



CITY OF PRINCE ALBERT

DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

AGENDA

**TUESDAY, MAY 17, 2022, 4:00 PM
MAIN BOARDROOM, 2ND FLOOR, CITY HALL**

1. CALL TO ORDER

2. APPROVAL OF AGENDA

3. DECLARATION OF CONFLICT OF INTEREST

4. APPROVAL OF MINUTES

- 4.1 April 19, 2022 Destination Marketing Levy Advisory Committee Meeting Minutes for Approval (MIN 22-39)

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

- 6.1 Destination Marketing Fund Grant - Final Report Form - 2022 Senator's Cup Full Contact Hockey Tournament (RPT 22-212)

Verbal Presentation: Melodie Boulet, Administrator, Destination Marketing Fund

- 6.2 Destination Marketing Fund - Final Report Form - 2022 Junior Olympic Program/Indoor Provincials (RPT 22-214)

Verbal Presentation: Melodie Boulet, Administrator, Destination Marketing Fund

- 6.3 Destination Marketing Fund Grant Application Form – 2022 Saskatchewan U15A Male and U15A Female Provincial Softball Championships (RPT 22-224) (PRESENTED AT MEETING)

Verbal Presentation: Melodie Boulet, Administrator, Destination Marketing Fund

- 6.4 Destination Marketing Fund Grant Application Form – 2022 U11 “Open” Girls & Boys - North Softball Provincial Championships (RPT 22-227) (PRESENTED AT MEETING)

Verbal Presentation: Melodie Boulet, Administrator, Destination Marketing Fund

- 6.5 Destination Marketing Fund Grant Application Form – 2022 Shaye Amundson Memorial Girls Softball Tournament (RPT 22-225) (PRESENTED AT MEETING)

Verbal Presentation: Melodie Boulet, Administrator, Destination Marketing Fund

- 6.6 Destination Marketing Fund Grant Application Form – 2022 U13 Boys Western Canadian Softball Championships (RPT 22-230) (PRESENTED AT MEETING)

Verbal Presentation: Melodie Boulet, Administrator, Destination Marketing Fund

- 6.7 Destination Marketing Fund Grant Application Form – 2022 U13 Boys Rawlings Softball League Tournament (RPT 22-229) (PRESENTED AT MEETING)

Verbal Presentation: Melodie Boulet, Administrator, Destination Marketing Fund

- 6.8 Destination Marketing Fund Grant Application Form – 2022 Prince Albert’s Multicultural Canada Day 2022 (RPT 22-231) (PRESENTED AT MEETING)

Verbal Presentation: Melodie Boulet, Administrator, Destination Marketing Fund

7. UNFINISHED BUSINESS

8. ADJOURNMENT



City of
Prince Albert

MIN 22-39

MOTION:

That the Minutes for the Destination Marketing Levy Advisory Committee Meeting held April 19, 2022, be taken as read and adopted.

ATTACHMENTS:

1. Minutes



CITY OF PRINCE ALBERT

DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

MINUTES

**TUESDAY, APRIL 19, 2022, 4:26 P.M.
MAIN BOARDROOM, 2ND FLOOR, CITY HALL**

PRESENT: Councillor Dennis Ogradnick
Councillor Don Cody
Mona Selanders

Terri Mercier, Acting City Clerk
Melodie Boulet, Administrator, Destination Marketing Fund

1. CALL TO ORDER

Councillor Ogradnick, Chairperson, called the meeting to order.

2. APPROVAL OF AGENDA

0010. **Moved by:** Councillor Cody

That the Agenda for this meeting be approved, as presented, and, that the presentations, delegations and speakers listed on the Agenda be heard when called forward by the Chair.

Absent: Mayor Dionne and Richard Ahenakew

CARRIED

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

0011. **Moved by:** Selanders

That the Minutes for the Destination Marketing Levy Advisory Committee Regular Meeting held February 16, 2022, be taken as read and adopted.

Absent: Mayor Dionne and Richard Ahenakew

CARRIED

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

6.1 Destination Marketing Fund Grant – Final Report Form – 2022 Dance Blast – Performing Arts Warehouse Dance Team (RPT 22-163)

Verbal Presentation was provided by Melodie Boulet, Administrator, Destination Marketing Fund.

0012. **Moved by:** Councillor Cody

1. That the Final Report Form from the Event of the Performing Arts Warehouse Dance Team for funding the 2022 Dance Blast - Performing Arts Warehouse Dance Team be approved; and,
2. That the Administrator forward the remaining sixty percent (60%) of the approved funding allocation in the amount of \$3,000 to the Host Committee.

Absent: Mayor Dionne and Richard Ahenakew

CARRIED

6.2 Destination Marketing Fund Grant – Final Report – 2022 Ecole St. Mary Boys Basketball Tournament (RPT 22-164)

Verbal Presentation was provided by Melodie Boulet, Administrator, Destination Marketing Fund.

0013. **Moved by:** Selanders

1. That the Final Report Form from the Event of Ecole St. Mary High School Sr. Boys Basketball Team for funding the 2022 St. Mary Boys Basketball Tournament be approved; and,

2. That the Administrator forward the remaining sixty percent (60%) of the approved funding allocation in the amount of \$600 to the Host Committee.

Absent: Mayor Dionne and Richard Ahenakew

CARRIED

- 6.3 Destination Marketing Levy Grant Funding – New Grant Funding Model (RPT 22-167)

Verbal Presentation was provided by Melodie Boulet, Administrator, Destination Marketing Fund.

0014. **Moved by:** Selanders

That a report be forwarded to City Council for consideration of amendments to the current Destination Marketing Levy Policy 89.2 to reflect a revised funding model, as identified in Appendix A within RPT 22-167.

Absent: Mayor Dionne and Richard Ahenakew

CARRIED

7. UNFINISHED BUSINESS

8. ADJOURNMENT – 4:49 P.M.

0015. **Moved by:** Councillor Cody

That this Committee do now adjourn.

CARRIED

MAYOR GREG DIONNE
CHAIRPERSON

CITY CLERK

MINUTES ADOPTED THIS 17TH DAY OF MAY, A.D. 2022.



RPT 22-212

TITLE: Destination Marketing Fund Grant - Final Report Form - 2022 Senator's Cup Full Contact Hockey Tournament

DATE: May 10, 2022

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATIONS:

1. That the Final Report Form from the Event of the Prince Albert Grand Council Sports & Recreation for funding the 2022 Senator's Cup Full Contact Hockey Tournament be approved; and,
2. That the Administrator forward the remaining sixty percent (60%) owing in the amount of \$5,940 to the Host Committee.

TOPIC & PURPOSE:

To approve the Final Report Form submitted for the Event of the 2022 Senator's Cup Full Contact Hockey Tournament.

To forward the remaining 60% owing to the Host Committee in the amount of \$5,940.00.

BACKGROUND:

The Destination Marketing Levy Advisory Committee, at its meeting of February 16, 2022, approved the following resolution:

- "1. That the Event Retention Destination Marketing Fund Grant Application from Prince Albert Grand Council Sports & Recreation, for funding the 2022 Senator's Cup Full Contact Hockey Tournament scheduled for March 25 – 27, 2022, in the amount of \$9,900, be approved;*

2. That \$9,900 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.”

PROPOSED APPROACH AND RATIONALE:

The Destination Marketing Levy Advisory Committee has approved the funding amount of \$9,900 for the Event of the 2022 Senator’s Cup Full Contact Hockey Tournament.

As per Policy, the amount of \$3,960.00 was paid to the Host Committee (40%).

The Policy states:

1. If Application is approved, payments will be allocated in two (2) installments:
 1. 40% upon signing the Funding Agreement; and,
 2. **60% upon approval of the event Final Report by the Destination Marketing Levy Advisory Committee.**

*** certain terms and conditions apply.*

Please find attached Final Report Form that has been submitted for the Event.

The Final Report Form states that the actual room night generated totaled **2,700 rooms booked.**

In their Application Form, they had estimated approximately 2,500 rooms.

*The attached Final Report states: **Direct contact with the hotel Managers/Front Desk Managers and an estimate for the 4 nights teams and spectators were in Prince Albert. Majority of the Hotels were at 80% capacity for the weekend due to the attendance at the Hockey Tournament.***

As per their attached DMF Application:

2,500 total participants/spectators x 50% out of town = 1250 x 2 nights = 2,500.

Attached to the Report is the revenues and expenses for the 2022 Senator’s Cup Hockey Tournament. There is a revenue shortfall of (\$20,178.75), which will be funded from Prince Albert Grand Council as part of their sponsorship.

CONSULTATIONS:

The Final Report Form has been reviewed internally by the Administrator.

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 of the 2022 Senator's Cup Full Contact Hockey Tournament.

If the Final Report Form is approved, the final payment will be paid.

POLICY IMPLICATIONS:

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

FINANCIAL IMPLICATIONS:

The Destination Marketing Levy Advisory Committee has approved the funding amount of \$9,900 for the Event of the 2022 Senator's Cup Full Contact Hockey Tournament.

As per Policy, the amount of \$3,960.00 has been paid to the Host Committee (40%).

The remaining amount to be paid is 60% which totals \$5,940 for a total approved funding amount of \$9,900.

With the approval of the Destination Marketing Levy Fund Grants to date, including the requests to the Committee at this time, and the 2022 Levy Revenue credited to the Reserve, the projected Reserve Balance is approximately (\$945,472).

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no official community plan or privacy implications.

STRATEGIC PLAN:

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: ***"It should be noted that there are 2 very similar strong events in the Province Chief Thunder Stick Tournament and the Nelson Tournament which has just started up. The community will have to continue their support to keep this event in Prince Albert and at the level it is currently at."***

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by Melodie Boulet, DMF Administrator

ATTACHMENTS:

1. Final Report Submitted - 2022 Senator's Cup Full Contact Hockey Tournament.
2. 2022 Senator's Cup Full Contact Hockey Tournament – Expenses and Revenues.
3. DMF Application Form - 2022 Senator's Cup Full Contact Hockey Tournament.

Written by: Melodie Boulet, DMF Administrator

Approved by: City Manager

Final Report Form
New Event, Growing an Event and Event Retention
Destination Marketing Fund Grant

Final Report Date: May 9, 2022

Organization Information:

Name of Organization: PAGC Sports and Recreation

Follow up questions should be directed to:

Contact Person: Geoff Despins

Phone: 306961-9926

Email: gdespins@pagc.net

Event Information:

Name of Event: Senator's Cup - Full Contact Hockey Tournament

Estimated total number of room nights generated (as per original application): 2500

Actual room nights generated by the event? 2700

How were room nights verified? Direct contact with the hotel Managers/ Front Desk Managers and an estimate for the 4 nights teams and spectators were in PA.

Please list or attach on a separate sheet, the name of each hotel/motel used by event attendees and how many room nights were rented at each of the establishments listed.

PA Inn - Manager Dean advised full Friday/Saturday very strong on each end Thursday and Sunday 80%. Dean advised that he had 2 teams stay at the hotel for 4 nights. Coronet - Manager Mona described the event as "fantastic". She confirmed she had one team stay plus spectators. This team was in on Thursday through the weekend. Occupancy was strong through weekend at approx. 80%. Ramada - Manager Priyen advised he was full on the weekend and sent a lot of guests to other hotels in PA, Stoon and Shellbrook. Thursday and Sunday occupancy was approx. 80%. Holiday Day Inn Front Desk Manager advised Thursday through to Monday their occupancy

was plus 80%. Days Inn - Manager Lyle advised they ran full other than no shows. He advised he worked at the event and said it was crazy in regards to the amount of spectators. Comfort Inn - Front Desk Manager advised they did well but would not supply numbers. Best Western Premier - Front Desk Manager Latit advised they had a strong weekend and ran over 80%. He advised he knew they had people from the event and was very happy with the weekend. Super 8 - Manager Flora advised she was not aware of any of the teams staying at the Super 8 but knew that she had a strong weekend in regards to fans. They almost ran full and had a strong Thursday and Sunday. Best Western - Manager Pedro advised that he thought they were full. He advised when any event goes at the Art Hauser they have a good weekend. He was going to email me some numbers but never did. Cumberland Crossing - Manager Mel advised they were full for the weekend. He couldn't offer any further information. Three of these managers attended the event and enjoyed it, they advised fan support was very strong. They all had one negative comment and that was how poor the food service was. One mentioned that he went at the start of a period and never made it out until the next period.

**** Please attached a form verified by the Hotel for the hotel rooms booked.**

Are there any additional events that may result or have been confirmed as a result of hosting this event in Prince Albert? Yes No

If yes, please explain: This event featured Senior hockey players. There is a strong chance that PA could host younger hockey events.

What level of media coverage was realized during the event?
List of media outlets that covered event:

| | |
|------------|---|
| Local | <u>PA Shopper, PANow, PA radio Stations</u> |
| Provincial | <u>PANow</u> |
| National | <u>unknown</u> |

Budget:

Please attach a final budget or financial statements that reflect actual revenue and expenses.

Comments:

If there are any lessons learned, comments, etc. that you would like to share with regards to your event or the Destination Marketing Fund Grant or application process, please feel free to do so below or on a separate sheet of paper.

