**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 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:**

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:*

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.