



CITY OF PRINCE ALBERT

DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

AGENDA

**TUESDAY, FEBRUARY 20, 2024, 3:00 PM
CONFERENCE ROOM, 3RD FLOOR, CITY HALL**

1. CALL TO ORDER

2. APPROVAL OF AGENDA

3. DECLARATION OF CONFLICT OF INTEREST

4. APPROVAL OF MINUTES

- 4.1 January 9, 2024 Destination Marketing Levy Advisory Committee Meeting Minutes **Page 1**
for Approval (MIN 24-4)

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

- 6.1 Destination Marketing Fund Grant Capital Enhancements Application & New Event **Page 7**
Application – 2024 & 2025 WBSC Men’s World Cup of Softball (RPT 24-41)

Verbal Presentation: Felix Casavant & Ian Litzenberger, Host Committee Members

- 6.2 Event Retention Destination Marketing Fund Grant Application - **Page 78**
NLC/PAGC/NLCDC Golf Tournament (RPT 24-40)

Verbal Presentation: Trina Bell, Destination Marketing Fund Administrator

- 6.3 DMF Promotional and Marketing Materials (RPT 24-48) **Page 93**
Verbal Presentation: Trina Bell, Destination Marketing Fund Administrator
- 6.4 Year 2023 Destination Marketing Levy Grants Paid to Host Committees (RPT 24-44) **Page 107**
- 6.5 DMF Funding Portion of Tourism Coordinator Salary (RPT 24-45) **Page 110**
- 6.6 Discussion – Expectations and Feedback to Hoteliers

7. UNFINISHED BUSINESS

8. ADJOURNMENT



City of
Prince Albert

MIN 24-4

MOTION:

That the Minutes for the Destination Marketing Levy Advisory Committee Meeting held January 9, 2024, be taken as read and adopted.

ATTACHMENTS:

1. Regular Minutes



CITY OF PRINCE ALBERT

DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

MINUTES

**TUESDAY, JANUARY 9, 2024, 3:00 P.M.
MAIN BOARDROOM, 2ND FLOOR, CITY HALL**

PRESENT: Mayor Greg Dionne
Councillor Dawn Kilmer
Mona Selanders

Savannah Price, Secretary
Trina Bell, Administrator, Destination Marketing Fund

1. CALL TO ORDER

Mayor Dionne, Chairperson, called the meeting to order.

2. APPROVAL OF AGENDA

0001. **Moved by:** Kilmer

That the Agenda for this meeting be approved, with the following amendment, and, that the presentations, delegations and speakers listed on the Agenda be heard when called forward by the Chair:

1. Add U15 Boys Community Club Hockey Tournament Application as Item No. 6.5 to be considered after Item No. 6.3.

Absent: Richard Ahenakew and Councillor Ogradnick

CARRIED

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

0002. **Moved by:** Selanders

That the Minutes for the Destination Marketing Levy Advisory Committee Regular Meeting held December 5, 2023, be taken as read and adopted.

Absent: Richard Ahenakew and Councillor Ogrodnick

CARRIED

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

6.1 Destination Marketing Fund Grant Application Form – PAGC Men’s Recreation Hockey Tournament (RPT 23-446)

Verbal Presentation was provided by Trina Bell, Administrator, Destination Marketing Fund.

0003. **Moved by:** Kilmer

That the following be forwarded to an upcoming City Council meeting for consideration:

1. That the New Event Destination Marketing Fund Grant Application from Prince Albert Grand Council Sport Culture and Recreation for funding the Prince Albert Grand Council Men’s Recreation Hockey Tournament, scheduled for January 12 - 14, 2024, in the amount of \$30,000, be approved;
2. That \$30,000 be funded from the Destination Marketing Levy Reserve; and,
3. That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of The City, once prepared.

Absent: Richard Ahenakew and Councillor Ogrodnick

CARRIED

6.2 Destination Marketing Fund Grant Application Form - 2024 Senator's Cup - Full Contact Hockey Tournament (RPT 23-448)

Verbal Presentation was provided by Trina Bell, Administrator, Destination Marketing Fund.

0004. **Moved by:** Selanders

That the following be forwarded to an upcoming City Council meeting for consideration:

1. That the Event Retention Destination Marketing Fund Grant Application from Prince Albert Grand Council Sports & Recreation for funding the 2024 Senator's Cup – Full Contact Hockey Tournament scheduled for March 14 – 17, 2024, in the amount of \$30,000, be approved;
2. That \$30,000 be funded from the Destination Marketing Levy Reserve; and,
3. That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of The City, once prepared.

Absent: Richard Ahenakew and Councillor Ogradnick

CARRIED

6.3 Destination Marketing Fund Grant Application Form – Fine Arts Festival (RPT 23-450)

Verbal Presentation was provided by Trina Bell, Administrator, Destination Marketing Fund.

0005. **Moved by:** Kilmer

1. That the Event Retention Destination Marketing Fund Grant Application from Prince Albert Grand Council for funding the Fine Arts Festival, scheduled for April 22 – 26, 2024, in the amount of \$8,000, be approved;
2. That \$8,000 be funded from the Destination Marketing Levy Reserve; and,
3. That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of The City, once prepared.

Absent: Richard Ahenakew and Councillor Ogradnick

CARRIED

6.5 Destination Marketing Fund Grant Application Form – U15 Boys Community Club Hockey Tournament (CORR 24-6) (PRESENTED AT MEETING)

Verbal Presentation was provided by Trina Bell, Administrator, Destination Marketing Fund.

0006. **Moved by:** Kilmer

1. That the Event Retention Destination Marketing Fund Grant Application from U15 Cyclones for funding the U15 Boys Community Club Hockey Tournament, scheduled for January 12 - 14, 2024, in the amount of \$6,000, be approved;
2. That \$6,000 be funded from the Destination Marketing Levy Reserve; and,
3. That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of The City, once prepared.

Absent: Richard Ahenakew and Councillor Ogradnick

CARRIED

6.4 Destination Marketing Levy Grant Funding – Policy Changes; Application Deadline, Funding Model, Sponsorship Package, 100% Payment (RPT 23-452)

Verbal Presentation was provided by Trina Bell, Administrator, Destination Marketing Fund.

0007. **Moved by:** Kilmer

That the following be forwarded to an upcoming City Council meeting for consideration:

That the Destination Marketing Levy Policy No. 89.3, be amended as follows:

1. Section 1:01 b), to change the deadline to submit applications for funds up to \$10,000 to six (6) weeks and funds over \$10,000 to eight (8) weeks;
2. Section 1.01 c), to allow one hundred percent (100%) payment after the Final Report has been submitted based on meeting the criteria outlined in the Policy;
3. Section 1.01 m), to include the events Sponsorship Package with the Destination Marketing Fund Application, if applicable; and,

4. Section 3.02 - Funding Model for Grants, to increase the minimum number of hotel room nights from zero (0) to twenty (20) in order to receive the \$1,500 funding.

Absent: Richard Ahenakew and Councillor Ogradnick

CARRIED

7. UNFINISHED BUSINESS

8. ADJOURNMENT – 3:20 P.M.

0008. **Moved by:** Kilmer

That this Committee do now adjourn.

CARRIED

MAYOR GREG DIONNE
CHAIRPERSON

SAVANNAH PRICE
SECRETARY

MINUTES ADOPTED THIS DAY OF , A.D. 2024.



City of Prince Albert

RPT 24-41

TITLE: Destination Marketing Fund Grant Capital Enhancements Application & New Event Application – 2024 & 2025 WBSC Men’s World Cup of Softball

DATE: February 13, 2024

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That the following recommendations be forwarded to City Council for approval:

1. That the amount of \$100,000 be approved for funding under the Destination Marketing Fund Grant – Capital Enhancements to the 2024 & 2025 Men’s Softball World Cup Committee of the 2024 & 2025 WBSC Men’s World Cup of Softball.
2. That the amount of \$250,000 be approved for funding under the Destination Marketing Fund Grant – New Event to the 2024 & 2025 Men’s Softball World Cup Committee of the 2024 & 2025 WBSC Men’s World Cup of Softball.
3. That the amount of \$125,000 for funding under the Destination Marketing Fund Grant – New Event for the 2024 WBSC Men’s World Cup of Softball Qualifier be distributed in 2024 and \$125,000 be deferred to 2025 for the 2025 WBSC Men’s World Cup of Softball.
4. That the amount of \$350,000 be funded from the Destination Marketing Levy Reserve.
5. That the Mayor and City Clerk be authorized to sign the Funding Agreement with the 2024 & 2025 Men’s Softball World Cup Committee of 2024 & 2025 WBSC Men’s World Cup of Softball for the Destination Marketing Fund Grant – Capital Enhancements for \$100,000, and New Event for \$250,000.

TOPIC & PURPOSE:

To obtain approval for funding in the amount of \$350,000 for the 2024 & 2025 WBSC Men’s World Cup of Softball scheduled for July 10 to 14, 2024, and July 8 to 14 2025.

To obtain approval to defer \$125,000 under the New Event Fund until 2025.

BACKGROUND:

City Council, at its meeting of June 13, 2022, considered an updated Destination Marketing Levy Policy – Amended as Per Executive Committee.

Council approved the following motion:

“That the Destination Marketing Levy Policy No. 89.3, as attached to RPT 22-242, be approved.

The updated Destination Marketing Levy Policy updated the approval of DMF Funding Grants and Final Reports.

The Administrator has received an Application under the Criteria “Capital Enhancements” and “New Event” for the Destination Marketing Fund Grant from the 2024 & 2025 Men’s Softball World Cup Committee of the 2024 & 2025 WBSC Men’s World Cup of Softball.

The event requesting funding is for the 2024 WBSC Men’s World Cup of Softball Qualifier scheduled for July 10 to 14, 2024, and 2025 WBSC Men’s World Cup of Softball July 8 to 14 2025.

The attached Grant Application requests funding **in the amount of \$350,000, broken down by \$100,000 Capital Enhancements in 2024, \$125,000 from New Event in 2024, and \$125,000 from New Event in 2025.**

As indicated in the attached Grant Application:

“After hosting a very successful 2018 World Junior Softball Championships and re-investing over \$100,000 back into Max Power Ball Parks with a new scoreboard so now all four of our softball diamonds are scoreboard equipped! We also upgraded the electrical infrastructure for the ability to get power to those needed and far away areas in the park.

All of the profits from the 2018 Junior Men’s World Championships and all the profits from these next two events, the qualifier in 2024 and the actual Men’s World Cup of Softball in 2025 will go back into improving our city facilities. We will continue to work closely with the City of PA to keep upgrading these softball facilities as they are amongst the best in the country if not the world!

Prior to hosting the 2024 and 2025 Men’s World Cup, we are proposing some more updates and money for the upkeep of this great facility we have in the Max Power Ball Park. We are looking to get engineered plans for the addition of an expanded score booth on diamond #2, plus the material and construction of this

expanded score booth. We also need to get upgraded shale and use the existing shale on other community diamonds that need it around the city. Other ideas also include a new sound system on diamond #2 and moving the portable to Shaye Amundson Field. We also need to close in the new pitching warm-up areas on diamond #2 on the one field side for safety concerns. Sun Screens on new diamond #1 using extended chain link and slats will help keep the sun out of the shortstop and left fielder's eyes. These projects are in no particular order except for the shale replacement, sunscreen, and start the process for the engineered drawings for the expanded score booth. Others can occur over the next few years as we host more successful events.

The funds will be used to upgrade our facilities at Max Power Ball Park for both the 2024 and 2025 years in which we host these international events.

PROPOSED APPROACH AND RATIONALE:

The Grant Application identifies relating to Accommodations:

*Estimated total number of room nights generated from event: **128 for 2024, 155 for 2025 (room nights limited to hotel/motel rooms, B & B rooms).***

What method did you use to estimate the number of room nights generated for this event?

128 just for the teams, WBSC and Softball Canada officials, and umpires for 2024, and 155 for 2025. This does not include any family, friends, or spectators that will lodge in Prince Albert over the weeklong event. This could easily draw another 100 rooms as well.

The committee is responsible for finding lodging for all teams, officials, and WBSC/Softball Canada reps who come to help work through these World Cup.

The event is estimated to see 550 participants, officials, and staff over the 2 years, 1500 non-resident fans per day of the tournaments, many of which may be from other countries, and 2000 city residents per day of the tournaments for a total of 3500/day.

In addition to the general guidelines, the following apply to Capital Enhancements and New Event funding applications.

- To be eligible for Destination Marketing Fund Grant under the category “**Capital Enhancement**”, this category is typically suitable for a new project that is required in order to host a specific event that generates overnight stays or a new capital project that will support future events generating overnight stays.

- To be eligible for Destination Marketing Fund Grant under the category “**New Event**”, this category is typically suitable for applicants looking to bring an existing event to Prince Albert that has not been held in the City for at least three consecutive years or create a brand new event to be held in Prince Albert.

Funding Model for Grants

Destination Marketing Levy Funds will be funded as a Grant to Host Committees as per the confirmed hotel accommodations for the Event. The grant to be funded will be based on the following ratio criteria:

City Council Approval - Grants for Funding over \$10,000.	
Hotel Rooms	Maximum DMF Levy Funding
901-1,000	\$15,000
1,001-1,200	\$25,000
1,201-1,500	\$30,000
1,501-1,999	\$35,000

Events of Significant Economic Impact - City Council Approval
<p>Events of Significant Economic Impact - Must generate a minimum of 2,000 room nights. This includes large or special events that are an important component of the tourism industry, and they attract visitors. These events have a large economic impact and significance in the local host community, since the visitors will spend money during their travel and visit to Prince Albert that bring benefits. Such events include Worlds, Championships, etc. These events are approved by City Council.</p>

Request is \$100,000 Capital Enhancements and \$250,000 New Event.

The recommendation is to approve the funding request in the amount of \$350,000 for the hosting of the 2024 & 2025 WBSC Men’s World Cup of Softball.

Administration is recommending \$100,000 for Capital Enhancements in 2024, \$125,000 for New Events in 2024, and \$125,000 for New Event in 2025.

CONSULTATIONS:

The DMF Administrator and Chairperson have met with members from the 2024 & 2025 Men’s Softball World Cup Committee and grant applications and information packages have been reviewed internally by Administration.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Once a decision has been rendered by the Destination Marketing Levy Advisory Committee, the Administrator will report back to the Host Committee.

The Destination Marketing Levy Advisory Committee will be forwarding a recommendation to City Council for approval.

If the funding is approved, a Funding Agreement will be forwarded for signing.

POLICY IMPLICATIONS:

This Grant Application is from the approved Destination Marketing Levy Policy.

FINANCIAL IMPLICATIONS:

As per approved Policy, the Destination Marketing Levy Advisory Committee can approve applications up to \$10,000. Over the funding request amount of \$10,000, a recommendation will go to City Council to approve the application.

The funding amount of \$350,000 is above the threshold of the Destination Marketing Levy Advisory Committee to approve.

As such, the Destination Marketing Levy Advisory Committee will need to forward a recommendation to City Council for consideration.

The Destination Marketing Levy Reserve is projected to have a surplus balance of **\$1,250,222.00** with the events approved to date for DMF Funding along with the approved allocation from the 2024 Budget.

This factors the newly approved ones of:

Dance Blast	\$4000.00
Female Tournament - 60%	\$5,700.00
PAGC Men's Recreation Tournament	\$25,000.00

2024 Senator's Cup	\$30,000.00	
Fine Arts Festival	\$8,000.00	
U15 Boys Community Club Hockey Tournament	\$4,000.00	
Remaining Hockey Tournaments	<u>\$30,000.00</u>	
		\$106,700.00

Other Events submitting for 2024:

PAGC/NLC Golf Tournament	\$7500.00
BRFN Men's Full Contact Hockey Tournament	
ERFN Men's Recreation Hockey Tournament	

PRIVACY IMPLICATIONS/OTHER CONSIDERATIONS/IMPLICATIONS:

There are no official community plan or privacy implications.

STRATEGIC PLAN:

The City Strategic Plan 2023-2025 aims to ALIGN City resources to assist community partners to coordinate events which promote Prince Albert as a vibrant and diverse City.

The Destination Marketing Levy Policy was approved for attracting events to the City of Prince Albert; attract visitors to the City of Prince Albert, and in so doing, generate significant economic benefit for the community.

These tournaments will provide great economic benefits to our community.

2024& 2025 WBSC Men's World Cup of Softball:

The best men's softball in the world, national men's teams battling it out at three locations around the world to qualify for the 2025 WBSC Men's World Cup of Softball, winner is crowned the world champion! Team Canada will be in Prince Albert for the qualifier in 2024 and they are also guaranteed a berth in 2025 World Cup as well because we are the host country! So the best of the best in Men's softball will roll into PA from July 10-14, 2024 for the qualifiers competition days (6 national teams) and for July 8-14, 2025 for the Men's World Softball Cup (8 national teams).

OPTIONS TO RECOMMENDATION:

That the Destination Marketing Levy Advisory Committee does not approve this funding request. This is not being recommended as the funding request is required for the hosting of the event. As well, this event will bring significant economic benefit to the City of Prince Albert and the hotels.

