



CITY OF PRINCE ALBERT

DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

AGENDA

**TUESDAY, JANUARY 9, 2024, 3:00 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 December 5, 2023 Destination Marketing Levy Advisory Committee Meeting Minutes for Approval (MIN 23-105) **Page 1**

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

- 6.1 Destination Marketing Fund Grant Application Form – PAGC Men’s Recreation Hockey Tournament (RPT 23-446) **Page 5**

Verbal Presentation: Trina Bell, Destination Marketing Fund Administrator

- 6.2 Destination Marketing Fund Grant Application Form - 2024 Senator’s Cup - Full Contact Hockey Tournament (RPT 23-448) **Page 19**

Verbal Presentation: Trina Bell, Destination Marketing Fund Administrator

- 6.3 Destination Marketing Fund Grant Application Form – Fine Arts Festival (RPT 23-450) **Page 35**

Verbal Presentation: Trina Bell, Destination Marketing Fund Administrator

- 6.5 Destination Marketing Fund Grant Application Form – U15 Boys Community Club Hockey Tournament (PRESENTED AT MEETING) (CORR 24-6) **Page 50**

Verbal Presentation: Trina Bell, Destination Marketing Fund Administrator

- 6.4 Destination Marketing Levy Grant Funding – Policy Changes; Application Deadline, Funding Model, Sponsorship Package, 100% Payment (RPT 23-452) **Page 57**

Verbal Presentation: Trina Bell, Destination Marketing Fund Administrator

7. UNFINISHED BUSINESS

8. ADJOURNMENT



City of
Prince Albert

MIN 23-105

MOTION:

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

ATTACHMENTS:

1. Minutes



CITY OF PRINCE ALBERT

DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

MINUTES

**TUESDAY, DECEMBER 5, 2023, 3:00 P.M.
MAIN BOARDROOM, 2ND FLOOR, CITY HALL**

PRESENT: Mayor Greg Dionne
Councillor Dawn Kilmer
Mona Selanders

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

1. CALL TO ORDER

Mayor Dionne, Chairperson, called the meeting to order.

2. APPROVAL OF AGENDA

0018. **Moved by:** Councillor Kilmer

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

1. Add discussion regarding utilizing the Destination Marketing Fund for promotional/marketing items as Item No. 6.2.

Absent: Richard Ahenakew and Councillor Ogradnick

CARRIED

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

0019. **Moved by:** Selanders

That the Minutes for the Destination Marketing Levy Advisory Committee Regular Meeting held August 21, 2023, be taken as read and adopted.

Absent: Councillor Ogrodnick and Richard Ahenakew

CARRIED

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

6.1 Destination Marketing Fund Grant Application Form – Prince Albert Female Hockey Tournament (RPT 23-417)

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

0020. **Moved by:** Selanders

1. That the Growing an Existing Event Destination Marketing Fund Grant Application from Prince Albert Female Hockey for funding the Prince Albert Female Hockey Tournament scheduled for January 5 – 7, 2024, in the amount of \$9,500, be approved;
2. That \$9,500 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.

Absent: Councillor Ogrodnick and Richard Ahenakew

CARRIED

6.2 Discussion – Utilize Destination Marketing Fund for Promotional/Marketing Items (PRESENTED AT MEETING)

0021. **Moved by:** Councillor Kilmer

That Administration utilize the Destination Marketing Levy Funds to purchase materials for the marketing and promotion of the Destination Marketing Levy Funds, as authorized in the Destination Marketing Levy Policy.

Absent: Councillor Ogrodnick and Richard Ahenakew

CARRIED

7. UNFINISHED BUSINESS

8. ADJOURNMENT – 3:34 P.M.

0022. **Moved by:** Selanders

That this Committee do now adjourn.

Absent: Councillor Ogrodnick and Richard Ahenakew

CARRIED

MAYOR GREG DIONNE
CHAIRPERSON

SAVANNAH PRICE
SECRETARY

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



City of Prince Albert

RPT 23-446

TITLE: Destination Marketing Fund Grant Application Form – PAGC Men’s Recreation Hockey Tournament

DATE: **December 20, 2023**

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

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

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

TOPIC & PURPOSE:

To obtain approval for funding in the amount of \$30,000 for the PAGC Men’s Recreation Hockey Tournament scheduled for Jan 12 – 14, 2024.

BACKGROUND:

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

Council approved the following motion:

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

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

The attached DMF Application is requesting approval for grant funding in the amount of \$30,000.

The Application states: *“The PAGC Men’s Recreation Hockey Tournament has been hosted annually for 15 years. This Tournament has not been run since 2019. This is one of the northern events that start of the New Year. This year’s Tournament will be targeting 16 teams in a full 3 day competition.”*

The Application also states: **Prince Albert Grand Council is the Tribal Council located in Prince Albert. PAGC represents 12 First Nation Bands with a total of over 90,000 First Nation/Dakota members. Proceeds of the 2024 Men’s Recreation Hockey Tournament will go to PAGC-Urban Services to provide meaningful and enjoyable youth programming, initiatives and cultural events. With these programs their goal is to provide new employment skills, self-esteem building and healthier positive life styles to the youth in Prince Albert and their communities.**

As per the Destination Marketing Levy Policy, this Application needs to be approved by the Destination Marketing Levy Advisory Committee **and forwarded to City Council for final approval:**

4.05 City Council

- a) *Consider recommendations submitted by the Destination Marketing Levy Advisory Committee regarding applications for request of funding over the amount of \$10,000.*
- b) Approve applications over the amount of \$10,000.**
- c) *Authorize the Mayor and City Clerk to sign all Funding Agreements with the Applicant once a decision has been rendered by City Council regarding an approved request over \$10,000.*
- d) *May, as required, instruct that the Administrator attach conditions to the approval of assistance under this policy which will require the recipient to perform certain activities or provide additional information in connection with the event receiving funding.*

The amount of \$30,000 requires City Council approval.

PROPOSED APPROACH AND RATIONALE:

Funding Model for Grants

Destination Marketing Levy Funds will be funded as a Grant to Host Committees as per the confirmed hotel accommodations for the Event.

The grant to be funded will be based on the following ratio criteria:

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

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

The criteria for hotel rooms for DMF funding in the amount of \$30,000 is 1,201 to 1,500 confirmed hotel rooms.

In their Application Form, they had estimated approximately 4,110 rooms.

The Grant Application estimates 3,000 total participants/spectators per day x 60% out of town for 3 days Thu-Sun = 1,370 x 3 nights = 4,110. This amount would include the full rosters, community members, and families that are attending.

This event has been held in Prince Albert from 2009-2019. There was no event in 2020 and in 2021 & 2022 they tried to start it up again but was not successful due to Covid and the drastic change of employees.

The application was handed in a couple days after the last DMF Advisory Committee meeting in Dec 2023 and was too late to get on the agenda for the following council meeting. The DMF Advisory Committee will meet to discuss before the tournament is held in January 2024, however it will not have time to go to council to be approved. I have informed PAGC Sport Culture and Recreation of this and if the application is approved there would possibly be only one payment based on final report which they are okay with.

If you base this application on the estimated hotel accommodations, they are eligible for a DMF Grant in the amount of \$30,000 +. They also meet the criteria of **Events of Significant Economic Impact - City Council Approval**.

CONSULTATIONS:

The Grant Application has been reviewed internally by Administration.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

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

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

POLICY IMPLICATIONS:

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

FINANCIAL IMPLICATIONS:

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

A recommendation will need to be forwarded to City Council for approval of grant funding, as the request is over \$10,000.

With the approval of the Destination Marketing Levy Fund Grants to date, including the requests to the Committee at this time, and the 2023 Levy Revenue credited to the Reserve, the projected Reserve Balance is approximately **(\$1,017,731)**.

PRIVACY IMPLICATIONS, 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 that Prince Albert businesses such as hotels, restaurants and shopping centers receive huge amount of business from the players and families of the participants.

This Tournament provides great economic benefit to our community.

The PAGC Men’s Recreation Hockey Tournament:

“Hosting this event in Prince Albert draws participants from all over Sask, Manitoba, and Alberta. The Participants and families that attend the event get to see the new areas of Prince Albert including the new Sport Complex, new hotels being built. Showcasing Prince Albert has always been one of our mandates to hosting events like this in the City”

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by the DMF Administrator

ATTACHMENTS:

1. New Event DMF Application & Budget - PAGC Men's Recreation Hockey Tournament

Written by: Trina Bell, Tourism Coordinator

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

New Event Destination Marketing Fund Grant Application

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

Application Date: November 17, 2023

Amount of Destination Marketing Fund Requested: \$ 30,000

Organization Information:

Name of Organization requesting funding: Prince Albert Grand Council

Contact Person: Geoff Despins

Phone: 306-961-9926 Email: gdespins@pagc.net

Mailing Address including postal code: 1211 1st avenue east Prince Albert S6V 4Y8

Type of Organization (please select one)

Private

Not-for-Profit

Other

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

Name of Organization that the Destination Marketing Fund Grant, if approved, should be made payable to: PAGC Sport Culture and Recreation

Brief description of organization requesting funding: Prince Albert Grand Council is the Tribal Council Located in Prince Albert. PAGC represents 12 First Nation Bands with a total of over 90,000 First Nation/Dakota Nation members.

Organization's annual budget: \$ 90,000

Event Information:

Name of Event: PAGC Men's Recreation Tournament

Duration of event: Start date: Jan. 12, 24 End date: Jan. 14, 24

Describe the event: The PAGC Men's Recreation Hockey Tournament that has been hosted annually for 15 years. This tournament has not been run since 2019. This is one of the northern events that start off the new year. This year's Tournament will be targeting 16 teams in a full 3 day competition. The details of the event are attached.

Accommodations:

Estimated total number of room nights generated from event: 3000 total participants/spectators per day x 60% out of town for 3 days Thursday Night – Sunday. = 1370 x 3 nights = 4,110
(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? We estimated the full team rosters, community members and added families that are attending.

What local facilities other than accommodations will be used? Art Hauser, Local Stores and Restaurants.

Event Attendance:

Estimated participants, officials and staff:	<u>1100 per day</u>
Estimated spectators – non-residents (80 km or more away from Prince Albert)	<u>800 per day</u>
Estimated spectators – City residents	<u>500 per day</u>
Total estimated spectators	<u>2400 per day</u>

This event is (please select one)

Local Provincial Regional National International

Media exposure (please select one)

Local Provincial Regional National International

Event History:

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

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

If yes, please explain when last hosted in Prince Albert: **This tournament has not been hosted since January 2019.**

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: This is event has been held in Prince Albert from 2009 – 2019. There was a drastic change of employees. This event tried to start up again in 2021 & 2022, event was not successful on the start up due to covid19 being the reason.

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

Yes No

Please explain:

Hosting this event in Prince Albert draws Participants from all over Sask, Manitoba and Alberta. The participants and families that attend the event get to see the new areas of Prince Albert including the new Sport Complex, the new hotels being built. Showcasing Prince Albert has always been one of our mandates to hosting events like this in the City.

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.

PAGC Rec 2009-2019, PAGC Senator's Cup 2014-2023, PAGC/NLC/NLCDC 38th Annual Golf Tournament(2024 will be 39th Annual), PAGC Culture Gathering.

Working Group:

Grand Chief Brian Hardlotte

Sport, Culture and Recreation Vice Chief Smy Tsanni

Director/Manager Geoff Despins

SCR Coordinator Robynn Dorion

SCR Coordinator Stephen Mckay

SCR Support Mel Mercredi.