Over all the event went very well, the only negative thing that was heard was the food service at the arena and how much money they left on the table. It should be noted that there are 2 very similar strong events in the province Chief Thunder Stick tournament and the Nelson Tournament which just started up. The community will have to continue their support to keep this event at in PA and at the level it is currently at.

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"

Date: May 9, 2022



Print Name and Title: Geoff Despina, PAGC Sports and Recreation/Event Organizer

This Final Report 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.

PRINCE ALBERT GRAND COUNCIL



SENATORS CUP

MARCH 25th, 26th, 27th, 2022
ART HAUSER CENTRE - PRINCE ALBERT, SK
INVITATION ONLY

ADMISSION: \$10 per day
65+ - FREE - 5 & under - FREE

PRIZE PAYOUTS

1st - \$20,000 3rd - \$8,000
2nd - \$12,000 4th - \$6,000

All Reserve/Metis Community Senior
Contact Hockey Tournament
Indigenous import rule: 3 Players & 1 Goalie Import
All teams must have 2 set of jerseys. No exceptions

EVERYONE MUST WEAR MASKS INSIDE THE ARENA EXCEPT
FOR COACHES & PLAYERS DURING GAME TIME



Ron Michel Angus Tannie Bernice Waditaka Simon Robillard Gerald Bear John Morin Pierre Settee

Tournament Contact: Robynn Dorion (306) 960-8115

HOST HOTELS


Toll Free 1-844-254-8700



PHONE:
306-953-0088


PRINCE ALBERT
INN
306-922-5000



Financial Senator's Cup 2022

Expenses:

| | |
|------------------|-------------|
| Arena | \$8,445.00 |
| Action Printing | \$6,500.00 |
| Drum Group | \$2,000.00 |
| Officials | \$9,500.00 |
| Hotels Officials | \$1,500.00 |
| Food | \$3,000.00 |
| Staff | \$13,500.00 |
| Payouts | \$46,000.00 |
| Big Drum Media | \$ 8,400.00 |
| PANow | \$ 330.75 |
| PA Shopper | \$ 500.00 |

Total: \$99378.75

Revenue:

| | |
|---------------------------|-------------|
| Northern Lights Casino | \$2,500.00 |
| City PA (DMF) | \$9,900.00 |
| Admission | \$45,000.00 |
| Host Hotels | \$1,500.00 |
| 50/50 | \$3800.00 |
| Team entries (\$1000 per) | \$16,000.00 |
| PA Shopper | \$ 500.00 |

Total: \$79,200.00

NOTE: \$20178.75 is the revenue shortfall, this was covered by PAGC as part of their sponsorship.

Event Retention Destination Marketing Fund Grant Application

Application Date: December 17, 2021

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: \$ 10,000

Organization Information:

Name of Organization requesting funding: PAGC Sports & Recreation

Contact Person: Geoff Despins

Phone: 306.961.9926 Email: gdespins@pagc.net

Mailing Address including postal code: 1410B Central Ave. Prince Albert, SK S6V4W5

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: PAGC Sports & Recreation

Brief description of organization requesting funding: The Prince Albert Grand Council (PAGC) is the tribal council representing 12 First Nation Bands with a total of 30,000 First Nation members. PAGC has hosted this tournament in the past years except for 2020 due to Covid.

Organization's annual budget: \$80,000

Event Information:

Name of Event: Senator's Cup – Full Contact Hockey Tournament

Duration of event: Start date: Mar. 25, 22 End date: Mar. 27, 22

Describe the event: The PAGC Senators Cup Full Contact Hockey Tournament has been held annually except for last year 2020. COVID-19 restrictions have impacted the organization of the tournament for the past two years with limited fans and teams in 2019 and no tournament in 2020. The tournament is a targeted 16 team First Nation hockey tournament. Teams from Saskatchewan, Manitoba and Alberts participate in the annual tournament. In the past years, 20-30 pro/semi-pro hockey players have attended the tournament for a chance to win the Senators Cup. This year the Senators Cup Tournament will be an invitational tournament (no entry fee), as the prior team entry fee has impacted the participation and attendance levels. (The Saskatoon Fred Sasakamoose Tournament has had no entry fee). Expected attendance of this event is approximately 2,500 people or more per day. In the past there has been only approx. 12 teams in the tournament, this year it will be a full field of 16 teams. Should there be any revenue generated from this tournament it would go towards local charities.

Accommodations:

Estimated number of room nights generated from event: 2500

(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: **2500 total participants/spectators x 50% out of town = 1250 x 2 room nights = 2500**

What local facilities other than accommodations will be used: **Art Hauser Center, local stores and restaurants**

Event Attendance:

| | |
|---|-----------------------------|
| Estimated participants, officials and staff: | <u>350/per day</u> |
| Estimated spectators – non-residents (80 km or more away from Prince Albert) | <u>1075/per day</u> |
| Estimated spectators – City residents | <u>1075per day</u> |
| Total estimated spectators | <u>2500/ per day</u> |

This event is (please select one)

Local Provincial Regional National International

Media exposure (please select one)

Local Provincial Regional National International

Shaw TV has cover the PAGC Senators Cup in the past and will be targeted again. CTV local and Provincial. PAnow and local radio stations The event is expected to also get national coverage as well (APTN).

Event History:

How long has this event been held in Prince Albert? **This event has been held in Prince Albert for the past 7 years. This year would be the 8th Annual PAGC Senators Cup. However, due to COVID-19 restrictions we were not able to host this tournament last year 2020 and 2019 the event operated at a loss due to Covid restrictions. This year is very important to see if it can rebound after the past 2 Covid years**

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 to visit Prince Albert for shopping, leisure & entertainment. Additional events being hosted in Prince Albert could benefit from the Senators Cup Tournament due to the number of visitors this event draws to Prince Albert. This event being more than a provincial event will showcase the new arena development coming to Prince Albert.**

Briefly summarize the experience of your organization related to hosting this or other events: **PAGC has hosted this event for 5 years successfully with the past 2 years being a struggle (revenue 2019 and no tournament in 2020). Each year PAGC staff volunteer to host the event, every staff/volunteer has roles and responsibilities that are met. Every year the event has run it has been a success and continues to grow when it comes to staff and volunteer experience.**

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. The three day event brings revenue to local businesses within the city as participants travel from all of SK, MB and AB. The SaskTel Center in Saskatoon has hosted the Fred Sasakamoose "Chief Thunderstick" National Hockey Tournament every year. This is the Senator's Cups main competition and has expressed an interest in taking over the Senator's Cup and making it part of their tournament. One other thing this year the Senator's Cup is going with no team entry fee to match the Sasakamoose event. This will have a significant impact on the overall financial success of tournament. With a full field of teams the hope is to draw more spectators. The next couple years will define the success of the tournament.

Please describe efforts made by the organizing committee to retain this event in Prince Albert: The organization committee is targeting local businesses for support to keep the event in Prince Albert. The big thing is dropping the team entry fee. As the event attracts many participants from neighboring provinces. Prince Albert local businesses benefit from the event attendees and Prince Albert does offer a variety for shopping, leisure and entertainment.

Should an Event Retention Destination Marketing Fund Grant 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 the 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 First Nation Contact Hockey Tournament held in Prince Albert and will continue to grow should it be kept in Prince Albert. That is the hope by dropping the team entry fee and targeting more teams to the tournament

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. However, SaskTel Center and the Fred Sasakamoose tournament has expressed an interest in taking over the Senators Cup and making it part of their event.

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

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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.

3. *That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of The City, once prepared.*

PROPOSED APPROACH AND RATIONALE:

The Destination Marketing Levy Advisory Committee had approved the funding amount of \$9,800 for the Event of the 2020 Junior Olympic Program (JOP) / Indoor Provincials.

Timberland Bowbenders were not allowed to host the 2020 or the 2021 JOP/Indoor Provincials due to the SHA and SAA guidelines in place during the COVID-19 pandemic. The 2020 Event was cancelled. **The Saskatchewan Archery Association have awarded the club the rights to host this event in Prince Albert for the next 5 years (2022 – 2026 inclusive) which is usually planned for April of each year.**

The Junior Olympic Program/Indoor Provincials was held at the Alfred Jenkins Field House on April 9 and 10, 2022.

As per Policy, the amount of \$3,920 was paid to the Host Committee (40%) in Year 2020.

The Policy states:

1. If Application is approved, payments will be allocated in two (2) installments:
 1. 40% upon signing the Funding Agreement; and,
 2. **60% upon approval of the event Final Report by the Destination Marketing Levy Advisory Committee.**

*** certain terms and conditions apply.*

Please find attached Final Report Form that has been submitted for the Event.

The Final Report Form states that the actual room night generated totaled **only 76 rooms could be confirmed.**

- Holiday Inn was 10 rooms.
- Best Western was 24 rooms.
- Days Inn was 42 rooms.

In their Application Form, they had estimated approximately 200 rooms.

The Final Report for hotel confirmations indicate: **“Requesting the information from the Hotels was extremely difficult and not supported by the Hotel Managers. When I spoke with the attendees at the Archery, majority of them did not use the hotel block and booked the rooms online. So the Hotels are not able to confirm the true attendance of archers for the event. It is frustrating that the Hotels do not assist with the confirmed hotel accommodations.”**

The Final Report further advises: **“The DMF Application stated: Based on 75% requiring rooms for the JOP event, this means that 250 archers require rooms for 2 nights. There will be 6 judges for 2 nights totalling 12 rooms. Then there will be coaches, families and spectators each night. There were 260 Archers on Saturday and 190 Archers on Sunday. Total 450 archers x 75% out of town = 337.50 x 2 nights = 675 possible rooms to be booked.”**

Attached to the Final Report is the revenues and expenses from the event. Excluding the grant from the Destination Marketing Levy, the Junior Olympic/Indoor Provincials event at the Alfred Jenkins Field House was a revenue of \$192.22.

CONSULTATIONS:

The Final Report has been reviewed internally by the Administrator.

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 of the 2022 Junior Olympic Program (JOP) / Indoor Provincials.

If the Final Report Form is approved, the final payment will be made.

POLICY IMPLICATIONS:

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

FINANCIAL IMPLICATIONS:

The Destination Marketing Levy Advisory Committee has approved the funding amount of \$9,800 for the Event of the Junior Olympic Program (JOP) / Indoor Provincials.

As per Policy, the amount of \$3,920.00 has been paid to the Host Committee (40%).

The remaining amount to be paid is 60% which totals \$5,880 for a total approved funding amount of \$9,800.

With the approval of the Destination Marketing Levy Fund Grants to date, including the requests to the Committee at this time, and the 2022 Levy Revenue credited to the Reserve, the projected Reserve Balance is approximately (\$945,472).

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no official community plan, options to recommendation or privacy implications.

STRATEGIC PLAN:

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 Final Report further states: ***“The Saskatchewan Archery Association have awarded our club the rights to host this event in Prince Albert for the next 5 years (2022 – 2026 inclusive) which is usually planned for April of each year.”***

The Junior Olympic/Indoor Provincials Event will be held at the Alfred Jenkins Field House for the next four (4) years.

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by Melodie Boulet, DMF Administrator

ATTACHMENTS:

1. Final Report Submitted - 2022 Junior Olympic Program (JOP) / Indoor Provincials.
2. 2022 Junior Olympic Program (JOP) / Indoor Provincials – Expenses and Revenues.
3. DMF Application - 2020 Junior Olympic Program (JOP) / Indoor Provincials.

Written by: Melodie Boulet, DMF Administrator

Approved by: City Manager

Final Report Form

New Event, Growing an Event and Event Retention Destination Marketing Fund Grant

Final Report Date: May 10, 2022

Organization Information:

Name of Organization: Timberland Bowbenders Archery Club

Follow up questions should be directed to:

Contact Person: Dominic Dumais

Phone: 306-961-5854 Email: timberlandbb@gmail.com

Event Information:

Name of Event: 2022 Junior Olympic Program/Indoor Provincials

Estimated total number of room nights generated (as per original application): 200

Actual room nights generated by the event? 76 could only be confirmed

How were room nights verified? Requesting the information from the Hotels was extremely difficult and not supported by the Hotel Managers. When I spoke with the attendees at the Archery, majority of them did not use the hotel block and booked the rooms online. So the Hotels are not able to confirm the true attendance of archers for the event. It is frustrating that the Hotels do not assist with the confirmed hotel accommodations.

Please list or attach on a separate sheet, the name of each hotel/motel used by event attendees and how many room nights were rented at each of the establishments listed.

The DMF Application stated: Based on 75% requiring rooms for the JOP event, this means that 250 archers require rooms for 2 nights. There will be 6 judges for 2 nights totalling 12 rooms. Then there will be coaches, families and spectators each night. There were 260 Archers on Saturday and 190

Archers on Sunday. Total 450 archers x 75% out of town = 337.50 x 2 nights = 675 possible rooms to be booked.

**** Please attached a form verified by the Hotel for the hotel rooms booked.**

Are there any additional events that may result or have been confirmed as a result of hosting this event in Prince Albert? Yes No

If yes, please explain: Timberland Bowbenders were not allowed to host the 2020 or the 2021 JOP/Indoor Provincials due to the SHA and SAA guidelines in place during the COVID-19 pandemic. Timberland Bowbenders had purchased the equipment as set out in our application for the 2020 competition, but we did not forward that information since the event was cancelled. The Saskatchewan Archery Association have awarded our club the rights to host this event in Prince Albert for the next 5 years (2022 – 2026 inclusive) which is usually planned for April of each year.