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

PRESENTATION: Verbal Presentation by the DMF Administrator

ATTACHMENTS:

1. Capital Enhancement DMF Grant Application - 2024 & 2025 WBSC Men's World Cup of Softball.
2. New Event DMF Application - 2024 & 2025 WBSC Men's World Cup of Softball.
3. Bid Package - 2024 & 2025 WBSC Men's World Cup of Softball.
4. Sponsorship Partnerships - 2024 & 2025 WBSC Men's World Cup of Softball.
5. Event Schedule - 2024 & 2025 WBSC Men's World Cup of Softball

Written by: Trina Bell, Tourism Coordinator

Approved by: Director of Planning and Development Services & City Manager

Capital Enhancements Grant Funding Application

Application Date: **December 13, 2023**

Please provide the following information and attach additional information as required. **Note:** *The request for capital enhancements must be directly related to a need identified in order to successfully host a specified event. The applicant must provide written proof that the capital enhancements are part of a bid requirement.*

Organization Information:

Name of Organization requesting funding: **2024 & 2025 Men's Softball World Cup Committee**

Contact Person: **Derek Smith / Felix Casavant**

Phone: **306-980-6116**

Email: **paminorbasketball@gmail.com**

Mailing Address including postal code: **1451 Sibbald Crescent PA, SK S6V 6E1**

Type of Organization (please select one)

Private

Not-for-Profit

Other

If Other explain: **All the profits from the 2018 Junior Men's world championship and all the profits from these next two events, the qualifier in 2024 and the actual Men's World Cup of Softball in 2025 will go back into improving our city facilities. We will continue to work closely with the City of PA to keep upgrading these softball facilities as they are amongst the best in the country if not the world!**

Name of Organization that the Destination Marketing Fund Grant, if approved should be made payable to if different than the organization named above: **2024 & 2025 World Cup Softball Committee**

Brief description of organization requesting funding, including history and composition: **Since the beginning it has been our goals and dreams to continue to build softball facilities with our partners the City of Prince Albert. We have been very successful over the number of years to be able to re-invest back into our facilities after hosting successful tournaments. Most recently our organizing**

committee from the 2018 JR Worlds put back in over \$100,000 into the diamonds again to keep improving the facility. Prior to hosting the 2024 and 2025 Men's World Cup, we are proposing some more updates and money for upkeep of this great facility we have in the Max Power Ball Park. We are looking to get engineered plans for the addition of a expanded scorebooth on diamond #2, plus the material and construction of this expanded scorebooth. We also need to get upgraded shale and use the existing shale on other community diamonds that need it around the City. Other ideas also include a new sound system on diamond #2 and move the portable to Shaye Amundsen Field. WE also need to close in the new pitching warm up areas on diamond #2 on the one field side for safety concerns. Sun Screen on new diamond #1 using extended chainlink and slats will help keep sun out of the short stop on left fielders eyes. These projects are in no praticular order excpet for the shale replacement, sunscreen, and start the process for the engineered drawings for the expanded scoreclock. Others can occur over the next few years as we host more successful events

Organization's annual budget: \$ 670,000

Total Value of capital enhancements: \$ 200000

Amount of Destination Marketing Fund Grant requested: \$ 100000

Profile of Event(s) requiring the Capital Investment:

Please supply the information below for the event for which capital enhancement are required in order to host the event.

Name of Event: 2024 & 2025 WBSC Men's World Cup of Softball

Duration of event: Start date: Jul. 9, 24 End date: Jul. 14, 24

Describe the event: Top 8 Men's national softball teams will compete in 2025 for the title of World Champions. In 2024 we will host a qualifier in which two teams out of the six competeing will qualify for the 2025 World Cup

If this Capital Investment is required to host more than one event bid, include additional event information here: **The funds will be used to upgrade our facilities at Max Power ball fields for both the 2024 and 2025 years in which we host these international events**

Accommodations:

Estimated total number of room nights generated from event: **Teams, officials, umpries, for 2024 is 128, for 2025 we have 8 teams so 155 rooms, this does not include any family, friends, spectators. This could easily draw another 100 rooms as well.**

(Room nights limited to hotel/motel rooms, B&B rooms)

What method did you use to estimate the number of room nights generated for this event? **See above**

What local facilities other than accommodations will be used? **City of PA Max Power Ball Fields, Art Hauser Centre, possibly the Alfred Jenkins Facility for training or rain delays, possibly even the Kinsmen Water Park**

Event Attendance:

Estimated participants, officials and staff: **550 over 2 years**

Estimated spectators – non-residents
(80 km or more away from Prince Albert) **1500 / day**

Estimated spectators – city residents **2000 / day**

Total estimated spectators **3500/day**

This event(s) is (please select one)

- Local Provincial Regional National International

Media exposure (please select one)

Local Provincial Regional National International

Event History:

Has the event been held in Prince Albert previously? Yes No

If this event has been held in Prince Albert previously, please explain when it was last hosted in Prince Albert: **We hosted a world junior championship in 2018 but never the Men's world's**

Is there a possibility of this event(s) happening more than once in Prince Albert?

Yes No

Please explain: **We already have a two year agreement to host a qualifier in 2024 and the World Cup in 2025**

Is there potential of this event resulting in other events being hosted in Prince Albert?

Yes No

Please explain: **Our facilities and volunteer base is second to none for Softball in and around Prince Albert**

Capital Enhancement Information:

Critical to the evaluation of your funding application is the provision of a detailed business plan and rationale for the capital enhancements for which funding is requested. The applicant must also include a long term plan as to how they will protect / maintain the capital assets once the investment is made.

Please provide as much supporting information to aid in assessing your application below or in a separate attachment. At a minimum the information included with your application should speak to the evaluation criteria set forth in the Capital Enhancements Guidelines, with a strong emphasis on:

- How will the capital enhancement(s) be a legacy to the City as a permanent structure or fixture to remain for future users.

- A detailed description of the capital investments required including associated costs.
- Rationale for making the capital investments for which funding is being requested. Why are capital enhancements required for the event?
- Comprehensive Business Plan, including total capital costs, % overall capital investment being requested, other funding sources being utilized, including amount per funder.
- Project timelines (start, key milestones and completion date).
- Experience in completing capital projects.
- Long term plan for sustaining funded capital asset as well as past experience maintaining capital assets long term.
- Other events / uses made possible through the capital enhancement for which funding is being requested.
- Who will own the capital asset.

Information requested in this application may be attached separately to your application if preferred. The strength of information provided is the basis from which funding recommendations will be made.

The following items must accompany your application:

- Estimates for the capital enhancements.
- Budget for the event for which capital enhancements are being proposed.
- Comprehensive business plan and associated items listed above.
- Supporting documents if applicable

** Please provide the most current year-end financial statements or best equivalency if available.*

Privacy Policy Statement and Application Certification

The City of Prince Albert is governed by *The Cities Act* and designated as a Local Authority pursuant to *The Local Authority Freedom of Information and Protection of Privacy Act (LAFOIP)*. Therefore, all information collected for the Destination Marketing Fund Grant Application process, including final executed Contracts and Agreements will be subject to public disclosure either through a Freedom of Information and Access Request in accordance with those regulations or Public Agenda.

Section 91(1)(a) of the Cities Act states the following:

“91(1) Any person is entitled at any time during regular business hours to inspect and obtain copies of:

(a) Any contract approved by the council, any bylaw or resolution and any account paid by the Council relating to the City”

This Grant Application with all supporting documents can be saved and emailed to destinationlevy@citypa.com or printed and mailed or dropped off to City Hall, City Manager’s Office, 2nd Floor, 1084 Central Avenue, Prince Albert, SK S6V 7P3.

New Event Destination Marketing Fund Grant Application

Please provide the following information and attach additional information as required.

Application Date: December 9, 2023

Amount of Destination Marketing Fund Requested: \$ 250,000

Organization Information:

Name of Organization requesting funding: 2024 & 2025 Men's Softball World Cup Committee

Contact Person: Derek Smith / Felix Casavant

Phone: 306-980-6116 Email: paminorbasketball@gmail.com

Mailing Address including postal code: 1451 Sibbald Crescent PA, SK S6V 6E1

Type of Organization (please select one)

Private Not-for-Profit Other

If Other explain: All the profits from the 2018 Junior Men's world championship and all the profits from these next two events, the qualifier in 2024 and the actual Men's World Cup of Softball in 2025 will go back into the city's facilities. We will continue to work closely with the City of PA to keep upgrading these softball facilities as they are amongst the best in the country if not the world!

Name of Organization that the Destination Marketing Fund Grant, if approved, should be made payable to: 2024 & 2025 World Cup Softball Committee

Brief description of organization requesting funding: After hosting a very successful 2018 World Junior softball championships and re-investing over \$100,000 back into Max Power Ball Parks with a new scoreboard so now all four of our softball diamonds are scoreboard equipped! We also upgraded the electrical infrastructure for the ability to get power to those needed and far away areas in the park. Signage was placed this past spring and we were awarded both a 2024 Men World Cup qualifier and then again hosting the 2025 WBSC Men's World Cup of softball where eight of the top men's softball teams will battle it out for the crown of World Champions! We have stacked our committee with very dedicated and driven softball people who will once again look to wow the world when they all come both in July of 2024 and in July of 2025. This application is for funding of the qualifier in July of 2024.

Organization's annual budget: \$ \$671,500 in 2024 and \$748,300 in 2025

Event Information:

Name of Event: 2024 WBSC Men's World cup of Softball Qualifier

Duration of event: Start date: Jul. 5, 24 End date: Jul. 15, 24

Describe the event: The best men's softball in the world, national men's teams battling it out at three locations around the world to qualify for the 2025 WBSC Men's World Cup of Softball, winner is crowned the world champion! Team Canada will be in Prince Albert for the qualifier in 2024 and they are also guaranteed a berth in the 2025 World Cup as well because we are the host country! So the best of the best in Men's Softball will roll into PA from July 10-14, 2024 for the qualifiers competition days (6 national teams) and for July 8-14, 2025 for the Mens World softball cup! (8 national teams)

Accommodations:

Estimated total number of room nights generated from event: **128 just for the teams, WBSC and Softball Canada officials, and umpires for 2024. This does not include any family, friends, or spectators that will lodge in Prince Albert over the week long event.**

(Room nights limited to hotel/motel rooms, B&B rooms)

What method did you use to estimate the number of room nights generated for this event? **Our committee is responsible to provide lodging for all teams, officials, and WBSC / Softball Canada reps that come to help work through these World Cups**

What local facilities other than accommodations will be used? **Max Power Ball Fields, Art Hauser Centre cement surface for volunteers area, doping control, and administration areas, Alfred Jenkins – if necessary to train / practice in if rain days**

Event Attendance:

Estimated participants, officials and staff:	<u>250</u>
Estimated spectators – non-residents (80 km or more away from Prince Albert)	<u>1500 / day</u>
Estimated spectators – City residents	<u>2000 / day</u>
Total estimated spectators	<u>3500 / day</u>

This event is (please select one)

- Local
 Provincial
 Regional
 National
 International

Media exposure (please select one)

- Local
 Provincial
 Regional
 National
 International

Event History:

Has the event been held in Prince Albert previously? Yes No

If this event has been held in Prince Albert previously, has it been at least 3 consecutive years since it was last held in Prince Albert? Yes No

If yes, please explain when last hosted in Prince Albert: **We hosted the under 19 World Junior event, but never the top level, the WBSC Men’s qualifier and World cup**

If no, the event is not eligible for funding under the “New Event” category. Please review other application categories to determine suitability.

Is there a possibility of this event happening more than once in Prince Albert? Yes No

Please explain: **WBSC has approved our application to host both a continental qualifier in 2024 that will have 6 teams competing for 2 spots in the 2025 World cup tournament. In 2025 we will host 8 countries to compete for the title of World Champions**

Is there potential of this event resulting in other events being hosted in Prince Albert?

Yes No

Please explain:

The legacy of the new diamonds being built for the 2018 event, and the upgrades we continue to do alongside the City of PA, will always result in more softball activity / events happening as these are world class facilities

What is your organization's experience in hosting this or similar events? Please be sure to include a profile of your organizing committee / working group.

We have almost the same crew in 2018 as in our local organizing committee. In 2018 we hosted the World Juniors and it was a very successful event in which we put over \$100,000 back into our facilities. Our organizing committee is strong and our volunteer base is ready to host the world again in both 2024 and 2025

Please provide as much supporting information to aid in assessing your application. This information could include a business plan, a marketing plan, rationale / insight to support the information you supplied and / or your funding request, etc. The strength of information provided is the basis from which funding recommendations will be made.

The following items must accompany your application:

- If the funding application is being made for an event that is run by a subcommittee or league of a larger organization, include confirmation in writing from the Chair that they are aware of and support the event funding application.
- Budget for the event.
- Supporting information if applicable.

** Please provide the most current year-end financial statements or best equivalency if available.*

Privacy Policy Statement and Application Certification

The City of Prince Albert is governed by *The Cities Act* and designated as a Local Authority pursuant to *The Local Authority Freedom of Information and Protection of Privacy Act (LAFOIP)*. Therefore, all information collected for the Destination Marketing Fund Grant Application process, including final executed Contracts and Agreements will be subject to public disclosure either through a Freedom of Information and Access Request in accordance with those regulations or Public Agenda.

Section 91(1)(a) of the Cities Act states the following:

“91(1) Any person is entitled at any time during regular business hours to inspect and obtain copies of:

(a) Any contract approved by the council, any bylaw or resolution and any account paid by the Council relating to the City”

This Grant Application with all supporting documents can be saved and emailed to destinationlevy@citypa.com or printed and mailed or dropped off to City Hall, City Manager’s Office, 2nd Floor, 1084 Central Avenue, Prince Albert, SK S6V 7P3.

WBSC
WORLD
BASEBALL SOFTBALL
CONFEDERATION

2024
MEN'S GROUP
STAGE EVENT

2025
MEN'S
WORLD CUP

JULY 2024 AND 2025



City of
Prince Albert

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EXECUTIVE SUMMARY

The Prince Albert Host Organizing Committee (HOC) is excited for the opportunity to bid for the WBSC 2024 Men's Group Stage Event and 2025 Men's World Cup. The HOC is comprised of many of the same key individuals who successfully hosted the 2018 WBSC Junior Men's World Championship. The 2018 tournament was named the 2018 Marquee Event of the Year by Saskatchewan Tourism and was a finalist for the Canadian Sport Tourism Event of the Year. The 2018 event's success created a lasting legacy for our community. As part of this legacy, the HOC has committed \$100,000 to once again bring the World to Prince Albert in 2024 and 2025. In addition the Legacy Committee from 2018 has invested a further \$100,000 in Max Power Ball Parks, adding a new scoreboard and upgraded electrical capacity in the park.

Working with the City of Prince Albert and Prince Albert Minor Softball, the HOC is once again committed to creating an unforgettable atmosphere for participants and spectators. Our City's experience in hosting major events in the past has created a strong volunteer base and support from our community that will not go unnoticed.

Prince Albert is considered a hotbed for softball in Saskatchewan as there have been 11 players from the region play for Team Canada in past Junior Men's World Championships. Since 1996, our community has also been successful in developing coaches and players who have competed and medaled not only within our province but at the Western Canadian and Canadian Championship levels.

The ability of our community to host WBSC Men's World Cup is well founded in our performances and accomplishments of hosting previous events such as provincial and national championships including the 2018 WBSC Junior Men's Softball Championship. The HOC is comprised of individuals with an extensive background in the game of softball as well as experience in hosting and working at major events in the past. Our framework is currently in place and upon receiving the bid, a detailed organizational structure will be implemented and roles assigned building from 2018.

Historically, events hosted in the past have attracted many spectators from not only Prince Albert but the surrounding region as well. It is anticipated that the WBSC 2024 Men's Group Stage Event and 2025 Men's World Cup would attract an average of 3500-5000 spectators per day.

We are committed to bringing the world to Prince Albert and hosting a first class event. The legacy of an event such as this would benefit our community and fastball association for years to come and would continue to provide us with the facilities to continue developing players/coaches and hosting major International and National events.

COMMITTEE MEMBERS

Felix Casavant (Honorary chair)

- Retired in 2010 from the Ministry of Environment after 36 years of service as the Manager of Finance, Property Management and Administration.
- Involved in fastball as a player for over 50 years beginning at five years old. Competed from minor levels to Provincial Senior Men's and in Western Canadian Championships.
- Coached boys/men's fastball in Prince Albert and Saskatoon for the past 36 years. Involved in many Provincial, Western and Canadian Championships.
- Since 1996, has been involved on the organizing committee of numerous Provincial, Western and Canadian Championships hosted by Prince Albert.
- Founding Father of the Prince Albert Aallcann Developmental Fastball Organization(ADFO) in 1996. The organization promotes the development of coaches and players playing at an elite level.
- Inducted in the Prince Albert Sports Hall of Fame as a builder/player in the sport of fastball.
- Was named Co Citizen of the year for Prince Albert in 2018 along with Derek Smith for bringing the World Junior Championship to Prince Albert
- Appointed as Games Manager for the +55 Saskatchewan Senior Fitness Association Games being hosted in Prince Albert in the Summer of 2022

Derek Smith (Co-chair)

- Has played softball for over 25 years competing at, and winning numerous provincial, Western Canadian, and National championships.
- His major softball accomplishment includes winning back to back Midget Canadian Softball Championships in 1995 & 1996 and being named tournament MVP and top pitcher at the 1995 national event.
- Continues to play softball in local men's leagues and tournaments but now focuses on giving back to the game and coaching his son's developmental teams.
- Has coached for the past five years with recent successes in his U14 PA Astros boys team winning back to back provincial and Western Canadian titles in 2013 & 2014.
- Has a degree in Kinesiology and worked as a Recreation Director / Coordinator with the Town of Biggar and the City of Prince Albert for over 9 years.
- Was named Co Citizen of the year for Prince Albert in 2018 along with Felix Casavant for bringing the World Junior Championship to Prince Albert
- Inducted into the Prince Albert Sports Hall Fame as an athlete, builder and for meritorious service.



