City of **Prince Albert**
Destination Marketing Fund

TOURISM
PRINCE ALBERT

3700 2nd Avenue West
Prince Albert, SK
S6W 1A4
306-922-2000
www.citypa.com

Capital Enhancements Eligibility & Guidelines
Destination Marketing Fund Grant

In addition to the general guidelines, the following apply to Capital Enhancement funding applications:

- The request for capital enhancements must be directly related to a need identified in order to successfully host a specified event, and the specified event must generate new "event based overnight stays" (limited to hotel/motel rooms, B&B rooms) or maintain existing overnight stays generated by the specified event."

- The capital enhancement(s) shall be a legacy to the City as a permanent structure or fixture to remain for future users.

- The applicant must provide written proof that the capital enhancements are part of a bid requirement and/or that with the addition of the capital asset, a specific event will be hosted/retained in Prince Albert." This written proof should come from an organizing body of the event.

- Only one capital application will be permitted per project (ie. two or more organizations cannot both apply for funding for the same capital project).

- Business plans that accompany a capital funding application must demonstrate sustainability of the capital asset once constructed.

- Return on Investment (ROI) will be part of the evaluation criteria.

- Destination Marketing funding for capital projects is intended to primarily be "top up funding" for eligible capital projects not the primary funding source. There may be situations when the Destination Marketing Fund Grant is the primary funding source.

- For a one (1) year capital funding commitment, forty (40%) percent of the funds will be paid to the applicant at commencement of construction and the remaining sixty (60%) percent once construction of the capital project is complete and the Final Report form is submitted and approved.

- For multiple year capital funding commitments, a payment schedule will be determined at the time of signing the Funding Agreement.

- The event organizer, whether the same or different from the capital funding applicant, may apply for event funding under the appropriate Destination Marketing Fund Grant category.

Updated May 2017

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Eligibility to apply for Capital Enhancement funding from the Destination Marketing Fund Grant:

- The event for which capital funding is required must generate overnight stays (limited to hotel/motel rooms, B&B rooms).

- The capital enhancement(s) shall be a legacy to the City as a permanent structure or fixture to remain for future users.

- The capital enhancements for which funding is being requested must be necessary to secure or retain an identified event and are not intended to fund what would be considered normal / regular capital maintenance.

- The capital enhancements and the event for which capital enhancements are being completed must occur in Prince Albert.

- The applicant shall have no outstanding taxes, utility charges or other amounts owing to the municipal government and all properties owned by the Organization must be free of any City of Prince Albert Building and Safety Maintenance Orders.

Not eligible for Destination Marketing Fund Capital Funding grants:

- Retroactive applications will not be considered. Capital applications must be received, reviewed and a decision made by City Council before construction commences and before the event is hosted.

Please contact destinationlevy@citypa.com or 306-922-2000 if you have any questions regarding this funding criteria.

Updated March 2024

Criteria for Evaluating Capital Enhancements Destination Marketing Fund Grant Requests	
Criteria	**Maximum Points Awarded**
Comprehensive Business Plan Including all sources of funding and the percentage of overall capital investment being requested through the Capital Destination Marketing Fund Grant Application. Return on investment or asset. Long term plan for sustaining funded capital asset. Rationale for making the capital investments for which funding is being requested.	30
Experience in completing capital projects	10
Economic impact of hosting the event for which capital improvement funding is being requested	60
Maximum Points Awarded	**100**