



City of
**Prince
Albert**

Destination Marketing Fund Grant



GRANT CATEGORIES

New Event Acquisition

Applicable to events that are either new to Prince Albert, or events that have not been held in Prince Albert for at least three consecutive years.

Growing an Existing Event

Suitable for an event that has a history of being hosted in Prince Albert, but wants to expand the event in a way that attracts a larger audience to the event and results in increased room nights.

Event Retention

For events that have a history of being hosted in Prince Albert, but are in jeopardy of no longer being hosted here or the event being shortened.

Capital Enhancements

Typically, suitable for repairs or upgrades of a capital nature necessary to host a specific event. The capital enhancement will be legacy to the City as a permanent structure or fixture to remain for future users.

ABOUT THE GRANT

The Destination Marketing Fund Grant was created to support events in Prince Albert that generate hotel room night stays. Qualifying events will be required to confirm hotel room nights realized once the event has concluded.

APPLICATION ASSISTANCE

Let us make your grant application process simple.

For questions and assistance please contact:
destinationlevy@citypa.com

P: 306-922-2000 | Tourism Prince Albert
3700 A 2nd Avenue West, Prince Albert, SK S6W 1A2

APPLICATION INFORMATION

Let us help you make your Prince Albert Event success.

For additional eligibility information and to access a fund grant application form, visit www.citypa.ca or contact destinationlevy@citypa.com