Ian Litzenberger (Co-chair)

- Current Wine, Spirits, Beer Cornerstone Team Leader at Lake Country Co-op in Prince Albert
- Bachelor degrees in Marketing and Management from the University of Saskatchewan
- Project Triple Play Chair which upgraded Prince Albert's Max Power Ballparks for the 2018 Jr Men's World Championships
- 2018 Junior Men's World Championships Sponsorship and Marketing Director
- Softball Saskatchewan District 8 Director
- Prince Albert Minor Softball and Development Softball Board Member
- Avid Sports Enthusiast, playing and coaching softball and baseball since the age of 5

Brad Casavant (Committee Member)

- Chartered Professional Accountant (CPA)
- B Sc. Kinesiology Degree from University of Saskatchewan (majoring in Sports Management)
- Chief Financial Officer for Lake Country Co-operative Association Limited in Prince Albert
- Director of Finance for the 2018 Junior Men's World Softball Championships held in Prince Albert
- Member of the Board of Directors and Coach for Prince Albert Minor Softball
- Member of Softball Canada's 2001 Junior Men's team that placed 3rd at the World Championships held in Sydney, Australia
- Member of Team Saskatchewan's Men's Softball team at the 2001 Canada Games and participated in 6 National Softball Championships

Kalen Kovitch (Committee Member)

- Worked in media and marketing for 15 plus years with Rawlco Radio, JPBG, and currently Precision Marketing.
- Played softball since he was 4 years old with Saskatoon Phantoms, Saskatoon Selects, Junior Diamondbacks, Senior Diamondbacks and other club level softball.
- Started coaching softball in 2009. Has won 7 provincial championships, a Western Canadian silver medal, and Western Canadian gold medal as a coach at the club level.
- Coached team Saskatchewan at the U21 International Cup in 2013 placing 4th, and at the Canada Summer Games in 2017 winning a silver medal.
- Currently a coach with the U18 Team Canada JMNT. Gold medal at the 2019 America's qualifier in Guatemala City, and 7th place finish at the World Cup in New Zealand.
- Director of media and communications for 2006 Midget Boys Canadian Championships in Prince Albert, Sask.
- Director of media and communications for 2015 U16 Boys Canadian Championships in Prince Albert, Sask.
- Director of media and communication for the 2018 Junior Men's World Softball Championships in Prince Albert, Sask.



Christian Hudon – Committee Member

- Teacher at École St. Anne Elementary School in Prince Albert
- Has a Master’s Degree in Education
- Member of Saskatchewan’s 1997 Canada Games Softball team
- Two-time Canadian Midget Softball champion (1995 & 1996)
- Volunteer Services Director for the 2018 Junior Men’s World Softball Championship, held in Prince Albert

Bruce Vance – Committee Member

- 21 years’ experience in marketing in the Western Hockey League
- Currently the Marketing & Sponsorship Coordinator for the City of Prince Albert
- 2018 WBSC Junior Men’s Softball World Championship Special Events Director
-Coordinated VIP Night, Athletes Welcome Banquet, Grassroots Clinic, Development Clinic, Cabaret
- Public Address Announcer for numerous games
- Master of Ceremonies for Opening & Closing Ceremonies
- Marketing & Special Events Coordinator for 2022 Esso Cup Female U19 Hockey Championships

Curtis Olsen (Municipal Representative/Committee Member)

- Currently the Sport & Recreation Manager for the City of Prince Albert.
- Obtained a Bachelor of Kinesiology degree with a minor in Psychology from the University of Regina.
- Was previously employed by Saskatchewan Hockey Association.
- Has been involved with the game of fastball since of the age of five. Played and Coached with most recent success coaching the U14 Prince Albert Aces at Nationals in Montreal in 2018.
- Involved in sports through playing and coaching softball and hockey, golfing and further officiating hockey and football



COMMITTEE STRUCTURE

CO-CHAIR # 1

Co-chair # 1 is responsible to oversee the following committee heads:



- MARKETING & SPONSORSHIP
- FINANCE
- TICKETING
- VOLUNTEERS & HOSTS
- STATISTICS & WEBSITE
- SOUVENIRS
- ACCREDITATION

CO-CHAIR # 2

Co-chair # 2 is responsible to oversee the following committee heads:



- ACCOMODATION
- TRANSPORTATION
- FOOD SERVICES
- CEREMONIES
- GROUNDS
- UMPIRES
- SECURITY

HOST CITY

Prince Albert

Beautiful Gateway City

Our beautiful and historic City of 40,000 people, is the 3rd largest City in the province, is located in the protected river valley of the “North Saskatchewan River.” The City is centered in a position that takes advantage of rich agricultural land to the South and the growing industries of the North including mining, lumber, fishing, and tourism. Prince Albert National Park is located just 51 km north of the city and contains a huge wealth of lakes, forest, and wildlife.

Climate

Prince Albert experiences a continental climate . In the month of July, the average temperature is 18 degrees Celsius with an average high of 24.3 degrees Celsius.



GEOGRAPHICAL AREA

Canada



Saskatchewan



Western Canada

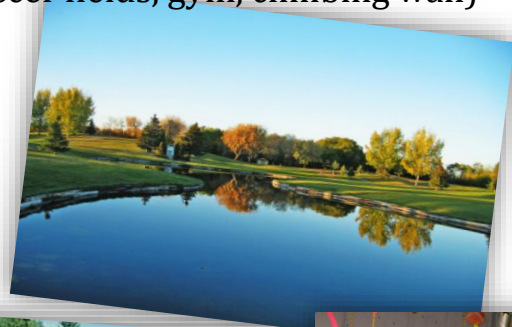


City of **Prince Albert**

LOCAL ATTRACTIONS

Prince Albert offers many activities and attractions to keep visitors of the WBSC Senior Men's World Cup entertained when they are not at the ball park including a new **Multi-Sport complex consisting of an Aquatic Center and 2 Ice Hockey sheets that will be ready to open in 2024.** Other activities and attractions include:

- **Prince Albert National Park** (1 hour drive)
- **Cooke Municipal Golf Course** (ranked 3rd in the province)
- **Kinsmen Water Park**
- **Minto Rec Centre** (Bowling Alleys and Arcade)
- **Alfred Jenkins Field House** (Indoor soccer fields, gym, climbing wall)
- **Diefenbaker House Museum**
- **Museum of Police & Corrections**
- **Prince Albert Historical Museum**
- **Mann Art Gallery**
- **Galaxy Cinemas**
- **Northern Lights Casino**



City of Prince Albert

PREVIOUS EVENTS

Prince Albert's reputation as a spirited host city has developed through the hosting of major events. The city is large enough to offer superb facilities and small enough to provide enthusiasm, energy and profile to all events.

The following list includes some past Western Canadian, National, and International events:

- 1982 Saskatchewan Winter Games
- 1985 U18 Boys National Softball Tournament**
- 1986-2010 Ice Mania Midget AAA Hockey Tournament
- 1988 Western Canada Purolator Bantam Hockey Championships
- 1990 Regional Air Canada Cup Midget Hockey Play downs
- 1992 Saskatchewan Summer Games**
- 1993 Western Canadian Figure Skating Championships
- 1993 North American Indigenous Games
- 1994 Western Canadian Wrestling Championships
- 1995 Western Canadian Midget Volleyball Championships
- 1996 U18 Boys National Softball Championships**
- 1997-2011 Canadian Sled Dog Championships
- 1999 Air Canada Cup National Midget AAA Hockey Championship
- 1999 Western Canada Summer Games**
- 2001 U18 Boys National Softball Championships**
- 2002 Canadian Summer Special Olympics
- 2004 Canadian Ladies National Golf Championships
- 2006 U18 Boys National Fastball Championships**
- 2006 Canadian Native Fastball Championships**
- 2007 World Championship Kickboxing
- 2007 Canada Cup of Martial Arts
- 2007 National Aboriginal Hockey Championships
- 2007 Juno Cup – Televised Hockey Legends and Rockers Game



- 2007 Juno Fest Event – Aboriginal Showcase
- 2008 **Junior Girls Western Canadian Fastball Championships**
- 2008 The David Thompson Bi-Centennial Brigade
- 2008 Canadian Senior Men’s & Senior Women’s Curling Championships
- 2009 **U18 Boys National Fastball Championships**
- 2009 World Junior Hockey Championship Exhibition Game
- 2009 Canadian Men’s Mid-Amateur Golf Championship
- 2013 **U14 Boys Western Canadian Fastball Championships**
- 2013 **U14 Girls Western Canadian Fastball Championships**
- 2014 Saskatchewan Winter Games
- 2014 **Canadian Native Fastball Championships**
- 2015 **U16 Boys National Fastball Championships**
- 2018 **WBSC World Junior Softball Championships**
- 2022 **+55 Saskatchewan Senior Fitness Association Games 2022**
- 2023 **Esso Cup Female Midget AAA Hockey National Championship**



VENUE

The host venue of the WBSC 2024 Men’s Group Stage Event and 2025 Men’s World Cup will be Max Power Ball Parks at Prime Ministers’ Park in Prince Albert, Saskatchewan. This venue is a full service softball complex with two championship caliber softball diamonds and 2 practice diamonds. The diamond dimensions and seating capacities are as follows:

Championship Fields

- Rotary Field – LF – 250’ CF – 250’ RF – 250’ (Seating Capacity – 5000)
- Kinsmen Field – LF – 250’ CF – 250’ RF – 250’ (Seating Capacity – 1000)

A significant number of standing room tickets will also be available

Practice Fields

- Optimist Field – LF – 210’ CF – 250’ RF – 210’
- Shaye Amundson Field – LF – 215’ CF – 250’ RF – 210’

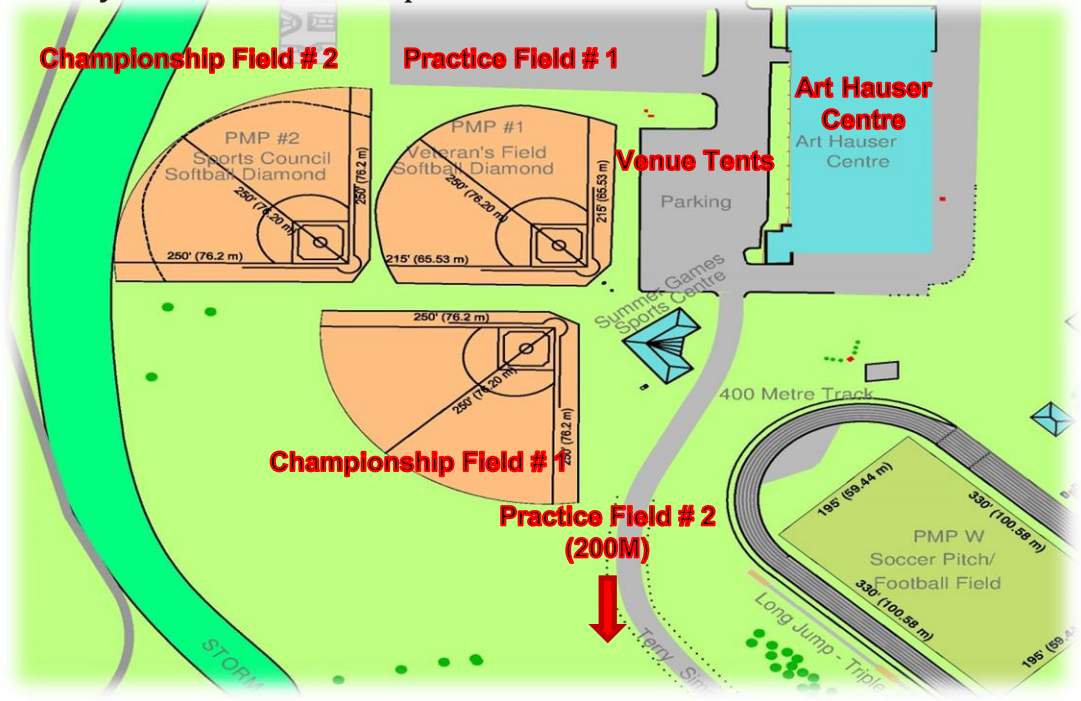
The practice fields are located within walking distance of the Championship Fields
An additional 7 practice diamonds are also available throughout the City

Prior to hosting the 2018 WBSC Junior Men’s World Softball Championship in 2018, a major upgrade took place to host. The Aallcann Developmental Fastball Organization in partnership with the City of Prince Albert, launched a major fundraising campaign and sponsorship drive called Project Triple Play. The main goal of the campaign created a feature diamond and secondary diamond that are of World Championships specifications. The community at that time responded tremendously to the campaign and the host organizing committee is proud to announce that the diamonds were upgraded to an approximate amount of 1.5 million dollars. The upgrades included the building the World Class Rotary Field, new score clocks and new electrical throughout the park.



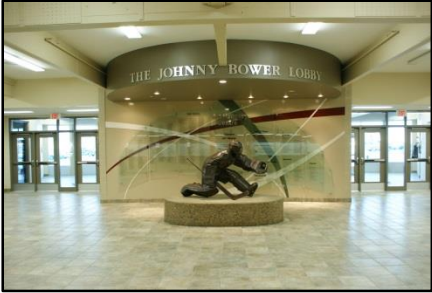
Facility Specifics

- 2 World Championship calibre Diamonds, 2 Practice Diamonds and batting cages.
- Space for all required logistical areas: medical, accreditation, media, etc...
- Wi-Fi will be made available throughout the Park and facilities.
- Access to the Art Hauser Centre which hosts 6 dressing rooms and additional multi-purpose space to be used for teams, umpires, and doping/medical services. This facility also has a large banquet space which will be used for VIP receptions and team meals.
- Office space for WBSC staff is also available at the Art Hauser Centre.
- A variety of food vendors will be operating around the park and will provide many cultural options.
- Permanent washroom facilities.
- Excellent lighting on all diamonds, dugouts, and high quality playing fields.
- Access to soccer/football fields and surrounding green space that can be used as team warm-up areas.
- Close access to many hotels and restaurants.
- Security Team on site comprised of volunteers and the local Police Service.



Max Power Ball Parks At Prime Ministers' Park





ACCOMODATIONS

Prince Albert has the capacity to accommodate all of the athletes, coaches, officials, and guests that will be visiting our city during the WBSC Men's World Cup.

There is a large variety of quality accommodations available and the teams will be divided between the top hotels the City has to offer. We are also committed to lowering food costs by negotiating free breakfasts at our host hotels for the teams. The cost of the hotel rooms in 2024 and 2025 is projected to be \$150 U.S./night based on 2 beds per room.

Some of the host hotels include:



MEALS

Prince Albert has a large variety of multicultural restaurants available throughout the City with an abundant amount of dine in, take out or fast-food options. There is also many grocery stores in near proximity to the hotels and softball complex.

Our HOC is looking to go above and beyond the WBSC Hosting Agreement by arranging for breakfast for each participant and identified officials at their hotel. In addition, the HOC will provide a per diem of \$5000 CA\$ per team to help cover meals at the guests discretion throughout their prescribed stay in Prince Albert.

TRANSPORTATION

The Saskatoon International Airport (YXE) is a 1 hour and 15 Minute Drive to Prime Ministers' Park in Prince Albert. The HOC is committed to providing first class bus transportation for all teams to/from the Saskatoon airport and for the duration of the event. A shuttle service will also be provided for VIP's, officials and any guests travelling to the ball park from the host hotels.

The following International Airlines Fly Directly to Saskatoon:

- Delta Airlines, Air Transat, Sunwing

Teams travelling from abroad will most likely have to fly direct to Toronto or Vancouver and connect to Saskatoon from there

The following transportation services are also available:

- **Taxi** : Grey Cab, Checker Taxi, and Family Taxi
- **Vehicle Rentals**: Enterprise
- **City Transit**: The City offers many different public transportation routes

Broadcasting

The championships will have web streaming available for games can be viewed all over the World. This was available during the 2018 event and was first class and made the event that much more known around the World.

Media Services

All approved media personnel attending the event will be provided accreditation and access to an on-site media office. There will also be a media scrum and press conference site set-up in close proximity to the Championship Fields.

The following is a list of local media that will be involved with the event:

- Jim Pattison Broadcast Group (3 Local Radio Stations and Online Newspaper)
- Prince Albert Daily Herald (Newspaper)
- Saskatoon Star Phoenix (Newspaper)
- CTV (Television)
- Shaw (Television)
- Global TV (Television)
- CBC (Radio and Television)
- Misinippi Broadcasting (Radio)

Website

HOC will work with WBSC to develop a link on their existing website to provide information about teams participating, schedules, live updated and will also provide recognition to the event sponsors.



MARKETING AND FUNDRAISING

Local and provincial businesses and corporations are ready to partner and support our bid for this World Championship as they have done in the past. At the end of this document you will find letters indicating support from our province, city, tourism bureau, business community, and as well as Softball Saskatchewan.

A comprehensive sponsorship package will be developed to promote and attract funding towards the WBSC 2024 MEN'S GROUP STAGE EVENT AND 2025 MEN'S WORLD CUP. We anticipate attracting many types of sponsorship from major provincial corporations to local business providing funding and/or in kind services.

To date, there is \$448,000 in confirmed funding for the 2024 and 2025 events. Tourism Saskatchewan at \$98,000, Sask Lotteries \$50,000, the City of Prince Albert DMF at \$200,000 and \$100,000 contribution from the host legacy committee from the 2018 World Junior Men's Championship.



