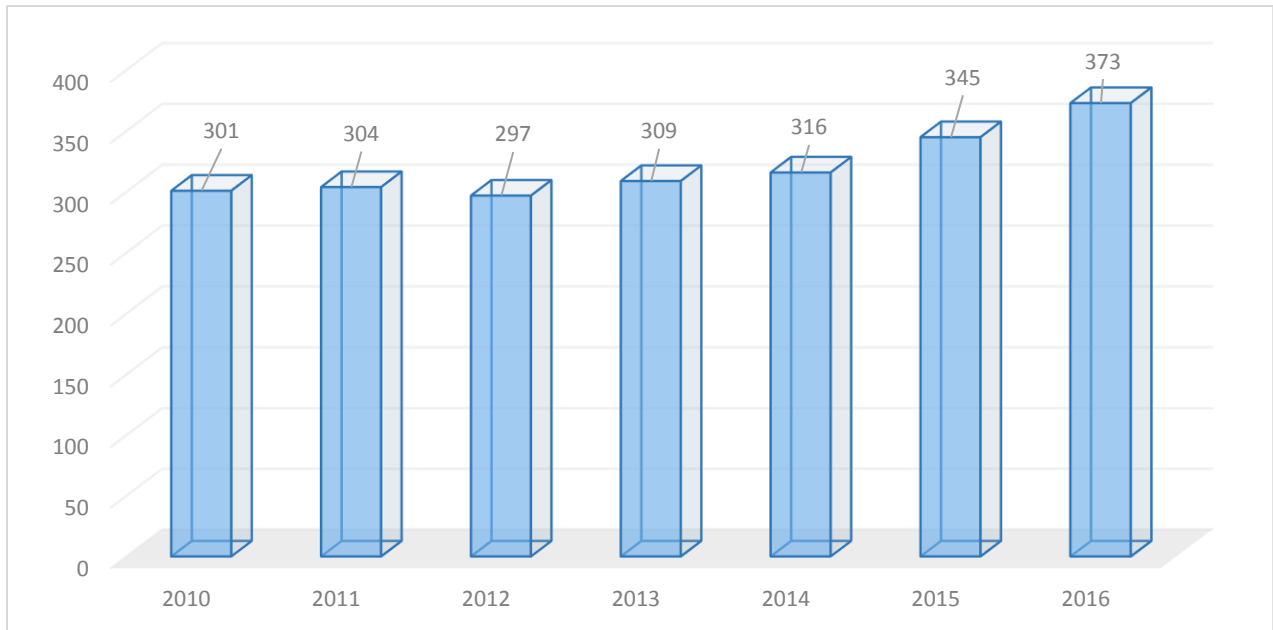
### **Terms of Reference**

- Work alongside the office staff to assist in marketing strategy including membership as well as an annual budget
- Participate as part of team to bring ideas, support and promote awareness of the association through marketing efforts such as the website, events, value added services, and potential advertising revenues
- Contribute to the success of flagship events such as the golf tournament, Commercial Construction Awards (AGM), Annual BBQ, and the Christmas breakfast.