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.

2024 PACC REGISTRATION TOURNAMENT

16 TEAM

MODIFIED DOUBLE KNOCKOUT ONE GAME FINAL

\$1500 PER TEAM

1ST PLACE \$10,000

2ND PLACE \$6,000

3RD PLACE \$4,000

PLAYER OF THE GAME

PAYOUT BASED ON FULL ENTRY

FRIDAY - KINSMEN & STUART

SATURDAY - ART HAUSER

SUNDAY - ART HAUSER

JANUARY 12, 13 & 14 2024

\$10 AT THE DOOR

EVERYONE PAYS

ONLY TEAMS PAID & SUBMITTED
ROSTERS WILL BE PUT INTO DRAW

ALL RESERVE - 1 IMPORT GOALIE

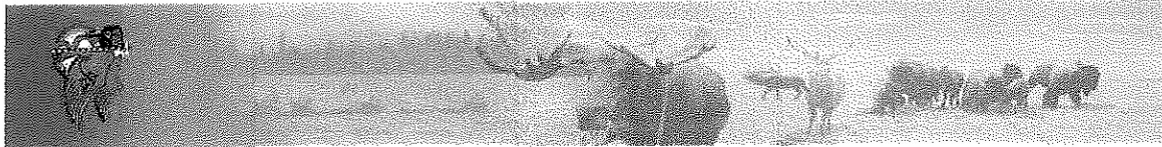


TO REGISTER PLEASE CONTACT
ROBYNN DORION 306-960-8115

OR

STEPHEN MCKAY 306-980-5993





**Prince Albert Grand Council
Main Office
Chief Joseph Custer Reserve #201
P.O. Box 2350
Prince Albert Saskatchewan
S6V 6Z1**

TO: Merchants within the Prince Albert District
FROM: PAGC Sports, Culture and Recreation
DATE: December 1st 2023
RE: PAGC Men's Recreation Annual Hockey Tournament

Prince Albert Grand Council are requesting sponsorship for our Annual Hockey Tournament and to help make this event a huge success.

This tournament brings players from all over Saskatchewan, Manitoba and Alberta to have a weekend of physical activity, to socialize and to meet new people in a positive enjoyable weekend in the City of Prince Albert.

Prince Albert City businesses such as hotels, restaurants and shopping centers receive huge amount of business from the players and families of the participants.

Its tradition that the day prior to the tournament we host an annual feast and smudge the arena to give thanks and in recognition for a healthy, safe and enjoyable weekend for all.

In 2023 PAGC Urban Services & Sports, Culture and Recreation used the proceeds towards youth programming such as:

1. Employment Readiness
2. K-12 School Supplies
3. Wrap-up BBQ for summer youth programming
4. PAGC Youth Sport Development
5. Youth Sponsorship for Sports

Proceeds of the 2023 Men's Rec Tournament will go to PAGC-Urban Services. With this donation we are better able to provide meaningful and enjoyable youth programming, initiatives and cultural events. With these programs our goal is to provide new employment skills, self-esteem building and healthier positive life style to our youth in Prince Albert Area and in our communities.

We are approaching the corporate community and request merchants such as your organization to provide some form of financial and/or merchandise donation. We announce the sponsors at the tournament and publish their contribution in the PAGC Tribune. Signage is also an option if you want to supply a sign.

On behalf of the PAGC SCR committee, we would like to thank your company for any contribution made to this worthy cause.

Sincerely,

Geoff Despins Director
Robynn Dorion Coordinator
Stephen McKay Coordinator
Mel Mercredi Coordinator
PRINCE ALBERT GRAND COUNCIL

PAGC Men's Recreation Hockey Tournament
Kinsmen Arena, Stuart Arena and Art Hauser Centre
January 12th - 14th 2024
Projected Revenue & Expenses



Revenue		Projected
16 Double Elimination 100% Payout		\$24,000.00
Total Revenue		\$24,000.00
Expenses		Projected
Prize Payout - 1st, 2nd, 3rd & Player of the game		\$22,000.00
Top 5 Individual prizes		\$4,000.00
Venue Rental		\$10,000.00
Referee's		\$10,000.00
Apparel		\$15,000.00
Trophies		\$3,000.00
Meals		\$7,000.00
Security		\$3,000.00
D.J, MC, Lights, Time Kepper		\$7,500.00
Printing, Game Sheets, Advertisement		\$10,000.00
Total Expenses		\$91,500.00
Total Surplus		(\$67,500.00)



City of Prince Albert

RPT 23-448

TITLE: Destination Marketing Fund Grant Application Form - 2024 Senator's Cup - Full Contact Hockey Tournament

DATE: December 20, 2023

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

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

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

TOPIC & PURPOSE:

To obtain approval for funding in the amount of \$30,000 for the 2024 Senator's Cup – Full Contact Hockey Tournament scheduled for March 14 – 17, 2023.

BACKGROUND:

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

Council approved the following motion:

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

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

The attached DMF Application is requesting approval for grant funding in the amount of \$30,000.

The Application states: *“The PAGC Senators Cup is a full contact hockey tournament and is held annually in Prince Albert. The tournament is one of the most popular and well attended hockey Tournaments in Prince Albert. Even during Covid-19 years the tournament went ahead except for 2020. In the past the tournament has targeted 16 First Nation hockey teams. Teams have been from all over Western Canada (Saskatchewan, Manitoba, Alberta). In the past years 20-30 pro/semi-pro hockey players have attended the tournament for a chance to win the Senator’s Cup that has driven spectator interest. The year the Senators Cup tournament will be targeting 20 teams which will extend the tournament by a day. It is also looking at possibly a Women’s Division. This will depend on the interest and arena options. The entry fee per team will be \$1500.00. Expected attendance of this event is approximately 2,750 people or more per day. Last year there were 15 teams in the tournament and this year with Covid in our rear view mirror we expect the interest to grow.”*

The Application also states: **Should there be any revenue generated from this tournament it would go towards local charities.**

As per the Destination Marketing Levy Policy, this Application needs to be approved by the Destination Marketing Levy Advisory Committee **and forwarded to City Council for final approval:**

4.05 City Council

- a) *Consider recommendations submitted by the Destination Marketing Levy Advisory Committee regarding applications for request of funding over the amount of \$10,000.*
- b) Approve applications over the amount of \$10,000.**
- c) *Authorize the Mayor and City Clerk to sign all Funding Agreements with the Applicant once a decision has been rendered by City Council regarding an approved request over \$10,000.*
- d) *May, as required, instruct that the Administrator attach conditions to the approval of assistance under this policy which will require the recipient to perform certain activities or provide additional information in connection with the event receiving funding.*

The amount of \$30,000 requires City Council approval.

PROPOSED APPROACH AND RATIONALE:

Funding Model for Grants

Destination Marketing Levy Funds will be funded as a Grant to Host Committees as per the confirmed hotel accommodations for the Event.

The grant to be funded will be based on the following ratio criteria:

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

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

The criteria for hotel rooms for DMF funding in the amount of \$30,000 is 1,201 to 1,500 confirmed hotel rooms.

In their Application Form, they had estimated approximately 4,125 rooms.

The Grant Application estimates 2,750 total participants/spectators x 50% out of town for 2 days(Fri/Sat) = 1,375 x 2 room nights = 2,750 – 2 days (Thu/Sun)25%=1375. Total room nights 4,125.

Year 2018

In year 2018, this event received Destination Marketing Levy Funding in the amount of \$4,000 for the tournament.

The Final Report Form states that the actual room night generated totaled 1,763 rooms booked.

Year 2019

In Year 2019, the Destination Marketing Levy Advisory Committee denied funding for Year 2019, as the application was submitted couple weeks prior to the Senator's Cup Hockey Tournament.

Year 2020

In Year 2020, the Destination Marketing Levy Advisory Committee approved funding for the 2020 Senator's Cup Hockey Tournament in the amount of \$4,000.

However, due to the pandemic, the Senator's Cup was cancelled in Year 2020 and no funding paid.

Year 2021

The Senator's Cup was not held due to the pandemic.

Year 2022

In Year 2022, the Destination Marketing Levy Advisory Committee approved funding for the 2022 Senator's Cup Hockey Tournament in the amount of \$9,900.

The Final Report Form states that the actual room night generated totaled **2,700 rooms booked for the 2022 Senator's Cup Hockey Tournament.**

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

The attached Final Report stated: 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.

Year 2023

In Year 2023, the Destination Marketing Levy Advisory Committee approved funding for the

2023 Senator's Cup Hockey Tournament in the amount of \$30,000.

The Final Report Form states that the actual room night generated totaled **1,540 rooms booked for the 2023 Senator's Cup Hockey Tournament.**

In their Application Form, they had estimated approximately 1,200 rooms.

The attached Final Report stated: Direct contact with the hotel Managers/Front Desk Managers and an estimate for the 4 nights teams officials and spectators were in Prince Albert (Thursday 13th, Friday 14th, Saturday 15th, and Sunday the 16th April 2023). Rooms were based on 2 factors the Coronet's exact count and the other hotel averages. It appears the Coronet had 70% of their stays at the hotel over the 4 days were related to the hockey tournament."

If you base this application on the confirmed hotel accommodations, they are eligible for a DMF Grant in the amount of \$30,000 +. They also meet the criteria of **Events of Significant Economic Impact - City Council Approval.**

CONSULTATIONS:

The Grant Application has been reviewed internally by Administration.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

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

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

POLICY IMPLICATIONS:

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

FINANCIAL IMPLICATIONS:

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

A recommendation will need to be forwarded to City Council for approval of grant funding, as the request is over \$10,000.

With the approval of the Destination Marketing Levy Fund Grants to date, including the requests to the Committee at this time, and the 2023 Levy Revenue credited to the Reserve, the projected Reserve Balance is approximately **(\$1,017,731).**

PRIVACY IMPLICATIONS, 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 that every year the event is a success and continues to grow.

This Tournament provides great economic benefit to our community.

The 2024 Senator’s Cup – Full Contact Hockey Tournament:

“This event has been held in Prince Albert for the past 9 years. The year being the 10th Annual PAGC Senator Cup. This event was able to survive the Covid years and is expecting to continue to grow in teams and spectators. Hosting this event in Prince Albert should result in other events being hosted in Prince Albert as this tournament draws participants from SK, MB, AB. These individuals will get to see the new arena that will be opening up very soon in 2024. This would include the new hotel and hockey rinks plus. It is felt it is very important to show off the growth of the city in this area with events like this.”

The application also states: *“The event being held in Prince Albert is very important as it shows the community support and draws players/spectators from all over the city. The now targeted 4 day event would continue to bring revenue to local businesses within the city as participants travel from all over Western Canada. “*

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by the DMF Administrator

ATTACHMENTS:

1. 2024 Senator Cup - Full Contact Hockey Tournament DMF Application & Budget

Written by: Trina Bell - Tourism Coordinator

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



Event Retention Destination Marketing Fund Grant Application

Application Date: **December 21, 2023**

Please select the type of application being submitted.

Event Viability Application (event is struggling)

Competitive Bid received Application

Amount of Destination Marketing Grant Fund Requested: \$ 30,000

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: **1211 – 1st Avenue West – Prince Albert, Sask. S6V-4Y5**

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: \$120,000

Event Information:

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

Duration of event: Start date: Mar. 14, 24 End date: Mar. 17, 24 please note these dates may change due to PA Raiders Playoff Schedule, this is similar to past years. The City and PADC with work on a new date should the Raiders make the Playoffs.