What level of media coverage was realized during the event?

List of media outlets that covered event:

| | |
|------------|--|
| Local | <u>Click here to insert info.</u> |
| Provincial | <u>Click here to insert info.</u> |
| National | <u>Click here to insert info.</u> |

Budget:

Please attach a final budget or financial statements that reflect actual revenue and expenses.

Comments:

If there are any lessons learned, comments, etc. that you would like to share with regards to your event or the Destination Marketing Fund Grant or application process, please feel free to do so below or on a separate sheet of paper.

[Click here to enter comments or include a separate sheet.](#)

Privacy Policy Statement and Application Certification

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

Date: [Click here to enter a date.](#)

Signature: Dominic Dumais, President, Timberland Bowbenders Archery Club: The sport of man since time began!

Print Name and Title: [Dominic Dumais](#)

This Final Report 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.

Budget Summary

Note: You must show total expenses and revenue for the project. Revenue and expenses should be equal, if possible.

| INCOME | Amount | Follow-up Actual |
|--|---------------------|--------------------|
| Other grants (see Table 1 below) | \$ | \$ |
| Fundraising | \$ | \$ |
| Cash Donations/sponsorships | \$ | \$ |
| In-kind contributions (non-cash – please list) | \$ | \$ |
| Other sources (please list) | \$ | \$ |
| 1. Registration Fees | \$ 22,000.00 | \$ 20190.00 |
| 2. 50/50 | \$ 2,000.00 | \$ 1293.60 |
| 3. | \$ | \$ |
| Total Income | \$ 24,000.00 | \$ 21483 |
| Expenditures: (identify in-kind expenditures with an asterisk*) | Amount | |
| Facilities | \$ 1,400.00 | \$ 1398.00 |
| Equipment Costs | \$ | \$ 2507.19 |
| Travel costs | \$ | \$ |
| Staff salaries | \$ | \$ |
| Training/Development Costs | \$ | \$ |
| Other direct related expenditures (please list): | \$ | \$ |
| 1. Target Stands | \$ 4,500.00 | \$ 3936.38 |
| 2. Arrow Backstop Netting | \$ 5,000.00 | \$ 4517.70 |
| 3. Targets, Ethafoam Target Fronts | \$ 2,000.00 | \$ 3250.64 |
| 4. 25% from Registration Fee Income | \$ 5,500.00 | \$ 4047.50 |
| 5. Signage | \$ 2,000.00 | \$ 1633.37 |
| Total expenditures | \$ 20,400.00 | \$ 21290.78 |
| Surplus/deficit without Community Grant | \$ 3,600.00 | \$ |
| Program funding | \$ 3,600.00 | \$ |
| Requested Grant Amount | \$ 9,800.00 | \$ |

Table 1 - Indicate where you have requested/accessed other grant funding sources:

| Name of Organization/Fund | Requested | Received |
|--------------------------------|-----------|----------|
| 1. City of Prince Albert - DMF | 9,800.00 | |
| 2. | | |
| 3. | | |
| 4. | | |

Event Retention Destination Marketing Fund Grant Application

Application Date: **February 4, 2020**

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: **\$ 9800.00**

Organization Information:

Name of Organization requesting funding: **TIMBERLAND BOWBENDERS ARCHERY CLUB**

Contact Person: **JOHN CANNON**

Phone: **306-961-5854** Email: **j.cannon@sasktel.net**

Mailing Address including postal code: **1172 4th Street East, Prince Albert, Saskatchewan, S6V 0L2**

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: **TIMBERLAND BOWBENDERS ARCHERY CLUB**

Brief description of organization requesting funding: **Timberland Bowbenders are committed to the development and pursuit of Target archery, 3D archery and bowhunting. We have a strong commitment to youth and the Junior Olympic Program (JOP). Our goal is to promote the sport of Archery to ALL ages. A sport that is growing for family and individual fun.**

Organization's annual budget: \$ **Please see attached financial report.**

Event Information:

Name of Event: **2020 JOP/Indoor Provincials**

Duration of event: Start date: **Apr. 18, 20** End date: **Apr. 19, 20**

Describe the event: **The JOP/Indoor Provincials are a Saskatchewan Archery Association Provincial Championships which are being hosted by Timberland Bowbenders for the 10th time out of the last 11 years in Prince Albert. We started by having the event at the Dave Stuart Arena which we out grew and now host at the Alfred Jenkins Field House. We use to have 200 JOP archers on the Saturday and 180 archers on Sunday. The past few years we have played host upto 380 archers on Saturday and right around the 300 archers on the Sunday. Timberland Bowbenders have seen a steady increase over the years (which is a great problem) and are realizing that this event may have to start on the Friday eventually to accommodate the number of archers. Timberland Bowbenders Archery Club have also applied to host this event for the years 2021 to 2025 inclusive. I did receive a phone call that our application was accepted for the next 5 years following after 2020, but at this time I did not receive a confirmation letter to attach. During this event there will be 40 butts on the field of play each day with one target butt costing approximately \$1100.00. With more archers attending each year, TBB would need to consider upgrading or purchasing new equipment yearly to keep this a first class event.**

Accommodations:

Estimated number of room nights generated from event: **There were 200 rooms blocked off each night in 5 establishments in Prince Albert for this event for the nights of April 17 & 18, 2020. Hopefully this will help in doing the final report in regardsto the actual numbers staying in rooms over the weekend.**

(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: **Based on 75% requiring rooms for the JOP event, this means that 250 archers require rooms for 2 nights. There will be 6 judges for 2 nights totalling 12 rooms. Then there will be coaches, families and spectators each night. Therefore the 200 rooms that have been blocked each night for this event should be very close.**

What local facilities other than accommodations will be used: **Restaurants, shopping establishments, movie theatre, local drinking establishments, bus/taxi services etc.**

Event Attendance:

| | |
|--|---|
| Estimated participants, officials and staff: <u>and Saskatchewan Archery dignitaries</u> | <u>720 Which includes judges</u> |
| Estimated spectators – non-residents (80 km or more away from Prince Albert) | <u>400</u> |
| Estimated spectators – City residents | <u>150</u> |
| Total estimated spectators | <u>550</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? **10 out of the last 11 years.**

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: **Due to the facilities that Prince Albert has to offer, the work of the volunteers of the Timberland Bowbenders we hosted the 2019 Canadian Outdoor National Archery Championships**

last August. We will be hosting the JOP/Indoor Provincials for the next 5 years after the 2020 event.

Also we have applied for the Archery Canada Canada Cup event for the years of 2020, 2023 and

2025. Waiting for news from Archery Canada as to the selection outcome.

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

Timberland Bowbenders have a great group of volunteers which step up each time we host an archery event. Besides the JOP/Indoor Provincials, we hosted the Canada Cup in 2014, 2016 and in 2018 on the long weekend of May. At this event, archers from across Canada attend to compete for points to make Team Canada and to represent Canada at International Archery Events. Timberland Bowbenders have also hosted the Indoor 3D Provincials, the Outdoor 3D Provincials, Field/Target Provincials for the Saskatchewan Archery Association. Timberland Bowbenders also hosted the 2019 Canadian Outdoor Nationals Archery Championships.

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 Timberland Bowbenders contingency fund is required to keep a place for our youth and adults to shoot. We host shoots like the JOP/Indoor Provincials to assist with this and this grant helps the club purchase equipment to keep this a first class event. If we don't keep upgrading the equipment eventually we would have to stop hosting the events and it would force other clubs to try and host the event plus the city as a whole would lose out on revenue which is injected into the community each year.**

Please describe efforts made by the organizing committee to retain this event in Prince Albert: **Timberland Bowbenders made an application to the Saskatchewan Archery Association stating that we would host the JOP/Indoor Provincials event in Prince Albert for the upcoming 2021 to 2025 seasons inclusive. I have received a verbal confirmation saying that our applications have been approved but not in writing at this time.**

Should an Event Retention Destination Marketing Fund Grant 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)

Timberland Bowbenders are continuing to purchase equipment to host these major events as for example, when we arrive at the Alfred Jenkins Field House we walk onto the field of play with \$50,000.00 worth of equipment. This equipment is the same as if you went to a World Archery Event. Each year after the Timberland Bowbenders contingency fund is met (rent costs for shooting range) we invest in new equipment to replace equipment that is near the end of its lifetime. Equipment wears out pending the number of arrows shot into the shooting butts. Timberland Bowbenders will only put on a first class event with the proper equipment. The Alfred Jenkins Field House is also a great venue to host this event. It is priced very reasonable and is large enough to host this event. We always receive compliments in regards to the facility and how smoothly the event runs.

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.)

Timberland Bowbenders are basically the only club that will host this event. No other clubs in the province will purchase the equipment to host the event, let alone be able to keep replacing or upgrading the equipment. One other big factor is the rental cost of the Alfred Jenkins Field House. Most of the smaller communities use to use skating arenas which were very cold do not having a proper heating source. Also, there are very few clubs that have the volunteer base that will assist to host a shoot of this magnitude.

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

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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.

RPT 22-224

TITLE: Destination Marketing Fund Grant Application Form – 2022 Saskatchewan U15A Male and U15A Female Provincial Softball Championships

DATE: **May 17, 2022**

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATIONS:

1. That the New Event Destination Marketing Fund Grant Application from Prince Albert U15 Aces/Astros for funding the 2022 Saskatchewan U15A Male and U15A Female Provincial Softball Championships scheduled for July 7 - 10, 2022, be approved in the amount of \$9,900, with final payment conditional on the confirmed hotel room accommodations as per the new DMF Funding Model Chart;
2. That \$9,900 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 the 2022 Saskatchewan U15A Male and U15A Female Provincial Softball Championships scheduled for July 7 - 10, 2022.

BACKGROUND:

A new funding model for Destination Marketing Levy Applications has been forwarded from the Destination Marketing Levy Committee to City Council for consideration.

The new DMF Funding Model:

- funded as per the number of hotel rooms confirmed
- **strictly based on a ratio of heads in beds**
- provides the maximum funding to be approved for an event based on a ratio of confirmed number of hotel room
- provides transparency and consistency on approving grants as per the ratio chart
- events of similar confirmed hotel accommodations will receive funding consistently with other events
- a transparent model to share with Host Committees when applying for grants

PROPOSED APPROACH AND RATIONALE:

The Administrator has received an Application under the Criteria “New Event” for the Destination Marketing Fund Grant from the Host Committee of the 2022 Saskatchewan U15A Male and U15A Female Provincial Softball Championships.

The event is scheduled for July 7 - 10, 2022.

Event: 2022 Saskatchewan U15A Male and U15A Female Provincial Softball Championships.

The U15A Aces are a female youth fastpitch team that represent the Prince Albert Minor Softball Association. We are co-hosting the event with the U15A Astros which are the male team in the same age category. The U15 Aces are submitting the application on behalf of the two teams. Our teams are requesting funding to assist us in making this event a huge success for our kids and our city.

High level male and female provincial softball championships for all “A” level teams across the province. Teams are playing in hopes to qualify to represent Saskatchewan at the National Championships in August this year. There will be 5 male teams and 12-20 female teams to attend this years championship. These events are held annually throughout the province. This years event could bring 240 or more competitors to our city. This of course will draw family and friends who will come as spectators to enjoy the games. The championships will be run on all of the diamonds at Max Power Ball Parks over the weekend. It should make for a packed house and exciting event for our city and the service businesses required.

Various teams from PA Minor Softball Association have successfully hosted events in the past. We will use their experience to assist us. Our group will be assisting in hosting the Shaye Amundsen Memorial Tournament again which is a very similar event. This will be a great dress rehearsal to hosting the provincial event. Many of our parents and volunteers have helped in running various events over the years in softball, hockey etc. which will help us in running this event.

The Grant Application states the following for Accommodations:

Accommodations:

Estimated total number of room nights generated from event: **1,080 room nights**
(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?
 20 teams x 18 players/staff per team average = 360 participants, 360 participants x 3 nights stay each = 1,080

The attached Grant Application is requesting funding in the amount of \$9,000.

Proposed New DMF Funding Model

Application: Estimated number of room nights generated from event **1,080 room nights.**

This report is recommending approval of \$9,900.

| | |
|---|---------------------------------|
| Destination Marketing Levy COMMITTEE Approval - Grants for Funding \$5,000 up to \$10,000. | |
| Hotel Rooms | Maximum DMF Levy Funding |
| 801-850 | \$9,500 |
| 851-900 | \$9,900 |

Attached to the Application is the proposed budget for the event as it relates to their expenses and revenues. Also attached to this Report is a letter of support from the PAMSA Softball Commissioner.

CONSULTATIONS:

The Grant Application has been reviewed internally by the Administrator.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Once a decision has been rendered, the Administrator will report back to the Host Committee.

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 \$9,900 is **within** the threshold of the Destination Marketing Levy Advisory Committee to approve.

The Administrator is recommending applying the new proposed DMF Funding Model. The Final Payment to be made will be based on the actual hotel room generated. **As such, the final payment will be dependent on the confirmed hotel accommodations included in the Final Report.**

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no official community plan or privacy implications.

