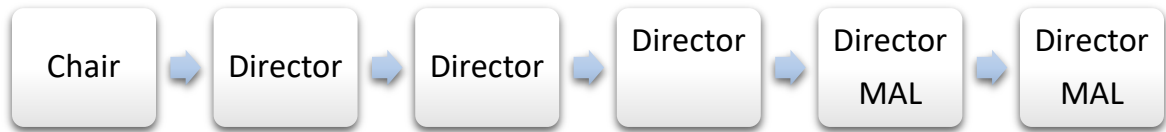


RDCA MARKETING COMMITTEE



Red Deer
Construction
Association

A. Committee Structure



B. Overview and Purpose

The Marketing Committee is a standing committee of the Red Deer Construction Association Board. The purpose of the committee is promotion of the RDCA brand, events and services; membership growth; development, review and production of the Commercial Construction Awards and Building Central Alberta evening.

C. Responsibility and Scope

1. The Executive Committee is responsible for the appointment of current Board Members based on availability, skills, interests and experience.
2. Recommended Committee appointments are approved by the Executive Committee upon recommendation by the Marketing Committee.
3. The Committee Chair is appointed by the RDCA Executive Committee.

D. Members (Directors)

1. 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.

E. Objectives

1. Aid in the development of the RDCA marketing plan on an annual basis.
2. Assist in preparation and support for major events such as the golf tournament, Commercial Construction Awards, AGM, Annual Member BBQ and Christmas Breakfast.
3. Assist the RDCA in the growth of the membership.
4. Promote the benefits and services that go along with being a member.
5. Promote and assist with the marketing tools used by the RDCA that includes the newsletter and annual publication.
6. Develop and promote a branding message for the RDCA.
7. Prepare an annual budget for the committee.