ESTIMATED BUDGET

Revenue

	DESCRIPTION	2024	2025 World Cup
EVENT			
	Ticket Sales	127,000.00	171,000.00
	Food Services concession commissions	10,000.00	15,000.00
	Beverage Services/Banquets beer garden sales	40,000.00	55,000.00
	Souvenirs & Programs	5,000.00	5,000.00
	50/50 draws	7,500.00	10,000.00
	Volunteer Fee 150 x \$40	6,000.00	6,000.00
		<u>195,500.00</u>	<u>262,000.00</u>
SPONSORSHIP			
	Cash Sponsors Title Sponsor \$40,000 , Other \$30,000	50,000.00	70,000.00
	In-Kind Sponsors Details below	160,000.00	160,000.00
		<u>210,000.00</u>	<u>230,000.00</u>
GRANTS			
	Govt of Sask- Tourism Grant	49,000.00	49,000.00
	Sask Lotteries Grant	25,000.00	25,000.00
	Destination Marketing Fund Grant	100,000.00	100,000.00
	2018 World Junior Legacy Fund	50,000	50,000
		<u>224,000.00</u>	<u>224,000.00</u>
	TOTAL REVENUE	629,500.00	\$716,000.00

ESTIMATED BUDGET

Expenses

<i>VENUE</i>	<i>DESCRIPTION</i>	<i>BUDGET</i>	
		2024	2025
Venue Rental Fees	In-Kind COPA (\$25,000)	5,000.00	5,000.00
Rental Tents/Tables/Chairs	Outside	5,000.00	5,000.00
Ticket/Diamond 2 Booths		3,000.00	-
Portable Fencing		15,000.00	15,000.00
Signage/Flags	Branding & Tournament Signage	25,000.00	10,000.00
Materials / Diamond Repair	In-Kind COPA (\$7,000)	-	-
Pitch Count Clock	rental	3,000.00	3,000.00
Facilities	Greenland Waste & Grounds	35,000.00	35,000.00
Utility Hookups	In-Kind COPA (\$1,500)	-	-
Portable Bleachers		115,000.00	115,000.00
Equipment Rentals	In-Kind PA Photocopier (\$7,000)	-	-
Insurance	Softball Sask	5,000.00	5,000.00
Golf Carts		5,000.00	7,000.00
		216,000	200,000.00
HOSTING FEES / BID PREP			
WBSC Hosting Fee	See attached hosting costs for WBSC officials and Teams	232,000.00	281,000.00
Softball Canada Hosting Fee	\$2500 or 5% of net gate receipts	7,500.00	10,000.00
		239,500.00	\$291,000.00

ESTIMATED BUDGET

Expenses Continued

	<u>DESCRIPTION</u>	<u>BUDGET</u>	
<i>HOST COMMITTEE / VOLUNTEERS</i>		2024	2025
	Security	10,000.00	10,000.00
	Accreditation In-Kind PA Photocopier (\$6,000)	1,000.00	1,000.00
	Volunteer Uniforms In-Kind Source for Sports (\$20,000)	10,000.00	10,000.00
	Host Committee Supplies Office supplies	5,000.00	5,000.00
	Bank Charges Includes Paypal Fees/Terminals	5,000.00	5,000.00
		31,000.00	31,000.00
 <i>ATHLETES / OFFICIALS / VIP's</i>			
	Team Services water, ice, snacks - In-Kind COOP (\$3,000)	3,000.00	3,000.00
	Team Canada Accommodations and Meals Included above in Team Costs		
	Athlete Bags/Souvenirs 132*10 (2024)/176*10 (2025)	1,500.00	1,800.00
	Umpire Per Diems Included above With WBSC Officials	-	-
	Umpire Hotels Included above in WBSC officials	-	-
	VIP/WBSC Per Diems Included above in WBSC officials	-	-
	VIP/WBSC Hotels Included above in WBSC officials	-	-
		4,500.00	4,800.00
 <i>TRANSPORTATION</i>			
	VIP & Sponsor Rental Vehicles In-Kind Riverside Dodge (\$10,000)	2,000.00	2,000.00
	Umpire Rental Vehicles In-Kind Riverside Dodge (\$10,000)	2,000.00	2,000.00
	Buses/Shuttle Service	20,000.00	20,000.00
	Shuttle Service In-Kind SRSD (\$10,000)	-	-
	Fuel Cards In-Kind COOP (\$7,000)	-	-
		24,000.00	24,000.00
 <i>VIP & SPONSORSHIP</i>			
	VIP & Sponsorship Fulfillment	3,500.00	5,500.00
		3,500.00	3,500.00

ESTIMATED BUDGET

Expenses Continued

	<u>DESCRIPTION</u>	<u>BUDGET</u>	
		2024	2025
MARKETING & COMMUNICATIONS			
Advertising		5,000.00	7,500.00
Photography	contracted out	2,500.00	2,500.00
Mobile Phones/Radios	In-Kind GL Mobile	1,500.00	1,500.00
Economic Impact Report	In-Kind COPA (\$1,000)	-	-
		9,000.00	11,500.00
CEREMONIES & SPECIAL EVENTS			
Opening Ceremony	Piper, Dancers, Flags	1,500.00	1,500.00
Medals, Trophies, Pins		3,000.00	5,000.00
Closing Ceremony		500.00	500.00
Pre Tournament Games		1,500.00	2,000.00
Banquets		25,000.00	30,000.00
		31,500.00	39,000.00
SPORT LOGISTICS			
Scorekeeping		-	-
Anti-Doping		15,000.00	15,000.00
Medical Supplies		2,000.00	2,000.00
		17,000.00	17,000.00

ESTIMATED BUDGET

Expenses Continued

	<u>DESCRIPTION</u>	<u>BUDGET</u>	
		2024	2025
WEBSITE / IT SERVICES			
	Webcast/Radio	25,000.00	35,000.00
	Website Services/ IT Services	2,000.00	2,000.00
		27,000.00	37,000.00
COST OF SALES			
	50/50 In-Kind The Dollar Store (\$1,000)	3,000.00	3,000.00
	Tickets & Wristbands	7,500.00	7,500.00
	Food & Beverage Cost of Goods Sold	25,000.00	35,000.00
		35,500.00	45,500.00
	TOTAL EXPENSES	638,500.00	\$704,300.00
	TOTAL PROFIT (LOSS)	(9,000.00)	\$11,700.00



IN-KIND SUPPORT

Breakdown

<u>BUSINESS</u>	<u>DETAILS</u>	<u>VALUE</u>
		2024 and 2025
Greenland Waste	Perimeter Fencing/ Portable Washrooms	\$ 15,000.00
Lake Country Coop	Fuel, Food and Supplies	\$ 10,000.00
PA Fastprint	Accreditation	\$ 5,000.00
PA Source for Sports	Committee & Volunteer Clothing	\$ 25,000.00
Riverside Dodge	Vehicles	\$ 25,000.00
Local Media	Advertising	\$ 40,000.00
Luna Lighting	Park Lighting	\$ 5,000.00
PA Northern Bus Lines	Team Transportation	\$ 10,000.00
Sask Rivers School Div	Shuttle Buses	\$ 5,000.00
Markit Signs	Logo/Signage	\$ 5,000.00
Other Services In Kind	Miscellaneous	\$ <u>15,000.00</u>
Total		\$ 160,000.00

STRATEGIC PLAN

Mission: To build the sport of Softball in Prince Albert and surrounding area by exposing the community to world class athletes, coaches, officials and volunteers.

Vision: To host an unforgettable World Championship that enhances local participation, leadership, respect and personal excellence across all age categories and levels of Softball.

Goals & Strategic Objectives

Goal 1: Host an unforgettable World Softball Championship.

- *Provide an extraordinary event atmosphere for all participants and spectators.*
- *Engage the people of our community by making them proud to host the World in Prince Albert.*

Goal 2: Inspire engagement in softball, on and off the field.

- *Provide opportunities for youth to participate and engage in our event.*
- *Celebrate the successes of softball in our region.*

Goal 3: To build on World Class facilities at Max Power Ball Park for softball in our region.

- *Generate active community support for improving the World Class facilities.*
- *Build upon facilities that will inspire our youth the pursue the game of softball to the highest levels.*

Event Legacy

The Host Organizing Committee is committed to investing the legacy from the event back into the facilities and the development of the game so that this World Class Event is a stepping stone to future opportunities in our City.

Letters of Support – WBSC 2024 Men’s Group Stage Event and 2025 Men’s World Cup

- The HOC originally approached the following with the understanding the bid would be for the WBSC Men’s World Cup in 2024. These letters remain in good standing for the WBSC 2024 Men’s Group Stage Event and 2024 Men’s World Cup 2025 bid.



LETTERS OF SUPPORT



Premier of Saskatchewan
Legislative Building
Regina Canada S4S 0B3

August 28, 2020

Derek Smith and Felix Casavant, Co-Chairs
Aallcann Development Fastpitch Organization
(casavant@sasktel.net)

Dear Mr. Smith and Mr. Casavant:

As Premier of Saskatchewan, I am pleased to provide my support to the Aallcann Development Fastpitch Organization (ADFO) in their bid to host the 2024 World Baseball Softball Confederation (WBSC) Men's Softball World Cup in Prince Albert.

Awarding this event to Prince Albert would provide a tremendous opportunity to showcase the hospitality of Saskatchewan people and our genuine love of sports. With one of the highest rates of volunteerism in Canada, Saskatchewan residents are well-known for our enthusiasm and generous support of sporting events.

Prince Albert has built a solid standing for hosting significant provincial, western Canadian and national championships. In 2018, our City successfully hosted the World Junior Men's Softball Championships.

With four world class diamonds, in addition to our school diamonds, Prince Albert has established a reputation for being a hotbed for Softball. We have the knowledge and leadership to ensure a smooth and seamless experience for athletes and their supporters.

The Government of Saskatchewan fully supports ADFO's bid; I know the people of Saskatchewan would be proud to host this event.

Sincerely,

Scott Moe
Premier

cc: Honourable Gene Makowsky, Minister of Parks, Culture and Sport



City of

Prince Albert



August 14, 2020

Dear Sir or Madam,

Re: 2024 Senior Men's Softball World Cup – Prince Albert, Saskatchewan

On behalf of the City of Prince Albert and members of City Council, I am pleased to provide this letter of support to accompany the 2024 Senior Men World Cup Committee's bid to host the 2024 Senior Men's Softball World Cup at the Max Power Ball Parks within Prime Ministers' Park in Prince Albert, Saskatchewan.

Our beautiful City is experienced in hosting regional, national, and international sporting events and our citizens are internationally noted for outstanding volunteerism and support for events of this caliber. Visitors and participants alike know that they have been treated in a very special way and leave with fond memories and a wish to come back.

In 2014, in advance of hosting the highly successful 2018 WBSC Junior Men's World Softball Championships, the Project Triple Play Committee, a committee of local volunteers, began a major fundraising initiative to bring Max Power Ball Parks up to world standards and to create a strong legacy for its future. By 2016, their fundraising goals were met and groundwork began on what has now become a leading premier softball facility. The City of Prince Albert is proud of the Committee and our community for their support and hard work in making the 2018 WBSC Junior Men's World Softball Championships the most successful event in our City's history.

The volunteers on the 2024 Senior Men World Cup Committee are dedicated to promoting sport and recreation in our community. As such, I sincerely request that their bid to host the 2024 Senior Men's Softball World Cup in Prince Albert, Saskatchewan, be given the utmost consideration. I am optimistic that a positive reply will be given to this request.

Yours truly,

Greg Dionne
Mayor

Mayor's Office • 1084 Central Avenue • Prince Albert SK S6V 7P3
Phone: 306-953-4300 • Fax: 306-953-4396 • www.citypa.ca



Joe Margiave, MLA
Legislative Assembly of Saskatchewan
Prince Albert Carlton Constituency



Constituency Office
Bay 4 - 406 S. Industrial Drive
Prince Albert, SK S6V 7L8
Telephone: 306-922-2828
Facsimile: 306-922-0261
pacarltonmla@sasktel.net

August 17th, 2020

ADFO Committee Co-Chairs
Derek Smith & Felix Casavant
1451 Sibbald Cresc.
Prince Albert, Sk.
S6V 6E1

Dear Felix and Derek,

On behalf of myself and my constituency, Prince Albert Carlton, I am pleased to support the Aallcann Development Fastpitch Organization to provide a bid package to Softball Canada in order to compete with St. John, Newfoundland to host this event.

It's so very exciting for our city and province to be looking at hosting the WSBC Men's Softball World Cup 2024. Prince Albert has been host to a number of events in the not so distant past; 2018 Hoopla (Prov. Basketball tournament) this was the first time Prince Albert hosted Hoopla in about 22 years, and it was a wonderfully run event! Prince Albert hosted the Provincial Fencing Tournament, April 2018, and the Provincial Gymnastic competition in May of 2018. Also, in March of 2018, the Provincial Mixed Curling Championship was held in Prince Albert, and it to had rave reviews, so much that they had been awarded the Junior Men's and Women's National Curling Championship in January 2019. Looking Internationally, we had been granted to be the host of the 2018 Junior Men's World Softball Championship (which I believe you two were the Co-Chairs, and did a fantastic job!!), which have resulted in four World Class diamonds, and Prince Albert being world renown as a hotbed for Softball in the World, so thank you for your work!

As you can see, just by mentioning the past few things, Prince Albert is able to host many successful events of all sizes, because we have wonderful volunteers and people, like you, in our community. Also, since we have already hosted a World Softball event just a short 2 years ago, we have the facilities, volunteers and are organized to run a smooth and successful WBSC Men's Softball World Cup in 2024!

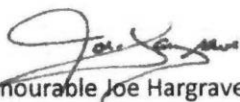
Prince Albert is also home to many softball teams both male and female, plus our province has had many ball players move on to higher level ball! Our community has grown to accommodate many different events in many different venues. We have accommodations to suit all. That, along with the new 4 World Class Diamonds that are equipped with lights and score boards (thanks to you two for spear heading that!), plus a lot of spectator seating per diamond, makes our city a perfect fit to host the World Cup!

Our city, and province are great sizes for visitors to get around in a safe and timely manner, whether to the diamonds, hotel accommodations, restaurants, shopping, or many other activities our city and province have to offer. Making athletes' and spectators' experience in our beautiful city and Province that much more enjoyable.

Having stated all of this, I commend you, the Aallcann Development Fastpitch Organization, our city, and volunteers for pursuing the opportunity to host this prestigious event. I am confident that Prince Albert and our province, will do all that can be done to make the WBSA Men's Softball World Cup in 2024 a huge success! I am thrilled that our province, and particularly, our city of Prince Albert, has the opportunity to bid to host an event of this caliber, and I am very happy that you two are stepping up again to take on such a wonderful event! I look forward to what future opportunities this might lead to for Men's Softball in Prince Albert and Saskatchewan.

I wish you success throughout this bid process! Please know that we fully support this endeavor!

Regards,



Honourable Joe Hargrave
MLA Prince Albert Carlton





Prince Albert & District Chamber of Commerce

September 8, 2020

Softball Canada
223 Colonnade Rd S, Ste 212
Ottawa ON K2E 7K3

Re: City of Prince Albert, SK hosting World Senior Men's Softball Championship 2024

Dear Softball Canada;

The Prince Albert & District Chamber of Commerce is writing to support ADFO's request to host the WBSC Senior Men World Cup in 2024.

In 2018, Project Triple Play brought to Prince Albert Junior Men's World Softball Championship. It was a world class event. Teams said this was the best place they had ever been hosted at. Project Triple Play created a large lounge out of the Art Hauser Centre, allowing the players to prepare and relax somewhere that was away from the crowds, but it was still within walking distance of where they were playing. Project Triple Play also provided tours for the teams when they weren't playing so they could appreciate our Region. This is just 2 examples that were given to the Chamber as to why the teams enjoyed being hosted in Prince Albert.

Economically, the spin off from the 2018 Championship was amazing for our Region. Over 4000 room nights were booked and just over \$8 Million was spent on preparing our community and during the event.

Based on the previous success of Project Triple Play and their desire to continue building a legacy in our community, The Prince Albert & District Chamber of Commerce recommends Prince Albert to host the World Men's Softball Championship in 2024.

If you have any questions or concerns, please ask.

Sincerely,

Elise Hildebrandt, CEO
Prince Albert & District Chamber of Commerce
3700 2nd Ave W, Prince Albert SK
EHildebrandt@PrinceAlbertChamber.com
306-764-6222



City of Prince Albert



2205 Victoria Avenue, Regina, Saskatchewan S4P 0S4
Phone: (306) 780-9235 • Fax: (306) 780-9483
Email: info@softball.sk.ca • Web Site: www.softball.sk.ca

MEMO

Date: August 11, 2020
To: Felix Casavant – Aalcan Development Fastpitch Organization (ADFO)
From: Guy Jacobson – Executive Director
Re: Letter of Support for the bid on the 2024 WBSC Men’s World Cup

Please accept this memo as confirmation of Softball Saskatchewan's commitment to ADFO in their efforts to bid on and host the 2024 WBSC Men’s World Cup in Prince Albert, Saskatchewan.

Prince Albert is a hotbed for fastpitch softball and has hosted several Provincial, Western and Canadian Championships with great success. They have very experienced committee heads and a solid volunteer base to make this event a special championship for all players, coaches and fans to remember for years to come. In 2018 this same group hosted a truly memorable Junior Men’s World Championships. There remain several legacies from this championship including a world class softball complex with many amenities.

On behalf of Softball Saskatchewan, we wish you great success throughout the bid process. As always, we are here to support and assist your committee as required.

Sincerely yours,

Guy Jacobson – Executive Director

Cc; Softball Saskatchewan Board of Directors



Appendix 1. Expression of interest to host a WBSC World Cup

WBSC WORLD CUPS EXPRESSION OF INTEREST

Date: Apr 29/22

We, Prince Albert Host Organizing Committee would like to express our interest to be an official host bidder,
(Name of the Organisation)

to host and conduct the 2024/2025, WBSC 2024 Men's Group Stage + 2025 Men's World Cup World Cup. We
(Year) (Name of the event + Baseball/Softball/Baseball5)

understand and agree to comply with the provisions of the WBSC World Cup Hosting Bid Outline (HBO).

The Event would be organised and hosted in the City of Prince Albert, SK Canada.
(Name of the City/Province – State – Country)

Proposed date for the Event: July 11-14/24 + July 9-13/25

By submitting our "Expression of Interest", it is understood that our Organisation agrees to pay a deposit of USD 5,000 to be considered an official Candidate for hosting the event. It is also understood that this does not constitute a binding offer from the WBSC nor the right to stage the event, but a confirmation of serious interest and capacity to host based on the information provided by the WBSC.

Following the process outlined in Chapter 3 of the HBO, an 'Official Bid Candidate Form' will be submitted to the WBSC Events Department including all the information that would be pertinent to the ability to conduct a successful WBSC World Cup.

