**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 Enter number here.

(80 km or more away from Prince Albert)

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 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)

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**

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:*

1. *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, 2nd Floor, 1084 Central Avenue, Prince Albert, SK S6V 7P3.