Describe the event: The PAGC Senators Cup is a full contact hockey tournament and is held annually in Prince Albert. This tournament is one of the most popular and well attended hockey tournaments in Prince Albert. Even during the COVID-19 years the tournament went ahead except for 2020. In the past the tournament has targeted 16 First Nation hockey teams. Teams have been from all over Western Canada (Saskatchewan, Manitoba and Alberta). In the past years, 20-30 pro/semi-pro hockey players have attended the tournament for a chance to win the Senators Cup, this has driven spectator interest. This year the Senators Cup Tournament will be targeting 20 teams which will extend the tournament by a day. It is also looking at possibly a Women's Division. This will depend on interest and arena options. The entry fee per team will be \$1500.00. Expected attendance of this event is approximately 2,750 people or more per day. Last year there were 15 teams in the tournament and this year with Covid in our rear view mirror we expect interest to grow. Should there be any revenue generated from this tournament it would go towards local charities.

(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: 2750 total participants/spectators x 50% out of town for 2 days (Friday and Saturday) = 1375 x 2 room nights = 2750 - 2 days (Thursday and Sunday) 25% = 1375 Total room nights 4125. In the past some teams have checked in a day earlier and stayed an extra day. 687

What local facilities other than accommodations will be used?
restaurants

Event Attendance:

Estimated participants, officials and staff:

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

Estimated spectators – City residents

2750
Added total
x 2
1375 x 2 = 2750
687 x 2 = 1375

4125

1100 per day

Total estimated spectators 2750/ per day

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 such as MBC and Pattison radio. 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 9 years. This year would be the 10th Annual PAGC Senators Cup. The event was able to survive the Covid years and is expected to continue to grow in teams and spectators.**

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 should results in other events being hosted in Prince Albert as this tournament draws participants from SK, MB, AB. These individuals will get to see the new arena area that will be opening up very soon in 2024. This would include the new hotels and the hockey rinks plus plus. It is felt it is very important to show off the growth of the city in this area with events like this.**

Briefly summarize the experience of your organization related to hosting this or other events: **PAGC has hosted this event for 9 years successfully with 2 years being a struggle due to Covid but it survived. Each year PAGC staff volunteer to host the event, every staff/volunteer has roles and responsibilities that are met. Every year these staff volunteers take pride in continuing with the event and possibly looking at further events for Prince Albert.**

Assessing Need:

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

Why is the event in jeopardy of not being held in Prince Albert or of its duration being reduced? How crucial is the Event Retention Destination Marketing Fund Grant? **The event being held in Prince Albert is very important as it shows community support and draws players/spectators from all**

over to the city. The now targeted 4 day event would continue to bring revenue to local businesses within the city as participants travel from all over Western Canada (SK, MB and AB). The main competition to this event are the following provincial tournaments. The SaskTel Center in Saskatoon has hosted the Fred Sasakamoose "Chief Thunderstick" National Hockey Tournament every year. The other one is the Jim Neilson tournament out of Big River, Sask.. Both these communities are very much involved in their tournaments and it is felt that Prince Albert's continued support will keep the Sens Cup in the community and keep the event growing.

Please describe efforts made by the organizing committee to retain this event in Prince Albert: The organization committee has targeted local businesses for support to keep the event in Prince Albert with good success. It is felt that the community is behind the event a 100% as the community sees it as a draw for the many business within the community.

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 continue 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 as this year the target is 20 teams and possibly a women's Division.

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, the SaskTel Center Fred Sasakamoose tournament and the Big River Jim Neilson tournaments are strong competition with strong support from their communities.

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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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.

9th 10th Annual Senator's Cup Hockey Tournament
 March 14th - 17th 2024

<i>Item</i>	<i>Budget</i>	<i>Actual</i>	<i>Variance</i>
INCOME BUDGET	\$120,000.00	\$0.00	-\$120,000.00
Gate Fees & Team Entry Fees	\$ 70,000.00	\$	(70,000.00)
Sponsor Advertising	\$ 20,000.00	\$	(20,000.00)
DMF	\$ 30,000.00	\$	(30,000.00)

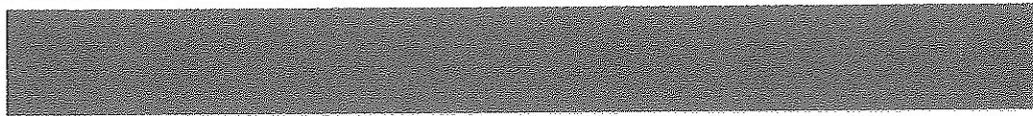
An 10th Annual Senator's Cup Hockey Tournament
 March 14th - 17th 2024

EXPENSES BUDGET		\$0.00	-\$120,000.00
<i>Item</i>	<i>Amount</i>	<i>Actual</i>	<i>Variance</i>
Prize Payout	\$ 62,000.00	\$	(62,000.00)
Rink Rental	\$ 16,500.00	\$	(16,500.00)
Officials	\$ 8,900.00	\$	(8,900.00)
Advertising (including clock)	\$ 9,200.00	\$	(9,200.00)
Staffing	\$ 8,900.00	\$	(8,900.00)
Incidentals	\$ 14,500.00	\$	(14,500.00)

10th Annual Senator's Cup Budget

March 14 - 17, 2024

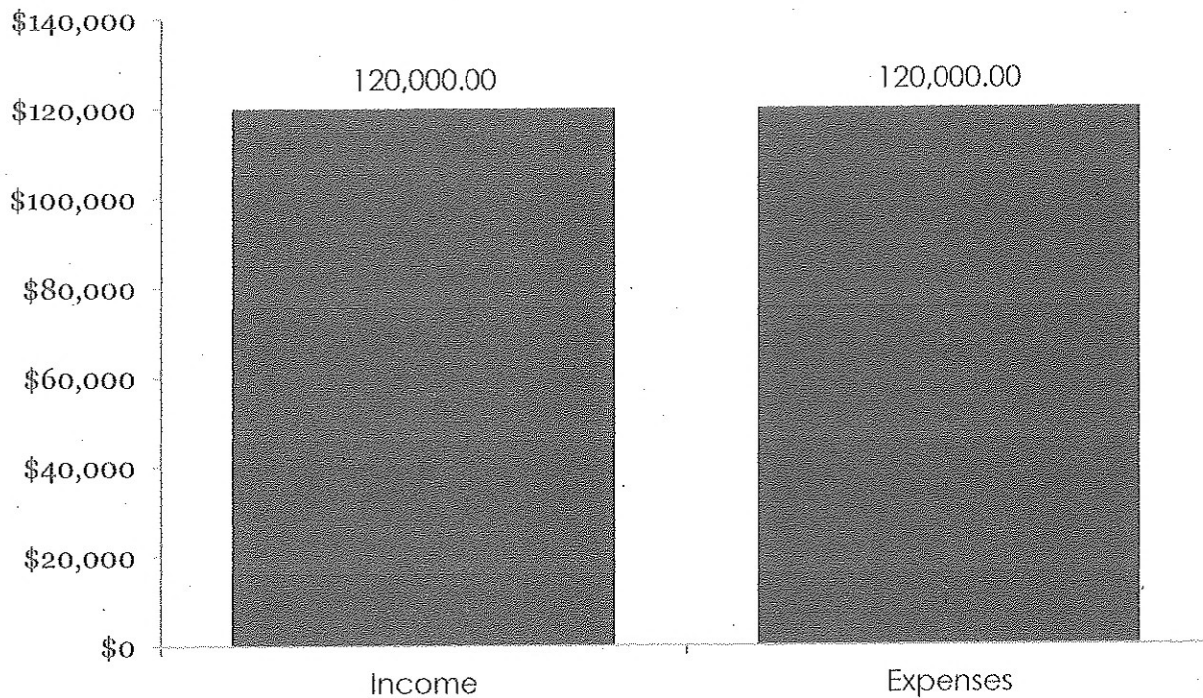
PERCENTAGE OF INCOME SPENT



5%

BUDGET SUMMARY

<i>Total Income</i>	<i>Total Expenses</i>	<i>Balance</i>
\$120,000	\$120,000	\$0



Note:

The budget is targeted to balance but should there be any profits as in the past they will be targeted towards local charities like the Food Bank or others. In the past one was a program for clothing for the homeless.



City of Prince Albert

RPT 23-450

TITLE: Destination Marketing Fund Grant Application Form – Fine Arts Festival

DATE: **December 21, 2023**

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

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

1. That the Event Retention Destination Marketing Fund Grant Application from Prince Albert Grand Council for funding the Fine Arts Festival scheduled for April 22 – April 26, 2024, in the amount of \$8,000.00, be approved;
2. That \$8,000 be funded from the Destination Marketing Levy Reserve; and,
3. That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of The City, once prepared.

TOPIC & PURPOSE:

To obtain approval for funding in the amount of \$8,000 for the Fine Arts Festival scheduled for April 22 – April 26, 2024.

BACKGROUND:

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

Council approved the following motion:

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

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

The attached DMF Application is requesting approval for grant funding in the amount of \$8,000.

The Application states: *“The Prince Albert Grand Council’s Fine Arts Festival began 33 years ago when one of the PAGC Education Consultants realized that there was no real venue for the many talented First Nations children to express their artistic talent. The first Fine Arts Festival hosted approximately 200 students plus chaperones from the 12 First Nations of Prince Albert Grand Council for two days. Events at the original Fine Arts Festival included all aspects of the visual and performing arts. Today, the Fine Arts Festival consists of well over 1700 students and chaperones and is 4 days in length. Today, many of the original categories still exist, but with additions such as Literature in the First Nation Language and Oratory. Many of the categories include students using their first languages: Cree, Dene, and Dakota.”*

The application also states: ***“The festival has made an impact on many students. We have had entrants who have written their own plays, songs, and poetry. During the week of the festival, we utilize volunteers that are skilled in each of the strands of Fine Arts as judges. The festival gives the schools and students exposure to a larger venue and audience with diverse competitors. In providing the students with this type of an event, we hope to assist them in setting goals that will result in future developments in the Fine Arts. Through the process, it is our hope that students will gain respect for themselves and others, confidence in their abilities, and the knowledge that they are a winner. Objectives for the Fine Arts Festival: To provide the students with an opportunity to share their hopes and dreams for a brighter future around Fine Arts. To provide the students with an opportunity to share their talent and skills with other students. To explore the connection between First Nations traditions and other media. To listen to the words of our elders. To promote self-esteem and pride in students.”***

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

PROPOSED APPROACH AND RATIONALE:

Funding Model for Grants

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

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

The criteria for hotel rooms for DMF funding in the amount of \$8,000 is 651 to 700 confirmed hotel rooms.

The Grant Application illustrates hotel stays in the range of 696 total nights based on last year's event. During the week of the event they host approximately 1500 students and chaperones from PAGC's 12 First Nation communities: Black Lake, Cumberland House, Fond du Lac, Hatchet Lake, James Smith, Lac la Ronge, Montreal Lake, Peter Ballantyne, Red Earth, Shoal Lake, Sturgeon Lake, and Wahpeton: they compete all week for medals; the two groups are provided one breakfast and one lunch; they have elders who participate in pipe ceremonies each day; they have local artists and motivational speakers come and speak with the students about their life experiences.