Name and Signature [Signature]
(President of National Federation/Associate Member/National Olympic Committee if any)

Name and Signature [Signature] - Co-chair
(Name of Organisation & Position/Local Organising Committee)

This form must be submitted to:



Appendix 2. Official Bid Candidate Form

Please refer to pages 3-28 in our Bid Package

Appendix 3. Venue Checklist

The following document provides a guideline for the required equipment, rooms and facilities at the competition venues for hosting a WBSC Softball World Cup. The LOC shall complete this checklist, including visual evidence of all the information and spaces detailed in the Softball Competition Venue Guidelines.

NOTE: The Official Bid Candidate Form shall include one Venue Checklist for each competition venue proposed for the Event.

NAME OF THE VENUE
SECTION 1: GENERAL INFORMATION
WBSC SOFTBALL WORLD CUP: 2024 Men's Group Stage Event and 2025 Men's World Cup
VENUE ADDRESS AND LOCATION: Prime Ministers Park 3200 Block of 6th Street East Prince Albert, Sask. Canada
VENUE OWNER: <ul style="list-style-type: none"> - Government; City of Prince Albert(Municipal Government) - Professional Club; or - Private.
DISTANCE FROM TEAMS' HOTELS: Five minute Drive from any of the hotels
DISTANCE FROM WBSC FAMILY HOTEL: Five minute Drive from any of the hotels
RESTRICTIONS: None
COMMENTS:

SECTION 2: FLOOR PLAN		
2.1.	Please attach a floor plan of each competition venue that shows the location of all functional areas for Teams, WBSC Family, TV Production, etc.	
SECTION 3: ADMINISTRATION AREA & WORKSPACES		
3.1.	WBSC Office	YES <input checked="" type="checkbox"/> _____ NO _____
3.2.	WBSC Directors Office	YES <input checked="" type="checkbox"/> _____ NO _____
3.3.	TC's Room	YES <input checked="" type="checkbox"/> _____ NO _____
3.4.	Umpire Room	YES <input checked="" type="checkbox"/> _____ NO _____
3.5.	Clock Operator Desk	YES <input checked="" type="checkbox"/> _____ NO _____
3.6.	Scorers' Room	YES <input checked="" type="checkbox"/> _____ NO _____
3.7.	Public Address and Scoreboard Personnel	YES <input checked="" type="checkbox"/> _____ NO _____
3.8.	LOC Administration Office	YES <input checked="" type="checkbox"/> _____ NO _____
3.8.1.	Accreditation Centre	YES <input checked="" type="checkbox"/> _____ NO _____
3.9.	Doping-Control Station	YES <input checked="" type="checkbox"/> _____ NO _____
3.10.	WBSC Family Dining Room/Area	YES <input checked="" type="checkbox"/> _____ NO _____
SECTION 4: TEAMS FACILITIES		
4.1.	Locker Room	YES _____ NO <input checked="" type="checkbox"/> _____ Number of lockers _____

4.2.	Shower and Toilet Facilities	YES <input checked="" type="checkbox"/> _____ NO _____
4.3.	Training Room	YES _____ NO <input checked="" type="checkbox"/> _____
4.4.	Dining Room/Area	YES <input checked="" type="checkbox"/> _____ NO _____
4.5.	Field Access	YES <input checked="" type="checkbox"/> _____ NO _____
4.6.	Teams' Parking	YES <input checked="" type="checkbox"/> _____ NO _____
4.7.	Waiting Room/Area	YES <input checked="" type="checkbox"/> _____ NO _____
4.8.	Warm-up Venues/Fields	YES <input checked="" type="checkbox"/> _____ NO _____
SECTION 5: FIELD OF PLAY		
5.1.	Field Dimensions	LF <u>250</u> ft CF <u>250</u> ft RF <u>250</u> ft
5.2.	Playing Surface	Natural grass <input checked="" type="checkbox"/> _____ Artificial turf _____ Mixed _____
5.3.	Padded Fences (outfield, backstop and side-lines)	YES <input checked="" type="checkbox"/> _____ NO _____
5.3.1.	Outfield Fence	Height <u>6</u> ft
5.3.2.	Backstop	Dimensions <u>60</u> x <u>25</u> ft
5.4.	Bullpens	YES <input checked="" type="checkbox"/> _____ NO _____
5.5.	Dugout	YES <input checked="" type="checkbox"/> _____ NO _____

5.5.1	Helmet and Bat Rack (recommended)	YES _____ NO <u>X</u> _____
5.5.2	Floor (anti-skid surface)	YES _____ NO <u>X</u> _____ Wood _____ Rubber matting _____ Artificial turf _____
5.6	Field Equipment	YES <u>X</u> _____ NO _____
5.6.1	Screens	Softball pitching screen (protective) <u>X</u> Double play protector screen _____ 2 base protector screens <u>X</u>
5.6.2	Batter's Eye - min. size 30ft (9.14m)	YES _____ NO <u>X</u> _____ _____ Dimensions _____ _____ ft
5.6.3	Foul Poles	YES <u>X</u> _____ NO _____
5.6.4	Flag Poles	YES <u>X</u> _____ NO _____ Size _____ Quantity _____
5.6.5	Field Lighting average illumination (1000 lux in the infield and 750 lux in the outfield)	YES <u>X</u> _____ NO _____
5.6.6	Tarps	YES <u>X</u> _____ NO _____ Full infield tarp _____ Base area, pitcher's circle and home plate tarps <u>X</u> _____ Bullpens _____
SECTION 6: FIELD MAINTENANCE		
6.1.	Groundskeeper Crew	Personnel number <u>TBA</u> _____ Level (pro, experienced, amateur, volunteers) <u>City Workers(Pro) & Volunteers</u> _____
6.2.	Facility Maintenance and Cleanliness	Painted recently <u>X</u> _____ Interior repairs needed _____ (attach maintenance schedule if any)

6.3.	Field Maintenance plan and equipment (mowers, tractors, nail- drags, screens, rakes and weather forecast device/app)	YES <input checked="" type="checkbox"/> _____ NO _____
6.4.	Playing Field Reconditioning capability	YES <input checked="" type="checkbox"/> _____ NO _____
6.5.	Field Maintenance Materials (stock of drying material, chemical drying agent, calcined clay, paint and non-caustic chalk powder)	YES <input checked="" type="checkbox"/> _____ NO _____
6.6.	Irrigation System	YES <input checked="" type="checkbox"/> _____ NO _____ Automatic full field irrigation system (sprinklers) <input checked="" type="checkbox"/> _____ Water outlines _____
6.7.	Field Drainage System	YES <input checked="" type="checkbox"/> _____ NO _____
SECTION 7: VENUE INFRASTRUCTURE		
7.1.	Sound System	YES <input checked="" type="checkbox"/> _____ NO _____
7.2.	Scoreboard (Team names, player at bat, score, B-S-O, total hits and line-ups)	YES <input checked="" type="checkbox"/> _____ NO _____ Dimensions <u>7</u> x <u>25</u> ft
7.3.	Video Screen	YES _____ NO <input checked="" type="checkbox"/> _____ Dimensions _____ x _____ ft
7.4.	Clocks (infield, outfield and day clock)	YES <input checked="" type="checkbox"/> _____ NO _____
7.5.	Radar Gun	YES <input checked="" type="checkbox"/> _____ NO _____
SECTION 8: VIP HOSPITALITY AREAS		
8.1.	WBSC President Suite	YES <input checked="" type="checkbox"/> _____ NO _____
8.2.	VIP Lounge	YES <input checked="" type="checkbox"/> _____ NO _____
8.3.	VIP Seats (in public stands)	YES <input checked="" type="checkbox"/> _____ NO _____



SECTION 9: SPECTATORS SERVICES		
9.1.	Seating Capacity	<u>5000+</u> seats
9.2.	Restrooms & Lavatories	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>
9.3.	Ticket Windows & Entry Positions	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>
9.3.1.	Ticket/Box Office	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>
9.3.2.	Entry Positions	<u>1</u> gates
9.4.	Concession Stands	<u>6+</u> stands
SECTION 10: SECURITY & FIRST AID		
10.1.	Access Control & Security Checkpoints	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> (indicate location in floor plan)
10.2.	First Aid Station (bed for medical examinations, oxygen cylinder and defibrillator needed)	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> (indicate location in floor plan)
10.3.	Ambulance	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> (indicate parking location in floor plan)
SECTION 11: TV PRODUCTION		
11.1.	Camera Positions (minimum 6 positions locations with scaffolding in specific positions needed)	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>
11.2.	TV Compound Parking Area	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> (indicate location in floor plan)
11.3.	Cabling /Switch Boards	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> (indicate location in floor plan)
11.4.	TV Commentator Booths with field view (ENG, ESP, in booth monitor)	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> Number of booths <u>2</u>



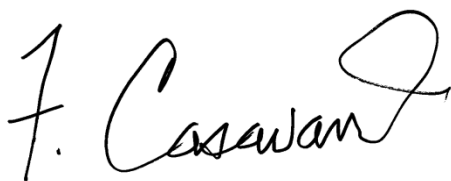
11.5.	Electric Source /Generator	YES <input checked="" type="checkbox"/> _____ NO _____
11.6.	Internet Availability (minimum designated 50 MGB)	YES <input checked="" type="checkbox"/> _____ NO _____
SECTION 12: MEDIA FACILITIES		
12.1.	Media Parking and Access	YES <input checked="" type="checkbox"/> _____ NO _____
12.2.	Photographers Area	YES <input checked="" type="checkbox"/> _____ NO _____
12.3.	Radio Broadcast Booths	YES <input checked="" type="checkbox"/> _____ NO _____
12.4.	Media Lounge (Wi-fi and desks needed)	YES <input checked="" type="checkbox"/> _____ NO _____
12.5.	Press Conference Room (2 Platforms, backdrop and microphone needed)	YES <input checked="" type="checkbox"/> _____ NO _____ Backdrop dimensions <u> 4 </u> x <u> 8 </u> ft
12.6.	Mixed Zones	YES <input checked="" type="checkbox"/> _____ NO _____ (indicate location in floor plan) Backdrop dimensions _____ x _____ ft

NOTE: The WBSC Events Department Staff and the WBSC Venue Infrastructure Commission will review the document and agree with the LOC a site visit in order to inspect the facility for compliance of the standards established in this document.

CONFIRMATION OF SUBMISSION

The Host Organizing Committee would like to thank Softball Canada and the World Baseball Softball Confederation for the opportunity to submit our bid proposal. Should you have any questions or concerns after reviewing the proposal please do not hesitate to contact us. We are very excited at the opportunity to showcase the World's best softball players in our community.

Regards,



Felix Casvant
Co-Chair





SPONSORSHIP PARTNERSHIPS

JULY 11-14, 2024 & JULY 9-13, 2025

MAX POWER BALL PARKS

PRINCE ALBERT, SASKATCHEWAN CANADA

BE A PART OF THE TEAM!!



THE HOST COMMITTEE IN PARTNERSHIP WITH PRINCE ALBERT MINOR SOFTBALL IS VERY PROUD TO ONCE AGAIN HOST THE WORLD IN PRINCE ALBERT IN 2024 AND 2025. THE HOST COMMITTEE LAST PRESENTED PRINCE ALBERT WITH A WORLD CHAMPIONSHIP HOSTING THE JR MEN'S WORLD CHAMPIONSHIP AS PART OF PROJECT TRIPLE PLAY IN 2018 AND WAS A VERY SUCCESSFUL EVENT WITH 12 TEAMS PARTICIPATING. 6 TEAMS WILL PARTICIPATE IN THE QUALIFIER IN 2024 AND 8 TEAMS WILL BATTLE FOR THE TITLE OF WORLD CHAMPION IN 2025. NUMEROUS GAMES WILL FILL THE RECENTLY RENOVATED MAX POWER BALL PARKS AT PRIME MINISTERS PARK OVER THE COURSE OF EACH TOURNAMENT AND WE ARE EXCITED TO SHOWCASE AS MUCH AS WE CAN ABOUT OUR COMMUNITY AND PROVINCE WHICH WE CALL HOME.

THANK YOU FOR TAKING THE TIME TO VIEW THE OPPORTUNITIES TO PARTNER WITH THIS EVENT, OUR COMMITTEE AND ENSURE A SUCCESSFUL NATIONAL CHAMPIONSHIP. WE LOOK FORWARD TO SEEING YOU IN THE STANDS AND CHEERING TEAM CANADA AND THE WORLD ON!

IAN LITZENBERGER/DEREK SMITH

CO-CHAIRS

306-961-4750/306-980-6116

IANLITZ@SASKTEL.NET / DEREK.SMITH@FLAMAN.COM

SPONSORSHIP PARTNERSHIPS

GAME DAY SPONSOR - \$1250 OR \$2000 FOR BOTH EVENTS

- BUSINESS NAME ON EVENT'S MEDIA PLATFORMS
- SPONSOR LISTING PAGE IN FAN GUIDE
- SPONSOR LISTING SIGNAGE AT PARK
- BUSINESS NAME ANNOUNCEMENT ON FIELD FOR DAY CHOSEN
- 4 TOURNAMENT PASSES
- 4 ADDITIONAL TICKETS TO YOUR SPONSOR DAY

SINGLE SPONSOR - \$2500 PER TOURNAMENT OR \$4000 FOR BOTH

- BUSINESS NAME ON EVENT'S MEDIA PLATFORMS
- SPONSOR LISTING PAGE IN FAN GUIDE
- SPONSOR LISTING SIGNAGE AT PARK
- 2 X 4 FENCE SIGNAGE - KINSMEN FIELD
- 4 TOURNAMENT PASSES

DOUBLE SPONSOR - \$4000 PER TOURNAMENT OR \$7000 BOTH

- BUSINESS NAME ON EVENT'S MEDIA PLATFORMS
- 1/4 PAGE AD IN FAN GUIDE
- SPONSOR LISTING SIGNAGE AT PARK
- 2 X 4 FENCE SIGNAGE - ROTARY FIELD
- 4 TOURNAMENT PASSES
- PUBLIC ADDRESS ANNOUNCEMENTS EACH DAY
- COMMERMORATIVE GIFT

SPONSORSHIP PARTNERSHIPS

TRIPLE SPONSOR - \$7500 PER TOURNAMENT OR \$12,500 FOR BOTH

- BUSINESS IDENTIFICATION ON EVENT'S MEDIA PLATFORMS
- 1/4 PAGE AD IN FAN GUIDE
- SPONSOR LISTING SIGNAGE AT PARK
- 2 X 4 FENCE SIGNAGE - KINSMEN FIELD & ROTARY FIELD
- 6 TOURNAMENT PASSES
- PUBLIC ADDRESS ANNOUNCEMENTS EACH DAY
- COMMERMORATIVE GIFT

HOME RUN SPONSOR - \$12,500 PER TOURNAMENT OR \$20,000 FOR BOTH

- BUSINESS NAME ON EVENT'S MEDIA PLATFORMS
- 1/2 PAGE AD IN FAN GUIDE
- SPONSOR LISTING SIGNAGE AT PARK
- 4 X 4 FENCE SIGNAGE - KINSMEN FIELD & ROTARY FIELD
- 8 TOURNAMENT PASSES
- PUBLIC ADDRESS ANNOUNCEMENTS EACH DAY
- COMMERMORATIVE GIFT

BANQUET SPONSOR - \$12,500 PER TOURNAMENT OR \$20,000 FOR BOTH

(MULTIPLE OPPORTUNITIES WITH VIP BANQUET, TEAM BANQUET AND VOLUNTEER BANQUET PER TOURNAMENT)

- BUSINESS NAME ON EVENT'S MEDIA PLATFORMS
- EXCLUSIVE NAMING OF BANQUET WITH SIGNAGE
- 1/2 PAGE AD IN FAN GUIDE
- SPONSOR LISTING SIGNAGE AT PARK
- 2 X 4 FENCE SIGNAGE - KINSMEN FIELD & ROTARY FIELD
- 6 TOURNAMENT PASSES
- 4 BANQUET TICKETS
- OPPORTUNITY TO ADDRESS TEAMS AT BANQUET
- PUBLIC ADDRESS ANNOUNCEMENTS EACH DAY
- COMMERMORATIVE GIFT

SPONSORSHIP PARTNERSHIPS

GRAND SLAM SPONSOR - \$25,000 PER TOURNAMENT OR \$40,000 FOR BOTH

- BUSINESS NAME ON EVENT'S MEDIA PLATFORMS
- SIGNAGE AT BANQUET
- FULL PAGE AD IN FAN GUIDE
- SPONSOR LISTING SIGNAGE AT PARK
- 4 X 4 FENCE SIGNAGE - KINSMEN FIELD & ROTARY FIELD
- 8 TOURNAMENT PASSES
- 4 BANQUET TICKETS
- OPPORTUNITY TO ADDRESS TEAMS AT BANQUET
- PUBLIC ADDRESS ANNOUNCEMENTS EACH DAY
- COMMERMORATIVE GIFT

PRESENTING SPONSOR - \$45,000 PER TOURNAMENT OR \$80,000 FOR BOTH

- MEDIA RELEASE TO ANNOUNCE PRESENTING SPONSORSHIP
- CORPORATE NAME ATTACHED TO EVENT
- CORPORATE IDENTIFICATION ON ALL EVENT MATERIAL
- SPONSOR LISTING SIGNAGE AT PARK
- GUEST SPEAKER AT OPENING CEREMONIES
- PARTICIPATION IN SELECT ON-FIELD PRESENTATIONS
- PARTICIPATION IN MEDAL AND TROPHY PRESENTATIONS
- COVER PAGE LOGO & FULL PAGE AD IN FAN GUIDE
- 4 X 8 FENCE SIGNAGE - KINSMEN FIELD & ROTARY FIELD
- 16 TOURNAMENT PASSES
- 8 BANQUET TICKETS
- PUBLIC ADDRESS ANNOUNCEMENTS AT EACH GAME
- COMMERMORATIVE GIFT