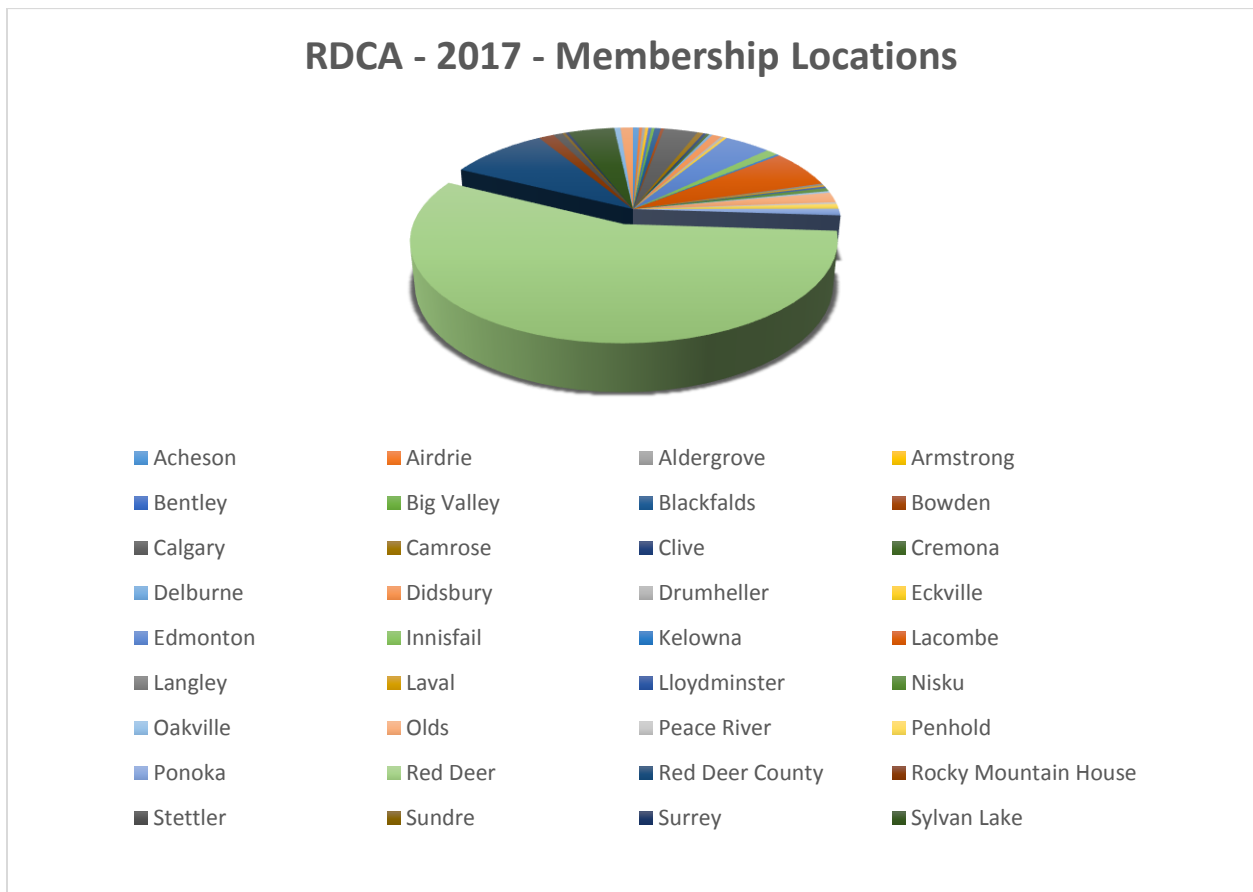
### **Marketing Events/Tools**

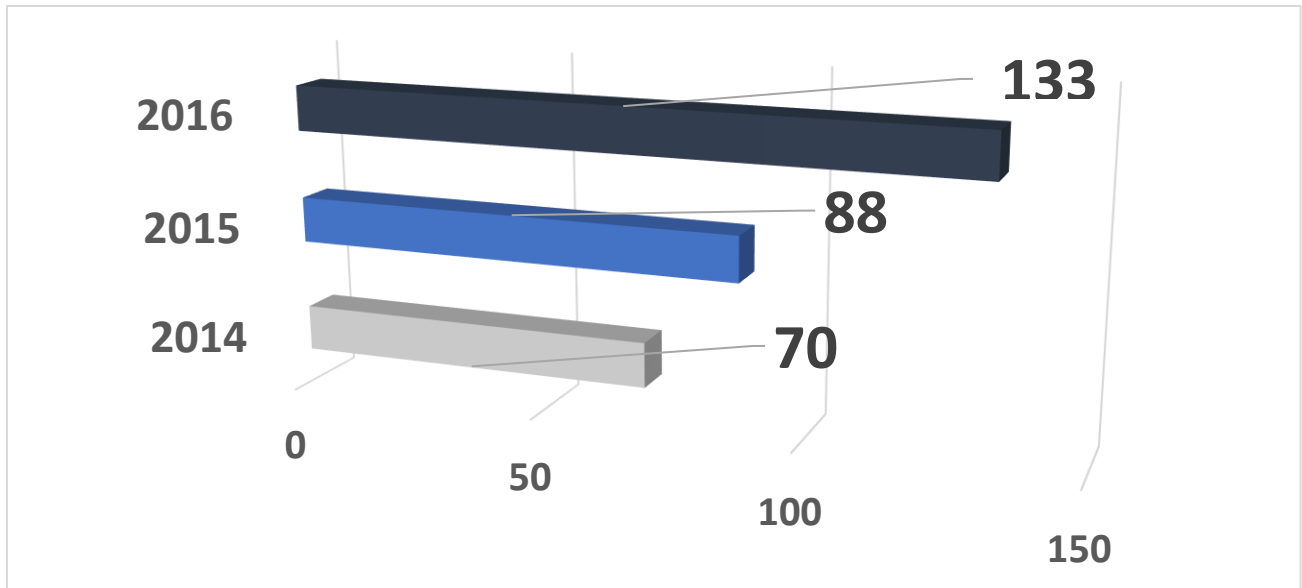
- Membership
- Golf tournament
- AGM
- Summer BBQ's (partner w/ ACSA/PRSC)
- Commercial Construction Awards
- Commercial Construction Conference
- Survey tools
- Website
- Central Alberta Builder – Annual Publication
- RDCA Newsletter
- RDCA Social Media – Twitter and LinkedIN
- Construction Apps