CONSULTATIONS:

The Grant Application has been reviewed internally by Administration.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

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

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

POLICY IMPLICATIONS:

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

FINANCIAL IMPLICATIONS:

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

With the approval of the Destination Marketing Levy Fund Grants to date, including the requests to the Committee at this time, and the 2023 Levy Revenue credited to the Reserve, the projected Reserve Balance is approximately **\$1,017,731**.

PRIVACY IMPLICATIONS/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 that every year the event is a success and continues to grow.

This Event provides great economic benefit to our community.

Fine Arts Festival:

”The committee is comprised of 1 person per school (26 schools). We do not have promised funding for the festival every year. So every year, the committee has to find the funding. If we are not successful in our search- there is a good chance that this festival is canceled. The committee has sent out letters to several big businesses/organizations to see if funding can be received. We do have some committed to date. We are still in search of sponsors that would enter a multi-year agreement with us”

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by the DMF Administrator

ATTACHMENTS:

1. Event Retention DMF Application - Fine Arts Festival
2. Fine Arts Festival Budget
3. Synopsis of Fine Arts

Written by: Trina Bell - Tourism Coordinator

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

Event Retention Destination Marketing Fund Grant Application

Application Date: September 26, 2023

Please select the type of application being submitted.

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

Amount of Destination Marketing Grant Fund Requested: \$ ^x 25,000 8 000

Organization Information:

Name of Organization requesting funding: Prince Albert Grand Council

Contact Person: Shona Tretiak

Phone: (306)960-5574 Email: shona.tretiak@pagc.net

Mailing Address including postal code: Box 2410

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 Grand Council

Brief description of organization requesting funding: During the week of the event we host approximately 1500 students and chaperones; they compete all week for medals; the two groups are provided one breakfast and one lunch; we have elders who participate in pipe ceremonies each day; we have local artists and motivational speakers come and speak with the students about their life experiences.

Organization's annual budget: \$ \$75000

Event Information:

Name of Event: Fine Arts Festival

Duration of event: Start date: Apr. 22, 24 End date: Apr. 26, 24

Describe the event: The Prince Albert Grand Council's first Fine Arts Festival began 33 years ago when one of the PAGC Education Consultants realized that there was no real venue for the many talented First Nations children to express their artistic talent. The first Fine Arts Festival hosted approximately 200 students plus the chaperones from the 12 First Nations of the Prince Albert Grand Council for two days. Events at the original Fine Arts Festival included all aspects of the visual and performing arts. Today, the Fine Arts Festival consists of well over 1700 students and chaperones and is 4 days in length. The Prince Albert Grand Council First Nations consist of the following: Black Lake; Cumberland House; Fond du Lac; Hatchet Lake; James Smith; Lac La Ronge; Montreal Lake; Peter Ballantyne; Red Earth; Shoal Lake; Sturgeon Lake and Wahpeton. Today, many of the original categories still exist, but with additions such as Literature in the First Language and Oratory. Many of the categories include students using their own First Nation Language in literature, music, and drama – PAGC has three distinct languages: Cree, Dene, and Dakota. The festival has made an impact on many students. We have had entrants who have written their own plays, songs, and poetry. During the week of the festival, we utilize volunteers

that are skilled in each of the strands of the Fine Arts as judges. The festival gives the schools and students exposure to a larger venue and audience with diverse competitors. In providing the students with this type of an event, we hope to assist them in setting goals that will result in future developments in the Fine Arts. Through this process, it is our hope that students will gain respect for themselves and others, confidence in their abilities, and the knowledge that they are a winner. Objectives of the Fine Arts Festival: To provide the students with an opportunity to share their hopes and dreams for a brighter future around Fine Arts. To provide the students with an opportunity to share their talent and skills with other students. To explore the connection between First Nation traditions and other media. To listen to the words of our elders. To promote self-esteem and pride in the students.

Accommodations:

Estimated number of room nights generated from event: **Last year we had 696 hotel nights in Prince Albert.**

(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: **The schools/hotels provided a summary of the itineraries - how many rooms and nights for each school.**

What local facilities other than accommodations will be used: **Restaurants, retail stores, grocery stores, theaters, bowling centre, any recreational facility available.**

Event Attendance:

Estimated participants, officials and staff:

1500 throughout the week

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

200 throughout the week

Estimated spectators – City residents

possible another 200

Total estimated spectators **1900**

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? **31 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: **not sure - possibly**

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

The committee is comprised of 1 person per school (26 schools); we meet 4 times before the event takes place. This event is something many people want to be a part of. Each committee member is in charge of an area. They are there to help the volunteers do what they are required to.

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? **We do not have promised funding for the festival every year. So every year, the committee has to find funding. If we are not successful in our search - there is a good chance that this festival can be cancelled.**

Please describe efforts made by the organizing committee to retain this event in Prince Albert: **The committee has sent out letters to several big businesses/organizations to see if funding can be received. We do have some committed to date.**

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)

We are still in search of sponsors that would enter into a multi-year agreement with us.

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.*

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PAGC Fine Arts Festival

The Prince Albert Grand Council's first Fine Arts Festival began 33 years ago when one of the PAGC Education Consultants realized that there was no real venue for the many talented First Nations children to express their artistic talent.

The first Fine Arts Festival hosted approximately 200 students plus the chaperones from the 12 First Nations of the Prince Albert Grand Council for two days. Events at the original Fine Arts Festival included all aspects of the visual and performing arts. Today, the Fine Arts Festival consists of well over 1700 students and chaperones and is 4 days in length. The Prince Albert Grand Council First Nations consist of the following: **Black Lake; Cumberland House; Fond du Lac; Hatchet Lake; James Smith; Lac La Ronge; Montreal Lake; Peter Ballantyne; Red Earth; Shoal Lake; Sturgeon Lake and Wahpeton.**

Today, many of the original categories still exist, but with additions such as Literature in the First Language and Oratory. Many of the categories include students using their own First Nation Language in literature, music, and drama – PAGC has three distinct languages: Cree, Dene, and Dakota. The festival has made an impact on many students. We have had entrants who have written their own plays, songs, and poetry.

During the week of the festival, we utilize volunteers that are skilled in each of the strands of the Fine Arts as judges. The festival gives the schools and students exposure to a larger venue and audience with diverse competitors.

In providing the students with this type of an event, we hope to assist them in setting goals that will result in future developments in the Fine Arts. Through this process, it is our hope that students will gain respect for themselves and others, confidence in their abilities, and the knowledge that they are a winner.

Objectives of the Fine Arts Festival:

1. To provide the students with an opportunity to share their hopes and dreams for a brighter future around Fine Arts.
2. To provide the students with an opportunity to share their talent and skills with other students.
3. To explore the connection between First Nation traditions and other media.
4. To listen to the words of our elders.
5. To promote self-esteem and pride in the students.

Fine Arts Festival
2024 Budget

	Expenses	Revenue	In Kind
REVENUE:			
Canteen Revenue		\$ 10,000.00	
SSR Mining		\$ 10,000.00	
Athabasca Basin Development		\$ 10,000.00	
Sasktel		\$ 500.00	
Novus Law Group		\$ 5,000.00	
J.Jenkins Family Foundation		\$ 5,000.00	
Total Revenue		\$ 40,500.00	
 IN KIND SERVICES:			
Prince Albert Daily Herald			\$ 5,000.00
Pattison Media Group			\$ 1,000.00
MBC Radio			\$ 1,000.00
Maxwell Music			\$ 100.00
Total In-Kind Services			\$ 7,100.00
 EXPENDITURES:			
Master of Ceremonies	\$ 3,000.00		
supplies	\$ 337.23		
Total		\$ 3,337.23	
 Rentals/Fees			
Security	\$ 6,500.00		
Venue Rental	\$ 3,990.00		
Janitorial	\$ 1,837.50		
Total		\$ 12,327.50	
 Contests			
Logo	\$ -		
Theme	\$ 75.00		
Message	\$ 200.00		
Total		\$ 275.00	
 Printing Costs			
Medals	\$ 5,000.00		
Pinnies	\$ 129.82		
Numbers on Pinnies	\$ 240.00		
Tshirts for students/chaperones	\$ 15,000.00		
videographer/sound	\$ 9,000.00		
Total		\$ 29,369.82	
 Elders/Ceremonies			
Elders (5 elders) (\$250 each * 4 days)	\$ 5,000.00		
Elders Helper (2 helpers) (\$250 each * 4)	\$ 2,000.00		
hotel for Mike/Rose and Allan	\$ 1,062.00		
Arena Director	\$ 400.00		
Tobacco (7 cartons @ 93.60)	\$ 653.00		
Cloth	\$ 82.14		
Drummers x 3 (\$500 per group)	\$ 1,500.00		
Total		\$ 10,697.14	
 Meals			
MacDonalds Breakfast (April 25)	\$ 7,744.91		
MacDonalds Lunch (April 25)	\$ 6,148.47		
MacDonalds Breakfast (April 27)	\$ 4,931.81		
MacDonalds Lunch (April 27)	\$ 5,135.70		
Total		\$ 23,960.89	

Presentations

Presenter - Division I and II

presenter - Division III and IV	\$	3,000.00	
Total			\$ 3,000.00

Fine Arts Festival
2024 Budget

Miscellaneous

CVA usage	\$	-	
gas & car wash	\$	60.00	
Total			\$ 60.00

Music

Competition music	\$	1,200.00	
Pinnies (bibs for individual competitions)	\$	129.82	
DJ	\$	600.00	
Total			\$ 1,929.82

Canteen

Supplies for canteen (bars, candy, pop)	\$	807.74	
Popcorn, nacho supplies	\$	815.50	
Pizzas	\$	603.82	
Total			\$ 2,227.06

Meetings/Mileage

October 14 Mtg Expenses	\$	19,722.19	
Meeting Supplies	\$	564.60	
Committee Coffee	\$	500.00	
Committee and volunteer suppers	\$	2,500.00	
Jackets/TSHIRTS	\$	3,139.00	
Total			\$ 26,425.79

Total Expenditures	\$	113,610.25	
Total in kind services			\$ 7,100.00
Total Deficit/Surplus	\$	(73,110.25)	

Other applications for POTENTIAL Sponsorship include the following:

Northern Lights Casino/SIGA	\$	25,000.00
Destination Marketing Fund	\$	8,000.00
Orano Mining	\$	13,000.00
Mann Northway	\$	5,000.00
Potential Sponsorship	\$	51,000.00
confirmed sponsorship	\$	40,500.00
	\$	91,500.00

PAGC Fine Arts Festival

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In providing the students with this type of an event, we hope to assist them in setting goals that will result in future developments in the Fine Arts. Through this process, it is our hope that students will gain respect for themselves and others, confidence in their abilities, and the knowledge that they are a winner.

Objectives of the Fine Arts Festival:

1. To provide the students with an opportunity to share their hopes and dreams for a brighter future around Fine Arts.
2. To provide the students with an opportunity to share their talent and skills with other students.
3. To explore the connection between First Nation traditions and other media.
4. To listen to the words of our elders.
5. To promote self-esteem and pride in the students.