STRATEGIC PLAN:

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.

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.

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by Melodie Boulet, DMF Administrator.

ATTACHMENTS:

1. New Event - Destination Marketing Fund Grant Application – 2022 Saskatchewan U15A Male and U15A Female Provincial Softball Championships.
2. 2022 Proposed Revenues and Expenses for Tournament.
3. Letter of Support dated May 13, 2022 from the PAMSA Softball Commissioner.

Written by: Melodie Boulet, DMF Administrator

New Event Destination Marketing Fund Grant Application

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

Application Date: May 12, 2022

Amount of Destination Marketing Fund Requested: \$ 9000.00

Organization Information:

Name of Organization requesting funding: Prince Albert U15A Aces/Astros

Contact Person: Scott Reed

Phone: 1-306-960-7145

Email: sjwreed@hotmail.com

Mailing Address including postal code: RR1 Prince Albert, SK, S6V5P8

Type of Organization (please select one)

Private

Not-for-Profit

Other

If Other explain: N/A

Name of Organization that the Destination Marketing Fund Grant, if approved, should be made payable to: Prince Albert U14A Aces

Brief description of organization requesting funding: The U15A Aces are a female youth fastpitch team that represent the Prince Albert Minor Softball Association. We are co-hosting the event with the U15A Astros which are the male team in the same age category. The U15 Aces are submitting the application on behalf of the two teams. Our teams are requesting funding to assist us in making this event a huge success for our kids and our city.

Organization's annual budget: \$ **9000.00**

Event Information:

Name of Event: **Saskatchewan U15A Male and U15A Female Provincial Softball Championships**

Duration of event: Start date: **Jul. 7, 22** End date: **Jul. 10, 22**

Describe the event: **High level male and female provincial softball championships for all "A" level teams across the province. Teams are playing in hopes to qualify to represent Saskatchewan at the National Championships in August this year. There will be 5 male teams and 12-20 female teams to attend this years championship. These events are held annually throughout the province. This years event could bring 240 or more competitors to our city. This of course will draw family and friends who will come as spectators to enjoy the games. The championships will be run on all of the diamonds at Max Power Ball Parks over the weekend. It should make for a packed house and exciting event for our city and the service businesses required.**

Accommodations:

Estimated total number of room nights generated from event: **1080**
(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? **20 teams x 18 players/staff per team average = 360 participants, 360 participants x 3 nights stay each = 1080**

What local facilities other than accommodations will be used? **Prime Ministers Park, Max Power Softball Fields**

Event Attendance:

Estimated participants, officials and staff: **360**

Estimated spectators – non-residents
(80 km or more away from Prince Albert) **750**

Estimated spectators – City residents **350**

Total estimated spectators **1460**

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: Prince Albert did host a Provincial championship in different age categories last year. I do not believe that we have been the host city in the U15 age categories for quite some time.

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: Softball Saskatchewan accepts bids to host it's championships every year. By hosting successful events in our community it will create continued opportunities to host similar events in the future.

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

Yes No

Please explain:

As people come and experience our world class facility it will entice them back for future events in our city. Not on;ly Provincial Championships, but the possibility of larger events such as Canadian Western and National Championships.

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.

Various teams from PA Minor Softball Association have successfully hosted events in the past. We will use their experience to assist us. Our group will be assisting in hosting the Shave Amundsen Memorial Tournament again which is a very similar event. This will be a great dress rehearsal to hosting the provincial event. Many of our parents and volunteers have helped in running various events over the years in softball, hockey etc which will help us in running this event.

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.*

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2022 Softball Saskatchewan U15A Male and Female Championships

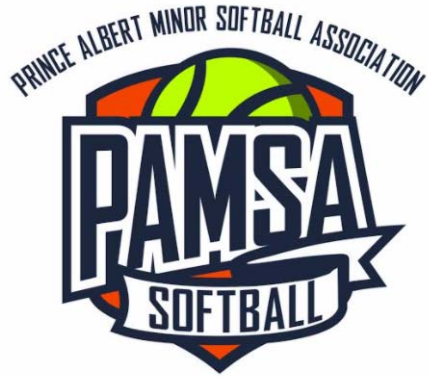
Forecasted budget costs – approximate

EXPENSES

| | |
|---|-----------------|
| Ball Diamonds /Facility Rental | \$2000.00 |
| Umpires | \$6000.00 |
| Softballs | \$1000.00 |
| Event Tent rental (x2) | \$1500.00 |
| Portable fencing/gate rental (12 panels) | \$300.00 |
| Signage/Tournament Draw Boards | \$500.00 |
| Tournament Program Printing | \$1000.00 |
| Championship Medals | \$800.00 |
| Raffle Table | \$750.00 |
| Wristbands/tickets/misc | \$300.00 |
| Championship shirts (committee/competitors) | \$1500.00 |
| Portable toilets for Shaye Diamond (Qty 2) | <u>\$350.00</u> |
| | |
| TOTAL | \$16,000.00 |

REVENUE

| | |
|-----------------------------|------------------|
| Gate fees | \$5500.00 |
| Destination Marketing Grant | \$9000.00 |
| Raffle Table | <u>\$1500.00</u> |
| | |
| TOTAL | \$16,000.00 |



May 13, 2022

To whom it may concern,

This letter is to confirm that Prince Albert Minor Softball Association is aware and in support of the Prince Albert U15 A Aces and U15 A Astros Softball Teams applying for the Destination Marketing Fund Grant. This is in conjunction with their hosting of the U15 A Softball Provincial Championship July 7th to 10th, 2022

If you have any further questions please do not hesitate to contact me.

Steve Climenhaga

Commissioner PAMSA

306-940-9811

pamsacommissioner@gmail.com

TITLE: Destination Marketing Fund Grant Application Form – 2022 U11 “Open” Girls & Boys - North Softball Provincial Championships

DATE: May 17, 2022

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATIONS:

1. That the New Event Destination Marketing Fund Grant Application from Prince Albert Minor Softball Association for funding the 2022 U11 “Open” Girls & Boys - North Softball Provincial Championships scheduled for June 24 – 26, 2022, be approved in the amount of \$8,000, with final payment conditional on the confirmed hotel room accommodations as per the new DMF Funding Model Chart;
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.

TOPIC & PURPOSE:

To obtain approval for funding the 2022 U11 “Open” Girls & Boys - North Softball Provincial Championships scheduled for June 24 – 26, 2022.

BACKGROUND:

A new funding model for Destination Marketing Levy Applications has been forwarded from the Destination Marketing Levy Committee to City Council for consideration.

The new DMF Funding Model:

- funded as per the number of hotel rooms confirmed
- **strictly based on a ratio of heads in beds**
- provides the maximum funding to be approved for an event based on a ratio of confirmed number of hotel room
- provides transparency and consistency on approving grants as per the ratio chart
- events of similar confirmed hotel accommodations will receive funding consistently with other events
- a transparent model to share with Host Committees when applying for grants

PROPOSED APPROACH AND RATIONALE:

The Administrator has received an Application under the Criteria “New Event” for the Destination Marketing Fund Grant from the Host Committee of the 2022 U11 “Open” Girls & Boys - North Softball Provincial Championships.

The event is scheduled for June 24 – 26, 2022.

Event: 2022 U11 “Open” Girls & Boys - North Softball Provincial Championships.

U11 Boys & Girls Softball teams from around Northern Saskatchewan will be travelling to Prince Albert to play round robin games Friday and Saturday. Teams advancing to the playoffs will play on Sunday. There will be 4 teams from Prince Albert hosting this event including 2 female and 2 male teams.

Prince Albert Minor Softball Association is a program to develop young athletes and assist them to play highly competitive softball and compete at the provincial level. The PAMSA philosophy is to make sure that softball is always fun. PAMSA has teams that compete at Provincials for U11 - U17 for both male and female players. Teams can put in bids to host yearly if they want. Softball Sask decides who will host based on facilities, accommodations, etc so Prince Albert has a high chance of hosting which would be good for the economy and community.

The Grant Application states the following for Accommodations:

Accommodations:

Estimated total number of room nights generated from event: **672 room nights**
(*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?
Estimated 12 players/families per team. Most teams will be staying 2 nights. 12 families x 28 out of town teams = 336 x 2 nights = 672 room nights.

The attached Grant Application is requesting funding in the amount of \$3,500.

Proposed New DMF Funding Model

With the recommended new DMF Funding Model being presented to City Council, the Host Committee is eligible for funding in the amount of \$8,000: as follows:

Application: Estimated number of room nights generated from event **672 room nights**.

| 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 |

Attached to the Application is the proposed budget for the event as it relates to their expenses and revenues.

CONSULTATIONS:

The Grant Application has been reviewed internally by the Administrator.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Once a decision has been rendered, the Administrator will report back to the Host Committee.

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 \$8,000 is **within** the threshold of the Destination Marketing Levy Advisory Committee to approve.

The Administrator is recommending applying the new proposed DMF Funding Model. The Final Payment to be made will be based on the actual hotel room generated. **As such, the final payment will be dependent on the confirmed hotel accommodations included in the Final Report.**

With the approval of the Destination Marketing Levy Fund Grants to date, including the requests to the Committee at this time, and the 2022 Levy Revenue credited to the Reserve, the projected Reserve Balance is approximately (\$937,981.64).

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no official community plan or privacy implications.

STRATEGIC PLAN:

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.

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.

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by Melodie Boulet, DMF Administrator.

ATTACHMENTS:

1. New Event - Destination Marketing Fund Grant Application – 2022 U11 “Open” Girls & Boys - North Softball Provincial Championships.
2. 2022 Proposed Revenues and Expenses for Tournament.

Written by: Melodie Boulet, DMF Administrator

New Event Destination Marketing Fund Grant Application

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

Application Date: May 13, 2022

Amount of Destination Marketing Fund Requested: \$ 3500

Organization Information:

Name of Organization requesting funding: Prince Albert Minor Softball Association (PAMSA)

Contact Person: Trina Bell

Phone: 306-961-0459 Email: trinaturgeon@hotmail.com

Mailing Address including postal code: 3356 15th Ave E, Prince Albert Sk, S6V 7M8

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: PAMSA

Brief description of organization requesting funding: Prince Albert Minor Softball Association is a program to develop young athletes and assist them to play highly competitive softball and compete at the provincial level. The PAMSA philosophy is to make sure that softball is always fun. PAMSA has teams that compete at Provincials for U11 - U17 for both male and female players .

Organization's annual budget: \$ 0 Each year the players selected to the team pay registration fees to play as well as team fees that is just enough to cover the expenses for the regular season. These fees are to pay for regular season exhibition games, team clothing etc. There is no budget in their fees for running a Provincial or any tournament. It is a lot of work and a big expense to host but it brings a lot of teams into the community so hosts need financial assistance. It should not be a financial strain on a team for putting in all the work of hosting.

Event Information:

Name of Event: U11 "OPEN" Girls & Boys - North Softball Provincial Championships

Duration of event: Start date: June 24, 22 End date: June 26, 22

Describe the event: U11 Boys & Girls Softball teams from around Northern Saskatchewan will be travelling to Prince Albert to play round robin games Friday and Saturday. Teams advancing to the playoffs will play on Sunday. There will be 4 teams from Prince Albert hosting this event including 2 female and 2 male teams.

Accommodations:

Estimated total number of room nights generated from event: 672 room nights
(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?
Estimated 12 players/families per team. Most teams will be staying 2 nights. 12 families x 28 out of town teams = 336 x 2 nights = 672 room nights

What local facilities other than accommodations will be used? Max Power Ball Park located at Prime Minister's Park Softball Diamonds (4 diamonds), Art Hauser Centre Canteen, Various restaurants/shopping stores, playgrounds and parks may be visited by participants between games over the course of the weekend. The Skateboard Park will probably also be a big attraction right by the diamonds.

Event Attendance:

| | |
|---|--------------------|
| Estimated participants, officials and staff: | <u>500</u> |
| Estimated spectators – non-residents (80 km or more away from Prince Albert) | <u>300</u> |
| Estimated spectators – City residents | <u>200</u> |
| Total estimated spectators | <u>1000</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: **Last year we were involved in hosting the U12 “Open” Girls North Provincial Championships here in Prince Albert.**

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: Teams can put in bids to host yearly if they want. Softball Sask decides who will host based on facilities, accommodations, etc so Prince Albert has a high chance of hosting which would be good for the economy and community.

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

Yes No

Please explain:

If Prince Albert does a good job of hosting, Softball Sask may ask us to host again if other teams don't step forward. We have great facilities that are underutilized and capable of hosting small or large events.

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.

Our organizing committee is made up of parent volunteers from the 4 Prince Albert U11 Aces & Astros teams. Many parents are past athletes that have either attended or helped volunteer at various sporting events. Last year two of these teams also helped host the U12 "A" Aces And U12 "Open" Girls North provincials as well helped organize and run the 1st annual Shaye Amundson Memorial Softball Tournament. It was a very similar structure to how Provincials will operate. The Shaye tournament ran very smoothly and many out of town teams complimented the good job we did and the beautiful facilities we have.

The organizing committee is run by parent volunteers from all four hosting teams. We have all organized and ran various sporting events. Everything is well planned out and workers scheduled before the event will occur. We work in conjunction with Softball Sask Executive Director Guy Jacobson and Prince Albert Umpire in Chief Jim Flynn.

