



**CITY OF PRINCE ALBERT
DESTINATION MARKETING LEVY ADVISORY COMMITTEE
MEETING AGENDA**

**Thursday, May 22, 2025, 3:30 p.m.
MAIN BOARDROOM, 2ND FLOOR, CITY HALL**

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1. CALL TO ORDER	
2. APPROVAL OF AGENDA	
3. DECLARATION OF CONFLICT OF INTEREST	
4. ADOPTION OF MINUTES	
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5. COMMUNICATIONS & DELEGATIONS	
6. REPORTS OF ADMINISTRATION & COMMITTEES	
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CITY OF PRINCE ALBERT
DESTINATION MARKETING LEVY ADVISORY COMMITTEE
MEETING MINUTES

Monday, May 5, 2025, 3:30 p.m.
MAIN BOARDROOM, 2ND FLOOR, CITY HALL

Members Present: Mayor Bill Powalinsky
Councillor Dawn Kilmer
Councillor Troy Parenteau
Aditi Mahajan

Members Absent: Mona Selanders

Admin Present: Amber Soles, Secretary
Trina Bell, Administrator, Destination Marketing Fund (Attended at 3:32 p.m.)

1. CALL TO ORDER

Mayor Powalinsky, Chairperson, called the meeting to order at 3:31 p.m. and stated the Land Acknowledgement for Truth and Reconciliation.

2. APPROVAL OF AGENDA

Motion No. 0018.

Moved by: Councillor Kilmer

That the Agenda for this meeting be approved, as presented, and, that the presentations, delegations and speakers listed on the Agenda be heard when called forward by the Mayor.

Absent (1): Mona Selanders

CARRIED

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

- 4.1 March 12, 2025 Destination Marketing Levy Advisory Committee Meeting Minutes for Approval

Motion No. 0019.

Moved by: Councillor Parenteau

That the Minutes for the Destination Marketing Levy Advisory Committee Regular Meeting held March 12, 2025, be taken as read and adopted.

Absent (1): Mona Selanders

CARRIED

5. COMMUNICATIONS & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

- 6.1 DMF Grant Application–PBCN Battle of the Bands Minor Hockey Championships (RPT 2025-182)

Verbal Presentation was provided by Trina Bell, Administrator, Destination Marketing Fund.

Motion No. 0020.

Moved by: Councillor Kilmer

That the following be forwarded to an upcoming City Council meeting for consideration:

1. That the New Event Destination Marketing Fund Grant Application from Peter Ballantyne Cree Nation Battle of the Bands Minor Hockey Championships for funding the Peter Ballantyne Cree Nation Battle of the Bands scheduled for May 23-25, 2025 in the amount of \$35,000, be approved;
2. That the \$35,000 be funded from the Destination Marketing Levy Reserve; and,
3. That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of The City, once prepared.

Absent (1): Mona Selanders

CARRIED

6.2 DMF Levy Grants Paid to Host Committees – Review March-April 2025 (RPT 2025-183)

Verbal Presentation was provided by Trina Bell, Administrator, Destination Marketing Fund.

Motion No. 0021.

Moved by: Councillor Parenteau

That RPT 2025-183 be received as information and filed.

Absent (1): Mona Selanders

CARRIED

7. **UNFINISHED BUSINESS**

8. **ADJOURNMENT**

Motion No. 0022.

Moved by: Councillor Kilmer

The meeting adjourned at 3:49 p.m.

Absent (1): Mona Selanders

CARRIED

CHAIRPERSON

SECRETARY



TITLE: DMF Grant Application–PBCN Battle of the Bands Ball Hockey Championships

DATE: May 15, 2025

TO: Destination Marketing Levy Advisory Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

1. That the New Event Destination Marketing Fund Grant Application from PBCN Sports Inc. for funding the PBCN Battle of the Bands Ball Hockey Championships scheduled for June 20 - 22, 2025, in the amount of \$30,000, be approved;
2. That the \$30,000 be funded from the Destination Marketing Levy Reserve; and,
3. That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of the City, once prepared.

EXECUTIVE SUMMARY:

A grant application has been received from Peter Ballantyne Cree Nations Sports Inc. for a New Event Destination Marketing Fund. The application meets the program criteria and Administration is recommending that the application be approved.

