



Statement of Policy and Procedure			
Department:	City Manager	Policy No.	<b>89.2</b>
Section:	City Manager	Issued:	June 26, 2017
Subject:	<b>Destination Marketing Levy Policy</b>	Effective:	April 29, 2019
Council Resolution # and Date:	Council Resolution No. 0193 dated April 29, 2019	Page:	1 of 11
		Replaces:	Policy No. 89.1
Issued by:	Jim Toye, City Manager	Dated:	January 22, 2018
Approved by:	Jim Toye, 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) Applications shall be submitted at least three (3) months prior to the event. If the Application is not submitted at least three (3) months prior to the event, 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 date of the request, 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 repairs or upgrades of a capital nature that are required in order to host a specific event that generates 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.

## 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.
- h) Once the event has concluded, forward a completed Final Report within sixty (60) days of the event to the Administrator for endorsement by the Destination Marketing Levy Advisory Committee 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 a 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 for forwarding the Final Report submitted by the Applicant to the Destination Marketing Levy Advisory Committee for final post-evaluation report.
- l) Responsible for ensuring final payment is made to the Applicant once the Final Report has been approved and endorsed by the Destination Marketing Levy Advisory Committee.

#### 4.03 Destination Marketing Levy Advisory Committee

- 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 \$10,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.
- c) Forward applications over \$10,000 with a recommendation to City Council for consideration.
- d) Monitor and evaluate the effectiveness of the Destination Marketing Levy Funds.
- e) Recommend to City Council any changes to this policy required to reflect changing priorities or to correct any inequities that may become apparent.
- f) Review the Final Report submitted by the Administrator and recommend approval or amendment of final payment of the remaining levy.

#### 4.04 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.

#### 4.05 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.

#### 4.06 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 of the Destination Marketing Levy Advisory Committee will call an Advisory Committee Meeting to review applications requesting funding from the Destination Marketing Levy Funds. The Advisory Committee, at its meeting, will review the application(s).
- Step Three: The Destination Marketing Levy Advisory Committee will approve applications under \$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 forward the Final Report submitted by the Applicant to the Destination Marketing Levy Advisory Committee for final post-evaluation report.

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 than projected, the evaluation metrics is completed using actual room nights. If the new calculations generate a recommendation for funding that is lower than what was previously supported, final payment will be reduced accordingly.

Step Ten: Final payment is issued to the Applicant by the Administrator following endorsement of the Final Report by the Destination Marketing Levy Advisory Committee.

## 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](mailto:destinationlevy@citypa.com) or 306-953-4395 if you have any questions regarding this funding criteria.

<b>Criteria for Evaluating New Event Destination Marketing Fund Grant Requests</b>	
<b>Criteria</b>	<b>Maximum Points Awarded</b>
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
<b>Maximum Points Awarded</b>	<b>100</b>

## 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**

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](mailto:destinationlevy@citypa.com) or printed and mailed or dropped off to City Hall, City Manager's Office, 2<sup>nd</sup> Floor, 1084 Central Avenue, Prince Albert, SK S6V 7P3.

# **DESTINATION MARKETING LEVY POLICY**

## **7 PROCEDURE**

### **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](mailto: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**

<b>Criteria</b>	<b>Maximum Points Awarded</b>
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
<b>Maximum Points Awarded</b>	<b>100</b>



## **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**

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](mailto:destinationlevy@citypa.com) or printed and mailed or dropped off to City Hall, City Manager's Office, 2<sup>nd</sup> Floor, 1084 Central Avenue, Prince Albert, SK S6V 7P3.

## **DESTINATION MARKETING LEVY POLICY**

### **7 PROCEDURE**

#### **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](mailto:destinationlevy@citypa.com) or 306-953-4395 if you have any questions regarding this funding criteria.

<b>Criteria for Evaluating Event Retention Destination Marketing Fund Grant Requests</b>	
<b>Criteria</b>	<b>Maximum Points Awarded</b>
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
<b>Maximum Points Awarded</b>	<b>100</b>

## 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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## **DESTINATION MARKETING LEVY POLICY**

### **7 PROCEDURE**

#### **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](mailto: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**

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

## 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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# **DESTINATION MARKETING LEVY POLICY**

## **7 PROCEDURE**

### **7.02           Appendixes**

#### **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 it's 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.

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**



**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	<a href="#"><u>Click here to insert info.</u></a>
Provincial	<a href="#"><u>Click here to insert info.</u></a>
National	<a href="#"><u>Click here to insert info.</u></a>

**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.](#)

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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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## **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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