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.

Prince Albert U11 Softball
Provincial Hosting Budget - approximate

Expenses

| | |
|--|--------------------|
| Ball diamond rental | \$2000.00 |
| Umpire fees - games, mileage, accommodations | \$6000.0 |
| Scorekeeper /Announcer | \$200.00 |
| Programs | \$1600.00 |
| Signage – team banners and around facilities | \$600.00 |
| Perimeter Fencing | \$100.00 |
| Wristbands, tickets | \$200.00 |
| Team Gift bags | \$600.00 |
| Miscellaneous office supplies | \$200.00 |
| | ----- |
| | \$11 500.00 |

Revenue

| | |
|-----------------------------|------------------|
| Softball Sask Grant | \$5500.00 |
| Gate admission | \$3000.00 |
| Destination Marketing Grant | \$3500.00 |
| | ----- |
| | \$12 000.00 |



RPT 22-225

TITLE: Destination Marketing Fund Grant Application Form – 2022 Shaye Amundson Memorial Girls Softball Tournament

DATE: May 17, 2022

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATIONS:

1. That the Event Retention Destination Marketing Fund Grant Application from Prince Albert Minor Softball Association for funding the 2022 Shaye Amundson Memorial Girls Softball Tournament scheduled for June 3 – 5, 2022, be approved in the amount of \$7,500, with final payment conditional on the confirmed hotel room accommodations as per the new DMF Funding Model Chart;
2. That \$7,500 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 the 2022 Shaye Amundson Memorial Girls Softball Tournament scheduled for June 3 – 5, 2022.

BACKGROUND:

A new funding model for Destination Marketing Levy Applications has been forwarded from the Destination Marketing Levy Committee to City Council for consideration.

The new DMF Funding Model:

- funded as per the number of hotel rooms confirmed
- **strictly based on a ratio of heads in beds**
- provides the maximum funding to be approved for an event based on a ratio of confirmed number of hotel room
- provides transparency and consistency on approving grants as per the ratio chart
- events of similar confirmed hotel accommodations will receive funding consistently with other events
- a transparent model to share with Host Committees when applying for grants

PROPOSED APPROACH AND RATIONALE:

The Administrator has received an Application under the Criteria “Event Retention” for the Destination Marketing Fund Grant from the Host Committee of the 2022 Shaye Amundson Memorial Girls Softball Tournament.

The event is scheduled for June 3 – 5, 2022.

Event: 2022 Shaye Amundson Memorial Girls Softball Tournament.

U11 to U17 Girls softball teams from all over Saskatchewan will be traveling to Prince Albert to compete in this Second Annual Memorial Tournament. Round robin games in all divisions will start on Friday and carry on into Saturday with playoffs finishing up late Sunday afternoon.

PAMSA is a program to develop young athletes and assist them to play highly competitive softball and compete at a provincial level. The PAMSA philosophy is to make sure that softball is always fun. PAMSA has softball teams that compete at provincials for both male and female from ages U11-U17.

This is the 2nd Annual Shaye Amundson Memorial Tournament and PAMSA would like to continue to offer it every year. All PAMSA teams that are hosting do not have enough funds to cover all the costs of a big tournament such as this one. Having some financial assistance helps to confirm that these teams do not have to cover any added expenses and continue to offer this great weekend of softball. All profits made from this tournament will be split between the 5 hosting teams to help with their season expenses and development. We also have created the Shaye Amundson Scholarship worth \$2000/each, which is awarded to two local female softball athletes to use towards their post secondary education, along with one non softball athlete for a total of 3 given out. We also want to make sure we are giving the best experience for our visiting teams to have them return and play again and again. If we were to run into financial trouble there is a possibility that we would not be able to continue to offer this fantastic tournament that brings so many people to our wonderful community.

The Grant Application states the following for Accommodations:

Accommodations:

Estimated number of room nights generated from event **648 room nights**.
(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:
Estimated 12 players/families per team. Most teams will be staying 2 nights, 12 families x 27 out of town teams = 324 x 2 nights = 648 room nights.

The attached Grant Application is requesting funding in the amount of \$6,000.

Proposed New DMF Funding Model

With the recommended new DMF Funding Model being presented to City Council, the Host Committee is eligible for funding in the amount of \$7,500: as follows:

Application: Estimated number of room nights generated from event **648 room nights**.

| 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 |

Attached to the Application is the proposed budget for the event as it relates to their expenses and revenues.

CONSULTATIONS:

The Grant Application has been reviewed internally by the Administrator.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Once a decision has been rendered, the Administrator will report back to the Host Committee.

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 \$7,500 is **within** the threshold of the Destination Marketing Levy Advisory Committee to approve.

The Administrator is recommending applying the new proposed DMF Funding Model. The Final Payment to be made will be based on the actual hotel room generated. **As such, the final payment will be dependent on the confirmed hotel accommodations included in the Final Report.**

With the approval of the Destination Marketing Levy Fund Grants to date, including the requests to the Committee at this time, and the 2022 Levy Revenue credited to the Reserve, the projected Reserve Balance is approximately (\$937,981.64).

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no official community plan or privacy implications.

STRATEGIC PLAN:

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.

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.

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by Melodie Boulet, DMF Administrator.

ATTACHMENTS:

1. Event Retention - Destination Marketing Fund Grant Application – 2022 Shaye Amundson Memorial Girls Softball Tournament.
2. 2022 Proposed Revenues and Expenses for Tournament.

Written by: Melodie Boulet, DMF Administrator

Event Retention Destination Marketing Fund Grant Application

Application Date: May 13, 2022

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: \$ 6000.00

Organization Information:

Name of Organization requesting funding: Prince Albert Minor Softball Association (PAMSA).

Contact Person: Trina Bell.

Phone: (306)961-0459. Email: trinaturgeon@hotmail.com.

Mailing Address including postal code: 3356 15th Ave E, Prince Albert Sk, S6V 7M8.

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: PAMSA.

Brief description of organization requesting funding: **PAMSA is a program to develop young athletes and assist them to play highly competitive softball and compete at a provincial level. The PAMSA philosophy is to make sure that softball is always fun. PAMSA has softball teams that compete at provincials for both male and female from ages U11-U17.**

Organization's annual budget: **\$ 0, each year the players selected to the team pay registration fees to play as well as team fees. This amount collected is just enough to cover the basic expenses such as apparel, exhibition games, tournaments etc. There is no budget in the fees to run a tournament. It is a lot of work and a big expense to host, but it brings a lot of teams to the community so a little financial help goes a long way for these teams. Whatever profit is made from the tournament will be split between the 5 local teams hosting to help them with their season and development.**

Event Information:

Name of Event: **Shaye Amundson Memorial Girls Softball Tournament.**

Duration of event: Start date: **June 3/22** End date: **June 5/22**

Describe the event: **U11 to U17 Girls softball teams from all over Saskatchewan will be traveling to Prince Albert to compete in this Second Annual Memorial Tournament. Round robin games in all divisions will start on Friday and carry on into Saturday with playoffs finishing up late Sunday afternoon.**

Accommodations:

Estimated number of room nights generated from event **648 room nights.**
(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: **Estimated 12 players/families per team. Most teams will be staying 2 nights, 12 families x 27 out of town teams = 324 x 2 nights = 648 room nights.**

What local facilities other than accommodations will be used: **Max Power Ball Park located at Prime Minster Park Softball Diamonds (4 diamonds). Art Hauer Center Concession and washrooms. Various restaurants and shopping centers, playgrounds and parks may be visited by participating familie along with the Skate Park which is right beside the diamonds.**

Event Attendance:

| | |
|---|--------------------|
| Estimated participants, officials and staff: | <u>500</u> |
| Estimated spectators – non-residents (80 km or more away from Prince Albert) | <u>300</u> |
| Estimated spectators – City residents | <u>200</u> |
| Total estimated spectators | <u>1000</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 will be the 2nd year .**

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: **Prince Albert has amazing softball facility that can accommodate every softball age. PAMSA has 12 provincial softball teams all looking for games and tournaments to play in. If the tournament is successful, that makes it more likely that teams of all ages are interested in coming back to PA to participate in this particular event or one of any hosted by our local teams.**

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

PAMSA has had lots of experience with hosting tournaments in the past and will continue to in the future. We have been approved by Softball Sask to host a couple provincial tournaments this year along with Westerns. We have a proven track record of running successful softball tournaments because of our first class facilities and the amazing volunteers in our city along with the great group of committed softball families. Last year's first Annual Shaye Amundson Memorial Tournament was a huge success and we are seeing a lot of returning teams back again this year.

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? **This is the 2nd Annual Shaye Amundson Memorial Tournament and PAMSA would like to continue to offer it every year. All PAMSA teams that are hosting do not have enough funds to cover all the costs of a big tournament such as this one. Having some financial assistance helps to confirm that these teams do not have to cover any added expenses and continue to offer this great weekend of softball. All profits made from this tournament will be split between the 5 hosting teams to help with their season expenses and development. We also have created the Shaye Amundson Scholarship worth \$2000/each, which is awarded to two local female softball athletes to use towards their post secondary education, along with one non softball athlete for a total of 3 given out. We also want to make sure we are giving the best experience for our visiting teams to have them return and play again and again. If we were to run into financial trouble there is a possibility that we would not be able to continue to offer this fantastic tournament that brings so many people to our wonderful community.**

Please describe efforts made by the organizing committee to retain this event in Prince Albert: **PAMSA female program currently has a large number of athletes registered with almost two teams in all ages from U11-U15 along with one U17 team. Female Softball is very popular and continues to grow here and all throughout the province. PAMSA has created this tournament with the mindset that it will continue in honor of one of its young athletes who lost her life several years ago. Her family has been and still is currently involved in the PAMSA program and in honor of them and the love of this game our female teams will continue to support and host this wonderful tournament that will also help support some of our own graduating players.**

Should an Event Retention Destination Marketing Fund Grant 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)

Each year there will be a new committee formed with new teams hosting this tournament. So minor details may change but there will still be the same involvement from all of the local female PAMSA teams. We will continue to host the best tournament we can to keep our visiting teams coming back and supporting our events.

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.)

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.

Shaye Amundson Memorial Tournament
Hosting Budget - approximate

Expenses

| | |
|---|--------------------|
| Ball diamond rental | \$2000.00 |
| Diamond Maintenance (U17 Astros Team) | \$750.00 |
| Umpire fees - games, mileage, accommodations | \$6000.00 |
| Scorekeeper/Announcer | \$250.00 |
| Signage – team banners and around facilities | \$300.00 |
| Perimeter Fencing | \$100.00 |
| Wristbands, tickets | \$250.00 |
| Shaye Amundson Memorial Scholarships (3x2000) | \$6000.00 |
| Miscellaneous office supplies | \$350.00 |
| | ----- |
| | \$16 000.00 |

Revenue

| | |
|-----------------------------|------------------|
| Team Entry (14X\$550) | \$7700.00 |
| Gate admission | \$3000.00 |
| Destination Marketing Grant | \$6000.00 |
| | ----- |
| | \$16 700.00 |

RPT 22-230

TITLE: Destination Marketing Fund Grant Application Form – 2022 U13 Boys Western Canadian Softball Championships

DATE: May 17, 2022

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATIONS:

1. That the New Event Destination Marketing Fund Grant Application from Prince Albert Minor Softball Association for funding the U13 Boys Western Canadian Softball Championships scheduled for July 29 – August 1, 2022, be approved in the amount of \$4,000, with final payment conditional on the confirmed hotel room accommodations as per the new DMF Funding Model Chart;
2. That \$4,000 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.

TOPIC & PURPOSE:

To obtain approval for funding the U13 Boys Western Canadian Softball Championships scheduled for July 29 – August 1, 2022.

BACKGROUND:

A new funding model for Destination Marketing Levy Applications has been forwarded from the Destination Marketing Levy Committee to City Council for consideration.

The new DMF Funding Model:

- funded as per the number of hotel rooms confirmed
- **strictly based on a ratio of heads in beds**
- provides the maximum funding to be approved for an event based on a ratio of confirmed number of hotel room
- provides transparency and consistency on approving grants as per the ratio chart
- events of similar confirmed hotel accommodations will receive funding consistently with other events
- a transparent model to share with Host Committees when applying for grants

PROPOSED APPROACH AND RATIONALE:

The Administrator has received an Application under the Criteria “New Event” for the Destination Marketing Fund Grant from the Host Committee of the U13 Boys Western Canadian Softball Championships.

The event is scheduled for July 29 – August 1, 2022.

Event: U13 Boys Western Canadian Softball Championships.

Prince Albert Minor Softball Association Under 13 Boys is a program to develop young male athletes and assist them to play highly competitive softball and compete at the provincial level and Western Canada level.

U13 Boys Softball teams from Saskatchewan, British Columbia, Alberta, Manitoba and possibly Ontario and Quebec, will be travelling to Prince Albert to participate in round robin games that will lead to playoffs and Championship games. This is the first year U13 boys can participate in the Westerns Tournament.