BACKGROUND:

In 2017, the Destination Marketing Fund was established to support event attraction and expansion in Prince Albert. Funds are generated through a levy which is applied to all hotels in Prince Albert based on their assessed value and used to support grant applications which:

- Increase visitors to the City and provide significant economic benefits for our community;
- Enhance the profile and visibility of the City;
- Increase occupancy at our member hotels; and,
- Improve facilities through capital enhancements from large scale events.

PROPOSED APPROACH AND RATIONALE:

The attached Destination Marketing Fund (DMF) Application is requesting approval for grant funding in the amount of \$30,000.

The Application states: Peter Ballantyne Cree Nation Battle of the Bands Ball Hockey Championships is a new collective Northern Minor Sports Association Committee, expanding the growth of participating and providing the opportunity for competitive Indigenous Ball Hockey

within the Central and Northern Saskatchewan regions. PBCN Sports Inc. is a new partnership for Minor Hockey, Ball Hockey, Slow Pitch, and Golf development for our youth.

PBCN Battle of the Bands Ball Hockey Championships will be hosted locally in Prince Albert at the Dave G Steuart Arena and will bring together indigenous and open imports for this competitive ball hockey tournament and attract participants from all over Northern Saskatchewan and other Provinces. This will be the first annual tournament, and they look forward to hosting Ice Hockey, Slo-Pitch, and Golf events in the future. Peter Ballantyne Cree Nations are looking to fully accommodate and partner with the City of Prince Albert by creating this new event annually and hosting two big events for winter and summer sports and recreation.

The PBCN Battle of the Bands will have a significant impact on the City of Prince Albert. The event will attract thousands of visitors to Prince Albert from all over the province and outside the province. They are looking for 24 teams with a max of 8 teams per division, ranging from U13, U15, and U18, and an estimated 3660 plus spectators for this 3-day event.

As per the Destination Marketing Levy Policy, this Application needs to be approved by the Destination Marketing Levy Advisory Committee and forwarded to City Council for final approval:

Funding Model for Grants

Destination Marketing Levy Funds will be funded as a Grant to the Host Committee as per the confirmed hotel accommodations for the Event.

The grant to be funded will be based on the following ratio criteria:

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.

The application estimates that there will be 24 teams from northern regions and other provinces. Roster of $18 \times 24 = 432$ participants $\times 2$ rooms $\times 2$ nights = **1728 room nights**.

CONSULTATIONS:

The DMF Administrator has discussed the DMF Application and process with the contact for PBCN Battle of the Bands Ball Hockey Championships.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Once a decision has been rendered by the Destination Marketing Levy Advisory Committee and City Council, the Administrator will report back to the Host Committee. Once the funding is approved, a Funding Agreement will be forwarded for signing.

In addition, the PBCN Battle of the Bands Ball Hockey Championships will be placed on the City's event calendar.

BUDGET/FINANCIAL IMPLICATIONS:

With the approval of the Destination Marketing Levy Fund Grants, the amounts charged year to date, the projected Reserve Balance is approximately \$912,648.77, with an unaudited projected reserve balance of \$1,013,598.77.

2025 RESERVE BALANCE PROJECTIONS					
DESTINATION MARKETING LEVY			10-00-000-000-00000-4034		
BEGINNING BALANCE			(\$912,648.77)		
<u>2025 BUDGETED TRANSACTIONS:</u>					
Destination Marketing Levy Funds Collected - Levy			(\$381,000.00)		
Revenue in <u>10-10-005-000-00000-5003 - DMF Levy Funds</u>					
Destination Marketing Levy Grants Approved in Year 2025			<u>Paid Year to Date</u>		\$223,640.00
Tourism Coordinator position - 50% Funded by Reserve			\$56,410.00		
ENDING BALANCE IN RESERVE AT YEAR END 2025			(\$1,013,598.77)		

OTHER CONSIDERATIONS/IMPLICATIONS:

This application is aligned with the Destination Marketing Levy Policy.

OPTIONS TO RECOMMENDATION:

There are no options to the recommendation.