**Membership:**



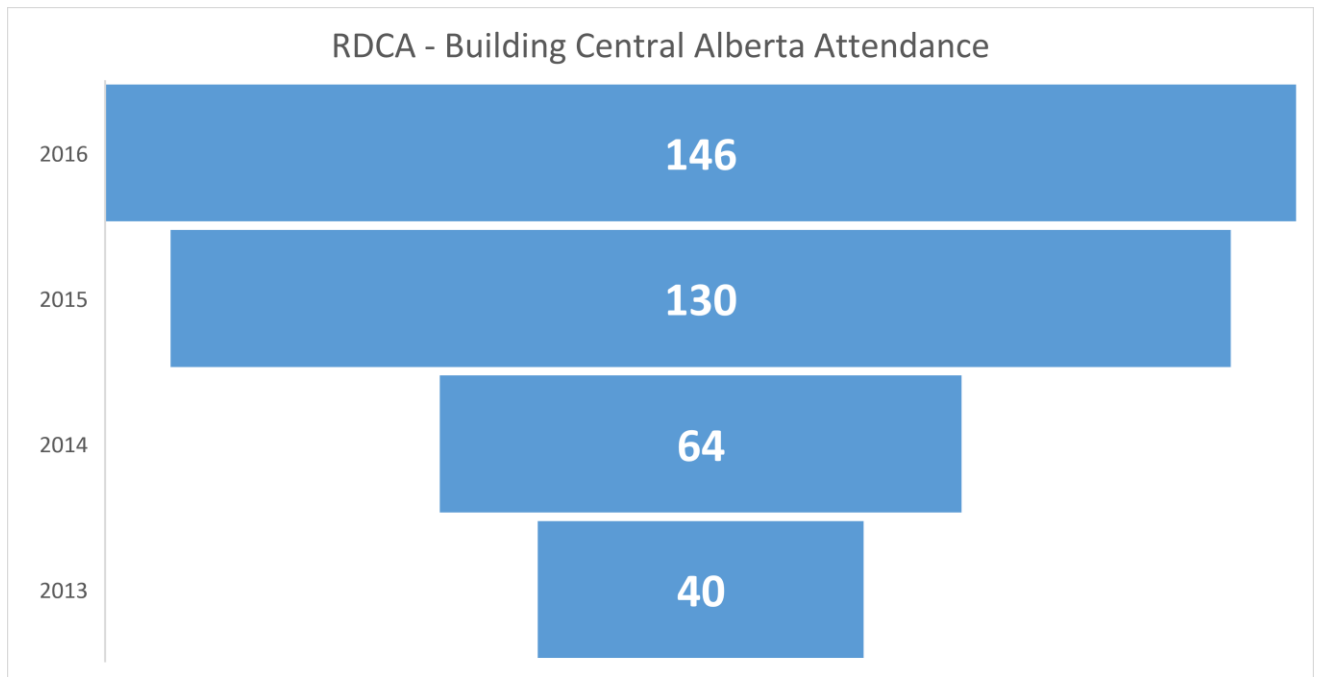
**Membership By Location**



**Business Seminars (Networking): Total Hours****Central Alberta Commercial Construction Awards: (Since 2015)**

- The Building Central Alberta – Commercial Construction Awards were created in 2015. There have been 2 – Project of the Year; 2 – Sub-Contractor of the Year and 3 – Partnership Awards presented.
- This event brings over 150 people from member companies and guests attending.



**Building Central Alberta (RDCA Annual General Meeting):****RDCA Golf Classic:**

- Sold out every year with over 150 golfers participating across the RDCA membership.
- There are on average a total of 175 golfers, volunteers and staff that are part of the event each year.
- Dinner, Breakfast, and Cart sponsorship added in 2015
- Average revenues for the event are \$32,000.
- Just under \$5,000 raised each year for the Annual Scholarship Program

**RDCA Annual Membership BBQ:**

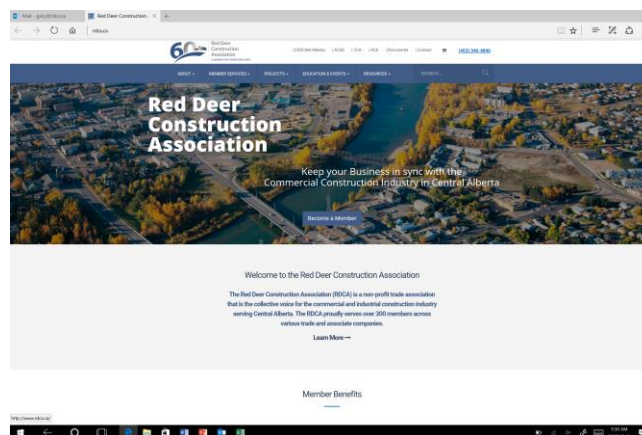


- On average over 150 members and partners attend this event.
- In 2016, the BBQ added the promotion of Safety training partners with company/vendor booths.
- On average, over \$700 has been raised for the Annual Scholarship Program

**RDCA Annual Christmas Breakfast:**



- This event has grown over the past number of years from 60 to over 130 member companies and partners attending.
- On average, over \$1,500 is raised for the Annual Scholarship Program
- Donations are taken for the Red Deer Food Bank



**RDCA Website:**

- The website was re-developed in 2016 with a new look.
- Since it's launch in August, 2016:
  - there have been over 10,000 views that span 90 countries;
  - 30,000 page views with an average of 3 pages viewed on each session;

- 85% are desktop users, 13% mobile and 2% tablet;
- The average age usage is 30% (25-34), 26% (35-44), 25% (45-54), 9% (55-64), 7% (18-24)
- 40% are from Red Deer, 21% (Calgary), 9% (Edmonton), 2% (Ponoka)

**RDCA Newsletter:**

- Semi-monthly distribution to over 500 e-mails (member and non-member companies)
- Advertising options available to our members. On average the newsletter has generated \$1,500 per year in advertising for the RDCA.



**Central Alberta Builder (Annual Publication):**

- Distributed over 2,000 member companies, professional offices and government offices across Western Canada.
- The publication comes out every October and features local stories, member profiles, RDCA profiles, member listings and member company project photos.



**RDCA Social Media:**

- The RDCA has participated in social media forums – Twitter and LinkedIN since 2013. The Twitter account has grown 90% since 2015.
- Both forums focus on local construction activity, RDCA events/courses/meetings, as well as COOLNet and project updates.