The Hosting Committee Chairperson is myself, Nicole Finch, manager of the U13 A Astros team. Westerns is a very similar format to how Provincials was ran but on a smaller scale because there are less teams. Both the tournament and Provincials last year ran very smoothly and many out of town teams complimented the good job we did and the beautiful facilities we have. Our organizing committee is made up of parent volunteers from the Prince Albert U13 Astros team.

The Grant Application states the following for Accommodations:

Accommodations:

Estimated total number of room nights generated from event: **300 room nights**

(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?

Estimated 15 players /families per team. 80 rooms were blocked at the Prince Albert Inn. 30 rooms were blocked at the Best Western Premiere. Most teams will be staying 3 nights. Some teams may stay 4 nights. 15 families x 6 out of town teams = 90 x 3 nights = 270 room nights + 30 extra for 4th night = 300

The attached Grant Application is requesting funding in the amount of \$2,000.

Proposed New DMF Funding Model

With the recommended new DMF Funding Model being presented to City Council, the Host Committee is eligible for funding in the amount of \$4,000: as follows:

Application: Estimated number of room nights generated from event **300 room nights**.

| | |
|--|---------------------------------|
| Destination Marketing Levy Committee CHAIRPERSON | |
| Approval - Grants for Funding up to \$5,000. | |
| Hotel Rooms | Maximum DMF Levy Funding |
| 0-50 | \$1,500 |
| 51-100 | \$2,000 |
| 101-150 | \$2,500 |
| 151-200 | \$3,000 |
| 201-250 | \$3,500 |
| 251-300 | \$4,000 |
| 301-350 | \$4,500 |
| 351-400 | \$5,000 |

Attached to the Application is the proposed budget for the event as it relates to their expenses and revenues. Also attached to this Report is a letter of support from the PAMSA Softball Commissioner.

CONSULTATIONS:

The Grant Application has been reviewed internally by the Administrator.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Once a decision has been rendered, the Administrator will report back to the Host Committee.

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 \$4,000 is **within** the threshold of the Destination Marketing Levy Advisory Committee to approve.

The Administrator is recommending applying the new proposed DMF Funding Model. The Final Payment to be made will be based on the actual hotel room generated. **As such, the final payment will be dependent on the confirmed hotel accommodations included in the Final Report.**

With the approval of the Destination Marketing Levy Fund Grants to date, including the requests to the Committee at this time, and the 2022 Levy Revenue credited to the Reserve, the projected Reserve Balance is approximately (\$937,981.64).

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no official community plan or privacy implications.

STRATEGIC PLAN:

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.

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.

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by Melodie Boulet, DMF Administrator.

ATTACHMENTS:

1. New Event - Destination Marketing Fund Grant Application – U13 Boys Western Canadian Softball Championships.
2. 2022 Proposed Revenues and Expenses for Tournament.
3. Letter of Support dated April 30, 2022 from the PAMSA Softball Commissioner.

Written by: Melodie Boulet, DMF Administrator

New Event Destination Marketing Fund Grant Application

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

Application Date: April 30, 2022

Amount of Destination Marketing Fund Requested: \$ 2000.00

Organization Information:

Name of Organization requesting funding: Prince Albert U13 A Astros

Contact Person: Nicole Finch

Phone: 306-922-1312

Email: nicolefinch@hotmail.ca

Mailing Address including postal code: 27 Greenshields Lane Prince Albert, SK S6X 0A6

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: U13 Astros

Brief description of organization requesting funding: Prince Albert Minor Softball Association Under 13 Boys is a program to develop young male athletes and assist them to play highly competitive softball and compete at the provincial level and Western Canada level.

Organization's annual budget: \$ 0 Each year the players selected to the team pay registration fees to play as well as team fees that is just enough to cover the expenses for the regular season. These fees are to pay for regular season exhibition games, team clothing etc. There is no budget in their fees for a Westerns Competition. It is a lot of work and a big expense to host but it brings a lot of teams into the community so hosts need financial assistance. It should not be a financial strain on a team for putting in all the work of hosting.

Event Information:

Name of Event: U13 A Westerns

Duration of event: Start date: Jul. 29, 22 End date: Aug. 1, 22

Describe the event: U13 Boys Softball teams from Saskatchewan, British Columbia, Alberta, Manitoba and possibly Ontario and Quebec, will be travelling to Prince Albert to participate in round robin games that will lead to playoffs and Championship games. This is the first year U13 boys can participate in the Westerns Tournament.

Accommodations:

Estimated total number of room nights generated from event: 300
(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? Estimated 15 players /families per team. 80 rooms were blocked at the Prince Albert Inn. 30 rooms were blocked at the Best Western Premiere. Most teams will be staying 3 nights. Some teams may stay 4 nights. 15 families x 6 out of town teams = 90 x 3 nights = 270 room nights + 30 extra for 4th night = 300

What local facilities other than accommodations will be used? Prime Minister's Park Softball Diamonds (2 diamonds) and Art Hauser Centre Canteen. Various restaurants/shopping stores, playgrounds and parks may be visited by participants between games over the course of the weekend. August long is usually a hot weekend so I imagine the spray parks and possibly the Kinsmen Water Park may be used by some participants. The Skateboard Park will probably also be a big attraction right by the diamonds.

Event Attendance:

Estimated participants, officials and staff: **160**

Estimated spectators – non-residents
(80 km or more away from Prince Albert) **315**

Estimated spectators – City residents **300**

Total estimated spectators **775**

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: **Last Westerns in PA were hosted in 2013 by the U14 Astros.**

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: Teams can put in bids to host yearly if they want. Softball Sask decides who will host based on facilities, accommodations, etc so Prince Albert has a high chance of hosting which would be good for the economy and community.

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

Yes No

Please explain:

If Prince Albert does a good job of hosting, Softball Sask may ask us to host again if other teams don't step forward. We have great facilities that are underutilized and capable of hosting small or large events.

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.

The Hosting Committee Chairperson is myself, Nicole Finch, manager of the U13 A Astros team. I am a teacher with a Kinesiology background and have coached, organized and ran various sporting events. Last year I was part of a team helping to organize and run the 1st annual Shave Amundson Memorial Softball Tournament. I was also the Head Organizer last year for the U12 Aces Softball Provincials which hosted 22 teams. Westerns is a very similar format to how Provincials was ran but on a smaller scale because there are less teams. Both the tournament and Provincials last year ran very smoothly and many out of town teams complimented the good job we did and the beautiful facilities we have. Our organizing committee is made up of parent volunteers from the Prince Albert U13 Astros team. Stacey Coleman (co-treasurer), Erika Ball, Carolyn Bennington and all the other Astros parents. Many parents are past athletes that have either attended or helped volunteer at various sporting events. We will work in conjunction with Steve Climenhaga (PAMSA Commissioner), Brad Casavant (PAMSA treasurer), PAMSA Media Relations person (TBA), Softball Sask Executive Director Guy Jacobson, District 8 Director Ian Litzenberger and Prince Albert Umpire in Chief Jim Flynn.

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.

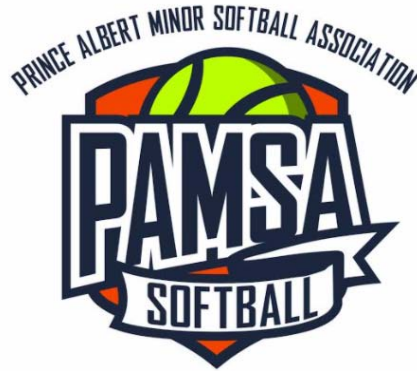
BUDGET SUMMARY

Please outline all anticipated event revenues and expenses. You may attach a separate detailed budget for your event if you choose.

| REVENUES | AMOUNT |
|---|-----------------------------|
| SLTF Hosting Grant (# participants x # days x \$8) Maximum of \$3,000 | \$ 3000.00 |
| Entry Fees Gate | \$ 3000.00 |
| Sponsorship - Advertising | \$ 500.00 |
| Sales | \$ — |
| Fundraising 50/50 | \$ 500.00 |
| Other Grants Destination Marketing Grant - Applied for but not sure we will get | \$ 2000.00 |
| Other: (please list) | |
| | \$ |
| | \$ |
| | \$ |
| TOTAL REVENUES | \$0.00 \$9000.00 |

| EXPENSES | AMOUNT |
|---|------------------------------|
| Facility Rental \$126/diamond \$125 x 2 workers \$502 x 4 | \$ 2008.00 |
| Sport Awards (i.e. medals) Medals 3x15, Keeper plaque | \$ 300.00 |
| Marketing/Promotions Flyers / Advertising | \$ 200.00 |
| Officials \$70/game Round Robin \$90/game Championship Rounds | \$ 2200.00 |
| Volunteers Meals and Stipend | \$ 400.00 |
| Administration/Supplies/Wristbands/Tickets | \$ 250.00 |
| Sport Medicine/Medical Extra Rowlings Softballs | \$ 200.00 |
| Other: (please list) Umpire Transportation | \$ 1000.00 |
| Programs | \$ 400.00 |
| Opening / Closing Ceremonies (Team Signs) | \$ 500.00 |
| Hosting Fees | \$ 775.00 |
| Fencing | \$ 200.00 |
| TOTAL EXPENSES | \$0.00 \$ 8433.00 |

| | |
|--|----------------------------|
| TOTAL REVENUE (DEFICIT) FOR EVENT | \$0.00 \$567.00 |
|--|----------------------------|



April 30, 2022

To whom this may concern,

This letter is to confirm that Prince Albert Minor Softball Association is aware and in support of the Prince Albert U13 A Astros Softball Team applying for a Destination Marketing Fund Grant in conjunction with their hosting of the U13 Boys Western Canadian Softball Championship July 29th – Aug. 1st, 2022

If you have any further questions please contact me.

Steve Climenhaga

Commissioner
PAMSA
306-940-9811



RPT 22-229

TITLE: Destination Marketing Fund Grant Application Form – 2022 U13 Boys Rawlings Softball League Tournament

DATE: May 17, 2022

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATIONS:

1. That the New Event Destination Marketing Fund Grant Application from Prince Albert Minor Softball Association for funding the U13 Boys Rawlings Softball League Tournament held May 14 – 15, 2022, be approved in the amount of \$2,500, with final payment conditional on the confirmed hotel room accommodations as per the new DMF Funding Model Chart;
2. That \$2,500 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 the U13 Boys Rawlings Softball League Tournament held May 14 – 15, 2022. This event occurred last weekend.

BACKGROUND:

A new funding model for Destination Marketing Levy Applications has been forwarded from the Destination Marketing Levy Committee to City Council for consideration.

The new DMF Funding Model:

- funded as per the number of hotel rooms confirmed
- **strictly based on a ratio of heads in beds**
- provides the maximum funding to be approved for an event based on a ratio of confirmed number of hotel room
- provides transparency and consistency on approving grants as per the ratio chart
- events of similar confirmed hotel accommodations will receive funding consistently with other events
- a transparent model to share with Host Committees when applying for grants

PROPOSED APPROACH AND RATIONALE:

The Administrator has received an Application under the Criteria “New Event” for the Destination Marketing Fund Grant from the Host Committee of the U13 Boys Rawlings Softball League Tournament.

The event was already held May 14 – 15, 2022.

Event: U13 Boys Rawlings Softball League Tournament.

U13 Boys Softball teams from around Saskatchewan will be travelling to Prince Albert to play league games all day Friday and Saturday.

PAMSA is a program to develop young athletes and assist them to play highly competitive softball and compete at a provincial level. The PAMSA philosophy is to make sure that softball is always fun. PAMSA has softball teams that compete at provincials for both male and female from ages U11-U17.

All teams that participate in the Rawlings Boys Sask Softball League from U13 to U15 host a weekend inviting all teams to play league games. There are several weekends of ball and all communities take turns each year. So PAMSA teams will be hosting more this year and the following years for both boys and girls teams but with different teams involved

The Grant Application states the following for Accommodations:

Accommodations:

Estimated total number of room nights generated from event: **108 room nights**
(*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?

Estimated 12 players/families per team. Most teams will be staying 1 night. 12 families x 9 out of town teams = 108 room nights.

The attached Grant Application is requesting funding in the amount of \$1,000.

Proposed New DMF Funding Model

With the recommended new DMF Funding Model being presented to City Council, the Host Committee is eligible for funding in the amount of \$2,500: as follows:

Application: Estimated number of room nights generated from event **108 room nights**.

| Destination Marketing Levy Committee CHAIRPERSON Approval - Grants for Funding up to \$5,000. | |
|---|--------------------------|
| Hotel Rooms | Maximum DMF Levy Funding |
| 0-50 | \$1,500 |
| 51-100 | \$2,000 |
| 101-150 | \$2,500 |
| 151-200 | \$3,000 |
| 201-250 | \$3,500 |
| 251-300 | \$4,000 |
| 301-350 | \$4,500 |
| 351-400 | \$5,000 |

Attached to the Application is the proposed budget for the event as it relates to their expenses and revenues.

CONSULTATIONS:

The Grant Application has been reviewed internally by the Administrator.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Once a decision has been rendered, the Administrator will report back to the Host Committee.

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 \$2,500 is **within** the threshold of the Destination Marketing Levy Advisory Committee to approve.