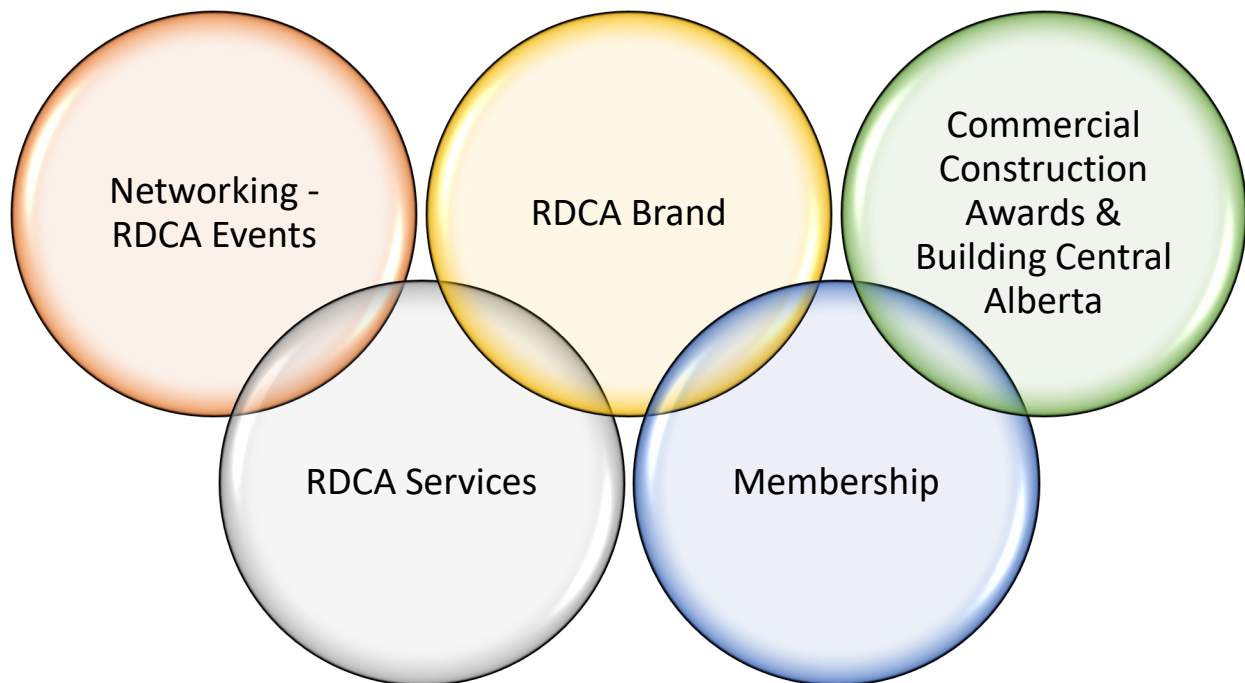
F. Meetings

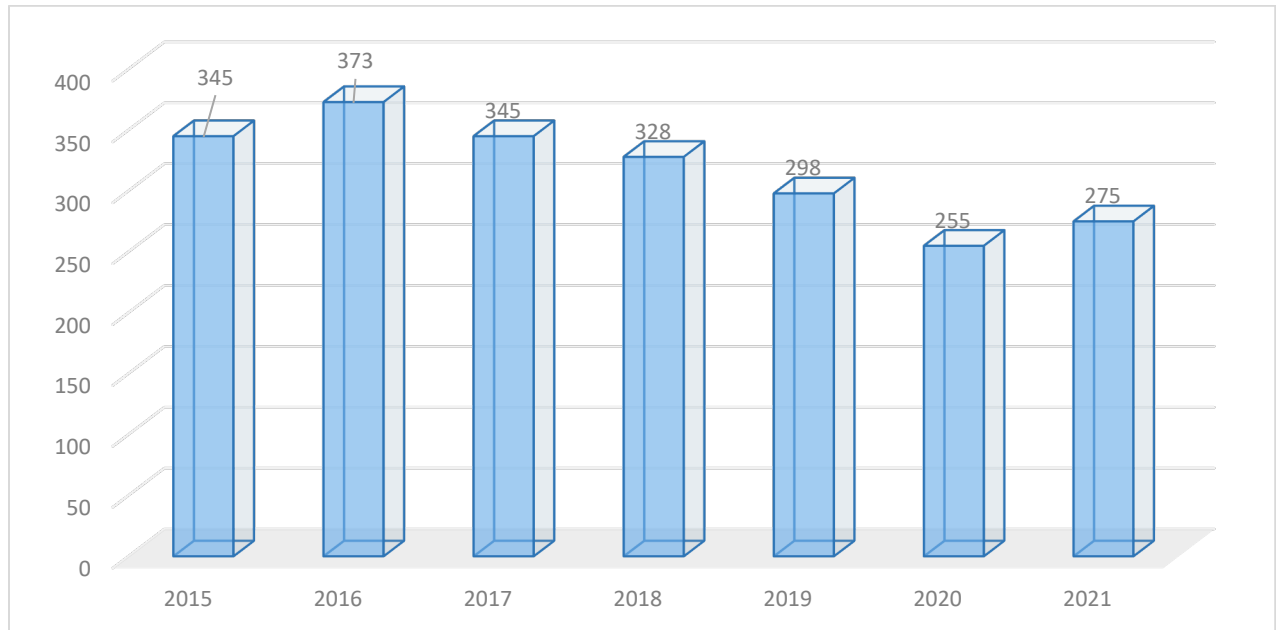
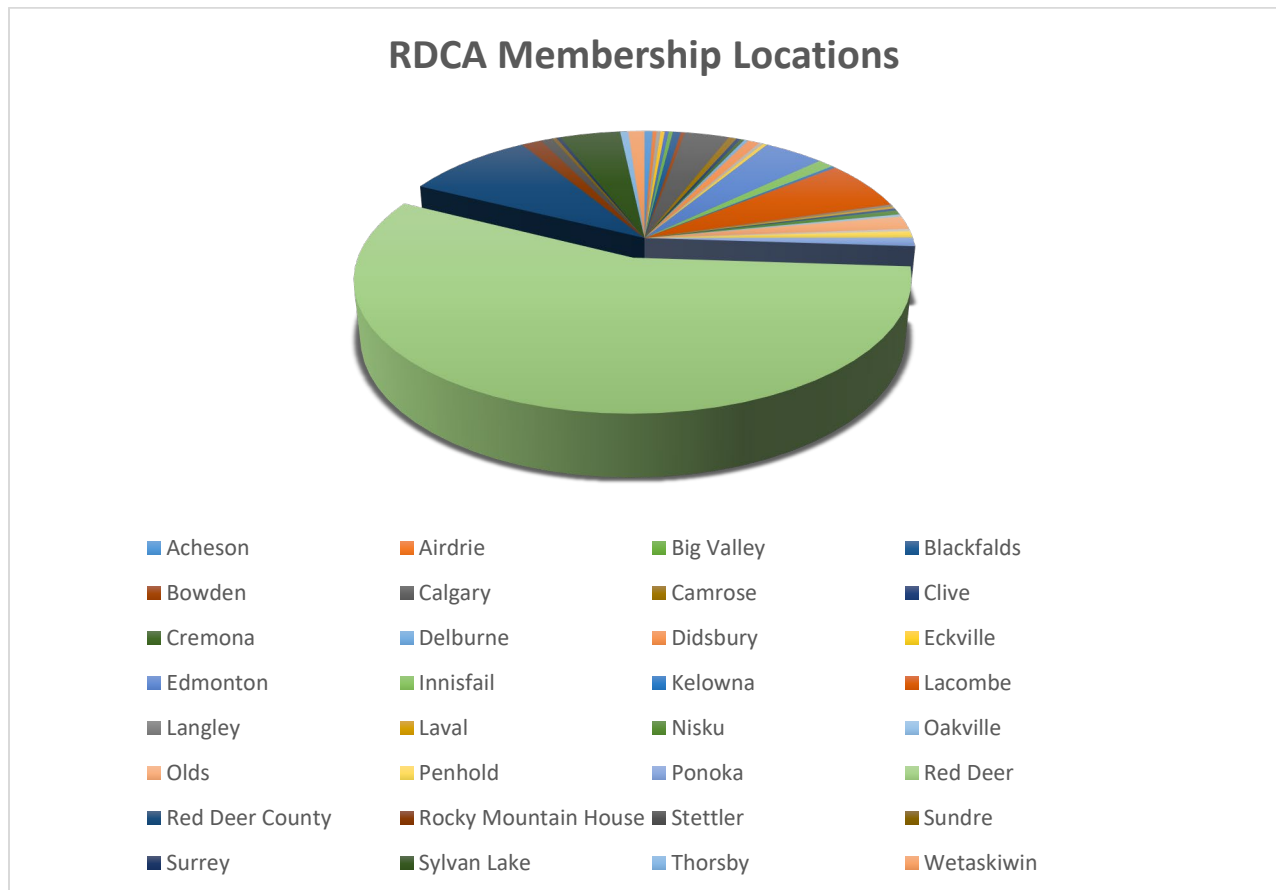
1. The Committee shall hold scheduled meetings as required throughout the year to fulfill its duties and responsibilities. The Marketing Committee would normally meet four times per year. There will be additional meetings scheduled January and February of each year to review the Commercial Construction Awards and Building Central Alberta evening. There will also be an additional meeting held in the spring to assist with the organization of the Annual Golf Classic.