City of Prince Albert

CORR 24-6

TITLE: Destination Marketing Fund Grant Application Form – U15 Boys Community Club Hockey Tournament

DATE: **January 10, 2024**

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

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

PRESENTATION: Verbal by Trina Bell, Administrator, Destination Marketing Fund

ATTACHMENTS:

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

Written by: Trina Bell, Administrator, Destination Marketing Fund

Event Retention Destination Marketing Fund Grant Application

Application Date: **January 5, 2024**

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**

Organization Information:

Name of Organization requesting funding: **U15 Cyclones**

Contact Person: **Roberta Sinclair**

Phone: **306-960-6519** Email: **roberta_sinclair@hotmail.com**

Mailing Address including postal code: **PA Hockey, Box 2110, Prince Albert, Sask. S6V6V4**

Type of Organization (please select one)

- Private Not-for-Profit Other

If Other, explain: **Minor Hockey Team**

Name of Organization that the Destination Marketing Fund Grant, if approved, should be made payable to: U15 Cyclones

Brief description of organization requesting funding: Each age division hosts an annual tournament. All profits from hosting a tournament will be applied against the team operating expenses. See attached Budget for this tournament.

Organization's annual budget: \$ 15,000

Event Information:

Name of Event: U15 Boys Community Club Tournament

Duration of event: Start date: Jan. 12, 24 End date: Jan. 14, 24

Describe the event: These are annual tournaments with funding assistance from DMF, it will make it possible to continue hosting tournaments in our City benefitting our hotels and businesses. In addition, we are hoping to increase entries for each division in the future.

Accommodations:

Estimated number of room nights generated from event: 480
(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: This was calculated based on 12 out of town teams, 20 rooms for 2 nights.

What local facilities other than accommodations will be used: We are using East End, Crescent Heights and East Hill Community Club Rinks

Event Attendance:

Estimated participants, officials and staff: 520

Estimated spectators – non-residents
(80 km or more away from Prince Albert) 480

Estimated spectators – City residents 200

Total estimated spectators 1200

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? Tournament is held annually.

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: These are annual tournaments and with funding assistance available from DMF, it will make it possible to continue hosting tournaments in our City benefitting our hotels and businesses.

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

Our team has hosted numerous tournaments in the past . We are also provided training and support from PA Hockey and must attend a tournament meeting which provides us with guidelines for hosting a tournament.

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? **Access to DMF Funding provides the incentive for teams to work harder at attracting teams in their age category as it will directly benefit the team and help offset high operating costs.**

Please describe efforts made by the organizing committee to retain this event in Prince Albert: **We expect entries for this tournament will continue to grow as we have new hotel facilities to attract the out of town teams.**

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

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

PA Hockey will continue to promote all boys tournaments including this one so we can continue to host tournaments for each age division.

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.

Prince Albert Hockey-Community Club Tournament Budget

Date : Jan 12-14/2024

Division: U15

of Teams: 18

Total #of Games: 33

Income:

Team Entry Registrations \$ 13,200.00

DMF based on Room Nights Estimate 480 \$ 6,000.00

Total Income \$ 19,200.00

Expenses:

Community Club Rinks
East Hill \$ 1,500.00
East End \$ 1,500.00
Crescent Heights \$ 1,500.00
Additional Ice Required \$ 1,000.00

Referee Fees \$ 6,600.00

Programs \$ 300.00

Snacks/Fruit/Gatorades for teams \$ 3,600.00

Banners/Trophies \$ 1,500.00

Total Expenses \$ 17,500.00

Net Income/Loss Projected \$ 1,700.00

Profits will offset Team Operating Expenses to attend out of town tournaments.



City of Prince Albert

RPT 23-452

TITLE: Destination Marketing Levy Grant Funding – Policy Changes; Application Deadline, Funding Model, Sponsorship Package, 100% Payment

DATE: December 22, 2023

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That a report be forwarded to City Council for consideration to make amendments to the current Destination Marketing Levy Policy 89.3. to amend Section 1.01 Destination Marketing Levy Fund Grants - Eligibility; Section 1:01 b) to change the deadline to submit applications; Section 1.01 c) to allow 100% payment after the final report has been submitted; Section 1.01 m) To include the events sponsorship package with the DMF application if applicable; Section 3.02 Funding Model for Grants, to increase the minimum number of hotel room nights from 0-20 in order to receive the \$1,500 funding.

TOPIC & PURPOSE:

To forward for consideration amendments to the Destination Marketing Levy Grant to update the DMF processes with the new DMF administrator in place.

BACKGROUND:

The Destination Marketing Levy Advisory Committee, at its meeting on August 21st, 2023 approved the following motion:

Destination Marketing Funding Grant Model

“That Administration bring forward a report to amend the Funding Model under Section 3.02 of the Destination Marketing Levy Policy, to increase the minimum number of hotel rooms from 0 to 20 in order to receive the \$1,500 funding”

PROPOSED APPROACH AND RATIONALE:

The administration is providing for consideration the following:

To amend the policy deadline to submit applications from 3 weeks prior to regular scheduled meeting dates, to 4 weeks before the event if funds requested are up to \$10,000, and 8 weeks if funds requested are over \$10,000. This allows more time to process the applications with the administrator being outside of City Hall. DMF meetings are now only scheduled when needed not on a regular monthly basis.

To add to the policy payment of the two installments of 40% upon signing the agreement and 60% upon approval of the final report and adding a 100% payment option after the final report has been approved. This will give the organizations the option if funds are not needed before the event takes place and shorten the process for the administrator.

To amend the policy requirements to include the Event Sponsorship Package with the DMF application when submitted if applicable. By providing this information the committee is fully informed of all the details of funding requests for themselves and others sponsoring the event.

To amend the policy requirements that the minimum number of hotel room nights from 0-20 to receive the \$1,500 funding. This will eliminate the smaller events that do not have the same economic impact on the community with minimum hotel room nights.

The Destination Marketing Levy Policy states that the Destination Marketing Levy Funds are to be utilized for events that generate hotel room night stays in the City of Prince Albert Hotels. **The event shall generate overnight stays in Prince Albert.**

The City of Prince Albert City Council is committed to investing proceeds from the levy into growing existing events, attracting new events to Prince Albert and supporting repairs or upgrades of a capital nature that are required to host a specific event in Prince Albert.

The objectives of this Policy are to:

- attract 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, specifically the hotels;
- enhance the profile and visibility of the City of Prince Albert, provincially, nationally, and internationally;
- fund events that will have a positive impact on tourism visitation and spending within Prince Albert; and,
- increase occupancy at member hotels.

Applicants are to select the funding category from the following three (3) categories for operating grants:

1. New Event
2. Event Retention
3. Growing an Existing Event

CURRENT POLICY

1:01 Destination Marketing Levy Fund Grants-Eligibility

1:01 b) Destination Marketing Fund Applications shall be provided three (3) weeks prior to regular scheduled meeting dates, or the application may be denied

1:01 c) If the Application is approved, payments will be allocated in two (2) installments:

- i. 40% upon signing the Funding Agreement

- ii. 60% upon approval of the event Final Report by the Destination Marketing Levy Advisory Committee

**certain terms and conditions apply

The Current Destination Levy Fund Grants-Eligibility 1.01, does not ask for the sponsorship package this is something the advisory committee has asked to include for those events that it pertains to. This will be added into section 1.01 as one of the criteria needed to be eligible to be approved and will only pertain to the bigger events that have sponsorship packages

3:02 Funding Model for Grants

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

Destination Marketing Levy Committee 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

PROPOSED AMENDED POLICY

1 POLICY 1.01 Destination Marketing Levy Fund Grants - Eligibility

The Destination Marketing Levy Funds are to be utilized for events that generate hotel room night stays in the City of Prince Albert Hotels.

The funds will be considered using the following eligibility criteria:

- a) Applications are screened on a first come first served basis.
 - b) Destination Marketing Fund Applications shall be provided 4 weeks before the event if funds requested are up to \$10,000, and 8 weeks if funds requested are over \$10,000, or the application may be denied.
 - c) If Application is approved, payments will be allocated in one (1) or two (2) installments:
 - i. 40% upon signing the Funding Agreement; and,
 - ii. 60% upon approval of the event Final Report by the Destination Marketing Levy Advisory Committee.
 - iii. 100% upon the approval of the event Final Report by the Destination Marketing Levy Advisory Committee.
- ** certain terms and conditions apply.
- d) The level of profit generated by an event has no bearing on eligibility for funding.
 - e) Large events that are deemed to be City wide in impact may be funded at a level that exceeds the recommendation generated by the evaluation metrics.
 - f) The event shall generate overnight stays in Prince Albert.

- g) The applicant and/or host organization shall have no outstanding taxes, utility charges or other amounts owing to The City of Prince Albert, and all properties owned by the organization must be free of any City of Prince Albert Building and Safety Maintenance Orders.
- h) Funds shall be used directly and must not be channeled through another organization.
- i) Funds shall not be reinvested or used for any purposes other than stated in the application.
- j) Funds not used within twelve (12) months of the event date, shall be returned to the City of Prince Albert.
- k) Event Final Report shall be submitted within sixty (60) days of the event.
- l) Funding Agreement shall be signed prior to any funds being disbursed.
- m) The Event Sponsorship Package must be included with the application when applying if pertains to the event.

3:02 Funding Model for Grants

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

Destination Marketing Levy Committee CHAIRPERSON Approval - Grants for Funding up to \$5,000.	
Hotel Rooms	Maximum DMF Levy Funding
20-50	\$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

FINANCIAL IMPLICATIONS:

This report is recommending approval to forward to City Council for consideration amendments to the Destination Marketing Levy Policy 89.3 for the revised funding model. The current Destination Marketing Levy Policy 89.3 will be amended as approved and updated on the City’s Website. The changes for grant funding can be shared with Host Committees applying for grants.

PUBLIC AND/OR STAKEHOLDER INVOLVEMENT:

Direction has been provided by the Destination Marketing Levy Advisory Committee to Administration to bring forward a report regarding these changes to the Destination Marketing Funding Grant Model Policy for consideration.

COMMUNICATION PLAN:

A report will be forwarded for consideration by City Council regarding a revised Destination Marketing Levy Funds Grant Policy changes.

STRATEGIC PLAN:

Acting and Caring Community – development of major event strategies (strategic approach to events).

POLICY IMPLICATIONS:

The current Destination Marketing Levy Policy 89.3 will be amended as approved and updated on the City’s Website. The changes for grant funding can be shared with Host Committees applying for grants.

PUBLIC NOTICE:

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

PRESENTATION: Verbal Presentation by Trina Bell, DMF Administrator

ATTACHMENTS:

- 1. 89.3 Destination Marketing Levy Policy

Written by: Trina Bell, Tourism Coordinator

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

Statement of Policy and Procedure			
Department:	City Manager	Policy No.	89.3
Section:	City Manager	Issued:	June 26, 2017
Subject:	Destination Marketing Levy Policy	Effective:	June 13, 2022
Council Resolution # and Date:	Council Resolution No. 0226 dated June 13, 2022	Page:	1 of 13
		Replaces:	Policy No. 89.2
Issued by:	Sherry Person, City Manager	Dated:	April 29, 2019
Approved by:	Sherry Person, City Manager		

1 POLICY

1.01 Destination Marketing Levy Fund Grants - Eligibility

The Destination Marketing Levy Funds are to be utilized for events that generate hotel room night stays in the City of Prince Albert Hotels.

The funds will be considered using the following eligibility criteria:

- a) Applications are screened on a first come first served basis.
- b) Destination Marketing Fund Applications shall be provided three (3) weeks prior to regular scheduled meeting dates, or the Application may be denied.
- c) If Application is approved, payments will be allocated in two (2) installments:
 - i. 40% upon signing the Funding Agreement; and,
 - ii. 60% upon approval of the event Final Report by the Destination Marketing Levy Advisory Committee.

*** certain terms and conditions apply.*
- d) The level of profit generated by an event has no bearing on eligibility for funding.

