

## **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.

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

<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>