2. Special meetings may be called at any time with due notice by the Committee Chair
3. The Committee Chair shall establish meeting agendas and ensure that minutes of the meeting are produced and circulated to the Committee and the Board. The Chair of the Committee is responsible for ensuring the Committee's annual calendar, meeting agendas, activities, and discussions are in line with and support the Board's role and its annual calendar
4. Quorum will be a majority of the members present at the meeting.
5. If the Chair of the Committee is not present at the meeting of the Committee, the Chair shall be chosen by the Committee from among the remaining members present.

G. Authority

The Committee does not have decision making authority independent from the Board; but may make recommendations from time to time to the Board on any aspect of its duties and responsibilities.



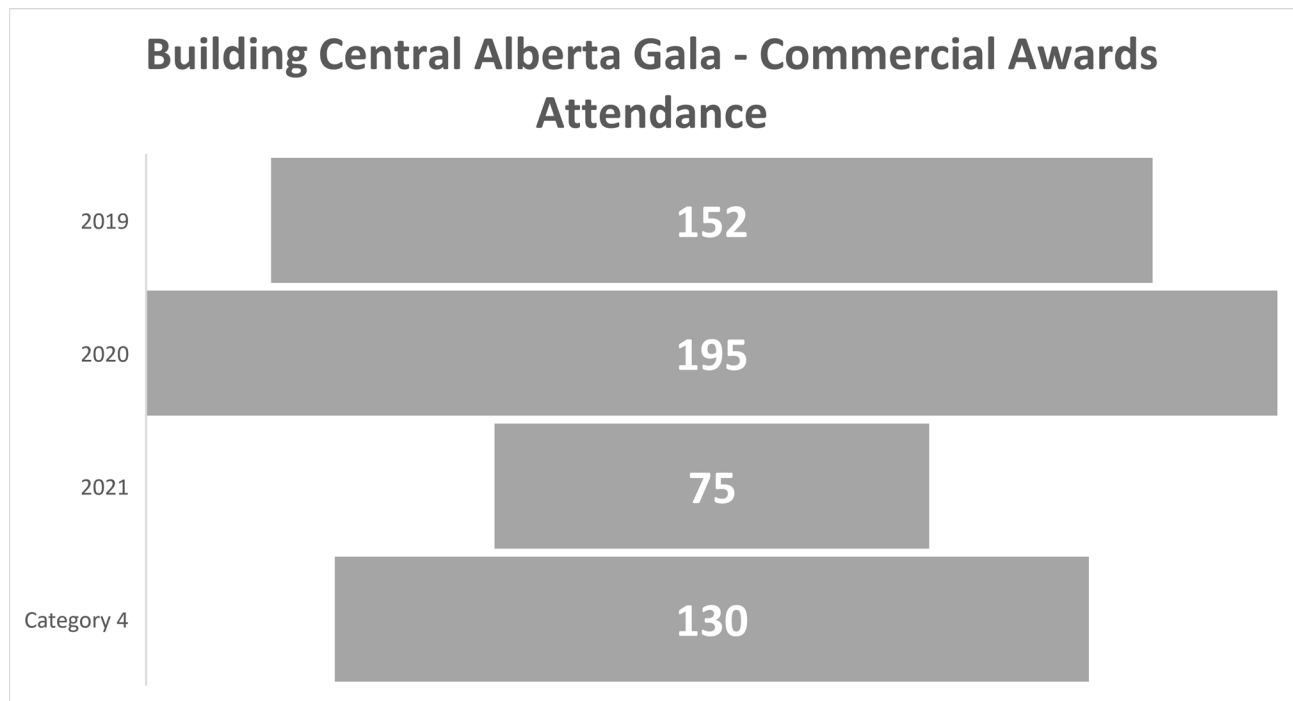
RDCA Membership:**RDCA Membership by Location**

Central Alberta Commercial Construction Awards

- The Building Central Alberta – Commercial Construction Awards were created in 2015. Since its inception, the Committee have awarded 4 – Project of the Year awards; 4 – Sub-Contractor of the Year; 5 – Partnership Awards; and new in 2017 was the Contractor’s Choice Award. In 2020, the Project of the Year award was split into 3 categories (Reno/TI, Under \$7.5 Million, Over \$7.5 Million).
- In 2017, the Committee added video to the evening’s presentation.
- This event brings over 150 people from member companies and guests attending.



Building Central Alberta – Commercial Construction Awards



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

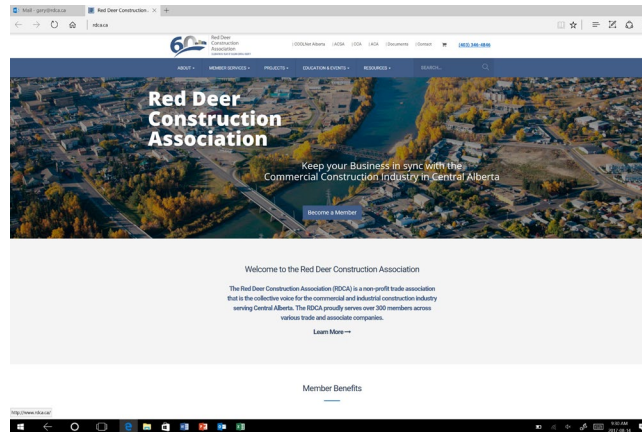


- On average over 130 members and partners attend this event.
- In 2016, the BBQ added the promotion of Safety training partners with company/vendor booths.
- On average, over \$700 has been raised for the Annual Scholarship Program

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 to 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, Instagram, Facebook and LinkedIn.
- Both forums focus on local construction activity, RDCA events/courses/meetings, as well as Buildworks and project updates.
- In 2019, a sub-committee (Media and Communications) was formed to focus more of our activities and promotion through social media. We have incorporated more videos, member profiles and live posts to enhance and promote our members and the association.



RDCA Young Construction Group (Proposed)

- A new initiative to attract new next generation construction leaders into the association.
- As part of our relationship with Red Deer College and Olds College – there is an opportunity to connect with apprentices to incorporate into this group.
- This would exist as a sub-set of the RDCA and could be operated initially as a revenue/expense neutral entity.