The Administrator is recommending applying the new proposed DMF Funding Model. The Final Payment to be made will be based on the actual hotel room generated. **As such, the final payment will be dependent on the confirmed hotel accommodations included in the Final Report.**

With the approval of the Destination Marketing Levy Fund Grants to date, including the requests to the Committee at this time, and the 2022 Levy Revenue credited to the Reserve, the projected Reserve Balance is approximately (\$937,981.64).

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no official community plan or privacy implications.

STRATEGIC PLAN:

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.

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.

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by Melodie Boulet, DMF Administrator.

ATTACHMENTS:

1. New Event - Destination Marketing Fund Grant Application – U13 Boys Rawlings Softball League Tournament.
2. 2022 Proposed Revenues and Expenses for Tournament.

Written by: Melodie Boulet, DMF Administrator

New Event Destination Marketing Fund Grant Application

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

Application Date: May 13, 2022

Amount of Destination Marketing Fund Requested: \$ 1000

Organization Information:

Name of Organization requesting funding: Prince Albert Minor Softball Association (PAMSA)

Contact Person: Trina Bell

Phone: 306-961-0459 Email: trinaturgeon@hotmail.com

Mailing Address including postal code: 3356 15th Ave E, Prince Albert Sk, S6V 7M8

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: PAMSA

Brief description of organization requesting funding: Prince Albert Minor Softball Association is a program to develop young athletes and assist them to play highly competitive softball and compete at the provincial level. The PAMSA philosophy is to make sure that softball is always fun. PAMSA has teams that compete at Provincials for U11 - U17 for both male and female players.

Organization's annual budget: \$ 0 Each year the players selected to the team pay registration fees to play as well as team fees that is just enough to cover the expenses for the regular season. These fees are to pay for regular season exhibition games, team clothing etc. There is no budget in their fees for running a Provincial or any tournament. It is a lot of work and a big expense to host but it brings a lot of teams into the community so hosts need financial assistance. It should not be a financial strain on a team for putting in all the work of hosting.

Event Information:

Name of Event: U13 Boys Rawlings Softball League

Duration of event: Start date: May 14, 22 End date: May 15 22

Describe the event: U13 Boys Softball teams from around Saskatchewan will be travelling to Prince Albert to play league games all day Friday and Saturday.

Accommodations:

Estimated total number of room nights generated from event: 108 room nights
(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?
Estimated 12 players/families per team. Most teams will be staying 1 night. 12 families x 9 out of town teams = 108 room nights

What local facilities other than accommodations will be used? Max Power Ball Park located at Prime Minister's Park Softball Diamonds (3 diamonds), Art Hauser Centre Canteen, Various restaurants/shopping stores, playgrounds and parks may be visited by participants between games over the course of the weekend. The Skateboard Park will probably also be a big attraction right by the diamonds.

Event Attendance:

| | |
|---|-------------------|
| Estimated participants, officials and staff: | <u>175</u> |
| Estimated spectators – non-residents (80 km or more away from Prince Albert) | <u>225</u> |
| Estimated spectators – City residents | <u>100</u> |
| Total estimated spectators | <u>500</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: **Last year we were involved in hosting the U14 & U12 boys house league weekends here in Prince Albert but with less teams.**

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: All teams that participate in the Rawlings Boys Sask Softball League from U13 to U15 host a weekend inviting all teams to play league games. There are several weekends of ball and all communities take turns each year. So PAMSA teams will be hosting more this year and the following years for both boys and girls teams but with different teams involved.

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

Yes No

Please explain:

If Prince Albert does a good job of hosting we will continue to be one of the facilities asked to continue to host the league each year.

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.

Our organizing committee is made up of parent volunteers from the U13 Prince Albert Astros team. Many parents are past athletes that have either attended or helped volunteer at various sporting events. Last year several of us helped host the U12 "A" Aces And U12 "Open" Girls North provincials as well helped organize and run the 1st annual Shaye Amundson Memorial Softball Tournament. The Shaye tournament ran very smoothly and many out of town teams complimented the good job we did and the beautiful facilities we have. Everything is well planned out and workers scheduled before the event will occur. We work in conjunction with Softball Sask Executive Director Guy Jacobson and Prince Albert Umpire in Chief Jim Flynn.

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.

Prince Albert U13 Boys Rawlings Softball League
Hosting Budget - approximate

Expenses

| | |
|--|------------------|
| Ball diamond rental | \$1316.00 |
| Umpire fees - games, mileage, accommodations | \$2300.00 |
| Balls | \$200.00 |
| Misc | \$184 |
| | ----- |
| | \$4000.00 |

Revenue

| | |
|-----------------------------|------------------|
| Entry Fee | \$3600.00 |
| 50/50 sales | \$400 |
| Destination Marketing Grant | \$1000.00 |
| | ----- |
| | \$5000.00 |

RPT 22-231

TITLE: Destination Marketing Fund Grant Application Form – 2022 Prince Albert’s Multicultural Canada Day 2022

DATE: May 17, 2022

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATIONS:

1. That the Event Retention Destination Marketing Fund Grant Application from Prince Albert Multicultural Council (PAMC) for funding the Prince Albert’s Multicultural Canada Day 2022 to be held July 1, 2022, be approved in the amount of \$1,500, with final payment conditional on the confirmed hotel room accommodations as per the new DMF Funding Model Chart;
2. That \$1,500 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 the Prince Albert’s Multicultural Canada Day 2022 to be held July 1, 2022.

BACKGROUND:

A new funding model for Destination Marketing Levy Applications has been forwarded from the Destination Marketing Levy Committee to City Council for consideration.

The new DMF Funding Model:

- funded as per the number of hotel rooms confirmed
- **strictly based on a ratio of heads in beds**
- provides the maximum funding to be approved for an event based on a ratio of confirmed number of hotel room
- provides transparency and consistency on approving grants as per the ratio chart
- events of similar confirmed hotel accommodations will receive funding consistently with other events
- a transparent model to share with Host Committees when applying for grants

PROPOSED APPROACH AND RATIONALE:

The Administrator has received an Application under the Criteria “Event Retention” for the Destination Marketing Fund Grant from the Host Committee of the Prince Albert’s Multicultural Canada Day 2022.

The event is scheduled for July 1, 2022 – Canada Day.

Event: Prince Albert’s Multicultural Canada Day 2022.

The Prince Albert Multicultural Council is a non-profit organization that fosters (cultivates) the appreciation of all cultures in the community through education, settlement services, community engagement and celebrations.

PAMC envisioned a culturally inclusive community as it aims to increase our focus on the cultural diversity, inclusivity, anti racism and cultural connections within the City of Prince Albert and even its surrounding communities. To honor and recognize all of diverse cultures which comprise our lovely community, for newcomers to participate and celebrate sense of belonging and pride being in Canada, to recognize the truth stories about residential schools and to learn more Indigenous history and culture, the PAMC organizes the Multicultural Canada Day on July 01, 2022 at the Riverbank, Dave Steuart Park, from 5:00 pm until Fireworks display.

The Grant Application states the following for Accommodations:

Accommodations:

Estimated total number of room nights generated from event: **25-20 room nights**
(*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?

PAMC has been host to the City-Wide Canada day event for over 20 years. The event has grown significantly in the past 7 years and has attracted 3000 to 5000 people to the event through out the day. The event attracts a large number of families; therefore, the estimated 200 overnight guests would be broken down to represent no more that 25-30 room nights. PAMC would definitely see the value in finding ways to better take overnight stays moving forward.

The attached Grant Application is requesting funding in the amount of \$3,000.

Proposed New DMF Funding Model

With the recommended new DMF Funding Model being presented to City Council, the Host Committee is eligible for funding in the amount of \$1,500: as follows:

Application: Estimated number of room nights generated from event **25-30 room nights**.

| Destination Marketing Levy Committee CHAIRPERSON Approval - Grants for Funding up to \$5,000. | |
|--|---------------------------------|
| Hotel Rooms | Maximum DMF Levy Funding |
| 0-50 | \$1,500 |
| 51-100 | \$2,000 |
| 101-150 | \$2,500 |
| 151-200 | \$3,000 |
| 201-250 | \$3,500 |
| 251-300 | \$4,000 |
| 301-350 | \$4,500 |
| 351-400 | \$5,000 |

Attached to the Application is the proposed budget for the event as it relates to their expenses and revenues.

Also attached to this Report is the following documents:

- Correspondence dated January 25, 2022 from Executive Director, Multicultural Council of Saskatchewan.
- Correspondence dated January 11, 2022 from Arts & Cultural Coordinator, City of Prince Albert.
- Correspondence dated January 19, 2022 from Executive Director, Societe Canadienne-Francaise de Prince Albert.

CONSULTATIONS:

The Grant Application has been reviewed internally by the Administrator.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Once a decision has been rendered, the Administrator will report back to the Host Committee.

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 \$1,500 is **within** the threshold of the Destination Marketing Levy Advisory Committee to approve.

The Administrator is recommending applying the new proposed DMF Funding Model. The Final Payment to be made will be based on the actual hotel room generated. **As such, the final payment will be dependent on the confirmed hotel accommodations included in the Final Report.**

With the approval of the Destination Marketing Levy Fund Grants to date, including the requests to the Committee at this time, and the 2022 Levy Revenue credited to the Reserve, the projected Reserve Balance is approximately (\$937,981.64).

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no official community plan or privacy implications.

STRATEGIC PLAN:

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.

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.

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by Melodie Boulet, DMF Administrator.

ATTACHMENTS:

1. Event Retention - Destination Marketing Fund Grant Application – Prince Albert's Multicultural Canada Day 2022.
2. 2022 Proposed Revenues and Expenses for Tournament.
3. Correspondence dated January 25, 2022 from Executive Director, Multicultural Council of Saskatchewan.
4. Correspondence dated January 11, 2022 from Arts & Cultural Coordinator, City of Prince Albert.
5. Correspondence dated January 19, 2022 from Executive Director, Societe Canadienne-Francaise de Prince Albert.

Written by: Melodie Boulet, DMF Administrator

Event Retention Destination Marketing Fund Grant Application

Application Date: May 2, 2022

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: \$ 3,000.00

Organization Information:

Name of Organization requesting funding: Prince Albert Multicultural Council (PAMC)

Contact Person: Michelle Hassler

Phone: 306-922-0400 Email: michellea.pamc@gmail.com

Mailing Address including postal code: 1410C Central Avenue, Prince Albert, SK S6V4W5

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: **Prince Albert Multicultural Council**

Brief description of organization requesting funding: **The Prince Albert Multicultural Council is a non-profit organization that fosters (cultivates) the appreciation of all cultures in the community through education, settlement services, community engagement and celebrations.**

Organization's annual budget: \$ **657,847.50**

Event Information:

Name of Event: **Prince Albert's Multicultural Canada Day 2022**

Duration of event: Start date: **Jul. 1, 22** End date: **Jul. 1, 22**

Describe the event: **PAMC envisioned a culturally inclusive community as it aims to increase our focus on the cultural diversity, inclusivity, anti racism and cultural connections within the City of Prince Albert and even its surrounding communities. To honor and recognize all of diverse cultures which comprise our lovely community, for newcomers to participate and celebrate sense of belonging and pride being in Canada, to recognize the truth stories about residential schools and to learn more Indigenous history and culture, the PAMC organizes the Multicultural Canada Day on July 01, 2022 at the Riverbank, Dave Steuart Park, from 5:00pm until Fireworks display. This is in partnership with the City of Prince Albert and the French-Canadian Society of Prince Albert. This will be a gathering of all nations to recognize the truth and stories of Indigenous peoples and to celebrate the contributions of all peoples in the community towards a beautiful mosaic of cultures in a welcoming, safe and respectful space. The Prince Albert's Multicultural Canada Day will still strictly follow all provincial and local Covid-19 protocols and safety measures in place. The full event will consist of a line up of a 30-minute opening ceremony, two main stages that will showcase cultural music and dance performances, information booths from community partner organizations, booths for children's activities, cultural teachings, arts and crafts. In addition, in between cultural performances, anti racism videos, videos about stories and experiences from Newcomers, stories**

about residential schools, messages of hope, how to work together towards reconciliation and healing from our Indigenous Elders and friends in the community, will be presented and shared through a large screens beside the main stage of the event. Also, there will be Multicultural Food Trucks during the event that will serve various cultural dishes. And a beautiful Fireworks display will wrap up the wonderful gathering. A professional video technical support will be hired to document and record the whole event and will upload it as soon as possible to PAMC's Facebook page and PAMC YouTube channel for the video component of the event. This will be very beneficial for those who cannot attend in person due to health, medical, physical reasons, etc. As we gather on this year's event, we expect an even more vibrant, diverse and all-inclusive community! The Multicultural Canada Day 2022 is free and open to the general public. With opportunities for our Newcomers and Indigenous clients and friends to actively engage through performances, food and merchandise vendors and volunteers. The event will see around 3,000+ attendees. The Prince Albert Multicultural Canada Day aims to achieve the following outcomes: - Newcomer/ Immigrant and Refugee will learn about the truth, history of Canada, as well as hear stories, learn about the residential schools and the Indigenous culture in the community; - Anti Racism, Diversity and Multicultural platform for awareness; - To celebrate diversity in the community; - To promote civic pride for all Canadians of all backgrounds; and - To build strong relationships between Indigenous and Non-Indigenous peoples and communities.