- e) Large events that are deemed to be City wide in impact may be funded at a level that exceeds the recommendation generated by the evaluation metrics.
- f) The event shall generate overnight stays in Prince Albert.
- g) The applicant and/or host organization shall have no outstanding taxes, utility charges or other amounts owing to The City of Prince Albert, and all properties owned by the organization must be free of any City of Prince Albert Building and Safety Maintenance Orders.
- h) Funds shall be used directly and must not be channeled through another organization.
- i) Funds shall not be reinvested or used for any purposes other than stated in the application.
- j) Funds not used within twelve (12) months of the event date, shall be returned to the City of Prince Albert.
- k) Event Final Report shall be submitted within sixty (60) days of the event.
- l) Funding Agreement shall be signed prior to any funds being disbursed.

The funds do not apply to the following situations:

- a) Retroactive applications are not permitted.
- b) Accommodations provided to patients or residents of a hospital, personal care home, or residential care facility.
- c) Accommodations provided to patients and/or the family of patients while attending for medical care and treatment.
- d) Accommodations provided to a student by a registered educational institution while the student is registered at and attending that institution.
- e) Accommodation supplied for a person undertaking an apprenticeship or trade certification.
- f) Accommodation supplied by employers to their employees in premises owned and/or operated by or on behalf of the employer.

- g) Accommodation provided to evacuees or as provided on a temporary basis by the provincial or federal government, or any other agency.
- h) Tent or trailer sites supplied by a campground, tourist camp or trailer park.
- i) Hospitality rooms that do not include a bed.
- j) Socials, weddings and family celebrations.
- k) Accommodations provided in establishments in which fewer than three (3) bedrooms are available for rent.

1.02 Event Recruitment Initiatives

The Destination Marketing Levy Funds may be utilized to a maximum annual allocation of \$10,000 for the purpose of Event Recruitment Initiatives by City Administration, conditional upon approval by the Destination Marketing Levy Advisory Committee.

1.03 Promotional and Marketing Materials

The Destination Marketing Levy Funds may be utilized to a maximum annual allocation of \$10,000 for the purpose of purchasing materials relating to the marketing and promotion of the Destination Marketing Levy Funds, conditional upon approval by the Destination Marketing Levy Advisory Committee.

2 PURPOSE

2.01 The City of Prince Albert City Council is committed to investing proceeds from the levy into growing existing events, attracting new events to Prince Albert and supporting repairs or upgrades of a capital nature that are required to host a specific event in Prince Albert.

2.02 The objectives of this Policy are to:

- attract 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, specifically the hotels;
- enhance the profile and visibility of the City of Prince Albert, provincially, nationally, and internationally;
- fund events that will have a positive impact on tourism visitation and spending within Prince Albert; and,
- increase occupancy at member hotels.

3 SCOPE

3.01 Funding Categories

Applicants are to select the funding category from the following four (4) categories:

1. New Event

This category is typically suitable for applicants looking to bring an existing event to Prince Albert that has not been held in the City for at least three consecutive years or create a brand new event to be held in Prince Albert.

2. Event Retention

This category is typically suitable for an event that has a history of being hosted in Prince Albert but is in jeopardy of no longer being hosted in Prince Albert or being shortened as a result of a variety of reasons, including but not limited to finances or a competitive bid from another community.

3. Growing an Existing Event

This category is typically suitable for an event that has a history of being hosted in Prince Albert but is looking to expand the event in order to attract a new market segment to the event which will result in increased room nights.

4. Capital Enhancements

This category is typically suitable for a new project that is required in order to host a specific event that generates overnight stays or a new capital project that will support future events generating overnight stays. Capital funding will not be approved for the purposes of regular maintenance. The capital enhancement(s) will be a legacy to the City as a permanent structure or fixture to remain for future users.

3.02 Funding Model for Grants

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

Destination Marketing Levy Committee 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

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

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

Events of Significant Economic Impact - City Council Approval

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

4 RESPONSIBILITY

4.01 Applicant

- a) Complete the appropriate Destination Marketing Fund Grant Application Form as appended to this Policy.
- b) Forward the completed Application Form to the Administrator.
- c) Provide any further information requested by the Administrator relating to the funding request.
- d) Review and execute a Funding Agreement forwarded by the Administrator.

- e) If the funding request is over \$10,000, the Applicant will be advised of the date the funding request will appear before City Council for consideration and the process to appear as a delegation on the evening the funding request will be reviewed. **Applicants are not required to appear as a delegation**, but are encouraged to do so if they wish to raise public awareness of their event or if they desire an opportunity to speak directly to Council with regards to their event or their funding application.
- f) Ensure an event code or block code name has been arranged with the Hotels for tracking of hotel nights for the specific event, as that is required for the Final Report and final payment.
- g) Provide correspondence confirming the number of hotel rooms booked for the specific event applying for funding. The number of rooms booked are to be submitted along with the Final Report. The Final Report should also include the final revenues and expenses of the Event.
- h) Once the event has concluded, forward a completed Final Report within sixty (60) days of the event to the Administrator for endorsement prior to payment of any remaining funding. If the Applicant requires an extension to submit the Final Report, this will need to be submitted in writing to the Administrator.

4.02 Administrator

- a) Receive and process applications requesting funding from the Destination Marketing Levy.
- b) Review the application and any additional information / clarity sought. Conduct interviews with the Applicant (if necessary) to obtain or provide any additional information that may be required.
- c) Prepare report to be forwarded to the Secretary of the Destination Marketing Levy Advisory Committee. The report will attach the application being submitted.
- d) Forward a Funding Agreement to the Applicant for review and execution, although the Agreement will not be binding until a decision has been rendered.
- e) Advise the Applicant of the recommendations of the Destination Marketing Levy Advisory Committee being forwarded to City Council, if the funding request was over \$10,000.

- f) Responsible for making contact with the Applicant regarding the decision rendered.
- g) Responsible for forwarding a signed Funding Agreement by the Applicant to the City Clerk for signing by the Mayor and City Clerk, and providing a fully executed Funding Agreement back to the Applicant.
- h) Responsible for payment of the funding to the Applicant which is 40% of the approved funds to be advanced to the Applicant.
- i) Responsible for forwarding the Final Report to the Applicant to be completed to qualify for payment of the remaining approved 60% and obtaining the Final Report from the Applicant.
- j) Review and issue an extension to the Final Report if requested by the Applicant in writing.
- k) Responsible to review final reports submitted by the Host Committee and recommend approval or amendment of final payment of the remaining funding, and the Administrator will determine the final payment to be made based on confirmed hotel accommodations.
- l) Responsible for ensuring final payment is made to the Applicant once the Final Report has been approved by the Administrator.

4.03 Destination Marketing Levy Advisory Committee Chairperson

- a) Review and evaluate reports submitted by the Administrator to ensure the following:
 - i. applications received are in accordance with the general criteria outlined in this policy;
 - ii. application ensures that the objectives of the policy are met; and,
 - iii. Evaluation metrics is completed.
- b) Approve applications up to the amount of \$5,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.
- c) Forward applications over \$5,000 to the Destination Marketing Levy Advisory Committee with a recommendation for consideration.
- d) Ensure the Administrator forwards approved Applications up to the amount of \$5,000 to the Destination Marketing Levy Advisory Committee for information of applications approved.

4.04 Destination Marketing Levy Advisory Committee

- e) Review and evaluate reports submitted by the Administrator to ensure the following:
 - iv. applications received are in accordance with the general criteria outlined in this policy;
 - v. application ensures that the objectives of the policy are met; and,
 - vi. Evaluation metrics is completed.
- f) Approve applications in the amount of \$5,000 to \$10,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.
- g) Forward applications over \$10,000 with a recommendation to City Council for consideration.
- h) Monitor and evaluate the effectiveness of the Destination Marketing Levy Funds.
- i) Recommend to City Council any changes to this policy required to reflect changing priorities or to correct any inequities that may become apparent.

4.05 City Council

- a) Consider recommendations submitted by the Destination Marketing Levy Advisory Committee regarding applications for request of funding over the amount of \$10,000.
- b) Approve applications over the amount of \$10,000.
- c) Authorize the Mayor and City Clerk to sign all Funding Agreements with the Applicant once a decision has been rendered by City Council regarding an approved request over \$10,000.
- d) May, as required, instruct that the Administrator attach conditions to the approval of assistance under this policy which will require the recipient to perform certain activities or provide additional information in connection with the event receiving funding.
- e) Approve the Destination Marketing Levy Policy and any changes made thereafter.

4.06 Event Recruitment Initiatives

- a) City Administration to forward a report to the Destination Marketing Levy Advisory Committee regarding any request for funding from the Destination Marketing Levy Funds relating to Event Recruitment Initiatives by City Administration, up to a maximum annual allocation of \$10,000.
- b) Request for Event Recruitment Initiatives by City Administration will be forwarded to the Destination Marketing Levy Advisory Committee for review and approval.

4.07 Promotional and Marketing Materials

- a) City Administration to forward a report to the Destination Marketing Levy Advisory Committee regarding any request for funding from the Destination Marketing Levy Funds regarding purchasing materials relating to the marketing and promotion of the Destination Marketing Levy Funds, up to a maximum annual allocation of \$10,000.
- b) Request for Promotional and Marketing Materials by City Administration will be forwarded to the Destination Marketing Levy Advisory Committee for review and approval.

5 DEFINITIONS

- 5.01 Administrator – means the City Manager, Director of Community Services or their designate.
- 5.02 Applicant – means a person on behalf of an organization that submits an Application Form for funding of the Destination Marketing Levy Funds (ex. host organization representative).
- 5.03 Bed and Breakfast - means a dwelling unit in which the owner or operator use a portion of the dwelling for the purpose of providing, for remuneration, sleeping accommodation and one meal per day to guests, for periods of one week or less, and in which:
 - a) not more than three bedrooms within the dwelling unit are used to provide such sleeping accommodation;
 - b) the dwelling unit is the principal residence of the owner or operator of the bed and breakfast; and,
 - c) the meal which is provided is served before noon each day.

- 5.04 City - means The City of Prince Albert
- 5.05 Council – means the City Council of The City of Prince Albert.
- 5.06 Destination Marketing Levy Advisory Committee – means the Council Committee established to act as a review body for the Destination Marketing Levy, including Policy, Guidelines, and to provide recommendations to Council.
- 5.07 Destination Marketing Levy Funds – Funds that have been collected as per The City's Annual Property Tax Bylaw.
- 5.08 Event Recruitment Initiatives – An organizing body targeting communities for the hosting of events within their community (provincial, national or international organizations/events).
- 5.09 Hotel – means a use:
- a) where a building is designed and operated to provide temporary accommodation to the general public; and,
 - b) which may also contain additional commercial uses, facilities or services such as a restaurant, a dining room, room service or public convention rooms.
- 5.10 Motel – means use:
- a) where a building or a group of buildings on a site is designed and operated to provide temporary accommodation for the general public; and,
 - b) that contains separate sleeping units, each of which is provided with a separate outdoor entrance and adjoining or conveniently located parking space.
- 5.11 Secretary – means the City Clerk or designate appointed by the City Clerk.

6 REFERENCES and RELATED STATEMENTS of POLICY and PROCEDURE

- 6.01 Major Event Policy 6.1

7 PROCEDURE

7.01 The process to apply for funding is as follows:

Step One: Applicants are to select the funding category that best fits the criteria of the event as listed in this policy. Applicant is to complete the required Grant Application Form as per Funding Category and submit to the attention of the Administrator. The Administrator will forward a report along with the application to the Secretary.