SPONSORSHIP PARTNERSHIPS

OPENING CEREMONIES SPONSOR - \$6000 PER TOURNAMENT OR \$10,000 FOR BOTH

- MEDIA RELEASE TO ANNOUNCE OPENING CEREMONIES
- CORPORATE NAME ATTACHED TO CEREMONIES
- SPONSOR LISTING SIGNAGE AT PARK
- GUEST SPEAKER AT OPENING CEREMONIES
- 1/4 PAGE AD IN FAN GUIDE
- 2 X 4 FENCE SIGNAGE - ROTARY FIELD
- 4 TOURNAMENT PASSES
- 8 OPENING CEREMONIES DAY PASSES
- PUBLIC ADDRESS ANNOUNCEMENTS AT EACH GAME
- COMMERMORATIVE GIFT

ENTERTAINMENT SPONSOR - \$6,000 PER TOURNAMENT OR \$10,000 FOR BOTH

- CORPORATE NAME ATTACHED TO EVENT
- CORPORATE IDENTIFICATION ON ALL EVENT MATERIAL
- SPONSOR LISTING SIGNAGE AT PARK
- 1/4 PAGE AD IN FAN GUIDE
- ¼ PAGE EVENT AD IN FAN GUIDE
- 2 X 4 FENCE SIGNAGE - KINSMEN FIELD
- 4 TOURNAMENT PASSES
- 8 "EVENT" TICKETS
- PUBLIC ADDRESS ANNOUNCEMENTS TO PROMOTE EVENT
- COMMERMORATIVE GIFT

TEAM HOST SPONSOR - \$5500 FOR TEAM CANADA PER TOURNAMENT OR \$10,000 FOR BOTH, \$3500 FOR REMAINING COUNTRIES OR \$6000 FOR BOTH

- ** TEAMS AVAILABLE ON A FIRST-COME, FIRST PICK BASIS WITH PAYMENT **
- CORPORATE NAME ATTACHED TO TEAM
- SPONSOR LISTING SIGNAGE AT PARK
- CORPORATE LOGO IN FULL PAGE AD LISTING TEAMS IN FAN GUIDE

- 2 X 4 FENCE SIGNAGE – (LOCATION BASED ON AVAILABILITY)
- 4 TOURNAMENT PASSES
- PUBLIC ADDRESS ANNOUNCEMENTS AT EACH GAME YOUR TEAM PLAYS
- COMMERMORATIVE GIFT

TEAM PAVILION SPONSOR - \$2500 PER TOURNAMENT OR \$4000 FOR BOTH

- MEDIA RELEASE TO ANNOUNCING PAVILION AND TEAM
- CORPORATE NAME AND LOCATION ATTACHED TO EACH TEAM
- CORPORATE LOCATION ON EVENT MAP INDICATING PAVILION
- SPONSOR LISTING SIGNAGE AT PARK
- 1/4 PAGE AD IN FAN GUIDE
- 4 X 4 FENCE SIGNAGE – (MAP OF CITY IN COMMON AREA)
- 2 TOURNAMENT PASSES
- PUBLIC ADDRESS ANNOUNCEMENTS AT EACH GAME SELECTED TEAM IS PLAYING
- OPPORTUNITY TO HAVE COUPON OR SPECIALS IN CONJUNCTION WITH EVENT

Men's Softball World Cup Dates

World Cup Group Stage- 6 Teams- July 10-14, 2024

Competition begins on a Wednesday and ends on a Sunday

July 5 2023	WBSC Staff
July 7 2023	WBSC Directors
July 8/24	WBSC Officials and Teams Arrive in Prince Albert
July 9/24	Scheduled Practice Day for Teams / Pre-Tournament Technical Meetings/ Welcome Banquet for Teams
July 10/24	Competition Begins- Day 1
July 11/24	Competition- Day 2
July 12/24	Competition -Day 3
July 13/24	Competition- Day 4
July 14/24	Playoffs- Day 5/ Ticket Punched Ceremony
July 15/24	WBSC Officials and Teams Depart

World Cup Finals - 8 Teams

July 8-14/25

Competition begins on a Tuesday and ends on a Sunday

July 3 2025	WBSC Staff
July 5 2025	WBSC Directors
July 6/25	WBSC officials and Teams arrive in Prince Albert
July 7/25	Scheduled Practice Day for Teams/ Pre-Tournament Technical Meetings/Welcome Banquet for Teams and officials
July 8/25	Competition Begins- Day 1
July 8/25	Opening Ceremonies-6:00 PM; Final game of the day to follow
July 9/25	Competition- Day 2
July 10/25	Competition-Day 3
July 11/25	Competition - Day 4
July 12/25	Competition -Day 5
July 13/25	Playoffs- Day 6/Closing Ceremonies
July 14/25	Rain Day if required
July 15/25	Teams and Officials Depart



City of Prince Albert

RPT 24-40

TITLE: Event Retention Destination Marketing Fund Grant Application -
NLC/PAGC/NLCDC Golf Tournament

DATE: February 9, 2024

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That the following report be approved to receive DMF Funding from the City of Prince Albert as follows:

1. That the Event Retention Destination Marketing Fund Grant Application from NLC/PAGC/NLCDC Golf Tournament for funding the PAGC/NLC - Golf Tournament scheduled for August 16 – August 18, 2024, in the amount of \$7,500.00, be approved;
2. That \$7,500.00 be funded from the Destination Marketing Levy Reserve; and,
3. That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of The City, once prepared.

TOPIC & PURPOSE:

To obtain approval for funding in the amount of \$7,500.00 for the PAGC/NLC Golf Tournament scheduled for August 16 – August 18, 2024.

BACKGROUND:

City Council, at its meeting of June 13, 2022, considered an updated Destination Marketing Levy Policy – Amended as Per Executive Committee.

Council approved the following motion:

“That the Destination Marketing Levy Policy No. 89.3, as attached to RPT 22-242, be approved.

The updated Destination Marketing Levy Policy updated the approval of DMF Funding Grants and Final Reports.

The attached DMF Application is requesting approval for grant funding in the amount of \$7,500.00.

The Application states: *“The PAGC/NLC Golf tournament has been held annually in Prince Albert for the past 15 years. The tournament is an open tournament that usually attracts close to 250 golfers over a two-day event. 4 years ago a 3rd day was added to the tournament, a Skins Game the day before the annual event. This was however dropped during COVID years, but this year we are looking at bringing it back, this would add a 3rd day to the tournament (Friday, Aug 16th). We found a lot of the participants like this game as it gives them a practice day on the course. The PAGC/NLC Open Golf Tournament remains the largest golf event at Cooke Golf Course in Prince Albert and is one of the longest-running golf events in the province. It attracts participants from across Western Canada (SK, MB, AB), and even players from the US. To date, there have been no official competitive bids received on paper. However, Ryan Danbert at Elkridge Resort has in the past expressed a verbal interest in hosting the tournament at Elk Ridge and the event may be at risk of relocating. Ryan is very familiar with the value of the event and what else it could bring in other events.”*

The application also states **that projected revenue and expenses are targeted to break even. In the past years, we have seen a profit and this has always gone to supplying children's school supplies. Should this happen again the profits would go towards donations to children for the 2024/2025 school year. This is something that has been done in the past with huge success and it is expected to happen once again.**

As per the Destination Marketing Levy Policy, this Application needs to be approved by the Destination Marketing Levy Advisory Committee.

PROPOSED APPROACH AND RATIONALE:

Funding Model for Grants

Destination Marketing Levy Funds will be funded as a Grant to Host Committees as per the confirmed hotel accommodations for the Event. The grant to be funded will be based on the following ratio criteria:

Destination Marketing Levy COMMITTEE Approval - Grants for Funding \$5,000 up to \$10,000.	
Hotel Rooms	Maximum DMF Levy Funding
401-450	\$5,500
451-500	\$6,000
501-550	\$6,500
551-600	\$7,000
601-650	\$7,500
651-700	\$8,000
701-750	\$8,500
751-800	\$9,000
801-850	\$9,500
851-900	\$9,900

The criteria for hotel rooms for DMF funding in the amount of \$7,500 is 601 to 650 confirmed hotel rooms.

The Grant Application illustrates hotel stays in the range of 640 total nights. This estimate is conservative as golfers bring family members and friends in for the event. Some participants also quite often come a day earlier or stay a day later because of the distance they live from Prince Albert. This has not been calculated into the estimate. However last year’s application estimated 600 room nights and ended up with less at 449.

CONSULTATIONS:

The Grant Application has been reviewed internally by Administration.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Once a decision has been rendered by the Destination Marketing Levy Advisory Committee, the Administrator will report back to the Host Committee.

Once the funding is approved, a Funding Agreement will be forwarded for signing.

POLICY IMPLICATIONS:

This Grant Application is from the approved Destination Marketing Levy Policy.

FINANCIAL IMPLICATIONS:

As per approved Policy, the Destination Marketing Levy Advisory Committee can approve applications up to \$10,000.

The Destination Marketing Levy Reserve is projected to have a surplus balance of **\$1,250,222.00** with the events approved to date for DMF Funding along with the approved allocation from the 2024 Budget.

PRIVACY IMPLICATIONS/OTHER CONSIDERATIONS/IMPLICATIONS:

There are no official community plan or privacy implications.

STRATEGIC PLAN:

The City Strategic Plan 2023-2025 aims to ALIGN City resources to assist community partners to coordinate events which promote Prince Albert as a vibrant and diverse City.

Acting and Caring Community – The Destination Marketing Levy Policy was approved for attracting events to the City of Prince Albert; attract visitors to the City of Prince Albert, and in so doing, generate significant economic benefit for the community.

The Application states that the tournament is the largest golf tournament held in Prince Albert and will continue to grow should it be kept in Prince Albert.

This Tournament provides great economic benefit to our community.

PAGC/NLC Golf Tournament:

“The organization committee targets local businesses for support to keep the event in Prince Albert and local businesses have stepped up to the plate in their support. As the event attracts many participants from neighboring provinces, Prince Albert's local businesses benefit from the event attendees and Prince Albert does have more to offer for shopping, leisure, and entertainment. Other than the hotels one other group that sees huge benefits is the car dealerships. Most of the dealers in town either advertise at the event or offer a car up as a hole in one prize.”

OPTIONS TO RECOMMENDATION:

That the Destination Marketing Levy Advisory Committee does not approve this funding request. This is not being recommended as this event will bring significant economic benefit to the City of Prince Albert and the hotels.

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

PRESENTATION:

Verbal Presentation by the DMF Administrator

ATTACHMENTS:

1. Event Retention DMF Application - PAGC/NLC Golf Tournament

Written by: Trina Bell, Tourism Coordinator

Approved by: Director of Planning and Development Services & City Manager

Event Retention Destination Marketing Fund Grant Application

Application Date: November 27, 2023

Please select the type of application being submitted.

- Event Viability Application (event is struggling)
- Competitive Bid received Application

Amount of Destination Marketing Grant Fund Requested: \$ \$8,000

Organization Information:

Name of Organization requesting funding: NLC/PAGC/NLCDC Golf Tournament

Contact Person: Geoff Despins

Phone: 306.961.9926 Email: gdespins@pagc.net

Mailing Address including postal code: 1211 1st Avenue West Prince Albert, Sask., S6V-4Y8

Type of Organization (please select one)

- Private Not-for-Profit Other

If Other, explain: [Click here to enter explanation.](#)

Name of Organization that the Destination Marketing Fund Grant, if approved, should be made payable to: NLC/PAGC Golf Tournament

Brief description of organization requesting funding: The Prince Albert Grand Council (PAGC) is the tribal council representing 12 First Nations with a total of 30,000 plus First Nations members. The Northern Lights Casino has been an entertainment destination in Western Canada since 1996. It is located in what is known in Saskatchewan as the "Gateway to the North/South". The PAGC has hosted this tournament for the past 38 years, since 1985. NLC/NLCDC partnered with PAGC for the past 20 plus years, since 2000. The tournament was hosted in Melfort, Sask. for approx. 23 years and in Prince Albert for the past 15 years.

Organization's annual budget: \$ 110,000

Event Information:

Name of Event: PAGC/NLC Golf Tournament

Duration of event: Start date: Aug. 16, 24 End date: Aug. 18, 24

Describe the event: The PAGC/NLC Golf tournament has been held annually in Prince Albert for the past 15 years. The tournament is an open tournament that usually attracts close to 250 golfers over a two day event. Please note during Covid the numbers were slightly skewed for 2020 and 2021 as we could not get the usual amount of players on the course. Last year 2023, the event got back to normal and almost 240 players attended the tournament. 4 years ago a 3rd day was added to the tournament, a Skins Game the day before the annual event. This was however dropped during the Covid years. This year after speaking with Darcy Meyers at Cooke Golf Course we are looking at bringing the Skins Game back, this would added a 3rd day to the tournament (Friday 16th August). We found a lot of the participants like this game as it gives them a practice day on the course. An attempt was made last year 2023 to do a Skins game but the course was booked. The PAGC/NLC Open Golf Tournament remains the largest golf event at Cooke Golf course in Prince Albert and is one of the longest running golf events in the province. It attracting participants from across Western Canada (Saskatchewan, Manitoba and Alberta). It has even drawn players from the US

Accommodations:

Estimated number of room nights generated from event: 320
(Room nights limited to hotel/motel rooms, B&B rooms)

Handwritten: 320 x 2 = 640

What method did you use to estimate the number of room nights generated for this event: 640 total participants x 50% out of town participants = 320 x 2 room nights = 600 Please note this number should increase if the Skins Game goes ahead on Friday. This estimate is conservative as golfers bring family members and friends in for the event. Some participants also quite often come a day earlier or stay a day later because of the distance they live from Prince Albert. This has not been calculated into the estimate.

What local facilities other than accommodations will be used: Cooke Municipal Golf Course – The many stores, malls and restaurants in the city of Prince Albert. It is also a significant draw for the Casino. While in the city one partner would golf and the other partner and family would visit family and shop in the city.

Event Attendance:

Estimated participants, officials and staff:	<u>300</u>
Estimated spectators – non-residents (80 km or more away from Prince Albert)	<u>150</u>
Estimated spectators – City residents	<u>150</u>
Total estimated spectators	<u>600</u>

This event is (please select one)

- Local
 Provincial
 Regional
 National
 International



Media exposure (please select one)

Local Provincial Regional National International

Event History:

How long has this event been held in Prince Albert? This event has been held in Prince Albert for the past 15 years. The event was held in Melfort, SK prior to moving the event to Prince Albert, SK.

Frequency of the event being hosted in Prince Albert (annually, every second year, etc.)? Annually

Does hosting this event in Prince Albert result in other events being hosted in Prince Albert or could other events be hosted in Prince Albert as a result of this event? Yes No

Please explain: Hosting this event in Prince Albert could result in other events being hosted as this tournament draws participants from SK, MB, AB. Participants will bring family members and friends to visit Prince Albert for shopping, leisure & entertainment. This event because of it's draw will help in advertising the new sports and entertainment district being developed in Prince Albert. This would hopefully target hockey tournaments that maybe say are happening in other communities or new and upcoming events. This year also the NLC annual car show will be held on Saturday the 10th of August. We have made sure that the 2 events do not happen on the same weekend as it did last year.

Briefly summarize the experience of your organization related to hosting this or other events:

PAGC has hosted this event for the past 37 years with NLC/NLCDC partnering for the past 22 years. Each year PAGC/NLC staff volunteer to host the event, every staff/volunteer has roles and

responsibilities that are met. Every year the event is a success even through the Covid years. Last year the staff changed up the tournament to a regular tee-offs rather than a Shot Gun start, this worked extremely well.

Assessing Need:

Please provide as much supporting information as possible to aid in assessing your application. The strength of information provided is the basis from which funding recommendations will be made. Please pay special attention to describing the items outlined below to the best of your ability.

Why is the event in jeopardy of not being held in Prince Albert or of its duration being reduced? How crucial is the Event Retention Destination Marketing Fund Grant? The event being held in Prince Albert is very important as it shows community support and the community benefits by having a major event in the city. The two day event brings revenue to local businesses within the city as participants travel from all of SK, MB and AB. This event was first hosted in Melfort Sask. and was moved to Prince Albert for the past 15 years. The Elk Ridge Resort's owner Ryan Danberg has verbally contacted the committee in the past. He has expressed a standing offer in hosting this tournament, should Prince Albert not want to support the event. He was the principle person when the event was hosted in Melfort so he is very familiar with the event and it's potential revenue. This event drives huge revenue to the hotels in Prince Albert and other business including Cooke Golf Course and Northern Lights Casino.

Please describe efforts made by the organizing committee to retain this event in Prince Albert: The organization committee targets local businesses for support to keep the event in Prince Albert and local business have stepped up the the plate in there support. As the event attracts many participants from neighboring provinces, Prince Albert local businesses benefit from the event attendees and Prince Albert does have more to offer for shopping, leisure and entertainment. Other than the hotels one other group that sees huge benefits is the car dealerships. Most of the dealers in town either advertise at the event of offer a car up as a hole in one prize.

Should an Event Retention Destination Marketing Fund Gant be approved, what plans have been put in place to ensure the event is sustainable moving forward?

(Possible information to include is your business plan including marketing plans and a demonstration of what is planned to ensure ongoing sustainability of the event)

Should an Event Retention Destination Marketing Fund Grant be approved it would improve community support for the event to be kept in Prince Albert. The tournament is the largest golf tournament held in Prince Albert and will continue to grow should it be kept in Prince Albert.

If a competitive bid from another community to host the event in their community has been received please include details with your funding application.

(These details should include items such as: was the bid solicited by your organization or unsolicited, have the appropriate decision makers indicated a willingness to relocate the event, how does the organization benefit from moving the event, etc.)