STRATEGIC PLAN:

The Destination Marketing Fund supports the City's Strategic Plan Priority of Promoting a Progressive Community by aligning City resources to assist community partners to coordinate events which promote Prince Albert as a vibrant and diverse City. It also promotes Prince Albert as an Event Hosting destination that contributes to the Business and Tourism Economy.

OFFICIAL COMMUNITY PLAN:

Section 13.2 of the City of Prince Albert Official Community Plan states that a goal of the City shall be to recognize the role of arts, culture and tourism as an important aspect of community life through support and promotion of the arts, culture and tourism industries in Prince Albert. By providing support through the Destination Marketing Fund, the City is supporting regional tourism opportunities.

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

PRESENTATION:

Verbal Presentation by Trina Bell, DMF Administrator

ATTACHMENTS:

1. PBCN Battle of the Bands Ball Hockey – New Event DMF Grant Application.
2. PBCN Battle of the Bands Ball Hockey – Budget

Written by: Trina Bell, Tourism Coordinator

Approved by: Planning & Development Manager, Director of Community Development and City Manager

New Event Destination Marketing Fund Grant Application

Please provide the following information and attach additional information as required.

Application Date: May 14, 2025

Amount of Destination Marketing Fund Requested: \$ 30,000.00

Organization Information:

Name of Organization requesting funding: PBCN Sports Inc.

Contact Person: Jamey Daylight

Phone: [REDACTED]

Email: [REDACTED]

Mailing Address including postal code: 201 2300 10th Avenue West PO Box 2320 Prince Albert Sk. S6V6Z1

Type of Organization (please select one)

☐ Private

☐ Not-for-Profit

☒ Other

If Other explain: Peter Ballantyne Cree Nation Battle Of The Bands Ball Hockey Championships is a new collective Northern Minor Hockey Association Committee Expanding the growth of participating and providing the opportunity of competitive Indigenous Ball Hockey within the Central and Northern Saskatchewan Region

Name of Organization that the Destination Marketing Fund Grant, if approved, should be made payable to: Peter Ballantyne Cree Nation Sports Inc.

Brief description of organization requesting funding: **PBCN Sports Inc. is a new partnership for Minor Hockey, Ball Hockey, Slow Pitch and Golf development within Central and Northern Saskatchewan regions.**

Organization's annual budget: \$ **Click here to enter amount.**

Event Information:

Name of Event: **PBCN Battle Of The Bands Ball Hockey Championships**

Duration of event: Start date: **June 20th 2025** End date: **June 22nd 2025**

Describe the event: **PBCN Battle Of The Bands Ball Hockey Championships event is locally happening in the city of Prince Albert, sk. hosting Indigenous and Open Imports, competitive Ball Hockey Tournament and attracting participants from all over Saskatchewan and other Provinces. the first annually tournament We'll be looking forward to hosting Ice And Ball Hockey, Slow Pitch and Golf events for winter and summer event/activities .**

Accommodations:

Estimated total number of room nights generated from event: 1728
(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? **We are attracting 24+ teams from Northern communities and other Povinces to attend and participate in this tournament. For a roster of 18 x 24 = 432 people needing room accommodations. 432 x 2 rooms per participate x 2 nights = 1728.**

What local facilities other than accommodations will be used? **Dave G Steuart Arena.**

Event Attendance:

Estimated participants, officials and staff: 500+.

Estimated spectators – non-residents
(80 km or more away from Prince Albert) 2160+.

Estimated spectators – City residents 1000+

Total estimated spectators 3660+.

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: **Peter Ballantyne Cree Nation's a locally partner within the City Of Prince Albert would like to create this new event annually and host four big events for both seasons of sports and recreation.**

Is there potential of this event resulting in other events being hosted in Prince Albert?

☐ Yes ☒ No

Please explain:

We are looking fully to accommodate and partner with The City Of Prince Albert

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.

Jamey Daylight, Billy Dumais, Perry Clarke and Mel Parenteau our most experienced committee mentor and guide who has been developing tournaments within our Urban and Rural Local areas of Prince Albert.

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:

(a) 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 or printed and mailed or dropped off to City Hall, City Manager’s Office, 2nd Floor, 1084 Central Avenue, Prince Albert, SK S6V 7P3