



Statement of Policy and Procedure			
Department:	City Manager	Policy No.	89.4
Section:	City Manager	Issued:	
Subject:	Destination Marketing Levy Policy	Effective:	
Council Resolution # and Date:		Page:	1 of 13
		Replaces:	Policy No. 89.3
Issued by:	Trina Bell, Tourism Coordinator	Dated:	
Approved by:	Craig Guidinger, Director of Planning and Development Services		

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) Destination Marketing Fund Applications shall be provided 6 weeks before the event if funds requested are up to \$10,000, and 8 weeks if funds requested are over \$10,000, or the application may be denied.
- c) If Application is approved, payments will be allocated in one (1) or 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; or

- iii. 100% upon the 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 event date, 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.
- m) The Event Sponsorship Package must be included with the application when applying if pertains to the event.

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 a new project that is required in order to host a specific event that generates overnight stays or a new capital project that will support future events generating

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.

3.02 Funding Model for Grants

Destination Marketing Levy Funds will be funded as a Grant to Host Committees as per the confirmed hotel accommodations for the Event. The grant to be funded will be based on the following ratio criteria:

Destination Marketing Levy Committee CHAIRPERSON Approval - Grants for Funding up to \$5,000.	
Hotel Rooms	Maximum DMF Levy Funding
20-50	\$1,500
51-100	\$2,000
101-150	\$2,500
151-200	\$3,000
201-250	\$3,500
251-300	\$4,000
301-350	\$4,500
351-400	\$5,000

Destination Marketing Levy COMMITTEE Approval - Grants for Funding \$5,000 up to \$10,000.	
Hotel Rooms	Maximum DMF Levy Funding
401-450	\$5,500
451-500	\$6,000
501-550	\$6,500
551-600	\$7,000
601-650	\$7,500
651-700	\$8,000
701-750	\$8,500
751-800	\$9,000
801-850	\$9,500
851-900	\$9,900

City Council Approval - Grants for Funding over \$10,000.	
Hotel Rooms	Maximum DMF Levy Funding
901-1,000	\$15,000
1,001-1,200	\$25,000
1,201-1,500	\$30,000
1,501-1,999	\$35,000

Events of Significant Economic Impact - City Council Approval
Events of Significant Economic Impact - Must generate a minimum of 2,000 room nights. This includes large or special events that are an important component of the tourism industry, and they attract visitors. These events have a large economic impact and significance in the local host community, since the visitors will spend money during their travel and visit to Prince Albert that bring benefits. Such events include Worlds, Championships, etc. These events are approved by City Council.

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. The Final Report should also include the final revenues and expenses of the Event.
- h) Once the event has concluded, forward a completed Final Report within sixty (60) days of the event to the Administrator for endorsement 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 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 to review final reports submitted by the Host Committee and recommend approval or amendment of final payment of the remaining funding, and the Administrator will determine the final payment to be made based on confirmed hotel accommodations.
- l) Responsible for ensuring final payment is made to the Applicant once the Final Report has been approved by the Administrator.

4.03 Destination Marketing Levy Advisory Committee Chairperson

- 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 the amount of \$5,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.
- c) Forward applications over \$5,000 to the Destination Marketing Levy Advisory Committee with a recommendation for consideration.

- d) Ensure the Administrator forwards approved Applications up to the amount of \$5,000 to the Destination Marketing Levy Advisory Committee for information of applications approved.

4.04 Destination Marketing Levy Advisory Committee

- e) Review and evaluate reports submitted by the Administrator to ensure the following:
 - iv. applications received are in accordance with the general criteria outlined in this policy;
 - v. application ensures that the objectives of the policy are met; and,
 - vi. Evaluation metrics is completed.
- f) Approve applications in the amount of \$5,000 to \$10,000, and request the Mayor and City Clerk execute the necessary Funding Agreement.
- g) Forward applications over \$10,000 with a recommendation to City Council for consideration.
- h) Monitor and evaluate the effectiveness of the Destination Marketing Levy Funds.
- i) Recommend to City Council any changes to this policy required to reflect changing priorities or to correct any inequities that may become apparent.

4.05 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.

4.06 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.

4.07 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 will review Applications with the Administrator up to the amount of \$5,000 and will approve the funding as per the Funding Model.
- 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 in the amount of \$5,000 to \$10,000. The Advisory Committee, at its meeting, will review the application(s).
- Step Three: The Destination Marketing Levy Advisory Committee will approve applications in the amount of \$5,000 to \$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 review final reports submitted by the Host Committee and recommend approval or amendment of final payment of the remaining funding.

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 or more than projected, the funding model grant will be applied. If the confirmed hotel rooms generate a recommendation for funding that is lower or higher than what was previously supported, final payment will be adjusted accordingly.

The Administrator will determine the final payment to be made based on confirmed hotel accommodations.

Step Ten: Final payment is issued to the Applicant by the Administrator following endorsement of the Final Report.

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.