

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 or 306-953-4395 if you have any questions regarding this funding criteria.

Criteria for Evaluating New Event Destination Marketing Fund Grant Requests

| Criteria | Maximum Points Awarded |
|--|------------------------|
| 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 |
| Maximum Points Awarded | 100 |