To date there has been no official competitive bids received on paper. However, Ryan Danbert has expressed a verbal interest in hosting the tournament at Elk Ridge should the Prince Albert DMF not want to support the event. So there is always the risk of relocating to Elk Ridge Resort. Ryan is very familiar with the value of the event and what else it could bring in other events.

Please ensure the following items accompany your application:

- Budget for the event.
- Supporting information if applicable.

** Please provide the most current year-end financial statements or best equivalency if available.*

Privacy Policy Statement and Application Certification

The City of Prince Albert is governed by *The Cities Act* and designated as a Local Authority pursuant to *The Local Authority Freedom of Information and Protection of Privacy Act (LAFOIP)*. Therefore, all information collected for the Destination Marketing Fund Grant Application process, including final executed Contracts and Agreements will be subject to public disclosure either through a Freedom of Information and Access Request in accordance with those regulations or Public Agenda.

Section 91(1)(a) of the Cities Act states the following:

“91(1) Any person is entitled at any time during regular business hours to inspect and obtain copies of:

(a) Any contract approved by the council, any bylaw or resolution and any account paid by the Council relating to the City”

This Grant Application with all supporting documents can be saved and emailed to destinationlevy@citypa.com or printed and mailed or dropped off to City Hall, City Manager's Office, 2nd Floor, 1084 Central Avenue, Prince Albert, SK S6V 7P3.

PAGC/NLC/NLCDC Golf Tournament

August 16-18, 2024

INCOME	\$110,000.00	\$0.00	-\$110,000.00
<i>Item</i>	<i>Budget</i>	<i>Actual</i>	<i>Variance</i>
Golf Entry Fees	\$84,000.00	\$	(84,000.00)
Sponsor / Advertising / DMF	\$26,000.00	\$	(26,000.00)

Notes:

Total revenue for golfers

<u>Category</u>	<u># Participants</u>	<u>Avg. Entry Fee</u>	<u>Total</u>
Mens	150		\$ -
Seniors	60		\$ -
Ladies	30		\$ -
Total	240		\$ -

84,000

PAGC/NLC/NLCDC Golf Tournament

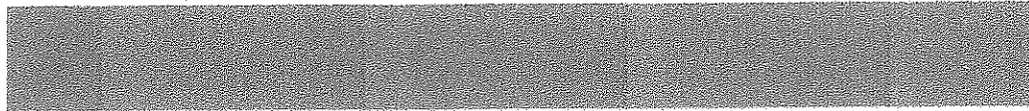
August 16-18, 2024

EXPENSES	\$110,000.00		
<i>Item</i>	<i>Amount</i>	<i>Actual</i>	<i>Variance</i>
Green Fees	\$47,000.00	\$	(47,000.00)
Prize Payouts	\$32,000.00		
CPs	\$12,000.00	\$	(12,000.00)
Elders Expense	\$1,000.00	\$	(1,000.00)
Fish Fry Banquet - Hot Dogs - Water	\$9,250.00	\$	(9,250.00)
Supplies (score cards/trophies) plus staffing ie hole attendants	\$8,750.00	\$	(8,750.00)

PAGC/NLC/NLCDC Golf Tournament

August 16-18, 2024

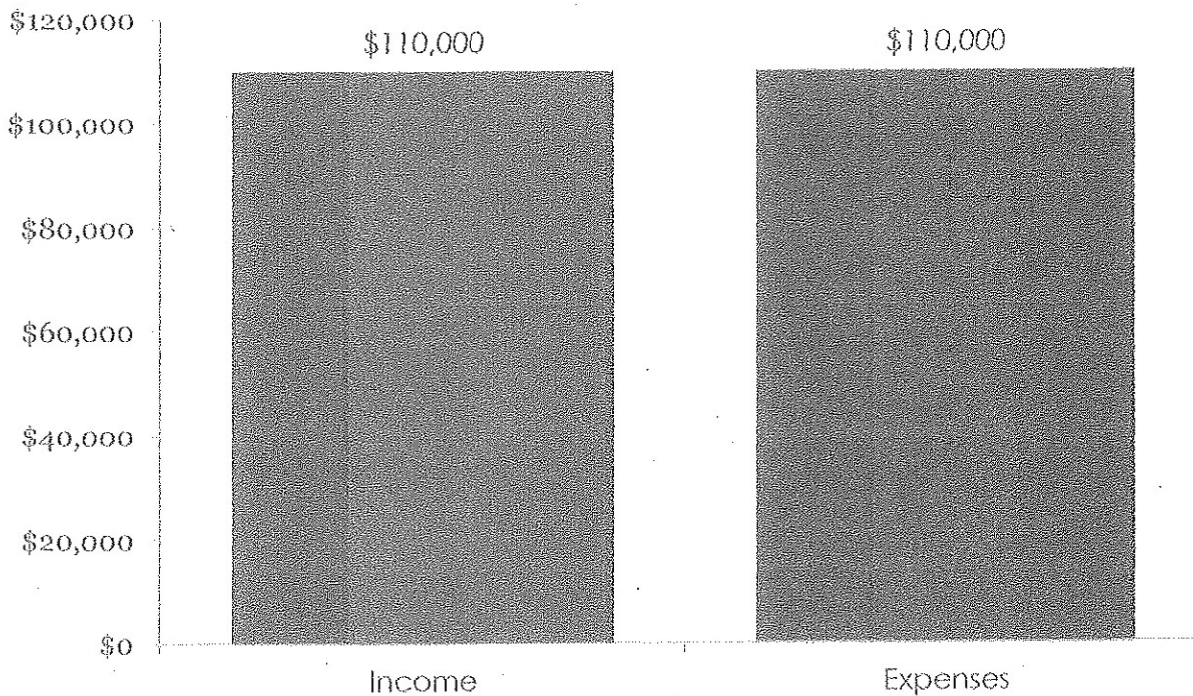
PERCENTAGE OF INCOME SPENT



5%

SUMMARY

<i>Total Income</i>	<i>Total Expenses</i>	<i>Balance</i>
\$110,000	\$110,000	\$0



Note:

Projected revenue and expenses is targeted to break even. In past years we have seen a profit and this has always gone to supplying children with school supplies. Should this happen again the profits would go towards a donations to children for the 2024/2025 school year. This is something that has been done in the past with huge success and it is expected to happen once again. Please note the profit for the event has increased.

Please note all budget numbers have been rounded off (Revenue and Expenses)

Levy Funds, up to a maximum annual allocation of \$10,000.

Request for Promotional and Marketing Materials by Administration will be forwarded to the Destination Marketing Levy Advisory Committee for review and approval.

The administration is providing for consideration the following materials to be purchased in partnership with Tourism Prince Albert for the purpose of promoting and marketing both the Destination Marketing Levy Funds Grant and Tourism Prince Albert.

A) 1500 mini totes using two different Prince Albert logos (750 of each) on one side and both Tourism and DMF logos on the other side. The cost below shows for one Prince Albert logo, to order both it would be a total of \$3792.60. Both design options are shown below.

Item	Payson Mini Tote - 12" x 9"		Colors	(Tote, Trim) : See Below		
Qty	Item #	Description	Unit \$	Price \$	Total \$	
750	C139307	Payson Mini Tote - 12" x 9"	1.7000	1,275.00	1,275.00	
		250 - Black, Black	0.0000	0.00	0.00	
		250 - Hunter Green, Hunter Green	0.0000	0.00	0.00	
		250 - Navy Blue, Navy Blue	0.0000	0.00	0.00	
1	Coupon	Coupon Code	-179.0000	-179.00	-179.00	
750	Add'l Location	Add'l Location Run Charge	0.6000	450.00	450.00	
1	Set-Up Charge	Set-Up Charge	65.0000	65.00	65.00	
1	Set-Up Charge	Set-Up Charge (Add'l Loc)	65.0000	65.00	65.00	
1	Discounts	Free Set-Up	-65.0000	-65.00	-65.00	
1	Delivery	Special Canadian Delivery Freight	0.0000	0.00	0.00	
				97.38	97.38	
				Tax	187.92	
					1,896.30	

Artwork Instructions

Product Color (Base, Trim): See Below, See Below

Imprint Location: Back

Imprint Colors: White

Imprint Location: Front

Imprint Colors: White

Additional Notes:

Art On File: Please refer to our previous order 18106614-2

Date: 6/12/2019

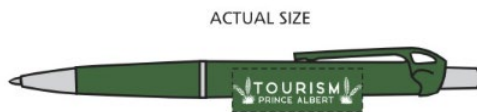


B) 1500 pens with the Tourism logo or DMF logo for a total of \$758.88. The design option is shown below.

Item		Daley Pen				Colors (Barrel,Trim): Green, Green	
Qty	Item #	Description	Unit \$	Price \$	Total \$		
1,500	C154308	Daley Pen	0.4100	615.00	615.00		
1	Coupon	Coupon Code	-65.0000	-65.00	-65.00		
1	Set-Up Charge	Set-Up Charge	35.0000	35.00	35.00		
1	Delivery	Special Canadian Delivery	0.0000	0.00	0.00		
		Freight		98.68	98.68		
				Tax	75.20		
					758.88		

Artwork Instructions

Product Color (Base, Trim): Green,Green
 Imprint Location: Barrel- Beside Clip
 Imprint Colors: White



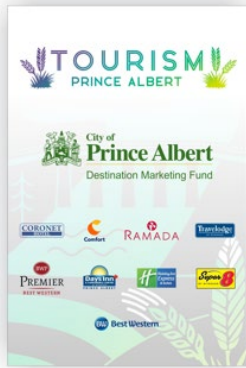
imprint color(s):
 WHITE

The DMF Administrator is asking for approval to purchase 1500 totes and 1500 pens to be used towards DMF events for giveaways helping to promote both DMF and Tourism Prince Albert. The total for both is \$4551.48 to be allocated from the Destination Marketing Fund Levy for promotional and marketing materials. The Tourism budget does not have funds to cover this cost at this time, other options are being looked at to be used for the Tourism Gift shop so these would be mostly used for DMF events with some Tourism such as welcome packages for new residents to our City.

These bags were purchased by Prince Albert Tourism (PAREDA) in previous years and were a huge hit for several events in 2023. They were utilized for tournament player of the game and team packages, or other events not through the DMF such as conferences, and were provided to all the attendees visiting our city. These packages also included a Tourism pen if requested as well as the Prince Albert Discovery Guide and Map. The City Label Pin was also added for some events at request.

C) The DMF Administrator has also purchased signage for DMF in partnership with Prince Albert Tourism. The below invoice from Markit Signs includes; 2 banner inserts, 2 feather flags, 2 A-frame inserts, and 2 stake signs. All items will include both the DMF Logo and Tourism Logo as well as all DMF hotel logos. They will be available for sign-out to be utilized at all DMF events, and by Tourism Prince Albert when setting up and attending events. These items have been purchased from the 2023 budget but have not been finalized as the DMF administrator is waiting on the new hotel logo.

ACTIVITY	QTY	RATE	AMOUNT	TAX
Hardware/Stand:Banner Stand Insert New Banner Stand Insert 33.5"	2	185.00	370.00	S
Feather Flags 8' D/S Feather Flags w/ weight base - \$275	2	275.00	550.00	S
Labour Rates:Graphic Design Design/Setup - \$60-120 \$120/hr	1	60.00	60.00	S
Custom Signage 2 - 2' x 3' Coroplast Insert for A-Frame	2	52.00	104.00	S
Custom Signage 2 - 8.5" x 11" coroplast with stake	2	25.00	50.00	S
Etransfers can be sent to amanda@markitsigns.ca Thank you for your business!				
		SUBTOTAL	1,134.00	
		GST @ 5%	56.70	
		PST (SK) @ 6%	68.04	
		TOTAL	1,258.74	
		TOTAL DUE	\$1,258.74	



Qty:2 - 2' x 3' Coroplast Insert
for A-Frame

CONSULTATIONS:

The DMF Administrator has had discussions with the DMF Chairperson and DMF Advisory Committee about purchasing marketing and promotional materials with funds allocated from the DMF Levy. The administrator was directed to bring forward options to purchase bags, pens, and signage.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Once a decision has been rendered by the Destination Marketing Levy Advisory Committee, the Administrator will finalize all orders so we can utilize the promotional and marketing materials for all upcoming DMF events.

POLICY IMPLICATIONS:

Destination Marketing Levy Policy

FINANCIAL IMPLICATIONS:

The Destination Marketing Levy Reserve is projected to have a surplus balance of \$1,250,222.00 with the events approved to date for DMF Funding along with the approved allocation from the 2024 Budget

That amount includes the approved events with the remaining final payments to be made. It also includes the request for upcoming 2024 Events.

This factors the newly approved ones of:

Dance Blast	\$4000.00	
Female Tournament - 60%	\$5,700.00	
PAGC Men's Recreation Tournament	\$25,000.00	
2024 Senator's Cup	\$30,000.00	
Fine Arts Festival	\$8,000.00	
U15 Boys Community Club Hockey Tournament	\$4,000.00	
Remaining Hockey Tournaments	\$30,000.00	
	<hr/>	\$106,700.00

Other Events submitting for 2024

PAGC/NLC Golf Tournament	\$7500.00
2024 & 2025 WBSC Men’s World Cup of Softball	\$350,000.00
BRFN Men’s Full Contact Hockey Tournament	
ERFN Men’s Recreation Hockey Tournament	

At this time there have been no funds utilized in 2024 for promotional and marketing materials leaving the full \$10,000 available. \$1,258.74 has been used from the 2023 budget for promotional signage to be finalized in 2024 and utilized for all future events.

PRIVACY IMPLICATIONS:

There are no official privacy implications.

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no other considerations/implications.

STRATEGIC PLAN:

The City Strategic Plan 2023-2025 aims to ALIGN City resources to assist community partners to coordinate events which promote Prince Albert as a vibrant and diverse City.

The Destination Marketing Levy Policy was approved for attracting events to the City of Prince Albert; attract visitors to the City of Prince Albert, and in so doing, generate significant economic benefit for the community.

Purchasing promotional and marketing material in partnership with Tourism Prince Albert will give more awareness at the actual events with signage and usage of the giveaways and encourage other groups to apply for the Destination Marketing Levy Grant with the possibility of bringing more events to our City and facilities.

OFFICIAL COMMUNITY PLAN:

There are no official community plan.

OPTIONS TO RECOMMENDATION:

There are no options to the recommendation.

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

PRESENTATION: Verbal Presentation by the DMF Administrator

ATTACHMENTS:

1. 4impring DMF Quote & Images
2. Markit Signs Signage Invoice
3. Markit Signs A Frame DMF/Tourism PA sample

Written by: Trina Bell, Tourism Coordinator

Approved by: Director of Planning and Development Services & City Manager



P.O. Box 683
Windsor ON
N9A 6N4

www.4imprint.ca

Toll Free: 800-300-1336
Free Fax: 800-300-1379

Main Address CAROLYN CARLETON PRINCE ALBERT TOURISM 3700 2ND AVE W PRINCE ALBERT, SK S6W 1A2	Invoice Address Carolyn Carleton Prince Albert Tourism 3700 2ND AVE W PRINCE ALBERT SK S6W 1A2 CANADA	Shipping Address Carolyn Carleton Prince Albert Tourism 3700 2ND AVE W PRINCE ALBERT, SK S6W 1A2 CANADA Tel: 306-953-4385
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Order Number: 26463249 Order Date: January 02 2024 Account No: 2075200 Reference No:	Questions Call: Jaclyn Voigt Phone: 800-300-1336 Ext. 8743 Fax: 800-300-1379 Email: jvoigt@4imprint.com
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Item		Payson Mini Tote - 12" x 9"	Colors	(Tote, Trim) : See Below		
Qty	Item #	Description	Unit \$	Price \$	Total \$	
750	C139307	Payson Mini Tote - 12" x 9"	1.7000	1,275.00	1,275.00	
		250 - Black, Black	0.0000	0.00	0.00	
		250 - Hunter Green, Hunter Green	0.0000	0.00	0.00	
		250 - Navy Blue, Navy Blue	0.0000	0.00	0.00	
1	Coupon	Coupon Code	-179.0000	-179.00	-179.00	
750	Add'l Location	Add'l Location Run Charge	0.6000	450.00	450.00	
1	Set-Up Charge	Set-Up Charge	65.0000	65.00	65.00	
1	Set-Up Charge	Set-Up Charge (Add'l Loc)	65.0000	65.00	65.00	
1	Discounts	Free Set-Up	-65.0000	-65.00	-65.00	
1	Delivery	Special Canadian Delivery	0.0000	0.00	0.00	
		Freight		97.38	97.38	
				Tax	187.92	
					1,896.30	

Artwork Instructions

Product Color (Base, Trim): See Below, See Below
 Imprint Location: Back
 Imprint Colors: White

Imprint Location: Front
 Imprint Colors: White

Additional Notes:

Art On File: Please refer to our previous order 18106614-2
 Date: 6/12/2019

Item		Payson Mini Tote - 12" x 9"	Colors	(Tote, Trim) : See Below		
Qty	Item #	Description	Unit \$	Price \$	Total \$	
750	C139307	Payson Mini Tote - 12" x 9"	1.7000	1,275.00	1,275.00	
		250 - Black, Black	0.0000	0.00	0.00	
		250 - Hunter Green, Hunter Green	0.0000	0.00	0.00	
		250 - Teal, Teal	0.0000	0.00	0.00	
1	Coupon	Coupon Code	-179.0000	-179.00	-179.00	
750	Add'l Location	Add'l Location Run Charge	0.6000	450.00	450.00	



P.O. Box 683
Windsor ON
N9A 6N4

www.4imprint.ca

Toll Free: 800-300-1336
Free Fax: 800-300-1379

Order Number: 26463249	Questions Call: Jaclyn Voigt
Order Date: January 02 2024	Phone: 800-300-1336 Ext. 8743
Account No.: 2075200	Fax: 800-300-1379
	Email: jvoigt@4imprint.com