Step Two: The Chairperson will review Applications with the Administrator up to the amount of \$5,000 and will approve the funding as per the Funding Model.

The Chairperson of the Destination Marketing Levy Advisory Committee will call an Advisory Committee Meeting to review applications requesting funding from the Destination Marketing Levy Funds in the amount of \$5,000 to \$10,000. The Advisory Committee, at its meeting, will review the application(s).

Step Three: The Destination Marketing Levy Advisory Committee will approve applications in the amount of \$5,000 to \$10,000. Applications over \$10,000, a recommendation from the Advisory Committee will go to City Council to approve the application. Funding recommendation is reviewed by City Council at a regularly scheduled meeting with a decision rendered during the Council meeting.

Step Four: The Administrator will be responsible for making contact with the Applicant, forwarding the Funding Agreement for signing.

Step Five: The Mayor and City Clerk will sign the Funding Agreement once signed by the Applicant.

Step Six: Once the Funding Agreement has been signed, the Administrator will forward 40% of the funding approved.

Step Seven: The Applicant will submit the required Final Report to the Administrator within sixty (60) days of the event, along with hotel confirmations of hotel rooms used for the event. If the Applicant requires an extension to submit the Final Report, this should be submitted in writing to the Administrator.

Step Eight: The Administrator will review final reports submitted by the Host Committee and recommend approval or amendment of final payment of the remaining funding.

Step Nine: Final report is reviewed and room nights verified. If actual room nights generated match or exceed projections, the final 60% approved grant is paid to the Applicant. If the actual room nights generated are less or more than projected, the funding model grant will be applied. If the confirmed hotel rooms generate a recommendation for funding that is lower or higher than what was previously supported, final payment will be adjusted accordingly.

The Administrator will determine the final payment to be made based on confirmed hotel accommodations.

Step Ten: Final payment is issued to the Applicant by the Administrator following endorsement of the Final Report.

7.02 Appendixes

- 7.02.01 New Event Destination Marketing Fund Grant Application and Criteria for Evaluation.
- 7.02.02 Growing an Existing Event Destination Marketing Fund Grant Application and Criteria for Evaluation.
- 7.02.03 Event Retention Destination Marketing Fund Grant Application and Criteria for Evaluation.
- 7.02.04 Capital Enhancements Grant Funding Application and Criteria for Evaluation.
- 7.02.05 Funding Agreement.
- 7.02.06 Final Report Form – New Event, Growing an Existing Event and Event Retention.
- 7.02.07 Final Report Form – Capital Enhancements.



DESTINATION MARKETING LEVY POLICY

7 PROCEDURE

7.02 Appendixes

7.02.01 New Event Destination Marketing Fund Grant Application and Criteria for Evaluation.

New Event Eligibility & Guidelines Destination Marketing Fund Grant

This category is typically suitable for applicants looking to bring an existing event to Prince Albert that has not been held in the City for at least three (3) consecutive years or create a brand new event to be held in Prince Albert.

To be eligible for the Destination Marketing Fund Grant, an event must generate overnight stays in Prince Albert.

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

- To be eligible for Destination Marketing Fund Grant under the category “**New Event**”, the event for which funding is being sought must have never been hosted in Prince Albert or be an event that has been held in Prince Albert in the past but has not been held in the City for at least three (3) consecutive years.
- Events that have never been held in Prince Albert and generate overnight stays (limited to hotel/motel rooms, B&B rooms) may receive funding, with the approved funding paid out in two increments, forty (40%) percent after the Funding Agreement is signed and the remaining sixty (60%) percent after the Final Report has been received and projected room nights verified by the Destination Marketing Levy Advisory Committee.

Please contact destinationlevy@citypa.com or 306-953-4395 if you have any questions regarding this funding criteria.

Criteria for Evaluating New Event Destination Marketing Fund Grant Requests	
Criteria	Maximum Points Awarded
Number of room nights generated by event (limited to hotel/motel rooms, B&B rooms)	60
Seasonality of event (slow, medium, busy)	20
Guest expenditures	5
Event continuation (# of years)	5
Events part of a broader event attraction strategy	5
Media exposure (local, provincial, national, international)	2.5
Community capacity / local hosting group	2.5
Maximum Points Awarded	100

New Event Destination Marketing Fund Grant Application

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

Application Date: [Click here for Calendar](#)

Amount of Destination Marketing Fund Requested: \$ [Enter amount here](#)

Organization Information:

Name of Organization requesting funding: [Click here to enter name.](#)

Contact Person: [Click here to enter name.](#)

Phone: [Click here to phone number.](#)

Email: [Click here to enter email.](#)

Mailing Address including postal code: [Click here to enter address.](#)

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: [Click here to enter name.](#)

Brief description of organization requesting funding: [Click here to enter description.](#)

Organization's annual budget: \$ [Click here to enter amount.](#)

Event Information:

Name of Event: [Click here to enter name.](#)

Duration of event: Start date: [Click here for calendar](#) End date: [Click here for calendar](#)

Describe the event: [Click here to enter description.](#)

Accommodations:

Estimated total number of room nights generated from event: [Click here to enter number](#)
(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? [Click here to enter answer.](#)

What local facilities other than accommodations will be used? [Click here to enter answer.](#)

Event Attendance:

Estimated participants, officials and staff:

Enter number here.

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

Enter number here.

Estimated spectators – City residents

Enter number here.

Total estimated spectators

Enter total here.

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: **[Click here to enter explanation.](#)**

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: [Click here to enter explanation.](#)

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

Yes No

Please explain:

[Click here to enter explanation.](#)

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.

[Click here to enter answer.](#)

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

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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.

DESTINATION MARKETING LEVY POLICY

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7.02 Appendixes

7.02.02 Growing an Existing Event Destination Marketing Fund Grant Application and Criteria for Evaluation.

Growing an Existing Event Eligibility & Guidelines Destination Marketing Fund Grant

This category is typically suitable for an event that has a history of being hosted in Prince Albert but is looking to expand the event in order to attract a totally new market segment to the event, an audience that otherwise would not have attended the event, which will result in increased room nights.

In addition to the general guidelines, the following apply to Growing an Event funding applications.

To be eligible for funding a new element must be added to an existing event that targets a totally different audience which will result in increased overnight stays (limited to hotel/motel rooms, B&B rooms). Incremental attendance growth resulting without a distinct change to the event offerings / format is ineligible. An example of an eligible event would be a hockey tournament that is held annually that includes competitors aged 14 – 16. A decision is made to expand the tournament to include competitors between the ages of 10-13. As an entire new division has been added, this event would be eligible for consideration under the Growing an Event funding category.

Please contact destinationlevy@citypa.com or 306-953-4395 if you have any questions regarding this funding criteria.

Criteria for Evaluating Growing an Existing Event Destination Marketing Fund Grant Requests	
Criteria	Maximum Points Awarded
Number of room nights generated by event (limited to hotel/motel rooms, B&B rooms)	50
Incremental cost of growth	15
Seasonality of event (slow, medium, busy)	20
% of Growth in overnight stays	10
Guest expenditures	5
Maximum Points Awarded	100

Growing an Existing Event Destination Marketing Fund Grant Application

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

Application Date: [Click here for calendar](#)

Amount of Destination Marketing Fund Grant Requested: \$ [Enter amount here](#)

Organization Information:

Name of Organization requesting funding: [Click here to enter name.](#)

Contact Person: [Click here to enter name.](#)

Phone: [Click here to phone number.](#) Email: [Click here to enter email.](#)

Mailing Address including postal code: [Click here to enter address.](#)

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: [Click here to enter name.](#)

Brief description of organization requesting funding: [Click here to enter description.](#)

Organization's annual budget: \$ [Click here to enter amount.](#)

Event Information:

Name of Event: [Click here to enter name.](#)

Duration of event: Start date: [Click here for calendar](#) End date: [Click here for calendar](#)

Describe the Event: Please describe the organization's strategy to grow the event including but not limited to the following information:

- What is being added to the event to create more attendees from outside of our region?
- How do you plan to attract this new market segment?
- What are the benefits and impacts of attracting this segment to the existing event?
- Are there any particular barriers or opportunities that adding this market segment to your existing event present?
- What are the incremental costs associated with growing the event? Please itemize additional expenses incurred as a result of the planned event growth.

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.

As per the Destination Marketing Levy Policy, increasing the amount of attendees to an event, without fundamentally changing the event does not meet the eligibility requirements for Growing an Event Destination Marketing Fund Levy.

[Click here to enter event description.](#)

Accommodations:

Estimated number of room nights generated from the event presently: [Click here to enter number](#)
(Room nights limited to hotel/motel rooms, B&B rooms)

Estimated number of **additional** room nights generated by the event after the growth strategy outlined in this application: [Click here to enter the number.](#)

What method did you use to estimate the number of room nights generated for this event currently and after the growth strategy is implemented? [Click here to enter answer.](#)

What local facilities other than accommodations are typically or will be used for this event?

[Click here to enter answer.](#)

Event Attendance:

Estimated participants, officials and staff of expanded event

[Enter number here.](#)

Estimated spectators of expanded event – non-residents
(80 km or more away from Prince Albert)

[Enter number here.](#)

Estimated spectators of expanded event – City residents

[Enter number here.](#)

Total estimated spectators of expanded event

[Enter total here.](#)

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 the event been held in Prince Albert: **[Click here to enter information.](#)**

Frequency of the event being hosted in Prince Albert: **[Click here to enter frequency.](#)**

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

Yes No

Please explain: **[Click here to enter explanation.](#)**

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.

[Click here to enter answer.](#)

The following items must 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.

DESTINATION MARKETING LEVY POLICY

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7.02 Appendixes

7.02.03 Event Retention Destination Marketing Fund Grant Application and Criteria for Evaluation.

Event Retention Eligibility & Guidelines

Destination Marketing Fund Grant

In addition to the general guidelines, the following apply to Event Retention funding applications.

This category is typically suitable for an event that has a history of being hosted in Prince Albert but is in jeopardy of no longer being hosted in Prince Albert or being shortened as a result of a variety of reasons, including but not limited to finances or a competitive bid from another community.

Please contact destinationlevy@citypa.com or 306-953-4395 if you have any questions regarding this funding criteria.

**Criteria for Evaluating Event Retention Destination Marketing
Fund Grant Requests**

Criteria	Maximum Points Awarded
Competitive bid or Event Viability	50
Number of room nights generated by event (limited to hotel/motel rooms, B&B rooms)	40
Seasonality of event (slow, medium, busy)	10
Maximum Points Awarded	100

Event Retention Destination Marketing Fund Grant Application

Application Date: [Click here for calendar](#)

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: \$ [Enter amount here](#)

Organization Information:

Name of Organization requesting funding: [Click here to enter name.](#)

Contact Person: [Click here to enter name.](#)

Phone: [Click here to enter phone number.](#) Email: [Click here to enter email.](#)

Mailing Address including postal code: [Click here to enter address.](#)

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: [Click here to enter name.](#)

Brief description of organization requesting funding: [Click here to enter description.](#)

Organization's annual budget: \$ [Click here to enter amount.](#)

Event Information:

Name of Event: [Click here to enter name.](#)

Duration of event: Start date: [Click here for calendar](#) End date: [Click here for calendar](#)

Describe the event: [Click here to enter description.](#)

Accommodations:

Estimated number of room nights generated from event: [Click here to enter number.](#)
(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: [Click here to enter answer.](#)

What local facilities other than accommodations will be used: [Click here to enter answer.](#)

Event Attendance:

Estimated participants, officials and staff:

Enter number here.

