

New Event Destination Marketing Fund Grant Application

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

Application Date:

Amount of Destination Marketing Fund Requested: \$

Organization Information:

Name of Organization requesting funding:

Contact Person:

Phone:

Email:

Mailing Address including postal code:

Type of Organization (please select one)

Private

Not-for-Profit

Other

If Other explain:

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

Brief description of organization requesting funding:

Organization's annual budget: \$

Event Information:

Name of Event:

Duration of event: Start date:

End date:

Describe the event:

Accommodations:

Estimated total number of room nights generated from event:

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

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

What local facilities other than accommodations will be used?

Event Attendance:

Estimated participants, officials and staff:

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

Estimated spectators – City residents:

Total estimated spectators:

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:

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:

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

Yes No

Please explain:

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.

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