Accommodations:

Estimated number of room nights generated from event: 25+
(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: PAMC has been host to the City-Wide Canada day event for over 20 years. The event has grown significantly in the past 7 years and has attracted 3000 to 5000 people to the event through out the day. Most recently we have been able to track attendance at all of PAMC events though on-site surveys, booking performers, scheduling volunteers, vendor registrations, attendee registrations, and food sales. Although, the majority of attendees at the outdoor Canada Day event would be considered to be local or regional and not expected to require over night accommodation, PAMC does hire performers and vendors coming from locations beyond a 100km radius. Many of these visitors require over night accommodation. PAMC intends on booking accommodations for performers (during the live event and for some pre-date taping). We estimate this would be approximately 10 room nights. Base on our surveys from past events and regional visitor statistics we are aware that there could be 10% of the

overall attendees that are traveling from destinations of 100Km or more. Of that 10% more than 1/2 would be staying with friends or family. We would estimate that 200 people could be requiring accommodation outside of private homes. The event attracts a large number of families; therefore, the estimated 200 overnight guests would be broken down to represent no more than 25-30 room nights. PAMC would definitely see the value in finding ways to better take overnight stays moving forward.

What local facilities other than accommodations will be used: **The event will be held at the Dave Steuart Park, Riverbank of Prince Albert. Some guests and participants will use the service of local restaurants for food service, most especially the day before and after the event, during pre and post event organizations.**

Event Attendance:

| | |
|---|---------------------|
| Estimated participants, officials and staff: | <u>100+</u> |
| Estimated spectators – non-residents (80 km or more away from Prince Albert) | <u>100+</u> |
| Estimated spectators – City residents | <u>3000+</u> |
| Total estimated spectators | <u>3200+</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? **Approximately 20+ years**

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: **Attendees of the Multicultural Canada Day event will be immersed in various cultural experiences which may incite them to participate in other cultural events put on by the Prince Albert Multicultural Council year-round such as Diversity nights, Tapestrama Cultural**

Festival, Multicultural Children's Summer day camp, and more. It will also strengthen PAMC's collaborations with many local organizations such as the French-Canadian Society, YWCA, Mann Art Gallery and the City of Prince Albert events etc. helping as well to promote their events

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

As mentioned above, the Prince Albert Multicultural Council strives to foster the appreciation of all cultures in the community through education, settlement services, community engagement and celebrations. Hosting Multicultural Canada Day allows the organization to gather together members of the Prince Albert community and to provide a platform to showcase the culture and diversity represented in the community.

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? **Traditionally, the Canada Day event hosted by PAMC would begin at 12 noon and would end around 10:30pm. This year, due to the retraction of some grants and sponsorships, PAMC has been obligated to shorten the event by several hours, now starting instead at 5 pm. The additional live streaming and video production of the event, as a result of the pandemic has been a beneficial add ons to an in person gathering as it gives accessibility and inclusivity of everybody in and outside the community. But that is also a huge expenses in addition to as it involves professional staff and high end technology and gadgets. As we evolve towards the new normal, expenditures also increases. As mentioned above, there has been a great challenge the last couple years with funding the event. It has survived the last couple years because there has been no fireworks display. So the budget went to the live streaming and video production category. But as we start to go back to an in person celebration this year with lesser resources and funding, there is a great deficit in the budget and the most affected part of the production is the fireworks display. It is highly important to have the fireworks display as it is one of the highlights of the gathering as it will wonderfully wrap up the event. We have not had Fireworks display for two years because of the pandemic and we would like to give a great fireworks show to the community as a sign of hope that we are slowly coming back up from the challenges the pandemic has caused. We are applying for the Destination Marketing Fund Grant to support us in delivering a wonderful fireworks display during the Multicultural Canada Day on July 1st, 2022 at the Riverbank. Your sponsorship is a great assurance that the fireworks display will be included in the festivities.**

Please describe efforts made by the organizing committee to retain this event in Prince Albert: As previously mentioned, the Multicultural Canada Day Event has had to be shortened because a full-day event was not possible due to reduced funding. In addition, PAMC has done more research with regards to event funding applications within the province of Saskatchewan. A fundraiser event also will be held in June, 2022 to attempt to raise funds to help sustain the Fireworks Display for the Multicultural Canada Day. However despite that, PAMC has planned a great number of cultural performances, music & dance, children's activities and will relay stories and testimonies of Newcomers and First Nations, addressing as well the hurt and disenfranchisement caused by residential schools and come together to participate in the Truth and Reconciliation Commission led by Elders. PAMC is proud to present all of this regardless of financial issues and would be very grateful to receive the Destination Marketing Fund Grant to help pay for the firework display which will perfectly wrap up the event.

Should an Event Retention Destination Marketing Fund Grant 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)

PAMC has great support from annual sponsors and funders for the event but also continuously building more resource and financial support within the community and the province of Saskatchewan in general. PAMC is hoping to be able to continue the Annual World Traveler Walk-Thon Fundraiser Event, with this, it can definitely ensure ongoing sustainability of the event moving forward. Being in sync with current affairs will also assure that the event continues to be relevant and will attract more and more people every year.

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.)

N/A

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.

MULTICULTURAL CANADA DAY 2022

July 1st, 2022;

5:00 pm until Fireworks Display

In person At the Riverbank, Dave Steuart Park, Prince Albert, SK

Video component via PAMC Facebook page - @PAMCSK and PAMC YouTube Channel

Budget Details:

| Expenses | Amount |
|--|---------------------|
| Administration expenses (printing fee, materials, supplies, tobacco etc) | \$ 1,300.00 |
| Production expenses (contract, support staff, equipment, tent rentals etc) | \$ 1,000.00 |
| Marketing and Promotions (Facebook ads, PAnow, MBC radio, newspapers etc) | \$ 2,000.00 |
| Sound Equipment/ Backdrop, Power Rentals, digital TV screen | \$ 6,500.00 |
| Honorariums (Elder, Drum Group etc) | \$ 500.00 |
| Performers Fees | \$ 7,000.00 |
| Video / Live stream production team | \$ 4,000.00 |
| Insurance | \$ 650.00 |
| Security fees/ medical team | \$ 1,000.00 |
| Fireworks Display | \$ 7,000.00 |
| *In-kind - venue, garbage, recycle bins, park signs & preparations, stages, etc. | \$ 7,500.00 |
| Total | \$ 38,450.00 |
| | |
| Revenue Sources | Amount |
| | |
| DMF Grant (pending) | \$ 3,000.00 |
| SIGA (pending) | \$ 3,000.00 |
| CRRF - National Anti-Racism Fund (pending) | \$ 5,000.00 |
| Government of Canada - Celebrate Canada Fund (confirmed) | \$ 10,000.00 |
| SaskCulture/ Sasklotteries (confirmed) | \$ 5,000.00 |
| Multicultural Council of Saskatchewan (pending) | \$ 2,000.00 |
| Sasktel (confirmed) | \$ 500.00 |
| Donations/Fundraiser/ Vendors Fee | \$ 2,450.00 |
| *In-kind - City of Prince Albert | \$ 7,500.00 |
| | |
| Total | \$ 38,450.00 |
| Surplus/ Loss | |

January 25, 2022

To whom it may concern,

RE: Prince Albert Multicultural Council

The Multicultural Council of Saskatchewan (MCoS) is pleased to provide this letter to the Prince Albert Multicultural Council (PAMC) to support applications. MCoS endorses the work of this important organization.


MCoS has articulated five streams of multicultural work: cultural continuity, celebration of diversity, anti-racism, intercultural connections, and integration. PAMC is a strong and important partner in the multicultural community and is the regional multicultural council in the Prince Albert area. PAMC carries out work in all the streams through activities such as Common Ground, Discovering Diversity, anti-racism campaigns, language and culture classes, and events including Canada Day and Tapestrama.

PAMC has built effective networks and partnerships with organizations including the YWCA, the Prince Albert Indian and Métis Friendship Centre and the Prince Albert Grand Council that allow it to carry out the important cross-cultural relationship building work that fits the objectives of our work with BRIDGES (Building Relationships through Intercultural Dialogue and Growing Engagement in Saskatchewan) in bringing newcomers and Indigenous people together to learn, share and build community. It is particularly important to motivate “racialized” immigrants and refugees to gain understanding of reconciliation including the treaty obligations of the Canadian state to offer solidarity to the struggles of Indigenous peoples, and to engage in the planning and problem-solving essential for healthy communities.

As Saskatchewan and Canada become increasingly culturally diverse, organizations doing work such as this provide opportunities to have cultures and people reflected in all aspects of life and to prosper from the strength of each. MCoS encourages you to support Prince Albert Multicultural Council. This organization benefits the local community, the province, and the country by creating an environment free from racism and discrimination and that benefits from intercultural connections. The work of PAMC recognizes and promotes the Saskatchewan motto: *From Many Peoples Strength*. We hope to see the further development of their work that aims to build respectful, equitable and lasting connections as the foundation for our culturally diverse and harmonious future.

Please feel free to contact me at 721-MCoS (6267) or exec@mcos.ca for more information.

Respectfully,



Rhonda Rosenberg
Executive Director



City of Prince Albert
c/o Prince Albert Arts Centre
1010 Central Avenue
Prince Albert, Saskatchewan
S6V 4V5

January 11, 2022

RE: Letter of Support for the Prince Albert Multicultural Council

On behalf of the City of Prince Albert Community Services Department, I am pleased to provide this letter of support for the Prince Albert Multicultural Council.

The Prince Albert Multicultural Council (PAMC) provides valuable programs, services, and opportunities in our community. It has been a crucial and lead organization with promoting anti-racism and educating our community on multiculturalism for decades. Many initiatives have been undertaken by the PAMC, partnerships created, and community capacity built. These initiatives include free English classes, skills and employment training, acting as a resource to newcomers to Prince Albert, and leading major multicultural and anti-racism special events like March 21 Anti-Racism Day, Tapestrama Cultural Festival, Common Ground partnership initiatives, and Canada Day activities that provide opportunities for the community to connect and learn about one another's cultures and traditions and build community pride. Their work extends across the community to unite our community.

The PAMC is an active member of our City's Municipal Cultural Action Plan (MCAP) Working Group, and Culture Days committee. We have partnered with the PAMC to provide Culture Days, Canada Day, Diversity Nights and Youth Culture Camps. These programs and opportunities aim to increase the awareness and build understanding of the diverse ethno-cultural communities in our community. The work of the PAMC is a fit with the goals of the City's MCAP. In particular, the MCAP goal to "Promote and communicate cross cultural understanding and learnings across nations, communities, newcomers and individuals", as well as many of the other goals that speak to ensuring a culturally vibrant community, supporting organizations, promoting new partnerships, and ensuring that all nations, communities, newcomers, and individuals are welcomed and celebrated in the community.

In 2021, the PAMC facilitated a meaningful Canada Day reconciliation event, and continued to provide their major events online. They did an outstanding job providing these events virtually and in person when allowed due to the pandemic.

The City of Prince Albert values the work of the PAMC and their contributions to our city are highly recognized, regarded, and appreciated. We are confident in the PAMC's ability to deliver, and of the success of their current and future projects.

Best regards,



Judy MacLeod Campbell
Arts & Cultural Coordinator
City of Prince Albert

cc: Jody Boulet, Director Community Services, City of Prince Albert



Société Canadienne-Française de Prince Albert

www.scfpa.net

Prince Albert Multicultural Council
1410 C Central Ave
Prince Albert, Sk
S6V 4W5

January 19, 2022

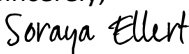
Attention: Michelle Hassler,
Executive Director
Prince Albert Multicultural Council (PAMC)

RE: Canada day, Tapestrama and Diversity nights

Dear Madam,

By the present, the SCFPA would like to offer its support of the Prince Albert Multicultural Council for the Canada day, Tapestrama cultural festival and Diversity nights and other smaller multicultural and anti racism activities. La société canadienne-française de Prince Albert is a non-profit organization that has been serving the Francophone and Francophile community for over thirty years. It exists to help preserve and nurture the French language and Fransaskois culture throughout the Prince Albert area and surrounding communities. The SCFPA welcomes the collaboration with other cultural groups and with PAMC in particular since we share a commongoal of celebrating culture and cultural diversity of all kinds. PAMC hosts the Tapestrama cultural festival every year in September and organizes Diversity nights periodically that bring together people of all cultures including First Nations. The SCFPA has participated in Tapestrama and Diversity nights for many years now. We are now looking forward to further collaboration with PAMC during these events with the addition of French language performing artists to the entertainment line-up and to encourage our French Canadian members and French speaking immigrants to attend these events. We hope that these collaborations will bring a new cultural flavor to the celebrations and will further enhance and promote cultural diversity. The SCFPA will also support these events by encouraging our members and the Francophone community as a whole to attend the festival and to participate in our Diversity nights.

In closing, the SCFPA is proud to show its support of PAMC and of the Tapestrama cultural festival as well as Diversity nights and will gladly provide any assistance during the organization of these events.

Sincerely,

Soraya Ellert
Executive director

TÉLÉPHONE

TÉLÉCOPIEUR

COURRIEL

29-11eme rue Est, Prince Albert, SK S6V 0Z8

(306) 763-0337

(306) 763-4719

scfpa@sasktel.net