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

Enter number here.

Estimated spectators – City residents

Enter number here.

Total estimated spectators

Enter total here.

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? **Click here to enter answer.**

Frequency of the event being hosted in Prince Albert (annually, every second year, etc.)? **Click here to enter answer.**

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: **Click here to enter explanation.**

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

[Click here to enter answer.](#)

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? **[Click here to enter answer.](#)**

Please describe efforts made by the organizing committee to retain this event in Prince Albert: **[Click here to enter answer.](#)**

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)

[Click here to enter answer.](#)

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.)

[Click here to enter answer.](#)

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.

DESTINATION MARKETING LEVY POLICY

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7.02 Appendixes

7.02.04 Capital Enhancements Grant Funding Application and Criteria for Evaluation.

Capital Enhancements Eligibility & Guidelines Destination Marketing Fund Grant

In addition to the general guidelines, the following apply to Capital Enhancement funding applications:

- The request for capital enhancements must be directly related to a need identified in order to successfully host a specified event, and the specified event must generate new “event based overnight stays” (limited to hotel/motel rooms, B&B rooms) or maintain existing overnight stays generated by the specified event.”
- The capital enhancement(s) shall be a legacy to the City as a permanent structure or fixture to remain for future users.
- The applicant must provide written proof that the capital enhancements are part of a bid requirement and/or that with the addition of the capital asset, a specific event will be hosted/retained in Prince Albert.” This written proof should come from an organizing body of the event.
- Only one capital application will be permitted per project (ie. two or more organizations cannot both apply for funding for the same capital project).
- Business plans that accompany a capital funding application must demonstrate sustainability of the capital asset once constructed.
- Return on Investment (ROI) will be part of the evaluation criteria.
- Destination Marketing funding for capital projects is intended to primarily be “top up funding” for eligible capital projects not the primary funding source. There may be situations when the Destination Marketing Fund Grant is the primary funding source.
- For a one (1) year capital funding commitment, forty (40%) percent of the funds will be paid to the applicant at commencement of construction and the remaining sixty (60%) percent once construction of the capital project is complete and the Final Report form is submitted and approved.
- For multiple year capital funding commitments, a payment schedule will be determined at the time of signing the Funding Agreement.
- The event organizer, whether the same or different from the capital funding applicant, may apply for event funding under the appropriate Destination Marketing Fund Grant category.

Eligibility to apply for Capital Enhancement funding from the Destination Marketing Fund Grant:

- The event for which capital funding is required must generate overnight stays (limited to hotel/motel rooms, B&B rooms).
- The capital enhancement(s) shall be a legacy to the City as a permanent structure or fixture to remain for future users.
- The capital enhancements for which funding is being requested must be necessary to secure or retain an identified event and are not intended to fund what would be considered normal / regular capital maintenance.
- The capital enhancements and the event for which capital enhancements are being completed must occur in Prince Albert.
- The applicant shall have no outstanding taxes, utility charges or other amounts owing to the municipal government and all properties owned by the Organization must be free of any City of Prince Albert Building and Safety Maintenance Orders.

Not eligible for Destination Marketing Fund Capital Funding grants:

- Retroactive applications will not be considered. Capital applications must be received, reviewed and a decision made by City Council before construction commences and before the event is hosted.

Please contact destinationlevy@citypa.com or 306-953-4395 if you have any questions regarding this funding criteria.

**Criteria for Evaluating Capital Enhancements Destination
Marketing Fund Grant Requests**

Criteria	Maximum Points Awarded
<p>Comprehensive Business Plan</p> <p>Including all sources of funding and the percentage of overall capital investment being requested through the Capital Destination Marketing Fund Grant Application.</p> <p>Return on investment or asset.</p> <p>Long term plan for sustaining funded capital asset.</p> <p>Rationale for making the capital investments for which funding is being requested.</p>	30
Experience in completing capital projects	10
Economic impact of hosting the event for which capital improvement funding is being requested	60
Maximum Points Awarded	100

Capital Enhancements Grant Funding Application

Application Date: [Click here for calendar](#)

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

Organization Information:

Name of Organization requesting funding: [Click here to enter name.](#)

Contact Person: [Click here to enter name.](#)

Phone: [Click here to phone number.](#)

Email: [Click here to enter email.](#)

Mailing Address including postal code: [Click here to enter address.](#)

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 if different than the organization named above: [Click here to enter name.](#)

Brief description of organization requesting funding, including history and composition: [Click here to enter description.](#)

Organization's annual budget: \$ [Click here to enter amount.](#)

Total Value of capital enhancements: **\$ Click here to enter value.**

Amount of Destination Marketing Fund Grant requested: **\$ Click here to enter amount.**

Profile of Event(s) requiring the Capital Investment:

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

Name of Event: **Click here to enter name.**

Duration of event: Start date: **Click for calendar**

End date: **Click for calendar**

Describe the event: **Click here to enter description.**

If this Capital Investment is required to host more than one event bid, include additional event information here: **Click here to enter additional event(s).**

Accommodations:

Estimated total number of room nights generated from event: **Click here to enter number.**
(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? **Click here to enter answer.**

What local facilities other than accommodations will be used? **Click here to enter answer.**

Event Attendance:

Estimated participants, officials and staff:

Enter number here.

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

Enter number here.

Estimated spectators – city residents

Enter number here.

Total estimated spectators

Enter total here.

This event(s) is (please select one)

Local Provincial Regional National International

Media exposure (please select one)

Local Provincial Regional National International

Event History:

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

If this event has been held in Prince Albert previously, please explain when it was last hosted in Prince Albert: **[Click here to enter explanation.](#)**

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

Yes No

Please explain: **[Click here to enter explanation.](#)**

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

Yes No

Please explain: [Click here to enter explanation.](#)

Capital Enhancement Information:

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

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

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

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

The following items must accompany your application:

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

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

Privacy Policy Statement and Application Certification

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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”*

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DESTINATION MARKETING LEVY POLICY

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7.02.05 Funding Agreement.

Destination Marketing Fund Grant Funding Agreement

The City of Prince Albert, having examined the application prepared to provide funding to the Applicant/Recipient, subject to the terms and conditions herein.

Therefore, in consideration of the terms and conditions set out in the agreement, the City of Prince Albert and the Applicant/Recipient agree, as follows:

Effective Date and Term:

1. The term of this Agreement is from the date of signing up to and including 60 days post event completion (as stated in the application for funding).

Funding/Sponsorship:

2. The City of Prince Albert shall agree to pay the Applicant/Recipient an amount not exceeding the sum of \$_____.
3. The Applicant/Recipient agrees to recognize the City of Prince Albert and its member hotels as sponsors of the event.

Payment Schedule:

4. The City of Prince Albert agrees to pay the Applicant/Recipient forty (40%) percent of the funding amount upon signing of the agreement. The amount not exceeding the sum of \$_____.
5. The City of Prince Albert agrees to pay the Applicant/Recipient the remaining sixty (60%) percent of the funding amount upon receipt and approval of the Final Report Form by the Destination Marketing Levy Advisory Committee. The amount not exceeding the sum of \$_____.
6. If criteria is not met, the funding amounts above will be adjusted to reflect the Final Report results.



1084 Central Avenue
Prince Albert, SK S6V 7P3
P: 306-953-4395
F: 306-953-4396
www.citypa.com

Fund Use and Repayment:

- 7. The funds will be used solely for the purpose described within the application(s) and the Destination Marketing Levy Policy and Funding Agreement and subject to the conditions herein.
- 8. If the funds are not used, they will be immediately returned to the City of Prince Albert.
- 9. If the Applicant/Recipient does not comply within the conditions of the Agreement, including any of the information provided by the Applicant/Recipient to obtain the grant is determined to be false, misleading or inaccurate, the City of Prince Albert may require the Applicant/Recipient to repay all or part of the funds.
- 10. The Applicant/Recipient will provide proof that grant monies were used for the purposes intended.
- 11. The Applicant/Recipient will submit a completed Final Report Form and any other documentation of proof requested by the City of Prince Albert within sixty (60) days of the event completion.

Signed by the Applicant/Recipient this _____ day of _____, 201__.

Event Name _____

Applicant – Full Name _____

Signature

Witness

IN WITNESS WHEREOF the City of Prince Albert has hereunto affixed its corporate seal, duly witnessed by the hands of the proper officers in that behalf, duly authorized this _____ day of _____, A.D., 201__.

THE CITY OF PRINCE ALBERT

MAYOR

CITY CLERK

Updated May 2017

**AFFIDAVIT OF ATTESTATION
OF AN INSTRUMENT**

CANADA)
PROVINCE OF SASKATCHEWAN)
TO WIT:)

I, _____, of the City of _____, in
the Province of _____, make oath and say as follows:

1. That I was personally present and did see _____
named in the within instrument, who is personally know to me to be the person named
therein, duly sign and execute the same for the purposes named therein.

2. That the same was executed on the ____ day of _____,
A.D. 201__ at the City of _____, in the Province of
_____, and that I am the subscribing witness thereto.

3. That I know the said _____ and she/he is, in my
belief, of the full age of eighteen (18) years.

SWORN before me at the City of)
_____, in the Province)
of Saskatchewan, this ___ day)
of _____, A.D. 201__.) _____

A COMMISSIONER FOR OATHS in and
for the Province of Saskatchewan.
My Commission expires:
OR, BEING A SOLICITOR

DESTINATION MARKETING LEVY POLICY

7 PROCEDURE

7.02 Appendixes

7.02.06 Final Report Form – New Event, Growing an Existing Event and Event Retention.

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

Final Report Date: [Click here for calendar](#)

Organization Information:

Name of Organization: [Click here to enter name.](#)

Follow up questions should be directed to:

Contact Person: [Click here to enter name.](#)

Phone: [Click here to phone number.](#)

Email: [Click here to enter email.](#)

Event Information:

Name of Event: [Click here to enter name.](#)

Estimated total number of room nights generated (as per original application): [Click here to enter number](#)

Actual room nights generated by the event? [Click here to enter number.](#)

How were room nights verified? [Click here to enter answer.](#)

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.

[Click here to enter details of room nights or attach on a separate sheet.](#)

**** 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: [Click here to enter explanation.](#)

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

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

Signature: [Click here to insert electronic signature, or print report and sign.](#)

Print Name and Title: [Click here to type name & title.](#)

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.

DESTINATION MARKETING LEVY POLICY

7 PROCEDURE

7.02 Appendixes

7.02.07 Final Report Form – Capital Enhancements.

Final Report Form Capital Enhancements – Destination Marketing Fund Grant

Date of Final Report: [Click here for calendar](#)

Organization Information:

Name of Organization: [Click here to enter name.](#)

Follow up questions should be directed to:

Contact Person: [Click here to enter name.](#)

Phone: [Click here to enter phone number.](#)

Email: [Click here to enter email.](#)

Capital Enhancements budget as per original application: \$ [Enter amount here.](#)

Capital Enhancements actual costs: \$ [Enter amount here.](#)

Please include the following information with your final report

- A copy of invoices for the capital enhancements undertaken
- For existing capital assets, photos of asset prior to enhancements and after enhancements
- For new capital assets, photos of the capital asset
- Any additional information or comments you feel are applicable
- Owner of the capital asset

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

Signature: [Click here to insert electronic signature. or print report and sign.](#)

Print Name and Title: [Click here to type name & title.](#)

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