1	Set-Up Charge	Set-Up Charge	65.0000	65.00	65.00
1	Set-Up Charge	Set-Up Charge (Add'l Loc)	65.0000	65.00	65.00
1	Discounts	Free Set-Up	-65.0000	-65.00	-65.00
1	Delivery	Special Canadian Delivery	0.0000	0.00	0.00
		Freight		97.38	97.38
				Tax	187.92
					<u>1,896.30</u>

Artwork Instructions

Product Color (Base, Trim): See Below, See Below
Imprint Location: Back
Imprint Colors: White

Imprint Location: Front
Imprint Colors: White

Additional Notes:

Art On File: Please refer to our previous order 18106614-3
Date: 6/12/2019

Item	Qty	Item #	Description	Unit \$	Price \$	Total \$
Matte Shopping Bag - 12" x 16" - White - Full Colour Colors (Bag,Handles): White, White						
	500	C7408-1216-W-FC	Matte Shopping Bag - 12" x 16" - White - Full Colour	2.7900	1,395.00	1,395.00
	1	Coupon	Coupon Code	-139.5000	-139.50	-139.50
	1	Delivery	Special Canadian Delivery	0.0000	0.00	0.00
			Freight		93.72	93.72
					Tax	148.42
						<u>1,497.64</u>

Artwork Instructions

Product Color (Base, Trim): White, White
Imprint Location: Front
Imprint Colors: Full Color

Item	Qty	Item #	Description	Unit \$	Price \$	Total \$
Matte Shopping Bag - 13" x 10" - White - Full Colour Colors (Bag,Handles): White, White						
	500	C7408-1310-W-FC	Matte Shopping Bag - 13" x 10" - White - Full Colour	2.7500	1,375.00	1,375.00
	1	Coupon	Coupon Code	-137.5000	-137.50	-137.50
	1	Delivery	Special Canadian Delivery	0.0000	0.00	0.00
			Freight		83.16	83.16
					Tax	145.28
						<u>1,465.94</u>

Artwork Instructions

Product Color (Base, Trim): White, White
Imprint Location: Front



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Toll Free: 800-300-1336
Free Fax: 800-300-1379

Order Number: 26463249
Order Date: January 02 2024
Account No.: 2075200

Questions Call: Jaclyn Voigt
Phone: 800-300-1336 Ext. 8743
Fax: 800-300-1379
Email: jvoigt@4imprint.com

Imprint Colors: Full Color

Item	Daley Pen		Colors	(Barrel,Trim): Green, Green		
Qty	Item #	Description	Unit \$	Price \$	Total \$	
1,500	C154308	Daley Pen	0.4100	615.00	615.00	
1	Coupon	Coupon Code	-65.0000	-65.00	-65.00	
1	Set-Up Charge	Set-Up Charge	35.0000	35.00	35.00	
1	Delivery	Special Canadian Delivery	0.0000	0.00	0.00	
		Freight		98.68	98.68	
				Tax	75.20	
					758.88	

Artwork Instructions

Product Color (Base, Trim): Green,Green
Imprint Location: Barrel- Beside Clip
Imprint Colors: White

Grand Total 7,515.06

** Please re-check pricing and shipping methods **

I understand and agree to the charges as listed:

Signed: _____ Date: _____

REMIT TO ADDRESS:
4imprint, Inc
PO Box 3548
Station A
Toronto, ON M5W 3G4

Shipment Details



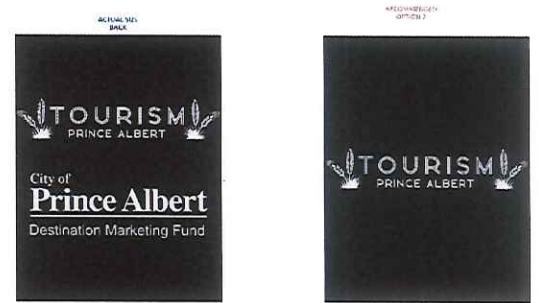
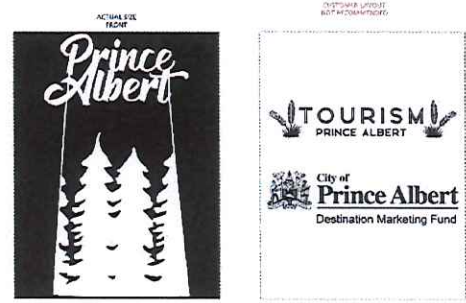
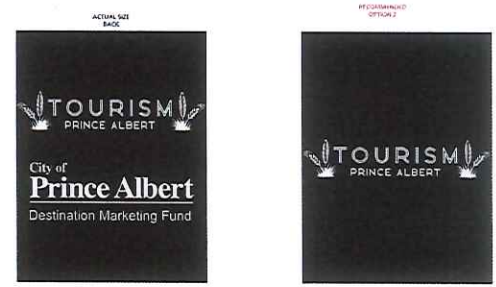
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Toll Free: 800-300-1336
Free Fax: 800-300-1379

Order Number: 26463249	Questions Call: Jaclyn Voigt
Order Date: January 02 2024	Phone: 800-300-1336 Ext. 8743
Account No.: 2075200	Fax: 800-300-1379
	Email: jvoigt@4imprint.com

Shipment to	Qty	Item #	Estimated Ship Date	Carrier, service	Delivery Date	Freight
Address as above.	750	C139307	Jan 29 2024	SHIP BEST METHOD GROUND CANADA ONLY	Feb 02 2024	97.38
	750	C139307	Jan 29 2024	SHIP BEST METHOD GROUND CANADA ONLY	Feb 02 2024	97.38
	500	C7408-1216 -W-FC	Jan 30 2024	SHIP BEST METHOD GROUND CANADA ONLY	Feb 05 2024	93.72
	500	C7408-1310 -W-FC	Jan 30 2024	SHIP BEST METHOD GROUND CANADA ONLY	Feb 05 2024	83.16
	1500	C154308	Jan 25 2024	SHIP BEST METHOD GROUND CANADA ONLY	Jan 31 2024	98.68



PA Mark It Signs Ltd.
 3-4260 5th Ave East
 Prince Albert SK S6W 0A5
 306-763-3693
 amanda@markitsigns.ca
 http://www.markitsigns.ca
 GST Registration No.:
 805089257RT0001
 Business Number 805089257

Invoice 23254



BILL TO
 Prince Albert Tourism
 3700 2nd Avenue West
 Prince Albert SK S6W 1A2

DATE 19-12-2023	PLEASE PAY \$1,258.74	DUE DATE 01-01-2024
--------------------	---------------------------------	------------------------

ACTIVITY	QTY	RATE	AMOUNT	TAX
Hardware/Stand:Banner Stand Insert New Banner Stand Insert 33.5"	2	185.00	370.00	S
Feather Flags 8' D/S Feather Flags w/ weight base - \$275	2	275.00	550.00	S
Labour Rates:Graphic Design Design/Setup - \$60-120 \$120/hr	1	60.00	60.00	S
Custom Signage 2 - 2' x 3' Coroplast Insert for A-Frame	2	52.00	104.00	S
Custom Signage 2 - 8.5" x 11" coroplast with stake	2	25.00	50.00	S

Etransfers can be sent to amanda@markitsigns.ca
 Thank you for your business!

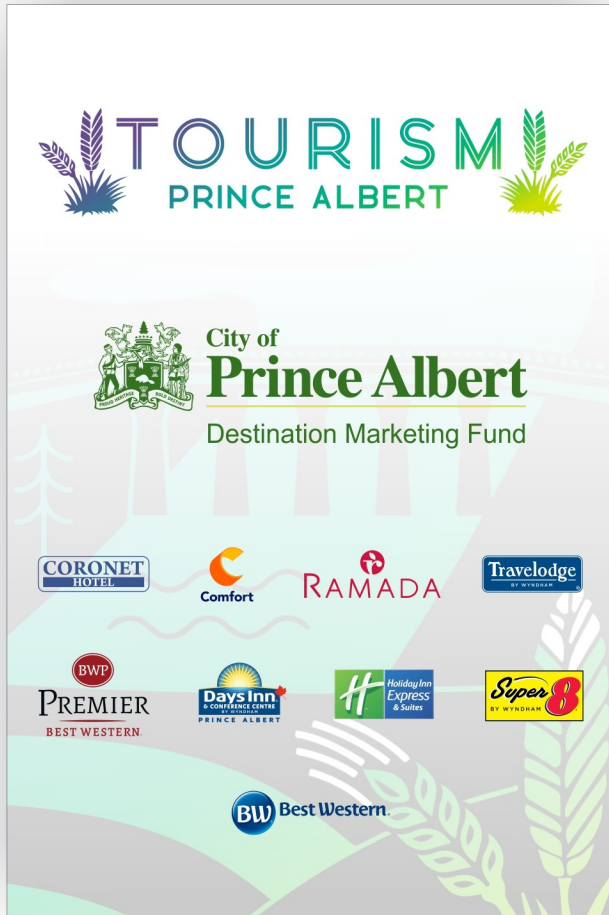
SUBTOTAL	1,134.00
GST @ 5%	56.70
PST (SK) @ 6%	68.04
TOTAL	1,258.74

TOTAL DUE **\$1,258.74**

THANK YOU.

TAX SUMMARY

	RATE	TAX	NET
GST @ 5%		56.70	1,134.00
PST (SK) @ 6%		68.04	1,134.00



Qty:2 - 2' x 3' Coroplast Insert
for A-Frame

Please note: After this proof is approved, client is responsible for all costs associated with any subsequent changes . This includes changes to spelling, colour and layout - please review this proof carefully!

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Prince Albert SK S6W 0A5
(306)763-3693
info@markitsigns.ca
www.markitsigns.ca

Markit



City of Prince Albert

RPT 24-44

TITLE: Year 2023 Destination Marketing Levy Grants Paid to Host Committees

DATE: February 9, 2024

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That this 2023 DMF year in review report be received as information and filed.

TOPIC & PURPOSE:

This report is providing a listing of the 2023 Destination Marketing Levy Grants approved and paid to Host Committees.

PROPOSED APPROACH AND RATIONALE:

The listing is broken down by 2023 and 2024 Events. The total amount of \$216,990.00 has been paid out in Year 2023 for approved Destination Marketing Levy Grants.

That amount is funded from the Destination Marketing Levy Reserve.

The Destination Marketing Levy Reserve is projected to have a surplus balance of \$1,250,222.00 with the events approved to date for DMF Funding along with the approved allocation from the 2024 Budget.

That amount includes the approved events with the remaining final payments to be made. It also includes the request for upcoming 2024 Events.

This factors the newly approved ones of:

Dance Blast	\$4000.00
Female Tournament - 60%	\$5,700.00
PAGC Men's Recreation Tournament	\$25,000.00

2024 Senator's Cup	\$30,000.00	
Fine Arts Festival	\$8,000.00	
U15 Boys Community Club Hockey Tournament	\$4,000.00	
Remaining Hockey Tournaments	\$30,000.00	
		\$106,700.00

Other Events submitting for 2024

PAGC/NLC Golf Tournament	\$7500.00
2024 & 2025 WBSC Men's World Cup of Softball	\$350,000.00
BRFN Men's Full Contact Hockey Tournament	
ERFN Men's Recreation Hockey Tournament	

2023 DESTINATION MARKETING LEVY GRANTS PAID		
Final Payments Made to Host Committees - 2023 Events		
2023 Prince Albert Female Hockey Tournament	\$5,700.00	60%
2023 U15 Cyclones Hockey Tournament	\$1,800.00	60%
2023 U11 A Hawks Hockey Tournament	\$1,200.00	60%
2023 U11 B Knights Hockey Tournament	\$2,200.00	60%
2023 U9 A Leafs Hockey Tournament	\$1,300.00	60%
2023 U9 B Rangers Hockey Tournament	\$2,000.00	60%
2023 Ecole St. Mary Boys Basketball Tournament	\$1,200.00	60%
2023 U11 C Wolves Hockey Tournament	\$450.00	60%
2023 U13 A Moose Hockey Tournament	\$2,000.00	60%
2023 U9 C Bruins Hockey Tournament	\$1,400.00	60%
2023 U11 C Wolves Hockey Tournament	\$1,200.00	60%
2023 U13 B Eagles Hockey Tournament	\$3,200.00	60%
2023 SOS Provincial Floor Hockey Competition	\$1,800.00	60%
2023 Prince Albert Festival of Dance	\$2,000.00	60%
2023 Dance Blast - Performing Arts Warehouse	\$2,900.00	60%
2023 Hoopla – North Central District Athletic Association	\$5,700.00	60%
2023 Prince Albert Mintos	\$1,800.00	60%
2023 Fine Arts Festival - Prince Albert Grand Council	\$3,400.00	60%
2023 Prince Albert Northern Bears	\$1,800.00	60%
2023 Churchill Regional Skating Competition	\$1,200.00	60%
2023 Esso Cup	\$45,000.00	60%
2023 SK Golf Sr. Golf Provincials - Cook Municipal Golf Course	\$1,000.00	60%
Full Payments Made to Host Committees - 2023 Events		
2023 11U House League Baseball Tournament	\$2,500.00	100%

2023 13U House League Baseball Tournament	\$2,000.00	100%
2023 15U Lew Hobson Grand Slam Baseball Tournament	\$2,000.00	100%
2023 Shaye Amundson Memorial Softball Tournament	\$3,000.00	100%
2023 U11 Astros Prince Albert Astros	\$2,000.00	100%
2023 13U Provincial Baseball Tournament	\$3,500.00	100%
2023 18U Provincial Baseball Tournament	\$2,500.00	100%
2023 11U Provincial Baseball Tournament	\$3,000.00	100%
2023 U15 Boy's National Softball Tournament	\$7,500.00	100%
2023 13U Western Canadian Baseball Championships	\$3,000.00	100%
2023 Senator's Cup Hockey Tournament	\$30,000.00	100%
2023 Prince Albert Warhawks Hockey Tournament	\$2,000.00	100%
2023 Ecole St. Mary Girls Volleyball Provincials	\$1,500.00	100%
2023 NLC/PAGC Golf Tournament	\$5,500.00	100%
2023 Summer Shindig '23 – Kelman Productions/Kelly Ermine	\$1,500.00	100%
2023 Ecole St. Mary Boys' Volleyball Tournament	\$1,000.00	100%
2023 Northern Lights Casino Pow Wow	30,000.00	100%
2023 PAGC Youth Hockey Camp	\$1,500.00	100%
2023 St. Mary's Boys Basketball Tournament	\$1,000.00	100%
2023 U13 A Wolfpack Hockey Tournament	\$5,500.00	100%
2023 U13AA Source for Sports Greyhounds Hockey Tournament	\$3,500.00	100%
2023 U18 AA Lake Country Timberwolves Hockey Tournament	\$3,000.00	100%
2023 U11 B Panthers Hockey Tournament	\$2,500.00	100%
2023 U11A Vipers Hockey Tournament	\$3,000.00	100%
40% Payments Made to Host Committees - 2024 Events		
2023 Prince Albert Northern Bears	\$1,000.00	40%
2023 Prince Albert Female Hockey Tournament	\$3,800.00	40%
2023 Ecole St. Mary Boys Basketball Tournament	\$800.00	40%
TOTAL 2022 GRANTS PAID	\$216,990.00	

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

Written by: Trina Bell, Tourism Coordinator

Approved by: Director of Planning and Development Services & City Manager



City of Prince Albert

RPT 24-45

TITLE: DMF funding portion of Tourism Coordinator salary

DATE: February 12, 2024

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

It is recommended that the Destination Marketing Fund Committee approve the allocation of 50% of the Tourism Coordinator position's funding from the Destination Marketing Fund, as outlined in this report.

TOPIC & PURPOSE:

DMF funding 50% of the Tourism Coordinator's salary.

BACKGROUND:

In 2017, a Destination Marketing Fund (DMF) was established to support event attraction and expansion in Prince Albert. Funds are generated through a levy which is applied to all hotels in Prince Albert based on their assessed value and used to support grant applications.

PROPOSED APPROACH AND RATIONALE:

The tourism sector in the City of Prince Albert has witnessed significant growth in recent years, becoming a key driver of economic activity. The Tourism Coordinator position was established to strategically manage and promote local tourism initiatives, collaborate with stakeholders, and ensure the sustainable development of the tourism sector.

Allocating 50% of the Tourism Coordinator's funding from the DMF will have a positive impact on the city's tourism sector without putting undue strain on other municipal budgets. The DMF is specifically designed to support initiatives that align with its goals, making it a suitable source for this purpose.

CONSULTATIONS:

This report has been reviewed by Planning and Development Services and Corporate Services and there are no concerns.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Nothing required.

POLICY IMPLICATIONS:

Destination Marketing Levy Policy

FINANCIAL IMPLICATIONS:

At the end of 2023 there is \$1,247,222.00 remaining in the Destination Marketing Fund. Funding 50% of the Tourism Coordinator's salary and benefits in 2024 would be \$50,381. This amount will increase in the future with annual increases.

PRIVACY IMPLICATIONS:

None

OTHER CONSIDERATIONS/IMPLICATIONS:

None

STRATEGIC PLAN:

- Align City resources to assist community partners to coordinate events which promote Prince Albert as a vibrant and diverse City
- Promote Prince Albert as an Event Hosting destination that contributes to the Business and Tourism Economy

OFFICIAL COMMUNITY PLAN:

Supporting the Tourism Coordinator position with 50% DMF funding aligns with The City of Prince Albert's commitment to fostering sustainable tourism and economic growth. This investment will contribute to the city's overall attractiveness as a tourist destination, benefiting local businesses and the community at large.

OPTIONS TO RECOMMENDATION:

There are no options to the recommendation.

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

PRESENTATION: none

ATTACHMENTS:

Written by: Economic Development Manager

Approved by: Craig Guidinger, Director of Planning & Development Services